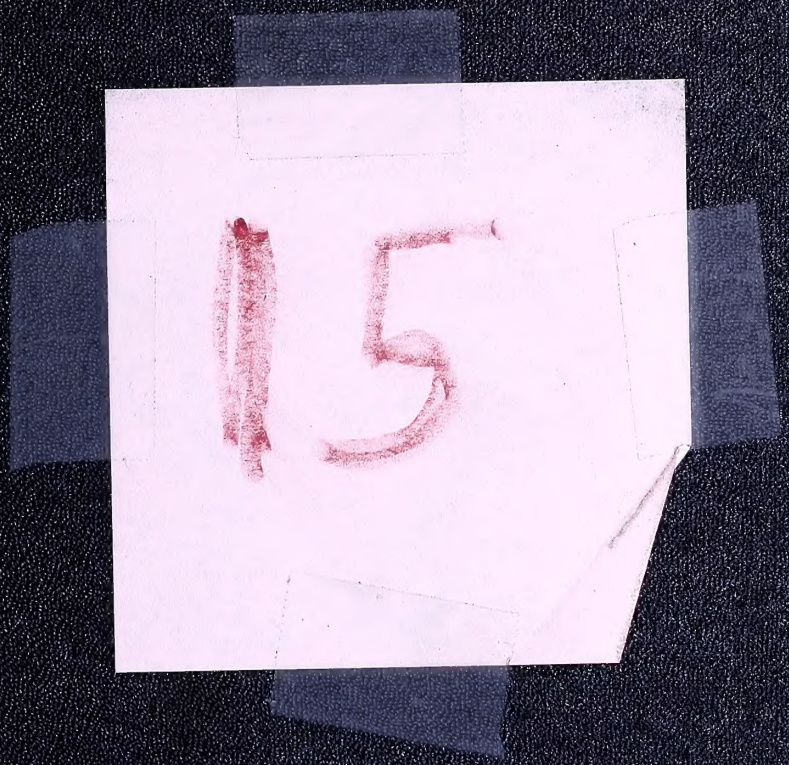

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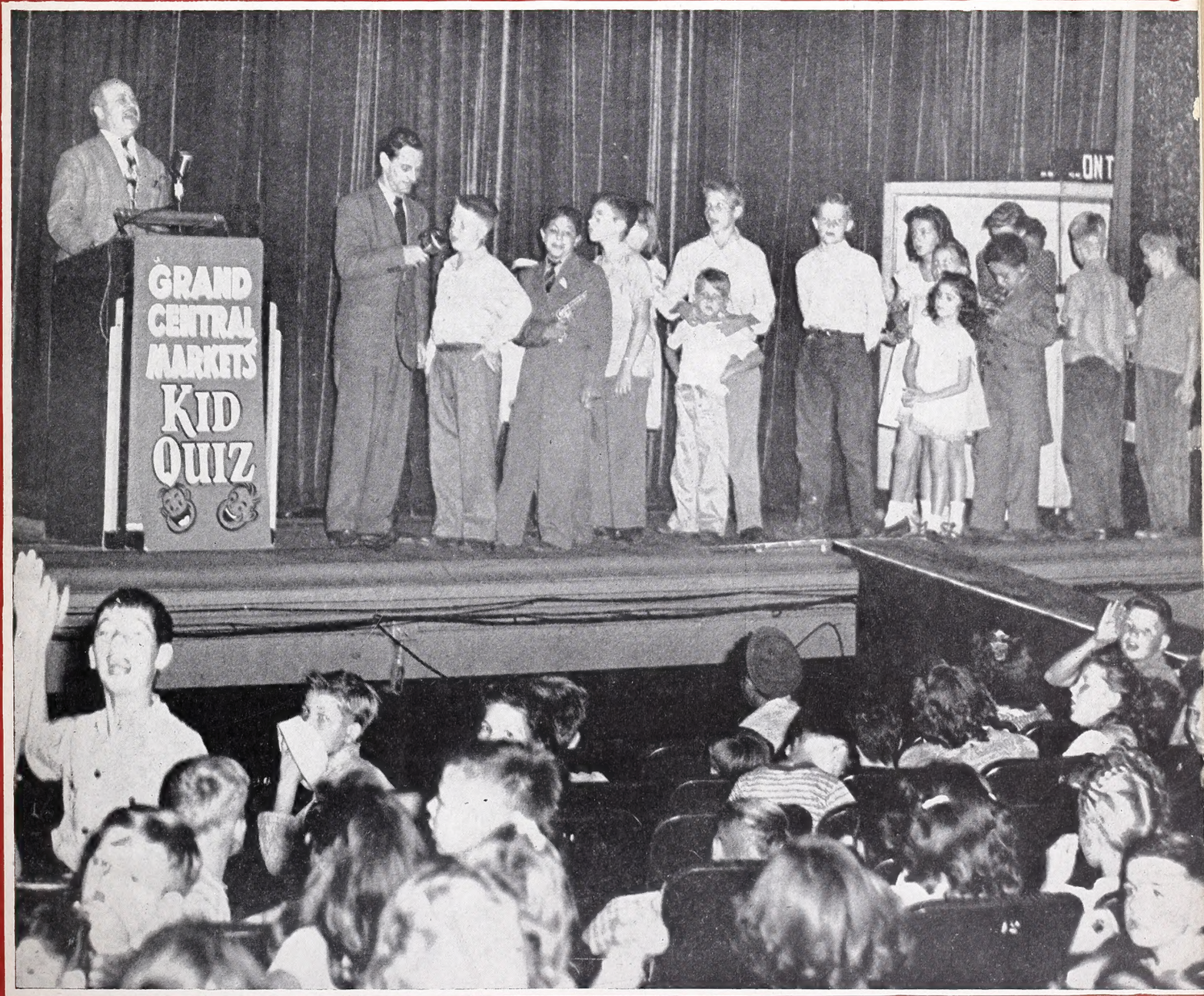
The Pulse of the Motion Picture Industry

BOXOFFICE

USING THE RADIO TO SELL FILMS

A Survey on How Exhibitors Are Reaching Air Audiences To Merchandise Pictures.

.... SEE PAGE 20



NATIONAL EXECUTIVE EDITION
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APRIL 5, 1947

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12 FITZPATRICK TRAVELTALKS (*in Technicolor*)

6 JOHN NESBITT'S PASSING PARADE

4 M-G-M 2-REEL SPECIALS

104 ISSUES—NEWS OF THE DAY



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Published Every Saturday by
ASSOCIATED PUBLICATIONS

Editorial Offices: 9 Rockefeller Plaza, New York 20, N. Y.; Raymond Levy, General Manager; James M. Jerauld, Editor; A. J. Stocker, Eastern Representative. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."

Central Offices: 332 South Michigan Blvd., Chicago 4, Ill. J. Harry Toler, Editor Modern Theatre Section. Telephone WABash 4575.

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Washington Offices: 930 F Street, N. W. Lee L. Garling, manager. Telephone NAtional 3482. Filmrow: 932 New Jersey, N. W. Sara Young.

Publication Offices: 825 Van Brunt Blvd., Kansas City 1, Mo. Nathan Cohen, Associate Editor; Jesse Shlyen, Managing Editor; A. Jules Benedic, Field Editor; Morris Schlozman, Business Manager. Telephone CHestnut 7777.

Other Publications: BOXOFFICE BAROMETER, published in November as a section of BOXOFFICE; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—163 Walton, N. W., P. H. Savin.
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DENVER—1645 Lafayette, Jack Rose, TA 8517.
DES MOINES—Register & Tribune Bldg., Russ Schoch
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Entered as Second Class matter at Post Office, Kansas City, Mo. Sectional Edition, $2.00 per year; National Edition, $7.50

Vol. 50 No. 22
APRIL 5, 1947

BOXOFFICE

Wanted: More Comedy

CONCERN over the falling off of child attendance was expressed by exhibitors attending regional meetings in five sections of Kansas. The blame was laid to an overabundance of thrill and psychological melodramas. Pictures of these types, the exhibitors contended, caused parents to keep their children at home. Other factors were not mentioned, but from other parts of the country there has come a sudden realization that higher charges for child tickets can take at least part of the blame.

It's an old story that the cycle habit has been the bane to this industry's equanimity, all too frequently resulting in such charges as above that too much of one type of picture fare, or another, is being served to the public. And that is as true now as it has been for ever so long.

A check on feature releases in the Booking Chart shows that drama, melodrama and other heavy story types are in the majority of releases throughout the past year. Except for musicals and a handful of comedy-dramas, comparatively few outright comedies have been released. While there are several of the slapstick variety on tap for the next few weeks, their number can be counted on the fingers of one hand. The comedy cycle, apparently, does not run for as long a course as do the other cycles. But it might be a good idea if, either by digging into backlogs or by sheer good fortune, a substantial comedy cycle of the belly-laugh variety would put in its appearance beginning at once.

Maybe that's on the way. For, it is noted, "The Sin of Harold Diddlebock," which is scheduled as an April release, is one of that wholesome hilarious situation type that pleased so many millions of patrons a couple of decades ago. With Harold Lloyd as its star and with scenes from one of his original comedy epics, "The Freshman," refreshingly introduced in it, Mr. and Mrs. America and children are about to be made to laugh again. Loud—and long, we hope.

Of the other comedy releases to make their appearance in April there is "Buck Privates Come Home," featuring Abbott and Costello; and "My Favorite Brunette," with Bob Hope and Dorothy Lamour. While even reissues generally have been of the heavy drama type, Universal may be starting a trend

with the reissuance of a W. C. Fields-Edgar Bergen comedy. If there is a dearth of comedy subjects available for release within the next few months, digging back into the vaults might be the means of adding the much-needed spice to the overload of the somber and heavy fare to which there is objection.

It is strange that producers and distributors have shown such a consistency for poor timing of releases. This is especially true since so many current releases were made a year or two ago. And since for at least five years pictures were not rushed to make release dates, as was the case before the war. If a finished production can be held back for a year or more, it would seem that its release could be timed so as to avoid its falling into a cycle. If there would be a balancing of releases of all types of entertainment, public tastes would never become jaded as they do under the cycle system which seems to be more or less of a deliberate creation. Still we kind of believe that, if there must be cycles, one that is loaded with laughter would do the country—and the industry—a lot of good.

★ ★

Solid Punching

At long last an authoritative spokesman for the motion picture industry got up on his hind legs and struck back at its traducers. Eric Johnston told the Congressional committee, of which Congressman Rankin is the prime mover, in no uncertain terms that the industry not only is not dominated by Communistic influences but that "there is no more American group in America than in Hollywood."

This is but another evidence that the "pussyfooting era" of "no comment" to malicious charges is a thing of the past. But the industry has not seen the last of the Red label that even some within its ranks are trying to pin on it. The threat of "a probe of Hollywood" again has been made, despite the lack of evidence to warrant it. Doubtless the "smear" campaign will continue. But it will be vitiated and eradicated by such forthright leadership as Mr. Johnston has so capably demonstrated.

Ben Shlyen

Pulse Beats

D of J Protests Order To Delay the Decree

BULLETIN

Washington—It may be late next week before the Supreme Court signs a stay in the antitrust suit and the problem may even be presented to the full bench. After copies of the order, as drawn up by the lawyers for the majors, had reached Justice Reed on Thursday, a representative of the Department of Justice told the court the government objected to the entire form, especially the portion dealing with arbitration.

Justice Reed then directed the department to submit its comments in writing and to supply copies for all nine justices.

Whether or not there will be another hearing early in the week was not immediately indicated when this news broke late Friday, but in any event, signing of order is not expected now before late in the week.

★

Russia Is Sabotaging UN, Declares Eric Johnston

MPA head tells United Nations Council of Philadelphia that the Soviet is pursuing "obstructive policy of noncooperation" and infiltration into other nations.

★

U-I Granted CPA Approval For Six New Exchanges

Will cost $1,130,000 and will be located in Dallas, Omaha, Kansas City, Cleveland, Pittsburgh and Atlanta; 22 applications are pending.

★

Albert E. Sindlinger Starts Story Development Firm

Former executive vice-president of Dr. Gallup's audience research forms new organization, New Entertainment Workshop, at Wynbrook Acres near Hopewell, N. J.

★

Film Classics May Start Independent Releases

Company has specialized in reissues, but Joseph Bernhard, new president, intends to produce new features and take on the product of others.

★

Screen Guild Bars Films For Use in Television

Proposed new contract has provision specifically barring air use for films in which guild members appear; negotiations with producers to start April 15.

★

Republic and Babe Ruth Negotiating for Film

Will be biographical in nature; Ruth appears at luncheon given by Herbert J. Yates sr. and also at New York sales meeting of company.

ORDER STAYING MAJOR PART OF DECREE IS ANTICIPATED

Confused Situation Seen Until the Supreme Court Hands Down Decision

WASHINGTON—An order staying the major portion of the antitrust decree—drafted by the defendants in the suit—was presented to Supreme Court Justice Reed late in the week, and it is anticipated that he will sign the order some time next week with few if any changes.

The delay came as the result of the illness of Robert L. Wright, special assistant attorney general who has been representing the government in the suit. In accordance with a suggestion made by Justice Reed in a letter following the hearing in his chambers on March 28, all lawyers for the major defendants, excepting 20th Century-Fox, drew up a form of order and presented it to the court on Thursday.

DELAYED THROUGH ILLNESS

A copy also went to Wright's office but as he was down with the grippe, Justice Reed delayed the signing. The actual signature is expected to be a formality with few, if any, changes anticipated in the order as drawn.

With the stay virtually assured a roundup of opinion among major company lawyers and sales executives indicates that the confused selling situation in the industry will continue pretty much the same as it is now—confused—until the supreme court hands down its decision on the varied appeals several months or a year hence.

Companies which have been experimenting with competitive bidding will continue to experiment. Those which are opposed to it can—and will—drop it until the high court decision.

Arbitration will be continued under the present rules.

Since the company lawyers appeared before Justice Reed Friday, March 28, and were told to agree on some form of injunctive order for him to sign there have been many hours of argument among the lawyers.

Paragraph 9, Section II, which was to have gone into effect April 1, will be one of the provisions suspended. This is the paragraph which permits an exhibitor to write to a home office and ask for a particular run. The distributor was prevented from arbitrarily refusing to grant such a run. Its purpose was to enable an exhibitor to bid on any run he wanted.

CAN'T DEMAND BIDDING

Exhibitors seeking bids on higher runs than they have been getting can still seek them, but there will be no requirement that a distributor shall grant their requests.

Most of the decree will be in abeyance, but the stay will be permissive, not mandatory. Those who want to carry out the terms of the decree as they are now written will be able to do it. Those who battled for the supreme court injunction will be able to observe it.

But they may do a lot of pondering before deciding to take full advantage of the stay granted by the supreme court.

Charles D. Prutzman, counsel for Universal-International, points out that the three judges found a number of things to be illegal and these things will continue to be illegal until upset by a higher court, in this case the supreme court. He says it would be foolhardy to ignore these findings.

For this reason, Prutzman is advising Universal against price-fixing, franchise deals, conditional selling, formula and master agreements, all of which were found to be violations of the antitrust law.

Justice Reed's stay if signed as presented stops enforcement of the decree on all of these things, except franchise deals, upon which no stay was sought.

The Universal attorney makes a distinction between the decision and the decree. He says that he is advising the company to avoid trade practices called illegal in the decision. At the same time he is advising Universal against selling its product in accordance with the decree, pending final decision of the supreme court. He referred specifically to competitive bidding, which will be enjoined.

Universal's franchise deals had run their course by the time the ban was scheduled to go into effect April 1 and no new ones have been made since the decree was handed down. The company has tried bidding in only four situations.

Herman Levy, general counsel for the MPTOA, had this to say about the situation: "The result is gratifying, and is at least a temporary reward for those exhibitor associations which have since last June been aggressively and affirmatively fighting against those aspects of the equity decision and of the final decree which might well lead to chaos in the industry.

"Neither the final decree, these stays, nor a reversal by the supreme court will necessarily make illegal competitive bidding and the other dangerous aspects of the equity decree. Nevertheless, it should be comforting to the entire industry and especially to exhibitors to know that for some time to come at least these objectionable aspects of the decree will not be a matter of compulsion and of discrimination."

Abram F. Myers, Allied general counsel, refused to make any comment pending further study.

How much bidding will be continued, and where, seems to be a topic for further discussion. Loew's, Inc., RKO, 20th-Fox and Paramount have been the companies most active in its use. Loew's has tested the method in about 50 situations, RKO is understood to have used it in 200, 20th-Fox tests have been widely scattered, and Paramount has not given out any figures as to how many spots in which the system has been used.

William F. Rodgers, vice-president in charge of MGM distribution, said late in the week that his future course would be de-

When the Court's Stay Is Granted

Here is what is suspended:

- **The ban on price-fixing.**
- **The ban on maintaining clearances by agreement.**
- **The ban on granting clearances between theatres not in substantial competition.**
- **The requirement that the burden of proof as to the reasonableness of clearance shall be on the distributor wherever an attack is made on a specific clearance.**
- **The ban on formula deals or master agreements with circuits in which prices are figured on a percentage of a picture's national gross.**
- **The ban on conditioning the sale of one feature upon the sale of another.**
- **The ban on favoring old customers and all the requirements for competitive bidding, and the requirement for 95 per cent theatre ownership.**
- **The ban on arbitrarily refusing a run after an exhibitor has made a request by registered mail to a home office.**
- **The section which would have ended all the provisions contained in the consent decree covering arbitration. Its effect is to leave arbitration under the present rules.**

What remains in effect:

- **The ban on franchise deals.**
- **The prohibition against theatre pools. (Practically all of these have already been dissolved.)**
- **Prohibition against expansion of circuits, except with court approval.**
- **The ban on operation of picture-buying combines by distributor-owned circuits.**
- **The section requiring 95 per cent ownership if a distributor-owned circuit is to continue with complete freedom of booking as in the past.**
- **The section permitting the Department of Justice to require reports from defendants for the purpose of enforcing the decree.**

cided after he had had conferences with his associates and company lawyers. He has a national meeting of sales forces scheduled for April 28 at the Hotel Astor.

On Tuesday while the lawyers were still arguing about what form of stay they should present to Justice Reed for signature, Tom J. Connors, vice-president in charge of 20th-Fox distribution, with some of his aides, went into conference with Otto Koegel, special counsel. The impression prevails that 20th-Fox will do some selling by the bidding method where exhibitors want it. Robert Mochrie, vice-president in charge of RKO's domestic distribution, also held a conference with division managers and lawyers on Thursday. This company has been doing more competitive-bidding selling than any other and is expected to continue it wherever the customers want it on the theory that it is good business to find out how it works pending the final decision.

DELAY FOR PARAMOUNT

Paramount's decision was delayed pending the return of Charles M. Reagan, vice-president in charge of domestic distribution. He is due back April 7. The company has tried bidding extensively in the southwest and midwest.

United Artists, Columbia and Universal, the strongest opponents of competitive bidding during the court hearings and the first to move for stays pending appeal, are expected to continue their present selling methods. United Artists always has sold pictures on an individual basis. Both Columbia and Universal have been selling pictures individually since the decree was handed down. These companies probably will continue selling pictures individually, but without bidding.

The status of roadshows is confused. Even with the expected stay holding up the ban on price-fixing some lawyers point out that this was one of the subjects ruled illegal by the three-judge court. Samuel Goldwyn is leasing theatres for the showing of "Best Years of Our Lives" and it is understood David O. Selznick's new Selznick Releasing Organization has negotiations on for leases for engagements of "Duel in the Sun." They probably will seek legal advice before departing from these plans.

After the discussions before Justice Reed Friday, March 28, the justice wrote to all the defendant attorneys asking them to agree on the form of an order, but arguments among the attorneys developed Monday, March 31, and were continued, Wednesday, April 2.

Twentieth-Fox was not represented at the Wednesday sessions. John W. Davis, attorney for Loew's, Inc., wrote to Justice Reed Wednesday that the order prepared for his signature by the defendants did not include 20th-Fox and National Theatres. It is understood that John F. Caskey, 20th-Fox attorney, opposed the stay on competitive bidding.

"A BREATHING SPELL"

George Raftery, attorney for United Artists, says the stay will give the industry a breathing spell, and it will be possible to work out an intelligent system of competitive bidding.

Exhibitor reaction was mixed. Edward Lachman, president of Allied Theatre Owners of New Jersey, said he thought a stay on bidding would be "the best thing that could happen."

Fred J. Schwartz, vice-president of Century Theatres, was not pleased. He says the stays "would leave things in abeyance" and leave selling methods in uncertain form.

Arthur Wakoff, who operates several theatres in Perth Amboy, Summit and Madison, N. J., said: "The decree situation is now more confusing than before, and it was plenty confusing before." He says he will not start bidding in any of his situations.

Another Year Is Predicted For Arbitration System

NEW YORK—Clearances and arbitration are destined for a new lease on life—probably a year at least.

This comes about as a result of a sudden rush of clearance complaints before local arbitration boards and the anticipated signing of the supreme court order staying the demise of arbitration by Justice Reed. The system was ordered to end under the antitrust decree. If the stay is not signed 20 inactive arbitration boards will go out of business and the 11 active boards will drop out as fast as they dispose of their pending cases.

The Big Five—Loew's, RKO, Paramount, 20th-Fox and Warners—joined in asking the court to continue arbitration. The antitrust decree in Section V declared the provisions of the consent decree "to be of no further force or effect, except insofar as may be necessary to conclude arbitration proceedings now pending and to liquidate in an orderly manner the financial obligations of the defendants and the American Arbitration Ass'n."

A total of 36 cases is now pending before local boards.

The situation is anomalous. Arbitration is conducted under rules set up in the 1940 consent decree, which is now out of existence. However the precedents which grew up in the local boards and before the appeals board comply with the new antitrust decree in requiring that the burden of proof of the reasonableness of clearance shall be on the distributors.

CLEARANCE TOPS LIST

A total of 378 of the 502 arbitration complaints filed since the arbitration system began operating under the consent decree in 1941 were on clearance. Complaints were filed by exhibitors, and distributors were the respondents. In every case the boards heard testimony on the reasonableness of clearance and decided them on that basis.

This apparently means that the present clearance systems will continue, with modifications from time to time, except in those cases where competitive bidding is put into effect. Under bidding an exhibitor can designate what run he wants for a particular picture. He gets it if he wins the bid.

Five days before the March 31 deadline set by the antitrust decree, new clearance complaints began pouring into the AAA tribunals. Fourteen cases were filed from March 26 to March 31. Three additional complaints from Cleveland are expected at arbitration headquarters in New York.

Six of these clearance complaints were filed in Cincinnati March 27. All challenge the existing clearance system in that area. Five complaints ask the arbitrator to declare unreasonable the 28-day clearance granted by Loew's in favor of first run houses. One complaint asks that the arbitrator fix a new maximum reasonable clearance in favor of first run houses.

The consent decree limits the power of an arbitrator to (1) deciding whether a clearance is reasonable and (2) fixing the maximum clearance between the theatres involved in a complaint. In no section of the consent decree is an arbitrator empowered to change a run.

The specific complaints filed against Loew's were as follows: Ames Theatre Co., operating Ames Theatre, Dayton, seeks day-and-date availability with other suburban Dayton houses, claiming it is the only house subjected to the 28-day Loew's clearance.

Harmony Amusement Co., operating the Park, Cincinnati, seeks day and date playing time with the Esquire and Hollywood theatres. The latter two houses get 39 and 28-day clearance, respectively, after first run. The Park gets Loew's product 46 days after first run.

Two additional demands for day and date playing time were filed by the Royal Theatre Co., operating the Imperial, and naming the Uptown Theatre, and by the Highland Amusement Co., operating the Highland Theatre, Fort Thomas, Ky. The Highland names the Hippodrome, Newport, Ky.

The request for a new maximum reasonable clearance in favor of first run Cincinnati houses was brought by Willis Vance and Gordon Pape, operators of the 20th Century Theatre, in a complaint against Paramount, Warners and 20th-Fox. With the exception of Loew's, all distributors grant the 23 suburban houses in greater Cincinnati availability on the seventh Sunday after the first or second week of downtown first runs.

Vance and Pape also claim the RKO Paramount, operated by RKO Midwest Corp., serves as a "buffer" run between first run and suburban houses, since it gets product before the seventh-Sunday availability. The complainants want the Paramount Theatre clearance eliminated.

FILE AGAINST LOEW'S

In a second suit against Loew's, Vance and Pape seek prior playing time over the Mariemont Theatre, which now gets product immediately after the first run clearance.

In Boston, a complaint was filed by Harold Amusement Corp., operating the Star, Pascoag, R. I., against the Big Five, asking an elimination of the nine to 14-day clearance enjoyed by three houses in Woonsocket.

An award also was granted in Boston. The arbitrator established a 28-day maximum clearance in favor of the Opera House, Bellows Falls, Vt., over the State Theatre, Bellows Falls.

A new case filed in New Haven by the Rivoli Theatre, Hartford, against the Big Five, seeks an elimination of the seven-day clearance held by the Lyric Theatre, Hartford, over the Rivoli. In addition the Rivoli wants seven-day prior run over the Lyric.

'Unprecedented Move' Taken by 20th-Fox

Washington — Twentieth Century-Fox on Thursday presented to Justice Reed a proposed order limited to stays which would halt competitive bidding and continue arbitration.

Some separate action had been expected from this company as John F. Caskey, counsel, opposed stays on other topics during the lawyers' discussions on Monday and refused to attend when the conferences were resumed Thursday.

In Washington it was stated that the move was "unprecedented" in view of the fact that Justice Reed had asked the attorneys to reach an agreement.

ATA: 'IRREPARABLE DAMAGE' IF INTERVENTION IS DENIED

SCTOA Joins With Ass'n In Asking High Court To Kill Big-5 Appeal

WASHINGTON—The American Theatres Ass'n, joined by the Southern California Theatre Owners Ass'n, Friday filed with the U.S. supreme court an answer opposing the motions of 20th-Fox, Loew's, RKO, Paramount and Warner Bros. which asked for an order dismissing the ATA appeal to intervene.

"To deny intervention in the present case is to subject intervenors to irreparable injury resulting from the court's decree without an opportunity to be heard," the exhibitor petition said.

OPPOSE MAJORS' VIEWS

The brief said the defendant companies are objecting to giving intervenors an opportunity to defend their rights in court. "They are the very persons who will benefit by a plan of united action sanctioned by the court which would be illegal without that sanction," the exhibitor association said, pointing to the competitive bidding section of the decree to which they object.

"The united front which the decree directs the defendants to take against the intervenors destroys intervenors' power to bargain individually to protect themselves against the enhanced prices which defendants will be able to obtain through competitive bidding after the destruction of existing commercial relationships with independents," it said.

ATA and SCTOA denied that intervention will delay or complicate the litigation. "Intervenors do not seek to introduce new evidence. They ask no part in the litigation except to protect their rights against the unlawful and harmful provisions of the decree," the petition said.

SUMS UP DAMAGE

Summing up the damage which the exhibitors believe will result from initiation of the competitive bidding system, the petition respectfully asked the supreme court to repeal the lower court order which denied direct intervention.

ATA and SCTOA are already before the court as amicus curiae, as well as Allied States, and the Conference of Independent Exhibitor Ass'ns.

Signers of the petition were Thurman Arnold for ATA; Paul Williams for SCTOA, Paul Barton and John G. Jackson, counsel for W. C. Allred and other exhibitors.

Langer Seeks Stiff Penalty For Antitrust Violators

Washington—Senator William Langer of North Dakota this week renewed his demand that violators of the antitrust laws be punished by a jail sentence plus a stiff fine. At hearings of the senate judiciary committee, the lawmaker ridiculed spokesmen for the federal trade commission who were called to testify on enforcement of antitrust laws.

"I think the antitrust laws we have are sufficient," Langer said. "One thing certain, however, is that the government has not been enforcing them properly," he added, indicating that his committee plans to do something about it.

Newspaper Ads to Help N.J. Fight New Taxes

NEWARK—The Federation of New Jersey Theatres will set up a legislative lobby program and use full page ads to fight the proposed state law permitting local communities to tax admissions and retail sales. This campaign was arranged here Wednesday at a meeting of federation trustees in the office of Frank Damis of Warners.

Details of the lobby program will be worked out April 7 at a Federation-sponsored meeting at the Stacy-Trent hotel in Trenton. All exhibitors in New Jersey have been invited. They will be urged to write to their local state representative, protesting against the proposed law. The legislators also will receive briefs from the Federation attacking the measure.

The bill, assembly No. 27, was reported out of committee and passed on first and second readings. After a third reading it will be put to a vote. It would permit localities to levy a 2-cent tax on articles and admissions costing from 13 to 50 cents, a 3-cent tax on transactions between 50 cents and $1, and 3 cents on each even dollar after the first dollar.

George Gold, operator of the Rivoli Theatre, Newark, and chairman of the Federation, presided at Wednesday's meeting. Others present were Edward Lachman, president of the New Jersey Allied, Damis; Bud Hunt, Hunt Theatres; Edward Gage, Walter Reade Theatres; Lee Newbury, Newbury Theatres; Morton Sunshine, Leon Rosenblatt and J. Joshua Goldberg of the ITOA; Hardie Meakin, RKO; William Phillips, Loew's, and Harold Blumenthal, Fabian.

Billion-Dollar New York Budget Calls for Real Estate Tax Hike

NEW YORK—Theatre owners were stunned when Mayor O'Dwyer submitted his budget for $1,029,000,000 for the year starting July 1. It calls for a real estate tax rate of $2.95 per $100 of valuation, a jump of 25 cents over the current fiscal year and the highest in the city's history.

Theatre operators, as distinguished from owners, had little to say about the proposed expenditures and indicated no protest would be made. They seemed relieved that the mayor had decided not to take advantage of the new 5 per cent admission tax which he could impose with the help of the board of estimate and city council as a result of the new law signed by Governor Dewey.

Theatre men have been worrying particularly about the admission tax because all theatres in the Bronx and Queens and Brooklyn could lose patronage to theatres in Westchester and Nassau counties if a 5 per cent tax were slapped on top of the federal impost.

Hal Roach to Limit Future Comedies To 55 Minutes, Two to a Package

HOLLYWOOD—Hal Roach, who has been making comedies for a lot of years and should know what he is talking about, evidently is of the opinion that the world needs a good laugh. Furthermore, the veteran film maker has bobbed up with a plan to do something about it.

At a press conference at his Culver City studio, Roach declared it is his belief that "brevity is the essence of comedy" and that, for that reason, he intends hereafter to turn out his laugh-makers with a running time of only 55 minutes. Two of these, Roach said, will be combined in one distribution package, giving showmen a 110-minute program.

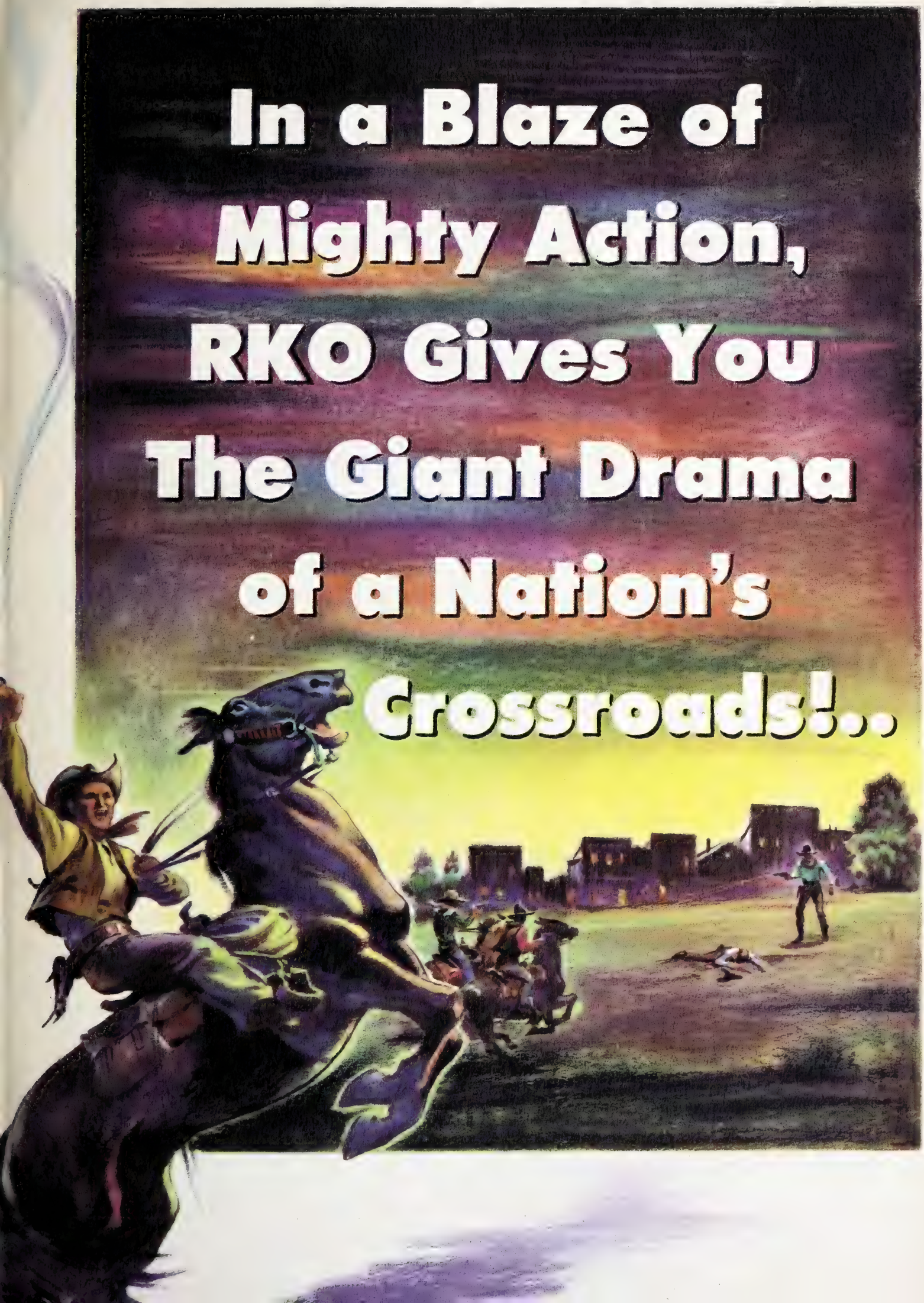
Already completed under this plan are "Curley" and "The Fabulous Joe," two Cinecolor productions which will be called "Hal Roach Comedy Carnival," Part One and Part Two. They will be sold on a straight feature-length rental, but the exhibitor will be given his choice of running them separately or as a package.

Roach cited the fact that some of our greatest comedians came out of the old two-reelers—Charlie Chaplin, Fatty Arbuckle, Buster Keaton and Harold Lloyd—but that when they graduated into feature-length films, many comics seemed to fall by the wayside. Roach submitted as the reason for this belief, that there is extreme difficulty in sustaining quality humor over the period of time which normally constitutes a feature.

Roach plans to make eight units on his upcoming production schedule, and will aim them toward first run attractions with the use of top people to delineate the comedies. They will be sold in packages of two each.

He also revealed that in double-feature situations, the exhibitor will be given a choice of running the film as a whole or breaking it into Part One and Part Two and using it in combination with another top feature, thereby eliminating the possibility of booking a class A film with a poor B. In other words Roach suggested a program of a feature and a half, instead of the ordinary two features for a double bill.

Roach trains out for New York shortly where he will show his first "Hal Roach Comedy Carnival" to United Artists distribution executives and discuss distribution plans. Upon his return to Hollywood the package will be shown to the press.


In a Blaze of
Mighty Action,
RKO Gives You
The Giant Drama
of a Nation's
Crossroads!..



The lusty story of those lawless days when frontier Kansas roared—when badmen ruled and women had no say—when it took a fearless two-gun fighting man to tame a town wilder than Dodge City...Big "Bat" Masterson, the famous U.S. Marshal whose shooting arm wrote history in the making of a mighty State!

RKO RADIO PICTURES

Produced by NAT HOLT • Directed by RAY ENRIGHT • Screen Play by Norman Houston and Gene Lewis

TRAIL STREET

starring

RANDOLPH SCOTT · ROBERT RYAN
ANNE JEFFREYS · GEORGE "GABBY" HAYES

MADGE MEREDITH • STEVE BRODIE • BILLY HOUSE



RKO AD GUNS ROAR!



—Blasting out the big news about a great action entertainment to the readers of the

88,421,433 CIRCULATION

of National Magazines like Life—Look—Saturday Evening Post—Cosmopolitan—True—22 Pulp Favorites—Fan Publications . . . with full-color comic-strip type ads in the Magazine Sections of Supplements of 101 important Sunday Newspapers!

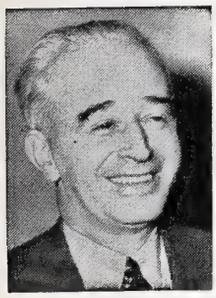
TRAIL STREET

LITHO U.S.A.

RODGERS: STOP RETREAT TALK; MGM SALES FORCES REALIGNED

Aggressive, All-Industry Effort Very Important, Sales Head Declares

NEW YORK—William F. Rodgers, vice-president in charge of distribution for MGM, says there is too much talk about a recession. There is no reason for it, he says, and at the same time there is no reason why business should not remain on the upgrade.



WILLIAM F. RODGERS

"An aggressive all-industry effort to do a good job of making the public realize that motion pictures are their greatest amusement value will accomplish this," he says. "When I say all-industry, I realize good pictures alone cannot do it."

BETTER PUBLIC RELATIONS

Rodgers says it will take "better theatre merchandising, better theatre housekeeping; it will require understanding and constructive comments on the part of reviewers and critics; it will require intelligent advertising to make the public realize that for a low cost they are being brought the best product of the greatest writers in the world.

"Here is an all-industry effort worthy of the best brains of the unquestioned talent we have in every department of our company. Once we establish in the public mind confidence that the merchandise we have to offer is the greatest dollar value they can buy, we will not need to worry about empty seats.

"Next to keeping present patrons, our biggest job is to reach out and touch those segments of the public who for one reason or another are not regular patrons of motion picture theatres. That is why we expect to expand and place emphasis on exhibitor and public relations."

By exhibitor relations, he says, he means contacts that will keep the MGM sales organization closer to its customers to help them reach larger audiences by following through after a sale has been made. This will be one of the company's main objectives this year, Rodgers states.

FOR IMPROVED EFFICIENCY

"As good business men," he sums up, "we realize that in every era of abnormal prosperity, there comes a time when we must take inventory of our stock, realign our sights and prepare our approach in a different manner. We are going to do just that. We have reshuffled our sales organization to put our returning veterans in their proper positions, and we have shifted others to other work. Naturally, during the war, we found it necessary to overstaff with, many times, inexperienced people, in order that the same level of efficiency could be maintained."

Rodgers admits frankly that putting competitive bidding into effect generally will cause many irritations. Thus far the company has been experimenting with it in about 50 situations. He says he does not intend to tolerate any attempt to turn the good intentions of the court decree into self-advantage.

"Our bulwark," he says, "has been firm exhibitor relations and, through them, to the public we serve, and these will be stressed even more in the future than in the past, if that is possible."

Rodgers recently sent a wire to the field forces reminding them again that where a picture fails to come up to its sales classification it should be reclassified quickly, so that minimum terms can be changed in asking for bids. He hopes arbitration, especially on clearances, can be continued, because he does not want any of the technicalities of the decree to interfere with the company's pleasant relations with its customers.

Reshuffled by MGM



SAMUEL J. GARDNER



THOMAS A. ASPELL JR.



SAM DAVIS



JEROME ADAMS



JACK GOLDBERG



BENN H. ROSENWALD



CHARLES D. LYNE



JACK C. ReVILLE

NEW YORK — Seven MGM exchanges acquire new managers in a general realignment of sales forces made last week by William F. Rodgers, vice-president in charge of distribution. A number of the shifts are due to promotions; one was caused by a resignation, and one salesman was advanced to a branch managership.



M. L. "MIKE" SIMONS

Samuel J. Gardner, who has been Los Angeles branch manager for the past two and one-half years, was promoted to assistant west coast sales manager. Gardner started with the company as a salesman at Philadelphia in 1931. His new headquarters will be in San Francisco.

ASPELL TO LOS ANGELES

Thomas A. Aspell jr., Seattle branch manager, has gone to Los Angeles to take Gardner's place, and Sam Davis, who has been a special representative on the coast in the reprints and importations department, has taken over the Seattle branch. Both Aspell and Davis are company veterans. The former was formerly office manager in Kansas City in 1930. He went to San Francisco a year later. The latter joined the company as assistant shipper in April 1929.

Jerome Adams, who has been assistant branch manager at San Francisco, has been promoted to manager in Washington. He takes the spot made vacant when John S. Allen was made district manager for Washington, Pittsburgh, Cleveland and Cincinnati. Adams started as a student booker in 1934. He advanced from private to captain in the army air forces during the war.

Jack Goldberg, sales manager at Washington, has been made Albany branch manager. This fills the vacancy there caused when Herman Ripps was made district manager for Albany, Buffalo and New Haven. Goldberg has been with the company since June 1928, when he became a salesman at Detroit. He has had previous Albany experience.

ROSENWALD TO BOSTON

Benn H. Rosenwald, branch manager at Charlotte for the past eight years, has been moved to Boston as branch head. Rosenwald's place at Charlotte has been taken by Jack C. ReVille, Oklahoma City branch manager for the past four years. ReVille was a salesman at Memphis in 1943. He has been with the company since 1929.

The Oklahoma City vacancy caused by ReVille's transfer has been filled by the promotion of Charles D. Lyne, salesman in the Dallas area, who has been with the company since 1927.

M. L. "Mike" Simons, who has been named as aide to H. M. Richey, and will spend considerable time in the field in the future, also is a company veteran. He joined the company at Indianapolis as a booker 20 years ago, and since that time has been an office manager and salesman. He went to the home office 14 years ago and has edited The Distributor, employes' magazine, which he will continue to handle.

RKO RADIO PICTURES INC. Trade Showings OF FIVE PRODUCTIONS

	BANJO	HONEYMOON	A LIKELY STORY	BORN TO KILL	TARZAN AND THE HUNTRESS
ALBANY Fox Projection Room 1052 Broadway	Mon. 4/14 10:30 A.M.	Mon. 4/14 2:30 P.M.	Tues. 4/15 10:30 A.M.	Tues. 4/15 2:30 P.M.	Wed. 4/16 10:30 A.M.
ATLANTA RKO Projection Room 195 Luckie Street	Mon. 4/14 10:30 A.M.	Mon. 4/14 2:30 P.M.	Tues. 4/15 10:30 A.M.	Tues. 4/15 2:30 P.M.	Wed. 4/16 10:30 A.M.
BOSTON RKO Projection Room 122 Arlington St.	Mon. 4/14 10:30 A.M.	Mon. 4/14 2:30 P.M.	Tues. 4/15 10:30 A.M.	Tues. 4/15 2:30 P.M.	Wed. 4/16 10:30 A.M.
BUFFALO Fox Projection Room 290 Franklin Street	Mon. 4/14 10:30 A.M.	Mon. 4/14 2:30 P.M.	Tues. 4/15 10:30 A.M.	Tues. 4/15 2:30 P.M.	Wed. 4/16 10:30 A.M.
CHARLOTTE Fox Projection Room 308 So. Church St.	Mon. 4/14 2:30 P.M.	Mon. 4/14 4:00 P.M.	Tues. 4/15 2:30 P.M.	Tues. 4/15 4:00 P.M.	Wed. 4/16 2:30 P.M.
CHICAGO RKO Projection Room 1300 So. Wabash Ave.	Mon. 4/14 10:30 A.M.	Mon. 4/14 2:30 P.M.	Tues. 4/15 10:30 A.M.	Tues. 4/15 2:30 P.M.	Wed. 4/16 10:30 A.M.
CINCINNATI RKO Projection Room 12 E. 6th Street	Mon. 4/14 2:00 P.M.	Mon. 4/14 3:30 P.M.	Tues. 4/15 2:00 P.M.	Tues. 4/15 3:30 P.M.	Wed. 4/16 2:00 P.M.
CLEVELAND Fox Projection Room 2219 Payne Ave.	Mon. 4/14 10:30 A.M.	Mon. 4/14 2:30 P.M.	Tues. 4/15 10:30 A.M.	Tues. 4/15 2:30 P.M.	Mon. 4/7 10:00 A.M.
DALLAS Paramount Proj. Room 412 South Harwood St.	Mon. 4/14 10:30 A.M.	Mon. 4/14 2:30 P.M.	Tues. 4/15 10:30 A.M.	Tues. 4/15 2:30 P.M.	Wed. 4/16 10:30 A.M.
DENVER Paramount Proj. Room 2100 Stout St.	Mon. 4/14 2:00 P.M.	Mon. 4/14 3:30 P.M.	Tues. 4/15 2:00 P.M.	Tues. 4/15 3:30 P.M.	Wed. 4/16 2:00 P.M.
DES MOINES Fox Projection Room 1300 High Street	Mon. 4/14 10:30 A.M.	Mon. 4/14 2:30 P.M.	Tues. 4/15 10:30 A.M.	Tues. 4/15 2:30 P.M.	Wed. 4/16 10:30 A.M.
DETROIT Blumenthal Proj. Room 2310 Cass Ave.	Mon. 4/14 10:30 A.M.	Mon. 4/14 2:30 P.M.	Tues. 4/15 10:30 A.M.	Tues. 4/15 2:30 P.M.	Wed. 4/16 10:30 A.M.
INDIANAPOLIS Paramount Proj. Room 116 W. Michigan Street	Mon. 4/14 1:30 P.M.	Mon. 4/14 2:15 P.M.	Tues. 4/15 1:30 P.M.	Tues. 4/15 2:30 P.M.	Wed. 4/16 1:30 P.M.
KANSAS CITY Paramount Proj. Room 1802 Wyandote	Mon. 4/14 10:30 A.M.	Mon. 4/14 2:30 P.M.	Tues. 4/15 10:30 A.M.	Tues. 4/15 2:30 P.M.	Wed. 4/16 10:30 A.M.
LOS ANGELES RKO Projection Room 1980 So. Vermont Ave.	Mon. 4/14 10:30 A.M.	Mon. 4/14 2:30 P.M.	Tues. 4/15 10:30 A.M.	Tues. 4/15 2:30 P.M.	——— ———
MEMPHIS Fox Projection Room 151 Vance Ave.	Mon. 4/14 10:30 A.M.	Mon. 4/14 2:30 P.M.	Tues. 4/15 10:30 A.M.	Tues. 4/15 2:30 P.M.	Wed. 4/16 10:30 A.M.
MILWAUKEE Warner Projection Room 212 W. Wisconsin Ave.	Mon. 4/14 10:30 A.M.	Mon. 4/14 2:30 P.M.	Tues. 4/15 10:30 A.M.	Tues. 4/15 2:30 P.M.	Wed. 4/16 10:30 A.M.
MINNEAPOLIS Fox Projection Room 1015 Currie Ave.	Mon. 4/14 10:30 A.M.	Mon. 4/14 2:30 P.M.	Tues. 4/15 10:30 A.M.	Tues. 4/15 2:30 P.M.	Wed. 4/16 10:30 A.M.
NEW HAVEN Fox Projection Room 40 Whiting Street	Mon. 4/14 10:30 A.M.	Mon. 4/14 2:30 P.M.	Tues. 4/15 10:30 A.M.	Tues. 4/15 2:30 P.M.	Wed. 4/16 10:30 A.M.
NEW ORLEANS Fox Projection Room 200 So. Liberty Street	Mon. 4/14 10:30 A.M.	Mon. 4/14 2:30 P.M.	Tues. 4/15 10:30 A.M.	Tues. 4/15 2:30 P.M.	Wed. 4/16 10:30 A.M.
NEW YORK RKO Projection Room 630 9th Ave.	Mon. 4/14 2:30 P.M.	——— ———	Tues. 4/15 11:00 A.M.	Tues. 4/15 2:30 P.M.	——— ———
Normandie Theatre 51 East 53rd Street	——— ———	Mon. 4/14 10:30 A.M.	——— ———	——— ———	——— ———
OKLAHOMA CITY Fox Projection Room 10 N. Lee Street	Mon. 4/14 10:30 A.M.	Mon. 4/14 2:30 P.M.	Tues. 4/15 10:30 A.M.	Tues. 4/15 2:30 P.M.	Wed. 4/16 10:30 A.M.
OMAHA Fox Projection Room 1502 Davenport Street	Mon. 4/14 10:30 A.M.	Mon. 4/14 2:30 P.M.	Tues. 4/15 10:30 A.M.	Tues. 4/15 2:30 P.M.	Wed. 4/16 10:30 A.M.
PHILADELPHIA RKO Projection Room 250 No. 13th Street	Mon. 4/14 10:30 A.M.	Mon. 4/14 2:30 P.M.	Tues. 4/15 10:30 A.M.	Tues. 4/15 2:30 P.M.	Wed. 4/16 10:30 A.M.
PITTSBURGH Fox Projection Room 1715 Blvd. of Allies	Mon. 4/14 1:00 P.M.	Mon. 4/14 2:30 P.M.	Tues. 4/15 1:00 P.M.	Tues. 4/15 2:30 P.M.	Wed. 4/16 1:00 P.M.
PORTLAND Star Preview Room 925 N.W. 19th Street	Mon. 4/14 10:30 A.M.	Mon. 4/14 2:30 P.M.	Tues. 4/15 10:30 A.M.	Tues. 4/15 2:30 P.M.	Wed. 4/16 10:30 A.M.
ST. LOUIS S'Renco Proj. Room 3143 Olive Street	Tues. 4/15 11:30 A.M.	Tues. 4/15 2:30 P.M.	Wed. 4/16 11:30 A.M.	Wed. 4/16 2:30 P.M.	Thurs. 4/17 11:30 A.M.
SALT LAKE CITY Fox Projection Room 216 East 1st South Street	Mon. 4/14 2:30 P.M.	Mon. 4/14 1:00 P.M.	Tues. 4/15 1:00 P.M.	Tues. 4/15 2:30 P.M.	Wed. 4/16 1:00 P.M.
SAN FRANCISCO RKO Projection Room 251 Hyde Street	Mon. 4/14 10:30 A.M.	Mon. 4/14 1:30 P.M.	Tues. 4/15 10:30 A.M.	Tues. 4/15 1:30 P.M.	Wed. 4/16 10:30 A.M.
SEATTLE Jewel Box Projection Room 2318 2nd Avenue	Mon. 4/14 10:30 A.M.	Mon. 4/14 2:30 P.M.	Tues. 4/15 10:30 A.M.	Tues. 4/15 2:30 P.M.	Wed. 4/16 10:30 A.M.
SIOUX FALLS Hollywood Theatre 212 No. Philips Avenue	Mon. 4/14 9:30 A.M.	Mon. 4/14 10:45 A.M.	Tues. 4/15 9:30 A.M.	Tues. 4/15 10:45 A.M.	Wed. 4/16 10:30 A.M.
WASHINGTON Fox Projection Room 932 New Jersey Ave.	Tues. 4/15 11:45 A.M.	Tues. 4/15 2:30 P.M.	Tues. 4/15 10:30 A.M.	Wed. 4/16 10:30 A.M.	Wed. 4/16 2:30 P.M.

Future Looks Brighter, Yates Says in Report

NEW YORK—Republic's outlook is brighter than ever before in its history, according to Herbert J. Yates, president, in his address to stockholders at the company's annual meeting held here this week. In discussing the growth of the company over the past eight years, Yates reported that the quarter just ended had shown considerable improvement over the same quarter last year although he hesitated to express a percentage of increase because of economic conditions and labor-management relations which had not yet been finally adjusted.

CHARLES FELDMAN DEAL

Yates told the stockholders that the company's program of expansion would continue with the signing of a deal with Charles Feldman, who will bring Lewis Milestone, Orson Welles and Ben Hecht to the Republic lot. Milestone will begin production on John Steinbeck's "The Red Pony" in Technicolor May 15 with Robert Mitchum set for one of the leading roles.

A thorough analysis of the B picture and its current market will be made at the company's regional sales meetings, the first of which was held at the New York Athletic club this week with James R. Grainger, executive vice-president, in charge of sales and distribution, presiding. In addressing the meeting, Yates said that the problem of producing B pictures was more acute than ever due to the increased costs of both labor and material and exhibitor unwillingness to absorb such increased production costs. A decision to either eliminate B product or place restrictions on the number of such pictures Republic would produce will not be made until after the company's Hollywood sales meeting to be held during the week of April 14.

RE-ELECT ALL OFFICERS

Five members of the board of directors were elected by a vote of 1,190,237 shares at the company's annual meeting. Walter L. Titus jr. and Arthur J. Miller were re-elected and Samuel Becker, Harry M. Goetz and Harry C. Mills were confirmed as directors.

At the board of directors meeting following the stockholders meeting, the current slate of officers was re-elected, including Yates, president; Grainger, executive president; Titus jr., Miller, Edward L. Walton and John J. O'Connell, vice-presidents; John Petrauskas jr., treasurer; Richard S. Rodgers, Robert V. Newman, Nathan K. Loder, assistant treasurers; Joseph E. McMahon, secretary; Albert E. Schiller, Ira M. Johnson and Robert V. Newman, assistant secretaries.

Film Carriers Offer Plan To Major Distributors

PHILADELPHIA—As a result of recent trade press stories to the effect that some of the major distributors are thinking of opening exchanges in Jacksonville and San Antonio, James P. Clark, president of National Film Distributors, has sent out letters offering to build fireproof structures for this new service.

This is a part of the national move started some months ago for independent producers and others who need distribution facilities. David O. Selznick was one of the first to sign an agreement.

Clark says National Film Distributors will build in any territory where there is need for this service "a modern fireproof building with ample shipping, inspection and vault facilities for all the distributors."

ATA Delays Second Convention Until Some Time Next Month

New York—The annual convention of the American Theatres Ass'n, originally scheduled for this month, will be held some time in May. Robert W. Coyne, executive director, explained that the delay was caused by difficulties in working out a convention program, lining up speakers and setting up a convenient date for a preliminary meeting of the board of directors.

It had been hoped to hold the convention in April, the anniversary month of the ATA. Incidentally, the national headquarters here let the anniversary day, April 2, pass without a press release.

Instead, the ATA, together with the Confederacy of Southern Ass'ns and the Southern California Theatre Owners Ass'n marked this first anniversary of the St. Louis convention by filing some more papers with the supreme court. They submitted a joint motion and joint brief asking the court to deny the applications of RKO, 20th-Fox, Loew's, Paramount and Warners to dismiss the exhibitor organizations' supreme court appeal on the antitrust decree.

The antitrust case and the appeals are the principal reasons for the postponement of the convention, Coyne indicated.

Ohio Fights a Changeover From State to City Taxes

COLUMBUS—Exhibitors opened up this week on the proposal to eliminate the state three-cent amusement tax and substitute an act which empowers municipalities to establish their own theatre ticket levies. Although the exhibitors presented figures to show that they had paid $23,000,000 into the state treasury in amusement taxes since 1934, they said they had no objection to continuance of the state assessment but were dead set against allowing the municipalities themselves to do the taxing.

What the exhibitors were particularly disturbed about, they informed the house taxation committee, was that the proposed bill sets no ceiling on taxes local governments may levy.

The temper of city officials behind the new move was revealed by R. P. Barthalow, city auditor at Columbus, who told the committee that "an admission tax is among the easiest to administer and the costs of administration are so small."

CONSIDER 7 TO 10% LEVY

Columbus is reliably reported to be considering a city tax of 7 to 10 per cent if the legislation is approved. A 10 per cent levy would raise about $500,000 a year for the municipalities, whereas all theatres in Franklin county in an 18-month period ending June 30, 1946, paid a total state tax of $297,047.77.

Exhibitors had the tax figures for the 18 months charted, county by county, to strengthen their claims that they already were paying a tremendous tax. On the basis of a three-per cent levy, the following taxes were paid by theatres in the six largest counties in 1945 and the first six months of 1946: Cuyahoga (Cleveland), $913,949.61; Lucas (Toledo), $233,616.54; Franklin (Columbus), $297,047.77; Montgomery (Dayton), $258,218.23, and Summit (Akron), $234,959.47.

Because of these huge tax payments, local governmental bodies now want their share of the taxes. Under the present law the taxes go into a state fund. When theatre men expressed fears that cities will levy much heavier taxes, State Tax Commissioner Emory Glander said:

"I think their fears are unfounded. They will have to make their fight before the city councils and not here at the legislature. It is not a question as to the milking of a complacent cow, but a question as to who the milkman is going to be."

Arguments against repeal of the state tax were presented by P. J. Wood, secretary of the ITO of Ohio; Ernest Schwartz, president of the Cleveland Exhibitors Ass'n; M. C. Burnett, Loew's central division manager, and F. W. Huss jr., treasurer of the Theatre Owners Corp. of Cincinnati.

Wood told the committee that the tax is not tacked on to the ticket price. He said his organization has no objection to continuation of the tax, however, and suggested that money so raised be apportioned among local governments instead of going to the state general fund.

A local tax will result in a "hodgepodge of tax rates in the same county," Wood said.

E-L Deal for Rank Films Clarified by Benjamin

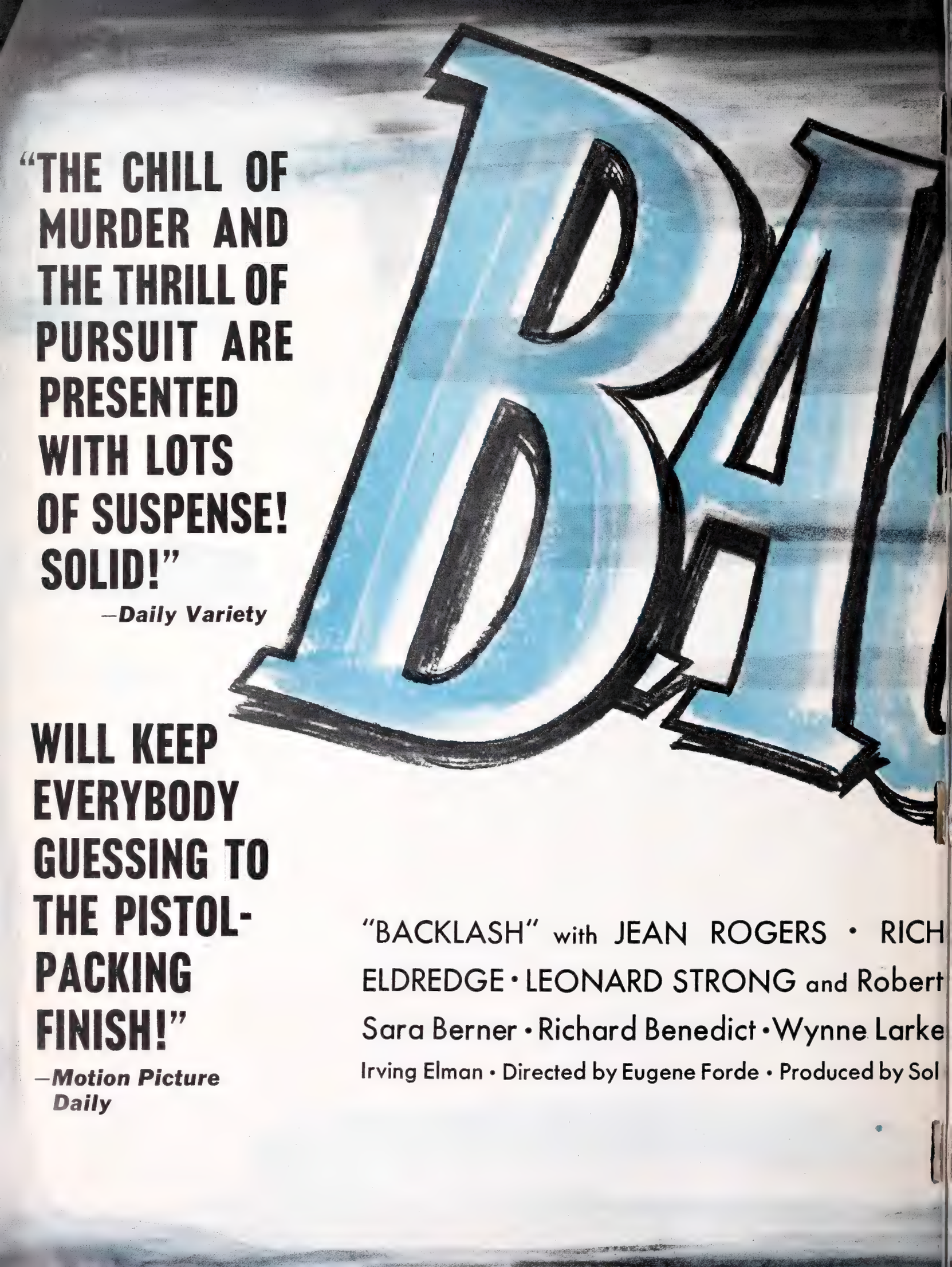
NEW YORK—Eagle-Lion is not going to take second choice after Universal-International on J. Arthur Rank product for distribution in this country.

Robert S. Benjamin, president of the J. Arthur Rank Organization here, and Arthur B. Krim, president of Eagle-Lion, cleared up this point at midweek when both returned from a month of conferences in London. Selections of product will be made by a committee of representatives of both companies.

Rank plans to produce 40 features next year with eight in Technicolor. Some will be reserved for the British market. Universal will get a minimum of 12 and Eagle-Lion will have at least five for distribution in the United States, Central and South America.

Harry Brandt, A. L. Mayer Sign Pact With PRC

HOLLYWOOD—A four-picture releasing deal has been signed by PRC with Marathon Pictures Corp., newly formed production company headed by Harry Brandt and Arthur L. Mayer, New York exhibitors. Marathon will begin production early this summer of the first film to be delivered to PRC. Frank Satinstein will be production chief of Marathon, Peter Mayer will handle direction, Max Wilk will be in charge of the story department and Robert Joseph will be associate producer. Brandt said he plans to spend a great deal of time in Hollywood.

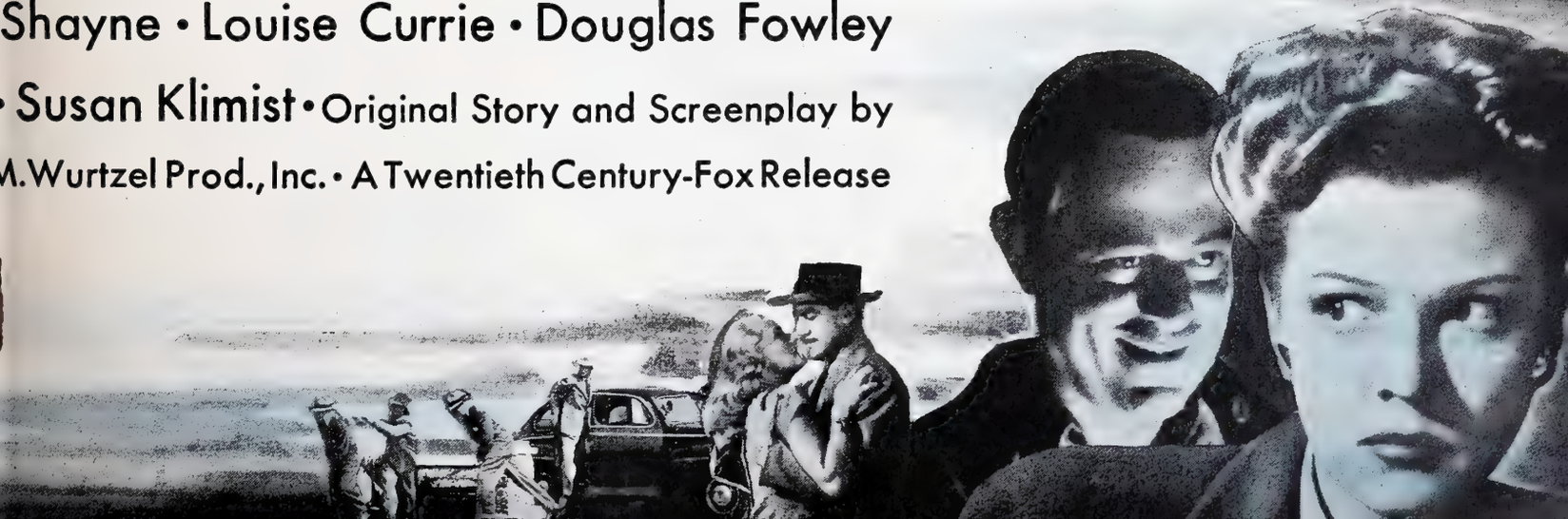

"THE CHILL OF MURDER AND THE THRILL OF PURSUIT ARE PRESENTED WITH LOTS OF SUSPENSE! SOLID!"
—Daily Variety
BA
WILL KEEP EVERYBODY GUESSING TO THE PISTOL-PACKING FINISH!"
—Motion Picture Daily
"BACKLASH" with JEAN ROGERS • RICH
ELDREDGE • LEONARD STRONG and Robert
Sara Berner • Richard Benedict • Wynne Larke
Irving Elman • Directed by Eugene Forde • Produced by Sol

"MURDER STORY WITH GOOD PRODUCTION VALUE AND SMART DIRECTION!"

—*Film Daily*

CRASH

ARD TRAVIS • LARRY BLAKE • JOHN
Shayne • Louise Currie • Douglas Fowley
• Susan Klimist • Original Story and Screenplay by
M. Wurtzel Prod., Inc. • A Twentieth Century-Fox Release



Using the Radio To Sell Films

Locally and Regionally, Big and Little Exhibitors Are Taking to the Air Lanes.



Fan clubs are used by many exhibitors to plug a picture. Here, the Dick Haymes club of Cleveland is participating in a sponsored program over WGAR to boost the star's latest picture. Half of the 45-minute period were devoted to the club.

By CHARLES IRWIN

RADIO has blossomed out in the last few years as a big-time salesman of the motion picture.

Growth in use of this medium coincides with restriction of space by newspapers and the general increase in advertising budgets. Theatre people went into radio reluctantly and many still doubt its value. But those who take time to develop smart formats find air programs an unbeatable complement to newspaper space.

Spot announcements are standard budget items across the country. Even neighborhood and suburban houses are using them some places, a BOXOFFICE survey shows. As new stations spring up in small cities, this practice is bound to grow.

The local air show, the 15-minute or half hour broadcast aired regularly, is the most interesting and most effective development of the last few years, however. Such programs give free rein to showmanship and exhibitors in some spots have developed programs having fatter Hooper ratings than network shows.

★ ★ ★

A spectacular user of radio time is Charles Pincus of the Utah in Salt Lake City. In number, variety, drawing power and novelty his programs are tops in the Rocky mountain area. Currently Pincus is reshuffling his air time on the theory that a good thing should not be overdone. Here are some ideas he has used recently:

Spelling Bee: This played to packed houses for a year and the Intermountain network often pipes it into 25 outside stations. The show combines the usual quiz formula with weird audience participation stunts. People drive in from nearby towns to catch the show, many forward gags, and merchants ask for permission to give their product to winners, Pincus said.

Skyline to Hollywood: This half-hour afternoon quiz show was aired in cooperation with a department store, air line and KALL. Daily winners got merchandise and competed at week's end for an air trip to Hollywood, complete outfit, and round of night clubs, theatres and studios. On return the winner rejoined the show to report on her trip. Plugs for the Utah were worked in about a dozen times on each program.

Have You Got It? A sidewalk interview in front of the Utah from 1 to 1:30 Monday through Friday, this show is like the Man on the Street program used widely throughout the country. Passersby are interviewed and at the end asked if they carry a comb, a key ring, or whatever. If they produce one they get passes and a corsage from a florist nearby. The Utah gets in eight plugs during a half hour.

Pincus keeps a radio speaker in his boxoffice and has the cashier turn it up for news, picture and music broadcasts and down for serials. This stops a lot of passersby. Pincus also has the control room for KALL's street broadcasts in his boxoffice and invariably when there is a program of this nature the announcer mentions, "Broadcasting from in front of the Utah Theatre."

Pincus uses spots at key hours but most of his radio time is promoted. He says he averages 86 free plugs a week.

Other Utah showmen are making good use of the airwaves, too. Ray Taylor of Logan conducts a spelling bee in connection with his Saturday morning Tom and Jerry club and pulls almost as many adults as children to the show. Only the youngsters take part in the air program, however. Warren Butler of the Lyric in Salt Lake City is tied up with a radio station in sponsorship of a Saturday morning program that is built around target shooting at electrical screens. The station uses a plug on the program almost every day.

A listener-participation show that has done well is run by Earl Long, manager of the Norshor, key Minnesota Amusement Co. house in Duluth. The 15-minute midafternoon program is patterned after Information Please, with Long handling questions sent in by listeners and sending passes to those who stump him. The questions give him plenty of opportunity to work in pitches on coming attractions. Listener participation is further encouraged by a guessing contest. On Tuesday Long gives a vague sketch of some screen player and offers tickets to the first to identify the person. If nobody does the first day, the clue is elaborated the second day.

"We are amazed that we are unable to go past Wednesday without someone getting the correct answer," said Long. "Only once did we go to Thursday. Another thing that surprises us is that men phone in guesses. We had aimed the program at women because of the 2:15 p. m. time element."

That idea has been worked by Pincus, too, on the Call-a-Star program over KALL.

In the southeast one of the big air shows is the 30-minute Mickey Mouse kiddy party Saturday mornings from the Alabama Theatre in Birmingham. Fred McCallum, assistant Alabama manager, emcees the show. Youngsters write from all through the area for a chance to take part. Surveys made for WSGN show the program gets 47 to 54 per cent of the Saturday morning radio audience in the territory.

The Waters circuit in Alabama runs a 15-minute morning program of recordings, interspersed with plugs for attractions at its 17 theatres. Waters does not include its two Negro houses in newspaper advertising but does boost their programs on the air. Acme Theatres in Birmingham is doing a somewhat similar job.

Five first run theatres in Harrisburg, Pa., some Fabian-owned and others belonging to Loew's, have done the unusual by working together on a single Saturday morning program with a downtown store. Each pays for one plug a week. Every fifth week, in rotation, one of their shows is named Picture of the Week and given a strong buildup. The show is a hodgepodge of recorded music, news, sports and a contest for which passes are the prize.

Spots are used by Harrisburg showmen with great frequency and as a result the radio stations in that city give them a lot of free time on special promotions. They cut discs on events at the theatres for future broadcasts and perform a lot of other services for the theatres, and in turn they get credit at the theatres.

Gerry Wollaston, manager of the State in Harrisburg, has often given the theatre stage to radio stations for national radio programs originating here because the performers were unavoidably delayed in getting to New York and this type of cooperation gets returns.

★ ★ ★

As examples of how much radio time the theatres buy are these figures: Bob Sidman of the Senate took 63 spots in four days on the premiere of "Bedelia" and Jack O'Rear of the Colonial used 36 on the opening of "Johnny O'Clock."

Institutional advertising is the basis for circuit programs in many parts of the country. Interstate in Texas and Fanchon & Marco in St. Louis are sparkling examples of this type of program.

Interstate recently cut down its air time in favor of spot announcements but still runs its half-hour Showtime every Sunday over the Texas network. The program started with the circuit's 35th anniversary five years ago and uses big-name talent when possible. In February Interstate eliminated a half hour Wednesday night quiz show that had run 26 weeks, with Frankie Masters, the band leader, as emcee half that time. It also dropped 15-minute music programs on five stations and is giving prime attention now to spots on 26 Texas stations.

Fanchon & Marco builds goodwill for its 33 theatres with several shows on KXOK. Its Down Memory Lane program, consisting of music and news, is aired Monday through Friday at noon and another program of the same name is put on from 6:30 to 7 Tuesday and Thursday and 1 to 1:30 Sunday. Tuesday's show in the latter series is a biography of some entertainer, including some of his re-

(Continued on page 22)

New York World-Telegram

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Local Forecast: Today mostly sunny Tomorrow partly cloudy, somewhat colder. Weather Fotocast on Page 2.

NEW YORK 15, N. Y., SATURDAY, MARCH 22, 1947

20th CENTURY-FOX LEADING WAY OF ALL COAST STUDIOS

by Alton Cook

"That studio has been maintaining a remarkably high quality of pictures, climaxed by the superb version of "The Late George Apley," now at the Music Hall with the Easter stage show. This is one of the greatest improvements Hollywood ever has worked in a popular novel. The picture is so good it conceivably could have a strong mellowing influence on the future writing of its novelist, J. P. Marquand.

"The other pictures in the TCF string are the three that have played the Roxy since the year began—"13 Rue Madeleine," "The Shocking Miss Pilgrim" and "Boomerang!" *

* *And the newest big one from 20th Century-Fox, now playing at the Roxy—"Carnival in Costa Rica."*



"CARNIVAL IN COSTA RICA" in TECHNICOLOR Starring DICK HAYMES • VERA-ELLEN • CESAR ROMERO • CELESTE HOLM with ANNE REVERE • J. CARROL NAISH • Lecuona Cuban Boys • Directed by GREGORY RATOFF • Produced by WILLIAM A. BACHER • Original Screen Play by John Larkin, Samuel Hoffenstein and Elizabeth Reinhardt • Music by Ernesto Lecuona • Lyrics by Harry Ruby Additional Lyrics by Sunny Skylar and Albert Stillman • Dances by Leonide Massine

20th CENTURY-FOX

Men and Events

By JAMES M. JERAULD

Tax Parade Starts

WHILE leading figures in the industry are still clinging to the theory that the new local option taxes, including a five per cent admission tax, should be opposed locally the tax parade has started in New York state.

Unless a statewide, uniform plan is agreed upon quickly to battle these taxes they will be statewide in application before local exhibitor groups get a chance to make a move. New Jersey exhibitors realized this and formed a compact fighting organization.

Less than two weeks after Governor Dewey signed the law Mayor O'Dwyer of New York City announced he had chosen one of the possible new taxes—the $5 use tax on automobiles and $10 on trucks—to help him balance the budget. The other possible taxes which can be levied by counties or municipalities with 100,000 or more population are: One per cent tax on restaurant checks; a retail liquor license tax.

The strategy in getting the bill through the legislature was to introduce it in the final rush and slap it through. That will be the strategy used by counties and municipalities.

* * *

Nine-Year Argument

LAWYERS in the antitrust case began disagreeing about nine years ago. They're still at it. Justice Reed of the supreme court listened for about four hours to their arguments for and against stays pending an appeal on the decision. Then he told them to get together on the form of an injunctive order they wanted him to sign. They argued all day March 31 and failed to reach an agreement, so they resumed April 2. Nobody suggested flipping a coin or taking a majority vote. In the meantime some of the sales managers fumed.

* * *

Mrs. Meyer Attacks Again

MRS. EUGENE MEYER, Washington (D.C.) newspaper publisher, is an ardent defender of freedom of the press, but in her opinion no other form of communication should have any freedom. Radio and motion pictures should be subjected to the guiding influence of leaders of thought like herself.

Speaking before a group of California school administrators, she asked: "Why should these two industries be so backward? Only the movies and radio think they can hand us with impunity a product that grows steadily worse."

Then she got really steamed up. "Instead of picturing the real America, the motion picture magnates send their spurious versions of American life abroad to dishonor our people in the eyes of every foreign nation."

She even calls films a "vulgarization of life" and repeats the statement she made some weeks ago, without investigation, to the effect that "the largest combination of moving picture magnates deliberately modified their own code against the use of narcotic themes in order to exploit dope-peddling and dope addiction for the benefit of our children."

If any of her reporters should indulge in this careless disregard of facts she probably would make changes in her staff.

Since newspapers achieved perfection in the art of spreading culture she finds time to tell the world how to reform other mediums of communication, entirely disregarding the fact that customers who don't like the content of films know how to make their influence felt in a hurry.

If she should call up the MPA or one of the important government departments within sight of her office, she could discover why the code was modified.

* * *

Chaplin Showmanship

SELLING a new Charles Chaplin picture requires a complete disregard of all the standard theories of showmanship. There is no long buildup with high pressure methods; the approach is purely negative.

Anybody who wants to find out about a Chaplin picture while it is in production has to go to Chaplin. If he gets any information, he is just plain lucky. After more than five years in preparation "Monsieur Verdoux," up to two weeks ago, had not been seen by anybody outside of Chaplin's production unit, it is said. Since he came east some United Artists executives have seen it, but reviewers will not get a look until the opening night April 11.

Chaplin apparently proceeds on the theory that there is enough interest in Chaplin to make the picture incidental. He seems to be right. Every time one of his pictures opens it is an event in the film world. There may be a chorus of discord over the merits of the production when it comes out, but there is no lack of curiosity and no absence of cash customers.

* * *

More Shakespeare

NOW Republic is going to have a Shakespearean picture for distribution—"Macbeth," with Orson Welles starred.

Times are certainly changing. Up to the time "Henry V" demonstrated that it could make money without ever going near a first run theatre, it was the practically unanimous verdict of distributors and exhibitors that Shakespeare was one of those luxuries they could get along without.

When MGM made "Romeo and Juliet" and Warners made "A Midsummer Night's Dream" it was pretty generally understood they were after prestige as much as profits.

Republic goes after profits.

That Southern Dish!

ATLANTA—Ernie Emerling, chief of Loew's public relations, says the thing he dislikes most about living in New York is that virtually nobody there ever heard of lye hominy.

The Radio Sells Films

(Continued from page 20)

cordings; Thursday's show is similar except that it deals with name bands, and Sunday's show turns attention to a composer. Short reviews are inserted into some of these programs. F&M also sponsors a Sunday noon newscast.

In Columbus, Ohio, the RKO Palace puts on a 15-minute program in its lobby at 2:15 p. m. Monday through Friday. The program is sponsored by RKO Radio Pictures and its format changes from time to time. Plugs are put in for pictures at the Palace and Grand.

Loew's Ohio in Columbus, while not acting as sponsor, provides background for the Inquiring broadcast over WCOL at noon weekdays. The program is broadcast from under the theatre marquee in good weather and in the lobby in inclement weather. The theatre gives guest tickets to those interviewed.

INSTITUTIONAL PROGRAMS

The independent Academy Theatres in Columbus runs a program of records on WCOL Tuesday through Saturday at dinnertime and Sunday at 1:15. The 15-minute show is made up of recordings and plugs for Academy attractions.

In Pittsburgh, both the Warner and independent Harris circuits run institutional programs. Warners' Footlights and Stardust has been on the air 11 years and features Johnny Mitchell at the organ playing numbers from motion pictures. The program switches Saturday morning to the Enright Theatre in East Liberty and a kiddy show, billed as "the largest children's show in the world" and featuring community singing and acts, takes its place. Warners also takes time on radio stations all through the Pittsburgh exchange area. Harris' program, Background of the News, is used at noon Tuesday, Thursday and Saturday and includes news and reports on theatre attractions and events at The Gardens, another Harris enterprise.

One of the disadvantages of radio advertising is that your message hits a limited audience and that, in the case of big radio stations, the message "spills" over a wider area than the individual theatre cares to cover.

LATE AFTERNOONS APPEAL

For spot announcements, late afternoon and breaks between popular nighttime programs are preferred but hard to get. One outfit that is going after them aggressively is the Paramount-Nace circuit in Phoenix, Ariz. This circuit, in order to get maximum coverage in late afternoon, goes on the air with 15-minute newscasts over KPHO at 4:30, KRUX at 4:45 and KOY at 5:15, and Arthur Pickett, head of the exploitation department, is dickering to get on KTAR at 5 o'clock.

ON THE COVER

The setting and part of the audience at the Kid Quiz show at the Utah Theatre in Salt Lake City. Here, the theatre not only uses radio to attract a capacity audience but to sell the institution to the air audience.

Gives a Cut to Church 'Where It Does Good'

Garrison, Ky.—W. P. Eakins, manager of the new Lewis Theatre here, has taken the Garrison Methodist church in as a "partner." The church, he said, will receive 1 cent of each adult ticket sold at the theatre.

"We figure," Eakins said, "if the federal and state governments can take a big slice of the admission price, we just as well can give another cent to the church where it really will do some good."

The new house is open six days a week.

Here is greatness

GREGORY PECK

in this Hemingway story classic

of a bold and violent love!



Benedict Bogeaus
presents

GREGORY PECK · JOAN BENNETT

in Ernest Hemingway's

"THE MACOMBER AFFAIR"

also starring

ROBERT PRESTON

with Reginald Denny • Jean Gillie • Directed by ZOLTAN KORDA
Produced by Benedict Bogeaus and Casey Robinson
Screenplay by Casey Robinson and Seymour Bennett
Adaptation by Seymour Bennett and Frank Arnold

Opening in 35 key spots starting April 10!

Released thru UA

First Stills From Chaplin's First Film Since 1940

CHARLES CHAPLIN'S first picture since 1940, *"Monsieur Verdoux," a comedy of murders, will open at the Broadway Theatre in New York April* 11. *It is a picture which he wrote, produced, composed the score and in which he plays the principal role. In it, he appears without his comedy costume. "Murder," he says, "can be comic," and as Monsieur Verdoux he is a modern Bluebeard who marries and murders wealthy women so that he can support a wife and child whom he loves very much. The actual idea for the story is said to have been suggested by Orson Welles, with the famous killer, Landru, as the inspiration. Martha Raye is cast as one of the wives, and the picture introduces Marilyn Nash, who plays the role of a refugee.*



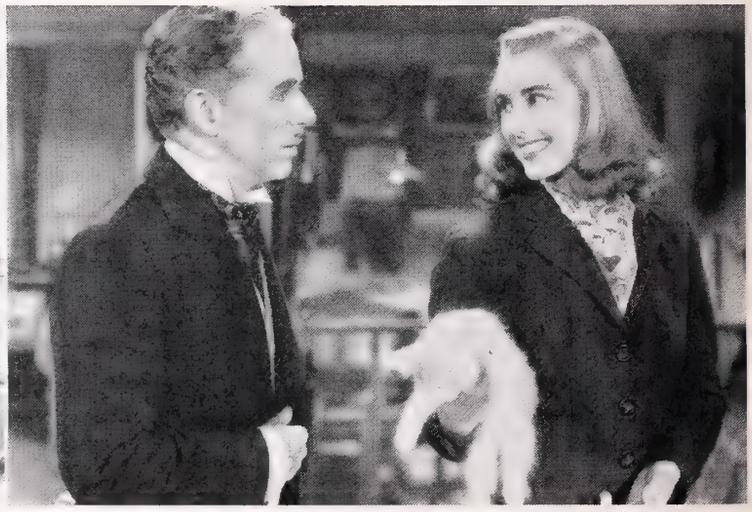
Verdoux, a mild ex-clerk, marries many women and kills them for their money. A victim (above) is Margaret Hoffman.



In an expansive warehouse, Verdoux stores the many possessions of his wives, even invites visitors to inspect the wares.



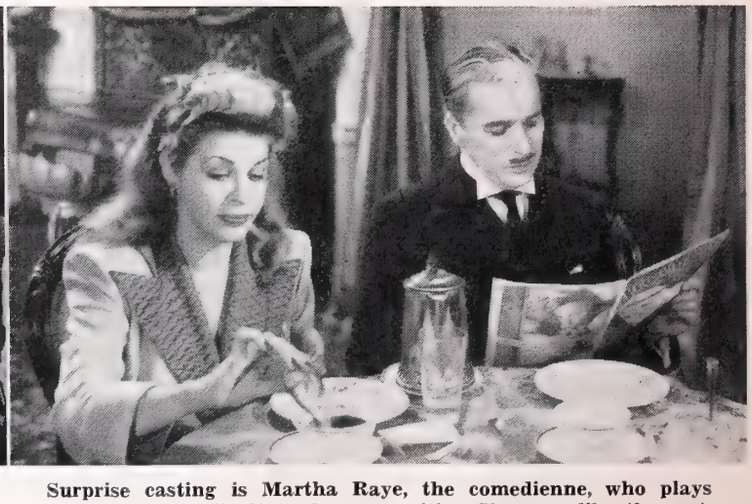
Such a kind fellow, neighbors say, as he brings food for the cat. Actually, says Verdoux, I am a very "moral man."



He has one good friend, a Belgian refugee, played by Marilyn Nash, who is the newest Chaplin discovery—an Arizona co-ed.



He loves the Paris cafes, and the trail to capture finally leads to one of the cafes; the sister of a victim recognizes him.



Surprise casting is Martha Raye, the comedienne, who plays a wife quite difficult to do away with. She goes like the rest.

The hottest name on any marquee today is

GREGORY PECK

making his own kind of love in the kind of story that

only Hemingway could write!



Benedict Bogeaus
presents

GREGORY PECK
JOAN BENNETT

in

Ernest Hemingway's

"THE MACOMBER AFFAIR"

Also Starring

ROBERT PRESTON

with

Reginald Denny • Jean Gillie

Produced by
Benedict Bogeaus and
Casey Robinson

Directed by
ZOLTAN KORDA

Screenplay by Casey Robinson and Seymour Bennett
Adaptation by Seymour Bennett and Frank Arnold

Opening in 35 key spots starting April 10!

Released thru UA

"Sure to receive immediate applause! It will please even the non-musical!"

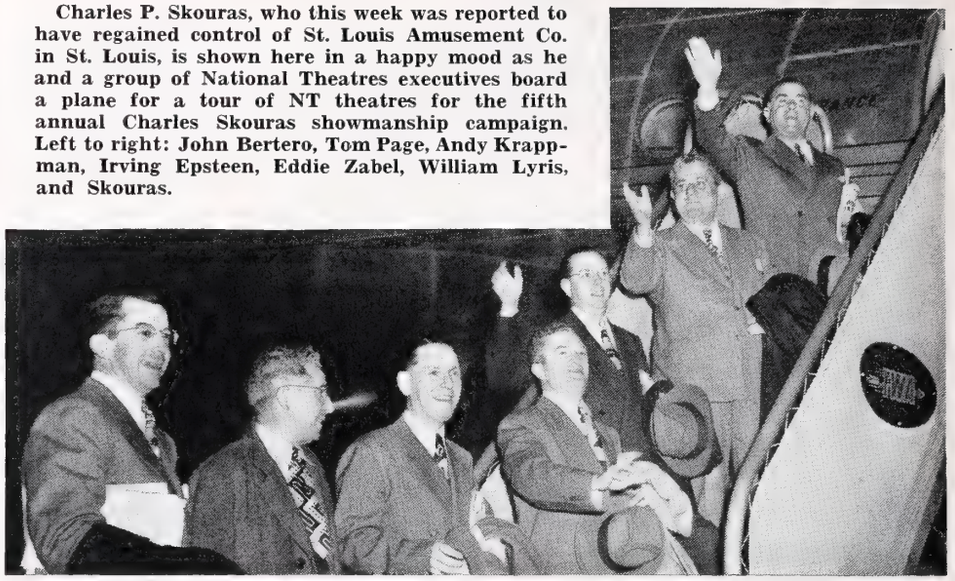
cheers the Motion Picture Herald for



Released thru UA

Skouras Said in Control Of 28 St. Louis Houses

Charles P. Skouras, who this week was reported to have regained control of St. Louis Amusement Co. in St. Louis, is shown here in a happy mood as he and a group of National Theatres executives board a plane for a tour of NT theatres for the fifth annual Charles Skouras showmanship campaign. Left to right: John Bertero, Tom Page, Andy Krappman, Irving Epsteen, Eddie Zabel, William Lyris, and Skouras.



ST. LOUIS — The offer of Charles P. Skouras, president of National Theatres Co., to personally purchase the Ambassador Building Corp.'s first mortgage fee and leasehold bonds, due 1949, and the voting trust certificates of that corporation, and the Missouri Theatre Building Corp. first mortgage bonds, due 1949, and the voting trust certificates in that corporation, for 101.75 per cent of the par value of the bonds expired at the close of the business day on March 31.

The respective offers had been made by Skouras on Oct. 22, 1946, and had been held open since that date. He gave notice on March 24 that he intended to withdraw the offer effective on March 31.

BOND AMOUNT UNDISCLOSED

The exact amount of the bonds and voting trust certificates of both corporations now owned by Skouras has not been revealed, since the final tabulation of the securities turned in to the First National bank in St. Louis, the depository under the purchase plan, had not been completed. But it is believed certain that he and Charles M. Turley, manager of the Ambassador and Missouri theatres and office buildings, and secretary, St. Louis Amusement Co., are now in control of both the Ambassador Building Corp., which also owns all of the common stock of the Ambassador Investment Co., that in turn holds 52 per cent of the stock of the St. Louis Amusement Co., which operates 28 motion picture theatres in the St. Louis area, and of the Missouri Theatre Building Corp.

The acquisition of these properties by Skouras does not necessarily mean that he will return to St. Louis to personally participate in the operation of the 30 motion picture theatres affected by the bond and voting trust certificate purchases.

The Ambassador Theatre is under lease to the St. Louis Ambassador Theatre, Inc., and the Missouri Theatre to the St. Louis Missouri Theatre, Inc., both subsidiaries of the Fanchon & Marco interests.

The leases on the Ambassador and Missouri theatres expired last August but have been extended, under temporary arrangements, from time to time.

The Fanchon & Marco Service Corp., a subsidiary of the Fanchon & Marco Enterprises, Inc., has had a management contract with the St. Louis Amusement Co. for the operation of the 28 theatres in that circuit. This agreement expired on Dec. 1, 1946, but like the Ambassador and Missouri theatres leases had been extended from time to time. The F&M circuit holds 42 per cent of the stock in the company.

With the passing of control of these properties to Charles P. Skouras and his associate, Clarence M. Turley, it is probable that a permanent decision relative to the terms of new leases on the first run theatres, and the management contract for the St. Louis Amusement circuit will be reached soon.

Persons close to Skouras have indicated that his principal concern was to regain actual ownership of the local theatre properties, and that he would then enter into new management contracts for the operation of the Ambassador, Missouri and the St. Louis Amusement Co. houses.

REORGANIZATION IN 1934

The $3,500,000 bond issue on the Ambassador building and $1,400,000 on the Missouri Theatre building were originally issued and underwritten by the S. W. Strauss Co. of Chicago. These bonds went into default in 1932 and bondholders protective committees were formed in August 1932, and took over the properties from the St. Louis Properties Corp. at foreclosure sales in July 1934. In the reorganization of the properties the Ambassador Building Corp. was formed to take over the Ambassador Theatre and office building and Charles P. Skouras and his brother, Spyros P. Skouras, now president, 20th-Fox Film Corp., guaranteed those bonds to the extent of $749.71 of each $1,000 bond, while the newly formed Missouri Theatre Building Corp. took over the Missouri Theatre and office building. The bonds of that corporation were guaranteed to the extent of $754.14 of the principal of each $1,000 bond by Charles P. Skouras and Spyros P. Skouras, and their brother, George P. Skouras, president, Skouras Theatres Corp. of New York City, and Clarence M. Turley. The bonds mature on July 1, 1949.

M.P. Foundation Sets Up Exchange City Meetings

NEW YORK—The Motion Picture Foundation has held preliminary meetings and conferences in more than two-thirds of the exchange areas for the purpose of setting up organized meetings in each exchange area, according to Barney Balaban, chairman of the temporary steering committee. In accordance with the plan of organization of the foundation, representatives of every phase of the industry are to meet in each exchange area to elect an exchange area committee and a national trustee.

The following organizing meetings have already been called: Charlotte, N. C., April 14, H. F. Kincey, temporary chairman; Chicago, April 16, John Balaban and Ed Zorn, temporary chairmen; Salt Lake City, April 16, Sam Gillette and Tracy Barham, temporary chairmen.

Also, Kansas City, April 18, A. Jules Benedic, temporary chairman; Albany, April 21, Saul J. Ullman and Neil Hellman, temporary chairmen; Des Moines, April 21, Leo F. Wolcott and A. H. Blank, temporary chairmen; Minneapolis, April 21 at a special luncheon of North Central Allied convention, Charles Winchell, Harry French, Harold Field, Benny Berger and Ted Bolnick, temporary committee; Pittsburgh, third week in April, Moe Silver and Maurice Finkel, temporary chairmen; Omaha, May 5, Leo F. Wolcott and A. H. Blank, temporary chairmen, and Seattle, May 5 to 8 at the convention of Pacific Coast Conference of Independent Theatre Owners, J. M. Hone, temporary chairman.

Communications have been received from a number of other exchange areas pledging full cooperation and promising to hold organization meetings as soon as details can be arranged, Balaban said. He urged that such meetings be held in every area so that national trustees might be elected in time to hold the first meeting of the board of trustees some time in May.

Boston Theatre Leased For Siritzky Circuit

NEW YORK—The Siritzky International Pictures Corp., which operates a chain of 64 theatres in France, has taken a 20-year lease on the old South Theatre in the downtown district of Boston.

The 850-seat house will be renamed the Rex and, after alterations and rehabilitation, will be opened as a first run foreign film house.

The Siritzky interests and Berk and Krumgold, theatre realty specialists, who closed the deal, are negotiating for additional theatres in this country for a foreign film chain.

Loew's Buys Out Richards In New Orleans House

NEW YORK—Loew's has purchased E. V. Richards' one-third interest in Loew's State Theatre, New Orleans first run house, giving the company 100 per cent interest according to J. R. Vogel, vice-president.

Universal Net Drops

NEW YORK—Universal Pictures Co., Inc., reported a consolidated net profit of $756,543 for the 13 weeks ended Feb. 1, 1947, after all charges including federal income taxes. This is a drop of $177,963, compared to the corresponding period of the previous fiscal year. Net profit for this period was $934,506.

Special Trains Set For Variety Meet

NEW YORK—Three special trains, one from the south and the other two starting from this city over the Pennsylvania and New York Central railroads, will carry delegates to the national Variety Club convention to be held in Los Angeles May 14-17.

The southern train will be called the "Bob O'Donnell Special." It will carry the Atlanta and Dallas delegations and probably the Charlotte delegation. The northern specials will be called the "John H. Harris" and the "Variety Clubs International." The former will go over the Pennsylvania Railroad to Chicago, and will pick up cars at Philadelphia, Pittsburgh and other cities along the line. The New York Central train will pick up cars from Boston at Albany and also will take on cars from Buffalo, Cleveland, Toledo, Detroit and Grand Rapids. Barkers living in the midwest will go to Chicago to take the trains.

Both trains will leave New York Friday, May 9, and will be switched to the Santa Fe tracks the following morning in Chicago. They will be joined and will leave Chicago at 10 a. m. for a 50-hour run to Los Angeles over the Santa Fe.

It is estimated that about 300 barkers and their wives will make the trip. Charles "Chick" Lewis of the Showmen's Trade Review is handling the reservations.

Warners Bros. Will Hold 13-Week Sales Drive

NEW YORK—Warner Bros. will hold a 13-week sales drive, April 27 to July 26, in celebration of the windup of the 20th year of talking motion pictures, according to Ben Kalmenson, vice-president and general sales manager. The company's Canadian exchanges, which were prevented from joining in the sales drives held during the past several years because of Dominion wartime restrictions, will again be part of the competition this year.

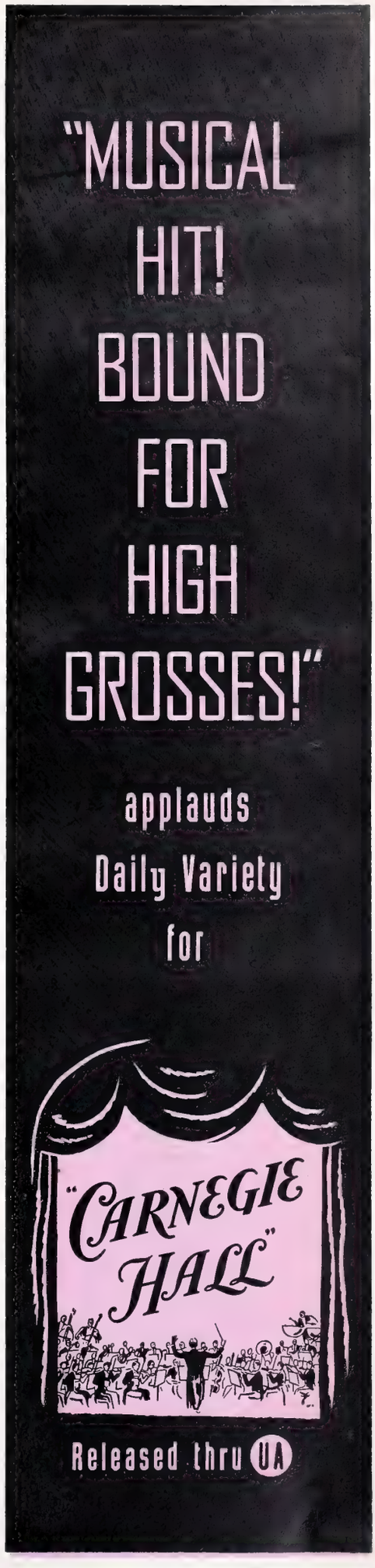
A series of regional meetings in connection with the drive will be conducted by Roy Haines, western division sales manager; Norman Ayers, southern division manager, and Jules Lapidus, eastern division sales head. The first of these sessions took place this week in Pittsburgh with Lapidus presiding. The next will be held in Boston April 9.

Warner-Loew Theatre Pool Is Ended in Pittsburgh

NEW YORK—The Warner-Loew Theatres pool in Pittsburgh, in existence a number of years, was terminated March 31, according to J. R. Vogel, Loew's vice-president. In discontinuing the pool, Loew's will operate the Penn and Ritz theatres and Warners will have the Stanley and Warner theatres.

Fast Time Approved

ST. LOUIS—This city voted Tuesday to retain daylight saving time, defeating by about 15,000 votes the repeal measure put on the ballot by petitions circulated by local motion picture theatres.



PARAMOUNT, YOUR FAVORITE PRODUCER, PROUDLY REPORTS THAT



Bob's big ! is MY



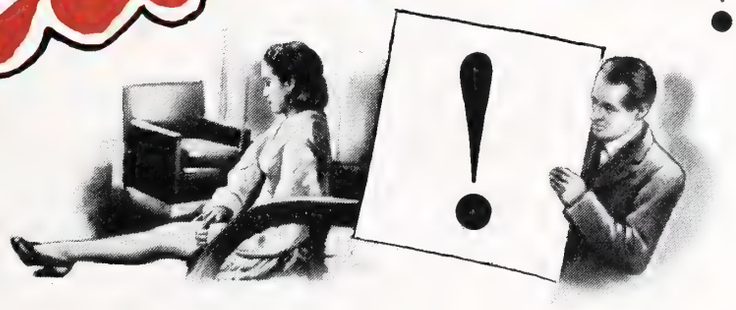


YOUR NEW HIT FROM THE "TWO YEARS"–"BLUE SKIES"–"CALIFORNIA" COMPANY IS:



BOB HOPE
DOROTHY LAMOUR
in
"My Favorite Brunette"
with
PETER LORRE · LON CHANEY
Produced by DANIEL DARE
Directed by ELLIOTT NUGENT
Original Screen Play by Edmund Beloin and Jack Rose

gest yet Fa-vor-ite Bru-nette !



That's the winning jingle the nation's boxoffices are writing

As first dates prove it's the world's all-time favorite
Bob Hope show,

Topping even "Beaucaire's" record highs in Atlanta, Boston,
New Orleans, etc.

Thanks to that billion-ad-message, $75,000 prize jingle contest

Plus coast-to-coast praise like "new highs in fun" (N.Y. News)—
"the best Hope ever made" (L. A. Examiner)—

"Season's top comedy" (N.Y. Jour.-Amer.)—"Hope's antics
never better" (H'wood Citizen-News)!

Hollywood Report

By IVAN SPEAR

Republic-Feldman Tieup For Shakespeare Play

"Lay on MacFeldman—and damned be he who first cries 'Hold! Enough!'"

Herbert Yates, president of Republic studio, might so paraphrase the Bard of Avon in his dealings with the Charles K. Feldman Group Productions, that purveyor of so-called package deals who recently entered a noteworthy contract with the Valley studio. After having been given a tryout by various major studios, Shakespeare is coming to Republic — all wrapped up in a Feldmanian package, the most glittering facet of which is none other than Orson Welles. Quadruple-threat Orson will delineate the title role in "Macbeth," set as the second feature to be produced under the pact with the Feldman group.



HERBERT YATES

Not only will Welles star in the filmization of the Shakespearean tragedy, but will also produce and direct. A femme star will soon be set for the role of Lady Macbeth and the picture is scheduled for early June production at Republic.

Welles, in addition to the "Macbeth" assignment, is also set to star, direct and produce Ben Hecht's "The Shadow" under the Feldman deal with Republic. "The Shadow" will be filmed in Technicolor and will go into production in the late fall.

The first production to get under way on the Feldman-Republic deal will be John Steinbeck's "The Red Pony" to be filmed in Technicolor under the production and directorial reins of Lewis Milestone.

MGM in Deal With Capra On 'State of the Union'

In a surprise move, MGM made a deal with Liberty Films to handle the distribution of Producer-Director Frank Capra's forthcoming production, "State of the Union." Spencer Tracy will star in the screen version of the Lindsay-Crouse stage success which Liberty will shoot on the MGM lot. With the exception of a few unimportant foreign films, it will be the first time since David O. Selznick's "Gone With the Wind" that Leo has undertaken to release product from an outside company.

Liberty, which was established and is owned by Capra, William Wyler, George Stevens and Samuel Briskin, headquarters on the RKO Radio lot and its first picture, "It's a Wonderful Life," is being distributed by that company. It was explained that this one away-from-home deal with Metro does not affect Liberty's releasing deal with RKO and that all other of its pictures will adhere to that pact.

Argosy's 'War Party' Set for RKO Lineup

The next picture to be made by Argosy, headed by John Ford and Merian C. Cooper, will be "War Party," a story of the frontier warfare of the wild west, co-starring John Wayne and Henry Fonda. It will be directed by Ford. Film is to be based on a story by James Warner Bellah which ran in Saturday Evening Post under the title, "Massacre." RKO Radio releases Argosy's output . . . "My Dog Rusty" is the tentative title of a new picture in Columbia's Rusty series which has been assigned to Wallace MacDonald for production. William Sackheim is developing the original story . . . Jack L. Warner placed a newie on the schedule of Producer Alex Gottlieb, "That Hagen Girl," to be filmed from Edith Roberts' novel on small town bigotry . . . Directorial chores set for features previously announced: William Seiter was set by William Goetz, Universal-International production head, to direct Deanna Durbin in the Sigmund Romberg musical "Up in Central Park" . . . Nunnally Johnson who is to produce "The Senator Was Indiscreet" for the same studio, signed George S. Kaufman, playwright and stage director, to handle the megaphone on the film. This will be Kaufman's first directorial joust with motion pictures . . . Milton Sperling signed Elliott Nugent as director for "Ever the Beginning," which will star Lilli Palmer for United States Pictures releasing through Warners.

Picture About West Point On Paramount Agenda

Still once again the embryo officers of Uncle Sam's army are to be glorified in celluloid. Paramount has added to its future production slate a picture about West Point, to be entitled "The Long Grey Line." Robert Fellows has been assigned to produce the picture which has the approval and cooperation of Maj. Gen. Maxwell D. Taylor, superintendent of the academy, and the War department. Fellows recently visited West Point to complete arrangements for the undertaking . . . Also a newcomer is Paramount's newest project for the indefatigable Bob Hope, who will be starred in "The Caliph of Bagdad," which P. J. Wolfson will produce. It is to be a semifantasy and will combine the exotic settings of the ancient Orient with modern times. Based on an original story, the screenplay will be prepared by Edmund Hartmann and Frank Tashlin . . . Other newies just added to studios' agenda: Wallace Beery will star in "Alias the Gentleman" as his next picture at MGM. In the film, to be produced by Nat Perrin, Beery will portray a paroled robber who decides to go straight and become a gentleman. The original screenplay was written by William Lipman.



PRODUCER AND NARRATOR—Producer Jeffrey Bernerd and Clem McCarthy, veteran horse-racing announcer, at a luncheon given for McCarthy when he arrived in Hollywood to narrate Kentucky Derby sequence in Allied Artists' "Black Gold," which Bernerd is producing.

'The Brothers Karamazov' Started As MGM Film

They should have been made of pure gold, the eggs which the Easter bunny brought to the homes of the Moes and Joes who keep in eggs—also bacon—by selling to Hollywood film foundries the literary tidbits from which motion pictures are produced. For the third consecutive week the film capital's story mart boomed.

Although the yarn is in public domain, Metro loudly announced that it had "acquired" rights to "The Brothers Karamazov," novel by Fyodor Dostoievsky, for production this year. Leo already has set Robert Taylor and Van Heflin for two of the four brother roles and has assigned Robert Sisk to produce and signed Julius and Philip Epstein to write the screenplay.

But apparently Mighty Metro is going to encounter some competition in bringing to the screen the adventures of the Brudern Karamazov. Samuel Goldwyn claims a prior registration on the title and reports he has a completed screenplay based on the classic. But that ain't all. At various times in the past Walter Wanger and David O. Selznick have recorded intentions of making the same picture.

The sudden Hollywood popularity of "The Brothers Karamazov" dumps into the lap of the producers association something of a Solomonic problem.

Numerous Story Purchases Announced During Week

Among the more orthodox and less competitive acquisitions of stories:

Purchase of the Broadway play, "Missouri Legend," an American folk comedy, was made by Eagle-Lion, where the property will be adapted for the screen by Joseph Fields and Jerome Chodorov. It will be produced by Fields as head of the Joseph Fields Productions. The play, authored by E. B. Ginty, was produced on Broadway in 1939 and is the story of a Robin Hood-like western badman . . . RKO Radio purchased "The Set-Up," a narrative poem in blank verse by Joseph Moncure March. It is a prize-fighting story, which will be directed by Shepard Traube . . . "Harness Bull" a novel by Leslie T. White, was knocked down to Thalia Productions as a vehicle for Edward G. Robinson, who is Sol Lesser's partner in the outfit making films for United Artists distribution. The yarn deals with 24 hours in the life of a police patrolman. Lesser will produce . . . Warner added to its backlog of sagebrushers with the acquisition of an original story of the west, "Rainbow Mountain," by Stephen Longstreet, author of two other properties on the studio schedule, "Stallion Road," and "Silver River." Longstreet will write the screenplay for filming as a musical and Alex Gottlieb will produce "Rainbow Mountain," a historical story of America and gold mining in California at the time of the Spanish-American war . . . And the proposed further glorification of early California did not end there. "Monterey," an original story by Gerald Geraghty and Dorothy Hughes, was purchased by Republic and William Elliott was assigned the starring role. Story's circa is those days of the dons and before the gold rush brought civilization, American style . . . Twentieth-Fox went for the rights to an original, "Lady From Loredo" by Earl Felton, on which Preston Sturges will base his first production for the company, "The Blonde From Bashful Bend," a Betty Grable starrer. Sturges will do the adaptation and will produce and direct.

Washington Report

By LEE GARLING

AS THE INDUSTRY SPOTLIGHT moves to Washington, the major question of final enforcement of the U.S. supreme court's final judgment remains unanswered.

Att'y Gen. Tom Clark told BOXOFFICE that it would be unwise for the Justice department to take a stand on decree enforcement administration until a final judgment has been rendered. On the other hand, Robert Wright, assistant to Clark, favors giving the policing task to the antitrust division, with a special compliance unit established to see that the majors carry out the court order.

And, amidst all this, there is a possible governmental jurisdictional dispute in the making between the Justice department and the Federal Trade commission. As the law appears to read the FTC is charged with most trust enforcement responsibilities.

* * *

OF MAJOR INTEREST this week was the noticeable disagreement within the government regarding continuation of commercial building controls.

Directive from President Truman stripped the Office of Temporary Controls (formerly the Civilian Production administration) of its power to enforce the building curtailment order. Given this responsibility was Housing Expediter Frank Creedon.

Said Creedon: "Controls will continue as stiff as in the past." Meanwhile, two of Creedon's staff advisers, one an economist, the other a former contractor, urged that all controls be eliminated.

Expect controls to last until December 31. The new housing bill, now being drafted in Congress, will not call for private controls. The way will be paved for the building of an estimated 3,000 new theatres, and the business will once again be free to expand.

* * *

WITHIN A FEW WEEKS Eric Johnston, president of the Motion Picture Ass'n, will make the appointment of another assistant to Code Administrator Joseph I. Breen. Last week Johnston appointed Judge Stephen S. Jackson of New York as one of the two planned assistants to Breen.

Jackson has had considerable experience in youth delinquency problems, and was one of the interested originators of the code. His brother runs a cafe here in Washington.

* * *

A MAJOR QUESTION which bothers federal economists is whether or not there will be a recession or depression. Production figures continue to soar, with the amount of spending power dropping slightly. Most people, they say, are saving their money for those expected hard times.

* * *

ANTHONY HYDE, former director of the information division of the Office of Mobilization and Reconversion, resigned from the government service this week. He was the founder of the picture section of OWMR, where President Truman placed all government-film liaison.

He will join Arthur Newmyer and Associates here, a public relations organization.

* * *

REP. JOHN TABER (Republican, New York), committee chairman, is making good his pledge to rid the government of most public relations or "propaganda" activities. He has not yet decided on the film section in the Office of Government Reports, which will work with the nine-man industry-government film committee.

* * *

THE AGRICULTURE DEPARTMENT most likely will be the only federal agency left with any funds for film production. Republicans have approved the production of pictures dealing with farming, provided, of course, their showing does not compete with commercial theatres.

No money will be granted the Commerce department for films on "small business" and other activities. State department production—mostly by contract with independent producers—of cultural films will be virtually halted, according to spokesmen for the appropriations committee.

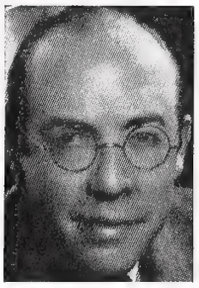
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BERNARD DRYER, former government public relations consultant, last Wednesday told the Washington Film Council methods of good government picture production. His title was "Can Government Make a Good Film?"

Late the council heard Paul Bolton, leading public relations man, speak on "The Public Relations Man Looks at Films." He outlined the value of pictures in promoting better business.

Griffis Is Appointed Envoy to Poland

NEW YORK—Stanton Griffis, chairman of the executive committee of Paramount Pictures and member of the banking firm of Hemphill Noyes & Co., has been appointed ambassador to Poland by President Truman. Griffis succeeds Arthur Bliss Lane, who has resigned as U.S. envoy to Warsaw.



STANTON GRIFFIS

The new ambassador is no newcomer to public service and office. During the war he was chief of the motion picture bureau of the OWI; commissioner of the American Red Cross in the Pacific; chairman of the special events committee of the Navy Relief Society, and special representative of the foreign economic administration.

For his work with the Red Cross, Griffis received the medal of merit.

In addition to his business associations with Paramount, and Hemphill Noyes & Co., which he helped establish, Griffis also is chairman of the board of Madison Square Garden and treasurer of Cornell-McClintic Productions, a theatrical production firm headed by Katharine Cornell and Guthrie McClintic.



Walter Wanger Comes thru again with something new

BIG BUSINESS ON SMASH

In First Five Engagements "SMASH-UP" is outgrossing "Dark Mirror," "The Killers," "Canyon Passage" and "Scarlet Street."

5 Theatres Day and Date
LOS ANGELES
3 WEEKS!

BALTIMORE
2 BIG WEEKS!



Everybody is talking about Susan Hayward's performance as "Angel"

that pays off at the B.O.

WALTER WANGER presents

SUSAN HAYWARD · LEE BOWMAN
MARSHA HUNT · EDDIE ALBERT
in
SMASH-UP
The Story of a Woman!
with
CARL ESMOND · CARLETON YOUNG · CHARLES D. BROWN

Screenplay by JOHN HOWARD LAWSON · Additional Dialogue by Lionel Wiggam
Original Story by Dorothy Parker and Frank Cavett · Directed by STUART HEISLER
Associate Producer Martin Gabel · Produced by WALTER WANGER
A UNIVERSAL-INTERNATIONAL PICTURE

-UP PROVES THE POINT...

PITTSBURGH HOLDING OVER!

2 Theatres Day and Date SAN FRANCISCO 3 WEEKS!

Grand—CHICAGO Now 2nd BIG WEEK and Holding Over!

MPA Board Organizes For Anniversary Year

NEW YORK—Plans for a dinner May 8 at the Waldorf-Astoria in observance of the 25th anniversary of the Motion Picture Ass'n and its predecessor organizations were among a number of domestic and foreign matters taken up Monday at the annual meeting. These plans were submitted by Joseph R. Vogel of Loew's, chairman of the program committee.

The board decided to call a membership meeting soon to consider a proposal to increase from one to two the number of directors from each company.

In presenting a report on the activities of the past year Eric Johnston, president, praised the cooperative attitude of Hollywood, particularly in relation to the production code.

The following officers were elected by the board to serve for a year:

Eric Johnston, president and chairman of the board; Joseph I. Breen, vice-president; Francis S. Harmon, vice-president; George Borthwick, secretary and treasurer; Sidney Schreiber, assistant secretary; Fred W. DuVall, assistant treasurer, and James S. Howie, assistant secretary-treasurer.

The following directors were elected: Eric Johnston, Barney Balaban, Nate J. Blumberg, George Borthwick, Jack Cohn, Cecil B. DeMille, Ned E. Depinet, E. W. Hammons, E. B. Hatrick, Joseph H. Hazen, Hal E. Roach, Herman Robbins, Nicholas M. Schenck, Spyros P. Skouras and Albert L. Warner.

The only change in the board is the substitution of Herman Robbins, president of National Screen, for Robert W. Perkins, vice-president and general counsel for Warners.

The board adopted a resolution praising the services of Carl E. Milliken, who has been secretary for 21 years. He will be 70 in July and is retiring as an officer of the association. Borthwick, who was treasurer and assistant secretary last year, is now secretary-treasurer.

The following were present: Jack Cohn, Columbia; William B. Levy, Walt Disney Prod.; Earle W. Hammons, Educational Pictures; T. Kennedy Stevenson, Electrical Research Products Division of Western Electric; Nicholas M. Schenck and J. Robert Rubin, Loew's, Inc.; Arthur Israel, Paramount; Seymour Poe, Principal Prod.; John M. Whitaker, RKO Radio Pictures; W. C. Michel, 20th-Fox; Nate J. Blumberg and John J. O'Connor, Universal; Joseph H. Hazen, Hal Wallis Prod.; Major Albert Warner and Robert W. Perkins, Warner Bros., and the following officers of the association: Eric Johnston, Francis S. Harmon, Carl E. Milliken, George Borthwick, Joyce O'Hara, assistant to the president, and Gerald M. Mayer, managing director of the international division.

Johnston announced appointment of the following committees: Executive—Eric Johnston, chairman ex-officio; Barney Balaban, Nate J. Blumberg, Jack Cohn, Ned E. Depinet, Robert W. Perkins, Nicholas M. Schenck, Spyros P. Skouras; finance—George Borthwick, chairman ex officio; Barney Balaban, Nicholas M. Schenck and Spyros P. Skouras; membership—Jack Cohn, chairman; Ned E. Depinet, Joseph H. Hazen; international relations—Spyros P. Skouras, chairman; Barney Balaban, Jack Cohn, Arthur M. Loew, Philip Reisman, Samuel Schneider and Joseph H. Seidelman.

Theatre executive committee—Joseph Vogel, chairman; Leonard H. Goldenson, Harry Kalmine, Malcolm Kingsberg and Dan Michalove; title committee—Adolph Schimel, chairman; Peggy Bleakley, Lowell V. Calvert, Edward A. Golden, Miriam Howell, Albert S. Howson, Hannah J. Kass, Edwin P. Kilroe, Katherine McKee, William A. Orr, Grace Rosenfield, Irene Scott, Kenneth B. Umbreit, Franklin Waldheim and William M. Weiss; law—Austin C. Keough, Walter L. Brown, Otto E. Koegel, Lawrence Morris, Robert W. Perkins, Charles D. Prutzman, J. Robert Rubin, Charles Schwartz and Gordon E. Youngman.

Copyright—Edwin P. Kilroe, chairman; David O. Decker, Morris Ebenstein, Irving Moross, James S. Polk, Adolph Schimel and Kenneth B. Umbreit; statistical research—Donald A. Henderson, chairman; Wilbur B. England, Leo Handel, W. Stewart McDonald, C. C. Moskowitz, John J. O'Connor, Robert W. Perkins, Paul Raibourn, Charles M. Reagan, A. Schneider, Joseph H. Seidelman, Murray Silverstone, John M. Whitaker and Mortimer Wormser.

Educational services—John M. Whitaker, chairman; Ulric Bell, E. W. Hammons, Joseph H. Hazen, Hal Hode, John J. O'Connor, Paul Raibourn, Lawrence Tipton and Joseph Vogel; community relations—Ned E. Depinet, chairman; Miss Hettie Gray Baker, Maurice Bergman, Harry Goldberg, Hal Hode, Claude F. Lee, Herman Robbins, Henderson M. Richey; solicitations—Barney Balaban, chairman; Donald A. Henderson, W. Stewart McDonald, Charles C. Moskowitz, John J. O'Connor, Abe Schneider and John M. Whitaker.

Advertising advisory council—Charles Schlaifer, chairman; Maurice Bergman, Mort Blumenstock, Howard Dietz, S. Barret McCormick, Curtis Mitchell and Benjamin H. Serkowich.

New 35mm Visual Test Film to Aid Checking Picture Head Operation

NEW YORK—The Society of Motion Picture Engineers and the research council of the Academy of Motion Picture Arts and Sciences have developed a new 35mm visual test film to be used by theatre projectionists, service companies and theatre equipment distributors for checking the operation of picture heads in 35mm projectors. The test film, which runs 415 feet and is printed on safety film, is now available commercially.

Samples of the test film were demonstrated at Radio City Music Hall before members of the SMPE film projection practice committee and were later submitted to a joint test film committee of the SMPE and the research council in Hollywood. Studio representatives were also consulted on the sample film.

John A. Maurer, engineering vice-president of the SMPE, says the new silent test film will enable service men and projectionists to check picture heads more efficiently and quickly. Up to this time, he said there has been no adequate test standards to check picture head performance when installing new projectors and screens.

The film is made up of four separate "target" sections: The focus and alignment target, which shows whether the picture size and screen masking are correct; the travel ghost target, which shows the proper timing of the shutter; the jump and weave target, which indicates the steadiness of the projected picture, and the lens aberration target, which shows picture distortion.

The SMPE is also putting out separate sections of the first three targets in the film in 100 to 900-foot lengths for consumers who prefer to use separate loops for checking the picture heads.

Alexander Smith Reduces Prices 3% Until July 1

NEW YORK—Alexander Smith & Sons Carpet Co. has reduced rug and carpet prices an average of 3 per cent, effective April 1, and will keep these prices in effect until July 1. What will happen then will depend on wages and prices of materials the company has to buy.

Frederick B. Klein, president, said: "We agree with the President that the upward course of wages and prices should be halted."

In the Newsreels

Movietone News, No. 61: One hundred and ten doomed in tragic coal mine disaster; J. Edgar Hoover denounces Reds as 5th column; the Collyer mystery; Greek parade in New York; Sportsman of War hero of American turf, 30 years old.

News of the Day, No. 259: FBI chief exposes Communists; Soviet Big 4 party; floods rage in Britain; scores trapped in mine disaster; mystery of the missing hermit; carnival time comes to Germany, Belgium, France; sports.

Paramount News, No. 62: Cinderella Paris to Hollywood; un-American activities hearing.

Pathe News, No. 64: One hundred and fifteen dead, missing in mine disaster; Congress probes Reds; sports.

Universal News, No. 25: Communism condemned; Molotov cocktail party; freedom of press in danger; mine blast kills 111; something to crow about—"The Egg and I" premiere; mystery mansion.

•

Movietone News, No. 62: General Eisenhower has a message for Army day; UN probes civil wartime on Greek borders; Eric Johnston says that Communists do not infiltrate movies; British Grand National; sweepstakes winners.

News of the Day, No. 260: Thrilling films of Grand National; sweepstakes winners; Army week spread—Eisenhower asks aid; Eric Johnston on Communism; first Greek films on guerrillas.

Paramount News, No. 63: Army week observed across nation; Eric Johnston testifies on Communism; world's toughest horse race.

Pathe News, No. 65: The Grand National; sweepstakes winners; UN commission at front in Greece; Eisenhower in Army day message.

Universal News, No. 26: Army week; Red menace defeated by U.S. movies; Grand National.

•

All-American News, Vol. 5, No. 232: That's gold in that there junk at Kansas City, Mo.; Arkansas cops—the finest; American career woman climbs high; Postwar modernistic theatre at Detroit; aid to mankind at Peoria, Ill.; autos or not, horses and hogs are still essential; 91-year-old lawyer honored.

FROM THE FILES OF 20 Years Ago

THE ROXY Theatre in New York and the Roxy circuit, involving about $15,000,000, has been sold to William Fox, president of the Fox Film Corp. The deal is the first step in a project which will include two Roxy theatres, soon to be built in New York and nine Fox houses now under construction in various parts of the country.

S. L. "Roxy" Rothafel, former owner, will be director of the new setup.

* * *

Eli Whitney Collins has resigned from the administrative committee of the Motion Picture Theatre Owners of America and R. F. "Pete" Woodhull was elected to succeed him.

* * *

The Keith-Albee office in New York recently announced that it would sidestep engagements of headliners who appear in talking pictures on the basis that an artist's value as a boxoffice attraction diminishes after appearing in talking motion pictures. Because of a performance in talking pictures, one opera star was refused a renewal of her contract.

* * *

First National Pictures denies a published report that it would do away with its exploitation department . . . Gertrude Ederle, the first woman to swim across the English Channel, was featured in a radio program over KMOX, St. Louis last week.

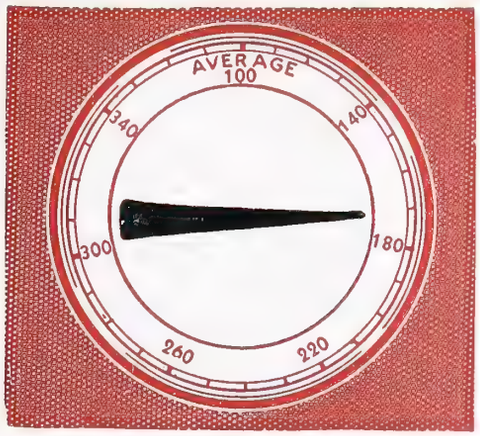
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Will Hays, president of the MPPDA had an extensive article in the Review of Reviews magazine on the evils of censorship.

BOXOFFICE BAROMETER

First Run Reports

As a further development of the percentage method of reporting picture grosses (originated by BOXOFFICE in 1928), this chart shows the records made by pictures in five or more key city engagements. As other runs are reported, ratings will be added and averages changed.



Top Hit of the Week

Lady in the Lake—

Boston 170

San Francisco 130

Computed in terms of percentage in relation to normal grosses. With 100 per cent as "normal," the figures show the percentage above or below that mark.	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DES MOINES	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MILWAUKEE	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
Angel and the Badman (Rep)	120						130		95		112		100			125				140		117
Beast With Five Fingers, The (WB)		90	115		100	115			125	95		125	120		140	95		160	140	110	110	117
Beat the Band (RKO)	170		100				100				100			200							100	128
Bedelia (Eagle-Lion)		92		150								150				110	105	135				124
***Best Years of Our Lives, The** (RKO)	200	200	200				500							250		180			310	600		305
Boomerang (20th-Fox)	130	89			140				110		82	175	115			117		170		130		126
California (Para)	190	137			100	140	165	110	120			225		190	150	125	145			130	160	149
Chase, The (UA)	170	148	135	100	120	80	110		120		95	210		100		105		130		130		125
Cigarette Girl (Col)		100							100		100	90	100		100							98
Crack-Up (RKO)	160	125	125	190	100	100	100		90		95	100	100	140	125	110	95	110		145		118
Cross My Heart (Para)	130	90		80	70	95	110		85	95	100	125		130	145	76	105	110	95	100	100	102
Dark Horse, The (U-I)	100	75	100			100	100	90	100	135	100	100	100	100	100		100			100	75	98
Devil on Wheels, The (PRC)	100						100		100			100			85							97
Gentleman Joe Palooka (Mono)	105	100	100			100	100		90		90	100	95	100	100		100					98
***Henry V** (UA)	225				300		250		200					180	180							223
I'll Be Yours (U-I)	120		120	150	80				115	85	90	125	115			100			75	120	80	106
It's Great to Be Young (Col)	100	100				110	100		100		100		100		140		100			100	80	103
Johnny O'Clock (Col)		140	140			110		100					110				110	170		210		136
Ladies' Man (Para)	140	165			65							93		125	145	100		135	90			118
Lady in the Lake (MGM)	170	72			100				130	110	110	200	100	125	150	135		125		130	120	127
Locket, The (RKO)		120	120				115				105		120			110		160		135		123
Love Laughs at Andy Hardy (MGM)	140		115		80		100	100	80			150	130	140		110	90		80	120		110
Mighty McGurk, The (MGM)	100	110		100				105	80			100		125	100		110		100	125	125	107
My Favorite Brunette (Para)	175		145		95						150	195				110		180	120		160	148
Nora Prentiss (WB)	130	113			80			95			100	200	115	150	150	115	90	190	75	120		123
***Open City** (Mayer-Burstyn, Inc.)	170		135		160		300		120		175	100										166
Perfect Marriage, The (Para)	150	112	120	80	110		110		90	90	110		100	125	145	80	100	120			90	108
Phantom Thief, The (Col)	100	100				110	90		120		85		100	110	100		110			100	100	102
Pursued (WB)		88	125									175	120		135	120		180	100	120		129
Red House, The (UA)			140							105	110	175		100		130				190		136
Renegade Girl (SG)			100				100				90	100									80	94
Secret Heart, The (MGM)	190	100	120	180	100	125		105	100	125	110	175	125	150	155	140	105	170		130	75	131
Show-Off, The (MGM)	100	108	155	120	120	90	140	105	95	125	110	175	90	140	145	77		260	150	140	130	129
Sinbad the Sailor (RKO)	150	100	125	160	145		145	90	130		160	175	165	130		168	115	170	105	150		140
Song of Scheherazade (U-I)		150	125	250								175	110			125		110		175		153
Sunset Pass (RKO)			100			105	100		100		100		95				100			100	100	100
Susie Steps Out (UA)	100	100					100	100	100		100						100			100		100
Temptation (U-I)		130	125	110	70			90	100	75	75	150	100	80	85	95	105	145	60	150	70	101
13 Rue Madeleine (20th-Fox)	200	93	120	130	125	100	120	90	130	110	125	200	110	150	150	122		170	165	130	110	133
Wake Up and Dream (20th-Fox)	90	92		90	95		75			95		175	95	90	130	90	110	110	100	110	80	102
Wicked Lady, The (U-I)	140	120	115	165	125	130	140		125	80		150	100	125		135		130		160	80	126

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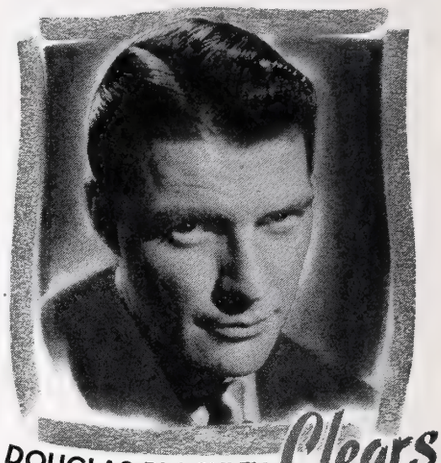
played by RUSSELL WADE a **Daring** newspaper man.

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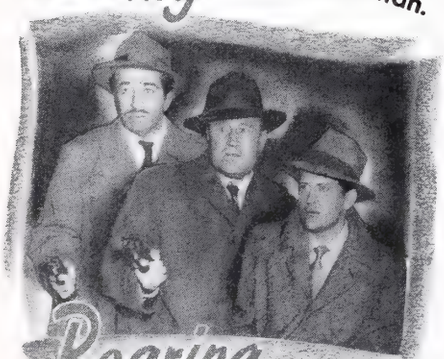


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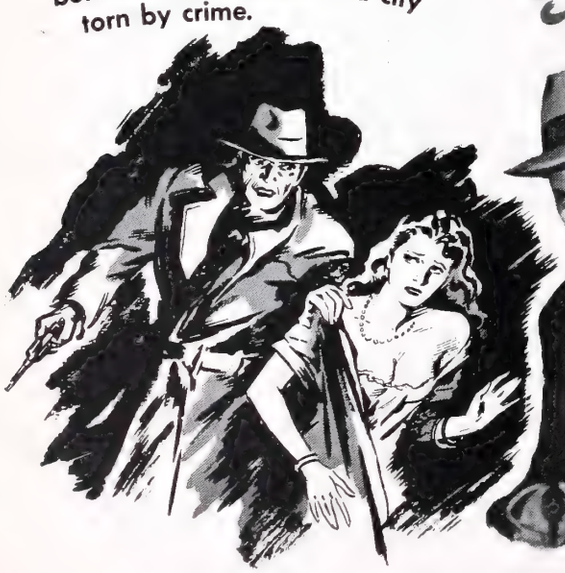
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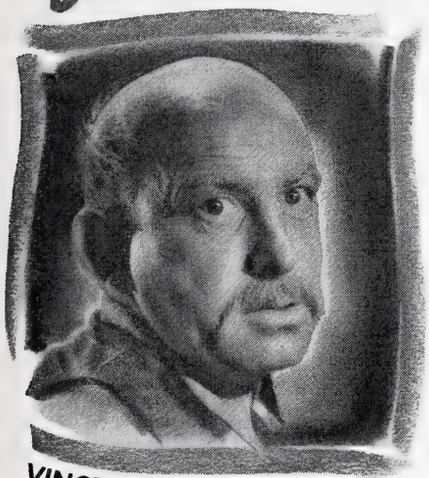
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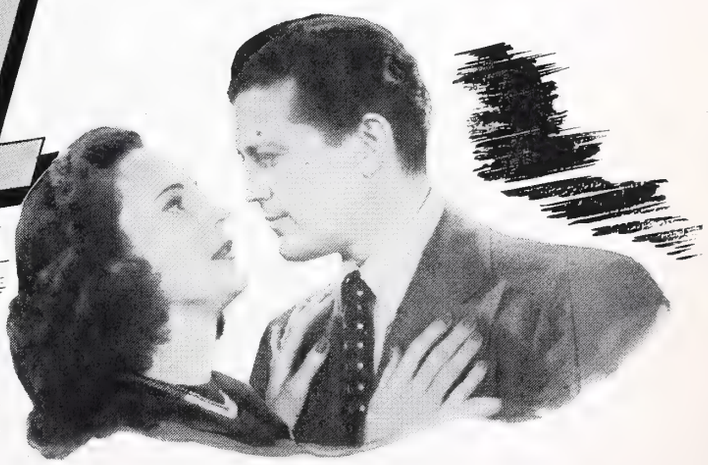
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THE Exhibitor Has His Say ABOUT PICTURES

One star after a picture report denotes an exhibitor who has only started contributing to the department, two stars designate a contributor who has been sending in reports from six months to a year, and three stars are for those of veteran standing, from one to many years. When a contributor attains the three-star standing, he may expect a token of our appreciation. Everybody welcome

ASTOR

Long Shot, The (Astor) Reissue—Marsha Hunt, Gordon Jones. I will only repeat what I've said before—a lot of this Astor product does better for me than current product from major film companies. This is a programmer but not too bad. Played Tues., Wed. Weather: Cold.—Terry Axley, New Theatre, England, Ark. Rural and small town patronage. * *

COLUMBIA

Alias Mr. Twilight (Col)—Michael Duane, Trudy Marshall, Lloyd Corrigan. Enjoyed by my Sunday patrons.—James C. Balkcom, Gray Theatre, Gray, Ga. Small town patronage. * * *

Bandit of Sherwood Forest, The (Col)—Cornel Wilde, Anita Louise, Jill Esmond. Good action, nice story, favorable comments. It pleased the customers and that is what counts. Played Sun., Mon., Tues.—D. W. Trisko, Star Theatre, Stanley, N. D. Rural patronage. *

Jungle Raiders (Col)—Serial. Kane Richmond, Eddie Quillan, Janet Shaw. This is one of the best serials we've played in a long time. Kane Richmond makes a convincing hero and deserves better roles in first class pictures. And Eddie Quillan furnished plenty of laughs. However, we wonder when Charles King is going to take a vacation. He's been in practically every western and serial for the past 17 years. Played Fri., Sat. Weather: Fair and cold.—Dinkle & Lemaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

My Name Is Julia Ross (Col)—Nina Foch, Dame May Whitty, George Macready. The only bright spot in this picture is George Macready, still remembered for his role in "Gilda." This is strictly double bill material. Played to below average business Wed., Thurs. Weather: Sub-zero.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Perilous Holiday (Col)—Pat O'Brien, Ruth Warrick, Alan Hale. This was an excellent picture from Columbia's medium bracket. Pat O'Brien fell down a couple of months ago in "Crack-Up" (RKO), which must have been too deep for my type of patron, so this doubled with the usual Fri., Sat. western brought me a pleasant surprise. Weather: Clear and warm.—Rahl & Hanson, California Theatre, Kerman, Calif. Small town patronage. *

Renegades (Col)—Evelyn Keyes, Willard Parker, Larry Parks. Here's a great western any small situation should do well on. The color and scenery are fine. Edgar Buchanan played the part of a ruthless old Bible-reading scoundrel to perfection. The story is fine. The stars aren't too well known but who cares when it's a western, in color, and the trailer is chock-full of action and appeal? The only complaint I had was that Ben Dembrow should have reformed and got the girl. Don't pass it up. Any company but Columbia would have asked twice the price for one like this and I couldn't have come out on it. As it is, I made up for "Kiss and Tell." Played Sun., Mon. Weather: Perfect.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. * * *

Sing While You Dance (Col)—Ellen Drew, Robert Stanton, Andrew Tombes. Pictures like this are an insult to people's intelligence. We double billed it and played it one night only, which was one night too many. Played Tuesday. Weather: Rain.—Marcella Smith, Vinton Theatre, McArthur, Ohio. Small town patronage. * * *

METRO-GOLDWYN-MAYER

Boys' Ranch (MGM)—Jackie "Butch" Jenkins, Skippy Homeier, Dorothy Patrick. A splendid picture for any place. The patrons here like down-to-earth ones like this. Comments were favorable. Played Wed., Thurs. Weather: Fair.—E. B. Wacaster, Ozark Theatre, Ozark, Ark. Rural and small town patronage. * * *

Cockeyed Miracle (MGM)—Frank Morgan, Keenan Wynn, Audrey Totter. Well done comedy that pleased 100 per cent to average business. Weather: Snow. Played Sunday.—W. F. Shelton, Louisburg Theatre, Louisburg, N. C. Rural and small town patronage. * *

Courage of Lassie (MGM)—Elizabeth Taylor, Frank Morgan, Tom Drake. This is one of the better grossers in small situations. We find that family type pictures like this are the best fare we can give them. We would prefer more of this type, even if they come in black and white, instead of the constant run of murder mysteries. Played Sun., Mon. Weather: Cloudy and cool.—Rahl & Hanson, California Theatre, Kerman, Calif. *

Green Years, The (MGM)—Charles Coburn, Beverly Tyler, Tom Drake. A good picture but my customers do not turn out for these dramatic pictures.—Leroy C. Smith, Ren-Roy Theatre, Greenup, Ky. Rural and small town patronage. * *

Green Years, The (MGM)—Charles Coburn, Beverly Tyler, Tom Drake. A swell show—nothing but praise from my patrons. Played Sun. Mon., Tues. Weather: Not too good.—Bill Leonard, Leonard Theatre, Cedarvale, Kas. Small town and rural patronage. * * *

Hidden Eye, The (MGM)—Edward Arnold, Frances Rafferty, Ray Collins. Far below what you expect from MGM. It got by but had to scratch to do it. Played Wed., Thurs. Weather: Fair.—Bill Leonard, Leonard Theatre, Cedarvale, Kas. Small town and rural patronage. * * *

Son of Lassie (MGM)—Peter Lawford, Donald Crisp, June Lockhart. In spite of its age, I did a good business on this picture. It seems that a really good picture in color will always do business. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Undercurrent (MGM)—Katharine Hepburn, Robert Taylor, Robert Mitchum. The mighty Leo certainly wasted his star, Mr. Taylor, on this vehicle and the people didn't hesitate telling us about it. They couldn't feature him as a villain in his first role since the war and it didn't seem to taste so good to them. Business was off at least 20 per cent below average. Played Sun., Mon. Weather Cold.—Burris and Henley Smith, Imperial Theatre, Pocahontas, Ark. Rural patronage. * * *

MONOGRAM

Dangerous Money (Mono)—Sidney Toler, Gloria Warren, Victor Sen Young. The first Charlie Chan picture we've played and it was enjoyed by all.—James C. Balkcom, Gray Theatre, Gray, Ga. Small town patronage. * * *

Junior Prom (Mono)—Freddie Stewart, June Preisser, Judy Clark. A good little feature from a good company for small towns. The first of a new series and I hope the Teen-agers build business up for me, as the Bowery Boys have done. Played Thurs., Fri. Weather: Cold.—Arthur E. Phifield, Park Theatre, South Berwick, Me. Small town patronage. * * *

Riding the California Trail (Mono)—Gilbert Roland, Teala Loring, Frank Yaconelli. Monogram may make worse, but I doubt it. Played to below average business.—Wilder S. Funk, Star Theatre, St. Stephens, S. C. Small town and rural patronage. *

Riding the California Trail (Mono)—Gilbert Roland, Teala Loring. I wouldn't class this as a western even though ones like this are sold as same. My crowd doesn't go for them at all. Played Thurs., Fri., Sat. Weather: Good.—Terry Axley, New Theatre, England, Ark. Rural and small town patronage. * *

PARAMOUNT

Ladies' Man (Para)—Eddie Bracken, Cass Daley, Spike Jones and his City Slickers. Without doubt the funniest and most entertaining musical comedy released in the past 12 months. Quite a bit of repeat business. Wish now that we had backed this up more since the customers were certainly satisfied. Weather: Fair. Played Thurs., Fri.—W. F. Shelton, Louisburg Theatre, Louisburg, N. C. Rural and small town patronage. * *

O.S.S. (Para)—Alan Ladd, Geraldine Fitzgerald, Patric Knowles. Ladd always draws well here and he had a fine vehicle in this one. Business was average. Played Fri., Sat. Weather: Good.——D. W. Trisko, Star Theatre, Stanley, N. D. Rural patronage. *

Plainsman, The (Para)—Reissue. Gary Cooper, Jean Arthur, James Ellison. Here's a fine repeat you can't afford to miss for your weekend boxoffice which was about par with

(Continued on page 40)

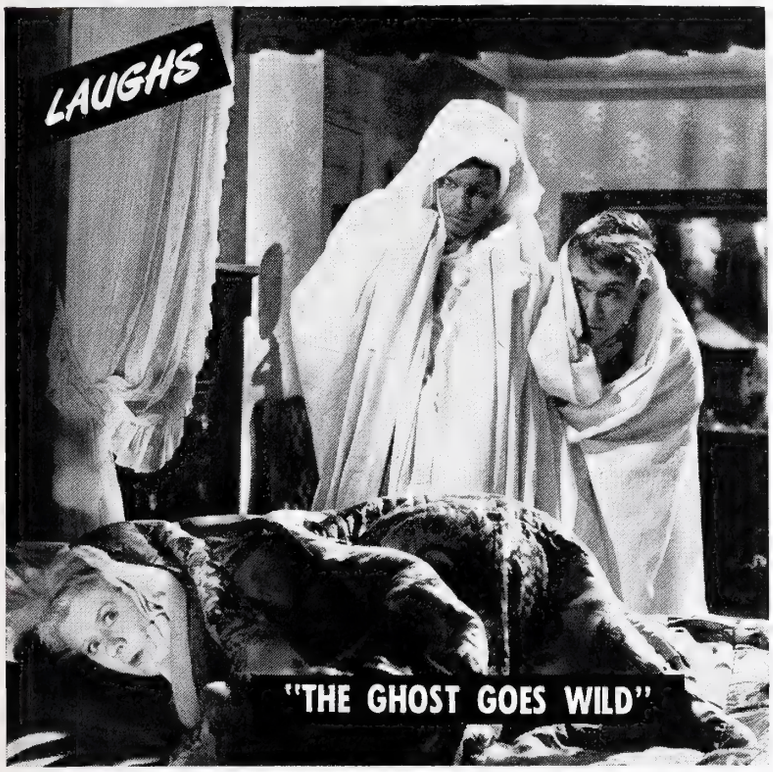
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"I consider 'The Exhibitor Has His Say' one of the best features of BOXOFFICE and follow it every week. With few exceptions I discover that I get similar results on the pictures played by my fellow exhibitors in small town situations. According to the distributor's advice, each picture he has is a sensation, so it goes without saying that these exhibitor reports are much more valuable to us small operators who cannot get to tradeshowings and have learned not to take the distributor's word for everything."—Jim Hanson, California Theatre, Kerman, Calif.

Exhibitor Changes Mind On Carson as Cowboy

"My apologies to Warner Bros. and Jack Carson. I laughed loudly when I read that Warners were starring Jack in a super-western as Wild Bill Hickok. After seeing Jack's portrayal of a tough cowboy in the reissue, 'Destry Rides Again,' I've changed my mind."—Ralph Raspa, State Theatre, Rivesville, W. Va.

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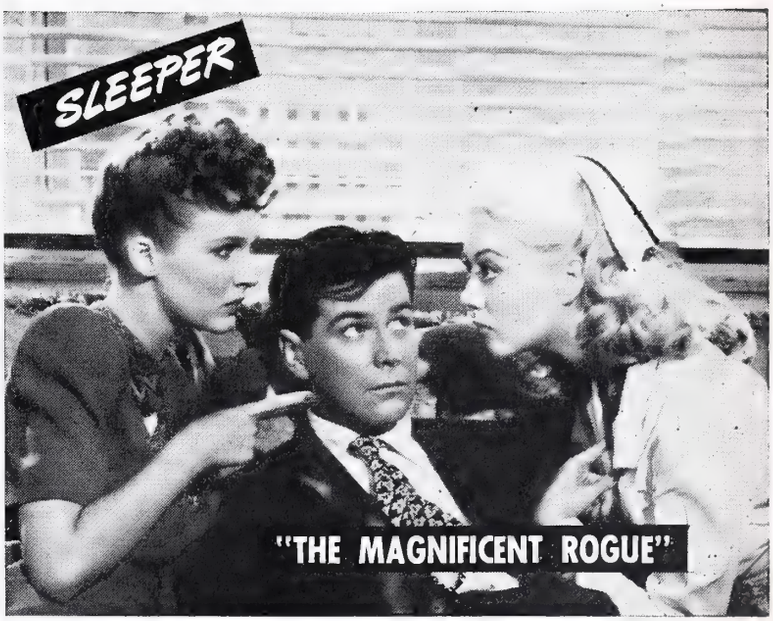
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(Continued from page 38)

regular business.—Leroy C. Smith, Ren-Roy Theatre, Greenup, Ky. Rural and small town patronage. * *

To Each His Own (Para)—Olivia de Havilland, John Lund, Mary Anderson. In my opinion this is one of the best pictures in a long time. My patrons are still raving about it. Not much business, on account of school activities, but those who saw it certainly enjoyed it. Played Sun., Mon., Tues. Weather: Bad.—Bill Leonard, Leonard, Cedarvale, Kas. Small town and rural patronage. * * *

Well Groomed Bride, The (Para)—Olivia de Havilland, Ray Milland, Sonny Tufts. This is a nice comedy and I consider it one of the best ever played from Paramount. A good story with three of the best stars—no wonder. —W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

PRC PICTURES

Prairie Badmen (PRC)—Buster Crabbe, Al "Fuzzy" St. John, Patricia Knox. This is a good western that pleased on Fri., Sat. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Wild West (PRC)—Eddie Dean, Roscoe Ates, Sarah Padden. Not quite up to the standard of the other Dean westerns but it satisfied the action fans who came to see it. The color wasn't any too good in this one as it seemed blurred practically all the way through. On the whole, it was pretty good, although PRC has boosted prices on these color westerns. Played Tuesday. Weather: Good.—Dinkle & Lemaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

RKO RADIO

Badman's Territory (RKO)—Randolph Scott, Ann Richards, George "Gabby" Hayes. We got a two-day run on our preview, which had results. This topped all records on westerns for some time, and we played on Mon., Tues. Play it if you haven't. Weather: Fair.—F. C. Norris, Hiland Theatre, Highlands, Tex. Small town and rural patronage. *

Crack-Up (RKO)—Pat O'Brien, Claire Trevor, Herbert Marshall. Played this to my sorrow on Sunday. Plenty of walkouts. I should have listened to previous reports and eliminated same.—Ben Brinck, West Point Theatre, West Point, Iowa. Small town patronage. *

Crack-Up (RKO)—Pat O'Brien, Claire Trevor Herbert Marshall. This cracked up, all right—I mean at the boxoffice. They just didn't go for this. Take my advice—lay off. Played Wed., Thurs. Weather: Rainy.—James E. Davis, Rialto Theatre, Bennington, Okla. Rural and small town patronage. *

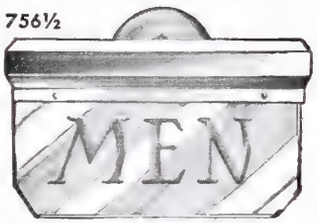
Heartbeat (RKO)—Ginger Rogers, Jean Pierre Aumont, Basil Rathbone. If you consider your reputation of any value, keep hands off, if you haven't bought it. The pin-up scene of Ginger from National's paper failed to dilute the poisonous exhalations from the lips of those who caught the matinee and talked. The picture is talky, long, with French accent, although it has a few bright spots of dialog. Played Sun., Mon. Weather: Fair.—Gray Barker, Pictureland Theatre, Glenville, W. Va. Rural, small town and college patronage. * * *

Lady Luck (RKO)—Barbara Hale, Robert Young, Frank Morgan. The lady was very unlucky for us. She didn't bring them in and it's the boxoffice that counts. Played Mon.,

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Tues. Weather: Mild.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Stage to Chino (RKO)—George O'Brien, Virginia Vale. This is another of RKO's reissues with George O'Brien, and brothers, he is surefire boxoffice attraction at our theatre. All of O'Brien's prints are new and the pictures seem just like new ones. We hope that George makes a comeback soon and puts out good westerns such as this one. Played Fri., Sat. Weather: Cold.—Dinkle & Lemaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

REPUBLIC

Affairs of Geraldine (Rep)—Jane Withers, James Lydon, Raymond Walburn. Zany programmer that got by on giveaway night. Weather: Rain. Played Wed.—W. F. Shelton, Louisburg Theatre, Louisburg, N. C. Rural and small town patronage. * *

Murder in the Music Hall (Rep)—Vera Hruba Ralston, William Marshall, Helen Walker. Here is a picture that has a good mystery plot and some of the finest skating sequences I've ever shown, but I played it Fri., Sat., which was Murder in the Rialto. Ralston doesn't draw and neither does murder, so I paid top bracket for a top flop. Played Fri., Sat. Weather: Cold.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. * *

20TH CENTURY-FOX

Black Beauty (20th-Fox)—Mona Freeman, Richard Denning, Evelyn Ankers. A real small town natural. I did big business with this one by putting it in school vacation week and running a Wednesday matinee. Not a big picture, but it's the type of show that cleans up here. Played Tues., Wed. Weather: Fair.—Arthur E. Phifield, Park Theatre, South Berwick, Me. Small town patronage. * * *

Home Sweet Homicide (20th-Fox)—Peggy Ann Garner, Randolph Scott, Lynn Bari. This

(Continued on next page)

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——"MOM AND DAD"——

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——"MOM AND DAD"——

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BRANCHES: LOS ANGELES—CLEVELAND—TORONTO—MEXICO CITY

was a real good picture—fast moving, and the plot well carried out. This pleased all who came. It has a different ending from the average whodunit.—Wilder S. Funk, Star Theatre, St. Stephens, S. C. Rural and small town patronage. *

If I'm Lucky (20th-Fox)—Vivian Blaine, Perry Como, Carmen Miranda. This is an okay musical that drew average—no more—on best playing time. A late date didn't help, but it is worth playing, if you can get a decent buy. It was no bargain for us, though. Played Sun., Mon. Weather: Fine.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. * * *

Lodger, The (20th-Fox)—Laird Cregar, Merle Oberon. A fair show but the extra snow and cold weather we've been having have kept my grosses far below the "danger" point. Played Tues., Wed.—Ralph Raspa, State Theatre, Rivesville, W. Va. Rural patronage. * * *

UNITED ARTISTS

Angel on My Shoulder (UA)—Paul Muni, Anne Baxter, Claude Rains. Here's a picture that hits the spot. Paul Muni does a superb piece of acting. I've never seen a picture where good triumphs over evil under such interesting circumstances. Give your patrons a break—show this and exploit it.—Wilder S. Funk, Star Theatre, St. Stephens, S. C. Rural and small town patronage. *

Story of G.I. Joe (UA)—Burgess Meredith, Robert Mitchum, Freddie Steele. It's as old as the hills but it's really tops. I'm glad I played it old anyhow, for it is too good not to use. Business was about average for midweek, so I guess the war didn't keep anyone away. Mitchum will be my biggest attraction if he keeps going as he has. Played Wed., Thurs. Weather: Fair.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. * *

UNIVERSAL-INTERNATIONAL

Beautiful Cheat, The (U-I)—Bonita Granville, Noah Beery jr., Margaret Irving. A nice program picture for the weekend action lovers. We doubled it with a western. Played Fri., Sat. Weather: Mild.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Swing Out Sister (U-I)—Rod Cameron, Billie Burke, Arthur Treacher. This is a good musical that they all enjoyed on a double bill with our horse opera. Played Fri., Sat. Weather: Cold.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Wild Beauty (U-I)—Lois Collier, Don Porter, Robert Wilcox. This is a nice horse picture that the rural patrons thoroughly enjoyed. Played Fri., Sat.—D. W. Trisko, Star Theatre, Stanley, N. D. Rural patronage. *

WARNER BROS.

Big Sleep, The (WB)—Humphrey Bogart, Lauren Bacall, Martha Vickers. This did fair business. The only comments on this emphasized that it was "a little hard to understand if you came in the middle of the picture." Played Sun., Mon. Weather: Cold.—James E. Davis, Rialto Theatre Bennington, Okla. Rural and small town patronage. *

Kings Row (WB)—Reissue. Ann Sheridan, Robert Cummings, Ronald Reagan. Warner Bros. couldn't have picked a better picture to reissue. Although it runs 127 minutes, every foot was worth it. Thanks, WB, for reissuing it, as it went over big. Played Mon., Tues. Weather: Rain and cold.—F. C. Norris, Hiland Theatre, Highlands, Tex. Rural and small town patronage. *

Night and Day (WB)—Cary Grant, Alexis Smith, Jane Wyman. Grab this quick, for small town or city. It is one of the year's hits but it fell below average here. I imagine this was on account of too much music, but those that came praised it. Played Sun., Mon., Tues. Weather: Okay.—M. W. Hughes, Colonial Theatre, Astoria, Ill. Small town patronage. * * *

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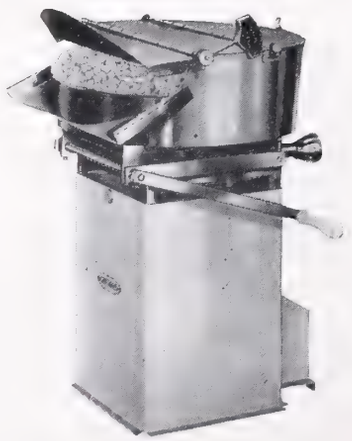
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Refuse to Remove Ban On Showing 'Outlaw'

New York—Supreme Court Justice Bernard L. Schientag has denied a motion by Howard Hughes to restrain city authorities from banning showing of "The Outlaw."

In refusing to restrain Police Commissioner Arthur W. Wallander and License Commissioner Benjamin Fielding from revoking a theatre's license and prosecuting an exhibitor for showing the picture on grounds it is obscene, the judge said "The industry must run the chance of having its pictures either exonerated or condemned by local court action initiated by police and license officials."

Hughes' law firm, Diamond & Poletti, will not take further steps until Charles Poletti, now in Europe, can be consulted.

Mexico Establishes Bank For Financing Industry

WASHINGTON—A bank has been established in Mexico to finance their motion picture industry and is now ready to begin operation. The Credito Cinematorgrafico Mexicana will function in the three essential branches of the industry: Production, distribution and exhibition. The capital of the bank is 30,000,000 pesos and 28,620,000 pesos have already been paid in.

The board of directors is outstanding, among them being the executive presidents of three large banks, some of the most prominent motion picture producers, and other well known financiers and business men, it was learned from the commerce department this week.

Expect Attendance of 500 At Television Convention

NEW YORK—Approximately 500 television and radio executives will attend the Television Institute meeting at Hotel Commodore, April 14, 15. The event is sponsored by The Televisor, trade publication.

Some 40 speakers representing stations, advertising agencies and sponsors have been scheduled. The theme of the meeting will be "Meeting Television's Challenge." Television commercials will be discussed at the advertising panel on the closing day of the sessions.

The advertising panel consists of Jose de Donato, Charles J. Durban, Chet Kulesza, David P. Lewis and Ralph Austrian.

Johnston Blasts Soviet; UN Film Board Urged

WASHINGTON—Eric Johnston, president of the Motion Picture Ass'n, blasted Soviet Russia Wednesday at a meeting of the United Nations Council of Philadelphia.

His statement, released here, accused the Soviet Union of sabotaging the United Nations. "Russia's postwar tactics raise the question whether Russia really wants world order or whether she wants world revolution," Johnston asserted.

Johnston has long been suspicious of Russia and that nation's activities. American pictures are not permitted, and newsreel cameramen are let in only under certain circumstances.

The MPA president made a tour of Russia two years ago, when he was president of the U.S. Chamber of Commerce. His report then was not too good. Johnston is one of the few American industrialists ever to get an audience with Joseph Stalin.

"Russia has been the chief culprit in undermining the United Nations. Two years of undermining and delaying tactics by Russia so weakened the United Nations that it was powerless to aid Greece and Turkey," he declared.

Johnston told the meeting that it is essential to our kind of society and economy that we try to remove "the haunting fear of aggression from the world."

"We're interested in free men, and unless we show we are interested in free men, then we're not going to have free men anywhere in the world," he stated.

This was Johnston's first acid blast against the Soviet. Two weeks ago he attacked Communism, and asked that it be defined and combated. Johnston believes Russia and the American Communists are attempting to undermine the motion picture industry.

PHILADELPHIA—One thousand delegates, representing some 500 organizations attended the first national conference of the United Nations educational, scientific and educational organization held here last week. To speed matters, the group was broken down into small panels.

The general membership urged the appointment of a "commission on immediate needs to study and report on the material requirements of war-devastated Europe and the Far East with respect to press, radio and films." The commission would determine the needs of respective countries for such material as printing presses, radio and film equipment and personnel.

It was also proposed that UNESCO set up machinery for the interchange by UN member nations of trained instructors and skilled operators in the fields of press, radio and films.

The film panel was headed by George F. Zook, president of the American Council on Education. The group agreed that UNESCO should set up a UN film board to coordinate film activities of all agencies of the United Nations. A resolution was also adopted to call an international conclave, as soon as possible, to explore the possibilities and methods of interchange of culture and goodwill via films.

UNESCO would not engage in the production of films except where it was impossible for a private outfit to operate. The commission would simply serve as a clearing house for ideas and techniques.

Donald Nelson, representing the Society of Independent Motion Picture Producers, addressed a windup session of the conference Thursday.

Amusement Tax Declined In the Nation's Capital

WASHINGTON—The house and senate committee has decided against imposing a local amusement tax in Washington. At a hearing Wednesday the group declined to accept the theatre levy as a means of local revenue.

The Motion Picture Theatre Owners of D.C. has fought the proposal.

New Lens for Television

NEW YORK—Jerry Fairbanks Productions of Hollywood has moved its New York office, run by Jack Pegler, to 292 Madison Ave. Fairbanks arrives here next week to show his new Zoomar lens to television producers, television stations, advertising agencies and the press. This lens replaces the three-lens turret on television cameras and eliminates dollying.



BRITISH CONFERENCE—Universal-International and General Film Distributors hold their first international conference in London. Standing, left to right: Sid Caverson, northern district supervisor; Syd Flateau, assistant sales manager; Syd Jackson, assistant to co-managing directors; Ben Henry, U-I's home office representative in Great Britain; John Woolf, co-managing director of G.F.D.; J. H. Seidelman, president of U-I; E. T. Carr, co-managing director of G.F.D.; Al Daff, vice-president of U-I; John Jacobs, sales manager; R. W. Wright, secretary of G.F.D.; Dave Carr, assistant sales manager, and H. Boodson, southern district supervisor.

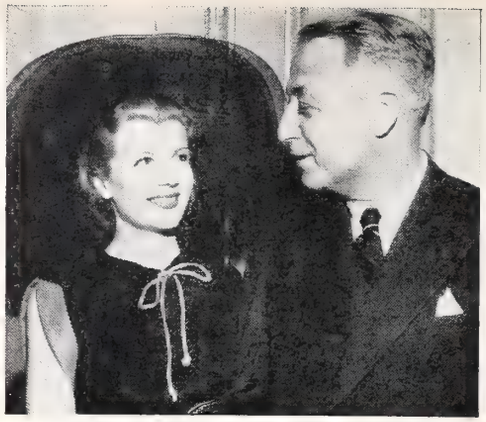
BROADWAY

Veronica Lake and Andre De Toth, star and director of "Ramrod," who are Mr. and Mrs. in real life, flew in from the west coast for a New York visit . . . Hunt Stromberg, producer of the current "Strange Woman" and the forthcoming "Dishonored Lady" for U.A. release, is in New York for a series of conferences with United Artists executives . . . Nick Mamula, who is resigning from the UA publicity department, was guest of honor at a farewell luncheon given by Publicity Manager Tom Waller and his staff . . . The boys at UA also planned a party for Howard LeSieur and Francis Winikus in recognition of their recent promotions, but the word got out and the two new ad executives treated for drinks instead.

Max Weinberg, recently appointed eastern short subjects representative in charge of short subjects publicity for MGM, played host to the trade paper boys at a dinner at Barbetta's followed by a screening of the Pete Smith short, "I Love My Wife But—" at the first annual National Gagwriters Convention at Public School No. 17. Teddy Hart, Jan Murray, Smith & Dale and Henry Tobias, songwriter, were among the comics who covered the field of humor . . . Bob Armstrong, of the MGM studio publicity department, is visiting New York and Baltimore before heading back to the coast . . . Ben Goetz, head of MGM's British production, arrives in New York Monday from the coast en route to London . . . Robert Taylor, MGM star, arrived aboard the Queen Elizabeth after a month abroad and Karin Booth, contract player, is due in from Hollywood Monday.

Edward L. Hyman, vice-president of Paramount Theatres Service Corp., flew to Minneapolis for conferences with Harry B. French, president of the Minnesota Amusement Co. . . . Joseph J. Deitch, executive of Paramount Theatres Service Corp., is a patient at Polyclinic hospital following his return to New York from an extended western trip . . . Gordon Swarthout and Milton Mohr of the Paramount home office publicity department; Ed Sullivan, head of the company's photographic department here, and Bill Johnson, special representative for Bob Hope, started a journey to Hollywood this week accompanying six of the 14 girls selected for the promotional campaign on "My Favorite Brunette." Julia Sullivan, secretary to Curtis Mitchell, Paramount's publicity and advertising director, and Zola Swarthout, Gordon's spouse, acted as chaperons for the brunettes.

Bert Sanford, Altec theatrical sales manager, is back from a trip to the southeast . . . Michael Curtiz, independent releasing through Warners, is in town for a brief stay



ZEE PARISIENNE SMILE — Corinne Calvet, Paramount's screen importation, meets Russell Holman, eastern production head, at a reception given for her at the Waldorf-Astoria.

. . . George Weltner, president of Paramount International, and Clement S. Crystal, are in Singapore conferring with Morey Marcus, Far East district head.

Ben Kalmenson left for the coast for meetings with Jack L. Warner and sales executives. Roy Haines is touring the western territory . . . Dick Powell is in from Hollywood . . . Barbara Stanwyck arrived from London on the S. S. America.

Eddie Bracken spent a week here on the pre-release campaign for his latest film, "Fun on a Weekend," UA release . . . Walter B. LaChicotte, sales manager for sound products at the RCA international division, has joined K. Streuber, theatre and sound equipment firm . . . John Petrauskas jr., Republic treasurer, is celebrating the birth of a baby girl at the Gotham hospital.

Paramount Pictures Club is rounding up softball team for the coming season. Last year the company won the Mid-Town Variety League championship. The 1947 game schedule calls for one match weekly for each team in Central park . . . Len S. Gruenberg, captain of the 1947 Ned Depinet Drive, is touring RKO exchanges in New Haven, Boston, Albany, Buffalo, Toronto and Montreal.

Arthur Krim, E-L head, and Robert Benjamin and Jock Lawrence returned from London by plane . . . Lloyd L. Lind, Pictorial Films vice-president, is back from Chicago.

Jonie Taps, Columbia Pictures studio executive, has arrived in New York and is staying at the Waldorf-Astoria . . . C. J. Zern, Altec's district manager from Dallas, has returned home by plane after a short business trip to the New York headquarters . . . Jason Joy, 20th-Fox studio personnel head, is in New York from the coast . . . Constantin Bakaleinikoff, RKO's music director, is in New York from Hollywood . . . Claire Mannheimer, secretary to C. K. Stern, Loew's assistant treasurer, is mourning the loss of her mother.

Daniel O'Shea, executive director of the Selznick studios and president of Vanguard Films, Inc., is in town and is staying at the Waldorf-Astoria . . . Norman Ayers, southern division sales manager for Warner Bros., is back from a flying trip to Memphis and New Orleans . . . Van Heflin, who recently finished work in "Possessed" for Warners, is here for a vacation.

Cliff Almy, Warner Bros. supervisor for the Philippines and Japan, is back in Manila after attending the funeral of his wife in California . . . Col. Nathan Levinson, head of the Warner studio sound department, is looking over local shows . . . W. Stewart McDonald, vice-president of Warner Theatres, and Mrs. McDonald celebrated their 20th wedding anniversary Thursday.

H. M. Richey, exhibitor relations head for MGM, and Mrs. Richey went to Auburn, Ind., last Saturday to attend funeral services for Mrs. Richey's mother, who died April 2 after a long illness . . . William Devaney, assistant MGM branch manager in Chicago, came to New York over the weekend on a vacation . . . Ben Goetz, MGM production head in England, and Mrs. Goetz came east en route to London.

Barney Balaban, Paramount president, has returned from the coast where he took part in discussions of the United Jewish Appeal campaign . . . William Hurworth, Paramount International general sales manager for Australia and New Zealand, and Stanley H. Craig, general manager for New Zealand, are due in New York April 30.

Chaplin Film Continuous; 250 Seats Are Reserved

NEW YORK—A continuous run policy with 250 reserved seats at $1.80 in the afternoon and the same number at night at $2.40 has been decided upon for the run of Charles Chaplin's "Monsieur Verdoux" at the Broadway Theatre. For the opening night show, April 11, all seats will be reserved at from $1.80 to $3.60, but the following morning the house will open at 9:30 and performances will be on a continuous run basis at popular prices, except for the reserved section.

Siritzky Leases Guild As N.Y. Foreign House

NEW YORK—Siritzky International has taken a long-term lease on the Guild Cinema, 44th street, and will open it with a first run French film policy starting with "Nais" September 1.

The 450-seat theatre, situated in the New York Newspaper Guild's newly acquired building, is being completely rebuilt and will become the third of the Siritzky French film houses in New York.

Pirosh at RKO N. Y. Studio

NEW YORK—Robert Pirosh, RKO screenplay writer, has arrived from Hollywood to direct Maurice Chevalier in a prologue and English narration for Pathe Cinema's "Man About Town" at the Pathe studio here.

Takes Starring Role

Eagle-Lion is borrowing Lucille Bremer from MGM for a chief feminine role in "Captain Casanova."



A MEXICAN WELCOME—Luis Montez, prominent theatre chain owner in Mexico, is among those who are at the Mexico City Airport to greet Spyros Skouras, president of 20th Century-Fox, and Mrs. Skouras.

Three New Films Big But Broadway Dips

NEW YORK—Three new films—"Carnival in Costa Rica," coupled with a big Roxy stage show; "Johnny O'Clock" and "The Farmer's Daughter—registered strong opening week grosses despite the general pre-Easter slump along Broadway. Second weeks of "The Late George Apley," with Radio City Music Hall's annual Easter stage spectacle, and "My Favorite Brunette" both held up well in the face of the downward trend.

Most of the others were mild grossers in their final week before the new holiday attractions opened. Among the newcomers for the week were "Stallion Road" at the Strand, "The Two Mrs. Carrolls" at the Hollywood, "Time Out of Mind" at the Park Avenue, "The Adventuress" at the Victoria, "That's My Man" at the Globe, "Tarzan and the Huntress" at the Gotham and "The Mighty McGurk," one of the rare first runs at Loew's State.

(Average is 100)

Astor—**The Best Years of Our Lives** (RKO), 19th wk. 119
Capitol—**It Happened in Brooklyn** (MGM), plus stage show, 3rd wk. 98
Criterion—**Johnny O'Clock** (Col) 135
Globe—**The Red House** (UA), 3rd wk. 85
Gotham—**Angel and the Badman** (Rep), 5th wk. 75
Hollywood—**Nora Prentiss** (WB), 6th wk. 45
Palace—**The Locket** (RKO), 2nd wk. 75
Paramount—**My Favorite Brunette** (Para), plus stage show, 2nd wk. 120
Park Avenue—**The Years Between** (U-I), 4th wk. 45
Radio City Music Hall—**The Late George Apley** (20th-Fox), plus stage show, 2nd wk. 119
Rialto—**The Devil Thumbs a Ride** (RKO), 2nd wk. 97
Rivoli—**The Farmer's Daughter** (RKO) 108
Roxy—**Carnival in Costa Rica** (20th-Fox), plus stage show 96
Strand—**Pursued** (WB), plus stage show, 4th wk. 89
Victoria—**Thief of Bagdad** (FC), reissue, 4th wk. 70
Winter Garden—**Stairway to Heaven** (U-I), 3rd wk. of popular price run 97

Philadelphia Takes Fall Off During Holy Week Period

PHILADELPHIA—Business fell off during Holy week. "The Jolson Story" led the league for the fifth consecutive week.

Aldine—**Bedelia** (E-L), 2nd wk. 90
Arcadia—**Lady in the Lake** (MGM), 2nd runs 140
Boyd—**Stairway to Heaven** (U-I) 130
Earle—**Seven Were Saved** (Para), with stage show 110
Fox—**The Brasher Doubloon** (20th-Fox) 100
Goldman—**Sinbad the Sailor** (RKO), 2nd wk. 150
Karlton—**The Locket** (RKO), 3rd wk. 100
Keith's—**Dead Reckoning** (Col), 2nd run 90
Mastbaum—**My Favorite Brunette** (Para), 2nd wk. 105
Pix—**Thunder Rock** (Eng), reissue ..... No estimate available
Stanley—**The Jolson Story** (Col), 5th wk. 165
Stanton—**The Mighty McGurk** (MGM) 100

Buffalo in Pre-Easter Slump, But 'Best Years' Does Well

BUFFALO—Except for "The Best Years of Our Lives" at the 20th Century, pre-Easter grosses were traditionally low here. "Michigan Kid" and "Blind Spot" on a double bill at the Lafayette were the only bright spots aside from "Years." They did average.

Buffalo—**Pursued** (WB) 88
Great Lakes—**Boomerang** (20th-Fox) 89
Hippodrome—**Bedelia** (PRC); **It's a Joke, Son** (PRC) 92
Lafayette—**Michigan Kid** (U-I); **Blind Spot** (Col) 100
Teck—**Les Miserables** (20th-Fox); **Stanley and Livingstone** (20th-Fox), reissues 60
20th Century—**The Best Years of Our Lives** (RKO), 2nd wk., advanced prices 163

Collapsed Seat Costs Martina Circuit $2,500

BUFFALO — Damages of $2,500 have been awarded a Franklinville couple as the result of the collapse of a seat in the Martina circuit's Adelphi Theatre in Franklinville. A supreme court jury awarded damages of $1,600 to May O. Ling and $900 to her husband George. The accident occurred May 11, 1944. The Lings' claims were dismissed in a lower court but won on appeal.

Along New York's Filmrow

By DORIS SULTAN

WALTER READE theatres in Asbury Park, Long Branch, Red Bank, Morristown and Plainfield, N. J., are getting ready for the new ten-week Talent Quest, scheduled to start April 15 . . . Each Sunday hopeful aspirants for theatrical careers will perform in talent contests at the theatres . . . The competition is being conducted in cooperation with radio station WAAT . . . Every Sunday the winners of the past week's Talent Quest will broadcast over WAAT at 9 p. m. . . . The radio audience will select the winners of the semifinals and finals by mail.

The circuit is distributing special heralds and entry blanks . . . The contest is being given additional publicity through newspaper ads, trailers and special 40x60s . . . Theatres participating in the Talent Quest include the Park, Morristown; Savoy, Asbury Park; Paramount, Plainfield; Strand, Red Bank, and Strand, Long Branch.

Robert M. Savini, president of Astor Pictures Corp., flew down to Miami for a brief vacation. En route home Savini will visit Astor branches in Atlanta, Charlotte and Washington.

Century Theatres new Timberdoodle Lodge contest is a departure from previous competitions, when the winners were judged by the effective exploitation stunts they arranged . . . The current contest, which began March 29, will be judged by the merchandising of candy and soft drink products at theatres, according to Leslie R. Schwartz, head of Andrews, Inc., Century's merchandising subsidiary.

Skouras Theatres came up with something new in community cooperation this week . . . The circuit sponsored a special community service show at the Crotona Theatre, Bronx, Wednesday (April 4) for junior high school students . . . The program consisted of shorts emphasizing the importance of precautions against accidents and the problem of juvenile delinquency.

The special show won the support of Parent-Teachers groups, civic organizations and the police department . . . Jay Jostyn, who portrays Mr. District Attorney in the radio program and Matthew Shea, deputy inspector of the police department safety bureau, attended. The latter represented Arthur Wallander, police commissioner . . . Four shorts were shown, including "Safety Sleuth," Pete Smith Specialty (MGM); "Highway Mania" (RKO); "Traffic With the Devil" (MGM) and "Youth in Crisis," March of Time.

George Loscalzo, porter at Loew's Plaza Theatre, Corona, is back in civilian clothes after spending four-and-one-half years in the army . . . John Kohler, formerly assistant manager of Reade's Majestic Theatre, Perth Amboy, has been promoted to manager of the Paramount, Plainfield. He succeeds Sabie Contie, who has been transferred to the Oxford Theatre.

C. Negron, night watchman of the Majestic Theatre, is the father of a nine-pound baby girl . . . Gilbert Josephson, former operator of the World Theatre, has opened the New Europe Theatre on First avenue, and plans to open the Princess Theatre at 39th street and Sixth avenue some time in May.

MGM Notes: Wedding bells will ring shortly for five young ladies at the MGM branch. Celia Reich, Edith Finkelstein and Agnes McLaughlin of the billing department and Mary Keane of the accounting department announced their engagements recently . . . Irene Ellsworth of the accounting department is the other prospective bride. She will be married June 21 to Thomas W. Mason of New York. She will join him in Oxford, Ohio, where he is attending school. Irene is the daughter of Bob Ellsworth, Brooklyn salesman . . . Jack Goldberg, formerly assistant branch head in Washington, stopped off at the exchange en route to Albany where he will take over his new duties as manager of the branch there.

RKO Data: Len S. Gruenberg is expected at the RKO branch on Tuesday (April 8) to assume his new post as district manager. He succeeds Charles Boasberg, who was recently appointed as head of a new division covering the metropolitan area, Canada, the southeast and southwest . . . Gruenberg will spend ten days in New York before leaving for Denver to bring his family east.

Lillian Savitsky, contract clerk, sustained second degree burns on the face when she tried out a new pancake recipe at home. Lillian is anxious to master the culinary arts in view of her forthcoming marriage . . . "Tiny" Mixon, attractive young lady from Georgia, has joined the 16mm department at the exchange . . . May Ashe, former switchboard operator, has given birth to a baby boy at Israel Zion hospital in Brooklyn . . . Nora Harkness of the film inspection department sent a large crate of grapefruit and oranges to the exchange. She is vacationing in Florida.

UA Facts: Jocelyn Gilberg, assistant booker, has resigned . . . Irene Greenberg is back at the exchange after a long illness . . . Gertrude Dembroff, city booker, is flashing a new engagement ring. No wedding date has been set.

Twentieth-Fox Trivia: Joseph Rosen, Albany branch head and former salesman in New York, is the father of a baby boy . . . Rita Cohen, secretary to George Blenderman, head booker, will be married in July . . . The office lovebirds, Antoinette Paglianti and Bob Anderson of the shipping department, will be married May 25.

Dave Rosenbaum, operator of the Capitol Theatre, Elizabethtown, N. Y., and booker for the Rox, Keysville, and Hollywood in Ausable Forks, was in town for a few days . . . Joseph Bacskay jr., who recently sold the Island Theatre, Island, N. J., to Jacob Levinson, is vacationing in Arizona . . . Harold Eskin of the Eskin circuit is sightseeing in California.

Bill McLoughlin, manager of the Brooklyn Strand, and Ted Trust, publicity director, arranged a tiein with the Brooklyn Academy of Music to plug "Humoresque." As a result, the Academy mailed cards to its subscribers praising the musical score of the picture.

The Bookers club will hold its eighth annual dinner and dance October 12 in the ballroom of Hotel Commodore. Start saving your gin rummy winnings, boys . . . Genevieve Cannon, cashier at Reade's Community Theatre, Morristown, recently gave birth to a baby boy . . . Tony Hunting, city manager at Red Bank for Reade, has been appointed chairman of the Spring Frolics committee. The lads and lassies of the circuit will get together for the frolics during the latter part of April . . . Lillian Habib of the Reade home office has been placed in charge of pay rolls.

N.Y. Film Men Honor Boasberg





The trade in New York honored Charles Boasberg, new RKO division manager whose territory includes the New York metropolitan district, the north and southeastern districts and Canada, was guest of honor at a luncheon at the Hotel Astor. Top, RKO group, left to right: Arthur Brilant, Lou Kane, Sid Kramer, Frank Drumm, M. G. Poller, Harry Gittleson, Carl Peppercorn, Harold Hendee, Lou Gaudreau, Ben Grimm. Below: Boasberg at the microphone.

NEW YORK—Bad gags, good wishes and the Hotel Astor's best potroast filled in the background for the testimonial luncheon given last week by approximately 700 theatre owners, exchange staffers and home office distribution men for Charles Boasberg.

The affair was officially sponsored by the theatre owners of the New York exchange area in recognition of Boasberg's promotion from metropolitan district manager to RKO division sales managers in charge of the metropolitan New York area, the southeast, southwest and Canada. This is a new division recently created by RKO to handle details of selling expected to develop under the antitrust decree.

Harry Brandt, president of the ITOA, was toastmaster. There were speeches by Leon J. Bamberger, sales promotion director of RKO; Ray Moon, president of the New York Film Board of Trade; Fred J. Schwartz, president of the Metropolitan Motion Picture Theatres Ass'n; Sam Rinzler, president of Randforce Amusement Corp.; Si H. Fabian, president of the American Theatres Ass'n; Leonard Gruenberg, Boasberg's successor as RKO metropolitan district manager, and Boasberg.

The local exhibitors presented Boasberg a silver tray, but only after Bamberger had given him a child's sweater and chain of cigarets as a reminder of the new division manager's habits of wearing a sweater on almost all occasions and chain smoking.

On the dais were: Robert M. Weitman, Malcolm Kingsberg, Robert S. Wolff, Leonard H. Goldenson, Boasberg, Bamberger, Brandt, Fabian, Schwartz, Rinzler, Gruenberg, Moon, Samuel Rosen, Arthur L. Mayer, Leon Rosenblatt, Edward Rugoff, Sol A. Schwartz, Oscar A. Doob, Edward Lachman, Philip Hodes, William A. White, Frank Damis and Julius Joelson.

Webb Heck 57 Years in Theatre Job

Frederick, Md.—Webb Heck has been at his job at the Warner Opera House here for 57 years. Manager Ted Crowther challenges any other theatre to run up as long a record of faithful service.

Since he came to work at the Opera House in 1890, Heck has been property man, scenic artist, makeup man, and stage manager. He has seen the best of them come and go, for Frederick was once a stop for most of the big New York shows. The 70-year-old showman recalls the days when the Opera House was rented on a night-to-night basis for a fee of $10, "if the gross exceeded that figure."

Emergencies have been few. One night an oil lantern in the footlights blew up during the performance. Heck, then a scenic artist, picked up a "bed chamber filled with colored water" and doused the fire. He got a fine hand from the audience.

Heck is a colorful figure, with a mass of white hair and an ever-present large silk flowing tie. On Saturday nights he delights in recalling old times with grandfathers who drive in to the Warner theatre from the country.

RKO Will Tradeshow Five of Its Features

NEW YORK—RKO will hold a tradeshowing of "Honeymoon" at the Normandie Theatre April 14 at 10:30 a. m. Shirley Temple, Guy Madison and Franchot Tone are featured. It also will be shown in other exchange centers that day at various times, with the exception of Washington and St. Louis, where it will be screened the following day.

"Banjo" also will be screened April 14 at 2:30 p. m. in New York, Charlotte and Salt Lake City, and at various hours in other exchanges, except in Washington and St. Louis. In these cities it will be shown the following day.

"A Likely Story" is scheduled to be shown April 15 in New York and at various times during the day in other exchange centers, except St. Louis where the screening will be April 16.

"Born to Kill" will be screened at 2:30 o'clock April 15 in New York and at different hours in other centers, except St. Louis and Washington, where it will be put on the following day. "Tarzan and the Huntress" will be shown April 16 in all centers, except New York, Los Angeles and St. Louis, where it is dated the following day.

Foreign Story Departments Being Expanded by RKO

NEW YORK—RKO recently has established a story department in England to secure rights to British, French, Scandinavian and other European novels and plays which might be suitable for film production here or abroad, according to Jack W. Votion, foreign studio representative who is in America for business conferences with Dore Schary, head of RKO production in Hollywood. Votion, who left for the coast during the week, also expects to establish a story and talent department in Paris soon after his return to Europe May 9.

"Competition from other countries is the greatest thing for film production in the U.S.," according to Votion. He believes that RKO's first production venture with Pathe-Cinema, "Man About Town," starring Maurice Chevalier, is a French-language film with a new method of presentation which will make it suitable for showing in every American theatre where RKO's regular product is shown. This Rene Clair production, originally called "Silence D'Or," will be released in France April 15. For its American release during the 1946-47 season, it will have a commentary written by Robert Piroch which will be delivered in English by Chevalier during the French credits and the entire action of the film.

"Man About Town" is the first of RKO's French-made pictures produced under a 50-50 financial arrangement with Pathe-Cinema. The company has a similar arrangement with J. Arthur Rank in England where Adrian Scott recently produced "So Well Remembered" with Edward Dmytryk directing. Including the Pathe-Cinema studio, there are only seven studios in Paris and one in Nice, all using prewar camera equipment, and independent production is practically at a standstill, Votion said.

Chick Giveaways Stopped

ALLENTOWN, PA.—A theatre man's bright stunt bit the dust when the SPCA stepped in. The State Theatre here bore an announcement that it would give away free Easter chicks to the first 500 patrons to enter the theatre. But the society stepped in and said no go.

State Tax Commission Readies Levy Drafts

Albany—Mayor Corning announced Friday that Albany will not avail itself of the power to levy special taxes until the city finds out what it will cost to finance teachers' salaries under raises authorized by the legislature.

"The teachers law is complicated," he said, "and I haven't seen a clear interpretation yet. I understand the state department is preparing a statement."

ALBANY — The state tax commission, acting under authority written into the Burney bill recently passed by the legislature and signed by Governor Dewey, is preparing model ordinances and regulations for counties and cities of more than 100,000 population which may levy any or all of a series of emergency taxes. An official of the commission said several drafts have been made and are under study. Information on their contents probably will be made within two or three weeks.

None of the special imposts—all permissive—can be effective before July 1. On and after that date, counties may vote: a sales tax not exceeding 2 per cent, with certain exceptions (newspapers and periodicals are one); a levy of not more than 3 per cent on food and drinks in restaurants, hotels, etc., costing $1 and up; a tax not exceeding 5 per cent on admission to amusements; a tax of 25 per cent on retail liquor licenses; a tax of $5 on pleasure cars and $10 on commercial vehicles; a $10 tax on each vending machine.

THERE ARE SIX OVER 100,000

Cities of 100,000 population—there are six, exclusive of New York—are authorized to vote two taxes after July. The first is 1/10 of 1 per cent on gross receipts for the privilege of engaging in a business, trade or profession; the second is 5 per cent on hotel rooms renting for more than $2 daily.

Such cities also may adopt any of the taxes which counties are authorized to but do not choose to levy. A county, after January 1, must give a city 90 days notice, before the beginning of its next fiscal year, if the county decides to impose a tax which the city may be considering or has levied. Cities usually start their fiscal years on January 1 or April 1, the commission official said.

Some cities, he added, have charters which provide that a notice of taxes must be advertised for two or three weeks prior to their effective date. It is possible, but how probable the commission officer could not say, that all details could be cleared for a city to levy taxes which counties passed up, by July 1. The county body to be approached is the board of supervisors. The municipal medium is likely to be the common council. Experience will tell whether the counties can and will make quick decisions; also, how much weight the viewpoint of large cities will have on county determinations.

EVEN DIVISION IN ERIE

At the time the legislature considered the Burney measure—strongly advocated by Governor Dewey as a means of enabling counties to meet increased education costs and large cities to take care of general expenses, education included, many county boards of supervisors were reported to be strongly opposed to the authorization for emergency taxes. This was particularly true in rural counties.

In Erie county, the most populous upstate, the board of supervisors is evenly divided: 17 from the city and 17 from outside it. Rochester's influence might be decisive in Monroe county, while in Onondaga county the non-Syracuse group is believed to have control. The city of Albany is the largest and most important unit in Albany county. Utica, located in Oneida county, and Yonkers, in Westchester county, are the other upstate cities with a minimum of 100,000 population.

Schenectady has been included in some news accounts on the Burney bill. However, the 1940 census showed its population as only 87,000, and a 1945 estimate by the state health department put the figure at $88,000. The 100,000 calculation is based upon the wartime growth of the Electric city. It may have diminished in population since VJ-Day.

The fact Yonkers authorities, before introduction of the Burney bill, had Senator William F. Condon and Assemblyman Malcolm Wilson put in a measure allowing it to levy a 5 per cent entertainment tax is taken to mean that city might vote such an impost.

As a matter of practical politics, some counties and large cities may divide, privately, to stake out taxing areas for each. There is no precedent upon which to make predictions.



BLUE RIBBON AWARD—Ben Shlyen, publisher of BOXOFFICE, presents the February Blue Ribbon Award for "Song of the South" to S. Barret McCormick, advertising and publicity director for RKO, and William Levy, international sales head for Walt Disney Productions.

They Gave Ducats Away, Back in the Old Days

Albany—Paul Wallen, veteran manager of the Leland and son of Clarence Wallen, one of the late F. F. Proctor's partners in the Proctor circuit, says the most unusual incident in his memory was the time Proctor's Fifth Avenue gave away free tickets to persuade people to see a film.

"I was only a kid," he explains, "but I can remember the management going into the street and giving tickets to passersby. At the time, I believe the house had a straight film policy. It was before 'Intolerance' had been produced by D. W. Griffith."

Wallen recently visited the Grand during the run of "The Jolson Story" to check on a reference in the film to Proctor's 23rd Street Theatre in New York.

"The picture is authentic, all right," he said. "Jolson was then at the Winter Garden and I was at the Fifth Avenue as assistant manager." Later, Wallen worked as assistant to Lou Golding at the Palace (it had a roof garden, as well as a downstairs auditorium), in Newark.

N.Y. 'Duel' Run Set First Week of May

NEW YORK—"Duel in the Sun" is scheduled to open at the Capitol Theatre the first week of May.

Loew's operates the Capitol on a lease from Messmore Kendall. The house has 5,486 seats, making it the third largest theatre in the city—after the Radio City Music Hall and the Roxy. "Duel" probably will follow "Smash-Up," the U-I release which will open April 10.

David O. Selznick has been looking for a Broadway theatre for his production since it became apparent last winter that he would not be able to get the Astor Theatre. Selznick's joint three-year lease for the Astor with Samuel Goldwyn will expire April 15. Goldwyn put "The Best Years of Our Lives" into the Astor last November and it may remain there until the summer.

'Citizen Saint' to Open In Washington April 12

NEW YORK—"Citizen Saint," the first feature film made at the new RKO Pathe Studio here, will open at Constitution Hall, Washington, D. C., April 12, according to Clyde Elliott, producer. Carla Dare, the 22-year-old USO "find," who plays the title role, will be present as will Harold Young, director; Harold Orlob, who wrote the scenario and some of the original music, and members of the Catholic hierarchy, U.S. government leaders and members of the foreign diplomatic corps.

Elliott, who has been commuting by air between Washington and his Chicago office, will open the picture in New York soon after April 12 and expects to roadshow "Citizen Saint" in key cities, coast-to-coast, at advanced prices.

'Yearling' at Festival

NEW YORK—MGM has entered an English print of "The Yearling" in the World Film Festival to be held this year in Brussels from June 1 to June 30. Entry of American films has been approved by the MPA.

Stoltz Succeeds Neilson As President of Ampa

NEW YORK—Arnold Stoltz was elected president of Ampa last Thursday at the annual balloting of the organization held at the Town Hall club. He succeeded Rutgers Neilson. Other officers elected were Phil Williams, vice-president; Max Stein, treasurer, and Marguerite Wayburn, secretary.

Neilson was elected to the board of directors along with David Bader, Blanche Livingston, Harry Blair, Chester Friedman and Herman Schleier.

The trustees elected were: Ray Gallagher, Jacques Kopfstein and Charles A. Alicoate.

NAME ADVISORY COUNCIL

The advisory council named consists of Glendon Allvine, Leon J. Bamberger, Maurice A. Bergman, Mort Blumenstock, Howard Dietz, Curtis Mitchell, S. Barret McCormick, Charles Schlaifer, Ben H. Serkowich, Vincent Trotta, Steve Edwards, Hal Horne and Paul N. Lazarus jr.

Neilson, who is retiring as president of Ampa, has received acceptances from top-ranking executives and national figures who will appear on the dais at the organization's 30th anniversary dinner to be held at the Hotel Astor April 23. An invitation has been extended to President Miguel Aleman of Mexico to be present at the dinner.

Arrangements for the celebration are in the hands of a general committee with Phil Williams of Fortune magazine as chairman. His co-ordinators are Blanche Livingston, RKO Theatres; Claude Lee, Paramount; Dave Bader, Film Bulletin, and Arnold Stoltz, Samuel Goldwyn Productions. Also on the committee are William R. Ferguson and Si Seadler, MGM; David Weshner, free-lance publicist; Gordon White, MPA; Jacques Kopfstein, Astor Pictures; Lynn Farnol, Samuel Goldwyn Productions; Jock Lawrence, J. Arthur Rank Productions, and Neilson of RKO.

NAME OTHER COMMITTEES

Other committees are as follows: Arrangements—Charles Alicoate, chairman, and Harry McWilliams and Beatrice Ross; souvenir journal—Herman Schleier, chairman; Dave Bader, editor, and Milton Silver, Vivian Moses, George Frazer, Charles Zenker, Jack Fuld, Irving Shiffrin, George Gomperts, Phil Wilcox, Hap Hadley and Stanley Sherwin assisting; tickets—Harry McWilliams, acting chairman in the absence of Chester Friedman, assisted by George Harvey, Abe Dash and Arnold Stoltz; publicity—Harry Blair, chairman, assisted by Sid Gross, Jerry Dale, John R. Shays jr. and George Held; radio—Will Yolen, chairman; assisted by Marvin Kirsch; advertising—Emerson Foote, chairman; Glen Allvine, dais guest chairman; reception—Jack Goldstein, chairman, assisted by Evelyn Koleman, Hortense Schorr and Marguerite Wayburn; photography—M. Leftoff, chairman. Decorations are in charge of Hadley, working with the art directors of each company.

President Truman Sends Congratulations to Ampa

New York—Rutgers Neilson, president of Ampa, has received a letter from President Truman commending the organization for its work and wishing it success for its 30th anniversary which will be observed April 23 at Hotel Astor.

The letter follows:

Dear Mr. Neilson:

On the occasion of the 30th anniversary of the Associated Motion Picture Advertisers it is appropriate to note the important contribution made by your organization to the development of the motion picture industry.

Motion pictures have been and will continue to be a great force in enlarging the horizons of peoples everywhere and your part in bringing to public attention the best efforts of the industry is to be commended.

I trust that increased opportunity for useful service to the public will be yours through the years.

Very sincerely yours,
HARRY TRUMAN

Higher Net Income in '46 For General Precision

NEW YORK—General Precision Equipment Corp. reports consolidated net profit for the year ended Dec. 31, 1946, was $1,742,694 after estimated federal income taxes but before credit for special items in the net amount of $340,256. The net income was equivalent to $2.90 per share on 601,087 shares outstanding at the end of the year, as compared with $1,390,954, or $2.31 per share on the same number of shares in 1945.

The special items consist of the book profit of $890,310 realized on the sale of 39,600 shares of 20th-Fox common stock sold during the year at an average prices of $49.50 per share, less the write-off of $550,045 representing the excess of cost of investment in subsidiaries acquired in 1944 over their applicable book value at acquisition.

Consolidated net sales for the year amounted to $23,261,996 compared with $25,484,122 in 1945. This volume of net sales is the largest for any peacetime year in the company's history, according to Earle G. Hines, president, who said that "the merchandising of theatre equipment and supplies greatly increased in spite of the fact that many regular items still were not available for sale except in limited quantities."

Chicago Police Ban WB's 'Born to Kill'

CHICAGO—The Chicago police motion picture censor board looked at 503,000 feet of film, representing 103 releases, last month, and made 63 cuts and rejected three pictures, RKO's "Born to Kill," Azteca's (Mexican) "Mysteries of the Underworld" and Capitol's (Polish) "Spider Pajak." Clasa's (Mexican) "Beyond the Reach of Love" was classified for adults. "Dillinger," the Monogram film banned in this area for over two years, was given the go signal for general release.

Work Permit Hands Sue IATSE for 'Excess Dues'

ST. LOUIS—Two members of the AFL ushers union, both of whom have worked as stage hands under an IATSE work permit, filed suit against the IATSE in federal court here this week charging illegal assessment of excess dues and asking damages of $109,750.

The action is similar to one filed in the state courts by the same men in April 1945. Trial of that case was recently declared a mistrial when one of the attorneys died of a heart attack after the jury had been chosen.

The action was brought by Henry H. Klaverkamp on behalf of himself and Ralph W. Baur. Named as defendants are all the international officers of the IATSE and Frank Stickling of Elgin, Ill., personally and as representative of the international in charge of St. Louis Theatrical Brotherhood Local 6. Both Klaverkamp and Baur are members of B2, the ushers union affiliate of the IATSE. They worked for various periods as stage hands, paying permit men's dues of 15 per cent of their salary.

Large Television Screen Demonstrated by RCA

NEW YORK—A newly developed 15x20-inch television screen, almost as large as a standard newspaper page, was demonstrated by engineers of Radio Corp. of America before the New York section of the Institute of Radio Engineers during the week. The screen will be used in RCA-Victor's projection television receivers which are scheduled for commercial distribution this year, according to Anthony Wright, chief of the television receiver design section, and Edwin L. Clark, senior engineer who conducted the demonstration. Wright said that the images shown are two and a half times brighter than earlier large-screen pictures and compare very favorably in brightness with those obtained with a direct-view tube. Company officials said the greater brightness provided by the development will extend television's usefulness in public places, schools and auditoriums, in addition to its use in the home.

Second Printing Ordered Of "Bedelia" Film Book

NEW YORK—The first printing of 100,000 copies of the Triangle book motion picture edition of Vera Caspary's "Bedelia," on which the Eagle-Lion film is based, was sold out within two months after being put on sale, according to Doubleday & Co., publishers.

Doubleday has ordered an additional 100,000 copies of the edition, which features stills and copy about the picture.



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Beacon Award Winner Selected by MPA

NEW YORK—Members of the Motion Picture Associates on Monday picked the winner of the 1947 Beacon Award. His name will be announced and the award presented at the annual dinner May 16 at the Waldorf-Astoria hotel.

Approximately 130 members voted following a luncheon at the Piccadilly hotel. This was the largest turnout for a general membership meeting in recent years, according to Fred J. Schwartz, president of the MPA.

The six candidates for the award granted for meritorious and patriotic achievement in the motion picture industry were: Spyros P. Skouras, president of 20th-Fox; Barney Balaban, president of Paramount; Jack Cohn, executive vice-president of Columbia; Samuel Rinzler, president of Randforce Amusement Corp.; Arthur Mayer, managing director of the Rialto Theatre, and Harold Rodner of Warners Service Corp. All but Rodner were nominated by the board of directors; his name was added by petition of the members.

George J. Schaefer won the award in 1945 in recognition of his work as national chairman of the War Activities Committee; Si H. Fabian was the 1946 winner for his work as chairman of the Theatres Division of the War Activities Committee.

At the luncheon Monday, the members also approved two amendments to the MPA constitution; the first to facilitate payments of welfare checks, and the second, to lower the age requirements for life membership from 65 to 60.

Schwartz presided. He was seated on the dais with Sol Trauner and Moe Fraum of Columbia, and Morris Sanders of 20th-Fox.

Stage-and-Screen Policy At Ambassador in Fall

NEW YORK—Sam Siritzky's Ambassador Theatre, recently confined to a policy of first run foreign product such as the current "Children of Paradise," will switch to a two-a-day combination screen and Continental vaudeville policy starting September 26.

Tino Rossi, known as the French Frank Sinatra, will headline the first new stage show in combination with the first American showing of Marcel Pagnol's "Le Schpountz." Rossi, who has just completed the French film, "The Unknown Singer," will tour Latin America during the spring and summer season.

Sam Siritzky, vice-president of Siritzky International, who has just returned from a trip to Europe, expects to go to Hollywood in April where he and his father, Leon Siritzky, president, will set up production plans for two English-language pictures to be made on the west coast.

RKO to Mail Exhibitors New Pulitzer Stamp

NEW YORK—RKO will mail a souvenir envelope bearing an engraved photograph of Joseph Pulitzer and a "first day of issue" cancellation on a new commemorative stamp which will be issued April 10 to all exhibitors on the company's mailing list. The envelope will contain a letter from Ned E. Depinet, executive vice-president of RKO, with a resume of the career of the founder of the Pulitzer prize for outstanding work in the fields of journalism, literature and drama.

The Pulitzer stamp will be the seventh in RKO's series of first-day mailings, originated and prepared by Leon J. Bamberger, RKO sales promotion manager and vice-president of Cinema Stamp Collectors.

A Woman Hears More

Better Attuned to Patrons, Says Mrs. Rosenbaum

ELIZABETHTOWN, N. Y.—Women managers or exhibitors, in small towns at least, have a better chance than men to learn the film tastes of patrons, says Mrs. Dave Rosenbaum, who handles the Capitol here for her husband. He looks after the Hollywood in Au Sable Forks and the Rex in Keeseville.

Mrs. Rosenbaum has had 17 years experience as manager and cashier and "I think I know what our customers want a shade surer and a bit quicker than Dave does," she said. "If the audience, and particularly the women, don't like a picture, they will tell me so on the way out. With my husband, they are apt to wait until the next day to pass an unfavorable verdict; often after the feature's engagement has ended.

"I can't explain why they will speak more quickly and frankly to a woman than to a man. The fact that I am in the cashier's booth may be one reason."

Mrs. Rosenbaum says she can tell if the customers like a picture just from the way they walk out of the theatre. "If they walk out with a lively step," she said, "they have enjoyed the film. They are anxious to spread the good word to other residents of the town."

Ted Baldwin of SRO Wins Public Relations Award

NEW YORK—Ted Baldwin, promotion and exploitation manager of Selznick Releasing Organization, was judged the recipient of the American Public Relations Ass'n award for the most meritorious public relations performance, as an individual, in the field of entertainment. The judging was based on Baldwin's promotional activities for "Duel in the Sun," David O. Selznick's Technicolor epic soon to be released nationally.



TED BALDWIN

Presentation of the Oscar, which is in the form of a silver anvil on a mahogany pedestal, will be made at an awards luncheon April 9 at the Waldorf-Astoria, where the American Public Relations Ass'n will hold a three-day convention starting April 7.

'Odd Man Out' to Open At Criterion in N. Y.

NEW YORK—"Odd Man Out," starring James Mason, will open at Loew's Criterion during the last week of April or the first week of May. This was reported by William J. Heineman, general sales manager of the J. Arthur Rank division of Universal-International. U-I is releasing the film, produced by Rank's Two Cities Films, Ltd.

"Odd Man Out" will be the first British picture to play the Criterion since MGM released "The Stars Look Down" before the war.

U-I has earmarked a budget of $300,000 for the promotion campaign, which will begin April 12. The film will be released nationally in May.

Rank Pictures Employ Actual Foreign Sites

NEW YORK—British motion pictures are expanding location sites outside the home territories and even to such distant spots as Fiji and Australia, according to the April production chart released by the J. Arthur Rank Organization and affiliated producers.

"Rescue," being produced by Gainsborough, is making scenes in Switzerland with Phyllis Calvert, Francis L. Sullivan and Margot Grahame. Ealing's "Against the Wind," a Michael Balcon production, is making scenes in the Ardennes region in Belgium with Paul Dupuis, Simone Signoret and Jack Warner heading the cast. "End of the River," a Michael Powell-Emeric Pressburger production starring Sabu, has just resumed shooting in London after making actual backgrounds in the jungles of Brazil.

Powell and Pressburger will soon start rolling on "Red Shoes," a Technicolor production starring Anton Walbrook, which will use locations in Monte Carlo, Paris, Florence and Copenhagen. Denmark locales will be sought by Laurence Olivier when he commences production on "Hamlet," his second Shakespearean film.

"Eureka Stockade," produced by Ealing, will be shot "down under" with Chips Rafferty, the Australian star; Frank Launder and Sidney Gilliat will produce H. de Vere Stackpole's "The Blue Lagoon" in its true settings, possibly in Fiji; a camera crew has been dispatched to the Antarctic for the projected "Scott of the Antarctic," to be produced by Ealing, and the Gainsborough film, "Snowbound," will be filmed in the French Alps.

In all, ten Rank releases are listed in production, 13 are "in preparation"; 11 are in the process of editing and four are completed included two, "The Man Within," a Sidney Box production, and Ealing's "The Life and Adventures of Nicholas Nickleby," currently showing in London.

MGM Meeting to Be Unique

New York—MGM will hold a sales convention unique in one respect. It will have a starting date—April 28 at the Hotel Astor—and the finishing date will be when the discussions are completed.

William F. Rodgers, vice-president in charge of sales, intends to go into all phases of decree selling and exhibitor relations with division, district and exchange managers. Head bookers also will be brought in.

To get this information all through the ranks, regional meetings may be held later at which salesmen and office managers also will be present.

Rodgers says it is impossible to bring the complete staffs into New York at this time because it is a busy selling season.

ALBANY

Bill Shartin, Eagle-Lion district manager with headquarters in Cleveland, checked into the PRC exchange and held conferences with the new local manager, Harry Alexander and Elmer Hollander, home office playdate chief . . . The plans of Joe Miller, who resigned as PRC district manager for Albany, Buffalo, Cincinnati and Cleveland, had not been announced up to the middle of the week.

Harry Buckley, vice-president of United Artists, was a recent visitor, conferring with Ray Wylie, area representative.

Variety Club held a gin rummy tournament with first prize of $25 in cash. Dr. Samuel Kalison was chairman. Tent 9 will stage a Merchants night April 7. A Professional night also is planned, Chief Barker Neil Hellman said . . . Joe Kaufmann, 20th-Fox exploiteer, has checked in to work on campaigns for "Boomerang" and several other pictures. He conferred with Jerry Atkin of the Warner Theatres office.

Charles Fitzgerald has returned to his post as assistant manager of Proctor's Troy after an extended illness. "Fitz" recently celebrated his golden wedding anniversary . . . Helen Suwiec is a new cashier at Proctor's. She replaced Irene Larrow, who resigned . . . Larry Cowen, managing director of Proctor's, is driving a swanky new Lincoln.

Albany theatres are displaying in lobbies a poster-figure urging the purchase of Eastern seals to aid a $20,000 campaign on behalf of cerebral palsy victims among children. This is the first local drive for funds this year. The money will be used to launch a program for training specialists in the treatment of cerebral palsy and for establishing facilities for physical and occupational therapy, speech, hearing and other forms of training.

James P. Faughnan, contact manager for Warner Theatres in the Albany and Buffalo zones, is serving on a committee to raise $10,000 for the local work of the National Conference of Christians and Jews. Floyd Fitzsimmons, exploiteer here for MGM, is chairman of the publicity committee in the annual maintenance appeal of the Salvation Army. A goal of $23,000 has been set for a ten-day drive beginning May 5. Fitzsimmons headed the publicity committee in last year's campaign, too.

Eagle-Lion banners now hang in the windows of the PRC exchange, and the telephones there are now answered, "PRC-Eagle-Lion."

Popcorn warming machines are showing up more and more in theatres in this area, not only in the neighborhoods but in the de luxe houses as well. Use of warming units was adopted in Albany after Fire Chief Michael J. Fleming banned popcorn machines within the theatres.

Jim Christie, projectionist at the State in Troy and son of the late John Christie, pioneer Watervliet exhibitor, is the father of nine children . . . Howard Goldstein, chief booker at RKO, thinks Sid Sommers, manager of Warners' Troy, is the most faithful letter writer anywhere. While Goldstein was in service, Sommers sent him letters twice daily and packages weekly. Goldstein served under Sommers at the Lincoln in Troy before the war.

NEW MIRROPHONIC SOUND

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ON WAY HOME—Ann Todd, British star, reaches the Pennsylvania Station, New York, en route to England to start work with Ray Milland in Paramount's "For Her to See," which Hal Wallis will produce. She sailed on the Queen Elizabeth.

The wife of Sid Deneau, assistant to Louis W. Schine in the theatre operations department of the Schine circuit, is reported to be undergoing treatment in a New York City hospital. Her condition is rather serious, according to friends.

The Ritz here employs a poetry-writing doorman, Walter Horace Leech. A 24-line poem titled "Macabre" appeared over his name on the editorial page of the Times-Union March 24. Leech estimates he has written more than 150 poems, many of which first appeared in the Knickerbocker News of this city. They were reprinted by papers as far distant as the west coast.

Gus Schaefer, RKO district manager, was due here this week for a conference with Branch Manager Max Westebbe. Schaefer makes headquarters in Boston.

Appointment of Jack Goldberg, current sales manager for MGM in Washington and for six years prior to 1935 connected with the Albany office, as branch manager here will not change the operating base for Herman Ripps, district as well as branch chief. Ripps will continue to have offices in Albany. He supervises the Albany, Buffalo and New Haven territories.

Ten high school students who assisted with the distribution of boxes and the collection of donations for Denial day last fall were feted by the Variety Club in the Empire room of Ten Eyck hotel recently. The boys and girls attended a screening of a Van Johnson picture in the Warner Little Theatre after the dinner. Jerry Atkin of the Warner Theatres publicity and advertising department had the kids in tow. Denial day, an annual affair, met with great success this year under the direction of Charles A. Smakwitz, then chief barker. The funds were used to carry on Tent 9's summer project at the Albany Boys Club camp in the Helderbergs.

HARRISBURG

A small boy was held for damaging the National Theatre's boxoffice last week. Ira L. Schiffman, manager, said a witness, another young lad, saw the boy deliberately stop and push in the stainless steel wickets in the glass cage, peer inside, then casually go on his way. The second boy reported the incident to police, who took the culprit into custody. No charges were brought and damages were paid.

Walter B. Kean, Philadelphia, has introduced a bill into the Pennsylvania legislature which would require Philadelphia theatres to throw on their screens diagrams of the house, showing all the exits, at the same time opening all the exits to show the audience where they are. This would be required once every performance, under Kean's proposal.

Red McCarthy, local band leader, has turned disc jockey and now is putting on a record program each afternoon over WHGB. Sponsored jointly by the downtown theatres and several music store owners, the program opened with tunes from "California," which was playing at the State . . . The State has made a permanent arrangement with Murphy's 5 and 10 lunch counter whereby the theatre provides the menus imprinted with the names of the current attractions at the theatre. The fountain people then type in each day's specials.

Ruth Kauffman, cashier, is new at the National . . . Eldon Tedrow is the new doorman at the State. He replaces W. C. Smith, theatre worker since 1937, who quit because of ill health.

Sam Gilman, manager of the Loew's Regent, celebrated his birthday April 1 . . . Bob Sidman, Senate manager, is chairman of a group seeking adequate housing and home sites for veterans. Sidman presided at a mass meeting in the theatre and has conferred with the city council on the matter.

"Suddenly It's Spring" was the occasion for headlines in fashion store advertisements and pronouncements on the radio in the campaign arranged by Gerry Wollaston, State manager for the picture, which opened there April 1. Wollaston tied in with Bowman's department store, which ran a series of large ads headed with the film's title. He arranged with WHGB radio station to have the announcers break into fashion programs and music programs with the same words. Lois J. Fegan, fashion editor of the Harrisburg Telegraph, who appears in the March of Time short, "Fashion Means Business," ran a full fashion column on the feature and the short, using photos of Paulette Goddard and Arleen Whelan. Wollaston screened both for Miss Fegan and the employes of Bowman's store, and scheduled films for the same bill.

Want Mail Order Cowboys

HARRISBURG—More dude ranches will operate in Pennsylvania than ever before, according to the commerce vacation and recreation bureau. Most of them are located in the Pocono mountains in northeastern Pennsylvania. In years before the war, dude ranches in the state included Ridgecrest and Twin Pines, Stroudsburg; Malibu, Milford; Wissahicken, near Philadelphia; Lazy-J, Beachlake, near Honesdale; Sleepy Hollow, Pottstown; Tom X, East Stroudsburg; Circle H, Analomik; Lazy Hour, Dunbar.

Gulistan Wilton Theatre Carpet

JOE HORNSTEIN *has it!*

WASHINGTON

Over 300 Variety Club members and friends turned out on Monday night to congratulate Sam Wheeler on his recent appointment as general sales manager of Film Classics, Inc. Alvin Newmyer was toastmaster. Wheeler was presented a handsome set of luggage.

Metro items: Mariella Harrington, former secretary to Joe Kronman, office manager, is the mother of a son named John Francis . . . Booker Henry Ajello starts his 19th year with Leo this month . . . New in the accounting department is Max Wold who hails from Minnesota . . . Esther and Iz Blendman celebrated their 12th wedding anniversary this month . . . Tom Grady, master booker, started his 20th year as auditor with Metro March 17.

At 20th-Fox booker Sara Young has returned to her desk after a week's illness . . . Mary Meyers of the accounting department and Howard Russell, assistant shipper, have returned after extended illnesses . . . Elsie Murphy is off sick . . . Student George Hatzes has resigned . . . May Feldman, assistant cashier, has gone to Rochester to visit her father who suffered a stroke recently.

Warner Theatres: Seymour Stone, contact department, has sent his wife and son to New York for a vacation . . Levi James, Earle doorman, is back on the job after a week's bout with a spring cold in the chest . . . Peggy Andrews, secretary to Art Shaftel, is sporting a pair of new glasses . . . It's not a sugar black market Bob Peterson is running in the mail room—those 100-pound sugar sacks are full of ticket stubs.

Fred Epstein was in from the New York office . . . Ann Hanower, Monogram, has returned from her California vacation . . . Tom McCaskey came in from Williamsburg, Va., to book . . . Bernie Brooks and George Trilling, Fabian home office, were in this week.

Grayson Sandy, Wardley Theatre, Callao, Va., made one of his regular bimonthly visits to Filmrow to buy and book . . . Monogram Manager Jack Safer spent several days in Baltimore.

At Universal Verne Shakewitz has returned to her desk after undergoing a tonsillectomy . . . Stanley Taylor has found a house and has moved his family from Massachusetts . . . The new stenographer is Eva Hope Mick and the new biller is Margaret Owens . . . The office manager's secretary, Beverly Hall, was sick several days.

The Clark Davises have returned from a month's vacation in California . . . Morton Gerber, District Theatres, went to Richmond this week . . . The young Hoyles, Barbara and Billy, underwent tonsillectomies in Episcopal eye, ear and throat hospital . . . Mrs. Bill Hoyle is recuperating from the grippe . . . The Republic Theatre, catering to colored patronage, is running "The Best Years of Our Lives."

Czechs Have Monopoly

WASHINGTON—The production of motion pictures in Czechoslovakia is a monopoly of the Statni vyrobna filmu (state motion picture production). They report that during the 11 months from January to November 1946 the Czechoslovak motion picture industry released altogether ten Czech full length features and 213 others, it was reported by the Commerce department.

THE IDEAL THEATRE CHAIRS
JOE HORNSTEIN *has them!*



TALK GREEK DRIVE PLANS—Film men of the nation's capital are shown at a meeting to work out details in cooperation with the campaign to aid the war orphans of Greece. Sitting, left to right: Joe Brecheen, Al Benson, Jerry Price, John S. Allen, Harrison Martin and John O'Leary. Standing: Harry Cohen, Frank Scully, Harry Buxbaum, Paul Wall, Jack Goldberg and Tom Baldridge, all of MGM's committee.

Washington's Filmrow Eyes Lust's Housing

WASHINGTON—Sidney Lust's new housing development in the Green Meadows section has aroused considerable interest among motion picture exchange executives and employes because of its accessibility to the city's Filmrow.

The Lust development, which will cost over $2,000,000 when completed, will have 225 one and two-bedroom apartments centered around a shopping center with grocery, beauty parlor and service shops. Lust's Kaywood Theatre is within walking distance of the project.

1946 Safety Award Is Won By 'Traffic With the Devil'

NEW YORK—"Traffic With the Devil," an MGM short subject produced by Herbert Morgan and filmed with the cooperation of the Associated Press, has won the National Safety council's award offered annually to the film contributing most to public safety during the year. The award was made by the National Committee on Films for Safety, which represents 17 national organizations. This marks the third consecutive year, as well as the fifth time, an MGM short has won this award.

Latin-American Beauties End First Lap of Tour

NEW YORK—Six Latin-American beauties on tour for showings of "Carnival in Costa Rica," 20th-Fox Technicolor musical, finished the first lap of their tour Thursday after stopping in Cleveland, Pittsburgh and Philadelphia. They were accompanied by Earl Wingart of the home office publicity department. Civic luncheons, greetings by officials and radio appearances were on the program. They will leave for the midwest and south after Easter.

MOT Promotes Two Men

NEW YORK—Lothar Wolff, chief film editor of March of Time, and Samuel W. Bryant, a senior editor and director of research, have been promoted to assistant producers by Richard de Rochemont, producer. Wolff headed the coast guard film unit during the war and Bryant left the procurement division of the Treasury to join March of Time.

Fire Prevention Talk By Official of MPA

WASHINGTON—John B. McCullough, acting director of the MPA conservation department, addressed President Truman's conference on fire prevention here last week. He spoke at the invitation of Maj. Gen. Philip B. Fleming, general chairman of the conference, who asked Eric Johnston to send a film representative to the meeting.

McCullough told the conference that MPA member company exchanges in the U.S. handled 30,000 miles of film during 1946 without a single death or injury or one dollar of fire loss.

The conference was called to educate the nation to the need for fire prevention and to the fact that fire losses totaled $64,000,000 during February 1947. A national committee on fire prevention will be organized. Governors of 48 states appointed committees composed of public officials and delegates from nonofficial groups to educate the public to the danger of fire and the importance of enforcing adequate fire prevention laws.

Mort Nusbaum to WQQW As Commercial Manager

WASHINGTON—Mort Nusbaum, former station and commercial manager of WSAY, Rochester, N. Y., has been appointed commercial manager of WQQW, the Washington station that has attracted attention for its innovations in programming and commercial policies.

Nusbaum brings with him 13 years of radio experience, including eight years with WSAY, MBS-ABC affiliate. He comes to Washington via New York where he served as national radio director for 20th-Fox and more recently conducted his own public relations and radio package producing firm.

Toplines in 'Our Friends'

Gail Kent will topline in Paramount's "Our Friends."

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ASTOR PICTURES COMPANY
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PHILADELPHIA

In Philadelphia nearly everything is James Mason. His show "Bathsheba," just closed after a very successful run, despite contrary notices by critics. The S-W Capitol had a first run of "They Met in the Dark" a week or so ago. The S-W Commodore revived "The Seventh Veil" very successfully. The Pix Theatre loudly announces that James Mason is starred in "Thunder Rock" (the show really stars Michael Redgrave, who is no mean hunk of man either.) And down the block at the Studio is Mason in "The Return of the Scarlet Pimpernel." If you care to look at the theatre page of the Evening Bulletin (nearly everybody reads the Bulletin, according to the ads) you find irate letters to the film columnist to the effect that this guy Mason is no good because he won't sign autographs for the kids. But Benny Harris, who is handling the reissues of old Mason shows, finds him a good product.

George Naudasher, manager of the Cambria, who is celebrating his 31st year in the business, received the following "conscience" letter the other day: "This letter is to return some money I feel I may owe you. When I used to attend the movies, I would go in for a child's price when I was supposed to pay an adult's admission. I hope this covers the amount I cheated the movies out of." Naudasher personally returned the money to the sender, and suggested it be turned over to some charity.

Dave Rosen, Clark Film supervisor, was in Washington again on company business . . . Branch Managers Charles Zagrans, RKO; William Mansell, Warners; Lou Formato, MGM, and Mort Magill, UA, all journeyed to Williamsport to help Bill Wilson of the Rialto celebrate his 25th year in the business . . . Manny Youngerman, RKO student salesman, is learning the ropes at the local branch.

Some changes around the Warner exchange: Joe Quinlivan, assistant cashier, has been moved up to booking clerk; Dick Manning is the new assistant cashier; Shirley Berkowitz, typist, replaces Marie Carfagno as biller, and Peggy Johnson moves up as typist. Frank Smith joined the exchange as maintenance man . . . Max Miller, PRC exploiteer, was making himself pretty popular around town by handing out incriminating "Bedelia" cards in connection with the show at the Aldine.

Ed Rosenbaum, Universal-International publicity man, claims to have a few hot tricks up his sleeve for the opening of "The Egg and I" cooked up with the local poultry dealers . . . Two Columbia salesmen, Stanley Kositsky and Harry Berman, have resigned to go to PRC-Eagle-Lion as salesmen.

Philadelphian Submits Price Regulation Bill

PHILADELPHIA — Joseph A. Scanlon (Dem.), Philadelphia, introduced in the house of representatives at Harrisburg a bill intended to establish uniform admission fees to places of amusement. The bill provides for a fine of $500 and costs or one year in prison for increasing or decreasing the price of admission "for reason of evening, Sunday or holiday hours."

MANLEY Inc.
POPCORN MACHINES
L. M. Malcolm
Box 217, Camden, New York



PROMOTED—Comes Carl Peppercorn, who has been appointed assistant to Charles Boasberg, head of RKO's newly created sales division comprising metropolitan New York, plus southeast, southwest and Canada.

Manager Quits Strand For Fabian-Hellman

ALBANY—Leo Rosen has retired as manager of Warners' Strand to assume a new post as assistant general manager of the three Fabian-Hellman drive-ins and as an associate of Neil Hellman in a group of ice cream and frozen custard "joy bars." Al LaFlamme, a Warner veteran, is the new manager.

Rosen will concentrate on advertising and exploitation for the Mohawk open-airer on the Albany-Schenectady road, the Saratoga drive-in at Lathams on the Albany-Saratoga road, and the Tri-City outdoor location near Binghamton. Among Rosen's projects are a playground for the Mohawk and a series of Saturday kiddy shows.

At the Strand for five years after leaving the Troy, Troy, Rosen began his career with Warners 17 years ago at the Strand in Syracuse. He later managed the Winter Garden in Jamestown for the circuit. Before joining Warners he operated the Palace, a subsequent run house in Troy.

LaFlamme started as an usher at Warners' Stanley in Utica in 1928 and after a period of service there under Bernie Depkin, he was transferred to the local Madison where he remained 13 years. Three years ago when Jules Curley went to Elmira, LaFlamme was switched to the Ritz here.

Palace Clearance Issue To Arbitrator April 15

ALBANY—William K. Stanford of Albany will arbitrate a demand and submission by Ernie Dodds, owner of the Palace Theatre in Lake Placid, for relief from the present 14-day clearance granted Schine's Pontiac, Saranac Lake, by 20th-Fox, Paramount, Warners, MGM and RKO. Dodds' case will be heard at the American Arbitration Ass'n's office at 112 State St. on April 15, a date approved by the appellant, defendants and intervenor.

Dodds is represented by Attorney Leonard L. Rosenthal of Albany. He would like to have day-and-date booking with the Pontiac 12 months a year. At present, open booking prevails only during the summer months and during winter carnival time. The situations are about 20 miles apart.

Alter Friday Hours For Holiday Needs

NEW YORK—Home office and exchange working hours were rearranged Friday to meet the needs of employes observing Passover eve and Good Friday.

Columbia home office and exchange followed a pattern observed by most other companies. There was no official closing time, but persons attending Good Friday services were permitted to leave at 11:30 a. m. and those observing the Passover eve left at 4. The Universal home office and exchange had the same schedule. The RKO home office permitted Good Friday celebrants to leave at 11, and those observing Passover at 4. The exchange, however, closed at 11:30 for everybody.

PRC home office and exchange closed at 1 p. m. and Warners closed at 4. MGM, Paramount, Republic and United Artists observed the usual work-day schedule, but if an employe wanted to leave earlier for Good Friday or Passover services, nobody stopped him.

Monogram and 20th-Fox exchanges declared a full day's holiday for those observing Good Friday. The Passover holiday began at 3 p. m. at 20th-Fox exchange, and at 4 at the Monogram exchange. The 20th-Fox home office permitted employes to leave at 11:30 for religious services, while Monogram closed at noon for all.

Vine Street Site Owners Set to Fight Widening

PHILADELPHIA—The Vine street widening program is probably more of a headache to the wideners than to the guys being dispossessed.

The property owners, with hundreds of dollars worth of real estate at stake, have organized their protests against the widening of the Delaware river bridge approach. The project would abolish their properties in a massive right-of-way movement. Joseph H. Resnick, attorney for the Vine Street Emergency council, revealed Monday that his clients are awaiting official eviction notices in order to start proceedings. At that time the group will go into court in an effort to block the property condemnations.

Resnick repeated that the whole project, which is designed to give Philadelphia a better avenue of traffic to the east, should be abandoned until the housing shortage abates. He declared that hundreds would be dispossessed with no reasonable hope for them.

'Henry V' to Utica

UTICA, N. Y.—"Henry V" will play a four-day roadshow engagement at the New James beginning April 15. Morris Slotnick conducts the James. This engagement will be the fifth in the Albany exchange district for the J. Arthur Rank-Two Cities Films feature. It ran five days at the Colonial, Albany; two at the Lansing, Troy, two at the Colony, Schenectady, and four times in one day at Cal King's Walden in Williamstown, Mass.

Plug 'Playing by Ear'

PHILADELPHIA—The MGM Pete Smith short subject, "Playing by Ear," recently received a full page in the Sunday Inquirer under the title "Victory Over the Handicap of Darkness." Area exhibitors were offered extra copies of the pictorial feature to assist them in plugging the short. Arrangements were made by Frank Sculli, MGM short subjects supervisor.

Bergman Sets Parley With U-I Exploiteers

NEW YORK—Maurice A. Bergman, eastern advertising and publicity director of Universal-International, will hold a three-day conference here April 10-12 with the company's field exploitation men stationed east of the Rockies.

The men will discuss campaigns on new U-I and J. Arthur Rank productions with home office distribution, advertising and publicity personnel. Films on the agenda are: "The Egg and I," "Time Out of Mind," "Buck Privates Comes Home," "Ivy," "Odd Man Out," "Stairway to Heaven" and "Great Expectations."

The out-of-town exploitation men who will attend the session include: William Schulman from Boston; Ed Rosenbaum from Philadelphia; Harry Keller from Cincinnati; Ben Katz and Harold Butchin from Chicago; Perry Spencer from Atlanta, and Ralph Ober from Dallas.

Loew's Borrows 15 Million For Long-Term Financing

NEW YORK—Loew's, Inc., has borrowed $15,000,000 for long-term financing. The money will be used to increase working capital and for other corporate purposes. Of the total, $6,000,000 has been loaned by the First National Bank of Boston for eight years at two per cent and the remaining $9,000,000 has been secured from a group of insurance companies by means of an issue of two and 88/100 per cent debentures due July 15, 1965.

The debentures have been bought by Metropolitan Life, Mutual Life of New York, John Hancock Mutual Life, Massachusetts Mutual Life, Sun Life Assurance Co. of Canada, New England Mutual Life, Penn Mutual Life and Continental Life Assurance Co. These companies already hold the outstanding Loew's debentures.

'Raider' Gets Percentage Dates in N. Y. District

NEW YORK—"The Raider," which opened at the Art and Sutton theatres here April 4, is being released by English Films, Inc., in metropolitan New York on a roadshow basis against percentage due to the company's inability to get enough prints from London to cover circuit playing time in this area.

The British film has been booked by Warner Bros. in all their New Jersey and Philadelphia theatres and by Fox West Coast in all San Diego, Los Angeles and San Francisco houses.

National Board Selects Five Films for Week

NEW YORK—The National Board of Review has recommended five features in its weekly guide to selected features, including "Carnival in Costa Rica" (20th-Fox). "Dark Delusion" (MGM), "Kit Carson" (PRC, "That Way With Women" (WB), "Time Out of Mind" (U-I).

All the pictures, with the exception of "Dark Delusion," were given a "family" classification. The MGM film was recommended for mature audiences because of its psychological theme.

Last Rites for Ida Cohen

NEW YORK—Funeral services were held Tuesday (April 1) for Mrs. Ida Cohen, 86, mother of Samuel Cohen, foreign publicity director for United Artists. She is survived by three other sons, Ben, Sol and Alex.

Broadway-Flushing Theatre Manager Links Hall of Science to Fun Club

NEW YORK—A miniature Hall of Science, an educational project sponsored by the Gilbert Hall of Science, installed in the lobby of the Skouras Roosevelt Theatre in Broadway-Flushing, formed the nucleus of a Hobby week program at the theatre, instituted by Mildred A. FitzGibbons, manager.

The exhibits, which delighted thousands of children from March 16-29, included a model electric train, a ferris wheel, circling planes, a windmill and a power plant with smoke coming out of the miniature stacks.

Assisted by Marge Lamb and Ernest Deer jr., Sergeant Fletcher, world champion polevaulter and manufacturer of magic equipment and model construction sets for juveniles, put on a show at the Roosevelt that Miss FitzGibbons linked with her regular Saturday Birthday Fun club for children.

During the two weeks of the exhibition, hundreds of children exhibited their handicraft, including many novel airplane designs.

"Hobbies for children are one of the best preventives of juvenile delinquency," Sergeant Fletcher pointed out during his performances.

RKO Sets Up Ad Campaign On Entire 1947 Product

NEW YORK—RKO's advertising- campaigns for the entire calendar year, up to and including "Tycoon," the company's Christmas release, have been set up, according to S. Barret McCormick, advertising and publicity director who has returned from Hollywood conferences with N. Peter Rathvon, Dore Schary, Ned E. Depinet, John M. Whitaker and Perry Lieber.

In addition to national magazine coverage, much of it in color, comic section copy will be used for several RKO releases including "Trail Street," "The Farmer's Daughter," "Magic Town," "Tycoon" and "Fun and Fancy Free," a Walt Disney production. Other features on RKO's 1947 schedule are "Honeymoon," "The Woman on the Beach," "They Won't Believe Me," "The Bachelor and the Bobby-Soxer" and "If You Knew Susie," in addition to Samuel Goldwyn's "The Secret Life of Walter Mitty" and the Hakim-Litvak production, "The Long Night."

Concave-Convex Screen Available at Nu-Screen

NEW YORK—A new fiber glass motion picture screen, said to afford clear vision from any angle of the theatre due to its concave-convex surface, is ready for distribution through the Nu-Screen Corp. The screen was developed with the cooperation of the Sparks-Withington Co. of Jackson, Mich. It is made of seamless sheets of fiber glass and is completely safe from fire, according to Herman Gluckman, president of Nu-Screen.

Gluckman says the concave-convex surface affords up to 80 degrees vision at an acute angle of 20 feet from the screen, thereby benefiting patrons on extreme side and balcony seats. It also eliminates flatness or bouncing of tone and gives uniform sound reception, he said. Each screen will be made to fit the specific requirements of the theatre. It entails no change in standard projection equipment.

Sindlinger Forms Firm For Story Development

NEW YORK—Albert E. Sindlinger, who resigned six months ago as executive vice-president of Dr. Gallup's audience research, has formed a new organization, New Entertainment Workshop, for the development of stories and new story ideas. The enterprise is located at Wynbrook Acres near Hopewell, N. J.

The organization will make its facilities available to the author "to help him present, try out and develop his story so that his audience will want to listen to it," Sindlinger said. The workshop will endeavor to coordinate the audience with the author, producer or publisher and "to back up its findings with sound tested merchandising and to provide capital when necessary," he concluded.

"Native Land" Gets Dates

NEW YORK—Brandon Films is setting engagements for "Native Land" in Cleveland, Detroit, Chicago and Philadelphia. It is said to be the first full length film dealing with civil liberties. It hits the Columbians and the Ku Klux Klan.

Portable Company Formed

HOLLYWOOD—Portable Theatre Corp., a new company which will produce its own films, manufacture its own portable theatre units and market the packaged service on an international basis, has been formed here by Berne J. Ellis, former president and organizer of Moist-R-Proof Container Co. of San Francisco. The films are being introduced to national advertisers as a medium for product demonstration at the point of sale.

Alison Holman Is Married

OLD GREENWICH, CONN.—Alison Holman, daughter of Russell Holman, eastern production manager for Paramount, was married to Edgar Alvon Fitter jr., Saturday (April 5). The Rev. Dr. Vincent Daniels, pastor of the First Congregational church, officiated. After a short honeymoon the couple will reside in New Orleans.

Palestine Lifts Duties

NEW YORK—Loew's International Corp. will not have to pay customs duties on six MGM 16mm shorts in Palestine because they were classified as educational. The shorts are "Traffice With the Devil," "A Way in the Wilderness," "Purity Squad," "Drunk Driving," "Radio Hams" and "The Golden Hunch."

U.S. Films Released

BUFFALO—Available now for public loan are war department films of great battles of World War II, industrial and educational aspects of the war and training films whose subjects range from the reconditioning of convalescents to military stevedoring. They are in 16mm and 35mm sizes.

Russell in Buffalo

BUFFALO—Harold Russell was a one-day guest here this week of the 20th Century Theatre, where "The Best Years of Our Lives" is showing. Mickey Rooney also has been in town, making personal appearances at Town Casino.

Stamp Collectors Hear Discourse on Estonia

NEW YORK—Vincent Domanski jr. of Philadelphia, president of the Society of Philatelic Americans; Ernest A. Kehr, stamp editor of the New York Herald Tribune; Franklin R. Bruns jr., stamp editor of the New York Sun, and Stephen G. Rich, collector and publisher, were guests at the meeting of Cinema Stamp Collectors during the week.

Domanski talked on the postal history of Estonia and displayed his collection.

Three new applications were received. They were from: Henry Crecke, treasurer of Loew's International; Alan Cummings, director of exchange operations of Loew's, Inc., and Ken Prickett of the MGM New Orleans exchange.

Production of a 16mm film on activities of members was discussed. The next meeting will be held April 9 with D. E. Hoffberg talking on "Religion on Stamps."

French Picture Industry To Cut 1946 Production

PARIS—Faced with production costs ten times what they were in 1938, and with reduced income due to the increased competition from American films, the French film industry has decided to work only three and a half months this year compared to eight and a half months in 1946.

The National Film Confederation, which includes producers and theatre owners, is asking for bonuses for production and a drastic reduction of taxes on both studios and motion picture houses. The industry is suffering from two sets of taxes, since it has been placed in the amusement and industrial categories at the same time, and film producers had a deficit of more than a billion francs (more than $8,000,000) in 1946.

Start First Run Policy At Two Brandt Houses

NEW YORK—The 42nd Street Apollo and the Atlantic Playhouse, Brooklyn, will adopt a permanent policy of first run foreign films only starting with the opening of "Carnival of Sinners" April 7, according to Martin Levine, general manager of Brandt Theatres.

"Carnival of Sinners," which stars Pierre Fresnay, was completed late last spring and will follow the run of "Carmen" at both houses. The new policy will involve principally French films, but all will have English titles.

Mage Films Leases House To Show Foreign Pictures

NEW YORK—Mage Films has taken over the lease of the Studio Theatre, 65th street and Broadway, and renamed it Studio 65 for a new policy of first run showings of foreign films, starting with "The Bellman," a French picture which opened April 5.

Studio 65 completed only last October, seats 650 and will be operated on a continuous popular price policy.

SOPEG Wins CR Election

NEW YORK—The Screen Office and Professional Employes Guild won an NLRB election held Thursday (March 27) for the workers of Confidential Reports, Inc. The vote was 48 to 15 for SOPEG as the collective bargaining agent. Sixty-nine persons were eligible to vote, but six workers were absent and 63 ballots were cast.

Suffering Night Clubs Play for Kid Trade

Dallas—Something new in night clubs is one known as Pappy's Showland, put on as a Saturday matinee for children. The week's attraction was Mandrake the Magician on the stage. Fred McFadden, former theatre and publicity man and world war veteran, is assistant manager of Showland.

This play for juvenile business is believed to be a new effort to bolster waning night club receipts.

One such rendezvous advertises unlimited free beer, free mixers and setups for all "regular" patrons at night sessions.

Iowan Seeking to Bar Film Drinking Scenes

DES MOINES—The Iowa house last week passed a resolution which is designed ultimately to eliminate drinking scenes in films shown in Iowa.

The house, by a voice vote, approved a resolution by Rep. C. S. Van Eaton (Rep., Sioux City), which urges the next legislature to pass a law banning drinking scenes unless the film industry voluntarily eliminates them in films shown in Iowa during the next two years.

The same resolution was called up in the senate on the same day by A. D. Clem (Rep., Sioux City), but after some debate, the senate deferred action under a rule that requires the house-approved resolution to be on the calendar at least a day before the senate can take final action.

How the senate feels about it, however, was evidenced by its refusal to accept a motion by Frank Byers (Rep., Cedar Rapids), that the resolution be shunted to the shifting committee. The senate beat the Byers amendment, 22 to 16.

Vera Caspary Signs E-L 10-Year Writing Deal

NEW YORK—Vera Caspary, author of "Bedelia," "Laura" and "Out of the Blue," has signed a ten-year contract to deliver one story annually to Eagle-Lion, according to Bryan Foy, vice-president in charge of production. She will receive a flat sum for each story and 5 per cent of the net profit on each, a deal which it is estimated will net the author $2,500,000 in the ten-year period.

Eagle-Lion has completed arrangements to publish the story of Miss Caspary's latest film, "Out of the Blue," which was produced by Isadore Goldsmith, in the September issue of Today's Woman magazine.

Buchanan & Co. Is Named Pictorial's Ad Agency

NEW YORK—Buchanan & Co. has been named advertising agency for Pictorial Films by Lloyd Lind, president. Charles M. Amory will be the account executive. The full feature production of both Eagle-Lion and PRC will be available for adaptation into 16mm prints by Pictorial Films, a subsidiary of Pathe Industries in this field.

Russians on Stereoscopy

MOSCOW—The Soviet government has appropriated about $4,000,000 for further research on a stereoscopic film screen invented by Semen Ivanov. It is called an integral screen and has been demonstrated in a theatre seating 180 persons.

Great Britain Winners Feted by Paramount

NEW YORK—Adolph Zukor, chairman of the Paramount board of directors, was principal speaker and Claude Lee, the company's director of public relations, was master of ceremonies at a reception for the six winners of Paramount's British quota sales drive by the Paramount Pictures club at the home office late in the week.

The six members of Paramount's British organization, who were awarded trips to America as prizes, are Dave Gilpin and Ashley Bate of the London branch; Thomas Ledger and Clifford Cox, Newcastle; Nellie Nisbet, Liverpool, and Alice Holt, Cardiff. All but Cox are members of Paramount's 25-year club.

Before the reception, the six British winners were dined at Sardi's. They are scheduled to sail for home on the Queen Elizabeth April 9.

Set Prerelease Openings For Two Warner Films

NEW YORK—Warner Bros.' "Stallion Road" had its first showings at the Fox Theatre, San Francisco, and the Warner, Memphis and Stanley Theatres, Utica, April 3, followed by openings at the New York Strand and the Warner Theatre, Milwaukee, April 4. The following week, it opens in about 20 New England houses and a score of other houses throughout the country to make a total of 200 playdates before its general release April 20.

"Love and Learn" will open simultaneously at the Warner Theatre, Worcester, and the Hippodrome, Cleveland, and Warner, Youngstown, April 30, with about 80 other prerelease bookings already set before its national release May 30.

'Carnegie Hall' to Unwind At Two Theatres May 2

NEW YORK—"Carnegie Hall" will open day and date here May 2 at the Winter Garden and Park Avenue theatres.

The film is being released by UA, and both theatres are operated by Universal-International.

It will be shown at popular prices and on a continuous run policy at the Winter Garden, but at the Park Avenue the policy will be two a day, reserved seats, and advanced admissions.

E-L's New York Office Moves to Bond Building

NEW YORK—Eagle-Lion has taken over the entire 15th floor of the Bond Bldg. here in line with the company's growth since it was formed last September.

Among E-L executives who have moved to the Broadway location are Arthur B. Krim, president; Alfred W. Schwalberg, vice-president and sales manager, and Max E. Youngstein, director of advertising, publicity and exploitation, together with their staffs.

Petrillo to Spend $64,000 On Free Public Concerts

CHICAGO—James C. Petrillo, president of the American Federation of Musicians, has allocated $64,000 of union funds to be spent for free concerts in parks, schools, auditoriums, veterans' hospitals and other public institutions. The sum is part of the "royalties fund" collected by Petrillo through Dec. 31, 1946.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

'Other Love' Premiere Staged in DC Airliner

HOLLYWOOD—In their hectic scramble to command attention for upcoming pictures, Hollywood's straining exploiteers are utilizing airplanes as locales for debuting new features.

Enterprise, in a three-way tieup with Douglas Aircraft Co., American airlines and United airlines, staged the American premiere of "The Other Love" aboard the inaugural flight of the first postwar airliner, the DC6.

Billed as the first postwar air premiere, it followed by two days the world premiere of the David Lewis production at the Empire Theatre in London.

The unveiling of the film on the 54-seat plane was attended by a group a newspaper representatives, including Gurney Williams, associate editor of Collier's; Palmer Hoyt, publisher of the Denver Post, and 49 editors and feature writers from every daily paper in New York, San Francisco, Los Angeles, Chicago and Denver. Also aboard were representatives of the three wire services, Post-Master General Hannegan and two under-secretaries of commerce from Washington. The flight was from Long Beach municipal airport to New York's LaGuardia field.

"Suddenly It's Spring," Paramount's comedy starring Paulette Goddard and Fred MacMurray, was given its west coast premiere at the St. Francis Theatre, San Francisco, marking return of Paramount's operation of the theatre.

Academy Will Elect Governors April 15

HOLLYWOOD — Annual election of the board of governors of the Academy of Motion Picture Arts and Sciences is scheduled for April 15, at which time the new board, which will have a membership of 22, will be chosen under the new bylaws adopted last August.

Bylaw changes affecting the elections are: increase of Academy branches from eight to 11 by creating from the single sciences branch separate branches for art direction, cinematography, film editing, and sound; establishing the term of office for governor at two years; requiring that Academy officers be elected from the board of governors.

As in the past, two members of the board will be elected from each branch. This year the candidate in each branch receiving the highest number of votes will be elected for a two-year term. Beginning with the 1948 elections 11 governors will be elected each year for two-year terms.

Nominating committees from each branch have selected panels of seven life or active members as candidates for the board of governors. Ballots will be mailed by the Academy April 15 and voting will close at midnight April 25. Ballots will be counted by Price, Waterhouse & Co., with the Academy announcing results of the election before May 1.

Jerry Fairbanks Makes Pictures for Television

HOLLYWOOD—Jerry Fairbanks Productions, which turns out short subjects for Paramount and dabbles in 16mm commercial and industrial films, is now turning its attention to television. First of a series of dramatizations for television have been filmed by the company in preparation for a special preview to be held early this month in New York. The test series was filmed as a sample of the type of product Hollywood can produce for television. Shows can be used consecutively and still present a variety-type telecast.

Piscatorial Project

HOLLYWOOD—Having purchased Howard Hughes' yacht, the Oceania, Morton A. Carabel, war correspondent, magazine writer, and former marine corps combat correspondent, is preparing a scientific expedition into Central American waters. A 16mm documentary film will be taken to record the activities of the project, the prime purpose of which is research into the additional medicinal values that can be extracted from sharks and other Pacific fish.

Lead in 'Sweet Genevieve'

Jean Porter has been assigned the lead in Columbia's "Sweet Genevieve."

Quadruple Light Possible In New Picture-Editor

Hollywood—A new picture-editing machine with projector attachment developed by Warner technicians is now in use on the set of "The Treasure of the Sierra Madre." The machine enables group study of advance footage shot in Mexico and is proving of inestimable value both in matching shots now being prepared in process, as well as briefing the art and technical departments for background shooting to be done when the group proper takes off for San Jose Purua, Mexico.

Perfected by the studio sound department, the device employs a mercury vapor lamp which quadruples the amount of light cast on the screen. In addition, the optical setup affords greater definition than was obtainable with machines previously in use. The studio replaced the single spherical reflector with a double parabolic reflector, added coated lenses and high efficiency front surface mirrors.

Bing Crosby Gets Lead In 'Connecticut Yankee'

HOLLYWOOD—Bing Crosby has been set to star in a new Paramount adaptation of Mark Twain's immortal "A Connecticut Yankee in King Arthur's Court," which is being planned as a big-scale Technicolor musical with Tay Garnett directing and Robert Fellows producing. Edmund Beloin is working on the adaptation and the film is set for early fall production. Paramount several months ago acquired the rights to the Twain classic, complete with Rodgers and Hart music and the Herbert Fields libretto of the Broadway musical based on the story. Two earlier versions have been brought to the screen. One, a silent, starred Harry Meyers in 1921. Will Rogers toplined a successful talking adaptation a decade later.

Rubinstein to 'Counterpoint'

HOLLYWOOD — Artur Rubinstein, world famous concert pianist, has been signed to appear in RKO Radio's "Counterpoint." He will portray himself as a member of a cast headed by Dana Andrews, Merle Oberon, Ethel Barrymore and Hoagy Carmichael, and will play "Concerto in C Minor," a modern composition written especially for the film by Leith Stevens.

Jake Milstein to Handle Somerset Pictures Sales

HOLLYWOOD—Jake Milstein, former distribution executive with MGM and Republic, has joined Somerset Pictures and will have charge of sales and distribution. The new producing firm was organized by Walter Colmes and Selly Levinson. Milstein recently supervised production of "Kiss and Tell" at Columbia and previously was associated with Sam Woods.

Cagney Signs H. C. Potter

HOLLYWOOD — H. C. Potter, former Broadway director, whose last film chore was "The Farmer's Daughter" for RKO, was signed by William Cagney to direct William Saroyan's "Time of Your Life," which will star James Cagney. Potter replaces Henry Koster, initially signed by Cagney for the directorial chore but since loaned to Samuel Goldwyn to direct "The Bishop's Wife."

Executive Travelers

HERBERT J. YATES, president of Republic studios, flew to New York where he planned to preside over the first of three annual district sales meetings on April 2, 3. His schedule will take him to Chicago for the second of these, set for April 8, 9, and back to Hollywood for the final sales sessions starting April 14.

* * *

Off to Gotham by plane was Paul MacNamara, national director of advertising and publicity for the Selznick organization, for one week of confabs with David O. Selznick and Neil Agnew, president of the Selznick Releasing Organization, regarding national distribution and campaigns on Selznick's "Duel in the Sun," Alfred Hitchcock's "The Paradine Case" and "Portrait of Jennie."

* * *

Bill Blowitz, Enterprise studio's publicity director, to Manhattan where he planned to confer with Air France officials about chances of transporting two planeloads of American press representatives to Paris for the world premiere of "Arch of Triumph."

* * *

Jerry Wald, Warners producer, scheduled to fly to New York and then over to Boston to case that city for locations for the on-the-spot shooting of a forthcoming film which has a Boston setting. Ben Kalmenson, Warner general sales manager, in from Gotham for studio huddles with Jack L. Warner and western sales executives.

* * *

Jay Richard Kennedy and James Roosevelt planed to Manhattan in connection with Kennedy's forthcoming feature based on Franklin D. Roosevelt's credo, "there is nothing to fear but fear itself." Kennedy plans to organize a research staff in New York which will collate all background material for the series of films he plans depicting the man Roosevelt and his influence in the world. The research staff will be headquartered in Kennedy's New York offices.

* * *

Independent Producer Arnold Pressburger returned here from Manhattan to start preparations for "Last Year's Show," which he plans as a starring vehicle for Hedy Lamarr with a United Artists release. Miss Lamarr has a lawsuit pending in which she seeks to relieve herself of this commitment. Pressburger recently returned from England where he completed negotiations to make Somerset Maugham's "Then and Now" in Technicolor under the Rank banner.

* * *

After a week in New York, Eugene B. Rodney, president of Cavalier Productions, returned here. While in the east, Rodney conferred with Abe Montague, Columbia Pictures sales manager, on releasing dates for "Three Were Thoroughbreds," Technicolor western which he produced as a Robert Young and Marguerite Chapman starrer.

* * *

Bryan Foy, Eagle-Lion's studio chief, returned from a Gotham jaunt . . . Ben Jacobson, Eagle-Lion's eastern studio representative, was in town for confabs with studio heads on talent matters.

* * *

Following a combined business and pleasure trip which kept him in New York for a month, Robert Bassler, 20th-Fox producer, was back at his studio headquarters. While in the east, he conferred on production details of "The Snake Pit," by Mary Jane Ward, with Anatole Litvak, director and co-producer, and Screenwriters Millen Brand and Frank Partos.

Headed east for a series of sales conferences with district and exchange managers and contacts with theatre circuit heads, Francis A. Bateman, general sales manager of Screen Guild Productions, left here to make Oklahoma City and Dallas his first stops. Following meetings in the latter two cities, Bateman planned to proceed to New Orleans, Atlanta, Charlotte and New York City for additional sales sessions.

* * *

Nicholas Pery, managing director of Columbia Pictures Corp. in Australia and New Zealand, is due here by plane from Sydney April 11 to confer with studio executives.

* * *

President of Vanguard Films, Inc., Daniel T. O'Shea, left for Gotham for huddles with David O. Selznick and other Vanguard and Selznick Releasing Organization executives. He planned to stay in the east for two weeks.

* * *

Blanche Sproul, assistant to David Loew, chairman of the board of Enterprise studios, headed for New York to attend conferences between studio toppers and stars on exploitation campaigns.

* * *

Donald Nelson, president of the Society of Independent Motion Picture Producers, returned from the east.

* * *

Robert Purcell, chairman of the board of Pathe Industries, parent company of Eagle-Lion and PRC, was expected in from the east for discussions with studio toppers at E-L. Accompanying him is Arthur Krim, Eagle-Lion president.

* * *

Lester Cowan, sharecropper producer, was off to Chicago and New York, where he planned to scout the stage plays for talent for forthcoming production of Artists Alliance, "One Touch of Venus."

* * *

Howard Levinson and Stuart H. Aarons, both of Warner Bros. home office legal staff, returned to Manhattan, following studio huddles here.

* * *

Following the windup of the quarterly board of directors meeting held at Hotel Blackstone in Chicago, George D. Burrows, Allied Artists and Monogram executive vice-president and treasurer, was back at his Monogram office. Howard Stubbins, Monogram Pacific coast franchise holder, also returned here.

* * *

W. Ray Johnston, chairman of the board of Allied Artists and Monogram, left for New York on the first leg of a three-month tour of Europe on company business. He planned to sail for England April 9 on the Queen Elizabeth. After two weeks in London, he expects to see distributors in various European countries; work in a brief vacation in Switzerland and the south of France; and then meet Steve Broidy, Monogram president, and Norton V. Ritchey, president of Monogram International, late in July for a sales convention of European distributors.

* * *

To participate in radio and press interviews coincident with the forthcoming general release of Enterprise's "The Other Love," Andre de Toth, director of the film, headed for New York. De Toth was accompanied by his wife, Veronica Lake. Others present in Manhattan to take part in the followup to "The Other Love" world premiere, held aboard a DC6 airliner, were Richard Conte, actor, and Bill Blowitz, Enterprise's studio publicity director.

* * *

Jerry Fairbanks, producer of shorts for Paramount, flew his own plane to New York for a series of confabs with Jack Pegler, sales chief for Fairbanks productions. Fairbanks also took along some audition reel shorts he has set up for television and he planned to make some final tests on a new lens which has been worked out in the east.

* * *

Producer-director Clarence Brown arrived here from Gotham and planned to report to studio toppers on two Manhattan stage shows which Metro is interested in purchasing.

* * *

Col. Nathan Levinson, head of Warners sound department, left for the east for a month of home office confabs.

Countries Propagandize Themselves by Films

SEATTLE—According to Thomas Baird, director of the film division of the British Information Service in this country, modern governments are forced to propagandize themselves by the most popular means of communication, the films.

The 37-year-old executive while in the Pacific northwest had a brief look at the distribution of British films through the consulate offices.

It was found that some 200 government films a year are transported from London to Baird's New York offices. It is his job to decide which of them would make "good seeing" for Americans.

These pictures, Baird said, are not high pressure propaganda. In fact, few of them deal with politics or current events. They are technical, dealing with everyday life in England and throughout the empire. Some sample titles: "Cyprus Is an Island," "Education for the Deaf," "Back to Normal" and "Children of the City."

New Generator Installed At Fairbanks Studio

HOLLYWOOD—Another step in the company's plans for modernizing its studio facilities has been taken by Jerry Fairbanks Productions with the installation of a new direct-current power generator. The generator, the largest yet installed by a small, independent film company, will increase power for set lighting by 150 per cent. Modernization plans include the construction of new office space, enlargement of stage facilities, and building of film laboratory. Work on new dressing rooms and makeup department has been completed.

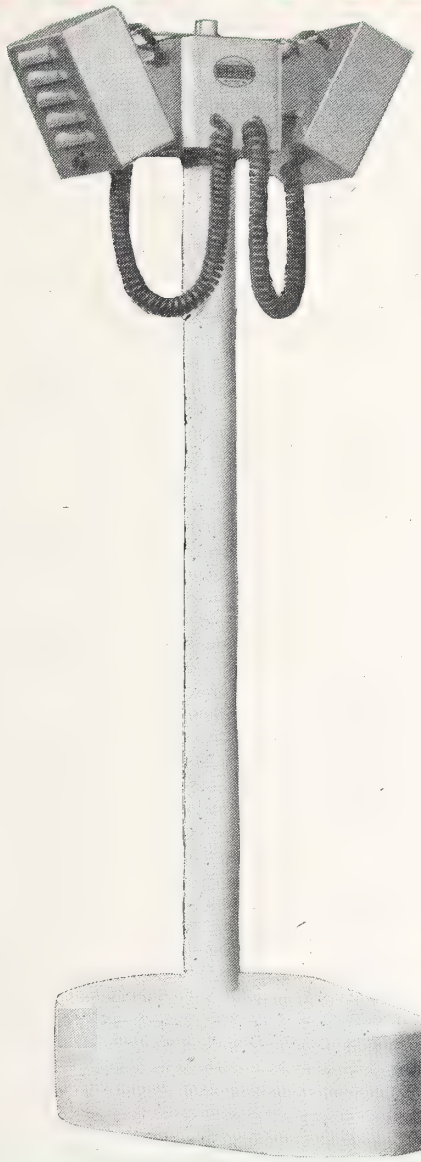
'War Party' to Argosy

HOLLYWOOD—"War Party" has been selected as its second picture by Argosy, newcomer production company headed by John Ford and Merian C. Cooper, whose product is distributed by RKO Radio. Ford will direct the film to be based on a story by James Warner Bellah which appeared in the Saturday Evening Post under the title "Massacre." It is a yarn of frontier warfare in the early west.

Recks Sell Kalama House

KALAMA, WASH.—Mr. and Mrs. Charles Maggard have bought the local theatre from Mr. and Mrs. Nick Reck. The Maggards, who will make their home here, plan many improvements for their new house. Arrangements for the transaction were handled by Theatre Exchange Co.

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STUDIO PERSONNELITIES

Barnstormers

Enterprise

JOEL McCREA, star of "Ramrod," has been set for a personal appearance with the opening of the Harry Sherman production at the Orpheum Theatre in San Francisco.

Metro

Following completed personal appearances in Buffalo, MICKEY ROONEY moved into New York where he was scheduled to do a two-week stint at Loew's Theatre. This is his first personal appearance show in Gotham since he was on tour with Judy Garland in 1940.

PRC Pictures

EDDIE DEAN, crooning cowhand who stars in this studio's musical westerns, will ride as grand marshal of the annual Santa Fe Trails rodeo in Topeka, Kas., early in July.

Blurbers

RKO Radio

DAN RUSSELL, in charge of foreign publicity the last six months in William Hebert's department at Samuel Goldwyn studios, handed a new contract. His duties will be as chief liaison between the company's publicity offices in foreign key cities. He will headquarter in New York.

BOB SMITH joined Robert Riskin Productions as assistant to John Harkins, director of advertising and publicity. Smith was formerly with Liberty Films' publicity department.

Cleffers

Independent

Herman Millakowsky set ROBERT STOLZ to compose musical score for "Fear," based on the Stefan Zweig novel, which he will produce this summer.

RKO Radio

LEITH STEVENS, composer-conductor, set to write the musical score for Harriet Parsons' production "Counterpoint."

Loanouts

PRC Pictures

CATHY O'DONNELL, under contract to Samuel Goldwyn, borrowed for topline in Producer Chuck Reisner's "Bury Me Dead," which Bernard Vorhaus will direct.

Meggers

Columbia

WALLACE MacDONALD assigned as producer of the new picture in the Rusty series which has the tentative title of "My Dog Rusty." WILLIAM SACKHEIM will develop the original story.

"Bulldog Drummond Strikes Back" will be piloted by FRANK McDONALD.

DERWIN ABRAHAMS set to direct "Smoky River Serenade," second in the studio's current series of action musicals.

Monogram

LEON CHARLES, former New York stage director and actor, signed by King Bros. to long-term contract under which he will serve as their dialog director as well as story editor.

GLENN COOK appointed associate producer on "The Hunted," Allied Artists film to be produced by Scott R. Dunlap, which will star Belita and Preston Foster.

Directorial chore on the Johnny Mack Brown starrer, "Code of the Saddle," given HOWARD BRETHERTON. Barney Sarecky produces.

20th Century-Fox

Director Bruce Humberstone, who recently completed the Technicolor Cornel Wilde-Maureen O'Hara starrer, had his option hoisted by the Westwood studio.

EUGENE FORDE ticketed to meg Sol M. Wurtzel Productions' "Roses Are Red."

Universal-International

NORMAN COOK signed by the EN corporation, headed by Ingrid Bergman, Victor Fleming and Walter Wanger, as production manager for its forthcoming film, "Joan of Lorraine." He has opened offices on the Hal Roach lot, joining Victor Fleming, director, and Richard Day, who is designing the Ingrid Bergman starrer.

GEORGE S. KAUFMAN signed for his first motion picture megging chore on Nunnally Johnson's production, "The Senator Was Indiscreet." Charles MacArthur scripted the political yarn and Peter Lind Hayes has been set for a featured role.

WILLIAM SEITER set to direct the Technicolor production "Up in Central Park," starring Deanna Durbin, for which Ian Hunter is writing the screenplay. Film is planned as a July starter.

Options

Columbia

JEAN PORTER signed by Sam Katzman, independent producer, for lead in "Sweet Genevieve," high school musical. Arthur Dreifuss will direct.

Long-term contract handed STEPHEN DUNNE with first assignment that of a featured role in "The Son of Rusty."

EVELYN KEYES set for topline in the Casey Robinson production, "The Mating of Millie McGonigle." Adele Comandini wrote the original story which is a modern comedy-romance.

PAUL CAMPBELL handed male topline in "Smoky River Serenade," second in series of four action musicals which Colbert Clark is producing.

Eagle-Lion

LYNN BARI ticketed for romantic lead in "Clementine," which is based on the Peggy Goodin novel.

Metro

JOHNNY GARRETT signed to appear in the musical "Good News."

WALLACE BEERY assigned starring role in a newcomer to the studio's schedule, "Alias the Gentleman," which will be produced by Nat Perrin. Yarn concerns a paroled robber who turns literate and social. The original screenplay was written by William Lipman.

Monogram

HAL MALONE, ROBERT FAUST, ANDY ANDREWS and RAY MAYER have been added to the cast of "Kilroy Was Here," starring Jackie Cooper and Jackie Coogan. Phil Karlson is directing for Sharecroppers Dick Irving Hyland and Sid Luft.

Paramount

BOB HOPE set to go soaring on a flight of colorful fancy as the star of "The Caliph of Bagdad," new film slated for the comedian, which P. J. Wolfson will produce. Based on an original story, the semifantasy combining the ancient Orient with modern times, will be scripted by Edmund Hartmann and Frank Tashlin.

GERALDINE FITZGERALD signed as third star with Ray Milland and Ann Todd in "So Evil, My Love," formerly titled "For Her to See," which will be produced by Hal Wallis at the Denham studios in England.

PRC Pictures

CARL "Alfalfa" SWITZER, graduate of the Our Gang comedies is the player around whom a new Gas House gang series is being planned. "Alfalfa" is slated for the lead role in "Gas House Kids Go West," with Sam Baerwitz producing and William Beaudine directing.

RKO Radio

Final role in "Crossfire" handed to MARLO DWYER. Robert Young, Robert Mitchum and Robert Ryan costar in the film which Edward Dmytryk is directing.

LORETTA YOUNG signed for the starring role in "Rachael," screen adaptation from one of a series of short stories by Howard Fast, in which she will portray a pioneer woman of the 1778 era. Richard Berger will produce with Jack J. Gross as executive producer.

HENRY HULL cast in a character role in "Mourning Becomes Electra." He replaces Seth Arnold, Broadway actor who became ill upon arrival here and could not fulfill his commitment. SARA ALLGOOD also joins the cast of this Rosalind Russell starrer.

FRANK SINATRA will play his first nonsinging dramatic role when he moves over to this lot to portray the part of a priest in "The Miracle of the Bells" which Jesse L. Lasky and Walter MacEwen will produce from the Russell Janney best seller.

First assignment for JAMES NOLAN under his new contract is featured part in the Pat O'Brien starrer, "Fighting Father Dunne." RUTH DONNELLY cast in a featured role.

Two young contract players, JACQUELINE WHITE and WALTER REED, assigned to roles in Harriet Parsons' production of "Counterpoint." LENNIE BREMEN also inked for a role.

DONALD CURTIS handed featured role in "Counterpoint," co-starring Merle Oberon, Dana Andrews, Ethel Barrymore and Hoagy Carmichael. John Crowell directing.

RALPH BYRD toplines in "Dick Tracy vs. the Gruesome Gang" with ANNE GWYNNE slated for the femme lead. Jack Rawlins directs for Producer Herman Schlom. BORIS KARLOFF cast as "Gruesome" in this series of detective thrillers. Karloff portrays the head of an underworld group that uses a mystery gas which puts victims in a state of suspended animation and enables the crooks to plunder at will.

Republic

BRUCE EDWARDS signed for the leading role in "The Black Widow" serial and ANTHONY WARD signed for the chief "heavy" role. VIRGINIA LINDLEY also signed for a leading role in the 13-chapter serial. Femme topline handed CAROL FORMAN. Mike Frankovitch produces with Fred Brannon and Spencer Bennet as co-directors.

GARRY OWENS added to the cast of "The Outcast."

LYNNE ROBERTS and ADELE MARA assigned top femme roles opposite Gene Autry in "Robin Hood of Texas," which Les Selander is to direct for Sidney Picker, associate producer.

20th Century-Fox

RICHARD CONTE given an option lift.

FAY BAINTER, character actress, signed for a role in "Off to Buffalo," scheduled to roll in April.

DON CASTLE signed to a multipule picture contract, which calls for at least two pictures a year, by Sol M. Wurtzel Productions. Castle's initial film for Wurtzel is "Roses Are Red," action drama written by Irving Elman which is slated for early production with Eugene Forde as director.

GENE LOCKHART set for featured role in "The Foxes of Harrow" which stars Rex Harrison and Maureen O'Hara. John M. Stahl directs for Producer William A. Bacher.

PHILLIP SUDANO signed for part in "Captain From Castile." A leading man, he was formerly an employe of BOXOFFICE in Hollywood.

United Artists

ROBERT CUMMINGS signed by Mary Pickford-Buddy Rogers-Ralph Cohn for a starring role in "Sleep, My Love," Triangle production based on the Collier's serial by Leo Rosten.

Universal-International

Featured role in Diana Productions' "Secret Beyond the Door" given CONNIE LEE. Joan Bennett and Michael Redgrave co-star for Producer-Director Fritz Lang.

Producer Mark Hellinger ticketed BARRY FITZGERALD for a topline in "Homicide," an original by Malvin Wald, for which much of the action will be shot in and around New York. The film will be made with the cooperation of New York's Mayor William F. O'Dwyer and Police Commissioner Arthur W. Wallander.

Warners

STANFORD JOLLEY and FREDDIE STEELE given featured parts in "Whiplash," fight yarn starring Dane Clark, Alexis Smith and Zachary Scott. Lew Seiler is directing for Producer William Jacobs.

WALTER SANDE has been added to the cast of "Wallflower," starring Joyce Reynolds, Robert Hutton and Janis Paige. RICHARD BRODUS, BETH BELDEN, DORIS FULTON and JUDITH WOODBURY are the latest cast additions.

WAYNE MORRIS handed featured role in the Eleanor Parker-Ronald Reagan starrer, "The Voice of the Turtle."

Scripters

Columbia

HUGO BUTLER signed to work on the final script of "Royal Mail" in collaboration with George Corey. Film is first effort for Producer Buddy Adler at this studio.

OLIVE COOPER signed by Armand Schaefer, Gene Autry Productions chieftain, to develop and write an original screenplay for a western musical to star Autry. Yarn is as yet untitled and will be the third of four pictures which Autry will make under his recently signed two-year sharecropping pact.

Monogram

Screenplay assignment on the Allied Artists production, "Smart Woman," given ADELA ROGERS ST. JOHN, borrowed from MGM. Constance Bennett, Brian Aherne and Barry Sullivan star in the film for Producer Hal E. Chester.

Paramount

MILTON RAISON set by Pine and Thomas to write script of "Speed to Spare." Yarn deals with drivers of diesel engine trucks.

PRC Pictures

Screenplay assignment on the Ben Stoloff production, "Girls' Camp," handed WALTER BULLOCK, with ZANE MANN set for the same job on "Postal Inspector."

Screenplay assignment on "T-Man" handed PETER MILNE. Story deals with secret service operatives of the Treasury department.

RKO Radio

The contract which Mel Dinelli, writer, had with David O. Selznick's Vanguard Productions was taken over and Dinelli assigned to script "The Boy Cried Murder" from the Cornell Woolrich story set for filming in the RKO-Pathe New York studio.

Republic

JOHN K. BUTLER assigned to prepare script of "Monterey."

Universal-International

SIDNEY SHELDON set to write the screenplay of "Song of Norway" for Sharecropper S. P. Eagle.

Story Buys

Paramount

"Waterfront at Midnight," an original by Bernard

Gerard, purchased for Pine-Thomas production and Gerard signed to prepare the screenplay. Title is repetition of one already used on a story in production which will be given a new tag.

Republic

"Monterey," an original by Gerald Geraghty and Dorothy Hughes, has been purchased and William Elliott set for the topline. Joe Kane will produce and direct the story which is located in early California during the colorful days of the dons. Film has been given a July starting date.

20th Century-Fox

An original, "Lady From Loredo," by Earl Felton was purchased to be used by Preston Sturges as the basis of his first production for the studio, "The Blonde From Bashful Bend," starring Betty Grable. Sturges will also do the adaptation and direction.

United Artists

Thalia Productions, headed by Sol Lesser and Edward G. Robinson, has acquired the novel "Harness Bull" by Leslie T. White. Robinson will topline in the story which deals with 24 hours in the life of a police patrolman. Present plans call for lensing of the entire production in New York.

Technically

Columbia

Assistant director chore on "Bulldog Drummond Strikes Back" set for BARTON ADAMS.

IRA MORGAN given lensing assignment on the Sam Katzman production, "Sweet Genevieve."

Paramount

RAY RENNAHAN assigned as cameraman on "Whispering Smith," outdoor Technicolor drama starring Alan Ladd. WALTER TYLER assigned as art director.

Republic

Lensing assignment on the Trucolor production, "Along the Oregon Trail," given AL KELLER.

20th Century-Fox

BARBARA McLEAN, film editor, and JOSEPH MacDONALD, lenser, were given option lifts.

Title Changes

Metro

THE BIRDS AND THE BEES is the final title for "Keep Young With Music."

Monogram

BACKFIRE is the new handle for the Johnny Mack Brown starrer known as "The Law Comes to Gunsight."

Paramount

SO EVIL, MY LOVE is the new tag on Hal Wallis' "For Her to See." Story, based on the British novel by Joseph Shearing and screenplay by Leonard Spiegelglass, is scheduled for filming in England in May with Lewis Allen directing.

PRC Pictures

Final tag for "Gangway for Murder" is KILLER AT LARGE. Film stars Robert Lowery and Annabelle Shaw.

United Artists

TEXAS, HEAVEN AND BROOKLYN is new handle for "Eddie and the Archangel Mike," which will be made by Robert Golden.

Famous Western Series Replacing Red Ryders

HOLLYWOOD — Republic's new western series, to replace the recently discontinued Red Ryder gallopers, will be known as the Famous Western series. As previously announced, Allan Lane will be starred and will be billed as Allan "Rocky" Lane. First chapter will be "Wild Frontier," to be produced by Gordon Kay and directed by Phil Ford.

'The Harder They Fall' To Be Filmed by RKO

HOLLYWOOD—Screen rights to "The Harder They Fall," a novel by Budd Schulberg which will soon be published by Random House, have been obtained by RKO, and Robert Mitchum, assigned to the lead role. Schulberg was also signed to develop the screenplay. The film is expected to roll in midsummer.

Band in 'Sweet Genevieve'

Al Donahue and his band have been assigned a featured spot in Columbia's "Sweet Genevieve."

Spearheads

By IVAN SPEAR

INEVITABLE as an aftermath of the Academy awards event is a flood of suggestions and movements to have additional Oscars added to the annual glamorfest's already-topheavy array of kudos. This year is no exception and already two such campaigns are being treated to characteristic Hollywood tub thumping.

Through his persistent press agent, Dave Epstein, comparably persistent Producer-Director Sam Wood informs that he is "determined to make a fight for his suggestion," once rejected by the Academy of Motion Picture Arts and Sciences, that an annual award be presented to the member of the industry who made the greatest contribution to the cause of good Americanism during the year.

Last year, Wood made the suggestion in a letter to the Academy but it was turned down on the grounds that such an award would be dynamite because in Hollywood there are so many shades of opinions as to just what constitutes good Americanism. The producer-director now declares that he is determined to "make an issue of it because he is convinced that it would represent one excellent way of throwing off a lot of the criticism aimed at pictures on 'Communistic' lines."

"I can't think of a better way to get rid of those too-frequent cries of 'Red' in connection with our business," Wood declared, "than to encourage our own ideology by recognizing those who in any way contribute to the cause of the democratic way of life which we call Americanism. If there is some question as to what constitutes good Americanism, I think it's high time the Academy heads got together and formulated their own conception of it!"

When Wood made his original suggestion, this department took exactly the same position as subsequently was reflected by the Academy board's action thereon. Wood has been prominently identified with film capital organizations and movements which the left-of-center lads and lassies dub "Fascists," while simultaneously those who tread the right of the road hurl back a charge of "Communists." A look at the directorate of the august Academy reveals that both elements are widely represented thereon; along with—fortunate, to relate—a goodly representation of those average Hollywoodians who believe that it is entirely possible for a citizen to be a good American without affiliating with either crusading faction. To ask such a group to decide on what constitutes a standard by which good Americanism could be judged, would turn the Academy into a battle ground of ideologies and probably would completely disrupt the scientific, artistic and idealistic credo to which the organization theoretically subscribes.

Nonetheless, Crusader Wood is deserving of admiration for his forthrightness and tenacity in displaying the courage of his convictions. Also he shows himself to be something of an optimist when he opines that "it's high time that Academy heads get together and formulate their own conception of it." The Academy heads seem to encounter plenty of difficulty in getting together and formulating their own conceptions on situations and issues infinitely less hazardous and volatile than what constitutes good Americanism.

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Considerably less serious—in fact, furnishing a comedy relief—is the report that the Screen Publicists Guild, through its executive committee, may petition the Academy, seeking establishment of an Oscar to be awarded for the year's best exploitation and publicity campaign.

Imagine Bernie Kamins, the bashful boy blurber, mounting the rostrum to accept such an award—or Pat Patterson.

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It's the same Bernie who heralds as "the greatest casting coup d'etat of motion picture history" the signing of Frank Sinatra to portray Father Paul, humble priest of "The Miracle of the Bells," which Jesse L. Lasky and Walter MacEwen will produce for RKO Radio.

Messieurs Funk and Wagnalls describe coup d'etat as "a bold and brilliant piece of statesmanship." There can be no gainsaying that selecting Crooner Sinatra to delineate a humble priest is a sufficiently bold bit of casting; and it may take considerable statesmanship to sell the idea to the swooning bobbysoxers. But, on the other hand, Der Bingle made it—so why not?

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TITLE TINKERS' DEPARTMENT

Columbia Division

"Buckaroo from Powder River" is the new handle for "Blazing Through Cimarron." That's a lot of water to put out so small a blaze.

"The Lady From Shanghai," Rita Hayworth starrer, becomes "The Girl From Shanghai." That's natural. Shanghai being what it is, a lady cannot be expected to remain a lady too long.

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Blurber George Brown's busy beavers predict " 'The King of Kings,' Cecil B. DeMille's 17-year-old silent film, will probably be the motion picture with the greatest audience this coming Easter Day."

Maybe so, but, in the Easter tradition, it might get some competition in future years from Universal-International's "The Egg and I."

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From Mort Goodman's Republic ravers a startling revelation that "Ex-Governor of Iklahoma, Robert S. Kerr and Mrs. Kerr were guests of Gene Autry at Republic."

Publicist Goodman probably will be the recipient of many gifts from Oklahomans—dictionaries, wrapped in brickbats.

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Credit Alex Evelove, Warner studio chief space-snatcher with a goodie. To members of the Hollywood press he mailed highly attractive scrolls, signed by Chief Tom Kee, medicine man of the Navajo People, and certifying to the induction of the hungry newshawks into the Navajo Nation. What's more, each recipient was given a name—which, and probably fortunately for Evelove, was both Greek and Indian to the recipients. It was all in the interests of the United States picture, "Pursued."

Alex himself was dubbed "Bohotney Natawney Hatahle—Warrior Who Beats the Drums," and so he now signs his correspondence.

The Burkankian blurbist may beat the drums, but a gander at them biceps suggests that he permit the warrioring to remain the province of Chief Tom Kee.

Regis Toomey Named Secretary of PCC

HOLLYWOOD — Regis Toomey of the Screen Actors Guild has been named secretary of the Permanent Charities committee of the motion picture industry. Toomey's appointment was made by the executive vice-president Edward Arnold. He succeeds W. Ray Johnston of Monogram, who leaves shortly for a tour of his studio's European offices. Arnold also revealed appointment of Ray Young of Eagle-Lion Productions as PCC board member succeeding Johnston as the representative of the Independent Motion Picture Producers Ass'n.

At the same time, the PCC disclosed an increase of $179,604 in its final allocation of funds to the Community Chest from its 1947 charity fund-raising campaign in the motion picture industry. The increase raises the total allocation for the Community Chest to $991,-254 or approximately 15.26 per cent of the Chest goal of $6,493,200.

"This increase is in response to an urgent plea from the Chest to meet mounting obligations resulting from increased costs of food, labor and other supplies in fulfilling the charity needs of the community," explained Arnold.

Directors of PCC have abandoned their efforts to have American Red Cross accept an allocation of $245,783—which also is 15.26 per cent of its local goal of $1,610,000—and the National Foundation for Infantile Paralysis accept a gift of $30,000 to the 1947 March of Dimes.

Barney Balaban, Paramount president and recently appointed chairman of the United Jewish Appeal's motion picture division, was here to set up a national committee representing producers, distributors and exhibitors to develop maximum cooperation within the picture industry in aiding the UJA to reach its goal of $170,000,000.

Colonists to Make Tours; Cantor Will Aid UJA

HOLLYWOOD — Film colonists' extracurricular activities mostly were away from Hollywood.

Following the San Francisco premiere of Paramount's "My Favorite Brunette" with a star-studded show at the Paramount theatre in the Bay city, three players stayed over for a second benefit performance. Olga San Juan, Billy De Wolfe and William Demarest appeared at the annual show of the Newspaper Guild of Northern California. Jack Benny was emcee of the guild show.

The University of Oklahoma, of which he is a graduate, has invited Van Heflin to speak at the career conference to be held at the university April 24 under auspices of the Ass'n of Women Students.

Eddie Cantor is working on plans for a crosscountry personal appearance tour in behalf of the United Jewish Appeal. Henry M. Morgenthau jr., former secretary of the treasury, invited Cantor to make the tour to help the appeal reach its 1947 goal of $170,000,000 for relief and rehabilitation purposes.

RKO Inks Traube

HOLLYWOOD—Shepard Traube, Broadway producer and director of "Angel Street," has been signed to a term contract as a director by RKO Radio. Traube draws "The Set-Up," recently purchased prizefight story by Joseph Moncure March, as his first assignment.

Invite Industry Bigwigs For Convention of CSU

LOS ANGELES—If all of those invited accept, which seems an unlikely contingency, a veritable Who's Who of the motion picture industry will be the speakers list for the annual convention of the Pacific Coast Conference of Studio Unions, set here for May 6-8.

Invitations to adorn the conclave's rostrum have been extended to Eric Johnson, president of the Motion Picture Ass'n, and Donald Nelson, president of the Society of Independent Motion Picture Producers, representing production.

William F. Rodgers, MGM; Spyros Skouras and Tom Connors, 20th-Fox; Ned Depinet and Robert Mochrie, RKO Radio; Charles Reagan, Paramount; Ben Kalmenson, Warners; Bill Scully, Universal; Abe Montague, Columbia; Gradwell Sears, United Artists; M. R. Goldstein, Monogram; James Grainger, Republic; Ralph Clark, PRC, representing distribution.

Jack Kirsch and Abram F. Myers of National Allied and Fred Wehrenberg and Herman Levy of MPTOA, will represent national exhibitor organizations.

NAVED to Hold Western Conference April 24-26

LOS ANGELES—The National Ass'n of Visual Education Dealers will hold its western regional meeting at the Hollywood-Roosevelt hotel, Hollywood, April 24-26. More than 100 dealers, film librarians and salesmen will attend.

The closing day of the meeting will be devoted to a joint educator-dealer discussion, with Pacific coast educators invited to attend. Merriam H. Holtz, president of Screen Adette Equipment Corp. and western regional director, will preside.

Do Command Performance

HOLLYWOOD — Donald O'Connor and Lina Romay joined Meredith Willson and his Talking People in a Command Performance show recorded for the armed forces radio service. Appearance of the personalities was arranged by the Hollywood Coordinating committee.



LEGISLATOR - THEATRE MAN— Francis Welch of Vernal is the only Utah theatre operator in the present session of the state legislature. He has been appointed to several committees, and is one of the busiest members in the house of representatives.

Back Pay Ordered For 1945 Strikers

HOLLYWOOD—Echoes of the 1945 studio strike resounded in the film capital this week, even as the new strike continued in its long stalemate.

In an intermediate report handed down by the National Labor Relations board, five major companies and the Ass'n of Motion Picture Producers were found guilty of unfair labor practices and ordered to reinstate some 25 employes who were discharged for refusal to do work out of their jurisdiction.

The AMPP, Columbia, Metro, Republic, 20th-Fox and Warners were given ten days in which to file exceptions to the decision, which was handed down by Mortimer Riemer, NLRB trial examiner. Most of the affected employes are members of the IATSE propmen's Local 44, members of the IATSE's grips Local 80 making up the balance. Riemer ordered 17 of the men reinstated as of March 19, 1945, and the remainder to receive back pay to Oct. 31, 1945.

* * *

On the heels of the apointment of Charles S. Boren as manager of the AMPP's labor relations department, Fred Pelton, a veteran of the organization, disclosed tentative plans to leave within the next six months. Meanwhile he will work with Boren to familiarize the new labor liaison executive with the post. Pelton plans to go into business for himself, constructing a new type of motion picture set which eliminates the use of multiple stages.

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Vanguard, Nero Films and Walter Wanger Productions have signed contracts with the Society of Motion Picture Art Directors, retroactive to August 1946 and effective until December 1951. The SMPAD contract has also been aproved by the labor committee of the Society of Independent Motion Picture Producers.

* * *

The Screen Actors Guild mailed members a copy of contract proposals which the guild plans to present to the motion picture producers in negotiations starting April 15. SAG also scheduled a special membership meeting for April 9 in the American Legion stadium to discuss the proposals.

Major points of the 25,000-word document are: (1) abolition of three-month and six-month options in favor of one-year options; (2) all time expended by actor at employer's request to be considered work time, specifically including time spent for travel, make-up, publicity, still photography, promotional activity, interviews, story conferences, auditions, recording and photography; (3) three-year limit to be placed on actors' personal term contracts with studios for actors paid less than $1,500 (a week) in any year of contract; (4) overtime pay for all actors; (5) no loanout to another studio without actor's consent.

Among other things, the proposal calls for substantial pay increases for players hired by the day.

The guild's contract expires on May 15.

Old Theatre Sold

SAN MATEO, CALIF.—The old Regent Theatre, San Mateo's first cinema, has been sold by the Knights of Columbus to Dr. Lee Shahinian of San Francisco for approximately $32,000. The theatre was constructed in 1915 and is expected to be converted into a $60,000 investment, either as a medical-dental building or as a store structure. The theatre has been closed during the last 15 years, since Fox West Coast took a lease on the property expiring July 30, 1949.

'Best Years' Hits 500% In 2nd Frisco Week

SAN FRANCISCO—Aside from the 500 per cent registered by the United Nations Theatre in its second week of "The Best Years of Our Lives," the other first run theatres did a better than average business.

At the Golden Gate "The Locket" scored an average of 145 per cent; at the Fox, "Boomerang" zoomed to 30 per cent above average, as did "Lady in the Lake" at the Warfield.

(Average is 100)

Esquire-Tivoli—**Smash-Up** (U-I); **Accomplice** (PRC), 3rd wk. 125
Fox—**Boomerang** (20th-Fox); **Alias Mr. Twilight** (Col) 130
Golden Gate—**The Locket** (RKO), plus stage show 145
Orpheum—**Song of Scheherazade** (U-I); **Susie Steps Out** (UA), 2nd d. t. wk. 145
Paramount—**The Beast With Five Fingers** (WB); **Fear in the Night** (Para) 110
State—**Pursued** (WB); **Big Town** (Para), 2nd d. t. wk. 130
United Artists—**The Fabulous Dorseys** (UA); **The Phantom Thief** (Col) 150
United Nations—**The Best Years of Our Lives** (RKO), 2nd wk. 500
Warfield—**Lady in the Lake** (MGM); **The Mysterious Mr. Valentine** (Rep) 130

Los Angeles Grosses Still on Low Levels

LOS ANGELES—The pre-Easter slump held over-all averages at the same levels—low ones—as has been the case for the past several weeks. Two new entries, RKO Radio's "The Locket" and United Artists' "The Fabulous Dorseys" managed to make fairly decent showings in their opening stanzas. Holdovers, present on all other screens, dropped their percentages proportionately as they entered their second and third weeks.

Belmont, El Rey, Orpheum and Apollo—**The Locket** (RKO); **Code of the West** (RKO) 175
Chinese, State, Uptown and Loyola—**Carnival in Costa Rica** (20th-Fox), 2nd wk. 125
Downtown Paramount—**My Favorite Brunette** (Para); **Renegade Girl** (SG), 2nd wk. 110
Egyptian, Wilshire and Los Angeles—**It Happened in Brooklyn** (MGM), 2nd wk. 125
Four Star—**Bedelia** (E-L), 2nd wk. 150
Vogue—**Duel in the Sun** (SRO), 13th wk. ..... Roadshow
Four Music Halls—**The Fabulous Dorseys** (UA); **Little Iodine** (UA) 200
Guild, Ritz, United Artists, Studio City and Iris—**Smash-Up** (U-I), 3rd wk.; **Gentleman Joe Palooka** (Mono), 2nd wk. 125
Hillstreet—Sinbad the Sailor (RKO), 3rd wk.; **Millie's Daughter** (Col), 2nd wk. 100
Hollywood Paramount—Same as Downtown 175
Million Dollar—**The Mighty McGurk** (MGM), 2nd wk.; **Gallant Bess** (MGM), 2nd wk. 80
Pantages—Same as Hillstreet 100
Warners' Downtown, Hollywood, Wiltern—**Pursued** (WB), 3rd wk. 115

'Jolson' Is Still Best Draw In 14th Week at Seattle

SEATTLE—"The Jolson Story" continues to lead the town at the Liberty. New arrivals failed to make much dent in good business being gathered by other holdovers, including "California" at the Music Box and "Humoresque" at the Roosevelt.

Blue Mouse—**My Favorite Brunette** (Para), 2nd wk. 100
Fifth Avenue—**Lady in the Lake** (MGM); **The Raider** (English Films), 2nd wk. 80
Liberty—**The Jolson Story** (Col), 14th wk. 150
Music Box—**California** (Para), 4th d. t. wk. 110
Music Hall—**Boomtown** (MGM); **Tom, Dick and Harry** (RKO), reissues 70
Orpheum—**I'll Be Yours** (U-I); **Back Lash** (20th-Fox) 80
Palomar—**Renegade Girl** (SG), plus stage show 80
Paramount—**My Favorite Brunette** (Para), 2nd wk. 100
Roosevelt—**Humoresque** (WB), 3rd d. t. wk. 110

'Best Years' and 'Jolson' Still the Best in Denver

DENVER—The second week of "The Best Years of Our Lives" was still the biggest thing in town. Another holdover, "The Jolson Story," in its third downtown week at the Rialto, pulled up in second place. Business was good all around except at the Denham, where "California" fell off badly in its fourth week.

Aladdin—**The Best Years of Our Lives** (RKO), 2nd wk. 450
Broadway—**Love Laughs at Andy Hardy** (MGM); **The Caravan Trail** (PRC), 4th wk., 4 days 100
Denham—**California** (Para), 4th wk. 90
Denver, Esquire and Webber—**Dead Reckoning** (Col); **Susie Steps Out** (UA) 125
Orpheum—**The Locket** (RKO); **Beat the Band** (RKO) 115
Paramount—**The Return of Monte Cristo** (Col); **Blondie's Big Moment** (Col) 120
Rialto—**The Jolson Story** (Col), 3rd d. t. wk. 200

Centennial Show Policy Irks Salt Lake Theatres

SALT LAKE CITY—Some local theatre men are irked over the manner in which nearly everyone who wants to "get into the act" is being allowed to commercialize on Utah's centennial to the detriment of legal show business. Some fly-by-night operators even are attempting to put on roadshow motion pictures here with centennial backing, according to several operators who aired the whole problem in a "bull session" on Filmrow this week.

The centennial, it seems, is attracting many operators and promoters who gain the celebration's approval and put on their attractions without paying a city license. The real showmen claim this type of business is cutting into their profits and expect matters to get worse as the centennial moves on.

Another matter attracting a great deal of attention among showmen here is the controversy over the future of motion picture making in the southern part of the state. It seems that since the attack in the legislature on "Ramrod," showmen have feared some companies would avoid outdoor locations in southern Utah.

First evidence of this move came with announcement that Harry Sherman will film his next outdoor film, "They Passed This Way," starring Joel McCrea, in New Mexico. This is about the first outdoor film Sherman has made that hasn't been produced in southern Utah. The "Ramrod" incident wasn't given as the reason for the move. Also, the state Department of Publicity hasn't come up with any stories lately about motion pictures being made or planned in southern Utah. The industry's keeping it's fingers crossed.

Houses Open All Night Draw Sunrise Clientele

Los Angeles—Something new in holiday showmanship was tried when seven Fox West Coast first run theatres staged special late shows running into the wee hours of Sunday morning for the convenience of worshipers planning to attend Easter sunrise services.

The houses remaining open all night were Loew's State, United Artists, Los Angeles, Grauman's Chinese, Iris, Egyptian and Studio City.

A. P. Archer and Joe Dekker Will Build in Lakewood

LAKEWOOD, COLO.—Construction of a 1,000-seat theatre here is planned by A. P. Archer and Joe H. Dekker, operator of the Civic circuit of four houses in north Denver. Plans are still in an early stage, but Archer and Dekker said the theatre would be at the 7100 block on West Colfax. It will have a 152-foot frontage and there will be parking space for 500 cars.

Henson Will Open Houses In Oakdale and Modesto

SAN FRANCISCO—A new $75,000 theatre will be started immediately in Oakdale according to announcement by Bert Henson Enterprises of Modesto. The theatre will seat 660 and will be named the Marco.

Henson has also made plans to remodel the second floor of the Couchman Community hall in Waterford into a theatre. It also will be named the Marco.

Clinton Kipp Sells Avon To Moorcroft, Wyo., Man

MOORCROFT, WYO.—Clinton Kipp, owner of the Avon Theatre here for two years, has sold out to Melby Tracy of the Tracy Motor Co. The latter said the show would continue to operate on the same schedule as in the past. Kipp made a number of improvements to the house during his ownership.

Delta Assured of New House

DELTA, COLO.—Fox Intermountain Amusement Co. will completely rebuild the old Strand Theatre here to provide the community with a second house, Harold E. Rice, district manager, assured local citizens during a visit from his Denver office. The work will start as soon as government regulations permit, he said.

Ramona Theatre Opened

RAMONA, CALIF.—The Ramona Theatre, a new 450-seat house, has opened its doors after being under construction for more than a year. Owners are J. E. Poynter and Robert E. Bivens, who have operated a theatre in the local Town hall for eight years. Poynter formerly managed theatres in New York, St. Louis and Los Angeles.

A SHOWMAN

Available After June 15

At present managing two theatres and booking five, in Mid-West towns. Due to age of his father, who lives in California, he must return to the West Coast.

Age 48, a Bachelor, of Christian Faith, he has a thorough theatre knowledge acquired thru 23 years in the show business. Mentally and physically fit to assume full charge of mangement, booking or advertising.

Or would be interested in leasing a going theatre and he is not afraid of competition.

Please Write
Box 2698

Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

California Measure Seeks to Return City-County 'Unconstitutional' Taxes

SAN FRANCISCO—Industry folk hereabouts have their eyes focused on Sacramento, where a bill is pending that provides for the refund to theatres of "unconstitutional" taxes imposed by cities and counties. In most instances these taxes have been impounded by the court, pending a decision as to the legality of their imposition.

Under this bill, the refund would come within six months after a decision (if any) favorable to the theatre men, and the act would be retroactive as far as is constitutionally possible.

ANTIDISCRIMINATION BILL

Other bills that more or less affect the industry follow:

Assessing a misdemeanor penalty and fines up to $500 against any person who excludes another person from theatres, hotels or restaurants on account of race, religion or color.

A bill to establish daylight savings time between the last Sunday in April and the last Sunday in September.

On picketing: requiring a peace officer to direct persons to move when obstructing free passages to place of business; makes unlawful any concerted action of two or more persons, assembled near a place of employment, to forcibly prevent any persons from engaging in a lawful vocation.

To punish as criminal conspiracy the encouraging of strikes for a purpose beyond the trade dispute; to punish "coercion of the government" by inflicting hardship upon a community.

SEEK MEDIATION BOARD

Creating a labor mediation board, prohibiting strikes or lockouts unless notice of dispute first reaches the board; power of board seemingly limited to adopting findings and filing reports.

Other bills involve jurisdictional disputes; collective bargaining; closed shop; "hot cargo," or a secondary boycott, and there are several bills limiting working hours of women and minors to eight hours a day, with higher compensation than is paid now.

The FEPC bill, creating a commission that would have power to review grievances against employers on unfair employment practices, also has been presented.

San Francisco Was Host At Three Big Shindigs

SAN FRANCISCO—This city played host last week to three big parties. Bob Hope's Damon Dunyon cancer fund stage show, which opened the Paramount Theatre's operation under Paramount reins; the San Francisco-Oakland newspaper frolic with Jack Benny at the head, and the official opening of Lew Serbin's Dance Art Co. at its new location on O'Farrell street all drew large crowds.

The Bob Hope show included many celebrities, including Billy De Wolfe, Van Johnson, Frank Sinatra and Vera Vague. Because his plane was two hours late, Hope's duties as emcee were taken over by Benny.

The newspaper frolic was produced by George Hienz, and in addition to local talent, Benny and his gang, plus Jane Wyman, participated.

Serbin, known to every theatrical person this side of heaven, threw a gala party in his new quarters on Powell street. Everybody in town attended, and most of the gang from the guild party came over. Lew has a beautiful store. It looks like a film set.

Record Tieup Pays Off

BOISE, IDA.—Nevin McChord of the Ada Theatre here sold "Ladies' Man" by exploiting Spike Jones records, and the deal paid off at the boxoffice. The hepsters particularly went for the deal.



SOUTH-LYN'S NEWEST ADDITION—Most recent addition to the South-Lyn circuit which operates in suburban South Gate and Lynwood is the Arden, shown above, just completed and opened in the latter city. The suburban chain is operated by W. J. Zimmerman and Al Hanson who invested $350,000 in the land, building and equipment for their new showcase. The house was designed by Architect S. Charles Lee and built by the R. J. Daum Construction Co.

Manning Will Shape Variety Convention

LOS ANGELES—Norman Manning has been signed by Charles P. Skouras, executive chairman, to plan and supervise under his direction, over-all activities connected with the 11th annual convention of Variety International here May 14-17.

At a meeting of the convention executive committee, presided over by Skouras, subcommittee reports were made and further convention plans outlined. It was revealed that a delegation of 100 Variety Club members and their wives from Atlanta has signed to attend the convention.

George Bowser, chairman of the humanitarian award committee, reported that the poll of newspaper editors to select the person who during 1946 had contributed the most to humanity was under way and that the selection would be made public by May 1.

In cooperation with the international organization plans are being made by the transportation committee, headed by W. H. Lollier, to bring delegates to the convention from key cities in special trains.

Dean Hyskell has been appointed editor of the convention journal.

Les Coleman Shifted

LOS ANGELES—Lester Coleman, assistant to George A. Smith, Paramount western division sales manager, was transferred to the division's headquarters here. Coleman formerly headquartered at the New York home office.

SEATTLE

Peter Barnes, who operates the Hollyburn Theatre in Vancover, B. C., will take over the Ruby in Chelan, Wash., from Charles Grieme May 1 . . . Al Fernandez's theatre in Clallam Bay was among several buildings there destroyed by fire . . . Tom Shearer and Hal and Ethel Daigler were on hand to attend the opening of Mrs. Edna Simons' new Wilma Theatre in Wallace, Ida.

Headed by Frank L. Newman sr., president, Evergreen circuit executives and house managers flocked into Portland last week for a northwest meeting . . . Ed Vaughan succeeds Jack McCallum as manager of the Palomar. Fred Lanners has been named assistant . . . Charles Shutt, special representative of Telenews, has completed arrangements with the Metropolitan Theatre to present a series of foreign features. First two to show were "Queen for a Night" and "Hotel Paradise," Swedish films.

Rasmus Breistein, Norwegian film producer, arrived here from a South American trip. He visited on Filmrow with Doc Singelow . . . LeRoy Kastner will roadshow "The Best Years of Our Lives" in the newly decorated American Theatre in Bellingham . . . Herbert Ebenstein, head of Northwest Automatic Candy Co., was expected here this week from Los Angeles.

Gene Greesbeck's Avalon in Enumclaw is being remodeled. It will have new neon signs, sound equipment and decorations . . . Lloyd Lamb is on his way to New York after a stopover in Spokane . . . Visitors to Filmrow during the week included Art Warner, Colonial, Grandview; Howard Taylor, Sequim; George Borden jr., Blaine; Art Zabel, Olympia, and Keith Beckwith, North Bend.

Mountain Unit of Allied Opening Denver Quarters

DENVER—Allied Rocky Mountain Independent Theatres, organized last week, is opening an office on Filmrow. Joe Ashby, exhibition and distribution veteran, will be general manager.

Ashby was named treasurer at the organization meeting, and later was induced to take the managerial post.

DENVER

Fay Gardner, owner of the Star, Imperial, Neb., will build a new theatre there to seat 364 and cost about $30,000 . . . Adolpho Esquibel has opened his new 300-seat theatre in Tierra Amarilla, N. M. The house has not as yet been named.

Theatre Enterprises, Inc., has bought the Apache and Pueblo theatres, Ruidoso, N. M., from E. J. Blaylock, and will take possession April 26 . . . The MusU, Tularosa, N. M., has been sold by A. P. Sitton jr. to Ed Turner . . . About 120 enjoyed the Founders day dinner-dance put on by the Rocky Mountain Screen club at the Brown Palace hotel. The affair was a celebration of the founding of the first Film club in Denver in 1916. Olive Selig and Joe Dekker handled arrangements.

"The Jolson Story" made history when it moved over to the Paramount after having shown two weeks each at the Denver, Esquire, Webber and Rialto . . . Sam Langwith, owner of Western Service and Supply, took off on a sales trip south, and will end up in California for a short vacation. He reports sale of new Brenkert booth equipment and RCA sound to Carl Garitson, Springer, N. M., for his Zia Theatre.

Paul Allmeyer, Paramount booker, went to St. Louis on vacation . . . The Service Theatre Supply Co. hosted a cocktail party at the Brown Palace for delegates to the organization meeting of the new unit of Allied. Doing honors for the company were Al Knox, Salt Lake City; Ted Knox, president; Howard Robb, office manager, and Virgil Gould, sales manager.

The Bluebird has installed new seats . . . Tillie Chalk, office manager of Paramount, has returned from an Arizona-California vacation . . . Tony Archer and Joe Dekker (Civic Theatres) are trying to hurry start of construction on their new Lakewood theatre at Lakewood, Colo., a Denver suburb. They have acquired a 152x660 plot of ground, ample for a 1,000-seat theatre and large parking lot. The house, to cost between $200,000 and $300,000, will be ultramodern.

Irene Alcott has been added to the Paramount exchange staff as clerk . . . Herman Wobber, division manager, and Charles Walker, district manager, were in Denver for conferences with James Dugan, 20th-Fox branch manager . . . Paul Kauzlarch, assistant shipper at Paramount, went to PRC as head shipper.

Denver's PRC exchange has been shifted to the western district, with Sam Milner as district manager. Sam is well known here and his friends will now see him more often . . . Hobart Gates, owner of the Garlock, Custer, S. D., is back on the job after doing legislative chores in the South Dakota assembly . . . J. T. O'Neil, owner of the Vita, Spearfish, S. D., is out again after an attack of the flu.

Talk of Reductions in Film Imports By Australia Is Labeled as Untrue

By WILLIAM BEECHAM
Australian Bureau, BOXOFFICE

PERTH, W. A.—It is now officially stated from Canberra that no consideration has been given by the federal cabinet to the limitation of imports from the United States other than motor vehicles, and that talk of cuts in film imports has no foundation whatever. A recent statement by a leading Sydney daily newspaper that the federal government wants to reduce expenditure on American films but doesn't know how to do it, is apparently quite false.

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W. L. Peck, consul for the United States in Queensland, was a speaker at the Motion Picture Industry club's monthly luncheon at Brisbane. B. Spurgin presided for the first and last time, his promotion to the post of manager for Columbia in Victoria making it necessary for him to resign, and R. Sharpe, local manager for 20th-Fox, was appointed in his stead.

* * *

It is expected that recent meetings of the Victorian Independent Exhibitors Ass'n and the Cinema Exhibitors Ass'n (representing the circuits) will bring about closer cooperation between showmen in all parts of the country. This cooperation is essential in these times, for the film industry is fast becoming the foremost target for every crank, ill-informed reformer and second-rate politician with time on his or her hands. Victorian independents have some $20,000,000 invested in the industry, and conclude that it is time to fight strenuously and in close ranks against many of the injustices which at times seem to be almost overwhelming.

* * *

Delegates from various New Zealand film societies recently met at Wellington to form a New Zealand Film Institute to act as a parent body. This institute has a variety of aims, among the outstanding being the handling of noncommercial substandard film; the enlivening of interest in and appreciation of the public cinema; engaging of the attention of higher educational bodies in the social influence and artistic importance of the film; making of annual awards of merit for outstanding films; holding of annual film festivals in all leading New Zealand centers, and the smooth working of the various bodies as a harmonious whole.

* * *

One of the commonwealth's foremost film critics, "The Chief" of the Melbourne Age recently received an indignant letter asking why the prices commission allowed cinema interests to charge increased prices on Saturdays and holidays. For his published reply the critic endeavored to discover when the practice of increased holiday prices first came into operation, but this was beyond the memory of the oldest authority consulted. The commission, which came into being in October 1942, based its rulings on trade customs in force prior to that date, and naturally made no interference with holiday surcharges. As "The Chief" points out, patrons are paying the same admission prices today as they were in 1942, except for the matter of increased entertainment tax, and this, of course, is imposed by the government, which obtains the sole benefit.

* * *

The Department of Information is still hoping that exhibitors can be brought round to its view that DofI shorts should be paid for. But exhibitors are cold-shouldering the proposal, for the general trend of these shorts is one of propaganda, and the industry sees no reason why it should pay out good money to screen government advertising which has quite dubious entertainment value. It is pointed out to DofI officials that whereas the newspapers charged full rates for all government advertising during the war, the cinema industry gave the use of its screens free of charge, but it sees no reason why it should be expected to do even more in postwar days.

* * *

One wonders whether this is the shape of things to come? Of six first release programs in Adelaide at the moment four are single feature instead of the usual double feature bills.

* * *

Despite a general shortage of cigarets, the management of the Regent Theatre, Brisbane, has a girl selling smokes in the lounge foyer each night. This move is obtaining considerable free publicity for the house.

* * *

"The Son of Matthew" production unit is to leave for outback Queensland shortly, where it will be under canvas for at least four months. Michael Pate, 26-year-old stage and radio performer, has been selected for the leading role, with Wendy Gibb (formerly Wendy Gibb Brunton) in the feminine lead. Boxer Tommy Burns has a featured role.

* * *

Jack Godfrey, an English film actor demobilized from the British army, recently arrived in Sydney, where he hopes to obtain work in Australian productions. Last film in which he appeared was "The Younger Mr. Pitt."

* * *

Registered in New South Wales recently: Kaybro Films, producers of motion pictures; proprietors, C. Kayser and F. W. Brown; offices, Hunter street, Sydney.

* * *

Cinema manager W. G. McClelland, 44, was recently found in a parked auto with a bullet wound in his temple. He died later in the Royal Melbourne hospital.

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POPCORN BOXES

$7.75 PER 1,000

"POPSIT PLUS"

Liquid Peanut Oil Popcorn Seasoning — 6 One Gallon Cans to the Case $19.00

COCOANUT OIL POPCORN SEASONING 38c per lb. in 50 lb. Cans.

TOP VOLUME POPPING PURDUE HYBRID POPCORN $11.25 per 100 lb. sack.

COMPLETE SUPPLIES
RUSH YOUR ORDER NOW

ARTHUR UNGER CO.

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San Francisco, Calif.

SAN FRANCISCO

A local business paper printed a report quoting Eric Johnston, president of the Motion Picture Ass'n, to the effect that probably 5,000 more theatres are needed in America today. The saturation point for pictures in this country has nowhere been reached, he said, adding there was a need for theatres of all kinds, outdoor and portable, as well as conventional types.

The Variety Club of Northern California held a meeting of charter members April 1. It was held in the new $30,000 headquarters at 70 Eddy St.

San Francisco has gone wild over the appearance of Jean Sablon at the Palace hotel here. Advertised as the Bing Crosby of France, he collected about 90 per cent of the visiting Hollywood personalities who were up last week. Carmen Miranda and her new husband, and Van Johnson and his new wife were among the stars in attendance.

Performance at the Paramount Theatre for the Damon Runyon Cancer foundation was broadcast in its entirety . . . George Fisher's spotlight on Hollywood originated in the San Francisco studios last week and featured interviews with stars appearing in the Runyon benefit show.

Russ Wheeler, manager of the Metro Theatre, lets patients from Letterman hospital in free every Thursday night . . . Walt Chenoweth, manager of the Alexandria, puts on a special matinee every week for amputees.

Maury Schwartz, it is reported, will take over the Green Street Theatre and present foreign films. His Rex Theatre, now showing foreign films, will go back to burlesque . . . The Film Colony club met with presiding officers being the lovely ladies of Fox West Coast Theatres.

George "Gabby" Hayes, comic, is to make a personal appearance at the Golden Gate Theatre in connection with the opening of "Trail Street." Producer Nat Holt will also come up. Holt was formerly west coast division manager for RKO.

Al Dunn, manager of the Orpheum, is back at work after his auto accident and feeling much better . . . Jimmy Nasser, Hollywood producer, came up to visit his brothers at Nasser Bros. Theatres headquarters.

M. J. Carney, army motion pictures office, is busy these days, doing quite a bit of screening. Mildred Miller, secretary at AMP, is leaving the organization to return to Seattle . . . A $50,000 fire at the naval supply depot in Oakland did but little damage to the theatre at the depot.

The kiddy show at the Orpheum is doing a tremendous business. The show is definitely going over big with the juveniles and with various sponsors. The Orpheum is fast becoming the theatre of previews. A nice note is that on those preview nights as well as at openings the head usherettes wear formals.

Joe Solomon, formerly of Los Angeles, is back again in San Francisco (see, they do come back!), with the Hollywood Advertising Co. Joe was the first man to come up with those fluorescent banners.

On display in all the Blumenfeld theatres are signs remarking that music from all pictures shown in the theatres can be purchased at the United Artists record shop. Virginia Sullivan is the manager of the UA record shop (next to the United Artists Theatre) and special attention is given to all in the industry.

Tiger Thompson, press agent for Blumenfeld theatres, is coming along nicely with his new book. Doesn't know how it ends—not yet, but he's working on it . . . Frank Sinatra, in town for a stage appearance, visited Harry Ettling, Golden Gate stage manager, who is in the hospital.

Robert L. Lippert has taken over the Bayview Theatre from Paul Gatt. The same policy will be continued . . . Emily Brown, stenographer at U-I, was given a farewell luncheon by the girls at the exchange. The group included Betty Gamble, booker; Anna Mae McKendrick, Wanda Wilson, Barbara Greeley and Helen Roe.

William Parker, branch manager of U-I, is ill . . . A representative of Wrigley chewing gum has been on a tour of local theatres requesting that they sell packages for a nickel.

Emmett Cannon of Film Classics has purchased the cigar store at Golden Gate and Leavenworth. Here's wishing Emmett loads of success. We hope all Filmrow will camp outside his store for candy, cigarets and magazines.

The Columbia exchange is quite proud of its new lighting system. Seems the lights are 90 per cent daylight and now no one has the excuse of not seeing what they're doing . . . John Scully is the new man in the Columbia cashier department. He took over the position left vacant by Henry Stark, promoted to booker . . . Emman Moore was in town from her Lincoln Theatre, Lincoln . . . Sydna Gauley, Monogram exchange, was home ill a few days.

Reports Herb Caen in the Chronicle: "The management of the Portola Theatre on Market heaved a relieved sigh when our police department okayed the current showing of 'The Merry Wives'—advertised daintily as 'The film all S. F. is blushing about—banned till now.' So what happens? So the other day the Portola gets a testy letter from the Better Business Bureau—which, it compalins, has received several gripes from customers who were 'misled' by the advertising and were disappointed in the hot stuff."

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CAN GET IT!
OR WILL MAKE IT!
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"CENTURY"
THE MODERN PROJECTOR
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Phone Underhill 7571

LOS ANGELES

Visitors along the Row were the Fred Mercys, junior and senior, Yakima, Wash., theatre owners. They also own the Oakland baseball club . . . Tommy Huntington of Chula Vista, Calif., was doing some buying and booking . . . Mr. and Mrs. Ray Pierson in from Lone Pine, Calif., for some shopping on the Row.

Joseph Bernhard, formerly with Warners theatre department and now co-owner of Film Classics, was visiting Bob Abelson, Film Classics branch manager . . . The new salesman at Film Classics is Stanley Aronson, just out of the army. He hails from New York . . . Births are almost becoming a weekly event. The latest is Mrs. Martin Freedman (nee Florence Dickson), daughter of Mr. and Mrs. Roy Dickson of Cooperative Theatres, who gave birth to a girl at Culver City hospital. Linda Aileen is the name.

Bill Cox of the Forum Theatre, Barstow, Calif., broke both his ankles in a fall while at his ranch in Casa Grande, Ariz. Attorney Ezra Stern visited him and reports he is getting along nicely . . . Doraye Hassan, former stenographer at Cooperative Theatres, has been on the sick list for the past several weeks, but is now up and around again.

Lee Loeb, manager of the LaTosca Theatre, and Mrs. Loeb are on a motor tour of Mexico . . . Jack Broder of the Cinema Theatre is back from Detroit and New York . . . Mort Branson, PRC home office auditor, giving the local PRC the once over . . . Father McCarthy, chaplain of the Philadelphia Variety Club, was being guested by Bob Quinn of Altec Service.

Bob Hicks Page of the "Mom and Dad" organization is back from three weeks in San Francisco . . . Selig Pitt is the new manager at the Uclan Theatre, Westwood . . . The Norwood Theatre, new 900-seater being built by Kelly Norwood and associates in LaHabra, Calif., will be open about May 15 . . . The new Grove Theatre at Lemon Grove, Calif., with 325 seats, being built by J. A. Van Gilse, opens soon.

The new Riata Theatre, 250 seats, at Yarnell, Ariz., was opened by Wade Loudermilk . . . It was erroneously stated last week that Jack Goldman took over the Astor Theatre from Sam Ozonoff. The deal did not go through and Ozonoff still owns the theatre.

Miriam Cohen, United Artists booker, is engaged to Bill Bloom, a local attorney. The couple plans a May wedding, with a honeymoon in Honolulu. Another United Artists gal, Aleen Herman, is planning her marriage to Raymond Washburn on June 28 . . . Lloyd Goad, Screen Guild booker, was upped to salesman . . . Two of Screen Guild Productions' latest releases will fill a double bill at the Million Dollar Theatre, "Queen of the Amazons" and "Buffalo Bill Rides Again," opening April 4.

John Beal in 'Destiny'

John Beal has been ticketed for a lead in Columbia's "Destiny."

IMMEDIATE DELIVERY
Finest Manley Hybrid Popcorn
and
Cocoanut Oil Seasoning
Any Quantity
W. H. Turpie, Western Division Manager
1914 S. Vermont Los Angeles 7, Calif.

Theatre Pickets Removed In Two Fillmore Areas

SAN FRANCISCO—Pickets have been removed from the two Fillmore district theatres recently. The action came as defendants in a $1,000,000 suit were given a three-day continuance by Superior Judge Thomas Foley.

The Nasser Bros. Theatre Co. and the AFL Theatrical Federation are suing two communist units and eight other groups and individuals for $1,000,000 and asked an injunction to stop picketing in front of the New Fillmore and New American theatres. The picketers charge the theatres with discriminatory employment practices. Edward D. Keil, attorney for the plantiffs, said he intends to prosecute the cases and that the AFL Theatre Federation wants a supreme court ruling on their injunction suit.

The injunction is asked, Keil said, on the basis that the pickets are interfering with a contract between Nasser Bros. Theatres and the union.

Carlsbad Mayor Enters Projectionist Dispute

CARLSBAD, N. M.—Mayor L. C. Garrett has taken a hand in the controversy between projectionists and the Theatre Enterprises which has resulted in the picketing of all four local theatres since early in February.

Garrett wrote to H. S. Griffing of Oklahoma City, executive of the parent Griffith circuit, asking that a "serious effort" be made to settle the dispute. "If the thing continues in a stalemate with no effort on your part to settle it," he said, "there will no doubt be a movement among the citizens of Carlsbad to get an independent theatre in this city."

The projectionists claim they were discharged for organizing a union and seeking to negotiate a contract. Frank Maxey, local manager, said they were discharged for reasons having nothing to do with union organization.

Shaw, Malayan Exhibitor, Coming to United States

NEW YORK—Run Run Shaw, one of the two partners in Shaw Brothers, Ltd., operators of over 60 theatres in Singapore and the Malay Peninsula and interested in theatres and other enterprises in Siam, French Indo-China, Hong Kong and other spots in the Far East, will arrive at San Francisco April 4, accompanied by Mrs. Shaw. They are en route to Hollywood, New York and London.

Shaw was in this country about eight months ago for six weeks. He made the trip by air across the Pacific and returned to his home by way of Italy and India, also by plane.

Lorenzo's Bow Deferred Frisco Area Houses Open;

SAN FRANCISCO—The Lorenzo Theatre at Lorenzo, scheduled to open March 30, has advanced the date to about April 15.

The Park Theatre, Menlo Park, opened last week.

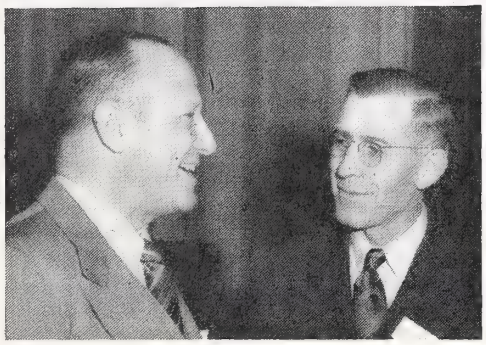
The Hi-Way Theatre, Sparks, Nev., operated by the T&D Jr. circuit opened last week with many San Francisco theatre men in attendance.

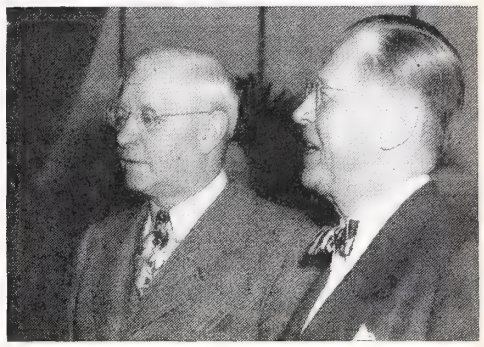
Connie Rose's Dog Lassie, 15 Years on Road, Dies

SALT LAKE CITY—Lassie is dead. Not the Lassie of MGM fame, but another dog whose death meant more to Filmrow here and exhibitors in the area than would that of a Hollywood canine.

The dog that died was a wire-haired terrier that had been the constant companion of Connie Rose, Paramount salesman, for 15 years. Rose's wife, who died about ten years ago, got Lassie as a pup and the dog had been with the family since, traveling with Rose wherever he went. The Paramount salesman always insisted on his dog being allowed in hotels with him and he was known to drive on to another town for lodging if a hotel manager refused.







AT ALLIED DENVER MEET—Above photos were taken at the recent organizational meeting in Denver of the Allied Rocky Mountain Independent Theatre Owners. Top panel: Thomas Knight, director, Riverton, Wyo.; Col. A. H. Cole, president of Texas Allied and Allied States vice-president; Robert Spahn, director, Mitchell, Neb.; Fred Lind, director, Rifle, Colo.; Carl Garitson, director, Springer, N. M.; Joe Ashby, general manager and treasurer; Trueman T. Rembusch, president of Allied of Indiana and a partner in Denver Theatres, and John Wolfberg, mainly responsible for the meeting, chairman of the board of directors, Denver.

Below, left to right: Sidney Samuelson, general manager of Allied of Eastern Pennsylvania; J. H. Moran, Laurel, Mont.; Frank Faust, Forsyth, Mont., and C. J. Severson, Wolf Point, Mont., president of the Montana Theatre Owners Ass'n.

'Jolson' Breaks Record

HELENA, MONT.—Topping all records in Helena, "The Jolson Story" captured the interest of both young and old. Music stores were rushed to meet their demands for Jolson record albums. "The Jolson Story" surpassed the previous nine-day record set by "Bells of St. Mary's" by three days, giving it a total run of 12 days.

William Bailey Promoted

MONTEREY, CALIF.—William Bailey, relief manager for Edwards Theatres, has been named manager of the Monterey Theatre succeeding Manager Allen, who resigned to return to his former home in Kansas City.

Avalon Remodeling Work To Cost About $100,000

GRAND JUNCTION, COLO. — Approval has been given by the CPA for a $100,000 remodeling program at the Avalon Theatre here, according to Vern Austin, city manager for the Cooper Foundation. Work will start in about a week.

The new Avalon design will be in the modern western style. The auditorium will be completely changed. The proscenium arch will be widened considerably, the stage eliminated, new seats installed, and the projection room lowered one floor. New drapes, curtains and interior decoration also will be provided. Not yet approved, but planned by the foundation, are construction of new restrooms, lobby, front and marquee.

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Midstate Plans Drive-In Theatre in Walla Walla

WALLA WALLA, WASH.—The Midstate Amusement Corp., which operates 17 theatres in southeastern Washington, will build a drive-in theatre here to accommodate approximately 600 cars, according to S. J. Gregory, vice-president and general manager. Each car will have an individual speaker, and complete refreshment facilities are also included in the plans, which have been drawn by a firm of Seattle architects who are specialists in the theatre field.

Gregory has another drive-in under construction near Anderson, Ind., by Midstate's parent company, Alliance Theatre Corp. of Chicago. A third has been announced for the Pasco-Kennewick area in Washington.

Visitors Want Theatres To List Their Locations

PHOENIX — Winter visitors here are voicing increasing opposition in the local press to theatre advertisements that omit the location of houses.

Seasonal guests point out in letters-to-the-editor column that strangers find great difficulty in tracking down theatres, and that this inconvenience would be eliminated if locations were listed in ads.

A survey shows that of the 18 theatres that run ads in the local press, only four houses include location spots. These are the Palms, Aero, Fox and Vista.

Special Midnight Showing For 'Years' in Phoenix

PHOENIX—Gene Hollis, manager of the Vista Theatre, held a special midnight showing of "Best Years of Our Lives" for press and radio folk. The affair was complete with cocktails and attracted about 75.

"BYOOL" opened at the 700-seater Vista April 2 at an advanced price scale for an expected run of four or five weeks.

Hardy Theatres to Fresno

FRESNO, CALIF. — The Fresno county planning commission has granted the Hardy Theatres permission to operate a neighborhood theatre here in a section otherwise reserved for single family dwellings. The theatre will be in a building at the county fairgrounds formerly used by the army as a military training center. The building will be remodeled and the site landscaped, according to Gerald Hardy, president of the theatre company. Off-street parking will be provided.

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NEW IDAHO THEATRE—This is the 450-seat Rosalind Theatre, recently opened by Bill Wegman in Homedale, Ida. Previously, he had operated a small, makeshift house in the town.

SALT LAKE CITY

The centennial conference of the Mormon church here attracted large crowds to the city last week, and consequently helped grosses at local houses.

Charles M. Pincus, manager of the Utah, is sponsoring a new kiddy radio show. The program, a 15-minute schedule for children from 3 to 8 consists of readings and nursery rhymes and stories. Recordings done by Hollywood stars also are featured on the daily program, which carries two commercials for the Utah—the opening one plugging the Saturday cartoon show and Bugs Bunny club, and the closing one telling something about the current picture.

Warren Butler, manager of the Lyric, has a daffy auction vaudeville running on his stage on Friday nights, and reports the first program did well and attracted much favorable comment . . . Ernest Van Pelt of MGM and Pincus joined forces to land nine windows in local stores plugging the new Lion records and the picture, "Till the Clouds Roll By," currently at the Utah.

Filmrow visitors included F. T. Murray, manager of branch operations for Universal, and Louis Blumberg, assistant sales manager for Prestige Pictures . . . Jack Cooper was in town on a vacation . . . Eddie Harowitz was here to set up the campaign for "Open City," which had a press preview this week.

Latest action on the consent decree and bidding has the Row in a dither. Now they do and now they don't, is the way they feel. Universal had taken first bids from the Lawrence circuit and Columbia has increased its office force to take care of the extra work in connection with bidding. Also, three Columbia pictures went to Lawrence second run houses, an unprecedented situation. The Lawrence circuit got "Jolson Story," "Dead Reckoning" and "Johnny O'Clock" for second run attractions.

Fred Hyde and Associates Open House in Coronado

LOS ANGELES—The Village Theatre in Coronado opened March 18. The house has 650 seats and is owned by Fred Hyde and Associates. Filmrow was well represented at the opening. Exhibitors Service, Inc., books and buys for the theatre.

Emery to 'The Turtle'

John Emery has been assigned an important role in "The Voice of the Turtle" by Warners.

Frisco Variety Club Inaugural May 10

SAN FRANCISCO—A group of film men here has petitioned R. J. O'Donnell, national chief barker of Variety Clubs International, for formation of a Variety Club of Northern California, and the new tent will be inaugurated at a dinner to be held May 10. O'Donnell, Bill McCraw and Charles "Chick" Lewis will attend. The new tent will send a delegation to the national convention to be held at the Ambassador, Los Angeles, May 14-17.

Headquarters will be set up in the Tivoli Bldg., 70 Eddy St., where there is 3,000 square feet of space originally designed for a night club but never used. The petitioners are: Abe Blumenfeld and Joseph Blumenfeld of the Blumenfeld circuit; Roy Cooper, Neal East, Rotus Harvey, J. Leslie Jacobs, N. P. Jacobs, Herman Kersken, Jack Marpole, J. D. McNerney, R. A. McNeil, M. F. Naify, James O'Neal, William Parker, Homer Tegtmeier, Jack Tillman and O. H. Watson.

John DePaoli to Erect Theatre at Holtville

HOLTVILLE, CALIF.—John A. DePaoli has purchased seven lots adjoining his theatre here from the city and expects to start construction about May 1 of a stadium-type theatre that will be used for first run product. The present house, according to present plans, will continue in operation either as second run or for showing of Mexican films.

DePaoli is planning a brick structure that will include space for two stores as well as the theatre. Eventually he plans to build a bowling alley between the two theatres and he also is thinking of putting in a swimming pool and other recreational facilities.

New Sound at Valier

VALIER, MONT.—New sound and projection equipment has been installed in the Capitol Theatre here. Pete Marcus is manager.

PORTLAND

Walter Brennan, the star, and his two sons have purchased a 12,000-acre ranch in southern Oregon and are prospering in the cattle business.

"The Best Years of Our Lives," the Academy Award picture, is at the Mayfair Theatre here at roadshow prices . . . A $50,000 theatre to be erected by George M. Goldstein of Portland will replace the house at Bingen, Wash., recently gutted by fire.

S. J. Gregory, vice-president and general manager of Midstate Amusement Corp., announces early construction of a 600-car outdoor unit at Walla Walla, Wash. . . . John Bretz has been named city manager for Evergreen State Theatres in Aberdeen and Hoquiam, following service in Spokane houses. He succeeds Clarence Achim, resigned.

Installation of 700 new seats in the Majestic Theatre, Dallas, Ore., has been made by Jesse Jones, owner . . . CPA has finally given the go-ahead signal to new theatres at Philomath and Riddle, Ore. Applicants were Mr. and Mrs. Joseph Ritter at Riddle theatre and Everett A. Mika at Philomath.

Competitive bidding for pictures has not as yet become a fact in the Portland trade area, but indications are that Paramount will lead the parade late in April.

Censorship Measure Meeting Opposition

JEFFERSON CITY—The motion picture censorship bill dropped into the legislative hopper March 27 by Rep. Harry Schendel, (Dem., St. Louis), is expected to meet with considerable opposition in both the house and senate. This legislature apparently is strongly opposed to granting additional power to any state agency, bureau or commission, so the bill is expected to have hard sledding.

The bill would create a three-member commission to be named by the governor and be part of the state Department of Education. The members would be paid $6,500 a year and eventually their terms would be for six years.

Representative Schendel said he was reluctant to present the censorship bill but believed that it was necessary for the state to take action against certain types of motion picures that are coming out of Hollywood "to corrupt the morals of youth and contribute to juvenile delinquency."

JEFFERSON CITY—The house military affairs committee last week killed two veterans' bonus proposals and indicated that no further action would be taken on any other bonus bill or constitutional amendment proposal "until sentiment crystallizes."

JEFFERSON CITY—A bill to establish 50 cents an hour as the minimum wage to be paid in Missouri, except in agriculture or to trainees, has been presented in the house. The bill would give the director of the wage division authority to investigate wages and issue rules and regulations and to establish higher wage rates for any particular work classification if his investigation showed such action was justified.

A proposal to cut the state income tax in half and allow cities to levy an assessment equal to that of the state has been introduced in the house with the backing of Republican leaders.

Cecil Noecker of Bellaire Buys Mancelona House

MANCELONA, MICH.—Cecil C. Noecker of Bellaire, Mich., an electrical engineer, has bought the Owego Theatre here from Al Hamblin, who has been connected with the house for 31 years and has owned it for 25. Hamblin will continue to manage under Noecker's ownership. Noecker plans a second house here when building materials are available. He also will operate a house now building in Bellaire.

Alfred H. Bartelt, 62, Dies; Former Theatre Owner

MILWAUKEE—Alfred H. Bartelt, 62, former theatre operator, who died at West Palm Beach, Fla., where he had been vacationing, was buried in Pewaukee, Wis. Bartelt operated the Plaza and Empire theatres here in earlier years. Recently, he was in the real estate business. Survivors are his wife Alice; two sons, Wesley J. and Calvin C.; one brother, Henry, and two sisters, Mrs. Peter Mages and Mrs. Hattie Abrams.

Y-Net Theatre Is Open

WYANET, ILL.—Sam Fleben of Kewanee, proprietor of the new Y-Net Theatre, expected to open the new house April 1. The Y-Net will operate five nights a week with three changes.

Nick in 1939 Paid Dues In TMA to Year 2023!

St. Louis—Records of the Theatrical Mutual Ass'n reveal that in 1939, when the local branch apparently was having some financial difficulty, John P. Nick, then an international vice-president of the IATSE and leader of St. Louis Theatrical Brotherhood No. 6, contributed $1,002.92 to the treasury. The association dues were $12 a year, so branch lodge No. 5 gave Nick credit for paying 83½ years dues, or enough to carry him through the year 2023.

Nick said that the amount represented profits of the TMA club while he was in charge. The TMA lodge was dissolved recently because it could no longer meet obligations for sick benefits.

Bryan Foy of Eagle-Lion Fetes Chicago Showmen

CHICAGO—Bryan Foy, vice-president and production chief of Eagle-Lion Films, entertained Chicago exhibitors and film buyers at a cocktail party and luncheon in Hotel Blackstone last week. Foy discussed production plans and E-L pictures now available for booking.

Greeting showmen with Foy were Harry Mandell, special sales representative; Max Roth, district manager, and Leon Brandt, special representative. Foy was en route to Hollywood.

Robbery at Lans Theatre Still Remains Unsolved

LANSING, ILL.—Still unsolved is the robbery here in early March of the Lans Theatre where burglars entered and carried away an iron safe containing about $500.

Thomas Pappas, manager, reports that executive rooms of the theatre were ransacked and an attempt made to open the cashier's booth.

Police later found the safe some distance from town. It had been crushed open and was junk.

Zaring Theatre Leased To Marcus Enterprises

INDIANAPOLIS—The Zaring Theatre has been leased to the Central Avenue Theatre Corp. for five years with three options for renewal, according to A. C. Zaring, president and treasurer of the Zaring Corp.

Officers of the Central Avenue Theatre Corp. include Mannie Marcus, president; Mrs. M. Marcus, treasurer, and Rex Carr, secretary. Marcus is president and Rex Carr general manager of the Marcus Enterprises, which operates the Ambassador-Alamo, Cozy and Ritz theatres here as well as houses in Anderson, Fort Wayne, Cincinnati and Dayton.

Annual rental for the Zaring under the lease was said to be $9,250. The Zaring opened in 1925 and was the first de luxe neighborhood house in Indianapolis. It is still one of the largest, with 1,082 seats. Zaring operated the old North Star Theatre in 1910. He will maintain an office in the Zaring Theatre Bldg.

Carr announced plans for remodeling the theatre, including a new marquee and new seats throughout.

Louis Kuttnauer Dies

ST. LOUIS—Louis V. Kuttnauer, 49, southern Illinois salesman for United Artists, died last week of a heart attack at Hotel Evans in Vandalia, Ill. A veteran of 25 years in the industry, he had been with United Artists since last August. Prior to that he was a salesman for RKO in Des Moines; St. Louis manager and salesman for Republic Pictures, and for many years St. Louis city salesman for Paramount. He is survived by his wife and two children. Early in his career Kuttnauer was in the equipment business in Chicago.

Prices Rise at Hillsboro

HILLSBORO, ILL.—Ed Fellis, manager of the Orpheum and Grand theatres here, recently made price increases in adults' tickets averaging about 3 cents per ticket. The increase in tax brought the total increase to about 5 cents.



THAT ASTAIRE ANGLE—Charles Hacker, Palace Theatre manager in Milwaukee, used this lobby gimmick on "Blue Skies" by having patrons sign a register asking Fred Astaire: "Fred, Don't Quit! Dance Again, Fred!" A Palace staffer, good-looking, too, seated at a lobby table, supervised the entries. Appropriate lobby signs plugged the picture.

'House' and 'Brunette' Get Chicago Cream

CHICAGO—The week came in like a lion with a daily deluge of rain, alternating with sleet and snow. It cleared up over the week-end and the advent of Easter with its necessary shopping brought plenty of people downtown. Business was pretty good at all Loop houses. The Oriental got off to a very good start with "The Red House" plus a fine stage show headed by Jerry Lester. The Chicago, with "My Favorite Brunette" on screen, plus a stage show headed by Al Bernie and the King Cole trio, did well enough to hold over for a third week. "Smash-Up" opened big at the RKO Grand and "13 Rue Madeleine" did nicely at the Garrick. "The Private Affairs of Bel Ami" at the RKO Palace and "The Secret Heart" at United Artists did moderate business. "The Best Years of Our Lives" at the Woods and "The Jolson Story" at the Apollo are still doing record business with "The Yearling" holding up nicely at the State-Lake.

(Average is 100)

Apollo—**The Jolson Story** (Col), 13th wk. 125
Chicago—**My Favorite Brunette** (Para), plus stage show, 2nd wk. 145
Garrick—**13 Rue Madeleine** (20th-Fox) 120
Grand—**Smash-Up** (U-I) 130
Oriental—**The Red House** (UA), plus stage show 150
Palace—**The Private Affairs of Bel Ami** (UA); **Beat the Band** (RKO) 120
Roosevelt—**Pursued** (WB), 2nd wk. 115
State-Lake—**The Yearling** (MGM), 5th wk. 120
Studio—**Foolish Virgin** (Jewel); **The Playboy** (Jewel), 7th wk. 105
United Artists—**The Secret Heart** (MGM) 120
Woods—**The Best Years of Our Lives** (RKO), 14th wk. 165
World Playhouse—**Ivan the Terrible** (Art), 2nd wk. 130

Holdovers Set the Pace For Milwaukee First Runs

MILWAUKEE—Second week holdovers of "The Red House" at the Towne and "Song of Scheherazade" at the Warner and the fourth downtown week of "Blue Skies," which moved to the Strand after three weeks at the Palace, led the boxoffice parade last week. "San Quentin," in the second chorus at the Alhambra, the opening of "The Perfect Marriage" at the Wisconsin and the debut of "The Wicked Lady" at the Riverside did average. Easter shoppers jammed the shopping centers but retailers were not too happy about volume of sales.

Alhambra—**San Quentin** (RKO), 2nd wk.; **Dick Tracy vs. Cueball** (RKO) 100
Palace—**The Return of Monte Cristo** (Col); **Alias Mr. Twilight** (Col) 95
Riverside—**The Wicked Lady** (U-I); **Code of the West** (RKO) 100
Strand—**Blue Skies** (Para); **Secret of the Whistler** (Col), 4th d. t. wk. 110
Towne—**The Red House** (UA), 2nd wk. ..... Avg. not set
Warner—**Song of Scheherazade** (U-I); **Magnificent Rogue** (Rep), 2nd wk. 110
Wisconsin—**The Perfect Marriage** (Para); **Strange Journey** (20th-Fox) 100



SUDDENLY IT'S SPRING"—That's the name of the bonnet modeled by Junice Rosenthal of Paramount's Chicago office. Branch Manager J. Harold Stevens looks bewildered as he surveys the chapeau, inspired by Paramount's new comedy of the same title. Ben Greenfield of Chicago is designer.

From the BOXOFFICE *Files*

• • •

(Twenty Years Ago)

Southern Illinois showmen have reconciled themselves to a long, hard summer as it seems there is no way to avoid a strike among the coal miners in that area . . . The Orpheum Theatre circuit is celebrating the 20th anniversary of its entrance into St. Louis.

* * *

Leonid Leonardi, director of the Ambassador Theatre orchestra in St. Louis, has a new Chrysler Imperial Sportif . . . Gid Stafford plans to open the Town Hall Theatre at Elsmore, Mo. . . . Charles Daniels has sold the Marshall Theatre, Maplewood, Mo., to Mr. Mitchell . . . Jim Drake plans to open a new theatre in East St. Louis, to be known as the Drake Theatre.

* * *

The St. Louis Theatre, which plays Orpheum vaudeville in conjunction with a feature motion picture and short subjects, has reduced the Saturday matinee admission price to 35 cents for adults and 15 cents for children, compared with former rates of 50 cents and 25 cents.

George Skouras a Speaker At Greek Relief Session

ST. LOUIS—George P. Skouras, president of Skouras Theatre Corp. of New York, national vice-president of the Greek War Relief campaign fund committee, was one of the three guests of honor at a banquet of the Greek War Relief Ass'n of St. Louis at Hotel DeSoto April 10. The other guests were Archbishop Athenagoras, head of the Greek Orthodox church in the western hemisphere, and William Hellis, national president of the relief association.

John J. Griffin, executive chairman of the St. Louis chapter, presided. The drive opened March 27 to continue through April 8 and seeks $225,000 in local contributions.

Handless Veteran Speaks In Easter Seal Drive

ST. LOUIS—Harold Russell, handless veteran who received two Academy awards, was here last week in the interest of the Easter seal sales for crippled children. He was accompanied by Mrs. Russell. He spoke at the 20th anniversary dinner of the Crippled Children societies at Hotel Statler the night of March 27, and the following noon was a guest at a meeting of the St. Louis Variety Club at Hotel Melbourne.

Another guest at the Variety Club luncheon was Lou Thez, professional wrestler. The gathering was one of the best held by the local club in years.

ST. LOUIS

Leo Burstine, associated with the Frisina Amusement Co. in the ownership and operation of the Southtown and State theatres in Springfield, is reported to be seriously Ill . . . Exhibitors on Filmrow last week included John Rees, Wellsville, Mo.; Ed Clarke, Mattoon, Ill.; Ranny Preducci, feature booker, and John Giachetto, short subjects booker, Frisina; Dean Davis, West Plains, Mo., and Dick Fischer, Willow Springs, Mo.

Tilden Dickson, Crystal City, Mo., and Mrs. Dickson are in Phoenix . . . Eddie Arthur of the Fanchon & Marco organization is in California . . . Hall Walsh, prairie district manager, and Lester Bona, St. Louis manager, Warner Bros., were in Springfield.

Russ Bovim, manager of Loew's State, reveals that when the record firm made up the albums on "The Jolson Story" it overlooked including "The Anniversary Song." When the picture hit the screen at Loew's State and that song caught on, there was a mad scramble to dig up sufficient platters to fill the demand.

Approximately 75 members of the sign erection division of the AFL Electrical Workers No. 1145 have been granted retroactive wage increases of 32½ cents an hour . . . Robert E. Campbell, 2703 Union boulevard, projectionist, died of what physicians believed may have been an overdose of sleeping tablets taken by accident.

The final film lecture in the series of ten sponsored by the Downtown YMCA was presented at Kiel auditorium March 31. It featured Deane Dickason, foreign correspondent, with the film "India" . . . Warner Bros. tradeshowed "The Two Mrs. Carrolls" March 31 . . . A record-breaking total of $225,000 in advance season reservations is reported by the St. Louis Municipal opera which opens its season at the Municipal Theatre, Forest park, June 5.

Patriotic Duty to Hold Prices

Seymour, Mo.—G. W. Owen hasn't raised prices at his Owen Theatre here in six years. He told his patrons about his one-man fight to hold the price line against inflation in the April calendar program sent to them last week.

Owen gets 10 cents and 25 cents for tickets (all taxes paid, state and federal, his program points out), and for April at least, he said, prices will remain the same.

"For April we have tried to get a variety of pictures and in spite of the advance in price of everything we buy —films, express and everything else— we have not advanced the price, said Owen. You pay just what you did six years ago. While we are trying to hold the line we have felt everything might level off soon, but it seems everyone wants more money than the other fellow and doesn't seem to understand this is what causes inflation. I feel that if everyone would be satisfied with less profit and help hold down prices we would all be helping the country to hold down inflation to the advantage of all. Let's all be patriotic and help get the country back on an even keel."

MILWAUKEE

Dan Bennett of Film Arts rates a Purple Heart for his vanishing stunt of the week. Bennett, Roy Hadley and Milt Abram embarked for lunch. Arriving at the place chosen, all piled out of Abram's car and started for the eatery. At least, all but Bennett. Seems he disappeared, and a search began. Finally, after back-tracking, the others found Bennett lying between the car's running board and the curb. He had slipped on some ice, cracked his head in falling and passed out.

Mary Cunningham, Palace Theatre vendor who models during off hours, appeared with Patricia Stevens Model club at Wood veterans hospital . . . Marc Brazee, former Warner Theatres executive here, was in Hollywood recently with his bride . . . Jules Serkowitz, Columbia exploiteer, pounded the drums on "The Jolson Story," preparatory to the Palace Theatre showing.

Augie Geyer, former operator of Troy, East Troy, toured the Row . . . Joe Calvalli is now 20th-Fox office manager here. He transferred from the home office in New York . . . Dickey Benjamin, young son of Benny Benjamin, Screen Guild manager, will be a busy fellow if his plans to be a boxer, baseball star, aviator and movie cowboy materialize . . . George Gonis of the Liberty booked product.

Al Bondy of Al Bondy, Inc., New York, huddled with Winnie DeLorenzo of Independent Film exchange on those General Electric short subjects furnished exhibitors gratis . . . J. Juell, Garden Theatre, South Milwaukee, booked . . . Billy Bein, Cincinnati, National Screen district manager, was a stopover and conferred with Johnny Mednikow, local manager.

Hildegarde Huchler, MGM inspector, accompanied by daughter Geraldine, shoved off for a California vacation. She expects to visit Hollywood film studios . . . Lon Husten, Troy Theatre, East Troy, booked product . . . Ann Buffington, secretary to Lou Elman, RKO manager, is raising singing canaries. Fred Ford, RKO tub thumper, will train them to croon tunes from RKO musicals . . . Milton Smith, RKO salesman, departed for other chores.

Nick Johnson of the Strand, Manitowoc, was on the Row . . . Irv Wirthamer, Paramount office manager, is back after a brush with the flu . . . L. Droes, manager of the Badger, Reedsburg, booked product . . . S. J. Goldberg of the Hollywood, Wausau, passed cigars announcing arrival of a girl.

Art Krass, Republic salesman, is constructing giant chessmen and challenges all comers to a game on the new checker board floor in Jack Frackman's inner office . . . Russ Leddy of the Orpheum, Green Bay, was here booking . . . Helene Boesel, Downer manager, garnered top prize money in a recent Courtesy and Smile contest . . . Paul Nowatske of the Vista, Mukwonago, booked.

Harry Olshan, Columbia branch manager, planed to Detroit for a sales meeting . . . Bill Exton of the Roosevelt, Kenosha, was a Row rambler . . . The Reel Fellows club installed officers at a buffet luncheon attended by 75 branch managers, exhibitors and circuit buyers. New officers are R. Baker, president; Jules Gerelick, secretary, and Dave Chapman, Ray Trampe and George Edgerton, directors. Plans for the July all-industry golf outing were formulated and Joe Neger was appointed chairman.

Al Altschuler was transferred to Columbia's Los Angeles branch in sales . . . Joe Imhof, PRC manager, worked the territory



DICK WRIGHT CITED—For his campaign on "Traffic With the Devil," Dick Wright, city manager for Fox Midwest in Marion, Ill., received an MGM certificate for outstanding showmanship. He is shown being congratulated by Mayor Harry L. Crisp. To exploit the short, Wright tied in with the grade schools, traffic patrol boys, agents of the FBI and city and county law enforcement officers.

. . . C. J. Papas, co-operator of the Towne, is reported building a new house at Walworth . . . Dave Ross, MGM salesman, has a note from Irv Beck, former booker, now doing same at Charlotte, N. C., reading: "Gaining weight on side meat, corn pone, black-eyed peas and grease gravy. Ulcers almost gone" . . . The Strand, a suburban house in La Crosse, is being modernized by S&M Theatres.

O. Lienhardt of the New Glarus Theatre, New Glarus, booked here. New theatres in the offing are the Parkway in Greenwood and the Krivitz in Krivitz.

Johnny Jones, Screen Guild president, expressed thanks to exhibitors and circuit heads for the cooperation extended during his stopover . . . Robert E. Netzel of Crandon is building a new house in Juneau . . . Abe Eskin, Warner salesman, blazed his path to fame by covering the territory without an automobile . . . Erv Koenigsreiter of the Greendale Theatre, Greendale, booked.

Allied Shoots High Series With Two Weeks to Go

CHICAGO——It looks like the Allied team is in. With two weeks more to go in the Chicago motion picture bowling league, Allied shot a high series of 2,863 and high game of 983, taking two from Warners, and is now leading the league by six games over United Artists, which dropped a couple to the cellar-champs from 20th-Fox. Film Chauffeurs dropped a couple to the Garsonites and Universal cleaned up National Screen for three games. N. Rafalski of Allied shot a high series of 637 and individual high game of 246.

	Won	Lost
Allied	49	29
United Artists	43	35
Film Chauffeurs	41	37
Garsonites	40	38
Universal	39	39
National Screen	38	40
Warners	36	42



INDIANAPOLIS

William Clayson, ad-sales supervisor at 20th-Fox, is at the local branch where he will remain about two weeks . . . Paul Meloy, Strand, Shelbyville, was in town booking and buying . . . Thomas P. McHugh, former member of the Falls City Theatre Equipment Co., has joined the internal revenue department . . . Ralph E. Peckham, manager of Film Classics, says exhibitors are accepting reissues more readily at this time.

Sol Greenburg, office manager of Film Classics, was ill with influenza . . . Business in most Indiana sections is below normal and has been since the holiday slump. Since January 1, boxoffice receipts have hit new lows. Inclement weather, heavy snows and icy pavements have contributed to the nosedive. During the past week Evansville and other towns along the Ohio river reported heavy snow, making transportation impossible. In Kentucky some sections south of Louisville reported from seven to 11 inches of snow.

Guy Craig, manager, Columbia, attended a district meeting in Detroit over the weekend . . . Horace G. Reckley, Chateau, Greencastle, booked . . . Carl Kemp of the Eagle-Lion-PRC sales group, was stranded in Campbellsville, Ky., by 12 inches of snow . . . Leo Ciacio, Downs, Louisville, Ky., booked.

Rud Lohrenz, United Artists district manager, was a business visitor here in conference with Elmer Donnelly, branch manager . . . Louis Blumberg, Prestige Pictures, was a business visitor at the U-I exchange . . . John Doerr, Gregory circuit, Chicago, was on the Row booking and buying . . . Edward Brauer, Republic manager, was snowbound in Evansville.

A. E. Schiller, manager of branch operations for Republic, stopped at Indianapolis en route to the home office after visiting the St. Louis branch . . . Bus Millers, Indiana, Marion, booked . . . Plans for rebuilding the Vivian Theatre, Carlisle, Ind., are under way. The house recently was destroyed by fire.

Harold Janicky, formerly an executive at the National Theatre, Louisville, is now in the confection business . . . The Rialto, Louisville, is undergoing complete renovation, in addition to new curtains and draperies. The house is managed by Johnson Musselman and is owned by the Fourth Avenue Amusement Co.

Herman Black, RKO salesman, who violated the parking rules in Muncie, Ind., while in conference with Don Hammer of the Liberty Theatre, was fined $5 . . . Harry Watts, Alhambra, Knightstown, was on the Row buying and booking.

Sam H. Abrams, branch manager, Eagle-Lion-PRC, visited Nashville and called on Kermit Stengel of the Crescent and Rockwood Amusement firms . . . Oscar Fine, Premier Theatres, Evansville, and his wife are vacationing in Florida.

Ted Hammer, former field representative of Eagle-Lion-PRC, is now with the local branch of the company . . . A. McCarty, Roxy, Pendleton, booked . . . More local theatres are running Saturday children's matinees. The shows are being supported by PTA groups.

The huge figure of the risen Christ will tower over the thousands who will attend the annual 6 a. m. Easter sunrise services in the Drive-In Theatre on Pendleton pike Easter morning. Holy week noonday services were held at Keith's Theatre by the Federation of Evangelical Lutheran Churches of Greater Indianapolis.

CHICAGO

Veronica Lake and her husband, Director Andre De Toth, will head the stars who will be in town to make personal appearances for the opening of "Ramrod" at the RKO Palace April 17. Bill "Buster" Graffis of the Enterprise studio's publicity staff, a son of the Times columnist, will accompany the stars . . . The Margaret Etter Creche Day Nursery charity organization, which numbers among its members Chicago's top society names, called its annual benefit party "Suddenly It's Spring" after the new Paramount comedy of the same title. Plugs for the picture resulted on the society pages of all newspapers.

Lester Stepner is rounding out 20 years in show business and ten years as manager of the La Salle Theatre and JL&S exploiteer . . . Anne Baxter, who was in town last week to appear at the Greek war relief benefit at the Civic Opera House, was introduced to local newspaper people by Al Winston at a swank cocktail party in the Ambassador hotel.

Axel Munson, vice-president of Ampro Corp., has returned from his Florida vacation . . . Norman D. Olson, export manager of DeVry Corp. who has been on a business trip through Central and South America, has returned and booked liberal orders for DeVry equipment . . . Don Hofstetter has returned from the army after five years of service and is now assistant manager at the United Artists.

Alex Manta of the Manta & Rose circuit and his wife have returned from their west coast vacation . . . The Universal exchange here is negotiating for early downtown showings of two Rank films, "Great Expectations" and "Odd Man Out." U-I has closed with B&K for "Stairway to Heaven" for a Loop showing and this will follow "The Jolson Story" into the Apollo . . . Gene Atkinson, business manager of the Moving Picture Operators union, reports that members of his Local 110 have given more than $5,000 to the Red Cross with more to follow.

Louis V. Kuttnauer, many years on the Row here with various exchanges, and recently a salesman for United Artists in St. Louis, died March 28 of a heart attack. Kuttnauer was a brother-in-law of Lou Abramsohn, Allied office manager. His wife and two children survive . . . McNeil Smith, formerly manager of the Gateway, has returned from his vacation and has been assigned to the staff of the Apollo Theatre. Smith started with the B&K circuit 25 years ago as an usher.

A revival of Alexander Korda's color film, "The Thief of Bagdad," is scheduled for the Rialto next week. The picture was budgeted at $2,000,000 when it was produced in 1940 . . . "Ivan the Terrible" broke the all-time record of the World Playhouse in its first week here . . . Estelle Taylor and Lyle Talbot came in from the west coast on their way to Indianapolis for the premiere of Frank Atha's play "Trouble For Rent" . . . Charles P. Skouras, National Theatres president, stopped here on his way east.

Jack Hunt, Rialto Theatre manager, is visiting in New York . . . Ben Eisenberg, Monogram sales manager, has returned from a Michigan vacation . . . Jack Albertson, formerly supervisor with the Manta & Rose circuit in Indiana, is now in the confections business . . . Sol Best, owner of the Holly Theatre, and his wife have returned from a Florida vacation . . . Harris Silverberg, National Screen branch manager, is vacationing in Florida with his family . . . Jack Rose, chief barker of Variety Club, says reservations are coming in fast for the annual convention of Variety Clubs International in Los Angeles May 13-17. Many locals will make the trip.

Charles Haas, a former Chicagoan, will produce Marshall Grant Productions' first film, "Moonrise," starring John Garfield, which gets under way in Hollywood May 15 . . . B&K has reshuffled theatre managers. Walter Lyons, formerly assistant at the Coronet, goes to the Covent as manager. Hector Bishop, formerly manager at the Covent, is now co-manager at the Century. Orville Moats, formerly assistant at the Century, is now manager of the Coronet, Evanston, and T. Thomas of the Uptown is now assistant manager at the Covent.

A documentary film on Greece was presented at the meeting of the Chicago Council on Foreign Relations last week . . . Alfred Kahn Levy has been appointed production manager of Midwest Film Studios, producers of motion pictures and slide films for commercial and television use . . . Sam Katz, MGM production manager, planed in from the west coast on his way east.

Jay Dratler, novelist who is doing the screenplay for "The Loop," will be the first person directly connected with the picture to reach Chicago. Dratler will arrive some time late in April to confer with civic and business leaders for background material for the film, the second to be produced by Marshall Grant Pictures.

Steve Hannegan, dean of publicists, came to town over the weekend to make personal delivery to John Balaban of a signed contract from Jack Benny, thus closing a deal which will bring Benny, Phil Harris, Rochester, and Benny's quartet to the B&K Chicago Theatre for one week beginning May 9. Benny will do two weeks of stage appearances. His week here will be followed by a week at the Roxy in New York.

Jack F. Eckhardt, president of the Film Exchange Employes Union Local F-45, has announced that the next general meeting will be held Tuesday, April 15, at 6 p. m. in the Allied meeting room . . . Henri Elman, head of the Capitol Film Co., is out of the hospital and resting at home . . . Whoever picked the week of April 1 for the National Laugh Foundation's Laugh week celebration erred sadly. Holy week held priority by a matter of 1947 years.

The first robin hasn't a chance of surviving Chicago's spring this year. Most of the town's amateur photographers are hunting the bird with cameras to cop $200 in cash prizes offered in a local camera contest in conjunction with the Chicago Theatre opening of "Suddenly It's Spring." The contest is tied up with the General camera shop and is generating lots of interest in film . . . Milt Kreines, printer of many film companies' tradepaper color ads, was married March 30. The nuptial knot was tied in Minneapolis. Jack Garber represented B&K at the hitching.

Harold Perlman has resigned his position of advertising director of Filmack Trailers, Chicago. Perlman served as advertising head with Filmack for more than three years, before and since his army service which ended a year and a half ago.

Anthony Popelka, head shipper of Capitol Films, is the father of a new baby son, making 13 children (7 boys and 6 girls) for the Tony Popelkas . . . Bob Hope had to miss his date in Chicago with 15 beautiful brunets. Jerry Colonna pinch-hit, planing into town as Hope's emissary April 3, introducing the girls who won "My Favorite Brunette" contests in 15 cities from the stage of the Chicago Theatre, then escorting them to the Super Chief where they trained out for a seven-day, all-expense holiday in Hollywood as guests of Hope and Paramount. B&K press agent Eddie Seguin and Paramounteer E. V. Fitzgibbon drummed up plenteous space for the troupe's bow at the Chicago, the last week of the run of "My Favorite Brunette."

Jack Rubens, son of M. M. Rubens, Great States executive, came in from Fort Mead, Md., on a ten-day terminal leave for a visit with his dad . . . Sympathy is extended to Charles F. Walsh of the Lakeside Theatre staff, whose mother passed away March 29 . . . The midnight shows of "The Best Years of Our Lives" at the Woods Theatre will be discontinued for two weeks while a new air conditioning plant is installed.

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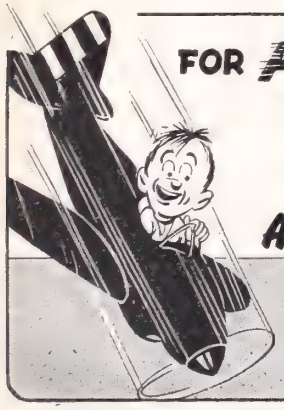
Slump at Indianapolis With 'Red House' Ahead

INDIANAPOLIS—The seasonal slump in business was evident here with boxoffice receipts below normal. "The Red House" made the best average at Loew's.

Alamo-Ambassador—**Meet John Doe** (WB), reissue 90
Circle—**The Perfect Marriage** (Para); **Alias Mr. Twilight** (Col) 90
Indiana—**Nora Prentiss** (WB) 100
Keith's—**Smash-Up** (U-I) 85
Loew's—**The Red House** (UA); **Secret of the Whistler** (Col) 105
Lyric—**Plainsman and the Lady** (Rep); **That Brennan Girl** (Rep) 100

Brook Theatre Plans Studied

BROOK, IND.—The Brook Business Men's Ass'n met here recently to consider architect's plans for a new theatre to be built here this spring.


FOR FAST ACTION AND THRILLS PLAY
WAHOO
America's Finest Screen Game
HOLLYWOOD AMUSEMENT COMPANY
831 South Wabash Avenue • Chicago, Illinois

Blanks Will Finance Hospital Expansion

DES MOINES—Plans for the expansion of Raymond Blank Memorial hospital at an estimated cost of $150,000 have been announced.

Mr. and Mrs. A. H. Blank, donors of the present $300,000 hospital, also are giving the funds for two new additions. The hospital is named for the Blanks' deceased son.

The hospital now has 75 beds for children patients. The additions, for which plans have already been prepared, will add 35 more beds.

TWO ADDITIONS PLANNED

A four-story addition to be erected at the east end of the hospital will be irregular in shape with major dimensions of 42x40 feet. A three-story addition at the west end will be 41x32 feet.

Blank, president of Tri-States Theatre Corp. and Central States Theatre Corp., said work will be started as soon as CPA approval is given. He pointed out that in addition to the increased bed capacity, the proposed improvements will add greatly to other important facilities of the hospital.

Dedicated in December 1944, the hospital was the first in Iowa to be devoted exclusively to the treatment of children. It has been visited by pediatric specialists from abroad, and three months ago it was announced that it would be used as a model in planning the War Memorial Children's hospital at Brussels, Belgiun.

DELEGATIONS VISIT SITE

More recently, Dr. A. R. Shands jr., medical director of the duPont Co., visited the Des Moines hospital seeking ideas for an $850,000 hospital in Wilmington, Del. Also in recent months delegations of doctors and hospital administrators from Minneapolis, Kansas City and Omaha have been in Des Moines on similar missions.

One feature of the hospital which is being copied extensively in children's hospitals elsewhere, is the playroom with the Walt Disney decorations.

Blank said the hospital has been overflowing with young patients from Des Moines and various points in Iowa virtually ever since it was completed.

Officials of Tri-States Form Five New Firms

DES MOINES—Seven firms, five of them dealing with motion pictures, were incorporated by three Des Moines men at Lincoln, Neb., last week.

All firms will have central offices in Fremont, Neb.

Incorporators are Myron N. Blank, A. H. Blank and L. M. McKechneay, vice-president, president and treasurer, respectively, of Tri-States Theatre Corp.

The firms and capitalization are: Keyork, Inc., $10,000; Kearney Theatres, $10,000; Platte Theatres, $10,000; Empress Theatres, $25,000, and Raywar confections, $10,000.

Paton Theatre Leased

PATON, IOWA—The Paton Theatre here has been leased by V. E. Gorham who is overhauling the sound equipment and remodeling before opening the house.

Sauk Rapids State to Open

SAUK RAPIDS, MINN.—The dismantled State Theatre here is being put into commission again. There is one other theatre in Sauk Rapids.

Censors, Fire Watchers Proposed in Missouri

JEFFERSON CITY—Two new thorns in the side of the Missouri exhibitor were introduced in the state house of representatives recently. The first, house bill 250, provides that a uniformed attendant familiar with firefighting procedure be on duty in any place of public amusement. The second, house bill 369, provides for the creation of a state board which will have censorship powers over all motion picture film and advertising.

Destined to meet opposition from every state exhibitor, the fire control prevention measure will have a committee hearing April 30 in the house chamber here. The censorship bill has not yet been assigned to committee.

Introduced by six St. Louis representatives, the first of these two controversial measures provides that "one uniformed adult attendant, qualified and experienced in fire prevention and firefighting work" shall be provided in every place of amusement for every 1,000 spectators. Further, this attendant "shall remain on duty at such place throughout every performance and be engaged exclusively in guarding and protecting spectators . . . " Every Missouri theatre, no matter how small, must therefore, according to this bill, hire an additional employe for firefighting purposes.

Bill 369, introduced by Representative Schendel of St. Louis, creates a state board of censors within the Department of Education to consist of three members appointed by the governor. Compensation for their six-year terms will be $6,500 a year. The board, which will examine all films exhibited in Missouri for commercial purposes, may reject any film or portion thereof which it deems "sacrilegious, obscene, indecent or immoral, or such as tend . . . to debase or corrupt morals."

This does not apply to newsreels or films used purely for educational, charitable, fraternal or religious purposes. Fee for examination by the board is set at $2 for every 1,200 lineal feet.

Carrying the scope of this reviewing board to the outside of the theatre, section 7 of the bill provides further that "no banner, poster or other like advertising matter used in connection with motion picture films . . . shall contain anything that is immoral or improper. A copy of such banner or poster shall be submitted to the board."

Representative Schendel said that although he was reluctant to present his censorship measure to the legislature, he believed that it was necessary for the state to take action against types of films coming out of Hollywood "to corrupt the morals of youth and contribute to juvenile delinquency."

Former Louisburg Owner New Universal Salesman

KANSAS CITY—Bill Kubitzki, former exhibitor at Louisburg, Kas., is now associated with the local Universal exchange as salesman for northern Kansas. Having bought and sold theatre equipment for several years and having owned the Lyric in Louisburg, Kubitzki is no stranger to northern Kansas exhibitors. The son of W. J. "Gus" Kubitzki, 20th-Fox salesman, Bill at one time owned the Sun Theatre in Storm Lake, Iowa, and was a salesman for Monogram in Des Moines and Grand National in Kansas City.

New Equipment in Bucklin

BUCKLIN, KAS.—Clifford C. Johnson, owner of the local De Luxe, has purchased new equipment for his recently enlarged and remodeled theatre. Ned Busher, Kansas representative for National Theatre Supply, supervised the installations.

New House for Churdan

CHURDAN, IOWA—W. H. Cook of Logan has purchased the Mrs. Gretta Hill building here and plans to open a new theatre in about three months.



SKOURAS OPENS DIVISION MEET—Charles P. Skouras, president of National Theatres Amusement Co., started off the 16th Fox Midwest general convention in Kansas City with a good story. At the speakers' table, left to right: John Bertero, general counsel; H. C. Cox, treasurer; E. C. Rhoden, midwest division manager; Ed Zabel, film buyer; Andy Krappman, concessions manager; Irving Epsteen, insurance manager. With the exception of Rhoden, all are from National's home office in Los Angeles, and made up Skouras' party on a tour of division offices in advance of the opening of the fifth Charles Skouras showmanship campaign, which opens Easter and runs until July 12.

Along the Trail of 'Trail Street'









In the Photos—

A cooling-off period should now be in order for the state of Kansas after the blitzkrieg tour of premiere cities for last week's "Trail Street" bow. Parades, a gigantic barbecue, countless radio broadcasts and street appearances marked the three-day race through Liberal, Garden City, Dodge City, Great Bend, Hutchinson, Wichita, Lawrence, Salina and Kansas City, Mo.

The top panel shows some of the throng of 30,000 persons who saw the parade pass the Liberal premiere house, the Tucker Theatre. Hutchinson also turned out in gala western style to welcome the troupe from Hollywood. In the second panel, Jay Wooten, wearing the plaid shirt, Fox Midwest city manager in Hutchinson, is shown surrounded by Bill Williams (third from left), Madge Meredith, Nan Leslie, Ray Whitley and Billy House, and other participants.

The biggest celebration of all was in the "real premiere" city, Liberal. Shown in the third picture, at the barbecue where eight beef steers failed to serve the 15,000 persons attending, are Mayor Joe Pittman, Lon Larabie, state game and fish commissioner; Jim Lewis, RKO manager from Kansas City; Ray Monzeno, manager of the Tucker; Phil Zeigler, postmaster, and Sheriff Bartlett.

At the Missouri opening in Kansas City, the Hollywood troupe hosted 1,200 orphan children at the Uptown Theatre. Shown passing out candy and peanuts to the kiddies before the show are, left to right, Madge Meredith, Nan Leslie, Nick Sonday, manager of the Fox Midwest house, Bill Williams, Ray Peterson, assistant to Sonday, and Billy House.

Twin Cities Independents Shun Competitive Buying

MINNEAPOLIS — Well satisfied to keep things as they are, Twin cities independent neighborhood exhibitors will not seek to buy competitively with the Minnesota Amusement Co.'s Minneapolis and St. Paul uptown houses, according to Bennie Berger, president of North Central Allied.

No bones have been made of the fact that the Twin cities independents, for the most part, have been buying pictures flat—pictures that go into comparable and what might be considered competitive Minnesota Amusement Co. neighborhood theatres on percentage. This, it's generally agreed, is to the independents' advantage.

Also, the independents get more favorable deals by playing the pictures after the Minnesota Amusement Co. houses and by charging a lesser admission can offset the clearance disadvantage. And this, Berger says, is preferable as far as the vast majority of the independents are concerned.

"The Minneapolis and St. Paul independents are content to let things remain as they are," said Berger. "They don't want to rock the boat—that is, do anything that likely would raise film costs for them above present exorbitant levels. They won't start anything by demanding competitive selling."

Name Field and Winchell Foundation Co-Chairmen

MINNEAPOLIS—Barney Balaban, chairman of the Motion Picture Foundation, has named Harold Field, independent circuit owner, and Charlie Winchell, Minnesota Amusement Co. assistant to the president, as temporary chairman in this area.

Winchell has announced that the organization will be completed at the North Central Allied convention here April 21, 22 when Col. H. A. Cole of national Allied States is expected to be present and explain the setup.

First Film in 27 Years

ELKADER, IOWA—Mr. and Mrs. William Glawe of Elkader saw their first motion picture in 27 years at the Elkader Theatre here last week. It was "The Jolson Story." Guests of the theatre, the couple and Mayor W. W. Davidson were entertained at dinner by Don Wolf, manager, before being escorted to the showing.

M. E. Thompson to Reopen House in Kennedy, Minn.

KENNEDY, MINN.—M. E. Thompson is reopening the Kennedy Theatre here. The house has been dark for two years and this town of 600 was entirely without motion pictures during that time.

Holdovers Outgross All in Minneapolis

MINNEAPOLIS—The only major newcomers last week were "Sinbad the Sailor" and "Ladies' Man" and, although both did well, they were shoved rearward by such staunch holdovers as "The Best Years of Our Lives," "The Jolson Story" and "The Razor's Edge." It was the seventh week for "Jolson," the third for "Best Years" and the second for "Razor's Edge." Another holdover was "Suddenly It's Spring," in its third week. Two reissues, "Les Miserables" and "Tom Brown's Schooldays," got first run play.

Aster—**Wild Beasts at Bay** (Indie); **Born to Speed** (PRC) 100
Century—**Les Miserables** (20th-Fox), reissue 120
Gopher—**Tom Brown's Schooldays** (RKO), reissue .. 80
Lyric—**Suddenly It's Spring** (Para), 3rd d. t. wk. 100
Orpheum—**Sinbad the Sailor** (RKO) 130
Radio City—**The Razor's Edge** (20th-Fox), 2nd wk. 150
RKO-Pan—**The Best Years of Our Lives** (RKO), 3rd wk. 175
State—**Ladies' Man** (Para) 125
World—**The Jolson Story** (Col), 7th d. t. wk. 120

'Well-Digger' Again Top Scorer; Shorts Program Aids 'Marriage'

KANSAS CITY—The Kimo's "The Well-Digger's Daughter" again led the local field by several lengths.

Product at the initial stanza locations was not outstanding and grosses followed suit. M. D. "Babe" Cohn, manager of the Newman, compiled a group of three shorts and a cartoon from Paramount under the title "Paramount's 40 Minutes of Daffy Fun." For this reason, he said, his gross figure for the run of "The Perfect Marriage" was above average. The Tower did below average business with its last double-bill-plus-stage-show program before the opening of "The Best Years of Our Lives" at roadshow prices April 5. No picture was held over downtown although the French attraction at the Kimo will be held for a third week.

Esquire, Uptown, Fairway—**Trail Street** (RKO) 125
Kimo—**The Well-Digger's Daughter** (Siritzky-International), 2nd wk. 180
Midland—**It Happened in Brooklyn** (MGM); **Blondie's Holiday** (Col) 100
Newman—**The Perfect Marriage** (Para), plus four Paramount shorts 110
Orpheum—**That Way With Women** (WB); **Crack-Up** (RKO) 95
Tower—**The Brasher Doubloon** (20th-Fox); **The Fabulous Suzanne** (RKO), plus stage show .. 90

'O'Clock' on Dual Passes Par In Slow Omaha Trade

OMAHA—"Johnny O'Clock" and "Child of Divorce" at the RKO-Brandeis scored slightly the best in a mediocre week. Spring-like weather arrived.

Omaha—**The Dark Mirror** (U-I), 2nd d. t. wk.; **Flight to Nowhere** (SG) 95
Orpheum—**Temptation** (U-I); **Sunset Pass** (RKO) 105
Paramount—**Love Laughs at Andy Hardy** (MGM) .. 90
RKO-Brandeis—**Johnny O'Clock** (Col); **Child of Divorce** (RKO) 110
State—**Kings Row** (WB); **Wild Bill Hickok Rides** (WB), reissues 105
Town—**The Silver Range** (Mono), split with **She-Wolf of London** (U-I), 2nd run; **The Spider Woman Strikes Back** (U-I), 2nd run 95

Des Moines Theatre Business Reported Slow All Week

DES MOINES—Last week's business was slow here. The Orpheum reported just average business for the double feature, "Johnny O'Clock" and "Affairs of Geraldine." The two Tri-States houses drew below par crowds for their films, "Ramrod" at the Des Moines Theatre and "Temptation" and "Dark Horse" at the Paramount. Competing with the movies all week was a sports show at the Coliseum.

Des Moines—**Ramrod** (UA) 95
Orpheum—**Johnny O'Clock** (Col); **Affairs of Geraldine** (Rep) 100
Paramount—**Temptation** (U-I); **The Dark Horse** (U-I) 90

OMAHA

"Oklahoma!" coming up for five days at the Paramount, already has drawn orders from North and South Dakota, Iowa, Kansas, Missouri and Arkansas. All $4.60 top seats are gone . . . The count is now three for Booker Max McCoy at Paramount with Thomas Michael, the latest arrival.

Joan Scott, 10, daughter of 20th-Fox Manager Joe Scott, is in St. Catherine's hospital doing splendidly following an operation . . . Mr. and Mrs. Carl Johnson, Red Oak, Iowa, exhibitors, are back from Hot Springs, Ark. . . . Ben Marcus, Columbia district manager from Kansas City, spent two days here and will return Monday.

Martin Fecht, Community Theatre, Macedonia, Iowa, is doing some remodeling and repainting on the house . . . Bill Harrmann, Paramount office manager, was off work Monday due to illness . . . Don V. McLucas, UA manager, spent the early part of the week in Des Moines.

Rollin K. Stonebrook, former manager of the Omaha Theatre, has decided to stick in the film business and with Tri-States Theatres. He is now at the Orpheum pinch-hitting for Ted Emerson, manager, who has been ill . . . Carl Reese, UA salesman who has been in the hospital, is out and made a brief appearance at the office.

Joe Weiss, Warner booker who has had a broken leg in a cast for a number of months, finally got rid of all the extra weight last week . . . Betty Berndt's wedding is now set for some time in June. In the same office, MGM cashier Helen Baum has set May 3 for her wedding to Wayne Kennison.

Phil Monsky, Universal salesman, underwent an operation at Methodist hospital . . . Frank Simek, Ashland, Neb., exhibitor, is flooding at least one local exchange with post cards from Hot Springs . . . Esther Quaas, Universal inspector who has been out three months due to illness, has been ordered by her physician to take a permanent rest.

Norma Nelson, MGM stenographer, is resigning to make her new home at Annapolis, Md. . . . Dee Parks, MGM information girl, is off work due to illness . . . Marjorie Gerlach, Paramount secretary, has returned to work following an illness . . . Bill Miskell, Tri-States Theatres district manager, visited in Sioux City and Falls City theatres during the week.

Visitors along Filmrow included: Ralph Falkenburg jr., Lexington; Wallace Johnson, Friend; Carl Johnson, Red Oak, Iowa; Earl Barclay, Stromsburg; Joe Chantry, Osceola; Mr. and Mrs. Ralph Hintz, Tecumseh; Donald C. Henry, Sutherland, Iowa; Mel Kruse, Pierce; Mr. and Mrs. Martin Fecht, Macedonia, Iowa; O. G. Hagna, Rembrandt, Iowa; Herman Fields, Clarinda, Iowa; Brobert Johnson, Logan, Iowa; Bruce and Robert Holdridge, Shenandoah, Iowa; R. V. Fletcher, Hartington, and Howard Brookings, Oakland, Iowa.

Jules Wiles, district manager for J. Arthur Rank Organization, was in town . . . Tri-States is inviting each of its out-state city managers and wives in for the "Oklahoma!" production . . . Frankie Carle, holder of the boxoffice record at the Orpheum Theatre, will be here for the week of May 23 aiming at a new mark.

Republic screened "Apache Rose" at the Dundee Theatre on a recent afternoon . . . Joseph Kinsky, former Tri-States Theatres district manager here, now is treasurer of the Radiant Valley Development Corp., Landover, Md. . . . Henry Saggau is going ahead with plans for a new 700-seat theatre at Denison, Iowa . . . Mayor Charles Leeman and the city council have given Ralph Blank an okay to stage a parade on opening days of his de luxe Chief Theatre in South Omaha . . . Lent, the weather and Easter buying are credited with dropping local theatre business.

Lewis Blumberg, assistant to the general manager of Prestige Pictures, was a visitor here. Other out-of-town visitors at the Universal exchange during the week included E. R. Heiber, district manager from Kansas City; Jules Wiles, district manager for J. Arthur Rank Productions, and F. T. Murray, Universal maintenance supervisor.

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E. E. Jameson District Chief For National Film Service

KANSAS CITY—Earl E. Jameson, Lees Summit and Kansas City, Kas., exhibitor, and head of Exhibitors Film Delivery, is the new district manager for National Film Service, formerly the Central Shipping and Inspection bureau. His territory includes Denver, Kansas City, St. Louis and Oklahoma City.

National Film at present is handling physical distribution of Monogram, Screen Guild, PRC, Film Classics and Eagle-Lion product. The national organization was created in order to facilitate nationwide distribution of Selznick Releasing Organization product.

Stars in 'Weep No More'

Cary Grant will star in "Weep No More." This is his second film this year for RKO.

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KANSAS CITY

John Courter of the Courter in Gallatin, Mo., has returned from a vacation in California . . . Joe Weill, J. Arthur Rank representative from St. Louis, was in the local Universal exchange during the week . . . Bernice Siegel, secretary to Ralph Langan at Universal, is now Mrs. Sheldon Sandler. She will return to work next week.

Ben Marcus, Columbia regional chief, returned Saturday from a week in Omaha and left Monday for a week in Minneapolis and a week in Des Moines. He is supervising a series of meetings, the first one of which took place here a week ago, regarding new specials and the New York decree.

Dorothie Warneke replaces Virginia Gaylord as first booker at Universal and Eugene Reagan moves into Dorothie's vacated number two position . . . Robert Hartung is the new shipper at 20th-Fox . . . L. Z. Henry of the Lyric in Plattsburg, Mo., was on the Row.

Ralph C. LiBeau, district manager for Paramount, is back from vacation . . . Don Davis of RCA was at the office for a little while Tuesday. Though still feeling quite weak after his recent attack, he hopes to be at work again soon . . . Al Adler, MGM manager, has a new Chevrolet with all the trimmings.



RALPH C. LiBEAU

Visiting Filmrow this week were Herb Stolz, Plaza, Clyde, Kas.; F. L. Norton, Ritz, Caldwell, Kas.; Paul Oetting, Lyric, Concordia, Mo., and Eugene Gault, Wellsville, Wellsville, Kas. . . . T. R. "Tommie" Thompson, Walt Disney representative, was back in town.

W. B. Stahl, sales manager for Bevelite, arrived from Los Angeles to survey recent installations at the Orpheum and Electric, Durwood houses in St. Joseph, and the Park-In, Theatre Enterprises house being erected in Springfield.

George W. Fuller, 20th-Fox manager, has a new Dodge club coupe. Bernie Evens, MGM publicist, is another proud owner of a new car . . . Sy Freedman, 20th-Fox exploiteer, left for St. Louis . . . D. L. Daniels, Dream and Mecca, Russell, Kas., and O. C. Alexander, Kansas, Kiowa, Kas., were Row visitors.

Gil Canfield, RKO exploiteer, and Jim Lewis, local RKO manager, returned from the recent "Trail Street" junket through Kansas . . . "Gus" Kubitzki, 20th-Fox sales veteran, says of his son Bill, recently joined U-I as salesman: "After 76 missions over Europe without a scratch, Bill is willing to have the exhibitor take a crack at him."

The Commonwealth office remodeling project is completed. Object was to make more space for new employes . . . For "It Happened in Brooklyn," Bernie Evens, MGM exploiteer, had Kresge's store create a "Frank Sinatra sundae." The store also devoted nearly all back-bar space for displays on the film, which played at the Midland this week. Other tieups were window displays in several sheet music stores.

Ray Miner, Moran, Kas., exhibitor on the Row, complained that there are never enough parking facilities available for out-of-town bookers and buyers . . . New employes at PRC are Ellen Bernhardt, switchboard operator, Floee Ridgway, secretary to bookers, and Florence Hagstrom, biller . . . National Screen's warehouse is now functioning in their new building.

This was a rough week at NSS. George Crandall, head shipper, Bobby Webb, one of the carpenters and Jimmy Anderson all had to have medical treatment for smashed fingers. Alice Miller, however, was back after a three-week illness. That leaves just one person out, a recent record, according to Hazel Buell, office manager.

At National Theatre Supply, the following exhibitors were visitors: Mrs. Thelma Richardson, owner, and Paul Rogers, manager of the Strand in Mount Vernon, Mo.; D. E. Burnett, State, Larned, Kas.; Mrs. Dorothy Hickok, Dream, Effingham, Kas.; E. B. Danielson, Dream, Russell, Kas.; R. M. Rogers and Joan Rogers, Lyric, Buckner, Mo.; Forrest White, Rex, Burlington Junction, Mo.; Harry Till, Courter, Hamilton, Mo.; A. E. Jarboe, Ritz, Cameron, Mo.; H. Heilman, Granada, Lawrence, Kas., and S. H. Bagby, Huntsville, Mo.

Julian King, head of King Enterprises in Kansas City, Des Moines and Omaha, was in to see Walt Lambader, local chief. Their organization will screen "Citizen Saint," the story of Mother Frances Cabrini, April 16 at Edison hall . . . Lou Patz is really busy with the pending shift in National Screen headquarters. The move is scheduled to take place this summer.



JULIAN KING

Dorothy Myer of NSS was given a shower by her friends in that office Monday. She is leaving to become a mother . . . For exploitation on "The Best Years of Our Lives," opening at the Tower Theatre April 5, Joe Redmond, assistant manager, had eight windows in Harzfeld's on Petticoat lane. Two of them featured motion picture projectors. These two particularly attracted considerable attention.

Don Walker, WB exploiteer, is leaving for St. Louis . . . Everyone commented on the interesting assortment of meats on the luncheon plate at the affair for Norman Moray, Warner shorts chief, Monday at the Muehlebach.

John Cosentinon, traveling auditor for Film Classics, Inc., was in the local exchange. This office is now operating as a branch of the Film Classics organization and no longer on a franchise proposition. Les Durland is still the local manager. Larry Beichele, nephew of R. R. "Dick" Biechele, KMTA official, will take over as office manager under Durland next week.

Arthur Burke Returns

KANSAS CITY—Arthur Burke, former owner of the Colonial, Gillham and Giles theatres here, has returned to the city as owner of the Bijou. Burke bought the theatre from Charles Potter after returning from California.

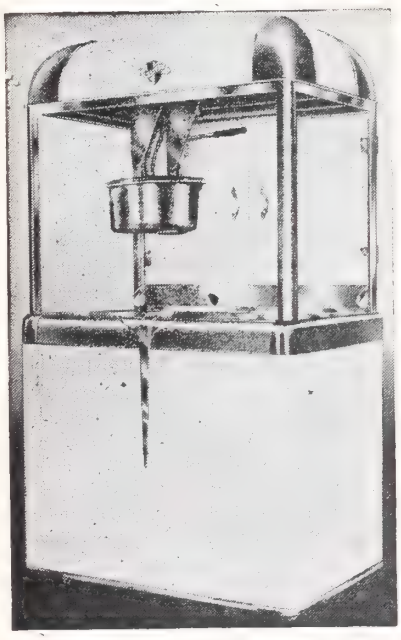
Sosna Gets Facelifting

MANHATTAN, KAS.—The Sosna, campus showcase for Theatre Enterprises, Inc., has had a facelifting. The theatre's marquee has been repainted and flasher lights installed. In addition display frames have been redecorated.

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EQUIPMENT FIRM EXPANDS—Missouri Theatre Supply Co. in Kansas City, managed by L. J. "Kim" Kimbriel, recently added to its sales and office personnel. In the above panel, top left, is Francis Keilhack, Kansas-Missouri salesman, and Kimbriel, and at right Mary Lou Clark, bookkeeper, and Dorothy Duderstadt, stenographer.

Below, at left: Frank Keilhack, in charge of the repair department, and right, C. E. Wells, shipping clerk.

Kansas City Meeting On Foundation Set

KANSAS CITY—With the appointment this week of A. Jules Benedic as temporary chairman of the newly formed Motion Picture Foundation, a call was made for a local organizational dinner meeting to be held the evening of April 18 at a place to be named later.

Benedic is acting on behalf of Tom Edwards of Eldon, Mo., named temporary chairman in this district at the recent New Orleans meeting when the foundation was formed, but who has since removed his industry activities to the St. Louis area. Edwards has notified Barney Balaban, national chairman, that the Kansas City man would act in his stead.

PANEL TO BE NAMED

The meeting here in mid-April will draw from every branch of the industry and a panel will be formed of from seven to 17 representatives to serve on the national body, formed to take care of the industry's unfortunates.

To assist in arrangements for the dinner meeting, Benedic named this committee:

Exhibition—Senn Lawler and M. D. "Babe" Cohn.

Distribution—Arthur Cole and Walter Lambader.

Equipment—L. J. Kimbriel and Arthur de Stefano.

Other allied lines, including labor—Finton Jones.

INVITE INDUSTRY PROMINENTS

Efforts are being made to have industry figures of national prominence at the April 18 meeting. They will outline the purposes of the foundation, conceived, as its initial brochure puts it: "To Lighten the Way While Lighting the Way."

Two principal functions are proposed for the Motion Picture Foundation:

(1) To assist needy persons associated with the motion picture industry.

(2) To assist or carry on benevolent, charitable, educational or scientific activities.

Dr. Deer of MPA to Visit

KANSAS CITY—Dr. Irvin E. Deer, regional representative for the MPA, will spend a few days here after April 15 in the interest of the Children's Film library. Mrs. Eleanor Walton, city censor, has arranged a special luncheon for him on April 18 at the Woman's City club. Deer formerly was general secretary of the Council of Churches in Kansas City, leaving that position for his present job with MPA.

Hull in Character Role

RKO has cast Henry Hull in a character role in "Mourning Becomes Electra."

Commonwealth Remodels Kansas, Missouri Houses

KANSAS CITY—Commonwealth Theatres has recently completed redecoration of several houses. Among them are the Lee in Clinton, Mo., where the front, lobby and auditorium were refurbished. New lighting, carpets, drapes and sound equipment were installed.

The Plaza at Trenton, Mo., has had new poster cases installed in the foyer and in front of the theatre. New lighting is being installed throughout the auditorium and lobby.

The Commonwealth locations in Carrollton and Higginsville, Mo., and Goodland and Garden City, Kas., will also be remodeled whenever equipment and supplies become available. The house in Goodland is now getting new booth equipment and marquee.

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Harry Wareham Is Host To RKO 'Trail' Group

MANHATTAN, KAS.—Harry Wareham, owner of the Wareham Theatre here, was host at a breakfast party last Sunday for Billy House and Madge Meredith, "Trail Street" stars and a number of other Hollywood personalities.

The film players were on their way from Kansas City, where they had been making personal appearancees, to Salina, Kas., where they were to wind up the "Trail Street" junket that had begun with the premiere showing earlier in the week at Liberal, Kas.

Other guests, all with RKO, at the Wareham breakfast were Nan Leslie, new RKO contract player; Ray Whitley, singing western star; Bill Williams, contract player and whose role as a crippled boxer in a recent film attracted much favorable comment, and Dick Mahon, studio representative. Billy House and Harry Wareham have been close friends for many years and it was House's desire to renew old ties that lead to the stopover.

Harry Wareham, long a theatre man, is a partner in the operation of the four houses operated by Theatre Enterprises here.

Twin Cities Suburbs Deny Drive-In Theatre Permits

MINNEAPOLIS—Two separate attempts to obtain permits for drive-in theatres in two different Twin cities suburbs have ended in failure. Both Golden Valley and Bloomington councils have denied the permits and Minneapolis and St. Paul and their suburbs will continue to be without drive-ins.

Local independents have announced their intention to keep on opposing drive-in theatres here and in the suburbs. They claim such theatres are unfair competition for houses which bear the expense of operating all year.

Form Drive-In Firm

KANSAS CITY—Elmer C. Rhoden jr., Byron Spencer and James T. Britt have formed Tri-State Drive-In Theatres, Inc. with headquarters at 215 West 18th St. Incorporation papers have been filed in Jefferson City with Rhoden holding 98 shares and the other two holding one share each.

From the BOXOFFICE *Files*

* * *

(Twenty Years Ago)

HARRY STRICTLAND, Warners manager in Kansas City, visited his old friend John Tackett in Coffeyville, Kas., last week . . . Gib Jones is now assistant manager of the Enterprise Film Corp. branch . . . The office of the Producers Distributing Corp. in Kansas City has been transformed into a semblance of a ship to promote "The Yankee Clipper" film.

* * *

Walter Fruedenberger, sales manager for Ad-Vance Trailer Service, returned to Kansas City after a few weeks in Chicago . . . Estelle McBride, who so often called at the MPTO office in Kansas City to chat with Mrs. June Medcalf, secretary, has been married to Bill Bradfield, salesman, since January 1 . . . John Valaers was killed at the Penn Valley Theatre in Kansas City recently, during an argument with an officer . . . Earl Ogan, poster clerk at Paramount, has been promoted to the booking department, taking the place of Orville Kirkman, who has gone to San Antonio with a dance orchestra, of which he is the head.

MINNEAPOLIS

The Homewood, local independent neighborhood house, had an old Al Jolson picture, "Heart of New York," resurrected on the strength of "The Jolson Story" and did land-office business with it. It held over three extra days . . . John Boles, former film star, appeared in person at the Hotel Radisson Flame room . . . Oscar Levant will play a one-night concert engagement at the Auditorium here April 14.

The Orpheum here will interrupt its film policy to house Sigmund Romberg and his orchestra April 29, 30. It will be his fourth engagement at the house. The St. Paul RKO-Orpheum also will toss out pictures for one day (28) to play Romberg.

Walter Greaza, Hollywood actor, was in St. Paul to attend his father's funeral . . . The Lyceum, legitimate roadshow house, is returning to weekend Scandinavian films . . . The Radio City Theatre has two stage shows booked for May, Guy Lombardo on May 2, and Frankie Carle on May 16, to catch up with the opposition RKO Orpheum, which also has had two in recent weeks, Bob Crosby and Vaughn Monroe.

Morrie Steinman, local Monogram branch manager, has announced the appointment of Burton Waldron to his sales staff succeeding Walter McFall, who resigned. Waldron hails from Oklahoma. So does his sidekick, Monogram salesman Lowell Kyle. Both men drive 1947 Nashes.

Joe Wolf, Film Classics and Screen Guild franchise owner, has appointed Charles E. Noodleman, former member of the RKO and Columbia sales staffs here, as sales representative. Two additions to his office staff are Della Roskopp and Roxy Ackerberg. Wolf has just signed a new Film Classics deal for their Alexander Korda pictures.

Ben Friedman, independent circuit owner, is back from a vacation at Palm Springs, Calif. . . . Expected back from Florida this week is Bill Elson, independent circuit owner. He recuperated there this winter after a major operation.

Jean Levy, secretary to Jack Cohen, 20th-Fox manager, goes to New York this week with her husband for a vacation in the big town at the company's expense. Jean is one of five women who won New York trips and vacations in the Skouras drive. She says she's especially looking forward to seeing the new musical comedy, "Barefoot Boy With Cheek," in New York because she's acquainted with the author, Max Shulman, and the latter's wife, both of Minneapolis.

Lowell Kaplan, Theatre Associates booker, was incapacitated by the flu . . . Max Teodor, local independent exhibitor, is back from a long California vacation . . . M. A. Levy, 20th-Fox district manager, just returned from a visit to the Des Moines exchange, will set forth for Chicago to confer with W. C. Gehring, western sales head . . . Verne Yocum, 20th-Fox assistant booker, and Marian Tarnstrom, 20th-Fox district manager's secretary, were married recently in Albert Lea, Minn., Yocum's home.

Eph Rosen, MGM assistant branch manager here, went to Milwaukee to pinch-hit for J. J. Kemptgen, manager there who will be vacationing for six weeks . . . V. H. and A. V. Stevens, owners of the Gem, St. Paul, have purchased the Bluebird there from Ted Mann.

Irving Mills, 20th-Fox assistant to the district manager, and Sid Lax, Columbia office manager, sitting in on the screening of "Boomerang" both recognized the locale and some of the people in the film. "I've been there," said Mills as he watched the screen. "There's my tailor's son," said Lax, pointing out one of the characters. For this documentary film the producer went right to the locale, Connecticut, and shot scenes at Stamford, using some Stamford residents as actors. Mills is a native of a town near Stamford and has visited Stamford frequently. Lax hails from New Haven, near Stamford, and recognized the places and a number of people in the film.

Independents Will Taste Night Club Life May 5

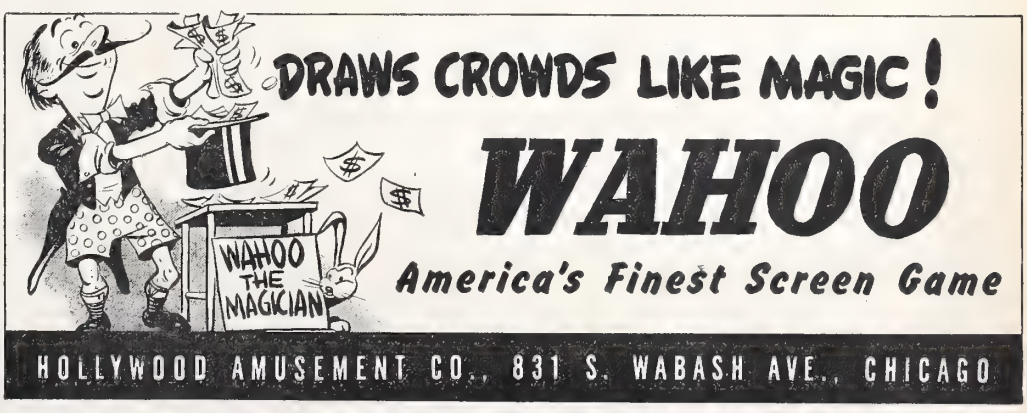
OMAHA—The Allied Independent Theatre Owners of Iowa and Nebraska will offer something different in the way of entertainment during a two-day meeting here May 5, 6.

President Howard E. Brookings of Oakland, said that the night of Monday, May 5, there will be an all-industry get-together at the Stork club across the river just outside Council Bluffs. Night club life will provide the entertainment.

Brookings also said here would be an all-industry luncheon at the Fontenelle Monday noon. That is where all sessions of the convention will be held. Other details of the program have not yet been set.

Virgil Green Refurbishes

LA PLATA, MO.—Virgil Green has completely reconditioned his Green Theatre. A new lobby floor, drapes, sound and projection equipment and screen were included in the refurnishing. Stebbins Theatre Equipment Co. of Kansas City made the installations. Green, owner of this town's only theatre, has operated the Green for 12 years.



DES MOINES

A **welcome** face on the Row here last week was that of Fred Thacker, former exhibitor at Swea City who has returned from an extended visit in California. Thacker is living in Titonka, Iowa, temporarily, and helping his father with the theatre there. He expects to buy another theatre soon. He was accompanied to Des Moines by his brother George of the Lakeview theatre.

A "welcome home" also was extended to Nouvello Phillips, manager's secretary at RKO, when she returned to her desk last Monday after a long illness. Nouvello worked just half days last week, but will be back on full time soon.

Thelma Crittenden, Tri-States, is resigning to stay home and keep house . . . Helen Kerpon, new receptionist at Central States, was ill last week . . . Iola West is leaving Central States on April 19th and will be replaced by Virginia Kimm.

Norma Gene Henry, receptionist for MGM, has announced her plans to be married April 12 to Kenneth Aschim, who is leaving the Orpheum Theatre here. The couple will reside in Omaha where Aschim is being transferred as treasurer of the Brandeis Theatre . . . Thelma Jolliffe, Republic, and Betty Ahrends, MGM, were playing basketball most of last week. Their team the Home Federal, placed fourth in the national tournament.

Three MGM salesmen are sporting new cars. Howard Dunn's is a Pontiac, George Baumeister is now driving a Studebaker and Jim McCann got a new Ford . . . Helen Hansen, MGM, has been forced to give up her St. Bernard dog, Butch, chief topic of conversation in the Hansen family for many months.

Keneth Weldon drove to Iowa City to attend some of the state tournament games . . . Phyllis Whistler, MGM, spent last weekend in Kansas City . . . Oliver Broughton, traveling auditor, spent last week at the MGM exchange here.

Filmrow sympathy goes to John Murano, Paramount shipper whose mother died last week.

Sol Francis, Monogram manager, visited the exchange last week . . . Bonnie Breese is a new employe at RKO . . . Jean Post, Universial salesman, has purchased a new home . . . Pat Brobst of Universal spent the weekend in Kansas City, visiting Twylla Wells, secretary to Ed Heiber, Universal district manager . . . Esther Hueston traveled to Gillman for the weekend . . . Doris Wolf was on the sick list last week.

Marie Slatkoske of King Enterprises and Helene Jacobs of Universal spent the weekend in Omaha . . . Alpha Rayner, Universal inspector, has had her son with her for the past week. He is transferring from the University of Minnesota to Iowa U. . . . Ellen Schaumberg, former Warner Bros. employe, is the mother of a baby boy, William Benton, born March 23 . . . New biller at Warners is Gurneth Willier of Centerville, Ia.

Myrtle Bechtal celebrated her 18th anniversary with Warners here April 1 . . . Helen Knop, Warners, decided to get a suntan quick and bought a new sun lamp. You guessed it! Helen was at home with burned arms, legs and face last week . . . Charlotte Johnson, inspector for Warner Bros., is on vacation this week.

Harold D. Field, president of the Pioneer circuit, made a flying trip to Jefferson, Iowa, last week to see Ray Walter, manager of the Iowa and Howard theatres.

Gift-Matinee Programs Have Merchant Tiein

RICEVILLE, IOWA—A gift-matinee program has been inaugurated by Cliff Freeman, new owner of the Iris Theatre.

Gifts are donated by local merchants and winners are selected by number. The matinees, which differ from the evening selection, are being held on Saturdays for the time being, Freeman said. Town merchants will run special ads on matinee gift days as a tiein with the feature picture.

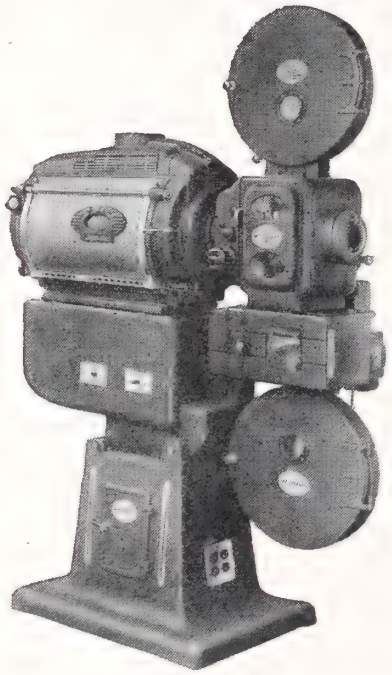
Sharon Theatre Reopens

NEW SHARON, IOWA—The Sharon Theatre has reopened after being dark ten days because of a flu epidemic. It was the first time in six years this town had been without motion picture entertainment. Showings canceled during the shutdown will be rescheduled during April, according to Bob Fridley and Bev Mahon, owners.

Top Role to Myrna Dell

A top feminine role in RKO's "Fighting Father Dunne" has been given Myrna Dell.

In advance of its times . . .



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25 Theatres Will Assist Variety's Hospital Fund

OMAHA—The Variety Club's program of matinees for children to raise funds for Memorial hospital equipment now has the backing of 25 theatres, Meyer Stern, club treasurer, announced at a meeting Saturday.

Theatres not previously announced which have been signed up so far for the April 22 or 29 matinees include:

In Iowa: Dreamland, Carson; Colonial, Hamburg; Globe, Griswold, and Empress, Malvern.

In Nebraska: Grand, Ravenna; Lyric, St. Edward; Tecumseh, Tecumseh; Royal, Wisner and Strand, Newman Grove; Castle, Newcastle; Leigh, Leigh; Coronado, Humphrey; Alexandria, Alexandria; Bee, Beamer; Mullen, Mullen; Exeter, Exeter; Rex, Fairmount; Vogue, Friend; Genoa, Genoa; Plaza, Humboldt, and Scribner, Scribner.

In addition to the seven drive leaders announced a week ago the following film distributor representatives are aiding the drive: Wayne Stephenson, Anthony Tedesco, Harold Ironfield, Frank Westbrook, Carl Reese, David Arthur, Paul Fine, Pat Halloran, William Heath, Mortimer Eichenberg jr., Jack Andrews; Edward B. Rostermundt, Hymie Novitsky, Howard Clark, William Barker, Jack Mattis and Nathan Galbreath.

'Whispering Smith' Adviser Is Union Pacific Executive

OMAHA—Herman H. Larson, technical adviser for Paramount's "Whispering Smith," is an Omahan and a Union Pacific Railroad executive. Larson recently retired as general manager of the eastern district.

Two complete UP trains, passenger and freight, are being used in the picture. They are the same trains that Cecil B. DeMille purchased for use in "Union Pacific" and were on display here during the picture's world premiere. Since then they have been used in "The Virginian," "The Story of Dr. Wassell" and "Duel in the Sun."

Ralph Ober Stops Traffic With Pet Hen on Leash

KANSAS CITY—With the aid of Mrs. C. C. Knipe's pet hen, Ralph Ober, field director for Universal-International's exploitation department, caused a mild sensation at this city's main intersection last week. Mrs. Knipe, wife of a local Universal office employe, provided the Plymouth Rock; Ober furnished a small yellow cape with the copy, "The Egg and I," and a short leash. Together they dominated 12th and Main for over an hour. The film opens at the three Fox Midwest day and date houses April 5.

M. B. Landau Buys Tivoli

KANSAS CITY—M. B. Landau, owner of the State in Mound City, is the new proprietor of the local Tivoli.

Bubble Gum Giveaways Now

MINNEAPOLIS—Bubble gum is the newest thing in neighborhood theatre giveaways here. The Northtown, an independent house, was the first to introduce it. According to newspaper ads the gum is given to every child attending the Saturday matinees of pictures selected from the Children's Film library. First bubble gum matinee last Saturday had "Mrs. Wiggs of the Cabbage Patch" and ten color cartoons on the program. Admission for children was 20 cents, including tax.









SHORTS TALK IN KANSAS CITY — To greet Norman Moray, short subjects sales manager for Warner Bros., Russell Borg, Kansas City Warner manager, invited theatre and circuit bookers to a luncheon held there Monday. The Hollywood official, on his way back to the west coast from meetings in New York, spoke of shorts product in the making at his studio and the function the brothers Warner hope several of them will serve.

At the speaker's table were, left to right, Helen Pyles, Borg's secretary; Kathryn Kyle Black, Fox Midwest booker; Mary Heueisen, Warner Bros. booker; Moray; Gwenn Hyatt, shorts booker for Commonwealth Theatres; Jane Bissell, shorts booker for Fox Midwest, and Pauline Schroeger, another Fox programmer.

Second panel: Lloyd Lenhart and Walt Kirkham, Commonwealth, and Moray. Elmer Carl Rhoden jr., Gwenn Hyatt and Bob Shelton, all of Commonwealth.

Bottom picture: Russell Borg; M. D. "Babe" Cohn, Newman Theatre manager; Frank Plumlee of Theatre Enterprises; Jack Braunagel of Durwood Theatres; Moray; John McNamara and Paul Kelly of Dickinson circuit, and Eddy Erickson of Theatre Enterprises.

Manhattan Houses Redecorated

MANHATTAN, KAS.—Frank Bayles, interior decorator for Theatre Enterprises, Inc., who for the past month has been here supervising work on the State and Sosna theatres, left this week for Springfield, Mo. There he will be in charge of putting the final decorative touches on the Park-In Theatre, newest TEI house in that city. The work is expected to take four or five weeks. Following this Bayles will return here to redecorate the Wareham Theatre, TEI's A house.

Hepburn in 'B. F.'s Daughter'

Katharine Hepburn has been assigned a star role by Metro in J. P. Marquand's "B. F.'s Daughter."

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STREET ADDRESS .....

TOWN ..... STATE .....

NAME ..... POSITION .....



DRIVE LEADERS—Sioux Falls has stepped out front in the Ned Depinet drive of RKO's sales forces. Even the theatres have been carrying Depinet signs on marquees there. Left to right: Drive Capt. Len Gruenberg; H. H. Greenblatt, midwestern division manager; Sid Kramer; Joe Floyd, manager of the Hollywood Theatre, and S. W. Fitch, RKO branch manager.

Critic Lists Theatregoers' Peeves As Observed in Years at Shows

OMAHA—Jake Rachman, Omaha's veteran drama critics, set himself down this week to list the pet peeves of theatregoers as observed in his years of watching and listening at local houses.

"Any manager of any experience at all will tell you that if a patron isn't comfortable or free from petty annoyance he hasn't had an enjoyable time and an enjoyable time, pure and simple, is all he has to sell," commented Rachman.

Rachman starts off by saying "let's forget about the disturbing noises" because "they are so common it doesn't pay to discuss them." He continues:

FAULT OF MANAGEMENT

"Here is a peeve source that is purely the management's fault—the habit that nine out of ten theatres seem to have of flashing titles on the 'travelers' or curtains before they have been withdrawn. It is almost impossible to read anything.

"Smoking in the inner foyer is something you must credit the theatres with really trying to stop. It is the fault of the public that this dangerous habit continues.

"Bad regulation of sound is not intentional and neither is the fading of light in a picture. They are the result mostly of inattention.

"And nothing makes a patron so angry as when an usher brings up a party, making three or four people rise, when, by leading them down another aisle, they could enter without disturbing anyone.

THE BIGGEST NUISANCE

"Biggest nuisance is the person who is forever bobbing in and out of a theatre during the performance.

"A man who will sit perfectly inert in a home or club chair for four hours finds it impossible to sit still in a theatre from 8:30 to 10:30.

"You can't be angry with children for running in and out. And kids have to see the shows the same as adults so the only thing to do is let them in and out and put it down to selection of a bad spot . . . Any child that eats two sacks of popcorn is going to run out for half a dozen drinks.

"There's a far greater cause for peeve up on the stage most of the time. Of late, there seems to be a school of mumblers among the actors."

Exhibitor Catches Thief By Personal Sleuthing

Plattsburg, Mo.—The Lyric here had been robbed of $25. After efforts to enlist cooperation from the sheriff had proved of no avail, L. Z. Henry, the theatre's owner, took up the scent himself.

Noting that the door to the theatre had been broken down and recalling that the stolen sum consisted of dimes and half-dollars wrapped in rolls, Henry began calling on every local merchant in search of a customer who had paid his bill with small change. Only after numerous disappointments did the exhibitor find a merchant who remembered such a customer.

Feeling a little like Holmes himself, but without the double-visored cap or the aid of a Doctor Watson, Henry brought his investigation to the point where he discovered that the Lyric's janitor was the thief. One last call on the sheriff closed the case.

Frank Will Start Shooting On 'Patch' This Summer

MINNEAPOLIS—Virginia Safford, Star columnist, reported she received a letter from W. R. Frank, local circuit owner and producer now in Hollywood, stating he expects to start shooting on "Dan Patch," the story of the great harness racer, this summer. Joel McCrea told Frank that the script by John Taintor Foote is the best he, McCrea, has ever read. McCrea wanted to do the picture, but previous commitments have him tied up until September and now Gary Cooper is reading and considering the script, Frank wrote. Another possibility for the lead is John Wayne, according to Frank, who is confident he'll have a competent cast.

Publicity breaks for the forthcoming picture have included an article about Dan Patch in Reader's Digest and the Indiana governor's demand that the picture be shot in his state.

Takes Featured Role

Roman Bohnen has been handed a featured role in Universal's "Brute Force."

New Minnesota Bill Taxes Theatres to Aid Veterans

MINNEAPOLIS—Still another tax bill aimed at the film industry and other entertainment is now in the state legislature. This latest bill provides for a 20 per cent state tax on tickets to places of amusements, with the proceeds to be devoted to aid for World War II veterans. This aid would be in addition to a proposed soldiers bonus.

A 20 per cent state tax on theatre admissions and enabling legislation to permit municipalities to tax businesses by referendum vote also are a part of Gov. L. D. Youngdahl's over-all state financing program now before the legislature.

All the proposed state admission taxes are being vigorously combatted by the film industry in the state.

Lester Dutcher Buys Out L. E. Burkey at Deshler

DESHLER, NEB.—Lester L. Dutcher of Elk Point, S. D., bought the Ritz Theatre here from L. E. Burkey, and will take over its active management April 6. Dutcher is married and has four children, and comes with high recommendations for his community activities in civic and church work. He plans to continue the Ritz policy as carried out by Burkey in his nine years of operating the theatre.



L. E. BURKEY

"Larry," as Burkey is known to fellowtownsmen, plans to look around for another theatre situation in a town of 2,500 to 4,000 located in the middle west.

"I've been in this business since 1911," he said, "starting when I had to stand on a box to crank the machine. It gets in your blood, that's all."

In addition to the Ritz, Burkey operated a theatre in Chester, Neb., in 1944, and had three 16mm portables operating at that same time. He became widely known both locally and outside when he was an international counselor for Lions International.

G. C. Diamond to Coast For Drive-In Parleys

KANSAS CITY—Gus C. Diamond, vice-president and member of the board of United States Drive-In Theatres, Inc., was in Los Angeles the past week for conferences with Charles Caballero, president of United States Drive-In Theatres, Inc., in conjunction with California Drive-In Theatres, Inc., operating under the drive-in Hollingshead patent for a radius of 35 miles of the Los Angeles city hall.

Installs New Equipment

BURLINGTON JUNCTION, MO.—Lester E. White has installed new sound, lamps and rectifiers and screen at his theatre here. Stebbins Theatre Equipment Co. of Kansas City furnished the equipment.

John Deere Day at Wamego

WAMEGO, KAS.—Approximately 400 persons attended the show given on John Deere day at the Columbian Theatre here. The Deere Implement Co., through its local dealer, showed educational short subjects. The Columbian also presented a feature film starring Bob Burns.

Independents Curb Duos to Avert War

MINNEAPOLIS—Twin cities independent exhibitors have acted to avert a neighborhood double feature war, with Minnesota Amusment Co. uptown houses threatening to go to twin bills for the first time.

At an emergency meeting the independent exhibitors agreed that in order to stave off a big circuit move in the direction of double their own twin bills any pictures having their initial releases at the Orpheum, Radio City or State theatres here or at the Paramount or Orpheum theatres in St. Paul, the leading downtown first run houses.

The Minnesota Amusement Co. apparently was content to go along with the single feature policy in its neighborhood houses until independent uptown houses started expanding the number of top-flight films in their twin bills which they use several days a week. The climax was reached when one independent St. Paul theatre began playing a top feature with other top product while the same feature was being offered at a Minnesota Amusement Co. house less than a mile away on a single bill at a higher admission price.

Independents called their emergency meeting when trade circles hinted that the Minnesota Amusement Co. was preparing to retaliate.

'Duel' Release June 15 In Minneapolis Area

MINNEAPOLIS—"Duel in the Sun" will be released in this territory June 15 under a staggered basis setup, it was revealed by Charles Weiner, local Selznick representative, on his return from a sales conference in Chicago. With clearance eliminated, the picture will be made available simultaneously, day and date, to all accounts that buy it, he says. It will be sold on a percentage basis. Physical distribution will be handled by the Bradley Film Transfer Co.

"Duel in the Sun" was screened for Weiner and others present at the Chicago conference.

Weiner also announced "The Lie," formerly called "The Paradine Case," another Selznick production, will be released in the territory September 1.

Prim Primps Up

PRIMGHAR—The Prim Theatre, completely redecorated, is open for business again. The walls and ceiling were painted and new curtains installed.

Conventioneers to Aid Boxoffices

OMAHA—Theatres can expect good boxoffice help from convention-goers in 1947. The Chamber of Commerce expects 38,000 persons to attend conventions here during the year and hopes they will spend $3,000,000 in Omaha.

Denison Theatre Progresses

DENISON, IOWA—Construction of the new McTague Theatre has begun here after several delays because of bad weather. The new house is being erected by Leo V. McTague.

Installs Voice of the Theatre

SPENCER, IOWA—Voice of the Theatre sound equipment has been installed at the Spencer Theatre by Manager Gordon McKinnon.

Holy Week Services in Theatre

AUGUSTA, KAS.—Each noon during the pre-Easter week daily religious services were held in the Augusta Theatre here.

Behind the Scenes!



WASHINGTON REPORT

The importance of accurate news is appreciated by BOXOFFICE readers, but the News Behind the News is often of equal importance. The weekly Washington Report, right from the source of many important developments, is a revealing and valuable feature that widens the horizon of every reader. The new political situation in the nation's capital is fraught with many possibilites. The Washington Report adds much to your reading pleasure.

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Motor Cars Changing Competitive Bidding

DETROIT—Operation of competitive bidding is expected to run up against a special factor here that will affect definitions of competitive areas. That local factor is the widespread use of cars by patrons of neighborhood theatres.

The angle appears to be that the average neighborhood show patron arrives at the theatre by walking from his home—but in Detroit he is just as likely to come by car. Detailed surveys bearing out this development have been made by individual theatres in the past, showing, in normal operation, a high percentage of automobile patrons. This is borne out by the heavy concentration of parking on streets and lots around any theatre in town, almost regardless of run or size.

Lines of distinction between local houses are also believed to be fairly accurately drawn along lines of familiar run patterns—based largely, in this instance, on size of the house. Accordingly, Detroit looks forward to full-fledged competitive bidding—which is not expected to be really under way here until midsummer, with little alarm, the view that the patron of upset runs which has caused confusion say in New York and Chicago, won't happen here.

L. S. Gordon, Butterfield Chief, to Wed in June

DETROIT—Laurence S. Gordon, who became president of the Butterfield circuit about two months ago following the death of Edward C. Beatty, has announced his engagement to Beryl O'Bryan, who has been switchboard operator at the circuit headquarters for a number of years. The wedding will take place in June. The bride-to-be is the sister of C. E. O'Bryan, who for several years has been head of the special assignment managerial staff for United Detroit Theatres. She has won fame for herself because of her unique ability to remember any voice over the phone.

Forbes Still Holds Lead In Nightingale League

DETROIT—Ernie Forbes Supply retains the lead in the Nightingale Club Bowling league. Team standings:

	Won	Lost
Ernie Forbes Supply	49	26
United Theatre Equipment	45	30
Lorenzen Flower Shop	40	35
Brenkert Light Projectors	37	38
National Theatre Supply	36	39
Altec Sound Service	36	39
McArthur Theatre Supply	34	41
National Carbon Co.	34	41
Projectionists Local 199	33	42
George McArthur	31	44

High scores were rolled by: R. Gagnon, 220; Beers, 218; Waddell, 212; G. Light, 209; Rosmys, 204, and Huebner, 226.

C. S. Lundy Rejoins Altec

LANSING, MICH.—C. S. Lundy has rejoined the Altec Service Corp. office here as inspector in the Detroit district. Lundy joined Erpi in 1929 and continued with Altec Service as an inspector in the Boston district until 1943. He later resigned to form the Engineering Development Co. in Cambridge, Mass.

Paw Paw House Repaired

PAW PAW, MICH.—The local Strand, managed by Mr. Dennis, is undergoing extensive repairs, including a new glass front, new entrances and new seating arrangement.

Pennsylvania Tax Fight Growing Much Warmer

HARRISBURG—The active fight in the Pennsylvania general assembly on the question of state and/or municipal admission taxes became quite warm this week.

Additional issues bobbed up and the commonwealth's 137th regular session of the legislature, which convened January 7, was releasing acts from committee as Gov. James Duff's tax bills were on the calendar for final enactment.

The house reported the Stonier-Brunner bill, which would permit all cities, boroughs and townships to tax anything not now subject to state levies. This act is a substitute for one of the ten bills in "the Pittsburgh package," which would give the same power to the city of Pittsburgh alone. Only opponent to the Pittsburgh bill was Fred J. Herrington, representing the AMPTO of W. Pa.

SCHOOL DISTRICTS AFFECTED

The Stonier-Brunner bill applies to all school districts, except those of the cities of Pittsburgh and Philadelphia, which are arms of the court and consequently not political subdivisions.

However, a bill to permit Pittsburgh and Philadelphia school districts to tax anything the state doesn't tax was introduced by Reps. F. Garrett Richter, Pittsburgh, and Charles C. Smith, Philadelphia. Governor Duff has approved this "idea," while various members of the general assembly state such a bill is unconstitutional, the claim being that an appointive body cannot be given undefined and virtually unlimited taxing powers.

A new revenue proposal was entered by Rep. Edwin S. Livingston, Philadelphia. This act would permit the collection of 4 cents on every dollar of admissions to all professional and amateur sports. Another revenue bill entered by Rep. Howard F. Boorse, Lansdale, would increase from 15 to 20 mills the annual maximum mill tax rate in Pennsylvania boroughs.

Representatives Hoffmann and Jones, Northampton county, entered a house bill which would permit boroughs to levy taxes on amusement places or on receipts.

Rep. Norman H. Laughner, Glen Willard, has entered an act in the house which provides that amusement places may sell tickets up to and no more than 10 per cent in excess of their seating capacity. A $100 fine is proposed as a penalty. A similar bill was introduced February 4 by Rep. Russell E. Reese. His act would permit the sale of tickets in excess of 5 per cent over seating capacity, fines would be $200 to $500 and/or imprisonment from one month to three months. These bills are before the committee on judiciary.

"Social luxuries" were discussed this week. Due for presentation in the legislature this week is a state tax measure on social luxuries to raise an estimated 40 million dollars next biennium for increased teacher salaries. This measure would impose an undisclosed levy on athletic contests, bowling alleys, theatres, stage productions and other "social luxuries." Disclosure of the new levy bill came after the house passage of Governor Duff's 182-million-dollar emergency tax program for the next two years, including the imposts on cigarets, cigars, tobacco, soft drinks, liquor, beer, manufacturers, corporations and utilities. New or additional taxes are designed to raise 133 millions of that amount.

SOME SOURCES "ESCAPE"

The total amount likely to be approved by the legislature for the bonus to veterans of Pennsylvania in World War II is half a billion dollars.

Various new tax sources have "escaped" to date because they are being "saved," as it were, to make sure of a method of carrying the bonus.

New bills in the house include:

H-715 (Nelson): This measure provides for the exhibition of religious motion pictures by churches at any time, making nonapplicable sections of the 1935 Sunday referendum act. (Referred to committee on law and order.)

H-729 (Watkins): This bill grants general power of taxation within their jurisdictions, subject to the laws of the commonwealth, to counties, cities and boroughs. (In hands of committee on municipal corporations.)

H-730 (Watkins): This act would establish a uniform standard of time. (Committee on state government is considering this.)

H-744 (Hoffman and Jones): This act authorizes charges for borough services and facilities. (Referred to committee on boroughs.)

HORSERACING MEASURE UP

H-771 (Worley): Another act to establish standard time, this measure would prohibit city councils and other municipal bodies from adopting ordinances, resolutions or rules setting up "a different standard of time" from eastern standard time for any year or part of a year. (This act is in the hands of the committee on state government.)

H-776 (Horan): This provides for horseracing with pari-mutuel wagering and imposes taxes. (Referred to the law and order committee.)

H-781 (Depuy): This changes night club liquor license fees. (This was sent to the liquor control committee.)

H-784 (Kean and McDonald): This act

(Continued on next page)



GIVES SHOW TO SONS—Celebrating his 25th year in show business, Frank Raspa has turned over the State Theatre in Rivesville, W. Va., to his three sons, Ralph, Nick and Sam. He didn't start very auspiciously, for during the opening year there was a six-month strike in the coal mines. Raspa stuck it out, however, and prospered along with the town when conditions got better.

CLEVELAND

Due home early in April are George C. Kalafat and wife, who have been vacationing in Florida. They post carded from Miami that they had a wonderful fortnight in that sunkissed spot.

Earl Sweigert, Paramount eastern division manager, met here with Herman Lorber, Thomas Gibbons, Harry Goldstein, Saul Frifield, Walter Wien and Edward Stucky for a discussion on the legal "do and do not" under the New York decree.

Gilbert Lefton, president of Academy Film Service, distributors of 16mm projectors and film, together with Mrs. Lefton attended the district NAVED meeting in Chicago last week . . . Marge McCord, secretary to Warner assistant zone manager Dick Wright, was snowed in during the two-day storm that tied up local transportation . . . As soon as the roads cleared, Nat Wolf, Warner zone manager, and D. Leonard Halper, building engineer, took off on an inspection trip through the state to see what damage the storm caused to Warner theatres.

Milton A. Mooney, head of Cooperative Theatres of Ohio, has added the following new accounts to the more than 100 he is now serving: Telegraph Drive-In, Toledo; Fremont Drive-In, Fremont; East Side Drive-In and West Side Drive-In, Cleveland; Shreve Theatre, Shreve; Roxy, Caldwell; Charve, Edgerton, and the Ohio, Van Wert.

Ed Fisher, Loew Theatre publicity director, is ill. So is Oscar Ruby, Columbia manager . . . RKO was operating on one cylinder last week. Most of the working crew had flu . . . Sam Seplowin, Republic district manager, and Harris Dudelson, Film Classics district manager, were among the week's visitors.

Howard Reif of the Scoville, Essick & Reif circuit came back from Florida with a fine tan and a bad cold . . . Norman Levin, Republic manager, attended the company's sales meeting in New York last week . . . John Urbansky sr. and Bernie Rubin of Imperial Pictures are planning a picture-buying trip to New York early in April.

That spiffy new Pontiac parked in front of the Film Bldg. belongs to Harry Henderson, who doubles as managing director for the Lorain Fulton Theatre and as special sales representative for Visual Communications, selling RCA 16mm sound projectors . . . Ray Essick, the circuit man, and Mrs. Essick are on a Caribbean cruise . . . Dave Gaffney has been promoted from booker to office manager of the PRC exchange by Mark Goldman, branch manager . . . And speaking of PRC, when the carpenters, painters and decorators are finished, they'll have one of the finest exchanges in the city.

Paul Hartnett, a recent GI, is the new booker at PRC . . . B. W. Payne jr., Modern Talking Pictures franchise holder, has renewed for a second year his distribution contract for the 16mm version of March of Time . . . John Quinlan, assistant manager at the RKO Palace, is at the Henroten hospital, Chicago, for a thorough physical checkup . . . John Short, electrician at Loew's State, suffered a bruised back and a sprained ankle when he fell off a ladder while changing marquee signs.

John Huebner, Marion, took time off from his booking business the other day to enjoy "Carnival in Costa Rica," which is just what the title indicates . . . Casey MacDougal, stagehand at Loew's State, had an unexpected vacation last week. He was snowed in at his home in Brecksville during the storm. But Manager Maurice Druker and his assistant Don Abeles, dusted off their manuals on how to operate stage curtains and came through without any casualties. Moral of this story is, "know how to do everything around a theatre if you want to be a good manager."

Ruth Gardinier is the newest addition to the Co-Op booking department, which now numbers six bookers, H. E. McManus, Fred Scheuerman, M. M. Blattner, Mike Levin, Howard Spiess and Ralph Noltemyer . . . Republic's "Apache Rose" was tradescreened at the Cedar Lee Theatre to a big turn-out.

Hilbert Horwitz, associate of Jack Gertz, has taken over representation of Metro Premium in this territory. Harris Segelin has been appointed office manager. Metro handles popcorn, popcorn machines and popcorn accessories. Metro is keeping its former location in the Film Bldg. . . . James J. Jordon, U-I contract playdate manager, was a visitor.

Reports coming in on theatre collections for the Greek relief drive show a generous response. I. J. Schmertz, distributor chairman, again emphasizes that while every theatre is urged to give $80 for the support of one Greek orphan for one year, smaller donations will be gratefully received. Meetings are being held each Monday during the drive period at which time the week's collections are announced . . . Oliver Theatre Supply, recently remodeled, has a new plate glass window to replace the one blown out by the 65 m.p.h. gale that hit Cleveland last Tuesday.

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Wear-Ever Pressure Cookers and All Metal Shopping Carts worth $287.50. Write for details.

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Plays Opposite Belita

Preston Foster has been set for the lead opposite Belita in Monogram's "The Hunted."

Tax Fight Warmer In Pa. Legislature

(Continued from preceding page)

provides for the safety of persons employed or assembled in motion picture theatres in cities of the first class (Philadelphia) by requiring a trailer or diagram showing each exit to be exhibited on the screen for at least one-half minute at each performance. (Committee on city and county is considering this proposal which applies only to Philadelphia.)

H-800 (Stonier and Brunner jr.): This empowers political subdivisions, except cities of the first class, counties of the first class and school districts of the first class) to levy, assess and collect additional taxes for general revenue purposes. (Referred to the committee on municipal corporations.)

The Cadwalader act (H-664) which adds new taxes on syrups and bottled soft drinks, is active, having been reported as committed by the committee on ways and means.

The Mihm and Sarraf act (H-505) empowering cities of the second class (Pittsburgh) to levy additional taxes, is active.

Bills up in the senate:

S-374 (Walker): This would prohibit discrimination in employment and related matters because of race, color, religious creed, national origin or ancestry. (Referred to labor and industry committee.)

REGULATING TICKET RESALE

S-304 (Jaspan): This act would regulate the sale and resale for profit and the carrying on of the business of selling or reselling tickets or other devices for admission to places of amusement, and licenses owners and agents. (This is before the committee on state government.)

S-265 (Rosenfeld, Leader and Barr): Another act to prohibit discriminatory employment, practices and policies. (In the hands of the labor and industry committee.)

S-271 (Homsher): This would repeal an act which permits musicians to receive compensation for Sunday music services. (Referred to the committee on law and order.)

The act permitting Sunday ice shows, ice hockey and basketball between 2 p. m. and 7 p. m., is active, following an amendment which includes Sunday bowling. This bill (S-103) was introduced by Senator Crowe.

The Scanlon act (H-696) which would establish a uniform admission fee and would prohibit increase or decrease of admission prices, is in the committee on law and order, and is inactive at the moment.

West Virginia Showmen To Meet in September

CHARLESTON, W. VA.—The West Virginia Theatre Managers Ass'n, an Allied unit, expects to hold the organization's 1947 convention in September. E. R. "Gene" Custer is president. Time and place will be determined at a meeting of the board of directors.

The West Virginia legislature adjourned and none of the bills inimical to the industry were enacted, Custer said.



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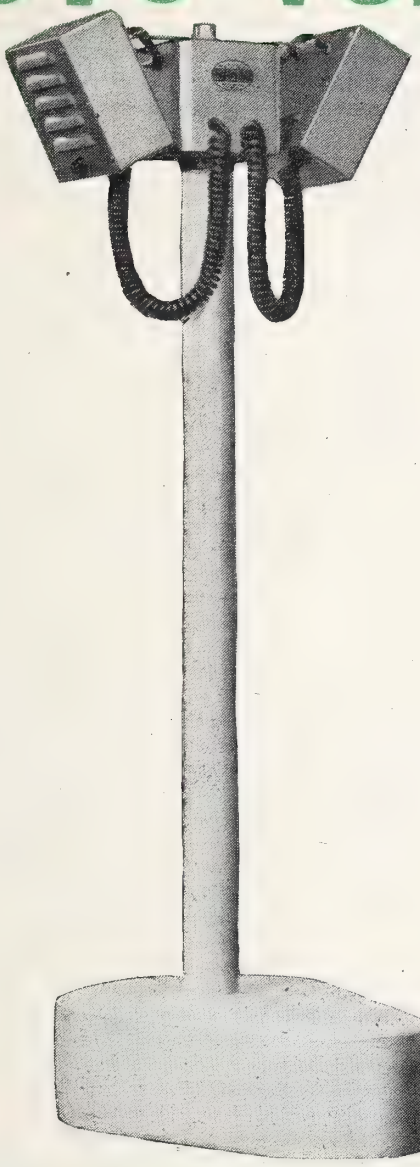
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- Finished in red and gray . . .
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. . . units are adaptable to all makes of sound equipment . . . AUTO-VOICE manufacturer is *your* company because its efforts and research facilities are given ***exclusively*** to your problems and requirements . . . IMMEDIATE DELIVERY . . . write or call and let us help you with your engineering problems.

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Free Press Defends Film Stars' Morals

DETROIT—A strong defense of the personal morality of leading screen figures was made by Malcolm W. Bingay, editorial director of the Detroit Free Press, in an article written immediately after his return from several weeks on the west coast, in answer to criticism recently voiced by religious leaders. Bingay said:

"There are about 20,000 people out here who work in pictures. Of these about one-half are merely extras. But every time any one of them gets in a jam they are proclaimed in the press as 'movie stars.'

"Again, there are young, obscure men and women who are photogenic and flash before the public as 'stars.' Some of them lack the brain power of a gnat. Suddenly they come into the big money and it goes to their heads . . . Except for these foolish people there are no more divorces in Hollywood than there are in any other community.

"When Leo Durocher, the ball player, comes out here, wrecks a man's home and takes his wife, a movie actress, the motion picture industry is blamed—not baseball."

Dearborn Theatre History Sought for Collection

DETROIT—A quest for the history of pre-talking picture theatres in Dearborn has been launched by Milo M. Quaife, editor of the Burton Historical collection. One early house in this west side suburb, because of the tight seating, was called "The Struggle," although it was christened the Lyric. This was said to be the second theatre in the town. First owner was listed as "Mrs. Simmons." Oldtimers having further details have been asked to submit their knowledge of early shows to the collection.

Three New Spots Serviced By Theatre Owners Corp.

CINCINNATI—Theatre Owners Corp. has signed three local theatres for its booking and buying service, according to Irving Sochin, general manager.

The addition of the Auto-In, operated by Jerome Kunz, which will open April 15; the Dixie Gardens, operated by Willis Vance, which will open June 1, and the Plaza Theatre in Miamisburg, Ohio, will bring the total theatres which Theatre Owners services to 45.

Announcing the opening of

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24-hour Repair Service by Experienced Projection and Sound Engineers.

Atomic Bomb Figures Aid Louisville "End" Debut

LOUISVILLE—The opening here at Loew's Theatre of "The Beginning or the End" featured Maj. Edwin Franz and Dr. Shelby Love



Shown here looking at stills from "The Beginning or the End" are Major and Mrs. Charles D. Salwyers and, standing left to right, George Hunt, manager of Loew's, Louisville, and Norman Pullen, assistant to Hunt.

in newspaper stories dealing with their connection with the making of the atomic bomb.

Another story had to do with Maj. Charles D. Salwyers, also of Louisville, now stationed at Oak Ridge, a part of the atomic bomb project.

A tiein was made with WGRC, which stationed an announcer on the stage of Loew's in advance of playdate, plugging the picture some 30 times. The theatre also featured a 15-minute air interview with Major Salwyers at Oak Ridge. Another station, WAVE, had a 15-minute broadcast from the stage with William D. Selby, president of the junior chamber of commerce, acting as emcee.

Special invitations were sent to 150 honor guests. Giant searchlights illuminated the front of the theatre.

Crowds waited in the rain for an hour.

Coal Synthetics Industry Will Build at Pittsburgh

PITTSBURGH—King Coal is setting up a new $120,000,000 throne here. The Pittsburgh Consolidation Coal Co. has disclosed plans for a gigantic new industry designed to bolster the shaky dominance of coal through synthetic production of its natural competitors, gas, gasoline and oil. The site of the pilot plant was made to order for such a project at Library, Pa.

This page one story may prove to be the biggest industrial news since steel first came to Pittsburgh. The district thus gets a head start in obtaining the many diversified industries which can be attracted by an almost unlimited supply of high quality gas, plus huge quantities of fuel oil, alcohol, gasoline and sulphur. Great chemical industries well might develop here, rivaling steel as a source of industrial wealth.

New Equipment at Benton

BENTON, KY.—The Ruffin Amusement Co. has installed new projection equipment, sound and screen in the Benton Theatre. Paul Harrington of the company's home office was in charge of installation. While here, he also supervised installation of a new tile floor in the lobby and rebuilding the neon sign.

Braumart Will Build $150,000 Theatre

IRON MOUNTAIN, MICH.—The Braumart Theatre Co. will construct a new theatre here at a cost estimated at $150,000. The new house will be located at the rear of the present Braumart Theatre. Construction will begin some time this spring. Designed as an L-shaped structure, the theatre will seat 1,150 persons. The Braumart and Colonial will continue to operate, M. D. Thomas, president of the Braumart Co., said.

OLUMBUS

The Olentangy Theatre, operated by Al Sugarman and Lee Hofheimer, will become the first foreign film theatre in Columbus as soon as remodeling and renovation are completed. The theatre is situated in the Clintonville area near Ohio State university. Sugarman and Hofheimer, incidentally, will take over the Champion, Miles circuit house, June 1.

Voice of the Theatre sound system has been installed at the Drexel Theatre, operated by Ethel Miles . . . Johnny Jones, Dispatch columnist and former theatre manager, said in his column that he got a thrill out of the new Kroehler pushback seats at the new University Theatre.

Seventy-year-old Thomas May, who had never seen a motion picture, broke that record when his son took him to the Parsons Theatre to see "The Jolson Story." Now he's a confirmed film fan . . . Barkers of the local Variety Club who plan to attend the national convention in Los Angeles May 13-17 are urged to contact J. F. Luft, treasurer, at 55 East State St. immediately. A special train will pick up barkers on the trip to the coast.

Louis J. Velas has reopened the former Ohio Theatre, Cambridge, closed for the past five years. He has renamed it the Liberty. It has been remodeled and equipped with RCA sound . . . Charles R. Brinkman, operator of the Du-Drop Inn, Defiance, plans to build a $50,000 drive-in and restaurant on an eight-acre tract north of Defiance on Route 66.

John B. Brobst, Loew's Ohio maintenance man, was seriously injured when he fell to the sidewalk while changing the theatre marquee. He will be hospitalized for several weeks . . . J. Maxwell Joice, Paramount special representative out of Cleveland, was in town saying farewell to local friends before assuming his new duties as special representative in Washington for Paramount. Joice will be succeeded in the Cleveland-Detroit area by James Levine, with Paramount in Pittsburgh . . . Arthur M. "Doc" Holah, MGM representative, has joined the swelling ranks of house hunters. Longtime resident of Newark, Ohio, Holah is seeking a home in Columbus.

Senate Passes Resolution Commending Dorsey Bros.

HARRISBURG—The Pennsylvania senate has passed a resolution (legislative journal page 481) congratulating the Dorsey brothers for their accomplishments in music and for the credit they have brought to Shenandoah and Pennsylvania. Senator Wagner presented the resolution in exploiting the United Artists' release, "The Fabulous Dorseys."

Storm Snarls Film Booking Schedules

CLEVELAND—The motion picture industry, like every other business in the greater Cleveland area, was badly disrupted last week by the most severe snow and wind storm in the annals of the local weather bureau. Not only was the snowfall the heaviest of the entire winter, but a 65-mile gale blocked all traffic, interfered with transportation, caused a breakdown in the power plants serving the west side, blew out innumerable plate glass windows and caused other property damage.

Tuesday all film messenger service in the Toledo area was halted by the storm. Messengers traveling the river route got through and made their deliveries, but whether they did or not was not of much importance to the exhibitors, because a large number of them didn't even open, knowing that they would have practically no attendance.

In Cleveland, the downtown houses were all open, and while business was off, it wasn't too bad. They drew from the large number of people who couldn't get home and had to stay in town all night.

Most of the west side houses were closed because of lack of power when a line broke. East side houses were spotty. Some opened and closed, refunding what few admissions there were. Others stayed open and grossed as low as $20.

In the exchanges confusion ran high. They didn't know where their film was, or when it would be returned. Booking schedules were completely disrupted Tuesday and Wednesday. On Thursday things began to clear up. Trucks got through the melting snow and ice, and theatres resumed their schedules as if nothing had happened.

But it sure was hectic while it lasted.

Gale Kills Theatre Business In Pittsburgh Last Week

PITTSBURGH—District theatres turned in record and near-record low grosses for a day or two last week when violent winds roared and snow descended in a storm which blew in from the midwest. The gale included spring thunder, lightning, rain, snow and winds up to 60 miles an hour. Traffic was stopped on every hill by a thin coating of ice and few people ventured out of their homes.

Postman's Holiday Motif For Chief Projectionist

HODGENVILLE, KY.—J. E. Elliott, chief projectionist at the Lincoln Theatre here, takes a postman's holiday in his spare time. Apparently he doesn't get enough of the theatre, for, after his regular work, he visits other theatres and helps out in the booth.

If a new installation is made, he is usually on hand, giving advice to beginners in the industry. He helps other theatre men with their candy and popcorn concessions; repairs ticket machines and coin-changers. His generosity is so notable that he has been the subject of several newspaper articles, including one yarn written by A. Daugherty of the Louisville Times.

Fine Buys Fenway Hotel

CLEVELAND—Meyer Fine, general manager of the Associated Theatres circuit, and associates of Fenway Hall Corp. announce the purchase of the 12-story, 240-suite Fenway Hall apartment hotel, Euclid avenue at East 107th street.

LOUISVILLE

Operated jointly by Morris Smith and B. Bennett, the new Ace Theatre in Taylorsville, Ky., is expected to be completed soon. It will replace the house destroyed by fire several months ago . . . M. G. Thomas, Altec's district manager, made a routine trip to Louisville and vicinity.

Stuart Ruble is the new manager of the Park Theatre, Louisville, operated by Amusement Enterprises . . . Louis Hudson has replaced Herb Nadel as manager of the local Hill Top Theatre . . . In addition to his theatre interests Gilbert May of Corydon had just completed a new store building which he has leased to the A&P grocery chain.

The Shelbyville drive-in is scheduled to open for the summer season April 11. It will be managed by Floyd Morrow, who will also have charge of the 18th Street drive-in when that unit is completed . . . W. E. Carrell of the Falls City Theatre Equipment Co. is back at his desk after a tour through southern Indiana . . . Mrs. J. F. Carnahan, wife of the circuit theatre executive, is in Jewish hospital here.

Recent visitors on the local scene included G. N. May, Dream, Corydon; Luther Knifley, Art, Knifley; William P. McGovern, Ritz, Loogootee; Morris Smith and B. Bennett, New Ace, Taylorsville; W. Clausen, Bonnieville, Bonnieville; R. L. Harned, Empire, Sellersburg; E. L. Ornstein, Ornstein Theatres, Marengo . . . New chairs are being installed in the Ritz Theatre, Loogootee . . . A. A. Daugherty, film critic for the Louisville Times, is recovering from a siege of pneumonia.

In a tiein with the Kay Jewelry Co., the National Theatre staged a $500,000 diamond exhibit. The collection was modeled on the stage of the theatre by three entrants in the Miss Louisville pageant of 1947, sponsored by the Louisville Junior Chamber of Commerce. Carl Watts, master of ceremonies, broadcast the program directly from the theatre over WGRC.

"13 Rue Madeleine" coupled with "The Pilgrim Lady" after completing a week's run at the Rialto, were moved to the Brown for a second week . . . "Angel and the Badman," plus "The Ghost Goes Wild," opened at the Rialto . . . Reissues were in order for the Mary Anderson and the National, the former returning "The Sea Hawk" and "The Sea Wolf" on a double bill, and the latter running "You Can't Cheat an Honest Man" and "I Stole a Million."

In competing double features for first runs, Loew's opened with "Lady in the Lake" and "Blondie's Holiday" and the Strand with "The Brasher Doubloon" and "Wanted for Murder." "The Egg and I" opened at the National April 5.

Floods, Winds, Snow Stop Film Deliveries

Detroit—Film deliveries, except for a few handled by rail, were at a standstill in Michigan this week. Deep snow drifted on all roads and 70-mile winds and widespread floods resulting from previous snowstorms made this the worst week of the season. Attendance at theatres in Detroit and all over the state dropped to 40 per cent of normal.

Blizzard Smothers Cleveland Business

CLEVELAND—The heaviest snow storm of the winter, accompanied by a 65 miles per hour gale, paralyzed local and intercity traffic and almost all business for two days. Downtown theatres remained open, but few people came in. Neighborhoods suffered most. Many opened to a dozen or more patrons, refunded the money and closed. City schools closed from one to three days, and all outlying schools were shut off from communication. A break in power lines closed many west side theatres. All were reopened Wednesday following the Tuesday storm. Report for week ending March 27:

(Average is 100)

Allen—**Boomerang** (20th-Fox), 2nd wk. 65
Hippodrome—**Nora Prentiss** (WB) 80
Lake—**Dead Reckoning** (Col), 3rd d. t. wk. 90
Ohio—**Kit Carson** (UA), reissue 100
Palace—**Wake Up and Dream** (20th-Fox), plus Lionel Hampton orchestra on stage 95
State—**California** (Para) 100
Stillman—**My Favorite Brunette** (Para), 2nd d. t. wk. 100

Blast of Winter Drives Detroit Grosses Down

DETROIT—Recurrence of winter weather with a heavy blizzard drove grosses down for some of the lowest business reported in many weeks. Stronger boxoffice attractions naturally continued to do better business, with neighborhood houses reporting that the storm had hurt their walking trade as well as those who come by car from a greater distance Detail for week ending March 27:

Adams—**The Jolson Story** (Col), 12th wk. 115
B'way Capitol—**The Beast With Five Fingers** (WB); **The Brute Man** (PRC) 125
Cinema—**The Turning Point** (Art), 2nd wk. 90
Downtown—**San Quentin** (RKO); **Death Valley** (SG), 2nd wk. 95
Fox—**Framed** (Col); **Cigarette Girl** (Col) 125
Michigan—**Sinbad the Sailor** (RKO); **Fall Guy** (Mono), 2nd wk. 130
Palms-State—**Angel and the Badman** (Rep); **Three on a Ticket** (PRC) 95
Paradise—**Singin' in the Corn** (Col), 2nd run; plus Sy Oliver orchestra on stage 90
United Artists—**Suddenly It's Spring** (Para); **The Guilty** (Mono), 2nd wk. 100

'Years,' 'Jolson' and 'Henry' Tell the Story in Pittsburgh

PITTSBURGH—"The Best Years of Our Lives" trebled average gross in its second week in the Fulton, establishing another record for the Samuel Goldwyn's production. "The Jolson Story" was a money-maker in its fifth week in the J. P. Harris and moved on to the Senator. "Henry V" continued in capacity business style in the Art Cinema.

Art Cinema—**Henry V** (UA), 2nd wk., Roadshow ..... Record
Fulton—**The Best Years of Our Lives** (RKO), 2nd wk., roadshow 300
Harris—**The Jolson Story** (Col), 5th wk. 120
Penn—**My Favorite Brunette** (Para) 120
Ritz—**The Beginning or the End** (MGM), 2nd d. t. wk. 85
Senator—**Shanghai Gesture** (SR), reissue; **Millie's Daughter** (Col) 110
Stanley—**Pursued** (WB), 2nd wk. 70
Warner—**Ladies' Man** (Para) 90

P. J. Wood Urges Support For Bill on Female Help

COLUMBUS, OHIO—P. J. Wood, secretary of the Independent Theatre Owners of Ohio, notified exhibitors to contact their state representatives and urge them to support house bill 349, recently introduced by Representative John Kowalk of Sandusky county, which makes two provisions affecting the employment of females and minors in theatres as follows: 1, females over 21 years of age would be permitted to work as ticket sellers after 10 p. m.; 2, females 16 to 18 years of age would be permitted to work until 10 p. m.

DETROIT

Ray Balonsek of Jam Handy has been elected president of the newly organized Photographic Specialists of Detroit . . . Phil Brestoff left to visit his wife, Dee Parker, at the Paramount Theatre in New York . . . Frank Kutzen of Devlin's will spend six weeks on the west coast . . . Bob Dunbar has come up with a real crowd-pulling idea for Saturday night at Variety Club . . . Bryan Foy of Eagle-Lion was in town giving the local scribes the lowdown on a pair of hometowners, Joan Leslie and John Hodiak.

The Super Sound Co., operating a new 16mm film library as well as projection service and sales, has just been established at 10500 East Warren Ave. by Robert C. Servis, Leonard Y. Sanborn, and Harvey H. Huff . . . Herman Rosenberg has established the American Popcorn Confections Co. at 8634 East Forest Ave., specializing in ready-popped corn for theatres.

Ray Meurer, UDT attorney, was slated to be honored guest at an informal Statler party this weekend . . . Mrs. Walter R. O'Hair, active in Variety activities, is back from New Orleans.

Cliff J. Younger, formerly exploiteer for 20th-Fox, has taken over the press agent's desk at Gayer and Lewiston enterprises, operating the Monroe Theatre and other activities . . . Harold Rhodes, Paramount booker, is recuperating at home following a hernia operation . . . Paramount Manager H. E. Stuckey has returned from a sales conference at Cleveland.



STEVE BROIDY

Steve Broidy, president of Monogram and Allied Artists, and Edward Morey, vice-president, stopped over in Detroit on their way from the board of directors meeting in Chicago to Toronto.

Up in the Booths: James Powers has moved from the Parkside to the East Side Drive-In in anticipation of the East Side reopening April 11 . . . Frank Oldham has returned from a six-month vacation in Florida to take over at the Parkside . . . Clyde Haskell of the Sheridan is on the sick list. James Powers jr. is filling in for him.

Richard Connell of the Pasadena at last found an apartment next door to the theatre. Mrs. Connell, who was driven out of town by the housing shortage, has rejoined him . . . Cecil Cox of the Colony has bought a house way out on Burt road, 18 miles from his job.

Lee Engerson, who took over John Colwell sr.'s place when the latter moved to the Downtown, may leave the Harper soon for a long stay in Florida. Engerson worked for Jam Handy for 12 years . . . Ed W. Foster of the Harper has sold his new place in Algonac and will move back to town. He may build again soon around New Baltimore.

Under the Marquees: Frank Crowe has returned to the Empress as manager replacing Mike Kennedy . . . W. G. Sobel, manager of the local drive-ins, is putting new speakers in the East Side, which is set for an April 11 opening . . . John Penrod is back in show business as manager of the Sheridan, replacing Thomas Raines . . . Joseph Palozollo is installing new washrooms and a candy counter in the Pasadena, which he recently took over from David Newman.

Alva Keith, manager of the Colony, was out enjoying a cigar between shows, although the snowdrifts were piled up high outside . . . Zane Gray Hawks is assistant manager at the Harper, replacing Elmer C. Barg, temporarily retired from active show business.

On Filmrow: Don Fill, PRC booker, has been promoted to office manager and city salesman . . . Dennis Lenahan, son of Joseph Lenahan of Mills Mutual Agency, is breaking into show business as new booker for PRC, together with Kenneth Guibord, another newcomer . . . Clair Townsend has booked the first two Eagle-Lion releases, "It's a Joke, Son" and "Bedelia," as a double bill at the United Artists.

Theatrical Post Notes: Max Kolin and Wayne Roberts are pinch-hitting for Harry Carson, who will be in Chicago for three weeks . . . Bob Henri and his committee are getting the band in shape with hopes of having it in the Decoration day parade . . . Bob Seeley is figuring out some new ideas for the coming conventions . . . The post's noonday meetings are getting a big play . . . Any member who has a son between 15 and 18 years of age who would like to attend Boys State is asked to get in touch with Sam Comella.

Gil Lubin sr. has his store teeth in working order now . . . Barney Mannix and Max Scher are still in the Vets hospital . . . Frank Bettelli of the Dawn post, Hollywood, Calif., is visiting here . . . Stormy Blough is as happy as a little boy now. He has his new car . . . George Turner is back from a six-week trip with a show . . . The next post meeting will be at noon April 9 in the Colony restaurant.

SPRINGFIELD

Closed for two weeks, the Southern neighborhood house here reopened March 30 under new management of Louis Murph. Murph, employed by the Ohio Steel Foundry Co., and a resident here 25 years, obtained the lease for the theatre building from Mrs. George Jackson. Plans for the theatre include installation of cushioned seats and scheduling of vaudeville shows, Murph said. The theatre will open at 5:30 p. m. on weekdays and at 3:30 p. m. Saturdays, Sundays and holidays.

Harry Elliott, acting manager of the Princess, has been shifted to the Ohio as assistant manager . . . A stage show featuring the Duke of Paducah and his Grand Ole Opry gang from Nashville, has been booked for four performances April 25 at the Fairbanks Theatre.

Virginia Bray, a secretary to M. H. Chakeres, Springfield manager of Chakeres Theatres, was married March 29 to Howard Eugene Haynes, son of Mr. and Mrs. W. R. Haynes of Jacksonville, Ill. Miss Bray is the daughter of Mr. and Mrs. C. H. Bray of Springfield. The bride will continue her position with the Chakeres organization . . . Katherine Foster, of the Chakeres secretarial staff, has been ill with influenza.

The Ohio and Majestic are leading local theatres in the attendance drive honoring Nat Wolf, Cleveland, zone manager for Warner Bros. Theatres . . . Frank Collins, manager of the Chakeres circuit outside Springfield, announces that plans have been completed for construction of the new 1,000-seat Chakeres-Dwyer Theatre at Celina, Ohio. Construction is expected to start soon. John Eberson of New York City is the architect.

Polynesian Gets Part

The young Polynesian singer Amelita Mendona, has been assigned a feature spot in Independent's "Las Vegas."

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George Erdmann, 64, Dies in Sanitarium

CLEVELAND—Members of the motion picture industry here were saddened by the death Saturday morning of George W. Erdmann, 64, secretary of the Cleveland Motion Picture Exhibitors Ass'n.

Erdmann, who had just entered his 21st year as association secretary, died at Sunny Acres sanitarium, where he has been ill since last August of a lung ailment. Services were held Tuesday and burial was at Acacia cemetery beside Mrs. Erdman who died only four months ago. Surviving are three children, George of Allentown, Pa., and Althea and Florence, and a brother, Charles of Toronto.

SERVED IN ALL BRANCHES

During his many years in the amusement field, Erdmann had experience in every branch of the motion picture industry. Born in Albany, his first experience was as a Pathe news cameraman. Next he became manager of the Elmwood Theatre, Buffalo, where he often appeared on the stage to sing along with the then popular song slides.

In 1915 Erdmann shifted from exhibition to distribution, joining the Victor Film Co., from which sprang the Universal Film Co. The following year, in partnership with Al Brandt, he distributed "Idle Wives" in the Cleveland, Cincinnati and Indianapolis territories.

FORMED FIRST EXHIBITOR GROUP

In the following years he became local manager for L. J. Selznick, and then was Paramount's first Cleveland manager. Prior to that Paramount customers were served out of the Pittsburgh office. He was also local manager for First National.

Organization work was not new to Erdmann when he was appointed CMPEA secretary. Back in 1905 he organized the first exhibitor group in Buffalo. During his 20 active years with the CMPEA he was influential in community work, had a citation for his efforts in behalf of the Red Cross, and through his influence with civic leaders served all of the exhibitors of the community.

100 Attend Farewell Fete For Kolitz in Cleveland

CLEVELAND—The Al Kolitz farewell dinner last Monday was one of the most successful affairs of its kind held here. More than 100 members of the distribution and exhibition branches of the industry were on hand to extend their good wishes to Kolitz. He leaves Cleveland to take over as RKO district manager with headquarters in Denver.

In addition to the Cleveland exhibitors and exchange men, many were here from out of town, including Len Gruenberg, RKO metropolitan district manager whom Kolitz succeeds in the Rocky mountain district, and Bernard Kranze, assistant sales manager for the J. Arthur Rank Organization and former RKO district manager in this area. Others here from out of town were Sid Kramer, assistant RKO short subjects sales manager; Martin G. Smith, Jack Lykes, Jim Beidler, Bert Schoonmaker and Jim Dempsey, Toledo; Ray S. Wallace, Alliance; Leo Jones, Upper Sandusky; Urban Anderson, Uhrichsville; Nat Walken, Salem; Paul Ellis, Warren; Pete Ruffo, Niles; George Delis, Canton; Leon Velas, Yorkville, and Chris Velas, Bellaire.

Lester Zucker as master of ceremonies made a hit by keeping the speeches short. The party wound up with the presentation of a matched luggage set to Kolitz.

Dedicated to Grid Star, University Makes Bow

COLUMBUS — Close identification with special interests of its anticipated clientele marked the opening of the University Theatre here, situated opposite the Ohio State university. This first house to be opened in the Ohio capital in the postwar period is the newest member of the local Academy circuit owned by Leo Yassenoff.

Dedication of the theatre coincided with the inauguration of the Chic Harley scholarship fund, which will aid future Ohio State athletes in memory of Harley, greatest grid star in Ohio State history. Yassenoff dedicated the theatre to Harley, in unveiling the ceramic statue of the football star that adorns the front of the theatre. Yassenoff credited Johnny Jones, Dispatch columnist and onetime Scarlet and Gray cheerleader, with originating the scholarship idea. Yassenoff had Jones do the running commentary on the special trailer shown during opening week at the University. The trailer shows scenes from Chic's life and career at Ohio State.

CHIC'S FAMILY ATTENDS

Chic's family was at the ceremony—his mother, Mrs. Charles W. Harley sr.; two brothers, Walter and William G. Harley and a sister, Mrs. S. N. Wessell. Gov. Thomas J. Herbert and Mayor James A. Rhodes were honor guests. Bobby Watts, president of the Varsity Alumni Ass'n, acted as master of ceremonies with George M. Trautman, baseball executive, unveiling the statue. Wesley Fesler, new Ohio State football coach, and Dick Larkins, athletic director-designate, were on the dedicatory program.

Roger Garrett, manager of the university and featured organist, played Ohio State songs on the Hammond organ. Incidentally, Yassenoff was a member of the Ohio State football team in the Harley days a generation ago.

Chic's fame is national history in football circles. He starred on the 1916, 1917 and 1919 Ohio State teams. He is credited with bringing Ohio State out of the college-in-a-cornfield stage and into the big time. Incidentally, old Ohio Field on which Harley romped was situated directly across High street from the University Theatre. The field has long since given way to mammoth Ohio Stadium, farther west near the Olentangy river.

Chic himself was unable to attend the ceremony. For several years he has been in a Veterans' hospital at Danville, Ill. The scholarship fund, open to public contributions, will provide annual scholarships to outstanding undergraduate students. They will be awarded by the university president.

CEREMONY INTO NEWSREELS

A Universal newsreel crew filmed the dedication ceremony. Opening of the new 1,000-seat showcase was preceded by several days of ads stressing the comfort, convenience, safety and beauty of the new theatre. The University, with its distinctive color scheme of scarlet and gray, the Ohio State colors, has new pushback chairs, roomy seat spacing (the house originally was announced to have 1,200 seats but to provide more room that was reduced by 200 seats); finest sight lines, perfect acoustics, heating and cooling system of latest design, fireproof construction throughout, spun glass draperies and artistic murals.

To cement further its identification with the community, Manager Roger Garrett will stage what are in effect community sings—with Garrett at the Hammond organ for two nightly programs, complete with slides. Garrett, too, was made a member of the University City Business Men's Ass'n—a month before the theatre opened.

Masked Bandit Slugs Two, Seizes Theatre's Receipts

SCOTTSDALE, PA.—The Strand was robbed of $200 by a masked bandit last week following the closing of the boxoffice. The thug was crouching behind the safe in the office. When Dorothea Weaver, cashier, and Angelo Commore, usher, entered, he slugged them and grabbed the cash, escaping through a side door.

The audience thought Commore's scream was caused by disorderly boys.

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PITTSBURGH

Herbert Leonard Perer, city exhibitor, and his bride, the former Beatrice Taper, honeymooned in New York this week following their marriage Sunday evening (30) in Beth Shalom synogogue. The bridegroom operates the Park and Novelty. Among those attending the wedding were Victor A. Rigaumont, architect; Mr. and Mrs. Archie Fineman, city exhibitors, who returned from Los Angeles, bringing with them Mrs. Jacob Richman, wife of the retired city exhibitor (Mrs. Fineman and Mrs. Richman are sisters of Leonard Perer's mother); Mr. and Mrs. W. C. Jarvis, National Theatre Supply; Mr. and Mrs. Louis Averbach, Paramount; Nathan H. Perer, cousin and business associate of the bridegroom; Mr. and Mrs. James H. Alexander, Alexander Theatre Supply; Marvin Wolfish, RKO salesman, Philadelphia; Wahneta Gardner, MGM; Shirley Lee Shapiro, Republic; Goldye Mandell Sisser, Paramount, and Nathan Foreman, projectionist.

John Walsh, manager of the Fulton, has been kept on the go ever since "The Best Years of Our Lives" moved into the house. Only sufficient tickets are being sold to fill the house for each presentation and on occasions when tickets sold out early Walsh closed the boxoffice and shifted ticket sales for subsequent performances to the inside.



JOHN WALSH

Johnny Harris' Ironmen finished last in the western division of the Basketball Ass'n of America, and Paul Birch has been dropped as coach. John T. McGreevey of the Harris Amusement companies, who is general manager of the Ironmen, is on the lookout for new players for next season . . . A half million dollars has been spent in remodeling Forbes field and a new Pirate attendance record for opening day is certain when the Bucs lift the lid here April 18, with Bing Crosby in attendance.

The M. N. Shapiros, city exhibitors, who spent the winter in Arizona, Mexico and California, returned home this week . . . Ursula Halloran, Wilkinsburg, winner of the local "My Favorite Brunette" contest, went to Hollywood for the Easter holidays as a guest of Bob Hope . . . Lauritz Melchior exploited MGM's "Thrill of a Romance" and "This Time for Keeps" in his Syria Mosque concert last Saturday, singing hit songs from these pictures.

Lou Hanna and George Callahan jr. of Acme and Exhibitors Service, respectively, were in Chicago this week in connection with plans for National Film Service . . . **Jim** Levine, Paramount exploiteer here for several years, reported in Cleveland this week as Cleveland and Detroit representative, succeeding J. Maxwell Joice, Cleveland special representative, who has been assigned to Washington.

Ira H. Cohn, UA manager, ill for some weeks in Shadyside hospital following a heart attack, suffered a series of chills. He is allowed no visitors . . . Jim O'Keefe, veteran in the industry, forwarded an Easter card from Montgomery, Ala. . . . Three Costa Rican beauty winners were here Wednesday exploiting 20th-Fox's "Carnival in Costa Rica," opening in the J. P. Harris.

Ground has been broken at Mars, Pa., for a 500-seat theatre for a corporation headed by Dr. Balinger and Mr. Shumaker, the latter of Butler, Pa. Balinger is a dentist . . . Mrs. Bryan D. Stoner, wife of Buck Stoner, former MGM manager here and now 20th-Fox Pacific coast district manager, visited here this week . . . The "Dinty" Moore photo reproduced here last week was B. F. "Dinty" Moore, district manager for Warner Theatres east of Pittsburgh, and not the Filmrow "Dinty" Forrest D. Moore, manager of the Warner exchange.

Mike Serventi, veteran exhibitor, has sold his hotel in Petrolia and is taking things easy. His sons Mark and Lou, ex-GIs, have been managing the Serventi theatres in Rimersburg, Chicora and Petrolia . . . Lew Hepinger, pioneer exhibitor, was bedded with the flu at his home in Clarion . . . Fred J. Herrington, for the eighth week or so, consecutively, was in Harrisburg and putting up a grand fight for independent exhibitors. Miss Mathilda Kiel, AMPTO's assistant secretary, looks after the office when Fred is absent.

Fred Solomon, American Poster Supply proprietor, was back on the job this week after being absent due to the flu . . . Allan Wieder, RKO exploiteer, has been working on "The Best Years of Our Lives" campaign for the April 10 opening at the Olympic, Altoona . . . Max Shulgold, Crown Film manager, ill with the grippe for a week or so, has resumed duties at his office . . . Bert M. Stearn, Co-Op head, has improved in health and he was expected at the office this week.

John S. Goshorn, sales manager for the theatre division, National Theatre Supply, was here on business from the New York home office and from his office home in Canal Fulton, Ohio.

Werner "Fuzzy" Lund and Dario Castelli were in Buffalo in connection with the release of "Citizen Saint," and Andy Battiston, area distributor of this film, made trips to New York, Philadelphia, Washington and Baltimore . . . The Archie Finemans, city exhibitors, are at home here after spending the winter in the west . . . Spring cleaning closed the Variety Club from April 1 to 5.

Charles V. Byers, Pennsylvania representative for Manley popcorn machines, was a Filmrow visitor . . . Theatre Candy Co. of Pittsburgh has made an affiliation with the National Ass'n of Popcorn Mfrs. . . . The Ernest Liebermans became parents of a second son and pop was passing cigars out on Filmrow. The new arrival has been named William Kalmine Lieberman after the Barnesboro exhibitor's brother-in-law, Harry Kalmine, general manager of the national Warner Bros. circuit. The Liebermans' other son Michael is six.

The McKnight Drive-In Theatre Co. was registered in the commonwealth records March 28 . . . Shea's Orpheum, McKees Rocks, has reopened following remodeling, reseating, redecoration and general renovations . . . Harris circuit executives were hosts at the Variety Club family night party Friday of last week . . . George Tice is looking after details at the Columbia exchange, filling in for Art Levy, manager, who is vacationing in Florida.

Dr. A. L. Koontz, veteran exhibitor at New Martinsville, W. Va., is quite ill. An operation was not performed due to physical disability discovered at the hospital . . . Best, Edinboro, has installed new projection lamps . . . L. L. Ash, who took over booking duties for theatres at Idamay and Carolina, W. Va., aso is booking the State, Grant Town. E. W. Spencer of Fairmont is operating manager of the three theatres.

The Herb Ochs directed drive-in on Route 22, east of Wilkinsburg, open for three successful months last year, will reopen April 8, with expectation of closing the season around December 1, made possible by in-the-car speakers. Ochs was booking pictures this week.

The Norbert Stern-George C. Davis drive-in on Route 88, near South Park in Bethel township, will reopen within two weeks. Ernest Stern, son of Norbert Stern, who manages and books this outdoor theatre, has been busy with his operation of a GI-approved barber school on Smithfield street, downtown.

PRC will move from 415 Van Braam to quarters in the film building at 1623 Blvd. of the Allies, occcupying the former RKO exchange quarters Monday, April 7. The new exchange is freshly painted and renovated . . . Mike Winograd of the Oriental and Majestic, Rochester, Pa., who is ending his winter's vacation in Florida, has plans for extensive remodeling of the Majestic.

More than 20 officials and managers of the Blatt Bros. circuit held a meeting in East Brady last Friday. Feature screening was MGM's "The Beginning or the End" . . . FCC has granted an FM radio permit to Pennsylvania State college . . . Harold V. Gedney jr., grandson of the Fred J. Herringtons, was the star of "Almost Eighteen," senior class play in the Baldwin township high school.

Theatre Employes Local B12 is holding a benefit drawing for its sick fund, prizes being a portable radio and camera. Tickets are a quarter and the drawing is April 27 . . . A son was born to the Louis Ginsburgs. Papa is connected with the Warner circuit's auditing department . . . Tom Grady and Charles Bell, MGM auditors, are working at the local branch exchange.

Attending the Variety Club dinner for Sam Wheeler, Film Classics sales manager, in Washington, Monday evening were Hymie Wheeler, Monogram salesman, brother, and Donald Chaban, RKO booker, nephew, of Pittsburgh, and Jake Soltz, veteran of the industry here and an old friend of the honor guest . . . Mr. and Mrs. Joseph Feldman of the Warner circuit were in New York last week to attend the funeral of Mrs. Feldman's uncle.

Blair Y. Smith is opening a Harrisburg office for the Manley popcorn firm . . . John H. Harris is departing for Hollywood and the opening of his "Ice-Capades" . . . Bill Feld, Republic manager, selected the roughest winter day in years for the special showing of the new Roy Rogers picture, "Apache Rose," in the Shadyside. Of course the invitations had been in the mail for a week in advance and spring was in the air and on the calendar, but few ventured out in the terrific gale to attend the preview. The new Trucolor job was okayed by the small audience made up of true-blue Roy Rogers fans.

With the Warner-Loew booking pool dissolved, Loew's, Inc., has acquired the downtown Ritz as a companion house to the Penn. Warners continues operation of the Stanley and the Warner, with RKO product committed to the latter house.

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Film Clause Deletion In Censor Bill Likely

BOSTON — A hearing of senate bill No. 370 was held at the state capitol by the committee on legal affairs. The bill would give state and local censors the right "to protect the public against immoral, indecent and habit-forming suggestions" in films as well as other forms of licensed attractions and literature. The bill was hoppered by the American Legion.

At the hearing, Coleman Curran, state adjutant of the Legion, requested that anything in the bill pertaining to the motion picture industry be deleted, in that the motion picture industry was not mentioned in the original resolution growing out of the American Legion convention held in Lowell last fall.

When the bill was drawn up, Curran was away on a vacation, so there seems to be some question as to how the motion picture clause got into the bill in the first place. The committee was noncommital about the deletion, but the bill was to be considered further in executive session. It was assumed by observers that Curran's recommendation will be accepted by the committee.

The newly formed Massachusetts motion picture coordinating committee, headed by Frank Lydon, was present at the hearing to protest the motion picture clause.

George M. Beede Injured, Wife Killed in Car Crash

WESTBORO, MASS.—George M. Beede, 60, one-time theatre manager and a selectman of Westboro, was severely injured, and his wife Anna M., 58, was killed, in a head-on automobile collision here. Suffering from internal injuries, head injuries and fractures of the legs and ribs, Beede was reported in fair condition at St. Luke's hospital, Middleboro.

Beede was re-elected as a selectman several weeks ago after having served one three-year term. He formerly was manager of the Strand Theatre in Westboro, and prior to that had been manager of the Majestic Theatre in Easthampton.

Billy B. Van to Committee For Sophie Tucker Fete

NEWPORT, N. H.—Billy B. Van, comedian and sponsor of the fund to build a memorial for Sarah Josepha Hale, author of "Mary's Little Lamb," has accepted an appointment to serve on a committee to honor Sophie Tucker with a testimonial dinner in New York City May 1. Van has worked in vaudeville with Miss Tucker and other members of the fund committee, including Eddie Cantor and Irving Berlin.

Curfew Changes Free Film Hour

WATERVILLE, ME.—A curfew law now in force here has made it necessary to change the opening hour of the Waterville Boys' club motion picture program from 7 p. m. to 6 p. m. Members are admitted to these programs free upon presenting their membership cards.

Dover House Sponsors Baby Contest

DOVER, N. H.—The Strand Theatre here is sponsoring a baby contest in cooperation with Dover merchants and the Dover Weekly Democrat. First prize is a loving cup and $75 in cash.

Siritzky Enters Boston In Deals on Two Houses

Barkers at New Haven Will Install Officers

NEW HAVEN—Tent No. 31 of Variety Clubs will install Barney Pitkin of RKO as chief barker at a special meeting to be held April 14 at Hotel Taft. Other officers of the newly formed tent to be inducted are:



BARNEY PITKIN

Dr. J. B. Fishman, assistant chief barker; Rudy Frank, second assistant; George Wilkinson, dough guy; Arthur Greenfield, property master; Carl Goe, John Pavone, Herman Levy, Lou Brown, Harry F. Shaw and Henry Germaine, canvasmen. Membership is growing steadily.

Neglect Children's Safety, School Principals Charge

WORCESTER—The Leominster Elementary Principals Ass'n has filed a communication with the Leominster school committee charging that insufficient care was taken to insure proper safety of school children at a recent play in the Rialto, Leominster, sponsored by the Parent-Teacher council. The principals complained of makeshift seating arrangements and chairs in the aisles. The theatre disclaimed responsibility, stating the conditions developed after the house had been rented.

A Week of Cartoons

HARTFORD—Jack Simons, Center manager, will offer a bill composed of 17 cartoons and comedy shorts plus a feature for the week of April 6-12.

BOSTON—James J. Mage relinquished the lease on the Old South Theatre March 25. He continues to operate the Laffmovie here and his New York houses. Old South returned to its original lessee, Fred Lieberman. The ownership of the entire property was reported to have changed hands recently. The house seats 800 and has been on a foreign picture policy the last few months.

The new operator will be Leon Siritzky of Siritzky International, who has signed a 20-year lease on the Old South, effective April 5. The house will be renamed the Rex and will start on a foreign film policy. This deal is the first out-of-town link in the American theatre chain of Siritzy International. Other Siritzky theatres are the Ambassador and the Guild in Manhattan and the Majestic in Brooklyn.

The B&Q circuit has taken over the Tremont Theatre from Mage on a 25-year lease, a part of which is understood to be retained by Mage, the original lessee. The house, which seats 2,300 will undergo complete remodeling and redecoration to compete with the better downtown Boston picture palaces. The Tremont is a famous theatrical landmark in this city as in its legitimate days it housed practically all the stars of the early days.

The lease was signed in New York on Thursday (27). Present from the Boston office of B&Q were Don Jacocks, president; Alexander Kilpatrick, Arnold Eisen and Newell Stepp.

Charlie Albee Re-Elected

HARTFORD—Charlie Albee of the State has been re-elected president of IATSE, Local 486. Other re-elected officers: Charlie North, Allyn, business agent; Robert Cormier, Regal, vice-president; Don McDonald, Strand, secretary, and Pete DeCarli, Allyn, recording secretary-treasurer.



EVERYBODY GETS INTO THE ACT—Here's what a publicity meeting on forthcoming product looks like at the Loew-Poli in Hartford. Seated, left to right, are Lou Cohen, manager; Fred R. Greenway, manager of the Palace; Rose Bedalian, usherette, and Sam Horwitz, assistant manager. Standing, Bob Worden, student assistant; Jim Hughes, chief of staff, and Al Lessow, Palace assistant manager.

NEW HAVEN

What the Easter bunny will bring New Haven: "Suddenly It's Spring" at the Paramount, "Nocturne" at the Poli, "Stallion Road" at the Roger Sherman, "My Brother Talks to Horses" at the College . . . Film people, who do a big job on every worthy cause, will again chalk up a neat sum for the Greek orphan clubs, Henry Germaine, Connecticut chairman, believes. Germaine asks all managers and salesmen, as well as exhibitors, to send results and funds immediately, so that Connecticut may make its showing in the national picture.

Bucky Harris, special RKO exploiteer, is "doing" Hartford, New Haven and Bridgeport, where "The Best Years of Our Lives" will open May 11 at Bushnell Memorial, Shubert and Klein Memorial theatres, respectively. Roadshow admissions will be $1.50 evenings, 90 cents matinees.

Bob Kaufmann, 20th-Fox exploitation man, back from a week in Albany, is making the rounds hereabouts . . . Selig Fishman, senior member of the Fishman Theatres firm, is back from a trip to Florida and Cuba, and the family is now smoking nothing but the best Havana cigars . . . Harry Fishman is also back on the job and quite chipper after a few months in Miami Beach where he recuperated from a recent illness.

Herman Ripps, MGM division manager, was in from Albany for a few days with New Haven exchange men. Epidemic of la grippe and other illness has caused many absences around Filmrow . . . Adolph Johnson of the Strand was home ill for a few days . . . Ann Donner, New Haven BOXOFFICE representative, was confined to the hospital for a week . . . George Freeman's wife has been sick at home.

Matt Saunders of the Poli, Bridgeport, is back from a trip to Chicago, where his mother is ill . . . Boss Bill Brown was greeted with a newly painted and rearranged office, flowers and welcoming signs when he returned to the Bijou after a siege at New Haven hospital. Tony Massella, assistant, and the boys and girls, worked on the surprise . . . Hester Meyer, Bijou cashier, will enjoy a week's Easter vacation.

Visitors on the Row: Ernie Dorau of Middletown and Murray Kaufman of the Liberty, Bridgeport, scintillated with wisecracks . . . Bill Brown of the Pickwick, Greenwich, regained interest in Filmrow for the first time last week since his recent marriage to that charming Greenwich girl . . . Leona Reynolds of the Paramount staff will be married soon . . . Versatile Mickey Katineck of the MGM office, will be very dramatic in a Passover play . . . Marion Golander, now Mrs. A. Finkel of Gloversville visited the old gang at the MGM office this week.

John Hesse of Warner Theatres made a trip to Springfield houses this week . . . Fred Dandio is salesman-mechanic at the National Theatre Supply branch . . . That big smile on Bijou Manager Sid Kleper's face is because it will be a boy (he hopes) at the Kleper house soon . . . Mike Piccerillo, former assistant at the Poli, Meriden house, upped to a White Plains job, is now assistant at the Loew, Lexington, N. Y.

The Bijou offered a dual, released through Film Classics, "Scarlet Pimpernel" and "The Return of the Scarlet Pimpernel" . . . At the Cameo, West Haven, the Fishman circuit is experimenting with a "class" double feature, "Brief Encounter" and "Seventh Veil," for three days. Prices were upped from 40 to 60 cents for the event.

Statewide unemployment in Connecticut declined to 24,400 in midFebruary from 25,800 in January. This decline, although slight, is a healthy indication of the over-all labor situation, since the usual seasonal trend at this time shows a rise in unemployment. Average weekly earnings in service industries in the state show an increase of 2.9 per cent whereas in manufacturing, construction, and trade most earnings show a drop. Thirteen new plants registered in New Haven county in January, employing 174 new persons.

Ex-New England Showmen Met by Tom Carey in South

HARTFORD—Tom Carey of the local Tom Carey Theatrical Promotions, returned home last week following a tour of several months through the southern states.

Among friends he met on the trip were Phil Berler, former chief booker for the E. M. Loew's Theatres, now with the Meiselman Theatres, Charlotte, N. C.; Morey "Razz" Goldstein, formerly in the New England territory for Monogram, now general sales manager for the company; Jesse Clark, Paramount Theatres district manager at Jacksonville, Fla.; Howard Pettingill, former manager of the Warner, Worcester, now in an advertising position with Paramount Theatres, also in Jacksonville.

In Miami, Carey met Dick Halloran, formerly at the Mohawk, North Adams, Mass., and Elmer Daniels, former manager of the Capitol, Worcester.

The engagement of Tom Carey jr. to Geraldine French of West Hartford has been announced here.

James Mason in "King David"

James Mason has been chosen for the title role in Independent's "The Life of King David."



Boston Business Up; 'Lake' Good in Two

BOSTON—Despite Lent, business took a surprising spurt last week. "Sinbad the Sailor" at the Memorial and "The Lady in the Lake" at Loew's State and Orpheum were standouts. At the Met, "My Favorite Brunette" continued to draw. Vivian Blaine in person at the Keith-Boston plus "Boomerang" was a popular combination.

(Average is 100)

Boston—**Boomerang** (20th-Fox), plus Vivian Blaine 140
Esquire—**The Best Years of Our Lives** (RKO), 13th wk. 200
Exeter Street—**A Lady Surrenders** (U-I), 2nd wk. 120
Majestic—**The Adventuress** (E-L), 2nd wk. 140
Memorial—**Sinbad the Sailor** (RKO); **It's Great to Be Young** (Col) 150
Metropolitan—**My Favorite Brunette** (Para), 2nd wk. 150
Paramount and Fenway—**Angel and the Badman** (Rep); **Her Sister's Secret** (PRC), 3rd d. t. wk. 150
State and Orpheum—**Lady in the Lake** (MGM); **Blondie's Big Moment** (Col) 170

'Pursued' Takes Top Score In Downtown New Haven

NEW HAVEN—"Pursued" and "Criminal Court" made the top percentage here and were held over a second week at the Roger Sherman. Best gross was chalked up at the larger Loew-Poli house with "Dead Reckoning" and "Cigarette Girl," which will spend a second week at the College.

Bijou—**The Brasher Doubloon** (20th-Fox); **The Devil on Wheels** (PRC) 85
College—**Mr. District Attorney** (Col); **Under Nevada Skies** (Rep) 100
Loew's Poli—**Dead Reckoning** (Col);
Paramount—**Temptation** (U-I); **Calendar Girl** (Rep) 85
Parmount—**Temptation** (U-I); **Calendar Girl** (Rep) .. 85
Roger Sherman—**Pursued** (WB); **Criminal Court** (RKO) 135

Three Films Good Enough For Two Weeks in Hartford

HARTFORD—There were three holdovers locally: "Lady in the Lake," "The Red House" and "Mr. District Attorney."

Allyn—**Easy Come, Easy Go** (Para); **Sioux City Sue** (Rep) 140
E. M. Loew's—**Mr. District Attorney** (Col); **Cigarette Girl** (Col), 2nd wk. 150
Loew's Poli—**Boomerang** (20th-Fox); **Wild West** (PRC) 175
Palace—**Lady in the Lake** (MGM); **Born to Speed** (PRC), 2nd wk. 125
Regal—**The Red House** (UA); **Susie Steps Out** (UA), 2nd wk. 150
State—**Strange Mr. Gregory** (Mono), plus a stage show 110
Strand—**Temptation** (U-I); **Lone Wolf in Mexico** (Col) 160

Photo Contest on 'Lake'

NORWICH, CONN.—Joe Boyle, manager of the Broadway, conducted a photo contest for "Lady in the Lake" in cooperation with the two local dailies, offering cash prizes and passes for the "most unusual picture" in Norwich.

At Plainville Party for Blind

HARTFORD—Harold Rodner of Warner Theatres, New York, executive, attended a party held in Plainville for Avon, Conn., Old Farms convalescent hospital for blinded war veterans, sponsored by Bill Callahan, New York business man. Also present were Henry L. Needles, district manager, Warner Theatres, and Jim McCarthy, manager of the Strand, Hartford.

Photo Layout on Temptresses

HARTFORD—Jim McCarthy, Strand manager, tied up with Celle's beauty salon here for a newspaper photo layout showing temptresses of history on U-I's "Temptation." Local models posed in costumes.

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Reception six to seven P. M.
(Courtesy of the committee)
Dinner at seven P. M.

WORCESTER

Johnny Foy, stage manager of the Capitol who has been vacationing with his wife in Florida, has been in a St. Petersburg hospital with illness . . . Bill Horan, Warner manager in Boston whose home is in nearby Rochdale, went to New York with his wife and daughter to see his alma mater, Holy Cross, win some wonderful basketball games in Madison Square Garden.

Al Kelley, projectionist at the Plymouth, died unexpectedly . . . Sylvia Medici of the Capitol was home ill . . . Manager Alec Davis of the Warner reported a holdover on "Pursued" . . . Says a columnist: "Nate Goldberg, the theatre man, never works himself up beyond a saunter."

Dr. John T. Kennedy of this city, father of film actor Arthur Kennedy, has such a remarkable memory for the old medicine shows that a New York writer has enlisted his aid in compiling a history of medicine shows. Kennedy can remember all of the songs, dialog and even the pitch used in the Kickapoo Indian show in Worcester 55 years ago.

Leo Lajoie, manager of the Capitol here, and George Heeley, manager of the Marlboro in that city, attended an M&P district meeting in Boston . . . Frank Duffy is resuming name bands with a bang, having dated Vaughn Monroe for April 27 and Fred Waring for May 10 . . . Dominic Turturro of the Elms in Millbury is better after his recent surgery.

Mara Williams of this city, who is in Hollywood appearing in the film, "Copacabana," is playing the leading stage role in "The Last Spring" at the Cahuenga Theatre . . . Hazel Scott drew poorly in a concert at the Auditorium.

Maurice Radin of the Loew-Poli circuit got a newspaper mention as probably the only licensed dentist supervising theatre candy stands in the country . . . Work has been started on the foundations of the vast sports arena in the Webster Square area that will seat 9,000.

"Heyday," the play written and directed by Don Richardson, formerly of the Boylston Summer Theatre, was pulled off the road for revisions after playing New Haven . . . Walter Brooks, assistant manager of the Plymouth, has been ill with mumps.

Harold Maloney, manager of Loew's Poli, has been toting a seed catalog around with him, but it must have been only for effect. He's definitely not the farm type . . . Phil Spitalny's girl orchestra will play at the Auditorium April 20 . . . The Capitol is opposing a tavern that wants to locate near by. The theatre and other business establishments filed objections with the license commission.

Maurine Cookson, formerly an actress at the Westboro Red Barn, is the author of an article in a current fan magazine on film actor Tom Drake, who was her colleague at Westboro . . . The Connecticut Opera Co. will present "Cavalleria Rusticana" and "I Pagliacci" in the Auditorium on April 15.

From present appearances, there will be three summer stock companies in this vicinity; the Playhouse in Worcester, the Red Barn in Westboro and the Whalom in Fitchburg . . . Johnny Ryan is back at the Capitol after a three-week illness.

The Warner studio and Jeffrey Lynn, who hails from Worcester, apparently have made their peace. After being idle for many months after being discharged from the army air force, Lynn finally has been assigned to "Whiplash" with Dane Clark and Alexis Smith . . . Ruth Draper, Dolly Dawn, Joan Brooks and Helen Gahagan Douglas were spotted on the Main Stem here the same day.

The sports bowl being built by St. Bernard's parish in Fitchburg will also be used for theatrical attractions, it became known last week . . . Wendell Corey, who hails from here, will leave Hollywood in July to star with Margaret Sullavan on the London stage in "The Voice of the Turtle."



Weinstein Now Salesman For PRC at New Haven

NEW HAVEN—The film district was handing out congratulations last week to Morris Weinstein, newly appointed salesman for PRC, working with Max Salzburg out of the new offices in the Film Bldg. Morris, 34 years old, attended Columbia university in New York and majored in business administration in 1933. The following year he went to 20th-Fox and served that organization 13 years, resigning recently.

During the war Weinstein served three and one-half years in army finance. His overseas experience includes an interesting interlude in England and France.

PORTLAND

Highlight in Portland last week was the prescreening breakfast in connection with Boomerang" at the Strand Theatre. Held in the Marine room, nearly 30 guests, including police and city department officials, lawyers and representatives of the press were treated to a fine breakfast. Following the picture a transcription was made for radio station WMTW and broadcast at 8:30 p. m. Mrs. Helen Frost of the city council was the first to comment, being followed by other prominents. Harry Ashton, new manager of the Empire, was introduced to the guests. Ashton, a promoter of bands, is no stranger to Maine.

Stirling Hayden, the actor, stopped briefly in Portland on his way to inspect a 50-foot schooner . . . Ushers at the Civic Theatre have blossomed out in new uniforms, getting set for Easter. The theatre also has a new switchboard, and the dressing rooms have been redone.

Sunset Carson, western motion picture star created plenty of excitement during his appearance at the Portland Theatre. His light-colored sombrero could be seen anywhere any time of day, outside of showtime, looming above crowds of admirers, none the least of them bobbysoxers . . . The Maine Theatre has been redecorated for spring, both inside and outside and the lobby.

Fishman Publishes Treatise

NEW HAVEN—Dr. J. B. Fishman, general manager of Fishman Theatres here, and a research chemist at Yale, has published the results of his research on the hormones of the pituitary gland in the February issue of the Journal of Biological Chemistry.

In Circus Murder Story

Richard Denning will star in Paramount's "Tiger Woman," a circus murder story.

Tub Thumper Gags Tickle Bostonians

BOSTON——An evening of fun was enjoyed by the Tub Thumpers of Boston at the Hotel Vendome.

The commmittee, headed by Max Melincoff, Phil Engel and Shep Epstein, staged a program packed with gags, topped by the screening of "The Bride's Dilemma," a 16mm film made by Ecstasy Films. After the picture had been on one minute, the lights in the ballroom were suddenly turned on and in walked two detectives from the Boston police force who confiscated the film and arrested the committee. Maurice Wolf, MGM division manager, was called out to try to appease the officers. He returned to the ballroom in a most disheveled condition, as if he had had an altercation with the police in the hall. Max Melincoff rushed into the room screaming, "Is there a lawyer in the house?" The stunt was appreciated and the showing of the film was resumed.

June Lockhart, in town for the day, was introduced by Sherman Feller, emcee, and made a brief address. Seated at the head table was Stanislas Kyriakides, the Greek winner of last year's Boston marathon, who is preparing for a repeat performance this year. Also at the head table, as a guest of Stanley Sumner, were Mr. and Mrs. Hal Atkinson, formerly of Wadesboro, N. C. Atkinson, who is now assistant to the president of the Cambridge Electric Co., operates the Marcilla Theatre in Wadesboro. He is president of the Coronet Amusement Co. in that town.

Among the theatre people in the audience were Harry Browning, Jack Saef, Paul Levi, Mr. and Mrs. Al Somerby, Leon Levenson, James "Red" King, Mr. and Mrs. Phil Engel, Mr. and Mrs. John Dervin, Mr. and Mrs. Max Melincoff, Mr. and Mrs. Maurice Wolf, Al and Mickey Daytz, Mr. and Mrs. Clayton Eastman, Floyd Bell, Mr. and Mrs. Sam Seletsky, Mr. and Mrs. George Roberts, Mr. and Mrs. Julian Rifkin, Mr. and Mrs. Harry Segal, Stanley Sumner, Mr. and Mrs. Shep Epstein, George Swartz, Mr. and Mrs. Joe Mansfield, Denis W. Delaney, Joyce Syverson, June Lockhart, Arthur Jeffrey, Ken Fletcher, Mr. and Mrs. Henry Michaelson, Max Gladstone, Art Moger and Mr. and Mrs. Leonard Goldberg.

Minimum Pay Scale Set For Theatre Cashiers

BOSTON—Massachusetts exhibitors have been reminded by Ray Feeley, business manager of the Independent Exhibitors of New England, that a state order which went into effect March 1 provides that theatre cashiers are now in the category of clerical workers and must be paid a minimum of 60 cents an hour if experienced and 55 cents if inexperienced. The order further provides, he said, that experienced employes shall have worked over 800 hours on the job in any situation. Inexperienced help shall have worked less than 800 hours, except in the case of those covered by on-the-job training, when 1,040 hours shall constitute experience. All other theatre help conditions remain at the status quo, Feeley said.

Hartford Pianist Dies in West

HARTFORD—Leonard Berman, 38, who was associated with Columbia studios in Hollywood, died last week at his home in Westwood, Calif., relatives here were informed. He was a pianist. He went to California in 1931. Motion pictures in which his playing was heard included "The Jolson Story."

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HARTFORD

Tom Grace, manager of the Eastwood in East Hartford, has been getting numerous compliments from civic groups for his series of Saturday morning film presentations for youngsters. A Gazette editorial declared that "the Eastwood Theatre has come through with flying colors."

Jay C. Flippen, the night club comedian and husband of Ruth Brooks, former Hartford girl who is a script writer for the Warner studios in Hollywood, has been cast for the new film "Brute Force" . . . Lillian Kelleher of the Princess was in New York briefly . . . Marilyn Landers, daughter of the E. M. Loew's manager, will enter the Julius Hart School of Music soon.

Mickey Daly of Daly Theatre Corp. has been sworn in as a member of the city board of street commissioners . . . Ed Pelinan, manager of the Plainfield Theatre, has resigned. Joe DiLorenzo, Daly circuit's district manager, is managing the location temporarily.

Felicia Tyszka, Palace relief cashier, has been released from the hospital. Matilda Nash is a new relief cashier at that theatre, filling in for Mrs. Helen Ellis Harrigan, now on a vacation in Florida . . . Al Lessow, assistant at the Palace, visited New Haven on a day off.

Pearl Needles, daughter of Henry L. Needles, district manager for Warner Theatres, will be married in June to Morris Tonken, local lawyer. Mr. and Mrs. Needles are observing their 30th wedding anniversary this spring . . . William H. Mortensen, Bushnell Memorial manager, has been appointed to a local committee for the National Conference of Christians and Jews.

June Page is the new cashier at the Eastwood, replacing Diana Cambria who resigned to get married . . . The play "Laura," starring John Loder, K. T. Stevens and Hugh Marlowe, has been booked for April 15, 16 at the Bushnell Memorial at a $3 top.

Bucky Harris, new RKO field exploitation man in this territory, made his first Hartford visit, dropping in at the Strand to chat with Jim McCarthy regarding "Song of the South." Jack Quirk, former RKO praise agent in this area, is now in New Orleans.

Amalgamated Theatres is now booking the Crown Theatre, Hartford . . . Ernie Grecula of Hartford Theatres was in New Haven . . . Walter B. Lloyd of the Allyn was in Boston attending a circuit managers spring drive meeting. Managers from Hy Fine's district present: John Hassett, Norwalk, Norwalk; Jim Darby, Paramount, New Haven; George Hoover, Marlboro, Marlboro; Harold Thomas, Empress, Norwalk; Leo Lajoie, Capitol, Worcester.

Charlie Lowe, Hartford district sound engineer for Warner Theatres, visited Joe Borenstein of the New Britain Strand and Joe Miklos of the Embassy . . . The Warner Bristol, Bristol, has become a first run house. Vic Morrelli is the manager . . . Mike Fitzgerald, stagehand at the Poli, Waterbury, and Mrs. Fitzgerald are observing their 50th wedding anniversary. Mike is the dean of Waterbury stage employes.

The Gem, Willimantic, used the line, "A Comedy Yell," in newspaper ads on "Ladies' Man" . . . When Howard K. Richardson of the State, New Britain, played the Swedish "First Love," starring Ingrid Bergman, he pointed out in newspaper ads: "See why Ingrid Bergman at the age of 17 was voted the best actress in Sweden and then rose to greater heights to become the first lady of the American screen!"

The Tower, Waterbury, ran a show for benefit of the Waterbury committee for Italian relief . . . A courtesy-safety public program for motor vehicle operators was held at the Interstate circuit's Bradley, Putnam, March 31, sponsored by the Putnam Chamber of Commerce transportation committee.

Fred F. Greenway of the Palace gave out lockets to the first ten women holding tickets with numbers ending in O on opening day of "The Locket." The lockets were promoted from a local jewelry store . . . For "The Red House," Manager Frank Morin of the Regal had Charles Niles, drama critic of the Hartford Times, talk to Edward G. Robinson by telephone. The next day, Niles had a column dealing with Robinson's remarks, etc.

Sears Leases Theatre Bldg.

HARTFORD—The CPA has approved extension of the theatre building at Main and Cliff streets, Norwich, owned by I. & S. Berkman. Plans will be ready for bids soon, it was reported. The extension will include three stories and the basement. The building has been leased to Sears, Roebuck & Co.

Store Men at Fashion Screening

HARTFORD—For the March of Time short, "Fashion Means Business," Manager Lou Cohen of the Loew's Poli hosted 50 representatives of downtown department stores at a screening. Representatives included advertising men, store section buyers, etc.

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State	Milford, Mass.	Colonial	Brockton, Mass.	Rialto	Lancaster, N. H.
Norwood	Norwood, Mass.	Park	E. Walpole, Mass.	Scenic	Rochester, N. H.
Roxbury	Roxbury, Mass.	Orpheum	Gardner, Mass.	Strand	Providence, R. I.
Strand	Haverhill, Mass.	Art Museum	Worcester, Mass.	Majestic	Providence, R. I.
Park	Everett, Mass.	Empire	Lewiston, Me.	Carlton	Providence, R. I.
Inman Sq.	Cambridge, Mass.	Capitol	Augusta, Me.	Fay's	Providence, R. I.
Veterans	W. Roxbury, Mass.	State	Madawaska, Me.	Wickford	Providence, R. I.
St. Joseph's	Lowell, Mass.	Lincoln	Damariscotta, Me.	Mahaiwe	Great Barrington, Vt.
Boys' Club	Worcester, Mass.	Capitol	Concord, N. H.	Idle Hour	Hardwick, Vt.
Youth's Club	Worcester, Mass.	Star	Concord, N. H.	Burns	Newport, Vt.
Globe	Boston, Mass.	Regal	Franklin, N. H.	Greenwich	Greenwich, Conn.
National	Boston, Mass.	Rex	Manchester, N. H.	Palace	Stamford, Conn.

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Frank Lydon Named To Selznick Post

BOSTON—Frank C. Lydon, one of New England's best known independent exhibitors, has been appointed representative of the Selznick Releasing Organization in the New England territory. His appointment was announced here by Tom Duane, division manager, who said the appointment is the forerunner of further SRO expansion moves in the sector.

Duane said Lydon was named because "a new type of film business prevails, which calls for men of background in all phases of the industry," and Lydon fits the bill.

Lydon owns the Hamilton Theatre in Dorchester and has been city manager for the Nathan Yamins interests in Fall River. He was a pioneer in independent exhibitor organizations here and is a past president of the Independent Exhibitors, Inc., of New England. He is also chairman of the Motion Picture Coordinating committee, a group representing all phases of the industry, organized a few months ago to oppose any legislative action detrimental to the industry. For the past four years he has been vice-president of Arthur Howard's Affiliated Theatres, Inc., a buying and booking organization.

Ousted Unionist Sues Springfield Officers

SPRINGFIELD—An equity suit charging conspiracy to deprive him of employment, brought by an ousted theatre employe against union officials and the state associate commissioner of labor and industries, Benjamin G. Hull, has begun before Judge George F. Leary in superior court. Joseph A. Giard of Springfield has accused Hull, Louis F. Williamson, and Arthur J. Payette, all officers of the IATSE projectionist Local 186.

Payette assumed Giard's job at the Paramount Theatre Oct. 8, 1946, after the latter, it is charged, had been suspended from the union. The theatre has a contract with the union to hire only union members as operators. Giard alleges that his six-month suspension and a fine of $180 for costs, decreed by the union, were illegal.

His counsel, Charles V. D. Siegal, said, moreover, that evidence would be presented to show that the three officials acted from enmity toward Giard that was engendered by his resistance to the allegedly illegal ouster of his son Leo from the same union, while the youth was in the armed services.

The enmity was incurred, Siegel said, when the elder Giard accused the officials of padding their expense accounts and other acts of dishonesty, in his fight in behalf of his son, for whom he acted as counsel in the union proceedings against the younger man. The plaintiff will show, through evidence to be presented, it is charged, that the ouster action again himself stemmed from a letter which he sent to IATSE headquarters setting forth the complaints against Hull, Williamson and Payette.

One of the key points in the case apparently will be the union's suspension action against the father, who claims that he refused to be tried before an executive board of the local, but demanded a trial before the full membership of the union, a demand that was not met. He will submit evidence, Siegal said, to show that trial before the committee was never completed, and that Giard was later handed a notice that the trial committee had found him guilty, whereas the committee's only constitutional function is to recommend its findings of guilty or not guilty to the union membership.

Nathan Sisitzky Will Suit Ended by an Agreement

THOMPSONVILLE, CONN. — Marked by stormy exchanges between opposing counsel and the withdrawal from the courtroom of one attorney who charged that the rules of evidence were not being followed, a hearing on the admissibility to probate of the will of the late Nathan Sisitzky, prominent theatre owner, has been concluded in municipal court, with Probate Judge Joseph Glista reserving decision.

Opposing the probating of the will were Mrs. Flora Block of Atlanta, Michael Sisitzky of Miami Beach, Fla.; the estate of Rachael Slaybard, and the children of Philip Sisitzky. While a stenographer employed by Louis Nassau of Hartford, in whose law office the will was allegedly drawn on Oct. 16, 1944, was testifying, a series of sharp exchanges ensued between opposing counsel, and Louis Schatz, representing the Sisitzky children, left the courtroom after asserting that the rules of evidence were being ignored.

Aaron Nassau of Hartford, a witness to the will; Mary Smuth, nurse, and a commercial artist from Mount Vernon, N. Y., had testified that the testator was mentally and physically alert, and the case was suddenly terminated on agreement.

FALL RIVER

William S. Canning, general manager of the Yamins houses here, is spearheading a drive to raise more than $5,000 with which to fete members of the Durfee high school basketball team who won the Massachusetts basketball championship recently. Plans call for a community testimonial, a dance and a dinner on the eve of the team's departure for New York where they will be entertained for a week with money contributed by merchants and the public.

As has been customary for many years, motion picture houses of the community closed all day on Good Friday. The closing was taken advantage of for cleansing of the theatre . . . Theatre patronage slumped considerably during Lent particularly during Holy week when most stores opened longer hours, especially at night, to give the working public an opportunity to obtain new wearing apparel for Easter.

Nathan Yamins and his wife have returned from a six-week stay at Hollywood, Fla. . . . Art Moger, Warner Bros. Eastern advertising and publicity representative, was a recent guest of Manager Carl Zeitz at the Academy. Moger arranged for the forwarding of autographed pictures of prominent motion picture stars to ornament Zeitz's office.

Manager Carl Zeitz observed his birthday anniversary April 1 and, as did his brother Robert a few weeks previously, received an attractively decorated cake and best wishes from the personnel of the Academy . . . Vandals smashed the black glass boxoffice border at the Academy recently . . . Mrs. Ruth Watson, Academy cashier, was home ill.

Mrs. Lorraine Muhlack, who recently resigned as Center cashier, is being replaced by Rita Boudreau . . . The new Embassy has changed its opening day from Wednesdays to Fridays . . . Revival week was observed during Holy week at the Durfee for the first time in ten years. Beginning on Wednesday and continuing until the following Tuesday, inclusive, different programs highlighted by motion picture hits of the past were shown. Trailers and new features completed the programs.

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BOSTON

George Kraska, manager of the Kenmore, back from a buying tour in New York, said he has purchased Artkino's "Ivan the Terrible," and will open it at the Kenmore April 16 for one week. The film tells the story of the reign of Russia's first tsar in the 16th century.

A production unit on D. O. Selznick's feature, "Portrait of Jenny," was expected here to take shots of Graves Light in Boston harbor. Jennifer Jones and Joseph Cotten were scheduled to fly from New York to appear in the scenes. The major portion of the picture is being filmed in New York

June Lockhart, Eagle-Lion star, was here one day in connection with promotion of "It's a Joke, Son," which was to open at the Majestic Saturday (5). She gave radio and press interviews and visited the Red Cross headquarters in connection with the local drive . . . Eddie Klein of Bay State Film Co., who underwent an operation last month, is now back at the office for a few hours a day . . . Dorothy Newhoff, secretary to Sam Levine of PRC, has her left wrist in a cast as a result of a severe fall.

The annual retreat of the Catholic Motion Picture Guild was conducted at Campion hall in North Andover March 28-30. Frank McManus, M&P, is the group leader and about 58 members of the guild attended. Over 20 industryites who were unable to obtain reservations for the Palm Sunday weekend are considering the formation of a second retreat for the fall.

On a recent trip to Vermont to supervise the installations of Century Sound equipment at the Idle Hour, Hardwick, Eddie Comi of the Massachusetts Theatre Equipment Co. was rushed to the Barre hospital for an operation on his back. When he left the hospital still taped, he went to Montpelier to install a new screen for Homer Skeels jr. at the Strand. The Massachusetts Theatre Equipment Co. is doing all the installations of Century sound and projectors at the new Park Theatre, East Walpole, operated by Roy Smith, which is scheduled to open May 1.

Meyer Stanzler of the Community, Wakefield, who is chairman of the Edward M. Fay dinner to be held in Providence April 13, is a mighty busy man. He has been seen rushing along Filmrow with numerous important-looking documents under his arm calling out to all who are within hearing distance, "It's going to be the most stupendous, the most colossal, the most terrific affair——."

For "It Happened in Brooklyn," Loew's Theatres is sending 100 invitations to socialite Boston families to attend a screening of the film. They read: "The first families of Brooklyn cordially invite Mr. and Mrs..... to attend, etc."

When Frank Kelley, manager of the Inman Square Theatre, Cambridge, discovered that the motor of the curtain control was smoking during a late matinee, he stepped down into the audience and asked the patrons to leave the theatre quietly. Without asking questions, the entire audience rose and walked out to the street. Twenty minutes later the trouble had been overcome and then the patrons re-entered. Little damage was done to the curtain.

Mary Bruno, who has taken back the Empire, Manchester, N. H., expects to reopen the house Easter Sunday. Her father built the theatre many years ago and since his death it has been leased. She is putting in several major improvements and will manage the house herself with the buying and booking to be handled by her brother-in-law, John Anthony, who operates the Modern, Manchester. Miss Bruno has a cousin, Michael Bruno, who owns and operates the Tilton, Tilton, N. H.

Ernie Sharaf, Rialto, Worcester; Chester Currie, Dalton, Pawtucket, R. I., and Joe Stanzler, Greenwich, East Greenwich, were seen booking at Warners . . . Drive-In Theatres Corp., of which James Guarino is general manager, has set April 5 as the opening date of two of its theatres, the Saugus and the Weymouth. The date for the Shrewsbury opening will be set later, pending weather conditions.

Jack Markle, local theatre manager who left to supervise the opening of "Henry V" in Philadelphia, visited on Filmrow briefly. He will tour the eastern section of the country with the film, starting with upstate New York . . . Carl Goldman is now the manager of the Esquire where "The Best Years of Our Lives" has been playing, stepping into the spot when Harvey Elliott left to take over his summer drive-in theatres.

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McLendon Expanding Into Other Industries

DALLAS—B. R. McLendon, general manager and principal owner of Tri-State Theatres, a circuit of some 14 houses here and in east Texas, is going in for other lines of business. He recently opened an automatic laundry here, the Laundromat, using 40 Launderall machines. A second unit is being opened in another part of town.

At the same time McLendon is venturing into radio broadcasting business on a scale attracting wide attention. Latest is that the FCC has just authorized operation of a new station here by the Trinity Broadcasting Corp. The new station is being located in Oak Cliff, just across the Trinity river. Manager of the new station, KOAK, and president of the company, is Gordon McLendon, former navy officer and son of the theatre man. The station will have 1,000 watts and will operate on 1,190 kilocycles. It is timed for being on the air in 60 days. It has no network affiliation as yet.

Other officials of the corporation are B. R. McLendon, vice-president, and J. R. Euler, secretary. The latter is buyer and booker for the Tri-State circuit. The same setup now owns and operates a Mutual network station, KNET in Palestine, which Gordon McLendon has managed for the last year.

Cecil Davis to Handle Lines of Darden & Co.

OKLAHOMA CITY—Joint announcement is made by Chas. E. Darden & Co., Dallas, and Cecil Davis, Oklahoma City, of an association by which Davis will warehouse and service in Oklahoma the lines of the Darden Co. The deal is effective immediately.

The Darden firm raises a special growth of hybrid popcorn on its own and contract acreage in the south plains of the Texas panhandle. Due to the dryness of the climate the product is free of weevils, the company says. The acreage is irrigated, which allows for controlled moisture in the grains. It is the moisture content of corn that controls its popping volume. Davis will have a warehouse stock of this corn.

Other merchandise included in the deal embraces the sales agency for Cretors popcorn machines and stocks of seasoning, salt, bags, cartons and miscellaneous supplies needed by the poppers.

A New Modern Theatre Assured at Wilburton

WILBURTON, OKLA.—Plans for one of the most modern theatres in eastern Oklahoma are in blueprint stage, said K. Lee Williams, head of the circuit bearing his name, and owner of the Latimer Theatre there. Williams said that construction would begin immediately on a 50-foot downtown lot.

Construction men have been asked to contact Leon Autry, local manager, for work on the project, which is expected to be completed by late summer.

Wales' Offices Are Now In West Theatre Bldg.

GEORGE WEST, TEX.—H. T. "Tommy" Wales, general manager of the W. D. Glasscock theatres, has his office in the new West Theatre here, where he does the buying and booking for the West and the other two Glasscock houses, the Blanco, Blanco, and the Dale, Stockdale.

R&R 24-Sheeter Hails Corpus Christi; Credit Given Collins and His 'Family'

DALLAS—Robb & Rowley's 24-Sheeter for March was dedicated to the circuit's houses in Corpus Christi, to partner Bruce L. Collins; to Sam Stokes, city manager, and "to all the fine loyal boys and girls" employed by those theatres.

Collins wrote the leading editorial on the subject, "Work," his theme being, "The only way to increase the purchasing power of the dollar is through work—without work the dollar is worthless."



BRUCE L. COLLINS

Early history of theatres in the Gulf coast metropolis was recalled when H. H. Elliott operated three theatres there as an independent. Collins was associated with him. As time went on Collins became active in the business, acquired Elliott's interest and formed an R&R partnership. In 1925 this partnership built the Palace, one of the finest houses in south Texas. Corpus was not over 10,000 population then.

ONLY TWO MINOR FIRES

Other theatres were added through the years. Only two minor theatre fires in 20 years is marked against this group of houses. There has been storm damage to theatre property, however.

All telephone calls come in through the central office with one girl being trained to give information to the public. She makes phone connections with any employe. All receipts are picked up each morning by armored truck. A safe is in each boxoffice and only the manager knows the combination.

Other details of operation, some of which are tradition with the circuit, are that all Corpus Christi theatre managers run their own theatres just as if they owned them as independent exhibitors. The responsibility to audiences, advertising, etc., are all their problems. This traditional precept has uncovered and developed more talent and ability than any other idea ever advanced over the circuit, R&R officials say.

The circuit's theatres in Corpus Christi now number a dozen. The main downtown houses are the Center, Palace and Ritz.

CENTER IS NEWEST HOUSE

The Center is the newest house; improvements were recently made at the Palace and Ritz. The dozen theatres have a seating capacity of 10,404 and employ 135 people. The city's population is some 60,000.

City Manager Stokes ranks high with the circuit. He went to work in 1925 at Kingsville, R&R having once owned theatres there. He was manager in Laredo and McAlester before being made Corpus city manager in 1940.

Stokes gives much credit to employes for success of the Corpus theatres. He cites E. Roberts, head of maintenance, for preventive and quick repair jobs during floods and storms, as well as for his usual everyday work. Roberts has saved the company many thousands of dollars, he said.

J. Poindexter, sound engineer, stands out as the man who arranged theatre booths so that operators could wear their tuxedos to work if they so desired. Concerning the other employes Stokes said, "Sometimes when we get exasperated at any of them, we stop and ponder for a moment. If it weren't for them we might be driving an ice wagon. So to them let us drink a toast, giving them full credit for the fine job they have done in years past and with whom we confidently face the future."

Other valued employes are Bernice Lummis, oldest employe in service, who keeps the records; Ralph Buchanan, manager of the Amusu; C. Harold Reid, Palace manager; Robert J. Chapman, manager of the Melba and Grande; J. R. Davis, Ritz manager; Melchor Martinez, Agnes manager, and Wayne Renfro, who served in the Battle of the Bulge before becoming manager of the Beach Theatre.

Hilliard Hightower handles publicity and relieves other managers; June Alford is secretary in the Corpus organization; Clyde L. Dotson is manager of the Center; Charles Scoggins pilots the Tower, and Ennis Washington is manager of the Harlem.

R. I. Payne Heads Drive

DALLAS—R. I. Payne of the Griffith circuit has taken over the Dallas exchange area exhibitor chairmanship for the orphans of Greece drive.

A. J. Burleson to Andrews

ANDREWS, TEX.—A. J. Burleson has arrived here to take charge of the Wallace Theatre, one of a circuit of 14 houses of the Wallace Theatre Co., with headquarters in Lubbock. Burleson comes here from a post in Brownwood.

Two Injured Fighting Luling Theatre Fire

LULING, TEX.—A fire that started backstage completely destroyed the Princess Theatre here and two persons were injured fighting the blaze.

Fire Chief Conley received a head injury and broken tooth, while a Negro porter was injured while using a fire extinguisher. Smoke and water damaged adjoining buildings.

Fire companies from Seguin and Lockhart aided in fighting the fire.

DALLAS

Don C. Douglas of R&R's public relations department is reported resting well in St. Paul's hospital after suffering an attack last Saturday. He had just returned from a trip to the circuit's theatres at Little Rock and had planned several days work in his Dallas office. In Phil Isley's office he became ill and an ambulance took him to the hospital after his doctor was at last able to get a room. Douglas's condition had no connection with heart trouble. He had a stomach disorder a number of years ago.

Don D. Cole, Oklahoma City manager for Favorite Films, was in Dallas attending a sales meeting with John Franconi, owner of the company. Cole was here for several years working out of Franconi's Dallas office, selling Film Classics and later Screen Guild until Franconi developed Favorite, when he was transferred back to Oklahoma. Incidentally, Don grew up in that territory.

C. M. Koch of the Bob Warner popcorn machine office here visited Temple and nearby places recently to see his mother and several relatives. A former A&M student, Koch is a brother of the great Aggie all-conference grid star, Botchey Koch, of several seasons ago . . . John Jenkins, who reports all prints on "Open the Door, Richard" booked up solid through the summer, is on a ten-day sales trip to New Orleans, Atlanta and Chicago. The short film was in the greatest demand since the office was opened a number of years ago.

Earnest Rockett of the new Tower Theatre in Itasca, brought his family up to see "Oklahoma!" last week. He had no tickets. At Variety Club he talked with J. O. Cherry, who fixed him up. Cherry is also city manager for Interstate circuit which put on the show. Rockett has operated a theatre for 30 years and has attended hundreds of Dallas stage shows. He lives in Waxahachie, the old family home, and has commuted to Itasca for some 20 years.

Hans Smith of the Irving and Rio theatres at Irving has been a city commissioner for several years and this week stood for mayor. His ticket somehow got credit for an ordinance barring traveling shows but an opponent ran an ad saying that wasn't so as that ordinance was 20 years old. He doesn't necessarily believe that an exhibitor should not delve into politics. Election results were not known at press time.

Dr. C. E. Matthews, evangelism director for the southern Baptist churches, conducted a five-day noon worship series of meetings in the Palace Theatre. That denomination has sponsored these pre-Easter meetings here for 28 years. Interstate circuit has extended free use of its theatre for as long as it has been operated by that organization.

The Robb & Rowley circuit counts a number of important dates and anniversaries during March. Bill Stuckert opened the Rex Theatre in Brenham on Mar. 12, 1916. T. Miller Davidge at Durant became a partner on Mar. 17, 1924. Lance Davis at Rotan became an exhibitor in 1921 and Jack Lilly at Commerce has been in the business 34 years.

Jim Tobola of the Best Theatre in West, was here on a booking trip, handled several equipment problems and took back a new supply of tickets . . . Sid Hale of the Elk Theatre in Italy has recovered from a recent sick spell . . . Lee Bell of Clarendon said business was quiet in his town due to a lot of sickness . . . Bob Clemmons, former part owner of the Arcadia Theatre here, but now living in Bryan, was on the Row for two days just to keep in touch with goings on.

W. L. Embrey, projectionist at the Queen in Ferris, stopped on the Row on his way to Chicago, where he will take a two-week laboratory course at the DeForrest training school. He recently completed a correspondence course in radio and projection maintenance and operation with that school. The lab course is a final phase of the DeForrest training. Embrey said he would be back if



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DALLAS 1, TEXAS

he doesn't land a big paying job in the Windy city.

W. L. "Buck" Rogers, known on the Row through his connection with the Lone Star Gas Co. for 19 years, is now manager of the Dallas office of Manley, Inc. He recently returned from a two-week training period at the factory in Kansas City. He was employed in the new job by Bob Warner, division manager for the company.

W. W. McNatt and his wife were in town from Naples on their regular booking trip. They also own the Morris in Daingerfield, where the Texas-owned Lone Star Steel Co. will soon take over a former government pig-iron smelter. McNatt believes it will really be a big thing for the state, but said all he and the folks around town know is just what they read in the papers.

Lee Cason, manager of the Joy in Tyler for S. G. Fry, was here this week seeking to get snow cone machines. He has been operating one just off the lobby of the Joy and is now buying machines for other locations. On the other side of the lobby, Cason operates the popcorn machine and candy concession but this is in partnership with the theatre.

L. W. Watts, general manager of the Watts-Keasler circuit, with headquarters in Rodessa, La., was here on film and equipment matters. He was also working to further plans for construction of a new theatre he will build in New Boston, Tex., just as soon as CPA says he can. The circuit operates in Louisiana and east Texas.

V. E. Hamm, who opened the Ritz in Corsicana several months ago, was here on a two-day booking trip. He also operates a small house in Frederick, Okla., which he opened just after the war . . . Ed Laurie, tour manager of the recent transcontinental trek of three Fifth Avenue buses which came through here on their way to Hollywood in a plug for "It Happened on Fifth Avenue," is now in San Antonio setting up the opening of the picture at the Aztec Theatre April 17. The picture is booked in all A situations over the Interstate circuit.

J. H. Stagner will open the new Van Theatre at Van on April 10. He was here this week getting a cooling system lined up. The theatre burned to the ground the first of the year and the new house was built in near-record time, getting a clear priority because the town was without picture entertainment . . . Mrs. Nedia B. Delcambre, mother of Alfred Delcambre, southern sales manager for Selznick Releasing Organization, died last week at the home of a sister in Grand Prairie and was buried here.

George Preston Tate, with his two gallon sheep herder's hat and a snazzy pair of bench-made boots, breezed in on the Row for his first visit in months. He said he has about learned to run his Queen Theatre at Santa Anna without having to come to town so often.

'Very Pleasant,' Says Exhibition Newcomer

Mathis, Tex.—Her first taste of show business is very pleasant, according to Mrs. Nellie LaComa, manager of the It and Azteca theatres in this south Texas town. Mrs. LaComa and her husband, W. C. LaComa, who is projectionist at the It, have been here since the first of the year.

"This is my first taste of show business," Mrs. LaComa said recently, "and I find it very pleasant and interesting work. W. C. has been in the business for a number of years."

Green Light Is Awaited For Dallas Negro House

DALLAS—Jack Adams and Sam Lucchese are ready to build a de luxe Negro theatre on Hall street just as soon as building controls are dropped. Adams said plans are complete and Tom Forner will do the construction job. The foundation will be started right away, even though above-ground construction cannot be undertaken yet. This partnership owns the State on State street, which backs up to the new theatre location, and they also own the Century in south Dallas. Adams said he and Lucchese have worked out plans for a new Negro theatre in Denison which they also hope to have under way soon.

To Work on 'The Pirate'

Comedy writer Wilkie Mahoney will work on "The Pirate," Metro production starring Judy Garland and Gene Kelly.

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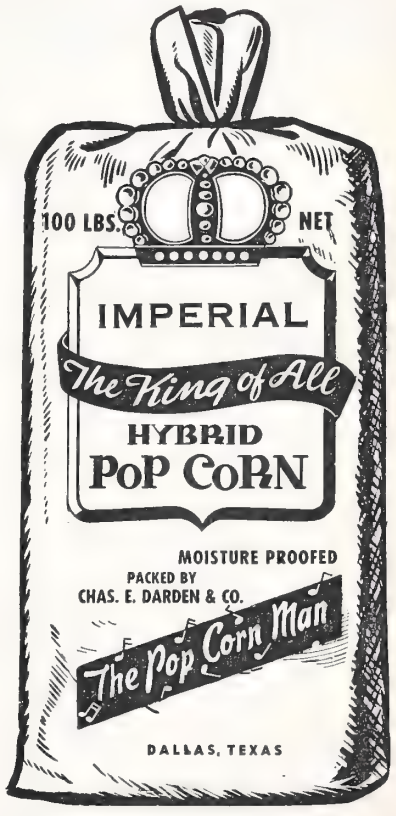
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Screen Guild Installs New Booking System

DALLAS—Intended to tighten up playtime and to eliminate blowups, Screen Guild of Texas has installed a completely new booking system.



JOHN GREER

Installation has been made by John Greer, lately employed as head booker and since promoted to office manager. The scheme is to book up and down the sheet instead of across, the latter method being employed by most exchanges.

Illustrative of the service to be had from the system, the office currently uses seven to eight prints on the new Screen Guild releases. A master page, the left face of a double spread, controls the record. The detail page, the right face of the double spread, reflects a full month's bookings on each subject, like a graphic chart. Not only tighter bookings are gained and losses from missouts saved, but the system facilitates checking and corrections of billings. It also works with less effort on the part of the bookers and is economical.

The system has been in use in principle by MGM and Universal, but this is its first use in a franchise exchange.

Leon Circuit Managers To Compete in Contest

DALLAS—C. D. Leon, head of the Leon circuit of 16 theatres in west Texas, inaugurated a contest for April with an award for the best showing of an increase in business during the month. The manager showing the highest proportionate increase in popcorn sales, as well as boxoffice receipts and general theatre improvement, will be given an all-expense airplane vacation trip to Mexico City.

The manager's wife will be included.

Barron Snares a Plug

ARANSAS PASS, TEX.—Leo Barron, assistant city manager for Hall Industries here, was given a plug in a Houston Chronicle feature article which mentioned his showing of a Port Aransas newsreel at the Rialto. The newsreel featured a local girl.

Character Actress Takes Role

Warners has signed character actress Ann Shoemaker a role in "Wallflower."

Holy Week Dents Grosses in Dallas

DALLAS—First run receipts were noticeably down here, as is customary for Holy week. The weather was extra good. The anniversary of the crucifixion and resurrection of Christ filled church seats day and night but left theatre seats comparatively empty.

(Average is 100)

Capitol—**Over the Santa Fe Trail** (Col); **Born to Speed** (PRC), split with **Songs of the Saddle** (Rep); **Devil Bat** (PRC), reissue 100
Majestic—**Johnny O'Clock** (Col) 110
Melba—**The Chase** (UA) 80
Palace—**Cross My Heart** (Para) 95
Rialto—**The Ghost Goes Wild** (Rep), split with **Wild Bill Hickok** (Para), reissue 85
Telenews—**The Wicked Lady** (U-I) 130
Tower—**California** (Para), 2nd d. t. wk 120

Showman Fears Bank, $60,000 Taken From Home

LITTLETON, COLO.—Mrs. Allie N. Jay of Littleton, owner of the theatre at Arvada, had $60,000 in a safe at home. She told Sheriff Charles Foster she kept it there because she is "deathly afraid of banks." The other night, while she was at the theatre in Arvada, burglars carted off the safe. Besides the huge amount of cash, they got an undetermined amount of government bonds, deeds, abstracts, notes and insurance papers, Mrs. Jay told the sheriff.

'Oklahoma!' a Sellout

DALLAS—The highly successful run of "Oklahoma!" for six nights and two matinees in Fair Park auditorium here drew more than 34,000 persons. Most performances were sellouts and the others were nearly so. The hall seats about 5,000.

The show was put on here by Interstate circuit which moved the attraction to the Will Rogers Memorial coliseum in Fort Worth from April 1 to 5. The coliseum seats about the same number.

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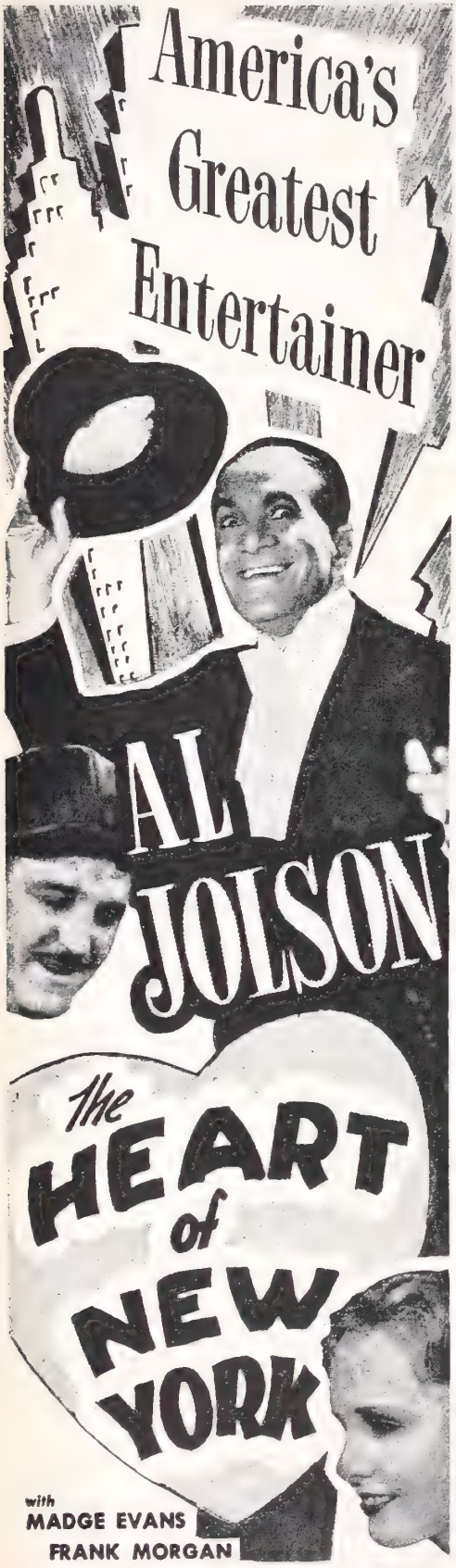
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OKLAHOMA CITY

C. B. Akers, legislative committee chairman for TOO, issued a bulletin thanking exhibitors who rallied to the support of the committee in the fight against the municipal tax bill before the senate. "It is such support that will assure success of our efforts to protect the motion picture industry," Akers said in the bulletin. "The showing made against the bill is indicative of what can be done by unity and aggressive action."

Easter week pictures here will be "My Favorite Brunette" at the Criterion; "The Egg and I" at the Home; "Fantasia" at the Tower; "Lady in the Lake" at the Midwest; "Pursued" at the Warner, and "Sinbad the Sailor" at the State.

Barbara Stephens, cashier at the McSwain in Ada, and T. J. Sterling, former GI, of Houston, were scheduled to wed April 4 . . . Employes of the McSwain, Kiva and Ritz in Ada got together for a wiener roast planned by Don Mathews.

On the sick list: Bob Graydon, chief projectionist for Griffith at Picher, has been ill with the flu . . . I. G. Killough, partner-director of Griffith Theatres, Ada, is steadily improving at his home from a recent operation . . . Mrs. W. B. Turk, wife of Griffith Manager Bill Turk, Ada, has been ill for about a week.

Kenneth Arrington, McSwain doorman, is now an operator at the Kiva in Ada. Both are Griff operations . . . Betty Williams, secretary to Jim Worsley, Griffith manager in Picher, is back on the job after a 10-day illness . . . Marie Lutz of Theatre Poster is really crowing. Her son Kenneth was one of the few to make the top grade of A at OU.

Plans are under way to construct a new 1,100-seat theatre in Altus at the corner of Hudson and Cypress streets. It will be built by W. T. Spears and Griffith Theatres, who now own and operate three houses in Altus.

Minnaletha White, voice coach for MGM in Hollywood for the past six years, has returned to her home town—Oklahoma City—to open a studio. Mrs. White has taught such stars as Kathryn Grayson, Dennis Morgan, John Payne, Joan Crawford, Esther Williams, Ann Sothern, Beverly Tyler, Eleanor Powell, John Carroll and Walter Pidgeon.

The Michael Douglases and their 2-year-old twin daughters were visitors here. Douglas is on personal tour which will be climaxed with an engagement in New York. The family will return to California following the tour so that Douglas can start his new picture, "The Danger Ring." He is known to city radio audiences as Michael Dowd. He conducted his own radio show here before joining Kay Kyser's show as soloist.

Arthur Whittemore and Jack Lowe, duo-pianists, were guest artists on the Oklahoma Symphony orchestra concert program Saturday (5) in the Municipal auditorium . . . John Charles Thomas presented a concert in the auditorium Thursday night (3) . . . Griffith's new Oklahoma City theatre, the Agnew, opened the evening of March 28. Wesley White, formerly assistant manager in Bartlesville, is the manager.

Boyle attractions this month include "Blossom Time" April 11 in the Municipal auditorium and the Lauritz Melchior concert April 26 in the auditorium . . . Coming to the auditorium the night of April 19 is the annual Parade of Quartets sponsored by the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America, Inc.

Beddow Gets Commission

KINGSVILLE, TEX.—Robert W. Beddow, city manager of the three Hall Industries Theatres here, has been commissioned a first lieutenant in the Texas national guard.

Joins Alexis Smith

Jeffrey Lynn has been ticketed for a role in Warners' "Whiplash," joining Alexis Smith and Dane Clark.

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NEW ORLEANS

The Filmrow Social club of New Orleans held its big event last week. This club was organized by the girls on the Row and to make it more interesting, they invited their bosses. It proved to be a success. The membership goal is 200. With almost half this number now registered, the club feels sure the goal will be reached.

Ed Ortte of the Ortte Theatre in Bay St. Louis, Miss., was shopping on the Row . . . Ditto Roy Pfeiffer of Baton Rouge and Fred Mayhall of the Century at Mobile . . . R. A. Gartman and S. S. Riggs of Fairhope, Ala., have purchased the equipment from Claude McCrary of Crichton, Ala., and moved it to Fairhope where it has been installed at the Playland on the beach and will open within the next 15 days. Gartman and Riggs were on the Row making arrangements for additional equipment and film bookings.

Roland Hoffman of Paramount-Richards Theatres was a visitor in Natchez last week . . . All of the theatre circuit executives seem to be on the go. E. V. Richards and Turk Carter were in Natchez. L. C. Montgomery was on a tour of his circuit and so was Joy Houck, who made flying visits to his towns.

John Jarvis, local manager for Kay Films, returned from an extended tour through southwestern Louisiana. We recently learned Jarvis was southeastern boxing champion and is proud owner of a diamond-studded belt buckle. We'll be careful and tip our hat to John after this . . . Evelyn Du Bartell resigned as office manager of Kay Films to be general manager of the new music shop called Mallory's.

Tom Guinan, field representative for PRC, is visiting the local office . . . Jeff Davis, manager for United Artists, has been in Atlanta for three weeks managing that branch until a new manager is installed. He was expected back in New Orleans this week.

Motion picture theatres in New Orleans and southern Louisiana have had a lull in business the last two weeks of Lent. This section is predominantly Catholic. However, downtown theatres have enjoyed some fairly good business as the attractions are a little above average.

Critic's Writeup Reprinted For Mailing to Exhibitors

From Eastern Edition

WASHINGTON—John S. Allen, MGM district sales manager here, had reprints made of a two-column spread which Jay Carmody, film critic for the Washington Evening Star, gave to Pete Smith's short subject, "Playing by Ear," and mailed out the reprints to exhibitors in the Washington territory. The mailing was one of several activities being pushed by Jack Goldberg, shorts sales head at the Washington exchange. Goldberg has cooperated with several exhibitors to stage worthwhile screenings for the blind.

Third New Boston House Awaits Building Permit

NEW BOSTON, TEX.—L. W. Watts, general manager of the W&K circuit, which owns the Strand and Bowie theatres here, will build a new theatre in this town as soon as he gets the green light. He says he has all plans completed for an 800-seat house on which there will be no further delay once it gets started. Watts said the government-owned ordnance plant here has become a big permanent thing. It was operated in San Antonio before being moved here.

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Breezes From the Southeast

MIAMI—Monogram's "It Happened on Fifth Avenue," the company's first top-budget film was to be premiered at three Wometco theatres here April 5.

MIAMI—Wometco's new 2,000-seat Miami Theatre, "the showplace of the Americas," will open here April 18 with the southern premiere of "Carnival in Costa Rica." Sonny Shepherd, leaving the Lincoln to manage the new house, has invited presidents and consuls of 20 neighboring nations, especially President Teodoro Picado of Costa Rica, to attend.

Miami—Al Weiss, busy manager of the Olympia Theatre here, doesn't have time to get acquainted with all his new employes. Last week when the sound at the Olympia needed adjusting, Al walked over to the button which signals the sound operator. He had scarcely touched it when an usher rushed up and said, "You'll either have to sit down or get out of this aisle. You can't stand there." Rather than get involved in explanations, Al meekly moved on.

JACKSONVILLE, FLA.—The old Roxy Theatre here, built in 1902, is being remodeled to house Federal Bake Shops, Inc.

MULBERRY, FLA.—R. T. Arnold's new 450-seat Gem Theatre here is now open.

MIAMI—The Variety Club of Greater Miami held its charter dinner at the Ritz Plaza hotel here April 1. Among the hundreds of guests were Bob O'Donnell, national chief barker, W. A. Cully of Universal, Edward M. Claughton, local financier and Claughton circuit theatre owner, and Mitchell Wolfson of the Wometco circuit.

TAMPA—Mr. and Mrs. Joe Livingston, billed in vaudeville for 30 years as Addison and Livingston, now are managing the Rex Theatre here for Mrs. Julia Raulerson.

FLORALA, ALA.—The Martin circuit has purchased a building here and will remodel it into a modern theatre.

MIAMI—A million dollar 3,500-seat music center and auditorium soon may be built on Burlingame island at the mouth of the Miami river on land offered by Edward Claughton for 50-year or 99-year lease to the University of Miami or the Miami Opera guild at a total rental of $1.

McCLENNY, FLA.—Ray H. Dinkins and E. W. Crockett expect to open their new theatre here in May. A one-year pass will be given the winner of a contest to name the theatre.

LEESBURG, FLA.—Hugh Martin jr. of M&M Theatres Corp. says his circuit soon will build a 1,400-seat theatre here.

CHARLOTTE—Ralph J. Iannuzzi, salesman in the Warners office here since January 1945, has been promoted to branch manager, effective April 7. He succeeds John A. Bachman, who resigned to become UA manager at Atlanta.

MEMPHIS—Col. Cecil Vogel, manager of Loew's Palace, is celebrating his 19th anniversary with Loew's this week.

MEMPHIS—Deciding in favor of Richards-Lightman Theatre Corp. in its suit to recover chain store taxes, the Mississippi supreme court this week stood by its previous decision that operation of a candy and gum counter in a theatre lobby does not constitute operation of a chain store.

Crestview, Fla.—The Crestview city council, after viewing its recent in-the-red financial statement, decided to restore amusement taxes removed some months ago, including a 1-cent tax on children's tickets.

MEMPHIS—Rebuilding of the Memphian Theatre, gutted by a recent fire, is well under way and the reopening has been set for May 1.

GRAY, GA.—The Martin & Thompson circuit of Atlanta has sold the Gray Theatre here to J. C. Balkcom.

BIRMINGHAM—Theatre grosses were disappointing in comparison with former years as approximately 6,000 Alabama teachers thronged Birmingham for the annual convention of the Alabama Education Ass'n.

BIRMINGHAM—The Ballet Theatre, although praised by critics, failed to click financially at the Municipal auditorium.

BIRMINGHAM—A. H. Borisky, president of Southeastern Amusement Co., and Harry W. Roberts, Birmingham manager, recently entertained newspaper men, city officials and civic leaders at a preview of "The Best Years of Our Lives."

NEW BERN, N. C.—Cedric Boyd and J. P. Overman have opened their new Bern Theatre here. It's a 450-seat Negro house with a large stage for flesh attractions.

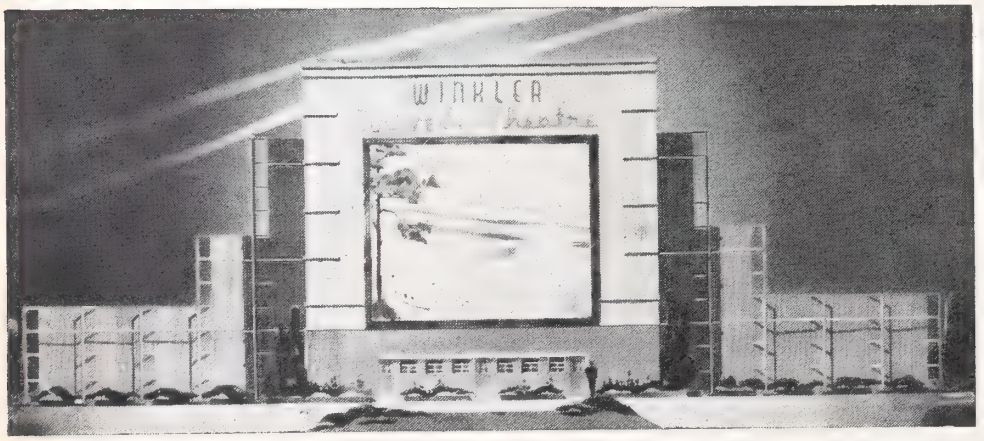
ATLANTA—Jimmie Bello of U-I, who was transferred some time ago to the Washington office, has returned to Atlanta as office manager for Warners, replacing C. A. Leeder.

MILAN, GA.—The Martin & Thompson circuit of Atlanta has sold the Roxy Theatre here to Cecil Crumby.

BIRMINGHAM—Ted Saizis, Five Points Theatre projectionist, has completed shooting on a Negro short subject which he has sold to Astor Pictures. Saizis is local representative for Pathe and Paramount newsreels.

MEMPHIS—Memphians planning to attend the Variety Club's International convention in Los Angeles next month include Herb Kohn, M. A. Lightman, Dave Flexer and Tommy Baldridge.

ATLANTA—John Mangham, president of Screen Guild Productions of Georgia, and two of his salesmen, Walter T. Hickey and Joe Fieldman, recently figured that between them they have put in 108 years selling, distributing and exhibiting pictures. Mangham argues that the total should be several times greater, since people in the film business work 12 to 20 hours per day.



OPEN NEW DRIVE-IN—Underwood and Ezell have opened their new Winkler drive-in, located on the Houston thoroughfare of that name where it intersects with Telephone road. It is their ninth such plant in the state. The Winkler was designed by Jack Corgan, Dallas architect; will park 450 cars on ramps that have been paved to keep down the dust. In-car speakers, a play park for children and lawn seats for those without cars are features. Bill Sargent is manager, having been transferred from the Circle at Waco.

Hall Circuit to Enlarge Arcadia in Kerrville, Tex.

KERRVILLE, TEX.—The Arcadia Theatre here will be completely remodeled and its seating capacity increased to 1,200, according to Dock Boyle, city manager for the Hall circuit. The chain also operates the Rialto here. Boyle said plans for the Arcadia remodeling have been approved by company officials and work will start as soon as government regulations allow. Among the improvements, he said, will be fireproofing of the interior as much as possible, redesigning of lounges and restrooms, a new marquee, and erection of a high tower.

Burl B. Matheny Buys The Texas in Gunter

GUNTER, TEX.—Burl B. Matheny has purchased and now is operating the Texas Theatre here. He purchased it from J. M. Wilson. Matheny moved here with his family and is occupying an apartment above the theatre. He formerly owned and operated the Harlem in Denton.

Atom Blast Scene in Film

HOLLYWOOD — White Sands national monument in New Mexico, scene of the first atom bomb explosion, will be one of the locations used in filming Enterprise Producer Harry Sherman's "They Passed This Way." The area was forbidden for use on order of Harold Ickes, then secretary of the interior, and was strictly guarded during the war years owing to location there of the Los Alamos project.

To Hollywood From Broadway

Broadway actor Murvyn Vye has been recalled to Hollywood, taking a top role in Paramount's "Whispering Smith."

WACO

Orchids to Fred Astaire, who does a swell job in "A Damsel in Distress," shown at veterans hospital here in Waco the other day. Astaire is really better now than when this writer saw him on the stage and in the flickers over 20 years ago, and since that time, of course.

Austin is soon to have another new daily newspaper, Robert Jordan, Texas teacher, recently informed this writer. Plan is to publish the new sheet each weekday noon and after the paper shortage eases up a bit, the idea then is to put out a Sunday issue which will be printed every Saturday night.

Texas in the Movies: A new half million dollar motion picture studio is to be built in San Antonio this year by Western Adventures, the Alamo city's up and coming producing company. Backed by Texans who do things in a big way, this outfit is putting the finishing touches on "Cotton-Eyed Joe," a horse opera starring Red River Dave McEnery, star of radio, stage and screen and recordings. Dave has some 300 musical compositions to his credit and is also being featured daily over WOAI, the largest radio station in San Antonio.

The Waco Drive-In is having a variety show night every Wednesday, inaugurating a new policy for this playhouse . . . "Les Miserables" was brought back to Waco for a return engagement by request. It played at the Orpheum.

Now they're calling the Interstate city manager, C. H. Stewart, "the fisherman surpreme" since he uses two trout lines to catch fish, and that is a fact, according to Rex Bodoin, publicity director for the Waco Interstaters . . . Back from sunny California is the Great Scott, "a gentleman of very few words," a radio announcer for a Waco station. He is widely known in Hollywood film circles. Scott's first name is Leslie.

Austin's foreign first runs included "La Pajarera" at the Iris Theatre; "They Were Sisters" at the State, and "On Approval" at the Varsity near the campus of the University of Texas.

Eric Brendeler, skipper of the swanky Woodlawn, Alamo city suburban showhouse, presented Mac's bubble gum matinee for kiddies one Saturday morning and business was brisk. The patrons were given chewing wax gratis and juvenile screen fare was another enticing feature of the morning.

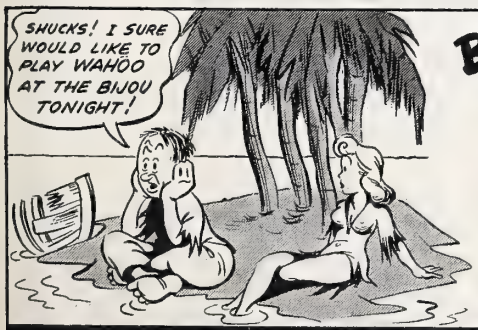
A prominent visitor and speaker in the three cities was Randolph Churchill, son of the wartime prime minister of England.

When Lester Ketner, your hospitalized veteran and BOXOFFICE central Texas editor, asked our good friend Red River Dave why he did not run for some political office next May, Dave's answer was: "I'm gonna run for sheriff, just to keep outta jail."—LK.

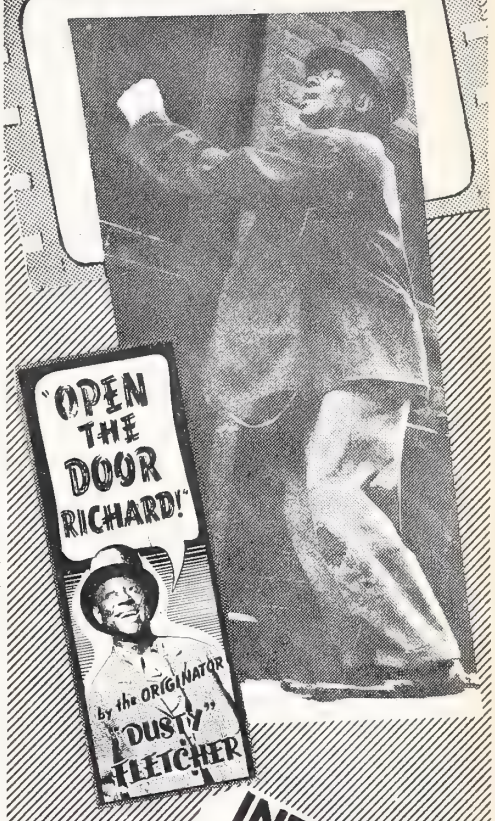


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HARWOOD & JACKSON STS.
DALLAS 1 "Riverside 1884" TEXAS

Ryan and Roady Form New Confection Firm

DALLAS—Rapid increases in volume over the last several years have led the owners of Southern Premium Manufacturing Co., here to reorganize the business, forming a corporation under the name of Ryan Industries, Inc.

Though the company replaced the 25-year-old Southern Premium organization, no change in ownership or management occurred, and all assets of the former firm were invested in the new corporation. The predecessor firm, which first sold premiums and candy to theatres later became a factor in the popcorn industry.

W. G. Ryan and Jack Roady, who operated the Southern Premium enterprise on a partnership basis, are now president and vice-president respectively of the new concern. Leon A. Meanor is secretary-treasurer.

Roady will act as manager of Ryan Industries. Under a new production and sales program, the corporation plans to extend its activities. Consolidated Popcorn Co. and Ryan Candy Co. will continue to be affiliated with Ryan Industries, Inc.

Theatre Rug Stolen

COLORADO SPRINGS, COLO.—Anything not nailed down is lost, Ivan E. Hoig, city manager here for Cooper Foundation Theatres, discovered. He told police somebody had walked off during a midnight show with a 4x6 foot Navajo Indian rug from the Pioneer room in the Ute Theatre basement.

Carlsbad Mayor Enters Projectionist Dispute

CARLSBAD, N. M.—Mayor L. C. Garrett has taken a hand in the controversy between projectionists and the Theatre Enterprises which has resulted in the picketing of all four local theatres since early in February.

Garrett wrote to H. S. Griffing of Oklahoma City, executive of the parent Griffith circuit, asking that a "serious effort" be made to settle the dispute. "If the thing continues in a stalemate with no effort on your part to settle it," he said, "there will no doubt be a movement among the citizens of Carlsbad to get an independent theatre in this city."

The projectionists claim they were discharged for organizing a union and seeking to negotiate a contract. Frank Maxey, local manager, said they were discharged for reasons having nothing to do with union organization.

Usherettes Strut on Stage As Ballyhoo for "Margie"

SANTA BARBARA, CALIF.—An inexpensive stunt helped Manager Reg Streeter pick up a heavy gross on "Margie" at the Warners Mission Theatre here. A week before the opening he had seven usherettes dance across the stage to the tune of "Margie," carrying colored signs spelling out the picture title and giving playdate. The girls made pantalettes which showed below the signs and all were otherwise made up alike from saddle shoes and bobby socks to hairdos. As the last girl cleared the stage, Streeter hit the screen with trailers on "Margie" and "Gallant Journey," with which it was double billed.

U-I Exchange Building Is Opened in St. Louis

From Central Edition

ST. LOUIS—Universal-International's new film exchange building at Olive street and Compton avenue, said to be the finest structure of its kind in the country, was officially opened here recently.

Harry Hynes, St. Louis manager, and Joe Garrison, southwestern district manager, were hosts at a reception marking the opening. F. G. Murray of New York, in charge of branch operations, came here to supervise final arrangements.

Equipment and lighting facilities are up to the second in modern thought, while the office arrangements were designed for the convenience of exhibitors and others having business with the company.

The fluorescent lighting is broken up with a series of wings that produces a subdued white light, quite easy on the eyes. Individual lighting is provided in each individual section set aside for exhibitors who are booking pictures, so they can enjoy privacy and comfort while conferring with bookers.

Theatre at Camp Plauche Sold to Joseph Dicharry

NEW ORLEANS—Joseph Dicharry has purchased the old Camp Plauche Theatre which was used during the war and renamed it the Todd Theatre. The Todd opened this past week.

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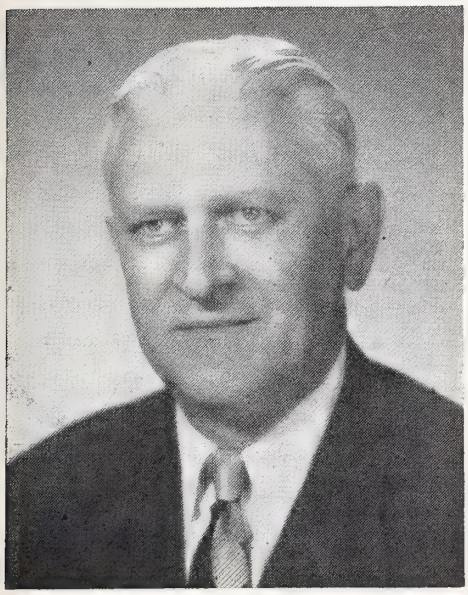
Modern Theatre Equipment Company

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A Complete Theatre Equipment and Supply Service

Higdon Named Buyer For Griffith Chain

OKLAHOMA CITY—Ray A. Higdon of Dallas has been named film buyer for Griffith



RAY A. HIGDON

Consolidated Theatres, Inc., with general offices here, it was announced this week by Henry S. Griffing, executive vice-president.

Higdon appeared before company executives and managers at the Griffith annual meeting March 20, giving a report of his department.

He has been buying for the Griffith 50-town independent circuit in Oklahoma and Texas for the last two months, Griffing said.

The new buyer has been associated with the R. E. Griffith theatre circuit in Dallas for a number of years.

Prior to working with Griffith companies, Higdon was engaged in film distribution and was formerly a 20th-Fox exchange manager in Oklahoma City.

Noise of Drive-In Speakers Causes Residents to Sue

WACO, TEX.—Lone Star Theatres, operators of the Waco Drive-In Theatre, are defendants in a suit brought against them by neighboring residents who claim damages due to noise from speakers in the open-airer. The residents, who claim that the fault can be corrected by installation of in-the-car speakers or by "enclosing the entire area with walls and roof," each ask $3,000 damages and $50 damages for each night of operation after the suit is filed.



Pastor Wishes Churches Had Film Salesmanship

CORAL GABLES—Dr. Glenn James, pastor of the White Temple Methodist church, paid a tribute to the salesmanship of motion picture companies in a recent sermon. His sermons every Sunday morning are broadcast over a local station. He said that frequently he finds motion pictures introduced by a great lion or a crowing rooster, symbols of the film companies. To him, he said, this was an indication that the lion could roar or the rooster crow his approval of what was to follow, and that nothing would appear on the screen which could not be so introduced. His lesson was that churches might well adopt such advertising methods.

Jimmy Lloyd in 'Destiny'

Columbia has handed Jimmy Lloyd a top featured role in "Destiny."

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Your publication has proved very beneficial to us in providing ideas and information on equipment, operation, etc. We want it continued. Through your columns we hope to find an operating theatre in a good location.

(Signed) HERMAN M. ATCHLEY,
Harvard, Neb.

* * * *

We do enjoy reading BOXOFFICE; not just scanning it, but READING it.

(Signed) S. EWART SPRAGUE,
Iron Mountain, Mich.

* * * *

When I returned from overseas I turned my subscription over to the special service officer in my outfit, still overseas. Now I am a projectionist here and have really missed BOXOFFICE and would like very much to be on your subscription list.

(Signed) HARRY E. SIMMONS,
Rolling Fork, Miss.

* * * *

Everything about BOXOFFICE is excellent.

(Signed) F. W. MEDLEY,
Monterey, Tenn.

* * * *

The Picture Guide and Record Book with its refills are a big help to us.

(Signed) DAVID BOWERS,
Warrior, Ala.

* * * *

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(Signed) JAMES L. KOTERA,
Neffs, Ohio

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Claughton Offers Music Center Site

MIAMI—A million dollar auditorium to occupy a tract containing 30 lots on Burlingame island at the mouth of the Miami river, has been made possible by an offer of Edward N. Claughton, owner of the island, to lease the land "for 50 or 99 years" for a consideration of $1. Claughton is a local financier and theatre owner.

It was suggested that the auditorium would be used primarily as a music center, but that it would also be available for other engagements. A minimum of 3,500 seats was proposed by Claughton. He expressed the opinion that the building could be erected, air conditioned, and furnished with all necessary sound equipment for approximately $750,000.

Negotiations for the site were started some time ago by Dr. Arturo di Filippi, head of the voice department of the University of Miami, and director of the Miami Opera guild. At a recent luncheon Claughton said he would lease the tract to the guild or the university or both for $1 as total rental over the entire time of the lease. The land is estimated to be worth a minimum of $250,000.

Fire at Blytheville Sweeps Theatre, Adjoining Store

BLYTHEVILLE, ARK.—Damage estimated at $40,000 was caused last week when a fire swept the Chickasaw Theatre and an adjoining drygoods store here.

The blaze apparently started in the store and spread through an attic to the theatre. W. L. Moxley, owner of the Chickasaw, estimated damage to the theatre at about $12,000.

Remmel H. Young Named Malco Fort Smith Head

FORT SMITH, ARK.—Remmel H. Young, native of Hope, Ark., has been transferred to Fort Smith, where he will be city manager of Malco Theatres. Young has been city manager of Malco theatres at Hope for eight years. He is succeeded there by Earl Young, who comes from Morrilton.

Van Delden Given Post As Wil-Kin Executive

ATLANTA—S. B. Van Delden, former national sales manager for the Norton Door Closer Co., Chicago, was this week appointed sales manager for the Wil-Kin Theatre Supply Co.

Rogers Nominated

CHATTANOOGA—Emmett R. Rodgers, civic leader and motion picture company executive, has been nominated for the presidency of the local Rotary club in the election to be held April 9.

Retired Actor Dies

CORAL GABLES, FLA.—Charles H. Morrell, 85, a retired actor, died at his residence Saturday. He came to Florida 22 years ago from Brooklyn, and is survived by his wife Beatrice.

Kessnich Vacationing

CORAL GABLES, FLA.—Charles E. Kessnich, MGM district manager in the Atlanta area, is spending a short vacation here.

Three-Theatre Debut For 'Avenue' at Miami

MIAMI—Theatregoers visiting Wometco's Lincoln, Town or Capitol theatres Saturday, April 5, probably won't notice it, but their reactions were to be watched as closely as a murder suspect getting the third degree.

How much they laugh, and their comments as they leave the theatre will be the subject matter of a flock of long distance calls. These calls will go to the producers and distributors of "It Happened on Fifth Avenue," which will have its first public showing in these local theatres.

The premiere of any film is important in the industry, but this one has the added interest of being the first major undertaking of Monogram. For years officials of Wometco have told heads of Monogram that when they made a picture comparable to a quality production of the major studios, that Wometco would give it preferred playing time and increased advertising.

An advance premiere of "Fifth Avenue" was given at a midnight showing at the Mayfair for early contributors in the American Cancer society drive for funds, just opened here.

Two tickets to the special performance were given those who took their contributions to station WQAM. The offer was good until the house was filled.

Trio Spends Century In Picture Business

Atlanta—How many hours in a film salesman's year? That question came up when John W. Mangham and two of his salesmen, Walter T. Hickey and Joe Fieldman, sharpened their pencils and figured that between them they have put in 108 years selling, distributing and exhibiting pictures.

But Mangham, who is president of Screen Guild Productions of Georgia and Film Classics of Atlanta, argues that the total should be several times greater. He contends that, whereas the average working week in most lines is 40 to 50 hours, people in the picture industry put in anywhere from 12 to 20 hours a day. Figured on that basis, he and his salesmen could claim centuries of service.

Hickey is the patriarch of the trio. He started as an exhibitor in Wisconsin in 1905, switched to selling two years later, and has been sales manager of the local company since 1944. Fieldman started in the picture selling business in 1908 and Mangham began 27 years ago.

Tillie Schaffer Dies

CORAL GABLES, FLA.—Mrs. Tillie Schaffer, 65, mother of Eddie Schaffer, comedian now appearing at the Olympia Theatre, died at her home. She had lived at Miami Beach for the last three years, coming to Florida from New York City. Her husband, Sam Schaffer, and three sons survive.

Martin Buys at Florala

FLORALA, ALA.—Martin circuit has purchased a building here and will remodel it into a modern theatre.

Old Troupers Managing Rex Theatre at Tampa

TAMPA—After 30 years of trouping, Mr. and Mrs. Joe Livingston have settled down in Tampa and are managing the Rex Theatre for Mrs. Julia Raulerson. From 1901 to 1930 the couple was billed as Addison and Livingston, and did their vaudeville turn in virtually every city in the country.

The Livingstons operate a drink and snack shop in an adjoining building, which they have labeled the Ballyhoo.

"Our latchstring," they announce, "is always out to showfolk."



OLD-FASHIONED SHOWMANSHIP—R. H. Pollitt, manager of the Roxy in Memphis, is shown at the reins of a rig he ran through the streets to plug the Roy Rogers picture "Heldorado." Youngsters in the wagon, dressed in cowboy outfits, are some of his best customers.

MEMPHIS

Tom W. Young, branch manager here, was host at a meeting of the sales forces of 20th-Fox this week. Here for the meeting were Phil Longdon, southwest district manager, Dallas; Herman Wobber, western division manager, San Francisco, and Henry Ballance, division manager, Atlanta.

Duke Clark, Paramount district manager in Dallas, and George Hanger, advertising representative, also of Dallas, were here for conferences with L. W. McClintock, branch manager . . . Col. Cecil Vogel, manager of Loew's Palace, is celebrating his 19th anniversary with Loew's this week. Vogel has the same immediate superior today he had when he started. Allen Sparrow, division manager, Atlanta, was manager of Loew's State in Norfolk 19 years ago when Vogel went to work as assistant manager in that house.

Herman Chrisman, Columbia manager, is on tour of the Arkansas territory with his salesmen . . . Henry Morris, Dallas, Columbia exploitation man, worked on the opening of "Dead Reckoning" at Malco April 1.

Dave Flexer, head of Flexer Theatres, Inc., is in New York on business connected with his plans for a nationwide circuit . . . Mrs. Wilhelmine Hughes, booker stenographer at RKO, resigned to keep house and Mrs. Goldie Scruggs was promoted from biller to take her place. Mrs. Martha Pinkard, Atlanta, took Mrs. Scruggs' job.

Marguerite McClelland, the Memphis girl who as Miss Louisiana finished fourth in the Miss America competition of 1946, is now under three-year contract with Charles L. Wagner opera organization in New York and will do a concert at Goodwyn institute in Memphis May 5 . . . The New York Philharmonic Symphony orchestra will play April 29 at Ellis auditorium under auspices of the Beethoven club.

Thomas Jefferson "Jerry" Foley jr., who brought Bob Hope to Memphis last summer, has become a partner in the firm of Early Maxwell Associates. Foley has made tentative arrangements to bring Spike Jones and his City Slickers back soon.

Peggy Miller, 10, granddaughter of Mr. and Mrs. Joe Bartles, De Valls Bluff, Ark., has appeared in a number of pictures, including "Experiment Perilous," "Sentimental Journey" and "Pursued" . . . Jimmy Fidler, Hollywood radio commentator, recently said: "There's a girl in Knoxville, Tenn., who sings in a church choir, looks like Grace Moore and has the same type of voice. She is Vera Moore." The girl he was talking about isn't in Knoxville. Lue Vera Moore, a distant cousin of Grace Moore, is secretary for Lindsay Memorial Presbyterian church in Memphis and is studying voice with Neumon Leighton at Memphis College of Music.

The $200,000 block of stores being built by M. A. Lightman and his associates at Cleveland and Overton Park (Crosstown section) are nearing completion. Two of the stores have been opened. A de luxe motion picture theatre seating more than 1,400 persons will be part of the project but construction of the theatre proper has not yet received CPA approval.

Leonard Shea, branch manager of PRC, was in Arkansas most of the week on business . . . Two Missouri exhibitors, Lyle Richmond of the Missouri and Richmond in Senath and Roy Dillard of the Dillard in Wardell, were on the Row booking.

Carol Forman, former Memphis beauty, plays her first important role in "San Quentin," RKO prison drama, which is currently at Loew's State. Her maiden name was Maude Sawls and she later became the wife of Col. Robert D. "Red" Forman, from whom she is now divorced. Miss Forman takes the role of an underworld gunwoman in the picture.

W. A. Rudisill, Atlanta, home office representative of Kay Film Exchange, spent several days here showing John D. Goodenough, new branch manager, many of the company's operation. Goodenough, in turn, showed Rudisill many of the ropes in Memphis.

The Strand will be smartly dressed when the present remodeling job is finished. M. A. Lightman jr., Malco official in charge of construction, said the entire Main street front would be of structural glass, the ticket booth moved to the side of the lobby and complete new drapes and carpets installed. The Strand also will have new seats in half the auditorium. The other half will be replaced at a later date. Restrooms are being enlarged and modernized. Indirect lighting will feature the new lobby.

Midsouth exhibitors seen on the Row included: Lawrence Landers, Landers, Batesville, Ark.; John Staples, Carolyn and Franklin, Piggott, Ark.; Jack Watson, Palace, Tunica, Miss.; Mr. and Mrs. Roy Cochran, Juroy, North Little Rock, Ark.; Tom Ford, Ford, Rector, Ark.; C. W. Tipton, New, Manila, Monette and Caraway, Ark.; Roy Bolick, Kaiser, Kaiser, Ark.; J. A. Owen, Amory, Amory, Miss.; Bill Malin, Lura, Augusta, Ark.; N. B. Fair, Fair, Somerville, Tenn., and S. D. McRae, Coffeeville, Coffeeville, Miss.

Also shopping on the Row were Warren Moxley, Savoy at Blytheville, Ark., and Turrell at Turrell, Ark.; S. J. Azar, Harlem and Lincoln, Greenville, Miss.; Whyte Bedford, Marion, Hamilton, Ala.; J. J. Sharum, Shandell and Metro, Walnut Ridge, Ark.; J. E. Singleton, Tyro, Tyronza, Ark.; Glenn Caldwell, Princess, Aurora, Mo., and W. C. Kroeger, Shannon, Portageville, Mo.

Mrs. Gertrude Thomas, head inspector, recovered from a major operation, is on the job at Universal . . . Roadshow date of "The Best Years of Our Lives" is announced for the Strand Theatre April 26.

Ralph Carter, house manager of the Warner Theatre, spent last weekend in Oklahoma City, his former home, visiting friends and relatives . . . Marjorie Metler, cashier at the Memphian when it burned, is now working at the Warner as cashier . . . The Malco is enlarging its office space . . . Attendance at first runs has been only fair during their current runs, managers report.

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More Children's Shows Aim of Films Council

MEMPHIS—The Better Films council, composed of representatives of women's clubs in Memphis, elected officers this week and set as its 1947 goal two projects, to arouse a greater interest in better films and to promote a larger number of children's shows.

New officers are Mrs. Carrington Jones, president; Mrs. Carruthers Love, vice-president; Mrs. Gordon Greeson, recording secretary; Mrs. Marguerite Brandeau, corresponding secretary, and Mrs. W. Wright Mitchell, treasurer.

The Better Films council was organized 15 years ago. It selects motion pictures suitable for children and family audiences and this list is published each Sunday in the Commercial Appeal.

High Court Stands Pat Against Tax on Candy

MEMPHIS—The decision of the Mississippi supreme court that operation of a candy and gum counter in a theatre lobby did not constitute operation of a chain store and require payment of chain store licenses stands. The decision was won by Richards-Lightman Theatres Corp., several weeks ago in a suit to recover chain store taxes already paid. It was challenged last week by state attorneys, but the state's highest court stood pat and overruled a suggestion of error petition which had been filed by the state tax commission.

Reopening of Memphian Scheduled for May 1

MEMPHIS—Rebuilding of the Memphian Theatre, which was gutted by a recent fire, is well under way and the reopening has been set for May 1.

M. A. Lightman jr., in charge of construction for Malco Theatres, Inc., said the Memphian, when finished, would be a de luxe neighborhood showhouse.

There will be a "little ladies' room" and a "ladies' room," a new feature on the 850-seat theatre. New carpets, drapes, seats and equipment are being installed.

Installation at Athens

ATHENS, ALA.—A new high-frequency speaker has been installed at the Plaza Theatre, which on April 12 will resume a two-day-a-week schedule, opening only on Fridays and Saturdays. The Plaza is managed jointly with the Ritz by Robert Cannon.

Gloria Henry 'Strikes Back'

Gloria Henry will co-star with Ron Randell in "Bulldog Drummond Strikes Back," a Columbia production.

Flu Hits Arkansas; 20 Houses Closed

LITTLE ROCK—One of the worst influenza outbreaks in recent years hit Arkansas last week and at least 20 theatres were requested to close in an effort to halt the serious epidemic.

In some communities more than a third of the population was stricken within a week.

Theatre attendance all over the state has dropped because of the outbreak. Some theatre operators have been asked not to admit children. Other theatres will be closed if the epidemic increases.

Psychology and Twin Club Highlight Dallas Stunts

From Southwest Edition

DALLAS—Publicity in connection with pictures currently playing on Elm street went all the way from starting a Twin club among students at Southern Methodist university to a more corny tieup with the Cornbred Matinee radio show at the Kessler Theatre.

Olivia de Havilland, who plays a twin role in U-I's "Dark Mirror," will visit the Twin club on her next trip to Dallas. A list of twin students at SMU was printed in a story in local newspapers which also mentioned Miss de Havilland and the picture.

Hal Horton's Cornbred Matinee originated weekday afternoons from the Kessler. A woman in the audience was selected for a psychological test and was taken to see "The Beast with Five Fingers" at the Melba. She was to be examined both before and after seeing the picture by a doctor, and findings were to be reported back to the Kessler audience along with the return appearance of the patient.

New Pilots at Charlotte For Dilworth and State

CHARLOTTE—Paul Ballenger is the new manager of the Dilworth Theatre in Charlotte, and Charles Thomas is the new manager of the State, both Wilby-Kincey houses. The changes were announced by Jack Austin, W-K city manager.

Ballenger replaces Ruby Thomas, who has been given an extended sick leave by the company. He came from Concord, where he was manager of the Paramount.

Thomas, transferred from managership of the Temple in Gastonia, succeeds Dick Horton, who goes to Durham as manager of the Rialto.

New State for Jackson

JACKSON, MISS.—A new State Theatre, the cost of which is not estimated, is included in an extensive building program for Jackson.

Starts Clayton House

CLAYTON, N. C.—M. W. Knott, owner of the Clay, has started laying brick for his new house here.

Out-of-Towner Plays 'Outlaw'

GREENVILLE, MISS.—The 776-seat Center Theatre opened by Joe Applebaum and Bert Simms on Highway 82 east of here played "The Outlaw" recently. The house advertises city bus service every 30 minutes.

Birmingham Operator Finishes Negro Short

BIRMINGHAM—Ted Saizis, Five Points Theatre projectionist and a member of Local 236, has completed shooting on a Negro short subject which he has sold to Astor Pictures.

Saizis is scheduled to go to Atlanta in the near future to confer with Bob Savini of New York, head of Astor, regarding future assignments for the company.

The local projectionist is a member of Cameramen's Local No. 666, Chicago, and handles newsreel assignments here for Pathe and Paramount. He recently purchased a new station wagon to transport his equipment and intends installing a platform atop the car to aid in his camera work.

MIAMI

"The Best Years of Our Lives" hung up a local record by playing for 11 consecutive weeks at the Colony, a Paramount theatre, at advanced prices. There were three showings daily. The film opens April 5 at the Royal, a Claughton theatre, at advanced prices. The Claughton will send a print of the picture to Pratt hospital.

In view of the current AGVA-Lou Walters row in New York over the $15,000 pay alleged to be due Jane Russell, George Bourke of the Herald wonders why he had a call from Walters' club here in which he was told, before the Russell debut, that the deal was strictly on percentage.

Arline Judge, in upswept hairdo, is seen dining in local bistros . . . Bob Dante, accompanist for Harry Richman, has been accepted as a pupil by Harold Bauer . . . Eight greater Miami girls who won "queen" titles during the past year are among the 12 selected from 98 photographs of Florida beauties to be finalists in the Lincoln Road Ass'n's Lovable Girl of the Month contest. Local finalists are: Klenna Ann Dugger, high school model queen; Rosemary Carpenter, Miss Physical Cuture; Jeano Trecor, Miss Television of 1947; Shirley Model, Miss Brevity; Eatty Hornbein, Miami Beach Health Center Queen; Barbara Lee, Miss Specs Appeal; Helen Greene, health and culture queen; Betty Ann Wagner, sun glasses queen.

Al Weiss, Olympia manager, tells this on himself. Numerous changes in personnel make it impossible for a busy manager to become acquainted with new employes right away. Last week when the sound at the Olympia needed adjusting, Al walked over to the button which flashes word to the sound operator. Before he could do more than touch it, an usher came up and said, "You'll either have to sit down or get out of this aisle. You can't stand there." Rather than get involved in explanations, Al meekly moved on.

Mr. and Mrs. Richard Barthelmess have been visiting the former screen star's parents here. They plan to go to Nassau later . . . Stanley Woolf, head of the Civic Drama guild, is vacationing here . . . Sol Tepper, the agent, and George Rosen, Variety's radio chief, are in town . . . John Byram, head of Paramount Pictures' story department, is vacationing in Miami Beach with Mrs. Byram.

Shirley Temple and husband are due for a Beach holiday . . . Michel Pavloff, stage manager for Carmen Miranda, and David Strauss, costume designer for Sonja Henie shows, made the club rounds the other night.



BIRMINGHAM

Theatre grosses were disappointing in comparison with former years as approximately 6,000 Alabama teachers thronged Birmingham for the annual convention of the Alabama Education Ass'n . . . Houses here had a better-than-average array of attractions, including "The Jolson Story" for a sixth and final week at the Empire, "It's a Wonderful Life" for a third and final week at the Melba, "My Favorite Brunette" as a holdover at the Lyric from the Alabama, "Lady in the Lake" at the Alabama and "Magnificent Doll" at the Ritz. Merchants here also reported sales to teachers were disappointing.

"The Best Years of Our Lives" found plenty of competition as it opened at the Birmingham Theatre April 3. Alabama Theatre had "The Razor's Edge" with "Johnny O'Clock" at the Empire and "Sinbad the Sailor" at the Melba. "The Man I Love" was at the Ritz . . . "Best Years" price schedule was 75 cents for matinees and $1.20 at night.

A. H. Borisky, president of Southeastern Amusement Co., and Harry W. Roberts, Birmingham manager, were hosts to the press, city officials and civic leaders at a preview of the Academy award winner, "The Best Years of Our Lives." Promotion for the film included a contest in conjunction with the Birmingham Post in which $25 cash and 12 pairs of passes were offered for the best letters on the subject, "The Best Years of My Life Were —"

Charlie Kinney, RKO, Atlanta, was here on promotion work for "Sinbad" . . . J. A. Jackson, Empire manager, effected a tieup with Vitalis distributors that plugged "Mr. District Attorney" and "Johnny O'Clock" in 100 drug stores in greater Birmingham. Vitalis sponsors the Mr. District Attorney radio program . . . Jimmy Redd of Wil-Kin Theatre Supply, Atlanta, visited the city and checked on maintenance at Wilby-Kincey houses . . . Jack Fealy, head usher at the Empire, attended the Omicron Delta Kappa convention in Washington, D. C. Fealy, now a student at Birmingham-Southern college, will enter George Washington university medical school this fall.

Claude Butts has been named assistant manager at the Woodlawn, replacing Max Henry, who resigned . . . Jean Mitchell, Empire cashier, visited in Atlanta.

Mildred Geiger, secretary for Acme Theatres, and her husband, John Geiger, were guests of Dr. and Mrs. W. A. Edwards and E. C. Fain at Jordan Lake near Wetumpka during a recent weekend. The party was held at the cabin owned by Fain, who operates the Fain Theatre at Wetumpka . . . Lewis Stone, Tarrant City theatre projectionist, was called to Arab, Ala., to attend funeral services for his mother, who died in Pensacola, Fla. . . . Beverly Hennessee, cashier at Waters' Avondale Theatre, was married here to Edgar Earl Davis.

Albert Hay Malotte, composer of "The Lord's Prayer" and other religious songs, was in Birmingham visiting his brother, Stanleigh Malotte, Alabama organist. Malotte and his wife came south from Hollywood to attend the funeral of a member of Mrs. Malotte's family at Nashville . . . Mrs. J. A. Jackson, wife of the Empire manager, and her daughter, Miriam, were in Mobile to visit Mrs. Jackson's mother and see the Bellingrath gardens . . . Mr. and Mrs. Jackson's son, J. K. Jackson, is now employed as an engineer for station WMOC at Covington, Ga., near Atlanta. Young Jackson is a student at Georgia Tech.

J. Y. Robertson, Empire usher, has resigned to rejoin the industrial concern with which he was associated before his navy service. He is a draftsman . . . The Ballet Theatre, although praised by critics, failed to click financially at Municipal auditorium.

Bill Coury, Ritz manager, is making marquee improvements that will include a flashing neon upright name sign . . . A $3,250 air conditioning installation at the Wilby Theatre, Selma, was one of the projects approved by the Alabama district offices of CPA . . . F. E. Walker, Alabama projectionist, has been elected by IA Local 236 as its delegate to the seventh district convention at Chattanooga June 17, 18. President J. C. Harper sr., and Secretary J. F. Mankin have been elected as the local's delegates to the Alabama Federation of Labor convention here April 21-23 . . . Thomas Wall, Temple projectionist, and William Tate, Galax operator, spent their vacations at Laguna Beach, near Panama City, Fla.

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Undecided on Court Test Of Knox County's Levy

KNOXVILLE—Question as to the legality of the Knox county amusement ticket tax recently imposed by the legislature was raised as the levy went into effect on April 1. Theatre interests also have indicated that they believed the act unconstitutional, but whether they would take the issue into the courts remained to be seen.

City Law Director Oscar M. Tate jr. said he had not ruled one way or the other on the act's legality, but some officials have evidenced apprehension about it. Leslie Kennedy, city finance director, will collect the tax for the city, while the county court clerk will receive the county's share.

The new law places a 1-cent tax on each 20 cents of amusement admissions, such as theatres, concerts, football and baseball games. The first 11-cent charge is exempt, as are admissions under 41 cents to athletic contests.

Revenue from the tax has been estimated from $150,000 to $200,000 annually.

Britishers at Delray

DELRAY BEACH, FLA.—Four prominent figures in the theatrical world of Great Britain are at the Nautical Aire, Delray Beach. They are Beatrice Lillie, British comedienne; Clifton Webb of dancing and dramatic fame; Terence Rattigan, young British author of the Lunts' success, "Oh, Mistress Mine," and Dorothy Dickson, musical comedy star of the London stage.

Stars with Barbara Stanwyck

One of the top starring roles in "Be Still, My Love" has been assigned to Wendell Corey.

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Iannuzzi to WB Post, Succeeding Bachman

CHARLOTTE—Ralph Iannuzzi has been appointed branch manager here for Warner Bros., replacing John A. Bachman, who resigned to accept the management of the Atlanta office of United Artists. Announcement of Iannuzzi's appointment was made by Jack Kirby, district manager, with headquarters in Atlanta.

Iannuzzi, a native of New York City, has been in the motion picture industry for 15 years, the last three as Warner salesman here. Prior to that he was with United Artists for 12 years. He is married and the father of one child.

Frank Neil of Memphis becomes Warner salesman here to replace Iannuzzi. Neil formerly was with the Memphis Paramount office and since the war had been in business for himself.

A farewell dinner was given at the Hotel Charlotte April 4 by the Charlotte Variety Club in honor of two past chief barkers, Benn H. Rosenwald and Bachman. The event was planned by Frank Beddingfield, Tom A. Little, Iannuzzi, Cy Dillon, George Roscoe and Walter Griffith. Gifts were presented to both.

At 9 p. m. the same evening the wives of Variety entertained Mrs. Bachman and Mrs. Rosenwald in the clubrooms. A string of pearls was given Mrs. Rosenwald and Mrs. Bachman received costume jewelry, a clip and earrings. The committee in charge was composed of Mmes. Sam Trincher, Tom Little, Gene Dyer, Harry Haas, Dean House, Hal Keeter and Cy Dillon.

Rosenwald was promoted to manage MGM's Boston exchange.

Southwest Briefs

AUSTIN, TEX.—This town soon will have another daily newspaper, to be published at noon each weekday, according to Robert Jordan, Texas teacher.

SAN ANTONIO—A half million dollar motion picture studio is to be built here this year by Western Adventures, now putting finishing touches on "Cotton-Eyed Joe," oater starring Red River Dave McEnery.

DALLAS—Charles D. Lyne, MGM salesman for almost 20 years, now is branch manager of the Oklahoma City office succeeding Jack ReVelle, transferred.

DALLAS—W. G. Ryan and Jack Roady, partners in the Southern Premium Manufacturing Co., have reorganized their business and formed a corporation under the name of Ryan Industries, Inc.

WACO, TEX. — Offended by noise from loudspeakers, residents neighboring Lone Star Theatres' Waco Drive-In Theatre here have sued the circuit asking $3,000 damages each, with $50 additional damages for each night of operation after the suit is filed.

OKLAHOMA CITY—A recent fire backstage at Warners' Liberty Theatre here completely ruined new sound and screen equipment which had been installed only a week earlier. An asbestos curtain dropped across the stage was credited with saving the seating section.

OKLAHOMA CITY—Jack Swigert has replaced Farris Shanbour as manager of the Victoria Theatre here, a C&R circuit house

NORMAN, OKLA.—Van Heflin, film star, University of Oklahoma graduate and one-time Academy award winner, will return to the campus here for a three-day career conference starting April 23.

SLATON, TEX.—Herschel Crawford has sold the Palace and State theatres here to the Leon circuit of Dallas, headed by C. D. Leon.

TULSA—Outright ownership of Tulsa's No. 1 white elephant, the Akdar Shrine Mosque, a huge building which cost its builders $750,000 in 1925, has been obtained by the Ralph Talbot circuit.

All Branches of Industry Represented At Miami Variety Club Charter Dinner

MIAMI—Show business and allied fields, including film production and distribution, the radio, newspapers, hotels, night clubs, circuses, etc., were represented when the Variety Club of Greater Miami held its charter dinner April 1, at the Ritz Plaza, Miami Beach.

Among those attending were Bob O'Donnell, vice-president and general manager of Interstate Theatres, Dallas, and national chief barker of Variety; Col. William McCraw, national executive director of Variety and principal speaker; William A. Scully, vice-president and general manager of Universal Pictures; Edwin Weisl, general counsel and member of the board of Paramount Pictures; and such other luminaries as Daniel G. Arnstein, Carl Sedlmayer, David Bendy, Edward N. Claughton, H. R. Hornstein, Daniel J. Mahoney, John Montgomery, Herbert Frink (mayor of Miami Beach); Marcy Leiberman, Val Cleary, Dan Fitch, John F. Kirby, Ollie Williamson, Herb Elisburg, and Dick Sachsel.

Entertainers included Cross and Dunn, Benny Davis, Johnny Howard, Don Lanning (master of ceremonies), and his wife Roberta Sherwood, Dean Murphy and Dorothy Dey, Rajah Raboid, and the Four Vagabonds.

Hotel men present were Walter Jacobs, Ed Singer, Paul Grossinger and Abe Allenberg.

From local show shops were George Hoover, Mitchell Wolfson, Sidney Meyer, Al Weiss, Art Schwartz, Sonny Shepherd, Tom Jefferson, Jack Fink, Hal Kopplin, Herman Silverman, Harry Thompson, Ed May, Burton Clark and Mark Chartrand, all representatives of Paramount Enterprises and Wometco Theatres. Radio representatives were Pete Kettler and Jack Williams of WGBS, with Eve Tellegen; Fred Miser and Fred Borton of WQAM; and John Prosser of WKAT.

Also present were Irving Mandel, Buddy Allen, Roland Muse, A. J. England, Jack Miller, Sam Swerdloff, and a host of others.

Myrtle Beach Renovation Put Off by W. L. Parker

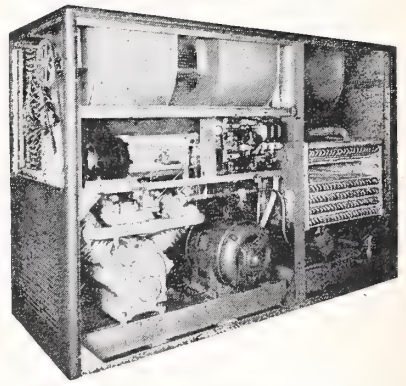
MYRTLE BEACH, S. C. — The Gloria Theatre here, a summer situation, will open about the middle of this month. The new owners, W. L. Parker of Charlotte and associates, had planned to enlarge and redecorate the house before opening it, but delay in getting an okay from the CPA has caused them to postpone the project until next fall. They plan to put in a 300-seat balcony, increasing the capacity to 800 seats, and to make other improvements.

Parker also is planning air conditioning for the Broadway, a 1,000-seater that operates all year. The two theatres were purchased from B. B. Benfield of Myrtle Beach. Stockholders of the Beach Corp., new operating company, are Harry L. Dalton, Stuart Cramer, George Cramer, T. B. Harrison and John Bayne, all of Charlotte, and Ernest Saunders, Tabor City and Myrtle Beach.

Theatre Becomes Bakery

JACKSONVILLE, FLA.—One of Jacksonville's oldest theatres, the Roxy, is being remodeled and will house the Federal Bake Shops, Inc. Built in 1902, it was later remodeled and in 1914 was opened as the Republic Theatre. For 20 years it operated under that name, then once more became the Roxy. In the summer of 1946 the doors were closed and it was turned over by the owners, Florida State Theatres, Inc., to the baking concern.

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Charles Durmeyer, president of Southern Automatic Candy Co., back with Mrs. Durmeyer from a business trip to New York, said the outlook for increased candy supplies is good. It will not be long before theatre swill be able to get all the candy they want, he said.

Z. C. "Curt" Shreve, district manager for Manley, is back at his desk after a swing through the territory . . . Ben Hill, United Artists southern publicity chief, left for Tampa and New Orleans . . . Denny Dixon, Crescent Amusement Co. city manager in Gadsden, and Mary Brockett of the home office in Nashville were Filmrow visitors.

Babe Cohen, Monogram Southern branch manager, made a business trip to Jacksonville . . . William K. Richardson, president of Astor Pictures of Georgia, is making a trip through Florida . . . Col. Bert Davis has been appointed special sales representative of United Artists for the southeastern division by Fred Jack, district manager.

Ted Toddy, president of Toddy Pictures, New York, was a visitor . . . Bill Talley, former branch manager for Republic, has joined PRC. He is traveling Tennessee while Carl J. King remains ill at home and after King's return to shift to another territory . . . Ralph McCoy, Eagle-Lion representative, is traveling in Florida.

Hugh Martin of the M&M circuit was a Filmrow visitor . . . Others seen on the Row were H. Greene of the Orr circuit in Alabama; Sidney Laird, general manager of the Al-Dun Amusement Co., West Point, Ga., and Clyde Samples, general manager of the Duncan Amusement Co., Carrollton, Ga.

Georgia Theatre notes: Harvey Smith, publicity director, has done a swell job with the monthly house organ, Spotlight . . . E. B. Whitam flew to Savannah for an invitational bowling tournament in which he represented the Order of Eagles.

Jo Ann Leach has been added to the booking department for Martin Theatres here . . . Genevieve MacKool is new in the account department and Lois West in the general office at Wil-Kin. Jimmy Wilson of the Wil-Kin sales department is traveling through Alabama and Joe Reeves is in the south Georgia territory.

"Why Motion Pictures Should Not Be Censored" was the subject of a theme for students in a literary class at Georgia Tech. One of the best papers, by David L. Smith, said: "To have censorship over movies is to have controls over the major moulders of public opinion. Free people should have uncensored movies just as they have freedom of the press and freedom of religion. Let the consumer be his own censor in a democratic country."

Rodney Bush, 20th-Fox exploiteer, was a visitor . . . Bob Moscow, newsreel cameraman, formerly with W. T. Murray at the Rialto Theatre here, has been named production chief of the Sack Amusement Enterprises in Dallas. He will make 12 all-Negro musicals for the company.

Mr. and Mrs. Harry Glenn sr. attended the wedding in Sullivan, Ind., of their son Capt. Harry Glenn jr. to Josephine Maple of Sullivan. After the ceremony the couple came to Atlanta and an open house was held at the Glenn home in Macon . . . Mrs. Margaret Kendall was given a farewell luncheon by the company at the Taj Ma room . . . Mrs. Faye Talerico was entertained at a farewell luncheon in the Variety clubrooms.

Thelma Duman, booker at Universal, and Stanley Haglund were to be married Sunday, April 6 . . . G. J. Malafronte, manager of branch operations for Universal, stopped off here then went on to New Orleans . . . Jimmie Bello, who was transferred some time ago from the Universal office here to the one in Washington, has returned to the city as office manager for Warner Bros. He replaced C. A. Leeder.

Jeff Davis, branch manager of United Artists, and Henry Krumm, southern sales manager of Selznick Releasing Organization, made trips to Jacksonville . . . Bert Davis, special representative of UA, went to Dallas on business . . . George Poulos of Theatrical Printing Co. is back from New York.

Fred Coleman, suburban theatre owner, was on Filmrow recently after several weeks of illness . . . Emily Franco has been named secretary to O. S. Barnett, office manager of Monogram Southern.

Montgomery Schools Employ Visual Aids

MONTGOMERY—For several years city schools have been employing visual aids in classrooms, with the necessary funds being raised by the PTA classroom sales and plays. So successful was the method that last year the schools set aside $8,000 for this phase of instruction and developed a system of teacher training in the use of these aids. In the fall, training classes are held in which these teachers instructed others from each of the schools. These teachers in turn taught those in their units until practically every teacher in the Montgomery system, including those in the county, can handle projection equipment.

Besides owning their own projection equipment many of the schools have started film libraries and some have contracts with rental libraries of the state university. They also make large use of free films furnished by the government and by industrial companies. The main source of supply, however, is a central library in the education building, where films are available to all the schools.

Showing of the films is but one phase of the school program, as each school has its own dark room and the high schools have several. The children are trained in the making of their own films and even in the grammar school become expert in developing and printing.

Nor is visual education confined to the use of film. There are lantern slides, opaque projectors and a steadily increasing collection of maps and pictures. Here again the children have a part in the making, for they themselves supply many of the slides, illustrating books they have read. Sometimes these are from their own drawings and again are photographed from their own dramatizations. They also are encouraged to use their photography in making their own cards for Christmas and birthdays.

That old thought of a child reluctantly dragging his feet to school disappears as the child himself makes pictures; as a second grader reads from a film strip of "Little Black Sambo"; as a science class bases its drawings on a film on electricity; or a fifth grade makes slides inspired by seeing a tornado from its class windows.

Benefit for Greeks

STUTTGART, ARK.—As a benefit for the Greek war orphan drive, a midnight show will be given at the Majestic Theatre April 5. Manager Alger Lancaster recently was named chairman of the drive here.



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RCA THEATRE SUPPLY DEALER

Hugh Martin Interests To Build in Leesburg

LEESBURG, FLA.—Hugh Martin jr., manager of M&M Theatres Corp., says plans have been completed for a new theatre in Leesburg. The new house will seat 1,400, 200 more than the Beacham in Orlando, now central Florida's largest. The balcony will have a seating capacity of 400. The building will be 50x150 feet and cost will be approximately $200,000.

The M&M chain now operates ten theatres throughout central Florida, including the Palace and Fain in Leesburg. Martin says the Fain, with a seating capacity of 470, will continue to be used but plans have not been completed on disposition of the Palace, a 344-seat house.

A large parking lot will be provided in the rear of the new building, which will be located on East Main street. Construction will start as soon as building materials are available. The new building will house the central offices of the M&M circuit.

Carolinas Hunt Eggs; Tiein With U-I Film

CHARLOTTE — An old-flashioned Easter egg hunt, with plastic as well as genuine eggs the object of the search, was conducted in a Charlotte park Saturday. The event was held in conjunction with the southern premiere of "The Egg and I," to be held April 11 at the new Manor Theatre in the Providence road shopping center. The premiere will also mark the opening of the theatre by Herman B. Meiselman.

Perry Spencer, advertising representative for Universal-International, said that 100 plastic eggs and 500 dyed hard-boiled eggs were hidden in the park. The plastic eggs contained slips good for cash and passes to the theatre and some of the dyed eggs were also good for admission. The grand prize was a golden egg with the finder winning a trip to either Charleston or Washington. Efird's department store cooperated in the event.

Track Runs 'Pursued' Race

MIAMI—The feature race at Gulfstream park April 9 will be known as the Pursued handicap in honor of "Pursued," which opens April 10 at the Paramount, Beach and Sheridan theatres here. Announcement of the theatre openings is being carried in all programs and advertisements for the track.

Mulberry House Opens

MULBERRY, FLA.—The new Gem Theatre has opened. It has a seating capacity of 450. Admission has been set at 40 cents for adults and 20 cents for children. R. T. Arnold is owner and manager.

Falls From Theatre Roof

KNOXVILLE—A 14-year-old youth suffered foot and arm fractures when he fell 35 feet from a roof to a ledge of the Lyric Theatre after he had climbed a fire escape in an effort to slip into the theatre to see a wrestling match.

Publicizes Anniston Drive

ANNISTON, ALA.—Thomas G. Coleman, city manager for Wilby-Kincey Theatres, served as publicity chairman for the recent American Red Cross roll call, which raised $17,297.25 as it went over the top in its drive for $15,000.

New 'Showplace of the Americas,' Miami Theatre to Open April 18

MIAMI—Mitchell Wolfson and Sidney Meyer, co-owners of Wometco Theatres, have announced that the Miami, their new 2,000-seat theatre, will be opened to the public April 18 with the southern premiere of "Carnival in Costa Rica." This attraction was scheduled to coincide with Miami's inaugural Fiesta de las Americas, an event brought into being at Meyer's suggestion.

The new Miami Theatre itself will retain permanently the aura of hemispheric friendliness. Its permanent slogan, already adopted, is "Showplace of the Americas." Soil and rare plants from all of the American nations will make up an unusual decorative garden in the lobby, and Spanish-speaking attendants will make the theatre an information center for visitors.

Sonny Shepherd will leave the Lincoln Theatre to become manager of the uniquely equipped cinema. Shepherd is extending special invitations for the opening ceremonies to the presidents and consuls of 20 neighbor nations, with special efforts being made to arrange for the presence of Teodoro Picado, president of Costa Rica.

Thomas Rayfield as house manager and Tim Tyler as assistant will complete the managerial staff.

All seats are to be reserved for the inaugural performance.

Big Downtown Garage Planned in Nashville

Nashville—Theatre parking congestion in the downtown area is expected to be relieved if a proposed $3,500,000 underground parking garage is effected at Memorial Square. The five-story garage, designed to accommodate 2,500 automobiles off the street, will double available parking space in downtown Nashville. The garage would be the largest of its kind in the U.S.

Excavation is expected to start this summer, with a full year needed to complete this portion of the work, according to Joseph W. Hart, designer of the project. Backers of the project were not revealed, but it was understood that the firm would be known as Parking, Inc.

Charlotte to Prosecute Indiscriminate Posting

CHARLOTTE—Announcement of the city's intention to strictly enforce the law against the tacking of signs, posters and other advertising matter on poles, trees, etc., was made this week by City Manager Henry A. Yancey. In recent months, theatres, church organizations, dance promoters and others have increasingly followed such a placarding course.

Yancey called attention to a section of the city code, reading: "It shall be unlawful for any person, firm or corporation to advertise by sign-tacking, pasting or tying on poles, posts, trees, buildings, fences, or other structures, located on public property in the city of Charlotte." Yancey said that the police department will be asked to enforce the law. Past offenders will be warned of their violations and posters that henceforth appear contrary to the law will be torn down and collected by garbage collectors. If the warning is not heeded and further violations are noted it will be necessary to prosecute.

Style Show on Stage

NASHVILLE—Thirty-one Nashville women modeled spring fashions at the annual "Furbelows and Fanfare" style show presented on the stage of the Belle Meade Theatre under the auspices of the junior board of the Florence Crittenton home. Proceeds of the show will be used to erect a new nursery at the home.

Gets Charleston Shots

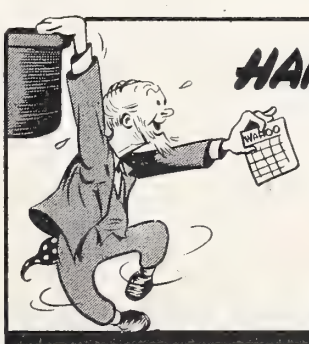
CHARLOTTE—Al Burks, MGM exploiteer, has returned from Charleston, where he spent several days getting still photographs from which Hollywood studio artists will build sets for a forthcoming picture, the film version of Mrs. Josephine Pinckney's best seller "Three O'Clock Dinner," the background of which is modern Charleston.

Tax Includes Schools

BIRMINGHAM—Any Alabama city which has an ordinance levying a tax on admission tickets may require schools to pay such a tax on ticket sales to plays, athletic contests and similar attractions, according to an opinion handed down in Montgomery by Attorney General A. A. Carmichael.

Goes to Full Week

COLLINSVILLE, ALA.—The Cricket Theatre here is now operating on a full week basis. Owner M. G. Weaver has eliminated his Thursday closing policy. The usual Sunday matinees will continue here, but there will be no Sunday shows at Weaver's Sandy Theatre at Crossville, Ala.



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Local Checkers Blamed For Theatre Tax Raises

From Midwest Edition

OSCEOLA, IOWA—Raises in taxes and heightened property assessments have been traced directly to the use by distributors of local checkers, it was asserted at a regional meeting here of the Allied Independent Theatre Owners of Iowa and Nebraska.

Gathering at headquarters of the local Lions club, AITO members passed a resolution to the effect that no exhibitor would play any more pictures on a 50-50 rental basis.

After local checkers had come in for more lambasting, the discussion shifted to the need for vigorous attention at the state legislature, where several bills highly injurious to the industry are pending.

Hosts were Robert Hutte, Vic Shipwright and John Waller.

The meeting here and a previous one at Bloomfield, Iowa, were conducted by Charles Niles, director of Allied's Caravan in Iowa and Nebraska, and Tim J. Evans, executive secretary.

Two Theatres Are Sold By Martin & Thompson

ATLANTA—Martin & Thompson have sold two of their theatres, the Roxy in Milan, Ga., to Cecil Crumby and the Gray in Gray, Ga., to J. C. Balkcom.

Miss Brookov in Florida

PALM BEACH, FLA.—Zelma Brookov of Warners eastern talent department has exchanged New York for a brief vacation in Palm Beach. The late winter comeback in New York has made the balmy spring weather of Florida much appreciated.

Council Sees Red (Ink); Ticket Tax Restored

Crestview, Fla.—The city council, viewing with dismay its financial sheet, saw too much red ink and decided to reinstate the amusement tax which had been removed some months ago. This added some $6,000 annually to the city's income.

One of the new tax items is a 1-cent tax on children's tickets. This was in force at one time but removed because of protests from the youngsters.

Year's Pass for a Name

McCLENNY, FLA.—Ray H. Dinkins and E. W. Crockett, co-owners of the new theatre now under construction, have asked the public to name the new house. It is expected that the theatre will be ready for occupancy in May. The grand prize for the winning name will be a pass to the theatre for one year.

Holcomb Shifts Jobs

TAMPA—Donald Holcomb, former manager of the Seminole Theatre, has been appointed by Florida State Theatres to manage the Florida here. Francis Steel, former manager of the Fairfax, Jacksonville, was transferred here to replace Holcomb at the Seminole.

Theatre Style Show

COLUMBUS, GA.—The Bradley Theatre, cooperating with the Tiny-Tot shop, sponsored a preview of spring fashions for girls and boys on its stage March 28. Pupils from the Virginia Ogie School of the Dance presented a program.

Memphis Lines Up For Variety Parley

MEMPHIS—Leaders in the Memphis Variety Club are determined to have a big representation at the Variety International convention May 14-18 in Los Angeles.

A Memphis delegation is being formed to join the Variety Club special train at Kansas City May 10. The train will originate in New York and pick up theatre men all along the route.

Chief Barker Herb Kohn and Mrs. Kohn have made reservations. So have M. A. Lightman sr., former chief barker; Orris Collins, Paragould, Ark., exhibitor, and Mrs. Collins; Tom O'Ryan, National Transit Advertising; Bill Ramsey, the popcorn man; Dave Flexer and his wife; Tommy Baldridge, publicity man for Flexer Theatres, and Joe Simon, city manager for Flexer.

A special board meeting of Variety Club was held this week and plans for the delegation to the national convention were discussed along with other business of the club.

Fire Hits McShane Bldg.

TEXARKANA—The McShane Building, a brick structure erected by James McShane in 1890, was destroyed by fire last week. The loss was $7,000. The building had housed various businesses, groceries, cafes and theatres, and until recently was the site of the Harlem Theatre for Negroes.

Ralph Hutsell Shifted

SPRUCE PINE, N. C.—Ralph Hutsell has been shifted here by the Cherokee Amusements circuit to take over management of the Carolina. He succeeds Foy Bradshaw. Hutsell formerly was in LaFollette. He has been with Cherokee for 15 years.

Is Selling Seats a Problem?

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Keep at the head of the procession and make more money. Read and use the numerous features in BOXOFFICE to improve your showmanship and your earning power.

Tenants Try to Bar Odeon Construction

MONTREAL — Contemplated construction of an Odeon theatre at the corner of St. Catherine street and Crescent street has brought a storm of protest from business and private tenants of the block. They claim they are unable to get either apartments or business premises, and some firms say they will be forced out of business.

Mrs. Abraham Silverstone, who has applied for a writ of prohibition from the superior court, has been offered in exchange a new home as alternate accommodation under a ruling of the Central Mortgage and Housing Corp. that no building can be demolished until other quarters have been found for tenants. The General Theatres will not, however, need to find alternative homes for the other forty tenants of the block who hold their premises under sub-lease from Mrs. Silverstone. They will be evicted if permission to build the theatre is granted.

The tenants threatened with dispossession implored the theatre company to build its new cinema on Dorchester street, a few blocks south, where fire recently destroyed the Crescent Street Presbyterian church. This corner site now is likely to be vacant for some time.

The proprietor of the International music store, one of the commercial tenants of the menaced St. Catherine street block, testified at a hearing before the deputy rentals commissioner that his was the only English-language music store in the city selling educational music. He produced letters from McGill university and from the Protestant central school board, to the effect that their musical education programs would suffer if the store had to close.

The hearing was adjourned until after the superior court rules on Mrs. Silverstone's application for a writ of prohibition.

Tenants Protest Odeon Plans In Brantford and Montreal

TORONTO—Odeon Theatres is having trouble trying to start new theatres in Brantford, Ont., and Montreal because it hasn't been able to get other housing accommodations for tenants of properties it wants to replace. The problem has been brought to the attention of W. L. A. Pope, Toronto, deputy rentals administrator for the Dominion, who is looking into the matter. In Montreal, Odeon planned to demolish some St. Catherine street property to make way for the theatre, and in Brantford a central business block has been acquired as a theatre site.

FPC to Reopen Houses In Nelson, Kamloops

VANCOUVER—Famous Players is planning to reopen theatres in two cities where it now has a single house in operation. In Nelson, where FPC now operates the Civic, the 640-seat Capitol will be reopened after having been dark for several years, and in Kamloops, where the Capitol is now running, the Empress will soon be reopened.

Granz to Visit Winnipeg

WINNIPEG—Norman Granz will present his "Jazz at the Philharmonic" here at the auditorium one night on April 7. The group includes Coleman Hawkins, tenor sax; Buddy Rich, drums; Trummy Young, trombone; Willie Smith, sax; Helen Humes, vocalist; Kenny Kersey, piano; Benny Fonville, bass; Buck Clayton, trumpet, and Flip Phillips, tenor sax.

Applicants for Door Job Swamp Toronto House

Toronto—Sign of the times: An Ontario exhibitor ran a small advertisement in a daily newspaper for a new doorman. The next day 40 written replies were received and almost as many more came in the following day. Only a short time ago Canadian theatres were unable to find a doorman.

Tom Courtney Gets N. S. Publicity Post

HALIFAX—Tom Courtney has left the theatre field to become director of information and publicity for the Nova Scotian industry and publicity department. For several years he had been maritime theatres supervisor for Odeon and previously he had been manager of the Casino Theatre for the late Ron Macadam, FPC and Odeon. He had been at the Casino as assistant manager and manager about 18 years. He has long been active as an amateur photographer and during the years of the second world war directed publicity campaigns in behalf of war bond drives.

Sam Babb Returns

ST. JOHN—Sam Babb, booking manager for Franklin & Herschorn, has returned from Miami Beach, where, with his wife and child, he vacationed with his parents-in-law the J. M. Franklins at their winter home. Babb was away two months. Mrs. Babb and child are expected home the latter part of April.

Two Houses Shuttered

HALIFAX—The Family was closed ten days for booth improvements, including installation of new equipment. Thus both houses of Franklin & Herschorn were simultaneously shuttered, the Community for raising and erection of a new theatre on the site.

Slight Price Increase Announced by FPC

WINNIPEG—Slight increases in admissions by FPC went into effect Good Friday, and other chains indicated they would follow with various plans to adjust prices.

Following a statement at Toronto by J. J. Fitzgibbons, Famous Players head, of slightly higher prices at the company's houses throughout its chain, Eddie Zorn, western division manager, announced the increased admissions for Famous Players' Winnipeg houses.

Emphasizing that the new prices were only slightly increased, Zorn said the company was actually only leveling off odd admission prices which prevailed through the war years. He explained that the odd pennies imposed by war regulations and the structure of tax brackets imposed considerable hardship. Now that the government permits upping prices, Famous Players is adjusting its range to even numbers to facilitate sales.

Zorn announced that the new price structure at the Capitol, Met and Uptown would be as follows, the former prices being contained in the brackets: 11 a. m.-2 p. m., 30 cents (30 cents); 2 p. m.-6 p.m., 40 cents (36 cents); evenings, 50 cents (47 cents) and 60 cents (59 cents).

Increases went into effect at the Gaiety, Tivoli, Crescent, and Osborne, and Zorn indicated that prices would also be slightly higher at most of the company's houses throughout his territory.

J. Miles, Western Theatres, Ltd., head, announced that organization would follow the lead set by other chains, but it would not immediately raise admissions. There was no doubt, however, that this would follow shortly.

Henry Morton said Odeon houses were not contemplating an immediate price hike, but he thought that the Odeon and Garrick would probably end matinee prices Saturdays and holidays at 5 p. m. instead of 6 p. m. as at present.

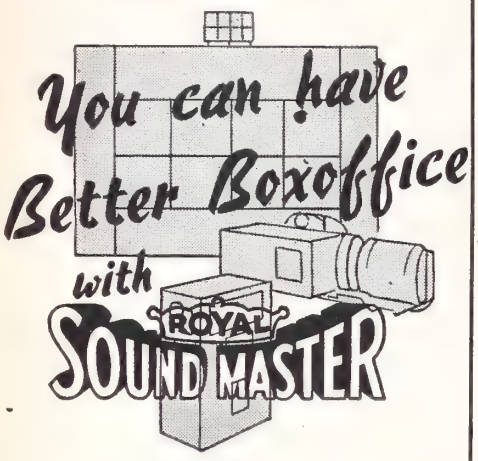
Will Script Own Story

Stephen Longstreet will script his story, "Rainbow Mountain," to be filmed as a Technicolor musical by Warners.



CANADIANS IN CINEMALAND—A group of Canadian industry folk reported a great time in Hollywood, where they were on the set of "Road to Rio" and saw Bob Hope and Bing Crosby clown offstage as much as they did on the set. Left to right: Mrs. Charles Bouck, Calgary; Mrs. A. J. Gilbert, Winnipeg; Hope; Crosby; Mrs. K. M. Leach, wife of the owner of the Strand and Variety theatres in Calgary; K. M. Leach, and A. J. Gilbert, manager for Hudson's Bay Co. at Winnipeg.

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Advertisement in Modern Theatre Section

Gordon Lightstone Heads Distributors of Canada

TORONTO—The new president of the Canadian Motion Picture Distributors Ass'n is Gordon Lightstone, general manager of Paramount Film Service, Ltd., Toronto. Lightstone was chosen at the association's recent annual meeting to succeed Leo M. Devaney, district manager of RKO Distributing Corp. of Canada, who had held the post for two years.

The new vice-president is David Griesdorf, general sales manager for PRC. The secretary-treasurer is E. H. Wells, who has charge of the association's offices in Toronto.

Directors elected were Henry L. Nathanson, Regal Films; Oscar R. Hanson, Monogram; Louis Rosenfeld, Columbia; H. M. Masters, Warner Bros.; A. W. Perry, Empire-Universal; L. M. Devaney, RKO; Sydney Samson, 20th-Fox Corp., and C. S. Chaplin, United Artists Corp., as well as Lightstone and Griesdorf.

TORONTO

Secretary Arch Jolley of the Motion Picture Theatres Ass'n of Ontario has made a number of quick jumps for speech purposes in behalf of the film industry, following a strenuous period of organization work in combating the proposed amusement tax in Ontario. Jolley spoke before 125 people at a ladies' night dinner of the Kinsmen club at St. Thomas and the next day delivered a different address before the YMCA Men's club in the western Ontario town. Then he traveled to Markham for a joint luncheon of the Lions Clubs of Markham and Unionville when 53 members heard his talk. Next he went to Port Hope where he spoke before the Rotary and Lions clubs on the place of films in the postwar world.

Because of school examinations and the observance of Holy week, Manager Ralph Wilson of the Belsize, suspended the Sunday night rallies of the Belsize Teen-Age club which has continued to carry out a very active program for the weekly gatherings. The series will be resumed for the spring season on April 13.

With the new Odeon scheduled to open across the street shortly in the Fairlawn with "The Best Years of Our Lives," the Bedford in north Toronto has strengthened its position with a new booking policy. This unit of 20th Century Theatres will push up its bookings to follow downtown first runs and programs will change twice weekly. Prices ranging from 15 to 40 cents have been listed. The new plan got under way March 31 with the presentation of "The Big Sleep."

"Ivan the Terrible" is scheduled to open April 7 as a roadshow at the Kino with prices scaling up to 90 cents. Meanwhile "The Way to the Stars" has rounded out its fourth week at the International Cinema and the receipts have attained near-record proportions, it has been emphasized.

Douglas Cronk has launched a commercial photography business here following his war service. He is the son of Ben Cronk, publicity manager for Empire-Universal.

Theatre for Yellowknife

VANCOUVER—William Cole has been granted a permit to erect a $70,000 theatre in Yellowknife, mushrooming gold mining center in far northern Alberta. Construction will start when weather permits.

FPC Starts Erection Of Three Theatres

ST. JOHN—Jules Wolfe, construction head, and Harold Kaplan, architect, both of Toronto, are getting three Famous Players building projects under way in the maritimes, the Paramount, St. John; Orpheus, Halifax, and a new, as yet unnamed theatre, at New Waterford, N. S. The first job to get started is the St. John building. Seating capacity will be 1,450 to 1,500. The design is stadium. The construction contract has been awarded to John Flood and Sons, St. John, and Garnet Wilson, a local architect, will supervise construction. The building is expected to be ready next January.

Dimout Regulations Ending After 3-Month Duration

TORONTO—Theatre proprietors over a wide area of Ontario have been advised by the Motion Picture Theatres Ass'n of Ontario that the dimout imposed by the hydro-electric commission due to a shortage of power has been lifted after three months' duration.

The theatres affected, from Windsor to Ottawa or a distance of 600 miles, are now at liberty to light up theatre advertising and the marquee during any hour of the day or night. Previously daytime illumination had been discouraged and the marquee was not supposed to be fully lighted until 8 p. m.

The association continues to watch for any legislative move for the reintroduction of the provincial amusement tax in Ontario in the form of an enabling law to permit municipalities to collect a ticket assessment. The proposal appears to have been pigeonholed.

CALGARY

A community center for showing 35mm commercial film is planned at Beaver Lodge, Alberta . . . Among visitors on Filmrow was W. Cole of Natal, B. C., who was being congratulated on the birth of his second son. He was here buying equipment and material in preparation for renovations he is making at his theatre. He said business now is fair, but was tough recently.

Another W. Cole was in buying film, a cousin of the operator at Natal. Billy Cole owns the Pioneer Theatre in far north Yellowknife. He said the mining town is expanding rapidly. Many improvements and much money is to be spent there by the government this summer. Also on Filmrow were Don and Leonard Parnell, operating the Crow's Nest Pass circuit, and Bert Headley of the Empress at Ponoka.

N. W. Edwards, field representative here for the National Film board, has instituted a 16mm library in the Labor Temple for exclusive service to unions. Some of the films now on hand are "Face of Time," "Life Begins Again," "Jasper," "Painting and Decorating," "Plumbing," "Let's All Sing," "Operating Employment," "Camera Magic," "The Passenger Train" and "People's Bank" . . . Films are being added each month, of educational, industrial and entertaining interest.

The Booth Film Service is now distributing Astral Films, revivals of 35mm. Two of these, "Africa Speaks" and the Laurel and Hardy comedy, "Sons of the Desert," played a three-day booking at the downtown Palace.

VANCOUVER

Norman Clavir of the Kino Theatre, Toronto, was in town preparing for the roadshow engagement of the Italian picture "Open City" at the Lyric. The film is scheduled to start April 7. The house will be on a three-a-day, reserved seat schedule.

For the first time in history, the Orpheum held a picture for a fourth week. It was "The Jolson Story." The picture is still pulling heavily after having been seen here by more than 100,000 people. Business is off in most of the other first runs.

Frank Gow jr., manager of the Broadway and son of the Famous Players executive, will be married to Marjory Odlum . . . Jo Ann Peers of the Gaumont-Kalee staff will wed Jack Skinner . . . Local 244 of the IATSE has held a preliminary meeting to organize theatre doormen, cashiers, ushers, janitors and other service personnel and has applied for a charter for the union.

An arbitration board headed by Dean Clement of the University of British Columbia last week began taking testimony on which it will determine working conditions and wages for Famous Players projectionists.

Bill Faulkes, manager of the British Columbia branch of General Films, 16mm exchange, is the father of a baby daughter . . . Jim McGregor, assistant manager of the Plaza, also passed out cigars. The occasion was the birth of his first child, a daughter, Patricia.

Doug Redgrave, manager of the Oak Bay in Victoria, has built up the best Odeon Movie club attendance in the province. He works hard at the project and has received letters of congratulation from many parents. One of his helpers is 13-year-old Ian Diment, who wants to make show business his life's work. Ian has equipped a spare room in the theatre at his own expense and club members use it as an office and headquarters for club activities.

Walter Bennett, manager of two theatres in Vernon, lost out by 345 votes in the recent election of a mayor in that town . . . Jimmy Davie, manager of RKO, did a fine job of public relations when he addressed a film society at the University of British Columbia on visual education . . . Shirl Wilson, former sound engineer with Shelly Films in Toronto, has come here to take charge of sound for North American Productions. The company is making 16mm pictures and has plans to go into the 35mm field.

Howard Boothe, Odeon district manager, was in Seattle checking on the vaudeville situation. It is reported that the Hastings, now on a straight film policy, will have stage shows in May . . . Earl Hayter, Odeon supervisor, finally got a car and made use of it by visiting the Odeon houses in the Fraser valley . . . Cecil Cameron, manager of the Kerrisdale, was ill and T. Ferguson of the Famous Players poster department pinch-hit for him.

Archie Abbott, projectionist at the Oak Bay in Victoria, came here last week to greet his brother and family who were returning from London after 18 years abroad . . . Frankie Priestley, the badminton champion, has replaced Vicky Aspeslet on the staff of the Oak Bay.

Gilbert Johnson, doorman at the Lux, formed a wild west show for the Odeon Movie clubs. It plays 40 minutes. The show opened at the Kingsway last Saturday . . . More than 300 Dominion theatres are playing the Canada Carries On shorts regularly, according to Doug Peacock of the National Film board.

Don McLean, former Calgary manager for Eagle-Lion and once a theatre manager, here has quit the show business and is now with Engineers Bldg., Ltd., in Alberta . . . Jim McAllister, former Odeon manager, has left for Penticton to join Crescent Shows . . . Norman Clavir of Artkino Pictures, back from Vancouver Island, reports that "Russia on Parade" played five towns on a roadshow basis to good business.

Reissues are doing nice business in British Columbia theatres. Most of the oldies get a play in the downtown houses. Two FPC theatres, the Strand and Dominion, always do better than average business . . . The State here, Vancouver's only vaudeville house, has tied up with the Canadian Legion in a search-for-talent contest, the winner to play a week's engagement at the State and receive a trip to Hollywood. Veterans of the last war from a military hospital are the audiences and judges. Newspapers gave the contest plenty of notices.

Walter Bennett, manager of the Capitol and Empress theatres in Vernon, ran for Mayor in the March 27 election. He served as alderman from 1944-46, and is past president of Vernon Board of Trade and Rotary club and now is vice-chairman of Vernon's Okanagan industrial exposition. The two theatres are Famous Player units.

Myron McLeod, Patricia Theatre, Powell River, and Claud Smith of the Strand in Chilliwack were here for the Canadian Picture Pioneers annual dinner and meeting.

'Private Life of Henry VIII' Reissued by Astral Films

TORONTO—With "Henry V" having a considerable play in Canadian theatres since last September, "The Private Life of Henry VIII" has been brought back as a reissue by Astral Films. I. H. Allen, general manager, said Astral Films also has secured the theatrical release for Canada of the Dominion government's picture, "Exercise Muskox," which is a pictorial record of the military expedition through the Arctic wastelands. It has been made into a 60-minute feature. Astral Films is handling the distribution also of the British picture, "The Secret of Stamboul," starring James Mason and Valerie Hobson.

Two Winnipeg Premieres

WINNIPEG—Premieres of two outstanding films have been held here in the last few weeks. Artkino recently staged the North American premiere of "Ivan the Terrible" on a roadshow basis at Mesho Triller's Dominion. This was followed by the Canadian premiere at the Odeon of the Australian picture, "The Overlanders."

Toronto Grosses Hit By Bite of Winter

TORONTO—The week before Easter found the Toronto theatres with offshade business for a variety of reasons, including another late splash of wintry conditions. Four of the eight first run houses had holdovers but these involved only two features because of the new teaming arrangement by Famous Players. These pictures were "The Jolson Story" and "I See a Dark Stranger."

(Average is 100)

Capitol and Victoria—**I See a Dark Stranger** (Br), 2nd wk. 90
Eglinton and Tivoli—**The Jolson Story** (Col), 2nd wk. 95
Imperial—**Johnny O'Clock** (WB) 90
Loew's—**Lady in the Lake** (MGM) 90
Shea's—**The Perfect Marriage** (Para) 90
Uptown—**Angel and the Badman** (Rep) 85

Cold and Snow Hold Down Grosses at Calgary

CALGARY — Unfavorable weather again held down averages at local boxoffices. Calgary did not suffer from the heavy rains and floods which were general elsewhere in the province, but the weather remained cold with snow flurries. Warm winds arrived at the weekend and business promptly took a decided jump.

With the approach of spring and Easter, exhibitors are preparing for a real comeback with top bookings for the next six weeks. There were three-day bookings of minor films, at the Capitol and Grand, where usual six-day engagements prevail.

Capitol—**Easy Come, Easy Go** (Para) ..... Good
Capitol—**Ladies' Man** (Para) ..... Fair
Grand—**Dressed to Kill** (U-I); **Cuban Pete** (U-I), split with **Gallant Journey** (Col) ..... Fair to good
Palace—**That Brennan Girl** (Rep); **Passkey to Danger** (Rep) ..... Fair

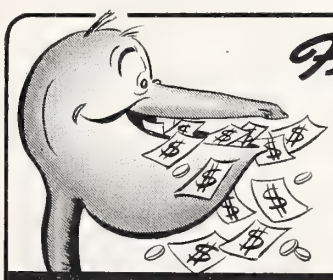
Most Theatres in Vancouver Did Below Average Business

VANCOUVER—Although most theatres did below average business, "The Jolson Story" in its third week at the Orpheum is still playing to capacity, and held for a fourth, the first picture in the history of the Orpheum to hold that long. A twin revival bill at the Strand also did nicely. The program was "Stella Dallas" and "Beloved Enemy."

Capitol—**The Secret Heart** (MGM) ..... Moderate
Dominion—**Deception** (WB); **Two Smart People** (MGM), moveovers ..... Fair
Hastings and Vogue—**Magic Bow** (Br) ..... Fair
Orpheum—**The Jolson Story** (Col), 3rd wk. ..... Excellent
Plaza—**The Chase** (UA) ..... Moderate
State—**The Gentleman From Texas** (Mono), plus vaudeville ..... Fair
Strand—**Stella Dallas** (PRC); **Beloved Enemy** (PRC) ..... Good

Powers Girl in 'Baby Sitter'

Former Powers girl, Rebel Randall, has been set for a feature role in "Case of the Baby Sitter" by Screen Guild.


Fill The Bill With
WAHOO
America's Finest Screen Game
HOLLYWOOD AMUSEMENT COMPANY
831 South Wabash Avenue • Chicago, Illinois

'Jolson Story' Campaign Conducted In Two Languages at Montreal



At left Noel Croteau, CKAC comedian, hands out a dollar bill to a passerby who has just hummed a tune from "The Jolson Story," one of many stunts pulled during the run of the picture in Montreal.

At right, one of the many bilingual devices used to plug the film was this window in a beauty parlor patronized by women in the French-speaking part of the city.

MONTREAL—Setting a precedent for other Canadian showmen, John Reidy and Tom Cleary of Loew's Theatre solved the bilingual problem in publicizing "The Jolson Story." Another fruitful harvest came from the extraordinary attention paid to radio; in fact, radio was the backbone of the campaign.

Four special screenings provided the starting gun of the publicity buildup: one for station CKAC's personnel; ditto for CJAD; one for the combined staffs of CBM, CMF, CFCF and CKVL, and one for a representative group of the 800 club. After the latter screening a recording was made of reactions to the picture, in sections, thus enabling it to account for a number of radio plugs over CJAD rather than the usual one shot.

A great break came when Oscar Peterson, Canadian Victor recording artist, was discovered among the audience and induced to appear on Bob Harvey's air show as a guest artist playing a medley of Jolson songs. On another broadcast Harvey conducted a quiz program connected with the film, giving the Decca album of Jolson recordings as prizes.

Station CKAC started its Jolson plugs by releasing 150 balloons over the city, with advertising copy in English and French, and to 25 of the airborne missives were attached free tickets. In a French-language promotion the station conducted the press book-suggested whistling contest of Jolson tunes, with Jolson albums as awards. Sound tracks were used also over the other stations, the spots being aimed equally at French and English-speaking patrons.

Five hundred juke boxes were supplied with Jolson records, the lobby itself containing a box that played the records continuously for three weeks before opening. The organist at Windsor railroad station as well as the city's top night clubs were supplied with orchestrations. The six other Loew houses in the city also played the sound track frequently, with display material pointing up the playdate of the film.

A prearranged tieup with Decca records hooked up many window displays. There was also a Max Factor tiein with some 20 spots, while a beauty parlor devoted windows to Evelyn Keyes, using copy in both French and English. Eaton's department store displayed a frame carrying 35 stills in conjunction with a high school quiz.

Newspaper advertising was equally divided between French and English papers and the Herald tied in its double truck contest page with the film. Lux soap distributed 2,000 streamers in two languages. On opening day roses were distributed to the first 200 women in line, a promotion with a florist's shop.

HANDY SUBSCRIPTION ORDER FORM

BOXOFFICE:

Please enter my subscription to BOXOFFICE, 52 issues per year (13 of which contain The MODERN THEATRE Section), including the NEW BOXOFFICE PICTURE GUIDE, DATE & RECORD BOOK.

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☐ Remittance Enclosed ☐ Send Invoice

THEATRE .....

STREET ADDRESS .....

TOWN ..... STATE .....

NAME ..... POSITION .....

J. Arthur Rank Will Visit Odeon Offices May 16-19

TORONTO—The latest word in Toronto Odeon circles is that J. Arthur Rank, British film and theatre magnate, is scheduled to be at the Canadian headquarters of Odeon Theatres from May 16 to 19 inclusive. Rank reportedly will visit New York and Chicago before coming to Toronto.

Following his Toronto conferences, Rank is expected to proceed to the Pacific coast where he will visit Vancouver and Hollywood. Odeon is strongly entrenched in Vancouver and Rank may want to inspect the circuit's theatres there. His journey to Hollywood probably will lead to meetings with production officials and he also will have an opportunity to visit a married daughter now living in California. Rank made his only other trip to Canada and the U.S. in May and June 1945.

Regarding the legal action in Toronto with Empire-Universal Films and United World Pictures of Canada issuing a writ against Rank and his associated companies, the main issue is said to lie between Empire-Universal and Universal Pictures, the latter in the U.S., over alleged differences in connection with the handling of certain product in the Dominion, the pictures in question having been made by companies allied with Universal and partly controlled by Rank.

According to Toronto trade opinions, there is a strong possibility that the writ will go far in clearing the atmosphere and some sort of compromise or agreement might be reached on distributing arrangements without actually going to court.

F&H Circuit to Tear Down 645-Seat Halifax Theatre

HALIFAX—The Community Theatre, which has been functioning for 26 years, has been closed and a start made at demolition. After the razing has been completed, construction of a new 1,200-seat theatre will be begun on the site.

The seating capacity of the shuttered theatre was 645. The owning firm is Franklin & Herschorn. The house was managed by Peter Herschorn, son of Myer Herschorn, vice-president of the company.

Mitchell Franklin of St. John, secretary of F&H and son of J. M. Franklin, president of the firm, spent a week here arranging for the closing of the theatre and the razing of the building. Construction may begin by mid-April. The elder Franklin is expected back from his winter home in Miami Beach by late April or early May.

Thomas Stephen to Build New House in St. John

ST. JOHN—Thomas Stephen of this city, a newcomer to theatre business, is planning a new 500-seat second run theatre here. Stephen will build the foundation of the new house himself and the superstructure will be built by Tom Larsen, local contractor. Woodwork salvaged from the old recreational center on the site of the new Paramount will be used. Stephen says distributors have guaranteed him films and he has arranged for equipment and seats.

Role to Stuart Holmes

RKO has assigned Stuart Holmes a role in "If You Knew Susie."

20th Century to Build Dual Auditorium

TORONTO—Work on Canada's second dual-auditorium theatre will begin as soon as weather permits, according to announced plans of 20th Century Theatres, Toronto, an Ontario company allied with Famous Players. The new double-theatre project is planned for the Elgin in Ottawa, the new unit to be built on a parking lot adjacent to the theatre, which was erected about ten years ago. It will take the form of a "little theatre" and already has been dubbed the Little Elgin because of its proposed capacity for 350 persons, as compared with the 800 seats in the main theatre next door.

The Little Elgin will play foreign-language pictures or special attractions, now being shown at the International Cinema in Toronto, another 20th Century Theatres unit. It is also planned to switch programs from the main Elgin into the Little Elgin to finish out a long run, thus making way for a new feature in the main theatre. The two auditoriums will be entirely distinct, and separate policies are possible throughout.

Canada's first dual theatre, the Hollywood in Toronto, owned and operated by the Allens, will open shortly in its double form. The original Hollywood, which has operated many years, is being duplicated in the adjoining structure and the plan here is to offer the one screen program in both theatres but at staggered hours as a matter of convenience for patrons.

The Ottawa Elgin development was announced after a visit to the Canadian capital by Meyer Axler, a home office executive of the 20th Century group, which is headed by N. A. Taylor.

Rumors of New Theatres Leave Montreal Wary

MONTREAL—Montreal has built enough theatres—in theory—in the last few years to line both sides of St. Catherine street from St. Lawrence to Atwater street.

"Authoritative sources have revealed to the Montreal Herald definite plans for the construction of all sorts, shapes and sizes at intervals of about every six months," says the Herald.

"One of the most recent, and most ambitious, was for a tremendous center to be erected at the corner of Atwater street, with restaurant, an auditorium, and all kinds of attractions.

"But we are still waiting for it.

"Once again, however, rumors are afloat, and vouched for by responsible citizens. Powerful financial interests, they say, are definitely persuaded that Montreal needs a new theatre, and that Montreal will have a new theatre.

"That is as far as they will go yet. Nobody seems prepared to commit themselves as to location and site, though it is strongly rumored that a move is afoot to buy His Majesty's and do a reconstruction job there.

"This may be it, this time, but Montreal has been had too often to get very enthusiastic. When the financial interests start to dig will be time enough to cheer."

Community in Halifax To Have 1,000 Seats

HALIFAX—Latest news on the Community Theatre project is that the seating capacity will be about 1,000, not 1,200 as previously reported. The new theatre will be a stadium-type house. There will be one and possibly two stores on the street floor. A candy bar will be installed in the lobby.

It will take about a month to completely clear the site of the present building, from the start of the razing, and the foundation will then be commenced. The new building will be of brick. Contract has been awarded to the Brookfield Construction Co., Halifax. The architect is the firm of Luke, Little & Mace, Montreal. The last named was in Halifax for a huddle with Michell Franklin, acting head of Franklin & Herschorn and H. L. Roper, head of Brookfield, on the plans.

The old Community was originally a church, built of wood about 82 years ago, having been used for films the last 26 years. Television facilities will be provided in the successor.

The building was not condemned but was considered out of step with modernity in picture exhibition. Hence the decision to replace it.

Film Critic Scans World's Product

VANCOUVER—Elmore Philpott, writer of a motion picture column in a local newspaper, commented recently as follows:

"Here in Canada we get a good chance to compare the film output of the various countries. Hollywood got a long head start. By and large, U.S. films are still ahead of those made anywhere else.

"I notice, though, that many British writers declare that the world's finest pictures are now being made in France. We don't see many of them here in North America. But the one now going the rounds about the life of Joan of Arc really is a masterpiece. One observer (that's right, a man) passed out cold when the picture got to the climactic point where Joan was about to be burnt at the stake.

"I saw 'The Jolson Story' in New York. The songs are pretty wonderful. Surely no popular singer of this age had more capacity to "put across" a song.

"The songs of Jerome Kern are still packing them in 'Till the Clouds Roll By.' Lena Horne alone is worth going to see—that bit where she appears framed in blossoms being one of the most beautiful things Hollywood has ever done.

"I like Frank Sinatra. But whoever picked Frank to sing the 'Old Man River' finale in that picture ought to have his head read.

"That was Paul Robeson's song in the original 'Showboat.' To substitute Sinatra for Robeson for that particular song is like putting in the NBC radio chimes to replace Big Ben.

"Here in Canada Soviet films are showing under a new technique. Instead of the continuous performance, set shows are put on three times a day.

The Soviet film makers have not yet gone into producing, on any considerable scale, pictures of the general type that will compete here with the western products. But in two fields the Soviet productions are in a class by themselves. Their musical shorts are really magnificent—especially when they feature good dancers. There is one new one, for instance, where a dance couple imitates a pair of skaters—surely worth a world's prize in its particular field.

"The actuality picture, 'Russia on Parade,' is in color. It shows the victory demonstration in Moscow's Red Square in August 1945. It is exactly as it took place—with General Ike Eisenhower standing up there, lean, thoughtful and American to his fingertips, beside Stalin.

"Stalin looks kindlier in color than he does in newspaper black and white—but the picture shows him as noticeably gray and tired looking.

"The picture itself is the finest thing of its kind I have ever seen. If it were shown in every school in the English-speaking world it would do more for good relations than all the speeches of all the statesmen—or all the printed matter.

"There is a new kind of motion picture going the rounds in India. Politically alert young Indians have gathered up all the actual pictures of the great Bengal famine in 1944. They have used them as background for an epic picture—politically as powerful as dynamite. Some true life scenes show actual sale of womenfolk to get enough food to stave off starvation."

Solon Condemns Picture But Will Not Name It

Vancouver—Mrs. Nancy Hodges of Victoria appealed in the legislature to the attorney general to "do something" about a certain film, which she did not name, which she said would do young people no good.

She said she would not name the picture openly because that would only make people want to see it. Officials said she was not referring to "Duel in the Sun."

Mrs. Hodges asserted that many current pictures overstep the bounds of decency and add to juvenile delinquency. The attorney general promised to look into the matter.

'I Prefer Amateurs,' Says Director Arthur Sircom

WINNIPEG—Arthur Sircom, veteran of Broadway and Hollywood, was the adjudicator of the Manitoba regional finals of the Dominion Drama festival. Sircom has directed many stars in Hollywood. He started Gregory Peck and Anne Baxter to fame and at various times has worked with George Raft, Ethel and John Barrymore, Luise Rainer, Gertrude Lawrence.

"I like working with amateurs more than with professionals," Sircom says. "A lot of amateurs are much better than the professionals, only they love to act and don't get paid. It's just as easy directing good amateurs as good professionals. Experience makes the professional."

Sircom said he would rather direct a play than a motion picture. He was quoted as saying: "In a film, the camera man and technicians make the film a hit. But in directing a play it is different." He also found working with bits and pieces in a film "pretty difficult and tiring."

During the summer, Sircom runs the Cape Cod Playhouse with Gertrude Lawrence. He is associated with the MacPhail School of Drama and Music at Minneapolis.

Roadshowing in the Rough

CALGARY—John Booth stopped here a day on a tour of Alberta towns to exhibit a series of educational and religious 16mm films for the Catholic church. He reported road conditions were shocking, but said he had been lucky enough to escape the worst of the floods. Booth was blocked at Warner by a washout, and had to take the railroad to Medicine Hat after abandoning his car. Attendance was poor at many places because of bad roads, he said, but many farmers came on horseback.

ST. JOHN

John Fitzpatrick of St. John has dropped his plans to enter distribution and will stay in film transportation. He had been named maritimes manager for Alliance Films of Toronto, but was unable to find a suitable location with vaults in St. John. Fitzpatrick has been operating a film transfer service to and from exchanges, theatres, railroad stations and steamer docks for many years.

Dan Wallace of Halifax, a member of the National Film board executive staff at Ottawa, donned the padded mittens to assist in the coaching of the Dalhousie university boxing squad while on a recent trip to Nova Scotia. Wallace was maritimes intercollegiate heavyweight champ while at Delhousie and was also an oarsman.

Clark Gable will spend several months in Canada this year driving across the continent from the Pacific to the Atlantic, and will do plenty of angling in all the provinces, including the maritimes. Trout and salmon abound in fresh water here, and tuna, swordfish, cod and pollock in salt water.

AFM's continued refusal to allow teen-age musicians to broadcast in Halifax unless AFM members are paid for standing by has resulted in other teen clubs in the Dominion being circularized for support in the battle against the AFM and Petrillo.

George Brent must have been an infant prodigy, for he has given his current age as 43, although he was in stock at the old Academy in Halifax about 32 years ago. There must be something in the Halifax atmosphere that foments age slashing, for Sid Toler at his death had marked his age at 54, whereas he actually was 74.

Frances Conley of St. John has been cast in "The Big Clock," a Paramount film directed by John Farrow, who saw her in the navy show while he was a commander in the Canadian navy. Other St. Johners at Hollywood studios include Louis B. Mayer, Jack Cummings and Walter Pidgeon.

Although Catholics, including priests and prelates and the Legion of Decency, have been active against "Forever Amber" and "The Outlaw," Judge Frank J. Donahue of Boston, who gave "Amber" his okay, is a Catholic, and so is another Frank, Frank C. Owens of St. John, chairman of the New Brunswick censors, who passed "The Outlaw" as within the law for showings in New Brunswick. There has been no criticism of the picture from Catholic pulpits in the diocese of St. John, in contrast with Nova Scotia, where Rev. Charles Curran of Halifax, led the attack.

Ernie Whelpley, St. John, who was in film distribution over 25 years and once was manager of the RKO exchange here, has become sales manager and partner in a new electrical appliance firm in St. John.

Morris Elman, who has become the first maritimes manager for Alliance Films, hails from St. John. During World War II Elman was in the army dental corps and previously was manager of a St. John shoe repair store. Vaults and offices used by 20th-Fox many years ago, in a building owned by F. G. Spencer, have been rented. The PRC exchange is now in the same building. Elman has had no previous connection with film distribution.

A son has been born to Mrs. Norman Peters, wife of the apprentice projectionist at the Regent Theatre here. It's their first. Mrs. Peters worked at the Regent as cashier until shortly before the child was born . . . It is rumored that Arthur Fielding of East Riverside has bought a theatre site in the west St. John-Beaconsfield area.



"Playing the market or reading the Selling Seats section in BOXOFFICE?"

Another FPC Record Set On Book Ticket Sales

TORONTO—Sale of theatre ticket books by Famous Players Canadian set an all-time high last year, exceeding by $1,339 the mark set in 1945, the company announced. The previous year the increase had been $80,000.

For the third year in a row, Dennis Murphy of the Capitol, Halifax, topped the individuals in sales. He brought in $4,422.50 worth of business. Second prize among individuals went to J. W. Parsons of the Capitol, Regina, and third to B. Blondell of the Imperial, Toronto.

For the annual contest, Famous Players theatres were divided into five classes. Winning team in Group 1 was the Imperial, Toronto, of which Tom S. Daley is manager. The Metropolitan, Winnipeg, captained by William Novak, finished second, and the Capitol, Ottawa, was third.

Other group winners were: Class 2, Capitol, Edmonton, Walter P. Wilson, manager; Class 3, Capitol, Sarnia, H. Bowes, manager; Class 4, Empress, Kelowna, B. C., Will Harper, manager; Class 5, Strand, Chilliwack, B. C., Claude Smith, manager.

Maritimes Exhibitors Contacted on 'Years'

ST. JOHN—Leo M. Devaney, Toronto, Canadian general manager for RKO, and Herman McArthur, St. John district manager, were contacting maritimes exhibitors in behalf of roadshowing "The Best Years of Our Lives." Admission of $1.50 has been proposed by Devaney, and it is understood this has been considered too high by some theatre men.

Harold Russell, who won the best supporting actor award for his work in the picture, was born and reared at Sydney, N. S. He lost both hands in an explosion while training to be a U. S. army paratrooper.

In 'Devil's Pass' Series

Johnny Mack Brown and Raymond Hatton are scheduled to go before the cameras in a series of westerns, Monogram's "Devil's Pass."

Day-and-Date Policy For Uptown and Met

WINNIPEG—Famous Players has inaugurated a new crosstown premiere policy under which the Metropolitan and the Uptown will play pictures on a day-and-date basis. The new twin run policy went into effect Good Friday with "The Jolson Story" at both houses.

E. A. Zorn, western division manager, said the plan was instituted in an effort to make the Uptown, a lavish house, the first run show case it should be, and at the same time to take the load off the Met.

The Uptown is located in the center of a large residential area and also is easily accessible to other districts which are thickly populated. It is hoped that the twin run policy will induce patrons in these districts to visit the Uptown instead of rushing to the downtown area and jamming the Met.

Famous Players redecorated the Uptown in preparation for the new policy. The house's many attractions and fine parking facilities indicate the venture will prove a success. Price ranges at the Met and Uptown will be identical under the new policy.

The Uptown formerly turned away hundreds each week when it housed the sneak previews before that popular institution was transferred to the Tivoli, proving that the crowds can be induced to turn out.

OTTAWA

A comparatively large number of film people stopped here during the last several days, to the extent that local exhibitors were commenting on the rush of trade visitors. One of them was J. Earl Lawson, president of Odeon Theatres of Canada, whose principal purpose was to attend a political meeting which also brought Helen Allen, film critic of the Toronto Telegram.

The array of Toronto visitors included Sydney Samson, general manager of 20th-Fox in Canada; R. Simpson, Paramount manager; Meyer Axler, supervisor of 20th Century Theatres; Harry Ginsler, Astral Films; Glenn Ireton, publicity director for Warner Bros. in Canada, who went on to Montreal after his Ottawa calls, and Harold Kay of Eagle-Lion.

Leonard Hutchinson of Artkino Pictures, Toronto, was in Ottawa for the premiere of "Ivan the Terrible" at the Little Theatre, and the picture brought nice reports from local reviewers . . . Word has been received by the Ottawa Theatre Managers Ass'n that Arch H. Jolley of Toronto has found it impossible to appear at a luncheon of the organization April 10 as previously intimated. The secretary of the MPTA of Ontario has other speaking engagements which conflict with his proposed early visit to the capital city.

The Avalon, Odeon unit, is due for a thorough overhauling, including the installation of modern-type seats, in connection with the early adoption of a first run policy for the house. Tom Montague has resigned as manager of the Avalon to go into the dry cleaning business and F. Gallop, formerly of the maritime provinces, has taken over the management.

Ottawa theatre business has been somewhat in the doldrums because of Easter shopping distractions and further wintry weather. However, "Margie" proved good enough at the Capitol for a holdover.

Moveovers in Albany Being Discontinued

From Eastern Edition

ALBANY—Moveovers, numerous in Albany for sometime, are being discontinued. It is reported that the only exception will be on Warner pictures, which can be shifted from the Strand to the Ritz (a few blocks down the street). The Strand, which is in the Fabian-Warner pool, had a string of holdovers from the Palace recently. Independents complained this policy resulted in holding up product for them. The Ritz, also a moveover house, has frequently presented first runs during the past month.

On direct moveovers, Palace and Strand prices prevail at the Grand and Ritz. The pool includes the Grand, Ritz, Leland, Madison and Delaware, but excludes the two large A situations. Fabian with one house, and Warners with four are also pooled in Troy. Moveovers are also being eliminated there, it is understood.

The longest run for a picture here, under the moveover plan, was "The Jolson Story." It played a week, plus four New Year's eve shows, at the Palace, and followed for three weeks at the Grand. Business was excellent.

Reports differ as to the cause for the abandonment of moveovers. Some say it is due to the new consent decree. Other state independents threatened to take action.

The distributors stand to lose substantial revenue, in the opinion of most observers.

Writer Blames Publishers For "Atrocious" Pictures

From New England Edition

WORCESTER—Hollywood was pictured as the victim of unscrupulous book publishers in a speech before the Critics Forum here by William H. Mooring, motion picture writer for the Catholic press.

"Hollywood has fallen victim to an enormous plan of the big publishers," he told a crowded hall. "They have film producers running around in circles bidding fantastic sums for atrocious things like 'Forever Amber.'

"The quicker something is done on a nationwide scale to curb these publishers, the quicker we will get better stories for the motion pictures."

However, Mooring advised his listeners to reserve judgment on "Forever Amber."

"In all probability," he said, "somebody has written a fairly decent screen story and called it 'Forever Amber.' I understand that Darryl Zanuck and the motion picture code authority have cleaned it up—which means they have washed it out."

St. John Theatre Rented By UA to Show 'Henry V'

ST. JOHN—The Strand, "mother house" of the FPC-Spencer chain, was rented to United Artists for four days, starting March 31, for roadshowing of "Henry V." All seats on the lower floor and balcony were reserved at $1.96, including provincial and Dominion taxes, at night; $1.31 in the afternoon. A mail order form was incorporated in advance advertising in local dailies. This is a rare instance of a distributing firm renting a theatre to show a film in the maritimes. It is understood UA was unable to reach an agreement on percentage.

In 'Son of Rusty'

Columbia has signed Tom Powers and Ann Doran to topline in "The Son of Rusty."

Toler Believed "Show Must Go On"; Desperately Ill, He Kept Working

ST. JOHN—In reminiscing on Sidney Toler's four-year stay in stock at the Academy in Halifax, Brian O'Connell of that city said Toler, who died recently, was in his late 60s when he went to Hollywood. A newspaper article gave Toler's age as 59, which was on information from his widow.

Toler, his friends say, admitted to 56, but his real age was 74. He headed the Sidney Toler Players at the Academy, then managed by the late J. F. O'Connell, father of Brian. Toler was playing leads, and with him was Alexander Leftwich, veteran stage director, who died recently at Los Angeles. Also in the outfit was Vivian Toler, first wife of Sidney, who died about three years ago in Hollywood. He married again soon afterward.

The Toler stock unit held the longevity record at the Academy, on the site of which the FPC Capitol now stands. There were 1,000 performances, with Toler achieving a big local name for showmanship. He started at the Academy in 1912 and finished in 1916. His home was then at Portland, Me.

In keeping with completion of his last two Charlie Chan films so ill he could hardly walk, was his record at the Academy, where he never missed a performance, although occasionally feeling quite under par and bedded between shows.

MONTREAL

Filmrow, which always appreciates a festive occasion, turned out in strength for a farewell party given in honor of the office of well party given in the office of United Artists for Eddie Schreider who has been booker there for many years. He is going to Monogram as salesman. Two presentations were made to Schreider, one a well-filled purse from the company and the other in the name of the staff. The latter presentation was made by a former manager of United Artists, Irving Sourkes, now head of Confidential Reports here.

Pierre Lambert, manager of Cinema Service, has left to become manager of Odeon's Perron Theatre on Hadley street in suburban Cote St. Paul . . . Jean Louis Larose, lately operator and shipper at Cinema Service, has been promoted assistant manager . . . Six Paramount sales contest winners from Britain, headed by G. H. Gilpin, finished their prize-winning trip at Montreal after visiting Hollywood and other American centers. They were entertained here at Ruby Foo's and Au Lutin qui Bouffe restaurants.

Win "The Voice" Barron was here exploiting Paramount's "California" . . . Visitors to Filmrow include Griesdorf, PRC Canadian general sales manager, here from Toronto; Ted Carey, assistant to Leo Devaney, Canadian general manager of RKO, also from Toronto; Harry Painter, assistant Canadian general manager of Eagle-Lion, another Torontonian, who visited the Hanson 16mm office.

Raymond and Lucien Major, proprietors of the Bellerive Theatre, Valleyfield, dropped in on 20th-Fox Montreal office . . . Odeon reports that "The Best Years of Our Lives" will run several weeks at the Kent . . . Irving Goldsmith, Odeon bowling champion, has only one man beat in order to win the Montreal Theatres league bowling championship.

Hanson 16mm, Eagle-Lion and Gaumont-Kalee will move about May 15 to the new film distributors building on St. Alexander street near Dorchester . . . George Koppelman, PRC salesman, is on a business trip to Lake St. John . . . Bob Johnson, representative of Eagle-Lion, is on business in Quebec City . . . Mel Lodge, proprietor of the Myra Theatre, Richmond, Quebec, visited Warners.

"The Jolson Story" broke records at Loew's by remaining and drawing crowds for seven weeks, the longest run in the history of that theatre . . . George Ganetakos, managing director of United Amusement Corp., left for Florida and will not be back in Montreal until about the end of April.

Bicycle Giveaway Jams Vogue in East Chicago

From Central Edition

EAST CHICAGO, IND.—The giveaway of two bicycles donated by a merchant completely sold out the Vogue Theatre here and left 200 persons standing at the time of the drawing, Manager Roy Peffley reports. The campaign was run over a period of three weeks, during which 25,000 numbered coupons were given out at the theatre and at the merchant's store. Newspaper ads were carried two weeks in advance and a lobby display featuring the bicycles was used for three weeks.

WINNIPEG

Elsie Simmonds, formerly of the Famous Players office, has left for New York, where she will study drama . . . Lloyd Muir, RKO representative, was in the city for a few days in connection with the forthcoming showing at the Garrick of "The Best Years of Our Lives."

Jack Fitzgibbons and Frank Kershaw of Service Confections stopped over briefly between planes . . . Audrey Benson is Harold Bishop's new secretary in the FPC offices.

When 22 contestants tied for first place in the recently concluded Tribune-Famous Academy award contest, they were required to write essays on the subject "Which Type of Movie Interests Me Most." Four of the essays won for their writers season's passes to two Famous Players' houses. At the same time, excerpts from the essays, as quoted in the daily, seemed a fair indication of the variety of patrons interests.

The Odeon has held over for a second week the Australian picture, "The Overlanders," having its Canadian premiere at that house. The picture opened well and favorable reviews together with widespread word-of-mouth commendation has brought in the customers.

Maurie Libman and his band, a group of local musicians, will in future be featured at the Beacon in conjunction with the regular weekly stage shows at that house. The new group replaces the Beacon Melody Maids, for years a fixture at the house, under the direction of Bill Moore.

Bedelias Admitted Free

HARTFORD—For "Bedelia," Walter B. Lloyd of the Allyn admitted free the first 20 women whose name is identical with the title. Newspaper announcements were headed: "Paging Bedelia!"

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Associated Publications,
Publishers of BOXOFFICE,
825 Van Brunt Blvd.,
Kansas City 1, Mo.

January 10, 1947

Gentlemen:

For several years past we have used space liberally in BOXOFFICE.

Since we began in a small way with an office and warehouse in Dallas, we not only credit this advertising with being a strong factor in our growth, but we consider BOXOFFICE to be indispensable to us in marketing our goods and services to the theatres.

How important this is, is evidenced in our string of warehouses across the South and the spread of our sales into international markets both to the north and to the south of the United States.

We look forward to a continuance of our past favorable relations with you.

Sincerely,
CHAS. E. DARDEN & CO.

Chas. E. Darden

BRANCH WAREHOUSES:
HOUSTON 102 San Jacinto P. O. Box 322
BEAUMONT 201 Bowie
LUBBOCK 702 Texas
NEW ORLEANS 400 N. Peters
MEMPHIS 671 S. Main P. O. Box 2562

SELLING SEATS

Practical Ideas by Practical Showmen On Merchandising the Motion Picture

Edited by HUGH E. FRAZE

BOXOFFICE Showmandiser SECTION

A GUIDE TO BETTER BOOKING AND BUSINESS-BUILDING

Baseball Is Adapted For Spring Trailer

BROOKLYN—When theatre managers of the Rugoff & Becker circuit met here recently to work out a preview trailer, Jack Hamilton, manager of the Sheepshead Theatre on Sheepshead Bay road, submitted an idea that was quickly accepted for use by his colleagues.

Hamilton's trailer opens with a view of a baseball diamond. An immediate closeup follows, with the field of vision narrowed to the pitcher and the batter. The tension on the batter's face is vividly shown. The pitcher lets fly, and the camera follows the ball down to home plate. The batter connects, and from then on, the audience sees the ball alone, with the diamond as background, looming closer and closer until it fills the entire screen. At that point the ball bursts and the words "Our Springtime Hit Parade" flash upon the screen. Trailerets follow this introduction, with background music to the tune of "Take Me Out to the Ball Game."

It's obvious that the batter has connected for a hit and the whole idea is self-explanatory.

The reaction of a sports-minded audience to this trailer is well worth the effort behind the idea.

City Joins Bill Hendley In Kiddy Show Stunts

COLUMBUS, GA.—Bill Hendley, manager of the Bradley Theatre here, has tied up with the city recreation department in two kiddy promotion stunts.

One is a masquerade contest, open to all boys and girls 12 years of age or under in the Columbus-Phenix City metropolitan area. Preliminary contests are to be held by schools, Boy and Girl Scout troops, and Cub Scout packs. Winning contestants from each group will participate in the finals on the Bradley stage at 4:30 p. m. April 7.

For the best impersonation of any one of ten characters in comics carried by the Ledger-Enquirer, the J. A. Kirven Co. will award a trike, or combinatiin bicycle-tricycle. The girl runnerup will receive a doll, and the boy runner up a chemistry set.

In the other stunt, free bubble gum is awarded to the first 400 kiddies attending the children's film library showings on the Bradley stage each Saturday morning through April 12. The kiddies also have a chance to win a new bicycle, donated by Foremost Auto Stores, in a bubble blowing contest sponsored by station WDAK.

Essay Contest on 'Locket'

HARTFORD—Manager Lou Cohen of the Poli used an essay contest over station WTHT for "The Locket." With guest tickets and cash awards as prizes, the contest centered around the question: "What sentiment is carried in the wearing of your locket?" Contest was handled via a disc jockey's program.

Straw Vote Aids Charity

Chicago Election Turned Into Goodwill Builder



CHICAGO—Got an election coming up in your town?

Chicago elected a new mayor April 1 and Manager Robert F. Griffith of Ben Banowitz' Plaisance Theatre capitalized on it by conducting a straw vote that raised about $200 for the Red Cross. Two glass jars were placed in the lobby, each labeled for one of the two mayoralty candidates, and patrons were invited to drop coins for their favorites. Each penny counted one vote and the totals were posted daily.

In the accompanying picture, Mary Portman, "Girl of the Week" in another goodwill program being run by Griffith, is shown dropping coins into the glasses. "Customers watched the progress of the balloting with great interest," said Griffith. "This idea can be tied in with any election and any fund-raising campaign with equal success."

His "Girl of the Week" promotion was worked out in cooperation with a neighborhood photo studio and merchants. The studio photographs free all girls who want to enter. The picture of one of them is chosen for display in the studio window and on the Plaisance screen for a week. On Friday night, the girl is presented to the audience from the stage and presented with an orchid and $50 worth of gifts donated by merchants.

Good Color Is Power in Displays

MILWAUKEE—Color is a powerful factor in display and selling and often spells the difference between overwhelming success and actual failure, according to Harold J. Fitzgerald, head of the Fox Wisconsin circuit.

A chart prepared by color engineers has been sent to all the circuit's managers along with an explanation on the use of color for greatest effect.

"Being associated with the motion picture industry, an industry entirely dependent upon the public, it is of extreme importance that each manager know how to create eye-appealing displays," said Fitzgerald. "With color we express life, thought and feeling. But to use it properly we must have a knowledge of color."

The most effective combinations as determined by color psychologists, he said, are the following, in the sequence listed:

Black on yellow, green on white, red on white, blue on white, white on blue, black on white, yellow on black, white on red, white on green, white on black, red on yellow, green on red, and red on green.

Dark blue has the greatest advertising appeal for women, said the instructions. Children prefer warm colors (red, yellow and orange) or the cool colors of blue, green and violet. Normal persons with normal desire for high standards of living like green. Red chases away mental depression and has great appeal for athletes.

White is no longer the ideal color for cleanliness, the chart explained, as it also gives an impression of frost and bleakness. Yellow and orange are warm, stimulating colors.

Certain colors can be made to do certain things, it was said. For instance, to make a background or lettering appear larger, experts use yellow, white, red or orange in that sequence of preference. To make an object appear smaller, they use green, purple, blue or black.

"The influence of color cannot be underrated in display or selling," said Fitzgerald. "Study the individuals to whom you wish to appeal in your display and put the power of color to work for you."

Record Plugs "Girl"

OKLAHOMA CITY—To supplement his trailer on "The Time, the Place and the Girl," Farris Shanbour, manager of the Tower, had a special record cut at radio station KOCY and played it during breaks for ten days prior to opening. The record announced the playdates and cast and played three songs from the picture.

Bathing Beauty Bedecked With Coins Draws 100,000 in Guessing Contest

NEW YORK—More than 100,000 persons entered a guessing contest conducted at RKO Theatres in metropolitan New York in connection with the showing of "Lady Luck." In each theatre the circuit set up a lifelike figure of Barbara Hale dressed in a bathing suit and bedecked with real pennies.

The public was invited to guess the number of coins decorating her suit, front and back, though only the front was visible. First prize was $10 and free guest tickets went to the next 25 winners. Ballots were attached to the set piece.

Patrons at 'Scheherazade' Get Samples of Cologne

NEW YORK—Promoted samples of Scheherazade cologne were distributed to the first 5,000 women entering Loew's Criterion for the showing of "Song of Scheherazade." Samples also were placed on cards and distributed at Leon and Eddie's night club, restaurants, and in the Times Square area. New York dailies carried items on the giveaway. The tieup was handled by Jerry Sager, Criterion publicist, and Henry Shamp, assistant manager.

Gag Line Used in Cleveland One Theatre's Metered Mail

Cleveland—That now-famous Warners gag line, "If you were Nora Prentiss, would you keep your mouth shut?" was further publicized here by J. Knox Strachan, zone advertising manager for Warner Theatres, who used it for a month in advance of the opening at the Hippodrome on all metered mail going out of the Warner circuit zone headquarters. Strachan also promoted the teaser line via posters and placards.

Used Cars Posted at Miami For the 'Jolson Story'

Miami—Manager Ed May of the Rosetta had used car dealers post their stock with signs reading, "Got to sell this car to get money to see 'The Jolson Story.'"

Typewriter Is Given Away In Stunt at Asbury Park

ASBURY PARK, N. J.—A. Heck, manager of Walter Reade's Lyric Theatre here, set up a letter-writing contest with Fredericks Typewriter store in conjunction with a recent engagement of "The Shocking Miss Pilgrim." The person writing the best letter on the subject "How a Typewriter Helps Me in School or Business" was awarded a Remington-Rand portable typewriter.

A special ad was made up for Reade's Entertainment Guide, a program with a circulation of 15,000. Heck also arranged cooperative window displays with music stores and gift shops. Twenty-five taxis carried bumper strips on the film and about 50 juke boxes were sniped with playdate. Three 40x60 color blowups were spotted in theatre lobbies.

Courtesy Is Now in Effect At Hamrick Tacoma Units

TACOMA, WASH.—Courtesy will be turned on to the nth degree in all of Hamrick's theatres here for the remainder of 1947, according to City Manager Will J. Conner.

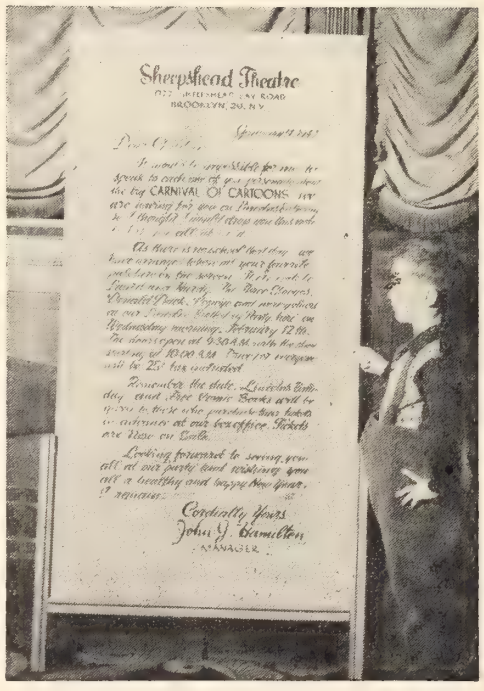
Conner announced early last month that "Theatre Courtesy" was the slogan for March in Hamrick theatres, and promised awards to the most courteous employes. A checkup later revealed that the circuit's 113 employes had been trying hard for the awards and all were noticeably more civil at the end of the first month of "Theatre Courtesy" in Hamrick theatres.

The four winners for the first 30 days were Dolores Mott, Music Box; Hazel Hall, Temple; Jeannette Karbo, Blue Mouse, and Beverly Triplett, Roxy.

Investigations will continue over a six-month period and $10 in cash and a courtesy pin will be awarded to courtesy winners. The winner of the top award, to be announced at the end of six months, will receive an extra week's vacation.

Used Military Patches Are Given to Children

NEWARK, N. J.—Two theatres in this area are having success with children's matinees at which used army, navy and marine patches are given away. The children collect and swap them as they would postage stamps and the shows have gone over very successfully, says Jack Hegarity, manager of the Embassy in East Orange. He was the first one to put on the shows and was followed by the Regent in Newark.



TELLING THE KIDS ABOUT IT—To start off a campaign for his special children's show, Jack Hamilton of the Sheepshead Theatre in Brooklyn decided to get away from the usual flamboyant advertising and instead set up this standee in the rear orchestra. It received attention from both children and adults and the results at the boxoffice were gratifying, said Hamilton.

NATIONAL PROMOTIONS

Promotion on 'Egg' Still on Big Scale

NEW YORK—The $850,000 preselling campaign on "The Egg and I" is being pitched to a new key for local promotions and will continue on a grand scale until the picture has played its key city runs and most of the other engagements, according to Maurice Bergman, eastern advertising and publicity director of Universal-International.

The film opened in key cities this week. The book has been read by an estimated 25,000,000 persons.

Promotion of the picture on a national scale started last July when Betty Smith, author of the pullet-surprise book, was honored at a luncheon given by the governor of Washington in Spokane to mark the sale of the one millionth copy of the book. Universal worked the event into its newsreel.

'SLICK CHICK' NAMED

Flamboyant stunts and steady newspaper magazine and radio advertising have come from U-I in a steady stream since then. Wide publicity has been given to such stunts as the Slick Chick contest to find America's best looking chicken, finals of which were held in Hollywood March 20, and the stunt of Jim Moran, Hollywood press agent, who "set" on an ostrich egg for 19 days and finally hatched it.

Promotions aside from straight advertising include distribution of 50,000 bookmarks by the publishers, Lippincott; tieups with book dealers; distribution of 500,000 double-sized match folders to exhibitors, exchange personnel and home and studio executives and 1,000,000 regular sized match books to the general public in key cities; distribution of 2,000,000 egg recipe books through poultry and egg dealers; placing of stickers on commercial egg cartons; release of a song, "The Egg and I," on which recordings have been made by Victor, Columbia, Majestic, Mercury and Lion; and use of "Egg and I" gags and material on many national radio programs.

TRAILER IS ANIMATED

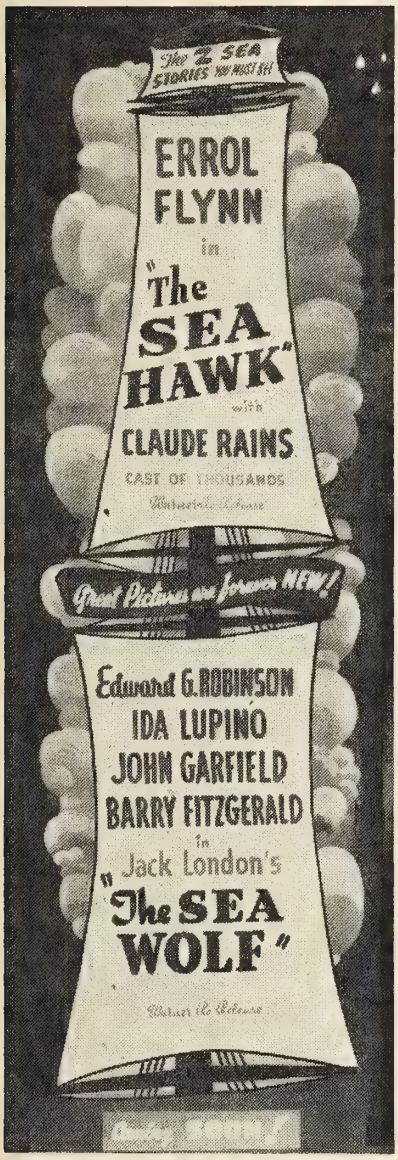
An "Egg and I" shampoo has been put on the market, and a greeting card on the theme was turned out for Easter. Advertising tieups include Simmons mattresses, Woodbury soap, Tappan stoves, Personna blades, Texsun grapefruit juice, Kellogg cereals, Max Factor makeup and Royal Crown Cola.

Screen advertising is being sparked by a three-minute animated cartoon trailer, the first ever used for a live action picture. Made by Walter Lantz, the trailer opens like any cartoon short and features Romeo Rooster and Henrietta Hen. It carries the cackling couple through a talent hunt, a maternity hospital, and finally the birth of the egg and the book.

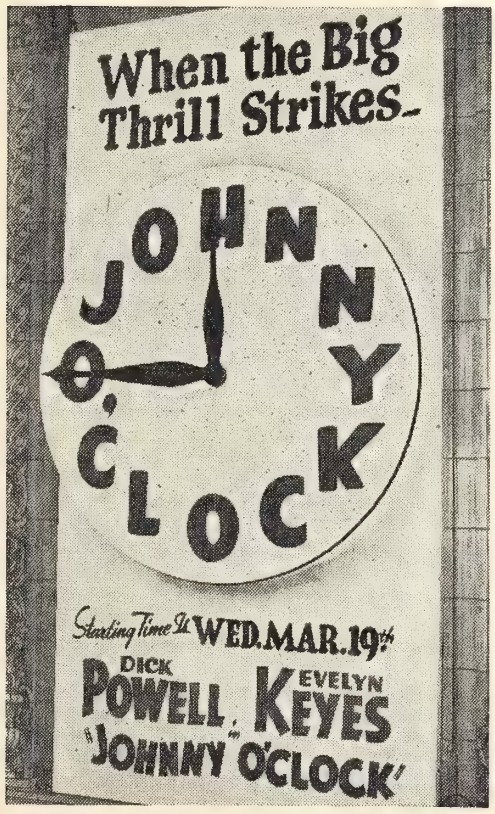
Reissues Get Strong Puff At Morristown Theatre

MORRISTOWN, N. J. — Berney Feld, youthful manager of Walter Reade's Park Theatre here, put on a complete campaign for "Kings Row" and "Wild Bill Hickok Rides," reissues recently double billed at his house. The bill was plugged ten days in advance with a special trailer, 1,000 heralds were distributed in the three Reade circuit houses here and carried from door to door, and a special ad laid out by Feld himself was placed in newspapers four days in advance. Feld also did all the art and layout work on his highly effective heralds. Standard lobby displays were used.

Catching the Patron With Eye Appeal



Left: Fifteen feet high and four feet wide, this striking lobby display was put up by Manager Paul Townsend of the Midwest, Oklahoma City.



Above: Title of coming picture is dramatized by Rudy Koutnik, manager of the Wisconsin, Milwaukee, in panel above grand stairway. Hands of the six-foot circular clock were animated.



Above: Hurdy-gurdy dug up by Manager Bob Portle of the Elm Street, Worcester, Mass., to grind out tunes at busy street corners in a pitch on the reissue, "The Bowery."



Above: Silhouette display featuring James Stewart and Donna Reed of "It's a Wonderful Life" was planted in downtown Birmingham, Ala., store by Manager Harry M. Curl of the Melba. Those able to identify pair got free portraits in photo studio, the studio plugging picture as people came in.

★



Above: The Lawrence furniture store on Main street in Memphis turned its show window into a bedroom, complete with live model, in a cooperative deal with Dave Flexer's Ritz Theatre. The picture was "Wake Up and Dream," a natural for a mattress tieup. The live model is Dorothy Weil of Memphis. Her presence in the window made it a pedestrian-stopper.



Above: Music store window in Plainfield, N. J., promoted by City Manager Murry Meinberg and Manager Sabie Contie of Reade's Paramount featured large stills of players in "Sweetheart of Sigma Chi." Large photo is of "New Jersey's Own" Phil Brito.

Master Showman in Ex-Boom Spot

Floyd Faubion Mixes Civic Leadership and Continuous Round of Special Activities

By A. JULES BENEDIC

Field Editor, BOXOFFICE

ONCE, approximately two decades ago, there was an exhibitor in Teague, Tex., who simply put out a one-sheet and the crowds flocked to his theatre. The doors swung open constantly, for there was a big oil boom on, and everybody was getting rich.



FAUBION AND FAMILY

But the bubble burst in central Texas, and Mexia, Wortham, Corsicana, all names to conjure with in the oil business, settled down to humdrum existences. Nearby Teague, which had enjoyed a big boom over a short period and a little boom over a much longer period, felt the effects after the gushers failed to gush, and dry holes came in instead.

FARMERS BACK TO LAND

Finally the farmers went back to tilling the land, and that's really what the land is intended for, and a few minor manufacturing plants sprang up here and there. Teague developed into a pretty good little town, supporting quite nicely one and sometimes two shows for Johnny Long of the circuit that bears his name.

Johnny Long went to school with the writer, but it should not be held against Johnny, for the latter has many more valid claims to distinction, among them being a climb in this industry from one tiny theatre in Bay City to ownership of a far-flung circuit of houses dotting many sections of Texas.

Which brings us to the point of introducing Johnny's manager at Teague, the Star Theatre's ebullient Floyd Faubion, a guy with showmanship ideas that would do credit to many managers in much larger situations.

Faubion sometimes scrapes the bottom of the stunt barrel, and puts on business-getting projects that were old when Rothafel was in his prime. But Teague takes to them kindly, as witness the success attendant upon the wedding of a local couple on the stage of the Star. This stunt was preceded by a countywide distribution of invitations published in neat script, followed up by placarding the town with 11x17-inch heralds. One can but hope that the motion picture for the occasion, "Faithful in My Fashion," did not prove the motif in the future life of the newlyweds.

Young Floyd takes beauty contests in his stride. He's promoted several, and is clever enough to get local sponsorship, such as the Teague fire department. He gave the beauty deal a new twist, however, when he promoted a beauty show consisting of all men, the contestants being members of the Junior Chamber of Commerce. Attired in scanty bathing suits and evening dresses, the evening proved one big howl.



This herald on an all-men beauty show typifies the year-around program of activities promoted by Floyd Faubion of Teague, Tex., to keep his Star Theatre a steady profit-maker.

FABRICATES HIS OWN "FLESH"

Faubion grabs all the stage shows he can reach, and some troupes play his house which ordinarily wouldn't deign to touch his coal oil circuit, an unfortunate designation brought about because of Teague's population, and not because of any lack of local showmanship. One of his recent bookings was that of Merle and Her Rambling Roses, an all-girl revue and orchestra that broke a jump out of San Antonio with a one-night stand at the Star. Another was Woody Johnson, the Singing Texan, and His Hillbillies.

When stage shows aren't available, Faubion fabricates his own flesh attractions. One jitterbug revue advertised five local colored contestants. Kiddy shows are tied in with either a local dancing school or one in the immediate area. Another home talent affair, in addition to the usual number of singers and dancers, featured a "daring" bubble dance by a local girl, some hula-hulas and a chocolate pie-eating contest. Midnight horror shows are usually topped off with something like this: A one month's pass is given to any two boys who'll carry a casket containing a body off the stage while the lights are turned down low.

When the Teague Lions play football, Faubion really goes to town. He prints their program, listing the players of both teams, packing the remainder of the four-pager with matrices of coming film attractions. Football jackets and the Knute Rockne trophy to the most valuable player are every year awarded from the stage of the theatre. The football boys sell the tickets, every buyer receiving a ballot, so the house is always packed.

TIES IN WITH FOOTBALL

Faubion, as remarked before, invariably ties in his stunts with auspices, so when the American Legion wanted a new home, one of the fund-raising projects was a motor bike, which was awarded from the stage. Again they hung from the rafters and again this manager made a lot of friends for the theatre.

Free turkeys mark the Christmas holidays; in fact Floyd watches all dates on the calendar and gets up something appropriate at the proper time. It goes without saying that his fetish is community goodwill, and he participates prominently in civic activities. He was recently elected president of the athletic booster club, backing all kinds of sports at Teague, and is county chairman of the Red Cross campaign.

Mother's Enthusiasm Packs Theatre Offering Children's Film Series

CHICAGO—Mrs. Nemon J. Taylor is one mother who shops as carefully for her young son's entertainment as she does for a new hat. Through her efforts, and the cooperation of the O'Keefe school Parent-Teacher Ass'n, seven schools in Chicago's south shore district launched a series of five Saturday morning film programs which packed Warners' Jeffrey Theatre for each show.

"We sold the 1,800 seats in advance of each showing for the first series, which started in January, and the parents and teachers in our district are just as enthusiastic about our new series starting Saturday," said Mrs. Taylor.

Robert Busch, manager of the Jeffrey, worked out the program with Mrs. Taylor and others after she became interested in the Children's Film library pictures through reading a series of articles on them by Sam Lesner in the Daily News.

"We lived in Chicago for two years and couldn't find a children's film anywhere except at the Field museum on Saturday mornings," said Mrs. Taylor. "Naturally, I was delighted when I read about the film classics for juveniles."

Mrs. Taylor is now chairman of the special film committee of the O'Keefe school PTA and has had the help of Mrs. J. R. Brady, director of district 1 of the Illinois PTA congress, in working out the children's shows. They believe the series is a force for curbing juvenile delinquency.

Orpheum Gives 5,000 Keys For 'Locket' Cash Prizes

KANSAS CITY—Duplicating similar contests in Chicago and Denver, Jack Tiernan, publicity manager of the Orpheum here, arranged a "key to the locket" contest in connection with "The Locket." Five thousand keys were dropped throughout the city or were handed out upon request at the boxoffice. Thirty-one of these keys opened a large gold locket on display in the lobby of the theatre the morning the picture opened.

No admission ticket was required to obtain keys from the boxoffice or to try opening the locket. The holder of the first successful key won $50 and the holders of the remaining 30 each received $5.

Feature productions, listed by company, in order of release. Number in square is national release date. Production number is at right. Number in parentheses is running time, as furnished by home office of distributor; checkup with local exchanges is recommended. R—is review date. PG—is Picture Guide page number. Symbol ◎ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

BOOKING CHART

JUNE 8	JUNE 15	JUNE 22	JUNE 29	JULY 6	JULY 13	JULY 20	JULY 27
] (82) Drama IE WALLS CAME TUMBLING DOWN e Bowman irguerite Chapman gar Buchanan —May 25—PG-725	13 (88) Dr-Western ◎RENEGADES Evelyn Keyes Willard Parker Larry Parks R—May 4—PG-719	20 (59) Drama DANGEROUS BUSINESS Lynn Merrick Forrest Tucker Gerald Mohr R—June 22—PG-731	27 (65) Drama 7032 THE RETURN OF RUSTY Ted Donaldson John Litel Mark Dennis Barbara Woodell R—July 6—PG-733	4 (65) Mystery 7027 THE UNKNOWN Karen Morley Jim Bannon Jeff Donnell R—July 6—PG-734	11 (54) Western 7209 THE DESERT HORSEMAN Charles Starrett Smiley Burnette Adele Roberts R—July 13—PG-735	18 (67) Act-Mus 7223 COWBOY BLUES Ken Curtis Jeff Donnell Hoosier Hotshots Guy Kibbee R—July 13—PG-736	25 (73) Musical 7033 SING WHILE YOU DANCE Ellen Drew Robert Stanton Andrew Tombes R—Aug. 10—PG-741
				SPECIAL: 4 (125) Drama 623 ◎THE GREEN YEARS Charles Coburn Tom Drake Beverly Tyler Hume Cronyn Dean Stockwell R—Mar. 16—PG-705		Block 17 18 (97) Drama 625 BOYS' RANCH James Craig "Butch" Jenkins R—May 4—PG-720	SPECIAL: 25 (110) Drama 624 ◎EASY TO WED Esther Williams Van Johnson R—Apr. 13—PG-714
] (55) Western 562 ENTLEMAN FROM TEXAS hnny Mack Brown] (75) Mus-Com 515 REDDIE STEPS OUT ne Preisser reddie Stewart —June 8—PG-728	16 (101) Psy-Dr 699 SUSPENSE Belita Barry Sullivan Bonita Granville Eugene Pallette Albert Dekker R—Mar. 30—PG-709	22 (63) Act-Com 510 IN FAST COMPANY Leo Gorcey Huntz Hall Bobby Jordan R—May 18—PG-723	29 (56) Western 574 TRAIL TO MEXICO Jimmy Wakely	6 (61) Sea-Dr 521 STRANGE VOYAGE Eddie Albert Elena Verdugo	13 (63) Drama 530 SOUTH OF MONTEREY Gilbert Roland Frank Yaconelli	20 (65) Act-Com 511 BOWERY BOMBSHELL Huntz Hall Bobby Jordan R—Aug. 10—PG-742	27 (64) Mys-Dr 518 SHADOWS OVER CHINATOWN Sidney Toler Victor Sen Young
	Block 5 14 (84) Comedy 4522 OUR HEARTS WERE GROWING UP Diana Lynn Brian Donlevy Gail Russell R—Mar. 16—PG-705		Block 5 28 (57) Action-Dr 4523 HOT CARGO William Gargan Jean Rogers Philip Reed R—Mar. 16—PG-705	Block 5 5 (122) Rom-Dr 4524 TO EACH HIS OWN Olivia de Havilland John Lund Mary Anderson Phillip Terry Bill Goodwin R—Mar. 16—PG-706			Block 6 26 (107) Act-Dr 4526 O.S.S. Alan Ladd Geraldine Fitzgerald R—May 11—PG-721
5] (56) Drama HOST OF HIDDEN VALLEY uster Crabbe l "Fuzzy" St. John —June 8—PG-727		20 (70) Drama AVALANCHE Bruce Cabot Helen Mowery R—Apr. 27—PG-717		30 (70) Drama ◎COLORADO SERENADE Eddie Dean Al La Rue R—July 6—PG-733	10 (68) Mys-Dr LARCENY IN HER HEART Hugh Beaumont Cheryl Walker R—May 25—PG-725	17 (55) Western PRAIRIE BADMEN Buster Crabbe Al "Fuzzy" St. John R—Aug. 10—PG-741	24 (67) Drama QUEEN OF BURLESQUE Evelyn Ankers Carlton Young R—July 6—PG-733
PECIAL: (102) Comedy 662 EARTBEAT inger Rogers ean Pierre Aumont dolphe Menjou asil Rathbone —Apr. 27—PG-718	Group 6 15 (79) Drama 628 BEDLAM Boris Karloff Anna Lee Richard Fraser R—Apr. 27—PG-717	Group 6 (62) Mystery 629 THE FALCON'S ALIBI Tom Conway Rita Corday Vince Barnett R—Apr. 20—PG-716			SPECIAL: (95) Drama 683 THE STRANGER Edward G. Robinson Loretta Young Orson Welles R—May 25—PG-726		Group 6 (105) Drama 626 TILL THE END OF TIME Dorothy McGuire Guy Madison Robert Mitchum Bill Williams R—June 15—PG-730
8] (69) Comedy 521 NE EXCITING WEEK l Pearce inky Lee erome Cowan —June 15—PG-730	15 (56) Western 5502 ◎MAN FROM RAINBOW VALLEY Monte Hale Adrian Booth Sagebrush Serenaders R—June 22—PG-731		28 (56) M'drama 522 TRAFFIC IN CRIME Kane Richmond Anne Nagel Adele Mara	5 (90) Drama 524 SPECTER OF THE ROSE Judith Anderson Michael Chekhov R—May 25—PG-726	12 (67) M'dr-Mus 523 NIGHT TRAIN TO MEMPHIS Roy Acuff Allan Lane 10 (79) Outdr-Mus 5541 MY PAL TRIGGER Roy Rogers R—July 6—PG-734	22 (56) Western 568 CONQUEST OF CHEYENNE Bill Elliott Bobby Blake Alice Fleming	22 (89) Comedy 525 RENDEZVOUS WITH ANNIE Eddie Albert Faye Marlowe R—Aug. 17—PG-744 25 (55) Western 557 RED RIVER RENEGADES
(110) Drama 629 OMEWHERE IN THE NIGHT ohn Hodiak ancy Guild loyd Nolan ichard Conte —May 11—PG-722	(65) Drama 630 STRANGE TRIANGLE Signe Hasso Preston Foster Anabel Shaw John Shepperd R—May 11—PG-721			(87) Drama 631 ◎SMOKY Fred MacMurray Anne Baxter Bruce Cabot J. Farrell MacDonald R—June 22—PG-732	(70) Comedy 632 IT SHOULDN'T HAPPEN TO A DOG Carole Landis Allyn Joslyn Henry Morgan Margo Wood R—June 8—PG-728		
						19 (100) M'drama 528 A SCANDAL IN PARIS George Sanders Signe Hasso Carole Landis R—July 20—PG-738	
7] (72) Mystery 534 RESSED TO KILL asil Rathbone igel Bruce atricia Morison —May 25—PG-725	14 (86) Drama 535 THE RUNAROUND Ella Raines Rod Cameron Broderick Crawford Frank McHugh R—June 15—PG-729	21 (90) Drama 536 LOVER COME BACK George Brent Vera Zorina Lucille Ball Charles Winninger R—June 22—PG-731	28 (65) Drama 537 INSIDE JOB Ann Rutherford Alan Curtis Preston Foster R—June 22—PG-731	5 (76) Drama 538 HER ADVENTUROUS NIGHT Dennis O'Keefe Helen Walker Tom Powers R—July 6—PG-733	12 (60) Drama 539 DANGER WOMAN Brenda Joyce Don Porter Milburn Stone R—July 13—PG-736	19 (59) Drama 540 THE DARK HORSE Phillip Terry Ann Savage Allen Jenkins R—July 20—PG-738	26 (92) Drama 541 ◎CANYON PASSAGE Dana Andrews Brian Donlevy R—July 27—PG-740 26 (61) Musical 542 CUBAN PETE Desi Arnaz R—July 27—PG-739
		22 (89) Drama 520 JANIE GETS MARRIED Joan Leslie Robert Hutton Edward Arnold Ann Harding R—June 8—PG-727		6 (107) Drama 521 A STOLEN LIFE Bette Davis Glenn Ford Dane Clark Walter Brennan Charlie Ruggles R—May 4—PG-719		20 (105) Drama 522 OF HUMAN BONDAGE Paul Henreid Eleanor Parker Alexis Smith Edmund Gwenn Janis Paige R—July 6—PG-734	

COLUMBIA | M-G-M | MONOGRAM | PARAMOUNT | P-R-C | RKO RADIO | REPUBLIC | 20TH-FOX | UNITED ARTISTS | UNIVERSAL | WARNER-F. N.

	AUGUST 3	AUGUST 10	AUGUST 17	AUGUST 24	AUGUST 31	SEPTEMBER 7	SEPTEMBER 14	SEPTEMBER 2
COLUMBIA		[8] (68) Comedy 7039 PERSONALITY KID Anita Louise Michael Duane Ted Donaldson R—Aug. 10—PG-742	[15] (54) Western 7201 HEADING WEST Charles Starrett Smiley Burnette R—Aug. 24—PG-745				[12] (63) Comedy 7038 IT'S GREAT TO BE YOUNG Leslie Brooks R—Sept. 7—PG-749 [12] (69) Western 7224 SINGING ON THE TRAIL Ken Curtis R—Sept. 14—PG-752	
M-G-M		[8] (93) Drama 626 COURAGE OF LASSIE Lassie Elizabeth Taylor Frank Morgan Tom Drake R—May 11—PG-721		[22] (81) Drama 627 FAITHFUL IN MY FASHION Tom Drake Donna Reed R—June 15—PG-729	[29] (92) Drama 628 THREE WISE FOOLS Margaret O'Brien Lionel Barrymore Lewis Stone Edward Arnold Thomas Mitchell R—June 15—PG-730			[19] (127) Mus-Com 7 HOLIDAY IN MEXI Walter Pidgeon Jane Powell Ilona Massey Jose Iturbi R—July 27—PG-740
MONOGRAM	[3] (65) Act-Dr 520 BELOW THE DEADLINE Warren Douglas Ramsay Ames	[10] (57) Western 567 SHADOWS ON THE RANGE Johnny Mack Brown	[17] (60) Mys-Dr 525 MISSING LADY Kane Richmond Barbara Reed	[24] (68) Comedy 512 SPOOK BUSTERS Leo Gorcey Huntz Hall Bobby Jordan Billy Benedict David Gorcey R—Aug. 24—PG-745		[7] (74) Com-Mus 517 HIGH SCHOOL HERO Freddie Stewart June Preisser R—Aug. 24—PG-745	[14] (76) Mys-Dr 601 DECOY Edward Norris Jean Gillie R. Armstrong R—Sept. 14—PG-751	[21] (54) Western 5 TRIGGER FINGERS Johnny Mack Brown Raymond Hatton
PARAMOUNT		Block 6 [9] (107) Drama 4527 THE SEARCHING WIND Robert Young Sylvia Sidney R—May 11—PG-722			SPECIAL: [30] (93) Comedy 4532 MONSIEUR BEAUCAIRE Bob Hope Joan Caulfield R—May 11—PG-721	Block 6 [6] (69) Act-Dr 4528 SWAMP FIRE Johnny Weissmuller Buster Crabbe	Block 6 [13] (117) Drama 4529 THE STRANGE LOVE OF MARTHA IVERS Barbara Stanwyck Van Heflin Lizabeth Scott R—Mar. 16—PG-706	
P-R-C		[14] (55) Drama TERRORS ON HORSEBACK Buster Crabbe R—Apr. 27—PG-717	[15] (75) Drama DOWN MISSOURI WAY Martha O'Driscoll R—July 13—PG-735 [15] (..) Drama SECRETS OF A SORORITY GIRL Rick Vallin R—Aug. 24—PG-745	[21] (54) Act-West OVERLAND RIDERS Buster Crabbe Al "Fuzzy" St. John R—Aug. 31—PG-747	[29] (68) Mys-Dr BLONDE FOR A DAY Hugh Beaumont Kathryn Adams R—Aug. 10—PG-742	[2] (56) Drama STRANGE HOLIDAY Claude Rains R—Nov. 9—PG-764		
RKO RADIO	Group 6 (68) Musical 630 THE BAMBOO BLONDE Frances Langford Ralph Edwards Russell Wade R—June 22—PG-732				SPECIAL: (103) Drama 761 NOTORIOUS Ingrid Bergman Cary Grant Claude Rains Louis Calhern R—July 27—PG-739	Group 6 (93) Drama 627 CRACK-UP Pat O'Brien Claire Trevor Herbert Marshall R—June 15—PG-729	Group 1 (61) Drama 703 STEP BY STEP Lawrence Tierney Anne Jeffreys Lowell Gilmore R—July 20—PG-737	Group 1 (59) Western 7 SUNSET PASS James Warren Nan Leslie John Laurenz Jane Greer R—July 20—PG-738
REPUBLIC		[7] (57) M'drama 526 THE INNER CIRCLE Adele Mara Warren Douglas William Frawley [9] (67) M'drama 527 THE LAST CROOKED MILE R—Aug. 24—PG-746	[12] (69) Com-Dr 528 G.I. WAR BRIDES Anna Lee James Ellison R—Aug. 24—PG-746	[19] (57) Mys-Dr 529 THE INVISIBLE INFORMER Linda Stirling William Henry Gerald Mohr R—Aug. 24—PG-746	[26] (69) West-Mus 541 UNDER NEVADA SKIES Roy Rogers R—Aug. 31—PG-748	[3] (56) Mystery 531 THE MYSTERIOUS MR. VALENTINE William Henry Linda Stirling	[9] (56) Western 558 RIO GRANDE RAIDERS Sunset Carson [12] (68) Outdr-Mus 542 ROLL ON TEXAS MOON Roy Rogers Dale Evans R—Sept. 28—PG-754	
20TH-FOX	(102) Drama 633 CENTENNIAL SUMMER Jeanne Crain Cornel Wilde Linda Darnell William Eythe R—June 8—PG-728	(128) Drama 634 ANNA AND THE KING OF SIAM Irene Dunne Rex Harrison Linda Darnell R—June 8—PG-727	(65) Drama 635 DEADLINE FOR MURDER Paul Kelly Kent Taylor Sheila Ryan Jerome Cowan R—June 22—PG-732			(74) Drama 636 BLACK BEAUTY Mona Freeman Richard Denning Evelyn Ankers R—July 20—PG-737	(78) Drama 637 CLAUDIA AND DAVID Dorothy McGuire Robert Young Mary Astor John Sutton Gail Patrick R—July 27—PG-740	(78) Musical 6 IF I'M LUCKY Vivian Blaine Perry Como Harry James Carmen Miranda Phil Silvers R—Sept. 7—PG-750
UNITED ARTISTS	[2] (84) M'drama 532 MR. ACE George Raft Sylvia Sidney Sid Silvers R—Aug. 31—PG-748		SPECIAL: [16] (126) Drama 531 CAESAR AND CLEOPATRA Vivien Leigh Claude Rains Stewart Granger R—Aug. 17—PG-744			[6] (90) Comedy THE BACHELOR'S DAUGHTERS Gail Russell Claire Trevor Adolphe Menjou R—Sept. 14—PG-752		[20] (101) M'drama 5 ANGEL ON MY SHOULDER Paul Muni Anne Baxter R—Sept. 28—PG-754
UNIVERSAL	[2] (80) Drama 543 THE BLACK ANGEL Dan Duryea R—Aug. 10—PG-741 [2] (63) Drama 544 SLIGHTLY SCANDALOUS Fred Brady Paula Drew	[9] (61) Drama 545 WILD BEAUTY Don Porter Lois Collier Jacqueline De Wit R—Aug. 17—PG-743	[16] (82) Comedy 546 THE TIME OF THEIR LIVES Abbott and Costello Binnie Barnes Jess Barker R—Aug. 17—PG-743	[22] (76) Drama 547 DEAD OF NIGHT Mervyn Johns Roland Culver Frederick Valk R—July 6—PG-734	[30] (102) Drama 548 THE KILLERS Burt Lancaster Ava Gardner R—Aug. 17—PG-743 [30] (61) Drama 549 LITTLE MISS BIG Beverly Simmons R—Sept. 7—PG-750	[30] (74) Drama 550 WHITE TIE AND TAILS Dan Duryea Ella Raines William Bendix R—Sept. 14—PG-751		[20] (108) Drama 10 THEY WERE SISTERS Phyllis Calvert James Mason Hugh Sinclair R—Aug. 31—PG-747
WARNER-F. N.	[3] (128) Drama 523 NIGHT AND DAY Cary Grant Alexis Smith Monty Woolley Mary Martin R—July 13—PG-736		[17] (90) Drama 524 TWO GUYS FROM MILWAUKEE Dennis Morgan Jack Carson Joan Leslie Janis Paige S. Z. Sakall Patti Brady R—July 27—PG-739		[31] (114) Drama 601 THE BIG SLEEP Humphrey Bogart Lauren Bacall Martha Vickers Dorothy Malone R—Aug. 17—PG-744		[14] (78) Drama 602 SHADOW OF A WOMAN Andrea King Helmut Dantine William Prince R—Aug. 17—PG-744	
MISCELLANEOUS	ASTOR (57) Mus (New Rel) BEWARE Louis Jordan Valerie Black (68) Drama Reissue COURAGEOUS DR. CHRISTIAN Jean Hersholt	(30) M-Rev (New Rel) EBONY PARADE Cab Calloway Count Basie Mills Bros. (72) Comedy Reissue FLYING DEUCES Laurel and Hardy	(10) Mus (New Rel) (1 Reel Spec) HERE'S RICHARD'S ANSWER Stepin Fetchit (57) M-Dr (New Rel) HOLLYWOOD BOUND Betty Grable	(89) Reissue JIMMY STEPS OUT Jimmy Stewart (83) Drama Reissue LITTLE MEN Jack Oakie (86) Drama Reissue ONE ROMANTIC NIGHT Ilona Massey	(100) Drama Reissue SCARFACE Paul Muni George Raft (86) Mus-Dr Reissue SECOND CHORUS Paulette Goddard Fred Astaire	(55) M-Dr (New Rel) STAIRWAY FOR A STAR Cornel Wilde (48) Mus (New Rel) TALL, TAN AND TERRIFIC Manton Moreland Francine Everett	(50) M-Dr (New R THAT MAN OF MIN Harrel Tillman Ruby Dee Anna Mae Winburn (58) O'd-Dr (New R WHITE STALLION Eddie Dean	

SEPTEMBER 28	OCTOBER 5	OCTOBER 12	OCTOBER 19	OCTOBER 26	NOVEMBER 2	NOVEMBER 9	NOVEMBER 16
(68) Drama 7002 LANT JOURNEY n Ford t Blair Sept. 14—PG-752	30 (91) Musical 7006 THE THRILL OF BRAZIL Evelyn Keyes Keenan Wynn Ann Miller Allyn Joslyn R—Aug. 31—PG-747	10 (71) Psych-Dr 805 SO DARK THE NIGHT Steven Geray Micheline Cheirel Eugene Borden Ann Codee R—Nov. 23—PG-765	17 (69) Comedy 806 BLONDIE KNOWS BEST Penny Singleton Arthur Lake R—Oct. 5—PG-755 17 (53) Western 861 LANDRUSH Charles Starrett Smiley Burnette	24 (61) Mystery 816 CRIME DOCTOR'S MANHUNT Warner Baxter Ellen Drew William Frawley Frank Sully R—Dec. 28—PG-776		7 (65) Mystery 818 SECRET OF THE WHISTLER Richard Dix Leslie Brooks R—Nov. 2—PG-761	
(7) (70) M'Dr-Mys 7041 DOWED a Louise Oct. 5—PG-756		(81) Comedy-Dr 703 THE COCKEYED MIRACLE Frank Morgan Keenan Wynn Audrey Totter R—July 20—PG-737	(117) Musical 704 NO LEAVE, NO LOVE Van Johnson Keenan Wynn Pat Kirkwood R—Aug. 31—PG-747	Reissue (84) Drama RAGE IN HEAVEN Robert Montgomery Ingrid Bergman George Sanders			(115) Drama UNDERCURRENT Katharine Hepburn Robert Taylor Robert Mitchum R—Oct. 5—PG-756
	5 (72) Act-Dr 602 GENTLEMAN JOE PALOOKA Joe Kirkwood jr. Elyse Knox Leon Errol R—Sept. 28—PG-753	12 (66) Mys-Dr 603 DANGEROUS MONEY Sidney Toler Gloria Warren Victor Sen Young R—Oct. 12—PG-758			2 (73) Drama 605 WIFE WANTED Kay Francis Paul Cavanagh R—Nov. 2—PG-762	9 (71) Outdr-Mus 531 BEAUTY AND THE BANDIT Gilbert Roland Ramsay Ames Frank Yaconelli	16 (55) Western 563 SILVER RANGE Johnny Mack Brown Raymond Hatton
	Reissue (113) Outdr-Drama THE PLAINSMAN Gary Cooper Jean Arthur	Reissue (84) Adven-Drama JUNGLE PRINCESS Dorothy Lamour Ray Milland					
(86) Drama R SISTER'S ECRET cy Coleman Sept. 28—PG-753 (56) Act-West OLAW OF THE LAINS ter Crabbe	29 (68) Drama ACCOMPLICE 1 (55) Outdr-Mus DRIFTIN' RIVER R—Oct. 12—PG-757 1 (58) Drama THE BRUTE MAN R—Nov. 2—PG-761				28 (68) Drama GAS HOUSE KIDS Billy Halop Robert Lowery Teala Loring R—Oct. 19—PG-759	5 (78) Drama DON RICARDO RETURNS Fred Coby	
Gup 1 97) Comedy 702 LOY LUCK ert Young bara Hale nk Morgan July 27—PG-739	Group 1 (116) Drama 701 SISTER KENNY Rosalind Russell Alexander Knox Dean Jagger R—July 20—PG-738	Group 1 (68) Drama 705 GREAT DAY Eric Portman Flora Robson R—July 20—PG-737	Group 2 (62) Drama 709 CRIMINAL COURT Tom Conway R—Aug. 10—PG-742 15 (62) Com-Chiller GENIUS AT WORK Wally Brown Alan Carney R—Aug. 10—PG-741		Group 2 (62) Drama 708 CHILD OF DIVORCE Sharyn Moffett Regis Toomey Madge Meredith Una O'Connor R—Oct. 19—PG-760		Group 2 (87) Drama 706 NOCTURNE George Raft Lynn Bari R—Oct. 12—PG-757
						8 (72) Special 5542 HOME IN OKLAHOMA Roy Rogers George "Gabby" Hayes Dale Evans R—Nov. 9—PG-763	15 (56) Western 661 SANTA FE UPRISING Allan Lane Bobby Blake 15 (82) Drama 532 PLAINSMAN AND THE LADY William "Bill" Elliott R—Nov. 9—PG-763
ssue (86) Musical 641 N VALLEY SERENADE ja Henie n Payne ton Berle nn Miller & Orch. n Davis	(90) Musical 639 THREE LITTLE GIRLS IN BLUE June Haver George Montgomery Vivian Blaine Celeste Holm R—Sept. 14—PG-751	(90) Drama 640 HOME SWEET HOMICIDE Peggy Ann Garner Randolph Scott Lynn Bari Dean Stockwell R—July 27—PG-740	Reissue (84) Drama 642 THE BOWERY Wallace Beery George Raft Jackie Cooper Fay Wray		(91) Drama 644 WANTED FOR MURDER Eric Portman Dulcie Gray Derek Farr Roland Culver R—Nov. 9—PG-763	(97) Drama 645 MY DARLING CLEMENTINE Henry Fonda Linda Darnell Victor Mature Walter Brennan Tim Holt R—Oct. 12—PG-758	(94) Drama 646 MARGIE Jeanne Crain Glenn Langan Lynn Bari Alan Young R—Oct. 19—PG-760
		11 (57) Comedy 535 LITTLE IODINE Jo Ann Marlowe Eve Whitney Marc Cramer R—Oct. 19—PG-759		25 (101) Drama STRANGE WOMAN Hedy Lamarr George Sanders Louis Hayward R—Nov. 2—PG-762			15 (65) Western THE DEVIL'S PLAYGROUND William Boyd R—Sept. 28—PG-753
				(85) Drama 601 THE DARK MIRROR Olivia de Havilland Lew Ayres Thomas Mitchell R—Oct. 12—PG-758	1 (108) Com-Dr 1066 NOTORIOUS GENTLEMAN Rex Harrison Lilli Palmer R—Nov. 2—PG-761		(95) Drama 602 MAGNIFICENT DOLL Ginger Rogers Burgess Meredith David Niven R—Nov. 23—PG-766
(106) Drama 603 OAK AND DAGGER y Cooper ert Alda i Palmer Sept. 14—PG-752		12 (100) Drama 604 NOBODY LIVES FOREVER John Garfield Geraldine Fitzgerald Walter Brennan Faye Emerson R—Oct. 5—PG-755		26 (112) Drama 605 DECEPTION Bette Davis Paul Henreid Claude Rains R—Oct. 19—PG-760		9 (97) Drama 606 NEVER SAY GOODBYE Errol Flynn Eleanor Parker Lucile Watson S. Z. Sakall R—Nov. 2—PG-762	

FILM CLASSICS

(74) Drama Reissue
DEVIL TO PAY
Ronald Colman
Loretta Young

(101) Drama Reissue
DODSWORTH
Walter Huston
David Niven
John Payne

(80) Mus-Com Reissue
PALMY DAYS
Eddie Cantor
George Raft

(81) Reissue
THE RETURN OF THE SCARLET PIMPERNEL
Barry Barnes
James Mason

(..) Musical Reissue
ROMAN SCANDALS
Eddie Cantor
Ruth Etting

(98) Drama Reissue
SCARLET PIMPERNEL
Merle Oberon
Leslie Howard

(107) Drama Reissue
STELLA DALLAS
Barbara Stanwyck
John Boles

(100) Musical Reissue
STRIKE ME PINK
Eddie Cantor
Brian Donlevy
Ethel Merman

(109) Drama Reissue
THE THIEF OF BAGDAD
Sabu
Conrad Veidt
June Duprez

(77) Drama Reissue
UNHOLY GARDEN, THE
Ronald Colman

(83) Drama Reissue
WEDDING NIGHT
Gary Cooper
Ralph Bellamy

(102) Western Reissue
THE WESTERNER
Gary Cooper
Walter Brennan
Dana Andrews

(104) Drama Reissue
WUTHERING HEIGHTS
Laurence Olivier
Merle Oberon

(71) Comedy Reissue
WOMAN CHASES MAN
Joel McCrea
Miriam Hopkins

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	NOVEMBER 23	NOVEMBER 30	DECEMBER 7	DECEMBER 14	DECEMBER 21	DECEMBER 28	JANUARY 4	JANUARY
COLUMBIA	21 (55) Western 862 TERROR TRAIL Charles Starrett Smiley Burnette R—Nov. 9—PG-764	28 (72) Musical 824 BETTY CO-ED Jean Porter Shirley Mills R—Nov. 30—PG-767		12 (69) Mystery 822 BOSTON BLACKIE AND THE LAW Chester Morris R—Dec. 14—PG-772 12 (68) West-Mus 854 LONE STAR MOONLIGHT R—Jan. 4—PG-777	19 (61) Western 863 THE FIGHTING FRONTIERSMAN Charles Starrett Smiley Burnette 19 (69) M'drama 828 ALIAS MR. TWILIGHT Michael Duane R—Jan. 4—PG-777	26 (64) Mus-Com 804 SINGIN' IN THE CORN Judy Canova R—Jan. 4—PG-777 28 (91) Mel'drama 829 THE RETURN OF MONTE CRISTO Louis Hayward R—Nov. 30—PG-767		9 (69) Comedy BLONDIE'S BIG MOMENT Penny Singleton Arthur Lake Larry Simms Marjorie Kent Anita Louise R—Dec. 21—PG-773
M-G-M	(93) Drama 706 TWO SMART PEOPLE Lucille Ball John Hodiak R—June 15—PG-730			(97) Drama 709 THE SECRET HEART Claudette Colbert Walter Pidgeon June Allyson Robert Sterling R—Nov. 30—PG-767	21 (83) Comedy 708 THE SHOW-OFF Red Skelton Marilyn Maxwell R—Aug. 17—PG-743		(135) Mus-Dr 710 TILL THE CLOUDS ROLL BY Robert Walker Van Heflin Lucille Bremer Van Johnson Judy Garland R—Nov. 23—PG-765	(99) Drama GALLANT BESS Marshall Thompson George Tobias Clem Bevans Donald Curtis R—Jan. 25—PG-784
MONOGRAM	23 (68) Comedy 604 BRINGING UP FATHER Joe Yule Renie Riano R—Oct. 19—PG-759	30 (68) Mystery 607 THE TRAP Sidney Toler Manton Moreland Victor Sen Young R—Jan 11—PG-779	7 (63) Act-Com 608 MR. HEX Leo Gorcey Huntz Hall R—Dec. 21—PG-773	Reissue: 14 (57) Western 612 SILVER STALLION David Sharpe Leroy Mason	21 (76) Dr-Mus 606 SWEETHEART OF SIGMA CHI Elyse Knox Phil Brito Phil Regan R—Dec. 7—PG-770	28 (55) Outdr-Mus 681 SONG OF THE SIERRAS Jimmy Wakely Lee "Lasses" White Jean Carlin	4 (67) Drama 609 GINGER Frank Albertson Barbara Reed Johnny Calkins	11 (61) Cisco Kid RIDING THE CALIFORNIA TRA Gilbert Roland Inez Cooper Frank Yaconelli
PARAMOUNT	22 (98) Sea Drama 4601 TWO YEARS BEFORE THE MAST Alan Ladd William Bendix Brian Donlevy Barry Fitzgerald Howard da Silva R—Aug. 31—PG-748					27 (104) Musical 4602 BLUE SKIES Bing Crosby Fred Astaire Joan Caulfield Billy De Wolfe Olga San Juan R—Sept. 28—PG-754		10 (83) Comedy 4 CROSS MY HEART Betty Hutton Sonny Tufts Michael Chekhov R—Nov. 23—PG-765
P-R-C	18 (57) Western 743 STARS OVER TEXAS Eddie Dean Roscoe Ates Shirley Patterson R—Dec. 28—PG-775	25 (74) Drama LADY CHASER Robert Lowery Ann Savage	1 (73) Outdr-Mus WILD WEST Eddie Dean Al La Rue Robert "Buzzy" Henry R—Dec. 7—PG-769					10 (74) Drama LIGHTHOUSE John Litel June Lang Don Castle Marian Martin
RKO RADIO	21 (172) Drama THE BEST YEARS OF OUR LIVES Myrna Loy Fredric March Dana Andrews Teresa Wright Virginia Mayo R—Dec. 7—PG-769	28 (95) Mus-Dr SONG OF THE SOUTH Bobby Driscoll Luana Patten Ruth Warrick R—Nov. 2—PG-762			21 (132) Com-Dr IT'S A WONDERFUL LIFE James Stewart Donna Reed Lionel Barrymore R—Dec. 21—PG-774	Group 3 (62) Melodrama DICK TRACY VS. CUEBALL Morgan Conway Anne Jeffreys Lyle Latell R—Nov. 9—PG-764	Group 3 (61) Drama THE FALCON'S ADVENTURE Tom Conway Madge Meredith Edward S. Brophy R—Dec. 28—PG-775	Group 3 (60) Comedy VACATION IN RENO Jack Haley Anne Jeffreys Wally Brown R—Oct. 12—PG-757
REPUBLIC	18 (68) Com-Mus 603 AFFAIRS OF GERALDINE Jane Withers R—Nov. 30—PG-768 21 (69) Outdr-Mus 681 SIOUX CITY SUE Gene Autry R—Dec. 7—PG-770		5 (67) Outdr 5503 OUT CALIFORNIA WAY R—Dec. 21—PG-773 2 (117) Drama 601 I'VE ALWAYS LOVED YOU Catherine McLeod R—Sept. 7—PG-749		15 (71) Dr-Com 604 FABULOUS SUZANNE Barbara Britton Rudy Vallee R—Dec. 28—PG-775 15 (70) Outdr-Mus 543 HELDORADO Roy Rogers R—Jan. 4—PG-777	23 (95) Drama 533 THAT BRENNAN GIRL R—Dec. 14—PG-772 23 (56) Western 662 STAGECOACH TO DENVER Allan Lane Bobby Blake R—Jan. 11—PG-780		
20TH-FOX			(92) Mus-Fant 649 WAKE UP AND DREAM June Haver John Payne Charlotte Greenwood Connie Marshall R—Nov. 30—PG-768		(69) Drama 648 DANGEROUS MILLIONS Kent Taylor Dona Drake Tala Birell James Tinling Leonard Strong R—Dec. 14—PG-771		(95) Drama 702 13 RUE MADELEINE James Cagney Annabella Richard Conte Walter Abel Frank Latimore R—Dec. 28—PG-775	Re-Releases (..) Drama 7 LES MISERABLES Fredric March Charles Laughton (101) Drama 7 STANLEY AND LIVINGSTONE Spencer Tracy Richard Greene
UNITED ARTISTS	22 (86) Drama THE CHASE Robert Cummings Michele Morgan R—Oct. 19—PG-759			14 (65) Comedy 540 SUSIE STEPS OUT Cleatus Caldwell David Bruce Nita Hunter R—Nov. 23—PG-766		28 (96) Com-Dr 541 ABIE'S IRISH ROSE Joanne Dru Richard Norris R—Nov. 30—PG-767		
UNIVERSAL				(98) Drama 604 TEMPTATION Merle Oberon George Brent Charles Korvin Paul Lukas R—Nov. 2—PG-761				(86) Drama 6 SWELL GUY Sonny Tufts Ann Blyth R—Dec. 14—PG-771
WARNER-F. N.	23 (86) Drama 607 THE VERDICT Sydney Greenstreet Peter Lorre Joan Lorring George Coulouris Rosalind Ivan R—Nov. 23—PG-766		Reissues: 7 (127) Drama 608 KINGS ROW Ann Sheridan Ronald Reagan 7 (72) M'drama 609 WILD BILL HICKOK RIDES Bruce Cabot Constance Bennett			28 (105) Musical 610 THE TIME, THE PLACE AND THE GIRL Dennis Morgan Jack Carson Janis Paige Martha Vickers R—Dec. 14—PG-772		11 (96) Drama-Mus 6 THE MAN I LOVE Ida Lupino Robert Alda Andrea King Bruce Bennett R—Dec. 28—PG-776

MISCELLANEOUS

SCREEN GUILD

(62) Outdoor Drama
GOD'S COUNTRY
Robert Lowery
Helen Gilbert
R—June 22—PG-732

8/15 (72) Out-Dr 4604
DEATH VALLEY
Robert Lowery
R—Dec. 14—PG-771

8/15 (75) Drama 4605
FLIGHT TO NOWHERE
Evelyn Ankers
Alan Curtis

10/15 (41) Out-Dr 4606
'NEATH CANADIAN SKIES
Russell Hayden
Inez Cooper

11/1 (71) Drama 4607
ROLLING HOME
Jean Parker
R—Oct. 19—PG-760

11/15 (46) Outdr 4610
NORTH OF THE BORDER
Russell Hayden

12/1 (60) Drama 4609
MY DOG SHEP
Tom Neal
R—Dec. 21—PG-774

12/25 (65) Drama 4612
RENEGADE GIRL
Ann Savage
R—Feb. 8—PG-787

1/15 (62) Drama 4611
QUEEN OF THE AMAZONS
Robert Lowery
R—Mar. 29—PG-805

2/1 (65) Drama 4608
SCARED TO DEATH
Bela Lugosi
Joyce Compton

2/15 (70) O'dr-Dr 4613
BUFFALO BILL RIDES AGAIN
Richard Arlen
R—Apr. 5—PG-807

3/15 (74) Drama 4615
SHOOT TO KILL
Russell Wade
Susan Walters

ANUARY 18	JANUARY 25	FEBRUARY 1	FEBRUARY 8	FEBRUARY 15	FEBRUARY 22	MARCH 1	MARCH 8
(69) Mystery 823 WOLF IN MEXICO d Mohr y Ryan eline De Wit Blore an. 11—PG-780	25 (128) Mus-Dr 831 THE JOLSON STORY Larry Parks Evelyn Keyes William Demarest Bill Goodwin R—Sept. 28—PG-753	30 (58) Western SOUTH OF THE CHISHOLM TRAIL Charles Starrett Smiley Burnette Nancy Saunders R—Feb. 1—PG-786	6 (73) Myst-Dr BLIND SPOT Chester Morris Constance Dowling Steven Geray R—Feb. 8—PG-787	13 (67) Mus-Dr CIGARETTE GIRL Leslie Brooks R—Feb. 15—PG-789 13 (63) West-Mus OVER THE SANTA FE TRAIL Ken Curtis R—Mar. 1—PG-796	(100) Mys-Dr 830 DEAD RECKONING Humphrey Bogart Lizabeth Scott R—Jan 18—PG-781	(82) Mys-Dr 832 MR. DISTRICT ATTORNEY Dennis O'Keefe Marguerite Chapman Adolphe Menjou Michael O'Shea R—Jan. 11—PG-779	6 (65) Mystery THE THIRTEENTH HOUR Richard Dix R—Feb. 22—PG-792 6 (54) Western THE LONE HAND TEXAN R—Mar. 8—PG-799
(85) Drama 711 MIGHTY McGURK ice Beery Stockwell rd Arnold MacMahon	24 (103) Mystery 712 LADY IN THE LAKE Robert Montgomery Audrey Totter Lloyd Nolan R—Nov. 30—PG-776		7 (93) Comedy 714 LOVE LAUGHS AT ANDY HARDY Mickey Rooney Lewis Stone Bonita Granville R—Dec. 7—PG-769	14 (93) Drama 715 MY BROTHER TALKS TO HORSES Butch Jenkins Peter Lawford Beverly Tyler R—Nov. 23—PG-766		REPRINT: 28 (115) Drama 713 BOOM TOWN Clark Gable Spencer Tracy Hedy Lamarr	(112) Drama 716 THE BEGINNING OR THE END Robert Walker Tom Drake Brian Donlevy Audrey Totter R—Mar. 1—PG-794
(58) Western 568 DERS OF THE UTH ny Mack Brown hond Hatton Blair	20 (68) Teen-Ager 611 VACATION DAYS June Preisser Freddie Stewart Frankie Darro R—Apr. 5—PG-808		8 (54) West-Mus 683 RAINBOW OVER THE ROCKIES Jimmy Wakely Lee "Lasses" White Pat Starling	15 (54) Western 675 VALLEY OF FEAR Johnny Mack Brown Raymond Hatton Reno Blair			
	24 (87) Rom-Com 4604 THE PERFECT MARRIAGE Loretta Young David Niven Eddie Albert Virginia Field R—Nov. 23—PG-765		7 (91) Comedy 4605 LADIES' MAN Eddie Bracken Cass Daley Virginia Welles Spike Jones Virginia Field R—Jan. 11—PG-780		21 (97) O'tdr-Dr 4606 CALIFORNIA Ray Milland Barbara Stanwyck Barry Fitzgerald R—Dec. 21—PG-774		7 (77) Comedy 4607 EASY COME, EASY GO Barry Fitzgerald Diana Lynn Sonny Tufts R—Feb. 1—PG-785
(56) Drama N TO SPEED Jan. 25—PG-783 (57) Western 123 D COUNTRY Feb. 1—PG-785 (63) Comedy A JOKE, SON Jan. 25—PG-783		EAGLE-LION 29 (95) Drama BEDELIA Margaret Lockwood R—Feb. 1—PG-786				28 (54) Western LAW OF THE LASH Al LaRue Al "Fuzzy" St. John R—Mar. 8—PG-799	2 (67) Drama DEVIL ON WHEELS Noreen Nash Darryl Hickman Jan Ford James Cardwell R—Feb. 8—PG-788
up 3 66) Melodrama QUENTIN rence Tierney on MacLane ian Carr Dec. 7—PG-769	Group 3 (85) Drama THE LOCKET Laraine Day Brian Aherne Robert Mitchum R—Dec. 21—PG-774				Group 3 (117) Fantasy SINBAD THE SAILOR Douglas Fairbanks jr Maureen O'Hara Walter Slezak R—Jan. 18—PG-782	Group 4 (67) Mus-Dr 718 BEAT THE BAND Frances Langford Ralph Edwards Phillip Terry Gene Krupa R—Mar. 1—PG-794	Group 4 (63) Drama 719 THE DEVIL THUMBS A RIDE Lawrence Tierney Ted North R—Mar. 8—PG-797
	22 (67) Comedy 602 THE PILGRIM LADY Lynne Roberts R—Jan. 25—PG-784 25 (67) Western 682 TRAIL TO SAN ANTONE Gene Autry R—Feb. 1—PG-785	31 (88) Musical 607 CALENDAR GIRL Jane Frazee R—Feb. 15—PG-789 1 (67) Western 5504 LAST FRONTIER URPRISING Monte Hale Adrian Booth		15 (100) Western 608 ANGEL & THE BADMAN R—Mar. 1—PG-796 15 (74) Comedy 606 MAGNIFICENT ROGUE R—Mar. 22—PG-803 15 (75) Outdr-Mus 641 APACHE ROSE R—Mar. 22—PG-803	15 (56) Outdoor 663 VIGILANTES OF BOOMTOWN Allan Lane Bobby Blake R—Mar. 8—PG-799		8 (66) Com-Mus 605 THE GHOST GOES WILD James Ellison Anne Gwynne
146) Drama 701 E RAZOR'S EDGE Tone Power e Tierney n Payne ton Webb ie Baxter Dec. 7—PG-770	(85) Mus-Com 703 THE SHOCKING MISS PILGRIM Betty Grable Dick Haymes Anne Revere Allyn Joslyn Gene Lockhart R—Jan. 11—PG-779	(88) Mystery 706 BOOMERANG Dana Andrews Jane Wyatt Lee Cobb R—Feb. 1—PG-786	(72) Mystery 707 THE BRASHER DOUBLOON George Montgomery Nancy Guild Conrad Janis R—Feb. 15—PG-790	(67) Drama 708 STRANGE JOURNEY Paul Kelly Osa Massen Hillary Brooke R—Sept. 14—PG-751		Re-Release: (106) Mus-Dr 709 ALEXANDER'S RAG-TIME BAND Tyrone Power Alice Faye Don Ameche Ethel Merman	
		1 (63) Western FOOL'S GOLD William Boyd Andy Clyde R—Oct. 12—PG-758	8 (93) Drama 544 THE RED HOUSE Edward G. Robinson Lon McCallister R—Feb. 1—PG-785		22 (88) Mus-Dr 545 THE FABULOUS DORSEYS Tommy Dorsey Jimmy Dorsey Janet Blair R—Mar. 1—PG-794		8 (112) Drama 547 THE PRIVATE AFFAIRS OF BEL AMI George Sanders Angela Lansbury Ann Dvorak R—Mar. 1—PG-793
(93) Drama 607 LL BE YOURS anna Durbin n Drake lliam Bendix —Jan. 25—PG-783	(98) Drama 605 THE WICKED LADY Margaret Lockwood James Mason Patricia Roc R—Dec. 14—PG-771					Reissue (81) Outdoor-Drama WHEN THE DALTONS RODE Randolph Scott Kay Francis	(106) Dra-Mus 608 SONG OF SCHEHERAZADE Yvonne De Carlo Brian Donlevy Jean Pierre Aumont Eve Arden Philip Reed R—Feb. 1—PG-786
	25 (125) Dra-Mus 612 HUMORESQUE Joan Crawford John Garfield Oscar Levant R—Dec. 28—PG-776		8 (88) M'drama 613 THE BEAST WITH FIVE FINGERS Robert Alda Andrea King Peter Lorre Victor Francen J. Carrol Naish R—Nov. 30—PG-766		22 (111) Drama 614 NORA PRENTISS Ann Sheridan Kent Smith Bruce Bennett Robert Alda Rosemary DeCamp R—Feb. 8—PG-787		8 (101) Mel-Dram 615 PURSUED Teresa Wright Robert Mitchum Judith Anderson Dean Jagger Alan Hale R—Feb. 22—PG-791

BRITISH

(88) Drama
Ealing-AFE
THE HALFWAY HOUSE
Francoise Rosay
Tom Walls
Esmond Knight
Valerie White

(78) Comedy
Eng. Films
THE RANDOLPH FAMILY
Margaret Lockwood
Michael Wilding

FOREIGN LANGUAGE

Note: All have English subtitles unless otherwise stated.

(74) French Fam. Int'l
DAWN OVER FRANCE
Raimu
Berval

(95) Russian Artkino
1812
Sergei Kournakoff
A. Dykki

(70) Russian Artkino
FALL OF BERLIN
War Documentary

(..) Italian Drama
FEDORA
Luisa Ferida
Amadeo Nazzari
R—Feb. 9—PG-696

(90) Spanish Clasa
FLOR SILVESTRE
No subtitles
Dolores del Rio

(94) Russian Artkino
GIRL NO. 217
Elena Kuzmina

COLUMBIA | M-G-M | MONOGRAM | PARAMOUNT | P-R-C | RKO RADIO | REPUBLIC | 20TH-FOX | UNITED ARTISTS | UNIVERSAL | WARNER-F. N. | MISCELLANEOUS

	MARCH 15	MARCH 22	MARCH 29	APRIL 5	APRIL 12	APRIL 19	APRIL 26	MAY 3
COLUMBIA		20 (70) Drama MILLIE'S DAUGHTER Gladys George Gay Nelson R—Mar. 8—PG-798 (95) Mys-Dr JOHNNY O'CLOCK Dick Powell Evelyn Keyes R—Jan. 18—PG-781	27 (57) Western WEST OF DODGE CITY Charles Starrett R—Mar. 29—PG-806 27 (79) O'dr-Dr KING OF THE WILD HORSES Preston Foster R—Mar. 22—PG-803		10 (67) Comedy BLONDIE'S HOLIDAY Penny Singleton Arthur Lake Larry Simms R—Mar. 8—PG-798	19 (83) Drama THE GUILT OF JANET AMES Rosalind Russell Melvyn Douglas Sid Caesar R—Mar. 8—PG-798	26 (63) Comedy HARD BOILED MAHONEY Leo Gorcey Bowery Boys Teala Loring	
M-G-M				4 (103) Musical 718 IT HAPPENED IN BROOKLYN Frank Sinatra Jimmy Durante Kathryn Grayson Peter Lawford R—Mar. 8—PG-797	11 (92) Drama 719 LITTLE MR. JIM Butch Jenkins James Craig Frances Gifford R—June 15—PG-729			
MONOGRAM	16 (64) Drama FALL GUY Cliff Penn Teala Loring Robert Armstrong R—Mar. 8—PG-800	22 (71) Drama 676 THE GUILTY Bonita Granville Don Castle John Litel R—Mar. 22—PG-804	29 (58) Western 676 TRAILING DANGER Johnny Mack Brown Raymond Hatton Peggy Wynne	5 (55) Western 684 SIX GUN SERENADE Jimmy Wakely Lee "Lasses" White	11 (72) Drama VIOLENCE Nancy Coleman Michael O'Shea			
PARAMOUNT		21 (88) Rom-Com 4608 SUDDENLY IT'S SPRING Paulette Goddard Fred MacMurray Macdonald Carey Arleen Whelan R—Feb. 15—PG-789	28 (72) Drama 4620 SEVEN WERE SAVED Richard Denning Catherine Craig Russell Hayden R—Mar. 1—PG-795	4 (88) Comedy 4609 MY FAVORITE BRUNETTE Bob Hope Dorothy Lamour Peter Lorre Lon Chaney R—Feb. 22—PG-791		Pine-Thomas Prod. 18 (72) Drama 4621 FEAR IN THE NIGHT Paul Kelly Kay Scott DeForest Kelley Ann Doran R—Mar. 1—PG-795	25 (97) Drama 4610 IMPERFECT LADY Ray Milland Teresa Wright Virginia Field Sir Cedric Hardwicke R—Mar. 15—PG-802	
P-R-C	17 (54) Western RANGE BEYOND THE BLUE Eddie Dean R—Mar. 15—PG-802 17 (98) Drama THE ADVENTURESS Deborah Kerr R—Mar. 15—PG-801	Reissue 22 (97) Western KIT CARSON 22 (94) Western LAST OF THE MOHICANS 22 (59) Drama UNTAMED FURY R—Apr. 5—PG-808	29 (..) Mystery PHILO VANCE RETURNS William Wright (74) Drama LOST HONEYMOON Franchot Tone Ann Richards R—Mar. 15—PG-801	5 (..) Drama THREE ON A TICKET Hugh Beaumont Cheryl Walker	Reissue 12 (41) Western FRONTIER FIGHTERS Buster Crabbe Fuzzy St. John Marjorie Manners	19 (61) Western WEST TO GLORY Eddie Dean Flash		
RKO RADIO			Group 4 (84) Western 717 TRAIL STREET Randolph Scott Robert Ryan Anne Jeffreys R—Mar. 1—PG-794	Group 4 (57) Western 720 CODE OF THE WEST James Warren Debra Alden R—Mar. 8—PG-799				
REPUBLIC		22 (90) Musical 610 HIT PARADE OF 1947 Eddie Albert Constance Moore Joan Edwards	1 (..) West-Mus TWILIGHT ON THE RIO GRANDE Gene Autry Adele Mara Sterling Holloway	1 (59) Outdoor 664 HOMESTEADERS OF PARADISE VALLEY Allan Lane Bobby Blake 1 (71) Com-Dr 611 YANKEE FAKIR Douglas Fowley Joan Woodbury				
20TH-FOX	(66) Drama 711 BACKLASH Jean Rogers Richard Travis Larry Blake John Eldredge Leonard Strong R—Mar. 29—PG-805		(..) Musical 710 CARNIVAL IN COSTA RICA Dick Haymes Vera-Ellen Cesar Romero Celeste Holm R—Mar. 29—PG-805					
UNITED ARTISTS	15 (93) Comedy FUN ON A WEEKEND Eddie Bracken Priscilla Lane	22 (89) Drama THE MACOMBER AFFAIR Gregory Peck Joan Bennett Robert Preston R—Jan. 25—PG-784		5 (60) Western UNEXPECTED GUEST William Boyd R—Dec. 14—PG-772 5 (89) Comedy THE SIN OF HAROLD DIDDLEBOCK Harold Lloyd R—Feb. 22—PG-792		19 (89) Musical NEW ORLEANS Arturo de Cordova Dorothy Patrick		
UNIVERSAL	(103) Drama 609 SMASH-UP Lee Bowman Susan Hayward Marsha Hunt Eddie Albert Carl Esmond R—Feb. 15—PG-789	Reissue (94) Outdoor-Drama DESTRY RIDES AGAIN Marlene Dietrich James Stewart	(70) West Dr MICHIGAN KID Jon Hall Victor McLaglen Rita Johnson R—Feb. 22—PG-792	(78) Comedy BUCK PRIVATES COME HOME Bud Abbott Lou Costello Tom Brown Joan Fulton R—Mar. 15—PG-802	Reissue (73) Comedy YOU CAN'T CHEAT AN HONEST MAN W. C. Fields Edgar Bergen Charlie McCarthy	Reissue (78) Drama I STOLE A MILLION George Raft Claire Trevor Victor Jory		
WARNER-F. N.			29 (84) Com-Dr 616 THAT WAY WITH WOMEN Dane Clark Martha Vickers Sydney Greenstreet R—Feb. 22—PG-791		12 (97) Drama 617 STALLION ROAD Ronald Reagan Alexis Smith Zachary Scott R—Mar. 29—PG-805			
MISCELLANEOUS								

FOREIGN LANGUAGE

(110) Span. RKO 461
GOYESCAS
Imperio Argentina
Rafael Rivelles

(..) Spanish Arteca
LA RIVAL DE SU HIJA
No subtitles
Anita Blanch
R—May 26—PG-629

(104) Spanish Clasa
LA VIRGEN QUE FORJO UNA PATRIA
No subtitles
R—April 21—PG-623

(104) Spanish Clasa
LAS DOS HUERFANAS
No subtitles
R—Sept. 1—PG-653

(84) Russian Artkino
THE LAST HILL
Nikolai Kriuchkov
Marina Pastukhova
R—June 30—PG-640

(73) Russian Artkino
MILITARY SECRET
Sergei Lukianov
R—Sept. 1—PG-654

(..) Spanish Clasa
QUE LINDO ES MICHOACAN
No subtitles
Tito Guizar
Gloria Marin
R—Mar. 31—PG-617

(93) Russian Artkino
THE RAINBOW
Natasha Ushvey
Natalia Alisova

(89) French Hoffberg
THREE HOURS
Jean Aumont
Betty Bovy

(..) Spanish Clasa
TIERRA DE PASIONES
No subtitles
R—June 9—PG-633

(102) Spanish Clasa
TORES, AMOR Y GLORIA
No subtitles
R—May 5—PG-627

(84) Russian Artkino
THE URAL FRONT
R—July 14—PG-641

(87) Russian Artkino
WAIT FOR ME
R—Mar. 24—PG-615

(90) Russian Artkino
ZOYA
R—Apr. 21—PG-624

REVIEW DIGEST

and

ALPHABETICAL PICTURE GUIDE INDEX

An interpretative analysis of opinions deduced from the language of lay and trade press reviews. The plus and minus signs indicate the degree of favor or disfavor of the review. Blank spaces indicate no review. This department serves also as an ALPHABETICAL INDEX to feature releases. Numeral preceding title is Picture Guide Review page number. In parentheses after title is running time. Date following distributor is BOXOFFICE review date. Listings cover current reviews. It will be brought up to date regularly. The meaning of the various signs and their combinations is as follows:

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; — Poor; = Very Poor.

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
	A											
767	Abie's Irish Rose (96)	UA		11-30-46	+	=	—	±	+	±		4+ 6—
	Accomplice (68)	PRC				∓	∓	±	—	∓	±	5+ 6—
801	Adventuress, The (98)	E-L		3-15-47	+	±		±	ǂ			5+ 2—
766	Affairs of Geraldine (68)	Rep.		11-30-46	±	∓	∓	∓	∓	±		6+ 6—
777	Alias Mr. Twilight (69)	Col.		1- 4-47	±	±		±	+	ǂ		6+ 3—
796	Angel and the Badman (100)	Rep.		3- 1-47	+	±	+	+	+		±	6+ 2—
754	Angel on My Shoulder (101)	UA		9-28-46	+	+	ǂ	+	+	ǂ	+	9+
803	Apache Rose (75)	Rep.		3-22-47	±		+	+	∓			4+ 2—
790	Arnelo Affair, The (86)	MGM		2-15-47	+	+	+	+	±	±		6+ 2—
	B											
752	Bachelor's Daughters, The (90)	UA		9-14-46	±	+	+	ǂ	+	±	+	8+ 2—
805	Backlash (66)	20-Fox		3-29-47	∓	±	±	±	—			4+ 5—
766	Beast With Five Fingers, The (88)	WB		11-30-46	∓	±	+	∓	—	—	±	5+ 6—
794	Beat the Band (67)	RKO		3- 1-47	∓	∓	∓	±	±			5+ 5—
	Beauty and the Bandit (71)	Mono.							±		∓	2+ 2—
786	Bedelia (95)	E-L		2- 1-47	+	±		+	±		+	5+ 2—
794	Beginning or the End, The (112)	MGM		3- 1-47	ǂ	+	ǂ	+	ǂ	+	ǂ	11+
755	Below the Deadline (65)	Mono.		10- 5-46	±	±	+	±	∓	±	∓	7+ 6—
769	Best Years of Our Lives, The (172)	RKO		12- 7-46	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
767	Betty Co-Ed (71)	Col.		11-30-46	±	∓	±	+	±	±		6+ 5—
744	Big Sleep, The (114)	WB		8-17-46	+	ǂ	ǂ	+	+	ǂ	+	10+
791	Big Town (60)	Para.		2-22-47	±	±	∓		±			4+ 4—
741	Black Angel (80)	U-I		8-10-46	±	±	±	+	+	ǂ	±	8+ 4—
797	Blaze of Noon (90)	Para.		3- 8-47	±	±	+	±	+		+	6+ 3—
787	Blind Spot (73)	Col.		2- 8-47	∓	±		+	+	∓		5+ 3—
742	Blonde for a Day (68)	PRC		8-10-46	∓	±	∓	∓	∓		∓	6+ 6—
755	Blondie Knows Best (69)	Col.		10- 5-46	+	±	±	+		±		5+ 3—
773	Blondie's Big Moment (69)	Col.		12-21-46	±	±				±	∓	4+ 4—
798	Blondie's Holiday (67)	Col.		3- 8-47	±	±	±				∓	4+ 4—
754	Blue Skies (102)	Para.		9-28-46	ǂ	ǂ	ǂ	ǂ	+	ǂ	ǂ	13+
786	Boomerang (88)	20-Fox		2- 1-47	+	ǂ	ǂ	+	+	ǂ	ǂ	11+
783	Born to Speed (59)	PRC		1-25-47	±	±	±	±	±	±		6+ 6—
722	Boston Blackie and the Law (69)	Col.		12-14-46	±	±	+		±	±	∓	6+ 5—
742	Bowery Bombshell (65)	Mono.		8-10-46	±	±	∓	±	∓	∓	∓	7+ 7—
790	Brasher Doubloon, The (72)	20-Fox		2-15-47	+	±	∓	+	±	±		6+ 4—
748	Brief Encounter (85)	U-I		8-31-46	±	+		+		ǂ	ǂ	7+ 1—
759	Bringing Up Father (68)	Mono.		10-19-46	±	±	±	±	±	+		6+ 5—
761	Brute Man, The (58)	PRC		11- 2-46	∓	±	∓		±	—	=	4+ 7—
802	Buck Privates Come Home (78)	U-I		3-15-47	ǂ	±	+	+	ǂ			7+ 1—
	C											
744	Caesar and Cleopatra (126)	UA		8-17-46	ǂ	+	+	ǂ	±	ǂ	+	10+ 1—
789	Calendar Girl (88)	Rep.		2-15-47	±	±	∓	±	∓	±	+	7+ 6—
744	California (97)	Para.		12-21-46	+	±	±	+	ǂ	+	ǂ	9+ 2—
740	Canyon Passage (92)	U-I		7-27-46	+	±	±	+	+	ǂ	ǂ	9+ 2—
797	Carnegie Hall (136)	UA		3- 8-47	±	±	+	ǂ	ǂ			7+ 2—
805	Carnival in Costa Rica (96)	20-Fox		3-29-47	±	±	+	+	+			5+ 2—
759	Chase, The (86)	UA		10-19-46	+	±	±			±	+	5+ 3—
760	Child of Divorce (62)	RKO		10-19-46	+	±	±	±	+	+	±	7+ 4—
789	Cigarette Girl (67)	Col.		2-15-47	±	±		±	±		∓	5+ 5—
740	Claudia and David (78)	20-Fox		7-27-46	+	+	+	+	+	ǂ	ǂ	9+
752	Cloak and Dagger (106)	WB		9-14-46	ǂ	ǂ	+	+	ǂ	ǂ	+	11+
799	Code of the West (57)	RKO		3- 8-47	+	±	±	±	∓			5+ 4—
776	Crime Doctor's Manhunt (61)	Col.		12-28-46	±	±	∓		+	±	±	6+ 5—
742	Criminal Court (62)	RKO		8-10-46	±	±	±		+	+	∓	6+ 4—
765	Cross My Heart (83)	Para.		11-23-46	+	±	±	±	±	—	+	6+ 5—
739	Cuban Pete (61)	U-I		7-27-46	±	∓	±		∓	±	+	6+ 5—
	D											
796	Danger Street (66)	Para.		3- 1-47	∓	±	∓		±			4+ 4—
771	Dangerous Millions (68)	20-Fox		12-14-46	±	±	±	+	±	±	∓	7+ 6—
758	Dangerous Money (66)	Mono.		10-12-46	±	∓			±	∓	±	5+ 5—
793	Dangerous Venture (59)	UA		3- 1-47	±		∓	±	+			4+ 3—
738	Dark Horse, The (59)	U-I		7-20-46	—	±	±		—	±		3+ 5—
758	Dark Mirror, The (85)	U-I		10-12-46	+		±	+	ǂ	ǂ	+	8+ 1—
781	Dead Reckoning (100)	Col.		1-18-47	+	+	+	+	+	+	+	7+
760	Deception (112)	WB		10-19-46	+	±	+	+	+	+	+	7+ 1—
751	Decoy (76)	Mono.		9-14-46	±	±	+	+	+	—	+	6+ 3—
788	Devil on Wheels (67)	PRC		2- 8-47	∓	∓		±	±	ǂ		6+ 4—
797	Devil Thumbs a Ride, The (63)			3- 8-47	+	±	+	+	±		±	6+ 3—
753	Devil's Playground, The (60)	UA		9-28-46	±		+	±	±	±		5+ 4—
764	Dick Tracy vs. Cueball (62)	RKO		11- 9-46	±	±	+	±	±	—	±	6+ 6—
	Don Ricardo Returns (78)	PRC				∓						1+ 1—
757	Driftin' River (55)	PRC		10-12-46	±			±	∓	±		4+ 4—
780	Duel in the Sun (140)	SRO		1-11-47	ǂ		+	ǂ	ǂ			7+
	E											
746	Earl Carroll Sketchbook (90)	Rep.		8-24-46	∓	±	+	+	∓	±	+	7+ 4—
785	Easy Come, Easy Go (77)	Para.		2- 1-47	±	∓	±	±	±	+	±	7+ 6—
	Egg and I, The (108)	U-I				+	+	+	ǂ			5+
	Escape Me Never (..)	WB								±		1+ 1—
	F											
794	Fabulous Dorseys, The (90)	UA		3- 1-47	±	±	±	+	±	+		6+ 4—
775	Fabulous Suzanne, The (71)	RKO		12-28-46	±	±	±	±	±	±	—	6+ 7—
775	Falcon's Adventure, The (61)	RKO		12-28-46	∓	±	±	±	+	±	±	7+ 6—
800	Fall Guy (64)	Mono.		3- 8-47	∓	±		±	+			4+ 3—
792	Farmer's Daughter, The (94)	RKO		2-22-47	+	+	+	+	+		+	6+
795	Fear in the Night (71)	Para.		3- 1-47	+	±	+	+	+			5+ 1—
	Fighting Frontiersman, The (..)	Col.							±			1+ 1—
758	Fool's Gold (63)	UA		10-12-46	±		±	±	+	+		5+ 3—
798	Framed (80)	Col.		3- 8-47	±	±	+	+	±			5+ 3—
	G											
784	Gallant Bess (101)	MGM		1-25-47	±	±	+	+	+	+	±	7+ 3—
752	Gallant Journey (86)	Col.		9-14-46	±	∓	∓	+	±	+	±	7+ 5—
759	Gas House Kids (68)	PRC		10-19-46	∓	±		±	∓	±	∓	6+ 6—
741	Genius at Work (62)	RKO		8-10-46	∓	—	∓	∓	∓	∓	=	5+ 8—
	Gentleman From Texas (60)	Mono.							—		∓	1+ 2—
753	Gentleman Joe Palooka (72)	Mono.		9-28-46	±	±		±	±	+		5+ 4—
	Ghost Goes Wild, The (66)	Rep.				±			±			2+ 2—
	Ginger (67)	Mono.				∓					∓	2+ 2—
746	G. I. War Brides (69)	Rep.		8-24-46	+	±	±	±	±	+	±	7+ 5—
737	Great Day (68)	RKO		7-20-46	±	∓	∓	+	∓	+		6+ 4—
	Great Expectations (115)	U-I				ǂ		ǂ	ǂ			6+
798	Guilt of Janet Ames, The (81)	Col.		3- 8-47	+	±	±		+			4+ 2—
804	Guilty, The (71)	Mono.		3-22-47	+			+				2+
	H											
745	Heading West (54)	Col.		8-24-46	±				—	+		2+ 2—
777	Heldorado (70)	Rep.		1- 4-47	±		+	±	±	+		5+ 3—
753	Her Sister's Secret (86)	PRC		9-28-46	±	±	±	+	+	+	±	7+ 4—
801	High Barbaree (92)	MGM		3-15-47	±	±	+	+	ǂ			6+ 2—
804	High Conquest (83)	Mono.		3-22-47	ǂ		+	+	±			5+ 1—
745	High School Hero (74)	Mono.		8-24-46	+	±	∓	±	±	∓	∓	7+ 6—
740	Holiday in Mexico (128)	MGM		7-27-46	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
763	Home in Oklahoma (72)	Rep.		11- 9-46	±		+	±	±	±		5+ 4—
740	Home Sweet Homicide (90)	20-Fox		7-27-46	+	+	+	+	+	ǂ	+	8+
776	Humoresque (125)	WB		12-28-46	+	+	ǂ	ǂ	+	ǂ	ǂ	11+
	I											
795	I Cover Big Town (63)	Para.		3- 1-47	±	±	+	±	±			5+ 4—
756	I Know Where I'm Going (91)	U-I		10- 5-46	±				±			2+ 2—
750	If I'm Lucky (78)	20-Fox		9- 7-46	+	±	±	+	±	±	±	7+ 5—
783	I'll Be Yours (83)	U-I		1-25-47	±	±	+	±	±	+	±	7+ 5—
802	Imperfect Lady, The (97)	Para.		3-15-47	ǂ	±	±	+	∓			6+ 3—
	Inner Circle, The (57)	Rep.				±	∓		∓	∓	∓	5+ 5—
746	Invisible Informer, The (57)	Rep.		8-24-46	—	±	∓	±	—	—	∓	4+ 7—
797	It Happened in Brooklyn (103)	MGM		3- 8-47	ǂ	+	+	ǂ	ǂ		+	9+
788	It Happened on Fifth Avenue (116)	Mono.		2- 8-47	+		+	±	±	+		5+ 2—
783	It's a Joke, Son (63)	E-L		1-25-47	+	±	—	+		±		4+ 3—
774	It's a Wonderful Life (132)	RKO		12-21-46	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	13+
749	It's Great to Be Young (63)	Col.		9- 7-46	±	—	∓		±	±	∓	5+ 6—
749	I've Always Loved You (117)	Rep.		9- 7-46	+	±	±	+	+	ǂ	+	8+ 2—
	J											
781	Johnny O'Clock (95)	Col.		1-18-47	±	+	+	±	+	+	ǂ	8+ 2—
753	Jolson Story, The (128)	Col.		9-28-46	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
795	Jungle Flight (67)	Para.		3- 1-47	±	±	±		∓			4+ 4—
	K											
743	Killers, The (102)	U-I		8-17-46	+	ǂ	+	+	+	+	±	9+
803	King of the Wild Horses (79)	Col.		3-22-47	±	∓						2+ 2—
	L											
780	Ladies' Man (91)	Para.		1-11-47	+	±	±	+	±	±	∓	7+ 5—
	Lady Chaser (74)	PRC				∓					±	2+ 2—
766	Lady in the Lake (103)	MGM		11-30-46	+	+	+	+	ǂ	+	+	8+
739	Lady Luck (97)	RKO		7-27-46	+	+	±	+	+	+	+	7+ 1—
757	Lady Surrenders, A (113)	U-I		10-12-46	±				±			2+ 2—
	Landrush (53)	Col.					∓		±	±		3+ 3—
746	Last Crooked Mile, The (67)	Rep.		8-24-46	∓	±	±	±	±	∓	∓	7+ 7—
788	Late George Apley, The (98)	20-Fox		2- 8-47	+	+	+	+	+	+	ǂ	8+
799	Law of the Lash (54)	PRC		3- 8-47	±		±		∓			3+ 3—
	Lighthouse (74)	PRC									∓	1+ 1—
759	Little Iodine (57)	UA		10-19-46	±	∓	∓	±	+	∓		6+ 5—
750	Little Miss Big (61)	U-I		9- 7-46	∓	±	±	∓	—	+		5+ 5—
774	Locket, The (85)	RKO		12-21-46	+	+	ǂ	+	+	ǂ	±	9+ 1—
799	Lone Hand Texan, The (57)	Col.		3- 8-47	±		∓					2+ 2—
777	Lone Star Moonlight (67)	Col.		1- 4-47	∓							1+ 1—

Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor.

In the summary ## is rated as 2 pluses; = as 2 minuses.

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
780	Lone Wolf in Mexico (70)		Col.	1-11-47	±	##			±	±		4+ 4−
801	Lost Honeymoon (71)		E-L	3-15-47	±	±	+	+	##			6+ 2−
806	Love and Learn (85)		WB	3-29-47	±	±	±		−			3+ 4−
769	Love Laughs at Andy Hardy (93)		MGM	12- 7-46	±	±	+	±	∓	##	±	8+ 5−
	M											
794	Macomber Affair, The (90)		UA	1-25-47	+	±	∓	+	+	±		6+ 3−
	Magic Bow, The (..)		U-I						−	+		1+ 1−
766	Magnificent Doll, The (94)		U-I	11-23-46	+	±	+	+	+	##	##	9+ 1−
803	Magnificent Rogue, The (75)		Rep.	3-22-47	∓				+	∓		3+ 2−
776	Man I Love, The (96)		WB	12-28-46	±	±	+	±	∓	+	±	7+ 5−
760	Margie (94)		20-Fox	10-19-46	+	##	+	+	+	##	##	10+
792	Michigan Kid (70)		U-I	2-22-47	±	±	±	±	∓		±	6+ 6−
	Mighty McGurk, The (85)		MGM			±	+	+	+	+		5+ 1−
798	Millie's Daughter (70)		Col.	3- 8-47	±	±		+	−			3+ 3−
	Missing Lady, The (60)		Mono.			∓		±	±		±	4+ 4−
748	Mister Ace (84)		UA	8-31-46	+	±	±	+	+	±	+	7+ 3−
779	Mister District Attorney (81)		Col.	1-11-47	±	±	+	±	∓	±	±	7+ 6−
773	Mister Hex (63)		Mono.	12-21-46	±	±	±	±	+	±		6+ 5−
766	My Brother Talks to Horses (93)		MGM	11-23-46	+	±	##	+	±	+		7+ 2−
758	My Darling Clementine (97)		20-Fox	10-12-46	+	+	+	+	+	##	±	8+ 1−
791	My Favorite Brunette (87)		Para.	2-22-47	+	+	+	+	+	##	##	9+
	My Heart Goes Crazy (..)		U-I				∓					1+ 1−
	Mysterious Mr. Valentine, The (56)		Rep.			±			±			2+ 2−
	N											
762	Never Say Goodbye (97)		WB	11- 2-46	+	±	±	+	∓	±	±	7+ 5−
	Night Train to Memphis (67)		Rep.			∓	∓	±	∓	−		4+ 5−
755	Nobody Lives Forever (100)		WB	10- 5-46	+	±	+	+	+	±	+	7+ 2−
757	Nocturne (87)		RKO	10-12-46	±	±	+	±	+	±	+	7+ 4−
747	No Leave, No Love (120)		MGM	8-31-46	+	+	##	+	±		+	7+ 1−
787	Nora Prentiss (111)		WB	2- 8-47	±	±	+	+	∓	+	±	7+ 5−
739	Notorious (103)		RKO	7-27-46	##	##	##	##	+	+	##	12+
761	Notorious Gentleman (108)		U-I	11- 2-46	+	+		+	+	##	##	8+
	O											
793	Odd Man Out (118)		U-I	3- 1-47	##	+		##	##			7+
733	Out California Way (67)		Rep.	12-21-46	±		∓	±	±	+		5+ 4−
	Outlaw of the Plains (56)		PRC					±		∓	∓	3+ 3−
778	Overlanders, The (91)		E-L	1- 4-47	±	±	+	±		##	+	7+ 3−
796	Over the Santa Fe Trail (63)		Col.	3- 1-47	±			+				2+ 1−
	P											
765	Perfect Marriage, The (87)		Para.	11-23-46	±	±	∓	+	+	±	±	7+ 5−
742	Personality Kid (68)		Col.	8-10-46	±	∓	∓		∓	+	±	6+ 5−
784	Pilgrim Lady, The (67)		Rep.	1-25-47	±	±	±	±	∓	±		6+ 6−
763	Plainsman and the Lady (82)		Rep.	11- 9-46	±	∓	±	+	+	±	±	7+ 5−
741	Prairie Badmen (55)		PRC	8-10-46	∓			±	±	∓	∓	5+ 5−
793	Private Affairs of Bel Ami, The (115)		UA	3- 1-47	±	±	±	+	±	##		7+ 4−
791	Pursued (101)		WB	2-22-47	+	+		+	+	+	##	7+
	Q											
805	Queen of the Amazons (61)		SG	3-29-47	∓				±		−	2+ 3−
	R											
	Raiders of the South (58)		Mono.						±		∓	2+ 2−
	Rainbow Over the Rockies (54)		Mono.						∓		∓	2+ 2−
793	Ramrod (94)		UA	3- 1-47	+	±	+	+	+			5+ 1−
802	Range Beyond the Blue (54)		PRC	3-15-47	±		+	±				3+ 2−
770	Razor's Edge, The (146)		20-Fox	12- 7-46	##	±	+		##	+		7+ 1−
785	Red House, The (93)		UA	2- 1-47	+	±	+	+	+	##	##	9+ 1−
	Red River Renegades (55)		Rep.						±			1+ 1−
744	Rendezvous With Annie (90)		Rep.	8-17-46	+	+		+	+	+	+	6+
787	Renegade Girl (65)		SG	2- 8-47	±				∓			2+ 2−
767	Return of Monte Cristo, The (91)			11-30-46	±	±	+	+	±	##	∓	8+ 4−
	Riding the California Trail (61)		Mono.								∓	1+ 1−
	Rio Grande Raiders (56)		Rep.						±			1+ 1−
796	Road to Hollywood (61)		SG	3-1-47	±							1+ 1−
754	Roll On Texas Moon (68)		Rep.	9-28-46	±		±	±	+	+		5+ 3−
760	Rolling Home (71)		SG	10-19-46	±				±			2+ 2−
	S											
	Santa Fe Uprising (56)		Rep.							±		1+ 1−
769	San Quentin (66)		RKO	12- 7-46	∓	±	+	±	+	±	±	7+ 5−
738	Scandal in Paris, A (100)		UA	7-20-46	+	±	±	±	∓	±	+	7+ 5−
790	Sea of Grass, The (123)		MGM	2-15-47	+	±	+	+	+	##	##	9+ 1−
767	Secret Heart, The (97)		MGM	11-30-46	+	±	##	+	+	+		7+ 1−
761	Secret of the Whistler (65)		Col.	11- 2-46	∓	∓			±	∓		4+ 4−
745	Secrets of a Sorority Girl (58)		PRC	8-24-46	∓	∓		∓		±	=	4+ 6−
795	Seven Were Saved (72)		Para.	3- 1-47	∓	±	∓		+			4+ 3−
744	Shadow of a Woman (79)		WB	8-17-46	±	±	∓	±	±	∓	∓	7+ 7−
756	Shadowed (70)		Col.	10- 5-46	±	±			+	±	±	5+ 4−
	Shadows on the Range (57)		Mono.					±	∓		∓	3+ 3−
	Shadows Over Chinatown (64)		Mono.			=	±				∓	2+ 4−
779	Shocking Miss Pilgrim, The (85)		20-Fox	1-11-47	+	±	±	+	+	+		6+ 2−
743	Show-Off, The (84)		MGM	8-17-46	+	+	+	±	±	+	∓	7+ 3−
	Silver Range (55)		Mono.						±		±	2+ 2−
792	Sin of Harold Diddlebock, The (94)			2-22-47	+	+	+	+	+			5+
782	Sinbad the Sailor (117)		RKO	1-18-47	+	+	+	+	+	+	+	7+
741	Sing While You Dance (73)		Col.	8-18-46	±	∓			±	±	∓	5+ 5−
777	Singin' in the Corn (64)		Col.	1- 4-47	∓	±	±			−		3+ 4−
752	Singing on the Trail (69)		Col.	9-14-46	±				±			2+ 2−
770	Sioux City Sue (69)		Rep.	12- 7-46	∓		±	±	±	+		5+ 4−
738	Sister Kenny (116)		RKO	7-20-46	##	##	##	##	##	##	##	14+
	Slightly Scandalous (63)		U-I			±	∓	∓	∓	∓		5+ 5−
789	Smash-Up (103)		U-I	2-15-47	+	##	+	+	+	##		8+
765	So Dark the Night (70)		Col.	11-23-46	+	±	±	+	+	+	∓	7+ 3−
786	Song of Scheherazade (106)		U-I	2- 1-47	+	±	±	+	+	+	±	7+ 3−
	Song of the Sierras (55)		Mono.					+	±			2+ 1−
762	Song of the South (95)		RKO	11- 1-46	##	##	##	##	##	##	##	14+
786	South of the Chisholm Trail (58)		Col.	2- 1-47	±			±				2+ 2−
	South of Monterey (63)		Mono.					∓	±		∓	3+ 3−
745	Spook Busters (68)		Mono.	8-24-46	±	±	∓	±	±	∓	±	7+ 7−
780	Stagecoach to Denver (56)		Rep.	1-11-47	∓		±	±	+	±		5+ 4−
773	Stairway to Heaven (104)		U-I	12-21-46	+	+		##	##	##	##	10+
805	Stallion Road (97)		WB	3-29-47	±	±	±	+	+			5+ 3−
775	Stars Over Texas (57)		PRC	12-28-46	∓			±				2+ 2−
737	Step by Step (61)		RKO	7-20-46	∓	±	±	±	±	##	±	8+ 6−
764	Strange Holiday (56)		PRC	11- 9-46	±	±	∓		±	+		5+ 4−
751	Strange Journey (67)		20-Fox	9-14-46	±	∓		±	±	∓		5+ 5−
	Strange Voyage (61)		Mono.			±				±	∓	3+ 3−
762	Strange Woman, The (101)		UA	11- 2-46	+	±	+	+	+	+	+	7+ 1−
789	Suddenly It's Spring (87)		Para.	2-15-47	+	±	+	+	+	+	+	7+ 1−
738	Sunset Pass (59)		RKO	7-20-46	±	±	±	±	±	±		6+ 6−
766	Susie Steps Out (65)		UA	11-23-46	±	±	±	±	∓	±		6+ 6−
770	Sweetheart of Sigma Chi (76)		Mono.	12- 7-46	±	±	+	±	±	+		6+ 4−
771	Swell Guy (87)		U-I	12-14-46	±	+	+	+	+	±	##	8+ 2−
	T											
806	Tarzan and the Huntress (72)		RKO	3-29-47	+	±	±	+	+			5+ 2−
761	Temptation (100)		U-I	11- 2-46	+	±	±	±	##	+	±	8+ 4−
764	Terror Trail (55)		Col.	11- 9-46	∓				±			2+ 2−
772	That Brennan Girl (95)		Rep.	12-14-46	±	+	±	+	±	±	±	7+ 5−
791	That Way With Women (85)		WB	2-22-47	±	±	±	±	+	##	±	8+ 5−
747	They Were Sisters (108)		U-I	8-31-46	+	±		+	±	+	+	6+ 2−
775	13 Rue Madeleine (95)		20-Fox	12-28-46	+	+	+	+	+	##	##	9+
792	Thirteenth Hour, The (62)		Col.	2-22-47	±	±		±	−			3+ 4−
	This Happy Breed (..)		U-I							##		2+
	This Man Is Mine (..)		Col.				##					2+
751	Three Little Girls in Blue (90)		20-Fox	9-14-46	+	+	+	##	+	##	##	10+
747	Thrill of Brazil, The (91)		Col.	8-31-46	+	±	±	+	−	+	+	6+ 3−
765	Till the Clouds Roll By (120)		MGM	11-23-46	##	+		##	##	##	##	11+
743	Time of Their Lives, The (82)		U-I	8-17-46	+	±	±	+	+	##	±	8+ 3−
804	Time Out of Mind (89)		U-I	3-22-47	∓	∓	∓	±	∓			5+ 5−
772	Time, the Place and the Girl, The (105)		WB	12-14-46	±	±	+	+	+		±	6+ 3−
	Traffic in Crime (56)		Rep.			±	∓		±			3+ 3−
794	Trail Street (83)		RKO	3- 1-47	±	±	+		±	±		5+ 4−
	Trail to Mexico (56)		Mono.					±			∓	2+ 2−
785	Trail to San Antone (67)		Rep.	2- 1-47	±		±	+	±	+		5+ 3−
	Trailing Danger (..)		Mono.								±	1+ 1−
779	Trap, The (68)		Mono.	1-11-47	∓	−		±	∓		−	3+ 5−
	Trigger Fingers (54)		Mono.						∓		±	2+ 2−
764	Tumbleweed Trails (57)		PRC	11- 9-46	∓		±	±		±		4+ 4−
739	Two Guys From Milwaukee (90)		WB	7-27-46	+	+	+	+	+	±	+	7+ 1−
806	Two Mrs. Carrolls, The (100)		WB	3-29-47	+							1+
748	Two Years Before the Mast (98)		Para.	8-31-46	±	±	##	+	+	##	##	10+ 2−
	U											
	Undercover Maisie (93)		MGM			+	+	+	∓			4+ 1−
756	Undercurrent (113)		MGM	10- 5-46	+	±	+	##	+	##	+	9+ 1−
748	Under Nevada Skies (69)		Rep.	8-31-46	∓		±		∓			3+ 3−
772	Unexpected Guest (60)		UA	12-14-46	±		±	±	±	±		5+ 5−
	Untamed Fury (..)		PRC			±	∓					2+ 2−
	V											
	Vacation Days (68)		Mono.			±						1+ 1−
757	Vacation in Reno (60)		RKO	10-12-46	∓	±	±	±	∓	±	∓	7+ 7−
	Valley of Fear (54)		Mono.								±	1+ 1−
766	Verdict, The (86)		WB	11-23-46	+	±	±	+	±	+	+	7+ 3−
799	Vigilantes of Boomtown (96)		Rep.	3- 8-47	+		±	+	+	±		5+ 2−
	W											
766	Wake Up and Dream (92)		20-Fox	11-30-46	±	∓	∓	+	∓	##	±	8+ 5−
763	Wanted for Murder (97)		20-Fox	11- 9-46	±	±		+	+	+	+	6+ 2−
806	West of Dodge City (57)		Col.	3-29-47	±							1+ 1−
751	White Tie and Tails (74)		U-I	9-14-46	±	±			+	+	±	5+ 3−
771	Wicked Lady, The (98)		U-I	12-14-46	+	±		±	∓	+	+	6+ 3−
762	Wife Wanted (73)		Mono.	11- 2-46	∓	±		±	±			4+ 4−
743	Wild Beauty (61)		U-I	8-17-46	∓	∓			∓	+	±	5+ 4−
785	Wild Country (57)		PRC	2- 1-47	±		∓	∓	∓			4+ 4−
769	Wild West (73)		PRC	12- 7-46	±		+	±	∓	±		5+ 4−
	Y											
770	Yearling, The (135)		MGM	12- 7-46	##	##	##	##	##	##	##	14+
802	Years Between, The (88)		U-I	3-15-47	±	±		±	±	+	##	7+ 4−

SHORTS CHART

Short subjects listed by Company in order of release. Numeral is production number. Running time follows title. First date is National release, second the date of review in BOXOFFICE. The symbol between dates is rating from the BOXOFFICE review. ## Very Good, + Good, ± Fair, ∓ Mediocre, − Poor, = Very Poor. ◎ Indicates color photography.

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	ALL-STAR COMEDIES			
8422	Honeymoon Blues (H. Herbert) (17)	10-17	+	11-30
8433	Slappily Married (J. De Rita) (16½)	11- 7		....
8423	Reno-Vated (V. Vague) (18½)	11-21	±	1- 4
8434	Moron Than Off (S. Holloway) (17)	11-28	+	2- 8
8403	Three Little Pirates (Stooges) (18)	12- 5	+	1-25
8435	Andy Plays Hookey (Andy Clyde) (18)	12-19	±	2-15
8404	Half Wits' Holiday (Three Stooges) (17½)	1- 9		....
8436	Meet Mr. Mischief (H. Von Zell) (17½)	1-23		....
8424	Hot Heir (H. Herbert) (16½)	2-13	±	3-22
8437	Scooper Dooper (S. Holloway) (18)	2-27		....
8405	Fright Night (Stooges) (17)	3- 6		....
8438	The Good Bad Egg (J. DeRita) (17)	3-20		....
8439	Bride and Gloom (S. Howard) (16)	3-27		....
8440	Two Jills and a Jack (A. Clyde) (..)	4-17		....
8406	Out West (Stooges) (17½)	4-24		....
	COLOR PHANTASIES			
8701	Fowl Brawl (6)	1- 9	+	3-29
8702	Uncultured Vulture (6)	2- 6		....
8703	Wacky Quacky (6)	3-20		....
8704	Leave Us Chase It (..)	4-24		....
	COLOR RHAPSODIES (Technicolor)			
8501	Loco Lobo (6)	1 -9		....
8502	Cockatoos for Two (6)	2-13		....
8503	Big House Blues (7)	3- 6		....
	COMMUNITY SING			
8651	No. 1 The Gypsy (Leibert) (9½)	9-12		....
8652	No. 2 It's a Pity to Say Goodnight (Baker) (10½)	10-10	+	11-16
8653	No. 3 Surrender (Leibert) (9½)	11-14		....
8654	No. 4 Pretending (Baker) (10)	12-19		....
8655	No. 5 Rumors Are Flying (Leibert) (9½)	1-23		....
8656	No. 6 Ole Buttermilk Sky (Baker) (10)	2-27		....
8657	No. 7 The Coffee Song (Leibert) (..)	3-13		....
8658	No. 8 I'll Close My Eyes (Baker) (..)	4-17		....
	FILM-VODVIL			
7958	Bobby Byrne & Orch. (10)	8-15	±	10-26
	FOX & CROW (Technicolor)			
7754	Mysto-Fox (7)	8-29	##	11- 2
	SCREEN SNAPSHOTS			
8851	No. 1 Radio Characters (10)	9- 5		....
8852	No. 2 Looking Down on Hollywood (10)	10- 3	+	11-30
8853	No. 3 Rodeo (10)	11- 7		....
8854	No. 4 Skolsky Party (10)	12-26		....
8855	No. 5 Movie Columnists (9)	1-23		....
8856	No. 6 Behind the Mike (9)	2- 6		....
8857	No. 7 Holiday in Las Vegas (10)	3-13		....
8858	No. 8 My Pal Ringeye (10)	4-10		....
	SPORT REELS			
7810	Deep Sea Fishing (9)	8-15	##	12-28
8801	Army Football Champions (11)	9-19	+	11- 9
8802	Ten Pin Magic (10)	10-24		....
8803	Hi Li (9½)	11-21		....
8804	Best in Show Dogs (10)	12-12		....
8805	Polo (10)	1.30		....
8806	Cue Tricks (9)	2-20		....
8807	Tennis Wizards (..)	3-20		....
8808	Goofy Golf (..)	4-24		....
	THRILLS OF MUSIC			
8951	Jerry Wald & Orch. (10)	9-12		....
8952	Machito & Orch. (10½)	10-17		....
8953	Les Elgart & Orch. (10)	11-28		....
8954	Ray McKinley & Orch. (9½)	11-28	+	1-11
8955	Shorty Sherock & Orch. (8½)	1-23		....
8956	Buddy Morrow & Orch. (9½)	2-27		....
8957	George Towne & Orch. (..)	3-27		....
	FLIPPY (Technicolor)			
7603	Silent Tweetment (6½)	9-19	##	11- 2
	SERIALS			
7180	Chick Carter, Detective (15 Chapters)	7-11		....
8120	Son of the Guardsman (15 Chapters)	10-24	±	10-19
8140	Jack Armstrong (15 Chapters)	2- 6	##	2- 8

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	FITZPATRICK TRAVELTALKS (Technicolor)			
T-613	Modern Guatemala City (9)	8-25		....
T-711	Where Time Stands Still (10)	9-22		....
T-712	Merida and Campeche (8)	11-24	+	11- 3
T-713	Land of Mayas (..)	1-26		....
T-714	Glimpses of Guatemala (8)	2- 9	+	2-16
T-715	Visiting Vera Cruz (..)	3-16		....
T-716	The Mission Trail (..)	4-13		....
T-717	Looking at London	6- 1		....
T-718	Over the Seas to Belfast (..)	8-31		....
T-811	Glimpses of California (9)	10-26		....
T-812	Calling on Costa Rice (10)	3-15	+	3-29
	MINIATURES			
M-586	Important Business (11)	4-29	##	4-15
M-587	Why Daddy (9)	5-20	##	6-10
M-588	Somewhere USA (10)	6- 3		....
M-589	Nostradamus IV (10)	9-30	##	10-21
M-590	Little White Lie (11)	3- 3	±	4-28
M-781	Strange Destiny (10)	9-29		....
M-782	Spreadin' the Jam (10)	10-27	+	10- 3
M-783	Musical Masterpieces (10)	4-20		....
M-784	Bikini—The Atom Island	6-15	+	6-15
	MGM NEWS OF THE DAY (Released Twice Weekly)			
	MGM SPECIALS			
A-504	Phantoms, Inc. (17)	6- 9		....
A-701	A Gun in His Hand (19)	9-15		....
A-702	Purity Squad (20)	11- 3	##	10- 3
A-703	Traffic With the Devil (17)	8-31	##	9-14
A-801	Luckiest Guy in the World (21)	1-25		....
	MGM TECHNICOLOR CARTOONS			
W-732	Wild and Wolfy (8)	11-3		....
W-734	Lonesome Lenny (8)	3- 9	+	4- 6
W-737	The Hick Chick (7)	6-15		....
W-739	Northwest Hounded Police (..)			....
W-831	Henpecked Hoboes (7)	10-26		....
	MGM TOM & JERRY CARTOONS			
W-733	Quiet Please (7)	12-22	+	12-15
W-735	Springtime for Thomas (9)	3-30	+	4-13
W-736	The Milky Waif (7)	5-18	+	7- 1
W-738	Trap Happy (7)	6-29		....
W-740	Solid Serenade (..)	8-31		....
W-832	Cat Fishin' (8)	2-22		....
W-833	Part Time Pal (8)	3-15		....
	PASSING PARADE			
K-573	Return From Nowhere (10)	10-28	##	10-21
K-574	A Lady Fights Back (10)	11-11	##	12-30
K-575	It Looks Like Rain (10)	3- 3	±	3-24
K-576	The Seesaw and the Shoes (10)	5- 5	+	5-12
K-771	Great American Mug (10)	10- 6	##	10- 3
K-772	Stairway to Light (10)	11-10	##	10- 3
K-773	People on Paper (10)	11-17		....
K-774	Golden Hunch (10)	12-15	##	12-15
K-775	Magic on a Stick (10)	1- 9	##	2-16
K-776	Our Old Car (10)	5-11		....
K-871	A Really Important Person (10)	1-11	±	3-15
	PETE SMITH SPECIALTIES			
S-752	Guest Pests (9)	10-20		....
S-753	Bus Pests (10)	12- 1	+	12-15
S-754	Sports Sticklers (..)	1- 5	+	2- 9
S-755	Gettin' Glamor (..)	2- 2	±	2- 9
S-756	Badminton (9)	12- 8	##	12-15
S-757	Fala at Hyde Park (9)	1-19	##	1-26
S-758	Studio Visit (..)	5-11	+	7- 1
S-759	Equestrian Quiz (..)	5-18	##	7- 1
S-760	Treasures From Trash	6- 8		....
S-851	Football Thrills No. 9 (9)	9- 7		....
S-852	Sure Cures (9)	11- 2		....
S-853	I Love My Husband But (9)	12- 7		....
S-854	Playing by Ear (..)	12-28	##	1-25
S-855	Athletiquiz (9)	1-11		....
S-856	Diamond Demon (9)	2- 1	±	2-22
S-857	Early Sports Quiz (9)	3- 1		....

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	GEORGE PAL PUPPETOONS (Technicolor)			
U5-3	Olio for Jasper (7)	4-19	+	4-13
U5-4	Together in the Weather (7)	5-24	##	6- 8
U5-5	Jasper's Derby (8)	9-20	##	5-18
U5-6	John Henry and the Inky Poo (7)	9- 6		....
U5-7	Jasper in a Jam (7)	10-18	##	12-14
U5-8	Shoe Shine Jasper (7)	2-28	+	2-15
U6-1	Wilbur the Lion (9)	4-18		....
	GRANTLAND RICE SPORTLIGHTS			
R5- 8	Riding the Hickories (9)	5-17	+	7- 1
R5- 9	Birds Make Sport (9)	6-21	+	6-29
R5-10	Feminine Class (10)	7-19	+	7-20
R6- 1	Race Horses Are Born (9)	10- 4		....
R6- 2	Dive Hi Champs (10)	10-11	##	12-14
R6- 3	Queens of the Court (10)	11-15	+	1-18
R6- 4	Like Father, Like Son (10)	12-13		....
R6- 5	Jumping Jacks (9½)	1-10		....
R6- 6	Selling the Sun (10)	1-10		....
R6- 7	Under White Sails (9)	2-28		....
	LITTLE LULU (Technicolor)			
D5-1	Man's Pest Friend (8)	3-22	±	2- 2
D5-2	Bargain Counter Attack (7)	5- 3	##	4-13
D5-3	Bored of Education (7)	7-26	±	5-18
D5-4	Chick and Double Chick (6)	8-16		....
D5-5	Musica-Lulu (7)	1-24	##	2- 1
D5-6	A Scout With the Gout (7)	3- 7	±	3-15
D6-1	Loose in the Caboose (..)	5-23		....
	MUSICAL PARADES (Technicolor)			
FF5-3	College Queen (19)	5-17	±	5-25
FF5-4	Tale of Two Cafes (18)	7- 5	+	7- 1
FF5-5	Double Rhythm (20)	8-23	+	7-20
FF5-6	Golden Slippers (17)	12-13	±	12-13
FF6-1	Sweet and Low (19)	3-28		....
	NOVELTOON (Technicolor)			
P5-1	The Friendly Ghost (7½)	4- 5	+	2- 2
P5-2	Cheese Burglar (7)	5-17	+	4-13
P5-3	Old MacDonald Had a Farm (7)	6- 7	+	5-18
P5-4	Sheep Shape (7)	6-28	##	7- 1
P5-5	Goal Rush (6)	9-27		....
P5-6	Sudden Fried Chicken (7)	10-18	+	12-28
P6-1	Spree for All (7)	10-18		....
P6-2	Stupidstitious Cat (..)	4-25		....
P6-3	Enchanted Square (..)	5- 9		....
	PACEMAKERS			
K6-1	Brooklyn, I Love You (10)	10- 4		....
K6-2	Love in Tune (9½)	10-25		....
K6-3	Radio, Take It Away (11)	1-31		....
K6-4	Try and Catch Me (9)	2-14		....
	PARAMOUNT NEWS (Released Twice Weekly)			
	POPEYE CARTOONS (Technicolor)			
E5-2	Service With a Guile (6)	4-19	+	4-13
E5-3	Klondike Casanova (8)	5-31	+	5-25
E5-4	Peep in the Deep (7)	6- 7	##	7- 1
E5-5	Rocket to Mars (6)	8- 9	+	6-29
E5-6	Rodeo Romeo (6)	8-16	+	7-20
E5-7	The Fistic Mystic (6)	2- 7	##	11-30
E5-8	The Island Fling (7)	3-14	##	12-21
E6-1	Abusement Park (7)	4-25		....
	POPULAR SCIENCE (Color)			
J5-5	No. 5 (10)	6-21	+	6-29
J5-6	No. 6 (10)	8-16		....
J6-1	No. 1 (11)	11- 1	##	12- 7
J6-2	The Sponge Divers (11)	1-17		....
J6-3	Air-Borne Pastures (11)	2-28		....
J6-4	Marine Miracles (..)	4- 4		....
	SPEAKING OF ANIMALS			
Y5-4	In the Wilds (9)	5-10	±	5-18
Y5-5	The Lonesome Stranger (10)	6-14	+	6-29
Y5-6	Be Kind to Animals (10)	8-30		....
Y6-1	Stork Crazy (10)	10-18	±	1- 4
Y6-2	Pooch Parade (10)	12-27	+	3-22
Y6-3	In Country Life (9)	2-21		....
Y6-4	They're Not So Dumb (..)	3-28		....
	TWO-REEL SPECIAL			
T5-2	Don't Be a Sucker (18)	7- 4		....
37	Two Decades of History (22½)	1- 4		....
	UNUSUAL OCCUPATIONS (Color)			
L5-4	No. 4 (10)	5-24	+	4-13
L5-5	No. 5 (10)	7-12	+	6-29
L5-6	No. 6 (10)	8-30		....
L6-1	No. 1 (10)	12-13		....
L6-2	Swedish Glass Makers (10)	2-14		....
L6-3	G.I. Hobbies (11)	3-14	+	3-29

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	DISNEY CARTOONS (Technicolor)			
64,102	Old Sequoia (7)	12-21	+	9- 8
64,103	A Knight for a Day (7)	3- 8	##	5-25
64,104	Pluto's Kid Brother (7)	4-12	+	4-27
64,105	In Dutch (7)	5-10		....
64,106	Squatter's Rights (7)	6- 7	+	6-15
64,107	Donald's Double Trouble (7)	6-28	##	7- 6
64,108	The Purloined Pup (7)	7-19	+	8-17
64,109	Wet Paint (7)		+	9-17
64,110	Dumb Bell of the Yukon (7)	8-30		....
64,111	Lighthouse Keeping (7)	9-20	+	1-25
64,112	Bath Day (7)	10-11		....
64,113	Frank Duck Brings 'Em Back Alive (7)	11- 1		....
64,114	Double Dribble (7)	11-29		....
64,115	Pluto's Housewarming (7)	12-20	+	2-15
64,116	Figaro and Frankie (7)	2-27		....
	EDGAR KENNEDY COMEDIES			
63,403	Trouble or Nothing (18)	1-25	+	2-16
63,404	Wall Street Blues (17)	7-12		....
63,405	Motor Maniacs (18)		±	9-17
63,406	Noisy Neighbors (18)		+	10-12
73,401	I'll Build It Myself (15)	10-18		....
73,402	Do Or Diet (17)	2-10		....
	RAY WHITLEY WESTERN MUSICALS			
73,501	Bar Buckaroos (16)	9- 6		....
73,502	Cupid Rides the Range (18)	10-11		....
73,503	Bandits and Ballads (17)	11-15		....
73,504	Buckaroo Broadcast (18)	12-20	+	1- 4
	FLICKER FLASHBACKS			
64,202	No. 2 (7)	10-19	+	12-29
64,203	No. 3 (7)	11-23	+	1-12
64,204	No. 4 (8)	12-28	+	2- 2
64,205	No. 5 (7)	2- 1	+	4-13
64,206	No. 6 (9)	3- 8		....
64,207	No. 7 (7)	4-12		....
74,201	(1) (9)	9-13		....
74,202	(2) (9)	10-25		....
74,203	(3) (8)	12- 6		....
	HEADLINER REVIVALS			
53,204	Swing Fever (19)	3-16		....
53,201	Songs of the Colleges (15)	9- 8		....
63,201	The Derby Decade (22)	9-21		....
63,202	Russian Dressing (18)	11-23	∓	12-29
63,203	Twenty Girls and a Band (18)	1-18	+	2- 2
63,204	Sea Melody (19)	3-15	∓	4-13
	LEON ERROL COMEDIES			
63,702	Maid Trouble (18)	2- 2	+	2-16
63,703	Oh, Professor Behave (18)	3- 1	±	5-25
63,704	Twin Husbands (18)	5-10	+	6-15
63,705	I'll Take Milk (18)	7-19		....
63,706	Follow That Blonde (18)	9-27		....
73,701	Borrowed Blonde (15)	3-17	−	3-22
	PATHE NEWS (Released Twice Weekly)			
	PATHE SPORTSCOPE			
64,306	Winning Basketball (8)	1-25	##	4-13
64,307	Quarter Horses (8)	2-22	+	3- 9
64,308	Black Ducks and Broadhills (8)	3-22	+	4-27
64,309	Tenderfoot Trail (8)	4-19	+	6-15
64,310	Aqua Queens (8)	5-17	+	6-15
64,311	Ben Hogan (8)	6-14	+	7- 6
64,312	Palmetto Quail (8)	7-12	+	8-24
64,313	Steeplechasers (8)	7-31	±	12- 7
74,301	Skating Lady (8)	8-30	##	10-26
74,302	Hail Notre Dame (8)		±	12-28
74,303	Bowling Fever (9)	11-22		....
74,304	Kentucky Basketeers (8)	1-13	##	1-11
73,901	Football Highlights of 1946 (18)	12-10	+	12-21
74,305	Ski Champions (8)	2-14		....
	THIS IS AMERICA			
63,103	Great Lakes (16)	1-11	##	2-16
63,104	Report on Japan (19)	2- 8	+	3- 9
63,105	Street of Shadows (16)	3- 8	##	4-13
63,106	Two Million Rooms (16)	4- 5		....
63,107	No Place Like Home (16)	5- 3	##	5-25
63,108	Panama (16)	5-31		....
63,109	Port of New York (16)	6-28		....
63,110	Courtship to Courthouse (16)			....
63,111	Highway Mania (17)		##	9-17
63,112	White House (17)		∓	10- 5
63,113	Northern Rampart (17)			....
73,101	Beauty for Sale (..)	11-22		....
73,102	Germany Today (16)	12-13	##	12-21
73,103	A Nation Is Born (17)	1-17	##	2- 1
73,104	Campus Boom (16)	2- 7		....
73,105	San Francisco (16)	3- 7	##	3-15

20th Century-Fox

Prod. No.	Title	Rel. Date	Rating	Rev'd.
DRIBBLE PUSS PARADE				
6902	Muscle Maulers (8)	5-31		....
7901	Monkey-Tone News (9)	1-17		....
SPORTS				
7301	Football Fanfare (9)	8-23	+	10-14
7351	Winter Holiday (8)	9-27		....
7352	Summer Trails (8)	11- 8		....
7353	Playtime's Journey (8)	12-13		....
7302	Style of the Stars (10)	2- 7		....
FEMININE WORLD SERIES				
6201	Behind the Footlights (8)	4- 5		....
FOX MOVIETONE NEWS (Released Twice Weekly)				
MARCH OF TIME				
Vol. 12, No. 8	Night Club Boom (21)	3-22	+	3-23
Vol. 12, No. 9	Wanted—More Homes! (20)	4-19		....
Vol. 12, No. 10	Tomorrow's Mexico (..)	5-17	‡	5-18
Vol. 12, No. 11	Problem Drinkers (19)	6-14	‡	6-15
Vol. 12, No. 12	The New France	7-12	‡	7-20
Vol. 12, No. 13	Atomic Power (19)	8- 9	+	8-10
Vol. 13, No. 1	Is Everybody Happy? (..)	9- 6		....
Vol. 13, No. 2	World Food Problem (..)	10- 4	+	10-12
Vol. 13, No. 3	The Soviet's Neighbor (17¾)	11- 1	+	11- 2
Vol. 13, No. 4	The American Cop (..)	11-29	‡	11-30
Vol. 13, No. 5	Nobody's Children (..)	12-27	‡	12-28
Vol. 13, No. 6	Germany—Handle With Care (19)	1-24	+	1-25
Vol. 13, No. 7	Fashion Means Business (..)	2-21	‡	2-22
MOVIETONE ADVENTURES (Color)				
6259	Cradle of Liberty (8)	6-21		....
6260	Across the Great Divide (8)	7- 5		....
7251	Sons of Courage (8)	8- 2	+	10- 5
7252	Jamaica (..)	9-13		....
7253	Historic Capetown (..)	10-18		....
7254	Girl and Gags (8)	11-22		....
7201	Fantasy of Siam (8)	1- 3		....
7202	Royalty of the Range (9)	3- 7		....
7255	The Cape of Good Hope (8)	4-11		....
TERRY-TOONS (Technicolor)				
6515	Mighty Mouse in Throwing the Ball (7)	5- 3	+	5- 4
6516	Mighty Mouse in the Trojan Horse (7)	7-26	+	6- 8
6517	Dinky Finds a Home (7)	6- 7	±	7-20
6518	Mighty Mouse in the Johnstown Flood (7)	6-28	+	6- 8
6519	Gandy Goose in Peacetime Football (7)	7-19	‡	6- 8
6520	Gandy Goose in the Golden Hen (7)	5-24	±	4-27
7501	Mighty Mouse in Winning the West (7)	8-16	+	10-19
7502	The Tortoise Wins Again (7)	8-30		....
7503	Mighty Mouse in the Electronic Mouse Trap (7)	9- 6		....
7504	Mighty Mouse in the Jail Break (7)	9-20	+	9-21
7505	The Snow Man (7)	10-11		....
7506	The Housing Problem (7)	10-25		....
7507	Mighty Mouse in the Crackpot King (7)	11-15		....
7508	Talking Magpies in the Uninvited Pests (7)	11-29	+	2-15
7509	Mighty Mouse and the Hep Cat (7)	12- 6		....
7510	Beanstalk Jack (7)	12-20		....
7511	Mighty Mouse in Crying Wolf (7)	1-10		....
7512	The Talking Magpies in McDougal's Rest Farm (7)	1-31		....
7513	Mighty Mouse in Dead End Cats (7)	2-14		....
7514	The Talking Magpies in Happy Go Lucky (7)	2-28		....
7515	Gandy Goose in Mexican Baseball (7)	3-14		....
7516	Mighty Mouse in Aladdin's Lamp (7)	3-28		....
7517	The Talking Magpies in Cat Trouble (7)	4-11		....
7518	Mighty Mouse in Sky Is Falling (7)	4-25		....
WORLD TODAY SERIES				
6401	Man From Missouri (9)	1-25		....

Universal-International

Prod. No.	Title	Rel. Date	Rating	Rev'd.
ANSWER MAN SERIES				
2391	Answer Man No. 1 (10)	10-21		....
2392	No. 2 Nature's Atom Bomb (10)	12-30	+	1- 4
2393	No. 3 The Jungle Gangster (9)	3- 3		....
2394	No. 4 Red Fury (..)	3-24		....
JUVENILE JURY SERIES				
2361	No. 1 (11)	12-16	+	2- 8
2362	No. 2 (..)	3-31		....
LANTZ CARTUNES (Technicolor)				
2321	Fair Weather Friends (7)	11-18	‡	1-25
2322	Wacky Weed (7)	12-16	+	2-15
2323	Musical Moments (8)	2-24		....
2324	Smoked Hams (..)	4-28		....
NAME AND BAND MUSICALS				
1307	Swing High, Swing Sweet (15) Jan Savitt & Orch.	2-20	‡	2-23
1308	Takin' the Breaks (15) Russ Morgan & Orch.	5-22	+	7- 1
1309	Banquet of Melody (15) Matty Malneck & Orch.	5-29	+	4-27
1310	Swingin' Down the Scale (15) Alvino Rey & Orch.	6-26	+	7- 1
1311	Breakin' It Down (15) Del Courtney & Orch.	8-28	+	8-17
2301	Frontier Frolic (15) Bob Wills & Orch.	10- 9	+	1- 4
2302	Champagne Music (15) Lawrence Welk & Orch.	11-20	‡	1-18
2303	Tumbleweed Tempos (16) Spade Cooley & Orch.	12- 4	±	2- 1
2304	Moonlight Melodies (15) Frankie Carle & Orch.	12-18	+	1-11
2305	Tex Beneke and the Glenn Miller Orch. (15)	3-26		....
2306	Melody Maestro (15)	4- 2		....
PERSON-ODDITIES				
1369	Scientifically Stung (9)	6-10	+	7- 1
1370	Lone Star Padre (9)	6-17		....
1371	Artist's Antics (9)	6-24	+	7- 6
1372	Picture Pioneer (9)	7- 1	+	7- 6
1373	Hobo Hound (9)	8-19	+	9-28
1374	Sampson Junior (9)	8-19	±	10-19
1375	Rural Rhapsody (9)	8-26	±	10-26
SWING SYMPHONIES (Technicolor)				
9237	Sliphorn King of Polaroo (7)	3-19		....
SING AND BE HAPPY SERIES				
2381	Bit of Blarney (10)	9-30	+	10-26
2382	The Singing Barbers (9)	2-17	+	2-22
SPECIAL FEATURETTES (2 REELS)				
1203	Roosevelt—Man of Destiny (18)	4-10		....
1201	Tiny Terrors of the Timberlands (20)	6-26		....
UNIVERSAL NEWS (Released Twice Weekly)				
VARIETY NEWS				
1346	Script Teas (9)	3-25	+	1- 1
1347	Dog Tale (9)	3-25	±	7- 1
1348	Chimp on the Loose (9)	4- 1	‡	4- 6
1349	Dog of the Seven Seas (9)	6-17	+	7- 6
1350	Magic Mineral (9)	7- 1		....
1351	Mr. Chimp at Home (9)	8-12	±	7- 6
1352	Operation Holiday (9)	8-26	‡	10- 5
1353	Mr. Chimp to the Rescue (9)	8-26	±	11- 9
1354	Mr. Chimp on Vacation (10)	8-26	±	9-28
2341	Bear Facts (10)	2-24		....
2342	Pelican Pranks (9)	2-24		....
2343	Wild West Chimp (9)	3-17		....
2344	Rhumba Holiday (9)	4-21		....
SERIALS				
....	Mystery Queen of the Jungle		+	12-30
1581-1593	Secret Agent X-9 (13 Chapters)	6-24	+	9-22
1681-1693	The Royal Mounted Rides Again (13 Chapters)	10-23	+	1-26
1781-1793	The Scarlet Horseman (13 Chapters)	1-22	‡	2-16
1881-1893	Lost City of the Jungle (13 Chapters)	4-23	±	4-27
2581-2593	Mysterious Mr. M...	7-23	+	8-10

Warner Bros.

Prod. No.	Title	Rel. Date	Rating	Rev'd.
BLUE RIBBON HIT PARADE (Technicolor)				
2303	Good Egg (7)	1- 5		....
2304	Trial of Mr. Wolf (7)	2- 9	+	2-23
2305	Little Lion Hunter (7)	3-23	‡	3-23
2306	Fresh Fish (7)	4- 6	‡	5- 4
2307	Daffy Duck and Egghead (7)	4-20	±	5- 4
2308	Katnip College (7)	5- 4		....
2309	Night Watchman (7)	5-18		....
"BUGS BUNNY" SPECIALS (Technicolor)				
1723	Hare Trigger (7)	5- 5	+	5-19
1724	Hare Conditioned (8)	8-11	‡	8-25
1725	Hare Tonic (7)	11-10	‡	11- 3
1726	Baseball Bugs (7)	2- 2	‡	2- 2
FEATURETTE				
1108	It Happened in Springfield (20)	4-28	‡	4-28
1109	Are Animals Actors? (20)	3-31	+	3-24
1110	Law of the Badlands (20)	4-14	+	5-19
1111	Plantation Melodies (20)	5-12	+	6- 2
1112	Learn and Live (20)	7- 7		....
1945-46 SEASON:				
2101	Barber Shop Ballads (20)	9- 8	‡	8-25
2102	Star in the Night (20)	10-13		....
2103	All Star Musical Revue (20)	11- 3	‡	11-17
2104	Good Old Corn (20)	11-24	+	11-17
2105	Musical Shipmates (20)	2-16	+	2-23
2106	Hitler Lives? (20)	12-29	‡	12-29
MELODY MASTERS				
2604	Music of the Americas (10)	12-15	+	11-17
2605	Headline Bands (10)	1-26	+	2- 2
2606	Jan Savitt and His Band (10)	3-16	+	3-23
2607	Rhythm on Ice (10)	4-20		....
2608	Dixieland Jamboree (10)	5-11		....
MERRIE MELODIES (Technicolor)				
1708	Wagon Heels (7)	7-28	±	7-28
1709	Fresh Airdale (8)	8-25	‡	8-25
1710	Bashful Buzzard (8)	9-15		10- 6
1711	Peck Up Your Troubles (7)	10-20	+	9-22
1712	Nasty Quacks (7)	12- 1	+	11-17
1713	Book Revue (7)	1- 5	+	1-12
1714	Holiday for Shoestrings (7)	2-23	+	2-23
1715	Quentin Quail (7)	3- 2	±	2-23
1716	Baby Bottleneck (7)	3-16		....
1717	Hare Remover (7)	3-23	+	3-23
1718	Daffy Doodles (7)	4- 6		....
1719	Hollywood Canine Canteen (7)	4-20	‡	4-27
1720	Hush My Mouse (7)	5- 4	‡	7- 1
SPORTS PARADE (Technicolor)				
2503	Michigan Ski-Daddle (10)	2- 9	+	2-23
2504	With Rod and Gun in Canada (10)	3-16	+	3-23
2505	Snow Eagles (10)	3-30	‡	3-23
2506	Let's Go Gunning (10)	4- 6	+	5- 4
2507	Fin 'n Feathers (10)	4-27		....
2508	Undersea Spear Fishing (10)	5-18		....
2509	Riding Hannefords (10)	6-29		....
2510	Facing Your Danger (10)	5-11		....
1511	Arabians in the Rockies (10)	8-25		....
TECHNICOLOR				
1005	America the Beautiful (20)	8- 4	‡	7-14
1006	Orders From Tokyo (20)	8-18		....
2001	Frontier Days (20)	12- 8	+	9-22
2002	Forest Commandos (20)	1-19	‡	2- 2
2003	Movieland Magic (20)	3- 9	+	3-23
2004	Gem of the Ocean (20)	4-13		....
TECHNICOLOR ADVENTURES				
2804	Let's Go Camping (10)	7-27		....
2805	Girls and Flowers (..)	5-25		5-25
VITAPHONE VARIETY				
1406	Overseas Roundup No. 3 (10)	7-14	+	5-19
2401	Alice in Jungleland (10)	9-22	‡	8-25
2402	Miracle Makers (10)	9- 1		....
2403	Story of a Dog (10)	10-27	‡	11- 3
2404	So You Think You're Allergic (10)	12- 1	+	1-12
2405	Peeks at Hollywood (10)	1-26	+	2- 9
2406	Smart as a Fox (10)	4-27		....

Republic

SERIALS				
584	The Crimson Ghost (12 Chapters)	10-26		....
691	Son of Zorro (13 Chapters)	1-18		....
	Jesse James Rides Again (13 Chapters)	3-21		....
	Jungle Girl (15 Chapters)	(Rerelease)		....
	The Black Widow (13 Chapters)			....
	G-Men Never Forget (13 Chapters)			....

United Artists

DAFFY DITTIES				
....	The Lady Said No (8)	4-26	‡	4-27
....	Choo Choo Amigo (8)	7- 5	‡	7-20
....	⊛Pepito's Serenade (..)	8-16	‡	9-14
LOEW MUSICOLOR				
....	Toccata and Fugue (10)	10-15		....

SHORTS REVIEWS

Meet Mr. Mischief

Col (All-Star Comedy) 17½ Mins.

Fair. Harry Von Zell, playing himself, is addicted to playing practical jokes to the annoyance of his wife. She persuades a friend to impersonate an Indian mystic and threaten to cut off Von Zell's head. The ruse works. He is terrified and in his frantic attempt to escape the mystic Von Zell disrupts several broadcasts at the radio station that employs him, and comes close to losing his sponsor.

Early Sports Quiz

(Pete Smith Specialty)

MGM 9 Mins.

Very good. Pete Smith comes up with a highly informative and entertaining sports quiz. In typical Smith style, he injects several hilarious sequences dealing with the early days of sports. There are questions on basketball, football, roller skating and skiing. The baseball sequence is the highlight of the reel, with Smith explaining how a hitter was called out by being hit with the ball. During the early days of the game bases were marked by posts. Smith shows how a man running for first base might easily collide with the post.

Sweet and Low

Para (Musical Parades) 19 Mins.

Fair. If you disregard the silly story the film is a passable Technicolor collection of vaudeville routines. Vocalizing by Catherine Craig, the dancing of the Willie Mastin trio, the great Navarro (a fire-eater), and the ballet number of Laura Corbay stand out. Just for the record the story tells about the efforts of an aspiring playwright, Richard Webb, to get a famous songwriter, Griff Barnett, to compose music for a new play. This gives Catherine Craig, the playwright's wife, an opportunity to sing "June in January," the Rainger and Robin number, supposedly written by the so-called songwriter.

Do or Diet

RKO (Edgar Kennedy) 18 Mins.

Fair. Edgar Kennedy is again the victim of his lazy brother-in-law's half-witted schemes. On the theory that Kennedy has allowed himself to become fat and sloppy, thereby jeopardizing his job, brother-in-law persuades him to start reducing. Strenuous exercise, reducing pills and dieting have no effect. There is considerable confusion when Kennedy believes he has taken ant poison instead of his pills. When he tells the family he has been promoted at a salary increase, brother-in-law gives up.

So You Think You're a Nervous Wreck

(Joe McDoake's Comedy)

WB 10 Mins.

Amusing. Joe is a retiring white collar worker, a victim of repressed desires. He fears his boss, women and society in general. Convinced he is neurotic, Joe visits a psychiatrist who analyzes his dreams and advises him to become the aggressive and confident individual he longs to be. Joe is impressed and proceeds to bawl out his employer. He winds up as an inmate in an insane asylum, with a plush office all to himself.

Miscellaneous

Opinions on Current Productions, and Exploitips for Selling to the Public

FEATURE REVIEWS

The Egg and I

F — Comedy

Univ-Int'l (613) — **108 Minutes** — **Rel. ————**

There is warmth, drama and down-to-earth comedy in this picture for Broadway and Main street. Universal-International has captured the spirit of the book that topped the best-seller list month after month. The millions who read Betty MacDonald's story of her life as a chicken farmer will want to see the film. In addition, there is a vast potential audience which has heard about the book and the film through U-I's promotion campaign. The producer has done a good job of casting. Claudette Colbert excels as Betty, the city-bred girl who tries so hard to be the efficient wife of a poultry farmer. And Fred MacMurray, as her husband, Bob, bounces through the picture with zip and zest. Supporting roles, headed by Marjorie Main and Percy Kilbride are carried through strongly. Direction by Chester Erskine is tops.

Claudette Colbert, Fred MacMurray, Marjorie Main, Louise Allbritton, Percy Kilbride, Richard Long, Billy House.

San Demetrio, London

F — Drama

20th-Fox (714) — **78 Minutes** — **Rel. April '47**

Here is a heritage from the early war years and it is accurately described by a pat phrase of that era: "Too little and too late." To make an exhibition success of the offering in any theatre and on either side of a program will test the ingenuity of American showmen. In the first place, the cast is exclusively male and, to make it an even tougher proposition to sell, there isn't a marquee name in it. The picture derives its title from the name of a ship, a British tanker. Hauling a load of gasoline from Texas to the home island, it is shelled and set afire by the enemy. Part of the crew, after being adrift in a lifeboat for two days are blown back to the still-afloat wreck, reboard her and bring her safely home through a series of hardships and handicaps which are tortuously portrayed throughout the rest of the film. Directed by Charles Frend.

Walter Fitzgerald, Arthur Young, Ralph Michael, Neville Mapp, Barry Letts, Michael Allen, Frederick Piper.

Untamed Fury

F — Action Drama

PRC Pictures (——) — **61 Minutes** — **Rel. Mar. 22, '47**

A minor outdoor film, produced on an extremely modest budget and lacking in any semblance of name value, this must be relegated to the supporting spot on neighborhood or small town duals. The Okefenokee swampland backgrounds are authentic and the action contains several spine-tingling moments as alligators pursue their live bait. The younger patrons, who will thrill to the hard-hitting fist fights and exciting underwater encounters, won't mind the fact that the romantic episodes are amateurishly acted. Only Gaylord Pendleton, as a crusading young engineer, and Leigh Whipper, as a tale-spinning darky, have the professional touch. The banal dialog will get snickers from sophisticated patrons. Two boys grow up in the backward Florida swamp country where the natives make their living by hunting and killing alligators. Directed by Ewing Scott.

Gaylord Pendleton, Mary Conwell, Mikel Conrad, Althea Murphy, Leigh Whipper, Jack Rutherford, Norman McKay.

Vacation Days

F — Comedy With Music

Monogram (611) — **68 Minutes** — **Rel. Jan. 20, '47**

Herein that irrepressible aggregation of adolescents that is now established as a series under the designation of Teen-Agers, deserts the ivy-clad walls of its beloved alma mater and goes western, nothing less. It seems that one of the teachers has inherited a ranch way out in the great open spaces and invites the academic cast to summer there. Such change of locale and atmosphere does little to add to or detract from the routine procedure of the lads and lassies who sing, dance, clown and connive in their established style, individually and collectively. Thus, the feature is probably no better or worse—productionwise and Thespically—than its predecessors. Because of the sagebrush aura, added to the normal appeal of the series, this entry easily can prove more popular than average in the situations where the features customarily are booked. Directed by Arthur Dreifuss.

Freddie Stewart, June Preisser, Frankie Darro, Warren Mills, Noel Neill, Milt Kibbee, Belle Mitchell, John Hart.

Great Expectations

F — Drama

Univ-Int'l (——) — **115 Minutes** — **Rel. ————**

A reasonably faithful screen adaptation of the Charles Dickens classic which captures all of the flavor and much of the warmth and charm of the literary original. As a well-acted, superbly photographed period piece, this will add prestige to the Universal-International program even if it will require strong selling to offset its lack of marquee names. Its audiences will be drawn chiefly from the oldsters with fond memories of Pip's adventures and the students and younger readers of Dickens' works. Because Director David Lean has lingered fondly over many scenes and introduced countless subsidiary characters, the footage is over-long and average audiences may find it slow-moving in spots. John Mills gives a sensitive performance as the grownup Pip, Anthony Wager is a remarkable child actor and the cast contains numerous sterling character actors.

John Mills, Valerie Hobson, Francis L. Sullivan, Bernard Miles, Martita Hunt, Finlay Currie, Jean Simmons, Anthony Wager.

Bells of San Fernando

F — Drama

Screen Guild (4614) — **74 Minutes** — **Rel. ————**

So much attention and footage were devoted to creating atmosphere for this story of the early California dons that there remained but scant time for action, that quality which usually is a must in the market served by features of its class and genesis. The film moves at a leisurely pace and narrates a yarn about a tyrant who in 1842 virtually enslaves the residents of the San Fernando valley, where he serves as overseer of a vast estate deeded to a grandee of Spain. How a romantic young Irishman and the local belle of whom he is enamored escape the clutches and designs of the sadistic villain and bring the governor and his troops to see justice done is the picture's main theme. Performances are acceptable and the film has its moments of suspense and engrossment. It can serve as a running mate to a strong feature on the subsequent dualers. Directed by Terry Morse.

Donald Woods, Gloria Warren, Shirley O'Hara, Byron Foulger, Paul Newlan, Anthony Warde, Monte Blue, Claire DuBrey.

Buffalo Bill Rides Again

F — Western

Screen Guild (4613) — **70 Minutes** — **Rel. ————**

Often has the great scout returned to "ride again" across the world's motion picture screens but none of his homecomings has been less auspicious than that portrayed herein. As a middle-aged William Cody, Richard Arlen is very unconvincing. To chronicle this fictive incident in his career, a plot was chosen that has been formula for countless thousands of preceding gallopers—even though they were not built around so historic a figure. It's the one about the heavies trying to drive the settlers off the land because they know there's oil 'neath them thar prairies. That simple plot gets all mixed up with Indians, however, and its unfolding is circuitous, to say the least. True, there is plenty of gun play, chases, fisticuffs and other ingredients standard to westerns but their presentation is so inexpert that only the juveniles and most ardent sagebrush fans will take them seriously. Directed by Bernard B. Ray.

Richard Arlen, Jennifer Holt, Lee Shumway, Gil Patrick, Edward Cassidy, Edmund Cobb, Ted Adams.

Write—

YOUR REPORT OF THE PICTURE YOU HAVE JUST PLAYED FOR THE GUIDANCE OF FELLOW EXHIBITORS.

—Right Now

USE THE BLANK ON REVERSE SIDE

Just Paste It on a 1c Government Postcard and Mail

EXPLOITIPS

Suggestions for Selling the Picture; Adlines for Newspaper and Programs

SELLING ANGLES: **"Great Expectations"**

Except for John Mills, who played in "In Which We Serve," Valerie Hobson, recently in "The Years Between" and other British films, both of whom have a following in the art theatres, the cast is lacking in marquee power. Concentrate on the Charles Dickens angle by arranging tieups with bookshops for displays of this and other works by the famous author. Put window cards or display boards in public libraries or in school reading rooms. Attract attention with a display of cutout heads of the famous characters with tickets offered as prizes for patrons correctly identifying all of them.

CATCHLINES:

His Great Expectations of Wealth Transformed a Farm Boy Into a Gentleman . . . Charles Dickens' Classic Tale of Life, Love and Adventure in London and in a Kentish Village Springs Vividly to Life on the Screen . . . Her Destiny Was to Lure Men On—and Then Breaks Their Hearts.

The Enduring Love Story of the Boy Who Had Great Expectations of a Fine Future and a Girl Who Lived in the Shadow of Another's Unhappy Past.

SELLING ANGLES: **"Bells of San Fernando"**

String large cutout bells from marquee, each of which carries one letter of the film's title. Hide similar cutouts around town and announce that any finder thereof will be admitted free to see the picture. Dress house attendants in early Spanish costumes and give lobby a similar aura. Mount a collection of musical bells on a truck and send it through streets being played by a bell ringer.

CATCHLINES:

Burning Love of a Spanish Senorita and a Romantic Irishman Triumphs Over Greed and Hatred of a Sadistic Overseer in This Moving Story of Early Day California . . . Greed! Gold! Glamor! . . . Run Rampant in This Brawny, Brawling Drama of the Great Days of the Dons.

Bold Men Thundering, Plundering to Conquer the West With Their Hot-Headed, Hot-Blooded Daring! . . . Danger That Crackles With Gunfire . . . Thrills in a Stampede of Adventure . . . Love, That Warmed Every Heart!

SELLING ANGLES: **"Buffalo Bill Rides Again"**

Snipe the town announcing the fact that Buffalo Bill is again on the screen. Distribute folders for stuffing in western magazines at newsstands and have an attendant, dressed in a Buffalo Bill scout's outfit, give out cards, etc. For a lobby display, set up an Indian tepee, surrounding it with the usual accouterments of Indian life, sponsored by the Boy Scouts. Have the Scouts demonstrate smoke signals in front of theatre.

CATCHLINES:

Buffalo Bill's Roaring Six Guns and Flashing Fists Bring Peace to the White Settlers and Indians in This Fast Action Film . . . Outposts of the Law Where Steel-Nerved Plainsmen Made Their Daring Stand Against the Brigands of the West.

Battling Two Gun Terrorists . . . Hot Lead Lashes the Badlands to Blazing Fury As Buffalo Bill Defies the Power of Bandit Gangs . . . Thrills! Power! Action! As This Hero of the West Routs the Enemy to Save a Beautiful Damsel in Distress!

To:

The Exhibitor Has His Say

BOXOFFICE, 825 Van Brunt Blvd., Kansas City 1, Mo.

Title..... **Company**.....

Comment .....

.....

Exhibitor.....

Theatre..... **Seating Capacity**.....

Type Patronage..... **Admission Scale**.....

Town..... **State**.....

SELLING ANGLES: **"The Egg and I"**

The film has been presold via the 1,500,000 copies of the book bought in bookstores and offered by the Book of the Month club. The publishers estimate that 25,000,000 persons have read it; these include purchasers of the book and borrowers. The exhibitor can capitalize on this angle, and also make use of the extensive advertising and promotion material prepared by Universal-International. Then, of course, there is the marquee value of Claudette Colbert and Fred MacMurray.

CATCHLINES:

You Have Read the Book, Now You Can See the Film . . . Millions Laughed Over the Book, You Will Howl at the Picture . . . Down-to-Earth Comedy About Wonderful People . . . Gay Comedy, Heart-Warming Drama.

The Book of the Month Is Now the Film of the Year . . . Claudette Colbert in Her Most Delightful Role . . . Fred MacMurray Is Hilarious as the Chicken-Struck Bridegroom . . . Here is a Yolk-Filled comedy.

SELLING ANGLES: **"San Demetrio, London"**

A week before the opening spot this teaser stunt in your lobby: Atop a large barrel labeled "TNT," place a seat labeled, "Reserved! For the crew of the S. S. San Demetrio, London." The background material of the film is factual. Contact your newspapers for the original story of the "Jervis Bay" and "San Demetrio" and make reproductions and blow-ups for display. Have model ships displayed in windows and the lobby. Make a guest of honor of any local ex-gob torpedoed during the war.

CATCHLINES:

Blazing With Thrills of an Amazing Sea Adventure! . . . A Ship That Would Not Go Down! Men Who Would Not Give Up . . . A Story As Astounding As It Is True! . . . A Ghost Ship With a Lost Crew on a Mission You'll Never Forget! Exploding With Real Thrills! The True Drama of a Ghost Ship That Would Not Desert Her Crew.

Headlines Screamed This Incredible Adventure to All the World! . . . Now, on the Screen, It Lives Again With All Its Flaming Realism and Heart-Stopping Heroism!

SELLING ANGLES: **"Untamed Fury"**

Totally lacking in cast names, this will have to be exploited through its attention-getting title which suggests hard-hitting action, or its Okefenokee swamp backgrounds. If possible, get a stuffed alligator from a local taxidermist as the central figure in a lobby display of Florida wild life or set up a glass case with snakes, secured from a local zoo, to attract patrons interested in reptiles. Make a tieup with a local travel agency advertising excursions to Florida's tropical clime.

CATCHLINES:

You Dare Not Even Guess the Secret of the Treacherous Okefenokee Swamps . . . The Feud That Started When They Were Boys Came to a Blazing Head Over the Love of a Double-Crossing Dame . . . Terror, Mystery and Death Lurk in the Alligator-Filled Swamplands.

The Two Boys Who Played at Being Alligator Bait Grew Up to Become Easy Bait for a Worthless Woman . . . Men Are So Easy to Handle—They'll Even Kill For You . . . Listen as Uncle Gabe Tells His Story About the Treacherous Swamps.

SELLING ANGLES: **"Vacation Days"**

Sell the title with tieups and window displays in travel bureaus, railroad, airline and busline offices. Also, have vacation fashion tieups with department stores or a teen-age fashion show. Is there a "Teen-Agers" club in your city? If so, contribute a number of recordings of Jerry Wald songs from the picture. If not, get civic-minded people together to organize one with special headquarters, juke box, "snack" bar, and adult hosts and hostesses.

CATCHLINES:

Join These Jitterbuckaroos As They Go Westward Hi-De-Ho . . . They're Rompin' and Stompin' on the Range . . . Hepsters in Spurs . . . Swingin' in the Saddle . . . There's Red-Hot Rhythm on the Range . . . Hep-Pep! Slick-Licks! . . . A Swing-Fest in the West.

The Teen-Agers Are Mowin' Down the Cow Towns With Their Rhythm . . . Romp 'n' Stomp With These Jitterbuckaroos . . . As the Adolescent Tenderfeet Take Over the West in This Musical Swing-Fest . . . Those Wide Open Spaces Are Wide Open Again and There's Rhythm on the Range.

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GENERAL EQUIPMENT—USED

Pair late Brenkert low lamps, Baldor rectifiers, xcellent, $275. Hertner 40/80 ampere generator, xcellent, $100. Pair B. & L. Cinephor series II in. lenses, $60; pair Projex II adjustable lenses, .50 to 5 in., $30; pair Standeford low lamps, 30. Operadio amplifier, $50. Roxy, New Frank- n, Mo.

Simplex Mechanisms, genuine rear shutters, ouble bearing, shockproof spiral gears, completely ebuilt, $330; Powers, $109.50; liberal trades; Veaver changeovers with footswitches, new, $49.50; ate RCA soundsystem, $950. Write us your re- uirements. Star Cinema Supply, 459 W. 46th t., New York 19.

Sound System complete, for use with Simplex reg.) heads. Has all necessary drive gears, rackets and belts. Has extra sprockets; for each procket extra drive gears and belts. Double chan- el amplifier with monitor; two speakers single requency with mounting bafflers. Crated for ship- ent, price $250 f.o.b. Opera House Theatre, ersailles, Ohio.

Ultraphone sound system, complete. Ready for hipment. Best offer takes it. Ritz, 1601 So. nd St., Louisville, Ky.

Complete army theatre jobs—Simplex SP, $995; DeVry with high intensity arcs, $2,495; Holmes rofessional with low intensity arcs, $1,295; ingle Amproarc 16mm outfits, $1,295; excellent ondition. Super Simplex, RCA Sound, $3.850. .O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

War Surplus—Reels or cans 1600 ft., 98c ea.; ,200 ft., 44c; latest rebuilt projector heads, Cen- ury, $595; Brenkert, $795; Super Simplex, $650; econditioned Goldseal two unit ticket machines, xport price, $195; Kliegel Arcspot, 100 am- eres, $125; Footlights, $14.50 section. Send or catalog. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

Pair Brenkert standard intensity model E amps, 10¼ in. reflectors, little used, with Roth uctodector 30/50 amp. generator with acces- ories. Just overhauled, guaranteed. First check or $295 takes all. Best Theatre, Edinboro, Pa.

For Sale: Two Powers mechanisms, stands, magazines, lenses, soundheads, operadio amplifier, Strong low intensity lamps, rectifiers, Jensen peaker. Excellent condition, $700. E. L. Orn- tein Theatres, Marengo, Ind.

Two Motiograph de luxe projectors, with rear hutter mechanisms, double bearing movements nd complete with sound equipment, all factory ebuilt, at $900 pr. Two Powers 6B projectors omplete with syncrofilm sound equipment at $500 pair. Two Holmes professional model pro- ectors, complete with heavy duty bases, Strong Jr. reflecting arc lamps, 15 amp. rectifiers, 30W wide range amplifier and two-way speaker system, at $1,295 pr. Four 1,000W incandescent spot lamps with stands, at $27.50 ea. One pair Brenkert low intensity reflecting arc lamps with 9 in. reflectors, at $190 pr. One pair Jewell low intensity reflecting arc lamps with 10¼ in. re- flectors, at $200 pr. Two Victor model 12, 16mm sound projectors, complete with speaker and am- plifier, at $180 ea. Two ten-compartment film cabi- nets for 2,000 ft. reels, at $30 ea. Two five ft. rewind tables, complete, at $27.50 ea. Theatre Equipment & Supply Co., 641 N. Seventh St., Milwaukee 3, Wis.

Heavy duty blowers, ball bearing equipped, 15,000 cfm to 50,000 cfm. Air washers, all sizes. Hydraulic drives, two and four speed motors and controls. Immediate delivery. Dealers wanted. National Engineering and Mfg. Co., 213 W. 19th St., Kansas City, Mo.

For Sale: Complete theatre equipment. 900 upholstered seats in excellent condition; RCA sound equipment practically new; Ashcraft, Su- prex projectors, serial numbers 1785 and 1786, in excellent condition. All equipment now intact with connecting parts. All purchased new in 1942. Used approximately two years. For in- formation, contact L. L. Stewart, c/o Nicksville, Hereford, Arizona. Phone: Nicksville, through Bisbee, Arizona.

1. Hertner horizontal generator, 80-160 amps. 85 volts rheostats for Suprex operation, including meter and voltage regulator panel. Guaranteed condition. Ideal for drive-in or large theatre. A buy at present day prices for $700. 2. Western Electric sound equipment, serviced and guaranteed condition. Wide range apertures, motor generator, Brown & Brockmeyer motors, 75 watts of audio, 41, 42 and two 43 amplifiers modified. Ideal for Drive-in or large theatre, $900. 3. Cincin- nati Time recorder sound equipment, overhauled and guaranteed condition. Two Scott Ballantyne amplifiers. Excellent for small theatre, $350. Public Chair Installation Co., 318 Film Bldg. 2108 Payne Ave., Cleveland, Ohio.

Complete portable 35mm sound projection out- fit. Two 35mm Holmes lamp sound projectors with 2m. ft. magazines. Amplifier and speaker in case, $750. 8x10 Dalite beaded, roll-up type screen in waterproof carrying case with screen tripods, $75. Write, wire, phone, Jeanne Moore, 15 E. Ohio St., Chicago 11, Ill. Superior 8222.

Powers Intermittents $12.50. "Servicing Book- lets" on sound projection. Wesley Trout, 575, Enid, Okla.

GENERAL EQUIPMENT—USED

For Sale: Two complete Simplex projectors, consisting of changeovers, lenses, magazines and two General Electric copper oxide rectifiers. Good condition. Inquire American Theatre, 3621 Main St., East Chicago, Ind.

Bargain prices. Low intensity lamps, rectifiers, motor generator sets, rheostats, sound heads, am- plifiers, speakers, one syncrofilm portable 35mm projector, sound. Pair Preddey DC HI lamps and rectifiers. Many other items. Let us know your needs. Stebbins Theatre Equipment Co., 1804 Wyandotte St., Kansas City 8, Mo.

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5,000 Used Upholstered Opera Chairs, for slope and level floor. Some full upholstered back, spring edge seat. Some panel upholstered back, box seat. Also veneer chairs. Leatherette available, $1.25 per yd. Write for actual photograph and price on chairs. Advise how many you need. Chicago Used Chair Mart, 829 So. State St., Chicago.

Fensin Chair maintenance headquarters has all parts and accessories for all chairs. Also upholstery fabrics and theatre chair supplies. Send us your sample for quotation. Repair service avail- able right in your theatre also. Fensin Seating Co., 62 E. 13th St., Chicago 5, Ill.

1,200 Used Spring cushioned theatre chairs, $1.50 ea., and $3.50 ea., complete. Immediate delivery. Russell Chair, 2567 McClellan, Detroit, Mich. Phone LENox 3445.

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3,000 Heywood chairs, complete, box spring cushions. Also 8,000 Andrews and American seats, late model complete for slope or level floor. Up- holstering done by experts at your theatre or send to us. One day service. Ace Chair & Carpet, Inc., 1428 So. Wabash Ave., Chicago 5. Phone WEBster 3932 or HARrison 4219.

Leatherette: Standard run, first quality, as- sorted colors, 50 to 54 in. wide, suitable for theatre seating, sold by yard or roll. All orders shipped within 24 hours. Leatherette Mart of Chicago, 1153 Belmont Ave., Chicago 13, Ill. Phone BUCkingham 0030.

Theatre Chairs, 3,000 used spring cushioned part full upholstered back and part insert panel back, with spring edge and box spring cushions. 1,000 veneer chairs, 800 good backs, 500 spring cushions and hinges. Write for prices and photo- graphs. Immediate delivery, advise how many you need. We export chairs anywhere. Jesse Cole, 2565 McClellan Ave., LEnox 3445, Detroit, Mich.

Sewn Delux seat covers and sewn slip covers, reversible type, for all brands seats. Fred's Thea- tre Service, Vina, Ala.

1,000 Heywood-Wakefield full upholstered back, boxspring cushion chairs, excellent, $4.95; (re- built $6.50); 340 general full upholstered back, boxspring cushion, rebuilt, $7.95; 200 veneers, excellent, $3.95. Wire for list. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

New Chairs, prompt delivery!!! Attractive, modern, durable. Veneer, $5.50—30 days; veneer back spring edge cushion, $9.35; applied uphol- stered back spring edge cushion, $11; full up- holstered back spring edge cushion, $11.95—60 days; all steel unbreakable standards, high grade mohair or heavy leatherette upholstery. Wire or phone. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

Theatre Seats: 400 spring bottom insert panel back American chairs, 19 in. width for 1¼ in. slope; also 225 20 in. same description for same slope, $4 ea. f.o.b. Kansas City. Jim Foland, 1904 Main., Kansas City, Mo., Gr. 0563.

Clearance: 175 all veneer A-1 condition, $2 ea. 400 Heywood box spring panel back, $2.50 ea. Albany Theatre Supply Co., 1046 Broadway, Al- bany, N. Y.

1,000 Velour covered backs box spring cushion, excellent condition, $3 ea. Lease expired, must act quick! Contact Mrs. Kelin, Albany 5-5055, Albany, N. Y.

200 Heywood panel box spring cushion 19-20 in., like new, $3 ea. Albany Theatre Supply Co., 1046 Broadway, Albany, N. Y.

950 Veneer chairs, two lots good condition, $1.95 ea. Write James Grovany, Casino Theatre, Keansburg, N. J.

SOUND EQUIPMENT

RCA Reflex horns, 20 in. bell, PM driver, $45.75; plenty used 16mm sound projectors cheap; WE wire recorder heads less motor and amplifi- cation, $49.50; RCA PM Torpedo metal horn- speakers, $29.95; new multicellular hifrequency horns, $75; new Zeiss Ikon 35mm sound pro- jectors, $275; new standard soundheads, $91.25; new theatre amplifiers, 17 watt, $95; 30 watt, $125. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

THEATRES FOR SALE

Theatres. Before you buy, contact Nolen How- ard, Ritz Theatre Bldg., Payette, Idaho, or J. C. Butler, 304 S. W. 4th Ave., Portland, Ore. In- formation to qualified buyers only. A.B.C. Broker- age Co.

Three Towns, one county seat with two thea- tres, midwestern Oklahoma, well equipped, ap- proximately $150,000 down payment. Come in- vestigate; no floaters. C. E. Norcross, Cordell, Okla.

Two 16mm theatres near Memphis. Population 500 and 600. Two year leases, both $2,800. Terms or car in trade. John Fleener, Box 92, Mason, Tenn.

Fed Up with winter? Have many good theatres in sunny Texas. Write Arthur Leak, Theatres Ex- clusively, 3422 Kinmore, Dallas.

Small Town theatre, Kansas City territory. $16,000 includes brick building with modern apartment over theatre. Prefer cash, but will con- sider terms. B-2683, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Theatre circuit: Five small theatres in Norfolk, Virginia, area. Experienced principals only. B-2692, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Theatre Circuit: Four theatres near Weiser, Idaho. Controlling four towns. Over 1,100 seats, good equipment, priced to sell at $85,000. Good terms. Contact Nolen Howard, Ritz Theatre Bldg., Payette, Idaho, or J. C. Butler, 304 S. W. 4th Ave., Portland, Oregon. A.B.C. Brokerage Co.

Write for free list of theatres and theatre leases now available in the northwest. Theatre Exchange, Governor Bldg., Portland, Ore.

Small Theatre in Virginia, 325 seats, manufac- turing town, six-room bungalow. New theatre, new equipment, RCA sound, super Simplex mechanisms. Will sell right now in operation. All must go. Write B-2694, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

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North Texas county seat 3,500, 435 seats. High lamps, super Simplex, Western Electric. Everything modern. Selling for approximate 1946 gross. Half down. Others all sizes. Arthur Leak, 3422 Kinmore, Dallas, Texas.

For Sale: Theatre, 240 seats in business dis- trict, Michigan town, 50,000. Good equipment in- cluding concessions. Owner retiring. Priced to sell. B-2700, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Theatre: Oregon county seat town. Owner says cleared $500 last month after paying manager's salary and all expenses. Nice new place to live included in deal. $15,000 cash will handle. Thea- tre: About one hour's drive from metropolitan Portland. An easy living can be made by most anyone here. Situated in the heart of one of the most scenic spots in America. $15,000 includes modern building. Theatre: County seat town of 2,500 population. Owner selling on account of other interests. Easy terms with only $5,000 down. Theatre: Portland suburban. New booth equipment, good district. $32,500 full price. Might consider some terms. Write us for infor- mation on these and many other good theatre buys. Theatre Exchange Co., 217 Governor Bldg., Port- land 4, Ore.

THEATRES WANTED

Sell Your Theatre Privately. Confidential cor- respondence invited. References. Arthur Leak, Theatres Exclusively. 3422 Kinmore, Dallas, Tex.

Veteran will buy or lease theatres in Indiana, Kentucky, Illinois, Ohio. Box 172, Linton, Ind.

Lease theatre, 400 to 600 seats, with option to buy. West coast preferred. Glenn Parrish, Box 618, Edmonds, Wash.

Individual will buy or lease theatre anywhere in south. Furnish all information in first letter. B-2701, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Small profitable theatre wanted. Send details Box 241, Broken Arrow, Okla.

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Write for our special contract which guarantees you more profits and greater savings on all your popcorn and popcorn supplies. Blevins Bee Hive Popcorn Co., Nashville, Tenn.

Give Your Popcorn that real butter flavor and color. Economical to use. The Perfection Co., Ltd., Waco, Tex.

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Bingo Cards, 100 or 75 number, $2.75 per M; lots of 10M or more, $2.50 per M. 100 number cards good for Keen-o game. Premium Products. 334 W. 44th St., New York City.

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Poster Cases—Stainless steel, 40x65 glass size, equipped with cold cathode tube illumination around entire case. Immediate delivery. All other sizes, delivery in 10 days. Literature upon re- quest. Ben B. Poblocki & Sons, 2159 South Kin- nickinnic Ave., Milwaukee 7, Wis.

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C/02 Extinguishers: Kidde Lux ten pound type, 10-S ready to use, $46 list, less 40%. Freight prepaid on four or more. Condition guaranteed. Albany Theatre Supply Co., 1046 Broadway, Albany, N. Y.

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Showmanship plus experience 15 years plus management equals "profits." Southern exhibitors, your investment demands these qualifications. Wire, write B-2688, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

25-Year-Old veteran with six years 35mm pro- jectionist experience, desires position. Box 144, Blue Mountain, Miss.

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Wanted: Theatre manager for midwest city. Give qualifications, references, salary expected, age, married or single, snapshot, first letter. B-2697, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Wanted: Experienced sound and all around maintenance man. Wire or phone, Manos Thea- tres, Inc., Toronto, Ohio.

Wanted: Reliable, sober projectionist. Must know booth equipment thoroughly. Give age, ex- perience and references. Eddie Joseph Theatres, Box 1015, Austin, Tex.

Wanted: Supervising repairman. Young, am- bitious, dependable. Familiar with theatre chair construction, installation and repair. Free to travel. Salary $53 per week plus traveling ex- penses. State qualifications. B-2702, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

STUDIO EQUIPMENT

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AIR CONDITIONING

I Have 150 used brass 2½ to 3 gal. per minute spray nozzles at $1 ea. Also have 400 ½ in. Rainbow Mist spray nozzles, new brass. Water broken fine misty spray. 1½ gal. capacity; 750 nozzles, ⅜ in. capacity, 1 to 1½ gal. per minute; 450 nozzles, ¼ in. capacity, 1 gal. per minute. Will sell all these sizes nozzles 80c ea. while they last. Shipment at once. Also I have some Texrope drives, Bronze Randall Bearings, belts and drives. G. A. Peterson, R2, Clinton, Mo.

POPCORN MACHINES

Burch—Manley—Cretors—Advances — All elec- tric French fry types. Karmelkorn Equipment, 120 S. Halstead, Chicago 6, Ill.

Rebuilt Popcorn Machines for sale. Fully guar- anteed. Price from $150. CONSOLIDATED CON- FECTIONS, 1314 S. Wabash, Chicago 5, Ill.

Blevins is national headquarters for popcorn machines. Silver Stars, Super Stars, Corn Cribs. Old machines taken in trade. Blevins Popcorn Co., Nashville, Tenn.

Real Bargains used popcorn machines. Burch, Cretor, Advance, guaranteed. Poppers Supply, Box 838, Atlanta, Ga.

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500M ¾ lb. kraft bags, $1.35 per M. Im- mediate delivery. Samples sent on request. Sioux Paper Co., P. O. Box 1084, Sioux City 6, Ia.

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The Pulse of the Motion Picture Industry

BOXOFFICE

Major Decree Provisions Are Stayed by the Court

. . . . See Page 8

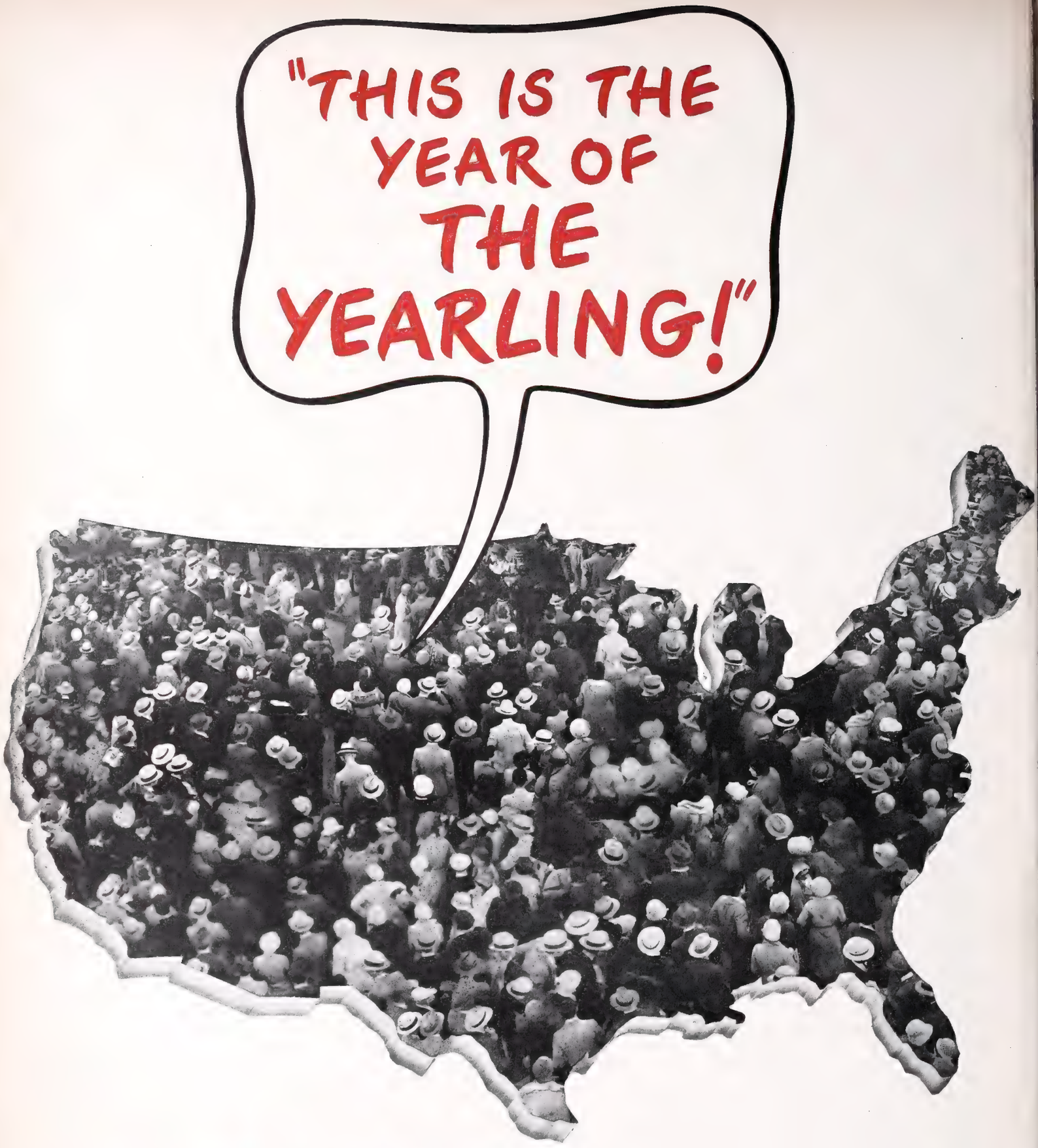
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Including the Sectional News Pages of All Editions

APRIL 12, 1947



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"LOVE and LEARN"



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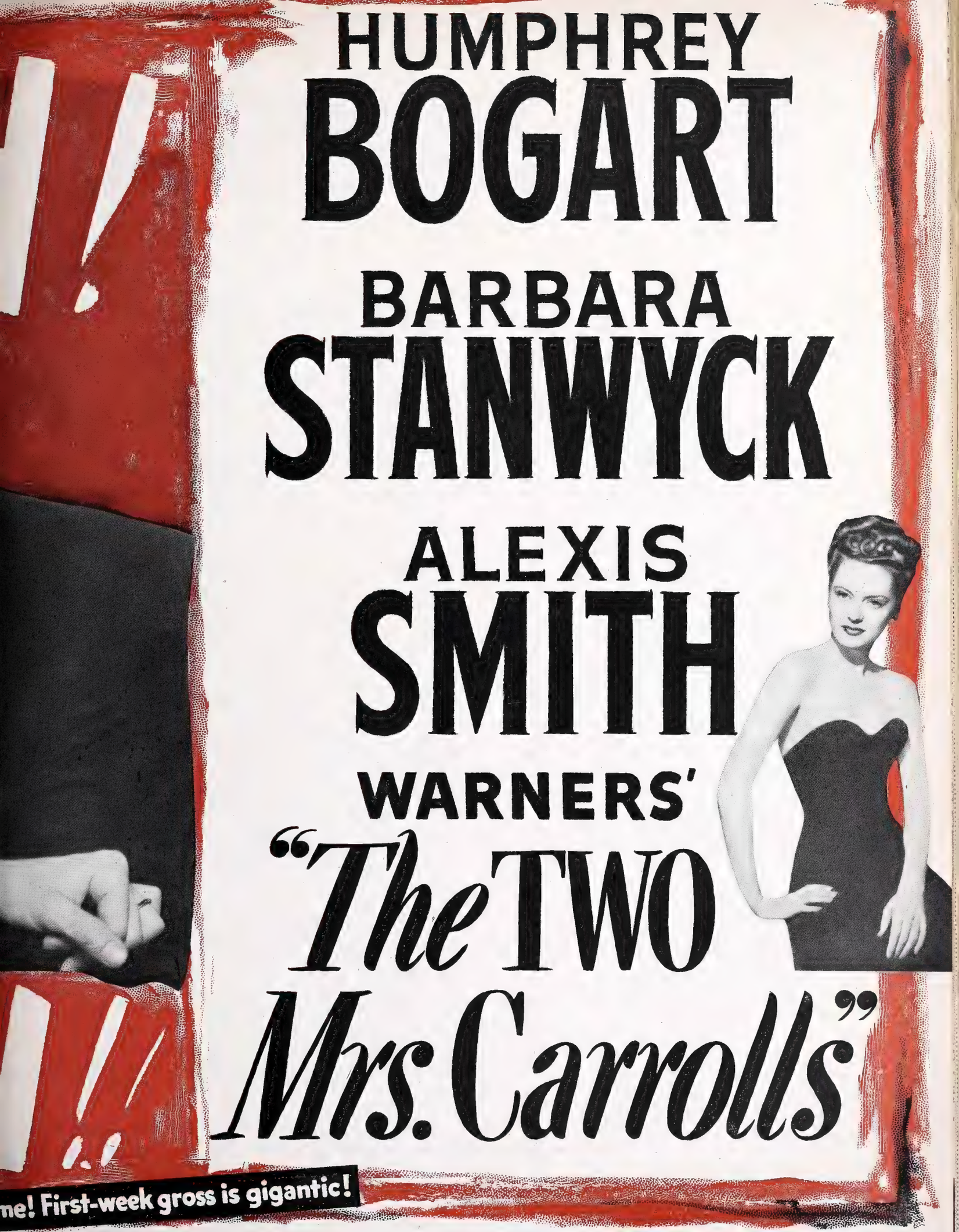
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PUBLISHED IN NINE SECTIONAL EDITIONS

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Published Every Saturday by
ASSOCIATED PUBLICATIONS

Editorial Offices: 9 Rockefeller Plaza, New York 20, N. Y.; Raymond Levy, General Manager; James M. Jerauld, Editor; A. J. Stocker, Eastern Representative. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."

Central Offices: 332 South Michigan Blvd., Chicago 4, Ill. J. Harry Toler, Editor Modern Theatre Section. Telephone WABash 4575.

Western Offices: 6404 Hollywood Blvd., Hollywood 28, Calif. Ivan Spear, Manager. Phone GLadstone 1186.

Washington Offices: 930 F Street, N. W. Lee L. Garling, Manager. Telephone NAtional 3482. Filmrow: 932 New Jersey, N. W. Sara Young.

Publication Offices: 825 Van Brunt Blvd., Kansas City 1, Mo. Nathan Cohen, Associate Editor; Jesse Shlyen, Managing Editor; A. Jules Benedic, Field Editor; Morris Schlozman, Business Manager. Telephone CHestnut 7777.

Other Publications: BOXOFFICE BAROMETER, published in November as a section of BOXOFFICE; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

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RICHMOND—National Theatre, R. W. Eagan, 2-2567.
ST. LOUIS—5149 Rosa Ave., David F. Barrett, Flanders 3727.
SALT LAKE CITY—Deseret News, Howard Pearson.
SAN ANTONIO—531 North St., L. J. B. Ketner.
SAN FRANCISCO—25 Taylor St., Gail Lipman, ORdway 4812-4813.
SEATTLE—928 N. 84th St., Willard Elsey.
TOLEDO—4330 Willys Pkwy., Anna Kline.

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TORONTO—242 Milwood, Milton Galbraith.
VANCOUVER—411 Lyric Theatre Bldg., Jack Droy.
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Entered as Second Class matter at Post Office, Kansas City, Mo. Sectional Edition, $2.00 per year; National Edition, $7.50

Vol. 50 No. 23
APRIL 12, 1947

BOXOFFICE

Delirium Decree

WEBSTER defines "delirium" as "a temporary disordered state of the mental faculties during illness." That certainly was the case with the industry during this past week—in home office distribution circles at least. The industry's "illness," of course, is the condition for which the three-judge statutory court decree was prescribed as the "cure." And it was Supreme Court Justice Reed's statement that he would sign an order staying the effectiveness of the decree, which created the state of confusion.

While the stay order has now been signed by Justice Reed, "a disordered state" still exits. For, as seems generally to have pertained to the decree, there are almost as many ways of interpreting it as there are interpreters. But certain facts are clear.

Staying of the execution of the federal court's order does not mean that business will go on "as of old." Particularly as was the case prior to the consent decree, which became effective Feb. 1, 1941. Many persons in the business arrived at that first quick assumption on the basis that the statutory court decree took the place of the consent decree. It doesn't work that way.

As several lawyers have pointed out, it is important to remember that the antitrust ruling of the three-judge court consisted of two important parts: (1) The Findings of Fact; and (2) The Decree. The first pointed out the violations of the law. The second ordered these violations stopped—and also provided the modus operandi whereby stoppage would be "assured."

It is this "operations order" which the defendant companies sought to have enjoined by the Supreme Court, pending final decision in the case.

Amid the confusion only one point seems to be clear. That is that the court intended to permit continuance of the present form of arbitration (which was to have expired March 31) until the Supreme Court hands down its final decision on the whole case. And that's a very good thing, for, as we have previously cited, arbitration will save the industry the turmoil and expense of litigation.

As for the rest of the points of contention—lawyers for three companies have pointed out that whatever was ruled illegal by the federal court is illegal and stays that way until

the Supreme Court's final ruling, or a change in the law by the Congress. Under this interpretation a layman can readily see that distributors can continue competitive bidding, if they want to do so; but they cannot safely do any price-fixing, condition the sale of one feature on another, or anything else that the court has ruled was a violation of the antitrust law.

★ ★

Some Legislative Pointers

There is a ring of the unusual and some good points of guidance in the letter received from C. B. "Brownie" Akers, chairman of the legislative committee of the Theatre Owners of Oklahoma, who successfully fought a piece of pernicious legislation. So we pick out a few quotes therefrom:

"If exhibitors are to accomplish anything (in legislative work), they must know their legislators personally . . . and, then when they call on them for help and it is forthcoming, they certainly should express appreciation." (Too often this courtesy is overlooked.)

"The strength of the exhibitors in any fight in the legislature in the state does not stem from the fact that I am personally acquainted with so many members of both houses . . . but, the real strength is shown when the boys back at the 'forks of the creek' express their opinions to their legislators. In many cases the legislators are their next door neighbors, business associates or, at least, good friendly acquaintances of the exhibitors. The only thing I have to do is to know who are the key legislators on any particular bill and then follow through by having the men who know them well contact them and lay their side of the question before them." (Here's a "general" who gives, instead of taking, credit and who recognizes the importance of exhibitor influence in even the smallest points of contact.)

"In my opinion the biggest mistake made by organizations attempting lobbying practices is to ignore the fundamentals of our form of government, in which legislators are responsible to their constituents. There is a tendency to rely too much on professional lobbyists. Of course, lobbyists have their place, but here in Oklahoma, at least, the lobbyist's principal work consists of knowing the relationship between the various members of the legislature and the individuals back home."

(The more this is recognized, the less will be the danger in local, state or federal legislation aimed against the industry.)

Ben Shlyen

Pulse Beats

All Arbitration Offices Are to Be Kept Going

Twenty are now idle and 11 are in operation, but the system will be continued in 31 exchange centers until the Supreme Court decision.

★

Proposed ATA Convention Is Deferred Indefinitely

Originally scheduled for first anniversary, but decision on the date is put off due to unsettled conditions brought about by the decree stay order.

★

Mary Pickford Says UA Acquiring Theatres

After board meeting she says the company already has closed five deals, but refuses to give details and will not say how many more are being sought.

★

New York ITOA and Allied Continue Merger Talks

New conference at Hotel Astor Wednesday night reported to have made progress toward agreement and another session is scheduled in the near future.

★

A 15-Second Film Developer Demonstrated by Eastman

Pictures taken 70 miles at sea are shown on Philco television station one hour and ten minutes later; spot news coverage of important events is aim.

★

Monogram and Allied Artists Seek Broadway Showcase

Steve Broidy says negotiations are on for house to be used for first runs; if these fail he will try joint arrangements with some other company.

★

Switchboard at 20th-Fox Breaks Down in Strike

Outgoing calls failed for a time on Wednesday, but service was resumed Thursday; newsreels get press priorities; general service gains momentum.

★

Joseph Miller Appointed To Film Classic Post

Becomes sales supervisor for Albany and Buffalo branches; was with Columbia in Albany for 29 years until two years ago when he joined PRC.

★

California Supreme Court Hears Case of De Mille

Famous motion picture producer's fight against AFL radio union is carried to higher jurists over refusal to pay one dollar assessment; De Mille was suspended in 1944.

MAJOR PROVISIONS OF DECREE STAYED BY ORDER OF COURT

D of J Views Are Ignored By Justice Stanley Reed As He Grants a Delay

By LEE L. GARLING
Washington Bureau, BOXOFFICE

WASHINGTON—Objections of the Department of Justice were viewed here this week as being completely ignored by the action of Stanley Reed, associate justice of the supreme court in signing the order dated April 7, 1947, staying a major part of the antitrust decree.

Although the Justice department's comments on the stay proposals were submitted in writing to the court, setting forth their contention that the defendants were virtually asking for a reversal of the decree, the government attorneys refused to comment one way or the other on Justice Reed's action.

EMBODIES ALL REQUESTS

The stay order embodied the requests from 20th-Fox and those from the seven-distributor defendants jointly.

That portion of the decree stayed for the seven defendants, except 20th-Fox and National Theatres, is as follows:

Subdivision Two (II), paragraphs (1), (2), (3), (4), (6), (8) and (9).

Subdivision Three (III), paragraph (1), insofar as it refers to paragraph (6) of Subdivision Two (II).

Subdivision Five (V).

That portion stayed for 20th-Fox and National Theatres Corp. is:

Subdivision Two (II), paragraph (8).

Subdivision Five (V).

In granting the order Justice Reed took into consideration the fact that all the defendants and the plaintiff and certain other parties who sought leave to intervene, all appealed from the decree.

It was finally ordered that the "stays granted, as to each defendant, shall terminate and be vacated on May 20, 1947, as to any defendant who shall fail to docket his appeal and file the record thereof with the clerk of the court on or before said date."

EFFECT ON 20TH-FOX

Effect of the stay for 20th-Fox and National Theatres will be the postponement of the competitive bidding and the arbitration provisions of the decree. In fact, arbitration is to be left under the present system which was provided for under the consent decree, and the ban on favoring old customers and mandatory competitive selling with the 95 per cent theatre ownership requirement is lifted.

Stay for the seven-distributor defendants is the same as above plus the lifting of the prohibition on master agreements, fixing of minimum prices, formula deals, arbitrary refusal of an exhibitor's demand for a run, and block-booking.

Indications from the Justice department are that they will just sit back and watch how the defendants conduct themselves in carrying out the postponement they won and also their efforts at putting into effect those decree provisions not included in the stay. The D of J probably will do nothing about enforcement during this time until final judgment of the appeals by the supreme court.

Meanwhile, Abram F. Myers, Allied general counsel, stated that he was preparing written comments for release at the end of the week but told BOXOFFICE that contrary to certain opinion "staying the injunctive provisions of the decree does not legalize the practices which were subjects of the injunction. Distributors engage in them at their own peril."

Myers asserted that there was nothing so unusual about the staying of the competitive bidding provisions of the decree. He stated it was expected, that under former practice such results could be accomplished by filing an appeal bond. The court usually grants them.

Emphasizing his initial point, Myers concluded that distributors will be acting at their own peril if they assume that staying the injunctive provisions of the decree legalizes them. He added that the court can still enjoin them from such practice and that they can be sued for treble damages, such damages not being legalized by the stay.

Here Is the Sales Policy Picture

New York—Selling methods of the major company defendants in the antitrust suit, pending a supreme court decision, will be as varied as the interpretations of the lawyers.

Here's how the situation stands:

1. Columbia intends to sell its features in blocks.

2. Metro-Goldwyn-Mayer will continue the sales methods in vogue for the last nine months.

3. Paramount, which has been holding conferences, was not prepared to state its policy up to Friday.

4. RKO, which introduced competitive bidding in 200 situations, is now making a survey of the results, with a decision on sales methods to be made in two weeks.

5. At 20th Century-Fox, "competitive negotiation" will be used. Under Section 2, paragraph 9 of the decree, an exhibitor can send a registered letter to the home office asking for a particular run. 20th-Fox will reply to these letters and will negotiate on runs, but will stick to a policy of granting runs to theatres which seem likely to produce the most revenue.

6. United Artists will continue single picture sales and may do some experimenting with competitive bidding. Whether or not the company will attempt price-fixing so that it can roadshow films is now under consideration.

7. Universal will continue to sell pictures singly.

8. Warner Bros., which made no changes in general sales policies while other companies were experimenting with competitive bidding, will continue its policy of picture-by-picture sales.

Win Additional Time To Docket Appeals

NEW YORK—The parties to the antitrust case have been given an extension of time until May 10 to docket their appeals in the antitrust case with the clerk of the supreme court.

The extension was granted by the New York statutory court. The deadline for five of the defendants—20th-Fox, RKO, Warners, Loew's and Paramount—was Monday, April 7. Deadlines for the other parties, including the government, were during the last two weeks of March. The extensions apply to all.

It is expected that there will be additional requests and additional extensions of time for docketing the record. According to the clerk of the supreme court, it would take until next winter to print the full record. The record consists of eight large volumes of testimony and exhibits.

The court calendar is so crowded at present, the clerk said, that the government printing office is unable to handle the load. Private printers are taking on some jobs for the supreme court. Furthermore, the printers are using various methods of mechanical reproduction to duplicate the flood of records required for pending supreme court appeals.

Cost of duplicating the film case records will be shared by the appellants—the government and eight defendants.

The lawyers are pretty much agreed that their appeals from the antitrust decree will not be heard before January 1948.

Adopt Ten War Orphans

ST. LOUIS—The St. Louis Variety Club has adopted ten Greek war orphans in the drive which ended April 8. More than $6,000 was raised for the Greek orphans under Chairman Thomas James, Fred Wehrenberg and Harry Arthur.

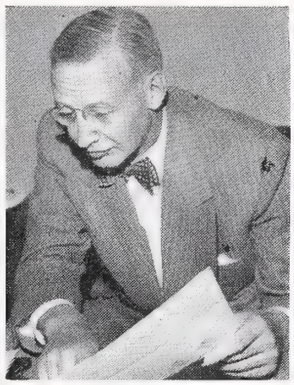
The Distribution Chiefs Hold the Industry Spotlight



TOM J. CONNORS
20th Century-Fox



BEN KALMENSON
Warner Bros.



ROBERT MOCHRIE
RKO Radio



CHARLES M. REAGAN
Paramount



W. F. RODGERS
MGM

The distribution chiefs of the eight defendants in the antitrust suit take the spotlight in the film industry as a result of the granting of a supreme court order staying provisions of the New York statutory court's decree. The whole selling picture is in a confused state this week, and the companies themselves, for the most part, are somewhat undetermined on the method by which they will sell films. On the preceding page is a late-in-the-week check on the immediate plans of the eight companies, but these may be changed as new interpretations are placed on the action of Justice Reed in signing the stay order. Distribution has taken the play.

Here are results of the court order, as it affects all companies except 20th-Fox:

1. *The arbitration system remains in operation, at least until the supreme court hands down the final opinion in the antitrust suit. The 31 arbitration boards keep functioning.*

2. *Official start of competitive bidding is stalled, but there is nothing to prevent a distributor from practicing this sales method.*

3. *Block booking is permitted.*

4. *Denies for the time being, the right of an exhibitor to demand a run on written notice to the distributor.*

5. *Clearance remains in effect, and delayed is the provision which places the burden of proving a clearance is reasonable upon the distributor.*

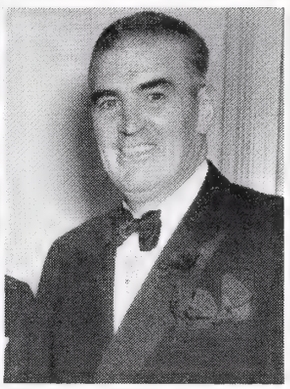
6. *Stays that section of the decree which enjoins defendants from granting a license in which minimum prices for admission to a theatre is part of a sales agreement.*

7. *The court granted a stay on the ban against formula deals and master agreements.*

As 20th Century-Fox asked only for a stay on competitive bidding and ending of the arbitration system, this company can be held in contempt of court if it does any one of the following: (1) stipulates minimum admission prices; (2) grants clearance to theatres in substantial competition with each other; (3) grants new franchises or formula deals; (4) conditions the sale of one feature on the booking of one or more other pictures; and (5) refuses to give an exhibitor the right to bid for a feature when he is not in competition with a National Theatres house.



GRADWELL SEARS
United Artists



W. A. SCULLY
Universal



A. MONTAGUE
Columbia

Two Kansas-Missouri Theatres Close In Fight for Better Picture Deals

Kansas City—Two exhibitors in this region, one in Mission, Kas., and the other in Cape Girardeau, Mo., have placed their fight to obtain better clearance or first run pictures before the public by closing their doors.

In Mission, Glen Dickinson, head of the 33-theatre circuit which bears his name, announced that he was closing down the Mission Theatre, a suburban subsequent run house, because "by the time we are able to run films at the Mission, everyone in town has seen them. Until we can get playdates closer to downtown Kansas City houses, we will remain closed."

Dickinson also said that if similar conditions regarding his new Overland Theatre in nearby Overland Park do not improve, like action will be taken there too. In neither location has Dickinson been able to obtain first runs.

In Cape Girardeau, the Esquire, which opened in January and has outbid Fox Midwest for several first run pictures, also shuttered last week. The six-day closing was announced in a half-page ad in the Missourian which declared that the closing was forced upon the theatre by "the motion picture trust." The house remained closed from March 29 to April 5, when it reopened with the first run of "Suddenly It's Spring."

The management announced that it was not satisfied to play second run pictures, as it had been doing occasionally since its dedication, and said the Esquire would operate only "from time to time" when it could get first run product. The ad also complained that on first run product it had obtained "the price we have to pay is prohibitive and we are assured of a loss before we show it."

Pittsburgh Exhibitor Asks $450,000 in Damage Suit

Pittsburgh — A $450,000 antitrust suit was filed here this week in federal court against the Warner circuit, and all major distributors except Columbia and Universal by David N. Green of the Beacon Theatre, Squirrel Hill. Green's complaint alleged that the Beacon was discriminated against in licensing first run pictures distributed by the defendants. He asked treble damages of $125,000 for loss of earnings, plus $75,000 accrued interest and attorney fees.

Gets First Run Films By Competitive Bids

Gainesville, Tex.—The Dennis Theatre will inaugurate a first run policy after successfully bidding for eight 20th-Fox films. The WadeTex Theatres formerly held first runs here at the State. The Dennis, owned by L. C. Dennis, has 500 seats compared to the 800 in the opposition house.

Taxes, Taxes and Taxes; N. J. Passes 3% Levy

TRENTON—The senate and assembly passed a 3 per cent sales and admissions tax bill during the week over the protests of New Jersey exhibitors. As finally passed, the measure was amended to cover only fourth class cities in seacoast counties. It originally included the entire state.

The measure went through the assembly 35 to 24 on Monday, and through the senate 12 to 1 on Tuesday. On Wednesday, the Allied Theatre Owners of New Jersey, the ITOA of New York, representatives of RKO, Warners and Loew's, and the Federation of New Jersey Theatres sent telegrams to Governor Driscoll asking him to veto the bill.

If he signed the bill, it would still have to be approved by the people of the cities it covers before it could go into effect. These cities are: Asbury Park, Atlantic City, Cape May, Ocean City and Wildwood.

However, there was some question whether the governor would sign the bill, as a controversy arose late in the week as to whether the bill had passed legally in the assembly on Monday before it reached the senate and was rushed through the upper chamber on Tuesday. The recorded vote in the house was challenged by a half dozen solons who now insist that they either voted in the negative or were absent, and that the bill was rushed through before they had a chance to protest.

The bill gives the cities power to tax amusement admissions, hotel room rentals, liquor, cigarets, cover charges, tobacco and beach chairs.

The exhibitors have been fighting the bill since it was introduced last month by Assemblyman Richard S. Mischlich of Atlantic City. They organized the Federation of New Jersey Theatres to lead the attack. They held a mass meeting Monday of New Jersey exhibitors in Trenton and flooded their assemblymen with telegrams and briefs denouncing the measure. But Monday night the bill was passed by the assemblymen.

Chicago Tax Looms Under New Regime

CHICAGO—Efforts to impose a 3 per cent tax on amusements, abandoned last fall by Mayor Edward J. Kelly, will be revived in the near future.

Alderman Clarence P. Wagner who led the fight for the tax said this week he would introduce the proposal at the first business meeting of the new council.

The tax would apply to motion picture theatres, athletic events and other amusements. A similar proposal was passed by a city council committee and seemed headed for passing during deliberations on this year's budget. Mayor Kelly, who first supported the bill, however, abruptly opposed it and it died in committee.

Proponents of the move point out that the amusement tax is one of the few revenue raising powers of the city as yet unused. They believe it must be utilized before the city can press its legislation in Springfield for a share of the sales tax and other "home rule" laws. These were cardinal points in Mayor-Elect Martin Kennelly's campaign platform.

Budget director Arthur G. Lindell, estimated that the tax would bring in between $4,000,000 and $6,000,000 annually which may be needed to make the 1947 budget "pay out."

Mayor O'Dwyer Predicts Even More New Taxes

NEW YORK—Mayor O'Dwyer gave theatre men a jolt early in the week during the budget hearings by announcing that those protesting his present tax proposals should be prepared for more of the same.

He said that it may be necessary to take advantage of the authorization to levy a 5 per cent admission tax, to increase the sales tax by 1 per cent, and to ask the legislature for authorization for other taxes.

What with the record real estate levies already lined up, theatre men were frankly alarmed.

John Ince Dead

HOLLYWOOD—John Ince, 60, veteran stage and screen actor and pioneer director, died April 10 of pneumonia. He was a brother of the late Thomas H. Ince, producer.

Myers Hits Tax Hike Proposed by Ascap

Washington—Abram F. Myers, Allied States board counsel, this week lashed out at the Ascap proposal that the theatre seat music tax be hiked. The exhibitor leader warned that Ascap is "asking" for local and state legislation to outlaw its activities.

Myers said that the composers organization is making a disastrous mistake in attempting to increase the royalties. He asserted that one state, Indiana, has already passed legislation outlawing it as a bargaining group. The state governor, however, vetoed the measure. Other states might take the same action if Ascap continues its "unnecessary" demands to the industry and the public, he concluded.

Paramount Partners To Discuss Decree

NEW YORK—Paramount executives and theatre partners will meet at Arrowhead Springs, Calif., from May 6 to 9 inclusive for further discussion of the federal court decree in the industry antitrust suit.

Leonard H. Goldenson, head of Paramount Theatres Service Corp., made the announcement. He has been touring the country since the court decree negotiating the ending of various pooling arrangements and discussing the requirement of the decree that a major company defendant must own 95 per cent of a theatre if it is to be exempted from the sales restrictions imposed by the decree in any particular house. Paramount has numerous regional partnerships with varying degrees of ownership.

Barney Balaban, president; Austin C. Keough, vice-president in charge of legal affairs; Edward L. Hyman, Leon D. Netter and Robert M. Weitman, vice-presidents of Paramount Theatres Service Corp.; Montague Cowthorpe, treasurer; Walter Cross of the legal staff; Max Fellerman, J. J. Deitch and Hal Pereira will attend from the home office.

FPC Eases Up Prices; Move Is Not General

TORONTO—Price increases of 5 to 10 per cent have been put into effect by Famous Players Canadian in many of its 188 theatres across the country, but there has been no indication yet that the move will be followed generally by other operators.

The government recently lifted price ceilings which had held Canadian theatre prices at a low level since 1941.

Odeon, the J. Arthur Rank circuit which, with FPC (Paramount), dominates the Canadian exhibition field, has increased prices in only a few isolated suburban theatres, so far as can be learned now.

MPA Fete Postponed; Board to Honor Rank

NEW YORK—Conflicting dates with other meetings and industry events caused postponement of the 25th anniversary dinner of Motion Picture Ass'n, which had been scheduled for May 8 at the Waldorf-Astoria hotel.

Decision was made Friday at a meeting of the executive committee of the board of directors, presided over by Eric Johnston.

In place of the anniversary dinner, the board will entertain J. Arthur Rank at a dinner the evening of May 8. Rank was to have been a guest of honor and speaker at the larger anniversary dinner.

Films Not the Promoters of Crime, FBI's Hoover Says in Defense

WASHINGTON—J. Edgar Hoover, director of the Federal Bureau of Investigation, this week asserted flatly that motion pictures do not encourage youth delinquency and crime. "The crime film of today does not glorify the criminal. It shows the audience that crime does not pay," Hoover added.

The industry has been under attack for many months as being a medium by which improper ideas are communicated to young people. Hoover ridiculed those who have criticized the industry, pointing out that pictures are good as long as they tell the true story of crime and point out the corrective measures.

Hoover also defended radio in his interview with newsmen.

Last week the FBI director appeared before the house un-American activities committee and charged that Hollywood has been influenced to excess by Communists. He was critical of the film colony for the communication of "ideals not true to the standards of American freedom."

His praise of the conduct of film production dealing with crime, however, had no connection with his belief that Communists have a serious grasp upon film production policies on the coast.

A New West Coast Circuit Launched by Sol Lesser

HOLLYWOOD — Sol Lesser, independent producer and formerly one of the west's foremost exhibitors, has launched a new west coast chain, Standard Theatres. Already sites have been purchased in suburban Burbank and Bellflower and in Indio, Calif., on each of which a 1,500-seat house will be erected as soon as materials are available. A. R. Walker is drawing plans for the showcases.

INDUSTRY FINDS MANY WAYS OF MEETING PHONE EMERGENCY

Program Changes Handled Through Use of the Mails, Telegrams and Autos

NEW YORK—The motion picture industry this week found many ways of getting around the telephone strike. As a result of its ingenuity, program changes and advertising schedules were successfully handled, with but few exceptions.

When 90,000 telephone workers in the New York area left their switchboards and maintenance jobs, the film exchanges, home offices, independent exhibitors and circuit headquarters used automobiles, telegrams and the U.S. mail to keep in touch with their out-of-town affairs.

Elsewhere around the country, film people managed to get along in much the same manner.

AFFECTED IN HOLLYWOOD

In Hollywood the strike was proving to be a source of considerable inconvenience to normal studio operations and in some cases had a slowing effect on future production plans, especially on situations where discussions with home office executives were necessary. As a matter of routine, studio heads talked to their New York associates via long distance several times a day. Such calls were impossible in most cases and all inter-city communications were limited to exchange of telegrams.

Employes, particularly extra players living in suburban cities, who were desirous of contacting studios or central casting found themselves stymied as "operator" calls were limited to emergency messages.

The problem in New York was a complicated one. There are approximately 600 theatres serviced out of New York in areas beyond the New York City dial system. These regions are New Jersey, Long Island and upstate New York with about 300 theatres. Staten Island, although one of the five city boroughs, could be reached by New York City, but could not return calls because it has no dial phones.

About 500 theatres are situated in Manhattan, the Bronx, Brooklyn and Queens, and are covered by city dial telephones unaffected by the strike.

MANY PROBLEMS POSED

The problem, therefore, was how to transmit urgent business in a hurry to the theatres and field personnel outside these four boroughs. Here is how some of the exhibitors, home offices and exchanges succeeded.

The Independent Theatre Service, Inc., a booking and buying office with headquarters in New York, had little trouble in keeping its 26 New Jersey accounts supplied with film.

Several unexpected program changes were successfully handled by the exhibitors themselves who came to New York by automobile to return and receive prints. Those who could not make the trip, called one of the Independent employes who lived in a New Jersey area that could be reached by other Jerseyites with dial telephones. Orders and instructions were transmitted and relayed later in the day to the proper New York film exchange.

The Brandt, Fabian and Cinema circuits kept in touch with their out of town theatres through field representatives. These field men made extra trips between their territories and the New York home offices for last-minute instructions.

The Fabian circuit, which has theatres scattered from Virginia to upstate New York, made plans to send home office bookers and buyers into other exchange areas in case the strike was prolonged. These men had full authority to handle all booking details.

During the first 48 hours of the strike, the Fabian circuit found field men, telegrams and the U.S. mail adequate substitutes for the telephone.

The Brandt home office reported that one of its theatres in Westchester county was able to put through an emergency call to RCA's sound department when equipment broke down. This call was placed with the permission of the long distance operator.

The Warner home office in New York was able to keep in touch with the Warner branch in Newark via a direct dial line. And any New York exchange wishing to reach the Warner theatre department in Newark was relayed through this direct wire.

NEW JERSEY BILL AIDS

The fact that the New Jersey legislature passed a bill Tuesday night imposing fines and jail sentences for telephone strikes, must have had a lot to do with the improvement of toll call service to the state on Wednesday. Approximately 6,000 maintenance and clerical workers were ordered back to their jobs by union leaders after the bill was passed. Governor Driscoll deferred signing the measure for one day.

The Walter Reade circuit, which has most of its theatres in New Jersey, didn't take any chances on the quick resumption of phone service in that state. The district managers were given complete instructions during the week at their monthly meeting which fortunately had been scheduled for the second day of the strike. Upon returning to their districts, the managers immediately passed on the home office instructions to the theatre personnel.

Century circuit was in a similar position. Two meetings of district managers had been called for this week. They, too, received all last minute instructions and passed them on to the theatre managers.

DEPEND ON TELEGRAMS

RKO had to lean heavily on telegram service in order to communicate with its theatres far from the home office. While Western Union service took care of matters that could hold a day, it wasn't always the most efficient means of communication for making last-minute shifts.

In several instances when RKO had to make immediate program changes, the Western Union message came too late to pull newspaper advertising which had already gone to press. These were embarrassing and costly delays.

Western Union wasn't at fault. The volume of messages rose 50 per cent during the first 24 hours of the strike in New York City, and 100 per cent out-of-town. The company scoured the employment offices and its own files for additional help. It asked former personnel on the retired list to return to work.

Executives at the MGM exchange and salesmen in other exchanges, relied more on automotive power than on Western Union.

The effect of the strike on the bookers was evidenced in growing piles of mail and telegrams, and also more frequent visits by infrequently seen exhibitors.

Strike and Flood Join As Michigan Hazard

DETROIT—Michigan exhibitors were severely hit by a combination of natural and man-made difficulties of disaster proportions over this past weekend, when the high floods, combined with a hurricane following the earlier blizzard, were followed by a telephone strike that disrupted communications throughout the state.

Despite the difficulty, an early check indicated that the state's motion picture industry was carrying on in the traditional manner of show business, with few reports of theatres actually closed. Result is all the more spectacular, because Michigan, unlike many other parts of the country, is unprepared to cope with flood situations, so rare have they been except in a few special communities.

While flood waters were still rising on some of the rivers, particularly in the Bay city-Saginaw area, at press time, reports up to then indicated that most exhibitors managed to keep their houses open, even though the weather deterred customers from coming out, if they were not actually in a flooded part of their towns. At Mount Clemens, where a large part of the town was under water, all theatres managed to keep operating. At Flint, worst hit of the big cities, the Rialto, State and Strand were reported closed, but other houses were open, according to latest available reports.

Actual conditions were not entirely clear at exchange headquarters, because the telephone strike made communication difficult, with all long distance service of any nature shut off from Detroit for a time.

Seriously Affected In St. Louis Area

ST. LOUIS, MO.—The strike of 8,000 telephone workers in the St. Louis area and the Southwestern Bell Telephone Company's intricate system of interzone toll charges cut off the St. Louis film exchanges from all but the 90 motion picture theatres in the city proper, so far as telephone calls are concerned. This means film managers, salesmen and bookers must communicate by telegraph, letter or personal visits with the other 525 theatres in the St. Louis exchange territory. Only emergency long distance calls are going through.

PREMIUMS ARE ON THE INCREASE AS THEATRES SEEK STIMULANTS

By NATHAN COHEN

What is the situation, nationally, regarding the use of premiums and giveaways to stimulate business in the motion picture theatre?

Are exhibitors in a wholesale return to the prewar practice of building boxoffice returns with bank nights, dish nights, bingo, cooking schools and other types of extracurricular attractions? If the trend is toward this type of stimulant, is it national in scope or confined merely to those regions in which the giveaway has been popular with audiences in the past?

These are some of the questions BOXOFFICE last week asked its nationwide staff of correspondents.

The answers can be summarized with a single sentence:

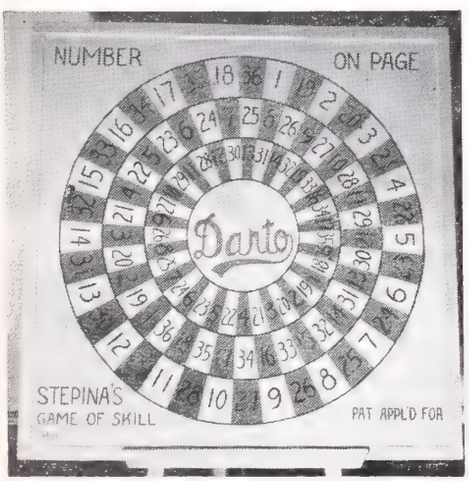
TREND IS STRONG

In motion picture theatres across the country, there is a strong undercurrent of support to the use of giveaways, in great variety; the trend is stronger in those areas where exhibitors in prewar days offered such trade stimulants, and in many sections theatre men appear to be ready to join the premium line the moment business takes a serious dip.

In New England, where premiums have been extremely popular with patrons and were offered even during the war years, in the Cleveland district, in the Albany exchange district, in the Wisconsin and Minnesota region, and in and near Pittsburgh, theatres have been at the head of the premium parade.

On the other hand, there is plenty of evidence that some sections of the country—at the moment, at least—will have no part of the premium business. In Texas, the report is that exhibitors are giving virtually no consideration to giveaways. Exhibitors coming in to Dallas' Filmrow indicated during the week that, while business wasn't what it has been, they intend to hold out a long, long while before being forced into taking the giveaway route. Bank night has been ruled illegal in the state.

Indianapolis, Little Rock, Wichita, Miami, the Rocky Mountain states region, Yakima, outstate Michigan—these are some of the widely separated spots where exhibitors have reported "nothing doing" on premiums. But to each of these reports is attached a rider—if business gets bad, dish nights, bank nights where they are legal, cooking schools and giveaways will bound back into the routine of building boxoffice attractions.



This is the Darto board, main prop of one of the new theatre games. A patron tosses a dart, and the number hit indicates the audience winner.

Premiums at a Glance

There is a genuine drift toward the use of premiums, giveaways and other stimulants to boost theatre business.

New England leads in the percentage of theatres offering giveaways to patrons.

Merchandise is still difficult to obtain, but premium dealers report they are able to handle old customers and are accepting new accounts. It will be two years before dinnerware becomes available in steady supply.

Exhibitors in many areas where premiums are not in vogue indicate they will join the giveaway brigade if business falls off seriously.

A number of large circuits, both independent and affiliated, are in the current group of theatres participating in giveaway activities.

CITE PROTECTIVE NEED

In Cleveland it is estimated that at least 85 per cent of the 91 independently owned neighborhood houses use some sort of business builder other than motion pictures, one or more nights a week. Types of giveaway vary but the best draw is the cash prize. All are similar to bank night, with weekly accumulated sums reserved for registered patrons. Dinnerware giveaways are popular and at the moment the big premium deal is a combination of a nationally advertised brand of pressure cooker and a metal shopping cart, offered by Jack Gertz, head of Theatre Films. Some 35 theatres in the Cleveland area contracted for the deal.

The reason Cleveland exhibitors give for the double feature, giveaway practices is, "Our competitors do it, so we have to keep in step to protect ourselves."

In the New England area, exhibitors apparently accept giveaways as a boxoffice necessity. There are probably more theatres participating in various merchandise deals than anywhere else in the country. One premium dealer, Harry Germaine of the Price Corp., said his company had sold premiums all through the war years and that while new accounts are "slow in coming in right now," houses which offered giveaways are continuing them. Meyer Ruttenberg of Coulter Premiums said New England theatres had never drifted away from premiums, while Sam Davidson who operates Cameo Screen Attractions not only held to this view but said that, with product becoming available in larger quantities, his staff is working on a 24-hour basis filling orders for theatres.

In the New Haven exchange district a tendency to reintroduce giveaways has been evident several months among the outstanding neighborhood theatres. The Fishman Dixwell Playhouse in New Haven and the Rivoli in West Haven have started a midweek dish night. Johnson's Strand in Hamden, Parkway in Bridgeport and the Lyric and Webster in Hartford recently introduced dish nights. At the Paramount in New Haven, a radio quiz with cash prizes has been introduced as a Wednesday night draw. The Astor in Hartford and the Music Box in New Britain are building children's business by giving away hobby horses on Saturdays.

The Michigan report is that an immediate trend toward premium use is not discernible. The use of giveaways is largely centered in Detroit houses, and a number of neighborhoods recently have inaugurated two and three days a week of giveaways, often tied in with change of program.

LOOMS IN PITTSBURGH

Gossip along Filmrow in Pittsburgh has it that premiums will be introduced at an early date "to hold the summer trade." Some of the early starters are offering bicycles, pressure cookers and shopping carts. This same tendency holds in the Minneapolis exchange area. Some of the independent circuit executives this week said that it is only because merchandise is not available that they haven't inaugurated the giveaways. Bennie Berger of the Berger circuit said the trend is definitely on its way to giveaways on midweek dates.

George Germaine, manager for the W. R. Frank chain, said his company "is strong" for returning to premiums, but that because of a limited supply of merchandise has delayed the program.

Independent exhibitors are not alone in turning to giveaways. The circuits in the Albany exchange area have joined with the independents in stimulating business by way of giveaways. Fabian's Leland Theatre for some weeks has been advertising banko on Monday and bingo on Wednesday. The biggest giveaway in the area, however, was promoted by the four Warner theatres—an "Easter Shower" on April 3. The Strand, Ritz, Madison and Delaware were linked by telephone wires as the drawings were called for such merchandise as a refrigerator, mangle, radiophonograph, vacuum cleaner and 40 other prizes.

SOME NOVEL IDEAS

While the attractions for these giveaway nights around the country generally follow the same pattern—bank night, bingo, dishes—some novel ideas have been developed by exhibitors to add dressing to their giveaway programs. The Victoria Theatre in Oklahoma City several weeks started a "gift night" show with each patron handed an envelope containing from one cent to $10 or a certificate for merchandise on display in the lobby. A deal with merchants in the neighborhood provided the merchandise. Foto Pay day is another method used, with patrons turning in their photographs for a drawing, with the exhibitor reserving the right to use the pictures for publicity purposes.

Darto, a new game for giveaway purposes, has been introduced this spring through Julian King of King Enterprises, Screen Guild franchise holder in three territories. The game was invented by Jimmie Stepina of the Aztec Theatre, Shawnee, Kas., where he has used it for months. It is an audience participation game, consisting of a board which registers both a page number and a line number of patron registrants at which darts are thrown by some member of the audience. The winner is the patron whose number is pierced by the dart. Dealers, in 15 exchange cities already have undertaken distribution of the game.

WARNER BROS.' TRADE SHOWINGS OF

DENNIS MORGAN · JANE WYMAN

JANIS PAIGE · BRUCE BENNETT

in

"CHEYENNE"

with

ALAN HALE • ARTHUR KENNEDY

MONDAY, APRIL 21st, 1947

CITY	PLACE OF SHOWING	ADDRESS	TIME
Albany	Warner Screening Room	79 N. Pearl St.	12:30 P.M.
Atlanta	20th Century-Fox Sc. Rm.	197 Walton St. N.W.	2:30 P.M.
Boston	RKO Screening Room	122 Arlington St.	2:30 P.M.
Buffalo	Paramount Exchange	464 Franklin Street	2:00 P.M.
Charlotte	20th Century-Fox Sc. Rm.	308 S. Church St.	10:00 A.M.
Chicago	Warner Screening Room	1307 So. Wabash Ave.	1:30 P.M.
Cincinnati	RKO Screening Room	Palace Th. Bldg. E. 6th	8:00 P.M.
Cleveland	Warner Screening Room	2300 Payne Ave.	1:30 P.M.
Dallas	20th Century-Fox Sc. Rm.	1803 Wood St.	10:00 A.M.
Denver	Paramount Sc. Room	2100 Stout St.	2:00 P.M.
Des Moines	20th Century-Fox Sc. Rm.	1300 High St.	12:45 P.M.
Detroit	Film Exchange Bldg.	2310 Cass Ave.	2:00 P.M.
Indianapolis	Paramount Sc. Room	116 W. Michigan St.	2:00 P.M.
Kansas City	20th Century-Fox Sc. Rm.	1720 Wyandotte St.	1:30 P.M.
Los Angeles	Warner Screening Room	2025 S. Vermont Ave.	2:00 P.M.
Memphis	20th Century-Fox Sc. Rm.	151 Vance Ave.	10:00 A.M.
Milwaukee	Warner Th. Sc. Rm.	212 W. Wisconsin Ave.	2:00 P.M.
Minneapolis	20th Century-Fox Sc. Rm.	1015 Currie Ave. N.	2:00 P.M.
New Haven	Warner Th. Proj. Rm.	70 College St.	2:00 P.M.
New Orleans	20th Century-Fox Sc. Rm.	200 S. Liberty St.	1:30 P.M.
New York	Home Office	321 W. 44th St.	2:30 P.M.
Oklahoma	20th Century-Fox Sc. Rm.	10 North Lee St.	1:30 P.M.
Omaha	20th Century-Fox Sc. Rm.	1502 Davenport St.	1:00 P.M.
Philadelphia	Vine St. Sc. Room	1220 Vine St.	2:30 P.M.
Pittsburgh	20th Century-Fox Sc. Rm.	1715 Blvd. of Allies	1:30 P.M.
Portland	Jewel Box Sc. Room	1947 N.W. Kearney St.	2:00 P.M.
Salt Lake	20th Century-Fox Sc. Rm.	216 East 1st South	2:00 P.M.
San Francisco	Republic Sc. Room	221 Golden Gate Ave.	1:30 P.M.
Seattle	Jewel Box Sc. Room	2318 Second Ave.	10:30 A.M.
St. Louis	S'renco Sc. Room	3143 Olive St.	1:00 P.M.
Washington	Earle Th. Bldg.	13th & E Sts. N.W.	10:30 A.M.

Men and Events

By JAMES M. JERAULD

It's a Controversy

LISTEN to some of the high powered sales executives and equally high powered publicists and it will be possible to become convinced that there is something new about leasing a theatre to show a picture. Some of the younger men say it's brand new—an invention of Samuel Goldwyn for "Best Years of Our Lives"; that David O. Selznick copied it for "Duel in the Sun," and more along these lines.

"Ho, hum!" remark the veterans, " 'Birth of a Nation' was shown in this way in 1915. 'The Covered Wagon' was shown on this basis by J. J. McCarthy for Paramount in 1923, and there have been others."

Gradwell Sears, Capt. Harold Auten and Paul Lazarus jr. don't mind pointing out that United Artists has been showing "Henry V" in leased houses for more than a year with a very handsome net profit.

Even the massed regional openings for "Duel in the Sun" now planned are not exactly new. In fact, there are so many precedents in this business that it's hard to find anything really new. S. Barret McCormick really put massed regional openings on a modern basis with radio co-operation when "Hitler's Children" came out. There have been a number of them since, including "Caesar and Cleopatra" and the 46 regional bookings in Pennsylvania for "The Fabulous Dorseys."

* * *

'Outlaw' Repercussions

REPERCUSSIONS from the banning of "The Outlaw" in New York City by License Commissioner Benjamin Fielding continue to pop up. The first one came when a bill was introduced in the last session of the legislature to permit the state censors to ban a picture if they found the advertising objectionable. This bill became lost in the legislative shuffle.

In the meantime Howard Hughes has had a suit before the New York supreme court seeking a writ to prevent the license commissioner from threatening to withdraw theatre licenses if any attempt were made to show the picture in the city. The court has refused to interfere and has upheld the commissioner's right to revoke a license.

This, in effect, permits local censorship of pictures in addition to the state censorship, unless it is upset on appeal.

* * *

Don't Damage Sagebrush

IF anybody is planning an automobile trip to the coast, we wish they would take along a couple of "No Trespassing" signs for us and erect them within "Section 1, New Mexico Meridian, New Mexico, Township four North, Range twelve West." This piece of land is 208.71 feet square and up to March 15, 1947, was owned by the Santa Fe Railroad.

It's all right for our friends to shoot a couple of gophers and to camp out over night after shooing the rattlers and gila monsters away, but we're very fond of sagebrush, so don't use it for campfires.

The Sea of Grass Land Co., headed by Howard Dietz of MGM, and with Herbert Crooker, as vice-president, deeded this property to us. Herb's other job is MGM publicity manager.

Maggie McNellis, radio commentator, and a large number of newspaper writers have come into possession of adjoining acres in the past couple of weeks with the result that the Sea of Grass Land Co. has garnered an enormous amount of publicity by air and in print.

The net result is that the public at large has become acutely aware of the existence of an MGM picture called "Sea of Grass," another of those coincidences which Dietz arranges with consummate skill from time to time.

* * *

Belated Raises

CANADIAN exhibitors whose admission scales were controlled by the government during the war are now raising prices from three to five cents all along the line to make up for some of the rise in operation costs. They are doing it regretfully, because there is price resistance in both Canada and the U.S. these days, and in many lines of business in both countries there is pressure for reductions.

Exhibitors in this country who are watching what seems to be two conflicting price tendencies will do themselves a favor before following the Canadian example, if they remember that up there wartime advances were barred.

* * *

Prejudices Fall Away

SOME surprising changes in the exhibition map are taking place without attracting much attention. One of these is the spread of so-called art theatres. "Henry V" caught the fancy of many neighborhood exhibitors, even if they didn't succeed in booking it. Increasing numbers of English pictures are getting this type of booking. Some of the recent French and Italian films have received so much critical attention they have received bookings.

On top of this the leasing of theatres for advanced-price roadshows has disturbed the routine of many operators. Pictures with all-colored casts also are getting more circulation.

One result is that out-of-the-ordinary features are going into neighborhoods and towns where there was a prejudice against them hardly more than a year ago.

(The more this is recognized, the less will be the danger to the industry in local, state or federal legislation aimed against it.)

* * *

Sole Owner of One Town, He's Mayor of Another

Rolla, Mo.—R. E. Carney, realtor and owner of the Rollano and Uptown theatres here, has the distinction of being the owner of one Missouri town and the mayor-elect of another.

He attracted nationwide attention some months ago when he purchased the town of Arlington, Mo., at a sheriff's sale for $10,000.

In the municipal electons here he was elected mayor of Rolla by a 540-vote margin over J. E. Ashton.



"HE LOOKS LIKE YOU" — William Elliott, who stars with Vera Ralston and John Carroll in Republic's "Wyoming," interrupts a chat with James R. Grainger, vice-president in charge of distribution. The photo Elliott is holding is of Edmund Grainger, James R.'s son, who is scheduled to start producing "The Fabulous Texan" soon.

German Market Opening

PROSPECTS are brightening for reopening of the German film market, at least in the U.S. and British zones. What will happen in the Russian zone probably will become clear after a peace treaty has been agreed upon. Irving Maas, vice-president of the Motion Picture Export Ass'n, has flown to Germany for conferences with military authorities on the resumption of distribution.

There probably will be very little opportunity to take actual cash out of that market for a long time, but re-establishing distribution on a private basis for the first time since Hitler's rise to power is considered important for future trade possibilities.

* * *

Mexico 16mm Shows Hit

MEXICO'S union projectionists have set out to put a complete ban on public 16mm shows in their country. The results will be interesting. Unions down there have considerable power with public officials and don't hesitate to use it, but often their mercurial actions are followed by some kind of a compromise.

A successful ban on 16mm theatre shows in the numerous sparsely populated communities where they have been spreading might have an effect in other Latin countries.

* * *

Legislatures Quitting

EXHIBITORS will start breathing easier in the next four weeks. Seventeen of the 44 state legislatures in session have adjourned and six more are scheduled to quit in two weeks. Others will follow rapidly. Tax measures are still pending in a number of them.


IT HAPPENED IN BROOKLYN
I LOVE YOU XXX



MONEY GROWS IN BROOKLYN!

Not since M-G-M's "Anchors Aweigh"
Has there been such good fun on the screen!
"IT HAPPENED IN BROOKLYN" is a BIG hit
Because its got happiness for the masses!
Happy Stars! Happy Songs! Happy Romance!
From Coast to Coast it's packing theatres!
Great names—plus a *new* star!
Peter Lawford is the fastest-building box-office favorite in America today! He's in good company here with Sinatra, Grayson, Durante—all at their best!
This is what the public wants!

★

Screen Play by Isobel Lennart • Based on an Original Story by John McGowan • Directed by RICHARD WHORF • Produced by JACK CUMMINGS
A Metro-Goldwyn-Mayer Picture

LITHO U.S.

20th-Fox to Pierce 'The Iron Curtain'

HOLLYWOOD—Inspired by the recent report of J. Edgar Hoover to the House committee investigating un-American activities, 20th Century-Fox will produce a picture titled "The Iron Curtain," which will undertake to expose the past and current activities in this country and Canada of Russian espionage agents.

Plans for the daring feature were revealed by Darryl F. Zanuck, 20th-Fox vice-president in charge of production, who personally will supervise its making and who tentatively has assigned Sol Siegel to produce the film. Fundamental source material will be the report of FBI Chief Hoover as well as the report of the Royal Canadian Commission which was formed to investigate the work of the notorious Russian spy ring which was exposed in the Dominion at the close of the war.

In revealing plans for the picture, Zanuck stressed that it will not be a spy scare story but will concern itself with actual facts outlined in the Hoover and Canadian reports. Documentary technique will be employed, such as was used in "The House on 92nd Street," "13 Rue Madeleine," and "Boomerang" and most of the filming will be on actual locations in this country and Canada. Currently Col. Jason Joy, the studio's liaison with Washington, and Anthony Muto, Washington bureau chief of Movietone News, are in the national capital laying ground work for the picture, while Martin Berkeley has been assigned to write the first draft of the script. Zanuck plans to have the venture before the cameras by midsummer.

FWC Pilots May Strike Over Candy Profit Cut

LOS ANGELES—With feelings brought to the boiling point because Fox West Coast theatre managers were made to take a 20 per cent cut in their participation in candy revenues, looming anew is the possibility of a local managers' strike.

Grievances of the managers were aired at a mass meeting called by the Associated Theatre Operating Managers which was attended by a majority of FWC house managers as well as those from several smaller circuits. ATOM was organized in October 1945, its initial membership largely comprising FWC managers, and it now claims a membership of more than 250. Since its organization the guild has attempted informal negotiations with circuit heads on wages, working conditions and hours, without accomplishing much definite action, albeit from time to time there have been talks of the possibility of a strike unless the circuit recognized the association as the bargaining agent for house managers.

Following the mass meeting ATOM spokesmen declared that another effort would be made to negotiate with Charles Skouras, president of FWC as well as National Theatres, and with the heads of other circuits, before any strike action is taken. ATOM desires a contract with the circuits providing for higher wages, shorter hours, better working conditions and, above all, restoration of the cut in their share of the take on the sale of candy and popcorn.

Prior to that cut FWC house heads drew five per cent of the sweets counter take which two weeks ago was sliced to four per cent.

Preceding the mass meeting ATOM addressed an "open letter" to Skouras vehemently and bitterly indicting the circuit chief for having cut their income and declaring, in part:

"Recently your company announced that it would arbitrarily cut the candy income of the theatre managers by one-fifth and that of this 'cut' one-half would go to your executives, the district managers, and one-half to the welfare fund, for which the theatre managers have already paid their proper part.

"You must know that the theatre managers are underpaid to start with and work a greater number of hours than any employes in your organization.

"They developed this candy business, and the five per cent commission has always been considered as part of their salaries.

"You are making more money than you ever made before, and at this time you mar that wonderful record by taking needed dollars away from the loyal theatre managers who helped you make Fox West Coast what it is today."

National Screen to Hold International Meeting

NEW YORK—National Screen Service will hold its 1947 international convention at the Drake hotel, Chicago, April 17 to 19, according to Melvin L. Gold, director of advertising and publicity. The meeting will feature the annual discussion of policy with regard to sales and service. National Screen salesmen, branch managers and home office officials are scheduled to attend the meetings. John R. McPherson and Arnold Williams, the company's co-managing directors in London, will also be present.

Joseph A. Wolfe Named As Treasurer of NSS

NEW YORK—Joseph A. Wolfe, controller for National Screen Service, has been named as treasurer by the board of directors. Herman Robbins, president, made the announcement. Wolfe has been with National Screen since 1944. He started as chief accountant and a year later was named controller. He was with the Treasury department before joining National Screen and his background experience includes the fields of accounting, bank examining and business management.

Ohio Censor Board Bans RKO's 'Born to Kill'

COLUMBUS, OHIO—The Ohio Board of Censors has rejected in its entirety RKO's "Born to Kill" with Lawrence Tierney and Claire Trevor. This is believed to be the first time in several years that a feature from a major studio has been rejected by the Ohio board. Censors pointed out that the rejection is not necessarily final, since the film may be reconsidered if the producer files an appeal. RKO has not indicated whether it will make an appeal.

Film Industry Invited to Join In Creating Edison Foundation

NEW YORK—Plans for the film industry's participation in formation of the Thomas Alva Edison Foundation as a memorial to the inventor were discussed at a luncheon given Wednesday at the Hotel Plaza by Maj. Gen. Edward F. Curtis, vice-president of Eastman Kodak Co. He is chairman of the motion picture section of a campaign to raise a fund of $2,590,000 to support the project for the first ten years.

A quota of $400,000 has been set for the film industry, with the hope that $300,000 of this will be provided by corporations and $100,000 by the artists in the business.

Philip D. Reed, chairman of the board of General Electric and industrial chairman of the campaign, pointed out that Edison's basic inventions made possible the foundation of at least 30 of America's greatest industries. He said that Harvey Firestone jr. and other backers of the project felt that a foundation that would stimulate interest in inventions by young men and women would be a great thing for the country. He said that before the war American industries spent $200,000,000 annually on research and are now spending $1,000,000,000.

"FILM INDUSTRY FOUNDER"

"Much of this research," he said, "is done by mathematical calculation. There is great danger that youngsters may think there is no longer room for the empirical trial and error approach of Edison. There is. Edison's experiments often led to surprise inventions that he had not foreseen. It's still possible to do this and it is important that it should be done."

General Curtis said: "If ever an individual could be called the founder of the motion picture industry, Edison is that man. All of the great amount of commercial work that has been accomplished in the motion picture field has been attained through the use of Edison's basic apparatus and methods licensed under his patents."

He listed the objectives of the proposed foundation as:

1. To preserve the Edison library and laboratory at West Orange, N. J.
2. To establish the Edison Center for Invention, Discovery and Research.
3. To restore the nationwide Edison scholastic competition.

AMONG THOSE ATTENDING

Among the guests at the luncheon were: J. Cheever Cowdin, chairman of the board of Universal-International; Francis Harmon, vice-president of the MPA; W. C. Michel, vice-president, 20th-Fox; Ralph Poucher, Republic Pictures; Abe Schneider, vice-president, Columbia Pictures; Adolph Zukor, chairman of the board of Paramount; W. J. German of J. E. Brulatour, Inc.; Matthew Fox, vice-president of Universal-International; Jack Alicoate, Film Daily; Terry Ramsaye, Motion Picture Herald; Charles Lewis, Showmen's Trade Review; J. M. Jerauld, BOXOFFICE.

Fund headquarters have been established at 112 Park Ave., New York City.

Expect 1,200 to Attend Variety's Convention

LOS ANGELES—Most recent estimates set at 1,200 the number of leading exhibitors and distributors representing Variety Club tents who will attend the international convention here May 13-17.

"The Strange Woman" is a Hunt Stromberg production. "The Strange Woman" stars Hedy Lamarr. "The Strange Woman" is doing outstanding business all over the country. "The Strange Woman" is an exhibitor's picture.

"Dishonored Lady" is a Hunt Stromberg production. "Dishonored Lady" stars Hedy Lamarr. "Dishonored Lady" will equal—or better—the business now being done by "The Strange Woman". That's a promise from

UA!

Prefer Live Telecasts to Film Programs

B&K Learns About Video Audiences Likes and Dislikes

CHICAGO—Although some television executives have indicated that the industry in its early stages will have to depend upon films for the great share of its telecasts, motion picture programs are the least desired by owners of television sets in this area.

In the first complete survey to be made of a television audience—undertaken by Balaban & Katz's WBKB—set owners preferred remote shows, i. e., programs telecast from on-the-spot events. Their second choice was live studio shows, while film shows were third.

The survey, directed by W. C. Eddy, the station's director, gave exhibitors and radio people here their first detailed analysis of the likes and dislikes of television audiences as well as indicating the competition which video may provide for motion picture theatres. One point is certain, set owners apparently prefer to see their films in a theatre, and not on a television screen. The questionnaire was mailed to 1,071 persons who own television receivers in this trade area. Forty per cent mailed back their answers.

Here are some of the highlights of the report:

1. Television audiences are largest on Sunday and Friday nights, with Saturday night the poorest. Afternoon listening is about the same during the week. There is little audience for television before noon or in the late afternoon and early evening hours. Best listening hours are from 2 p. m. to 5 p. m. and from 7 p. m. to 11 p. m.

2. The 30-minute program is preferred, with 15-minute shows next. On sporting events, however, the listeners desire to have the entire event covered. This strengthens the opinion held by many film executives that feature films are too long to hold the interest of living room audiences.

3. First in audience appeal are comedy programs, followed closely by musicals, audience participation shows and mysteries. For news, the newsreel is preferred to straight commentary or illustrative commentary.

4. Musicals are the preferred film telecasts, followed by comedy, drama and travelogs in the top bracket. Only 22 set owners indicated they wanted cartoons. Movie serials were preferred on a daily basis by 115 persons.

Sifted down, the report emphasizes the fact that the television audience wants a full view of Chicago—entertainment, sports, public events and educational facilities. The figures also revealed that the present television audience averages 12,000 nightly, with two-thirds of the sets in homes and the remaining one-third in places of business.



Customers in a Chicago tavern watching a television broadcast.

As WBKB executives anticipated, remote shows, particularly sports, rated tops with 50 per cent of the receiver owners. Live shows rated 30 per cent and film shows 20 per cent. However, viewers did not indicate they wanted sports to the exclusion of all other features. It was noticeable that educational and news shows originating in the studios were desired by a great many of the television set owners.

Commenting on this trend, Eddy pointed out that WBKB at present looks to remotes to provide program events of proved popularity. Features to be covered are selected on the basis of boxoffice appeal and already commercially successful.

New schedules at WBKB, in keeping with survey results, will also carry more dramatic productions. As station income increases, production budget will increase and shows can be expected to take on that polish now found to a greater degree in remote shows.

Latest Data in Video, Projection, Recording on the SMPE Agenda

CHICAGO—New developments in photography, sound recording, laboratory processing, sound reproduction, projection, television and other arts and sciences related to the production and exhibition of motion pictures will be described in the 69 technical papers submitted for delivery at the 61st semiannual convention of the Society of Motion Picture Engineers to be held April 21 to April 25 at the Drake hotel, according to Gordon A. Chambers, chairman of the papers committee.

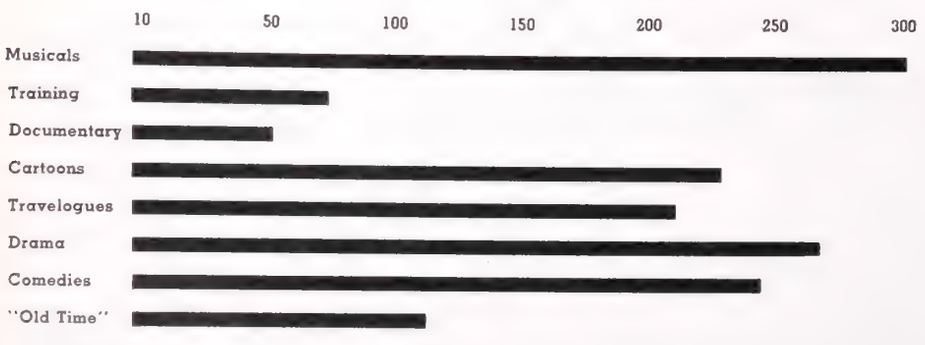
Approximately half of the scheduled papers deal with the production and uses of 8mm and 16mm films. Titles on the tentative program are "Special Adaptations and Application of 16mm Motion Picture Cameras to Medical and Scientific Needs," by Mervin LaRue sr. of Chicago and Mervin LaRue jr. of Bell & Howell Co.; Educational Films for a Democratic Tomorrow," by Eddie Albert, Hollywood actor; "Psychology of the Sound Film," by L. Mercer Francisco of Francisco Films, Chicago; "Movies on Wheels—Sound Pictures for Passenger Trains," by John G. Bitel of Comprehensive Service Corp. of New York, and "Training Film Production Problems," by Reid H. Ray of Ray-Bell Films, Inc. of St. Paul.

J. L. Pettus and L. T. Sachtleben of the RCA film recording section, will describe a variable-area recorder optical system permitting the recording of either negative or direct-positive sound track, John G. Frayne of Western Electric Co. will talk on a new portable 16mm sound recording system and M. E. Collins of RCA's Hollywood engineering staff will discuss a line of compact lightweight recorders for both 35mm and 16mm film.

Other papers on the tentative schedule include "My First Fifty Years in Motion Pictures," by Oscar B. Depue of Chicago; "Television Studio Lighting," by Captain W. C. Eddy, director of Station WBKB in Chicago, and "Television Remote Operation," by A. H. Brolly, chief engineer of WBKB. Many of these papers will be supplemented by demonstrations and exhibitions of the apparatus discussed.

The convention will open with a "get-together" luncheon on April 21 with technical sessions scheduled for the afternoon and evening. These sessions will continue both mornings and afternoons April 22, 23, 24 and 25. The society's 61st semiannual dinner dance will be held in the evening of April 23.

Types of Video Programs Desired in Chicago



Constantly hitting NEW HIGHS in Comedy!



COLUMBIA PICTURES presents

BLONDIE'S HOLIDAY

Based on the comic strip "BLONDIE" created by Chic Young

PENNY ARTHUR LARRY

with SINGLETON · LAKE · SIMMS

MARJORIE KENT · JEROME COWAN · GRANT MITCHELL

Original Screenplay by Constance Lee

Directed by ABBY BERLIN

Definitely proved by survey!*

MORE WOMEN, BY FAR, READ "BLONDIE" THAN ANY OTHER COMIC STRIP!

* **The Continuing Study of Newspaper Reading.**

Film Salesmen Seek Labor Contracts



Colosseum of Motion Picture Salesmen of America, executive board, meet at Hotel Continental, Chicago. Clockwise from left to right: Edgar E. Shinn, Paramount, New Orleans; David Beznor, attorney, Milwaukee; Barry Goldman, Monogram, Washington, D. C.; D. J. Edele, Warner Bros., St. Louis; Frank Salley, RKO, Atlanta; Arthur M. Van Dyke, 20th-Fox, Chicago; N. Provencher, United Artists, Milwaukee; Ross Williams, United Artists, Cincinnati; Pat Halloran, Universal, Minneapolis; Richard Lange, RKO, Los Angeles; Floyd Bernard, 20th-Fox, San Francisco; Mel F. Kellar, Warner Bros., Portland. Others present not in the picture were Sam Resnick, Kansas City, and Joel Bluestone, New Orleans.

CHICAGO—Arthur M. Van Dyke, sales manager of 20th-Fox Chicago exchange and national president of the newly activated Colosseum of Motion Picture Salesmen of America, salesmen's union, heads a three-man committee which will seek to negotiate labor contracts with distributors. Serving with him are: N. Provencher, Milwaukee, national executive secretary, and M. F. Kellar, Portland, Ore., national vice-president. Their legal adviser is David Beznor of Milwaukee, Wis.

The committee was appointed by the executive committee at a meeting held here at the Continental hotel. It will seek audiences with distributors in New York home offices within the near future.

Bargaining strategy was discussed by the 13 members of the executive committee who convened here from many sections of the country.

Map Appeal After Theatre Is Closed In Test of St. Louis Building Code

ST. LOUIS—In a test case, with the same restrictions possibly applying to a number of other St. Louis houses, the Robin Theatre was closed Wednesday night by police on orders of the city counsellor's office after a report by the city fire marshal that its construction does not conform to certain requirements of the new city building code.

Circuit Judge Ward continued until April 17 his hearing on application of the theatre owners, Arthur F. D. Kalbfell and Marie K. Wimberley, for an injunction to restrain police from interfering with operation of the theatre. The judge declined to issue a temporary injunction.

If the jurist finally refuses to grant the injunction and the theatre is forced to close permanently pending complete rebuilding to conform to the restrictions of the new code, the issue may be taken all the way to the Missouri supreme court, possibly to the highest federal tribunal.

That is the viewpoint expressed here by observers, who see in the Robin test case a constitutional point of confiscation of property without due process of law.

Jack Rosenfeld Becomes Herald Sales Manager

NEW YORK—Jack Rosenfeld has joined Herald Pictures as sales manager in charge of the company's first release, "Boy, What a Girl!" according to Jack Goldberg, president. The company has opened national sales offices at 630 Ninth Ave.

'Dickie' of the 7 Little Foys Dies Suddenly in Dallas

DALLAS—Richard E. "Dickie" Foy, manager of the downtown Palace for Interstate and "littlest" of the famous Seven Little Foys of vaudeville fame, died here suddenly Good Friday following a cerebral hemorrhage. He was 42.

Son of the late Eddie Foy, Dickie was casting director at Warner studios in Hollywood during the early days of sound. He later managed the Globe Theatre in New Orleans, coming to Dallas in 1933, when he managed five theatres for Interstate circuit before moving downtown to the Rialto and Melba, and finally to the circuit's important Palace.

Gerald Akers Is Dead

SAN FRANCISCO—Gerald "Jerry" Akers, nationally known motion picture and radio showman since 1914, died here of a heart attack last week. In the radio business since 1926, when he resigned as western division manager for Paramount, Akers reached the first milestone in his career when he became branch manager for the company in Omaha. After serving in the same capacity in Kansas City, he was transferred to the home office where, in 1920 he became assistant sales manager. It was after this appointment that Akers was named sales manager for Paramount's Canadian offices. Following his resignation from the firm in 1926, he became active in radio in Phoenix, Denver and San Francisco.

Review >> << Flashes

CALCUTTA (Para)—It's the locale—and the lavish production accoutrements devoted thereto—which save this from being a mere run-o'-mill whodunit, because, as concerns story, there is little to distinguish it from ordinary murder mysteries. Such handsome mountains and the fact that two of the toplines are filled by popular male stars elevate the offering slightly above the formula classification to which its plot relegates it. Alan Ladd, Gail Russell, William Bendix, June Deprez, Lowell Gilmore. Directed by John Farrow.

GINGER (Mono)—Another of the animal cycle pictures, using an engaging but not exceptionally talented mutt with a group of child actors about which the same must be said. Frank Albertson's prizefighting scene is the best part of the picture—but he is ruled out because of bad eyes and becomes the keeper of the local dog pound. Frank Albertson, Barbara Reed, Johnny Calkins, Janet Burston, Gene Collins. Directed by Oliver Drake.

HARD-BOILED MAHONEY (Mono)—First they were the Dead End Kids, then the East Side Kids, and now they are the Bowery Boys, but they still resort to mugging and the same brand of slapstick humor to get laughs. While their latest knockabout programmer is too juvenile for sophisticated patrons, it's made-to-order for the neighborhood or small town houses where the youngsters predominate. Leo Gorcey, Huntz Hall, Gabriel Dell, Bobby Jordan, Betty Compson. William Beaudine directed.

HOMESTEADERS OF PARADISE VALLEY (Rep)—Its title telegraphs the fact that this is a western and at the same time much of the nature of the formula plot—that standard set of situations in which our hero saves the harassed homesteaders from the machinations of the heavies who are undertaking to gouge them by monopolizing the water rights. Let it be noted that the film is one of the Red Ryder series with Allan Lane in the title role. Allan Lane, Bobby Blake, Martha Wentworth, Ann Todd, Gene Stutenroth.

JEWELS OF BRANDENBURG (20th-Fox)—Cleverly conceived is the story from which stemmed this tense melodrama about desperate jewel thieves, and as a companion piece it should prove a treat for the fans who relish their cops-and-robbers fare in an international setting and with a cloak and dagger garnishment. In the less important dual situations, the offering, properly merchandised, easily could go top side. Richard Travis, Micheline Cheirel, Carol Thurston, Leonard Strong, Fernando Alvarado. Eugene Forde directed.

VIOLENCE (Mono)—This picture starts out with a good idea on a current subject but in the telling doesn't quite make the grade as top film fare. Story deals with the United Defenders, typical racketeering gang of thugs who, for a price, will use their organization for any sort of fascist activity. In spite of its faults the picture manages to convey a constructive message. Nancy Coleman, Michael O'Shea, Sheldon Leonard, Peter Whitney, Emory Parnell. Bernard Brandt directed.

These reviews will appear in full in a forthcoming issue of BOXOFFICE

COLUMBIA PICTURES

Announces

THAT PRINTS OF THE FOLLOWING PICTURES ARE NOW AVAILABLE IN OUR EXCHANGES FOR SCREENINGS!

Bulldog Drummond at Bay

with ANITA LOUISE

Pat O'Moore · Terry Kilburn · Holmes Herbert

and introducing

RON RANDELL

as Bulldog Drummond

Screenplay by Frank Gruber

Based upon the novel by Sapper

Directed by SIDNEY SALKOW

Produced by LOUIS B. APPLETON, JR.

and BERNARD SMALL

FOR THE LOVE OF Rusty

with

TED DONALDSON · TOM POWERS · ANN DORAN

AUBREY MATHER · SID TOMACK

Original screenplay by Malcolm Stuart Boylan

Directed by JOHN STURGES

Produced by JOHN HAGGOTT

CHARLES STARRETT as The Durango Kid · SMILEY BURNETTE The West's No. 1 Comic

in

LAW OF THE CANYON

with

NANCY SAUNDERS

BUZZ HENRY

TEXAS JIM LEWIS AND HIS LONE STAR COWBOYS

Original screenplay by Eileen Cary

Directed by RAY NAZARRO

Produced by COLBERT CLARK

COLUMBIA PICTURES



YATES AND GRAINGER PRESIDE—Herbert J. Yates, president of Republic Pictures, addressed the company's eastern sales meet at the New York Athletic club. James R. Grainger, executive vice-president and general sales manager, presided at the two-day meeting which was attended by division managers and district managers in the eastern, New England and central districts. Seated, left to right: Mickey Isman, assistant general manager of Empire Universal Films, Ltd.; William Martin Saal, executive assistant to Yates; A. W. Perry, president and general manager of Empire Universal; James V. O'Gara, eastern division manager; Yates, Grainger, Edward L. Walton, assistant general sales manager; Walter L. Titus jr., southern division manager; Jake Flax, Washington branch manager, and Irwin H. Pollard, Detroit branch manager. Standing, left to right: John Petrauskas jr., company treasurer; Norman Levin, Cleveland branch manager; Frank Dervin, district manager; Herbert Schaefer, Boston branch manager; Arthur Newman, Albany branch manager; John Alexander; John Curtin; Leon Herman, Buffalo branch manager; Sam Seplowin, central district manager; William Feld, Pittsburgh branch manager; William P. Murphy, New York branch manager; Richard Yates, Maxwell Gillis, eastern district manager; Jerome Lewis, New Haven branch manager; Albert E. Schiller; Fred Franke; Joseph Engel, Philadelphia branch manager; Edward Riester and George H. Kirby, Cincinnati branch manager.

U-I Ad Force Holds Two-Day Meeting; Plans Sessions Three Times Yearly

NEW YORK — Universal-International home office advertising, publicity and promotion men, plus all the field men east of the Rockies and a number of top executives, began a two-day discussion of plans for forthcoming product at the Hotel Astor on Wednesday.

This was the first over-all publicity and advertising discussion for the eastern forces since the U-I merger and the closer operation with J. Arthur Rank. These sessions will be held three times a year hereafter, with the second one already scheduled for September. Plans for sending out flying squadrons of promotion men from the home office were discussed.

BERGMAN LEADS MEETING

John Joseph, U-I national director of publicity and advertising, was unable to attend, because of a recent leg injury. Maurice A. Bergman, eastern advertising and publicity director, presided.

William A. Scully, vice-president and general sales manager, addressed the gathering. Matthew Fox, U-I vice-president and chairman of the board of United World Films, 16mm subsidiary, told of the general plans of United World. Henry A. Linet, eastern advertising manager, discussed plans for more cooperative exhibitor advertising. Al Horwitz, publicity manager, went into details on territorial publicity plans.

William Heineman, sales manager for the Rank division of U-I, spoke at the Thursday sessions.

LIST OF ATTENDANTS

Pictures discussed included: "The Egg and I," "Time Out of Mind," "Buck Privates Come Home," "Odd Man Out," "Great Expectations," "Stairway to Heaven," "Ivy," "Something in the Wind," "Slave Girl," "Secret Beyond the Door," "Brute Force," "Singapore," "The Last Moment," "My Heart Goes Crazy" and "Pirates of Monterey."

Field exploitation men who attended were: Ben Katz, Harold Butchin, Chicago; Harry Keller, Cincinnati; Ed Rosenbaum, Philadelphia; Perry Spencer, Atlanta; Ralph Ober, Dallas, and William Schulman, Boston.

Home office executives and Rank representatives who attended in addition to those already mentioned included: Bernard Kranze, L. J. McGinley, Laury Audrain, Jock Lawrence, Monroe Greenthal, A. J. O'Keefe, E. T. Gomersall, F. J. A. McCarthy, Fred Meyers and Charles Feldman. Seymour Morris of Schine Theatres was a guest at the Thursday luncheon.

The following members of the home office advertising, publicity and exploitation staffs also were present: Charles Simonelli, A. J. Sharick, Bob Wile, Morris Alin, Walter Barber, William Kernan, Doris Glass, Milton Livingston, Jeff Livingston, Alfred Cohan, Al Mendelsohn, Jerome Evans, Herman Kass, Neil McNeil, Harold Gutman, Clifford Kane, Marion Orford, Dina Dore, Peggy Mahoney, E. J. Eustace, David Stern and Lillian Thompson.

Lapidus-Ayers Holding WB Regional Sessions

NEW YORK—Jules Lapidus, eastern division sales manager for Warner Bros., and Norman Ayers, southern division sales manager, are currently conducting a group of territorial meetings in connection with the 1947 sales drive which starts April 27 and runs to July 26. Lapidus held a session in Boston during the week with Sam Lefkowitz, district manager; W. W. Brumberg, manager of the field exploitation staff and captain of the sales drive and the following branch managers: George W. Horan, Boston; Clarence Eiseman, New York; Carl Goe, New Haven; Ray S. Smith, Albany, and E. A. Catlin, Buffalo. Art Moger, field man, also attended. Ayers conducted a meeting with members of the Charlotte branch headed by Ralph J. Iannuzzi, manager, and the Atlanta office, headed by W. O. Williamson jr., manager.

Second Regional Meet For Republic Held

CHICAGO—James R. Grainger, Republic vice-president in charge of sales and distribution, presided at a two-day sales conference held at the Hotel Blackstone during the week. This was the second of the company's series of regionals, the first of which was held in New York City the previous week.

Herbert J. Yates, president, addressed the meeting which was also attended by William Martin Saal, his executive assistant; Edward L. Walton, assistant general sales manager and western division manager, and Walter L. Titus jr., southern division manager.

Merritt Davis, southern district manager, headed a group of branch managers which included: James Hobbs, Atlanta; J. H. Dillon, Charlotte; Leo V. Seicshnaydre, New Orleans, and Harold Laird, Tampa. Norman J. Colquhoun, southwestern district manager, headed a group of branch managers which included: Thomas Kirk, Dallas; Nat Wyse, Memphis, and David Hunt, Oklahoma City. Prairie district manager Nat E. Steinberg headed a contingent which included: J. J. Houlihan, St. Louis; Dave Nelson, Des Moines; Robert F. Withers, Kansas City, and Harry Lefholtz, Omaha. Will Baker, midwestern district manager, headed a group of branch managers which included E. H. Bauer, Indianapolis; Jack Frackman, Milwaukee, and Joseph Loeffler, Minneapolis. Carl Ponedel, Republic's branch manager in Mexico City, also attended the meeting.

The company's third and final meeting, to cover the western district, will be held at the North Hollywood studios April 16 and 17.

Arthur B. Krim Will Hold E-L Coast Conferences

NEW YORK—Arthur B. Krim, president of Eagle-Lion, left for Hollywood during the week for conferences with Bryan Foy, production head, on the balance of this year's product and preliminary talks on pictures for the 1947-48 season. Krim recently returned from a series of conferences in London with J. Arthur Rank and Rank officials on forthcoming product and distribution relationship between E-L and the Rank interests.



MOTION PICTURE HERALD ACCLAIMS

The Razor's Edge

BOXOFFICE CHAMPION FOR THE THIRD STRAIGHT MONTH!*

(* Only the 3rd picture in 5 years to be so honored . . . and one of the other two was from 20th!)

Other Boxoffice Champions Now Playing and on the Way from

20 CENTURY-FOX

BOOMERANG! • 13 RUE MADELEINE
THE LATE GEORGE APLEY • THE GHOST AND MRS. MUIR
THE HOMESTRETCH *In Technicolor*

Below-the-Border Trade On the Upward Trend

By NATHAN D. GOLDEN

Consultant for Motion Pictures,
Office of International Trade, Department of Commerce

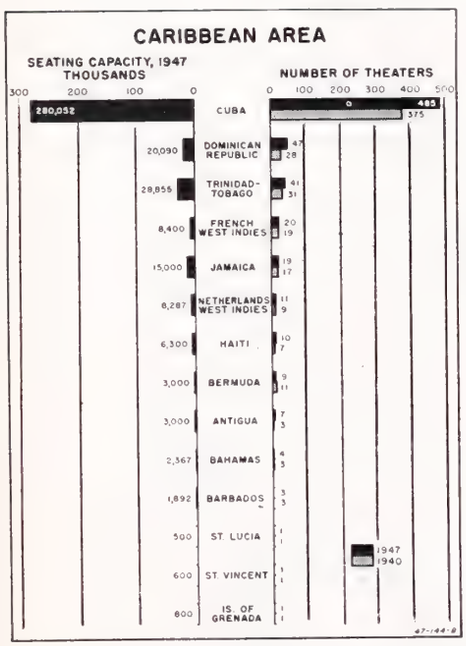
"Trade Follows the Motion Picture" is a comment frequently made by persons thoroughly familiar with both the commercial life and the entertainment world of foreign lands. Its truth has been conclusively proved—and the reason is not far to seek. Motion picture dramas made in Hollywood display in a highly vivid and usually an engrossing manner, an immense variety of the commodities that distinguish our way of life in its most attractive aspects—fine clothing, smartly styled and bearing the unmistakable mark of quality; impressive furniture of many types; the products of our advanced industrial research, along with scientific gadgets created by American ingenuity and contributing to the mechanics of what we call "gracious living."



NATHAN GOLDEN

When film patrons overseas see these articles flashing before them on the screen, the instinctive impulse to acquire such goods, wherever that is feasible, becomes exceedingly potent; the way is smoothed for United States exporters and a noteworthy growth of American sales is the very general result.

Particularly has this proved true during the past several decades in the other American republics lying to the south of us. And, too, those countries are highly important markets for the feature films themselves; our Hollywood film plays enjoy wide popularity among the Spanish and Portuguese speaking peoples, and the Latin American markets are valued and vigorously cultivated by Hollywood interests.



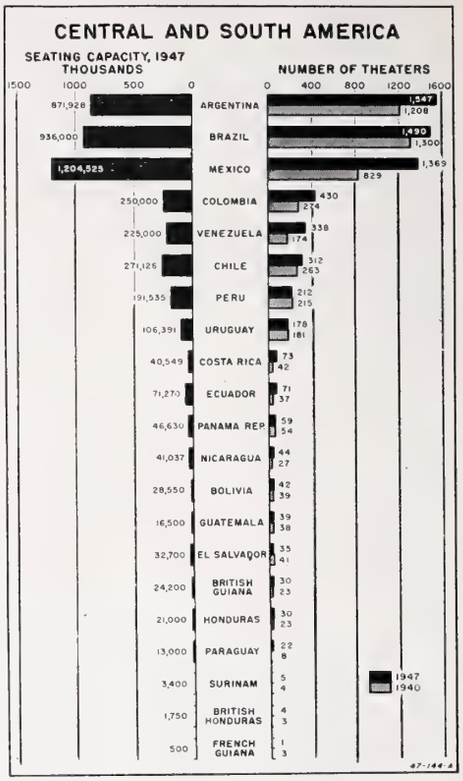
AROUND 6,331 THEATRES

For these strictly commercial reasons—leaving to one side for the moment the question of motion pictures' effect on cultural relationships and understanding—it is important to ascertain the degree to which the picture theatre industry in Latin America has been expanding.

How many theatres are operating now? How many have been opened in recent years? What are the trends of development in the various regions? Recent figures covering these points are now available in the Department of Commerce.

On Jan. 1, 1947, there were approximately 6,331 motion picture theatres in the 21 countries of Central and South America, with a total seating capacity for 4,398,321 persons. This may be compared with the figures pertaining to Jan. 1, 1940, when there were 4,786 theatres in operation (figures on the number of seats available in 1940 are not obtainable).

This increase of 1,545 theatres for these two regions during the war years, when construction of new theatres was retarded by material shortages, assuredly augurs well for new theatre construction in all markets below the Rio Grande when materials for such construction become really plentiful. It must be borne in mind, of course, that because of the cited shortages, many theatres have



put off remodeling until a freer flow of materials is in evidence.

The charts on this page clearly indicate those countries in which theatre expansion during the past seven years has been most outstanding. The important countries of Central and South America in which new theatres have been built and the number increased during this period are: Mexico, 540; Argentina, 339; Brazil, 190; Colombia, 156; Venezuela, 164; Chile, 49; Costa Rica, 31, and Ecuador, 34.

In the Caribbean area as of Jan. 1, 1947, we find that there are 659 motion picture theatres with a total seating capacity for 379,143 persons. This is an increase of 150 theatres during the past seven years for this area—Cuba accounting for 110 of the theatres in this increase.

The broad situation disclosed by such statistics may justly be called encouraging. Markets for United States films are plainly becoming larger. More equipment will be demanded. Receptivity to American goods of every sort should be appreciably stimulated.

Thus the motion picture phase of inter-American relations is distinctly heartening at the present time.

Paramount and 20th-Fox Join for 16mm Foreign Sales

NEW YORK—Paramount and 20th-Fox are to combine in the formation of a new corporation for distribution of 16mm film in sections of the foreign market where 35mm film is not now available. Half the stock of the new corporation will be owned by 20th Century-Fox International Corp. and the other half by Paramount International Films, Inc.



EMANUEL SILVERSTONE

Emanuel D. Silverstone, home office representative for 20th-Fox International, will be president of the new corporation, but will also continue with his present duties.

Portable units will be used where desirable in the search for new audiences.

Daniel Frankel will be general manager of the new unit. He will resign as vice-president of Four Continent Films, which distributes British pictures in the U.S. He has had experience in the distribution of films in Europe and also has been foreign manager for Pathe International Corp.

The new company will acquire distribution rights in foreign countries other than Canada to 16mm versions of both 20th-Fox and Paramount product. In addition to original versions the new company will handle dubbed versions and superimposed title versions of both companies.

A series of educational shorts called "The World Today," now being produced by Boris Vermont at Movietone News, also will be distributed.

Final distribution plans and the name for the new corporation will be announced later.

German Critics Warmer To American Product

STUTTGART — German motion picture critics are taking a more friendly attitude toward American pictures, according to John Scott, AMG film control officer here.

He explained that when U.S. product was first released, the critics were lukewarm and suspicious. They thought the films were part of the AMG propaganda campaign.

The only short feature advertised every month

to the greatest number of American movie-goers

available through any national magazine . . .

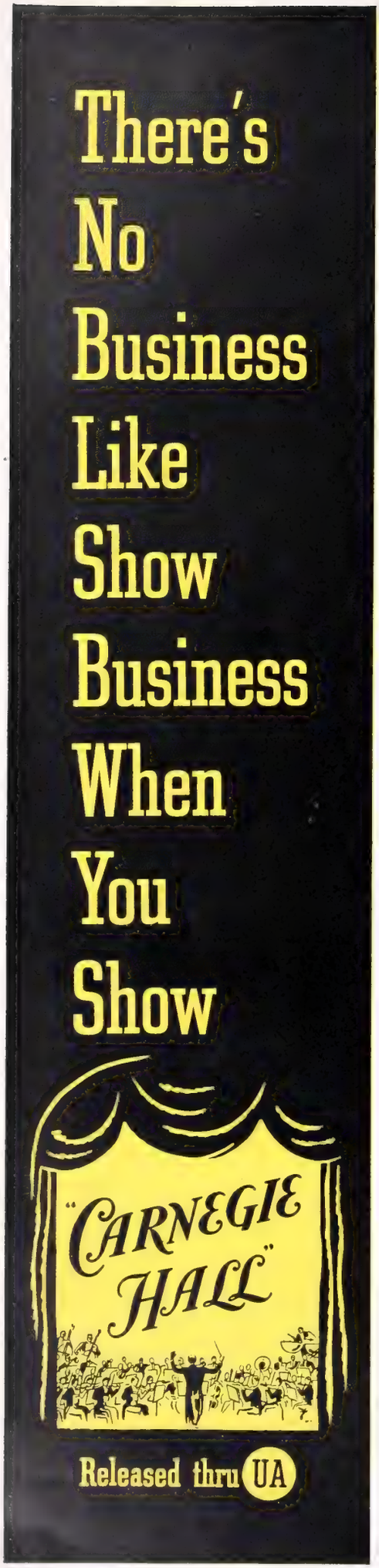
the 22,500,000 readers of Life



THE MARCH OF TIME

RELEASED BY
20th CENTURY-FOX

PRODUCED EVERY FOUR WEEKS BY THE EDITORS OF TIME AND LIFE



Washington Report

By LEE GARLING

ERIC JOHNSTON, president of the Motion Picture Ass'n; Barney Balaban, president of Paramount; Nicholas Schenck, president of Loew's, Inc., and N. Peter Rathvon, president of RKO, all visited the President of the United States on Monday. They talked with Mr. Truman for 20 minutes.

The discussion centered mostly around foreign policy. The bipartisan nature of the foreign policy was praised. The president especially lauded the part motion picture newsreels are playing in presenting a factual American way of life to peoples abroad. His emphasis on this was especially strong and is an orchid for the newsreel companies. He indicated he also believed the motion picture has a dominant role in presenting to foreign nations the American viewpoint, our hopes and plans for the future.

He regretted that he would not be able to attend the 25th annual dinner of the MPA at the Waldorf-Astoria on May 8. He said his schedule did not permit it at this time. He did ask Mr. Johnston to call him, however, in a couple of weeks to check with him again to make sure. The door was left open about a crack, and he might still appear.

Johnston has requested that he be permitted to testify before the house ways and means committee on the advantages of continuing the reciprocal trade agreements program when that group resumes its hearings on April 15, the committee clerk reported.

The agenda of witnesses has not been made, and more than 60 industrial representatives have asked to be heard. Johnston is very much in favor of the trade program.

* * *

J. EDGAR HOOVER, director of the FBI, doesn't agree with Eric Johnston in the contention that Hollywood already has ridded itself of Communistic influence.

Said Hoover: "Communists have effectively infiltrated motion pictures."

The red hunt is still on. Indication is, however, that the house un-American activities committee may never get around to a probe of the film colony. Reason: Too many other more important probes into alleged left-wing and pinko activities.

* * *

SPEAKING FOR THE U.S. Chamber of Commerce, George W. West, Atlanta banker, has told the house banking and currency committee that his association is in favor of "eliminating all controls over private building." West asserted that these controls are dangerous to the safety of free enterprise, and because of building bans many important expansion plans of companies are being halted.

An estimated 1,000 theatres would be constructed if the ban were removed. Controls are now being administered by the housing expediter.

* * *

THE CIVILIAN PRODUCTION administration's facilities review committee granted six new theatre construction permits this week. Permits approved were: Russell A. Wright, Farmersville, Calif., $18,003; Atlanta Drive-In Theatre, Inc., Atlanta, Ga., $18,500; Robert E. Booth, Hollandale, Miss., $7,000; Gerald H. Little, Tuscaloosa, Ala., $13,600; E. J. Stephens jr., New Albany, Miss., $35,000; R. Wayne Holmes, Little Valley, N. Y., $11,000.

The amount permitted each theatre has increased considerably over previous grants. Average is reaching a peak of $14,000 for each theatre construction permit, compared to $1,200 six months ago.

* * *

CONGRESS HAS SET the pace to avoid dual taxation of theatre admissions. By its veto of the plan to place a 10 per cent tax levy in the District of Columbia, Congress pointed out that amusement taxes should be for the federal government.

Republicans have decided against the establishment of a commission to study double taxation by the U.S. treasury and state governments. Sen. H. Alexander Smith of New Jersey urged that an effort be made to eliminate admissions and other taxes levied on a dual basis by both the state and federal government. He thought a commission with representatives of both governments could settle the problem.

* * *

JACK BRYSON of the Motion Picture Ass'n reports that over the weekend two more state legislatures adjourned without enacting any motion picture legislation. They were Oregon and Delaware. This brings to 19 the states which have adjourned, out of 25 which have motion picture legislation before them. Delaware had both a motion picture tax bill and a censorship bill before it which died in committee. Oregon did, however, pass a 3 per cent general sales tax which also covers admissions. It is subject to a peoples referendum late in the fall, however, and may still be killed.

* * *

THE VETERANS ADMINISTRATION has only $120,000 a year appropriation for motion picture activities. They distribute through their field offices many very valuable films of the educational type—those on rehabilitation, insurance, the medical program, etc. The surprising thing is that the Agriculture department produces these films.

* * *

A MAJOR EXPORT from Germany, once that nations industry is rebuilt, will be projection equipment, the War department special services unit reports. The North and South American markets will be developed by the Germans once again, and any future shortage of equipment may be solved by that country. Exhibitors have found, however, that American manufactured equipment is far better than that produced in Germany before the war.

* * *

NATHAN D. GOLDEN, Commerce department film consultant, last week reported film prospects in New Zealand and Singapore. Both nations have good prospects for both American pictures and equipment. Cash can be remitted.

The government reported last week that the film monopoly in Czechoslovakia is successful in keeping out American pictures. U.S. films ranked fourth last year.

* * *

KANDRIC MARSHALL has been appointed director of the international education relations division of the U.S. Office of Education. The USOE is working with the Motion Picture Ass'n on plans for an industry-government sponsored visual aids program, recommended by Eric Johnston.

Paramount's '46 Net Reaches High Mark

NEW YORK—Paramount Pictures, Inc., estimates its net income after all charges including provision for federal taxes at $44,040,000 for the 53 weeks ending Jan. 4, 1947. The net for the 52 weeks ending Dec. 29, 1945, was $17,952,432. The increase is $26,087,568.

Earnings in the last quarter (13 weeks) of the fiscal year held up almost to the average of the previous three quarters. They are estimated at $10,163,000, an increase of $6,052,000 over the corresponding quarter in 1945.

The net for the 1946 fiscal year includes $4,840,000 of direct and indirect interest from stock in partially owned Paramount subsidiaries. In 1945 the company received $2,527,000 from the same sources.

The 1946 net is equal to $5.92 per share on the 7,443,772 shares outstanding and compares with $2.39 per share for 1945 on 7,504,272 shares. As a matter of fact, there were only 3,752,136 shares outstanding at that time. This total is doubled to furnish a basis of comparison with the present total outstanding as a result of the two-for-one stock split made several months ago.

Estimated earnings per share for the third quarter are $1.37 per share. For the third quarter of 1945 the earnings would have been 55 cents if the stock split had been in effect at that time.

FROM THE FILES OF *20 Years Ago*

A ROXY THEATRE in Chicago, which will rival the present Roxy house in New York, is being planned. The Roxy circuit, now controlled by William Fox, has embarked on a program of expansion and it is said that a Fox house will be placed in every key city where Fox pictures are not getting a sufficient outlet.

* * *

More than 800 theatres in the south have installed the Reproduco pipe organ. It plays for two hours without repeating and has two keyboards for hand playing.

* * *

Columbia will release 30 productions during the coming year . . . S. R. Kent denies he will step out soon as general manager of Paramount-Famous-Lasky Corp. . . . James R. Grainger, general sales manager for Fox, denies he has been approached on the subject of becoming the head of First National Pictures.

* * *

Five distributors have arrived at a satisfactory agreement with General Electric Co. and the Radio Corp. of America for the use of the Photophone, a talking film device. The organizations are: Producers Distributing Corp., Universal, First National, Metro-Goldwyn and Paramount. The agreement provided that the use of Photophone shall be limited to the five organizations which will develop and use the device jointly and exclusively.

* * *

Joseph M. Schenck was elected president of the United Artists Corp. at a recent meeting of the stockholders. He will fill the vacancy caused by the death of Hiram Abrams.

In the Newsreels

Movietone News, No. 63: UN hears Austin on Greece; big four attends ballet; Haifa oil plant set afire; new device picks cars up and parks them on shelves; quarter-million geese migrating east—fill Iowa skies; sports.

News of the Day, No. 261: Huge fire in Haifa, but peace reigns in Jerusalem; new King Paul rules in Greece as UN investigates civil war; Moscow's famed ballet entertains big four; rough surf riding for duck; living statues spotting deer.

Paramount News, No. 64: New day—India's last viceroy; big four at Moscow ballet; Palestine terrorists set off oil blast; new king rules in Greek crisis; UN probes border incident; sports.

Pathe News, No. 66: Tanker snaps in half; big four at Moscow ballet; terrorists blow up Haifa oil; floods in ruined Germany; show Van Gogh paintings; coastguard duck battles surf; cancer trailer.

Universal News, No. 27: Prince Paul succeeds to the Greek throne; foreign ministers attend ballet performance; all-Asia conference at New Delhi, India; floods sweep Spain; circus prepares for spring; shark boats try out at Long Beach, Calif.; 250 thousand geese on the wing from winter migration grounds; night water skiing at Miami.

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Movietone News, No. 64: President asks for strong U.S. to meet responsibility; telephone strike cuts service in entire nation; nation observes Easter; royal family visits Zulus; air power demonstration at Fort Benning, Ga.; sports.

News of the Day, No. 262: Telephone strike of 300,000 persons begins throughout nation; air forces in spectacular parachuting demonstration; Truman urges action to guard world peace; Easter echoes across U.S.; wild Zulu tribesmen hail royal family of Great Britain; sports.

Paramount News, No. 65: French blow up Siegfried outposts; Howard Hughes is successful in test flight; French actress says "Voila"—Hollywood; De Gaulle leads tribute to commandos; safety strike brings new coal crisis; Zulus give royal family big ovation; sports—Demaret wins most prized golf title.

Pathe News, No. 67: De Gaulle at Bruneval; man who shot Mussolini; Zulu dancers for royal family; John L. Lewis testifies.

Universal News, No. 28: Phone strike cripples U.S.; nation heralds Easter; train wreck in Downers's Grove, Ill.; Gandhi meets new viceroy; royal family in South Africa; John L. Lewis testifies at coal inquiry; World of Sports races at Jamaica.

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All American News, Vol. 5, No. 233: Youngest president for old and honored Arkansas AM&N college; Omaha scholarship student writes plays; Kansas City man of distinction any year; Chicago Giants aim for pay dirt at Jackson, Miss.; Memphis Red Sox want pot of gold; Chicago's stadium is the scene of the big yearly sports event, the Golden Gloves boxing tournament.

William Forrest Crouch To Make Films in N.Y.

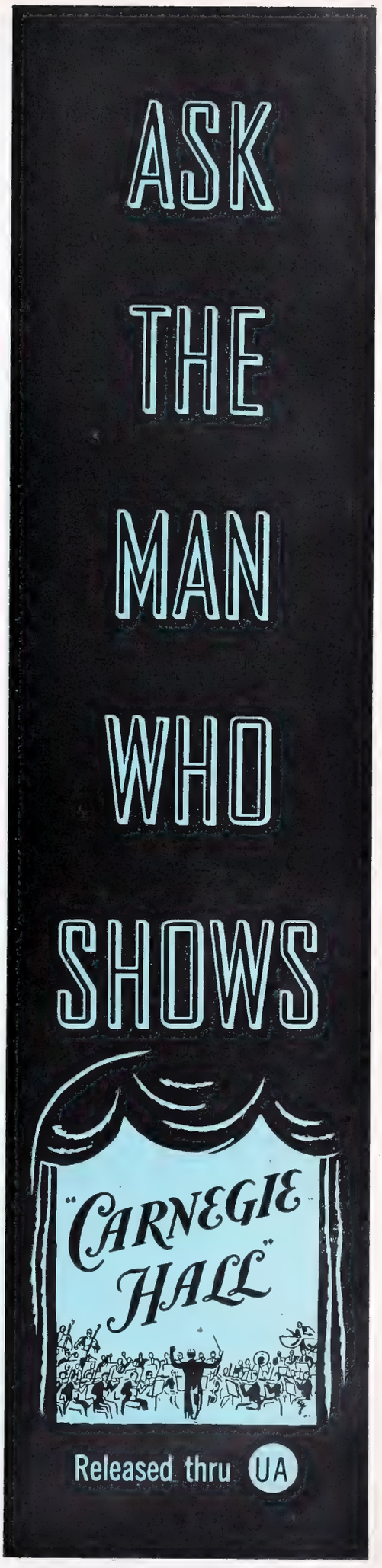
NEW YORK—William Forrest Crouch is en route to Miami Beach and Havana to supervise location shooting for "Isle of Lost Women," a feature picture which will be filmed here early in May at the Filmcraft Studios. The picture has an original screenplay by Charles Curran and is scheduled for early summer release, according to Crouch.

From Havana, Crouch will go to San Antonio, Tex., to direct two musical westerns, "Echo Ranch" and "Lost Valley Days," starring Red River Dave and the Texas Tophands. Both of these will be made by WFC Productions, Inc., for release by a major company. Preparatory work is also under way on another feature, "Disc Jockey," which will be filmed at the Filmcraft Studios in May.

Arthur Leonard on Tour Of All-Negro Theatres

NEW YORK—Arthur Leonard, co-producer and director of "Sepia Cinderella" and "Boy, What a Girl!" for Herald Pictures, has left on a tour of the country to survey the wants of all-Negro theatres in the United States. Leonard is accompanied by Deek Watson and his Brown Dots, stars of "Boy, What a Girl!" who will make personal appearances to exploit the picture.

"Boy, What a Girl!" had its first showing at the Howard Theatre, Brooklyn, April 6, to be followed by openings in Harlem and the Bronx shortly.



Box



Republic's Great Money Hit!

JOHN WAYNE'S

JOHN WAYNE · GAIL RUSSELL

Angel and the BADMAN

with

HARRY CAREY · BRUCE CABOT

IRENE RICH · TOM POWERS

Written and Directed by James Edward Grant

A JOHN WAYNE Production



A REPUBLIC PICTURE

Office Angel!

NEW YORK . . . . . Hold Over 5th Week
SAN FRANCISCO . . Hold Over 3 Weeks
BALTIMORE . . . . . Hold Over 3 Weeks
NEW ORLEANS . . . Move Over 3 Weeks
CHARLOTTE . . . . . Move Over 2 Weeks
PORTLAND, Ore. . . Hold Over 2 Weeks
BOSTON . . . . . Move Over 3 Weeks
OAKLAND . . . . . Move Over 2 Weeks
OKLAHOMA CITY . Move Over 2 Weeks
DENVER . . . . . Move Over 2 Weeks
ST. LOUIS . . . . . Hold Over 2 Weeks
MILWAUKEE . . . . . Hold Over 2 Weeks
KANSAS CITY . . . . . Sensational 3 Theatre Premiere
HOUSTON . . . . . Terrific Opening Business

REPUBLIC PICTURES

FIRST PRODUCER - STAR PICTURE

M-G-M's "The Beginning or the End" Wins March Blue Ribbon Award

By VELMA WEST SYKES

MGM's spectacular drama film, "The Beginning or the End," which combines documentary history of the making of the atom bomb with human touches through fictional treatment of the personal lives of those working on the top secret project of the late war, has been voted the March BOXOFFICE Blue Ribbon Award by the National Screen Council. The President of the United States and the late President Franklin D. Roosevelt are both depicted briefly in the film, Art Baker as the first and Godfrey Tearle the latter. During its production Metro had the scientific technical advice of Dr. H. T. Wensel and Dr. Edward R. Tompkins of Oak Ridge, Tenn., and Dr. David Hawkins and W. Bradford Shank of Los Alamos, N. M. Military technical advisers were William A. Consodine, Col., A. U. S., Manhattan Project; and Charles W. Sweeney, Lieut. Col., A. C. Starring roles were carried by Brian Donlevy and Robert Walker, assisted by Tom Drake, Beverly Tyler, Audrey Totter and Hume Cronyn. The picture's entertainment value lies mainly in the timeliness of the subject matter and the tense presentation of a theme which had been our chief "hush-hush" until Hiroshima.



GODFREY TEARLE AS THE LATE CHIEF EXECUTIVE AUTHORIZES SPENDING OF TWO MILLION FOR ATOM BOMB



DR. ALBERT EINSTEIN (LUDWIG STOSSEL) CONFERS WITH YOUNGER SCIENTISTS ON ATOM BOMB SECRETS



ROBERT WALKER AND TOM DRAKE HOLD A PARTY WITH GIRLS THEY LOVE—BEFORE THAT TRIP TO JAPAN

While this is the first MGM picture to win the Award this year, three of the twelve winners for 1946 were films of which Louis B. Mayer was the executive producer: "Two Sisters From Boston" for June, "The Green Years" for July, and "Three Wise Fools" for October. This is his 45th plaque.

Producer Samuel Marx produced the Blue Ribbon Award winner for December of 1943, "Lassie Come Home." Director Norman Taurog has to his credit these other Blue Ribbon pictures: "Boys Town" (September 1938), "Young Tom Edison" (March 1940), and "Men of Boys Town" (April 1941). Robert Considine, who wrote the original story, also authored the same for "Thirty Seconds Over Tokyo," winner for January of 1945. Frank Wead, who did the screenplay, also has to his Blue Ribbon credit "The Citadel," winning film for November of 1938.

Stars Robert Walker and Brian Donlevy are repeaters in Blue Ribbon pictures, Walker now having received six of the plaques with this one, while it will be the fourth for Donlevy. Hume Cronyn now has three, Tom Drake and Beverly Tyler two each, and Audrey Totter is the only one of the cast or production staff who will receive a plaque for the first time.

In reviewing "The Beginning or the End" in the March 1 issue of BOXOFFICE, a member of the staff wrote: "By introducing two girls and a bit of romance into the story of atomic bombs MGM sought to avoid the documentary label for the picture and to make it attractive to seekers of plain entertainment." Whether or not this was accomplished can be judged by the first run reports from 20 key cities, which give it a boxoffice average score of 113. Last month's winner, "Song of the South," scored 142. So obviously the Council does not select a picture for its boxoffice appeal alone.

Its Subject Important

Some of the Council members set down their reasons for voting as they did for the winning film. "Because of the importance of its subject," writes Dr. Fred Eastman of the University of Chicago. "A picture every American should see," contends Mrs. Clarence Echols of the Dallas Motion Picture Reviewing board. "It is something to think about," is the way Edythe R. Pycock of the Grand Rapids Better Films council puts it.

Martha McHatton of the Indianapolis News sums it up with: "While 'Beginning or the End' will not be popular at the boxoffice, it is something which every American should see for future planning of democracy."

The Cast

Maj. Gen. Leslie R. Groves	Brian Donlevy
Col. Jeff Nixon	Robert Walker
Matt Cochran	Tom Drake
Anne Cochran	Beverly Tyler
Jean O'Leary	Audrey Totter
Dr. J. Robert Oppenheimer	Hume Cronyn
Dr. John Wyatt	Hurd Hatfield
Dr. Enrico Fermi	Joseph Calleia
President Roosevelt	Godfrey Tearle
Dr. Marre	Victor Francen
Dr. Chisholm	Richard Haydn
Dr. Vannevar Bush	Jonathan Hale
K. T. Keller	John Litel
Gen. Thomas F. Farrell	Henry O'Neill
Capt. William S. Parsons, U.S.N.	Warner Anderson
Col. Paul Tibbetts, Jr.	Barry Nelson
President Truman	Art Baker
Dr. Albert Einstein	Ludwig Stossel
Dr. Harold C. Urey	John Hamilton
Dr. James B. Conant	Frank Ferguson
Dr. E. P. Wigner	Tom Stevenson
Dr. Leo Szilard	John Gallaudet
Grace Tully	Nella Walker
Charles G. Ross	Edward Earle
Dr. Arthur H. Compton	Moroni Olsen
Dr. Troyanski	Norman Lloyd
Pilot at Tinian	Jim Davis
Walter S. Carpenter, Jr.	Charles Trowbridge
Dr. W. H. Zinn	Frank Wilcox
Gen. Brehon Sommervell	Henry Hall
Lieut. Gen. W. D. Styer	Paul Harvey
Quaker Scientist	Larry Johns
Dr. Rand	Robert Emmett Keane
Dr. Ernest O. Lawrence	James Bush
Clinic Doctor	Trevor Bardette
Col. John Lansdale	William Wright
C. D. Howe	Damian O'Flynn

Production Staff

Executive Producer	Louis B. Mayer
Producer	Samuel Marx
Director	Norman Taurog
Screenplay	Frank Wead
Original Story	Robert Considine
Director of Photography	Ray June, A.S.C.
Art Direction	Cedric Gibbons, Hans Peters
Film Editor	George Boemler
Musical Score	Daniele Amfitheatrof
Recording Director	Douglas Shearer
Set Decorations	Edwin B. Willis
Screenplay Associate	Keogh Gleason
Special Effects	Warren Newcombe, A. Arnold Gillespie
Associate	Donald Jahraus
Montage Effects	Peter Ballbusch
Costume Supervision	Irene
Make-Up Created by	Jack Dawn



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Bing and Barry in Paramount's "Welcome Stranger"

"Going-My-Way" Days Are Here Again!





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ALBANY	FOX PROJECTION ROOM, 1052 Broadway	FRI. APR. 25 ..... 11 A.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton St. N.W.	FRI. APR. 25 ... 2:30 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58 Berkeley St.	FRI. APR. 25 ... 2:30 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin St.	FRI. APR. 25 ..... 2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305 So. Church St.	FRI. APR. 25 ... 1:30 P.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 S. Michigan Ave.	FRI. APR. 25 ... 1:30 P.M.
CINCINNATI	PARAMOUNT PROJ. ROOM, 1214 Central Parkway	FRI. APR. 25 ... 2:30 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 East 23rd St.	FRI. APR. 25 ..... 2 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 412 So. Harwood St.	FRI. APR. 25 ... 2:30 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	FRI. APR. 25 ..... 2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	FRI. APR. 25 .. 12:45 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Ave.	FRI. APR. 25 ..... 2 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 W. Michigan St.	FRI. APR. 25 ..... 2 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte St.	FRI. APR. 25 ..... 2 P.M.
LOS ANGELES	BOULEVARD THEATRE, Washington & Vermont Sts.	FRI. APR. 25 ... 1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 So. Second St.	FRI. APR. 25 ... 2:30 P.M.
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 No. Eighth St.	FRI. APR. 25 ..... 2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Ave.	FRI. APR. 25 ... 1:30 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	FRI. APR. 25 ..... 2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 So. Liberty St.	FRI. APR. 25 ..... 10 A.M.
NEW YORK CITY	NORMANDIE THEATRE, 331 West 44th Street	FRI. APR. 25 .. 10:30 A.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 W. Grand Ave.	FRI. APR. 25 .. 10:30 A.M.
OMAHA	PARAMOUNT PROJ. ROOM, 1704 Davenport St.	FRI. APR. 25 ..... 2 P.M.
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PORTLAND	PARAMOUNT PROJ. ROOM, 909 N.W. 19th Ave.	FRI. APR. 25 ..... 2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949 Olive Street	FRI. APR. 25 ... 1:30 P.M.
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SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.	FRI. APR. 25 ..... 2 P.M.
SEATTLE	PARAMOUNT PROJ. ROOM, 2330 First Avenue	FRI. APR. 25 ..... 2 P.M.
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Hollywood Report

By IVAN SPEAR

Two More Sharecroppers Come Into Existence

There's never a dull moment in the film capital these days insofar as the formation of new independent production units is concerned, with two more such sharecropping outfits having come into being. As yet nameless is the company just formed by Rubey Cowan, for ten years radio executive with NBC and the Famous Artists Corp., which will turn out "She Made Them Men" as its first venture. The property, based on an original by Walter Gould, will be scripted by Gould and Leonard Levinson. No release has been arranged. Another new unit, Marathon Pictures—headed by Harry Brandt and Arthur Mayer—has secured a PRC distribution deal for its first four pictures. Heading Marathon's west coast office will be Frank Satenstein, with Robert Joseph as associate producer.

Marcel Hellman to Make Two in London for Fox

The American output of product for 20th-Fox is to be supplemented by two pictures to be produced in London for the company by Marcel Hellman before March 1948. That decision was reached in conferences at the Westwood studio between Hellman and Darryl F. Zanuck, just prior to Hellman's departure for New York. Hellman will borrow 20th-Fox and other Hollywood stars and directors and wil make "This Was a Woman," based on the play by Joan Morgan, and "Sabina," from a novel by Joyce Langton.

Edna Lee's 'Web of Days' Purchased by Paramount

The Deep South in Civil War days still manages to maintain a strangle hold as one of the most popular subject matters for American novelists. Among the week's few story buys Paramount's purchase of one such property, "Web of Days," a new novel by Edna Lee, in which the studio will star Paulette Goddard. The acquisition was made from advance galley proofs and the story, as described by enthusiastic Paramount publicists, appears similar in many respects to "Gone With the Wind." Like Margaret Mitchell, who penned "GWTW," Miss Lee is a native of Atlanta, Ga., and like the Mitchell tome, "Web of Days" is localed on a plantation in that state during and after the Great Rebellion . . . The Dollar Bills, Pine and Thomas, seem to have an uncontrollable liking for one particular title. They've just bought "Waterfront at Midnight," by Bernard Gerard, which is the handle for another Pine-Thomas story now in preparation. The earlier "Waterfront" story will be retagged and both, of course, will be released by Paramount . . . Producer Max King has acquired film rights to James Oliver Curwood's "Kazan" and plans to film portions of it in northwest Canada, locale of the novel. Val Scott and King are developing the script and the film will be released through Screen Guild.

Charles Vidor on Again As Columbia Director

Although it's virtually impossible to predict, from one day to the next, whether Director Charles Vidor is on or off the Columbia lot, for the sake of the record it should be set forth that—momentarily, at least—he's back at his studio desk. Recently withdrawn from the piloting assignment on "The Man From Colorado," Vidor has been called back by President Harry Cohn of Columbia to meg "The Gallant Blade," a Technicolor opus to be produced by Irving Starr.

Next for John Garfield 'Volpone, the Fox'

The flow of modern story properties must indeed be at low ebb. John Garfield's next independent venture for Enterprise, the actor-producer has just announced, will be the 15th century comedy, "Volpone, the Fox," by one of Shakespeare's eminent contemporaries, Dr. Ben Jonson. Garfield plans to retain for its making the same production staff with which he turned out "Body and Soul," his first Enterprise starrer, comprising R. B. Roberts and Scenarist Abraham Polansky.

Sam Coslow, David Hersh Break Up Partnership

As the gossip columnists would put it, Sam Coslow and David Hersh are no longer a twosome. With the completion of "Copacabana" for United Artists release, Coslow announced he had severed his association with Hersh, who functioned in an executive business capacity during the filming of the musical. Coslow will continue film-making on his own . . . Michel Kraike has pulled up stakes as an RKO Radio producer after a year or so on the lot and revealed plans, which is not surprising, to enter the independent production field. His last for RKO Radio was "Indian Summer," not yet released . . . Sales and distribution chores for Somerset Pictures, recently organized independent, will be handled by Jake Milstein, former distribution executive with Metro and Republic. Somerset is headed by Walter Colmes and Selly Levinson.

Howard Hawks to Direct Danny Kaye's Picture

While Director Howard Hawks is prominent among the legion of top Hollywood creators who during recent months have hung out their own production shingles, he apparently isn't averse to doing a megging chore on the side for a contemporary producer. Having just completed his first independent production venture, Hawks moves his megaphone to the Samuel Goldwyn outfit to pilot the forthcoming Technicolor comedy, "That's Life," which will star Funnyman Danny Kaye . . . Another directorial assignment of note, and one which reflects a rather unusual shuffling of the pilot's deck, finds H. C. Potter signed by United Artists Producer William Cagney to guide the screen version of William Saroyan's "The Time of Your Life." Henry Koster originally was set for that directing job but he moved over to the Goldwyn stable to pick up the job of piloting "The Bishop's Wife," which chore was abandoned by William Seiter who failed to agree with Producer Goldwyn on how the picture should be filmed . . . Triangle Productions, another UA unit, headed by Mary Pickford, Buddy Rogers and Ralph Cohn, have signed Douglas Sirk to direct "Sleep My Love" . . . Sam Newfield hired out to Sam Katzman to direct "The Seahound," 15-chapter serial which Katzman's to make for Columbia distribution.

Hepburn and Colbert Get Two Big Leads at MGM

Leo has handed another choice acting plum to Katharine Hepburn who drew the femme lead in "House Above the River," which Sam Zimbalist will produce from the Michael Foster yarn . . . Also from the lair of Leo comes a noteworthy morsel of casting news concerning Claudette Colbert who was signed for the femme lead in "State of the Union," the Liberty Films picture which MGM will distribute and which will be produced and directed by Frank Capra . . . Ginger Rogers and Cornel Wilde will be starred by Columbia in "I Found a Dream," romantic comedy by Melvin Frank and Norman Panama . . . Enterprise Producer Harry Sherman inked Joseph Calleia for a key role in "They Passed This Way" . . . Returning to the screen after three years' retirement to raise a family, Brenda Marshall draws the feminine lead opposite Alan Ladd in "Whispering Smith," Paramount's Technicolor action saga of the old west . . . At the same studio, Bing Crosby will play the title role in the screen adaptation of the Rodgers and Hart musical based on Mark Twain's "A Connecticut Yankee at King Arthur's Court," with Tay Garnett directing.

Two Adventure Classics Set by Edward Small

Edward Small, who recently turned out "The Return of Monte Cristo" independently for Columbia release, has been tagged to film two more adventure classics for that company. First to go will be "D'Artagnan," dealing with the romantic leader of Alexandre Dumas' "Three Musketeers," to be followed by "The Black Arrow," by Robert Louis Stevenson.

McCrea in Another Sherman Film



Sherman and McCrea

Of clear conscience and lineage is the motion picture star who fears not the screen delineation of his forebears. Joel McCrea is one such, and he's going to be his own grandpappy in a picture to be produced for Enterprise by Harry Sherman. As yet untitled, the new addition to Veteran Sherman's slate will be a biographical bit about Albert Whipple, who, in addition to being the grandfather of Cinemactor McCrea, was a famous hotel operator and restaurateur in San Francisco during the days of '49. The picture will, of course, be localed in the Bay city and McCrea is preparing a synopsis of his family's records from which the screenplay will be written.

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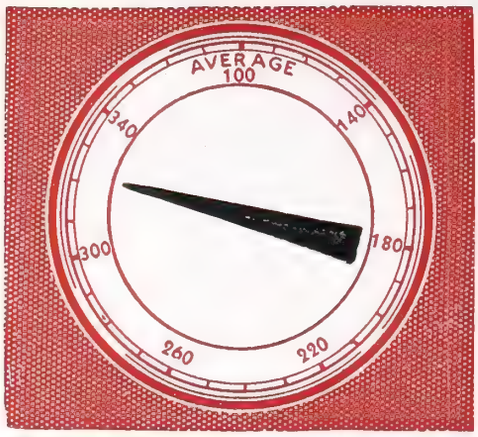
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Produced and Written for the Screen by CHESTER ERSKINE and FRED F. FINKLEHOFFE Directed by CHESTER ERSKINE A UNIVERSAL-INTERNATIONAL PICTURE

BOXOFFICE BAROMETER

First Run Reports

As a further development of the percentage method of reporting picture grosses (originated by BOXOFFICE in 1928), this chart shows the records made by pictures in five or more key city engagements. As other runs are reported, ratings will be added and averages changed.



Top Hit of the Week

***The Best Years of Our Lives—**

Kansas City 325
Seattle 250
Milwaukee 175

Computed in terms of percentage in relation to normal grosses. With 100 per cent as "normal," the figures show the percentage above or below that mark.	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DES MOINES	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MILWAUKEE	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
Bachelor's Daughters, The (UA)	110	175	175	130	85	100	95		85	90	80	120		100	145	109	85	110		120	130	114
Beast With Five Fingers, The (WB)	140	90	115		100	115			125	95		125	120		140	95		160	140	110	110	119
Beat the Band (RKO)	170		100				100	100			100			200							100	124
Bedelia (Eagle-Lion)		92	120	150					110			150				110	105	135				122
***Best Years of Our Lives, The** (RKO)	200	200	200	300			500				325		175	250		180			310	600	250	291
Blondie's Big Moment (Col)	100	100				85	100		100	100	100		100	110	100		100				85	98
Boomerang (20th-Fox)	130	89			140				110		82	175	115			117		170		130	80	122
Bringing Up Father (Mono)		90	115			90	100		100		100			160	100		90					105
Brute Man, The (PRC)			120			85			100			70		90	100							94
California (Para)	190	137			100	140	165	110	120	85	185	225		190	150	125	145		110	130	160	145
Child of Divorce (RKO)		93					100	100	85		100		100	90	100		100		60	125	95	96
Cigarette Girl (Col)		100							100		100	90	100		100		100				80	96
Dead Reckoning (Col)	160	150	140	160	130	130	123	120	100	95	115	150			125	140	125	200		200		139
Fabulous Suzanne, The (Rep)	100	79				85	100		95	95	90		100		100			115		100	105	97
Gallant Bess (MGM)	140	96		200	85	100			100	110	120		100	90	155	90		75	60		110	109
It Happened in Brooklyn (MGM)					95			100	120		100	150	130			110						115
It's a Joke, Son (Eagle-Lion)		92				100			100									115	50			91
Jolson Story, The (Col)	265	198	140	250	135	130	150	150	145	150	165	200	140	200	185	125	145	240	240	195	250	181
Lady in the Lake (MGM)	170	72		115	100		100		130	110	110	200	100	125	150	135		125		130	120	125
Lighthouse (PRC)	100		100											100			100				60	92
Locket, The (RKO)		120	120		60		115				105	175	120			110		160		135	80	118
Love Laughs at Andy Hardy (MGM)	140		115		80		100	100	80		110	150	130	140		110	90		80	120		110
Magnificent Doll (U-I)	110	100	135	150	70		110	90	105	90	90	150	110	135		108	90	110	100	175	75	111
Michigan Kid (U-I)		100		95			110		110			125				150						115
Mighty McGurk, The (MGM)	100	110		100				105	80			100		125	100		110	100	100	125	125	106
My Favorite Brunette (Para)	175		145		95				130		150	195				110		180	120		160	146
Nora Prentiss (WB)	130	113			80		117	95		100	100	200	115	150	150	115	90	190	75	120	80	119
Pursued (WB)		88	125								100	175	120		135	120		180	100	120		126
Razor's Edge, The (20th-Fox)	200	182	150	280	300	140	125	105	200	110	175	225	115	175	170	170	145	200	250	200	200	182
Red House, The (UA)			140	120						105	110	175		100		130				190		134
Roll on Texas Moon (Rep)						115					110		100				115				70	102
Scandal in Paris, A (UA)	100	113		95	100				85	90	100	200		80	125	102		160	90	125	100	111
Sing While You Dance (Col)	100	100				85	100	100	100		85		100	90	100		100		90	100	90	96
Smash-Up (U-I)			130							85		200							120	185		144
Song of the South (RKO)	120	200	100	160	85	125	150	160	110	115	150	175	115	160	155	160	170		125	130	130	140
Suddenly It's Spring (Para)	150			140		130		105	135					140		101	125					128
Susie Steps Out (UA)	100	100					100	100	100	95	100						100			100	80	98
That Brennan Girl (Rep)	115		140	90		95	100		90	100	85	148			140	105	90	100	50	120	110	105
Thirteenth Hour, The (Col)	100								100		100	100		100						100		100
Trap, The (Mono)	100		100			90	100		95				100				100					98
Vacation Days (Mono)		90				90	100		100				100				90					95

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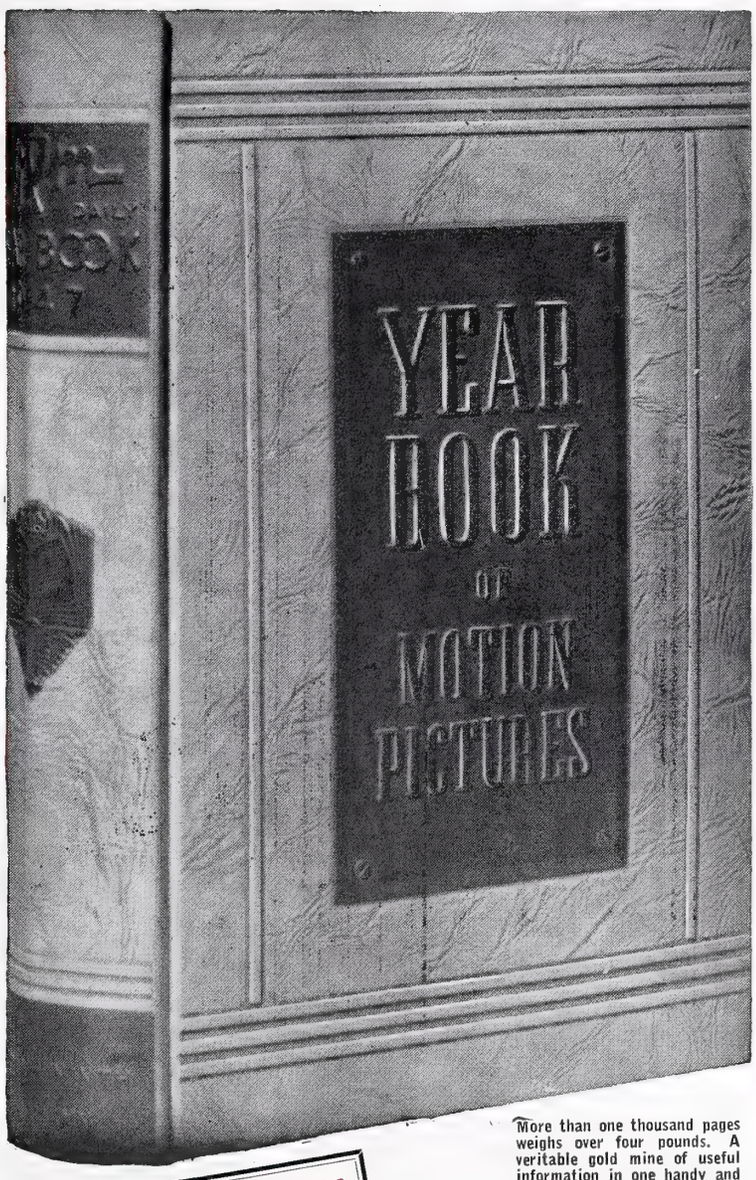
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OF 42 FILMS FACING CAMERAS 24 ARE NEW ON APRIL AGENDA

HOLLYWOOD — Recession—that ugly word which industrialists will mention only in hushed and fearful whispers, counting their beads betimes—seems to be seeping slightly, at least, into the consciousness of the magi of production. As each month of 1947 looms, smaller is the number of new pictures scheduled for camera debuts during the next 30 days; and larger is the number of so-called carryovers, i.e., pictures which had been set for getaways the previous months and again are announced for the ensuing month.

With the lamblike advent of March (this is sunny California, remember) 41 features were arranged at the starting gate, of which number 26 were newcomers and 15 were carryovers. As April gets under way the total number has increased by one. There are 42 on the month's agenda, but of that number only 24 are newies, while the carryovers total 18.

Varied are the factors which enter the situation. In the first place, there can be little doubt that the studio strike—albeit it has been feebly plucking at the coverlets for the past several months—has been and still may be an influence on film making pace.

Whether or not the studio heads are a bit apprehensive of the industry's immediate future, it appears that speed-up programs of the past couple of years must be paid for now with a brake on studio activities.

As the programs line up for April, and by studios:

Columbia

Hitting a new high of nine pictures scheduled to roll, Columbia leads all other studios in listing April debuters. However, four of these are no newcomers, first having been tallied on these pages for March starts. Out of the seven listed for that month, only three got under way, with the fourth, a Durango Kid film, postponed until May. Carryovers include "Blondie in the Dough," "Bulldog Drummond Strikes Back," "Destiny," formerly titled "The Whistler's Destiny" which now becomes a psychological thriller and no longer is related to the Whistler series; and "I Found a Dream." The latter, to star Ginger Rogers and Cornel Wilde, is a romantic comedy by Melvin Frank and Norman Panana. The film will be in Technicolor.

Two productions are most noteworthy among the five newcomers: "The Mating of Millie McGonigle," to be produced by Casey Robinson from an original screen story by Adele Commandini, and "Double Take," a Cornell Productions film, to be directed by S. Sylvan Simon. The Cornell film is based on the whodunit by Roy Huggins, and toplines Franchot Tone, Janet Blair, Janis Carter and Adele Jergens (three blondes, no less, for one leading man). It is the story of assumed identity and of a private eye who solves the case. Sharecropper Sam Katzman comes up with a musical melodrama tagged "Sweet Genevieve" which Arthur Dreifuss will direct. Yarn concerns the activities of racketeers moving in on a high school gals basketball team (they catch 'em young). Fourth in the series of Rusty films, title "Son of Rusty," will roll with Wallace MacDonald at the helm. It relates more adventures of the canine character and the boy who owns him. Lew Landers pilots. Ted Donaldson, Tom Powers and Ann Doran topline. Last is one of the inevitable sagebrush musicals, "Smoky River Serenade," which Colbert Clark will have under his productional guidance. Ken Curtis and the Hoosier Hotshots are the only cast scheduled so far and no director has been assigned.



SCRIPT CONFERENCE — Jack Schwarz, (left) producing "Western Barn Dance" for Screen Guild release, Ernest Tubb, radio actor playing the lead in the picture, and Director Bernard B. Ray hold a script conference on the set of the picture.

Eagle-Lion

One lone new production, "Captain Casanova," is this studio's representation at the starting gate, after finally giving the gun to two productions "Out of the Blue" and "Love From a Stranger" which had been carryovers for two successive months. Leonard Picker will produce "C.C." with Roberto Gavaldon, Mexican director, handling the megging chore. Toplines so far are Lucille Bremer, Arturo de Cordova and Turhan Bey, who recently was put under a long term contract by E-L. Yarn tells the tale of said "Captain Casanova" and his femmes—lots of 'em. The locale is Italy in the 18th century but it will be filmed entirely in Mexico at the Churubusco studios in Mexico City.

Enterprise

After a month in which no new productions started, Producer Harry Sherman will roll "They Passed This Way" in April. Film will be piloted by Al Greene and will star Joel McCrea. Based on a novel of the same name by Eugene Manlove Rhodes, picture will deal with a Robin Hood character of the rugged west, circa 1800s, who is on the lam from the law and continues his career of outlawry by robbing the rich to aid the poor.

Metro-Goldwyn-Mayer

Although Mighty Leo has just issued a lengthy pronouncement anent his ambitious productional plans for the remainder of 1947, April drew near with no new starters set at the Culver City studio. Of the two pictures scheduled to go before the cameras during the month, one is a carryover from March, "If Winter Comes," a Pandro Berman production, based on the A.S.M. Hutchinson novel. The other film, "Cass Timberlane," originally was recorded on this page as a January starter but then was taken off production schedules for both February and March. Now it is back on the docket again. Arthur Hornblow jr., produces and George Sidney will direct Spencer Tracy and Lana Turner in the toplines. Based on the Sinclair Lewis novel of the same name, the yarn tells of a staid, conservative, small-town judge who falls in love and marries a colorful, beautiful girl much younger than he —a girl who despises convention. How the judge manages to make a success of so oddly matched a marriage constitutes the story.

Monogram

Upping the score by two from last month's planned quintet, the studio has seven listed for April getaways. Of the five set for March, three are in work with the other two being carryovers included in the seven set to roll in April. Making a second try at a starting date are Sharecropper Irving Allen's "Revolt in the Desert," a high-budget sagebrusher, and "Robin Hood of Monterey," a Cisco Kid adventure with Gilbert Roland in the topline. Top new entry for the month is the Scott R. Dunlap production "The Hunted" which formerly was listed as a King Bros. production. Belita, the triple-threat skating-dancing-swimming gal, will topline with Preston Foster in this Steve Fisher short story which has to do with a detective who hides out the gal, suspected of murder, until he proves her innocent. Jack Bernhard will pilot. Second Jack Wrather film to be made for Monogram release, "High Tide" also will go before the cameras. John Reinhardt handles the megging chore on this murder mystery which has a newspaper background. Don Castle, Anabel Shaw and Lee Tracy topline, the latter once again playing the role of a city editor. Sharecroppers Dick Irving Hyland and Sid Luft will give the gun to "Kilroy Was Here," over-quoted bon mot that came out of World War II. With Phil Karlson directing, a pair of former kid stars, Jackie Cooper and Jackie Coogan, are in the top spots. Yarn has an army background. Also on the slate is the third of the comic strip series about Joe Palooka, tentatively titled "A Guy Named Joe Palooka." Hal E. Chester produces the film based on the Ham Fisher characters and once again Joe Kirkwood, Leon Errol and Elyse Knox repeat in their roles. Producer Barney Sarecky plans to roll "Devil's Pass" a Johnny Mack Brown western with Raymond Hatton in second spot as the stalwart hero's saddle pal. No director has been set. Yarn deals with the adventures encountered when the villains beset a stagecoach line.

Paramount

The Marathon street film foundry lists no new starters but is carrying over for April bows the two productions it scheduled for March starts. They are "Sainted Sisters," to be guided by the producer-director team of Val Lewton and Mitchell Leisen with Betty

Hutton, John Lund, Stirling Hayden and Diana Lynn in the toplines, and "Whispering Smith," a Technicolor western of the super variety with Alan Ladd in the starring spot. Sagebrusher has Leslie Fenton directing the Frank H. Spearman novel of the 1890s.

PRC Pictures

Of a trio of April entries, two are carryovers from the five which were scheduled to roll in March. Three of that quintet are in work. Scheduled for getaways, and for the third successive time, is a pair of Ben Stoloff productions, "Girls' Camp" and "Bury Me Dead." Bernard Borhaws will pilot the latter. Only newcomer is an untitled Eddie Dean outdoor musical actioner—okay so it's a western—under the productional guidance of Jerry Thomas with Roy Taylor piloting. Casting so far includes Roscoe Ates, he who stutters, as Eddie Dean's saddle pal.

RKO Radio

Cleaning up its quartet of starters for March with the exception of one, this studio has upped its quota to five films for April. One is a carryover, i.e., "Mourning Becomes Electra," which has been on-again-off-again since the beginning of the year. Most impressive of the newcomers, budget-wise, at least, is "I Remember Mama" which is described more fully on this page. Another debuter is "Counterpoint," formerly known as "Memory of Love." Harriet Parsons produces with John Cromwell directing Merle Oberon and Dana Andrews in the leads of a love story with San Francisco and New York background. "Return of the Badmen," another sequel to the king's size galloper, "Badman's Territory," also will roll under the productional guidance of Nat Holt and with Ray Enright directing. Randolph Scott and George "Gabby" Hayes are the only cast set so far. Producer Sid Rogell will give the gun to "The White Swamp," filmization of an article by John Maloney which appeared in the Saturday Evening Post and has to do with the recovery of lost gold in the Bahamas. Byron Haskin pilots a cast which includes Lizabeth Scott, Burt Lancaster and Robert Sterling.

Republic

Adhering to its policy of scheduling only two or three productions a month, and then usually getting them started on time, this studio will launch a trio of films during April, after already having given the gun to the two listed for March starts. Producer-Director Alan Dwan will turn the cameras on "Money to Burn," a story which concerns the depression year of 1933 and the effect it had on a small town in up-state New York when a large sum of money was circulating among six of the townspeople. No cast has yet been named. Roy Rogers will ride Trigger through the rigors of "Heart of Mexico" and in Trucolor too. Edward J. White produces with William Witney piloting the feature which will have a circus background and be—strangely enough—located in Mexico. Third film is the serial "Black Widow," a modern spy drama which Mike Frankovitch will produce and which will be co-directed by Fred Bannon and Spencer Bennett. Castless it is at this writing.

Screen Guild

This busy-as-the-proverbial-paper-hanger newcomer outfit, managed to roll all of its product scheduled for March starts. Working on a clean slate, one film already was set to roll in April, with likelihood that the number will be increased. Independent Producer Maurice Conn, head of Fortune Films, will give the gun to "Dark Bullet," a psychological murder mystery thriller which Leslie Goodwins has been set to direct. Picture is still to be cast.

'I Remember Mama' in Production Under George Stevens for RKO

From a perspective of cast and general literary interest, possibly the most noteworthy among the top-layer features set for April starts is RKO Radio's upcoming screen version of "I Remember Mama." As followers of literature and the theatre will know, it was a best-selling novel — under the handle "Mama's Bank Account" — was condensed for the Reader's Digest and was no mean shakes as a Broadway play, in which latter form it assumed the title that the picture now inherits. Written by Kathryn Forbes, the yarn relates the heart-warming crises and trivia of a Norwegian-American family residing in San Francisco.



GEORGE STEVENS

Set for the cast are Irene Dunne—who, of course, plays the title role—Oscar Homolka, to contribute the same characterization which won him acclaim for his stage performance, and Barbara Bel Geddes, adopted from Broadway by the Gower street studio where she is being given a flying start toward stardom.

As to productional staff, the feature is further interesting. It will be called a George Stevens Production and that gentleman, on loanout from Liberty Films, will direct. But Harriet Parsons will be listed as producer—one of those typical Hollywood situations where main titles are made confusing so that no sensitive toes will be trampled as concerns credits. Several scribblers have bent their typewriters to the screenplay and as the film approached a start it had not been determined to whom writing credits would go.

Selznick Releasing Organization

The same status prevails on this lot as was cataloged for the month of March. Two pictures are rolling, "The Paradine Case," at the Pathe-RKO lot in Culver City, and "Portrait of Jenny," in New York City. Gregory Peck and Ann Todd star in "The Paradine Case." Joseph Cotten and Jennifer Jones head the cast for "Portrait of Jenny."

20th Century-Fox

Falling back into its routine of listing no starters, after seeing a March start of "Second Chance," Sol Wurtzel's independent production, the Westwood studio again has set no new production activity for the month of April, nor do either of its two sharecroppers plan entries. However, there are three pictures currently shooting on the lot, "Captain From Castile," "Kiss of Death" and "Scudda Hoo! Scudda Hay!"

United Artists

It's always a guess as to what might happen among United Artists producers. They have scheduled three takeoffs for this month, two of which are carryovers—keeping the tally at the same level as at the beginning of March. None of those March starters made the grade, however, and one, "The Queen's Necklace," an Arcadia Productions venture, has been taken off schedule indefinitely. Two holdovers at the starting line again are "Mr. Wilmer," a Hal Roach production to be megged by Harve Foster, which has been on the docket for two successive months; and "Time of Your Life," to be produced by William Cagney. James Cagney stars in this filmization of the William Saroyan prize-winning play of the same name. Only newcomer to the roster is a Hopalong Cassidy film, as yet untitled, with Lewis Rachmil producing and George Archainbaud handling the directorial reins. William Boyd, Andy Clyde and Rand Brooks head up the cast of the oater which relates the trials and tribulations of Hopalong during a cattle rustling episode in the early days of the west.

Universal-International

Out at the Bill Goetz celluloid bazaar, only two starters are on the April slate, one of which was inherited not only from March, but February as well. Of the three listed for getaways in March, only one, "Lost Love" made the grade with "Delusion," S. P. Eagle's first production for U-I, taken off the schedule indefinitely. Douglas Fairbanks jr.'s oft-postponed production, "The Exile," is again promised as a starter for April. Max Ophuls will pilot the opus which will topline Fairbanks and Paule Croset, French femme star. Cataloged as a costume picture, it is the life of Charles II, during the 17th century while he was in his 14 years of exile, and his love story with a peasant girl. Only newcomer is the Joseph Sistrom production "Thunder on the Hill" which Robert Siodmak will meg with Joan Fontaine in the starring role. Yarn is a modern dramatic family story.

Warner Bros.

Falling down badly on its March starters, which were listed as three, the Burbank studio managed to get only one, "Treasure of the Sierra Madre," before the lenses on schedule, with the other two now listed in the trio of films set for kickoffs in April. The Errol Flynn starrer, "The Forty-Niners" again is on the current docket as is "Now and Forever," formerly known as "Nothing But the Night," another United States production. Milton Sperling produces and the director and cast remain the same as listed for March. Newcomer to the roster is an outdoor drama about the discovery of silver in Nevada in the 1860s, to be known as "The Silver River." Owen Crump produces with Raoul Walsh in the piloting spot. Picture was not cast at month's beginning.

THE Exhibitor Has His Say ABOUT PICTURES

One star after a picture report denotes an exhibitor who has only started contributing to the department, two stars designate a contributor who has been sending in reports from six months to a year, and three stars are for those of veteran standing, from one to many years. When a contributor attains the three-star standing, he may expect a token of our appreciation. Everybody welcome

COLUMBIA

Cowboy Blues (Col)—Ken Curtis, Jeff Donnell, Guy Kibbee. A very good musical western but these do not do the business that Rogers, Autry or Starrett bring in. They please okay, but my folks want more action and not so much music. Played Saturday. Weather: Good.—Arthur E. Phifield, Park Theatre, South Berwick, Me. Small town patronage. * * *

Perilous Holiday (Col)—Pat O'Brien, Ruth Warrick, Alan Hale. This is a nice, light mystery. Played Wed., Thurs.—D. W. Trisko, Star Theatre, Stanley, N. D. Rural patronage. *

Renegades (Col)—Evelyn Keyes, Willard Parker, Larry Parks. Beautiful color and a good picture. It did regular business on Sunday.—Leroy C. Smith, Ren-Roy Theatre, Greenup, Ky. Rural and small town patronage. * *

Return of Rusty, The (Col)—Ted Donaldson, John Litel, Barbara Wooddell. All it takes in this community is a horse or a dog in the cast of a picture and the boxoffice finishes strong. This one had the dog and we had the customers—satisfied ones, too. These low bracket Columbia pictures always do well for me. Played Wed., Thurs. Weather: Mild.—Carl E. Pehlman, Rio, Edinburg, Ill. Rural and small town patronage. *

Rough, Tough and Ready (Col)—Chester Morris, Victor McLaglen. Very good and plenty of laughs. A fine midweek picture that should do well anywhere. These class B pictures are oftentimes better than the percentage ones. Played Wednesday only. Weather: Good.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

Two-Fisted Stranger (Col)—Charles Starrett, Smiley Burnette, Doris Houck. Starrett and Smiley are really tops and this is a very good western. Played Fri., Sat.—James C. Balkcom, Gray Theatre, Gray, Ga. Small town patronage. * * *

METRO-GOLDWYN-MAYER

Easy to Wed (MGM)—Van Johnson, Esther Williams, Lucille Ball. This is another good one from MGM which drew average business. Lucille Ball's wisecracking role stole the show, in my opinion. The best scene: Van Johnson duck-hunting. Played Sun., Mon. Weather: Clear, mild.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Faithful in My Fashion (MGM)—Donna Reed, Tom Drake, Edward Everett Horton. Program picture that seemed to please the average number of patrons. Weather: Cold. Played Sunday.—W. F. Shelton, Louisburg Theatre, Louisburg, N. C. Small town patronage. * *

Gallant Bess (MGM)—Marshall Thompson, George Tobias, Clem Bevans. A fair picture in Cinecolor which did above average midweek business for us, although not as sensational as other animal pictures of this type. Played Tues., Wed., Thurs. Weather: Mild.—Wayne Stebbins, Saranac Theatre, Saranac, Mich. Small town patronage. * * *

Green Years, The (MGM)—Charles Coburn, Beverly Tyler, Tom Drake. Here's a real picture. I played it late but still did a whale of a business on it. Many had seen it once and came to see it again. Played Fri., Sat. Weather: Mild.—Sherman L. Mason, Avon Theatre, Medora, Ill. Rural patronage. *

Holiday in Mexico (MGM)—Walter Pidgeon, Jose Iturbi, Ilona Massey. Beautiful color, but all pictures with Mexican backgrounds fail to do good business here—too high class. Played Sun., Mon. Weather: Fair.—E. B. Wacaster, Ozark Theatre, Ozark, Ark. Rural and small town patronage. * * *

Meet Me in St. Louis (MGM)—Judy Garland, Margaret O'Brien. Rather old but a fine picture worth playing in preference to later releases. Played Sat., Sun. Mon.—O. A. Fosse, Community Theatre, Ridgeway, Iowa. Small town and rural patronage. * *

Three Wise Fools (MGM)—Margaret O'Brien, Lionel Barrymore, Thomas Mitchell. One of MGM's weakest played here. Many walkouts and poor business. Played Sun., Mon. Weather Fair.—E. B. Wacaster, Ozark Theatre, Ozark, Ark. Rural and small town patronage. * * *

Three Wise Fools (MGM)—Margaret O'Brien, Lionel Barrymore, Thomas Mitchell. We held high hopes for this but were doomed to disappointment. Margaret O'Brien has been a great drawing card. Patrons said she cried too much during the picture. It didn't come up to MGM standards, in my opinion. Played Tues., Wed., Thurs. Weather Clear and warm.—Rahl & Hanson, California Theatre, Kerman, Calif. Small town patronage. *

Two Smart People (MGM)—Lucille Ball, John Hodiak, Lloyd Nolan. An interesting, well-made programmer, good for action towns. Average midweek patronage. Played Wednesday. Weather: Fair.—Chase Bros., Sokokis Theatre, Limerick, Me. Rural and small town patronage. * *

MONOGRAM

Moon Over Montana (Mono)—Jimmy Wakely. Lee "Lasses" White, Jennifer Holt. They seemed to pass approval—lots of shooting and not too much love-making say our farm lads. Played Fri., Sat. Weather: Cold.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Suspense (Mono)—Belita, Barry Sullivan, Bonita Granville. This is a fine murder mystery show, with some good ice-skating acts thrown in. A bit heavy to do good business on my best playing time, but it pleased everyone, even though business was only average. Played Sun., Mon. Weather: Good.—Arthur E. Phifield, Park Theatre, South Berwick, Me. Small town patronage. * * *

PARAMOUNT

Blue Skies (Para)—Bing Crosby, Joan Caulfield, Fred Astaire. Play this by all means. I played this one second run for the Wells Theatres and didn't think I was going to do anything but had very good business. Some even came the second time. This picture is good entertainment for all ages and will do well in any location. It has plenty of that good singing that only Bing can dish out, and plenty of good music. Also, it has a little romantic trouble that it seems every picture must have. If you can buy it right, play it. Played Wed., Thurs. Weather: Fine.—Joe Drury, Wells Theatre, St. Marys, Ga. Small town and rural patronage. * *

California (Para)—Ray Milland, Barbara Stanwyck, Barry Fitzgerald. Drew good business, due to its title and Technicolor. Played Sun., Mon. Weather: Cold.—C. V. Martina, Rialto Theatre, Albion, N. Y. Small town patronage. * *

Perfect Marriage, The (Para)—Loretta Young, David Niven, Eddie Albert. Comedy about the troubles of a married couple. The only trouble is that the pace dragged badly, comedy sometimes got silly and, worst of all, the boxoffice did a complete flop. Weather: Fair. Played Mon., Tues.—W. F. Shelton, Louisburg Theatre, Louisburg, N. C. Rural and small town patronage. * *

Virginian, The (Para)—Joel McCrea, Brian Donlevy, Sonny Tufts. Here is another boxoffice sensation from Paramount, the best picture company in the business, in our estimation. There have been very few flops from Paramount and this was excellent in every way. If only Gary Cooper or John Wayne had played McCrea's role, it would have been just a little better. They stood up anyhow. Played Sun., Mon. Weather: Very good.—Dinkle & Lemaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

PRC PICTURES

Song of Old Wyoming (PRC)—Eddie Dean, Sarah Padden, Al La Rue. Good western picture in color which pleased average business on Fri., Sat. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

RKO RADIO

From This Day Forward (RKO)—Joan Fontaine, Mark Stevens, Arline Judge. This picture is well done but didn't draw so well here. Played Sun., Mon., Tues. Weather: Fair.—D. W. Trisco, Star Theatre, Stanley, N. D. Rural patronage. *

Genius at Work (RKO)—Wally Brown, Alan Carney, Anne Jeffreys. If you want to make your double feature program a big hit, play this by all means. Played Fri., Sat.—James C. Balkcom, Gray Theatre, Gray, Ga. Small town patronage. * * *

Heartbeat (RKO)—Ginger Rogers, Jean Pierre Aumont, Basil Rathbone. Put Ginger Rogers in a few more like this and you can call her a has-been. Played Sun., Mon.

(Continued on page 42)

Star Reads Comments, Writes Exhibitor Fan

R. V. Dinkle, manager of the Ken Theatre at Raceland, Ky., and W. W. Lemaster, his assistant, have found out stars as well as exhibitors read this department. Dinkle writes:

"We were very happy when we received a letter from Gene Autry a few weeks ago. He told us in his letter that he reads with interest 'what the exhibitor has to say' and thanked us very much for the write-up we gave his picture, 'Ride Ranger Ride,' which was in the February 15 issue of BOXOFFICE.

"We have also received numerous other letters from exhibitors all over the country. We made a report on 'Crime by Night' and under this report we asked if anyone could tell us how to cut down film rental. The replies we received on this (most of them) were to close the theatre down, as that's the only way to cut down on film rent!"

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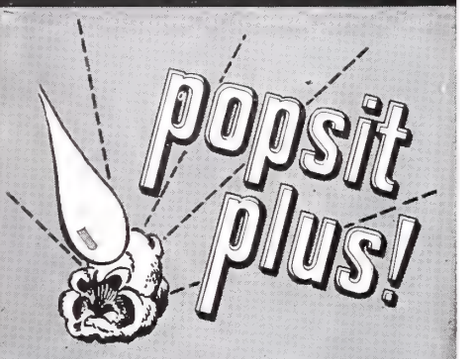
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(Continued from page 40)

Weather: Good.—Terry Axley, new Theatre, England, Ark. Rural and small town patronage. **

It's a Wonderful Life (RKO)—James Stewart, Donna Reed, Lionel Barrymore. It's wonderful to fill the screen with such wonderful entertainment for such wonderful people. All the adjectives in the book were used to tell us of this wonderful picture. It is a top one for all small towns. Mr. Showman, all small towns have a few old fogies who try to hold the young man down and keep him from being successful. Well, be sure to get those fogies in to see this one. Played Fri., Sat., Sun., Mon. Weather: Good all four days.—L. E. Burkey, Ritz Theatre, Deshler, Neb. Factory and rural patronage. ***

Kid From Brooklyn (RKO)—Danny Kaye, Virginia Mayo, Vera-Ellen. All I can say is that you won't go wrong by playing it. Let's have more like it, Samuel. Played Mon., Tues. Weather: Nice—couldn't be better.—F. C. Norris, Hiland Theatre, Highlands, Tex. Small town and rural patronage. *

Notorious (RKO)—Cary Grant, Ingrid Bergman, Claude Rains. Good suspense and wonderful acting that held the patrons' interest throughout. Played Mon., Tues.—James C. Balkcom, Gray Theatre, Gray, Ga. Small town patronage. ***

Sister Kenny (RKO)—Rosalind Russell, Alexander Knox, Dean Jagger. We were really surprised in this feature as we thought it would draw, but it turned out to be the worst Sun., Mon. in over a year with us. RKO certainly oversold this picture to us and even demanded preferred time. The picture is okay but no entertainment, and that is what our patrons want. We've never been able to sell these biography pictures.—Burris and Henley Smith, Imperial Theatre, Pocahontas, Ark. Rural patronage. ***

Swiss Family Robinson (RKO)—Reissued here by Peerless. Thomas Mitchell, Edna Best. This is a nice family picture. We doubled it with our weekend western to satisfactory business. Played Fri., Sat. Weather: Cold.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. ***

Tarzan and the Leopard Woman (RKO)—Johnny Weissmuller, Brenda Joyce, Johnny Sheffield. This is a good picture and did a little better business than the Sundays that I had with dramatic pictures.—Leroy C. Smith, Ren-Roy Theatre, Greenup, Ky. Rural and small town patronage. **

Till the End of Time (RKO)—Dorothy McGuire, Guy Madison, Bill Williams. Here is a picture that any person will be glad to have seen. It is about the problems that face our home-coming veterans. I was fooled on the trailer because that was more or less all about the love in the picture, put in two minutes. Good acting by all, although Dorothy McGuire doesn't appeal to our patrons. Thanks, RKO, for this one—we did business on it. Played Wed., Thurs. Weather: Fair.—F. C. Norris, Hiland Theatre, Highlands, Tex. Small town and rural patronage. *

Till the End of Time (RKO)—Dorothy McGuire, Guy Madison, Bill Williams. This is very good. Some of your war veterans will cuss it but still go to see it. We had the best Monday crowd in months. Played Sun., Mon. Weather: Cold.—Terry Axley, New Theatre, England, Ark. Rural and small town patronage. ***

Wanderer of the Wasteland (RKO)—James Warren, Richard Martin, Audrey Long. Here is another in the RKO series which has everything a good western should have. It has no star value but when people around here see RKO on the posters, then they know they are going to see something for their money. Unlike Warner Bros., RKO makes for small towns and their prices are usually very reasonable. Played Wed., Thurs. Weather: Good.—Dinkle & Lemaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

West of the Pecos (RKO)—Robert Mitchum, Barbara Hale, Richard Martin. This is a swell western. Everyone likes Zane Grey's novels. This is one of the best westerns I've ever played since I've been here. Played Fri., Sat. Weather: Fair and cold.—James E. Davis, Rialto Theatre, Bennington, Okla. Rural and small town patronage. *

Without Reservations (RKO)——Claudette Colbert, John Wayne, Don DeFore. A real good comedy but business was off—through no fault of the picture. A blizzard struck late Sunday afternoon, ruining that day's business completely, but it is a good picture with good stars. Played Sun., Mon. Weather: Stormy.—Arthur E. Phifield, Park Theatre, South Berwick, Me. Small town patronage. ***

REPUBLIC

Apache Rose (Rep)—Roy Rogers, Dale Evans, Olin Howlin. First Rogers picture in Trucolor turned out well with some excellent production standards and plenty of action. Trucolor, as exhibited in this picture, is the

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best "two-color" system we have seen yet. Weather: Fair. Played Mon.—W. F. Shelton, Louisburg Theatre, Louisburg, N. C. * *

Earl Carroll Sketchbook (Rep)—Constance Moore, William Marshall, Bill Goodwin. Republic just can't make features that will draw the crowds for us. This was no exception and all we did was waste a playdate with it. Played Thurs., Fri.—Burris and Henley Smith, Imperial Theatre, Pocahontas, Ark. Rural patronage. * * *

Man From Rainbow Valley (Rep)—Monte Hale, Adrian Booth, Jo Ann Marlowe. Congratulations on this new series. Beautiful photography. Of course if your equipment isn't up to par you can't make your customers enjoy these color pictures—I know mine did. Regular business for the weekend. —Leroy C. Smith, Ren-Roy Theatre, Greenup, Ky. Rural and small town patronage. * *

Out California Way (Rep)—Monte Hale, Adrian Booth, Bobby Blake. This gave us our biggest March Sat., Sun. draw and outgrossed "Caesar and Cleopatra" playing the same day at the Pictureland. Doubled with "Little Miss Big" (U-I) which held up its end of the bill with ease. Played Sat., Sun. Weather: Fair.—Gray Barker, Lyric Theatre, Glenville, W. Va. Rural, small town and college patronage. * * *

Tucson Raiders (Rep)—Bill Elliott, George "Gabby" Hayes. This is a very good western with excellent comedy from "Gabby" Hayes. The cold spell knocked this one out, too. Played Fri., Sat. Weather: Cold.—Dinkle & Lemaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

SCREEN GUILD

Rolling Home (SG)—Jean Parker, Russell Hayden, Pamela Blake. A natural for small towns. It pleased 100 per cent and the second day's business was built up by the first. Comments from patrons were very good and business was good. Played Thurs., Fri. Weather: Clear and warmer.—Joe R. Hayworth, Playhouse Theatre, Pink Hill, N. C. Small town patronage. *

20TH CENTURY-FOX

Anna and the King of Siam (20th-Fox)—Irene Dunne, Rex Harrison, Linda Darnell. A well made production which is not appreciated in small towns. We gave it extra publicity but it held up only fair at the boxoffice. Played Wed., Thurs. Weather: Snowstorms.—Wayne Stebbins, Saranac Theatre, Saranac, Mich. Small town patronage. * * *

Do You Love Me (20th-Fox)—Maureen O'Hara, Dick Haymes, Harry James. Just another musical that failed at the boxoffice. They don't appreciate that type here. Played Sun., Mon., Tues. Weather: Good.—D. W. Trisko, Star Theatre, Stanley, N. D.—Rural patronage. *

Smoky (20th-Fox)—This is the best picture we've run. It did a lot of business and Fox took their share, but I still think it was worth the time and effort. Burl Ives' singing was

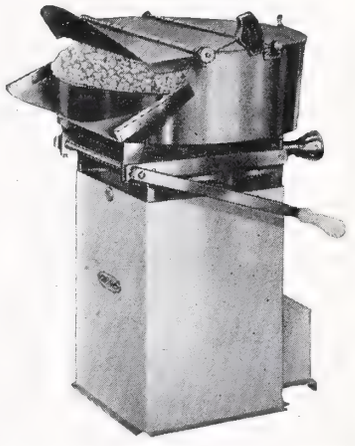
(Continued on next page)

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(Advertisement)

NEWS BRIEFS from HYGIENIC CORNER

HOME of "MOM and DAD"



by MARGE

HAVE YOU ever wished you could make a trip thru Alaska? I have! I'll bet I could find me an Eskimo who would say, "Marge, you're the answer to my prayer!" Whether I found romance or icebergs, I'd love it, I'm sure. There has always been something about Alaska that has fascinated me, ever since the teacher "beat history into we kids" (a few) years ago!

——"MOM AND DAD"——

ALASKA HERE WE come! ! ! Yes, sir, "Mom and Dad" is going to carry its educational message right up into the Land of the Rising Sun. Why? Because a couple of our government officials from up there saw the picture a few weeks ago in California and wired "Alaska needs it, too!" Krog "fired" the telegram on to Mr. Jossey and Jack relayed it to agent Floyd Lewis up in Seattle. Faster than I can tell it, Floyd airmailed us a flock of contracts. The route will take a "Mom and Dad" unit clear across that fascinating land. The route opens June 9th at Ketchikan. Before the lecturers and nurses could start fighting for this route, Krog assigned it to Ole Faithful.

——"MOM AND DAD"——

CHARLIE DECKMAN, Sr., who's itching to see the world and anxious to get out of mowing the grass this summer, has received the nod. Charlie is a red-blooded outdoorsman. He loves to hunt, fish, camp, talk and travel. Just this week he rolled in from a trailer-trip which started New Year's Day and took him through every state in the south, on down to Mexico City and far beyond, back to Texas, then to the West Coast, up to Vancouver, back to Salt Lake City and Denver, down to Amarillo, across thru Birmingham and back by way of Memphis. Charlie was "adjusting his carburetor" and checking his gas mileage on this trip, so he could depart for Alaska next month reasonably sure his new Lincoln is broken in and ready-to-go!

——"MOM AND DAD"——

HYGIENIC'S MUSHROOMING GROWTH continues according to schedule! We world-premiered "Mom and Dad" in Oklacity with one unit. Krog set up a schedule to have five rolling by year's end. We did! Last year we opened with five and closed with ten fully staffed units, just as he planned. This year we opened with 10 and no doubt will close with 20 'cause he said so at last year's Christmas party. There are 12 white units in the States now, and the famous Jesse Owens (colored) unit. One in Canada, one in South America and one in Alaska will raise the total to 15 by June.

——"MOM AND DAD"——

THE 1947 ROUTES will close Dec. 6th. Some are practically complete now. Most are booked into August. A few agents are still making up their minds (or Exhibitors' minds) about June and July bookings. You poor Exhibs who need a truly "big gross" in April or May are out of luck. Drop us a note so we'll know who you are—where you are—the name and size of your theatre—and that sorta stuff and we'll get one of our agents in to see you soon. You can't say we didn't invite you to render a public service and vitaminize your bank balance. We play 'em large—or small—old or new—and treat the poor and the rich, the large and the small, alike! That's why we got friends—and bookings!—MARGE.

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the best recording we've had in a long, long time. The color was nice, the picture moved, and everyone was satisfied. Played Tues. through Thurs. Weather: Fine.—Mayme P. Musselman, Roach Theatre, Lincoln, Kas. Small town patronage. * * *

Thunder Birds (20th-Fox)—Gene Tierney, John Sutton. An "oldie" I picked up to take up space during the winter months. It drew better than a newer release and pleased everyone. Played Tues., Wed. Weather: Good. —Ralph Raspa, State Theatre, Rivesville, W. Va. Small town patronage. * * *

UNITED ARTISTS

Bachelor's Daughters, The (UA)—Gail Russell, Claire Trevor, Adolphe Menjou. Pass this one up, brethren, or double bill it. If you have ulcers, you'll have more if you expect business from this one. The echo was awful, the house was so empty. Played Wed., Thurs. Weather: Mild.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Caesar and Cleopatra (UA)—Claude Rains, Vivien Leigh, Stewart Granger. This is definitely not a small town picture. Scenery and Technicolor aren't enough to hold my patrons or to bring them back. Pass it up.—Wilder S. Funk, Star Theatre, St. Stephens, S. C. Small town and rural patronage. *

UNIVERSAL-INTERNATIONAL

Because of Him (U-I)—Deanna Durbin, Franchot Tone, Charles Laughton. An excellent picture which pleased all customers. Durbin, Tone and Laughton were all at their best, especially Laughton. Let's have more like this one from Universal. Played Fri., Sat. Weather: Mild.—Carl E. Pehlman, Rio Theatre, Edinburgh, Ill. Rural and small town patronage. *

Killers, The (U-I)—Burt Lancaster, Ava Gardner, Edmond O'Brien. Awful! I have played scores of programmers that beat this one. Universal seems to think it is good—they put a per cent on it, sent a checker and everything. Gosh, what a flop! More walkouts than I ever saw. Played Sun., Mon., Tues. Weather: Fair.—Bill Leonard, Leonard Theatre, Cedarvale, Kas. Small town and rural patronage. * * *

Killers, The (U-I)—Ava Gardner, Burt Lancaster, Edmond O'Brien. This is a well-made gangster-detective story with plenty of suspense. Our particular suspense, though, was in waiting for the business which never came. Weather: Fair. Played Thurs., Fri.—W. F. Shelton, Louisburg Theatre, Louisburg, N. C. Rural and small town patronage. * *

WARNER BROS.

Brother Rat (WB)—Reissue. Wayne Morris, Priscilla Lane. Another old one that went over okay. I didn't hear any complaints about this one. It was a little different from the murder mysteries I've been having and I guess that's what made the difference. The weather was fine and the people came out. Played Mon., Tues. Weather: Fine.—Joe Drury, Wells Theatre, St. Marys, Ga. Small town and rural patronage. * *

Man I Love, The (WB)—Ida Lupino, Robert Alda, Bruce Bennett. Good drama with music that pleased to about average business. Weather: Cold. Played Thurs., Fri.—W. F. Shelton, Louisburg Theatre, Louisburg, N. C. Rural and small town patronage. * *

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Shea Demands Rivoli Define Trust Action

BUFFALO—Judge John Knight of federal court reserved decision this week on a defense request that the Rivoli Operating Corp. be "more specific and certain" in its $1,200,000 antitrust complaint against the Buffalo Theatres, Inc., and nine distributors.

The case is being handled for the Rivoli by Thomas C. McDonnell, who was attorney for the Jackson Park Theatre in the successful antitrust fight in Chicago.

Frank G. Raichle, representing Buffalo Theatres, which operate the Shea Theatres, said a "factual statement" should be furnished by the plaintiff in support of its contention that the Rivoli was unable to obtain product as a result of a conspiracy.

Raichle pointed out that one paragraph of the complaint referred to the operation of the Roosevelt Theatre and also to downtown operations. "If this case is to involve all the facts and circumstances of the downtown area, that's one thing," he said. "If the damage to the plaintiff was in his neighborhood, that's another." Raichle said if there is to be a "melting" of both of them, "we will be in the court for weeks . . . I think the plaintiff should be required to make some statement as to how the downtown situation can damage him in the neighborhood."

Raichle also represented Paramount and Loew's. Clayton M. Smith represented WB; Sidney B. Pfeiffer, RKO and 20th-Fox, and Alfred M. Zisser, Columbia. They also asked for amplification of the complaint.

Answering the request for additional facts, McDonnell, asserted that the complaint was complicated "because we are dealing with a system of clearing pictures that is by its very nature complicated." He alleged there exists here a "price-fixing conspiracy to maintain a monopoly in the Shea Theatres." As part of this conspiracy, he alleged, there is a system "whereby patronage is thrown into the downtown theatres at higher admissions by making it impossible for the independent to compete with the chain."

Make Feature in Gotham

NEW YORK — Astor Pictures Corp. has signed a one-picture deal with Slim Gaillard and His Trio for "Ovoutie O'Rooney," a feature to be made in New York, according to Bob Savini, president.

Tendency to Giveaways Is Noticed in Albany

ALBANY—Games and giveaways show signs of great popularity in the Albany exchange district, although, as one local exhibitor expressed it: "Thank God, they haven't progressed to the prewar level!"

When receipts began to drop off from the wartime peak, off-the-record hopes were expressed that theatres wouldn't go back to bingo, dishes, cosmetics and the like. However, there is somewhat of a definite trend along these lines just now.

Fraternal organizations and veterans posts are running bingo in the vicinity of several Albany theatres. One leading fraternal order has been staging big games on Monday nights for years; another order uses newspaper space lavishly. Bingo has been banned for some eight years under Catholic auspices, following an order from Bishop Edmund F. Gibbons.

The largest giveaway this year was an "Easter shower" at the four Warner houses, held April 3, when prizes totaling $1,500 in value were distributed to patrons of the Strand, Ritz, Madison and Delaware theatres, hooked up by telephone. In prewar years several houses gave away automobiles.

Other houses are running bingo and banko; give away turkeys from time to time; country stores have been in vogue at some situations. A few houses are still running "Ten-to-One," introduced more than a decade ago.

Murray Holstein, who promoted merchandising tieups prior to Pearl Harbor, is again active in the field, it is understood. He is headquartering in Saratoga.

Giveaways Used But Sparsely In Newark and Its Environs

NEWARK—Toys and dinnerware are used in some Newark theatres, usually in neighborhood houses. There seems to be little change by the theatres which have used them since the war, except that more dishes are available.

Many exhibitors feel that such premiums are better left out of show business on the grounds that running a theatre is one type of business, dispensing of merchandise another, though some favor certain types of giveaways.

There are 40,000,000 persons who go in for sports events, according to David Beehler, manager of Warners' Central, who could be switched to the theatres. This is a terrific year for baseball. Beehler is more interested in getting children back to the theatre than in drawing the adult patronage with offers of chinaware. He has used giveaways when prices were low but later dropped them. The Central is in a music-loving neighborhood and patrons are more interested in entertainment with a musical flavor than in giveaways. Dishes are used in some Warner houses in Bayonne.

The Embassy, the Congress, the Avon, the Mayfair in Hillside, the Treat and one or two others continue the policy of giveaways. Dishes were popular at the Avon during the war because the theatre was able to get them and they still go well there. Toys have not been used for over a year. Sidney Lewin, manager of the Avon, says that while the toys went well for a while, later the children got tired of them. "If you get too much in stock," he says, "you learn to dislike the plan." The Congress Theatre also has dropped toys and uses only dinnerware, though toys are still used at the Essex.

Most of the larger premium companies are in New York and they do a good business, but for the most part Newark exhibitors make arrangements for premiums through tieups with merchants. The merchants like these arrangements.

Harrisburg and Vicinity Prefer 'Regular Channel' Promotions

HARRISBURG—There has been no general trend here toward reintroduction of premiums and giveaways in any of the Harrisburg or area theatres. In several, however, the giveaway inducement has been used periodically and never quite dissolved. Among the houses which from time to time offer premiums are the small theatres in the Rubinsky chain. These are in small, rural communities, and the giveaway instances are rare. The first run houses and the neighborhoods in the capital city report no necessity to date of offering gifts to patrons.

To date exhibitors have not found it necessary to dress up performances with added attractions, except, of course, in regular promotional channels, such as the premiere of "The Fabulous Dorseys" at Loew's Regent, and "Bedelia" at the Senate, when visiting celebrities were presented from the stages. The State has not resumed its wartime casualty, the Juniortown program for children on Saturdays, nor has the Rio. Tieups with photographic studios and other such businesses often result in presentation of various awards from the stage of the State, but principally because it is the best s[illegible] town.



"SO LONG, JACK; WELCOME, JERRY"—Members of the MGM Pep club at Washington had a get-together recently for the dual purpose of greeting a new branch manager and bidding goodby to a sales manager. The occasion was Jack Goldberg's promotion to manager at Albany, and Jerry Adams' transfer from managership of the San Francisco exchange to a similar post in the nation's capital. Above, a partial group at the party, l. to r.: Alice Clark, Helen Hedman, Libby Blackstock, Alice Reilly, Marie Reeder, John S. Allen, John J. Maloney, Pittsburgh; Rose Frank, Hazel McCarthy, Adams, Mrs. Jack Goldberg, Goldberg, Audrey Paulas, Helen Pruett and Marilyn Knoll.

National Allied and ITOA Resume Meetings in N.Y.

NEW YORK—Meetings between the New Jersey representatives of National Allied and the Independent Theatre Owners of America were resumed at a luncheon held during the week at the Hotel Astor. Irving Dollinger is chairman of the Allied committee which includes Nathan Yamins, Ed Lachman and Sidney E. Samuelson. Leon Rosenblatt heads the ITOA contingent.

BROADWAY

Ned E. Depinet is in from the coast for policy talks with RKO home office sales heads . . . Robert S. Taplinger, Enterprise vice-president in charge of publicity, and Charles Einfeld, president, are recent arrivals from Hollywood . . . Guy Bolton MGM writer, and his "missus" are en route to England.

Constance C. Lazar of Trans-Continental Films is scheduled to leave for a business tour of England, Belgium and France April 18 . . . Arthur Jeffrey and Kenny Delmar made a quick trip to Boston . . . Melvin Albert, film attorney, is the father of a son, Michael Anthony, born April 8 . . . Milton Sperling of United States Pictures and Allen Boritz are due in town.

Alan F. Cummings, MGM's exchange operations and maintenance manager, wound up a southern tour . . . Harry Mandel, E-L midwest sales chief, is in from Chicago . . . G. L. Carrington of Altec is here on a three-week visit . . . Harry M. Warner has delayed his trip east until later this month.

J. E. O'Donnell and Pete Friedhold of Monogram's Gotham staff are in Atlanta . . . Steve Broidy, president of Allied Artists, is enjoying a brief rest here after the three-theatre opening of "It Happened on Fifth Avenue" in Miami. He will leave for a San Antonio opening April 17.

Dorothy Lamour and her husband, William Ross Howard, are here on a combined business and vacation trip . . . Boris Morros sailed on the Queen Elizabeth for London for talks with J. Arthur Rank on the British release of "Carnegie Hall." Ben Goetz is also Britain-bound after a visit to the MGM studios . . . Harry Kalmine of Warner Theatres and Rudolph Weiss, who heads the real estate department, spent two days in Boston.

William B. Zoellner, director of MGM's reprints and importations, is touring Atlanta, Jacksonville and Chicago . . . Constantin Bakaleinikoff, RKO music director, arrived with a crew of studio technicians to record Artur Rubinstein's playing of "Concerto in C Minor" for the new film, "Counterpoint."

Ira Epstein of the Warners field staff spent a few days visiting at the home office . . . Max Wolff is back from a vacation in Miami and Havana . . . Jules K. Chapman visited the Film Classics Buffalo branch . . . Ann Sheridan is stopping at the Waldorf-Astoria.

Carol Brandt, eastern story head for MGM, wound up a three-week studio visit . . . Hal Horne, vice-president in charge of production for Story Prod., Inc., flew to Hollywood to begin filming "This Side of Innocence" . . . Sid Weiner and John Wenisch of Film Classics have been chosen as sergeant-at-arms and recording secretary, respectively, for the Cinema Stamp Collectors club.

Hal Wallis was another recent Gotham arrival. He stopped off en route to England where he will produce "For Her to See" . . . Alfred H. Tamarin of the Theatre Guild will take over the publicity class of the American Theatre Wing professional veterans training program . . . Jerry Wald, Warners producer; Delmer Daves, director, and David Goodis, writer, spent a few days here before leaving for Boston to look over locations for a new film, "Up Until Now."

"Voice of Theatre Speakers"
JOE HORNSTEIN *has them!*



JEEP PROMOTION—Head Usher John Roche of Century's Bellerose on Long Island promoted a jeep from an automobile agency, which Manager Mel Aronson promptly used in the rear orchestra of the theatre to plug "13 Rue Madeleine." That's Roche at the left, Aaronson at the wheel.

UA to Have Five Pictures Playing B'way in May

NEW YORK—Four United Artists releases are scheduled to appear at five Broadway theatres during the next three weeks, the busiest in the 28-year history of the organization.

"Monsieur Verdoux," produced, written and directed by Charles Chaplin, opened April 11 at the Broadway Theatre. Starting April 12, 250 seats are being reserved for one matinee performance at $1.80 and one evening performance at $2.40 daily. The remainder of the house is being sold at popular prices with showings continuous.

"The Other Love," an Enterprise production starring Barbara Stanwyck, opens at the Rivoli April 30 while Federal Films' "Carnegie Hall" will open simultaneous engagements at the Winter Garden and Park Avenue Theatres May 2. The Winter Garden showing will be on a continuous popular price policy while the Park Avenue will use a reserved seat, two-a-day policy.

"The Macomber Affair," the Benedict Bogeaus production starring Gregory Peck, is tentatively set for an opening at the Globe Theatre.

David Lewis, producer of "The Other Love," returned during the week from England where he attended the London opening with Barbara Stanwyck, star of the film, and her husband, Robert Taylor. Commenting on the enthusiasm of the fans who "mobbed" them at the gala premiere at the Empire Theatre, Taylor called for additional openings of American films abroad and first showings of British pictures here. "Any goodwill gesture between the American and British film industries would be very timely right now," he said.

Enterprise Chiefs Discuss Campaigns on Four Films

NEW YORK—Robert S. Taplinger, Enterprise vice-president in charge of advertising and publicity, is in town for several weeks of conferences with George Schaefer, vice-president in charge of distribution, and with United Artists executives.

Hold Annual Meeting For School Groups

NEW YORK—The tenth annual junior conference, sponsored by the National Board of Review of Motion Pictures for school groups studying films, was held during the week at the American Museum of Natural History. Coming during the schools' Easter vacation, the conference provided a meeting ground for student groups in and around New York to compare their year's activities in film appreciation and to report on special projects which have interested them.

The morning session included screenings of two documentaries, "The Private Life of a Cat," distributed by Film Publishers, Inc., and "The Brotherhood of Man," a Technicolor cartoon from Brandon Films. The showing was followed by a round-table forum among representatives of the Boy Scouts, Camp Fire Girls, Boys' Clubs of America and the Youthbuilders, under the guidance of Bosley Crowther, New York Times motion picture editor. Student representatives of the various clubs or classes from junior and senior high schools submitted their reports, and prizes were awarded to winners in the New York area of the National Board's annual "Ten Best" film poll.

The afternoon meeting was devoted to a showing of "Great Expectations," the Universal-International release based on the novel by Charles Dickens, after which the students held general discussions and evaluated the picture by written ballot.

Cinema Lodge Will Hold Weitman-Levin Dinner

NEW YORK—Cinema lodge of B'nai B'rith will hold a hail and farewell dinner at the Hotel Astor April 29 to welcome its new president, Robert M. Weitman, and send off its retiring president, Jack H. Levin.

Reservations will be held to 500 because of limited seating capacity. Among these 500 will be leaders of the film and other amusement fields, who have been invited. The partygoers will be entertained by headline performers.

The dinner committee consists of Saul E. Rogers, honorary chairman; Marvin Kirsch, chairman, and S. Arthur Glixon and Harry K. Wallach, co-chairmen.

Ampa Dinner to be Held In Pearly Atmosphere

NEW YORK—Pearls will be used for decorative purposes at Ampa's 30th anniversary celebration at the Hotel Astor April 23.

In keeping with the tradition that pearls are symbolic of a 30th anniversary, the Astor ballroom will be festooned with 30 pearl-bordered shields. Each shield will contain the facsimile of a motion picture company trademark in addition to the Ampa insigne designed by Vincent Trotta.

Rutgers Neilson, Ampa president, and his committee aides are taking the bows for the idea of honoring film companies and their presidents with the pearl-bordered shields.

Phil Williams, vice-president of Ampa, is chairman of the anniversary dinner.

Crosby Film to Strand

NEW YORK—"The Road to Hollywood," now being distributed by Astor Pictures, will go into the Brooklyn Strand April 30. It was the title dispute over this picture that caused Astor Pictures to withdraw from the MPA title registration bureau.

Easter Puts Punch In B'way Grosses

NEW YORK—The Easter holidays, with their vacationing youngsters and extra performances, resulted in a big business for the Radio City Music Hall, playing "The Late George Apley" and the annual stage spectacle.

"The Two Mrs. Carrolls" had an outstanding opening week at the Hollywood, despite bad notices. The third week of "My Favorite Brunette" and the opening week of "Stallion Road," both of which added an extra morning show, were also strong. Best of the other newcomers were Eagle-Lion's "The Adventuress," which received rave reviews, and "Tarzan and the Huntress," which drew the kiddies.

New films that opened during the week were "Smash-Up" at the Capitol, "Trail Street" at the Palace, "Buck Privates Come Home" at the Winter Garden and "Monsieur Verdoux," which added a new first run theatre, the Broadway, to the New York list.

(Average is 100)

Astor—**The Best Years of Our Lives** (RKO), 20th wk. 124
Capitol—**It Happened in Brooklyn** (MGM), plus stage show, 4th wk. 85
Criterion—**Johnny O'Clock** (Col), 2nd wk. 115
Globe—**That's My Man** (Rep) 105
Gotham—**Tarzan and the Huntress** (RKO) 125
Hollywood—**The Two Mrs. Carrolls** (WB) 150
Loew's State—**The Mighty McGurk** (MGM), plus stage show 105
Palace—**The Locket** (RKO), 3rd wk. 75
Paramount—**My Favorite Brunette** (Para), plus stage show, 3rd wk. 120
Park Avenue—**Time Out of Mind** (U-I) 65
Radio City Music Hall—**The Late George Apley** (20th-Fox), plus stage show, 3rd wk. 135
Rialto—**Boom Town** (MGM), reissue 110
Rivoli—**The Farmer's Daughter** (RKO), 2nd wk. 92
Roxy—**Carnival in Costa Rica** (20th-Fox), plus stage show, 2nd wk. 93
Strand—**Stallion Road** (WB), plus stage show 115
Victoria—**The Adventuress** (E-L) 105
Winter Garden—**Stairway to Heaven** (U-I), 4th wk. of popular price run 97

Topflight New Arrivals Assist Philadelphia Boxoffice Takes

PHILADELPHIA—Everybody made money at the deluxers. Heavy weekend business combined with four topflight new arrivals were responsible.

"The Best Years of Our Lives" took the town by storm, opening at two smaller houses, an innovation. Both are doing near capacity business. Surprise of the week was "The Mighty McGurk," doing bang-up business the second week after a colorless opening.

Aldine—**Smash-Up** (U-I) 140
Arcadia—**The Best Years of Our Lives** (RKO), first run 210
Boyd—**Stairway to Heaven** (U-I), 2nd wk. 135
Earle—**Easy Come, Easy Go** (Para), with Bob Crosby orchestra 130
Fox—**Carnival in Costa Rica** (20th-Fox) 170
Goldman—**Sinbad the Sailor** (RKO), 3rd wk. 120
Karlton—**The Locket** (RKO), 4th wk. 110
Keith's—**Pursued** (WB), 2nd run 120
Mastbaum—**Stallion Road** (WB) 170
Pix—**The Best Years of Our Lives** (RKO) ..... Capacity
Stanley—**The Jolson Story** (Col), 6th wk. 130
Stanton—**The Mighty McGurk** (MGM), 2nd wk. 140

'Brunette' Is Buffalo Leader; Cold Weather Affects Takes

BUFFALO—"My Favorite Brunette" led at the Great Lakes as other houses were either about average or below. "The Best Years of Our Lives" continued healthy in a third week at the 20th Century.

Buffalo—**The Shocking Miss Pilgrim** (20th-Fox); **Backlash** (20th-Fox) 71
Great Lakes—**My Favorite Brunette** (Para) 114
Hippodrome—**Pursued** (WB), 2nd d. t. wk. 100
Lafayette—**I'll Be Yours** (U-I); **Shadowed** (Col) 100
Teck—**Boomerang** (20th-Fox), 2nd d. t. wk. 70
20th Century—**The Best Years of Our Lives** (RKO), 3rd wk. 110

THE IDEAL THEATRE CHAIRS
JOE HORNSTEIN *has them!*

Along New York's Filmrow

By WALTER WALDMAN

CHARLIE CHAPLIN'S reputation as a triple-threat entertainer is well known. Nothing more need be said about his achievements as an actor, producer, and writer. But now, we hear of still another phase of his show business interests. The famed comedian has recently revealed himself to be an eager student of theatre equipment and installation methods. The workers who installed the new projection equipment, draperies and stage materials in the Broadway Theatre where "Monsieur Verdoux" opened April 11, found themselves watched by instead of watching Chaplin.

Some of the lucky workmen managed to catch a preview of the new Chaplin film at the theatre Wednesday (9) before the New York trade and newspaper critics.

Jack Markel is managing director of the Broadway. He formerly was a United Artists representative for "Henry V." The house manager of the Broadway is Ben Hurtig, who was assistant manager of the Winter Garden when Al Rosen was manager.

Sam Baker, who operates the 55th Street Fifth Avenue and Avenue playhouses, reports his son Conrad will wed Raquel Katz June 1, after which the couple will leave on a two-week honeymoon . . . Earl Rackoff, manager of the Avenue Playhouse, completed his first month on the job. He formerly was with the advertising and publicity department of Lopert Films.

Myron Stenzler, a Rhode Island exhibitor, was very much at home among old friends when visiting Filmrow . . . Another visitor everybody was happy to see was Herb Nolan, booker for the St. Cloud circuit. Herb had been ill most of the winter, but is now in good health and top spirits.

Maybe we're jumping the summer vacation gun, but Murray Vogel of Standard Film Processing Co. is getting ready to send his family to Lake Copake next month . . . Harold Rosenfeld of National Theatre Supply became a father during the week.

The Warner sales and booking staff is getting ready for the anniversary drive which will begin April 27 and end July 26 . . . Clarence Eiseman, branch manager, is expected back from Florida in time to give the drive a good sendoff . . . Eiseman and Sam Lefkowitz, eastern district manager, spent the week of April 7 in Boston attending WB's regional sales meeting.

Jake Lewis of the Ditmas Theatre, Perth Amboy, had good newspaper coverage for his special "Nora Prentiss" women's matinee. Lewis also had a tieup with a local drug chain for the showing . . . Joseph Marks, film inspector for Paramount, is still a pretty sick man . . . The MGM exchange salesmen swapped greetings with Maurice Wolf, company district manager in Boston who was in town for a quick visit . . . Max Wolff, head of the Loew's purchasing department, is still talking about his vacation in Miami and Havana . . . Ed Pelinan has resigned as manager of the Daly Plainfield Theatre, Plainfield, Conn.

That was quite a meeting the RKO exchange had the other day . . . Phil Hodes had a long talk with all the salesmen and bookers . . . Rudolph Weiss and Miles Alben of the Warner Theatres spent several days in Washington.

Al Bondy, distributor of GE films, is back in New York after a trip through the midwest . . . Jules Willing, branch operations head of Confidential Reports, has returned from his recent visit to Atlanta . . . RKO is ready to go ahead with the redecorating job it had planned for the Proctor Theatre, Newark.

Five other RKO houses in the New York area also are slated to have a face-lifting treatment. Most of the work will be on lobbies and entrances. The actual operations will have to wait until the government okays the plans and builders come through with materials.



PARAMOUNT BRITISH LEADERS—Six winners of the Paramount British quota sales drive were honored at a reception given by the Paramount Pictures club at the home office recreation room. Front, left to right: Clifford Cox and Thomas Ledger of the Newcastle branch; Alice Holt of Cardiff; Claude Lee, director of public relations; Nellie Nisbet of Liverpool; Dave Gilpin, London. Rear, left to right: J. W. Piper, Paramount International executive; Herman Lorber of the home office sales staff; Ashley Bate of London. The contest winners left for London April 9.

Veterans Administration Seeking Own Film Production Facilities

WASHINGTON — The single remaining film production unit within the federal government is at the Department of Agriculture. Cooperating with other agencies, the department engages in the production of films in several fields of government.

Latest agency to request production assistance is the Veterans administration. With a small budget for the production of documentary and educational films on veterans affairs, the VA has been using the USDA facilities for several months.

The pictures, produced for the VA by the department, are strictly noncommercial and for use by veterans organizations, civic groups and vocational rehibilitation centers.

John Taber, representative in Congress from New York, declared war on government activities dealing with film production, the publication of books, and other "commercial type" ventures. He has approved, however, continuation of the USDA film production program.

Farm state congressmen have requested Taber to "go easy" with the Agriculture department. It is pointed out that the department's films do not compete with commercial pictures.

To date it appears that only two federal agencies will be permitted to spend funds for pictures. The Department of Agriculture, and the Veterans administration. The VA, however, will continue to depend on the USDA for its pictures, ordering them and paying the department out of its film budget.

Screen, Society Leaders At 'Verdoux' Opening

NEW YORK—Leaders in films, business and the stage and society notables attended the opening of Charles Chaplin's "Monsieur Verdoux" at the Broadway Theatre Friday, April 11. The opening was broadcast over station WMCA.

In addition to Chaplin and his wife, the opening-night audience included Mary Pickford, Edward C. Raftery, Hal Roach, Gradwell L. Sears, Arthur W. Kelly, Jack Cohn, Lee Shubert, George Skouras, Martha Raye, Vera Zorina, Louella Parsons and Gregory Ratoff.

Among other guests were Mr. and Mrs. Albert de Courville, Mr. and Mrs. Howard S. Cullman, Mr. and Mrs. Jerome Orbach, Mr. and Mrs. Alfred Clark, Mr. and Mrs. James Donohue, Mr. and Mrs. William Saroyan, Mr. and Mrs. Herbert Bayard Swope, Mr. and Mrs. Marc Connelly, Mr. and Mrs. Jo Davidson, Mr. and Mrs. Herbert H. Miller and Mrs. Bernard Lamott.

Koff Wins MOD Prizes

ROCHESTER, N. Y.—Alan Koff, manager of the Murray Theatre here, was the only winner from New York state in the recent March of Dimes prize contest. He won two prizes for the highest percentage of collections on a per capita basis.

Opera Film Opens May 5

NEW YORK—"The Barber of Seville," the first full-length grand opera to be brought to the screen, will open at the Golden Theatre May 5, on a two-a-day reserved-seat basis. Excelsior Pictures is releasing the picture which has English titles translating the Italian dialog in addition to an explanation of the opera's story before each act by Deems Taylor. Ferruccio Tagliavini of the Metropolitan Opera is starred.

Monogram Holds Regional In New York and Chicago

NEW YORK—Morey Goldstein, Monogram general sales manager, presided at a regional meeting of the eastern branches to review current sales at the Warwick hotel April 12 and 13. The meeting also discussed the merchandising and releasing of Roy Del Ruth's "It Happened on Fifth Avenue," first release of the recently formed Allied Artists Prod.

Ed Morey, vice-president and executive assistant to Steve Broidy, president, headed the home office group and others attending were Arthur Greenblatt, eastern sales manager; Herman Rifkin, Monogram franchise holder in Boston, and branch managers from the Albany, Buffalo, Cincinnati, Cleveland, Washington, Pittsburgh, Boston, New Haven, New York and Philadelphia exchanges.

Jack Schlaifer, Monogram sales director, conducted a similar sales meeting with the midwestern branches at the Blackstone hotel, Chicago, April 12 and 13. Sol Francis, midwestern district manager, assisted Schlaifer in handling discussions with branch managers from the Chicago, Milwaukee, Minneapolis, Oklahoma City, Omaha, Des Moines, Kansas City, St. Louis, Detroit, Indianapolis, Salt Lake City, Denver and Dallas exchanges.

Scophony's Cross-Claims Against Para't Upheld

NEW YORK—Federal Judge Alfred C. Coxe has denied a motion by Paramount, Television Productions and General Precision Equipment Corp. for dismissal of cross-claims filed by Arthur Levy and the Scophony Corp. of America for damages in connection with the government's antitrust suit against all of the parties. Levy is seeking $270,000 and Scophony is asking $1,500,000 triple damages.

In denying the dismissal, Judge Coxe said that "Scophony is not an active participant in the alleged violations of the antitrust laws, but is a victim thereof, unable to shake itself free from the domination of the moving parties." He also said that, while it is difficult to see how Levy can prove damages sustained, he is entitled to a court hearing on the claim.

Meanwhile, negotiations to settle the government's action against Paramount, Television Prod., General Precision Equipment, Levy and Scophony are pending.

Vogue Starts 6-Week Art Show in Theatre Lobby

NEW YORK—The Vogue Theatre, Century house in Brooklyn, has opened a six-week art exhibit. Original paintings and sculptures by contemporary American artists are on display in the lobby. The art objects also are for sale. The Vogue shows foreign films.

The works of Grant Wood, Thomas Hart Benton, William Gropper, Raphael Soyer, George Grosz, Doris Lee and Chaim Gross are included in the exhibition.

'Macomber' Set for Globe

NEW YORK—"The Macomber Affair," UA release featuring Gregory Peck, Joan Bennett, and Robert Preston, will open at the Globe Theatre April 19. The film was produced by Benedict Bogeaus and Casey Robinson.

MPA Group Hears Talk On Value of Kid Shows

NEW YORK—The importance of promoting the neighborhood theatre as a community center through children's shows was emphasized by Mildred A. FitzGibbons, manager of the Skouras Roosevelt Theatre, Flushing, in a talk before the MPA study group. The meeting was held at the Preview Theatre, 1600 Broadway. Miss FitzGibbons was introduced by Marjorie G. Dawson, associate director of the MPA community service department.

Mrs. Dawson praised Miss FitzGibbons' efforts to improve exhibitor-community relations. The theatre woman has organized a Saturday Birthday Fun club at the Roosevelt, with a membership of over 3,500 boys and girls. Other activities included the formation of the Broadway-Flushing Civic Ass'n, with headquarters at the Roosevelt, and exhibitions of paintings by contemporary artists in the theatre lobby.

The latest community movement sponsored by Miss FitzGibbons is a Broadway-Flushing Food and Fashion Show, scheduled for May 27. Jinx Falkenburg and her husband, Tex McCrary, of the Hi Jinx radio show; Vyvyan Donner, women's editor for Movietone, and Mary Margaret McBride, WNBC woman commentator, will appear. Local merchants are donating $500 in attendance prizes. More than 1,800 women are expected to attend.

Children's Clubs Formed By Hoyts in Australia

PERTH, W. A.—Hoyts Theatres, biggest circuit in Australia, is organizing Children's Cinema clubs modeled somewhat after those in England and Canada. The circuit has enlisted the aid of parents, educational authorities and members of various churches in promotion of Saturday morning children's shows for club members. Programs include cartoons, serials and general interest short subjects, plus a suitable feature, and authorities are called in occasionally to give talks on such subjects as fire safety, road safety, dental care, and the like. On joining, all children get a membership card and after two attendances they get a membership badge, presentation of which becomes part of the program. On birthdays, children are guests of the house and the occasion is appropriately celebrated.

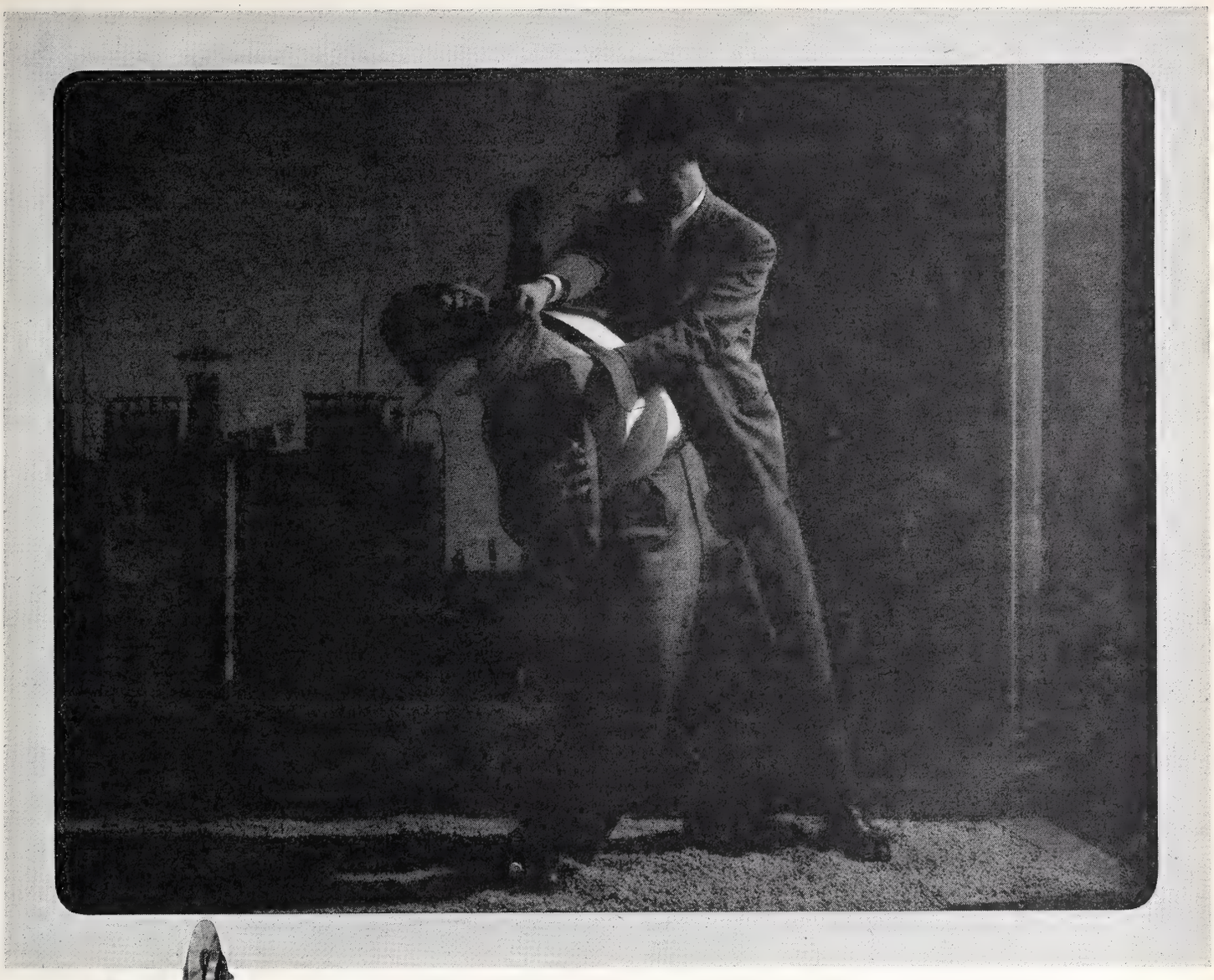
Skouras Theatre Service Aids Casualty Drive

NEW YORK—The Skouras Theatres community service department produced and is releasing "The Forgotten Casualty," in conjunction with the $2,500,000 civilian rehabilitation fund drive.

The film is a short, featuring a crippled patient of Bellevue hospital, and is narrated by Fredric March. It was produced under the supervision of the New York University Bellevue Rehabilitation Institute.

The film points out that the "forgotten casualty" may be any one of the 23,000,000 crippled civilians whose needs have generally been overlooked in favor of the disabled veteran. The film emphasizes their needs and relations to the public.

"The Forgotten Casualty" is being shown in all 66 Skouras theatres in the metropolitan area. In addition, the community service department has provided 50 prints of the film in 16mm. These will be shown throughout New York by doctors, participating in the drive.





Artist . . . with light and shadow

● To hold the drama which darkness gave this scene, yet not sacrifice identity and clarity of action . . . this was the problem on which the picture's director and the director of photography worked hard—and successfully.

To this same end the timer also worked—successfully. By his skilled selection of printing light, his judgment of light and shadow, he faithfully interpreted the director's aim . . . made certain that the visual result would be vivid, dramatic, convincing.

To get the most from his ability, the timer must work with film of assured uniformity . . . one of the many qualities which make the family of Eastman motion picture films so useful to the industry.

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Turns Back the Clock

Central at Newark Celebrating Its Silver Jubilee

NEWARK — The Central Theatre here, which opened March 30, 1922, is now in the midst of a month-long silver jubilee. Manager David Beehler of the Central has turned his celebration into a thoroughgoing historical review, and the theatre lobby is filled with displays showing the fashions, follies, food prices and foremost national and international events of a quarter-century ago.

For weeks in advance of the anniversary celebration Beehler pored over records in the city hall library, unearthing every event of importance in the year 1922. In planning the jubilee, he tried to introduce features, some new, some old, which would appeal to all his various sorts of patrons, and held down stage speeches and appearances by local political dignitaries.



DAVID BEEHLER

TUBE CONTRACT THAT YEAR

Newark was in its heyday as a cinematic and theatrical center in 1922. The $19,000,000 contract for the Holland tube connecting New Jersey and New York was signed that year; before that time, with only the ferries to take them to Broadway, local theatre lovers had to depend on home town entertainment. In those days Newark supported three vaudeville theatres and two burlesque houses.

Don O'Brien's "Chocolate Soldier" was in town that year. Downtown, May Murray was appearing in "Peacock Alley" and Southern and Marlowe were playing at the Schubert, now the Adams. The Broad Theatre was the great favorite, Glasgow's production of "Gold Diggers" was at the height of its popularity and the Central opened starring Rudolph Valentino in "The Four Horsemen of the Apocalypse."

With displays of oldtime fashions and advertisements, and photostatic copies of newspaper clippings on world events, Beehler has turned his lobby into a museum wholly dedicated to the year 1922. Pope Benedict V died that year, as did the famous Enrico Caruso. Judg Kenesaw Mountain Landis became czar or organized baseball. The film trade still referred to its wares as "moving" pictures. Such stars as Elaine Hammerstein, Constance Talmadge, Charlie Ray, Wesley Barry and William S. Hart made boxoffice history.

MEN'S SHIRTS 99 CENTS

Men's white shirts were selling for 99 cents. Butter sold for 41 cents a pound. A Newark shoe dealer marked down 3,000 pairs of women's shoes from $8 to $3.45. Hens were laying eggs for only 22 cents a dozen.

Silver dollars exclusively are being used at the boxoffice during the month, and Newarkers clamor for them.

Various features were planned for the occasion, among them a dog contest, similar to the one which originated with Albert Payson Terhune. Beehler ran the same contest in a Paterson theatre five years ago and found it made a hit.

Because it is Bugs Bunny's eighth birthday, a tieup with Bugs Bunny toys was arranged, also a tieup with Donald Duck, who is celebrating his 13th birthday. Children will compete for honors in the Central's Silver Jubilee.

"Miss Central Avenue of 1947" contest. As another novelty an enlargement of a photo of Mickey Rooney has been made and older boys and girls will be able to take photographs of themselves with the star, a harmonica contest will be run during the showing of "The Jolson Story" through an arrangement with the Magnus Harmonica Co.

Stars of stage and screen will make personal appearances from time to time. Besides a wide variety of current films, boxoffice hits such as "Humoresque," "The Razor's Edge," "State Fair" and many others, Beehler will play "Son of the Sheik" with Valentino on April 17 and 18 as a treat for oldtimers. Old-fashioned flashback comedies of 25 years ago will add further pep.

1922 FORD ON DISPLAY

Stores along Central avenue are decorated for the celebration and a garage is exhibiting photos of automobiles that were in the Newark Automobile show 25 years ago. A 1922 Ford runabout which sold for $398 has been brought from Detroit and placed in the lobby. Local bakeries have donated birthday cakes and a florist has supplied bouquets.

The Central was built by Bratter & Pollak, the first owners. In 1927 it was consolidated with the Joe Stern theatres and the Fabian theatres in the Stanley-Fabian Corp., and in 1929 was consolidated with Warner Bros. Theatres. The Central jubilee is the first in the circuit in this vicinity for many years.

Manager Beehler is a veteran showman of wide experience. Before 1926 he ran a vaudeville agency with William Jacobs, now a Warner producer. In 1926 Beehler started to book vaudeville acts for two Stanley-Fabian houses in New Jersey. Later he was divisional manager for RKO in Brooklyn and Long Island. Since sound came in, he has been with Warner Theatres and once managed Warners' Earle in Philadelphia.

HE BOOKED FOR MARILYN

One of Beehler's most successful stars was Marilyn Miller, whom he booked when she was a child. Other stars he has booked include Chuck Reisner and Eddie Bussell, now producers and directors for MGM, Elbert Hubbard, the Ponselle sisters, Maxine Saxon and Stan Laurel.

It is Beehler's belief that many present screen stars are not actors and actresses, but only manikins. With the new spurt for playing vaudeville acts in one-night stands in many of the RKO and Loew's houses, partly because of the demand created by boys returned from overseas, who first saw live acts in USO-Camp Shows tours. Beehler is wondering whether the demand will continue.

If not, he thinks some new medium is bound to develop to bring out new talent.

UJA Doubles '47 Goal For New York Area

NEW YORK—A goal of $2,100,000 for the 1947 campaign of the United Jewish Appeal in the local metropolitan area was set by motion picture and allied industry leaders of New York at a meeting with Barney Balaban, national chairman of the motion picture division, during the week. Last year, the total amount raised within the metropolitan area from the industry aggregated $1,013,000, this figure including a sum somewhat under $200,000 raised by the joint defense appeal of the Anti-Defamation League.

With the Anti-Defamation League's appeal part of the UJA campaign this year, the $2,100,000 goal is more than twice the combined amount attained jointly by the UJA and the JDA. The national goal of the UJA is $170,000,000, of which $65,000,000 is to be raised in New York City.

Matthew Fox, vice-president of Universal-International; Billy Rose, producer and columnist; Richard Rodgers, producer and composer, and Emil Friedlander, president of Dazian's, Inc., were named as co-chairman for the local industry drive to organize and establish committees. Others who attended the New York meeting were Si Fabian, Jack Cohn, Harry Brandt, Leonard H. Goldenson, Sam Rinzler, Harry Kalmine, Leopold Friedman, Malcolm Kingsberg, Lou Novins, Herman Robbins, Max Cohen, Sam Shain and Arthur Israel jr.

16mm Sound Introduced By RCA 16 Years Ago

NEW YORK—RCA, which introduced the first 16mm film projector in April 1931, is celebrating the "sweet sixteenth" anniversary by revealing the step-by-step development in its laboratories which led to the present perfected 16mm sound projector as it is known to the industry today.

In addition to developing the first 16mm sound projector, RCA other "firsts" in the 16mm industry included the introduction of film with a single row of sprocket holes and the engineering of the first projector designed to use such film. RCA also developed the now-universal dynamic speaker and the closed-cavity speaker case which made satisfactory response at low as well as high frequencies possible and the cylindrical lens, sound-reproducing optical system which permits the use of a low-power exciter lamp in 16mm projectors.

In addition, RCA pioneered in solving the major problems of sound distortion and noise reduction in both 16mm and 35mm sound projection.

Century to Build Theatre In Rockville Centre

ROCKVILLE CENTRE, L. I.—Century Theatres will build a new theatre of approximately 1,500 seats here. A site has already been bought on Sunrise highway and Morris avenue, said Fred J. Schwartz, vice-president, and plans are being drawn.

The circuit now operates the 1,368-seat Strand on a lease that has two-and-a-half more years to run. Whether Century will continue to operate the Strand after the present lease expires depends upon conditions at that time, said Schwartz. "But for the present we have no intention of giving up the theatre," he said.

Century also operates the 1,584-seat Fantasy, the second theatre in Rockville Centre. Schwartz thinks there is room for a third, modernly equipped theatre.

Hellman to Construct N. Philadelphia Airer

ALBANY—Construction of a 600-car drive-in at Bel Salem, North Philadelphia, will be started soon by Neil Hellman.

Under an agreement with CPA, only secondhand materials may be used in building the new open-airer. This does not include the equipment. The screen, for example, will be hung on used telephone poles. Hellman said that the newest link will be opened about July 15.

Plan Testimonial Dinner For Sidney Samuelson

NEW YORK—Sidney Samuelson, general manager, Allied Independent Theatre Owners of Eastern Pennsylvania, will be guest of honor at a testimonial dinner given by area exhibitors and film men at the Warwick hotel, Philadelphia, May 5.

Prominent figures from the exhibition and distribution fields in all parts of the country are expected to attend, according to Jack Greenberg, chairman of the dinner.

MANLEY Inc.
POPCORN MACHINES
L. M. Malcolm
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Goldberg Gives Luncheon To Meet Albany Trade

ALBANY—Jack Goldberg, new MGM manager, met circuit executives and exhibitors at a luncheon in the De Witt Clinton. Jack Byrne, eastern division sales manager and onetime Leo salesman here, came from New York to attend the affair.



JACK GOLDBERG

Others present included Lou Goldstein, assistant buyer for the Schine circuit at Gloversville; Chris Pope, Schine feature booker; Bob Johnson, Smalley Theatres booker, and Harry Fagan, his assistant; C. J. Latta, upstate zone manager for Warners; Charles A. Smakwitz, Latta's assistant; Max Friedman, buyer-booker for Warners in Albany and Buffalo; Saul J. Ullman, upstate general manager, Fabian Theatres; Joe Saperstein, buyer-booker for Fabian; Leonard Rosenthal, counsel and adviser on buying for Upstate Theatres, Inc.; Sam Rosenblatt, owner of the Grand and Strand, Watervliet, and the Lake, Lake George; Herman L. Ripps, MGM district manager.

Paramount Adds 3 Films To 1946-47 Schedule

NEW YORK—Three films have been added to Paramount's 1946-47 release schedule, according to Charles M. Reagan, vice-president in charge of distribution. They are: "Blaze of Noon," for May 2; "Calcutta," for May 30, and "Welcome Stranger," for June 13.

Big Block of Loew's Bought by Schenck

PHILADELPHIA—Acquisition of a huge block of Loew's common stock by Nicholas M. Schenck was the high spot of trading in film securities during the month ending March 10, according to the latest report issued by the Securities and Exchange commission.

Schenck reported the purchase of 42,388 shares of Loew's, making his total 62,727. He also reported the presentation of 1,000 shares of the stock to charity last January.

Harry Warner sold 4,000 shares of Warner Bros. stock, bringing his total to 296,000. His trust holds 16,000. Jack Warner disposed of 1,000 shares during the month, bringing his total to 428,000. His trust acquired an additional 1,500 shares. Albert Warner reported holding 430,000 shares of WB common.

Daniel M. Sheaffer of Philadelphia sold 600 shares of Universal Pictures common. He now holds 17,707 shares.

Herbert J. Yates, New York, added 4,700 shares of Republic Pictures common, making his total 44,300. Frederick R. Ryan purchased 1,000 shares of Republic.

Three officers of Monogram exercised their options to purchase Monogram common. Samuel Broidy added 5,000 shares to his total, bringing it to 12,799; Edward Morey, 600 shares, total 1,500; Samuel Wolf, 2,000 shares.

Spyros P. Skouras, president of 20th-Fox, disclosed that he sold 42,000 of 20th common, bringing his total down to 5,250 shares.

'Carnegie' in Stockholm

STOCKHOLM—"Carnegie Hall" is having its first European run here at the Royal Theatre. The initial performance was a charity affair sponsored by Swedish Help to Europe.

AN OUTSTANDING INDUSTRY EVENT!

ASSOCIATED MOTION PICTURE ADVERTISERS
30TH ANNIVERSARY DINNER-DANCE

HOTEL ASTOR — MAIN BALLROOM
WEDNESDAY, APRIL 23 — 7 P. M. SHARP

RUTGERS NEILSON, PRESIDENT, WILL PRESIDE
HOWARD DIETZ, MEMBER-GUEST EMCEE

THIS GALA AFFAIR WILL HONOR THE PRESIDENTS OF OUR INDUSTRY WHO WILL BE PRESENT FOR THE OCCASION AS WELL AS GLAMOROUS HOLLYWOOD PERSONALITIES.

Admission .....Ten Dollars Per Person

(For Tickets Write or Phone—Abe Dash, Film Daily)

Dress Optional

ALBANY

Matt Sullivan, United Artists Buffalo manager, and Ray Wylie, Albany area representative, closed a deal with Sid Kallet in Oneida for the showing of "Strange Woman" in 21 Kallet theatres of the two territories . . . "Abie's Irish Rose," which has not yet played any of the big situations in the Albany territory is reported to have done excellent business at Harry Lamont's Vanderbilt in Greenville, at the Hollywood in Ausable Forks, and at the Rex in Keeseville . . . "The Macomber Affair" is booked to open at the Strand here Wednesday (16).

Arthur Davis, district manager for Confidential Reports, made his first visit to Albany and called on exchange clients. He was accompanied by District Manager Herman Jacobs. Davis started with Confidential as chief of the Philadelphia district. His recent promotion placed him in a supervisory capacity over the Philadelphia, Baltimore, Washington, Albany, Boston and New Haven areas.

Ray Smith, Warner manager, had a bad case of bursitis in the left arm. He came to work Monday with the arm in a sling . . . "It Happened on Fifth Avenue" was previewed at Warners' Delaware.

"Professional Night" will be observed by the Variety Club at a beefsteak dinner in Keeler's restaurant April 14. It was first scheduled for April 7. Kings for a Day will be Dr. Ben Volk, ear, nose and throat specialist; Dr. Irving Kaskel and Dr. Samuel Kallison, dentists; Samuel E. Aronowitz, Leonard Rosenthal, Jack Olshansky and Irving Doling, attorney. Aronowitz, Rosenthal and Olshansky are actively connected with the motion picture business. Milt Schosberg, manager of the Grand, is in charge of dinner reservations . . . "The Best Years of Our Lives" is tentatively set for eight area engagements. It opened at the Grand, Albany, April 8.

Inflated building costs have caused 20th-Fox to postpone plans for a two-story exchange building which Frank Mulderry was to build on North Pearl street in time for occupancy next fall. Mulderry said construction would not be started "until the present high prices come down to a more reasonable level." The present ten-year lease at 1052 Broadway expires in October, it is understood.

The first frozen custard and ice cream stand operated by Neil Hellman and Leo Rosen under the corporate name, "Joy Bars," was to be opened in a store in the Hellman-owned Paramount Theatre Bldg. Saturday night (12). A string of these bars will be opened at strategic spots within a 50-mile radius.

Len Gruenberg, captain of the Ned E. Depinet drive, and Gus Schaefer, district manager, visited the RKO exchange. It was their second visit since the drive started. The local branch is in a good position to win one or more prizes in the drive, which ends in three weeks.

The Fabian-Warner pool in Albany and Troy, which was scheduled for dissolution April 1, has been given another month's lease on life, according to reports here. The pool involves Proctor's, Troy, Lincoln, Griswold and American in Troy, and the Grand Ritz, Leland, Madison and Delaware in Albany. The Palace and the Strand, ace houses for Fabian and Warners, respectively, are not part of the pool.

Joe Rosen, 20th-Fox manager, is the father of Robert Edward, born at Albany hospital April 2. It is the Rosens' first child . . . Ray Moon, 20th-Fox district manager, was expected here from New York this week for a visit to the local branch . . . Ed Ruff, Paramount manager, returned from a district meeting in Boston. With C. J. Latta and Neil Hellman. Ruff has been devoting considerable effort to the Greek war orphan campaign.

Filmrow callers included Clarence Dopp, operating theatres in Johnstown, Frankfort, Poland and Northville; Dave Rosenbaum, owner of Capitol in Elizabethtown and manager of the Hollywood in Ausable Forks and the Rex in Keeseville; Mrs. Dave Rosenbaum, manager-cashier in Elizabethtown, and her son Burton, and Walter Wertime of the Chester, Chestertown.

The dual revival of "The Sea Hawk" and "The Sea Wolf" did fairly well at the Ritz on a moveover from the Strand. The bill is being booked by other situations, including some in the Schine circuit . . . The Fabian circuit has booked the San Carlo Opera Co. in "Rigoletto" at the Palace for April 22. Joseph Antoine, coloratura soprano of the Metropolitan Opera Co., will sing the leading feminine role.

Harold Strassman of the State, Glens Falls, and the Fort Edward, Fort Edward, made a recent booking visit to Filmrow . . . Albany's theatres are being given their annual check by the municipal building department. Philip J. Gallagher, commissioner, said the inspection is routine that precedes the issuance of new licenses.

Alec Papayanakos of the American Canton, has recovered from a cold which incapacitated him for a week . . . Joe Sternberg of the Franjo, Boonville, and Mrs. Sternberg have returned from a Florida vacation . . . Ditto Cecil Adams of the State of Adams . . . John Baski, who managed the Norfolk in Norfolk for Papayanakos, has been discharged from the army. It is understood he is returning to this position.

Floyd Fitzsimmons, Metro exploiteer, on reading in BOXOFFICE the story of the commotion caused in Springfield, Ill., by the release of aerial bombs in a "The Beginning or the End" promotion, recalled that he has used similar bombs for theatre openings and other big events. At one time he managed theatres in Long Island and the Albermarle in Brooklyn and worked in the theatre division of Paramount.

Ex-GI Deyo hopes to open the new theatre in Altona, near the Canadian border, this month. Various delays have been encountered . . . Metro records are currently advertised on a large card on the front of the Albany exchange. "Metro the Best in Entertainment" presents Kate Smith, Hal McIntyre, Lauritz Melchior, Ziggy Elman and other stars of the musical and band worlds. Still photos of these entertainers appear in cutouts on the card.

Perfect spring weather hit grosses in the Albany district on Easter, to the disappointment of exhibitors. "Business was bad," one Filmrower said. "If it had rained as late as 4 p. m., grosses would have been 40 to 50 per cent higher. The situation was general, circuit and independent houses alike feeling the pinch." Theatre managements had expected a whopping day in view of the weather forecast.

NEW MIRROPHONIC SOUND
JOE HORNSTEIN, Inc.
630 Ninth Ave., New York City

Oscar Perrin Shifted To WB Ritz, Albany

ALBANY—A face familiar to local theatregoers, that of Oscar J. Perrin, is now to be seen at Warners' Ritz, while a newcomer, George J. Hutchinson, is holding forth at Perrin's former stand, the Madison.

The transfer of Perrin, a native of Cohoes and a theatre man here for more than 40 years, and appointment of Hutchinson were announced by C. J. Latta, Warner zone manager, and followed Leo Rosen's resignation as manager of the ace Strand, and the advancement of Al La Flamme from the Ritz to the Strand.

Perrin has been in charge of every large Albany playhouse except the Strand. He started in 1901 as an assistant treasurer at Hermanus Bleecker Hall, then a famous legitimate theatre. He was in charge when it had the last stage play, Tallulah Bankhead in "Little Foxes." Perrin likewise managed the Capitol, which Malcolm Atterbury is to convert into a small repertoire house. He was with the late George M. Cohan as road treasurer in 1905-6. While with Cohan he married Anna V. Keyes of the Cohan company.

One of Perrin's sons, Keyes, has been a radio announcer for ten years. A daughter Veronica, now the wife of a dentist, was on the stage for several years. The Perrins have two other sons.

Perrin operated the Colonial as a vaudeville house, and managed the Palace, Grand and Leland for Chris Buckley and later for Fabian.

Hutchinson comes to Albany after extended service with the navy commissary department in the Pacific area and managerial experience with the Graphic, Schine and Snider circuits. He started with the Sterling Motion Picture Service of Boston nine years ago, showing 16mm films on a "kerosene circuit."

Pet Essays Hypo Albany 'Stallion Road' Playdate

ALBANY—Warners' Strand, the Albany Times-Union and the Hudson River Humane society conducted a letter-writing contest in connection with "Stallion Road" and to coincide with Be Kind to Animals week. Cash prizes were offered for the best 75-word letters on the following subjects: 1) Why dogs should be pets and not guinea pigs; 2) The most heroic pet; 3) The most interesting pet. The first topic carried a $25 award for the top communication. Each of the next three winners were given puppies by the Humane society. The bravery-of-a-pet assignment had a $15 prize, while the most-interesting-pet story drew a $10 award.

Gift Drawing Is Highlight Of Merchants Night Fete

ALBANY—The Albany Variety Club celebrated Merchants night on the upper floor of Keeler's restaurant last week. Highlight of the affair was the drawing for gifts.

Kings for a day were Russ Froelich, George Green, Sam Greenberg, Arthur Herman, Max Hegelman, Frank Lyons, Charlie Schlang, Henry Seiden, Leonard Simon and Gene Teper, all active barkers.

Leo Rosen, member of the crew and manager of the Strand, had charge of reservations. Rosen is one of the most tireless workers for Tent 9.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN *has it!*

BUFFALO

Boxoffices are expected to get up off the floor now that Lent is over . . . Spike Jones and his City Slickers were booked into Shea's Buffalo . . . Easter Monday matinees were held in all Shea community houses . . . Dewey Michaels played a comedy carnival at his downtown Mercury for Easter week.

Easter vacation was 11 days long for parochial school children, but only five days for those in public schools. The latter made up for time lost during the recent strike of schoolteachers.

Competition was heavy this week. The Shrine circus played at Memorial auditorium. Mary Small appeared at a Main street night spot. Bill "Bojangles" Robinson was at McVan's and the Mills Brothers at the Town Casino. The Erlanger started a fresh season with "State of the Union." Zorah Berry concerts are under way at Kleinhans Music Hall. Marian Anderson is the first star.

Burglars who shunned sweets for cash entered Schine's Granada last week. About $20 was taken from a desk drawer while candy valued at several hundred dollars was unmolested in a showcase, according to Manager Leon S. Schaefer . . . Harold Russell of the "Best Years" cast was guest of the rehabilitation committee of the Erie county American Legion at lunch in Hotel Statler. Russell's trip here was arranged by the 20th Century Theatre, where the picture is in its third week.

"Kart's Milk Is Buffalo's Best!" says Senator Claghorn. That was the notation on cards attached to doorknobs in town. The cards went on, "See Kenny Delmar as Senator Claghorn—It's a Joke, Son! Now—Shea's Hippodrome." The tieup attracted considerable attention.

Cecil B. DeMille's "King of Kings" was shown in seven Buffalo and suburban theatres and Hotel Statler during Holy week under auspices of the Council of Churches of Buffalo and Erie county . . . Shea Theatre interests have not decided what they will do about dissolving the three-way partnership of Paramount, Loew's and Vincent R. McFaul, involving 14 theatres, if the New York federal district court's antitrust decree ordering dissolution of such partnerships stands, according to McFaul.

Eastman Kodak of Rochester must obey a federal grand jury subpoena to produce its records as part of antitrust investigation, Federal Judge John Knight ruled.

Joe Miller Is Appointed Sales Supervisor for FC

ALBANY—Joe Miller, veteran of 29 years in distribution and until recently PRC district manager for Albany, Buffalo, Cincinnati and Cleveland, has been appointed sales supervisor for Film Classics in the Albany and Buffalo districts. Film Classics operates a Buffalo exchange, managed by Leo Murphy, but is without an Albany office, although represented by Ben Smith. Miller hopes to set up a distribution office soon.

MP Foundation Meeting Set in Albany April 21

ALBANY—An area organization meeting of the Motion Picture Foundation will be held here April 21, Saul J. Ullman, upstate general manager of Fabian Theatres, announced.

Display House Razed In Spectacular Fire

PHILADELPHIA — Generating clouds of heavy smoke which knocked out 48 firemen, a five-alarm fire in the central Philadelphia tinderbox section raged out of control for three hours Saturday night (5) before it was conquered by a mobilization of 60 pieces of apparatus.

Wrecked in the spectacular $250,000 inferno that lashed the sky with flame and filled adjoining streets with smoke, was the four-story brick building of the MGM Displays Co. The structure collapsed after the fire. Even a 13-inch fire wall went down in the crash. The fire was a serious menace for hours to Filmrow on Vine street, and the highly inflammable district of Chinatown, both less than a block away.

Six hundred firemen were kept at the scene from 4:55 p. m. until after midnight. At that time, 100 men and a little equipment were dismissed, but 500 firemen battled the blaze all night. At 11 Sunday morning the debris blazed again. But enough men were still at the scene to put it out without sending in another alarm.

The fire was fed by lacquers and shellacs in the basement of the MGM Displays Co., which manufactured lobby displays, marquee hangings and other large advertising set pieces for motion picture theatres. In addition, the firm stored paper, cardboard, and fabrics in the upper floors of the building.

Among the casualties at the scene was Robert M. Gross, operator of the display firm. He arrived at the scene, announced that his loss would be more than $37,000, became hysterical, and collapsed. He was taken to Hahnemann hospital and treated for shock.

Harold Russell Requests Succor for Ill Veterans

BUFFALO—The "forgotten men" in the U.S. are the 250,000 World War II heroes who are still hospitalized, according to Harold Russell, the handless war veteran who became an Academy award winner in his first picture, and he thinks it is time to do something about it.

"Civic organizations should form committees which every month, or even every week, should visit these men. Veterans organizations and women's organizations should do the same, he said.

"During the war, those guys were the big heroes. Now they never see anybody except the Red Cross, which is doing a marvelous job, but that isn't enough. These fellows get blue. Even relatives forget them. We ought to help. It's an awful letdown to be a big hero one day and then just a guy without a friend the next.

"Morale is particularly low among the hospitalized veterans who have tuberculosis or are paralyzed. Amputee veterans who are hospitalized are for the most part comparatively happy."

Russell was here in connection with showing of "The Best Years of Our Lives" at the 20th Century.

Two Brandt Houses Start Foreign Picture Policy

NEW YORK—Two British featurettes, "Famous Scenes from Shakespeare" and "Instruments of the Orchestra," supplement the first run showing of the French-language film, "Carnival of Sinners" at Brandt's Apollo in Manhattan and the Atlantic Playhouse, Brooklyn. Both theatres started a permanent policy of first run foreign film April 7.

PHILADELPHIA

The Pennsylvania Academy of Fine Arts, in cooperation with 20th-Fox, held an exhibit of "The Late George Apley" paintings, done by Robert Benney, Dean Cornwell, Douglass Crockwell and John Falter . . . An unsuccessful attempt was made to rob the Studio last week, but police arrived in time to scare away the thieves.

Stanley Warner has taken over the Poplar Theatre at Sixth and Poplar, and opened it with a foreign film policy. Large ads were taken in the newspapers, announcing the April 5 opening. The first three films were booked through Artkino, and Jack Jaslow, who has been plugging foreign films for quite a while, was pretty happy . . . Mrs. Virginia Everhart, head inspector at RKO, resigned after 18 years of service.

Stan Kositsky, Columbia salesman, has decided to remain with that company, instead of joining PRC-Eagle-Lion . . . Sidney Samuelson, head of Allied Theatre Owners of eastern Pennsylvania, attended the recent Allied meeting in Denver . . . The Warner personnel expects to be able to move into the new exchange within the next month.

Sidney Samuelson will be given a dinner at the Warwick hotel May 5 by the exhibitors and distributors of the area. Jack Greenberg is chairman of the committee . . . The Roosevelt here has installed new RCA sound equipment.

James Welsh, former assistant manager at the S-W Keystone, has joined the staff at the Earle . . . Barney Balaban has pledged 60 per cent of his income to the United Jewish Appeal.

An unprecedented bit of good fellowship between competitive houses was recorded here last Friday when the Fox Theatre congratulated two independent houses on their showing of "The Best Years of Our Lives." In a box at the bottom of its ad on the theatre page of the local papers, the Fox said: "Congratulations to the Arcadia and Pix theatres on their booking of the Academy award winner, 'The Best Years of Our Lives.' This is one of the great pictures of all time and is deserving of the greatest crowds in Philadelphia history." The Fox ad, extolling "Carnival in Costa Rica," was placed directly above the "Best Years" ad. The Pix is operated by Sam Cummins; the Arcadia is run by a group headed by Abe Sablosky.

Century Theatres to Open New Long Island House

NEW YORK—Century Theatre's Alan Theatre in New Hyde Park, L. I., under construction for more than a year, will open some time in May, according to Joseph R. Springer, general theatre manager. Located at Hillside avenue, the 600-seat house will have a stainless steel fluted canopy, on which no attractions are to be shown, taking the place of a marquee. All seats are in the orchestra and are specially designed with three feet of space between rows. The lounge is located in the mezzanine while a tid-bit bar is in a separate room on the orchestra floor. A large parking area is located adjacent to the theatre.

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23 Years in One Game!

Pinochle Session Started in 1924 Still Going On

The following article concerning the longest pinochle game in Baltimore—and probably in the U.S.—is reprinted from a recent copy of the Baltimore Sun. The players are well-known film men.

ONE summer afternoon a squad car from Central district screamed to a stop before a little brick building at 140 North Front St. and sundry bluecoats burst through the open door.

"What's going on here—a riot?" yelled the sergeant.

"Nope. Just a pinochle game," yelled Al Vogelstein.

"Well, pipe down. The neighbors are complaining. We could hear you over at the station."

The station is four blocks away. This was the nosiest card game in Baltimore, so film people aver, and one of the oldest. It began in 1924, in a building on Filmrow, Gay street near Front, where Al and his brother Harry had a booking agency for independent movies.

Even then it was loud.

"We used to stop traffic sometimes," Harry recalls. "And have fun with the neighbors. I can still remember a certain party who used to run in on us, yelling: 'Please—I've got a business here.' A furniture business, it was."

GAME MOVED—BY REQUEST

"We paid no attention to him, of course," put in Al. "But we finally had to move. The man from the department store next door bought the place."

"I think he bought the building to make us move," laughed Harry.

The brothers went out of the film-renting business when the exchanges moved to Washington, and began supplying neighborhood theatres with billboards, photographs and stuff. They are the Baltimore Poster Co. Neighborhood exhibitors drop in all the time, in the morning or early afternoon. They have time on their hands until around 4 o'clock, when their theatres open. Almost every day, somebody suggests a game, and the battle is on.

Pinochle is an occupational hazard, anyway, with men in picture business. Many of them despise gin rummy and poker, as being relatively quiet, polite or financially dangerous games.

"Nothing like pinochle for raising the blood pressure to a dangerous pitch," says Harry.

ANYWHERE EXCEPT IN ASH TRAY

The Baltimore Poster games take place on a battered wooden table which has followed the company in its wanderings for 15 years. Its top is pock-marked from cigaret burns. Somebody always takes care to place an ash tray on the table, so that everybody will know where not to poke out their smokes.

Jack Dawson happened in, with Harry Silver. Dawson is a chair salesman between melds; Silver operates the Overlea and the Cluster. Both are habitual players.

"Jack is our loudest player," said Al. "That's because he's supposed to be deaf, and too sensitive to wear one of those mechanical dinguses."

"Deaf, is he?" put in Harry S. "Just drop a dollar bill in the snow behind him and he'll hear it, all right."

The game is fast; most of them are experts. Being an expert is what got Harry Vogelstein expelled. He has that kind of card sense, he can tell you what cards you put down the last eight plays.

"He kept going back and telling everybody what they should have done at the top of his voice," yelled brother Al. "Finally, we threw him out of the game. He knows too much. Now, we only let him in once in a while, when he promises he won't holler or correct people."

KIBITZERS ON HOT SPOT

"Listen," hollered Harry V, "In this game, a kibitzer gets burned up as much as a player. It's just as much of a strain when I watch somebody else making a bonehead move."



They play 1,000-point pinochle, drawing for partners, and the losing pair are supposed to fork up 15 cents.

"'Supposed to' is right," shouted Harry Silver. "For 12 games now, nobody has paid anything, or collected anything. There is so much confusion and argument involved that it doesn't pay to try to collect."

Who is winner over the 23-year period? Everybody has come out about even, they say, except Ed Wyatt. Ed never has been known to win a game. His friends proudly aver that he is the world's worst pinochle player.

"He's about 70 years old, and a veteran of the Spanish-American war," offered Al. "He sells 16mm films to churches and clubs; at least that's what he's supposed to do. His main business and pleasure in life, is driving down here several afternoons a week from his home in Pikesville, to play at pinochle."

PAY-IN-ADVANCE PLAYER

"He comes in and puts down a handful of change on the table before he starts," observed Brother Harry. "Then he says, 'Take what I'm going to owe out of that boys.'"

They rigged up a hand for Ed Wyatt, once. Gave him everything in the deck—eight aces, a double run, the rest trumps.

"He nearly went out of his mind," yelled Dawson. "Took him 15 minutes to count up his meld. Trouble was, we had hidden one of the cards, and when Ed began to play, we regretfully discovered the shortage and threw out the hand."

They figure they have used up 2,000 packs of cards since the game began. Sometimes the confusion spreads to the deck. Once it was found that there were 12 kings present and unaccounted for.

"We have lost some decks through anger and frustration," explained Al V. "Every now and then, somebody gets mad at his luck and tears up a pack."

Who tore up the last one, we wanted to know?

"Al did," shouted brother Harry, Harry Silver, and Dawson. "He often does."

The players occupy old, beat-up theatre chairs, which sometimes collapse under the strain of the playing. Seldom do more than four take hands, but there have been as many as 12 kibitzers in the tiny office.

"There was a cop who dropped in to warn us about noise once or twice, and wound up by watching the games," recalled Al.

"We wound up by throwing him out," yelled Harry V. "He was too noisy."

"Anybody is liable to be thrown out of the game and the office," remarked Harry S.

"Bodily," agreed Dawson.

"For getting the score wrong, for holding back the wrong card, for reneging, for swapping cigars," added Al.

"Yep," said Dawson. "Once Sam Miller and Harry Vogelstein got their cigars mixed, and they nearly blew the roof off."

NO REWARD FOR ONE VICTORY

"Ed Wyatt did win one game," Silver shouted. "He should have collected 30 cents, as I recall. Unfortunately, somebody threw away the score, so nobody knew exactly where they stood."

"We had a strict rule about reneging," Al informed us. "One day, Ed Wyatt dropped a card out of his hand, while picking up the deal; we called a renege on him. But this rule nearly led to bloodshed; we had to abandon it."

Recently, the habitual players—including Sam Soltz of the Howard Theatre, "Chubby" Caplan, Samson Pike of United Artists, Sam Tabor of Republic and Morris Oletsky of the Victory and Windsor theatres—have taken to playing in the card room of the Variety Club, over the Stanley Theatre.

"Already we have been thrown out of there for being too loud," boasted Al.

"Four times," his brother added.

"But some of the people in the club are taking to pinochle as a result," put in Silver. "They are even giving up gin rummy for it."

"Gin rummy comes and gin rummy goes," they agreed, "but pinochle will go on forever."

Traffic Light Is Needed At Filmrow Crossing

ALBANY—Back of a campaign to install a traffic light on Filmrow at the intersection of Bridge street and Broadway is Howard Goldstein, head booker and office manager for RKO.

Goldstein calls attention to cars that speed by the exchanges, making it dangerous to climb on or alight from buses, or to walk across the street from one exchange to the other.

An industryite was injured some time ago at the spot. There was a traffic light there at one time, but it was moved when traffic thinned down during the war. Traffic is heavy again.

Upstate Will Book and Buy For James Theatre, Utica

UTICA, N. Y.—The James Theatre here has been added to the group for which Upstate Theatres, Inc. buys and books. The James, a 500-seater, is operated by the James Theatre Corp., in which Morris Slotnick holds an interest. Slotnick, who also operates houses in Oriskany Falls and Waterville, took over the James a year and a half ago and made a number of improvements. His brother Sam has two theatres in Syracuse and the Casino in Waterford.

This is the first time Upstate has acted for a theatre in Utica. Most members of the group are in Albany, Troy and Schenectady.

Schenck to Candy Post

ALBANY — George H. Schenck has been appointed Albany district manager for the Tri-State Automatic Candy Corp. of Buffalo. He succeeds Joseph Grand, who will devote full time to operation of the Eagle Theatre here, which he purchased from Abe Stone three years ago.

WASHINGTON

Plans are being formulated for an enjoyable afternoon when the Variety Club ladies' committee will be honored at a luncheon in the Carlton room in the Carlton hotel on April 19. Luncheon is being sponsored by the welfare board and the committee in charge is Sara Young, Lorene Boucher and Tacie Davis.

Metro Items: Rushing the spring season were Booker Bob Azbell, wife, and daughter Sharon, Judy Jones and Bob Ellsworth who got off to an early start by having a wiener roast in Rock Creek park . . . Marilyn Knoll spent Easter in New York . . . Bob Ellsworth also spent the weekend in New York visiting his family . . . Regina Pearlman spent Easter nursing a cold . . . James Tyler is back after fighting a siege of the flu . . . Anyone looking for Audrey Poulos last Saturday afternoon could have found her at the Bowie racetrack . . . Vivian Kelly and hubby spent Easter fishing. No comment on the catch . . . Marie Reeder has resigned to live in West Virginia . . . Helen Pruitt is the newcomer in the Metro ranks. She will act as Tom Baldridge's "girl Friday" . . . Many happy returns to Zelda Stough who celebrated a birthday recently and was the recipient of a lovely blouse and a pair of nylons.

Bill Fischer has been promoted to office manager-head booker at Columbia, replacing Oscar Blumenthal who resigned recently . . . Madeline "Pat" Taylor has returned to Filmrow after a year's absence and will head the Clark Film Co. office. Hubby Earle is now booking at Columbia . . . Monogram's Lillian Shome spent the Easter holidays in New York visiting her family . . . Branch Manager Jack Safer also spent the holidays in New York.

Congratulations to Monogram salesman Barry Goldman, who celebrated a birthday last week. Office presented him with several lovely gifts at a little impromptu birthday party . . . Local F13 held a regular monthly meeting on Monday evening. Business Agent Sara Young reported that the front office at PRC was now unionized . . . Local B13 held a regular monthly meeting on Thursday evening.

Mr. and Mrs. Lou Richmond (of E. M. Loew, Inc., Boston) and daughter Elissa spent Tuesday and Wednesday in town and while Lou visited the exchanges to round up product for the Mount Vernon and Glenburnie Open Air theatres which opened on Thursday, Mrs. Richmond and Elissa went sightseeing. Incidentally, Elissa celebrated her tenth birthday on Tuesday with a dinner party at the Carlton hotel. Don King will manage the Mount Vernon Open Air Theatre.

At RKO, Joe Brecheen's secretary, Verda Lee, resigned and her fellow workers presented her with a beautiful jeweled lapel pin . . . Hope Phillips was "upped" from the office manager's office and Norma Norris replaces her as secretary to Joe Kushner . . . George McConnell, Penn Theatre projectionist, father of 20th-Fox Mary McConnell and Lust circuit Albertha McConnell, has been hospitalized at the Naval Medical Center with a heart ailment since February 22.

The O'Learys, family of 20th-Fox, office manager, are running into tough luck this month. Wife Ronnie has a birthday on April 14, daughter Maureen celebrates hers on April 21 and little son John's birthday comes up on April 28. Little Maureen is laid up with scarlet fever so all parties scheduled are off. Money saved goes to the doctor . . . Kay Film, through branch manager Blaine Short, announces staff additions. Max Stepkin, formerly with Universal, will be Kay's new office manager and booker. Moving from Equity will be Jack Eskridge, who will sell in Baltimore and environs plus the eastern shore.

Bill Henderson was a welcome visitor on the Row Wednesday. Bill, who booked for the Durkee circuit for many years and who is one of the veterans of the film business in this area, was forced to give up his position due to illness. However, he is still partner with Hamilton Durkee in the Baltimore and Washington Film Express. Durkee accompanied him on his trip to Washington. Another Durkee office visitor was Arthur Marks, head auditor, who made one of his rare visits to Filmrow.

At Paramount, District Manager Earle Sweigert was a visitor on Tuesday . . . New exploiteer is Max Joice . . . Booker Jack Howe is back after a ten-day illness . . . Frances Herbst was called to New York on account of her mother's illness . . . New clerk at Columbia is Ruth Wittowitsky.

RCA Victor Promotions Made by Frank Folsom

CAMDEN, N. J.—John G. Wilson, operating vice-president of the RCA Victor division of the Radio Corp. of America for the past two years, has been made vice-president and general manager by Frank M. Folsom, executive vice-president of the Radio Corp. of America. Folsom also named Fred D. Wilson vice-president in charge of operations and Joseph H. McConnell vice-president in charge of law and finance. J. G. Wilson has been with the RCA Victor division since 1944, prior to which he was executive vice-president of the United Wall Paper Co. Fred D. Wilson, who has been vice-president in charge of personnel since 1946, joined the RCA organization in 1936 as district manager in Minneapolis. McConnell was named vice-president and general attorney of RCA Victor in 1945, four years after he joined the legal department.

Name Roth Vice-President Of Four Continents

NEW YORK—George Roth, long associated with Harry M. Goetz and Reliance Pictures, has become executive vice-president of Four Continents Films, Inc. His headquarters will be in the Paramount Bldg. He replaces Daniel Frankel, who has joined 20th-Fox to handle its new 16mm activities.

Ownership of Four Continents remains unchanged. The stock is jointly controlled by Louis H. Jackson and Daniel Frankel. Jackson is chairman of British National Films of England and is also president of Four Continents Films, Inc.

Paramount Transfers Joice To Washington District

NEW YORK—J. M. Joice, formerly special representative for Paramount in Cleveland, has been transferred to Washington where he will work under Earle W. Sweigert, the company's mideastern division sales manager, according to Curtis M. Mitchell, publicity and advertising director for Paramount.

In addition to his usual duties as exploitation representative, Joice will serve as liaison between the Paramount advertising and publicity department and government agencies. Joice will also cover the Roanoke, Richmond, Baltimore and Norfolk territories.

BALTIMORE

Harry Welsh, Glen Theatre, reported his car was stolen from in front of his home. The police found it the next day crushed like an accordion. Saturday night Harry's luck changed when he won $25 at the Variety Club. Seated next to him was Mrs. Chauncey B. Wolf, Uptown Theatre, who won $15.

New MPTO officers are Frank A. Hornig, Horn Theatre, president; Lauritz C. Garman, Uptown, vice-president; J. Levine, York, treasurer, and Helen Diering, secretary. Directors are Walter Pacey, Lou Gaertner, Harry Silver, Arthur B. Price, M. Allen, Meyer Leventhal, Luke Green, Richard Wornman, Harry Valentine and Oscar Coblentz.

Members of Gif-Ted children show at I. M. Rappaport's Hippodrome will put on a variety show at St. Mary's industrial school for the benefit of Europe's starving children April 27 and 28 . . . Hilliard Livingston, Globe Theatre was married recently . . . The soldier son of Jack Whittle, Avenue Theatre, flew in from an army post to pick up his new convertible Buick and drive it back south.

Louella Parsons, still in town with her ailing husband, has written several anecdotes concerning Morris Mechanic, New Theatre . . . Mrs. Bob Gruver, Glen Theatre, gave birth to a baby boy.

The Paint and Powder club presented the Gershwin musical comedy, "Girl Crazy" at the Lyric Theatre April 11, 12 . . . Century's next is "The Macomber Affair" . . . The Hippodrome is playing "Trail Street" . . . The Little Theatre was in its third week with "It Happened at the Inn" and the next attraction was to be the Italian-made "I Live as I Please" . . . Stanley was playing "Pursued" with "That Way With Women" next.

"Our Town" will be presented at the Vagabond Theatre April 14-19 with two weeks of benefits to follow . . . Donald Kirkley, film critic for the Baltimore Sun, in his April 6 column severely criticized the industry for "its massive flow of crime and murder pictures." Kirkley pointed out that during Easter and Christmas time there seems to be more of this type of film than at any other time of the year. In conclusion he penned: "Centuries hence when historians sum up the culture of the 20th century, it is quite probable that they will have a phrase for it, 'The century of vicarious homicide.'"

The legislature in its final sessions passed a bill that provides that no film may be shown in Frederick county on Saturday afternoons unless the censors have specifically approved it as being suited for children. The censors do not classify films, except as being proper or improper. The burden will be upon the censors so it is expected that they will ask Governor Lane to veto the measure.

Iz Makover's New Albert is being renovated with a new paint job. R. N. Bandel's Standard Painting Co. is doing the job. The New Albert is being converted to a first run house . . . Sylvia Beck, daughter of Ben Beck, Uptown Theatre, drove to Atlantic City Easter Sunday to visit her father who is vacationing there.

"Duel" Opens in Florida

MIAMI BEACH—David O. Selznick's "Duel in the Sun" opened here at the Colonial Theatre Friday after an elaborate preliminary exploitation campaign. Claud Morris, SRO exploitation head, was here in advance and worked with Tom Jefferson.

Latin America Shifts Announced by RKO

NEW YORK—Phil Reisman, RKO vice-president in charge of foreign distribution, has made a number of personnel shifts in his department.

Max Gomez, general manager in Mexico, has been made special sales representative in Latin America. He will work with Jack Osserman, Latin American supervisor, and will handle Ramex and Pathe Cinema productions. The Ramex pictures are those made at the Churubusco Studios of the company and the Pathe Cinema product comes from France.

Harry Davis, formerly manager at the company's Colombia office, will be the new manager in the Mexico City office. He will be replaced in Colombia by Ricardo Canals, formerly manager in Peru.

Ned Seckler, Panama manager, is being transferred to Brazil.

Jose Carralcasaz Heads Monogram Brazil Unit

NEW YORK—Jose Carralcasaz, formerly with Paramount in Sao Paulo, is now in charge of the Sao Paulo office of Monogram Pictures do Brasil, according to Norton V. Ritchey, president of Monogram International.

Carralcasaz will also be in charge of Monogram's other offices in Brazil, all under H. Alfredo Steinberg.

WB Ups James Pepper

NEW YORK—James Pepper, former sales supervisor for Warner Bros. in Peru, has been named manager for that company in Puerto Rico. He will have offices in San Juan, where he succeeds Jack McHugh, resigned. Herbert Fletcher takes over the Peru post.

Four Features, Two Shorts Picked by Review Board

NEW YORK—The National Board of Review has recommended four features and two shorts in its weekly guide to selected pictures. "The Egg and I" (U-I), "High Barbaree" (MGM) and "San Demetrio—London" (20th-Fox) were classified for family audiences, and "Monsieur Verdoux," new Charles Chaplin picture released by UA, was recommended for mature audiences. "Egg" and "San Demetrio" were also recommended by the board's school motion picture committee for age groups under 14 years.

The short subjects selections included "Clown of the Jungle," Disney Cartoon from RKO, and "Fashion Means Business" (MOT).

Bucharest Overseating Comes Under a Ban

NEW YORK—Bucharest officials have limited the sale of tickets to film theatres to no more than house seating capacity as a result of property damage caused by overflow crowds, according to a report from Nichalos Cazazis, manager in Romania for the MPEA.

Cazazis said a police platoon was dispatched to supervise crowds storming the boxoffice of the Eforia Theatre, where Paramount's "Reap the Wild Wind" opened. The enthusiastic patrons smashed windows and unhinged the doors to the lobby of the theatre.

'Television Institute' Meet Called for April 14, 15

NEW YORK—More than 1,000 franchised television dealers in New York and New Jersey have been invited to visit the exhibit section of the "Television Institute" which will be held at the Hotel Commodore April 14 and 15, according to Irwin A. Shane, publisher of The Televisor, a trade publication sponsoring the event.

A total of 51 speakers will address the seven panels, four seminars and two luncheons scheduled. Dr. Alfred N. Goldsmith will be toastmaster at the April 14 luncheon which will have Dr. Allen B. Du Mont, Dr. Lee De Forest, Paul Raibourn, Ralph Austrian and Worthington C. Miner as guests of honor. J. B. Elliott, vice-president of RCA will speak on "Building Television's Audience."

J. R. Poppele will be toastmaster April 15 when reports will be made by station managers and representatives of operating television stations and stations under construction or planned throughout the country.

Unions and Civic Groups Plan Film Distribution

NEW YORK—Representatives of a group of civic and labor organizations are at work on a project for establishment of a non-theatrical film center to circulate films on behalf of labor and "the democratic movement." Robert Delson, attorney, is one of the active leaders.

The aim is to make pictures with "social significance," Delson says. He says: "Heretofore there has been no concerted attempt to utilize for education in public affairs the greatest weapon available in the arsenal of democratic education—the motion picture."

Distribution offices are planned in New York, Chicago and Los Angeles.

Los Angeles Moves to 4th In Depinet Sales Drive

NEW YORK—Los Angeles has moved into the capital prize group of RKO's 1947 Ned E. Depinet Drive contest by edging out Indianapolis for fourth place at the end of the 15th week. Sioux Falls continues to lead with Chicago second and Denver in third place. Herb Greenblatt, midwestern manager, leads the 11 sales districts with Winnipeg first and Toronto second in the Canadian division. The drive extends over a 20-week period ending May 8.

Language Class Planned By MGM Spanish Editor

NEW YORK—Leocadio Lobo, MGM's chief Spanish editor of both dubbed and titled versions and in charge of a school of languages maintained by Loew's Int'l Corp. will open a school April 15 for instruction in conversational Spanish to the general public. Lobo, a native Spaniard with wide experience in Latin America, will conduct classes for beginners, for those with some knowledge of Spanish and for those whose knowledge is considerable, yet short of perfection.

Punjab Bans 'King of Siam'

LAHORE, INDIA—"Anna and the King of Siam" has been banned in India's Punjab by the provincial board of censors which found the film "unsuitable." The board acted after a protest was filed by Capt. Anant Singh, editor of the magazine, Filmo, who declared the picture "misrepresented Siam and the Siamese peoples."

Theatres in Japan Now Total 1,477

NEW YORK—Motion picture theatres in Japan now number 1,477, an increase of 340 since January 1, 1946, according to a recent survey reported by MPEA's Tokyo office. Two thirds of the new outlets, the survey discloses, are old theatres repaired and reconstructed from the damage and destruction and the balance represents new construction.

Despite this reconstruction activity, the number of theatres now in operation in Japan is 300 shy of the prewar total of 1,900. On the basis of Japan's 73,000,000 population, there is only one film house for very 47,000 people.

By approving an increase of first run admission prices from five to ten yen in the Tokyo area last week, officials not only satisfied the collective demands of exhibitors but also hoped to ease the overcrowding problem. At the same time, the ceiling on admissions to second run houses was lifted to a maximum of five yen.

India's 2,000 Theatres: One to Every 200,000

CHICAGO—India has only 2,000 motion picture houses, which averages one for every 200,000 persons, compared to one for every 7,200 persons in the U.S., reports B. G. Davis, president of the Ziff-Davis Publishing Co., who has just completed a 30,000-mile round-the-world flight to investigate business conditions and market possibilities.

Davis said the three most important reasons for retarded Indian motion picture development were: (1) social restrictions on Indian women; (2) severe film censorship and, (3) competition with U.S. films. India only produces 150 full-length films annually, he said.

U-I Mails 20-Page Booklet On "Egg" to Exhibitors

NEW YORK—Universal-International has mailed a special 20-page full color brochure on "The Egg and I" to exhibitors. The booklet covers all phases of advance national campaign on the film.

The brochure stresses the theme, "U-I Has 'The Egg and I,'" and outlines the promotion of the Betty MacDonald book as a best-seller. Additional pages cover newspaper and magazine advertising, song promotions, egg industry promotion, the Miss Slick Chick contest and radio plugs.

Eastern Office Is Opened By Trans-International

NEW YORK—Trans-International Films of Los Angeles, headed by Sidney J. Pink, has set up a New York office under Marc Gilbert for the distribution and exhibition of foreign pictures.

Pink's territory west of Chicago has a chain of 11 theatres for the exclusive distribution of foreign product and Gilbert plans to acquire eastern houses for a circuit of distribution outlets to be linked to Trans-International's western circuit.

Chaplin Mass Press Interview

NEW YORK—For the first time in his career Charles Chaplin has promised to hold a press interview. It is scheduled for Monday, April 14, at the Hotel Gotham.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(*Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager*)

Dore Schary to Direct Jewish Appeal Drive

HOLLYWOOD—Having just emerged from its annual big charity campaign, which finished with over quota figures, Hollywood now turns its attention to the United Jewish Appeal.

Barney Balaban, Paramount president and national chairman of the motion picture industry division of UJA, completed the local organization for the drive at a luncheon in the Beverly Hills hotel.

Dore Schary, RKO vice-president in charge of production, accepted the chairmanship of the motion picture industry division and Abe Lastfogel was named co-chairman. A quota of $2,000,000 was set for the Hollywood branch of the motion picture industry division. Last year this branch raised $1,090,000.

Balaban also conferred with J. L. Warner, Walter Wanger and other Hollywood prominents regarding the campaign. He is visiting key cities to set up a national committee representing producers, distributors and exhibitors to develop maximum cooperation within the industry for the UJA drive.

The Los Angeles campaign will be kicked off with a rally at the Shrine auditorium the evening of Wednesday, April 30, with Harold L. Ickes as speaker.

Sam Goldwyn Is UJA Drive Chairman in Los Angeles

LOS ANGELES—Samuel Goldwyn has accepted the chairmanship of the 1947 fund campaign for the United Jewish Appeal in Los Angeles. Jack Warner, Walter Wanger, Abe Lastfogel, vice-president of the William Morris Agency, and Dore Schary will serve as co-chairmen of the coast motion picture division.

The appointments were announced by Barney Balaban, national chairman of the motion picture division, in New York, following a series of conferences on the drive with film leaders in Los Angeles.

Those attending the conferences included Harry Warner, Sol Lesser, Jules Stein, Bert Allenberg, Ben Kahane, Leon Goldberg, Fred Meyer, E. Blackburn, Jimmie Allen, George Bilson and Marvin Ezel, in addition to Goldwyn, Jack Warner, Wanger, Lastfogel and Schary.

Two Classics by Small For Columbia Release

HOLLYWOOD—Edward Small, independent producer, has signed to make two films based on literary classics for release by Columbia. The first, scheduled for early production, will be Alexander Dumas' "D'Artagnan," depicting adventures of the leader of the Three Musketeers. It will be followed by "The Black Arrow," adapted from the novel by Robert Louis Stevenson.

Exhibitor Nasser Buys Gen'l Service Studios

HOLLYWOOD—James Nasser, who owns a chain of theatres in northern California and who recently entered the field of production, has added studio operations to his many activities, having purchased General Service Studios, where many United Artists pictures are filmed. For a reported $2,500,000, Nasser acquired the interests in General Service of Cagney Productions and Benedict Bogeaus.

Up until a few months ago, the studio was owned and operated as a rental lot by Bogeaus. At that time a half interest in the plant was sold for an undisclosed amount to Cagney Productions, which then moved its operations from the Goldwyn lot to GS.

In revealing the sale to Nasser, Cagney disclosed that he retained an option to use the studio's facilities for the production of at least two pictures a year for the next five years; and, presumably, Bogeaus, too, will continue his film making activities on the lot. Both Cagney and Bogeaus release through UA.

Sol Wurtzel Gets Lease On Center Sound Stages

HOLLYWOOD—Hinting at an expanding program for next season, Sol M. Wurtzel, whose features are produced on a profit-sharing basis for 20th-Fox distribution, has signed a long-term deal with the newly constructed Motion Picture Center studios for the rental of two of the nine sound stages at the new plant. Wurtzel's first to go before the cameras at the center will be "Roses Are Red," scheduled to start shooting in May. Offices of Wurtzel Productions will, for the time being, remain at the present location—Fox Western studios, where most of his past pictures were filmed.



SMILE OVER PLAQUES—It was a smiling affair out at Disney studio when Walt and his two young stars received their BOXOFFICE Blue Ribbon Award plaques for Disney's "Song of the South," an RKO Radio release, which was selected as the best picture released during the month of February. Left to right, Luana Patten, Producer Disney and Bobby Driscoll.

Audio Pictures Acquires Early Day Film Studio

HOLLYWOOD—Audio Pictures, 16mm producer, has taken over the building erected in 1918 by Norma Talmadge for the Silent Drama Picture Co. It was one of Hollywood's first studios.

When alterations are completed in May the studio will have a fully equipped sound stage 77 feet wide, 105 feet in length and 36-foot grid. At the new location Audio will complete its 16mm commitments and then plans to embark on a schedule of 35mm features and shorts for general release.

* * *

Seth Larsen, former film editor at Paramount, and E. Clark Leavitt have formed a new 16mm and 35mm production company called the Larsen and Leavitt Studios. Setup will make industrial and educational films, screen tests and South American background shots for use of other Hollywood studios. They also plan to make television shorts when video field opens up and already have contracts with the Peruvian and Chilean governments for educational films.

Don Black Has Resigned Academy Relations Post

HOLLYWOOD — For the second time within a year the Academy of Motion Picture Arts and Sciences is without a director of public relations. Don Black, most recent incumbent who piloted the Academy's publicity through the recent annual awards event, has resigned.

Indications are that for the time being no successor to Black will be appointed. The Academy's public relations will be entrusted to a committee appointed by President Jean Hersholt and comprising William Dozier, Walter Wanger and Mary McCall jr. Both Dozier and Wanger are Universal-International production executives, while Miss McCall, a screen writer, is the wife of David Branson, who was Black's immediate predecessor as publicity chief for the Academy.

Executive Travelers

Ben Goetz, in charge of MGM production in the British Isles, left for Manhattan where he was to sail April 9 for his return to England. Goetz planned to start shooting "The Secret Garden," starring Margaret O'Brien, on his arrival there. He will use MGM's newly erected studios.

* * *

Y. Frank Freeman, vice-president of Paramount, headed a group from the producers labor committee which flew to New York for a week of conferences with eastern toppers on the labor situation here. Others in the party included N. Peter Rathvon, RKO president; Eddie Mannix, MGM executive, and Charles S. Boren, recently appointed MPA labor relations manager.

* * *

Among those who booked passage for the April 9 departure from New York were Lewis Allen and his wife. Allen will direct "So Evil, My Love," the Hal Wallis production which will be lensed in the Denham Studios in London . . . William Pine was back in town, after a trip to Gotham where he screened the first Pine-Thomas color film, "Adventure Island," at the Paramount home office . . . Barney Balaban went to New York, but expected to return here in time for the meeting of Paramount theatre partners at Arrowhead Spring May 6-10. He will then stay over for the annual Variety Club conclave which convenes May 14.

* * *

After a week of viewing Broadway shows, Michael Curtiz checked in at Warners to oversee the final editing of his initial picture under his own production banner, "The Unsuspected," and begin preparations for his next, "The Shadow of Fear."

* * *

Lamar Trotti returned here, following a three-week stay in New York on a combination business and pleasure trip. He gathered material for "The Circuit Rider's Wife," which he will script and produce for 20th-Fox . . . Booth McCracken, unit production manager for 20th-Fox, and William Mayberry, casting director, were off to Manhattan to scout location sites and cast Broadway actors for supporting roles in Darryl Zanuck's production of "Gentleman's Agreement." While in the east, they planned to confer with Elia Kazan, who will direct the film.

* * *

Following a business trip which kept him in the east for two months, Jules Levey, independent producer, was back in town. Levey announced that his United Artists film "New Orleans" will be world-premiered in New Orleans at the Saenger Theatre April 26.

* * *

Milton Pickman, Columbia studio executive, went to New York for a two-week stay . . . Director Ray Nazarro, who has been shooting China sequences for Columbia's "Assigned to Treasury" in Shanghai, left there by plane and was expected back in the U.S. during the week.

* * *

Robert Purcell, Pathe Industries' board chairman, and Arthur Krim, Eagle-Lion president, arrived here from the east for two weeks of confabs with Bryan Foy, E-L production head. Purcell also planned huddles with Kenneth Young, coast head of Pathe Laboratories, and Harry Thomas, PRC president, while Krim planned to discuss exchange of players between Eagle-Lion and Arthur Rank's British producing units with Bryan Foy.

* * *

Charles MacArthur, author and playwright, flew east after completing a three-month writing chore here for Universal-International on "The Senator Was Indiscreet" . . . Nate Blumberg, president of Universal, was in for a week of conferences with Universal-International executives. He planned to return east on conclusion of the meetings . . . Lillie Messinger, back from a two-month vacation trip to Europe, checked in at U-I studio to begin her new duties as executive production aide to Leo Spitz and William Goetz.

* * *

Monogram Producer Walter Mirisch was off to New York to scout for some Broadway talent for his next production, "I Wouldn't Be in Your Shoes," and to attend the opening of his latest film, "Fall Guy" . . . William Z. Porter, manager of Monogram's contract department, returned from Dallas, where he set up plans for the company's 16mm distribution in that state.

* * *

Jack C. Sayers, vice-president of Audience Research, Inc., left here to attend board meetings in Gotham and consult with ARI clients there. Sayers planned to be in the east about a month. Beverly Jones and Robert Forbes are in charge of Hollywood operations during his absence.

* * *

Herman Millakowsky, who is producing "Stranger Than Truth" from the Vera Caspary novel for Triumph, returned to Hollywood after scouting locations around Madison Square in New York.

* * *

Jan Grippo, Monogram producer, was due to leave for New York to complete arrangements for taking his Bowery Boys company to England this summer for the filming of "Bowery Boys in London."

* * *

John Ford and Merian Cooper, Argosy Pictures producers, were off to Mexico City to spend two weeks there for the purpose of supervising the dubbing and scoring of "The Fugitive," which they are readying for RKO release.

* * *

Expected in from Gotham was Edward A. Golden for conferences with his son—and partner in Golden Productions—on "Texas, Heaven and Brooklyn," which Golden Junior will produce for United Artists release.

* * *

Another United Artists executive to hit the trail was Robert S. Taplinger, vice-president in charge of publicity and advertising for Enterprise Pictures. Taplinger took off for Gotham from where he planned to journey to Washington to confer with State department officials on the Paris junket for the premiere of "Arch of Triumph."

Hellman Will Make Two In London for 20th-Fox

HOLLYWOOD — Following conferences with Darryl F. Zanuck, Marcel Hellman, British producer, effected an agreement whereby he will produce two pictures in London for 20th-Fox prior to March 1948. These will be "This Was a Woman," from the London stage play by Joan Morgan, and "Sabina," from the novel by Joyce Langton. His deal with the company contemplates additional films in the future.

Hellman, who has already discussed the loan of Hollywood stars and directors with Zanuck, planned to leave for New York for further conferences with Tom Connors, vice-president in charge of distribution for 20th-Fox.

'Best Years' to Bow In Mexico on May 8

HOLLYWOOD—The film capital's No. 1 pastime, the gala premiere, took on an international note when Samuel Goldwyn perfected plans to present his "The Best Years of Our Lives" in its Latin-American debut at the Alameda Theatre in Mexico City May 8. Already set to make the Mexico City jaunt are two cast members, Harold Russell, the handless veteran, and Virginia Mayo. Dan Russell, in charge of foreign publicity for Goldwyn, will go to Mexico City in advance of the premiere to make final arrangements.

* * *

When Universal-International's "The Egg and I" opened its prerelease engagement in Los Angeles, it set a new local record in the number of theatres used to open a picture. The Carthay Circle, a 1,500-seat house, was added to the five-theatre combination of the United Artists, Fox Ritz, Fox Bruin, Iris and Studio City, usually used by U-I. The six-theatre setup was for the first week. After seven days the Fox Bruin was to drop out of the combination.

* * *

World premiere of Jules Levey's "New Orleans," a United Artists release, has been set for April 26 at the Saenger Theatre in New Orleans. Louisiana's Governor Jimmy Davis and New Orleans' Mayor deLesseps Morrison will be guests of honor at the affair.

SAG Starts Dickering With Studios Tuesday

HOLLYWOOD—Still stealing the film capital's labor spotlight from the moribund studio strike were the upcoming contract negotiations between the producers and the Screen Actors Guild.

A general meeting of the guild membership afforded all performers a chance to acquaint themselves with the details of the pact proposals which the guild board is prepared to present to producers' labor representatives when palavering on the new contract starts April 15. The conditions and details of the SAG requests were revealed last week so the producers will not enter the contract negotiation sessions entirely ignorant of what the acting branch of the industry plans to bargain for.

Meanwhile the strike dragged through another week without incident and with no further signs of settlement.

* * *

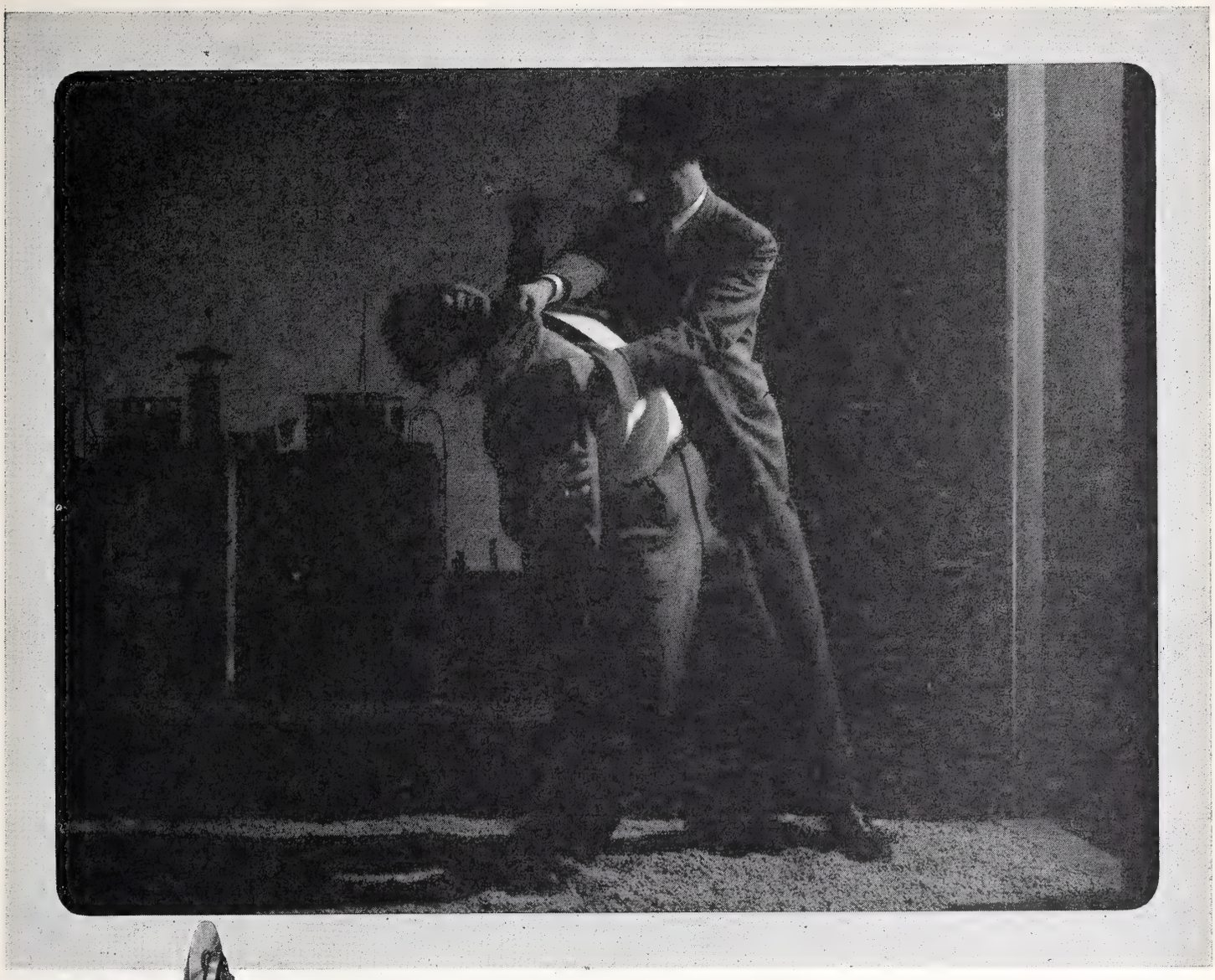
Walt Disney studio has signed its new contract with the Screen Cartoonists Guild 852. The contract, terms of which were agreed upon several months ago, had been ratified at a general meeting of the cartoonists.

* * *

The Screen Analysts Guild, which recently withdrew from the striking Conference of Studio Unions, was set to meet with the producers for discussions of the terms under which its members are prepared to return to work.

Kraike Now Independent

HOLLYWOOD—Michel Kraike, who came to RKO as a producer from Columbia more than a year ago, will check off the lot after completion of editing on his latest picture, "Indian Summer." He plans to enter the independent production field with a story dealing with the government and will leave for Washington soon to confer with officials on his project.





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STUDIO PERSONNELITIES

Barnstormers

Columbia

RITA HAYWORTH plans to embark on her first European trip which will take her on a goodwill tour to the various countries abroad in connection with her forthcoming Technicolor musical, "Down to Earth." Prior to her departure, she is expected in New York this week for personal appearances and interviews in advance of the first opening of the film, which co-stars Larry Parks.

Enterprise

DON DeFORE set for a series of personal appearances in connection with key city openings of Harry Sherman's production "Ramrod." First stint will be at the Palace Theatre in Chicago.

Monogram

DON DeFORE and GALE STORM, the romantic leads in Roy Del Ruth's "It Happened on Fifth Avenue," were expected in Dallas for two weeks of personal appearances in connection with openings of the film in key Texas cities.

Paramount

BILLY DE WOLFE, by special permission from his studio, plans to fulfill an old personal appearance commitment at the Chase hotel, St. Louis, and will open there on May 9.

Republic

MONTE HALE and TOM LONDON set for a personal appearance tour of Oregon, Washington, Idaho, Utah and parts of Canada upon completion of the Trucolor western, "Along the Oregon Trail."

Blurbers

RKO Radio

BOB SMITH has left Liberty Films' publicity staff to become assistant publicity director for Robert Riskin Productions.

Briefies

Metro

James A. FitzPatrick, shorts producer, signed a new contract marking his 17th year as producer of Traveltalks short subjects.

Paramount

GAIL KENT, on loanout from Hal Wallis, toplines in Jerry Fairbanks Productions' "Our Friends," a Speaking of Animals short subject. Two-reeler will combine actors with "talking" animals.

Warners

SAUL ELKINS and CHARLES TEDFORD assigned writing chores on a pair of Technicolor one-reelers, Elkins to "Rhythms of a Big City" and Tedford to "Living With Lions." Truman Bradley will narrate the former and Knox Manning the latter.

Lensing on the second pair in the 1947-48 series of Joe McDoakes shorts is scheduled to start shortly with George O'Hanlon starring, Dick Bare directing and Gordon Hollingshead producing. The two-reelers entitled "So You Want an Apartment" and "So You Want to Build a House," also feature Jane Harker.

Deal set for CONSTANCE BANNISTER, baby photographer, to make a one-reeler in Technicolor, "Bannister's Babies." GORDON HOLLINGSHEAD, head of the short subjects department, will produce and Miss Bannister direct.

Cleffers

Columbia

GEORGE DUNING set to compose background score for "Her Husband's Affairs," Lucille Ball-Franchot Tone comedy.

PAUL MERTZ handed musical director chore on the Sam Katzman production, "Sweet Genevieve."

Eagle-Lion

Frederick Hollander, composer, signed to write the score for "Red Stallion," the Cinecolor outdoor drama which stars Robert Paige and Noreen Nash.

RKO Radio

RICHARD HAGEMANN, music composer and director, signed for the scoring chore on "Mourning Becomes Electra."

Loanouts

Republic

Topline in the Lewis Milestone-Charles K. Feldman group Technicolor production of John Steinbeck's "The Red Pony" given ROBERT MITCHUM, borrowed from David O. Selznick.

Universal-International

WANDA HENDRIX, teen-ager who recently completed her first picture for Paramount, borrowed for a role opposite Robert Montgomery in "Ride the Pink Horse," which Montgomery will also direct. Producer is Joan Harrison.

Meggers

Columbia

CHARLES VIDOR assigned as director on "Gallant Blade," a Technicolor film to be produced by Irving Starr. Screenplay is by Melvin Levy.

SAM NEWFIELD has been signed to direct the 15-chapter serial based on the comic strip "Captain Silver and the Seahound," which Sam Katzman, independent producer, plans to put before the cameras shortly.

Eagle-Lion

BEN STOLOFF set to produce "Career in Manhattan," an original story by Aben Kandel which will star Richard Basehart. Yarn deals with the life story of a young man who rises from shoddy beginnings to great prominence.

RKO Radio

HOWARD HAWKS signed to meg the Danny Kaye starrer, "That's Life," which Samuel Goldwyn is producing.

20th Century-Fox

F. HUGH HERBERT has been signed to a new two-year writer-director contract. He is currently megging "Scudda Hoo, Scudda Hay," for which he wrote the screenplay.

SOL SIEGEL, one of the newest producers on the Westwood lot, was handed his second assignment by Darryl Zanuck who gave him production reins on the Henry Helseth novel, "The Choir for Martin Rome," newly purchased by the studio. Ben Hecht was set to do the screenplay.

United Artists

DOUGLAS SIRK set to meg Triangle Productions' "Sleep My Love," starring Robert Cummings. Sirk has been borrowed from United California Productions, to whom he is under contract.

Options

Columbia

JIMMY LYDON draws the male lead in "Sweet Genevieve," being produced by Sam Katzman, profitsharing film maker. GLORIA MARLEN and RALPH HODGES signed for supporting roles in this high school musical now rolling with Arthur Dreifuss directing. Featured role given LUCIEN LITTLEFIELD. BRYANT WASHBURN, well-known star in silent screen days, signed for a role.

GINGER ROGERS and CORNEL WILDE will co-star in "I Found a Dream," romantic comedy by Melvin Frank and Morman Panama. Directorial setup is unique, with DON HARTMAN serving as producer and co-director and RUDY MATE acting as co-director and cameraman.

He's getting in a rut perhaps, but JEROME COWAN will again play Dagwood's boss in "Blondie in the Dough." It will be Cowan's fourth appearance in the series. CLARENCE KOLB set for role.

Eagle-Lion

Featured part in "Captain Casanova," starring Arturo de Cordova, given JOHN SUTTON. Picture will be filmed in Mexico City.

Enterprise

JOSEPH CALLEIA ticketed for key role in Producer Harry Sherman's "They Passed This Way," starring Joel McCrea.

Metro

KATHARINE HEPBURN assigned the femme lead in "House Above the River," by Michael Foster, which is slated for an early fall start with Sam Zimbalist producing.

Ballerina DEE TURNELL signed to a term contract and handed a role in "The Pirate."

Monogram

BILL RADOVICH, well-known football player, signed by Jack Wrather for a role in "High Tide," now before the cameras with Lee Tracy and Don Castle heading the cast and John Reinhardt directing. GEORGE RYLAND and WILSON WOOD added to the cast.

Director Jack Bernhard has set J. FARRELL MacDONALD, CATHY CARTER and RUSSELL HICKS for featured roles in "The Hunted," Allied Artists film starring Belita, and Preston Foster. Other cast additions include EDNA HOLLAND, PIERRE WATKIN, MICHAEL BROWNE, PAUL GUILFOYLE, FRANK FERGUSON, KARL HACKETT and RORY MALLISON.

Paramount

BRENDA MARSHALL signed for the femme lead opposite Alan Ladd in "Whispering Smith." Role in the Technicolor film, which Leslie Fenton will direct, marks the return of Miss Marshall to the screen after a three-year absence.

STUART HOLMES cast in "The Big Clock," starring Ray Milland and Charles Laughton. John Farrow directs and Richard Maibaum is the producer.

RICHARD DENNING set for his first starring role, under his new Pine-Thomas contract, in "Caged Fury," story with a circus background. David Lang was signed to write the original screenplay.

PRC Pictures

MARK DANIELS and GREG McCLURE, in first roles since their release from the armed services, will star in "Bury Me Dead," which Bernard Vorhaus will direct for Producer Chuck Reisner. Femme topline handed JUNE LOCKHART. Cast additions include VIRGINIA FARMER and MILTON PARSON.

CHILI WILLIAMS signed for femme lead in Producer Sam Baerwitz's "Gas House Kids Go West." Male lead given JOHN SHELTON. VINCE BARNETT signed for featured role.

RKO Radio

ANNA Q. NILSSON, former star, signed for a part in "Fighting Father Dunne," the new Pat O'Brien feature.

Options lifted and salary boosts handed to JACQUELINE WHITE and LEX BARKER, contract players.

Long-term contract handed MELVYN DOUGLAS. No assignment has as yet been made.

Republic

LEROY MASON and RAMSEY AMES handed featured roles in the 13-chapter serial, "The Black Widow." Fred Brannon and Spencer Bennett co-direct for Producer Mike Frankovitch.

MYRNA LOY signed by Charles K. Feldman Group Productions to star with Robert Mitchum in John Steinbeck's "The Red Pony," which will be under the direction of Lewis Milestone when lensing begins on the North Hollywood lot.

WALTER BRENNAN, and NATALIE WOOD, 8-year-old moppet, signed for roles in "Driftwood," Ruth Warrick and Dean Jagger starrer, which will be piloted by Allan Dwan as associate producer-director.

Screen Guild

HENRY WILCOXON signed for the lead in "Dark Bullet," scheduled to go before the cameras at Nassour Studios with Leslie Goodwins directing and Maurice Conn producing.

SRO

ALINE MacMAHON set for featured part in "Portrait of Jennie," starring Jennifer Jones and Joseph Cotten. Film is being shot in New York at the Pathe studios.

Two stage stars, ALBERT SHARP and DAVID WAYNE, from the cast of "Finian's Rainbow" which is currently on Broadway, were signed for roles in "Portrait of Jennie," the Jennifer Jones-Joseph Cotten starrer.

20th Century-Fox

HENRY FONDA set to star with Joan Crawford and Dana Andrews in "Daisy Kenyon," which Otto Preminger will produce and direct.

Long-term contract handed actress GENE ROBERTS. Her option was lifted and a role in "Captain From Castile" was handed to BARBARA LAWRENCE.

KURT KREUGER had his option hoisted by the Westwood studio.

Sol M. Wurtzel, independent producer, signed RITA DUNCAN, wife of former boxing champ Tony Canzoneri, to a stock contract. Her first role will be in Wurtzel's "Roses Are Red."

United Artists

John Shelton, former MGM player, signed for a role in "Atlantis," the Seymour Nebenzal film which stars Maria Montez, Jean Pierre Aumont and Dennis O'Keefe.

VLADIMIR SOKOLOFF ticketed for feature role in Seymour Nebenzal's "Atlantis." He played the same role when Nebenzal made the picture in Paris in 1932.

NITA HUNTER, 16-year-old St. Louis girl, signed to a term contract by Buddy Rogers and Ralph Cohn of Comet Productions. Miss Hunter was formerly under contract to RKO under the name of Juanita Alvarez.

WILLIAM BENDIX was signed by William Cagney for a featured role in "Time of Your Life." Bendix played a bit part in the original Broadway production some years ago.

Universal-International

JOHNNY CUSACK slated for featured role in Fritz Lang's Diana Production, "Corruption."

MARIA MONTEZ signed to star with Douglas Fairbanks jr. in "The Exile," initial production of the Fairbanks Co., which Max Opuls will direct. Fairbanks is producer as well as star.

THOMAS GOMEZ set for featured part in "Ride the Pink Horse," in which Robert Montgomery makes his debut as star and director for this studio. Joan Harrison produces.

Featured role in the Mark Hellinger production, "Brute Force," handed REX DALE.

Warner Bros.

GALE ROBBINS set for important role in United States Pictures' "Ever the Beginning," starring Lilli Palmer. Elliott Nugent directs for Producer Milton Sperling.

THOMAS MITCHELL and ALAN HALE join Errol Flynn and Ann Sheridan in the forthcoming "The Silver River," which RAOUL WALSH has been set to direct. Owen Crump is producer and the screenplay was written by Stephen Longstreet.

ALAN HALE and RANSOM SHERMAN set for roles in "Whiplash," which stars Dane Clark, Alexis Smith and Zachary Scott. DOUGLAS KENNEDY set

to join the cast. A wise-cracking comedy role was again handed EVE ARDEN.

Scripters

20th Century-Fox

WANDA TUCHOCK signed to a new writing contract. She is currently writing the screenplay for "The Foxes of Harrow."

Warners

Milton Sperling has set Allen Broetz for the scripting job on "Ever the Beginning," a drama with music from the play by Lillian S. Prumbs and Sara B. Smith, which will star Lilli Palmer for United States Pictures.

Story Buys

Monogram

"Return to Yesteryear," original story by George W. Sayre, was purchased as starring vehicle for RODDY McDOWALL, recently signed to a term contract by Lindsley Parsons Productions. Sayre will also do the screenplay and young McDowall will also serve as associate producer with Parsons.

Paramount

Hal Wallis has acquired "Sorry, Wrong Number," which was introduced to the public via the CBS radio program, "Suspense," and it will be directed and co-produced by Anatole Litvak. Scripting is already completed by Lucille Fletcher who did the original story which concerns a neurotic wife who accidentally overhears her own murder being plotted on the telephone.

A first novel by Edna Lee, "Web of Days," purchased as a starring vehicle for Paulette Goddard. Story is set in Georgia and is a tale of suspense and conflict on a huge plantation just after the Civil war, highlighting the trials of a northern girl who comes south as governess to a young boy and finds it is not the haven she had anticipated.

RKO Radio

"The Set-Up," a long narrative poem in blank verse by Joseph Moncure March, novelist and screenwriter, was purchased. Prize fighting is the subject.

Republic

An original story, "Defense Rests," by Bradbury Foote purchased and assigned to Stephen Auer to produce. The drama deals with a brilliant trial lawyer who seeks to abandon a career which is not making him happy and is almost prevented from doing so by the criminal whom he has been defending. Production is set for late summer.

Screen Guild

Film rights to James Oliver Curwood's famous tale of the Canadian northwest, "Kazan," was purchased by Max King, independent producer. King plans to shoot most of the film on location. Val Scott is working with him on the screen story.

Technically

Columbia

HAROLD KNOX set as assistant director on "The Son of Rusty," fourth in the Rusty series, while CARL HIECKE will hold down the same spot on "Destiny."

ALLEN SIEGLER assigned as cameraman on "The Son of Rusty," which Lew Landers will direct.

Art director assignment on Casey Robinson's production, "The Mating of Millie McGonigle," handed WALTER HOLSCHER.

RUDOLPH STERNAD assigned as art director on the Ginger Rogers-Cornel Wilde starrer tentatively titled "I Found a Dream."

PHIL TANNURA set to lens "Destiny," which features John Beal, Trudy Marshall and Jimmy Lloyd with D. Ross Lederman directing.

Metro

DAVE FRIEDMAN assigned as unit production manager on "Alias the Gentleman," starring Wallace Beery, which Nat Perrin will produce.

Monogram

CHARLES BIGELOW set to serve as production manager on "The Hunted," Allied Artists film being directed by Jack Bernhard.

PRC Pictures

Final production assignments on "Bury Me Dead" are BOB STILLMAN as assistant to Director Bernard Vorhaus; JACK GREENHALGH as cinematographer; and PERRY SMITH as art director on the Chuck Reisner production.

20th Century-Fox

Options lifted on Leland Fuller, James Russell Spencer and Maurice Ransford, art directors, who have been assigned, respectively, to "Kiss of Death," "Off to Buffalo" and "Nightmare Alley," and "The Foxes of Harrow."

EDWIN LINDEN and JAMES GORDON, technical camera experts, had their options exercised, as did RAY KELLOGG, assistant head of special photographic effects.

Warners

Crew assignments on "The Silver River," filmization of the Stephen Longstreet silver mining saga,

(Continued on next news page)

Spearheads

By IVAN SPEAR

PASSED over all too lightly was a note sounded by Comedian Harpo Marx when recently he returned from a round of appearances at army installations and hospitals in Arizona and Texas. Said Marx, and it bears repetition:

"Everybody has been told that the boys need cheering up now much more than during the war, but nobody believes it until he sees for himself. Believe me, it's true.

"For the psychopathic wards shows are necessary, but in other wards the patients want only to see people whose names are familiar to them. This is just a hand-shaking job with a few friendly words thrown in.

"The boys have an idea they have been forgotten. Professionals don't realize how their visits will be welcomed. If they did the USO and Hollywood Coordinating committee would be swamped with offers from show people."

It was interesting to observe that on the very same day that Marx made his plea for more top entertainment for GIs, a USO-Camp Shows troupe took off for a six-month entertainment tour of American army and navy encampments in Alaska, the Aleutians, the Caribbean and South America. The unit included the Blanchards, comedy pantomimists; Carlton Cowen, ventriloquist; Sunny Chambers, singer; Vicki and Nicki Collins, dancers; Darby and Ardell, comedy acrobats; Martin Roberts, guitarist, and Frank Davenport, pianist.

Good people all, patriotic people all and deserving of unstinting credit for their six-month hitch on the GI circuit. But inescapable is the observation that the troupe was deplorably lacking in what vanity-ridden Hollywood fondly terms "names."

One cannot help but wonder what's happened to the patriotic fervor of some of those "names," wartime heroes and heroines in mufti, who contributed so generously and valiantly to the entertainment of the lads and lassies who were again—albeit temporarily—making the world safe for Democracy. In some cases they came home to write books and make lecture tours anent the rigors of their entertainment experiences; aye, even to be decorated for their hardships.

Maybe ranking filmites wish to give substance to Kipling's succinct rejoinder about "the thin red line of heroes." Shape that is being taken by current international affairs hints that "the thin red line" may soon again become sufficiently important to rate the time and attention of Cinemania's best.

→

Students of cause and effect were not surprised when George Glass, catch-as-catch-can stress agent, submitted to a throat operation, from which, happily, he has completely recovered. It couldn't have happened to a nicer guy than Garrulous George.

→

Dennis Morgan, currently working in Warners' "Two Guys From Texas," had to be hospitalized because of a shoulder injury.

He didn't have that trouble when he was one of "Two Guys From Milwaukee," which only goes to prove that effete Milwaukeeans should stay away from those Texas toughies.

→

Recently this space had something to say about the possible hazards of dollar publicity and ostentation in connection with the current trend toward sending glamor-gal press agents into the highways and byways to contact hinterland editors on behalf of upcoming celluloid.

Bob Taplinger's Enterprise exaggerators seem determined to play their hand along those lines, let the reactions fall where they may. Witness:

"Laura Wells leaves to continue her 40-city tour for Enterprise studio . . . The glamor expert and newspaper woman, wearing $15,000 worth of mink, will tour the key cities . . ."

Which should make a great hit with struggling, short-dough newspaper men who are saving their hard-earned pennies to buy the wife a nice rabbit neckpiece come next Christmas.

→

RKO Radio resorted to considerable justified tub thumping because it acquired what it heralded as one of the literary-cinematic plums of the current season, screen rights to John Steinbeck's "The Wayward Bus."

Which indicates a triple bow for Monogram, which now boasts three Fifth Avenue buses, brought all the way across country by Praise Chief Lou Lifton, and plenty wayward.

→

"GLASS HEAD TO MAKE DEBUT AS FILM PROP"
—Frank Rosenberg Headline.

Next day there was a great wave of absenteeism among Columbia campanologists.

→

A press preview and style show was staged by California Foundations, Inc., to unveil a 16mm commercial short in color, "An Appointment With Oleg Cassini," touted as the first such project made for a foundation apparel company.

The 16mm industry seems to be getting in better shape every day. But Metro still has Lana Turner.

→

Virtually unnoticed went a recent honor paid to a member of the film colony; in fact, to the industry itself, by the State department. That important government organization used as the theme of a short wave broadcast to many foreign nations the career of George Sidney, MGM director. Source material was a story about Sidney which previously appeared in a national magazine. It revealed how Sidney rose from a $20-a-week messenger boy to a top layer director's berth at the same studio within a short period of ten years.

Sidney's rise to fame and affluence was chosen by the State department because of its obvious illustration that America still is the land of great opportunity; its object lesson on the advantages of the Democratic way of life. At the same time the broadcast inadvertently tossed an orchid Hollywoodward, calling attention as it did to motion pictures as an industry of great opportunity, despite all of the adverse heckling to which the trade has been subjected because of alleged nepotism.

Screen Stars to Aid Army Recruitment

HOLLYWOOD — Screen talent will be lavishly used in the recruiting of GIs for the peacetime army. At the request of the War department the Hollywood Coordinating committee has granted approval for appearances of Hollywood personalities in an extension of the army's series of So Proudly We Hail and Sound Off recruiting transcriptions.

George Murphy, president of HCC, disclosed that the committee had okayed a request made by Col. Mason Wright of the army's procurement division. He asked the committee's aid in the army's task of raising and maintaining an all-volunteer army of 1,000,000 men now that the selective service act has expired.

"We have been greatly helped by the public service of the Coordinating committee and the fine array of stars it has generously furnished for appearances in Sound Off and So Proudly We Hail," Colonel Wright said. "It is the hope of the War department that the Coordinating committee will be able to continue with us in its cooperation on the campaign."

Siodmak Goes to Court To Settle Citizenship

MEMPHIS—Robert Siodmak, Hollywood director and producer, has filed a bill in chancery court here against Carl Stokes, clerk of the criminal court, seeking further proof of U.S. citizenship.

The bill avers that Siodmak's father Ignatz Siodmak, citizen of Krakow, Austria-Hungary, up to Jan. 1, 1886, when he settled in Memphis, and that he was naturalized in criminal court in Memphis April 29, 1893.

June 1, 1899, Siodmak's father went to Leipzig, Germany, to marry Rose Philippine Blum, later returning to the U.S., the bill recites. Robert Siodmak says he was born in Dresden, Germany, Aug. 8, 1900, and that his mother came to America in 1905. He says that he is a U.S. citizen "by birth and the naturalization of his father." Passports are introduced as evidence to the bill.

Fire destroyed the Shelby county courthouse in 1915 and many records were destroyed. (Naturalization proceedings were formerly held in criminal court.) The petition claims that Stokes' records did not reveal an account of Siodmak's naturalization because "naturalization proceedings for the period 1879-1896 are not on record at this time."

Songwriter Loses Suit Over 'Dolly Sisters'

HOLLYWOOD—Federal Judge Campbell Beaumont in effect dismissed the $100,000 suit of songwriter Jean Schwartz against 20th-Fox, George Jessel and Roszika Dolly, Schwartz's ex-wife, over "The Dolly Sisters," when he granted a motion for a directed verdict made by Harold Collins, attorney for the studio.

The judge ruled that Schwartz, who charged the studio and Jessel with wrongfully depicting his life and with failure to fulfill a promise to hire him as a technical adviser, had no case because there was no evidence that he had been harmed, or that the studio had reneged on any promise.

Russell Does 'Command'

HOLLYWOOD—Jane Russell, comedian Alan Young, singer Harry Babbitt and announcer Bill Goodwin took part in the weekly Command Performance program transcribed for armed forces radio service.

Studio Personnelities

(Continued from preceding page)

were set with Russ Saunders as assistant director to Raoul Walsh; Chuck Hansen, as unit manager, and Ted Smith as art director.

Title Changes

Monogram

SONG OF THE WASTELAND set as the new handle for "Song of the Saddle," western which Tommy Carr is directing for Producer Barney Sarecky.

Universal-International

SOMETHING IN THE WIND is the new tag for the Deanna Durbin starrer, "For the Love of Mary." The new handle is inspired by an original song in the film by the same name.

THE LOST MOMENT is the new tag for Walter Wanger's "The Lost Love."

Fans to Be Unwanted Hollywood Guests

HOLLYWOOD—Whether the magi of production like it or not, Hollywood is going to be the scene next June of the first convention of the Fan Club League, International, an organization headed by Mrs. Ellen Roufs who headquarters in Los Angeles and alleges that her league has a membership of more than 500 fan clubs. Mrs. Roufs has informed Arch Reeve and Joe Alvin, respectively public relations chiefs of the Ass'n of Motion Picture Producers and the Society of Independent Motion Picture Producers, that she is little discouraged by the individual and collective frigid shoulder the two organizations turned on her ambitious project.

Both AMPP and SIMPP had made it abundantly clear that they will have no part of a proposed convention.

Informed verbally by the AMPP and the SIMPP last March that members of the two organizations would accept no "legal, financial or moral responsibility whatever and will extend no cooperation to you in this venture," Mrs. Roufs, subsequently had been notified by registered letter of the chilly reception the fan club delegates have in store if plans for the convention are carried out.

Mrs. Roufs was informed that the project she had outlined to the AMPP and the SIMPP "would prove extremely embarrassing and disappointing to . . . delegates who might accept your invitation to attend." The joint letter to Mrs. Roufs pointed out:

1. No proper chaperonage, supervision or protection of the visitors had been arranged for.
2. No plan has been made to house the delegates.
3. The fan clubs have no right to commit film stars for participation without the okay of the studios, the Screen Actors Guild and the Hollywood Coordinating committee.
4. The fan clubs have made promises that cannot be fulfilled.

Services Held in Church; Songs Shown on Screen

HELENA, MONT.—Holy week services sponsored by the Helena Ministerial Ass'n were conducted in the Antlers Theatre. Substituting for hymn books, the screen was found to be very convenient when words of the sacred music were flashed on it by a slide lantern.

New Seats at Florence

FLORENCE, COLO.—New seats have been installed in the Rialto Theatre here, and the lobby, foyer and men's and women's lounges have been redecorated. Manager Snyder said the auditorium would be redecorated later.

Fox Retirement Fund Is Skouras Subject

DENVER—More than a hundred attended the annual spring convention of Fox Intermountain Theatres held at the Brown Palace hotel here, with Frank H. Ricketson jr. presiding.

All city and theatre managers from the northern, southern Montana and Denver districts were present, as well as district managers and personnel from the Denver headquarters. Besides these there were several visitors from National Theatres, of which Fox Intermountain is a subsidiary.

From National Theatres were Charles P. Skouras, president; Harry Cox, treasurer; Edward Zabel, film buying adviser; John Bertero, counsel; Tom Page, assistant to Skouras; William Lyris, candy department; A. J. Krappman, merchandising manager, and George Bowser, general manager of the Fox West Coast agency.

Richard Fowler, vice-president of the Coca-Cola Co., addressed the convention. Palmer Hoyt, editor-publisher, spoke at a luncheon.

Charles Skouras told the convention of company plans to build up the retirement fund, into which 25 per cent of the profits are being put. Skouras also voiced a plea that all subscribe to the Greek relief fund, and to this end a resolution was passed that each city in the company, through the theatres, adopt at least one Greek orphan.

Numerous talks were made by headquarters personnel.

The managers made an inspection of the Fox Aurora, newly erected quonset hut type theatre in Aurora, Colo., a Denver suburb. A cowboy barbecue was held in the Ranch room at the Albany hotel one evening, and on the second day of the convention the district met at luncheon at the Navarre cafe. The second evening was open, and the official convention closed with a breakfast at the Brown Palace hotel, with each district putting on skits.

School Superintendents To Tour Film Studios

HOLLYWOOD—School system superintendents from 41 of the largest cities in the U.S. will be guests of the Hollywood motion picture industry Friday (18) during their semiannual convention, the first ever held west of St. Louis.

Film Star Ronald Reagan, president of the Screen Actors Guild, will serve as master of ceremonies at a dinner given by the Association of Motion Picture Producers in the Paramount studio commissary. An entertainment program of top screen players is being arranged by the Hollywood Coordinating committee.

During the afternoon preceding the dinner the school authorities will visit major studios to meet with studio executives and tour production departments, laboratories and sound stages. The public information committee, through the office of Secretary Arch Reeve, is making the arrangements.

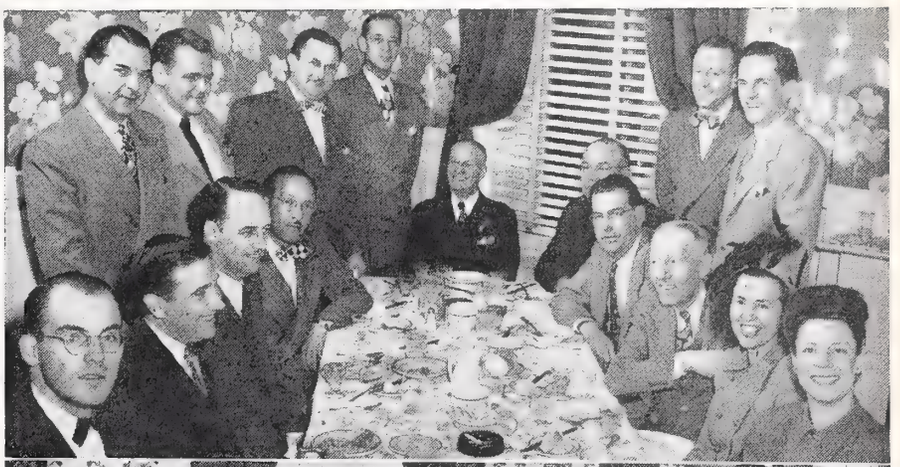
Nebenzal Pacts Aumont

HOLLYWOOD—Jean Pierre Aumont has been signed to a three-year nonexclusive contract by Seymour Nebenzal, United Artists producer. Aumont's pact calls for one picture a year. He has been under contract to MGM and is at present on a loanout from that studio and appearing in Nebenzal's "Atlantis."

Fox Intermountain Men at Annual Spring Convention



Fox Intermountain held its annual spring managers meeting at the Brown Palace hotel in Denver. Top photo shows the Montana district personnel. Seated, left to right, Milton Hossfeld, film buyer; Frank H. Ricketson, president; Robert W. Selig, Ricketson's assistant; Hall Baetz, district manager. Standing, city managers unless otherwise stated: Ted Kirkmeyer, Ogden, Utah; Robert Bothwell, special guest; Si Sanders, head booker, Salt Lake City; Robert Anderson, Pocatello; Gene Manzanaris, assistant booker, Salt Lake; Jack Casey, Lewistown; Bill Fowers, Butte; Don Sheedy, Billings; Ed Conahan, guest; Dan Driscoll, Helena; Vern Fletcher, Idaho Falls; Irving Simpson, Caldwell; Orval Helwege, guest; Frank Larson, Missoula.



Second panel, Denver district, standing: Bernie Hynes, manager of the Denver Theatre; Otto Bartusch, assistant manager of the Paramount; Ralph J. Batschelet, Paramount manager; Frank Culp, Tabor Theatre; Jack Copeland, Rialto; John O. Denman, Mayan. Seated: Frank H. Ricketson III, mayor, assistant; Robert Lotito, Webber; Andrew Sutherland, Aurora; William Agren, booker; Harry E. Huffman, district manager; Ralph Lee, Bluebird; Ned Greenslit, Aladdin; Harry Goodridge, Ogden; Helen Spiller, Esquire; Alberta Pike Boyd, publicity director.



Third panel, southern district, standing: Mike Zalesny, Las Vegas, N. M., city manager; C. W. O'Brien, Walsenberg, Colo.; Robert Nelson, Leadville; Ed Nelson, Montrose; Jack Kramer, Durango; Henry Westerfeld, Las Cruces, N. M. Seated: Robert Wilson, La Junta; Elmer Snyder, Florence; Fred Reed, booker; Keith May, guest; Irene Cescolini, assistant booker; Ross Campbell, Delta, Colo.; Harold E. Rice, district manager; Harold McCormick, Hot Springs, N. M.; George McCormick, guest; Dick Conley, Canon City; Harvey Gollogher, Trinidad.

Below, northern district, standing: Jack McGee, Cheyenne, city manager; James Hughes, A. C. Stalcup, Wilbur Williams, Wilford Williams, Ray Search, Elmer Haines, Chet Miller, Don Smith, Russ Berry, Robert Pennock, Fort Collins. Seated: Tom Brennan, Robert Garland, Milton Hossfeld, William McClintock, Denver; William Dollison, Ray Davis, Les Newkirk, Marvin Skinner.





HONORED IN PERU—The above distinguished group appeared at the foot of the staircase of the Presidential Palace in Peru during a recent luncheon in honor of Mr. and Mrs. Spyros P. Skouras and Mr. and Mrs. Murray Silverstone. Front row, left to right: Miss Bustamante Rivero, daughter of the President; Spyros P. Skouras, president of 20th Century-Fox; Mrs. Prentice Cooper, mother of the U.S. ambassador; Mrs. Bustamante Rivero, wife of the President; President Dr. Jose Luis Bustamante Rivero; Mrs. Spyros Skouras and Murray Silverstone, president of 20th Century-Fox Int'l Corp. Second row: Prentice Cooper, Mrs. Murray Silverstone, Mrs. Charles Matzen, Mrs. Manuel Odria, Captain Buroncle, aide to the President; Edward D. Cohen, supervisor for South America. Back row: Dr. Miguel Grau, attorney of 20th Century-Fox Peruana S. A.; Dr. Echecopar Garcia, minister of finance; Mrs. Echecopar Garcia; Dr. De la Fuente, diplomatic introducer; Charles Matzen, manager for Peru; Gen. Manuel Odria, minister of government and police.

Intermountain Ass'n Will Meet April 16

SALT LAKE CITY—Nearly 400 exhibitors from Utah, Idaho and Montana are expected to attend the annual election meeting of the Intermountain Theatre Owners Ass'n here April 16.

The parley also will feature a discussion of the Motion Picture Foundation by Rotus Harvey of the Independent Theatres Ass'n of California, and it is expected that the Intermountain group will join the Foundation after the meeting, according to Ralph Trathen, incumbent secretary-treasurer.

The presidency and secretarial positions of the association go to Montana men on a system of rotation this year, and they have been selecting their nominees through a statewide nomination system. Directors will come from Utah and Idaho.

Present officers of the association include Sam Gillette, president; Trathen, and the following directors: Hugo Jorgensen, Hilmer George, W. H. Knutson and John H. Moran.

All-Night Shows Outside Spokane Censors' Power

SPOKANE—Due in large part to a controversy over whether or not they should close the Empress Theatre here, the city censor board members finally admitted they were without power to control the conduct of all-night theatre patrons.

The 12 censors discussed future policies and recommendations to be made to city council. The censors decided that their only duty is that of eliminating exhibitions of objectionable motion pictures.

The board also admitted that there is no evil in the practice of showing films all night, if proper films are shown. Minors are restricted from attendance.

The board is recommending to the city council that the 1916 ordinance which provides for the censorship of films be so amended that theatre operators be required to submit to the city censor 15 days in advance of exhibition the names of any pictures, the companies producing and releasing them, and other pertinent information.

The board, which has the power to obtain a warrant for the arrest of any violator who refuses to comply with its orders, decided to become increasingly vigilant in checking pictures.

Altec Changes Personnel In Los Angeles District

LOS ANGELES—Stan Pariseau, Altec's Los Angeles district manager, has made three personnel changes to provide better coverage for clients.

S. S. Miller, who has been inspector in San Francisco and Los Angeles since 1942, has been assigned to territory headquarters in San Diego to handle the increased business in the southern part of California.

Harold Nelson, who was located in San Francisco before the war and, since his return from service, has been temporarily located in Lansing, Mich., has been assigned to Stockton.

Robert K. Reagan, who has been a member of the IATSE for ten years, has been made Altec's service inspector to work in the northern California area and in the Bay region to help relieve the heavy installation load in that part of the country.

J. D. Chaffin Shows Plans For Theatre in Palmdale

PALMDALE, CALIF.—Architect's sketches of a quonset-type theatre he plans to build here were shown to members of the Chamber of Commerce by J. D. Chaffin. He said the house will face Sierra highway. The auditorium will seat 420 and there will be two store spaces on the first floor and six offices on the second floor. The theatre will be called the Antelope.

J. R. Bonholzer Leases The Vista in Montesano

MONTESANO, WASH.—James R. Bonholzer, operating manager of the Vista Theatre here since it opened Christmas day, has acquired a lease on the house from H. D. Graves of Seattle.

Surprise Fete Marks Saffle's First Year

SEATTLE—Maurice Saffle, head of the Saffle Theatre Service, was given a surprise dinner by 30 independent theatre owners on the first anniversary of his company's founding. Saffle resigned a year ago as manager here for MGM to launch the concern.

Toastmaster was Joe Rosenfield, Spokane, with Jerry Ross aiding as master of ceremonies. Saffle was presented with a desk radio and office intercommunicating system and a cake bearing one candle.

Present were Guy Michaels, Pete Higgins, Walter Roe, Jack Neville, Bert Curran, James Hone, C. B. Gustafson and Robert Clarke, Seattle; Milburn Kenworthy, Moscow, Ida.; Ervin Fey, Renton; Jack Pearl, Prosser; Ollie Hartman, Coulee Dam; James Ewing, Auburn; Rex Thompson, Port Orchard; Fred Osterhoudt, Des Moines; Roy C. Irvine, Ritzville; Fred Gamble and Francis Glanfield, Tacoma; Guy Ransom, Fred Hair and Fred Boewer, Walla Walla; Arthur Warner, Grandview; Lionel Brown, Edmons, and Mel Sohn, Kirkland.

Warner Sets Sales Drive For Birthday of Talkies

LOS ANGELES—As a windup of its observance of the 20th anniversary of talking pictures, Warner Bros. will hold a 13-week sales drive between April 27 and July 26, according to Ben Kalmenson, general sales manager, currently conferring at the Burbank studio.

A series of regional meetings in connection with the drive will be conducted by Roy Haines, Jules Lapidus and Norman Ayers, division sales managers. The company's Canadian exchanges, prevented from joining in sales drives during the war years because of restrictions, will compete in this campaign.

Skouras Drive Kickoff Is Held at Portland

PORTLAND—A two-day kickoff conference for the fifth annual Charles P. Skouras Showmanship campaign was held at the Benson hotel here with an attendance of 60 from the Evergreen Theatres' division office, headed by Frank L. Newman sr.

National Theatres executives in attendance included Charles P. Skouras, H. C. Cox, George Bowser, John Bertero, E. F. Zabel, Thomas E. Page, A. J. Krappman, William Lyris and Irving Epsteen.

The Portland group was headed by M. M. Mesher; Washington state by Carl A. Mahne; Seattle, James O'Connell; Spokane-Seattle, H. B. Sobottka.

Harry E. Huffman Directs Easter Sunrise Service

DENVER—Harry E. Huffman, Denver city manager for Fox Intermountain Theatres, was drafted by the Denver Church council to direct the program at the Easter sunrise services at the Red Rocks, in the mountains near Denver. The Red Rocks amphitheatre, a natural bowl, has been improved by Denver so that it will seat 12,000. More than 50,000 tried to attend the services.

Brains AND Beauty

HOBBS, N. M.—It is brains as well as beauty in the boxoffice of the Reel Theatre here. Beverly Amerson, cashier at this Griffith house, has just won the title of "Most Studious Girl of Hobbs High School."

'Egg and I' Only Tasty Egg in Los Angeles

LOS ANGELES—First run houses were the Easter week recipients of a variety of eggs, most of them laid at the turnstiles. Exceptions were the six theatres that provided their own hen fruit—Universal-International's "The Egg and I." The prerelease showing of this barnyard badinage saved the six showcases from having to taste the financial egg that had other showmen in town grimacing.

(Average is 100)

Belmont, El Rey, Orpheum and Apollo—**The Locket** (RKO); **Code of the West** (RKO), 2nd wk. 125
Chinese, State, Uptown and Loyola—**Alexander's Ragtime Band** (20th-Fox), reissue; **The Brasher Doubloon** (20th-Fox) 150
Downtown Paramount—**My Favorite Brunette** (Para); **Renegade Girl** (SG), 3rd wk. 85
Egyptian, Wilshire and Los Angeles—**The Sea of Grass** (MGM) 175
Four Music Halls—**The Fabulous Dorseys** (UA); **Little Iodine** (UA), 2nd wk. 105
Four Star—**Bedelia** (E-L), 3rd wk. 100
Guild, Ritz, United Artists, Studio City, Iris and Carthay Circle—**The Egg and I** (U-I) 200
Hillstreet and Pantages—**The Guilt of Janet Ames** (Col); **Blondie Knows Best** (Col) 75
Hollywood Paramount—Same as Downtown 140
Million Dollar—**Queen of the Amazons** (SG), plus Harry the Hipster and Easter Variety parade on stage 100
Vogue—**Duel in the Sun** (SRO), 14th wk. ..... Roadshow
Warners' Downtown, Hollywood, Wiltern—**Stallion Road** (WB) 175

'Best Years' Still the Best; 'Jolson' Moves Over Again

DENVER—"The Best Years of Our Lives" continues to take top percentage. For this engagement the Aladdin's usual 35-74 price has been boosted to 90-1.80. "The Jolson Story" breaks a record by going to the Paramount to finish its first run showings. The picture played two weeks day and date at the Denver, Esquire and Webber, then moved over to the Rialto where it has gone two more weeks.

Aladdin—**The Best Years of Our Lives** (RKO), 3rd wk. 300
Broadway—**Dead Reckoning** (Col), 2nd d. t. wk. 75
Denham—**Easy Come, Easy Go** (Para) 110
Denver and Esquire—**Nora Prentiss** (WB); **Vacation Days** (Mono) 120
Orpheum—**Lady in the Lake** (MGM); **Blondie Knows Best** (Col) 100
Paramount—**Michigan Kid** (U-I); **Three on a Ticket** (PRC) 110
Rialto—**The Jolson Story** (Col), 4th d. t. wk. 150
Webber—Same as Denver and Esquire 110

'Best Years' in Third Week Hits 400 Score in Frisco

SAN FRANCISCO—Still very high was the third week of "The Best Years of Our Lives" at the United Nations Theatre with a percentage high of 400 per cent. "My Favorite Brunette" was next with a loud 180 at the Paramount. "Suddenly It's Spring" burst forth with an opening reading of 150 per cent.

Esquire-Tivoli—**Michigan Kid** (U-I) 125
Fox—**The Perfect Marriage** (Para); **The Magnificent Rogue** (Rep) 110
Golden Gate—**Tarzan and the Huntress** (RKO), stage 90
Orpheum—**Song of Scheherazade** (U-I); **Susie Steps Out** (UA), 3rd d. t. wk. 120
St. Francis—**Suddenly It's Spring** (Para) 150
United Artists—**The Fabulous Dorseys** (UA); **The Phantom Thief** (Col), 2nd wk. 130
United Nations—**The Best Years of Our Lives** (RKO), 3rd wk. 400
Warfield—**Lady in the Lake** (MGM); **The Mysterious Mr. Valentine** (Rep), 2nd wk. 120

'Jolson' Sets Seattle Endurance Record

SEATTLE—This city's long-run record of 14½ weeks, established by "Mr. Deeds Goes to Town" at the Liberty, was smashed at the same house by "The Jolson Story," now ending its 15th week and still grossing well. Both are Columbia pictures. The Music Hall's first week gross mark also was broken by the roadshow engagement of "The Best Years of Our Lives," which did a resounding 250.

Blue Mouse—**My Favorite Brunette** (Para), 3rd wk. 140
Fifth Avenue—**The Locket** (RKO); **Cigarette Girl** (Col) 80
Liberty—**The Jolson Story** (Col), 15th wk. 140
Music Box—**I'll Be Yours** (U-I); **Backlash** (20th-Fox), 2nd d. t. wk. 50
Music Hall—**The Best Years of Our Lives** (RKO), Roadshow 250
Orpheum—**Nora Prentiss** (WB) 80
Palomar—**Fool's Gold** (UA); **Song of the Islands** (20th-Fox), reissue, plus stage show 125
Paramount—**Boomerang** (20th-Fox); **Susie Steps Out** (UA) 80
Roosevelt—**Humoresque** (WB), 4th d. t. wk. 65

Films With Musical Motif Prove Aid In Teaching Children That Subject



SEATTLE WINNER—Bob Blair, Paramount exploiteer who aided in setting a Seattle record for newspaper publicity on one campaign, is shown with Loretta Summers, Seattle representative in the "My Favorite Brunette" trip to Hollywood. She was selected by popular vote on ballots run in the Seattle Star, afternoon daily. The buildup started before the picture opened day and date at the Paramount and Blue Mouse theatres. Veteran showmen here say there never was so much space devoted to an exploitation stunt in this city. Stories and art ran daily for nearly three weeks. Included were 50 cuts, a half dozen page one breaks and two eight-column layouts. Working with Blair on the campaign was Vic Gauntlett, Evergreen Theatres advertising manager, and his staff.

SALT LAKE CITY—Color and sound films on musical subjects are proving a great aid in teaching school children appreciation and understanding of good music.

This was the theme of a recent general session of the California-Western music conference at the Uptown Theatre here.

FILMS USED EXTENSIVELY

Carl Nater, director of the educational film division of Walt Disney Productions, told the several hundred music teachers that for the last year and a half films combining good music and pictures for use in schools were being developed by his studio. Many of these films are now being used extensively in schools throughout the country, he said.

Mrs. Helen C. Dill, chairman of the film committee of the Music Educators National conference, said that educators constantly are seeking to intelligently advise students on the best commercial musical pictures. She said the film industry is putting out a superior product in this respect today, and recommended cooperation between exhibitors and local music educators in keeping students up to date on the latest musicals. Mrs. Dill explained that committees from all over the country are working to find out how to use 16mm films for finer classroom experience and finer recreational experience. But students can learn fastest through the audio-visual method, she said, and the film industry offers a varied product for both education and entertainment.

PROFIT IN GOOD FILMS

Miss Josephine Murray, California chairman of the film committee, said problems involved segregating pure entertainment from education in music in pictures and keeping students from going to pictures featuring music just for the entertainment value. She said the producers are finding profit in producing good films with good music and are doing so good a job in some cases that teachers delight in recommending some films playing at downtown or neighborhood theatres. The session concluded with showing of Werner Janssen's "Toccata and Fugue in D Minor," a film production most educators have lauded.

Norman Goodin's Televue Sold to Duluth Exhibitor

GLADSTONE, ORE.—Norman A. Goodin has sold the Televue Theatre here to Lowell Spiess, formerly of Duluth, Minn. Spiess, who already has taken over management of the theatre, says he anticipates no changes in personnel. The new owner, who sold theatres in Minnesota and Wisconsin before moving west, has bought the equipment now in the theatre and is leasing the building from Goodin. A new parking lot is being paved on the north side of the structure. Goodin built the Televue less than a year ago at a cost of $90,000 and held the grand opening July 30.

Spiess will make his home in Gladstone with his parents, Mr. and Mrs. C. F. Spiess, and his brother Robert, who recently arrived here from Glenwood City, Wis.

U-I Group Tours Santa Fe Hunting 'Pink Horse' Site

SANTA FE, N. M.—A group from Universal-International, headed by Producer Joan Harrison and Actor-Director Robert Montgomery, was in Santa Fe and Taos last week looking over possible sites for location shooting on "Ride the Pink Horse." They were shown a color film here of the Fiesta. In Taos they arranged with the Lions club to borrow the Tio Vivo, said to be the oldest merry-go-round in America. In the party besides Miss Harrison and Montgomery were Edward Dobbs, business manager, and Edward Jones, photographer.

Herb Gumper Gets Ready To Build in Center, Colo.

CENTER, COLO.—Herb Gumper, owner of the Fawn Theatre here, is hoping to get started next month on construction of a new house in the city. Meanwhile, he has given the Fawn a complete going over. He laid new carpeting in the foyer, installed new lighting, replaced the screen, and painted the place.

SALT LAKE CITY

Nelson Soelke has moved from United Intermountain, the buying and booking firm here, to PRC-Eagle-Lion's local branch, where he is booker . . . Eugene Jones, also formerly with United Intermountain, has become Montana salesman for PRC-Eagle-Lion, succeeding Jack Swonson, who moves into Idaho to become the company's third salesman in this territory. This gives PRC-E-L a full sales staff. Jones, incidentally, is a native of Kalispell, Mont., so selling in that state will be like working at home for him.

Hall Baetz, Si Sanders and Gene Manzanaris of Fox Intermountain have returned from their company's division meeting at Denver . . . Two deaths and a serious illness affecting branch managers of Fox Intermountain kept three of the managers from this division from the Denver meeting. Winnie Steege, sister of Bill Steege, Fox's Great Falls manager, died; Bob Bothwell, manager of the Antlers in Helena, lost his father, so he was unable to attend, and while he was en route to the meeting, Virgil O'Dell of Nampa, Ida., was informed his father was seriously ill in Santa Ana, Calif., so he had to forego the Denver meeting and travel west instead.

A marriage and an engagement hold interest at the local Paramount office. Jack Boberg, assistant contract clerk, will be married in May . . . Eleanor Stephens, Frank Smith's personal secretary, was to have been married this week . . . Frank, incidentally, attended a division meeting in Los Angeles this weekend.

Charles M. Pincus, the Utah's manager, was the only theatre man in the state invited to attend the recent Banquet of Champions given by the Centennial Sports committee in honor of Utah university's championship basketball team, and other sports greats of the state. Pincus was a guest of the press at the affair . . . Utah's victory over Kentucky gave local theatres a chance to advertise their newsreels, and they really seized the chance to get extra customers. The theatregoers themselves were calling up newspapers and theatres to find when the reels would be in.

The long-awaited opening of the Kamark Theatre in south Salt Lake is scheduled for April 19, and don't think the Overman brothers aren't looking forward to the occasion. The house has run into one delay after another, but now the big opening is in sight.



GOLDEN HARVEST—On opening day of "California" at the Paramount in Portland, Manager Frank L. Pratt sent out six of his usherettes, appropriately dressed, to distribute "gold nugget cards." Patrons holding lucky numbers were admitted free. Everyone receiving a card had to check the number list in the lobby of the theatre, and almost every card distributed brought someone to the theatre, Pratt said.

Children of Motion Picture club members had the times of their lives at the organization's Easter party last Sunday. Mr. and Mrs. Bill Seib were in charge. The club held its election April 11 and results will be announced next week.

Seen on Filmrow this week: Mr. and Mrs. Max G. Lloyd of the Roxy at Twin Falls and Mr. and Mrs. Fred Larned of Dallas, where Larned is Paramount branch manager. The Larneds were en route to San Francisco for a vacation . . . Fred Walker, representative of Independent Producers and president of Standard Pictures, and Homer A. Ellison of the Visual Aid Service also were in town.

Harold Chesler and his Cooperative Theatre Candy Co. have expanded business operations to include a popcorn machine enterprise . . . Publicity on "Open City" at the Studio was changed to take the emphasis from exploitation built on the sex angle. Preshowing ads played up a Life magazine review which called it sexier than anything Hollywood had done. That angle was eliminated in publicity after the picture opened. There wasn't any censorship involved. Reviewers here just couldn't see much sex in the film, which has been playing to capacity crowds for two weeks and should run through April.

"Best Years of Our Lives" at the Rialto is advertised by a neon front on the theatre, one of the few of its type ever used in this area . . . The phone strike was seriously hitting business along Filmrow, and exchange workers were resorting to use of telegrams. Because the dial system works only in the immediate vicinities of those cities that have it, some circuits virtually had lost contact with some of their theatres.

A SHOWMAN

Available After June 15

At present managing two theatres and booking five, in Mid-West towns. Due to age of his father, who lives in California, he must return to the West Coast.

Age 48, a Bachelor, of Christian Faith, he has a thorough theatre knowledge acquired thru 23 years in the show business. Mentally and physically fit to assume full charge of management, booking or advertising.

Or would be interested in leasing a going theatre and he is not afraid of competition.

Please Write
Box 2698

Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Golden State Opens New Lorenzo House

SAN FRANCISCO—The Lorenzo, one of the first postwar theatres to be constructed in the Bay area, opened last week in Lorenzo Village, new East Bay community. The community originated as a war housing project. The Lorenzo has stadium-type seating. It is the latest addition to the Golden State circuit and will be run under the jurisdiction of David J. Bolton, Oakland manager of the circuit.

Brisacher-Van Norden Add Jim Christopher to Staff

LOS ANGELES—Enlarging its motion picture division, Brisacher, Van Norden and Staff have added Jim Christopher to the Los Angeles office as creative account executive. Christopher is well known in motion picture advertising circles through the campaigns he helped create at Buchanan & Co. and at Foote, Cone & Belding. He will continue to work directly with producers on the west coast while Sid Alexander, formerly eastern ad manager for Selznick, will head up the New York staff.

Charles Chaplin is radio director for the motion picture accounts of Brisacher, Van Norden and Staff.

New Owners Rechristen House in East Helena

EAST HELENA, MONT.—Don Leibrand and Tom Conboy, recent purchasers of the Don Theatre here, have announced that the theatre will be rechristened the Town. The new owners are negotiating for earlier run films.

PORTLAND

Manager Pregassis of the State Theatre, Oregon City, is among the first Oregon exhibitors donating $80 to adopt a Greek orphan . . . Verg Berg, exploitation representative for Eagle-Lion Pictures, is covering Pacific northwest key cities.

Roy Brobeck and Ralph Swan of the B. F. Shearer Theatre Equipment Co. have returned from the Los Angeles meeting with Ben Shearer, who recently sojourned with Mrs. Shearer at Palm Springs.

Manager R. J. Baker of the Richland, Wash., theatres invited all the city's teachers as his guests, together with PTA officials, to a showing of special family pictures and Popular Science shorts. This is a worthwhile step in the crusade to curb juvenile delinquency.

Mrs. Edna Faulkner, 61, known to another generation of theatregoers as Edna Fenton, "America's Most Beautiful Girl," died in Seattle. She played on Broadway opposite Richard Dix in "Song of Songs," also with Conrad Nagel.

We have the **Buyers** for YOUR **THEATRE**
Count on us for Quick Action!
Phone BRoadway 0531
Our wide contacts with the exhibitors assure you of satisfactory results.
THEATRE EXCHANGE CO.
408 S. W. 2nd Ave. Portland 4, Oregon 217 Governor Bldg.

WB Sets up 100 Dates To Show 'Cheyenne'

DENVER—Warners is arranging 100 pre-release engagements of "Cheyenne" in the Denver-Salt Lake City territories for the latter part of May. The film will open May 22 at Fox's Lincoln Theatre, Cheyenne.

It wil then play day-and-date engagements in Fox Intermountain and Gibraltar circuits and independent theatres throughout Wyoming, Colorado, Utah and New Mexico.

Abe Kronenberg, head of Warners' special events department, recently arrived here from New York to work on the advance campaign with Dick Stephens, western field representative.

During the past week, Roy Haines, Warners western division sales manager; E. A. Bell, local branch manager, and Frank H. Ricketson jr., president of Fox Intermountain, discussed exhibition and exploitation plans for the picture.

Carlsbad's Union Fight Now Before the NLRB

CARLSBAD, N. M.—Replying to a letter sent by Mayor L. C. Garrett asking that negotiations be started to settle the controversy that has put pickets in front of the four local theatres since early in February, Henry S. Griffing of the Griffith circuit, Oklahoma City, has replied that the controversy is now pending before the National Labor Relations board.

"We will have to await developments and a decision by this board," said Griffing. "My client has never refused to discuss matters of labor relations with our employes."

Projectionists are picketing the theatres, claiming they were discharged for organizing a union. The management contends it discharged certain operators for cause.

Coslow, Now Independent Severs Hersh Association

HOLLYWOOD — Producer Sam Coslow, who recently completed "Copacabana" and delivered it to United Artists for release, has severed his association with David Hersh, who served in an executive business capacity with him on the film. Coslow plans to continue independent production on his own and expects to retain his offices on the Goldwyn lot.

Currently, he is discussing continuation of his releasing deal with United Artists, with five features on the slate to be made in the next three years.

WE HAVE IT!
CAN GET IT!
OR WILL MAKE IT!
Western Theatrical Equipment Co.
337 GOLDEN GATE AVE.
SAN FRANCISCO 2, CALIF.
★ Phone HEmlock 8302

SAN FRANCISCO

Al Laurice, who recently opened his Park in Menlo Park, is planning a $150,000 theatre in Los Altos. It will be the first theatre in Los Altos and will have a seating capacity of between 700 and 800. Laurice's Park opening was a gala affair. Laurice distributed complimentary cards among the merchants to be given free to all who asked for them.

The name Parkview was selected by contest judges for the new Golden State theatre to be built in South San Francisco . . . The 20th-Fox publicity gang, headed by Frank Jenkins, local Fox publicist, put on a terrific campaign on the reissue of "Alexander's Ragtime Band" . . . Bert Henson, president of the Bert Henson Enterprises, said he made a survey of every community in the San Joaquin valley before deciding to locate his new Marco theatre in Oakdale. The theatre will cost approximately $100,000 and construction will start as soon as building plans are approved.

Ricardo Cortez is in town for a few weeks with a camera crew. He's producing a film about San Francisco for the State department . . . Richard Spier, Fox West Coast division manager, was co-host to the April meeting of the San Francisco Film Colony club. After a dinner at Maison Paul's, members attended a special preview of "The Two Mrs. Carrolls" at the Fox Theatre preview room . . . The Alisal Theatre in Salinas opened April 10. The theatre is owned by Fox West Coast, John Peters and Lawrence Borg.

George "Gabby" Hayes was scheduled for a one-day appearance at the Golden Gate in conjunction with the opening of "Trail Street," but he was so enthusiastically received the management decided to hold him for the entire week. "Trail Street" did the greatest opening day business for the Golden Gate since "The Bells of St. Mary's."

Golden State made several changes among managers last week. Harry Fontana, manager of the Strand, was transferred to the Granada; Reek Seliziani took over the Strand; Jimmy Edwards, who has been with Golden State 23 years, moved to the Amazon, and Dave Davidson transferred to the Verdi, where he replaces E. Clayton. Clayton signed up for six years to serve the U.S. army motion picture department in Korea . . . Bob McNeil of the Golden State returned from a three-week vacation in Los Angeles.

Walter Eschebeck, new district manager in Klamath Falls for Redwood Theatres, has started a four-week contest open to all children under 8 years old. It's a tiein with Tom Mix and a radio station in a search for talent. The audience chooses four winners, by applause, one each week, then one winner from the four is selected. The winner gets a jeep with horn, lights and winner's name and address painted on it . . . George Mann has approved the design for a button to be given his employes in the Redwood circuit. A diamond will be added with each five years of service.

Celia De Martini, secretary to S. Martenstein, Republic branch manager, will leave May 1. Mrs. De Martini is expecting a baby. Her place will be filled by Mary Bottarini, former biller, and Matilda Voaklander will replace Miss Bottarini. Margaret Mulkern and Phyllis Braun are new employes at the exchange.

James Cleveland is the new manager at the Lyric in Modesto. He replaced George Siciliano, who has taken over management of the Strand in that city. Incidentally, Siciliano not only has a new theatre, but a new baby, too . . . Rita Zulberti is secretary to Jerry Zigmond, manager of the Paramount Theatres, which just opened shop here . . . Robert L. Lippert ran 25 cartoons in his Studio Theatre here last week. That ought to be some sort of a record.

Lynn Pogi, secretary to Rex Stevenson at Golden State, is shopping for furniture . . . The Film Colony club has issued a call to all women working on Filmrow to join the organization. Branch managers and circuit executives as well as leaders in allied industries are requested to notify their girls that the club is anxious to have them. The club secretary, Margaret Smith, can be reached at YUkon 6-1282.

Tommy Thompson, exploiteer from Selznick Releasing Organization, was in town last week to work out a few of the pre-opening details on "Duel in the Sun." The picture opens at the Fox in early May.

Parker to Wickenburg

WICKENBURG, ARIZ.—R. F. Parker has been appointed manager of the Out-Wickenburg-Way Theatre.

Former Star in 'Father Dunne'

Anna Q. Nilsson, former star, has been assigned a part by RKO in "Fighting Father Dunne."

IMMEDIATE DELIVERY!
POPCORN BOXES
$7.75 PER 1,000
"POPSIT PLUS"
Liquid Peanut Oil Popcorn Seasoning — 6 One Gallon Cans to the Case $19.00
COCOANUT OIL POPCORN SEASONING 38c per lb. in 50 lb. Cans.
TOP VOLUME POPPING PURDUE HYBRID POPCORN $11.25 per 100 lb. sack.
COMPLETE SUPPLIES
RUSH YOUR ORDER NOW
ARTHUR UNGER CO.
105 Golden Gate Ave.
San Francisco, Calif.

"CENTURY"
THE MODERN PROJECTOR
Walter G. Preddey
THEATRE SUPPLIES
187 Golden Gate Ave.,
San Francisco 2, Calif.
Phone Underhill 7571

LOS ANGELES

Al Blumberg of National Screen Service is in first place in the NSS sales drive. Al and his wife Sylvia are taking a trip to New Orleans, Miami Beach and then back to Chicago, where Al plans to attend an NSS sales meeting April 20. Mr. and Mrs. Blumberg are celebrating their 20th wedding anniversary.

Frank Mednick and Harry Levinson were in a huddle at RKO. Frank owns the Trojan Theatre here and Levinson is an RKO salesman . . . "Red" Williams of Kroehler seats is back from a business trip to San Francisco . . . Joe Rosenberg, Warners salesman, was in the Arizona territory on company business.

Four circuit executives were visitors on the Paramount lot. They were George Wasserman of Kogod-Burka Amusement Co., Washington, D. C.; G. L. Baldasare, partner in the Berkson circuit, Chicago; Joseph Uvick of Burton Theatres, Flint, Mich., who also is attorney for many exhibitors in that area, and Robert Adair, public relations counsel for Fanchon & Marco in St. Louis.

Harold Goldstein, PRC booker and office manager, is passing out cigars for the usual reason. It's a baby girl, born April 2 at the Alhambra hospital . . . Henry Lefko is the new booker at PRC. He fills the vacancy left by Harold Goldstein, who moved up to the position of office manager when Pete Gray left to join Paramount as a booker.

In town to buy equipment for the new theatre he is building at Mesa, Ariz., was J. Phelps. He expects to be here about 60 days . . . Glen Harper and son Ernie of the Corona and Fontana, Los Angeles, were doing some booking on the Row . . . Bill Knotts of the Covina Theatre, Covina, Calif., was on Filmrow helping his son Bob, who runs the theatre, do some booking. Bill has been all "taken up" running his orange grove out Covina way and hasn't been on the Row for a long time, so he was busy greeting old friends . . . Sam L. Sosna, Manhattan, Kas., theatre man, was here visiting friends along the Row.

A deal on new product was made by Lew Fink, United Artists salesman, with Harry Hollander of the Savoy, Los Angeles. Incidentally, the Savoy is only a sideline with Hollander. His real job is special representative for Allied Artists and he planned to leave shortly for Dallas on his first trip into the territory.

Al Hullman, manager of the Oriental Theatre, is on the sick list . . . John De Costa, Columbia salesman, in from a business trip to San Diego . . . After a long absence, Pete Gray returned to Paramount as a booker . . . Francis Bateman, Screen Guild sales manager, was off to Oklahoma City for regional sales confabs . . . S. C. Sunness replaces Andy Dodd as booker at Exhibitors Service . . . Ralph Carmichael, Republic branch manager, in from Phoenix . . . Earl Collins, Republic district manager, off to San Francisco.

George Hickey, Pacific coast sales manager for MGM, is having a time at Palm Springs . . . Irving Helfont, assistant to Hickey, went to New York . . . To set "Sea of Grass," Howard Herty, MGM exploiteer, was in San Diego . . . New lineup in MGM branch managers was as follows: Thomas A. Aspell jr., Seattle branch manager, comes in as Los Angeles branch manager; Sam Gardner, previously branch manager in Los Angeles, becomes assistant west coast sales manager, and Sam Davis, formerly with Leo's foreign prints, goes to Seattle as branch manager.

Sam Milner, PRC district manager, has added two cities to his territory, Salt Lake City and Denver. In addition, he covers San Francisco, Los Angeles, Seattle and Portland.

Maurice Gieger is the new local representative of the West Coast Candy Co. . . . Being entertained by Bob Abelson, local manager for Film Classic, was his brother Fred, in from Minneapolis for a visit . . . Republic salesmen from the branches in San Francisco, Salt Lake City, Denver, Seattle and Portland were scheduled to assemble here for a series of sales huddles called by Earl Collins, Republic district manager.

Booking on the Row was Johnny Siegel of the Margo and Palomar theatres in suburban Oceanside . . . Also in for a booking stint, and having trouble controlling her big picture hat in the strong winds, was Mrs. Jennie Dodge, Mayfair Theatre, Ventura . . . Other Row visitors: Lew Goldberg of the Globe, San Pedro; R. T. Hubbard, Rand, Randsburg; Milt Arthur, Cabart, Long Beach.

Sick call report: Back to the hospital in Santa Monica went Rube Harris, Metro salesman, who has been on and off the sick list for the last several months . . . Following a successful operation, Bill Warner, United Artists salesman, was back on the job and receiving a hearty welcome from Rowites.

Sam Milner, PRC district manager, and Nicky Goldhammer, Eagle-Lion's local manager, went to San Francisco on a business trek . . . Al Altshuler, who formerly peddled films for Columbia out of the Milwaukee branch, has been transferred to the local exchange . . . "Uncle" Lew Kreiger is doing business in Salt Lake City and Denver . . . Charles Wolcott, formerly a booker at Republic, is performing a similar chore in the Screen Guild Productions branch.

Trippers of the "Mom and Dad" organization included J. S. Jossey, who returned to the Cleveland home office after visiting the local gang, and Bob Hicks Page, local manager, who journey to San Francisco on business.

IMMEDIATE DELIVERY
Finest Manley Hybrid Popcorn
and
Cocoanut Oil Seasoning
Any Quantity
W. H. Turpie, Western Division Manager
1914 S. Vermont Los Angeles 7, Calif.

We DECORATE While You
OPERATE — No Need to Close
HART THEATRICAL DECORATING CO.
925 - 21 St. - DENVER Ph. Tabor 4962

Gets a Snow-Baby

HOBBS, N. M.—Bob Hodge, operator at the Reel Theatre here, is the father of a son. The baby arrived at the same time as Hobbs' first and only snow.

Lloyd Hall to Lovington

LOVINGTON, N. M.—Lloyd Hall is the new operator at the Mesa Theatre. He came here from Portales, N. M.

Harry Hunsaker Manager Of Frisco's SRO Office

SAN FRANCISCO—J. T. Howard, western sales manager for Selznick Releasing Organization, opening a San Francisco office at 83 McAllister St., has named Harry Hunsaker as branch manager. Larry Doyle, formerly with Paramount exchange of Boston, was appointed booker and Rose Golik has been named secretary. Hunsaker formerly was city salesman for UA.



HARRY HUNSAKER

"It is indeed an honor to be affiliated with Mr. Selznick, as he is an outstanding producer in the film industry," said Hunsaker, extending an invitation to all theatre men to visit the new quarters.

Ban on Drive-Ins Urged In Interest of Safety

PALO ALTO, CALIF.—The state division of highways has recommended a ban on open air theatres, race tracks and other enterprises involving large assemblages near major highways in Santa Clara county.

Such concentrations of people present an "ever-increasing hazard to the motoring public, particularly during nighttime hours," according to a communication received by the county board from Col. John H. Skaggs, district engineer in the state highway department.

The board has asked the planning commission to look into the matter.

Prices Up to 60 Cents At Majestic in Dallas

DALLAS, ORE.—Prices at the Majestic Theatre here have been increased for both adults and children, Don E. Wernli, manager, reported. The new schedule is 50 cents in the orchestra and 60 cents in the loges for adults, and 20 cents and 30 cents for children. The increase amounts to 10 cents for adults and 8 cents for children. The increase in children's prices is only on regular seats, the loge price having been 30 cents previously. The Majestic has been reseated and redecorated.

Mount Shasta Theatre Sold to N. E. Hammond

MOUNT SHASTA, CALIF.—Oliver I. Woolridge has sold his Shastona Theatre here to N. E. Hammond, who has operated theatres in the Pacific northwest, most recently a house in Ferndale, Calif.

Woolridge will take a trip over the United States.

The transaction was handled by J. Leslie Jacobs, San Francisco theatre broker.

Leo Willson to Winslow In Richards-Nace Post

WINSLOW, ARIZ.—Leo F. Willson has taken over management of the Rialto and Chief theatres here and the Roxy in Holbrook, succeeding James Driskill. Driskill remains with the Richards-Nace circuit as supervisor of maintenance in the northern Arizona area. Willson came here from Tucson.

Rubin Brothers Mark 20 Years in Theatres

MICHIGAN CITY, IND.—March was a big month for the three Rubin Bros. theatres—the Tivoli, Lido and Uptown—for the month marked the 20th anniversary of the two brothers, Maurice and Henry, in show business here.

Apropos of the celebration, the film market was scoured for the newest and biggest attractions, offered to the public, in the words of the brothers, in appreciation of its patronage over the last two decades. A dozen Hollywood stars, as well as other industry folk, sent good wishes.

Business in Eight Lines Slumped in February

ST. LOUIS—Business in eight types of retail establishments here showed declines during February, ranging from 2 to 24 per cent below February 1946. The local office of the U.S. Department of Commerce reported there was an over-all increase of 10 per cent in dollar sales during the month, the increases being in sales of automobiles, building materials, food and in department stores. Heavy declines were recorded in sales by shoe stores, auto accessories, tire and battery dealers, jewelry stores, clothing stores, taverns and liquor stores. In the state, liquor stores reported a decline of 22 per cent.

Motion picture theatres in the state reported declines of from 12 to 21 per cent in their gross business. Only a few exceptional pictures have been able to beat the business for the comparative period in January, February and March last year, a survey of the industry indicates.

Catholic Organ Listing Pictures in St. Louis

ST. LOUIS—The St. Louis Register, official Catholic weekly of the archdiocese of St. Louis, presents an up-to-the-minute list of local motion pictures and the theatres in which they are being exhibited, together with the Legion of Decency rating accorded each picture. The list will be carried in each future issue of the paper, it was announced.

Preparation of the rating was made by Msgr. Charles H. Helmsing through the cooperation of local theatre owners of St. Louis.

The first list contains no C pictures, those condemned for being at variance with Christian standards of morality, and only six B pictures, those deemed objectionable in part.

Record Dealers Attend Screening of 'Dorseys'

MILWAUKEE—Approximately 100 RCA-Victor dealers, newspaper men and guests viewed the screening of "The Fabulous Dorseys" at Warner screen room. Jack Kahn, United Artists exploiteer, and E. J. Clumb advertising director of the Towne, arranged the showing. The film opened recently at the Towne.

Michael Polito Buried

ST. LOUIS—Funeral services were held here for Michael A. Polito, stagehand member of Theatrical Brotherhood No. 6, IATSE affiliate. Polito had joined the union in 1912, and had worked at a number of local houses.

Construction Resumed at Clifton

CLIFTON, ILL.—Work on a new theatre here has been resumed and most of the cement blocks have been laid.

Jackson Park Contends Edict Is Being Eluded

CHICAGO—In a reply brief filed with the U.S. circuit court of appeals here, attorneys for the Jackson Park Theatre, which recently won a decision for damages against the major distributors and others, charges the defendant majors, as well as B&K Corp. and Warner Theatres, with "seeking to weaken the relief afforded by escape clauses."

The brief, filed by Thomas C. McConnell, alleges: "Having lost their case on its merits, the defendants have sought to weaken and make innocuous the relief decreed by the court by various proposals of their own which, if entered, will serve as escape clauses from an effective enforcement of the injunction and compel the plaintiffs to relitigate the case in order to enforce the decree."

April 11 was set as the deadline for the defendants to file a rebuttal. The court is expected to render a decision 30 to 90 days after hearing oral arguments, tentatively scheduled for the latter part of April. The loser is expected to appeal again to the supreme court.

The Jackson Park Theatre was winner in previous supreme court hearings. It was pointed out by McConnell that Judge Michael L. Igoe's federal district court "had rejected the proposals of the defendants properly" after the verdict of guilty by a jury.

Defendants in $2,650,000 Suit Must File Replies by April 17

CHICAGO—Defendants in a $2,650,000 treble damage antitrust suit filed here by the Riverside Operating Co. of Wisconsin and the Middle States Corp., a Delaware firm, the former operators of the Riverside Theatre in Milwaukee and the Minnesota Theatre in Minneapolis were given until April 17 in which to file answers. However, it is understood attempts to settle the case out of court are being made.

Riverside Operating Co. and Middle States joined together in one suit seeking $1,750,000 for damages incurred in the operation of the Riverside Theatre. In the other suit Middle States asked for a judgment of $90,000 for losses suffered in operating the Minnesota Theatre.

Two suits were filed January 20. Judge Michael L. Igoe was assigned the Minnesota Theatre case and Judge Philip L. Sullivan was assigned the Riverside case.

Twenty-eight defendants were named in the suits including 20th-Fox, Paramount, Loew's, Inc., RKO, Warner Bros., Columbia, Universal, United Artists, and their subsidiaries or associated corporations.

St. Louis Tax Measures Fizzle Out in Session

ST. LOUIS—Mayor Aloys P. Kaufmann's special tax bills, including a measure to impose a 5 per cent levy on theatre admissions, died in committee as the aldermanic board ended its 1946-47 session sine die. Also going by the boards were bills calling for a similar tax on sporting events, an increase in the city's cigaret tax, and a proposed 5 per cent tax on the gross receipts of newspapers.

A last-minute attempt by Alderman Jasper C. Caston, Negro, Rep., to obtain passage of a fair employment practices ordinance, also failed.

Fire Ruins Cairo Opera

CAIRO, ILL.—The old Cairo Opera House here was destroyed by fire last month. The opera house opened in December 1881 with Fay Templeton in "Mascotte." The last production, 56 years later in 1937, was Irving Berlin's "Music Box Revue."



CHICAGO'S FAVORITE BRUNET — In the recent nationwide Bob Hope-Paramount-sponsored "My Favorite Brunette" contest in which the No. 1 raven-tressed beauties of 15 large cities were awarded a week's holiday in Hollywood, Jean Devon, the Windy city winner, triumphed over the largest field of competitors—7,000 brunets. Jean is pictured here with J. Harold Stevens (left), Paramount branch manager; comedian Jerry Colonna, who escorted the winners to Hollywood, and Allen Usher, Paramount district manager.

Madison Orpheum's 20th Anniversary Bring Back Memories of Opening

MADISON—The 20th anniversary of the opening of the 2,246-seat Orpheum Theatre was observed here recently, bringing back to local residents memories of the many great artists of stage and screen seen at the showhouse throughout the years.

The Orpheum and three other Madison theatres have been operated by Asher Levy since 1933. Hugh Flannery has been the Orpheum's manager since that time. Flannery has been connected with theatre business for many years. His association began shortly after World War II, when he managed the old Fuller Opera House and the old Orpheum here, leaving the city in 1922 to become supervisor for the Orpheum vaudeville circuit, in charge of 18 midwest houses.

RECALLS SIGN CONTROVERSY

He returned to Madison 14 years ago, becoming manager of the Orpheum on May 14, 1933, succeeding John Scharnberg, who had managed it since its opening and who is now manager of the local Parkway and Strand theatres. Site for the theatre was selected by Marcus Heiman, onetime Madison theatre man, and the building was constructed by Dr. W. G. Beecroft. Madison residents recall there was much controversy over the huge vertical 63½ foot sign, erected at a cost of $18,000. Some persons declared it was an eyesore and blocked the view of the state capitol building, while others asserted it gave the city a metropolitan appearance. The sign is still one of the largest electrical displays in Madison.

It is recalled that State street declared a holiday for the Orpheum's opening, with city and state officials in attendance at the dedicatory rites, newspapers putting out special supplements, and special decorations in evidence along the street. Nearby stores and shops held open house.

NAME BANDS FEATURED

The theatre featured both motion pictures and vaudeville during the fall and winter months, as well as stock companies in summer. The policy of daily vaudeville was stopped in 1932, and only motion pictures were shown from November of that year until May 1933. When Flannery took over as manager he inaugurated the present policy of presenting the nation's foremost bands. In line with this policy, Louis Armstrong was a featured stage attraction scheduled for the 20th anniversary show.

Madison's rialto became even more of a reality about 10 months after the Orpheum's opening when, on January 21, 1928, the $1,000,000 Capitol Theatre opened across the street. This section of the city has since continued to be a vital center of community life.

In addition to the Orpheum, Levy operates the Parkway, Strand and Madison theatres here, but the Orpheum remains the flagship. Some 20,000 to 30,000 persons attend the Orpheum each week.

Plaza Is 20th Theatre In Children's Council

MILWAUKEE—The Plaza Theatre became the 20th house in Milwaukee cooperating in the Children's Movie Council in promotion of special shows for children. The Plaza started Saturday kiddy matinees March 29. The council has been working for some time in arranging for at least one theatre in each district to run these special kiddy shows. To date, the movement has been highly successful and has spread into the state.

Offers Free Admissions; 10c If Show Is Liked

St. Louis—Paul Stroud, manager of the World Theatre here, offered readers of the South Side Journal (circulation 75,000), a proposition to enter the show on a recent Friday, without charge.

If the patron liked the show he was asked to pay 10 cents at the boxoffice on departure.

Built Own Air Station To Boost His Theatres

MANITOWOC, WIS.—Francis M. Kadow, co-partner with R. S. Guiterman in the Capitol and Mikadow theatres here, is a showman with 31 years of successful vaudeville and motion picture theatre operation back of him. He built station WOMT in 1926 as an exploitation medium for his theatres. Kadow in 1926 as an exploitation medium for his theatres. Kadow found this method a highly effective way for building his theatre business.



FRANCIS M. KADOW

The Capitol and Mikadow theatres have benefited greatly through this air exploitation. In addition, Kadow has gained a respected niche in the civic, business and family life of Manitowoc and the surrounding territory. His major hobby is photography. Incidentally, this shot is a self-portrait.

Kiddy Shows at Keith's With School Approval

CINCINNATI—Keith's Theatre, operated by U-I, has started a series of children's Saturday morning matinees, using features in the MPA Children's Film library. The program is being supported by the Cincinnati board of education and 70 Parent-Teacher councils in the city.

The board of education permitted the distribution of heralds in classrooms in 75 schools. A total of 65,000 were handed out. Cards were also tacked on bulletin boards. The first film shown at the children's matinee was "The Prince and the Pauper" (WB). "The Hoosier Schoolboy" (Mono) played April 5. In addition to the library films, Edward Riesenbeck, manager of the house, has arranged for a juvenile community sing each week, conducted by John Ulrich, supervisor of music for the Cincinnati recreation commission.

Bonham Theatre Is Sold

PRAIRIE DU SAC, WIS.—The Bonham Theatre here, which until recently was owned by the Mrs. Emma Accola family, now has been bought by W. J. Charbonea and L. Leisch, both of Fennimore. Mrs. Lucille Forbes holds a lease on the building. The new owners plan to rename the house the Midway. The Bonham was built in 1919 by the late John Bonham.

School Holidays Assist Boxoffices in Chicago

CHICAGO—Theatre business generally felt the pinch of Holy week, but matinees in Loop houses were bright due to school holidays. Nearly all situations had good receipts. The only opening of the week was the twin bill at the Palace "Bedelia" and "The Devil Thumbs a Ride," which did nicely. "My Favorite Brunette" plus a stage show headed by the King Cole Trio and extra added attractions rounded out a good third week. The Oriental with "The Red House" plus a stage show headed by Jerry Lester had a satisfactory second week.

Holdovers did right well. "The Best Years of Our Lives" and "The Jolson Story" are still doing fine, with "The Yearling" and "Ivan the Terrible" as runnersup.

(Average is 100)

Apollo—**The Jolson Story** (Col), 14th wk. 120
Chicago—**My Favorite Brunette** (Para), plus stage show, 3rd wk. 135
Garrick—**13 Rue Madeleine** (20th-Fox), 2nd wk. 110
Grand—**Smash-Up** (U-I), 2nd wk. 115
Oriental—**The Red House** (UA), plus stage show, 2nd wk. 135
Palace—**Bedelia** (EL); **The Devil Thumbs a Ride** (RKO) 120
Roosevelt—**Pursued** (WB), 3rd wk. 110
State-Lake—**The Yearling** (MGM), 6th wk. 115
Studio—**Foolish Virgin** (Jewel); **The Playboy** (Jewel), 8th wk. 100
United Artists—**The Secret Heart** (MGM), 2nd wk. 110
Woods—**The Best Years of Our Lives** (RKO), 15th wk. 150
World Playhouse—**Ivan the Terrible** (Art), 3rd wk. 120

Good Product Easter Week Boosts Milwaukee Grosses

MILWAUKEE—Top-ranking product greeted patrons Easter week, after a lenten season of average fare. "The Best Years of Our Lives" at the Riverside appeared off to the races. "The Jolson Story" at the Palace, following a heavy preselling campaign, started with waiting lines and kept them coming.

"The Fabulous Dorseys" pulled well at the Towne. "Stallion Road" at the Warner rang the bell for an over par take. Neighborhoods reported an upsweep and attributed most of it to the end of Lent. As to the weather, it rained just about every other day.

Alhambra—**Boom Town** (MGM), reissue; **Traffic in Crime** (Rep) 115
Palace—**The Jolson Story** (Col) 140
Riverside—**The Best Years of Our Lives** (RKO) 175
Strand—**Blue Skies** (Para); **Secret of the Whistler** (Col), 5th d. t. wk. 120
Towne—**The Fabulous Dorseys** (UA) ..... Avg. not set
Warner—**Stallion Road** (WB) 130
Wisconsin—**It Happened in Brooklyn** (MGM); **So Dark the Night** (Col) 130

Indianapolis Hits the Bottom; Holy Week, Bad Weather Hurts

INDIANAPOLIS—Business here continued to hit the bottom. Holy week was probably the cause, aided by some inclement weather. "California" and "Dead Reckoning" were the best draws but rather a disappointment at the boxoffice.

Circle—**A Scandal in Paris** (UA); **The Bachelor's Daughters** (UA) 90
Indiana—**California** (Para) 85
Keith's—**Smash-Up** (U-I), 2nd d. t. wk. 75
Loew's—**Dead Reckoning** (Col); **Susie Steps Out** (UA) 95
Lyric—**Captain Caution** (FC); **Captain Fury** (FC) 95

Sell Prairie Du Sac House

PRAIRIE DU SAC, WIS.—The Roman Theatre, formerly owned by the family of Mrs. Emily Accola, has been sold to W. J. Charbonea and L. Leisch, both of Fennimore. The theatre formerly was leased by Mrs. Lucille Forbes and managed by Clyde Gray. Charbonea, former owner of the Lodi Theatre, is present owner of the theatre in Fennimore. He and Leisch will rename their new acquisition the Midway.

Referendum in St. Louis Upholds Daylight Law

ST. LOUIS—St. Louisans decided to retain their daylight saving ordinance April 1 by a vote against repeal and 60,629 in favor, a majority of 18,956.

The question had been put on the ballot through referendum petitions circulated by most of the motion picture theatres of the city after the board of aldermen had refused to vote in favor of a bill to repeal the ordinance.

In Granite City, Ill., voters went on record in favor of the repeal of daylight saving, 2,516 to 2,180. This election was advisory and not binding on the city council.

MILWAUKEE—Though Milwaukee county favored daylight saving time, the advisory referendum taken as a guide for the legislature was defeated in the state. Unofficial returns showed 295,876 against and 244,480 favoring the measure. Sen. John C. McBride, Milwaukee, conceded on the senate floor in Madison that "it is evident the people do not want statewide daylight time" and introduced a bill providing for local option.

MACOMB, ILL.—Macomb voters have rejected daylight saving time by 15 votes, in a complete but unofficial tabulation of 818 to 803. Macomb did not have daylight time last year but the city council had agreed to submit the proposal to a referendum.

INDIANAPOLIS—Mayor Robert H. Tyndall has proclaimed Sunday, April 27, as the first day of daylight saving time. The fast time will extend to September 28.

Ed Davies, Musician, Dies

MILWAUKEE—Edward Davies, 54, Milwaukee musician, died at his home here after a long illness. A string bass player, Davies played in early years at the Riverside, Miller, Palace and Wisconsin theatres. He also played at Soldier's Home, Plankinton hotel and as a member of the Milwaukee park board band several years back. A member of Milwaukee Musicians' Ass'n since 1917, he was made an honorary member in 1944. Survivors are one brother, John, and one sister, Mrs. Winnifred Borth, both of Milwaukee.

Redecorate at Monticello

MONTICELLO, IND.—The lobby and foyer of the Lakes Theatre here have been redecorated in blue and four new fluorescent lights have been placed in the lobby ceiling. Aluminum-trim doors with semicircular windows have replaced the old French doors leading into the foyer, and a new tan and brown tile floor has been laid.

Lease Table Grove House

TABLE GROVE, ILL.—Leo Martin has leased his Table Grove Theatre here to Irvin Davis. The house has been completely redecorated and will be open six nights a week.

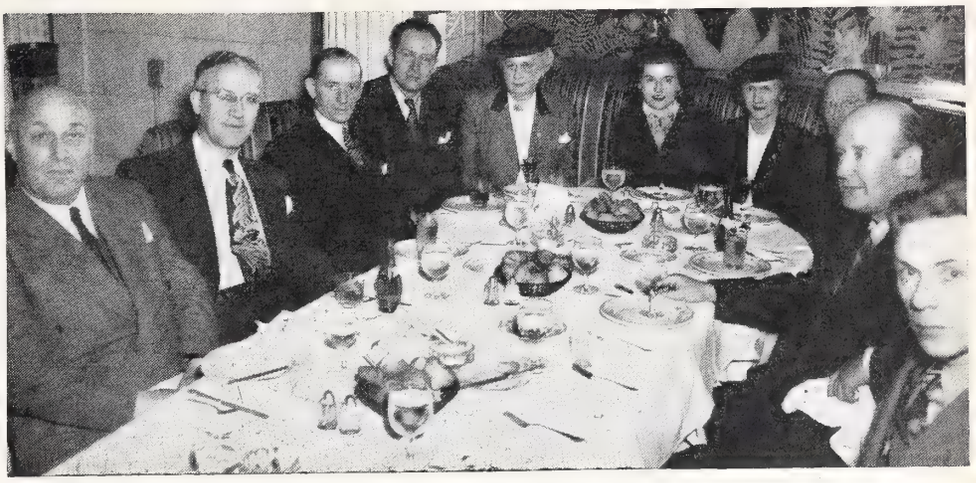
Elwood Remodeling Has Begun

ELWOOD, IND.—Work has begun on the remodeling of the Vogue Theatre here. Chuck Hood, manager of the Vogue and the Elwood, says the owners plan to have the entire interior of the house redecorated. The theatre will remain open.

In 'So Evil, My Love'

Geraldine Fitzgerald has been signed to co-star with Ray Milland and Ann Todd in "So Evil, My Love" by Paramount.

British Paramounteers in Chicago



CHICAGO—A "typical" impression of Chicago was obtained here recently by six British members of Paramount's 25-Year club during their stop here on a prize-winning cross-country tour of the U.S. They were en route to New York after a visit at the Paramount studio.

At a luncheon given by the Chicago manager, J. Harold Stevens, in Hotel Blackstone, the British consul, who had been invited, failed to arrive. Midway during the meal, John Hamilton of the British Information Service dashed in to announce himself as a substitute for the consul who was unable to attend due to a shooting in the consulate offices. A Chicago Tribune writer had been wounded by a crank and the story made the headlines.

The visiting Britishers were D. Gilpin, London branch supervisor; A. C. Bate, London branch manager; T. Ledger, Newcastle branch manager; Clifford Cox, Newcastle salesman; Nellie Nesbit, Liverpool booker, and Alicia Holt, Cardiff cashier.

In the photo, clockwise, l. to r., are D. Gilpin, London; J. Harold Stevens, Chicago branch manager; T. Ledger, Newcastle; John Hamilton, British Information service, Chicago; Nellie Nesbit, Liverpool; Bette Gleason, Paramount exploiteer; Alicia Holt, Cardiff; Clifford Cox, Newcastle; A. C. Bate, London, and E. G. Fitzgibbon, Paramount's special representative, Chicago.

Frank DeLander Is Dead

GENESEO, ILL.—Frank DeLander, 81, who operated the Geneseo Theatre in partnership with J. J. Grene for 20 years, died here March 15 in Geneseo hospital. He had been in bad health for some time and was seriously ill two months before his death. DeLander sold out his interest in the theatre about three years ago to the the Marchesi Bros. circuit of Amboy.

To Build at Wabash

WABASH, IND.—The C. J. Garber Construction Co. of Indianapolis will begin work soon on a new theatre to be built here on the site of old Fremont Theatre building.

Ticketed for 'The Outcast'

Victor Sen Young has drawn a featured role in Republic's "The Outcast."

Marjorie Main's Family Greets Her at Reunion

INDIANAPOLIS—A family reunion was held here when Marjorie Main, the actress, was greeted by her brother, Samuel J. Tomlinson, and Mrs. Tomlinson. Miss Main remained over to participate in activities during the midwest premiere of "The Egg and I." On arrival here she was presented with a Plymouth Rock chicken from Mrs. Louise Myer of the State Poultry Ass'n.

An "Egg and I" breakfast was held Saturday (5) in the Travertine room of Hotel Lincoln, where Gov. Ralph F. Gates crowned Phyllis Latta of Warsaw as the Indiana Egg queen. Toastmaster was Hobart Creighton, speaker of the house of representatives, and the owner of the largest commercial poultry farm in the world.

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MILWAUKEE

Paul Peregrine, former sax man with Bill Carlson's band, now assists Harry Riskin, 20th-Fox shipper . . . Metro's Pep club staged a party for John G. Kemptgen, manager, prior to his departure on an extended leave due to ill health. The club gave Kemptgen a book.

The Palace shifted to 9 a. m. openings as "The Jolson Story" bowed into the house. Attendance was good, regardless of Holy week . . . The Studio Grill has opened on the Row, and seems the answer to midday food problems . . . Leo Terzes, former chief of service at the Warner, has become assistant manager of the Towne . . . Louis Barsul is acting assistant at the Palace Theatre at the moment.

Otto Trampe, IATSE business agent, at home after a major operation, is improving but goes under the knife again before long . . . Daniel Rosenberg, PRC field auditor, visited Joe Imhof.

Eddie Vollendorf of Theatre Service shoved off for Florida . . . Jim Gallagher and wife of Gallagher Films, Green Bay, were in town . . . The peculiar guy you see now and then at the Sherman is only Don MacCrossen, manager, swinging imaginary golf clubs.

Nat Marcus, Warners manager, is all pepped up about the current drive . . . Don Deakin of the Dells, Wisconsin Dells, booked product . . . Fred Ford, RKO exploiteer, gave the territory his personal touch on "The Best Years of Our Lives" following the Riverside opening April 5.

Mrs. Irene Zeni, buyer and booker for the Rialto in Norway, Mich., made one of her rare booking jaunts to Milwaukee . . . George Busch, RKO booker, jumped to sales and is covering the territory formerly handled by Milton Smith . . . Oliver Trampe, Monogram booker, has his golf clubs polished and ready for the first fling at the fairways . . . Betty Talbott, Paramount toiler, spent Easter in Oconto . . . The Towne room beneath the Towne Theatre has become a popular dining spot with showmen.

A note from Bob Gross, Milwaukee Drive-In manager, attending the Drive-In Theatre Managers confab in Detroit, says several ex-Milwaukee showmen are managing houses in the motor city . . . "Pete" Peterson, formerly with Fox Wisconsin, joined Standard Theatres in the buying and booking department . . . Jack Kahn, United Artists exploiteer, has been working in close cooperation with the Towne.

Fishing fable: Nick Berg, Sheboygan exhibitor, snared a very small fish and reeled it up to the rod's end. "What next?" Berg asked Dave Chapman, Columbia salesman. Said Chapman: "Climb that rod and stab it!"

Jesse McBride worked the territory about Green Bay . . . Harold J. Fitzgerald, president of Fox Wisconsin, is vacationing in Arizona . . . Lou Elman, RKO branch manager, has been living out of his two-suiter while contacting exhibitors on "The Best Years of Our Lives."

For some time your scribe has been besieged with suggestions that Milwaukee showmen organize an Old Timers club. So herewith we stick our long neck out and seek your reaction. Membership would be confined to showmen with at least 25 years of service in the industry. Meetings would be held periodically, with nominal dues going to provide help for showmen in dire need. Let's have your comments.

Ralph Krause, formerly of Fox Wisconsin, is managing the 'Tosa Theatre . . . William J. Fadiman, resigned MGM story department head in Hollywood, and now assistant to Dore Schary, RKO production chief, is a graduate of the University of Wisconsin.

Benny Benjamin, Screen Guild manager, toured the territory and reports fine exhibitor cooperation in bookings . . . Spring note: N. Provencher, United Artists salesman, blossomed out in a brilliant plaid shirt and matching tie . . . All theatres shuttered from 12 to 3 Good Friday.

Eph Rosen of Minneapolis, who is pinch-hitting as MGM manager here was busy greeting old exhibitor friends, with Frank Eckhardt, Jefferson Theatre, Jefferson, the first visitor . . . Joe Di Georgio replaced Milton Scheft, National Screen shipper, who departed for other chores . . . Walter Baier, Fort Theatre, Fort Atkinson, booked product . . . Helen Richcreek, secretary to Jesse McBride, Paramount branch manager, spent Easter in Chicago.

Mr. and Mrs. Arthur Brungraber of Jacksonport who operate theatres in Sister Bay and Baileys Harbor, booked. The Brungrabers also operate portable equipment in out-of-the-way and sparsely settled spots of Wisconsin and upper Michigan.

Easter week brought considerable top-drawer first run attractions, including "The Jolson Story," "The Best Years of Our Lives," "The Fabulous Dorseys" and "Stallion Road." Sid Margoles, Regal Theatre operator, says he is considering giving patrons "The Old Lamplighter" to brighten up "So Dark the Night" . . . Lee Roth, who directed the Riverside pit band for years, currently runs a disc emporium on the coast . . . Edward Reichert, onetime usher in these parts, is playing Abraham in the current Broadway production of "Street Scene.

Phil Smith, president of Midwest Drive-In Theatres, stopped between trains to see Bob Gross, Milwaukee Drive-In manager . . . Ray Lenz of the Pastime, Horicon, was on the Row . . . Lou Elman, RKO branch manager, was out in the territory . . . Hugo Vogel got to Florida and back without engine or tire trouble. Then, driving to Chicago to get his wife, his station wagon developed a flat tire on the outer drive . . . Don Deakin of the Dells, Wisconsin Dells, reports a good resort season is expected in that resort town.

Dick Powell and wife June Allyson are said to be planning a Wisconsin summer vacation . . . Charles Skouras, National Theatres president, and other executives from the coast, departed after the meeting starting the fifth annual Charles Skouras showmanship drive.

Mrs. Donald Manheimer, who was the former Francis Radoff of 20th-Fox, is the mother of a baby girl . . . Charles Perrizo plans to reopen the Oconto soon. It was shuttered for modernization . . . Walter Baier of the Fort, Fort Atkinson, booked . . . Inez Gore, secretary to Joe Neger, 20th-Fox manager, has been doing some consistent 600 bowling and will topple pins in the national tourney at Grand Rapids.

Fred Good, Film Classics manager, is steamed up about "The Scarlet Pimpernel," with Merle Oberon, and "The Ghost Goes West," with Robert Donat . . . Intermissions in most first runs cling to the five-minute break, with neighborhoods limiting the "refreshing pause" to three minutes . . . Following extensive remodeling, the Bonham Theatre, Prairie du Sac, operated by W. Charboneau and L. Leisch, greets patrons as the Midland.

Johnny Stock, Paramount booker, reports an unidentified exhibitor toured the Row on a motor scooter . . . Sid Margoles spends so much time at the Regal, his wife says she is considering moving into the projection booth for the summer months.

Barney Sherman of the Douglas Theatre, Racine, booked . . . Fred Ford, RKO exploiteer, was in Memphis eight years prior to his Milwaukee transfer.



IT ACTUALLY RAINED! — Charlie Hacker of the Palace, Milwaukee, really got a break with the above umbrella stunt on "Blue Skies." It came down in torrents as this Palace looker toured the streets, thus making the pitch doubly effective.

Bell & Howell Net Income Plunges Far Below 1945

CHICAGO—Net income of the Bell & Howell Co., makers of motion picture projectors, last year totaled $442,945, equal to 69 cents a common share, compared with 1945 profit of $672,491, or $1.29 a share, the company's annual report disclosed March 30.

Net sales dropped to $10,387,669 from $21,930,972 in 1945, but still were 85 per cent above 1941. J. H. McNabb, president, said the company's unprofitable operations in the first eight months of 1946 were directly the result of OPA regulations. The company had $24,530,000 of back orders on the books at the end of 1946.

The report said the company sometime this year will announce a complete new line of microfilm recorders and viewers for photographing and viewing any type of document. The line will be produced by the recently formed microfilm division.

Shareholders of the Bell & Howell Co. will hold their annual meeting in the company's executive offices at 7100 McCormick Rd., at 2 p. m. April 16 to elect a board of seven directors for the next 12 months. The annual meeting of the new board will follow the shareholders meeting immediately. Shareholders attending the annual meeting will be conducted on a tour of the company's display rooms and the final assembly and precision inspection departments in which major motion picture equipment is prepared for the market.

Vehicle for Paulette Goddard

Edna Lee's first novel, "Web of Days," has been purchased by Paramount as a starring vehicle for Paulette Goddard.

U.S. Suit Filed on Charge Excess Fee Was Levied

ST. LOUIS—A suit charging Richard F. Walsh, IATSE president, and other officers had imposed illegal excess dues on Henry H. Klaverkamp and Ralph W. Baur while they were employed as stagehands in local theatres was filed by Klaverkamp in the U.S. district court here.

Klaverkamp alleges he and Baur were blacklisted by the union because they protested against paying 15 per cent of their wages as dues while regular members of Local 6 paid only 5 per cent. They each ask $54,825 damages.

Klaverkamp named Harry Stickling of Elgin, Ill., IATSE representative in charge of the affairs of Local 6, as one of the defendants.

The charges contained in the federal court petition are similar to those contained in suits filed in circuit court in April 1945 asking for a total of $107,100 in damages from the officers and trustees of Local 6. Those cases are still pending in the circuit court. After trial was started recently one of the attorneys for the plantiffs suffered a heart attack and died. The judge then ordered a mistrial and the cases will come up again at the next term of court.

Similar suits were also filed in the state courts in February 1944 but were dismissed in December 1944, when the court sustained demurrers by the defendants.

Klaverkamp and Baur contend that they were assessed the 15 per cent from Jan. 4, 1935, to Aug. 5, 1943, when they were "blacklisted by the union for protesting against the higher assessments" and that subsequently they were unable to obtain work as stagehands.

CPA Order Delays Work On New Farrel Theatre

MARION, ILL.—CPA has ordered that construction of George and John Farrel's new Farrel Brothers Theatre here be halted. The order states that the work is a violation of the Veterans Housing order in that it was carried out despite CPA's denial of the brothers' application to start construction. The Farrels had all materials necessary to complete the house on hand and had expected to open before March 31.

Pete Gloriod to Carbondale

CARBONDALE, ILL.—Roy Hayden, manager of the local Varsity and Rodgers theatres, has been transferred to Poplar Bluff, Mo., as manager of the Rodgers circuit's theatre there. He is being replaced by Pete Gloriod, who has been managing the Rodgers Theatre at Caruthersville, Mo., for the past few months. Gloriod has been with the circuit for 12 years.

Sales Taxes Zoom

JEFFERSON CITY — Missouri sales tax collections during the first quarter of 1947 totaled $14,774,890, or $2,901,486 more than for the same period last year. March collections amounted to $4,623,486, an increase of $816,230 over March last year. January this year set an all-time month's record with $5,692,621, while February exacted $4,458,783 from buyers.

Building Resumed at Divernon

DIVERNON, ILL. — Work has been resumed on the Michell brothers' new theatre here. The cement block walls are going up rapidly and the exterior is taking shape.

ST. LOUIS

Calhoun Jones, Costa Rican consul, was host at a luncheon in Hotel Chase honoring Senoritas Ligia Soto-Harrison, Olga Gutierrez-Pacheco and Sonia Lizano, winners in a nationwide popularity contest sponsored by La Tribuna, leading newspaper of the capital city of San Jose in connection with 20th-Fox's "Carnival in Costa Rica." The three young women are on a nationwide tour.

Village Theatre has been incorporated at Clayton, Mo., with 6,000 shares of no par value stock . . . Al O. Bondy, distributor of GE films, was a visitor. He came from Kansas City and planned to visit Indianapolis before returning to New York.

Nat Steinberg, prairie district manager for Republic, and John Houlihan, St. Louis manager, were thrilled to receive a telegram from J. R. Grainger, executive vice-president, announcing that Republic had closed a deal with Babe Ruth to produce a motion picture based on the life story of the Sultan of Swat. Steinberg and Houlihan left for Chicago April 7 to attend a regional sales gathering at Hotel Blackstone.

G. R. Spann, who has been an inspector in the navy, plans to open the Arcade Airdome, 4050 West Pine Blvd., between April 15-May 1, depending on weather conditions and the speed with which work at the open air spot can be completed . . . George Woods, former district exploiteer for Warner Bros., has gone to Dallas to handle publicity and advertising in connection with the engagement in that city of "Duel in the Sun."

Maury Davis, manager of the Will Rogers Theatre here, broke into Liberty magazine with his wisecrack about consideration for the extra "juice" to be used in carrying United Artists' "The Macomber Affair" on the marquee, etc.

Out-of-towners seen along Filmrow included Herman Tanner, Vandalia, Ill.; Charley Breckner, Graysville, Ill.; Dean Davis, West Plains, Mo.; Johnny Dickson, St. Elmo, Ill.; Raney Pedrucci, feature booker. Frisina, Springfield, Ill., and Johnny Giachetto, short subjects booker for the same circuit . . . Ching Allen, district manager for United Artists, and Gene Sichelman, home office representative of Columbia Pictures, were other visitors.

"The Jolson Story" has finally completed runs at Loew's theatres here, rolling up four weeks at the State, then moving to the Orpheum for another four weeks. This beats the all-time mark of seven weeks set by "Gone With the Wind." The business done by "The Jolson Story" was deemed remarkable, coming in a period when average pictures were running from 15 to 25 per cent behind the grosses of a year ago . . . Three motion pictures were presented at the regular meeting of the Amateur Motion Picture club of St. Louis, April 8.

Fred Wehrenberg, president of the MPTOA circuit, with his wife, is in Tucson, Ariz., where they will enjoy the sunshine for a few weeks. Wehrenberg has been having trouble regaining his strength following a recent attack of influenza.

Free showing of three motion pictures was given in the assembly room of the public library Monday under the sponsorship of the citizens committee for atomic energy information. Pictures shown were "Atomic Power," a March of Time film; and "Tale of Two Cities" and "Operation Crossroads," both government productions. A second showing, also free, has been scheduled for 8 p. m. Monday (14) . . . In the municipal elections held April 1, Ollie Koeneman, who is in the popcorn business here, was elected mayor of Jennings, Mo.

Sinatra in Nonsinging Role

Frank Sinatra will play his first nonsinging dramatic role as a priest in RKO's "The Miracle of the Bells."

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INDIANAPOLIS

R. S. Weilert has taken over the Ritz at Alexandria, Ind., from C. B. Wilson, who had operated the house for more than 30 years. Wilson will retire from exhibition . . . Terre Haute has flatly refused to adopt daylight saving time. The measure was rejected by city council because labor and industry had voiced almost 100 per cent opposition.

The ATO of Indiana will hold an informal luncheon and business meeting April 22 at the Keenan hotel in Fort Wayne. W. A. Carroll, executive secretary, requests all members to be present because there will be important discussions of common problems.

Max Roth, PRC district manager, and Harry Mandell, Eagle-Lion district manager, were in the city in conference with Manager Sam H. Abrams . . . Fred Dolle, head of the Fourth Avenue Amusement Co., Louisville, and wife have returned from their vacation in Florida . . . Joe Neger, 20th-Fox manager at Milwaukee, was a Filmrow visitor.

Herman Morgan, Republic salesman, was stricken with exhaustion while working in his family garden plot . . . Abe Kaufman, Terre Haute exhibitor, accompanied by his wife and son, are contemplating a trip to Los Angeles to attend the national convention of the Variety Clubs International . . . W. S. Conway, operator of the Irwin, Cannelton, Ind., is in Florida on a brief vacation.

Ben Sagalowsky, head of Fountain Square Theatres, and Mrs. Sagalowsky, are planning a vacation to the west coast with a party of friends . . . Isaac Sollers, Covington, was on the Row booking . . . William Passen, operator of the Amuzu, Jasonville, Ind., is promoting new industrial plants and manufacturing concerns to locate in his city, which has many advantages for the smaller manufacturer.

Herbert Gaines, booker at Warner Bros., will appear in the cast of "My Sister Eileen" now in rehearsal, and to be given in May at the Kirshbaum Community center here . . . Mrs. Iva Moore, operator of the Orpheum, Mitchell, Ind., has installed complete new Simplex booth and other equipment.

Al Borkenstein of Fort Wayne was booking . . . Mrs. Jules Goldman, wife of Warners office manager, has gone to New York City to visit here parents . . . Jesse Fine, Evansville, was on the Row booking and buying. Frank Hensler, district manager of MGM, was at the local exchange in conference with Manager Foster Gauker.

Vernon Powell is the new manager at the Crescent, Louisville. His brother Jack Powell, is in charge of the Shelmar Theatre and both houses are being operated by S. D. Weinberg . . . Harry Douglas, Dana, was in booking . . . Sam Oshry, Universal-International salesman for Indianapolis and Louisville, spent the week in the Blue Grass city visiting exhibitors . . . Joe Finneran, Rembusch circuit, was booking.

Carl Shalit, district manager of Columbia Pictures, held conferences with Manager Guy Craig . . . Russell Brentlinger, manager of RKO, visited Chicago during the week . . . Joe Schilling, Connersville, was on the Row booking . . . William M. Thomas, Moores Creek, Ky., is building a new theatre in East Bernstadt, Ky., to be named the Community.

Burdette N. Peterson, local manager, National Theatre Supply Co., will attend the central district managers meeting of the company to be held at Hotel Cleveland, Cleveland, April 25 . . . Members of the Tex Beneke orchestra now appearing at the Circle are frequently visiting Variety Club quarters.



EFFECTS OF WINDSTORM—During one of the worst wind and sleet storms in years the marquee at Loew's Theatre, Indianapolis, under pressure of a 70-mile gale, was torn from its support, dropping to within five feet of the sidewalk. No one was injured.

Jack Van-Borssen, operator of the Savoy, Terre Haute, is convalescing after a recent illness . . . Abe Kaufman, Terre Haute, was in booking and buying . . . Dorothy Bailey, general clerk, Warner Bros., has been promoted to ledger clerk, and her successor is Betty Johns . . . John Micu, Fort Wayne, was buying and booking.

E. E. Smith, Francisville, was on the Row buying and booking . . . Film Classics is now Film Classics, Inc., says Ralph E. Peckham, branch manager . . . The new Washington Theatre, New Washington, Ind., is being operated by Elmer Hoehn and Samuel Giltner on a partnership basis. Giltner is on the teaching staff at the Jeffersonville high school and Hoehn is the president of the Junior Board of Trade at Jeffersonville, Ky. . . . Alex Kalafat, Garrett, was booking.

Anderson Drive-In Begun

ANDERSON, IND.—The Anderson Drive-In Theatre Corp. has bought an 11-acre tract north of here on State Road 9 and has begun construction of a drive-in theatre. Incorporators are Thomas J. Harmeson and Claude Harmeson of Indianapolis and P. J. Dee and S. J. Gregory of Chicago. Harmeson will operate the theatre.

To Build in Wolcott

WOLCOTT, IND.—Plans are being completed for the construction of a theatre here on the late Elizabeth DeMuynck property on Range street. The lot was purchased several weeks ago and will afford ground space of 60x120 feet. Architects and contractors have been asked for bids.

Moritz Is Sole Owner at Roanoke

ROANOKE, ILL.—Martin Moritz of Benson has bought out B. H. Huschen, his partner in the Roanoke Theatre, and is now the sole owner of the newly completed house. Moritz has announced that the Roanoke will play "The Jolson Story" April 20, 21.

Featured Role to Wayne Morris

Wayne Morris has been given a featured role by Warners in "The Voice of the Turtle."

Chicago Title Clinched By Allied's Pin Team

CHICAGO—With one more week to go, the championship is in the bag for the Allied team, which is leading the Chicago Motion Picture Bowling league by seven games. Allied checked in last week with the high team total of 2,801 and single game high of 1,050, with Frank Nardi shooting high individual series of 617 and high game of 245. Allied took three from 20th-Fox and second place United Artists took a couple from Warners. The Garsonites dropped a single game to Universal and Film Chauffeurs cleaned National Screen for three games.

TEAM STANDINGS

	Won	Lost
Allied	52	29
United Artists	45	36
Film Chauffeurs	44	37
Garsonites	42	39
Universal	40	41
National Screen	38	43
Warners	37	44
20th-Fox	26	55

Paradis Team Paces Bowlers in Milwaukee

MILWAUKEE—In the IATSE Bowling league, Team 8, led by F. Paradis, rolled the high three game score, 2,732, last week. No. 5, captained by A. Neuendorf, rolled 2,655, and No. 3 got 2,617. Team 8 had the high single game, 959. Elmer Klase's 664 was highest among individual three-game scores. Lucht was second with 619 and Chet Millis third with 617. Millis rolled high single game, 255. Art Weaver had a game of 246 and Lucht had one of 245.

TEAM STANDINGS

	Won	Lost	Pin Avg.
4	52	29	800
6	46	35	781
5	43	38	798
8	42	39	793
1	42	39	793
2	36	45	796
3	35	46	773
7	29	52	758

Landmark Makes Way For Galion, Ill., Theatre

From Mideast Edition

GALION, OHIO—One of this city's oldest landmarks is disappearing, brick by brick, with the arrival of a wrecking crew clearing a site on Harding Way West for the erection of the 1,400-seat Galion Theatre. The new house is being erected by the Galion Theatre Co., operators of the State and Ohio here.

The brick structure was erected in 1852 by William Metzger, an early settler. Metzger and his family lived on this site for many years. Of still earlier origin is the frame building adjoining. The Metzgers lived in this building before the brick home was erected. Later both houses were remodeled for commercial purposes.

The new theatre will be the largest in the Galion area. Designed by Paul Matsinger, Cleveland architect, it will have luxurious seats with automatic lift, a cooling system and boast of latest projection and sound equipment. The theatre will cost $200,000.

Newell Stepp Is Named B&Q District Manager

From New England Edition

BOSTON—B&Q circuit has named Newell P. Stepp as district manager. He formerly was manager of the Strand at Quincy.

Herman Prader, former manager of the Art, Quincy, will temporarily replace Stepp. Samuel Cohen, formerly assistant at the Coolidge, Brookline, will step into the post vacated by Prader at the Art.

CHICAGO

Everything was quiet along the Row over the three-day Easter weekend. All exchanges were closed, with only skeleton crews working in the shipping rooms.

A spring booking coup for the B&K Chicago Theatre gives the house the greatest star attractions ever presented in a single season. These bookings are confirmed: Guy Lombardo orchestra April 25 (Lombardo broke all records at the Chicago in the late 20s and he is expected to do it again); May 2, Carmen Cavallaro orchestra; May 9, Jack Benny, Phil Harris, Rochester and Benny's Sportsmen quartet in person; May 30, Sammy Kaye band; June 6, the Mills Brothers; June 20, Desi Arnaz band.

Al Simon is back again in charge of Simon's restaurant, the Pump room of the Row . . . Jimmy Ascher is back again in the United Artists publicity department working on special assignments down state, and Herb Lyons is assisting Chick Evens UA publicity head, on some big exploitation campaigns on "Ramrod."

Lester Simansky, chairman, has announced that the annual golf tournament of Variety Club will take place July 11 at West Ward Ho Country club. It will be an all day shindig with plenty of fun, feast and festivity. George Topper and Vic Bernstein head the ticket committee with Al Raymer and Irving Mack looking after details of the event.

Sol Goldman of Variety Pictures went to Cleveland on business . . . Producer Bill Pine of Pine-Thomas Productions was an Easter visitor. He called on old pals at the B&K office and was the guest of Ray Bolger, star of "Three to Make Ready," which is doing standout business at the Blackstone Theatre.

Bob Snyder, Dezel Roadshow attractions' representative in Grand Rapids, was in town for a confab with Sol Kaplan, local Dezel head. Dezel's twin bill, "Captain Caution" and "Captain Fury," is now playing 22 theatres is this area day and date and doing outstanding business, it was stated by Kaplan.

Aaron Feinberg is rounding out 20 years with the B&K organization as maintenance supervisor . . . Les Lyles, public relations



AARON FEINBERG

director for the Sante Fe, is recovering after an operation in Los Angeles. He will return here soon . . . Jerry Colonna, comedian who was in town to escort the winners in "My Favorite Brunette" contest to Hollywood, took time out for a visit with Allen Usher and Harold Stevens of the Paramount exchange.

The happiest press agent in town is Ed Seguin, B&K. He located a 1910 Maxwell jallopy (in working order) to use in his publicity campaign for Jack Benny, due at the Chicago May 9. Benny has promised to arrive two days early for publicity chores and B&K plans to keep him busy 48 straight hours.

The date for the Modern Theatre section's air conditioning trophy presentation to Barney Balaban has been moved to April 30 to give Chicago's new Mayor Martin Kennelly a chance to participate in the television festivities on station WBKB . . . Ray Axelrod has joined the PRC sales force, after leaving the Warner booking department . . . Ross Herman is celebrating his 27th year as a film salesman in this area. He joined Warners when they took over the First National. Herman has just returned to his duties after a sojourn at the Swedish hospital for a medical checkup.

Alliance Theatres has allowed the Central National bank, whose building was destroyed by fire last week, to use part of its office space in the Continental Bank Bldg. for temporary quarters.

William G. Murray will preside at the conciliation meeting between the Western Electric Co. executives and the officers of the CEW-CIO union of 25,000 members. The union has given the company a 30-day strike notice in a dispute over a new contract which calls for union shop and increased wages . . . Fuller Construction Co. will build the new Universal exchange on South Michigan avenue. Work will get under way very soon.

Castle Films is sending out a new film catalog listing 1,000 titles. Coronet Films also has a new catalog on 16mm subjects . . . "Stone Flower," Soviet feature film recently awarded first prize for color at the International film festival at Cannes, France, is being shown at the Albt Theatre.

Clyde Elliott of Clyde Elliott Attractions came in from New York and left again for Washington, where his new feature, "Citizen Saint," story of Saint Frances Cabrini will premiere at Constitutional Hall April 12.

Rudy Vallee and Bing Crosby were Easter arrivals from the west coast. Rudy opened an engagement at the Copacabana, and "Der Bingle" will be in and around town for two weeks making transcriptions and playing golf. He also will make trips to Cleveland and Detroit, where he has business interests to look after . . . J. S. Markstein, head of Screeno Amusement Co., returned from a west coast business trip.

Vaughan Shoemaker, Daily News cartoonist, showed his color film, "Over Shoemaker's Shoulder," at the Salem Lutheran church last week. The film demonstrates how his cartoons are drawn . . . "Ramrod" will bow at the RKO Palace April 23 . . . Bell & Howell's new Master projector is now in production.

The drive of the Chicago projectionists Local 110 to improve the sanitation and fire safety in theatre booths is receiving the full cooperation of theatre owners, according to Gene Atkinson, business manager.

Joseph F. Ryan, former special assistant to Donald Nelson, has joined the engineering department of the Kroehler Co., maker of pushback seats, at the Naperville, Ill., plant . . . A. H. Holt, Bell & Howell official, and his wife and son were in an auto collision last week . . . Chester Cowley has been named president of DaLite Screen, Inc., and J. C. Heck advanced to chairman of the board and assistant sales manager.

For many years audiences have loved Georgie Price's sardonic imitation of Al Jolson. But "The Jolson Story" changed that. At the Chicago audiences resented Price's kidding of Jolson and he had to do it straight. Even Georgie's 12-year-old daughter protests if Price kids the Mammy singer, and a few years ago she didn't even know Jolson from Amos and Andy. Now she knows every song Jolson sings in the picture and she has a bobbysox crush on him. "The Jolson Story," is in its 17th week at the Apollo here—and no closing date in sight.

Mary Pickford arrived from the west coast en route to New York where she will confer with Charlie Chaplin and others concerning film productions, and attend the premiere of Chaplin's new film "Monsieur Verdoux" . . . The Kenilworth Women's club sponsored a benefit last week at Sam Myer's Teatro del Lago, for Greek war relief.

John Doerr, head of film department of the Alliance circuit, and Pete Panagos, promotion manager, have returned from an inspection tour of theatres in Indiana territory. Lou Harris, maintenance director of the circuit and his assistant, Ted Dariotis have left for downstate on an inspection tour.

Ban Muncipal Taxes

MADISON—A new state law barring cities or other local government units from levying local income taxes to finance their operation was signed last week by Gov. Oscar Rennebohm. The bill had passed the senate 30 to 0, and the assembly concurred by a voice vote.

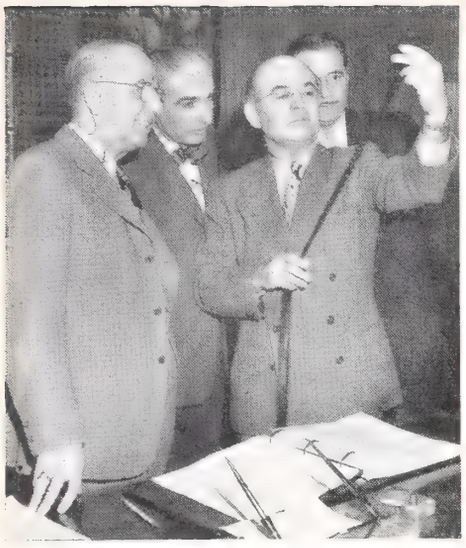
Dancer and Actress

Columbia has handed Virginia Hunter, a dancer, a new pact for her services as actress.

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FINAL INSPECTION—John G. Kemptgen, MGM manager in Milwaukee, is taking an extended leave of absence because of ill health. Eph Rosen, MGM assistant manager in Minneapolis, will pinch-hit for him. Shown checking a short in Milwaukee just before Kemptgen's departure are, left to right, Kemptgen; James Gahagan, Milwaukee BOXOFFICE correspondent; Rosen, and Jack Frost, short subject sales manager.

Sumner Gets a Theatre

SUMNER, ILL.—Merlin Atkins of this city soon will erect a 250-seat theatre on a Main street lot which he has bought from the Masonic lodge. It will be the town's only theatre.

From the BOXOFFICE *Files*

• • •

(Twenty Years Ago)

AL JOLSON, an exceptional entertainer with a tremendous personal following in St. Louis, grossed $48,000 at the Shubert-Rialto in a recent week, at a top of $4.40. And speaking of profits, the Grand Opera House on Market street near Sixth street, oldest theatre in St. Louis, is said to have made a profit every week for the last 15 years. The theatre has played Orpheum vaudeville in conjunction with feature and short length pictures, at a 40-cent top.

* * *

The new $30,000 organ recently installed in the Lincoln Theatre, Belleville, Ill., was dedicated last week, with Tom Terry, feature organist of Loew's State, St. Louis, as guest organist for the evening. Vin Jones is the permanent organist at the Lincoln.

* * *

Thomas C. Hall of Moberly, Mo., has awarded the contract for rebuilding his Star Theatre in Columbia, Mo., to a Kansas City contractor. The cost will be $35,000 . . . Cal Craven of Lilbourne, Mo., has purchased the Gem Theatre, Portageville, Mo., from James Collier . . . John Pratt of Fulton, Mo., drove to St. Louis with three feminine friends to see a show . . . F. M. Francis of the Lincoln, Charleston, Ill., had a tonsillectomy recently . . . Sam Werner of United Film Service has returned from a visit to New Orleans.

* * *

Exhibitors on St. Louis Filmrow: Cal Craven of Lilbourne, Mo.; John Biler, New Madrid; Mrs. I. W. Rodgers, Cairo; Jimmy Clayton, West Frankfort; Elvin Weeks, Staunton; Ed Fellis, Hillsboro; S. E. Pertle, Jerseyville; Ray De Lap and wife, Kansas, Ill.



AWARD TO RUDY KOUTNIK—For submitting the best photo of the month of a stunt in connection with his campaign on MGM's "Lady in the Lake," Roland Koutnik, manager of the Wisconsin Theatre, Milwaukee, is presented with MGM's Photo of the Month award by Louis W. Orlove (right), MGM exploiteer. Harry Boesel (center), district manager for Fox Theatres in Milwaukee, looks on.

Tub Thumpers in Boston Elect a New "Swindler"

From New England Edition

BOSTON—Ralph Frank, Tub Thumpers' "chief swindler" for two years, has resigned due to business pressure. He was recently elected a vice-president of the U. S. Trust Co. Jack Hamilton of the Boston Globe replaces him as chief swindler.

Three new offices have been created. Harry Browning of M&P Theatres and former chief thumper, was elected corresponding secretary, known as right bower; Harry Selig of Fay Photos was elected financial secretary, or left bower; and Saul Gurvitz, assistant attorney general, was elected counsel, or ambulance chaser.

Free Shows for Children

CHICAGO—Motion pictures showing life in many countries around the globe are being shown during the Chicago Academy of Sciences spring program for young folks which got under way Saturday (5) and continues through May 24. The programs are free and open to all children of school age.

Rex Theatre, De Pue, Sold

DE PUE, ILL.—Peter Banick has sold the Rex Theatre here and the adjoining Banick tavern to Manuel Suarez sr.

Myra Theatre Co. Formed

MADISON—A new Wisconsin corporation is the Myra Theatre Co., Palmyra, with 700 shares of stock at $100 per share. Incorporators are John L. McCarthy, James P. McCarthy and Edwin J. Boyle.

Nygaard Tours Country

SUN PRAIRIE, WIS.—G. G. Waller of Fond du Lac manage the Prairie Theatre here while Manager Charles I. Nygaard is away on leave of absence to tour the country with a Norwegian film.

Read every word of this letter from a reader

"I cannot understand how your organization can put out such a magazine and also the Barometer section for so little money. Your Barometer alone is worth the subscription price to any exhibitor. I would not be without BOXOFFICE for three or four times what it costs. Thanks for a grand magazine.

(Signed) "FRED L. MURRAY."

Spiritwood,
Sask., Canada

Omaha Chief Opens With SRO Crowds

OMAHA—Heavy rains failed to keep Mayor Charles Leeman, city council members and a capacity crowd from attending the opening of the Chief, Omaha's largest neighborhood theatre. But it did flood out a parade that city officials were to head. Boy Scouts, floats, dancing Indians, a bicycle brigade, a drum and bugle corps and the VFW band were to take part in the march through south Omaha.

More than a thousand youngsters were in line before the 10 a. m. start of the running of the first picture, "The Jolson Story." All 1,238 seats were in use all day Saturday and Easter Sunday. A late show also was held Saturday at 11 p. m.

Said Mayor Leeman: "Omaha is fortunate to have this fine, new theatre. This is truly one of the finest in the middle west."

Some of the features are pushback chairs, a cry room, air conditioning, an ice cream bar, a fluorescent mural reflecting the Indian atmosphere of the middle west, a huge Indian head neon sign out front, hearing aids for the hard of hearing, wide aisles and electric eye drinking fountains.

The advertising campaign on the opening was climaxed by a huge red-and-black co-operative ad sponsored by those who helped build and outfit the theatre.

Ralph Blank, builder of the Chief, also runs Omaha's second newest theatre, the Admiral, also a de luxe neighborhood house. No cost has been given on the Chief, but estimates in the local press are given as about $300,000.

Blank's staff includes A. H. Cohan, manager; Mary Lou Marshall, assistant; Darlene Marshall and Mary Smolinski, cashiers; and Carl von Dollen, bar manager.

Republic Salesman O'Neill Takes Leave of Absence

KANSAS CITY—E. P. "Eddie" O'Neill, Republic salesman for Des Moines, Omaha and Kansas City, has taken a leave for much-needed rest in California. He may return the middle of the summer.

O'Neill entered the motion picture business in 1911 as secretary to the president of Kansas City Feature Film Co., which at that time handled the distribution of Paramount product in this territory. Later he became salesman for the area. Since then, O'Neill has been connected with Paramount, Fox and, for the last six years, Republic Midwest.

Known to nearly every exhibitor in this area, Eddie, who now feels he wants to take a rest, has been relieved by Robert Combe.

Harold Sieverding Opens Villa in Lovilia, Iowa

LOVILIA, IOWA—The Villa Theatre opened here Easter Sunday under management of Harold Sieverding. Sieverding bought the house from C. E. Gordon who had closed it during the Christmas holidays.

The Villa will show six nights a week with no show on Tuesdays. The Sieverding family is at home in Albia, until suitable housing can be found here.

Max Thomas Is Promoted

MANHATTAN, KAS.—James R. Keller has replaced Max Thomas as assistant manager of the four theatres here and building superintendent of the State Theatre Bldg. Thomas has been promoted to city manager in Vernon, Kas. Keller was transferred here from Junction City.

31 Minneapolis Theatres To Play Kiddy Shows

MINNEAPOLIS—Approved fare for Saturday matinees for youngsters will be offered on a trial basis by at least 31 theatres here.

Saturday matinees had been the target of complaints by parent-teacher groups who said there was too much horror and shooting. North Central Allied, however, pledged their 31 theatres in Minneapolis to show films found suitable for children by the National Board of Review and the Children's Film library.

Hugh Flynn, chairman of Minneapolis PTA council's "crime and horror" committee, was notified of the trial by Stanley Kane, executive director for North Central. Kane said Saturday thrill shows will be eliminated until the end of May.

Flynn is sending letters to PTA and school units asking support of approved films so theatre owners will find continuance of the policy profitable.

Town Seeking Someone To Establish Theatre

Grand Junction, Iowa—This town is without a motion picture theatre and is unhappy about it. There is a chance here for someone to start a business and please townsmen at the same time.

The Free Press called attention last week to what it called this "shortage" in a column entitled The Town Cryer. The writer said he felt a "good theatre and a football team in which we could take pride" would make Grand Junction a place "second to none in the world."

Iowa Newspaper Upholds Opposition to Drinking

WASHINGTON, IOWA—Rep. C. S. Van Eaton's resolution to ban films from Iowa which contain drinking scenes found great favor on the editorial pages of the Journal here recently.

The following support was contained in a Journal editorial:

"You are going to witness a display of public resentment one of these times over Hollywood's insistence that every picture it puts out must be swimming in alcohol. For a long time church leaders have been speaking out about this. Now the citizenry is beginning to protest.

"The picture industry evidently has concluded that a story can't be interesting unless everybody in the cast is served a few cocktails. That reflects the Hollywood attitude maybe, but if the producers spent a small part of their time out here in the midwest areas, where their pictures are shown, they would discover that the highball theme isn't popular with a large percentage of their customers."

R. K. Stonebrook to Head The Orpheum in Omaha

OMAHA—William Miskell, Tri-States Theatres district manager, announced two major appointments here.

Rollin K. Stonebrook, former manager of the Omaha Theatre, was named manager of the 3,000-seat Orpheum. Stonebrook is returning to the circuit after announcing plans to enter the florist business in Iowa.

Ted Emerson, former manager of the Orpheum, was selected as head of publicity for the three local Tri-States houses. Emerson will return to work April 18 after several months off due to illness.

Kansas Legislature Adjourns

TOPEKA—The state legislature adjourned last week without enacting any measure directly affecting the motion picture industry. Except for possible special sessions, the body will not meet again for two years.

Wichita Showmen Accept Cutback As Return to Postwar Normalcy

WICHITA—Theatre attendance in this area is feeling the expected postwar slump. Some new exhibitors are afraid of the pinch but, on the whole the experienced theatre owner looks upon the situation as a return to normalcy.

According to Ralph Q. Bartlett, city manager of Fox theatres, that even though business is definitely off, "it is a return to normal time business levels rather than so-called bad business. We have gotten so used to boomtime crowds that we are finding it hard to adjust ourselves to the slackening off at the boxoffice."

Sullivan Theatres, like Fox, is considering no new or reinstituted inducements other than publicity to maintain high attendance levels. The Crawford and Civic, both Sullivan houses, continue their policy of special types of programs to suit certain types of audiences, however, with the Bre'r Fox club for kiddies at the Crawford and the Quizzer Baseball radio show at the Civic, both of which were prevalent during the war.

Mrs. T. H. Slothower, who with her husband, owns and manages a chain of theatres here and in the surrounding area, said the drop in business has been noticeable especially at the smaller houses. She optimistically credited part of this slump to the flu epidemic and the bad weather in Kansas communities. "We haven't been using premiums and giveaways as yet," she added, "but I am keeping the idea in the back of my mind if business continues to be as dull as it is now."

Along the line of premiums, Bartlett said that he hadn't even thought of the necessity of using giveaways, and Sullivan Theatres is not anticipating using them at any near future date. Also there has been no noticeable return of premium companies in this area.

Central City Opening

CENTRAL CITY, IOWA—A new theatre erected here by Fay French will be opened April 19. French describes his new house as "Iowa's most modern theatre."

KANSAS CITY

David Weiss, Continental Sign Co., New York, was here the middle of the week conferring with M. D. "Babe" Cohn, manager of the Newman Theatre. Their huddle was about the new vertical sign to be installed on the theatre when the Newman will be renamed the Paramount.

George A. Smith, Paramount western division sales manager; Richard P. Morgan, home office legal department, and Ralph C. LiBeau, local district manager, held conferences in the local office Monday, Tuesday and Wednesday. Also attending were Maurice Schwitzer, St. Louis manager; Harry Hamburg, Des Moines chief; Don Hicks, Omaha; Ray Copeland, Kansas City.



GEORGE A. SMITH

Marguerite X. Smith, secretary to George Fuller, local 20th-Fox manager, has a new Chevrolet . . . Gil Canfield, local RKO publicity chief, finally got his car back to town. It broke down during Gil's recent "Trail Street" race through Kansas . . . F. E. Meyers of the Civic in Brookfield was a Row visitor.

G. J. Malafronte, assistant to F. T. Murray, who is in charge of Universal branch operations, was in the local exchange Monday. He was to return to New York shortly . . . Bernice Siegel Sandler, recently married to Sheldon Sandler, is back at U-I after her honeymoon.

C. M. Lewis, regional RCA manager, and Fred Gusler, both of Chicago, were in the local office . . . O. K. Mason of Commonwealth Theatres has returned to the office after a month of relaxation in Florida. Hazel Ralph of the accounting department is in California for a few months rest.

Visiting NTS this week: Ray Miner of the Miner, Moran, Kas.; Forrest White, Rex, Burlington Junction, Mo.; H. M. Mobley, Weston, Weston, Mo.; Hank Haberkamp, Centralia, Mo.; Mr. and Mrs. Walter Logan, Park, Eldorado Springs, Mo.; C. D. Coday, Pastime, Marionville, Mo.; C. B. Sherman, Uptown, St. Joseph, Mo.; A. N. Brown, Roxy, Franklin, Kas.; Ross Gault, Wellsville, Wellsville, Kas.

Other NTS callers were Harry Till of the Courter, Hamilton, Mo.; Curley Wilson, Byers, Excelsior Springs, Mo.; Clarence Kirby, Drive-In, Independence, Mo.; Frank Myers, Civic, Brookfield, Mo., and Bob Martin, Cozy, Chetopa, Kas. . . . John Ash, MGM traveling auditor, has left the local office and is now in the Omaha exchange.

Lloyd Morris, Commonwealth division manager from Great Bend, Kas., was in the home office this week. Clarence Schultz left last Thursday for Minnesota after receiving a phone call saying his stepfather, Henry Emme, was very ill. From last reports Emme was improving and Schultz was to have returned the middle of this week.

Don Walker, Warner publicist, returned to Kansas City after setting up exploitation on "The Sea Hawk" and "The Sea Wolf" as well as "The Beast With Five Fingers" at the Fox and Missouri theatres, respectively, in St. Louis . . . Beverly Miller, PRC division manager, returned last week from a swing through Denver and Salt Lake City.

Frances Moser, Warner stenographer in the booking department, was married March 29 to Louis Aines. She will continue working at the local exchange . . . The rain on Friday and the wind on Saturday caused many an exhibitor's spirits to falter just before Easter Sunday, but the day turned out to be very pleasant. Business where product warranted business, was good throughout the city.

Jean Cull has resigned from the buying and booking department at Commonwealth. She and her husband will spend the summer away from the city. Jean is being replaced by Virginia Shumaker . . . R. C. Davison, Binney, Pattonsburg, and C. C. Neher, Near, Nortonville, Kas., were seen on the Row this week, as were Dow Summers, Royal, Unionville, Mo., and Thelma Morris, Plaza, Howard, Kas., and Morris, Cimarron, Kas.

Elmer Carl Rhoden jr. has been named assistant film buyer at Commonwealth Theatres. He recently completed an inventory of the circuit and will now serve under Bob Shelton in the home office . . . Gus Diamond was back after his recent trip to the west coast . . . Bill Bradfield, Delphis, Carthage, Mo., was a Row caller.

Redecorate at Woodward

WOODWARD, IOWA—Mr. and Mrs. Norman Hanson, managers of the Sun here, have installed a new screen and redecorated the house.

Hal Parker Studio to Offer Midwest Trailer Service

KANSAS CITY — Vi-So Productions, a trailer service for the midwest, has been set up at 1719 Wyandotte by Hal Parker, a veteran of 25 years motion picture activity on Filmrow. Universal newsreel representative here for the last six years and former chief photographer for the Pratt & Whitney aircraft engine company during the war, Parker will offer a complete 35mm and 16mm sound service for this area through Hal Parker Studios.



HAL PARKER

Film strips, educational and advertising stills and motion pictures as well as theatre trailers are also a part of the Vi-So program. Physical facilities of the Hal Parker Studios include complete motion picture and still laboratory as well as photographic equipment. According to Parker, this enables one-day service on most orders at the present time.

Delores Ray Is Flag Bearer

NORTH KANSAS CITY, MO.—Veterans of Foreign Wars and its auxiliary held a joint installation service at Kiwanis hall here, naming Mrs. Delores Ray, wife of the assistant manager of the Armour Theatre as flag bearer for the auxiliary. The ceremony, held in connection with a memorial service, was open to the public. Despite a downpour approximately 100 attended.

Reject United Film Request

KANSAS CITY—The city plan commission has disapproved an application by United Film Service to rezone city property to permit construction of a new $100,000 plant. The proposed structure, to include office, photographic and laboratory space for 200 employes, was planned to replace the present United Film location at 2449 Charlotte.

CPA Nod to Lyons, Neb.

LYONS, NEB.—The Civilian Production administration has approved Henry Leriger's application for a new theatre here.

Loretta Young in 'Rachel'

Loretta Young has been signed for the starring role in "Rachel" by RKO.

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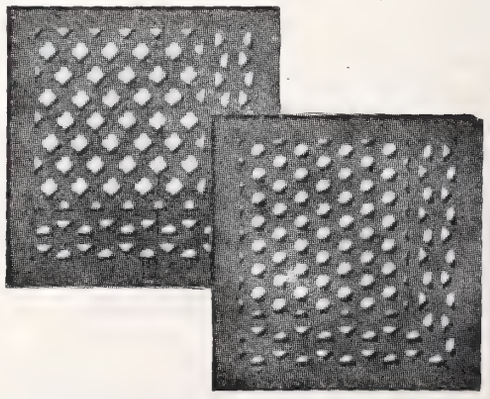
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From the BOXOFFICE *Files*

• • •

(Twenty Years Ago)

A KANSAS exhibitor announced that his house would soon play a picture called "The Deaf and Dumb Sheik." When it arrived it was titled "The Silent Lover" . . . Russell Borg, assistant manager of the Educational exchange in Kansas City, was on a trip into northern Missouri last week . . . E. C. Rhoden, manager of the Midwest exchange, went to Oklahoma City, Tulsa and Springfield last week . . . The Ellsworth Theatre at 39th and Prospect, Kansas City, was opened by H. E. Hightower recently . . . The Gayety Theatre, for many years a burlesque house, opened last week with a dramatic stock company and first run pictures.

* * *

C. C. Knipe, who has been in charge of the poster departments in six of the Universal branches in the midwest, has been made assistant branch manager of the Kansas City branch. He succeeds Art Gebaur, who has been made a representative covering northern Missouri . . . O. K. Mason has taken over the Star Theatre, Newton, Kas., from Mrs. C. Wagner.

* * *

Julian H. King of the United Film Ad Service of Kansas City made a trip to Atlanta last week . . . There were many ill grandmothers, dying uncles and severe headaches on Filmrow last week. It was the opening of baseball season . . . T. W. Henry, formerly United Artists manager in Kansas City, has accepted a position as special representative for MGM in Minneapolis. Henry resigned a few months ago as Omaha district manager for United Artists.

* * *

The Blake Theatre at Webb City, Mo., has spent $20,000 in completely remodeling the house . . . Bert Edwards, formerly branch manager for Fox in Kansas City, has been appointed district manager for the Advance Trailer Service Corp. with headquarters here.

* * *

F. W. Meade of the Meade Theatre, Kingman, Kas., used an exploitation stunt which caused considerable flurry. When he was getting ready to show "Up in Mabel's Room" he sent letters to some of his men patrons, reading:

"Dear Bob: Be certain to meet me up in Mabel's room Monday night at eight.
"SYLVIA."

"In each letter," said Meade, "we used the first name of the man addressed, perfumed the letters, and I nearly got whipped two or three times, but it started them talking."

More Houses Sign Up For Hospital Benefit

OMAHA—Thirty-one additional Nebraska and Iowa theatres have agreed to stage children's matinees for the benefit of the Children's Memorial hospital. They include:

Nebraska—Ainsworth in Ainsworth; Miller in Atkinson; State in Auburn; Mazda in Aurora; Rock in Bassett; Victory in Beatrice; Campbell in Campbell; State in Central City; Chester in Chester; Opera House in Clarkson; Lyric in Creighton; Auditorium in Emerson; Lyric in Edgar; Eldorado in Ewing; Modern in Fairfield; Gib in Gibbon; Harvard in Harvard; Opera House in Guide Rock; Majestic in Hebron; Royal in O'Neill; Stuart in Stuart; Niobrara in Springview; Victory in Tilden, and Jewell in Valentine.

Iowa—Harris in Avoca; Logan in Logan; Rialto in Missouri Valley; Liberty in Oakland; Strand in Sidney; Sutherland in Sutherland, and Walnut in Walnut.

Meyer L. Stern, treasurer of the Omaha Variety Club, which is spearheading the campaign, said that this year's donations probably will exceed the $14,000 collected last year. Standard admission charges for the matinees are 25 cents.

Omaha Minister to RKO In Making Lutheran Film

OMAHA—The Rev. Lawrence Acker, pastor of the First Lutheran church, left this week for Culver City, where he will help RKO in production of a film portraying the hardships of early Lutheran ministers in the midwest.

He will be the spiritual director of the picture. Said Acker: "I don't know much about how they make these pictures, but the Lutheran authorities seem to think I am the best man for the job."

The picture is being made in connection with the 100th anniversary of the Missouri synod of the Lutheran church. The Omaha pastor will be gone two months.

Eddie Dean Will Lead Topeka Rodeo July 4

TOPEKA—Eddie Dean, PRC western star, is to be grand marshal at the Santa Fe Trails rodeo here July 4-6, Beverly Miller, PRC division manager from Kansas City, said this week.

Present plans for advance publicity include newspaper and radio buildups such as plugs over WIBW for all Eddie Dean playdates in Kansas between now and the Fourth. In addition, the rodeo will sponsor a statewide beauty contest to choose the queen of the celebration. Entrance photographs will be judged by Dean and the PRC studio. The 12 winners will be judged in a final elimination here May 31. The queen will receive a free trip to Hollywood, a screen test and a small bit in a forthcoming Eddie Dean film.

Fairfax Theatre Is Open

FAIRFAX, S. D.—The Fairfax Theatre, located in the Starcher block owned by the city of Fairfax, now is open. The theatre portion of the building was remodeled and the theatre equipped by the city. Davis Brothers are operating the house.

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DES MOINES

Several branch managers attended sales meetings last week. Dave Nelson, Republic, was in Chicago for conferences; Harry Hamburg, Paramount, was in Kansas City, and Mayo Beatty attended Monogram's regional sales meeting in Chicago. Lou Levy, Universal, was also out of the city.

A. H. Blank spent several days last week in Omaha on business . . . Ann Groves, G. Ralph Branton's secretary, will leave her job May 5 to await the stork's visit. Madge Ward Clark, formerly A. H.'s secretary, will replace Ann.

Wanda Reyes, Warner stenographer, is on vacation . . . Bill Barker, former booker at Columbia here and now at the Columbia exchange in Omaha, was in town to attend the funeral of his father who died last Saturday . . . Ray Russell, NSS booker, has returned from the service and is back at his desk . . . Esther Huston, Universal, spent Easter in Gillman . . . Mable Magnusson's son is home on leave this week.

Peter Thompson, new U-I star, is a former resident of Ottumwa, where several years ago he served as doorman at the Capitol Theatre. His parents still live there. Peter, who served in the navy during the war, was given a role as a soldier in the new Abbott-Costello opus, "Buck Privates Come Home." He is married to an Ottumwa girl, the former Marjorie Corbett and their son Jerry was born in Ottumwa.

Barbara Newbold, exhibitor at Keosauqua, and Raymond Baltzley of Bussey, were among visitors on the Row last week . . . Ralph Hayden, Paramount's office manager, spent the Easter weekend in Sedalia, Mo. . . . Pearl Robbins, salesman at Paramount, was on the sick list last week . . . Betty Lou Nissen is the new receptionist at MGM. Betty Lou hails from Kamrar, Iowa . . . Roy Disney, treasurer of the Des Moines Theatre here, was married last Tuesday.

Pastor Is a Real Showman; Mixes Recreation, Religion

DES MOINES—Dr. W. H. Alexander, pastor of the First Christian church in Oklahoma City, never got to Hollywood, but last week he did appear at the Paramount Theatre here.

Dr. Alexander, six feet three inches tall and a former light heavyweight boxing champion, was offered a seven-year motion picture contract in Hollywood two years ago. He turned down the offer.

Last week his appearance on the Paramount Theatre stage before several thousand persons was only vaguely reminiscent of his days as a former entertainer on a theatre circuit. This time he was conducting Holy week services for the city's Easter observation.

Dr. Alexander's theatre background is evident from the manner in which he has built up his Oklahoma City church. His congregation of 4,600 is the largest in the Disciples of Christ denomination.

Bill—as he is known to his parishioners—has a flair for showmanship. His church has bought a 40-acre golf course in Oklahoma City where, in addition to a huge church, extensive recreational facilities will be installed to the tune of $2,000,000. The new enterprise will include bowling alleys, gymnasiums, pool tables, a swimming pool, baseball diamond, tennis courts and playgrounds.

Crowds who heard Bill talk here last week agreed that Hollywood's loss is Oklahoma City's gain.

'Lives' Opens April 17

DES MOINES—"The Best Years of Our Lives" will be shown at advanced prices beginning April 17 at the Orpheum Theatre here. Screening of the first three-hour picture since "Gone With the Wind" will be continuous with no reserved seats. Doors will open daily at 9:45 a. m.

Legion Show Opens

SIOUX CITY, IOWA—The American Legion-sponsored Sioux Center Theatre has opened with matinees, during a student musical festival. Regular evening shows are at 7:30 o'clock with admission 40 and 10 cents.

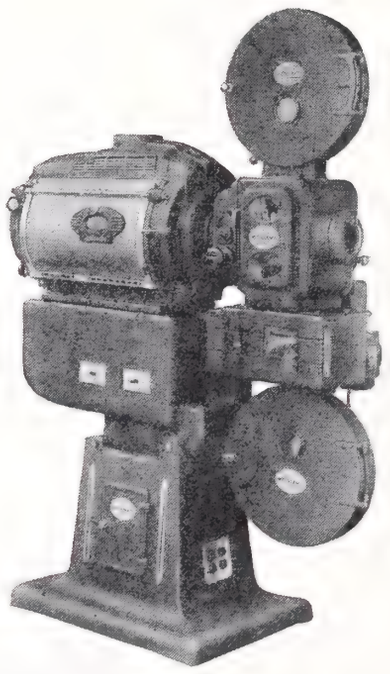
Fairbury Majestic Sold

FAIRBURY, NEB.—E. T. Woods has sold the Majestic Theatre Bldg. here, now under lease to the Tri-States Theatre Corp., to Harold Junker for a price in excess of $30,000.

Fetes Cub Scouts

MAQUOKETA, IOWA—Twenty-three cub Scouts were guests of Cliff Lindblad, local theatre owner, at a free show last Saturday.

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'Best Years' Biggest; Easter 'Egg' Bright

KANSAS CITY—Despite heavy rains Friday followed by strong winds to usher in the Easter weekend, grosses for the city reached a peak unattained for many weeks. The list of superior product in first run situations was headed by "The Best Years of Our Lives," playing for $1 and $1.50 at the Tower, and "The Egg and I" at regular prices at the Uptown, Esquire and Fairway.

Top figure of the stanza went to the Academy winner due to increased admission fees, but in reality the film was doing only as was expected by the management. Hit of the week, therefore, actually was "The Egg and I," which rang up a startling 220 and became the biggest regular-priced film ever to play the three Fox Midwest day and date houses. Likewise, at the Newman "California" reached heights surpassed by only a handful of pictures that have ever played that theatre.

The neighborhood Gillham, showing first run for the first time, played "The Road to Hollywood" paired with "Hawaii Calls," a reissue, to first-day audiences equal to the normal week-long attendance. Only the Midland and the Orpheum were to have new features at the end of the week, with "The Macomber Affair" entering the Loew's house and "Stallion Road" slated for the RKO theatre.

(Average is 100)

Esquire, Uptown, Fairway—**The Egg and I** (U-I)....220
Gillham—**The Road to Hollywood** (SG); **Hawaii Calls** (SG).....Avg. not set
Kimo—**The Well-Digger's Daughter** (Siritzky-International), 3rd wk.....140
Midland—**Love Laughs at Andy Hardy** (MGM); **My Brother Talks to Horses** (MGM).....110
Newman—**California** (Para).....185
Orpheum—**Pursued** (WB); **Ginger** (Mono).....100
Tower—**The Best Years of Our Lives** (RKO), roadshow.....325

Omaha Goes for 'Trail Street'; 'Suddenly Spring' Also Good

OMAHA—"Trail Street" and "Cigarette Girl" caught the fancy of patrons here to give the RKO-Brandeis a banner week. Easter weekend business helped but even so two first run theatres were below par. Rain prevailed through most of the week.

Omaha—**Magnificent Doll** (U-I); **Vacation Days** (Mono).....90
Orpheum—**Gallant Bess** (MGM); **Bringing Up Father** (Mono).....90
Paramount—**Suddenly It's Spring** (Para).....125
RKO Brandeis—**Trail Street** (RKO); **Cigarette Girl** (Col).....135
State—**Humoresque** (WB), 2nd run; **Lighthouse** (PRC).....120
Town—**Roll on Texas Moon** (Rep); **The Perfect Clue** (Maj), reissue, split with **Thrill of Brazil** (Col), 2nd run; **Gallant Journey** (Col), **Rainbow Over the Rockies** (Mono).....115

'Trail Street' Tops in Des Moines; 'Razor's Edge' in Triple Opening

DES MOINES—"The Razor's Edge," although grossing better than average, proved less popular here than "Trail Street" last week. "Trail Street," on a double bill at the Orpheum, packed them in to the tune of 25 per cent above normal while "The Razor's Edge" was doing 5 per cent over par. "Razor" was playing simultaneously at three Tri-States houses—the Des Moines, Ingersoll and Roosevelt. It will be held over for a second week at the Ingersoll.

Des Moines, Ingersoll and Roosevelt—**The Razor's Edge** (20th-Fox).....105
Orpheum—**Trail Street** (RKO); **Beat the Band** (RKO).....125
Paramount—**It Happened in Brooklyn** (MGM).....100

Paul Phillips New Owner

SOLDIER, IOWA—Paul Phillips has purchased the Soldier Theatre from Conrad Evenson. Evenson will continue to run another business here.

Tri-States Offers Prize of $1,000 In Iowa Safe Driving Contest

DES MOINES—More than 20 Iowa cities and towns have entered the $1,000 safe driving contest sponsored by the Tri-States Theatre Corp., G. Ralph Branton, Tri-States general manager, announced last week.

Tri-States is offering $1,000 in cash to the city or town in Iowa doing the best traffic safety job. The money awarded is to be spent for safety improvements in the prizewinning locality.

The campaigns are being underwritten in most cities throughout the state by Junior Chambers of Commerce.

"VIGILANTES ARE COMING"

In Des Moines, the chamber started its campaign with a teaser slogan: "The Vigilantes Are Coming," and the first week in April Des Moines motorists were warned that a band of 600 vigilantes would begin a drive to save lives by curbing traffic law violations.

The general campaign slogan is, "Save a Life, It May Be Yours." Iowa theatres are cooperating with screen trailers. On many theatre marquees there is a torch burning with the legend: "Keep the light burning, save a life." The light is to burn until there is a traffic fatality in the city.

COURTESY TO BE REWARDED

In Davenport, H. D. Grove, Tri-States district manager, plans to award courteous drivers with free theatre tickets. Grove is also offering free shows to safety patrol groups. Here, also, junior chamber members will serve as traffic watchers and report violations. As in Des Moines, violators will receive a courtesy letter calling attention to their aberration.

Branton last week said the campaign was being underwritten by Tri-States as a means of keeping theatres active in the life of the community during peacetime. He said he felt that with the war at an end, theatres should not relax in their contribution to community welfare. The increasing death toll in traffic accidents, Branton said, makes this campaign of the greatest value to all Iowa.

Tampico Policy to Change; Will Play Unusual Films

KANSAS CITY — While announcing the closing of the Dickinson Theatre, Glen Dickinson, owner of the local chain bearing his name, said that the Tampico Theatre policy would be changed April 11 to one of playing unusual American and foreign product. This policy will virtually duplicate that of the Dickinson Kimo, which has featured foreign product for the last several months.

The Tampico has been a Dickinson house for five years, and for the last three of these has been operated as a Mexican-language house. Remodeling of the neighborhood showcase is now in progress and new seats have been purchased. Sam Haldeman will manage the theatre, which will offer as its first attraction under the new setup "The Heart of New York" paired with " 'Neath Canadian Skies." This dual bill will be followed by "The Stone Flower," Artkino release which won first prize for color photography at the recent International Cinema Festival at Cannes.

Kansas City Men Build Drive-In Near St. Joseph

ST. JOSEPH, MO.—L. E. Pope, W. E. Whaley and C. H. Martin jr., all of Kansas City, have formed Missouri Motor Movies and have begun grading for a 600-car drive-in theatre to be erected one-half mile east of here at the intersection of highways 71 and 36. The project is to be completed in about six weeks.

Although the theatre will be constructed to accommodate 600 automobiles, equipment has been purchased to handle 1,000 cars on the 18-acre tract. In-the-car speakers, a 30 by 40 foot screen and elaborate concessions stand are to be features of the open-airer.

Omaha Theatres Face Much April Competition

OMAHA—April is a big month in the entertainment business here, with these non-film attractions booked: April 7, 8, Omaha Symphony; 9-15, Shrine circus, City Auditorium; 13, Paul Robeson; 15, Katharine Cornell in "The Barretts of Wimpole Street"; 17-19, San Carlo Opera company; 22-26, "Oklahoma!" and 27, Lauritz Melchior and symphony orchestra. On the sports side will be the start of Western league baseball season, the U.S. league hockey playoffs and the weekly boxing show.

No Panic in Fire

IOWA CITY, IOWA—A smouldering piece of equipment along a basement wall at the Capitol here was enough to drive more than 300 patrons out into the street one night last week. Firemen were called and the customers returned shortly to see the rest of the show. There was no panic.

Clearwater House Is Sold

CLEARWATER, NEB.—The Oak Theatre here, owned and operated by Mr. and Mrs. Joe Maschi for the past year, has been sold to Harry Cooper and Vic Cram. The new owners have taken possession.

Brown Buys at Fonda

FUNDA, IOWA—A. L. Brown has purchased the Amuzu Theatre here.

Boys Town Head to Japan

OMAHA—Msgr. Edward J. Flanagan, the founder of Boys Town, left Monday at the request of President Truman to help set up a child welfare program in Japan.

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OMAHA

Keith Bain, RKO exploiteer here, has been transferred to Portland, Ore. A successor hasn't been named yet . . . Morton Eichenberg jr., Columbia salesman, found housing so tough here he decided to set up headquarters way out in Hastings.

Donald Hicks, Paramount branch manager, was in Kansas City for a company meeting . . . Bert Thacker, south Sioux City exhibitor, is laid up with the flu . . . B. C. Marcus, Columbia district manager in Kansas City, was in town early in the week.

Kenneth Aschim of the Orpheum in Des Moines will move to Omaha Wednesday (16) to become treasurer of the RKO-Brandeis. He will bring a bride with him. The wedding was to be Saturday to Norma Gene Henry, who has been employed in the MGM office in Des Moines. Aschim was here during the week for a visit to his new theatre.

A. H. Blank, head of Tri-States Theatres, and Mrs. Blank, Des Moines, were among those here for the opening of the new Chief Theatre in south Omaha . . . Fred Thortsen, MGM salesman, finds the latest rains setting things right for big operations on his "farm" this year.

H. B. Johnson, Universal branch manager, and Mrs. Johnson spent the Easter weekend with their son's family in Minneapolis . . . Hazel Anderson has a fancy display up for the Academy award winning short, "The Cat Concerto." She heads the MGM short subjects drive here.

Burns Ellison jr., son of the manager of the Columbus and Swan theatres in Columbus, Neb., is pretty much the talk of the town these days. He gained local and stage recognition for an early-season 3½-pound bass catch. The 13-year-old followed up the next week by winning an Americanism essay contest staged by the American Legion auxiliary.

Ivan Maule, who left Nebraska film business not so long ago, has landed in El Monte, Calif., and is working for a theatre there. The former Blair resident found the breaks with him—he landed good housing quarters right off . . . John Ash, MGM auditor, is in town.

The Variety Club met Monday on the Children's hospital benefit matinees. Branch managers also held a session. They discussed the Greek orphan relief drive . . . Services were held Tuesday in Des Moines for Richard Barker, 84, father of William Barker, Columbia salesman.

Visitors along Filmrow included Mrs. Fred Schuler, Humboldt; Earl Barclay, Stromsburg; A. Burrus, Crete; H. O. Qualsett, Tekamah; Carl Johnson, Red Oak, Iowa; F. A. Bryceson, Moorehead, Iowa; Doc Nulteus, Mapleton, Iowa; Paul Phillips, Soldier, Iowa; W. C. White, Utica; T. J. Anderson, Exeter and Fairmount; Mons Thompson, St. Paul; Jeannette Shoeneman, Wahoo, and E. L. Bartak, Greeley.

The Orpheum and State theatres this year were again the site of religious services each weekday noon during Holy week . . . MGM's Barbara Gregg was married to war veteran Jerome Lipsky Easter night. The couple will go to New York after a honeymoon in St. Louis.

Sam Weller, advertising representative for "Oklahoma!" was in town . . . R. D. Goldberg's attempt to bring art pictures into the Dundee Theatre paid off on "Adventure in Music." Patrons packed the house. Allan Kohan, advertising chief, contacted musical clubs, music teacher associations and had the picture mentioned in school bulletins and on the Joslyn Memorial bulletin board.

Blanche Colbert Acquires Joy in North Bend, Neb.

NORTH BEND, NEB.—Edward Gannon, Schuyler exhibitor, has sold his Joy Theatre here to Blanche Colbert.

Fred Munson Building

LAKIN, KAS.—Fred Munson, well-known theatre man from Dighton, is building a new 400-seat theatre for this community. Until now, Munson has been operating in the local schoolhouse in order to provide motion picture entertainment for Lakin.

Frazee House Is Sold

FRAZEE, MINN.—W. S. Carlson has sold his Lynn Theatre here to Elmer Fisher of Morris and Thomas Johnson of Alberta. Carlson and his family will move to Elkton, Ore., where they have purchased a theatre.

Ideal to Larger Quarters

MINNEAPOLIS—Virgil N. Price and Robert L. Komarek, partners in Ideal Pictures of Minneapolis, will move about April 15 to a new and larger location, 301 W. Lake St., which also incorporates a screening and display room.

Pioneer Will Construct Third at Storm Lake

STORM LAKE, IOWA—A third theatre will be opened here in the near future by the Pioneer Theatre Corp. of Minneapolis.

Bill Hill, Storm Lake manager for the company, announced last week that the company will rebuild the former Tracy Theatre here into a modern picture house. The Kaplan Theatrical Architects of Minneapolis, which recently completed plans for a new Pioneer house at Carroll, will handle the designs.

Mrs. Harold Field, wife of the president of Pioneer, will outline the interior decorations. She is an interior decorator.

Included in the plans are an entire new front along the latest theatrical design. The work is expected to be completed within 90 days.

President Field said the new theatre is being added to meet the rapid growth Storm Lake is enjoying and the anticipated rapid expansion of the city.

No name has been chosen for the new house. A plan is being worked out to choose a name by contest. The idea would be to keep the name in character with the city as has been done with the other two Pioneer houses—the Vista and Lake.

The old Tracy Theatre went dark three years ago after being operated for years by Mike Tracy.

Hughes Working on Deal For 'Outlaw' in Mill City

MINNEAPOLIS—Harry Gold of the Howard Hughes organization was here attempting to line up a deal by which "The Outlaw" may at last be shown in Minneapolis. The film, already shown in outstate towns—Bemidji reported it did big business—was turned down by Minnesota Amusement Co. but Gold was reported also dickering with such independents as Berger Amusement Co. and with the Lyceum, ordinarily a home for legitimate productions. The Lyceum served recently, however, as showcase for the roadshow of "Henry V."

Omaha Salesmen Form Chapter of Colosseum

OMAHA—The 14th lodge of the Colosseum of Motion Picture Salesmen of America has been formed here. Officers are William Barker of Columbia, president; I. M. Weiner of Universal, vice-president; and Leon Mendelson of Warner Bros., secretary-treasurer. Officers said the purpose of the organization would be to seek higher salaries and increased allowances and expenses.

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Air Conditioning Cut Threatened in K. C.

KANSAS CITY—A critical threat to hot weather operation of motion picture theatres in this city was discussed at a meeting of the Kansas City theatre committee Tuesday at Hotel Muehlebach following a request made by the local power and light company to the state power commission for authority to cut air conditioning service in local theatres, and to other users of such current during certain peak hours if deemed necessary.

The situation has arisen from the fact that the Kansas City Power & Light Co. has been unable to obtain sufficient new equipment to handle increased postwar loads. Peak loads in this community, according to Harry B. Munsell, president of the Kansas City Power & Light Co., are now just 3,000 kilowatts short of wartime loads. "With Kansas City's continuing and substantial growth irrespective of war influences, the use of electricity here is going up all the time," he said. "It is going to be extremely difficult for us to serve our customers adequately during the current summer peak periods."

The theatre committee, representing the five downtown first run houses, discussed the matter and decided to investigate fully the advisability of requesting the power company to give theatres special consideration in light of the crippling effect such a move would have on summer business.

Screening Party Is Locale Of Des Moines Broadcast

DES MOINES—In the campaign on "Suddenly It's Spring" at the Des Moines, a special screening was arranged for members of the United Commercial Travelers of America and KCBC made the affair the locale of its program, KCBC Goes to a Party.

It was the first screening attended by the KCBC partygoers, Mary Jane Schinn and Gene Milner. They recorded interviews with guests and played them back on the air the day before the opening of the picture. KCBC made announcements calling attention to the program and the United Commercial Travelers sent out over 800 mailing pieces asking members to listen.

This stunt was arranged by Harold Lyon, Manager of the Des Moines; Russ Fraser, head of the exploitation department of Tri-States, and J. S. Castle, Paramount's special representative.

Sam Burger and His Bride Back From Chicago Visit

MINNEAPOLIS—Sam Burger, owner of the Grand here, has resumed management of the theatre following a 15-day honeymoon sightseeing in and around Chicago. Burger married Mrs. Esther Goodman February 22.

Macke Brothers Reopening Theatre in Mullen, Neb.

MULLEN, NEB.—The Macke brothers will reopen the Mullen Theatre April 15. The house has been closed more than a year for remodeling.

New Sound at Englert

IOWA CITY, IOWA—The Englert here was closed two days last week for installation of a new sound and speaker system. Al Davis is manager.

Missouri Exhibitors Asked To Fight Censor Measure

JEFFFERSON CITY—The proposed censorship bill for Missouri has been referred to the house committee on education, and Missouri exhibitors have opened their fight to defeat the legislation.

Exhibitors have been asked to contact their representatives to protest against the bill. Contact should be made at the state capitol.

The membership of the education committee includes Walter Whinrey, Halltown, chairman; Leonard Ebrite, Gainesville; Lulu Burns, Appleton City; James B. Moore, Hamilton; Kirk Jones, DeSoto; Noel Cox, Spokane; R. H. Ridenhour, Belle; Clara Aiken Speer, Kansas City; Alice J. Tanner, Kansas City; Bruno Sendlein, St. Louis; C. E. Rearick, Pleasant Hill; J. O. Hays, Phillipsburg; Ralph Lang, Edina; Joshua Thomas, St. Louis; John P. Buckley, Hayti; Ben W. Oliver, Kansas City; Fred Colombo, St. Louis; Ray Adams, Redford; Ben Meeks, Thayer, and M. D. Yount, Arcadia.

Plans for MPF Session In Kansas City Are Set

KANSAS CITY—A. Jules Benedic, temporary chairman in this area, and seven local committeemen of the Motion Picture Foundation completed arrangements for the first general area meeting and dinner April 18. The meeting will draw from every branch of the industry. A panel will be formed of from seven to 17 representatives to serve on the national body, formed to take care of the industry's unfortunates.

Assisting Benedic are Senn Lawler and M. D. "Babe" Cohn, exhibition; Arthur Cole and Walter Lambader, distribution; L. J. Kimbriel and Arthur de Stefano, equipment, and Finton Jones, allied lines.

This week the organization's national headquarters in New York sent to every exhibitor in the U.S. a prospectus outlining the tasks and goals of the foundation. Two principal functions are to assist needy persons associated with the film industry and to assist or carry on benevolent, charitable, educational or scientific activities.

MINNEAPOLIS

Night clubs have spurred business with name attractions. Curly's cafe imported Michael Douglas, ex-Kay Kyser singer, then replaced him with Jerry Abbott after Douglas contracted laryngitis, which previously had taken Allan Jones out of the Radisson's Flame room. Mildred Bailey is due for a three-week stint at Curly's April 18. John Boles, currently at the Flame room, will stay a third week. Sunny Skylar, songwriter, is holding forth at the Nicollet's Minnesota Terrace. The Dyckman hotel's Robin Hood room, meanwhile, experimented with local talent with success.

Travelers included Charles W. Winchell, assistant to the president, and Everett E. Seibel, advertising and publicity manager of Minnesota Amusement Co., who toured southern territory situations. Ray Niles, southern district manager for the company, meanwhile, was in the home office for conferences.

Ben Ashe, Hollywood manager for National Screen Service, was due back in his home haunts in Minneapolis April 14 . . . Laura Wells, representative of Enterprise Productions, visited Minneapolis . . . A new Western Airlines route established the first direct air link between the Twin cities and Hollywood and is expected to increase travel.

The University Film society booked a series of single-day showings of foreign films, opening with Russia's "Ivan the Terrible" April 10 . . . "The Glass Menagerie" company returns to St. Paul auditorium April 10 . . . North Star Drama guild will present "The Jest" April 24.

Harold Garland Dies

SUMNER, IOWA—Harold Garland, 44, owner of the Tripoli Theatre here, died at his home following an illness of four years. Until recently he had been an employe of the Winks Produce Co., where he had worked for 20 years. He is survived by his wife, a daughter, his parents, and a sister, Mrs. Fred Green of Fredericksburg, Iowa.

J. V. Hiebert Sells Theatre

WINDOM, MINN.—J. V. Hiebert has sold his theatre at Heron Lake to Fred Deuth of Jasper. Deuth already has taken over the house.

Blaze at Conde, S. D.

CONDE, S. D.—The Community Theatre here was gutted by fire last week five minutes before show time, the audience filing out quietly without mishap.

Add a New Marquee

MONTICELLO, IOWA—Owners of the Monte here have installed a new all-electric marquee which shows the theatre name in large block letters.

Holding Prices Called Patriotic Duty

Seymour, Mo.—G. W. Owen hasn't raised prices at his Owen Theatre here in six years. He told his patrons about his one-man fight to hold the price line against inflation in the April calendar program sent to them recently.

Owen gets 10 cents and 25 cents for tickets (all taxes paid, state and federal, his program points out), and for April at least, he said, prices will remain the same.

"For April we have tried to get a variety of pictures and in spite of the advance in price of everything we buy—films, express and everything else—we have not advanced the price," said Owen. "You pay just what you did six years ago. While we are trying to hold the line we have felt everything might level off soon, but it seems everyone wants more money than the other fellow and doesn't seem to understand this is what causes inflation. I feel that if everyone would be satisfied with less profit and help hold down prices we would all be helping the country to hold down inflation to the advantage of all. Let's all be patriotic and help get the country back on an even keel."

Behind the Scenes!



WASHINGTON REPORT

The importance of accurate news is appreciated by BOXOFFICE readers, but the News Behind the News is often of equal importance. The weekly Washington Report, right from the source of many important developments, is a revealing and valuable feature that widens the horizon of every reader. The new political situation in the nation's capital is fraught with many possibilites. The Washington Report adds much to your reading pleasure.

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Personalities and situations that may be sidestepped in a strictly news story are often as important as the news itself when reported separately. The Hollywood Report, published weekly in BOXOFFICE, affords many a portentous behind-the-scenes glimpse into Cinemaland.

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Newsiest Tradepaper in the Industry

North Central to Hear Antitrust Attorney

MINNEAPOLIS—Robert L. Wright, assistant attorney general who handled the antitrust case, will speak at the convention of North Central Allied April 21, 22 in Nicollet hotel.

The convention has been billed as the first postwar meeting of independents. Displays of manufacturers and suppliers will necessitate use of two ballrooms in the Nicollet.

Ben Berger, North Central president, announced Wright had agreed to interpret the film sales decree. His will be featured appearance on the convention program.

Canada Is Leading World In Documentary Pictures

From Canadian Edition

WINNIPEG—Canada is leading the world in the development of the documentary film and the National Film board has won international repute as a model of organization, R. Maslyn Williams, official representative of the Australian government, said here recently.

Williams said the National Film board is the envy of other countries because of its ability to get down to the grass-roots level, both in producing and distributing its pictures. He found its strength to lie in its idea of service to the community at large. This made it, he said, the most objective of government organizations, having a keen sense of self-criticism while expressing various forms of governmental activity.

Williams pointed out that some of the outstanding contributions to the philosophy of the documentary are coming from people associated with the National Film board. He said in New York, where the documentary movement was most active in the U.S., the main work was being done by Canadians.

Developing his theme, Williams spoke of John Grierson, former head of the film board, whose new company, the World Today, was bringing a dynamic approach to world problems in terms of the documentary. He pointed out that Ralph Foster of the film board has been in Australia aiding that country with its film making.

He also mentioned Stanley Hawes, another board member who is now in Australia in charge of that country's film production. A Grierson associate, Basil Wright, is working in London and Arthur Elton is film adviser to the Swedish government. With these foremost exponents of the documentary working in close cooperation throughout the world, Williams saw the basis established for a free interchange of ideas through films on an international scale.

Williams is visiting Canada in the course of a world tour of documentary centers which has already taken him through the U.S. and will include Europe, India and South Africa.

He said Australians knew they could learn a great deal from Canada, particularly about organization of documentary films.

"However, Australia will not slavishly follow the Canadian pattern but will work out its own techniques of picture making to suit its own national requirements," he added.

Joe McFarland a Father

OLATHE, KAS.—Mr. and Mrs. Joe McFarland, he is the projectionist at the Andrews Theatre here, are the parents of a girl born April 4. They also have a son Danny, two years old.

Plays Dagwood's Boss

Jerome Cowan will again play Dagwood's boss in Columbia's "Blondie in the Dough."

Projects in Columbus Involve 20,700 Seats

COLUMBUS—A total of 20,700 seats are projected in two huge new Civic center structures, preliminary plans for which were announced recently. The $4,500,000 Veterans memorial group would seat 14,800 in three auditoriums. A multimillion dollar Temple of Goodwill would provide an additional 5,900 seats in several halls.

Trustees of the Memorial group were shown architects' plans, calling for a large convention hall with 7,500 to 8,100 permanent seats and provisions for 3,000 temporary seats. It would have facilities for ice shows, roller skating, hockey and other entertainment. A medium-sized music hall would have a first floor seating capacity of 2,000, with 1,000 in the balcony. The stage would seat 200 musicians. A smaller recital hall would seat about 800.

The proposed Temple of Goodwill, sponsored by Protestant organizations, would be a center for denominational and interdenominational events. A large auditorium, built for church conventions and conferences, would seat 3,000. A chapel would seat 800 and "a chapel in the clouds" would have room for 100. In addition, there would be large dining halls, built so that they may be used as one large entertainment room, suitable for plays and other programs.

The Civic center area is directly adjacent to the downtown theatre section.

Ralph Cundiff, J. Weddle Purchase Allen Theatre

LIBERTY, KY.—Oscar Hooper has sold his Allen Theatre here to Ralph Cundiff and John W. Weddle, and after assisting the new owners in getting established he will move to Lebanon, where he operates the Astra Theatre.

Hooper and his wife took over the Allen nine years ago after it had gone through repeated changes of ownership. They put the theatre on its feet and built a new home, but have found it inconvenient to operate theatres in two towns.

Their home here was purchased by the Cundiffs and a 44x250-foot lot that was in a package with the theatre. Cundiff at one time operated the Liberty hotel and recently sold the Liberty grill and recreation parlor.

Maxwell Joice Transferred To Washington Exchange

CLEVELAND—J. Maxwell Joice, Paramount exploiteer in the Cleveland and Detroit areas, is now in the Paramount exchange at Washington as special advertising representative. Joice made many friends during his years in Cleveland and all wish him well in his new assignment, which covers Baltimore, Richmond, Norfolk and Roanoke.

James Levine takes over where Joice left off. Levine is here from the Pittsburgh branch where he handled publicity and exploitation.

Booth Blaze at Russell

RUSSELL, KY.—A recent booth fire in the Queen Theatre here has forced the house to close for repairs. A completely new projection booth is being constructed of fireproof materials, and the lobby also is being enlarged. Two new projectors with sound equipment have been ordered by the owner, Dr. A. T. Del Checcolo of Ashland.

Pennsylvania Bill Okays Theatre Liquor Sales

HARRISBURG—While theatre admissions tax measures are being debated in the general assembly, other issues are piling up and being piled under, as this is open season in legislative circles.

Under a proposed change in the state liquor law, theatres could be licensed to dispense liquor. Reps. Elwood Turner and Harry O'Neill introduced an act in the house which would repeal the law which bars granting a liquor license to the management of theatres, circuses, museums and other amusement places. Another bill, sponsored by Harry O'Neill and Joseph Scanlon, would authorize liquor permits to baseball park restaurants regardless of quota law restrictions. Rep. T. Emmitt Horan entered another house measure which proposes the sale of beer in professional baseball parks any day except Sundays; permit fee for concessionaires to be $100.

KEEP DAYLIGHT SAVING

Daylight saving time, pro and con, was responsible for the session's longest debate. The bill to abolish the practice was rejected.

Pinball machines would be taxed $10 annually by the state, and juke boxes would bring an annual state fee of $15 under terms of J. Edward Waldron's bill.

Gov. James H. Duff has proffered full support to the legislative plan to give the Pittsburgh school district the power to levy taxes on items other than real estate.

The governor and a Republican caucus have ruled out of consideration for the present a state income tax, flat or graded, but a joint resolution in the assembly calls upon this and the 1949 legislature to approve a constitutional amendment so that a graduated state income tax can be enacted in the early 50s.

URGE "SCHOOL OF THE AIR"

A statewide educational network would be established under a "school of the air" plan, a measure proposed by Robert D. Fleming. Master radio station, with "booster" or subsidiary stations, would present no commercials.

Formerly introduced into the house and now active are these bills:

H-505: Empowering Pittsburgh to levy, assess and collect additional taxes, passed first reading, recommitted to committee and reported as amended.

H-532: Regulating sale and resale of tickets and licensing agents, passed first reading.

H-664: Imposing state tax on soft drinks, passed third reading and final passage, vote 147 to 45; now in the senate, referred to committee on finance.

H-715: Exempting exhibition of religious films by churches from provisions of the Sunday motion picture act of 1935, passed first reading.

TAXATION BILL ADVANCES

H-800: Empowering political subdivisions (except cities of the first class, counties of the first class, and school districts of the first class) to levy, assess and collect additional taxes, passed first reading.

In the senate, the Crowe act (S-103), to legalize ice hockey, ice shows, basketball and bowling on Sunday after 2 p. m., was amended to provide only for hockey and ice shows between the hours of 2 and 6 p. m. Being eliminated are basketball and bowling. This legislation provides for a referendum in each municipality to determine whether the Sunday sports activity is desired.

A new senate bill (S-416, DiSilvestro) would require the playing of "The Star-Spangled Banner" prior to all performances or meetings at all places of public assembly.

NEW BILLS IN THE HOUSE

Among new bills introduced in the house: H-864 and 868, William J. Reilly, would exempt television exhibitions from the provisions of the act requiring special permits; H-889, Hoffman and Jones, provides for an amusement tax, referred to committee on boroughs; H-947, Boorse, would increase the maximum mill tax rate; H-971, Charles C. Smith and Richter, empowers first class school districts to levy additional taxes; H-924, Stuart, would increase the license fee of theatrical employment agencies; H-885, Hoffman and Jones, authorizing boroughs to levy additional tax; H-934, Hewitt and McMillen, imposing a retailers occupation tax; H-1083, Laughner, prohibiting the sale of tickets and evidences of admission to theatres, motion picture theatres and places of amusement unless seats are provided for the purchaser or holder thereof, referred to the committee on law and order.

Also H-831, Watkins, imposes a state tax on distributors of phonograph records; H-993, Edwin S. Livingston, imposes a state tax on sports where an admission fee is charged; H-849, Root and Scanlon, provides referendums to ascertain the will of electors on the question of baseball and football on Sundays and establishes licensing ordinances.

Nylons in Lobby? Showmen Say 'No'

Columbus—Columbus won't have to struggle through a mob of shoppers in the theatre lobby or suffer through singing commercials on the screen . . . so writes Jack Jonas in his Capitol Square column in the Columbus Citizen.

This encouraging information was gleaned by Jonas from local theatre managers he queried. It was in reply to a report published in a business trade magazine that some theatres, faced with declining boxoffice receipts, were considering installation of such merchandise lines as phonograph records, cosmetics, nylons and toilet articles.

One national theatre chain executive has suggested that displays of such goods be tied in with advertising trailers plugging them on the screen. "Sort of like singing commercials," commented Jonas, "but we hope not."

One local manager told Jonas of a theatre in an Ohio city which closed its doors during the depression but kept its lobby open for the sale of popcorn. Another told of a Chicago theatre which has installed chicken slot machines. You drop in 50 cents and out comes a frozen portion of chicken.

'Theatre of Tomorrow' For B&K in Toledo

TOLEDO—A downtown theatre costing more than $2,000,000 will be built for Balaban & Katz of Chicago, whose lease on the 3,600-seat Paramount here will expire in June 1948. The new house, to seat 2,500, will be built at Jackson and Superior streets, and will be ready for occupancy by that time, said John Balaban, secretary-treasurer of the circuit, who recently concluded negotiations for purchase of the property. B&K also operate the Princess, downtown holdover house.



JOHN BALABAN

Terming the new house The Theatre of Tomorrow, Balaban said it would be "the most modern in the world," devoted exclusively to motion pictures and television. The property has a frontage of 200 feet on Superior street and 128 feet on Jackson street. Marvin Harris, manager of the Paramount, said the new site was selected because of the proximity of parking space and public transportation.

BUILDING COSTS $1,500,000

The theatre will consist of main floor, balcony and loges and the building alone will cost more than $1,500,000. Provision will be made for two stores on the ground floor on Superior street, but that will be the only commercial development outside of the theatre itself. Equipment and appointments of the new house will include all of the advances and developments made by the B&K planning board during the war years when theatre building was impossible, Balaban said.

Among developments to be utilized are those of the firm's Chicago television station, WBKB. Balaban said large screen television for theatres soon will become practical and the new Toledo house will be so equipped that important news and sports events can be telecast.

The new house will be of modern, functional design and glass plastics, and "dramatic" lighting will be utilized extensively. The conventional marquee will be replaced by a news sign which spells out running messages on the current picture and its stars.

The entrance design calls for an all-glass front and Tuflex glass doors opening the lobby to the sight of those passing. Concealed lighting effects developed in the General Electric Co.'s Nela Park laboratories in Cleveland will highlight the appointments.

Wartime electronic discoveries, Balaban said, have resulted in new sound projection devices and acoustical treatment, which will be used for the first time when they are incorporated in the Toledo house. The seats will have 36 inches from the back of one seat to the seat behind it, and pushback chairs, upholstered in air-foam rubber with plastic coverings, will be installed.

AIR TO BE STERILIZED

All air entering the theatre will be sterilized by germicidal lamps and cleansed by air conditioning methods controlling temperature and humidity. Germicidal lamps also will be installed in the restrooms.

Among unusual service facilities planned is a playroom for youngsters, equipped with slides, toys and games and attended by a qualified nurse. Exhibit halls are under consideration where amateur photographers and painters can show their work.

Balaban said that this is the first opportunity the company has had to execute the new ideas of its planning board. "We have been in Toledo for 20 years and Toledo has been good to us," he said.

He announced that the Princess Theatre will be practically rebuilt.

Several months ago Carl Schwyn Associates, Bowling Green, Ohio, which operates several theatres in northwestern Ohio, including the 1,900-seat State, de luxe neighborhood house in Toledo, took a long lease on the present Paramount Bldg.

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Cleveland Salesmen's Club Names Kantor President

CLEVELAND—The Salesmen's club, having completed its first successful year, last week elected Oscar Kantor, Warner city salesman, as president to succeed Leonard Mishkind. Other officers are: First vice-president, Frank Belles, RKO; second vice-president, Aaron Wayne, Paramount; treasurer, Edwin R. Bergman, PRC; secretary, Judd Spiegel, PRC.

Directors for the coming year include Tom Alley, Republic; Bob Richardson, RKO; Phil Harrington, MGM; George Devine, U-I; Max Cohen, U-I manager, and Nat Barach, National Screen Service manager.

Membership in the club is also open to branch managers, most of whom are members.

Tinker to Evers to Chance, Motif of New Theatre

COLUMBUS—Paraphrasing the old saw "from shirt sleeves to shirt sleeves in three generations," Roger Garrett, manager of the new University Theatre here, reports this sequence of events:

The new Tipton Theatre in Huntington, W. Va., is built on the site of the old Lyric, which was torn down in the early 1930s to make way for a bus terminal. The latter, in turn, suffered the same fate. It was torn down to make way for the new Tipton. Is this where you came in?

New Daisytown Owner

DAISYTOWN, PA.—The Rialto here has been transferred from Frank Laurets to Durward Coe. Laurets operated the house since August 1945, when he purchased the property from John and Werner Lund.

Nat'l Theatre Supply To Hold 3-Day Meet

CLEVELAND—National Theatre Supply Co. will hold a three-day district convention here at Hotel Statler starting April 25. The entire central district will attend.

Walter E. Green, NTS president, will preside at the meetings, main subject of discussions of which will deal in equipment availabilities.

In addition to Green, those present will include Oscar Oldknow, vice-president; J. W. Servies, assistant to Green; Frank Masek, manager of the Cleveland branch; Clarence Williamson, Detroit manager; J. H. Kelly, Cincinnati manager; A. C. Schuyler, Des Moines manager; B. N. Peterson, Indianapolis manager; A. J. Larson, Milwaukee manager; W. C. Jervis, Pittsburgh manager, and R. W. Dassow, Chicago manager.

This is the first postwar district meeting of members of National Theatre Supply Co.

Exhibition, Distribution Joins Hands for UJA

PITTSBURGH—Dozens of leading independent exhibitors attended a rally in the AMPTO quarters last week to complete plans for the United Jewish Appeal fund campaign. Co-chairmen for the theatre group are Norman Mervis and Harry Feinstein, who conducted the meeting. Mme. Paulette Oppert, formerly of the French underground, was the speaker. Moe Silver, associate chairman of special events, attended.

A Night of Stars rally at Syria mosque April 20 will highlight the 1947 United Jewish fund drive to raise $2,265,000 here. Joseph Feldman is serving as coordinator for the event, and James M. Totman is publicity chairman. John H. Harris is a member of the executive committee. Film distributors joined with exhibitors in the AMPTO session. Also present were Herman Fineberg, Joseph Misrach and others who are prominent in the UJA campaign.

Two Ohio Towns Seeking Reduction in Clearance

CLEVELAND—The Wadsworth Amusement Co., operating the Strand and Star theatres in Wadsworth, names the five major distributors as defendants in the AAA tribunal in a plea to change present clearances between first run in Akron and Wadsworth to 14 days after first run in Akron or 30 days after territorial release date.

Tri-Theatres, Inc., of Alliance, in behalf of the Morrison, Columbia and Mount Union theatres, Alliance, names Paramount, 20th-Fox, Warner Bros. and RKO in a plea that all clearance between Alliance and Canton be abolished and that pictures become available to Alliance theatres on territorial release date. At present Canton first runs have seven days clearance over Alliance. Ray S. Wallace, president of Tri-Theatres, Inc., claims there is no substantial competition between first runs in Canton and Alliance.

Reading Theatre Opens

READING, MICH.—Howard Trumbull and W. D. Campbell, local theatre operators, recently opened the new Reading Theatre, under construction here for two and a half years. In its new location, the Reading Theatre will operate seven days a week and will have a Sunday matinee as well, according to Campbell, who takes over the ownership of the business with the move to the new building.

TOLEDO

Stanley Oleskowicz Dies; Veteran Detroit Exhibitor

DETROIT—Stanley Oleskowicz, Detroit exhibitor for 27 years, died of a heart attack March 30 while attending church services. He built the Stanley Theatre, pioneer far west side house, which was recently turned over to his son Joseph. He also operated the Atlas, built shortly before the war, which was managed by his son Leo. His wife and eight other children also survive. Interment was in Holy Sepulchre cemetery.



STANLEY OLESKOWICZ

Drive-In Equipment Head Announces New Items

CLEVELAND—David Sandler, president of the Drive-In Theatre Equipment Co., now located at 2130 Superior Ave., says the firm is in full production and keeping pace with its heavy delivery orders for Auto Voice and in-car speakers.

In addition to this new product Sandler says he will shortly have two new drive-in items on the market. One is a flashing light-post indicator requiring no external wiring, adaptable to all makes of in-car systems. The other is a specially developed screen paint designed to permit greater definition of the picture, thus an earlier starting time.

Cleveland City Council Mourns Erdmann Death

CLEVELAND—The city council of Cleveland passed a resolution of regret over the death of George W. Erdmann, for 21 years secretary of the Cleveland Motion Picture Exhibitors Ass'n. As further evidence of the esteem in which Erdmann was held by the groups with which he worked in the interest of the industry, the flag over the police station on East 21st street was at half mast for two days.

Drive-In Work Halted At Mansfield, Ohio

MANSFIELD, OHIO—The CPA recently issued a consent order halting construction by Harold Nussbaum of Toledo of a drive-in located eight miles west of Mansfield. Leonard Dudley, Cleveland regional compliance director, said Nussbaum had undertaken the construction without CPA authority.

BELLE, W. VA.—Cable and ground work is in construction here for the drive-in project headed by E. R. "Gene" Custer, president of the Allied organization of exhibitors of the Mountain state. Custer expects that the new outdoor spot will be ready for opening June 1.

LIMA, OHIO—The Gloria drive-in on Route 25, newest outdoor theatre in this area, has opened.

FREMONT, OHIO—A windstorm caused damage to the Fremont Drive-In requiring repairs costing $2,000 which the CPA has authorized.

PARIS, KY.—In-car speakers have been installed at the Bluegrass Drive-In Theatre on the Lexington-Georgetown road near here.

Lieut. Giles Robb jr., whose father is manager of the Princess Theatre, is back in the U.S. after a year's service on Okinawa, and is expected in Toledo soon for a visit. Plans for remodeling and virtual rebuilding of the Princess, operated by Balaban & Katz, Chicago, are almost completed, reported Robb sr.

Mickey Little, former Toledoan who moved to California several years ago, made his screen debut in "Pursued," which opened in the Rivoli April 12 . . . The flu epidemic hit Jack Armstrong, Bowling Green, general manager of the Carl Schwyn circuit, which operates several houses, including the State in Toledo. Mrs. Ted Teschner, whose husband manages the Valentine in Toledo, was in Toledo hospital suffering from the same illness.

Marvin Harris, manager of the Paramount, Toledo, was called to Racine, Wis., by the serious illness of his mother . . . Korky Kelley, the Toledo girl who blossomed into one of the country's busiest models, and also appeared on the screen, is giving up her career to get married. She'll become Mrs. Richard Riss jr. of Kansas City, Mo., after a wedding May 1 in St. Phillips in the Hills church in Tucson, Ariz. She met her fiance last September while on location in Arizona.

Jack and Virginia O'Connell, owners of the Loop and Ohio theatres, went to Hot Springs, Ark., returning to Toledo in time for Easter . . . Milt Tarloff, manager of the Toledo Sports and Home show, left for a Daytona Beach, Fla., vacation. He'll be back in Toledo before going to the Variety Club convention on the coast in May.

Chief Barker Jack Lykes, manager of the Colony, Toledo, headed a delegation of Toledo Variety Club members who went to Cleveland recently for the inaugural banquet of the reorganized Cleveland tent. Others who made the trip were Howard Feigley, Giles Robb, Milt Tarloff, James Dempsey, Lou Bruno and Burny Zawodny. Toledoans are still talking about the inaugural banquet in the Commodore Perry.

Joe Sabo has become chief of staff at Loew's Valentine . . . During Holy week "King of Kings" was shown under sponsorship of the Lutheran Men's league without charge at the Princess, Avalon, Eastwood, Westwood and Lyric theatres. A special showing for adults only was offered in the Macomber school auditorium. Boxoffices of all local houses were closed until 3 p. m. on Good Friday.

Loew's Valentine and MGM studios are donating one large trophy and six smaller awards to winners of the Region 2B-CIO bowling tournament to be held April 13-15, announced Ted Teschner, Valentine manager . . . Among coming attractions is a barber shop quartet contest to be held in the State May 10; Phil Spitalny and his girl orchestra in Civic auditorium April 14, and a redhot jazz concert in the same spot April 18.

The Stratford Theatre in the Toledo Zoological gardens, once leased to private interests, has become the nation's first industrial film theatre, said W. E. Bettridge, president of the Toledo Zoological society. The first free program March 22, 23, featured Owens-Illinois Glass Co.'s "Blow Pipes" and the Ohio state conservation department's film, "Realm of the Wild." The series will continue indefinitely each weekend.

The Johnny McCarthy memorial fund was assisted materially when Jack O'Connell put on a special tribute show in the Ohio Theatre, with all proceeds going to the campaign to honor the slain detective. "The Shocking Miss Pilgrim" was offered on the screen and four vaudeville acts were donated by Paul Spor, who operates a booking agency and talent school.

"The Jolson Story" had one of the longest and most profitable first run engagements of any film ever shown in Toledo. The feature first played three consecutive weeks in the 2,750-seat Rivoli. Then it moved to the Pantheon for two weeks, followed by two additional weeks in the Palace—or a seven-week downtown first run engagement.

The FCC has okayed installation of an educational FM broadcasting station in the Toledo public school system, to cost approximately $17,000 . . . The CPA has approved the application of the Fort Industry Co., which operates WSPD, Toledo, to erect a $27,000 television transmitter station at 115 Superior St., Toledo. The Fort firm announced last December it would spend $463,000 to equip television and FM stations of which $348,000 would be for television apparatus.

No more legitimate shows are expected to be shown at the Town Hall Theatre until next autumn, said Dave Neiderlander, manager of the Lafayette, Detroit, who controls the Toledo playhouse for the Shuberts. A new manager for Town Hall, to replace Ed Kita, who left in mid-February, will be named during the summer, and will come here early enough in the fall to conduct a subscription campaign which will insure patrons the same seats for every attraction, Neiderlander said. During the past season a dozen plays were offered.

War Hero in Cleveland To Aid Variety's Camp

CLEVELAND—Harold Russell, star of "The Best Years of Our Lives," which opened a day and date extended run April 4 at the Lower Mall and University theatres, was introduced to reporters at a breakfast Monday morning, soon after his arrival here. Although his coming was timed to coincide with the opening of the picture, he made no personal appearances. His chief object in coming here was to launch the Variety Club's new Heart project, sponsorship of Paradise Valley camp for delinquent boys.

From Cleveland the war hero went to Detroit to help the Detroit Variety Club launch its cancer campaign.

War on Booking Agencies Operating Without Permits

DETROIT—Hugh J. O'Neil, state superintendent of private employment bureaus, has issued a ruling that no booking agency will be allowed to operate in Michigan unless it possesses a state license. O'Neil's drive is aimed at nationally known offices which book attractions into the state without a local license as well as the small agencies who do not bother to get licenses.

Honor Lectrolite Head

DEFIANCE, OHIO—Harold L. Schlosser, president of the Lectrolite Corp. here, was honored for outstanding community service of the month by the Eagles lodge. Schlosser recently gave the city $11,450 to purchase Latty's grove for a public park, as a memorial to veterans of all wars.

DETROIT

Under the Marquees: Victor A. Dodge, getting ready to celebrate his tenth anniversary as manager at the Westown, which he opened for W&W, has lived up to his name by buying a new Dodge . . . Margaret Cutter and Howard Willard have left the Westown staff. Oscar Halverson, former assistant at the Warren, is now at this house . . . Peter Kavel, now relief manager for W&W, was out to visit at his old stamping grounds on Wyoming avenue . . . Gertrude L. Tracy, manager of the Van Dyke, takes her night off every Friday.

Walter Ryan, former manager of the Palmer Park in Highland Park, is figuring on going into business upstate . . . Sam Merson takes pride in the improvements made at the Amsterdam since he took over . . . Mrs. Felix Goletz, managing the Moran for her husband, reports business down in her neighborhood.

Robert J. Green of the Scrapbook shop, Pontiac, has an option on an undisclosed upstate theatre . . . Vincent Tilotta took over Thomas "Dusty" Murray's post as manager of the Elliott in River Rouge for Saul Korman . . . Wally Nickel, who started as usher, is now managing the Roseville for Jeff Williams. He replaces Jeff's niece, Blanche Bushina.

Richard A. Rank, former operator at the Eastwood, took over as manager of the East Detroit Theatre, replacing Barney Chauvin . . . Roy R. Shook of the Shores in Saint Clair Shores anticipates a lot of competition when the theatres now being planned are built . . . George H. Santer of the Radio City received an award for first place in his division in the March of Dimes drive . . . Saul Sloan is to be complimented on the neat plant boxes set in shadow boxes on the interior wall of the Radio City foyer and got a nice effect.

Max Krim, who plays big time polo, is back from a playing tour of Cuba, his brother Sol, who runs the circuit here, reports . . . Jack McPherson, who left many friends here when he moved east, is due back in town en route to the Chicago NSS meetings.

The passing parade: Ed Jacobson of the Forest looking for a show to go to on his night off . . . Milton Jacobson of the Stone out checking the rainstorm in front of his house . . . Vernon E. Carlson, manager of the Senate, who has won the respect and friendship of the people he deals with in the neighborhood.

Harry Remington, former exploiteer for the Fox, was in town. He is publicist for the Howard Hughes interests now . . . Stanley Glowski, who has been with Community Theatres 19 years, took over as manager at the Redford, replacing Myron Komer. Leonard Salsbury took the post at the Royal Oak formerly held by Adolph Komer and Charles Beiber.

Wilson Elliott, former assistant manager at the Fox who's been taking 16mm pictures of his patrons at the Redwood Waffle shop and projecting them right there, is in Mount Carmel Mercy hospital for a back operation necessitated by injuries sustained in a parachute jump while he was in the army air corps.

Nick Forest, former owner of the Art, returned to the Broder circuit as manager of the Time, replacing William Burnette, resigned . . . James A. Jeffress returned from his Central American venture to manage the Seville, replacing Robert Elliott. Elliott is going into the real estate business.

Mr. and Mrs. Jack Broder made a quick return trip to Detroit because of the death of Mrs. Broder's father . . . Paul Broder and Harold Sandelman are due back any day from their new operations in New York . . . Charles Shafer, formerly of the Fisher, is the new manager of the Norwest, replacing Patricia Clark, who left to get married.

Exchanges: J. Maxwell Joice, Paramount exploiteer, is back from a trip to New York City . . . Herbert Brown, former MGM booker here, sends his best regards to Filmrow from Roxbury, Mass., where he's been living for the past five years . . . William "Boots" Scharun is the only local premium man who started in film business as a booker—back in 1921 . . . J. B. McGovern, Paramount auditor, was in from New York for a few days . . . Art Knapp, dean of Fox salesmen, is back in town after a year's sojourn in the south. He has been convalescing from a heart ailment.

Along the rialto: Harvey H. Huff withdrew from the Super Sound Co., with Robert C. Servis and Leonard Y. Sanborn taking over his interest . . . William "General" Graham, assistant manager of the Palmer Park in Highland Park, became the uncle of a girl.

L. N. Taylor, manager of Detail Production Co., maker of the Millreel, returned after a month in Florida . . . Ray Conlin, now domiciled in Royal Oak, is talking of re-entering the independent booking field.

Fred J. Campau of Pinconning, acting secretary of the new 16mm exhibitor group, reports that Jean Hersholt, AMPAS president, has expressed interest in the new group, as has Don White, executive secretary of the National Ass'n of Visual Education Dealers . . . Peryl LaMarr, formerly of the Bowery, has opened a theatrical uniform and costume shop on Woodward avenue . . . Jake Hirschfield is new president of the Costumers Ass'n of America and is bringing the 1948 convention to town.

Up in the Booths: Walter Rickens of the National went to Canada for a day . . . Timmy Sullivan, operator at the Utopia, is back from a trip to Cincinnati, accompanied by Joe Sullivan of the Paradise . . . Carl Ransdell and Walter Jones of the Redford are cooking up their own private suburban lodge, complete with door guard and all.

Lloyd Turel of the Norwest keeps tab on local industry goings-on . . . Mel Donlon says all the Nightingales do these days is just roll the balls down the alley quietly, then go home . . . Roy Light of the Westown comments they're getting some new blood to liven up these bowling averages . . . Mrs. Donlon is going to California for her health when the bowling season is over and Mel may join her there later.

Richard Connell of the Pasadena traded a stairway for a washroom and ladder in the modernization program at his house . . . Mrs. Cecil Cox, wife of the Colony operator, has the checkroom concession at the Miami bar . . . Mrs. Eugene R. Haas helped her husband to close up the Amsterdam . . . Arthur Sedgwick took over the booking at the Moran, replacing Robert E. Langdon who is in poor health as a result of his war service. Langdon has gone to Flint.

James Best of the Lyric, Lapeer, has moved to the Gem in Flint . . . Harold Hart, formerly of the Capitol in Owosso and the Rialto in Flint, is in the state hospital at Howell with a case of tuberculosis . . . Clyde Haskill, who took over at the Sheridan, coming here

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from Los Angeles after an assignment in Flint, reports Mrs. Haskill is recovering slowly from a major operation.

James Kimmick of the Macomb in Mount Clemens stopped in at the Roseville after work to visit with George Konath . . . Roy Suckling of the Shores in Saint Clair Shores is fixing up a sunlamp for his place in his spare time . . . Wayne Edwards, son of John Edwards of the Michigan, is sharing the booth at the Radio City with Arthur Finley of Milford.

Horace Parsons of the Krim in Highland Park is taking a six-week vacation in June to go to California and Montreal. His brother Leslie, who is on the 20th-Fox lot in Los Angeles, talked to him via the ham radio network the other day. They haven't been together in 24 years.

Other Top Films to Use Pattern of 'Best Years'

CLEVELAND—A policy inaugurated with "Henry V" and followed by "The Best Years of Our Lives" promises to become a set policy instead of an experiment. When United Artists leased the Lower Mall for an extended run of "Henry V" at advanced prices, local industry members lifted their eyebrows in wonder. The picture came through with a rich seven-week engagement.

"The Best Years of Our Lives" opened April 4 at the Lower Mall downtown and the University Theatre uptown simultaneously. Both houses have been leased to the Goldwyn organization for a minimum of eight weeks. Prices are upped but unlike "Henry V," performances are continuous and no seats are reserved.

Now comes the unofficial announcement that negotiations are in progress with United Artists for "Arch of Triumph," "Carnegie Hall" and "Monsieur Verdoux" to be shown at the Lower Mall and the University theatres under the same arrangement. If this is so, then these two houses will be established, on the basis of product, as the leading theatres of Cleveland.

Bill Jervis Has Attack And Is in the Hospital

PITTSBURGH—W. C. "Bill" Jervis, National Theatre supply manager, sustained another heart attack last week and is in Magee hospital. He had recuperated from a slight heart strangulation only a week or so prior to this attack and he had resumed duties at the NTS branch and with Mrs. Jervis had attended a wedding. Jervis, overweight, had been on a strict diet.

John S. Goshorn, NTS sales manager, theatre seating division, was here when the local manager was stricken. At press time Jervis was recuperating as satisfactorily as could be expected. "National Newt" Williams is looking after the NTS office.

Urge Exhibitors Support Ohio Employment Bill

COLUMBUS—Theatre owners in Ohio were urged by P. J. Wood, secretary of the ITO of Ohio, to contact members of the industrial relations committee of the Ohio house and ask them to report house bill No. 349 out of committee for passage.

This measure, introduced by Rep. John Kowalk, Sandusky, affects the employment of women and minors. First provision is that women over 21 would be permitted to work as ticket sellers after 10 p. m. Second provision permits women 16 to 18 to work after 10 p. m.

Members of the committee include Don M. Duncan, Manchester; Thomas S. Rose, Hamilton; Virgil Perrill, Washington C. H.; Paul R. Barnes, Columbus; Harold F. Stotzer, Archbold; Mark W. Bennett, Mount Blanchard; G. D. Tablack, Struthers; Benj. F. Turner, Pomeroy; Francis J. Heft, Lewisville; John R. Wood, Dayton; John H. Kowalk, Clyde; Anna F. O'Neil, Akron; John L. Woodard, Dover; Harry D. Bellis, Delphos, and Clifton L. Caryl (chairman), Marysville.

Not So Green a Field

Art Leazenby Warns Those With Yen to Run Theatre

DETROIT—The fact that everybody seems to have a yen to run a motion picture theatre is bemoaned by Art Leazenby, manager of the Cinema.

The public just sees the glamorous side of theatre operation but doesn't realize the problems involved, he said.

"It seems that everyone thinks he can write a book or play, run a tea room or operate a picture theatre," observed Leazenby. "I don't know how to write something that will make the Book-of-the-Month club or put out a 50-cent blue plate special that will net me a profit, but I am sure that, like this business, it is no pushover.

A FASCINATING BUSINESS

"There is no business that is more fascinating than the picture field. Every time you put a new film on the screen you have new problems, new angles, new advertising and publicity, and new hopes that on this one you will certainly break your house record. Look out when you get into the frame of mind when you say to yourself, 'I'll hit the jackpot on this one. We can't miss. It went over big in New York, Chicago and Hollywood.'

"Next thing, you start spending your hard-earned money on newspaper advertising, window cards and other means you think will pay off. You go to work on your publicity stories and work every local tieup you can. With all this behind, you hopefully await the opening day.

"If your opening is good, you find yourself standing in the lobby greeting customers with a smile of satisfaction and saying to yourself, 'The movie business is the best business in the world.'

WEATHER A HANDY EXCUSE

"On the other hand, if your opening day turns out with everything complete but the cash customers, you go up to your office and try to figure out what went wrong. You check over your ads and publicity to see what went haywire. If you can find no other answer, you can always blame the weather. You know, 'It is too hot' or 'It is too cold'; 'It is raining' or 'It is too nice out and everyone seems to be going to Belle Isle for a picnic.'

"Next thing that goes through your mind is, 'The heck with this picture. The one that is coming in next is THE picture. It did business in New York, Chicago and Hollywood and is sure to break the house record.' Then you start out again on the same merry-go-round you have just got off, but this one may really break the house record. Who knows?

"It's a gamble every time, and very interesting. There is always the chance that this one may be the picture of the year."

Fine and Associates Buy Fenway Hall, Cleveland

CLEVELAND—Meyer S. Fine, president of Associated circuit, heads a local group which last week purchased the Fenway Hall hotel for $1,500,000. Fenway Hall is a 12-story, 240-suite residential and transient structure at Euclid avenue and East 107th street. It was purchased from K. F. Gill of Fenway Hall, Inc.

The new owners, who took over the property April 1, plan a complete modernization program. The restaurant, coffee shop and bar have been leased to Joe Shulman, former owner of the Hickory grill.

It is also reported that Fine and associates have purchased the Caxton Bldg., one of the older office buildings on Huron road in the heart of the business section.

Takes Romantic Lead

Lynn Bari has been ticketed for a romantic lead in "Clementine" by Eagle-Lion.

Quick Work at Fowler

FOWLER, MICH.—Work is progressing on the construction of the new Fowler Theatre. The foundation has been completed and the side walls are going up rapidly.

Start Matinee Policy

BOWLING GREEN, OHIO—The Cla-Zel Theatre has inaugurated matinees, opening at 12:45 p. m. daily.

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CINCINNATI

Glen Allvine of the Motion Picture Ass'n held a luncheon meeting at the Netherland Plaza with exchange managers and exhibitor representatives to discuss the Children's Film library and Saturday morning shows for children. Since the meeting many additional bookings have been made of the features from the Children's Film library.

Ed Riesenbeck, manager of Keith's, started showing children's classics Saturday morning, March 29, and reports a very successful attendance. He received numerous calls from parents and teachers during the week following the first show commending the policy and promising support.

Col. Arthur Frudenfeld, division manager for RKO Theatres, his assistant, Bill Clark, and Nate Wise, publicity director, made a routine trip to Dayton this week. However, while there the colonel had an opportunity to renew his friendship with orchestra leader Guy Lombardo, who was at Keith's Theatre. Some years ago Lombardo appeared on a radio show in Omaha with Colonel Frudenfeld, who was known as "Dr. Applesauce—he cures your ills without any pills." Lombardo will open a week's engagement at the Albee in Cincinnati April 17.

James G. Howe, Carrollton, Ky., announces installation of complete new booth equipment in his theatre, the Richland . . . The Outdoor Theatre in Stockton, Ohio, has begun operation for the season, and has made extensive improvements, including RCA in-a-car speakers. The Blue Grass Drive-In, Georgetown, Ky., also opened the last weekend in March.

Irving Sochin, chief barker of the Variety Club, reports that four babies have been placed in the club's new foundling home, where the club is able to care for as many as ten needy children . . . Variety is planning a bingo party on Saturday night, April 19 . . . The date of the annual spring dance has been set back to June 7 . . . The national convention of Variety in Los Angeles will be attended by Allan Moritz, Ralph Kinsler, Noah Shechter, William Onie and Irving Sochin. They departed for the coast May 9.

Lloyd Rogers of Welch, W. Va., enjoyed a three-week vacation in Hot Springs, Ark. . . . Georgia Ray, the sunshine "ray" at the RKO midwest office, is very proud of her trim 14 figure, which she developed after several months of diligent dieting and exercising. More than 60 pounds of avoirdupois was lost, for the return of which no reward is being offered.

Julius Brown, general manager for the Jack Frisch circuit, is recuperating from a recent operation and will soon be able to return to his duties. Frisch, too, was the victim of a slight indisposition, but is now thoroughly recovered. He has announced the appointment of a new manager for his Findlay Theatre, Marvin McNamee, formerly a booker for Grand National Pictures.

William Settos of the Liberty Theatre, Springfield, made the rounds of the exchanges. Settos recently returned from Florida, where he spent a five-week vacation . . . Among other visitors on the Row were "Spotsy" Porter and Bernie Crawford of Beckley, W. Va. It has been many a week since these gentlemen made an appearance in Cincinnati.

Paul Hollen of the Alpine circuit, West Virginia, spent the best part of last week in Cincinnati attending to booking details . . . Other infrequent visitors were E. T. Denton of the Majestic, Owingsville, Ky., and Ray Holland of the Jefferson, Jeffersonville, Ohio.

Fred S. McCombs jr. has installed complete new equipment in his Community Theatre, Blackey, Ky. . . . Howard Shelton, who operates theatres in Vanceburg, Ky., has re-equipped his Strand, where he will begin showing 35mm pictures regularly . . . Theatre Owners Corp. will do the booking and buying for the Plaza, Miamisburg, Ohio, and the new Auto Theatre in Price Hill, which will be opened April 27 by Jerome Kunz.

Rube Shor, business manager of the West Virginia Theatre Managers Ass'n, encountered ten inches of snow in Blair Mountain, W. Va., just outside of Logan, causing him a delay of over four hours . . . The Village Theatre, Charleston, W. Va., has been leased for a roadshow engagement of "Henry V" . . . The Walters circuit, Huntington, W. Va., has joined West Virginia Theatre Managers Ass'n.

Rumor has it that plans for a film trucking line to Bluefield and back are being seriously considered by members of the West Virginia Theatre Managers Ass'n . . . H. N. Fix resigned as secretary-treasurer for the Newbold circuit. His successor has not been announced . . . Kenneth R. Kaiser has joined the Cincinnati servicing staff of Altec Service Corp. . . . Vic Lehman has assumed the position of booker for PRC-Eagle-Lion.

William Onie, branch manager of Monogram, returned from a two-week vacation in Florida . . . Milton Gurrian, city salesman for Monogram, left last Friday for a two-week stay in Florida . . . Lee Hofheimer and Al Sugarman have closed their Olentangy Theatre in Columbus for approximately six weeks. When it reopens it will have a complete change of policy; operating as an art theatre, and showing foreign films exclusively.

The annual convention of National Screen Service will be held April 17-19 in Chicago. The Cincinnati delegation will include Art Manheimer, manager; William Bein, district manager, and salesmen Derrick Sidney and Bill Filger . . . Sidney Kassel and Harry Weisbrod, auditors for National Screen, are spending some time in the Cincinnati exchange. Another visitor is Frank Greenland of the New York office.

George Kirby, branch manager of Republic Pictures, has returned from New York, where he attended a meeting of managers and company officials . . . Universal-International was visited last week by Joe Oulahan and Lester Zucker of the J. Arthur Rank Organization . . . Jules Lapidus, eastern division sales manager of Warner Bros., and Charles Rich, district manager, spent several days at the local Warner exchange.

Marvin Samuelson of Warner Theatres, Cleveland, visited the exchanges here last week . . . Seen on Filmrow: John Gregory, Farhills Theatre, Dayton; N. M. Burris, Lyric, Lewisburg, Ohio; Mrs. Sexton and A. J. Sexton jr., Ashland, Ky.; "Ducky" and Ralph Myers, Chillicothe, Ohio; Malcolm Loew Burwell, Parkersburg, W. Va.; George Lively, Walters circuit, Huntington, W. Va., and Goode Homes, Newbold circuit, Bramwell, W. Va.

Shirley Rauh, head biller for MGM, has returned to work after being home with the flu for a week . . . H. J. Ochs was here last week with his son Jack. They were preparing for the opening of their two drive-in theatres in Dayton and the Cruise-In in Miamisburg this month . . . Arnold Berger, district manager for the Phil Smith Enterprises of Boston, visited the exchanges last week. With him was Dick Smith, Phil Smith's son. Preparations were being made by them for the opening of their various drive-ins, including the one in Montgomery, Ohio. It was scheduled to open Friday, April 11.

The Jewish Center here inaugurated a program of Tuesday night shows that will run for five consecutive weeks. Pictures infrequently seen on the screens of regular theatres because exhibitors feel the demand for them is not great enough to offset the cost are being shown. The Art Museum has a similar series of Tuesday night shows of a more serious nature, and comments seem to indicate there is a fairly large interest in this type of film.

COLUMBUS

Bing Crosby was in Columbus this weekend for exhibition games between the Pittsburgh Pirates, of which he is part owner, and the Columbus Red Birds. The Columbus zoo is sponsoring the games, with a portion of the proceeds going to the upkeep of the zoo.

Freddy Bartholomew and his wife were hospitalized here for several days with flu, following Bartholomew's stage appearance at the RKO Palace . . . The Citizen and the Palace have resumed the stage show interviews with visiting headliners. Persons chosen to be in the backstage party are chosen from subscription lists of the newspaper.

Emil Buchsieb and Leonard Kohn, retired business men, are two new associate members of Variety Club . . . Tent 2 has discontinued its Sunday night family parties for the spring and summer season. These parties were most successful . . . George Halliday, projectionist at the Ohio, was on the sick list for several days. Paul Damrin subbed.

The Columbia, neighborhood theatre, is the first local house to install one of the new automatic popcorn vending machines distributed locally by Pop Corn Sez, Inc. This is the machine developed in California and available for the first time now in central Ohio . . . Walter Kessler, Ohio manager, has succeeded in getting an apartment after diligent search . . . Martin C. Burnett, Loew's central division manager, ended his house-hunt by purchasing a home in suburban Westgate.

Order Parking Facilities For Any Future Projects

TOLEDO—The city plan commission has ordered an amendment to the Toledo zoning code, to require future building projects, including theatres, to provide adequate off-street facilities for parking of automobiles. The amendment would force owners of all structures erected within the city to incorporate parking facilities in their building or lot-layout plans.

Robert Konwin, assistant city law director, told the planning commissioners he believes the courts would uphold the proposed legislation if its terms were reasonable, although no Ohio city has yet adopted such reforms. Parking requirements in the measure would be geared to the nature of the commercial undertaking, it was explained.

English Actor in 'Singapore'

English character actor Roland Culver takes a featured role in "Singapore" by Universal-International.

'The Best Years' Sets Pittsburgh Record

PITTSBURGH—Golden Triangle exhibition this week saw two records broken and the policy and operating change of two theatres. "The Jolson Story" set back the record of "Leave Her to Heaven" in the J. P. Harris, the color musical being the only attraction to remain on view there for five weeks. The picture was moved into the Senator for an extended run.

Samuel Goldwyn's "The Best Years of Our Lives" hit a new high for any picture in its third week in the Fulton. The Warner-Loew "honeymoon" ended with the breaking of the city pool and the former Warner Ritz became the operating property of Loew's. The Warner became the downtown outlet for RKO product. "California" earned a holdover in the Stanley, as did "Smash-Up" at the Harris.

Art Cinema—**Henry V** (UA), 3rd wk., roadshow ..... Capacity
Fulton—**The Best Years of Our Lives** (RKO), 3rd wk., roadshow 275
Harris—**Smash-Up** (U-I) 120
Penn—**My Favorite Brunette** (Para), 2nd wk. 60
Ritz—**Pursued** (WB), 3rd d. t. wk. 70
Senator—**The Jolson Story** (Col), 6th d. t. wk. 150
Stanley—**California** (Para) 110
Warner—**Song of the South** (RKO) 125

Business Bad in Detroit; Floods Hit Michigan

DETROIT—Business was poor last week, adverse weather combining with Holy week to depress grosses to the lowest figures of the season. Indications were that business was even worse upstate where flood conditions prevail. Detroit houses showed a neat pickup Easter Sunday, especially in neighborhood situations. Detail for week ending April 3:

Adams—**The Jolson Story** (Col), 13th wk. 110
B'way Capitol—**The Brute Man** (PRC); **The Beast With Five Fingers** (WB), 2nd wk. 90
Cinema—**The Stone Flower** (Art) 85
Downtown—**One Million B. C.** (UA); **Of Mice and Men** (UA), reissues 95
Fox—**Michigan Kid** (U-I); **Wake Up and Dream** (20th-Fox) 110
Michigan—**My Favorite Brunette** (Para); **Seven Were Saved** (Para) 130
Palms-State—**It Happened in Brooklyn** (MGM); **Little Mister Jim** (MGM) 120
Paradise—**My Dog Shep** (SG), 2nd run, plus International Sweethearts of Rhythm on stage 90
United Artists—**Bedelia** (E-L); **It's a Joke, Son** (E-L) 110

'Best Years' Remains Strong In Third Cincinnati Week

CINCINNATI—"The Best Years of Our Lives" completed its third week at the Capitol at road show prices and is still showing great strength. "Lady in the Lake," the other holdover picture, at the Grand, did satisfactorily. Among the newcomers, "Suddenly It's Spring" at the Palace drew best. Business generally maintained a steadier pace than anticipated for the pre-Easter period.

Albee—**The Red House** (UA) 120
Capitol—**The Best Years of Our Lives** (RKO), 3rd wk. 220
Grand—**Lady in the Lake** (MGM), 2nd wk. 100
Keith's—**Michigan Kid** (U-I) 95
Lyric—**Apache Rose** (Rep); **That Brennan Girl** (Rep) 90
Palace—**Suddenly It's Spring** (Para) 140
Shubert—**Stanley and Livingstone** (20th-Fox); **Les Miserables** (20th-Fox), reissues 80

End-of-Lent Slump Hits Cleveland First Runs

CLEVELAND—The end-of-Lent slump hit the theatres as usual, with only a few attractions surviving the situation. "California" was way in the lead among the new offerings, with a comfortable 20 per cent over average. Its nearest competitor was "Tarzan and the Huntress," which came through with a par score. Of the holdovers, "My Favorite Brunette," with 130 per cent, took first place, playing its third consecutive week downtown. "Nora Prentiss" in its second week, also topped par. Rain and cold weather added to the seasonal slump. Report for week ending April 2:

Allen—**Tarzan and the Huntress** (RKO) 100
Hippodrome—**That Way With Women** (WB) 60
Lake—**Nora Prentiss** (WB), 2nd d. t. wk. 105
Ohio—**My Favorite Brunette** (Para), 3rd d. t. wk. 130
Palace—**The Locket** (RKO) 60
State—**It Happened in Brooklyn** (MGM) 95
Stillman—**California** (Para), 2nd d. t. wk. 130

Detroit's One-House Run of 'Jolson' Tops Everything but 'Singing Fool'

DETROIT—"The Jolson Story" closed at the Adams last week after a run of 13 weeks, thus ending the longest single-house stand made by any picture in Detroit since Al Jolson's own starrer, "The Singing Fool."

"The Singing Fool" ran 15 weeks at the Adams in 1928-29.

"The Jolson Story" played two weeks at the Downtown on a day-and-date opening with the showing at the Adams. This total of 15 weeks brought "Jolson" up among the first four for all-time endurance in Detroit.

Still another Jolson starrer, "The Jazz Singer," also rates among the all-time first ten here. "The Jazz Singer" played 11 weeks at the Madison in a split engagement in 1927 and 1928.

The all-time record on a first run is held by "Gone With the Wind," which is 1940 played 12 weeks at the Wilson and 9½ at the United Artists, a total of 21½ weeks, on a day-and-date opening. In second place is "Neptune's Daughter," starring Annette Kellerman, which in 1914-15 ran 15 weeks at the Opera House (then known as the Campus) and four more weeks at the same house on a return engagement.

Other notable first runs were Pathe's "Passion Play," which did 14 continuous weeks at the Royal in 1907; Harold Lloyd's "Safety Last," which did 13 weeks at the Adams in 1923; "Hearts of the World," which did 11 weeks at the Campus and two at the Washington in 1918; "Fantasia," which did 11 weeks at the Wilson in 1940, and "Hell's Angels," which did six at the Shubert and four at the United Artists in 1930.

Other pictures with long first runs here include "Over the Hill," 1920, eight weeks; "Snow White," 1938, eight weeks; "Damaged Goods," 1915, eight weeks; "Lights of New York, 1928, eight weeks; "Tenderloin," 1928, seven weeks; "Tillie's Punctured Romance," 1914, six weeks; "Lilac Time," 1928, six weeks; "Birth of a Nation," 1916, six weeks; "The Lion and the Mouse," 1928, five weeks, and "Quo Vadis," 1914, four weeks. All of these were single run stands except in the case of "Snow White," which played day and date at the Madison and United Artists.

Variety's 'Mother Club' Soon Is 20 Years Old

Pittsburgh—In six months the "mother club" of Variety International will be 20 years in service and fellowship and Tent No. 1 will celebrate the occasion.

The Variety Club was organized here Oct. 11, 1927, and was incorporated in 1929 The eleven original charter members are John H. Harris, James G. Balmer, John T. McGreevey, George Lai, Dave Brown, John J. Maloney, John Morin, Ralph Harrison, Jack White, Eddie Fontaine and Harold S. Dunn. Fontaine suggested the name Variety and the designation of members as barkers. First meetings were held in Child's restaurant, Fifth avenue, and the club's first quarters was a single room in the William Penn hotel.

Nightingales End Season With Banquet April 28

DETROIT—The Nightingales club, composed of local operators who have their own bowling league, will hold its 22nd annual banquet Monday (28) in the grand ballroom of the AFL temple. Arrangements are being handled by Roy C. Light, Mel E. Donlon and Edgar Douville. Fred Crissey's band will play for entertainment and dancing.

Attendance will be restricted to members and their ladies. The committee promises many surprises, and a "menu fit for a king."

The Nightingales set back their bowling schedule because of conflict with Good Friday last week, and will close their season later than planned. They will play in the Detroit city tournament April 18 and 24.

'Captains' Reissues Dated For Several Big Circuits

DETROIT—Sol Cohen and Sam Kaplan of Albert Dezel Productions in Chicago have closed with important circuits in the Chicago area to play the combination of "Captain Fury" and "Captain Caution." Deals have been made with Balaban & Katz, Great States, Warner Bros., Essaness and the Allied. Second run houses, which seldom exhibit reissues, are included. The "Captains" show also is set for the Fox Wisconsin theatres in the Milwaukee territory.

Teachers Favor Theatre Tax

PITTSBURGH—Local district school teachers, seeking wage increases, are on record favoring taxes on social luxuries. Under a proposed tax on athletic contests, theatres and other social luxuries, now before the Pennsylvania legislature, pay increases of nearly $1,000 a year for teachers are possible, educational leaders declare.

New Twist to Old Idea: Concerts Before Show

CLEVELAND—Fifteen years ago Phil Spitalny, then resident orchestra leader at the Allen Theatre, introduced special Sunday concerts as a novelty. They were held on Sunday an hour before the start of the show. They were well attended.

This type of entertainment vanished with the coming of sound.

Now comes John Newkirk, manager of the Beach Cliff Theatre, with an old idea dolled up in a new dress. Newkirk is offering a program of musical hits to early patrons, through a tieup with the record department of Beach & Colahan, a neighborhood store. The musical programs are presented daily half an hour before the show starts.

Announces Novelty Reels

CLEVELAND—Two novelty reels are being released by Imperial Pictures. A three-reeler, "Ebony Parade," features Cab Calloway, Count Basie and the Mills Bros. among others in a 30-minute musical, and a single reel features Stepin Fetchit in "I Ain't Gonna Open Dat Door."

CLEVELAND

Leonard Mishkind, part and parcel of the film industry here for 15 years, has been named sales representative for Selznick Releasing Organization in this area. The appointment was announced by Grover C. Schaefer, SRO district manager, who has opened offices at 530 Film Bldg. Physical distribution is being handled by the Central Shipping Terminal. Mishkind has been with Republic Pictures for years as booker and salesman. He resigned a year ago to erect the Orr Theatre in Orrville in partnership with Sam P. Gorrel, former Republic manager. Mishkind was active in the exchange by day while attending WRU law school at night.



LEONARD MISHKIND

Harold Russell of the cast of "The Best Years of Our Lives," showing at the Lower Mall and University theatres, was the guest at a Variety Club dinner held Monday at the Carter hotel. Attended by several hundred members and friends of Variety, the dinner was the opening gun in Tent 6's 1947 drive for funds to support the Paradise Valley boys camp which it is sponsoring.

"Macsay," who really has a first name of Margaret, is back at Republic as head booker, a position she left temporarily to join Visual Communications in charge of its 16mm department . . . George Petersen, contractor, who specializes in building drive-ins, is commuting these days between Maryland, Kentucky and Indiana where he has outdoor theatres under construction.

Harry Schreiber, RKO Theatres district manager, was "batching" it last week while his wife and family spent the school vacation in Wilmington, Del. . . . Arnold Gates, manager of Loew's Stillman, has found a new descriptive adjective for advertising use. In his copy on "California" he described the color used in the picture as "sunburst." He also used the phrase on his marquee, attracting not only attention but also customers.

Max Cohen, U-I manager, spent the weekend with his family in Washington. Mrs. Cohen accompanied him back to Cleveland in order to make preparations to move into the apartment they finally obtained. It is a brand new one on Fairhill drive, now waiting for finishing touches.

Tony Stern, Warner film buyer, celebrated his complete recovery after a recent operation by taking his wife and two children to Niagara Falls over the weekend . . . Harry Weiss, 20th-Fox exploiteer, flew in to New York to see his brothers and sisters, returning two days later.

Al Kolitz, now RKO Rocky Mountain division manager, visited his family here over the weekend. The family will move to Denver as soon as an apartment is found . . . Frank Masek, National Theatre Supply manager, has completed installing new equipment in Ted Karageorge's Ohio Theatre, at Antwerp. The deal included new Simplex sound and lamps.

Charles Beckman, whose interests include theatres and bowling alleys, and who has been trailer-touring through Mexico all winter, is now on the way home. When last heard from he was in Las Vegas, checking up on the receipts of "Mom and Dad," the Hygienic Production show which now has 12 companies on the road.

Warner Club is all set to hold its spring party April 21. It will be a dinner-dance at the Alpine Village. Guests with paid admission ducats are welcome to attend . . . This is the week of "The Yearling." It opened April 10 at the State . . . Charles School, MGM auditor, is visiting the local exchange.

Charles Gottlob of the Milo Theatre and Mrs. Gottlob are leaving April 25 by automobile for Los Angeles. They'll be gone about a month . . . Visitors last week included Paul Pontius of the Limelite Theatre, Woodville; D. B. Stone, Idol Theatre, Lodi, and Bert Schoonmaker, Toledo theatre owner, as well as the usual weekly visitors from Akron and immediate surrounding towns.

P. L. Tanner of Film Transit Co. is back from a four-week tanning at Palm Beach . . . L. C. Gross and E. S. Johnson of Central Shipping Terminal were in Chicago last week . . . M. B. Horwitz, general manager of the Washington circuit, is back from a four-week Florida vacation and Paul Gusdanovic returned after four months at Miami Beach.

More visitors: Leo Burkhardt, Hippodrome, Crestline; Walter Steuve, Lyric, Royal and State theatres, Findley; J. S. Malano, Brewster Theatre, Brewster; Albert Lucas, Grafton Theatre, Grafton.

Oscar Ruby, Columbia manager, was still on the sick list. He suffered a relapse because he tried to force his recovery from flu . . . Growing signs: Evelyn Podolan has been added to the Jack Gertz Theatre Films personnel as secretary . . . You won't know the old PRC exchange when the carpenters and painters finish. It has been entirely rearranged and has better facilities for serving exhibitors.

RKO is still without a manager. It is going on six weeks since Al Kolitz stepped up into a district managership and at present writing no one has been appointed to replace him. In the meantime, Oscar Braeunig, and the sales force, under the eye of District Manager Milton Cohen, are carrying on.

J. S. Jossey of Hygienic Productions, who has been on the coast since the first of the year, is expected here within the next ten days . . . The mother of Frank Savage, manager of the Warner Theatre, Youngstown, died last week.

Hope in 'Caliph of Bagdad'

Bob Hope has been slated by Paramount as the star of "The Caliph of Bagdad."

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Pete Quiter Retains Lead In Pittsburgh Pin Loop

PITTSBURGH—Pete Quiter remains high scorer in the Filmrow Bowling league, his average being 137.5. His three-game high is 529. The Costello team is out in front with 29 games won and 10 lost.

Betty Kearns is second high for three games with a 459. Bob Green is high scorer for one game with a 233, and Betty Kearns has a 182 for second honors. The Bogart team is in second place behind the Costello outfit, and following in order are the Coleman, Abbott, Grable, Wilde, Rogers, Kaye, Gable, Garson, Hayworth, Crosby, Davis and Lamour teams.

Donald Chaban is second highest individual scorer with an average of 131.7. Bowling in the 120s are Bob Green, Jake Pulkowski, George Bierer, Betty Kearns and Jack Weltner; from 120 to 100, are Paul Reith, Matt Ray, Slam Boyle, Jim Young, Jack Lange, Joe Stack, Frank Marino, Francis Burke, Roy Davis, Walter McCloskey, Margie Vater, Marjorie Otten and Joe McCormick; and below 100 are Eddie Reith, Sam Speranza, Joe Miller, Lois Eggert, Jim Sippey, Wahneta Gardner, Margaret Cronin, Mary Faulis, Ann Zinsmeister, Grace Benitz, Grace Neiderberger, Gertrude Boyle, John Navoney, Jane Patterson, Dorothy Schmidt, Marion Willett, Ida Wolfe, Marjorie Botsford, Phoebe Homer, Anne Simon, Peg McArdle, Helen Garlitz, Rita Perri, Lois Meinbresse, Marie Eckerman, Eleanor Manz, June Hill, Marion Fogel, Grace Thomas, Jay Angel, Ruth McKnight, Julia Paulus, Roseanne Feinberg, Gertrude Hungerman, Rose Demma, Frances Miller, Cecelia Barr, Martha Valanci, Peg O'Connell, Claire Niederberger, Rose Semplice, Mildred Kindlin, Cel Kieselbach, Dolly Bosko, Rosemarie Charlem, Lena Caruso, Dorothy McArdle, Marion Shuster, Lucille Wirth, Carole Keefe, Margaret Krauss, Ann Quinn, Maureen Kieselbach, Madeline Caruso and Beverley Forman.

Gallup Omission of Films Protested by Pete Wood

COLUMBUS—Omission of motion pictures from answers to a Gallup poll which posed the question "What do you think is the greatest invention that has ever been made?" puzzles P. J. Wood, secretary of the Independent Theatre Owners of Ohio.

In fact, it worried Wood so much that he wrote letters to Gallup and Lynn Farnol of Samuel Goldwyn Productions, asking what they thought caused this inexplicable omission.

Wood received the following reply from Lita Scheel of the editorial office of the American Institute of Public Opinion, the Gallup organization:

"The only explanation I can think of why people did not mention movies as one of the greatest inventions is the fact that movies are quite taken for granted and are probably considered purely in the entertainment sense, while something like the electric bulb comes to mind more easily as an invention that is revolutionary. Television probably occurred to people for that very reason, although it received a very small vote."

Said Farnol:

"I'm as amazed as you that motion pictures were omitted. Maybe the whole thing stems from the point that I made in a recent talk—that we of the motion picture business have publicized our wealth and our fine living more than we have our efforts at improvement and our service as citizens."

Top three inventions were electric light, the atom bomb and radio, followed by the wheel, airplane, telephone, automobile, steam engine, radar, printing press, washing machine and television.

Modern Eastwood Theatre Readies for an Opening

PITTSBURGH—Members of the trade privileged to preview the new Eastwood on Frankstown road, Penn township, are emphatic in their declarations that it is the most modern theatre in the area, featuring modern materials, fixtures and equipment. Seating installation will be completed next week and the decorating staff will be checking out at an early date. Officers of Navari Amusements, Inc., said that a souvenir opening program will be published and that the theatre would be open the third week in April. Guests at the premiere will be township officials, civic leaders and friends in the industry.

Offers Bicycle, Skates As Kiddy Inducement

CLEVELAND—Julius Lamm, manager of the Uptown, is boosting Saturday kiddy matinees by offering a free bicycle and five pairs of roller skates. Lamm promoted the giveaways which are supplied by the Merchants Finance Co. Numbered tickets are given out for four weeks and the lucky number winner will be drawn at a big Easter party to be held April 5 with a special stage show to supplement the specially selected film program.

The prizes are an inducement to children to attend the theatre as often as possible and to get as many numbered coupons as possible, thus increasing their chances of winning.

Clawlike Hand the Motif Of "Beast" Advertising

DETROIT—For "The Beast With Five Fingers" the Broadway-Capitol used a huge clawlike hand in all advertising and marquee signs as the striking symbol of a horror picture.

A special showing was arranged at midnight for a single feminine volunteer who had to sit alone in the darkened house—and then appear the next morning on the Coffee Club radio program. She told of her experience, receiving a suitable award.

The exploitation campaign was handled by Alice Gorham of United Detroit Theatres.

New Theatre for Genoa

GENOA, OHIO—A modern motion picture theatre will be built here by Herbert K. Hoglan of Toledo to seat 450 persons. Parking facilities will adjoin the house which Hoglan will operate. He plans to begin construction soon.

Will Open at Athens

ATHENS, MICH.—L. E. Hoag is erecting a quonset hut type theatre here, to be called the Swing. It seats 425. It will be equipped with a snack bar. Opening on or about May 15 is planned.

Cochranton House to Open

COCHRANTON, PA.—Seating and equipment have been installed in the new 450-seat theatre by National Theatre Supply and the house will be open within two weeks. W. L. Dunn, general contractor, who has his office directly across the street from the house, is owner and manager.

Shea to Build Ashtabula House

ASHTABULA, OHIO—Shea Theatre Corp. has awarded the Heller-Murray Co., Youngstown, the general contract to build a new 1,500-seat house in Ashtabula, said R. K. Russell, manager of Shea Theatres there. Excavation will begin as soon as weather permits.

LOUISVILLE

Extremely bad weather, coupled with the lenten season, took a toll in boxoffice receipts over Kentucky. With the weather breaking prospects for good business are seen . . . More and more local church groups are supplementing regular services with religious motion pictures, and the demand for such product is increasing to such an extent that some studios are adding religious pictures to regular programs. Also in demand by the same groups are educational and recreational films.

Maurice Reinking, operator of the Swan and Idaho theatres in Terre Haute, died in Sarasota, Fla. Services were conducted in Terre Haute . . . Mrs. J. F. Carnahan, who recently underwent an operation at the Jewish hospital in Louisville, is recuperating at the home of her sister in Crothersville, Ind. Carnahan owns the Manchester, Manchester, Ky., and is affiliated with the McKee, McKee, Ky., and other Kentucky theatres.

Sylvester Grove, head of the Parkview Amusement Co., Louisville, is in Hot Springs, Ark., vacationing . . . Boyd Martin, film critic of the Louisville Courier-Journal, is directing the Little Theatre's presentation of "Julius Caesar" . . . A. E. Daugherty, critic of the Times, has just completed his 12th year in that capacity . . . Mrs. Danford Radcliffe is manager of the Majestic Theatre, Majestic, Ky., owned by Mrs. E. C. Lewis.

Complete new Motiograph equipment has been purchased by J. F. Carnahan for his Manchester, Manchester, Ky. New Motiographs also have been ordered by the Fourth Avenue Amusement Co. for the Strand in Louisville. The sales were made by the Falls City Theatre Equipment Co. here . . . New RCA sound will be installed in the Royal Theatre, Carrollton, Ky., owned jointly by Mrs. Frances Wessell and Fred May jr.

Recent visitors included Joe Goldberg, Popular Pictures, Cincinnati; Lyell Webb, Ritz, Burkesville, Ky.; M. C. Hughes, McKee, McKee, Ky.; William Kuhnsman, National Carbon Co., Fostoria, Ohio; V. J. McKelski, West Baden Theatre, West Baden, Ind.; Ray Coleman, Swan, Edmonton, Ky.; C. M. Caldwell, Caldwell Theatres, Cave City, Ky.; C. S. Caldwell, Lyric, Scottsville, Ky.; Oscar Hopper, Arista, Lebanon, Ky.; Bertha Wolf, Pastime, Owenton, Ky.; A. N. Miles, Eminence, Eminence, Ky.; Russell Phillips, Franklin, Greensburg, Ky.; W. Henry Collins, Springfield, Ky.

"The Sea Hawk" and "The Sea Wolf," reissues on a double bill at the Mary Anderson, have received such attention that they are being held for a second week. Also in its second week is "Angel and the Badman" plus "The Ghost Goes Wild" at the Brown. The Academy award picture, "The Best Years of Our Lives" is still running at the Strand at advanced prices. Other Easter selections were "It Happened in Brooklyn" at Loew's and "Suddenly It's Spring" at the Rialto . . . "Blossom Time" has been booked at the Memorial auditorium for one performance, April 14.

W. E. Carrell of the Falls City Theatre Equipment Co. was host to the Louisville chapter of the Coast Guard league, which met at his Little Theatre auditorium. Carrell and his son are both members.

Vance Schwartz, executive of National Theatre, ran an extensive advertising campaign on the opening of "The Egg and I" which had its Louisville debut Easter eve.

Sam Lefko, former local film distributor and a Philadelphia representative for RKO in recent years, is on the mend and will be discharged from the sanitarium next month . . . Horse racing season at Charles Town will extend for 48 days from May 28 through July 22, and at Wheeling Downs the season will run for 52 days between August 20 and October 18.

James Fennell, Cincinnati, Buys Dry Ridge Theatre

CINCINNATI—W. H. Poteet has sold his Kentucky Theatre in Dry Ridge, Ky., to James Fennell of this city. Fennell has moved to Dry Ridge and taken over the operation.

Glass Front for Verdi

BELLE VERNON, PA.—Plans are completed for remodeling of the Verdi here, by S. Innocenti, proprietor. New lobby and structural glass front plans were prepared by Victor A. Rigaumont, architect.

Plan Herminie Remodeling

HERMINIE, PA.—The Central, formerly the Covi, will be remodeled extensively and new seating, projection, decorations, etc., will be installed by Charles Trozzo, new owner. Rudy Covi, who sold the theatre, is assisting Trozzo temporarily in booking.

Tunnelton Becomes Permanent

TUNNELTON, W. VA.—The Tunnelton, recently acquired by Don Hayman of Uniontown, Pa., has installed permanent booth equipment from National Theatre Supply. Under former management the theatre has been operated under a portable setup.

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THEATRE .....

STREET ADDRESS .....

TOWN ..... **STATE** .....

NAME ..... **POSITION** .....

PITTSBURGH

Ray and Irma Jean Woodard of the Kayton, Franklin, are vacationing in Florida. He had been in Alabama with his father-in-law, Len H. Houghton, exhibitor and lumberman . . . Julius Levine, UA auditor, visited the local branch . . . Myron, 6-year-old son of the Frank Silvermans, is a pneumonia patient in Montefiore hospital. His dad's the Columbia shipper.

Bill Jervis, National Theatre Supply manager, is on a strict diet following a recent illness. He is back on the job . . . FCC announced a conditional FM permit subject to approval of engineering details, to the Eagle Printing Co., Inc., Butler, Pa. . . . Following "Call Me Mister," the Nixon offering will be "Cyrano de Bergerac" with Jose Ferrer for the week of April 14, and for two weeks beginning April 21 the theatre attraction will be Mike Todd's "Up in Central Park."



FRANK A. ORBAN JR.

Frank A. Orban jr., Cairnbrook and Hooversville exhibitor and a member of the Pennsylvania house of representatives, has presented four acts to the session, and he has at all times endeavored to protect the interests of independent theatre owners . . . Variety Post 589, American Legion, with cooperation of local radio stations, is presenting entertainments at the Veterans hospital, Aspinwall, and at the VA Deshon hospital, Butler.

A drive-in is planned on Route 422 between Butler and Kittanning by an Armstrong county deputy sheriff and a Pittsburgh poultry man . . . Jacques "Jack" Kahn, recently a local Warners exploiteer, has joined UA in a similar capacity in the Chicago area, and Lew Carroll, former RKO exploiteer, Washington and Detroit, is now in St. Louis with the company.

Ray Allison has completed plans for the erection of a new theatre in Cresson and he is awaiting the green light . . . Jerome Veldenzer and his bridge, the former Geraldine Cohen, have returned from honeymooning in Nassau and Havana, and the former theatre supply dealer is as brown as a berry . . . Frank Fairgraves, Erie exhibitor, is in Lake Worth, Fla., visiting his father who has been ill.

Good Friday community service was an event in the Oaks, Oakmont . . . Richard Navari, Florida broker, was an Easter visitor here to see his mother, Brothers Rudy, Sam and Julius and other members of the family. Another brother, Al, is in the insurance business in California . . . Ira H. Cohn, UA manager, who suffered a heart attack February 28 and who experienced a setback or two in the hospital, is reported making satisfactory progress in his fight to regain health.

Sympathy to Mathilda Kiel, AMPTO assistant secretary, on the death of her stepfather, John Schatzer. A Brentwood resident, Schatzer died April 5 . . . Navari Amusements, Inc., which opens the new Eastwood Theatre in Penn township soon, is presenting Young America on Wheels, the week of May 2 in the Flamingo roller palace in the east end. The Flamingo has been named officially as the roller rink of the year by the U.S.A. Roller Skating Ass'n, and the national championships will be staged there July 8-12.

Drive-ins at Erie are expected to open new seasons April 25. They are Leo Guerrein jr.'s Skyway and Joseph Gold and William Coleman's Star . . . Application by Andrew E. Sheridan, attorney, proposes that the Variety Club's chartered name be changed to Variety Club, International . . . First cities on the daylight saving time bandwagon, adopting fast time April 27, are Pittsburgh, Philadelphia, Reading, Allentown, Harrisburg, Altoona, Williamsport, Bethlehem, Easton, Greensburg, Carlisle, Norristown, Pottstown, New Kensington, Hazelton and Stroudsburg.

Schedule of the Pittsburgh Civic light operas in Pitt Stadium: June 2-7, "The Desert Song"; June 9-14, "The Cat and the Fiddle;" June 16-21, "Balalaika;" June 23-28, "Roberta;" June 30-July 5, "Rio Rita;" July 7-21, "Countess Maritza;" July 14-19, "Rosalie;" July 21-26, "The Three Musketeers," and July 28-August 8, "The Great Waltz."

Jimmy Alexander jr., son of the Alexander Theatre Supply proprietor, has completed his schooling at Northwestern university, where he was awarded an SB degree from the engineering school, and he has returned home to make a decision as to various positions which have been offered . . . Mr. and Mrs. Mario Battiston, Export, Pa., exhibitors, were hosts at their home in Irwin to the Irwin high school basketball team the evening following their victory over Weatherly, thus winning the class B state championship. About 20 were expected but nearly four times that number turned up. The Battistons were prepared and all guests were treated to a big dinner.

Kenneth R. Baker, Washington, Pa., representative in 13 western Pennsylvania counties for Alexander Film Co., was a Filmrow visitor. More theatres in this area than ever before are profiting by exhibition of Alexander advertising clips, Ken states . . . Joe Delisi, retired exhibitor, and Mrs. Delisi have returned from vacationing in Florida. Joe, who transferred the Nanty-Glo theatres to the Blatt Bros. circuit last year, is a little overweight, but the golfing-outdoor season is coming up and he'll not have his clothing "let out."

Mr. and Mrs. Hymen Goldberg of the Regent, Beaver Falls, are vacationing in Atlantic City. Ill recently, Hymie was up and around last week . . . Bert M. Stearn, who heads Cooperative Theatre Service, reported in at the office after an illness of several months. He appears in good health . . . Rita Preissler, billposters' union secretary to Leo Abernathy, labor leader, was found dead last week in a room at the Keystone hotel. A suicide verdict was given.

A son, Charles Edward, was born to the E. W. Bergers. Dad is the RCA service engineer . . . James G. Balmer, Harris executive, is hard at work again after taking a rest cure for several weeks . . . Penn, Slovan, Pa., opened about six months ago by Richard Gerrero and Leroy Grago, has closed.

Bill Naidenoff, theatre decorator, and his family have returned to their home here for the summer. They have a Florida residence for the winter months . . . Sam Gould, veteran exhibitor, states he has not lost the Ohio, which has been taken under lease by Paul Becker. Gould, who continues in exhibition at the Arcadia, did not seek a lease renewal for the Ohio. He removes his equipment from the Ohio after April 20.

Annual luncheon meeting of the motion picture division of the Allegheny county federation of women's clubs was held in the Congress of Clubs. Mrs. M. Henry Dawson of the MPA spoke on children's motion pictures and Mrs. Albert J. Cupps, chairman, reported on the conference meeting of the National Board of Review. Mrs. George W. Postgate discussed the work of the west coast preview committee which she visited in Hollywood.

Don and Tony Mungello have remodeled the front of their Mary Ann, Burgettstown, and have installed a 10x14 foot confection room to the left of the front lobby. Their new store room adjoining has just opened with an electrical appliance tenant. In the rear of this space the Mungello brothers are preparing to install six bowling alleys which they will operate.

First Lieut. William Mikolowsky, son of Theodore Mikolowsky, exhibitor in Masontown, was married Easter Sunday to Carol Ross in Millersport, Ohio. Lieutenant Mikolowsky, a B29 bombardier-navigator, participated in 71 missions during the war. His bride was an air force stenographer in Mount Clemens, Mich.

Herbert Leonard Perer of the Park and Novelty and his bride, the former Beatrice Taper, have returned from their New York honeymoon . . . As in past years, the Warner was open April 4 from 12:15 to 12:50 for a special Good Friday service . . . The J. B. Christys, Conneautville and Tidioute exhibitors, after residing in the former community for approximately two years, have returned to their home in Tidioute. They lived for two years in Conneautville, where their son Howard and his wife Betty are managing the Palace.

With the Ritz now under the Loew's banner, Mort Fordan has been succeeded as manager by Vince Aldert, former first assistant to Bill Elder at Loew's Penn. Fordan is vacationing and when he resumes theatre duties it will be with Warners as circuit relief manager. Russell Schirra now is Elder's first assistant at the Penn and Arthur Stein is Aldert's first assistant at the Ritz. Carl Stoerkel is the Penn's chief of service and Ralph Paulson, former usher, is his assistant.

Seymour Lefton of Cinema Distributing Co., the candy-popcorn outfit, and his fiancee, Clara Gordon, vacationed in New Orleans with his parents, the Lew Leftons. The couple will be married here June 29 . . . The Civic Light Opera Ass'n has withdrawn "Rose Marie" and "The Firefly" from the Pitt Stadium summer season and has substituted Jerome Kern's "Music in the Air" for the former operetta.

"Ice-Capades of 1948" opens here in the Gardens next September 3 . . . Gordon Gibson of Atlas Theatre Supply is awaiting delivery on a new car . . . Mr. and Mrs. Israel Roth of the Penn on Penn avenue, are vacationing in Florida . . . AMPTO of W. Pa., has made a listing of all theatres that are equipped with popcorn machines.

Ken Woodward, western Pennsylvania showman, just can't subscribe to Horace Greeley's directive "Go west, etc." Unable to resist the lure of his native Pennsylvania hills, Ken has resigned his position as city manager of the four Ames Operating Co.

MOTIOGRAPH

DELIVERING
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"A A" Projector
ATLAS THEATRE SUPPLY CO.
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theatres at Ames, Iowa, and has returned to his home in Uniontown where he will vacation for several weeks before considering future activities. Woodward, a veteran in the industry, reports he enjoyed recent visits with former Pittsburgh film men, George Lefko, now PRC manager in Los Angeles, and Roy Haines, Warner's western division manager.

Theatrical Mutual Ass'n, New Kensington, has been renovated and remodeled and a gala celebration is to be staged there by the organization, composed of IATSE members... George Jaffe of the Casino is home after vacationing in Hot Springs.

Bert Redfoot, Windber and Central City exhibitor, and Mrs. Redfoot depart the end of April for California. Bert will visit his 83-year-old mother in San Francisco and a sister in Los Angeles. This will be Mrs. Redfoot's first visit in the Golden state . . . A son was born to the Dave Walds. Papa is a Warner circuit booker . . . Mike Winograd, Rochester exhibitor, is back on the job after vacationing in Florida.

Marion Heerman of the MGM exchange and John Moran, a utility employe of Kally's film express, will set a date with the preacher . . . Helen Jeskevic, MGM assistant biller, and Joseph Joyce will have a June wedding . . . The I. Elmer Eckers were hosts at the Variety Club family party April 11 . . . Bob Coyle, veteran Charleroi exhibitor, has taken off 17 pounds and he's looking very well.

Bertha Gibson of Atlas Theatre Supply has been ailing . . . W. A. Habegger has opened an office at 1711 Blvd. of the Allies for National Theatre Advertising Co. . . . PRC-Eagle-Lion was preparing to move into the former RKO quarters this week, but John Zomnir, manager, was not so sure about the switchboard transfer because of the telephone strike.

A number of the Andy Battiston associates will be in the nation's capital April 12 to attend the world premiere of "Citizen Saint" in Constitution hall. Werner "Fuzzy" Lund and Dario "Danny" Castelli were in Buffalo this week in connection with an invitational screening of the picture in the Erlanger April 8. The picture opens there April 15 following the Washington premiere.

The MGM exchange office is being brightened with installation of new grilled fluorescent fixtures and lamps . . . There was considerable flash flood damage at the New Bradford, Bradford, Pa., and at the State, Youngsville, Pa., early this week. North counties suffered heavily in the unwelcome Easter floods. Particular damage was done in Meadville, Warren, Cambridge Springs and in other communities.

Local newspapers featured editorials urging Fernand A. Thomassy not to offer an amendment to the Allegheny county smoke control bill. Thomassy is the McDonald exhibitor and a Washington county state representative . . . T. F. McCleary, RCA regional sales manager, was here from Detroit to conferences with James H. Alexander, products distributor, and Frank W. Hamre, service company district manager.

Kennywood Park opens its 50th anniversary season April 20. The school and picnic season dated to begin May 14 . . . Jerome Adams, formerly of the local MGM branch and recently assistant manager in San Francisco, now is branch head in Washington. Jerry's brother Art is a local MGM student salesman.

Cartoon shows were special Easter Monday morning kiddy attractions here in ten Warner and five Harris theatres . . . Work on Brentwood's $300,000 sports stadium is expected to start early in May . . . Betty Winkelman, secretary at Alexander Theatre Supply, is the wife of H. W. Winkelman, RCA service engineer . . . Donald Chaban of the RKO booking department was ill for a week following his return from Washington where he attended the Variety Club testimonial dinner in honor of his uncle, Sam Wheeler, Film Classics general sales manager.

Request From Papeete Is Too Much for Leo

Columbus — Leo Yassenoff, theatre builder and boss of the local Academy theatres, ordinarily likes requests from prospective theatre builders. That's his business.

But he had to turn down an eager would-be theatre owner the other day. The reason? The request came from Papeete, Tahiti, halfway 'round the world.

Leo, envisioning struggles with shortages of coconut logs, reluctantly said no.

John J. Maloney and Saal Gottlieb, MGM central division manager and Pittsburgh branch manager, respectively, will be in New York April 28 to attend a company sales meeting . . . Warner Bros. has purchased a 20x25-foot strip facing on Miltenberger street, directly in the rear of the company's exchange building . . . From New York we find Grover Schafer listed as local SRO manager, but Eddie Fontaine, district manager, hasn't been around to confirm this. SRO's office is in the Clark building.

James D. Phillips, member of Out-Door Theatre, Inc., which contemplates opening a drive-in near Irwin, is a partner in the garage business with Jerry Castelli at Library where the Castelli family owns and operates the Park Theatre . . . Guy Oglietti, Leechburg exhibitor, is up and around again following a recent operation . . . Sol Bragin, Warner circuit booker, is vacationing in Florida.

Marion Finer, secretary to John McGreevey at the Harris office, and Harold Labovitz, employed by the Internal Revenue department, are to announce a wedding date. Marion is a former Filmrow girl . . . A television scanning disc was demonstrated for a week or more via the new RCA Victor image orthicon cameras in Spear's . . . Oscar Levant, Pittsburgh pianist, composer, conductor, motion picture and radio star, will be piano soloist with the Pittsburgh Symphony April 22 at Syria Mosque. Vladimir Bakaleinikoff will conduct the orchestra.

Ted Laskey of the Basle-Laskey enterprises was ill at his home in Uniontown . . . Nathan M. Katz, AMPTO attorney, and Herman Fineberg, brother of Monogram's Sam Fineberg, are among incorporators of the United Jewish fund of Pittsburgh . . . Harry Bernstein, Columbia exploiteer who headquarters here, is working on "Johnny O'Clock," the Dick Powell drama, after exploiting "The Jolson Story" in the Cleveland and Cincinnati areas.

Paul Becker has acquired a long-term lease on the Ohio, northside house that had been held for a score of years by Sam Gould. Becker takes over May 1. He has had theatre experience with Jacob Richman theatres and with Leonard and Nathan Perer theatres. Gould continues in exhibition with the Arcadia. The Gould Amusement Corp. is being dissolved.

Sammy J. La Scola, 30-year veteran in theatre service in New Castle, Pa., who had been in San Jose, Calif., for a year and a half, has returned to New Castle and the Paramount. La Scola started as an usher in M. J. Gibbons' Nixon, New Castle, in 1915. With his return to the Paramount, Eddie Masters was departing this week for Florida and a GI school.

This happened to F. D. Moore immediately following the tradeshowing of "The Two Mrs. Carrolls," in which Humphrey Bogart puts poison in a glass of milk to do away with one of the Mrs. Carrolls: Adele Seegan, walked into his office with a glass of milk and was unconcerned about it until he let loose with a scream. "Dinty" is nervous and he can be emotional at times. Neither Adele nor "Dinty" knew that Paul Krumenacker had inspired the little gag. And there was no poison in the milk.

Charles F. Danver, Pittsburghesque columnist, reports that the likely record first-nighters here are the A. B. McGrew jrs. of Indiana, Pa., hotel owners. In 28 years McGrew has plunked down an estimated $15,000 for his Monday evening Nixon seats, eighth row center.

The 1947 national roller skating championships of the U.S. will be played under auspices of the Flamingo Roller club at the Flamingo Roller palace, East Liberty, on July 8-12. State champions will come there to compete. The host club is Navari Amusements, Inc., operated by Rudolph, Julius and Samuel Navari. Navari Amusements is preparing the gala opening of the beautiful Eastwood, Penn township, Pittsburgh area's modern motion picture palace, which is in fact "the theatre of tomorrow."

Key Stunt on 'The Locket' Gets Newspaper Breaks

CLEVELAND—Shirley Fishman, in charge of publicity at the RKO Palace, used the key stunt effectively here on "The Locket."

The week prior to the opening, Shirley gave out 8,000 keys in small envelopes and invited the recipients to fit the keys into a padlock attached to a lobby display locket. Actually 31 keys would open the locket. To the first one who succeeded went $50. Each of the succeeding 30 winners received $5.

The stunt kept a constant stream of people coming into the theatre lobby to try their keys, and of course, they were all very conscious of the forthcoming engagement of "The Locket." It was not necessary to buy a ticket to try the key, as the display was placed in the outer lobby. Newspapers gave the stunt extra reader space.

Sends 'Conscience Money'

PITTSBURGH — An anonymous gate-crasher who wrote he wanted to pay "for shows saw and never paid for when I was a kid" sent $5 to the Stanley Theatre. Charles Eagle, Stanley manager, presented the money to the Rev. Paul Bossompierre, acting director of Camp O'Connell, sponsored by the local Variety Club.

St. Michael Project

ST. MICHAEL, PA.—Michael Youneridge anticipates erecting a new theatre here. Operator of the Strand for a number of years, he will close the theatre in mid-May and remove his equipment. The mine union, owners of the theatre, will occupy the property as a union hall.

Akron House Becomes a Store

AKRON—The old Gayety Theatre here now is being remodeled into a big home decoration store for the United Carpet and Linoleum Co.

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Seth H. Field Joins Affiliated, Boston

BOSTON—Seth H. Field has resigned as head booker for the Graphic circuit to join Arthur Howard of Affiliated Theatres in a buying and booking capacity.



SETH H. FIELD

Field broke in with Graphic as manager in Ellsworth, Me., after graduation from Boston university in 1934. Two years later he became house manager for Stanley Sumner at the University in Cambridge and in 1938 he went to Gloversville, N. Y., as booker in the Schine circuit. He handled the booking of 65 theatres in the Albany and Buffalo territories for four years, leaving in 1942 to join the coast guard. He rejoined Graphic after his discharge from service in October 1943.

At Affiliated, Fields succeeds Frank Lydon who resigned to join the Selznick Releasing Organization as special representative in the New England states.

Affiliated is an organization offering buying, booking and billing service to exhibitors, plus guidance in policy and physical operation. It was founded by Howard, former business manager of Independent Exhibitors of New England in 1942. Fourteen theatres were on the books originally. Today there are 36. Offices are in the Park Square Bldg.

Lydon joined the company in 1943 as partner and vice-president, and resigned last week to go with SRO.

Newell Kurson, Graphic general manager, has appointed Arthur Rowe as head booker of the chain's 20 theatres, replacing Field.

Rowe has been with Graphic for 15 years, stepping into his new post from the Reading, Reading, where he was managing director.

Chester Johnson, from the Capitol, Franklin, N. H., replaces Rowe in Reading, and Robert Ripley, a newcomer, takes over in the Franklin vacancy.

New Hampshire Supports State Fire Marshal Bill

CONCORD, N. H.—No opposition was presented at a hearing before the house judiciary committee in the legislature here on the bill to create the office of state fire marshal with powers to enforce stringent fire safety regulations in theatres and other public places.

The state's fire chiefs were on hand to support the measure, and its sponsor, Rep. Laurence M. Pickett of Keene, tabbed it a "must."

Kullberg to State Organ

PROVIDENCE—Richard Kullberg has been engaged as organist at Loew's State to succeed Maurice White. Kullberg, a war veteran, studied organ under Aurele J. Forrest and Emil Velazco. During the war while stationed in England he played before an audience of 4,000 persons at the famous Trocadero in London.

Holyoke Theatre to Reopen

HOLYOKE, MASS.—The old Holyoke Theatre, recently purchased by the E. M. Loew Co. of Boston, will reopen in July, it is reported here. The house, one-time main stop on the theatrical road, will be used as a motion picture theatre.

Special Train Will Run To Edward Fay Party

PROVIDENCE—A large number of nationally known motion picture and theatre executives, and men prominent in business and political activities, have accepted invitations to attend the golden anniversary dinner in honor of Edward M. Fay, Providence theatre operator.

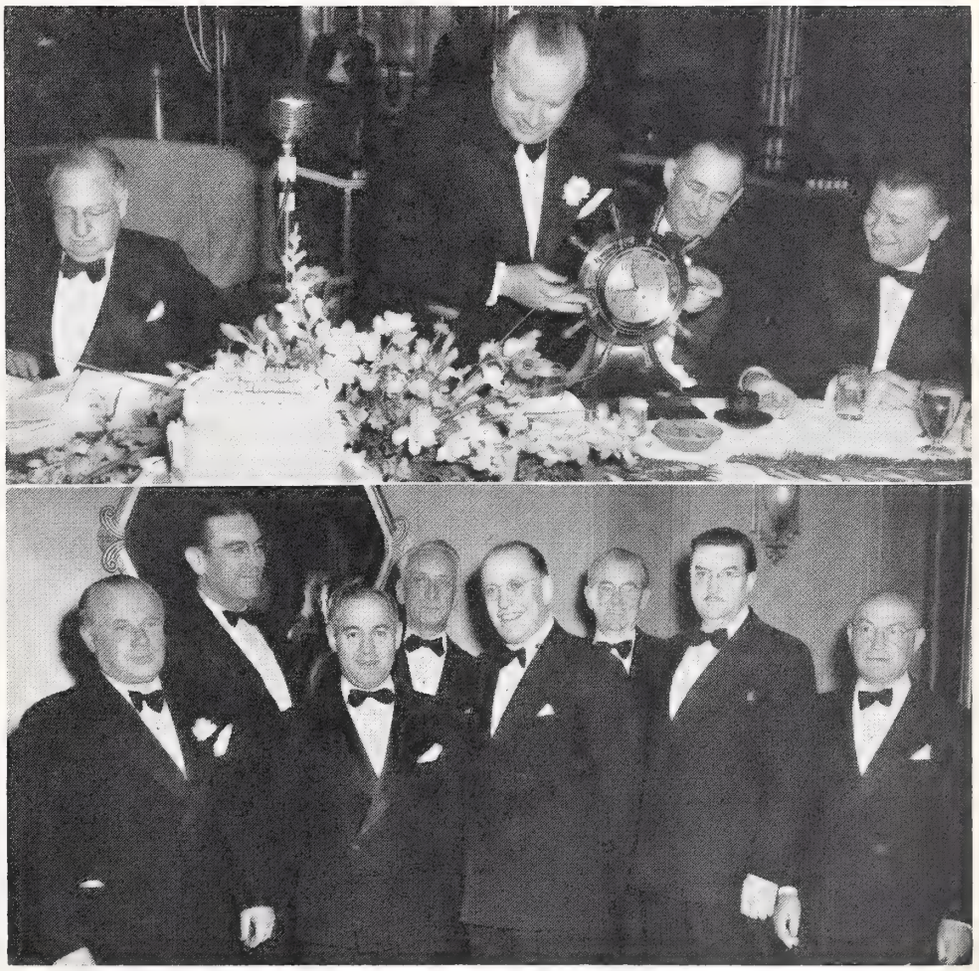
The dinner will be held in the Sheraton-Biltmore hotel April 21. Meyer Stanzler, chairman of the dinner committee, said an Edward M. Fay special train will leave Grand Central station in New York at 1 o'clock that afternoon bound for the banquet city. The dinner is being sponsored by the Independent Exhibitors of Rhode Island. Subcommittees have been appointed in New York and Boston.

Among those expected to attend are Gov. John O. Pastore, Mayor Dennis J. Roberts, Eddie Dowling, Frank C. Walker, former postmaster general; Basil O'Connor, national chairman of the American Red Cross and the March of Dimes; Maj. Albert M. Warner, president of Warner Bros. Pictures; Joseph R. Vogel, president of Loew's Theatres; Gus Eyssell, managing director of Radio City Music Hall; Barney Balaban, president of Paramount Pictures Corp.; George Schaeffer, president of Enterprise Pictures; Jack Cohn, president of Columbia Pictures; Malcolm Kingsberg, international president of RKO Theatres.

William F. Rodgers, vice-president of Loew's, Inc.; Thomas J. Connors, vice-president of 20th-Fox Film Corp.; Ned Depinet, vice-president of RKO Pictures; Herman Robbins, president of National Screen Service; William A. Scully, vice-president of Universal Pictures; Benjamin Kalmenson, vice-president of Warner Bros. Pictures; George L. Carrington, president of Altec Service Corp.; Abe Montague, vice-president of Columbia Pictures; Leonard Goldenson, vice-president of Paramount Theatres, and Si H. Fabian, president of Fabian Theatres.

New Assistant at Daly

HARTFORD—Joe DiLorenzo of the Daly circuit reports the appointment of Joe Young as assistant manager at the Daly Theatre here.



E. M. LOEW'S BIRTHDAY—Fifty friends honored E. M. Loew, New England circuit operator, on his 50th birthday, presenting him a ship's clock at a dinner held at Hotel Statler in Boston. Top picture, usual order: Herman Mintz, Loew's personal attorney for 25 years, and dinner chairman; Loew; Max Finn, general manager of the E. M. Loew circuit; Michael Redstone, Loew partner.

Bottom photo, front row: Loew again; Abe Weiner, U-I sales manager; Al Kane, Paramount district manager; John Dervin, UA manager; Herman Rifkin, Monogram vice-president. Back row: Harry Rogovin, Columbia manager; Maurice Wolf, MGM district manager; Tim O'Toole, manager of Columbia's New Haven branch.

BOSTON

Arthur Howard, president of Affiliated Theatres, underwent an operation at Newton-Wellesley hospital . . . Mr. and Mrs. Leonard Goldberg of the Adams, Quincy, took an Easter holiday trip to Spring Valley, N. Y., to visit Goldberg's niece who operates Orners hotel there.

Eddie Selette, manager of the Rialto, Everett, under Louis Rothenberg, has resigned to accept a managerial position with a circuit in New York state . . . Installation of new seats is planned at the Adams, Adams, during the summer months. The house is operated by Charles Morse. Charles Morse Theatres incidentally is manufacturing a DDT insecticide dispenser, Spraymaster, which is being distributed through Capitol Theatre Supply and National Theatre Supply.

"Zippie" Goldman of Embassy Pictures Corp. says "Open City" will probably outgross any independent picture ever released in this territory. He adds that attendance records are being broken in virtually every situation.

Terry Turner, director of exploitation for RKO, was in town for conferences with Gus Schaefer, district manager; Ross Cropper, branch manager, and Ralph Banghart, field representative, on the forthcoming New England premiere of "The Long Night," starring Henry Fonda and Barbara Bel Geddes. It is planned to open the picture in 200 theatres in New England and upper New York state about October 1. The premiere will be sponsored by the Yankee network.

Mr. and Mrs. Michael Fisano, owners and operator of the Cummings, Fitchburg, announced the wedding of their daughter Rita to Bernard D. Butler, April 12, at St. Anthony's church, Fitchburg, with a reception at King's Corner restaurant.

A color motion picture, "Where Do We Go From Here," portraying economic problems ahead and ways and means of meeting them, was presented at a Hotel Statler luncheon by Milton Blackwood, New England manager of Esquire magazine, to advertising, marketing and selling executives. General Motors, General Electric, B. F. Goodrich, U. S. Steel and other industries, as well as the navy and coast guard, contributed scenes to the film.

Ben Abrams, Monogram district manager, has closed a deal for "It Happened on Fifth Avenue," Allied Artists production, for the entire Warner Bros. circuit in New England . . . Benn H. Rosenwald, newly appointed MGM branch manager, replacing Tom Donaldson, who resigned, is expected at his desk on Church street April 21. He comes here from eight years service as manager for MGM at Charlotte, N. C.

Maxwell Andelman, vice-president of Devonshire Films, is negotiating with five state rights distributors for franchises. Contracts are being drawn in two situations with others to follow. When the entire combination is signed it will represent 38 per cent of the entire country . . . Congratulations to Mr. and Mrs. Herman Boas in the birth of their second son Peter at Baker Memorial hospital. The daddy is with Manco Supply Co. and is the son of the late Louis M. Boas, veteran theatre man here.

Max Zallen of Newton has bought the Shea's Theatre property at Turner Falls, formerly owned by Mrs. Dennis Shea, widow of the original owner of the building. Zallen, who also operates the Bethel, Bethel, Me., took possession April 1. It is understood that he will redecorate.

Basil O'Connor, chairman of the National American Red Cross, has written Meyer Stanzler, chairman of the Edward M. Fay golden testimonial dinner committee, that he will attend the dinner April 21 at the Sheraton-Biltmore hotel, Providence.

Henry Tobin, owner and operator of Keith's, Fairhaven, has renovated the house after the fire last November that caused extensive damage. The house is now open. Tobin recently took over the Casino, New Bedford, a small theatre which will be redecorated and remodeled. Arthur Howard of Affiliated Theatres is doing the buying and booking for both situations.

The 19-month-old son of Ken Mayer, Universal salesman, was taken to the Children's hospital suffering from convulsions and after a week's treatment was allowed to go home. The child's illness kept Ken from his weekly visit into the Maine territory . . . Ruth Cummings, Massachusetts booker at MGM, was home a week with flu.

Ernie Warren, Empire, Whitman, sent post cards to exhibitor friends reading, "What this country needs is less taxes and more pictures like 'The Jolson Story.'" He played the feature four days and broke all house records by 25 per cent, using two evening shows . . . Sympathy to Ben Wolf, office manager at MGM, on the death of his mother, Mrs. Lena Wolf, buried in Brooklyn.

FALL RIVER

New rubber treads have been installed in the stairways leading to the first and second balconies at the Empire as part of the improvement program in progress there. Lighting fixtures in the balconies will be replaced by modern appliances which also will be installed in the foyer . . . A V-type marquee is being installed under the supervision of Manager Paul Slayer at the Durfee. It replaces an upright marquee erected when the theatre was first built.

Plans are complete for the thorough renovation of the Yamins Strand Theatre. James Knight is manager. Much of the work, which will begin within a few weeks, will be done while the theatre is in operation, and the house will close only a few weeks. It seats 1,600.

William Canning, chairman of the municipal park board, is supervising the construction of bleachers in baseball parks of the community. The project, initiated by Canning, has won acclaim from baseball teams and their thousands of followers.

Springfield Youths Plead Guilty in Assault Case

SPRINGFIELD—Two youths have pleaded guilty in Springfield district court to charges of creating a disturbance in the Poli Theatre and to a charge of assault and battery. Both of the two Paul D. Ferriter, 20, of West Springfield and Urban Tessler, 20, of Springfield, were given two months in jail. They appealed.

Dismiss Projectionist's Suit

SPRINGFIELD, MASS.—Because Joseph Giard, projectionist, failed to exhaust all of the remedies for obtaining reinstatement in the IATSE, from which he was suspended last summer, a superior court justice dismissed an equity suit which he had brought against Lewis Williamson, Benjamin G. Hull, and Arthur J. Payette, all officers of the IATSE local here.

Robert Coogan Joins Jackie

Jackie Coogan's younger brother Robert is joining him in the cast of Columbia's "Kilroy Was Here."

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Spotty Week in Hub; 'Reckoning' in Lead

BOSTON—A week of spotty business was recorded here with "Dead Reckoning" at the two Loew houses the standout.

The Old South closed for a week pending the signing of the new lease by Siritzky International. It reopened April 5 with "Les Enfants du Paradis."

(Average is 100)

Boston—**Tarzan and the Huntress** (Col), plus stage show 140
Esquire—**The Best Years of Our Lives** (RKO), 14th wk. 180
Majestic—**The Adventuress** (E-L), 3rd wk. 120
Memorial—**Sinbad the Sailor** (RKO); **It's Great to Be Young** (Col), 2nd wk. 130
Metropolitan—**Suddenly It's Spring** (Para) 150
Paramount and Fenway—**The Beast With Five Fingers** (WB); **Hit Parade of 1947** (Rep) 140
State and Orpheum—**Dead Reckoning** (Col); **The Thirteenth Hour** (Col) 160

'Love Laughs at Andy Hardy' Leads Hartford Percentages

HARTFORD—"The Red House" in its third week scored well. Percentage leader was "Love Laughs at Andy Hardy" at the Poli.

Allyn—**Suddenly It's Spring** (Para); **Spoilers of the North** (Rep) 175
E. M. Loew's—**I'll Be Yours** (U-I); **King of the Wild Horses** (Col) 150
Loew's Poli—**Love Laughs at Andy Hardy** (MGM); **Backlash** (20th-Fox) 180
Palace—**Boomerang** (20th-Fox); **Wild West** (Rep), 2nd wk. 125
Regal—**The Red House** (UA); **Susie Steps Out** (UA), 3rd wk. 130
State—**The Guilty** (Mono), plus a stage show 110
Strand—**That Way With Women** (WB); **Crime Doctor's Manhunt** (Col) 150

Historian Lorant Returns From Stay in Hollywood

LENOX, MASS.—Stefan Lorant, author of "The New World," has returned from Hollywood to his native Berkshires after completing work on two film projects. Of his stay in Hollywood, he merely remarked, "I was never so unhappy in my life."

Lorant served in an advisory capacity to the motion picture industry on two motion pictures dealing with early American history.

"CORSAGE" POST-WAR PATTERN



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50 Melrose St. Boston, Mass.
Samuel J. Davidson, Pres.

Siritzky Gives Hub Foreign Film Spot



Leon Siritzky of New York, operator of a circuit of theatres in France and importer of foreign pictures, was in Boston to supervise the opening of the Old South Theatre under his banner. Shown here at a press luncheon after the screening of "Les Enfants du Paradis" are, left to right, Joseph Levine, head of Embassy Pictures Corp., which is handling the film in this area; Siritzky; Mme. Chambon, wife of the French consul in Boston; Harry "Zippie" Goldman of Embassy; Chambon, and Sam Siritzky, son of Leon.

BOSTON—The Old South Theatre, which has been leased by Leon Siritzky and his sons Sam and Joseph, opened Saturday (5) with a foreign film policy. Opening attraction was "Les Enfants du Paradis" (Children of Paradise), a French production.

The picture is playing continuously from 9 a. m. at prices scaled up to 85 cents. Ray Daugaweet is managing.

The Siritzkys are planning to improve the house by installing a new screen and rearranging the seats, among other things. They toyed with the idea of changing the name from the Old South to the Rex but after talking it over with local theatre people they decided to keep the original name.

Siritzky operates a circuit of 63 houses in France, the largest in that country, and also runs the Ambassador in New York and the Majestic in Brooklyn. He will open the Cinema Guild, an art theatre, in New York September 1. Siritzky also is an importer of pictures and is planning a distribution department for 16mm films for college, university, art museum and cinema league audiences.

John T. Foy of Worcester Dies; Showman 40 Years

WORCESTER—John T. Foy, stage manager of the Capitol, died in St. Vincent hospital last week. Friends said his death was hastened materially by a robbery in his Paxton home last October. He was 62.

He had been with the Capitol since its opening 19 years ago, and previously was with the Worcester, Plaza and Elm Street, having worked in theatres for 40 years. He was widely known as a golfer.

His health had not been the best for the last year or two but he had worked regularly. However, in October he and his wife were held up at gunpoint in their home by three robbers, and the shock of this reacted quickly and unfavorably on his health.

He and his wife went to Florida recently but his condition necessitated his removal to a hospital. He returned here a week before his death and a few days later entered St. Vincent hospital. Surviving are his wife and a sister.

Harry F. Storn to Wed

SPRINGFIELD—Harry F. Storn, son of the public relations director for the Riverside Park-In Theatre in Agawam, married Claire Elaine Hebert.

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MANY THEATRES
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USE BOXOFFICE ADS FOR RESULTS

WORCESTER

Leo Lajoie, manager of the Capitol, was host to members of the Holy Cross basketball team, national champions, and sports writers at a showing of newsreel pictures of the Holy Cross-Oklahoma game in New York . . . Gene Krupa, the band leader, was a visitor in town.

Stephen S. Jackson, a graduate of Holy Cross college here and well known in this city, and a former resident of Springfield, has been appointed by Eric Johnston to serve as assistant to Joseph Breen of the Production Code administration. A former judge in New York, he is an authority on problems of juvenile delinquency . . . Michael Haddad has been substituting at the Capitol.

Selectman George M. Beede, former owner of the Strand in Westboro, has been returned to his home from St. Luke's hospital in Middleboro. He is still suffering from injuries received in an automobile accident in which his wife was killed and has been unable to receive visitors . . . Manager Bob Portle of the Elm Street reports a holdover on "Boomerang."

Guy Palmerton plans to reopen the Playhouse for dramatic stock about May 23 and will operate the Whalom in Fitchburg beginning at the end of June . . . Aldrich Bowker, veteran character actor of the films, is dead in Hollywood. He was a native of nearby Ashby, owned a farm in Ashburnham and had appeared with stock companies in Fitchburg before going to Hollywood.

Carmen Comtois has joined the Capitol's staff . . . Mara Williams of this city, film actress in Hollywood, is engaged to Jack Leonard of films, former vocalist with Tommy Dorsey's orchestra . . . Vega Keane, formerly of Westboro, is in the cast of "Bathsheba," which introduced James Mason to the Broadway stage.

Samuel Wasserman booked Maurice Evans in "Hamlet" for the Auditorium April 29 and the musical "Up in Central Park" for May 15 . . . The Rialto in Leominster has been using amateur nights on Sundays . . . A number of theatres in towns outside Worcester dropped Good Friday performances, and the Florence in South Barre omitted shows on Holy Thursday.

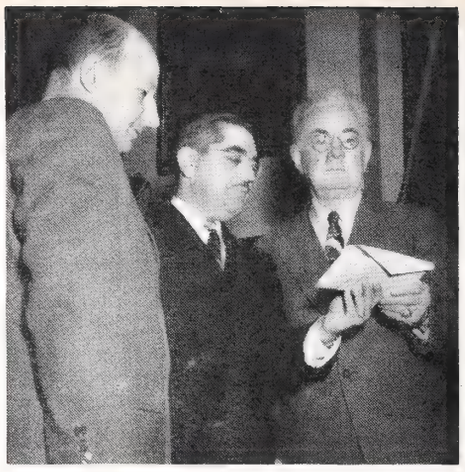
Two brothers, George DePasquale, 20, and Daniel DePasquale, 18, were fined $5 each in district court for causing a disturbance in a Front street theatre . . . The Capitol has taken on Paul Daly, Francis Brown, Thomas Kelly and Paul Donahue.

George Cohan Jr. Follows Path of Famous Parent

PROVIDENCE—George M. Cohan jr., son of the famous "song and dance man," chose Providence for his footlight career, just as his father, a native son, did 60 years ago. Young Cohan, appearing with his father's original pianist, John McLaughlin, opened a week's appearance at Fays Theatre here April 11, to launch a nationwide vaudeville tour.

The 33-year-old son of the author of "Over There" and "Yankee Doodle Dandy" has abandoned plans to revive his father's first full-length play, "The Governor's Son," in favor of the vaudeville tour.

The elder Cohan was born in Providence and made frequent visits here during his Broadway career. In recent months suggestions have been made that the city dedicate a memorial in his honor. Young Cohan attended Brown university here with the class of 1938, and worked with his father's production business before entering war service.



GOVERNOR GETS CHECK—And it was a good-sized one, too, in fact one for $27,942, which Edward M. Fay of Providence is handing to Gov. John O. Pastore of Rhode Island, representing collections by the state's theatres in the March of Dimes campaign. Looking on is Meyer Stanzler, president of the Independent Theatres of Rhode Island. Fay is at right.

HARTFORD

Frank Ramsey, former manager of the Lenox and Rialto theatres here, has opened a publicity agency in Hollywood . . . Frank Morin, manager of the Regal, and Mrs. Morin took in a flower show in Manhattan . . . Mrs. Al Michalski, wife of the former Circle, Manchester, manager, was in Saranac Lake, N. Y., where Al has been a patient at the Will Rogers Memorial hospital.

Jack Simons, manager of the Center, is making plans for a new marquee . . . Sam Harris of the State and Mrs. Harris are vacationing in Florida . . . Joe Twaddle is the new doorman at the Center . . . Jack Simons was in Providence where his daughter is going to school . . . Mrs. Charlie Niles has been recuperating at home following an operation.

Jim O'Connell is the new house policeman at the Daly . . . Tony DiLorenzo, brother of the Daly circuit district manager, was in from Washington on a visit. Tony is a senior at the Catholic university there . . . At the Regal Frank Morin and Jim Cotia, assistant, set up a display on "Smash-Up," featuring a blowup of Susan Hayward against a painted background of a bar, with this copy: "How lonely must a woman be . . . Before she has a 'Smash-Up' . . . The story of a woman."

Filed with the town clerk's office here was the following: Carabillo Motion Picture Service, Hartford, filed by J. A. Carabillo and Edward Carabillo . . . For "Temptation," Jim McCarthy of the Strand had an excellent giveaway deal with a department store. On opening day the ladies' undergarments section gave away girdles to the first 100 women arriving.

For "Dick Tracy vs. Cueball," the Victory Theatre, New London, announced in newspaper ads that free comic sheets would be given away at the Saturday showing for youngers . . . George E. Landers, manager of the E. M. Loew's, helped "Mr. District Attorney" in the local dailies by plugging the fact that Michael O'Shea, one of the film's actors, formerly appeared with the Guy Hedlund Players, drama group over WTIC, Hartford.

NEW HAMPSHIRE

The Merrimack Valley Region Ass'n is listing New Hampshire summer amusements for the New England recreational calendar. The events include summer theatre openings, horseracing, horse shows, fairs, dog shows, athletic events and other attractions . . . Margaret Hazlewood will return this season as director of the Chase Barn summer theatre in Whitefield.

The Strand in Dover was used by the Dover Ministerial Ass'n to conduct noonday Holy week services . . . It is reported that the 400-seat Lakeport Theatre at Laconia has been put up for sale . . . The double bill, "Lady in the Lake" and "My Brother Talks to Horses," made such a hit at the State in Manchester that it was held over.

James R. Irwin, proprietor of Winnipesaukee gardens, summer film-dance spot at The Weirs, and president of The Weirs Chamber of Commerce, supported before the legislature a proposed $1,000,000 development at the resort . . . An army film showing the need, purposes and proposed methods for universal military training, was shown by Maj. James A. Sullivan, assistant professor of military science at the University of New Hampshire at a meeting of the Portsmouth Kiwanis club.

House Bill 247, to increase the state's cut from the Rockingham Park horseracing revenue from 11½ to 13½ per cent, and include state education in the list of beneficiaries of racing income, ran into considerable opposition at a legislative hearing. Counsel for the N. H. Jockey club, owner of the race track, warned that the measure might reduce instead of boost state revenue, because "regard must be given to the point at which any type of tax becomes so burdensome that tax receipts fall off."

Church groups opposed House Bill 132 to create a state lottery, at a hearing on the measure before the house judiciary committee. Replying to critics, Rep. Joseph H. Geisel of Manchester, sponsor, declared: "We're taxed so much this year that I'm afraid the people will have no money left to buy lottery tickets."

The Colonial in Laconia was used for the inaugural of Mayor Parmentier, a 32-year-old textile executive who scored an upset in the recent municipal election . . . A Victor film projector with screen has been ordered for the graded school in Barrington.

A Walt Disney film dealing with cancer control was shown at a meeting of civic, fraternal and patriotic groups in Lebanon, prior to the opening of the cancer fund campaign there . . . Billy B. Van, once famous Broadway comedian now living in Newport, where he sponsored a fund to build a memorial to Sarah Josepha Hale, Newport author of "Mary's Little Lamb," has accepted an appointment on a committee to honor Sophie Tucker at a dinner at the Hotel Astor in New York May 4.

Gilbert Wing, Hillsborough World War II veteran, has left for Japan where he will serve as a film projectionist for the government . . . The North Conway Theatre was the scene of the recent annual meeting of the North Conway Water precinct.

Avant, well known Hollywood stylist who has recently designed hats and ensembles for Sylvia Sidney, Merle Oberon, Joan Fontaine and other film actresses, gave a lecture on "You, Psychology and Clothes" recently at the Currier Gallery of Art in Manchester.

An auditorium seating 400, with a stage and a film projection room in the balcony, is included in the plans for four new buildings at St. Anselm college in Manchester.

Louisiana-Mississippi Allied Debut in May

DALLAS—Col. H. A. Cole, president of Allied Theatre Owners of Texas, will go to Baton Rouge to attend an organization meeting May 5, 6 for an Allied unit in Louisiana and Mississippi. Sessions will be held in the Bentley hotel. Prime exhibitor objective of the bid to Allied is said to be interest in workings of the Caravan plan dealing with film buying.

Cole's part in the meeting, he being also a national director, will be to explain Allied principles and Caravan functioning in detail, with which he is thoroughly familiar. The meeting was tentatively set earlier for New Orleans but hotel accommodations were not available there.

Cole some time back was invited to aid Louisiana exhibitors in forming the new Allied unit. He recently attended a similar meeting in Denver where he assisted in forming an Allied unit.

Parsons and Millington Buy Texas at De Leon

DE LEON, TEX.—A. R. Parsons and H. L. Millington recently purchased the Texas Theatre here from J. R. Miller, and now are operating the house. They started remodeling a building several weeks ago but bought the Texas before opening it. They considered naming their new house the Atomic Theatre, but decided on Leon, after the Leon river which flows nearby.

The new owners will operate both theatres for the present. The Leon is regarded as the A house. Miller is reported to have purchased a home in Stephenville, where he formerly lived.

Universal Sues Exhibitor Alleging False Returns

BATON ROUGE—Universal Film Exchanges, Inc., has filed a suit in federal district court here against Gordon C. Ogden, proprietor of the Ogden and Chimes theatres, alleging that the defendant made false statements declaring that attendance at his theatres was "considerably less" than the true figures.

Universal asked the court to determine the amount of the loss and to render a judgment in that amount, plus punitive damages.

Usry and Kincaid Start Third Decatur Theatre

DECATUR, TEX.—H. S. Usry and L. R. Kincaid have started plans for their third theatre here. They have retained Architect Ray F. Smith of Dallas.

The job is expected to be completed in four months after permit to build is granted, or after all controls are lifted, possibly by June 1. The new house will seat about 600.

Normangee Theatre Sold

NORMANGEE, TEX.—L. R. Jones of Altus, Okla., has bought the Yancey Theatre here. On April 1 the name of the theatre officially became the Jonesy Theatre. Jones said his wife will help him operate the house.

Norman Lawrence Resigns

NATCHEZ—Norman Lawrence, manager of the Clarke Theatre, has resigned due to ill health but will be associated with the Clarke in another capacity. Succeeding Lawrence is H. D. Nunnery of Magnolia, Miss.

Walter B. King Stricken; Texas Acoustics Pioneer

DALLAS—Walter B. King, 63, theatre decorator for 37 years, died last Saturday morning while completing a remodeling job at the Palace Theatre in Marlin, Tex.

He had suffered a heart attack late last year, after which he was confined to a hospital and later in his home several weeks. Recently he partially resumed business activity, and had completed several theatre jobs when the fatal attack occurred.



WALTER B. KING
(From a photograph taken a number of years ago)

King had lived at the Ambassador hotel here the last three years. Survivors include his mother, Wichita Falls; two daughters, Mrs. Laverne Grossman, and Nancy; a son Sam B., a transoceanic pilot who received the news of his father's death in Ireland and flew here for the funeral; two sisters, and two brothers, Robert of Los Angeles and Will of Houston.

FOUNDED BUSINESS IN 1910

King founded the King Scenic Co. here in 1910 when opera houses provided all the decorating work. He did not enter the motion picture field in a large way until the advent of sound film. His knowledge of acoustics, acquired in work of this type at county courthouses, proved important when sound revolutionized the motion picture industry in 1929-30 in Texas.

Gathering all his knowledge and material on acoustics, King launched an extensive advertising campaign and in a comparatively short time reconditioned hundreds of theatres whose tin ceilings, plastered walls and other similar drawbacks made it impossible for sound pictures to be heard distinctly.

His quick work proved a lifesaver for many small theatres throughout this area. King organized several crews and arranged for them to travel from one theatre job to another by airplanes, performing acoustical jobs in record time. The work was more or less crude, consisting of a cloth canopy under the ceiling and velour or azite banners along the walls. But this treatment stopped reverberation and echoes, and enabled the houses to operate.

HIS SERVICE A LIFESAVER

Only a few national companies offered acoustical service at that time and they were out of reach of the small theatres, which needed conversion immediately. King's service stands out as an important chapter in the history of the smaller houses which had sound thrust on them before they were ready for it.

King made a small fortune for himself while rescuing a segment of the industry in this territory from what looked like an impossible situation.

The canopies were outmoded in a few years by acoustical plaster, treated wallboard and scientific channeling of sound waves, but the advancements enabled King to branch out into new decorative schemes, house lighting, etc. He remained solely in the remodeling and decorating field.

L. T. McDaniel Purchases Rains Theatre at Emory

EMORY, TEX.—Theo Miller has sold the Rains Theatre here to L. T. McDaniel of Carthage. Miller owns the Gem at Quitman and the Talco at Talco. He recently sold the Hawk at Hawkins to Roy Devinney.

Miller said he plans to devote full time at Quitman and be able to look after Talco more closely. He declared his only reason for selling was that he just couldn't get help.

Buys Cabot Equipment

CABOT, ARK.—Bessie Waller of Judsonia, Ark., recently purchased the equipment of the Bailey Theatre from Clarence Bailey.

Giveaways in Texas Just a Memory; Exhibitors Say It'll Stay That Way

DALLAS—Premiums, giveaways and business stimuli as exhibitors knew them during the bank night era are showing no evidence of returning to Texas.

Bank night was ruled illegal, business gradually improved and the industry forgot it ever had to use premiums to induce patronage. No one thought of giving anything away in theatres during the war boom. Exhibitors today say that business isn't what it used to be but they will hold out a long while before taking the giveaway route. Some say they are now using bargain days in their theatres and others are showing a double bill which they figure will serve as stimulants for some time to come.

Unless theatre business slumps additionally, which few believe will happen, the premium business is not expected to boom for a long time. As far as is generally known, few exhibitors have been approached on definite giveaways. A bicycle deal, however, originating in Hollywood or Chicago, is being used in a number of towns and by some circuits. This is aimed at building up juvenile shows and particularly Saturday matinees. No companies in the giveaway field have offices on the Row and none are known to be working the Texas field.

Hen Press Agents 'Egg and I' Debut

OKLAHOMA CITY—Gene Hudgens, manager of the Home, spread his eggs all around town in exploiting "The Egg and I." His campaign resulted in reams of publicity and results showed at the boxoffice. Six thousand attended the show Sunday, when it opened, and 4,000 passed through the turnstiles the following day.

One of Hudgens' best stunts was using a hen as a press agent. He dressed the hen in a tailor-made coatlike affair and had her claws manicured. She was named Betty MacDonald after the author.

The Times used a two-column picture of the fowl plus a long "interview" with her. The weekly Advertiser also carried a photo. Betty was "interviewed" by three radio stations, transcriptions being played back several times at later dates. Hudgens also had the hen parading the streets.

In a national tieup with the People Are Funny radio show, Hudgens planted 100 plastic eggs around the Civic Center. Each egg contained a list of items to be collected and the first person finding all the items and bringing them to WKY won a trip to Hollywood. This made for front page art in the Oklahoman and caused comment in print for several days.

Tieups also were arranged by Hudgens with ten book stores and seven music stores, and as a final promotional effort just before the opening Hudgens furnished dozens of eggs labeled " 'The Egg and I'—Home Theatre" to two large Easter egg hunts.



HEN LAYS PUBLICITY EGG—Gene Hudgens, manager of the Home Theatre in Oklahoma City, became the custodian of press agent hen Betty MacDonald, in connection with the engagement of U-I's "The Egg and I," at his theatre. Betty, the property of Ruby Bell, an employe of the U-I Oklahoma City exchange, was given the run of the theatre by Hudgens during the run of the film, with an usher assigned as her caretaker and a "roost" in Hudgens' office.

Bob Smith, Valley Figure, Suffers a Heart Attack

TEMPLE, TEX.—R. N. "Bob" Smith, Rio Grande Valley exhibitor, is confined in Scott & White hospital here after suffering a heart attack. He owns theatres at Mission and in several other valley towns.

Smith had been quite active until the attack and was in Dallas during the past few days, buying and booking for his theatres. He was brought to Temple immediately after the attack.

Ford Taylor's New Ritz At Ballinger Opens Soon

BALLINGER, TEX.—Reproduction of the architect's drawing of H. Ford Taylor's new Ritz Theatre appeared in the Ballinger News and in the San Angelo Standard-Times. The new house is well under way with the opening set for May 15. It will seat 600. The old Ritz was destroyed by fire the first of the year and Taylor had little trouble getting a quick priority. The front shows white stucco, colored tile and yards of neon tubing.

Seek Girl Like Dotty

BEAUMONT—In connection with the showing of "My Favorite Brunette" the Jefferson Theatre is sponsoring a contest to select the Beaumont girl nearest Dorothy Lamour's measurements.

Comedy Role in 'Whiplash'

Warners has assigned Eve Arden a wise-cracking comedy role in "Whiplash."

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SCREEN GUILD PARLEY — Francis Bateman, general sales manager of Screen Guild Productions, left, and W. J. "Dutch" Cammer, SG manager in Dallas, are pictured while holding a sales meeting in the Texas city. John L. Franconi is franchise holder for Texas and secretary of the national company. Bateman was ill four days during the meeting, arriving in Dallas with a case of influenza. Bateman assisted Cammer in closing a deal for the latest SG group with Theatre Enterprises, Inc., for Texas and New Mexico houses.

Henry Long Succeeds Foy As Pilot of the Palace

DALLAS—Henry Long, assistant manager of the Palace, was moved up to manager to succeed Richard E. Foy, who died late last week. City Manager James O. Cherry announced the promotion. Long has been an employe of Interstate for 12 years. He managed the Melrose Theatre before serving four years with the armed forces.

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Raymond Willie Protege Heads for Film Career

DALLAS—Eddie Williams, who as a young college student was given a crooner's chance at the Palace Theatre by Interstate circuit's assistant general manager, Raymond Willie, recently was given a screen test at 20th-Fox in Hollywood. Local newsmen and theatre men plugged for him. Scout Ivan Kahn had him read dialog here. In the meantime he sang with big name bands and did his pitch during the war with the coast guard.

Hepburn in 'Above the River'

Metro has signed Katharine Hepburn the femme lead in "House Above the River."

CENTRAL TEXAS

By LES KETNER

Your erstwhile San Antonio scribe is still stymied at veterans hospital in Waco. By grapevine we learn that Interstate's Cherry Mystery Car contest is really clicking in this central Texas metropolis. Every day clues are broadcast over the radio as an auto starts on its scheduled run over the city. The first citizens recognizing the new car are awarded free passes to a Waco theatre; a free meal and gratis transportation downtown in a Checker cab. Responsible for this campaign, which is attracting city-wide attention, are Interstate's City Manager C. H. Stewart and Publicist Rexford Bodoin of the Orpheum.

"Mom and Dad" played a five-day engagement at the Melrose, independent house . . . The Waco Theatre held a "horror" show one night last week and business was terrific . . . Extra good films are being shown at the government hospital here at which your correspondent is a patient.

Recent visitors in these parts included Billy Ruder, the exploiteer, and Ike and Harry Katz of Kay Films, who were en route to New York City . . . Waco has quite a few independent houses, approximately a dozen, in fact . . . Bill Hall, fellow-patient at the veterans hospital, has worked as an extra in two pictures, "GI Joe" and "Hospital Train." He was stationed in California after the war.

Fire damaged the Trefoil Theatre here last week. The blaze broke out soon after the last feature was shown. Luckily, all patrons were out of the house before the fire started . . . Ed Newman has opened his Elm Street Theatre in east Waco, the first to be erected in that part of town. The Waco Record, weekly community newspaper, had a full page co-op ad in connection with the opening . . . The Fox Theatre in Waco, independent, is showing Spanish-language films every Tuesday.

From the San Antonio area, by hospital grapevine: Maria Louisa Vea and Augustin Insunsa, Mexican film players, are making personal appearances in Spanish-language houses in southwest Texas . . . Political potpourri: It looks very much like Maury Maverick, former congressman, will be San Antonio's next mayor. His popularity is indeed great . . . Uvalde has its first radio station, an affiliate of ABC.

From Houston: The Joy admitted adults only at a special showing of "Tomorrow's Children" . . . Teatro Ritz played "Casate y Veras" first run last week . . . "Open City" was sneak-previewed at the River Oaks . . . "Holiday on Ice," with a company of 110, delighted Hustonians during its eight-day stay at the Sam Houston coliseum . . . Harris county now boasts of a population of 700,000.



DALLAS

It was "Mayor" **Hans Smith** along the Row as the Irving exhibitor went about his usual chores in exchanges and equipment houses. He defeated both of his opponents by a large majority. Hans travels here at least twice each week from his Irving and Rio theatres, located only 12 miles from Dallas. The mayor's job will give him something extra to do and it might be interesting, he thinks.

M. Mitchell of the Spann Theatre at Forney was doing some early morning booking during the week . . . Harold Schwartz, owner of Tower Pictures, has been in New York negotiating for additional product . . . Don Douglas of the Robb & Rowley circuit continues to improve in St. Paul's hospital. He will remain there and at home for some time, however, before he will be permitted to return to work. Douglas suffered a stomach hemorrhage but is believed now to be out of danger.

M. L. Dubose of the Majestic at Cotulla was a two-day visitor on one of his regular biannual booking trips. After his last time here he expressed back a large sack of grapefruit which he picked in his own back yard. He reported all of his fruit was lost this year due to unprecedented freezing weather.

L. R. Robertson, principal owner and manager of the Ervay Theatre, left suddenly for Johnson City, Tenn., because of the illness of his father, who since is reported improved. Mrs. Robertson has been looking after the theatre during her husband's absence . . . The Variety Club monthly meeting Monday was postponed out of respect for Richard E. Foy, for whom funeral services were held that day. The clubrooms were closed for part of the day. Foy was an active member of the club and a brother-in-law of Chief Barker William O'Donnell.

Clint Bailey says he is fixing up his Cona Theatre at Nocona, the major improvements being new seats and new projectors on which he was able to get ready delivery. He thinks business will hold up to normal for some time to come but doesn't look for any more boom periods.

C. J. Otts of the Royse Theatre in Royse City was here to find out what's going on in the matter of building and remodeling of theatres. He said somebody is digging ground around Royse City and putting out information they are building a competitive house. Otts says if anybody builds a new house there it is likely it will be himself, or at least, he adds, "there will be two new houses." He was here to visit the CPA office.

Alfred N. Sack has acquired "The Well-Digger's Daughter" for southwestern distribution. The film is tentatively set for the Telenews Theatre, starting April 25 . . . A. R. Parsons, partner and manager of the Texas and Leon theatres in De Leon, was here on an equipment and booking trip, saying the new Leon opened there April 3.

Leon Lewis and W. D. Hightower were here Wednesday to book and to locate a motor to pull the cooling system in their new Rosedale Theatre for Negroes, recently opened. With



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Nathan Bernbaum, they own the Rosedale and another Negro house, the Grand, through the Grand Theatre Co. Hightower is manager. Lewis and Bernbaum also are interested in the Liberty, a subsequent run downtown house of which Lewis has long been the manager.

H. B. Skelton of the Panhandle Theatre at Panhandle flew down to visit theatres at Gatesville, which he owns with two brothers, and came on to Dallas to buy and book. The weather was rough at Temple, and he was grounded several hours at Waco. He has been flying his own plane many years.

It was a great day for Filmrow sportsmen when the Dallas Rebels, owned by George Schepps, defeated the champion St. Louis Cardinals in a preseason game here Tuesday. Many film men were at the special event, and many out-of-town exhibitors were reported to have made this week's booking trip serve two purposes. H. S. Usry and L. R. Kincaid, Decatur, and Ben Knochs of the new Tower Theatre in Itasca were present.

Warners screened "A Boy and a Dog" for the local Prevention of Cruelty to Animals society in Interstate's screening room as part of the Be Kind to Animals week. Members of press and radio were guests.

Bob Warner and Forrest Dunlap returned from a week's fishing at Port Aransas. The fish were not running well enough to suit either angler, but they managed to bring back a fair-sized catch. They plan to return to the coast later in the week. Commuting to the island is no job for Dunlap and his friends because he has a two-motored plane which he diverts from his business to make these jaunts. E. J. Staton is the regular pilot. On the return flight the plane was grounded by bad weather in San Antonio, arriving here a few hours late . . . Milt Garrison, formerly of the Oklahoma City Variety Club, was in the fishing party and decided to locate in Port Aransas permanently.

Bob Warner caught a commercial plane here for Oklahoma City to meet B. J. McKenna, general manager of Manley, Inc., for discussion of new popcorn machine and sales policies . . . Theo Miller was in town from Quitman booking for his three small theatres. He said his wife is about completely recovered from a recent illness for which she received hospital treatment here. He invited several friends to come down for fishing in a private lake . . . S. G. Fry of Tyler and H. S. Usry and L. R. Kincaid of Decatur were among midweek visitors . . . This no longer is news, but Doak Roberts hit 50 straight targets to win the Dallas Gun club top prize last Sunday. He has repeated that performance in every shooting meet recently.

Pat Murphree, owner of South States Films, has been traveling over the state, showing his exploitation films. He moved to Dallas recently from Brownwood and intends to open an office here as soon as he can find space. Pat made a trip to Oklahoma City and Lawton this week and hopes to know more about an office when he returns.

Ralph Larned, former Texas film man, and for the last ten years owner of the Paramount Theatre in La Crosse, Kas., was through here on a visit to friends and to his brother Fred, manager of the Paramount exchange. Ralph went on to Baton Rouge, La., to see his son Mel, a student in Louisiana State university.

'Years' Heads Dallas Post-Easter Spurt

DALLAS—First runs enjoyed the customary after-Easter spurt. "The Best Years of Our Lives" opened slow but zoomed to anticipated patronage. Roadshow prices of $1.30 for adults and 50 cents for children lifted the percentage to at least 200 per cent. It is booked in the Melba for three weeks. "My Favorite Brunette" and "Sinbad the Sailor" were decidedly up.

(Average is 100)

Capitol—**Trail Dust** (Para), reissue; **Jungle Terror** (Para); split with **Gentleman From California** (Mono); **Hillbilly Blitzkreig** (Mono), reissue....115
Majestic—**My Favorite Brunette** (Para)....135
Melba—**The Best Years of Our Lives** (RKO)....200
Palace—**Sinbad the Sailor** (RKO)....120
Rialto—**Dangerous Millions** (20th-Fox); split with **Trail to San Antone** (Rep)....115
Telenews—**The Wicked Lady** (U-I), 2nd wk....100
Tower—**Johnny O'Clock** (Col), 2nd d. t. wk....100

To Replace the Princess

TEXARKANA—The site of the Princess Theatre, destroyed by fire early this year, has been cleared, and plans for the new Leo Theatre, to be built there, soon will be in the drawing stage.

Competition in Mexican Field

DALLAS—L. C. Montgomery's Joy Theatre, subsequent run house on St. Paul street, played a first run Mexican film by Republic, "Cancion de Mexico." This is the first time a Latin American film has been shown in this house. Teatro Panamericano on Maple avenue has been the only locale to date for Mexican films.

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OKLAHOMA CITY

"**Sinbad the Sailor**" was held at the State for a second week, starting Wednesday (9). "Janet Ames" is booked to follow on April 16 . . . "Pursued" was held an extra two days at the Warner. It closed in favor of "Smash-Up" Thursday night (10) . . . The Midwest opened with "The Late George Apley" Wednesday (9) after a one-week stand on "Lady in the Lake." Next there will be "Alexander's Ragtime Band," a re-issue.

"**My Favorite Brunette**" stayed on at the Criterion for its second week, starting Wednesday (9). "Best Year of Our Lives" is next. Both Cathy O'Donnell, known as Ann Steely here, and Harold Russell are to be here for the April 16 opening. "Best Years" will play simultaneously in the Plaza Theatre, another C&R house. Both theatres will grind, according to Bob Hynes, Criterion manager. Cathy, whose mother is Mrs. Charles W. Gentry here, will appear at the Criterion, but Russell won't make a theatre appearance. A round of festivities is planned for the duet . . . The Majestic has new sound equipment.

"**The Egg and I**" appropriately opened Easter Sunday at the Home Theatre and did a land office business, despite such keen competition as beautiful weather for a day at the ball park. The New York Giants played the Cleveland Indians here, too, but that didn't keep theatregoers from packing the Home.

"**Fantasia,**" which played the Tower until Wednesday (9) when the bill changed to "Meet John Doe," did fine, according to Dee Fuller, manager. He said the Tower's showing of "Fantasia" was the first OC showing of the complete and original presentation—123 minutes. "Song of Scheherazade" opens here April 16 . . . The Midwest is planning to install new sound equipment soon. Some of the equipment has been delivered.

The Victoria Theatre of the C&R circuit opened as a first run house Friday (11). "Brief Encounter" was the opening feature. Charles Freeman, C&R official, said the house is newly redecorated and will play only single features and mostly foreign productions in the future. The recently inaugurated gift night at the Victoria is out for the time being, Freeman added.

Irvin Tucker of the Sun Theatre in Wynnewood has added 100 seats to his house . . . T. B. Noble jr., State owner, spent a couple of days in Dallas . . . Dave Hunt, Republic exchange head, flew to Chicago to attend a national sales meeting of Republic managers . . . Another Oklahoman was in the cast of "Oklahoma!" when it returned to the state Monday to play at Tulsa. Orville Sherman, native of Lexington and OCU graduate, joined the cast a month ago.

Tom Kirkham, Griffith manager at Drumright, is chairman of the cancer fund drive for West Creek county . . . Billie Stauffacher and Lucile Sloan, Rivoli cashiers, Blackwell, visited the Griffith home office recently . . . Lauritz Melchior, tenor, and his concert orchestra will appear here April 26 as a Boyle attraction in the Municipal auditorium. Seats range from $3.66 to $1.22.

Woolsey Plans Pettus Unit

PETTUS, TEX.—The Woolsey circuit of Corpus Christi has bought lots in the south end of the city near the Magnolia service station and is planning to erect a new motion picture theatre as soon as materials and permits can be secured.

Plans Port Aransas Airdome

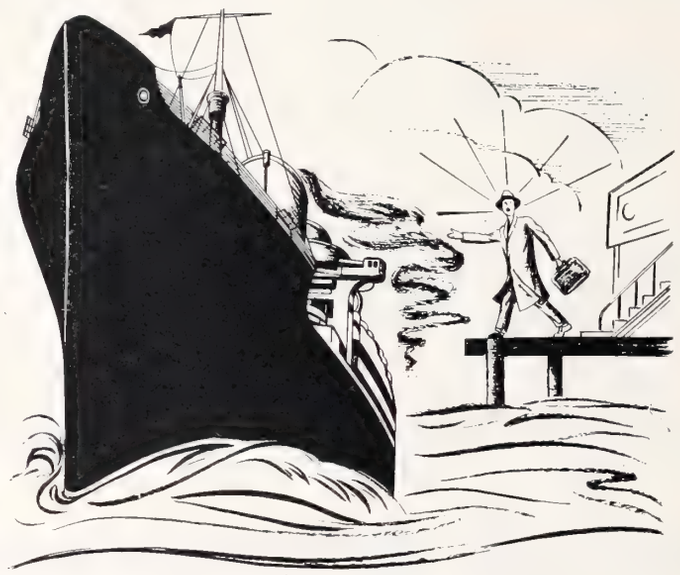
DALLAS—Forrest Dunlap, owner of half a dozen theatres in Texas, said he will construct an airdome at Port Aransas. His plans are all set and work will soon start. He bases his plans for that situation because of a standing 1,200 population, many tourists, and the fact that a night club is operating there.

First Starring Role

Richard Denning has been set for his first starring role in Paramount's "Caged Fury."

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Southeast Breezes

CHARLESTON—Al Burks of MGM spent several days here getting still photographs from which Hollywood studio artists will build sets for the forthcoming film version of Mrs. Josephine Pinckney's best seller "Three O'Clock Dinner," background of which is modern Charleston.

CHARLOTTE—Paul Ballenger, formerly manager of the Paramount in Concord, now is managing the Dilworth Theatre here replacing Ruby Thomas, who is on extended sick leave.

CLAYTON, N. C.—M. W. Knott, owner of the Clay, has started laying brick for his new house here.

NASHVILLE—Theatre parking congestion will be relieved and downtown parking space doubled if a $3,500,000 underground garage is built at Memorial square here as recently proposed.

Little Rock—At least 20 theatres in Arkansas were asked to close last week in an effort to halt one of the worst influenza outbreaks in recent years. In some communities more than a third of the population was stricken within a week.

BLYTHEVILLE, ARK.—W. L. Moxley's Chickasaw Theatre here suffered $12,000 damage recently when a fire swept through the house and an adjoining dry goods store.

Montgomery—Alabama cities which tax admissions may require schools to pay tax on ticket sales to plays, athletic contests and similar attractions, according to a recent opinion by Att'y Gen. A. C. Carmichael.

GREENVILLE, MISS.—The Center Theatre on Highway 82 east of here advertised city bus service every 30 minutes during its recent engagement of "The Outlaw."

MIAMI—The feature race at Gulfstream park April 9 was titled the Pursued handicap in honor of "Pursued," which opened April 10 at the Paramount, Beach and Sheridan theatres here.

FORT SMITH, ARK.—Remmel H. Young, Malco city manager at Hope, Ark., for the past eight year, has been transferred here as city manager. Earl Young of Morrilton succeeds him at Hope.

BIRMINGHAM—A threat by the musicians union to pull projectionists from the Birmingham Theatre during the appearance of Cannonball and his singing cowboy troupe failed to come off. The management of the theatre said it refused to hire six standby musicians for the act. Similar performances by the troupe at other local houses had not met such demands from the union.

BIRMINGHAM—The threat was raised this week to supplant the present business license with a gross receipts tax throughout Alabama as "the only equitable way" to handle the tax situation.

KNOXVILLE—A new city fire ordinance would require theatres to have three exits on as many sides of the house; to have all inflammable drapes, carpets, curtains and the like treated with fireproof chemicals, and to have sprinkler systems installed throughout the theatre.

KNOXVILLE—Due to the new city-county amusement tax, adult admission prices have been raised 2 cents at night and 1 cent in the afternoon.

KNOXVILLE—"Open City" will inaugurate the Finer Film forum at the Booth Theatre. Five films are slated to be shown each Sunday through Wednesday. "Wicked Lady," "Magic Bow," "Brief Encounter" and "Bedelia" will all play at Tennessee Theatre prices.

COLUMBUS—Rita Woodall, former local girl who sang her way into the hearts of service men during the war, has been signed by Universal-International. A lyric soprano, she is to receive $250 per week and, according to her manager, should net $50,000 by the time she is 21. She is 11 now.

Miami—$10,000 blasted a press agent's dream for publicity on the "It Happened on Fifth Avenue" premiere. The notice-grabber planned to have the now-famous bus driver, who drove his empty conveyance from New York to Florida, state for publication that he'd come down to see show. The $10,000 was for bail needed to get his signature outside the Hollywood, Fla., jail.

MEMPHIS—William C. Handy of "St. Louis Blues" and "Memphis Blues" fame, will help open the W. C. Handy Theatre here May 11. Opening date for the 1,100-seat Negro house was set upon his acceptance of the invitation. Handy now lives in New York where he conducts a publishing business.

ATLANTA—Theatre men are somewhat relieved over the city's veto of a proposed 1 per cent theatre admission tax. There are still other theatre tax proposals, however.

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Texas Theatre Guide Lists 1,260 Houses

DALLAS—Stormy Meadows has just issued her 1947 Texas Theatre Guide. The book contains 92 pages and some advertising on the cover. It gives the number of theatres in this state as 1,260 with a total seating capacity of 657,286. There are 583 circuit houses with 276,548 seats. Affiliated circuit theatres number 218 and unaffiliated are 459. So-called independent theatres are 583, with 276,548 seats.

The guide lists the names and addresses of film, equipment and service companies together with owners and managers. Mexican theatres and owners are listed. There is a straight alphabetical listing of all theatres with their ownership and estimated seating capacity. Theatres are also listed in circuit groups.

Miss Meadows has been on Filmrow for the last several years. She is a graduate of Texas State College for Women and was private secretary for the late Harold B. Robb of R&R-United Theatres. She now is secretary to Tom Forner, theatre building contractor with offices on Jackson street. She revived the Theatre Guide for 1946 as the first of this important series since war was declared and compiles the work as a sideline to her regular duties.



HAIL THE WINNER—William O'Donnell (left), chief barker of the Variety Club of Texas, and R. J. O'Donnell (center), International Variety chief barker, congratulate S. L. Oakley of the Jefferson Amusement Co. of Beaumont, who was first prize winner in the Variety Club's annual golf tournament at the Brook Hollow Country club in Dallas. Duke Evans was the tournament chairman.

Australian Production Has Some Advantages

From Eastern Edition

NEW YORK—Australia as a production center has some advantages not apparent at first glance, according to Ken Hall, managing director of Cinesound Prod., Sydney, who visited New York on his way back home after a visit to England.

One advantage, he points out, is the fact that a deposit made by an American company in Australia immediately gains 25 per cent under the exchange rate. Another is the fact that costs generally in Australia are lower than they are here or in England and pictures made there count under the British quota for distribution in Great Britain.

Hall is in the market for about $300,000 worth of new equipment for the Sydney studios. J. Arthur Rank and Norman Rydge are both interested in the venture. His studio is now making "Eureka Stockade" for world distribution. His production facilities at present are "reasonably good," he statess.

Rank has promised distribution for "Eureka" in the British empire.

Avalon Remodeling Work To Cost About $100,000

From Western Edition

GRAND JUNCTION, COLO. — Approval has been given by the CPA for a $100,000 remodeling program at the Avalon Theatre here, according to Vern Austin, city manager for the Cooper Foundation. Work will start in about a week.

The new Avalon design will be in the modern western style. The auditorium will be completely changed. The proscenium arch will be widened considerably, the stage eliminated, new seats installed, and the projection room lowered one floor. New drapes, curtains and interior decoration also will be provided. Not yet approved, but planned by the foundation, are construction of new restrooms, lobby, front and marquee.

Seeks Damages in Fall

JACKSON, MISS.—Alleging she fell on a cuspidor in the Paramount Theatre in January, Mrs. Mary Legler has filed suit against the Paramount Richards Theatres, Inc., seeking $15,000 damages.

Close During Holy Week

RAYNE, LA.—Theatres here closed three days during Holy week in cooperation with the churches, where special services were held.

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Union Threat to Pull Booth Men Fizzles

BIRMINGHAM—A threat by members of the local musicians union to pull projectionists from the house failed to materialize at the Birmingham Theatre during the appearance of Cannonball, western film player, and his cowboy troupe.

A. H. Borisky, president of Southeastern Amusement Co., said he had refused to comply with the musicians' ultimatum that he employ a standby crew of six musicians to "sit in the pit and do nothing." Employment of the standby crew, Borisky said, would have required payment of $78 per day.

A statement by Harry W. Roberts, Birmingham manager, said that the Cannonball troupe was nothing more than a singing act, working before a drop. He asserted that similar acts had played at the Ensley and Temple theatres and Municipal auditorium without union demands for a crew of standby musicians.

The Ensley Theatre, as recently as March 25, played an almost identical act, the Southerners, Roberts said.

The Cannonball troupe closed out last season at the house, which was then operated by Wilby-Kincey as the Pantages Theatre, with a crew of local standbys.

No confirmation was available here this week regarding reports that promoters of special attractions at Municipal auditorium had been advised by the musicians local that standbys would be required for future performances there.

Joe Sommers in Miami As Manager of Royal

MIAMI—Joe Sommers, a veteran of 20 years in show business in the Pittsburgh territory, has come here as manager of the Edward N. Claughton circuit's Royal Theatre. Sommers had been manager of the Anas Theatres in Weirton and Hollidays Cove, W. Va. Previous to that he was manager for Warners in State College, Etna and Johnstown, Pa. The Claughton circuit includes two houses here and five in Tampa.

Lester Persall Is Back At Post in Talladega

TALLADEGA, ALA.—Lester Persall has been transferred back from Piedmont, Ala., and will be assistant to T. A. MacDougald here. Persall was sent to Piedmont a few weeks ago to fill in for a manager who resigned.

Julian Pipkins of Cuthbert, Ga., has been sent to Piedmont to manage the Allison Theatre there.

White Quits Wil-Kin

CHARLOTTE—W. P. White, manager of Wil-Kin Theatre Supply Co., has resigned, effective May 1, and will take an executive position with a new concern to be organized here. He has been 6½ years in his present position and has been in the theatre supply business for 28 years, mostly in Charlotte.

To Rebuild in Winnfield, La.

WINNFIELD, LA.—The Palace Theatre here is being razed to make way for a new house. Southern Amusement Co., the owners, hope to have the new place open in six months.

FST Circuit Writ Stalls Gainesville Ticket Tax

GAINESVILLE—Florida State Theatres, Inc., owners of Gainesville's three motion picture houses, won the first round in a fight against the recently enacted amusement tax ordinance, when Circuit Judge John A. H. Murphree granted a temporary injunction restraining collection of the new levy.

City Attorney S. T. Dell jr. said the injunction would not affect any of the other taxes voted last month by the city commission.

Joined with the corporation as plaintiff in the action was J. Vernon Zierjack, a Gainesville resident and taxpayer.

Collection of the taxes was scheduled to start April 6.

The petition alleged that the amusement tax is "not within the powers of the city" nor within the powers granted to cities by the general laws of Florida.

It contended that the tax to be levied is "not levied upon any kind of business, occupation or profession taxable under the laws of Florida."

The operators further contended that the tax is "discriminatory, arbitrary and unreasonable in its classification and effect," and that it would cut down their profits.

The tax in question would be levied on all admissions to places of amusement. Tickets of 25 cents and under are exempt, but a tax of 3 cents would be charged on all tickets selling from 26 cents to 50 cents, 5 cents on all between 51 cents and $1, and 8 cents on all over $1.

Passage of the tax was opposed by a large number of citizens who attended the meeting at which it was adopted.

Item of $10,000 Bail Kills Publicist's Dream Stunt

Miami—According to Grace Wing of the Daily News, a press agent came to town in connection with the premiere of "It Happened on Fifth Avenue," and told a News staffer that he had the idea of the decade. He would persuade (with palm-crossings) William L. Camillo (who was in the public eye at the moment for helping himself to a bus and driving it all the way from the Bronx to the Gulfstream racetrack near here) to state for publication that he didn't come to Florida for the races but took his wild ride to see "It Happened on Fifth Avenue."

"We'll get Camillo to say that he was so disappointed the premiere wasn't going to be held in New York that he ran away with the bus so he could see it down here. We'll give him a ticket to the opening, naturally," the agent explained enthusiastically.

"And naturally, you're going to put up the $10,000 bail to spring him out of the Hollywood, Fla., jug so he can get to the opening," added the News writer.

After a moment's thought, the press agent decided that the $10,000 bail item on his expense account would be a little too steep, even for Hollywood, Calif.

Charles Boren jr. Opens Joy in Nettleton, Miss.

NETTLETON, MISS.—The Joy Theatre, a completely new building, was opened here April 2 by Charles Boren jr.

Arthur Marx New Manager

OCEAN SPRINGS, MISS.—The management of Illings Theatre here has been taken over by Arthur Marx. He succeeds Harold Gorree, who left for College Station, Tex., to enter business for himself.

Louis Rosenbaum Named ACS Fund Co-Chairman

FLORENCE, ALA.—Louis Rosenbaum, head of Muscle Shoals Theatres here, will serve as co-chairman of the 1947 fund-raising campaign of the American Cancer society in Alabama. Serving with him will be Haygood Paterson of Montgomery, state agricultural commissioner. Alabama's share of the $12,000,000 national goal is $107,000.



CONFER ON "BAND"—A sales meeting was held in the Memphis 20th-Fox exchange to outline policies on "Alexander's Ragtime Band." Here you see Herman Wobber, western division manager, seated, as he explains to the sales force the policies on the picture. Standing, left to right, are: Leo Wintker, Paul Glisson, John Carter, Robert Mann, Bonnie McCarley, Memphis Branch Manager Tom W. Young and District Manager Phil Longdon.

People Go to Florida for Amusement; Need No Premiums in Peninsula State

MIAMI—A check on theatres in this area does not disclose any tendency to resort to the giving away of china or other premiums to stimulate business. Florida has always been slow to introduce such a policy. People come to Florida for amusement and will attend theatres without the giveaway stimulus. It is the picture which counts.

About the only time giveaways were resorted to was during the depression years, when people were not spending much money on entertainment. Then a few, but only a very few, houses did resort to premiums.

Occasionally a house will offer a bag or box of candy, or an ice cream cone to attendants at special kiddy matinees. The Royal Theatre of Miami has given candy to all youngsters attending the morning matinee for a number of years.

No Direct Giveaways in Little Rock; One House Still Using Bank Night

LITTLE ROCK—No direct giveaways are noted in Little Rock; however, Sam Kirby's Nabor Theatre has installed a new quiz program on Thursday nights called Quiz the Experts. This program is broadcast over station KXLR and the prizes are promoted from merchants.

Roy Cochran, JuRoy Theatre, North Little Rock, has a Kiddy Quiz Saturday mornings for the children. Prizes are also given for the correct answers.

O. G. Wren, Crescent, is still using bank night. He started it years ago and continued it through the war. It still draws fairly well.

Premiums Almost Nonexistent In Charlotte; Trade Thankful

CHARLOTTE—There has been no reintroduction of premiums in this territory, in fact the premium companies, which once flourished on Filmrow, have not returned.

Perhaps in a few spots over the Carolinas some premiums are occasionally given, but in general there is no such trend, the industry being truly thankful that this is the case.

To Birmingham Lyric Jimmy Bellows Returns

BIRMINGHAM—Jimmy Bellows has returned to his post as assistant manager of the Lyric Theatre here after 18 months of army service, which included a year as manager of a GI theatre at Augsburg, Germany.



JIMMY BELLOWS

Bellows, a private first class, was at the Lyric for about three years before being drafted. He is now on terminal leave and will officially be out of the army on April 13.

The theatre which Bellows managed at Augsburg was the Capitol, a 400-seat house.

Frank Scott, former assistant manager at the Lyric, is now manager of the Palace, one of ten houses operated by Corpus Christi Theatres, Inc., at Corpus Christi, Tex.

Steve Broidy in Miami For 'Fifth Avenue' Bow

MIAMI—Steve Broidy, president of Allied Artists and Monogram, was in Miami for the premiere of "It Happened on Fifth Avenue" and said this city will become increasingly important as a site for premieres of new productions. Because of the large number of visitors here from all sections of the country, Broidy said, this area furnishes an ideal "quick cross-section." The picture will be revised, after its showing at three of Wometco's theatres, in line with audience reactions, Broidy said.

Evelyn Keyes Toplines

Columbia has set Evelyn Keyes for the leading part in "The Mating of Millie McGonigle."

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Gross Business Tax Birmingham Threat

BIRMINGHAM—Possibility that a gross receipts tax would be sought in the legislature next month to supplant the present business license schedule was seen here after Bradley Brown, license inspector, submitted a report on the present tax picture to the Jefferson county commission.

A tax on gross business is "the only equitable way" to handle the situation, Brown said in his report.

Three of the city's smaller downtown theatres were included in the sample survey made by Brown on Birmingham's "Racetrack," a square block in the heart of the business district. All of the businesses surveyed, Brown reported, did an estimated volume of $50,256,000, while their assessed valuation is just a little more than 3 per cent, or $1,631,667.

The 75 businesses surveyed, Brown said, paid state and county license fees aggregating only $2,909.25. Brown termed the county's one-third share of $969.75 "a pitiful amount of license tax to be collected for such a large volume of business" in view of the services which the county is now called on to render.

Brown says the Capitol Theatre paid $300 in state and county licenses; the Galax, $300.50; the Strand, $300.50.

Stringent Fire Measure Considered in Knoxville

KNOXVILLE — Theatres here probably won't feel any effects from the recently enacted state fire law, but a new city ordinance proposed by Fire Chief C. M. Johnson may force them to make some changes.

The present city ordinance already is regarded as twice as strong as the state law, and Chief Johnson says his new proposal is "ten times better and stronger."

The state law requires two exits from all theatres. The city law now requires three escapes on as many sides of the theatre. Under the state law any theatre could get by with two escapes or exits.

Following are some provisions of the proposed new city ordinance:

All theatres would be required to treat stage scenery materials and curtains, draperies, rugs and other inflammable materials with fireproof chemicals.

Outside fire escapes would be required for all theatres, but fire towers would be considered the same as iron fire escapes.

All theatres would be required to install automatic sprinkler systems that would be set off when heat from an undiscovered fire comes in contact.

Sales Tax Drive Started In Montgomery County

MONTGOMERY—Campaign headquarters have been opened here to push the fight for a county 1 per cent sales tax to provide funds for construction of a general hospital in Montgomery and to increase salaries of county school teachers.

The proposal will be voted on April 22.

Sen. Silas D. Cater of Montgomery county said he is willing to introduce a bill in the legislature providing for the tax "if the people first agree to it."

Berger Vacationing

CORAL GABLES, FLA.—Rudy Berger, MGM southern sales manager with headquarters in New Orleans, has arrived for an Easter vacation.

MEMPHIS

Promotions in the Arkansas situations of the Malco circuit were announced here this week. Edward Holland, manager of the Joy in Dardanelle, was promoted to the Rialto in Morrilton. Earl Young, manager of the Rialto, was advanced to manager of New and Rialto in Hope, Ark. Remmel Young, manager of New and Rialto, becomes city manager in Fort Smith. Olive Brownlee, Fort Smith city manager, is taking a leave of absence because of illness.

Richard Lightman, Malco executive, will wed Jeanne Garretson of New Orleans April 23 in New Orleans. Mr. and Mrs. M. A. Lightman sr., parents of the groom; M. A. Lightman jr., the groom's brother, and Jean Lightman, his sister who is in college in New Orleans, will be present . . . Herb Kohn, chief barker of the Variety club, said the tent will throw one of its biggest parties Saturday, April 26, at which time a popcorn machine will be given away.

Bailey Pritchard, manager of Monogram, has been in Little Rock on business . . . Henry Morris, exploitation man for Columbia, was here working on "Dead Reckoning" at the Malco . . . A small fire, which did not close the show, occurred recently at the new Eureka Theatre in Batesville, Miss. The theatre is operated by R. B. Cox.

Leonard Shea, manager of PRC, was in the Mississippi territory on company business . . . G. J. Malfronte, New York, assistant manager in charge of branch operations, was a visitor at Universal . . . Lewis Blumberg, representative of J. Arthur Rank, was in town . . . Joe Reis, shipper at Warner Bros., was ill with the flu.

Johnny Price, star of the picture "Diamond Deamon," attended an MGM preview of the picture in person April 8 at 20th-Fox screening room . . . MGM held a tradescreening April 7 at the Fox screening room of "Dark Delusion."

Midsouth exhibitors visiting on the Row included Mr. and Mrs. J. D. Lowrey of the Lowrey in Russellville and Royal in Adkins, Ark.; Grady Cook of the Gem and Joy in Pontotoc, Miss.; Leon Roundtree of the Holly in Holly Springs and Grand in Water Valley, Miss.; Alton Sims of the Robb & Rowley circuit; John Harper of the Harper in Campbell, Mo.; K. H. Kinney of the Hays and Beale Street in Hughes, Ark.

Ned Green of the Legion in Mayfield, Ky.; J. W. Seay of the Grand in Cardwell, Mo.; O. G. Abernathy of the Petti Jean in Morrilton, Ark.; J. R. Leavell of the Grand in Grand Junction, Tenn.; Paul Smith of the Radio in Middleton, Tenn.; O. L. Lewis of the Vaughan in Hernando, Miss.; S. D. McRee of the Coffeeville in Coffeeville, Miss.; Mrs. J. R. Kinkle of the Joiner in Joiner, Ark.; Horace Stanley of the Radio in Beebe, Ark.; Clifford Nix of the Nix Amusement Co.; Jesse Moore of the Ritz in Crenshaw, Miss., and Gordon Hutchins of the State in Corning, Ark.

The Park Theatre in McKenzie, Tenn., had nine of the ten best pictures of the year during 1946, Roy Johnson reported to the McKenzie Banner. And the story of how Johnson "picked the good ones," made page one.

Martin L. Shoemaker, 53, motion picture projectionist, was killed here last week in a traffic accident. Shoemaker was on the way home from the theatre and was fixing a flat tire when another car struck his car on the highway near the city limits.

More midsouth exhibitors visiting on the Row: J. F. Mounger of the Mart and City in Calhoun City, Miss.; W. F. Wofford of the Eupora in Eupora, Miss.; John Morestadt of the Missouri and Joy in Hayti, Mo.; E. Gammill of the Maben in Maben, Miss.; Louise Mask of the Luez in Bolivar, Tenn.; J. K. Jamerson of the Ritz in Bald Knob, Ark.; Roland Adams of the Von in Booneville, Miss.; G. H. Goff of the Rustic in Parsons, Tenn.; J. E. Singleton of the Tyro in Tyronza, Ark.; Pinkey Tipton of the New in Manila, Ark.; A. D. Fielder of the Steele in Steele, Mo.; J. F. Wofford of the Eupora in Eupora, Miss.; Arthur Rush of the Houston in Houston, Miss.; Mrs. Earl Day of the New in Peach Orchard, Ark., and Don Landers of the Radio in Harrisburg, Ark.

Chattanooga Park Rides To Be Cheaper in 1947

CHATTANOOGA — The city commission has authorized the parks and playgrounds director, George McInturff, to make contracts reducing admission charges for both adults and children on Warner park rides this season.

Rides for youngsters under 12 will cost 5 cents. For adults, the merry-go-round will cost 12 cents, including a 2-cent tax, instead of 14 cents. The same is true for the caterpillar, Ferris wheel and the whirl.

The dodgem, which charged 20 cents including tax last year, will cost 15 cents.

Start 'Finer Films Forum'

KNOXVILLE—"Open City" on April 6 opened a Finer Film forum at the Booth Theatre here. Five attractions are scheduled in the series, which will be shown each week Sunday through Wednesday, and Tennessee Theatre prices will prevail. Other films in the series will be "Wicked Lady," "Magic Bow," "Brief Encounter" and "Bedelia."

Rules Mule Day Fete

COLUMBIA, TENN. — Martha Napier Bryant, 18, was chosen as Miss Columbia of 1947 in a contest on the stage of the Princess Theatre here and later reigned as queen of the annual Mule day festival. Fifty-eight contestants competed. E. J. Jordan of the Belle Meade Theatre, Nashville, assisted by David Cobb, handled the emcee assignment.

Policemen in Newsreels

KNOXVILLE—Newsreel shots of the grand march at the annual ball of the Knoxville Police Benefit Ass'n were shown at the Tennessee, Riviera, Bijou, Booth and State theatres.

Teachers See 'Miserables'

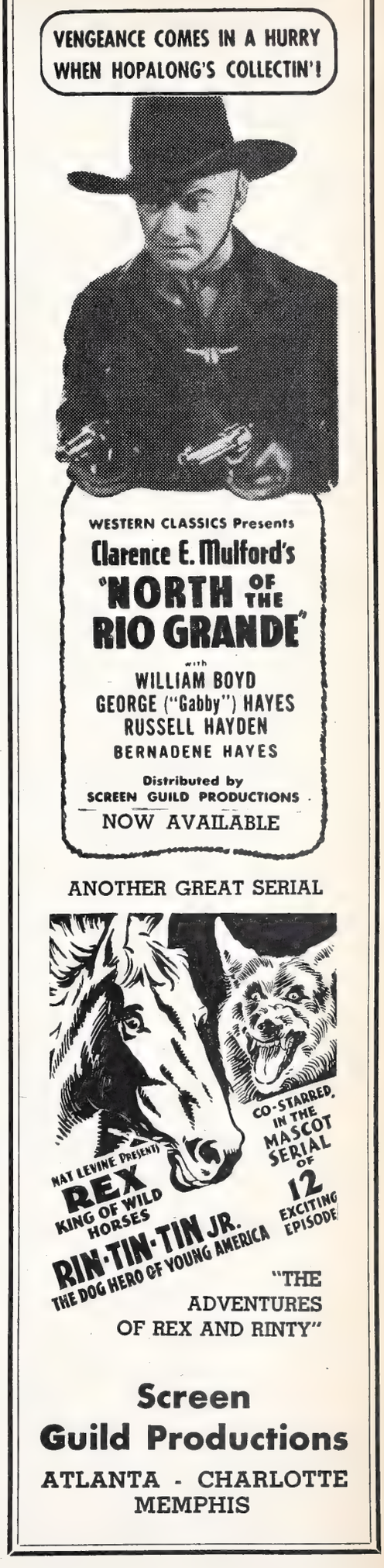
MEMPHIS—Memphis school teachers were guests of the Ritz last Saturday to see a screening of the revived classic, "Les Miserables."

Drive-In Reopens

MEMPHIS — The Drive-In Theatre on Lamar has opened for the summer.

Opposite Montgomery

Universal-International is borrowing Wanda Hendrix from Paramount to play opposite Robert Montgomery in "Ride the Pink Horse."



Crescent May Construct Large Nashville Bldg.

NASHVILLE—Construction of a combination headquarters office and theatre building here is tentatively planned by the Crescent Amusement Co. for early next year, providing building material costs and shortages are reduced by that time.

The structure, estimated to cost from $1,000,000 to $1,500,000, would front 130 feet on Church street, and would set the pace for the planned rebuilding of that thoroughfare from the river westward.

Crescent now is seeking to obtain possession of two of the four parcels of property which comprise the site, purchased for a reported $300,000 to $350,000.

NOT AN INVESTMENT

R. E. Baulch, Crescent president, said that the company has no immediate plans for construction of a new theatre on the site, but added that the firm does not buy property for investment purposes. He also pointed out that such a new theatre building would not interfere with the company's plans to construct a new house as part of the Warner Bldg.

Crescent has held onto the Princess Theatre property until it could acquire another Church street site suitable for development as a de luxe theatre. The chain for some time has owned the two center parcels in its new site, purchasing the two additions in January.

BUYS SUBURBAN SITES

Belief that Crescent plans a major construction program as soon as building costs level off is strengthened by its recent purchases of suburban theatre sites. One recent purchase suitable for amusement center development is a lot approximately 413x500, adjoining the Green Hills market on Hillsboro road. Purchase price reportedly was $65,000.

Another site, only slightly smaller, was purchased about the same time for more than $75,000. It is the old Trevecca college location on Gallatin road.

Building contractor sources pointed out, however, that the company plans to place first on its expansion list the construction of a new theatre and possibly an amusement center at the old Burrus filling station property on Gallatin pike.

LITTLE ROCK

Claude and Thelma Mundo of the Rex and Liberty spent the weekend in Memphis. They drove over with friends, the occasion being Mundo's birthday.

The Little Rock Men of the Churches last week presented Cecil B. DeMille's "King of Kings" each morning at the Capitol Theatre from 9 to 11. No admission was charged except for a freewill offering . . . Gypsy Rose Lee, famous strip tease artist, entertained patients in the army-navy hospital at Hot Springs last week and did it without presentation of her well-known act. She showed films taken with her own camera. She is traveling in a trailer and is accompanied by her young son.

The southwestern premiere of "Stallion Road" will be held at the Capitol here, Robb & Rowley officials said. A special screening for the Horse Show Ass'n of Little Rock is to be held. The association will award a blue ribbon to Warner Bros. and to Robb & Rowley for the presentation of the film.

Veto 1% Tax Plan

ATLANTA—The city of Atlanta's proposal to tax theatre admissions 1 per cent has been vetoed, and theatre men, still facing other tax-raising measures from various sides, are quite happy over this latest development.

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CHARLOTTE, N. C.

"Everything for the theatre except film"

W. C. Handy to Attend Opening of Namesake

MEMPHIS—Prof. W. C. Handy, daddy of the blues, has accepted an invitation to attend in person the opening of W. C. Handy Theatre here Sunday, May 11.

Opening date for "the finest Negro show in the world," which has 1,100 seats, was set when the author of "The St. Louis Blues" and "The Memphis Blues" wired his acceptance.

The new show, at Park and Airways, was built jointly by Chalmers and Ed Cullins and Nate Evans of the Idlewild and Savoy theatres and Louis Weaver and Kemmons Wilson of the Airways theatres.

A strong stage show has been arranged in addition to the feature picture for the opening week and this policy will be continued if attendance justifies. First stage show, to be given four times daily, will headline Cootie Williams and his 16-piece band.

Professor Handy, now living in New York, where he conducts his own music publishing house, will make personal appearances at the opening.

"I consider this a privilege and honor such as seldom comes for a theatre to be named for one of our group," said Professor Handy in accepting the invitation to come here.

Memphis Group Forming For Variety Convention

MEMPHIS—Reservations for the trip to the Variety International convention in Los Angeles May 14-18 continue. The local group will leave May 9 and join a special Variety train in Kansas City. Those already signed up from Tent 20 are Mr. and Mrs. Herb Kohn, Mr. and Mrs. Orris Collins, Paragould, Ark.; Mr. and Mrs. Dave Flexer, Bill Ramsey, Tom O'Ryan, Joe Simon and T. Oscar Baldridge. M. A. Lightman and William Goodman will also attend but will not go on the special train.

MPF Meeting Is Called For Charlotte Monday

CHARLOTTE—The Motion Picture Foundation organization meeting for the North and South Carolina area has been set for Monday (14) at 11 a. m., in the recreation room of Paramount exchange. It was called by Ben L. Strozier, president, and Mrs. Walter Griffith, secretary of the Theatre Owners of North and South Carolina.

H. F. Kincey is temporary chairman in this area.

Mrs. V. M. Edwards to Build 500-Seater in Wrens, Ga.

WRENS, GA.—Construction of a new theatre here is being planned by Mrs. V. M. Edwards of Monticello, who also operates the Dixie here. The new theatre will have a seating capacity of 500, including 150 seats in the balcony, according to Mrs. Louise Williams, local manager for Mrs. Edwards.

Cayce Theatre to Open

CAYCE, S. C.—The new Cayce Theatre here opens April 28. It is owned by A. H. Rowell, Sam W. Craver and Frank Falls and seats 600.

New House for Sanford

SANFORD, FLA.—J. R. Ellis, owner of the Ace Theatre in Sanford, is constructing a new house on West 13th street.

BIRMINGHAM

J. A. Jackson, Empire manager, and Francis S. Falkenburg, Alabama ditto, cooperated on a trailer, now being shown in all theatres, educating the public to the provisions of the new city ordinance which prohibits theatre smoking except in specified areas . . . Mickey Mouse club members got a double added treat at the Alabama Theatre last Saturday (5). Tony Pastor, whose orchestra played that night at Municipal auditorium, gave free bubble gum to all youngsters attending. Second treat was a visit by Ted Williams of the Boston Red Sox who were here for two games with the Cincinnati Reds.

James Willard, representative of the Strong Electric Corp., was a visitor at Queen Feature Service, Inc. . . . Another visitor was Everett S. Haynes, former Birmingham theatre owner, now a projectionist at the Charles Theatre, Montgomery. Mrs. Haynes accompanied him . . . Smith Rumble, projectionist at the Homewood, visited his mother in Barnesville, Ga., and his sister in Atlanta . . . Pearl Paschal, cashier at the Five Points, obtained a leave of two weeks to visit relatives in Texas.

Gene Weil, sales manager for WTNB who has handled several theatre accounts, resigned. Weil is a former production manager and account executive for WSGN in Birmingham and a former commercial manager for the Tobacco network of North Carolina . . . Lieut. Owen House, former Alabama Theatre employe active in the Mickey Mouse club, visited here before leaving for overseas duty in the Pacific with the army's air transport command.

Local cashiers seem to be having an unusual run of luck in finding apartments in the face of the housing shortage. Latest to succeed is Mrs. Earl Bladorn, Empire cashier, who has been house-hunting since her marriage nearly a year ago . . . Dee Moore, formerly of the Philadelphia Phillies, stopped here to visit friends on his way home to Hollywood. Moore, who was with the Birmingham Barons before going to the majors, married Vaudine Case, former cashier at the Royal.

Marvin Scarborough has been added to the maintenance staff by Acme Theatres and will handle the circuit's air conditioning . . . The Enzor Theatre at Troy, Ala., has been authorized by the CPA to install air conditioning equipment at a cost of $6,875 . . . William R. Griffin, manager of the Lyric at Cullman, is a member of the board of directors for the Cullman County Strawberry Festival and Fair Ass'n. Griffin also has been named to the executive committee of the new hotel sales organization at Cullman.

"The Best Years of Our Lives" opened what promised to be an extended run at the Birmingham Theatre Sunday (6). The Academy award winner had been scheduled to open Thursday (3) but was set back when the Cannonball western show was held over for two days . . . "My Favorite Brunette" played a third week at the Lyric, while other downtown attractions included: "Sinbad the Sailor" at the Melba, "Johnny O'Clock" at the Empire and "The Man I Love" at the Ritz.

Harry W. Roberts, Birmingham manager, decked out his cashiers in blouses of the style worn by Teresa Wright in "The Best Years of Our Lives." The tieup was with the Vanity Blouse shop . . . Roberts also arranged special windows in Blach's store and the Ash Jewelry Co. . . . Harry M. Curl, Melba manager, is co-sponsor with LeVan Jewelry Co. of a man-on-the-street radio program broadcast daily from 1:15 to 1:30 p. m. in front of the house by WKAX. The program is conducted by "Mr. Pitter and Mr. Patter," who question passersby and award them gifts, including Melba passes.

Girls Given New Shoes For CFL Selections

COLUMBUS, GA.—Three young Columbus girls, regular attendants at the Children's Film library 26-week series at the Bradley Theatre, were awarded new shoes in a contest to name the film which they liked best. The shoes were awarded by the Miller-Taylor Shoe Co.

The winning entry voted for "Poor Little Rich Girl" as the best liked picture, while second and third place entries picked "Two Thoroughbreds" and "Rebecca of Sunnybrook Farm," respectively.

'Balloons Plus Badman'

REFORM, ALA.—A local balloon-blowing contest for children under 12 was held on the stage of the Pickens Theatre here in connection with the appearance of Tex Terry, who was billed as the "badman actor in Gene Autry and Roy Rogers pictures" and the first film actor from Hollywood to appear at the house. A double feature augmented the bill.

14th Week for 'Jolson'

ATLANTA—"The Jolson Story" opened its 14th week in the city at the New Hilan Theatre, owned by W. T. Murray. It was moved over from the Rialto, where it played 12 weeks.

MIAMI

Clyde Goodson, Atlanta branch manager for Paramount, and Leonard Allen, southeastern advertising head of Paramount, have arrived here in connection with the showings of "Suddenly It's Spring" and "My Favorite Brunette" . . . Frank McCarthy, vice-president of Universal-International, is spending a two-week vacation in Miami Beach.

Ryt Suez, assistant manager of the Beach, has gone to New York to say bon voyage to his brother, who is official interpreter to the Arabian court . . . Grover Parsons, PRC representative, is visiting here . . . Curtis Miller, general manager of the Claughton Theatres in Tampa, attended the Variety Club's charter dinner.

Eight hundred veterans who were unable to leave Pratt General hospital were given a chance to see "The Best Years of Our Lives" when Edward N. Claughton sent the film out to them. It is now showing at the Royal . . . One hundred women, members of the Federation of Women's Clubs, attended "The Best Years" in a body. Five past presidents of the club received special Goldwyn passes.

George Wynant, who operates a filling station here, was told he ought to go see a picture playing at the Beach Theatre because "there's a guy in it looks like you." George went—and found himself looking at his own image. The picture, a Technicolor short called "The Last Bomb," covered operations of the 20th air force, George's old outfit. It was made on Guam in May 1945, and showed a B29 returning from a raid over Tokyo. Pretty well shot up by that time, the Superfortress crashes before the audience's eyes and bursts into flames. George, who was a major at the time, is shown as he runs forward to pull a man who was still alive out of the burning plane.

Sen. Claude Pepper has become a member of the newly formed Greater Miami Variety Club . . . The 13 semifinalists of the Lincoln road Easter Parade of Lovable Girls were presented on the stage of the Lincoln Theatre.

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ATLANTA

Milner T. La Hatte jr., former Atlanta Journal cashier, has been named treasurer at the Fox Theatre here . . . Mose Lebovitz, Grand Theatre, Chattanooga, and Charlie Kirkconnell, Sam Johnson and Sydney Davis of the Lee Theatre, Fort Myers, Fla., were recent visitors.

Congratulations to Frank Jones of Monogram's accounting department on his birthday. The entire force entertained him and served ice cream molded into Easter lilies . . . Arthur C. Bromberg, president of Monogram Southern, has returned after a business trip to Savannah . . . Charlie Durmeyer said it looks like about 150 will go on the special train from Atlanta bound for the Variety Club meeting in Los Angeles.

Clyde Goodson, Paramount branch manager and Leonard Allen, exploiteer, left for a jaunt over Florida . . . B. D. and Lex Benton, owner of the Benton Bros. Film Express, returned from Tampa, then left for a meeting in Chicago . . . Bob Savini was here for a sales meeting with William Richardson of Atlanta and John Jenkins of Dallas . . . Wallace Smith, formerly with Astor Pictures, Atlanta, has been named manager of the Brookhaven Theatre here.

W. L. Gray of Republic left for New Orleans after a visit at the local branch. From New Orleans Gray will go to Mexico City . . . Nelle Dake has been added to the Republic forces . . . Merritt Davis, southern division manager, and Jimmie Hobbs, branch manager of Republic, left for a sales meeting in Chicago.

From Kay Films: Ike and Harry Katz, executives, returned to Atlanta from New York where they closed deals on additional product for their five exchanges . . . Mary Cole, formerly with Columbia, is the new addition to the Atlanta forces . . . Harry Katz left for a visit to the Charlotte and Washington offices . . . W. H. Rudisill, local branch manager, is making circuit calls in Tennessee . . . Ike Katz is scheduled to visit the Memphis and New Orleans branches.

J. R. Moffitt, Alabama showman, paid a visit here as did Paul Engler, Birmingham theatre owner . . . Our good friend Fred Moon, Atlanta Journal film critic, gives Filmrow the once over every Sunday on his page. He is also a good booster for BOXOFFICE.

R. E. Martin, R. E. Martin jr. and Tommy Thompson of Martin & Thompson Theatres visited Atlanta . . . G. D. Norwood of Loew's construction department was in and out of Atlanta on an inspection trip that took him to the theatres of the southern district . . . Allen Sparrow, Loew's southern division chief, returned from a swing around his territory.

Nat Williams, Georgia and Florida circuit owners, was here on business . . . David Savini, son of N. E. Savini, representative of Astor Pictures, New York, has returned to Atlanta after a visit to his Uncle Bob (R. M. Savini), Astor's president . . . Spence Pierce, 20th-Fox, and Rodney Bush, director of exploitation, visited Miami Beach in connection with the opening of "Carnival in Costa Rica."

Ben Jordan, Monogram Southern sales representative, was here for a meeting with Babe Cohen, branch manager . . . Nathan Ward, head shipper of Sack Amusement Co., was married recently . . . Louise Bramblett, head of Wil-Kin Theatre Supply's candy warehouse in Atlanta, is in Dallas to assist in setting up Interstate circuit's new candy warehouse . . . Frank Nail, constructing a new theatre in Goodwater, Ala., expects completion by June 1.

Walter P. Speight jr., for the last two years general manager of radio station WATL, left for Orlando, Fla., to supervise construction of WHOO and WHOO-FM, of which he will be general manager. Speight is dough guy of the Atlanta Variety Club and a tried and true friend of all showmen. He is also secretary-treasurer of the Georgia Ass'n of Broadcasters, a director of the Atlanta Advertising club, member of the advisory board of the Emory School of Journalism and a Kiwanian.

Marc Barre and Dusty Rhodes of Georgia Theatres Co. entertained at the Variety Club in honor of Alpha Fowler jr., new adjutant general of Georgia, and son of the theatre owner and legislator, Senator Alpha Fowler.

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Memphis First Runs Emerge From Slump

MEMPHIS—A recent slump in attendance at first run houses here seems to have passed. Very good attendance is reported by William Kemp, manager of Loew's State; Cecil Vogel, manager of Loew's Palace; Jack Tunstill, manager of the Malco; Joe Simon, manager of the Ritz, and J. H. McCarthy, manager of the Warner. The pictures currently showing are "The Late George Apley" at the Palace; "It Happened in Brooklyn" at the State; "Dead Reckoning" at the Malco; "Stallion Road" at the Warner, and "The Overlanders" at the Ritz.

Georgia Girl, 11, Gets $250-a-Week Contract

COLUMBUS, GA.—Rita Woodall, a former Columbus girl who sang her way into the hearts of more than 100,000 service men at the Salvation Army's Broadway USO during the war, has been signed to a contract by Universal studios, according to information received here.

Rita is now studying dramatics under Universal's direction at Princeton university. A lyric soprano, she is receiving $250 per week, and her agent, John Luby, says that she has a contract that will net her $500,000 by the time she is 21. She is only 11 now.

Malco Gets CPA Okay For Rebuilding in Hope

HOPE, ARK.—Malco Theatres has been notified by the Civilian Production administration that its application to rebuild the Saenger Theatre here has been approved. The house was destroyed by fire Easter Sunday, 1944. The CPA previously had rejected four other applications for rebuilding the showhouse, one of which was supported by petitions of the citizens of Hope. Since the 1,300-seat theatre burned, Hope has depended for entertainment on two smaller houses with combined seating capacity of only 700.

Admissions in Knoxville Advanced After New Tax

KNOXVILLE—Collection of the new city-county amusement tax has started here, causing adult admission prices to be hiked 2 cents at night and 1 cent in the afternoon.

Leading downtown theatres have increased their prices from 48 to 50 cents at night, and from 36 to 37 cents for matinees. The new 5 per cent levy does not affect children's admissions, since the 9-cent day and night prices are below the 11-cent minimum admission specified in the bill.

Edgewood Soon to Open

JACKSONVILLE—Work is progressing rapidly on the Edgewood Theatre scheduled for an opening some time during April. A feature will be a parking lot with an attendant in charge at all times. The theatre was designed by Kemp, Bunch and Jackson, and was built by S. S. Jacobs, contractors.

Kay Gets Westerns

MEMPHIS—John Goodenough, manager for Kay Film here, reported that his company has secured the reissue rights on the following Tim McCoy westerns: "Lion's Den," "Border Cavalero," "Aces and Eights" and "The Traitor." New prints and accessories are available on the series, Goodenough said.

Miami to Be Directed By Sonny Shepherd

MIAMI—John M. "Sonny" Shepherd will become manager of Wometco's new Miami Theatre when it opens next Friday (18). As a result of his shift from the Lincoln, Wometco employes all along the line will move up to better positions.

The shifts in personnel, said an announcement from Wometco headquarters, are in line with the company's policy of promoting from within the organization. In all cases but one the changes involve employes who have been with the organization a long time.

Though he takes over at the Miami, Shepherd will retain active supervision of the Lincoln, where he has made an outstanding record, particularly with world premieres. Ed May, the indefatigable impresario of the Rosetta in Little River, will become manager of the Lincoln. Thomas Rayfield will leave the Parkway to become house manager of the Miami, and Tim Tyler, formerly assistant at the Tower, will become assistant at the Miami.

Other transfers are: Philip Masters from the Surf to the Rosetta, Claude Norton from the Biltmore to the Surf, James Camp from assistant at the Capitol to manager of the Biltmore, Harold George from assistant at the Mayfair to assistant at the Capitol, Ray Toemmes from the Tower to the Parkway, Gordon Spradley from the Strand to the Tower, Bernard Schaft from the Ace to the Strand, and Labe Mell, formerly relief manager, to manager of the Ace.

Harvey Back in Palatka; Palmer to Fort Pierce

PALATKA, FLA.—French Harvey has returned to his old post as manager of the Howell Theatre. He was manager of this house for a number of years, resigning to enter the navy where he served three years. Upon his release he was made manager of the Sunrise at Fort Pierce.

Now he will exchange jobs with Howard Palmer, who has been managing the Howell at Palatka. Palmer is also a veteran of World War II, having served in the Pacific theatre with the army. He has been identified with theatre business in Florida for 16 years.

St. Petersburg Egg Hunt Is Filmed by Newsreel

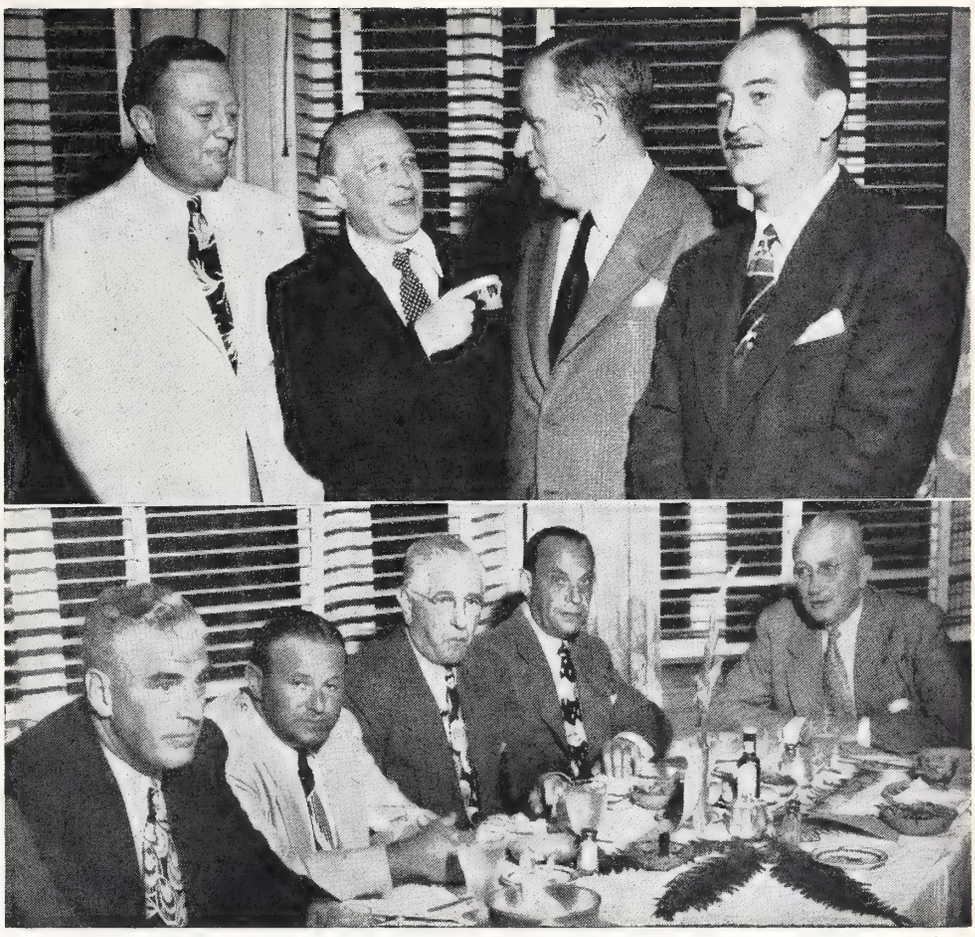
ST. PETERSBURG, FLA.—St. Petersburg received national publicity as a result of the Easter egg hunt staged by the Playhouse Theatre. Universal had a newsreel cameraman filming the event. The hunt for 3,600 eggs was arranged by Bill Boardman, co-manager of the Playhouse. Dozens of plastic eggs were mixed with the true Easter eggs, and each one of these contained passes to the Playhouse. Thousands of children participated.

The event was staged in connection with the showing of "The Egg and I."

'Duel' Opens in Miami On Roadshow Basis

MIAMI—David O. Selznick's "Duel in the Sun" had its first showing outside of Hollywood when it bowed at the Colony in Miami Beach Friday (11). It is showing at advanced prices but with continuous performances. Manager Art Bookbinder worked out a strong promotional campaign in cooperation with Sid Kain and Claude Morris of the Selznick Releasing Organization.

Seen at Miami Charter Dinner



AT MIAMI VARIETY INAUGURAL—The Variety Club of Greater Miami formally entered the international philanthropic organization of showmen at a charter dinner April 1 in Miami Beach. Top photo, left to right: Col. Mitchell Wolfson, chief barker; Dick Sachell, assistant chief; Col. William McCraw, executive director of Variety International, and George Hoover, another assistant chief barker.

Bottom photo: William Scully, U-I vice-president and general sales manager; Jack Kirsch of Chicago, president of national Allied; Al Lichtman; Al Rosen, Baltimore, and Edward N. Claughton, head of the Claughton circuit in Miami and Tampa areas.

MIAMI—Addressing guests at the charter dinner here of the greater Miami Variety Club, Col. William McCraw said: ". . . I have every confidence that this magnificent turnout will lead to the foundation of one of the outstanding tents in the country, one which will be outstanding not only in size but in the good works which it does for the charity it chooses."

Paramount's George Hoover, local chief barker, said this tent should be "the finest Variety unit in the United States—bar none." Don Lanning, who emceed the dinner, said the club's one purpose would be to exercise "the seventh sense of all show people—the sense of charity."

Among the nearly 200 who have already entered bids to be charter members are assistant theatre managers and film producing company presidents.

Specifically the local tent's project will be the National Cardiac Children's home on the outskirts of Miami. This is a mighty good choice, as Colonel McCraw, national executive director, pointed out, and one which fits in admirably with Variety's tradition.

Besides McCraw, famed Texan and popular after-dinner speaker, Variety was represented at the dinner by Bob O'Donnell, national chief barker and vice-president and general manager of Interstate Theatres in Texas.

Local officers are Hoover, chief barker; Mitchell Wolfson, first assistant chief barker; Dick Sachell, second assistant; Sidney Meyer, dough guy; Al Weiss, property master; Art Schwartz, fixer.

After a steak dinner, guests were entertained by Johnny Howard, Cross and Dunn, Roberta Sherwood, Dean Murphy, the Four Vagabonds, Rajah Raboid, Connie Allen and many others.

Jan Theatre, Como, Miss., Is Put Into Operation

COMO, MISS.—The Jan Theatre opened here Tuesday. The site of the new theatre is the former Kroger Bldg. which has been remodeled throughout.

Cairo, Ga., Project Rumor

CAIRO, GA.—Construction of a theatre here for Negro patronage is reported to be in the offing. The city now has two houses, the Zebulon and the new Grady, formerly the Syrup city, both of them belonging to Mrs. Ethel Blanton and associates. The Grady reopened in February after extensive alteration.

Role in 'The Pirate'

Metro has handed Ballerina Dee Turnell a role in "The Pirate."

CHARLOTTE

W. G. Driver, Screen Guild salesman, is out in the territory after many weeks in the hospital, and his friends are all congratulating him on complete recovery. Driver turned reporter his first trip, so we may introduce our guest columnist, with these notes:

"**H. T. Chapman** of the Gem at Cowpens, S. C., is quite busy remodeling his house. He has jacked up the balcony seats, so now it should fit those with long legs as well as short . . . Roger Mitchell of the Branwood, West Greenville, S. C., shouldn't be the least bit nervous over having five salesmen call on him at one time. He was a salesman himself not so long ago.

"**Business must be good** with P. C. Osteen of the Carolina Theatre at Anderson, S. C., for he sent his porter out on the main street to hand out $40 to a man walking by . . . Tom Fleming of the Sylvia, York, S. C., really should have been in bed nursing that cold when we called on him . . . And the same goes for J. I. Young of the Casino at Clinton, S. C. . . . Really, anybody but a showman would go to bed when they're ill, but in this business the motto is 'The Show Must Go On!'

"**Harold Armistead** of the Lyric at Easley, S. C., had to get up early and build some new display boards. He gave his mother a surprise birthday party in early April. She has been his cashier for the last 15 years. The Armisteads will erect a new theatre, incidentally, as soon as they can get a permit . . . Mrs. T. J. Dugan of the Lyric at Honea Path, S. C., gave her theatre the beauty shop treatment. It got a fresh coat of paint."

Reverting to some of our own plain and fancy reporting: Tom Allen, formerly with North Carolina Theatres in Salisbury, N. C., succeeds L. Weiford, who resigned as manager of Sam W. Craver's State in Columbia, S. C. . . . Fred Rohrs, manager of PRC's Washington branch, was here last week for a conference with Sam W. Craver and Harry Pickett of the Craver circuit. Craver had just returned from conferences with his managers at Lynchburg and Roanoke, Va.

W. M. Corbett has purchased new lighting fixtures and lounge furniture from Hickey Lawing of Southeastern Theatre Equipment Co. for his Crystal Theatre in White Lake, N. C. He has also bought a new marquee and is contemplating opening much earlier this season. The Crystal Beach pavilion purchased new speakers for the public address system, which is to be enlarged. Everything at Crystal Beach is getting a new coat of paint and a new boat-launching device is being installed.

The W. M. "Bill" Corbetts have a new addition to the family—William Murphy jr., now six weeks old . . . Mr. and Mrs. R. H. Work, who operate the rides at Crystal Beach, are in Philadelphia negotiating for a new riding device or two.

J. C. Long of the Pastime Amusement Co., Charleston, has purchased new Wagner letters for the American, Gloria and Garden theatres from Southeastern Theatre Equipment Co. . . . Hickey Lawing of Southeastern Theatre Equipment Co. sends in an item: "Ladies please note! Have you tried a kerosene shampoo?" According to Wilder S. Funk (Star, St. Stephens, S. C.), and Mrs. Funk, their two small youngsters have on two occasions taken complete kerosene baths while Wilder and his wife were busy around the house. The Funks have a large kerosene storage tank at the rear of their residence and this for some unaccountable reason holds a strange fascination for their offspring. They are both convalescing nicely from a hickory rash.

Randolph Scott flew into Charlotte to spend Easter with his mother. He returned to Hollywood Tuesday. It was his first visit here since October 1943. Dick Pitts, Charlotte Observer films critic, ends his column about Scott as follows: "It was almost a case of man bites dog when the star visited the reporter rather than vice versa. And he proved his memory better than the writer's by recalling their last meeting, back in 1939, when the writer got into a column argument with Jimmy Fidler over a Fidler slur against Scott. For an hour we talked, discussing Hollywood and mutual friends—and the genial, unpretentious and regular-as-rain attitude of the tall, slender, California-tanned cinema star leaves me with the feeling that North Carolina and the Queen city could not possibly be better represented in the land of make-believe."

M. B. Smith, jeweler, is offering a watch as a prize to the person who submits the best 100-word essay on "The Best Years of Our Lives." The contest is being held in conjunction with the picture, playing at the Visulite . . . Cy Dillon, manager of Republic, left for the company's sales meeting in Chicago . . . R. M. Simril, manager, and Salesmen Murray Starr and Charles Gregory leave April 14 for the national convention of National Screen Service to be held at Hotel Drake, Chicago.

RKO news: The Charlotte exchange was honored by a visit from Robert Mochrie, general sales manager. He came in from Pinehurst, where he has been vacationing, for conferences with Manager Rovy Branon . . . District Manager Dave Prince also was in the Charlotte office for three days . . . Tom Watson, who has covered the eastern part of North Carolina for RKO for a number of years, is being transferred to the New Orleans branch, effective April 7. Tom will be badly missed in the territory. Bud Riley, formerly of the New Orleans branch, has been transferred to Charlotte to take over Tom's territory . . . Gladys Freeman, accounting department, has resigned and will move to Sanford, N. C., where her husband is employed . . . Jeanette (Berryhill) Warwick has returned to her position after a honeymoon trip to Florida.

Notice has been sent to officers and directors of the Theatre Owners of North and South Carolina calling a board meeting immediately following the organizing session of the Motion Picture Foundation, April 14.



FOR COLORED PATRONAGE—Cedric Boyd and J. P. Overman have opened the Bern Theatre in New Bern, N. C., above, catering to Negroes. The house, seating 450, is completely air conditioned and has a large stage for flesh attractions. It is located in the heart of the town's colored district.

Southwest Briefs

OKLAHOMA CITY—Ray A. Higdon of Dallas has been named film buyer for Griffith Consolidated Theatres, Inc.

NEW ORLEANS—Girls on Filmrow here have organized the Filmrow Social club of New Orleans. Registered membership is now about 100.

DAINGERFIELD, TEX.—The Texas-owned Lone Star Steel Co. soon will take over a former government pigiron smelter here.

GRAND PRAIRIE, TEX.—Mrs. Nedia B. Delcambre, mother of Alfred Delcambre, southern sales manager for Selznick Releasing Organization, died here last month at the home of a sister.

OKLAHOMA CITY—Minnaletha White, voice coach for MGM in Hollywood for the past six years, has returned here to open a studio. Mrs. White has taught such stars as Kathryn Grayson, John Payne, Joan Crawford and Walter Pidgeon.

IRVING, TEX.—Hans Smith, local theatre man, an Irving city commissioner for several years, ran for mayor last week.

DALLAS—B. R. McLendon, principal owner of the Tri-States Theatres circuit, is spreading out in all directions. McLendon's Trinity Broadcasting Corp., operator of KNET in Palestine, Tex., soon will have a second unit on the air, station KOAK in Oak Cliff. McLendon also has opened an automatic laundry here.

NEW BOSTON, TEX.—L. W. Watts, general manager of the Watts & Keasler circuit, will build a new 800-seat house here as soon as he gets the green light from CPA.

GUNTER, TEX.—Burl B. Matheny, former owner and operator of the Harlem Theatre in Denton, has bought and is now operating the Texas Theatre here.

DALLAS—Jack Adams and Sam Lucchese, partners in ownership of the State Theatre here, will build a de luxe Negro theatre on Hall street when controls are dropped. The two also have plans for a new Negro theatre in Denison, Tex.

ALTUS, OKLA.—Griffith Theatres and W. T. Spears plan a new 1,100-seat theatre here.

WILBURTON, OKLA.—K. Lee Williams, owner of the Latimer Theatre here and head of the circuit bearing his name, will begin construction immediately on a new theatre here.

DALLAS—According to the 1947 Texas Theatre Guide, revived last year by Stormy Meadows, Texas has 1,260 theatres with a total seating capacity of 657,286. Affiliated circuit theatres number 1,218 and unaffiliated 459. There are 583 independent houses in the state.

DALLAS—Walter B. King, 63, theatre decorator, died here of a heart attack. King founded the King Scenic Co. here in 1910 but did not enter film theatre business until after the advent of sound. His knowledge and quick work then saved many a small town theatre.

Benefit Show Arranged For Greek War Orphans

MEMPHIS—Jack Tunstill, manager of the Malco, said a midnight show will be held at Malco Saturday (12) to raise funds for the campaign in the motion picture industry to care for Greek war orphans. "Meet Me in St. Louis," will be the picture.

Rank to Distribute Quebec Production

TORONTO—The J. Arthur Rank Organization has acquired world distribution rights for "Whispering City" and its French counterpart, "La Forteresse," which have been produced by Quebec Productions.

The English version of the picture has Helmut Dantine, Mary Anderson and Paul Lukas, all of Hollywood, as its stars while the featured players in the French-language film are Paul Dupuis, Nicole Germain and Jacques Auger. The two pictures were made at a studio at St. Hyacinthe with exteriors at Montmorency Falls and Quebec City.

Announcement of the deal came almost simultaneously with the resignation of Paul L'Anglais as president of Quebec Productions and the promotion to that office of Rene Germain, Montreal financier, who had been vice-president. The company's one picture is reported to have cost $750,000.

Grierson Not Applicant For Visa, Says Minister

OTTAWA—Louis St. Laurent, minister of external affairs, announced in the house of commons that John Grierson, former head of the government's National Film board, had not applied to his department for a passport to enter Canada. Grierson is now attached to the United Nations educational, social and cultural organization and had been refused a visa by the U.S. government for permanent residence in that country.

St. Laurent intimated that Grierson might be able to enjoy diplomatic immunity if he wanted to enter the Dominion because this privilege was extended to officials of the United Nations.

The question was recently raised in the Canadian parliament as to whether Grierson would be allowed to come into Canada in view of the fact he had been barred from the U.S. St. Laurent did not reply to a question as to whether Grierson had ever become a Canadian citizen.

Plethora of Whodunits Affect Kids' Attendance

VANCOUVER—Too many whodunits and other psychological films are given as reasons by parent and school organizations for a decided slump in juvenile theatre attendance during the last six months. Parents are keeping their children home because of the type of product being shown. The Odeon Movie clubs and the Orpheum are doing good jobs to counteract this trend by offering selected children's programs at morning matinees.

Three Arrested in Theatre

TORONTO—Quick punishment was meted out in police court to three men who pleaded guilty to breaking into the Fox in the east end of the city. John Brown, 22, and Alex Latour, 18, were sentenced to three months in jail, and E. C. Laurie, 19, was given two months. The police constable discovered a theatre door open and, after a search with drawn revolver, found the trio in the manager's office.

Only Quebec Bars 'Outlaw'

TORONTO—United Artists reports that "The Outlaw" is showing in eight of the nine provinces of Canada, only Quebec having condemned the controversial picture.

Quebec Clamping Down On Commercial Bingo

MONTREAL—Bingo, a major source of revenue for many Catholic parishes, was banned in Quebec province "as a commercial game" by Premier Maurice Duplessis, who charged that "commercial bingo constitutes an intolerable challenge to the respect of law and public interest, an intolerable danger to social welfare."

"It is our intention to adopt measures to end these abuses," he told a press conference. We give formal notice that these abuses, which we cannot tolerate, must cease. We ask cooperation from all and we shall cooperate with all who want to supress these abuses and prevent their repetition."

COMPLAINT OVER GAMES

Duplessis' action followed complaints from a number of organizations in Quebec city about games played there, some of which draw crowds up to 11,000 and involve sums estimated unofficially to be as great as $25,000 a night.

Receipts from one bingo game recently were reported to total $12,000 with 8,000 persons, most of them women, paying $1.50 admission fee. Thousands of additional dollars were spent by patrons who bought extra cards for the game in which numbers on a board are matched with those called out by an announcer with prizes going to persons who first fill a line of figures. The game was held in a campaign for funds for a new parish church.

Proceeds from most games are used for charitable purposes or parish projects.

Montreal authorities clamped down on the game last year with police and archdiocesan officials cooperating in a campaign which police said was successful in supressing all commercial games.

QUEBEC GROUPS PROTEST

The Quebec city groups which have protested against the game charged that women who were refusing to pay their grocers' bills were spending up to $10 a week on bingo.

The Federated Trades and Labor council asked that the criminal code be amended to place bingo in the same category as gambling.

Premier Duplessis said two large bingo games scheduled for the Quebec Coliseum April 7 and 14 definitely fall under the ban. The Coliseum games previously have attracted around 10,000 persons and offered prizes totaling $13,000.

Duplessis said he had heard rumors that the bingo organizers thought his first statement did not apply to their games. He said he wanted to make it clear that these games were included and that the provincial police would be instructed to see that the games were not held.

Meantime, provincial police officers have cracked down on a number of persons selling raffle tickets throughout the city. Ticket sellers who solicited passers-by were told that if they did not cease operations they would be prosecuted by law.

Strong Financial Position Shown by Hamilton Units

TORONTO—An excellent financial position is shown in the annual statement of Theatre Properties, (Hamilton) of Toronto, a subsidiary of Odeon Theatres of Canada which operates the Capitol and Palace in Hamilton. The report for the year ending Dec. 31, 1946, lists net earnings of $39,222 compared with $35,982 for the preceding 12 months, the ratio per stock share being 40.5 cents again 37 cents. Current assets are $133,248, against $102,126 at the end of 1945, while liabilities were reduced from $57,935 to $29,047 during the past year. Cash on hand increased from $71,104 to $111,136. Operating profits are shown at $131,788, compared with $125,327 at the close of 1945, and working capital stood at $104,202, against the previous total of $44,191.

Neon Profits Zoom

MONTREAL—The Claude Neon General Advertising, Ltd., in the report for the year ended Dec. 31, 1946, shows a net profit of $19,855, compared with $4,051 in the previous year. The 1946 profit is after depreciation of $61,496, accrued bond interest of $11,602 and income tax provision of $13,236. Depreciation in 1945 was $31,574 and income tax provision was $3,034.



REAL WESTERN MOTIF—Jack Randall, manager of the Strand, Vancouver, publicized "Trail Street" by having his staff dressed in colorful western outfits a week in advance of playdate. A professional cowgirl was hired to ride a spirited horse over downtown streets, carrying appropriate copy.

Manitoba Ass'n to Push War-Born Goodwill Job

WINNIPEG—Creation of goodwill toward the industry will be a major undertaking of the Manitoba Motion Picture Exhibitors Ass'n this year.

The organization looked back last week at its first year of operation as a trade association for affiliated and independent theatre owners and looked forward to continued growth in the next year. The task of creating goodwill for the industry, it was determined, will be carried into every center where exhibitors operate.

It also was decided to issue bulletins regularly during the next year to keep members informed of all activities.

The annual meeting was closed to the press, but a statement released by the new executive reported general satisfaction with the organization's achievements, gratification with the relationships existing between city and country exhibitors, noted that 20 new members had been added from the country, and cited the marked cooperation shown in furthering the group's efforts.

TRILLER NEW PRESIDENT

Mesho Triller was elected president, succeeding R. D. Hurwitz, who was made honorary president. Other new officers are R. S. Miles, vice-president; Harry Prygrocki, Fisher Branch, Man., treasurer, and Ken Beach, secretary.

Elected directors from Winnipeg were E. A. Zorn, H. A. Morton, D. Rothstein and W. J. Halperin. Out-of-town directors are W. J. McGregor, Gladstone; W. Mowatt, Glenboro; I. Triller, Trenscona, and A. E. McLean, Rainey River.

C. Rhodes Smith, provincial minister of labor, guest speaker at the dinner, told the exhibitors that the time was ripe for management and labor to get together in the interest of establishing better relations to insure social and economic stability. He warned that both parties to industrial disputes must make their minds up once and for all that they will abide by settlements of disputes in the their own interests as well as that of the community at large. He said the Canadian government was making progress in working out more satisfactory means of handling labor disputes although it had not by any means reached the perfect solution.

Smith took occasion to thank the industry for its support of the war effort through the varied use it had made of its theatres.

M. J. Finkelstein stressed the importance of the motion picture in the contemporary world, but warned that it was a force that could be used either for good or evil. He urged democratic governments to make fuller use of motion pictures for the purpose of inculcating principles of good citizenship.

SCHOOLS USING FILMS

H. McIntosh, assistant supervisor of Winnipeg schools, told the exhibitors that the schools have learned to make extensive use of motion pictures for instruction purposes. He assured exhibitors that they need not regard the schools as in any way competitive, but rather as engaged in working in the same industry. He pointed out that the schools through their use of films were developing an awareness of technique and standards of film production which should result in a demand for better pictures which "will put the picture people on their toes."

Retiring president R. D. Hurwitz said in a brief address that the association had enjoyed an enviable record of war services. He lauded particularly the action of J. Miles Western Theatres persident, for having contributed the use of the Orpheum theatre free of charge for Sunday night shows during the war years; Tom Pacey, Garrick manager, for having organized traveling troupes of entertainers to military centers, and N. Rothstein for having donated a projector to Headingly jail.

The film industry had a leading role in every drive during the war, Hurwitz said. Turning now to peacetime conditions, exhibitors were creating further goodwill through various community services.

J. McPHERSON SPEAKS

Ald. J. Gurzon Harvey, appeared for Mayor Coulter, and extended the city's welcome. Mayor G. McLean, of St. Boniface, extended best wishes to the association.

J. McPherson, president of the Winnipeg Film Board of Trade, congratulated the association on its achievements. Other speakers included Sam Swartz, president of the Winnipeg division of the Canadian Picture Pioneers; Douglas Peacock, Ottawa, coordinator of theatrical distribution for the National Film board; and Charlie Hayson, of the projectionists' union. Miss J. Stabor was secretary at the meeting and dinner.

The meeting heard letters read from the Institute for the Blind, inmates at Deer Lodge military hospital and the YMCA Teen-Agers group expressing appreciation of privileges extended them by city theatres during the past year. The meeting also took occasion to go on record with a vote of thanks to the local press for its aid in publicizing the association.

Entertainment at the dinner was arranged by Tom Pacey. A new Canada Carries On release, "Bronco Busters" was shown.

LIST THOSE AT DINNER

The dinner was attended by the following: P. Young, College; W. Russell, Roxy; M. Kale, Times; D. Robertson, Tivoli; A. J. Selig, Fox; M. Bilan, Bijou; B. Appell, Tower; J. Schwartz, Regent; F. Willis, Gaiety; H. Gunn, Osborne; C. Straw, Furby; D. Drawson, Plaza; S. Swartz, Rio; M. Kramer, Starland; W. Novak, Capitol; E. A. Zorn, Famous Players; G. Miles, J. Miles, A. N. Miles, S. R. Miles, S. Rosenblatt and B. K. Beach, all of Western Theatres; R. D. Hurwitz, Main street pool; G. Wright, Arlington; G. Larson, Wonderland.

D. McKay, Odeon; H. Hurwitz, Odeon theatres; T. Pacey, Garrick; W. J. Taylor, Rose; L. Miles, Palace; H. A. Morton, Odeon theatres; D. Saifer, Beacon; H. Gray, Lyceum; E. Newman, Metropolitan; D. Carr, Oak; W. Halparin, Paris; B. Pechet, Elm; M. Heppner, Colonial; B. Sommers, State; A. Doherty, Corona; H. Prygrocki, Kings and Classic; M. Schultz, DeLuxe; R. Bessler, Park; M. Cohen, Valour.

E. Kendall, Starland, Morden; M. Phillet, Rex, Flin Flon; D. Rosbourne, Dauphin, Dauphin; W. Mowatt, Gaiety, Glenboro; I. Triller, Apollo, Transcona; A. Kaminak, Roxy, Selkirk; C. Taylor, Playhouse, Portage la Prairie; P. Lowe, Community, Cartwright; Mr. and Mrs. J. A. Todd, Princess, Morris; Miss G. Truddell, Waskada, Waskada; L. A. Turoldo, Capitol, Brandon; W. J. McGregor, Audio, Gladstone; F. Pojetz, Strand, Brandon; Mr. Grieve, Oak Lake; N. Rothstein, Rothstein Theatres.

Dr. E. Goriepy, St. Pierre; G. Gautchier, St. Pierre; W. J. Dowd, Baldur; D. Rothstein, Rothstein Theatres; T. D. Lamb, Tivoli, McGregor; J. L. McLachlan, Jubilee, Deloraine; B. Prygrocki, Fisher, Fisher Branch; G. O. Dagg, Winkler, Winkler; H. Swartz, Rothstein Theatres; J. E. Rougeau, Seven Sisters Falls; A. E. McLean, Gaiety, Rainey River.

Mr. McCormick, Dominion Sound; Mayor G. McLean, St. Boniface; D. Peacock, Ottawa, National Film board; C. Rhodes Smith, Manitoba minister of labor; H. Moore, National Film board; B. Watson, department of labor; L. Boucher, Edmonton; B. Penny, Automatic Confections; A. Simpson, theatre inspection, department of labor; C. Maybee, General Theatre Supplies; J. Rice, J. M. Rice Theatre Supply; D. Wolk, Western Theatres.

J. Pechet, Canadian Screen Publicity; P. Geller, Producers Releasing Corp.; W. E. Wilson, regional war labor board; Inspector Cafferty, city police; J. McPherson, Eagle-Lion-Monogram; J. Huber, 20th Century-Fox; N. Mackinson, RKO; B. Moffat, censor board; F. Morriss, Free Press; G. Dowbiggin, Famous Players; A. Levay, Regal; W. Blankstein, Empire Universal; H. McIntosh, Winnipeg schools; M. J. Finkelstein, K. C.; Ald. J. G. Harvey; B. Lepkin, Winnipeg Tribune and BOXOFFICE.

J. Sowde and C. Hayson, operators union; S. Gunn, Paramount; F. Davis, Warners; H. Kaufman, Toronto; A. Feinstein, United Artists.

OTTAWA

Sam Hebscher, manager of Odeon's Nola in the west end, plugged a horror show, consisting of "House of Dracula" and "She-Wolf of London," by offering $5 reward for the woman who would sit alone in the theatre at a midnight screening of the program. Many replies were received, so a drawing was made from a hat for the selection of the "victim," who was Helen Carroll, 19. While Hebscher remained in his office and the projectionists were on the job in the booth, Miss Carroll formed the sole audience at the private show and emerged with a smile to collect the award. Because of word-of-mouth advertising over the stunt, the theatre was packed for the subsequent regular shows.

Manager Hebscher also counted heavily with an Easter Monday cartoon program for juveniles when he offered eight live Easter rabbits as prizes in a hidden-number stunt, the winners being those who occupied certain seats. Previous to the date, the rabbits were used in window displays of neighborhood stores.

Work will start next month on the enlarging of the Palace at Cornwall, which is operated by the Palace Amusement Co. in partnership with Famous Players. The manager is Clarence Markell. The cost of improving the theatre has been estimated at $135,000. The Palace is the oldest theatre in Canada's newest city.

The Capitol and Regent, large Famous Players theatres here had great throngs of juveniles for its annual Easter parade of cartoon performances. In former years, the Easter show was staged at the Capitol, with its 2,400 seats, but it eventually drew such patronage that the show is also presented in the Regent, which was filled to capacity this time, too. A few nights earlier the Capitol presented a Sportsmen's Show, consisting of pictures dealing with different games and pastimes, including wildlife. A big crowd turned out.

George A. Hunter of the National Film board has returned from a hectic stay in western Canada, his experiences being exciting and varied. He was almost overcome by coal gas, was knifed by an Indian girl who wanted moving pictures taken of her, and his automobile was badly damaged when it overturned in a snowdrift. With the exception of the knife wound, Hunter survived the mishaps nicely.

Toronto Will Form City Censor Board

TORONTO—A municipal board of censors, the first of its kind in Canada, will be established here according to H. E. McCallum of the civic board of control, who said the new body would have jurisdiction over moving pictures, stage presentations, night clubs, radio programs and published books. He classed some of these features as "salacious."

Long ago, the city had a theatre censor, the late William Banks, a former local newspaper man, but his services were superseded by the provincial board of moving picture censors.

No provision is made in the Ontario theatres and cinematographs act for any censorship by local or private bodies and the church. Hence, it is not clear on what legal basis city censorship can be imposed on moving pictures for moral reasons. The civic government has the power to cancel licenses for theatres for other causes.

The Ontario government has yet to say anything about the prospective clash of jurisdiction in film censorship but the provincial regulations are there for all to study.

Peace River Change

PEACE RIVER, ALTA—The Valley Theatre here has again changed hands, the second time within the last year. Two Peace River residents are the new owners, A. Polukashko and William Todor.

TORONTO

The Vaughan, latest addition to the B&F circuit, is approaching the finishing stage. The theatre, situated at Vaughan road and West St. Clair avenue has been completed insofar as steel and brick are concerned and work is being pushed on the front elevation and interior.

The voyage of H. M. Masters, general manager of Canadian Warner Bros., and Mrs. Masters across the Atlantic is solely a holiday trip, it has been pointed out from a company source in Toronto.

Lloyd Mills, former manager of the Belsize, continues to take a personal interest in the Teen-Age club which he founded at the theatre. Between trips in his new sales job, Mills has been appearing with the club members during their Saturday morning program over CHUM here, with the ready consent of Ralph Wilson, his successor at the theatre.

Another unit of Famous Players, the Algoma at Sault Ste. Marie, Ont., of which Al Hartshorn is manager, has launched a Movie club for boys and girls. The initial Saturday morning screen feature was "Adventures of Tom Sawyer," plus an amateur hour on the stage.

"The Way to the Stars" wound up its fifth straight week at the International Cinema April 5 but has some distance to go to equal the 19 weeks of "Henry V" at the same theatre last fall . . . Toronto has practically a new neighborhood house in the Ace at 605 Danforth Ave., which has reopened after being modernized.

For "Calendar Girl" at the Circle and Midtown, the fronts of these 20th Century Theatres units were gaily decorated with enlarged pictures of Varga girls . . . Allens' Theatre Holding Corp. is preparing plans for the erection of a suburban theatre on a Yonge street site at Lansing, a growing suburb just north of the city. No date has yet been announced for the opening of the annex to the company's Hollywood here.

VANCOUVER

The Lyric played a week's engagement of the San Carlo Opera Co. Business was excellent. The Lyric opened a roadshow engagement of "Open City" April 7 . . . The arbitration board met last week to settle the dispute between Famous Players and the projectionists. No decision will be made until after the Easter recess.

Jimmy Davie, recently appointed RKO manager, is covering the British Columbia territory, closing a number of situations . . . Lloyd Muir, RKO exploiteer, is back from a two-week trip covering prairie towns on "The Best Years of Our Lives" . . . Films on the control and prevention of tuberculosis, provided by funds raised in the annual Christmas seal campaign, have been given to film libraries at the British Columbia university extension department, the Vancouver school board, Langley Film council and Indian hospitals at Sardis and Miller Bay.

Representatives of the students council at Regina college wrote to the exhibitors association saying they would boycott theatres in the Regina area if reduced admissions were not put into effect for students. Association members did not take any action.

Odeon Movie club members are playing football for a cup and medals. The kids play each Saturday morning before attending the Movie clubs. Competition is quite keen. A representative of the fire department is visiting the clubs and giving a talk on fire prevention and fire drills each Saturday.

Shirl Wilson, sound engineer for North American Productions, is busy supervising NAP's first cartoon feature, to be titled "Butch Bear and Buddy Beaver." It is expected to be released by a major organization in the USA . . . Good Friday and the Easter weekend gave theatres smash business. Several ace attractions were released. "Sinbad the Sailor" at the Orpheum led the town.

Cascades Drive-In at Burnaby opened its 1947 season this week with "Hollywood Canteen." Many improvements have been made since the house closed. It is reported that a drive-in will be built this summer by Victoria interests which have purchased property near the capital city. The Cascades is the only drive-in theatre west of Toronto.

"The Best Years of Our Lives" will have its Canadian first runs in Odeon circuit houses. It is booked for a five-week run at the Hastings here and also will play the Oak Bay Theatre at Victoria for three weeks at increased admission.

James Mason, British star, is gaining in popularity here, and exchanges are now getting good returns from older releases which did not do so well on their first showings. "Hatters Castle" will be rereleased . . . The Canadian navy's popular wartime revue poured nearly $290,000 into a fund for the relief of distress among navy veterans and men now serving, Admiral Nells announced. The revue was also made into a film by an English company, and proved popular in Canada.

Frank Soltice, manager for Eagle-Lion, is happy over the smashing business being registered by his Australian release, "The Overlanders" . . . Gross receipts from the annual Rotary ice carnival established an all-time high, Maynard Joiner, chairman, revealed. Joiner is British Columbia supervisor for FPC. For his outstanding job Rotary gave him a silver set.

Harry Page, Monogram manager, is back from a trip which covered the B. C. interior. He reports business good, with plenty of cooperation from exhibitors on Monogram's "Sweet 16" drive which ends June 27. Page hopes to finish among the leaders.

Series of Preview Nights Started in Vancouver

VANCOUVER—Inaugurating a new policy dedicated to "first-nighters," the Park gave a preview night April 7 with admissions at 60 cents. Every Monday thereafter a similar show will be held.

The Park was selected by Odeon as an ideal location, only five minutes from downtown Vancouver by bus or car. The theatre also is starting a second run policy. The Paradise, formerly second run, will go to first run.

Famous Players have been holding preview nights at the Stanley and Kerrisdale theatres for the last ten years.

Opening of the Fairlawn May Run Into Delays

TORONTO—There is now the prospect that "The Best Years of Our Lives" will not be the opening feature for the Fairlawn in north Toronto. Finishing touches to the house appear to be somewhat distant. It had been planned to have the Odeon unit opened by J. Arthur Rank on the occasion of his visit in May. The Academy award picture opened April 5 at the Kent in Montreal at $1.20 top instead of $2.40 as previously stated. The picture will play other Odeon units across Canada in quick succession.

Quebec Bans Drive-Ins; One Sought at Toronto

Toronto—A group of business men from the U.S. has applied to the North York council for a permit to establish a drive-in theatre northeast of Toronto at Dawes road and Sheppard avenue. The application was laid over to permit nearby residents to express their views. Meanwhile, the province of Quebec has placed a ban on the operation of open-air moving picture theatres because of the "noise."

CALGARY

"Till the Clouds Roll By" did such excellent business at the Capitol in Edmonton, its Alberta premiere, that exhibitors here were encouraged. Good pictures still draw capacity despite recent spotty business. All feel more hopeful.

J. B. Barron of the Grand Theatre here left by plane for Chicago. He is making a fast trip, to hurry up delivery of promised material needed for present renovations to entrance and lobby.

Edward L. Steele, head usher at the Capitol, drew an Irish sweepstakes ticket in the Grand National. He drew the horse Fabian, which was scratched. This brings him a lower award of $336. He was quite satisfied.

J. Lieberman of the Rialto in Edmonton, superintendent of Odeon units, has been discharged from the hospital. He is feeling fine after an operation on his eye.

MONTREAL

A three-month trip through Europe and extending to Egypt, is being undertaken by Fred Tabah, president of Confederation Amusements. He also is president of the Tabah Cousins Drygoods Co., for which he will transact some business. He has already visited France, Belgium, Switzerland and Italy . . . Ameen Lawand, booker for Confederation Amusements, is spending a month's holiday at Miami.

Leo Devaney, Canadian general manager, Toronto, attended RKO's drive meeting at the Mount Royal hotel, along with his assistant, T. L. Carey, also of Toronto. From New York came Carl Peppercorn, and Len Gruenberg, captain of the drive.

Among exhibitors visiting Filmrow were A. Lemoine, owner of the Bijou, Megantic; Armand Veilleux, St. George's, St. George de Beauce; A. Gingras, Canada, Levis, and Roger Lalonde, Colonial, Plessisville . . . Miss Gwen Cameron, stenographer at Warner Bros. here, has left by plane for a two-week holiday in Newfoundland . . . Johnny Dufour, owner of the Crystal, Montreal, is the father of twins. They arrived a few days ago.

Superior court has decided that the rental controller of the Wartime Prices and Trade board has authority to decide the merits of an application to demolish buildings at St. Catherine and Crescent streets to permit erection of a new house by General Theatres, subsidiary of Odeon Theatres of Canada. The tenants have protested that if ousted they will be homeless. Investigation, which was suspended awaiting the court's ruling, will be resumed by the controller.

Marcus Loew's Theatres, Toronto, will provide funds from its own resources, to redeem its 7 per cent $100 par, preference shares . . . Two new theatres will be erected at Montmagny and another at Chicoutimi.

Five new films made their debuts in Montreal first run theatres over the Easter weekend . . . Ross Munro, correspondent for the Canadian Press who now is covering the Moscow conference, attended an exhibition of a three-dimensional film, "Robinson Crusoe." He did not seem much impressed and found it tiring on the eyes.

The National Film board's production, "Holiday at School," a color film describing the Banff School of Fine Arts, was shown here . . . Montreal Film council is sponsoring a series of films of interest to social workers, educators and the public, which will be given free in Montreal high school auditorium.

500-Seat Civic Center Planned at Vancouver

VANCOUVER—A 500-seat playhouse and civic theatre is planned here, it was revealed by Gordon Hilker at a meeting of the Vancouver Civic Theatre society. It will be ready in a few months. Hilker said the theatre will be available for small drama groups and will not be operated for profit.

Western Receipts Drop

WINNIPEG—A drop in business as much as 25 per cent below past records was reported by E. A. Zorn, Famous Players western division manager, returning to the city following a tour of the territory. Zorn said business generally has shown a decline in western Canada, with show business suffering as well.

Business Leaps Up As Lent Passes

TORONTO—The local cinema centers returned to full business glory with the playing of Easter attractions. Even "The Jolson Story," in its third week at both the Tivoli and Eglinton, returned to above-par figures. Biggest grossers were "My Favorite Brunette," "It Happened in Brooklyn," "Song of the South" and "The Egg and I."

(Average is 100)

Capitol and Victoria—**Ladies' Man** (Para).....110
Eglinton and Tivoli—**The Jolson Story** (Col), 3rd wk.....110
Imperial—**My Favorite Brunette** (Para).....140
Loew's—**It Happened in Brooklyn** (MGM).....140
Shea's—**Song of the South** (RKO).....145
Uptown—**The Egg and I** (U-I).....135

Boxoffice Takes in Vancouver Reported on the Light Side

VANCOUVER—Business was on the light side during Holy week. "The Jolson Story" bowed out of the Orpheum after four big weeks. Admissions have been increased in all Famous Players downtowners. This did not affect business, apparently.

Capitol—**The Shocking Miss Pilgrim** (20th-Fox).....Moderate
Dominion—**Strange Journey** (20th-Fox); **California** (Para), moveover.....Average
Hastings and Vogue—**The Overlanders** (E-L).....Good
Orpheum—**The Jolson Story** (Col), 4th wk.....Good
Plaza—**White Tie and Tails** (U-I); **North of the Border** (PRC).....Average
Strand—**Trail Street** (RKO); **Blondie's Big Moment** (Col).....Good

Calgary Business Shows Pickup; Showmen Now More Optimistic

CALGARY—Business picked up some after a decided drop in theatre attendance. Exhibitors have blamed poor business on the recent hockey playoffs. With the last year's Stanley cup winners, the Calgary Stampeders, playing the Kimberley Dynamiters of British Columbia, public interest was high. While the ardent hockeyists go to the Arena, theatre men say, many others sit by their radios.

Capitol—**13 Rue Madeleine** (20th-Fox).....Very good
Grand—**The Overlanders** (E-L).....Very good
Palace—**Calendar Girl** (Rep); **Strange Journey** (20th-Fox).....Fair

Marcus Loew to Redeem All Preferred Shares

TORONTO—Marcus Loew's Theatres, operating two first run theatres in here, has called all 7 per cent preferred shares for redemption, funds having accumulated for the purpose. The decision was followed by the announcement of the Toronto stock exchange that the shares had been removed from the trading list.

Exhibitor Is Really 'Blue' After 'Blue Skies' Run

Calgary — Isber Frank Shacker played "Blue Skies" in his Capitol Theatre at Hanna, but skies weren't blue for Shacker, although the day he played the attraction was a blue one indeed.

For the Composer, Authors and Publishers Ass'n of Canada filed a claim against Shacker, claiming damages of $1,000 and costs, on the grounds, according to the complaint, that the association has the sole rights to perform "Blue Skies" in the Dominion, and that Shacker in his theatre "performed or caused to be performed" the musical work of substantial portions thereof "without the consent of the plaintiff."

This is the first such claim filed by CAPA in western Canada for years.

ST. JOHN

Norman Smith, a brother of Abe Smith, manager of Regal Films, and a brother-in-law of Maurice Elman (they married sisters), has become maritime manager for Astral Films. Elman recently joined Alliance Films as maritime representative with quarters adjoining PRC.

The Jack Bellamys are parents of a baby girl named Joan Linda. The pater is PRC maritime manager. He has moved into a new home at Beaconsfield . . . Art Elliott, Montreal, has joined the RKO staff here as a salesman under Herman McArthur, manager.

An unusual switch was the recent one made by Joe Kilpatrick and Beatty Thompson, shippers at Columbia and PRC . . . Sylvia Brownberg, who returned from Red Cross overseas service several months ago, has joined the Columbia staff as bookkeeper and stenographer. Before going to London, she had been in the Mayfair Theatre office about five years.

Two St. Johners finished first and second in a Monogram sales drive. Sam Jacobs, now manager at Montreal exchange but previously here, was No. 1, and Lou Michaelson, his successor at St. John, was No. 2 . . . Sam Babb, booking manager for Franklin & Herschorn, is a philatelist who devotes special attention to air mail stamps.

Thomas Stephen, promoter of a new theatre, has met financing woes and his project may not get started this spring. Ditto for a new East St. John house he planned.

The gross gate for five days of "The Ice Cycles of 1947" at the Halifax Forum was unofficially reported as slightly over fifty thousand dollars at $1 to $2.50, including provincial tax. The advance promotion includes radio blurbs, amplifier announcements at hockey games and ring programs, newspaper and billboard advertising, window cards and paper restaurant napkins. Mel Anderson looked after the praise department and Chris Kelley was company manager . . . For the five days at Moncton, the gross was unofficially estimated at about half that of Halifax. The quality of the show was reported tops for the maritimes.

Although no evidence was presented for the defense, a charge of abduction involving two 14-year-old girls, brought against Ray Little, a touring trouper, was dismissed in the county court at Amherst. The presiding judge, J. W. Macdonald, ruled there was insufficient evidence to call for conviction. Little's real name is Ray Elliott Petit of Chelsea, Mass., and Bangor, Me. He has been heading a western show through the maritimes.

Indications are the Casino, Halifax, will be shuttered for about a month for remodeling, redecorating and installation of television facilities . . . Operations at the Family, Halifax, were resumed after about 11 days suspension for construction of a new projection booth. New projection machines and sound apparatus will be installed later.

The same construction firm has two Paramount-Famous Players jobs under way within about 250 yards—the new Paramount Theatre and new Paramount exchange here. The contractor is John Flood & Sons, St. John. The exchange site is opposite the currently rented quarters. Between the theatre and exchange is the Capitol Theatre, owned and operated by FPC. The latter will continue to have the biggest theatre seating capacity in New Brunswick, 1,629. The Paramount will seat between 1,450 and 1,500.

SELLING SEATS

Practical Ideas by Practical Showmen On Merchandising the Motion Picture

Edited by HUGH E. FRAZE

BOXOFFICE Showmandiser SECTION

A GUIDE TO BETTER BOOKING AND BUSINESS-BUILDING

GRADUATION PARTIES ASSURE BOXOFFICES SPRING BOOST

Localized Short Gets Support of Police

MILWAUKEE—Local footage has been added to an MGM short urging motorists to remove ignition keys after parking their cars and the short is getting strong support from the Milwaukee police department.

The local angle was developed after Harold J. Fitzgerald, president of Fox Wisconsin, arranged a screening of the short, "A Really Important Person," for Police Chief John Polcyn and his department heads.

SPECIAL INTRODUCTION ARRANGED

After the screening, Fitzgerald, Polcyn and John G. Kemptgen, MGM manager here, worked out a special introduction and closing.

The introduction begins with a small Milwaukee police badge that gradually grows in size until it fills the screen. This is followed by copy reading, "This theatre joins with the Milwaukee police department in bringing you the following message."

The short itself is concerned with the writing of a theme in school by students on "A Really Important Person." One boy, Dean Stockwell, writes about his father, who is a policeman.

POLICE CONTACT THEATRES

At the conclusion of the short, the local copy resumes with "Now let's help that good boy stay good by locking your ignition and removing the key from your car. Out of every ten cars stolen, nine are stolen because you left the keys in your car."

Police Chief Polcyn instructed all of his sergeants to have their officers contact every Milwaukee theatre to urge immediate booking of the short. The short opened early this month at the Wisconsin and has already been booked by all of the Fox Wisconsin houses, the Warner Theatres and many independents.

Radio Tiein Promotes Loew's Toledo Houses

TOLEDO—Loew's Valentine and Loew's Esquire are getting free radio publicity in connection with the Telephone Quiz contest heard over WTOD each morning from 10 to 10:30. The station asks listeners to send in their telephone numbers. From the numbers submitted, calls are made at random and the person is asked to identify a musical selection. Those who correctly identify the selection receive merchandise and passes to the theatres. Films playing at the two theatres get mention in several spots during the program.

"Seed now for that annual crop of school graduation parties."

Thus suggests Charles Winchell, assistant to Harry B. French, president of Minnesota Amusement Co. of Minneapolis, in a manual issued to managers of the circuit in Minnesota, North and South Dakota announcing the circuit's May-June spring showmanship drive.

Prizes totaling $2,075 will be awarded on what is described as the management merit system. Managers must submit weekly reports on these points: Profit, effort, selling and operation.

In suggesting school graduation parties as an important activity in the drive, Winchell, who is drive captain, declares:

EXTRA BUSINESS IN PARTIES

"Each succeeding year, managers report more and more revenue from theatre parties for school graduation classes. Enterprising managers have developed this patronage to a point where each spring it means many thousands of dollars in extra business.

"Most success is reported where managers start early in contacting school officials, class presidents or entertainment committees, selling the idea of enjoying the final school celebration or social function with entertainment at the theatre.

"Contact the local schools in person—nearby schools by letter. Outline advantages, economy and entertainment value of the plan. Include the theatre bookings for the period when schools will be having such events. Some managers have joined forces with restaurants in selling a dinner and theatre party. Others have sold local merchant associations to sponsor theatre parties for graduation classes from schools in adjacent territory. In these days of youth delinquency, school authorities are apt to look askance at a class dance in favor of the students having a theatre party in a well-supervised theatre.

ALL-LAFF SHOW SUREFIRE

"Since it was organized some years ago, the plan for building up this business in our circuit has gone far beyond just graduation parties. It encompasses everything from kindergarten classes for matinees to PTA groups, clubs and various organizations. Don't overlook any of them!"

The manual also recommends an "all-laff" show, carried out by Manager Douglas Martin at the State Theatre in Fargo, N. D., as a tested business getter.

"Manager Martin's experiment," the manual relates, "has taken the 'maybe' out of the all-laff show idea. He tried it out at the State and doubled the average Friday-Saturday business, running up one of the largest grosses he has had in months."

The show was made up of "Singin' in the Corn," a Three Stooges comedy, Billy Gilbert comedy and a Bugs Bunny short.

Martin sold the show as a four-ring circus of fun, etc. Following up the general ballyhoo, he then specifically played up all parts of the program. In ads he used laugh mats furnished by the MAC advertising department, consisting of laughing faces arranged in a reverse plate border. A laugh record was employed to introduce and close air spots. Laughing heads similar to those in the ads were made up for use in special lobby and front displays. Laff show copy introduced the National Screen trailer on the feature and a tag sold the comedies.



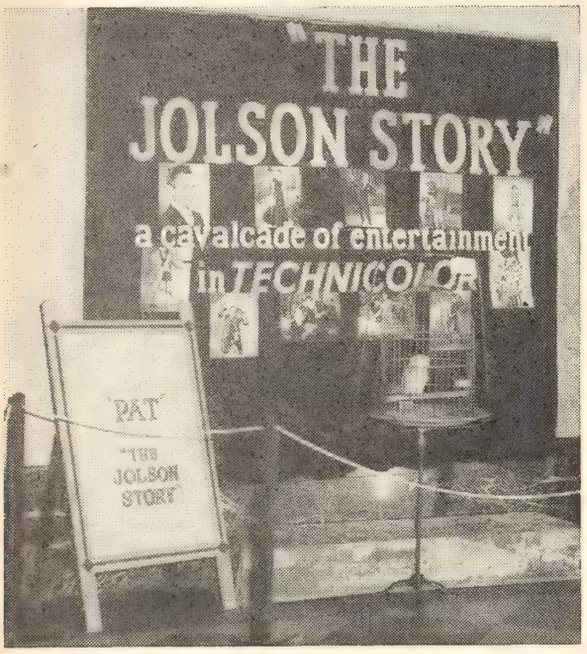
Layout suggested for All-Laff show.

Art School Tieup Is Used On 'Nora Prentiss' Date

CLEVELAND—Highlight of the campaign on "Nora Prentiss" at the Hippodrome Theatre here was a tieup with the Cleveland School of Art featuring a fashion design contest for students. Fashion editors on the local papers served on the board of judges.

More than 150 entries were submitted, with prizes of $25, $15 and $10 for the three winners. The competition was titled, "For That Nora Prentiss Look, Fashion Design Illustration Contest."

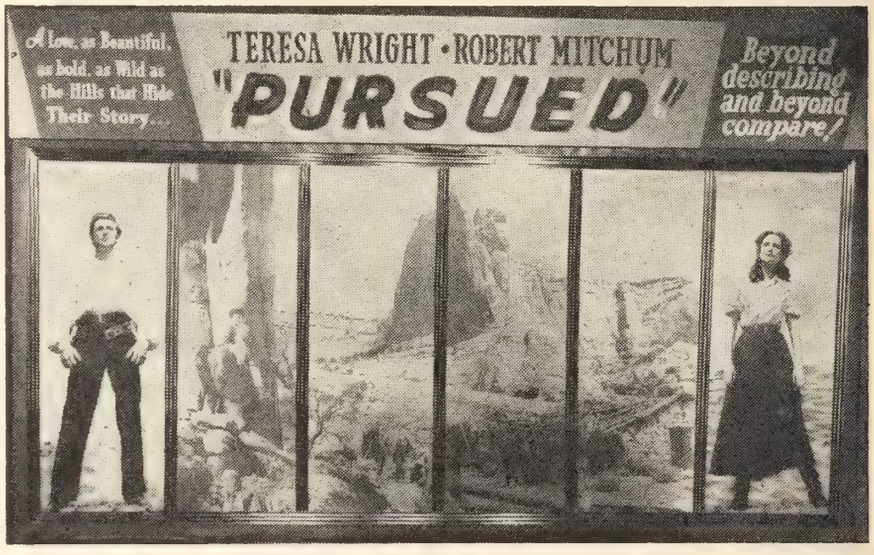
Touch of Showmanship Sells the Film



Frank L. Pratt, manager of the Paramount in Portland, Ore., worked for weeks on this "Jolson Story" pitch. He trained a parrot to say "Jolson Story, don't miss it," then put the bird in the lobby and invited patrons to question him.



The unusual treatment given by Producer-Actor Robert Montgomery to "Lady in the Lake" got the same unusual touch in this lobby setup. It was arranged by Lester Pollock, manager of Loew's, Rochester.



This huge picturama was set up by Manager Jim Barnes at the Warner, Oklahoma City, in advance of "Pursued." The six panels gave the lobby display extra flavor.



The street ballyhoo shown here, sent out by Manager Steve Toth of the Esquire to promote "It's a Joke, Son," created quite a stir in Toledo.



Ten Chicago fashion models paraded the Loop distributing ballots on the question, "Should America keep the atom bomb secrets?" Prizes were given for the best answers. The girls wore sandwich signs plugging "The Beginning or the End." Stunt was evolved by Jimmie Savage, Balaban & Katz publicist.



Plenty of front was used by Nick Sonday, manager of the Uptown in Kansas City, for the Missouri premiere of "Trail Street." Several Hollywood players were at the theatre for the opening. Theatre dressing includes a false front, the theatre's usual huge, circular marquee, and a 24-sheet overhead.

Morton Sells 'Years' Throughout State

PROVIDENCE, R. I.—Bill Morton, publicity director of the RKO Albee Theatre, started the campaign for "The Best Years of Our Lives" four weeks in advance and kept it rolling throughout the first week, during which the film added up the largest first-week gross of any theatre in the state.

Immediately after the playdate had been set, Morton arranged a screening for the local news folk, resulting in advance stories that included a five and one-half art layout in the Sunday Journal.

Highlights of the campaign included:

A letter-writing contest over WEAN with $100 offered to the 13 best letters telling what the writers considered the best years of their lives. The radio promotion was free.

All women's and men's clubs were contacted and supplied with heralds which they



Lobby display set up in the RKO Albee, Providence, R. I., four weeks in advance.

distributed to their members. The heralds were also made available to the leading stores in the best shopping areas.

Wilson's market liked the film so well that it tied the title in with a five-column ad, which showed an elderly couple saying, "The Best Shopping Years of Our Lives Were Spent at Wilson's."

In anticipation of the picture's winning the Academy award, ads were spotted with 15 suburban Rhode Island newspapers to appear on the Friday of the Academy announcements, when all ran the wire news story on the awards.

Leaders of society with a few club and civic leaders, including Gov. John O. Pastore, attended the opening night of the film. "It surpassed my expectations," said the governor.

In addition, the Rhode Island PTA magazine recommended the film in its magazine; bookmarks were provided every one of the nine public libraries; windows were arranged in leading jewelry, women's wear, dime, music and drug stores, and 550 buses and streetcars here and over the state carried advance and current cards.

Shadow Box Stunt for 'Always'

GLENDALE, CALIF.—Arthur Price jr., manager of the Roxy Theatre here, used a shadow box, built out of cardboard boxes and set on a table with crepe paper streamers, as a lobby display for "I've Always Loved You." Streamers spread out fan fashion from the box to walls and ceiling, focusing patrons attention on the brightly lighted display.

Cooking Schools Return; One Fills House 4 Times

SAN DIEGO—During the war theatre managers put the old cooking school idea on the shelf until rationing was out of the way. Now the cooking school deal is being dusted off and found as good as it ever was. That's what Arthur Paulson, manager of the North Park Theatre, found out recently when he tied up a four-day cooking school with the San Diego Union-Tribune and filled his 1,178-seat house to capacity.

"Of course, most cooking schools are successful," remarked Paulson, "but I have never seen so many women before trying to get into a theatre at the same time.

"North Park community merchants were very well pleased with the results; they did excellent business for the four days and the hardware and appliance stores were unable to supply the demand for cooking utensils, while grocers and market men reported the four biggest days of the year. The Union-Tribune was very well pleased with its sponsorship of the event and we are already talking a deal for next year.

"From the audience's view the stage included a gas stove, a complete stainless steel sink and drain and a St. Charles all-metal kitchen and refrigerator. Also a home freezer of refrigerator type and size. Rounding out the exhibit was a 30-gallon water heater and Bendix washer.

"All equipment was procured gratis from the Dennstedt Electro-Mart, a leading dealer. Hostesses did all the preparing of food on two work tables facing the audience, and gave a running description of every move and every recipe.

"After the food was prepared each day and placed on display before the audience by two expert home economists, a raffle was held, with food going to winners and presented by an attractive usherette. I might point out . . . that patrons, as they came in the door, were given a recipe book; this carried a serial number which corresponded to the one used to conduct the raffle.

"Patrons' interest was further heightened by the giveaway of foods other than those raffled—items such as 20 bags of groceries; also complete spice sets, Pyrex baking ware electric irons and carving sets."

Bugs Bunny Birthday Celebrations Brighten After-Lent Promotions

BOSTON—Easter Sunday, birthday of Bugs Bunny, the Warner Bros. cartoon character, was observed on a big scale here. Here are some of the activities scheduled:

Radio station WCOP gave away two 24-inch, full-color Bugs Bunny dolls for the best letter on the subject, "Why I Like Bugs Bunny Best." On a tieup with the Boston Globe, WCOP conducted contest via its Reading the Sunday Funnies program featuring Nelson Bragg, Boston radio star.

The Sunday Herald used a photograph of Bugs Bunny in its rotogravure section Easter Sunday.

The Laffmovie Theatre turned over their entire marquee to Warner Bros., congratulating them on Bugs Bunny's anniversary.

Three show case windows on Washington street were devoted to Warner cartoons, how they are made, and illustrated with stills of Warner cartoon characters.

Laffmovie also ran a trailer announcing the WCOP-Boston Globe award tieup.

Jean Shephard, appearing in "The Glass Menagerie," congratulated Bugs Bunny on his anniversary in a specially posed picture backstage at the Plymouth Theatre where the play is running.

The Sunday Post ran a feature story Easter Sunday on Norman H. Moray and Warner short subjects.

The Sunday Globe also featured a story on Bugs Bunny.

William Filene's Sons, largest specialty shop in New England, devoted windows to the story of Bugs Bunny, using the original celluloids from the studio as well as original drawings. This window highlights the special window display of children's wear for spring.



A six-foot Bugs Bunny doll in a window of Goldfarb's flower shop, New York, receives a birthday cake sent over by Schraff's restaurants in honor of the cartoon character's birthday.

AKRON, OHIO—More than 1,000 entries were received in a Bugs Bunny drawing contest sponsored by the Beacon Journal drawing contest arranged by Millard Ochs, manager of the Strand Theatre, in celebration of the birthday of the Warner cartoon character.

Drawings submitted by children, 5 to 13, were displayed in the Strand lobby.

Teen Town Night Proves Profitable Promotion for School Vacation

MANHATTAN, KAS. — Dave Dallas, Theatre Enterprises manager here, staged his second annual "Teen Town Nite" at the Wareham Theatre recently in cooperation with the Lions club. "Vacation Days" was a natural screen feature for the occasion.

As Teen Town, an organization of youngsters of high school age, is one of the main interests of the Lions club, Dallas had no trouble in obtaining their permission, their backing and presence of the officers as chaperons for the show.

Since Teen Town night is goodwill exploitation, Dallas printed special admission tickets that would admit the youngsters at substantial savings. He next sold a number of merchants on taking out, together with the theatre, a cooperative full page advertisement in the local paper two days prior to playdate. To each merchant Dallas gave a block of tickets which the store issued to young patrons.

As it had the year previous, this stunt resulted in much favorable comment from youngsters and parents, as well as from the city authorities, who welcomed this type of healthy diversion. Dallas received later many letters of thanks from civic-minded citizens.



Page co-op ad on Teen Town night at Warham Theatre, Manhattan, Kas.

In the theatre ad a "Note to Teen Town Members" asked them to call on any merchant whose ad appeared in the page co-op and ask for "their courtesy tickets—it will admit you for the 14-cent Saturday matinee or night to see . . . etc."

The other TEI theatres here are the Sosna, State and Carleton.

The idea can be adapted for any holiday declared by the school authorities at various times in the year.

Twice Yearly, Free Old Folk Show Is Guaranteed Goodwill Builder

SALT LAKE CITY—You've heard a lot about shows for kids, but how about "old folk shows"?

Charles M. Pincus, manager of the Utah here, recently noted the tenth anniversary of sponsoring semiannual theatre parties for the old folk of Salt Lake City and he is one who will guarantee this type of entertainment as a goodwill builder.

A few weeks ago Pincus opened the doors of the Utah gratis to all Salt Lakers over 70. As in the past the attendance was almost at house capacity. His picture was "Sinbad the Sailor," which started its run to near-record throngs the Saturday before.

Old folk shows have been a Pincus "institution" for the past ten years. He sponsored them at the Capitol and the Centre before he moved to the Utah, where he carries on. He has a ready-made situation here, for the community has an Old Folks committee which is anxious to sponsor entertainments for elderly citizens, many of whom see few pictures at best anyway. LeGrand Richards, presiding bishop of the Mormon church, is chairman of the committee, but the show is nonsectarian.

Pincus says the old folk shows not only bring him goodwill, but also result in much word-of-mouth advertising of his pictures. Also, invitations for the elderly are read in all churches in the city, resulting in more free advertising for the picture and the theatre.

Pincus also has kid shows, but he finds the old folk entertainment has many fine points itself.

Cartoon Show Linked To Name-Age Stunt

DENTON, TEX.—A "name and age" stunt conceived by Manager J. P. Harrison at the Palace Theatre here sparked a Mirth of a Nation cartoon show for juveniles, in itself no mean attraction, as Interstate circuit ascertained after playing the cartoon screen unit in a number of its houses.

A 7x14-inch herald in several colors was distributed by Harrison, offering free admissions to boys named Donald, Tom, Jerry, Elmer, Peter or Bunny, whose ages corresponded to those printed on the herald. For example, all Donalds aged 6 got a free pass; the Toms had to be 7; the Jerries 8, and so on up the scale. Boys of the names given were all named after characters in the cartoons; or it could be vice versa, of course.

So that no boy would "fudge" on his name or age, the herald had to be signed by either a parent or teacher before the boy could obtain the pass.

To further stimulate interest in Mirth of a Nation, Harrison held a preview of the 11-unit shorts feature, inviting 41 children from five Denton schools. These kids went back to classrooms the day after and did so much talking about the show that success was assured from this one angle alone.

Fun Carnival Bolsters Weekly Kiddy Program

WEST LOS ANGELES—Charles Shannon, manager of the Tivoli Theatre, in an attempt to bolster his weekly Saturday morning kiddy shows has started a weekly Fun Carnival on the stage.

Prizes are promoted from local merchants or purchased at little expense.

The carnival starts with the "Star-Spangled Banner" sung by the entire audience, the Pledge of Allegiance and from there on out, it is a laugh riot of games, impromptu acts by the youngsters, community singing and a series of amusing gags.

Kid with the most freckles wins a prize as does the youngster who can best recite Lincoln's Gettysburg address. It is the kind of clean, wholesome entertainment that should reflect not only good will, but excellent gross results in the long run.

2x19 Layout Advertises Nearly Dozen Pictures

ASHLAND, KY.—Announcing a parade of spring hits, Dick Martin of the Capitol Theatre used 11 small announcement cuts on as many pictures, all in a newspaper ad that measured only two columns by 19 inches. He did this by utilizing Metropolitan Mat Service cuts, which are usually of uniform size.

Ten of the cuts were single column; "Blue Skies," the Easter attraction, was a two-column affair. Placed together, layout, the resultant ad gave Martin the maximum number of announcements in a minimum of space.

Passes Mailed to Farmers Pull in Rural Families

HUMANSVILLE, MO.—H. A. Portola knew he had a picture that would appeal to the rural trade when he booked "Boys' Ranch" into the Community Theatre here, so he mailed post card passes to 100 people living in a radius of 32 miles of town. "Eighty-two cards were turned in as passes," he reported. "We figure each pass was directly responsible for three adult and one and a half child tickets being sold."

Feature productions, listed by company, in order of release. Number in square is national release date. Production number is at right. Number in parentheses is running time, as furnished by home office of distributor; checkup with local exchanges is recommended. R—is review date. PG—is Picture Guide page number. Symbol ◎ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

BOOKING CHART

JUNE 15	JUNE 22	JUNE 29	JULY 6	JULY 13	JULY 20	JULY 27	AUGUST 3
(88) Dr-Western RENEGADES elyn Keyes llard Parker rry Parks —May 4—PG-719	20 (59) Drama DANGEROUS BUSINESS Lynn Merrick Forrest Tucker Gerald Mohr R—June 22—PG-731	27 (65) Drama 7032 THE RETURN OF RUSTY Ted Donaldson John Litel Mark Dennis Barbara Woodell R—July 6—PG-733	4 (65) Mystery 7027 THE UNKNOWN Karen Morley Jim Bannon Jeff Donnell R—July 6—PG-734	11 (54) Western 7209 THE DESERT HORSEMAN Charles Starrett Smiley Burnette Adele Roberts R—July 13—PG-735	18 (67) Act-Mus 7223 COWBOY BLUES Ken Curtis Jeff Donnell Hoosier Hotshots Guy Kibbee R—July 13—PG-736	25 (73) Musical 7033 SING WHILE YOU DANCE Ellen Drew Robert Stanton Andrew Tombes R—Aug. 10—PG-741	
			SPECIAL: 4 (125) Drama 623 ◎THE GREEN YEARS Charles Coburn Tom Drake Beverly Tyler Hume Cronyn Dean Stockwell R—Mar. 16—PG-705		Block 17 18 (97) Drama 625 BOYS' RANCH James Craig "Butch" Jenkins R—May 4—PG-720	SPECIAL: 25 (110) Drama 624 ◎EASY TO WED Esther Williams Van Johnson R—Apr. 13—PG-714	
(101) Psy-Dr 699 SPENSE lita rry Sullivan nita Granville gene Pallette bert Dekker —Mar. 30—PG-709	22 (63) Act-Com 510 IN FAST COMPANY Leo Gorcey Huntz Hall Bobby Jordan R—May 18—PG-723	29 (56) Western 574 TRAIL TO MEXICO Jimmy Wakely	6 (61) Sea-Dr 521 STRANGE VOYAGE Eddie Albert Elena Verdugo	13 (63) Drama 530 SOUTH OF MONTEREY Gilbert Roland Frank Yaconelli	20 (65) Act-Com 511 BOWERY BOMBSHELL Huntz Hall Bobby Jordan R—Aug. 10—PG-742	27 (64) Mys-Dr 518 SHADOWS OVER CHINATOWN Sidney Toler Victor Sen Young	3 (65) Act-Dr 520 BELOW THE DEADLINE Warren Douglas Ramsay Ames
ock 5](84) Comedy 4522 IR HEARTS WERE GROWING UP ana Lynn ian Donlevy il Russell —Mar. 16—PG-705		Block 5 28 (57) Action-Dr 4523 HOT CARGO William Gargan Jean Rogers Philip Reed R—Mar. 16—PG-705	Block 5 5 (122) Rom-Dr 4524 TO EACH HIS OWN Olivia de Havilland John Lund Mary Anderson Phillip Terry Bill Goodwin R—Mar. 16—PG-706			Block 6 26 (107) Act-Dr 4526 O.S.S. Alan Ladd Geraldine Fitzgerald R—May 11—PG-721	
	20 (70) Drama AVALANCHE Bruce Cabot Helen Mowery R—Apr. 27—PG-717		30 (70) Drama ◎COLORADO SERENADE Eddie Dean Al La Rue R—July 6—PG-733	10 (68) Mys-Dr LARCENY IN HER HEART Hugh Beaumont Cheryl Walker R—May 25—PG-725	17 (55) Western PRAIRIE BADMEN Buster Crabbe Al "Fuzzy" St. John R—Aug. 10—PG-741	24 (67) Drama QUEEN OF BURLESQUE Evelyn Ankers Carlton Young R—July 6—PG-733	
oup 6] (79) Drama 628 EDLAM ris Karloff na Lee chard Fraser —Apr. 27—PG-717	Group 6 (62) Mystery 629 THE FALCON'S ALIBI Tom Conway Rita Corday Vince Barnett R—Apr. 20—PG-716			SPECIAL: (95) Drama 683 THE STRANGER Edward G. Robinson Loretta Young Orson Welles R—May 25—PG-726		Group 6 (105) Drama 626 TILL THE END OF TIME Dorothy McGuire Guy Madison Robert Mitchum Bill Williams R—June 15—PG-730	Group 6 (68) Musical 630 THE BAMBOO BLONDE Frances Langford Ralph Edwards Russell Wade R—June 22—PG-732
] (56) Western 5502 MAN FROM RAINBOW VALLEY onte Hale lrian Booth gebrush Serenaders —June 22—PG-731		28 (56) M'drama 522 TRAFFIC IN CRIME Kane Richmond Anne Nagel Adele Mara	5 (90) Drama 524 SPECTER OF THE ROSE Judith Anderson Michael Chekhov R—May 25—PG-726	12 (67) M'dr-Mus 523 NIGHT TRAIN TO MEMPHIS Roy Acuff Allan Lane 10 (79) Outdr-Mus 5541 MY PAL TRIGGER Roy Rogers R—July 6—PG-734	22 (56) Western 568 CONQUEST OF CHEYENNE Bill Elliott Bobby Blake Alice Fleming	22 (89) Comedy 525 RENDEZVOUS WITH ANNIE Eddie Albert Faye Marlowe R—Aug. 17—PG-744 25 (55) Western 557 RED RIVER RENEGADES	
(65) Drama 630 'RANGE TRIANGLE gne Hasso eston Foster abel Shaw hn Shepperd —May 11—PG-721			(87) Drama 631 ◎SMOKY Fred MacMurray Anne Baxter Bruce Cabot J. Farrell MacDonald R—June 22—PG-732	(70) Comedy 632 IT SHOULDN'T HAPPEN TO A DOG Carole Landis Allyn Joslyn Henry Morgan Margo Wood R—June 8—PG-728			(102) Drama 633 ◎CENTENNIAL SUMMER Jeanne Crain Cornel Wilde Linda Darnell William Eythe R—June 8—PG-728
					19 (100) M'drama 528 A SCANDAL IN PARIS George Sanders Signe Hasso Carole Landis R—July 20—PG-738		2 (84) M'drama 532 MR. ACE George Raft Sylvia Sidney Sid Silvers R—Aug. 31—PG-748
] (86) Drama 535 IE RUNAROUND la Raines d Cameron oderick Crawford ank McHugh —June 15—PG-729	21 (90) Drama 536 LOVER COME BACK George Brent Vera Zorina Lucille Ball Charles Winninger R—June 22—PG-731	28 (65) Drama 537 INSIDE JOB Ann Rutherford Alan Curtis Preston Foster R—June 22—PG-731	5 (76) Drama 538 HER ADVENTUROUS NIGHT Dennis O'Keefe Helen Walker Tom Powers R—July 6—PG-733	12 (60) Drama 539 DANGER WOMAN Brenda Joyce Don Porter Milburn Stone R—July 13—PG-736	19 (59) Drama 540 THE DARK HORSE Phillip Terry Ann Savage Allen Jenkins R—July 20—PG-738	26 (92) Drama 541 ◎CANYON PASSAGE Dana Andrews Brian Donlevy R—July 27—PG-740 26 (61) Musical 542 CUBAN PETE Desi Arnaz R—July 27—PG-739	2 (80) Drama 543 THE BLACK ANGEL Dan Duryea R—Aug. 10—PG-741 2 (63) Drama 544 SLIGHTLY SCANDALOUS Fred Brady Paula Drew
	22 (89) Drama 520 JANIE GETS MARRIED Joan Leslie Robert Hutton Edward Arnold Ann Harding R—June 8—PG-727		6 (107) Drama 521 A STOLEN LIFE Bette Davis Glenn Ford Dane Clark Walter Brennan Charlie Ruggles R—May 4—PG-719		20 (105) Drama 522 OF HUMAN BONDAGE Paul Henreid Eleanor Parker Alexis Smith Edmund Gwenn Janis Paige R—July 6—PG-734		3 (128) Drama 523 ◎NIGHT AND DAY Cary Grant Alexis Smith Monty Woolley Mary Martin R—July 13—PG-736

COLUMBIA M-G-M MONOGRAM PARAMOUNT P-R-C RKO RADIO REPUBLIC 20TH-FOX UNITED ARTISTS UNIVERSAL WARNER-F. N.

	AUGUST 10	AUGUST 17	AUGUST 24	AUGUST 31	SEPTEMBER 7	SEPTEMBER 14	SEPTEMBER 21	SEPTEMBER 2
COLUMBIA	[8] (68) Comedy 7039 PERSONALITY KID Anita Louise Michael Duane Ted Donaldson R—Aug. 10—PG-742	[15] (54) Western 7201 HEADING WEST Charles Starrett Smiley Burnette R—Aug. 24—PG-745				[12] (63) Comedy 7038 IT'S GREAT TO BE YOUNG Leslie Brooks R—Sept. 7—PG-749 [12] (69) Western 7224 SINGING ON THE TRAIL Ken Curtis R—Sept. 14—PG-752		[24] (68) Drama 70 GALLANT JOURNEY Glenn Ford Janet Blair R—Sept. 14—PG-752 [26] (70) M'Dr-Mys 70 SHADOWED Anita Louise R—Oct. 5—PG-756
M-G-M	[8] (93) Drama 626 COURAGE OF LASSIE Lassie Elizabeth Taylor Frank Morgan Tom Drake R—May 11—PG-721		[22] (81) Drama 627 FAITHFUL IN MY FASHION Tom Drake Donna Reed R—June 15—PG-729	[29] (92) Drama 628 THREE WISE FOOLS Margaret O'Brien Lionel Barrymore Lewis Stone Edward Arnold Thomas Mitchell R—June 15—PG-730			[19] (127) Mus-Com 701 HOLIDAY IN MEXICO Walter Pidgeon Jane Powell Ilona Massey Jose Iturbi R—July 27—PG-740	
MONOGRAM	[10] (57) Western 567 SHADOWS ON THE RANGE Johnny Mack Brown	[17] (60) Mys-Dr 525 MISSING LADY Kane Richmond Barbara Reed	[24] (68) Comedy 512 SPOOK BUSTERS Leo Gorcey Huntz Hall Bobby Jordan Billy Benedict David Gorcey R—Aug. 24—PG-745		[7] (74) Com-Mus 517 HIGH SCHOOL HERO Freddie Stewart June Preisser R—Aug. 24—PG-745	[14] (76) Mys-Dr 601 DECOY Edward Norris Jean Gillie R. Armstrong R—Sept. 14—PG-751	[21] (54) Western 568 TRIGGER FINGERS Johnny Mack Brown Raymond Hatton	
PARAMOUNT	Block 6 [9] (107) Drama 4527 THE SEARCHING WIND Robert Young Sylvia Sidney R—May 11—PG-722			SPECIAL: [30] (93) Comedy 4532 MONSIEUR BEAUCAIRE Bob Hope Joan Caulfield R—May 11—PG-721	Block 6 [6] (69) Act-Dr 4528 SWAMP FIRE Johnny Weissmuller Buster Crabbe	Block 6 [13] (117) Drama 4529 THE STRANGE LOVE OF MARTHA IVERS Barbara Stanwyck Van Heflin Lizabeth Scott R—Mar. 16—PG-706		
P-R-C	[14] (55) Drama TERRORS ON HORSEBACK Buster Crabbe R—Apr. 27—PG-717	[15] (75) Drama DOWN MISSOURI WAY Martha O'Driscoll R—July 13—PG-735 [15] (..) Drama SECRETS OF A SORORITY GIRL Rick Vallin R—Aug. 24—PG-745	[21] (54) Act-West OVERLAND RIDERS Buster Crabbe Al "Fuzzy" St. John R—Aug. 31—PG-747	[29] (68) Mys-Dr BLONDE FOR A DAY Hugh Beaumont Kathryn Adams R—Aug. 10—PG-742	[2] (56) Drama STRANGE HOLIDAY Claude Rains R—Nov. 9—PG-764			[23] (86) Drama HER SISTER'S SECRET Nancy Coleman R—Sept. 28—PG-753 [22] (56) Act-West OUTLAW OF THE PLAINS Buster Crabbe
RKO RADIO				SPECIAL: (103) Drama 761 NOTORIOUS Ingrid Bergman Cary Grant Claude Rains Louis Calhern R—July 27—PG-739	Group 6 (93) Drama 627 CRACK-UP Pat O'Brien Claire Trevor Herbert Marshall R—June 15—PG-729	Group 1 (61) Drama 703 STEP BY STEP Lawrence Tierney Anne Jeffreys Lowell Gilmore R—July 20—PG-737	Group 1 (59) Western 704 SUNSET PASS James Warren Nan Leslie John Laurenz Jane Greer R—July 20—PG-738	Group 1 (97) Comedy 70 LADY LUCK Robert Young Barbara Hale Frank Morgan R—July 27—PG-739
REPUBLIC	[7] (57) M'drama 526 THE INNER CIRCLE Adele Mara Warren Douglas William Frawley [9] (67) M'drama 527 THE LAST CROOKED MILE R—Aug. 24—PG-746	[12] (69) Com-Dr 528 G.I. WAR BRIDES Anna Lee James Ellison R—Aug. 24—PG-746	[19] (57) Mys-Dr 529 THE INVISIBLE INFORMER Linda Stirling William Henry Gerald Mohr R—Aug. 24—PG-746	[26] (69) West-Mus 541 UNDER NEVADA SKIES Roy Rogers R—Aug. 31—PG-748	[3] (56) Mystery 531 THE MYSTERIOUS MR. VALENTINE William Henry Linda Stirling	[9] (56) Western 558 RIO GRANDE RAIDERS Sunset Carson [12] (68) Outdr-Mus 542 ROLL ON TEXAS MOON Roy Rogers Dale Evans R—Sept. 28—PG-754		
20TH-FOX	(128) Drama 634 ANNA AND THE KING OF SIAM Irene Dunne Rex Harrison Linda Darnell R—June 8—PG-727	(65) Drama 635 DEADLINE FOR MURDER Paul Kelly Kent Taylor Sheila Ryan Jerome Cowan R—June 22—PG-732			(74) Drama 636 BLACK BEAUTY Mona Freeman Richard Denning Evelyn Ankers R—July 20—PG-737	(78) Drama 637 CLAUDIA AND DAVID Dorothy McGuire Robert Young Mary Astor John Sutton Gail Patrick R—July 27—PG-740	(78) Musical 638 IF I'M LUCKY Vivian Blaine Perry Como Harry James Carmen Miranda Phil Silvers R—Sept. 7—PG-750	Reissue (86) Musical 64 SUN VALLEY SERENADE Sonja Henie John Payne Milton Berle Glenn Miller & Orch. Joan Davis
UNITED ARTISTS		SPECIAL: [16] (126) Drama 531 CAESAR AND CLEOPATRA Vivien Leigh Claude Rains Stewart Granger R—Aug. 17—PG-744			[6] (90) Comedy THE BACHELOR'S DAUGHTERS Gail Russell Claire Trevor Adolphe Menjou R—Sept. 14—PG-752		[20] (101) M'drama 533 ANGEL ON MY SHOULDER Paul Muni Anne Baxter R—Sept. 28—PG-754	
UNIVERSAL	[9] (61) Drama 545 WILD BEAUTY Don Porter Lois Collier Jacqueline De Wit R—Aug. 17—PG-743	[16] (82) Comedy 546 THE TIME OF THEIR LIVES Abbott and Costello Binnie Barnes Jess Barker R—Aug. 17—PG-743	[22] (76) Drama 547 DEAD OF NIGHT Mervyn Johns Roland Culver Frederick Valk R—July 6—PG-734	[30] (102) Drama 548 THE KILLERS Burt Lancaster Ava Gardner R—Aug. 17—PG-743 [30] (61) Drama 549 LITTLE MISS BIG Beverly Simmons R—Sept. 7—PG-750	[30] (74) Drama 550 WHITE TIE AND TAILS Dan Duryea Ella Raines William Bendix R—Sept. 14—PG-751		[20] (108) Drama 1065 THEY WERE SISTERS Phyllis Calvert James Mason Hugh Sinclair R—Aug. 31—PG-747	
WARNER-F. N.		[17] (90) Drama 524 TWO GUYS FROM MILWAUKEE Dennis Morgan Jack Carson Joan Leslie Janis Paige S. Z. Sakall Patti Brady R—July 27—PG-739		[31] (114) Drama 601 THE BIG SLEEP Humphrey Bogart Lauren Bacall Martha Vickers Dorothy Malone R—Aug. 17—PG-744		[14] (78) Drama 602 SHADOW OF A WOMAN Andrea King Helmut Dantine William Prince R—Aug. 17—PG-744		[28] (106) Drama 60 CLOAK AND DAGGER Gary Cooper Robert Alda Lilli Palmer R—Sept. 14—PG-752
MISCELLANEOUS	ASTOR (57) Mus (New Rel) BEWARE Louis Jordan Valerie Black (68) Drama Reissue COURAGEOUS DR. CHRISTIAN Jean Hersholt	(30) M-Rev (New Rel) EBONY PARADE Cab Calloway Count Basie Mills Bros. (72) Comedy Reissue FLYING DEUCES Laurel and Hardy	(10) Mus (New Rel) (1 Reel Spec) HERE'S RICHARD'S ANSWER Stepin Fetchit (57) M-Dr (New Rel) HOLLYWOOD BOUND Betty Grable	(89) Reissue JIMMY STEPS OUT Jimmy Stewart (83) Drama Reissue LITTLE MEN Jack Oakie (86) Drama Reissue ONE ROMANTIC NIGHT Ilona Massey	(100) Drama Reissue SCARFACE Paul Muni George Raft (86) Mus-Dr Reissue SECOND CHORUS Paulette Goddard Fred Astaire	(55) M-Dr (New Rel) STAIRWAY FOR A STAR Cornel Wilde (48) Mus (New Rel) TALL, TAN AND TERRIFIC Manton Moreland Francine Everett	(50) M-Dr (New R THAT MAN OF MIN Harrel Tillman Ruby Dee Anna Mae Winburn (58) O'd-Dr (New R WHITE STALLION Eddie Dean	

OCTOBER 5	OCTOBER 12	OCTOBER 19	OCTOBER 26	NOVEMBER 2	NOVEMBER 9	NOVEMBER 16	NOVEMBER 23	
30 (91) Musical 7006 THE THRILL OF BRAZIL Evelyn Keyes Keenan Wynn Ann Miller Allyn Joslyn —Aug. 31—PG-747	10 (71) Psych-Dr 805 SO DARK THE NIGHT Steven Geray Micheline Cheirel Eugene Borden Ann Codee R—Nov. 23—PG-765	17 (69) Comedy 806 BLONDIE KNOWS BEST Penny Singleton Arthur Lake R—Oct. 5—PG-755 17 (53) Western 861 LANDRUSH Charles Starrett Smiley Burnette	24 (61) Mystery 816 CRIME DOCTOR'S MANHUNT Warner Baxter Ellen Drew William Frawley Frank Sully R—Dec. 28—PG-776		7 (65) Mystery 818 SECRET OF THE WHISTLER Richard Dix Leslie Brooks R—Nov. 2—PG-761		21 (55) Western 862 TERROR TRAIL Charles Starrett Smiley Burnette R—Nov. 9—PG-764	COLUMBIA
	(81) Comedy-Dr 703 THE COCKEYED MIRACLE Frank Morgan Keenan Wynn Audrey Totter R—July 20—PG-737	(117) Musical 704 NO LEAVE, NO LOVE Van Johnson Keenan Wynn Pat Kirkwood R—Aug. 31—PG-747	Reissue (84) Drama RAGE IN HEAVEN Robert Montgomery Ingrid Bergman George Sanders			(115) Drama UNDERCURRENT Katharine Hepburn Robert Taylor Robert Mitchum R—Oct. 5—PG-756	(93) Drama 706 TWO SMART PEOPLE Lucille Ball John Hodiak R—June 15—PG-730	M-G-M
5 (72) Act-Dr 602 GENTLEMAN JOE PALOOKA Joe Kirkwood jr. Elyse Knox Leon Errol —Sept. 28—PG-753	12 (66) Mys-Dr 603 DANGEROUS MONEY Sidney Toler Gloria Warren Victor Sen Young R—Oct. 12—PG-758			2 (73) Drama 605 WIFE WANTED Kay Francis Paul Cavanagh R—Nov. 2—PG-762	9 (71) Outdr-Mus 531 BEAUTY AND THE BANDIT Gilbert Roland Ramsay Ames Frank Yaconelli	16 (55) Western 563 SILVER RANGE Johnny Mack Brown Raymond Hatton	23 (68) Comedy 604 BRINGING UP FATHER Joe Yule Renie Riano R—Oct. 19—PG-759	MONOGRAM
Reissue (113) Outdr-Drama THE PLAINSMAN Gary Cooper Jean Arthur	Reissue (84) Adven-Drama JUNGLE PRINCESS Dorothy Lamour Ray Milland						22 (98) Sea Drama 4601 TWO YEARS BEFORE THE MAST Alan Ladd William Bendix Brian Donlevy Barry Fitzgerald Howard da Silva R—Aug. 31—PG-748	PARAMOUNT
29 (68) Drama ACCOMPLICE 1 (55) Outdr-Mus DRIFTIN' RIVER —Oct. 12—PG-757 1 (58) Drama THE BRUTE MAN —Nov. 2—PG-761				28 (68) Drama GAS HOUSE KIDS Billy Halop Robert Lowery Teala Loring R—Oct. 19—PG-759	5 (78) Drama DON RICARDO RETURNS Fred Coby		18 (57) Western 743 STARS OVER TEXAS Eddie Dean Roscoe Ates Shirley Patterson R—Dec. 28—PG-775	P-R-C
Group 1 (116) Drama 701 SISTER KENNY Rosalind Russell Alexander Knox Dean Jagger —July 20—PG-738	Group 1 (68) Drama 705 GREAT DAY Eric Portman Flora Robson R—July 20—PG-737	Group 2 (62) Drama 709 CRIMINAL COURT Tom Conway R—Aug. 10—PG-742 15 (62) Com-Chiller GENIUS AT WORK Wally Brown Alan Carney R—Aug. 10—PG-741		Group 2 (62) Drama 708 CHILD OF DIVORCE Sharyn Moffett Regis Toomey Madge Meredith Una O'Connor R—Oct. 19—PG-760		Group 2 (87) Drama 706 NOCTURNE George Raft Lynn Bari R—Oct. 12—PG-757	21 (172) Drama THE BEST YEARS OF OUR LIVES Myrna Loy Fredric March Dana Andrews Teresa Wright Virginia Mayo R—Dec. 7—PG-769	RKO RADIO
					8 (72) Special 5542 HOME IN OKLAHOMA Roy Rogers George "Gabby" Hayes Dale Evans R—Nov. 9—PG-763	15 (56) Western 661 SANTA FE UPRISING Allan Lane Bobby Blake 15 (82) Drama 532 PLAINSMAN AND THE LADY William "Bill" Elliott R—Nov. 9—PG-763	18 (68) Com-Mus 603 AFFAIRS OF GERALDINE Jane Withers R—Nov. 30—PG-768 21 (69) Outdr-Mus 681 SIOUX CITY SUE Gene Autry R—Dec. 7—PG-770	REPUBLIC
(90) Musical 639 THREE LITTLE GIRLS IN BLUE June Haver George Montgomery Vivian Blaine Celeste Holm —Sept. 14—PG-751	(90) Drama 640 HOME SWEET HOMICIDE Peggy Ann Garner Randolph Scott Lynn Bari Dean Stockwell R—July 27—PG-740	Reissue (84) Drama 642 THE BOWERY Wallace Beery George Raft Jackie Cooper Fay Wray		(91) Drama 644 WANTED FOR MURDER Eric Portman Dulcie Gray Derek Farr Roland Culver R—Nov. 9—PG-763	(97) Drama 645 MY DARLING CLEMENTINE Henry Fonda Linda Darnell Victor Mature Walter Brennan Tim Holt R—Oct. 12—PG-758	(94) Drama 646 MARGIE Jeanne Crain Glenn Langan Lynn Bari Alan Young R—Oct. 19—PG-760		20TH-FOX
	11 (57) Comedy 535 LITTLE IODINE Jo Ann Marlowe Eve Whitney Marc Cramer R—Oct. 19—PG-759		25 (101) Drama STRANGE WOMAN Hedy Lamarr George Sanders Louis Hayward R—Nov. 2—PG-762			15 (65) Western THE DEVIL'S PLAYGROUND William Boyd R—Sept. 28—PG-753	22 (86) Drama THE CHASE Robert Cummings Michele Morgan R—Oct. 19—PG-759	UNITED ARTISTS
			(85) Drama 601 THE DARK MIRROR Olivia de Havilland Lew Ayres Thomas Mitchell R—Oct. 12—PG-758	1 (108) Com-Dr 1066 NOTORIOUS GENTLEMAN Rex Harrison Lilli Palmer R—Nov. 2—PG-761		(95) Drama 602 MAGNIFICENT DOLL Ginger Rogers Burgess Meredith David Niven R—Nov. 23—PG-766		UNIVERSAL
	12 (100) Drama 604 NOBODY LIVES FOREVER John Garfield Geraldine Fitzgerald Walter Brennan Faye Emerson R—Oct. 5—PG-755		26 (112) Drama 605 DECEPTION Bette Davis Paul Henreid Claude Rains R—Oct. 19—PG-760		9 (97) Drama 606 NEVER SAY GOODBYE Errol Flynn Eleanor Parker Lucile Watson S. Z. Sakall R—Nov. 2—PG-762		23 (86) Drama 607 THE VERDICT Sydney Greenstreet Peter Lorre Joan Lorring George Coulouris Rosalind Ivan R—Nov. 23—PG-766	WARNER-F. N.

FILM CLASSICS

(101) Drama Reissue
DODSWORTH
Walter Huston
David Niven
John Payne

(109) Drama
NORTH STAR
Anne Baxter
Dana Andrews

(80) Mus-Com Reissue
PALMY DAYS
Eddie Cantor
George Raft

(81) Reissue
THE RETURN OF THE SCARLET PIMPERNEL
Barry Barnes
James Mason

(..) Musical Reissue
ROMAN SCANDALS
Eddie Cantor
Ruth Etting

(98) Drama Reissue
SCARLET PIMPERNEL
Merle Oberon
Leslie Howard

(107) Drama Reissue
STELLA DALLAS
Barbara Stanwyck
John Boles

(100) Musical Reissue
STRIKE ME PINK
Eddie Cantor
Brian Donlevy
Ethel Merman

(109 Drama Reissue
THE THIEF OF BAGDAD
Sabu
Conrad Veidt
June Duprez

(77) Drama Reissue
THE UNHOLY GARDEN
Ronald Colman

(83) Drama Reissue
WEDDING NIGHT
Gary Cooper
Ralph Bellamy

(102) Western Reissue
THE WESTERNER
Gary Cooper
Walter Brennan
Dana Andrews

(104) Drama Reissue
WUTHERING HEIGHTS
Laurence Olivier
Merle Oberon

(71) Comedy Reissue
WOMAN CHASES MAN
Joel McCrea
Miriam Hopkins

MISCELLANEOUS

	NOVEMBER 30	DECEMBER 7	DECEMBER 14	DECEMBER 21	DECEMBER 28	JANUARY 4	JANUARY 11	JANUARY 18
COLUMBIA	28 (72) Musical 824 BETTY CO-ED Jean Porter Shirley Mills R—Nov. 30—PG-767		12 (69) Mystery 822 BOSTON BLACKIE AND THE LAW Chester Morris R—Dec. 14—PG-772 12 (68) West-Mus 854 LONE STAR MOONLIGHT R—Jan. 4—PG-777	19 (61) Western 863 THE FIGHTING FRONTIERSMAN Charles Starrett Smiley Burnette 19 (69) M'drama 628 ALIAS MR. TWILIGHT Michael Duane R—Jan. 4—PG-777	26 (64) Mus-Com 804 SINGIN' IN THE CORN Judy Canova R—Jan. 4—PG-777 28 (91) Mel'drama 829 THE RETURN OF MONTE CRISTO Louis Hayward R—Nov. 30—PG-767		9 (69) Comedy 807 BLONDIE'S BIG MOMENT Penny Singleton Arthur Lake Larry Simms Marjorie Kent Anita Louise R—Dec. 21—PG-773	16 (69) Mystery 82 LONE WOLF IN MEXIC Gerald Mohr Shirley Ryan Jacqueline De Wit Eric Blore R—Jan. 11—PG-780
M-G-M			(97) Drama 709 THE SECRET HEART Claudette Colbert Walter Pidgeon June Allyson Robert Sterling R—Nov. 30—PG-767	21 (83) Comedy 708 THE SHOW-OFF Red Skelton Marilyn Maxwell R—Aug. 17—PG-743		(135) Mus-Dr 710 TILL THE CLOUDS ROLL BY Robert Walker Van Heflin Lucille Bremer Van Johnson Judy Garland R—Nov. 23—PG-765	(99) Drama 702 GALLANT BESS Marshall Thompson George Tobias Clem Bevans Donald Curtis R—Jan. 25—PG-784	17 (85) Drama 71 THE MIGHTY McGURK Wallace Beery Dean Stockwell Edward Arnold Aline MacMahon R—Apr. 12—PG-809
MONOGRAM	30 (68) Mystery 607 THE TRAP Sidney Toler Manton Moreland Victor Sen Young R—Jan 11—PG-779	7 (63) Act-Com 608 MR. HEX Leo Gorcey Huntz Hall R—Dec. 21—PG-773	Reissue: 14 (57) Western 612 SILVER STALLION David Sharpe Leroy Mason	21 (76) Dr-Mus 606 SWEETHEART OF SIGMA CHI Elyse Knox Phil Brito Phil Regan R—Dec. 7—PG-770	28 (55) Outdr-Mus 681 SONG OF THE SIERRAS Jimmy Wakely Lee "Lasses" White Jean Carlin	4 (67) Drama 609 GINGER Frank Albertson Barbara Reed Johnny Calkins	11 (61) Cisco Kid 610 RIDING THE CALIFORNIA TRAIL Gilbert Roland Inez Cooper Frank Yaconelli	18 (58) Western 568 RAIDERS OF THE SOUTH Johnny Mack Brown Raymond Hatton Reno Blair
PARAMOUNT					27 (104) Musical 4602 BLUE SKIES Bing Crosby Fred Astaire Joan Caulfield Billy De Wolfe Olga San Juan R—Sept. 28—PG-754		10 (83) Comedy 4603 CROSS MY HEART Betty Hutton Sonny Tufts Michael Chekhov R—Nov. 23—PG-765	
P-R-C	25 (74) Drama LADY CHASER Robert Lowery Ann Savage	1 (73) Outdr-Mus WILD WEST Eddie Dean Al La Rue Robert "Buzzy" Henry R—Dec. 7—PG-769					10 (74) Drama LIGHTHOUSE John Litel June Lang Don Castle Marian Martin	12 (56) Drama BORN TO SPEED R—Jan. 25—PG-783 17 (57) Western 129 WILD COUNTRY R—Feb. 1—PG-785 15 (63) Comedy IT'S A JOKE, SON R—Jan. 25—PG-783
RKO RADIO	28 (95) Mus-Dr SONG OF THE SOUTH Bobby Driscoll Luana Patten Ruth Warrick R—Nov. 2—PG-762			21 (132) Com-Dr IT'S A WONDERFUL LIFE James Stewart Donna Reed Lionel Barrymore R—Dec. 21—PG-774	Group 3 (62) Melodrama DICK TRACY VS. CUEBALL Morgan Conway Anne Jeffreys Lyle Latell R—Nov. 9—PG-764	Group 3 (61) Drama THE FALCON'S ADVENTURE Tom Conway Madge Meredith Edward S. Brophy R—Dec. 28—PG-775	Group 3 (60) Comedy VACATION IN RENO Jack Haley Anne Jeffreys Wally Brown R—Oct. 12—PG-757	Group 3 (66) Melodrama 712 SAN QUENTIN Lawrence Tierney Barton MacLane Marian Carr R—Dec. 7—PG-769
REPUBLIC		5 (67) Outdr 5503 OUT CALIFORNIA WAY R—Dec. 21—PG-773 2 (117) Drama 601 I'VE ALWAYS LOVED YOU Catherine McLeod R—Sept. 7—PG-749		15 (71) Dr-Com 604 FABULOUS SUZANNE Barbara Britton Rudy Vallee R—Dec. 28—PG-775 15 (70) Outdr-Mus 543 HELDORADO Roy Rogers R—Jan. 4—PG-777	23 (95) Drama 533 THAT BRENNAN GIRL R—Dec. 14—PG-772 23 (56) Western 662 STAGECOACH TO DENVER Allan Lane Bobby Blake R—Jan. 11—PG-780			
20TH-FOX		(92) Mus-Fant 649 WAKE UP AND DREAM June Haver John Payne Charlotte Greenwood Connie Marshall R—Nov. 30—PG-768		(69) Drama 648 DANGEROUS MILLIONS Kent Taylor Dona Drake Tala Birell James Tinling Leonard Strong R—Dec. 14—PG-771		(95) Drama 702 13 RUE MADELEINE James Cagney Annabella Richard Conte Walter Abel Frank Latimore R—Dec. 28—PG-775	Re-Releases (..) Drama 704 LES MISERABLES Fredric March Charles Laughton (101) Drama 705 STANLEY AND LIVINGSTONE Spencer Tracy Richard Greene	(146) Drama 701 THE RAZOR'S EDGE Tyrone Power Gene Tierney John Payne Clifton Webb Anne Baxter R—Dec. 7—PG-770
UNITED ARTISTS			14 (65) Comedy 540 SUSIE STEPS OUT Cleatus Caldwell David Bruce Nita Hunter R—Nov. 23—PG-766		28 (96) Com-Dr 541 ABIE'S IRISH ROSE Joanne Dru Richard Norris R—Nov. 30—PG-767			
UNIVERSAL			(98) Drama 604 TEMPTATION Merle Oberon George Brent Charles Korvin Paul Lukas R—Nov. 2—PG-761				(86) Drama 606 SWELL GUY Sonny Tufts Ann Blyth R—Dec. 14—PG-771	(93) Drama 607 I'LL BE YOURS Deanna Durbin Tom Drake William Bendix R—Jan. 25—PG-783
WARNER-F. N.		Reissues: 7 (127) Drama 608 KINGS ROW Ann Sheridan Ronald Reagan 7 (72) M'drama 609 WILD BILL HICKOK RIDES Bruce Cabot Constance Bennett			28 (105) Musical 610 THE TIME, THE PLACE AND THE GIRL Dennis Morgan Jack Carson Janis Paige Martha Vickers R—Dec. 14—PG-772		11 (96) Drama-Mus 611 THE MAN I LOVE Ida Lupino Robert Alda Andrea King Bruce Bennett R—Dec. 28—PG-776	

MISCELLANEOUS

SCREEN GUILD

(62) Outdoor Drama
GOD'S COUNTRY
Robert Lowery
Helen Gilbert
R—June 22—PG-732

8/15 (72) Out-Dr 4604
DEATH VALLEY
Robert Lowery
R—Dec. 14—PG-771

8/15 (75) Drama 4605
FLIGHT TO NOWHERE
Evelyn Ankers
Alan Curtis

10/15 (41) Out-Dr 4606
'NEATH CANADIAN SKIES
Russell Hayden
Inez Cooper

11/1 (71) Drama 4607
ROLLING HOME
Jean Parker
R—Oct. 19—PG-760

11/15 (46) Outdr 4610
NORTH OF THE BORDER
Russell Hayden

12/1 (60) Drama 4609
MY DOG SHEP
Tom Neal
R—Dec. 21—PG-774

12/25 (65) Drama 4612
RENEGADE GIRL
Ann Savage
R—Feb. 8—PG-787

1/15 (62) Drama 4611
QUEEN OF THE AMAZONS
Robert Lowery
R—Mar. 29—PG-805

2/1 (65) Drama 4608
SCARED TO DEATH
Bela Lugosi
Joyce Compton

2/15 (70) O'dr-Dr 4613
BUFFALO BILL RIDES AGAIN
Richard Arlen
R—Apr. 5—PG-807

3/15 (65) Drama 4615
SHOOT TO KILL
Russell Wade
R—Apr. 12—PG-809

JANUARY 25	FEBRUARY 1	FEBRUARY 8	FEBRUARY 15	FEBRUARY 22	MARCH 1	MARCH 8	MARCH 15
3 (128) Mus-Dr 831 ©THE JOLSON STORY Larry Parks Evelyn Keyes William Demarest Al Goodwin R—Sept. 28—PG-753	30 (58) Western SOUTH OF THE CHISHOLM TRAIL Charles Starrett Smiley Burnette Nancy Saunders R—Feb. 1—PG-786	6 (73) Myst-Dr BLIND SPOT Chester Morris Constance Dowling Steven Geray R—Feb. 8—PG-787	13 (67) Mus-Dr CIGARETTE GIRL Leslie Brooks R—Feb. 15—PG-789 13 (63) West-Mus OVER THE SANTA FE TRAIL Ken Curtis R—Mar. 1—PG-796	(100) Mys-Dr 830 DEAD RECKONING Humphrey Bogart Lizabeth Scott R—Jan 18—PG-781	(82) Mys-Dr 832 MR. DISTRICT ATTORNEY Dennis O'Keefe Marguerite Chapman Adolphe Menjou Michael O'Shea R—Jan. 11—PG-779	6 (65) Mystery THE THIRTEENTH HOUR Richard Dix R—Feb. 22—PG-792 6 (54) Western 866 THE LONE HAND TEXAN R—Mar. 8—PG-799	
1 (103) Mystery 712 LADY IN THE LAKE Robert Montgomery Audrey Totter Lloyd Nolan —Nov. 30—PG-776		7 (93) Comedy 714 LOVE LAUGHS AT ANDY HARDY Mickey Rooney Lewis Stone Bonita Granville R—Dec. 7—PG-769	14 (93) Drama 715 MY BROTHER TALKS TO HORSES Butch Jenkins Peter Lawford Beverly Tyler R—Nov. 23—PG-766		REPRINT: 28 (115) Drama 713 BOOM TOWN Clark Gable Spencer Tracy Hedy Lamarr	(112) Drama 716 THE BEGINNING OR THE END Robert Walker Tom Drake Brian Donlevy Audrey Totter R—Mar. 1—PG-794	
3 (68) Teen-Ager 611 VACATION DAYS Jane Preisser Freddie Stewart Frankie Darro —Apr. 5—PG-808		8 (54) West-Mus 683 RAINBOW OVER THE ROCKIES Jimmy Wakely Lee "Lasses" White Pat Starling	15 (54) Western 675 VALLEY OF FEAR Johnny Mack Brown Raymond Hatton Reno Blair				15 (64) Drama FALL GUY Cliff Penn Teala Loring Robert Armstrong R—Mar. 8—PG-800
4 (87) Rom-Com 4604 THE PERFECT MARRIAGE Loretta Young David Niven Eddie Albert Virginia Field —Nov. 23—PG-765		7 (91) Comedy 4605 LADIES' MAN Eddie Bracken Cass Daley Virginia Welles Spike Jones Virginia Field R—Jan. 11—PG-780		21 (97) O'tdr-Dr 4606 ©CALIFORNIA Ray Milland Barbara Stanwyck Barry Fitzgerald R—Dec. 21—PG-774		7 (77) Comedy 4607 EASY COME, EASY GO Barry Fitzgerald Diana Lynn Sonny Tufts R—Feb. 1—PG-785	
	EAGLE-LION 29 (95) Drama 101 BEDELIA Margaret Lockwood R—Feb. 1—PG-786				28 (54) Western LAW OF THE LASH Al LaRue Al "Fuzzy" St. John R—Mar. 8—PG-799	2 (67) Drama 603 DEVIL ON WHEELS Noreen Nash Darryl Hickman Jan Ford James Cardwell R—Feb. 8—PG-788	17 (54) Western RANGE BEYOND THE BLUE Eddie Dean R—Mar. 15—PG-802 17 (98) Drama THE ADVENTURESS Deborah Kerr R—Mar. 15—PG-801
Group 3 (85) Drama 711 THE LOCKET Laraine Day Brian Aherne Robert Mitchum —Dec. 21—PG-774				Group 3 (117) Fantasy 762 ©SINBAD THE SAILOR Douglas Fairbanks jr Maureen O'Hara Walter Slezak R—Jan. 18—PG-782	Group 4 (67) Mus-Dr 718 BEAT THE BAND Frances Langford Ralph Edwards Phillip Terry Gene Krupa R—Mar. 1—PG-794	Group 4 (63) Drama 719 THE DEVIL THUMBS A RIDE Lawrence Tierney Ted North R—Mar. 8—PG-797	
2 (67) Comedy 602 THE PILGRIM LADY Glynne Roberts —Jan. 25—PG-784 5 (67) Western 5504 TRAIL TO SAN ANTONE Gene Autry —Feb. 1—PG-785	31 (88) Musical 607 CALENDAR GIRL Jane Frazee R—Feb. 15—PG-789 1 (67) Western 5504 ©LAST FRONTIER UPRISING Monte Hale Adrian Booth		15 (100) Western 606 ANGEL & THE BADMAN R—Mar. 1—PG-796 15 (74) Comedy 606 MAGNIFICENT ROGUE R—Mar. 22—PG-803 15 (75) Outdr-Mus 641 ©APACHE ROSE R—Mar. 22—PG-803	15 (56) Outdoor 663 VIGILANTES OF BOOMTOWN Allan Lane Bobby Blake R—Mar. 8—PG-799		8 (66) Com-Mus 605 THE GHOST GOES WILD James Ellison Anne Gwynne Edward Everett Horton Ruth Donnelly Stephanie Bachelor R—Apr. 12—PG-810	
(85) Mus-Com 703 ©THE SHOCKING MISS PILGRIM Betty Grable Dick Haymes Anne Revere Allyn Joslyn Helene Lockhart —Jan. 11—PG-779	(88) Mystery 706 BOOMERANG Dana Andrews Jane Wyatt Lee Cobb R—Feb. 1—PG-786	(72) Mystery 707 THE BRASHER DOUBLOON George Montgomery Nancy Guild Conrad Janis R—Feb. 15—PG-790	(67) Drama 708 STRANGE JOURNEY Paul Kelly Osa Massen Hillary Brooke R—Sept. 14—PG-751		Re-Release: (106) Mus-Dr 709 ALEXANDER'S RAG-TIME BAND Tyrone Power Alice Faye Don Ameche Ethel Merman		(66) Drama 711 BACKLASH Jean Rogers Richard Travis Larry Blake John Eldredge Leonard Strong R—Mar. 29—PG-805
	1 (63) Western FOOL'S GOLD William Boyd Andy Clyde R—Oct. 12—PG-758	8 (93) Drama 544 THE RED HOUSE Edward G. Robinson Lon McCallister R—Feb. 1—PG-785		22 (88) Mus-Dr 545 THE FABULOUS DORSEYS Tommy Dorsey Jimmy Dorsey Janet Blair R—Mar. 1—PG-794		8 (112) Drama 547 THE PRIVATE AFFAIRS OF BEL AMI George Sanders Angela Lansbury Ann Dvorak R—Mar. 1—PG-793	15 (93) Comedy FUN ON A WEEKEND Eddie Bracken Priscilla Lane
(98) Drama 605 THE WICKED LADY Margaret Lockwood James Mason Patricia Roc R—Dec. 14—PG-771					Reissue (81) Outdoor-Drama WHEN THE DALTONS RODE Randolph Scott Kay Francis	(106) Dra-Mus 608 ©SONG OF SCHEHERAZADE Yvonne De Carlo Brian Donlevy Jean Pierre Aumont Eve Arden Philip Reed R—Feb. 1—PG-786	(103) Drama 609 SMASH-UP Lee Bowman Susan Hayward Marsha Hunt Eddie Albert Carl Esmond R—Feb. 15—PG-789
26 (125) Dra-Mus 612 HUMORESQUE Joan Crawford John Garfield Oscar Levant R—Dec. 28—PG-776		8 (88) M'drama 613 THE BEAST WITH FIVE FINGERS Robert Alda Andrea King Peter Lorre Victor Francen J. Carrol Naish R—Nov. 30—PG-766		22 (111) Drama 614 NORA PRENTISS Ann Sheridan Kent Smith Bruce Bennett Robert Alda Rosemary DeCamp R—Feb. 8—PG-787		8 (101) Mel-Dram 615 PURSUED Teresa Wright Robert Mitchum Judith Anderson Dean Jagger Alan Hale R—Feb. 22—PG-791	

BRITISH

(88) Drama
Ealing-AFE
THE HALFWAY HOUSE
Francoise Rosay
Tom Walls
Esmond Knight
Valerie White

(78) Comedy
Eng. Films
THE RANDOLPH FAMILY
Margaret Lockwood
Michael Wilding

FOREIGN LANGUAGE

Note: All have English subtitles unless otherwise stated.

(74) French Fam. Int'l
DAWN OVER FRANCE
Raimu
Berval

(95) Russian Artkino
1812
Sergei Kournakoff
A. Dykki

(70) Russian Artkino
FALL OF BERLIN
War Documentary

(..) Italian Drama
FEDORA
Luisa Ferida
Amadeo Nazzari
R—Feb. 9—PG-696

(90) Spanish Class
FLOR SILVESTRE
No subtitles
Dolores del Rio

(94) Russian Artkino
GIRL NO. 217
Elena Kuzmina

COLUMBIA | M-G-M | MONOGRAM | PARAMOUNT | P-R-C | RKO RADIO | REPUBLIC | 20TH-FOX | UNITED ARTISTS | UNIVERSAL | WARNER-F. N. | MISCELLANEOUS

	MARCH 22	MARCH 29	APRIL 5	APRIL 12	APRIL 19	APRIL 26	MAY 3	MAY 10
COLUMBIA	20 (70) Drama MILLIE'S DAUGHTER Gladys George Gay Nelson R—Mar. 8—PG-798 (95) Mys-Dr JOHNNY O'CLOCK Dick Powell Evelyn Keyes R—Jan. 18—PG-781	27 (57) Western WEST OF DODGE CITY Charles Starrett R—Mar. 29—PG-806 27 (79) Outdr-Dr 809 KING OF THE WILD HORSES Preston Foster R—Mar. 22—PG-803		10 (67) Comedy 808 BLONDIE'S HOLIDAY Penny Singleton Arthur Lake Larry Simms R—Mar. 8—PG-798	19 (83) Drama 836 THE GUILT OF JANET AMES Rosalind Russell Melvyn Douglas Sid Caesar R—Mar. 8—PG-798	(82) Drama FRAMED Glenn Ford Janis Carter R—Mar. 8—PG-798 24 (59) Western LAW OF THE CANYON Charles Starrett Smiley Burnette		
M-G-M			4 (103) Musical 718 IT HAPPENED IN BROOKLYN Frank Sinatra Jimmy Durante Kathryn Grayson Peter Lawford R—Mar. 8—PG-797	11 (92) Drama 719 LITTLE MR. JIM Butch Jenkins James Craig Frances Gifford R—June 15—PG-729		25 (131) Drama 720 SEA OF GRASS Spencer Tracy Katharine Hepburn Robert Walker Melvyn Douglas R—Feb. 15—PG-790		
MONOGRAM	22 (71) Drama 676 THE GUILTY Bonita Granville Don Castle John Litel R—Mar. 22—PG-804	29 (58) Western 676 TRAILING DANGER Johnny Mack Brown Raymond Hatton Peggy Wynne	5 (55) Western 684 SIX GUN SERENADE Jimmy Wakely Lee "Lasses" White	11 (72) Drama VIOLENCE Nancy Coleman Michael O'Shea		26 (63) Comedy HARD BOILED MAHONEY Leo Gorcey Bowery Boys Teala Loring	3 (59) Western 671 LAND OF THE LAWLESS Johnny Mack Brown Raymond Hatton Christine McIntyre	
PARAMOUNT	21 (88) Rom-Com 4608 SUDDENLY IT'S SPRING Paulette Goddard Fred MacMurray Macdonald Carey Arleen Whelan R—Feb. 15—PG-789	28 (72) Drama 4620 SEVEN WERE SAVED Richard Denning Catherine Craig Russell Hayden R—Mar. 1—PG-795	4 (88) Comedy 4609 MY FAVORITE BRUNETTE Bob Hope Dorothy Lamour Peter Lorre Lon Chaney R—Feb. 22—PG-791		Pine-Thomas Prod. 18 (72) Drama 4621 FEAR IN THE NIGHT Paul Kelly Kay Scott DeForest Kelley Ann Doran R—Mar. 1—PG-795	25 (97) Drama 4610 IMPERFECT LADY Ray Milland Teresa Wright Virginia Field Sir Cedric Hardwicke R—Mar. 15—PG-802		
P-R-C	22 (59) Drama UNTAMED FURY R—Apr. 5—PG-808 Reissue 22 (97) Western KIT CARSON 22 (94) Western LAST OF THE MOHICANS	29 (..) Mystery PHILO VANCE RETURNS William Wright (74) Drama LOST HONEYMOON Franchot Tone Ann Richards R—Mar. 15—PG-801	5 (64) Drama 715 THREE ON A TICKET Hugh Beaumont Cheryl Walker Paul Bryar Ralph Dunn R—Apr. 12—PG-809	Reissue 12 (41) Western FRONTIER FIGHTERS Buster Crabbe Fuzzy St. John Marjorie Manners	19 (61) Western WEST TO GLORY Eddie Dean Flash			
RKO RADIO		Group 4 (84) Western 717 TRAIL STREET Randolph Scott Robert Ryan Anne Jeffreys R—Mar. 1—PG-794		Group 4 (57) Western 720 CODE OF THE WEST James Warren Debra Alden R—Mar. 8—PG-799				
REPUBLIC	22 (90) Musical 610 HIT PARADE OF 1947 Eddie Albert Constance Moore Joan Edwards	1 (71) West-Mus 683 TWILIGHT ON THE RIO GRANDE Gene Autry Adele Mara Sterling Holloway	1 (59) Outdoor 664 HOMESTEADERS OF PARADISE VALLEY Allan Lane 1 (71) Com-Dr 611 YANKEE FAKIR Douglas Fowley Joan Woodbury R—Apr. 12—PG-810			24 (66) Drama 612 SPOILERS OF THE NORTH Paul Kelly Adrian Booth Evelyn Ankers		
20TH-FOX		(96) Musical 710 ©CARNIVAL IN COSTA RICA Dick Haymes Vera-Ellen Cesar Romero Celeste Holm R—Mar. 29—PG-805						
UNITED ARTISTS	22 (89) Drama THE MACOMBER AFFAIR Gregory Peck Joan Bennett Robert Preston R—Jan. 25—PG-784		5 (60) Western UNEXPECTED GUEST William Boyd R—Dec. 14—PG-772 5 (89) Comedy THE SIN OF HAROLD DIDDLEBOCK Harold Lloyd R—Feb. 22—PG-792		19 (89) Musical NEW ORLEANS Arturo de Cordova Dorothy Patrick			
UNIVERSAL	Reissue (94) Outdoor-Drama DESTRY RIDES AGAIN Marlene Dietrich James Stewart	(70) West Dr ©MICHIGAN KID Jon Hall Victor McLaglen Rita Johnson R—Feb. 22—PG-792	(78) Comedy BUCK PRIVATES COME HOME Bud Abbott Lou Costello Tom Brown Joan Fulton R—Mar. 15—PG-802	Reissue (73) Comedy YOU CAN'T CHEAT AN HONEST MAN W. C. Fields Edgar Bergen Charlie McCarthy	Reissue (78) Drama I STOLE A MILLION George Raft Claire Trevor Victor Jory			
WARNER-F. N.		29 (84) Com-Dr 616 THAT WAY WITH WOMEN Dane Clark Martha Vickers Sydney Greenstreet R—Feb. 22—PG-791		12 (97) Drama 617 STALLION ROAD Ronald Reagan Alexis Smith Zachary Scott R—Mar. 29—PG-805		Reissues: 26 (109) Drama 615 THE SEA HAWK Errol Flynn Claude Rains 26 (87) Drama 619 THE SEA WOLF Edward G. Robinson Ida Lupino John Garfield		
MISCELLANEOUS	FOREIGN LANGUAGE	(110) Span. RKO 461 GOYESCAS Imperio Argentina Rafael Rivelles (..) Spanish Azteca LA RIVAL DE SU HIJA No subtitles Anita Blanch R—May 26—PG-629	(104) Spanish Clasa LA VIRGEN QUE FORJO UNA PATRIA No subtitles R—April 21—PG-623 (104) Spanish Clasa LAS DOS HUERFANAS No subtitles R—Sept. 1—PG-653	(84) Russian Artkino THE LAST HILL Nikolai Kriuchkov Marina Pastukhova R—June 30—PG-640 (73) Russian Artkino MILITARY SECRET Sergei Lukianov R—Sept. 1—PG-654	(..) Spanish Clasa QUE LINDO ES MICHOACAN No subtitles Tito Guizar Gloria Marin R—Mar. 31—PG-617	(93) Russian Artkino THE RAINBOW Natasha Ushvey Natalia Alisova (89) French Hoffberg THREE HOURS Jean Aumont Betty Bovy	(..) Spanish Clasa TIERRA DE PASIONES No subtitles R—June 9—PG-633 (102) Spanish Clasa TORES, AMOR Y GLORIA No subtitles R—May 5—PG-627	(84) Russian Artkino THE URAL FRONT R—July 14—PG-641 (87) Russian Artkino WAIT FOR ME R—Mar. 24—PG-615 (90) Russian Artkino ZOYA R—Apr. 21—PG-624

REVIEW DIGEST

and

ALPHABETICAL PICTURE GUIDE INDEX

An interpretative analysis of opinions deduced from the language of lay and trade press reviews. The plus and minus signs indicate the degree of favor or disfavor of the review. Blank spaces indicate no review. This department serves also as an ALPHABETICAL INDEX to feature releases. Numeral preceding title is Picture Guide Review page number. In parentheses after title is running time. Date following distributor is BOXOFFICE review date. Listings cover current reviews. It will be brought up to date regularly. The meaning of the various signs and their combinations is as follows:

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; — Poor; = Very Poor.

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
	A											
767	Abie's Irish Rose (96)	UA		11-30-46	+	=	—	±	+	±		4+ 6—
	Accomplice (68)	PRC				∓	∓	±	—	∓	±	5+ 6—
801	Adventuress, The (98)	E-L		3-15-47	+	±		±	ǂ			5+ 2—
766	Affairs of Geraldine (68)	Rep		11-30-46	±	∓	∓	∓	∓	±		6+ 6—
777	Alias Mr. Twilight (69)	Col		1- 4-47	±	±		±	+	ǂ		6+ 3—
796	Angel and the Badman (100)	Rep		3- 1-47	+	±	+	+	+		±	6+ 2—
754	Angel on My Shoulder (101)	UA		9-28-46	+	+	ǂ	+	+	ǂ	+	9+
803	Apache Rose (75)	Rep		3-22-47	±		+	+	∓			4+ 2—
790	Arnelo Affair, The (86)	MGM		2-15-47	+	+	+	+	±	±		6+ 2—
	B											
752	Bachelor's Daughters, The (90)	UA		9-14-46	±	+	+	ǂ	+	±	+	8+ 2—
805	Backlash (66)	20-Fox		3-29-47	∓	±	±	±	—			4+ 5—
766	Beast With Five Fingers, The (88)	WB		11-30-46	∓	±	+	∓	—	—	±	5+ 6—
794	Beat the Band (67)	RKO		3- 1-47	∓	∓	∓	±	±			5+ 5—
	Beauty and the Bandit (71)	Mono							±		∓	2+ 2—
786	Bedelia (95)	E-L		2- 1-47	+	±		+	±		+	5+ 2—
794	Beginning or the End, The (112)	MGM		3- 1-47	ǂ	+	ǂ	+	ǂ	+	ǂ	11+
807	Bells of San Fernando (74)	SG		4- 5-47	±		—		±			2+ 3—
755	Below the Deadline (65)	Mono		10- 5-46	±	±	+	±	∓	±	∓	7+ 6—
769	Best Years of Our Lives, The (172)	RKO		12- 7-46	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
767	Betty Co-Ed (71)	Col		11-30-46	±	∓	±	+	±	±		6+ 5—
744	Big Sleep, The (114)	WB		8-17-46	+	ǂ	ǂ	+	+	ǂ	+	10+
791	Big Town (60)	Para		2-22-47	±	±	∓		±			4+ 4—
741	Black Angel (80)	U-I		8-10-46	±	±	±	+	+	ǂ	±	8+ 4—
797	Blaze of Noon (90)	Para		3- 8-47	±	±	+	±	+		+	6+ 3—
787	Blind Spot (73)	Col		2- 8-47	∓	±		+	+	∓		5+ 3—
742	Blonde for a Day (68)	PRC		8-10-46	∓	±	∓	∓	∓		∓	6+ 6—
755	Blondie Knows Best (69)	Col		10- 5-46	+	±	±	+		±		5+ 3—
773	Blondie's Big Moment (69)	Col		12-21-46	±	±				±	∓	4+ 4—
798	Blondie's Holiday (67)	Col		3- 8-47	±	±	±				∓	4+ 4—
754	Blue Skies (102)	Para		9-28-46	ǂ	ǂ	ǂ	ǂ	+	ǂ	ǂ	13+
786	Boomerang (88)	20-Fox		2- 1-47	+	ǂ	ǂ	+	+	ǂ	ǂ	11+
783	Born to Speed (59)	PRC		1-25-47	±	±	±	±	±	±		6+ 6—
722	Boston Blackie and the Law (69)	Col		12-14-46	±	±	+		±	±	∓	6+ 5—
742	Bowery Bombshell (65)	Mono		8-10-46	±	±	∓	±	∓	∓	∓	7+ 7—
790	Brasher Doubloon, The (72)	20-Fox		2-15-47	+	±	∓	+	±	±		6+ 4—
748	Brief Encounter (85)	U-I		8-31-46	±	+		+		ǂ	ǂ	7+ 1—
759	Bringing Up Father (68)	Mono		10-19-46	±	±	±	±	±	+		6+ 5—
761	Brute Man, The (58)	PRC		11- 2-46	∓	±	∓		±	—	=	4+ 7—
802	Buck Privates Come Home (78)	U-I		3-15-47	ǂ	±	+	+	ǂ			7+ 1—
807	Buffalo Bill Rides Again (70)	SG		4- 5-47	—		—					2—
	C											
744	Caesar and Cleopatra (126)	UA		8-17-46	ǂ	+	+	ǂ	±	ǂ	+	10+ 1—
789	Calendar Girl (88)	Rep		2-15-47	±	±	∓	±	∓	±	+	7+ 6—
744	California (97)	Para		12-21-46	+	±	±	+	ǂ	+	ǂ	9+ 2—
740	Canyon Passage (92)	U-I		7-27-46	+	±	±	+	+	ǂ	ǂ	9+ 2—
797	Carnegie Hall (136)	UA		3- 8-47	±	±	+	ǂ	ǂ			7+ 2—
805	Carnival in Costa Rica (96)	20-Fox		3-29-47	±	±	+	+	+		±	6+ 3—
759	Chase, The (86)	UA		10-19-46	+	±	±			±	+	5+ 3—
760	Child of Divorce (62)	RKO		10-19-46	+	±	±	±	+	+	±	7+ 4—
789	Cigarette Girl (67)	Col		2-15-47	±	±		±	±		∓	5+ 5—
740	Claudia and David (78)	20-Fox		7-27-46	+	+	+	+	+	ǂ	ǂ	9+
752	Cloak and Dagger (106)	WB		9-14-46	ǂ	ǂ	+	+	ǂ	ǂ	+	11+
799	Code of the West (57)	RKO		3- 8-47	+	±	±	±	∓			5+ 4—
776	Crime Doctor's Manhunt (61)	Col		12-28-46	±	±	∓		+	±	±	6+ 5—
742	Criminal Court (62)	RKO		8-10-46	±	±	±		+	+	∓	6+ 4—
765	Cross My Heart (83)	Para		11-23-46	+	±	±	±	±	—	+	6+ 5—
739	Cuban Pete (61)	U-I		7-27-46	±	∓	±		∓	±	+	6+ 5—
	D											
796	Danger Street (66)	Para		3- 1-47	∓	±	∓		±			4+ 4—
771	Dangerous Millions (68)	20-Fox		12-14-46	±	±	±	+	±	±	∓	7+ 6—
758	Dangerous Money (66)	Mono		10-12-46	±	∓			±	∓	±	5+ 5—
793	Dangerous Venture (59)	UA		3- 1-47	±		∓	±	+			4+ 3—
738	Dark Horse, The (59)	U-I		7-20-46	—	±	±		—	±		3+ 5—
758	Dark Mirror, The (85)	U-I		10-12-46	+		±	+	ǂ	ǂ	+	8+ 1—
781	Dead Reckoning (100)	Col		1-18-47	+	+	+	+	+	+	+	7+
760	Deception (112)	WB		10-19-46	+	±	+	+	+	+	+	7+ 1—
751	Decoy (76)	Mono		9-14-46	±	±	+	+	+	—	+	6+ 3—
788	Devil on Wheels (67)	PRC		2- 8-47	∓	∓		±	±	ǂ		6+ 4—
797	Devil Thumbs a Ride, The (63)			3- 8-47	+	±	+	+	±		±	6+ 3—
753	Devil's Playground, The (60)	UA		9-28-46	±		+	±	±	±		5+ 4—
764	Dick Tracy vs. Cueball (62)	RKO		11- 9-46	±	±	+	±	±	—	±	6+ 6—
	Don Ricardo Returns (78)	PRC				∓						1+ 1—
757	Driftin' River (55)	PRC		10-12-46	±			±	∓	±		4+ 4—
780	Duel in the Sun (140)	SRO		1-11-47	ǂ		+	ǂ	ǂ			7+
	E											
746	Earl Carroll Sketchbook (90)	Rep		8-24-46	∓	±	+	+	∓	±	+	7+ 4—
785	Easy Come, Easy Go (77)	Para		2- 1-47	±	∓	±	±	±	+	±	7+ 6—
808	Egg and I, The (108)	U-I		4- 5-47	ǂ	+	+	+	ǂ			7+
	Escape Me Never (..)	WB								±		1+ 1—
	F											
794	Fabulous Dorseys, The (90)	UA		3- 1-47	±	±	±	+	±	+		6+ 4—
775	Fabulous Suzanne, The (71)	RKO		12-28-46	±	±	±	±	±	±	—	6+ 7—
775	Falcon's Adventure, The (61)	RKO		12-28-46	∓	±	±	±	+	±	±	7+ 6—
800	Fall Guy (64)	Mono		3- 8-47	∓	±		±	+			4+ 3—
792	Farmer's Daughter, The (94)	RKO		2-22-47	+	+	+	+	+		+	6+
795	Fear in the Night (71)	Para		3- 1-47	+	±	+	+	+			5+ 1—
	Fighting Frontiersman, The (..)	Col							±			1+ 1—
758	Fool's Gold (63)	UA		10-12-46	±		±	±	+	+		5+ 3—
798	Framed (80)	Col		3- 8-47	±	±	+	+	±			5+ 3—
	G											
784	Gallant Bess (101)	MGM		1-25-47	±	±	+	+	+	+	±	7+ 3—
752	Gallant Journey (86)	Col		9-14-46	±	∓	∓	+	±	+	±	7+ 5—
759	Gas House Kids (68)	PRC		10-19-46	∓	±		±	∓	±	∓	6+ 6—
741	Genius at Work (62)	RKO		8-10-46	∓	—	∓	∓	∓	∓	=	5+ 8—
753	Gentleman Joe Palooka (72)	Mono		9-28-46	±	±		±	±	+		5+ 4—
	Ghost Goes Wild, The (66)	Rep				±			±			2+ 2—
	Ginger (67)	Mono				∓					∓	2+ 2—
746	G. I. War Brides (69)	Rep		8-24-46	+	±	±	±	±	+	±	7+ 5—
737	Great Day (68)	RKO		7-20-46	±	∓	∓	+	∓	+		6+ 4—
807	Great Expectations (115)	U-I		4- 5-47	+	ǂ		ǂ	ǂ			7+
798	Guilt of Janet Ames, The (81)	Col		3- 8-47	+	±	±		+			4+ 2—
804	Guilty, The (71)	Mono		3-22-47	+			+				2+
	H											
	Hard Boiled Mahoney (63)	Mono									∓	1+ 1—
745	Heading West (54)	Col		8-24-46	±				—	+		2+ 2—
777	Heldorado (70)	Rep		1- 4-47	±		+	±	±	+		5+ 3—
753	Her Sister's Secret (86)	PRC		9-28-46	±	±	±	+	+	+	±	7+ 4—
801	High Barbaree (92)	MGM		3-15-47	±	±	+	+	ǂ			6+ 2—
804	High Conquest (83)	Mono		3-22-47	ǂ		+	+	±			5+ 1—
745	High School Hero (74)	Mono		8-24-46	+	±	∓	±	±	∓	∓	7+ 6—
740	Holiday in Mexico (128)	MGM		7-27-46	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
763	Home in Oklahoma (72)	Rep		11- 9-46	±		+	±	±	±		5+ 4—
740	Home Sweet Homicide (90)	20-Fox		7-27-46	+	+	+	+	+	ǂ	+	8+
776	Humoresque (125)	WB		12-28-46	+	+	ǂ	ǂ	+	ǂ	ǂ	11+
	I											
795	I Cover Big Town (63)	Para		3- 1-47	±	±	+	±	±			5+ 4—
756	I Know Where I'm Going (91)	U-I		10- 5-46	±				±			2+ 2—
750	If I'm Lucky (78)	20-Fox		9- 7-46	+	±	±	+	±	±	±	7+ 5—
783	I'll Be Yours (83)	U-I		1-25-47	±	±	+	±	±	+	±	7+ 5—
802	Imperfect Lady, The (97)	Para		3-15-47	ǂ	±	±	+	∓			6+ 3—
	Inner Circle, The (57)	Rep				±	∓		∓	∓	∓	5+ 5—
746	Invisible Informer, The (57)	Rep		8-24-46	—	±	∓	±	—	—	∓	4+ 7—
797	It Happened in Brooklyn (103)	MGM		3- 8-47	ǂ	+	+	ǂ	ǂ		+	9+
788	It Happened on Fifth Avenue (116)	Mono		2- 8-47	+		+	±	±	+		5+ 2—
783	It's a Joke, Son (63)	E-L		1-25-47	+	±	—	+		±		4+ 3—
774	It's a Wonderful Life (132)	RKO		12-21-46	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	13+
749	It's Great to Be Young (63)	Col		9- 7-46	±	—	∓		±	±	∓	5+ 6—
749	I've Always Loved You (117)	Rep		9- 7-46	+	±	±	+	+	ǂ	+	8+ 2—
	J											
781	Johnny O'Clock (95)	Col		1-18-47	±	+	+	±	+	+	ǂ	8+ 2—
753	Jolson Story, The (128)	Col		9-28-46	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
795	Jungle Flight (67)	Para		3- 1-47	±	±	±		∓			4+ 4—
	K											
743	Killers, The (102)	U-I		8-17-46	+	ǂ	+	+	+	+	±	9+
803	King of the Wild Horses (79)	Col		3-22-47	±	∓		±				3+ 3—
	L											
780	Ladies' Man (91)	Para		1-11-47	+	±	±	+	±	±	∓	7+ 5—
	Lady Chaser (74)	PRC				∓					±	2+ 2—
766	Lady in the Lake (103)	MGM		11-30-46	+	+	+	+	ǂ	+	+	8+
739	Lady Luck (97)	RKO		7-27-46	+	+	±	+	+	+	+	7+ 1—
757	Lady Surrenders, A (113)	U-I		10-12-46	±				±			2+ 2—
	Landrush (53)	Col					∓		±	±		3+ 3—
746	Last Crooked Mile, The (67)	Rep		8-24-46	∓	±	±	±	±	∓	∓	7+ 7—
788	Late George Apley, The (98)	20-Fox		2- 8-47	+	+	+	+	+	+	ǂ	8+
799	Law of the Lash (54)	PRC		3- 8-47	±		±		∓			3+ 3—
	Lighthouse (74)	PRC									∓	1+ 1—
759	Little Iodine (57)	UA		10-19-46	±	∓	∓	±	+	∓		6+ 5—
750	Little Miss Big (61)	U-I		9- 7-46	∓	±	±	∓	—	+		5+ 5—
774	Locket, The (85)	RKO		12-21-46	+	+	ǂ	+	+	ǂ	±	9+ 1—
799	Lone Hand Texan, The (57)	Col		3- 8-47	±		∓					2+ 2—
777	Lone Star Moonlight (67)	Col		1- 4-47	∓							1+ 1—
780	Lone Wolf in Mexico (70)	Col		1-11-47	±	∓			±	±		4+ 4—
801	Lost Honeymoon (71)	E-L		3-15-47	±	±	+	+	ǂ			6+ 2—

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor. In the summary ǂ is rated as 2 pluses; = as 2 minuses.

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
806	Love and Learn (85)		WB	3-29-47	±	±	±	±	−			4+ 5−
769	Love Laughs at Andy Hardy (93)		MGM	12- 7-46	±	±	+	±	∓	ǂ	±	8+ 5−
	M											
794	Macomber Affair, The (90)		UA	1-25-47	+	±	∓	+	+	±		6+ 3−
	Magic Bow, The (..)		U-I						−	+		1+ 1−
766	Magnificent Doll, The (94)		U-I	11-23-46	+	±	+	+	+	ǂ	ǂ	9+ 1−
803	Magnificent Rogue, The (75)		Rep.	3-22-47	∓				+	∓		3+ 2−
776	Man I Love, The (96)		WB	12-28-46	±	±	+	±	∓	+	±	7+ 5−
760	Margie (94)		20-Fox	10-19-46	+	ǂ	+	+	+	ǂ	ǂ	10+
792	Michigan Kid (70)		U-I	2-22-47	±	±	±	±	∓		±	6+ 6−
	Mighty McGurk, The (85)		MGM			±	+	+	+	+		5+ 1−
798	Millie's Daughter (70)		Col.	3- 8-47	±	±		+	−			3+ 3−
	Missing Lady, The (60)		Mono.			∓		±	±		±	4+ 4−
748	Mister Ace (84)		UA	8-31-46	+	±	±	+	+	±	+	7+ 3−
779	Mister District Attorney (81)		Col.	1-11-47	±	±	+	±	∓	±	±	7+ 6−
773	Mister Hex (63)		Mono.	12-21-46	±	±	±	±	+	±		6+ 5−
766	My Brother Talks to Horses (93)		MGM	11-23-46	+	±	ǂ	+	±	+		7+ 2−
758	My Darling Clementine (97)		20-Fox	10-12-46	+	+	+	+	+	ǂ	±	8+ 1−
791	My Favorite Brunette (87)		Para.	2-22-47	+	+	+	+	+	ǂ	ǂ	9+
	My Heart Goes Crazy (..)		U-I				∓					1+ 1−
	Mysterious Mr. Valentine, The (56)		Rep.			±			±			2+ 2−
	N											
762	Never Say Goodbye (97)		WB	11- 2-46	+	±	±	+	∓	±	±	7+ 5−
	Night Train to Memphis (67)		Rep.			∓	∓	±	∓	−		4+ 5−
755	Nobody Lives Forever (100)		WB	10- 5-46	+	±	+	+	+	±	+	7+ 2−
757	Nocturne (87)		RKO	10-12-46	±	±	+	±	+	±	+	7+ 4−
747	No Leave, No Love (120)		MGM	8-31-46	+	+	ǂ	+	±		+	7+ 1−
787	Nora Prentiss (111)		WB	2- 8-47	±	±	±	+	∓	+	±	7+ 5−
739	Notorious (103)		RKO	7-27-46	ǂ	ǂ	ǂ	ǂ	+	+	ǂ	12+
761	Notorious Gentleman (108)		U-I	11- 2-46	+	+		+	+	ǂ	ǂ	8+
	O											
793	Odd Man Out (118)		U-I	3- 1-47	ǂ	+		ǂ	ǂ			7+
	Other Love, The (95)		UA			+	+	ǂ	ǂ			6+
733	Out California Way (67)		Rep.	12-21-46	±		∓	±	±	+		5+ 4−
	Outlaw of the Plains (56)		PRC					±		∓	∓	3+ 3−
796	Over the Santa Fe Trail (63)		Col.	3- 1-47	±			+				2+ 1−
778	Overlanders, The (91)		E-L	1- 4-47	±	±	+	±		ǂ	+	7+ 3−
	P											
765	Perfect Marriage, The (87)		Para.	11-23-46	±	±	∓	+	+	±	±	7+ 5−
742	Personality Kid (68)		Col.	8-10-46	±	∓	∓		∓	+	±	6+ 5−
784	Pilgrim Lady, The (67)		Rep.	1-25-47	±	±	±	±	∓	±		6+ 6−
763	Plainsman and the Lady (82)		Rep.	11- 9-46	±	∓	±	+	+	±	±	7+ 5−
741	Prairie Badmen (55)		PRC	8-10-46	∓			±	±	∓	∓	5+ 5−
793	Private Affairs of Bel Ami, The (115)		UA	3- 1-47	±	±	±	+	±	ǂ		7+ 4−
791	Pursued (101)		WB	2-22-47	+	+		+	+	+	ǂ	7+
	Q											
805	Queen of the Amazons (61)		SG	3-29-47	∓				±		−	2+ 3−
	R											
	Raiders of the South (58)		Mono.						±		∓	2+ 2−
	Rainbow Over the Rockies (54)		Mono.						∓		∓	2+ 2−
793	Ramrod (94)		UA	3- 1-47	+	±	+	+	+			5+ 1−
802	Range Beyond the Blue (54)		PRC	3-15-47	±		+	±				3+ 2−
770	Razor's Edge, The (146)		20-Fox	12- 7-46	ǂ	±	+		ǂ	+		7+ 1−
785	Red House, The (93)		UA	2- 1-47	+	±	+	+	+	ǂ	ǂ	9+ 1−
	Red River Renegades (55)		Rep.						±			1+ 1−
744	Rendezvous With Annie (90)		Rep.	8-17-46	+	+		+	+	+	+	6+
787	Renegade Girl (65)		SG	2- 8-47	±				∓			2+ 2−
767	Return of Monte Cristo, The (91)			11-30-46	±	±	+	+	±	ǂ	∓	8+ 4−
	Riding the California Trail (61)		Mono.								∓	1+ 1−
	Rio Grande Raiders (56)		Rep.						±			1+ 1−
796	Road to Hollywood (61)		SG	3-1-47	±							1+ 1−
754	Roll On Texas Moon (68)		Rep.	9-28-46	±		±	±	+	+		5+ 3−
760	Rolling Home (71)		SG	10-19-46	±				±			2+ 2−
	S											
808	San Demetrio, London (78)		20-Fox	4- 5-47	±	±	ǂ		∓			5+ 3−
769	San Quentin (66)		RKO	12- 7-46	∓	±	+	±	+	±	±	7+ 5−
	Santa Fe Uprising (56)		Rep.						±	±		2+ 2−
738	Scandal in Paris, A (100)		UA	7-20-46	+	±	±	±	∓	±	+	7+ 5−
790	Sea of Grass, The (123)		MGM	2-15-47	+	±	+	+	+	ǂ	ǂ	9+ 1−
767	Secret Heart, The (97)		MGM	11-30-46	+	±	ǂ	+	+	+		7+ 1−
761	Secret of the Whistler (65)		Col.	11- 2-46	∓	∓			±	∓		4+ 4−
745	Secrets of a Sorority Girl (58)		PRC	8-24-46	∓	∓		∓		±	=	4+ 6−
795	Seven Were Saved (72)		Para.	3- 1-47	∓	∓	∓		+			4+ 3−
744	Shadow of a Woman (79)		WB	8-17-46	±	±	∓	±	±	∓	∓	7+ 7−
756	Shadowed (70)		Col.	10- 5-46	±	±			+	±	±	5+ 4−
	Shadows on the Range (57)		Mono.					±	∓		∓	3+ 3−
	Shadows Over Chinatown (64)		Mono.			=	±				∓	2+ 4−
779	Shocking Miss Pilgrim, The (85)		20-Fox	1-11-47	+	±	±	+	+	+		6+ 2−
743	Show-Off, The (84)		MGM	8-17-46	+	+	+	±	±	+	∓	7+ 3−
	Silver Range (55)		Mono.						±		±	2+ 2−
792	Sin of Harold Diddlebock, The (94)			2-22-47	+	+	+	+	+			5+
782	Sinbad the Sailor (117)		RKO	1-18-47	+	+	+	+	+	+	+	7+
741	Sing While You Dance (73)		Col.	8-18-46	±	∓			±	±	∓	5+ 5−
777	Singin' in the Corn (64)		Col.	1- 4-47	∓	±	±			−		3+ 4−
752	Singing on the Trail (69)		Col.	9-14-46	±				±			2+ 2−
770	Sioux City Sue (69)		Rep.	12- 7-46	∓		±	±	±	+		5+ 4−
738	Sister Kenny (116)		RKO	7-20-46	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
	Slightly Scandalous (63)		U-I				±	∓	∓	∓	∓	5+ 5−
789	Smash-Up (103)		U-I	2-15-47	+	ǂ	+	+	+	ǂ		8+
765	So Dark the Night (70)		Col.	11-23-46	+	±	±	+	+	+	∓	7+ 3−
786	Song of Scheherazade (106)		U-I	2- 1-47	+	±	±	+	+	+	±	7+ 3−
	Song of the Sierras (55)		Mono.					+	±			2+ 1−
762	Song of the South (95)		RKO	11- 1-46	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
	South of Monterey (63)		Mono.					∓	±		∓	3+ 3−
786	South of the Chisholm Trail (58)		Col.	2- 1-47	±			±				2+ 2−
745	Spook Busters (68)		Mono.	8-24-46	±	±	∓	±	±	∓	±	7+ 7−
780	Stagecoach to Denver (56)		Rep.	1-11-47	∓		±	±	+	±		5+ 4−
773	Stairway to Heaven (104)		U-I	12-21-46	+	+		ǂ	ǂ	ǂ	ǂ	10+
805	Stallion Road (97)		WB	3-29-47	±	±	±	+	+			5+ 3−
775	Stars Over Texas (57)		PRC	12-28-46	±			±				2+ 2−
737	Step by Step (61)		RKO	7-20-46	∓	±	+	±	±	ǂ	±	8+ 6−
764	Strange Holiday (56)		PRC	11- 9-46	±	±	∓		±	+		5+ 4−
751	Strange Journey (67)		20-Fox	9-14-46	±	∓		±	±	∓		5+ 5−
	Strange Voyage (61)		Mono.			±				±	∓	3+ 3−
762	Strange Woman, The (101)		UA	11- 2-46	+	±	+	+	+	+	+	7+ 1−
789	Suddenly It's Spring (87)		Para.	2-15-47	+	±	+	+	+	+	+	7+ 1−
738	Sunset Pass (59)		RKO	7-20-46	∓	±	±	±	±	±		6+ 6−
766	Susie Steps Out (65)		UA	11-23-46	±	±	±	±	∓	±		6+ 6−
770	Sweetheart of Sigma Chi (76)		Mono.	12- 7-46	±	±	+	±	±	+		6+ 4−
771	Swell Guy (87)		U-I	12-14-46	±	+	+	+	+	±	ǂ	8+ 2−
	T											
806	Tarzan and the Huntress (72)		RKO	3-29-47	+	±	±	+	+			5+ 2−
761	Temptation (100)		U-I	11- 2-46	+	±	±	±	ǂ	+	±	8+ 4−
764	Terror Trail (55)		Col.	11- 9-46	∓				±			2+ 2−
772	That Brennan Girl (95)		Rep.	12-14-46	±	+	±	+	±	±	±	7+ 5−
791	That Way With Women (85)		WB	2-22-47	±	±	±	±	+	ǂ	±	8+ 5−
747	They Were Sisters (108)		U-I	8-31-46	+	±		+	±	+	+	6+ 2−
775	13 Rue Madeleine (95)		20-Fox	12-28-46	+	+	+	+	+	ǂ	ǂ	9+
792	Thirteenth Hour, The (62)		Col.	2-22-47	±	±		±	−			3+ 4−
	This Happy Breed (..)		U-I							ǂ		2+
	This Man Is Mine (..)		Col.				ǂ					2+
751	Three Little Girls in Blue (90)		20-Fox	9-14-46	+	+	+	ǂ	+	ǂ	ǂ	10+
	Three on a Ticket (62)		PRC			±			+			2+ 1−
747	Thrill of Brazil, The (91)		Col.	8-31-46	+	±	±	+	−	+	+	6+ 3−
765	Till the Clouds Roll By (120)		MGM	11-23-46	ǂ	+		ǂ	ǂ	ǂ	ǂ	11+
743	Time of Their Lives, The (82)		U-I	8-17-46	+	±	±	+	+	ǂ	±	8+ 3−
804	Time Out of Mind (89)		U-I	3-22-47	∓	∓	∓	±	∓			5+ 5−
772	Time, the Place and the Girl, The (105)		WB	12-14-46	±	±	+	+	+		±	6+ 3−
	Traffic in Crime (56)		Rep.			±	∓		±			3+ 3−
794	Trail Street (83)		RKO	3- 1-47	±	±	+		±	±		5+ 4−
	Trail to Mexico (56)		Mono.					±			∓	2+ 2−
785	Trail to San Antone (67)		Rep.	2- 1-47	±		±	+	±	+		5+ 3−
	Trailing Danger (..)		Mono.								±	1+ 1−
779	Trap, The (68)		Mono.	1-11-47	∓	−		±	∓		−	3+ 5−
	Trigger Fingers (54)		Mono.						∓		±	2+ 2−
764	Tumbleweed Trails (57)		PRC	11- 9-46	∓		±	±		±		4+ 4−
739	Two Guys From Milwaukee (90)		WB	7-27-46	+	+	+	+	+	±	+	7+ 1−
806	Two Mrs. Carrolls, The (100)		WB	3-29-47	+	±	±		+			3+ 2−
748	Two Years Before the Mast (98)		Para.	8-31-46	±	±	ǂ	+	+	ǂ	ǂ	10+ 2−
	U											
748	Under Nevada Skies (69)		Rep.	8-31-46	∓		±		∓			3+ 3−
	Undercover Maisie (93)		MGM			+	+	+	∓			4+ 1−
756	Undercurrent (113)		MGM	10- 5-46	+	±	+	ǂ	+	ǂ	+	9+ 1−
772	Unexpected Guest (60)		UA	12-14-46	±		±	±	±	±	±	6+ 6−
808	Untamed Fury (61)		PRC	4- 5-47	∓	±	∓	+	+			5+ 3−
	V											
808	Vacation Days (68)		Mono.	4- 5-47	±	±			−			2+ 3−
757	Vacation in Reno (60)		RKO	10-12-46	∓	±	±	±	∓	±	∓	7+ 7−
	Valley of Fear (54)		Mono.								±	1+ 1−
766	Verdict, The (86)		WB	11-23-46	+	±	±	+	±	+	+	7+ 3−
799	Vigilantes of Boomtown (96)		Rep.	3- 8-47	+		±	+	+	±		5+ 2−
	W											
766	Wake Up and Dream (92)		20-Fox	11-30-46	±	∓	∓	+	∓	ǂ	±	8+ 5−
763	Wanted for Murder (97)		20-Fox	11- 9-46	±	±		+	+	+	+	6+ 2−
806	West of Dodge City (57)		Col.	3-29-47	±			±				2+ 2−
751	White Tie and Tails (74)		U-I	9-14-46	±	±		+	+	±		5+ 3−
771	Wicked Lady, The (98)		U-I	12-14-46	+	±		±	∓	+	+	6+ 3−
762	Wife Wanted (73)		Mono.	11- 2-46	∓	±		±	±			4+ 4−
743	Wild Beauty (61)		U-I	8-17-46	∓	∓			∓	+	±	5+ 4−
785	Wild Country (57)		PRC	2- 1-47	±		∓	∓	∓			4+ 4−
769	Wild West (73)		PRC	12- 7-46	±		+	±	∓	±		5+ 4−
	Y											
	Yankee Fakir (71)		Rep.				∓					1+ 1−
770	Yearling, The (135)		MGM	12- 7-46	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
802	Years Between, The (68)		U-I	3-15-47	±	±		±	±	+	ǂ	7+ 4−

Short subjects listed by Company in order of release. Numeral is production number. Running time follows title. First date is National release, second the date of review in BOXOFFICE. The symbol between dates is rating from the BOXOFFICE review. ⧺ Very Good, + Good, ± Fair, ∓ Mediocre, − Poor, = Very Poor. ◎ Indicates color photography.

SHORTS CHART

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	ALL-STAR COMEDIES			
8422	Honeymoon Blues (H. Herbert) (17)	10-17	+	11-30
8433	Slappily Married (J. De Rita) (16½)	11- 7		....
8423	Reno-Vated (V. Vague) (18½)	11-21	±	1- 4
8434	Moron Than Off (S. Holloway) (17)	11-28	+	2- 8
8403	Three Little Pirates (Stooges) (18)	12- 5	+	1-25
8435	Andy Plays Hookey (Andy Clyde) (18)	12-19	±	2-15
8404	Half Wits' Holiday (Three Stooges) (17½)	1- 9		....
8436	Meet Mr. Mischief (H. Von Zell) (17½)	1-23		....
8424	Hot Heir (H. Herbert) (16½)	2-13	±	3-22
8437	Scooper Dooper (S. Holloway) (18)	2-27		....
8405	Fright Night (Stooges) (17)	3- 6		....
8438	The Good Bad Egg (J. DeRita) (17)	3-20		....
8439	Bride and Gloom (S. Howard) (16)	3-27		....
8440	Two Jills and a Jack (A. Clyde) (..)	4-17		....
8406	Out West (Stooges) (17½)	4-24		....
	COLOR PHANTASIES			
8701	Fowl Brawl (6)	1- 9	+	3-29
8702	Uncultured Vulture (6)	2- 6		....
8703	Wacky Quacky (6)	3-20		....
8704	Leave Us Chase It (..)	4-24		....
	COLOR RHAPSODIES (Technicolor)			
8501	Loco Lobo (6)	1 -9		....
8502	Cockatoos for Two (6)	2-13		....
8503	Big House Blues (7)	3- 6		....
	COMMUNITY SING			
8651	No. 1 The Gypsy (Leibert) (9½)	9-12		....
8652	No. 2 It's a Pity to Say Goodnight (Baker) (10½)	10-10	+	11-16
8653	No. 3 Surrender (Leibert) (9½)	11-14		....
8654	No. 4 Pretending (Baker) (10)	12-19		....
8655	No. 5 Rumors Are Flying (Leibert) (9½)	1-23		....
8656	No. 6 Ole Buttermilk Sky (Baker) (10)	2-27		....
8657	No. 7 The Coffee Song (Leibert) (..)	3-13		....
8658	No. 8 I'll Close My Eyes (Baker) (..)	4-17		....
	FILM-VODVIL			
7958	Bobby Byrne & Orch. (10)	8-15	±	10-26
	FOX & CROW (Technicolor)			
7754	Mysto-Fox (7)	8-29	⧺	11- 2
	SCREEN SNAPSHOTS			
8851	No. 1 Radio Characters (10)	9- 5		....
8852	No. 2 Looking Down on Hollywood (10)	10- 3	+	11-30
8853	No. 3 Rodeo (10)	11- 7		....
8854	No. 4 Skolsky Party (10)	12-26		....
8855	No. 5 Movie Columnists (9)	1-23		....
8856	No. 6 Behind the Mike (9)	2- 6		....
8857	No. 7 Holiday in Las Vegas (10)	3-13		....
8858	No. 8 My Pal Ringeye (10)	4-10		....
	SPORT REELS			
7810	Deep Sea Fishing (9)	8-15	⧺	12-28
8801	Army Football Champions (11)	9-19	+	11- 9
8802	Ten Pin Magic (10)	10-24		....
8803	Hi Li (9½)	11-21		....
8804	Best in Show Dogs (10)	12-12		....
8805	Polo (10)	1-30		....
8806	Cue Tricks (9)	2-20		....
8807	Tennis Wizards (..)	3-20		....
8808	Goofy Golf (..)	4-24		....
	THRILLS OF MUSIC			
8951	Jerry Wald & Orch. (10)	9-12		....
8952	Machito & Orch. (10½)	10-17		....
8953	Les Elgart & Orch. (10)	11-28		....
8954	Ray McKinley & Orch. (9½)	11-28	+	1-11
8955	Shorty Sherock & Orch. (8½)	1-23		....
8956	Buddy Morrow & Orch. (9½)	2-27		....
8957	George Towne & Orch. (..)	3-27		....
	FLIPPY (Technicolor)			
7603	Silent Tweetment (6½)	9-19	⧺	11- 2
	SERIALS			
7180	Chick Carter, Detective... 15 Chapters	7-11		....
8120	Son of the Guardsman... 15 Chapters	10-24	±	10-19
8140	Jack Armstrong ... 15 Chapters	2- 6	⧺	2- 8

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	FITZPATRICK TRAVELTALKS (Technicolor)			
T-613	Modern Guatemala City (9)	8-25		....
T-711	Where Time Stands Still (10)	9-22		....
T-712	Merida and Campeche (8)	11-24	+	11- 3
T-713	Land of Mayas (..)	1-26		....
T-714	Glimpses of Guatemala (8)	2- 9	+	2-16
T-715	Visiting Vera Cruz (..)	3-16		....
T-716	The Mission Trail (..)	4-13		....
T-717	Looking at London	6- 1		....
T-718	Over the Seas to Belfast (..)	8-31		....
T-811	Glimpses of California (9)	10-26		....
T-812	Calling on Costa Rica (10)	3-15	+	3-29
	MINIATURES			
M-586	Important Business (11)	4-29	⧺	4-15
M-587	Why Daddy (9)	5-20	⧺	6-10
M-588	Somewhere USA (10)	6- 3		....
M-589	Nostradamus IV (10)	9-30	⧺	10-21
M-590	Little White Lie (11)	3- 3	±	4-28
M-781	Strange Destiny (10)	9-29		....
M-782	Spreadin' the Jam (10)	10-27	+	10- 3
M-783	Musical Masterpieces (10)	4-20		....
M-784	Bikini—The Atom Island	6-15	+	6-15
	MGM NEWS OF THE DAY (Released Twice Weekly)			
	MGM SPECIALS			
A-504	Phantoms, Inc. (17)	6- 9		....
A-701	A Gun in His Hand (19)	9-15		....
A-702	Purity Squad (20)	11- 3	⧺	10- 3
A-703	Traffic With the Devil (17)	8-31	⧺	9-14
A-801	Luckiest Guy in the World (21)	1-25		....
	MGM TECHNICOLOR CARTOONS			
W-732	Wild and Wolfy (8)	11-3		....
W-734	Lonesome Lenny (8)	3- 9	+	4- 6
W-737	The Hick Chick (7)	6-15		....
W-739	Northwest Hounded Police (..)			....
W-831	Henpecked Hoboes (7)	10-26		....
	MGM TOM & JERRY CARTOONS			
W-733	Quiet Please (7)	12-22	+	12-15
W-735	Springtime for Thomas (9)	3-30	+	4-13
W-736	The Milky Waif (7)	5-18	+	7- 1
W-738	Trap Happy (7)	6-29		....
W-740	Solid Serenade (..)	8-31		....
W-832	Cat Fishin' (8)	2-22		....
W-833	Part Time Pal (8)	3-15		....
	PASSING PARADE			
K-573	Return From Nowhere (10)	10-28	⧺	10-21
K-574	A Lady Fights Back (10)	11-11	⧺	12-30
K-575	It Looks Like Rain (10)	3- 3	±	3-24
K-576	The Seesaw and the Shoes (10)	5- 5	+	5-12
K-771	Great American Mug (10)	10- 6	⧺	10- 3
K-772	Stairway to Light (10)	11-10	⧺	10- 3
K-773	People on Paper (10)	11-17		....
K-774	Golden Hunch (10)	12-15	⧺	12-15
K-775	Magic on a Stick (10)	1- 9	⧺	2-16
K-776	Our Old Car (10)	5-11		....
K-871	A Really Important Person (10)	1-11	±	3-15
	PETE SMITH SPECIALTIES			
S-752	Guest Pests (9)	10-20		....
S-753	Bus Pests (10)	12- 1	+	12-15
S-754	Sports Sticklers (..)	1- 5	+	2- 9
S-755	Gettin' Glamor (..)	2- 2	±	2- 9
S-756	Badminton (9)	12- 8	⧺	12-15
S-757	Fala at Hyde Park (9)	1-19	⧺	1-26
S-758	Studio Visit (..)	5-11	+	7- 1
S-759	Equestrian Quiz (..)	5-18	⧺	7- 1
S-760	Treasures From Trash	6- 8		....
S-851	Football Thrills No. 9 (9)	9- 7		....
S-852	Sure Cures (9)	11- 2		....
S-853	I Love My Husband But (9)	12- 7		....
S-854	Playing by Ear (..)	12-28	⧺	1-25
S-855	Athletiquiz (9)	1-11		....
S-856	Diamond Demon (9)	2- 1	±	2-22
S-857	Early Sports Quiz (9)	3- 1	⧺	4- 5

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	GEORGE PAL PUPPETOONS (Technicolor)			
U5-3	Olio for Jasper (7)	4-19	+	4-13
U5-4	Together in the Weather (7)	5-24	⧺	6- 8
U5-5	Jasper's Derby (8)	9-20	⧺	5-18
U5-6	John Henry and the Inky Poo (7)	9- 6		....
U5-7	Jasper in a Jam (7)	10-18	⧺	12-14
U5-8	Shoe Shine Jasper (7)	2-28	+	2-15
U6-1	Wilbur the Lion (9)	4-18		....
	GRANTLAND RICE SPORTLIGHTS			
R5- 8	Riding the Hickories (9)	5-17	+	7- 1
R5- 9	Birds Make Sport (9)	6-21	+	6-29
R5-10	Feminine Class (10)	7-19	+	7-20
R6- 1	Race Horses Are Born (9)	10- 4		....
R6- 2	Dive Hi Champs (10)	10-11	⧺	12-14
R6- 3	Queens of the Court (10)	11-15	+	1-18
R6- 4	Like Father, Like Son (10)	12-13		....
R6- 5	Jumping Jacks (9½)	1-10		....
R6- 6	Selling the Sun (10)	1-31		....
R6- 7	Under White Sails (9)	2-28		....
R6- 8	Iced Lightning (..)	4-18		....
	LITTLE LULU (Technicolor)			
D5-2	Bargain Counter Attack (7)	5- 3	⧺	4-13
D5-3	Bored of Education (7)	7-26	±	5-18
D5-4	Chick and Double Chick (6)	8-16		....
D5-5	Musica-Lulu (7)	1-24	⧺	2- 1
D5-6	A Scout With the Gout (7)	3- 7	±	3-15
D6-1	Loose in the Caboose (..)	5-23		....
	MUSICAL PARADES (Technicolor)			
FF5-3	College Queen (19)	5-17	±	5-25
FF5-4	Tale of Two Cafes (18)	7- 5	+	7- 1
FF5-5	Double Rhythm (20)	8-23	+	7-20
FF5-6	Golden Slippers (17)	12-13	±	12-13
FF6-1	Sweet and Low (19)	3-28	±	4- 5
	NOVELTOON (Technicolor)			
P5-1	The Friendly Ghost (7½)	4- 5	+	2- 2
P5-2	Cheese Burglar (7)	5-17	+	4-13
P5-3	Old MacDonald Had a Farm (7)	6- 7	+	5-18
P5-4	Sheep Shape (7)	6-28	⧺	7- 1
P5-5	Goal Rush (6)	9-27		....
P5-6	Sudden Fried Chicken (7)	10-18	+	12-28
P6-1	Spree for All (7)	10-18		....
P6-2	Stupidstitious Cat (..)	4-25		....
P6-3	Enchanted Square (..)	5- 9		....
	PACEMAKERS			
K6-1	Brooklyn, I Love You (10)	10- 4		....
K6-2	Love in Tune (9½)	10-25		....
K6-3	Radio, Take It Away (11)	1-31		....
K6-4	Try and Catch Me (9)	2-14		....
	PARAMOUNT NEWS (Released Twice Weekly)			
	POPEYE CARTOONS (Technicolor)			
E5-2	Service With a Guile (6)	4-19	+	4-13
E5-3	Klondike Casanova (8)	5-31	+	5-25
E5-4	Peep in the Deep (7)	6- 7	⧺	7- 1
E5-5	Rocket to Mars (6)	8- 9	+	6-29
E5-6	Rodeo Romeo (6)	8-16	+	7-20
E5-7	The Fistic Mystic (6)	2- 7	⧺	11-30
E5-8	The Island Fling (7)	3-14	⧺	12-21
E6-1	Abusement Park (7)	4-25		....
	POPULAR SCIENCE (Color)			
J5-5	No. 5 (10)	6-21	+	6-29
J5-6	No. 6 (10	8-16		....
J6-1	No. 1 (11)	11- 1	⧺	12- 7
J6-2	The Sponge Divers (11)	1-17		....
J6-3	Air-Borne Pastures (11)	2-28		....
J6-4	Marine Miracles (..)	4- 4		....
	SPEAKING OF ANIMALS			
Y5-4	In the Wilds (9)	5-10	±	5-18
Y5-5	The Lonesome Stranger (10)	6-14	+	6-29
Y5-6	Be Kind to Animals (10)	8-30		....
Y6-1	Stork Crazy (10)	10-18	±	1- 4
Y6-2	Pooch Parade (10)	12-27	+	3-22
Y6-3	In Country Life (9)	2-21		....
Y6-4	They're Not So Dumb (..)	3-28		....
	TWO-REEL SPECIAL			
T5-2	Don't Be a Sucker (18)	7- 4		....
	37 Two Decades of History (22½)	1- 4		....
	UNUSUAL OCCUPATIONS (Color)			
L5-4	No. 4 (10)	5-24	+	4-13
L5-5	No. 5 (10)	7-12	+	6-29
L5-6	No. 6 (10)	8-30		....
L6-1	No. 1 (10)	12-13		....
L6-2	Swedish Glass Makers (10)	2-14		....
L6-3	G.I. Hobbies (11)	3-14	+	3-29

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	DISNEY CARTOONS (Technicolor)			
64,103	A Knight for a Day (7)	3- 8	⧺	5-25
64,104	Pluto's Kid Brother (7)	4-12	+	4-27
64,105	In Dutch (7)	5-10		....
64,106	Squatter's Rights (7)	6- 7	+	6-15
64,107	Donald's Double Trouble (7)	6-28	⧺	7- 6
64,108	The Purloined Pup (7)	7-19	+	8-17
64,109	Wet Paint (7)		+	9-17
64,110	Dumb Bell of the Yukon (7)	8-30		....
64,111	Lighthouse Keeping (7)	9-20	+	1-25
64,112	Bath Day (7)	10-11		....
64,113	Frank Duck Brings 'Em Back Alive (7)	11- 1		....
64,114	Double Dribble (7)	11-29		....
64,115	Pluto's Housewarming (7)	12-20	+	2-15
64,116	Figaro and Frankie (7)	2-27		....
	EDGAR KENNEDY COMEDIES			
63,404	Wall Street Blues (17)	7-12		....
63,405	Motor Maniacs (18)		±	9-17
63,406	Noisy Neighbors (18)		+	10-12
73,401	I'll Build It Myself (15)	10-18		....
73,402	Do Or Diet (18)	2-10	±	4- 5
	RAY WHITLEY WESTERN MUSICALS			
73,501	Bar Buckaroos (16)	9- 6		....
73,502	Cupid Rides the Range (18)	10-11		....
73,503	Bandits and Ballads (17)	11-15		....
73,504	Buckaroo Broadcast (18)	12-20	+	1- 4
	SPECIAL			
73,901	Football Highlights of 1946 (18)	12-10	+	12-21
	FLICKER FLASHBACKS			
64,205	No. 5 (7)	2- 1	+	4-13
64,206	No. 6 (9)	3- 8		....
64,207	No. 7 (7)	4-12		....
74,201	(1) (9)	9-13		....
74,202	(2) (9)	10-25		....
74,203	(3) (8)	12- 6		....
	HEADLINER REVIVALS			
53,204	Swing Fever (19)	3-16		....
53,201	Songs of the Colleges (15)	9- 8		....
63,201	The Derby Decade (22)	9-21		....
63,202	Russian Dressing (18)	11-23	∓	12-29
63,203	Twenty Girls and a Band (18)	1-18	+	2- 2
63,204	Sea Melody (19)	3-15	∓	4-13
	LEON ERROL COMEDIES			
63,702	Maid Trouble (18)	2- 2	+	2-16
63,703	Oh, Professor Behave (18)	3- 1	±	5-25
63,704	Twin Husbands (18)	5-10	+	6-15
63,705	I'll Take Milk (18)	7-19		....
63,706	Follow That Blonde (18)	9-27		....
73,701	Borrowed Blonde (15)	3- 7	−	3-22
	PATHE NEWS (Released Twice Weekly)			
	PATHE SPORTSCOPE			
64,307	Quarter Horses (8)	2-22	+	3- 9
64,308	Black Ducks and Broadbills (8)	3-22	+	4-27
64,309	Tenderfoot Trail (8)	4-19	+	6-15
64,310	Aqua Queens (8)	5-17	+	6-15
64,311	Ben Hogan (8)	6-14	+	7- 6
64,312	Palmetto Quail (8)	7-12	+	8-24
64,313	Steeplechasers (8)	7-31	±	12- 7
74,301	Skating Lady (8)	8-30	⧺	10-26
74,302	Hail Notre Dame (8)		±	12-28
74,303	Bowling Fever (9)	11-22		....
74,304	Kentucky Basketeers (8)	1-13	⧺	1-11
74,305	College Climbers (8)	1-10		....
74,306	Ski Champions (8)	1-10		....
74,307	Ice Skippers (8)	3- 7		....
	THIS IS AMERICA			
63,104	Report on Japan (19)	2- 8	+	3- 9
63,105	Street of Shadows (16)	3- 8	⧺	4-13
63,106	Two Million Rooms (16)	4- 5		....
63,107	No Place Like Home (16)	5- 3	⧺	5-25
63,108	Panama (16)	5-31		....
63,109	Port of New York (16)	6-28		....
63,110	Courtship to Courthouse (16)			....
63,111	Highway Mania (17)		⧺	9-17
63,112	White House (17)		+	10- 5
63,113	Northern Rampart (17)			....
73,101	Beauty for Sale (..)	11-22		....
73,102	Germany Today (16)	12-13	⧺	12-21
73,103	A Nation Is Born (17)	1-17	⧺	2- 1
73,104	Campus Boom (16)	2- 7		....
73,105	San Francisco (16)	3- 7	⧺	3-15

20th Century-Fox

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	DRIBBLE PUSS PARADE			
6902	Muscle Maulers (8)	5-31		....
7901	Monkey-Tone News (9)	1-17		....
	SPORTS			
7301	Football Fanfare (9)	8-23	+	10-14
7351	Winter Holiday (8)	9-27		....
7352	Summer Trails (8)	11- 8		....
7353	Playtime's Journey (8)	12-13		....
7302	Style of the Stars (10)	2- 7		....
	FEMININE WORLD SERIES			
6201	Behind the Footlights (8)	4- 5		....
	FOX MOVIETONE NEWS (Released Twice Weekly)			
	MARCH OF TIME			
Vol. 12, No. 8	Night Club Boom (21)	3-22	+	3-23
Vol. 12, No. 9	Wanted—More Homes! (20)	4-19		....
Vol. 12, No. 10	Tomorrow's Mexico (..)	5-17	‡	5-18
Vol. 12, No. 11	Problem Drinkers (19)	6-14	‡	6-15
Vol. 12, No. 12	The New France	7-12	‡	7-20
Vol. 12, No. 13	Atomic Power (19)	8- 9	+	8-10
Vol. 13, No. 1	Is Everybody Happy? (..)	9- 6		....
Vol. 13, No. 2	World Food Problem (..)	10- 4	+	10-12
Vol. 13, No. 3	The Soviet's Neighbor (17¾)	11- 1	+	11- 2
Vol. 13, No. 4	The American Cop (..)	11-29	‡	11-30
Vol. 13, No. 5	Nobody's Children (..)	12-27	‡	12-28
Vol. 13, No. 6	Germany—Handle With Care (19)	1-24	+	1-25
Vol. 13, No. 7	Fashion Means Business (..)	2-21	‡	2-22
	MOVIETONE ADVENTURES (Color)			
6259	Cradle of Liberty (8)	6-21		....
6260	Across the Great Divide (8)	7- 5		....
7251	Sons of Courage (8)	8- 2	+	10- 5
7252	Jamaica (..)	9-13		....
7253	Historic Capetown (..)	10-18		....
7254	Girl and Gags (8)	11-22		....
7201	Fantasy of Siam (8)	1- 3		....
7202	Royalty of the Range (9)	3- 7		....
7255	The Cape of Good Hope (8)	4-11		....
	TERRY-TOONS (Technicolor)			
6515	Mighty Mouse in Throwing the Ball (7)	5- 3	+	5- 4
6516	Mighty Mouse in the Trojan Horse (7)	7-26	+	6- 8
6517	Dinky Finds a Home (7)	6- 7	±	7-20
6518	Mighty Mouse in the Johnstown Flood (7)	6-28	+	6- 8
6519	Gandy Goose in Peacetime Football (7)	7-19	‡	6- 8
6520	Gandy Goose in the Golden Hen (7)	5-24	±	4-27
7501	Mighty Mouse in Winning the West (7)	8-16	+	10-19
7502	The Tortoise Wins Again (7)	8-30		....
7503	Mighty Mouse in the Electronic Mouse Trap (7)	9- 6		....
7504	Mighty Mouse in the Jail Break (7)	9-20	+	9-21
7505	The Snow Man (7)	10-11		....
7506	The Housing Problem (7)	10-25		....
7507	Mighty Mouse in the Crackpot King (7)	11-15		....
7508	Talking Magpies in the Uninvited Pests (7)	11-29	+	2-15
7509	Mighty Mouse and the Hep Cat (7)	12- 6		....
7510	Beanstalk Jack (7)	12-20		....
7511	Mighty Mouse in Crying Wolf (7)	1-10		....
7512	The Talking Magpies in McDougal's Rest Farm (7)	1-31		....
7513	Mighty Mouse in Dead End Cats (7)	2-14		....
7514	The Talking Magpies in Happy Go Lucky (7)	2-28		....
7515	Gandy Goose in Mexican Baseball (7)	3-14		....
7516	Mighty Mouse in Aladdin's Lamp (7)	3-28		....
7517	The Talking Magpies in Cat Trouble (7)	4-11		....
7518	Mighty Mouse in Sky Is Falling (7)	4-25		....
	WORLD TODAY SERIES			
6401	Man From Missouri (9)	1-25		....

Universal-International

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	ANSWER MAN SERIES			
2391	Answer Man No. 1 (10)	10-21		....
2392	No. 2 Nature's Atom Bomb (10)	12-30	+	1- 4
2393	No. 3 The Jungle Gangster (9)	3- 3		....
2394	No. 4 Red Fury (..)	3-24		....
	JUVENILE JURY SERIES			
2361	No. 1 (11)	12-16	+	2- 8
2362	No. 2 (10)	3-31		....
	LANTZ CARTUNES (Technicolor)			
2321	Fair Weather Fiends (7)	11-18	‡	1-25
2322	Wacky Weed (7)	12-16	+	2-15
2323	Musical Moments (8)	2-24		....
2324	Smoked Hams (..)	4-28		....
	NAME AND BAND MUSICALS			
1307	Swing High, Swing Sweet (15) Jan Savitt & Orch.	2-20	‡	2-23
1308	Takin' the Breaks (15) Russ Morgan & Orch.	5-22	+	7- 1
1309	Banquet of Melody (15) Matty Malneck & Orch.	5-29	+	4-27
1310	Swingin' Down the Scale (15) Alvino Rey & Orch.	6-26	+	7- 1
1311	Breakin' It Down (15) Del Courtney & Orch.	8-28	+	8-17
2301	Frontier Frolic (15) Bob Wills & Orch.	10- 9	+	1- 4
2302	Champagne Music (15) Lawrence Welk & Orch.	11-20	‡	1-18
2303	Tumbleweed Tempos (16) Spade Cooley & Orch.	12- 4	±	2- 1
2304	Moonlight Melodies (15) Frankie Carle & Orch.	12-18	+	1-11
2305	Tex Beneke and the Glenn Miller Orch. (15)	3-26		....
2306	Melody Maestro (15)	4- 2		....
	PERSON-ODDITIES			
1369	Scientifically Stung (9)	6-10	+	7- 1
1370	Lone Star Padre (9)	6-17		....
1371	Artist's Antics (9)	6-24	+	7- 6
1372	Picture Pioneer (9)	7- 1	+	7- 6
1373	Hobo Hound (9)	8-19	+	9-28
1374	Sampson Junior (9)	8-19	±	10-19
1375	Rural Rhapsody (9)	8-26	±	10-26
	SWING SYMPHONIES (Technicolor)			
9237	Sliphorn King of Polaroo (7)	3-19		....
	SING AND BE HAPPY SERIES			
2381	Bit of Blarney (10)	9-30	+	10-26
2382	The Singing Barbers (9)	2-17	+	2-22
	SPECIAL FEATURETTES (2 REELS)			
1203	Roosevelt—Man of Destiny (18)	4-10		....
1201	Tiny Terrors of the Timberlands (20)	6-26		....
	UNIVERSAL NEWS (Released Twice Weekly)			
	VARIETY NEWS			
1346	Script Teas (9)	3-25	+	1- 1
1347	Dog Tale (9)	3-25	±	7- 1
1348	Chimp on the Loose (9)	4- 1	‡	4- 6
1349	Dog of the Seven Seas (9)	6-17	+	7- 6
1350	Magic Mineral (9)	7- 1		....
1351	Mr. Chimp at Home (9)	8-12	±	7- 6
1352	Operation Holiday (9)	8-26	‡	10- 5
1353	Mr. Chimp to the Rescue (9)	8-26	±	11- 9
1354	Mr. Chimp on Vacation (10)	8-26	±	9-28
2341	Bear Facts (10)	2-24		....
2342	Pelican Pranks (9)	2-24		....
2343	Wild West Chimp (9)	3-17		....
2344	Rhumba Holiday (9)	4-21		....
	SERIALS			
....	Mystery Queen of the Jungle		+	12-30
1581-1593	Secret Agent X-9 13 Chapters	6-24	+	9-22
1681-1693	The Royal Mounted Rides Again 13 Chapters	10-23	+	1-26
1781-1793	The Scarlet Horseman 13 Chapters	1-22	‡	2-16
1881-1893	Lost City of the Jungle 13 Chapters	4-23	±	4-27
2581-2593	Mysterious Mr. M...	7-23	+	8-10

Warner Bros.

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	BLUE RIBBON HIT PARADE (Technicolor)			
2303	Good Egg (7)	1- 5		....
2304	Trial of Mr. Wolf (7)	2- 9	+	2-23
2305	Little Lion Hunter (7)	3-23	‡	3-23
2306	Fresh Fish (7)	4- 6	‡	5- 4
2307	Daffy Duck and Egghead (7)	4-20	±	5- 4
2308	Katnip College (7)	5- 4		....
2309	Night Watchman (7)	5-18		....
	"BUGS BUNNY" SPECIALS (Technicolor)			
1723	Hare Trigger (7)	5- 5	+	5-19
1724	Hare Conditioned (8)	8-11	‡	8-25
1725	Hare Tonic (7)	11-10	‡	11- 3
1726	Baseball Bugs (7)	2- 2	‡	2- 2
	FEATURETTE			
1108	It Happened in Springfield (20)	4-28	‡	4-28
1109	Are Animals Actors? (20)	3-31	+	3-24
1110	Law of the Badlands (20)	4-14	+	5-19
1111	Plantation Melodies (20)	5-12	+	6- 2
1112	Learn and Live (20)	7- 7		....
1945-46	SEASON:			
2101	Barber Shop Ballads (20)	9- 8	‡	8-25
2102	Star in the Night (20)	10-13		....
2103	All Star Musical Revue (20)	11- 3	‡	11-17
2104	Good Old Corn (20)	11-24	+	11-17
2105	Musical Shipmates (20)	2-16	+	2-23
2106	Hitler Lives? (20)	12-29	‡	12-29
	MELODY MASTERS			
2604	Music of the Americas (10)	12-15	+	11-17
2605	Headline Bands (10)	1-26	+	2- 2
2606	Jan Savitt and His Band (10)	3-16	+	3-23
2607	Rhythm on Ice (10)	4-20		....
2608	Dixieland Jamboree (10)	5-11		....
	MERRIE MELODIES (Technicolor)			
1708	Wagon Heels (7)	7-28	±	7-28
1709	Fresh Airdale (8)	8-25	‡	8-25
1710	Bashful Buzzard (8)	9-15		10- 6
1711	Peck Up Your Troubles (7)	10-20	+	9-22
1712	Nasty Quacks (7)	12- 1	+	11-17
1713	Book Revue (7)	1- 5	+	1-12
1714	Holiday for Shoestrings (7)	2-23	+	2-23
1715	Quentin Quail (7)	3- 2	±	2-23
1716	Baby Bottleneck (7)	3-16		....
1717	Hare Remover (7)	3-23	+	3-23
1718	Daffy Doodles (7)	4- 6		....
1719	Hollywood Canine Canteen (7)	4-20	‡	4-27
1720	Hush My Mouse (7)	5- 4	‡	7- 1
	SPORTS PARADE (Technicolor)			
2503	Michigan Ski-Daddle (10)	2- 9	+	2-23
2504	With Rod and Gun in Canada (10)	3-16	+	3-23
2505	Snow Eagles (10)	3-30	‡	3-23
2506	Let's Go Gunning (10)	4- 6	+	5- 4
2507	Fin 'n Feathers (10)	4-27		....
2508	Undersea Spear Fishing (10)	5-18		....
2509	Riding Hannefords (10)	6-29		....
2510	Facing Your Danger (10)	5-11		....
1511	Arabians in the Rockies (10)	8-25		....
	TECHNICOLOR			
1005	America the Beautiful (20)	8- 4	‡	7-14
1006	Orders From Tokyo (20)	8-18		....
2001	Frontier Days (20)	12- 8	+	9-22
2002	Forest Commandos (20)	1-19	‡	2- 2
2003	Movieland Magic (20)	3- 9	+	3-23
2004	Gem of the Ocean (20)	4-13		....
	TECHNICOLOR ADVENTURES			
2804	Let's Go Camping (10)	7-27		....
2805	Girls and Flowers (..)	5-25		5-25
	VITAPHONE VARIETY			
1406	Overseas Roundup No. 3 (10)	7-14	+	5-19
2401	Alice in Jungleland (10)	9-22	‡	8-25
2402	Miracle Makers (10)	9- 1		....
2403	Story of a Dog (10)	10-27	‡	11- 3
2404	So You Think You're Allergic (10)	12- 1	+	1-12
2405	Peeks at Hollywood (10)	1-26	+	2- 9
2406	Smart as a Fox (10)	4-27		....

Republic

	SERIALS			
584	The Crimson Ghost (..) 12 Chapters	10-26		....
691	Son of Zorro (..) 13 Chapters	1-18		....
	Jesse James Rides Again (..) 13 Chapters	3-21		....
	Jungle Girl (..) (Rerelease) 15 Chapters			....
	The Black Widow 13 Chapters			....
	G-Men Never Forget 13 Chapters			....

United Artists

	DAFFY DITTIES			
....	The Lady Said No (8)	4-26	‡	4-27
....	Choo Choo Amigo (8)	7- 5	‡	7-20
....	©Pepito's Serenade (..)	8-16	‡	9-14
	LOEW MUSICOLOR			
....	Toccata and Fugue (10)	10-15		....

SHORTS REVIEWS

Out West

Col (Three Stooges) 18 Mins.

Good. Typically-crude, bop-on-head antics which have made the Three Stooges popular. Although the slapstick humor is anything but subtle, it will set the majority of patrons howling. Shemp, due to an infected vein in his leg, is told to go west. Out there, gangsters think the "vein" is a gold mine and they try to fleece him in a crooked poker game. The boys are finally forced to capture the outlaws triple-handed. One original touch has the U.S. cavalry officer furious because his men rode to the rescue and arrived too late—contrary to film tradition.

I Love My Wife But—

MGM (Pete Smith Specialty) 9 Mins.

Very good. Chosen as the short to inaugurate National Laugh week, this gets its laughs through the use of down-to-earth situations and highly amusing gags that average audiences best appreciate. Dave O'Brien, who formerly appeared in features, and his pretty little wife are well cast as Mr. and Mrs. Average Couple who go through a dozen daily annoyances. Among the countless little things that irritate the husband are waiting for wifie to dress, helping her pick out a hat, listening to her gab far into the night and many more.

Wife Tames Wolf

RKO (Leon Errol Comedy) 17 Mins.

Fair. Mrs. Errol decides to put a stop to her husband's philandering. Friends get a beautiful girl to make love to Errol. He resists her advances, but she begs him to run away with her. Her "husband" discovers this and tells Errol he must shoot himself to escape disgrace. Errol finds out the entire affair is a hoax and pretends to shoot himself.

Girls and Gags

(Ed Thorgersen Movietone)

20th-Fox (Adventure) 8 Mins.

Fair. Showing Dick Pope, Florida publicity man, faking scenes for publicity pictures gives an excuse to use pretty girls in a number of bathing suit poses. Camera fans in the audience may be able to get some ideas for their hobby from the camera angles and technique used. Filmed in Technicolor.

Keystone Hotel

WB (Featurette) 20 Mins.

Very good. A rerelease employing the slapstick talents of most of the Keystone comics of the Mack Sennett silent films, this is an uproariously funny and frantic custard pie comedy. The younger generation will howl at the silly antics and low-brow humor while the oldsters will get a great kick out of seeing such oldtimers as the cross-eyed Ben Turpin, Ford Sterling, Chester Conklin, Hank Mann, Bert Roach and a matronly Marie Prevost cutting up in their familiar knockabout fashion. The action includes a beauty parade which is broken up by a gooey pie barrage and the timely arrival of the famous Keystone cops.

Opinions on Current Productions, and Exploitips for Selling to the Public

FEATURE REVIEWS

The Other Love

F — Drama

United Artists (——) **98 Minutes** **Rel. ————**

Barbara Stanwyck, who excels in highly-emotional portrayals, has an acting field day in this romantic drama with tragic undertones. She gives a stirring performance in the role of a world-famous pianist who wears a succession of striking gowns, goes from the depths of despair to the heights of happiness and finishes with an effective, if overlong, death scene. While the picture will have its strongest appeal to women patrons, Miss Stanwyck's marquee draw should insure above-average grosses in all except action houses. The musical score by Miklos Rozsa is superb and includes several fine piano interludes. Andre De Toth's direction is occasionally slow-paced, but he builds up to a tremendous climax. Much of the action takes place in and about a sanitarium for consumptives where a famous pianist goes to regain her health. The pianist falls in love with her doctor.

Barbara Stanwyck, David Niven, Richard Conte, Joan Lorring, Gilbert Roland, Maria Palmer, Edward Ashley.

That's My Man

F — Drama

Republic (613) **104 Minutes** **Rel. ————**

A solid entry in the currently popular cycle dealing with horses, this has a heart-warming quality throughout as well as a tremendously exciting racetrack climax. The latter, which has been splendidly photographed, will have many patrons on the edges of their seats despite the film rule that the heroine's horse always romps home the winner. While the story follows a familiar pattern with a few draggy sequences, Director Frank Borzage has injected the human interest touches that insure the picture's mass appeal. Catherine McLeod makes a lovely and sympathetic heroine, Don Ameche gives a likable portrayal and Joe Frisco contributes a colorful bit as a dim-witted track follower. After Don's horse is raised and wins its first race, Ameche gets the gambling fever and leaves his wife. She takes the horse out of retirement and it wins the gold cup race. A happy reunion follows.

Don Ameche, Catherine McLeod, Roscoe Karns, John Ridgely, Frankie Darro, Dorothy Adams, Joe Frisco, John Miljan.

Yankee Fakir

F — Comedy Drama

Republic (611) **71 Minutes** **Rel. Apr. 1, '47**

This is a western gone whimsical and the result is definitely good entertainment. Setting is a sleepy little town in Arizona at the turn of the century which suddenly comes to life when two traveling pitchmen carom into town to sell their wares and stay at a local boarding house. When the father of the beauty who runs the boarding house is killed, they become involved in the solution of the murder. High and often subtle comedy emerges, after one of the pitchmen persuades a grizzled old prospector to pose as his wealthy uncle so they can track down suspects. Their offer of a $50,000 prize for exposure of "the worst character in town" results in some of the most amusing scenes. The entire film is played broadly and no one is expected to take the novel plot too seriously. Producer-Director W. Lee Wilder did an excellent job.

Douglas Fowley, Joan Woodbury, Clem Bevans, Ransom Sherman, Frank Reicher, Marc Lawrence, Walter Soderling.

The Ghost Goes Wild

F — Romantic Comedy

Republic (605) **66 Minutes** **Rel. Mar. 8, '47**

While there is little originality to this light comedy about a phony spook, there is enough humor and romance to satisfy neighborhood patrons. The improbability of the plot and the somewhat trite dialog are overcome by Edward Everett Horton. In his familiar role as a butler, he adequately carries off most of the comic situations. Anne Gwynne and Stephanie Bachelor prettily play the romantic foils. Despite the efforts of these players there is not sufficient action to sustain interest throughout the film. Ruth Donnelly, as an aggressive dowager, provides some amusing moments. Hoping to avoid a lawsuit brought by Miss Donnelly, James Ellison, a commercial artist, pretends to be dead. His hoax is discovered but the ghost of Miss Donnelly's husband saves Ellison from jail. Directed by George Blair.

James Ellison, Anne Gwynne, Edward Everett Horton, Ruth Donnelly, Stephanie Bachelor, Grant Withers.

Dark Delusion

F — Drama

MGM (——) **90 Minutes** **Rel. ————**

MGM brings back the popular Dr. Gillespie, in the person of Lionel Barrymore, in a dramatic, absorbing story. The cast offers substantial marquee appeal, with beautiful Lucille Bremer capably carrying the feminine lead. Emphasis is on a psychological theme, but Miss Bremer makes an attractive psychopathic case and prevents the proceedings from becoming too morbid. Keye Luke is on hand in his familiar role as the Chinese physician at Blair General hospital and provides laughs. Also on the humorous side is a sequence involving a gin rummy game between Barrymore and a deranged patient. A minor plot complication is introduced to sustain interest. James Craig temporarily takes over a private practice. He aids another doctor on Miss Bremer's case, risking his medical reputation to prove her sanity. She recovers and falls in love with him. Willis Goldbeck directed.

Lionel Barrymore, James Craig, Lucille Bremer, Jayne Meadows, Warner Anderson, Henry Stephenson, Alma Kruger.

The Mighty McGurk

F — Comedy

MGM (711) **85 Minutes** **Rel. Jan. 17, '47**

Wallace Beery repeats the soft-hearted, sentimental braggart characterization he first made famous in "The Champ," back in 1931, in a hokum-filled period comedy. With Beery's faithful following and Dean Stockwell's engaging child portrayal to attract the women, this should do above-average business generally and score heavily in the neighborhood houses. Beery, who murders the king's English, is neatly contrasted with Stockwell, with his precise pronunciation, and between them they will garner a goodly amount of laughs as well as a few tears from the more tender-hearted patrons. The story follows a familiar pattern for these Beery vehicles, even to his customary sharp-tongued romantic interest, well played by Aline MacMahon. An ex-prize ring champion against his will finds himself the foster-father of a young English orphan. John Waters directed.

Wallace Beery, Dean Stockwell, Edward Arnold, Aline MacMahon, Aubrey Mather, Dorothy Patrick.

Three on a Ticket

F — Mystery

PRC (715) **64 Minutes** **Rel. Apr. 5, '47**

If this first of the new Michael Shayne sleuth series is any criterion of what is to follow, the films should garner better than average attention in the houses in which they play. The story is well knit and moves along without lagging. The cast turns in convincing performances in a plot that manages to hold one's interest until the final comic punch in the wind-up—calculated to send any audience from the theatre in a pleasant mood. Herein, Shayne becomes involved in a tangle of murder, blackmail and robbery, with the usual display of fisticuffs, gunplay and "smart detective outwitting the dull police" routine. A crooked private eye stumbles into Shayne's office mortally wounded and falls dead at Shayne's feet, leaving no clues other than a portion of a baggage check tightly clutched in his dead hand. Shayne takes it from there. Directed by Sam Newfield.

Hugh Beaumont, Cheryl Walker, Paul Bryar, Ralph Dunn, Louise Currie, Gavin Gordon, Charles Quigley.

Shoot to Kill

F — Melodrama

Screen Guild (4615) **65 Minutes** **Rel. Mar. 15, '47**

Done in the flashback method, this action programmer, under the aegis of Producer-Director William Berke, who has used his knowledge of the field to good advantage, sets a fast pace which it maintains throughout. Telling the story of a crooked assistant district attorney who is controlled by underworld thugs in a big city, the framing of a man on the fringes of the rackets, and the meting out of justice brought about by the D.A.'s young secretary and a newspaper reporter, it is well made, adequately enacted and suspenseful. Due to some double-double-double crosses, the plot becomes confusing in spots but manages to accomplish its ends. Photography and musical scoring rate high and do much toward sustaining the tense mood with which the film is imbued. It should do well in the markets for which it is aimed.

Russell Wade, Susan Walters, Edmund MacDonald, Douglas Blackley, Vince Barnett, Nestor Paiva.

EXPLOITIPS

Suggestions for Selling the Picture; Adlines for Newspaper and Programs

SELLING ANGLES: **"Dark Delusion"**

The Dr. Gillespie pictures have been absent from the screen for some time. Emphasis may be placed on the return of Lionel Barrymore as the popular physician. The series has won a substantial following and may be sold on reputation. The majority of the cast, including Keye Luke, portray familiar characters. Lucille Bremer is cast in her first straight dramatic role, a departure from musical comedy. This fact may stir additional interest.

CATCHLINES:

What Monstrous Secret Threatened Her Sanity? . . . Haunted by a Secret She Dared Not Reveal . . . Caught in a Web of Fear . . . He Risked Scandal to Save Her . . . He Found Cynthia's Secret . . . Haunted by Fear.

He Fought the World to Save Her Mind . . . Persecuted by a Nameless Fear . . . Her Secret Closed Her Mind to Reality . . . What Was Her Secret Fear . . . Brought Back to Sanity and Love.

SELLING ANGLES: **"The Mighty McGurk"**

Wallace Beery already has a big following in action houses and among male patrons in neighborhood spots. Attract the women by playing up Dean Stockwell, the engaging child star of "The Green Years" and "Home Sweet Homicide." Show giant footprints in several localities, all pointing in the direction of the theatre, stating "The Mighty McGurk Stood Here." Have the doorman dress in flashy clothes similar to those worn by Beery. Make tieups with sporting goods stores for displays of boxing gloves and stills showing Beery and Stockwell in fighting poses.

CATCHLINES:

Wallace Beery, the Two-Fisted Champ, Meets His Match in a Lovable Orphaned Youngster . . . A Blustering Boozy Old Ex-Champ Who Glories in Being Idolized by a Waif.

Wallace Beery Re-Creates His Most Famous Role, The Champ, With a New Child Star, Dean Stockwell . . . Blustering and Battling, Whining and Wheedling His Way Into Everyone's Heart.

SELLING ANGLES: **"Three on a Ticket"**

Arrange with public libraries, circulating libraries and book stores in town for displays of mystery and detective novels garnished with production stills and cards giving playdates, etc. Sell the mystery and intrigue in "Three on a Ticket" via radio spots placed before and after popular detective and mystery shows such as Mr. District Attorney, Suspense and Inner Sanctum. Promote a newspaper and radio contest to link the names of famous fictional characters with the actors and actresses who portray them on the screen, with plugs for Hugh Beaumont in the role of Michael Shayne.

CATCHLINES:

Lady-Killer Mike Shayne Tracks Down a Killer-Lady . . . Three Crooks on a One-Way Ticket to the Morgue . . . Dapper Mike Shayne Almost Meets His Master . . . Double-Barreled Action as This Detective Stalks Killers . . . The Ticket He Held Was Part of a Murder Puzzle That Almost Cost Him His Life to Solve.

SELLING ANGLES: **"Shoot to Kill"**

Set up lighting effect in the lobby to throw shadows of men with guns in their hands, pointing at a dummy in a crouching attitude in one corner. Placard the town with jailbreak signs and photos of the escaped criminal in the film, telling the public they will be able to identify him at such-and-such theatre. Secure police department cooperation in arranging a display of guns taken in gangster raids. Stuff folders in crime, detective and mystery magazines.

CATCHLINES:

They Made Him the Patsy for Their Underworld Activities . . . But He Escaped to Double-Double-Cross the Gang Whose Only Desire Was to Run the Town to Their Advantage . . . Murder Screaming From Every Headline . . . Yet the Town's Own Leaders Led a Double Life.

They Shoot to Kill Whoever Stands in Their Way . . . Murder Is Their Business . . . As They Ride Their Terror-Ridden Way Roughshod Over Any Interference.

SELLING ANGLES: **"The Other Love"**

The Barbara Stanwyck name, coupled with that of David Niven and Richard Conte, is the picture's chief selling point. Stress the fact that the story is by Erich Maria Remarque, author of the best-seller "Arch of Triumph," and that the musical score is by Miklos Rozsa, whose scores for "Spellbound" and other films are on sale in record shops. Make a tieup with a local florist for displays of a "Barbara Stanwyck Orchid," similar to the white orchid which plays an important part in the story.

CATCHLINES:

Barbara Stanwyck in Her Greatest Emotional Portrayal—a Famous Pianist Who Had a Rendezvous With Death . . . Her Doctor Prescribed Rest and Quiet But She Preferred the Excitement That Led to Disaster . . . A Lady Who Gambled With Life Until Fate Turned the Wheel.

A Mysterious White Orchid, From an Unknown Sender, Made Her Live Life to the Fullest . . . "I Was Afraid of Losing Time—Now I Know That Time Stands Still When We Love."

SELLING ANGLES: **"That's My Man"**

Play up the fact that Catherine McLeod was the star of Republic's recent Technicolor special, "I've Always Loved You," which was directed by Frank Borzage, also director of this picture. Stress Don Ameche's appearance in a modern role, but run a contest, with tickets as prizes, for patrons who can name all the inventors or historical characters he has portrayed on the screen. Have an usher or doorman, dressed as a jockey, handing out throwaways made up like racing forms to attract turf enthusiasts.

CATCHLINES:

Pulse-Pounding Excitement—Heart-Tingling Thrills . . . The Towering Story of a Turbulent Love Told to the Thunder of Horse's Hoofbeats . . . The Tale of a Man and a Horse—of a Fabulous Era Written on Gambling Tables and the Turf.

His Love for Gallant Man, His Horse, Almost Superseded His Devotion for the Gallant Lady Who Loved Him . . . Frank Borzage's Greatest Triumph—a Fast-Moving Drama of Love and Excitement on the Racetrack.

SELLING ANGLES: **"Yankee Fakir"**

Have a pitchman set up shop in front of the theatre and sell the merits of the picture. As an added attraction, he could give out a number of free tickets while he is putting on a show combining magic tricks with barking of the ballyhoo for the film. Sponsor a contest with free tickets for letters describing the best character in town and tie it up with the sequence in the show which features a $50,000 prize for "the worst character in town." The contrast should be worth some space in local papers. Sell the fact that it is a different sort of western full of comedy and fun.

CATCHLINES:

Here Comes the Roaming Romeo of the High Roads With Magic in His Fingers and Romance on His Mind . . . It's Homicide and a Houseful of Fantastic Humor . . . The Way He Steals Her Heart Is Simply Magical . . . He Sold Junk Jewelry but His Heart Was Pure Gold . . . He Was Footloose and Fancyfree Until He Wandered Into This Sleepy Little Western Town.

SELLING ANGLES: **"The Ghost Goes Wild"**

With emphasis on the comic spook angle in your advertising this film may prove most suitable on the top half of a midweek dual. Small cardboard ghost figures dangling on strings in the lobby should help carry out this exploitation theme. Two larger ghost figures in phosphorescent paint on display boards may be placed just inside the auditorium a few days before the picture opens. The cast does not offer substantial marquee appeal.

CATCHLINES:

The Wildest Spook Chase on Record . . . A High Spirited Comedy . . . Laughs Galore as the Ghost Goes on a Woman Chase . . . Ghostly Laugh Riot . . . You'll Catch the Spirit of This Rollicking Spook Hunt.

She Proved You Can Romance a Ghost . . . What Can You Do With a Ghost That Won't Behave . . . This Spook Was Scared by the Skeleton in His Closet . . . Can Spooks Keep Secrets? . . . It's Happy Haunting.

The Industry's Market for Purchase or Sale of Equipment, Theatres, Service

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CLEARING HOUSE

GENERAL EQUIPMENT—USED

Ultraphone sound system, complete. Ready for shipment. Best offer takes it. Ritz, 1601 So. 2nd St., Louisville, Ky.

Complete army theatre jobs—Simplex SP, $995; DeVry with high intensity arcs, $2,495; Holmes Professional with low intensity arcs, $1,295; Single Amproarc 16mm outfits, $1,295; excellent condition. Super Simplex, RCA Sound, $3,850. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

War Surplus—Reels or cans 1600 ft., 98c ea.: 2,200 ft., 44c; latest rebuilt projector heads, Century, $595; Brenkert, $795; Super Simplex, $650; reconditioned Goldseal two unit ticket machines, export price, $195; Kliegel Arcspot, 100 ampères, $125; Footlights, $14.50 section. Send for catalog. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

For Sale: Two Powers mechanisms, stands, magazines, lenses, soundheads, operadio amplifier, strong low intensity lamps, rectifiers, Jensen speaker. Excellent condition, $700. E. L. Ornstein Theatres, Marengo, Ind.

1. Hertner horizontal generator, 80-160 amps. 75 volts rheostats for Suprex operation, including meter and voltage regulator panel. Guaranteed condition. Ideal for drive-in or large theatre. A buy at present day prices for $700. 2. Western Electric sound equipment, serviced and guaranteed condition. Wide range apertures, motor generator, Brown & Brockmeyer motors, 75 watts of audio, 41, 42 and two 43 amplifiers modified. Ideal for Drive-in or large theatre, $900. 3. Cincinnati Time recorder sound equipment, overhauled and guaranteed condition. Two Scott Ballantyne amplifiers. Excellent for small theatre, $350. Public Chair Installation Co., 318 Film Bldg. 1008 Payne Ave., Cleveland, Ohio.

Complete portable 35mm sound projection outfit. Two 35mm Holmes lamp sound projectors with 2m. ft. magazines. Amplifier and speaker in case, $750. 8x10 Dalite beaded, roll-up type screen in waterproof carrying case with screen pods, $75. Write, wire, phone, Jeanne Moore, 1 E. Ohio St., Chicago 11, Ill. Superior 8222.

One pair genuine Simplex, front shutter, three mt bases, double bearing, good running condition, $650. Garland Theatres, Garland, Tex.

Complete booth equipment, pair Powers 6B, Raphone soundheads, amplifier, booth and stage baker, pair rectifiers, all for $600. Equipment now in use. Garland Theatres, Garland, Tex.

Complete booth equipment used, including soundheads, Simplex projection heads, motors, generator, arc lamps, stage speaker, screen, etc. Also 175 fine wooden theatre seats. Make offer. Cinderella Theatre, 2735 Cherokee St., St. Louis 18, Mo.

For Sale: PG-140 RCA sound system, complete. Pair Simplex E-7 mechanisms, LL-2 super arcs, pair Magnarc lamps, rewind table and film cabinet. Used very little, like new, $6,200 cash. Uptown Mincey, Tos Theatre, Claxton, Ga.

Two DeVry portable projectors with amplifier. Chas. McNew, Virgil, Kas.

For Sale: Two Holmes professional models. Arc lamps and rectifiers, new speakers and amplifier. This outfit includes 1941 V8 sedan delivery with new Mercury motor (100 HP), radio, heater, five good tires, everything ready to go in front of show business. Price $2,250, cash. Write or wire A. C. Morris, Morgantown, W. Va.

On account of Camp Breckenridge closing have complete booth equipment for sale. Three 35mm Simplex projectors complete with motors, magazines and lamp houses. Three 4½ in. lenses. Two arc bases, amplifier, speaker, monotar speaker. Forty extra 1500W lamps, exciter lamps, belts, also electric cells and tubes. Can be seen in operation at City Hall, Morganfield, Ky. Everything $1,250. Chief of Police.

For Sale: Two complete Simplex projectors, consisting of changeovers, lenses, magazines and two General Electric copper oxide rectifiers. Good condition. Inquire American Theatre, 3621 Main St., East Chicago, Ind.

Bargain prices. Low intensity lamps, rectifiers, motor generator sets, rheostats, sound heads, amplifiers, speakers, one syncrofilm portable 35mm projector, sound. Pair Preddey DC HI lamps and rectifiers. Many other items. Let us know your needs. Stebbins Theatre Equipment Co., 1804 Charlotte St., Kansas City 8, Mo.

BUSINESS STIMULATORS

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Bingo Cards, 100 or 75 number, $2.75 per M; 5M of 10M or more, $2.50 per M. 100 number cards good for Keen-o game. Premium Products Co., 42 W. 44th St., New York City.

MISCELLANEOUS

Books: Servicing data. Servicing booklets, amplifiers, speakers, soundheads, $1.95. Any equipment. Wesley Trout, Engineer, 575. Enid. Okla.

GENERAL EQUIPMENT—NEW

Poster Cases—Stainless steel, 40x65 glass size, equipped with cold cathode tube illumination around entire case. Immediate delivery. All other sizes, delivery in 10 days. Literature upon request. Ben B. Poblocki & Sons, 2159 South Kinnickinnic Ave., Milwaukee 7, Wis.

Changeable letter admission signs, $1.95; letters, 5c ea.; fountain bubblers, $10.95; carbon savers 1/3 cost, sizes 6mm to 13mm, 77c; twin boxoffice clocks, $24.95; latest Superior projector mechanisms, $695; automatic record changers, $19.95; dimmers, 2450W, $22.50; 2000W, $19.95, 1650W, $15.95; 1350W, $13.50. Send for Catalog. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18

C/02 Extinguishers: Kidde Lux ten pound type, 10-S ready to use, $46 list, less 40%. Freight prepaid on four or more. Condition guaranteed. Albany Theatre Supply Co., 1046 Broadway, Albany, N. Y.

THEATRE SEATING

5,000 Used Upholstered Opera Chairs, for slope and level floor. Some full upholstered back, spring edge seat. Some panel upholstered back, box seat. Also veneer chairs. Leatherette available, $1.25 per yd. Write for actual photograph and price on chairs. Advise how many you need. Chicago Used Chair Mart, 829 So. State St., Chicago.

Fensin Chair maintenance headquarters has all parts and accessories for all chairs. Also upholstery fabrics and theatre chair supplies. Send us your sample for quotation. Repair service available right in your theatre also. Fensin Seating Co., 62 E. 13th St., Chicago 5, Ill.

1,200 Used Spring cushioned theatre chairs. $1.50 ea., and $3.50 ea., complete. Immediate delivery. Russell Chair, 2567 McClellan, Detroit, Mich. Phone LENox 3445.

We have the cream of the used chair market. We choose the best lots available. 10,000 first class used upholstered chairs now available. We can furnish 19 in., 20 in., 21 in. chairs for all slopes and level floor. Write or phone for exact photo and price. Chicago Used Chair Mart, 829 S. State St., Chicago 5, Ill. Phone Webster 4518

3,000 Heywood chairs, complete, box spring cushions. Also 8,000 Andrews and American seats, late model complete for slope or level floor. Upholstering done by experts at your theatre or send to us. One day service. Ace Chair & Carpet, Inc., 1428 So. Wabash Ave., Chicago 5. Phone WEBster 3932 or HARrison 4219.

Leatherette: Standard run, first quality, assorted colors, 50 to 54 in. wide, suitable for theatre seating, sold by yard or roll. All orders shipped within 24 hours. Leatherette Mart of Chicago, 1153 Belmont Ave., Chicago 13, Ill. Phone BUCkingham 0030.

Theatre Chairs, 3,000 used spring cushioned part full upholstered back and part insert panel back, with spring edge and box spring cushions. 1,000 veneer chairs, 800 good backs, 500 spring cushions and hinges. Write for prices and photographs. Immediate delivery, advise how many you need. We export chairs anywhere. Jesse Cole, 2565 McClellan Ave., LEnox 3445, Detroit, Mich.

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1,000 Heywood-Wakefield full upholstered back, boxspring cushion chairs, excellent, $4.95; (rebuilt $6.50); 340 general full upholstered back, boxspring cushion, rebuilt, $7.95; 200 veneers, excellent, $3.95. Wire for list. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

New Chairs, prompt delivery!!! Attractive, modern, durable. Veneer, $5.50—30 days; veneer back spring edge cushion, $9.35; applied upholstered back spring edge cushion, $11; full upholstered back spring edge cushion, $11.95—60 days; all steel unbreakable standards, high grade mohair or heavy leatherette upholstery. Wire or phone. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

Clearance: 175 all veneer A-1 condition, $2 ea. 400 Heywood box spring panel back, $2.50 ea. Albany Theatre Supply Co., 1046 Broadway, Albany, N. Y.

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16 Spring Floating Comfort, immediate delivery. Veneers $1.50 up. Spring cushion, $2.50 up. Arkansas Theatre Equipment Co., Gravette, Ark. Phone 109.

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Prompt Service—Special printed roll tickets, 100,000, $19.90; 10,000, $5.95; 2,000, $3.75 Each change in admission price including change in color, $2.50 extra, double numbering extra. Shipping charges paid to 1,000 miles. Cash with order. Kansas City Ticket Co., Dept. 9, 1819 Central Kansas City, Mo.

EQUIPMENT WANTED

Wanted: One or two AC transformers. Strong, preferably for use with copper covered carbons using 80 amps. Plymouth Theatre, Plymouth, Ohio.

THEATRES FOR SALE

Theatre circuit: Five small theatres in Norfolk, Virginia, area. Experienced principals only. B-2692, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Theatre Circuit: Four theatres near Weiser, Idaho. Controlling four towns. Over 1,100 seats, good equipment, priced to sell at $85,000. Good terms. Contact Nolen Howard, Ritz Theatre Bldg., Payette, Idaho, or J. C. Butler, 304 S. W. 4th Ave., Portland, Oregon. A.B.C. Brokerage Co.

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Small Theatre in Virginia, 325 seats, manufacturing town, six-room bungalow. New theatre, new equipment, RCA sound, super Simplex mechanisms. Will sell right now in operation. All must go. Write B-2694, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

For Sale: New modern 400-seat theatre in central Michigan. Excellent territory in fast growing town, $15,000 down. B-2699, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Theatre: Oregon county seat town. Owner says cleared $500 last month after paying manager's salary and all expenses. Nice new place to live included in deal. $15,000 cash will handle. Theatre: About one hour's drive from metropolitan Portland. An easy living can be made by most anyone here. Situated in the heart of one of the most scenic spots in America. $15,000 includes modern building. Theatre: County seat town of 2,500 population. Owner selling on account of other interests. Easy terms with only $5,000 down. Theatre: Portland suburban. New booth equipment, good district. $32,500 full price. Might consider some terms. Write us for information on these and many other good theatre buys. Theatre Exchange Co., 217 Governor Bldg., Portland 4, Ore.

Build double-parking drive-over ramp drive-in theatres under franchise patent No. 2,102,718, re-issue No. 22,756. Patent application No. 301,713. Gives up to 30% more seating capacity without additional cost. Louis Josserand, architect, 628 M&M Bldg., Houston, Tex. 607 Architects Bldg., Los Angeles 13, Calif.

Only theatre growing town 2,500, southern New Mexico. Excellent building, E-7 Simplex high lamps. Exceptional climate, hunting, fishing. Thorough investigation profits to qualified prospects. $35,750. $23,500 cash down. Exclusive with Arthur Leak, 3422 Kinmore, Dallas, Tex.

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Theatres: Before you buy or sell, contact J. C. Butler, A.B.C. Brokerage Co., 304 SW 4th Ave., Portland, Ore.

Only theatre outstanding town over 2,000 central Texas. Stone building included. Top equipment, large trade territory, includes ten towns without theatres. Exact records available qualified prospects. $28,000 handles. Appointment please. Arthur Leak, 3422 Kinmore. Dallas, Tex.

County seat eastern Kansas. Only theatre, good equipment, business. Selling approximately one year's gross. $10,000 down. No brokers. B-2705, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

THEATRES WANTED

Sell Your Theatre Privately. Confidential correspondence invited. References. Arthur Leak, Theatres Exclusively. 3422 Kinmore, Dallas, Tex.

Veteran will buy or lease theatres in Indiana, Kentucky, Illinois, Ohio. Box 172, Linton, Ind.

Lease theatre, 400 to 600 seats, with option to buy. West coast preferred. Glenn Parrish, Box 618. Edmonds, Wash.

Small profitable theatre wanted. Send details Box 241, Broken Arrow, Okla.

Southern Michigan or northern Ohio. 400-600 seats. Buy or lease. Give full details. Don Martin, Chelsea, Mich.

Veteran has cash for theatres in Indiana, Kentucky, Illinois, Ohio. Box 172, Linton, Ind.

Want to buy theatre showing nice profit in town of 1,000 or over. State full particulars. B-2703, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

AIR CONDITIONING

I Have 150 used brass 2½ to 3 gal. per minute spray nozzles at $1 ea. Also have 400 ½ in. Rainbow Mist spray nozzles, new brass. Water broken fine misty spray. 1½ gal. capacity; 750 nozzles, ⅜ in. capacity, 1 to 1½ gal. per minute; 450 nozzles, ¼ in. capacity, 1 gal. per minute. Will sell all these sizes nozzles 80c ea. while they last. Shipment at once. Also I have some Texrope drives, Bronze Randall Bearings, belts and drives. G. A. Peterson, R2, Clinton, Mo.

CONFECTIONS

Standard brand candy bars, $10.50 per carton. Also popcorn and seasoning FOB Chicago. Confection Distributing Co., 717 W. 119th St., Chicago 28, Ill. Phone COMmodore 1727.

HELP WANTED

Wanted: Experienced sound and all around maintenance man. Wire or phone, Manos Theatres, Inc., Toronto, Ohio.

Wanted: Supervising repairman. Young, ambitious, dependable. Familiar with theatre chair construction, installation and repair. Free to travel. Salary $58 per week plus traveling expenses. State qualifications. B-2702, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Manager wanted. Must know equipment. Could use man and wife. Small, good town, Saturday, Sunday matinees only. A chance for a real hustler. Per cent or salary. Wire, write, or phone H. Ford Taylor, Ballinger, Tex.

Wanted: Sound and projection engineer. Permanent position open with long established organization for man experienced in maintaining and installing sound and projection equipment. Applicant must be free to travel and willing to accept foreign service for two years. Starting salary $4,902 subject to qualifications with increase to $6,127 on commencement of foreign duty. Splendid opportunity for advancement. B-2706, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

POSITIONS WANTED

Manager, experienced, reliable, sober, energetic young man. Box 114, Atkins, Va.

Projectionist, serviceman, nine years experience. All types of equipment. Married, prefer Texas. B-2707, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Projection equipment repairman with wide experience in projection, and theatre equipment supply business. Wide experience on products sold in both the equipment supply fields, also associated electrical equipment. B-2708, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

POPCORN MACHINES

Burch—Manley—Cretors—Advances — All electric French fry types. Karmelkorn Equipment, 120 S. Halstead, Chicago 6, Ill.

Rebuilt Popcorn Machines for sale. Fully guaranteed. Price from $150. CONSOLIDATED CONFECTIONS, 1314 S. Wabash, Chicago 5, Ill.

Blevins is national headquarters for popcorn machines. Silver Stars, Super Stars, Corn Cribs. Old machines taken in trade. Blevins Popcorn Co., Nashville, Tenn.

Real Bargains used popcorn machines. Burch, Cretor, Advance, guaranteed. Poppers Supply, Box 838. Atlanta, Ga.

Star popcorn machines. All models. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo.

Small Star machine in good condition with new heating element. Will pop $10 per hour. First $150 takes it. State Theatre, Caledonia, Minn.

For Sale: 1946 Viking DeLuxe popcorn machine used less than one year. Looks like new. Follett Theatre, Follett, Tex.

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Write for our special contract which guarantees you more profits and greater savings on all your popcorn and popcorn supplies. Blevins Bee Hive Popcorn Co., Nashville, Tenn.

Home of "Rush Hour" popcorn and popcorn supplies. Send for price list. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo. Established 1874.

SOUND EQUIPMENT

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STUDIO EQUIPMENT

Beautiful cinekodak special camera, F1.9 lens, $495; Mitchell animation camera, $985; BH ultra speed shutters, $195; Camera Dolly, $275; RCA Photophone complete recording outfit, $6,475; BH 16mm or 35mm Soundprinters, new, $3,250; RCA latest dual playback magazine, $395; new Mitchell 24V camera motors, $295; BH Eyemo motorized cameras, 3 speeds, 2 in. lens, 24V motor, case, $295; new 35mm film phonographs, $795. Send for bulletin Sturelab. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

THEATRE PRINTING

Window Cards, 3-sheets, photo offset house programs, heralds, passes, etc. Cato Show Printing Co., Cato, New York, or Tribune Press, Fowler, Ind.

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Easy Way to Paint signs. Use letter patterns. Avoid sloppy work and wasted time. No experiples. John Rahn, B-1329 Central Ave., Chicago 51, Ill.

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NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

The Pulse of the Motion Picture Industry

BOXOFFICE

FOUR MAJORS TAKING STEPS TO DISSOLVE PARTNERSHIPS

. . . . See Page 8

FILMROWS OF AMERICA: Buffalo

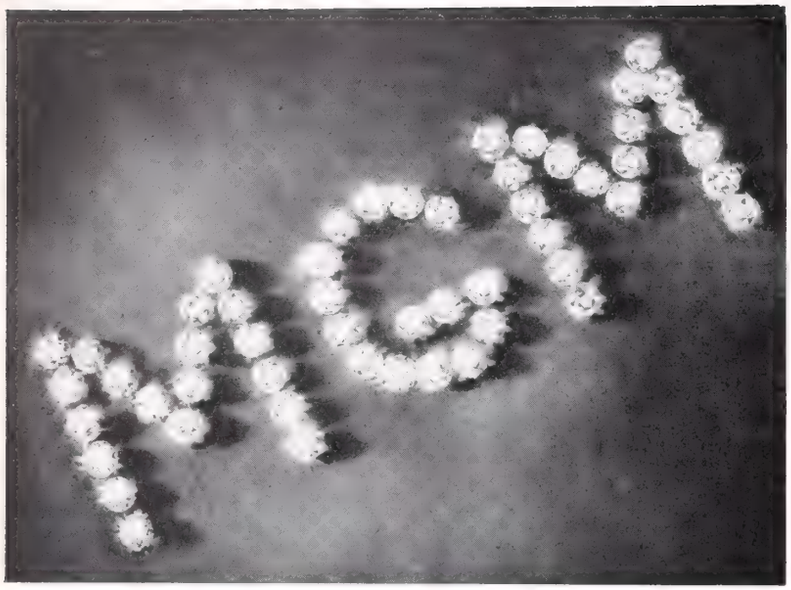
Seventh in a series of articles telling the story of America's exchange cities.

. . . . In This Issue



NATIONAL EXECUTIVE EDITION
Including the Sectional News Pages of All Editions

APRIL 19, 1947



THESE ARE REAL DIAMONDS!

After seeing some of the future M-G-M productions nearing completion at the Studio we decided the only adequate way to display the M-G-M name (*above*) was in genuine diamonds. Like the jewels in the photo, the subjects on this page are priceless gems destined to attract millions of fans and their dollars to the box-offices of America. Be sure yours is one of them!



"SUMMER HOLIDAY" (*Technicolor*) — Perfect blending of song and story in a Big Attraction! Mickey Rooney, Gloria DeHaven, Walter Huston, Frank Morgan, "Butch" Jenkins, Marilyn Maxwell, Agnes Moorehead, Selena Royle.



"LIVING IN A BIG WAY"—Music, fun, dancing and romancing. Gene Kelly and Marie McDonald plus Charles Winninger, Phyllis Thaxter, Spring Byington.



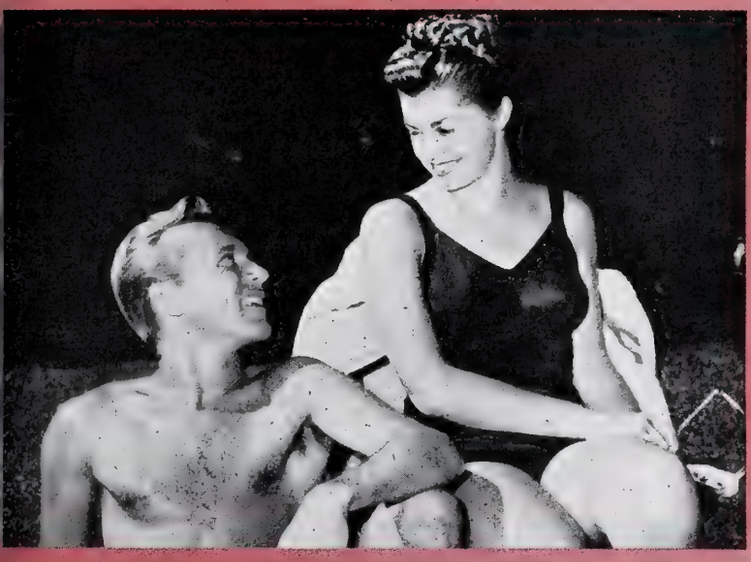
"THE UNFINISHED DANCE" (*Technicolor*) —Drama with music. Behind the scenes of the ballet. Margaret O'Brien, Cyd Charisse, Karin Booth, Danny Thomas.



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"SONG OF LOVE"—One of the greatest! The romance of composers Clara and Robert Schumann. Love, pathos, laughter, devotion and marvelous music. Starring Katharine Hepburn, Paul Henreid, Robert Walker.



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"GREEN DOLPHIN STREET"—Prize novel, best-seller, exciting, swash-buckling, romantic. Lana Turner, Van Heflin, Donna Reed, Richard Hart, Frank Morgan, Edmund Gwenn, Dame May Whitty, Reginald Owen, Gladys Cooper.



"HIGH BARBAREE"—Thrilling romance by the authors of "Mutiny on the Bounty". Van Johnson, June Allyson, Thomas Mitchell, Marilyn Maxwell, Henry Hull, Claude Jarman, Jr.



"THE BIRDS AND THE BEES" (*Technicolor*)—By popular demand in a Big musical romance following her triumphant singing tour, Jeanette MacDonald co-starred with Jose Iturbi, Jane Powell and Edward Arnold, Harry Davenport.

N.Y.K.I.



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THE NATIONAL FILM WEEKLY

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Published Every Saturday by
ASSOCIATED PUBLICATIONS

Editorial Offices: 9 Rockefeller Plaza, New York 20, N. Y.; Raymond Levy, General Manager; James M. Jerauld, Editor; A. J. Stocker, Eastern Representative. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."

Central Offices: 332 South Michigan Blvd., Chicago 4, Ill. J. Harry Toler, Editor Modern Theatre Section. Telephone WABash 4575.

Western Offices: 6404 Hollywood Blvd., Hollywood 28, Calif. Ivan Spear, Manager. Phone GLadstone 1186.

Washington Offices: 930 F Street, N. W. Lee L. Garling, Manager. Telephone NAtional 3482. Film-row: 932 New Jersey, N. W. Sara Young.

Publication Offices: 825 Van Brunt Blvd., Kansas City 1, Mo. Nathan Cohen, Associate Editor; Jesse Shlyen, Managing Editor; A. Jules Benedic, Field Editor; Morris Schlozman, Business Manager. Telephone CHestnut 7777.

Other Publications: BOXOFFICE BAROMETER, published in November as a section of BOXOFFICE; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

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Entered as Second Class matter at Post Office, Kansas City, Mo. Sectional Edition, $2.00 per year; National Edition, $7.50

Vol. 50 No. 24
APRIL 19, 1947

BOXOFFICE

MERRY-GO-ROUND

WITH a weather eye to the legal complications that may be involved, distributing companies are approaching changes in sales policies as near to the dictates of the New York decree as they feel is safe. This, despite the fact that the majority asked for a stay of competitive bidding. And those exhibitors who have, temporarily, emerged from subsequent runs into first run positions, doubtless will endeavor to continue to outbid their competitors. So, competitive bidding, wanted or not, is today a part of this business.

The "breathing spell" allowed by the supreme court's stay order, in all probability will be used for further testing of the method of picture selling and buying proscribed by the lower court. If it proves successful—for the distributors—which means that higher film rentals will accrue, the bidding system will continue, whether or not the supreme court rules against it as a sole industry sales method.

But there is another side. Branch and district managers out in the "grass roots" as well as exhibitors with whom we have talked, seem to feel that the bidding system is doomed to fail. They cite various reasons, one of which is tantamount to a boycott and puts the seller in a tough spot. But that would obtain only so long as there was sufficient product available from other sources while the "pressure" was being applied. So, the result, instead of solving the vexatious buyer-seller problem over which all the shooting allegedly was started, is a worse dog-eat-dog situation than ever before existed.

This is not to say that fair methods will not be observed during the interim period pending the supreme court's final decision. The farsighted sales executives recognize the dangers involved in irresponsible methods of buying, as well as selling. They know that overbuying, which means overpaying, on the part of exhibitors can turn profitable enterprises into shuttered properties. There is no percentage in that for them.

The industry as a whole profits most when it operates—successfully—the maximum number of outlets to serve, adequately, the greatest possible patronage. Closing houses through overselling them—or through their overbuying—profits no one, including the public.

When the 1940 consent decree brought about the required selling of pictures in small blocks as opposed to full-season selling, exhibitors, especially the smaller ones whose picture requirements ran into the hundreds annually, found their tasks more complicated. With the "trial and error" methods that will be launched in the weeks to come, the job of being an exhibitor will grow harder still. It may prove worth while in the end; but, while the pudding is being eaten, it may be rather hard to swallow.

Buying of pictures has become an almost everyday occupation in contrast to the seasonal job it was prior to 1940. And,

because film rentals have gone higher, the job of selling the shows to the public calls for more effort and more investment of time and money. The changes may have been good for the "patient," but he's got to run like hell to keep up with them.

Hold on tight, boys, the merry-go-round is picking up speed.

* *

Ascap Rides Again

The American Society of Composers, Authors and Publishers, more commonly known as Ascap, recently proposed an increase in its music license tax on motion picture theatres. That's like pouring salt on an open wound, for the music tax has been a festering sore spot with exhibitors for more than a quarter of a century.

In recent years it has had little opposition. But there appears to be small justification in increasing the fees which already take nearly one and one-half million dollars from the industry. Maybe Ascap just felt that it should keep pace with the trend—and sock the industry as all other tax-sockers are doing to this soft "touch."

Abram F. Myers, general counsel for Allied, lashed out against the Ascap fee increase proposal and threatened local and state legislation to outlaw Ascap's activities.

Herman M. Levy, general counsel for the MPTOA, also scored the Ascap tax boost bid. And he cites this as but another evidence of the need for exhibitor organizations to get together and work together on a common ground. Ascap, meanwhile, endeavors to show an attitude of "fairness" by stating that it will seek to arrive at an equitable formula for its fee increases by consulting with theatre men before it assesses its increased rates. But, says Mr. Levy, "Unfortunately, there will be no industry group representing all interests for these discussions."

Yes, unfortunately, that is true. And so, it is very safe to predict: Ascap rates will be increased, for all that the traffic will bear.

* *

Worth Remembering!

"I am convinced that a peaceful industry means a prosperous industry."

—William F. Rodgers in a talk before a trade press gathering.

Ben Shlyen

Pulse Beats

Ascap Seeks Conferences On Proposed Fee Jumps

John G. Paine, general manager, says the society wants to explain position to representatives of exhibitor organizations; has already talked with Herman Levy of MPTOA.

*

New York Theatres Ask To Revive Ascap Suit

Action started by 164 independent houses five years ago will be pressed, say attorneys, in spite of Ascap motion to dismiss before federal court.

*

Speculation on UA Shifts Is Again a Live Topic

Mary Pickford and Charles Chaplin conferring; presidency issue up again; Arthur W. Kelly to get executive post; action predicted in week or two.

*

Massachusetts Senate Votes Against Censorship Board

Measure proposed establishment of a board of censors in the state public safety department to judge the decency of motion pictures and other forms of licensed entertainment.

*

Florida Has 10% Ticket Proposal Before House

Measure introduced at Tallahassee seeks this levy on every ticket from 25 cents up, with proceeds to be used for educational purposes.

*

Eagle-Lion Will Start Mexican Setup Soon

Sam L. Seidelman, head of foreign operations; Arthur B. Krim, E-L president, and Robert S. Benjamin, president of J. Arthur Rank Organization, to confer this month.

*

Howard Hughes Renews Fight Over N. Y. Ban

Wins review of suit dismissed by the state supreme court which upheld the license commissioner's rights to withdraw theatre licenses on "The Outlaw."

*

Children's Shows Gain In First Six Months

Twenty-eight features on the original list already shown in over 1,000 theatres; plans under way to increase available films to 52 this year.

*

Eric Johnston Postpones European Trip to June

MPA president plans to attend the Brussels Film Festival in Brussels, Belgium; expects to be accompanied by his assistant, Joyce O'Hara, throughout tour.

FOUR MAJORS TAKING STEPS TO DISSOLVE PARTNERSHIPS

All Defendant Exhibitors Must Report on Progress To N.Y. Court by June 30

NEW YORK—Negotiations are under way for the dissolution of theatre partnerships involving RKO, 20th-Fox, Warners and Loew's. Moreover, these companies, together with Paramount, are carefully examining all their joint theatre holdings in order to be able to give the New York statutory court a complete picture of these interests, as well as dissolution plans, by June 30.

The antitrust decree says that each of the defendants shall submit to the court a statement outlining the extent to and manner in which it has already complied, and plans to comply, with the dissolution of partnerships as ordered by the decree.

REQUIRE A STATEMENT

This statement, to be submitted within six months of Dec. 31, 1946, must contain "the names, locations and general descriptions of the theatres, corporate securities and beneficial interests of any kind involved, the sales thereof that it has made, and such interests as it proposes to acquire." Furthermore, it must contain "a statement of facts regarding each competitive situation involved in such proposed acquisition sufficient to show the probable effects of such acquisition on that situation."

Additional similar reports must be filed quarterly until the defendants have either sold or acquired joint holdings in which they have more than five or less than 95 per cent interest. They have until Dec. 31, 1948 to meet these requirements.

RKO theatres made its first step toward complying with the decree by selling its 10 per cent interest in Affiliated Theatres of Iowa, a circuit of six houses in Sioux City. Other negotiations are under way, says Sol A. Schwartz, vice-president and general manager of RKO theatres. The circuit now has interests in 181 independent theatres, and in 164 theatres with Paramount, Loew's, 20th-Fox and Warners. The largest number—150—are shared with Paramount.

LOEW'S ACQUIRES THEATRE

Loew's initial move was to buy out E. V. Richard's one-third interest in Loew's State Theatre, New Orleans. Other deals are now pending, said Joseph R. Vogel, general manager.

He said dissolution of partnerships poses the problem of silent partners. Many of these silent partners, widows and heirs of investors in Loew's theatres, are not exhibitors. The decree, Vogel pointed out, while ordering the dissolution of partnerships, specifically mentions defendant exhibitors and independents. It says nothing about silent partners, who are merely investors.

"There will have to be a clarification of ther status, otherwise an injustice may be done," said Vogel. A number of these silent partners have already stated they do not want to change their relationship with Loew's, he added.

One of the defendant attorneys expressed the opinion that these cases would have to be decided on an individual basis.

As the score now stands, Loew's has an interest in 21 independent theatres, plus partnerships with Paramount in 14 theatres, with RKO, in three and with Warners, in one. It owns 136 theatres independently.

Warners also is negotiating for the dissolution of partnerships, but with whom and where company officials refuse to say. One official predicted the negotiations will take a long time and probably little will be accomplished before next winter.

Warners has an interest in 20 independent theatres plus partnerships in 25 theatres with Paramount, ten with RKO and five with Loew's.

Paramount's plans are uncertain, declared Barney Balaban, president. "Right now nobody knows what's going to happen," he said. Leonard H. Goldenson, president of Paramount Theatres Service Corp., said Paramount will retain its partnerships pending action on its appeal by the supreme court. The company has protested the New York court's finding that joint operation eliminates competition.

Nevertheless, the company is going ahead with its meeting of Paramount partners at Arrowhead Springs, Calif., May 6-9. A similar meeting was held in Florida last February.

Paramount has the largest stake in the future of partnership agreements. It has an interest in 993 independent theatres, plus partnerships in 150 with RKO, 25 with Warners, 14 with Loew's and six with 20th-Fox, or a total of 1,088

Twentieth-Fox is now involved in a Missouri state court action over the Mainstreet Theatre, Kansas City, which it owns with RKO. Ownership, said John F. Caskey, attorney for the company, is undivided, therefore the parties had to file a partition suit with the court.

The 3,040-seat house is the only one it owns with RKO. Twentieth-Fox owns six theatres with Paramount and 66 with independent exhibitors. The disposition of the independent houses is now being studied, Caskey added.

All the companies report that pools with affiliates and independents are being rapidly dissolved. The process will be completed by July 1, the deadline set by the New York court.

Few Changes Expected In Selling Methods

NEW YORK—Film selling is expected to continue indefinitely along practically the lines that have been followed for the past three and one-half months. A week of conferences following Justice Stanley Reed's signing of the stay order dispelled any idea that any company could go back to consent decree or preconsent decree selling methods.

Legal opinion was unanimous that it would be dangerous to indulge in any sales techniques which had been ruled illegal by the three-judge court.

Further experimenting with competitive bidding, or "competitive negotiations," as some prefer to call it, may cause a gradual spread. Shifts in the theatre maps caused by a dissolution or profit-sharing partnerships between circuits, and between circuits and independents, plus regional court decisions, have made necessary a number of clearance changes.

The ban on favoring old customers also has upset customs in a number of places.

Lawyers are continuing to spend much time at the sides of sales executives.

Late in the week William F. Rodgers, vice-president in charge of MGM distribution, reiterated his intention to hold a sales conference with his field forces starting April 28 at the Hotel Astor.

William G. Scully went into a two-day session with Universal-International men at the weekend.

At 20th-Fox it was decided to await the return of Spyros P. Skouras April 27 before deciding on a course of action. Skouras is on a South American tour.

United Artists executives are holding a series of conferences with producers and with the partner owners—Mary Pickford and Charlie Chaplin. Not all of these are on distribution problems, as some revamping of the company setup is in sight which requires discussion. How to handle out-of-town distribution of Charles Chaplin's "Monsieur Verdoux," Enterprise's "Arch of Triumph" and any other product requiring advanced admissions is under discussion. The policy of leasing theatres for this purpose probably will be continued.

David O. Selznick, who had been expected to use this technique, decided on mass regional openings for a quick return on his investment instead.

Columbia repeated that it proposes to sell pictures in groups, but no details were announced.

Warners will make no change in selling methods until the court's decision is made final.

Paramount executives, headed by Charles M. Reagan, vice-president in charge of sales, held a series of conferences during the week, and will continue the meeting next week. Following the sessions, it is anticipated that the Paramount sales policy will be announced.

First AAA Case Is Filed Since the Stay Order

NEW YORK—The first arbitration complaint to be filed since Supreme Court Justice Reed signed the order staying the dissolution of the motion picture arbitration system was filed in Boston by the Elmwood Amusement Corp. against the Big Five. It is a clearance complaint.

There are now a total of 39 cases pending before ten active boards. Boston has nine cases pending, with one on appeal.

The Elmwood operates the Jamestown Theatre, Jamestown, R. I., and seeks permission to play pictures on national release date.

MYERS INTERPRETS THE STAY: 'IT MERELY BARS CONTEMPT'

Characterizes Arbitration Continuance as Order "Wholly Baffling"

WASHINGTON—Supreme court stays on portions of the antitrust decree merely relieve the defendants from the possibilities of contempt of court actions pending a final decision, Abram F. Myers, Allied board chairman and general counsel, states in a bulletin to members.

Some of the company attorneys already have pointed this out to their clients.

Myers, however, states the matter simply and without legal verbiage as follows:

"Almost without exception courts will grant a stay as to provisions requiring affirmative acts pending an appeal. The folly of putting into effect an elaborate distribution system pending a review of the propriety of such a system was manifest and called for no argument.

SHOWED BETTER JUDGMENT

"In refusing to ask for a stay of the various injunctive provisions in Section II of the decree, Fox, for once, probably showed better judgment than the other defendants. Staying those injunctions does not legalize the practices which the lower court condemned. It merely means that if the defendants commit any of those practices during the period of the stay they will not violate the decree. They are protected against being punished for contempt of the decree, but not from the consequences flowing from the commission of unlawful acts.

"Fox, being bound by the injunctions will be spared the pressure and temptation to commit the prohibited acts. The others may yield to the importunities of the great circuits to fix prices, grant unreasonable clearances, make master contracts and formula deals, write block-booking contracts, etc., but in so doing they had better guess right as to the eventual decision of the supreme court on those practices. If they make a wrong guess, private actions for treble damages may descend upon them like an avalanche.

"These observations also apply to any further experimenting by any of the companies, including Fox, with competitive bidding. On their own motion the provision relating to competitive bidding has been suspended. They have themselves repudiated the selling system which the court offered as a substitute for theatre divorcement. If they continue to use the method then it will be without color or authority under the decree.

QUESTIONS JUSTICE'S ACTION

"The feature of Justice Reed's action which is wholly baffling from a legal standpoint is the granting of a stay of the provisions which terminated arbitration. Lawyers will never cease to wonder how he could restore the consent decree without the consent of the government, except by a legal tour de force. However, since so many exhibitors seem to have formed an attachment for arbitration just as it was about to expire, no one should complain. One explanation of the last-minute deluge of arbitrations is that the exhibitors, alarmed by the hush-hush clearance surveys being made by the distributors, are resorting to arbitration in the hope of securing awards which will protect them against unfavorable changes in their clearance status."

Fred Wehrenberg Welcomes Continuation of Arbitration

NEW YORK — Fred Wehrenberg, president, has sent word to members of the MPTOA that he is pleased by the continuation of arbitration as a result of the stay signed by Supreme Court Justice Reed.

"It has been our position since the decision in June," he writes, "that with all of the new arbitrable matters created, many cumbersome profitless 'trips to the courthouse' can be saved by a satisfactory system of arbitration —one which is optional and will not in any way restrain the exhibitor from resorting to the courts, if he wishes to, and one which will not preclude the government from instituting appropriate proceedings for violations of the decree by the defendants. There are some valid objections to the present system of arbitration, but none that cannot be corrected. Without the continuation of the system, however, those changes and improvements would be too difficult of accomplishment."

In his bulletin, Wehrenberg also pointed out that the stay on competitive bidding does not mean that bidding will not be continued. The stay, he said, "merely removes the immediate compulsion of licensing features that way."

Freedom of Press Study Seen as Tax Fight Guide

Washington — Fortune magazine's recent discussion of freedom of the press prepared with the help of a group of well-known scholars should be used by all exhibitor groups battling luxury taxes aimed at this industry, says Abram F. Myers, Allied board chairman and general counsel.



ABRAM F. MYERS

He describes the report as the first recommendation "that the constitutional guarantee of the freedom of the press be recognized as including the radio and motion pictures."

Then he inquires sarcastically: "Who ever heard of Congress or any state legislature putting a special excise tax on newspapers, magazines and books? If that were attempted the cry would immediately arise that the communication of intelligence was being burdened; that the freedom of the press was in danger. Yet it has become the fashion to bracket admission taxes with excises on whisky, cigarets and other whipping boys of the tax collector.

"The claim that movies are a medium of communication now has strong support —let us make the most of it."

The significance of the Fortune report, he points out, is that "it recognizes motion pictures as a part of the communications industry in contrast to the growing tendency of legislatures to lump movies in with whisky, cigarets and other so-called luxuries for taxing purposes."

Allied has long contended, he says, that motion pictures should be put in the category which includes newspapers, magazines and books. He refers to the statement issued Dec. 4, 1945, by the Conference of Independent Exhibitor Ass'ns in which it was set down that "the preservation of a free screen is as important as safeguarding the freedom of the press."

Later in his comments Myers says: "An important recommendation of the commission (No. 2) is that the government facilitate new ventures in the communications industry by various means, including the prevention of monopolization of distribution outlets. Those who are familiar with Allied's policy, and all who bothered to read the last annual report of the chairman and general counsel, will be impressed by the similarity between that policy and the conclusions of the commission."

Price Cuts Start at Top, Allied Counsel Declares

Washington—Referring to President Truman's request for lowered prices, Abram F. Myers, Allied executive, says:

"If there is to be substantial price reductions the movement must be initiated by the manufacturer. Retailers cannot cut selling prices so long as they must buy at exorbitant prices.

"The President's remarks seem pointed in their application to the major motion picture producers and distributors. At a time when the need is for increased production, they continue to starve the market. When the President calls for price reductions, they press for higher rentals."

Johnston: Self-Regulation Is Our Answer to Critics

By LEE L. GARLING
Washington Bureau, BOXOFFICE

WASHINGTON—Self regulation through the use of production codes is the motion picture industry's answer to those charging it with lack of social responsibility. It was scored this week by Eric Johnston, president of the Motion Picture Ass'n, speaking extemporaneously before the Washington Advertising club.

Admitting that all mass media industries have a social responsibility, Johnston stated that the use of production codes in all industries including advertising, creates standards of good taste which eliminates the need for any further censorship.

NO RED INFLUENCE

Touching on the Communist problem in Hollywood, he said that there probably are Communists in Hollywood but that they have not succeeded in influencing the product or else they wouldn't always be stirring up criticism. Last month, testifying before the house labor committee, Johnston stated he thought the Hollywood jurisdictional strike as one way Communists would try to hurt or influence the industry.

Commenting on the Henry Wallace episode in England, he frowned on the comparison of Wallace to Aaron Burr. "Burr would turn over in his grave if he heard it," he said. The only likeness about the two men is that they both were vice-presidents and both went to Europe to try to influence people to their way of thinking after they had no more audiences here. Referring to Wallace's audiences in England, he said, "I suspect those audiences will evaporate too and he will end up speaking to the penguins in the Antarctic." All the boomerangs that Wallace has thrown are coming back to hit him, he said.

He asserted that the important mission of motion pictures and radio is to "carry on the enlightenment between peoples." Carrying this theme to a conclusion, he said that he disagreed with the theory of two spheres of influence in the world, that of Russia and that of the U.S.

In this situation, Russia would continue to communize our spheres of influence or kill capitalism, and we would try to convert Russia's sphere into democracy, he continued. He stated that there are only four eventualities:

1. A dominant U.S. with a receding Russia.
2. A dominant Russia with a receding U.S.
3. War.
4. A strong United Nations.

I am for the fourth, he said. I am for the foreign policy enunciated by Truman, Marshall and Vandenburg. The motion picture has a mission in furthering this policy, he concluded.

On the dais were Anthony Muto, 20th Century-Fox; Glenn Norris, 20th Century-Fox; J. Brecheen, RKO; Hardie Meakin, RKO Theatres; Carter Barron, Loew's, Inc.; Jerry Adams, MGM; Jack Safer, Monogram; Sidney Lust, Lust circuit; Fred Kogod, K-B Amusement Co.; Julian Brylawski, Warner Theatres and Al Benson, Paramount.



Johnston (center) at the Washington luncheon this week with Glenn Norris, 20th-Fox district manager, and Tony Muto (R), 20th-Fox representative.

Carpenters Say Yes To Conference Bid

HOLLYWOOD—The most promising indication of the past several weeks of settlement for the studio strike came late in the week when the carpenters union accepted an invitation from the producers to meet for the purpose of discussing jurisdictional differences.

The carpenters union is one of the key units involved in the walkouts and the scheduled conclave will be the first time the union has met with the producers.

Meanwhile, there was another development as it concerns this particular union. William Hutcheson, international president, sent a message to the strikers' weekly mass meeting that his men will not be permitted to participate in any new studio or theatre construction until the jurisdictional disputes are settled.

Elsewhere on the labor front, the negotiations between producers and the Screen Actors Guild were postponed for a week, amidst a noteworthy spirit of cooperation. SAG's basic ten-year contract with the studios expires on May 15 and it will be necessary that the new contract be negotiated and put into effect by that date. The actors' organization wants a deal which will cover the next year only.

UA Board Approves Deal For 6 Hal Roach Features

NEW YORK—The United Artists board of directors on Thursday approved a deal to release six Hal Roach features. Four films have been completed, including "Curly," "Here Comes Trouble," "Fabulous Joe" and "Who Killed Doc Robin," all in Cinecolor. The remaining two features have not been decided.

Audience Collection Idea

NEW YORK—The board of the Metropolitan Motion Picture Theatres Ass'n will vote April 22 on a plan for simultaneous audience collections in this area, to promote a "health week."

Poll Baptists on Church For 'Showcase' Lease

Cleveland — Members of 31 Baptist churches this week were polled to determine whether the Cleveland Baptist church, with its 2,380-seat auditorium, should be leased as a motion picture theatre—except Sunday mornings when it would be used for services by the congregation.

Dr. D. R. Sharpe, executive secretary of the Baptist Ass'n, verified that delegates from the 31 member congregations met at the Central YMCA to discuss such a proposal and that action was delayed for 30 days to permit a polling of the membership.

It is understood that several film sources, including the Rank-Universal-International organization, were definitely interested in leasing the church as a showcase. Known locally as the Rockefeller church, it was the place of worship for the noted financier when he made his home in Cleveland. It was built in 1925.

Paramount to Release 64 Shorts With More Cartoons for '47-48

DALLAS—Paramount will release a total of 64 short subjects, including Screen Songs, a new series of cartoons, during the 1947-48 season, according to Oscar A. Morgan, short subjects sales manager, who arrived here for the first of a series of meetings with district, branch and sales managers scheduled April 21.

Including the new cartoons, which replace the Little Lulu series, Paramount will release 24 cartoons next season as against 18 to be released for the current season. The total lineup will embrace nine different series and 104 issues of Paramount News. There will be six two-reel Musical Parade Featurettes in Technicolor, 24 Technicolor cartoons from Famous Studios, including eight Noveltoons, eight Popeye and eight Screen Songs; three series from Jerry Fairbanks including six Popular Science in Magnacolor, six Unusual Occupations in Magnacolor and six Speaking of Animals; six Pacemakers and ten Grantland Rice Sportlights. George Pal's Puppetoons will also be eliminated from the 1947-48 program.

M. R. Clark, district manager; Heywood Simmons, sales manager, and members of the Dallas sales force and booking departments also attended the meeting. Morgan, who is on a three-month tour of the country which will take him to 31 cities where Paramount's branch offices are located, will also confer with studio officials in Los Angeles and report on business conditions, and the public's and exhibitors' preferences in regard to shorts product.

Morgan will hold his next Paramount short subjects branch office meeting in Memphis April 24.

Author's $6,450,000 Suit Against Chaplin Begins

NEW YORK—Jury trial of the damage suit for $6,450,000 brought by Konrad Bercovici, writer, against Charles S. Chaplin, began Thursday before Judge Harold P. Burke in U.S. federal court here. Louis Nizer, counsel for the author, said he would prove Chaplin reneged on a contract to jointly produce a series of pictures, with Bercovici to receive 15 per cent of the gross profits. Bercovici claims Chaplin rejected a satire on dictatorship he wrote in 1938 and later produced "The Great Dictator," which was based on his story. Louis Frohlich is attorney for Chaplin.

IT HAPPENED

TO ALL THESE FAMOUS STARS AND DIRECTORS

- Gene Autry
- Jack Benny
- Connie Bennett
- Clarence Brown
- Judy Canova
- Eddie Cantor
- Frank Capra
- Bing Crosby
- Dennis Day
- Jimmy Durante
- Cary Grant
- Phil Harris
- Bob Hope
- Al Jolson
- Leo McCarey
- Maria Montez
- Dick Powell
- Ginny Simms
- Orson Welles
- Sam Wood
- Robert Young

They saw it and RAVED!

"IT HAPPENED ON 5TH AVENUE"

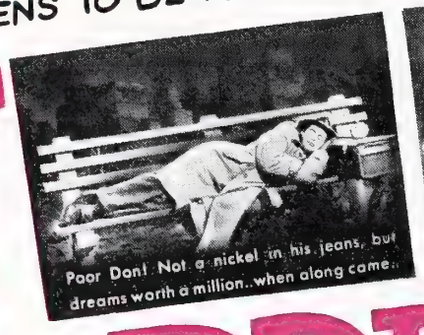
is the picture to see!

It Happened

IN 47 NATIONAL MAGAZINES! FULL-PAGE, TWO-COLOR ADS REACHING 133 MILLION READERS!

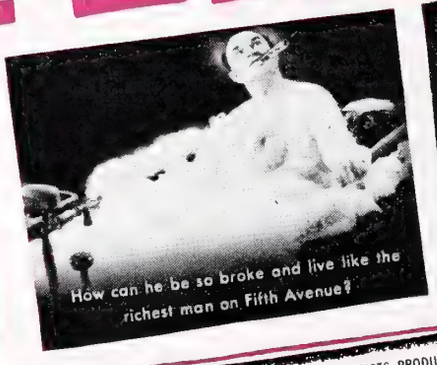
IT HAPPENS TO BE 1947's HAPPIEST HEART-WARMER !!!

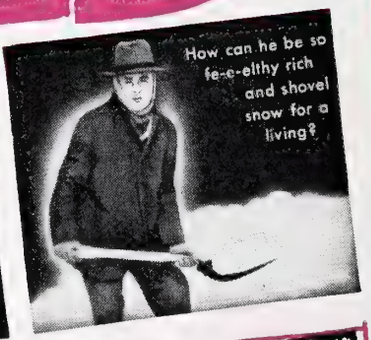
"IT HAPPENED ON 5TH AVENUE"













ALLIED ARTISTS PRODUCTIONS, INC presents

DON DeFORE · ANN HARDING · CHARLIE RUGGLES · VICTOR MOORE · GALE STORM

in ROY DEL RUTH'S

"IT HAPPENED ON 5TH AVENUE"

with GRANT MITCHELL · EDWARD BROPHY · EDWARD RYAN, Jr.

Produced and Directed by ROY DEL RUTH · Associate Producer, JOE KAUFMAN · Screenplay by EVERETT FREEMAN

Story by HERBERT CLYDE LEWIS & FREDERICK STEPHANI · Musical Score by EDWARD WARD

Music and Lyrics by HARRY REVEL & PAUL WEBSTER





ALLIED ARTISTS

Five Different Styles of Ads!

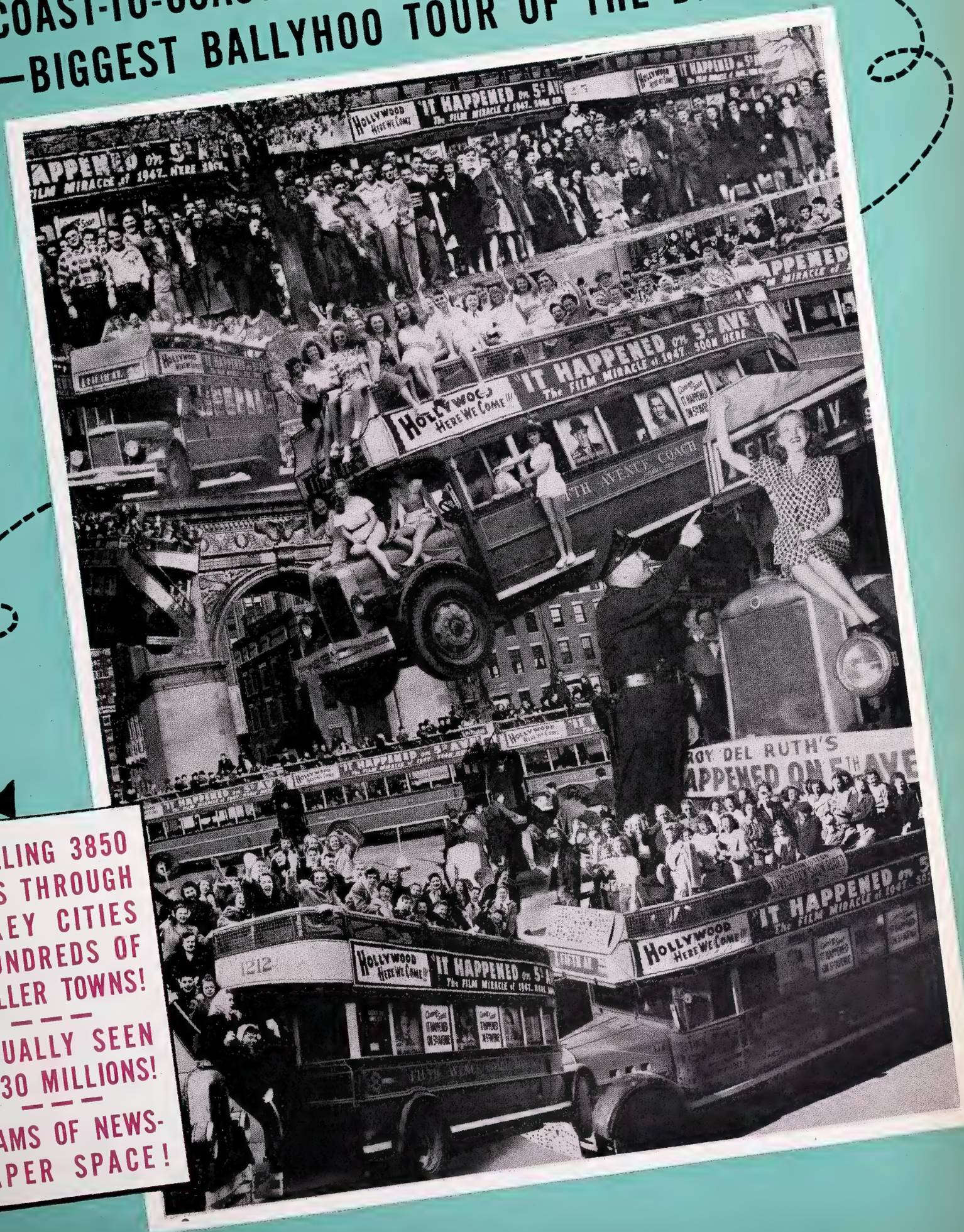
APPEARING IN

COSMOPOLITAN
LIFE • LOOK
SAT. EVE. POST
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REDBOOK
AMERICAN
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More! More! More!

It Happened

COAST-TO-COAST! THE "5th AVE. BUS CARAVAN" —BIGGEST BALLYHOO TOUR OF THE DECADE!



TRAVELING 3850 MILES THROUGH 59 KEY CITIES & HUNDREDS OF SMALLER TOWNS!

ACTUALLY SEEN BY 30 MILLIONS!

REAMS OF NEWS-PAPER SPACE!

IT HAPPENED...TO THE BIGGEST FILM BUYERS IN THE COUNTRY! THEY BOUGHT IT ON SIGHT FOR TOP "A" TIME!



ALLIED ARTISTS PRODUCTIONS, INC.
presents

DON DeFORE
ANN HARDING
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VICTOR MOORE
GALE STORM

IN

Roy Del Ruth's



"IT HAPPENED ON 5th AVENUE"

GRANT MITCHELL · EDWARD BROPHY · EDWARD RYAN, Jr.

Produced & Directed by ROY DEL RUTH

Associate Producer JOE KAUFMAN

Screenplay by Everett Freeman • Original Story by Herbert Clyde Lewis and Frederick Stephani • Musical Score by Edward Ward • Music and Lyrics by Harry Revel & Paul Webster



M. N. Wolf to New Post Under H. M. Richey

BOSTON—Maurice N. Wolf, MGM district manager in Boston since 1924, has been promoted to the home office exhibitor and public relations department under Henderson M. Richey. The Boston district will be supervised by Herman Ripps, who also heads the Albany, New Haven and Buffalo areas.



MAURICE N. WOLF

Before joining MGM, Wolf operated theatres in Houston, Tex., 1910-14 and was associated with World Films Co., 1918-19, and Goldwyn Productions, 1919-24.

Peter A. Lewis Joins E-L In Newly Created Post

NEW YORK—Peter A. Lewis has joined Eagle-Lion's home office staff as office manager and purchasing agent, a newly created post in line with the company's expansion plans. Lewis, who has been connected with the motion picture industry since 1925 when he became an investigator for the New York Film Board, has headed the investigation department of the Film Board of Trade since 1935.

Ann Weingarten, who has been with Story Productions and PRC, has joined Eagle-Lion's recently organized radio publicity department as assistant to Patrece Snyder, radio manager.

John Beck Appointed Assistant to Leo Spitz

NEW YORK—John Beck, who has been general manager of Universal-International since the merging of the two companies' production activities last fall, has assumed the post of executive to Leo Spitz. Beck had served as general manager for International Pictures since its inception in 1943.

Edward Muhl, who has been a Universal executive for a number of years, devoting most of his activities to the contract and commitment problems of the studio, has taken over Beck's post of general manager of the studio.

Three Theatres Damaged In Texas City Blasts

DALLAS—At least one of the three J. G. Long circuit theatres in devastated Texas City was severely damaged in the series of explosions on Wednesday, and it was believed that the others also were heavily damaged, the circuit's home office here was informed on Thursday.

The Long circuit owns the 1,000-seat Showboat Theatre, the 550-seat Jewel and the 766-seat Texas theatres. The Showboat's plaster was ripped off two sides and a third wall bulged outward after the blast. Actual damage to the other theatres was not indicated, but it was apparent that there was some.

Everett McClain, manager of the Jewel, wired the office here that he had lost his home and all its contents in the explosion. He said that as far as he knew there were no casualties among theatre employes. The town was still burning, and the damaging subsequent blasts had not yet occurred when McClain made his report.

Two Theatres in Oklahoma Haven During Tornado

WOODWARD, OKLA.—Four hundred persons huddled in the Terry and Woodward theatres and escaped without injury in the tornado that almost wiped out this town last week.

In the Texas-Oklahoma area hit by the twister, 141 were killed and more than 1,000 injured.

About 300 were in the Terry and 100 in the Woodward when the storm struck. Lights had gone out a few minutes earlier. Patrons emerged to find the city's 1,000 blocks virtually leveled. The theatres suffered only slight damage.

Vance Terry, who with his brother Ben operates the town's two theatres, was not so lucky himself. He was eating at a restaurant when the tornado struck and suffered bruises and cuts that confined him to his home. His automobile was demolished. Also injured, and seriously, was Mrs. Ben Terry's father, Melvin Ball. The Ball home was demolished. Mrs. Ball escaped without injury.

First Run Films Battle In Public Press Again

Cape Girardeau, Mo.—The battle of first run pictures opened by the Esquire Theatre here a week ago, when the management took considerable newspaper lineage to announce that the "monopoly" was forcing it to close down because first run features were not available, was in the public press again this week.

Victor Klarsfield and Edward J. Rosecan, owners of the Rialto Theatre, an independent house, took a four-column, 17-inch advertisement to protest the action of the Esquire and to inform the community that Cape Girardeau was not a closed town; and, simultaneously, to declare publicly that the Fox Midwest chain which operates the two largest theatres here has always been fair competition. Not once since the Rialto was opened in 1940 has the circuit attempted to deprive the house of product, the public was informed.

The Esquire apparently has decided to operate only when it can get first run pictures. It has outbid the Fox houses for a number of top budget films and reopened this week with Paramount's "Suddenly It's Spring."

A. P. Blumenthal Elected Head of Cinecolor Board

LOS ANGELES—A. Pam Blumenthal has been elected chairman of the board of Cinecolor Corp. of Los Angeles. He has resigned from the Enterprise Production board, but will retain his stock in the film company. Blumenthal predicted a bright future for Cinecolor.

New RCA Intercom Systems

NEW YORK—RCA has designed a new line of "selector" intercommunication systems, whereby master and remote stations may be hooked up in any combination. Two master stations with six "selector" hookups and two with 12 hookup keys are available. The master stations have a volume-control switch.

Viking Popcorn Meeting Held in Kansas City

KANSAS CITY—Harry Taylor, general sales manager of the Viking Popcorn Machines, Inc., of Los Angeles, held a conference here this week with area sales executives of the company, including Rube Melcher of Kansas City and Morrie Smead of Council Bluffs, Iowa, as well as Ed Benson of the Benson Mfg. Co. here, which manufactures the Viking machine for the company.

Taylor conducted similar meetings in New York and Los Angeles.

He left Thursday evening for the west coast. Taylor said while here that the company will have an interesting announcement to make soon regarding future activities of the company.

Royls Here From England

NEW YORK—Ernest Royls, chief sound engineer for Warners in England, arrived for meetings with home office heads and Jack L. Warner and Col. Nathan Levinson, head of the sound department at the studio.

Gets Two Weeks to Make Up His Mind; Are Double Features to Continue?

MIDDLETOWN, OHIO — The Paramount Theatre here has been asked to decide within two weeks whether double feature programs are to be continued at the theatre. Jack Keegan, district manager, was told by members of the motion picture council that if double features are continued, the council will "take other steps to attain our goal."

The action came at a meeting of the council, and the motion was made by Mrs. Royal Crist, one of the founders, which has been sponsoring the protest. Keegan, who classified the motion as an "ultimatum," at first objected to the time limit, but finally agreed to have an answer in two weeks.

The discussion ranged through three portions of the council's protest petition: Objections to double features, to the sale of popcorn and candy in the lobby, and to a single admission price for the lower floor and balcony.

The council, which presented petitions bearing 3,500 signatures, also was backed by Mrs. B. Y. Spare, president of the Federation of Women's Clubs, who said she spoke for 1,800 women in Middletown, and by Roy Patterson, secretary of the industrial council, who said that group supported the motion picture council's protest unanimously.

Keegan said the double features were shown because of a business slump at the theatre.

PARAMOUNT Brings You Another P
The Director o



"BLAZE OF NOON"

Love was torture — because he loved his own brother's wife!

Lovable Porky, who had to finance another fellow's honeymoon.

He didn't tell his wife about that beautiful blonde.

She wed one brother—and found she was "married" to all four!



with
JOHNNY SANDS · JEAN WALLACE · EDITH KING
Produced by ROBERT FELLOWS
Directed by JOHN FARROW
Screenplay by Frank Wead and Arthur Sheekman

ver-Packed Drama From
California" and "Two Years Before The Mast"

With all the tense suspense of a million-copy best-seller, and the young-audience draw of four of the screen's leading young stars in this big 6-name cast!



ANNE BAXTER

This year's Academy Award winner on the crest of a flood of headline publicity

WILLIAM HOLDEN

Femme fan favorite of a dozen hits, in his first picture since he went to war

SONNY TUFTS

His strongest role since his discovery in "So Proudly We Hail"

WILLIAM BENDIX

That "Life of Riley" guy is a bigger marquee draw than ever

STERLING HAYDEN

Overnight romantic sensation of "Bahama Passage" back to make 'em swoon

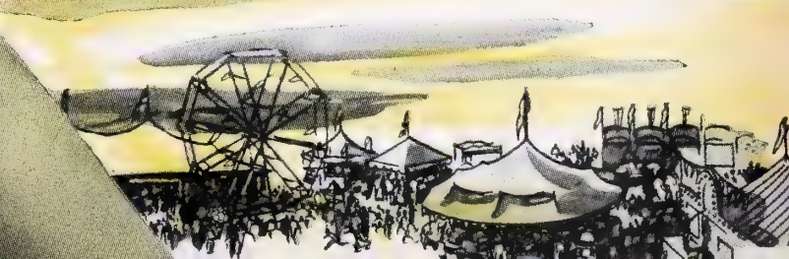
HOWARD DA SILVA

His draw solidly established by "Lost Weekend" and "Two Years Before The Mast"



He led four reckless youngsters along new and dangerous air trails.

Poppy, the carnival queen, who was born to make men restless.



Chaplin Has 'Boxoffice' In 'Monsieur Verdoux'

By J. M. JERAULD

NEW YORK—Every actor has cherished an ambition to write, produce, direct and act in a picture without interference from anyone. Few have had the opportunity because they haven't been willing to spend their own money in the process. It takes a lot of money.



Chaplin (L) as Henri Verdoux

Therefore, in attempting to make any appraisal of Charlie Chaplin's "Monsieur Verdoux" it is wise to say it is unique. It's more than that; it is extraordinary—an amazing personal triumph with profits as certain as sunrise. It will stir up so much conversation and comment that it will sell itself. After it has run through a long series of roadshow engagements it will be just starting its life as an attraction.

It took courage to decide on the story—that of a bigamist who makes a career of marrying and murdering. It required consummate skill to make this many-sided personality into something human and entertaining and not revolting. Verdoux, as Chaplin presents him, is a tender-hearted father, a dude boulevardier, a calculating murderer, a polished gentleman, a great lover, a tragedian, a comedian, a philosopher with a message that sinks in. He puts across the thought that a small-scale killer is a murderer; a man who kills millions is a hero. There's food for thought in some of the sequences—biting commentary on life.

Technically the picture is astonishing. There is suspense, and menace. Moods are contrasted so sharply that when the comedy breaks in on the more serious sequences it is explosive. Timing like this is inspiration. About the time the women begin dabbing their eyes with their handkerchiefs they suddenly find themselves almost doubled up with laughter.

There will be strong public reaction. It's not exactly child entertainment like the long series of vagabond characterizations. This is highly sophisticated film fare—so sophisticated, in fact, that there probably will be very little objection to having it seen by children because they will not understand. Fault-finding critics of pictures may go into action with the contention that a murderer should not be portrayed so entertainingly, but even the most ardent upholder of the production code cannot deny that justice is meted out in the end.

In some ways this picture is as much of a landmark in Chaplin's career as was "A Woman of Paris" which he directed in 1923. That was the film that ended excessive gesturing and brought the intelligentsia to a realization that there was artistry in films.

The opening at the Broadway Theatre April 11 was put on with some restraint. The upright sign and the marquee flashed "Charles Chaplin" in twinkling white lights alternated with the title of the picture in red. The audience was made up of industry leaders and a number of figures prominent in other lines. Several members of the cast attended. Mrs. Chaplin also was there. The following day the theatre opened at 9:30 a. m. with a continuous run at popular prices, and the plan is that similar openings will be put on in key cities from time to time, but there will be no rush about it. There never is about a Chaplin picture, because that's the way he wants it, and Gradwell Sears, vice-president of United Artists, knows how to whet the public appetite for a prize attraction by carefully-spaced feeding. He has been doing it with "Henry V."

PRODUCTION CREDITS

Screenplay, production, direction, musical score by Charles Chaplin

Running Time 120 Minutes

Henri Verdoux, Alias Varnay, Alias Bonheur, Alias Floray	Charles Chaplin
Mona, his wife	Mady Correll
Peter, his son	Allison Roddan
Maurice Bottelo	Robert Lewis
Mme. Bottelo	Audrey Betz

The Ladies:

Annabella Bonheur	Martha Raye
Marie Grosnay	Isobel Elsom
Lydia Floray	Margaret Hoffman
Annette	Ada-May
Yvonne	Helene Heigh
Maid	Marjorie Bennett
The Girl	Marilyn Nash

The Couvais Family:

Pierre	Irving Bacon
Jean	Edwin Mills
Carlotta	Virginia Brissac
Lena	Almira Sessions
Phoebe	Eula Morgan

The Law:

Prefect of Police	Bernard J. Nedell
Detective Morrow	Charles Evans

UA Cuts Price Scale For Chaplin Show

NEW YORK—A reduced scale of prices for Charles Chaplin's "Monsieur Verdoux" at the Broadway Theatre went into effect April 16, just five days after the picture's invitation opening. Although business had been good, there was some confusion by the public over the varied price scale, which included 250 reserved seats for one afternoon and evening performance daily, according to a spokesman for United Artists, which is distributing the picture.

The new scale for weekdays ranges from 70 cents in the morning to $1.25 in the evening and from 70 cents in the morning to $1.50 in the evening on Saturdays. On Sundays, "Monsieur Verdoux" prices will range from $1.00 in the morning to $1.50 in the evening. The original price scale ranged from 80 cents in the morning to $1.80 in the evening.

The plan to set aside 250 seats in the mezzanine once daily at $1.80 and once in the evening at $2.40 has been dropped because there was little advance sale. All seats are now unreserved throughout the house.

James Markle, who has recently been handling engagements of "Henry V" for United Artists in Boston and Philadelphia, has been appointed managing director of the Broadway.

'Iron Curtain' Rights Definitely 20th-Fox

HOLLYWOOD—Darryl F. Zanuck played a trump in Hollywood's currently highly controversial game, "Curtain, curtain, who's got the iron curtain?" The 20th Century-Fox production chief purchased the film rights to a book "Behind the Iron Curtain," written by George Moorad, war correspondent who spent several months in Russia.

According to spokesmen for the Westwood studio, acquisition of the Moorad tome now makes irrefutable Zanuck's claim to the title "The Iron Curtain," to which tag both Warner and Columbia assert rights because of earlier registration with the producers association.

The Zanuckian henchman base their lien on the theory that the producers association, in ruling upon rights to multiple-claimed picture titles, heretofore have granted seniority to the studio which had purchased or owned an actual literary work employing the title over studios who only may have filed the tag.

As has been widely reported, Zanuck recently announced plans to make a picture under the disputed handle, which time will expose Russian espionage in Canada and the United States, and which announcement brought to light Warners' and Columbia's alleged previous claims.

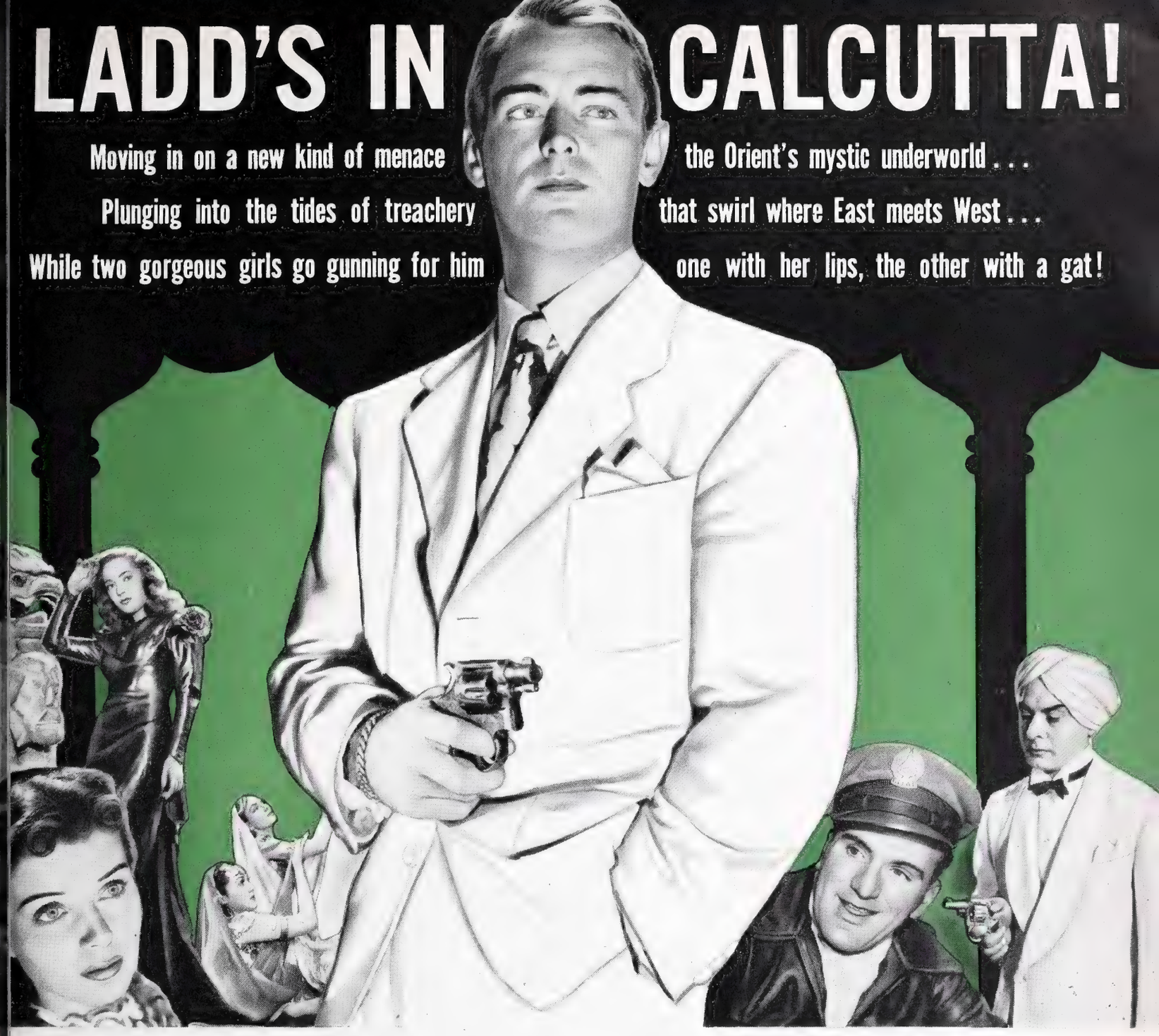
Republic Sets Ad Budget To Exceed $4,000,000

HOLLYWOOD—Republic will spend more than $4,000,000 on advertising, promotion and exploitation of its regular product during the coming year, with additional appropriations for special films, Herbert J. Yates, president, said at the company three-day sales meeting. Last year Republic set an ad budget of $3,500,000.

A total of $250,000 will be spent on each of ten "special" films on Republic's 1947-48 schedule, in addition to $900,000 on Roy Rogers promotion and $600,000 to promote the new Trucolor process.

LADD'S IN CALCUTTA!

Moving in on a new kind of menace the Orient's mystic underworld . . .
Plunging into the tides of treachery that swirl where East meets West . . .
While two gorgeous girls go gunning for him one with her lips, the other with a gat!



ALAN LADD · GAIL RUSSELL · WILLIAM BENDIX

in

"CALCUTTA"

with
JUNE DUPREZ
Lowell Gilmore · Edith King
Produced and Written for the Screen by Seton I. Miller

"Two-Years-Before-The-Mast" thrills topped by the same director
JOHN FARROW,
and
Paramount

WORLD PREMIERE, N. Y. PARAMOUNT, APRIL 23

FILMROWS OF AMERICA VII

BUFFALO



An aerial view of Buffalo's Filmrow district

One of the country's topnotch exchange cities tells a story of achievement in distribution and exhibition of films . . . and tells it with an optimistic view of what the future holds there.

By JAMES SCHRADER

MOST always foremost in state and national drives, whether they concern sales, charity or exploitation, Buffalo has become known as one of the country's topnotch exchange centers. Evidence of outstanding work in this fertile Great Lakes territory is found in the ever-increasing number of Buffalo exchange personnel who have gone on to larger offices or have been promoted to more responsible posts in the field.

Buffalo was the home of the late Mike Shea, one of the nation's best known showmen. The motion picture houses he built remain the city's leading theatres and retain the Shea name. There is the 3,489-seat Buffalo, which recently celebrated its 21st birthday, the 3,000-seat Great Lakes and the 2,100-seat Hippodrome.

Newest downtown addition to the Shea chain is the ultramodern 1,500-seat Teck, built farther north on Main street. The location, remote from the theatre district proper, already has caused a northward movement of downtown merchants and an expansion of the downtown business district.

The Buffalo, Great Lakes and Hippodrome are compactly located within a few hundred steps of one another. The 20th Century Theatre and the Lafayette, key houses of other chains that stretch into the city's many thriving community business districts and its wealthy suburbs, are located a few blocks farther south, the former on Main street; the latter in Lafayette Square, a block from Main. Each has 3,000 seats.

In addition to spacious community houses throughout neighborhood areas, three of which have been built within the last few years, the city also boasts downtown the new Midtown Theatre, featuring foreign releases; the Mercury, first run and revival house, and the Vogue, formerly Telenews, which now features "old and important" films.

Pearl and Franklin streets made up a "hop-skip-and-jump" Filmrow. Several exchanges are now housed in new buildings. Others plan new headquarters when building materials become available.

Buffalo's Variety Club has become one of the city's best known charitable organizations and recently instituted a Sister Kenny infantile paralysis clinic. Exhibitors and distributors are equally represented on the membership rolls, making for wholesome cooperation and a common aim.

HISTORY of the motion picture here dates back to 1894 when all Buffalo flocked to "Edisonia Hall," a basement room in Ellicott Square, where the late Mitchell and Moe Mark had a combined phonograph parlor and a kind of museum of electrical curiosities including the X-ray machine, cameras, phonographs and the kinetoscope wherein one could see Annie Oakley, Buffalo Bill and various anonymous contortionists and strong men displaying inhuman agility.

Two years later, Edison had perfected the "vitascope," which was a grown up kinetoscope with less vibration, and the little theatre became "Edisonia and Vitascope Hall," one of the earliest permanently located and exclusively motion picture exhibitions in the country.

The first picture play shown was "Miss Jerry," depicting the adventures of a girl reporter, a theme with which the industry is not yet satiated, a half century later.

A. C. Hayman, owner of the Strand and Cataract theatres at Niagara Falls, who died a few months ago, was an actor in and helped direct "The Great Train Robbery," the first picture with a story in motion picture history.

IT WAS about this time that Mike Shea sensed the potentialities of the new medium and film shorts began to appear at Shea's Garden Theatre, a vaudeville house in Pearl street, near Niagara street. The new wonder of the age was represented at the Pan-American exposition here in 1901 in Lubin's Cineograph—admission a dime.

The booth was located approximately at the corner of what is now Elmwood and Amherst. The Lubin projector is on exhibition at the Buffalo Historical society.

The society also owns the film showing the parade that opened the Pan-American but its state of disintegration will not permit it to be copied or projected, according to society officials.

Al Becker of the Becker Theatre Supply Co. believes he was the first man to operate a projection machine in Buffalo. It was at the Garden.

Recollections of the ingenuity demanded of showmen in those days still disturb Becker's dreams.

"To give the illusion of dimensions to the early films, we had a boy continually pouring water on the screen," he said. "The moisture seemed to improve the clarity of the images."

This novel operation was developed in the Pullman car which Shea stationed on the east side of Main street, between Swan and Seneca, to show pictures.

Becker said the first news event photographed by motion picture cameras for wide distribution was President McKinley's funeral, also here in Buffalo. Early producers often staged events and then advertised them as representing the real-life happening "in counterpart," Becker recalls. This was done with the Corbett-Fitzsimmons fight, with brawny freight-handlers enacting the roles of the fighters.

TWENTY YEARS after New York City's peep show machines had first been opened to the public in a little converted shoe store on Broadway near 27th, the Buffalo proprietor of the little Ellicott Square kinetoscope parlor—Mitchell Mark—opened the first million-dollar motion picture theatre in the country—the Strand in New York.

Also in 1914, Buffalonians got their first show house designed and built especially for films—Shea's Hippodrome. The Hipp stands today, except for modern screen and projecting equipment, the same as it was then. It is used chiefly as a moveover house for product from the Buffalo and Great Lakes. Occasionally, the Hipp gets a "brand new bill."

Previous downtown theatres, such as the Strand and the Palace and yes, the Bijou Dream, all within the area of Main and North

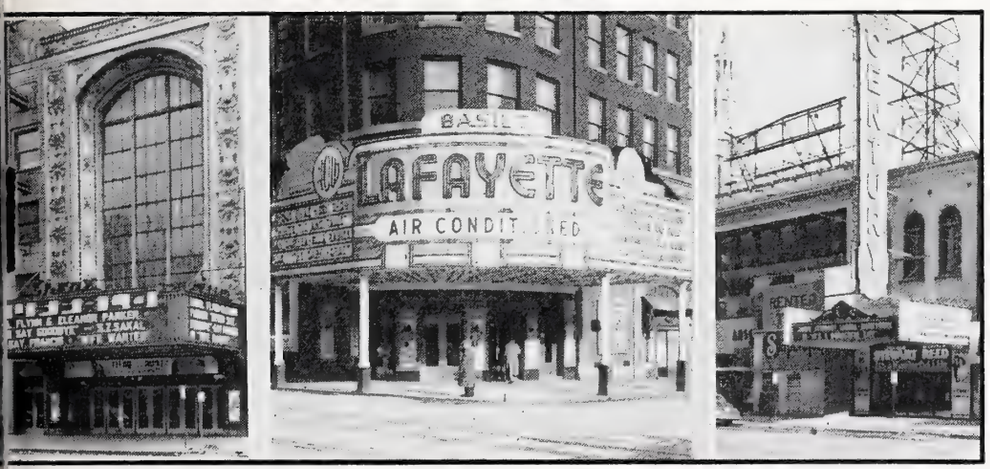
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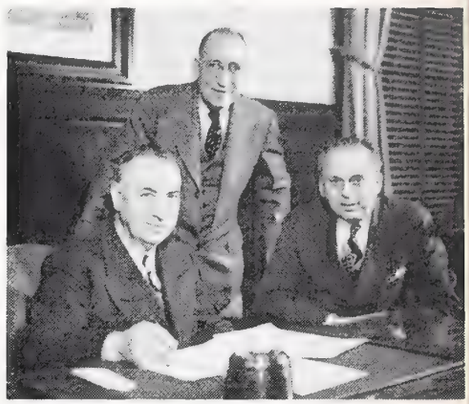
Buffalo's Exhibitors and Their Theatres





THEATRES DIPSON
(Left to right)
Richard T. Kemper
Andrew Gibson
George Kokakouras
William Dipson (seated)





BASIL THEATRES
Gus Basil
William Grey
George McKenna

Here is a group of Buffalo's outstanding theatres—Shea's Buffalo which has 3,489 seats and is the ace house of the circuit; Shea's Great Lakes, 3,000-seater; Shea's Hippodrome, 2,100 seats and Shea's Teck, which is a complete remodeling job of an old legitimate theatre; Basil's Lafayette with its new canopy, a 3,000-seat theatre; Basil's Colvin Theatre, the area's newest house; the 3,000-seat Twentieth Century Theatre, and Basil's Colvin Theatre which is a leading neighborhood house. Altogether, Buffalo has 68 theatres, 12 of which have over 1,500 seats.



BUFFALO THEATRE, INC.
Vincent R. McFaul
Circuit President





BUFFALO THEATRE
Carl Rincen
Managing Director

TWENTIETH CENTURY THEATRE
Robert Murphy
Managing Director



GREAT LAKES THEATRE
William Wright (R)
George Mason, Manager



TECK THEATRE
Robert Dame
Manager





HIPPODROME THEATRE
George Simon (R)
Ass't Manager
Eddie Miller
Manager

FILMROWS OF AMERICA (Continued)



Here are some of the executives in distribution on Buffalo's Filmrow: Left to right—Jerry Spandau, branch manager for Universal; Howard Minsky, former branch manager, with William A. Graham who is the acting manager at 20th Century-Fox; Edward Catlin, Warners branch manager; Margaret Crean and Esther Timmerman, and John Bykowski, booker, at United Artists; and Dave Miller, district manager for Universal, who had his first job with that company in 1920 as a salesman in Cleveland.



LEFT: At Columbia's exchange, Phil Fox, branch manager, meets with Anne Zimmerman, his secretary; Barbara Hartman, the cashier; and Charles Harter, booker; CENTER: Jack Goldstein (left), branch manager for National Screen Service, with Sam Geffen, salesman; (RIGHT) Leon Herman, Republic's branch manager, with a bevy of feminine assistants, Alice Wouk, Rita Bogart, Harriett Hauser, Catherine Turano, the booker, and Joan Perry—from all indications a very happy family group.

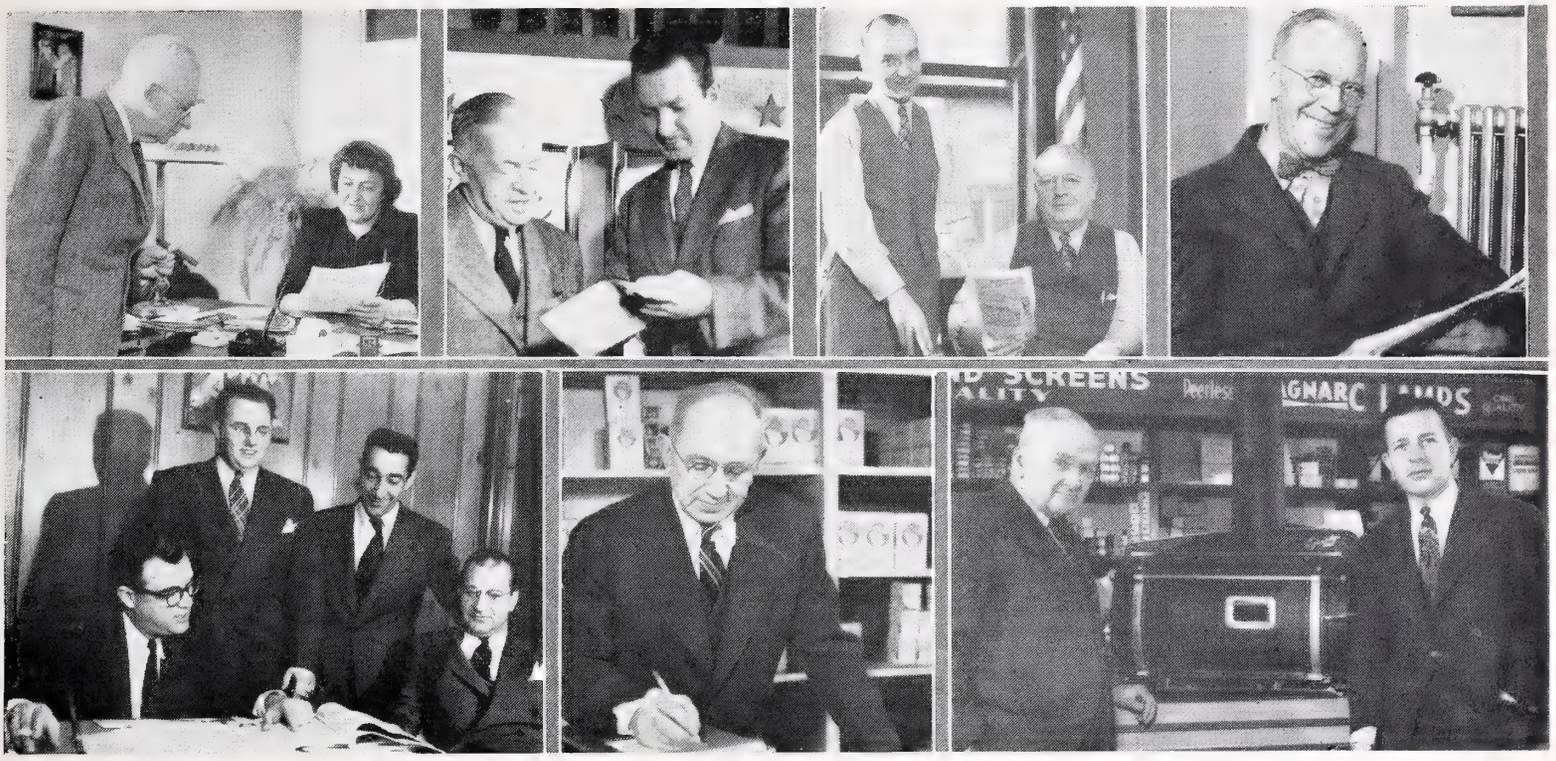


LEFT: A group conference at RKO (left to right), Arnold Febry, office manager; Elmer Lux, branch manager; Sara Weil, booker; Bud McDonough, booker; Al Weider, exploiteer; CENTER: At PRC, Julie Cage, cashier; Louis Leiser, branch manager; Margaret Collins, stenographer; Robert Clabeaux, booker, and Margaret Tarosian, stenographer; RIGHT: The Monogram staff, Harry L. Berkson, seated, the franchise holder, and standing, Howard McPherson, Buffalo-Rochester salesman; Rose Campiere, contract clerk; Florence Gibbs, Adele Krasny, cashier, and Gerald Stark, booker. Berkson is both president and manager of the Monogram district setup.



LEFT: Leo Murphy, branch manager for Film Classics, with Ruby Schweigert (left), clerk, and Audrey Wagner, booker; CENTER: A Metro-Goldwyn-Mayer trio (left to right), Gage Havens, city salesman; Jack Mundstuk, branch manager, and Marion Ryan, office manager; RIGHT: Mike Simon (left), city salesman for Paramount, with Mannie A. Brown, branch manager.

PERSONALITIES ALONG THE ROW: In the photograph at the left is a well-known exhibitor personality, Merritt Kyser, of the Aurora Theatre, East Aurora, president of the MPTO of New York, and Marian Guethe, the association secretary; next are Jerry Kavanaugh (L) and John Finley of the Twentieth Century Theatre executive staff; third from left are two of the Shea circuit publicity staffers, Eddie Meade (L) and Charles B. Taylor, and Al Sherry, veteran Filmrow figure, now a stagehand at Shea's Great Lakes.



At the left, a group of 20th Century-Fox exchange employes with Howard Minsky, former manager (L). (L to R), Richard Carroll, new office manager; Charles Mancusco, booker, and Edward L. Jauch, head booker. In the center photo is Al Becker, of the Becker Theatre Supply Co., who is said to be the first man in Buffalo to operate a projection machine. At the right are Berton Aldrich and Gerry George of the National Theatre Supply Co. force. George is the assistant manager.

(Continued from page 20)

and South Division streets, were converted stores.

The first "talkie" was shown at the Lafayette, now a key Basil house, in August, 1926. It was a film displaying the vocal talents of Metropolitan Opera stars. Shea's Court Street Theatre, since torn down and now a parking lot, had showed some "sound" pictures several years before 1926—the dialog produced by a phonograph.

The list of Buffalo's contributions to the writing and acting end of motion pictures is long: Jack Yellen, Harold Arlen, Ann Harding, Franchot Tone, Gloria Jean, Rosalind Russell, Irene Rich, Reed Herring, Clyde B. Davis, Ardis Smith, Taylor Caldwell, Lucille Ball (Jamestown), Oviatt McConnell and many others.

We might even mention here Evelyn Kimmell, with whom your Buffalo correspondent attended Lafayette high school. Evelyn, once the wife of Keenan Wynn, is now married to Van Johnson. Evelyn, however, has yet to "hit" the movies.

VINCENT R. McFaul, president and general manager of Buffalo Theatres, Inc, points out that many persons of prestige in the producing division of motion pictures have gone to the coast from Buffalo. Charles R. Rogers, independent producer, was a salesman for the Pratt & Lambert Co. here. The late Winfield Sheehan, one-time vice-president and general manager of Fox Films and a free-lance producer before his recent death, was a Buffalo reporter. He made a film biography of Eddie Rickenbacker.

The late Pat Powers, one-time head of Universal Films, was successively an ironworker and a policeman in Buffalo before he combined selling bicycles and talking machines with distributing films.

Leon Schlesinger was manager of the Palace when it was a film house. The Palace still shows pictures, but the big draw is burlesque. The Palace is now operated by Dewey Michaels, current leader of the Variety Club, who also manages the Mercury Theatre. Today, Schlesinger produces the musical cartoons Merrie Melodies and Looney Tunes for Warner Bros.

Adolph Deutsch, general musical director for Warner Bros., was a Buffalo house musician 30 years ago. Fred L. Metzler, business manager for 20th-Fox, learned distribution methods in our home town.

But to return to current things, theatre building got under way again soon after the war. Shea's Teck, construction of which was held up by WPB during the war, was rushed to completion. Basil Bros. completed their new Colvin at Kenmore City Line. The Midtown sprung up on Main street, across from Shea's Buffalo.

Then there was Basil's Apollo on Jefferson avenue and Dipson's Amherst in the new University Plaza shopping district at Main street City Line, near the University of Buffalo and the thriving suburb of Amherst.

Besides being on the international border of Canada and the United States, Niagara river being spanned by the Peace bridge here and by other bridges at Niagara Falls, Buffalo is one of the most cosmopolitan cities in the United States. It has half a million Poles, a liberal spattering of Italians and a fairly large Negro population. Buffalo is strongly Catholic, but predominantly Protestant.

The Buffalo exchange territory extends all the way to Syracuse, Binghampton, Olean and throughout the southern tier. Some exchanges take in Albany. Others include Rome, Watertown, Jamestown and Westfield. In the immediate area are Lackawanna, Kenmore, Tonawanda, Hamburg, Cheektowaga, West Seneca, Hamburg, Orchard Park, East Aurora, Lockport, the Falls, Eden, North Collins, Gowanda and Cattaraugus, Batavia, Clarence, Lancaster and Depew.

WHILE Buffalo's population in 1940 was listed at 575,000 persons, in six years it has grown to nearly 600,000. More than 800,000 live in the metropolitan area.

In the field of organization, besides Variety, is the strong Buffalo unit of the Motion Picture Theatre Owners of New York state. Exhibition business is excellent, the boom of the war days seeming to hang on. War industries have departed, but not one "white elephant" has been left. The huge Cheektowaga plant of Curtiss-Wright has been taken over by Westinghouse Electric for motor manufacture. At Buffalo Arms, they are manufacturing automatic pin spotters. Bell Aircraft is manufacturing helicopters at its huge plant. The Kenmore Curtiss plant is being used by Western Electric. Things are looking up.

Photos for BOXOFFICE by Harry Kaufman. Cover photo of downtown Buffalo, courtesy of Buffalo Courier-Express.



The ladies run the business at the Pam-O-Film exchange. Eleanor Paradeis (R) is the branch manager; Hilda Greenauer (L), the secretary, and Rose Robert, the shipper and inspector.

Men and Events

By JAMES M. JERAULD

Arbitration

SOME lawyers have raised this question in varying forms: "How can you arbitrate under rules laid down in the consent decree—even with the stay granted by Justice Reed—when the Dec. 31, 1946, decree superseded the consent decree?

A distinguished counsel connected with the industry litigation says the answer to this question will depend on the mental attitude of the man who asks it. A litigious mind, he says, can think of a number of technical objections; on the other hand a man who wants to settle a dispute with as much informality as possible and without court delays can ask for arbitration. There is no compulsion involved. He asks for it—presumably with the intention of abiding by the decision.

Other parties who come in as respondents do so with the same mental attitude. If they want to battle the thing out in the courts, they can do so.

This same lawyer makes a very interesting point at this juncture.

"Remember," he said, "that arbitration has been a slow growth in every line of business. Only the film business has an appeals board. It has become so generally accepted as a desirable element of business life that it has spread into many foreign countries. Distinguished jurists favor it, so, when a man tries to upset an arbitration award after he has participated in the arbitration, he has two strikes called on him before he starts testifying. Challenging the impartiality of an arbitrator is rarely successful, because the arbitrators have been carefully chosen.

* * *

Legislative Juggling

EXHIBITOR committees planning opposition to tax and other legislation can do themselves a favor by hiring a lawyer who knows the parliamentary tricks available to legislatures. The New York ad censorship bill was killed when somebody offered an amendment so late in the session that it was impossible to get it through the senate after the house had acted on it.

In New Jersey a very shrewd group of South Jersey legislators, acting in behalf of the Atlantic City delegation, rushed an admission tax measure through the assembly, as the lower house is known, and banged it through the senate under suspension of the rules in the face of a statewide advertising campaign organized by all exhibitors.

Then a surprise was sprung. Four assemblymen said they were not present when the vote was taken and two others said they had voted in the negative and had been recorded in the affirmative. Governor Driscoll began an investigation. He is expected to veto the measure. If an attempt to get the bill rushed through both branches a second time in the adjournment melee, it is quite likely a number of legislators, who are now hearing from their constituents, will oppose it.

All the action on the bill to date has been with absolutely no debate and with no public hearing by a committee.

* * *

Supreme Court Speed

IT MAY BE of interest to relate that Supreme Court Justice Reed moved so fast that some of the major company attorneys gasped last week. The Department of Justice had intimated it would ask for hearings on its objections on the form of two stay orders submitted by the companies. And the lawyers seemed to expect this hearing would be granted late in the week.

The telephone strike slowed communications, of course.

Early in the afternoon of Monday BOXOFFICE phoned to some attorneys and company executives that the order had been signed. They were frankly amazed.

Then they discovered a few days later that Justice Reed had included a provision saying the defendants had to file their appeal papers with the clerk of the court by May 20, as the stays would not apply to any company failing to do this. This doesn't leave much time for hair-splitting.

Printing of the documents, which are to go before the court, may take all summer. Then, on the other hand, Justice Reed might say: "Submit photostats!"

* * *

Friendly Gesture

THE Fox Theatre in Philadelphia, on its opening day of "Carnival in Costa Rica," April 4, took an inch of space three columns wide at the bottom of its newspaper ads to congratulate the Arcadia and Pix theatres on the showing of Samuel Goldwyn's "The Best Years of Our Lives."

The "Best Years" ad, also three-columns wide, was directly beneath the Fox Theatre ad—a very unusual beau geste for this business.

* * *

Newsreel Competition

NOT MUCH has been heard of late about the Eastman Kodak apparatus which uses heated chemicals in minute quantities and dries film in 15 seconds with the use of electronic tubes, but it's still around and it may suddenly come into public view by furnishing practically instantaneous news event coverage for television stations.

The American Broadcasting Co. took pictures by plane of a coast guard cutter making a test rescue at sea, 70 miles from Philadelphia by air. Seventy minutes later the pictures were telecast by means of film from the Philco station in Philadelphia.

Under current practice these pictures would reach the screens of theatres about a week later.

The newsreel companies are not asleep. As soon as it becomes possible to transmit instantaneously developed news pictures from one city to another by air or coaxial cables it is safe to predict that newsreels in theatres will be as fresh and up-to-the-minute as the pictures on television sets in nearby homes. And some of the things they cover may have immediate boxoffice value, if advertised.

* * *

Ed Fay's Achievement

WHEN films first burst onto the public consciousness in vacant stores and dilapidated halls they inherited the public antipathy to the shady traveling carnivals of that era. The upstart entertainment medium was not considered respectable.

Edward M. Fay of Providence was already a prominent showman in other lines when films took hold. He and his brothers had a well-known orchestra and were the proprietors of a famous band. They also had a dance hall of unquestioned distinction outside of Providence.

Some of their friends in the legitimate theatre and vaudeville fields raised an eyebrow, or two, when they went in for films, but this didn't last long.

Fay, who will be honored on his golden anniversary April 21, by industry leaders, the governor of Rhode Island and leading state officials and the mayor of Providence and his cabinet, is a distinguished figure in his home state and elsewhere. He has probably done as much as any other man in this business to build up the prestige of the motion picture industry.

* * *

Television Tests

IN the April 12 issue of BOXOFFICE there was a very interesting article on the results of an audience survey made by the Balaban & Katz television station in Chicago.

Remote pickup shows, particularly sports, were most popular. Live shows rated 30 per cent and films 20 per cent.

As in television surveys made in other parts of the country, there is no indication of the age of the films used in the television programs. Most of the television programs this writer has seen included films that 16mm enthusiasts tolerate at home because they can't get anything better.

This feature of television programs can improve only when the telecasters make their own films or reach an agreement with the film industry to have them made.

What Is Showmanship?

MINNEAPOLIS — The Minnesota Amusement Co. is holding a contest among its managers for the best definition of showmanship. The winner will receive a $25 cash prize. The definition must be in 250 words or less. Judges of entries will be Harry B. French, Charles W. Winchell, C. W. Perrine and John A. Branton.

Uprichard May Be Tired Of That 'Open the Door'

Vancouver, B. C.—Jack Uprichard, veteran doorman at the downtown Orpheum here, is retiring and will make his home in Victoria, where he has purchased property.

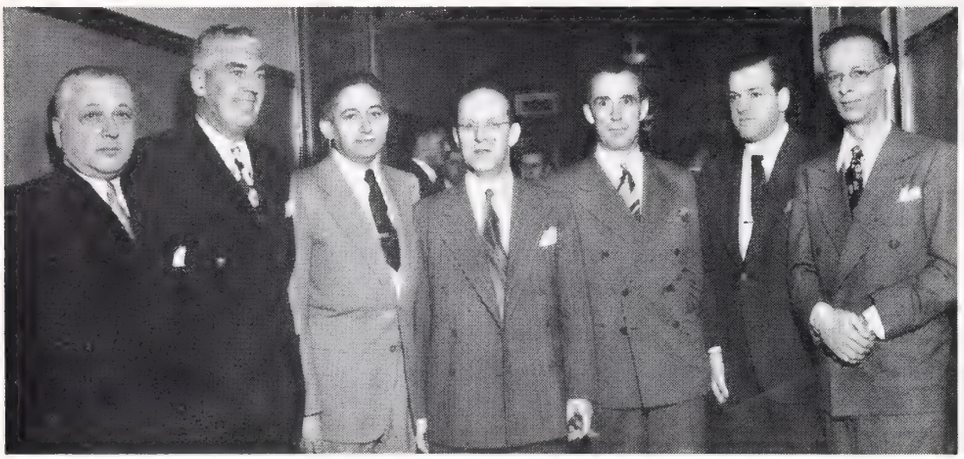
there are 11,359 cities
in the United States but
there's only one

NEW ORLEANS



and it's coming your way from UA

Need Ballyhoo Stimulant, Scully Tells Field Men



Seen in the above photo are Universal-International's field and home office promotion departments at a two-day meeting at the Hotel Astor, New York, last week. Executives who led the discussions were, left to right: Fred Meyers, eastern division sales manager; William A. Scully, vice-president and general sales manager; Maurice A. Bergman, eastern advertising and publicity director; C. J. Feldman, western division sales manager; A. J. O'Keefe, assistant general sales manager; Al Horwits, eastern publicity manager, and Henry A. Linet, eastern advertising manager.

NEW YORK—Distributors can obtain the extra revenue needed to meet advancing production costs only by developing closer contact with theatre managers in exploitation campaigns, William A. Scully, U-I vice-president and general sales head, told company home office and field promotion staffs. Addressing a two-day meeting at the Hotel Astor, Scully urged distributors and exhibitors to get back to the tried and true methods of traditional ballyhoo to sell pictures.

Maurice A. Bergman, eastern advertising and publicity director, presided at the meeting. He announced the appointment of Charles Simonelli as special publicity coordinator with the field exploitation staffs. Simonelli also will continue as director of special events under Al Horwits, eastern publicity manager.

Other speakers included A. J. O'Keefe, assistant general sales manager; C. J. Feldman, western division sales manager; Fred Meyers, eastern division sales head; James J. Jordan, manager of the contract, playdate and sales department, and Horwits.

Scully told the group the company is trying to gain new audiences, "particularly younger people, and also is trying to get certain elements of the population which are not ordinarily motion-picture-minded." He said that every key city is entitled to the same type of promotions to sell pictures as are used in launching films in New York.

U-I's exploitation plans include "packaging" exploitation plans outlined at the home office for use in the field.

Horwits outlined the company's new publicity service, which will forward special material, stills and layouts directly to the field men.

To Reissue 'Dillinger'

HOLLYWOOD—"Dillinger," top grosser in the history of Monogram, will be reissued this summer, President Steve Broidy has decided. Re-release is set to follow first Chicago showing at Oriental and Biograph theatres May 29.

Outline Sales Plans For U-I Executives

NEW YORK—Selling plans for "The Egg and I" and other new product were discussed at a two-day meeting of U-I district sales heads, division managers and home office executives at the home office Saturday and Sunday (April 19-20). William A. Scully, vice-president and general sales manager, presided.

Selling plans were outlined for "Time Out of Mind," "Buck Privates Come Home," "Odd Man Out," "Great Expectations," "Stairway to Heaven," "Ivy," "Brute Force," "Something in the Wind," "Slave Girl," "Secret Beyond the Door," "Singapore," "The Lost Moment," "My Heart Goes Crazy" and "Pirates of Monterey."

District sales heads present included Foster M. Blake, Los Angeles; Pete T. Dana, Cleveland; Joseph E. Garrison, St. Louis; Mannie M. Gottlieb, Chicago; Ed Heiber, Kansas City; Dave Miller, Buffalo; Barney Rose, San Francisco, Peter F. Rosian, Cincinnati, and John J. Scully, Boston. Among division heads were Fred Meyers, eastern; C. J. Feldman, western; F. J. A. McCarthy, southern and Canadian. The home office was represented by A. J. O'Keefe, E. T. Gomersall, Maurice A. Bergman, E. L. McEvoy, James Jordan, J. H. Huber, Ray Coyle, Frank Mooney, Milton Schneiderman, Sam Friedel, Morris Alin and Gene Kingston.

Seidelman Predicts a Great Year For U-I's Foreign Distribution

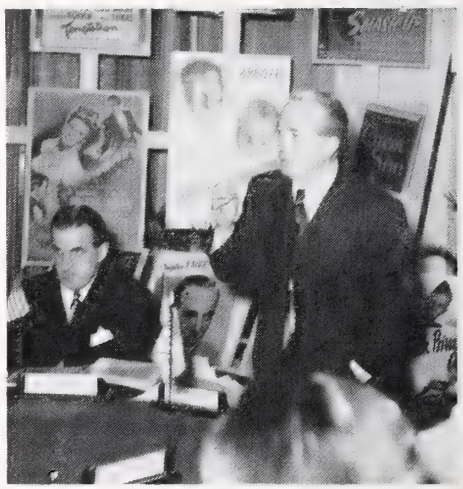
NEW YORK—"A great year of business and success for U-I product" in the overseas market was predicted by Joseph H. Seidelman, president of Universal International Films, Inc., at the company's first postwar international sales convention in Paris. Universal International Films is the foreign subsidiary of Universal-International Pictures. Delegates from France, Great Britain, Belgium, Denmark, Greece, Spain, Italy, Norway, Sweden, North Africa, Switzerland, Portugal and the Near East gathered for a week of meetings and screenings of new product not yet released overseas.

The foreign heads were brought up to date on the details of the merger of Universal and International. U-I's 16mm plans in Europe were discussed. Harry Novak, continental supervisor, also addressed the group. Al Daff, vice-president, stressed the fact that U-I has "25 pictures of top-notch quality," using top-flight stars and many stories based on best sellers.

Publicity and exploitation contests between the smaller and larger countries were held at the conference, with foreign delegates citing the work done by exploitation staffs despite material shortages. The Paris office was cited for its decoration of the convention room.

The delegates attended screenings of "The Egg and I," "Time Out of Mind," "I'll Be Yours," "Song of Scheherazade," "Buck Privates Come Home," "The Devil in the Flesh," French film, "Smash-Up," "Swell Guy" and a French dialog trailer on "Egg."

Those attending the convention included Ferdinand Rieger, manager of branch operations; Louis Foeldes, general sales head for Europe; Andre Salib, Near East supervisor; Max Mendel, Scandinavia supervisor; Joseph Denis, manager in Belgium; John Marshall, home office representative in Belgium; K. E. Joergensen, manager in Denmark; Etienne



Seidelman addressing U-I delegates.

Descombey, France supervisor; Raphael Bernard, publicity director for France; Victor Michaelides, Greece representative; Emmanuel Zama, manager in Italy; Amieto Faiola, sales manager for Italy; A. H. Haslund, Norway manager; Enrique Aguilar, general manager for Spain-Portugal; Manuel Bofill, sales head for Spain; L. Gussen, Sweden manager; A. Cosandey, Switzerland manager; Jack Sullivan, press representative for the United Kingdom; Bernard Goldman, sales head for France; Rene Delcourt, northern France supervisor; E. Hoskier, North Africa manager; Christian Cocteau, 16mm manager in France; Andree Deschryvere, Paris manager; J. Ferraud, Marseilles manager; Gabriel Armand, Bordeaux manager; N. Muccielli, Toulouse manager; Hoche Destrez, Lille manager; Christophe Goldstein, Lyons and Marc Ehmann, Strasbourg.

THE GREAT GEORGE APLEY GROWS GREATER EVERY DAY at RADIO CITY MUSIC HALL!

1st WEEK—New 20th Century-Fox Record!
2nd WEEK—Tops Record of 1st!
3rd WEEK—Tops BOTH 1st and 2nd!
4th WEEK—Matches Record 3rd!
5th WEEK—And Still Leading New York!



RONALD COLMAN
in
"The Late George Apley"

with Vanessa Brown
Richard Haydn · Charles Russell · Richard Ney
Edna Best · Mildred Natwick · Percy Waram · Nydia Westman
and Introducing PEGGY CUMMINS

Directed by JOSEPH L. MANKIEWICZ
Produced by FRED KOHLMAR

Screen Play by Philip Dunne • From the Play by John P. Marquand and George S. Kaufman
Based on the Pulitzer Prize Novel by John P. Marquand

GREAT, TOO in BOSTON · CLEVELAND · PORTLAND · ROCHESTER
LOS ANGELES · MILWAUKEE · OKLAHOMA CITY · Everywhere!

GREAT 20th Century-Fox!

Johnston Will Fight Film Bans Overseas

WASHINGTON—Eric A. Johnston, MPA president, will leave for Europe in June in an attempt to break through two "iron curtains" blocking American film imports to Europe. Johnston said the main problem is the extreme leftist attitude, principally in Russian dominated areas. He noted the Russian leaders "don't like our democratic brand of ideology" and seek either to exclude U.S. films or show only those that deal with the "seamy side" of American life.

Another problem Johnston will tackle is the attitude of some foreign government leaders that foreign exchange, instead of being spent for entertainment, should be conserved for food, machinery and other essentials.

Johnston said he has already discussed the importance of implementing American foreign policy through freer distribution of films in this country with President Truman. In Russian dominated countries, he declared, the Soviets are showing their pictures as a powerful propaganda medium. On the other hand, he pointed out, no American pictures are made "consciously or purposely" for propaganda purposes.

The MPA head stated that only few American films have been admitted to Russia since 1934, except those exhibited only in the American embassy, and that no films in "any numbers" are now getting into Romania, Hungary, Bulgaria, Yugoslavia or Poland. He cited the trade agreements most Russian "satellite" countries have with the USSR providing for a large percentage of playing time for Soviet product.

While in Europe Johnston plans to attend the Geneva Trade Conferences.

U.S. Films Gaining In Czechoslovakia

NEW YORK—American films are gaining increased playing time in Czechoslovakia, despite the Czech-Russian film deal giving close to two-thirds of the country's playing time to Soviet product, according to the Motion Picture Export Ass'n.

Since the MPEA took over distribution last October, playing time for U.S. films in Czechoslovakia has steadily increased to the point where American films are now playing simultaneously in from eight to nine of the 15 first run houses in Prague. The balance of the playing time is shared by domestic, Russian, French and British pictures. When the MPEA first took over, Hollywood pictures were playing from three to four Prague first runs.

U.S. Dominates Singapore, New Zealand Playdates

NEW YORK—U.S. films are getting most of the playing time in New Zealand and Singapore, despite government restrictions imposed in favor of British product, according to the department of commerce industrial reference service reports. Film quota laws in Singapore reserve 10 per cent of all playing in the 19 houses in the area for British pictures, but American product gets about 75 per cent of the total film revenue.

In New Zealand 310 American films were shown, against 49 English pictures between 1944-45. British playing time was expected to increase as a result of J. Arthur Rank's purchase of a half interest in a New Zealand circuit. No figures are available on the comparative playing time since the Rank purchase, the department of commerce report states.

Chaplin Parries a Hostile Group As He Holds 'Strange Interview'

NEW YORK—Charlie Chaplin last Monday submitted to what was probably the strangest interview any film star ever had encountered. He knew in advance what was going to happen. He had had ample warning from columnists and representatives of the Hearst organization.

Seventy-five correspondents arrived, and enough flashlight blubs were used to light the Statue of Liberty. So that there would be no question later as to what Chaplin had said he spoke in front of a microphone in the small ballroom of the Hotel Gotham and the questions were spoken into two portable microphones carried by representatives of Station WNEW. A recording was made.

Half the questions were definitely hostile. Several interviewers tried to trick him into an admission that he was a Communist—which he neatly denied. Others demanded to know why he had never become a citizen. A man named James W. Fay, who came in with David W. Lee, representative of The Sign, Catholic diocesan paper, arose and announced he had a series of questions. Every time he asked one he proceeded to comment on Chaplin's answers and for a few minutes it sounded like an oration by the questioner.

CLAIMS FULL AUTHORSHIP

The hostility became apparent at the start when the first questioner asked if it were true, as Hedda Hopper had stated, that Orson Welles had written the first draft of the story of "Monsieur Verdoux." Chaplin said Welles had suggested he do a story along documentary lines about Landru, the French bluebeard. Chaplin said he paid Welles $5,000 for the idea and then proceeded to write a story along his own lines. He insisted he had written "every word of it."

Somebody else, pursuing the Communist theme, asked him if he had sold "The Great Dictator" to the Soviet. He said there had been some negotiations, but these had never been completed.

One of the Hearst men inquired: "Are you a fellow traveler?"

Chaplin replied: "I have no political beliefs whatsoever. I have never voted; I have never belonged to a political party."

The questioner persisted: "Are you a Communist sympathizer?"

Chaplin answered: "During the war I sympathized with Russia because it was holding a front. In that sense I was a sympathizer."

One questioner started an argument as to why Chaplin had never voted and launched into a speech. At this point a mild-mannered man representing a well-known magazine suggested that possibly questions as to Chaplin's attitude on voting were not in "good taste." Chaplin thanked him.

When James W. Fay got warmed up to his questions and his own comments he declared that men who "had suffered on the beachheads did not approve of Chaplin's lack of patriotism."

Chaplin suggested mildly that "four-fifths of my family are American, and two of my sons suffered on a beachhead with General Patton."

Later Chaplin said his patriotism took the form of sympathy for the common men of all the world. He said the creation of this sympathy had been one of the most important elements of his pictures all his life.

A woman wanted to know if he had given up being a good comedian and intended to introduce "messages" into his future films. Another critical questioner questioned the choice of his characterization in "Monsieur Verdoux."

He said he felt it was important to understand crime and criminals.

Even the atomic bomb was dragged in, and Chaplin was asked what he thought should be done about it. He refused to answer.

In defense of his introduction of "messages" into films, he said: "As one gets older one is not satisfied to go along with the same old thing. It is one of my indulgencies."

He said he would be busy all summer on subjects connected with the reorganization of United Artists. He refused to predict in what way it would be reorganized. In the fall, he said, he hopes to resume work on a comedy he has in mind.

No matter what line the questioning took somebody tried to bring it back to the subject of Communism.

MUM ON POLITICAL VIEWS

Somebody said he had once heard that Chaplin wanted to portray Napoleon. He said he couldn't do this because Napoleon was a dictator.

Immediately one of the interviewers asked: "Do you consider Stalin a dictator?"

Chaplin replied that he did not want to discuss politics, and that he had not made Napoleon into a picture because he was a "ruthless" dictator.

At this point a questioner who felt some sympathy for Chaplin suggested that many of the questions were "public blackmail."

Chaplin said, also in reply to questions, that when he had first talked about the story of "Verdoux" he had been advised not to make it, but that when he showed the completed script to Joseph Breen of the Production Code Administration it had been approved without change.

"It's an adult picture," Chaplin commented.

E-L to Train Ex-GIs for Distribution

NEW YORK — Eagle-Lion will launch a training program for ex-GIs to develop personnel in the distribution field, according to Robert R. Young, largest stockholder in Pathe Industries which controls E-L. Actual operation of the veterans' training program will be under the guidance of Arthur B. Krim, E-L president, and A. W. Schwalberg, vice-president in charge of distribution.

"We feel," Young said, "that this new plan which opens the industry to so many newcomers must inevitably result in bringing to the field an enormous complement of new brains, new ideas, new talents and new enthusiasms."

Schwalberg, who was responsible for Warner Bros. sales indoctrination course while he was vice-president and supervisor of exchanges, said that the plan calls for selection of trainees locally in all parts of the U.S. by E-L representatives. "Trainees will be chosen solely on the basis of intelligence, character and ambition," according to Schwalberg. "All men selected will be routed through every department in the sales division, spending several weeks in each, so that, by the time they are through, they will have a combination of theoretical training and practical experience in putting this knowledge to work," he said.



U-I's "The Egg and I" has them saying ♪♪ Sunny-Side Up! ♪♪

KANSAS CITY
Uptown
Esquire
Fairway
All-time Sunday house record smashed!

DETROIT
Fox
Doubled previous Universal top grosser!

LOS ANGELES
Bruin
United Artists
Ritz
Carthay Circle
Studio
Iris
Six theatres combined for day-and-date opening to take care of crowds!

INDIANAPOLIS
Keith's
All day line. Thousands turned away—but coming back!

CINCINNATI
Keith's
Nothing like it in the history of the theatre. Topped everything!

CALIFORNIA
SANTA ANA
Broadway
RIVERSIDE
De Anza
Biggest holiday business in years!

LOUISVILLE
National
Even a hail-storm couldn't stop a new house-record!

OKLAHOMA CITY
Home
A new high mark to shoot at. Terrific!

LONG BEACH, Cal.
West Coast Crest
The theatres weren't big enough to hold crowds!

TORONTO
Uptown
SRO for every performance!

ST. PETERSBURG, Fla.
Playhouse
Turned them away all day long!

Watch the scramble to see....

UNIVERSAL-INTERNATIONAL presents
Claudette COLBERT Fred MacMURRAY
in BETTY MacDONALD'S
"The EGG and I"
with MARJORIE MAIN
LOUISE ALLBRITTON PERCY KILBRIDE
BILLY HOUSE RICHARD LONG

From the Best-Selling Book by Betty MacDonald

Produced and Written for the Screen by CHESTER ERSKINE and FRED F. FINKLEHOFFE Directed by CHESTER ERSKINE A UNIVERSAL-INTERNATIONAL PICTURE

Hollywood Report

By IVAN SPEAR

Enterprise Schedules Two: Boyer and Ginger Rogers

Charles Boyer who for years has been the passion of countless femme fans—and nearly as many amateur impersonators—now is going to have one of his own. He has inked a contract to make another feature for Enterprise to be titled "The Passion of Eugene Aram," from the public-domain classic by Edward Bulwer Lytton, prolific British author of another generation. Ladislas Fodor has been set to adapt the book. Story is based upon the trial of Eugene Aram which took place in Yorkshire, England, in 1759. A noted scholar, Aram had become a recluse after having been an accessory to a murder during his youth.

From a comparably time-honored literary font comes the inspiration for another newie on the rapidly growing Enterprise production slate. The studio has optioned an original story by Jack Briggs, based on Robert Browning's poem, "Pippa Passes." Briggs worked out a romantic theme from the poem and has registered both the title and story. It appears probable that Ginger Rogers, Briggs' wife, will play the starring feminine role.

Toll's 'Blonde Savage' To Be Made for PRC

So numerous have they become that advent of still another independent producer is far from a press-stopping piece of Hollywood news. But when the newcomer filmmaker is a former tradepaperman the tidbit is accorded an added fillip. In fact, it becomes almost one of those man-bites-dog situations. This time it's Ensign Productions which will make films—one, at least—for PRC distribution. Ensign is headed by Lionel Toll, recently discharged from the army and formerly editor and publisher of the Independent Film Journal.

Toll's first picture will be "Blonde Savage," a story of piracy played against a jungle background. Charles Marion is doing the screenplay from an original by Gordon Bache.

Three New Story Properties Bought in Week by MGM

Mighty Metro continues to make suckers out of the railbirds who for the past several months have been prattling about an impending drastic curtailment of production activities at the Culver City film bazaar. Recently L. B. Mayer, the lot's head man, issued a lengthy lineup of pictures which he promised, definitely, will be made during the next year; and the studio continues to add new properties to its slate—no less than three of them within a week.

First, Leo acquired the screen rights to "Quarter for an Angel," by I. A. R. Wylie, which will run as a short story in the Woman's Home Companion. Edwin Knopf has been set to produce the yarn which treats with the romance and tribulations of an ex-service man attending college under the GI Bill of Rights.

The same Authoress I. A. R. Wylie figures in another of the studio's newies. Tentatively titled "Children's Village," it will tell the story of the children's village in Switzerland where war orphans of several European nationalities are being cared for by a group of Swiss philanthropists. The film will be based on a novel to be written by Miss Wylie who will leave soon to live in the children's village which is at Trogen, Switzerland, while writing her story.

To dramatize the mounting juvenile delinquency problems, MGM scheduled also "Born Bad," to be produced by Robert Lord from an original story by Sid Boehm.

Banner Week for Authors In Sale of New Yarns

Other studios seemed eager to match the pace set by MGM in the purchase of new material and resultantly the story merchants had another banner week.



HAL WALLIS

Hal Wallis who makes profit-sharing features for Paramount, bought "Sorry, Wrong Number," which was a radio spine-tingler on the CBS Suspense program. The chiller to be based thereon will be directed and co-produced by Anatole Litvak. A screenplay already has been prepared by Lucille Fletcher, who did the original air story . . . Republic dug into its herring barrel for the wherewithal to buy a pair of yarns. "Defense Rests," an original by Bradbury Foote, was purchased and assigned to Stephen Auer to produce, his initial assignment under his new status of associate producer. It is a yarn about a trial lawyer who tries to give up his career when he finds it isn't bringing him happiness, and is almost prevented from doing so by the criminal whom he has been defending. The second acquisition was "The Miracle of Charlie Dakin," also an original and penned by Charles Larson. Assigned to Alfred Santell for production, the story is a melodrama of hatred and murder . . . RKO Radio purchased "Mr. Whiskers," an original screen story by Erwin Gelsey and has assigned Leopold Atlas to prepare the script for early production by the Sid Rogell unit. Theron Warth will produce . . . First Monogram starring vehicle for Roddy McDowall, recently signed to term contract by Lindsley Parsons Productions, was set with the purchase of "Return to Yesteryear," original story by George W. Sayre. Author has also been signed to do the screenplay . . . Sol Siegel, a comparatively new producer at 20th-Fox, received his second assignment when the studio bought screen rights to the Henry Helseth novel, "The Chair for Martin Rome" . . . Ronald Reagan and Alexis Smith will be co-starred in "Sunburst," an original story just acquired by Warner. It was written by Dietrich V. Hanneken and Aleck Block. Ranald MacDougall will produce from a screenplay by Ruth Brooks.



SOME REAL PLUGGING — Veronica Lake, Paramount star, tacks a sign on the side of a mail truck at the start of the cancer drive in New York as New York Postmaster Albert Goldman assists. Scene is in front of the city's main post office.

E-L's 'Clementine' Lead Set for Gene Raymond

Gene Raymond is going to have one, and only one, more try at acting before he plunges headlong into a new career, that of directing pictures. He has gone on the dotted line at Eagle-Lion for a topline in "Clementine" (and if that ain't poetry . . .) after which thespic chore he will foreswear greasepaint forevermore, he says . . . Gladys George has been picked by MGM to team with Wallace Beery in "Alias a Gentleman" . . . Macdonald Carey has been assigned the co-starring role with Betty Hutton in Paramount's "Dream Girl" . . . Helping Toughguy Alan Ladd whisper in the same studio's "Whispering Smith" will be Robert Preston, Fay Holden, William Demarest, and Donald Crisp . . . Also at the Marathon street celluloid bazaar, Melvyn Douglas was signed to co-star with Phyllis Calvert in "My Own True Love" . . . Charlotte Greenwood drew a starring role in Republic's "Driftwood."

Jacques Tourneau Signed To Long-Term RKO Pact

RKO Radio has signed Director Jacques Tourneau to a new long-term contract . . . At the same Gower street studio, Robert Wise has been set to direct "Bodyguard," an original story by George W. George and Robert B. Altman which Sid Rogell will produce . . . Vera Caspary, she who penned the novel "Laura," has been inked by 20th Century-Fox to do the screen treatment for the John Klempner yarn, "Letter to Five Wives." Sam Engel produces . . . Eve Ettinger, Columbia story editor, has asked for and received her release, effective May 1, after 14 years with the outfit . . . Also at the Columbia film foundry, Max Nosseck was signed by Sharecropper Sam Katzman to direct "The Prince of Thieves," based on a novel by Alexandre Dumas, which Katzman will produce in Cinecolor . . . Alex Gottlieb will produce "Romance in High C," a musical comedy with a South American background, for Michael Curtiz Productions at Warner, while, at the same studio, Peter Godfrey is set to direct "That Hagen Girl."

McCarey Plans 'Good Sam' Starring Gary Cooper

Switching his production plans, Leo McCarey of Rainbow Productions, which releases through RKO Radio, temporarily has sidetracked his "Adam and Eve" to give clear sailing to "Good Sam," which he hopes to have before the cameras by July 1. At the same time McCarey signed Gary Cooper to portray "Sam," a small town professional do-gooder whose efforts to help others keep him constantly behind the nine ball—in Hollywood, it's already too crowded behind the eight ball.

Washington Report

By LEE GARLING

ROBERT L. WRIGHT, government attorney, said this week that he does not think the Department of Justice will exercise strict enforcement of the industry antitrust suit until a final order has been handed down by the U.S. supreme court.

Wright believes that it would be a waste of time to check the several different practices ordered by the court, because he thinks the high court will reverse the New York court's decision.

Meanwhile, Abram F. Myers, Allied States board chairman and general counsel, warns distributors that they are still violating the law if any "monopoly" is found in their operations. Despite the fact that final litigation is almost over, the findings of the lower court will hold until a later decision.

For instance, an exhibitor can sue for damages regardless of whether the practice indulged in is a direct antitrust violation or not. All this decree enforcement may alert the distributor.

* * *

THE COMMERCE DEPARTMENT has been collecting statistics on the increasing revenue from chewing gum, candy machines and cigarets.

There has been a gradual increase in the vending machine grosses during the past ten years. New, modern and economic vending machines are now on the production lines, and it is considered an easy way to make "side money."

Most theatres have several vending machines in use today. They are maintained by a serving company with the theatre getting a cut of the gross. According to Commerce department figures, it is cheaper in the long run for the exhibitor to buy his own vending machines and stock them.

* * *

TO STOP THE MOUNTING number of construction projects which are unauthorized by the National Housing Expediter, that agency has started a complete investigation of building permits issued by local city governments. Violations carry fines, and the work must be suspended.

Under existing rules, only authorized construction may be commenced.

To appeal a decision of a local Civilian Production administration ruling on a permit to remodel or build a new theatre, the papers are now to be directed to the new compliance section located at Temporary Building I in Washington.

* * *

WILLIAM H. PAYNE, local attorney, told the house and senate committee on the District of Columbia that Washington should have "no" taxes without adequate representation.

Speaking for the American Legion, Payne asserted that the veterans group is opposed to any type of handout which appears unfavorable to the welfare of the veteran. To tax sales and amusements would be a serious mistake, Payne declared.

* * *

THE WAR ASSETS administration reports that there is no more surplus government photographic equipment available for sale. Very little commercial equipment, such as projectors and cameras, were placed on the market to begin with.

Government film production units in the armed forces and at the Department of Agriculture absorbed all of the surplus projection equipment, raw film, and other materials.

The few surplus projection machines were in the 16mm size, and long ago have been sold.

* * *

FLOYDE E. BROOKER of the U S. Office of Education told the Washington Film Council last week of government plans to cooperate with the Motion Picture Ass'n in its educational film program.

His topic was "Current Trends in Educational Film Production." Brooker pledged USOE support to the MPA campaign to provide more and better educational films.

* * *

IT IS AND IT ISN'T. That's all you'll hear about the house un-American activities committee and its plans to make a trip to the coast and investigate Communism in motion pictures. Chances are, as we have said time and again, the committee will never leave Washington on such a mission. Too many other things in its plans, despite almost daily rumors to the contrary.

* * *

WENDELL BERGE, retired assistant attorney general, will be honored at a testimonial dinner at the Hotel Statler on May 3. Leon Henderson is chairman of the dinner committee.

Berge, active in the pending industry antitrust case, resigned effective May 1 to enter private law practice.

* * *

TOUGH SLEDDING for American films is the case in Romania, according to Nathan D. Golden of the Commerce department. Only a few, approximately 40, pictures have reached that nation lately, and they are U.S. Information old release films. The market is good in normal times, however.

With the change this week in the Finnish government, there is a good chance that existing barriers imposed upon American films there will be lifted. The Finns have maintained what has appeared to be a "nationalistic film monopoly." It has been protested by the industry.

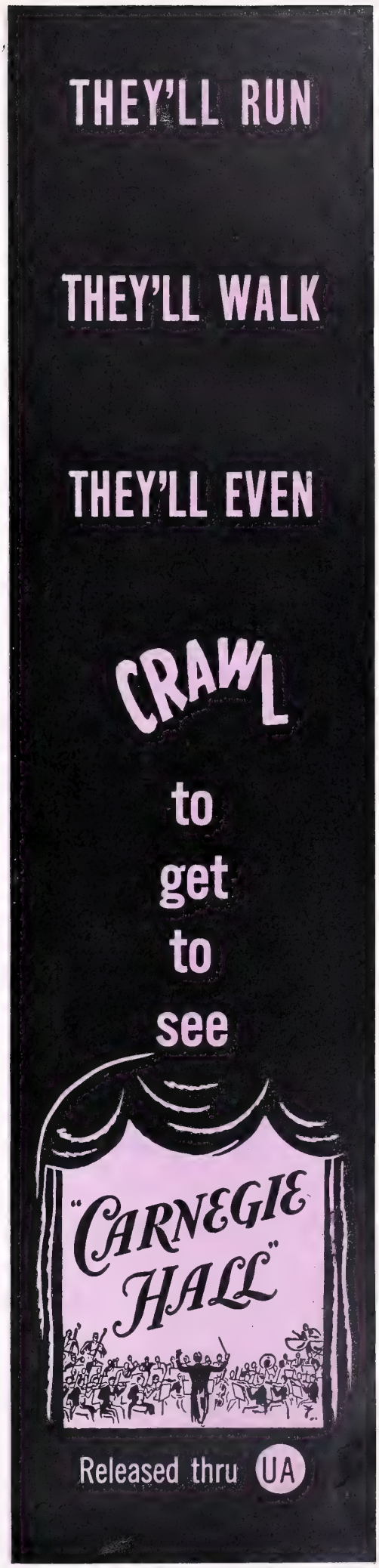
Propose Agency to Clear Shooting in New York

NEW YORK—George Sanders, city commissioner of commerce, will suggest to Mayor O'Dwyer the formation of an agency to clear applications to film location shots in city streets, parks, public buildings, etc. Sanders said the city wants to do everything possible to "encourage film production in New York." He also advocates that this agency be used to eliminate the "red tape" producers encounter when they apply for permission to shoot outdoor scenes within the city limits.

Sanders discussed the problem with a committee of industry spokesmen, including Sol Scappa, IATSE; Steve Fitzgibbons, 20th-Fox; Harold Lewis, RKO Pathe, and Judge McGuire, municipal labor conciliator.

Columbia Dividend

NEW YORK—Directors of Columbia Pictures Corp. declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock, payable May 15, 1947, to stockholders of record on May 1.



BOXOFFICE BAROMETER

First Run Reports

As a further development of the percentage method of reporting picture grosses (originated by BOXOFFICE in 1928), this chart shows the records made by pictures in five or more key city engagements. As other runs are reported, ratings will be added and averages changed.



Top Hit of the Week

*The Best Years of Our Lives—
Detroit 175

Computed in terms of percentage in relation to normal grosses. With 100 per cent as "normal," the figures show the percentage above or below that mark.	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DES MOINES	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MILWAUKEE	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
Affairs of Geraldine (Rep)	100	100				90	100	100	100				100		100							99
Alias Mr. Twilight (Col)	100					100				90	85	100	95	100						100	95	96
***Best Years of Our Lives, The** (RKO)	200	200	200	300		200	500		175		325		175	250		180		210	310	600	250	272
Blind Spot (Col)		100	115						100		100	90		90				160			80	104
Blondie Knows Best (Col)	100	90		150		100	100		115	90	100	75	95	90	100		100		110		85	100
California (Para)	190	137		150	100	140	165	110	120	85	185	225		190	150	125	145		110	130	160	145
Crime Doctor's Manhunt (Col)	75	100	100			105			115	115	85		90	100	100		100			100	90	98
Flight to Nowhere (SG)	100		115				100		100					90	100		95	100		100	75	98
I'll Be Yours (U-I)	120	100	120	150	80		117	90	115	85	90	125	115	90		100			75	120	80	104
Lady Chaser (PRC)	110		100			100	100		90	85			100				100				70	95
Little Miss Big (U-I)	100	100	100			100	100		100	95	100		100	90	100		100		100		100	99
Locket, The (RKO)	130	120	120		60		115	100			105	175	120	130		110		160		135	80	119
Lone Wolf in Mexico, The (Col)	100	90	100			100	100		100		100	100	100	100						175	75	103
Mask of Diijon, The (PRC)						100	100		110	100											100	102
Millie's Daughter (Col)	100			80							100	100						150				106
Mr. District Attorney (Col)			135	80					90			125	110	120	100	100		100		120		108
My Favorite Brunette (Para)	175	114	145		95	135	150		130		150	195		165		110		180	120		160	145
Mysterious Mr. Valentine, The (Rep)						100	100		100	95			100	90	100		100			100	100	99
'Neath Canadian Skies (SG)						100	77				125		100				110			100	100	102
Nocturne (RKO)	140	134	125	130	70	90	130		115	90	100	175	95	110	85	125	115	140	70	140	100	114
Nora Prentiss (WB)	130	113	120		80		117	95	105	100	100	200	115	150	150	115	90	190	75	120	80	118
Perfect Marriage, The (Para)	150	112	120	80	110		110		90	90	110		100	125	145	80	100	120		110	90	108
Plainsman and the Lady (Rep)	100			130		125	120	95	90	100	100		100	100	100	97	100	100		100	70	102
Pursued (WB)		88	125	140	100			95			100	175	120		135	120		180	100	120		123
Red House, The (UA)			140	120					100	105	110	175		100		130				190		130
Return of Monte Cristo, The (Col)	110	90	130	80	70		120	90	100	95	95	175	95	100	130	100			45	140	140	106
Secret of the Whistler (Col)	100		115			100		110	100	100	100	100	100	100	100				95	100	75	100
Shadowed (Col)		100				105			100	100	100	80	100	100	100					100	100	99
Shocking Miss Pilgrim, The (20-Fox)	180	71	140	180	150		120	95	110		120	200	100	140	93	130	95	150		120	90	127
Singin' in the Corn (Col)	100	100				80		100	90		110		100	100			100			100	70	95
So Dark the Night (Col)	100	90				110		100			100	100	100	100	100	100	100		100	100	100	100
Song of Scheherazade (U-I)		150	125	250								175	110			125		110		175	160	153
Stallion Road (WB)											100	175	130	125		105		170				134
Strange Journey (20th-Fox)	100	100							140	95			100		93					100	90	102
Sweetheart of Sigma Chi (Mono)	120		100	140					100		90	100			85		105	130				108
That Way With Women (WB)					60						95				85	98		130				94
Trail Street (RKO)			115					125			125					106	135					121
Traffic in Crime (Rep)						100			120			110	100	90						100	100	103
Truth About Murder, The (RKO)	100	100	100			100	100	90	100	90	100	90	100	90	100	100	90			150	80	99
Under Nevada Skies (Rep)						105			100		120	70			100		110				110	102
Vacation in Reno (RKO)	100	100	100				100	100	100	90	90		100	110	100					120	100	101

*Playing at advanced admission scales.

'Duel' into 300 Theatres For the Week of May 7

NEW YORK—David O. Selznick's "Duel in the Sun" will open in 300 key city simultaneous engagements the week of May 7 on the east and west coasts. The picture will play day and date at the Capitol Theatre and 37 Loew's houses in New York.

On the coast the picture will play in 150 houses in the Los Angeles and San Francisco exchange areas. Robert M. Gillham, eastern advertising and publicity director for Vanguard and SRO, and Claud Morris, exploitation manager, are in Dallas to line up the campaign for openings in the southwest territory.

'Great Expectations' Leads Review Board Selections

NEW YORK—"Great Expectations," U-I release, has been given a starred rating by the National Board of Review in its weekly guide to selected pictures as a "picture especially worth seeing." The board reviewer called the film "no mere translation of Dickens' novel," and said it is "wholly a movie—with suspense and terror, heartbreak and joy." The picture was given a family rating.

FROM THE FILES OF

20 Years Ago

PARAMOUNT has determined to discard all past methods of developing new stars and in the future will concentrate its energies in developing the best prospective material within the organization. In April of each year, according to Jesse Lasky, from four to six Paramount junior stars will be chosen. Selections will be made after a close study of the younger players who have distinguished themselves in the company's pictures during the previous 12 months.

* * *

First National Pictures, with its press sheet for "The Tender Hour," with Billie Dove and Ben Lyon, just off the presses, begins its new department of exhibitor service—institutional advertisements. First National executives believe that practically every theatre in the land has some feature in connection with it which will attract possible patrons if they are told about it. When money has been spent for the comfort of patrons, they should be informed. A number of small advertisements are included in each press sheet, which emphasizes some service, attraction or comfort of the theatre, along with the heralding of the next booking.

* * *

"Don Juan," Warner Bros. extended run picture, starring John Barrymore, closed its engagement at the Warner Theatre last week by achieving the longest record of any Barrymore picture ever produced. For 36 weeks the production played to capacity audiences, was seen by over 700,000 persons and with upwards of $1,000,000 gross income at the boxoffice. The film will now be released to exhibitors throughout the country.

* * *

The National Theatre Supply Co. is now issuing a combination house organ and catalog each month, cal'ed "National Pink Sheet." In addition to the usual discussion of equipment material, it contains equipment news and doings of the industry throughout the country.

In the Newsreels

Movietone News, No. 65: Volcano in Iceland erupts after 100 years silence; Greece pays homage to King George in Athens funeral; Henry Ford—pioneer of auto industry dead at 83; U.S. navy observes 47th birthday of first submarine; famous Dionne five are bridesmaids at brother's wedding; Babe Ruth takes job to help boys playing baseball; deer that damaged farm crop are chased by plane.

News of the Day, No. 263: Death of Henry Ford—film glimpses of an amazing career; De Gaulle sees France with U.S. against tyranny; Truman meets film chiefs; man who stole bus; Dionne quints at first wedding; Leo Durocher suspended in big baseball sensation; submarines on parade; Greeks mourn king.

Paramount News, No. 66: Babe Ruth gets new job; five famous bridesmaids; Truman praises film industry's foreign program; nation pays tribute to "Silent Service"; Henry Ford—1863-1947; sports—Durocher of Dodgers suspended.

Pathe News, No. 68: Athens mourns dead king; Asians meet in National congress; Henry Ford dead at 83; errant bus reaches goal; De Gaulle at Strassbourg.

Universal News, No. 29: Henry Ford dies at 83; submarine's anniversary; last rites for Greek king; Dionne wedding; mule day in Tennessee; penguins from Arctic; sports.

•

Movietone News, No. 66: Europe's terrific winter climaxed by wild floods; atomic commission confirmed after senate battle; film highlights of world news—Korean riots, midwest tornado, Treasure Island fire, new navy helicopter; sports.

News of the Day, No. 264: Million dollar fire sweeps navy base on Treasure Isle; five-minute Oklahoma tornado kills scores—injures 1,000; rampaging ice in Vistula destroys villages; 100,000 Koreans in rioting; U.N. homesite consecrated in New York; Paris roller derby; navy boxers.

Paramount News, No. 67: San Francisco—five million dollar fire on Treasure Island; people in the eyes of the world—atomic commission gets down to work; Britain hears Wallace; riots in Korea; Annapolis—navy juniors swap leather; ice packs smash bridges in spring thaw.

Pathe News, No. 69: Wallace in London; fire on crowd in Korea; Lilienthal takes over atom; mark death of F.D.R.; Treasure Island fire; Robinson becomes a Dodger; Polish floods smash bridges.

Universal News, No. 30: Bridges topple and crash into ice jammed rivers as spring floods sweep Poland; mass rioting in Korean capital; 150 die in Oklahoma tornado; five million dollar blaze sweeps San Francisco's Treasure Island; navy tests new ten-place transport helicopter; 14th century spectacle re-enacted at Florence, Italy; living statue gymnasts perform at Paris; small fry—one punch boxing match.

•

All American News, Vol. 5, No. 234: Chicago fire, through carelessness, destroys a fashionable Chicago home. . . this points up a moral; girl students at Tuskegee get a lesson in how to convert a navy uniform into an attractive and stylish two-piece suit; Missouri's educational landmark—that aptly describes staid and dignified Lincoln university; second century of life started by H. L. Hall, 108; North Little Rock, famed Shorter college not only teaches the regular courses but also conducts a special school where religion is taught; ". . . Smile for the cameraman"—and they do; ROTC takes part in Army day celebrations.

All-Negro Musical Set For Release by Astor

NEW YORK—"Ebony Parade," an all-Negro musical starring Cab Calloway, Count Basie, the Mills Brothers, Mantan Moreland and Day, Dawn and Dusk, has been completed by Astor Pictures and will be released on a nationwide basis, according to R. M. Savini, president.

Skouras, Silverstone Due

NEW YORK—Spyros Skouras, 20th-Fox president, and Murray Silverstone, head of 20th-Fox Int'l, are expected at the home office at the end of the month from their tour of Latin America. Skouras and Silverstone will stop off at Trinidad, Puerto Rica and Cuba en route to New York.

'Paradise' to Film Rights

NEW YORK—Film Rights Int'l, Ltd., has acquired distribution rights throughout the U.S. for "Children of Paradise." The French film has completed its tenth week at the Ambassador Theatre here.



Knew How to Buy Ticket And Became Manager

C. M. Garrett, manager of the Yandell Theatre at El Paso, has held that position since December 1 of last year, when the former manager resigned. The theatre had opened early in October.

"All I knew about picture business was how to buy a ticket," writes Garrett. "Now I am learning the hard way. My wife helps me run the show, as does my brother-in-law, who owns it. You see I have another job in a power plant and can't be at the theatre all the time, so it takes all of us."

Garrett lists such hobbies as hunting, fishing, photography and flying and says of the exhibitor's major problem today: "In my case, having to wait so long after the first run."



THE Exhibitor Has His Say ABOUT PICTURES

One star after a picture report denotes an exhibitor who has only started contributing to the department, two stars designate a contributor who has been sending in reports from six months to a year, and three stars are for those of veteran standing, from one to many years. When a contributor attains the three-star standing, he may expect a token of our appreciation. Everybody welcome

COLUMBIA

Texas Panhandle (Col)—Charles Starrett, Tex Harding, Nannette Parks. Here is another rootin', tootin', shootin' western that pleased everyone. We believe that Columbia is making better westerns than Republic, and with Gene Autry going over to Columbia, it should be a happy day for the exhibitors. Keep up the good work, Columbia, but please don't put Roy Rogers under contract, as we pay too much for him already. Played Fri., Sat. Weather: Very good.—Dinkle & Lemaster, Ken Theatre, Raceland Ky. Rural and small town patronage. *

Thrill of Brazil (Col)—Evelyn Keyes, Keenan Wynn, Ann Miller. Here's a good little musical that is jam-full of comedy. I think it would stand up well on a midweek most places. I made a deal with the high school band to put on a 30-minute performance at each show. School was dismissed for morning and afternoon matinees if they had tickets. The result was that we had capacity performances from 10 in the morning until 9:30 at night. We took in more in one day than any three-day showing, with the exception of "Bells of St. Mary's." The band got half the money for equipment. I got half for my bank account. It's a good deal and it pleased the school authorities as well as the kids. Played Tuesday. Weather: Good.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. * *

Walls Came Tumbling Down, The (Col)—Lee Bowman, Marguerite Chapman, Edgar Buchanan. I didn't pay much for this and I didn't take in much. There were no walkouts and no complaints, but I suppose the few people who came to see it had nothing better to do and didn't mind what was on the screen. This is a program picture—don't play it alone if you want to make money. Played Wed., Thurs. Weather: Mild.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

METRO-GOLDWYN-MAYER

Gallant Bess (MGM)—Marshall Thompson, George Tobias, Clem Bevans. Even the tough guys almost shed tears on this one. I would recommend this wonderful attraction for any situation. Played Wed., Thurs. Weather: Rain. —James C. Balkcom, Gray Theatre, Gray, Ga. Small town patronage. * * *

Three Wise Fools (MGM)—Margaret O'Brien, Lionel Barrymore, Thomas Mitchell. There were four—not three—when you count me in. This particular piece of tripe had pixies and fairies (the kind that live in trees) and the entire proceedings were painful, from the walkouts to the boxoffice tally. Leave it lie, brother. Weather Fair. Played Sunday.—W. F. Shelton, Louisburg Theatre, Louisburg, N. C. Small town patronage. * *

Undercurrent (MGM)—Katharine Hepburn, Robert Taylor, Robert Mitchum. A suspenseful mystery drama with the usual top MGM production. Hepburn's performance will help re-establish the popularity she had been losing here on other recent pictures. Average Sun., Mon. attendance. Weather: Fair.—Chase Bros., Sokokis Theatre, Limerick, Me. Rural and small town patronage. * *

MONOGRAM

Swing Parade of 1946 (Mono)—Gale Storm, Phil Regan, Connee Boswell. I did not see this one personally but it did average Tues., Wed. business, so I guess it was okay. The help said, "A good little musical." Played Tues., Wed. Weather: Cold.—Arthur E. Phifield, Park Theatre, South Berwick, Me. Small town patronage. * * *

Under Arizona Skies (Mono)—Johnny Mack Brown, Reno Blair, Raymond Hatton. Johnny Mack Brown's popularity is picking up here, after a very slow start. Played Fri., Sat.—James C. Balkcom, Gray Theatre, Gray, Ga. Small town patronage. * * *

PARAMOUNT

Northwest Mounted Police (Para)—Reissue. Gary Cooper, Madeleine Carroll, Paulette Goddard. This reissue should do well in any small town. Acting, story value and stars extra good. Technicolor. Played Sat., Sun., Mon. Weather: Rainy.—O. A. Fosse, Community Theatre, Ridgeway, Iowa. Small town and rural patronage. * *

Our Hearts Were Growing Up (Para)—Diana Lynn, Gail Russell, William Demarest. Fair picture that did under average business. A carnival in town didn't help us. Played Wed., Thurs. Weather: Fair.—E. B. Wacaster, Ozark Theatre, Ozark, Ark. Rural and small town patronage. * * *

Perfect Marriage, The (Para)—Loretta Young, David Niven, Eddie Albert. A fair picture but no boxoffice pull for the price paid. Played Tues., Wed. Weather: Fair.—C. V. Martina, Rialto Theatre, Albion, N. Y. Small town patronage. * *

RKO RADIO

Casanova Brown (RKO)—Gary Cooper, Teresa Wright, Frank Morgan. Business was off on this one and the customers didn't go for Gary in this type of role. It was an oldie but that didn't stop RKO from getting their top price out of it. Gary had better get back on a horse if he wants to visit Raceland any more. Played Sun., Mon. Weather: Cold and rainy.—Dinkle & Lemaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Child of Divorce (RKO)—Sharyn Moffett, Regis Toomey, Madge Meredith. A good program picture which did below average business. Played Tuesday. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Criminal Court (RKO)—Tom Conway, Martha O'Driscoll, Robert Armstrong. This is very good for a program picture and Tom Conway is capable of handling any part in a picture of any sort, especially this type. Played Thurs., Fri., Sat. Weather: Good.—Terry Axley, New Theatre, England, Ark. Rural and small town patronage. * *

First Yank Into Tokyo (RKO)—Tom Neal, Barbara Neal, Marc Cramer. An exciting picture with good acting that held audience interest until the end. Played Wed., Thurs. Weather: Cold.—D. W. Trisko, Star Theatre, Stanley, N. D. Rural patronage. *

Kid From Brooklyn, The (RKO)—Danny

(Continued on page 36)

Screen Guild's SHOWMEN'S GROUP Number 3

Adventure!
Action!
Romance!

"Buffalo Bill Rides Again"



with
RICHARD ARLEN
Jennifer HOLT · Lee SHUMWAY
Gil PATRICK

Producer, JACK SCHWARZ
Director, BERNARD B. RAY



Greed!
Gold!
Glamour!

"The Bells of San Fernando"



with
Donald WOODS · Gloria WARREN
Shirley O'HARA · Anthony WARDE

Producer, JAMES S. BURKETT
Associate Producer
RENAULT DUNCAN
Director
TERRY MORSE

Fearless!
Daring!
Roaring!



ROBERT L. LIPPERT presents

"SHOOT TO KILL"

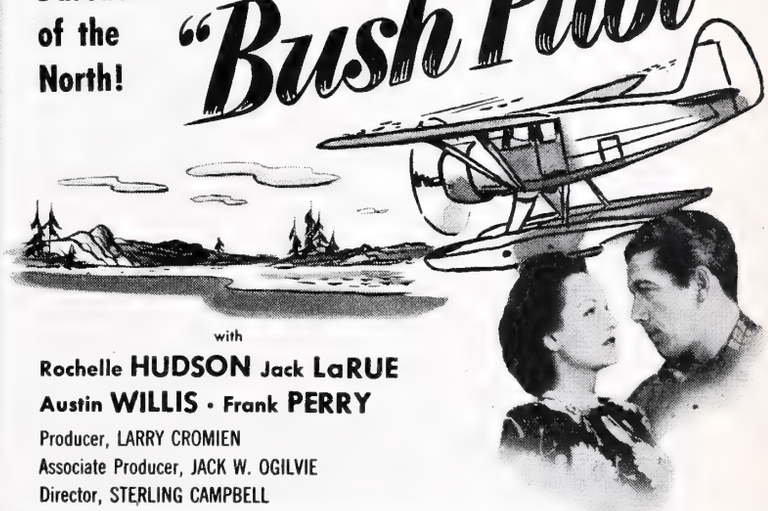


with
Russell WADE · Edmund MacDONALD
Douglas BLACKLEY · Susan WALTERS

Produced and Directed by WILLIAM BERKE

Rugged
Daredevils
of the
North!

"Bush Pilot"



with
Rochelle HUDSON Jack LaRUE
Austin WILLIS · Frank PERRY
Producer, LARRY CROMIEN
Associate Producer, JACK W. OGILVIE
Director, STERLING CAMPBELL

2 DETECTIVE ACTION STREAMLINERS



"THE HAT BOX MYSTERY" — Tom NEAL · Allen JENKINS
Pamela BLAKE · Virginia SALE

"The Case of the BABY SITTER" — Tom NEAL · Allen JENKINS
Pamela BLAKE · Virginia SALE

Executive Producer, MAURY NUNES · Produced by CARL HITTLEMAN · Directed by LAMBERT HILLYER

Distributed by SCREEN GUILD Productions, Inc.

HOME OFFICE: 346 So. La Brea, Hollywood, California
FOREIGN DEPT.: 723 7th Avenue, New York City . . . CABLE ADDRESS: Guild Film

(Advertisement)

NEWS BRIEFS from HYGIENIC CORNER

HOME of 'MOM and DAD'



by MARGE

SOME PEOPLE were simply born lucky! Take Charlie Deckman, Hygienic's roving "Meet the People" ace, advance man, agent, lecturer and all-around handy man. Last January Charlie set out with a Lincoln-and-trailer on a rambling trip for Jack and Krog. He toured the south, the southwest, all parts of Mexico, the west, up the Pacific coast and just arrived back in Ohio a few days ago. What a trip! Gals like me live our lives hopin' for a weekend in Chicago.

——"MOM AND DAD"——

HYGIENIC'S RAMBLIN' Charlie hadn't thrown his hat in the door and had time to tell his wife about the big fish he caught, before Krog wired him a new assignment. The lucky stiff! Now he gets to go to Alaska to advance the summer route opening in Ketchikan, June 9th. Advertising materials are already shipped. Charlie will follow 'em in early May.

——"MOM AND DAD"——

ALL OF HYGIENIC's "slaves" and "chair-warmers" are anxiously awaiting Krog's decision on who will play the Alaskan route. It's exciting to even think you might get to make that trip through the land of the Midnight Sun. Agent Floyd Lewis booked the Alaska route and he has written me all the dope. Floyd says it affords no new-car problems. There are no highways. The agent and unit will have to travel by boat from Seattle, and then will need make the jumps from town to town by airplane or canoes. Imagine a unit manager, lecturer, couple of nurses, four cans of film, two cots, a valance and a flock of hygiene books piled up in canoes. Those Eskimos and Indians up there will certainly have a "paddlin' job." Wish ole Marge was going along!

——"MOM AND DAD"——

IF IT doesn't pay to advertise, as some exhibitors would have us believe, we're sure headin' for bankruptcy, or somethin'. The agents rolled in some powerful big contracts this week and Lewis Sutton, our director of printing, is turning grey-headed. One booking calls for a grand total of 449,000 tabloids —420,000 for local distribution and 29,000 for mailings. This theatre also gets 2,000 jumbos and 2,000 small cards, 50 nice big 24-sheets, 200 sixes and 600 threes. All this, plus newspaper, radio, front, etc., totals up to a $24,500 campaign. We suppose as soon as the engagement is over some old biddy will 'phone the theatre manager and ask him, "When is 'Mom and Dad' coming, sir?" It never fails to happen.

——"MOM AND DAD"——

HYGIENIC's new home offices are nearing the completion stage. If you want to see folks move—and things roll—you should stop in some time. Ford's production line never rolled out V-8s like the mail and express trucks roll down our driveways. If they're not comin'—they're goin'—or gettin' out of the other guy's way. Incidentally we have more pictures in the makin' . . . or have I already told you?

——"MOM AND DAD"——

FORMER HYGIENIC "slaves" D. F. McCrosky, Larry Trace and Louise Edminston, after a few months with our organization, learned so much about roadshow business, they've put in with Paul Bramlett of Kewanee, Ill., and are starting their own show. Good luck, alumni!—MARGE.

EXHIBITORS—BOOK IT NOW!
The World's Most Amazing Attraction
MOM and DAD
All-Star HOLLYWOOD CAST
ELLIOT FORBES—IN PERSON—JESSE OWENS
WORLD-WIDE DISTRIBUTORS
HYGIENIC PRODUCTIONS
HOME OFFICES—HYGIENE BLDG.—WILMINGTON, OHIO
BRANCHES: LOS ANGELES—CLEVELAND—TORONTO—MEXICO CITY

(Continued from page 34)

Kaye, Virginia Mayo, Vera-Ellen. This is a wonderful picture for any situation at any time, but due to an epidemic of flu and to heavy snowstorms, we took a beating at the boxoffice. Played Sun., Mon., Tues.—Wayne Stebbins, Saranac Theatre, Saranac, Mich. Small town patronage. ★★★

Kid From Brooklyn, The (RKO)—Danny Kaye, Virginia Mayo, Vera-Ellen. This picture should do well. We opened up well but a blizzard got us down the second night. Played Mon., Tues.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. ★★★

Locket, The (RKO)—Laraine Day, Brian Aherne, Robert Mitchum. The boxoffice did not justify this as a percentage picture, but those who came were well satisfied. The photography was outstanding. Played Sun., Mon. Weather: Fair.—Chase Bros., Sokokis Theatre, Limerick, Me. Rural and small town patronage. ★★

Make Mine Music (RKO)—Disney, with talents of Nelson Eddy, Dinah Shore, Benny Goodman. I played this a little late and after "Song of the South" to pretty good business on a double bill. Played Thurs., Fri. Weather: Cold.—C. V. Martina, Rialto Theatre, Albion, N. Y. Small town patronage. ★★

Princess and the Pirate, The (RKO)—Bob Hope, Virginia Mayo. This is a good film for a family feature. Ours is a last run neighborhood house, so it just got around to us. Sunday was very good, Monday business was fair.—C. M. Garrett, Yandell Theatre, El Paso, Tex. Neighborhood patronage. ★

San Quentin (RKO)—Lawrence Tierney, Barton MacLane, Marion Carr. Here is a good "Crime Does Not Pay." I played this three days and by the last night I could not hold all the crowd. Very well liked. It's a prison picture and all that, but a good one is liked—so bill it as "Crime Does Not Pay" and you will do your city some good. Played Fri., Sat. Weather: Good.—L. E. Burkey, Ritz Theatre, Deshler, Neb. Factory and rural patronage. ★★★

Sister Kenny (RKO)—Rosalind Russell, Alexander Knox, Dean Jagger. Played with a horse picture from Universal, "Wild Beauty," to smash Thurs., Fri. business. Played Thurs., Fri. Weather: Fair.—C. V. Martina, Rialto Theatre, Albion, N. Y. Small town patronage. ★★

Tomorrow Is Forever (RKO)—Claudette Colbert, Orson Welles, George Brent. This is an oldie but we did all right on business and the customers were well pleased. Weather: Fair. Played Thursday and Friday.—W. F. Shelton, Louisburg Theatre, Louisburg, N. C. Rural and small town patronage. ★★

REPUBLIC

Bells of Rosarita (Rep)—Roy Rogers, George "Gabby" Hayes, Dale Evans. An extra good Rogers picture to very good business. The trailer on this one especially good. An extra good supporting cast on this one. A sure-fire small town show. Played Thurs., Fri. Weather: Fair and cold.—Arthur E. Phifield, Park Theatre, South Berwick, Me. Small town patronage. ★★★

Catman of Paris (Rep)—Carl Esmond, Lenore Aubert, Douglass Dumbrille. Not liked by our audience, and many walkouts. The children were scared to stay. Played Fri., Sat. Weather: Fair.—E. B. Wacaster, Ozark Theatre, Ozark, Ark. Rural and small town patronage. ★★★

Gay Blades (Rep)—Allan Lane, Jean Rogers, Edward Ashley. Okay for program with fanfare. They seemed satisfied. Played Fri., Sat. Weather: Cold.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. ★★★

Heldorado (Rep)—Roy Rogers, Dale Evans, George "Gabby" Hayes. A good western with

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music which pleased on Fri., Sat. and did good business. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ★★★

Heldorado (Rep)—Roy Rogers, Dale Evans, Gabby Hayes. Average Rogers picture that did all right at the boxoffice and pleased the customers both big and little. Weather: Fair. Played Mon., Tues.—W. F. Shelton, Louisburg Theatre, Louisburg, N. C. Rural and small town patronage. ★★

My Pal Trigger (Rep)—Roy Rogers, George "Gabby" Hayes, Dale Evans. This is the best Rogers to date. Doubled with "Moon Over Montana" (Mono), which made an excellent bill. Played to regular Saturday business.—Leroy C. Smith, Ren-Roy Theatre, Greenup, Ky. Rural and small town patronage. ★★

20th CENTURY-FOX

Bowery, The (20th-Fox)—Reissue. Wallace Beery, George Raft, Fay Wray. Another good revival. The people knew it was old and some had seen it before but still liked it. A good picture for a small town that likes a little comedy and drama in the same picture. Played Mon., Tues. Weather: Rainy.—Joe Drury, Wells Theatre, St. Marys, Ga. Small town and rural patronage. ★★

Do You Love Me (20th-Fox)—Maureen O'Hara, Dick Haymes, Harry James. This type of picture cleans up before it gets around to small towns like mine. Pictures featuring name bands are not for us. In Technicolor. Checked all three nights. Played Sat., Sun., Mon. Weather: Cold.—O. A. Fosse, Community Theatre, Ridgeway, Iowa. Small town and rural patronage. ★★

Home Sweet Homicide (20th-Fox)—Peggy Ann Garner, Randolph Scott, Lynn Bari. Good comedy murder mystery—the kid stars stole the picture. Enjoyed by all who saw it. Played Mon., Tues. Weather: Cold.—Joe R. Hayworth, Playhouse Theatre, Pink Hill, N. C. Small town patronage. ★

UNITED ARTISTS

Caesar and Cleopatra (UA)—Claude Rains, Vivien Leigh, Stewart Granger. While small town exhibitors from coast to coast continue to castigate it, I will venture to opine this was one of the best pictures produced in the last five years, but not, of course, from the

(Continued on page 38)

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BAGS—Kraft, ¾-lb. size (3x2x7 3/4)—10,000 per bale	1.50M	10%	1.35M
BAGS—Kraft, 10c size (3¾x2¼x9)—6,000 per bale	1.65M	10%	1.49M
BAGS—Kraft, 10c size—Johnny Boy red stripe—6,000 per bale	2.20M	10%	1.98M
BAGS—5c glassine—12,000 to case (3x1 3/4x6¾)	1.98M	10%	1.79M
BAGS—10c glassine— 8,000 to case, ¾-lb. (3½x1 3/4x7 3/4)	2.88M	10%	2.60M
BAGS— 1 lb. glassine (3½x2¼x7¾)	2.79M	10%	2.52M
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standpoint of grass-roots turnstiles. A mimeographed newspaper brought an excellent matinee crowd, but then a vicious few began their propaganda and business nosedived. Comments were split, so I think the prestige gained among the "upper crust" was worth the scowls from the others. The film was not hard to understand; I suppose we can paraphrase Cleopatra's speech and say that it wasn't that the picture was so very clever, but that the audience was so very stupid. Some stopped on their way out to compliment me, so that eased the ulcers. Played Sun., Mon. Weather: Rainy.—Gray Barker, Pictureland Theatre, Glenville, W. Va. Rural, small town and college patronage. * * *

Little Iodine (UA)—Jo Ann Marlowe, Hobart Cavanaugh, Irene Ryan. Excellent family-type comedy, of which more are needed. Doubled this with Zane Grey's western, "Sunset Pass" (RKO) to above average midweek patronage. Played Wednesday. Weather: Fair.—Chase Bros., Sokokis Theatre, Limerick, Me. Rural and small town patronage. * *

UNIVERSAL-INTERNATIONAL

Black Angel (U-I)—Dan Duryea, June Vincent, Peter Lorre. Even with the aid of Edward G. Robinson and Joan Bennett, Dan Duryea never drew in above average business and this is no exception. A good show but no draw. Played Tues., Wed. Weather: Warm.—Ralph Raspa, State Theatre, Rivesville, W. Va. Rural patronage. * * *

Temptation (U-I)—Merle Oberon, George Brent, Charles Korvin. We got a reasonable price on this Merle Oberon. After playing it to only a faithful few, I know the reason. Played Tues., Wed. Weather: Fair.—Gray Barker, Pictureland Theatre, Glenville, W. Va. Rural, small town and college patronage. * * *

WARNER BROS.

Night and Day (WB)—Cary Grant, Alexis Smith, Jane Wyman. This is just for the large towns. People in small towns just do not go for this sort of thing—the story jumps around too much so that it's hard to keep up with. Beautiful Technicolor. Played Sun., Mon. Weather: Cold.—James E. Davis, Rialto Theatre, Bennington, Okla. Rural and small town patronage. *

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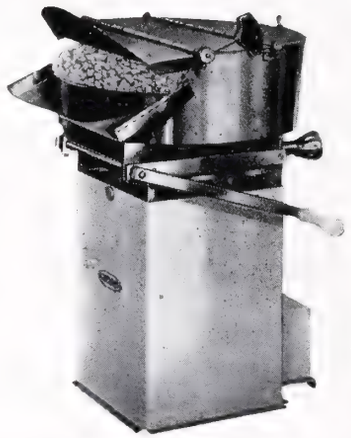
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Reade's Appeal Set In Old RKO Action

NEW YORK—The appellate division of the New York supreme court next month will hear the two-year-old suit brought by Walter Reade against RKO over the management of the Trenton-New Brunswick Theatre Co.

In 1945 Supreme Court Justice Aaron Steuer denied a motion by Reade to have the court declare illegal the contract signed by RKO, Reade and the estate of Frank V. Storrs for the operation of the jointly owned Trenton-New Brunswick circuit of 13 theatres.

Under the terms of the agreement, signed in 1942, RKO appointed two directors, and Reade and Storrs, one each. At that time RKO held, as it still does, a 50 per cent interest in the circuit; Reade, 25 per cent, and Storrs, 25 per cent. During the past year Reade has acquired the Storrs holdings.

In 1944-45 Reade complained that RKO, not the four directors, actually was running the circuit.

A board of directors meeting was called in 1945 to settle this dispute. The two RKO directors voted for RKO supervision, while Reade and the Storrs representative voted for autonomous control by the directors.

With the issue deadlocked, Reade brought the matter to court. He said the contract was illegal because RKO violated a provision of corporate law in assuming the authority of the board of directors. The case was filed in New York because RKO has its headquarters in the state. Justice Steuer denied Reade's motion, but directed him to submit an amended complaint. This too was denied, but an appeal was taken. The appeal will be argued by John W. Davis, special attorney for Loew's, Inc.

The theatres involved in the action are: the Park, Highland Park; the Hamilton, Broad, Brunswick, Capitol, Lincoln, Palace, State and Trent, Trenton; and the Albany, Reade's, Rivoli and State, New Brunswick.

These are the only theatres owned in partnership by Reade. Under the terms of the antitrust decree, Reade and RKO will have to decide which circuit buys out the other's interest, so that RKO has either a five or 95 per cent investment in the theatres.

This deal must be completed by Dec. 31, 1948.

Tax Measure Is Passed Second Time in N.J.

TRENTON—The 3 per cent sales and admission tax bill covering fourth class seacoast resort cities was passed Monday (April 14) for a second time by the legislature.

The bill went through the assembly 32 to 24, and through the senate 12 to 1.

The measure had originally been passed during the week of April 7, but six members of the assembly challenged the 35 to 24 vote for the bill. They complained they had been recorded for the measure despite the fact some either were absent or voted negatively. Without their support the bill would have received 29 votes, or two less than the necessary majority.

Gov. Alfred E. Driscoll heard their complaints, and was reported ready to veto the bill unless a new vote was taken. The measure lost three votes when it was reconsidered by the assembly, but it still had one more than a majority. The senate vote was the same both times.

If signed by Governor Driscoll, the bill will permit the fourth class cities in the seacoast counties to tax admissions, cigarets, tobacco, cover charges and beach chairs at the option of local voters.

N. Y. Delegation Confers With State Tax Head

ALBANY—A delegation of New York state exhibitors conferred Thursday with Alger B. Chapman, president of the State Tax commission, regarding the 5 per cent amusement tax which cities and counties of 100,000 and over may levy July 1, agreeing to furnish the commission with statistics as to the amount of revenue the tax might produce in these situations. These are expected within the next two weeks.

The commission is now drafting local laws under the Burney bill.

The film representatives discussed quite frankly the general position of the industry in reference to the taxes, at the same time repeating their contention that the tax is quite discriminatory.

COOPERATION WITH COMMUNITIES

Robert Coyne, ATA executive director, said that no recommendations or commitments had been made, and that the commission, under the bill, will not only prepare the ordinances, but "shall likewise advise and cooperate with local officials for the purpose of effectuating uniform administration and distribution of such taxes." Chapman confirmed this statement, adding that the extent and nature of this advice could not be determined now. Smaller counties, he said, will probably ask for more advice than the larger ones.

"Theatre men can be very helpful along these lines," said Chapman, "by furnishing accurate estimates of the revenue possible in the various counties, thus assisting our research unit."

There is a possibility, too, that localities may turn to Frank Moore's state controller office for guidance.

Chapman emphasized that the commission's advice would not be "binding" in any instance.

Vending machine representatives discussed the tax situation with the state officials. A $10 tax is possible on each machine.

"TAXES A LOCAL PROPOSITION"

Again swinging to the tax problem, Chapman said:

"Tax on admissions is a natural, local imposition and the collection field should not be usurped by the federal government.

"I am not commenting on the recent extension of the 20 per cent federal levy for another year, or a budgetary situation which may be dictated, but simply believe that as a matter of policy the admissions tax should not be levied by the federal government. It is ideal for local handling."

Accompanying Coyne at the hearing were Fred Schwartz, president of the Metropolitan Theatre Owners Ass'n, New York City, and Charles A. Smakwitz, assistant zone manager of Warner Theatres, Albany.



BACK FROM COAST—Ned E. Depinet, executive vice-president of RKO; S. Barret McCormick, director of publicity and advertising, and Mrs. McCormick get back from the coast.

Campaign Against New 5% Tax Suggested in Ullman Letter

ALBANY—A vigorous campaign against the 5 per cent city and county amusement tax permitted under the Burney bill is suggested in a letter which Saul J. Ullman, upstate general manager for Fabian Theatres, has sent to his managers and other exhibitors in Troy, Albany and Schenectady. Ullman attached to his letter a list of city and town supervisors (the board of supervisors would vote the levy in a county), with their addresses and telephone numbers, and a page of ten briefly-phrased arguments against the tax. This is the first known effort in the Albany area to organize a drive against imposition of the tax.

The page contains a breakdown on theatre attendance and average admission price in Rensselaer county, which includes Troy. Troy, being under 100,000 population, cannot vote such a tax. Albany can; Schenecetady can, if it be fixed that it has a minimum of 100,000 residents.

Ullman reported that the weekly attendance at motion picture theatres of Rensselaer county is in excess of 65,000. The average admission price in the county today is 34 cents for adults and 17 cents for children.

"It is unfair to impose indirectly on this low bracket income group a tax that would be politically not feasible to impose on them directly," the memo comments, and continues: "Motion picture exhibition is a necessity in American life, not a luxury; it is the chief source of relaxation to persons of small means, and to youngsters. The discriminatory nature of the tax, affects theatres which during the war performed valuable service, as well as in the postwar period."

His communication, addressed "Dear Friend," stated that "we feel a vigorous campaign, opposed to these additional theatre taxes, demands a concentrated effort on the part of our industry to combat it." The enclosed literature, Ullman continued, should be distributed, "personally by you, and other responsible citizens, to your county supervisors."

Theatres Seek to Prevent Boosts In Wilmington Land Assessments

WILMINGTON, DEL.—Motion picture interests, especially theatres situated in the central part of town, are joining other mercantile groups in trying to stave off the possibility of increased assessments on land located in the center of town. Concerted action against the projected increase is being taken by two sections of the Chamber of Commerce: the retail merchants section, with which the theatres are affiliated, and the real estate section. Both sections in joint action urged all midtown land owners to appear before the board of assessment.

Members at the meeting declared that if the city needs additional revenue and that raising of assessments are necessary, the increases should apply generally to all real estate and not only to that in one specific district of the city.

BROADWAY

Rita Hayworth, star of Columbia's "Down to Earth," was in New York on the first of a three-month European trip in connection with the musical film. Miss Hayworth sailed April 16 aboard the U.S. Veendam for Rotterdam. She will visit Holland, Belgium, France, Italy, Switzerland and England before returning to the U.S. July 25 . . . Arthur M. Loew, president of Loew's International, returned by plane from a six-week tour of exchanges and theatres in France, Italy, England and Belgium. David Lewis, regional director for Europe, North Africa and the Near East also is back from a 12-month sojourn abroad . . . Eleanor Pollock, formerly publicity director for Wesley Ass'n, has joined Cue magazines as editor . . . Edward M. Schnitzer is expected back from Buffalo.



Rita Hayworth arriving at the Pennsylvania station in New York.

Nathan H. Juran, art director for Story Productions, is back in Hollywood designing sets for "This Side of Innocence" . . . Alfred Crown, Goldwyn's foreign sales head, is touring South America, with stops in Rio de Janeiro, Buenos Aires, Sanitago and Lima. He is due back in May . . . Ray Moon of 20th-Fox is the father of twin sons born at Le Roy sanitarium . . . Gregory Peck is in town from the coast on a brief vacation.

Ben Kalmenson wound up a tour of Warner Bros. western exchanges and a series of discussions with Jack Warner at the Burbank studio . . . Another stork note is the birth of a son to Edward J. Reilly and Mrs. Reilly. He is William O'Connell's assistant at the Paramount home office . . . Evelyn Koleman flew to Hollywood to act as godmother at the christening of Roy Rogers' son.

Albert S. Howson, scenario editor and director of censorship for Warners, will be master of ceremonies at the annual Milk and Egg league luncheon at the Astor on May 6 for the 20th consecutive year . . . Paramount's George Weltner and Clement S. Crystal are in London on the last lap of their globe-trotting survey of overseas branches.

Claire Brager, daughter of Louis R. Brager of Warners Theatres, was married at the Hampshire House to Howard M. Seifter . . . Milton Sperling and Allen Boretz, U.S. Pictures writer, are visiting Gotham . . . Charles C. Moskowitz, Loew's vice-president and treasurer, is vacationing in Miami . . . George Maurer, Jay Gove's assistant, made a brief trip to the MGM Buffalo exchange.

Albert Deane, Paramount International censorship and editing head, is back from Australia . . . Arthur Willi, RKO's eastern talent director, left on his semiannual trip to Chicago in search of new personalities.

Bob Donahue jr., RKO Pathe newsreel cameraman, is representing all the American newsreel companies on coverage of the scientific expedition to Bocayuva, Brazil, to photograph the sun in total eclipse. Bill Deeke and George Wellstead of Pathe are now climbing Mt. McKinley with Bradford Washburn, scientist.

Patricia Morison, featured in RKO's "Tarzan and the Huntress," has left for Hollywood after a Manhattan sojourn with Seymour Poe, eastern representative for Sol Lesser, producer of the Tarzan series . . . Ted Wick, radio head in the Selznick publicity department, is lining up radio ads and exploitation for the Gotham opening of "Duel" . . . Benay Venuta is in town for a one-week stand at Loew's State Theatre . . . Leon Siritzky, head of Siritzky International, Jacques Chabrier, who represents Pathe Cinema of France, are in Washington lining up foreign film houses . . . Manny Reiner, SRO's South American representative, checked in from South America for a talk with Neil Agnew . . . Louis Jourdan, French actor, and his wife arrived for a week's vacation . . . Gordon Chambers of Eastman Kodak and Clyde Keith of Western Electric are back home after outlining plans for the SMPE convention at the Drake hotel in Chicago.



Seymour Poe sees Patricia Morison off for Hollywood.

Austin C. Keough Presides At Paramount Club Meet

NEW YORK—Austin C. Keough, vice-president of Paramount in charge of legal affairs, was honorary chairman at the second of the series of "for men only" parties sponsored by the Paramount Pictures club during the week.

William J. Healy, Keough's assistant, acted as master of ceremonies, and Capt. Sam Harris, a member of the prosecution staff at the Nuremberg war trials, was guest speaker and revealed hitherto undisclosed information on the trials.

Paramount Ups Randel To N. Y. District Job

NEW YORK—Henry Randel, Paramount's New York branch head, has been promoted to New York district manager. He fills the vacancy left when Milton Kusell quit the company in 1945. Myron Sattler, sales manager at the exchange, will take over as branch manager.



HENRY RANDEL

Randel joined the company 27 years ago as a salesman in Washington, D. C. He was named New York branch head when the company combined its New York, Brooklyn and New Jersey offices in 1941. Sattler has been with Paramount since 1928 when he joined the New York exchange as booker.

Gov. Dewey Praises Ampa For 30-Year Achievement

NEW YORK—Gov. Thomas E. Dewey of New York congratulated Ampa on its 30th anniversary and praised the group for raising the standards of motion picture advertising. Ampa will observe its anniversary at a dinner-dance at the Astor hotel April 23.

In a letter to Rutgers Neilson, Ampa president, Dewey stated: "This celebration is of itself an excellent testimony to the value and influence of your organization. The sphere of that influence, while comparatively unknown to most laymen, has been a valuable factor in an industry which reaches and affects so many millions in our country, in fact throughout the world."

Film Leaders to Attend Cinema Lodge Dinner

NEW YORK—Barney Balaban, Jack Cohn, Malcolm Kingsberg, Herman Robbins, Leonard H. Goldenson, Harry Brandt, Si Fabian, Max Cohen, Sam Rinzler, Maurice A. Bergman, A. J. Balaban and other motion picture industry leaders will occupy the dais when Cinema Lodge of B'nai B'rith welcomes its new president, Robert M. Weitman, and pays tribute to its retiring president, Jack H. Levin, at a dinner at the Hotel Astor April 29.

Leading stars of stage, screen, radio and night clubs will provide the entertainment, according to Marvin Kirsch, chairman of the dinner.

Wright-Schwartz Nuptials

NEW YORK—Marjorie O. Wright, secretary to Howard Dietz, MGM vice-president and advertising and publicity head, was married to Charles Schwartz, head of Pacific Coast Film Co. Friday (April 18). Schwartz flew in from the coast for the ceremony. He is the son of the late Sam Schwartz, veteran Brooklyn exhibitor.



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Chaplin Film Strong As Broadway Slips

NEW YORK—After the expected business jump during Easter week which saw long waiting lines outside the Radio City Music Hall, the Capitol and other screen-stage show houses, grosses at the majority of Broadway's first runs went back to slightly above average.

The big excitement of the week was the invitation opening of Chaplin's "Monsieur Verdoux" at the Broadway, a former legitimate house, which was followed by good business for the picture's first week. Still drawing the crowds were "The Late George Apley" in its fourth week at the Radio City Music Hall and "The Best Years of Our Lives" in its 21st week at the Astor, while "Smash-Up," in its first week at the Capitol, and "The Two Mrs. Carrolls," in its second week at the Hollywood, also did well.

Except for the reissue of "Alexander's Ragtime Band" at the Roxy, the only new films were "Fear in the Night" at the Rialto and "The Macomber Affair" at the Globe, both weekend openings.

(Average is 100)

Astor—**The Best Years of Our Lives** (RKO), 21st wk. 123
Broadway—**Monsieur Verdoux** (UA)....125
Capitol—**Smash-Up** (U-I), plus stage show....110
Criterion—**Johnny O'Clock** (Col), 3rd wk....96
Globe—**That's My Man** (Rep), 2nd wk....95
Gotham—**Tarzan and the Huntress** (RKO), 2nd wk. 112
Hollywood—**The Two Mrs. Carrolls** (WB), 2nd wk. 112
Loew's State—**The Mighty McGurk** (MGM), plus stage show, 2nd wk....100
Palace—**Trail Street** (RKO)....106
Paramount—**My Favorite Brunette** (Para), plus stage show, 4th wk....101
Park Avenue—**Time Out of Mind** (U-I), 2nd wk. of two-a-day 100
Radio City Music Hall—**The Late George Apley** (20th-Fox), plus stage show, 4th wk....128
Rialto—**Boom Town** (MGM), reissue....95
Rivoli—**The Farmer's Daughter** (RKO), 3rd wk....110
Roxy—**Carnival in Costa Rica** (20th-Fox), plus stage show, 3rd wk....90
Strand—**Stallion Road** (WB), plus stage show, 2nd wk. 95
Victoria—**The Adventuress** (E-L), 2nd wk....98
Winter Garden—**Buck Privates Come Home** (U-I)....108

Philadelphia Show Business Experiences Slight Drop

PHILADELPHIA—Business took a slight slump following the previous week's big doings. Returns, while still good, were a little short of brilliant. Even the openings attracted less attention than usual. "Best Years of Our Lives," in its second week, and "Jolson Story," in its seventh, still drew top dollar. Openings of "Imperfect Lady" and "The Red House" received comparatively good play.

Aldine—**Smash-Up** (U-I), 2nd wk....120
Arcadia and Pix—**The Best Years of Our Lives** (RKO), 2nd wk....Both at capacity
Boyd—**Stairway to Heaven** (U-I), 3rd wk....110
Earle—**Fear in the Night** (Para), plus stage show..120
Fox—**Carnival in Costa Rica** (20th-Fox), 2nd wk...120
Goldman—**Sinbad the Sailor** (RKO), 4th wk....100
Karlton—**The Imperfect Lady** (Para)....150
Keith's—**Boomerang** (20th-Fox) 110
Mastbaum—**Stallion Road** (WB), 2nd wk....110
Stanley—**The Jolson Story** (Col), 6th wk....135
Stanton—**The Red House** (UA)....140

Buffalo Goes for 'Andy Hardy' But Other Pictures Bog Down

BUFFALO—It was a rather dull week here in cool but comfortable weather. "Love Laughs at Andy Hardy" appeared to be strongest at the Hippodrome and was headed for a moveover.

Buffalo—**It Happened in Brooklyn** (MGM)....88
Great Lakes—**My Favorite Brunette** (Para), 2nd wk. 80
Hippodrome—**Love Laughs at Andy Hardy** (MGM); **The Trap** (Mono)....108
Lafayette—**The Guilt of Janet Ames** (Col); **Blondie's Holiday** (Col)....90
Teck—**The Shocking Miss Pilgrim** (20th-Fox); **Backlash** (20th-Fox), 2nd d. t. wk....80
20th Century—**The Best Years of Our Lives** (RKO), 4th wk....90

Along New York's Filmrow

By WALTER WALDMAN

THE SECOND WEEK of the telephone strike continued to be a nuisance to out-of-town exhibitors and exchange employes alike. But it had its compensations. Theatre men who haven't been seen as often as salesmen would like to see them made their appearance on Filmrow. They came to take care of last-minute program changes and other developments normally discussed over the phone.

Harry Margolis, upstate and Long Island booker for MGM, said his visitors included Rudy Stravitz of the Colonial Theatre, Monroe, N. Y., and Mrs. Stravitz; Tom Wisner of the Oakland Theatre, Warwick, and Tom's brother, Charles, of the Playhouse Theatre, Greenwood Lake . . . Other MGM visitors were Phil Lewis of the Valley Theatre, Spring Valley; Harold Friedman of the Academy Theatre, Newburgh, and the Strand, Suffern . . . There also was Abe Schulman of the Vernon Theatre, Long Island City.

Al Mendelson, New Jersey booker for 20th-Fox, also reported an increase in exhibitor visitors. From South Plainfield, N. J., came Anthony De Sadato of the Park Theatre; Morris Spewak of the Ritz Theatre (Carteret) was another of Al's visitors . . . So was John Fiordante of the Dunellean Theatre, Dunellean, N. J.

It was a sure seasonal sign when Martin Wohlforth of the Ritz Theatre, Spring Lake, N. J., showed up on Filmrow during the week. Wohlforth operates a summer theatre, and when the bookers and salesmen see him in their offices, they know that summer cannot be far behind.

It was a big day for James V. Pisapia, manager of the College Theatre, when the house reopened last week after an eight-month shutdown for renovations . . . Borough President James Burke of Queens was on hand to wish James luck . . . Oscar Goerke, president of the College Point National bank, also was present, and had his picture taken with Burke and Pisapia . . . The theatre has been re-equipped with new sound and projection apparatus.

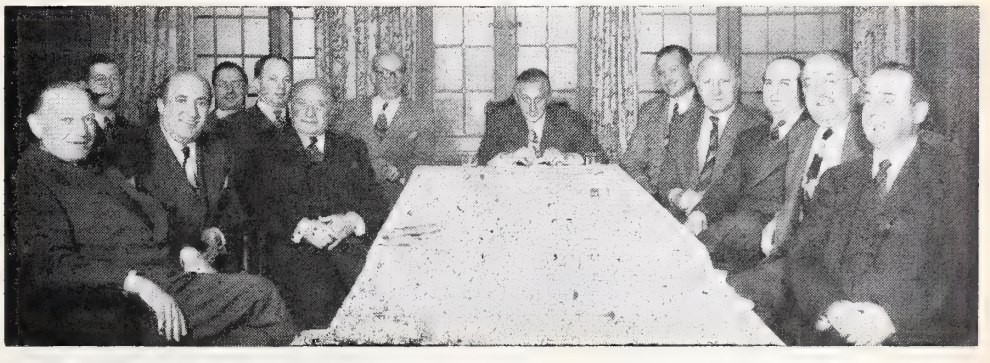
Irving Dollinger, Joseph Ornstein and Jack Meltzer of the Independent Theatres Service, which books for 26 theatres in New Jersey, are celebrating their organization's second anniversary this month . . . Louis Gold of the Rivoli Theatre, Newark, is in Miami visiting his father . . . Condolences for William Didsbury of the Didsbury Theatre, Walden, N. Y., who recently lost his mother. She was 91.

When Ray Moon, 20th-Fox branch and district manager, learned he was the father of twins last weekend, he hurriedly sent out for more cigars . . . Twins, reasoned Ray, called for two cigars, and every man in the 20th-Fox exchange received his quota . . . The boys in the exchange framed a one-sheet announcing that "Moon Productions Presents a Double Feature, Robert William and David Corbin."

There were two engagements at 20th-Fox, Rita Cohen, secretary of George Blenderman, chief booker, and Margaret Gwin of the bookkeeping department reported the happy tidings . . . There was another reason for rejoicing, too . . . The exchange received a letter from Marilyn Shaw, formerly of the contract department, who wrote from the Will Rogers Memorial hospital, Saranac Lake, that she is being discharged soon. Marilyn expects to return to work next fall.

New York City's drive against smallpox was aided during the week by Century Theatres and the Warner exchange. All employes of these organizations were vaccinated. At Century, the "operation" was performed in the offices of the employes, while at Warners, the staff gathered in the first aid room . . . "The Well-Digger's Daughter" will end a 30-week run at the Avenue Playhouse this Sunday (April 20).

Henry Randel and Irving Dashkin, co-inventors of the stub rod control box for checking boxoffice stubs, report that "prominent film industry personalities" have become franchise holders for the distribution of their invention. The box is being rented through the Stub Rod Control Corp. of America . . . Harry Brandt has ordered approximately 100 boxes for his circuit. The invention was given a month's trial at Brandt's Gotham Theatre on Broadway.



DISCUSS UJA CAMPAIGN—Progress of the campaign to raise funds for the UJA were discussed at a luncheon in the office of Barney Balaban, Paramount president, who is national chairman. Edward Kaufman, Washington, D. C., was one of the speakers, and a personal gift of $600,000 from him was discussed. Co-chairmen of the New York campaign are Matthew Fox, Billy Rose, Richard Rodgers and Emil Friedlander. Seated around the table, left to right, are: Leopold Friedman, Harry Brandt, Arthur Israel, Herman Robbins, Sam Shain, Lou Novins, Edmund Kaufman, Max Cohen, Cecil Kaufman, Barney Balaban, Matthew Fox, Jack Cohn and Malcolm Kingsberg.



INTRODUCTORY LUNCHEON—A luncheon was given by MGM at the DeWitt Clinton hotel in Albany to introduce the newly appointed branch manager, Jack Goldberg. Shown above, back table, l. to r.: Edward Susse, office manager; Jack Byrne, eastern division sales manager; Herman Ripps, district manager; Goldberg; Edgar S. Van Olinda, Times-Union; Clif Bradt, Knickerbocker News. Front table: Charles Smakwitz, Warner Bros. assistant zone manager; Floyd Fitzsimmons, MGM exploiteer; Saul Ullman, Fabian Upstate manager; Leonard Rosenthal, film buyer for Upstate Theatres; (Head only) Joe Saperstein, assistant to Ullman.

Fabian-Hellman Co. Will Promote Drive-Ins as Community Centers

ALBANY—A carefully planned and multi-sided campaign to make the Mohawk and Saratoga drive-ins community centers is being started by Leo Rosen, new assistant general manager of Fabian-Hellman Drive-Ins, Inc. Rosen aims to do with outdoor theatres what he did at Warners' Strand during five years of managership.

The first event scheduled for the Mohawk is a sportsmen's show, conducted in cooperation with the Knickerbocker News. A playground for children at the Mohawk is also on the cards. Possibly a circus will be staged, too.

Saturday or Sunday afternoon free musical programs, with talent drawn from the area, constitute one of Rosen's chief objectives. A former pianist and band leader in vaudeville, Rosen takes a great interest in this sort of activity and has discussed it and other ideas with the editors of Albany, Schenectady and Troy newspapers. They approved enthusiastically, Rosen said.

MUSICAL-TALENT SEARCH

One of his most successful promotions at the Strand was a musical-talent search, the winner receiving a year's free tuition to Juilliard School of Music in New York City. The Strand is said to be the only motion picture theatre of the country to have made such a tieup. Local art shows were another Rosen promotion at the Strand.

He hopes to launch at the Saratoga drive-in, between Troy and Schenectady, Sunday morning religious services under a plan similar to the highly successful Everyman's Bible class at the Strand. The latter is now finishing a 39-week Sunday morning schedule, marked by the attendance of audiences numbering more than 1,000 men. Eight per cent of the participants, it is estimated, had never been in the Strand until the Bible class was started.

N. Philadelphia Drive-In To Open About July 15

ALBANY—Neil Hellman announced before leaving to supervise construction of the fourth Fabian-Hellman drive-in at North Philadelphia, that it will cost $75,000. The 600-car theatre will be in Bel Salem, where the Lincoln highway enters the metropolitan area of the Quaker city. Work was to start April 17 and was expected to be completed by July 15.

Finhorn & Toole, Albany architects, who designed the Mohawk drive-in, opened last June by the Fabian-Hellman interests, have drawn the plans.



MEDAL FOR WINNER—Jack Dieber (left), manager of Century's Marine Theatre, Brooklyn, receives a gold watch from Fred J. Schwartz, vice-president, as a three-time winner in the company's Timberdoodle boxoffice drive. Sam Goodman, booking department head, is looking on.

ALBANY

Mischa Auer, motion picture star, played a week's engagement at Dinty's Terrace Garden on the Albany-Saratoga road . . . The Colonial recently has been using the line, "matron in attendance," in its newspaper copy . . . Through Charles A. Smakwitz, assistant zone manager for Warner Theatres, 15-year-old Helen Watson of Midlothian, Scotland, will receive an autographed photograph of Gary Cooper. Reading in a fan magazine about an Albany celebration last year for "Saratoga Trunk," the girl wrote the actor in Albany, asking for his photo. The letter went to Smakwitz, who obtained Cooper's picture from Hollywood.

The Erie, Schenectady, is billing the stage play, "The Voice of the Turtle," for May 1-3. The orchestra will be scaled to $3.60 for the evening, $3 for matinee . . . Jack Goldberg's wife has joined him here and is staying temporarily at the DeWitt Clinton until an apartment can be found. Goldberg is the new manager for MGM, transferred here from Washington. .

A revival of the TMA, fraternal benefit organization covering all theatre employes, was suggested in a letter from the international secretary in Chicago to a member of the Troy stagehands local. Several years ago, Albany, Troy and Schenectady house employes had a thriving unit . . . John Whalen of the Troy stagehands' union, IATSE, has been substituting at the Palace for Electrician Joe Swan, who entered a hospital for treatment of a stomach ailment. His wife was pianist in one of Albany's first nickelodeons.

Fabian's Leland has an unusual split week, five and two. The long end is from Friday through Tuesday; the short end, Wednesday-Thursday. At one time the theatre, oldest in the city, had three changes weekly. It has banko on Monday, bingo on Wednesday. The house has promoted games 13 years.

S. L. Baker reopened the Earlville in Earlville April 19. He is operating Saturday and Sunday only . . . Mrs. Elizabeth Graham, owner of the New Theatre, Hoosick Falls, and the Cambridge, Cambridge, was due back from a vacation in Florida and a visit to Chicago. She lives in Troy. Irving Barker manages the houses for her.

Idestar Dembow of the Warner staff, has been incapacitated by an odd accident. A cut on the finger became infected from a piece of carbon paper. Her hand began to swell; finally it was necessary for a doctor to lance it . . . Sam Shapin of the Warner New York office is assisting in the booking department at the local exchange. Pat Powers, head booker, has been on a part time schedule since returning after injuries suffered in an automobile accident en route to the wake of Abe Van Deusen, long RKO head booker.

James E. Duncan, Inc. has been formed to deal in motion picture projectors in Rochester. Capital stock is $25,000, $100 par. Incorporators are James E. Duncan, John E. Keenan and Frances E. Murphy . . . Fabian's Leland, listed in the BOXOFFICE roundup on the premium as advertising banko and bingo "for some weeks," has been successfully presenting games for 12 years without interruption. Many of the same patrons attend weekly, according to Manager Paul Wallen. They want games and he obliges.

"Voice of Theatre Speakers"
JOE HORNSTEIN *has them!*

Albany Will Organize Foundation Monday

ALBANY—Area exhibition and distribution people will gather in the Ten Eyck hotel at 1 p. m. Monday to attend an organization meeting of the Motion Picture Foundation, new charitable organization of the industry. Leonard Goldenson, vice-president of Paramount Public Theatres, and Charles E. Lewis, trade paper publisher will head the list of speakers. Goldenson and Lewis are touring a number of exchange centers on behalf of the Foundation.

Saul J. Ullman of Fabian Theatres has sent out several hundred letters of invitation to people in the industry.

"The Foundation will help those who have served in the employ of the industry and it should thrill all connected with the motion picture industry that they are the first to organize for aid to their own who may be in need," the invitation said.

IATSE Locals in Buffalo Install Officers for 1947

BUFFALO—The annual joint installation of officers of Local B9 and Local F9 of the IATSE and MPMO was held Monday evening in Hotel Markeen. Ray O'Brien, director of the Civic Greeters and past state commander of the Amvets, installed these new officers.

Local F9 — President, Barbara Hartman; vice-president, Nettie Price; corresponding and recording secretary, Sarah McGinnes; financial secretary, Mildred Block; sergeant-at-arms, Gertrude Franklin, and trustees, Bertha Kemp, Josephine Genco, Betty Wingo and Mary Bischoff.

Local B9—President, Mary Giallella; vice-president, Anthony Gowinski; recording secretary, John Wilhelm; treasurer, Evelyn Garnham; business agent, John N. Brunner; sergeant-at-arms, Conrad Grucza, and trustees, Martha Hagstotz, Clara Rasinski, Frances Ruback and Mary Ann Pawlaczyk.



TED BALDWIN HONORED — Lillian Gish, star of "Duel in the Sun," presents Ted Baldwin, Selznick Releasing Organization promotion and exploitation manager, an award of the American Public Relations Ass'n for his campaign on "Duel in the Sun." The presentation took place at the Waldorf-Astoria hotel in New York City. Left to right: Paul Douglass, chairman of the judges on the award committee, Lillian Gish and Ted Baldwin.

Settlement Is Scheduled On Dodds' AAA Case

ALBANY—Ernie Dodds' AAA clearance action against MGM, 20th-Fox, Paramount, Warners and RKO, involving his Palace Theatre, Lake Placid, and Schine's Pontiac, Saranac Lake, is scheduled for settlement at an adjourned hearing April 24. A consent award will be signed by Arbitrator William K. Stafford placing the two houses on open booking from December 15 to February 15 and during June, July and August. Clearance from September 15 to December 15, and from December 15 to June will be cut from the present 14 days to three days.

Verona Sunday Films Are Up to Voters

VERONA, N. J.—The citizens of this Essex county borough will decide June 3 whether their community shall have motion picture shows on Sunday.

During the week a petition bearing 300 signatures was submitted to Borough Clerk Clemens C. Kreuder asking that the issue of Sunday screenings be decided by a referendum. Kreuder is now preparing the ballot in time for the state primary elections on June 3.

Verona now has no theatre, but John Geyser has bought a site and materials for a 600-seat house, which he expects to complete by next fall.

An ordinance regulating the operation of motion picture theatres was passed April 15 after the council had deleted a provision to prohibit Sunday films.

It was decided to settle this question on the basis of the state law. The New Jersey law had been amended to permit the conduct of certain occupations and public amusements on Sunday in local communities only if approved by the citizens of those localities. The voters could retain the old blue law, which bans "everything but breathing," as one official put it.

However, the mayor and town council have the right to regulate Sunday amusements and occupations.

Francis X. Shay Is Dead; Schenectady Veteran

SCHENECTADY—Francis X. Shay, who operated and managed theatres in Schenectady and Cohoes for years, died here after a long illness. He entered the industry at the old Happy Hour, owned by Morris Silverman. Later he leased the Crane. Next he served as city manager for Fabian in Cohoes.

Personalities at the New Chaplin Film Premiere



Well-known personalities in the film world attended the premiere of Charles Chaplin's "Monsieur Verdoux" last week. At the left in the top photograph Chaplin is shown with his wife and his United Artists associate, Mary Pickford. Center is Arthur Kelly, Chaplin's representative, with Mrs. Kelly and a guest, and at the right are Mr. and Mrs. Hunt Stromberg and a guest. In the lower panel photos, left to right, are Mr. and Mrs. Paul Lazarus sr., Mr. and Mrs. Deems Taylor and Mr. and Mrs. Paul Lazarus jr. with Ethel Colby, radio commentator.

'The Forgotten Casualty' Opens on Times Square

NEW YORK—Ralph Padvano, the one-armed war veteran who stars in "The Forgotten Casualty," pulled the switch that started the rehabilitation film on its two-week open-air run on behalf of the New York University Bellevue Rehabilitation Institute's $2,500,000 fund drive at the Times Square island at Broadway and 43rd street, starting April 15.

Gregory Peck, Lucienne Boyer and Mrs. James Doolittle were among the notables on hand for the first showing of the film.

Astrin PRC Playdate Head

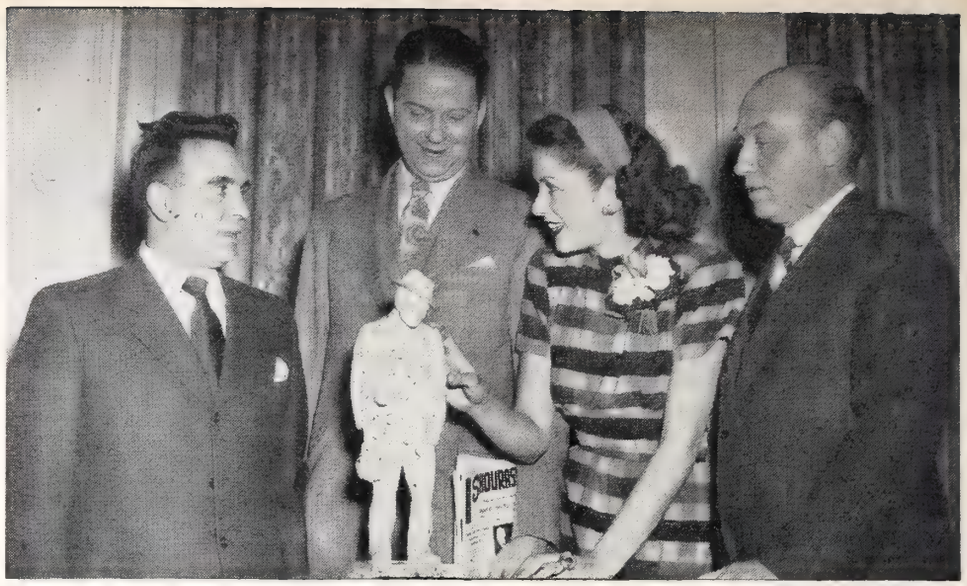
NEW YORK—Neil Astrin, formerly with the Warner Bros. playdate department, has been named manager of the playdate department at PRC. Astrin joined the company early last year.

Reception for Eddie Albert

NEW YORK—Press representatives and home office executives were guests of Paramount Thursday (17) at the 21 Club at a party in honor of Eddie Albert.

Role in 'Destiny'

Helen Mowery has been handed a feature role in "Destiny" by Columbia.



OPEN THEATRE FUND DRIVE—Skouras Theatres recently conducted a $2,500,000 Civilian Rehabilitation drive. "The Forgotten Casualty," campaign film produced by George P. Skouras, circuit president, was shown in all houses in the metropolitan area. The drive was officially opened by, left to right, Henry Viscardi, Dr. Howard A. Rusk, Jinx Falkenberg and William A. White, vice-president and general manager for Skouras. Contributions went to the Institute of Rehabilitation and Physical Medicine of the Bellevue Medical Center.

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ASSOCIATED MOTION PICTURE ADVERTISERS
30TH ANNIVERSARY DINNER-DANCE

HOTEL ASTOR — MAIN BALLROOM
WEDNESDAY, APRIL 23 — 7 P. M. SHARP

RUTGERS NEILSON, PRESIDENT, WILL PRESIDE
HOWARD DIETZ, MEMBER-GUEST EMCEE

THIS GALA AFFAIR WILL HONOR THE PRESIDENTS OF OUR INDUSTRY WHO WILL BE PRESENT FOR THE OCCASION AS WELL AS GLAMOROUS HOLLYWOOD PERSONALITIES.

Admission .....Ten Dollars Per Person

(For Tickets Write or Phone—Abe Dash, Film Daily)
Dress Optional

WASHINGTON

Sidney Lust was host at a luncheon in his beautiful new office on Monday when he held his annual get-together for the Filmrow bookers with invitations to the opening ball game. Ball game was called off on account of rain, and tickets were honored on Friday. Also present were congressmen and senators from Montgomery and Prince Georges counties in Maryland, civic leaders and prominent business men. Assisting Lust is welcoming his guests were Mrs. Lust, Mrs. Bernard Lust, and Miss Albertha McConnell.

Ed Fontaine announces the opening of the Selznick Releasing Organization offices at 301 G. St., N. W. with the phone number of District 4232. This week Fontaine is in Pittsburgh opening his office there. Incidentally, the Fontaines are now the proud grandparents of a new granddaughter. Mrs. Fontaine is visiting the new mother and baby in Spokane, Wash.

Martha Scott, film actress, was a Washington visitor this week . . . Ethel Michalson and daughter Lois, 20th-Fox exploitation department, spent the Easter holidays visiting relatives in Port Chester, N. Y. . . . Al Benson's secretary, Elizabeth Waskey, has resigned to await a visit from the stork. Evelyn Jones replaces her as branch manager's secretary . . . Lou Rogers, 20th-Fox ad sales head, is visiting the local exchange.

David A. Clodfelter is building a new theatre in Damascus, Md. . . . Jesse Smith, RKO booker, is receiving congratulations. He's a new grandfather . . . Ivan Rosenbaum's daughter, Alma, was among 12 winners of fellowships, awarded by Mount Holyoke college for advanced study during 1947-48. Miss Rosenbaum, a gradute of the University of Richmond, is one of five recipients of fellowships made from the Joseph A. Skinner fellowship fund. She is a member of Phi Beta Kappa, Mortar Board and Sigma Pi Sigma sororities.

Sam Roth is treasurer and a member of the board of directors of the new radio station WEAM which opened last week . . . Marion Dotson, 20th-Fox, has a new nephew . . . Herbert Scott Young is in from New York visiting his parents this week . . . Claude Hamilton has put up the Elrie Theatre, Damascus, Va., for sale.

The Variety Club ladies' committee was scheduled to be guests of the welfare board, at a luncheon and fashion show April 19 in the Carlton Room in the Carlton hotel. Representing the Variety Club: Chief Barker Nathan Golden, George Crouch and Frank Boucher. Committee in charge of arrangements: Chairman Sara S. Young and Co-Chairmen Lorene Boucher and Tacie Davis. Muriel Evans, radio commentator, was engaged for the fashion show and Ed McIntyre (Man at a Grand of radio fame) the music.

Pioneer in Philadelphia, Bijou Theatre Is Sold

PHILADELPHIA—The Bijou Theatre, first Philadelphia amusement house to show motion pictures, and birthplace of bigtime vaudeville here, was conveyed last week by J. Prescott Stoughton to the Race Street Co., Inc., for $139,700. The theatre was sold recently.

The house will continue its present policy of showing films only. The Bijou was opened in 1889 by B. F. Keith, and was the city's center of vaudeville until 1902, when Keith's Chestnut Street Theatre opened. Virtually every leading variety artist of the day appeared there. At one time the Bijou was a burlesque house.

John J. Clark Is Dead; Native Philadelphian

PHILADELPHIA—John J. Clark, native Philadelphian and first leading man to be recruited from the state to star in motion pictures, died recently in Hollywood. He was 70.

Born in the Fishtown section of Philadelphia, and educated in public and parochial schools, Clark's stage and screen career embraced more than 50 years as actor and director. In films he starred for Kalem, Universal, Morosco, Lasky and Gauntier.

He was induced to enter motion pictures in 1907 by the late Sidney Olcott, playing opposite Jean Gauntier, at that time the screen's outstanding feminine star. Since then, he has played in more than 200 productions and directed and produced many more. He and Miss Gauntier traveled through 24 foreign countries, being the first American film stars to go on foreign location.

Samuel J. Dembow

ATLANTIC CITY—Samuel J. Dembow, active in show business more than 40 years, died here after a long illness. He was 80. Dembow was owner and operator of the Media Theatre in Media. Surviving are his wife Fannie, two daughters and three sons.

Vaccinate Paramount Staff

NEW YORK—Paramount's home office began the general rush for vaccinations on Wednesday. Facilities were set up in the recreation room and the service was free.

PHILADELPHIA

Managers of motion picture theatres sometimes advertise on their posters "new Philadelphia showing" for an old picture when they mean reissue. One theatre manager explained to a film columnist of the Evening Bulletin who questioned the procedure that a film is considered new if it has not been shown in five years. The columnist claims that such tactics, plus overuse of superlatives in trailers and ads often backfire, creating ill will among patrons.

Radio station WIP is observing its 25th anniversary by sending out announcements to its friends containing shiny new 25-cent pieces. Going WIP one better are the publicity boys for the new MGM photoplay, "The Sea of Grass," who are mailing film critics here a real honest-to-goodness deed to an acre of land in Valencia county in New Mexico. "There are no strings attached to this offer," says the accompanying letter, "except, of course, should you strike oil or gold on the property. Then, brother, will you see the strings!"

The Ferko string band, which boasts of having won ten top prizes in the past 25 Mummers' parades, has cut three records for Palda Co., the first of which will be released soon . . . Thieves, believed to have been young boys, broke into the Casino Theatre last week, robbed a candy vending machine, and ransacked the office and cashier's cage. The robbery was discovered by Ernest Kelly, janitor, when he opened the place the next morning and found the lobby littered with candy bars.

The Belmont Theatre was also visited by thieves last week. They broke into the safe, and made off with its contents. Extent of the loss is not revealed . . . July 1 is now known as "E-day"—E for eviction. The state has set that date for final eviction of the occupants of Vine street who will be moved to allow for the widening of the street.



Television Men Pose Program Question

NEW YORK—Conflicting views on what the public expects in television programs were advanced at the opening session of the Television Institute two-day meeting at the Hotel Commodore. Max Fleischer, veteran film cartoon producer, said that the new industry must equal motion pictures and radio if it is to maintain its audience. On the other hand Paul Mowrey, television director of the American Broadcasting Co., warned television producers against imitating entertainment media geared for elaborate and costly productions.

Mowrey contended the present television audience does not expect or demand costly video attractions. Fleischer said producers may lose present audiences as soon as the novelty wears off unless the industry meets the public demand for genuine entertainment.

Ernest A. Marx, chairman of the Television Broadcasters Ass'n subcommittee on the antenna installation problem in New York, predicted approval of antenna installation in apartment houses within a few days. Some landlords have opposed the erection of individual antennas because of the large number required and the possibility of accidents. Marx said the subcommittee has proposed an agreement whereby the landlord will be absolved of most of the liabilities. This plan may operate until a more permanent antenna system is perfected, he told the meeting. Several television firms are working on plans for a master antenna that may be hooked up to a number of individual sets in a single apartment house.

Twenty-three receivers were set up over the ballroom floor of the Commodore to pick up the opening baseball game in Washington between the New York Yankees and the Senators. Approximately 1,000 persons were on hand for the exhibition. The Institute meet was sponsored by The Televiser, trade publication.

MPA Votes on Bylaws

NEW YORK—At the May 8 meeting of the MPA board, directors will vote on a new bylaw giving members two votes instead of one, to enable vice-presidents active in the association to vote.

Joseph Wolfe Appointed Nat'l Screen Treasurer

NEW YORK—Herman Robbins, president, announced recently the appointment of Joseph A. Wolfe as treasurer of National Screen Service.



JOSEPH A. WOLFE

Wolfe started with the company in 1944 as chief accountant and some time later was named controller. His background includes experience in the field of bank examining and business management, as well as a post with the Treasury department before joining NSS.

The appointment was made by the board of directors, meeting here.

Elect Jack Frye Chairman General Aniline Board

NEW YORK—Jack Frye, former president of Trans World Airlines, was elected chairman of the board of General Aniline & Film Corp. and its sales affiliate, General Dyestuff Corp., at a meeting of directors of the two companies. All General Aniline officers were re-elected.

Both companies have been controlled by the office of alien property of the Department of Justice since the alien property custodian was discontinued last fall. The government owns 97 per cent of the stock of General Aniline and all the stock of General Dyestuff.

Several American groups are reported to be interested in purchasing the government-held stock in General Aniline. The minority owners of General Aniline stock have charged that the seizure of the company shortly after Pearl Harbor was illegal since it was controlled by I. G. Chemie, Swiss firm, rather than the I. G. Farben German chemical trust.

Re-elected officers include George W. Burpee, president; Joseph W. Coffman, vice-president; J. B. Dyche, vice-president and treasurer; W. I. McNeill, vice-president and controller; E. A. Williford, vice-president, and F. A. Gibbons, secretary.



CELEBRATE THEIR BIRTHDAYS—Jack Cohn, executive vice-president of Columbia and one of the pioneers of the industry, and Mrs. Cohn (left) join with Mary Pickford, another industry pioneer to celebrate the joint birthdays of Mrs. Cohn and Miss Pickford. Others who joined in the celebration were Mr. and Mrs. Joseph Curtis and Mr. and Mrs. Buddy Ornstein. Curtis is vice-president in charge of motion pictures for the Weiss and Geller ad agency, and Ornstein is assistant to Grad Sears, UA sales chief.

Predict FM Sets in '47 To Exceed 2,000,000

ALBANY—Production of FM radio sets will exceed 2,000,0000 during 1947, about 12 to 15 times higher than 1946 production levels, according to H. C. Bonfig, vice-president of Zenith Radio Corp. In an address before the Frequency Modulation Ass'n regional meeting at the Ten Eyck hotel, Bonfig said 1948 production should hit 5,000,000 sets.

Commenting on the relatively small output of FM receivers last year, Bonfig pointed out that the shift of FM from 50 megacycles to the 100 megacycle band necessitated new set designs and slowed production. He also said that manufacturers without previous FM experience are "particularly handicapped in wrestling with new production problems."

Bonfig said the only major obstacle to FM production now is the interruptions and delays caused by parts shortages. He touched on the problem of converters to enable the 400,000 prewar sets to receive signals on the new higher bands and recalled that during FCC hearings on the proposal to move FM to the higher bands there was a good deal of talk about low cost converters. "Such production has not come to pass," he said, "and I do not believe that it will, because we have yet to see one that does not cause serious deterioration in quality of reception."

The Zenith executive told the association of FM radio station owners and managers that no straight FM receivers without AM will be produced until enough FM stations are on the air with adequate power enough hours each day to provide sufficient program variety. Bonfig predicted the expected business recession will increase the FM market, because consumers will "think again before purchasing a radio without FM."

Mike Poller Is Feted By Associates at RKO

NEW YORK—M. G. "Mike" Poller, assistant to Robert Mochrie, RKO vice-president and general sales manager, was guest of honor at a bachelor luncheon which was attended by 95 RKO associates and friends during the week. Poller, was married six weeks ago to the former Helen McGinnis of RKO Theatres.

Mochrie presided as toastmaster at the affair and Leon J. Bamberger, RKO sales promotion manager; Terry Turner, exploitation manager; Sol Schwartz, RKO Theatres vice-president, and Ned E. Depinet, RKO executive vice-president, gave humorous talks. Others who attended were Gordon Youngman, Malcolm Kingsberg, Harry Michalson, S. Barret McCormick, Walter Branson and Nat Levy.

American Pictures Escape Budget Ax in Britain

LONDON—Representatives of American film companies heaved a sigh of relief on Tuesday (April 15) when Chancellor of the Exchequer Hugh Dalton told the House of Commons that he had succeeded in balancing Great Britain's budget without cutting down the import of American films. Tobacco imports from the U.S. took the rap in the form of a 50 per cent rise in import duties.

Members of both houses of parliament and some cabinet officers had indicated over a long period of weeks that the government intended to protect its foreign currency position by cutting down imports whenever possible, and it had been frequently suggested that American films should be one of the targets.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(*Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager*)

Minimum Wage Raised For Women Workers

SACRAMENTO—A new minimum wage of 65 cents per hour for all hours worked will be paid to each woman or minor employe in all theatres in the state of California starting June 1, 1947, according to the order released by the Industrial Welfare commission. The present minimum wage in the theatres is 50 cents per hour for full-time workers and 55 cents per hour for part-time workers.

APPLIES TO WOMEN, MINORS

The new order, which applies to "all women and minors employed in the amusement and recreation industries, whether paid on a time, piece rate, commission, or other basis," specifies that a lesser rate, but not less than 50 cents per hour, may be paid to a number of minors not exceeding 10 per cent of the persons employed in an establishment. An employer of less than ten persons may employ one minor at this lesser rate.

Employes who report but are not put to work will be paid for half the usual day's work at the employe's regular rate of pay and every employer must pay each employe not less than the applicable minimum wage for hours worked in each payroll period, whether the remuneration is measured by time, piece, commission, or otherwise. On any day in which an employe works a split shift, 65 cents per day must be paid in addition to the minimum wage. Gratuities or tips from patrons will not be counted as part of the minimum wage and employes are not required to report tips.

OTHER PROVISIONS

No woman or minor wil be required to work more than eight hours during any one day or more than 48 hours in any one week, according to the order, unless overtime is paid at more than one and one-half times the employe's regular rate of pay. No woman employe is required to report for work between 10 p. m. and 6 a. m. unless suitable transportation is available. Facilities for securing hot food or drinks must be provided if a meal period occurs during these hours.

The Theatrical Employes' Unions of Californial, Local B18, San Francisco; Local B66, Sacramento, and Local B82, Oakland, were active in presenting the employes' case to the Industrial commission, according to William P. Sutherland, business manager of Local B18, IATSE, AFL.

Citation to Jack Warner

HOLLYWOOD—For aid extended by Warner Bros. in fulfillment of the recent recruiting program of the marine corps, Jack L. Warner has received a citation signed by Gen. A. A. Vandergrift, marine corps commandant, and Brig. Gen. W. E. Reilly, director of recruiting. Maj. Sidney Altman presented the citation to Warner.

Gala Frisco Debut Slated For 'Tragic Symphony'

HOLLYWOOD—Following several klieglighted, ermine-bedecked weeks, there was a noticeable, but probably temporary, lull in the film capital's best-beloved pastime, the gala premiering of new pictures.

Producers Benjamin Glazer and Nat W. Finston, heads of Symphony Films, which recently completed "Tragic Symphony," based on the life of Tchaikowsky, went to San Francisco to confer with the San Francisco opera group on a special premiere of their picture to be sponsored by the Bay city organization. The picture is scheduled to be the second to be released by Allied Artists, plush sister company of Monogram.

Colin Miller, assistant to the president of Enterprise, was in San Francisco with Joel McCrea to set up the opening of Harry Sherman's "Ramrod" at the Orpheum Theatre there. McCrea participated in the San Francisco "Ramrod" bow.

Howard Pine Moves Up In Pine-Thomas Setup

HOLLYWOOD—Howard Pine has been promoted by Pine-Thomas, Paramount producers, to serve as assistant to William Thomas. A war veteran, young Pine is the son of William Pine. His first assignment will be on "Caged Fury," a circus story to star Richard Denning. Young Pine began his theatrical training as copy boy for the exploitation section of the Balaban & Katz Theatres in Chicago. Later he worked in the Paramount studio mail room before enrolling in Stanford university. After graduation he became an assistant director.

Para't Installs 2-Way Mobile Phone Service

HOLLYWOOD—In use by Paramount is the first two-way mobile telephone service installed by a Hollywood studio. Plans provide for the equipping of the studio's entire fleet of more than 100 cars and trucks.

The wireless telephone service permits the studio to be in touch at all times with a vehicle on the road. The system will be of special value in maintaining communication with location troupes and cars out on such missions as shopping tours for the wardrobe and prop departments, and the like.

Series of 16mm Pictures On Song Writer Filmed

HOLLYWOOD—Admiral Pictures has completed a series of a dozen 16mm two-reelers based on the life and songs of Stephen Foster. Under the production guidance of Samuel Hersh, the shorts were filmed in both Kodachrome and black and white. Hersh is now supervising the final editing. Don Reed plays the role of Foster in the series, with Joy Gwynne enacting the part of his wife.

E-L, Rank Will Trade Talent and Services

HOLLYWOOD—In its future production activities, Eagle-Lion will draw heavily on the resources of J. Arthur Rank's British organization through an exchange of technical help and talent. Details of the exchange plan were revealed by Arthur B. Krim, E-L president, while in the film capital for studio conclaves.

Krim, who recently spent three weeks in England and Europe conferring with Rank and his production and distribution executives, said that the initial phases of the plan will be put into operation immediately to give the two companies the closest possible working accord.

In its preliminary phases, the agreement calls for the filming in this country by E-L of all background and location scenes needed by the Rank interests being made in England. At the same time, the Rank organization will reciprocate by shooting any European scenes which are needed by E-L. The two companies also will exchange stock film shots and make available to one another all other technical facilities at their disposal.

By the end of the year, Krim said, the agreement will be extended to include an exchange of players, directors and other creative talent of both companies.

"Under this setup," Krim pointed out, "British stars will come to this country to appear in Eagle-Lion pictures whenever they have the time. American stars under contract to Eagle-Lion will go to England whenever their services are available in that way, both English and American personalities can be introduced more quickly to audiences in both countries and their importance more readily established."

Luncheon Added to Bill For Variety Convention

LOS ANGELES—Another entertainment highlight has been established for the delegates to the Variety Clubs International convention to be held here May 13-17. They will be hosted at luncheon by Oscar Oldknow, National Theatre Supply executive, in the Gold room of the Ambassador hotel May 14. Chief Barker Charles P. Skouras of the Los Angeles tent will be one of the guests of honor.

Bendix, Diana Lynn Attend Phoenix Party for Cripples

HOLLYWOOD—William Bendix and Diana Lynn, Paramount stars, flew to Phoenix to be guests of honor at a two-day program of events for benefit of the Arizona Crippled Children's society.

STUDIO PERSONNELITIES

Barnstormers

Paramount

RUSSELL HAYDEN set for a personal appearance tour of New Mexico and Texas. He heads a group of 14 entertainers which includes Lee "Lasses" White. Troupe opens first engagement in Deming, N. M.

RKO Radio

JIMMY STEWART started personal appearance tour in Latin America in connection with the Mexico City premiere April 16 of Liberty Films' "It's a Wonderful Life." President Miguel Aleman was guest of honor at the first showing.

Blurbers

Republic

DOROTHEA LEE McEVOY, former executive editor of Screen Guild magazine, signed as personal public relations counsel for Roy Rogers.

Briefies

Paramount

Vocalist Peggy Lee toplines in the Technicolor Musical Parade featurette, "Midnight Serenade."

Filming has been completed on "Navy Rockets," one of Producer Jerry Fairbanks' Popular Science shorts. At the same time the producer engaged Ken Carpenter to narrate "In Love," a Speaking of Animals shorty.

Warners

Last two in the current series of Melody Lane shorts, "Let's Sing a Stephen Foster Song" and "Let's Sing Grandfather's Favorite," are rolling under the direction of Jack Scholl for Producer Gordon Hollingshead.

Director Arthur Collins, who is at present in Australia, has been signed to meg a one-reeler, "Down Under," while he is in that country. Producer Gordon Hollingshead set the deal via cable.

Famous Canadian annual event, the Calgary Stampede, is scheduled for filming by Gordon Hollingshead, shorts producer. Richard Bare will direct and Charles Tedord will write the narration.

Cleffers

Monogram

LOUIS GRUENBERG signed by the King Brothers to do the musical score on "The Gangster," their initial Allied Artists film.

Universal-International

Musical scoring assignment on Producer Mark Hellinger's "Brute Force" handed MIKLOS ROZSA.

Warners

Musical score for the Michael Curtiz production, "Romance in High C," will be written by JULES STYNE and SAMMY CAHN.

Meggers

Columbia

Producer Sam Katzman's "The Price of Thieves," based on a novel by Alexandre Dumas, will be piloted by MAX NOSSEK. Jon Hall plays the title role.

Paramount

Pine-Thomas' second production release in color, "Me and My Dog," will be directed by ROBERT EMMETT. It is a Brenda Joyce and Robert Shayne starrer.

RKO Radio

Directorial chore on "Bodyguard" set for ROBERT WISE. Sid Rogell produces.

Warners

Megging chores on "That Hagen Girl" to be handled by PETER GODFREY.

ALEX GOTTLIEB set to produce "Romance in High C," a musical comedy with a South American locale, for Michael Curtiz Productions, Inc. Curtiz will direct the film from a screenplay by Philip G. and Julius J. Epstein.

Options

Columbia

THURSTON HALL draws role in "The Son of Rusty."

BARBARA READ has been given the second feminine lead in "Destiny," which D. Ross Lederman will direct and Rudolph Flothow will produce. HELEN MOWERY handed a feature role.

RUTH TERRY returns to the screen after a year's absence to portray the femme lead in "Smoky River Serenade."

Eagle-Lion

Declaring it will be his last acting chore before he goes into direction, GENE RAYMOND has accepted a part in "Clementine."

Enterprise

JOEL McCREA toplines in an untitled Harry Sherman production which will be based on the life of McCrea's grandfather, the late Albert Whipple. Story will have its locale in San Francisco, where Whipple, during the gold rush days of 1849, operated the city's leading hotel and restaurant. McCrea is preparing a synopsis from the family records prior to assignment of writer to the script.

Metro

CLAUDETTE COLBERT signed by Frank Capra to star with Spencer Tracy in "State of the Union" to be produced by Liberty Films. Lensing is scheduled for this summer, with Capra producing and directing.

GLADYS GEORGE toplines opposite Wallace Beery in "Alias a Gentleman," with CAMERON MITCHELL given featured role in same film.

Featured part in the Joe Pasternak production, "The Kissing Bandit," set for J. CARROL NAISH.

Monogram

CHESTER CONKLIN handed comedy lead in the Jimmy Wakely starrer, "Song of the Saddle."

New castings for "The Hunted," Allied Artists production, THOMAS JACKSON, ROBERT EARLE, CHARLES McGRAW, TRISTRAM COFFIN, FRED MILLER, WILLIAM HALL and FRANK SCANNELL.

Paramount

MacDONALD CAREY assigned starring role in "Dream Girl" on which P. J. Wolfson is producer. Hugh Brown assigned as unit production manager. VIRGINIA FIELD and PATRIC KNOWLES cast for roles in "Dream Girl."

MELVYN DOUGLAS signed to star with Phyllis Calvert in "My Own True Love."

RICHARD ARLEN signed to star in the Pine-Thomas film, "Mr. Reckless."

ROBERT PRESTON assigned featured role in "Whispering Smith," Technicolor outdoor action drama which stars ALAN LADD. J. FARRELL MacDONALD, EDDIE WALLER, ASHLEY COWAN, WILL WRIGHT, FRANK FAYLEN, DONALD CRISP and WILLIAM DEMAREST were assigned roles.

PRC Pictures

WILLIAM WRIGHT added to cast of "Gas House Kids Go West."

SHIRLEY PATTERSON signed for the femme lead in "Ghost Town Renegades." "Pioneer Justice" will feature JENNIFER HOLT opposite LASH LARUE.

RKO Radio

JANE JONES, night club owner and mistress of ceremonies, set for role in "Memory of Love."

New long-term contract handed Director JACQUES TOURNEUR. Also inked for long term contracts are JEFF DONNELL and DEAN WHITE, whose first role will be in "Return of the Badman," to be produced by Nat Holt.

Republic

VINCE BARNETT signed for a featured role in "The Outcast," which has John H. Auer as associate producer-director.

CHARLOTTE GREENWOOD has been signed for one of the starring roles in "Driftwood." RUTH WARRICK and DEAN JAGGER ticketed for romantic leads. Allan Dwan produces and directs.

Heavy role in the Gene Autry starrer, "Robin Hood of Texas," slated for JAMES CARDWELL.

Screen Guild

VIRGINIA DALE set for top feminine role in Producer Maurice Conn's "Dark Bullet," now before the cameras at Nassour studios.

20th Century-Fox

CHARLIE RUGGLES handed top supporting role in "Off to Buffalo," starring Dan Dailey and Martha Stewart. Film is first for actor in five years on this lot.

Cast additions, recruited from the Broadway stage, for "Kiss of Death," being shot entirely in New York City, include LEW HERBERT, HARRY KADISON and ROBERT KEITH.

Four players assigned to "Scudda Hoo, Scudda Hay" include HERBERT HEYWOOD, EDWARD GARGAN, GUY BEACH and G. PAT COLLINS. F. Hugh Herbert is directing this June Haver-Lon McCallister starrer.

HUGO HAAS, Czechoslovakian actor, assigned a supporting role in "The Foxes of Harrow," Maureen O'Hara-Rex Harrison co-starrer, which John M. Stahl will direct for Producer William A. Bacher. Supporting roles handed CHARLES IRWIN, DENNIS HOEY and DOROTHY ADAMS.

LEE SANFORD, GREGG MARTELL and DENNIS BOHAN, Broadway actors, added to the cast of "Kiss of Death" which is being filmed entirely in New York.

Universal-International

A former Coast Guard lieutenant, WILLIAM CHING has been added to the cast of "Something in the Wind," in which Deanna Durbin stars.

Starring role in Lillian Hellman's stage play "Another Part of the Forest" goes to ANN BLYTH. Jerry Bresler will produce and Michael Gordon direct.

Warners

JANE WYMAN toplines in "Up Until Now," an original story by David Goodis. Jerry Wald produces and Delmer Daves directs.

Co-starring roles in "Sunburst" handed RONALD REAGAN and ALEXIS SMITH. Ranald MacDougall will produce the picture for which Ruth Brooks is writing the screenplay.

S. Z. SAKALL set for featured role in "Romance in High C" which Alex Gottlieb will direct for Producer Michael Curtiz.

ART BAKER and TOM D'ANDREA set for roles in "The Silver River" which stars Errol Flynn and Ann Sheridan.

LARRY RIC assigned role in "Two Guys From Texas."

HOWARD WASHINGTON, shoeshine proprietor on the lot, forsakes former business for role of redcap in "Wallflower." WILLIAM RUHL and J. LEWIS JOHNSON also given roles. Lynne Lyons joins the cast.

ALLAN FOSTER and PHILIP NORRIS given roles in "The Voice of the Turtle."

Scripters

Columbia

Screenplay of "Prince of the Stallions," a John Haggott production, will be scribbled by HAROLD L. DAVIS.

EDWARD and EDNA ANHALT signed to do polish job on the "Bulldog Drummond Strikes Back" script.

EARL SNELL will collaborate with Jack Townley on Gene Autry Productions' first independent picture, as yet untitled. Developed from an original story by Townley, the western musical is scheduled to go before the cameras May 15.

RKO Radio

MARTIN RACKIN assigned to write screenplay for "Race Street," George Raft starrer. Edwin L. Marin directs for Producer Nat Holt.

Screenplay assignment on the Argosy Pictures' production, "War Party," handed FRANK NUGENT.

Screenplay assignment on "The White Swamp" given RICHARD MACAULAY. Byron Haskin directs for Producer Sid Rogell.

20th Century-Fox

VERA CASPARY signed to write the screen treatment of the John Klempner novel "Letter to Five Wives." Samuel Engel produces.

Story Buys

Enterprise

Robert Browning's poem "Pippa Passes" is the basis for an original story by Jack Briggs, which has been acquired by this studio. Briggs has worked out a romantic theme from the poem and has registered both the title and story.

Independent

"Dick Turpin's Ride," a poem by Alfred Noyes, purchased by James Burkett who plans to use it as the basis for a feature-length screenplay. It's the second Noyes poem the producer has acquired, other being "The Highwayman."

Metro

"Quarter for an Angel," short story by I. A. R. Wylie, has been acquired and added to the production slate of Edwin Knopf. Yarn is of the romance and problems of an ambitious war veteran while attending college as a G.I. Bill of Rights student. Miss Wylie is writing the screenplay.

RKO Radio

"Mr. Whiskers," an original screen story by Erwin Gelsey, has been acquired and Leopold Atlas set to prepare the script for early production in the Sid Rogell unit. Theron Warth will produce.

Republic

"The Miracle of Charlie Dakin," original by Charles Larson, has been acquired and added to the slate of Producer-Director Alfred Santell. Story is a hard-bitten melodrama of hatred and murder.

Universal-International

A novel of modern New York pitched against a theatrical background, "The Saxon Charm," has just been acquired for future production. It was written by Frederic Wakeman, whose best-selling and widely discussed "The Hucksters" currently is being filmed as a Clark Gable starrer by MGM. The novel will be published in the fall.

Warners

"Sunburst," an original drama by Aleck Block and Dietrich Hannakan, former MGM story assistants, has been purchased. Yarn is a poignant love story. No producer has as yet been assigned.

Technically

Columbia

WILLIAM O'CONNOR will serve as assistant di-

rector to Derwin Abrahams on "Smoky River Serenade."

SAM NELSON and MILTON FELDMAN assigned assistant director chore on "I Found a Dream" and "The Mating of Millie McGonigle," respectively.

Metro

Lensing assignment on "Alias a Gentleman," starring Wallace Beery, handed RAY JUNE.

SERGE PETSCHNIKOFF scheduled for unit production manager chore on "The Kissing Bandit," Frank Sinatra starrer.

Paramount

JOHN COONAN set to assist Director Mitchell Leisen on "Dream Girl."

RKO Radio

Art direction on "Lucky Penny," an Independent Artists picture, will be handled by WILLIAM FLANNERY.

United Artists

WILLIAM FERRARI was borrowed from Hal Roach by Pickford-Rogers-Cohn to serve as art director on Triangle's "Sleep My Love."

A. ROLAND FIELDS signed as head set decorator on the William Cagney production, "The Time of Your Life."

Title Changes

Metro

"The Missouri Story" is again THE ROMANCE OF ROSY RIDGE.

PRC Pictures

Final title for "Can't Get That Gal" is HEARTACHES.

RKO Radio

"Counterpoint" reverts to its original handle of MEMORY OF LOVE.

Universal-International

New handle for "Jeopardy" is THE DARK WEB.

Horse Racing Enters Video Via KTLA

HOLLYWOOD—West coast television made two more strides toward wider recognition and utility. For the first time in history, harness racing has become a television attraction. Arrangements to televise the feature races at least every Saturday afternoon during the harness racing season at Hollywood park were completed by television station KTLA, Paramount sibsidiary of Television Productions, Inc.

Another first for KTLA was scored when it took its cameras to the big tent of the Clyde Beatty circus, currently performing here. The station's cameras picked up the details of the event and televiewers had an opportunity of seeing closeups of the animal acts and the clowns.

Joan Leslie Wins Another Round in Fight With WB

HOLLYWOOD—Joan Leslie, actress who recently became of age and recently became an independent producer, continues to win all of the rounds in her legal battle with Warners, that law courts engagement which was launched when she asked for relief from her contract with the Burbank studio. The district court of appeals refused a petition from the studio asking for a rehearing of the case which was decided in Miss Leslie's favor and on the grounds that upon attaining majority an actress cannot be held to a pact she entered as a minor.

Another cause celebre of legal aspects and of industrywide interest, Cecil B. De Mille's long running fight with the American Federation of Radio Artists, was treated to another chapter when the Paramount producer-director personally appeared before the California supreme court to argue his case. De Mille is seeking reinstatement via court order in the AFRA from which he was rejected because several years ago he refused to pay a $1 assessment for a political fund, taking the position that such an assessment was an infringement on his constitutional rights.

Spearheads

By IVAN SPEAR

DARING, if nothing else, is Darryl F. Zanuck's plan to produce "The Iron Curtain," a feature-length, documentary-type picture exposing recent and current Russian espionage in Canada and the United States.

That the 20th-Fox production chief is fully cognizant of the political and diplomatic ramifications of his proposed expose was reflected by the unusual manner in which he disclosed his plans. A press conference was called to announce the venture, the first time in a decade that Zanuck has resorted to such procedure. In addition to the trade press, the wire services and several of the nation's leading newspapers were represented.

Such representation subjected Filmmaker Zanuck to considerable of a grilling anent the possible political and international repercussions from the upcoming film. Some of the resultant answers were significantly noteworthy.

In view of the fact that the picture admittedly is inspired by the recent report of FBI Chief J. Edgar Hoover before the house committee on un-American activities, would 20th-Fox seek permission, and possibly cooperation of the Federal Bureau of Investigation? And how about the State department? Probably not, said Zanuck. Nor, in his opinion, would such permission be necessary because, after all, Hoover's report made it obvious that Russian espionage in this country is alarmingly widespread; and, further, State's current firm policy toward Russia is now so clearly defined that no one should object to the picture, even though it undoubtedly will tread roughshod on Russian official toes.

What about the possibility of the motion picture industry in general and 20th-Fox in particular again being accused of war-mongering as was the case when the nation's screens were deluged by a flood of anti-Nazi films long before this country went to war with Germany? Zanuck expected no such accusations; again the reason being the assurance that the picture will treat with nothing that isn't already a matter of official public record.

Had the heads of the Motion Picture Ass'n, specifically Eric Johnston, been consulted about the advisability of making the picture? No, said Zanuck, with an intimation that it was nobody's business but his own and his studio's.

What might such a film do to the same Eric Johnston's current efforts to open the Russian market to American films? It probably wouldn't help them, Zanuck admitted, but so few American films find their way beyond the iron curtain that it doesn't make a great deal of difference anyway.

Would the picture be an attack on the Communist party in this country and, if so, would it not invite further criticism of the industry for using the screen to play politics? His picture was not to be an expose or attack on Communism as a political party or ideology, Zanuck said, but will treat only with Russian espionage. American Communists will enter into the picture only insofar as they have been proven to be a part of that espionage system.

Zanuck's venture is entirely praiseworthy for its courage and the initiative it manifests. But such admiration, no matter how sincere and how merited, should not blind one to the fact that the undertaking also is hazardous, both for 20th-Fox and motion pictures as a whole. If such a picture could be exhibited today, there is little doubt that it would be loudly acclaimed by rank-and-file as well as official Americans. But, unfortunately, the better part of a year probably will pass before the feature can reach the screen. International relationships, like politics, often make strange and rapidly changing bedfellows. It isn't impossible that by then this country's official and mass attitude toward Russia may have undergone a drastic softening.

In which event, and if the State department should resultantly request that the film not be released, Zanuck might find himself with a few cans full of dynamite instead of celluloid. Of course, the picture could be remade so that the spies are from Lower Slobovia.

→

"FIVE WRITERS RUSHING SCRIPTS FOR STOOGES"
—Frank Rosenberg headline.

A direct reversal of prescribed routine.

→

Steve Broidy, Monogram president; Scott R. Dunlap, his executive assistant; Lindsley Parsons, producer, and Phil Karlson, director, have been appointed colonels on the staff of Jimmie Davis, governor of Louisiana, who recently completed starring role in Monogram's "Louisiana."

Studio big shots who have no claim to a colonelcy of one kind or another should start themselves a club. It would be Hollywood's most exclusive organization.

* * *

Come shed a tear for Filmdom's great
Their lives are sad, in fact, infernal.
Yea, worse than death is their cruel fate
Unless they rate the rank of colonel.

→

DEPARTMENT OF DOUBTFUL HONORS
Alex Evelove Division

"Because she would provide 'The most beautiful sight by a damsite,' Janis Paige will be crowned 'Miss Damsite' on the brink of the damsite and preside over ceremonies connected with start of construction on Oregon's huge $180,000,000 McNary dam."

Which seems to be going a dam long way to find another crown for over-crowned Janis.

→

So many studios have declared their intentions to make a picture based on "The Brothers Karamazov," novel by Fyodor Dostoievsky, that the producers association will again have to play Solomon. There being a quartet of the Brudern Karamazov, it might prove equitable to give one to each of the ambitious filmmakers—or why not make applesauce?

→

"COLOR TEST 100 HORSES FOR 'WHISPERING SMITH'"
—George Brown headline.

Looking for a horse of another color, no doubt.

Executive Travelers

TOP OFFICIALS of Eagle-Lion and Pathe Industries arrived for a series of conferences designed to shape production and distribution plans for the coming year. In town are Arthur Krim, E-L president, Al Schwalberg, vice-president in charge of sales; Max Youngstein, eastern publicity and advertising head; Robert Purcell, chairman of the Pathe board and Robert McKinney, a board member.

Bryan Foy, vice-president in charge of production at E-L, who was in the east to attend the funeral of his brother Richard, returned to participate in the meetings.

* * *

N. Peter Rathvon, RKO president, returned to his desk after a week of conferences in New York.

Sid Rogell, Byron Haskin and Richard Macaulay, producer, director and writer, respectively, on RKO's "The White Swamp," trained out for Gotham on the first leg of a three-week location scouting trip for the film. They planned to fly from Miami to Havana where they will charter a boat and seek locations in the Bahamas, Nassau and Cuba.

* * *

Herbert J. Yates, president of Republic, returned to the studio after spending ten days in New York and Chicago where he attended the annual sales meetings of the company.

Producer-Director Lewis Milestone trained in from Manhattan where he had been conferring with John Steinbeck on the screenplay for "The Red Pony" which Milestone is producing and directing for Republic under the first Feldman package deal.

* * *

After completing a three-month writing stint on Nunnally Johnson's latest Universal-International production, "The Senator Was Indiscreet," Charles MacArthur was off to Manhattan to join his family.

Producer Jerry Bresler and Director Michael Gordon, planed to Gotham to look at stage plays and huddle with Lillian Hellman, author, on her play "Another Part of the Forest" which they will produce and direct for U-I.

* * *

Milton Sperling, head of United States Pictures, a Warner sharecropper, trained out for New York accompanied by writer Allen Boretz, for powwows with Elliott Nugent who will direct Sperling's next production. While in the east they will take a looksee at available talent.

* * *

After a month's absence in Chicago, New York and Miami on business huddles, Steve Broidy, Monogram and Allied Artists president, returned to the studio.

* * *

Paul MacNamara, publicity and advertising chief for Selznick Releasing Organization, was back at his desk after two weeks of huddles with David O. Selznick, SRO president, who is now in Gotham on distribution affairs.

* * *

Returning to Sydney, Australia, by clipper was Hal Carleton, in charge of publicity, exploitation and advertising for MGM in Australia and New Zealand. While in the U S. Carleton divided his time between the home office of Loew's International in New York and the studio.

* * *

Donald M. Nelson, president of the Society of Independent Motion Picture Producers, flew to Mexico City accompanied by Francis Alstock, one time executive in the Office of the Coordinator of Inter-American Affairs, for confabs with Mexican President Miguel Aleman concerning industrial relations between the neighbor countries. Nelson made the trip in President Aleman's private plane which the latter sent here to fetch him.

* * *

Off to Phoenix by plane was Casey Robinson, producer-writer for Columbia, where he planned to confer with Harry Cohn, Columbia president, who is combining vacation and business during a stay there.

* * *

Easting for huddles with George J. Schaefer, Enterprise distribution chieftain, was Charles Einfeld, the company's president. While in Gotham, Einfeld plans to confer with Loew's International and United Artists executives on release of Enterprise product. Distribution and production plans will be set for "The Other Love," "Arch of Triumph" and "Body and Soul."

* * *

Benedict Bogeaus, United Artists producer, was Manhattan bound where he was to join Carl Leserman, executive vice-president of the company, in conferences with UA executives on completed features and future production.

Training out from Gotham where he set up national advertising campaigns on Bogeaus' product, was Bill Peirce jr., publicity director of the outfit. After several weeks in Europe and New York, UA Producer Albert Lewin planed in to catch the local premiere of his production, "Private Affairs of Bel Ami."

* * *

After a quick trip to Gotham, Hal Roach, chieftain of Hal Roach Productions, is back at his desk. While in the east he conferred with United Artists executives and David O. Selznick about distribution of his product. The producer, who flew his own plane on the trip, brought back with him Jules Seltzer, his publicity head, and actor Randolph Scott.

* * *

Following a month's vacation in Palm Springs, Si Seadler, MGM's eastern advertising executive, checked in at the studio for conferences before returning to New York.

* * *

Robert S. Wolff, general manager in the United Kingdom, and Jack W. Votion, European studio representative for RKO arrived for a series of confabs on new product . . . Former RKO Producer Michel Kraike plans to leave for Washington to huddle with government officials on a motion picture project.

* * *

Harold Rodner, vice-president of Warner Bros. Service Corp., returned to his home office headquarters in Gotham following three weeks of conferences here.

Somerset to Distribute Through Screen Guild

HOLLYWOOD—Somerset Pictures Corp., newly formed independent producing company headed by Walter Colmes, has signed a distribution contract with Screen Guild Productions. First picture to be made under the new deal will be an exploitation special covering a timely subject.

Associated with Colmes in Somerset are J. J. Milstein, former executive of MGM and later sales manager for Republic, and Selly Levinson, formerly assistant to Felix Feist at MGM and one time assistant to Irving Thalberg.

RKO and GSS Studios Are Being Improved

HOLLYWOOD—As building materials become more readily available, there is increasing fruition of the studio building, rebuilding and refurbishing programs which have been in blueprint stage for the last two years.

Improvements costing approximately $500,000 have been made or are in process of completion of RKO, RKO Pathe and the RKO ranch. Modernization of the men's wardrobe at the Gower street lot is progressing at a cost of $8,000. The office of Dore Schary, executive vice-president in charge of production, and those of other executives and producers, and the publicity department, are undergoing modernization and redecorating. All projection rooms are being modernized and new loge seats are being installed. Plans are now being completed for a new 16mm projection room.

ROOMS FOR ASSISTANTS

Four rooms for assistant directors have been provided for in a modernization of the production department.

At Pathe 40-acres, $20,000 has been spent in building a 25x125 foot Class A magazine type film storage vault. Also at Pathe a complete ultramodern camera department storage vault has been constructed at a cost of $16,000. Office buildings have been erected at Pathe and the studio offices generally have been modernized.

At the RKO ranch is a war surplus B29 hangar, to be used for construction storage; four 40x100-foot quonset huts, for electrical and property department storage; and a 140x180 scene storage dock has been erected.

IMPROVEMENTS AT GSS

General Service Studio, recently acquired by James Nasser, will be treated to physical improvements and changes to cost in the neighborhood of $250,000, Nasser says. At the same time the new owner revealed that in addition to operating the lot as rental studio, he personally will utilize its facilities to independently produce at least two feature pictures annually.

Howard Estabrook has been engaged by Nasser to script his kickoff film, as yet untitled. While Nasser has no releasing deal set, his ownership of the General Service lot and the fact that many United Artists films are produced there would indicate that his product will find its way into UA channels.

Stanley Kramer Heading New Screenplays, Inc.

HOLLYWOOD—Seemingly endless is the procession of newly formed independent producing companies. Stanley Kramer, formerly executive producer of Story Productions and an associate of David L. Loew, revealed the formation of Screenplays, Inc., a motion picture and television producing outfit. Planned policy provides profit participation by stars, writers and other talent with emphasis being placed on American classics as the basis for pictures.

No releasing deal has as yet been set.

Confers on Bakersfield House

HOLLYWOOD—Ray Lemucchi, associated with the Banducci & Lemucchi Theatre Co. in Bakersfield, was a visitor at Paramount. The circuit executive was in town to confer on plans for a new theatre project now under consideration in Bakersfield.

Balloting Under Way On Academy Posts

HOLLYWOOD—Ballots have been distributed to Academy of Motion Picture Arts and Sciences members for the election of 22 governors to represent the Academy's 11 branches. There are 71 nominees. It is the first election under new Academy bylaws.

This year two governors are to be elected from each branch. The nominee receiving the highest number of votes will serve for two years, the one receiving the next highest will serve for one year. Beginning with the election in 1948, each branch will elect only one governor annually for a two-year term.

The nominees and their classifications:

Actors—Jean Hersholt, William Holden, Adolphe Menjou, George Murphy, Moroni Olsen and Claire Trevor.

Art directors — Lionel Banks, Samuel Comer, Richard W. Day, Ernst Fegte, Robert Haas, Wiard B. Ihnen and Urie McCleary.

Cinematographers—Charles G. Clarke, Farciot Edouart, Arthur C. Miller, Victor Milner, Sol Polito, Ray Rennahan and Leonard Smith.

Directors—Delmer Daves, Mervyn LeRoy, Edwin Marin, Otto Preminger, William Seiter, King Vidor and William Wyler.

Executives and producers—Henry Blanke, William Dozier, Henry Ginsberg, Edwin Knopf, Robert Lord, Donald Nelson and Walter Wanger.

Film editors—Frank Gross, William W. Hornbeck, L. C. Millbrook, Ernest J. Nimms, Frederick B. Richards, Louis H. Sackin and Ralph E. Winters.

Music—Louis R. Lipstone, Miklos Rozsa, Morris Stoloff, Harry Warren, Ned Washington, Roy Webb and Charles Wolcott.

Public relations—Barry Buchanan, Alex Evelove, Perry Lieber and Howard Strickling.

Short subjects—George Bilson, Louis Notarius, Frederick C. Quimby, Ralph B. Staub, Saul Elkins, Walter Lantz and Jerry Fairbanks.

Sound—John Aalberg, Louis Mesenkop, Thomas T. Moulton, William Mueller and Gordon Sawyer.

Writers—Charles Brackett, Sheridan Gibney, F. Hugh Herbert, James Hilton, Sonya Levien, Mary C. McCall jr. and Jane Murfin.

Jean Hersholt, president of the Academy, disclosed the appointment of Howard G. Mayer and Associates as public relations counsel for the Academy. The assignment will be on an interim basis to be ratified on the election of the new officers and board of governors in May.

New Officers of Salt Lake Film Club



SALT LAKE OFFICERS—Newly elected officers of the Salt Lake Motion Picture club include the following, left to right, front: C. Clare Woods, president; Warren Butler, vice-president. Back: Si Sanders, secretary; Bill Seib, only new board member present for picture; Henry Ungerleider, treasurer.

SALT LAKE CITY—C. Clare Woods, district manager for Intermountain Theatres, was elected president of the Salt Lake Motion Picture club, succeeding Hall Baetz, branch manager for Fox Intermountain. Woods won the election by one vote in a run off with Baetz after the two had finished high in regular voting, but neither had a majority.

Other officers chosen were Warren D. Butler, Lyric Theatre manager, vice-president; Si Sanders, Fox Intermountain booker, secretary, and Henry Ungerleider, Intermountain Theatres, re-elected treasurer. Woods, Butler, Sanders and Ungerleider also become members of the board of directors of the club, together with the following newly elected board members: Don Tibbs, Monogram manager; Shirl Thayne, U-I salesman; C. R. "Buck" Wade, U-I manager; Giff Davison, RKO manager, and Bill Seib, Columbia manager.

At the time the men's club was electing, the women's group also chose new officers as follows: Mrs. Claude Hawk, president; Mrs. Bill Gordon, first vice-president; Mrs. Si Sanders, second vice-president; Florence Engar, secretary; Mrs. Henry Ungerleider, treasurer, and the following board members: Mrs. C. R. Wade, Mrs. Frank H. Smith, Mrs. Don Tibbs, Mrs. Carl P. Nedley, and Mrs. Keith Pack.

The present biggest project of the club is the exhibitors-distributors roundup to be held in Salt Lake City in June. More than 350 exhibitors, distributors and their wives are expected here for the event. Woods is general chairman for the affair.

A Field Day for Moppets In MGM Film Schedule

HOLLYWOOD—Two new properties have been added to MGM's production schedule. "Born Bad," an original by Sid Boehm, about juvenile delinquency problems, has been handed Producer Robert Lord and is slated for an early start.

"Children's Village," a novel to be written by I. A. R Wylie, for which Metro holds the screen rights, is the second on the agendum. Story is of the children's village in Switzerland where war orphans of several European nationalities are being afforded the comforts of family life and education through the efforts of Swiss philanthropists. Novelist Wylie plans to live in the village, which is in Trogen, Switzerland, while she is writing her story.

Czech Actor in 'The Foxes'

The Czechoslovakian actor, Hugo Haas, has been ticketed for a supporting role in "The Foxes of Harrow" by 20th-Fox.

Actors to Cold Shoulder Fan Club Convention

HOLLYWOOD—Another hurdle—and an ironical one, at that—has been erected in the path of Mrs. Ellen Roufs, the Angeleno who heads the Fan Club League, International, and who, in the face of countless previous obstacles, has been trying to promote a convention of her members here.

Paradoxically, now it is the mummers themselves—and they are the ones for whom fan clubs are organized—who officially declare they want no part of Mrs. Roufs' proposed conclave of bobbysoxers.

Objections of actors to the plan were outlined in a letter from the Screen Actors Guild in response to Mrs. Roufs' request for cooperation. Mrs. Roufs was notified that the SAG board of directors had voted unanimously to approve the action of the public relations committees of the Ass'n of Motion Picture Producers and the Society of Independent Motion Picture Producers in turning thumbs down on the project.

The guild, it was stated, believes that the fan club convention is against the best interests of the members of the fan clubs themselves.

SAG reminded Mrs. Roufs that in order to draw fan club members to the affair, she had "strongly hinted to them that many stars will attend one or more of the events she had scheduled." The guild informed her that it was advising its membership of its opposition to her project.

J. E. Henning Will Assist

HOLLYWOOD — Arrangements have been made with J. Earl Henning, San Francisco exhibitor and convention expert, to handle special work in connection with Screen Guild's annual sales conferences here May 12-16. Henning plans to arrive here about May 1 and will headquarter at SG's home offices.

Long-Delayed Sound Arrives

ESTANCIA, N. M.—New projectors and sound have been installed in the Pinto Theatre, which opened a year ago. The machines were ordered before the opening but just arrived.

Four Pictures Yearly Planned by Bogeaus

HOLLYWOOD—Any doubts as to the production future of Benedict Bogeaus which may have stemmed from the recent sale of his interests in General Service Studio were dispelled with disclosure by the United Artists filmmaker that he expects to make four pictures annually for the next five years. Bogeaus sold his interests to James Nasser, theatre operator, in order to devote his undivided attention to producing. He will make his product, which will be continued to be released through UA, on the General lot, a term stipulated in the sale of the studio.



BENEDICT BOGEAUS

Formation of a stock company is also planned under Bogeaus' new production setup. Offices in London and Paris will be established by the producer for an on-the-spot foreign contact. Carl Leserman, executive vice-president of Bogeaus Productions, will leave for Europe shortly to set up the offices.

Starring Ida Lupino, "Early Autumn" will start in June under the Arcadia Productions banner, a company recently formed by Bogeaus and Miss Lupino. Miss Lupino will not only star in this and other planned features, but will also actively engage in production. Next in the lineup will be "Lulu Belle," the Broadway play produced by David Belasco and written by Edward Sheldon and Charles MacArthur. Dorothy Lamour will star.

Other productions scheduled are:

A film built around the U.S. postal inspection service, now being written by Richard H. Landau; "The Wall Between," novel by Elsie Oakes Barber; "Gabrielle," a magazine story by Sarah Litsey; "The Life of Charles Dickens" to be made in Technicolor; "The Queen's Necklace," a melodrama with the court of Louis XVI as its setting.

Two L. A. Suburban Houses Join Foreign Film Setup

LOS ANGELES—Two more suburban houses, the Uclan in Westwood and the Park in Pasadena, have been added to the list which Sidney Pink and Paul Schreibman, through their International Theatres Corp., will book and handle as exclusive first run foreign film outlets.

Houses will run day and date, with opening of new policy set for Tuesday, May 6. Initial offering will be "Before Him All Rome Trembled," Italian superfilm. The Uclan is owned by Dietrich and Felstein. The Park is a Fox West Coast theatre.

Deal now gives Pink and Schreibman four foreign-policy houses in southern California, the Mayan in downtown Los Angeles, the Las Palmas in Hollywood and the new pair.

Goldstone to Film 'Casbah'

HOLLYWOOD—Independent Producer Nat Goldstone will film "Casbah," a remake of Detective Ashelbe's novel "Pepe Le Moko," only this time it will be a musical version. Harold Arlen has been signed to compose the score, songs and background music for the film in which Tony Martin will have the topline. Eric Charell will be associate producer. A Universal-International release is being dickered and probably will materialize.

Film Society Finds Home For Program of Classics

HOLLYWOOD—The recently organized Hollywood Film society has chosen as its permanent headquarters the newly constructed Coronet Theatre on La Cienga near Beverly boulevard. The theatre has been leased by a group headed by Paul Schreibman and John Houseman.

By arrangement with the Museum of Modern Art in New York and other film libraries and private collections, the society will present a regular program of noteworthy feature pictures, documentary and experimental subjects. The features will comprise great films of the past and, with the cooperation of producers and exhibitors of foreign films, new motion pictures from abroad not generally available for public exhibition.

The first 12 features on the program include Greta Garbo in "Camille"; Ernst Lubitsch's first American musical, "Love Parade," starring Maurice Chevalier and Jeanette MacDonald; the French film, "The Passion of Joan of Arc"; W. C. Fields in "Million Dollar Legs"; "Variety"; Clark Gable and Charles Laughton in "Mutiny on the Bounty"; "Kameradschaft" and the cartoon on the same theme, "Brotherhood of Man"; "The Maltese Falcon," first of the hard-boiled detective cycle; a bill of fantastic and experimental films, featuring "Waxworks"; a double bill of silent comedies—Charlie Chaplin's "The Cure" and Rene Clair's "Italian Straw Hat"; "Carnival in Flanders," and a preview of an important new French picture to be selected from several recently arrived in this country.

With each feature film will be shown one or more outstanding short subject related to the theme of the main picture of the evening.

'Thunderbolt' Premiere At Los Angeles in May

HOLLYWOOD—With Gen. Carl A. Spaatz, commanding general of the army air forces, heading the list of guests, the world premiere of William Wyler's Technicolor "Thunderbolt," has been set for Los Angeles in May. The picture, filmed by Wyler while covering the Italian campaign for the air force, is being released by Monogram under a deal recently made by Carl Krueger, independent producer. Jimmy Stewart appears in the special introduction of the film.

Hitching Post Theatre Changes Policy, Name

Beverly Hills—This exclusive suburb of Los Angeles in which reside many of the film industry's glamorous and financial great can take its westerns or leave 'em alone. And, apparently, it is just as lukewarm as concerns newsreels. Resultantly, the local Hitching Post Theatre has again changed its policy—and also its name.

The house was launched with an all-western policy. After a fair trial, it switched to newsreel bookings exclusively for five days a week, retaining the galloper programs for weekends only.

Under the most recent setup it becomes the Beverly Canon Theatre and will pursue a policy of single features, short subjects and newsreels.

Owners Buddy Adler, Columbia producer; Gregory Carter and Horace Boos, who also own and operate the Hitching Post theatres in Santa Monica and Hollywood, announced that Saturday and Sunday mornings have been set aside for children. Two shows on each of those mornings will be devoted to westerns, thus continuing in small part the former Hitching Post policy.

Stars Still Making Gratis Appearances

HOLLYWOOD—Despite scattered criticism that since war's end Hollywood has not devoted enough of its time to the entertainment of service men and women, stars have made 471 gratis appearances since the beginning of the year in military, welfare and charity benefit programs, a quarterly report of the Hollywood Coordinating committee reveals.

"This is an average of 36 appearances a week," committee president George Murphy said. "We are proud of the fact that since the first of the year 109 new Hollywood personalities have made their first appearances in events through our committee."

SEPARATE EVENTS LISTED

The 216 separate events included three tours of veterans hospitals, 12 shows for army and navy hospitals, 11 benefits, 40 miscellaneous welfare events, and 123 shows for the armed forces radio service.

RKO Radio's vice-president in charge of production, Dore Schary, was given a dinner by the Beverly Hills lodge of B'nai B'rith for his contributions to the advancement of democratic American ideals as a citizen and as a motion picture executive. Schary was presented with an Award for Civic Achievement plaque by Judge Stanley Mosk, president of the lodge, and Jay Gorney, chairman of the program committee.

George Jessel, 20th-Fox producer, will go to Chicago to appear as toastmaster at a banquet to be given by the Illinois Variety Club on the night of April 28 for retiring Mayor Kelly and Mrs. Kelly of the Windy city.

RUSSELL TO BE HONORED

Harold Russell, handless veteran who won two Academy awards for his performances in Samuel Goldwyn's "The Best Years of Our Lives," will be guest of honor at a dinner given by the San Francisco Press club May 16. Russell also will speak at San Francisco's I Am an American day celebration May 18.

Eddie Dean and Roscoe Ates headlined a benefit show for the Greek orphans fund at the local Fox Belmont Theatre.

The Hollywood Coordinating committee set Stars Jack Carson, Dennis Morgan and Ava Gardner, Singer Margaret Whiting and Announcer Jimmy Wallington for the Command Performance program transcribed for worldwide broadcast to service men over the AFRS network.

To Build in Philomath

PHILOMATH, ORE.—The CPA has approved a new $10,000 800-seat theatre building here to be owned and operated by Everett A. Mika, former owner of the Victory cafe in Corvallis. Mika is a World War II veteran. The new building will include office space for Dr. T. P. Robb, also a veteran.

Sell Los Angeles Houses

LOS ANGELES—Two theatres here have been taken over by new owners in recent weeks. The Midway was sold by Louis Berkoff to Ray and Sam Robbins and Leonard Wiesner, and the Astor was sold by Sam and Ann Ozonoff to Jack and Ida Goldman, according to legal notices published here.

Back From Europe

HOLLYWOOD—David Niven hosted Barbara Stanwyck and Robert Taylor at a press luncheon at Enterprise marking the stars' return to Hollywood from a three-month tour of Europe.

SAN FRANCISCO

Vernon Brown, manager of the Broadway in Burlingame, was seriously burned when he threw some paint thinner into a furnace he thought was cold. The thinner ignited and flared back, inflicting first and second degree burns on Brown's face and shoulders. He had been painting some woodwork backstage.

Promotion of house managers in several circuits was announced last week. Lorin Emick, who has been manager of the Parkside here, was brought into the T&D Jr. home office to work in the purchasing department. The same circuit also promoted Clayton V. Hickle, assistant manager of the Fox in Visalia, to be manager of the State in Lodi. Hickle also has served at the Fox in Hanford, the Merced in Merced and the Monache in Porterville.

In Sanger, the Robert L. Lippert circuit moved Don Rea up to be manager of the Royal, and in Fresno the Warner circuit promoted J. H. Center to be assistant to Harry C. Olmsted at the Fresno. Center has been at the house for three years in another capacity.

Raymond Jensen has been named resident manager of the Pep Theatre and assistant to Jay Allen at the State Theatre in Eureka. Both are Redwood circuit houses.

Adele Kotite of the booking department of T&D Jr. is at home following an operation and getting along fine . . . George Mann, accompanied by his wife and two friends, is en route to Tampa, Fla., for a well-earned holiday. The party is driving and will cover 10,000 miles before returning here. Mann planned to stop in Palm Springs, Galveston, New Orleans and Mobile before boarding the yacht Two Smiles II for a cruise of approximately two or three weeks. The boat is a 62-footer. The trip home will be via Santa Fe, N. M., and the Grand Canyon.

The Variety Club is having trouble getting a liquor license for their club. There is hope, however, in a bill that has been presented to the California legislature by Jim McBride of Ventura. It would permit bona fide clubs to obtain on-sale liquor licenses without regard to present limitations.

Billie Burke was honored at a tea given by the Dog Defenders club and Pacific Cat club here. The event was part of Be Kind to Animals week . . . "How many persons have seen shows at the Golden Gate Theatre during the past 25 years?" is the question asked by the management on the radio, in the newspapers and at the theatre. It's part of the 25th anniversary program . . . Min Levy, office manager of PRC and Eagle-Lion, celebrated a birthday April 15.

Bob Corbin, manager of the Golden Gate, went to New York for conferences . . . Arthur Unger went to Los Angeles on business.

Walter Preddey Co. installed new Century sound and projectors and Altec-Lansing "Voice of the Theatre" in the Greenville Theatre, Greenville, and Letterman hospital in the Presidio. Letterman will be a permanent army hospitalization center . . . Bob Bemis of Walter Preddey is back from Plumas county, where he installed new lenses at the Town Hall Theatre, Quincy, and new lamp equipment at the Winters in Winters, the Grove in Walnut Grove, the Guerneville in Guerneville, the Palace in Pittsburg, and the Willow Glen in Willow Glen.

Emmett Cannon, formerly with Film Classics, has named his cigar store, the Golden Gate Smoke Shop. He handles sandwiches, soft drinks, candy and cigars . . . Warner Bros. exchange is host to Mike Hogan, auditor, who will be here for an indefinite stay . . . Ann House of Warner Bros. is expected to leave for Honolulu to join her husband, who will set up offices there . . . Thad Sheridan is no longer associated as salesman with the Monogram exchange.

Paula and Al Grubstick of Film Classics went to Los Angeles on business . . . H. Kaiser, office manager for United Artists exchange, was confined to his home by illness . . . Eugene Bryant, Warners shipper, is the papa of a baby boy named Kenny.

B. B. Byard of the Happy Camp and Garberville theatres was in town for a few days . . . Helen Dougherty, office secretary at PRC, is resigning . . . Joe Blumenfeld was in Palm Springs for a few days . . . Sol Lesser of the Lyceum enjoyed the sunshine the other afternon on Golden Gate avenue.

Crew of New Frisco Variety Club



Officers of the Variety Club of Northern California were elected at San Francisco April 1 by 105 charter members. The installation of officers will take place May 12 when R. J. O'Donnell of Dallas, national chief barker, is expected to be present. The officers: Abe Blumenfeld, Blumenfeld Theatres, chief barker; Jimmy O'Neal, theatre concessioner, assistant chief barker; Jack Marpole, National Screen, second assistant chief barker; Leslie Jacobs, theatre broker, dough guy, and Rotus Harvey, Westland Theatres, property man, and these canvasmen: L. S. Hamm, Westside Theatres; H. Neil East, Paramount exchange; Homer Tegtmeier; B. F. Shearer; Herman Kersken, Fox West Coast; Jack Tilman, Columbia; Roy Cooper, Golden State Theatres.

In the photo are, left to right, seated: Marpole, O'Neal, Blumenfeld, Jacobs and Harvey. Standing: East, Hamm, Kersken, Cooper, Tillman and Tegtmeier.

Orpheum, Dark 2 Years, Reopens in Cut Bank

CUT BANK, MONT.—The Orpheum, closed for a period of two years, is being reopened here by F. A. Denny. Mrs. Denny will manage it while her husband handles the State Theatre which they also own.

Ruggles in 'Off to Buffalo'

Charlie Ruggles has been given the top supporting role in 20th-Fox's "Off to Buffalo."

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SALT LAKE CITY

George W. Murphy, projectionist for 30 years at the Pinney Theatre, an Intermountain house in Boise, was the subject of a two and one-half column article in the Boise Statesman recently. The long article described the work of a projectionist. It was illustrated with a two-column picture of Murphy and his equipment.

Dell Dalling, assistant manager of the Egyptian in Ogden, has been transferred to Butte, Mont., where he will manage the Montana Theatre, another Fox Intermountain house which recently opened as a first run class theatre.

Howard Mathews will reopen the Roxy at Meridian, Ida., about April 25. The house will be operated by Mathews' father, H. H. Mathews. It replaces the old Roxy, which was gutted by fire shortly after the first of the year. Equipment was put in Service Theatre Supply, which also is equipping the Downey Theatre at Downey, Ida., run by Mr. and Mrs. Fred Pickren . . . Work has been halted on the theatre Bud Eldredge was building at Kimberly, Ida.

It was quite a shock to Frank H. Smith, Paramount manager, and others along Filmrow here to learn of the death of Fred Larned, Paramount branch manager at Dallas, in an auto accident at Carmel, Calif. Larned and his wife, who was injured in the same accident, had visited Frank here only a few days before the accident.

It was like stepping back 30 years in the motion picture business last week in Salt Lake City when a "mystery room" in a downtown building was opened for fire inspection for the first time in three decades. One of the principal finds in the room was an old box containing two 30-year-old film projectors and the film printer used to duplicate films. The projectors are hand winders and 16mm devices. They were turned over to Warner Tschageny, occupant of the building and projectionist for the Lyric Theatre, who said he planned to lend them for display during the centennial year. The room had never been opened because custodians of the building had believed it haunted.

Theatre tickets were contained in balloons released over Salt Lake City this week by the Salt Lake Junior Chamber of Commerce as a publicity stunt for the Jaycees' current clean-up drive. Of 500 balloons released, 55 of them contained theatre ducats, donated by Intermountain Theatres, Inc.

Visitors and exhibitors on Filmrow included John Ash, traveling auditor for Loew's; Bill Lees of Nampa, Ida.; D. C. Carson of Pinedale, Wyo.; Mel Morris of American Falls, Ida.; L. T. Bailey of Escalante, Utah; Fran Feltch of Vernal; Earl Whittaker of Circleville; Owen B. Wallace of Montpelier, Ida.; Lou Kreiger of New York, who was arranging for local exhibition of the Technicolor picture, "The Raider"; Foster Blake of Universal, and Al Kolitz, RKO district manager, who conducted a sales meeting at the local branch.

Irving Gilman, manager of United Intermountain Theatres, the buying and booking combine, claims he is doing business now with most of the majors on Filmrow. He said he had some difficulty at first. Gilman is planning a trip to Montana, where most of his accounts are located.

Actor "Smiley" Burnett will make a personal appearance at the Lyric Theatre the week beginning April 28, according to Manager Warren Butler, who says that business is really in the doldrums at his house.

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Western Division Manager

ARLIE BEERY,
District Manager

DENVER

The Colorado legislature was to adjourn Friday (18). No bills directly affecting theatre operation were expected to be passed. A censor bill was introduced but was buried in committee.

Howard Banzhaf, formerly with National Theatre Supply, is running for city councilman . . . C. J. Duer, Paramount salesman, who has been with that company since 1923, resigned to accept a position with Selznick Releasing Organization, with offices at 301-2 Denham Bldg. Duer says he will soon be releasing "Duel in the Sun" in this territory. William Sombar, head booker, moves into the salesman job at Paramount, and Paul Allmeyer, assistant, moves up as head booker.

Clarence Calland has sold the Iris, Edgemont, S. D., to R. T. Rademacher . . . Chet Bell, Paramount manager, went to Los Angeles for a meeting with representatives of the home office legal department . . . Barney Shooker, Columbia salesman, is recovering nicely after an operation performed at St. Luke's hospital . . . Robert Quinn, Paramount exploitation man, was in Salt Lake City for a few days.

For the first time the Bluebird became a first run house with the moving of "The Jolson Story" from the Paramount. This film has broken all records as to number of weeks as first run, having already shown a week at the Paramount, and two weeks each at the Denver, Esquire, Webber and Rialto.

Frank Panero Buys Four-House Setup

SAN FRANCISCO—The interests of S. C. Levin and Nathan Blumenfeld in the Selma and Park theatres in Selma, the American in Kingsburg and the Fowler in Fowler have been purchased by Frank Panero, it was announced last week by Levin. The purchase price was not disclosed. There will be no change in policy at the houses.

Hollywood Stars Attend Salinas Theatre Debut

SAN FRANCISCO—The opening of the new Alisal Theatre in Salinas, owned by Fox West Coast, Lawrence Borg and John Peters, was heralded with the premiere of "The Farmer's Daughter." A benefit for the Greek war relief, the opening was attended by such stars as Van Johnson, Rod Cameron and Kay Kyser.

Local Filmrow personalities at the opening included Jess Levin, Ben Levin, J. Leslie Jacobs, Sid Martinstein, Barney Ross, Jack Tillman, Dave Bolton, Fred and Melba Crafton, Tom Malloy and owners Bill Peters, Lawrence Borg and officials of the Fox West Coast circuit.

A gala reception at the Santa Lucia inn was held following the opening.

Frederick Mercys Planning Trip Around the World

YAKIMA, WASH.—Leaving San Francisco August 1, Mr. and Mrs. Frederick Mercy sr., will embark on a four-month around-the-world tour. Mercy is head of First National Theatres here.

The Mercys will be the only two representatives from Washington state on the cruise, since travel restrictions now limit membership to one couple from each state.

Their itinerary, arranged by a Yakima travel agency, includes stops at Honolulu, Yokohama, Shanghai, Hong Kong, Manila, Singapore and Penang. They will also visit Colombo and Bombay, the Suez Canal and Port Said. They will be in Alexandria, Egypt, before visiting Italy for stops at Naples and Genoa.

They will be on the S. S. Monroe the entire voyage.

Another House Is Planned By San Jose Showmen

SAN JOSE, CALIF.—Plans for a $175,000 theatre here are being made by Milton F. Samis, owner of the Hester, and Jay McCabe, manager of the Civic auditorium. It will be a 1,200-seat, stadium-type house. Samis and McCabe also are awaiting CPA permission to build another house here, for which they estimate the cost will be $100,000. Samis has operated the Hester for 17 years.

Chelan, Wash., Project

CHELAN, WASH.—A building here formerly occupied by a food store and pharmacy is being remodeled by Greime-Fasken enterprises for a theatre. Pat Tobin, manager of the organization, was here recently with an architect to develop the plans.

Mabton House Reopens

MABTON, WASH.—The Liberty Theatre, closed for five months for repair, has been reopened here for Wednesday and Saturday night operation.

School Guidance Urged For Young Theatregoers

SAN FRANCISCO—It is the responsibility of communities and schools to provide children with appropriate film programs and to help them in selecting and evaluating them, in the opinion of Mrs. Ruth Hedges. Mrs. Hedges aired her views at the convention here of the National Probation Ass'n. She is state motion picture chairman of the California Congress of Parents and Teachers and secretary of the Educational Film Research Institute.

"Most children from ten years of age through their early teens have had little guidance from either their parents or school in helping them to select or evaluate the films they see," Mrs. Hedges said.

"Children love movies for the same reason adults like them—there the whole wonderful world about which they are so very curious is spread out before them, there they watch people, there they find adventure, excitement and drama.

"Those of us who want the screen to project the vital mature problems of life and are strongest in criticism of its failure to do so more frequently, have thereby defeated our other objective—that of obtaining a great number of films suitable for children."

In one year, she pointed out, 50 Hollywood films were rated in the state and national Parent-Teacher magazines as suitable for children between eight and 12 years, with a great many more classified as suitable for the family.

"It is from these films that we must plan children's programs in every community," Mrs. Hedges said, "for children should not be too often projected into the conflict of adult life before they have lived and gained a perspective."

She said that the Motion Picture Ass'n, headed by Eric Johnston, had taken the lead in establishing the Children's Film library, but added that such a program would fail "unless it has its audience of children, or if children still go to the adult shows."

"Here is where the community must take over a large share of the responsibility," she said. "There must be a liaison committee functioning between the theatre and the parents, educating parents and publicizing the special programs. We have too long neglected this job of ours of providing children with their very own motion picture programs."

Mrs. Hedges declared that children should have guidance from the school in their own film selection as soon as they begin to go to movies. By the time they begin selecting their own screen entertainment, she added, they should have been given a basis for evaluating films.

"The school is the logical and proper place for this training," Mrs. Hedges said, "as teachers are trained to teach children to evaluate and discriminate."



"GABBY" HAYES ARRIVES—George "Gabby" Hayes' arrival in San Francisco in a stagecoach for personal appearances at the Golden Gate Theatre was only one of numerous stunts arranged by Publicist Helen Wabbe of the theatre staff for the showing of "Trail Street" and the This Is America short, "San Francisco—Pacific Gateway." Newspapers gave plenty of publicity both to the short and to the arrival of Hayes. The campaign on the program hinged on San Francisco's glories. Miss Wabbe had a booth set up in the lobby by a club newly organized to fight the mayor's proposal for doing away with the cable cars, and a historical display was set up in the mezzanine by Wells Fargo. On sale in the theatre was the record album, "Rhapsody of Fisherman's Wharf."

LOS ANGELES

A switch to foreign pictures is being made by the Uclan theatre in Westwood Village . . . On the Row on business was Al Grubstick, San Francisco franchise owner of Film Classics and Screen Guild pictures . . . Morton A. Bramson, Film Classics home office representative who is on his way to Denver for his next assignment, was erroneously reported as a PRC man in the April 5 issue. Pardon the error, Mort.

Business took Ezra E. Stern, Filmrow lawyer, to San Francisco . . . Earle Streebe, Palm Springs theatre owner, was in for a visit to the office which he maintains on the Row.

Doing some Row-noting were Ray Pierson of the Lone Pine theatre, Lone Pine; D. Rector, Ebell, Long Beach; M. Feder, Roxy, Long Beach; J. Manard, Norwalk, Norwalk; Ford Bratcher, Del Rio Riverside; Bill Kohler, Valuskis, Willowbrook; Joe Englond, Whittier; Bud Silverman, Majestic, Santa Monica; Joe Green, Raymond, Pasadena, and John Rennie, Rennie, San Fernando.

Winding up a four-month vacation and business trip, Dave Brill, general manager for the Herbert Rosener circuit, planed back to his New York headquarters.

Earl R. Collins, western district manager for Republic, journeyed to San Francisco to meet James R. Grainger, the company's sales chief, and returned with him to attend the regional sales huddles scheduled at the Studio City film plant . . . Business brought to town Arthur Unger who has the San Francisco branch for Viking popcorn machines.

Seen along the Row: Marco and Rube Wolf, of the Fanchon & Marco circuit, attending to business at the headquarters of the Southern California Theatre Owners Ass'n . . . Horace Boos booking for his Beverly Hills house, the name of which recently was changed to the Canon. At the same time it adopted a new policy, switching from all-western and all newsreel programs to more orthodox bookings . . . Rotus Harvey, who owns theatres up San Francisco way, visiting friends . . . Another Southland visitor was Ann Barnett, in from Cleveland, Ohio, and being shown the sights by Eastland's executive, Issy Berman.

Gale Parker, Paramount's former booker, is now performing the same chore for Selznick Releasing Organization . . . Business called to Seattle and Portland Ben Fish, local representative for Samuel Goldwyn . . . Metro welcomed back Sales Manager Bill Callahan, who had been on the sick list for a few weeks . . . Syd Weider, Fox West Coast city manager for San Diego, in for home office huddles . . . Las Vegas and Death Valley were chosen as vacation spots by Howard Stubbins, local owner of the Monogram franchise . . . Sally Levinson is the new owner of the Brentwood Theatre in West Los Angeles . . . Audrey Rodriguez is the new biller at Republic.

Attired in western clothes for the event, a group of 300 or so Newhall folk, headed by Henry Dreher of the American Theatre, attended the opening of "Angel and the Badman" at the Paramount in Los Angeles . . . A shift of jobs at Metro has resulted in the following changes in duties: Joe Markowitz, officer manager to salesman; Jack Velpy, booker to office manager; Gordon Wilson up to booker, and Larry Moran, former booker, to Portland as salesman.

A warm welcome was given Al Keogh of the Keogh circuit of San Diego, who has been on the sick list for some time, when he returned to the Row to do some booking . . . Being entertained at the Filmrow cafe by Leo Hamacher, San Diego theatre tycoon, were several film salesmen . . . Mexico-bound is Clarence Mullens of the World Theatre, Los Angeles.

Republic salesmen here for sales huddle at the studio were treated to a dinner party at the home of Earle Collins, division manager . . . A haul of 300 bucks was taken from the Savoy Theatre, Los Angeles, when it was held up . . . Cliff Giesseman, general manager of the Music Hall theatres, has returned from a business trip to San Francisco . . . Back from a six-week vacation in Hawaii are the Irving Carlins. Carlin is the owner of the local Alvarado, Empire and Oriental theatres.

Las Vegas, Nev., was chosen by pretty Maude Clark, private secretary to Charles P. Skouras, president of Fox West Coast theatres, as the scene of her marriage to Jack Rosenberg, theatre operator in Laguna Beach and a brother of Mike and Lou Rosenberg, FWC partners. After a honeymoon in Palm Springs, the couple planned to make their home in Laguna Beach.

A SHOWMAN

Available After June 15

At present managing two theatres and booking five, in Mid-West towns. Due to age of his father, who lives in California, he must return to the West Coast.

Age 48, a Bachelor, of Christian Faith, he has a thorough theatre knowledge acquired thru 23 years in the show business. Mentally and physically fit to assume full charge of management, booking or advertising.

Or would be interested in leasing a going theatre and he is not afraid of competition.

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Hiroshima Radioman On Stage for 'End'

LOS ANGELES—Patrons of the 800-seat Regent Theatre at Santa Barbara and Vermont were to be given a closeup of one of the most dramatic moments of World War II as a result of a noteworthy exploitation campaign planned in connection with the Regent's booking of "The Beginning or the End."

C. A. Ford, manager of the house, member of the Vinnicof circuit, arranged for a personal appearance of Richard H. Nelson, a prelaw student at the University of Southern California, who was radioman on the B29 which dropped the atomic bomb on Hiroshima.

Cooperating with Ford in setting up the campaign was Irving J. Kurlander, commander of Los Angeles VFW Post 904. Others scheduled to appear on the program included J. E. Vanderclute, VFW district commander, and Col. Henry Kellogg, engineer reserve officer. The army signal corp was to maintain a recruiting booth in the foyer during the picture's run, and the Sixth district army command loaned a large display of modern battle equipment to give the front atmosphere. The companion booking to "Beginning" was 20th-Fox's "Boomerang."

Harry Ettling, Stage Head At Golden Gate, Dies

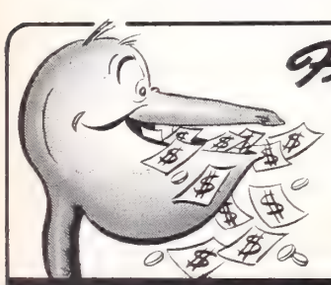
SAN FRANCISCO—Harry Ettling, for 25 years stage manager at the Golden Gate Theatre, died last week (12) at his home here following a long illness. Ettling had served at the Golden Gate since its opening. Prior to that time he was associated with the Wigwam and Hippodrome.

Known to many as "Mr. Benefit Man," Ettling volunteered much of his time to civic benefits. For 32 years he staged and directed the New Year's jamboree at San Quentin. He produced annual shows for fire and police benefits and was active during the war in staging entertainment for the armed forces.

A benefit for the man who gave benefits for others had been proposed a few days prior to his death by a group of enthusiastic San Franciscans who knew of Ettling's untiring and gracious record of service.

Fire Shutters the Chief

ROSWELL, N. M.—A film fire last week temporarily shuttered the Chief Theatre. Patrons left the theatre without incident and were given passes to return after the projection machines could be repaired.



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Grosses Are Still Low In Los Angeles Area

LOS ANGELES—Another week of unimpressive grosses gave little promise that there would be an early break in the clouds of lowering grosses which have been hanging over local first run situations the last several weeks. The only bright spots were Columbia's "Johnny O'Clock" and Republic's "Angel and the Badman," which registered fairly well in their opening stanzas.

Holdover bills attracted comparatively mediocre takes, with U-I's "The Egg and I" standing up a little above all others.

(Average is 100)

Belmont, El Rey, Orpheum and Apollo—**Johnny O'Clock** (Col); **Bulldog Drummond at Bay** (Col)..175
Bruin, Ritz, United Artist, Studio City, Iris and Carthay Circle—**The Egg and I** (U-I), 2nd wk.....150
Chinese, State, Uptown and Loyola—**Alexander's Ragtime Band** (20th-Fox), reissue, 2nd wk.; **The Brasher Doubloon** (20th-Fox), 2nd wk.....130
Downtown Paramount—**Angel and the Badman** (Rep); **The Pilgrim Lady** (Rep).....130
Egyptian, Wilshire and Los Angeles—**The Sea of Grass** (MGM), 2nd wk.....110
Four Music Halls—**The Fabulous Dorseys** (UA), 3rd wk.; **Little Iodine** (UA), 3rd wk..... 90
Four Star—**The Locket** (RKO), 3rd d. t. wk.....100
Hillstreet—**Trail Street** (RKO); **Beat the Band** (RKO).....135
Hollywood Paramount—Same as Downtown.....175
Million Dollar—Same as Belmont, El Rey, Orpheum and Apollo 100
Pantages—Same as Hillstreet.....135
Vogue—**Duel in the Sun** (SRO), 15th wk.....Roadshow
Warners Downtown, Hollywood, Wiltern—**Stallion Road** (WB), 2nd wk.....125

'Years' Still Frisco Leader; 'Trail Street' Easily Second

SAN FRANCISCO—"The Best Years of Our Lives" in its fourth week at the United Nations hit a barometer reading of 300 per cent, easily leading the town. "Trail Street," produced by San Francisco's own Nat Hall, was second, with a reading of 160 at the Golden Gate.

"Gallant Bess" opened to average business at the Warfield.

Esquire-Tivoli—**Stairway to Heaven** (U-I); **Cigarette Girl** (Col) 155
Fox—**Stallion Road** (WB); **Sweetheart** of **Sigma Chi** (Mono) 120
Golden Gate—**Trail Street** (RKO), stage 160
Orpheum—**The Guilt of Janet Ames** (Col); **Blind Spot** (Col) 150
Paramount—**My Favorite Brunette** (Para), 2nd wk.; **Blondie Knows Best** (Col).....135
St. Francis—**Suddenly It's Spring** (Para), 2nd wk...125
United Artists—**The Sin of Harold Diddlebock** (UA) 150
United Nations—**The Best Years of Our Lives** (RKO), 4th wk. 300
Warfield—**Gallant Bess** (MGM); **Little Mr. Jim** (MGM) 100

'Best Years' the Denver Leader; 'Brunette,' Strong, Held Over

DENVER—"My Favorite Brunette" was strong at the Denham and was held over. "The Best Years" in its fourth week at the Aladdin continued as the leader.

Aladdin—**The Best Years of Our Lives** (RKO), 4th wk. 200
Broadway—**Gallant Bess** (MGM); **Born to Speed** (PRC) 130
Denham—**My Favorite Brunette** (Para) 150
Denver, Esquire and Webber—**I'll Be Yours** (U-I); **The Lone Wolf in Mexico** (Col).....117
Orpheum—**The Mighty McGurk** (MGM); **The Mask of Diijon** (PRC).....100
Paramount—**The Jolson Story** (Col), 5th d. t. wk...110
Rialto—**Nora Prentiss** (WB); **Vacation Days** (Mono), 2nd d. t. wk. 120

'Years' Still Seattle Leader With 'Scheherazade' Second

SEATTLE—"The Best Years of Our Lives," with 200 in the second week of its roadshow engagement at the Music Hall, topped the list. "The Song of Scheherazade," U-I's newcomer at the Orpheum, took second place. For the first time in months "The Jolson Story" was missing, the film having ended after a record-breaking 15 weeks at the Liberty.

Blue Mouse—**My Favorite Brunette** (Para), 4th wk. 90
Fifth Avenue—**The Locket** (RKO); **Cigarette Girl** (Col), 2nd wk. 95
Liberty—**The Chase** (UA); **Blondie's Holiday** (Col) 80
Music Box—**Boomerang** (20th-Fox); **Susie Steps Out** (UA), 2nd d. t. wk.....110
Music Hall—**The Best Years of Our Lives** (RKO), 2nd wk. roadshow 200
Orpheum—**Song of Scheherazade** (U-I) 160
Palomar—**West of Dodge City** (Col); **Three on a Ticket** (PRC), plus stage show.....120
Paramount—**Love Laughs at Andy Hardy** (MGM); **Alias Mr. Twilight** (Col)..... 95
Roosevelt—**Nora Prentiss** (WB), 2nd d. t. wk.....100

'Best Years' Boycott Is Debated in Idaho

LEWISTON, IDA.—The Academy award film, "The Best Years of Our Lives," faces a possible boycott by members of the Idaho Theatres Ass'n, "because of high admssions and high percentage charges on film rental." The association this week completed a telegraphic poll of members, requested by one of the directors. Results of the questioning will be made known at the association's annual meeting in Boise April 29, Mildred Wall, Lewiston theatre operator and president of the association, said. She said the matter will be discussed further at the meeting before any final action is taken.

The film currently is being exhibited at roadshow prices in two of Idaho's largest cities, and a third was expected to get it later this week. The Lawrence circuit opened it at the Rialto in Boise April 1. Fox Intermountain was showing it in Pocatello, and was scheduled to exhibit it in Idaho Falls. In situations in which it is showing, it is doing record business. It has not opened in any Montana theatres as yet, but is showing in Lawrence circuit houses in Salt Lake City and Provo, Utah.

If the boycott goes through, it will be the first time such action has been taken in this area, as far as local exhibitors are able to recall.

Pacific Beach Manager Gets $500 for Orphans

PACIFIC BEACH, CALIF.—In this relatively small community, situated 12 miles from San Diego, Harry A. Wiener, manager of the Roxy Theatre, an FWC house, raised $500 for the Greek orphans fund through a method that was simplicity itself.

Wiener called on merchants and told them a story. He said that when he was in service at Calcutta he saw garbage trucks going about the city picking up the bodies of children who had died through starvation during the famine.

Accordingly, two dozen merchants dug down into their pockets and $500 was raised forthwith. Wiener then ran the name of each merchant in his weekly program.

The board of directors of the Pacific Beach Chamber of Commerce passed a resolution expressing their appreciation for Wiener's act, closing the resolution with the words: "It is a fine piece of public relations as well as human relations."

Buys Shasta Theatre

SHASTA, CALIF.—Jack Hammond, owner of the Yakima Ramblers, Pacific coast professional basketball team, who has purchased a theatre here, intends to return to Yakima next winter and revive the Yakima basketball team which abandoned play late in the season just past.

Edwards Theatre Circuit Blueprints Extensive Program of New Houses

LOS ANGELES—Indicative of the confidence which local showmen feel in the continued growth of this community and the paralleling expansion of show business in the southland is the extensive building program being blueprinted by the Edwards Theatre circuit which operates motion picture theatres in nearly a dozen suburban communities.

In Arcadia, a 1,400-seat theatre, the El Rancho, is to be built on a site already owned by the chain at Michellinda and Huntington drive. Architectural motif of the proposed house, for which $350,000 has been allocated, will be modern California-rancho. The property is sufficiently large to provide parking space for 600 cars in addition to the theatre. Edwards now owns the 900-seat Santa Anita Theatre in Arcadia.

NEW FOOTHILL FOR SUNLAND

The Foothill will be the name of a new showcase planned for Sunland, in the heart of which community Edwards has acquired a 200x300 ft. site. Of Colonial design, this house is being planned as a 1,000-seater.

Two acres on Foothill boulevard in La Canada has been purchased as a site for the 1,200-seat theatre to be known as the Flintridge.

The Edwards, to cost $250,000 and of colonial modern design, with a seating capacity of 1,400, will be erected on Garvey avenue, Monterey Park. A feature of the building will be its spacious forecourt lobby, 65 feet wide on the street and 60 feet deep to the main building.

The Granada Theatre, formerly Alhambra's top theatre, is undergoing a remodeling program with its name changed to Coronet and a policy change to first run.

SECOND FOR TEMPLE CITY

A second theatre for Temple City of western motif will be erected at the Arcadia-Temple City boundary. The 840-seat Temple Theatre will be extended to 1,200 seats.

A bowling alley building, located on Honolulu avenue, Montrose, will be remodeled into a 900-seat L-shaped theatre.

The company has just purchased the San Carlo Bldg. at Griffin and Main streets in Los Angeles, consisting of a 1,000-seat theatre, stores and hotel. Currently undergoing complete modernization and refurnishing programs are the Garvey, Garvey; Rosemead, Rosemead, and Tujunga.

New House for Santa Cruz

SAN FRANCISCO — Plans have been drawn for a new theatre on the east side of Santa Cruz. The location will be at Soquel and Seabright avenues. The T&D Jr. circuit, planning the new house, also owns the other two Santa Cruz houses.



T&D Honors Taylor With 25-Year Drive

SAN FRANCISCO—T&D Jr. Enterprises will stage a Taylor anniversary drive to honor its general manager, C. V. Taylor, who has been with the company 25 years.



C. V. TAYLOR

Announcement of the campaign was made by President Mike Naify and came as a surprise to Taylor. The manager turning in the best advertising and exploitation campaign during the period will get a prize and awards also will be made in each district.

Taylor joined the company in 1922 as manager of the Lodi in Lodi. He served later at theatres in Petaluma and Santa Rosa and in November 1928 he was brought into the home office to take charge of buying and general operation. He has seen the circuit grow from a few widely scattered houses to one of the biggest independent setups on the west coast, with 60 houses in operation.

Fox Intermountain Plans 'Cheyenne' Showings

CHEYENNE—Ray Davis, northern district manager for Fox Intermountain Theatres, was here during the week in connection with the local showing and the Rocky mountain preview of Warner Bros.' "Cheyenne" late next month.

The meeting was attended by Jack McGee, city manager; Pete Faust, manager of the Lincoln Theatre, where the local showing will take place; Charles Wallace, manager of the Paramount Theatre; Don Campbell, manager of the Princess Theatre, and Abe Kronenberg and Dick Stephens, Warner Bros. exploitation staff members assigned by Mort Blumenstock to work on the 100 or more previews to be held in this territory directly following the Cheyenne debut May 22.

Plans for the multiple engagements of "Cheyenne" also were discussed at an earlier meeting of Fox Intermountain executives conducted in Denver by Charles P. Skouras, president of National Theatres, of which Fox Intermountain is a subsidiary. Skouras plans to take an active part in the campaign.

Orphans to Attend Shows As Guests of Theatres

HELENA, MONT. — The Marlow Theatre and the Helena Kiwanis club are cooperating in offering free Saturday shows to children of Helena orphanages.

The two homes, St. Joseph's and the Deaconess, will take turns attending the shows. The program will continue as long as the morning films are shown.

Under the "happiness program," the Kiwanians will furnish bus transportation and the Marlow Theatre will give free admission to the youngsters.

Western Amusement Gets Two G. L. Rose Theatres

MILTON, ORE.—Bill Hester of Orange, Calif., has taken over management of the Vogue Theatre here and the Rose in Freewater for the Western Amusement Co., which purchased them from Mr. and Mrs. G. L. Rose.

SEATTLE

Bill Forman's new 750-car drive-in, the Autoview, was opened last week just outside Tacoma . . . Carl Mahne, manager of Evergreen's Washington district, had the following managers in for a meeting: James O'Connell, Spokane; M. G. Nimmer, Wenatchee; W. W. Cooley, Seattle; John Bretz, Aberdeen; R. J. Monaghan and LeRoy Kastner, Bellingham; William Hartford, Everett, and Murt Makins and Dan Putnam, Bremerton.

Harold Wirthwein, assistant to Hugh Braly, western division manager for Paramount, left for Los Angeles after spending a week visiting accounts in the northwest . . . Guy Maxey, WB office manager, celebrated a birthday last Thursday . . . Oscar Chiniquy, manager of National Theatre Supply, although still confined to his home, is showing marked improvement.

The name of Joe Rosenfield's Post Street Theatre in Spokane has been shortened to the Post and soon will complete extensive alterations including a new marquee, new seats and decorations . . . Herbert Kaufman, Paramount manager, is in New York for a managers meeting . . . Tom Aspell was to leave April 17 to take over his new duties as MGM branch manager in Los Angeles . . . Helen Reynolds, secretary to Maury Saffle, spent Easter in Yakima with her parents.

Al Gorrel has arrived from Los Angeles to join Art O'Connell's sales staff at U-I . . . Sammy Siegel, Columbia's coast director of exploitation, has been greeting old friends in the city . . . Visitors from out of town during the week included W. B. McDonald, of the Avalon in Olympia; Frank and Lois Hariss, Garland, Spokane; Del Ousterhoudt, Des Moines; Ray Dean, Spokane; Les Theuerkauf, Tacoma, and Mike Barovic, Puyallup.

It seems to be either feast or famine for advertising space in newspapers here. One month the sky is the limit and the next, theatre men are curtailed. Currently the two largest have limited theatre ads to 2x10 with no signs as to when the situation will be eased . . . Meanwhile, the No. 3 daily, the Star, again has been sold, this time to Sheldon Sackett, owner of several northwest radio stations.

Fire Destroys Wasatch; Owner Planned to Sell

HEBER CITY, UTAH—The Wasatch Theatre here, recently renovated, was destroyed by an early morning fire this week.

The theatre was housed in the Turner Bldg., one of the city's landmarks. In addition to the motion picture house, a sporting goods store was destroyed, as were three planes housed in the structure. The fire broke out at 2:45 a. m. so there was no one in the theatre.

Vee Cummings, owner, was reported to have been negotiating for sale of the theatre for $60,000. Amount of the damage was unknown because Cummings was in California. Local firemen estimated it at more than $100,000. It also was not known if any of the loss was covered by insurance.

This is the second tragic blow to befall Cummings since his return from the service one-half year ago. Shortly after his discharge his wife died. She had been operating the theatre for him while he was away.

Role in 'Whispering Smith'

Robert Preston has been assigned a featured role in "Whispering Smith" by Paramount.

Managers Request Peaceful Solution

LOS ANGELES—Pursuing its declared policy of settling peacefully, if possible, its wage and working conditions differences with Fox West Coast theatres, the Associated Theatre Operating Managers directed a letter to Joseph Tuohy, labor relations director for FWC, requesting a meeting with a view toward amicable settlement of the disagreement.

The letter, prepared by Aaron Sapiro, counsel, asked that a meeting be arranged between Tuohy and Henry Pines, president of ATOM, for the "purpose of discussing the various problems of the theatre managers, in their capacity as employes of Fox West Coast." He said he believed "it is time to substitute cooperation for conflict . . . and to make an effort to secure policies that would be based on an exchange of views instead of arbitrary action by one side against another."

The long-standing ATOM-FWC dispute rose to the boiling point recently when theatre managers were made to take a 20 per cent cut in their participation in candy revenues.

Denver's First Runs Rearranged by Fox

DENVER—Fox Intermountain will have a new first run outlet here at the end of the month when the redecorated Tabor, a 1,970-seat house, converts from its subsequent run standing of many years.

At the same time, Fox Intermountain will realign its other first runs. Pictures thereafter will play day and date at the 2,096-seat Paramount has played lesser first run product will play day and date at the 2,525-seat Denver and the 920-seat Webber. Up to now top-budget pictures have played day and date at the Denver, Esquire and Webber, and the Paramount has played lesser first run product by itself.

The 1,400-seat Aladdin, currently tied up with "The Best Years of Our Lives," will continue to be a moveover house for the Denver and Webber, and the 878-seat Rialto will handle moveovers for the Paramount and Esquire when the Aladdin does not take them.

The Tabor, after turning first run, will continue to use stage shows occasionally.

To Build Again in Bingen

PORTLAND—George M. Goldstein of this city has filed with the CPA office here an application for the construction of a $50,000 theatre in Bingen, Wash. A theatre which Goldstein formerly operated in Bingen burned early in the war.

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Hoosiers Still on Job In Phone Walkout

INDIANAPOLIS—Hoosier telephone workers, obeying a new state law, remained on the job during the week as a nationwide strike gripped communications almost everywhere else in the country.

Although local service and long distance calls within the state were unaffected by the national strike, long distance calls to points outside Indiana were possible only in cases of emergency.

Union spokesmen said, however, that nationwide strike issues would have to be settled in Indiana as well as in other states before any strikers go back to work.

Employes of the Indiana Telephone Workers union continued to work under instructions from the National Federation of Telephone Workers, and federation headquarters regard the 1947 utilities compulsory arbitration law as covering the telephone situation in Indiana.

The only respect in which the system-wide strike picture will affect the local company is in the installation of central office equipment. The Ass'n of Communications Equipment Workers is on strike against the Western Electric Co. which supplies such equipment for the utility. However, it was said that the union would not picket communications installations, because of the state law. The company negotiates separately with three unions covering traffic workers and central employes.

Distributors File Answer In $600,000 Trust Suit

ST. LOUIS—In the $600,000 antitrust damage suit filed in the U.S. district court here last December by Martin W. D'Arcy, onetime lessee of the Shubert, against Fanchon & Marco and various motion picture companies, denials of the allegations have been made in separate answers of the defendants, Columbia, Warner, Universal, RKO and United Artists. Previously, other defendants entered their denials. Julius H. Drucker, counsel for Monogram, was granted until April 25 to plead for that company.

Compromise License Fee Passed in McLeansboro

McLEANSBORO, ILL.—The city council Tuesday approved an ordinance providing for an annual license fee of $300 for theatres. Affected by the ordinance are the McLean and Capitol theatres, operated by Sam Pirtle of Jerseyville, Ill. Pirtle recently defeated in the courts another bill to raise the license fee to $750 for each house. He recently offered to pay $250 but has announced he will compromise and accept the new $300 fee.

Standard Time Stays

MADISON—Another attempt to repeal Wisconsin statutes forbidding the use of anything but standard time in the state was defeated last week when the state assembly voted to table a measure providing for local option. An advisory referendum held in the spring primary elections, the week before, had failed to achieve a majority vote in favor of the change.

Buy Refrigeration Units

COLUMBIA, MO.—The Hall Theatre, operated by College Theatre Co., has purchased two 30-ton refrigeration units from the Exhibitors Supply Co. of St. Louis.

Missouri Senate Rejects Stringent Building Code

JEFFERSON CITY, MO.—Senators David E. Horn and Anthony M. Webbe, both of St. Louis, have failed in their efforts to amend a bill for theatre safety regulations so as to put most of the older type motion picture theatres of Missouri out of business.

A bill regulating theatre building was introduced by Senator Charles C. Madison of Kansas City. Its provisions would apply to new construction and to those theatres making major alterations or additions to existing buildings.

Senators Horn and Webbe failed to obtain approval of the senate to their proposed amendments to make the new construction requirements apply to the existing buildings as well as to any new structure.

Senator Madison's bill would provide state minimum standards somewhat below those imposed in St. Louis, Kansas City, St. Joseph, Springfield and other large cities, which have their own building codes. It would not lessen the construction standards of such places, but in the smaller cities that have no local building codes the state law would apply. In many of the smaller communities motion picture theatres are in reconverted store or auditorium structures. Had Horn and Webbe been successful in forcing the new construction provisions on these places, they probably would have put many out of business.

Webbe also objected to a change in the language of the state law regarding the sale of standing room seats. The existing law provides that "no more persons shall be admitted" to a theatre than there are seats. The proposed law provides that "individual seats shall be provided for those congregating in the theatre." Proponents of the new building law say the two phrases mean the same thing. Webbe doesn't agree. His amendment to restore the language of the present law was defeated.

Slee Wins Stork Derby: Rose Still at the Post

Chicago—Arriving here on the Super Chief Easter Sunday, London-bound Mr. and Mrs. Ben Goetz were greeted at the station by Warren Slee of the local MGM exchange who, highly unusual for an exploiteer, was speechless.

The Goetzes managed to glean from the agitated Slee that he just had a hospital phone call, transferred to the railroad station.

"Patricia has been a honey bunny," he gasped, "and presented me with a darling daughter, Angela."

Whereupon the treats were on Warren, who explained further that he was winner in the MGM office stork derby, nosing out George Rose, at press time still at the post.

WB Prairie District Meet Is Held by Roy Haines

ST. LOUIS—Roy Haines, western division sales manager for Warner Bros., conducted a prairie district meeting during the week in connection with the company's 1947 sales drive. Haines was assisted by Bill Brumberg, manager of the field exploitation staff and captain of this year's campaign.

Others taking part in the local session were Hall Walsh, district manager, and Lester Bona, St. Louis manager; Frank J. Hannon, Omaha; Russell C. Borg, Kansas City; D. P. Webster, Des Moines, and Don Walker, field man.

After the meeting Haines left for Minneapolis and Chicago while Brumberg returned to New York.

Cartoon Circuses Are Held To Aid Drive for Greeks

SPRINGFIELD, ILL.—To raise funds for adoption of ten Greek orphans at a cost of $800, the Springfield Theatre Ass'n presented cartoon circuses last Saturday at the Fox Lincoln and Roxy theatres, holding the Roxy Senate and Orpheum in reserve for overflow crowds.

The house staffs and union crafts contributed their time, while the theatres donated the films.

W. D. Hibbitts, Bunker, Mo., Opens Ozark Theatre

BUNKER, MO.—The Ozark Theatre, a 300-seater, has been opened here by W. D. Hibbitts, who is a newcomer to the motion picture business.

Coan Gives Bonuses

MADISON—Payment of $10,000 in bonuses to its 45 employes has been announced by the Coan Manufacturing Co., local manufacturer of candy vending machines. In addition, general pay increases have been made, according to J. W. Coan, president. Enlargement of the factory and staff is planned to permit an increased output of a new model vending machine.

C. T. Carr Back in Trade At Russellville, Mo.

RUSSELLVILLE, MO.—C. T. Carr is returning to the motion picture business and plans to open a 300-seat house here within the next few weeks. The house, in a remodeled auditorium building, is about 60x100 feet. Carr was in the exhibition end of the business in this section 10 or 15 years ago.

Prices Increased 5 Cents At Town in New Athens

NEW ATHENS, ILL.—Adult prices have been increased 5 cents and children's admissions 4 cents by the Town Theatre here. The new scale is 35 cents for adults and 14 cents for children. Manager Al Keuss jr. explained that mounting operating costs made the increase necessary.

Fred Reeth Returns

MADISON—Fred Reeth, manager of the Capitol, and Mrs. Reeth were home this week after a three-week vacation in Miami, Coral Gables, Palm Beach and St. Petersburg.

Cobden, Ill., Ritz Improved

COBDEN, ILL.—The front of the Ritz Theatre here has been improved by a new electric sign and neon lighting. William E. Waring jr. is manager of the house.

MILWAUKEE

Construction of the Telenews is moving along and an early opening of the newsreel house is expected . . . Kirsten Flagstadt, operatic singer, pleased the patrons in half-filled Pabst Theatre. Reported Nazi collaboration by the singer kept attendance down.

Ed White, RKO cashier, is shown in the accompanying photo with his wife during a recent, all-too-rare sunny weekend in the country. Both Ed and wife are planning this year's vacation, with a trip through RKO's studios under consideration again.



ED WHITE AND WIFE

Laura Wells, Enterprise studios tub thumper, has the local males hounding her for a break in "The Other Love." She is looking for a man to take back to Hollywood for a screen test . . . Carl Michels, 20th-Fox salesman, is back from a vacation in California and Mexico . . . Jack Kahn, UA flack, spent considerable time here exploiting product booked at the Towne.

Charles Nygaard, former manager of the Eskin theatres in Sun Prairie, now holds U.S. distribution rights on Norwegian features produced by Merkur Films. Nygaard opened offices for Merkur Films at 2947 North Third St.

Henry Miller, former owner of the Victor in Hartland, called on old friends in town . . . Visitors on the Row included Nick Michels of the Main Street in Racine, Barney Sherman of the Douglas in Racine, Paul Nowatske of the Vista in Mukwonago, Art Sontag of the Brillion in Brillion, E. J. Alfrey of the Plainfield in Plainfield, Walter Baier of the Fort in Fort Atkinson, George Panka of the Metro in Prairie du Chien, Floyd Albert of the Strand in Mount Horeb, Ray Picus of the New Adams in Adams, L. B. Bergtold of the Westby in Westby, H. Neville of the Kickapoo in Gays Mills, and Sid Margoles of the Regal.

John Brunette, Fox Wisconsin district manager, created a stir with a live ape in exploiting "The New Adventures of Tarzan" . . . Three of Costa Rica's glamor gals were around town advancing "Carnival in Costa Rica," which opened at the Wisconsin . . . With three new radio stations in the making, Milwaukee will soon be an exploiteer's dream place. WMLO, one of the new stations, is all set to start broadcasting.

Charley, Ray and Oliver Trampe were in Chicago for a Monogram meeting . . . Lorraine Kay joined Film Classics as a secretary . . . Janet Campbell, former National Screen biller, shifted to Standard Theatres in accounting . . . Chuck Gregory, onetime producer at Chicago's Rialto, is now producer at the Empress, local burlesque house.

Danny Kelliher of the Sprague in Elkhorn, suntanned from a Florida vacation, was on the Row . . . Lowell Houle replaced Otto Angerstein as poster clerk at National Screen . . . Eddie Vollendorf of Theatre Service left for a Florida vacation.

Barney Wiese, MGM shipper, pinch-hit for Nick Meuren when Mrs. Meuren was ill . . . Dave Goldman, Universal salesman, worked the territory . . . Film Classics broke out with a new window sign . . . Lou Elman, RKO manager, gazed at the golf trophy won in last year's all-industry outing and said, "Those hot-rocks like Poblocki, Benny Benjamin and Gordon Hewitt better be good. I feel another big season coming on."

Cornelia Wall left National Screen because of ill health . . . Harry Olshan, Columbia manager, was a Detroit visitor . . . Carl Thelin built the attractive admission signs that are making their bow at all Fox Wisconsin theatres . . . Ben Feenberg of Eskin Theatres advised that the firm now handles national distribution on "The Story of the Pope."

Jesse McBride, Paramount manager, worked the territory around La Crosse . . . The Peerless Theatre recently installed RCA sound.

Sunday afternoon jam sessions at the Stage Door, sponsored by ex-Woody Herman hot saxist Eddie Goetz, indicate further attempts by night spot operators to grab amusement dollars . . . Other spots charging blanket admissions with like sessions have nicked weekend theatre business.

Nick Vilione, National Screen head shipper, came through with the ring that precedes an early session with the orange blossoms . . . A. K. "Hypo" Hadley of Film Arts journeyed to his home town in northern Wisconsin. First time in 35 years Hadley saw the spot.

Harry Olshan, Columbia branch manager, greeted exhibitors at the door last week. Remodeling of the exchange left Harry minus an office. Once completed, the improvements will find Columbia with one of the most modern exchanges on the Row.

Vehicle for McDowall

Monogram has purchased "Return to Yesteryear" by George W. Sayre as a starring vehicle for Roddy McDowall.



Chicago Turnstiles In a Steady Whirl

CHICAGO—Business at downtown theatres was much better with the end of Lent and Spring weather on tap. The Loop was crowded Easter Sunday with visitors and natives, too, and they gave the theatres a good play. New entries including "Suddenly It's Spring," plus a fine stage show headed by Georgie Price, at the Chicago, and "Mr. District Attorney" and the Vaughn Monroe orchestra on stage at the Oriental. "Nora Prentiss" did nicely at the Roosevelt and a twin bill, "Blind Spot" and "The 13th Hour," opened very good at the La Salle. "The Best Years of Our Lives" is still going strong at the Woods and goes into a 17th week. "The Jolson Story" is still running strong after 15 weeks.

(Average is 100)

Apollo—**The Jolson Story** (Col), 15th wk. 125
Chicago—**Suddenly It's Spring** (Para), plus stage show 145
Garrick—**13 Rue Madeleine** (20th-Fox), 3rd wk....110
Grand—**Smash-Up** (U-I), 3rd wk. 110
La Salle—**Blind Spot** (Col); **The 13th Hour** (Col)....115
Oriental—**Mr. District Attorney** (Col), plus stage show 145
Palace—**Trail Street** (RKO); **Little Miss Big** (U-I)..115
Roosevelt—**Nora Prentiss** (WB) 120
State-Lake—**The Yearling** (MGM), 7th wk. 110
Studio—**Foolish Virgin** (Jewel); **The Playboy** (Jewel), 9th wk. 100
United Artists—**The Secret Heart** (MGM), 3rd wk...105
Woods—**The Best Years of Our Lives** (RKO), 16th wk. 160
World Playhouse—**Ivan the Terrible** (Artkino), 4th wk. 110

Milwaukee Grosses Pick Up; 'Best Years' Tapering Off

MILWAUKEE—Easter and the end of Lent stimulated first run attendance considerably. However, Easter Sunday's weather was icy and intermittent rain ruled during the week. "The Best Years of Our Lives," in the second week at jumped admission prices, eased off after midweek. "The Jolson Story" at the Palace and "Stallion Road" at the Warner in second week showings also broke par, as did the opener of "The Late George Apley." "Abie's Irish Rose" bowed into the Towne with good results.

Alhambra—**Boom Town** (MGM), reissue; **Traffic in Crime** (Rep), 2nd wk. 115
Palace—**The Jolson Story** (Col), 2nd wk. 135
Riverside—**The Best Years of Our Lives** (RKO), 2nd wk. 145
Strand—**Diamond Horseshoe** (20th-Fox); **Fallen Angel** (20th-Fox), 2nd runs 115
Towne—**Abie's Irish Rose** (UA) ....Avg. not set
Warner—**Stallion Road** (WB); **Lady Chaser** (PRC), 2nd wk. 130
Wisconsin—**The Late George Apley** (20th-Fox); **Backlash** (20th-Fox) 130

Milwaukee Films Council Issues Picture Ratings

MILWAUKEE—Members of the Milwaukee County Federation of Women's clubs were guests of county Better Films council at a screening of "The Yearling" at the Varsity Theatre.

The council preview committee announced these film ratings:

Family, "The Yearling," "It Happened in Brooklyn," "Blondie's Big Moment," "Love Laughs at Andy Hardy," "Singin' in the Corn," "Over the Santa Fe Trail," "King of Wild Horses," "West of Dodge City," and "Blue Skies."

Adults and young people, "Beat the Band," "Undercover Maisie," "That Way With Women," "High Barbaree," "Roll On Texas Moon," "Betty Co-Ed," "Gallant Bess," "The Beginning or the End," "Cigarette Girl" and "Boomerang."

Mature, "The Guilt of Janet Ames," "Lady in the Lake," "13 Rue Madeleine," "Mr. District Attorney," "Imperfect Lady" and "Stallion Road."

Adults, "Framed," and "The Secret of the Whistler."

ST. LOUIS

The local PRC organization is all steamed up about the coming Harry Thomas drive. The local PRC lineup includes William Sherman, district manager, who is also acting as branch manager until a permanent appointment is made; Herman Gorelick, office manager and city salesman; Herman Schwarz, Illinois salesman; George Phillips, Missouri salesman; Edward Stevens, booker; Sanford Berns, assistant booker; Joyce Kinney, booker stenographer; Louise Noll, cashier; Ruth Spillenkothen, biller; Vita Mayberry, contract clerk, and Alice Sondag, secretary to Sherman. PRC also distributes Eagle-Lion pictures.

The Arcade Airdome on West Pine boulevard will open May 31 . . . Andy Dietz of Screen Guild Productions, has completed a 100 per cent deal with the Frisina Amusement Co., Springfield, Ill. He has also announced that he has a contract with Astor Pictures for the sequel to "Open the Door Richard," known as "Richard's Answer (I Ain't Goin' to Open That Door.)"

George Kerasotes, who recently underwent an emergency appendectomy performed in Springfield, Ill., made his first trip to St. Louis since his illness last Monday. He still is a little weak but is coming along very nicely . . . Earl Vandevort of Kennett, Mo., and A. H. Sharp, Gideon, Mo., are both recovering from recent attacks of the flu . . . Harry Nash, California, Mo., exhibitor, contemplates an early vacation trip to the west coast. He operates the Ritz Theatre.

Mark Raymon, district manager for Eagle-Lion, has resigned and plans to enter business with his in-laws on the west coast . . . Milt Overman, publicity man from New York, is here to handle the campaign on "It's a Joke, Son" at the Shubert May 1-7.

Barney Rosenthal, Monogram manager, attended the regional sales meeting of that company in Chicago April 12 and 13. Before going to Chicago, Rosenthal closed a deal with C. H. Graham of the Webster Theatre, St. Louis, for Monogram's 1946-47 product . . . Hugh Nesbitt, city salesman for Universal, has returned from Hot Springs, Ark. He formerly covered the Missouri territory for Universal and would like to see his old clients when they come to town . . . Ray Colvin of the Exhibitors Supply Co. and Mrs. Colvin also returned recently from Hot Springs.

Out-of-town exhibitors seen along Filmrow included Mr. and Mrs. William Collins of De Soto, Mo.; Phil Griffin, vice-president and film buyer for the I. W. Rodgers Theatres, Cairo, Ill.; Sam Pirtle, Jerseyville, Ill.; Tom Edwards of the Edwards & Harris circuit, Farmington, Mo., and Herman Tanner, Vandalia, Ill. Edwards was on his way to Columbia, Mo., to attend a father and son get-together for students of the University of Missouri, where his son is a senior.

First Theatre in 20 Years

OWENSVILLE, IND.—For the first time in 20 years, this town now has a motion picture theatre. The Ritz was opened here by S. A. Blood, Owensville postmaster, with H. G. Bass serving as manager. It has a seating capacity of 264. The house is showing two shows nightly except Friday and Saturday, when there are three. Matinees are held Saturday and Sunday.

Major feature films require 300 prints, while independent producers issue about 130 for each feature. The average number of prints for newsreels, for each company, is 1,093.

Major Chicago Role In 'Citizen Saint'

CHICAGO—There's a distinct Chicago "angle" in connection with the world premiere of "Citizen Saint," the film based on the life and miracles of Mother Cabrini.

Written by one Chicagoan, produced by another, and with a local girl appearing in the role of Chicago's saint, the picture opened Saturday (12) in Constitutional hall in Washington.

Carmelita Pope of Chicago, known professionally as Carla Dare, is cast in the role of Mother Cabrini. Both her mother, Mrs. Nicholas Pope, and her grandmother, Mrs. Counsigglia Bartolomei, knew the citizen saint, working with her in organizing Columbus hospital and meeting her often at the home of Dr. Anthony Lagoria.

Another Chicagoan in the cast is Julie Haydon, seen here last in "Glass Menagerie." The Rev. Edward V. Dailey, editor of the New World, wrote the book from which the film story was adapted and is the narrator. The picture was produced in New York—but the producer, Clyde Elliott, head of the Clyde Elliott Attractions of Chicago, is a Chicagoan, too.

Chicagoland Film Council In Annual Session Friday

CHICAGO—The annual meeting of the Better Films Council of Chicagoland will be held Friday (25) at 10:30 a. m. in the clubrooms of the Illinois Federation of Women's clubs. Mrs. Joseph R. Chesser, president, will report on the 38th annual conference of the National Board of Review, recently held in New York City, to which she was a delegate. The council's 14th annual luncheon will be held at Marshall Field's in the Wedgwood room at 12:30 p. m. Guests will be officers of the federation and representatives of the motion picture industries. Bee Rudolph, editor of "The Youth," official newspaper of the Chicago Youth Conference, will be the afternoon speaker. Mrs. June Hamilton, director of the Film Workshop, will present an illustrated lecture on the newly organized "Scientific Film Society."

Wage-Hour Law Proposed In Wisconsin Measure

MADISON—A state wage and hour law, with a 40 cents per hour minimum and a 40-hour, five-day week, is proposed in a bill introduced in the legislature by Senator Tehan of Milwaukee.

The measure would put into effect the federal limits on work hours and provide payment of time and a half for overtime. Employes in agriculture, domestics, and persons earning more than $250 a month would be exempt.

A state wage board system would be set up to hold hearings and recommend basic wages and working provisions to the state industrial commission, which would have the authority to put recommendations into effect.

$400,000 'Peggy' Trial Is Shifted to St. Louis

ST. LOUIS—The $400,000 damage suit filed in circuit court February 28 by Mrs. Beulah Greenwalt Walcher of Denver, the "Peggy," war nurse heroine of the book "They Were Expendable," against Loew's, Inc., has been transferred to the U. S. court here. Loew's, Inc., asked for the change in jurisdiction because of the diversity of residence of the parties to the litigation.

INDIANAPOLIS

Milton Cohen, district manager of RKO, joined Russell Brentlinger, local manager, on a business trip to Fort Wayne . . . Alberta Schneider is the new secretary to Bob Stevens, office manager at RKO . . . Doris McGinnis, formerly at MGM, has joined National Screen Service.

Carl Harthill, Monogram manager. and William Embleton, salesman, attended the regional sales meeting of the company in Chicago . . . The RKO branch was in third place in the Ned Depinet drive . . . Betty Kaylor, Affiliated Theatres booker, spent the week in New York visiting friends.

Ted Gamble of Portland, Ore., Leroy Furman, New York City, and Fred Dolle and D. Long of the Fourth Avenue Amusement Co., Louisville, attended a meeting of the Greater Indianapolis Amusement Co. Before returning to New York, Gamble and Furman visited Louisville . . . Headquarters of the Associated Theatre Owners of Indiana are being redecorated.

J. J. Grady, mideast district manager of 20th-Fox, visited the local branch en route from Chicago to his office in Cincinnati . . . Bus Miller of the Indiana, Marion, booked . . . William Clayson, ad supervisor of 20th-Fox, left for Detroit after being at the local branch two weeks . . . William Studebaker, Logansport, booked.

Jim Keefe, exploiteer for 20th-Fox, was at the local branch on business . . . The Elnora, Elnora, Ind., operated by Pierce and Ricketts, has been reorganized with Pierce acquiring the half interest owned by Ricketts . . . James Mooney, United Artists auditor, arrived here or a visit to the local branch.

Edward Brauer, Republic manager, was in Chicago attending a managers meeting . . . Sam H. Abrams, branch manager of Eagle-Lion-PRC was in Fort Wayne conferring with Harvey Cocks, general manager of Quimby Theatres . . . R. L. Hudson of Richmond booked . . . Stuart Ruble is the new manager at the Park Theatre, Louisville. The house is owned and operated by Amusement Enterprises . . . P. Murphy, Huntingburg, bought and booked.

The West Side outdoor theatre has opened for the season . . . Vance Schwartz, Grand Theatre, Louisville, visited Filmrow, buying and booking . . . The Warren township hall has installed a new DeVry projector and sound equipment . . . The Maywood open-airer opened for the season Wednesday night. Melvin E. Cox is owner . . . A. C. McCarty, Huntingburg, was on Filmrow booking . . . The drive-in on Pendleton pike has opened.

Ticket Agency Regulation Is Aim of Illinois Bill

SPRINGFIELD, ILL.—A bill has been introduced in the house that would regulate firms engaging in the sale of theatre tickets, fixing a license fee of $100 for each branch office, annual renewals to be reduced to $50.



CHICAGO

Edward J. Kelly, retiring mayor of Chicago, will be given a dinner by the Variety Club of Illinois April 28 in the Hotel Continental. Jack Rose, chief barker, will preside and George Jessel will be toastmaster. The general committee of arrangements includes John Balaban, James E. Coston, Thomas F. Flannery, Jack Kirsch, Edwin Silverman and Arthur Schoenstadt.



ARTHUR SCHOENSTADT

Norman Kassel, Essaness director of publicity, is vacationing in Hollywood . . . Sid Blumenstock, exploitation manager of 20th-Fox, was in town over the weekend with three Costa Rican Eye-Dears in tow. The girls won the popularity contest in Costa Rica sponsored by La Tribuna of San Jose, receiving a trip to the U.S. to attend the New York premiere of "Carnival in Costa Rica." Blumenstock and the gals left town by plane for Miami where a week's fete in their honor will climax their visit.

The phone strike didn't hamper B&K Booker Nate Platt, who is busy lining up the Chicago Theatre's biggest constellation of stars in a single season. Platt hopped a train for New York to be right on the scene of booking action . . . Sid Caesar, featured in "The Guilt of Janet Ames," got a billing break when the picture played the Chicago Theatre April 18. Caesar scored a big hit at that house several months ago when he appeared in the Tony Martin show . . . Jack Eckhart, president of Local-F, IATSE, and chief booker for 20th-Fox, has a new son.

Fighting hard to get distribution of his much-discussed picture, "Duel in the Sun," David Selznick organized the National Film Distributors Co. here last week. James Clark of Philadelphia was named president and will open offices here at 831 South Wabash Ave. There will be 20 other exchanges throughout the country . . . Harry Mandel, midwest sales supervisor of Eagle-Lion, has returned to local headquarters from a New York business trip . . . Henri Elman, Capitol Films head, who was hospitalized two weeks, is back at his desk and feeling okay again.

Barbara Stanwyck and husband Robert Taylor paid a brief visit here over the weekend. They met the press in the observation car of the Chief in the Santa Fe depot. Miss Stanwyck was caught in a crossfire of questions peppered at her by two rival film organizations. B&K, represented by Jimmy Savage, is featuring her latest picture, "California," at the State-Lake. Enterprise studios, represented by Helen Ferguson and Laura Wells, is interested in plugging the picture she made on its lot, "The Other Love." Barbara and Bob returned to the U.S. recently after a visit to England and Europe. After they had been guests of Willard M. Ruzen, general manager of the Morrison hotel, they departed for the west coast, Miss Stanwyck on the Chief and Taylor in his new five-passenger airplane, a Christmas gift from his wife.

Chicago's two drive-ins opened for the season last week. The Outdoor Theatre, owned and operated by Irving Gandall and Frank Fink, and the Drive-In, owned and operated by N. S. Barger, both played "The Razor's Edge" . . . Art Rosenthal, 20 years with United Artists, who came up from the ranks from poster clerk to booker, resigned to join the PRC sales department. He will be succeeded by Erwin Lang, formerly of the shipping department, and poster clerk. Lang is the son of Moe Lang, veteran operator of the Harrison Theatre.

Alice Dubin of Capitol Films and Rose Coglan of National Screen will leave for a two-week Florida vacation . . . Ed Seguin, Chicago Theatre publicist, used a nostalgic setting for a Georgie Price stunt here. He had Georgie dance down Yesterday's Main Street, historical exhibit at the Museum of Science and Industry here, under the gaze of WBKB television cameras. Price sported George Cohan's original hat and cane for the stunt, given by the grand old showman to Gus Edwards, who in turn bestowed them on Price . . . Sally Shulman, secretary to Max Roth, district manager of PRC, is honeymooning on the west coast with her new hubby, Al Bisnow.

Chicago Theatre Supply Co. is installing 1,000 latest model chairs at the Kedzie Theatre . . . Bob Kickey, RKO special representative, has returned from Kansas, where he was whooping it up for "Trail Street" . . . A. C. Kalafat, who operates theatres in Indiana and Illinois, has taken over the Lans at Lansing, Ill. His son Chris, recently out of service, is assisting in the operation of the circuit.

Warren Slee of MGM public relations is celebrating the arrival of a second daughter, named Angela . . . Dolores Ryan, niece of Charlie Ryan, has joined the copy department at Filmack Trailer Co., William Gehring, central sales manager of 20th-Fox, arrived in town with his assistant Jack Bloom for a week's confab with Jack Lorentz, midwest district manager; M. A. Levy, prairie district manager, and Jim Grady, mideast district manager.

David E. Caesar, former newspaper editor, sales representative and railroad advertising agent, has succeeded Evelyn Baker as advertising manager of Educational Screen's Chicago office. Patrick A. Philippi, former writer and editor, is now circulation manager, and Edward T. Myers, former technical editor and film writer, has been appointed assistant editor.

"The Macomber Affair," UA release which stars Gregory Peck and Joan Bennett, was premiered for the press last weekend at Riccardo's Rush street bistro which was selected by Chick Evens, UA exploiteer, because Riccardo and his wife Jill are big-game hunters, as are Peck and Bennett in the film . . . Everett Schafer has been named vice-president in charge of service development and planning by Jam Handy organization in Detroit.

Larry Strong, head of Essanay Electric Co., is seriously ill at the Wesley Memorial hospital . . . McDonald Cook Advertising agency, who handles DeVry Corp. advertising and other equipment accounts, has moved to larger quarters at 360 North Michigan Ave. . . . Bing Crosby took time out to visit Manager Jack Belasco at the Woods Theatre and sat through "The Best Years of Our Lives" for the third time.

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Allied Team Is Champion In Chicago Bowling Loop

CHICAGO—The Allied team is the king pin of 1947. Allied clinched the championship in the Chicago Motion Picture Bowling league and finished the season with a lead of eight games over second place United Artists. At last week's session they shot a top series of 2,794 and high game of 985, with C. Chinn the individual star, shooting a high series of 647 and high game of 244. This enabled Allied to win two from UA. Warners downed 20th-Fox three times, Universal took a couple from Film Chauffeurs and National Screen dropped a single to the Garsonites.

FINAL STANDINGS

	Won	Lost
Allied Theatres	54	30
United Artists	46	38
Film Chauffeurs	45	39
Garsonites	43	41
Universal	42	42
Warners	40	44
National Screen	40	44
20th-Fox	26	58

The league awarded prizes and elected officers for next season at a party in the Allied meeting rooms Wednesday.

MILWAUKEE—Nearing the season's end, the IATSE Bowling league regulars held the line. In the weekly session, honors went to team 8 with a score of 2,732. Team 5 was next with 2,655 and team 3 had 2,617. Team 8 also rolled highest single game, 959. Team 4 was runnerup with 940 and No. 5 was third with 910. Elmer Klase held highest three individual game honors, 664. Bob Lucht rolled 619 and Chet Millis 617. Millis' game of 255 was high single. Art Weaver with 246 and Bob Lucht with 245 followed.

TEAM STANDINGS

	Won	Lost	Ave.		Won	Lost	Avg.
4	53	31	798	1	43	41	774
6	48	36	780	2	38	46	796
5	45	39	798	3	36	48	773
8	44	40	792	7	30	54	760

Wisconsin Postpones Legalization of Bingo

MADISON—A bill legalizing bingo was recommended for indefinite postponement by the assembly committee of state affairs after a hearing at which considerable opposition to the proposal was expressed. Among those opposing the bill was F. J. McWilliams, local theatre operator.

Costa Rica Beauties Visit

CHICAGO—Three of Costa Rica's fairest senoritas were visitors in Chicago last week as part of their three-week tour of the U.S. to herald the 20th-Fox film "Carnival in Costa Rica." The three 18-year-old girls were chosen in a popularity and beauty contest sponsored by a San Jose newspaper and won a three-week trip to the U.S. Their tour of ten cities in this country was sponsored by the Costa Rican consul general.

Omaha Row Protests Auditorium Project

OMAHA — Filmrow representatives protested the proposed site of a $3,500,000 municipal auditorium at a public hearing here held by the auditorium commission. J. Robert Hoff, business manager of the Ballantyne Co., told the commission the firm exchanges must remain close together.

"If the auditorium is located between 17th and 19th streets and Chicago and Capital," he said, "it will stymie the industry which is expanding westward on Davenport.

Hoff said the theatre equipment and manufacturing firm and its retail outlet would suffer "great damage" if the property were condemned. He recommended a location between 14th and 16th and between Chicago and California streets.

He also contended that by taking the property the citywide plan book suggested, and which was backed during the week by the architect, too much money would be spent on land acquisition, leaving too little for the auditorium, which voters expected when they passed the bond issue.

William J. Baird, attorney for the Paramount Pictures exchange, also located in the area of the proposed site said: "If this is the only site, then we're for it even though we don't want to lose our building, a splendid two-story brick.

"However, I don't believe enough attention has been paid to the expense of condemning the property in this four-square block. There won't be enough money left to build the kind of auditorium Omaha wants."

Protests also were registered by other property owners in different industries.

Mark Raymon, Eagle-Lion, Resigns in Kansas City

KANSAS CITY — Mark Raymon, local Eagle-Lion representative, resigned April 12. He plans to enter the air conditioning business in Seattle, Wash., according to Beverly Miller, western division manager for PRC, who also said that no new appointment has been made. Raymon, who was formerly RKO manager in Puerto Rico, came to Kansas City for Eagle-Lion early in December last year.

Two Theatres in Works In Minneapolis Area

MINNEAPOLIS—Plans have been drawn here for two new theatres and several improvement projects in the territory. The Benfield-Schenecker company will build a $65,000, 650-seat house at Webster, S. D. A new 400-seat theatre at Clinton, Minn., will cost $40,000. The improvement programs are for the Rivoli, La Crosse, Wis., and the Ideal, Bloomer, Wis.

Leonard Freid to Manage Eau Claire, Wis., House

LA PORTE CITY, IOWA—Leonard Freid of La Porte has been appointed manager of the new Hollywood Theatre, soon to open at Eau Claire, Wis. Freid formerly was manager of the Paramount in Waterloo.

Heart Attack Takes Life Of John Eding in Aurelia

AURELIA, IOWA—John Eding, about 65, owner of the Community Theatre here, died as a result of a heart attack.

Antitrust Chief to Face Barrage of NCA Queries



ROBERT L. WRIGHT

MINNEAPOLIS—Robert L. Wright, special assistant to the U.S. attorney general, may think he is coming to the North Central Allied convention here Monday and Tuesday (21, 22) just to interpret and analyze the antitrust decision, but a surprise is in store for him.

He will also be queried for an opinion regarding the prospects of a Department of Justice investigation of an alleged conspiracy among major producer-distributors to create an artificial shortage of pictures, as charged by President Ben Berger of the organization. Independents attending the convention also plan to reveal their grievances against the distributors to Wright.

One of the convention's highlights, however, will be the frank and informal discussion of the decree by Wright who, as special assistant to the U.S. attorney general, has devoted most of his time to prosecution of the film companies for alleged monopoly. It was said that he will review the government's entire motion picture program.

Col. H. A. Cole of Dallas, Texas Allied president, will speak.

Exhibitors have been advised by an NCA bulletin that "mere postponement of the decree's operation does not change the situation materially."

"Contrary to reports, Justice Reed did not throw out competitive bidding," the bulletin declares. "It is still a part and parcel of the decree. The film companies probably will continue with their experiments with competitive bidding minus the decree's meager safeguards. In the meantime, exhibitors will have to keep their fingers crossed and stay in business with the hope that the game's rules, when they are finally known, will give them a better break than they've had in the past."

V. E. Gorham Opens Paton After Extensive Repair

PATON, IOWA—The Paton Theatre here opened Easter Sunday under the ownership of V. E. Gorham. The Paton operates six nights a week with three picture changes. There are two showings each night. The theatre has been redecorated and equipment overhauled. It has a new lobby, carpeted floor, new seats, a raised floor and a new light system. A new screen has been installed, too.

Abortive Davis Club in News Again; Aimed to Prevent Mixups in Mail

KANSAS CITY—Don R. Davis, RCA district manager whose twin son and daughter are nicknamed Hi and Fi, has been the subject of much comment due to his appearance twice this week in the About Town Column of the Star.



"HI FI" DAVIS

According to Landon Laird, author of the popular piece, Davis recalls the time 11 years ago when seven Don Davises lived in the city. "It created an untenable situation," Hi Fi is quoted as saying. "The mail of seven Don Davises really got mixed up. The problem had its pleasant side, however, because I recall one month when all my utility bills were paid by another Don Davis. There was a fearsome aspect to the matter, too, though. I used to get endearing epistles from a girl I didn't know named Sadie.

"The mixup got so bad that I called a meeting of all seven Don Davises to create a kind of mail-assorting committee . . . I also approached Ward Scott, then, as now, 20th-Fox district manager. Ward arranged to put us in the newsreels.

"Came the day when we were going to officially organize the Don Davis club. Five of us had spruced up, because it was the picture taking day too. But the attitude of one of the members killed our club and we didn't get in the newsreels either. For years afterwards there still was a mixup in mail among us."

According to Laird, the greater Kansas City telephone directory now lists three Don Davises and 31 Davises whose first initial is D.

"Hi Fi" later added that even the wives of the Don Davises cause some mixups. Mrs. Don A. Davis, whose first name is Frances, has an account under her own name in the same bank as Mrs. Hi Fi, whose account is also under the name of Frances.

KANSAS CITY

Ed Heiber, Universal district manager, has returned from a short trip to the Omaha exchange . . . Ralph H. Ohlson, salesman in the local U-I office, was married last week to Mary Gibbs of St. Louis. After a honeymoon in Colorado Springs, Ralph returned to work . . . Jules Weill, J. Arthur Rank representative with headquarters in St. Louis, is becoming a regular visitor. He was here early in the week in connection with booking "Stairway to Heaven."

The proposed name change for the Newman Theatre will probably go through within four to six weeks, according to M. D. "Babe" Cohn, manager. Conferences on the new upright sign have been completed and the name Paramount should decorate Main street soon.



"BABE" COHN

Sebe Goodlett, in charge of sales in five western states for National Screen, visited Lou Patz, district manager, accompanied by Fred Weimer, Salt Lake manager, and Charles DuRyk, Denver chief. He renewed acquaintance with Ralph Morrow of U-I, "Count" Arthur deStefano of NTS, Jules Benedic of BOXOFFICE and other old cronies who "knew him when" down in Texas. Sebe is a real oldtimer in the industry, having been in exhibition and distribution since 1906 when, with his dad, he opened a theatre in Georgetown, Tex. Joining Patz, the quadrumvirate left for the international NSS convention to be held next week in Chicago.

Ben Marcus, Columbia district manager, returned over the weekend from Omaha but left again Monday noon for Des Moines for meetings with circuit officials and exchange heads there in connection with special releases . . . Don "Hi Fi" Davis, RCA district manager who is back at work again, left early in the week for a few days in Omaha.

Theo Sutter, local exhibitor, had a bad abscess on his eye brow last week. According to Theo, the doctor said that if he had had it treated any later, the internal infection might have affected his brain . . . Julian King and Marie Slatkoske of King Enterprises and Screen Guild in Des Moines were in town over the weekend.

Lettie Todd has replaced Evelyn Bischoff as assistant cashier at RKO . . . Rosemary Alexiou and Wanda Rollo, girls Thursday and Friday, respectively, to Walter Lambader at the local Screen Guild exchange, greeted guests of the trade at the Wednesday screening of "Citizen Saint" in Edison hall.

Russell Borg, local Warner chief, was in St. Louis the first of the week . . . Nellie Schneider has replaced Kathleen Touhey as stenographer in that office . . . "The Farmer's Daughter" moves into the Orpheum April 30 following a week of "The Sea Wolf" and "The Sea Hawk."

According to Hedda Hopper, Jack Carson is playing host to Barney Joffee, manager of the Tower, while the local manager is in the film capital. Carson was emcee of the Tower stage shows for three years before making his film debut . . . Mrs. Ned Busher, wife of the National Theatre Supply salesman, has been in the hospital for an appendectomy.



BARNEY JOFFEE

Suburban and residential business has fallen off during the week these days, although weekend takes remain up to par. This condition, in the opinion of one member of the industry, will continue until after school is out . . . Pauline Schroeger, shorts booker at Fox Midwest, was out with the flu.

Stanley Mayer, 20th-Fox Des Moines manager now on leave of absence after a severe illness, was a visitor at the local exchange. A former salesman on Filmrow, Mayer seemed quite recovered and looked much slimmer . . . The installation of awnings on the Monogram exchange foretells the sudden nearness of summer.

Earl E. Jameson, district manager for National Film Service, left for the west . . . The mat and press book departments of National Screen have been moved to the second floor of the new building on the corner of 18th and Baltimore. The trailer division has been delayed due to the current building trades strike in the city.

Lou Patz, local NSS district manager, was surprised and honored last Friday when the personnel of his office gave a birthday luncheon in his honor. The festivities were complete with cake and candles—one cake and not too many candles . . . Carol Jensen, preparer at National Screen, now has both feet firmly planted in the clouds: she has received a third-finger-left-hand diamond from Charles Denny. The wedding will be some time this summer.

Mary Connolly, NSS biller, has returned to the Row after a week in the hospital . . . Elsie Dunn, switchboard operator, suffered the loss of her mother last week . . . Clarence Schultz, Commonwealth executive, has returned from Minnesota where he was called to the bedside of his stepfather Henry Emme. Emme is doing as well as might be expected.

John Meinardi, assistant film buyer for Fox theatres, had his tonsils out last week and Howard White is in the hospital for a kidney operation . . . Senn Lawler, publicity chief for the circuit, was in Columbia Tuesday . . . The completion of the first week of the annual Skouras Showmanship drive at Fox Midwest went off very well, according to Harold Hume, film buyer.

Calling at National Theatre Supply during the week were Bob Martin of the Cozy in Chetopa, Kas.; George Nescher of the Rio, Valley Falls, Kas.; Frank Meyers, Civic, Brookfield, Mo.; Chet Borg, Plaza, Appleton City, Mo.; A. E. Jarboe, Ritz, Cameron, Mo.; C. F. Schafer, Regent, Blue Rapids, Kas.; E. B. Kaiser, Victory, Knob Noster, Mo.; Harry Till, Courter, Hamilton, Mo.; W. L. Presley, Globe, Savannah, Mo.; Sol Frank, Chief, Coldwater, Kas., and Dale Neely, Neely, Dighton.

Jules V. Serkowich, Columbia midwest division exploitation manager, was in town arranging publicity for "Johnny O'Clock," which opened at the Midland Thursday (17) . . . Jerry Lubin, Durwood Theatres auditor, has returned to work after being in the hospital . . . Ethel McMillin is the new secretary at Theatre Enterprises.

Nomination for Happiest Girl of the Week go to Frances Holmes, shorts booker at Fox Midwest. Excitement over her recent engagement to Noble H. Johnson is keeping her awake nights, she says. Wedding bells will sound June 28.

Max Thomas, former Griffith assistant manager at Manhattan, Kas., has been transferred to the Osage Theatre, Osage, Kas., and not to Vernon as was reported last week . . . Mrs. Darlene Grandbousche was called to her home near Des Moines after the sudden death of her grandmother. Mrs. Grandbousche is secretary to F. L. Plumlee.

Other Row visitors included Mrs. Bill Silver of the Silver, Clarence, Mo.; Marvin Banks, St. Louis; Nick Kostis, Holden, Holden, Mo.; Frank Weary, Weary, Richmond, Mo.; C. E. "Doc" Cook, Maryville, Mo.; George Nescher, Rio, Valley Falls, Kas.; Cle Bratton, Ritz, Council Grove, Kas.; Leo Freund, Adrian, Adrian, Mo.; Charles Craig, Plaza,

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Bentonville, Ark.; T. C. Killebrew, Grand, Siloam Springs, Ark.; P. O. Smith, Pic, Lebanon, Kas., and Don Shade, Tauy, Ottawa, Kas.

Ralph LiBeau jr., son of the Paramount district manager, stopped in Kansas City on the way to his father-in-law's funeral. LiBeau hails from Bridgeport, Conn. . . . Alex Rogers, Theatre Enterprises manager in Fayette, Mo., was injured slightly when a six-sheet board toppled on him during a recent wind storm.

Larry Biechele, nephew of R. R. "Dick" Biechele, KMTA executive, is the new booker and city salesman at Film Classics. Larry was with National Screen as head shipper for ten years. He was replaced there by Kenneth Clark . . . Gil Canfield, RKO publicist, finally got his car back to the city but only after encountering all the obstacles that Mother Nature could throw in his path.

Prof. J. B. Roshong and his assistant Rowland Roelfs of St. Francis, Kas., took a swing through Kansas to investigate latest theatre design for their 500-seat Roshong Theatre soon to be built in St. Francis. Roshong, who now operates the St. Francis in that town, has purchased complete sound equipment from Don Davis at RCA.

The fifth annual Star Lane Farm horse sale will be held for two days this year, May 1, 2, in the American Royal Bldg. The event, sponsored by E. C. Rhoden, head of Fox Midwest, has grown to be the largest saddle horse sale in the country and now attracts bidders from every part of the U.S. and Canada. Over 250 horses from the nation's breeding farms will be offered to a crowd which last year exceeded 4,000 persons.

Beverly Miller, PRC division manager, returned from Des Moines where he conferred with Mike Lee, manager there. He left for Omaha the end of the week for a huddle with Sol Reif, PRC chief in that city. M. G. "Shack" Shackelford, local exchange manager, was also in the territory during the week.

Kansas Citians Propose Air Conditioning Remedy

KANSAS CITY — Representatives from Kansas City attended a hearing before the state Public Service commission in Jefferson City Friday to protest the recent proposal by the Kansas City Power & Light Co. that it be permitted to curtail air conditioning service to its customers during certain peak hours this summer. Cause for the request was an overloading of available equipment.

The local delegation, in which theatre owners were represented, requested an opportunity to have the load reduced generally and not limited solely to air conditioning power.

Harold Russell to Visit

KANSAS CITY—Harold Russell, handless veteran who has received much recognition for his work in "The Best Years of Our Lives," will arrive here April 21 for appearances and consultations in connection with veterans' rehabilitation. At this writing, his public appearances are said to be limited to radio broadcasts and a visit to the local Advertising and Sales Executives club.

New Sunflower Manager

SUNFLOWER, KAS.—Parker Melluish is the new manager of the local Village Theatre, a Theatre Enterprises house. He replaces Ken Davis and is a former manager from Orrville, Ohio.

From the BOXOFFICE *Files*

* * *

(Twenty Years Ago)

C A. SCHULTZ will become manager of Midwest Film Distributors, Inc., May 1, according to E. C. Rhoden, president. Rhoden will devote his time to the operation of the ten houses controlled by Midwest. Schultz came to Kansas City as manager of the Vitagraph branch in 1924. Upon the organization of the Producers Distributing Corp. he was appointed manager of the Kansas City branch, where he has built up an enviable reputation as a sales executive.

* * *

George Bromley, manager of two of the leading motion picture theatres in Moberly, Mo., was found guilty in the circuit court of violation of a state law governing employment of labor on Sunday. Bromley was fined $50 and costs.

The case has been appealed and is of statewide interest since it affects Sunday shows in other locations, such as St. Louis, Kansas City, Jefferson City, etc.

* * *

The Auditorium Theatre, a four-story edifice at the corner of Ninth and Holmes in Kansas City, has been leased by Sam Carver from John W. Dillon for a term of ten years, at an average rental of $5,600. The building contains the 1,800-seat theatre, a hotel and four ground floor store rooms. The Auditorium was first opened in 1887 and was considered an elaborate and beautifully decorated house for that day. For many years it was the leading theatre in Kansas City. Following the fire in 1898 the theatre was rebuilt.

Five Shows a Day Cause 9 a. m. Opening for 'Years'

OMAHA—The RKO Brandeis, managed by Will Singer, is opening at 9:45 a. m., in order to offer five shows daily of "The Best Years of Our Lives." The 1,200-seat downtown house has set a 74-cent matinee price and $1.20 for evenings. The charge for children is 50 cents.

El Zorro to Hold Dance

KANSAS CITY—The next dance for Fox Midwest's El Zorro club will be held May 23. Home office personnel and theatre managers, their assistants and cashiers, and wives, husbands, boy friends and girl friends are invited. An El Zorro picnic is now being planned for July.

Roskof Buys Hotel

KANSAS CITY—The Main hotel here, situated near the Union station, has been purchased for $52,000 by Michael C. Roskof, theatre owner of Marshalltown, Iowa. It will be held as an investment.

Mrs. Swan Dies Suddenly

ROSCOE, S. D.—Mrs. W. H. Swan, wife of the operator of the Auditorium Theatre here, died recently. Mrs. Swan was ill only a short time; in fact, she had sold tickets at the theatre the previous evening and seemed to be feeling as well as usual.

Stage Stars Signed

Albert Sharp and David Wayne, two stage stars, have been signed for roles in SRO's "Portrait of Jennie."

Area Drive-Ins Equipped By Missouri Supply Co.

KANSAS CITY—L. J. Kimbriel, manager of Missouri Theatre Supply, has sold complete drive-in equipment to Missouri Motor Movies, which is building a 600-car open-airer near St. Joseph. RCA sound equipment with in-the-car speakers, Brenkert lamps and projectors plus underground cable were bought by L. E. Pope, president of the new firm.

Community Drive-In Theatres, Inc., of which Claude Parish is president and Sam Woodson jr., secretary, have purchased RCA equipment from Kimbriel for their proposed 750-car location near Topeka. Rube Finkelstein has placed orders for his Kansas Drive-In Theatre on U.S. 40, five miles west of Kansas City, Kas.

O. F. Sullivan and R. E. Conrad, who last year bought complete equipment for a 700-car drive-in from Missouri Theatre Supply, have just closed a deal with the equipment firm for another location and for a third for 750 cars near Oklahoma City. Two other drive-in accounts, one for a 1,000-car theatre at Springfield, and the other for a 700-car situation near Joplin, have also been equipped by Kimbriel.

Chairs recently sold by Missouri include seats for the local Gem, owned by Jack Shriner; The Show in Joplin, owned by Jim Nutz; the Tampico, Kansas City, owned by Dickinson circuit; Ashland, Kansas City; Tom's Theatre, Eldon, Mo., owned by Tom Edwards, and Walter H. Kahler's new building at Butler, Mo. Booth equipment and chairs have also been bought from Kimbriel by George Summers, who is building a new house in Unionville, Mo.

Air conditioning equipment has been sold to the Dickinson and Glen in Topeka; the Dunbar, Wichita, and the Mainstreet, Beloit, Kas.

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DES MOINES

Jack Greenberg, formerly of Minneapolis, has joined the sales force at NSS. Greenberg, Manager Milt Feinberg and Jim Parsons, salesman, left Wednesday to attend the company convention in Chicago.

Paul Webster, Warner manager, was in St. Louis last week attending meetings . . . Betty Orr has joined the staff at Columbia . . . Tony Fursee and Paul Leatherby, Columbia salesmen, have both moved into their new homes.

Ed Heiber, Universal district manager, was a visitor in the exchange here again last week . . . Jean Post began his salesman's career last Monday. He has been booker for Universal . . . Mable Magnusson, Universal, was back at her desk Monday after a siege with the flu . . . Helene Jacobs spent the weekend in Kansas City.

Florence Harris, RKO inspector, is in the hospital recovering from an operation . . . Betty Lou Nissen, MGM receptionist, has resigned . . . Maxine Bird, also of MGM, spent the weekend in Greenfield.

Marilyn Maxwell, star in "The Show-Off," is being seen by her hometown friends this week. Marilyn was born in Clarinda, Iowa . . . Vernon Kinkaid, manager of the State Theatre, Cedar Rapids, offered prizes for people guessing Red Skelton's right name in a promotion stunt for "The Show-Off." Kinkaid received 1,600 replies, but only 20 persons guessed the correct name, which is Richard.

Beverly Miller, PRC district manager, was a visitor at the exchange here last week . . . R. C. LiBeau, district manager, and George A. Smith, division manager, were here for meetings at Paramount . . . Pearl Robbins, Paramount salesman, is back after his illness.

MGM has three of the costumes worn in the filming of "Till the Clouds Roll By." Salesmen will lend them to exhibitors in various Iowa towns for display in promotion of the picture . . . Bill Chandler, distributor of MGM records for this territory, awarded MGM albums to Henry Plude, manager of the Capitol in Davenport, and Frances Gillan, manager of the Paramount in Cedar Rapids, for outstanding promotion of "Till the Clouds Roll By."

Sioux City Paper Backs Ban on Drinking Scenes

SIOUX CITY, IOWA—Another editorial voice in support of a resolution to eliminate drinking scenes from motion pictures shown in Iowa has come by way of the Tribune-Journal here.

In its editorial pages, the Sioux City paper got solidly behind Representative Charles S. Van Eaton of Woodbury county, who introduced the resolution in the Iowa house.

"One need not be a member of the WCTU or a crusader for the Anti-Saloon league to unite in endorsing this proposal," the newspaper commented. "There is no question but that motion pictures and radio are the two most potent influences in shaping the thinking of young—and older people. The power of suggestion exercised through these two channels is tremendous. Taking stock of the net effects of those suggestions, one feels that society is justified in insisting that there be an improvement in that direction."

Rex Truesdell Returns As Assistant in Ames

AMES, IOWA—Rex Truesdell has returned to the Ames Theatre Co. as assistant manager of the four local theatres. Truesdell returns after a six-month leave of absence.

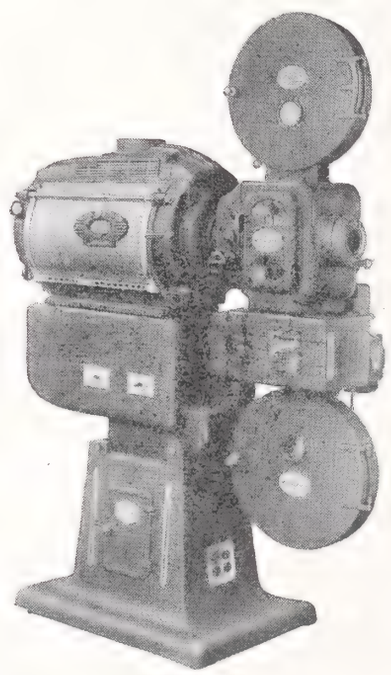
He started with the local company 19 years ago when he was in his early teens. His first job was changing rolls on the Wurlitzer 22-piece orchestra player piano at the old Twin Star Theatre.

During Truesdell's absence his position was filled by Ken Woodward who has now returned to Pennsylvania where he will operate his own commercial film advertising business.

Memorial Theatre Opens In Central City, Iowa

CENTRAL CITY, IOWA—The Memorial Theatre was scheduled to open here Saturday (19) with elaborate ceremonies. Radio station WMT of Cedar Rapids and Waterloo planned to start broadcasting the opening ceremonies at noon and continue to 1:30 p. m. H. L. Sawyer, president of the Central City Memorial Theatre Corp., arranged many gala events for the dedication.

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'Egg' Again Colorful; 'Years' Still Is Best

KANSAS CITY—For the second consecutive weekend, "The Egg and I," playing day and date at three Fox Midwest first runs, broke all records at those houses. Ringing up a soaring 200 per cent, the appealing comedy brought in a weekend gross that was within $200 of the first weekend take.

"The Best Years of Our Lives" at the Tower continued doing good business at roadshow prices and a third week for the Oscar holder was guaranteed. "The Well-Digger's Daughter" at the Kimo was replaced by "Carmen" but "California" at the Newman remained for a third stanza.

The Tampico, a Dickinson house on the southwest side of the city, played "The Heart of New York," a Screen Guild reissue of the old "Hallelujah, I'm a Bum" with Al Jolson, and "'Neath Canadian Skies" as the initial first runs under the residential location's new policy. They were followed at the end of the week by "The Stone Flower," the Artkino color-award winner. The Gillham, after a successful stanza of "Road to Hollywood," returned to its normal subsequent run policy.

"Johnny O'Clock" replaced "The Macomber Affair" at the Midland Thursday and two reissues, "The Sea Hawk" and "The Sea Wolf," supplanted "Stallion Road" at the Orpheum.

(Average is 100)

Esquire, Uptown, Fairway—**The Egg and I** (U-I), 2nd wk. 200
Kimo—**The Well-Digger's Daughter** (Siritzky-International), 4th wk. 150
Midland—**The Macomber Affair** (UA); **Millie's Daughter** (Col) 115
Newman—**California** (Para), 2nd wk. 120
Orpheum—**Stallion Road** (WB); **The Trap** (Mono)....100
Tampico—**The Heart of New York** (SG); **'Neath Canadian Skies** (SG) 125
Tower—**The Best Years of Our Lives** (RKO), roadshow, 2nd wk. 275

Mild Weather Blamed For Des Moines Slackening

DES MOINES—The first signs of spring weather here served to keep people out of doors, and boxoffice receipts showed a marked decrease. "The Locket," on a double bill with "Singin' in the Corn" at the Orpheum Theatre, did just average business.

The bills at the two Tri-States houses fell slightly below par. "Pursued" was the Des Moines Theatre's presentation, and the Paramount offered a double feature of "I'll Be Yours" and "Truth About Murder." Competing with the motion picture houses were two stage shows—Katharine Cornell in "The Barretts of Wimpole Street" at the KRNT Radio Theatre on Monday night, and "Butter and Egg Man" at Kendall Playhouse with a production every night last week.

Des Moines—**Pursued** (WB) 95
Orpheum—**The Locket** (RKO); **Singin' in the Corn** (Col) 100
Paramount—**I'll Be Yours** (U-I); **The Truth About Murder** (RKO) 90

'Locket' on Dual Bill Gives Omaha Brandeis the Edge

OMAHA—"The Locket" and "Beat the Band" gave the RKO-Brandeis the edge over other first runs. All except the Orpheum did average or better. A beautiful "outdoors weekend" hurt business some. It was the first break in a long rainy stretch.

Omaha—**A Scandal in Paris** (UA); **The Bowery** (UA) 100
Orpheum—**Angel on My Shoulder** (UA); **Wife Wanted** (Mono) 95
Paramount—**Lady in the Lake** (MGM) 105
RKO-Brandeis—**The Locket** (RKO); **Beat the Band** (RKO) 115
State—**The Mighty McGurk** (MGM); **Susie Steps Out** (UA) 110
Town—**Trail Dust** (Para); **'Neath Canadian Skies** (SG), split with **Below the Deadline** (Mono); **White Tie and Tails** (Univ); **Fugitive Valley** (Mono) 100

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'Locket' and 'Stallion Road' Open Well in Minneapolis

MINNEAPOLIS—"The Locket" and "Stallion Road" were the principal newcomers last week and both fared well. Holdovers continued to prosper. It was the fifth Loop week for "Best Years of Our Lives," the fourth for "Razor's Edge," the third for "Sinbad the Sailor" and the second for "My Favorite Brunette."

Aster—**Vacation in Reno** (RKO); **Torture Ship** (PPC), reissue....110
Century—**I'll Be Yours** (U-I).... 90
Gopher—**The Beast With Five Fingers** (WB).....125
Lyric—**The Razor's Edge** (20th-Fox), 4th d. t. wk...125
Radio City—**My Favorite Brunette** (Para), 2nd wk...150
RKO Orpheum—**The Locket** (RKO).....130
RKO Pan—**The Best Years of Our Lives** (RKO), 5th wk. 175
State—**Stallion Road** (WB).....125
World—**Sinbad the Sailor** (RKO), 3rd d. t. wk.....100

Bids Called for Theatre Going Up in Clinton, Mo.

CLINTON, MO.—F. W. Woodruff & Son, general contractors for the new theatre being erected here for J. T. Goshen, who also operates the Uptown in Sedalia, are receiving bids from sub-contractors on gas-fired furnaces, sheet metal and mill work for the new house. The theatre will be one-story, 50x120 feet, and will have stadium-type seating. It was designed by Robert O. Boller of Kansas City and will cost upward of $30,000. tI will replace a theatre destroyed by fire several months ago.

Bus Strike in Lincoln

LINCOLN, NEB.—Theatre business here has been somewhat hobbled by a strike of drivers and operators of the Lincoln City bus lines.

Madge Meredith Returns To Iowa Falls for Visit

IOWA FALLS, IOWA—Marjorie Massow was a visitor in her home town here last week. The daughter of Mr. and Mrs. F. A. Massow renewed old friendships and visited Iowa Falls high school, where she was a student several years ago.

The visitor is Marjorie Massow to Iowa Falls but to filmgoers she's Madge Meredith, one of the stars of "Trail Street," which just finished a record run in Des Moines and is slated to open here next month.

While here, Marjorie appeared on the stage of the Metropolitan Theatre and told her friends how she finally managed to shoot a villain in "Trail Street." Early in the filming she picked up the idea of shooting her own villain, she said. However, in westerns, the star (in this case Randolph Scott) has a corner on the villain-killing episodes; thus it was through the kindness of Scott that Marjorie finally got her man. Her satisfaction was complete when the scene appeared in the released pictures, when she had thought it was shot only to please her.

Marjorie has appeared also in "Take It or Leave It," "Child of Divorce" and "The Falcon's Adventure."

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MINNEAPOLIS

Manager Joe Clements of the Riviera, St. Paul, used a clever stunt to exploit "Bedelia." He had an attractive girl passing out small cards advertising the picture to men on the downtown streets. The cards contained a "warning" to men. They read: "Unless you can enjoy the story of a ravishingly beautiful woman, who is wickedness itself, stay home and do the dishes and let the little woman come and have the best time of her life. P.S. Just in case—the name of the gorgeous creature is 'Bedelia.' Riviera Theatre, starting Thursday, April 10."

The wedding of Margaret Elaine Workman, daughter of W. H. Workman, MGM branch manager, and Mrs. Workman, to Dwain Carl Lund takes place at 8 p. m. April 24 at Church of the Annunciation here. Immediately following the ceremony there will be a reception at 510 Groveland Ave. The couple will honeymoon in Chicago and St. Louis and return to Minneapolis to reside at 4949 Aldrich Ave., south.

The Minnesota state fair has announced that it will raise the grandstand box and reserved seats 25 cents to $1.50 and $1.25 for this year's fair. It was explained that this is to offset increased costs of talent in the show.

Mrs. Florence Bowen, Warner Bros. inspector the past three years, died after a week's illness from pneumonia . . . Back after a fortnight vacation in Los Angeles, Harry Walters of the Riviera, St. Paul, and Howard Evans, Radio City booth operator, tell of renewing acquaintance there with the radio team of Gene & Glenn, formerly of Minneapolis, and of visiting the Warner studio.

Minneapolis and St. Paul will finally get to see the famous Italian picture, "Open City." It has been bought for the World theatres in both cities. The date for the local engagement has not been set yet.

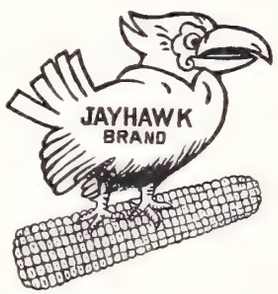
Dorothy Jensen of the Minnesota Amusement Co. and Larry Stewart, Gopher Theatre manager, during the Gopher engagement of "Devil on Wheels," promoted a local delivery service to banner their bumpers with strips carrying the copy: "For Fast Service We're Just a 'Devil on Wheels'—Gopher Theatre, Starting Thursday, April 3." Also, two local Buick dealers carried large cloth window signs reading: "Year's Greatest Thrills—1947 Buick—'Devil on Wheels'—Gopher Theatre—Now."

Religious Films, Inc., local nonprofit organization, recorded in film some of the Minneapolis Good Friday services as part of an ambitious project in religious motion pictures . . . M. A. Levy, 20th-Fox district manager, visited the Des Moines exchange . . . G. Malfronte, who handles branch operations for the Universal home office, was a visitor . . . Ralph Maw, MGM district manager, visited the Milwaukee branch this week.

Republic's "Calendar Girl," produced in conjunction with a Twin City firm, goes into the St. Paul Riviera April 24 with a big exploitation campaign . . . Jack Kelly, MGM reprints department district manager, was in town . . . The Sportsmen's show set a new attendance record at the Auditorium, attracting 192,000 patrons in nine days.

Eddie Ruben, circuit owner, is back after a six-week tour of South America with his wife. They covered over 25,000 miles and visited every South American country . . . Clyde McCoy's band played its lone Twin City engagement at the St. Paul Paramount . . . Jules L. Steele, St. Paul Sunday Pioneer Press film critic, added to the popcorn-chewing, peanut-crunching, paper-rattling gossipy pests found in audiences "the lad and lassie who, encouraged by darkened interiors, take advantage of their surroundings to such an extent they become ever-lovin' turtle doves."

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Exhibitors in Texas Shun All Use of Giveaways

From Southwest Edition

DALLAS—Premiums, giveaways and business stimuli as exhibitors knew them during the bank night era are showing no evidence of returning to Texas.

Bank night was ruled illegal, business gradually improved and the industry forgot it ever had to use premiums to induce patronage. No one thought of giving anything away in theatres during the war boom. Exhibitors today say that business isn't what it used to be but they will hold out a long while before taking the giveaway route. Some say they are now using bargain days in their theatres and others are showing a double bill which they figure will serve as stimulants for some time to come.

Unless theatre business slumps additionally, which few believe will happen, the premium business is not expected to boom for a long time. As far as is generally known, few exhibitors have been approached on definite giveaways. A bicycle deal, however, originating in Hollywood or Chicago, is being used in a number of towns and by some circuits. This is aimed at building up juvenile shows and particularly Saturday matinees. No companies in the giveaway field have offices on the Row and none are known to be working the Texas field.

More Attention to Films Noted in Church Field

OMAHA—Churches are taking increasing interest in using radio and motion pictures for religious activities, Dr. J. Elwin Wright of Boston, executive secretary of the National Ass'n of Evangelicals, said here. He was here for the fifth annual convention of the association. He said:

"The association makes use of sustaining time offered by two networks as well as broadcasts over local stations. We are in the initial stages of an attempt to raise the standards of religious programs, which we feel are very low."

Two of the commissions affiliated with the association discussed problems of radio and visual education for churches and Sunday schools at the meeting here.

Dick Phillips Resigns

CHEROKEE, IOWA—Dick Phillips has resigned as manager of the Arrow Theatre here to join the public relations staff of the Standard Oil Co. He has been manager of the Pioneer circuit house since August 1943.

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Buying Pool Claims 'Jolson' at 35 Pct.

MINNEAPOLIS—Claiming he's entitled to "The Jolson Story" for 35 per cent, Casper Chouinard, executive manager of Independent Theatres Ass'n, buying and booking combine of leading Twin city independent exhibitors, says that Columbia has refused to deliver it to the Homewood, a member of the group, and he says he's considering a mandamus court suit to compel delivery.

H. J. Chapman, local Columbia manager, denies Chouinard's claim that he offered "The Jolson Story" to the association for 35 per cent. He alleges the combine is attempting to dictate his selling terms and declares he'll resist such efforts "to the utmost."

Chouinard wrote to Chapman notifying the latter of "acceptance" of "The Jolson Story" at 35 per cent for four days at the Homewood and demanding delivery of the picture upon first availability.

Although the trade circle grapevine has it that the Columbia price for "The Jolson Story" is 50 per cent, or two and one-half times top flat rental, Chouinard insists he has proof it was offered for the Homewood at 35 per cent and has been sold to "some" Minneapolis and St. Paul independents at that figure.

Theatre Associates, another buying combine, also has been unable to reach an agreement with Columbia on terms for "The Jolson Story."

During the past year a half-dozen buying and booking combines have come into being in the territory and as their power increases, relations between some of the groups and distributors have grown strained.

Iowa United Takes Over Wayne in Corydon, Iowa

CORYDON, IOWA—The Smith brothers, Frank and Floyd, have sold half interest in their Wayne Theatre here to the Iowa United Theatres circuit which owns and operates 20 other theatres in Iowa.

The new owners will send a manager here to take over the house May 1. The Smiths retain ownership of the building. Ill health was given by the Smiths as reason for the sale.

The Smiths came here in 1936 and erected the new Wayne Theatre building, which has come to be called one of the finest in southern Iowa.

New Manager on Job

BELLE PLAINE, IOWA—Paul Breneman of Boone has taken over the management of the King Theatre here, according to Milton Mansfield, owner.

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O M A H A

Donald Shane, Paramount manager, was in Des Moines Monday gathering in laurels for promotion work done in the 20th-Fox "Margie" contest. He won second place. Another manager in William Miskell's district, Marvin Graybeal of the Capital at Sioux City, captured third.

Salesman Howard Clark of MGM claims he found Nebraska and South Dakota roads so bad it cost $4 to give his car a bath . . . Mrs. Carl Rye, formerly Mildred Coombs, 20th-Fox office manager, was in town from Mason City for a visit . . . Mrs. Carl Rose, wife of the manager of the Sun Theatre at York, Neb., is tuning up her golf game in the quest for more laurels this year.

Tom Leist has been added to the 20th-Fox ad sales department. He succeeds Clyde Cooley who was transferred to the shipping department . . . As a counterpart to "horror weeks" which have become popular here, Rollin K. Stonebrook is currently offering "laugh week" at the Orpheum Theatre . . . Phil Monsky, Universal salesman, has been sent home from the hospital after an operation and a three-week stay.

For some reason, which only his fellow exhibitors will understand, Jimmy Pickett of the Rivoli, Hastings, is getting a lot of mail with "look—no hands" comments and cartoons . . . Frank Hannon, Warners manager, was in St. Louis attending a meeting for branch chiefs . . . Barbara Gregg, now Mrs. Jerome Lipsky, who was incorrectly identified with MGM last week, brought from the Warner office the comment that "the world should know all the glamor isn't at MGM." Our apologies, please.

Robert Ballantyne, owner of the Ballantyne Co., and I. M. Brown, chief engineer, will attend the meeting of the Society of Motion Picture Engineers in Chicago . . . Mona Hansen, Universal, has been off work due to the illness of her mother, who is in the hospital at Fremont.

Llewellyn Miller, Goldwyn representative arranging publicity for "The Best Years of Our Lives," was in town . . . Nebraska legislature was to hold hearings during the week on a bill that would place a 20 per cent tax on horse racing . . . The local press devoted a page of its Sunday magazine to pictures from "The Yearling."

Visitors along Filmrow: John B. Preston, Humphrey; Mel Kruse, Pierce; Frank Good, Red Oak, Iowa; Elmer Wulf, Kingsley, Iowa; C. E. Benson, Pierson, Iowa; Frank Hollingsworth, Beatrice; A. Burrus, Crete; Mr. and Mrs. J. H. Feldhans, Schaller, Iowa; Carl Johnson, Red Oak, Iowa; Mrs. Laura Moorhead, Stromsberg; Mr. and Mrs. Arnold Johnson, Onawa; Herman Fields, Clarinda, Iowa; Robert Bertram, Schleswig, Iowa; Wesley Mansfield, Tama, Iowa; Harold Mansfield, Ida Grove, Iowa; George March, Vermillion, S. D., and Howard Brookings, Oakland, Iowa.

Foundation to Organize In Des Moines Monday

DES MOINES—The Motion Picture Foundation's organization meeting, to select an exchange area committee and a national trustee, is scheduled to be held here Monday (21). A. H. Blank and Leo Wolcott will serve as temporary chairmen.

About 15,650 advertisements are placed daily by the film industry, in the various media available.



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NAME ..... POSITION .....

Bill Threatening Small Theatres Turned Down by Missouri Senate

JEFFERSON CITY, MO.—Senators David E. Horn and Anthony M. Webbe, both of St. Louis, have failed in their efforts to amend a bill for theatre safety regulations so as to put most of the older type motion picture theatres of Missouri out of business.

A bill regulating theatre building was introduced by Senator Charles C. Madison of Kansas City. Its provisions would apply to new construction and to those theatres making major alterations or additions to existing buildings.

Senators Horn and Webbe failed to obtain approval of the senate to their proposed amendments to make the new construction requirements apply to the existing buildings as well as to any new structure.

Senator Madison's bill would provide state minimum standards somewhat below those imposed in St. Louis, Kansas City, St. Joseph, Springfield and other large cities, which have their own building codes. It would not lessen the construction standards of such places, but in the smaller cities that have no local building codes the state law would apply. In many of the smaller communities motion picture theatres are in reconverted store or auditorium structures. Had Horn and Webbe been successful in forcing the new construction provisions on these places, they probably would have put many out of business.

Webbe also objected to a change in the language of the state law regarding the sale of standing room seats. The existing law provides that "no more persons shall be admitted" to a theatre than there are seats. The proposed law provides that "individual seats shall be provided for those congregating in the theatre." Proponents of the new building law say the two phrases mean the same thing. Webbe doesn't agree. His amendment to restore the language of the present law was defeated.

G. A. Cooper Builds Drive-In

DODGE CITY, KAS.—Glen A. Cooper, who operates the Cooper hatchery here, is building a drive-in theatre here.

"I Wish You'd Quit



Running Classified Ads in BOXOFFICE!"

Chairman Urges Checks For Cancer Campaign

Kansas City—Arthur Cole of Paramount, who is county film industry chairman for the current cancer drive, is urging all members of the industry to contribute to the cancer society's 1947 drive.

Anyone in Jackson county who wishes to contribute to this fund should send his check, made out to the American Cancer Society, to Arthur Cole, Paramount Film Distributing Corp., 1802 Wyandotte, Kansas City, Mo.

Holdup Attempt Is Foiled At Paramount in Omaha

OMAHA—The second attempt to rob the Paramount Theatre, managed by Donald Shane, failed.

Two men tried the stickup about 3:30 in the afternoon. Bernice Jadlowski, cashier, said one of the men approached the window inside the lobby and pulled a gun. He ordered her to step to one side, she told police.

She tried to catch the attention of Robert Huntley, assistant cashier, who was coming down the stairway into the lobby. He mistook the holdup for a complaining patron. As Huntley approached, the gunman withdrew his gun when the theatre employe stopped to talk to him. The bandit hastened outside and was joined by another. Huntley then caught on and pursued the pair several blocks, but they escaped him.

Omaha Girl Says Hope Has Trouble With Lines

OMAHA—Bob Hope finds memorizing a script a chore, Manya "Sandy" Friedel, former Omahan, said on a visit here.

"When he is ad libbing, he is swell," she explained. "Words just flow. But when he makes a movie scene, he flubs the rehearsed lines because he forgets them."

Miss Friedel had a chance to see Hope and other stars in her position as assistant to the producer of Telecine Productions. She left Omaha three years ago and was an extra in a number of films before joining Telecine.

Reel Fellows, Minneapolis, Vote Colosseum Support

MINNEAPOLIS—The Reel Fellows club, made up of film exchange sales managers and salesmen, has elected Milton Lipsner president to succeed Pat Halloran, who was chosen vice-president. Other officers elected were William A. Cameron, treasurer, and Dick Stahl, sergeant at arms. The club voted full support to the Colosseum of Motion Picture Salesmen, and named Halloran, who is a Universal salesman and member of the Colosseum strategy committee, to attend the New York contract conferences.

New Equipment Installed

WEST LIBERTY, IOWA—Management of the Strand Theatre has announced installation of new heads, together with new sound equipment.

Missing Iowa Showman Located in San Francisco

HUMESTON, IOWA—Harold Marks, 27, assistant manager of two theatres at Perry, Iowa, who disappeared from here April 2, was located in San Francisco April 14. The air force veteran had been the object of a 13-day search by Iowa police.

Marks, his wife and two small daughters were living in Humeston with his parents after being forced to leave Perry when the home they were renting there was sold. Marks drove off April 2 in his car and had not been heard from until San Francisco police confirmed that he was the man who on April 12 had telegraphed the Perry State bank asking $100 be wired him from his account.

Unless further instructions or papers were received from Iowa, no further action was planned, San Francisco police said.

Durwood Chain Remodels Four Missouri Theatres

ST. JOSEPH, MO.—In honor of the remodeling of three theatres here, Mayor Allison recently proclaimed Durwood Theatre week. Attractions at the reopening of the Electric, Orpheum and Missouri theatres were "The Jolson Story," "Blue Skies" and "My Favorite Brunette" respectively. The Electric is managed by A. L. Lashway, the Orpheum by James Foster, and the Missouri by Charles Boshart.

Durwood's State Theatre in Jefferson City reopened Easter Sunday with "Rendezvous With Annie" as its attraction. The newly redecorated house is managed by R. S. Howard.

Bob Hammer to Manage Six-City Iowa Circuit

KELLOGG, IOWA—Bob Hammer has been named manager and operator of the theatre circuit which includes Searsboro, Barnes City, Reasnor, Gilman, Collins and Kellogg. Hammer had been operating a theatre in Union since his discharge from the navy.

Don Loftus Is Transferred To Strand in Fort Dodge

ESTHERVILLE, IOWA—Don Loftus, former manager of the Grand Theatre here, has been named manager of the Strand in Fort Dodge.

Tip Saggau at the 'Mike'

OMAHA—Tip Saggau, son of Henry Saggau, Denison, Iowa exhibitor, has been appointed sports announcer of Omaha's largest radio station, WOW. Tip attended Creighton university here and for a while was a sports announcer for KBON.

Air Conditioning Starts

GRAND ISLAND, NEB.—The Capital Theatre here is being redecorated. Air conditioning also is being installed for the first time. The Tri-States Theatres house will not have to be closed during the work.

Thief Cuts Through Door

MINOT, N. D.—Someone cut a hole six by three feet in a door of the State Theatre here and stole about $3 from vending machines. The safe and office desk were not molested.

Calleia for Key Role

Enterprise has ticketed Joseph Calleia for a key role in "They Passed This Way."

Cincinnati Seat Tax May Be Increased

CINCINNATI—Increases in the city's seat tax have been proposed by W. R. Kellogg, city manager, who submitted to the city council a series of suggested ordinances designed to increase municipal revenue.

Under one proposal, theatres which are now licensed at 10 cents a seat would be assessed $50 for the first 200 seats, 20 cents a seat for the next 500 and 10 cents a seat for all over 700.

Kellogg's proposals were referred to the finance committee for a study and public hearing.

High School Senior Wins Miss Army Week Title

WILMINGTON, OHIO—Blond Jean Amburgy, 18-year-old high school senior, was selected as Miss Army Week in a beauty contest at the Murphy Theatre here as part of Army week observance. She received a trip by plane to Washington, a tour of the capital escorted by the army recruiting service and $80 for a new wardrobe. Judges were Frank Collins, general manager for Chakeres Theatres, of which the Murphy is a unit; J. Everett Watson, MGM official from Cincinnati; Col. Charles D. Sonnkalb, commanding officer of the Clinton county army air field, and Capt. Robert W. Burkhardt of Hamilton, in charge of army recruiting in Clinton, Warren and Butler counties.

Michigan ITO Postpones Buying Action to May 6

DETROIT—The ITO of Michigan has called another meeting for Tuesday, May 6, to organize a cooperative buying agency. Action on the proposal was to have been taken at a meeting last week, but because of heavy floods upstate there was only a small turnout at the meeting and no formal action was taken. The May 6 meeting, which also will be for the purpose of electing officers, will be held at 1 p. m. in the Bagley room of the Hotel Statler and will include a luncheon. Sam Carver, MITO president, issued an invitation to all independent theatre owners to attend as guests of the organization.

W. L. Dunn's New Theatre To Be Called the Irish

COCHRANTON, PA.—W. L. Dunn, local contractor and owner of the new theatre here, has named the theatre the Irish and has announced May 8 as opening date. Dunn chose his wife's name for the name of the theatre.

McKelski Plans Erection Of House in West Baden

WEST BADEN, IND.—V. J. McKelski will erect a de luxe theatre here with construction scheduled to start immediately. McKelski owns and operates the West Baden Theatre, which probably will be closed on completion of the new structure.

Opens Second House After Fire

PINE GROVE, W. VA.—The Pine, dark for some time, is being reopened by James Work. It replaces temporarily the Grove, damaged in a recent fire. Estimated damage was $15,000.

Detroit Fixes Cold Eye On Big Theatre Signs

Bids $600 for Theatre; He Has to Pay $3,050

Fairpoint, Ohio—When the 304-seat Roxy Theatre, abandoned motion picture house, was sold for taxes recently, it was bid in for $600 by the former owner, Sante Cervilli.

County officials, however, had the sale set aside, and it was auctioned again, the owner paying $3,050 for the property this time.

Milo De Haven Acquires Marblehead on Lease

MARBLEHEAD, OHIO—The Marblehead Theatre here was taken over on lease this week by A. Milo De Haven, Waterville showman, who also operates the Town in Whitehouse. He acquired the Marblehead from Mrs. Charles Vargosick on a ten-year lease with option to buy.

De Haven closed the theatre Thursday (17) and said it would remain shuttered for at least four weeks while the building is remodeled, redecorated, and new sound equipment and screen installed.

A large basement in the building will be remodeled into a youth canteen and will be available for dancing and refreshments. De Haven said the canteen would serve as a meeting place for the younger set and is expected to make the theatre a community attraction.

The two-theatre setup will be directed by De Haven from Waterville, with house managers here and at the Town in Whitehouse.

R. A. Tucker to Manage New Da-Bel in Dayton

DAYTON—Robert A. Tucker, manager of the Dale for four years, has been named manager of the new Da-Bel, which is scheduled for opening soon. Tucker will be succeeded at the Dale by Jack Coffman, who managed the theatre for a year and a half during the war and more recently has managed suburban theatres in Cincinnati. The Da-Bel will feature the latest in RCA sound equipment and have pushback seats to accommodate 985 patrons. Free parking space for 250 cars has been provided opposite the theatre entrance.

Horwitz Named Delegate To Variety Club Meet

CLEVELAND—Harry Schreiber, Variety Club chief barker, has named M. B. Horwitz, general manager of the Washington circuit, as delegate to the national Variety convention in Los Angeles. Others to attend from Tent 6 are Harold Raives, Schine Ohio zone manager, and Nate Schultz, Monogram franchise owner.

John Urbansky sr. of Associated circuit was named alternate to Schreiber.

Loses His Mother

TOLEDO—Marvin Harris, manager of the Paramount, is mourning the death of his mother in Racine, Wis.

DETROIT—Opposition to large theatre signs, both marquee and stickout types, on principal streets in all parts of the city was voiced in the common council this week by Councilman Eugene Van Antwerp.

He made known his stand in connection with a proposed amendment to existing ordinances affecting Woodward avenue signs. The amendment, offered by Raymond J. Meurer, would allow a marquee to be erected within the isosceles triangle extending from three feet beyond the front of a theatre to a maximum projection of 10½ feet, provided it did not come closer to the curb line than three feet. This would favor V-type marquees but also would allow smaller rectangular ones. The amendment would permit changeable marquee signs, but not stickout signs. The change has been approved by the city fire and building departments.

Van Antwerp indicated he would favor elimination of large theatre signs and marquees virtually everywhere in the city.

At least two instances have occurred recently in which permits for signs and marquees requiring special approval by the council have been held up. Neither was near Woodward avenue. Usually the council approves such signs if they have been okayed by the proper city departments. One of the two applications held up by the council was voluntarily withdrawn the other day when it was found that opposition existed in the council.

The Meurer amendment affecting Woodward avenue signs and marquees would not affect marquees not used for advertising purposes, such as those erected on department stores. A subcommittee of the council reported favorably upon it.

Directly affected would be some of the city's key theatres, among them the Avenue, Empress, Palms-State, Fox, Stone, Colonial, Fine Arts, Paradise, Garden, Majestic, Forest, Norwood-Telenews, Center, Regent, Alhambra and Rosedale.

Balaban Visits Cleveland In Interests of the UJA

CLEVELAND—Barney Balaban, president of Paramount Pictures, was in town for a precampaign meeting of the Jewish welfare fund drive held at the Oakwood Country club. Also present was John D. Kalafat, who heads the local Greek relief drive. Local goal of the Jewish drive is $4,415,000.

Balaban was guest at a luncheon given by Meyer Fine, Jack Shulman and Nat Wolf, campaign chairman of the local motion picture division.

Simpson to the Liberty; Horn Will Pilot Copley

AKRON—Charles Simpson, formerly assistant manager at the Colonial here, has been appointed manager of the Liberty, replacing Hamilton Horn, who becomes pilot of the new Copley, modern neighborhood house here.

Sheldon Gets Tiffin Deal

DAYTON—Sheldon Theatre Supplies of Dayton has been appointed a dealer of Tiffin products. The Tiffin Scenic studios in Tiffin are makers of drapes and scenery.

Pittsburgh Tax Bill Killed in Assembly

HARRISBURG — The house bill which would permit Pittsburgh to assess and collect additional taxes, with theatre admissions earmarked, has been sent back to committee to die. Its provisions will be incorporated into a statewide legislation. On this measure, house bill No. 505, was centered one of the most active legislative fights of the session.

Fred J. Herrington, AMPTO of W. Pa., secretary, was the only amusement industry opponent to the bill during the weeks it had been one of the important items in the legislative hopper.

TICKET BROKERS EYED

New revenue bills accumulated in the general assembly in a knock-down, drag-out 14th week "round" of the 137th regular session of the Pennsylvania legislature.

The senate passed the Sunday hockey bill, 26 to 23. The measure authorizes the playing of hockey between 2 and 6 p. m. on Sundays if a majority of those voting on the question in any community sanction it. Its defeat in the house seems assured.

The bill has been stripped of its basketball and bowling clauses.

The house bill to regulate ticket brokers was passed, 200 to 0, and sent to the senate. This measure (H-532) is now before the senate committee on local government.

Also passed unanimously was the bill which exempts the exhibition of religious motion pictures by churches from provisions of the 1935 Sunday motion picture act. This measure went to the senate and was referred to the committee on law and order.

The Cadwalader bill imposing a state tax on soft drinks, was passed in the house, 147 to 45, and is now before the senate committee on finance.

The Brunner and Stonier bill empowering political subdivisions, except cities, counties and school districts of the first class to levy, assess and collect additional taxes for general revenue purposes, passed second reading and was recommitted to the house committee on municipal corporations.

DAYLIGHT SAVING DEFEATED

Attempts to prevent the use of daylight saving time were defeated and many cities immediately announced the adoption of fast time, effective April 27.

Now before the house committee on ways and means is a measure (H-1130) which would impose a state tax upon the privilege to attend or engage in amusements, including every form of entertainment, diversion, sport, recreation, and pastime. House bill 1131 would impose a state license fee upon automatic record playing machines, pin ball machines, pool and billiard tables and bowling alleys. This measure is also before the house committee on ways and means.

Before the house committee on state government is the Fleming bill (H-1200) providing for the establishment of a state frequency-modulation radio network. This act would create a radio and audio-visual education department and establish a lending library of recordings, scripts, films and slides.

Another bill (H-1218) would impose a state tax on coin-operated amusement machines and devices. The house committee on ways and means will report on this.

Theatrical agencies, now operating under a state license fee of $100, would pay $750 under terms of bill (H-924) which is before the committee on professional licensure.

Senate bill No. 482, which would prohibit discrimination in rate of pay because of sex, was assigned to the senate labor and industry committee.

The senate passed the Blass and Chapman bill (S-51) which provides for the observance of September 14 each year as National Anthem day. This measure now is being enacted in the house.

Jewish Congress Opposes 'Abie's Irish Rose' Dates

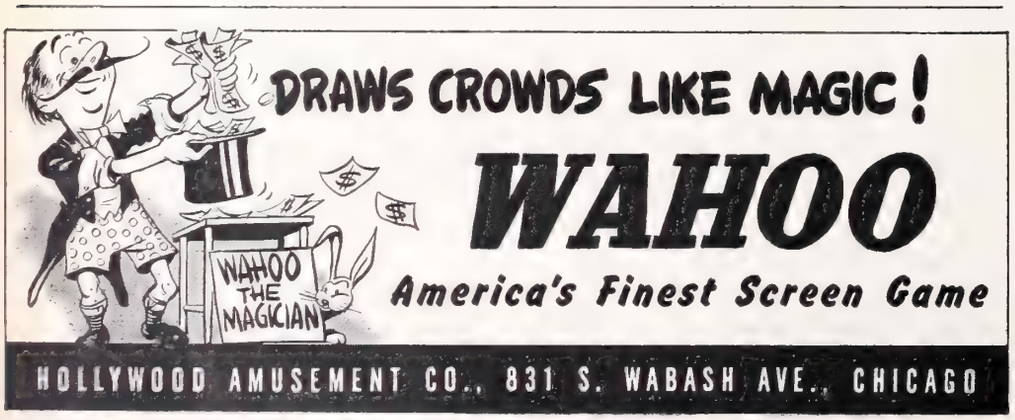
DETROIT—Direct appeal to Michigan exhibitors to decline bookings on "Abie's Irish Rose" is being made by the American Jewish Congress, Detroit section through Harry Nathan, local president. Alleging that the film is "offensive and dangerous," Nathan asks exhibitors not to show it in their theatres.

The film was screened several weeks ago for the local chapter of the congress, as well as for various civic and religious leaders and heads of other organizations, with a general discussion following the film. Upshot is Nathan's plea to exhibitors. Referring to the earlier production of this story, he said that "it was all in the line of fun, and no harm was intended," but he contends that these "post-Hitler" times are different.

"There are millions of people in the United States who still know the Jew by hearsay only. Now they are alert to anti-Semitic propaganda. The exaggerated characterizations of Mr. Levy and Mr. and Mrs. Cohen are not only offensive to Jews, but they may well serve as anti-Semitic propaganda."

Julius Gugala Opens First Postwar House in Detroit

DETROIT—The Mars Theatre, first new house in Detroit in six years, has been opened quietly by Julius Gugala. The house is located at 19005 Conant Ave., just south of the Seven Mile road, and includes a beer garden and other stores in the same project. The theatre seats 950. Complete Brenkert projection equipment, stage drapery and boxoffice equipment, RCA screen and Mohawk carpeting were installed by Ernie Forbes Theatre Supply. Ideal seats were installed by McArthur Theatre Equipment Co., and marquee by Long Sign Co.



COLUMBUS

Frank Yassenoff and Harold Schwartz have reopened the Eastside Drive-In Theatre with a showing of "Wilson." This is the second season for the Eastside. Many improvements have been made by Yassenoff and Schwartz since the close of last season.

The Coliseum at the Ohio state fair grounds was inspected by Morris "Moe" Roberts, former goal tender for the Cleveland Barons hockey team, as a possible home for Columbus hockey. Roberts called the Coliseum ideal for ice hockey. Last fall an ice-skating show installed a portable rink in the Coliseum.

Station WCOL, local ABC outlet, is in the midst of moving to a new three-story studio and office. The main studio in the new building will accommodate 200 persons. FM equipment is being installed in preparation for the opening of an FM station for which WCOL recently obtained a license. It is expected that the FM station will be in operation this summer.

Mrs. Jessie May Bocook, mother of Robert Bocook, of the Loew's Ohio service staff, was killed when she was struck by an automobile . . . Troy Feibel, attorney, is the latest addition to the growing ranks of associate members of the Variety Club Tent 2 . . . Jimmy Ascher, United Artists representative, was in town in advance of "The Macomber Affair" . . . Manager Robert F. Boda of the Hartman reports exceptionally good business during the first week of a two-week roadshow engagement of Laurence Olivier's "Henry V."

Capt. John Jordan, chief of the fire prevention bureau of the local fire department, will be replaced because he failed to qualify for promotion in a civil service test, according to Fire Chief Clarence W. Ogborn. Captain Jordan has been especially vigilant in enforcing fire and safety regulations in theatres and other public gathering places. Elmer J. Brophy has been named to succeed him . . . Theatre ads were eliminated from the Dispatch for the second successive Tuesday because of the continuing newsprint shortage. Other local papers have not had to eliminate theatre ads but their space is still curtailed.

Bud Kissel, Citizen theatre editor, devoted more than half-page in his Sunday section to John Calvin Davidson, former Loew's Ohio usher, now a dress extra in Hollywood. He recently appeared in several scenes in "The Dark Horse" at the Palace and Grand. He is the son of Mrs. Louise Davidson, 2075 Fair avenue.

P. J. Wood announced the appointment of Earl Seitz, Sandusky, as chairman of the entertainment committee for the convention of the Independent Theatre Owners of Ohio at Cedar Point July 14-16. "He promises great things for the ladies as well as the men," says Wood . . . Samuel T. Wilson, Dispatch theatre and music editor, covered the Metropolitan Opera appearance in Cleveland, as is his annual custom. Tod Raper subbed for Wilson on the theatre page.

Active-Ed Is Expanding

TOLEDO—The Active-Ed Sign and Display Co. here has changed to a corporation in order to facilitate an extension expansion program, to include the manufacture of sign boards and outdoor advertising, and the production of advertising novelties. Lester K. Mueller is president of the firm.

Hollywood film production employs about 31,000 persons; distribution of films about 14,000; exhibition of films, 161,000.

Michigan Drive Set For Cancer Funds

DETROIT—First run theatres of Michigan will start their cancer fund drive May 18, with other theatres starting two days later. The campaign will last one week. Six hundred theatres in the lower peninsula are enlisted in the drive, according to Arvid Kantor, chairman of the drive and state coordinator.

The total raised in Michigan theatres last year was $146,890.30, of which $58,000 was turned over to the American Cancer society in Grand Rapids and the balance to the society in Detroit. With funds turned over in Detroit, seven cancer detection centers have been built. The money is also being used to pay for a portion of the new American Cancer Society Bldg. at John R and Hancock avenues.

The drive will again be under the direction of the Variety Club, which pioneered in this activity. The goal this year is $250,000. Executive committee for the campaign includes Lew Wisper, Earl J. Hudson, and Laurence Gordon of the W&W, United Detroit, and Butterfield circuits, respectively.

Forbes Five Holds Lead In Nightingale League

DETROIT—Ernie Forbes Theatre Supply retains the lead in the Nightingale Club Bowling league with only two more sets to roll. Team standings are:

	Won	Lost
Ernie Forbes Theatre Supply	52	26
United Theatre Equipment	47	31
Lorenzen Flower Shop	40	38
Altec Sound Service	38	40
Brenkert Light Projectors	38	40
National Theatre Supply	37	41
Projectionists Local 199	36	42
McArthur Theatre Supply	35	43
National Carbon Co.	34	44
George McArthur	33	45

High scores were Lewis 242; Swistak 202 and 225; Huebner 223; M. Haskins 211; Akins 205; Engerson 202 and Beers 200.

DETROIT—Final team standings for the second half of the Film Bowling league:

	Won	Lost
RKO	35	24
United Artists	35	25
Co-Op Theatres	34	26
Republic	32	28
Theatrical Adv.	30	30
Quality Premiums	25	35
Allied Films	24	36
Monogram	24	36

Season's averages for individuals: Small 176; Sturm 175; Metzger 173; Sheran 173; England 170; Malinowski 168; Susami 167; Boyer 166; Bowman 156; Levy 153; Bernbaum 151; Saxe 151; White 151; Ritter 150; E. Sullivan 150; Alexander 150; Loye 150.

Class "B": Goryl 169; MacDougall 168; Kaplan 164; Lamb 164; Beck 162; Baker 161; Pasanen 160; Zide 158.

Class "C": Pollard 166; Aranow 153; Koski 160; Fill 159; H. Trombley 159; Graff 158; Holmes 158; Sturgess 157.

Class "E"—J. Sullivan 150; Clarry 149; Turer 146; A. Trombley 145; Buermele 143; Sharkey 140; Haskins 139; Scharun 139.

High 3 teams: United Artists 2,629; Republic 2,614; Allied 2,589. Individuals: Metzger 643; Small 638; Goryl 627.

High single teams: United Artists 983; RKO Radio 963; Quality 942. Individuals: Metzger 246; Goryl 246, and Small 244.

Trips; Asks $3,000

DAYTON—Chester D. Anderson, a butcher, has filed a $3,000 damage suit against the Mayfair Theatre as a result of a fall down some steps. Anderson claims he remained at the bottom of the steps for an hour before being taken to a hospital. He says he paid $1.20 for a second floor boxseat at the burlesque house and fell after he tripped over a rug.

LOUISVILLE

The Queen Theatre in Russell, Ky., which was damaged by a fire recently, has been repaired and was scheduled to reopen April 19. The Queen is owned and operated by Dr. A. T. Del Checcolo of Ashland.

C. O. Humston of the Lyric in Lawrenceburg, Ky., has announced the purchase of a store building next door to his theatre. The store building will be remodeled and made a part of the theatre auditorium. The Lyric will continue operations during the remodeling of the addition and when completed the theatre will move into the newly remodeled structure while the present theatre auditorium undergoes a similar remodeling. When both auditoriums are complete the separating wall will be removed and the two structures will be joined. In addition to enlarging his theatre, Humston recently purchased and has moved into a new home in Shelbyville. From all reports the new house is virtually a mansion.

W. E. Carroll of the Falls City Theatre Equipment Co. is back in town after spending several days in Crab Orchard, Ky., installing new projection equipment in the New Bailey Theatre. The original opening of the Bailey had been set for April 10, but had to be set back . . . Andy Anderson has begun the clearing of property for the construction of his new theatre in Hodgenville, Ky. Building of the new structure will begin in late summer or early fall. At present, Anderson is operating the Lincoln Theatre, which will be closed upon completion of the new enterprise.

An "extremely polite young man" in army uniform held up the cashier at the Rex Theatre here and escaped with approximately $25. A few hours later police charged Pvt. Roger E. Morgan, 17, Fort Knox, with the robbery. He was identified by the cashier, Mrs. Lavina Skaggs. Police were told by Mrs. Skaggs the man came to the window with a piece of cloth wrapped around what she thought was a gun. He told her he needed the money to go home and politely insisted that she give him what was in the cashbox. She said that when she handed him the $25 he hailed a passing cab and rode away.

The Louisville showing of "The Best Years of Our Lives" brought out a busman's holiday manifestation. J. E. Elliott jr., projectionist at the Lincoln in Hodgenville, not only used his day off to come to Louisville to catch the show but he paid to get in, too . . . In a tieup with the Bosten & Langen Beauty Salon for "Best Years," the Strand had a picture of Myrna Loy in the Salon's newspaper advertisement.

"Andy" Anderson, president of Photoplay Theatres of Hartford and one of the organizers of the Kentucky Ass'n of Theatre Owners, will make a new effort to get the Kentucky legislature to repeal the state ticket tax of 10 per cent. He will seek election as a representative from Ohio county . . . Herb Nadel, former manager of the Hill Top Theatre here, is vacationing in Hot Springs, Ark., with Sylvester Grove of the Capitol and Shelby theatres.

Among recent visitors to the local scene were: Oscar Kessinger and W. Clausen of the Bonnieville Amusement Co., Bonnieville, Ky.; Eugene Lutes, Chakeres circuit district manager, Frankfort, Ky.; G. N. May, Dream Theatre, Corydon, Ind.; Bruce Aspley, Trigg & Plaza Theatres, Glasgow, Ky.; Mr. and Mrs. E. L. Ornstein, Ornstein Theatres, Marengo, Ind.; Oscar Hopper, Arista Theatre, Lebanon, Ky.; Otto Marcum, St. Clair Theatre, Lebanon Junction, Ky.; J. F. Carnahan, Manchester, Manchester, Ky., and Russell Phillips, Franklin, Greensburg, Ky.

H. S. Davidson is manager of the Shelby and Capitol theatres, owned by the Parkview Amusement Co. . . . The Orpheum is undergoing a complete redecorating. The theatre is operated jointly by Madge Dolan and Robert Whayne . . . W. T. Cook has announced the opening of the Redstone Theatre, located on St. Andrew's church road in the suburbs of Louisville.

The new theatre being constructed in Bonnieville by the Bonnieville Amusement Co. will be called the Bond, according to Oscar Kessinger, general manager. The Bond is scheduled to open June 1 . . . With the completion of the second drive-in theatre here, the owners decided they would have to use names to properly identify one from the other. One theatre will be known as the East Drive-In and the other the West Drive-In. The East was scheduled to open Wednesday (16). During the closed months, many improvements were made, including the changing from a central speaking system to in-a-car speakers. The West is still in the building stage and is expected to open some time between the first and the 15th of July. The West will also be equipped with in-a-car speakers. Both will be directed by Floyd Murrow.

Lucille Cummings, a contender for the title of "Miss Louisville of 1947," will leave for Hollywood, Calif., to become a model at the Metro-Goldwyn-Mayer studios. Miss Cummings said she didn't believe she would return to Louisville to compete in the Miss Louisville pageant of 1947.

A pretty policewoman's complaint that "wolves" are running loose in downtown theatres caused Police Court Judge Homer C. McLellen to impose a ten-day jail sentence on James S. Ward, 45. The officer, Mrs. Eugenia Thacker, said Ward offered her a stick of chewing gum and rubbed his knee against hers in a Fourth street theatre.

"The Egg and I," currently at the National, has been held for a second week. Also playing to capacity are "The Jolson Story" at the Kentucky and "The Best Years of Our Lives" at the Strand. Both are second week holdovers. "Sinbad the Sailor" opened at the Rialto as did "The Macomber Affair" at Loew's.

Puts Over Two Reissues With a Letter Contest

COSHOCTON, OHIO—Ronald Sturgis of the Star Theatre recently staged a novel and successful publicity campaign for a double feature program of reissues, "Sky Devils" and "Hell's Angels," both distributed through Imperial Pictures.

Sturgis received several hundred answers to the question: "I like the movies of today better than those of the 'Sky Devils' and 'Hell's Angels' era because....."

Senoritas in Cincinnati

CINCINNATI—Three Costa Rican senoritas, recent winners in a nationwide popularity contest sponsored by the leading newspaper in San Jose, Costa Rica's capital, stopped here on their tour of the U.S. in behalf of 20th-Fox's "Carnival in Costa Rica." A luncheon was given for the girls, attended by Lev Bugie, manager for 20th-Fox, newspaper critics and members of the Foreign Policy Ass'n.

CINCINNATI

The Cincinnati Cinema Club installed new officers in a ceremony attended by 150 guests at the Variety clubrooms. Among those present were 20 Dayton exhibitors and others from nearby cities in Ohio, Kentucky and West Virginia. John Eiffert of Warners is the new president, succeeding Ross Williams, United Artists salesman. Maury White was toastmaster, while Judge Morrow of the common pleas court spoke. Morrow served in 14 countries in the last war, being discharged as a colonel. Tom McMahon, head booker at MGM, won the table model radio door prize.

Filmrow workers rushed to the streets following a boiler explosion in the Universal exchange basement. Quick response by firemen prevented fire . . . Screams by a Warner stenographer also caused some excitement. She reported an unidentified youth attempted to seize her as she entered the building after lunch.

Clyde Wilfong has re-equipped his Haymond Theatre in Haymond, Ky. . . . Lester Rosenfeld, former film salesman and exhibitor now living in Charleston, W. Va., called on old friends on Filmrow, a custom he never misses on visits to Cincinnati. He recently returned from a winter in Florida.

Employes at RKO received a letter from Wally Heim, former exploiteer here who was transferred to Chicago. Heim reports he and his wife still are hunting an apartment. They are expecting a baby late in the summer . . . Hugh MacKenzie, present RKO exploiteer here who was transferred from St. Louis, was more lucky. He already is settled in an apartment. MacKenzie has been exhibiting a letter from Sam Goldwyn complimenting him on the fine campaign he arranged for the local showing of "The Best Years of Our Lives."

Jack Stallings, who operates theatres in Blanchester and Versailles, Ohio, was welcomed on Filmrow following his recovery from a three-week seige of pneumonia, which developed from the flu . . . The Guy Lombardo orchestra set a new opening day record at Keith's in Dayton although he opened on Thursday of Holy week . . . Walter Wiens, Paramount manager, visited his family in Dallas.

Jerry Kunz held a private opening of his new Auto Theatre in Price Hill Friday (18), with the formal opening set for several days later . . . J. L. Wetzel and Robert J. Kelly opened their Skyline Theatre in Dayton April 10. Following a screening for invited associates and friends, a buffet luncheon was served at the Variety Club quarters in the Dayton Moraine hotel.

New at RKO: Terrie Velma Doss, availability clerk; Peggy Jean Boles, inspector . . . Sarah Goldberg, Popular Pictures bookkeeper, was home ill with the flu several days . . . Clark Ducker of Associated Theatres, Wes Huss' right-hand "man," returned to work following a seige of the flu.

Bob Tush, manager, expects to open the new Mount Healthy Drive-In in May . . . A windstorm which destroyed the screen tower of the Florence Drive-In at Florence, Ky., caused a postponement of the opening date by owners Macklin and Hill.

Bob Burns, Columbia office manager, has been transferred to salesman in the Kentucky territory. Ross Spencer, head booker, will succeed him as office manager . . . J. J. Grady, 20th-Fox district manager, went to Chicago to confer with William C. Gehring, division manager . . . Jack Keegan, Paramount Theatres manager here, inspected houses in Marion, Fremont, Clyde and Bellevue.

Charles H. Huertz, formerly of the March Theatre in Fort Wayne, has been appointed manager of the Chevoit in Cheviot, Ohio . . . Vinette Lucas resigned as assistant publicity director here for RKO Theatres and is leaving on a three-week vacation in Florida. Fred Steuben, manager of the RKO Palace, succeeds her as publicity aide, while Albert P. Theil of the Capitol is transferred to floor manager of the Palace.

"It Happened on Fifth Avenue" was sneak-previewed simultaneously at the Palace, Albee and Grand before sellout audiences totaling 6,500. The film will open at the Palace April 23.

Ed Wheeler, Astor Pictures manager here who has been looking for an apartment since last October, finally has located one. Astor recently acquired an early Al Jolson film which will open at the Strand the last part of this month.

Harry Keller, U-I publicist, left for New York to attend a home office meeting . . . New at U-I are Rowena Ford, assistant contract clerk, and Helen Eberhart, manager's secretary . . . Bob Lichtenstein has resigned as Warner booker and returned to New York. Ted Langenbohn, WB booker at Philadelphia, succeeds him here.

Dorothy Daughtee, secretary to William Onie, Monogram manager, resigned, effective April 25, to be married. Onie left last weekend to attend a sales meeting in New York . . . Jack Furrer, RKO West Virginia salesman, was ill with the flu a second time in several months.

George Bailey will open his new Bailey Theatre in Crab Orchard, Ky., April 20. It is a 300-seat house, the first in town . . . Rube Shor, business manager for the West Virginia Managers Ass'n, left to attend the North Central Allied convention in Minneapolis April 21, 22.

Four youths were taken to court for destroying upholstery on seats in the Glenway Theatre in Price Hill, operated by Bud Ackerman. They were ordered to pay the cost of repairing the seats and forbidden to enter the theatre for six months.

Many filmites were at the Beverly Hills Country club to see Eleanor Powell where she opened last week . . . Lou Holtz and Diosa Costello were at the Glenn Rendezvous, while "Call Me Mister" will open at the Emery auditorium Monday (21) and "The Iceman Cometh" the following Monday (28) at the Cox Theatre.

Arnold Skelly, manager of the Ohio Theatre in Xenia, visited the exchanges after a long absence . . . Also in town were Dwight Curfman, Westerville, Ohio; Charles Scott, Vevay, Ind.; Louie and Manny Short of War and Holden, W. Va.; Manny Marcus, Indianapolis; Chris Davie, Corning and New Lexington, Ohio; W. T. Cain jr., Louisa and Paintsville, Ky.; Mr. and Mrs. Floyd Williamson, Regal Theatre, Dayton; Frank Mandros, Alpine Best Theatre, Charleston, W. Va.

Marriages: Jay Goldberg, son of Lee Goldberg of Popular Pictures, to Lynne Sherman of Cincinnati. Jay is a tradepaper correspondent in Los Angeles . . . Charles Sandhas, assistant manager of Keith's . . . Patricia Burkhart is planning a May wedding and Lillian Rust a June ceremony. Both are with Warners.

The baby son of Manny Nagle, 20th-Fox salesman, is a month old . . . Lucille Montgomery and Reba Gill are leaving RKO to await visits by the stork . . . New Filmrow faces: Mary Martin, Columbia; Stanley Dudelson, Film Classics salesman; Helen Heimbrock, FC bookkeeeper; Pat Draper and Mabel Kennedy, 20th-Fox stenographers; Helen Cole and Terry Reynolds, RKO.

One of the thoroughbred Pekinese dogs owned by Mr. and Mrs. Nat Wise won a blue ribbon in the recent annual dog show here. Wise is publicity director for RKO Theatres.

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Fonda with Crawford

Henry Fonda has been ticketed by 20th-Fox to star with Joan Crawford and Dana Andrews in "Daisy Kenyon."

Flint Rialto Flooded; Others Off Lightly

DETROIT—Michigan's film industry came through the recent floods, severest in the history of the state, in much better shape than many at first anticipated. Most seriously damaged theatre appeared to be the Rialto in Flint. Here the water came up to the stage, and extensive rehabilitation work is required.

Very few other theatres, if any, actually closed down, though nearly all in southern Michigan suffered severe loss of business: as great as 80 per cent in some instances. About 100 houses, including some in Detroit, experienced minor flood damage, chiefly in basements. Adequate pumping systems minimized the damage.

Tribute was due to the film carriers, who went through without missing a truck route, although extensive detours on muddy side roads were often necessary. Film Truck Service reported not a single missout on their routes, which cover most of the state. In contrast, two weeks earlier their trucks were held in the garage here by orders of the state police when the blizzard blocked roads. It was the second time in a quarter century that film failed to go through. Some missouts of shows on one-day deliveries were reported on this occasion.

The Flint Rialto, managed by Maxie Gealer for Associated Theatres, had water over half the house, and was being reseated this week with push-back seats by Kroehler, to match the original installation. Other crews were working on the house, too, and they hoped to have it open by Friday (18), according to circuit supervisor Samuel H. Greisman. Damage, which was estimated at about $5,000, was not covered by insurance.

Leader of Safe Crackers Gets Long Term in Pen

GREENSBURG, PA.—Thomas Jawarski, 58, Penn township farmer accused of having a cache of stolen dynamite, was sentenced to eight to 16 years in Western penitentiary by Judge Richard D. Laird. State police testified Jawarski, an ex-convict, had planned a $350,000 mine pay roll robbery at Scranton. He also was accused of being the leader of a gang of five that planned to dynamite a safe in the office of the Oaks Theatre, Oakmont. Two safe crackers, caught in the act in the Oaks by Steve Rodnok jr., theatre manager, were captured by him with police assistance. One of the captured thugs was wounded by revolver fire pressured from the fingers of young Rodnok. The two robbers, after much questioning, finally implicated Jawarski and this led to his apprehension and conviction.

A Drive-In in Scottdale

SCOTTDALE, PA.—A new drive-in is announced for construction two miles from here. Incorporation papers have been issued to the Ruthorn Enterprises, owned by Donald Ruth of the Ruth Lumber Co. and R. M. Thorne, Cloverleaf grocer. The theatre will have accommodations for more than 600 automobiles. Complete equipment will be installed by the Alexander Theatre Supply Co.

Drive-In to Open Soon

SEWICKLEY, PA.—Robert W. Thomson jr. and Elson H. Marr are preparing the Brookside Drive-In Theatre for opening this spring in Franklin township. Automobile capacity will be 400 cars. Alexander Theatre Supply Co. is installing all equipment. A modern feature will be in-a-car speakers.

CLEVELAND

The Variety Club dinner scheduled for last Monday and postponed when Harold Russell, star of "The Best Years of Our Lives," slated to be the guest of honor, was taken ill, will be held as soon as Russell is well enough to make the trip from New York, says Chief Barker Harry Schreiber . . . Howard Roth, Paramount head booker, and Mrs. Roth, are looking forward to May 1, when they leave for their annual vacation in Dallas.

J. Knox Strachan, Warner theatre publicity director, flew to Messina, N. Y., last weekend to attend the funeral of his uncle . . . Vacationers are coming back home. J. S. Jossey of Hygienic Productions is back from a three-month business trip through the southwest, Mexico and California . . . the Sam Steckers of Associated circuit returned from California . . . Frank Gross of the Gross circuit also returned from California . . . the Abe Schwartzes are back from their usual Florida winter vacation . . . And just to be different, the Max Lefkowichs spent Easter in Atlantic City.

John Urbansky sr. and Bernard Rubin are in New York seeking more state rights product for distribution through their Imperial Pictures exchange . . . "Seeds of Destiny," 16mm subject produced by Pere Lorenz, was screened at the Cleveland public library. It is available to clubs and private groups.

Seymour Amster, former owner of theatres in Elyria, Ohio, and of the Fairmount here, writes that among recent guests at his home in Los Angeles were Henry and Mrs. Greenberger of the Community circuit. They spent a day at Arrowhead Springs where they ran into another Clevelander, Horace Abrams. Amster, who sold his Cleveland interests when he went to California to live a life of ease free from business, tired of inactivity, is now in the candy business, operating as the Rembrandt Co.

Nat Charnas, Toledo theatre owner, was in town on a monthly booking trip . . . Palace Theatre, Toledo, recently had a successful engagement by dualing two comedies, "The Road to Hollywood" with Bing Crosby and "Flying Deuces" with Laurel and Hardy . . . They're even "double featuring" in the Co-Op office these days, with H. E. McManus, head booker, moving his desk into the same office with Head Man Milt Mooney . . . Joe Leavitt of Independent Screen Room and Mrs. Leavitt are back from a four-week Florida vacation . . . Oscar Ruby, Columbia branch manager, won a fight with the flu and is back at his desk.

Sam Seplowin, Republic district manager, was in town . . . Likewise United Artists district manager, Moe Dudelson . . . Nate Schultz, Monogram franchise owner, attended a company meeting in New York . . . Academy Film Service, headed by Gilbert Lefton, has been appointed a licensed distributor of Natco 16mm sound projectors in this territory.

Max Cohen, U-I manager, got back from Washington, where he spent Easter, in time to call on exhibitors in their native habitats. Cohen reports that three U-I features will be shown in Cleveland first run houses during May. They are "Song of Scheherazade," "Smash-Up" and "The Michigan Kid" . . . Thanks to RKO for that "first day of issue" Pulitzer stamp.

Pete Wood, ITOO secretary, gave Berlo Vending Co. a nice pat on the back when he recommended that service in his last bulletin.

Detroit Leaders Pledge Support for UJA Drive

DETROIT—Industry leaders gathered here Tuesday night at a dinner held at the Variety Club and pledged full support for the 1947 United Jewish Appeal. Barney Balaban, Paramount president, was the principal speaker.

At noon Balaban conferred with leaders of the drive, including Lew Wisper, Arvid Kantor and Arthur Robinson, who, with Alex Schreiber, are serving as co-chairmen for the film industry. Also attending were Isador Sobeloff, executive director of the Jewish Welfare Federation of Detroit; Peter B. Colwin, trade director of the UJA; Lou Novins, Paramount, and Sam Shain, 20th-Fox, who made the trip with Balaban.

Among those at the dinner in the evening: Max Allen, Al Ackerman, Irving Belinsky, Max Blumenthal, S. J. Bowman, Paul Broder, Lou Cohen, Jacob M. Gross, Jack D. Goldhar, Edward Hochstim, David M. Idzal, Arvid Kantor, Irving Katcher, Sol Krim, Joseph J. Lee, Daniel J. Lewis, Julius D. London, Milton H. London, Irwin H. Pollard, A. Robinson, Benjamin J. Robins, Max Schreiber, Carl H. Shalit, Harold Smiley, Lew Wisper, Raymond Schreiber, Jack Zide and Milton Zimmerman.

Installations Are Reported

CLEVELAND—Ben L. Ogron of the Ohio Theatre Supply Co. announces the following installations: Lorain high school, new Motiograph projector and other equipment; Nathan Hale jr. high, Cleveland, Motiograph projector, and sound system; Detroit Theatre, Cleveland, Motiograph sound system and a Robin-Imperial generator. Ogron has also closed a deal with the Nate Schultz circuit for carpeting the Ambassador Theatre, Cleveland; the Lorain, Lorain, and the Quilna, Lima.

Come Hell & High Water, Boris Bernardi Finds It

Detroit—Boris Bernardi, Midwest circuit executive, had quite a trip to Canada. He drove to Toronto and flew from there to Montreal, where he was grounded by floods. Finally he got to Toronto, where he couldn't get his car started. Under way at last, he drove as far as London, only to find it under water. He detoured all the way up to Sarnia to get around the flood, then got bogged down at last at Mount Clemens, just a short way from home.

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DETROIT

Under the Marquees: Joseph Mangiapane, new owner of the Crane, is planning to sell out his lease on the house and move to Tucson, where he may open a drive-in . . . Mrs. Chester J. Williams, whose husband is at the Mel in Melvindale, reports their home in Dearborn was right on the border of the flood district but escaped.

Rudy C. Schroeder, manager of the Palmer Park in Highland Park, has been producing a minstrel show for the local Exchange club . . . Earl Hudson, UDT president, was back from a trip to the southwest . . . C. E. "O'Bie" O'Bryan has taken over as manager of the Riviera.

Leo Oleskowicz, on reopening the Atlas following its closing in memory of his father's death, found 30 inches of water in the basement from the big flood. His sister Frances will take over the office and accounting duties at the house for the family.

Edward Hohler, back at the Civic in Farmington, which he opened for Associated, points with pride to the fine understage boiler room with the last word in neatly functioning equipment . . . Roy E. Campbell, manager of the Shafer in Garden City, had 18 inches of water in front of his house. Walter Shafer, the owner, wasn't able to do anything about it. He was isolated in Wayne . . . William Ahrens has been transferred by UDT from the Regent to the Mel in Melvindale to replace Melville Vernon.

Richard Schneider, who was trapped in Germany when he went back for a visit in 1939, is new manager of the Art for Nick Forest, who has gone off to another managerial post himself at the time.

Gertrude Tracy and Joseph La Rose, managers, respectively, of the Van Dyke and the Eastown, manage over a cup of coffee to keep their rivalry friendly. Mrs. La Rose, by the way, is expected home after hospitalization. The La Roses have moved back into the theatre apartments following a fire in their home.

Thomas Picha, manager of the Virginia, has the usual spring flood at his home on Joy road . . . Mr. and Mrs. H. O. Koch report things are going smoothly at the Dox . . . Jess Williams of the Roseville and East Detroit is going into the ballroom business, too . . . N. J. Aiello, former manager of the Esquire, took a trip to visit his mother.

Sam Greisman, Associated supervisor, figured it's a good time to call us in between seasons . . . Ralph Oehmke, a newcomer to show business has been named assistant to Manager Frank B. Hall at the Wyandotte in Wyandotte . . . Changes of ownership in the theatres at Coopersville and Rogers City are rumored.

Charles Holloway has taken over the Monroe . . . D. J. McKenzie has sold the Star at Flint to Joseph B. Common, who doubles at Buick . . Hyman Gordon's Hazel Park was robbed of $120 and the office ransacked, after closing hours, the other night. William Clark of United Theatre Equipment has taken over booking for the Hazel Park.

Irving Belinsky, former owner of the Film drug store, has taken over the Savoy Theatre from Donald B. Lovewell.

Along the Rialto: Ben Lerner, formerly associated with the Larry Lawrence office, has opened his own agency under the name of Nationwide Theatrical Agency, in the McKerchey Bldg. . . . Hedy Lamarr is reported to be coming to Detroit for the opening of "Laura" at the Shubert-Lafayette. Her husband, John Loder, is starred.

William Petzold, Chrysler dealer, who furnished a special new car for "The Egg and I," reports he can't find any except a competing car in the film . . . Harold Russell, handless star of "The Best Years of Our Lives," was taken ill and the Variety Club luncheon in his honor was called off . . . Robert "Junior" Dunbar booked the Allegro choir for Saturday night at Variety.

Alex Schreiber, general manager of Associated Theatres, was in the wreck of the Super Chief near Albuquerque, N. M., together with his wife and daughter Bluma, but all escaped injury. He was en route back from a four-week vacation in Los Angeles. His family had been out west for the winter.

Barney Balaban was in town in connection with the United Jewish Foundation drive . . . Leonard Soskin, theatrical insurance specialist, his wife and son were stuck for a night each in Thamesford and London, Ont., during the big snow.

Up in the Booths: Joseph Binney, who operated at the Civic in Farmington during the war, has left theatrical work to go into other lines . . . Charles C. Bonham, who is back at the Civic, got into the navy instead of the naval reserve by mistake, and almost didn't get out. His job belongs to the Ann Arbor local, but he's the son of Charles H. Bonham, who is president of the Pontiac IA local.

Chester J. Williams of the Mel in Melvindale is putting in his spare time fixing up things around the house . . . James Powers jr., recently in the photographic business, has moved into the Arcadia, replacing Robert Kinsora . . . Donald E. Lewis jr., of the Rosedale promises to roll up some nice scores in the city tournament.

Francis Light of the Century says most people take him for his brother Al, who is with Jam Handy . . . Homer Dillenbeck of the Dox is assisting William A. Rennie install new bases in his machines at the Beechwood . . . James H. Kanipe of the Seville is planning a southern trip, date not set.

Exchanges: Jerry Harris, Republic shipper, resigned to devote his entire time to writing music, singing and fronting his own band. He plans to be married soon to Margie Sayles of Detroit . . . Don Fill of PRC is one of the town's steady first nighters.

E. W. Sweigert, division manager, and H. H. Goldstein, district manager, were in town for Paramount, together with President Barney Balaban . . . Arvid Kantor, manager, and Ivan Clavet and Norman Linz, salesmen, are delegates to the National Screen Service convention in Chicago this week. Kantor is back on the job after three weeks of serious illness with the flu. Mrs. Kantor left for Los Angeles, where she will remain until her husband joins her for the Variety convention.

Faye Boyd has left Columbia to return to Film Classics . . . Jack Morgan, MGM sales manager, has been seriously ill with the flu . . . Dorothy Harrison of Allied Films is out of the hospital, but will be convalescing at home for another couple of weeks.

Don Fill displayed his abilities as chef and dishwasher for a couple of young ladies on the Row the other night . . . Harold Morrison of Columbia has resigned as manager of the Hazel Park Theatre . . . William F. Rodgers of Metro was reported visiting in town briefly.

Gene Alexander, formerly office manager at Universal, has been named branch manager for Vanguard, the new Selznick outlet, and has opened an office in the Donovan Bldg.

Theatrical Post notes: At the last post meeting, five members were added. They are Jack Williams of the Detroit Institute of Arts, Clifton Farmer, Music Hall; Joseph Adelman of the Hollywood Theatre, Lou McAlister of the Fox Theatre and Joseph Pickering . . . Theatrical post will have a May festival Monday, May 12, at the Fort Shelby hotel, beginning around 9:30. The cost will be $1.50 per person.

Faces not seen in some time that showed up at the last meeing were Eddie O'Flynn, Dave "Slim" Cairns, Clarence Apgar, Bill Fouchey and Lou Tucker . . . William Ed-

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wards did a nice job as chaplain . . . What's become of Jack Ferentz, George Clancy, Al Shook and Buddy Fields?

Max Scher is out of the veterans hospital and is home feeling much better . . . Frank Wetsman also is up and around . . . Sam Comella has just returned from a visit with his daughter in Buffalo. Sam's wife Mamie is recovering rapidly from her recent operation . . . The state convention will be held July 4 weekend. Roy Ruben says he thinks the noonday meetings are fine but regrets that his afternoon shifts just happen to fall on meeting days . . . First nomination of officers will be held at the next meeting.

Green Seeks Jury Trial Of $450,000 Trust Suit

PITTSBURGH—A jury trial will be sought by David N. Green, proprietor of the Beacon Hill Theatre, in his civil antitrust action against 15 distributors and affiliated circuits. Green filed suit for $450,000 in U.S. district court last week, charging that he was denied first run pictures because of "monopolistic practices" of the defendants.

In the federal court here for nearly three years, action is continuing in the independent exhibitors' "countersuit" in which the owner-operators of 41 local theatres seek to obtain an injunction to prevent distributors from demanding the surrender of business books, records, receipts, etc.

The most recent court action was the taking of the deposition of James B. Fleming, vice-president and treasurer of the Potter Title & Trust Co., and his showing of certain documents pertaining to the case. The court had issued orders for the exhibitors to produce business records April 2, 1945, and Jan. 3, 1947. When Bart Dattola, New Kensington exhibitor, had not complied fully, in the opinion of the court, federal agents were directed to seize the records.

More than three years have elapsed since there has been any action in the alleged fraud civil action in federal court brought by film distributors against William Finkel, southside exhibitor. The defendant responded to the litigation on May 3, 1944, two months after the filing of the case. At that time he demanded a jury trial.

Measure to Lower Hours Of Women Passes House

COLUMBUS—The Kowalk bill, relaxing the hours that women are permitted to work in theatres and other establishments, passed the Ohio house 70 to 52, and was sent to the senate. An amendment restored in part the present provision limiting employment of girls of 16 to 18 during evening hours. Under the amendment bill, girls in that age bracket would be permitted to work only two nights a week until 9:30 p. m. That provision does not apply to theatres, which under the house bill would not be allowed to employ female minors after 6 p. m.

P. J. Wood, secretary of the Independent Theatre Owners of Ohio, said that his organization will seek to include theatres in the amendment when the bill comes before the senate.

The house bill permits the employment of women over 21 after 10 p. m. as ticket sellers.

The house recently approved the Fleckner bill, exempting from film censorship the advertising previews of a motion picture when the picture itself had already been subjected to censorship.

Remodel the Eastern

COLUMBUS—The J. Real Neth Theatre Co. is making extensive alterations to its Eastern Theatre.

Detroit Houses Duel With Italian Films

DETROIT—Activity in the Italian films is flourishing here as never before, with two neighboring houses competing for the business. The Art and the Arcadia, located only a few blocks apart on Gratiot avenue, are both showing Italian-language films. In addition, the Cinema, downtown first run house devoted to art type pictures, recently closed a record-breaking run of "Open City."

SHOW ENGLISH PICTURES ALSO

Both the Art and Arcadia are neighborhood houses, devoted to catering to the people of their own community primarily. They are located roughly near the center of the city's east side Italian section and can draw on "walking trade" as well as those who come from a greater distance.

The Art went into the foreign-language field years ago. Before the war, when it ran German pictures, it was known as the Adlon and the Elite, among other titles. The Italian policy was inaugurated a few months ago by the present owner, Nick Forest, who is showing these films three days a week. English pictures are shown the remaining four.

The Art is being managed for Forest by Richard Schneider, a showman of many years experience. Schneider managed theatres in Stuttgart, Germany, before coming to the U.S. in 1926. He returned to his homeland for a visit in 1939 and was trapped by the war, only returning to this country six months ago. His European background is especially helpful in the operation of this house devoted chiefly to foreign films.

DISH GIVEAWAYS POPULAR

The Arcadia, recently taken over by Larry Bruzzese and Bonaldo L. Bonaldi, is devoted to Italian pictures five days a week, using English-language films on Tuesday and Wednesday only. Typical of the problem which neighborhood theatres in this territory face is the use of dishes as premiums on the two English-language nights. Competition at this point is keen, and special exploitation or showmanship policies are necessary to draw business.

The Arcadia is adopting a policy of playing Italian features on a double bill. It has been found that Italian patrons, accustomed to the universal dual bill at English-language houses, demand it in theatres catering to their mother tongue as well. Result is that the house usually books a new film on the double bills as the outstanding draw, and follows up with a repeat booking of another film.

Court Gets Bank Reports In Suit Against Manos

PITTSBURGH—Action in the cases of seven film distributing companies against the Manos Theatres, which allege fraud, continued this week with the taking of the deposition of C. E. Moyer, cashier of the Second National Bank of Uniontown. RKO, 20th-Fox, UA, Warners, Universal, Columbia and Paramount are plaintiffs. A motion for the issuance of subpoena for production of documents has been filed by the court.

MGM filed an alleged fraud action against the defendants in federal court seven months after the other film distributors. Last action in this civil case were the defendants' demand for a jury trial, Oct. 21, 1946. Defendants are Michael Manos, William Lipsie, Indiana Amusement Co. and the Monessen Amusement Co.

Building projects under way in the theatre industry dropped to 404 in 1946. In 1945 the total reached 580.

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Remarkable Figures Hit By 'Years' in Cleveland

CLEVELAND — Superlatives in common usage by the industry are inadequate to describe the business done on "The Best Years of Our Lives," showing simultaneously at the Lower Mall, a downtown house seating 563, and the University, a 917-seater in the uptown area.

With a Good Friday opening and the tariff of 90 cents to $1.50, the Lower Mall reported an astonishing take of eight times the normal gross of the house, a figure quite matched by the University's boxoffice tabulation.

NEWSPAPERS SHOWER RAVES

Cleveland newspapers gave rave notices to the film, while the Press gave the picture a great eulogy in its editorial columns, heretofore reserved for the discussion of vital national and local topics. Said the editorial in part:

"When we see a picture so poignant and so heartwarming, one that takes almost three hours to see, we wonder how Hollywood can miss the mark so often. But this is Hollywood at its best; surely one of the best pictures of this or any other year. It deserves its nine Academy awards."

"Best Years" bowed during the week of the opera, which played to capacity at the 10,000-seat Auditorium; however, this large turnout did not affect the unbelievable grosses hung up by "Best Years," which is playing to practically five capacity shows daily and four on Sundays at both houses.

"BRUNETTE" LEADS OTHERS

Of the other releases, honors went to the holdovers. "It Happened in Brooklyn" came through with 120 per cent in its second week and "My Favorite Brunette," building ever since its first showing, scored 130 per cent in the fourth week. As for the others, grosses were about average, having started slowly because of the last days of Lent.

(Average is 100)

Allen—**Carnival in Costa Rica** (20th-Fox).....100
Hippodrome—**Pursued** (WB).....100
Lake—**Nora Prentiss** (WB), 3rd d. t. wk.....100
Lower Mall and University—**The Best Years of Our Lives** (RKO).....Averages not computed at raised prices.
Ohio—**My Favorite Brunette** (Para), 4th d. t. wk.....130
Palace—**Johnny O'Clock** (Col).....70
State—**Angel and the Badman** (Rep).....100
Stillman—**It Happened in Brooklyn** (MGM), 2nd d. t. wk.....120

Pittsburgh Has Sad Week; Holdovers Save Situation

PITTSBURGH—Seven downtown theatres offered holdover pictures, two of them record breakers, but grosses generally were depressed. Leading the parade in the extended run field were "The Jolson Story," which entered into a seventh downtown week, and "The Best Years of Our Lives," roadshow attraction for three weeks, now offered on a continuous performance policy for a fourth week.

Art Cinema—**Henry V** (UA), roadshow, 4th wk.....Capacity
Fulton—**The Best Years of Our Lives** (RKO); 4th wk.....200
Harris—**Smash-Up** (U-I), 2nd wk., 4 days.....70
Penn—**The Secret Heart** (MGM).....85
Ritz—**My Favorite Brunette** (Para), 3rd d. t. wk.....85
Senator—**The Jolson Story** (Col), 6th d. t. wk.....100
Stanley—**California** (Para), 2nd wk.....60
Warner—**Song of the South** (RKO), 2nd wk.....90

Easter Grosses Are Disappointing; Detroit Sees End of Lush Days

DETROIT—Easter week grosses were disappointing at the big houses, with business off, despite more favorable weather and the holiday theatregoers. A couple of top films did excellent business, however. The reaction is a worried one from exhibitors who fear the era of big grosses is definitely at an end. Detail for week ending April 10:

Adams—**Stairway to Heaven** (U-I).....100
B'way Capitol—**Renegade Girl** (SG); **The Red House** (UA).....100
Cinema—**The Stone Flower** (Art), 2nd wk.....90
Downtown—**The Best Years of Our Lives** (RKO).....175
Fox—**The Egg and I** (U-I).....150
Michigan—**My Favorite Brunette** (Para); **Seven Were Saved** (Para), 2nd wk.....120
Palms-State—**It Happened in Brooklyn** (MGM); **Little Mister Jim** (MGM), 2nd wk.....100
Paradise—**Vigilantes of Boomtown** (Rep), plus Lionel Hampton orchestra on stage.....130
United Artists—**Spoilers of the North** (Rep); **Nora Prentiss** (WB).....105

SPRINGFIELD

Martha Reed, who has won prizes for attendance gains and promotional stunts at the Ohio Theatre, has resigned as manager and plans to be married. Martha is keeping mum so far on the lucky man and the date. Harry Elliott, manager of the Princess, is taking over as Ohio manager. He formerly served there as assistant. Daniel Grisso, recently returned from army service, goes to the Princess as manager, a position he held before military service.

Managers of Chakeres-Warner theatres here, accompanied by M. H. Chakeres, Springfield manager, were in Cleveland April 14 and 15 attending festivities marking the end of the attendance drive which honored Nat Wolf, Ohio zone manager. A meeting of the managers was held the morning of April 15, while in the afternoon they attended the season opener for the Cleveland Indians and Chicago White Sox. A banquet honoring Wolf was held in the evening.

Chakeres-Warner theatres here are undergoing spring remodeling. All houses are being painted on the exterior, while some are getting new paint in the interiors along with some carpentry work. Air conditioning systems are being prepared for warm weather . . . M. H. Chakeres was in Cincinnati April 11 on a booking trip.

Popcorn Popped, Sorted, And Packed by Machine

CLEVELAND—Max Shenker, general manager of Berlo Vending Co., claims to have the only equipment in town that pops, sorts and packages popcorn without being touched by human hands.

"We pop and package a ton of corn a day," Shenker states, "and we supply theatres in the entire Cleveland exchange area."

Shenker showed how the corn is popped in huge vats, travels automatically by conveyor to a large overhead tank which again automatically separates the good from the bad and processes the good corn through a channel into 100-pound manila bags, ready for shipment.

Assisting Shenker in his business are his sons Irwin and Al Friedlander, returned from overseas service within the past year.

New Film Delivery Bldg.

COLUMBUS—Film Deliveries, Inc. is building a $15,000 one-story garage building at 860 West Third Ave.

'Egg and I' Hatches A 250 in Cincinnati

CINCINNATI—With the exception of "The Egg and I" at Keith's, which has had holdouts daily, the feature attractions at local first runs were none too strong. The advanced price showing of "The Best Years of Our Lives" at the Capitol continued strong and entered its fifth week. "Pursued" at the Grand was held over for a second week.

(Average is 100)

Albee—**California** (Para).....150
Capitol—**The Best Years of Our Lives** (RKO), 4th wk.....170
Grand—**Pursued** (WB).....140
Keith's—**The Egg and I** (U-I).....250
Lyric—**Mr. District Attorney** (Col); **Millie's Daughter** (Col).....80
Palace—**Love Laughs at Andy Hardy** (MGM).....100
Shubert—**The Red House** (UA), 2nd d. t. wk.....90

Henry Ford Was a Patron And Maker of Pictures

DETROIT—The death of Henry Ford removed from the motor city its most famous motion picture fan—one who had more than a passing connection with the industry in various phases.

Typical was his quiet appearance at a theatre when the picture was one that he liked; done without ostentation, and so deftly that he attracted little or no attention in the audience. He always managed to slip out just before the crowd started to leave. He was a patron of legitimate and motion picture theatres alike. He used to go sometimes to the Midway, a neighborhood house only a few miles from his home in Dearborn, usually to an early show. This house is largely patronized by Ford factory workers.

In 1940, when MGM staged many special events for the premiere of "Young Tom Edison" at Port Huron, Ford furnished ancient trains and equipment from his Greenfield Village museum and met with the industry's leaders here in the unique activities that accompanied the celebration. His son, the late Edsel Ford, took an even more prominent part in the celebration. This film is a tribute to Ford's friend, the father of the motion picture industry, Thomas Edison.

Ford as an industrialist was a pioneer in the use of commercial motion pictures, using many types of educational, narrative, documentary, news, and other pictures, dating back at least 30 years. The Ford Co. came to be one of the largest sponsors of commercial films, both silent and talking, in industry.

Jenkins Firm Expands

YOUNGSTOWN, OHIO—The Jenkins Co., which manufactures theatre marquee lighting, advertising signs and other types of advertising and lighting fixtures, has completed its new manufacturing plant here and plans to add some new products. J. E. Jenkins, an executive, said the firm will begin making cold cathode lighting and will also increase its output of electric display signs and interior lighting.

Old Photoplay to Reopen

GRAND RAPIDS, OHIO—The Photoplay Theatre, renamed the Rapids, will soon reopen under new ownership.

The top price paid by Hollywood for film rights on a book in 1946 was $225,000. It was Joseph Shearing's "Moss Rose," acquired by 20th-Fox. During the previous year $250,000 was paid to Somerset Maugham for "Razor's Edge," and the same to Adria Locke Langley for "A Lion Is in the Streets."

PITTSBURGH

New Ford City Roxy Has Nothing to Show

FORD CITY, PA.—The Roxy is ready to open, with only a few "finishing touches" to be added, but no films have been licensed for exhibition. The 560-seat theatre will be operated by a corporation headed by Rocco Serrao and his brother Fred.

The Roxy adjoins the Ritz, 250-seat B house operated by Allegheny Theatre Enterprises, also operators of the Ford, 490-seat theatre two-and-a-half blocks distant. The Serraos face a considerable problem in trying to acquire first run product. Fred Serrao, operator of theatres in New Kensington and Arnold, is buyer and booker for the Roxy.

The new theatre features International seating, RCA sound and projection, modern lighting, fixtures, carpets, drapes, decorations, Elizabethtown circled-V marquee with name cutout letters on left and right sides, and with three lines of Bevelite red attraction letters, plus variegated neon trim. Front materials are Cararra glass, glazed brick and three full two-story stacks of glass brick which will have decorative lighting. All seating is on the auditorium floor as are rest rooms. Similar to the Circle, New Kensington, operated by another brother, William G. Serrao, there is a flat floor balcony lounge from where the picture may be viewed, also a baby cry room.

Until last week, the Serraos had under negotiation a leasing deal for the new Roxy with the Gibson-Dipson enterprises.

Detroit Variety Will Send Big Group to Los Angeles

DETROIT—Variety of Michigan will send a large delegation to the international convention in Los Angeles next month, according to Arvid Kantor, national canvasman.

Besides Kantor and his wife, the group will include Joseph Busic, United Detroit Theatres executive, and Jack Zide, Allied Films, delegates, and their wives; circuit owner Arthur Robinson, chief barker, and his wife; Irving Katcher of the Russell and Willis theatres and wife; Max Blumenthal of Film Projection studio and his wife; Hal Bernstein, Bay City exhibitor and wife; Jack Susami, Rupert Theatre, and wife; Wade Allen, Fine Arts Theatre, and wife, who will go direct from Phoenix, Ariz.; Lou Cohen of the Cohen circuit; Cem Merritt of the Palace Theatre, Windsor, Ont.; Bernard Brin of Christianson's Piano studios; Saul Korman, circuit owner; Sol Krim, circuit owner, and Paul Broder, circuit owner, and wife.

A number of the Detroit delegation will leave by auto, arriving in Los Angeles about May 13, but the majority will leave by train on the Mercury from Detroit and the Super Chief from Chicago May 12.

Son to Battistons

GREENSBURG, PA.—A son was born in the Greensburg hospital to the Mario Battistons, Export, Pa., exhibitors. The papa, passing cigars, said the new son was named Robert in honor of Bob Klingensmith, the Pittsburgh BOXOFFICE representative. The Battistons also are parents of Dolores 17, Patricia 11 and Alfred 7.

Kalmine in Cleveland

CLEVELAND—Harry M. Kalmine, general manager of Warner Bros. Theatres, conducted a meeting of managers and other zone executives in Nat Wolf's territory during the week. W. Stewart McDonald, vice-president, and Rudolph Weiss, head of the circuit's real estate department, also attended.

Jake Blatt, who has resided in Chicago in recent months, was a visitor at the Blatt Bros. circuit office on Filmrow for several days. Charlie Blatt was in from Somerset for a day or two . . . Mr. and Mrs. Joseph P. Delisi and a daughter, who have spent the winter in Florida, were expected to return to their home in Saltsburg this week. Dad Delisi is the Saltsburg and Avonmore exhibitor.

Maj. Philip Corso, here from overseas, is visiting his brother Vincent, manager of the Regent Square in Edgewood. Phil formerly was connected with the Plaza in Brownsville and the Coyle in Charleroi . . . The annual roller derby will open in the Gardens April 23 and continue through May 10.

A shuttle bus service from a 60-mile radius on all sides of Pittsburgh will bring Roy Rogers fans to the Tom Packs thrill circus in Forbes Field the week of July 14 . . . The roadshow engagement of "Henry V" is coming to a close and Gabe Rubin, manager of the Art Cinema, has been in New York lining up foreign film product.

Bing Crosby, one of the new owners of the Pirates; A. B. "Happy" Chandler, baseball commissioner, and Ford Frick, National league president, were listed as among those attending the Chamber of Commerce banquet April 18. Bing and other guests were here to attend the Pirate opener April 19 . . . FCC announced a conditional grant for a new FM broadcasting station of the Altoona Broadcasting Co., Altoona, Pa.

Philip Bailey, local poultry distributor, has plans for opening a drive-in near Kittanning. Some years ago he was employed at Fred Smith's Palace on Penn avenue, long since removed . . . George Heidrich and Charles Clipper have been busy remodeling the Capitol in Clairton. The stage has been removed, the screen set back to the rear wall and 80 additional chairs are being installed.

Abe Rothenstein of the West, West Aliquippa, has moved into his new home in Aliquippa. He and his brother Martin are all set to start construction of their new theatre in Baden . . . Hayes Garbarino, supervising booker for the Gibson-Dipson theatres, was in from Bradford to set some bookings and to report on the recent flash flood. The New Bradford had six feet of water on the stage and all seating except several rows in the rear were under water. The theatre was scrubbed, disinfected and renovated and has reopened.

Norman Chussitt, manager of the Regent in McKees Rocks, is back on the job after vacationing in Miami . . . Charles Rich, Warner district manager, spent most of last week at the local exchange . . . C. W. Dickinson, Brownsville exhibitor, has been suffering with a sinus infection . . . Mrs. Fred Solomon, ailing and on a leave of absence for some weeks, has returned to duties in the ladies garments department at Frank & Seder's. She is the wife of the American Poster Supply proprietor.

Russ Zebra, RKO sales representative, who has had trouble with his back for a number of years, now discovers through X-rays that he has a spinal fracture and arthritis . . . Al Hostettler, formerly of the managerial staff at the Strand, Altoona, now is managing the Carnegie Equipment Co., Johnstown . . . The West View Park season opens April 27.

Anthony Latella of the New Atlas, Perrysville avenue, is preparing an eight-lane bowling alley which he will open at an early date in Natrona . . . Paul Krumenacker circled through West Virginia last week with Jack Kalmenson, Warner sales representative . . . Aaron Wayne, who has been a Paramount salesman for several years in the Ohio river territory out of Cleveland, was a Filmrow visitor. He brought his mother here to attend the April 12 wedding of her granddaughter Marjorie Wayne to Richard Wechsler. The bride is the daughter of Aaron's brother Mont.

The John Urses, Fairmont, W. Va., exhibitors, are expecting. They have four children . . . Bill Zedaker, Claysville exhibitor, has a new Buick . . . Joe Minsky, Eagle-Lion district representative, was here on business . . . Recent United Artists executives here were Eddie Schnitzer, division manager, and Mark Silver, district manager.

Sam Fineberg, Monogram manager, spent last weekend in New York. This was his second visit there within two weeks . . . A July wedding is planned by Helen Marie Dascalos, daughter of Mr. and Mrs. Steve Dascalos, former Wilkinsburg exhibitors, and John G. Cintia . . . John Carroll has resigned as a PRC booker . . . Eddie Fontaine, SRO district representative, was here from his Washington headquarters.

A $100,000 theatre-concert auditorium is planned as an addition to the Arts and Crafts center at Fifth and Shady avenues. The new building will be named the Harvey Gaul auditorium and workshop, honoring the late composer.

Franklin Film Exchange has leased a Filmrow office at 70 Van Braam St. and after May 1 will occupy the second floor of the LeViant Printing Co. Bldg., corner of Van Braam and Edna streets. Lou Hanna and Franklin Anderson are continuing their general office and shipping quarters at 1027 Gibbon St. The LeViant quarters were being newly painted this week and office equipment is being installed for the Franklin exchange.

Perry Nathan, NSS manager, was heading for Chicago to attend a company sales convention . . . National Theatre Supply's regional meeting is scheduled for April 25-27 in Cleveland, but whether W. C. "Bill" Jervis, local manager, would be ble to attend was problematical. Jervis is recuperating from an illness . . . Film Classics-Screen Guild will not occupy the former PRC building immediately following removal of PRC to the former RKO quarters as PRC's lease continues for some months. Bert M. Stearn and Harry Hendel purchased the former Lipman-PRC building from Lew Lefton, former independent film executive.

Defunct Western Pennsylvania Amusement Co. bobs into the news every year or so. Allegheny county has posted for sheriff's sale at an upset price of $31,930.66 a property with dwelling at 5709 Penn Ave., which is listed in the name of the former amusement organization, Martin Silverman and Fidelity Trust Co.

Mrs. Celia Littlestone Goldberg, 59, wife of Harry E. Goldberg, former city exhibitor, died April 12 following a long illness. Surviving are her husband, a sister, Mrs. David N.

(Continued on next page)

MOTIOGRAPH
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Claims That Films Harm Children Called Hocus-Pocus by Educator

CLEVELAND—Motion pictures do not have an emotional effect on a normal child, says Dr. Clarence B. Allen, professor of education at Western Reserve university.

Speaking before the Motion Picture Council of Greater Cleveland, Dr. Allen made the unqualified statement that in his 20 years of research in this field, he "has never seen a single case where a child did any particularly bad act that could honestly be blamed on the movies or the radio."

"If pressure is put on a child to reveal a cause of his bad act, that child, looking around for a plausible excuse, is very apt to blame the movies, not because this is true, but just to provide a story.

"A delinquent child, or a child with delinquent tendency might adopt some of the practices he sees on the screen, but this type of child will always find expressions for his delinquency and it is up to his parents to direct him into good channels.

"I would rather have a child see a poor movie than no movie at all. And I believe children should go to movies on Saturday afternoon. I say this because in order to learn what is good in life they must see some of the bad. A child that doesn't know what dirt is has no knowledge of cleanliness.

"Would you say that a child should not see an opera because it has a murder plot? Of course not. They are taken to the opera to hear the music. Similarly, normal children will skip the bad things in movies and see the good."

Dr. Allen refuted the statement that there is more delinquency in the city than in the country. "The only difference," he said, "is that in the country people live farther apart and the neighbors don't know so much what's going on because the families usually solve their own problems privately. In the city, such privacy is rare, hence city delinquency gets more publicity.

"My experience is that no bad child ever came from a good home. Unfortunately, the only requirement for parenthood is biological. And many parents, in all walks of life, fail to give a child what it needs to grow up into a normal man or woman—security, affection, a sense of success, a feeling of belonging to a group, and stability. Insanity and delinquency are not inherited. They are an expression of maladjustment. People learn to be that way. And parents help to make children that way by two things—over protection and simplification of environment.

"The army and navy showed statistically that the majority of our youth is normal. Given complete freedom of emotional expression, most of them stayed away from places of bad influence. In answer to the problem what to do to entertain them, the USO was born. These were normal boys and girls from normal homes. They weren't spoiled or pampered, or overprotected," the speaker said, adding:

"As the result of my long experience, I can say that in my opinion, an average normal child is not overstimulated by emotional pictures, nor does a normal child become delinquent because of anything he has seen on the screen. The delinquency, or maladjustment, springs from the home, not the movies. Children should see pictures of the type of life they have to live. This means good pictures and bad pictures. But in any event, they should see movies, preferably once a week."

Claughton Offers Music Center Site

From Southeast Edition

MIAMI—A million dollar auditorium to occupy a tract containing 30 lots on Burlingame island at the mouth of the Miami river, has been made possible by an offer of Edward N. Claughton, owner of the island, to lease the land "for 50 or 99 years" for a consideration of $1. Claughton is a local financier and theatre owner.

It was suggested that the auditorium would be used primarily as a music center, but that it would also be available for other engagements. A minimum of 3,500 seats was proposed by Claughton. He expressed the opinion that the building could be erected, air conditioned, and furnished with all necessary sound equipment for approximately $750,000.

Negotiations for the site were started some time ago by Dr. Arturo di Filippi, head of the voice department of the University of Miami, and director of the Miami Opera guild. At a recent luncheon Claughton said he would lease the tract to the guild or the university or both for $1 as total rental over the entire time of the lease. The land is estimated to be worth a minimum of $250,000.

Theatre Man Now Florist

OMAHA—Rollin K. Stonebrook, who came to Omaha several years ago to run the Tri-States Omaha Theatre, has resigned to become a florist. His headquarters will be at Iowa Falls, Iowa. Stanley Blackburn, Tri-States city publicity manager, will succeed Stonebrook.

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THEATRE .....

STREET ADDRESS .....

TOWN ..... STATE .....

NAME ..... POSITION .....

PITTSBURGH

(Continued from preceding page)

Green, wife of the Beacon proprietor; two brothers, Herman, proprietor of the Brushton, and Henry, haberdasher.

Frank Laurets, who transferred the Rialto, Daisytown, to Durward Coe, is continuing in the tavern business in Daisytown . . . Five local radio stations are represented on the Variety Club veterans hospital committee. Carl Dozer, WCAE, is serving as chairman for three months, with Joe Baudino and Charles Klug, KDKA, as aides. The Red Cross motor corps has joined with the AWVS in providing transportation for entertainers and the actors, radio artists and musicians unions are cooperating in the project of the Variety post, American Legion, which is bringing entertainment to hospitalized veterans at the Deshon hospital, Butler, and the Veterans hospital, Aspinwall.

Fernand A. Thomassy, McDonald exhibitor and Washington county member of the Pennsylvania house of representatives, who is the co-sponsor of the smoke control amendment which has been one of the legislature's hottest issues, is one of three known lessees of a coal mine near McDonald and has been a coal producer since February 1. The Thomassy-Mazza rider, approved by the house, amends the Fleming-Barrett countywide smoke bill by making county control of smoke contingent on the availability of equipment to burn high-volatile, bituminous coal smokelessly.

"Duel in the Sun" will be released here next month, premiere showing to be in Loew's Penn.

Bingo, a name banned for years by the postoffice, has been "reprieved." Barred from the mails for a decade, the famed noun, which formerly "advertised a lottery," may now be exploited, if no admission price is announced in advertising. Continued on the barred list are mailed advertisements of "bank night" where an admission ticket must be purchased.

A mirror fell from a wall in a downtown theatre, hit a woman patron and a jury awarded her $650 . . . Mike Manos, circuit exhibitor, was in Chicago this week following his vacation in Florida . . . John A. Reilly, manager of Lou Kaufman's Metropolitan, Bloomfield district, left some teeth with his dentist . . . Herman Stahl's Lyric in Oil City was dark for a day or two due to flood damage in the theatre basement.

Jack Weltner has resigned RKO booking duties and on April 28 he joins PRC as a booker . . . Mr. and Mrs. Peter Profili, former Vestaburg-Fredericktown exhibitors, have purchased an apartment house in Los Angeles, and they expect to make their home there at a later date . . . Richard J. Cook, Bulletin-Index publisher-editor, was host at the April 18 family party in the Variety Club . . . Col. Jim Eskew's annual rodeo stampedes into The Gardens May 15 and out again May 24.

Ben Williams, Monogram franchise holder for this area, and his bride are honeymooning in Los Angeles . . . Allan Wieder, RKO exploiteer, tried without success to purchase a number of inexpensive lockets to use in stunts promoting "The Locket," so he has other stunts at work.

In Personal Appearance Tour

Republic has set Monte Hale and Tom London for a personal appearance tour in several western states and Canada upon completion of "Along the Oregon Trail."

Harry Browarsky, Pittsburgh, Dead

PITTSBURGH—Harry Browarsky, 47, independent exhibitor here, died in his sleep in a Cleveland hotel the morning of April 15. With his wife, he was in Cleveland for a physical checkup. He had been in poor health for a year or more.



HARRY BROWARSKY

The body was returned to his home, 1314 Squirrel Hill Ave., where it was viewed by friends between 6:30 p. m., Tuesday, and 9 p. m., Wednesday. Services were conducted Thursday afternoon.

With his brother Ike, he owned and operated the Chateau Amusement Co., which operates the Hippodrome and Beaver on Beaver avenue, and the Associated Theatres, operating the Bellevue and Linden, Bellevue. A third brother Benjamin died several years ago.

Surviving are his wife Florence, who was a Filmrow employe before her marriage; daughters Rachel and Benita; a sister, Mrs. Sadie Shapera of New York; brother and business associate Ike Browarsky, and another brother, Mark Browar, veteran local exhibitor who is retired and who resides in Los Angeles.

On European Trip

Rita Hayworth will embark on a European tour in connection with Columbia's "Down to Earth."

Tell Pet Peeves Regarding Women

Columbus—Local showmen weren't bashful about talking about their pet peeves in regard to the fair sex when quizzed by Alice Bargar Black, woman's page writer for the Columbus Citizen.

Said Harry Simons jr., house manager of the Palace: "It takes women too long to make up their minds and when they've finally made it up, they change it. Another thing, when they've got a closet full of clothes, they look at it blankly and say 'I haven't got a thing to wear.'"

Walter Kessler, manager of Loew's Ohio, said: "I hate to see women smoke when they're walking through hotel lobbies or around any public place. I don't mind their smoking if they're sitting down. My pet peeve is to hear a woman say she's hurrying when she positively is NOT hurrying. We see it in the theatre. Everything's about to be closed up and a few men are always left waiting in the mezzanine. The women have told these poor men that they're hurrying and then they proceed to do everything but take a shower. If there's anything more irritating than that, I don't know what it is."

Lew Peppe, manager of Valley Dale ballroom: "I object to women who try to be masculine. I don't like to see short bobbed hair and mannish-looking suits worn by any woman. Slacks should be worn only by women who have the figure for them. There's nothing that looks worse than a fat woman wearing slacks or shorts."

Henry Cincione, orchestra leader at the Palace: "I hate to see two women dancing together. Dancing is strictly for men and women."

Harry Walders Named Cleveland RKO Head

CLEVELAND—Harry H. Walders has been named manager of the RKO Cleveland branch, succeeding A. Kolitz, recently promoted to Rocky mountain district manager. Walders joined the company in 1933, starting as booker in the Chicago exchange.

The top price paid for an original story in Hollywood in 1946 was $100,000 for Sammy Fuller's "The Dark Page," purchased by Sidney Buchman. This was also the same price paid by Republic in 1945 for "I've Always Loved You," by Border Chase.

Recent Theatre Openings In Cincinnati District

CINCINNATI—Among the new or remodeled theatres which have opened recently are the following:

Ambassador in suburban Oakley, by William Bein.

Covedale, Price Hill, by Charles Ackerman.

Tipton, Huntington, W. Va., by Abe Hyman.

Liberty, Cambridge, Ohio, by Louis Velos.

Harold Moore of Charleston, W. Va., has taken over the Ameagle Theatre in Ameagle, W. Va.

Over $50,000,000 is spent annually by the film industry for insurance.

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Turners Falls Sheas Quit After 32 Years

TURNERS FALLS, MASS. — Thirty-two years as motion picture exhibitors in Turners Falls has come to a close for the Shea family with the announcement by Mrs. Ina B. Shea, owner, and her son Howard of the sale of the Shea Theatre to Max Zallen of West Newton.

Zallen, who owns and operates a theatre in Bethel, Me., announced that within the next few months new projection equipment, screen, seats and rugs will be installed and a candy booth will be placed in the foyer.

The theatre was established by Denis J. Shea in 1914, when he purchased the Opera House. In 1918 he purchased the Lyric from Herbert Streeter, and in 1921 built the new theatre which bears the family name.

Mrs. Shea has been operating the theatre, aided by her sons, Howard and Philip. Howard, a marine veteran, has been manager of the theatre since his discharge from service in 1945. He plans to re-enter Tufts, in the fall, where he will complete a medical training he had begun before the war.

Daughter Reopens House Built by Andrew Bruno

MANCHESTER, N. H.—The remodeled and modernized East Manchester Neighborhood Theatre, formerly the Empire, which was closed last December, has been reopened under the management of Marie Bruno, whose father, Andrew Bruno, built the house in 1915.

Miss Bruno, who will be assisted in operation of the theatre by her brother Joseph and three sisters, announced that the Neighborhood had arranged picture contracts and would have program changes three times weekly, Sundays, Tuesdays and Fridays.

Modern equipment includes a new screen, projection machinery, signs and marquee and air conditioning.

Greek Relief Tag Days Promoted by WB Men

HARTFORD—Greek relief tag days were promoted in Manchester by Jack A. Sanson, manager of the Warner State, and local chairman of the Greek relief campaign; in New Britain by Joe Borenstein, Warner Strand manager, and Joe Miklos, Embassy manager; in Bristol by Vic Morrelli of the New Bristol, and Dennis J. Rich of the Cameo.

Agawam Drive-In Opens

AGAWAM, MASS.—With a record crowd in attendance, Riverside Park-In Theatre, owned and operated by Edward J. Carroll, opened here over the Easter weekend. The open-air theatre is part of Carroll's extensive Riverside amusement park.

Boy Scouts Hosted

MANCHESTER, CONN. — In conjunction with the showing of the Warner short, "Men of Tomorrow," Jack A. Sanson, manager of the State, hosted Boy Scouts at a special screening.

Hartford Post to Sarnoff

HARTFORD — Edward Sarnoff, son of David Sarnoff, Radio Corp. of America president, has been appointed advertising and sales promotion manager of Radio & Appliance Distributors, Inc., of East Hartford.

Bank Gives Away $100 In Deal on 'Life'

New York—A bank here gave away $100. Getting the institution—the Knickerbocker Federal Savings bank—to do this was the work of RKO Exploiteers Pat Grosso and Ray Malone and Manager Al Arnstein of the RKO 58th Street Theatre, who worked out a tie-up on "It's a Wonderful Life" that got wholehearted cooperation from the bank. The bank offered the cash as prizes for a letter writing contest describing why the contestant thought it was a wonderful life. The bank also installed a handsome window display that contained a life-size cutout of Jimmy Stewart and Donna Reed seated next to a sign which carried the bank's endorsement of the film, plus six framed stills from the picture.

Victory Theatre Footlights Will Be Turned On Soon

PROVIDENCE, R. I.—The Victory Theatre here, formerly known as the Playhouse and before that as the Modern, will return to legitimate productions April 21 with a one-night presentation of "Laura." This will be followed by a road company production of "State of the Union," current Broadway hit, May 2, 3.

The Victory, once the home of stock companies and road shows in Providence, has for several years presented second run and reissue motion pictures. Its return to the legitimate field was made possible when the Metropolitan, which formerly presented stage productions, changed to a first run film policy.

Start Kiddy Shows

MANCHESTER, CONN.—The State has inaugurated a series of Saturday kiddy shows. Selected features and shorts are shown.

Two-Man Booth Bill Introduced Again

PROVIDENCE—For the sixth time in as many years, a bill has been introduced at the state house that would require two licensed projectionists in each booth at all times during performances. Four times the bill has been defeated by a vote of the legislature and once by a veto of the governor.

Exhibitors in Rhode Island feel that the bill if passed would be a great imposition, especially in smaller communities where it would make the operating expenses burdensome. They feel that the danger of fire is not a definite hazard. Independent Theatre Owners, Inc., of Rhode Island, an affiliate of Independent Exhibitors, Inc., of New England, are preparing to fight the bill.

'Symphonette' Premiered At Boston Opera House

BOSTON—"New England Symphonette," a musical composition featured in U-I's "Time Out of Mind," was given its New England premiere during the Sunday (13) 4:30 concert at the Boston Opera House. During the rendition, music critics were guests of Bill Schulman, U-I publicist.

"Time Out of Mind" has a Maine background and this is one of the few serious works of music using the Pine Tree state's rockbound coast as a theme. The orchestra before the regular performance made a record of the piece which will be used as a background for a subsequent round-table discussion with Deems Taylor and other critics.

WHYN Wins Prize

HOLYOKE, MASS.—For the best promotion of the motion picture, "San Quentin," in a six-state contest run by the Yankee network, station WHYN has received a $200 prize—which will go for entertaining the station's staff.



BETTER THAN EXPECTED—Among the first-nighters at the RKO Albee Theatre in Providence, R. I., was the governor of Rhode Island, John O. Pastore (center), who picks up firsthand information about the picture from the press book and also with an assist from the RKO Theatres division manager, E. H. Groth (left), and Dave Levin (right), manager of the RKO Albee Theatre. After seeing the film Governor Pastore said, "It surpassed my expectations."

BOSTON

Sam Resnik of the Playhouse, Andover, has signed a contract with Sound Engineering Service for installation of a new sound system . . . Mrs. Harold Davidson, wife of the head of Sound Engineering, and their 20-month-old son Howard, went to Albany by airplane—the first air trip for both. Mrs. Davidson formerly was Elaine Lieberman, secretary to Maurice Wolf at MGM.

The application of the Red Shutter cafe, East Boston, for a permit to show 16mm motion pictures was rejected by the city licensing board. After the fire commissioner had testified the film constituted a fire hazard. The owners of the cafe maintained that the film was fireproof.

"Duel in the Sun" is booked to open May 7 at Loew's State and Orpheum theatres at advanced prices. Tom Duane, Selznick's division manager here, has appointed Bill Jennings head booker for the territory. Jennings, an army veteran, started with Universal as a shipper in February last year, and has been booking Maine, New Hampshire and Vermont since last February 1. He will assume his duties with Selznick April 21. Married and with a 3-year-old daughter, Claire Marie, his home is in North Quincy.

The Phil Smith circuit opened its nine midwest open air drive-in theatres April 11 . . . The Center Theatre had a gala opening of the new ice production, "Everything's on Ice," starring Maribel Vinson and husband Guy Owen. Larry Lasky, the producer who is one of the partners of E. M. Loew, was very busy accepting the congratulations that evening from the large audience. Comments were numerous on the beautiful remodeling done on the theatre.

The RKO branch here is finishing the 1947 Ned Depinet drive with a barrage of playdates on "The Best Years of Our Lives," including the Pawtucket Darlton, the Woonsocket Bijou and Keith's in Lowell. Manager Ross Cropper expects to close deals on the picture with Jean Campapiano of the Capitol and Lawrence and with Sol Edwards of the Strand. In addition, RKO's "Sinbad the Sailor" is breaking throughout the territory, and the Keith Memorial and all key runs are set for the opening of "The Farmer's Daughter."

Bill Schulman, Universal publicist, was in New York for a meeting of all field representatives . . . Jack Cooney has taken over management of his brother's theatre, the Waldo in Waldoboro, Me., due to pressure of other businesses of his brother Carrell. The 400-seat Waldo is one of the most attractive houses in the state, and is the pride of the townsfolk, although built over ten years ago. Waldoboro is situated on the coast not far from Rockland.

The licensing commission of Lawrence has banned the showing of motion pictures in cafes and restaurants, or other places where liquor is sold, due to the danger of fire.

Sam Resnik and Mrs. Resnik of the Playhouse, Andover have gone south for a few weeks . . . Mr. and Mrs. William Lavery of the Lavery circuit also are away vacationing . . . George Solomon of Columbia here has returned from a long stay in Florida. He reports his health is greatly improved . . . Also back from the south is Allard Graves, manager of the Lyric, White River Junction, Vt. . . . Carroll Lawler, district manager of the Jamestown circuit, brought his New England managers to Filmrow to book last week.

The condition of Arthur Howard, president of Affiliated Theatres, who is in the Newton-Wellesley hospital recuperating after a serious operation is reported encouraging by Mrs. Howard. She said he should be back at his desk by May 1. The operation came at a time when his business was undergoing major changes, with the resignation of Frank Lydon to join Tom Duane with Selznick Releasing Organization, and the appointment of Seth Field, formerly with the Graphic circuit, to replace Lydon.

Eddie Allen, manager of the Majestic here, and Louis Stern, operator of the Orpheum, Somerville, have purchased the property known as Nuttings-on-the-Charles, a famous dance hall of a decade ago. After alterations to cost a reputed $50,000, the dance pavilion will open in May with name bands.

Andy St. Ledger of the Bijou, Pittsfield, Me., and William McPhee, Strand, Oldtowne, Me., were among the many exhibitors attending the hearing on an amusement tax bill in Augusta recently . . . Meyer Feltman, manager at Universal is vacationing in Miami a few weeks . . . Mrs. Ella Mills of the Milo, in Milo, Me., has reopened her summer home on Cape Elizabeth near Portland.

Bob Hall, owner of the Brooks, Brooks, Me., and the Unity, Unity, Me., has purchased a new Oldsmobile. He now has both theatres open five days a week each. He plays no matinees . . . Al Daytz, sales manager at Warners, made a flying trip through Maine last week . . . Howard Crombie, Universal salesman for Vermont and New Hampshire, is the owner of a new Mercury.

Theresa Osborne, one of the candy girls at Leonard Goldberg's Adams in Quincy, suffered a ruptured appendix and was rushed to the hospital for an operation . . . Jimmy Winn, former district manager at UA, dropped in at the exchange for a few hours and reported his health greatly improved . . . Jean Williams, secretary at Independent Exhibitors, was down with the flu a few days.

District Manager Clayton Eastman and his wife and two sons were in Albany to attend the funeral of Mrs. Eastman's sister . . . Col. William McCraw of Dallas of Variety International, was in town to discuss the sponsorship by the local Variety Club of the Children's hospital blood bank . . . Claire Welch, switchboard operator at UA is engaged to marry John H. Weiss this month.

Simon Beseroski of New Bedford underwent an operation at the Palmer Memorial hospital in Brookline. At one time, Beseroski controlled several theatres in New Bedford and on the Cape, but sold his theatre holdings in 1935 when he entered other business fields. His family report he has been "a mighty sick man" . . . A street ballyhoo for "The Macomber Affair," arranged by Joe DiPesa, Jim Shanahan and Jim Tibbetts of Loew's Theatres and Phil Engel, UA publicist, included a mud-covered jeep equipped with rifles, stuffed animals, etc., driving through downtown streets with signs reading, "Don't Miss 'The Macomber Affair.'" All Macombers listed in the local telephone directory, of which there are 32, were sent invitations to attend the opening night showing as guests of the theatre.

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'Dixie' Not Objectionable

SPRINGFIELD—The Springfield school committee has voted to retain "Dixie" in the school film library despite objections by the youth council of the National Ass'n for the Advancement of Colored People, on the grounds that it showed the Negro in an unfavorable light. Several committee members reviewed the film, and expressed the opinion that Ralph A. Stout, supervisor of audio-visual aids, should be sustained in his recommendation that the film be retained.

WORCESTER

Drive-In at Lunenburg Up to Town Selectmen

WORCESTER—The second open-air film theatre in central Massachusetts loomed as two former service men sought permission to open a ride-in in Lunenburg near Whalom Park.

The applicants were Alfred Mellor and Alfred Bergeron of Leominster. Action was to be taken by the Lunenburg selectmen, who said there were several obstacles that had to be straightened out.

The new theatre did not meet with the approval of the Whalom Park Amusement Co., which pointed out that it had its own summer theatre. Also, there were some traffic complications due to the fact that the planned ride-in would be on Route 13 near Prospect street, Lunenburg.

The two sponsors already have obtained an option on the land, and planned to begin construction immediately if their application is favored. They plan to use earphones.

To Air Condition Springfield House

SPRINGFIELD — Nathan F. Goldstein's Arcade Theatre here is being equipped with air conditioning equipment. The work is expected to be completed May 1. Other improvements made at the theatre during the year, include the installation of rock wool insulation in the ceiling of the auditorium and the hanging of fiber glass drapes on either side of the stage. New light display frames soon will be installed over the entrance to the Arcade.

Talks on Classroom Films

DURHAM, N. H.—A demonstration of the use of classroom films featured a discussion of auditory and visual aids in teaching at a meeting of New Hampshire teachers and educators here last week. Dr. Abraham Krasker, head of the department of teaching aids of the Boston University school of education, spoke on "Values and Use of Audio-Visual Aids," and there was a panel discussion with Dr. Howard Jones, president of Plymouth Teachers' college, presiding.

"CORSAGE" POST-WAR PATTERN



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Lawson Daniels, manager of the Royal, is a pushover for film serials. He plays three of them a week, and is his own best customer . . . Claire Johnson is new on the Capitol's staff . . . White City Park held its earliest opening in history, operating weekends for a time.

Theatres that closed all or part of Good Friday included the Metropolitan in Leominster, Star in North Brookfield, Strand in Southbridge, Modern in Marlboro, York in Athol, Uptown and Orpheum in Gardner, Casino in Ware and Strand and Globe in Clinton.

Bernie Satz, manager of the Casino in Ware comments: "We closed our house for the matinee on Good Friday. After counting the cash at night, we would have made plenty more by closing for the night, too. This is one day a theatre can't lick."

When the Capitol and Loew's Poli held over the shots of the Holy Cross-Oklahoma basketball game, it was the first time within memory that a newsreel got a holdover here . . . Sunday Telegram columnist says: "I don't know what Pegler will say, but I enjoyed George Raft's latest film."

Manager Guy Palmerton reports Frank Lyon and Elsbeth Hofmann will be at the Playhouse again this summer . . . Peter Cookson, former Westboroite who has been in films lately, is in the cast of the new play, "Message for Margaret," that is premiering on Broadway.

Axel Johnson and Theresa Figurski have resigned from the Capitol . . . Dominic Turturro, owner of the Elm in Millbury, is serving on the membership committee of the Independent Exhibitors of New England.

Isabel Price of the Playhouse, who has been in Japan, was stricken with pneumonia but is now recovered . . . Elsie Oakes Barber, formerly of Fitchburg, has been in Hollywood for United Artists, adapting her novel, "The Wall Between" for filmization. It is her own story of her marriage to a clergyman.

Harold H. Maloney, manager of Loew's Poli, reports some of his customers got the idea from his co-feature—Three on a Ticket—that it was bargain week at the house . . . Gene Krupa's orchestra drew a good 1,800 to the Auditorium, with a Worcester boy, Don Fagerquist, featured in the band.

The bowling team of the People's in Maynard, having won 58 points and lost 38, was tied for the lead in the Intertown League as it approached its end . . . Ray Galvin signed Louis Prima's orchestra for a date here April 16 . . . Waldo Hemingway is serving at the Capitol in the place of Johnny Foy, who died.

The Worcester Telegram carried a story on Russell Janney, author of "The Miracle of the Bells," which is being filmed. It recounted the legitimate shows seen at the Worcester when, as a boy, he rode his bicycle down from New Hampshire—quite a distance—and got into the theatre on passes provided by the livery stable man who trucked the shows.

Harold Hall, manager of the Orpheum in Gardner, put the theatre at the disposal of the city's Council of Churches for Good Friday services . . . The Prospect in Whitinsville was used for a presentation of "A Family Portrait" by a cast from churches.

Manager Harold Maloney of Loew's Poli had the family of Arthur Kennedy in to see his latest picture . . . The 25 Years Ago column in the Evening Gazette recounted when Linwood L. Curtis, publicity manager for Keith's in Boston was appointed manager of the Plaza, succeeding Frederick A. Valles, who now is period costume designer for MGM in Hollywood.

The ingenue of "Youth Flame," a film about juvenile delinquency, is Joy Reese, who played at the Boylston Summer Theatre last season . . . Edward Maynard, Clifford Cox, Axel Johnson and Richard Cafferilli have resigned from the Capitol . . . The Universal in Fitchburg arranged for Sunset Carson to make personal appearances on two days.

One of the papers quoted Waldo Hemingway, theatre aide, on his dislike for Hollywood. Waldo, who formerly worked in the studios, not only is strongly averse to the climate but claims an easterner can't find decent food in the whole of California.

Cashiers Are Clerical Help

BOSTON—Theatre cashiers are now in the category of clerical workers and must be paid 60 cents on hour if experienced and 55 cents if inexperienced, Independent Exhibitors, Inc. of New England has informed members in a bulletin. A mandatory order also provides that experienced employes are those with more than 800 hours of service, except in instances of those covered by on-the-job training.

In Steinbeck's 'Red Pony'

Myrna Loy has been signed by Republic to co-star with Robert Mitchum in John Steinbeck's "The Red Pony."

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MANY THEATRES
UNDER OUR MAINTENANCE

NEW HAVEN

Franklin Meadow, United Artists manager, has appointed Earl W. Wright as salesman. Wright recently left 20th-Fox after almost 18 years with the company . . . Premium trends: A new Sweetheart Rose chinaware deal running 66 weeks was sold by Adolph G. Johnson for two-a-week distribution at the Arch Street, New Britain, beginning April 21 and 22 and the Strand, Plainville, beginning May 5. Both theatres are operated by George LeWitt.

National Theatre Supply has sold new Crestwood tan on red leaf pattern carpeting to Mrs. Mary Vuono for the Palace, Stamford . . . One of the first summer houses to announce opening is the Strand in Sound View. George LeWitt is now out of the picture at this house and Mrs. John Glackin will operate, beginning about Decoration day. Same full week policy as last year will hold.

After a dull pre-Easter week, the Yale boys and faculty returned and this factor and the end of Lent pepped up the boxoffices everywhere Monday. "The Show-Off" and "Nora Prentiss" was a good business dual at the Strand, Hamden, in spite of the usual pre-Easter doldrums . . . E. M. Loew's reopened the drive-in on the Milford Turnpike Easter Sunday . . . Sympathy to Harold Donovan of the Strand, Seymour, on the death of his mother, Mrs. E. H. Ralston.

The Thompson Post estate now operates the Crown, Hartford, and Amalgamated Theatres books the house. They succeed Charles Repass, who died last month . . . Paul Purdy, formerly at the Webb, Wethersfield, is now manager at the New Newington, Newington, succeeding Joe Walsh . . . M&P theatres, including the Paramount, New Haven, have substituted popcorn warmers in lobbies for the previously used popping machines . . . The Bridgeport newsprint situation has eased and the Post Telegram no longer limits theatre ads.

Bernie Kamber, eastern representative for Benedict Bogeaus, was in town on "The Macomber Affair," which opened April 16 at the top Loew houses in Bridgeport, New Haven, Springfield and Worcester. "The Best Years of Our Lives" opened big at the Klein Memorial in Bridgeport . . . Mike Sirica broke records at the Capitol, Waterbury, with "The Jolson Story" . . . The Majestic, Bridgeport, changed opening day from Wednesday to Saturday . . . Harry F. Shaw, Loew-Poli division manager, and Mrs. Shaw, returned from Mexico last week.

Ann Donner of 20th-Fox's reported improving at New Haven hospital . . . George Freeman's wife (Poli, Springfield) also is on the recuperative side . . . Mrs. Morris Rosenthal, wife of the Poli, New Haven, manager, has been ill with a virus infection . . . Ed Fitzpatrick of the Poli, Waterbury, is reported ill.



SHIFTS TO DISTRIBUTION—Frank Lydon, owner of the Hamilton Theatre in Dorchester, Mass., and vice-president of Arthur Howard Affiliated Theatres, a buying and booking organization, has been appointed New England representative for the Selznick Releasing Organization under Tom Duane, division manager.

Micky Nunes, former Whalley manager, now producing with his father Morris Nunes in Hollywood, was in on business. Micky is a member of the Directors' Guild on the coast . . . Carl Goe, Warner exchange manager, is sporting a new Chrysler . . . George LeWitt of New Britain and Plainville sold his summer home at Momauguin to the David Rubins of Benedict Coal . . . Bill Boyle of the Broadway, Norwich, is "batching" while Mrs. Boyle and their youngster visit in Syracuse.

When Hedda Hopper said Robert Mitchum was a son of Durham, S. D., in a recent column, the Bridgeport press went to work on a little digging and discovered it was really the Park city which claimed the honor. Dug up a priceless picture of Mitchum in 1924, then a kid in Dan Quilty's dancing college, appearing in a local kiddy show. Morris Rosenthal, manager of the Poli, New Haven, recalls this picture as being of the cast of his first semiannual kiddy show at the Majestic, Bridgeport. Many of the kids he sponsored in those days at the Majestic have since become headliners in vaudeville and films . . . Rosenthal and Johnnie DeBenedetto have dug up former Brooklyn residents here is to be invited to the opening "It Happened in Brooklyn." Radio scouted them out. Real passport to Brooklyn is presented, signed by Jimmy Durante as Secretary of State . . . WNAC, Radio Centre, band leaders and others were playing the musical hits from the picture in advance.

Lieut. Comdr. Robert Johnson, son of Adolph G. Johnson, leaves the navy April 21 and will return to New Haven and probably some branch of the industry. He will come here with his wife and three children. Bob is individual handball champion of the Eleventh naval district and doubles champion with Lieut. Father Lonergan. In the same family, Harry and Frank Johnson, brothers of Adolph, leave for Hollywood this week to attend the National Bowling Congress.

Charles Gaudino, assistant at the Poli, Bridgeport, formerly a commuter from New Haven, has moved to the Fleetwood apartments in Bridgeport . . . Jo Ingenito has resigned as inspector at Fox, and is replaced by Edna Smith . . . Russell Ordway, formerly at the Allyn, Hartford, is managing the Webb in Wethersfield.

Harry Germaine and Mrs. Germaine came in from Brighton to visit with brother Sam Germaine of 20th-Fox . . . Arthur Scharby, formerly a New Hampshire exhibitor, recently at the Astor, New Rochelle, stopped in at the New Haven exchanges en route from Miami Beach to Boston . . . Mr. and Mrs. Walter Young, of Farmington, New Hampshire and Alton Bay, visited with Harry Rosenblatt of Metro on the way through town . . . Engagement of Gloria Parente of the 20th-Fox staff to Louis Moalle of Westville was announced Easter Sunday.

Tony Massella, assistant at the Bijou, interviewed Rex Ingram of the "Thief of Bagdad" cast, when he noticed his name in the cast of "Anna Lucasta" playing at the Shubert. He landed pictures and article in the local Register in advance of the Bijou "Thief" booking.

POPCORN

South American—&—White Hull-less, $7.50 per 100. Write for sample.

HAYES SEED HOUSE

Topeka, Kas.



Films' Influence Is Great, Often Bad, Panel Declares

HARTFORD—The influence of motion pictures on the lives of those who see them is tremendous, but not always good, according to a panel of high school students who discussed the question "Do Movies Influence Our Lives?" in a Parade of Youth forum recently broadcast over radio station WDRC under the sponsorship of the Hartford Courant.

Highlight of the forum was the personal appearance of three local theatre men who said they had read an announcement of the topic and, because it dealt with motion pictures, decided to attend and hear the verdict of the teen-age panel. The three were James F. McCarthy, manager of the Strand Theatre; Lou Cohen, manager of Loew's Poli Theatre, and George Landers, manager of E. M. Loew's Theatre.

Invited by the moderator, James F. Looby, editor of the Courant Parade of Youth, to address the forum, McCarthy, as spokesman for the group, said he was representing not only those present but also Walter Lloyd, manager of the Allyn Theatre; Fred Greenway, manager of Loew's Poli Palace Theatre, and Frank Morin, manager of the Regal Theatre, in extending an invitation to all panel members to be guests at these respective theatres. He gave each panel member admission passes for each of the theatres.

Asked what type of film they preferred, most panel members said they liked psychological dramas.

Plays Downtown in Hub After Run in Back Bay

BOSTON—The Exeter Street Theatre bought "Storm in a Teacup" and "South Riding," two English films distributed by Devonshire Films which were played first run at the Back Bay house early in March. Three weeks later the same show played the Kenmore, an uptown subsequent run house, for a week. On the day after the closing of the bill at the Kenmore the bill was moved to the Tremont in downtown Boston where it played a week.

This is one of the few situations where a bill played downtown Boston after the subsequent run.

'Apley' Disappointing In Run at Hub's Met

BOSTON—A bad break in the weather caused a general letdown in downtown spots with "The Late George Apley" at the Met one of the biggest disappointments. It grossed somewhat under expectations for this Boston satire.

Last week "The Best Years" completed its 210th performance at the Esquire where the average attendance has been 1,400 persons per day. With 941 seats, this means that if the picture keeps up this pace it will undoubtedly continue through Labor day, according to Carl Goldman, manager.

(Average is 100)

Boston—**Millie's Daughter** (Col), plus stage show 110
Esquire—**The Best Years of Our Lives** (RKO), 15th wk. 140
Majestic—**Lost Honeymoon** (E-L); **It's a Joke, Son** (E-L) 120
Memorial—**The Locket** (RKO); **Singin' in the Corn** (Col) 130
Metropolitan—**The Late George Apley** (20th-Fox) 95
Old South—**Children of Paradise** (Tri-Color Films), first 5 days 130
Orpheum—**Dead Reckoning** (Col); **The Thirteenth Hour** (Col), 2nd wk. 120
Paramount and Fenway—**Suddenly It's Spring** (Para), 2nd d. t. wk.; **Guilty** (Mono) 120
State—**Boom Town** (MGM), reissue; **Cigarette Girl** (Col) 120

'Brunette' Is Hartford Leader; 'Duel in Sun' Gets Free Plugs

HARTFORD—Announcement that "Duel in the Sun" will play the Poli beginning May 7, broke in the local dailies with plenty of free space discussing the coming SRO release.

New openings for the week included U-I's "Smash-Up" at the Regal, "It Happened in Brooklyn" at the Poli and "Stallion Road" at the Strand. "My Favorite Brunette" led downtown.

Allyn—**My Favorite Brunette** (Para); **Seven Were Saved** (Para) 225
E. M. Loew's—**I'll Be Yours** (U-I); **King of the Wild Horses** (Col), 2nd wk. 130
Loew's Poli—**It Happened in Brooklyn** (MGM); **Yankee Fakir** (Rep) 180
Palace—**Love Laughs at Andy Hardy** (MGM); **Backlash** (20th-Fox), 2nd wk. 150
Regal—**Smash-Up** (U-I) 175
State—**Hard Boiled Maloney** (Mono); Frankie Carle on stage 100
Strand—**Stallion Road** (WB) 140

Easter Revives Grosses After New Haven Letdown

NEW HAVEN—Downtown grosses died Good Friday and the stormy Saturday following, but business picked up Easter Sunday and continued through a good Monday and Tuesday. Yale students returning from Easter holiday swelled the toll. The Paramount put into effect holiday prices Good Friday, worst day of the year. Detail for the week ended April 9:

Bijou—**Murder on Diamond Row** (FC); **The Thief of Bagdad** (FC) 120
College—**Boomerang** (20th-Fox), 2nd wk. 148
Loew's Poli—**Nocturne** (RKO); **Beat the Band** (RKO) 85
Paramount—**Suddenly It's Spring** (Para); **The Raider** (English Films) 90
Roger Sherman—**That Way With Women** (WB); **Sweetheart of Sigma Chi** (Mono) 85

Bernard Piche to Give Concert

LEWISTON, ME.—Bernard Piche, Canadian organist and composer, will present a concert at Bates college here April 10. Piche is organist at Saints Peter and Paul church, Lewiston.

Free Film in Manchester

MANCHESTER, N. H.—A motion picture, "The House on 92nd Street" was shown as a free entertainment of the Manchester Institute of Art and Sciences Friday evening, March 28.

FALL RIVER

A huge cutout of a five-fingered hand, borne on a truck chassis under a canopy of dark green lights, was one of the weird stunts carried out by Manager William S. Canning for a big horror show at the Empire Theatre. The cutout was promenaded at night over principal streets of the area subsequent to the distribution in stores and on the streets of 10,000 small envelopes containing an aspirin tablet and bearing the inscription "You will need this pill to give you courage when you see—'The Beast With Five Fingers.'" "The Brute Man" completed the program.

Advertised prices were reduced on the opening day of "The Best Years of Our Lives" which showed at the Center Theatre. Prices quoted in the elaborate ads ranged from 90 cents adult, 50 cents children, to $1.50 and $1.20. Opening day prices were 76 and 50 cents to $1 and 50 cents.

It took about four days to raise better than $5,000 needed to send the state basketball champions, the B.M.C. Durfee high school team, to New York for a week's vacation in appreciation of their victory. The students were given a victory party at the state armory prior to leaving for New York in a chartered plane. Showman William Canning was finance chairman in the drive for the funds.

John J. McAvoy, assistant to Manager Paul Slayer of the Durfee, is vice-president of the B.M.C. Durfee high school class of 1937 which is planning a meeting and reunion soon.

Downtown advertising and promotion schemes are being carried out in the interest of its neighborhood houses by Yamins Theatres here. A campaign similar to that which was conducted prior to the showing of "The Jolson Story" at a downtown house is being carried out preparatory to the presentation of the same film for extended runs at the Strand where James Knight is manager, and at the Park, where Norman Zalkind is manager.

The Casino, sports arena recently acquired by Nathan Yamins, is undergoing extensive alterations. Plans are being considered to add a story to the structure and make it one of the most modern sports arenas of the area. The premises are used for boxing, roller skating, etc.

The New Embassy, owned by William Purcell sr. and operated by his son William jr., donated $50 to the Red Cross drive . . . The truck strike in nearby Providence is delaying the delivery of a new RCA system to be installed at the Durfee.

Alterations under way at the Park include the installation of a new cooling system and new marquee . . . Isabel True, manager of the Helbar Candy Co., which services the Yamins houses, is a patient at a Newport hospital.

The Jean Grimaldi Theatrical Co. of Montreal has rented the Capitol Theatre for the presentation of a French musical comedy on May 13. The theatre also has been rented to Dot Reilly and Russ Whalen, dancing teachers, for presentation of their annual shows.

Harry Zeitz of Fairhaven, operator of Zeitz houses in this city, New Bedford, Portland, Me., and Newport, R. I., is under treatment at St. Luke's hospital in New Bedford to determine whether he will undergo a surgical operation . . . Claude Shaw, doorman at the Academy, is spending his days off reporting to a Providence hospital for check-ups for service-connected injuries. He served with the marines in the Pacific.

Perley Coates, stagehand at the Academy, is at home recuperating following an operation . . . Ruth Watson, cashier, has returned to her duties following an illness which confined her to her home . . . A thief, evidently packing a screw driver and pliers, succeeded in removing a $15 door check from a door near an exit at the Academy before being detected.

W. T. Powell of WMT Given Film Commentary Job

PITTSFIELD, MASS.—William T. Powell, 49-year-old district manager for Western Massachusetts Theatres, Inc., has been appointed by radio station WBEC to give a motion picture commentary each evening except Sunday at 6:30. Powell has been in motion picture work since 1925, first as public relations and advertising executive with Maine and New Hampshire theatres, and subsequently as manager of a number of theatres throughout New England.

He once was advertising manager for a circuit operating in Maine, New Hampshire and Vermont and was advertising manager for Western Massachusetts Theatres, Inc., before coming to this city in his present position in May 1943.

A native of Prescott, Ont., Powell once was a reporter for the Burlington, Vt., Free Press; editor of several weekly papers in New York state and Maine, and city editor and managing editor of the Burlington Daily News.

Role in 'Captain From Castile'

Barbara Lawrence has been given a role in "Captain from Castile" by 20th-Fox.

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THEATRE .....

STREET ADDRESS .....

TOWN ..... **STATE** .....

NAME ..... **POSITION** .....

HARTFORD

Ted Harris of the State reports receiving cards from his brother Sam now on a Florida vacation . . . Bill Schulman, U-I praise agent, huddled with Frank Morin of the Warner Regal on "Smash-Up" . . . Hugh Campbell, Central manager, had a name-guessing contest in the Metropolitan News for "Humoresque." Winners received guest tickets . . . The Loew's Poli tied up 12 downtown windows for still display cards on "The Late George Apley." They have distributed more than 5,000 bookmarks plugging forthcoming theatre bookings, through public library branches.

Pete Barali is the new usher at the Poli . . . Albert Lessow of Loew's Palace has a new car, and is humming that song about Lucille and the Oldsmobile . . . Manager Fred R. Greenway's office at the Palace is now air conditioned.

George E. Landers of the E. M. Loew's went to Milford on a visit to E. M. Loew's drive-in. The grounds have been modernized, with roadways resurfaced, and a drive-over ramp installed. An individual speaker system has also been installed. Carl Halprin is manager.

Sam Horwitz reports receiving a copy of the Hollywood Academy awards dinner program from Myron Neiman, former Poli usher, now working in the Columbia studios.

Jack W. Gordon of the Gordon's entertainment bureau announces the opening of a Springfield branch office at 144 Bridge St., under management of Eddie Stone, who will be field supervisor.

It is rumored that Ben Lamo, Strand assistant manager, is about to walk that special aisle . . . Mrs. Estelle O'Toole, secretary to Henry L. Needles, Warner circuit district manager, regularly collects for a yearly Christmas club for local theatre employes.

Charlie Lowe, district sound engineer for Warner Theatres, and Mrs. Lowe observed their 16th wedding anniversary . . . George E. Landers took a plane to Boston to attend the 50th birthday party held there for E. M. Loew, head of the E. M. Loew Theatres.

Mrs. Tommy Grace, wife of the Eastwood manager, received a broiler the other day for a jingle she submitted in a radio contest . . . Fred R. Greenway, Palace manager, had Johnny Anderson, Times cartoonist, make up caricatures of incidents regarding "Lady in the Lake" for newspaper breaks on the MGM picture . . . Mr. and Mrs. James F. Clancy have returned after a ten-week vacation in Florida. Clancy, who recently retired as sales promotion chief for station WTIC, at one time managed the Poli, Hartford, and other locations.

The Hartford circuit's Central ran a benefit show for the West Hartford Fish and Game club . . . Arnold Van Leer, Paramount praise agent, and Walter B. Lloyd of the Allyn were busy on "Suddenly It's Spring."

Concert Held in Littleton Theatre

LITTLETON, N. H.—The Premier Theatre was reserved for the entire day, April 8, for a concert to be presented by Maria L. Balling, Viennese pianist, Virginia Bradley, soprano, and Grace Lee, contralto, under the sponsorship of the Catholic Daughters of America. The concert was not to begin until 8:15 p. m. but the entire day was needed for preparation.

Lou Cohen Is Celebrating 34th Year in Industry

HARTFORD—Lou Cohen, manager of Loew's Poli here, observing his 34th year in show business, started as a part-time usher



LOU COHEN

in 1913 at the Plaza in Bridgeport. He later was advanced to program boy at the same house, then operated by the late S. Z. Poli, but his ambition wouldn't permit him to stay there long.

He worked up the ladder, soon attaining a managerial status, and bowed into Hartford in 1933 as manager of the Poli. Piloting Loew's Poli Palace in 1936, he moved over in similar capacity to Loew's Poli in 1941.

Lou has won numerous national exploitation campaign contests sponsored by distributors. His viewpoint:

"Exploitation is more important today than in years. It definitely pays off at the box-office."

Cohen is married and has one son, George, married, who lives in Waterbury and has a daughter, Frances Linda.

Series of Preview Nights Started in Vancouver

From Canadian Edition

VANCOUVER—Inaugurating a new policy dedicated to "first-nighters," the Park gave a preview night recently with admissions at 60 cents. Every Monday thereafter a similar show will be held.

The Park was selected by Odeon as an ideal location, only five minutes from downtown Vancouver by bus or car. The theatre also is starting a second run policy. The Paradise, formerly second run, will go to first run.

Famous Players have been holding preview nights at the Stanley and Kerrisdale theatres for the last ten years.

Publisher Fetes Rickenbacker

HARTFORD—Capt. Eddie Rickenbacker, Eastern Air Lines executive, was here last week. He was hosted by Francis S. Murphy, publisher of the Times at a dinner at the Hartford club. Among those attending were Lou Cohen, Poli; Fred R. Greenway, Palace; George E. Landers, E. M. Loew's; Walter B. Lloyd, Allyn, and Jim McCarthy, Strand.

Lead to June Lockhart

The femme topline in "Bury Me Dead" has been handed to June Lockhart by PRC.

New Haven Variety Installs Officers

NEW HAVEN—With local and industry notables sprinkling the dais, Variety International's youngest tent, No. 31 of New Haven, installed its first slate of officers at a cocktail party and dinner Monday (14) in Hotel Taft here.

Barney Pitkin, chief barker, presided at the affair, which was attended by 70 persons, including 55 charter members from Connecticut.

Speakers included Col. William McCraw of Dallas, national Variety's executive director; Mayor William Celentano, New Haven; Charles E. Lewis, Variety publicity director; C. J. Latta, Albany, and Murray Weiss, chief barker of Tent 23, Boston.

Others installed:

Dr. J. B. Fishman, first assistant chief; Rudy Frank, second assistant chief; George Wilkinson, dough guy; Arthur Greenfield, property master; Carl Goe, John Pavone, Herman Levy, Lou Brown, Harry F. Shaw and Henry Germaine, canvasman.

Twin Kid Contest Helps 'Rose' at Manchester

MANCHESTER, N. H.—The "Twin Kid" contest, which has been proving successful in all key cities, helped put "Abie's Irish Rose" over the top at the Strand here. Manager Ed Foley and his publicity man, Bill Hicky, broke stories on the contest in the two leading newspapers, the Union and Leader, announcing eligibility rules and details. Twins from 2 to 14 years of age were chosen as contestants with a set of commercial photographs as first prize, monthly passes to all Shea theatres as second prize and a monthly pass to the Strand as third prize.

The opening day saw a dozen sets of twins on the Strand stage for judging, which was based on best appearance and personality. Spot announcements heralded the contest, also co-op ads and a 40x60 announcement card in the lobby.

All the Levys and Murphys were telephoned by the theatre cashier on the opening of the picture. In displays, Leavitt's department store used blowups of Joanne Dru in bridal clothes with full credits.

Phone Talk to Moscow During Run of 'Ivan'

BOSTON—George Kraska, manager of the Kenmore in uptown Boston, where the Russian film "Ivan the Terrible" opened April 16, has arranged a Boston-Moscow telephone interview through the overseas facilities of the New England Telephone Co.

The film has been screened for the press and critics. A telephone interview was to be held with the director of the picture, Serge Eisenstein, and Serge Prokofieff, noted composer, who wrote the musical score. Members of the Boston press were to meet at Hotel Kenmore, and hold a telephone conversation and interview the Russian dignitaries, both of whom have visited Boston.

Last fall Prokofieff was guest conductor at a concert by the Boston Symphony orchestra, while Eisenstein delivered a lecture at the Harvard business school in 1930.

According to Kraska, this is the first Boston-Moscow telephone interview concerning a film.

In 'Portrait of Jennie'

Aline MacMahon has been set for a featured part in "Portrait of Jennie."

Circuit Sponsoring Safe Driving Event

From Midwest Edition

DES MOINES—More than 20 Iowa cities and towns have entered the $1,000 safe driving contest sponsored by the Tri-States Theatre Corp., G. Ralph Branton, Tri-States general manager, announced recently.

Tri-States is offering $1,000 in cash to the city or town in Iowa doing the best traffic safety job. The money awarded is to be spent for safety improvements in the prizewinning locality.

The campaigns are being underwritten in most cities throughout the state by Junior Chambers of Commerce.

In Des Moines, the chamber started its campaign with a teaser slogan: "The Vigilantes Are Coming," and the first week in April Des Moines motorists were warned that a band of 600 vigilantes would begin a drive to save lives by curbing traffic law violations.

The general campaign slogan is, "Save a Life, It May Be Yours." Iowa theatres are cooperating with screen trailers. On many theatre marquees there is a torch burning with the legend: "Keep the light burning, save a life." The light is to burn until there is a traffic fatality in the city.

In Davenport, H. D. Grove, Tri-States district manager, plans to present courteous drivers with free theatre tickets. Grove is also offering free shows to safety patrol groups. Here, also, junior chamber members will serve as traffic watchers and report violations. As in Des Moines, violators will receive a courtesy letter calling attention to their aberration.

Branton last week said the campaign was being underwritten by Tri-States as a means of keeping theatres active in the life of the community during peacetime. He said he felt that with the war at an end, theatres should not relax in their contribution to community welfare. The increasing death toll in traffic accidents, Branton said, makes this campaign of the greatest value to all Iowa.

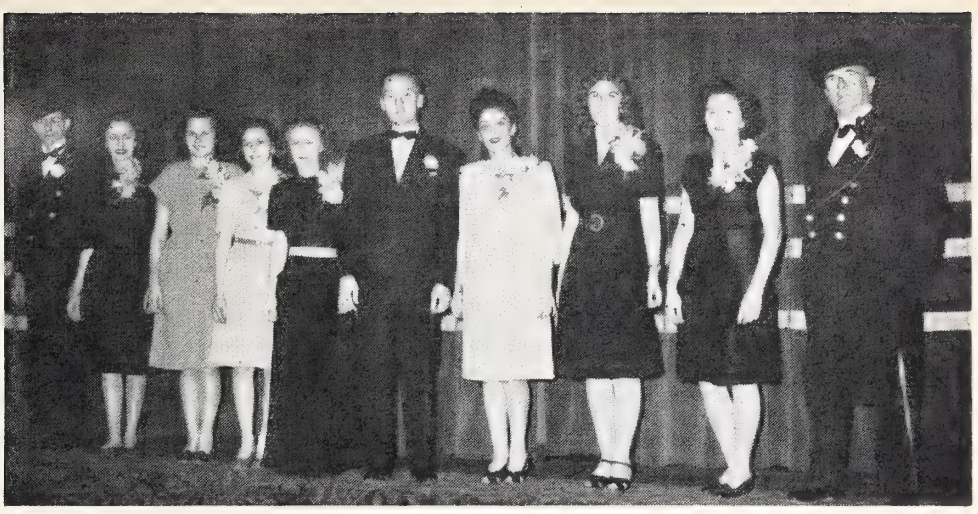
Texas Theatre Guide Lists 1,260 Houses

From Southwest Edition

DALLAS—Stormy Meadows has just issued her 1947 Texas Theatre Guide. The book contains 92 pages and some advertising on the cover. It gives the number of theatres in this state as 1,260 with a total seating capacity of 657,286. There are 583 circuit houses with 276,548 seats. Affiliated circuit theatres number 218 and unaffiliated are 459. So-called independent theatres are 583, with 276,548 seats.

The guide lists the names and addresses of film, equipment and service companies together with owners and managers. Mexican theatres and owners are listed. There is a straight alphabetical listing of all theatres with their ownership and estimated seating capacity. Theatres are also listed in circuit groups.

Miss Meadows has been on Filmrow for the last several years. She is a graduate of Texas State College for Women and was private secretary for the late Harold B. Robb of R&R-United Theatres. She now is secretary to Tom Forner, theatre building contractor with offices on Jackson street. She revived the Theatre Guide for 1946 as the first of this important series since war was declared and compiles the work as a sideline to her regular duties.



BROADWAY STAFF LINES UP—Snapped just before the premiere of "The Beginning or the End" at the Broadway in New Haven are these members of the theatre's staff, in the usual order: Arthur Nadolny, Eleanor Armitage, Irene Wojcik, Frances Fletcher, Matilda Pysyk, Joe Boyle, manager; Marion Foyda, Gladys Donohue, Lucy Butrymowicz and William Hartie.

Stringent Fire Measure Considered in Knoxville

From Mideast Edition

KNOXVILLE — Theatres here probably won't feel any effects from the recently enacted state fire law, but a new city ordinance proposed by Fire Chief C. M. Johnson may force them to make some changes.

The present city ordinance already is regarded as twice as strong as the state law, and Chief Johnson says his new proposal is "ten times better and stronger."

The state law requires two exits from all theatres. The city law now requires three escapes on as many sides of the theatre. Under the state law any theatre could get by with two escapes or exits.

Following are some provisions of the proposed new city ordinance:

All theatres would be required to treat stage scenery materials and curtains, draperies, rugs and other inflammable materials with fireproof chemicals.

Outside fire escapes would be required for all theatres, but fire towers would be considered the same as iron fire escapes.

All theatres would be required to install automatic sprinkler systems that would be set off when heat from an undiscovered fire comes in contact.

Good 'Yearling' Angle

HARTFORD—A local angle on MGM's "The Yearling" was promoted by Manager Lou Cohen of the Poli and his assistant, Sam Horwitz. They contacted Ralph Emerson, who operates a men's clothing store here. He is a brother of George Emerson, who trained the animals used in the MGM picture. Result was extensive breaks in the local dailies.

Manchester Club Views Films

MANCHESTER, N. H.—"Cavalcade of Color" and "Highlights and Shadows" were two films shown March 25 at the noon meeting of the Exchange club.

Writer Blames Poor Home Training For Theatre Mob Spirit of Youth

From Midwest Edition

DES MOINES—Myrtle Meyer Eldred, child care expert writing in the Des Moines Tribune, recently gave some pertinent advice on how children should behave in a motion picture theatre. The advice, in her syndicated column, was directed at parents.

"What children do not seem to appreciate is that every privilege carries some responsibilities," Mrs. Eldred wrote. "The privilege of attending an entertainment, to which young and old are welcome, makes it essential that they don the manners, show the courtesy and consideration of others, which pay for the privileges they enjoy.

"But do they? Afternoon movies, especially on Saturdays or Sundays, are literally bedlam. Children run in and out of their seats two or three times during a performance. They crowd in and out giggling, coming back with fresh reinforcements of popcorn or candy bars. A perfectly clean theatre lobby is so littered with popcorn at the end of the first performance that it crunches under one's feet.

"They talk to each other, not whisper, about their own affairs, and they make audible remarks about what the actors are saying on the screen.

"I have the greatest sympathy for growing children. I am in accord with their demands to be treated like grown-ups. I want them to have liberty to express themselves as individuals. But this mob spirit of utter inconsideration, of blatant discourtesy, even of wholesale and malicious destruction of the equipment and appearance of movie houses made beautiful and comfortable for the enjoyment of everyone, is the wrong kind of expression."

Opportunity Knocks

Every Week . . .

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"BOXOFFICE IS HERE!"

Over the doors of most American theatres a sign might be placed: "BOXOFFICE comes to us every week to help us operate more profitably."

Display Ads Pay Well

The low cost of small ads in regional news sections appeals to more and more advertisers. Returns are excellent and the effects are beyond ordinary computation.

ASK FOR DISPLAY RATES FOR YOUR OWN SECTION

Summary of a Recent Issue:

15 offers of Used General Equipment

6 places to buy New General Equipment

12 theatre seating—new and used

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11 positions open and help wanted

12 specialized offers of equipment and supplies.

The cost is small. Only 10 cents a word—4 insertions for the price of 3.

Use the Tremendous Circulation of

BOXOFFICE

FOR ADVERTISING THAT PAYS BEST

Houston Is Obtaining Eight New Theatres

HOUSTON—Three theatres have been constructed and opened here since September 1946 and five now are under construction.

Santa Rosa Theatre: Interstate Theatres newest house; Telephone road and Park Place; suburban family trade; seating about 1,000; second run pictures, sometimes third run.

Don Gordon: Owned by Mr. and Mrs. Ernest Forsythe and named for their two sons, Don and Gordon. This theatre was opened last October 12. Seating capacity 857 and uses second run pictures. Occasionally has double features. L. F. Burch is operator. Hours are 5:45 p. m. to 11 p. m. except Saturday and Sunday when matinees are scheduled. Located at 4719 Canal.

Winkler Drive-In: Opened March 21 and has a capacity for 600 cars. It is the family type theatre and shows two shows nightly with a Saturday midnighter. W. C. Underwood and C. C. Ezell owners of the South Main Drive-In and also of a string in Texas, built the Winkler. Maurice Rogillio is operator and Bill Sargent its manager. The opening picture was "Three Little Girls in Blue." Each car has its own speaker. A nursery is in operation and there is a playground for the children. There are also concessions.

Interstate is constructing four new theatres; one in the Garden Oaks area similar to the Santa Rosa, one at Fulton and Irvington, one at Broadway and La Porte road and one in the McCarthy center at Bellaire and South Main. These are in various states of construction.

Fred Canata and B. Gibson have a theatre under construction on the Airline road which will be an independent. Canata was with Will Horwitz until that showman's death. He is now manager of the Will Horwitz interests, which include the Uptown.

Theatre Storm Damage Information Lacking

DALLAS—Reports on damages to theatres in last week's tornado which struck a few miles north of Amarillo and shot northeast to Woodward, Okla., were incomplete here at midweek. Towns along this route are served by Oklahoma City exchanges. Higgins, on the Texas line, was almost completely wiped off the map along with the Alamo Theatre, operated by Jake Sells. Several other small villages do not have theatres.

Woodward, about 5,000 population, was half destroyed, but no word of theatre damage there was received in Dallas.

Troop to Fete Wayne

DALLAS—John Wayne will be here as a guest of the Troop G, 112th cavalary regiment, when the association holds its third annual meeting August 30. The film star entertained the regiment a few miles from enemy lines on New Britain. He sent a telegram of acceptance to Harry E. Thompson, president of the association. Troop G was founded in Abilene in 1940, where its first two reunions since the war were held.

New Sound in Matador

MATADOR, TEX.—New sound equipment and other improvements have been installed in the Rogue Theatre, operated here by Mr. and Mrs. L. H. Dirickson. The entire Rogue building, which also houses a bakery and cafe, was redecorated.

Larned Death Climaxed Delayed Honeymoon

By V. W. CRISP

DALLAS—Lovable, tolerant Fred Larned, Paramount branch manager who was killed last week in an automobile accident near Carmel, Calif., was buried in Restland Memorial cemetery here Wednesday afternoon in a plot beside the grave of J. B. Dugger, former Paramount manager who gave Larned his first job.



FRED LARNED

Mrs. Larned, seriously injured in the accident, remained in a hospital at Carmel.

Larned and his wife Mary Kay were on a delayed honeymoon trip, driving on a three-lane highway on the way from San Francisco to Los Angeles at the time of the tragedy. According to reports received here. Larned was passing another car when the latter swerved in and sideswiped Larned's new convertible, which skidded and turned over several times. A steel rod killed Larned almost instantly.

MARRIED FOUR YEARS AGO

The couple, married four years ago, planned the holiday trip following the third-place victory by Larned's Dallas branch in Paramount's 35th and Greatest Year sales drive, in which his share was $1,200 and an all-expense trip to New York, where he was to receive the prize at a company meeting May 9-11. They planned the California tour as their first vacation since their marriage.

Larned's body arrived here Wednesday morning accompanied by a brother Ralph, La Crosse, Kas., exhibitor and a director of KMTA, who went to the west coast by plane following the accident.

Hundreds of film and theatre men here and over the state attended services Wednesday afternoon. Most of them joined the long funeral procession to the cemetery about ten miles north of the city. Pallbearers were the six salesmen of the Dallas exchange who travel in Texas; Truman Hendrix, Sebe Miller, Stanley Zimmerman, Howard Nicholson, Frank Rule and Paul Chapman. Flowers were banked high at the grave.

BORN IN TOLER, TEX.

Honorary pallbearers were J. J. Donahue of New York, Paramount central division manager; L. W. McClintock of Memphis, C. H. Weaver of Oklahoma City, Walter Wiens of Cincinnati and Tom Bridge of San Francisco, Paramount branch managers; Duke Clark and Heywood Simmons, Dallas exchange; Bob Davis, John Daumeyer and Ben Ferguson of the Campus Theatre at College Station; Paul Fuller, Austin; C. D. Leon, Dallas; Skeets Park, Fort Worth, and Fort Keith and Harley Cherry of Granbury.

Larned was born at Toler, Tex., near Granbury 39 years ago. He went to high school at Granbury and moved here in his teens. In the early twenties he worked behind a soda fountain in a drug store near Filmrow. The late J. B. Dugger, then Paramount manager, came to know Larned and decided the young

(Continued on next page)



LUCKY PORT OF ENTRY—New Orleans was the port of entry for three Costa Rican senoritas—Lydia Soto-Harrison, Sonia Lizano and Olga Kutierrez-Pacheco—who arrived by Pan American Airways for an extensive tour of the U.S. They were chosen from a group of approximately 1,000 in a beauty contest conducted by 20th-Fox in connection with the exploitation of "Carnival in Costa Rica." Accompanied by two duennas, they were welcomed by Mark Sheridan, 20th-Fox New Orleans manager, and were later received at International House by Charles Nutter, managing director, and Raphael J. Urruela, head of international relations. There they were presented with welcoming scrolls and keys to the city. From New Orleans they were flown to New York for the opening of the picture at the Roxy Theatre. Their final visit will be to Miami whence they will return to Costa Rica. Nutter is at left; Sheridan right.

Fred Larned Killed On California Trip

(Continued from preceding page)

dispenser might make a good film man. That was 22 years ago. Larned and Heywood Simmons, the present local sales manager, were given jobs at the same time. Fred started as a poster clerk, then served as booker and later as salesman out of Oklahoma City, Memphis and then Dallas. He finally became sales manager here, and was promoted to branch manager about six years ago.

He was called up by the local draft board for military service but was turned down by medical examiners.

Larned was a member of the Variety Club and served on last fall's turtle derby committee. He lived in a new stone home at 6621 Bryn Mawr Drive which he purchased last year.

Survivors are two sons; Fred jr. 20, and Michael 4, and a daughter Shirley 12; his wife; his parents, Mr. and Mrs. A. F. Larned of Granbury, Tex., and the brother Ralph.

Just when Mrs. Larned's condition will permit removal to her home here was not known at this writing.

Among exhibitors at the funeral were George Chatmas of Hearne, J. C. Chatmas of Marlin, P. V. Williams of Munday, Leon Lewis and W. D. Hightower and Clifford Porter of Fort Worth, R. F. Curtis of Meridian, H. S. Usry of Decatur, S. G. Fry of Tyler, Rubin Frels of Victoria, H. S. Cole of Bonham, Mitchell Lewis of Houston, Ray Jennings of Hondo, Ben Ferguson of College Station and others.

DALLAS—The April meeting of Variety Club was held Monday night with a buffet supper for members only. Club quarters were closed Wednesday at 5 o'clock out of respect for Fred Larned, buried here that afternoon. Plans for the national convention starting May 15 in Los Angeles were said to be virtually completed. A special train will leave from this area.

Arthur R. Milentz Stricken; Long Leader at Liberty, Tex.

LIBERTY, TEX.—Arthur R. Milentz, operator of the American and Park theatres, died of a heart attack here. Milentz had been making regular trips to the Dallas market since the days of the silents.

Milentz was known as a civic and business leader here and is credited with bringing about lasting improvements to the town.

His son, A. R. Milentz jr., has been assisting in management of the shows since his return from active service in Europe and in all probability will continue to operate the two houses.



Step right up to GREATER POPCORN PROFITS with R-B Brand Supplies

When you pop R-B Brand super-quality popcorn, you'll get about $120 to $125 from a 100-lb. bag! For R-B, processed exclusively from Mammoth Yellow Hybrid Popcorn, has a popping ratio of approximately 30 to 1. Seasoned with R-B Golden Liquid Seasoning, the large, fluffy kernels have extra good flavor that brings customers back again and again.

R-B Brand Seasoning is available in gallons at 32 lbs. to the case or 5 gallon tins at 40 lbs. per case. Also steel drums—420 lbs.

¾ lb. printed white bags, $1.50 per thousand; Morton's popcorn salt, $1.80 per case. Let us quote on all your needs.

Write for complete list of poppers' supplies.

Try just one bag, to see for yourself the superiority. Only $9.80 per 100 lb. bag.

$8.90 Per 100 lb. bag in orders of 500 lbs. & up.

Consolidated POPCORN COMPANY

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Southeast Breezes

RALEIGH, N. C.—The state legislature adjourned after setting a new record; no new laws which materially affect theatre operation.

BIRMINGHAM—Manager Harry W. Roberts of the Birmingham and his projectionist successfully averted a panic here when a girl's cry of "Mother" was mistaken for "Fire." Several patrons assisted Roberts in calming the crowd and the projectionist, by turning up the sound, drowned out most of the audible commotion.

MEMPHIS—All of Shelby county is now under the jurisdiction of the local censorship board, headed by Lloyd T. Binford, as the result of a bill passed early in the year by the state legislature.

Birmingham—Avondale park was jammed with 7,500 children and parents Easter Sunday for the first postwar egg hunt sponsored by the Alabama Theatre's Mickey Mouse club and a local department store. A bicycle and other prizes totaling $100 were offered to the biggest crowd "ever," according to Fred McCallum, assistant manager of the house.

MEMPHIS—Clubwomen from Sardis and Amory, Miss., have persuaded Dave Flexer, Flexer Theatres, to play Prestige films in their towns as he has done at the Ritz here. "The Seventh Veil" and "Brief Encounter" will be shown in both towns.

PANAMA CITY, FLA.—Bud Davis of the local Ritz had a photographer snap dressed-up feminine passersby Easter Sunday. Later the pictures were displayed in his theatre.

BROOKLET, GA.—New projectionist at the Toez Theatre here is "Red," son of Mr. and Mrs. Z. H. Tuttle, owners. Barely in his teens, the youngster runs the machines like any veteran, according to his father.

JACKSONVILLE—Approximately 1,000 persons jammed the new Edgewood Theatre, de luxe neighborhood opened by Florida State Theatres.

Memphis—A tall footman dressed with all the gold and brass his uniform can hold will grace the main door of the new W. C. Handy Theatre, to open May 11. As far as Memphians can recall, no theatre here has ever had a footman. Like the uniforms of the ushers and usherettes, the footman's outfit will be of aqua and gold to harmonize with the color scheme of the theatre itself.

RUSSELLVILLE, ARK.—E. R. Gillet, owner of the Bristol in Memphis and Ritz in Dyersburg, will open the Maun Theatre here April 25.

NEW ORLEANS

A prominent Orleanian, Horace John Hougland, 46, was killed on Highway 11, south of the Pontchartrain bridge. At one time he was manager of the Tivoli and Tudor theatres here, and also managed theatres in Hattiesburg, Miss., and Beaumont, Tex. Surviving is a sister, Mrs. Maurice F. Barr of New Orleans, wife of a Paramount-Richards executive.

A. L. Royal of the Royal Theatre circuit, was here with his wife accompanying him, and Sam Kelly . . . Mr. and Mrs. Billy Terrell, who have theatres at Roseland and Amite, have been in the city for the past week. Mrs. Terrell is under observation at the Ochsner clinic . . . Mr. and Mrs. Neal Mixon, of the Drive-In Theatre at Amite, were Filmrow visitors . . . Freddie Goodrow jr., who attends Southwestern university at Lafayette, La., spent Easter with his parents, Mr. and Mrs. Fred Goodrow of Novelty Films.

Theatre owners and operators feel better because of the increase in business since Lent. Practically every theatre in this section suffered some during the lenten season . . . John Jarvis, the globe-trotter who swings a wicked glove, was on Weeks Island last week . . . Mr. and Mrs. Cecil Howard, who operate theatres in Jackson and Clinton, La., were in New Orleans for several days . . . Visitors to the Row also included Earnest Delahaye, who operates theatres at Gross Tete and Maringouin, La., Mr. Gode of Port Allen and Roy Pfeiffer of Baton Rouge, La.

Nick Bonck has started a new film delivery service and will serve Louisiana and Mississippi. It is known as Exhibitors Delivery Service . . . The girls on Filmrow have become weight conscious with the advent of spring, and there is quite a spell of dieting. Mrs. Jack Auslet says: "Wait for me, girls!"

Mr. Castay has opened a new theatre, the Arrow, on Jefferson highway and Labarde road, in Jefferson parish. It is modern in every sense and has 800 seats which were sold by Tom Neely of National Theatre Supply Co. . . . Jeanette Sheffield, secretary to Tom Neely, was laid up last week with the measles. This is one "old feature" that is playing a return engagement with a bang. Boys and girls all over the city are coming down with them and there is almost an epidemic among the oldsters.

The Lousiana Council for Motion Pictures will meet April 24 at noon at the Monteleone hotel. Mrs. George E. Parker is chairman. Officers will be elected at the luncheon, Mrs. Joseph E. Friend, president, said.

The initiation party of the Filmrow Social club was held at the Court of the Two Sisters in the French quarter. It turned out to be a fine affair, with 31 members present, a "member hunt" was held instead of an egg hunt. There were eggs, too, dyed colors of the rainbow. Ray Thommasie, son of Clarence Thommasie of the Gay Theatre in Harvey, La., won the radio raffled by the club. Ellis Bourgeois, honorary member, took a flash photo of a few of the "honey bunnies." Among those present were Mr. and Mrs. Bridges, MGM; Mrs. W. A. Prewitt, Connie Black, Mr. and Mrs. Ray Scully, Mr. and Mrs. George Montgomery, the Misses Jane McDonnell, Dorothy Caliva, Bee Adams and Shirley Reach.

A. J. Broussard, who operates the Bruce theatres in Crowley and Jennings, opened his new Bruce Theatre in Payne, La., April 19. A number of film folk from New Orleans attended.

New Orleans has a new "fan" in the person of Dorothy Patrick, 19-year-old actress who was presented at the Municipal auditorium by the Spring Fiesta Ass'n in a style show. Dorothy finds the city all that she expected and more. She has had a year and a half experience in the films and a year previous on the New York stage, in spite of her youth.

Filmrow welcomes Vera Gauthe, the new stenographer with Dixie Films Corp. . . . Many new theatres are being announced over the territory. Among the largest is the new Rex in Baton Rouge, which will be opened by May 1 at a cost of $350,000. It will be a first run house with ample parking facilities.

J. J. Brogie, who spent 20 years as office and sales manager for 20th-Fox and later with Film Classics, has opened a booking office of his own. He is representing theatres in the territory and also is supervising the construction of the new Rex Theatre in Baton Rouge. His office is at 218 South Liberty St.

A world premiere of "New Orleans," a feature based on the history of jazz, will open shortly at the Saenger with pomp and glory. A number of film stars will be present as well as the author and producer. New Orleans is certainly to the front as the south's most interesting city. No fewer than ten writers and producers have stories with a New Orleans background.

Talk around Filmrow about buying and selling away from circuits, etc., has died down somewhat. It seems that a good many exhibitors have bought their limit of product . . . A new member of Kay Films in New Orleans is Frances Jackson, office manager, who was formerly booker for N. H. Waters circuit in Birmingham.

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I AIN'T GONNA OPEN THAT DOOR
I AIN'T GONNA OPEN THAT DOOR

R. M. SAVINI
Presents

I AIN'T GONNA OPEN THAT DOOR
I AIN'T GONNA OPEN THAT DOOR
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RICHARD'S ANSWER

I AIN'T GONNA OPEN THAT DOOR
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HEAR AND SEE RICHARD IN SONG & MUSIC

I AIN'T GONNA OPEN THAT DOOR
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BOOK NOW

I AIN'T GONNA OPEN THAT DOOR
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Dallas Grosses High; 'Best Years' Still Up

DALLAS—First run grosses were high last week in spite of rain and 50 degree weather. "The Best Years of Our Lives" held up strong in its second week at the Melba. This accounts for "Mr. District Attorney" and "Annie Oakley" doing big at the Rialto, as there was one less opening for the week.

(Average is 100)

Capitol—**Valley of Fear** (Mono); **Chump at Oxford** (UA), reissue, split with **Riders of the West** (Mono), reissue; **House of Secrets** (CI), reissue....100
Majestic—**Angel and the Badman** (Rep).....130
Melba—**The Best Years of Our Lives** (RKO), 2nd wk. 165
Palace—**Lady in the Lake** (MGM).....105
Rialto—**Mr. District Attorney** (Col), split with **Annie Oakley** (RKO), reissue.....125
Telenews—**The Raider** (English Films).....120
Tower—**Sinbad the Sailor** (RKO), 2nd d. t. wk.....110

New Orleans Reported Back Near Normal Now

NEW ORLEANS—The Crescent city is back to normal after a long period of festivities. The first celebration after Lent was Army day. Natives were out in full force on Canal street for the parade, and the theatres got their share of the business. Now the spring fiesta is on, bringing many strangers to town and good grosses to the downtown houses.

Excellent programs were offered. The Orpheum and Liberty, held over for the second week the Academy award picture, "The Best Years of Our Lives," Loew's State had "13 Rue Madeleine," Saengers had "Suddenly It's Spring," the Tudor brought back "Kings Row," and the Globe had "It's a Wonderful Life."

Opera fans turned out at the Municipal auditorium to hear the singers of the New Orleans Opera House Ass'n present "Carmen." Other later dates are Artur Rubinstein, pianist, and Lauritz Melchior, Metropolitan star.



NEW GOLDWYN MAN—J. W. Loewe (above), recently appointed representative of Samuel Goldwyn for the south and part of the midwest, has established a Dallas office in a new building on Cedar Springs. He was branch manager for Warners here for two years.

HOUSTON

Rubie Dick Yarborough, who has been in charge of ticket sales for roadshows for Interstate this season, is leaving to be married April 23 to L. E. Gunderson. They will live in Connecticut . . . Bill Johnston, publicity man for Interstate, passed the cigars for Barbara Jean, who arrived March 16. She is gaining so rapidly that he said the only thing that bothers him is when she insists on having chili sauce and catsup on her K. C. steaks.

Del Lewis, United Artists representative with headquarters in Dallas, spent a few days here with Homer McCallon, manager of Loew's State . . . The Academy award winner, "The Best Years of Our Lives," and MGM's Academy nominee, "The Yearling," are both playing opposite each other here. "Best Years" is at Interstate's Kirby and "The Yearling" at Loew's State. Both are holdovers . . . For the first time since 1905, the Metropolitan Opera Co. will make an appearance in Houston May 6 and 7. The company will present Verdi's "Aida" and Puccini's "Madame Butterfly." The Metropolitan Opera company is being brought here by Edna W. Saunders.

The Houston Symphony orchestra played its final concert of the season April 14 at which time Ernest Hoffman, conductor for the past 11 years, said goodby. His resignation has been accepted by the board of directors. Francis Deering, formerly manager of Loew's State, is manager of the symphony.

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NEW ORLEANS

'Fifth Avenue' Stars Are Invading Texas

DALLAS—Gail Storm and Don DeFore, stars of "It Happened on Fifth Avenue," and Steve Broidy, president of Monogram Pictures, producers of the film, arrived at Love field airport and were given one of these thrill-packed stagecoach rides to the Baker hotel. They came in from Hollywood for personal appearances with the picture in Interstate circuit houses in the four Texas key cities. They were booked for the Majestic in San Antonio April 17; the Metropolitan, Houston, 23; Majestic in Dallas, 24, and the Worth in Fort Worth, 25.

It was a homecoming for Miss Storm. She was born in Bloomington and later lived in Houston. She went to Hollywood in 1939 to appear in Jesse Lasky's "Gateway to Hollywood." Starting out with a six-month contract, she has since completed her eighth year in pictures. She appeared in four Republic westerns and in Monogram's "Where Are Your Children?" and now has a longtime contract with the latter company. She won additional popularity in this area during the war by appearing on the Stars Over Texas bond-selling tours.

DeFore is an Iowa boy on his first trip to this state.

Broidy has been in Texas many times and is familiar with the state's amusement setup. He is making the trip to get firsthand public reaction at all four points. Lloyd Rust and Ed Blumenthal, local franchise holders, will likely accompany Broidy to some or all of the Texas premiere spots.

Jimmie Allard to Manage Tower and Melba, Dallas

DALLAS—Jimmy Allard, brought here last fall as manager of the new Wilshire Theatre, has been transferred by Interstate circuit to manage the downtown Melba and Tower theatres. He succeeds John A. Alterman. Frank Aydelotte, assistant manager of the Majestic, has been moved to the Wilshire.

Allard was a former burlesque comedian and minstrel man. He joined the circuit several years ago and was made city manager in Vernon. He broke several records in the sale of war bonds and conducted numerous rallies over the state, particularly in connection with the Stars Over Texas campaign. He was in charge of one of those tours.

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DALLAS

P V. Williams of the Roxy in Munday made a special trip here to attend Fred Larned's funeral. Williams said he was more than sorry to have read in BOXOFFICE last week about Walter King's death. He said King had just done a fine job of remodeling his Roxy Theatre.

Clyde Houston, Texas film salesman for 20 years, has joined PRC-Eagle-Lion as the east Texas salesman. He represented MGM in that part of the state for many years and more recently was manager of the Rita Theatre here for his father, the veteran H. C. Houston. Clyde is a brother of Neal, who new is selling for Republic . . . J. H. Stagner of the all-new Van Theatre at Van made a quick trip to the Row, buying equipment to put his house in top running order.

Grady Cole, former exhibitor at New Braunfels and now a film distributor there, is now making 16mm educational pictures and calls his new enterprise the Old King Cole Productions. He has lined up chambers of commerce in 25 Texas towns to furnish material and pay the overhead for making a 90-minute film based on natural resources, personalities and current events. The completed film will then be turned over to the University of Texas and future showings and usage will be worked out from there.

Film men and others were pondering at the toll of the Grim Reaper and his demands on the industry locally, all within a short time. First it was Richard Foy, manager of the Palace Theatre who died unexpectedly. Sudden death came then to Walter B. King, who had been in the theatre decorating business for many years. Then came the untimely death in a car accident of Fred Larned, Paramount manager, who was buried here Wednesday. Two weeks ago R. C. "Bob" McIlheran, manager of the Gem in Wichita Falls, died after a brief illness. He was manager for Universal here for many years up until about 12 years ago.

Film luminaries here this week said it was a small world after all. Monogram's President Steve Broidy and stars Gale Storm and Don DeFore met Producer Jack Wrather and his wife, Bonita Granville, at an informal reception in the Mercantile bank penthouse. R. J. O'Donnell, Interstate vice-president, was in the party. The first group was here in connection with the showing of "It Happened on Fifth Avenue." The Wrathers were here on a vacation. Other film stars—Babe Didrikson and Jinx Falkenburg — were here the other day at a Neiman-Marcus style show and to take part in that company's celebration of a rodeo and western style show event at Bandera near San Antonio. Business here is apparently making these tieups with stars and producers more definitely this year than ever before.

Some theatres on Elm street were believed in possible danger a few days ago as the nearby Lontos cafe was damaged by fire. It was a three-alarm blaze with many pieces

(Continued on next page)

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DALLAS

(Continued from preceding page)

of apparatus being called out. The street is practically fireproof with each building having its individual fire walls. Nevertheless the Rialto was only a few feet away, and next came the Capitol and the Telenews. There was no damage to any theatre, as the blaze was confined to the eating place.

Walter Green, president of the Fepco theatre printing plant in Omaha, was through Texas this week, and stopped off in Dallas to call on several accounts and other friends. He talked with E. L. and Buddy Harris, who have known him for many years, and ran into Lester Dollison, now of the State Theatre in Sherman, but who operated a show in Omaha for a short time several years ago. Green was accompanied by his wife and they were traveling in a new house trailer.

Knox Riley, of the Queen at Teneha, was here driving a new car, and did his usual buying and booking. He has completed several improvements including some new booth equipment and redecoration of the interior but says he still has some work he will do soon on facelifting the front.

Ivan Kahn, 20th-Fox talent scout, said to have been the man who discovered Linda Darnell, has been visiting schools, colleges and Little theatres in Texas recently. He looked in on a play at Southern Methodist university and looked at similar talent at Baylor and Texas universities.

P. K. Johnston, head of the Interstate circuit booking department, is away on a two or three-week leave to rest from heavy duty the past few months; all through the war years for that matter. He didn't know exactly where he would go but it may be New Haven, Conn., to visit his son and grandchild, and it might include taking part in one of those fishing rodeos in Possum Kingdom and Texoma lakes, or both.

Pat Murphree, manager of South States Films, returned from a business trip to Oklahoma City and Lawton, and left immediately on a circuit of Texas towns in which he is now playing "Souls in Pawn." He expects to be back in Dallas in about three weeks and may have his downtown office opened up by that time . . . B. G. Herber and his wife drove to Mansfield, La., for a weekend visit with her sister and other relatives. He was back waiting on exhibitors bright and early Monday morning.

Harold Russell, handless star of "The Best Years of Our Lives," for which he won two Acadamy awards, arrived here Thursday for a three-day visit. The picture was in its second week here at the Melba. He was to be taken to veterans hospitals on Saturday and the program included a runover to Fort Worth.

L. R. Robertson, co-owner and manager of the new Ervay Theatre, is also in the political limelight as president of the Young Dallas Democratic club. A scheduled meeting of the club was postponed because of his absence from the city recently.

Raymond Cornes of Farmersville, here on his weekly booking visit, looked up the latest weather reports and fish biting charts in preparation for a trip to Lake Lucerne, near Mineola . . . J. W. Curley and son Steve of the new Arcadia in Bridgeport, here together the first time, are well pleased with their new situation.

M. S. White, former Dallas exhibitor, said he has completed two sets of theatre plans, one at Columbia and Beacon and the other on McKinney near North Dallas high school. White says he has city building permits and is all ready to go as soon as the government's green light switches on. White is now in-

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directly in the show business, owning the Rita Theatre Bldg. in east Dallas.

Forrest Dunlap flew to Aransas Pass to get construction started on the new Port Airdome he is opening there. Bill Horton, his maintenance man, drove down from Cisco to pick up supplies and then went on to the coast to help get the new house ready . . . Karl Lybrand jr. of the Majestic and Ritz in Wills Point and Cranfill Cox jr. of the Crystal and Strand in Gilmer were among early film and equipment shoppers.

Norman Moray, head of Warner Bros.' short subjects department, was here from Hollywood for conference with local representatives . . . R. J. O'Donnell, national chief barker of Variety International, will install a new tent at San Francisco May 10. He will preside several days later at the Variety national convention in Los Angeles.

Esther Williams and her husband Ben Gage will be in Dallas on about April 20 for a brief visit on their way to Galveston for a vacation . . . Gene Autry, interested with Lloyd Rust and Ed Blumenthal in four local neighborhood theatres, will be here about that same time for a business meeting in connection with the enterprise.

"The Informer," which won the 1935 Academy award, was shown this weekend in Scott hall. The picture did nothing here preceding the award, but later did tremendous business in the neighborhood houses.

New Orleans Lakeview Will Present 'Henry V'

NEW ORLEANS—The Lakeview Theatre, an independent suburban house, will present "Henry V" beginning April 20 and running through May 3 at $1.20 to $2.45.

Atkinson With SRO

DALLAS—Claude Atkinson will go to work April 28 for Selznick Releasing Organization, offering "Duel in the Sun" to the trade. He formerly was a Monogram representative.

From the BOXOFFICE FILES

* * *

(Twenty Years Ago)

Oklahoma News

GRIFFITH BROS. has purchased the Orpheum and Hippodrome theatres at Okmulgee from Charles Blain . . . The Holdenville Theatre Co. has purchased the two R. D. Howell theatres in Holdenville . . . Enid may have Sunday shows in the near future as the new city management is in favor of Sunday shows . . . J. H. Harryman has purchased the Lyric at Perry from J. D. McCullum . . . Griffith Bros. will erect a new theatre at Maud in the near future. Phil Isley will also build a new theatre at that place.

* * *

Shawnee will have no Sunday shows as a result of an election held last Tuesday . . . Elwin Senn has purchased the Opera House at Geary from Horace Truman . . . The Queen Theatre at Soper and the School Theatre at Supply have closed . . . Bowlegs, new Oklahoma oil town, has a new theatre, the Ray, with C. F. Parks as manager.

* * *

A lease involving nearly $1,000,000, signed by John Sinopoulo, for property owned by the Perrine estate at 128-132 West First St. in Oklahoma City, is the first step in a plan to give that city the finest theatre in the southwest.

Alton Cooling Co., Dallas, Doubling Its Capacity

DALLAS—The Alton Co., cooling equipment manufacturer, will double the capacity of its plant on Camp street and Ross avenue when its new building opens May 1. The factory now has about 20,000 square feet of floor space. The company is owned and operated by A. Ward Thornton, who has been in the cooling field here for many years, and by E. B. Edelman, who moved here from the north several years ago where he was engaged in the same industry.

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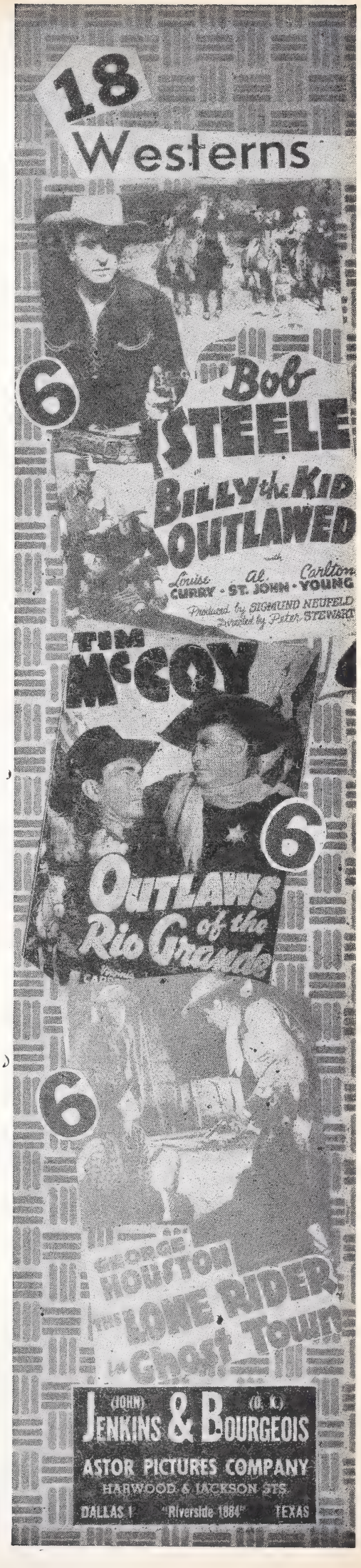
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In Hospital He Still Writes News

(Editor's note: Les Ketner, San Antonio BOXOFFICE correspondent, doesn't let a little thing like hospitalization in Waco keep him from gathering news. To his hospital bed by the grapevine come these following notes from the central Texas metropolis, as well as San Antonio and Houston. He invites the trade to send newsnotes to him: L. J. Ketner, General Delivery, San Antonio.)

WACO, TEX.—First run films continue to delight patients at the veterans hospital in Waco, where your correspondent still is a patient, although getting along just fine at the moment. Just to name a few recently shown to the boys: "Sinbad the Sailor," "It Happened in Brooklyn," "That Way With Women." The American Red Cross is doing a marvelous job, incidentally, bringing these shows to the bedside of the guys who fought in the war and now are casualties, temporary or otherwise.

Your columnist, by the way, is doing a weekly chit-chat letter for It's News, house organ of the Waco veterans hospital . . . The LaVega Theatre in downtown Waco presented a stage show last week with a hillbilly band, giving photographs of the troupe to all who attended . . . The Circle Drive-In, Waco, advertising "Boom Town," said: "This is a FIRST RUN reissue." This is the height of something or another.

Travelog: Mary Burks, San Antonio impresario, has returned from a two-month vacation and business trip to Old Mexico . . . Still in San Antonio: Maurice Stine, former musical conductor at the Palace in Dallas, has been named in a similar capacity for the Sunken Garden Theatre Attractions, Inc., this season. Jay Dennis, director and producer, is in charge of the stage show productions.

From Houston: Held over for a second week at the Kirby, "The Best Years of Our Lives" is really doing big business at the ace Interstate spot . . . Saturday midnight shows for adults only are being held at the Joy . . . Cantinflas, Mexico's famous comedian, really clicked with patrons of Teatro Ritz in "Soy un Profugo" . . . The Uptown advertised "13 Rue Madeleine" as strictly adult entertainment.



May Get 'Yearling' Star

NASHVILLE—Claude Jarman jr., former Nashville boy and star of "The Yearling," may come to Nashville for a personal appearance when the film is shown here. Date of the local showing has been delayed until next month.

Sack to Distribute Five Foreign Films in South

NEW YORK—Sack Amusement Co. will distribute five of Distinguished Films' releases in 12 southern states through its exchanges in Dallas, New Orleans, Charlotte and Atlanta, according to Martin Levine, president of Distinguished.

"Amok," which is still being held up by New York state censors, will be the first release. "Les Miserables," starring Harry Baur; "Carnival of Sinners," starring Pierre Fresnay, and "Her First Affair," starring Danielle Darrieux, will follow.

Levine has also closed a first run deal with the Fine Arts Theatre, Boston, for "Her First Affair," Carnival of Sinners" and "Cloistered."

Successor to 'Richard'

DALLAS — So successful was the "Open the Door, Richard," released by Jenkins & Bourgeois a few weeks ago, that a sequel by the title of "I Ain't Gonna Open That Door" has been filmed. It is all from the inside this time and Richard is doing the talking. There is music and singing in the new number and the distributors are counting on a repetition of Richard's antics in many theatres.

New Miami Theatre Open

MIAMI—Public officials and Latin American dignitaries joined in opening Wometco's 20th house, the Miami Theatre, here this week. A Flagler street parade highlighted the ceremony at which Mayor Palmer cut the ribbon for the formal inauguration.

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OKLAHOMA CITY

Rose Bampton, Met soprano, gave a recital in McAlester and "sold" autographs, the proceeds of which went to stricken storm victims in the Woodward area. She gave another recital at Shawnee and repeated her benefit gesture. "The people were so very generous," she said in Oklahoma City, where she spent the weekend after making the two state appearances.

Helen Traubel, Wagnerian soprano, closed the Oklahoma Symphony concert series Sunday (13). Next season's guest artists will be Gregor Piatigorsky, cellist; Ezio Pinza, bass-baritone; Licia Albanese, soprano; Jan Peerce, tenor; Eugene List, pianist, and Whittemore and Lowe, piano duo.

"The Egg and I" was held at the Home for a second week. "The Guilt of Janet Ames" is now showing at the State, "Alexander's Ragtime Band" at the Midwest, "Trail Street" at the Warner and "Brief Encounter" at the Victoria. The Victoria is now a first run and will show "Open City," the Italian boxoffice sensation, next . . . "The Best Years of Our Lives" opened Wednesday (16) at the Criterion and Plaza. This Oscar-winning picture followed "My Favorite Brunette" at the Criterion.

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CORRECTION

"THE WESTERNER"

with Gary Cooper

a Goldwyn picture, released by Film Classics, Inc., was erroneously credited to another releasing company in an ad in BOXOFFICE, issue of April 5, 1947. This attraction is released exclusively by Film Classics of Texas in the Dallas exchange territory.

•

This ad correcting the above error placed and paid for by John L. Franconi

•

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Replacing 30-Year-Old Portfolio



J. M. "Soda" Reynolds recently received the second portfolio he ever has used during his 30 years in the film business. The gift was presented by "Dutch" Cammer of Screen Guild in the SG offices in Dallas in celebration of Reynolds' 30 years in the industry and his topping the Dallas billings quota for the first quarter of 1947. Reynolds has been with Screen Guild two years.

Reynolds began his career with Warners, at which time he was given a portfolio by the late Sam Warner, and has used it ever since.

In the photo, left to right, are Francis Bateman, John Franconi, Cammer, Reynolds, Lonnie Lovelace, Connie Dreher, Don Clark and Johnnie Greer.

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Harold Russell Visits O.C.; Cathy O'Donnell Detained

OKLAHOMA CITY—Picture schedules on the coast prevented Cathy O'Donnell's planned visit to Oklahoma City, her home town, for the opening of "The Best Years of Our Lives," in which she is a star, at the Criterion and Plaza.

Harold Russell, Cathy's handless sweetheart in the picture, who won an Oscar for his acting, did come here on the opening day, however. But he did not make public appearances at the theatres. Instead he visited city hospitals, veterans and army hospitals nearby and met city and state officials. He also appeared on three radio shows and attended a luncheon in his honor at the Biltmore hotel. The luncheon was given by the C&R circuit.

Charlotte to Prosecute Indiscriminate Posting

From Southeast Edition

CHARLOTTE—Announcement of the city's intention to strictly enforce the law against the tacking of signs, posters and other advertising matter on poles, trees, etc., was made recently by City Manager Henry A. Yancey. In recent months, theatres, church organizations, dance promoters and others have increasingly followed such a placarding course.

Yancey called attention to a section of the city code, reading: "It shall be unlawful for any person, firm or corporation to advertise by sign-tacking, pasting or tying on poles, posts, trees, buildings, fences, or other structures, located on public property in the city of Charlotte." Yancey said that the police department will be asked to enforce the law. Past offenders will be warned of their violations and posters that henceforth appear contrary to the law will be torn down and collected by garbage collectors. If the warning is not heeded and further violations are noted it will be necessary to prosecute.

Old Troupers Managing Rex Theatre at Tampa

From Southeast Edition

TAMPA—After 30 years of trouping, Mr. and Mrs. Joe Livingston have settled down in Tampa and are managing the Rex Theatre for Mrs. Julia Raulerson. From 1901 to 1930 the couple was billed as Addison and Livingston, and did their vaudeville turn in virtually every city in the country.

The Livingstons operate a drink and snack shop in an adjoining building, which they have labeled the Ballyhoo.

"Our latchstring," they announce, "is always out to showfolk."

Oakwood Opening Set

OAKWOOD TEX.—Bob Yancey is opening the new Yancey Theatre here June 1. He is remodeling a store into a 200-seat house. He formerly operated a theatre at Normangee.

There are six companies in Hollywood producing cartoons, and 40 in the U.S. which produce newsreels.

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"FIFTH AVENUE" STARS — Mr. and Mrs. Don DeFore and Gale Storm are depicted deplaning in Dallas for the southwest premiere of Roy Del Ruth's "It Happened on Fifth Avenue," Allied Artists release. The picture opened on the Interstate circuit at the Majestic in San Antonio April 17.

Detroiter in Plea For Print Increase

From Mideast Edition

DETROIT—Increased print quotas are demanded by Jack Stewart, general manager of Allied Theatres of Michigan, who claims that the present supply of prints being worked through the Detroit territory is now only about two-thirds of the prewar supply, resulting in "injustices to the small town exhibitor in particular."

"Because of the material demands of the war, exhibitors had no quarrel when it was necessary because of the raw stock quotas for the distributors drastically to reduce the number of prints. But the war is over and this shortage no longer exists. Still the distributors have not returned to the original number they once thought necessary to properly serve the exchange area.

"This in spite of the fact that they are now serving more theatres than they did in the past. The principal reason is that they served more accounts on fewer prints, forced everybody into a later availability and got away with it so they are trying to continue to do so.

"We have passed the horse and buggy days and people in small towns are right abreast of the parade—they have their magazines, their newspapers and their radios, and all of the facilities of the big cities. They reasonably expect to see pictures as new as poselapse, there is certainly no excuse for the time it now takes to liquidate contracts. This not only embarrasses the exhibitor and is detrimental to his business, but certainly at the same time must be discouraging to the small town patron and inevitably will result in fewer people looking to the movies for entertainment."

Returns to Screen

After a year's absence from the screen Ruth Terry has returned to portray the femme in Columbia's "Smoky River Serenade."

New San Angelo Building Plan of R&R Executives

SAN ANGELO, TEX.—The J.U.R. Realty Co., of which E. H. Rowley and C. V. Jones of Dallas are president and secretary respectively has purchased the southeast corner of Twohig avenue and Irving street here from Cecil Barnes, local attorney and former state legislator. The price was reported as $45,000 for the 50x190 foot lot, which set a record of $900 per front foot for unimproved property here.

The location adjoins the company's Texas Theatre. They will build either a ten-story office building, a theatre with five floors for offices above, or a home for a chain store with offices above.

Phil Isley Circuit Closes Granada at Brownwood

DALLAS—The Phil Isley circuit, which all through the war operated the Plaza and Granada theatres in Brownwood, has closed the latter house. The Plaza will continue to operate. Brownwood was the scene of Camp Bowie, one of the large army training centers. The camp has since been closed, which diminished all business, especially amusements.

Isley still has several other houses over the state. He recently opened the new Lankershim Theatre in North Hollywood in which he is a partner with H. J. Griffith. They have a new theatre on the boards now for Los Angeles.

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(Signed) HERMAN M. ATCHLEY,
Harvard, Neb.

* * * *

We do enjoy reading BOXOFFICE; not just scanning it, but READING it.

(Signed) S. EWART SPRAGUE,
Iron Mountain, Mich.

* * * *

When I returned from overseas I turned my subscription over to the special service officer in my outfit, still overseas. Now I am a projectionist here and have really missed BOXOFFICE and would like very much to be on your subscription list.

(Signed) HARRY E. SIMMONS,
Rolling Fork, Miss.

* * * *

Everything about BOXOFFICE is excellent.

(Signed) F. W. MEDLEY,
Monterey, Tenn.

* * * *

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(Signed) DAVID BOWERS,
Warrior, Ala.

* * * *

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(Signed) JAMES L. KOTERA,
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Adverse Acts Spiked By Harry Buchanan

RALEIGH, N. C.—The North Carolina general assembly has adjourned sine die after creating what is believed to be a record—as far as theatre business is concerned—for not interfering in the operation of the state's motion picture houses. No laws were passed that would materially affect theatre operation although there were several attempts at the passage of "nuisance" legislation and a concerted effort was made to place the 3 per cent sales tax back on admissions. The sales tax move was defeated during the middle weeks of the session.

Much credit for a clean slate in the recent session must go to Harry Buchanan of Hendersonville, veteran observer of legislative goings-on for the TON&SC. All the lobbying done for theatre interests in the state was carried out by Buchanan, who registered as a lobbyist under the state lobbying laws.

The legislature did pass the widely-advertised good health program, a pet project of native son Kay Kyser, and appropriated $48,000,000 to the good health fund for hospitals, health centers and a new medical school.

Renovation Job Resumed At the Park in Tampa

TAMPA, FLA.—The Park Theatre, acquired by Leonard Abess of Miami on Christmas day and placed under the general managership of Harvey Fleischman, is getting ready for a more thorough overhauling than that given it immediately after the present owner took charge.

At that time the place was closed for some weeks while a remodeling program was under way. Boasting a new paint job, smartly furnished rest rooms and new soundproofing, the place was reopened February 14.

Now more work is under way and it is hoped that by Independence day the work will be completed. During May push-back chairs will be installed. The marquee and entrance will receive a face lifting and a 36-inch high electric clock will adorn a new porcelain-enamel marquee. A confectionery stand and soda fountain, which will be operated by the theatre management, will be installed off the lobby.

Only first run pictures will be run in the Park, according to the management. Seating capacity has been increased to 1,300 by cutting into the stage.

Remodeled Ritz Reopens In Tallahassee, Fla.

TALLAHASSEE, FLA.—The Ritz Theatre has been reopened after closing in March for remodeling. The entire front was redesigned and painted. A modern boxoffice replaces the old one. Throughout the interior numerous changes have taken place. The latest RCA sound equipment has been installed and the projection equipment has been modernized. All the walls have been freshly decorated and new rugs placed on the floor. Ultra-violet ray fixtures have been installed for the purpose of purifying the air. A. P. Talley is manager.

E. R. Gillet Will Open Maun In Russellville, Ark., Soon

RUSSELLVILLE, ARK.—E. R. Gillet, owner of the Bristol Theatre in Memphis and the Ritz in Dyersburg, will open the new Maun Theatre here April 25.

Theatre Building Boom Prevails in Charlotte

CHARLOTTE—Coincident with the opening here last weekend of Herman B. Meiselman's new Manor Theatre on Providence road, Meiselman announced that he would open a new theatre seating 1,000 in the downtown section at 525-527 S. Tryon St. Since the building there will be converted, very little new construction will be required.

Meiselman said work on the new house, which will be named the Center, would start as soon as possible. This project, he added, will be placed ahead of the Radio City Theatre, which he plans to build at 509-517 South Tryon.

Meiselman added that he was rushing plans for the Center so that he might have a first run house in the city's business district.

The new Center site now is occupied by a building 40x180 feet, which will be lengthened 30 feet. Plans are being drawn by Charles C. Benton & Son, Wilson, N. C., architects.

Meiselman said construction costs on the new Center will run about $75,000, and added that contract for the construction of his Fox Theatre on East Morehead street has been awarded to the Goode Construction Co. of Charlotte. This theatre, along with one for Negroes on East Seventh street, will be erected as soon as possible.

On Monday Morris Legendre of Aiken, S. C., and Sam Trincher of Charlotte announced plans for the construction of a 1,000-seat theatre in North Charlotte, opposite the Community center. Negotiations for the 70x100 plot were completed last week and plans are being drawn by M. R. Marsh, architect, for a modern house to cost $75,000.

The Legendre-Trincher circuit now includes 13 houses over North and South Carolina. A name for the new theatre will be decided in a contest open only to residents of North Charlotte.

Stafford Managing the Manor; Meiselman Hosts Film Colony

CHARLOTTE—E. Y. Stafford is manager of the new Manor Theatre here, which opened with the southeastern premiere of "The Egg and I." The house has 600 seats on the first floor and 25 in the cry room upstairs. All modern improvements have been installed, included air conditioning that insures a 70-degree temperature the year around.

A feature is the boxoffice, built so that patrons may stand in line under the marquee and not have to wait in the rain.

Herman B. Meiselman, owner, was host to the film colony at a buffet supper following the opening.

J. B. Harvey Plans to Remodel Carolina Theatre at Clover

CLOVER, S. C.—J. B. Harvey is having plans drawn for remodeling the Carolina Theatre here. He will increase seating capacity to 400. C. C. Benton of Wilson, N. C., is the architect.

Working on New Theatre For Lafayette, Alabama

LAFAYETTE, ALA.—Work is under way here for the new Lafayette Theatre. The building, formerly occupied by the Willingham grocery, was gutted by fire several years ago and later purchased by Martin Theatres.

Dismantling of the old building will be followed immediately by construction of a new house which will be modern in every respect, according to C. W. Griffin jr., manager of the Lafayette.

New Sound Installed

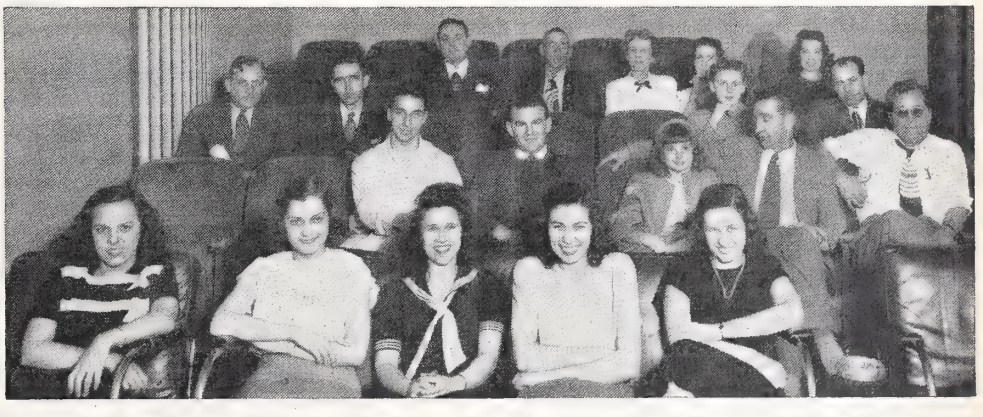
TARPON SPRINGS, FLA.—New RCA sound equipment has been installed in the Royal Theatre. Harold Hayes, manager, said that other equipment will replace that now in use as soon as it is available.

Rebuild at Blackshear

BLACKSHEAR, GA.—Work is in progress on rebuilding the Blackshear Theatre, which was recently destroyed by fire, and owners hope to have it reopened in a few weeks.

Takes Femme Lead

Shirley Patterson has been assigned the femme lead by PRC in "Ghost Town Renegades."



PRICE VISITS MEMPHIS—Johnny Price, on tour with the Cleveland Indians, came to Memphis, and MGM held a special screening in his honor of "Diamond Demon." Price is in the picture in the second row from front, fourth man, left to right. Price's daughter is seated on his right. Price's father is seated on the back row next to P. H. Holmes, office manager and short subjects supervisor for MGM, Memphis. Holmes is on the left, back row. Others attending included two sports writers from the Commercial Appeal; Marion Hale of the park commission; William Kemp, manager of Loew's State, and representatives of Strand Enterprises.

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CHARLOTTE

Jack ReVille, newly appointed manager of MGM here, has taken over from Benn Rosenwald, who was named manager of the Boston MGM exchange. ReVille is a native of Wilmington and lived in Charlotte from 1915 to 1927 when he was manager of the Lucas Theatre chain in the Carolinas, which at that time included the Charlotte Theatre here.

Bob Bryant and Ben Strozier of Rock Hill; J. C. Long of Charleston, and Warren Irvin of Columbia, met in the latter city to discuss a minority report of the senate finance committee calling for a 10 per cent theatre admission tax.

RKO news: They're all wearing broad grins at the Exchange these days. Responsible, say executives, are the guesses rolling in on "Best Years," "Sinbad," "Wonderful Life," "Song of the South" and "The Locket." Manager Rovy Branon carries probably the broadest smile of the crew, for his branch looks like the winner in the current Ned Depinet drive. Frank Winsor, RKO exploiteer, breezed into town just long enough to gather more material and a new string of bookings and set sail for the eastern territory. The office force seems busier than a politician at election time . . . Randy Scott, currently starring in "Trail Street," dropped in and met the entire staff. Charlotte should be proud of its local boy who made good.

Charlotte Variety Club will hold its spring golf tournament April 21 at the Carolina golf course from noon until midnight. In addition to golfing there will be horseshoe pitching contests, gin rummy, and other activities. A barbecue supper will be served. The committee in charge includes: Scott Lett, chairman; Marsh Funderburk, Carl Patterson, A. B. Craver, Byron Adams, Barney Ross, Max Holder and Charlie Leonard.

Highlights of the 1947 convention of the Motion Picture Councils of America were described to the local chapter at the organization's regular monthly luncheon meeting at Thacker's. The two-day session held in New York was covered by Mrs. V. J. Guthrie and Mrs. H. C. Henderson of the Charlotte Motion Picture council as delegates. Some 600 representatives from all over the country attended the meetings which this year concentrated on various phases of problems which face the motion picture industry.

Francis A. Bateman, general sales manager of Screen Guild with headquarters in Hollywood, is making a southern tour conferring with franchise holders. He was in Charlotte for conference with J. Francis White jr. and Tom A. Little, the Carolinas franchise holders. He also held a sales meeting with Scott Lett, branch manager, and salesmen. Bateman was entertained at a cocktail party at White's home, followed by dinner at El Morocco.

Hal Jordon, Monogram manager, broke in his new car by ferrying Byron Adams, Hal Keeter and Scott Lett to the opening of Culpepper & Webster's new Center Theatre in Elizabeth City, N. C. . . . A. F. Sams jr. says the Yonahlossee Theatre in Blowing Rock, N. C., is to open for the season June 2, and the Pastime Theatre in Boone, N. C., will open June 7 . . . Manley-Burch Co. has moved into larger quarters at 315 South Church St. Frank St. Claire is manager.

Takes Role in "Electra"

Nancy Coleman has been given an important role in RKO's "Mourning Becomes Electra."

Mike Kincey to Head Charlotte Area MPF

CHARLOTTE—H. F. "Mike" Kincey, head of North Carolina Theatres, Inc., was elected chairman and national trustee of the Carolinas' branch of the Motion Picture Foundation at an organization meeting held here Monday. The session was sponsored by the Theatre Owners of North and South Carolina, with Charles H. Arrington of Rocky Mount, vice-president, presiding in the absence of President Ben L. Strozier, unable to attend. Seventy-five representatives from every segment of the industry attended.



H. F. KINCEY

A local panel of 15 members was voted after nominations from a committee composed of D. B. Kizziah, representing allied industries; Scott Lett, distribution, and H. H. Everett, exhibition. Two additional members will be named later, one a small town exhibitor; the other to represent theatre employes.

TO ONE-YEAR TERMS

One-year terms: J. C. Long, Charleston; Roy Rowe, Burgaw; H. H. Everett, Charlotte; Ed Haley, Raleigh, representing exhibition; J. H. Dillon, Ray Erwin, George Roscoe, distribution and Blake Gryder, representing distributor employes. All are from Charlotte.

Two-year members: Ben L. Strozier, Rock Hill; H. F. Kincey and H. D. Hearn, Charlotte, exhibition; J. H. Holston and Dean House, Charlotte, distribution; John Vickers and Jay Schrader, Charlotte, allied industries.

Kincey explained the purposes of the Foundation, which primarily are to assist needy persons in the industry, and carry on an educational and research program. The Foundation is nonpolitical, he added, and complete local autonomy will be observed with each of the 31 membership areas contributing one member to a national committee that will decide over-all policies.

PLAN $10,000,000 FUND

Kincey added that a $10,000,000 fund will be set up within the next two years, the interest from which will be used for the Foundation's purposes. No specific plan has yet been adopted for raising these funds, but all donations will be voluntary.

Following adjournment of the Foundation meeting, directors of TON&SC met and named a committee of three to select a site for the summer convention: Rowe, Hearn and Roy Smart.

City-State Beauty Meets Scheduled for Columbus

COLUMBUS, GA.—City and state beauty contests are slated here in June and August as a preliminary to the national Miss America contest in Atlantic City.

Sponsored by the local Junior Chamber of Commerce, the city's contestant will be selected June 13 at Memorial Stadium. With other Georgia winners, she will compete here August 1 in a state contest to choose the most beautiful girl in Georgia.

Bill Miller, Jaycee chairman for the event, said that his organization also will sponsor Miss Georgia's trip to Atlantic City to participate in the annual national pageant.

Latin American Tone For Miami Opening

MIAMI—Joining in the ceremonies that opened the Miami Theatre, Wometco's 20th house in this area, were public officials, members of the local consular corps, visiting Latin American dignitaries and prominent entertainers.

A Flagler street parade highlighted the opening. James Donn, Gulfstream Park president who dedicated the Wometco organization's first theatre, the Capitol, 22 years ago, dedicated the new Miami. Mayor Perrine Palmer jr. cut the ribbon formally opening the theatre, and Don Lanning emceed the proceedings at the marquee.

The opening was planned in coordination with the Fiesta de las Americas, and premiered "Carnival in Costa Rica." Nearly 2,000 guests viewed the picture.

Master of ceremonies for the program inside the theatre was Joey Adams, comedian and author of "From Gags to Riches." Visiting Latin Americans were welcomed by Dr. G. J. Gallegos, Costa Rica's consul in Miami. Prior to the opening, members of the consular group were guests at a dinner at the Everglades hotel, with Leonard K. Thompson and Kenneth S. Keyes as hosts.

Drive-In at Chattanooga Reopens for the Season

CHATTANOOGA, TENN.—The Skyway Theatre, a drive-in on Brainerd road just beyond the city limits, opened for the season Thursday (10). It is playing two shows nightly. The Skyway this season is featuring DeVry in-the-car speakers with accommodations for 485 cars. Don Shaw, manager, reported considerable landscaping work had been done for the opening, along with resurfacing of the parking area and construction of black-out entrances and exits.

Will Show Prestige Films In Two Small Situations

MEMPHIS—Clubwomen in Sardis and Amory, Miss., persuaded Dave Flexer, Flexer Theatres, Inc., to try prestige pictures in their towns as he did at the Ritz in Memphis.

So the Varsity in Amory will show "The Seventh Veil" and "Brief Encounter." The same pictures will be shown at the Tower in Sardis.

Flexers at Capital Wedding

MEMPHIS—Mr. and Mrs. Dave Flexer and son Peter Flexer of Memphis went to Washington for the wedding of Mrs. Flexer's brother, Dr. Morton David Handmacher, to Gloria Hyman, Saturday night (19). Flexer, head of Flexer Theatres, Inc., was best man and Mrs. Flexer matron of honor. Handmacher formerly was with Flexer Theatres here.

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MIAMI

Al Weiss, Olympia manager, will celebrate Paramount's "Spring Festival" with name acts the next six weeks offering such stars as Buddy Ebsen, Everett Marshall, Connie Haines, Nick Lucas, Paul Winchell, Nick Long and Harry Savoy on the stage.

An unexpected reaction to Paramount's current "Suddenly It's Spring" contest, in which entrants tell in 25 words why they would like to spend a vacation in Havana, has been the enormous number of entries received from the Spanish colony in this area.

N. M. Hollenbeck of Coral Gables hopes a sore conscience will prompt the return of his billfold containing $2,500, lost recently at an Olympia midnight show . . . Mr. and Mrs. John Martin Shepherd (he's Sonny Shepherd of Wometco Theatres) were pictured on the Herald's society page as they alighted from their car to attend Easter church services.

Bob Feinstein is packaging a lake sturgeon to send to Al Jolson in Palm Springs. Al loves the delicacy but says it's hard to get out there . . . The veterans at Pratt and Nautilus hospitals will see the first state showing of the year's most debated flicker, "Duel in the Sun."

Views of water skiers on Biscayne bay and Indian creek are included in newsreels recently shown at the Lincoln, Town, Olympia, Beach, Capitol, Mayfair, Cameo, State and Surf theatres . . . Bobby Burns, genial proprietor of a local club, played a major role in writing the show, "Johnny Two-by-Four," which first launched Lauren Bacall back in 1941.

Les Rohde, music director at the Olympia, and Al Foster, pianist, are working on a special arrangement of "The Raymer Rumba," written by the latter, and named for the amusements editor of the Miami Daily News . . . When the Vagabonds left for Hollywood and a new picture recently, they took with them three songs by Ken Burgher and Manuel San Miguel. One, "Your Eyes Tell Lies," looks like a hit from local observation.

"Henry V," currently showing at the Flamingo Theatre, has received rave notices in the local press . . . Joey Adams, comedian and author of "From Gags to Riches," will act as master of ceremonies at the opening performance of Wometco's new Miami Theatre.

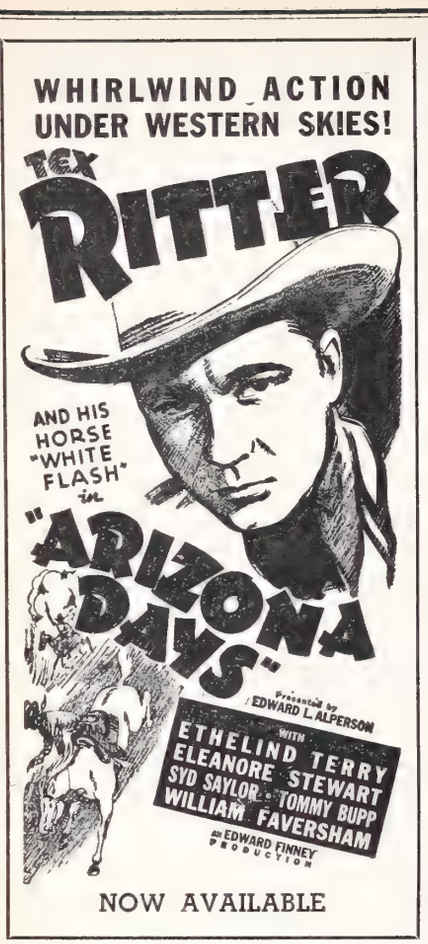
Monday was a red-letter day for William Forest Crouch of Waldorf Productions. Casting has begun at the Sea Isle hotel for a 70-minute Miami Beach-Biscayne Key feature which he expects to start shooting at the end of this week. The same day was release date for Crouch's Victor phonograph record, "Tonight Be Tender to Me," sung by Betty Jane Rhodes and Charles Dance.

Film Showings to Guide Kin in Moving War Dead

MEMPHIS—The Memphis General depot is showing "Decision," a War department motion picture which explains the program for the return and final burial of World War II dead, before audiences of next of kin in 61 Mississippi communities during April and May. The 15-minute film depicts how a typical American family might arrive at a decision as to the final burial of a member of the armed forces who died overseas. Theatres will be used in most cases to show the film. Arrangements are being made through the American Legion.

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MEMPHIS

Baby Is Born in Theatre; Young Mother Runs Off

WINSTON SALEM, N. C.—Police here are searching for a bobbysox clad young woman who gave birth to a baby girl in a theatre rest room. When the infant's cries attracted another patron the girl dropped the child and fled to the lobby where she was joined by a male companion. The infant was taken to a local hospital where attendants reported the baby, born one month prematurely, was doing nicely.

Georgia's New Safety Law Applicable at End of '47

ATLANTA — Theatres, hotels and other buildings of public assembly or multiple occupancy will be required to obtain a "certificate of occupancy" by the end of 1947 under the terms of Georgia's new building safety law. To obtain the certificates, owners must make their property conform to regulations. Certificates must be renewed every five years.

Theatre Escapes Fire

BREWTON, ALA.—The Ritz Theatre here escaped damage from a spectacular fire which started when a leaking gas main blazed up into a tall column of flame. Gas department officials said that a sign post driven down past the main evidently bent or broke the pipe, and that a spectator who was watching the crew at work threw a match into the escaping gas. Howard Schad is manager of the Ritz.

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Mickey Mouse Hunt Is 'Largest Ever'

BIRMINGHAM—An estimated crowd of 7,500 children and their parents thronged Avondale park here Easter Sunday for the first postwar egg hunt sponsored by the Alabama Theatre's Mickey Mouse club and Pizitz department store.

Fred McCallum, assistant manager at the Alabama and the club's Uncle Mickey, termed the promotion the "biggest ever," eclipsing even prewar years.

A bicycle and other prizes valued at $100 were donated by Pizitz for the event. Thousands of gaily colored eggs were hidden about the park and the children were entitled to keep the eggs they found.

Gold-tinted eggs entitled the finders to a $5 merchandise certificate. Chances on the bicycle were given to the children who attended the Mickey Mouse Saturday shows at the Alabama for several weeks preceding the egg hunt.

Wardrobes Will Be Prizes In Miami Brunet Contest

MIAMI — Paramount theatres and the Miami Fashion council will award approximately $10,000 in merchandise to girls voted Miami's "favorite brunettes." The citywide contest is part of the promotion of the Bob Hope picture which is scheduled to open at the Beach Theatre.

Grand prize will be a $1,000 Fashion council wardrobe. Other prizes include wardrobes valued at $500, two at $250, and one at $150. Thirty additional merchandise prizes are included, as well as passes to the picture. The contest is open to single girls—brunets of course—between 16 and 28.

Fairgrounds Opens

MEMPHIS—Fairgrounds amusement park, operated by the city, has opened for the summer. All old rides have been worked over and a number of new kiddy rides added. Howard Waugh, for many years zone manager of Warner Theatres and a motion picture man most of his life, manages.

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Florida State Opens Swank New House

JACKSONVILLE, FLA. — Approximately 1,000 persons jammed the new Edgewood Theatre when the de luxe neighborhood house was formally opened here by Florida State Theatres.

The Edgewood is a garden-type house occupying about a half block of space. It is set well back from the street and is surrounded by large areas of grass and shrubbery. To the rear is a parking area able to accommodate about 200 cars. The approach to the main entrance is under a covered walkway.

Most of the building is of steel, concrete and masonry materials and the entire structure is fire resistant. All wood has been chemically treated to resist fire. The theatre is fully air conditioned and is equipped with push-back seats. Hearing aids have been installed for the hard of hearing.

Doors to the lobby are at an angle to the corner. Display frames are of blond wood and the lobby walls are deep rose. The lobby also contains a refreshment bar, manager's office and telephone booths. The foyer leading from the lobby is in aqua and the auditorium itself takes the color scheme from the drapes, which are light copper, gold and turquoise. The drapes start well back along the sides of the auditorium and flow in a continuous curve to tie in with the stage draperies. Walls are in a dark turquoise wainscot with light beige above.

Southwest Briefs

DALLAS—Jimmy Allard, former manager of the Wilshire Theatre here, has been transferred by Interstate to manage the downtown Melba and Tower theatres.

DALLAS—The Alton Co., cooling equipment manufacturer, will double the capacity of its local plant when its new building opens May 1.

Dallas—Fred Larned, local Paramount manager, was killed last week in an automobile accident near Carmel, Calif., and was buried here Wednesday afternoon. His grave is beside that of J. B. Dugger, former Paramount manager who gave Larned his first job. Mrs. Larned, seriously injured in the crash, remained at the Carmel hospital. The accident occurred while Larned and his wife were on a delayed honeymoon. While passing a car on a three-lane highway, Larned was sideswiped and his new convertible left the road. A steel rod killed him instantly.

Houston—Three theatres have been constructed and opened here since September and five now are being built. Four of those now under construction are Interstate locations. The fifth will be owned by Fred Canata and B. Gibson.

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BIRMINGHAM

J. B. Waters, general manager of Waters Theatre Co., spent several days in Memphis on a combined business and pleasure trip. Waters before coming to Birmingham was in business in Memphis . . . Ike Katz of Kay Films, Atlanta, stopped over here briefly while on his way to Memphis.

"The Best Years of Our Lives," which got off to a slow start at its Easter Sunday opening, saw crowds pick up appreciably during the week and Birmingham Manager Harry W. Roberts said the Academy award winner was doing all that had been expected. Roberts has dressed up the facade of the theatre with an attractive 9x20-foot banner, carrying the name of the film in flashy fluorescent lettering.

"The Razor's Edge" drew heavily at the Alabama, while "Johnny O'Clock" and "Sinbad the Sailor" earned a second week at Acme's Empire and Melba respectively . . . The reissued "Magnificent Obsession" won surprisingly heavy attendance at the Lyric . . . Strand Theatre had the Senator Claghorn film, "It's a Joke, Son."

Strand Theatre Manager Bickey Covey has booked several Finer Films forum pictures, including "Open City" and "Bedelia" for immediate showings. The Birmingham Theatre still has "Brief Encounter" slated for that house some time after "Best Years" completes its run . . . R. M. Kennedy, district manager for Wilby-Kincey, reported that Manager Hardie Kent of the Clover Theatre in Montgomery got out an attractive advertising program for the Finer Films showings there.

J. B. Dumestre, president and general manager of Southeastern Theatre Equipment Co., Atlanta, was a visitor here . . . Another caller was Charlie Kinney, RKO publicist, who was here working up a campaign for "Beat the Band" and "The Locket" at the Melba and "The Farmer's Daughter" at the Empire.

Queen Feature Service, Inc., has completed installation of new Century projectors at the Cullman Theatre in Cullman, Ala., where Henry Hury is manager . . . Lester Neely and his son, L. M. Neely jr., of the Neely circuit at Marion, Ala., called on members of the trade here.

Lillie M. Wilson has been away from her desk in the Acme Theatres office due to illness. Mae Camp substituted . . . Summerish weather on Easter Sunday was the signal for most theatres to turn on their air conditioning. Capacity of the Melba's system has been increased to 75 tons, while the Royal has a new 50-ton unit.

Harry M. Curl, Melba manager and a member of the Atlanta Variety Club, visited in the Georgia city . . . Joe H. Frey jr., former employe of the Capitol and a grandson of Charles Heflin, Capitol doorman, was painfully burned about both arms by a flaming can of gasoline at a southside filling station.

Bill Coury, Ritz manager, has dressed up his lobby with a miniature 24-sheet billboard plugging his Spring Parade of Hits, and has also installed a shadowbox display, with cutout figures, to advertise his next attraction . . . Nellie May Pike, Delta Airlines stewardess, is visiting her father, C. E. Pike, Melba projectionist, and Mrs. Pike after having undergone a tonsillectomy.

"Holiday on Ice" drew 32,500 to Municipal auditorium during its showing here March 10-16. Total attendance at the auditorium for the month was 76,750 . . . Film star Pat O'Brien has prepared a number of transcribed radio shorts to be used during the drive for $750,000 which the Mobile Catholic diocese will attempt to raise during the 20th anniversary of Bishop Thomas J. Toolen.

Theatres here are intensifying their campaign to educate the public to provisions of the new antismoking ordinance and are now passing out cards to violators, calling their attention to the provisions of the law. One manager said the cards were proving much more effective than merely cautioning the patrons verbally.

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ATLANTA

"Duel in the Sun" will be shown at Loew's Grand next month, according to Boyd Fry, manager. Christine Smith, city censor, viewed the picture after Loew's indicated it would play here. Henry Krumm, newly appointed southern sales manager for SRO, said that a preview of "Duel" for newspaper representatives elicited only praise.

Gortatowsky Bros., operators of the Albany, Liberty and State theatres in Albany, Ga., have taken over the Clair Theatre from J. R. Waters . . . Mack Jackson, president of CSA and owner of theatres in Alexander City, Ala., and Tony Stone of the Leon in Tallahassee, Fla., were in the city booking . . . R. M. Savini, president of Astor Pictures, returned to New York after a trip to Florida and Atlanta.

R. B. Wilby, president of Wilby-Kincey Theatres, has returned from New York, where he went on business . . . F. A. Batenman, sales manager for Screen Guild in Dallas and New Orleans, was here to visit John W. Mangham of Screen Guild of Georgia . . . Martha Chandler resigned from the booking department of United Artists to join Henry Krumm at the Selznick Releasing Organization.

Al Rocke, manager of Martin & Thompson's Peach Theatre in Fort Valley, Ga., resigned and is now in the hotel business . . . Mr. and Mrs. E. D. Martin and Mr. and Mrs. J. H. Thompson of Martin & Thompson Theatres were in the city recently . . So was Ike Tarlor of the same company . . . Eddie Addison, PRC and Eagle-Lion publicity chief for the southern states, went to Savannah . . . R. E. McCoy, Eagle-Lion southern representative, is back at his desk after visiting Charlotte and New Orleans . . . Leon Netter of Paramount, New York, visited Frank Rogers, president of Florida State Theatres, in Jacksonville.

Louise Bramlet, head of the Wil-Kin Theatre Supply warehouse, is back in Atlanta after assisting in the establishment of Interstate circuit's new candy warehouse in Dallas . . . Fred Mathews, Motiograph man from Chicago, huddled here with Nash Weil of Wil-Kin . . . Johnnie Bachman, manager for United Artists, is back from a business trip to Jacksonville . . . The Warner Pep club entertained at a wiener roast in North Fulton park . . . Ben Hill, southern publicity chief for United Artists, was here for a few days from New Orleans.

Henry Krumm, SRO southern district manager, returned from Miami, where "Duel in the Sun" opened at Colony April 11. He left later for New Orleans . . . Don Hassler of Astor Pictures is back from a business trip to Wilmington, N. C. . . . Carl T. Long is planning a new theatre in Colguitt, Ga. He expects to get work started within the next 30 days.

At the Variety Club: Dr. Floyd McRea, the surgeon-photographer, and Harry Ballance, 20th-Fox district manager, in heavy conversation . . . Bob Wilby, the theatre owner, executing the most amazing maneuver in the history of gin rummy . . . William K. Jenkins, president Georgia Theatres, back from Florida with a real sun tan.

In a clever ballyhoo for "Sea of Grass," MGM is presenting film critics with an acre of land each in New Mexico. It's guaranteed to contain gophers and snakes, but no water . . . The girl chorus of Agnes Scott college sang at a Variety Club meeting . . . Ben Jordon, Monogram Southern special sales representative, came home for Easter and also for a sales meeting . . . John Jenkins of Astor Pictures, Dallas, returned home after a sales meeting in Atlanta.

Mary Hatcher, who first sang in the Paradise room here when she was a girl of 10, will be given a special introductory fanfare in the main title billing of Paramount's "Variety Girl," in which she plays the title role. The screen discovery rates a separate billing card which reads "And introducing Mary Hatcher" . . . George Finch and Sam Rothberg are having the Erlanger, home of stage presentations, renovated and air-conditioned for summer use.

W. M. Richardson, head of Astor Pictures of Georgia, made a business trip to Tennessee . . . Tom Gunin and L. Falfoff, home office representative of PRC, visited the local office . . . George Kirkley, manager of Martin & Thompson's houses, the Troy and Cherokee, in Monroe, Ga., before entering the service, has returned to that post. He replaces Emmett Grimsley, who entered the used car business in Cochran.

Babe Cohen, local manager for Monogram Southern, and Mrs. Cohen visited in New Orleans . . . Mrs. Dessie Edison, secretary to Marvin Rogers, manager of Poster Exchanges, is confined to her home by illness . . . Fred Jacks, district manager of United Artists, has returned to Dallas after visiting the local office.

W. E. Griffin of the Vienna Theatre in Vienna, Ga., was here on a booking trip . . . Grover Parsons, district manager of PRC, made a trip to Tennessee . . . R. L. McCoy, representative of Eagle-Lion, went to Memphis . . . Joe Dumas, head booker of Republic Pictures, has returned to his post after a siege of illness.

Thelma Cagle, head of the accounting department of PRC, will walk to the altar May 3 . . . O. C. Lam of Lam Amusement was a Filmrow visitor . . . Another visitor was R. E. Hooks of Aliceville, Ala.

Levy on Gross Business Urged at Panama City

PANAMA CITY, FLA.—A "transaction tax" of 2 per cent against gross business has been proposed here to the Civic club's Round Table as a means of financing a $2,000,000 sewage disposal system.

The citizens committee which made the report opposed additional ad valorem taxes and discounted occupational taxes as inequitable. The committee report said that gross business in Panama City was approximately $12,000,000 in 1946 retail trade alone.

Close for the Summer

ST. PETERSBURG, FLA.—Two theatres here have closed for a time and both report having had a successful tourist season. The Ninth Street Theatre left a western serial, the "Crimson Ghost," hanging so the remaining chapters were transferred to the Roxy. The Capitol, which closed April 1, also reports a successful season. Both houses will reopen in the fall.

Photographs His Patrons

PANAMA CITY, FLA.—Bud Davis turned talent scout over Easter. He had a photographer hanging around the Ritz Theatre, of which he is manager, and "snapped" the dressed up femmes as they passed by. Later the pictures were put on display in the theatre.

Sowega Drive-In Opens

LEESBURG, GA.—The Sowega Auto Theatre at Putney has been put into operation. The theatre accommodates 390 cars and is equipped with in-a-car speakers. Owners are James McLelland, Walter Trom and Willard Quick.

Exploiteer at Work

NASHVILLE, TENN.—Ward Farrar was in town plugging UA's "The Macomber Affair."



Bob STEELE in Billy the Kid

8 RANGE BUSTERS
6 TIM McCOYS
6 GEO. HOUSTONS

A SERIES OF 6 REAL WESTERNS
NEW Prints and Accessories

NOT Produced in 1932-34 or 38—BUT 1940-1—Fast Shooting Westerns

AND FOR THE COLORED THEATRES—



A New Stream Liner. Not a Rehash but New. 30 Min.

ASTOR PICTURES CO.
OF GA.
163 WALTON ST.
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Memphis Censors Get County Jurisdiction

MEMPHIS—Shelby county, including several small towns which have theatres, has been brought under the jurisdiction of the Memphis board of censors.

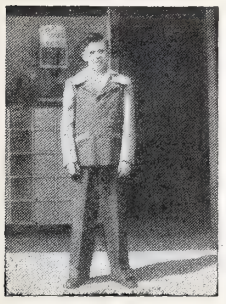
The Shelby county board of censors was named Monday by the county court as required by a bill passed by the Tennessee legislature in January.

Named on the county board were Lloyd T. Binford, retired insurance man and Baptist deacon, chairman; Mrs. Sid Law, clubwoman and housewife, and Hodges Hennell, attorney. They are the same three persons who make up the Memphis board of censors so what the law amounted to was that the entire county was placed under the jurisdiction of the Memphis board.

Extending the jurisdiction of the Memphis board to theatres in Millington, Bartlett, Collierville, Arlington, Bolton and other Shelby county towns came as a result of a series of maneuvers after pictures were banned in Memphis. Threats were made to show the pictures in towns just outside the city limits —which were not under the jurisdiction of the city censors—and in a few cases this was done.

Runs Booth Like Veteran, This Lad in Early Teens

BROOKLET, GA.—Mr. and Mrs. Z. H. Tuttle, owner of the Toez Theatre here, are mighty proud of their youngster, "Red," who, barely in his teens, runs the projection machine like any veteran.



"RED" TUTTLE

"Red's" father was out of town one week and son was asked to take over, as the show is just too much for Mrs. Tuttle to handle by herself. "Red" went into the booth and performed like a master, for he had been watching the regular operator for many months.

Incidentally, the intriguingly labelled Toez was named in this fashion: It was originally owned by four men, whose first names are Tom, Oscar, Eugene and Zezzie. In order to arrive at something satisfactory, the first letter in each name was used.

Panama Theatre Closed For Broad Renovation

PANAMA CITY, FLA.—The Panama Theatre has been closed for a time while needed repairs and improvements are being made. When completed, the theatre will have a new cooling and heating system, new sound, screen, lighting fixtures and flooring. The lounge will also be overhauled and made more attractive. Jack Jackson is manager of the theatre.

'Mom and Dad' Booked

AMORY, MISS. — Hygienic Productions' "Mom and Dad" was booked into the Varsity Theatre here Monday and Tuesday, April 21, 22, with Elliot Forbes as commentator.

A Girl for Rush Kings

KNOXVILLE—Mr. and Mrs. Rush King are parents of a baby girl. King is manager of the Booth, a Wilby-Kincey house.

Fortune 'Neath the Floor

Porter to Get Change Under Old Boxoffice Floor

MEMPHIS — There's a double attraction coming up at the Strand. It might be called "The Best Years of Our Lives" and "That Crack in the Boxoffice Floor."

Willie Webster, porter at the Strand, will handle "That Crack in the Boxoffice Floor." The management — Malco Theatres, Inc.— will take care of "Best Years."

Willie is perhaps the most eager party concerned with the present extensive remodeling of the theatre preparatory to its reopening under a new policy April 25 with the Academy award picture, "The Best Years of Our Lives." Willie's interest is in a crack in the floor of the boxoffice—a floor that will be removed.

"There's plenty of groceries under that floor," Willie says. "Betcha they dropped a dollar a week through that crack in change during the past ten years. I hope they let me pick up all that grocery money under the floor."

And the Malco management has agreed because of Willie's long service. He may have all the change found under the floor.

Willie was with the Strand five years before M. A. Lightman and the Malco interests bought it from Loew's 14 years ago. He stayed on with the new management. He served in the navy during World War II and came back to his old job when the war ended and he was discharged.

The Strand is being remodeled under a new policy which will bring more major pictures to its screen. Because the Strand is smaller than the Malco, pictures can be given a longer run there. "Best Years of Our Lives" will be presented in continuous showings. Prices will be 80 cents for matinee and $1.20 for nights. There will be no reserved seats.

Some B product will continue to be shown at the Strand and major pictures will be shown there when available.

A new marquee is being installed with side attraction panels 12x13 feet, with a 17-foot-high front panel bearing the name of the Strand in two-foot letters. The marquee will be illuminated with 1,000 feet of neon tubing.

New de luxe-type seats are being installed in the balcony, and downstairs seats are being reupholstered. The lobby is being remodeled with a lowered ceiling and indirect lighting. Restrooms are being enlarged and new carpets and drapes installed. A color scheme of graduated rose colors and blue will prevail throughout.

The front lobby and new boxoffice will be of structural glass. The boxoffice will be moved to the south wall. Sliding glass doors will cover the entrance, and floodlights under the canopy will light the entrance and first lobby.

And the floor underneath the old boxoffice will be replaced. That's the moment Willie is waiting for.

Operate on Robert Neal

BRISTOL, TENN.—Robert Neal, city manager for Wilby-Kincey Paramount and State theatres here, underwent an operation recently. While Neal was away, his duties were assumed by Marvin Warren, manager of the W-K Paramount at Montgomery.

Opening at Lowell

LOWELL, N. C.—C. M. King opened his new Rocky Theatre here Monday (14).

Staff Just Stays Cool; Averts Theatre Panic

Birmingham—Officials of the Birmingham Theatre, aided by a couple of level-headed patrons, leaped into action to avert what could have been a tragedy when a near-panic occurred during the showing of "The Best Years of Our Lives." Manager Harry W. Roberts said that the incident occurred when a woman patron fell on some steps as she was leaving the house. Some patron gave an alarm of "fire" when the woman's daughter, who was nearby, called out: "Mother!"

Roberts ran to the head of a downstairs aisle as patrons began rushing for the exits, and assured the panicky individuals that nothing was wrong. Roberts also credited Bill Neal, projectionist, with playing a large part in averting the panic as he turned up the sound to drown out some of the confusion.

A patron in the balcony assured patrons there that nothing was wrong.

Spectators who left by side exits returned to the theatre to see the remainder of the show when they received assurances from Roberts.

Floyd Circuit Will Erect New House for Negroes

WINTER HAVEN, FLA.—A building permit has been released to the Floyd circuit for erection of a Negro motion picture theatre here. The new building will have a quonset hut shape with squared-off facade. Estimated cost has been placed at $11,000.

Druggist at Walterboro Building New Drive-In

WALTERBORO, S. C.—E. B. Funderburk, local druggist, is erecting a 346-car drive-in near here. Hickey Lawing of Southeastern Theatre Equipment Co. is equipping the open-airer, which will cost approximately $100,000.

'South' Into Four Houses

BAY MINETTE, ALA.—McLendon Theatres booked "Song of the South" into four of its Baldwin county theatres during April. The houses were the Rex, the Fairhope at Fairhope, the Foley at Foley, and the Victory at Loxley.

There are 458 theatrical film exchanges in the U.S., 65 in six Canadian cities, which together handle 27,000 miles of film footage daily.

TRI-STATE THEATRE SERVICE

318 South Second Street
MEMPHIS 3, TENN.
EQUIPMENT — SUPPLIES
REPAIRS

MEMPHIS

J **A. Garrison,** district manager for U-I, St. Louis, was a visitor in Memphis . . . Two former branch managers at Memphis, J. A. Prichard, Universal, and Tom Kirk, Republic, who recently were transferred to Dallas, were visitors on the Row. Prichard is now U-I manager at Dallas and Kirk holds the same position with his company there.

Ike Katz of Kay Films, Atlanta, conferred with John Goodenough, local branch manager, and members of the Memphis staff . . . C. W. Tipton, who operates the New Theatre at Caraway, Ark., has bought the opposition, the Caraway, from Red Harris, and will operate both of them.

Maurice Bass, MGM salesman, has been transferred to Atlanta . . . Gertrude Thomas, U-I inspector, has returned to Methodist hospital after recovering from a recent illness and spending only a short time back on the job.

Midsouth exhibitors visiting on the Row included B. V. McDougall, Drew and Bijou, Monticello, Ark.; G. W. Jones, Busby-Jones circuit, Lonoke, Ark; M. C. Alpe, Gay, Crawfordsville, Ark.; Bill Kroger, Shannon, Portageville, Mo., and Norman Fair, Fair, Somerville, Tenn.

N. J. Colquhoun, district manager, Dallas, and Walter Titus, vice-president and division sales manager, New York, were at Republic on business . . . Emma Cox, Gem and Joy, Osceola, Ark., is seriously ill at Baptist hospital in Memphis . . . Harper Theatre, Campbell, Mo., had a bad fire and is closed indefinitely . . .The Sondra, Trimble, Tenn., also had a fire.

Also visiting on the Row: J. M. Mounger, Mart and City, Calhoun, Miss.; Henry and Burris Smith, Diane, Pocahontas, Ark.; Whyte Bedford, Marion, Hamilton, Ala.; John Staples, Carolyn, Piggott, Ark.; Eugene Fleeman, Ritz, Manila, Ark., and W. C. Sumpter, Cotton Bowl, LaPanto, Ark.

W. C. Stahl, representative of Theatre Specialty, Inc., is spending a week at the National Theatre Supply Co. branch in Memphis . . . Neil Blount, manager, Monarch Theatre Supply Co., has returned from a business trip to Nashville.

Dave Flexer, head of Flexer Theatres, operator of a chain in Mississippi and Tennessee, is back from a business trip to Cleveland . . . Gene Wankel, stenographer, Columbia, has the flu . . . An exhibitors lounge equipped with chairs, telephone, scratch pads, etc., will be opened in about two weeks at 408 South Second St. by Poppers Supply Co. Ann Williamson is the new secretary at Poppers Supply.

Harlan Dunlap, son of Forrest Dunlap, Dallas theatre man, has opened a branch of American Desk Manufacturing Co. in a newly acquired office at 410 South Second St. . . . O. W. McCutchen, Roxy, Blytheville, Ark., was booking on the Row.

Little Theatre presented "Ten Little Indians" last week . . . Mr. and Mrs. John Charles Thomas passed through en route to Oklahoma City . . . Frances Greer, Metropolitan opera star, has been booked by the Memphis Open Air Theatre this summer. Her husband, Victor Trucco, musical director for MOAT last summer, is ill and will not be able to return.

Harry Martin, amusements editor of the Commercial Appeal, was master of ceremonies at a citywide beauty contest last week to select Miss City Beautiful. Null Adams, Memphis representative for BOXOFFICE, was chairman for the judges.

"The Jolson Story," which recently broke all house records at Malco, has been brought back to Main street in Memphis by popular demand. It is showing at the Strand . . . The Drive-In on Lamar got off to an early start this summer and reported good attendance for the first week.

A tradescreening of "Trouble With Women" was held at the Paramount screening room under direction of L. W. McClintock, branch manager . . . M. A. Lightman sr., president of Malco Theatres, Inc., left this week for a Miami Beach vacation; a Hollywood, Fla., bridge tournament and the marriage of his son Richard April 23 in New Orleans to Jeanne Garretson.

Harry Martin, amusements editor of the Commercial Appeal, can usually take it. Press agent gags recently made him an honorary citizen of Brooklyn and another deeded to him an acre of "Sea of Grass." But when he was named a war correspondent for the Union army this week he wrote a protest in his column. You see, Harry was born in Dixie.

Henry Haven, Imperial, Forrest City, Ark., who also owns theatres in Marion, Marianna, Wynne and Brinkley, Ark., was shopping on Filmrow. Other exhibitors visiting were: Orris Collins, Capitol and Majestic, Paragould, Ark.; M. H. Evans, Clinton, Clinton, Ark., and Ethel Lobdell, Talisman, Rosedale, Miss.

Manager Jack Tunstill, Malco Theatre, staged a midnight show to aid Greek war orphans. All proceeds went to the fund. It is part of a citywide campaign by the motion picture industry to adopt as many of these orphans as possible—at $80 a year each. MGM's "Meet Me in St. Louis" was the picture. Use of the theatre and services of all personnel was donated so that the entire proceeds would go to the cause.

John M. Carter, salesman for 20th-Fox in the north Mississippi territory, won a new automobile in a nationwide company sales campaign which ended in December. There was some difficulty in obtaining the car, however, and he was given the cash in lieu of the prize.

Theatre attendance increased sharply in Memphis first runs this week. Beautiful spring weather prevailed. The outbreak of influenza had apparently subsided, city health authorities reported. This combination was credited with the improvement in business by theatre men. The Palace, showing "The Sea of Grass"; the State, playing "Trail Street"; the Malco with "Cross My Heart"; the Ritz with "Les Miserables" and the Warner holding "Stallion Road" for a second week all reported better business.

Ken Maynard's rodeo played at the fairgrounds this week . . . Helen Traubel, Metropolitan opera singer, is booked for November 19 at Ellis Auditorium . . . MOAT's manager, Joe Cortese, announced Charles Yearsley, baritone, would be back this summer for three of the eight shows in the Overton Park shell.

Marguerite McClelland, Memphis coed who was Miss Louisiana in last year's Atlantic City Miss America contest, will sing in concert at Goodwyn institute May 5 . . . Spike Jones and his City Slickers will return to Memphis for a second engagement at Ellis Auditorium May 20.

Admission prices at the Rosemary and Luciann, suburban theatres operated by Augustine Cianciola, were advanced from 35 to 40 cents this week. Children's admission remained at 12 cents.

Theatre to Raise Fund For Crippled War Vet

Louisburg, N. C. — R. Glenn Davis, owner of the Louisburg here, reported that the theatre would spearhead a drive to raise a home-building fund for L. G. Catlette, the county's only completely crippled veteran. The theatre is giving the entire receipts of all shows on April 23 to the fund and has agreed to print and distribute advertising for other benefits planned. Young Catlette, his wife and small son, are living in two small rented rooms. The veteran has a spinal wound that will prevent him from ever walking again.

New Center Opens

ELIZABETH CITY, N. C.—The new Center Theatre here opened April 10. Invitations were sent by Levon Culpepper and J. H. Webster, who also operate the Carolina, Gaiety and Alkrama here.

Jack Harris Vacations

CORAL GABLES—Jack P. Harris, accompanied by his wife, has arrived for a few weeks vacation. He is head of the booking department of Reade Theatres, New York City. Les Seligman, treasurer of Favorite Films, is another who is vacationing here.

Sidney Kane in Florida

CORAL GABLES, FLA.—Sidney Kane, executive advertising director for David O. Selznick, was in southern Florida for the premiere of "Duel in the Sun." He was accompanied by Mrs. Kane.

J. D. Steen Sells

ELLAVILLE, GA.—J. D. Steen, operator of the Ellaville Theatre since last August, has sold the house to Mr. and Mrs. A. C. Hostetter and has gone to Brooksville, Fla., to enter another business.



MPTA Wants to Scan Individual Contracts

TORONTO—The Motion Picture Theatres Ass'n of Ontario wants to see the individual film rental contracts of Canadian distributors before they are put into effect for next season, according to a statement by N. A. Taylor in behalf of the exhibitors organization. The Motion Picture Distributors Ass'n of Canada had announced that the standard contract form was to be discarded for individual rental agreements following the dispute last fall in which circuits and other exhibitors objected to the revised terms for percentage pictures.

Taylor, who was chairman of the Exhibitors Protective Committee, said his association wanted to study each new contract form for possible objections and threatened that the MPTA findings would be passed on to the theatre owners for their guidance.

The revised standard contract last year permitted distributors to collect a share of candy and other subsidiary revenue during the playing time of a sharing picture. The distributors association eventually allowed its members to deal individually with exhibitors on percentage terms and the deadlock was broken.

Halifax 'Underseated'; But Not for Too Long

HALIFAX—There is a threat of "underseating" in Halifax this year. The Community is being demolished and a new theatre being built on the spot; the Orpheus will be razed and the successor will occupy far more space; the Garrick will be shuttered during a radical improvement program; the Casino will also close for a complete redecorating job and alterations.

The Family was closed for about 11 days, while a new projection booth was built. The new Community will not be ready for business before midfall; the new Orpheus, in late December or January.

Audio Films to Move Soon To New Toronto Studio

TORONTO—Audio Films, Ltd., Toronto, a film production company which is linked with Film Laboratories of Canada, soon will occupy its new studio building on the Lake Shore highway a short distance west of the city limits. For a number of years Audio Films has occupied premises adjacent to Film Laboratories in the building at 352 West Adelaide St. but will now have a distinct plant which has been planned for studio purposes.

Audio produces theatre shorts and commercial films, the latter for industrial companies.

I. H. Allen of Astral Films Organizes 16mm Co.

TORONTO—I. H. Allen of Toronto, who has made considerable progress during the last year with his Astral Films, independent distributor, has announced the formation of a second company, Granada Films, for the distribution of 16mm product. The initial releases comprise British and Canadian films, the first being "Children on Trial" and "School for Danger," both from England.

Allen has opened branch offices in six key film centres in the Dominion.

New Pincher Creek House

PINCHER CREEK, ALTA.—Del Fox, who operates the Fox Theatre here will erect a new house this summer. The Fox will be turned into a dance hall.

FPC and United Circuits Report Profit Increases

TORONTO — Famous Players Canadian Corp., in its 27th annual report to shareholders issued April 10, announced net profits for 1946 reached an all-time high of $2,836,066.90 after providing for income and excess profits taxes of $2,135,000. The net is equal to $1.63 on each of its 1,737,072 common shares outstanding. Net profits for 1945 were $1,594,973, equivalent to 91 cents a share.

The surplus account was credited with $1,867,441.04 after payment of 1946 dividends totaling $1,138,550, thus making earned surplus of $11,362,113, against $7,798,266 at the close of 1945.

CURRENT ASSETS

Net working capital last December amounted to $7,984,428, which compares with $2,544,192 one year previously. Current assets totaled $8,456,242 and current liabilities were $471,814.

In the current assets, cash was listed at $2,237,845.45, call loans at $3,340,000 and Dominion of Canada and province of Ontario bond investments totaled $1,384,500. Fixed assets, representing land, buildings and equipment, totaled $10,870,883.48 after allowance for depreciation. The capital stock of common shares is listed at $10,764,890 under the heading of liabilities and capital. Operating profit of $5,599,284 compares with $5,123,790 in 1945.

TEN THEATRES BEING BUILT

In his report to shareholders, President J. J. Fitzgibbons said that 375,000 new common shares had been sold a year ago and, as a result, bond, mortgage and other debt of the company, amounting to more than $5,500,000, had been entirely paid off. He pointed out that the company had ample funds to improve existing properties and to invest in new theatres, of which ten were now under construction.

New theatres are planned for Chilliwack and Kelowna in British Columbia; Port Arthur, Peterboro and Toronto in Ontario; Rouyn in Quebec, and at St. John and New Waterford in the eastern maritime provinces. Because of existing conditions, capital expenditures had been postponed wherever possible.

MONTREAL—Substantially increased operating and total income and net profits in 1946 are shown in the annual report of United Amusement Corp. for the year ended Dec. 31, 1946.

Theatre operating profits were $1,396,170 against $1,198,422 in 1945. Other income of $138,929 brought total income to $1,535,099 compared with $1,329,413 in the previous year.

Depreciation allowance was $107,212 against $101,773. Total taxes of $970,689 included income and excess profits taxes of $267,914. In 1945, total taxes were $904,696, with income taxes totaling $285,094, of which $33,340 was refundable.

$3.15 A SHARE PROFIT

Net profit for 1946 was $254,899, equal to $3.15 per share on the combined A and B stock. This compares with $140,673 or $1.74 per share in 1945, exclusive of the refundable tax, which was equal to 41 cents a share.

Dividends of $1.25 per share were paid, requiring $101,036, same as in 1945. Earned surplus was increased from $373,902 to $527,764.

The balance sheet as at Dec. 31, 1946, shows current assets of $670,362, including cash of $433,147, Dominion bonds of $150,000 and accounts receivable of $40,866. Current liabilities were $202,670, indicating net working capital of $467,692, compared with $530,158 in 1945.

Fixed assets, less depreciation, are shown at $1,852,053 as at the close of 1946, against $1,926,164 a year before. Depreciation reserve deducted was $1,655,473 against $1,558,975. Investments in associated enterprises increased from $658,756 to $918,639.

CORPORATION EXPANDING

In the directors' report, signed by Ernest A. Cousins, president, it states that from funds of the company, interests have been secured in a number of theatres and provision has been made for costs of present new buildings without the need for any additional financing.

During the year the corporation obtained substantial interests in the Cartier and Empire theatres in Quebec City, in the new Ahuntsic theatres in Ahuntsic, the new Normandie in Ville St. Laurent, the Avenue Theatre, Westmount, now under construction, and which will be opened shortly. With its associates in the Empire, Cartier and Avenue theatres the company is building a new theatre in Limoilou, Quebec. Work was started on the company's new theatre at Cote des Neiges roads which it is hoped will be in operation this year.

Candy Bars at 8 Cents Absorb Price Squawks

Calgary—Raising of admission prices in Alberta came at a fortuitous time for theatre operators. At the same time as admission prices went up, costs also increased on many other items.

The public seemed to vent most of its displeasure at the boost in the cost of candy bars from 5 cents to 8 cents. This plaint and grousing over other increases absorbed resentment that might otherwise have been directed at the raise of a few cents in theatre prices. The public knowledge that theatre prices include a 30 per cent tax was another factor in the theatres' favor.

Exhibitors report that objections voiced at the boxoffice were confined to a few sarcastic remarks about the times in general, with no violent abuse or resentment of theatres.

Eastern Theatres Reports Net Profit of $103,780

TORONTO—Eastern Theatres, Ltd., a subsidiary of Famous Players Canadian Corp. which operates the Imperial here, largest theatre in Canada, has reported a net profit for 1946 of $103,780, compared with $60,625 in the preceding calendar year.

Earned surplus at the end of the year stood at $313,357, compared to the previous total at $225,006. Net working capital was $179,745, much higher than at the close of 1945. Operating profit before depreciation and income and excess profits taxes stood at $240,216, compared with $219,986 in December 1945. Taxes in 1946 were considerably lower at $133,633.

The Imperial seats 3,373 persons.

VANCOUVER

Equipment business is booming in British Columbia and Alberta. Many spots are installing new projectors, lamps and sound systems: Other theatres are waiting for new seats to arrive from eastern Canada. These are still in short supply . . . Crime and horror subjects have been eliminated from Saturday matinees in most area theatres. Exhibitors are stressing suitable films for the youngsters. This action was the result of an active campaign by the Vancouver council of PTAs.

The Park, inaugurating a new series of previews, got off to a good start with a capacity audience viewing "Stairway to Heaven." Film men predict this new weekly feature will be a success at this ace suburban house. Admission is 60 cents . . . The newsprint shortage has hit the amusement business here, the shortage has become so acute that the Vancouver Sun has eliminated theatre advertising completely on Tuesdays. A limit of 700 lines a day has been placed on advertising for any one theatre. Other B. C. newspapers have also cut space.

Elmer Smith, veteran projectionist at the Broadway, died here at 62 . . . Connie Brown, formerly of the Lux Theatre, is now secretary to Al Mitchell at the uptown Plaza. Bob Millman jr. is another new addition to the Plaza staff.

George Altman, manager of Hygienic Productions, and Norman Clavir of Artkino have left Vancouver for their Toronto headquarters . . . "Open City" roadshowed at the Lyric to capacity business . . . Owen Bird of Columbia circuit, with headquarters at Golden, B. C., who plays five towns with 16mm, reports that business is tops in the Rocky mountain spots.

Sam McLemon, who operates the two theatres at White Horse, Y. T., was in town on his annual booking visit . . . Another visitor is Dan McLellon of the Barbara Theatre, Britannia Beach, B. C.

A. C. Blain, president of Cranbrook Theatres, who operate Cranbrook and Kimberly in the Crows Nest Pass district, is holidaying at Radium Hot Springs. His son Norman is manager of the Star Cranbrook and Donald is in charge of the Orpheum Kimberly. Ben Murgatroyd, former Odeon Theatre manager at Trail, B. C., is now in partnership with a former projectionist at the Modern Electric store, Cranbrook.

Nina Smith, Monogram secretary, married Alvin Graham and is honeymooning in Alaska . . . Judy Kennedy of the Plaza Theatre married Bill Wallace of the Royal Canadian Mounted Police, and Eva Reid of 20th-Fox will be married to Arthur Bolster in June . . . J. Arthur Rank, British film magnate, will visit Vancouver in May. He will stop off here on his way to Hollywood to meet his daughter. It is definitely reported he is not coming here with any plan for a British Columbia Hollywood, as was at one time suggested.

Bill Forward, B. C. manager of General Theatre Supplies, is laid up with a wrenched back . . . Everyman's Theatre, a repertory company which boasts as an objective "to retain and exploit Canadian talent," and whose leading men double as scene-shifters, will present three plays here April 21-24. Talent is drawn principally from the four western Canada provinces and all but two members of a company of 13 have had no previous opportunity of indulging in other than amateur efforts.

Two New Theatres Opened in Hull, Ont.

HULL, ONT. — This city celebrated the opening of two new theatres in one week. Mayor Raymond Brunet and civic officials took part in the ceremonies inaugurating the Figaro at 185 Laval St. and the Montcalm on St. Joseph boulevard. Each cinema seats approximately 500.

Ernest Dufour, owner of the Figaro, had offered to donate to the nearby Catholic church building fund the gross proceeds of the opening night performance, but the priest declined to accept the gift, as a protest against the construction of a theatre in the neighborhood.

The Montcalm, in another suburban section of Hull, is being operated by the Wrightville Amusement Co., of which the prime mover is Louis Bisson, former ferry command pilot and operator of a bus transportation system. Bisson donated the receipts for the opening night to the benevolent fund of the Ottawa-Hull Richelieu club and the money was formally accepted by Dr. Paul Cote in behalf of that club.

Hull now has four theatres for a population of 35,000, the original houses being the Cartier, a unit of Famous Players Canadian Corp., and the Laurier which is operated by Donat Paquin. The latter has also the Francais and the Victoria in Ottawa, across the river.

W. J. Risewick Will Head Shelly Laboratories

TORONTO—Leon Shelly of Toronto, formerly of Vancouver, has appointed William J. Risewick as general manager of the laboratory division of Shelly Films, Ltd., Toronto, which has had a studio at Long Branch since the war.

Risewick, who resigned as general manager of Film Laboratories of Canada here, will have charge of the printing of films for Canadian distributors. He has been identified with the film industry in the U.S. and Canada since 1917, having been associated with the Lyman H. Howe Co. from 1917 to 1931, after which he was in charge of laboratory work for Burton Holmes in Chicago several years.

Risewick is a member of the Canadian Picture Pioneers and has been president of the Canadian Kennel club for seven years. In addition to being rated as an authority on dogs, he is interested in show horses, being a director of the Canadian Thoroughbred Horse society. In his capacity as a dog and horse fancier, Bill is a prominent member of committees associated with the Canadian National exhibition, which is being revived this year at Toronto, and the Winter fair.

Late Change in Price Voids Million Ducats

Toronto—Admission price changes are not always effected smoothly.

Recently all arrangements had been completed for a special film engagement (not in Toronto) when a change in the admission scale was decided upon. Then it was discovered that a large quantity of tickets had already been printed in readiness for the opening. The supply, said to be close to a million tickets, had to be destroyed and an entirely new lot printed in a hurry.

But, after a big opening week, the picture looks as if it will run until summer.

OTTAWA

The structures of two new suburban theatres have been completed and finishing coats are about to be applied. One is the west end house which is being built by Zumar Bros. and the other is the Lynden which is being constructed in the eastern section by Casey Swedlove, whose lease of the Little Theatre is expiring. The Little, a former church, is the property of the Ottawa Drama league.

The Eastview in Eastview, Ont., owned by Terry Lewis, was closed for two days in observance of Catholic Holy days . . . A visitor was Stu Gillespie, once manager of the Elgin here and now with Audio Films, Ltd., Toronto. While here he took moving pictures of Barbara Ann Scott, world figure-skating champion.

Tom Bowyers, manager of the Movie club division of Odeon, conferred with F. Gallup, new manager of the Avalon, on Saturday morning programs for juveniles. The Avalon club is once more hitting a good stride . . . Friends in Ottawa are awaiting further word from Suzanne Cloutier, daughter of Edmond Cloutier, government official, regarding a Hollywood report that she has been assigned an important role in a picture to be produced by Darryl F. Zanuck.

After staging a special midnight show with a film program devoted exclusively to sport pictures, Manager T. R. Tubman of the Capitol put on a midnight performance April 11 for the many local skiers, the proceeds to be devoted to a fund for the sending of a team to the Olympic games in Switzerland next February.

Bing Crosby is reported to be one film star who will attend the Marian Catholic congress here in June. It is expected to bring many thousands of worshippers to the capital city . . . The FPC Cartier in Hull had a busy week with special screen attractions in commemoration of the tenth anniversary of the theatre.

Theatre Bandits Caught 90 Minutes After Holdup

ST. JOHN—Two men who held up the Capitol at Fredericton were apprehended in a stolen car when they were about 15 minutes out of St. John, only 90 minutes after the holdup, which netted them $134.

One of the duo flashed a pistol on Mrs. Kay Burtt, cashier, who was figuring her statement for the night, and demanded the money. She passed the receipts through an iron grill, and the holdup man then rushed to the curb, where a car driven by his companion was standing. The getaway car was quickly apprehended by police who were given a flash on the robbery.

FPC and Odeon Building Port Arthur Theatres

PORT ARTHUR—This city will soon have two new theatres. Both Famous Players and Odeon have been granted permits. FPC's new house will cost $100,000; Odeon's $150,000.

Thus Port Arthur, now an FPC situation, soon will have Odeon opposition, and Odeon also will oppose FPC in Fort William, where a 1,000-seat de luxe house will be erected.

To Build at Bella Coola

BELLA COOLA, B. C.—William Risk will erect a new theatre in this northern British Columbia town.

Holdovers Feature Week at Toronto

TORONTO—Five holdovers featured the theatre scene last week, which had rainy weather, pro hockey playoffs and a rodeo for opposition. "The Jolson Story" was still going nicely at the Tivoli and Eglinton in its fourth week and "My Favorite Brunette" had a strong second week at the Imperial, while "The Egg and I" was worth while in its second week at the Uptown.

(Average is 100)

Capitol and Victoria—**Black Beauty** (20th-Fox); **Stanley and Livingstone** (20th-Fox), reissue..... 97
Eglinton—**The Jolson Story** (Col), 4th wk..... 95
Imperial—**My Favorite Brunette** (Para), 2nd wk.....105
Loew's—**The Macomber Affair** (UA).....110
Shea's—**Song of the South** (RKO), 2nd wk..... 95
Tivoli—**The Jolson Story** (Col), 4th wk..... 95
Uptown—**The Egg and I** (U-I), 2nd wk.....100

Montreal Holds Over Trio After Good Easter Week

MONTREAL—Three holdovers resulted from good Easter week attendance at the first run theatres. The Capitol did excellently with "My Favorite Brunette" and extended its showing for a second week. At Loew's "The Razor's Edge" started what is expected to be a fairly lengthy run.

In the far west end crowds thronged to the Kent to make a record week for the first local showing of "The Best Years of Our Lives." Only moderate business was reported for "The Bachelor's Daughters" at the Imperial, "Song of the South" at the Princess, "Humoresque" at the Palace and "La Premiere Romance," French language offering at the Orpheum. All ran one week only.

Capitol—**My Favorite Brunette** (Para).....Very good
Imperial—**The Bachelor's Daughters** (UA); **Rolling Home** (SG).....Fair
Kent—**The Best Years of Our Lives** (RKO).....A boom
Loew's—**The Razor's Edge** (20th-Fox).....Big start
Palace—**Humoresque** (WB) .....Disappointing
Princess—**Song of the South** (RKO) .....Good but didn't click

Vancouver Business Much Better; Downtowners Play to Capacity

VANCOUVER—Business took a turn for the better. All downtowners played to capacity including "My Favorite Brunette" at the Capitol, "Sinbad the Sailor," Orpheum, and "Song of Scheherazade" day and date at the Vogue and Hastings, and a moveover of "The Clouds Roll By" at the Dominion.

Capitol—**My Favorite Brunette** (Para).....Good
Dominion—**Code of the West** (RKO); **Till the Clouds Roll By** (MGM), moveover.....Good
Hastings and Vogue—**Song of Scheherazade** (U-I) .....Good
Lyric—**Open City** (M-B).....Good
Orpheum—**Sinbad the Sailor** (RKO).....Excellent
Paradise—**Out California Way** (U-I); **Mr. Hex** (Mono).....Good
Plaza—**White Tie and Tails** (U-I); **North of the Border** (PRC), 2nd wk.....Fair
State—**Trail to Mexico** (Mono), plus vaudeville .....Fair
Strand—**Cross My Heart** (Para); **Blind Spot** (Para).....Average

Lineups at Boxoffice Reappear in Calgary

CALGARY—Spring weather and drying winds brought out the buying public, and mercantile houses along with theatres felt the benefit. However, the theatres were handicapped early in the week with the final hockey playoffs which held many fans at the radio and packed the arena. All downtown houses had good attractions with attendance at the weekend bringing nightly lineups back again. The split-week Palace hit the jackpot with "The Locket" and the Grand played up Academy award winner Olivia de Havilland in RKO's drama, "The Dark Mirror."

Capitol—**California** (Para) .....Very good
Grand—**The Dark Mirror** (U-I).....Excellent
Palace—**The Locket** (RKO).....Very good

ST. JOHN

Larger and more appealing lobby space has been given special attention by exhibitors in the maritimes. These are factors in new theatres now under construction or planned this year. At the Casino, Halifax, Odeon is providing more lobby space by eliminating two stores on the street floor which had been rented. Other theatres acquired by Odeon in recent years likely will be given similar treatment this year. Other circuits are also considering enlarging and beautifying their lobbies.

A penalty for once having been a warbler of illustrated songs at film theatres, Archie Mason, owner of the Capitol, Springhill, N. S., is called on frequently to vocalize. Usually he agrees but on a recent stop in a Halifax restaurant, he had to refuse because of "clogged pipes" due to a cold. His alibi was accepted.

Harry Cochrane of Halifax, veteran orchestra leader, and Percy Belyea of St. John, veteran band leader, joined in handling the music for the "Ice Cycles" at the Halifax Forum. Belyea is planning to import vocalists from the U.S. to sing with his band this summer. Two years ago Belyea visited Hollywood and was entertained by Louis B. Mayer, Walter Pidgeon and Jack Cummings, ex-St. Johners.

A graphic illustration of the potency of amateur hockey is provided by the large operating profit for four and one-half months at the Halifax Forum, and the $54,160 paid out of the Forum receipts to hockey teams, board of censors and the Canadian Amateur Hockey Ass'n. Paid to the Crescents, "amateur" hockey team, which had represented Halifax very dismally in the maritime league, was $25,676. The city owns and operates the Forum and will use it during the summer season for boxing, roller skating, dancing, roadshow films, etc. The seating capacity is to be enlarged and new exits installed. It is estimated profit at the St. John Forum for the past hockey season was about $25,000. Unlike the situation at Halifax, Murray Long and Harry Tippett, operators of the St. John rink, also operate the hockey team. This rink will be used for boxing and wrestling until the hockey resumes in early November.

Tuesday is Treasure Chest night at the Halifax Gaiety . . . Planned for the new Armview of Affiliated Theatres at Armdale, Halifax, are some promotional numbers to attract attention to the debut of this suburban house . . . What was once the Capitol Theatre at Shediac, N. B., was destroyed by fire recently. After Joe LeBlanc, owner, opened a new theatre about two years ago, the Capitol was converted into two stores and two apartments.

A tieup has been made between the Odeon Kent at Moncton, N. B., and a cereal firm for distribution of prizes at Saturday morning shows for youngsters; (Odeon Movie club) . . . June 1 has been considered as the start of demolition of the Halifax Orpheus FPC in prepartion for construction of a larger and more ornate successor.

Borden Lunn of Perth-Andover, N. B., was acquitted of manslaughter but found guilty of reckless driving and sent to jail for six months, after his car crashed into the Capitol Theatre, Andover, and killed Robert McNally, a passenger.

Handless Harold Russell, 33, awarded an Oscar for 1946 as a supporting actor in "The Best Years of Our Lives," is eyeing the advertising end of films for his future more than the acting, he avers. He's Sydney born . . . The loot of thieves who broke into the Halifax Casino was about $10, including 40 theatre tickets . . . Jim McGarrigle of St. John, a veteran showman who ranged from pioneering in film exhibition to tenters, with stagers and fairs in between, has been hospitalized.

Sammy Kunitzky, manager of the UA exchange, was in charge of the Strand for the four days that FPC Spencer house was rented by UA for roadshowing of "Henry V" at the unusually high top of $1.96.

Coin machine distributors based here are warring over locations through the maritimes, including those showing films. Considerable feeling is reported to have developed, because of a distributor penetrating spots which had been monopolized by someone longer in the game.

In Canada First, Then U.S.

TORONTO—Canadians note with interest that two features are about to be released in the U.S. which already have had considerable play in the Dominion. One is "San Demetrio, London" which was distributed in Canada by Esquire Films some time ago. The other is "St. Francis of Assisi," a Mexican production, with which Alliance Films has already had considerable success, including roadshow engagements at Toronto and Montreal.

To Telegraph in U.S. Strike

TORONTO—The U.S. telephone strike caused a shift to telegraph by theatre and film companies here which ordinarily phone grosses and other figures each night to home offices in New York. The Bell Co. in Canada declined to accept any long-distance business for the States unless the subject was one of strict emergency, and the telephone company made the decision.



Kill Those Who Come Late to Shows! Cries Winnipeg Newspaper Critic

WINNIPEG—Habits of a certain type of theatregoer aroused the wrath of the Tribune columnist, Ted Schrader, who reports his sad plight when viewing "The Jolson Story."

Schader writes in his column, I Write What I See: "They say 'The Jolson Story' was terrific. It built up to a moving climax. I was there, but I don't know. For 25 minutes by the clock, seeing the screen was like watching a parade through a string of passing freight cars.

THEATRE IS "HAUNTED"

"The show was haunted by the type of persons who read the last chapter of a book first. They decided that the best time to enter the theatre was toward the end of the film. For 25 minutes they jammed the aisles, poked people in vain effort to find empty seats, and made customers stand up as they crowded past.

"Each time I gathered my coat and hat together, stood up and let someone crowd by. Each time the patron would get settled when he or she would spot a seat with a better view. I was jumping up and down so much I felt like a fan at a baseball game.

"A woman and a small boy sat behind me. I had always assumed talking pictures eliminated explanations. Not so. The woman babbled constantly. And when the child didn't ask, 'What's happening now?' the woman talked anyway. All Larry Parks had to do was walk across the screen. The woman would say: 'Look, he's walking across the room.' Maybe she had never seen a movie before.

SHOW IS IN THE BAG

"Her conversation was punctuated by a candy bag. It put in every comma, period and exclamation mark.

"If these view blockers had been at a wrestling match, the crowd would have let off steam."

Schrader concludes with the observation that theatre pests are of a breed with people who block the aisles in buses. He ends with the observation: "All inconsiderate people should be shot. Then the world could be given back to the apes with instructions to make a better job of evolution."

Canadian Beaver on Television

MONTREAL—Films showing beaver in Prince Albert National park, Saskatchewan, were televised from Washington, D. C. Some of the beaver shown were "little brothers" of the late Gray Owl who occupied a cabin on the shores of Ajawaan Lake in the park.

Ontario Ticket Levy Limited to Sports

Toronto—Ontario province will impose an amusement tax, but only on sports events. Following a vigorous campaign by theatres and organized labor against the revival of the levy on admissions to cinemas, Premier George Drew introduced a resolution in the Ontario legislature to amend the athletic control act to provide for an assessment on sports patrons.

The revenue will go to a new account known as the physical fitness and recreation fund to finance physical education camps and community centers. Provision is made for a tax of from 1 to 5 per cent on boxing and wrestling and a maximum of 2 per cent on all other athletic events.

Two Theatres in Works In Minneapolis Territory

MINNNEAPOLIS—Plans have been drawn here for two new theatres and several improvement projects in the territory. The Benfield-Schenecker company will build a $65,000, 650-seat house at Webster, S. D. A new 400-seat theatre at Clinton, Minn., will cost $40,000. The improvement programs are for the Rivoli, La Crosse, Wis., and the Ideal, Bloomer, Wis.

Plan Kamloops Expansion; FPC and Odeon to Build

KAMLOOPS, B. C.—Famous Players has purchased property next to the Capitol for expansion purposes. Odeon Theatres has bought the McDonald estate, which includes a home and three stores opposite the Strand, now closed. Odeon will build as soon as the present leases expire and building restrictions are lifted. FPC has had Kamloops exclusively for the last 18 years.

Woman Declines Perfume

OTTAWA—In exploitation for "Song of Scheherazade" at the downtown Centre one woman patron declined to accept a bottle of Scheherazade perfume offered her as a free gift when she entered the theatre. A quantity of the perfume had been secured by Manager Gord Beavis to present to the woman who stepped through the entrance each hour on the hour.

Three Drive-Ins Probable At Toronto This Season

TORONTO—Three drive-in theatres may be erected in the vicinity of Toronto during the coming summer.

The tentative site of one automobile arena is at Wilson avenue and Dufferin street in the northwest part of the city; the second is north of town at Sheppard avenue and Dawes road, and the third is east of the city in Scarborough township.

The only open-air theatres operated last year in Ontario were near Hamilton and Windsor.

The Dawes road project is planned by a Cleveland syndicate headed by Herbert Oaks. His application to the North York municipal council for a permit was laid over in order to hear the views of district residents. A majority of the property owners approved the proposal on the ground that a theatre would boost local business.

James M. Brandon, representing the Canadian Drive-In Theatre Co., has announced that 20 acres has been acquired at Kingston road and McCowan avenue for the Scarborough township theatre which, with land, is expected to cost $125,000. No loudspeakers are to be used so that nearby residents will not be disturbed. The screen will measure 50x40 feet.

Film Attendance in 1946 Over 11 Million in N.S.

HALIFAX, N. S.—Of the 13,501,357 who paid amusement taxes during the 1946 fiscal year in Nova Scotia, 11,101,696 were theatregoers and 1,284,540 attended other amusements. Attendance at Saturday afternoon and statutory holiday matinees at which no tickets were used totaled 1,124,121. Of the $421,605 gross income of the provincial board of censors, $294,009 came from theatres, an increase of $6,315 over 1945. Screening of films brought $20,140. Pari-mutuel betting produced $19,732. The income from other than film theatres was $56,988.

Presented for censoring were 2,455 film subjects. Only three of all these were rejected as "poor entertainment." Scenes and dialog were eliminated from 14 subjects. The tag, "Not Suitable for Children," was placed on 30 subjects. Of the 2,455, the number produced in the U.S. was 2,414.

Although the gross income of the censor board increased, the number of theatre admissions was below that of the preceding year.

The figures appeared in the annual report of the board to the annual session of the provincial assembly in Halifax by Stephen A. Doane of Halifax, chairman.

Marcus Loew's Will Pay $15 Premium, Interest

TORONTO—In the retirement by Marcus Loew's Theatres of the 6,539, 7 per cent preferred shares, a premium of $15 is being paid on the $100 par stock, plus accrued interest. The amount required, $763,428, is being paid out of liquid assets and no additional financing will be necessary.

In its last financial statement, the company, which operates two theatres in Toronto, showed current assets of $936,194 including cash of $430,777 and government bonds of $502,500.

To Build at Lake Cowichan

LAKE COWICHAN, V. I.—J. Whittingham, who operates a theatre at Youbou, says construction will start soon on a modern theatre to seat 440 at Lake Cowichan. It will be air conditioned and have a soundproof nursery.

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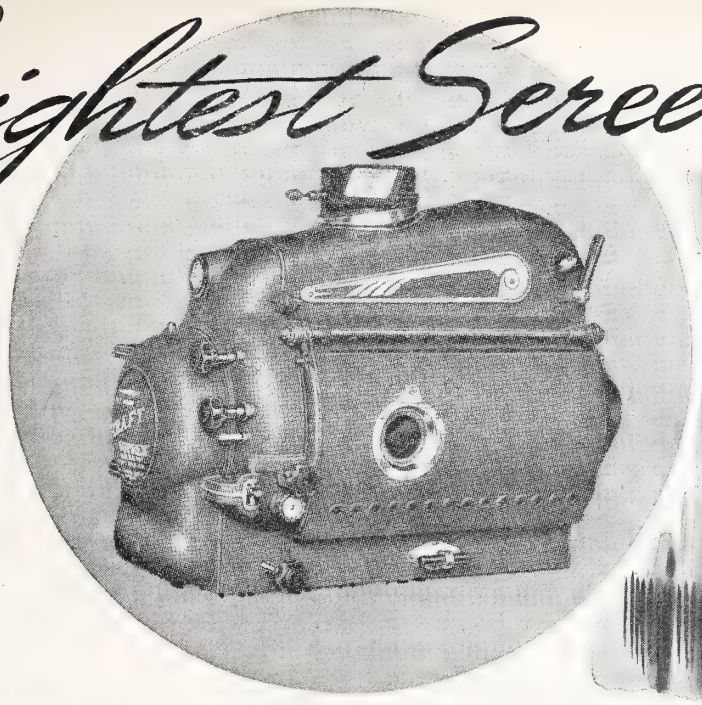
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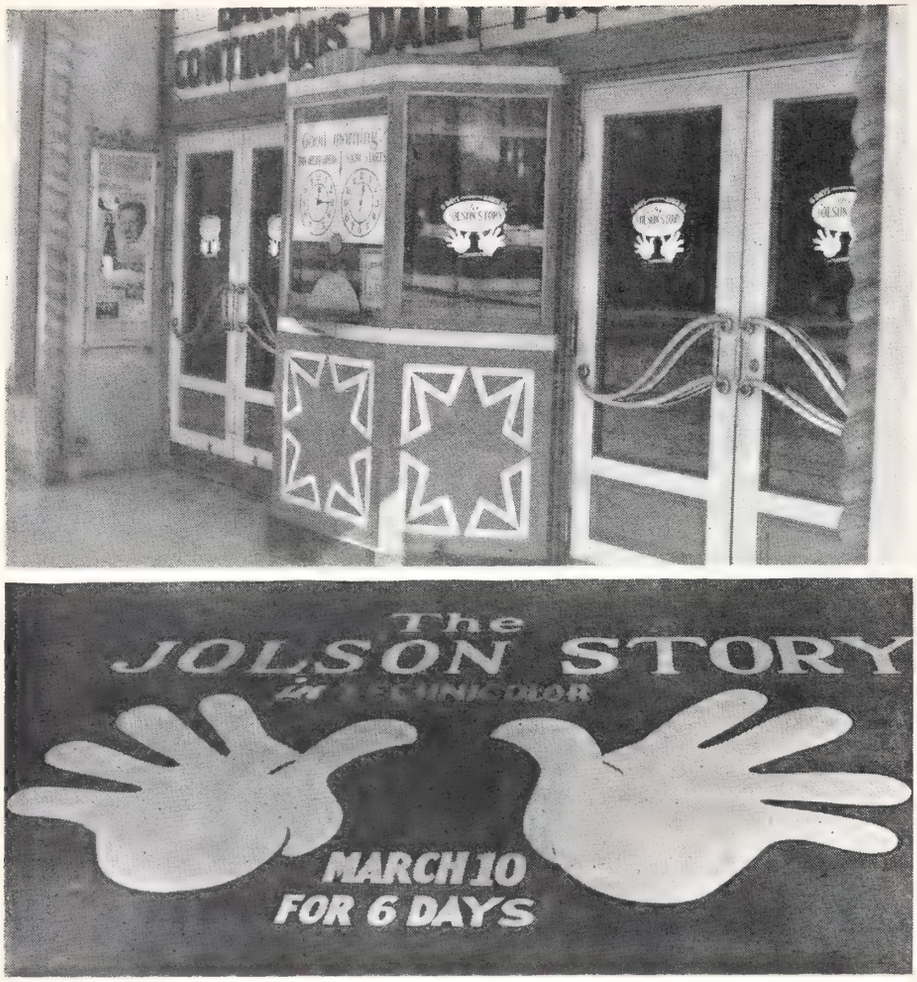
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White Gloves Sell 'Jolson' in Halifax



HALIFAX—Two white-gloved hands were the key to exploitation carried out by Tiff Cook, assistant manager of the Capitol Theatre here, for "The Jolson Story."

Outstanding display piece was a painting on the lobby floor as shown above. The floor is dark gray flagstone and the white hands and letters stood out sharply. The design was painted with showcard color and after it dried, two coats of shellac were put over it.

"This was something new for our patrons," said Cook. "Some tried to walk around it; others stamped right over, but not without looking at it first. At least 70 per cent of the patrons saw it when they were coming in and the others saw it on their way out. You could not miss it, unless you sneaked in the exits."

The white gloves and Jolson copy were also painted on the doors and boxoffice and remained up for two weeks before the opening. The picture held over for a week, which is "remarkable in this city," Cook said.

Single Houses and Circuit Are Offered at Calgary

CALGARY—Three theatres and a theatre circuit were listed for sale in a recent edition of the Herald here. Two of the houses are listed as 350-seat theatres and were priced at $42,000 and $34,000 respectively, while the circuit, which includes an automobile, was modestly priced at $5,800.

The Rex Theatre at Bowness, near here, is up for a figure approximating $25,000.

Theatres in British Columbia and western Canada have been selling for what industry observers say are far more than they are worth, but it looks as if the war boom is over and prices are getting back to normal.

Bingo Refunds at Quebec

QUEBEC—Officials of a giant bingo game, set for April 7 but canceled because of a Quebec government crackdown on commercial bingo games, said that refunds were being made to holders of tickets purchased before the ban went into effect. In previous games, as many as 8,000 persons jammed their way into the coliseum, spending an average of $5 a person in an effort to cash in on the $13,000 in prize money. In one game, gross receipts were reported to be $41,000.

Test Case on Lord's Day Seen Looming in B.C.

Vancouver—War veterans will defy Sunday blue laws despite a threat of prosecution against sponsors of a recent Sunday concert at the Orpheum Theatre. Legion members say the present silver collection will be dropped and tickets sold openly.

This action may cause a test case of the Lord's day act in British Columbia which at present will not allow any direct or indirect admissions for Sunday entertainments. The Lord's day act is a law that has been on Dominion books for more than 100 years.

MONTREAL

Filmrow executives and staff members are using the airplane more every year. Haskell Masters, Toronto, Canadian general manager of Warner Bros., left Sunday (6) by air for Europe accompanied by his wife. They will visit several countries . . . Felicia Jansen, stenographer in the Montreal office of 20th-Fox took the plane to New York for Easter . . . Molly Foreman, Montreal manager of Alliance Films, spent Easter in Toronto.

Leo Choquette, Montreal, proprietor of the Choquette circuit, is Hollywood bound to visit the studios . . . Philippe Senecal, Ste. Therese, proprietor of the George Theatre there, has returned from a three-week motor trip to Florida. He stopped at Warners' Filmrow office here on his return and did some booking.

PRC announces that from April 15 onward all posters will be sold direct from PRC head office in Toronto . . . Staff happenings on Filmrow: Romeo Gaudreau, Paramount salesman, spent three days on business at Manawaki, Mont Laurier and Buckingham; Joe Dolman, Columbia booker, is resigning to open a clothing business; George Koppelman, PRC salesman, returned from a business trip to Rigaud, and left immediately for Hull, Que.; John Bastien, a new assistant booker at United Artists, replaces Gordon Wynn who returned to Toronto.

British films shown here will be minus the familiar signature "Tyrrell of Avon." Lord Tyrrell, president of the British Board of Film Censors, died in his 81st year . . . Much opposition was recorded in Edmonton to an Alberta government ban on the British Information Service film, "Man—One Family" which was excluded from Alberta schools ostensibly because "it did not fit in with the curriculum," but—critics of the government's action say—really because it "ran counter to Social Credit political policies."

Gordon Alexander of Ottawa, director of printing production for the National Film Board, has been appointed supervisor of advertising in the public printing and stationery department . . . Montreal Local Council of Women is vigorously protesting against the eviction of tenants to make way for the building of a new theatre at the corner of St. Catherine and Crescent streets.

El Morocco, completely renovated, reopened under ownership of a syndicate headed by Yvon Robert, former world's champion wrestler . . . Robert Muzard, French film producer, is in Montreal looking for a studio from which to produce films here. The first of which will concern the life of Isaac Jogues, missionary martyr.

Mayor Camillien Houde saw a special screening of "The Best Years of Our Lives" at the Kent and was so pleased with it that he got himself photographed shaking hands with Arthur Bahen, manager of the theatre . . . Louis Desbiens, chairman of the Quebec Board of Film Censors, states that the distributors have the right to appeal the board's ban on "The Outlaw" starring Jane Russell, which has been shown in all the other eight provinces of Canada.

Cinema business in Montreal is described as "very solid," although officials say they scarcely expect a repetition this year of the very high grosses of 1946 . . . Morris C. "Rusty" Davis, who wrote the musical score for National Film board's muskox film, has severed connection with Canadian Broadcasting Corp. and will work as a free lance. He has under way original scores for other Canadian films.

TORONTO

Paul L. Nathanson, former president of Odeon Theatres of Canada, and Mrs. Nathanson have returned after spending the winter in Florida. After a brief stay here they proceeded to Montreal where they have taken permanent residence . . . Also returning from the south were Jule Allen, head of Premier Theatres and other Toronto companies, and Mrs. Allen.

President A. W. Perry of Empire-Universal and M. J. Isman, executive assistant, were in New York for a sales conference . . . Harvey Hunt, chief booker for Odeon Theatres here, has gone west to check with Odeon managers in British Columbia on booking policies.

Filmrow had two visitors from Windsor—Simon Meretsky, managing director for Paramount Windsor Theatres, and Barney Mechanic, proprietor of the Temple . . . Another visitor was Bruce McLeod of Kitchener who has a number of theatres in western Ontario . . . After returning from a business tour of the maritime provinces, Dave Griesdorf, PRC general sales manager went to a sales convention at the west coast.

Two local theatre managers have recovered from sickness and are back at their posts. They are Al Perly of the Midtown and Harold Jackson of the Bayview, both units of 20th Century Theatres . . . Ben Geldsaler, FPC booking department manager who has been on the ailing list for several weeks, and Mrs. Geldsaler left for a cruise in southern waters.

Joe Meyers, who resigned recently as booker for Allied Cooperative Theatres, has returned here after a stay in Chicago. Prior to going with Allied he was with Canadian Odeon here.

Recent visitors were President Steve Broidy and Sales Manager Ed Moray of Monogram Pictures Corp., New York, here for a conference with Oscar R. Hanson, president of the Canadian Monogram.

Screen Guild of U.S. Gets 'Bush Pilot' Distribution

TORONTO—Made in Canada last year by Dominion Productions, "Bush Pilot" is being distributed by Screen Guild Productions of New York and Hollywood, Geoffrey H. Wood, president of Dominion, reported. Rochelle Hudson is the leading lady.

Only two Canadian features have been produced since the war, "Bush Pilot" and "Whispering City" J. Arthur Rank Organization has secured distribution rights for the latter, which was made by Quebec Productions Corp., St. Hyacinthe. This picture has a French duplication called "La Forteresse" with an all-Canadian cast.

There has been no announcement of other production plans and the budding Canadian film industry appears to have reached a temporary lull.

G. Mathews, Monogram's Ontario Manager, Resigns

TORONTO—G. A. Mathews has resigned as Ontario manager of Monogram Pictures of Canada, which is linked with the J. Arthur Rank Organization. He took over the position last year.

Robert Glendenning, former publicity director at Toronto with Eagle-Lion Films of Canada is now with New World, a Canadian topical and pictorial magazine. Glendenning has been succeeded by Frank Failes.



MANITOBA MOTIF—Newly elected officers of the Manitoba Motion Picture Exhibitors Ass'n are pictured together with chairmen of the committees in charge of its recent annual general meeting.

Front row, left to right: H. Gray, manager of the Lyceum, invitations committee; B. K. Beach, secretary-treasurer, Western Theatres, secretary; R. D. Hurwitz, general manager, Main Street pool, honorary president; M. Triller, Dominion, president; S. R. Miles, general manager, Western Theatres, vice-president; H. A. Bishop, Manitoba supervisor of Famous Players, hotel committee.

Back row: S. Rosenblat, supervisor, Western Theatres, registrar; T. Pacey, manager, Garrick, entertainment committee; W. J. Halparin, Paris, independents; H. Kramer, manager, Starland, publicity; H. Prygrocki, King's, treasurer; B. Sommers, manager, State, independents.

Say What You Think!

Your Opinion Is Appreciated

Your experiences with various films are of great value to other exhibitors. They will read with interest and we will greatly appreciate the favor. Fill out the blank below and send it to BOXOFFICE for publication in the popular department—

THE EXHIBITOR HAS HIS SAY

On any blank paper you have around, add your report on additional titles you have shown recently and send along with the coupon.

TEAR OUT AND MAIL

Picture Report to:

The Exhibitor Has His Say

BOXOFFICE, 825 Van Brunt Blvd., Kansas City 1, Mo.

Title..... Company.....

Comment .....

.....

.....

Exhibitor.....

Theatre..... Type Patronage.....

Town..... State.....

B&K to Build 'Theatre of Tomorrow' In Toledo at Cost of Two Million

From Mideast Edition

TOLEDO—A downtown theatre costing more than $2,000,000 will be built for Balaban & Katz of Chicago, whose lease on the 3,600-seat Paramount here will expire in June 1948. The new house, to seat 2,500, will be built at Jackson and Superior streets, and will be ready for occupancy by that time, said John Balaban, secretary-treasurer of the circuit, who recently concluded negotiations for purchase of the property. B&K also operate the Princess, downtown holdover house.



JOHN BALABAN

Terming the new house the Theatre of Tomorrow, Balaban said it would be "the most modern in the world," devoted exclusively to motion pictures and television. The property has a frontage of 200 feet on Superior street and 128 feet on Jackson street. Marvin Harris, manager of the Paramount, said the new site was selected because of the proximity of parking space and public transportation.

BUILDING COSTS $1,500,000

The theatre will consist of main floor, balcony and loges and the building alone will cost more than $1,500,000. Provision will be made for two stores on the ground floor on Superior street, but that will be the only commercial development outside of the theatre itself. Equipment and appointments of the new house will include all of the advances and developments made by the B&K planning board during the war years when theatre building was impossible, Balaban said.

Among developments to be utilized are those of the firm's Chicago television station, WBKB. Balaban said large screen television for theatres soon will become practical and the new Toledo house will be so equipped that important news and sports events can be telecast.

The new house will be of modern, functional design and glass plastics, and "dramatic" lighting will be utilized extensively. The conventional marquee will be replaced by a news sign which spells out running messages on the current picture and its stars.

The entrance design calls for an all-glass front and Tuflex glass doors opening the lobby to the sight of those passing. Concealed lighting effects developed in the General Electric Co.'s Nela Park laboratories in Cleveland will highlight the appointments.

Wartime electronic discoveries, Balaban said, have resulted in new sound projection devices and acoustical treatment, which will be used for the first time when they are incorporated in the Toledo house. The seats will have 36 inches from the back of one seat to the seat behind it, and pushback chairs, upholstered in air-foam rubber with plastic coverings, will be installed.

AIR TO BE STERILIZED

All air entering the theatre will be sterilized by germicidal lamps and cleansed by air conditioning methods controlling temperature and humidity. Germicidal lamps also will be installed in the restrooms.

Among unusual service facilities planned is a playroom for youngsters, equipped with slides, toys and games and attended by a qualified nurse. Exhibit halls are under consideration where amateur photographers and painters can show their work.

Balaban said that this is the first opportunity the company has had to execute the new ideas of its planning board. "We have been in Toledo for 20 years and Toledo has been good to us," he said.

He announced that the Princess Theatre will be practically rebuilt.

Several months ago Carl Schwyn Associates, Bowling Green, Ohio, which operates several theatres in northwestern Ohio, including the 1,900-seat State, de luxe neighborhood house in Toledo, took a long lease on the present Paramount Bldg.



"Playing the market or reading the Selling Seats section in BOXOFFICE?"

WINNIPEG

The Oscar-winning "The Best Years of Our Lives" opened at the Garrick April 19. The picture is being shown on a continuous run policy. Prices were hiked considerably over the customary scale . . . The Winnipeg Ballet club has won international fame through two invitations which recently have been extended to the organization. It has been requested to visit Copenhagen to dance in an international dance festival which UNESCO is sponsoring, and has also been invited to dance in London.

The Winnipeg Film club, organized last fall for showing of 16mm films to membership only, has completed a successful year. More than 450 attended the club's Sunday showings which are held in the auditorium once every three weeks.

Picked as the best foreign film of 1946, "Open City" will play Mesho Triller's Dominion for one week commencing April 22. The picture is being presented here by Leo Clavir's Artkino Pictures on a reserved-seat basis with one matinee and one evening performance daily. Price range will be 40 and 60 cents for matinees, and 50, 60 and 90 cents in the evening.

Inaugurating in great style Famous Players' new twin run policy, "The Jolson Story" has been doing outstanding business at both the Met and Uptown, where it is playing simultaneously. The picture went into a second big week at both houses.

CALGARY

Roadways dry here quickly with the advent of warm winds, and film salesmen, tied up by snow and floods for months, have now deserted Filmrow. The improved condition of highways also is bringing relief to the small town exhibitor, many of whom depend on the surrounding farming community. Return to normal business for the theatres has started and hopes are high that good times will continue well into summertime.

Few visitors were noticed along Filmrow last week. Mr. Huchack, owner of the Roxy in Rocky Mountain House, was busy booking. He said snowbound roads were just clearing and that during the past month business was very poor . . . A. J. Purlot, former owner of the Valley in Peace River, also was booking. He was doing the chore for the new owners, W. Todor and A. Polukoshko.

John Booth, who handles Astral Films, reports considerable local interest in "Exercise Muskox," the National Film board picture on Canada's northland expedition. Many of the crew members are residents of Alberta or well known here.

Reports come from Edmonton that "Gallant Bess" and "Blue Skies" topped business done by those pictures in Calgary. These two hit a stormy, cold week when they played here a month ago. Theatre business has greatly recovered in the capital city in the last few weeks.

Business in Eight Lines Slumped in February

From Central Edition

ST. LOUIS—Business in eight types of retail establishments here showed declines during February, ranging from 2 to 24 per cent below February 1946. The local office of the U.S. Department of Commerce reported there was an over-all increase of 10 per cent in dollar sales during the month, the increases being in sales of automobiles, building materials, food and in department stores. Heavy declines were recorded in sales by shoe stores, auto accessories, tire and battery dealers, jewelry stores, clothing stores, taverns and liquor stores. In the state, liquor stores reported a decline of 22 per cent.

Motion picture theatres in the state reported declines of from 12 to 21 per cent in their gross business. Only a few exceptional pictures have been able to beat the business for the comparative period in January, February and March last year, a survey of the industry indicates.

Order Parking Facilities For Any Future Projects

From Mideast Edition

TOLEDO—The city plan commission has ordered an amendment to the Toledo zoning code, to require future building projects, including theatres, to provide adequate off-street facilities for parking of automobiles. The amendment would force owners of all structures erected within the city to incorporate parking facilities in their building or lot-layout plans.

Robert Konwin, assistant city law director, told the planning commissioners he believes the courts would uphold the proposed legislation if its terms were reasonable, although no Ohio city has yet adopted such reforms. Parking requirements in the measure would be geared to the nature of the commercial undertaking, it was explained.

SELLING SEATS

Practical Ideas by Practical Showmen On Merchandising the Motion Picture

Edited by HUGH E. FRAZE

BOXOFFICE Showmandiser SECTION

A GUIDE TO BETTER BOOKING AND BUSINESS-BUILDIN

'HAPPY WEEK' SPRING TONIC FOR PATRONS AND STAFFS

Phone Gag in Window Over PA to Street

ROSWELL, N. M.—Lou Higdon, city manager of the Griffith houses here, began his campaign for "Lady in the Lake" at the Plains Theatre ten days in advance with a lobby display. A large mirror was set facing the entrance. A huge hand pointed at the entering patron and above the mirror a sign bore this copy: "YOU and Robert Montgomery star in 'LADY IN THE LAKE.'"

Three days prior to playdate Higdon arranged for the use of a window in one of the leading department stores here. The window was decorated to simulate a lake scene. Inside, one of the Plains cashiers was stationed from 9 a. m. to 6 p. m. each of the three days with a telephone. She called everyone in the local phone directory to tell them that they were starred in the Montgomery film. A public address system was used from inside the window so that those who stopped to watch could hear the cashier's conversation and know what was going on.

This, according to Higdon, was a real crowd-stopper and resulted in much favorable admission.

Silver Dollar Giveaways Stir Interest in 'Doubloon'

PHILADELPHIA—Playing on the coin idea in "The Brasher Doubloon," Manager Harold W. Seidenberg of the Fox announced in his opening day ad that "Every hour, every day, during the showing of 'The Brasher Doubloon' a patron will receive a rare and valuable coin—worth more than the price of admission."

The message was made purposely vague and created quite a stir.

What Seidenberg did was slip a silver dollar in with the change of a patron each hour. Dollar cartwheels are seldom seen in this section.

Sells "Boomerang" at Fox

PHILADELPHIA — In a tieup with the Pennsylvania Institute of Criminology on "Boomerang," Manager Harold Seidenberg of the Fox set up displays of crime detection paraphernalia in front of the theatre, invited the public to have its fingerprints taken by a representative of the institute in the lobby, and distributed 5,000 fingerprint cards that carried theatre copy. A mailing piece printed in the form of a subpoena was sent to all members of the Philadelphia Bar Ass'n and members of the bench. Professors of the various law schools were guests.

MILWAUKEE—Under the chairmanship of Harry Boesel, downtown Milwaukee district manager, the Fox Wisconsin Amusement Corp. arranged a Happy week as a timely after-Easter promotion. The campaign tied in with the circuit's spring promotional drive.

A special two-frame trailer was run in all theatres a week prior to Happy week with this copy reading: "It's time to LAUGH away your troubles at your friendly Fox Theatre! . . . You will be HAPPY when you see our outstanding attractions next week!"

A figure of Happy, one of the dwarfs in "Snow White and the Seven Dwarfs," was adopted as the symbol of the Happy week campaign.

HAPPY BLOWUPS PROVIDED

An oversized blowup of Happy was provided each theatre. It was prepared so that it could be utilized throughout the entire year for special kiddy show stunts, etc. All theatres used copy in newspaper advertisements directly underneath the Fox sig cut, reading, "You will be HAPPY, when you see our outstanding attractions this week," and thumbnail mats on the Happy week theme.

Six 8½x21-inch banners were provided each theatre for proper use on doors, boxoffice, vending stands and other prominent spots. Copy read: "Be HAPPY! Attend your FOX THEATRE during HAPPY WEEK, April 10-16, 1947."

Ideas for stunts were given in a two-page mimeographed bulletin forwarded theatre managers. Among the suggestions were:

Stage show activity with audience participation (general appeal).

Easter cartoon shows (children appeal).

STUNTS FOR ALL GROUPS

Midnight screwball shows (adult appeal).

Rug-cutters jamboree (teen-ager appeal).



Gay Nineties matinee (old folk). Special shorts were booked for these events, as well as features.

To build vending sales, special lobby displays, with special 5½x7 and 7x11 cards, prepared by C. D. Fox, head of vending department, were used.

A week prior to Happy week all managers played recordings either of "Everybody Has a Laughing Place" or "It's a Hap-Hap-Happy Day," on the PA system . . . The manager broke into the recording with copy along the following lines: "Your LAUGHING place will be at the Fox.....next week, when you see ....." Or "You will be HAPPY when you come to the Fox.....next week and see....."

This special week was used as a boxoffice stimulator with all theatre managers going all out on the effort.

Happy week was not only for patrons but also for the theatre employes. Each manager judged which employe was the most pleasant and happy during Happy week.

Success of Manager Often Depends On Aid of Well-Trained Assistant

HARRISONBURG, VA. — Cyril Mee, manager of the State and Strand theatres here, believes that a well-trained assistant frequently is a major factor in his superior's success.

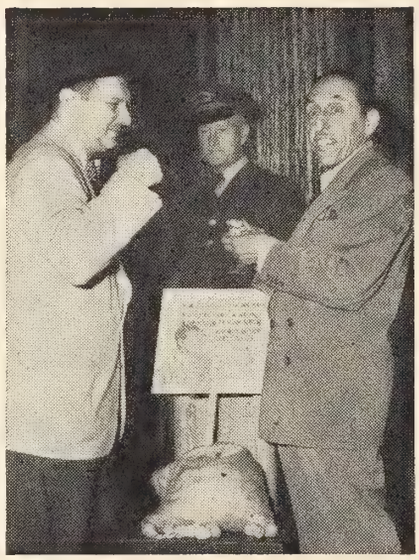
"Frequently a manager receives compliments for a job well done," he says, "and in most cases, behind the scenes, is a capable assistant who performs 101 nonspectacular jobs. With that thought in mind I asked Alton W. Lawson, my assistant, to make suggestions for promoting 'Song of the South.'"

Lawson is secretary of the local Exchange club and he immediately contacted the club president, who also is principal of the Main Street school. The principal and teachers agreed to sponsor the attendance of 100 grade school pupils at the opening matinee.

Other members of the staff, ushers and doorman, distributed hand bills, window cards, and one of the cashiers arranged with the local music company to place an automatic record player to play hit tunes in the lobby before and after shows prior to the opening day.

Stunts for Lobby Use





Old safe in lobby of the Patio, Brooklyn. Rube Wolf (right) and contestant.

A walnut-cracking gag inspired by the habit of the character in "My Favorite Brunette" played by Lon Chaney was adopted by Rube Wolf, manager of the Paramount in Los Angeles. The stunt kept a crowd gathering in the outer lobby and was good for a lot of laughs.

Anyone capable of cracking a walnut in the hollow of his elbow was given free admission. On a bag of walnuts was a sign reading: "How Strong Are You? If you can crack a walnut in the hollow of your elbow you will be our guest to see, etc." Accompanying the message was a picture of Chaney. The Walnut Ass'n of Southern California provided the walnuts without charge and handled the distribution of display cards in stores.

Cashing in on the popularity of the song hit, "Open the Door, Richard," Allen Grant and Alfred Cohn, manager and assistant of Century's Patio in Brooklyn, literally gave patrons a door to open. An old safe was brought from backstage, placed in the lobby and surrounded by appropriate copy plugging two features and the short, "Open the Door, Richard." Passes were given to those who could solve the safe's combination.

Mostly kiddies filled the lobby during the day and adults tried their luck at evening shows.

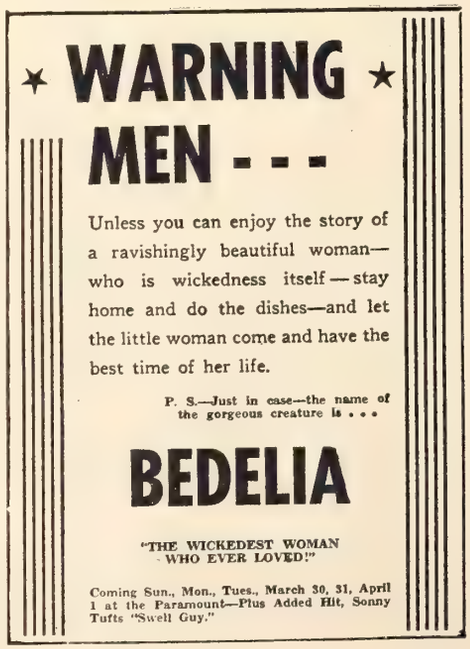
Fremont, Ohio, 'Bedelia' Campaign Covers Town, But It's Inexpensive

FREMONT, OHIO—Dick Pefley ran a saturation teaser campaign to make this town "Bedelia" conscious for the British picture's date at the Paramount.

Using the line "'Bedelia,' the wickedest woman who ever loved," Pefley started building his campaign in tag lines of his regular ads five days in advance. He also spotted reader ads in various sections of the newspaper. Three days in advance he had small display ads spotted in four pages, society, news, sports and editorial, plus an insertion in the want ad section. The next day he broke out with a big ad containing art work in the theatre section and again had smaller ads spotted through the paper.

In addition to the newspaper campaign, Pefley used 1,000 throwaways printed on wall paper that he was able to promote. In cooperation with a supermarket, he had the "Bedelia" message on 1,000 large grocery bags. The town also saw 1,000 theatre programs, got up at no cost, "Bedelia" displays in a drug store window and at the public library, teaser cards in downtown windows and barber shops, and ten four-foot banners that were placed above store windows downtown. Displays at the theatre and street ballyhoo added to the sales job, and a contest held in cooperation with a cigar store topped off the campaign.

Below: Sports page "Bedelia" ad.



1,200 Store Windows Plug Film Serial

BUFFALO—Twelve hundred store windows here are carrying posters featuring the Jack Armstrong serial which is booked for seven Basil community theatres.

The deal was worked out with General Mills, which sponsors the Jack Armstrong radio program in behalf of Wheaties. Posters and displays will remain in store windows for at least a month, G. M. Westergren, assistant general manager of the Basil circuit, said.

The theatres also have worked out a tieup with station WKBW, the ABC outlet here. In return for screen advertising on the Jack Armstrong air show, the radio station is giving plugs for the Basil theatres and the end of the national broadcast every weekday, Monday through Friday, prior to the opening of the film series.

On opening day, sample packages of Wheaties will be distributed at each of the theatres running the serial.

RCA Victor to Feature Artists In 'Hall' and 'New Orleans'

NEW YORK—RCA Victor has tied up with United Artists on "Carnegie Hall" and "New Orleans."

The recording company is featuring five musical artists from "Carnegie Hall" in a series of platters being delivered to dealers. The five are Jascha Heifetz, Leopold Stokowski, Artur Rubinstein, Jan Peerce and Vaughn Monroe. Promotional material includes a special "Carnegie Hall" kit, counter cards, wall hangers, one-sheets, photographs and publicity stories.

For "New Orleans," RCA Victor is releasing a special Louis Armstrong album consisting of the five tunes from the film. Armstrong will be the subject of special plugging during the period "New Orleans" plays the nation's theatres. Streamers, stories and other material is being delivered to dealers by RCA Victor for promotional purposes.

Invisible Power Teases 'Miss Pilgrim' Patrons

BRIDGTON, ME.—T. W. Hanlon, who is learning showmanship under the GI bill as assistant to C. F. Millett at the State Theatre here, recently pulled a gag that had his patrons guessing.

In a display window that faces on the street, Hanlon half buried an electric light blub (frozen glass) in a flower pot filled with gravel, attaching it to a concealed wire running from the bottom of the pot. He took a false base from an old globe and attached it to the top of the frozen bulb. A dummy cord hung nearby.

With the display went copy reading, "If you think it's difficult to determine how this light burns without electricity, try to figure out how to mix Betty Grable and business . . . then see 'The Shocking Miss Pilgrim' at the State."

"We had the public guessing everything from invisible wires to radar," said Hanlon. "We received numerous requests to show how the stunt works and gladly showed the trick. The stunt really sold the picture."

Telegrams Blown Up for Front

OKLAHOMA CITY—Telegrams from Governor Turner of Oklahoma and Governor Mabry of New Mexico, commending "Pursued," were blown up for a front display at the Warner Theatre in the campaign put on by Manager Jim Barnes. Outdoor backgrounds for the film were shot in New Mexico.

Store Style Roundup Boosts 'California'

DALLAS—For "California" at the Majestic Theatre, the A. Harris & Co., leading department store, staged a "California-Texas roundup," consisting of an elaborate program of California-inspired fashion events and style and merchandise displays featuring items from the Golden state. The exhibit, the biggest ever put on in Dallas, was a storewide promotion that utilized every one of the establishment's 18 windows.

It was the first of a series of gala events commemorating the store's 60th anniversary.

Style shows held during the three-day exposition dramatized the fashion alliance between the two states—which, as result of their similarity of climate and mode of life, share a position of fashion leadership in sportswear and home decoration—and presented a contrast between fashions of 1840 and 1947, using for the purpose costumes worn by Barbara Stanwyck in "California." The costumes, all copies of museum pieces, were loaned to the department store for the occasion. The style shows, open to the public without charge, were held in the grand ballroom of the Hotel Adolphus.

Added prestige was given the promotion by the presence of 16 prominent west coast designers and manufacturers of men's and women's wearing apparel as guests of A. Harris & Co. They were entertained at a round of social functions.

The tieup was handled by Jeraldine Cooper of the Paramount exploitation force and F. Thompson, Majestic manager.

'Gold' Nugget Giveaway Used by Ken Stewart

HOBBS, N. M.—Kenneth Stewart, manager of the Reel Theatre here, used a novel street bally to promote "California." He dressed one of his usherettes in full western costume and had her parade the downtown streets. Over her arm she carried a wicker basket containing small envelopes that she gave to passersby, all printed in gold ink with the name of the theatre. The cards inside, to which had been pasted a "gold" nugget, carried this copy: "This 'gold' nugget is to remind you that there is a gold mine of thrills, entertainment and adventure in 'California' at the Reel Theatre (playdates)."

The "gold" nuggets were a shovelful of small pebbles that had been sprayed with gold-bronze paint.

Stewart also arranged a tieup with two food stores to feature California fruits and vegetables in their windows prior to playdate. Suitable copy was painted on each store window.

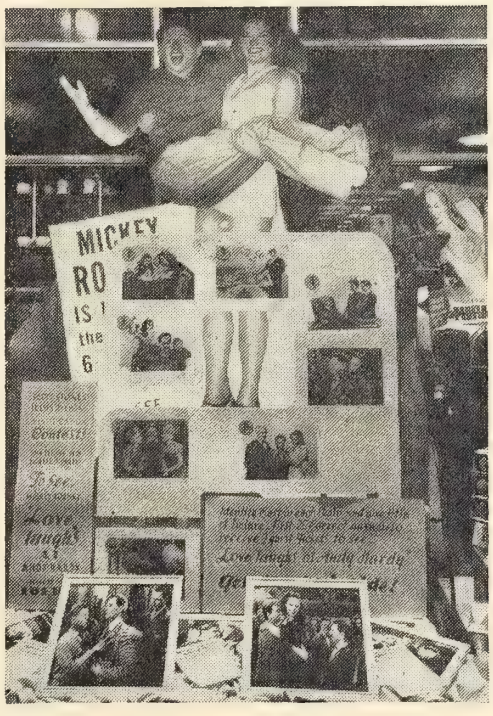
Starts Children's Shows With Appeal to Parents

MAYFIELD, KY.—Manager Ned Greene launched his series of Children's Film library shows for children with a three-column, nine-inch ad in the Messenger in which he appealed to parents to give him full cooperation.

"Some cities have been running these shows for several months and the various organizations who are interested in children have been enthusiastic in their support," said Greene in his ad. "Other places have failed simply because they did not have the support of their leaders. That is why I am writing to you. If you think we should have these shows, I will much appreciate your influence and cooperation.

"All school children are to be admitted at 12 cents and as adults are not encouraged to come, you can readily see that this is not a money-making proposition."

Courteous Staff Vital In Stopping Accidents



WINDOW CONTEST — Frank Henson, manager of Loew's in Akron, Ohio, set a contest with Scott dime stores there. Patrons of the store were asked to identify titles of eight former Andy Hardy pictures, stills from which appeared in the windows displays, one of which is reproduced above.

CHICAGO—Accident prevention and courtesy go hand-in-hand; discourteous treatment makes patrons antagonistic and hard to handle in an emergency. So advises M. M. Rubens, director of advertising and publicity for the Great States Theatres, in a bulletin to his managers.

Alertness and courtesy of service personnel the moment a patron evidences a sign of doubt or confusion is immediately indicative that his welfare is being considered and he relaxes to a point that polite terse directions are obeyed automatically, Rubens said.

As an example of well trained personnel, he pointed to one theatre where holdouts of as much as six abreast, 200 feet long, are handled by two ushers without confusion.

Rubens warned particularly of having personnel trained to handle fainting cases, and of the necessity for frequent patrols of the auditorium.

"An unattended semidark auditorium presents an eerie aspect and any unusual happening may cause fear and hysteria," he pointed out. "The natural inclination of any crowd is to stampede through the same doorway they entered unless there is instantaneous action from an intensely trained service force. Theatre auditoriums that are not patrolled at frequent intervals become a hotbed for morons."

Here are the tests Rubens sets up for his managers:

Will your service force on a given signal quickly and quietly open exit doors and direct your patrons to safety in an emergency?

Are they properly instructed on how to keep children from running up and down the aisles, a practice dangerous to themselves or other patrons?

Is the confidence and respect of the audience, by its treatment from boxoffice to auditorium, such that directions will be followed without question?

At no time should an audience be permitted to feel that "it is on its own," said Rubens.

After-Easter Awards New Twist to Hunt

ROCHESTER, N. Y.—Easter egg hunts with prizes for the children are nothing new, of course but Lester Pollock, manager of Loew's Rochester, instituted a switch, awarding prizes from the stage of the theatre three days after the holiday itself. Thus there was no interference with Easter business that was good anyway. Moreover, a 9 a. m. show for juveniles meant extra business gained at a time ordinarily nonproductive.

For his post-Easter show Tuesday morning, April 8, Pollock screened 18 all-color cartoons, a picked program that has been used with much success by showmen all over the country. Tickets were 30 cents to all, with an advance sale.

With as many as 5,000 youngsters participating in past years, the annual Easter egg hunt, which was under auspices of Uncle Dan's Birthday club, sponsored by the Rochester Democrat and Chronicle, was placed this year in Genesee park, one of the largest outdoor spots in the city.

Fifteen hundred eggs were planted in the park, with 22 carrying cash prizes and theatre tickets; 90 carrying tickets only.

Milt Kaufman Gets News Breaks

NORFOLK, VA.—Milton Kaufman's opening of "The Beginning or the End" at Loew's State made the news columns of the local paper despite a ban on mention of amusements except in ads.

'Red House' Gets Breaks

CINCINNATI — Radio and newspaper breaks were numerous in the campaign put on here by Manager Joe Alexander and Exploiteer Nate Wise of United Artists for the run of "The Red House" at the Albee.

Eye, Ear and Nose Aid Sales of This Popcorn

Paola, Kas.—Earl Plumlee, manager of the Paola Theatre here, a TEI house, has been using a new idea in trailers. It is to plug the popcorn machine. The trailer is short but effective. Copy is as follows:

M-M-M-M-M-M-M-M-M-M-!!
Smell that DELICIOUS ODOR . . .
it's from our new super-popped
Butterflake POPCORN being popped
in pure Cocoanut Oil . . .
BUY A SACK NOW . . . IT'S DELICIOUS.

Plumlee instructed the popcorn girl to make sure that a kettle of corn was being popped each time the trailer was shown. The sound of the popping and the odor, according to Plumlee, has the desired effect on his patrons. Sales, he said, have increased sharply since the trailer has been used.

New Stunt a Week Helps Business

Walter Reade Managers Develop Own Ideas in Circuit Policy

NEW YORK—Following a successful tryout in its three theatres in Plainfield, N. J., the Walter Reade circuit recently adopted a policy of "an exploitation stunt per theatre per week," which calls on managers to supplement regular home office campaigns with individual stunts and displays.

The immediate results produced by the program, which was suggested by Hal Martz, northern district Reade manager, offers fresh support of the oft-repeated truism that the most important ingredient in showmanship is "the man," that is the personal, man-on-the-job adaption of promotion to local conditions and peculiarities.

A rise in boxoffice receipts was evident at Plainfield as a result of the program. Among the promotions carried out there by Murry Meinburg, city manager, was one starting with this want ad in the personal columns:

"Is your last name Bailey? If it is, we have a pleasant surprise for you. Call Plainfield 6-2103."

Every time someone called, they were asked if they could prove their name was Bailey. There were 200 calls, and only 30 of these qualified. They were given passes to see "It's a Wonderful Life," with Jimmy Stewart playing the part of Mr. Bailey.

In the lobby of the Plainfield Strand, Murry placed a special 40x60 reading:

"So what if the boss does catch me?

"It's a Wonderful Life.

"I can't get into any more trouble than—

"Jimmy Stewart, etc." (Followed by playdate copy.)

Alongside the sign were two ushers, playing checkers, reading newspapers, playing soft music on a Victrola and doing a few other things generally coming under the heading of indolence.

Capping the campaign, an advance 40x60, also set up in the lobby, had these words in five different languages:

"Say it in any language you like, 'It's Still a Wonderful Life.'"

Another sprightly exploitation angle came during the Easter season from Guy Hevia, city manager at Morristown, N. J. Hevia organized a "Quest for Fashion," running trailers on the three Reade houses in Morristown to the effect that the best dressed women on South street Easter Sunday would receive corsages. Later the selected women, about 30, appeared on the stage of the Park and the audience by applause selected the three best dressed. They received, respectively, a new spring suit, shoes and gloves, and a handbag. This material, valued at $100, was obtained through a tiein with the Junior House, a Morristown specialty store.

Hevia also was responsible for a campaign on "The Beginning or the End" which included a tieup with the army recruiting service, which sent out a sound truck boosting the picture and playdate five hours a day in all sections within a radius of 50 miles. The army truck was also set up at street corners, with an Inquiring Reporter asking questions the correct answers to which won free passes. Another tiein involved stories of local persons who were connected with the bomb project, 1,914 free lines of publicity being obtained in this manner from the local daily and surrounding weeklies.

Johnny Balmer, the new city manager at Freehold, N. J., tied in displays of glass violin bottles at a gift shop for "Humoresque," in addition to obtaining several other windows. The local Railway Express truck was bannered with one-sheets for a week. For one week patrons received change in the form of half-dollars and quarters on which were pasted miniature plugs for the picture. The entire campaign cost less than $25.

Song Contest on Air Costs Theatre Little

SANTA BARBARA, CALIF.—Hollywood Hilites, a half hour radio show originated by Manager Norman W. Lofthus of the Warners California Theatre here, recently celebrated its second anniversary with a big splash.

The show consists of playing songs from current and coming attractions at the theatre. The audience is invited to identify the music and picture from which it was taken. The winner each week gets a month of passes to the California and an evening of dining and dancing at Restaurante Del Paseo. Only expense to the theatre is the passes, a merchant sponsor carrying the rest of the cost.

For the anniversary, Lofthus set up a lobby display for two weeks, used a window display at Firestone's for a week, carried a window display at radio station KDB for two weeks, placarded city and interurban buses for a month, and put in a display in a window which the California Theatre has fronting on an important business street. In addition, KDB carried copy of the show in direct mail advertising, distributed 1,000 circulars, devoted a portion of its column in the Sunday paper to the program, and furnished 20 teaser spot announcements for two weeks. Plugs for the program also were carried by the Erskine Johnson in Hollywood program which originates from the Don Lee studios in Los Angeles. The climax to the celebration was a party in the studio of KDB at which the sponsors who participate in the program helped Lofthus cut a birthday cake.

April 1 Midnight Fun Fest Big at Junction City, Kas.

JUNCTION CITY, KAS.—The annual "April Fool's Midnight Fun Fest" was held at the Colonial Theatre here the night of March 31.

City Manager Francis Wright said he used all the tried and true gimmicks suitable for such a show and his audience ate them up. He started his campaign by running his newspaper advertisement upside-down and backward. During the performance he did the same with a cartoon and a short subject.

At the door patrons were given numbered cards that entitled them to take part in the drawing for a "bedroom suit" that would be given away from the stage. The bedroom suit was, of course, a pair of pajamas. Other stunts, familiar to all managers, were used to put the audience in a hilarious mood. Wright said this was one of the most successful shows he had staged.

Talented Brothers In 'Dorseys' Pitch

READING, PA.—For the cost of a portable radio and guest tickets, Larry R. Levy, manager of Loew's Colonial, promoted a lot of publicity here for "The Fabulous Dorseys."

He made a tieup with Dr. Saul's Teen-Age Variety show, heard over radio station WRAW every Sunday morning at 10, sponsoring a contest to select the most talented musical brothers in Reading. The winners were chosen by audience write-in votes.

To advertise the stunt, Dr. Saul, an optical company, took a three-column six-inch ad in the papers that featured an illustration of the Dorsey brothers, plugged the contest for two weeks on the radio program, and took followup ads to announce the winners. Dr. Saul also devoted an entire window to the stunt.

Levy also worked out a cooperative deal with the Zeswitz music house, which took two large ads in the papers to plug band instruments played by the Dorseys and albums of their recordings.

Puffy Plugs Popcorn

SLATER, MO.—The Kiva Theatre here has a new popcorn display that is really increasing sales, according to all reports. A double-sided display board was set up bearing the picture of a puffy popcorn man. He is shaking an old-fashioned corn popper from which popcorn is appearing. Copy reads: "Try Out Puffy Pete Popcorn, It Is Delicious. Puffy Pete Says, 'Take Home a Box—It's Good you You!'"

Kiddy Attendance Doubled by Pups

CONNELLSVILLE, PA.—A. J. Benys, manager of the Paramount Theatre, increased children's attendance at "Courage of Lassie" by promoting a collie pup giveaway, with the presentation at a Saturday matinee.

J. P. Price Exploits House Shortage

J. P. Price, manager of the Peak, an Associated Theatres house in Dallas, reports: "We are pulling our hair for new exploitation ideas now that the days of 'open your doors and they come in' are over."

Remarking that "the ideas passed on to us through Showmandiser have been of big help," Price forwards a promotion of his own that proved very successful.

Capitalizing on the fact that housing is one of the major public interests today, Price contacted several residents in the Peak neighborhood at Dallas and obtained permission to place signs on the front of the house or on the lawns reading:

"This House Is Not FOR SALE . . . But the Year's Biggest Comedy Hit Is at the Peak Theatre (dates and attraction title)."

Feature productions, listed by company, in order of release. Number in square is national release date. Production number is at right. Number in parentheses is running time, as furnished by home office of distributor; checkup with local exchanges is recommended. R—is review date. PG—is Picture Guide page number. Symbol ✪ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

BOOKING CHART

JUNE 22	JUNE 29	JULY 6	JULY 13	JULY 20	JULY 27	AUGUST 3	AUGUST 10
(59) Drama NGEROUS BUSINESS n Merrick rest Tucker ald Mohr –June 22—PG-731	27 (65) Drama 7032 THE RETURN OF RUSTY Ted Donaldson John Litel Mark Dennis Barbara Woodell R—July 6—PG-733	4 (65) Mystery 7027 THE UNKNOWN Karen Morley Jim Bannon Jeff Donnell R—July 6—PG-734	11 (54) Western 7209 THE DESERT HORSEMAN Charles Starrett Smiley Burnette Adele Roberts R—July 13—PG-735	18 (67) Act-Mus 7223 COWBOY BLUES Ken Curtis Jeff Donnell Hoosier Hotshots Guy Kibbee R—July 13—PG-736	25 (73) Musical 7033 SING WHILE YOU DANCE Ellen Drew Robert Stanton Andrew Tombes R—Aug. 10—PG-741		8 (68) Comedy 7039 PERSONALITY KID Anita Louise Michael Duane Ted Donaldson R—Aug. 10—PG-742
		SPECIAL: 4 (125) Drama 623 ◎THE GREEN YEARS Charles Coburn Tom Drake Beverly Tyler Hume Cronyn Dean Stockwell R—Mar. 16—PG-705		Block 17 18 (97) Drama 625 BOYS' RANCH James Craig "Butch" Jenkins R—May 4—PG-720	SPECIAL: 25 (110) Drama 624 ✪EASY TO WED Esther Williams Van Johnson R—Apr. 13—PG-714		8 (93) Drama 626 ◎COURAGE OF LASSIE Lassie Elizabeth Taylor Frank Morgan Tom Drake R—May 11—PG-721
(63) Act-Com 510 FAST COMPANY o Gorcey ntz Hall bby Jordan –May 18—PG-723	29 (56) Western 574 TRAIL TO MEXICO Jimmy Wakely	6 (61) Sea-Dr 521 STRANGE VOYAGE Eddie Albert Elena Verdugo	13 (63) Drama 530 SOUTH OF MONTEREY Gilbert Roland Frank Yaconelli	20 (65) Act-Com 511 BOWERY BOMBSHELL Huntz Hall Bobby Jordan R—Aug. 10—PG-742	27 (64) Mys-Dr 518 SHADOWS OVER CHINATOWN Sidney Toler Victor Sen Young	3 (65) Act-Dr 520 BELOW THE DEADLINE Warren Douglas Ramsay Ames R—Oct. 5—PG-755	10 (57) Western 567 SHADOWS ON THE RANGE Johnny Mack Brown
	Block 5 28 (57) Action-Dr 4523 HOT CARGO William Gargan Jean Rogers Philip Reed R—Mar. 16—PG-705	Block 5 5 (122) Rom-Dr 4524 TO EACH HIS OWN Olivia de Havilland John Lund Mary Anderson Phillip Terry Bill Goodwin R—Mar. 16—PG-706			Block 6 26 (107) Act-Dr 4526 O.S.S. Alan Ladd Geraldine Fitzgerald R—May 11—PG-721		Block 6 9 (107) Drama 4527 THE SEARCHING WIND Robert Young Sylvia Sidney R—May 11—PG-722
(70) Drama VALANCHE uce Cabot len Mowery –Apr. 27—PG-717		30 (70) Drama ◎COLORADO SERENADE Eddie Dean Al La Rue R—July 6—PG-733	10 (68) Mys-Dr LARCENY IN HER HEART Hugh Beaumont Cheryl Walker R—May 25—PG-725	17 (55) Western PRAIRIE BADMEN Buster Crabbe Al "Fuzzy" St. John R—Aug. 10—PG-741	24 (67) Drama QUEEN OF BURLESQUE Evelyn Ankers Carlton Young R—July 6—PG-733		14 (55) Drama TERRORS ON HORSEBACK Buster Crabbe R—Apr. 27—PG-717
oup 6 (62) Mystery 629 IE FALCON'S ALIBI m Conway ta Corday nce Barnett –Apr. 20—PG-716			SPECIAL: (95) Drama 683 THE STRANGER Edward G. Robinson Loretta Young Orson Welles R—May 25—PG-726		Group 6 (105) Drama 626 TILL THE END OF TIME Dorothy McGuire Guy Madison Robert Mitchum Bill Williams R—June 15—PG-730	Group 6 (68) Musical 630 THE BAMBOO BLONDE Frances Langford Ralph Edwards Russell Wade R—June 22—PG-732	
	28 (56) M'drama 522 TRAFFIC IN CRIME Kane Richmond Anne Nagel Adele Mara	5 (90) Drama 524 SPECTER OF THE ROSE Judith Anderson Michael Chekhov R—May 25—PG-726	12 (67) M'dr-Mus 523 NIGHT TRAIN TO MEMPHIS Roy Acuff Allan Lane 10 (79) Outdr-Mus 5541 MY PAL TRIGGER Roy Rogers R—July 6—PG-734	22 (56) Western 568 CONQUEST OF CHEYENNE Bill Elliott Bobby Blake Alice Fleming	22 (89) Comedy 525 RENDEZVOUS WITH ANNIE Eddie Albert Faye Marlowe R—Aug. 17—PG-744 25 (55) Western 557 RED RIVER RENEGADES		7 (57) M'drama 526 THE INNER CIRCLE Adele Mara Warren Douglas William Frawley 9 (67) M'drama 527 THE LAST CROOKED MILE R—Aug. 24—PG-746
		(87) Drama 631 ✪SMOKY Fred MacMurray Anne Baxter Bruce Cabot J. Farrell MacDonald R—June 22—PG-732	(70) Comedy 632 IT SHOULDN'T HAPPEN TO A DOG Carole Landis Allyn Joslyn Henry Morgan Margo Wood R—June 8—PG-728			(102) Drama 633 ✪CENTENNIAL SUMMER Jeanne Crain Cornel Wilde Linda Darnell William Eythe R—June 8—PG-728	(128) Drama 634 ✪ANNA AND THE KING OF SIAM Irene Dunne Rex Harrison Linda Darnell R—June 8—PG-727
				19 (100) M'drama A SCANDAL IN PARIS George Sanders Signe Hasso Carole Landis R—July 20—PG-738		2 (84) M'drama MR. ACE George Raft Sylvia Sidney Sid Silvers R—Aug. 31—PG-748	
(90) Drama 536 VER COME BACK orge Brent ra Zorina cille Ball arles Winninger –June 22—PG-731	28 (65) Drama 537 INSIDE JOB Ann Rutherford Alan Curtis Preston Foster R—June 22—PG-731	5 (76) Drama 538 HER ADVENTUROUS NIGHT Dennis O'Keefe Helen Walker Tom Powers R—July 6—PG-733	12 (60) Drama 539 DANGER WOMAN Brenda Joyce Don Porter Milburn Stone R—July 13—PG-736	19 (59) Drama 540 THE DARK HORSE Phillip Terry Ann Savage Allen Jenkins R—July 20—PG-738	26 (92) Drama 541 ✪CANYON PASSAGE Dana Andrews Brian Donlevy R—July 27—PG-740 26 (61) Musical 542 CUBAN PETE Desi Arnaz R—July 27—PG-739	2 (80) Drama 543 THE BLACK ANGEL Dan Duryea R—Aug. 10—PG-741 2 (63) Drama 544 SLIGHTLY SCANDALOUS Fred Brady Paula Drew	9 (61) Drama 545 WILD BEAUTY Don Porter Lois Collier Jacqueline De Wit R—Aug. 17—PG-743
(89) Drama 520 NIE GETS MARRIED n Leslie bert Hutton ward Arnold n Harding –June 8—PG-727		6 (107) Drama 521 A STOLEN LIFE Bette Davis Glenn Ford Dane Clark Walter Brennan Charlie Ruggles R—May 4—PG-719		20 (105) Drama 522 OF HUMAN BONDAGE Paul Henreid Eleanor Parker Alexis Smith Edmund Gwenn Janis Paige R—July 6—PG-734		3 (128) Drama 523 ✪NIGHT AND DAY Cary Grant Alexis Smith Monty Woolley Mary Martin R—July 13—PG-736	

COLUMBIA M-G-M MONOGRAM PARAMOUNT P-R-C RKO RADIO REPUBLIC 20TH-FOX UNITED ARTISTS UNIVERSAL WARNER-F. N.

	AUGUST 17	AUGUST 24	AUGUST 31	SEPTEMBER 7	SEPTEMBER 14	SEPTEMBER 21	SEPTEMBER 28	OCTOBER 5
COLUMBIA	15 (54) Western 7201 HEADING WEST Charles Starrett Smiley Burnette R—Aug. 24—PG-745				12 (63) Comedy 7038 IT'S GREAT TO BE YOUNG Leslie Brooks R—Sept. 7—PG-749 12 (69) Western 7224 SINGING ON THE TRAIL Ken Curtis R—Sept. 14—PG-752		24 (68) Drama 7002 GALLANT JOURNEY Glenn Ford Janet Blair R—Sept. 14—PG-752 26 (70) M'Dr-Mys 7041 SHADOWED Anita Louise R—Oct. 5—PG-756	30 (91) Musical 7006 THE THRILL OF BRAZIL Evelyn Keyes Keenan Wynn Ann Miller Allyn Joslyn R—Aug. 31—PG-747
M-G-M		22 (81) Drama 627 FAITHFUL IN MY FASHION Tom Drake Donna Reed R—June 15—PG-729	29 (92) Drama 628 THREE WISE FOOLS Margaret O'Brien Lionel Barrymore Lewis Stone Edward Arnold Thomas Mitchell R—June 15—PG-730			19 (127) Mus-Com 701 HOLIDAY IN MEXICO Walter Pidgeon Jane Powell Ilona Massey Jose Iturbi R—July 27—PG-740		
MONOGRAM	17 (60) Mys-Dr 525 MISSING LADY Kane Richmond Barbara Reed	24 (68) Comedy 512 SPOOK BUSTERS Leo Gorcey Huntz Hall Bobby Jordan Billy Benedict David Gorcey R—Aug. 24—PG-745		7 (74) Com-Mus 517 HIGH SCHOOL HERO Freddie Stewart June Preisser R—Aug. 24—PG-745	14 (76) Mys-Dr 601 DECOY Edward Norris Jean Gillie R. Armstrong R—Sept. 14—PG-751	21 (54) Western 568 TRIGGER FINGERS Johnny Mack Brown Raymond Hatton		5 (72) Act-Dr 602 GENTLEMAN JOE PALOOKA Joe Kirkwood jr. Elyse Knox Leon Errol R—Sept. 28—PG-753
PARAMOUNT			SPECIAL: 30 (93) Comedy 4532 MONSIEUR BEAUCAIRE Bob Hope Joan Caulfield R—May 11—PG-721	Block 6 6 (69) Act-Dr 4528 SWAMP FIRE Johnny Weissmuller Buster Crabbe	Block 6 13 (117) Drama 4529 THE STRANGE LOVE OF MARTHA IVERS Barbara Stanwyck Van Heflin Lizabeth Scott R—Mar. 16—PG-706			Reissue R5-3624 (113) Outdr-Drama THE PLAINSMAN Gary Cooper Jean Arthur
P-R-C	15 (75) Drama DOWN MISSOURI WAY Martha O'Driscoll R—July 13—PG-735 15 (..) Drama SECRETS OF A SORORITY GIRL Rick Vallin R—Aug. 24—PG-745	21 (54) Act-West OVERLAND RIDERS Buster Crabbe Al "Fuzzy" St. John R—Aug. 31—PG-747	29 (68) Mys-Dr BLONDE FOR A DAY Hugh Beaumont Kathryn Adams R—Aug. 10—PG-742	2 (56) Drama STRANGE HOLIDAY Claude Rains R—Nov. 9—PG-764			23 (86) Drama HER SISTER'S SECRET Nancy Coleman R—Sept. 28—PG-753 22 (56) Act-West OUTLAW OF THE PLAINS Buster Crabbe	29 (68) Drama ACCOMPLICE 1 (55) Outdr-Mus DRIFTIN' RIVER R—Oct. 12—PG-757 1 (58) Drama THE BRUTE MAN R—Nov. 2—PG-761
RKO RADIO			SPECIAL: (103) Drama 761 NOTORIOUS Ingrid Bergman Cary Grant Claude Rains Louis Calhern R—July 27—PG-739	Group 6 (93) Drama 627 CRACK-UP Pat O'Brien Claire Trevor Herbert Marshall R—June 15—PG-729	Group 1 (61) Drama 703 STEP BY STEP Lawrence Tierney Anne Jeffreys Lowell Gilmore R—July 20—PG-737	Group 1 (59) Western 704 SUNSET PASS James Warren Nan Leslie John Laurenz Jane Greer R—July 20—PG-738	Group 1 (97) Comedy 702 LADY LUCK Robert Young Barbara Hale Frank Morgan R—July 27—PG-739	Group 1 (116) Drama 701 SISTER KENNY Rosalind Russell Alexander Knox Dean Jagger R—July 20—PG-738
REPUBLIC	12 (69) Com-Dr 528 G.I. WAR BRIDES Anna Lee James Ellison R—Aug. 24—PG-746	19 (57) Mys-Dr 529 THE INVISIBLE INFORMER Linda Stirling William Henry Gerald Mohr R—Aug. 24—PG-746	26 (69) West-Mus 541 UNDER NEVADA SKIES Roy Rogers R—Aug. 31—PG-748	3 (56) Mystery 531 THE MYSTERIOUS MR. VALENTINE William Henry Linda Stirling	9 (56) Western 558 RIO GRANDE RAIDERS Sunset Carson 12 (68) Outdr-Mus 542 ROLL ON TEXAS MOON Roy Rogers Dale Evans R—Sept. 28—PG-754			
20TH-FOX	(65) Drama 635 DEADLINE FOR MURDER Paul Kelly Kent Taylor Sheila Ryan Jerome Cowan R—June 22—PG-732			(74) Drama 636 BLACK BEAUTY Mona Freeman Richard Denning Evelyn Ankers R—July 20—PG-737	(78) Drama 637 CLAUDIA AND DAVID Dorothy McGuire Robert Young Mary Astor John Sutton Gail Patrick R—July 27—PG-740	(78) Musical 638 IF I'M LUCKY Vivian Blaine Perry Como Harry James Carmen Miranda Phil Silvers R—Sept. 7—PG-750	Reissue (86) Musical 641 SUN VALLEY SERENADE Sonja Henie John Payne Milton Berle Glenn Miller & Orch. Joan Davis	(90) Musical 639 THREE LITTLE GIRLS IN BLUE June Haver George Montgomery Vivian Blaine Celeste Holm R—Sept. 14—PG-751
UNITED ARTISTS	SPECIAL: 16 (126) Drama CAESAR AND CLEOPATRA Vivien Leigh Claude Rains Stewart Granger R—Aug. 17—PG-744			6 (90) Comedy THE BACHELOR'S DAUGHTERS Gail Russell Claire Trevor Adolphe Menjou R—Sept. 14—PG-752		20 (101) M'drama ANGEL ON MY SHOULDER Paul Muni Anne Baxter R—Sept. 28—PG-754		
UNIVERSAL	16 (82) Comedy 546 THE TIME OF THEIR LIVES Abbott and Costello Binnie Barnes Jess Barker R—Aug. 17—PG-743	22 (76) Drama 547 DEAD OF NIGHT Mervyn Johns Roland Culver Frederick Valk R—July 6—PG-734	30 (102) Drama 548 THE KILLERS Burt Lancaster Ava Gardner R—Aug. 17—PG-743 30 (61) Drama 549 LITTLE MISS BIG Beverly Simmons R—Sept. 7—PG-750	30 (74) Drama 550 WHITE TIE AND TAILS Dan Duryea Ella Raines William Bendix R—Sept. 14—PG-751		20 (108) Drama 1065 THEY WERE SISTERS Phyllis Calvert James Mason Hugh Sinclair R—Aug. 31—PG-747		
WARNER-F. N.	17 (90) Drama 524 TWO GUYS FROM MILWAUKEE Dennis Morgan Jack Carson Joan Leslie Janis Paige S. Z. Sakall Patti Brady R—July 27—PG-739		31 (114) Drama 601 THE BIG SLEEP Humphrey Bogart Lauren Bacall Martha Vickers Dorothy Malone R—Aug. 17—PG-744		14 (78) Drama 602 SHADOW OF A WOMAN Andrea King Helmut Dantine William Prince R—Aug. 17—PG-744		28 (106) Drama 603 CLOAK AND DAGGER Gary Cooper Robert Alda Lilli Palmer R—Sept. 14—PG-752	

MISCELLANEOUS

ASTOR

(57) Mus (New Rel)
BEWARE
Louis Jordan
Valerie Black

(68) Drama Reissue
COURAGEOUS DR. CHRISTIAN
Jean Hersholt

(30) M-Rev (New Rel)
EBONY PARADE
Cab Calloway
Count Basie
Mills Bros.

(72) Comedy Reissue
FLYING DEUCES
Laurel and Hardy

(10) Mus (New Rel)
(1 Reel Spec)
HERE'S RICHARD'S ANSWER
Stepin Fetchit

(57) M-Dr (New Rel)
HOLLYWOOD BOUND
Betty Grable

(89) Reissue
JIMMY STEPS OUT
Jimmy Stewart

(83) Drama Reissue
LITTLE MEN
Jack Oakie

(86) Drama Reissue
ONE ROMANTIC NIGHT
Ilona Massey

(100) Drama Reissue
SCARFACE
Paul Muni
George Raft

(86) Mus-Dr Reissue
SECOND CHORUS
Paulette Goddard
Fred Astaire

(55) M-Dr (New Rel)
STAIRWAY FOR A STAR
Cornel Wilde

(48) Mus (New Rel)
TALL, TAN AND TERRIFIC
Mantan Moreland
Francine Everett

(50) M-Dr (New Rel)
THAT MAN OF MINE
Harrel Tillman
Ruby Dee
Anna Mae Winburn

(58) O'd-Dr (New Rel)
WHITE STALLION
Eddie Dean

OCTOBER 12	OCTOBER 19	OCTOBER 26	NOVEMBER 2	NOVEMBER 9	NOVEMBER 16	NOVEMBER 23	NOVEMBER 30
10 (71) Psych-Dr 805 **SO DARK THE NIGHT** Steven Geray Micheline Cheirel Eugene Borden Ann Codee R—Nov. 23—PG-765	17 (69) Comedy 806 **BLONDIE KNOWS BEST** Penny Singleton Arthur Lake R—Oct. 5—PG-755 17 (53) Western 861 **LANDRUSH** Charles Starrett Smiley Burnette	24 (61) Mystery 816 **CRIME DOCTOR'S MANHUNT** Warner Baxter Ellen Drew William Frawley Frank Sully R—Dec. 28—PG-776		7 (65) Mystery 818 **SECRET OF THE WHISTLER** Richard Dix Leslie Brooks R—Nov. 2—PG-761		21 (55) Western 862 **TERROR TRAIL** Charles Starrett Smiley Burnette R—Nov. 9—PG-764	28 (72) Musical 824 **BETTY CO-ED** Jean Porter Shirley Mills R—Nov. 30—PG-767
(81) Comedy-Dr 703 **THE COCKEYED MIRACLE** Frank Morgan Keenan Wynn Audrey Totter R—July 20—PG-737	(117) Musical 704 **NO LEAVE, NO LOVE** Van Johnson Keenan Wynn Pat Kirkwood R—Aug. 31—PG-747	Reissue (84) Drama 705 **RAGE IN HEAVEN** Robert Montgomery Ingrid Bergman George Sanders			(115) Drama 707 **UNDERCURRENT** Katharine Hepburn Robert Taylor Robert Mitchum R—Oct. 5—PG-756	(93) Drama 706 **TWO SMART PEOPLE** Lucille Ball John Hodiak R—June 15—PG-730	
12 (66) Mys-Dr 603 **DANGEROUS MONEY** Sidney Toler Gloria Warren Victor Sen Young R—Oct. 12—PG-758			2 (73) Drama 605 **WIFE WANTED** Kay Francis Paul Cavanagh R—Nov. 2—PG-762	9 (71) Outdr-Mus 531 **BEAUTY AND THE BANDIT** Gilbert Roland Ramsay Ames Frank Yaconelli	16 (55) Western 563 **SILVER RANGE** Johnny Mack Brown Raymond Hatton	23 (68) Comedy 604 **BRINGING UP FATHER** Joe Yule Renie Riano R—Oct. 19—PG-759	30 (68) Mystery 607 **THE TRAP** Sidney Toler Manton Moreland Victor Sen Young R—Jan 11—PG-779
Reissue R5-3620 (84) Adven-Drama **JUNGLE PRINCESS** Dorothy Lamour Ray Milland						22 (98) Sea Drama 4601 **TWO YEARS BEFORE THE MAST** Alan Ladd William Bendix Brian Donlevy Barry Fitzgerald Howard da Silva R—Aug. 31—PG-748	
			28 (68) Drama **GAS HOUSE KIDS** Billy Halop Robert Lowery Teala Loring R—Oct. 19—PG-759	5 (78) Drama **DON RICARDO RETURNS** Fred Coby		18 (57) Western 743 **STARS OVER TEXAS** Eddie Dean Roscoe Ates Shirley Patterson R—Dec. 28—PG-775	25 (74) Drama **LADY CHASER** Robert Lowery Ann Savage
Group 1 (68) Drama 705 **GREAT DAY** Eric Portman Flora Robson R—July 20—PG-737	Group 2 (62) Drama 709 **CRIMINAL COURT** Tom Conway R—Aug. 10—PG-742 15 (62) Com-Chiller **GENIUS AT WORK** Wally Brown Alan Carney R—Aug. 10—PG-741		Group 2 (62) Drama 708 **CHILD OF DIVORCE** Sharyn Moffett Regis Toomey Madge Meredith Una O'Connor R—Oct. 19—PG-760		Group 2 (87) Drama 706 **NOCTURNE** George Raft Lynn Bari R—Oct. 12—PG-757	21 (172) Drama 751 **THE BEST YEARS OF OUR LIVES** Myrna Loy Fredric March Dana Andrews Teresa Wright Virginia Mayo R—Dec. 7—PG-769	28 (95) Mus-Dr 791 SONG OF THE SOUTH Bobby Driscoll Luana Patten Ruth Warrick R—Nov. 2—PG-762
				8 (72) Special 5542 **HOME IN OKLAHOMA** Roy Rogers George "Gabby" Hayes Dale Evans R—Nov. 9—PG-763	15 (56) Western 661 **SANTA FE UPRISING** Allan Lane Bobby Blake 15 (82) Drama 532 **PLAINSMAN AND THE LADY** William "Bill" Elliott R—Nov. 9—PG-763	18 (68) Com-Mus 603 **AFFAIRS OF GERALDINE** Jane Withers R—Nov. 30—PG-768 21 (69) Outdr-Mus 681 **SIOUX CITY SUE** Gene Autry R—Dec. 7—PG-770	
(90) Drama 640 **HOME SWEET HOMICIDE** Peggy Ann Garner Randolph Scott Lynn Bari Dean Stockwell R—July 27—PG-740	Reissue (84) Drama 642 **THE BOWERY** Wallace Beery George Raft Jackie Cooper Fay Wray		(91) Drama 644 **WANTED FOR MURDER** Eric Portman Dulcie Gray Derek Farr Roland Culver R—Nov. 9—PG-763	(97) Drama 645 **MY DARLING CLEMENTINE** Henry Fonda Linda Darnell Victor Mature Walter Brennan Tim Holt R—Oct. 12—PG-758	(94) Drama 646 MARGIE Jeanne Crain Glenn Langan Lynn Bari Alan Young R—Oct. 19—PG-760		
11 (57) Comedy **LITTLE IODINE** Jo Ann Marlowe Eve Whitney Marc Cramer R—Oct. 19—PG-759		25 (101) Drama **STRANGE WOMAN** Hedy Lamarr George Sanders Louis Hayward R—Nov. 2—PG-762			15 (65) Western **THE DEVIL'S PLAYGROUND** William Boyd R—Sept. 28—PG-753	22 (86) Drama **THE CHASE** Robert Cummings Michele Morgan R—Oct. 19—PG-759	
		(85) Drama 601 **THE DARK MIRROR** Olivia de Havilland Lew Ayres Thomas Mitchell R—Oct. 12—PG-758	1 (108) Com-Dr 1066 **NOTORIOUS GENTLEMAN** Rex Harrison Lilli Palmer R—Nov. 2—PG-761		(95) Drama 602 **MAGNIFICENT DOLL** Ginger Rogers Burgess Meredith David Niven R—Nov. 23—PG-766		
12 (100) Drama 604 **NOBODY LIVES FOREVER** John Garfield Geraldine Fitzgerald Walter Brennan Faye Emerson R—Oct. 5—PG-755		26 (112) Drama 605 **DECEPTION** Bette Davis Paul Henreid Claude Rains R—Oct. 19—PG-760		9 (97) Drama 606 **NEVER SAY GOODBYE** Errol Flynn Eleanor Parker Lucile Watson S. Z. Sakall R—Nov. 2—PG-762		23 (86) Drama 607 **THE VERDICT** Sydney Greenstreet Peter Lorre Joan Lorring George Coulouris Rosalind Ivan R—Nov. 23—PG-766	

FILM CLASSICS

(101) Drama Reissue
DODSWORTH
Walter Huston
David Niven
John Payne

(109) Drama
NORTH STAR
Anne Baxter
Dana Andrews

(80) Mus-Com Reissue
PALMY DAYS
Eddie Cantor
George Raft

(81) Reissue
THE RETURN OF THE SCARLET PIMPERNEL
Barry Barnes
James Mason

(..) Musical Reissue
ROMAN SCANDALS
Eddie Cantor
Ruth Etting

(98) Drama Reissue
SCARLET PIMPERNEL
Merle Oberon
Leslie Howard

(107) Drama Reissue
STELLA DALLAS
Barbara Stanwyck
John Boles

(100) Musical Reissue
STRIKE ME PINK
Eddie Cantor
Brian Donlevy
Ethel Merman

(109 Drama Reissue
THE THIEF OF BAGDAD
Sabu
Conrad Veidt
June Duprez

(77) Drama Reissue
THE UNHOLY GARDEN
Ronald Colman

(83) Drama Reissue
WEDDING NIGHT
Gary Cooper
Ralph Bellamy

(102) Western Reissue
THE WESTERNER
Gary Cooper
Walter Brennan
Dana Andrews

(104) Drama Reissue
WUTHERING HEIGHTS
Laurence Olivier
Merle Oberon

(71) Comedy Reissue
WOMAN CHASES MAN
Joel McCrea
Miriam Hopkins

COLUMBIA | M-G-M | MONOGRAM | PARAMOUNT | P-R-C | RKO RADIO | REPUBLIC | 20TH-FOX | UNITED ARTISTS | UNIVERSAL | WARNER-F. N. | MISCELLANEOUS

	DECEMBER 7	DECEMBER 14	DECEMBER 21	DECEMBER 28	JANUARY 4	JANUARY 11	JANUARY 18	JANUARY 25
COLUMBIA		12 (69) Mystery 822 BOSTON BLACKIE AND THE LAW Chester Morris R—Dec. 14—PG-772 12 (68) West-Mus 854 LONE STAR MOONLIGHT R—Jan. 4—PG-777	19 (61) Western 863 THE FIGHTING FRONTIERSMAN Charles Starrett Smiley Burnette 19 (69) M'drama 828 ALIAS MR. TWILIGHT Michael Duane R—Jan. 4—PG-777	26 (64) Mus-Com 804 SINGIN' IN THE CORN Judy Canova R—Jan. 4—PG-777 28 (91) Mel'drama 829 THE RETURN OF MONTE CRISTO Louis Hayward R—Nov. 30—PG-767		9 (69) Comedy 807 BLONDIE'S BIG MOMENT Penny Singleton Arthur Lake Larry Simms Marjorie Kent Anita Louise R—Dec. 21—PG-773	16 (69) Mystery 823 LONE WOLF IN MEXICO Gerald Mohr Shirley Ryan Jacqueline De Wit Eric Blore R—Jan. 11—PG-780	25 (128) Mus-Dr 831 THE JOLSON STORY Larry Parks Evelyn Keyes William Demarest Bill Goodwin R—Sept. 28—PG-753
M-G-M		(97) Drama 709 THE SECRET HEART Claudette Colbert Walter Pidgeon June Allyson Robert Sterling R—Nov. 30—PG-767	21 (83) Comedy 708 THE SHOW-OFF Red Skelton Marilyn Maxwell R—Aug. 17—PG-743		(135) Mus-Dr 710 TILL THE CLOUDS ROLL BY Robert Walker Van Heflin Lucille Bremer Van Johnson Judy Garland R—Nov. 23—PG-765	(99) Drama 702 GALLANT BESS Marshall Thompson George Tobias Clem Bevans Donald Curtis R—Jan. 25—PG-784	17 (85) Drama 711 THE MIGHTY McGURK Wallace Beery Dean Stockwell Edward Arnold Aline MacMahon R—Apr. 12—PG-809	24 (103) Mystery 712 LADY IN THE LAKE Robert Montgomery Audrey Totter Lloyd Nolan R—Nov. 30—PG-776
MONOGRAM	7 (63) Act-Com 608 MR. HEX Leo Gorcey Huntz Hall R—Dec. 21—PG-773	Reissue: 14 (57) Western 612 SILVER STALLION David Sharpe Leroy Mason	21 (76) Dr-Mus 606 SWEETHEART OF SIGMA CHI Elyse Knox Phil Brito Phil Regan R—Dec. 7—PG-770	28 (55) Outdr-Mus 681 SONG OF THE SIERRAS Jimmy Wakely Lee "Lasses" White Jean Carlin	4 (67) Drama 609 GINGER Frank Albertson Barbara Reed Johnny Calkins R—Apr. 19—PG-812	11 (61) Cisco Kid 610 RIDING THE CALIFORNIA TRAIL Gilbert Roland Inez Cooper Frank Yaconelli	18 (58) Western 568 RAIDERS OF THE SOUTH Johnny Mack Brown Raymond Hatton Reno Blair	20 (68) Teen-Ager 611 VACATION DAYS June Preisser Freddie Stewart Frankie Darro R—Apr. 5—PG-808
PARAMOUNT				27 (104) Musical 4602 BLUE SKIES Bing Crosby Fred Astaire Joan Caulfield Billy De Wolfe Olga San Juan R—Sept. 28—PG-754		10 (83) Comedy 4603 CROSS MY HEART Betty Hutton Sonny Tufts Michael Chekhov R—Nov. 23—PG-765		24 (87) Rom-Com 4604 THE PERFECT MARRIAGE Loretta Young David Niven Eddie Albert Virginia Field R—Nov. 23—PG-765
P-R-C	1 (73) Outdr-Mus WILD WEST Eddie Dean Al La Rue Robert "Buzzy" Henry R—Dec. 7—PG-769					10 (74) Drama LIGHTHOUSE John Litel June Lang Don Castle Marian Martin	12 (56) Drama BORN TO SPEED R—Jan. 25—PG-783 17 (57) Western 123 WILD COUNTRY R—Feb. 1—PG-785 15 (63) Comedy IT'S A JOKE, SON R—Jan. 25—PG-783	
RKO RADIO			21 (132) Com-Dr 781 IT'S A WONDERFUL LIFE James Stewart Donna Reed Lionel Barrymore R—Dec. 21—PG-774	Group 3 (62) Drama 714 DICK TRACY VS. CUEBALL Morgan Conway Anne Jeffreys Lyle Latell R—Nov. 9—PG-764	Group 3 (61) Drama 715 THE FALCON'S ADVENTURE Tom Conway Madge Meredith Edward S. Brophy R—Dec. 28—PG-775	Group 3 (60) Comedy 713 VACATION IN RENO Jack Haley Anne Jeffreys Wally Brown R—Oct. 12—PG-757	Group 3 (66) Melodrama 712 SAN QUENTIN Lawrence Tierney Barton MacLane Marian Carr R—Dec. 7—PG-769	Group 3 (85) Drama 711 THE LOCKET Laraine Day Brian Aherne Robert Mitchum R—Dec. 21—PG-774
REPUBLIC	5 (67) Outdr 5503 OUT CALIFORNIA WAY R—Dec. 21—PG-773 2 (117) Drama 601 I'VE ALWAYS LOVED YOU Catherine McLeod R—Sept. 7—PG-749		15 (71) Dr-Com 604 FABULOUS SUZANNE Barbara Britton Rudy Vallee R—Dec. 28—PG-775 15 (70) Outdr-Mus 543 HELDORADO Roy Rogers R—Jan. 4—PG-777	23 (95) Drama 533 THAT BRENNAN GIRL R—Dec. 14—PG-772 23 (56) Western 662 STAGECOACH TO DENVER Allan Lane Bobby Blake R—Jan. 11—PG-780				22 (67) Comedy 602 THE PILGRIM LADY Lynne Roberts R—Jan. 25—PG-784 25 (67) Western 682 TRAIL TO SAN ANTONE Gene Autry R—Feb. 1—PG-785
20TH-FOX	(92) Mus-Fant 649 WAKE UP AND DREAM June Haver John Payne Charlotte Greenwood Connie Marshall R—Nov. 30—PG-768		(69) Drama 648 DANGEROUS MILLIONS Kent Taylor Dona Drake Tala Birell James Tinling Leonard Strong R—Dec. 14—PG-771		(95) Drama 702 13 RUE MADELEINE James Cagney Annabella Richard Conte Walter Abel Frank Latimore R—Dec. 28—PG-775	Re-Releases (..) Drama 704 LES MISERABLES Fredric March Charles Laughton (101) Drama 705 STANLEY AND LIVINGSTONE Spencer Tracy Richard Greene	(146) Drama 701 THE RAZOR'S EDGE Tyrone Power Gene Tierney John Payne Clifton Webb Anne Baxter R—Dec. 7—PG-770	(85) Mus-Com 703 THE SHOCKING MISS PILGRIM Betty Grable Dick Haymes Anne Revere Allyn Joslyn Gene Lockhart R—Jan. 11—PG-779
UNITED ARTISTS		14 (65) Comedy SUSIE STEPS OUT Cleatus Caldwell David Bruce Nita Hunter R—Nov. 23—PG-766		28 (96) Com-Dr ABIE'S IRISH ROSE Joanne Dru Richard Norris R—Nov. 30—PG-767				
UNIVERSAL		(98) Drama 604 TEMPTATION Merle Oberon George Brent Charles Korvin Paul Lukas R—Nov. 2—PG-761				(86) Drama 606 SWELL GUY Sonny Tufts Ann Blyth R—Dec. 14—PG-771	(93) Drama 607 I'LL BE YOURS Deanna Durbin Tom Drake William Bendix R—Jan. 25—PG-783	(98) Drama 605 THE WICKED LADY Margaret Lockwood James Mason Patricia Roc R—Dec. 14—PG-771
WARNER-F. N.	Reissues: 7 (127) Drama 608 KINGS ROW Ann Sheridan Ronald Reagan 7 (72) M'drama 609 WILD BILL HICKOK RIDES Bruce Cabot Constance Bennett			28 (105) Musical 610 THE TIME, THE PLACE AND THE GIRL Dennis Morgan Jack Carson Janis Paige Martha Vickers R—Dec. 14—PG-772		11 (96) Drama-Mus 611 THE MAN I LOVE Ida Lupino Robert Alda Andrea King Bruce Bennett R—Dec. 28—PG-776		25 (125) Dra-Mus 612 HUMORESQUE Joan Crawford John Garfield Oscar Levant R—Dec. 28—PG-776
MISCELLANEOUS	SCREEN GUILD	(62) Outdoor Drama GOD'S COUNTRY Robert Lowery Helen Gilbert R—June 22—PG-732 8/15 (72) Out-Dr 4604 DEATH VALLEY Robert Lowery R—Dec. 14—PG-771	8/15 (75) Drama 4605 FLIGHT TO NOWHERE Evelyn Ankers Alan Curtis 10/15 (41) Out-Dr 4606 'NEATH CANADIAN SKIES Russell Hayden Inez Cooper	11/1 (71) Drama 4607 ROLLING HOME Jean Parker R—Oct. 19—PG-760 11/15 (46) Outdr 4610 NORTH OF THE BORDER Russell Hayden	12/1 (60) Drama 4609 MY DOG SHEP Tom Neal R—Dec. 21—PG-774 12/25 (65) Drama 4612 RENEGADE GIRL Ann Savage R—Feb. 8—PG-787	1/15 (62) Drama 4611 QUEEN OF THE AMAZONS Robert Lowery R—Mar. 29—PG-805 2/1 (65) Drama 4608 SCARED TO DEATH Bela Lugosi Joyce Compton	2/15 (70) O'dr-Dr 4613 BUFFALO BILL RIDES AGAIN Richard Arlen R—Apr. 5—PG-807 3/15 (65) Drama 4615 SHOOT TO KILL Russell Wade R—Apr. 12—PG-809	

FEBRUARY 1	FEBRUARY 8	FEBRUARY 15	FEBRUARY 22	MARCH 1	MARCH 8	MARCH 15	MARCH 22
COLUMBIA							
30 (58) Western SOUTH OF THE CHISHOLM TRAIL Charles Starrett Smiley Burnette Nancy Saunders R—Feb. 1—PG-786	6 (73) Myst-Dr BLIND SPOT Chester Morris Constance Dowling Steven Geray R—Feb. 8—PG-787	13 (67) Mus-Dr CIGARETTE GIRL Leslie Brooks R—Feb. 15—PG-789 13 (63) West-Mus OVER THE SANTA FE TRAIL Ken Curtis R—Mar. 1—PG-796	(100) Mys-Dr 830 DEAD RECKONING Humphrey Bogart Lizabeth Scott R—Jan. 18—PG-781	(82) Mys-Dr 832 MR. DISTRICT ATTORNEY Dennis O'Keefe Marguerite Chapman Adolphe Menjou Michael O'Shea R—Jan. 11—PG-779	6 (65) Mystery THE THIRTEENTH HOUR Richard Dix R—Feb. 22—PG-792 6 (54) Western 866 THE LONE HAND TEXAN R—Mar. 8—PG-799		20 (70) Drama MILLIE'S DAUGHTER Gladys George Gay Nelson R—Mar. 8—PG-798 (95) Mys-Dr JOHNNY O'CLOCK Dick Powell Evelyn Keyes R—Jan. 18—PG-781
M-G-M							
	7 (93) Comedy 714 LOVE LAUGHS AT ANDY HARDY Mickey Rooney Lewis Stone Bonita Granville R—Dec. 7—PG-769	14 (93) Drama 715 MY BROTHER TALKS TO HORSES Butch Jenkins Peter Lawford Beverly Tyler R—Nov. 23—PG-766		REPRINT: 28 (115) Drama 713 BOOM TOWN Clark Gable Spencer Tracy Hedy Lamarr	(112) Drama 716 THE BEGINNING OR THE END Robert Walker Tom Drake Brian Donlevy Audrey Totter R—Mar. 1—PG-794		
MONOGRAM							
	8 (54) West-Mus 683 RAINBOW OVER THE ROCKIES Jimmy Wakely Lee "Lasses" White Pat Starling	15 (54) Western 675 VALLEY OF FEAR Johnny Mack Brown Raymond Hatton Reno Blair				15 (64) Drama 613 FALL GUY Cliff Penn Teala Loring Robert Armstrong R—Mar. 8—PG-800	22 (71) Drama 676 THE GUILTY Bonita Granville Don Castle John Litel R—Mar. 22—PG-804
PARAMOUNT							
	7 (91) Comedy 4605 LADIES' MAN Eddie Bracken Cass Daley Virginia Welles Spike Jones Virginia Field R—Jan. 11—PG-780		21 (97) O'tdr-Dr 4606 CALIFORNIA Ray Milland Barbara Stanwyck Barry Fitzgerald R—Dec. 21—PG-774		7 (77) Comedy 4607 EASY COME, EASY GO Barry Fitzgerald Diana Lynn Sonny Tufts R—Feb. 1—PG-785		21 (88) Rom-Com 4608 SUDDENLY IT'S SPRING Paulette Goddard Fred MacMurray Macdonald Carey Arleen Whelan R—Feb. 15—PG-789
P-R-C							
EAGLE-LION 29 (95) Drama 101 BEDELIA Margaret Lockwood R—Feb. 1—PG-786				28 (54) Western LAW OF THE LASH Al LaRue Al "Fuzzy" St. John R—Mar. 8—PG-799	2 (67) Drama 603 DEVIL ON WHEELS Noreen Nash Darryl Hickman Jan Ford James Cardwell R—Feb. 8—PG-788	17 (54) Western RANGE BEYOND THE BLUE Eddie Dean R—Mar. 15—PG-802 17 (98) Drama THE ADVENTURESS Deborah Kerr R—Mar. 15—PG-801	22 (59) Drama UNTAMED FURY R—Apr. 5—PG-808 Reissue 22 (97) Western KIT CARSON 22 (94) Western LAST OF THE MOHICANS
RKO RADIO							
			Group 3 (117) Fantasy 762 SINBAD THE SAILOR Douglas Fairbanks jr Maureen O'Hara Walter Slezak R—Jan. 18—PG-782	Group 4 (67) Mus-Dr 718 BEAT THE BAND Frances Langford Ralph Edwards Phillip Terry Gene Krupa R—Mar. 1—PG-794	Group 4 (63) Drama 719 THE DEVIL THUMBS A RIDE Lawrence Tierney Ted North R—Mar. 8—PG-797		
REPUBLIC							
31 (88) Musical 607 CALENDAR GIRL Jane Frazee R—Feb. 15—PG-789 1 (67) Western 5504 LAST FRONTIER UPRISING Monte Hale Adrian Booth		15 (100) Western 608 ANGEL & THE BADMAN R—Mar. 1—PG-796 15 (74) Comedy 606 MAGNIFICENT ROGUE R—Mar. 22—PG-803 15 (75) Outdr-Mus 641 APACHE ROSE R—Mar. 22—PG-803	15 (56) Outdoor 663 VIGILANTES OF BOOMTOWN Allan Lane Bobby Blake R—Mar. 8—PG-799		8 (66) Com-Mus 605 THE GHOST GOES WILD James Ellison Anne Gwynne Edward Everett Horton Ruth Donnelly Stephanie Bachelor R—Apr. 12—PG-810		22 (90) Musical 610 HIT PARADE OF 1947 Eddie Albert Constance Moore Joan Edwards
20TH-FOX							
(88) Mystery 706 BOOMERANG Dana Andrews Jane Wyatt Lee Cobb R—Feb. 1—PG-786	(72) Mystery 707 THE BRASHER DOUBLOON George Montgomery Nancy Guild Conrad Janis R—Feb. 15—PG-790	(67) Drama 708 STRANGE JOURNEY Paul Kelly Osa Massen Hillary Brooke R—Sept. 14—PG-751		Re-Release: (106) Mus-Dr 709 ALEXANDER'S RAG-TIME BAND Tyrone Power Alice Faye Don Ameche Ethel Merman		(66) Drama 711 BACKLASH Jean Rogers Richard Travis Larry Blake John Eldredge Leonard Strong R—Mar. 29—PG-805	
UNITED ARTISTS							
1 (63) Western FOOL'S GOLD William Boyd Andy Clyde R—Oct. 12—PG-758	8 (93) Drama THE RED HOUSE Edward G. Robinson Lon McCallister R—Feb. 1—PG-785		22 (88) Mus-Dr THE FABULOUS DORSEYS Tommy Dorsey Jimmy Dorsey Janet Blair R—Mar. 1—PG-794		8 (112) Drama THE PRIVATE AFFAIRS OF BEL AMI George Sanders Angela Lansbury Ann Dvorak R—Mar. 1—PG-793	15 (93) Comedy FUN ON A WEEKEND Eddie Bracken Priscilla Lane	22 (89) Drama THE MACOMBER AFFAIR Gregory Peck Joan Bennett Robert Preston R—Jan. 25—PG-784
UNIVERSAL							
				Reissue (81) Outdoor-Drama WHEN THE DALTONS RODE Randolph Scott Kay Francis	(106) Dra-Mus 608 SONG OF SCHEHERAZADE Yvonne De Carlo Brian Donlevy Jean Pierre Aumont Eve Arden Philip Reed R—Feb. 1—PG-786	(103) Drama 609 SMASH-UP Lee Bowman Susan Hayward Marsha Hunt Eddie Albert Carl Esmond R—Feb. 15—PG-789	Reissue (94) Outdoor-Drama DESTRY RIDES AGAIN Marlene Dietrich James Stewart
WARNER-F. N.							
	8 (88) M'drama 613 THE BEAST WITH FIVE FINGERS Robert Alda Andrea King Peter Lorre Victor Francen J. Carrol Naish R—Nov. 30—PG-766		22 (111) Drama 614 NORA PRENTISS Ann Sheridan Kent Smith Bruce Bennett Robert Alda Rosemary DeCamp R—Feb. 8—PG-787		8 (101) Mel-Dram 615 PURSUED Teresa Wright Robert Mitchum Judith Anderson Dean Jagger Alan Hale R—Feb. 22—PG-791		
MISCELLANEOUS							

BRITISH

(88) Drama
Ealing-AFE
THE HALFWAY HOUSE
Francoise Rosay
Tom Walls
Esmond Knight
Valerie White

(78) Comedy
Eng. Films
THE RANDOLPH FAMILY
Margaret Lockwood
Michael Wilding

FOREIGN LANGUAGE

Note: All have English subtitles unless otherwise stated.

(74) French Fam. Int'l
DAWN OVER FRANCE
Raimu
Berval

(95) Russian Artkino
1812
Sergei Kournakoff
A. Dykki

(70) Russian Artkino
FALL OF BERLIN
War Documentary

(..) Italian Drama
FEDORA
Luisa Ferida
Amadeo Nazzari
R—Feb. 9—PG-696

(90) Spanish Clasa
FLOR SILVESTRE
No subtitles
Dolores del Rio

(94) Russian Artkino
GIRL NO. 217
Elena Kuzmina

	MARCH 29	APRIL 5	APRIL 12	APRIL 19	APRIL 26	MAY 3	MAY 10	MAY 17
COLUMBIA	27 (57) Western WEST OF DODGE CITY Charles Starrett R—Mar. 29—PG-806 27 (79) Outdr-Dr 809 KING OF THE WILD HORSES Preston Foster R—Mar. 22—PG-803		10 (67) Comedy 808 BLONDIE'S HOLIDAY Penny Singleton Arthur Lake Larry Simms R—Mar. 8—PG-798	19 (83) Drama 836 THE GUILT OF JANET AMES Rosalind Russell Melvyn Douglas Sid Caesar R—Mar. 8—PG-798	(82) Drama FRAMED Glenn Ford Janis Carter R—Mar. 8—PG-798 24 (59) Western LAW OF THE CANYON Charles Starrett Smiley Burnette			
M-G-M		4 (103) Musical 718 IT HAPPENED IN BROOKLYN Frank Sinatra Jimmy Durante Kathryn Grayson Peter Lawford R—Mar. 8—PG-797	11 (92) Drama 719 LITTLE MR. JIM Butch Jenkins James Craig Frances Gifford R—June 15—PG-729		25 (131) Drama 720 SEA OF GRASS Spencer Tracy Katharine Hepburn Robert Walker Melvyn Douglas R—Feb. 15—PG-790			
MONOGRAM	29 (58) Western 676 TRAILING DANGER Johnny Mack Brown Raymond Hatton Peggy Wynne	5 (55) Western 684 SIX GUN SERENADE Jimmy Wakely Lee "Lasses" White	11 (72) Drama VIOLENCE Nancy Coleman Michael O'Shea R—Apr. 19—PG-812		26 (63) Melodrama 616 HARD BOILED MAHONEY Leo Gorcey Bowery Boys Teala Loring	3 (59) Western 671 LAND OF THE LAWLESS Johnny Mack Brown Raymond Hatton Christine McIntyre	10 (..) Teen-Ager SARGE GOES TO COLLEGE Alan Hale jr. June Preisser	
PARAMOUNT	28 (72) Drama 4620 SEVEN WERE SAVED Richard Denning Catherine Craig Russell Hayden R—Mar. 1—PG-795	4 (88) Comedy 4609 MY FAVORITE BRUNETTE Bob Hope Dorothy Lamour Peter Lorre Lon Chaney R—Feb. 22—PG-791		Pine-Thomas Prod. 18 (72) Drama 4621 FEAR IN THE NIGHT Paul Kelly Kay Scott DeForest Kelley Ann Doran R—Mar. 1—PG-795	25 (97) Drama 4610 IMPERFECT LADY Ray Milland Teresa Wright Virginia Field Sir Cedric Hardwicke R—Mar. 15—PG-802	2 (91) Drama 4611 BLAZE OF NOON Anne Baxter William Holden Sonny Tufts William Bendix Sterling Hayden R—Mar. 8—PG-797		
P-R-C	(74) Drama LOST HONEYMOON Franchot Tone Ann Richards R—Mar. 15—PG-801	5 (64) Drama 715 THREE ON A TICKET Hugh Beaumont Cheryl Walker Paul Bryar Ralph Dunn R—Apr. 12—PG-809	Reissue 12 (41) Western FRONTIER FIGHTERS Buster Crabbe Fuzzy St. John Marjorie Manners	13 (62) Mystery 708 PHILO VANCE'S GAMBLE 14 (..) Mystery PHILO VANCE RETURNS 19 (61) Western WEST TO GLORY Eddie Dean		27 (38) Western 762 THUNDERGAP OUTLAWS Dave "Tex" O'Brien		
RKO RADIO	Group 4 (84) Western 717 TRAIL STREET Randolph Scott Robert Ryan Anne Jeffreys R—Mar. 1—PG-794		Group 4 (57) Western 720 CODE OF THE WEST James Warren Debra Alden R—Mar. 8—PG-799	Group 5 (72) Adventure 723 TARZAN AND THE HUNTRESS Johnny Weissmuller Brenda Joyce John Sheffield R—Mar. 29—PG-806				
REPUBLIC	1 (71) West-Mus 683 TWILIGHT ON THE RIO GRANDE Gene Autry Adele Mara Sterling Holloway R—Apr. 19—PG-811	1 (58) Outdoor 664 HOMESTEADERS OF PARADISE VALLEY Allan Lane 1 (71) Com-Dr 611 YANKEE FAKIR Douglas Fowley Joan Woodbury R—Apr. 12—PG-810			24 (66) Drama 612 SPOILERS OF THE NORTH Paul Kelly Adrian Booth Evelyn Ankers			
20TH-FOX	(96) Musical 710 CARNIVAL IN COSTA RICA Dick Haymes Vera-Ellen Cesar Romero Celeste Holm R—Mar. 29—PG-805							
UNITED ARTISTS		5 (60) Western UNEXPECTED GUEST William Boyd R—Dec. 14—PG-772 5 (89) Comedy THE SIN OF HAROLD DIDDLEBOCK Harold Lloyd R—Feb. 22—PG-792		19 (89) Musical NEW ORLEANS Arturo de Cordova Dorothy Patrick		3 (94) Out'r-Dr RAMROD Joel McCrea Veronica Lake Don DeFore Donald Crisp R—Mar. 1—PG-793		
UNIVERSAL	(70) West Dr 610 MICHIGAN KID Jon Hall Victor McLaglen Rita Johnson R—Feb. 22—PG-792	(78) Comedy 612 BUCK PRIVATES COME HOME Bud Abbott Lou Costello Tom Brown Joan Fulton R—Mar. 15—PG-802	Reissue (73) Comedy YOU CAN'T CHEAT AN HONEST MAN W. C. Fields Edgar Bergen Charlie McCarthy	Reissue (78) Drama I STOLE A MILLION George Raft Claire Trevor Victor Jory				
WARNER-F. N.	29 (84) Com-Dr 616 THAT WAY WITH WOMEN Dane Clark Martha Vickers Sydney Greenstreet R—Feb. 22—PG-791		12 (97) Drama 617 STALLION ROAD Ronald Reagan Alexis Smith Zachary Scott R—Mar. 29—PG-805		Reissues: 26 (109) Drama 618 THE SEA HAWK Errol Flynn Claude Rains 26 (87) Drama 619 THE SEA WOLF Edward G. Robinson Ida Lupino John Garfield	(83) Comedy 620 LOVE AND LEARN Jack Carson Robert Hutton Martha Vickers Janis Paige R—Mar. 29—PG-806		

MISCELLANEOUS FOREIGN LANGUAGE

(110) Span. RKO 461
GOYESCAS
Imperio Argentina
Rafael Rivelles

(..) Spanish Azteca
LA RIVAL DE SU HIJA
No subtitles
Anita Blanch
R—May 26—PG-629

(104) Spanish Clasa
LA VIRGEN QUE FORJO UNA PATRIA
No subtitles
R—April 21—PG-623

(104) Spanish Clasa
LAS DOS HUERFANAS
No subtitles
R—Sept. 1—PG-653

(84) Russian Artkino
THE LAST HILL
Nikolai Kriuchkov
Marina Pastukhova
R—June 30—PG-640

(73) Russian Artkino
MILITARY SECRET
Sergei Lukianov
R—Sept. 1—PG-654

(..) Spanish Clasa
QUE LINDO ES MICHOACAN
No subtitles
Tito Guizar
Gloria Marin
R—Mar. 31—PG-617

(93) Russian Artkino
THE RAINBOW
Natasha Ushvey
Natalia Alisova

(89) French Hoffberg
THREE HOURS
Jean Aumont
Betty Bovy

(..) Spanish Clasa
TIERRA DE PASIONES
No subtitles
R—June 9—PG-633

(102) Spanish Clasa
TORES, AMOR Y GLORIA
No subtitles
R—May 5—PG-627

(84) Russian Artkino
THE URAL FRONT
R—July 14—PG-641

(87) Russian Artkino
WAIT FOR ME
R—Mar. 24—PG-615

(90) Russian Artkino
ZOYA
R—Apr. 21—PG-624

REVIEW DIGEST

and

ALPHABETICAL PICTURE GUIDE INDEX

An interpretative analysis of opinions deduced from the language of lay and trade press reviews. The plus and minus signs indicate the degree of favor or disfavor of the review. Blank spaces indicate no review. This department serves also as an ALPHABETICAL INDEX to feature releases. Numeral preceding title is Picture Guide Review page number. In parentheses after title is running time. Date following distributor is BOXOFFICE review date. Listings cover current reviews. It will be brought up to date regularly. The meaning of the various signs and their combinations is as follows:

⧺ Very Good; + Good; ± Fair; ∓ Mediocre; — Poor; = Very Poor.

In the summary ⧺ is rated as 2 pluses; = as 2 minuses.

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
	A											
767	Abie's Irish Rose (96)	UA		11-30-46	+	=	—	±	+	±		4+ 6—
801	Adventuress, The (98)	E-L		3-15-47	+	±		±	⧺		⧺	7+ 2—
766	Affairs of Geraldine (68)	Rep.		11-30-46	±	∓	∓	∓	∓	±		6+ 6—
777	Alias Mr. Twilight (69)	Col.		1- 4-47	±	±		±	+	⧺		6+ 3—
796	Angel and the Badman (100)	Rep.		3- 1-47	+	±	+	+	+		±	6+ 2—
754	Angel on My Shoulder (101)	UA		9-28-46	+	+	⧺	+	+	⧺	+	9+
803	Apache Rose (75)	Rep.		3-22-47	±		+	+	∓			4+ 2—
790	Arnelo Affair, The (86)	MGM		2-15-47	+	+	+	+	±	±		6+ 2—
	B											
752	Bachelor's Daughters, The (90)	UA		9-14-46	±	+	+	⧺	+	±	+	8+ 2—
805	Backlash (66)	20-Fox		3-29-47	∓	±	±	±	—			4+ 5—
766	Beast With Five Fingers, The (88)	WB		11-30-46	∓	±	+	∓	—	—	±	5+ 6—
794	Beat the Band (67)	RKO		3- 1-47	∓	∓	∓	±	±			5+ 5—
	Beauty and the Bandit (71)	Mono.							±		∓	2+ 2—
786	Bedelia (95)	E-L		2- 1-47	+	±		+	±		+	5+ 2—
794	Beginning or the End, The (112)	MGM		3- 1-47	⧺	+	⧺	+	⧺	+	⧺	11+
807	Bells of San Fernando (74)	SG		4- 5-47	±		—	±	±			3+ 4—
755	Below the Deadline (65)	Mono.		10- 5-46	±	±	+	±	∓	±	∓	7+ 6—
769	Best Years of Our Lives, The (172)	RKO		12- 7-46	⧺	⧺	⧺	⧺	⧺	⧺	⧺	14+
767	Betty Co-Ed (71)	Col.		11-30-46	±	∓	±	+	±	±		6+ 5—
744	Big Sleep, The (114)	WB		8-17-46	+	⧺	⧺	+	+	⧺	+	10+
791	Big Town (60)	Para.		2-22-47	±	±	∓		±			4+ 4—
741	Black Angel (80)	U-I		8-10-46	±	±	±	+	+	⧺	±	8+ 4—
797	Blaze of Noon (90)	Para.		3- 8-47	±	±	+	±	+		+	6+ 3—
787	Blind Spot (73)	Col.		2- 8-47	∓	±		+	+	∓		5+ 3—
742	Blonde for a Day (68)	PRC		8-10-46	∓	±	∓	∓	∓		∓	6+ 6—
755	Blondie Knows Best (69)	Col.		10- 5-46	+	±	±	+	+	±		6+ 3—
773	Blondie's Big Moment (69)	Col.		12-21-46	±	±				±	∓	4+ 4—
798	Blondie's Holiday (67)	Col.		3- 8-47	±	±	±				∓	4+ 4—
754	Blue Skies (102)	Para.		9-28-46	⧺	⧺	⧺	⧺	+	⧺	⧺	13+
786	Boomerang (88)	20-Fox		2- 1-47	+	⧺	⧺	+	+	⧺	⧺	11+
783	Born to Speed (59)	PRC		1-25-47	±	±	±	±	±	±		6+ 6—
722	Boston Blackie and the Law (69)	Col.		12-14-46	±	±	+		±	±	∓	6+ 5—
742	Bowery Bombshell (65)	Mono.		8-10-46	±	±	∓	±	∓	∓	∓	7+ 7—
790	Brasher Doubloon, The (72)	20-Fox		2-15-47	+	±	∓	+	±	±		6+ 4—
748	Brief Encounter (85)	U-I		8-31-46	±	+		+		⧺	⧺	7+ 1—
759	Bringing Up Father (68)	Mono.		10-19-46	±	±	±	±	±	+		6+ 5—
761	Brute Man, The (58)	PRC		11- 2-46	∓	±	∓		±	—	=	4+ 7—
802	Buck Privates Come Home (78)	U-I		3-15-47	⧺	±	+	+	⧺			7+ 1—
807	Buffalo Bill Rides Again (70)	SG		4- 5-47	—		—					2—
	C											
744	Caesar and Cleopatra (126)	UA		8-17-46	⧺	+	+	⧺	±	⧺	+	10+ 1—
789	Calendar Girl (88)	Rep.		2-15-47	±	±	∓	±	∓	±	+	7+ 6—
744	California (97)	Para.		12-21-46	+	±	±	+	⧺	+	⧺	9+ 2—
740	Canyon Passage (92)	U-I		7-27-46	+	±	±	+	+	⧺	⧺	9+ 2—
797	Carnegie Hall (136)	UA		3- 8-47	±	±	+	⧺	⧺			7+ 2—
805	Carnival in Costa Rica (96)	20-Fox		3-29-47	±	±	+	+	+		±	6+ 3—
759	Chase, The (86)	UA		10-19-46	+	±	±			±	+	5+ 3—
760	Child of Divorce (62)	RKO		10-19-46	+	±	±	±	+	+	±	7+ 4—
789	Cigarette Girl (67)	Col.		2-15-47	±	±		±	±		∓	5+ 5—
740	Claudia and David (78)	20-Fox		7-27-46	+	+	+	+	+	⧺	⧺	9+
752	Cloak and Dagger (106)	WB		9-14-46	⧺	⧺	+	+	⧺	⧺	+	11+
799	Code of the West (57)	RKO		3- 8-47	+	±	±	±	∓			5+ 4—
776	Crime Doctor's Manhunt (61)	Col.		12-28-46	±	±	∓		+	±	±	6+ 5—
742	Criminal Court (62)	RKO		8-10-46	±	±	±		+	+	∓	6+ 4—
765	Cross My Heart (83)	Para.		11-23-46	+	±	±	±	±	—	+	6+ 5—
739	Cuban Pete (61)	U-I		7-27-46	±	∓	±		∓	±	+	6+ 5—
	D											
796	Danger Street (66)	Para.		3- 1-47	∓	±	∓		±			4+ 4—
771	Dangerous Millions (68)	20-Fox		12-14-46	±	±	±	+	±	±	∓	7+ 6—
758	Dangerous Money (66)	Mono.		10-12-46	±	∓			±	∓	±	5+ 5—
793	Dangerous Venture (59)	UA		3- 1-47	±		∓	±	+			4+ 3—
809	Dark Delusion (90)	MGM		4-12-47	+	±	±	±	+			5+ 3—
738	Dark Horse, The (59)	U-I		7-20-46	—	±	±		—	±		3+ 5—
758	Dark Mirror, The (85)	U-I		10-12-46	+		±	+	⧺	⧺	+	8+ 1—
781	Dead Reckoning (100)	Col.		1-18-47	+	+	+	+	+	+	+	7+
760	Deception (112)	WB		10-19-46	+	±	+	+	+	+	+	7+ 1—
751	Decoy (76)	Mono.		9-14-46	±	±	+	+	+	—	+	6+ 3—
788	Devil on Wheels (67)	PRC		2- 8-47	∓	∓		±	±	⧺		6+ 4—
797	Devil Thumbs a Ride, The (63)			3- 8-47	+	±	+	+	±		±	6+ 3—
753	Devil's Playground, The (60)	UA		9-28-46	±		+	±	±	±		5+ 4—
764	Dick Tracy vs. Cueball (62)	RKO		11- 9-46	±	±	+	±	±	—	±	6+ 6—
	Don Ricardo Returns (78)	PRC				∓						1+ 1—
757	Driftin' River (55)	PRC		10-12-46	±			±	∓	±		4+ 4—
780	Duel in the Sun (140)	SRO		1-11-47	⧺		+	⧺	⧺			7+
	E											
746	Earl Carroll Sketchbook (90)	Rep.		8-24-46	∓	±	+	+	∓	±	+	7+ 4—
785	Easy Come, Easy Go (77)	Para.		2- 1-47	±	∓	±	±	±	+	±	7+ 6—
808	Egg and I, The (108)	U-I		4- 5-47	⧺	+	+	+	⧺			7+
	Escape Me Never (..)	WB								±		1+ 1—
	F											
794	Fabulous Dorseys, The (90)	UA		3- 1-47	±	±	±	+	±	+		6+ 4—
775	Fabulous Suzanne, The (71)	RKO		12-28-46	±	±	±	±	±	±	—	6+ 7—
775	Falcon's Adventure, The (61)	RKO		12-28-46	∓	±	±	±	+	±	±	7+ 6—
800	Fall Guy (64)	Mono.		3- 8-47	∓	±		±	+			4+ 3—
792	Farmer's Daughter, The (94)	RKO		2-22-47	+	+	+	+	+		+	6+
795	Fear in the Night (71)	Para.		3- 1-47	+	±	+	+	+			5+ 1—
	Fighting Frontiersman, The (..)	Col.							±			1+ 1—
758	Fool's Gold (63)	UA		10-12-46	±		±	±	+	+		5+ 3—
798	Framed (80)	Col.		3- 8-47	±	±	+	+	±			5+ 3—
	Fun on a Weekend (..)	UA				+						1+
	G											
784	Gallant Bess (101)	MGM		1-25-47	±	±	+	+	+	+	±	7+ 3—
752	Gallant Journey (86)	Col.		9-14-46	±	∓	∓	+	±	+	±	7+ 5—
759	Gas House Kids (68)	PRC		10-19-46	∓	±		±	∓	±	∓	6+ 6—
741	Genius at Work (62)	RKO		8-10-46	∓	—	∓	∓	∓	∓	=	5+ 8—
753	Gentleman Joe Palooka (72)	Mono.		9-28-46	±	±		±	±	+		5+ 4—
810	Ghost Goes Wild, The (66)	Rep.		4-12-47	±	±		±	±			4+ 4—
	Ginger (67)	Mono.				∓					∓	2+ 2—
746	G. I. War Brides (69)	Rep.		8-24-46	+	±	±	±	±	+	±	7+ 5—
737	Great Day (68)	RKO		7-20-46	±	∓	∓	+	∓	+		6+ 4—
807	Great Expectations (115)	U-I		4- 5-47	+	⧺		⧺	⧺			7+
798	Guilt of Janet Ames, The (81)	Col.		3- 8-47	+	±	±		+			4+ 2—
804	Guilty, The (71)	Mono.		3-22-47	+			+				2+
	H											
	Hard Boiled Mahoney (63)	Mono.									∓	1+ 1—
745	Heading West (54)	Col.		8-24-46	±				—	+		2+ 2—
777	Heldorado (70)	Rep.		1- 4-47	±		+	±	±	+		5+ 3—
753	Her Sister's Secret (86)	PRC		9-28-46	±	±	±	+	+	+	±	7+ 4—
801	High Barbaree (92)	MGM		3-15-47	±	±	+	+	⧺			6+ 2—
804	High Conquest (83)	Mono.		3-22-47	⧺		+	+	±			5+ 1—
745	High School Hero (74)	Mono.		8-24-46	+	±	∓	±	±	∓	∓	7+ 6—
740	Holiday in Mexico (128)	MGM		7-27-46	⧺	⧺	⧺	⧺	⧺	⧺	⧺	14+
763	Home in Oklahoma (72)	Rep.		11- 9-46	±		+	±	±	±		5+ 4—
740	Home Sweet Homicide (90)	20-Fox		7-27-46	+	+	+	+	+	⧺	+	8+
	Homesteaders of Paradise Valley (58)	Rep.							+			1+
776	Humoresque (125)	WB		12-28-46	+	+	⧺	⧺	+	⧺	⧺	11+
	I											
795	I Cover Big Town (63)	Para.		3- 1-47	±	±	+	±	±			5+ 4—
756	I Know Where I'm Going (91)	U-I		10- 5-46	±				±			2+ 2—
750	If I'm Lucky (78)	20-Fox		9- 7-46	+	±	±	+	±	±	±	7+ 5—
783	I'll Be Yours (83)	U-I		1-25-47	±	±	+	±	±	+	±	7+ 5—
802	Imperfect Lady, The (97)	Para.		3-15-47	⧺	±	±	+	∓			6+ 3—
	Inner Circle, The (57)	Rep.				±	∓		∓	∓	∓	5+ 5—
746	Invisible Informer, The (57)	Rep.		8-24-46	—	±	∓	±	—	—	∓	4+ 7—
797	It Happened in Brooklyn (103)	MGM		3- 8-47	⧺	+	+	⧺	⧺		+	9+
788	It Happened on Fifth Avenue (116)	Mono.		2- 8-47	+		+	±	±	+		5+ 2—
783	It's a Joke, Son (63)	E-L		1-25-47	+	±	—	+		±		4+ 3—
774	It's a Wonderful Life (132)	RKO		12-21-46	+	⧺	⧺	⧺	⧺	⧺	⧺	13+
749	It's Great to Be Young (63)	Col.		9- 7-46	±	—	∓		±	±	∓	5+ 6—
749	I've Always Loved You (117)	Rep.		9- 7-46	+	±	±	+	+	⧺	+	8+ 2—
	J											
	Jewels of Brandenburg (65)	20-Fox				±			±			2+ 2—
781	Johnny O'Clock (95)	Col.		1-18-47	±	+	+	±	+	+	⧺	8+ 2—
753	Jolson Story, The (128)	Col.		9-28-46	⧺	⧺	⧺	⧺	⧺	⧺	⧺	14+
795	Jungle Flight (67)	Para.		3- 1-47	±	±	±		∓			4+ 4—
	K											
743	Killers, The (102)	U-I		8-17-46	+	⧺	+	+	+	+	±	9+
803	King of the Wild Horses (79)	Col.		3-22-47	±	∓		±				3+ 3—
	L											
780	Ladies' Man (91)	Para.		1-11-47	+	±	±	+	±	±	∓	7+ 5—
	Lady Chaser (74)	PRC				∓					±	2+ 2—
766	Lady in the Lake (103)	MGM		11-30-46	+	+	+	+	⧺	+	+	8+
739	Lady Luck (97)	RKO		7-27-46	+	+	±	+	+	+	+	7+ 1—
757	Lady Surrenders, A (113)	U-I		10-12-46	±				±			2+ 2—
	Landrush (53)	Col.					∓		±	±		3+ 3—
746	Last Crooked Mile, The (67)	Rep.		8-24-46	∓	±	±	±	±	∓	∓	7+ 7—
	Last Frontier Uprising (67)	Rep.							±			1+ 1—
788	Late George Apley, The (98)	20-Fox		2- 8-47	+	+	+	+	+	+	⧺	8+
799	Law of the Lash (54)	PRC		3- 8-47	±		±		∓			3+ 3—
	Lighthouse (74)	PRC									∓	1+ 1—
759	Little Iodine (57)	UA		10-19-46	±	∓	∓	±	+	∓		6+ 5—
750	Little Miss Big (61)	U-I		9- 7-46	∓	±	±	∓	—	+		5+ 5—
774	Locket, The (85)	RKO		12-21-46	+	+	⧺	+	+	⧺	±	9+ 1—

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor.

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
799	Lone Hand Texan, The	(57)	Col.	3- 8-47	±		∓					2+ 2−
777	Lone Star Moonlight	(67)	Col.	1- 4-47	∓							1+ 1−
780	Lone Wolf in Mexico	(70)	Col.	1-11-47	±	∓			±	±		4+ 4−
801	Lost Honeymoon	(71)	E-L	3-15-47	±	±	+	+	ǂ			6+ 2−
806	Love and Learn	(85)	WB	3-29-47	±	±	±	±	−			4+ 5−
769	Love Laughs at Andy Hardy	(93)	MGM	12- 7-46	±	±	+	±	∓	ǂ	±	8+ 5−
	M											
794	Macomber Affair, The	(90)	UA	1-25-47	+	±	∓	+	+	±		6+ 3−
	Magic Bow, The	(..)	U-I						−	+		1+ 1−
766	Magnificent Doll, The	(94)	U-I	11-23-46	+	±	+	+	+	ǂ	ǂ	9+ 1−
803	Magnificent Rogue, The	(75)	Rep.	3-22-47	∓				+	∓		3+ 2−
776	Man I Love, The	(96)	WB	12-28-46	±	±	+	±	∓	+	±	7+ 5−
760	Margie	(94)	20-Fox	10-19-46	+	ǂ	+	+	+	ǂ	ǂ	10+
792	Michigan Kid	(70)	U-I	2-22-47	±	±	±	±	∓		±	6+ 6−
809	Mighty McGurk, The	(85)	MGM	4-12-47	+	±	+	+	+	+	±	7+ 2−
798	Millie's Daughter	(70)	Col.	3- 8-47	±	±		+	−			3+ 3−
	Missing Lady, The	(60)	Mono.			∓		±	±		±	4+ 4−
748	Mister Ace	(84)	UA	8-31-46	+	±	±	+	+	±	+	7+ 3−
779	Mister District Attorney	(81)	Col.	1-11-47	±	±	+	±	∓	±	±	7+ 6−
773	Mister Hex	(63)	Mono.	12-21-46	±	±	±	±	+	±		6+ 5−
766	My Brother Talks to Horses	(93)	MGM	11-23-46	+	±	ǂ	+	±	+		7+ 2−
758	My Darling Clementine	(97)	20-Fox	10-12-46	+	+	+	+	+	ǂ	±	8+ 1−
791	My Favorite Brunette	(87)	Para.	2-22-47	+	+	+	+	+	ǂ	ǂ	9+
	My Heart Goes Crazy	(..)	U-I				∓					1+ 1−
	Mysterious Mr. Valentine, The	(56)	Rep.			±			±			2+ 2−
	N											
762	Never Say Goodbye	(97)	WB	11- 2-46	+	±	±	+	∓	±	±	7+ 5−
755	Nobody Lives Forever	(100)	WB	10- 5-46	+	±	+	+	+	±	+	7+ 2−
757	Nocturne	(87)	RKO	10-12-46	±	±	+	±	+	±	+	7+ 4−
747	No Leave, No Love	(120)	MGM	8-31-46	+	+	ǂ	+	±		+	7+ 1−
787	Nora Prentiss	(111)	WB	2- 8-47	±	±	±	+	∓	+	±	7+ 5−
739	Notorious	(103)	RKO	7-27-46	ǂ	ǂ	ǂ	ǂ	+	+	ǂ	12+
761	Notorious Gentleman	(108)	U-I	11- 2-46	+	+		+	+	ǂ	ǂ	8+
	O											
793	Odd Man Out	(118)	U-I	3- 1-47	ǂ	+		ǂ	ǂ			7+
810	Other Love, The	(95)	UA	4-12-47	+	+	+	ǂ	ǂ			7+
733	Out California Way	(67)	Rep.	12-21-46	±		∓	±	±	+		5+ 4−
	Outlaw of the Plains	(56)	PRC					±		∓	∓	3+ 3−
796	Over the Santa Fe Trail	(63)	Col.	3- 1-47	±			+				2+ 1−
778	Overlanders, The	(91)	E-L	1- 4-47	±	±	+	±		ǂ	+	7+ 3−
	P											
765	Perfect Marriage, The	(87)	Para.	11-23-46	±	±	∓	+	+	±	±	7+ 5−
742	Personality Kid	(68)	Col.	8-10-46	±	∓	∓		∓	+	±	6+ 5−
784	Pilgrim Lady, The	(67)	Rep.	1-25-47	±	±	±	±	∓	±		6+ 6−
763	Plainsman and the Lady	(82)	Rep.	11- 9-46	±	∓	±	+	+	±	±	7+ 5−
741	Prairie Badmen	(55)	PRC	8-10-46	∓			±	±	∓	∓	5+ 5−
793	Private Affairs of Bel Ami, The	(115)	UA	3- 1-47	±	±	±	+	±	ǂ		7+ 4−
791	Pursued	(101)	WB	2-22-47	+	+		+	+	+	ǂ	7+
	Q											
805	Queen of the Amazons	(61)	SG	3-29-47	∓			±	±		−	3+ 4−
	R											
	Raiders of the South	(58)	Mono.						±		∓	2+ 2−
	Rainbow Over the Rockies	(54)	Mono.						∓		∓	2+ 2−
793	Ramrod	(94)	UA	3- 1-47	+	±	+	+	+			5+ 1−
802	Range Beyond the Blue	(54)	PRC	3-15-47	±		+	±				3+ 2−
770	Razor's Edge, The	(146)	20-Fox	12- 7-46	ǂ	±	+		ǂ	+		7+ 1−
785	Red House, The	(93)	UA	2- 1-47	+	±	+	+	+	ǂ	ǂ	9+ 1−
744	Rendezvous With Annie	(90)	Rep.	8-17-46	+	+		+	+	+	+	6+
787	Renegade Girl	(65)	SG	2- 8-47	±				∓			2+ 2−
767	Return of Monte Cristo, The	(91)		11-30-46	±	±	+	+	±	ǂ	∓	8+ 4−
	Riding the California Trail	(61)	Mono.								∓	1+ 1−
	Rio Grande Raiders	(56)	Rep.						±			1+ 1−
796	Road to Hollywood	(61)	SG	3-1-47	±							1+ 1−
754	Roll On Texas Moon	(68)	Rep.	9-28-46	±		±	±	+	+		5+ 3−
760	Rolling Home	(71)	SG	10-19-46	±				±			2+ 2−
	S											
808	San Demetrio, London	(78)	20-Fox	4- 5-47	±	±	ǂ	+	∓			6+ 3−
769	San Quentin	(66)	RKO	12- 7-46	∓	±	+	±	+	±	±	7+ 5−
	Santa Fe Uprising	(56)	Rep.						±	±		2+ 2−
738	Scandal in Paris, A	(100)	UA	7-20-46	+	±	±	±	∓	±	+	7+ 5−
790	Sea of Grass, The	(123)	MGM	2-15-47	+	±	+	+	+	ǂ	ǂ	9+ 1−
767	Secret Heart, The	(97)	MGM	11-30-46	+	±	ǂ	+	+	+		7+ 1−
761	Secret of the Whistler	(65)	Col.	11- 2-46	∓	∓			±	∓		4+ 4−
745	Secrets of a Sorority Girl	(58)	PRC	8-24-46	∓	∓		∓		±	=	4+ 6−
795	Seven Were Saved	(72)	Para.	3- 1-47	∓	∓	∓		+		+	5+ 3−
744	Shadow of a Woman	(79)	WB	8-17-46	±	±	∓	±	±	∓	∓	7+ 7−
756	Shadowed	(70)	Col.	10- 5-46	±	±			+	±	±	5+ 4−
	Shadows on the Range	(57)	Mono.					±	∓		∓	3+ 3−
779	Shocking Miss Pilgrim, The	(85)	20-Fox	1-11-47	+	±	±	+	+	+		6+ 2−
809	Shoot to Kill	(65)	SG	4-12-47	±		+	+	±			4+ 2−
743	Show-Off, The	(84)	MGM	8-17-46	+	+	+	±	±	+	∓	7+ 3−
	Silver Range	(55)	Mono.						±		±	2+ 2−
792	Sin of Harold Diddlebock, The	(94)		2-22-47	+	+	+	+	+			5+
782	Sinbad the Sailor	(117)	RKO	1-18-47	+	+	+	+	+	+	+	7+
741	Sing While You Dance	(73)	Col.	8-18-46	±	∓			±	±	∓	5+ 5−
777	Singin' in the Corn	(64)	Col.	1- 4-47	∓	±	±			−		3+ 4−
752	Singing on the Trail	(69)	Col.	9-14-46	±				±			2+ 2−
770	Sioux City Sue	(69)	Rep.	12- 7-46	∓		±	±	±	+		5+ 4−
738	Sister Kenny	(116)	RKO	7-20-46	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
789	Smash-Up	(103)	U-I	2-15-47	+	ǂ	+	+	+	ǂ		8+
765	So Dark the Night	(70)	Col.	11-23-46	+	±	±	+	+	+	∓	7+ 3−
786	Song of Scheherazade	(106)	U-I	2- 1-47	+	±	±	+	+	+	±	7+ 3−
	Song of the Sierras	(55)	Mono.					+	±			2+ 1−
762	Song of the South	(95)	RKO	11- 1-46	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
786	South of the Chisholm Trail	(58)	Col.	2- 1-47	±			±				2+ 2−
745	Spook Busters	(68)	Mono.	8-24-46	±	±	∓	±	±	∓	±	7+ 7−
780	Stagecoach to Denver	(56)	Rep.	1-11-47	∓		±	±	+	±		5+ 4−
773	Stairway to Heaven	(104)	U-I	12-21-46	+	+		ǂ	ǂ	ǂ	ǂ	10+
805	Stallion Road	(97)	WB	3-29-47	±	±	±	+	+		+	6+ 3−
775	Stars Over Texas	(57)	PRC	12-28-46	±			±				2+ 2−
737	Step by Step	(61)	RKO	7-20-46	∓	±	±	±	±	ǂ	±	8+ 6−
764	Strange Holiday	(56)	PRC	11- 9-46	±	±	∓		±	+		5+ 4−
751	Strange Journey	(67)	20-Fox	9-14-46	±	∓		±	±	∓		5+ 5−
762	Strange Woman, The	(101)	UA	11- 2-46	+	±	+	+	+	+	+	7+ 1−
789	Suddenly It's Spring	(87)	Para.	2-15-47	+	±	+	+	+	+	+	7+ 1−
738	Sunset Pass	(59)	RKO	7-20-46	∓	±	±	±	±	±		6+ 6−
766	Susie Steps Out	(65)	UA	11-23-46	±	±	±	±	∓	±		6+ 6−
770	Sweetheart of Sigma Chi	(76)	Mono.	12- 7-46	±	±	+	±	±	+		6+ 4−
771	Swell Guy	(87)	U-I	12-14-46	±	+	+	+	+	±	ǂ	8+ 2−
	T											
806	Tarzan and the Huntress	(72)	RKO	3-29-47	+	±	±	+	+		−	5+ 3−
761	Temptation	(100)	U-I	11- 2-46	+	±	±	±	ǂ	+	±	8+ 4−
764	Terror Trail	(55)	Col.	11- 9-46	∓				±			2+ 2−
772	That Brennan Girl	(95)	Rep.	12-14-46	±	+	±	+	±	±	±	7+ 5−
791	That Way With Women	(85)	WB	2-22-47	±	±	±	±	+	ǂ	±	8+ 5−
810	That's My Man	(104)	Rep.	4-12-47	+	+	±	+	+		+	6+ 1−
747	They Were Sisters	(108)	U-I	8-31-46	+	±		+	±	+	+	6+ 2−
775	13 Rue Madeleine	(95)	20-Fox	12-28-46	+	+	+	+	+	ǂ	ǂ	9+
792	Thirteenth Hour, The	(62)	Col.	2-22-47	±	±		±	−			3+ 4−
	This Happy Breed	(110)	U-I							ǂ		2+
	This Man Is Mine	(..)	Col.				ǂ					2+
751	Three Little Girls in Blue	(90)	20-Fox	9-14-46	+	+	+	ǂ	+	ǂ	ǂ	10+
809	Three on a Ticket	(62)	PRC	4-12-47	+	±	±	±	+			5+ 3−
747	Thrill of Brazil, The	(91)	Col.	8-31-46	+	±	±	+	−	+	+	6+ 3−
765	Till the Clouds Roll By	(120)	MGM	11-23-46	ǂ	+		ǂ	ǂ	ǂ	ǂ	11+
743	Time of Their Lives, The	(82)	U-I	8-17-46	+	±	±	+	+	ǂ	±	8+ 3−
804	Time Out of Mind	(89)	U-I	3-22-47	∓	∓	∓	±	∓		±	6+ 6−
772	Time, the Place and the Girl, The	(105)	WB	12-14-46	±	±	+	+	+		±	6+ 3−
794	Trail Street	(83)	RKO	3- 1-47	±	±	+		±	±	+	6+ 4−
785	Trail to San Antone	(67)	Rep.	2- 1-47	±		±	+	±	+		5+ 3−
	Trailing Danger	(..)	Mono.								±	1+ 1−
779	Trap, The	(68)	Mono.	1-11-47	∓	−		±	∓		−	3+ 5−
	Trigger Fingers	(54)	Mono.						∓		±	2+ 2−
764	Tumbleweed Trails	(57)	PRC	11- 9-46	∓		±	±		±		4+ 4−
739	Two Guys From Milwaukee	(90)	WB	7-27-46	+	+	+	+	+	±	+	7+ 1−
806	Two Mrs. Carrolls, The	(100)	WB	3-29-47	+	±	±		+		+	4+ 2−
748	Two Years Before the Mast	(98)	Para.	8-31-46	±	±	ǂ	+	+	ǂ	ǂ	10+ 2−
	U											
748	Under Nevada Skies	(69)	Rep.	8-31-46	∓		±		∓			3+ 3−
	Undercover Maisie	(93)	MGM			+	+	+	∓			4+ 1−
756	Undercurrent	(113)	MGM	10- 5-46	+	±	+	ǂ	+	ǂ	+	9+ 1−
772	Unexpected Guest	(60)	UA	12-14-46	±		±	±	±	±	±	6+ 6−
808	Untamed Fury	(61)	PRC	4- 5-47	∓	±	∓	+	+			5+ 3−
	V											
808	Vacation Days	(68)	Mono.	4- 5-47	±	±			−			2+ 3−
757	Vacation in Reno	(60)	RKO	10-12-46	∓	±	±	±	∓	±	∓	7+ 7−
	Valley of Fear	(54)	Mono.								±	1+ 1−
766	Verdict, The	(86)	WB	11-23-46	+	±	±	+	±	+	+	7+ 3−
799	Vigilantes of Boomtown	(96)	Rep.	3- 8-47	+		±	+	+	±		5+ 2−
	Violence	(72)	Mono.			±	+		±			3+ 2−
	W											
766	Wake Up and Dream	(92)	20-Fox	11-30-46	±	∓	∓	+	∓	ǂ	±	8+ 5−
763	Wanted for Murder	(97)	20-Fox	11- 9-46	±	±		+	+	+	+	6+ 2−
806	West of Dodge City	(57)	Col.					±				2+ 2−
751	White Tie and Tails	(74)	U-I	9-14-46	±	±			+	+	±	5+ 3−
771	Wicked Lady, The	(98)	U-I	12-14-46	+	±		±	∓	+	+	6+ 3−
762	Wife Wanted	(73)	Mono.	11- 2-46	∓	±		±	±			4+ 4−
743	Wild Beauty	(61)	U-I	8-17-46	∓	∓			∓	+	±	5+ 4−
785	Wild Country	(57)	PRC	2- 1-47	±		∓	∓	∓			4+ 4−
769	Wild West	(73)	PRC	12- 7-46	±		+	±	∓	±		5+ 4−
	Y											
810	Yankee Fakir	(71)	Rep.	4-12-47	+	∓	±		+			4+ 2−
770	Yearling, The	(135)	MGM	12- 7-46	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
802	Years Between, The	(88)	U-I	3-15-47	±	±		±	±	+	ǂ	7+ 4−

SHORTS REVIEWS

Opinions on the Current Short Subjects

Bill Bailey and the Four Pillars

American Bankers Ass'n 18 Mins.

Very good. A splendidly photographed and absorbing factual film based on the J. P. McEvoy story which appeared under the same title in Reader's Digest. Because the entire production was filmed in and about Clarksville, Tenn., with C. W. "Bill" Bailey, president of the American Bankers Ass'n, and native farmers and villagers playing themselves, the picture has an authenticity not usually encountered in informative subjects. Through Bailey's rotating crop plan, based on the "Four Crops for Four Seasons" philosophy, the almost-destitute farmers of the region were able to bring prosperity back to their families, homes and communities. Holds interest throughout.

Science Goes Fishing

Can. Film Board 10 Mins.

Fair. Canadian scientists carry on research in Gaspe Bay to improve cod fishing. After overcoming reluctance on the part of the fishermen to modernize their traditional fishing schedule, plus the hazard of a fire which destroys their experimental laboratory, finally gain confidence of the fishermen. A little too dramatic in spots, and may leave the audience feeling "so what."

White Safari

Can. Film Board 10 Mins.

Very good. This highlights the trek of the snowmobile "Exercise Musk-Ox" through Canada's arctic wastes. Has thrilling storm scene when long column of vehicles is stalled by storm, and fast race against breakup of ice pack. Puppies, Eskimo kids and bearded explorers add human interest touch. Night scenes of column moving through snow especially effective.

Community Sing

Col (No. 3 Surrender) 10½ Mins.

Good. Dick Leibert at the organ and the Song Spinners present five hit songs against a background of screen cartoons. The tunes are "Surrender," "Five Minutes More," "My Fickle Eye," "Who Told You That Lie" and "There's No One But You." Community Sing No. 1 was recommended by the National Board of Review in its weekly guide for the seven days ending November 2.

Les Elgart and His Orchestra

Col (Thrills of Music) 10 Mins.

Good. The orchestra, back from appearances at the Hotel New Yorker, opens with a jump tune, "Mabel, Mabel," sung by Howard Duffy, Jo Jean Rogers and Terry Parker. Hal Walters sings "Either It's Love or It Isn't," and in the finale, Elgart and the orchestra give a "hot" presentation of "Liza Jane."

Hi-Li

Col (Sports Reels) 9½ Mins.

Good. A short full of thrills and spills as champions of jai-alai (pronounced like the title) go through their paces. The film explains the fundamentals of the Latin American game, called the fastest and one of the most dangerous of all sports. Explanatory narration by Bill Stern rounds out the short. Interesting for tennis, badminton, handball and similar sports fans.

Holiday in Mexico

(Screen Snapshots—No. 4)

Col 10 Mins.

Good. The screen fans who like to watch the at-play activities of their favorites will enjoy this sightseeing trip to Las Vegas, Nev. Among those making a scenic tour of nearby Boulder Dam are Brian Aherne and Willard Parker, both with their wives, and Belita, Ginny Simms, Cathy Carter and Joan Edwards, the Hit Parade singer. All of them act and gape just like regular tourists.

Loco Lobo

Col (Color Rhapsodies) 6 Mins.

Good. The big, bad wolf chases the poor little rabbit but finds himself tangling with a cunning bunny. A fast-moving, bright short that will please the younger patrons and provide laughs for plenty of their elders. Good filler for any bills with open spots.

Pardon My Terror

Col (All-Star Comedy) 16½ Mins.

Good. A comedy two-reeler that is really funny in many spots. It follows the same straight-and-stooge formula, but this has been given a modern twist that takes away the custard pie antics. Will please all laugh fans who love a rib-tickler and it would go well in many a program spot.

Radio Characters

Col (Screen Snapshots) 10½ Mins.

Fair. Presenting on the screen some of the radio characters who have been heard and sometimes laughed at for years. They are not photogenic, but they may appeal to loudspeaker fans of the big airwave shows. Radio stations have been instructed to cooperate in exploitation.

Slappily Married

Col (All-Star Comedies) 16½ Mins.

Fair. Another of the growing slapstick brigade, this one centering around the wrecking of a kitchen and a shoe store. The usual domestic quadrangle plot is incorporated, with the stooge finally winning out, but not before he has almost ruined himself and most of the sets.

Skolsky Party

(Screen Snapshots, No. 4)

Col 10 Mins.

Fair. A party at Schwab's drugstore in Hollywood, celebrating the opening of "The Jolson Story," gives Columbia an opportunity to introduce 42 contract players and other Hollywood personalities. Audiences may be surprised at the appearance of some of their favorites without benefit of makeup and expert lighting effects.

Society Mugs

Col (All-Star Comedies) 16 Mins.

Fair. Two reels of roughhouse play during which nearly all of the players get slapped, jabbed and otherwise humiliated. This one is about average for the series, aimed at producing laughs in the action houses.

Ten Pin Magic

Col (Sports Reels) 10 Mins.

Good. This short is particularly interesting for bowlers and alley fans. In addition to showing how champions of the day make strikes and spares, it gives an intimate and detailed view of the automatic pinsetting machine in action. Bill Stern, well known for his sports broadcasts, adds humorous commentary to the reel.

Community Sing

Col (No. 4—Series 11) 10 Mins.

Good. Don Baker, organist at the New York Paramount, and the Song Spinners invite the audience to join them in a medley of tunes headed by "Pretending," the Perry Como number. "My Sugar Is So Refined," a humorous song follows, then the old-timers have their chance with "My Gal Sal" and "Apple Blossom Time." "Linger in My Arms a Little Longer, Baby" closes the reel.

Are Parents or Society Responsible for Juvenile Delinquency?

General Film Productions 18 Mins.

(America's Town Meeting on the Screen)

Fair. The well-known radio program, "America's Town Meeting of the Air," makes its initial film appearance with a discussion of juvenile delinquency. The short combines an actual broadcast with narration by George V. Denny jr., moderator of the program. The speakers on this program are Father Edward J. Flanagan, founder and director of Boys Town; Dorothy Thompson, newspaper columnist; Tom Clark, U.S. attorney general, and Ethel Alpenfels, anthropologist for the Bureau for Intercultural Education. The film should have an audience among the Town Meeting radio fans. Camera work and editing will have to be improved to meet the competition from other documentary series.

Athletiquiz

MGM (Pete Smith Specialty) 9 Mins.

Good. Pete Smith asks some brain-teasing questions on sports, including swimming, wrestling, midget auto-racing and golf. Typical is one on which American president was the champion wrestler of his school. Answers are presented with an amusing touch.

Cat Fishin'

MGM (Tom & Jerry Cartoon) 8 Mins.

Excellent. The laughs are fast and furious as Tom Cat decides to do a bit of fishing in a private lake. He eludes the ferocious bulldog guarding the property and starts casting, with Jerry Mouse on the end of the line as live bait. Jerry tangles with a large fish, but escapes being eaten alive. When the bulldog steps in no holds are barred, and Tom gets the worst of the fray.

Glimpses of California

MGM (FitzPatrick Traveltalk) 9 Mins.

Good. The Technicolor camera picks out highlights of California, with special attention to the floral attractions of the state, and to the scenic beauties of Hollywood, Los Angeles and the surrounding countryside. The famous Farmers' Market is visited.

Henpecked Hoboes

MGM (Technicolor Cartoons) 7 Mins.

Very good. A couple of hobo bears do a clever takeoff on George and Lenny of "Of Mice and Men." The chase after a tasty-looking hen leads them into complications and trouble. Recognition value to anyone who has seen the Steinbeck picture adds to this short.

In Country Life

Para (Speaking of Animals) 10 Mins.

Good. All the familiar farmyard animals have lines in this short. The cast of characters includes cows, pigs, chickens, turkeys, horses, donkeys and rabbits. They speak with assorted accents and dialects.

Radio, Take It Away

Para (Pacemakers) 11 Mins.

Very good. A laugh-provoking satire on the currently popular radio quiz programs, this creates for comedy purposes such audience participation shows as "Beat Your Brains Out" or "Uncle Arsenic's Kwestion Klinic" as well as the dim-witted people who conduct and attend them. Long-suffering participants go through veritable torture while striving to win such prizes as yachts, life boats, washing machines and underwater fountain pens with separate temperature controls. A typical slapstick climax will have patrons howling.

The Sponge Divers

Para (Popular Science) 11 Mins.

Interesting. The film touches on a topic of current interest, the housing shortage. A huge 110-ton Tournalayer is shown turning out concrete houses in the same manner assembly lines put out automobiles. Other scenes deal with a weather station situated 16,000 feet up in the Andes Mountains on the Chile-Argentine border and the hazardous business of sponge fishing conducted by natives of Tarpon Springs, Fla. Magnacolor shots of the fishing fleets sailing out to the ocean add to the film's appeal.

College Climbers

RKO (Sportscope) 8 Mins.

Interesting. A hazardous course in mountain climbing, part of the physical education program at Western State College, Gunnison,

(Continued on next page)

SHORTS REVIEWS

(Continued from preceding page)

Colo., is featured in this reel. Students are taught the rudiments of mountain climbing by Richard Wellington. Once a class has mastered tricky rope knots the instructor leads a climb up Mount Gothic, part of the Elk Mountain range. The sport requires balance and the agility of a mountain goat, but the youngsters are enthusiastic, and the climbing classes are increasing in size.

Flicker Flashbacks

RKO (Number 4) 10 Mins.

Amusing. "A Plot Against the Duke," 1906 release, is shown with appropriately humorous comment by the narrator. The laughs should come frequently as "Lord Fontleroy," blueblood of the Spanish court, saves his duke from a dastardly death plot. The second episode, "The Curse of Drink," was released by Pathe in 1908 and concerns the tragic fate of a family man who began to "hit the bottle."

Flicker Flashbacks

RKO (No. 5) 8 Mins.

Amusing. The film opens with "The Beggar's Coin," Pathe production of vintage 1907. Lucky Pierre, wealthy gambler, steals a coin from a beggar when he loses his fortune at cards. He recoups his losses at the gambling house, but his ill-gotten gains prey on his conscience and he has hallucinations. Also shown is "The Venetian's Revenge," drama of love and passion on the Venetian canals.

Rescue Dog

RKO (Walt Disney Cartoon) 7 Mins.

Excellent. A new Disney character, a mischievous baby seal, makes a successful debut in this clever reel. Pluto is stationed on an arctic mountain peak as a rescue dog. He falls from a cliff onto a frozen lake and meets the seal. The playful little fellow leads Pluto a merry chase until the harassed dog falls through the ice. The remorseful seal rescues our hero with the aid of Pluto's brandy keg. They become fast friends.

Sleepy Time Donald

RKO (Walt Disney Cartoon) 7 Mins.

Entertaining. Donald Duck experiences several hair-raising adventures when he walks in his sleep. Dressed in his nightshirt he calls for Daisy and takes her to the zoo. He barely escapes an outraged lion whom he has disturbed and then leads Daisy a merry chase through heavy traffic. She manages to guide him home, and when Donald awakens he accuses Daisy of sleepwalking.

The Dead Strike Back

Telenews 10 Mins.

Good. Filmed by the Czechoslovak film unit, this is a grim but extremely powerful documentary which rates a showing in every type of theatre except those where youngsters or the more squeamish patrons are in the majority. It tells the story of retribution to the Czechs who were responsible for collaborationist activities with the Nazis, as well as Germans who murdered and pillaged Czechoslovak towns and villages, including the never-to-be-forgotten Lidice incident. Nothing is spared the spectator who is likely to shudder at numerous closeups of decaying or rotting bodies. The narration is delivered with great sincerity by Jan Masaryk, son of the founder of the Czech republic.

Royalty of the Range

(Movietone Adventure)

20th-Fox 9 Mins.

Good. With food problems occupying an important part of the world news picture, this is a timely survey of America's wealth of livestock. The camera follows the cattle from the range to the feeder farm—the first step in the routine of sending beef to the market. After feeding adds tons to the original beef, the prize herds are ready for exhibition at the American Royal show. Young students of the art of agriculture, the future farmers of this country are shown giving their stars endless grooming before they compete for the star farmer award, of $500, which is won by William T. Carlin of Coatesville, Pa.

McDougal's Rest Farm

20th-Fox (Terrytoon) 7 Mins.

Very good. Another laugh-provoking Technicolor cartoon in which the talking magpies completely befuddle the dim-witted watchdog. The trouble starts when the fast-talking, impudent birds choose one of the trees in McDougal's Rest Farm as the site for their new home and thereby set up a clatter and disturb all the animals. The slow-moving dog doesn't stand a chance against the brash intruders who send him on an elevator ride through the sky, on a crash landing in a wheelbarrow and, finally, steal the doghouse for use as their own dwelling.

Storm Over Britain

20th-Fox (March of Time) 18 Mins.

Very good. The release is an interesting and timely exposition of Britain's postwar struggle for survival. MOT doesn't have to dramatize this struggle. Straight newsreel shots of the recent blizzards that swept the British Isles point up the hardships experienced by the people. In spite of the fact that the British people are still without many of life's necessities, they appear to be in good spirits and determined to help restore their nation to the economic leadership it held for so long. Domestic audiences should find MOT's latest film report very much to their liking.

The Cape of Good Hope

20th-Fox 8 Mins.

(Movietone Adventures)

Good. This Lowell Thomas Movietone travelog is notable for the beauty of its Technicolor shots of the jutting cliffs and the surrounding country, the winding roads and the seaside resorts on the Cape of Good Hope, but the commentary is quite ordinary. From the Indian Ocean side, an old fort reminds us how the Portuguese lost their empire to the Dutch and, in Mossel Bay, a favorite vacationing spot for the people of South Africa, the younger generation is seen sunning on the rocks or diving into the natural swimming pools.

National Air Races

United States Rubber Co. 21 Mins.

Good. Of main interest to sports enthusiasts and racing fans, this two-reeler runs the gamut of the air classic held each year at Cleveland. The main events of the four-day program, including the Bendix Trophy race, the Halle trophy, a 75-mile national free-for-all for women pilots only, and a new speed dash for service pilots only are interspersed with stunts by famous test pilots and demonstrations of tow-plane glider pickup. Many of the shots are startling, but too fast for the human eye so the use of the high speed camera shows the rocket speed of the jets and the rhythm of the airobatics in slow motion so the average spectator can appreciate them.

Bear Facts

U-I (Variety Views) 10 Mins.

Good. An amusing and extremely interesting short which should be of great educational value to children. The youngsters will get a great kick out of watching three little bear cubs frolic about in their natural habitat and get into all kinds of trouble. The camera also enters a den of little foxes and catches some remarkable shots of muskrats, otters, a fawn and a wise-looking owl.

Tex Beneke with the Glenn Miller Orchestra

U-I (Name Band Musical) 15 Mins.

Very good. Tex Beneke, who took over the leadership of the late Glenn Miller's orchestra when the band leader was killed, has an ingratiating personality and a pleasing singing voice which have helped to keep the band among the top name aggregations. In the setting of a swank New York night club, Beneke, accompanied by "The Crew Chiefs," a vocal foursome, renders "Chattanooga Choo Choo" and the dreamy, "Cynthia's in Love" and the short comes to a swingy close with the novelty, "Hey, Ba-Ba-Re-Bop."

The Jungle Gangster

U-I (Answer Man, No. 3) 9 Mins.

Fair. Highlight of the reel is a fight to the death between a tiger and a python. This sequence answers the question: What animal is the most dreaded of jungle killers? There are pictorial replies to additional queries: Who were the first jitterbugs in the world? What was the first film ever called colossal? Does a race horse ever get all four feet off the ground? Why are traders in the stock market called bulls and bears?

Juvenile Jury

U-I (No. 2) 10 Mins.

Good. Parents and youngsters should prove most enthusiastic over the latest release in this new series. Jack Barry serves as moderator and prompts the board of five youngsters to answer problems submitted by listeners. Glenn Mark Arthurs, youngest of the group, provides laughs when he cross-questions Barry on a problem concerning a kid brother who insists on riding in the rumble seat when a young man takes his older sister driving. Glenn wants to know, "What ith a rumble theat?" The children come up with novel solutions to adult problems.

Kingdom of the Wild

WB (Technicolor Adventure) 10 Mins.

Good. Highlighted by some magnificent Technicolor scenic shots of the great national forests of the west, this will be a restful pictorial interlude on any program. Much of America's wild game finds haven in this primitive kingdom, but its teeming life, guarded by the law, is still regulated by the age-old laws of nature. While nature made some creatures to prey upon others, many of them are camouflaged so as to be almost invisible against the forest backgrounds and no furred or feathered creature is completely defenseless.

Let's Go Swimming

WB (Sports Parade) 10 Mins.

Entertaining. Scenes of aquatic feats in Cinecolor are featured in this reel. Patsy and Martha Brown, attractive twins, swim in an underwater ballet. Their graceful performance is the high spot of the picture. Merwin Daynes, noted swimming instructor, demonstrates how he teaches his troupe of girl swimmers to swim in unison and form attractive patterns in the water.

Melody of Youth

WB (Melody Master Bands) 10 Mins.

Very good. The California Junior Symphony, under the direction of Peter Merenblum, plays several classical compositions including "Blue Danube," "Dark Eyes," "Beautiful Dreamer" and "The Washington Post March." The quality of the music is excellent. Audience enjoyment of the film should be enhanced by interesting photographic effects as the camera pans the youthful orchestra and then offers closeups of the talented juveniles.

Pigs Is Pigs

WB (Blue Ribbon Cartoon) 7 Mins.

Amusing. A small pig with a tremendous appetite is scolded by his mother for hogging all the food at the dinner table. She warns him that he is working up to a bad case of indigestion. The pig has a nightmare, wherein a monster forces him to gorge himself on assorted delicacies by strapping him to an assembly line feeding machine. Apparently the pig is not impressed by his bad dreams, for the following morning he beats everyone to the breakfast table.

Roughly Squeaking

WB (Technicolor Cartoon) 7 Mins.

Amusing. Two smart mice outwit a cat by convincing him he is a lion and that it's moose he's supposed to eat, not mice. They also convince him that a bulldog is a moose, and the cat learns zoology the hard way while the mice get away with the cheese. This short is a bright spot for any program needing a few minutes of laughs.

Stan Kenton & Orchestra

WB (Melody Master Band) 10 Mins.

Entertaining. The film traces the career of Stan Kenton, from the early days when he played with a three-piece band to his current standing as one of the nation's top band leaders. June Christy, attractive blond vocalist, sings several "jump" tunes. Highlight of the reel is a ballet dance by Gerry Gale to Kenton's composition, "Artistry in Rhythm."

Gay Anties

WB (Technicolor Cartoon) 7 Mins.

Amusing. Anyone who has ever been to a picnic should appreciate the elements of humor in this reel. A colony of ants descends en masse on a picnic spread of tempting delicacies. In the midst of carrying off the food, a group of ants break into a dance in true Gay Nineties style. Their fun is interrupted by the picnickers.

Opinions on Current Productions, and Exploitips for Selling to the Public

FEATURE REVIEWS

Honeymoon

F — Comedy

RKO Radio (——) **74 Minutes** **Rel. ————**

Bright, wholesome and thoroughly engrossing is this situation comedy about the premarital difficulties of a GI with a three-day pass who joins his gal in Mexico City so they can be married. The picture is in excellent taste and is so graciously contrived that it is noteworthy as another wisely chosen vehicle for the screen evolution of Shirley Temple from adolescence to womanhood. And in taking the new step toward adult roles, Shirley again demonstrates her considerable talents as a full-blown comedienne of great promise. Under able direction, given a sparkling script and with sterling support her performance is characteristically ingratiating. Those countless millions who have been her ardent fans through childhood and her 'teens will be very happy with the handsomely produced picture whose boxoffice record should be just as cheerful as the film itself. Directed by William Keighley.

Shirley Temple, Franchot Tone, Guy Madison, Lina Romay, Gene Lockhart, Corinna Mura, Grant Mitchell.

A Likely Story

F — Comedy

RKO Radio (——) **88 Minutes** **Rel. ————**

Seldom has a picture so emphatically contradicted its title. The story makes two passes at popular appeal and misses on both. In its attempts for laughs every comedy approach known to the trade is employed—the entire gamut from subtlety to slapstick—and none of them clicks. And a veritable cavalcade of cliches is assembled to build the boy-meets-girl facet. So heterogeneous and unconvincing are dialog and situations that the entire proceedings are shrill when not dull. Handicapped, a cast of previously proven mummers are powerless to save the picture, nor does the direction of H. C. Potter give it a lift. The yarn concerns a returned GI who, through misinformation overheard in a hospital, thinks he has but a few days to live and gets all mixed up with romance and racketeers before he discovers that he is not going to die and determines to win the girl.

Barbara Hale, Bill Williams, Lanny Rees, Sam Levene, Dan Tobin, Nestor Paiva, Max Willenz, Henry Kulky.

Violence

F — Drama

Monogram (——) **72 Minutes** **Rel. Apr. 11, '47**

This picture starts out with a good idea on a current subject but in the telling doesn't quite make the grade as top film fare. Story deals with the United Defenders, typical racketeering gang of thugs who, for a price, will use their organization for any sort of fascist activity. They prey on ex-service men, winning some as members with phony promises, while they spread disunity and violence for an unscrupulous boss designated as "Mister X." Nancy Coleman, the organization leader's trusted secretary, is in reality working for a national weekly and plans to expose the gang. She becomes a victim of amnesia about the time Michael O'Shea, FBI agent, arrives to launch an investigation. In spite of its faults, the picture manages to convey a constructive message and Producers Jack Bernhard and Bernard Brandt, who also directs, give it adequate production values.

Nancy Coleman, Michael O'Shea, Sheldon Leonard, Peter Whitney, Emory Parnell, Pierre Watkin, Frank Reicher.

Ginger

F — Drama

Monogram (609) **67 Minutes** **Rel. Jan. 4, '47**

Another of the animal cycle pictures, using an engaging but not exceptionally talented mutt with a group of child actors about which the same must be said. It is scheduled for the lower half, and even then not for de luxe locations, for the story is almost farcical in spots and Dick Elliott as the Hitlerish type of mayor is obviously a phony. However, in situations where dogs and children on the screen arouse interest and the triteness of the plot is no drawback, this will certainly not arouse any censorship problems. Frank Albertson's prizefighting scene is the best part of the picture—but he is ruled out because of bad eyes and becomes the keeper of the local dog pound. With his nephew he manages to find homes for all the stray dogs and thwart the mayor's plans to take over his sweetheart's mother's home for a park. Directed by Oliver Drake.

Frank Albertson, Barbara Reed, Johnny Calkins, Janet Burston, Gene Collins, Lee "Lasses" White, Dick Elliott.

Calcutta

F — Mystery

Paramount (——) **83 Minutes** **Rel. ————**

It's the locale—and the lavish production accoutrements devoted thereto—which save this from being a mere run-o'-mill whodunit, because, as concerns story, there is little to distinguish it from ordinary murder mysteries. Such handsome mountings and the fact that two of the toplines are filled by popular male stars elevate the offering slightly above the formula classification to which its plot relegates it. Those attracted to the turnstiles by the magnetism of Ladd and Bendix will not be disappointed but they hardly can be expected to accord the film a must-see reaction. Badly cast as the femme lead, that of a ruthless jewel thief and smuggler, is Gail Russell who doesn't look the part and, under fitful direction, certainly doesn't act it. Ladd and Bendix, transport pilots, resolve to find the murderer of their flying buddy. Directed by John Farrow.

Alan Ladd, Gail Russell, William Bendix, June Duprez, Lowell Gilmore, Edith King, Paul Singh, Gavin Muir.

Jewels of Brandenburg

F — Melodrama

20th-Fox (——) **65 Minutes** **Rel. ————**

Cleverly conceived is the story from which stemmed this tense melodrama about desperate jewel thieves, and as a companion piece it should prove a treat for the fans who relish their cops-and-robbers fare in an international setting and with a cloak and dagger garnishment. In the less important dual situations, the offering, properly merchandised, easily could go top side. The Sol Wurtzel production is praiseworthy for its generally good performances. In fact, it is the delineations which keep the proceedings engrossing, because the motivation relies more upon situations than action. When a fabulous collection of jewels disappears, suspected is an oily individual who had been a neutral spy during the war. The authorities recall from civil life one of the top operatives of the army's counter-espionage staff who captures the thieves in Lisbon. Eugene Forde directed.

Richard Travis, Micheline Cheirel, Carol Thurston, Leonard Strong, Fernando Alvarado, Eugene Borden, Lewis Russell.

This Happy Breed

F — Drama

U-I (Prestige) (——) **110 Minutes** **Rel. ————**

A classic of middle-class British family life, this is a tender, heart-warming cavalcade covering the 20 years between the two world wars. As he did in the memorable "Brief Encounter," Noel Coward captures producing and writing honors, but the acting is also of the highest order and the Technicolor photography is far superior to that of the Hollywood product. While the Coward name will insure excellent grosses in art theatres and selected first runs, the film will need strong selling to attract neighborhood or small town patrons. The picture is rarely exciting, but Director David Lean has presented the simple, everyday joys and sorrows of the British common man in a manner that will win critical acclaim and hold adult audiences engrossed throughout. The family squabbles and small talk is cut from a universal pattern and adds many delightfully humorous touches.

Robert Newton, Celia Johnson, John Mills, Stanley Holloway, Kay Walsh, Amy Veness, Alison Leggatt, Merle Tottenham.

Twilight on the Rio Grande

F — Musical Western

Republic (683) **71 Minutes** **Rel. Apr. 1, '47**

In the language of those who will love it most, this Gene Autry galloper is "super." In fact, it rates as one of the best Autrys ever filmed and has much to offer in the way of solid entertainment for any ticket buyer, while the juveniles and the sagebrush enthusiasts will have a field day. The picture wins rating above the average western because more thought and talent went into its story, which had the makings of a highly acceptable cops-and-robbers melodrama even without the boots-and-saddles ramifications. The addition of plenty of standard galloper ingredients makes it a prime two-in-one buy for action addicts. Autry, of course, drops a song here and there along the way, in which musical interludes he is aided by the Cass County Boys, but the tuneful moments are few and brief and do not slow the picture's pace. Directed by Frank McDonald.

Gene Autry, Sterling Holloway, Adele Mara, Bob Steele, Charles Evans, Martin Garralaga, Howard J. Negley.

EXPLOITIPS

Suggestions for Selling the Picture; Adlines for Newspaper and Programs

SELLING ANGLES: **"Calcutta"**

Dress the attendants in Indian costumes and give the front of the theatre an oriental aura. In the middle of the outer foyer have a synthetic Hindu seated cross-legged, playing a flute before a basket full of snakes—real if available. For street ballyhoo have a man made up as a coolie drawing a rickshaw through the streets, in which is seated a veiled woman carrying picture billing. Play sensuous music into the street over the public address system.

CATCHLINES:

Here's That Hot-Blooded Ladd Lad Again, Slapping the Girls Around and Tracing the Killers in a Mystery of Intrigue, Action, Suspense and Thrills . . . He Showed Her It Was Possible to Love a Man She Thoroughly Hated.

Does a Guy Have to Trust a Gal to Fall for Her? . . . It Took a Beauty With the Face of an Angel and the Heart of a Cobra to Give Him the Answer . . . He Found It Safer to Tangle With Mountains Than With Women.

SELLING ANGLES: **"Jewels of Brandenburg"**

Use a display of phony jewelry on a black background spotlighted, with a hand coming out of the curtains as if to steal a piece. Tie in with jewelry and department stores for advertisements. Cooperate with libraries and art stores for displays of photos and literature about famous and fatal jewels of history. Stuff heralds in crime and detective magazines. Use blowups of news stories of recent theft in Europe of royal jewels.

CATCHLINES:

Tense, Taut, Terrific . . . A Red-Blooded, Rugged, Ruthless Struggle for the Possession of the Jewels Upon Which Empires Were Built and Fell . . . The Necklace of Marie Antoinette, a Pasha's Crown—These Were the Fabulous Baubles for Which Men Sacrificed Life and Love.

A Masterpiece of Mystery and Murder . . . In This Thrilling, Chilling, Spine-Tingling Story of Men Gone Mad About Jewels . . . Who Would Do Anything and Did Everything to Gain Their Own Ends.

SELLING ANGLES: **"This Happy Breed"**

Capitalize on the acclaim given Noel Coward's "Brief Encounter" by playing up the author-producer and stressing the fact that Celia Johnson, who also is starred in this, won the New York Film Critic's award for the best feminine performance of the year and was also a candidate for Academy Award honors. John Mills, who is currently featured in "Great Expectations," is also a name draw in the art theatres. Run a contest, with tickets as prizes, for patrons identifying the source of the Shakespearean title line "This Happy Breed of Men" and are able to name Coward's previous films, "Cavalcade," "In Which We Serve," "Brief Encounter," "Private Lives," etc.

CATCHLINES:

A Cavalcade of 20 Years in the Life of an Ordinary Englishman and His Family . . . A Barren House That Became a Happy Home Filled With Laughter, Tears and Romance . . . Celia Johnson, Acclaimed as "Best Actress of 1946" in "Brief Encounter," in Another Magnificent Portrayal.

SELLING ANGLES: **"Twilight on the Rio Grande"**

Tie in with the Gene Autry fan clubs. Use life-sized cutouts of Gene and his horse Champion in front of the theatre. Give the lobby a Mexican fiesta atmosphere and dress the employes in appropriate garb. On stage have a knife-throwing exhibition at a Saturday matinee. Use radio spot announcements in connection with the picture's playdates, and have them feature Autry recordings.

CATCHLINES:

Action, Music and Thrills All in One Picture . . . Gene Autry Rides Again in Relentless Pursuit of a Gang of Border Jewelry Smugglers . . . Guns too Hot to Handle . . . Women Too Wild to Hold . . . In This Rip-Roaring, Six-Gun Blazing Battle for Law and Justice.

Gene's a-Ridin' and a-Singin' in the Saddle . . . Gunning for New Highs in This Actionful Musical Western . . . Singing, Riding, Romance . . . Down Mexico Way for Action, Adventure and Music.

SELLING ANGLES: **"Honeymoon"**

Tie in with local merchants using the title for cooperative advertising of clothing, luggage, house furnishings, etc. Plant stills in travel bureaus, libraries, etc., suggesting places where newly married couples can spend their honeymoon. Set up displays of Vicki Baum's novels in bookstores. Through cooperation with your local retailers, offer a honeymoon to the most deserving ex-GI and his wife, who formerly had not had the time to take one.

CATCHLINES:

Innocent 18 But She Was Steeped in Intuition, That Infallible Lack of Logic Which Always Brings Women to the Wrong Conclusion—About Men . . . Shaw Was Right, Youth Is a Wonderful Thing, Especially When It Is Youth Gayly in Love.

Shirley's a Woman Now . . . And How Those Latin Wolves Howl When She Captures Mexico in This Fanciful Fiesta of Fun and Frivolity . . . Si, Si, Senor, She Ees Grand Comedy When Senorita Shirley Temple Becomes a Senora.

SELLING ANGLES: **"A Likely Story"**

Contact your local veterans organizations and promote a "Tall Story" contest among ex-GIs. If possible, hold a wedding on the stage, of an ex-service man and his girl with gifts being furnished by cooperating merchants. Get school cooperation on an art exhibit of students' work in the lobby, offering prizes. Use teachers as judges. Spot stills from the picture in window displays at art stores.

CATCHLINES:

It's Full of That Funny Feeling and That Wonderful Fooling Around . . . The Swellest Boy-Meets-Girl Story Since Boys and Girls First Met . . . A Treat to Sweep You Off Your Feet . . . Love Got Them Going and They Won't Let Go . . . He's in the Mood . . . But She's Out of the Money!

The In-Your-Arms Hit That's Out-of-This World . . . A Grand Down-to-Earth Story About Up-in-the-Clouds Love . . . She's Got the Curves . . . He's Got the Angles . . . One of the Happiest, Heartiest Love Stories Since Man Was First That Way About Woman!

SELLING ANGLES: **"Violence"**

Prior to the opening of the picture hold screenings for civic organizations and veterans' groups asking them to fill out cards giving their reactions to the picture and what constructive purposes such films might serve. Tie in with newspapers to run a series of articles on undercover activities of racketeering groups who prey on service men and the public. Contact your local radio station and do a "man on the street" interview with ex-GIs about their problems.

CATCHLINES:

The Screen's First Frightened Glimpse of Today's Wave of Savagery! . . . No Man or Woman Is Safe From These Monsters! . . . Don't Say It Can't Happen to You . . . The Terror Mobs Are in Business Again . . . And They May Be Gunning for You! . . . Doubly Shocking Because It's Brutally True!

Violence Rocks the Screen in This Scorching Expose of the Terror Mob! . . . Don't Say It Can't Happen! . . . This Daring Picture Is Based on the Brutal Facts!

SELLING ANGLES: **"Ginger"**

Buy licenses for some of your city's impounded dogs and give them away to kids in your community. Display them in the lobby for several days before the show runs, with announcements to the effect that children's tickets which have a peculiar stamp on the back will entitle them to the dogs. Or your newspaper might help sponsor an essay contest for the best essays on "Why I Want a Dog." If your town has a Tail Waggers club, get in touch with its members. Stage a dog parade the day of the first showing.

CATCHLINES:

The Story of a Dog, a Boy, and a Big-Hearted Uncle . . . It's a Dog's Life Story but You'll Love It . . . He's a Pin-Up Pup, Fighting for Life, Liberty and the Pursuit of Cats.

You'll Enjoy This Diary of a Mighty Mutt Who'll Wrap His Paws Around Your Heart . . . It's Puppy Love and Love for a Puppy, All in One Picture . . . Even the Mayor's Awful Son They Call "Stinkie" Gets a Change of Heart Because of "Ginger."

The Industry's Market for Purchase or Sale of Equipment, Theatres, Service

• Classified Ads 10c Per Word, Payable in Advance. Minimum $1.00. Display Rates on Request •

CLEARING HOUSE

GENERAL EQUIPMENT—USED

Complete army theatre jobs—Simplex SP, $995; DeVry with high intensity arcs, $2,495; Holmes Professional with low intensity arcs, $1,295; Single Amproarc 16mm outfits, $1,295; excellent condition. Super Simplex, RCA Sound, $3,850. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

War Surplus—Reels or cans 1600 ft., 98c ea.; 1,200 ft., 44c; latest rebuilt projector heads, Century, $595; Brenkert, $795; Super Simplex, $650; Reconditioned Goldseal two unit ticket machines, export price, $195; Kliegel Arcspot, 100 amperes, $125; Footlights, $14.50 section. Send for catalog. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

1. Hertner horizontal generator, 80-160 amps. 85 volts rheostats for Suprex operation, including meter and voltage regulator panel. Guaranteed condition. Ideal for drive-in or large theatre. A buy at present day prices for $700. 2. Western Electric sound equipment, serviced and guaranteed condition. Wide range apertures, motor generator, Brown & Brockmeyer motors, 75 watts of audio, 41, 42 and two 43 amplifiers modified. Ideal for Drive-in or large theatre, $900. 3. Cincinnati Time recorder sound equipment, overhauled and guaranteed condition. Two Scott Ballantyne amplifiers. Excellent for small theatre, $350. Public Chair Installation Co., 318 Film Bldg. 2108 Payne Ave., Cleveland, Ohio.

Complete portable 35mm sound projection outfit. Two 35mm Holmes lamp sound projectors with 2m. ft. magazines. Amplifier and speaker in case, $750. 8x10 Dalite beaded, roll-up type screen in waterproof carrying case with screen tripods, $75. Write, wire, phone, Jeanne Moore, 15 E. Ohio St., Chicago 11, Ill. Superior 8222.

For Sale: PG-140 RCA sound system, complete. Pair Simplex E-7 mechanisms, LL-2 super bases, pair Magnarc lamps, rewind table and film cabinet. Used very little, like new, $6,200 cash. Furber Mincey, Tos Theatre, Claxton, Ga.

For Sale: Two complete Simplex projectors, consisting of changeovers, lenses, magazines and two General Electric copper oxide rectifiers. Good condition. Inquire American Theatre, 3621 Main St., East Chicago, Ind.

Bargain prices. Low intensity lamps, rectifiers, motor generator sets, rheostats, sound heads, amplifiers, speakers, one syncrofilm portable 35mm projector, sound. Pair Preddey DC HI lamps and rectifiers. Many other items. Let us know your needs. Stebbins Theatre Equipment Co., 1804 Wyandotte St., Kansas City 8, Mo.

Strong, low intensity arc lamps with rectifiers, 24/30 amps, $100 pr. Joyland Theatre, 614 So. State St., Chicago 5, Ill.

Here is your chance to buy a variety of used equipment. Simplex heads, Weaver changeovers, 3 point basis, 2 pair Peerless hi lamps, Hallburg 75-A generator, 46-C Western Electric sound amp. and two 555 speaker units. RCA soundheads, Mobile PA system speakers, turntable and mike. Two portable Deury 35mm projectors, one set 1320W 6 plate CH theatre dimmers, arcspot, color wheel and iris, effect attachments, border lights, foot lights, two 1000W Olvettes and color frames, 16 station dictograph selective intercom set. Many other parts and equipment. One 10 KVA 110/220 volts 60 Y-3 phase power plant for gas or gasoline and switch board. All for $2,000. Without light plant, $1,000. Mr. Alber, 329 E. 55th St., Kansas City, Mo., Va. 8600.

Complete theatre equipment for sale. Like new. Super Simplex machines with super bases, Robbins Steadypower generator, late RCA sound system, box office, ventilating system, wiring, conduit, etc. Everything complete from street to screen except seats. Address B-2709, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Complete booth equipment and sound system. Two Simplex E-7 projectors, Peerless lamps, good as new, used only few months, priced to move. Box 567, Columbia, Miss.

Army surplus: DeVry, Holmes, Simplex-Acme, write for prices. Gold seal 2 unit ticket machines, $175; Simplex 3 unit, $199.50; hand operated 2 unit $100, all completely rebuilt and guaranteed; Golde ticket boxes, $12.50; Simplex mechanisms, genuine rear shutters, double bearing, spiral gears, completely rebuilt, $330; Powers, $109.50. Liberal trades. Thousand other bargains. Star Cinema Supply Co., 459 W. 46th St., New York 19, N. Y.

For Sale: Two Simplex machines complete with sound equipment. RKO Pictures, Indianapolis, Ind.

BUSINESS STIMULATORS

Bingo With More Action. $2.25 thousand cards. Also other games. Novelty Games Co., 1434 Bedford Ave., Brooklyn 16, N. Y.

Bingo Cards, 100 or 75 number, $2.75 per M; lots of 10M or more, $2.50 per M. 100 number cards good for Keen-o game. Premium Products, 334 W. 44th St., New York City.

Mister Exhibitor: Do you need a stimulant one night a week? Play Screeno. The first screen game and still the leader because Screeno cannot be controlled. Screeno slides are operated by air and not affected by electric current, therefore cannot get out of order. Finest Bogus Bristol die cut cards supplied with equipment. Give seating capacity, secure attractive price. Screeno Amusement Co., Orleans-Huron Bldg., Chicago 10. Phone DELaware 5953.

THEATRE SEATING

Fensin Chair maintenance headquarters has all parts and accessories for all chairs. Also upholstery fabrics and theatre chair supplies. Send us your sample for quotation. Repair service available right in your theatre also. Fensin Seating Co., 62 E. 13th St., Chicago 5, Ill.

1,200 Used Spring cushioned theatre chairs, $1.50 ea., and $3.50 ea., complete. Immediate delivery. Russell Chair, 2567 McClellan, Detroit, Mich. Phone LENox 3445.

3,000 Heywood chairs, complete, box spring cushions. Also 8,000 Andrews and American seats, late model complete for slope or level floor. Upholstering done by experts at your theatre or send to us. One day service. Ace Chair & Carpet, Inc., 1428 So. Wabash Ave., Chicago 5. Phone WEBster 3932 or HARrison 4219.

Leatherette: Standard run, first quality, assorted colors, 50 to 54 in. wide, suitable for theatre seating, sold by yard or roll. All orders shipped within 24 hours. Leatherette Mart of Chicago, 1153 Belmont Ave., Chicago 13, Ill. Phone BUCkingham 0030.

Theatre Chairs, 3,000 used spring cushioned part full upholstered back and part insert panel back, with spring edge and box spring cushions. 1,000 veneer chairs, 800 good backs, 500 spring cushions and hinges. Write for prices and photographs. Immediate delivery, advise how many you need. We export chairs anywhere. Jesse Cole, 2565 McClellan Ave., LEnox 3445, Detroit, Mich.

Sewn Delux seat covers and sewn slip covers, reversible type, for all brands seats. Fred's Theatre Service, Vina, Ala.

1,000 Heywood-Wakefield full upholstered back, boxspring cushion chairs, excellent, $4.95; (rebuilt $6.50); 340 general full upholstered back, boxspring cushion, rebuilt, $7.95; 200 veneers, excellent, $3.95. Wire for list. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

New Chairs, prompt delivery!!! Attractive, modern, durable. Veneer, $5.50—30 days; veneer back spring edge cushion, $9.35; applied upholstered back spring edge cushion, $11; full upholstered back spring edge cushion, $11.95—60 days; all steel unbreakable standards, high grade mohair or heavy leatherette upholstery. Wire or phone. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

Clearance: 175 all veneer A-1 condition, $2 ea. 400 Heywood box spring panel back, $2.50 ea. Albany Theatre Supply Co., 1046 Broadway, Albany, N. Y.

1,000 Velour covered backs box spring cushion, excellent condition, $3 ea. Lease expired, must act quick! Contact Mrs. Kelin, Albany 5-5055, Albany, N. Y.

200 Heywood panel box spring cushion 19-20 in., like new, $3 ea. Albany Theatre Supply Co., 1046 Broadway, Albany, N. Y.

635 Spring edge and box spring seats. 150 extra backs and bottoms. Garden Theatre, Frankfort, Mich.

270 Seats: Some spring bottom, balance upholstered bottom. Panel back, for sale cheap. Available now. Cozy Theatre, Geneseo, Kas.

Several thousand used upholstered opera chairs on hand. We are headquarters for the cream of the used chair crop. We pick the lots that we think you will like. We furnish proper slope and sections desired to fit your theatre. Our many years experience in the seating business is your guarantee. Write for exact photo and price. We have parts for all makes of chairs. Also, leatherette 25x25 in. all colors, 55c ea. Good quality. Chicago Used Chair Mart, 829 So. State St., Chicago 5, Ill.

GENERAL EQUIPMENT—NEW

Poster Cases—Stainless steel, 40x65 glass size, equipped with cold cathode tube illumination around entire case. Immediate delivery. All other sizes, delivery in 10 days. Literature upon request. Ben B. Poblocki & Sons, 2159 South Kinnickinnic Ave., Milwaukee 7, Wis.

Changeable letter admission signs, $1.95; letters, 5c ea.; fountain bubblers, $10.95; carbon savers 1/3 cost, sizes 6mm to 13mm, 77c; twin boxoffice clocks, $24.95; latest Superior projector mechanisms, $695; automatic record changers, $19.95; dimmers, 2450W, $22.50; 2000W, $19.95; 1650 W, $15.95; 1350W, $13.50. Send for Catalog. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

C/02 Extinguishers: Kidde Lux ten pound type, 10-S ready to use, $46 list, less 40%. Freight prepaid on four or more. Condition guaranteed. Albany Theatre Supply Co., 1046 Broadway, Albany, N. Y.

For Sale: Two 50 in. diameter, 20 in. inlet genuine new anemostats, at $97.70 ea., f.o.b. Milwaukee, crated. Ben B. Poblocki & Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.

190 eight in. and 242 four in. Wagner aluminum cove letters, 30 flex word frames, 22 eight inch numerals, two three-in-one unit frames, nine ft. by 42 in. high. Never been unpacked. $500 for the lot. Save $150. P. O. Box 147, Holton, Kas.

Lost lease: Sell cheap transverter 40/80 amp., conduit, wire, switches, rheostats, Bank-Nite barrel, ticket box, display cases, padding, bulbs, miscellaneous. Mahoney, Sixth South, Fort Dodge, Iowa.

Two 16mm portable Ampro projectors and speakers. One electric turntable and three portable head screens. $495 takes all. C. F. Dunaway, 319 Roosevelt, Topeka, Kas.

THEATRES FOR SALE

Theatre Circuit: Four theatres near Weiser, Idaho. Controlling four towns. Over 1,100 seats, good equipment, priced to sell at $85,000. Good terms. Contact Nolen Howard, Ritz Theatre Bldg., Payette, Idaho, or J. C. Butler, 304 S. W. 4th Ave., Portland, Oregon. A.B.C. Brokerage Co.

Write for free list of theatres and theatre leases now available in the northwest. Theatre Exchange, Governor Bldg., Portland, Ore.

Small Theatre in Virginia, 325 seats, manufacturing town, six-room bungalow. New theatre, new equipment, RCA sound, super Simplex mechanisms. Will sell right now in operation. All must go. Write B-2694, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Theatre: Oregon county seat town. Owner says cleared $500 last month after paying manager's salary and all expenses. Nice new place to live included in deal. $15,000 cash will handle. Theatre: About one hour's drive from metropolitan Portland. An easy living can be made by most anyone here. Situated in the heart of one of the most scenic spots in America. $15,000 includes modern building. Theatre: County seat town of 2,500 population. Owner selling on account of other interests. Easy terms with only $5,000 down. Theatre: Portland suburban. New booth equipment, good district. $32,500 full price. Might consider some terms. Write us for information on these and many other good theatre buys. Theatre Exchange Co., 217 Governor Bldg., Portland 4, Ore.

Build double-parking drive-over ramp drive-in theatres under franchise patent No. 2,102,718, re-issue No. 22,756. Patent application No. 301,713. Gives up to 30% more seating capacity without additional cost. Louis Josserand, architect, 628 M&M Bldg., Houston, Tex. 607 Architects Bldg., Los Angeles 13, Calif.

Only theatre growing town 2,500, southern New Mexico. Excellent building, E-7 Simplex high lamps. Exceptional climate, hunting, fishing. Thorough investigation profits to qualified prospects. $35,750. $23,500 cash down. Exclusive with Arthur Leak, 3422 Kinmore, Dallas, Tex.

Only theatre outstanding town over 2,000 central Texas. Stone building included. Top equipment, large trade territory, includes ten towns without theatres. Exact records available qualified prospects. $28,000 handles. Appointment please. Arthur Leak, 3422 Kinmore, Dallas, Tex.

County seat eastern Kansas. Only theatre, good equipment, business. Selling approximately one year's gross. $10,000 down. No brokers. B-2705, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

New modern 425 seat theatre near Portland, Oregon. Large territory, only theatre in fast growing town. Two bedroom apartment in theatre. J. Simon, 1716 Southwest Broadway, Portland, Ore.

Two Theatres, latest equipment. One in county seat, one air-conditioned, no competition, $100,000. Box 471, Summerville, S. C.

Very modern 650 seat theatre, county seat town, Kansas City territory. Splendid building, owner apartment. Good condition, well furnished throughout, new booth equipment, nothing to buy or spend for years. Fine concession business. Owner, manager, clear $15,000 to $20,000 annually. Illness reason for selling. Deal direct with owner. Price $75,000, including real estate and second small house. No competition. This is the real thing. No triflers. B-2713, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Suburban, near Chicago. Simplex Western Electric, 625 Heywood seats, $41,500 terms. Others. Savereide Theatre Brokers, 624 S. Mich., Chicago, Ill.

Indiana city over 100,000. Brick building, three sub-rentals, Hi-Simplex, over 600 seats, owner retiring, $70,000 down. Savereide Theatre Brokers, 624 S. Mich., Chicago, Ill.

For Sale: Completely remodeled modern 400 seat theatre within 150 miles of Minneapolis. Equipment all in the best condition. Located in excellent territory. $24,000 cash down. Terms on balance. B-2714, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Three theatres in Virginia, two in W. Va. Also nice home. Prefer selling all together. B-2715, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Lease Theatre: 400-600 seats with option to buy. New York City or vicinity. Tell all first letter. Box 1004, 1009 Fox Bldg., Detroit, Mich.

Will pay cash for theatre, good town, 2,000 population and over preferred, will consider competitive spot or suburban theatre. C. P. Knudsen, 1110 N. St. Joe Ave., Hastings, Neb.

THEATRES WANTED

Sell Your Theatre Privately. Confidential correspondence invited. References. Arthur Leak, Theatres Exclusively. 3422 Kinmore, Dallas, Tex.

Veteran has cash for theatres in Indiana, Kentucky, Illinois, Ohio. Box 172, Linton, Ind.

Small profitable theatre wanted. Send details Box 241. Broken Arrow, Okla.

CONFECTIONS

Standard brand candy bars, $10.50 per carton. Also popcorn and seasoning FOB Chicago. Confection Distributing Co., 717 W. 119th St., Chicago 28, Ill. Phone COMmodore 1727.

HELP WANTED

Wanted: Experienced sound and all around maintenance man. Wire or phone, Manos Theatres, Inc., Toronto, Ohio.

Wanted: Projectionist, experienced, sober, reliable. F. F. Chenoweth, Mgr., Noll Theatre, Bethany, Mo.

Splendid opening for the right man: Field executive and office man for Independent Theatre Owners of Wisconsin & Upper Michigan. Must have theatre or sales experience in the motion picture business. Apply Room 414, 709 N. 11th St., Milwaukee, Wis.

Wanted: Manager for permanent position for second run theatre in city of 25,000 in Illinois. Give qualifications, salary expected, age, married, snapshot in first letter. B-2710, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

POSITIONS WANTED

Manager, experienced, reliable, sober, energetic young man. Box 114, Atkins, Va.

Projectionist, serviceman, nine years experience. All types of equipment. Married, prefer Texas. B-2707, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

A job as projectionist, service man, or manager of a small theatre. Will teach operators for a circuit. Broad experience in theatre work, including booking and advertising. Age 36, single, salary in accordance with theatre and town. Address B-2711, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Man with ten years experience candy and popcorn concessions in theatres desires employment with the theatre circuit. Go anywhere. B-2712, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Projectionist: Four years experience, married, sober, reliable, have references. Give particulars. Keith W. Stow, Box 156, Eaton, Colo.

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THE NATIONAL FILM WEEKLY

PUBLISHED IN NINE SECTIONAL EDITIONS

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Published Every Saturday by
ASSOCIATED PUBLICATIONS

Editorial Offices: 9 Rockefeller Plaza, New York 20, N. Y.; Raymond Levy, General Manager; James M. Jerauld, Editor; A. J. Stocker, Eastern Representative. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."

Central Offices: 332 South Michigan Blvd., Chicago 4, Ill. J. Harry Toler, Editor Modern Theatre Section. Telephone WABash 4575.

Western Offices: 6404 Hollywood Blvd., Hollywood 28, Calif. Ivan Spear, Manager. Phone GLadstone 1186.

Washington Offices: 930 F Street, N. W. Lee L. Garling, Manager. Telephone NAtional 3482. Filmrow: 932 New Jersey, N. W. Sara Young.

Publication Offices: 825 Van Brunt Blvd., Kansas City 1, Mo. Nathan Cohen, Associate Editor; Jesse Shlyen, Managing Editor; A. Jules Benedic, Field Editor; Morris Schlozman, Business Manager. Telephone CHestnut 7777.

Other Publications: BOXOFFICE BAROMETER, published in November as a section of BOXOFFICE; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—163 Walton, N. W., P. H. Savin.
BALTIMORE—Upton Theatre, A. J. Wolf.
BIRMINGHAM—The News, Eddie Badger.
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PORTLAND, ORE.—425 SW Columbia, Room 11, J. C. Bowen.
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Entered as Second Class matter at Post Office, Kansas City, Mo. Sectional Edition, $2.00 per year; National Edition, $7.50

Vol. 50 No. 25

APRIL 26, 1947

A HUMAN APPEAL

THE OTHER evening we heard a young American tell a grim and bitter story. He had just returned from Europe where he had visited the camps for displaced persons. He had made the trip at his own expense to learn at first hand the plight of hundreds of thousands of individuals who, having survived the tortures of the war years, are now victims of the peace. His story was not expected to be bright and cheerful and it wasn't. It was one of endless misery, of broken individuals and families, of their eternal hope for rescue and a home elsewhere than in the camps. The story was not new. It was an old theme, with variations, but the words were still clothed with the emotional strength which opens hearts to humanitarian calls.

In the midst of this tragic narrative, however, came a note of cheer, one lone chapter of warm hope; a chapter being written through the work of rehabilitation financed by the United Jewish Appeal. It was this work which so boldly impressed the young American, for one of the prime purposes of his tour of the camps was to find out for himself whether there actually was a need for the vast amounts of money being contributed by Americans of all faiths and creeds, and whether the funds thus contributed were being wisely and effectively spent.

This American visitor came back sorrowed and stirred by what he had seen and heard, but he also returned so impressed by the magnitude of the job being done by the agencies of the United Jewish Appeal that he at once devoted himself to the task of telling his story to Americans everywhere and urging them to support the campaign to raise funds for continuation of the work. The $170,000,000 goal in the current drive represents the minimum required to do merely an adequate job. To be sure, it is a tremendous sum of money, but it must and can be pledged, because there is no one else in the world to whom these unfortunate displaced individuals can turn than to us, their more fortunate world neighbors.

It is an appeal which has caught the imagination of the motion picture industry and, across the country, leaders in distribution, production and exhibition of films are joining in a vast organization to once again play the humanitarian role for which they have become famous. With Barney Balaban, president of Paramount, as national chairman of the motion picture division, as well as chairman of the campaign within the New York metropolitan area, the campaign has gained momentum and enthusiasm in every segment of the business.

Mr. Balaban, who last November was honored by the industry for his many charitable endeavors, has thrown himself wholeheartedly into the campaign. His has not been merely a figurehead, campaign-headquarters type of a leadership.

He has gone directly into the field, into Cleveland, into Detroit, into Hollywood and many other centers, organizing, building enthusiasm, recruiting others and getting down to the actual business of stimulating substantial giving. This is the kind of leadership of which our industry is justly proud.

The motion picture business has always had a big, warm heart. It has always come through, when the call carried emotional appeal for human needs. We are sure that it will come through again, in the call of the United Jewish Appeal. There is no over-all quota for the film industry, but in New York the motion picture campaign group has established a quota of $2,100,000 or more than twice the amount raised last year. In California, Samuel Goldwyn is heading a campaign group which expects to double its million dollar quota of 1946. This is the pattern of giving which we hope will be set throughout the country. The cause is noble, the need is great, and the sacrifice in money can be but little, compared to the sacrifices made and still being made by those who look to us for help; who need our help—urgently.

* *

That $ Publicity Again

Producer Benedict Bogeaus has declared that excessive publicity on unprecedented theatre grosses has affected the "thinking of writers, directors and stars." It has also affected the thinking of legislators, whose thoughts have been reflected in tax legislation, both local and national, against the industry.

Producers decry dollar publicity as inimical to their best interests, as tending to increase production costs. But as long as they talk in terms of dollars—for publicity purposes—so long will those figures get into print. The same goes for distributors and their theatre affiliates who continue to report gross intakes in terms of dollars.

Exhibitors long have pointed to the harm done by dollar figure publicity. They have cited many specific instances of its direct cause for new tax measures, in some cases quoting the legislators who quoted the dollar publicity they had seen in trade, as well as the public press.

There is no denying that it should be stopped; that the industry, thereby, would gain in many ways. And it can be stopped; if only its sources—the publicity departments of the studios, in the home offices of distributors and at key spots around the country—will do the stopping.

Ben Shlyen

Pulse Beats

March Ticket Tax Total Shows Sizeable Decline

Total of $28,796,825 is $3,829,859 under the total for the same month last year; estimated that 90 per cent of this is from motion picture theatres.

*

Chaplin's 'Verdoux' Set For Release Next Year

In the meantime prerelease runs will be put on in Chicago, San Francisco, Los Angeles and possibly other spots, according to UA's present plans.

*

MPA Educational Films Gain Wide Interest

Roger Albright tells Washington group requests for films and information are spreading; J. Stanley McIntosh at Evanston, Ill., appointed assistant director.

*

Zoning Amendment Passes For New MPA Building

For some time the MPA has been supporting the change in zoning law to permit the proposed new half-million-dollar headquarters in Washington.

*

Paramount Speeds Up Pace Of Its Stock Purchases

Acquired 72,500 in March; highest previous monthly total was 38,408 in January under plan announced to stockholders in November; total purchases 192,700.

*

Hughes to Seek an Appeal In N.Y. 'Outlaw' Case

Withdraws request for reargument in N. Y. supreme court and says he will take to appellate court; row started when license commissioner banned picture.

*

House Committee Opposes State Dept. Film Funds

Votes against $31,000,000 appropriation, thereby continuing opposition manifested previously against programs of other departments.

*

ITO of Ark. Convention Scheduled June 3, 4

Invitations will be sent out to exhibitors over Arkansas, Mississippi, Missouri, Oklahoma, Texas, Louisiana and Tennessee to attend annual meeting in Little Rock, Ark.

*

John Gregg Paine of Ascap Is Buried in New York

General manager of American Society of Composers, Authors and Publishers, died unexpectedly Wednesday night of cerebral hemorrhage; was 57 years of age.

NO BIDDING FOR PARAMOUNT UNTIL SUPREME COURT ACTS

Decision Reached After A Week's Conference On Sales Policies

NEW YORK—Paramount will not use competitive bidding until a decision of the U.S. supreme court on the appeals now pending.

This decision was reached after a week of conferences between Charles M. Reagan, vice-president and general sales manager, his division managers and company lawyers. The conferences began shortly after Justice Stanley Reed granted stays on bidding and several other features of the decree.

Reagan, in explaining the company's stand, admitted there was a possibility that the company might have to modify its stand on bidding if some district or appeals court should hand down a decree in a pending antitrust case directing the company to put bidding into effect. There are 15 antitrust cases in court in various parts of the country.



CHARLES M. REAGAN

The stays granted by Justice Reed would not apply to these, Paramount lawyers say, because the order applies specifically to the New York case.

In cases filed by the Civic Theatre in Detroit and the State Theatre in Erie, Pa., the plaintiffs have requested the courts to consider the provisions of the decree.

Paramount will sell picture-by-picture and theatre-by-theatre with due consideration for the revenue possibilities of each house—its size, condition, and returns on previous pictures.

Reagan made this statement:

"In view of the fact that the supreme court of the U.S. granted a stay of competitive bidding, among other things, Paramount Pictures has decided not to embark on a policy of competitive bidding except in those instances where it may be required to do so by some other court of competent jurisdiction. Instead, it will license its pictures to exhibitors picture-by-picture and theatre-by-theatre upon the merits. In so doing it will consider each location, based upon its particular facts."

Kentucky 'Up in Arms' On Percentage Films

Louisville—Kentucky exhibitors, up in arms against percentage pictures, are planning to fight the practice in somewhat drastic fashion. Two suggestions have been made. The first is a boycott against firms insisting on percentage terms; the second that state legislation be set up with the creation of a board made up of exhibitors, having the power to regulate trade practices in the state.

Attorneys have been employed by the Kentucky Ass'n of Theatre Owners to prepare such a bill, with the view of presenting it to members for approval before putting it into a legislative hopper.

Exhibitors Go to Court To Fight Theatre Tax

KNOXVILLE—Constitutionality of the recent act imposing a 5 per cent tax on amusements was attacked on six points in suits filed in chancery court here by Knoxville and Knox county theatre owners.

Defendants are County Court Clerk Jack Dance, City Finance Director Leslie Kennedy and Roy Beeler, attorney general. Chancellor A. E. Mitchell granted an injunction restraining Dance and Kennedy from spending any of the tax money and requiring that the proceeds be kept separate from other funds.

One of the six points of attack on the constitutionality of the measure is that it applies only to Knox county and not to other counties of the state.

The amusement tax bill was sponsored in the legislature by the Knox county delegation and became effective on April 1.

Florida Also Facing Amusement Taxes

TALLAHASSEE—A bill has been introduced in the Florida house by Rep. Merrell C. Clark of Jackson county, which calls for ten per cent state tax on general admission charges of more than twenty-five cents for all motion picture theatres, shows, athletic events and other types of public amusement.

Atlantic City to Ballot On Amusement Levy

ATLANTIC CITY—Mayor Joseph Altman has taken the lead in calling for a referendum to determine whether this city will pass an amusement tax as authorized under the recent state tax bill. He will seek to have the referendum on the primary ballot June 3, and if this is not declared legal will seek a special ballot late in May. Governor Driscoll did not sign the tax bill but filed it with the secretary of state, thus allowing it to become law without his signature. If a tax is passed, admission prices here will soar to their highest levels.

Meanwhile New Jersey exhibitors have not given up their fight against the bill permitting fourth class New Jersey coastal resort cities to impose three per cent admissions and retail sales taxes. The bill became a law April 18 without the signature of Gov. Alfred Driscoll, who had been asked by the exhibitors to veto the measure.

The Federation of New Jersey Theatres, Allied Theatre Owners of New Jersey, ITOA of New York, representatives of RKO, Warners and Loew's—will meet soon to map out local campaigns against the ticket tax.

Since the citizens of each of the cities affected must approve the taxes, the fight will be directed at the public.

The principal weapons probably will be trailers, newspaper ads, publicity releases, hand bills and radio spots.

The theatre men will have to act fast, because the summer season will begin soon in the resort centers affected by the bill. These cities are Atlantic City, Asbury Park, Cape May, Long Branch, Ocean City, Sea Isle City and Wildwood.

Minnesota Session Ends Without Theatre Tax

MINNEAPOLIS—The state legislature adjourned this week without passing any bills detrimental to the film industry, except general taxation measures applicable to all lines of business. Gov.-Elect L. D. Youngdahl's proposal for a 10 per cent amusement admission tax failed to pass. Other admission tax proposals, discriminating against the film industry, also fell by the wayside. The legislature also refused to enact a daylight saving proposal which exhibitors, among other interests, opposed.

Pennsylvania Also Faces Threat of a New Tax

PITTSBURGH — The committee on boroughs has approved a bill which will authorize boroughs to levy on amusements for the general fund. With this favorable action, the bill will not come before the house when it reconvenes on April 28.

Van Nomikos Asks, And Gets Bidding

Chicago—Van A. Nomikos, vice-president of Allied of Illinois, has asked for competitive bidding for two of his theatres, the Lincoln and Yale of the CVN circuit.

He said that four major distributors, Paramount, MGM, Universal-International and 20th Century-Fox have replied they would set up competitive bidding for the Yale Theatre. The Yale now plays in the second week of general release and has asked for competitive bidding against the Lido of the Manta & Rose circuit which plays what is known as B week. Replies were received prior to the last supreme court ruling.

Majors have been notified by Van Nomikos that he also is desirous of playing in C week at the Lincoln Theatre instead of the second week of general release. To date no answers have been received by Van Nomikos from distributors on this request, Competing theatres with the Lincoln, according to Van Nomikos are two Essaness circuit houses, the North Center and the Biograph. The North Center plays in C week and the Biograph first week of general release, and the Balaban & Katz Belmont Theatre which plays in B week.

NCA TO STRENGTHEN COMBINES IN FIGHT FOR LOWER RENTALS

Pressure Method Okayed By Delegates as Means To Win Concessions

By LES REES

MINNEAPOLIS—Agreeing that concentrated buying power alone can whip excessively high film rentals and percentage deals, North Central Allied at its convention here this week decided to bend its efforts toward enlisting all independent exhibitors in this territory in one of the five buying combines now operating—and then merge as many of the combines as possible or organize them for cooperative buying.

In this manner, President Bennie Berger and other NCA leaders declared, "sufficient pressure can be created to bring offending distributors into line." It was pointed out that "products and bad deals could, in effect, be boycotted."

OFFERS A SOLUTION

Martin Lebedoff, secretary, said that Robert L. Wright, assistant attorney general in charge of prosecuting the antitrust case, here for the convention, had told NCA directors in reply to a query that the way to get "equitable" film prices was to weaken distributors' power.

"That means we should equalize things by increasing our buying power," Lebedoff said.

It was contended that the big problem to solve was the alleged distributor practice of moving pictures from lower brackets into higher brackets and into percentage deals.

The members, at their sessions, actually got down to the business of analyzing pictures, and exhibitors were warned against booking some pictures which were characterized as "flopperoos."

Selling policies of several companies were assailed by Berger who declared that despite tremendous profits, film rentals are still being boosted. He advocated "legislation" to correct the situation.

Film companies, in many instances, he charged, have no national selling policies, but take "all that the traffic will bear" in every situation.

ASKS FOR SALES SHEET

It was revealed at the meeting that Wright had asked to take back to Washington a copy of a Paramount's sales sheet shown him by Berger. The sheet in question was used in connection with the selling of "Two Years Before the Mast" and allegedly required salesmen, before quoting terms, to learn from the exhibitor or other companies' salesmen the prices paid by the exhibitor for six specified pictures of other companies, the NCA president said.

The organization elected the following officers and board members: Bennie Berger, president; E. L. Peaslee, first vice-president; Lyle Carrisch, second vice-president; Martin Lebedoff, secretary; Sidney Volk, treasurer; Henry Green jr., Jack Heywood and A. A. Kaplan, members of advisory committee; Charles Rubenstein, A. E. Lyle Bung, Al Lee, S. E. Heller, W. C. Carter jr., Will Glaser, George Granstrom, Clarence Kaake, M. W. Long, R. J. Risch, Roy McMinn, Gordon Amuth, John Pillar and John Anderson.

Berger revealed that NCA now has 300 theatres of a possible 550 in the region.

Government Control Urged by Berger

MINNEAPOLIS—In his annual address at the North Central Allied convention, President Bennie Berger asked the independent exhibitors body to "continue working toward government or state control" of the film industry because, he charged, "the producers cannot see any further than their noses and refuse to sell on a live-and-let-live basis."



BENNIE BERGER

Berger said he's both optimistic and pessimistic over the outlook for independent exhibitors. His optimism, he said, stems from the recent New York court decision in the consent decree case which "while it was not the cure, did serve notice on the distributors that they must stop their unfair tactics and that the independent theatre owners have a stake in the business."

"It is my opinion that when the case is finally adjudicated, there will be absolute divorcement, as it is inconsistent with our form of government for the producers and distributors of pictures to exhibit them," declared Berger. "With this monopoly, they have been able to keep independent exhibitors eating out of their hands and kowtowing to them. But that monopoly is now badly bent and will soon be broken."

Berger said his pessimism arises from a drop in boxoffice receipts "coupled with the producers' artificially created shortage of pictures which makes it possible for the distributors to demand terms unprecedented in the history of this business." He pointed out that some producers have asked for 60 and 70 per cent of the receipts and insist on advanced admission prices. "The idea," he said, "is to come in and sell you the same picture over again at 40 or 50 per cent at your regular admission prices—that is, selling the same animal twice."

Members also attacked blind checking through ticket purchases, voiced various grievances, set wheels in motion for cooperative buying of films and other commodities used in the operation of theatres and pledged themselves to carry a fight against the Ascap tax to the U.S. supreme court.

After hearing complaints from members, the organization decided to write film companies protesting against blind checking through ticket purchases and pointing out that it's against the law for exhibitors not to retain a half of each ticket sold.

Urging support of the industry's Greek orphan relief drive, President Bennie Berger cited "the little judge," Ben Meshbesher, Warner Bros.' salesman, for collecting $750 from the residents and business people of Jamestown, N. D., for the campaign through his own personal solicitations.

Convention to Ask Probe Of Product Shortage By Government

MINNEAPOLIS—North Central Allied has asked the federal government to investigate its charge that an alleged conspiracy exists among major distributors to create an artificial shortage in pictures so that film rentals could be raised to "unconscionable heights."

WRIGHT IS PRESENT

Action was taken at the convention here. Robert L. Wright, special assistant to the U.S. attorney general and counsel in the consent decree suit, in Minneapolis to explain and interpret the consent decree decision to the body, held a conference with the organization's board of directors who urged that his department "investigate" the alleged conspiracy.

President Bennie Berger of NCA announced he had presented Wright with "facts and figures" to bear out the conspiracy charge. He and other directors also stressed the "unreasonableness" of present film rentals and percentage demands in their talks with Wright. Other independent exhibitor grievances also were aired.

Wright asked that tradepaper and press representatives be excluded from the room during his talk and session with members.

CLOSED TO THE PRESS

Although Berger of the independent exhibitors' organization had announced that the meetings were to be open to the press, he complied with Wright's request. S. D. Kane, the body's executive director, explained from the platform that "quasi-criminal" proceedings "are involved" and "Mr. Wright is our counsel" so that "it's fit and proper that our conference be behind closed doors." Employes of distributors, including branch salesmen and managers, however, were allowed to be present.

Wright was to analyze and explain the consent decree decision, tell the procedure to be followed by the government from this point on and hear a recital of independent exhibitors' grievances against the distributors.

Costs a Major Concern, Richey Tells Conclave

MINNEAPOLIS—The film industry's present major problems are not what's coming out of the consent decree, but increased and increasing costs in production of pictures and operation of theatres, a threatened tapering off at the boxoffice and discriminatory taxes, according to H. M. Richey, MGM public relations head.

Here to address the North Central Allied convention, Richey declared "the public relations job must be done better all along the line." He pleaded for better showmanship—the utmost possible selling of pictures to the public.

"The greatest segment of the public hasn't been sold sufficiently yet on the idea that the films are the biggest entertainment value in the world," said Richey. "Statistics show that only 18,000,000 persons today attend our A pictures."

Labor Peace Looks Bright at Studios

HOLLYWOOD—From a trio of sources came strong indications that the film capital soon may emerge completely from the labor wars and disturbances which have been more or less its constant lot for nearly three years.

The three signs of lasting peace included:

(1) A promising start in the negotiations between the producers and Carpenters Union, Local 946, to adjust differences with the labor group, which adjustment would remove the last major barrier to ending the current studio strike which started last September 26.

(2) Word from Washington, D. C., that William Green, American Federation of Labor president, at long last was to call a conference to effect an end to the studio strike.

(3) Amicable spirit which prevailed at the opening sessions between the Screen Actors Guild and the producers over the new contract for SAG members.

DESCRIBED AS 'FRIENDLY'

Initial peace huddles between the carpenters and producers were described by those attending as "friendly" and brought forth a joint statement that "after an exploratory discussion of the problems involved the meeting was adjourned to a date to be set later." Such joint declaration came from Charles S. Boren, producer labor representative, and Joseph V. Cambiano, international representative of the carpenters. In addition to Boren, sitting in on the huddles to represent the film makers were Pat Casey, Fred Pelton, Vic Clarke, Ben Batchelder and Attorneys Homer Mitchell, Mendel Silberberg and Maurice Benjamin, as well as the various studio labor chiefs. Thus all of the three producer groups were represented. Issues which the meetings must determine before the strike is settled hinge principally around replacements and jurisdiction.

According to word from the east as to the action proposed by AFL President Green, the meetings he plans calling within the next month will undertake not only to bring a complete settlement of the current walkouts but to perfect arbitration machinery which will eliminate for all time the possibility of jurisdiction strikes in Hollywood. The AFL chief reportedly revealed that 12 Hollywood unions had agreed to sit in on the conclaves.

ALL STUDIOS REPRESENTED

Like in the meetings with the carpenters, all producer groups were represented by one committee in the early huddles with the SAG. Following the first session of the week, an official joint statement by the negotiating committee of SAG and the combined negotiating committee of the Association of Motion Picture Producers, the Society of Independent Motion Picture Producers and the Independent Motion Picture Producers Ass'n disclosed that they planned to hold three long sessions a week, in an effort to complete contract negotiations as quickly as possible.

This was decided at the second meeting of the two groups, at which point-by-point discussion of the Guild's contract proposals got under way. Sessions probably will be held each Monday, Wednesday and Friday evenings.

It was decided that if it is necessary to issue any statements on the progress of negotiations, such statements will be joint ones on behalf of both groups.

Chester Friedman Joins BOXOFFICE As Showmandiser Section Editor

New York—Chester Friedman has joined BOXOFFICE's staff as editor of the Showmandiser section which is to be enlarged and expanded in its coverage of all phases of motion picture promotion.

Friedman, who has had a diversified experience in theatre operations, for the past four years was editor of the Manager's Round Table department of the Motion Picture Herald. Prior to that he owned and operated the Biltmore Theatre, Mount Vernon, N. Y., and held managerial posts in the east, south and midwest with Paramount-Publix, Schine, Interboro, Consolidated and Harris circuits.

In Kansas City this week to become acquainted with the physical operations of BOXOFFICE, Friedman will have headquarters at the New York office, 9 Rockefeller Plaza.

Hugh Fraze will serve as associate editor of the Showmandiser, at Kansas City, in addition to his duties as regional news editor.



CHESTER FRIEDMAN

Plea for Lowered Prices Gets Mixed Reception

NEW YORK—Exhibitors gave President Truman's plea for lower prices a mixed reception.

As business men with a service to sell, they felt that their admission prices were reasonable, and present scales should be maintained.

As consumers, buying motion pictures, theatre equipment and labor, they felt that the president had hit the mark in asking for price reductions.

Generally speaking there was a similarity of opinion among operators of national, regional and local New York theatres that the present admissions scales cannot be reduced so long as operating costs remain at their present levels.

Oscar A. Doob of Loew's, Inc., said he didn't think the President had the theatres in mind when he asked for lower prices. Admissions never were in line with other commodities or the general upward price trend, said Doob.

Except for a few Broadway theatres, admissions throughout the nation remained and still remain reasonable, he said.

In view of this situation, Doob saw no prospect a reduction in the 116 Loew's theatres.

Paramount Theatres Corp. is waiting to hear from its subsidiaries and partners before issuing any statement. The Paramount Theatre on Broadway reduced its morning prices last month. It was expected that other Times Square theatres would follow suit, but to date none has.

Si H. Fabian, whose theatre interests extend through New York state and Virginia, didn't see how he could cut prices.

The only exception to this status quo price policy will be in former war industries towns where incomes have been sharply reduced, he said.

Exhibitors in metropolitan New York were unanimous about maintaining their present price levels.

The general consensus was that patrons of double bill, subsequent run theatres have been getting their money's worth, paying an average of 42 cents for three hours' entertainment.

In contrast to this 10 per cent admissions increase, the cost of theatre equipment alone has gone up 10 to 25 per cent since the OPA was lifted last year. As for film rentals, estimated increases vary from 15 to 50 per cent.

David Weinstock, president of Raybond Theatres Corp., had this to say about rentals:

"Film rentals are extremely high. At no time since I started in this business 37 years ago has there been such difficulty in buying pictures at fair prices as there is today. In view of all the circumstances, of high costs of equipment and product, we are very fortunate we can operate at all."

This point of view was shared by Arthur M. Rapf, president of the Rapf & Ruden, which operates nine theatres in New York and New Jersey.

He added that exhibition service is being undersold, with patrons getting so much for so little.

"If the distributors cut their prices, I'll cut mine," said Rapf.

Edward Lachman, president of the New Jersey Allied, thought that President Truman had directed his speech at big business. "You can't start cutting prices at the bottom of the scale while the distributors and equipment people maintain the present high levels," he said.

He estimated that window cards, sound service, film delivery services, alone have increased up to 30 per cent.

"...A FILLY THAT DOESN'T TAME EASY...LONG-LIMBED AND DEEP THROUGH THE HEART!"





There's no thrill like the thrill of Cornel Wilde and Maureen O'Hara in "THE HOMESTRETCH" in Technicolor!



A glorious romance
that hits all the high spots
of the world . . . set against the
breathless excitement of the
world's most famous racing classics!

CORNEL WILDE
MAUREEN O'HARA

THE HOMESTRETCH

IN TECHNICOLOR

with

Glenn Langan · Helen Walker

James Gleason · Henry Stephenson

Margaret Bannerman · Ethel Griffies · Tommy Cook

Directed by **BRUCE HUMBERSTONE**

Produced by **ROBERT BASSLER** · Original Screen Play by Wanda Tuchock

THERE'S NO COMPANY WITH SUCH GREAT TECHNICOLOR TRIUMPHS AS

BOB, SON OF BATTLE *In Technicolor* • **FOREVER AMBER** *In Technicolor* • **MOTHER WORE TIGHTS** *In Technicolor*
I WONDER WHO'S KISSING HER NOW *In Technicolor* • **CAPTAIN FROM CASTILE** *In Technicolor*

20th CENTURY-FOX

PRINTED IN U. S. A.

TOPFLIGHT INTEREST DISPLAYED IN FORMING OF FOUNDATION

Salt Lake Suggests a Film To Explain the Welfare Plan to the Industry

NEW YORK—Leaders of the industry in every section of the country are eagerly assisting in the formation of area panels for the Motion Picture Foundation. Reports this week from the office of Barney Balaban, chairman of the national steering committee, indicate high enthusiasm at the dozen or more exchange-city organization meetings held this week and last.

Indicative of the interest aroused by the project, in Salt Lake City last week it was suggested that a short subject explaining the welfare plan be made and given national distribution for showings before industry members only. By dramatizing the message it was felt that all industry employes would immediately grasp its import.

ALL BRANCHES TAKE HOLD

Reports from exchange centers indicate also that every branch of the industry is taking hold of the Foundation. Not only have exhibition and distribution fallen into line, but representatives of film delivery lines, trailer concerns and equipment and confection firms as well. Union leaders are likewise giving the Foundation their attention, and in virtually all instances one or more representatives of contract labor are being placed on the panels being formed in exchange centers.

At weekend complete panels had been set up in half a dozen or more exchange centers; a similar number had elected committeemen but had not yet named permanent chairmen and area trustees.

A temporary committee was formed in Salt Lake to assist in putting over the Foundation in the far western states: Sam Gillette and George Smith, independent exhibitors; George Hackett, Don Campbell and Dave Adamson, unions; Charles Walker, Don V. Tibbs and Harold Green, distributors; Ray M. Hendry and Hall Baetz, circuits.

Meeting with 50 industry representatives at Albany Monday, Leonard H. Goldenson of Paramount-Publix, a featured speaker, remarked that three men in the exhibition field had already donated the sums of $50,000, $40,000 and $25,000, respectively, to the Foundation, and he predicted that other wealthy men will make substantial donations as well as leaving sums in their wills.

Goldenson further explained that only the interest of the $10,000,000 fund to be raised in two years—it might eventually be $100,000,000—will be spent in welfare projects, nor will the money be used to supplement present welfare or pension plans.

MAY MERGE WITH OTHERS

Replying to another question, Goldenson predicted that the Motion Picture Relief, now raising more than $1,000,000 annually on the coast, might be merged with MPF, once the latter organization is firmly established. He added:

"But all these are just ideas thrown into the pot, along with any that you may have; the trustees themselves will make the final decisions. I am speaking to you now only as a private citizen."

Si Fabian was named as trustee of the Albany area, but discussion developed as to whether he should be elected to this local office, in view of his extensive contribution to the national plan, which will likely place him in line for election as one of the ten national delegates at large. In this event, Albany committeemen will likely place Louis W. Schine in the local post.



BARNEY BALABAN

Saul J. Ullman was named chairman of the Albany panel; serving with him, Fabian and Schine will be C. J. Latta, Herman L. Ripps, Neil Hellman, Eddie Ruff, William Smalley, Fred Sliter, Charles E. McCarthy, Howard Goldstein, Henry Harris, John Sauerborn, Arthur Newman, Leonard L. Rosenthal, Guy A. Graves and Charles A. Smakwitz.

DALLAS NAMES JOHN ROWLEY

Seventy-five from exhibition, distribution and allied lines gathered in Dallas Tuesday at the call of Karl Hoblitzelle, member of the national steering committee, who appointed John Rowley of R&R-United as temporary chairman, the group later naming the latter permanent chairman as well as trustee.

Explanation of the scope and purpose of the foundation was made by Col. Harry A. Cole, also a national steering committee member; by R. J. O'Donnell and H. J. Griffith. Henry Reeve of Menard, Tex., president of the Texas Theatre Owners, heartily endorsed the project.

In addition to Rowley, Cole and Reeve, these members were named: LeRoy Bickel, Sol Sachs, Duke Clark, Herman Beiersdorf, Joe Luckett, C. C. Ezell, R. I. Payne, Sam Landrum, Don Douglas, William O'Donnell, B. R. McLendon, all of Dallas, and L. C. Tidball of Fort Worth, J. C. Chatmas of Marlin and Johnny Long of Bay City. Ezell will act as vice-chairman; Sachs is secretary, Cole is treasurer, Douglas is publicity chairman and Winifred Cutler was appointed recording secretary.

Kansas City met twice at the call of the temporary chairman, A. Jules Benedic, on Friday (18) and Monday (21), naming a panel of 15, with two more members to be elected later, thus filling the panel to the limit of 17 permissible under MPF bylaws. Another meeting was called for Monday morning, April 28, at which the permanent chairman and a trustee will be named.

Edward G. Zorn of Pontiac, Ill., member of the MPF national steering committee and chairman in the Chicago area, made an inspiring address before the midwesterners. He was followed in similar vein by "Tex" Hall, free-lance studio representative of North Hollywood, Calif.

High Enthusiasm Prevails At Organization Meets Held Over Country

Elected with Benedic on the Kansas City panel were L. J. Kimbriel, T. R. Thompson, Frank Plumlee, Homer Strowig, Earl Dyson, Mike Cullen, Arthur Cole, Robert F. Withers, J. A. Becker, Clarence F. Schultz, Sam Abend, Felix Snow, R. R. Biechele and M. D. Cohn.

ZORN IN CHICAGO CHAIR

Two days before attending the initial Kansas City meeting, Zorn, who is president of the United Theatre Owners of Illinois, and a worker for the Foundation since its inception in New Orleans last December, was named chairman for the Chicago area, his "running mate," or trustee, being Arthur Schoenstadt. Additional committeemen are Frank Allan, John Balaban, James Coston, Jack Flynn, Tom Flannery, S. J. Gregory, Walter Immerman, Irving Mack, Jack Rose, Sam Shirley, Frank Stickling, Tom Murray, Jack Kirsch, Fred E. Shoup and Edwin Silverman.

Lou Novins, assistant to Barney Balaban, was principal speaker at the Chicago meeting, attended by 100 topflighters from every branch of the industry.

H. F. "Mike" Kincey was named to the joint post of chairman and trustee at the Charlotte meeting last week and will serve with J. C. Long, Roy Rowe, H. H. Everett, Ed Haley, J. H. Dillon, Ray Erwin, George Roscoe, Blake Gryder, Ben L. Strozier, H. D. Hearn, J. H. Holston, Dean House, John Vickers, Jay Schrader. Two additional members are to be named later, one a small town exhibitor, the other to represent theatre employes.

Detroit has not yet named its chairman and trustee, but last week elected these members: Ray Branch, Lew Wisper, Alex Schreiber, Joseph Lee, Larry Becker, Rodger M. Kennedy, L. H. Gordon, David M. Idzal, Frank J. Downey, C. W. Buermele, E. J. Hudson.

St. Louis last week elected Fred Wehrenberg as trustee, Joseph C. Ansell as chairman, and they will serve with Russell Bovim, James Frisina, Fred Souttar, Clarence Turley, Oscar Turner, Isador Weinshienk, Harry C. Arthur jr., Albert Stetson, George Kerasotes, Carson Rodgers, Bess Schulter, Charles Goldman, Thomas James, Sam Komm, Sam Levin and Jack Siepker.

COMING AREA MEETINGS

At Des Moines a meeting called for April 21 was postponed for a month, while meetings at some other exchange centers will not be held until early May.

A meeting will be held in Boston April 29 under the co-chairmanship of M. J. Mullin and Sam Pinanski.

Omaha meets May 5: Leo Wolcott and A. H. Blank.

Seattle meets May 5: I. M. Hone.

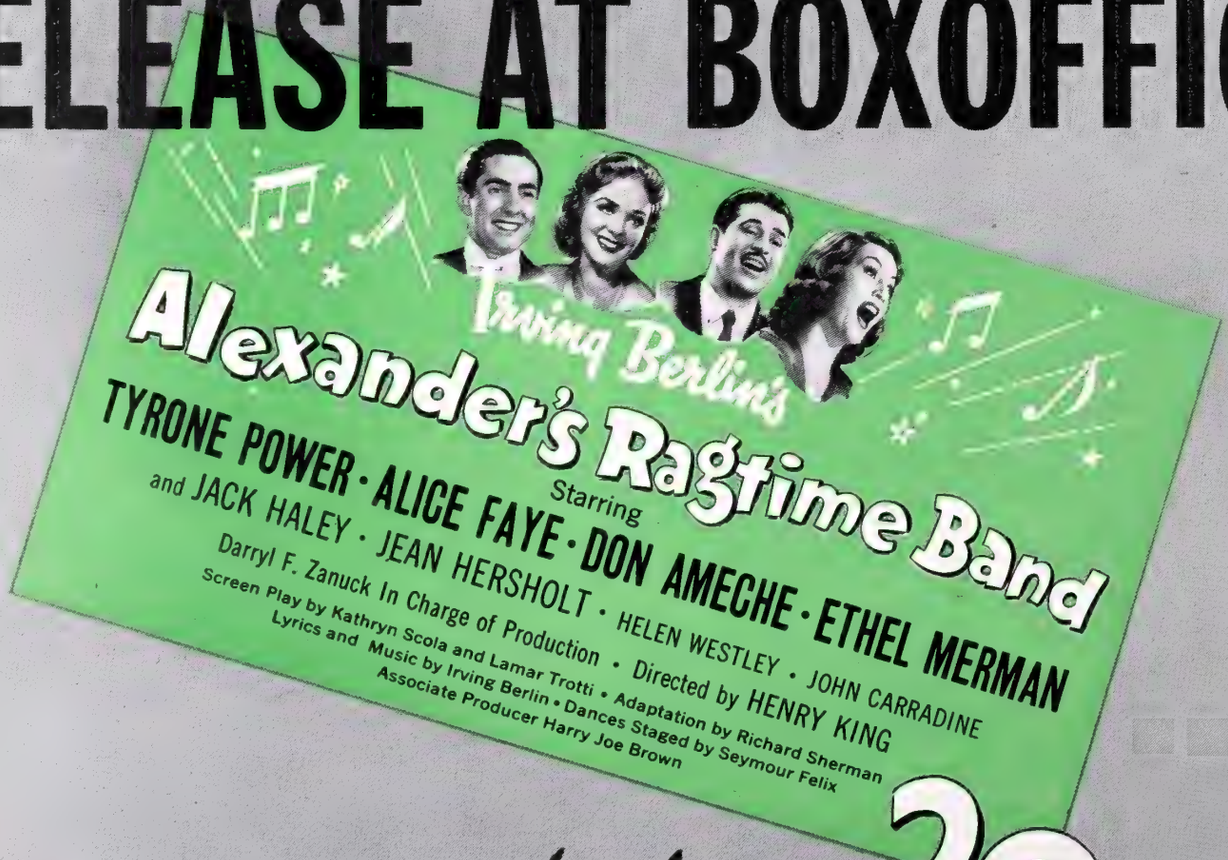
Within the next few weeks: Buffalo: Max Yellen; Memphis: M. A. Lightman; New Haven: I. J. Hoffman and Dr. J. B. Fishman; Oklahoma City: C. B. "Brownie" Akers; New Orleans: E. V. Richards jr.; Pittsburgh: M. A. Silver, and Minneapolis: Harry French.

HEADLINE NEWS!

DAILY **VARIETY** DAILY

Vol. 55 No. 18 43 Hollywood (28), California 47

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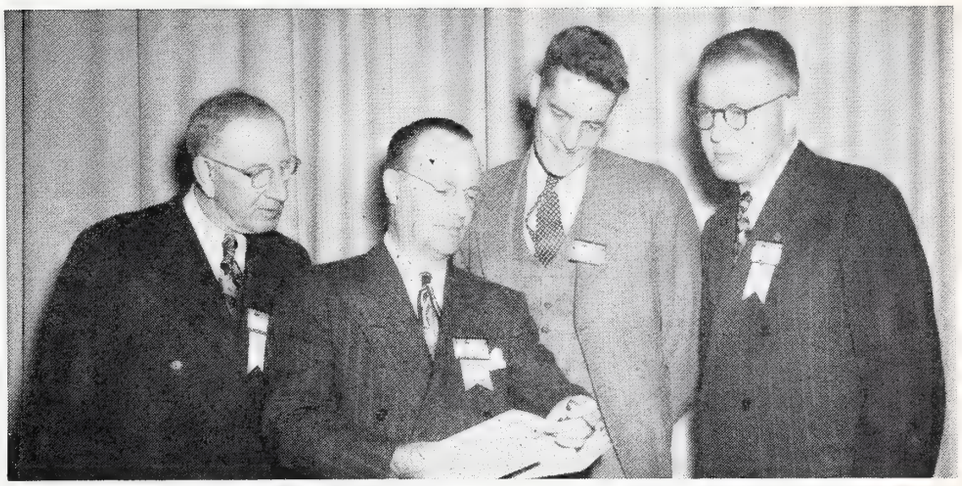
THEATRE TELEVISION WITHIN TWO YEARS SOUGHT BY SMPE

Would Make Feature Films For Sending to Central Broadcasting Stations

CHICAGO—A movement to place television in motion picture theatres within the next two years was launched at the 61st semiannual meeting here this week of the Society of Motion Picture Engineers. Directors disclosed a decision that a committee has been appointed to work toward that end.

Under the proposed program, the committee will work with other segments of the industry to further the invasion of television. Feature pictures would be made and sent to central broadcasting stations in all cities. From there the films would be televised over a directed beam to each theatre, with private sets unable to tune in.

This was one of the more important steps taken at the convention, the meetings attracted engineers from all parts of the country.



Shown here in a huddle at the convention of the Society of Motion Picture Engineers in Chicago, discussing subjects of mutual interest. Left to right: William C. Kunzmann, convention vice-president of SMPE; Loren L. Ryder, SMPE president; Capt. Wm. C. "Bill" Eddy, USN (Ret.), managing director of Chicago Television Station WBKB; and Paul J. Larsen, chairman of SMPE's committee on television.

ON-THE-SPOT NEWS FORESEEN

The delegates were told by Paul J. Larsen, one of the society officials, that within the next two years, television can bring on-the-spot news events into the theatres of the country.

"If a request to the FCC for a frequency band is granted, the industry is ready to go ahead on such a project," he said.

Larsen pointed out that 17,000 theatres, playing to 90,000,000 persons a week "offer a strong argument" for FCC approval. On this, he declared, the motion picture industry is standing together for the first time "because for the first time there is an economic threat to its existence."

He revealed that Eric Johnston, MPA president, will attend a meeting in New York next week to formulate "the final program" for this movement.

Larsen predicted that televised programs would supplement regular film fare with no probable price increase. He pictured operas, sports events, and such disasters as the Texas City explosions brought to the screen as they happen. "If the event is not important enough to interrupt the feature, it could be 'stored' and shown a few minutes later," he said.

He admitted that televised programs would not now be as sharply defined on the screen as newsreels but added that within several years you will not be able to tell the difference.

The convention opened April 21 with a business and general session in the grand ballroom at which J. G. Frayne, chairman of the sound committee, spoke on "Flutter Definitions and Measurement Standardization" and Orville H. Hicks, Loew's International Corp., discussed "American Films Abroad." Loren L. Ryder, convention president, and William C. Kunzmann, vice-chairman, submitted reports to the members.

SEE TELE SHOW PRODUCED

Following a get-together luncheon in the Gold Coast room at which Capt. William C. Eddy, USN (Ret.), managing director of the Balaban & Katz television station WBKB, was guest speaker, the first regular technical session got under way. The papers read included "Special Adaptations and Application of 16mm Motion Picture Cameras to Medical and Scientific Needs," by Mervin W. LaRue sr. of Chicago and Mervin W. LaRue jr. of Bell & Howell Co.; "Kodachrome Motion Pictures of the Human Air and Food Passages," by Dr. Paul H. Holinger and J. D. Brubaker of Chicago; "Movies on Wheels—Sound Motion Pictures for Passenger Trains," by John G. Bitel of Comprehensive Service Corp., and "A Survey of the Application of Photography in Naval Research, Testing and Development," by J. H. Bell and Lieut. Comdr. W. R. Cronenwett, USN, of the U.S. Naval Photographic Center at Anacostia, N. C. Oscar B. Depue of Chicago, reviewed "My First Fifty Years in Motion Pictures" when he was partner of the travelog expert, Burton Holmes, at the evening technical session.

The morning session April 22 was held in the Esquire Theatre, one block from the Drake. Following the afternoon technical session at the hotel, SMPE members and their guests visited WBKB as guests of Captain Eddy to witness the production of a television show. Concurrent sessions were held the morning of April 23 at the Drake and Esquire theatres, the latter being devoted to a symposium on picture and sound test films for use in manufacture, maintenance and repair of projection and sound reproduction equipment. A variety of 35mm and 16mm test films were shown at the Esquire.

The society's semiannual dinner-dance was held in the Drake's Gold Coast room the night of April 22, preceded by a social get-together and a dinner. Concluding technical sessions were held at the Drake the afternoon and evening of April 24 and the morning and afternoon of April 25.

A new, small, single-unit loudspeaker in connection with 16mm sound projection was demonstrated by Western Electric Co. during the convention at the Drake. The new speaker, the 756A, may be operated as part of a standard 16mm sound projector and will produce a more lifelike sound than was formerly possible with speakers of its type. C. R. Keith, New York engineering representative, and G. L. Graveson, contract relations representative of Western Electric's research products division, were in charge of the demonstration.

Loss of Foreign Marts To Boost Ticket Costs

Chicago — American film producers must have access to foreign markets or make a substantial increase in admission prices to motion picture theatres in this country, Orville H. Hicks of Loew's International Corp. asserted here last Monday. Speaking at the 61st semiannual convention of the Society of Motion Picture Engineers in the Drake hotel, Hicks said 40 per cent of the revenue of the American film industry comes from foreign sales.

Motion pictures, more than any other medium, open foreign markets for other products of American industry, he said. The sight in films of American conveniences creates a demand for radios, washing machines, refrigerators, automobiles and other goods.

Hicks also contended that films can do much for better understanding between nations, and that no enduring peace can be obtained without a free screen.

Johnston Spokesman Debunks Video Within Two Years

WASHINGTON—So far as the Motion Picture Ass'n is concerned there is nothing "imminent" in the possibility that television may be put into the theatres within two years, according to a spokesman for Eric Johnson.

The remark was made in reference to a statement issued by the Society of Motion Picture Engineers that a committee will participate "with all other sections of the industry" in a program designed to put television into theatres within two years.

MPA's spokesman asserted that the SMPE was being "much too optimistic," that television in theatres if and when it comes may be much longer away than two years.

TIME

APRIL 7, 1947

Says of

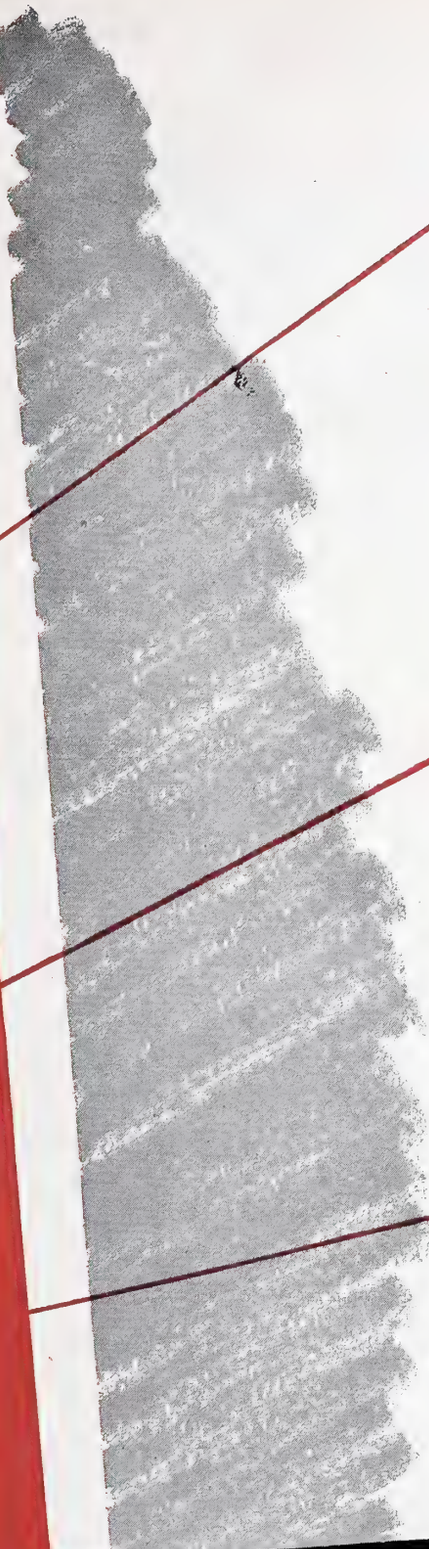
"THE MACOMBER AFFAIR"

"a brilliantly good job—the best yet—of bringing Hemingway to the screen. None of the principal players could possibly be improved upon. Macomber is a remarkably exciting picture!"

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"THE MACOMBER AFFAIR"

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ROBERT PRESTON with Reginald Denny · Jean Gillie

Directed by ZOLTAN KORDA

Produced by Benedict Bogeaus and Casey Robinson

eenplay by Casey Robinson and Seymour Bennett

Adaptation by Seymour Bennett and Frank Arnold

Men and Events

By JAMES M. JERAULD

Censorship Pattern

THERE is a curious similarity between censorship bills introduced in state legislatures in recent months. Straight censorship bills aimed at adult film fare have been consistently defeated over a long period of years, so the advocates of censorship have apparently turned to a subterfuge which bears some similarity to the system in effect in Massachusetts.

In that state they have Sunday censorship. It is impossible to have two sets of prints, so the Sunday cuts apply all week. A bill in the adjoining state of Connecticut varies this approach by asking censorship of films for children under 14.

A bill before the Maryland legislature goes to a fantastic length by requiring censorship of films to be shown to children Saturday afternoons in a single county—Frederick. This would be another entering wedge. A smoothly worded amendment in the closing rush could make this statewide censorship.

There's always plenty of political support for any kind of a bill that creates new jobs.

* * *

Theatre Dispersals

SOME of the urgency has gone out of discussions of the rearrangement of theatre partnerships by major company defendants in the antitrust suit. Experience already gained in the splitups of intercompany, profit-sharing pools has shown that it is possible to reach amicable agreements.

There have been a number of instances, it is said, where partners have named impossible figures, but reflection has convinced some of these that current valuations will decline as business recedes. This, plus the possibility that new owners will come into the business when building materials become available, is being taken into consideration.

Reports of formation of a number of new circuits out of pieces of old ones are popping up every week.

* * *

Austrian Lays It on Line

EVERY time Ralph B. Austrian, president of RKO Television Corp., is invited to discuss films and television before any kind of an audience he tears into his subject with a vigor that leaves the theorists gasping.

Advocates of duplicated studio facilities for live television programs were jolted at the recent New York Television Institute by this prophecy:

"You will find out one of these days that the picture companies will make their facilities available to television advertisers and when they do, they will produce shows for the same audience, mind you, that goes to the movie houses and who are MOVIE CONDITIONED and who expect real showmanship, movement, perfection, lighting, focusing, and no errors in lines, or black screens, or wrong camera switches.

"When it comes to manufactured entertainment—here I specifically exclude the reporting of events as they actually happen—I claim that motion pictures can do a better job than live television and I will argue that against anyone. Time will prove the point. Today television is going in a big way for quiz games, charades, identify this or that and get a prize. That phase will pass quickly. It's cheap, it gets a time franchise, it affords a chance to get on the band wagon, but television was not born to exist on that diet."

Food for thought for both television and film producers.

* * *

No Drinking Scenes

THE BOMBAY government in India has decided to prohibit drinking scenes in all films, and other Indian states are considering extension of the policy. It's part of a wide movement intended to make prohibition effective in four years.

If this is enforced there will be a lot of film on the cutting room floors in India. Moslems don't drink. There are some important sections of India predominantly Moslem. This seems to be another one of those things producers will have to consider in the development of foreign markets.

* * *

Yippee-e-e-!

OUT in the Denver region they still swing tomahawks and let the scalps fall where they will.

Issue No. 2 of the bulletin of the new Allied unit begins: "FAIR WARNING—If a certain Denver branch manager does not stop the illegal tiein sales of his product, this publication will let out a blast that will be heard from here to New York—and to Washington."

* * *

Real Swank!

EAGLE-LION has a new suite of offices in the Bond building—15 rooms, decorated tastefully, BUT—there are only two phone lines. Only the Music Hall has waiting lines to compare with these. The telephone strike added to the strain.

New Type of Theatre Planned in Denver

Denver—Something quite new in theatre projects is planned by Abel Davis and John Anderson, who want to erect a $300,000 house at Eighth street and Colorado boulevard.

That "something new" probably will be the deciding factor when the zoning board passes on a permit for the cinema.

For Davis and Anderson propose to use the theatre in the morning hours as a classroom for student nurses in nearby Colorado General hospital.

Plans call for 1,200 seats, with possible rear-vision projection; seats arranged so that "shorties" can look around the tall guys; a cry room and provision for television.

Carl Leserman Warns Of Business Drop



Benedict Bogeaus (left), head of Benedict Bogeaus Productions and Arcadia Productions, with his executive vice-president, Carl Leserman, discuss future production plans with the trade press.

NEW YORK—There has been a pronounced decline in boxoffice receipts during the past six to eight weeks that may be an indication of a national downward trend, according to Carl Leserman, vice-president and sales head of Benedict Bogeaus Productions. Benedict Bogeaus, president, concurred on this view at a joint press conference. He predicted a boxoffice drop will be felt in Hollywood in a year's time, bringing a drastic decrease in production budgets.

Bogeaus, who was in from the coast for a few days, said, though his present film budgets are running about 20 per cent under wartime levels, costs are continuing to rise, and probably will not level off for another year. High labor costs are largely responsible, he said.

To combat this price rise, Bogeaus is watching his schedules carefully, with an eye to speeding up production. Countless unexpected delays can increase expenses by thousands of dollars, he said. "This is what we're watching for." He emphasized that there will be no cut in budgets—just strict avoidance of wasted time and effort.

CAUTIOUS ABOUT INCREASES

Before the company decides on whether to roadshow "A Miracle Can Happen," now being completed in New York, Leserman and Bogeaus will study the results of the roadshow dates for "Duel in the Sun" and "Carnegie Hall" in the next two months. With prices declining they are a little dubious about advancing the film's prices.

Under Bogeaus' deal with UA, which has three years to run, he may give the distributing company from two to four pictures a year. His shooting schedule includes "Early Autumn," with Ida Lupino, to start June 15; "Lulu Belle," with Dorothy Lamour, August 14, and the tentatively titled "Intelligence Inspector—Postal Service," September 15. This third film will be a semidocumentary, based on case histories in the files of the postal service intelligence division. The budget for these pictures is estimated at $4,500,000.

"Early Autumn" is the first picture to be produced by Arcadia Productions, organized two months ago in partnership with Ida Lupino. The deal calls for one film a year.

Bogeaus' release schedule includes "The Macomber Affair," released March 22; "Christmas Eve," set for June 14, and "A Miracle Can Happen," September 1.

ON THE COVER

Entrance to the foyer of the newly opened Carver Theatre, a Fox Midwest circuit house in Kansas City.

PRODUCERS SWINGING TOWARD FILMS SELLING AMERICANISM

HOLLYWOOD—Prospects for Cinemania's Russian spy hunt increases with every passing day and a vanishing breed are the producers who aren't planning a feature to expose the nefarious pursuits in Canada and the U.S. of the Mata Haris from the Volga and their male comrades.

With each successive move in the race to bring the screen a story—or stories—of Soviet espionage, Darryl Zanuck seems prepared to play another trump to back up his claims of priority to the idea in general and to the title, "The Iron Curtain," in particular. Most recent coup d'etat by the 20th Century-Fox production chief was the purchase of screen rights to still another book. This time it was "The Soviet Spies," by Lieut. Col. Richard Hirsch, which will be published in the fall by Duell, Sloan and Pearce. Such acquisition was made, according to 20th-Fox spokesmen, to counter the most recent entry in the Russ-spy sweepstakes. It followed closely announcement by Andrew Stone, independent producer, that he had one on the fire to be called "A Soviet Spy," which title he avers he registered with the Motion Picture Ass'n's title registry late in March.

MGM MAKING 'RED DANUBE'

Earlier Zanuck had purchased "Behind the Iron Curtain," by George Moorad, war correspondent who spent several years in Russia. That first story buy was made when it developed that both Warner and Columbia had registered "The Iron Curtain" as a picture title prior to the time that Zanuck revealed, to the accompaniment of much fanfare, that he was going to make an all-out expose film with the same handle.

Studio spokesmen aver that the two purchases give the Village film foundry rights to both "Curtain" and "Soviet Spy"—and any variation thereto. They base their claim on the supposition that heretofore in disputes over multiple-claimed titles, the producer association authorities have always ruled in favor of the producer who had purchased or owned an actual literary property over the one who merely had filed a title covering the same general idea.

While all the shooting has been going on over the "Curtain" and "Spy" handle, little attention has been directed toward MGM where plans are going forward for a film of somewhat similar ilk. Mighty Metro has one in the works called "The Red Danube," which will be filmed from the Bruce Marshall novel, under production guidance of Carey Wilson.

MGM Meet to Feature Sales Policy Talks

NEW YORK—Sales policy will be discussed at the MGM conference of home office and field personnel, which will start Monday, April 28, at the Hotel Astor. More than 115 executives and field men will attend. William F. Rodgers, vice-president and general sales manager, will open the sessions.

The home office will be represented by Edward M. Saunders and Edwin W. Aaron, assistant general sales managers; Henderson M. Richey, Rodgers' assistant and head of exhibitor relations; Howard Dietz, vice-president and director of advertising, publicity and exploitation; Silas F. Seadler, advertising manager; William R. Ferguson, exploitation head; Herbert Crooker, publicity manager; Mike L. Simons and Maurice N. Wolf of the exhibitor relations department; Alan F. Cummings, in charge of exchange operations; Jay Eisenberg, liaison between sales and distribution; Pincus Sober, assistant to Eisenberg; Joel Bezahler, Charles F. Deesen, Irving Helfont, Leonard Hirsch and Paul J. Richrath, home office assistants to field sales managers; Jay Gove, sales research manager; Harold Postman, assistant to Cummings; William B. Zoellner, head of reprints and importations; Max Wolff, purchasing head, and Max Weinberg, shorts subjects publicity.

The field will be represented by sales managers, district and branch heads and head bookers.

Parke D. Agnew and Thomas Grady, master bookers, also will attend in addition to the following field auditors: John J. Ash, Charles Bell, Oliver Broughton, Carl Gentzel, Willard Gillian, Irving Margolin, Charles School, Arthur Sklar, Arthur Sterling and Edward Urschel.

World Release Is Planned For MOT Russian Short

NEW YORK—"The Russians Nobody Knows," a March of Time subject which shows the extent of war damage to western Russia, will be released in the U.S. May 16.

The film will also be released throughout the world as soon as translated commentaries can be scored, according to Richard de Rochemont, producer.

HOLLYWOOD—Calling attention to his studio's previously announced picture, "Up Until Now," as an example, Jack L. Warner, urges that the motion picture industry undertake a militant fight against un-American ideologies. Warner's planned entry in his suggested campaign will expose the effects of communist and fascist influences on American democracy. It will be filmed largely in Boston against the background of that city's patriotic shrine. Ronald Reagan, Viveca Lindfors and Claude Rains are to be starred. Jerry Wald, the producer, Delmer Daves, the director, and David Goodis, author of the story, already have visited Boston and arranged the location sites for the picture.

"Backslid Americans, as well as outside enemies of our free institutions, will be exposed in this story of a Boston family," Warner said. "Here at Warner Bros. we have no room for backslid Americans and wishy-washy concepts of Americanism. We believe that our films must reflect positive Americanism founded on the fundamental principles of the Declaration of Independence, our Constitution and our Bill of Rights."

PLAN OTHER TOPICAL FILMS

Warner emphasized that "Up Until Now" will not be a "middle of the road" picture about democracy.

"We do not believe democracy has middle lanes, left detours or right alleys," the production executive said. "The great highway of American liberty is sufficiently broad and straight for all to travel in peace, prosperity and happiness.

" 'Up Until Now' is but another chapter in our war against threats to American democracy. It is not the opening gun by 40 years. It will not be a single barrage. We are working on other topical stories to combat any insidious influence that threatens our country. We will shoot them as rapidly as they are ready for production.

"From the day it was founded under the same management that now exists, Warner Bros. has been wholly dedicated to the system of government that has made the American way of life a shining example to peoples throughout the world.

"We have been aggressive in our defense of that way of life because we feel we must crusade for the things in which Americans believe. We are happy that other motion picture producers are joining in the aggressive course Warner Bros. has pioneered and we hope still others will follow.

Scully Declares Top Films Deserve Extended Runs

NEW YORK—Rising production costs, which are now out of all proportion to what they were six years ago, have become the mutual problem of exhibitors and distributors, according to William A. Scully, vice-president and general sales manager of Universal-International, who addressed a two-day sales meeting attended by the company's district managers and the home office sales cabinet during the week.

"We cannot turn back to low budget pictures because the public expects quality no matter what is involved in the high cost of production," Cully said at the meeting which was devoted to the formulation of release and sales plans for the next four months. "We are not only coping with a 35 per cent raise in basic and labor costs, but we must be able to meet the cost of personalities and properties which continue to go up each year."

Pointing out that exhibitors must realize the necessity of playing pictures with stars and also the importance of making pictures from popular books and plays, Scully said the "pictures embracing the best ingredients are entitled to all the playing time that the picture earns. The day is past when an exhibitor should not be willing to give what assistance he can by allowing extended playing time when the boxoffice warrants it."

Mentioning the fact that exhibitors are being asked to give "The Egg and I" the extended playing time the picture deserves as proved in its opening engagements, Scully said that other U-I product will be distributed on the same basis, including the J. Arthur Rank pictures which the company is releasing.

"We feel that exhibitors and distributors certainly have an equal stake in the industry. It's time all of us revert to that real spirit of showmanship which made this a great business. Every one connected with the showing of a picture is obliged to get the most out of it," Scully concluded.

James Fenimore Cooper's tumultuous novel of

TEMPTATION IN THE WILDERNESS...

ADVENTURE IN THE GREAT OUTDOORS!

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COLUMBIA PICTURES
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OF THE REDMEN

ulie BISHOP · Buster CRABBE · Buzz HENRY

Screenplay by Herbert Dalmas and George H. Plympton

Directed by GEORGE SHERMAN · Produced by SAM KATZMAN

MPA Film Library a Hit, Scope Is Broadened

NEW YORK—National response to the children's Saturday morning shows started by Eric Johnston, MPA head, has been so satisfactory in the first six months that more pictures are to be added to the total and a promotional campaign is to be started to spread the shows into more theatres. Cooperation of civic groups and women's organizations is to be sought both for selecting the additional films and for assisting exhibitors in promotion of the shows.

To date, the original 28 features made available by distributors have provided material for 6,000 shows in 1,000 theatres in the 48 states and some of the features have not been played out yet.

Cooperation in some exchange areas has been better than others. New Orleans was tops.

Ken Clark, Glendon Allvine and Arthur De Bra of the MPA who have been working on the details of handling the films are pleased by the progress to date, despite the fact there has been very little active promotion. Most of the progress has been due to simple announcements and field trips for explanation of the public relations value of the shows.

These trips also have been valuable in securing comments from exhibitors. This has resulted in a number of modifications of the original plan. Some circuits have given active cooperation—RKO, Warner Bros., Loew's and Paramount partners. Admission prices charged have ranged from 10 to 25 cents. It costs each distributing company about $6,000 to deliver prints to exchanges.

The most popular pictures have been Paramount's "Alice in Wonderland" and MGM's "Adventures of Huckleberry Finn."

Working with the project are a number of organizations interested in films for children. These include the General Federation of Women's Clubs, Parents Motion Picture Group of Greater New York, International Federation of Catholic Alumnae, Motion Picture Council of Protestant Women, Schools Motion Picture Committee, United Parents Ass'n and the National Board of Review.

These organizations have discovered that children can be helpful in making selections of pictures for the program. Children selected for these screenings are of elementary school age. They have created a supplementary list of films to add to the original 28, and these films are designated CPR (Recommended for Children's Programs).

The community service department of the MPA hopes to have 52 titles on the children's show list by the end of the year. This department has issued a 33-page booklet explaining how the project began, how the library has grown, how additions are made, how audience reactions are studied by means of the "wiggle" test, some of the difficulties encountered and other details.

To make it easier for organizations and exhibitors to get together on spreading the programs half the booklet is devoted to explanations of how to organize the shows, the time, place and name for them, the choosing of a feature, rounding out a program and other sources of information.

In each situation the booklet suggests that representatives of various organizations get together and organize a "children's movie council" and these are urged to work closely with exhibitors. It is pointed out that the shows should be held Saturday mornings, and should be two hours long. Where exhibitors prefer early afternoon shows the lights are turned on at the end of the show and the house is cleared before the regular program goes on.

Certain theatres are regarded as better than others because of location, available transportation, proximity to children, and the interest and enthusiasm of the manager.

In each exchange there is a chairman who supervises distribution of prints and a chairman representing civic organizations. Booklets are to be sent to these first and there will be a more general distribution later.

Expanded List of Film Library Features

Original Titles

COLUMBIA:
Blondie Brings Up Baby.
Five Little Peppers and How They Grew.
Five Little Peppers in Trouble.

MGM:
Young Tom Edison.
The Human Comedy.
Adventures of Huckleberry Finn.

MONOGRAM:
The Hoosier Schoolboy.
The Barefoot Boy.

PARAMOUNT:
Alice in Wonderland.
Little Miss Marker.
Mrs. Wiggs of the Cabbage Patch.

RKO:
Two Thoroughbreds.
Anne of Windy Poplars.
Anne of Green Gables.

20th-FOX:
Jane Eyre.
The Poor Little Rich Girl.
Rebecca of Sunnybrook Farm

UNITED ARTISTS:
Three's a Family.
Knickerbocker Holiday.
Song of the Open Road.

REPUBLIC:
Sis Hopkins.
Young Buffalo Bill.

UNIVERSAL:
The Under-Pup
Sandy Gets Her Man.
The Mighty Treve.

WARNER BROS.:
Green Pastures.
A Midsummer Night's Dream.
The Prince and the Pauper.

Films Recommended as Additions to Children's Programs

Young Mr. Lincoln (20th-Fox).
David Copperfield (MGM).
Boys Town (MGM).
Knute Rockne All American (WB).
Sequoia (MGM).
Biscuit-Eater (Para).
Little Old New York (20th-Fox).
Union Pacific (Para).
The Story of Alexander Graham Bell (20th-Fox).
Henry Aldrich, Boy Scout (20th-Fox).

CPR Films (Current Films Recommended)

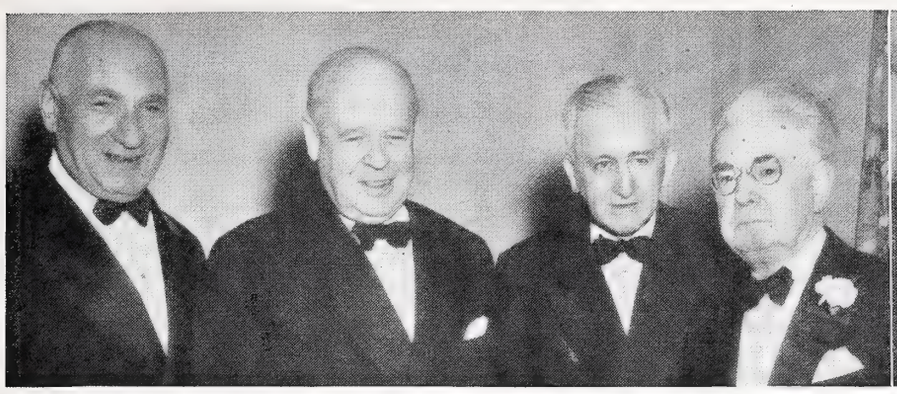
Anna and the King of Siam (20th-Fox).
Bad Bascomb (MGM).
Bandit of Sherwood Forest (Col).
The Bells of St. Mary's (RKO).
Black Beauty (Alson-20th-Fox).
Boys' Ranch (MGM).
Courage of Lassie (MGM).
David Copperfield (MGM).
Fantasia (Disney-RKO).
The Farmer's Daughter (RKO).
Going My Way (Para).
The Green Years (MGM).
The Jolson Story (Col).
The Kid From Brooklyn (RKO).
Lassie Come Home (MGM).
Little Miss Big (Univ).
Make Mine Music (20th-Fox).
Margie (20th-Fox).
Music For Millions (MGM).
My Brother Talks to Horses (MGM).
My Friend Flicka (20th-Fox).
My Pal Trigger (Rep).
National Velvet (MGM).
O.S.S. (Para).
The Overlanders (Australian-Univ).
Pinocchio (Disney-RKO).
Sinbad the Sailor (RKO).
Smoky (20th-Fox).
So Goes My Love (Univ).
Song of Scheherazade (U-I).
Song of the South (Disney-RKO).
State Fair (20th-Fox).
Swiss Family Robinson (RKO).
Three Little Girls in Blue (20th-Fox).
Thunderhead (20th-Fox).
The Time of Their Lives (Univ).
Treasure Island (MGM).
Wizard of Oz (MGM).
The Yearling (MGM).

Acceptable for Programs

Cloak and Dagger (WB).
Desert Horseman (Col).
Fighting Frontiersman (Col).
Gallant Journey (Col).
Galloping Thunder (Col).
Gentleman Joe Palooka (Mono).
Ginger (Mono).
Haunted Mine (Mono).
Holiday in Mexico (MGM).
Home in Oklahoma (Rep).
It Shouldn't Happen to a Dog (20th-Fox).
Man From Rainbow Valley (Rep).
Personality Kid (Col).
Return of Monte Cristo (Col).
Return of Rusty (Col).
Roaring Rangers (Col).
Roll On Texas Moon (Col).
Twilight on Rio Grande (Rep).
Two-Fisted Stranger (Col).
Two Sisters From Boston (MGM).
Under Nevada Skies (Rep).
Wake Up and Dream (20th-Fox).
Where Do We Go From Here (20th-Fox).

Ed Fay Gets High Tribute From Industry

Top Film Personalities Hail Exhibitor at Providence Testimonial Dinner





A group of distinguished guests at the Fay testimonial dinner are shown here, left to right: Maj. Albert Warner of Warner Bros.; Frank C. Walker, circuit owner and former postmaster general; Judge John C. Mahoney of United States district court; Fay; Herman Robbins, head of National Screen Service; Jack Cohn, executive vice-president of Columbia Pictures, and Eddie Dowling, producer.

By J. M. JERAULD

PROVIDENCE—Edward M. Fay, known in this industry as theatre circuit operator and member of the board of National Allied, was the central figure of one of the most remarkable tributes ever paid an exhibitor in honor of his golden anniversary as a showman Monday (April 23) at the Sheraton-Biltmore hotel.

About 75 top company executives attended from New York. Among the 450 diners were the governor of the state, the mayor of Providence, a United States senator, a federal and state judges, members of the legislature and of the city council, one college president and several professors, a well-known actor, and men prominent in the business and social life of New England.

HAS MANY INTERESTS

Curiously, many of the men in the film business and some of his fellow exhibitors for the past 25 years have thought of him only as a successful business man.

Many, as a result, listened to the tributes with evident surprise. It was revealed that the modest, white-haired man who never tells his age, whose voice is still strong, whose manner is so gentle and benevolent that he seems like a venerable clergyman whose sole interest is the welfare of his parishioners, became a business man after he had achieved distinction as a musician and composer. In addition, he is a poet—not just a scribbler of verses, but a man with a talent that is appreciated by connoisseurs. A professor of English at Brown university was one of those who revealed this.

In a lifetime of activity in Rhode Island he has become a legend. His public services go back beyond World War I. His efforts in behalf of the Red Cross and the March of Dimes collections have been so remarkably successful that Basil O'Connor, head of the Red Cross and the National Foundation for Infantile Paralysis, was one of the speakers.

After listening to all these men and receiving a number of scrolls and other evidences of esteem he ended the evening's activities by rising and saying: "If half the things you men have said about me tonight are true, all I will have to do is raise my arms and spread my wings."

Fay played a violin at a church service when he was 7. He had received instruction from his father. At 12 he was a student in the Boston Conservatory of Music and shortly thereafter he was playing obbligatos for Emma Calve, Lillian Nordica and other famous singers. He went on concert tours.

In the course of time he became leader of the Providence Symphony orchestra. He toured the Keith circuit as a soloist.

His 50th anniversary as a showman dates from 1897 when electric cars replaced horse cars and made it possible for crowds to reach Rhodes-on-the-Pawtucket. He took over with his two brothers and their orchestra became famous. As time went on he became leader and owner of Reeves American band and leader of the First Second Regiment band and was commissioned by the governor.

These facts were related by various speakers. His career was already distinguished. He was a national figure as a musical artist when he turned business man and became a theatre owner.

His career as a showman has been unique in that his dignity, his kindly interest in those needing help gradually broke down the stern New England prejudice against the show business. This had repercussions far beyond the borders of Rhode Island.

Eddie Dowling, producer and actor, who was one of the speakers, recalled this. With some emotion he said that when he was a kid—one of 17 whom his mother was trying to support—he began singing around in saloons and other places where he could pick up dimes. Eddie said his mother and other relatives prayed for him. Fay gave him a job singing with slides in his first theatre, and Fay has been one of his guides and advisers since.

The speakers' tributes were as varied as the types of men who presented them. Meyer Stanzler, exhibitor and chairman of the general committee, began them. Ira Lloyd Letts, former judge of the U.S. district court, was toastmaster. Those who followed were: John O. Pastore, governor; Dennis J. Roberts, mayor of Providence; Ben W. Brown, professor of dramatics at Brown university; Rev. Frederic C. Foley, O. P., president of Providence college; Frank C. Walker, former postmaster general; Basil O'Connor, William F. Rodgers, U.S. Sen. Theodore Francis Green, and others.

GUESTS ON THE DAIS

In addition to the speakers, others on the dais were:

Edward A. Golden, S. H. Fabian, Claude F. Lee, Gus Eyssell, William A. Scully, John P. Hartigan, Colvin W. Brown, James E. Dooley, Ben Kalmenson, Malcolm Kingsberg, Earl C. Whelden, Maj. Albert M. Warner, Herman Robbins, Joseph R. Vogel, Jack Cohn, Philip C. Joslin, Abe Montague, John C. Mahoney, Robert J. Mochrie, Richard F. Walsh, Sol A. Schwartz and George J. Schaefer.

Among the guests who came from 16 states were: Harry Browning, C. W. Burrell, Joseph B. Cohan, Thomas P. Comerford, Edward A. Cuddy, George F. Dembow, Oscar Doob, Jay Emanuel, Abe Feinberg, E. C. Grainger, James M. Jerauld, Maurice Kann, Harry Kirchgessner, Frank Lanning, Jules Lapidus, Irving Lesser, Herman M. Levy, F. J. A. McCarthy, Art Moger, Lawrence Mooney, Martin J. Mullin, L. D. Netter, E. K. "Ted" O'Shea, Sam Pinanski, Lewen Pizor, Seymour Poe, Herman Rifkin, Julian Rifkin, Harry Rogovin, Maurice Safner, Melvin V. Safner, Bert Sanford, R. M. Savini, Gustav J. Schaefer, Charles Schlaifer, Sam Shain, Sam Siletsky, A. W. Smith, Al Somerby, E. Harold Stoneman, Martin R. Toohey, Lon Vail, Frank Vennett, Morris N. Wolf, Nathan Yamins and Harry Zeitz.

Expect 1,000 Guests at Variety Dinner

LOS ANGELES—More than 1,000 leaders in the entertainment industry are expected at the Humanitarian Awards dinner of the Variety Clubs International convention on May 17 at the Warner studio. Jack L. Warner will be host to the industry heads and 200 Los Angeles civic and film notables. The annual awards for outstanding humanitarian service during 1946 will be presented at the dinner.

Reservations received at the beginning of the week totaled more than 800. Registrations to attend the convention, which is set for May 13-17, have come in from Toronto, Canada and Mexico City in addition to the U.S.

Tributes to the Variety Clubs have come from Louis B. Mayer, Harry Cohn, Darryl F. Zanuck, Henry Ginsberg, Steve Broidy, Nate Blumberg, Herbert J. Yates, N. Peter Rathvon, Jack L. Warner and Harry W. Warner.

National officers who have registered so far include R. J. O'Donnell, Carter Barron, C. J. Latta, Marc J. Wolf, William K. Jenkins, Charles E. Lewis, James G. Balmer, John J. Maloney, William McCraw and John H. Harris.

Advance registrations include tents in Pittsburgh, Columbus, Cincinnati, St. Louis, Detroit, Cleveland, Buffalo, Albany, Indianapolis, Washington, D. C., Minneapolis, Philadelphia, Des Moines, Omaha, Dallas, Dayton, Baltimore, Memphis, Atlanta, Oklahoma City, Boston, Charlotte, Chicago, Grand Rapids, cisco.

TOP "TARZAN"



Night-and-Day Capacity Crowds Jam

GROSSES IN NEW YORK PREMIERE!!!

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"TOP" TARZAN GROSSES ARE TO BE EXPECTED EVERYWHERE!

—says
HOLLYWOOD REPORTER



Broadway's Gotham Theatre!!!

RKO RADIO PICTURES

Detroit's Boxoffice Sag Gets Expert's Analysis

DETROIT—Some significant reasons for the estimated 15 per cent drop in theatre attendance in the Detroit area were listed this week by Daniel J. Ryan, city superintendent of public welfare—and because Detroit's employment and general business conditions have been a normally accurate indicator of national trends for 30 years, the analysis of the welfare director holds special importance.

The estimated 15 per cent attendance drop was revealed in a survey undertaken by representative exhibitors. The persistent character of the drop in attendance has worried the theatre men who have been unable to attribute it to immediate industrial conditions because normal reactions following the return of industrial workers after layoffs were not evidenced.

NO BUSINESS PICKUP

When local industrial employment picked up, business at the boxoffice did not recover proportionately.

With a small but significant number of workers going onto the welfare rolls, the fact appears to be that the bottom has dropped out of the employment market. In the past nine-month period, there has been an increase of 3,005 welfare cases, with the present total 10,291 families, Ryan said.

Ryan summarized reasons for the increase as follows:

"Marginally employable persons found employment in recent years due to manpower shortage. They have now been displaced by younger able-bodied persons.

"Resources such as war savings bonds and bank accounts which they set aside have since been exhausted . . . discharges and layoffs were much more operative than in the previous year.

"Another increasing reason is loss of income from relatives and friends. The increased cost of living has operated in this area as well.

"Because fewer jobs in private industry are available the number of persons assigned to the work relief program is increasing daily."

Because of the fact that Detroit's employment and general business conditions have been a normally accurate indicator of national trends to come for the past 30 years, the situation gains special significance.

Ryan anticipates "a gradudal reduction in the case load in the immediate future," but he refrained from any long-term inference.

However, the steady increase in welfare clients over the longer period may be a delayed effect of reconversion, but definitely indicates that a substantial percentage of the population working and part of the normal consumer market two years ago have, perhaps, dropped out of the market permanently.

Harry Thomas Drive Opens On PRC Head's Birthday

NEW YORK—PRC's Harry Thomas Sales Drive opened officially Wednesday (April 23), on the company president's birthday. A total of $12,500 in cash prizes will be awarded at the end of the 18-week drive.

Sales effort during the campaign will be concentrated on "Her Sister's Secret," "Born to Speed," "The Devil on Wheels," "Untamed Fury," "The Big Fix," "Frontier Fighters," Raiders of Red Gap," Panhandle Trail," "Code of the Plains," "Thundergap Outlaws," "Shootin' Irons" and six reissues and 16 films released during previous seasons.

Million a Year Is Set By Wanger As Cost of 'Selling' Hollywood

HOLLYWOOD—It will cost a million dollars a year to have the world see Hollywood in a proper and fair light in the opinion of Walter Wanger, Universal - International producer. Appearing as guest speaker at a luncheon of the Hollywood Advertising club, Wanger urged that an annual industry budget of a million be devoted to a public relations campaign on behalf of the film capital.



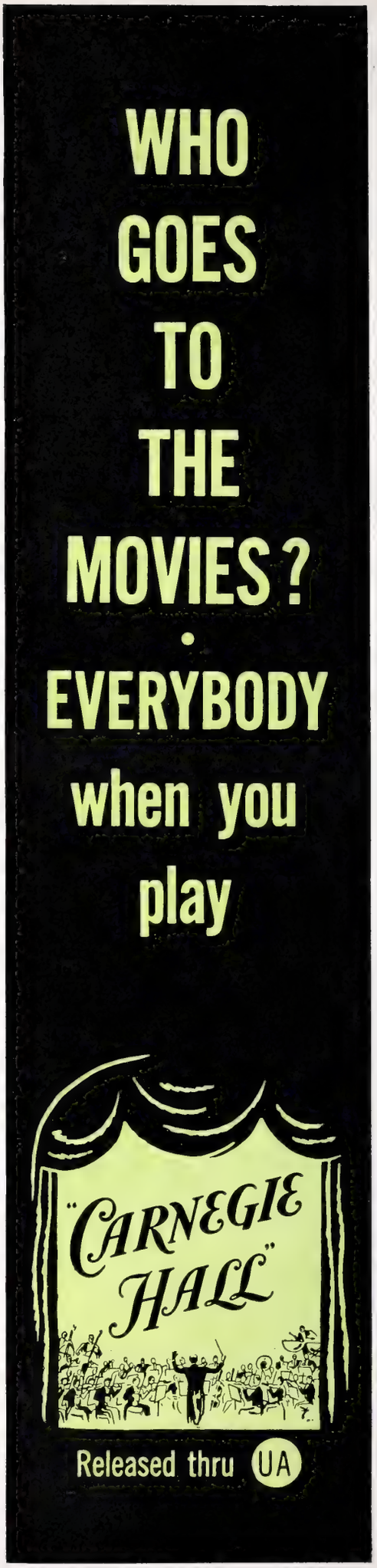
WALTER WANGER

Introduced by Mayor Fletcher Bowron, Wanger said: "I doubt that any industry has ever been maligned as much as Hollywood and has done so little about it.

"The trouble with Hollywood, I think, is that it has been so busy making and selling its pictures that it has done virtually nothing about selling itself. It has been singularly modest about its good points and has permitted scandalmongers and muckrakers to highlight its bad ones. Good advertising can play an important role in correcting this.

"In view of the millions we spend on individual pictures, I think a one million dollar budget would be little enough if it served to tell the real Hollywood story to the people. I think all producers would find it to their ultimate advantage to participate in such an advertising plan. As in the past, we must look to you advertisers to help us work this out.

"Those of us who live in Los Angeles are rather proud of our town. We have watched it grow from an orange grove to one of the most cosmopolitan cities in the world. To it have come the finest artists; the finest architects; the finest writers; the finest musicians and the finest designers. All have turned to Hollywood seeking a place in an art form which permits them to offer their talents to the greatest audience ever assembled. Most of these have settled here and developed a fierce pride in southern California—a pride which has made our chamber of commerce the envy of any similar group anywhere. These people raise families, send their kids to school, play golf at their local club, go to their respective churches on Sunday. They are no better or no worse than any of their fellow citizens in any other American city."



New York MPTA Proposes U.S. Health Collection

NEW YORK—The Metropolitan Motion Picture Theatres Ass'n is to sound out national exhibitor groups on plans for a nationwide "Health Week" drive to be marked by theatre collections for health charities.

A proposal to hold the drive in the New York area only was shelved by the MMPTA board of directors last Tuesday in favor of a national campaign. Should the national drive fail to materialize, the MMPTA will then go ahead with local collections.

The directors also discussed the recent meeting between Alger B. Chapman, president of the state tax commission, and a delegation of MMPTA representatives over the five per cent admissions tax. This is a permissive tax which counties or cities over 100,000 population can impose after local referendums.

The directors also decided to provide Chapman figures on the 1944 and 1946 grosses in every county. This information had been requested by Chapman during his recent meeting in Albany with Fred J. Schwartz, president of the MMPTA, and Robert W. Coyne, executive director of the ATA. The men discussed model local legislation for use by areas seeking to levy the tax.

Figures on 1944 will be included because that year was more representative of normal conditions than 1946, said Gen. Rodney Smith, director of the MMPTA.

The MMPTA will supply the information for metropolitan New York, and the ATA will handle the assignment for upstate and western New York.

A third topic discussed by the board members was a proposal by the city fire department to take its employes out of legitimate and presentation houses as a budget-saving move. The theatres would be required to replace the city firemen with private firemen paid by the exhibitors.

A committee was picked to attend a hearing on this proposal scheduled by Frank J. Quayle, fire commissioner, April 24.

UJA Campaign Picture Released Nationally

NEW YORK—"We Must Not Forget," a five minute film for the nationwide $170,000,000 drive of the United Jewish Appeal for refugees, overseas needs and Palestine, was released during the week to communities throughout the country.

The film, which was produced by Dore Schary, executive vice-president for RKO, stars Eddie Cantor who gives an appeal to support this year's drive for the reconstruction of the 1,500,000 Jews in Europe who survived the Nazi reign of murder.

Cut Popcorn Oil Prices

PHILADELPHIA—A. E. Gaskill, assistant sales manager of C. F. Simonin's Sons, Inc., which handles Popsit Plus, a peanut oil popcorn seasoning, has reduced prices 15 per cent in order to join in the general movement for price reduction.

NASHVILLE, TENN—Blevins Popcorn Co. here announces a reduction of approximately 15 per cent in liquid and solid seasoning in response to President Truman's appeal to lower prices.

Memphis Censors Say No to 'Duel'; Three Other Films in a Hectic Week

MEMPHIS—The Memphis censor board is at it again—and with a vengeance.

David O. Selznick's "Duel in the Sun," scheduled for opening at Loew's State Theatre on May 1, was barred in its entirety from Memphis and Shelby county theatres, in an order announced by Lloyd T. Binford, censor board chairman.

This announcement came just one day after Binford and his associates had ordered such major deletions in United Artists' "The Macomber Affair," booked for Loew's Palace, that there was nothing left for the management to do but cancel the booking.

Earlier in the week the Palace had scheduled a double bill consisting of "Destry Rides Again" and "When the Daltons Rode," both of which had played virtually every theatre in Memphis before the war. The censor board banned both films. Altogether it was a wild week for the two Loew's theatres, and Binford and his associates took a lacing from Harry Martin, Commercial Appeal amusement editor, in a bitter column attacking the censor board's activities.

Binford had this to say for banning the Selznick picture:

"It is the most repellent movie I have seen this year."

He said he and the board took the action after a special screening of the picture. A print had been flown in from Dallas to accommodate the board.

"The picture is vulgar, sexy, and without a decent thing in it. It starts off with two murders and it ends with two murders. Woven into it is a train wreck, seduction and a lot of stuff which is repulsive." His action bans the film from all county theatres as well as those in Memphis as the censorial powers recently were extended to the county.

Critic Martin attacked the censors after the double bill films and "The Macomber Affair" were ruled out, but before the Selznick ban. He declared that "to lay down a flat injunction that full-grown, normal, adult Memphians are too weak-natured, too innocent, and too susceptible to insidious influences to be able to sit unharmed through pictures like 'When the Daltons Rode,' 'Destry Rides Again' and 'The Macomber Affair' is not only an invasion of the citizenry's American rights but an insult to its intelligence."

Binford was not fazed. He merely commented that the board after screening "The Macomber Affair" found "that it would not be in the public interest to approve the picture." He said nothing about the two westerns banned—he simply doesn't like shooting.



Washington Report

By LEE GARLING

GOP HAS BEEN WORKING feverishly to keep campaign promises to adopt some kind of remedial labor legislation to end labor monopoly abuses, such as the Hollywood jurisdictional strike which has tied up segments of the industry.

The house, having passed its labor bill, is confident of a two-thirds majority to override a presidential veto if President Truman won't sign. The senate is not so confident—will pass a much milder bill, although it will probably be tougher than the one reported out of the senate labor committee this week over Senator Taft's objections. Taft wanted to end all the nationwide bargaining but his committee eliminated that provision.

Compromise between the two bills will leave the senate bill still tougher and the house bill milder. White House action is now expected in early June when the final act reaches the President.

* * *

INDICATIONS ARE THAT the general construction-industry picture is improving. Construction of housing has shown progress to the point where those forces opposed to easing the limitations on nonhousing construction are now willing to consider the taking off of all controls. The GOP is strongly in favor of this, but has been cautious because of pressure of veterans organizations.

Frank R. Creedon, housing expediter, in his monthly report stated that the "demand for housing has receded somewhat from the peak of late 1946." His report stated that despite shortages of a few materials, production is "much better" than it was a year ago and "should" support unprecedented housing completions in 1947.

The CPA review committee are a little more lenient in granting new theatre construction. Six permits were authorized last week, but it is estimated that at least 1,000 new theatres are awaiting an okay.

* * *

ON THE HILL SIDE of the housing problem, there is a fight developing over the Wolcott housing bill to be reported out of the house banking and currency committee. The new bill would repeal the present Patman act under which Creedon operates, and end all restriction, allocations, priorities and guaranteed markets.

If the bill succeeds, the new freedom it grants for construction of commercial establishments such as theatres may be outweighed by the specter of the Taft-Ellender bill to subsidize veterans housing, provisions of which may limit certain availability of materials, for nonhousing construction.

* * *

STILL REACTING to the broadside from President Truman that business is to blame for high prices, the U.S. Chamber of Commerce notes that: "Merchants and industry generally look forward to sharper competition. Attempts to blame business for high prices overlooks the interlocked relations of wages, taxes, costs of raw materials and other elements in prices."

The National Chamber declared that other groups must share the responsibility for reducing prices . . . labor is already demanding another round of wage increases.

* * *

THE CATHOLIC UNIVERSITY in Washington his week accomplished what no other university in the country has ever been able to accomplish. All Hollywood studios through the Academy of Motion Picture Arts and Sciences have agreed to officially recognize C.U. as a producer of original manuscripts for the stage and the screen.

Stars and featured players will be loaned, at no expense to the university, for the purpose of acting in C.U. written scripts. Hollywood also will pay salaries and all expenses of stars they send to the university.

All this was accomplished through the tireless efforts of Father Gilbert V. Hartke who directs the department of speech and drama at the university.

Said the drama faculty: "We hope especially to give new writers a chance to see their work on the stage, before an audience, as a major step in their development. That is to say, we will not consider his work a failure if it is not immediately optioned to New York or Hollywood."

Anita Colby of Hollywood, but a Washingtonian by birth, is familiar with the work at Catholic university and has been assigned to the project.

Father Hartke asserted after conferences with Hollywood that the studios do not look on the program as something working only to the advantage of Catholic university but welcome the opportunity to promote fresh writing talent and give established stars a chance to improve their acting.

* * *

A FILM CLINIC WAS HELD last week by the Washington Film Council at the Agriculture department in Washington. The meeting was devoted to a comparison of methods of using animation in educational films.

Two films were shown, on the same subject, basic electronics, using different approaches to the subject. One was produced by Loucks and Norling for the U.S. Office of Education and the other by Disney for the Minneapolis-Honeywell Corp.

There also was a demonstration of a new film-strip projector that changes the picture automatically without the use of the standard gong.

At next week's meeting, the speaker will be Roger Albright of MPA, who will speak on plans of the education division of the Motion Picture Ass'n.

* * *

MOTION PICTURE EXHIBITORS may benefit slightly from the much-talked-of business "recession." The GOP will have a stronger argument in this case for reducing taxes. On this score the U.S. Chamber of Commerce argues that, "delay in enactment of a tax-reduction bi'l, will increase the danger of a sudden decline in production and unemployment."

At any rate, Congress is veering away from the idea of dual taxation, whereby both federal and state governments tax the same item such as theatre admissions. Proposed District of Columbia theatre admission tax bill recently defeated, is an example of this.

* * *

WASHINGTON TELEVISION set sales took a jump after T-Day when by joint resolution all retailers placed their sets on sale the same day. One merchant reported selling as many as 50 in one day. This is expected to keep up for a while, but fear has been expressed of a drop in sales due to the poor quality of the programs produced.

Ball games and fights seem to be the most successful telecasts. Dramatizations are skimpy and poor coming from Washington's one television station. Few films have been telecast and didn't produce successfully. Motion picture exhibitors are getting jittery for fear this practice may cut in on their business.

The problem is complicated further by the advent of "packaged films" soon to be offered to television stations by Apex Film Corp. and Telecomics, Inc., both of a high and professional quality.

* * *

POPULATION AND HOUSING statistics released this week by the Census bureau shows that no less than 31,000,000 persons migrated throughout the United States during the war and have relocated. They now are considered finally settled, which report should be helpful to theatre owners in analyzing potential audience concentrations for new theatres.

* * *

MORE CANDY for theatre confection counters and vending machines may be available soon. Present plans of the Agriculture department to decontrol sugar by October 31 may be suddenly changed. If Agriculture decides marketers are hoarding sugar now, waiting for high prices when controls go off, the department may decontrol it any moment without notice.

In this Issue

The MODERN THEATRE

immediately following the LOCAL NEWS PAGES

Your Attention, Please! . . . To Our Teen-Age Contingency
by HELEN KENT

★

Springtime Prescription for Depressed Theatre Patronage
by ANSEL M. MOORE

★

New Safety Precaution for Theatre Ceiling Construction
by A. R. TRINKLE

★

The New Josephine: Example of Thrift in Theatre Building

★

Structural Renovation Re-Dates Still Another RKO Theatre

★

Don't Wait! . . . A Timely Discussion of Jobs That Need Doing
by HANNS R. TEICHERT

★

Just Off the Boards

★

A Community Atmospheric Theatre in the Perspective

★

Thermal Insulation First Aid to Temperature Control
by HENRY J. WINGATE

★

New Fiberglas-Cotton Fabrics Reduce Fire Hazards

★

Plastic Wall Coverings Make Better Housekeeping Easier

★

News of What's New in Modern Theatre Equipment

★

New British Projector Designed for Superior Eye Appeal
by THE CONDUCTOR

EXHIBS TO GET LOWDOWN ON "THE TROUBLE WITH WOMEN"

Friday, May 9th, At

Paramount Trade-Shows

Of The Comedy Riot Starring

Ray MILLAND · Teresa WRIGHT · Brian DONLEVY

with

ROSE HOBART
CHARLES SMITH
LEWIS RUSSELL
IRIS ADRIAN
FRANK FAYLEN

Directed by
SIDNEY LANFIELD
Produced by Harry Tugend
Screen Play by Arthur Sheekman



"Don't look now, professor, but your student body is showing!"

CITY	PLACE	DATE
ALBANY	FOX PROJ. ROOM, 1052 Broadway	FRI. MAY 9 2:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton St., N.W.	FRI. MAY 9 10:30 A.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58 Berkeley St.	FRI. MAY 9 2:30 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin St.	FRI. MAY 9 2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305 S. Church St.	FRI. MAY 9 1:30 P.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 S. Michigan Ave.	FRI. MAY 9 1:30 P.M.
CINCINNATI	PARAMOUNT PROJ. ROOM, 1214 Central Parkway	FRI. MAY 9 2:30 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 E. 23rd St.	FRI. MAY 9 2 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 412 S. Harwood St.	FRI. MAY 9 2:30 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout St.	FRI. MAY 9 2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High St.	FRI. MAY 9 12:45 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Ave.	FRI. MAY 9 2 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 W. Michigan St.	FRI. MAY 9 2 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte St.	FRI. MAY 9 2 P.M.
LOS ANGELES	BOULEVARD THEATRE, Washington & Vermont Sts.	FRI. MAY 9 1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 S. Second St.	FRI. MAY 9 2:30 P.M.
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 N. 8th St.	FRI. MAY 9 2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Ave.	FRI. MAY 9 1:30 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State St.	FRI. MAY 9 2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 S. Liberty St.	FRI. MAY 9 10 A.M.
NEW YORK CITY	FOX PROJECTION ROOM, 345 W. 44th St.	FRI. MAY 9 2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 W. Grand Ave.	FRI. MAY 9 10:30 A.M.
OMAHA	PARAMOUNT PROJ. ROOM, 1704 Davenport St.	FRI. MAY 9 1:30 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 No. 12th St.	FRI. MAY 9 2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Blvd. of Allies	FRI. MAY 9 2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N.W. 19th Ave.	FRI. MAY 9 2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949 Olive St.	FRI. MAY 9 1:30 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 E. 1st So. St.	FRI. MAY 9 1 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Gold Gate Ave.	FRI. MAY 9 2 P.M.
SEATTLE	PARAMOUNT PROJ. ROOM, 2330 First Ave.	FRI. MAY 9 2 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H St. N.W.	FRI. MAY 9 2:30 P.M.



Hollywood Report

By IVAN SPEAR

Stanley Kramer Forms Own Producing Unit

Monotonous as it may sound to the w. k. gentle reader, it again becomes necessary to report appearance on the Hollywood scene of still another independent production outfit, which in-a-rut chronicling chore by now is firmly established as a weekly procedure.

Filling the new-producer-of-the-week spot is Screenplays, Inc., organizer of which is Stanley Kramer, formerly executive producer of Story Productions, and prior to that an associate of David L. Loew, film producer and financier. He plans a production policy of profit participation by stars, writers and other creative talent, and emphasis on American classics as the basis for pictures. Kramer says he personally is bankrolling his new venture—with some undisclosed outside financing—and hopes to get rolling on his first feature in the near future. As is usually the case at this stage of the game, no releasing deal has been set.

Goldstone and Somerset Sign Releasing Deals

Meanwhile two others among the countless come-lately establishments moved closer to actually bringing their celluloid children to the screen.

Nat Goldstone, agent-turned-producer—he hopes—was filling his pen, that close he was to signing a deal with Universal-International for the distribution of his initial film-making venture. The picture is to be titled "Casbah," which will be recalled as the spot to which Charles Boyer invited gals interested in the inspection of etchings. To star Tony Martin, the film will be based on the "Pepe Le Moko" yarn which has been the basis of several preceding photoplays. Goldstone's approach will differ, inasmuch as this time it will be a musical, with Harold Arlon already inked to compose the score and dream up the songs. Eric Charell will function as associate producer.

Screen Guild Productions signed a distribution contract with Somerset Pictures, new company headed by Walter Colmes, whose first picture will be an exploitation special covering a timely subject. Associated with Colmes in Somerset are J. J. Milstein, veteran distribution executive, and Selly Levinson, one time assistant to the late, great Irving Thalberg.

U-I Buys 'Saxon Charm' To Star Clark Gable

Because into every life some rain must fall, the story peddlers had a comparatively slim week after several unusually lush stanzas. Universal - International purchased "The Saxon Charm," a new novel by Frederic Wakeman, author of "The Hucksters," just completed by MGM as a Clark Gable starrer. "The Saxon Charm" is a novel of modern New York pitched against a theatrical background, and the title refers to the principal character, "Saxon," a Broadway producer . . . "It's Murder She Says," an original by Charles Moran, former New York newspaper man, was acquired by Republic. The story, about a lady detective, will star Adele Mara as the female private eye and will be produced by William J. O'Sullivan with George Blair directing. Royal Cole is collaborating with Moran on the screenplay . . . Independent Producer James S. Burkett bought screen rights to the poem "Dick Turpin's Ride" from Alfred Noyes and will use it as the basis for a feature-length film. No release set. "No Common Clay," an original screenplay by Milton Geiger and Robert Metzler, went to Michael Curtiz Productions whose output is released by Warner.

Columbia Action Musical To Be 'Song of Idaho'

Neglected indeed the commonwealth whose glories and history are not being immortalized in celluloid as a result of Hollywood's current trend to build titles and screenplays around states, most especially those west of the continental divide. Idaho need no longer feel an outcast from such far-from-exclusive aggregation. "Song of Idaho" is the title of a new action musical added to the production schedule of Colbert Clark at Columbia. Barry Shipman is developing the original story. Film will be the second in Columbia's next season's program of musical gallopers of which a quartet was made for the 1946-47 season . . . At the same studio, a pair of directional chores were assigned: Henry Levin was set to meg "The Mating of Millie McGonigle," the Casey Robinson production which will star Evelyn Keyes, and William Castle will pilot "The Crime Doctor's Gamble."

Dewitt Bodeen to Handle 'Early Autumn' Script

Dewitt Bodeen has been handed the chore of writing the screenplay of "Early Autumn," Pulitzer prize-winning novel by Louis Bromfield, recently purchased by Benedict Bogeaus as Ida Lupino's initial production under the Arcadia banner, company formed by Bogeaus and Miss Lupino. The actress will also participate in a production capacity . . . Tommy Carr will direct "Code of the Saddle," next Monogram western starring Johnny Mack Brown with Raymond Hatton. Barney Sarecky produces the series.

U-I Signs Karl Tunberg As Writer-Producer

Karl Tunberg, erstwhile Paramount producer, inked a new contract at Universal-International calling for his services as a writer and producer. His first chore will be the screen version of the Mike Todd stage play, "Up in Central Park," in which Deanna Durbin will be starred under William Seiter's direction. Tunberg, before signing the new pact, had just completed a screenplay, "Thunder on the Hill," which will star Joan Fontaine for Producer Joseph Sistrom . . . Another newcomer to U-I's creative roster, Claude Binyon, was handed the writing-directing job on "Midnight Lace," the recently acquired MacKinlay Kantor novel. This one, too, will be produced by Sistrom.

Fourth in Big Town Series Is 'Big Time Scandal'

Its title to the contrary, "Big Time Scandal," a newcomer to the production scene, will not be a musical. On the contrary, it is the tag selected by Sharecroppers Pine and Thomas for the fourth in their Big Town series, predicated upon the radio program of the same name and which, like all P&T output, is distributed by Paramount. The Dollar Bills signed Robert Emmett to pilot "Shaggy," nee "Me and My Dog," which is to be their second stab at color pictures.

Biographical Films Set For Paramount, RKO

It had to happen. For many months screen fare has been dotted with an increasing number of features projecting the nefarious pursuits of thoroughgoing villainesses, not the least of whose curricular pursuits was murder, plain and fancy. It was inevitable that the trend should take a biographical twist and that the subject of such a picture should be the grandmother of all femme heavies, Lucrezia Borgia. Paramount has decided to make a film dealing with the original advocate of the lethal Mickey Finn. Titled "A Mask for Lucrezia," it will stem from an original story based on the life of the Duchess of Ferrara, one of whose husbands, Francis of Aragon, was mysteriously assassinated. A novel approach to a historical murder mystery will be utilized by treating the theme from the viewpoint of a modern suspense melodrama. Michael Hogan is the author of the original story and is writing the screenplay which Val Lewton will produce.

Another newcomer to future production agenda is also of biographical ilk. To be made by Robert Riskin Productions for RKO Radio distribution, the film will tell the life story of Lillie Colt, an early day San Franciscan whose claim to fame seems to be the fact that she specialized in being the friend of firemen in a city famous for its fires. Liam O'Brien has been set to write an original screenplay about Lillie, who was born in South Carolina, but moved with her family to the Golden Gate in 1851, arriving two weeks after the first big fire that destroyed the town.

Brenda Joyce and Robert Shayne will be in the adult toplines. The boy has not been cast. Ditto, the dog . . . James Fenimore Cooper, that old reliable of the public domain who always is good for a story idea when originals—or productional bankrolls—run low, is going to be given a whirl by Screen Guild Productions. Arthur St. Claire and Frank Wisbar have been set by SGP to prepare a screenplay on Cooper's "Prairie."

MGM Casts Albert Dekker For 'Cass Timberlane'

No matter which way he turns, Albert Dekker cannot dodge politics. In real life a California legislator, Dekker has been cast to portray a political boss in MGM's "Cass Timberlane" . . . At the same studio, Tom Drake and Dorothy Patrick were set for lead romantic roles in "Alias a Gentleman," Wallace Beery starrer. Peggy Wood is being brought to Hollywood by Paramount for a role in the filmization of Elmer Rice's stage play, "Dream Girl," to star Betty Hutton . . . Added to the same cast was Virginia Field . . . Elsa Lanchester was signed for a character part in Samuel Goldwyn's "The Bishop's Wife," which resumed shooting, after a four-week shutdown, with Henry Koster directing . . . Triangle Productions, headed by Mary Pickford, Buddy Rogers and Ralph Cohn, signed Don Ameche to co-star with Robert Cummings in "Sleep, My Love." Douglas Sirk directs.

THE YEAR'S GREATEST REVIEWS HAIL THE YEAR'S GREATEST PICTURE!

"Movie of the week!" — LIFE . . . "Rush down to get a seat!" — N. Y. TIMES "Kerr rhymes with Star!" — TIME . . . "Superb performance!" — DAILY MIRROR "Don't miss 'The Adventuress!'" — JOURNAL-AMERICAN . . . "Gives the heart something to throb about!" — WALTER WINCHELL . . . "Best film released for Easter!" — WORLD-TELEGRAM

DEBORAH KERR

"The Adventuress"

a J. ARTHUR RANK production · an EAGLE-LION FILMS release



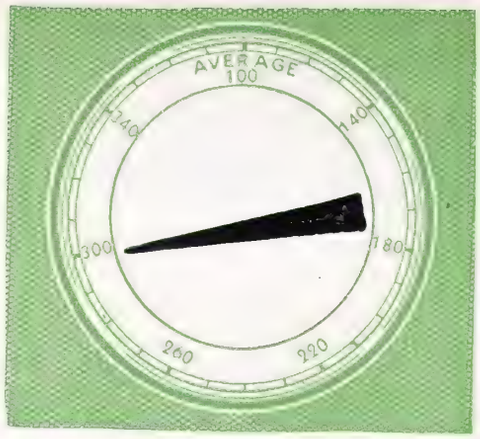
"Kerr captivating!" — MORNING TELEGRAPH . . . "Kerr is velvet!" — PM "May well be performance which took her to Hollywood and co-starring part with Gable in 'The Hucksters!'" — DAILY NEWS . . . "Gable's new partner charming!" — WORLD-TELEGRAM . . . "'The Adventuress' has lovely Deborah Kerr!" — WALTER WINCHELL . . . "No wonder they snatched her for 'The Hucksters!'" — POST . . . "Kerr dominant!" — HERALD-TRIBUNE

NOW SETTING BOX-OFFICE RECORDS AT NEW YORK'S VICTORIA THEATRE

BOXOFFICE BAROMETER

First Run Reports

As a further development of the percentage method of reporting picture grosses (originated by BOXOFFICE in 1928), this chart shows the records made by pictures in five or more key city engagements. As other runs are reported, ratings will be added and averages changed.



Top Hits of the Week

***The Best Years of Our Lives—**

Des Moines 300

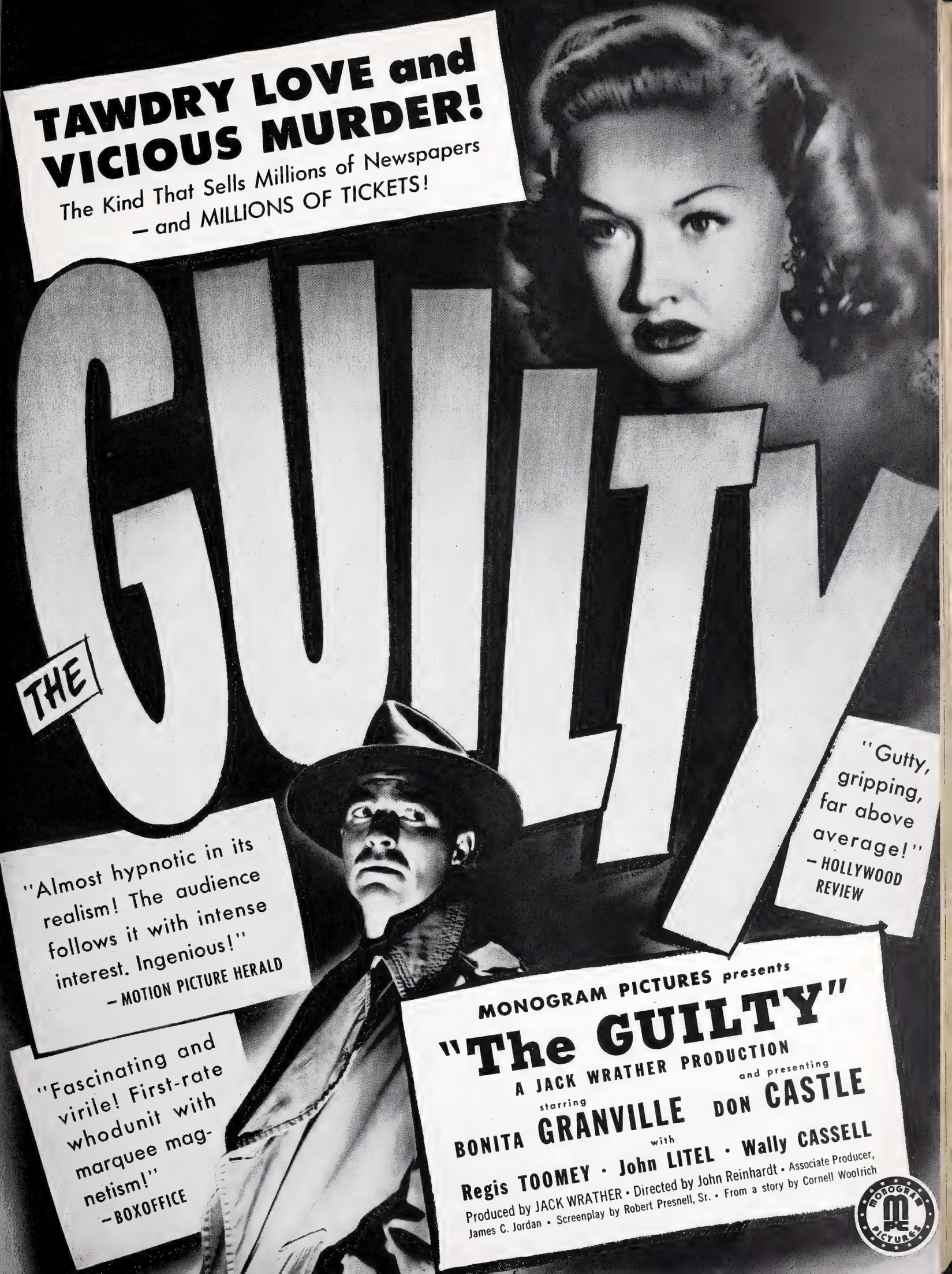
Omaha 275

The Egg and I—

Indianapolis 250

Computed in terms of percentage in relation to normal grosses. With 100 per cent as "normal," the figures show the percentage above or below that mark.	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DES MOINES	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MILWAUKEE	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
Abie's Irish Rose (UA)												105		90		108				160	50	103
Angel and the Badman (Rep)	120				100	130	130		95		112	153	100			125				140		121
Beast With Five Fingers, The (WB)	140	90	115		100	115			125	95		125	120	125	140	95	95	160	140	110	110	118
Beat the Band (RKO)	170		100				100	100			100	100		200	85						100	117
***Best Years of Our Lives, The** (RKO)	200	200	200	300	300	200	500	300	175		325		175	250		180	275	210	310	600	250	275
Blondie's Holiday (Col)		90								100	100		100								80	94
Boomerang (20th-Fox)	130	89			140		120		110		82	175	115		148	117		170		130	80	124
Born to Speed (PRC)						100	100		80					100			95					95
Brasher Doubloon, The (20th-Fox)												100			85			100	85	100	60	88
Brief Encounter (U-I)	120		120	90	100	110	125		115		125			140	165						75	117
Carnival in Costa Rica (20th-Fox)				120	100							150	115			96		170	125			125
Chase, The (UA)	170	148	135	100	120	80	110		120		95	210		100		105		130		130	80	122
Cigarette Girl (Col)	100	100					100		100		100	90	100		100		100			100	80	97
Easy Come, Easy Go (Para)	115						110					93				105		120				109
Egg and I, The (U-I)				250					150	250	220	200										214
Fear in the Night (Para)		140							100							92		110		100		108
Her Sister's Secret (PRC)	100	100	115	110	100	110		85	100	80					150	77	90	100	100			101
It Happened in Brooklyn (MGM)	130	88			95			100	120		100	150	130	160	130	110						119
It's a Wonderful Life (RKO)	180	110	135	160	120	135	130	175	130	95	130	200	120	200		135	130	140	105	190		143
Johnny O'Clock (Col)		140	140		70	110		100			115	175	110			135	110	170		210		132
Ladies' Man (Para)	140	165			65				150	95		93		125	145	100		135	90			118
Lady in the Lake (MGM)	170	72	120	115	100	105	100		130	110	110	200	100	125	150	135	105	125	80	130	120	120
Late George Apley, The (20th-Fox)	95				100							150	130			113						118
Macomber Affair, The (UA)									110	100	115		100			135						112
Michigan Kid (U-I)		100		95			110		110			125			100	150				125		114
Missing Lady, The (Mono)		90				100			100			75					100					93
My Favorite Brunette (Para)	175	114	145	160	95	135	150		130		150	195		165	150	110		180	120	150	160	146
***Open City** (Mayer-Burstyn, Inc.)	170		135		160		300		120		175	100									150	164
Raider, The (English Films)						120									90	140				100	100	110
Show-Off, The (MGM)	100	108	155	120	120	90	140	105	95	125	110	175	90	140	145	77	120	260	150	140	130	128
Sinbad the Sailor (RKO)	150	100	125	160	145	120	145	90	130		160	175	165	130		168	115	170	105	150		139
Sister Kenny (RKO)	120	200	105	90	85	80	85		95	75	100	125	115	110	140	130	115	140	70	140	105	111
Smash-Up (U-I)		125	130							85		200				100		140	120	185		136
Song of Scheherazade (U-I)	120	150	125	250		90		95				175	110			125		110		175	160	140
Stairway to Heaven (U-I)	130								100							102		130		155		123
Stallion Road (WB)									115		100	175	130	125	100	105		170		120		127
Suddenly It's Spring (Para)	150		135	140		130		105	135					140	90	101	125			150		127
That Way With Women (WB)					60						95	100			85	98		130	65			90
Three on a Ticket (PRC)							100		95					100	85						100	96
Trail Street (RKO)	105		115				115	125			125	135				106	135			150		123
Trap, The (Mono)	100	100	100			90	100		95		100		100				100					98

**Playing at advanced admission scales.*


TAWDRY LOVE and VICIOUS MURDER!
The Kind That Sells Millions of Newspapers
— and MILLIONS OF TICKETS!
THE GUILTY
"Gutty, gripping, far above average!"
— HOLLYWOOD REVIEW
"Almost hypnotic in its realism! The audience follows it with intense interest. Ingenious!"
— MOTION PICTURE HERALD
"Fascinating and virile! First-rate whodunit with marquee magnetism!"
— BOXOFFICE
MONOGRAM PICTURES presents
"The GUILTY"
A JACK WRATHER PRODUCTION
and presenting
starring
BONITA GRANVILLE DON CASTLE
with
Regis TOOMEY · John LITEL · Wally CASSELL
Produced by JACK WRATHER · Directed by John Reinhardt · Associate Producer, James C. Jordan · Screenplay by Robert Presnell, Sr. · From a story by Cornell Woolrich
MONOGRAM PICTURES

Clevelanders Speculate on Deal Involving Baptist 'Showcase'

CLEVELAND—Speculation is rife as to who is proposing to lease the Euclid Avenue Baptist church here for a first-run motion picture theatre. First guess was that Rank interests were after it, as it is generally known that Rank is seeking showcases for his product in important exchange centers. This, however, has been denied.

Rumor has it that a local independent theatre chain has entered a formidable bid for the lease of the church's 2,500-seat auditorium. If this turns out, it will be the only independently operated downtown first run in the city.

Dr. D. R. Sharpe, executive secretary of the Cleveland Baptist Ass'n of which the Euclid Baptist church is one of 31 members, is quoted as saying that this extraordinary move is part of a long range plan "to preserve our property, strengthen the Baptist position in the heart of the city and insure the extension of Baptist work in the whole area from which Protestant churches have moved."

According to Dr. Sharpe, it is the intention to permit movies to be shown every day of the week in the auditorium, while religious services will be held on Sunday in the 500-seat chapel.

It is understood that it will require comparatively little alteration to convert the $1,500,000 church, which used to be known locally as the Rockefeller church because it was here that the financier and his family worshipped, into a theatre. Floor grade and seats are just right for movies. A stage could easily replace the pulpit and new decorations would about complete the conversion.

Monogram Will Distribute $15,000 in Drive Prizes

NEW YORK—Monogram will award $15,000 in prizes in connection with its 16th anniversary drive ending June 27, according to Maurice R. Goldstein, general sales manager.

The leading branch in each of the company's three divisions will receive $1,000 for the highest sales and $1,000 for the highest collections.

Second prizes will be $750; third prizes, $500, and fourth prizes, $250.

The first division comprises branches in Atlanta, Boston, Chicago, Dallas, Los Angeles, New York, Philadelphia, San Francisco and Washington. The second division takes in Buffalo, Charlotte, Cincinnati, Cleveland, Detroit, Indianapolis, Kansas City, New Orleans, Pittsburgh and St. Louis. The third division's branches are: Albany, Denver, Des Moines, Memphis, Milwaukee, Minneapolis, Oklahoma City, Omaha, Portland, Ore., Salt Lake City and Seattle.

UA Releases Five in May

NEW YORK—United Artists will release five pictures during May. They are "Ramrod," Enterprise-Harry Sherman production, May 2; "Adventures of Don Coyote," Comet production, May 9; "Dishonored Lady," Hunt Stromberg production, May 16; "Dangerous Venture," Hopalong Cassidy western, May 23, and "Copacabana," Sam Coslow musical, May 30.

Features for Sale

Available now: One American feature; 5 English; 3 English with Spanish titles; 2 French with English titles; 6 French with Spanish titles; 5 Spanish version; 2 German with English titles. Some are for South America only. Some for the Western Hemisphere. Complete with negatives. Write Box 47, BOXOFFICE, 9 Rockefeller Plaza, New York City.

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SEASONING SPECIALISTS TO THE NATION

In the Newsreels

Movietone News, No. 67: Blast in Texas; Reynolds round the world flight; Babe Ruth recuperates in Florida; horse show in Australia.

News of the Day, No. 265: Big Texas explosion disaster.

Paramount News, No. 68: People in the eyes of the world—Admiral Byrd comes home; Hirohito sports fan; vacation for the Babe; first pictures of blast which wrecks Texas City.

Pathe News, No. 70: Round the world flight; Texas City disaster.

Universal News, No. 31: Special release—first pictures of America's worst disaster in 30 years—Texas City ripped by explosions and gutted by flame and smoke—indescribable scenes of devastation, and death; crew of three circles globe in record time; Emperor Hirohito goes democratic—congratulates soccer teams.

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Movietone News, No. 68: President Truman says prices must be brought down; Texas City digs out; wind-up of British Royal family's tour of South Africa; Lew Lehr—mama dog who lost her litter turns to cat napping; sports.

News of the Day, No. 266: Texas City aftermath; Truman warns nation of danger of high prices; liner Queen Elizabeth aground; Moscow hit by floods; dervish dance from Cyprus; Mickey Rooney aids very worthy cause; new ideas in style show.

Paramount News, No. 69: Hockey's world series; Toronto wins Stanley cup; Morocco's sultan rallies Arabs; boy, boy, boy meets girl, girl, girl; Truman calls for slashing prices; Texas City aftermath.

Pathe News, No. 71: Sultan snubs France; death camp bosses on trial; lost Czech children see parents; machine promises sun's power; Texas City aftermath.

Universal News, No. 32: Incredible scenes of death and destruction in wake of Texas City disaster; Truman urges price cuts in address to members of the Associated Press; eggs bounce off rubber mat when dropped from ten-story building in New York; Korean wins Boston marathon; Maple Leafs win Stanley cup trophy at Toronto.

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All American News, Vol. 5, No. 235: New singers to dot air lanes—Chicago's radio station WBBM concludes citywide contest for Negro talent; honors to George Washington Carver; Girl Scouts march forward at St. Louis; it's pouring hats—all kinds! Henry Ford dies.

FROM THE FILES OF 20 Years Ago

THE "King of Kings," Cecil B. DeMille's great production of the life of Christ, had its world premiere at the Gaiety Theatre, New York, on April 19. The audience was one of the most distinguished that ever attended a first performance of a motion picture. The production required the services of 18 principals; there were 530 named roles and 4,228 supernumeraries. Among the noteworthy principals may be mentioned: H. B. Warner, Dorothy Cumming, Ernest Torrence, Rudolph Schildkraut, Sam De Grasse, Theodore Kosloff, Victor Varconi, Major Coleman, Montague Love, George Siegmann, William Boyd, Robert Edeson and Julia Faye.

* * *

High praise is given Clara Bow in "The Plastic Age," a film that is currently being booked. Editor Ben Shlyen of The Reel Journal, writes: "What is probably the most phenomenal success a picture has ever scored in the history of this business is the record achieved by 'The Plastic Age.'" He calls it a natural, and advises exhibitors to give every such film all the backing it merits.

* * *

The Motion Picture Theatre Owners of Arkansas have abandoned the plan adopted six months ago to collect money for approved charities in the state by giving at least one Sunday show in every theatre represented in the organization . . . The exhibitor organization of Indiana has been reorganized under the name of Associated Theatre Owners of Indiana. Charles R. Metzger is the new president.

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THE Exhibitor Has His Say ABOUT PICTURES

One star after a picture report denotes an exhibitor who has only started contributing to the department, two stars designate a contributor who has been sending in reports from six months to a year, and three stars are for those of veteran standing, from one to many years. When a contributor attains the three-star standing, he may expect a token of our appreciation. Everybody welcome

COLUMBIA

Blondie's Big Moment (Col)—Penny Singleton, Arthur Lake, Larry Simms. The Blondies are running out here, although this one is as good as usual. Dagwood is too silly. Played Wed., Thurs. Weather: Bad.—R. C. Drayer, Majestic Theatre, Frankfort, S. D. Rural and small town patronage. * * *

Girl of the Limberlost (Col)—Dorinda Clifton, Loren Tindall, Ruth Nelson. Double billed this with "My Name Is Julia Ross." It was a fine performance all around. It followed the story—which is well known here—rather closely. Many comments received and they were all pleasant. Played Wednesday. Weather: Cold.—Lloyd Lafond, Rimrock Theatre, Winnett, Mont. Rural and small town patronage. * *

Jack Armstrong (Col)—Serial. This is a serial with a new twist. It is the first one like it since "Flash Gordon." Everyone seems to like it. Play it, by all means. Columbia is coming up on its serials. Played Fri., Sat.—James E. Davis, Rialto Theatre, Bennington, Okla. Rural and small town patronage. *

Jungle Raiders (Col)—Serial. Kane Richmond, Veda Ann Borg, Eddie Quillan. A pretty good serial from Columbia. It was rather silly, but the kids seemed to follow it pretty well. Kane Richmond should be a star instead of fiddlin' around with this penny-ante stuff. Only a few walkouts on this serial, and it was better than some others we played. Played Fri., Sat. Weather: Varied.—Dinkle & Lemaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Mysterious Intruder (Col)—Richard Dix, Barton MacLane, Nina Vale. A very good show for a weekend double bill, bringing in my first good attendance in over a month. Played Fri., Sat. Weather: Cool.—Ralph Raspa, State Theatre, Rivesville, W. Va. Small town patronage. * * *

Renegades (Col)—Evelyn Keyes, Willard Parker, Larry Parks. A storm struck just in time to keep crowds away—hardly anyone the first night. This would have topped many pictures if the weather had been good. Those that saw it, commented favorably. Played Sat., Sun.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

Thrill of Brazil, The (Col)—Evelyn Keyes, Keenan Wynn, Ann Miller. Good comedy by Keenan Wynn and Evelyn Keyes helps to keep this from being a complete bust. However, the Latin American theme and the presence of Tito Guizar keep the cash take strictly in the lower brackets. Played Tues., Wed., Thurs. Weather: Some rain.—Paul Ricketts, Charm Theatre, Holyrood, Kas. Rural and small town patronage. *

FILM CLASSICS

Trail Dust (FC)—Reissue. William Boyd, James Ellison, "Gabby" Hayes. A very good reissue with Hopalong Cassidy, but not as good as the ones he made a few years back for United Artists. However, it drew a good crowd and we are not complaining. The print was A-1. Played Wed., Thurs. Weather: Cold and snow.—Dinkle & Lemaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

METRO-GOLDWYN-MAYER

Boys' Ranch (MGM)—Jackie "Butch" Jenkins, Skippy Homeier, Dorothy Patrick. This was a good small town picture. "Butch" is always good for a laugh here. With prices like MGM asked for this one, we made a few dollars. Played Fri., Sat. Weather: Cold.—Hugh A. Wood, Community Theatre, Holden, Utah. Small town patronage. * *

Courage of Lassie (MGM)—Elizabeth Taylor, Frank Morgan, Tom Drake. A fine dog show in Technicolor. Business was good and all who came were pleased.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Courage of Lassie (MGM)—Elizabeth Taylor, Frank Morgan, Tom Drake. This really brought them in from all over. Some even came back for the second night. The Technicolor was beautiful—play it, by all means. Played Sun., Mon. Weather: Fair.—James E. Davis, Rialto Theatre, Bennington, Okla. Rural and small town patronage. *

Easy to Wed (MGM)—Van Johnson, Esther Williams, Lucille Ball. More like this for small town theatres. Plenty of comedy is what we want and less heavy stuff—and no pictures using French or English dialog. They don't take here. Played Sat., Sun. Weather: Good.—W. E. Knight, Havelock Theatre, Havelock, Iowa. Small town and rural patronage. * *

Holiday in Mexico (MGM)—Walter Pidgeon, Jose Iturbi, Ilona Massey. A fine picture. Many good comments although the large amount of high class singing in the trailer kept some of the steady customers away. The trailer sold it short. Played Sun., Mon. Weather: Good.—Paul Ricketts, Charm Theatre, Holyrood, Kas. Rural and small town patronage. *

Show-Off, The (MGM)—Red Skelton, Marilyn Maxwell, Marjorie Main. If you can sell this to the public, the majority will enjoy it. Fast-moving comedy with Red Skelton at his best. Played Wed., Thurs. Weather: Rain.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

MONOGRAM

Come Out Fighting (Mono)—Leo Gorcey, Huntz Hall, Billy Benedict. A good action picture. Can't say I'm crazy about these "East Side Kids" pictures, but with a western, we were satisfied. Played Fri., Sat. Weather: Cold.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

South of the Rio Grande (Mono)—Duncan Renaldo, Martin Garralaga, Armida. A remake of "Rose of the Rio Grande" which Monogram made in 1938 with John Carroll and Movita. This one wasn't nearly so good, as it had bad acting and bad photography. They should have reissued "Rose" and let this one go. No more Cisco Kids for us—plenty of walkouts. Played Wed., Thurs. Weather: Cold and snow.—Dinkle & Lemaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

PARAMOUNT

Jungle Princess, The (Para)—Reissue. Dorothy Lamour, Ray Milland, Akim Tamiroff. I had good business on this reissue. It seems that the reissues do more business than the new pictures, as they are better made.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

O.S.S. (Para)—Alan Ladd, Geraldine Fitzgerald, Patric Knowles. A fine action picture that did a little less than average business. The war theme seemed to hurt some. There was also audible dissatisfaction that Ladd did not get the girl. Played Sun., Mon. Weather: Good.—Paul Ricketts, Charm Theatre, Holyrood, Kas. Rural and small town patronage. *

Plainsman, The (Para)—Reissue. Gary Cooper, Jean Arthur, James Ellison. This is another oldtimer that still seems to draw them in and all went out pleased.—W. E. Knight, Havelock Theatre, Havelock, Iowa. Small town and rural patronage. * *

Searching Wind, The (Para)—Robert Young, Sylvia Sidney, Ann Richards. This is a good war picture but everyone seems to be fed up on war pictures. A very good picture for this type but I need comedies here. Played Sat., Sun., Mon. Weather: Bad—so were the roads.—R. C. Drayer, Majestic Theatre, Frankfort, S. D. * * *

Searching Wind, The (Para)—Robert Young, Sylvia Sidney, Ann Richards. This was too slow—or perhaps too deep—for my patrons. Bucked a Fireman's Ball but word-of-mouth from the few that came Saturday night kept most of the regular Sunday crowd away. Small town exhibitors might better go searching for a more satisfying wind. Weather: Good.—Lloyd Lafond, Rimrock Theatres, Winnett, Mont. Rural and small town patronage. * *

PRC PICTURES

Colorado Serenade (PRC)—Eddie Dean, Mary Kenyon, Roscoe Ates. A swell western but I had a below-average attendance. It's been like this for two months now—first it was a severe cold wave and now it's the flu. Played Fri., Sat. Weather: Good.—Ralph Raspa, State Theatre, Rivesville, W. Va. Small town patronage. * * *

Gentlemen With Guns (PRC)—Buster Crabbe, Fuzzy St. John. On the usual order with the other Crabbe westerns—and it packed 'em in. This is one western star that has never disappointed us at the boxoffice—and Fuzzy is good in all of 'em. Too bad PRC has let Crabbe go as all the kids will miss him—and grownups, too. Here's a good chance for Republic; Buster Crabbe, we mean. Put him in Sunset Carson's place. Played Fri., Sat. Weather: Very good.—Dinkle & Lemaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

RKO RADIO

Badman's Territory (RKO)—Randolph Scott, Ann Richards, George "Gabby" Hayes. A fine western that small towns won't regret playing. Gabby Hayes draws them in here as well as any star I can put on the screen.

Percentage Picture Unfair To Small Town Exhibitor

"I do want to bring the big pictures to my patrons but with the prohibitive terms offered by some of the distributors, it makes it tough. My patrons are entitled to see these pictures and I should be entitled to play them without having to have my patrons counted like so many sheep or cattle in the slaughterhouse . . . There are no provisions in any of my contracts stating that I have to allow any checker to stand in my lobby . . . I hope that the day isn't too far off when some of these big shot distributors will figure out who is crazy when it comes to selling a percentage picture in a small town of less than 1,500."—Harold J. Johnson, Elberta Theatre, Palisade, Colo.

Played Wednesday. Weather: Cold.—Lloyd Lafond, Rimrock Theatre, Winnett, Mont. Rural and small town patronage. **

Criminal Court (RKO)—Tom Conway, Martha O'Driscoll, Robert Armstrong. This is a pretty good little picture but is not strong enough to stand alone, and I don't run double features. Business was below average. Played Tuesday. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ***

Make Mine Music (RKO)—Disney—Nelson Eddy, Dinah Shore, Benny Goodman. The majority enjoyed this beautiful Technicolor feature. Rain held the attendance down to average for Sunday—otherwise it would have been a big draw.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. ***

Murder My Sweet (RKO)—Dick Powell, Anne Shirley. The price was reasonable but the film in bad condition, and due to a high sand storm Friday, attendance was not too good. Saturday was much better. I don't think any company should send out film in such bad condition. Played Fri., Sat. Weather: Cold, wind and sand.—C. M. Garrett, Yandell Theatre, El Paso, Tex. Family patronage. *

Nocturne (RKO)—George Raft, Lynn Bari, Virginia Huston. A fairly good picture but it struck a blizzard here—therefore I cannot judge the boxoffice possibilities. Played Tues., Wed.—C. V. Martina, Rialto Theatre, Albion, N. Y. Small town patronage. **

Notorious (RKO)—Cary Grant, Ingrid Bergman, Claude Rains. An excellent show that fell 'way below average. The superb acting and solid story pleased those who saw it. Played Sun., Mon. Weather: Good.—Leonard J. Leise, Rand Theatre, Randolph, Neb. Rural and small town patronage. ***

Nocturne (RKO)—George Raft, Lynn Bari, Virginia Huston. A fair feature but not worth the top-bracket price I paid for it, nor the A time I gave it. Raft is dead in this town. Played Sun., Mon. Weather: Warm.—Ralph Raspa, State Theatre, Rivesville, W. Va. Small town patronage. ***

Sinbad the Sailor (RKO)—Douglas Fairbanks jr., Maureen O'Hara, Walter Slezak. Good boxoffice Technicolor picture. Played Thurs., Fri., Sat. Weather: Fair.—C. V. Martina, Rialto Theatre, Albion, N. Y. Small town patronage. **

Sinbad the Sailor (RKO)—Douglas Fairbanks jr., Maureen O'Hara, Walter Slezak. Here is a super for all to see—color and the old story book brought back to the screen. In such splendid story direction and color, it's tops, and don't take my word for it—see it yourself, and then you will buy it. It's different, which makes it new. Action romance, and don't throw it away—give it what it will take and it will give you some nice profit. Played Sun., Mon., Tues. Weather: Very good.—L. E. Burkey, Ritz Theatre, Deshler, Neb. Factory and rural patronage. ***

REPUBLIC

I've Always Loved You (Rep)—Philip Dorn, Catherine McLeod, William Carter. A top-notch picture—100 per cent satisfied customers.—Hi-Way Theatre, Orbet Theatres, Inc., Myerstown, Pa. Small town patronage. *

I've Always Loved You (Rep)—Philip Dorn, Catherine McLeod, William Carter. Long hair music all the way but we still had some that liked it but it was a definite bore—in Technicolor—to my average customer, who, by the way, stayed away in droves. Weather: Cold. Played Thurs., Fri.—W. F. Shelton, Louisburg Theatre, Louisburg, N. C. Rural and small town patronage. **

Jeepers Creepers (Rep)—Weaver Bros., and Elviry. A good picture for a small town. It did good business, same as always, because my audiences like good down-to-earth comedy. Played Mon., Tues. Weather: Fair and warm.—Joe Drury, Wells Theatre, St. Marys, Ga. Small town patronage. **

My Pal Trigger (Rep)—Roy Rogers, George "Gabby" Hayes, Dale Evans. This would have been better for our pocketbooks if the price on it hadn't been boosted 50 per cent. It was just another western to our patrons and we could have done just as good business with an older Rogers western. Republic shouldn't boost the prices on Roy Rogers as the exhibitors are the ones who put him on top, not Republic. Played Fri., Sat. Weather: Cold.—Dinkle & Lemaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Pilgrim Lady, The (Rep)—Warren Douglas, Lynn Roberts, Alan Mowbray. This is a fair to good program picture and played on a double feature to average business on Fri., Sat. Weather: Fair.—E. B. Wacaster, Ozark Theatre, Ozark, Ark. Rural and small town patronage. ***

That Brennan Girl (Rep)—James Dunn, Mona Freeman, William Marshall. Well-made drama that pleased the customers and did well at the boxoffice. That Mona Freeman is good. She handled a tough part with greater skill than a lot of the more experienced actresses could have done. Weather: Fair. Played Sunday.—W. F. Shelton, Louisburg Theatre, Louisburg, N. C. **

That Brennan Girl (Rep)—James Dunn, Mona Freeman, William Marshall. This so-called top picture from Republic proved to be a miserable boxoffice disappointment, as was expected, since most of the others in this group were likewise. Played Wed., Thurs. Weather: Good.—Leonard J. Leise, Rand Theatre, Randolph, Neb. Rural and small town patronage. ***

Yellow Rose of Texas (Rep)—Roy Rogers, Dale Evans. An old Roy Rogers but a good one. Played on midweek but I wish I had played it on the weekend as they all seem to like this type of show here. Played Wed., Thurs. Weather: Good.—R. C. Draper, Majestic Theatre, Frankfort, S. D. Rural and small town patronage. ***

SCREEN GUILD

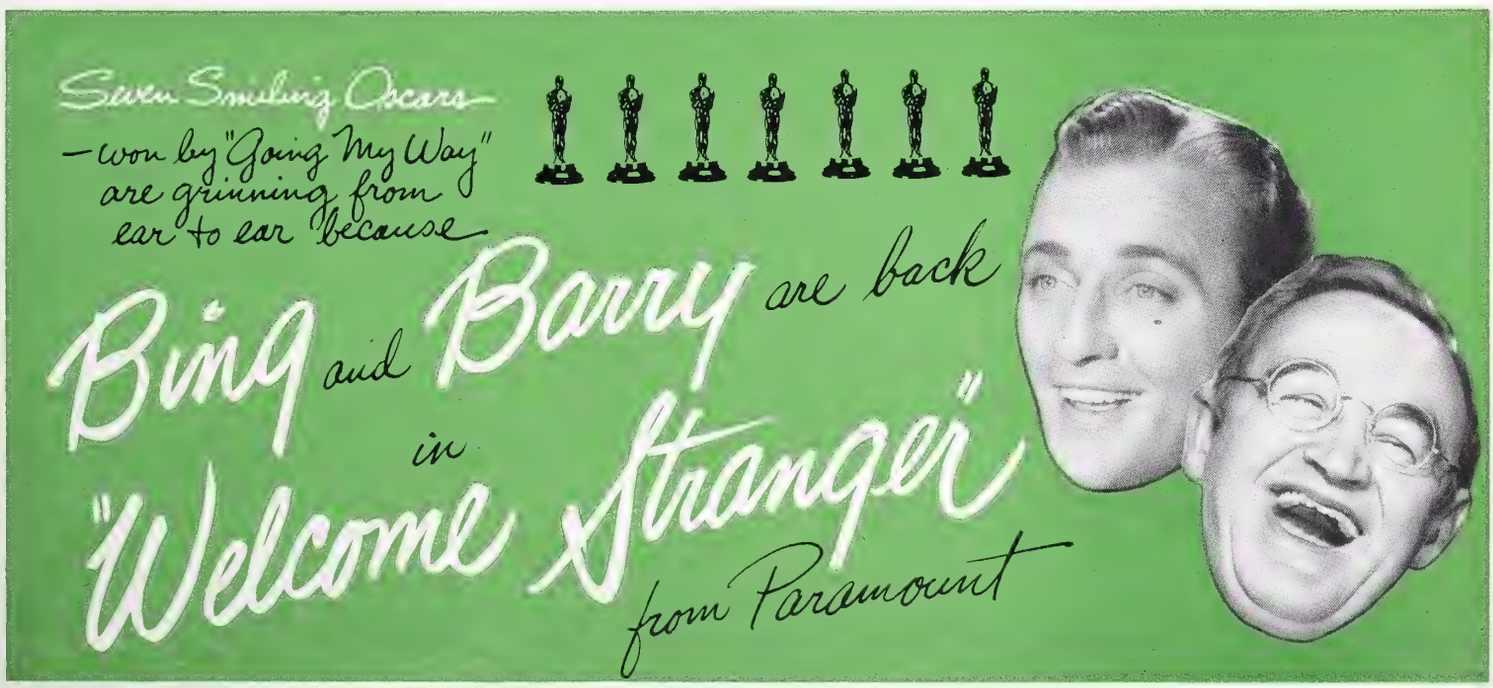
Death Valley (SG)—Robert Lowery, Helen Gilbert, Nat Pendleton. This was exceptionally well done with beautiful scenery and the best Cinecolor in many a moon. Many comments received on it. The sound was by Glenn Sound Co. and was as good, if not better, than RCA or Western Electric. There were no Hollywood fake backgrounds about it, which made it more authentic. Played Sun., Mon. Weather: Snow.—Dinkle & Lemaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Rolling Home (SC)—Russell Hayden, Jean Parker, Pamela Blake. A down-to-earth little picture about a small-town minister and his troubles. A bit corny in spots but altogether seemed to please the customers and did average business. Weather: Cold. Played Sun.—W. F. Shelton, Louisburg Theatre, Louisburg, N. C. Rural and small town patronage. **

20th CENTURY-FOX

Dangerous Millions (20th-Fox)—Kent Taylor, Dona Drake, Tala Birell. A little action picture which is not strong enough to stand alone. Business was poor. Played Tuesday. Weather: Good.—E. M. Freiburger, Paramount

(Continued on next page)



Theatre, Dewey, Okla. Small town patronage. ★★★

Dragonwyck (20th-Fox)—Gene Tierney, Walter Huston, Vincent Price. The acting, direction and story excellent but it lacked drawing power in our situation. Played Sun., Mon., Tues.—D. W. Trisko, Star Theatre, Stanley N. D. Rural patronage. ★

Home Sweet Homicide (20th-Fox)—Peggy Ann Garner, Randolph Scott, Lynn Bari. Just an average program picture but it drew less than average business. Played Wed., Thurs. Weather: Fair.—E. B. Wacaster, Ozark Theatre, Ozark, Ark. Rural and small town patronage. ★★★

If I'm Lucky (20th-Fox)—Vivian Blaine, Perry Como, Carmen Miranda. A fair musical comedy that pleased our Sunday patrons. Played Sunday.—James C. Balkcom, Gray Theatre, Gray, Ga. Small town patronage. ★★★

If I'm Lucky (20th-Fox)—Vivian Blaine, Perry Como, Harry James. This type of picture usually goes over swell here and did. It didn't do a rushing business, but as good as expected. The people in a small town seem to like plenty of music and comedy. This picture has plenty of both. Played Wed., Thurs. Weather: Clear.—Joe Drury, Wells Theatre, St. Marys, Ga. Small town and rural patronage. ★★

If I'm Lucky (20th-Fox)—Vivian Blaine, Perry Como, Carmen Miranda. A fair picture which does not quite rate Sunday playing time. Played to a large audience the first night, but dropped off to almost nothing the second night. Played Sun., Mon. Weather: Mild.—Wayne Stebbins, Saranac Theatre, Saranac, Mich. Small town patronage. ★★★

In Old Chicago (20th-Fox)—Reissue. Doubled with "West of the Pecos" (RKO). The price was okay but more old prints that should be discarded. "West of the Pecos" is a good western and "In Old Chicago" really brought them out. Too bad the print wasn't as good as the attendance. Played Tues., Wed., Thurs. Weather: Clear.—C. M. Garrett, Yandell Theatre, El Paso, Tex. Family patronage. ★

Jesse James (20th-Fox)—Reissue. Tyrone Power, Nancy Kelly, Henry Fonda. Another reissue that is worth backing up in any situation and will easily stand alone. Played to my family trade—they're asking for "The Return of Frank James" and are happy to hear it is coming soon. I'll be happy, too.—Lloyd Lafond, Rimrock Theatre, Winnett, Mont. Rural and small town patronage. ★★

Jesse James (20th-Fox)—Reissue. Tyrone Power, Nancy Kelly, Henry Fonda. This is an old picture but seems to draw. Several said they had seen it once but still enjoyed seeing it again. Played Wednesday.—W. E. Knight, Havelock Theatre, Havelock, Iowa. Small town and rural patronage. ★★

Jitterbugs (20th-Fox)—Stan Laurel, Oliver Hardy. This oldie brought in a surprisingly good midweek crowd, which indicates that Laurel and Hardy still have a lot of fans that would welcome more pictures. Played Wed., Thurs. Weather: Good and bad.—Leonard J. Leise, Rand Theatre, Randolph, Neb. Rural and small town patronage. ★★★

Johnny Comes Flying Home (20th-Fox)—Richard Crane, Faye Marlowe, Martha Stewart. Airplane shows draw well here. This one is good, due to the insertion of the jet test. Played Wed., Thurs.—D. W. Trisko, Star Theatre, Stanley, N. D. Rural patronage. ★

Margie (20th-Fox)—Jeanne Crain, Glenn Langan, Lynn Bari. This pleased 100 per cent—one of the best comedies in Technicolor ever made. Favorable comments on pictures like this make one proud to stand in the lobby to hear the nice things the customers pass out. Played Wed., Thurs.—James C. Balkcom, Gray Theatre, Gray, Ga. Small town patronage. ★★★

Shocking Miss Pilgrim, The (20th-Fox)—Betty Grable, Dick Haymes, Anne Revere. A good advertisement for typewriter companies. However, it was pleasing for the most part, and in Technicolor. Played Sun., Mon. Weather: Stormy.—C. V. Martina, Rialto Theatre, Albion, N. Y. Small town patronage. ★★

Smoky (20th-Fox)—Fred MacMurray, Anne Baxter, Burl Ives. This is not only cow country—this is Will James' home range. It made a house record here. The discrepancies between the book and the picture were noted but it was very well liked by all—a natural for any town. Played Sat., Sun. Weather: Good.—Lloyd Lafond, Rimrock Theatre, Winnett, Mont. Rural and small town patronage. ★★

Smoky (20th-Fox)—Fred MacMurray, Anne Baxter, Burl Ives. Our people seemed to like this horse show. The only bad remarks were that they didn't care for the singing. Played Fri., Sat. Weather: Fair.—Hugh A. Wood, Community Theatre, Holden, Utah. Small town patronage. ★★

Sun Valley Serenade (20th-Fox)—Sonja Henie, John Payne, Glenn Miller. A very good picture for outdoor fans. Plenty of good music and comedy which were enjoyed by all. Played to average midweek business Wed., Thurs. Weather: Misty and cold.—Joe Drury, Wells Theatre, St. Marys, Ga. Small town and rural patronage. ★★

Three Little Girls in Blue (20th-Fox)—June Haver, George Montgomery, Vivian Blaine. This was up to par with 20th-Fox's musical pictures and seemed to please the ones that ventured out in the cold weather to see it. Nothing extra, but with a flu epidemic and cold weather we did as we expected on it. Played Sun., Mon. Weather: Cold.—Burris and Henley Smith, Imperial Theatre, Pocahontas, Ark. Rural patronage. ★★★

UNITED ARTISTS

Angel on My Shoulder (UA)—Paul Muni, Anne Baxter, Claude Rains. I think there will be considerable controversy over this picture. Several people demanded their money back, others praised it considerably. Personally, I loved it. Played Tuesday. Weather: Cold.—Marcella Smith, Vinton Theatre, McArthur, Ohio. Small town patronage. ★★★

Angel on My Shoulder (UA)—Paul Muni, Anne Baxter, Claude Rains. A little deep for our patronage, but the comedy that ran through it kept it from being too bad. On the whole, it was a pretty fair movie. Played Thurs., Fri. Weather: Cold.—Mrs. M. D. Williams, Oliver Theatre, Oliver Springs, Tenn. Small town patronage. ★

Angel on My Shoulder (UA)—Paul Muni, Anne Baxter, Claude Rains. A severe snowstorm spoiled our gross, but this picture is interesting and different. The opening scenes in Hell are a trifle heavy, but after the first reel or two the audience reaction was good. Played Sun., Mon.—Chase Bros., Sokokis Theatre, Limerick, Me. Rural and small town patronage. ★★

Angel on My Shoulder (UA)—Paul Muni, Anne Baxter, Claude Rains. This picture is very fantastic and did not please. Business was below average. Played Wed., Thurs. Weather: Good.—E. M. Freiburger, Paramount



Still the most Economical because of NEW DRASTICALLY REDUCED PRICES

Our government has requested price reductions to stem inflation and we are going to help—EFFECTIVE IMMEDIATELY THE PRICE OF POPSIT PLUS IS REDUCED APPROXIMATELY 15% — This brings the cost of POPSIT PLUS close to the price level of solid seasonings.

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GERALD L. BARSKY General Manager

Theatre, Dewey, Okla. Small town patronage.
* * *

Bachelor's Daughters, The (UA)—Gail Russell, Claire Trevor, Adolphe Menjou. This is a good comedy but it is light on star power. Business was below average, but those who came were pleased. Played Wed., Thurs. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage.
* * *

Breakfast in Hollywood (UA)—Tom Breneman, Bonita Granville, Beulah Bondi. Something different and the first of its kind ever shown on the screen here—they appreciated this for a change. Good comedy throughout and good sound. Played Sat., Sun. Weather: Good.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage.
* * *

Chase, The (UA)—Robert Cummings, Michele Morgan, Peter Lorre. Excellently produced but it was a total flop here, with us losing money. Typical of United Artists product—a good show but no boxoffice appeal. Played Tues., Wed. Weather: Fair.—Gray Barker, Pictureland Theatre, Glenville, W. Va. Rural, small town and college patronage.
* * *

Chase, The (UA)—Robert Cummings, Michele Morgan, Peter Lorre. I thought it fairly good but patrons apparently didn't agree, as they stayed away in droves. A very weird story which failed to draw. Played Sun., Mon. Weather: Good.—Terry Axley, New Theatre, England, Ark. Rural and small town patronage.
* *

Chase, The (UA)—Robert Cummings, Michele Morgan, Peter Lorre. It had its moments but the story was rather involved which left some of our customers befuddled as to the plot. Weather: Cold. Played Sun.—W. F. Shelton, Louisburg Theatre, Louisburg, N. C.—Rural and small town patronage.
* *

Crystal Ball, The (UA)—Paulette Goddard, Ray Milland. This is very good and well liked, although I did not do much with it on account of the lenten season and rather wished I had shown it on a weekend, as it is plenty good. You never go wrong with United Artists. Played Wednesday only. Weather: Cold. —W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage.
* * *

Fool's Gold (UA)—William Boyd, Andy Clyde, Randy Brooks. Good old Cassidy—business as usual. He is quite staple and dependable at the boxoffice. Played Fri., Sat. Weather: Cold.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage.
* * *

Mr. Ace (UA)—George Raft, Sylvia Sidney, Stanley Ridges. Raft's fans were disappointed in this political picture, as there was not enough action. Had some walkouts. Business fair the first night and poor the second night. Played Wed., Thurs. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage.
* * *

Texas Masquerade (UA)—William Boyd,

(Continued on next page)

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(No extra cost)

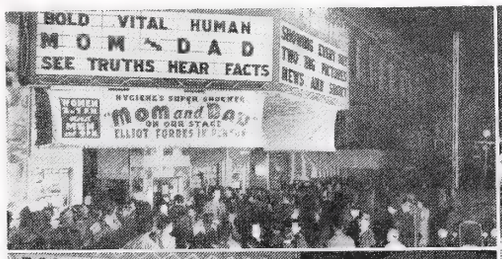
Smart operators are now using Betty Zane Ohio Super Yellow Popcorn, packed in new 50 lb. moisture-proof bag. Easy to handle. Phone, wire or write for sample and prices of popcorn and supplies.

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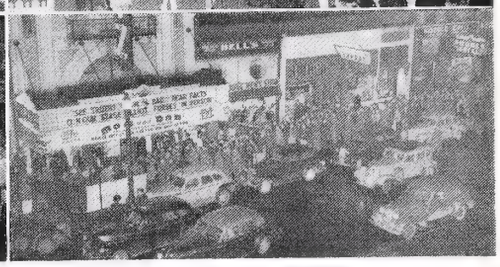


FOUR WEEKS IN LONG BEACH





TWO WEEKS IN LAS VEGAS



TWO WEEKS IN SPOKANE

MILLIONS OF PEOPLE CAN'T BE WRONG!

MOM and DAD

ALL-STAR HOLLYWOOD CAST
IN PERSON ON THE STAGE
ELLIOT FORBES
FEARLESS HYGIENE COMMENTATOR

★

Special Colored Theater Unit Starring
JESSE OWENS
World Famous Olympic Champion

Book It NOW!

WIRE • WRITE • CALL
HYGIENIC PRODUCTIONS
J. S. JOSSEY and KROGER BABB
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Thanks,
Mr. Long!

". . . We have played MOM AND DAD thruout our circuit . . . We have found Hygienic Productions the nicest people it has ever been our pleasure to do business with . . . The picture did outstanding business for us and outstanding good for each of our towns, civic leaders tell us . . ."

L. F. LONG
LONG THEATRES
of ARIZONA

•

This Man
Knows! ! !

". . . I sincerely recommend high school students and all parents witness MOM AND DAD and grasp its splendid moral lesson . . ."

J. M. KENNICK, Supt.
Juvenile Bureau
Long Beach, Calif.

•

NOTE: THE PRODUCERS OF "MOM AND DAD" BELIEVE A THEATRE HAS TWO BASIC OBLIGATIONS—FIRST, TO ENTERTAIN ITS PATRONS AND SECOND, TO PERFORM A PUBLIC SERVICE! GUARANTEEING THE FIRST AND WITH INTEREST IN THE SECOND YOU CAN PRESENT THIS SIGNIFICANTLY VITAL MOTION PICTURE!

(Advertisement)

NEWS BRIEFS from HYGIENIC CORNER



HOME of 'MOM and DAD'

by MARGE

HAVE JUST BEEN sitting here wondering . . . who contributed any more cooperation and effort to the success of the war and who is suffering longer from its effects than are the printers and newspapers? Paper stock is more scarce and harder to get today than it ever was during the war. Furthermore there's little hope for improvement in the situation any time soon. The campaigns our advance agents use to exploit "MOM AND DAD" require carloads of paper every month.

——"MOM AND DAD"——

THE NEW personnel department is cryin' for some recognition these days. Hygienic's personnel director, Charlie Meade, has sure been working overtime. Ben de Dici, who hails from out L.A.-way and is widely known in those parts, has joined up as an advance agent. Another new advancer is Jack Thomas of Russellville, Ark., where he was city manager for one of the big southern circuits. We didn't play his house and "gave him the fever." We played his opposition and broke his heart. When he saw those "Mom and Dad" lineups down the street, he said to himself "that's for me." He flew up and sold Krog a bill of goods (the boss hires anyone who acts like he will do a hard day's work) and Mr. Thomas is scheduled to become a Hygienic "slave" May 5. Mrs. Forbes has just added four new Elliots to her family of talented hygiene commentators. Johnny Kenlo of the radio networks; Townsend Walker from down in Alexandria, La.; Dr. Thomas Morehead, former pastor of the Christian Church of Memphis, Tenn., and Ted Hill, who recently came up from the Canal Zone, are now handling "Mom and Dad" units.

——"MOM AND DAD"——

MY BOSS, Krog, and Mildred Horn, our famous writer, and Charlie Meade, hopped a DC-4 and did Washington, D. C. in an hour and 40 minutes from field-to-field to see the Cherry Blossom festival and be with our good friends Clyde Elliott and his grand wife, Helen, for the world premiere of his new religious film, "CITIZEN SAINT," at Constitution Hall. It's the screen biography of Mother Cabrini and according to Krog, Hygienic's sweetheart June Harrison does a marvelous song number in it, as well as some nice acting. We're all anxious to see it since we've heard so much about it.—MARGE.

——"MOM AND DAD"——

SPRINGTIME IS moving time and Hygienic has spring fever. This month Krog is moving most every unit around into new and better territory assignments, trying to compensate the guys and gals who have been doing such grand jobs. The new Hill unit takes over the W. Va.-Ky.-Tenn.-N. C. route; Noftsger's unit moves to Mo.-Ill.-Ind.; Fred Steele et al jump from the midwest to that beautiful land of the trees in Washington and Oregon; Bill Arnold is headin' from New Orleans to Bremerton, Wash., with his unit and ace "Hank" Adams and troupe are moving down into southern California. Zimmerman's unit swings up into Colorado from Arizona and New Mexico and Halstead has his car greased up for a short 3,000-mile jump from B. C. to eastern Ontario. It's great stuff—for the service stations and tire dealers!—MARGE.

EXHIBITORS-BOOK IT NOW!

The World's Most Amazing Attraction

MOM and DAD

All-Star HOLLYWOOD CAST

ELLIOT FORBES-IN PERSON-JESSE OWENS

WORLD-WIDE DISTRIBUTORS

HYGIENIC PRODUCTIONS

HOME OFFICES-HYGIENE BLDG.-WILMINGTON, OHIO

BRANCHES: LOS ANGELES-CLEVELAND-TORONTO-MEXICO CITY

Andy Clyde, Jay Kirby. If we've ever said anything bad about Hopalong Cassidy before, then we take it back as this was excellent in all respects. It had more action, more photography and more everything that has been in the average Cassidy western. Let's hope the new Hoppys are as good as this one. Played Fri., Sat. Weather: Good.—Dinkle & Lemaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

UNIVERSAL-INTERNATIONAL

Black Angel (U-I)—Dan Duryea, June Vincent, Peter Lorre. Lent was on and business off. I wonder if we would have done much better had conditions been otherwise. Played Wed., Thurs. Weather: Mild.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Black Angel (U-I)—Dan Duryea, June Vincent, Peter Lorre. Average business with this on a bargain night. It seemed to please generally. Played Tuesday. Weather: Fair.—E. B. Wacaster, Ozark Theatre, Ozark, Ark. Rural and small town patronage. * * *

Destry Rides Again (U-I)—Reissue. Charles Winninger, Mischa Auer. One of the best westerns ever made but cold weather and no advertising kept them away. Give it A time in a small town—you won't be sorry. Played Sun., Mon. Weather: Cold.—Ralph Raspa, State Theatre, Rivesville, W. Va. Rural patronage. * * *

Killers, The (U-I)—Burt Lancaster, Ava Gardner, Edmund O'Brien. This is a good action picture but lacks star power. Business was average. The picture never should have been sold on percentage. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Lover Come Back (U-I)—George Brent, Lucille Ball, Vera Zorina. A good comedy and the ladies were especially interested in the lovely clothes worn by Lucille Ball. It pleased all that saw it. Played Thurs., Fri. Weather: Windy.—Mrs. M. D. Williams, Oliver Theatre, Oliver Springs, Tenn. Small town patronage. *

Rustler's Roundup (U-I)—Kirby Grant, Jane Adams, Fuzzy Knight. When Kirby's first picture came out, I predicted he would be a new western star. Kirby sent us an autographed picture after that and we still have it. Keep coming back, Kirby, and good luck. I'm your Number 1 fan. Played Fri., Sat.—James C. Balkcom, Gray Theatre, Gray, Ga. Small town patronage. * * *

Scarlet Horseman, The (U-I)—Serial. This got off to a slow start in the first chapter, but it appears to be pleasing patrons when billed with cartoons and action pictures. The first chapter played with "Silver Stallion," a Monogram satisfactory reissue. Played Mon., Tues., Wed. Weather: Fair.—Gray Barker, Lyric Theatre, Glenville, W. Va. Rural, small town and college patronage. * * *

So Goes My Love (U-I)—Myrna Loy, Don Ameche, Bobby Driscoll. Very poor attendance for a Sun., Mon. playdate—just a fair picture. Weather: Cool.—Ralph Raspa, State Theatre, Rivesville, W. Va. Small town patronage. * * *

Temptation (U-I)—Merle Oberon, George Brent, Charles Korvin. This is a little too high class for the country boys. Business was off. If you haven't bought it, don't. Played Wed., Thurs. Weather: Fair.—James E. Davis, Rialto Theatre, Bennington, Okla. Rural and small town patronage. *

That Night With You (U-I)—Franchot Tone Susanna Foster, David Bruce. The same old stars, the same old story, the same company It's time someone reorganized. I hate to keep on having all my flops from one place, but I went in the hole twice in December and both films were from Universal. If you can make this one pay, I'm no exploiteer. Played Wed., Thurs. Weather: Mild.—R. C. Walker Rialto Theatre, Fruita, Colo. Rural patronage. * *

WARNER BROS.

Cloak and Dagger (WB) — Gary Cooper, Lilli Palmer, Robert Alda. This is an excellent picture, skillfully produced and well acted. It did not draw as well for me as I thought it would with Gary Cooper in the cast. I believe the suggestion of war in the prevue killed it for better business. Lilli Palmer is an accomplished actress and I'd like to see more of her. Played Sun., Mon. Weather: Snow.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Devotion (WB)—Olivia de Havilland, Ida Lupino, Paul Henreid. No draw. Our people too busy digging snow. I didn't expect much. Played Wed., Thurs. Weather: Cold.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Humoresque (WB) — Joan Crawford, John Garfield, Oscar Levant. Good drama but top-heavy with long hair music. Not quite the thing for our average patron but we had quite a few that thought it "just too, too divine." Weather: Cold. Played Mon., Tues. —W. F. Shelton, Louisburg Theatre, Louisburg, N. C. Small town patronage. * *

Never Say Goodbye (WB)—Errol Flynn, Eleanor Parker, Lucile Watson. A good picture which pleased average business. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Never Say Goodbye (WB)—Errol Flynn, Eleanor Parker, Lucile Watson. The comments were: "Why was Errol Flynn in this?' This is a very good comedy. Played Mon., Tues.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

Very Thought of You, The (WB)—Dennis Morgan, Faye Emerson. This was a very good picture and well liked by the few who saw it. Most people never heard of Clark or Parker and Dennis Morgan brought in the few who did see it. As we have always said, Warners just don't make pictures for the small town exhibitors—but brother, they really get the money from us. Played Tuesday. Weather: Exceptionally good.—Dinkle & Lemaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Good Grade POPCORN

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"Lou-Ana" Cocoanut Oil

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Ampa's Anniversary Dinner Held in N.Y.

NEW YORK—The Associated Motion Picture Advertisers celebrated its 30th anniversary with a dinner-dance attended by more than 500 guests at the Hotel Astor April 23. The celebration, which was in the nature of a salute to the presidents of the industry, was highlighted by a speech from Eugene Thomas, president of the Advertising Club of New York, who predicted that "the 25,000 television sets now in use in the U.S. would be increased by 400,000 by next Christmas; to 1,000,000 by that same time a year later and to 25,000,000 by ten years from now, according to indications of surveys made by the FCC, television manufacturers and trade papers."

Sir Cedric Hardwicke, also spoke briefly and U.S. Senator Francis J. Myers of Pennsylvania urged that the industry place greater emphasis on "the things which truly represent America" in his speech, "Politics is Your Business Too."

Arnold Stolz, who was inducted as the newly elected Ampa president, presented Rutgers Neilson, the retiring president, a gold wrist watch for "his untiring efforts" on behalf of the organization.

The other officers inducted were Phil Williams, vice-president; Max Stein, treasurer, and Marguerite Wayburn, secretary.

Neilson, who presided at the anniversary celebration, gave a citation to Howard Dietz, vice-president of Loew's, Inc., and advertising director of MGM, for the "best exploitation stunt of the year." The award referred to the giving of an acre of land in New Mexico to some 450 editors and publishers on behalf of "The Sea of Grass."

Dietz, who acted as toastmaster and master-of-ceremonies, introduced the dais guests including Will H. Hays, Barney Balaban, Ned E. Depinet, Jack Cohn, Edward Morey, Walter Titus jr., Charles D. Prutzman William German, Francis S. Harmon, Fred Schwartz, Jack Levin, Richard Griffith, Robert J. O'Donnell and Martin Quigley sr., James M. Jerauld, Abel Green, Charles Lewis, Mo Wax, Jay Emanuel, and Charles Alicoate.

Dietz also read a cabled greeting from J. Arthur Rank in England and said that wires had been received from President Miguel Aleman of Mexico, Mary Pickford, Bernard M. Baruch, Fredric March, Tallulah Bankhead, Milton Reynolds, Ann Sheridan and Gene Tierney. Earlier, Neilson mentioned the men who had served as presidents of Ampa since its inception, starting with the late Arthur James. The evening ended with dancing to music supplied by Art Stanley and his Hotel Astor orchestra.

Cinema Amusements Case Before District Court

WILMINGTON, DEL.—U.S. District Judge Richard S. Rodney heard argument last week on the motion of Cinema Amusements, Inc., plaintiff in a Sherman antitrust action, seeking to extend the time to answer the interrogatories of the defendants, Loew's, Inc., RKO Radio Pictures, Inc., and 20th-Fox. The antitrust suit, originally filed June 14, 1946, seeks to recover one million dollars damages, and three times that amount under the provisions of the Sherman and Clayton acts.

In 1944, the Broadway Theatre, Denver, was leased to Cinema Amusements. Previously, the tenant was Fox Intermountain, which played a moveover run from the first run Orpheum, owned by Loew's and RKO, using product distributed by MGM and RKO. Cinema Amusements contends that Loew and RKO refused to continue the moveover policy on the terms previously granted to Fox.

Foundation Is Pictured As a Goodwill Vehicle

(News of other Foundation meetings over the country on page 13)

WASHINGTON—Prediction was made here Thursday by Lou Novins, personal assistant to Barney Balaban, that "the most honored position" in the industry will be in the Motion Picture Foundation. Eleven members were named on the Washington area Foundation panel, with six more to be chosen later.

Those elected: Carter Barron, John J. Payette, A. Julian Brylawski, Joseph DeFiore, John Allen, Sam Galanty, Sidney Lust and Lawrence Schanberger, all of Washington; William F. Crockett, Virginia Beach; Morton G. Thalhimer, Richmond, and Lauritz C. Garman, Baltimore.

At the luncheon meeting Novins, a former attorney general of Massachusetts, explained the purposes of the Foundation and its brief history to date, which has been marked by enthusiastic cooperation from every segment of the industry.

He said the Foundation is the culmination of a dream to give every section of the country a hospital, and all the welfare the needy members of the industry must have, remarking:

"The Foundation has already inherited the Will Rogers Memorial fund."

But Novins mentioned another angle, in that excellent public relations will result from the Foundation's efforts, and will "be the vehicle to bring together members of the industry who have been at each other's throats, for here is a common ground of humanity."

The meeting was sponsored by the MPTO of D. C.

Ullman and Fabian Are Selected To Pilot Foundation at Albany

ALBANY—Forty-eight representatives from every segment of the industry attended the Hotel Ten Eyck meeting Monday at which the Albany panel of the Motion Picture Foundation was formed. Seventeen were named to the board, with Saul J. Ullman as general chairman and Si Fabian as area trustee. Leonard H. Goldenson, Paramount-Publix executive, was a speaker.

Preceding these choices, discussion developed as to Fabian's election, since the latter's interest in the Foundation from its inception has been so great that he is in line for election as one of the ten national delegates at large. If this is done, a replacement will be named from the Albany area, and committeemen agreed that this likely will be Louis W. Schine of Schine Theatres, Gloversville.

MEMBERS OF THE PANEL

Serving with those named will be:

C. J. Latta, upstate zone manager for Warner Theatres.

Herman L. Ripps, MGM district manager.

Neil Hellman of Fabian-Hellman.

Eddie Ruff, Paramount Pictures manager.

Bill Smalley, Smalley Theatres, Cooperstown.

Fred Sliter, 20th-Fox salesman.

Charles E. McCarthy, business agent, Local 285, Troy.

Howard Goldstein, vice-president and business agent of F43, front office union.

Henry "Dutch" Harris, stagehands' union.

John Sauerborn, president and business agent, Schenectady projectionists' union.

Arthur Newman, Republic Pictures manager.

Leonard L. Rosenthal, counsel for Upstate Theatres.

Guy A. Graves, general manager of Fabian houses in Schenectady.

Charles A. Smakwitz, Warners assistant zone manager.

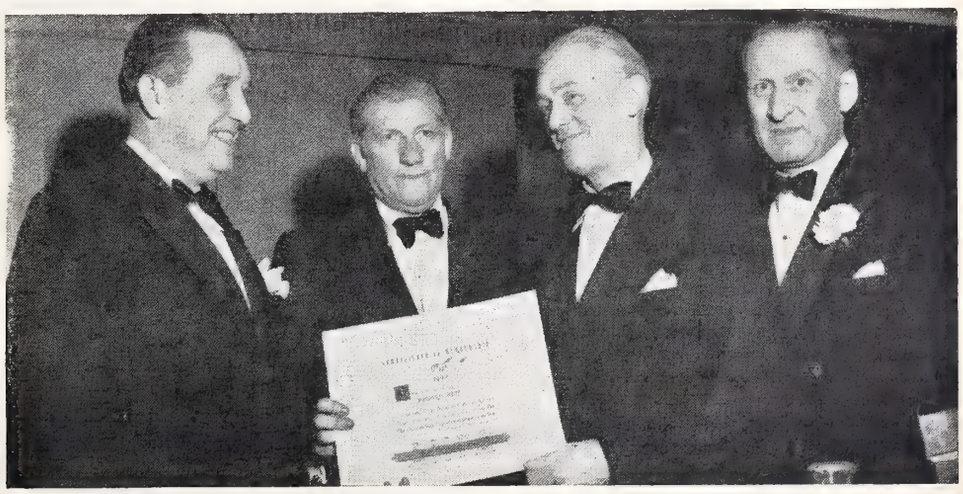
Goldenson stressed the statement that the Foundation is industry-wide in scope; that "nobody represents any particular division or interest," and advised that the best men, regardless of industry affiliation, be chosen for committeemen. In the question and answer period that followed, Goldenson said it might be found practical to keep 15 or 20 per cent of the revolving fund in an exchange district, to be increased by funds from the national body for epidemics or other unusual happenings.

SPEND ONLY THE INTEREST

He emphasized that the $10,000,000 to be raised by the Foundation in two years, which might later be increased to as much as $100,000,000, would not be touched except for the interest.

Nor will this money, the speaker explained, supplant present welfare or pension plans; in fact, he added: "The Foundation will encourage every company to have its own welfare plan. The project is intended only to

(Continued on page 48)



FIGURES IN FETE—U.S. Senator Francis J. Myers, Howard Dietz, Rutgers Neilson and Eugene Thomas, president of the Advertising Club of New York, at Ampa's 30th anniversary dinner.



ROSALIND ACCEPTS CAMELLIAS—Oh, Barker, Barker, Barker, pin a camellia on me. A special hybrid, to be known as "Variety Clubs camellia," has been developed by the Society of American Florists at the suggestion of Sherrill Corwin, chairman of publicity for Los Angeles tent No. 25, and Charles P. Skouras, chief barker. John H. Harris, big boss of Variety, presented the first blossoms to Rosalind Russell on the set of RKO's "Mourning Becomes Electra" as an attention-getter for the Variety Clubs' international convention which will be held in Los Angeles May 13-17. Left to right: Raymond Massey, Miss Russell, Harris and Katina Paxinou. Harris is in Los Angeles early preparing for the convention.

Theatres May Foot Bill for Firemen

NEW YORK—Fire Commissioner Frank J. Quayle will submit a report to Mayor William O'Dwyer on a proposal to replace the city firemen now covering presentation film houses, legitimate theatres and concert halls with privately employed firemen. The report will contain recommendations submitted April 24 by Gen. Rodney Smith, executive director of the Metropolitan Motion Picture Theatres Ass'n. Smith attended a two-hour session held by Commissioner Quayle for theatre men last Thursday afternoon.

The proposal was made by a committee of assistant chiefs and the National Board of Fire Underwriters, and is based on a survey conducted by these groups last year.

They estimated that the city could save $450,000 annually by replacing municipal firemen with private firemen paid by the theatre owners.

This estimate seems high in view of the fact that no more than 50 firemen are required at the height of the theatrical season. As a rule second grade firemen are used; these men receive about $3,400 annually. Total salaries would be $170,000, plus another $22,500 for five supervisors, receiving $4,500 a year; or a grand total of $192,500.

At present there are six vaudeville theatres in the Times Square area—the Music Hall, the Paramount, Loew's State, the Capitol, the Strand and the Roxy. Since these operate on a continuous performance policy, they require two firemen—the law says no less than two—must be present at all public performances. It exempts straight film houses.

In addition, there are approximately 30 legitimate theatres and eight radio playhouses. At the height of the theatrical season all 30 theatres may be in use; during the slow spring, summer and fall months the number may drop to 20.

Ascap and Theatre Group Agree on Court Order

NEW YORK—Attorneys representing 164 independent theatres in New York met with attorneys for the American Society of Composers, Authors and Publishers during the week and agreed to abide by a court order to grant Ascap's motion for dismissal of the theatre men's triple-damage suit unless the plaintiffs subject themselves to pretrial examination in June.

However, Weisman, Celler, Quinn, Allan & Spett, attorneys for Harry Brandt, Sam Rinzler and the other ITOA members who charged Ascap with restraint of trade, declare that these pretrial examinations will be held and the motion will, in effect, be denied.

Ask New Jersey Governor To Veto Ticket Tax Bill

NEWARK—Considerable agitation has been aroused over assembly Bill 27, pertaining to extra taxes on theatre admissions, according to George Gold, chairman of the newly organized Federation of New Jersey Theatres.

Four of the assemblymen changed their vote the following day and there is talk of having the bill go back for another count. Telegrams have been sent to the governor asking him to veto the bill.

BROADWAY

Maurice A. Bergman and Hank Linet are meeting on the coast with John Joseph, U-I national director of advertising and publicity, and David A. Lipton to discuss ad budgets for the next three months . . . George Weltner, head of Paramount International, and Clement S. Crystal, theatre department head, came in on the Queen Elizabeth from England . . . Walter Brooks is due back from Cincinnati, Indianapolis, Toledo and Columbus . . . Beulah Durham of the E. V. Dinerman ad agency in Cincinnati is in Gotham.

Harry M. Warner is in from the coast . . . John G. Capstaff, head of Eastman Kodak's research laboratories photographic department at Rochester, was awarded the 1946 "Progress Medal" by the Royal Photographic Society of Great Britain.

Harold Rodner of Warners Service Corp. is back from the coast . . . Ray Milland stopped off en route to England to appear in "So Evil My Love," Hal Wallis production. He will co-star with Ann Todd . . . Geraldine Fitzgerald is back at the Paramount studio for makeup and costume talks. She's due east shortly to sail for London . . . Edward Arnold has been invited to serve on the American citizenship committee by Attorney General Tom Clark . . . George A. Smith of Paramount returned to his Los Angeles headquarters.

Samuel Hacker, head of the Film Audit Service, is due in shortly from the coast, after stopping off for conferences in Chicago . . . Bill Brumberg, manager of Warners field exploitation staff, is westward bound to set plans for the "Cheyenne" opening in Wyoming . . . David Lewis, Enterprise producer, appeared on the ABC Nancy Craig program and WHN's Adrienne Ames broadcast.

John Garfield arrived in town for press interviews, a bit of relaxation and a look at the latest Broadway stage plays . . . Peggy Wood left for the Paramount studios for a role in the screen version of "Dream Girl" . . . Lynn Farnol and Ben Washer of Samuel Goldwyn Productions are back from the coast.

Harold Dunn, PRC's assistant sales head, is visiting Dallas, Los Angeles and San Francisco . . . Muriel Klein of the MGM home office sales department and Irving Prager were married recently . . . RKO's John Whitaker and Terry Turner are in Hollywood.

George Scher, account executive in the film department of Foote, Cone & Belding, was married to Betty Lee . . . Dr. Herbert T. Kalmus, Technicolor Corp. head, is in from Hollywood . . . Claire Mannheimer, secretary to C. K. Stern, Loew's assistant treasurer, is vacationing in Miami and Havana . . . Lawrence Beller, UA publicist, received the Order of Vasa, first class, with the rank of chevalier, from the Swedish government for his war service as an official of the OWI.

He Was An Odd Man—

New York—The Mirror and most of the other New York papers and all the radio stations—some of them several times—carried stories and comments on a telephone call to Ireland by Elmer Patrick Gargan.

Gargan missed the last train to White Plains after staying in town to see a special midnight showing of "Odd Man Out," the James Mason picture with an Irish background.

Because of the telephone strike he couldn't telephone to his wife, so he phoned to an aunt in Ireland (overseas lines are open) to ask his aunt to telephone to his wife and explain his absence. Even Gabriel Heatter gave this the dramatic whatsis in his air time.

It was an odd stunt, and garnered an enormous amount of publicity.

Maurice Bergman, Universal-International eastern publicity and advertising director, has no comment.

B'way Grosses Off As Long Runs End

NEW YORK—With many pictures nearing the end of four or five-week runs, business along Broadway was mild, except for "The Macomber Affair," in its first week at the Globe, and "Smash-Up" in its second week at the Capitol.

"Monsieur Verdoux" cut its $1.80 top to $1.50 five days after opening and also discontinued reserving a portion of the Broadway Theatre seats twice daily. As a result, business took a slight jump during the second weekend. "The Best Years of Our Lives," in its 22nd week at the Astor, and "The Farmer's Daughter," in its fourth week at the Rivoli, also stood up fairly well but the reissue of "Alexander's Ragtime Band" played only one week to poor business at the Roxy.

New films which are expected to perk up sagging grosses after opening during the week were "The Egg and I" at the Radio City Music Hall, "The Homestretch" at the Roxy, "Calcutta" at the Paramount, "Odd Man Out" at the Criterion and "Untamed Fury" at the Rialto.

(Average is 100)

Astor—**The Best Years of Our Lives** (RKO), 22nd wk.....110
Broadway—**Monsieur Verdoux** (UA), 2nd wk.....105
Capitol—**Smash-Up** (U-I), plus stage show, 2nd wk.....115
Criterion—**Johnny O'Clock** (Col), 4th wk.....83
Globe—**The Macomber Affair** (UA).....135
Gotham—**Tarzan and the Huntress** (RKO), 3rd wk...100
Hollywood—**The Two Mrs. Carrolls** (WB), 3rd wk... 95
Palace—**Trail Street** (RKO), 2nd wk.....90
Paramount—**My Favorite Brunette** (Para), plus stage show, 5th wk.....85
Park Avenue—**Time Out of Mind** (U-I), 3rd wk. of two-a-day.....50
Radio City Music Hall—**The Late George Apley** (20th-Fox), plus stage show, 5th wk.....85
Rialto—**Fear in the Night** (Para).....92
Rivoli—**The Farmer's Daughter** (RKO), 4th wk.....105
Roxy—**Alexander's Ragtime Band** (20th-Fox), reissue, plus stage show.....52
Strand—**Stallion Road** (WB), plus stage show, 3rd wk.....85
Victoria—**The Adventuress** (E-L), 3rd wk.....92
Winter Garden—**Buck Privates Come Home** (U-I), 2nd wk.....90

Spike Jones Revue Accounts For Top Buffalo Gross

BUFFALO—The Buffalo Theatre hit twice average with a stage show featuring the Spike Jones orchestra and "Fear in the Night." "The Sea of Grass" was encouraging at the Great Lakes; so was "Smash-Up" at the Lafayette. The weather continued cold and there has been plenty of April snow.

Buffalo—**Fear in the Night** (Para), plus **Spike Jones orchestra** on stage.....200
Great Lakes—**The Sea of Grass** (MGM).....130
Hippodrome—**It Happened in Brooklyn** (MGM), 2nd d. t. wk.....100
Lafayette—**Smash-Up** (U-I); **Secret of the Whistler** (Col).....125
Teck—**Love Laughs at Andy Hardy** (MGM); **The Trap** (Mono), 2nd d. t. wk.....90
20th Century—**The Best Years of Our Lives** (RKO), 5th wk.....100

'Dictator' Shown to Court In Chaplin Damage Suit

NEW YORK—A showing of Charles Chaplin's "The Great Dictator," released by United Artists in 1940, was held during the week for Judge Harold P. Burke and a jury of nine men and three women hearing the $5,000,000 "story piracy" suit brought by Konrad Bercovici against the comedian in federal court here.

Bercovici was examined by Louis Nizer, his attorney, and cross-examined by Louis Frohlich, Chaplin's counsel, who claimed that the writer wasn't the first to suggest that Chaplin make a picture on the German dictator. "For 30 years Chaplin has been able to write his own scripts and produce his own pictures. He never had anyone write his scripts," Frohlich said.

Along New York's Filmrow

By WALTER WALDMAN

WALTER HIGGINS, film buyer for Prudential circuit, has another theatre on his booking list. The new 600-seat Bedford Playhouse, Bedford Village, N. Y., will open April 30 under the Prudential banner. The most recent addition to the circuit was the 1,000-seat Islip Theatre, Islip, L. I., which opened early this month.

Arthur M. Rapf, president of Rapf & Ruden, has been meeting with Warners officials to arrange for the dissolution of the pooling agreement now covering the New Center Theatre, Bloomfield, and the Bellevue, Upper Montclair. Under the terms of the antitrust decree all pools must end by July 1 . . . While the negotiations with Warners are going on, Rapf also is making arrangements to renovate the Cort Theatre, Somerville, N. J. He is planning to do a $50,000 rehabilitation job on the Cort, when the government okays the program.

David Weinstock, president of Raybond Theatres, has bought sites for three new theatres. One is on Hillside avenue and 153rd street Jamaica, L. I. A 900-seat house will be built there. The two other sites are "somewhere in the Bronx," and will be covered by 1,100-seat theatres.

Out in Malverne, L. I., Daniel J. Kenny expects to complete his Malverne Theatre soon . . . James Frank jr., New York branch manager for National Theatre Supply, spent the week in Chicago attending the SMPE convention . . . Al Sabo of the State Theatre, Woodbridge, N. J., will leave May 1 on a cruise to Bermuda . . . Leonard Satz, head of Century Theatres purchasing and maintenance department, attended the final session of the SMPE convention. He flew to Chicago for the occasion.

If New Yorkers never get to see "The Outlaw," they will at least have had ample reminder of the film's existence. Since last October, the Howard Hughes office here has been paying approximately $7,500 a month to keep three huge signs in operation. One is located above the Rialto Theatre building on Broadway and 42nd street; the second above an office building on Broadway and 48th street and the third at Columbus Circle. The one above the Rialto is more than a year old. The two others were put up last October when "The Outlaw" was scheduled to open simultaneously at Arthur L. Mayer's Rialto and Harry Brandt's Gotham and Republic theatres . . . New York police and license commissioners forced the cancellation of the film and have been successful to date in keeping it out of the city. But Hughes, hopeful of eventual victory, keeps "The Outlaw" lights shining night after night.



PLAN E-L PREMIERE—Three Eagle-Lion men and an exhibitor are seen here discussing plans for E-L's "Repeat Performance" premiere in Zanesville, Ohio May 22. Left to right: Jerry Pickman, E-L publicity manager; John Woodward, city manager of the Shea Theatre in Zanesville; George Bennett E-L field representative and Arthur Jeffrey, E-L exploitation head. Most of the $250,000 promotion budget alloted to the picture will go for cooperative local advertising campaigns.

Labor peace has come to the six theatres operated by Gulkis & Rosenzweig through Combined Bronx Amusements, Inc. The strike, called last November by the Motion Picture Theatre Operating Managers and Assistant Managers Guild, was recently settled. A year's contract is now in effect covering the Allerton, Beach, Kraft, Melba and Park theatres, in the Bronx, and the Alpine Theatre, Manhattan. Credit for the settlement goes to Solomon Cheser, trial examiner of the state labor board, who arbitrated the dispute. He set a $70 scale for managers and $40 for assistants.

Latest additions to the Skouras Theatres home office are: Estelle Davis, purchasing department; Rhoda Fisher, accounting department; Kathleen Flynn, telephone operator; Estelle Klarfeld and Evelyn Wagner, statistical department; Harold Spitzner, stock room, and Gloria Smith and Hercules Cladakis, publicity.

There was a big turnout from the MGM, Columbia, UA and 20th-Fox exchanges last Thursday night (April 24) for "Inside, Outside Reading," the film written, produced, directed and acted by the home office screen readers. The picture was sponsored by SOPEG and had a one-night stand at the Malin Theatre on West 42nd St. Members of the cast were: Tom Ratcliffe, Columbia; Arthur Heinemann, Columbia; Maeve Southgate, Paramount; Elihu Weiner, Universal; Alice Goodman, MGM, and Lee Sabinson, former MGM reader, now producer of "Finian's Rainbow."

Robert Bernhard, formerly booker for Loew's theatres, is now booking for Film Classics . . . One of his first jobs probably will be to book "North Star" into Bronx, Manhattan and Brooklyn theatres next month . . . Jack Harris, Walter Reade booker, returned from a three-week vacation in Florida . . . Fred J. Schwartz, vice-president of Century Theatres, is thawing out in Florida after a winter of weekends at his Lake Placid Timberdoodle Lodge . . . Sol A. Schwartz, vice-president and general manager of RKO Theatres, is in Mexico City.

Harry Fuchs of the Skouras publicity department is handling the display materials for "The Forgotten Casualty." This is the short produced and distributed by the Skouras Theatres community service department in conjunction with the current $2,500,000 civilian rehabilitation drive . . . Paul Berkhe of the Skouras home office is supervising fund collections made in the circuit's theatres.

20th-Fox Net Profit Shows Gain in 1946

NEW YORK — Twentieth Century-Fox Film Corp. and its subsidiaries, including Roxy Theatre, Inc., and National Theatres Corp. and all its subsidiaries showed a consolidated net profit of $22,619,535 for the year ended Dec. 28, 1946. This compares with a consolidated net profit of $12,746,467 for the year ended Dec. 29, 1945. After deducting dividends paid on prior preferred and convertible preferred stocks, the consolidated net profit for 1946 amounted to $7.90 per share on the 2,756,462 shares of common stock outstanding. After deducting preferred dividents, the consolidated net profit for 1945 amounted to $5.29 per share on the 2,119,709 shares of common stock outstanding.

The consolidated net profit, after all charges, for the fourth quarter of 1946 was $6,399,720, compared with $4,770,366 for the third quarter of 1946 and $5,217,180 for the fourth quarter of 1945.

The company's annual report, which was issued by Spyros P. Skouras, president, also shows current assets at Dec. 28, 1946 of $103,055,004 including cash of $34,204,561, U.S. government securities of $8,938,780, and inventories of $52,698,780. Current liabilities were $33,748,750, of which the reserve for federal taxes on income is $14,642,497.

The total assets of the corporation and its subsidiaries, as shown on the consolidated balance sheet, now amount to $163,443,880, while the consolidated gross income for the year 1946 amounted to $200,529,482, a new high level.

New high levels of income were reached for 1946, not only in film rentals in the domestic and foreign fields but also in box-office receipts from the 614 theatres operated by the company's domestic theatre subsidiaries, the 20th-Fox report said. So far in 1947, too, the film rentals show an increase over the corresponding period of 1946, although costs are somewhat higher. In the foreign markets, Norway and Denmark have resumed showing of 20th-Fox pictures and new offices have been opened in Siam and Lebanon, Syria, according to the report.

RKO's Net Profit in 1946 Over Double Last Year

NEW YORK—Radio-Keith-Orpheum Corp. reports a net profit for 1946 of $12,187,805, which is more than double the net of $6,031,085.24 reported for 1945. The net was equal to $3.17 per share on the common outstanding at the end of the year. For 1945 the net was equal to $1.59 per share.

It was the biggest net in the history of the company, N. Peter Rathvon, president, stated in his report to stockholders. Income from theatres was substantially higher in spite of increased operating costs.

Gross receipts from film distribution hit a record of $72,966,727. The producing and distributing subsidiary and the theatre operating subsidiaries made approximately equal contributions to the net profit.

For the first quarter of 1947 consolidated net earnings fell well below the first quarter of 1946 because there are more independent producers and there was no hit comparable to "The Bells of St. Mary's."

In discussing the effects of the antitrust decree, Rathvon says more than 75 per cent of the theatres operated by RKO are unaffected by the ruling requiring a beneficial interest of 90 per cent or over.

The annual meeting of stockholders will be held at Dover, Del., June 4 to elect directors and appoint auditors.

Pathe's 1946 Net Income Shows Sharp Increase

NEW YORK—Pathe Industries, Inc., and its principal subsidiaries report a net income of $1,014,938 for 1946 compared with $511,212 for 1945. This represents earnings of 67 cents per common share in 1946 compared to 32 cents in 1945. The Pathe subsidiaries include Eagle-Lion Films, Inc.; Eagle-Lion Studios, Inc.; Pathe Laboratories, Inc.; Pictorial Films, Inc.; PRC Prod., Inc.; Producers Releasing Corp.; State Theatre Co.; Television Center, Inc.; V. D. Anderson Co. and Van Swearingen Co.

During 1946, which was the third full year of operation of Pathe Industries, Inc., under its present corporate title, the company experienced such nonrecurring expenditures as the establishment of the Eagle-Lion companies which tended to reduce the net income, according to the report sent to stockholders by Kenneth M. Young, president.

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WB Sound Equipment Meet To Be Held April 28



WB SOUND MEN CONFER — Col. Frank E. Cahill jr., director of sound for Warner Theatres, and Col. Nathan Levinson, head of the sound department at the Warner Bros. studio, meet in New York to discuss latest developments in the sound field.

NEW YORK—Warner Bros. will bring the chief sound and projection engineer from each of 12 territories to New York April 28 for conferences with Col. Nathan Levinson, head of the sound department, and Col. Frank E. Cahill jr., director of sound for Warner Theatres. The meeting, the first to be held since the war, will be for the purpose of discussing equipment needs and to maintain closer liaison with the company's equipment men, Colonel Levinson said. The New York meeting will be followed by local meetings in each territory.

Colonel Levinson attended the 61st semi-annual convention of the Society of Motion Picture Engineers in Chicago from April 21 to April 25 along with Ernest Royls, head of sound for Warner Bros. at the Teddington studios in England. Royls will return to England April 29 and Colonel Levinson is sending power equipment, which is very scarce in Britain, as well as cameras, printing and editing equipment from the Hollywood laboratories to the Teddington studios, which were badly wrecked in the war. Royls expects to have the British studio in shape for filming operations within the next 90 days, Colonel Levinson said.

'Life With Father' Eyed for Astor

NEW YORK—Robert J. Dowling, head of the City Investing Co., which owns the Astor Theatre, has his eye on "Life With Father." He indicated that there already have been discussions in regard to booking the Warner film. The picture probably will not be released until late 1947 or early 1948.

Dowling is now lining up product to follow Samuel Goldwyn's "The Best Years of Our Lives," which is expected to run at the Astor at least through June.

His three-year exclusive lease with Goldwyn and David O. Selznick was scheduled to have expired April 15. The agreement actually will bind Goldwyn until "The Best Years" completes its run. The film is now above the control figure, Dowling pointed out.

He went on to say that he has had many offers for exclusive leasing agreements and also for one-shot product deals for the Astor. Independents and majors are equally interested in the theatre, he said.

At present, Dowling is more interested in single shot propositions, "preferably for pictures like 'Life With Father,'" he added hopefully.

Jerome Adams Is Married To San Francisco Girl

WASHINGTON—Mrs. Oroline McKeever Oyster, daughter of Mr. and Mrs. Coulter McKeever, 114 Walnut St., San Francisco, Calif., was married Thursday afternoon to Jerome Adams, MGM branch manager, in the chambers of the district court by Justice F. Dickinson Letts.

The newlyweds will reside at their new home, 2121 Massachusetts Ave., N. W., Washington. Adams, who week before last, became MGM branch manager here, is well known in capital society and film circles as he was temporarily connected with the local film office several years ago. He is from New Rochelle, N. Y., and San Francisco.

Loew's Mayfair to Brandt On a Five-Year Lease

NEW YORK—Brandt Theatres has leased the Mayfair Theatre, in the Times Square district, from Loew's, Inc., on a five-year deal starting May 1. Loew's, which purchased the house from Walter Reade several years ago, has been operating the house on a subsequent run, double-feature policy. Brandt's future policy has not been determined.

With the acquisition of the Mayfair, Brandt will have 12 theatres in the Times Square area, including two first runs, the Globe and the Gotham. Others are the Republic, New York, Pix, Selwyn, Apollo, Victory, Times Square, Liberty and Lyric.

'Torment' Opens in N.Y.

NEW YORK — "Torment," Swedish-made psychological drama produced by Svensk-filmindustri, the studio responsible for Garbo's early pictures, opened at the Avenue Playhouse April 21.

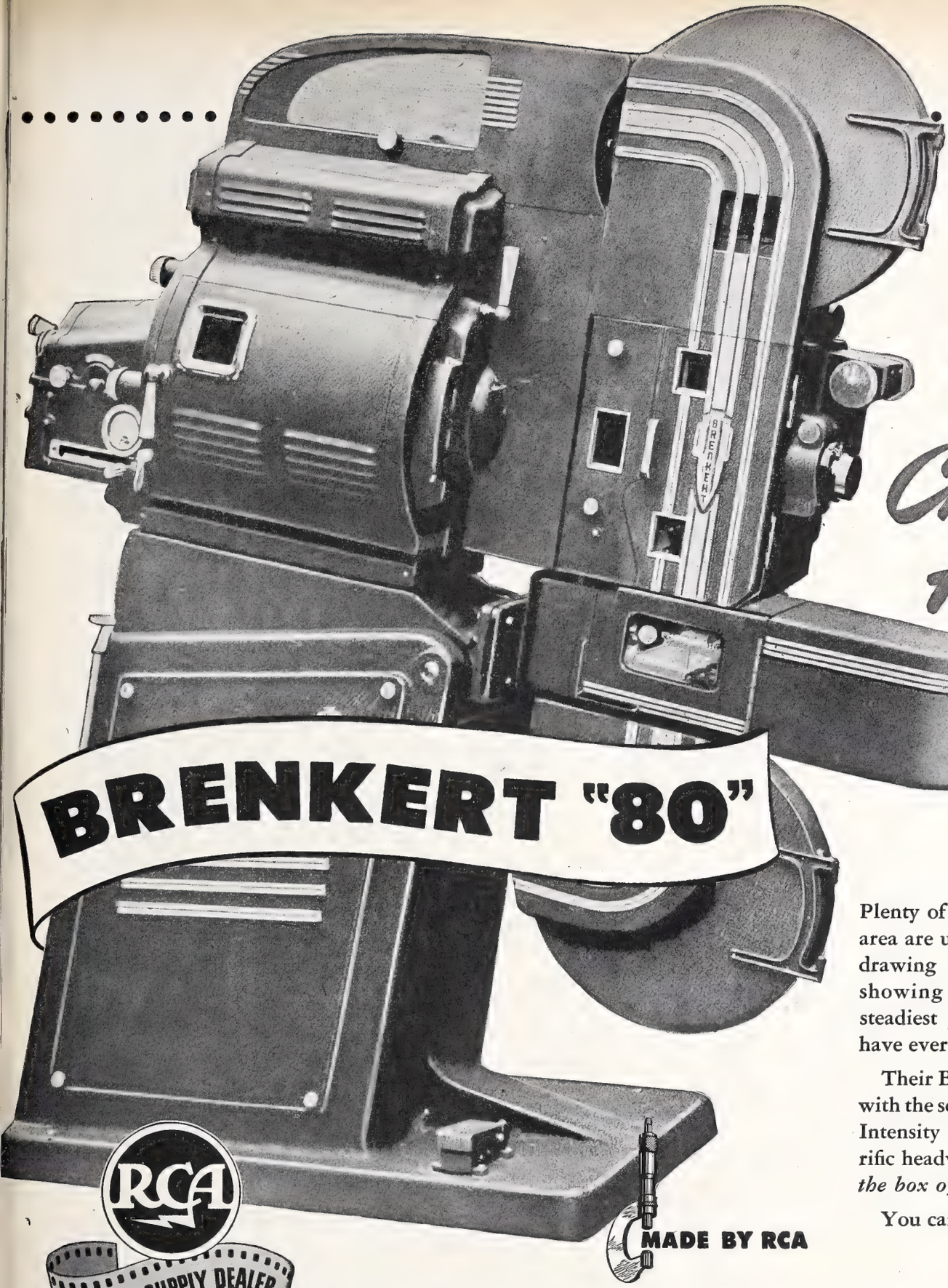
"Torment," which is being released in America by Oxford Films, followed the 30-week run of "The Well-Digger's Daughter."

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New Foreign Newsreel Started by Telenews

NEW YORK — Telenews Productions has started a Telenews Digest newsreel of foreign events. The company has contracted with approximately 15 foreign newsreel producers for footage. The digest will be edited in the company offices here. The first issue will be released May 1 and will run about nine minutes.

Distribution will be handled by mail and through Telenews houses throughout the country. Jack Tobin and Robert Kingsley, production manager, will supervise the new reel.

Kingsley emphasized that the digest will not compete with the five major newsreels in this country, but will provide supplementary coverage of foreign events. Hugh James will be the narrator. Excerpts from foreign documentaries will also be included in the digest.

Telenews will not produce its own reels for some time, Kingsley said, but has lined up several foreign producers to handle Telenews assignments in the future.

All newsreel houses in the New York area have booked the digest, including the Embassy and Trans-Lux circuits and the newsreel theatre in Grand Central station. In other sections of the country the digest will be shown by Telenews houses and various independent operators. The reel also will be available to feature houses.

Telenews Productions is an affiliate of Telenews Theatres.

Baltimore Tent Raised $25,000 for Charity

BALTIMORE—Variety Club of Baltimore has raised more than $25,000 for charity, according to announcement at the club's annual dinner-dance at the Sheraton-Belvedere . . . Fred C. Schanberger jr., chief barker, said the sum would be turned over to such organizations as the Police Boys' clubs, the Kernan Children's hospital, the Maryland School for the Blind, and the Cylburn Shelter Home for Children.

Highlight of the affair was a drawing in which three automobiles and 49 other prizes were given away. Guests at the dinner, numbering some 300, included former chief barkers Lauritz Garman, Uptown Theatre; Bernard Seaman, Hicks circuit; William K. Saxton, Loew's city manager, and Frank H. Durkee, Durkee Enterprises. Seaman was chairman of the entertainment committee and William G. Meyers was chairman of the banquet committee. Sam Tabor was chairman of the special events committee.

Among film stars and night club entertainers present at the dinner were Mischa Auer, Bob Eberle and Lenny Gale of the Hippodrome; Buddy Lester and Steve Condon of the Chanticleer, and Del Casino, Stan Fisher, Jackie Winston and the Wally Wangerettes of the Club Charles. Buddy Silverberg was master of ceremonies.

Feminine Lead in 'Red Head'

Jean Porter has been signed by Columbia to take the feminine lead in "Two Blondes and a Red Head."

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Apollo Theatre Patrons Get Smallpox Vaccine

New York—Brandt's Apollo Theatre went all out in the city drive to vaccinate the public against smallpox. Two physicians were installed in the theatre mezzanine on Thursday (April 17) to offer smallpox injections to incoming patrons.

Observers are wondering if it will boost business, considering the shortage of vaccine.

BUFFALO

Welcome home, Bill! That's William P. Rosenow we're talking about. Bill is in charge of the Selznick Releasing Organization's new office opened here in the Jackson building. A World War II veteran, Bill formerly was a sales representative for Paramount in Rochester and Buffalo. The first picture released by the new office is "Duel in the Sun," now playing in Syracuse and Rochester. It opens here in May, possibly at the Great Lakes.

Jake Rappeport, after a long delay, has opened his new 800-seat Lovejoy Theatre. He has closed his old wooden-frame Avon . . . Universal's new Rochester salesman is Arthur Rose. He replaces George Sussman, now with PRC . . . At UA this week were Edward Schnitzer, eastern division manager; Clayton Eastman, district manager; Max Fogel of the Webster, Rochester; and Lawlor & King of the Shea Theatres in Jamestown . . . Bert Frees has been transferred from Rochester to Buffalo as salesman . . . Dave Lee, city salesman, has been transferred to Pittsburgh as acting branch manager during the illness of Ira Cohn.



EDWARD SCHNITZER

Auditor William Nesbitt, New York, was at the Republic exchange this week. Paramount reports that Rosenow's place in Rochester has been taken by Ed Walters . . . Marjorie McBride has returned to her desk at 20th-Fox for the first time in three months. She has been very ill . . . Bill Graham is the new 20th-Fox branch manager succeeding Howard Minsky, who is now in New York. Richard Carroll is the new office manager.

The Columbia exchange is still leading the country in the sales personnel bonus drive, which ends late in June. May is Columbia's "Month for Shorts" . . . Gertrude Anastasia is the new booker's stenographer at Columbia . . . Dolores Szwejda is Phil Fox's new secretary, succeeding Ann Zimmerman, who is sticking to housekeeping . . . An increase in the Meyer Fox family is expected soon.

"Oklahoma!" returns to the Erlanger Theatre for a week May 5 . . . Paul Whiteman launched his 1947 American-Canadian tour with two programs at Kleinhans Music Hall . . . Arthur DeBra, director of community relations for MPA, said at a Rotary meeting here that the motion picture is "growing up." DeBra declared that 90 per cent of the screen time of all the nations of the world is occupied by American motion picture entertainment.

The premiere of "Citizen Saint" was held at the Erlanger Theatre here with hundreds of priests, sisters and Catholic laymen attending . . . "Comeback," a 26-minute film distributed through the office of vocational rehabilitation of the FSA, was screened here at a meeting of the Buffalo Claims Ass'n.

Sam Rinzler Heading UJA Exhibitor Group

NEW YORK—Sam Rinzler has been named chairman of an independent exhibitors' committee in the motion picture industry's drive to raise $2,100,000 for the United Jewish Appeal. Other members of the committee who were appointed at the first general meeting for the organization of film company chairmen at the Hotel Astor during the week were David Weinstock, Edward Rugoff, Harry Brandt, Julius Joelson, Si Fabian, Max A. Cohen and Leo Brecher.

Matthew Fox, one of the four co-chairmen for metropolitan New York, presided at the Hotel Astor meeting which was attended by Barney Balaban, national chairman of the motion picture division, who stressed the fact that twice as much is needed this year to carry out the work of the UJA. Fox and Emil Friedlander, another of the co-chairmen for metropolitan New York, initiated extensive plans for a home office drive which will get under way within the next week so that the drive can be terminated by the end of May.

Others present at the meeting were Jack Cohn, Leopold Friedman, Leonard H. Goldenson, Arthur Israel jr., Harry Kalmine, Malcolm Kingsberg, Harry Michalson, W. C. Michel, Harold Rinzler, Abe Schneider, Samuel Schneider, Adolph Schimel, Sol Schwartz, Sam Shain, J. J. Unger, Dr. Isadore Lubin, Al Zimbalist and Peter Colwin, national trade director of the UJA; Maurice Firth, trade secretary of the New York division of the UJA, Philip Chasin of the Joint Defense Appeal and Sam Friedman of the UJA. All present constituted themselves chairmen for their respective companies and agreed to undertake organizing activities among home office executives and employes.

Rose Files Counterclaim To James Mason Action

NEW YORK—David Rose has entered a counterclaim for $1,760,000 against James Mason, British actor, and has filed a general denial of charges brought by Mason when he filed for a declaratory judgment against Rose in U.S. district court.

When Rose returned from Europe early last March, Mason began a proceeding in district court seeking $1,760,000 in damages or a declaratory judgment against Rose. The action was a countermove to a complaint Rose filed against the actor in California, charging that Mason reneged on a contract to form a film company with him.

In the action Mason brought last month, his attorneys, Schwartz and Frohlich, declared the complaint filed by Rose in California has prevented the actor from making other deals.

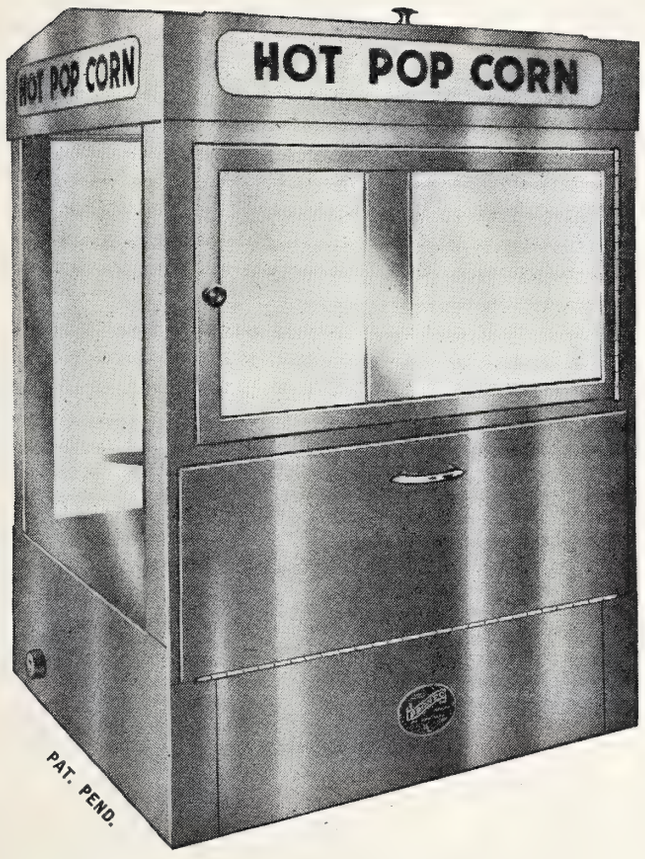
New Assistant at Troy

TROY—Harold Reed is the new assistant manager of the Warner here. He has succeeded Lloyd Burnip, who resigned. Reed had been assistant to Vic Bunze at the American here and had been stationed at the Lincoln before becoming Sid Sommers' right hand man.

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Foundation Is Pictured As Goodwill Vehicle

(Continued from page 41)

supplement such systems, not supplant them. Foundation funds will be used for the sick, the poor and the unfortunate in the industry and, if need be, their families. There is a 'grass roots' angle to this, in that the sole test is the need, and that need will be passed upon by the local committees."

In addition, he went on, scholarships for worthy children of industry workers, so these youngsters may follow the motion picture industry as a career, are part of the Foundation plans, among other incursions into the field of science, culture and education.

"IDEAS THROWN INTO POT"

"But these are only ideas thrown into the pot," he closed, "along with your ideas, with the final decisions resting in the hands of the trustees."

In attendance in addition to those mentioned:

Joe Saperstein	Johnny Gardner
Max Friedman	Lou Rapp
Jack Bullwinkle	Phil Rapp
Joe Rosen	Oscar Perrin
Ray Smith	Jim Faughan
Gene Vogel	Henry Engle
Max Westebbe	George Seed
Sid Dwore	Sid Summers
Harold Royster	Al LaFlamme
Dick Murphy	Harry Alexander
Leo Rosen	Larry Cowan
Bob Johnson	Burt Lawler
Paul Wallen	Harry Lamont
Jack Goldberg	Herman Jacobs
Alex Sayles	Edgar S. Van Olinda

Sam Gillette Named Trustee For Foundation in Salt Lake

SALT LAKE CITY—Sam Gillette, Tooele, Utah, exhibitor, was named area trustee of the Motion Picture Foundation at a meeting held here Friday morning, April 25.

New GE Electronics Plant In Syracuse Is Opened

SYRACUSE, N. Y.—General Electric's new electronics manufacturing plant, Electronics Park, started production Tuesday (April 15) when the first transmitter assembly lines were transferred from the Thompson road plant, seven miles away. Company executives estimate it will take about a month and a half before all the machinery for building radio transmitters is moved over to the new plant.

Approximately 1,800 employes of the transmitter division will be transferred to Electronics Park. The transmitter division will be made up of nine separate buildings.

N.J. Allied Is Canvassing Dealers for Convention

NEW YORK—The Allied Theatre Owners of New Jersey has mailed distributors, supply dealers and equipment manufacturers 1,500 brochures specifying exhibition regulations for its 28th annual convention at Atlantic City June 23-26.

The event will highlight a theatre equipment show and testimonial banquet to Jack Kirsch, national president of Allied States Ass'n.

E. Thornton Kelley will be convention manager.

"Voice of Theatre Speakers"
JOE HORNSTEIN *has them!*



AT MONTE CARLO SHOWING—Film Rights International release, "Two Anonymous Letters," was screened at the Monte Carlo preview room under the sponsorship of the American Society for Cultural Relations With Italy. Ferruccio Parri, former premier of Italy, left, was guest of honor. Jay Williams of Film Rights, right, welcomed guests.

New Drive-In Corporation To Build in Middletown

ALBANY—Formation of Middletown Drive-In to build an automobile theatre in the Middletown area was revealed here Wednesday. Harry W. Lamont, who now operates drive-ins at Leeds and near Lake George Village, in addition to standard houses in four small towns, is one of the incorporators of the new company. Attorney Lewis A. Sumberg of Albany, and Lawrence T. Harrington of Montclair, are also incorporators. Sumberg made the announcement. Lamont had said on Monday night that he intended to be in New York Wednesday and probably would have definite news on the Middletown setup by the end of the week.

It is believed that the Middletown drive-in, like others constructed by Lamont, will be small. He does not go in for elaborate setups. Middletown is in the New York exchange district, but Lamont will probably be served from Albany. A report bounded around Film-row several months ago that he would build a drive-in in New Jersey. This did not materialize. Construction of additional drive-ins by Lamont and his partners is likely within the next two years.

Sid Deneau Leaves Schine For SRO Sales Position

ALBANY—Coming as a surprise to local film men, Sid Deneau has resigned as assistant to Louis Schine, head of the Schine circuit, to accept an important sales position with Selznick Releasing Organization in New York.

Deneau had been promoted less than a year ago to Maj. Sandy Lazar's old job as director of the theatre division. Illness of Mrs. Deneau, who has been a patient in a New York hospital for some time, is said to have been one of the reasons for the change.

Rated as a comer in the industry, Deneau started his career as Fabian booker in the local division office, and began with Schine as Lazar's assistant.

Office Union May End Contract Talks Soon

NEW YORK—Talks between the Motion Pirture Home Office Employes Union, Local No. H63, IATSE, and MGM's News of the Day and the MGM music publishing subsidiary, Robbins, Feist and Miller, on new contracts covering office workers are expected to be completed within ten days.

Local H63 will not reopen wage negotiations under existing contracts with seven other companies until the Motion Picture Laboratory Technicians Union, Local No. 702, IATSE, has wound up contract renewal talks with 18 film laboratories.

So far the home office workers union has settled job classifications with News of the Day and Robbins, Feist and Miller. The seven contracts to be reopened for wage discussions shortly include Universal, Warners, Paramount News, Ace Film Laboratories in New York and Brooklyn, Music Publishers Holding Co. and Pathe Laboratories. The union board will seek uniform increases of 20 per cent for the office workers at these seven companies, or a minimum rise of $8.

Local H63 contracts with these companies became effective June 1, 1946, with a provision to reopen wage talks in May, 1947.

RCA Appoints H. J. Benham To Brenkert Plant Post

NEW YORK—H. J. Benham, formerly commercial engineer for RCA's theatre equipment section in Camden, N. J., has been made assistant to the president of the Brenkert Light Projection Co., RCA Victor division subsidiary in Detroit, according to J. R. Little, sales manager of RCA's distributed products section. Benham will make a general study of the Detroit plant and take an active part in its management, reporting directly to Karl Brenkert, president.

Benham, who has been with RCA since 1930 when he joined the field organization of the RCA service company, was assigned to make a study of the Brenkert plant in 1941 during RCA's early negotiations for it.

Final Services Are Held For Arthur Dillenbeck

NEW YORK—Funeral services were held Wednesday (April 23) for Arthur O. Dillenbeck, 60, motion picture editor of Household magazine, at the Fairchild funeral parlor, Manhasset, L. I. Dillenbeck was a former advertising agency executive.

He started his career with the Allen advertising agency in New York in 1909 and later became a partner in the Hanff-Metzger agency. When Hanff-Metzger was taken over by Buchanann & Co., Dillenbeck was named vice-president and for some time handled the Paramount account.

Senator Asks Compulsory Playing of U.S. Anthem

PHILADELPHIA—State Sen. Anthony J. DiSilvestro of Philadelphia last week introduced a bill in the legislature at Harrisburg which would make it compulsory for the "Star-Spangled Banner" to be played before all performances in places of public assembly, including motion picture houses, legitimate theatres, and night clubs.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN *has it!*

MPEA to Get Control Of German Showings

NEW YORK—The Motion Picture Export Ass'n has concluded an agreement with American military government officials whereby American film distribution in Germany will soon be demilitarized and turned over to the MPEA, according to a Berlin cable from Irving Maas, vice-president and general manager. Details of the transfer, which is expected to become effective within the next eight weeks, were worked out in a series of conferences between Maas, Brig. Gen. Robert A. McClure, director of AMG's information control division, and members of his staff.

IN ACCORD WITH BRITISH

Maas has also reached "complete accord" with British army heads and industry representatives for film distribution exchange between the American and British zones, under the terms of the Byrnes-Bevin bizonal pact made earlier this year. This agreement embraces release operations in more than 2,000 theatres representing the combined outlets in the American and British zones.

The transfer of controls to MPEA will mark the complete divorcement of AMG from film activities in the American zone. While AMG will still exercise censorship on subjects released, MPEA will otherwise operate with full and unrestricted commercial license as it now does in Austria.

British representatives who attended the interzonal phases of the Berlin conferences included Michael L. G. Balfour, director of the British Information Services Control commission; A. F. C. Brown of the London Control Office; F. G. T. Rainbow of the Control commission for Germany; M. Gumpel of ABC Pathe, London, and R. S. Bromhead, president of the British Commonwealth Film Corp., Ltd.

Before attending the Berlin conferences, Maas held preliminary discussions of matters on the Berlin agenda with American industry executives and representatives in Paris. Arthur M. Loew, president of Loew's International; Joseph H. Seidelman, president of Universal-International; Fay W. Allport and Frank McCarthy, MPAA managers of Europe; Robert E. Vining, MPEA representative in Germany, and the Continental managers of MPEA member companies attended these Paris sessions.

DUE BACK IN N. Y. IN MAY

Maas is due back in New York early in May following his visit to MPEA's office in Vienna and a conference in Prague with Louis Kanturek, MPEA supervisor of eastern Europe.

Outside of MPEA's eight member companies, no other companies have immediate plans for exhibiting their product in Germany in the near future. Monogram is not showing any of its product there, according to Norton V. Ritchey, vice-president in charge of foreign distribution; Republic Pictures declined to comment on the new MPEA agreement, and Sam Seidelman, PRC foreign head, said that his company was "not doing any German business," although he had dispatched a few cables to get the details on the situation there.

MPEA and Poland Approve Film Distribution Deal

NEW YORK—The government of Poland has approved a film distribution agreement with the Motion Picture Export Ass'n for the release of approximately 65 American-made films during 1947-48, according to a cable from Prague. Under the terms of the agreement, the product of MPEA's member companies will be distributed in every population center in Poland with theatre outlets.

Eric Johnston Will Speak At India Film Meeting

NEW YORK—Eric Johnston will be the principal speaker at a banquet in honor of Vijay Bhatt, producer-director of India pictures, at the Waldorf-Astoria May 6. The banquet will be part of the program of the India Film Conference to be held here May 5 to May 8, according to Hari Govil, founder-director of the India Society of America.

On May 5 an informal reception and inaugural address will be given by Govil at the Wings club, Hotel Biltmore, to producers, distributors and authorities in the field of documentary films. "Ways and Means for Promoting Cultural Contacts Between India and America Through the Use of Films," will be discussed. The conference will be brought to a close with a showing of "The Story of Ram Rajah," produced and directed by Bhatt of Prakash Pictures, Bombay, India, at the Museum of Modern Art at 8:30 p. m. May 7.

Philadelphia Video Association Formed

PHILADELPHIA — Representatives from all fields interested in the growth of video met here and organized the Television Ass'n of Philadelphia.

Attending were representatives of motion picture theatres, advertising agencies who are engaged in television production, manufacturers of television sets, distributors, television broadcasters—both those in operation and the potential—and representatives of utilities.

Purpose of the organization, according to Ken Stowman, newly appointed television director of station WFIL, who was elected temporary chairman, is to exchange ideas and keep abreast of new developments in video.



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ALBANY, N. Y.—Albany Theatre Supply Co., 1046 Broadway.

ALBANY 4, N. Y.—Empire Theatre Supply Co., 1003 Broadway. Telephone: 5-9507.

AUBURN, N. Y.—Auburn Theatre Equipment Co., 5 Court Street. Telephone: No. 695. Emergency Telephone: 1439.

BALTIMORE, MD.—J. F. Dusman, 2021 N. Charles St.

FORTY FORT, PA.—Vincent M. Tate, 1620 Wyoming Ave.

NEW YORK CITY—Amusement Supply Co., Inc., 341 West 44th Street. Telephone: Circle 6-0850.

WASHINGTON

The K-B Amusement Co. has made a request of the film companies for competitive bidding for its Atlas Theatre over the Beverly Theatre, owned and operated by Warner Bros. Both theatres seat 1,000 and are in the northeast section of the District. The Atlas, in the same zone with the Beverly and Warners' Apollo, has been playing pictures after the Apollo. This is the first case of a request for competitive bidding in the District of Columbia.

Columbia's district manager, Sam Galanty, left April 27 for a vacation in California . . . The Highway Express lines' manager, Ralph Binns, is a new grandfather. The baby's name is Carol Jane Hemingsen . . . Ralph DeBurgos, former salesman, is now branch manager of the Wheeler Film Co. with Sam Epstein as office manager . . . May Feldman, for ten years with 20th-Fox, has resigned to accept a position with the Wheeler Film Co. She was presented with a gift certificate from the Fox Family club.

United Artist's district manager, Mark Silver, was in town this week . . . "Spud" Query came in from Marion, Va., to book and buy for his circuit . . . Mrs. Arthur Jacobson is spending several days in Atlantic City . . . Fred Rohrs, PRC district manager, spent several days in Norfolk and Baltimore this week . . . Frances Altman is the new contract clerk at PRC . . . Anne Zibura is resigning to await a visit from the stork.

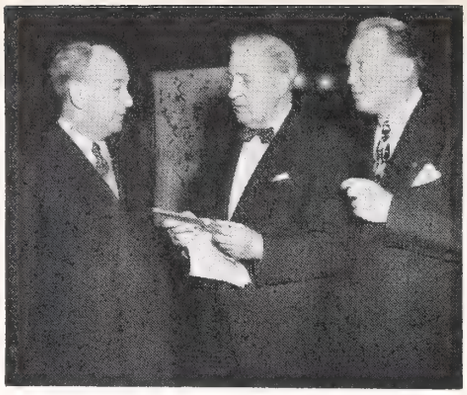
At Universal Manager Harry Martin and Salesmen Vince Doughtery and Barney Frank were out fighting severe colds . . . Natalie Kaufman has announced her engagement to Robert Cohen . . . Mary Pennini has resigned . . . Adelta Clements, Mary Grasso and Beverly Hall were hostesses at a baby shower given for Josephine Grasso Smith, former cashier . . . Head Shipper Dorothy Prestelle celebrated her 20th year with Universal Wednesday when she received many gifts from her fellow workers . . . Cashier Walter Bangs is planning a vacation in New Orleans.

Anne Griffin, Eilleen Olivier and Joyce Reed were hostesses at a baby shower given for Millie Lodge, contract department at 20th-Fox Thursday evening at Miss Griffin's apartment . . . District Manager C. E. Peppiatt and Branch Manager Glenn Norris visited Baltimore exhibitors Wednesday . . . The quarantine sign has been taken off the O'Leary's door, since daughter Maureen has fully recovered from an attack of scarlet fever . . . A former salesman in the Washington branch, Sam Diamond, who went to Philadelphia to accept a sales managership, has resigned to head the PRC office in Philadelphia.

Lou Ramm, Equity Film, sends post cards from Hot Springs, Ark., where he is relaxing . . . The Jack Jacksons, Buchanan Theatre, are parents of a new daughter . . . Anne Griffin attended the National Women's Press club dinner at which President and Mrs. Truman were present last Saturday night . . . Many happy returns to the MGM branch manager, Jerry Adams, who celebrated his birthday Wednesday.

Monogram's branch manager, Jack Safer visited exhibitors in Charlottesville, Richmond, Norfolk and Roanoke . . . Anne Hanower can vouch for the fact that Charlie Stofberg caught about 50 perch last Sunday. She met him on the way home carrying his catch . . . At Paramount Bob Cunningham replaces H. F. Henderson as the office manager . . . Pat Newberry has been promoted there from booker's stenographer to student booker . . . The Al Bensons are farm hunting . . . Muriel Downs has resigned to await a visit from Mr. Stork.

THE IDEAL THEATRE CHAIRS
JOE HORNSTEIN *has them!*



RECEIVES MOD CHECK — Commissioner John Russell Young (center), general chairman of the 1947 polio drive in Washington, receives a check and a report that the D. C. theatres collected a total of $79,353.60 in the 1947 March of Dimes drive. Presenting the check were John J. Payette (left) and Carter T. Barron (right), co-chairmen of the theatre unit of the campaign.

Payette and Barron Give MOD Figures

WASHINGTON—John J. Payette and Carter T. Barron, co-chairmen of the theatre unit of the 1947 March of Dimes of Metropolitan Washington, reported to Commissioner John Russell Young, general chairman, that Washington theatres collected a total of $79,353.60 during the campaign.

Julian Brylawski, president of the Motion Picture Theatres of Metropolitan Washington, had endorsed the 1947 campaign and pledged full cooperation with Barron and Payette.

Abandoned this year were the midnight shows at the Howard, Capitol and Earle theatres, the Command Performance at the National Theatre and other activities. Also, in comparison to the 1946 drive, the collecting period lasted ten days in some of the theatres and in others 11 days.

The co-chairmen were assisted by the following local theatre men:

Brylawski, Sidney Lust, Louis Bernheimer, Harry Bachman, Ike Weiner, John Allen, Wade Skinner, Roland Robbins, Sol Sorkin, Nate Golden, Samuel Cummings, Mrs. Louise N. Miller, Fred Kogod, Samuel Ashman, Jimmy Lake, Gene Ford, Edmund Plohn and Ashley Abendshein. Also assisting were managers of each local theatre.

Frank La Falce was campaign manager.

Washington theatres collected $79,353.60 during the 1947 March of Dimes drive, according to a report to Commissioner John Russell Young, general chairman, by John Payette and Carter T. Barron, co-chairman of the theatre unit of the campaign. In contrasting the 1947 theatre collections against last year it is interesting to note that in 1946 the collection period ran ten days in some theatres and 11 days in others. In addition the $79,353.60 total was obtained without benefit of the midnight shows at the Earle, Capitol and Howard theatres, the Command Performance at the National Theatre, and other activities abandoned this year. The MPTO of Metropolitan Washington, of which Julian Brylawski is president, endorsed the 1947 campaign and pledged full cooperation to Carter Barron and John Payette.

PHILADELPHIA

Ed Hunter, former BOXOFFICE correspondent and night city editor of the late Philadelphia Record, is now doing sports publicity for the University of Pennsylvania. Ed reports his son Dick, a theological student at Princeton, is engaged . . . Eugene Ormandy, musical director of the Philadelphia orchestra, has called off his proposed European tour, partly because of his first venture into the motion picture field. He starts work in May for RKO, filming "Counterpoint." After that, he will spend the summer with friends on the coast.

Angle Hunters: Bernard Simon, New York theatrical press agent, batted out his brains here this week to get a feature plug for the play, "Young Man's Fancy," on the radio. He finally arranged for the playwrights to be interviewed on the Drake Celebrity club program. They appeared, talked at length about "our play," and plumb forgot to mention the name of the show!

None of the reviewers or tub-thumpers around town noticed that Eddie Kane played Ziegfeld in that brief Winter Garden sequence in "The Jolson Story." Eddie, a Philadelphian, has been in Hollywood for years, and also played Ziegfeld in "The Broadway Melody," the first musical sound picture.

Charles Jackson, author of "Lost Weekend," will be guest speaker at the last of a series of famous author luncheons sponsored by the Bulletin . . . The Warner club is planning a dinner dance at the Cedarbrook Country club June 6 . . . The Warner gang is getting ready to move into new quarters on Filmrow early next month.

A new business procedure was introduced by the Penn Mutual Life Insurance Co. when it presented its annual report to policyholders in the form of an animated sound film. About 4,000 persons saw the film, which was shown at the Bellevue-Stratford hotel three times in one afternoon.

Jack Kraker, former head of the local office of Ross Federal Service, has been named Philadelphia representative for Selznick Releasing Organization. Kraker was at one time a branch manager for Paramount in Milwaukee . . . Ted Schlanger and Ev Callow of the Warner organiaztion, were appointed joint chairmen of the publicity committee of the 1947 cancer drive in Philadelphia . . . Mrs. Lucy H. Love, secretary of the Pennsylvania censor board, has resigned after serving in that post for almost eight years. Thus far there has been no replacement.

AGVA National Officers Sue Philadelphia Local

PHILADELPHIA—In the latest of a series of court tilts, the national officers of the American Guild of Variety Artists, are suing officers of its Philadelphia local for $500,000 damages for alleged defamation of character.

Filed in U.S. district court, the suit named as defendants Richard Jones, executive secretary of Local 6; James Evans, president; Doc Irving, first vice-president; Al Tay, second vice-president; and three directors, Mickey Alpert, Harry Lewis and Frankie Richardson.

The plaintiffs are Matt Shelvey, national director; David Fox, assistant national director, and four national representatives: Richard Reisman, Emil Lowe, Max Bernstein and Frederick Dale.

The suit is the outgrowth of efforts by the national officers last February to oust Jones and other Local 6 officers from the Philadelphia office of the guild.

Buffalo Variety Club Organizes for 1947

BUFFALO—Dewey Michaels of the Palace Theatre has assumed office as chief barker of the Buffalo Variety Club for 1947 and a complete organization of committees has been set up.

Officers besides Michaels are William Dipson of the Erlanger Theatre, first assistant; Myron Gross of the Schine Theatres, second assistant; Harry L. Berkson of Monogram Pictures, dough guy, and W. E. J. Martin of the Courier-Express, property master.

Other officers and committeemen are:

Canvasmen—Arthur Bailey, Little Hippodrome; John G. Chinell, RKO; Murray Whiteman, Song shop; Albert Becker, Becker Theatre Supply; Andrew Gibson, Erlanger Theatre, and Richard Walsh, Strand Theatre, Niagara Falls.

National canvasman—Elmer Lux, RKO; alternate, Robert T. Murphy, 20th Century Theatre.

Convention delegates—Andrew Gibson, Harry L. Berkson, Murray Whiteman and Myron Gross.

Heart committee—Andrew Gibson, Phil Fox, Matt Sullivan, Stanley Kozanowski, Mike Simon, Gus Basil, Dick Walsh and George Mackenna.

House—Jack Chinell, Bill Dipson, Arthur Bailey, Arnold Febrey, Dave Leff, Marvin Atlas, Howard McPherson and Jack Goldstein.

Bylaws—Elmer Lux, Myron Gross, Bob Boasberg, Sid Pfeiffer, Marv Morrison, Jack Chinell and Bill Dipson.

Membership—Myron Gross, Jack Mundstuk, Sam Geffen, Spencer Balser, Effie Bettigole of Syracuse, Abe Harris of Rochester and Fred Schweppe of Binghamton-Elmira.

Publicity—W. E. J. Martin, Bill Brereton, Jack Tucker, Charles B. Taylor and Jack Gilmore.

Tickets—Mike Simon, Dave Freedman, Bill Graham, Bud McDonough, Mike Jasko and Meyer Fox.

Entertainment—Murray Whiteman, Phil Fox, Phil Panoff, Wally Gluck, Jack Grood, Harry Altman, Marvin Jacobs, Myron Gross and Jack Goldstein.

Special events—Phil Panoff, Dave Leff, George Mackenna, Bill Dipson, Elmer Lux, Myron Gross, Marvin Jacobs, Sidney Pfeiffer and Mike Simon.

Payoff (finance)—Harry Berkson, Elmer Lux, Stanley Kozanowski, Constaine "Gus" Basil, Robert T. Murphy, Dave Miller, Manny Brown and Irving Fried.

Utica Orpheum Employe Is Stabbed to Death

ALBANY—Richard A. Williams, 63, veteran maintenance man at Kallett's Orpheum, neighborhood theatre, Utica, was found stabbed to death early Tuesday morning beneath a stairway leading from the lobby. A billfold containing a considerable sum of money was missing, Coroner Herman Haberer said. Another pocketbook with 13 $1 bills was in Williams' pocket, according to the coroner.

The victim had been stabbed twice, but no weapon was discovered. A policeman who arrived soon after the body was discovered stated Williams died from loss of blood. Harry Russell found Williams when he entered the 775-seat house to pick up film.

Coroner Haberer, in announcing he would conduct an autopsy, expressed the belief Williams was stabbed as he descended a stairway leading from the lobby to the theatre basement to get his topcoat. The coroner thought an assailant might have been waiting on the stairway. He could have been looking for the opportunity to crack the safe on the second floor when he encountered Williams.



SUBS FOR HELLINGER—Al Horwits, right, U-I eastern publicity manager, accepted the Edgar Allen Poe award for the best mystery picture of the year from the Mystery Writers of America on behalf of Mark Hellinger. Percival Wilde, left, presented the award for the author's film version of "The Killers" at a dinner at the Henry Hudson hotel.

ALBANY

Appointment of Herman L. Ripps to be Metro district manager for Boston, in addition to Albany, Buffalo and New Haven, will not change his base of operations here. Maurice Wolf, former Boston district manager, has been transferred to the home offices under H. M. Richey.

Jerry Atkin of the Warner publicity and advertising department worked with George Hutchinson, Madison manager, on the children's baseball matinee. Jerry took a bow with the Albany Senators delegation and the local sports editors.

Alex Sayles, Palace manager, has lost 32 pounds since he went on a diet of 1,000 calories and five cigars daily. The Fabian boys laugh when they hear Alex say he has been "cut" to five cheroots.

Harold Royster, Paramount-Publix district manager with headquarters in Poughkeepsie, returned to his home base with Leonard Goldenson, vice-president of the circuit and president of Paramount Service Corp., after the latter addressed the regional organization meeting of the Motion Picture Foundation. Royster supervises the Paramount in Glens Falls and other houses.

The Palace, Fabian's 3,650-seater, has new carpet in the inner lobby, on the stairs and in the mezzanine rotunda. It also has been redecorated by Cyril Murphy, Troy painting contractor. Alex Sayles manages the Palace, which also houses the upstate division offices . . . The balcony of the Grand is being reseated with chairs taken from Proctors, Schenectady. That de luxe house had new seats installed. The work was carried forward at night by the Capitol Motion Picture Supply Co. of New York City, under Benny Perse's direction.

Sam Lefkowitz, Warner district manager, visited Schine headquarters in Gloversville, accompanied by Ray Smith, branch manager . . . Filmrow callers included Charlie Wilson of the Lake, Indian Lake; Mr. and Mrs. Jerry LaRocque of the Fairyland, Utica; Mrs. Percy Quigley and Helen Dolan of the Coxsackie, Coxsackie.

HARRISBURG

Mark Rubinsky, owner of the Rubinsky circuit, returned from New York and began a tour of the circuit . . . Ida Rubinsky, office secretary for the Rubinsky chain, attended two weddings recently, one in Wilkes-Barre, the other in Philadelphia . . . The first anniversary of the Dallas Theatre in nearby Dallastown was celebrated with an Anniversary week program featuring outstanding pictures and special events. The anniversary marked a year under the ownership of Mark Rubinsky.

William Pickalavage, manager of the Lyric, Williamstown, visited here . . . Gilbert Wolfe, road manager for the Rubinsky chain, was ill at his home here . . . Recent film men in town, almost all at the same time, were Max Bruno, PRC; Jack Burgin, manager, and Russell Eichengreen, salesman for Paramount; Sam Diamond, manager, and Bill Solomon, salesman for 20th-Fox.

A private screening of "Stairway to Heaven" was arranged by Bob Sidman, Senate manager, for the city's clergy prior to the regular run at the Senate . . . Mr. and Mrs. Walter Vincent of New York City spent some time with their nephew, Franklin Maury, assistant manager of the Colonial. Vincent is an official of the Wilmer & Vincent-Fabian circuit, of which the Colonial is a unit . . . The Hill Theatre, Camp Hill, newest in the Chertcoff chain, contracted with WKBO for a regular spot three times a week, plugging the current features, Manager Martin Brodsky reports.

Lou Golding of the Fabian chain visited the three houses, State, Colonial and Rio . . . Charles Crouse, until recently a doorman at the Colonial, has returned for visits several times since his retirement. He is building a home at Honeybrook, near Philadelphia . . . Midge Funk Brennan, who held the record of being the oldest employe in point of service at the Senate when she resigned, had a birthday party for her year-old son. Midge's husband, Sergt. Thomas Brennan, now in Guam with the marines, is expected home shortly. Another Funk, the first grandson to arrive in the family which has been associated with theatres for many years, was born recently, the son of Mr. and Mrs. Charles Funk.

The new Elton Theatre in Steelton, eleventh in the Chertcoff chain owned by Harry Chertcoff, Lancaster, is expected to open early in May. At that time the Standard will be closed and Chertcoff will continue to operate the Strand in the same borough, a suburb of Harrisburg. The Elton, its construction almost completed, will resemble the Hill, opened several months ago in Camp Hill, in architectural style.

For "Easy Come, Easy Go" the Colonial arranged two window displays in the business section. In Murphy's store a window was based on the legend, "Let Barry Fitzgerald be an 'Easy Come, Easy Go' guy—You can't afford it, so shop here for real values." The other window display was in Miller's shoe shop, where several stills were displayed of Diana Lynn trying on shoes.

A new theatre guide has been instituted by Harry Chertcoff for his six Chertcoff houses in Harrisburg and vicinity. Under a standing head "Now Playing at Your Friendly Theatre," Chertcoff lists each house, and daily or whenever necessary inserts the current attractions . . . A matinee and evening performance May 3 is scheduled by Paul Whiteman at the Forum.

Pamphlet on Edison Sent to Industry

NEW YORK—Fund headquarters for the Thomas Alva Edison Foundation is mailing an eight-page brochure titled, "You Are the Heir of Edison" to leaders in the 30 industries which Edison's inventions helped start. The booklet outlines the foundation aims in preserving the Edison library and laboratory at West Orange, N. J.; establishing the Edison Center for Invention, Discovery and Research and restoring the nationwide Edison scholastic competition.

Maj. Gen. Edward F. Curtis, vice-president of Eastman Kodak Co., is chairman of the motion picture section of the campaign to raise a fund of $2,590,000. The film industry quota is $400,000. Commenting on the film industry's debt to the inventor. Curtis pointed out that Edison developed the first camera capable of registering sequential impressions on film fast enough to simulate steady motion. Edison also conceived the idea for talking pictures as early as 1889, when he showed a picture in his West Orange laboratory accompanied by a synchronized phonograph record.

Martin Levine to Set Up Foreign Films Agency

NEW YORK—United Foreign Films Distributors is the tentative title for a cooperative agency for the exchange of ideas and the standardization of practices among American distributors of foreign language films now being organized by Martin Levine. Levine, general manager of Brandt Theatres and executive head of Distinguished Films, has discussed the organizational plan with other independent distributors who have encouraged him to proceed with his outlined program, he said.

Levine, who is also president of Tola Productions which produced "The Roosevelt Story," the feature-length documentary of the life of the late president, will leave for Europe in the late spring to arrange for its release abroad in various foreign-language versions. He will also look over new foreign product for possible release here by Distinguished Films.

John Gregg Paine Buried; Was Executive of Ascap

NEW YORK—Funeral services were held at the Frank Campbell funeral home here for John Gregg Paine, 57, general manager of the American Society of Composers, Authors and Publishers. He died suddenly Wednesday 10:45 p. m., of a cerebral hemorrhage, after delivering an address to the National Federation of Music Clubs in Detroit. He is survived by his wife and son.

Paine was active in defending the Ascap before state legislatures and was decorated by the French government in 1939. In 1943 he received a citation of merit from the National Ass'n of American Composers and Conductors. He was appointed to the State department civilian committee to study the interchange of cultures among Pan-American countries by Former Secretary of State Stettinius.

Goldsmith Rejoins Warners

NEW YORK—Jack Goldsmith, formerly with the Warners field staff in the south before entering the navy, has rejoined the company as a member of the home office publicity staff.

Showman Finances Store For Incapacitated Girl

Philadelphia—Employes of the Pearl, one of the Wax chain of theatres, are partners in a unique business enterprise.

It all started when Cora Holland, member of the maintenance staff for 14 years, became physically incapacitated and couldn't continue her work. Manager Paul Kleiman decided to find a business she could handle.

A nearby store owned by the theatre was vacant. Kleiman talked to Mo Wax, owner of the theatre, who put on the money for a candy store. Miss Holland was put in charge of the store, with the profits being split up among the other employes of the theatre.

Word of this good turn spread through the neighborhood, a Negro district (the employes are Negro), and is bringing lots of goodwill to the Wax enterprises.

Scully and Sales Heads Leave for Area Meets

NEW YORK—William A. Scully, U-I vice-president and general sales head, and company sales executives left late in the week for meetings with exhibitors and company field men on plans for eight new films. Product discussed included "The Egg and I," "Odd Man Out," "Great Expectations," "Time Out of Mind," "Buck Privates Come Home," "Ivy," "Brute Force" and "Slave Girl."

Scully's itinerary includes Washington, D. C., and Charlotte; E. T. Gomersall, Scully's assistant, Chicago, Milwaukee, Minneapolis and Detroit; C. J. Feldman, western division manager, Kansas City, Omaha, Des Moines, Denver, Salt Lake City and the west coast; F. J. A. McCarthy, southern and Canadian head, Cincinnati, Indianapolis, Atlanta, St. Louis, Memphis, New Orleans, Dallas and Oklahoma City; Fred Meyers, eastern division manager, Boston, Philadelphia, Pittsburgh, Cleveland, Albany, Buffalo and New Haven.

UA Makes 5 Appointments To Latin America Posts

NEW YORK—United Artists has made five appointments to its Latin America staff. James Raymond, formerly manager in Trinidad, has been named manager in Colombia, succeeding Beno Slesin, who was killed in an airplane crash last February. Raymond is in town conferring with home office heads before taking up his new duties.

Other appointments include Frank G. Berglas, who succeeds Raymond in Trinidad; Adolfo Friedman, named special representative in Uruguay, and Humberto Giancola, who was appointed manager of the branch office in Tuoman, Argentina. Luis Eduardo Londono was named manager of the new office at Barrenquilla, Colombia.

Shift UA Publicity Spots; Beller, Adams Join Staff

NEW YORK—UA has made some assignment shifts in its home office publicity department with the appointment of Larry Beller as metropolitan newspaper contact and Caswell Adams as feature writer.

John Ingram, writer and layout man for the past two years, will handle wire services and syndicates; Rosellen Callahan will head fashions and women's features for newspapers and syndicates. Tess Michaels and Lew Barasch continue as magazine and tradepaper contact, respectively. Beller and Adams are experienced in newspaper and public relations work.

U.S. Culture Films At Mercy of Solons

WASHINGTON—Use of motion pictures to spread American culture throughout the world may be curtailed by an appropriations subcommittee currently studying the State department budget request. Closed hearings were conducted late this week on the subject.

Despite appeals from William Benton, in charge of cultural relations, the Republicans call the radio and film program "propaganda" and members of the committee indicate they believe the information is not appreciated by the people abroad.

Chairman John Taber of the committee is a long-time foe of "government information projects."

Elimination of this cultural relations program would be a major loss to several independent producers in New York and on the coast, who have been making the films on a contract basis.

The radio and film budget was given a fight last year, but the Democratic majority in the senate restored a house cut. This year, however, the senate appears to be as solid against the Benton program.

Three Producer Contracts Authorized by UA Board

NEW YORK—The board of directors of United Artists has authorized a long-term producing deal with Sam Coslow for five musical pictures, all budgeted at more than $1,500,000 and using top name stars.

The board has also authorized a producing deal with Edward Small and Robert Young for two high-budget pictures to be delivered within 18 months. The first, based on a story, "The Lovers," by Sammy Fuller will be followed by another best seller. Young will star in both.

A third producing deal authorized by the UA board was with Edward Gross and a group of associates who will produce an all-star picture based on "Mrs. Mike," which will be budgeted at over $2,000,000. "Mrs. Mike" was the Literary Guild selection for March and the Reader's Digest selection for January.

Neil Agnew Is Married To Henriette Viseux

NEW YORK—Neil Agnew, Selznick Releasing Organization sales head, was married to Henriette Viseux at his farm at Southbury, Conn., April 12, according to word received here this week. The new Mrs. Agnew, who came to this country from France six weeks ago, met her future husband during his business trip to Europe last fall.

Fred Utall, radio producer who has an office in the same building as the Selznick offices here, made it a double wedding ceremony by marrying Joan Barton, radio and film actress, at Agnew's farm the same day.

Milton Skolsky Joins E-L

NEW YORK—Milton Skolsky, brother of Sidney Skolsky, columnist, has joined the Eagle-Lion home office staff as a press book writer. He has been connected with Warners and Paramount.

Diener to UA Ad Staff

NEW YORK—David E. Diener, formerly with the Republic advertising department, has joined United Artists as a copywriter. He will work under Francis Winikus.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(*Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager*)

Pioneer Cameramen Honored in Chicago

CHICAGO—Two pioneer motion picture cameramen were honored guests at the 61st semiannual dinner dance of the Society of Motion Picture Engineers at the Drake hotel here, where the society's five-day convention ended April 25. Both of these half-century veterans of the motion picture business, Oscar B. Depue and Joseph A. Dubray, are residents of Chicago.

Depue has been a partner of Burton Holmes, producer of film travelogs, since 1893, and made his first motion pictures travelog sequence in Rome in 1897. He is still associated with Holmes in the Burton Holmes laboratories here.

Dubray entered the motion picture industry as a cameraman in his native Paris about the turn of the century and later served as a cameraman for MGM and Famous Players-Lasky in Hollywood. Since 1929 he has been associated with Bell & Howell, where he is now service manager for 35mm equipment. Dubray plans to retire next July and return to France.

An unusual entertainment feature of the dinner-dance was the showing of "The Great Train Robbery," produced by Thomas A. Edison in 1903, which was the first motion picture to tell a story. The one-reel film employed only two interior sets, a small railroad station and the inside of a baggage coach. The station cost $400, a pittance compared to the cost of present-day motion picture sets. All shots, including those representing interiors, were made out of doors, since no adequate artificial lighting was then available. The interior sets were mounted on an outdoor turntable stage—probably the forerunner of revolving stages in modern theatres which Edison developed in order to obtain as much sunlight as possible at all hours of the day.

A change of pattern in the planning of future SMPE conventions was revealed by Loren L. Ryder, president of the society, when he announced that the 62nd semiannual convention, to be held at the Hotel Pennsylvania, New York, October 20-24 inclusive, will be devoted primarily to papers on theatre engineering, and that the society plans to emphasize special keynote subjects at future conventions.

Phil Regan, popular Irish tenor of stage, screen and radio, was guest entertainer at the dinner.

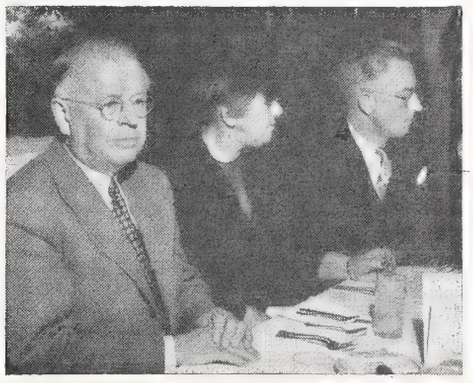
Audio Will Distribute Through Screen Guild

HOLLYWOOD — Audio Pictures, newly formed independent producing company headed by Ferenz H. Fodor, signed a distribution contract with Screen Guild Productions, Inc. First picture to be made under this deal will be an adventure comedy, "Crisis of Dirk Diamond." Second film tentatively slated for production is "Glass House," an original story by John Bright.

Film Effect on Children Helpful, Says Educator

HOLLYWOOD—Motion pictures have a wholesome and constructive influence upon children, Dr. Vierling Kersey, superintendent of Los Angeles city schools, told a national convention of large American city school superintendents.

"Our experience, as well as that of leading criminologists, social welfare workers, other educators, and parent-teacher organizations, has shown that motion pictures are not a significant factor in juvenile delinquency," Dr. Kersey said. "Most of the criticism of Hollywood in this regard is without justification."



Y. Frank Freeman, Paramount vice-president (left), with Dr. Arthur G. Coons, president of Occidental college, and Mrs. Coons at the dinner for the educators. Dr. Coons was one of the speakers. Freeman gave the address of welcome.

Dr. Kersey was the principal speaker at a motion picture industry banquet for the superintendents given by the Ass'n of Motion Picture Producers in the Paramount studio commissary and attended by more than 200 educators, their wives, motion picture stars, studio executives and industry leaders.

"The motion picture industry, through its own system of self-discipline, is doing a fine job in eliminating scenes from pictures that would have a destructive influence upon children," the Los Angeles superintendent said.

"I am not recommending that Hollywood make only children's pictures. Many films, as well as stage plays, books, magazine and newspaper articles, and radio programs, deal with adult themes—the unusual dramatic conflicts over love, crime and tragedies of life.

"And although Hollywood's Production Code helps in avoiding scenes that could be harmful to children, there is no mistaking the responsibility of both the parent and teacher to aid the child in selecting appropriate films—just as the mother and father and the school guide children in selecting proper books, plays, magazine literature and recreation."

School superintendents, Dr. Kersey said, have a special interest in motion pictures as "the favorite form of year-'round entertainment for children."

"The world of motion picture production is keenly alert to its influence upon the mind, emotions and ideals of youth," he added. "As one who knows the industry, I can truthfully say that this industry wants to cooperate with the educators and with the educational trends in this country."

INDUSTRY AIDS EDUCATION

Other speakers at the banquet included N. Peter Rathvon, president of RKO-Radio and chairman of the Visual Education subcommittee of the Motion Picture Ass'n. Motion picture companies have donated or pledged more than $500,000 during the past three years for the advancement of a sound educational film program, Rathvon revealed.

"Even in the nickelodeon days there were those in the industry who saw the vast possibilities of the motion picture as a medium of mass information and education," Rathvon said.

"But the film as a teaching aid up to the time of World War II got practically nowhere, for reasons largely economic but including the very great problems of making instructional films fit a universal audience. There was opposition from educators to the idea of noneducators making educational motion pictures.

TO TEACHING FILMS IN 1936

"Not until 1936 did our industry take its first steps to make its vast production skill and accomplishments available for production of teaching films. These steps included a policy of research and experimentation into classroom films—a policy carried out by the industry as a public service in cooperation with educators.

"Soon after, the industry organized Teaching Film Custodians to make available for schools short subjects and parts of feature films with value for schoolroom use. Much of this material, however, is of meager teaching value.

"World War II showed the great service that could be rendered by instructional pictures, and our industry performed outstanding service in developing and producing training and informational films for the armed forces and government agencies.

"This wartime use of educational films aroused a great desire on the part of the

(Continued on next page)

Executive Travelers

SI SEADLER, MGM eastern advertising head, who has been here checking over the season's product and conferring with executives, planed out for his Gotham headquarters.

William Melniker, director of the theatre department for Loew's International Corp., arrived for huddles before returning to the home office in New York. He had been vacationing in Palm Springs.

* * *

After a hurried trip from New York, Producer Hal Roach returned to New York to pick up where he had left off on releasing negotiations on his forthcoming product.

* * *

Link Quarberg, publicist for Producer Howard Hughes' California Productions which releases through United Artists, flew to Manhattan for confabs with Henry Gold, Hughes' eastern representative, on exploitation and advertising campaigns on "The Sins of Harold Diddlebock" and "Vendetta."

Independent Producer Jules Levey planed out for New York from where he plans to go to New Orleans for the world premiere of his picture "New Orleans" which UA is distributing.

* * *

In Manhattan taking a look-see at story properties was D. A. Doran, executive in the producing department at Paramount.

Loren Ryder, head of Paramount's sound department, flew to Chicago for business huddles.

* * *

Jonie Taps, Columbia music executive, was back at his desk after a three-week stay in New York on business.

* * *

After three weeks in Gotham to set up exploitation campaigns for the opening of "The Other Love" and to work out details of the proposed "Arch of Triumph" world premiere junket to Paris, Bill Blowitz, Enterprise's publicity director, checked back at his desk.

* * *

Dr. Herbert T. Kalmus, president and general manager of Technicolor Motion Picture Corp., left on a business trip to New York where he plans to attend a meeting of the board of directors of Technicolor, Inc.

* * *

In from the east for conferences with John Joseph, Universal-International advertising and publicity chieftain, were Maurice Bergman, eastern publicity and advertising director, and Hank Linet, his assistant.

Independent Producer Sam Woods trained out for Gotham on the first leg of his journey which will take him to England. He plans to stop off in Washington in order to obtain permission from the State department and a passport to enter Russia on his quest for an actress for the lead in "The World in His Arms," which he will make for U-I release.

* * *

Donald M. Nelson, president of the Society of Independent Motion Picture Producers, left on one of his frequent eastern trips. He plans to be back on May 5 and in the interim was scheduled for visits in Chicago, New York and Washington.

* * *

Independent Producer Sol Lesser planed out for Mexico City to look over studio facilities and surrounding locations for the possibility of producing there, "Tarzan and the Mermaids," which will be made for RKO release.

* * *

John Ford and Merian C. Cooper, Argosy Pictures chieftains, returned from Mexico City with the negative of their production "The Fugitive," which was made in that city and which RKO will release. They went south several weeks ago to be on hand for final scoring and dubbing of the film.

* * *

Charles Einfeld, president of Enterprise, and David Loew, chairman of the board, checked back at their desks after business huddles in Gotham . . . After six weeks in Manhattan, Lewis Milestone, director of Enterprise's "Arch of Triumph," returned to the film colony.

* * *

Bernard Goodwin of the Paramount New York home office checked in on the lot for a two-week visit. Goodwin is vice-president of Famous and Paramount music companies, business manager of shorts production and secretary of Du Mont Film Laboratories. Accompanying him was Ed Wolpin, general manager of Famous and Paramount music companies.

* * *

Leonard Spegelglass, Paramount writer, left for Gotham on the first leg of his trip to England. While there he plans to confer with Producer Hal Wallis who is now in England for shooting of his picture "So Evil, My Love."

* * *

Herbert J. Yates, Republic president, and William Saal, his executive aide, planed out for Gotham where Yates will preside over the first business meeting of Republic's reorganized board of directors.

* * *

After a two-week sales trip throughout the south, southwest and northwest territories, F. A. Bateman, general sales manager for Screen Guild Productions, returned to his desk.

* * *

John J. Jones, president of SG flew to St. Louis for conferences with A. R. Dietz, manager of that city's branch. From St. Louis Jones plans to fly to Chicago for huddles with Harry Lorch, Chicago manager, and Larry Jacobs, Indianapolis manager.



THE LOVE THEIR BOSS! — Ex-Balaban & Katz publicity experts now located in Hollywood tendered a testimonial luncheon to William K. Hollander, advertising and publicity head of the Chicago circuit, on his recent visit to Hollywood. Left to right: Lou Smith, A. Mike Vogel, David Lipton (standing), Charles Leonard, Bill Thomas (guest), William H. Pine, Arch Herzoff (standing), Hollander, Harry Hollander (guest), Eugene Murphy, Lou Lipstone (former B&K music department head), Howard Mayer (guest), Hazel Flynn (guest), and standing Jerry Bergman, Irv Kupcinet, Chicago Times columnist (guest), and Dorothy Deere.

Film Effect on Children Helpful, Says Educator

(Continued from preceding page)

industry to extend the value of such films to the schoolroom. Three years ago we approached the American Council on Education with an offer to make educational films, but the council told us that more research was needed.

"Our companies appropriated an initial $125,000 for a five-year program in cooperation with the Council's Commission on Motion Pictures in Education. Under this program more than 125 film treatments have been completed and approved for their classroom worth by even the most critical educators."

Dr. Arthur G. Coons, president of Occidental college and the Educational Film Research Institute, described activities of his institute in promoting use of both theatrical and nontheatrical films in education. Y. Frank Freeman, Paramount vice-president and past president of the Ass'n of Motion Picture Producers, welcomed the visitors.

Star entertainment arranged by the Hollywood Coordinating committee included Red Skelton, Dinah Shore, Andy Russell, Jane Powell, Peter Lind Hayes and Reginald Gardiner. Ronald Reagan, president of the Screen Actors Guild, acted as master of ceremonies.

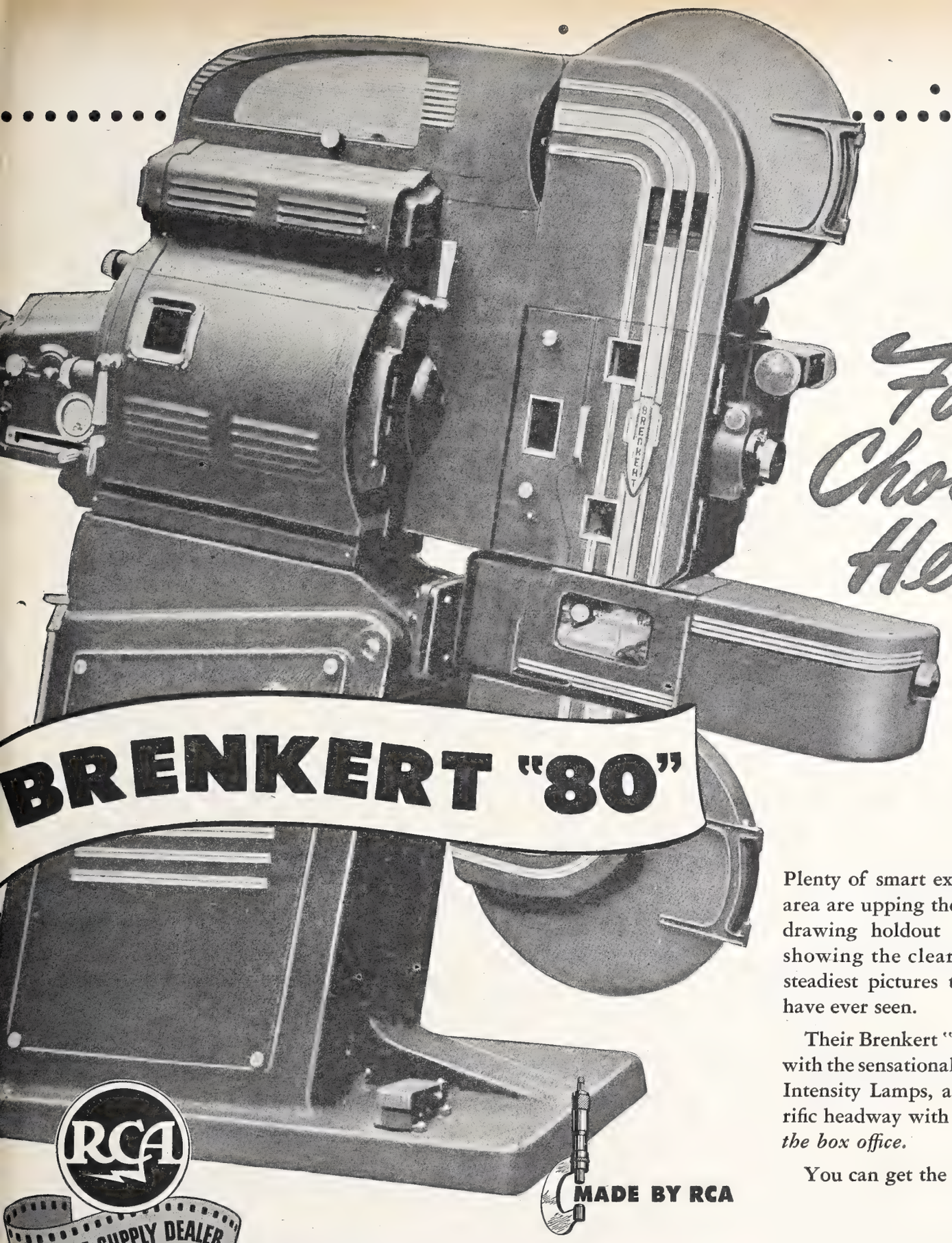
Sam White Plans to Film His 'Baron' in Mexico City

HOLLYWOOD — Sam White, Hollywood producer-director, has just returned from Mexico City where he completed arrangements for the filming of his independent production "The Baron of Arizona," for which no release has as yet been set. The picture will be shot at the RKO studio in Mexico City.

The film will be made in color: Arturo de Cordova will topline in the original story by Tom Bailey, for which Horace McCoy is writing the screenplay. Gabriel Figuero will be the camera man.

Justice Is Vacationing

BELEN, N. M.—Frank Justice, manager of the Onate Theatre here, went to Herington, Kas., to spend a week or so. Mrs. Justice and daughter, Linda, who have been visiting her parents, will return home with him.



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Plenty of smart exhibitors in this area are upping their receipts and drawing holdout crowds . . . by showing the clearest, brightest, steadiest pictures their audiences have ever seen.

Their Brenkert "80" Projectors, with the sensational Brenkert High Intensity Lamps, are making terrific headway with the public *and the box office.*

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2120 Broadway, Denver 2, Colo.

WESTERN THEATRICAL EQUIPMENT CO.
337 Golden Gate Ave., San Francisco 2, Calif.

STUDIO PERSONNELITIES

Barnstormers

Monogram

GALE STORM, Allied Artists star, in Houston, Tex., in conjunction with opening of Roy Del Ruth's "It Happened on Fifth Avenue," made a personal appearance at the Metropolitan Theatre, benefit performance to aid Texas City blast vicims.

Briefies

Paramount

LILA FINN, signed by Producer Jerry Fairbanks to portray herself in "Stunt Girl," a short based on Lila's own stunt-girl film career. Newest in the Unusual Occupations short subject series, the film will be directed by Dick Diamond.

RKO Radio

"Television Turmoil," last of 1946-47 two-reel comedies starring Edgar "Slow Burn" Kennedy, started rolling with Hal Yates directing and George Bilson producing. Another Edgar Kennedy two-reel starrer, "Mother-in-Law's Day," made on the 1945-46 program is being booked throughout the country as a special feature for Mother's day.

Cleffers

Republic

Producer W. Lee Wilder signed PAUL DESSAU for the scoring chore on "Complex," which stars Albert Dekker and Catherine Craig.

Warners

FRANZ WAXMAN assigned by Leo Forbstein to do the score for "The Unsuspected," a Michael Curtiz production.

Meggers

Columbia

JOHN ENGLISH signed by Armand Schaefer, president of Gene Autry Productions, to direct Autry's first independent picture, a western musical, as yet untitled. The screenplay is by Jack Townley and Earl Snell.

WILLIAM CASTLE handed megging chore on the Warner Baxter starrer, "The Crime Doctor's Gamble."

"Song of Idaho," a newly announced action musical, has been added to the production slate of COLBERT CLARK. Barry Shipman has been set to develop the original story.

Directorial chore on the Casey Robinson production, "The Mating of Millie McGonigle," given HENRY LEVIN.

Eagle-Lion

Megging chores on "Clemmy," formerly titled "Clementine," will be handled by ARTHUR LUBIN. Screenplay written by Agnes Johnson and Muriel Roy Bolton.

Monogram

The next in the series of westerns which Barney Sarecky produces, "Code of the Saddle," will be under the direction of TOMMY CARR. Johnny Mack Brown and Raymond Hatton have star roles.

Paramount

COMPTON BENNETT, English director, set to meg "My Own True Love," starring Phyllis Calvert and Melvyn Douglas.

"Big Town Scandals" set as the fourth production of the PINE-THOMAS Big Town series. Philip Reed and Hillary Brooke star in the film for which Milton Raison has been signed to write the original screenplay.

United Artists

Producer Robert S. Golden signed LLOYD BACON to direct two pictures for Golden Productions, first of which will be "Barnstorming," based on a Saturday Evening Post story.

Options

Columbia

JEAN PORTER signed by Sam Katzman to play feminine lead in "Two Blondes and a Red Head," his fourth musical of the season. June Preisser toplines in production. One of the top spots ticketed for JUDY CLARK.

PERCY WARAM ticketed for featured role in "It Had to Be You," starring Ginger Rogers and Cornel Wilde.

Role in "Smoky River Serenade" handed VIRGINIA HUNTER.

SPRING BYINGTON borrowed from Metro for a role in "I Found a Dream."

Eagle-Lion

Joseph Fields Productions has inked LYNN BARI for lead in "Missouri Legend," which Leigh Jason will direct. The screenplay by Joseph Fields and Jerome Chodorov is based on E. B. Ginty's stage play of the same name.

Metro

MILDRED NATWICK, Broadway character actress, returns to Hollywood for role in "The Kissing Bandit."

ALBERT DEKKER handed role in "Cass Timberlane," starring Spencer Tracy and Lana Turner. George Sidney directs the filmization of the Sinclair Lewis novel for Producer Arthur Hornblow jr.

GEORGE ZUCCO added to the cast of the Technicolor musical "The Pirate," starring Judy Garland and Gene Kelly.

TOM DRAKE and DOROTHY PATRICK set for lead roles in "Alias a Gentleman," which Harry Beaumont is directing. WARNER ANDERSON set for featured stint.

Monogram

EVELYN BRENT goes into feminine lead of "Robin Hood of Monterey," a Cisco Kid film. Others signed for cast are NESTOR PAIVA, TRAVIS KENT, DONNA DeMARIO, ALEX MONTOYA and GEORGE MAVARRO.

Paramount

Featured roles in the Alan Ladd-Robert Preston starrer "Whispering Smith," set for JOHN ELDREDGE and DON BARCLAY. Cast additions include MILT KIBBEE and JAMES HYLAN. Roles also given FAY HOLDEN and TOM FADDEN.

Cast additions to the Pine-Thomas color film "Shaggy" included JODY GILBERT and RALPH SANFORD.

VIRGINIA WELLES toplines with Philip Reed and Hillary Brooke in Pine-Thomas' "Big Town After Dark."

GEORGE NOKES, 10-year-old moppet, toplines in the Pine-Thomas color film "Shaggy."

Featured role in the Elmer Rice stage play "Dream Girl" given PEGGY WOOD, Broadway stage actress.

Brenda Joyce and Robert Shayne were signed for the adult leads in "Me and My Dog," a Pine-Thomas production.

RKO Radio

JOE LANDON signed to a two-way contract as an actor and writer. His first assignment will be a polish job on "The Set-Up."

Featured role in Samuel Goldwyn's "The Bishop's Wife" given ELSA LANCHESTER. Film resumed shooting after a four-week layoff for script revision with Henry Koster taking over the directorial reins.

GARY COOPER ticketed to topline in Leo McCarey's Rainbow production, "Good Sam." Film will be based on an original story by McCarey which is about a professional "do-gooder" in a small town whose efforts on behalf of others keep him in hot water.

Republic

Cast additions to the Gene Autry starrer "Robin Hood of Texas" include JAMES FLAVIN and STANLEY ANDREWS.

TITO GUIZAR set for featured role in the Roy Rogers starrer "On the Old Spanish Trail."

WILLIAM "BILL" ELLIOTT, JOHN CARROLL and CATHERINE McLEOD assigned starring roles in "The Fabulous Texan." Edward Ludwig signed as director for Associate Producer Edmund Grainger.

Screen Guild

MARY BRIAN and DOUGLAS BLACKLEY set for featured roles in Maurice Conn's "Dark Bullet."

20th Century-Fox

Topline opposite Don Castle in the Sol M. Wurtzel production, "Flamingo," set for VIRGINIA CHRISTINE.

PAT FLAHERTY, former major league pitcher, handed supporting role in the Technicolor production "Off to Buffalo," which Lloyd Bacon is directing for Producer Walter Morosco.

Cast additions to "The Foxes of Harrow" include BILL WARD, five-year-old moppet, and WILLIAM "BILL" WALKER.

United Artists

JAMES BARTON handed featured role in William Cagney Productions' "The Time of Your Life" in which James Cagney stars.

DORINDA CLIFTON, Hollywood high school graduate, debuts in the femme lead opposite William Boyd in the Hopalong Cassidy production "The Marauders." George Archainbaud directs from the story by Charles Beldon.

JUNE HAVOC handed top role in the Samuel Bischoff production, "Intrigue," starring George Raft.

MARTHA ROSS, 22-year-old brunet of Kansas City, signed to a long-term contract by United California Productions. She is being tested for one of the featured roles in "Joe Macbeth," first slated by UCP.

Topline with Robert Cummings handed DON AMECHE in Triangle Productions' "Sleep, My Love." Douglas Sirk directs.

Universal-International

Magazine cover girl JUNE BRIGHT set for role in "Something in the Wind." Also added to the cast were models MARLE HAYDEN, HENRY PERRY and MARGARITA SEVILLA.

JAMES SEAY cast in "Secret Beyond the Door," Diana production.

ROBERT COOTE and HENRY DANIEL signed for featured roles in the Douglas Fairbanks jr. production "The Exile."

PAUL CAVANAGH added to the cast of "Secret Beyond the Door," a Diana production.

Cast additions to Robert Montgomery's first starring and directing picture "Ride the Pink Horse" include FRED CLARK and RICHARD GAINES.

Featured roles in the Douglas Fairbanks jr. production "The Exile" set for WILLIAM TRENK, OTTO WALDIS and MICHELE HALEY.

PATRICIA ALPHIN and WILLIAM CHING given romantic leads in "The Wistful Widow of Wagon Gap," an Abbott and Costello starrer.

DAN DURYEA, YVONNE DE CARLO and EDMOND O'BRIEN to star in "Black Bart," which Leonard Goldstein will produce and George Sherman direct. Scribbling chore handed by Jack Natteford and Luci Ward.

Warners

Role in "The Voice of the Turtle," starring Ronald Reagan and Alexis Smith, given ERNEST ANDERSON.

Featured part in "Whiplash," which toplines Dane Clark, Alexis Smith and Zachary Scott, slated for JOHN HARMON. DON McGUIRE also set for a role.

Trio of moppets, BILL HENDERSON, JACK McGEE and FRED PRESSEL, set for roles in "Wallflower."

ROBERT ALDA has obtained a release from his contract, which still has a number of years to run. He will free-lance.

JACK CARSON set for leading role in "Romance in High C," a Michael Curtiz production, with OSCAR LEVANT cast for comedy role.

ARTHUR SPACE assigned supporting role in "Silver River," an epic of silver mining.

Scripters

Columbia

MORTON THOMPSON signed to write screen treatment on "A Mother for Mary," original yarn by James Edward Grant which is on Buddy Adler's production slate.

Martin Goldsmith set to do polish job on the script of "Double Take," which will be produced by Cornell Pictures.

Paramount

Polish job on "My Own True Love" handed Writer ARTHUR KOBER. Phyllis Calvert and Melvyn Douglas star in this Val Lewton production.

MILTON RAISON set to write the screenplay of his original treatment of "Speed to Spare" which Pine-Thomas is producing.

Screen Guild

ARTHUR ST. CLAIRE and FRANK WISBAR set to write a screenplay based on James Fenimore Cooper's "Prairie."

United Artists

DEWITT BODEEN set to write the screenplay of the Louis Bromfield novel, "Early Autumn," which will be initial film of Arcadia Productions, newly formed company headed by Benedict Bogeaus and Ida Lupino.

Warners

IRMGARD VON CUBE and ALLEN VINCENT set to do the screen play on the Broadway play, "Autumn Crocus," by Dodie Smith. Henry Blanke produces.

Story Buys

Enterprise

"Pursuit of Love," novel by Nancy Mitford, has been acquired by Producer David Lewis. Yarn is a romantic comedy about English country life and manners.

Republic

"It's Murder, She Says," an original by Charles Moran, has been acquired and added to the production slate of William J. O'Sullivan. Adele Mara will star in the yarn about a femme private eye which George Blair will direct. Royal Cole has been set to collaborate with Moran on the screenplay.

20th Century-Fox

"The Tender Years," story by Jack Jungmeyer jr., has been acquired by Independent Producer Edward L. Alperson. Yarn is slated as his next production replacing the previously announced "The Big Curtain" in which Robert Cummings had been set to star.

Warner Bros.

Michael Curtiz Productions acquired "No Common Clay," an original by Milton Geiger and Robert Metzler. Authors will prepare the screenplay from which Curtiz will direct.

"McCuffey the Great," novel by Ralph McComb, has been purchased and will reunite Sydney Greenstreet and Dane Clark as a team. This is a backstage yarn of a Shakespearean actor who turns magician and a young detective who poses as his assistant.

Technically

Columbia

Lensing assignment on Sam Katzman's Cinecolor production, "The Prince of Thieves," set for FRED JACKMAN jr. BUD SHYER will serve as assistant to Howard Bretherton in directing the action sequences.

Film editorship on "Smoky River Serenade" given PAUL BAROFSKY.

Metro

As dance director for "The Kissing Bandit,"

STANLEY DONEN will devise several numbers for Cyd Charisse, former member of the Ballet Russe. RANDALL DUELL has been appointed art director.

Paramount

Art director chore on the Pine-Thomas color film "Shaggy" handed F. PAUL SYLOS. HOWARD SMITH set as head film editor and ELLIS CARTER as head lenser.

Dialog director chore on "Whispering Smith" handed JAMES VINCENT.

Republic

NICOLAI REMISOFF signed as production designer for the Charles K. Feldman-Lewis Milstone production of John Steinbeck's "The Red Pony," with VICTOR GREENE as art director and ROBERT ALDRICH as assistant director.

Warners

SID HICKOX set to lens "Silver River," which will star Errol Flynn and Ann Sheridan. MAURICE MURPHY signed as dialog director.

Title Changes

Columbia

New handle for "I Found a Dream" is IT HAD TO BE YOU.

KEY WITNESS is the new title given to the feature recently filmed as "Destiny."

Eagle-Lion

ADVENTURES OF CASANOVA set as the new handle for "Captain Casanova."

Monogram

FRONT PAGE SCANDAL is the final handle for "Scareheads," which was formerly titled "The Big Scoop."

Paramount

SHAGGY is the new title for the Pine-Thomas color production formerly known as "Me and My Dog."

Republic

THE FLAME is new tag for "Outcast."

New handle for the Roy Rogers starrer "Heart of Mexico" is now ON THE OLD SPANISH TRAIL. Latter title previously was used for a Joe Kane production which now becomes MONTEREY.

Final title on the Nelson Eddy-Ilona Massey starrer formerly known as "End of the Rainbow" is NORTHWEST OUTPOST.

Stan Ceizyk Is Re-Elected Planet 16mm President

HOLLYWOOD—Stan Ceizyk has been re-elected president of Planet Pictures, producers of 16mm pictures. Other officers renamed: Vice-president, Jack Seaman; secretary and treasurer, Hal N. Potter.

* * *

Admiral Pictures, another 16mm outfit, has completed its initial series, "The Life of Stephen Foster"—12 two-reel musical shorts in color. The subjects were filmed by Telefilm studios. Music was recorded by the King's Men, with Ken Darby composing original arrangements of Foster tunes. Martin Hersh was executive producer, Sam Hersh, production manager, and Richard Weston directed.

RKO Cancels Filming Of 'Tower' This Year

HOLLYWOOD—RKO has canceled plans to produce "The White Tower" this year, due to difficulties in casting, at this time the major roles of the James Ramsey Ullman novel. Arrangements had been made for Producer-Director Edward Dmytryk to take a complete cast and production crew to the Swiss Alps for the filming of the picture on the actual locale.

Paul Lukas, only player who had been set for the cast, will be assigned to a starring role in another RKO film. The production has been rescheduled for the company's 1948 program.

New House for Yuba City

YUBA CITY, CALIF.—Mike Naify, head of the T&D Jr. Enterprises, operating Smith's Theatre here, has indicated willingness to build a new theatre at Plumas and Church streets just as soon as a priority can be obtained.

Spearheads

By IVAN SPEAR

LIPS that touch likker shall never touch mine," a bon mot widely employed at the turn of the century, could be paraphrased to describe the current state of agitation in which Arch Reeve and his so-called Public Information Committee find themselves because reportedly a number of Hollywood stars have contracted to furnish endorsements to be used in a national advertising campaign for Schaeffer beer.

Way back in 1934, the Public Information Committee of the Motion Picture Industry—eastern division—resolved that screen stars should not publicly endorse any libation more potent than Pepsi-Cola. Such weighty resolution promptly was paralleled by the PICMPI—western division, which is Reeve's aggregation of tub thumpers.

Several reasons were advanced for the drink-'em-if-you-wish-but-never-endorse-'em policy established by the lads who collectively undertake to improve the industry's over-all public relations. Not only would endorsements of intoxicants cause diehard prohibitionists to kindle a new hate for the screen, but many parents and teachers groups would resent widespread public presentation of screen idols lending their charms and commendations to alcoholic beverages. Bad example for impressionable youngsters, ya know.

Word that Schaeffer beer through its advertising agents—Batten, Barton, Durstine and Osborn—was preparing to violate this long-standing ban stirred Reeve into action. Letters were dispatched to all major studios reminding them of the taboo.

Possibly there is sound logic behind the no-likker-endorsements policy. But the zealous activities to make sure that it is enforced appear slightly paradoxical in view of the commentary on Hollywood's tastes and habits reflected by widely printed, contemporary headlines. Such sordid situations as the one which sent Lawrence Tierney to jail for continued excessive public imbibing and the Frank Sinatra-Lee Mortimer imbroglio at one of Cinemania's wettest night spots—to list just a pair—are typical.

After all, youngsters and the drys are more apt to read such lurid news stories than beer advertisements. In view of which, endorsement by a handful of mummers of a given brand of suds probably would do little to further blacken the fair name of Hollywood. It seems reasonable to assume that readers of the publications in which the beer advertisements might appear already entertain some slight suspicion that the screen's valiant and glamorous occasionally touch a drop—provided their arms are sufficiently twisted.

Again Hollywood public relations procedure swallows (naughty word) a camel and strains at a gnat.

* * *

Sluggings and scandals you need never fear,
Just so long as you don't have a good word for beer.
Get as drunk as you please an' get thrown into jail,
But avoid like the plague an endorsement for ale.

→

Frankieboy's slugging of Columnist Mortimer—whether or not it was with benefit of strong-arm stooges—establishes him along with Errol Flynn as one of the film colony's musclemen who specialize in clipping reporters on matters cinematic. Flynn, it will be recalled, had a somewhat similar engagement with Columnist-Commentator Jimmie Fidler. Some enterprising fight promoter could do right well for himself by now matching Sinatra and Flynn for ten rounds to a decision in Ciro's parking lot.

Incidentally, Sinatra's widely publicized go at fisticuffs was a sad blow to Bernie Kamins, guess agent for Jesse Lasky-Walter McEwen Productions. Bernie, the Bashful Boy Blurber, had been doing his best to convince press and public that it was a stroke of masterful casting which selected the swoon-crooner to portray a humble, kindly priest in the upcoming "The Miracle of the Bells," when Frankieboy ups and demonstrates his propensity toward the title role in "The Slugger of Sunset Strip."

→

TITLE TINKERS CORNER:

Submitted as the all-time, undisputed, title-change champion is a forthcoming release from Republic. It started its production life as "Russian River" and then consecutively was known as "Will Tomorrow Ever Come," the Nelson Eddy production, "One Exciting Kiss," "End of the Rainbow" and "Northwest Outpost," which studio flacks say is to be the release title. Hollywood bookies are laying ten to one they're wrong—niggardly odds, in view of past performances.

A Sam Katzman Production at Columbia started out as "Three Blondes and a Redhead." When it reached the cameras it had been cut to "Two Blondes and a Redhead." The same gambling gentry offers even money that e'er it is released the title will be down to "A Redhead." Again the odds are short. Remember Sharecropper Katzman's age.

→

With no mean fanfare, Praise Pundit Perry Lieber informed a breathless world that the RKO Radio studio commissary had installed "an elaborate soda fountain and an alluring menu of banana splits and other fancy ice cream dishes."

When Hollywood newshawks observe Lieber and Nat James toasting one another over a pair of banana splits they can die happy. They will have seen everything.

→

George Brown's busy blurbers at Paramount are responsible for the press-stopping item about the installation by Pine and Thomas of a new shoe sterilizing method, a machine that cleanses and sterilizes stock footwear used by bit, atmosphere and extra players. Dr. Silas H. Treinis was listed as the inventor of this boon to mankind.

Considering the number of buggy rides from which he has walked home, understandable is Producer Bill Thomas' interest in the Sani-Shu Sterilizer, its impressive official designation.

And if he's a good boy, Sharecroppers P&T may even loan the miracle machine to Blurber Brown so that such down-at-the-heel items might be subjected to a quick sterilization once-over before they are foisted on a defenseless press.

Republic Men at Third and Final Hollywood Session







Snapped at the third and final session of Republic's annual series of sales meetings at the North Hollywood studio were the groups shown in the accompanying photos.

Top panel. At a luncheon held for branch managers and Republic studio personnel, clockwise around the table: Hy Glick, studio controller; Jack Mullen, assistant studio publicity director; Allan Dwan, Miss Fanchon, Mike Frankovich; Steve Auer and Joe Kane, associate producers; Portland Manager George Mitchell; Western District Manager Earl Collins; J. E. Baker, executive in charge of the production department; Allen Wilson, vice-president in charge of studio production; Ralph Carmichael, Los Angeles manager; Thomas McMahon, Salt Lake City; Sidney Picker, associate producer; Paul McElhinney, Seattle; Mel Tucker, associate producer; Gene Gerbase, Denver; Al Santell, associate producer-director, and S. F. Martenstein, San Francisco.

Center panel. Group poses for a picture on the steps of the studio building, first row: Manager Ralph Carmichael, Los Angeles; Allen Wilson, vice-president in charge of studio production; Herbert J. Yates, Republic president; James R. Grainger, executive vice-president in charge of sales and distribution; Earl R. Collins, western district manager. Second row: George Mitchell, Portland manager; Paul McElhinney, Seattle; Thomas McMahon, Salt Lake City; Gene Gerbase, Denver; S. C. Martenstein, San Francisco.

Bottom panel. Republic's sales managers talk things over: Manager S. C. Martenstein, San Francisco; Grainger; Gene Gerbase, Denver, and Collins.

Oregon Exhibitors Will Sponsor Big Benefit for Shrine Hospital

PORTLAND—The show of the year is scheduled for the Mayfair Theatre May 8, according to Manager Herb Royster. It will be sponsored by the motion picture exhibitors of Oregon, and the entire gross from the huge event will go to help the Shrine hospital for crippled children.

All hands are donating their services, according to Herman Kenin, president of Theatrical Stage Employes Local 28, which will pay stagehands and other technicians from the union treasury. The theatre is made available by Parker-Hamrick-Evergreen Theatres. Living expenses for guest artists will be absorbed by the Benson and Congress hotels.

Jackie Souders, orchestra leader, will be the guest conductor of Jerry Van Hoomisen's orchestra from Cole McElroy's Spanish ballroom.

A special act is being produced by Dr. Charles Wheeler and Owen Carr of the Multnomah Athletic club from members of the club's weight lifting team. Seventy members of Multnomah Athletic club's glee club will be presented under direction of Chester Duncan.

Five acts of vaudeville are also on the program and a film from a major studio will be shown. Tickets for the benefit will be handled by a special committee of Shriners, and also be on sale at the Mayfair.

Following the Mayfair show, major theatres of Oregon will run motion pictures and present proceeds to the Shrine hospital fund.

All film company managers in Oregon are cooperating in the fund drive by obtaining films for these showings through their home offices. The managers include the dean of Filmrow, Lou Amacher of MGM; Charles Powers, 20th-Fox; A. J. Sullivan, United Artists; Joe Smith, RKO; Henry Hostine, Paramount; Al Oxtoby, Warners; R. O. "Slats" Wilson, Universal; Jimmy Beal, Columbia; Jack Partin, Screen Classics; Mose Burles, Monogram, and George Mitchell, Republic.

A special booking committee to supply pictures for theatres around the state has as members, Al Forman of United Theatres Corp. of Oregon, Jack Lovet of Oregon Theatre Cooperative, William Graper jr., secretary of the Oregon Exhibitors' Ass'n., Amacher, and Charles Powers of 20th-Fox.

New Durango Film Named

HOLLYWOOD—"Whirlwind Raiders" is the title of a feature added to the slate of Columbia Producer Colbert Clark, with Norman Hall assigned to develop the original story. "Raiders" will be the fifth picture in next season's Durango Kid series starring Charles Starrett and Smiley Burnette. Screenplays on the first four of the series have been completed with "Buckaroo From Powder River" set as the first to roll.

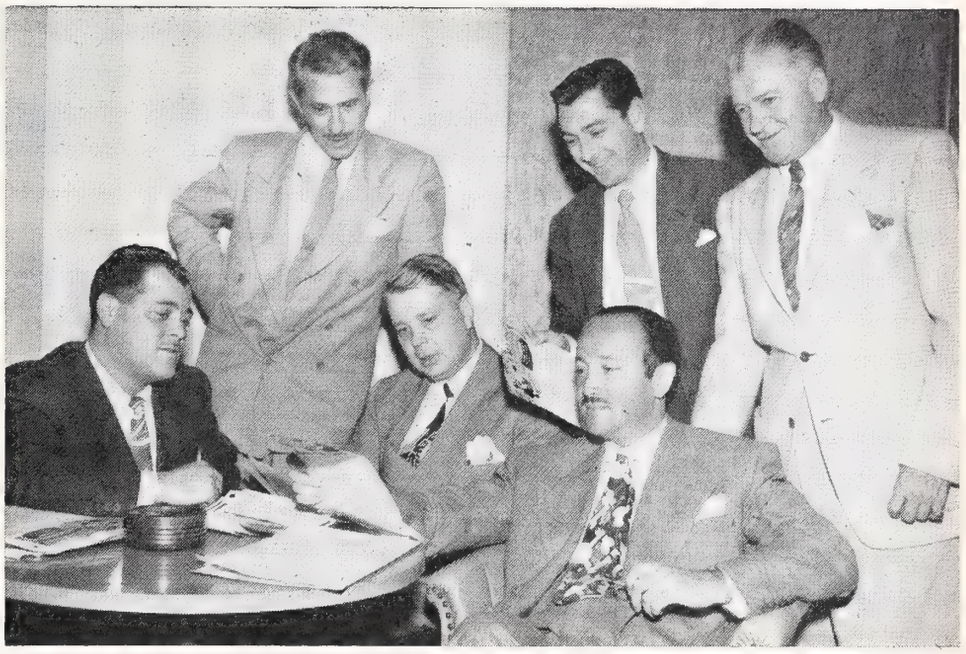
CINEMA CAPITAL LAYS PLANS TO ENTERTAIN VARIETY CLUBS

Production Heads Unite In Extending Welcome To Visiting Barkers

LOS ANGELES—More than 800 barkers—808 to be exact—already are definitely committed to attend the 11th annual convention of Variety Clubs, with the opening date nearly a month away. The conclave is set to be held here May 13-17.

Latest tabulation shows Tent No. 17, Dallas, having the largest delegation thus far with 122 reservations. Atlanta telegraphed 25 additional names to put Tent No. 21 in second place with 97, and Tent No. 1, Pittsburgh, was third with 74.

Early advance registrations from other cities were: Tent No. 2, Columbus, 6; No. 3, Cincinnati, 23; No. 4, St. Louis, 9; No. 5, Detroit, 39; No. 6, Cleveland, 13; No. 7, Buffalo, 21; No. 9, Albany, 13; No. 10, Indianapolis, 32; No. 11, Washington, 52; No. 12, Minneapolis, 17; No. 13, Philadelphia, 37; No. 15, Des Moines, 10; No. 16, Omaha, 9; No. 18, Dayton, 6; No. 19, Baltimore, 68; No. 20, Memphis, 16; No. 22, Oklahoma City, 16; No. 23, Boston, 44; No. 24, Charlotte, 18; No. 26, Chicago, 16; No. 27, Grand Rapids, 4; No. 28, Toronto, Canada, 13; No. 29, Mexico City, 6; No. 30, Toledo, 3; No. 32, San Francisco, 6.



MAP CONVENTION PLANS—Publicity and advertising committees meet to map plans for the Variety Clubs International annual convention to be held in Los Angeles May 13-17. Left to right, seated, Seymour Peiser, publicity director, Fox West Coast theatres; Thornton Sargent, public relations director, National Theatre Corp.; Sherril Corwin, vice-president and general manager, Metropolitan Theatres Corp. and chairman of convention publicity committee. Standing, James Luntzel, coordinator Hollywood Publicity Associates; James J. Campbell, account executive, HPA, and Norman Manning, coordinator of convention activities for Charles P. Skouras.

WELCOME FROM PRODUCTION

Meanwhile to assure the visitors that they will receive a hearty welcome to the land from which come the motion pictures they distribute or exhibit, studio production united in extending greetings.

Louis B. Mayer, production head of MGM, declared: "Symbolized in the spirit of Variety is the great unselfish heart of the American showman. In practice and tradition, he is always first to extend a helping hand to those in want. I know of no fellowship so devoted to the finest ideals of humanity, and it is with great pride that I am privileged to share the sincere welcome extended by the entire motion picture industry."

Harry Cohn of Columbia said: "It is a pleasure for Columbia Pictures to welcome to Hollywood the convention of International Variety Clubs. It is of particular interest that these 1,200 important exhibitors and distributors should meet in Hollywood where their pictures are made. There is good reason to believe that this convention will result in a better understanding between the makers of films and those who distribute and exhibit them. Such compatibility must reflect to the benefit of the theatregoing public."

ZANUCK PRAISES BARKERS

Darryl F. Zanuck, production head of 20th-Fox, extending his welcome, said: "When 1,200 men who are leaders in the exhibition and distribution field of the motion picture industry can travel from the four quarters of our country to dedicate their attention to the furtherance of human welfare, we of Hollywood owe high praise and gratitude to them, and are honored by their presence here. It is a privilege to extend a welcome on behalf of 20th-Fox studios to the attending members of the 1947 Variety clubs convention. To each and every member of the Variety clubs go my earnest wishes for the success of this great-hearted organization and its current convention."

Henry Ginsberg, president of Paramount studios, said: "The choice of Hollywood by Variety Clubs International for the 1947 convention is highly significant to the entire motion picture industry. It will afford those who produce the nation's films an opportunity to renew close contacts with the exhibitors and distributors who present our productions directly to the public. We in the studios know these members, not merely as business men, but also as leaders in charitable work ever since the first tent was formed 20 years ago. Paramount is proud to have recently filmed the clubs' story in 'Variety Girl,' considering it such a laudable subject that we placed every star on the studio's roster in the cast. We at Paramount are happy that these men who are convening in Hollywood are part of our industry and we welcome them warmly."

Steve Broidy, president of Monogram Pictures and Allied Artists Productions, said: "To those who realize and thus are interested in the widespread charitable activities of the Variety clubs, it is gratifying that this year's international convention will convene in Hollywood. It means that 1,200 of the country's most important motion picture exhibitors and distributors will be brought into direct contact with the producers of American films. Not only will this redound to the benefit of the Variety clubs, which are assisted by the country's entire entertainment industry, but the meeting will afford the opportunity of on-the-spot discussions of many questions which vitally affect the conduct of our business. It is an opportunity such as we have never had before."

YATES TELLS OF GOOD DEEDS

Nate Blumberg, president of Universal-International, said: "We at Universal-International join with all southern California in welcoming to Los Angeles the international convention of Variety. It is entirely fitting that this convention of the men who, for the most part are concerned with the exhibition and distribution of motion pictures, should meet here in the film capital of the world. In addition to the welcome which those in the entertainment field extend to Variety Club delegates, I am sure that all of Los Angeles, aware of the great work which this organization carries on, will receive them with open arms."

Statement from Herbert J. Yates, president of Republic Productions, said: "The countless good deeds and humanitarian principles fostered by the Variety clubs is not only further

(Continued on next page)

'The Gold Rush Is Over,' Sam Goldwyn Warns

Los Angeles—In extending a welcome to Variety delegates, Samuel Goldwyn called upon Hollywood to "re-examine its methods" in order to prevent a "recession which could be serious."

"Declining boxoffice returns have indicated for some time now that the gold rush is over; that the gravy train has come to the end of the line," Goldwyn said.

The producer reiterated his belief in fewer and better pictures, and called upon the industry to work in closer relationship with the exhibitor to "revive individual showmanship."

"The public must be wooed and won all over again," he declared.

Hollywood Leaders Welcome Variety

(Continued from preceding page)

evidence of the great heart of show people but also represents the highest ideals of our democratic way of life. Its unselfish and magnificent aid to the distressed, regardless of race, color and creed, has proved an inspiration not only in our own nation but in the far reaches of the world. The 1,200 Variety Club members who gather in Los Angeles for the annual international convention include men from every phase of the entertainment business. Leaders of exhibition, distribution and production are convened in a spirit of good fellowship and common trust. Here is a golden opportunity for all branches of the industry to form a permanent congress that could meet once a year or more to discuss and iron out our mutual problems. Now more than ever we need cooperation and understanding among ourselves. Let us follow the humanitarian leadership of the Variety clubs, to carry on the great accomplishments and traditions of our business. In behalf of the entire Republic organization I welcome you."

N. Peter Rathvon, president of RKO, said: "America's motion picture exhibitors serve as the eyes and ears of the public for Hollywood and all of us at the RKO studios welcome the opportunity to sit down with 1,200 of the nation's leading showmen for their views on the type of entertainment most wanted by theatre patrons. The opportunity for film producers and exhibitors to get together closely are all too few and I'm delighted at this chance to listen—and learn."

"INDUSTRY FEELS HONORED"

Jack Warner, vice-president in charge of production at Warner Bros., said: "The motion picture industry here is honored by its forthcoming role as host to the convention of Variety Clubs International. These men, with their good works and good fellowship, personify the spirit of the entertainment arts and professions. They have chosen as a special field of public service the welfare of ill and underprivileged children. In fact, the first Variety tent was founded to care for a baby abandoned in a theatre. Its destitute mother left a note explaining that she was relying on the traditional kindness and charity of show people. From that incident has come a magnificent response and the growth of a fine organization. Today the Variety clubs of 32 cities sponsor clinics, nurseries and camps; and they provide mobile X-ray units, iron lungs, braces and costly treatments. Such benefits to unfortunate children reflect credit and bring pride to the entire entertainment world."

Eve Ettinger Leaving Columbia

HOLLYWOOD—Eve Ettinger, Columbia story editor, has asked for and received her release, effective May 1. She has been with the company 14 years.



SHARY RECEIVES AWARD — Honored by the Beverly Hills Lodge of B'nai B'rith for his contributions to the advancement of Democratic American ideals as a citizen and as a leader in the motion picture industry, Dore Schary, executive vice-president in charge of production for RKO Radio, is presented with an "Award for Civic Achievement" plaque.

Judge Stanley Mosk (left), president of the lodge, makes the presentation to Schary (center), as Comedian Danny Kaye looks on.

Laemmle Nephews Buy Los Feliz

LOS ANGELES—Max and Kurt Laemmle, nephews of the late Carl Laemmle, founder and president of Universal, have bought the Los Feliz Theatre in Los Feliz Hills and will turn it into a first run neighborhood theatre.

PORTLAND

Further construction on a partly built theatre at DeLake, Ore., owned by Charles Shaney, has been halted by an injunction from U.S. District Judge Sam M. Driver. CPA has declared that the construction work violates the veterans housing act.

Warren Butz has assumed management of the Liberty Theatre in Spokane. A member of the Evergreen staff for many years, Butz left to serve in the army air corps during the war, returned in December 1946 to become assistant manager of the Fox. He later was made assistant manager at the Liberty and now becomes manager.

A permit has been issued for a $35,000 remodeling job on the VFW hall at Kalispell, Mont. Following the remodeling it will be known as the Orpheum Theatre. Work will begin May 1.

Joe C. Barry, location manager for WB, is chasing all over the Hood River valley looking for a four-horse tallyho and a two-horse surrey. They are needed for location shots in filming the beautiful Hood River valley in blossom time.

Hollywood to Aid Texas Citians

Hollywood—Two troupes of top Hollywood stars were being organized to fly to Texas within the next two weeks to stage benefit entertainment programs for the aid of victims of the Texas City explosions. The first unit was to include Jack Benny, Frank Sinatra, Phil Harris, Alice Faye, Rochester, Marjorie Reynolds, Phil Silvers and the Page Cavanaugh trio. They were to give shows in Galveston Monday night (28) and in Houston April 29. The second group was planning to leave the following weekend. Tentatively set for the second trip are Mickey Rooney, Kay Kyser, Diana Lynn and Burns and Allen.

At the same time, the public relations advisory committee of the Society of Independent Motion Picture Producers has urged Edward Arnold, executive vice-president of the Permanent Charities committee, to turn over to the Texas City disaster relief fund all or part of the $245,783 which the American Red Cross declined to accept as its allotment from PCC's recent fund-raising campaign.

Cinecolor Resumes Building Program

HOLLYWOOD—Cinecolor is again under way on its long planned construction and refurbishing program. When current work is completed the company will have spent nearly $400,000 on such activities. Presently $80,000 is being expended on new film vaults, camera shop, machine shop, paving of grounds, extension of shipping department and projection rooms.

* * *

Universal-International found it necessary to make repairs totaling $2,000 to President Nate Blumberg's bungalow because of damage by fire caused by faulty wiring. The offices are being refurbished for occupancy by J. Arthur Rank when the British film magnate visits Hollywood in May.

* * *

Stanley Kramer, president and executive producer of the newly organized Screenplays, Inc., closed a deal with Edward Nassour for space at the Nassour studios. Kramer's company has already moved into a special suite of offices on the lot.

Petition of Grievances Circulated by ATOM

LOS ANGELES—Continuing its campaign to have Fox West Coast Theatres recognize the organization as bargaining agent for local theatre managers, the Associated Theatre Operating Managers has been circulating among FWC house managers a petition outlining their grievances in present controversy.

Foremost of the managers' complaints stems from the recent cut, amounting to 20 per cent, of their participation in profits from candy and popcorn sales. ATOM leaders are trying to bring the issues to arbitration via peaceful means, they say, prior to considering the possibilities of a managers' strike.

Angeleno Office Union Gets 15% Wage Boost

LOS ANGELES—The local branch of the Office Employes International union, to which belongs a majority of the clerical workers in local exchanges, has negotiated a new contract with the major branches which calls for a 15 per cent increase in pay and runs from April 20, 1947, for one year. The pay hike is retroactive to Oct. 19, 1946, but provides only a 12½ per cent increase for the retroactive period. Negotiating the new pact were Pat Scollard, distributors' labor contact from New York, and Max Crug, representing the union.

Lowell Speiss Purchases Televue at Gladstone

GLADSTONE, ORE.—The Televue Theatre, built last year by Norman Goodin of Oswego, has been sold to Lowell Speiss, formerly of Duluth, Minn. The sale involved only the business and equipment.

Birdwell Office Closes

HOLLYWOOD—Giving as his reason the need for surcease from business cares, Russell Birdwell has closed his public relations and publicity office here. He revealed no plans for the future other than an immediate trip to Norman, Okla., where he was scheduled to give a series of lectures on public relations before the annual career conference at the University of Oklahoma. Doing business as Russell Birdwell and Associates, the veteran press agent conducted one of the lushest free-lance praiseries here.

LOS ANGELES

Exhibitors, visiting Hollywood, who have been attracted to Paramount's studio, included Leo Choquette, head of a 21-theatre circuit in Montreal; Robert Levine, owner of a circuit in Portsmouth and Norfolk, Va.; Harold Schukert, Cairo, Mich.; Mrs. Dave London of the London Bros. & Smiley circuit, Detroit.

Roy Dickson, Cooperative Theatres head man, is back from a trip to Arizona and points south . . . E. K. Fernandez, Honolulu exhibitor who stopped off for a visit on the Row on his way to Chicago, where he is booking "flesh" shows for the islands, reports "in spite of adverse reports, business all through the islands is sensational" . . . Yettagene Fahlen is the new switchboard operator at Republic.

Booking on the Row for their theatres in Arvin and Oildale were Mrs. Dick Lamucchi and her son Roy . . . Al Van Ravanes, U-I exploiteer, has returned home from a trip made in the interests of "The Egg and I" . . . Film Classics' Employes Participation drive, which is being sponsored by Joseph Bernhard, will start May 17 and end July 25. Bob Abelson, manager, and Milt Frankle, booker, at the local Film Classics office, say they can use plenty of dates.

Dan Cupid has been busy shooting arrows at Loew's State, Los Angeles showcase. On March 8, Mary Slagill, usherette, was married to Jimmy Lyons of the navy; Sherry Evans, cashier, and Charles Asmus chose April 11 for their wedding day, and on the following day Kathy Melosardoff, bookkeeper, and George Fomin, ex-army air forces officer, became wife and husband . . . To top it all off, Manager Spyros G. Cardas' daughter Margaret Rita, and Edward J. Martin of St. Louis will be married on May 3 at St. Paul's Catholic church here.

Don Green, member of Fox West Coast Theatres' first run advertising department, and Miss Constance Woeckener will be married Sunday (27) at St. Augustine's Catholic church in Culver City.

Taking over distribution for the 11 western states of Constance Bennett cosmetics, which are used as theatre giveaways, Pete Alderman, who will be assisted by Sam Fleishman, reports "there is a big demand for this sort of premium." George Alderman heads the company in New York, and his brother is in charge here.

Foster Blake, district manager of Universal-International, planed to New York for business confabs . . . A heart ailment has hospitalized Max Sinker, former owner of the local Alvarado Theatre who is well known along the Row . . . Home again from business trips are the travelers George Lefkok, branch manager of PRC, who has made a trek around his territory, and Glenn Slipper, National Theatre Supply, who spent some time in that land of the epicure's delight—New Orleans.

Eagle-Lion's new city salesman for PRC is Ed Lebby, who formerly worked for RKO in Pittsburgh . . . Al Schwalberg, vice-president and general sales manager for PRC and Eagle-Lion, paid a visit to the local office . . . A 1,000-seat theatre which Dick Lamucchi and J. Banducci are building, will be opened in Tejon, Calif. . . . Morrie Aberhams, former MGM exploiteer, has joined the Selznick force. As exploiteer, he will work under Claude Morris.

Seen along the Row booking and buying: Joe Woods, Parkway Theatre, Chandler, Ariz.; George Landers, Huntington, Huntington Park . . . Old friends of Sam Ackerman, Detroit's oldest exhibitor, gave him a warm welcome when he visited the Row.

Film rentals in the U.S. in 1946 totaled approximately $630,000,000.

Dunann and Bowron Join Theatre Exchange Firm

PORTLAND—Pat Dunann and Irv Bowron are now full-time salesmen at the Theatre Exchange Co., which operates an exclusive theatre exchange service in the northwest.

Addition of these salesmen came about as the result of expanding business of the company, which is rapidly growing, according to the owners.

Lusk House Remodeled

LUSK, WYO.—The Wyoming Theatre here has undergone extensive remodeling. The work includes refinishing the front in glass block, a new boxoffice at the side of the entrance, a new popcorn booth, enlargement of the projection booth to make way for new equipment, and addition of a men's rest room. Warren Davis is manager.

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Finest Manley Hybrid Popcorn
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Cocoanut Oil Seasoning
Any Quantity
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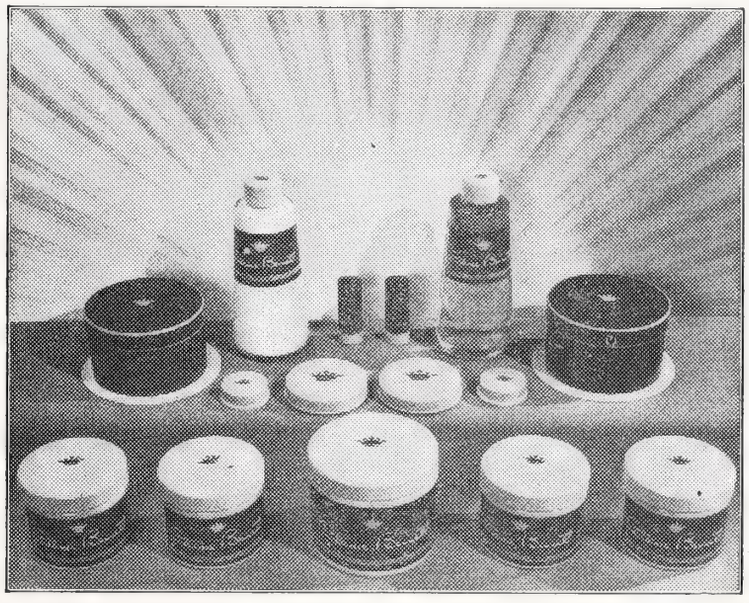
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PETE ALDERMAN SAM FLEISHMAN

Business Theatre Opens in Frisco To Show Both 16 and 35mm Films

SAN FRANCISCO—The first "business theatre" in the west was launched last week by Irving M. Levin, district manager of San Francisco Theatres, Inc., at the Vogue here, operating from 8 a. m. to 5 p. m. on week days to show 16mm and 35mm industrial, advertising, promotional, educational, travel, foreign and religious films.

The Vogue shows Hollywood 35mm product nightly and all day Saturday and Sunday. The Vogue made motion picture history seven years ago by announcing a single feature plan, with no deviations. It drew nationwide attention. Jimmy Fidler columnized his congratulations but said he expected the plan to fail. The Vogue is still single billing and going strong.

The Vogue hopes to make further history with the "business theatre" idea. Almost all business and documentary type films are made in 16mm. Impromptu showings in ordinary halls with improper light and noisy equipment has reflected in poor presentation, which Levin points out, has been simply "poor business."

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THE RIGHT LAMP
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As the only lamps manufactured complete within one factory, they can be so engineered as to guarantee the best screen results.

When the lamps are STRONG the picture is bright!

DENVER 9, COLO.—Graham Bros., 546 Lincoln Street. Telephone: TAbor 5467.

LOS ANGELES 7, CALIF.—Breck Photoplay Supply Co., 1969 So. Vermont Ave. Telephone: REpublic 3151.

PORTLAND, OREGON—Portland Motion Picture Supply Co., 916 N. W. 19th Ave.

PORTLAND 9, ORE.—Theatre Utilities Service Co., 1935 N. W. Kearney. Telephone: BE. 4488.

PORTLAND, ORE.—Western Theatre Equipment Co., 1923 N. W. Kearney Street.

SALT LAKE CITY 1, UTAH—Service Theatre Supply Co., 256 E. 1st South St.

SALT LAKE CITY 1, UTAH—Inter-Mountain Theatre Supply Co., 142 East 1st South. Telephone: 4-7821.

SAN FRANCISCO 2, CALIF.—Walter G. Preddey Theatre Supplies—R. O. Bemis, Manager, 187 Golden Gate Avenue. Telephone: UNdrhil 7571.

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'Duel' in 300 Cities In Week of May 7

HOLLYWOOD — Following its rather limited exhibition—the lion's share of which was in the film capital—David O. Selznick's "Duel in the Sun" will open in more than 300 key cities, starting the week of May 7. Representing the eastern territory in the openings will be the premiere at the Capitol Theatre and 37 other Loew's theatres in the New York metropolitan area. On the west coast it will open in an additional 150 key houses in both the Los Angeles and San Francisco territories.

* * *

The world premiere of Paramount's "Calcutta" was held at the St. Francis Theatre, San Francisco. The feature opened at the New York Paramount April 23, and was set for prerelease engagements in advance of the film's general release on May 30.

* * *

Arleen Whelan became the fourth member of the cast of Harry Sherman's "Ramrod" to make a personal appearance at a key city opening for the film. She was on hand when it opened at the Capitol Theatre in Washington.

* * *

An official proclamation designating May 22 as "Cheyenne" day throughout the state in honor of the world premiere of Warners' "Cheyenne" at the Lincoln Theatre in that city was issued by Gov. Lester C. Hunt of Wyoming. Among the many civic ceremonies and special events planned in connection with the opening of the film will be a rerunning of the Leadwood-Laramie-Cheyenne mail stage carrying one of the mail pouches used in the early days of 1870.

Colored Unit Will Tour Overseas Armed Units

HOLLYWOOD — Film colonists' extracurricular activities continue to cover a diversified front.

Roy Mack, west coast manager for USO-Camp Shows, is forming a ten-member, all-colored overseas entertainment unit to tour military bases and hospitals in Alaska, the Aleutians, South America and the Caribbean. Heading the unit will be Nicodemus, screen and radio singer and dancer. The troupe will leave Hollywood in the middle of May for three months in Alaska, followed by another three months in the Caribbean.

MGM Director Joe Newman received a leave, granted at the request of the U.S. government, to go to New York to direct a special problem feature film on social diseases. He will be gone about eight weeks.

Eddie Cantor was set to go to Fresno State college April 26 to be guest star in the "Varsity Varieties," a show being staged to raise funds for a war memorial clinic in Fresno.

Appearing at San Jose at a benefit show to create a fund to lower delinquency in that California city were Frank Sinatra, Dennis Morgan, Jack Carson, Ann Blyth and the Pied Pipers.

* * *

Set by the Hollywood Coordinating committee for the Command Performance show were Victor Moore, June Haver, Garry Moore, Beryl Davis and Frank Sapulo. The show was recorded for worldwide broadcast over the armed forces radio service network.

* * *

Walt Disney was the recipient of a special citation from the Community Chests of America for a special short, "A Feather in His Collar," made as Disney's 1946 contribution to Community Chest campaigns.

SAN FRANCISCO

Plans are being made here for a memorial benefit show for Harry Ettling, Golden Gate Theatre stage manager, who died recently. Tentative plans are to establish a rest home for local theatrical persons. The following have been named as on the committee for the benefit show: Herman Kersken, Helene Hughes, Clinton Duffy, Syd Goldie, Helen Wabbe, Guy Cherney, George Heinz, Walt Roesner, Frank Funge, Herb Caen and Tom Earnfred.

The senate governmental efficiency committee last week refused to recommend a bill which would have required every place of amusement and hotels over four stories high to display the California Bear flag and the United States flag daily.

Clayton Hicks, navy veteran and member of the T&D Enterprises staff in Visalia the last year, has been named manager of the State Theatre in Lodi, according to David Reese, local manager for the circuit. Hicks also will handle advertising for T&D theatres there.

Jesse Stafford, former orchestra leader at the Orpheum and Golden Gate theatres here, died last week . . . Plans for the erection of a new 35-story office building here at Sansome and Sacramento streets—tallest in the west, were disclosed last week in connection with a $250,000 downtown real estate transaction. The skyscraper will house insurance offices chiefly, One of its many features will be a push-button garage which parks and delivers autos automatically and a motion picture and television theatre.

Joel McCrea appeared on the stage of the Orpheum on the opening day of "Ramrod," in which he stars . . . Vivian Blaine was scheduled for a personal appearance at the Golden Gate. With her will be Bert Wheeler and the Vagabonds . . . Frank Sinatra is said to be booked at the Golden Gate for August . . . Van Johnson visited the MGM exchange here briefly, leaving many a fluttering heart.

L. B. Mayer, MGM head man, was recuperating in a local hospital following an operation . . . E. I. Rubin, western division manager for Interstate Popcorn Co., has found an apartment at last and will be joined by his wife Marion from Omaha . . . J. E. Friedrich, Rio Theatre, Soledad, expects to open the 528-seat stadium-type house around May 16.

The El Presidio, Carol Nathan's house, soon will start showing foreign films exclusively . . . A. Blanco and R. Martin are constructing a new theatre in Soledad, which they expect to opening around July 15 . . . Mel Hulling, district manager for Monogram, is going to Portland and Seattle.

Visiting along the Row: R. B. Smith, Sierra Theatre, Chowchilla; Jack Hillman, Morgan Hill; E. Naharro, Alvardo Theatre; V. E. Stebbins, Greenfield; Aubrey Parsons, Tower Theatre, Dinuba, (he has been granted a permit to construct a new theatre in Lindsay, Calif.); Walter Schwarz, Point Theatre, Richmond; Irving Arnold, Enean Theatres, Pittsburg; B. Byard, Garberville; James Lemos, Victor, Benicia; Andy Goblirsch, Bijou, Visalia; Mrs. Ruth Santos, Byron; Lloyd Lamothe, Danville; Mr. and Mrs. E. Steffani and Paul, Isleton; E. Pool, Vista Theatre, Bella Vista.

Mr. and Mrs. Arthur Barnett, Rex Theatre, Oakland, left last week aboard the Matsonia for Honolulu . . . Al Schwalberg, national sales manager for Eagle-Lion, and L. E. Goldhammer, district manager, were visitors . . . Ditto Sam Milner, PRC district manager.

Helen Taylor, secretary at Western Theatrical Equipment, left for a vacation in Iowa . . . New sound and projection equipment were installed in the State at San Jose by Manager F. W. Curtice . . . Garberville soon will have a new theatre, according to B. Byard . . . Bill Davis, associated with the Golden States Theatres, is ill at the Hammerman hospital.

Vernon Brown, manager of the Broadway in Burlingame, was painfully burned about the face and hands when paint thinner he threw into the furnace ignited with a blast . . . Sid Schuster, MGM salesman, suffered third degree burns on the hands when a hot water heater blew up.

Lieut. J. D. Stepp, officer in charge of the local navy motion picture exchange, is being transferred. Taking his place is Chief R. Flack . . . Some 150 Filmrow persons were guests at a dinner and entertainment at San Quentin prison . . . L. "Butch" Wingham, MGM exchange manager, and Harry Schmidt, head booker, left to attend the MGM sales meeting in New York starting April 28. Following the meeting Schmidt will visit his old home town of Baltimore, the first time he will be at his homestead in over 30 years.

The flag at San Quentin was flown at half staff for the late Harry Ettling, Golden Gate stage manager who put on yearly shows for the inmates for the last 20 years . . . Lew Maren of United Artists was in town last week . . . Ed Gates, now at the Roxie Theatre in Oakland, just completed showing "The Jolson Story" for a six-month run. Ed knows every word and each note of music in the film. The other evening he was listening to some records of the Jolson music and commented, "No, that's not quite the way it was in the picture."

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Intermountain Men To PCCITO Parley

SALT LAKE CITY—A large group of exhibitors from the intermountain area will attend the spring meeting of the Pacific Coast Conference of Independent Theatre Operators in Hollywood on May 6-8.

The Utah group, which at present includes Ralph Trathen, secretary-treasurer of the Utah Theatres Ass'n; Sam Gillette, president of the Intermountain Theatres Ass'n; Victor Anderson, president of the Utah Theatres Ass'n, and Francis Feltch, UTA director, will leave for the coast about May 1 or 2 to make some contacts with studios and other exhibitors before the PCCITO meeting. The Montana association of the ITA will be represented by Hi Knudsen, Jack Moran and others, and Hilmer George and Hugo Jorgenson will represent the Idaho group of the ITA.

Montana Theatres Ass'n Convenes on May 28, 29

WOLF POINT, MONT.—The annual spring convention of the Montana Theatres Ass'n will be held May 28, 29 at Boulder Springs. Clarence J. Severson is president of the association.

Other officers: Rex Flint of Baker, Mont., vice-president; J. M. Suckstorff of Sidney, secretary-treasurer; Arthur F. Lamey of Billings, general counsel, and directors Herb Bonifas of Chinook, H. G. Wells of Hardin, C. Don Sheedy of Billings; Fred Arnst of Fort Benton, B. F. Sautter of Townsend, F. X. Faust of Forsyth, Carl Anderson of Kalispell, C. F. Davis of Three Forks, and N. M. Stubblefield of St. Ignatius.

Role to Percy Waram

Columbia has ticketed Percy Waram for a featured role in "It Had to Be You."

SEATTLE

Irving Barry, Seattle booker for Evergreen Theatres, has revealed that he has sold a screenplay to Eagle-Lion entitled "Dealer's Choice" for an unannounced sum . . . John Hamrick and his wife have returned from Palm Springs, where they spent the winter . . . Charles Kurtzman of Loew's theatre division, New York, visited here recently.

Local exhibitors viewed with interest the announcement published here that Sol Lesser soon will build a theatre in Seattle as part of a nationwide circuit . . . Glen Haviland has joined Eagle-Lion as a salesman, according to Wally Rucker, branch manager. Haviland returns to this city after an absence of several years with Paramount in San Francisco.

Tom Aspell, MGM branch head here who leaves soon to take over the same position in Los Angeles, was honored at a dinner party . . . Paul McElhinney, Republic branch manager, is in Los Angeles for a managers meeting . . . Out-of-town bookers have been forced to call in person on Filmrow to transact business because of the telephone strike.

Roadshow attractions like "Ice Follies" and "Duel in the Sun" are arriving here at the height of curtailment of newspaper advertising space . . . Out-of-town exhibitors on Filmrow during the week included L. A. Knott of the Esquire Theatre, Tieton; E. W. Landry, Pix, Cheney; Eldon Pollock jr., Mount Vernon; Bud Hamilton, Darrington; Fred Gamble, Tacoma, and Ed Garre, Auburn.

Los Angeles Grosses Still Unimpressive

LOS ANGELES—Grosses neither climbed nor declined perceptibly as another week of unimpressive takes came to an end. Three new entries were on the boards. Twentieth-Fox's "The Late George Apley" and United Artists' "The Private Affairs of Bel Ami" garnered fairly good receipts while the third, Warners' "That Way With Women," barely did average business. Holdovers, present on all other screens, turned in low takes with the exception of U-I's "The Egg and I," which stood up above the others.

(Average is 100)

Belmont, El Rey, Orpheum and Apollo—**Johnny O'Clock** (Col), 2nd wk.; **Bulldog Drummond at Bay** (Col), 2nd wk. 100
Bruin, Ritz, United Artists, Studio City, Iris and Carthay Circle—**The Egg and I** (U-I), 3rd wk. 150
Chinese, State, Uptown and Loyola—**The Late George Apley** (20th-Fox) 150
Downtown Paramount—**Angel and the Badman** (Rep), 2nd wk.; **The Pilgrim Lady** (Rep), 2nd wk. 100
Egyptian, Wilshire and Los Angeles—**Sea of Grass** (MGM), 3rd wk. 100
Four Music Halls—**The Private Affairs of Bel Ami** (UA) 180
Four Star—**Alexander's Ragtime Band** (20th-Fox), reissue, moveover; **The Brasher Doubloon** (20th-Fox), 3rd d. t. wk. 115
Hillstreet—**Trail Street** (RKO), 2nd wk.; **Beat the Band** (RKO), 2nd wk. 100
Hollywood Paramount—Same as Downtown 120
Million Dollar—Same as Belmont, El Rey, Orpheum and Apollo 100
Pantages—Same as Hillstreet 100
Vogue—**Duel in the Sun** (SRO), 16th wk. ..... Roadshow
Warners' Downtown, Hollywood, Wiltern—**That Way With Women** (WB) 100

'Open City' and 'Years' Tie For Top Score in Seattle

SEATTLE—"Open City" and "The Best Years of Our Lives" had top scores for the week with 150. It was the opening week for "Open City" and the third for "The Best Years." "Dead Reckoning" at the Liberty and "Sinbad the Sailor" at the Paramount were tied for second spot with 140.

Blue Mouse—**Open City** (MB) 150
Fifth Avenue—**Alexander's Ragtime Band** (20th-Fox), reissue; **The Brasher Doubloon** (20th-Fox) .. 60
Liberty—**Dead Reckoning** (Col) 140
Music Box—**Boomerang** (20th-Fox); **Susie Steps Out** (UA), 3rd d. t. wk. 100
Music Hall—**The Best Years of Our Lives** (RKO), 3rd wk. ..... Roadshow
Orpheum—**Song of Scheherazade** (U-I), 2nd wk. 90
Palomar—**Devil on Wheels** (PRC), plus stage show 80
Paramount—**Sinbad the Sailor** (RKO) 140
Roosevelt—**Abie's Irish Rose** (UA) 50

'Years' Grips Top Spot In Fifth Frisco Week

SAN FRANCISCO—Still top man, and holding the same rating in its fifth week as in its fourth, was "The Best Years of Our Lives" with 300 per cent. Taking a tie for third place were "My Favorite Brunette," in its third week at the Paramount, and "The Guilt of Janet Ames," in its second week at the Orpheum. "The Sin of Harold Diddlebock," in its second at the United Artists, chalked up 130 per cent.

Esquire-Tivoli—**Stairway to Heaven** (U-I); **Cigarette Girl** (Col), 2nd wk. 120
Fox—**Stallion Road** (WB); **Sweetheart of Sigma Chi** (Mono), 2nd wk. 100
Golden Gate—**Trail Street** (RKO), plus stage show, 2nd wk. 105
Orpheum—**The Guilt of Janet Ames** (Col); **Blind Spot** (Col), 2nd wk. 125
Paramount—**My Favorite Brunette** (Para), 3rd wk.; **Blondie Knows Best** (Col), 2nd wk. 125
St. Francis—**Suddenly It's Spring** (Para), 3rd wk. 120
United Artists—**The Sin of Harold Diddlebock** (UA), 2nd wk. 130
United Nations—**The Best Years of Our Lives** (RKO), 5th wk. 300
Warfield—**Alexander's Ragtime Band** (20th-Fox), reissue; **The Brasher Doubloon** (20th-Fox) 120

'Years' Still Strong in Denver; Ditto for 'The Jolson Story'

DENVER—"Best Years of Our Lives" in its fifth week in the first runs was still strong, as was "Jolson Story" in its tenth week at the Bluebird, boosted to first run status during the film's stay.

Aladdin—**Brief Encounter** (U-I) 125
Bluebird—**The Jolson Story** (Col), 6th d. t. wk. 200
Broadway—**Gallant Bess** (MGM); **Born to Speed** (PRC), 2nd wk. ..... w 100
Denham—**My Favorite Brunette** (Para), 2nd wk. 110
Denver, Esquire and Webber—**Boomerang** (20th-Fox); **Cigarette Girl** (Col) 120
Orpheum—**Trail Street** (RKO); **Crime Doctor's Manhunt** (Col) 115
Paramount—**Temptation** (U-I); **Strange Journey** (20th-Fox) 120
Rialto—**The Best Years of Our Lives** (RKO), 5th d. t. wk. 300

SALT LAKE CITY

Sidney Cohen, buyer and booker for Intermountain Theatres, became a bona fide Salt Lake City resident when he purchased a home here last week and his wife, two sons and two dogs arrived here from the east. Sid has been here two months.

Bob Quinn, Paramount exploiteer from Denver, was here to set up the campaign for "Calcutta" . . . There probably will be a transfer of one member of the local Paramount staff to the coast office of the company within a short time.

Joe Rosenfield, president of Favorite Amusement Co., which operates the Lyric here, was in Salt Lake from the northwest to confer with Warren Butler, manager of the Lyric . . . Butler's business has picked up some lately with introduction of an auction show on the stage.

Eddie Horowitz was in Salt Lake to confer with exhibitors on other dates in this area for "Open City," which played two weeks at the Studio . . . "The Best Years of Our Lives" closed after a 24-day run to packed audiences at the Rialto.

DENVER

Directors of the Central City Opera House Ass'n again elected Frank H. Ricketson jr., head of Fox Intermountain Theatres, as president. The association will produce "Martha" and "Fidelio" in the famous opera house at Central City in alternate performances for three or four weeks this summer.

Harry Huffman, Denver city manager for Fox Intermountain, has been elected second vice-president of Denver Rotary . . . The board of trustees of the Cooper Foundation will spend $75,000 for new seats and carpets for several Foundation theatres. To receive this treatment are the Ute and Tompkins, Colorado Springs, and the Stuart and Capitol, Lincoln, Neb. Several theatres will be repainted and redecorated.

J. E. Tompkins, for years owner and manager of the Tompkins, Colorado Springs, and Mrs. Tompkins, are vacationing in Cuba . . . Jack Bruno, city manager of the Cooper houses in Greeley, Colo., was again interlocutor for the annual minstrel show of the Greeley Kiwanis club, presented on the stage of the Sterling. Mr. and Mrs. Pat McGee, Denver, and Ralph Ayer, Lincoln, Cooper officials, attended the show.

R. D. Ervin has modernized the equipment at the Star, Walden, Colo., by the installation of Simplex mechanisms and other equipment bought from National Theatre Supply . . . Robert Sweeten, booker for Gibraltar Enterprises, has been promoted to city manager at Alamosa, Colo. Margaret Fitzsimons was named to Sweeten's job, while Robert Clark will book for the group Margaret formerly handled.

The first AA Motiographs sold in this territory went to the Black Hills Amusement Co. for installation in one of that circuit's houses. The sale was made by Service Theatre Supply . . . W. E. Calloway, western district manager for United Artists, conferred with Clarence Olson, branch manager . . . Derald Hart, former theatre manager, has organized the A to Z Amusement Co. at Lamar, Colo., where the firm is building an amusement park, to include midget auto racing, skating rink, wrestling, boxing, etc. The park will open May 15.

Leo Adler, who used to check accounts at the United Artists exchange here, has again been assigned to this territory, and is visiting the Denver exchange for the first time in several years . . . A. W. Schwalberg and L. E. Goldhammer, Eagle-Lion sales and district manager, respectively, and Sam Milner, district manager of PRC, conferred with M. R. Austin, branch manager.

Clarence Martin has bought the Gem, Hugo, Colo., from Earl Behrens . . . Doyle Shelton is building a 300-seat house at Pritchard, Colo., to be named the Monarch, and will install complete Brenkert booth equipment, bought from Western Service and Supply . . . The MGM exchange is in the throes of a redecorating job . . . Fred Lind is trying to get a CPA approval to build a new theatre at Rifle, Colo., where he already operates.

Ross Bluck, former film man, is operating a store at Shaffers Crossing, Colo. . . . Out-of-town exhibitors seen on Filmrow included Earl Kerr, Des Moines; Chuck Flower, Bayard, Neb.; Larry Starsmore, Colorado Springs; Dr. F. E. Rider, Waunetta, Neb.; Joe Wills, Socorro, N. M.; Fred Lind, Rifle; Lynn Zorn, Julesburg; John Bohannan, Hatch, N. M.; William J. Baldwin, Igloo, S. D., and Marie Goodhand, Kimball, Neb.

John Searcy has been added to the Paramount force as assistant shipper.

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Bert K. Fischer Dies; Opened House in '01

MILWAUKEE—Bert K. Fischer, 64, veteran theatre owner and operator, died at Deaconess hospital here following a brief illness. Born in Germany, he came to the U.S. with his parents when he was ten. He gave up his schooling at 16 and joined a roadshow as a vocalist.

Fischer opened the Crystal Theatre, Manitowoc, in 1901. The house was demolished by fire the next year and Fischer went back to vocalizing. He built the Mozart Theatre, Milwaukee, in 1910.

After that he took over operation of the Juneau Theatre here. He also leased the Lincoln and Park and purchased the Alamo. Fischer had leased both the Mozart and Alamo to other interests shortly prior to his death.

Survivors are his wife, Elsie; two sons, Lester F. and Earl W.; three brothers, Frank, Otto and Emil; two sisters, Mrs. Edna Doutzauer and Mrs. Elsie Forster, all Milwaukeeans.

Oldtime Showboat Returns To Rivers This Summer

ST. LOUIS—Capt. John William Menke is planning to tour the Mississippi river and its principal tributaries this summer with his showboat the Goldenrod. The tour will begin in June. The Goldenrod has been moored for about ten years on the St. Louis river front near the foot of Locust street. Before touring the rivers the old boat, built in 1909, is to be placed in a steel barge which Menke bought last December from the U.S. maritime commission. The deck and compartments of the barge will be cut out so that the old showboat can be fitted inside.

The barge is 230x45 feet, while the Goldenrod, about equally wide, is only 161 feet long. The refitted boat will be powered by a Diesel engine.

The work will be done by the St. Louis Shipbuilding Co. at the foot of Davis street. The Goldenrod will travel about 5,000 miles in one-night stands this year, Menke says.

Exhibitors Thronging Row As Phone Strike Result

MILWAUKEE—The telephone strike that has crippled exchange and theatre operations looks like one of long duration. With dial-to-dial communication about the only service functioning, an influx of exhibitors at the exchange center has topped anything in years.

Where last-minute changes in booking or advertising were necessary, exhibitors handled the matter personally.

Enlarging the Ritz

BOONEVILLE, IND.—The Ritz Theatre here is undergoing extensive remodeling. The balcony is being extended to provide for 100 more seats, the projection booth is being set back, the rest rooms enlarged, and the front rebuilt. The new front will be of tile and will have neon lighting. The boxoffice and popcorn stand are being moved in the change.

To Convert Opera House

NOBLESVILLE, IND.—Mr. and Mrs. Harry Vonderschmitt, operators of the Diana Theatre, will convert the Wild Opera House building into a modern theatre as soon as materials become available. Meanwhile the Nivoli Theatres Corp., operator of the Legan, has renewed its lease on that theatre until 1952.

Dog Writes (?) Letter, Thanking Exhibitor

Indianapolis—Carl Niesse, who owns and operates the Vogue here, is noted for his kindness to dumb animals. Recently he found a lost bull pup and through a classified ad in the local papers located the owner, Walter H. Montgomery.

Carl later received a typewritten letter from the dog thanking him for his kindness. It was signed with the imprint of the pup's paw. (Foot, that is; not his sire). Carl says wonders will never cease.

Tom C. Hall of Columbia, Oldtime Showman, Dies

COLUMBIA, MO.—Tom C. Hall, 81, who erected the Hall and Varsity theatres here and operated them for many years, died in a hospital at Moberly, Mo., April 16 after an illness of several weeks.

Hall was born in Audrain county in Missouri, and operated businesses in 36 different Missouri towns and cities, including Columbia, St. Louis, Kansas City, Sedalia, Mexico, Centralia, Joplin, Springfield and Excelsior Springs, over a period of half a century.

The Hall and the Varsity now are operated by the College Theatre Co., Inc., which also operates the Missouri.

R. S. Weilerts of Garrett Buy at Alexandria

ALEXANDRIA, IND.—Mr. and Mrs. R. S. Weilert of Garrett, Ind., have purchased the Ritz Theatre here from Clyde Wilson. The sale involved the building, which includes apartments and a sweet shop, besides the theatre business. Wilson and his wife are moving to their summer home on Lake Manitou near Rochester, Ind.

Theatre in St. Louis Ordered to Close

ST. LOUIS—The Robin Theatre here has been condemned by Building Commissioner Baum as unsafe for use as a theatre. Baum has advised the owners, Arthur F. D. Kalbfell and Marie K. Wimberley, that the building can no longer be used as a place of amusement, but can be put to any other use they choose.

This limitation on the use of the structure is part of the city's campaign to enforce the terms of a recently enacted city building code. Baum's action in condemning the Robin has caused attorneys for the owners to ask the Missouri supreme court at Jefferson City for permission to amend their application for a writ of mandamus to include Baum and other city officials. As originally drawn the petition filed in Jefferson City was directed against the police and fire departments.

The city and various city officials probably will be called upon late this week to show cause in the state supreme court why the writ sought by the owners of the Robin should not be issued to restrain interference with the theatre's operations. The owners have stated that the narrow views taken by the city in its efforts to enforce the new building code would wipe out their investment of $30,000 in the structure. The theatre, originally a frame church edifice, now has its walls sheathed with heavy sheet iron and also has a concrete floor and a steel ceiling.

After filing the suit in Jefferson City, the owners of the Robin withdrew their injunction suit in the St. Louis circuit court.

Howard Pryor New Owner

HARTVILLE, MO.—Howard Pryor is the new owner of the Hartville Theatre, a 200-seat formerly operated by J. H. Fisher.



LATIN LOVELIES—Film men, representatives of the press and Marquette university language department professors attended the luncheon in Milwaukee's Hotel Schroeder for the Senoritas Sonia Lizano, Lydia Soto-Harrison and Olga Gutierrez-Pacheco, Costa Rican winners of a beauty contest sponsored by La Tribuna, a San Jose newspaper, in conjunction with 20th-Fox. They are touring U.S. cities in the interest of "Carnival in Costa Rica." In the picture, usual order: Charles Hacker, Wisconsin Theatre manager; Harry Boesel, Fox Wisconsin district manager; H. Brunner, Fox Wisconsin ad department; Gordon Hewitt, Fox Wisconsin booking and executive; Joe Neger, 20th-Fox manager; William V. Geehan, assistant to Harold J. Fitzgerald of Fox Wisconsin; William Koster, Fox Wisconsin theatre operations executive.

Illinois Bill Provides For County Polio Tax

SPRINGFIELD—Local tax support for fighting infantile paralysis was recommended by an Illinois house committee, which was told by a legislator that voluntary contributions do not provide sufficient funds.

The public aid, health and welfare committee unanimously approved for passage a bill permitting county boards with referendum sanction to levy property taxes of 7½ cents per $100 valuation for treatment and care of polio victims.

A state health department official opposed the plan, but one of the bill's sponsors, Rep. John K. Morris (Dem), Chadwick, asserted that present methods of raising funds were inadequate.

"A tax would be more equitable than voluntary contributions where the burden is borne by a few," Morris said.

Butler Laws Will Not Hike Illinois Tax Bills in 1947

SPRINGFIELD—Attorney General George Barrett of Illinois recently told the Illinois state senate that in his opinion the legislature could do nothing to change the limits of property tax assessments in the state under the Butler tax laws of 1946 in time to affect the tax bills collectable in 1947, since they have already been levied and "distended," and collections will have to proceed under the present law. The legislature is considering two bills to limit property tax assessments to 5 per cent more than the 1942 levies in taxing districts of less than 500,000 population. After Barrett gave his testimony the senate voted to rerefer the bills dealing with 100 per cent tax assessment laws to the committee on revenue for "careful consideration" to set up a permanent tax formula.

Buys Stockton Theatre Site

STOCKTON, ILL.—Hubert Williams has purchased a corner site here for a new theatre of 440 seats. Williams is owner of the town's present house. The new place will be built after the housing situation eases.



Holes in Popcorn Bag End Noise in Theatre

From Mideast Edition

Keyser, W. Va.—Manager Kermit Parish of the Liberty Theatre here has solved the popcorn bag problem. Parish's popcorn stand ran out of boxes recently and he had to substitute paper bags. Soon the bags were popping loudly whenever guns were fired or heroines kissed.

Parish took the rest of the bags to a newspaper plant, where three holes were punched in the bottom of each bag. Silence ensued.

Four College Girls Prefer Kitchens to Klieg Lights

GODFREY, ILL.—Four seniors at Monticello college here, three of whom participated in the presentation of the college dramatic department's production "Liliom" on Friday (18) are reported to have rejected offers by David Schuler, representative of Warner Bros., to have screen tests made as the preliminary step toward possible motion picture careers. The three girls who participated in the show, Gloria Meffley, Denver; Jane Chatten, LaGrange, Ill., and Anne Garris, Oklahoma City, and Shirley Morris of Kansas City, the fourth girl, are said to have told Schuler they preferred marriage to a Hollywood career. Schuler caught the show and told the college authorities he had advised the girls they had ability and offered to arrange for screen tests, but all four quickly decided the career-versus-marriage argument in favor of marriage.

Series of Talent Shows Opens at Hartford Theatre

From New England Edition

HARTFORD—A ten-week series of Producers Talent shows has been started at the Daly Theatre, with registration open for amateurs "from 6 to 60." L. J. Dahlman, head of the New York producing outfit staging the series, said that winners of each week's show, named as a result of audience applause, will receive an award.

Plan 1,000-Seater

PLATTEVILLE, WIS.—Plans are being prepared by Messmer Bros. of Milwaukee for a 1,000-seat theatre to be built here by the Platteville Theatre Corp. The theatre will be a replacement for the Gem, which the company now operates. It also has the Avalon Theatre here.

'Jolson' and 'Years' Top in Milwaukee

MILWAUKEE—Weather of the frosty variety and a fair share of rain kept sports lovers from opening golf courses and other outdoor attractions and theatregoers found relaxation at their favorite picture palaces. The drixe-in opened on one of the cold days with "Canyon Passage," and appeared off to another good year. "The Jolson Story" in the third chorus went merrily on at the Palace for top flight take.

"Best Years of Our Lives" in its third week had waiting lines for matinees, but evening attendance was spotty. "Carnival in Costa Rica," heralded by personal appearances in town of three Costa Rican senoritas, angled over par at the turnstiles. "Pursued" in a third chapter moveover at the Alhambra hit average. "The Macomber Affair" at the Towne clicked well, as did two oldies, "Sea Hawk" and "Sea Wolf," for Warner regulars. "The Late George Apley" linked with "Return of Monte Cristo" at the Strand nudged par.

Key neighborhoods reported fair business.

(Average is 100)

Alhambra—**Pursued** (WB); **The Ghost Goes Wild** (Rep), 2nd run.....100
Palace—**The Jolson Story** (Col), 3rd wk.....135
Riverside—**The Best Years of Our Lives** (RKO), 3rd wk.....140
Strand—**The Late George Apley** (20th-Fox), 2nd d. t. wk.; **The Return of Monte Cristo** (Col), 2nd run.....95
Towne—**The Macomber Affair** (UA).....100
Warner—**The Sea Hawk** (WB); **The Sea Wolf** (WB), reissues.....115
Wisconsin—**Carnival in Costa Rica** (20th-Fox); **Blind Spot** (Col).....115

Cool Weather Herds Crowds Into Chicago Theatres

CHICAGO—With the temperature around 30 degrees most of the week the theatres got a good break. Plenty of visitors were in from nearby towns to attend the baseball premiere and other sports events, but it was too cold, so they crowded into amusement spots.

Of the new entries, "Wake Up and Dream" opened strong at the Oriental, and the Ted Weems band with Bonnie Baker on the stage helped business, too. The Chicago did nicely in a second week with "Suddenly It's Spring," plus Georgie Price heading the stage bill. "California" opened strong at the State-Lake; ditto "Lady in the Lake" at United Artists. "The Best Years of Our Lives" at the Woods, and "The Jolson Story" at the Apollo were still topping the holdovers, with "Nora Prentiss" at the Roosevelt, and "Smash-Up" at the Grand holding up very nicely.

Apollo—**The Jolson Story** (Col), 16th wk.....125
Chicago—**Suddenly It's Spring** (Para), plus stage show, 2nd wk.....140
Garrick—**13 Rue Madeleine** (20th-Fox), 4th wk.....110
Grand—**Smash-Up** (U-I), 4th wk.....120
Oriental—**Wake Up and Dream** (20th-Fox), plus stage show.....150
Palace—**Trail Street** (RKO); **Little Miss Big** (U-I), 2nd wk.....115
Roosevelt—**Nora Prentiss** (WB), 2nd wk.....120
State-Lake—**California** (Para).....125
Studio—**Sins of Bali** (Rosenberg); **She-Devil Island** (Rosenberg).....110
United Artists—**Lady in the Lake** (MGM).....120
Woods—**The Best Years of Our Lives** (RKO), 17th wk.....160
World Playhouse—**Man's Hope** (Lopert Films).....115

Indianapolis Trade Spotty With 'Egg and I' Leading

INDIANAPOLIS—Business at first run theatres was spotty. "Egg and I" headed the list and drew crowds at Keith's Theatre in its third week. Loew's with "The Macomber Affair" had a fairly good week, but others were down to scraping the bottom.

Circle—Sister Kenny (RKO); **Sweetheart of Sigma Chi** (Mono).....75
Indiana—**It's a Wonderful Life** (RKO).....95
Keith's—**The Egg and I** (U-I).....250
Loew's—**The Macomber Affair** (UA); **Blondie's Holiday** (Col).....100
Lyric—**Ladies' Man** (Para); **Big Town** (Para).....95

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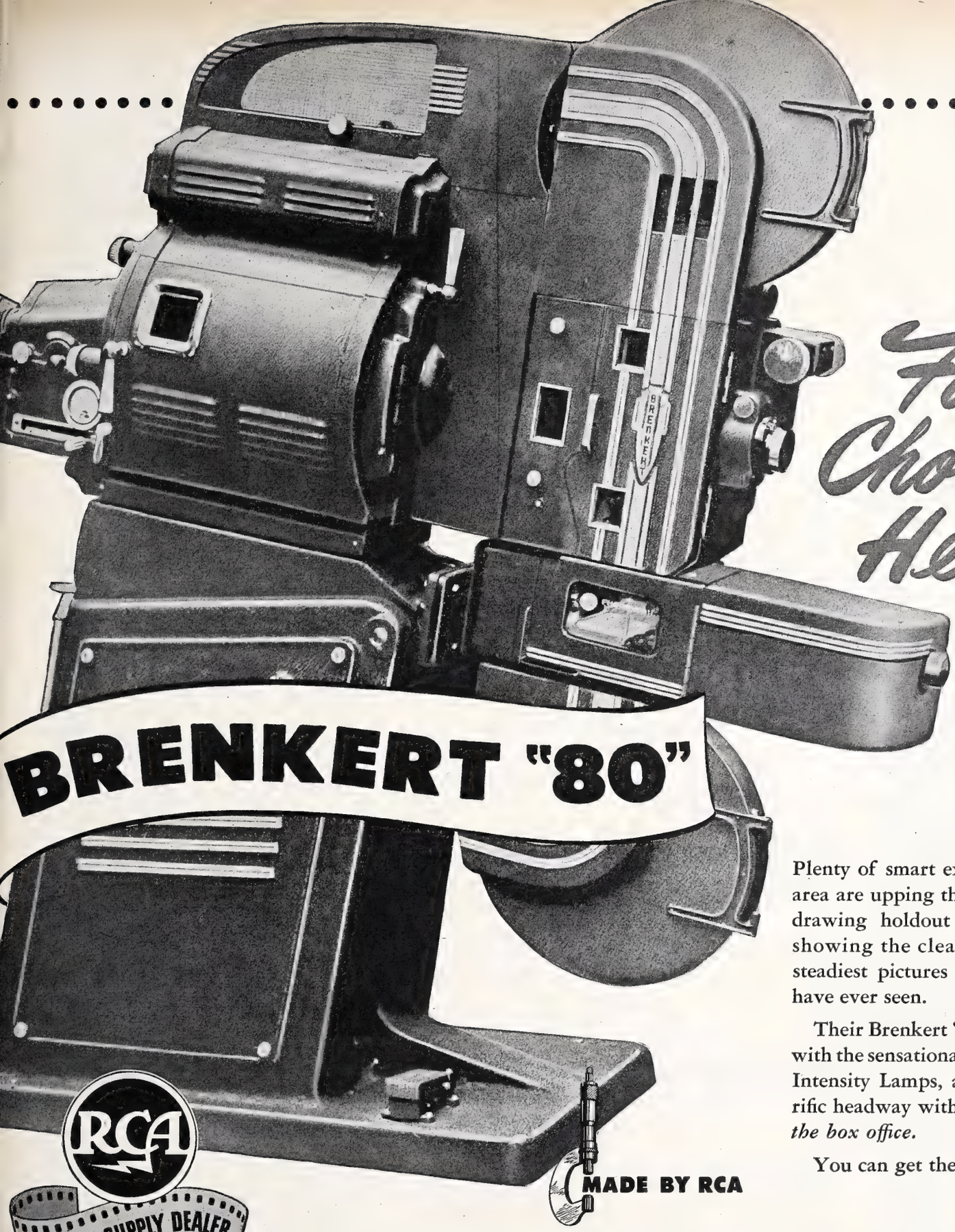
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INDIANAPOLIS

Mrs. Ethel Luckett Walsh has started erection of her new theatre, the Scott, in Scottsburg, Ind. In addition to the new 600-seat house, she also operates the Indiana there, and the Austin in Austin, Ind. . . . Berne, Monroe, Geneva and Decatur, Ind., have adopted daylight savings time effective April 28.

Nick Paikos, who operates the Diana in Tipton, Ind., has become a Blue Lodge Mason . . . Salvator Iozzo, former GI, is now with the Eagle-Lion-PRC exchange as a student booker.

Charles E. Spargur jr., ad sales department manager at 20th-Fox, and Margaret Ferguson, were married in the Broadway Baptist church here. They honeymooned in Chicago . . . Charles Spivak and members of his band, now at the Circle, are enjoying the privileges of the Variety Club of Indianapolis.

Ben Stonebreaker, assistant to J. B. Elliott, National Screen Service, trailer division, resigned last week . . . R. L. Hudson jr., Richmond, was on Filmrow . . . Frank Warren, 20th-Fox salesman, has a mild case of flu . . . Herman Black, RKO salesman, was called to New York City by the serious illness of his mother.

Frank Hensler, district manager of MGM, spent two days at the local branch . . . Harry Watts, Alhambra, Knightstown, booked and bought . . . Charles School, MGM auditor, is checking the local branch . . . Russell Brentlinger, manager of RKO, called on officials of the Gregory circuit . . . S. W. Goodman, Poseyville, booked . . . Gus Heinrich, office manager and head booker, Columbia, spent the weekend fishing.

William Conners, widely known as Bill, operator of the Luna-Light, Lyric and Indiana theatres in Marion, Ind., is enjoying a California vacation. Bus Miller is looking after his interests during his absence . . . Jack Springer and Pete Panagos, Gregory circuit bookers, were on the Row booking and buying.

Guy Craig, manager of Columbia, visited Chicago . . . Harry Mandell, district manager of Eagle-Lion-PRC, was a business caller at the local branch . . . Norma Geraghty, National Theatre Supply, is handicapped by the loss of speech.

Foster Gauker, branch manager of MGM and Marjorie Richter, head booker, will go to New York April 28 for the sales meeting at the Astor . . . Joe Schilling, Connersville, booked and bought . . . Local B-35, affiliate of the IATSE, exchange employes elected Mable Skinner, president; Dorothy Riley, financial secretary and treasurer; Robert Whaling, recording and corresponding secretary; Sheldon Fogelman and Louise Pfarer, trustees; James Henson, sergeant-at-arms, and Mrs. Lulu Stevens, business agent.

Keith's Theatre has installed RCA Brenkert projection and sound equipment . . . A. C. Kalafat of Garrett, booked and bought on the Row.



From the BOXOFFICE FILES
(Twenty Years Ago)

THE HIPPODROME Theatre, 17 South Sixth St., St. Louis, closed to the public for many years, may be condemned if the recommendation of the health department is heeded. Three men have been found dead inside the structure in recent weeks and two fires broke out. The basement is filled with stagnant water.

* * *

Mrs. Alex Sommers, manager of the Lowell Theatre, 5037 North Broadway, left her office a few minutes and a sneak thief stole her purse, containing $40 . . . Ferdinand Warner, former motion picture operator of St. Louis, has been adjudged of unsound mind and his wife was appointed his guardian.

* * *

Floyd Lewis, president and general manager of the Lewis Advertising Co., makers of illuminated lobby displays, announces his company has moved to 3330 Olive Street.

* * *

All bids were rejected as too high for construction of the Negro theatre and office building at Ninth and Arch streets, Little Rock, Ark., by the Masonic Templars of America. Plans will be revised and new bids asked soon.

* * *

Floods have closed theatres at Nebo, Ill.; Chaffee, Mo., and Alsy, Ill. . . . The Home Theatre, Oblong, Ill., Star at Newton, Ill., and the Strand and Grand at Robinson, Ill., have been combined under management of the Home circuit, controlled by Price and Dalrymple of Oblong and J. C. Hewitt of Robinson.

* * *

The William Fox theatre, in St. Louis, seating about 5,500 persons, will open early in 1928, according to present plans of the owners. Plans have been prepared for another large theatre near Grand and Washington boulevards. It is understood that United Artists will be the sponsor.

The film industry spent for advertising in the U.S. for 1946 an estimated total of $65,700,000; over $2,000,000 more than in 1945.

St. Louis Voters Okay Daylight Saving Time

ST. LOUIS—Daylight saving time will go into effect here April 27 at 2 a. m. and will remain until September 28. Many of the surrounding communities also will depart from standard time for the same period, since a number of their residents are employed in St. Louis.

Railroads, bus lines and airlines will continue to operate on standard time, except for the Missouri Pacific local train to and from Pacific, Mo., serving commuters, which will make the change. Bus lines operating in St. Louis county, Mo., and St. Clair and Madison counties, Ill., also will make the change to daylight saving time.

In elections held in Illinois April 15 most of the cities and towns considering the question of changing over to daylight saving time voted to remain on standard time.

Cities rejecting daylight saving time were: Effingham, Farmer City, Clinton, Jacksonville, Monmouth, Lena, Mount Carmel, Morrison and Savanna.

Towns which accepted daylight saving were: Decatur, East Alton, Monticello, Oregon and Wood River. The votes in Wood River and East Alton were close. Since these elections were mandatory, there remains a possibility the city officials still may decide against daylight saving.

The Alton city council now is considering a daylight saving proposal. Action on the measure was deferred to await the income of the elections in East Alton and Wood River, nearby communities.

$100 Prize to Loop Team As B&K Pin Season Ends

CHICAGO—B&K Employes club's first bowling league in several years came to a successful conclusion last week. A sweepstakes was held and prizes for the season were awarded the winners.

The Loop team captained by Bob Brewer, assisted by Harry Potter, Ralph McFarlane and Archie Pearson, walked away with the $100 prize given by Walter Immerman, general manager of B&K, to the team winning the most games. Only four small pins separated them from a tie with the second place Chicago team on the final night of the season. Harry Potter also copped Immerman's $50 prize for the season's high average.

FINAL STANDINGS

	Won	Lost	Pct.
Loop	38	22	633
Chicago	37	23	617
North Side	35	25	583
Senate	31	29	517
West Side	25	35	417
Combies	14	46	223

Festus Gem to Open Soon

FESTUS, MO.—Harry Miller planned to open his renovated Gem Theatre soon. The Gem, formerly known as the Idle Hour, 450 seats, was closed several years ago when Miller opened the Miller Theatre, 750 seats.

Table Grove Theatre Fails

TABLE GROVE, ILL.—Irvin Davis closed the Gala Theatre here after two weeks of operation. The town was unable to support the place.

To Use Garage Building

RED KEY, IND.—Richard Norton of Red Key has purchased the large storage room of the Rex garage building and has started remodeling it for use as a theatre. He expects to start showing pictures about September 1. Norton is a war veteran.

CHICAGO

"Lost Honeymoon," Eagle-Lion's latest release, was sneak-previewed at the Sheridan. There was practically no lapse in the laughter of the audience. Essaness Theatres announced the preview in newspaper ads for three days prior to the date . . . The local Warner office entertained two Chinese army officers, Maj. T. C. Tsul and Lieut. Col. W. Y. Chang, here on a mission to purchase horses, by staging a special preview of "Stallion Road."

When Harold Lloyd's "The Sin of Harold Diddlebock" premieres at the Oriental Theatre May 1, it will be Lloyd's first Chicago screen appearance in more than seven years . . . Max Roth, PRC district manager, is in St. Louis on business . . . Harry Mandel, Eagle-Lion special sales representative, went to the Indianapolis and Detroit territory in connection with new company product.

Members of major entertainment field unions will stage a protest meeting here May 21 against the antilabor legislation being considered in Congress. The meeting will be held at the Selwyn Theatre, with leading performers appearing. The unions involved are American Guild of Variety Artists, American Guild of Music Artists, Equity, and American Federation of Radio Artists . . . Joseph Walter Dunn, 58, member of MPOU Local 110 died here.

Ray Axelrod is an addition to the sales staff of PRC here. He was with Warner Bros. for eight years with time out for service in the armed forces . . . The Monroe, operated by James Jovan, is the first theatre in Chicago to install the newest type "even light" screen, developed to provide an improved background for both pictures and sound.

William D. Saltiel, chairman of Marshall Grant Productions, the newly organized Chicago motion picture company, has purchased the W. R. Burnett story, "High Yaller." The company's first film, "Moonrise," goes before the cameras in Hollywood May 15, with John Garfield as star . . . Louis Calamarie, just out of service, is back with B&K, and is now on the managerial staff at the Apollo . . . Ralph McFarlane, assistant manager of the State-Lake theatre, has been approved by the B&K Employes club to fill the position of Loop director left vacant by the transfer of Dean Jones to the State Theatre.

Norman Kassel, Essaness publicity director, has returned from a visit with Sam Goldwyn on the west coast . . . Remodeled inside and out and equipped with newest type RCA sound and Brenkert projection and a new screen, the Kedzie Theatre, owned by Charles Lindau, reopened last weekend. The Kedzie-Annex, also operated by Lindau, nas reopened after remodeling and will offer exclusive showings of Italian films acquired through Superfilm Distributing Co.

Actress Marjorie Reynolds has been added to the cast of Jack Benny's stage show which will open at the Chicago May 9. Marjorie's latest picture, due for summer release by UA, is "Heaven Only Knows," with Robert Cummings and Brian Donlevy. Sun columnist Dale Harrison has started pitching for Maxwells in his column to give Chicago Theatre Publicist Ed Seguin a hand in assembling a whale of an ancient-car parade for Jack Benny's arrival May 7.

More than 350 of Chicago's most beautiful girls vied for the title of Miss Photoflash and a chance for a film career when preliminary judging in the contest was held here this week. The camera queen got a minimum of one week's employment on the Columbia Pictures lot. Miss Photoflash was to be crowned at the annual dinner dance of the lensmen April 26 in the Stevens.

Ray Milland stopped here over the weekend en route from Hollywood to New York and England to make a motion picture for a British production company . . . Bob Kroeschel of the Kroeschel Engineering Co., installer of air conditioning equipment, reports shortage of parts is holding up installations in theatres here. Light gauge galvanized steel, needed in greater quantities for air conditioning jobs, is causing the delay.

Milton Cohn, RKO district manager of Cleveland, and Russ Brentlinger, Indianapolis manager, conferred here with John Doerr of the Alliance circuit.

Pete Panagos of Alliance Theatres reports the circuit is planning to use auto contests this spring and summer in cooperation with local auto dealers in the various localities in which the Alliance theatres are located. Amateur night shows will also be staged in various key spots to stimulate interest in local talent to tie in with current film bills. This type of cooperation has been very profitable in the past. Alliance's annual managers sales drive will get under way May 1.

Saul Goldman of Variety Pictures went to Bloomington, Ind., to attend the 25th anniversary of the Sigma Alpha Mu at the Indiana university. He helped organize the fraternity . . . Bob Hickey, RKO representative, has left for Memphis, New Orleans and Dallas, whooping things up for "Trail Street."

Plans are being worked out for uniform film delivery rates and schedules by various companies who headquarter here. The Illinois Commerce commission will pass on the new rates and schedules when they are ready for submission to the trade . . . Jack Manley, manager of Civic Theatre, is the father of a baby boy named Michael Manley.

Bell & Howell Co. will close all local plants June 30 to July 13 for a vacation for the entire factory staff. The branch offices of the company will not be affected.

Earl Vandevort Recovers

KENNETT, MO.—Earl Vandevort, local exhibitor, has recovered from an illness.

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ST. LOUIS

Harry C. Arthur, general manager of the Fanchon & Marco circuit, has gone to Hollywood for a couple of weeks. His brother Eddie recently returned from the west coast.

The unauthorized strike of pressmen employed by the three St. Louis daily newspapers ended April 16 after President George L. Berry of the AFL International Pressmen's and Assistants union wired the local union from Knoxville, Tenn., that the walkout violated the union's contract and that the men should get back on the job or face drastic punishment by the international. The walkout had no appreciable effect on attendance at local motion picture theatres, although the town was without daily papers for two and half days.

An armed bandit held up the third floor office of the Casa-Loma ballroom, across the street from the Cinderella Theatre, shortly before midnight April 13, escaping with about $1,700 in cash, according to a report made to police by Miss Helen Reiss, the ballroom cashier.

Iris Scissors, granddaughter of Joseph C. Ansell of Ansell Bros. Theatres, was given a theatre party on her ninth birthday recently, with some 50 of her playmates and Jewish orphans as guests. The youngsters were served refreshments in the basement of the Fox Theatre at Grand and Washington boulevards, with Iris's grandmothers, Mrs. Esther Ansell and Mrs. Yetta Scissors, acting as hostesses. Later the party enjoyed motion pictures in the private screening room in the big theatre building. When Joseph Ansell told Harry C. Arthur, general manager for Fanchon & Marco, that he wished to throw the party, Harry instructed Tony Paluso, manager of the Fox, to handle all the necessary details. A good time was had by all, including Grandpa Joe, Arthur and Paluso.

Romeo D. Bafunno, 56, who since 1944 had directed a band which gave public concerts in various St. Louis parks, died April 13 at the Roe public school, 1921 Prather Ave., where he was directing a school drum and bugle corps. Bafunno was a son of the late Anton Bafunno, who directed a band here in the late '90s and early 1900s. His wife and two sons survive.

The L. T. Rockenstein Co., 3142 Olive St., St. Louis, dealers in motion picture supplies, has incorporated as the L. T. Rockenstein Co., to handle merchandise and machinery. Incorporators were L. T. Rockenstein, Harold Block and M. S. Gottlieb . . . At Springfield, Ill., a certificate of incorporation has been granted the Tele-Radio Creations, 33 South Clark St., Chicago, with 200 shares of no par value stock. Incorporators were Nat M. Kahn, Lorraine Goldstrom and Maurice S. Levy. The corporation is authorized to conduct and produce radio and television shows.

KXOK, the Star Times station, resumed normal operations April 16 after the telephone cable connecting the station with its transmitter near Granite City, Ill., had been repaired. The one-inch cable was severed at 5:12 p. m. Sunday (13).

Ted Yemm, who was a partner in the former motion picture theatrical firm of Reid-Yemm & Hayes, which operated theatres in southern Illinois, is a patient at St. John's hospital. He retired from the motion picture field when the circuit was sold to the Fox Midwest circuit. He now lives here.

The drive-in theatre on the Manchester road at DesPeres, Mo., opened April 11. Sam Taft is the manager . . . Department store sales in St. Louis during March were 11 per cent higher than in March 1946, the Federal Reserve bank reports. For the year ending on March 31 sales were 12 per cent above the previous year. Sales in March were 30 per cent above those for February.



LOYALTY RECOGNIZED — Members of the MGM staff at St. Louis receive service emblems from Herbert Bennin, manager (right). Mabel Godwin, box-office statement clerk was presented a pin in recognition of her 20 years with the organization. Robert Jones, salesman (left) and Irv Waterstreet, exploitation representative, each received ten-year service pins.

Samuel N. Wheeler, general sales manager for Film Classics, conferred with Sol Hankin, local manager, relative to the sales plan for "The Patient Vanishes" . . . Vincent Price planed in from Los Angeles to spend a two-week vacation in the old home town.

'Klieg Fever' Hits Solons Being Filmed at Madison

MADISON—An epidemic of "klieg fever" hit the Wisconsin legislature recently with all its usual symptoms of slicked up clothing, smoothly combed hair and an uncontrollable desire to mug the camera.

The occasion was the filming of a motion picture showing how a bill is introduced and worked through the legislature to passage and signing by the governor. The film was taken under the direction of James Larson, Los Angeles producer and cameraman, and will be shown throughout the state in connection with the Wisconsin centennial celebration in 1948.

Some usually staid legislators looked extremely uncomfortable and nervous under the glare and heat of the klieg lights, but they were eager to cooperate.

Buy Site for Theatre

FAIRFIELD, ILL.—A lot directly across the street from the Strand Theatre here has been purchased by Pitner & Barnes as a site for the theatre they will build to replace the Uptown. The lot has a frontage of 61½ feet and is 185 feet deep. The new theatre will seat about 1,000. Lou and Lillian Luster, who sold the property, retained title to the house on it and have until July 1 to move the building.

Missouri House Approves Quarterly Collections

JEFFERSON CITY—The Missouri house of representatives has passed a bill for quarterly collection of the state 2 per cent sales tax instead of the present monthly collection. Rep. E. B. Pope of Hermitage, sponsor of the bill, said that the state department of revenue has estimated that the quarerly collection plan will save the state about $100,000 a year in clerks' salaries, accounting, postage and other expenses.

The new plan also will effect considerable savings for merchants, theatre owners and others who collect the tax from their customers for the state. The director of revenue still may require monthly payment of the tax where this action is deemed necessary to insure payment of the tax.

AFL Local Making Film On Industrial Hazards

CHICAGO—An educational motion picture showing industrial hazards in radio plants is being filmed in Chicago under the sponsorship of the AFL Electrical Workers local.

M. F. Darling, local president, and M. J. Boyle, international vice-president of the union, said that the film would be "a weapon in the union's campaign against accidents."

The Eddie Albert studios of Hollywood is producing the film, with Linda Johnson and Kirby Grant in the leading roles. Many Chicagoans will be extras.

Wisconsin Theatre Ties in With Opening of WMLO

MILWAUKEE—Opening ceremonies for WMLO, Milwaukee's newest radio station, were aired from the Wisconsin Theatre April 20. About 50 radio stars participating in the inaugural ceremonies, gave theatre patrons ringside seats.

St. Louis Horse to Screen

ST. LOUIS—Jackie Cavanagh, son of Mr. and Mrs. John J. Cavanagh of this city, has sold his 7-year-old pure white western range gelding Snow King for use in forthcoming Hollywood film adapted from "Green Grass of Wyoming," by Mrs. Mary O'Hara, who wrote "My Friend Flicka." The price paid for Snow King has been reported as $1,000. A party which included Alfred Meyers, Clarence Jones and an animal trainer from 20th-Fox arrived at the Missouri stables here April 18 to take possession of the horse.

Theatre Patron Collapses

ST. LOUIS—Harry Otto Venker, president of the Barnard Stamp Co., manufacturers of rubber stamps, collapsed and died the night of April 19 while attending the Ritz Theatre on South Grand boulevard. Venker was 51 years old and had been under treatment for a heart condition.

Will Build Theatre

ELIZABETHTOWN, ILL.—Construction of a theatre to seat between 400 and 500 persons is being readied at Cave-in-Rock by Tom Partain and Carl Humm. The theatre will be of brick and block and will be known as the Ohio.

A. H. Sharp Hit by Flu

GIDEON, MO.—A. H. Sharp, owner of the Princess Theatre, has recovered from a recent attack of influenza.

MILWAUKEE

Lou Elman, RKO manager, entrusted his life to Barney Sherman and that new red Buick convertible in attending Chicago's baseball opener. Just to keep in shape Barney chauffered Milwaukee's ballplayers about town, top down and everything, before shoving off for the Windy city . . . Johnny Mednikow and Frank Fischer of National Screen attended the firms national convention in Chicago.

Also Nick Michaels, Main Street, Racine; Louis Machat, Radio, Milwaukee; Bill Exton, Roosevelt, Kenosha; Irving Ashe, State, Waupaca; Paul Nowatske, Vista, Mukwonago; Lorn Heuston, Troy, East Troy; Sanford Vincient of Denmake and Winneconne; Lawrence Bucholz, Rialto, Nekoosa; Bob Gross, Milwaukee Drive-In; Ray Lenz, Pastime, Horicon; Billy Pierce, Savoy, Milwaukee . . . Dave Ross, MGM salesmen, is shown in the accompanying photograph in front of Sloppy Joe's in Havana, Cuba, on a recent vacation. Ross visited Florida, Cuba and Puerto Rico during his sojourn in the southern climes. It was a busman's holiday for Ross, who visited MGM exchanges and representatives.



DAVE ROSS

Connie Papas, co-operator of the Towne, was in from Chicago setting the stage for the official opening of his new house at Walworth April 25 . . . Irving Ashe, State Theatre, Waupaca, reporting on the first state run of "The Outlaw" outside Milwaukee, turned cartwheels at the holdout business during the five-day run. Ashe says eight times normal business resulted. Incidentally, Ashe has installed complete new sound, with extensive remodeling at the State due shortly . . . Hugo Vogel was in Minneapolis and is so busy traveling he's considering a helicopter, with hangar space atop his office to facilitate rapid commuting.

Elsie Seidel, MGM booker's secretary, has the prevalent cold . . . Same for Hilda Albrecht, MGM head booker . . . Charley and Ray Trampe drive to California for a fling at the ABC bowling joust, with company business an added attraction.

That phone strike brought more exhibitors to the Row than the Army-Navy game draws football fans, leaving bookers mumbling to themselves. Some theatre operators had been away so long they had to reintroduce themselves and provide identification.

Lowell Houle of National Screen, who cranked out hand-painted ties before hitting town, is building quite a side line with them. Bryn Griffiths wears a Houle creation featuring an overtired public relations man distributing passes to blind men captioned: "Well! You can hear the picture, can't you? Do you have to see it too?" . . . Mr. and Mrs. Ed Starkey of the Palace Theatre, Wisconsin Rapids, and Rex, Berlin, were Row visitors . . . M. Provencher, UA salesman, is reserving his race track suit for the first day of summer . . . H. R. Lane, Republic traveling auditor was in from New York.

Elmer Hall, MGM engineer, recalls the early days while managing the Fern Theatre, when Amos and Andy were rising to fame in radio. Hall's patrons liked the comedy pair so much that each night their program was aired, the Fern screen was darkened, the house radio turn up and everybody was happy.

Max Wiesner still talks in whispers due to that throat condition . . . Ray Bonner of Gallagher Films was in the territory on installations of equipment . . . Charles Nygaard, veteran roadshowman in Wisconsin, now handling national distribution on "The Vanished Sausage Maker," a Norwegian-made film for Merkur-Films, says the film is meeting with ready acceptance . . . Emma Peters, head RKO inspector, was ill . . . Verne Touchett, formerly with Fox-Wisconsin, was in from the coast.

Roy Pierce, Riverside manager, is vacationing in California for a month . . . Billy Pierce, Savoy Theatre manager, was at Decatur, Ill., where his father is seriously ill . . . Jack Frackman, Republic branch manager, attended the two-day sales confab in Chicago, at which James R. Grainger, vice-president in charge of sales and distribution, presided.

Jack Sullivan of the Carl Thelin sign firm was away from his chores due to an injured ankle . . . Oscar Ruby former Columbia manager, has been quite ill in Cleveland . . . Bob Guiterman, Capitol Theatre, Manitowoc, booked product . . . George Busch, RKO salesman, says that H. H. Otto, an oldtimer in exhibition, has assumed ownership of the Clinton, Clinton . . . Connie Pilz, former Clinton operator, was a Row visitor . . . Hortense Dricken, MGM toiler, vacationed and moved simultaneously.

John Juell, Garden Theatre, South Milwaukee, booked . . . Harold Russell, handless ex-GI who collected an Oscar for his work in "The Best Years of Our Lives," unable to appear here as scheduled previously, was due for appearances before veterans' groups this week . . . Mr. and Mrs. E. H. Boehm jr., Iola Theatre, Iola, were on the Row for their first appearance in a year.

Becky Hoffman, secretary to Walter Bennin, MGM office manager, was a Madison weekender . . . Danny Kelliher, Sprague Theatre, Elkhorn, was in town . . . Norma Albert, RKO toiler, displayed a cameo sent by her son Bob from Italy where he's with the navy.

Walter Baier, Fort Theatre, Fort Atkinson, booked product . . . Nat Marcus, WB manager was in Chicago attending the 1947 drive confab . . . Otto Trampe, IATSE business manager, back on the job after a major operation, is on the recovery side—the catch being that once recovered, Otto goes under the knife again . . . Joe Malits, Eighth Street Theatre operator, toured the Row.

Hero of the Week: Time 7:30 a. m. Walter Blaney, RKO office manager entered the exchange smoking the customary stogie when he noted the odor of escaping gas. Blaney tossed said cigar away faster than a P80 takes off and wangled an emergency call to the local gas firm, where officials said they couldn't send a trouble shooter. Blaney then got the fire department and was joined outside the exchange by Fred Ford and Joe Neger. The loud wail of the siren was heard and as a hook and ladder truck pulled up, Ford and Neger took a powder leaving Blaney to face the music by donning gas masks with the visiting firemen.

Vivien Fried, MGM booker, was ill . . . Louis Machat, Radio Theatre operator, reports the installation of complete new projection equipment, with other house improvements . . . Ida Tee and Lillian Kupersmith, both former National Screen toilers, visited the Row.

Ralph Maw, MGM district manager, was in from Minneapolis for a huddle with Eph Rosen, acting resident manager . . . Al Bennett, former National Screen head shipper, was in with tales of his growing gas business . . . The Times Theatre is now managed by Ralph Krause, former Fox Wisconsin manager . . . Elsie Heidlberg and Joyce Jackl starred at a recent National Screen bowling party.

Manning Silverman, onetime theatre operator, was a stopover with reports that his auto supply sales chore keeps him in southern climes . . . Ben Raskin is a new poster clerk at National Screen . . . Harry Riskin, 20th-Fox shipper, celebrated a birthday and the gang ate the cake . . . Fred Good, Film Classics branch manager, returned from Chicago to change shirts and take off for a trip through the territory . . . The four horsemen of MGM, Hilda Albrecht, Grace Mapes, Janet Uibel and Elaine Skinner (Kelley), renewed things while converging on Elaine Kelley at Milton, Wis.

Exhibitors booking on the Row included Russ Leddy, Orpheum, Green Bay; Tommy Lees, Lake, Lake Mills; Kenneth Peterson, Gerold, Weyawega; Ray Quady, Aqua, Minocqua; Raynold Black, Rialto, Edgerton; John Erickson, Rex, Kingsford; George Gonis, Liberty, Milwaukee; Francis Perrizo, Badger, Oconto; Ed Vincient, De Pere, De Pere; Red Erickson, Loyal, Loyal; "Cap" Thurwachter, Waukesha.

Popcorn Stand Removal To Be Fought by AMPTO

From Mideast Edition

Harrisburg—Popcorn machines have been ruled out of Pennsylvania theatres because they are fire hazards, a representative of the state department of labor and industry told Fred J. Herrington, AMPTO secretary, in an interview here.

Herrington said that exhibitors would appeal to the courts for a ruling, and the representative said that the state inspection department would follow with another action.

At the 26th annual convention of the AMPTO, Larry Woodin, Wellsboro exhibitor, said that the manufacturers of popcorn warming units, figuring they would sell hundreds of units, had endeavored to have popcorn machines removed from theatres on the grounds that they were fire hazards, but that through his intervention and the efforts of others the manufacturers of the warming boxes had made a retreat.

Inspectors have been notifying exhibitors to remove popcorn machines, stating that they had such orders from the department head.

Marcus Will Renovate Zaring at Indianapolis

INDIANAPOLIS — The Central Avenue Theatre Corp., headed by M. Marcus, is planning to reseat and otherwise improve the Zaring Theatre, 1,082-seat neighborhood house which it acquired April 1 on a five-year lease. The theatre also will get a new marquee, according to Rex Carr, general manager for the circuit. The Zaring was opened in 1925 and was one of the city's first de luxe neighborhood theatres.

Close One, Open New One

CRYSTAL CITY. MO.—Dickson & Adams, Inc., has closed its Roxy Theatre, 600-seater, after opening the beautiful new Hi-Way Theatre, with 750 seats.

Opportunity Knocks Every Week . . .

in BOXOFFICE Clearing House of Classified Ads

"BOXOFFICE IS HERE!"

Over the doors of most American theatres a sign might be placed: "BOXOFFICE comes to us every week to help us operate more profitably."

Display Ads Pay Well

The low cost of small ads in regional news sections appeals to more and more advertisers. Returns are excellent and the effects are beyond ordinary computation.

ASK FOR DISPLAY RATES FOR YOUR OWN SECTION

Summary of a Recent Issue:

15 offers of Used General Equipment

6 places to buy New General Equipment

12 theatre seating—new and used

21 theatres wanted and for sale

11 positions open and help wanted

12 specialized offers of equipment and supplies.

The cost is small. Only 10 cents a word—4 insertions for the price of 3.

Use the Tremendous Circulation of

BOXOFFICE

FOR ADVERTISING THAT PAYS BEST

Omaha Filmrow Site Choice for City Bldg.

OMAHA—Filmrow took it on the chin with the announcement by the auditorium commission that it has recommended that the city council acquire real estate and start condemnation proceedings in the four-square-block area bounded by 17th, 19th and Chicago streets and Capitol avenue.

The Paramount and Ballantyne Co. buildings are located on the east fringe of the area. The condemnation action also would cut off further westward development of the Row. Film representatives protested choice of the site.

Next step by the auditorium commission is to ask the Omaha improvement commission to approve its recommendation and pass it on the council.

Varro H. Rhodes, auditorium commission chairman, said it probably would take six weeks to get the condemnation ordinance through the city council. He said it probably would take until the end of the year before plans are completed for the $3,500,000 auditorium and that chances of actual building before 1949 are "slim."

Durwood Puts New Pilots In Redecorated Houses

ST. JOSEPH, MO.—Following redecoration of the three Durwood theatres here, Stanley Durwood, assistant general manager of the circuit, announced the appointment of new managers for each of the houses.

Charles Boshart, who has taken over at the Missouri, left Edwards Theatres, where he had been since 1943, to come here. Beginning his theatre career in 1927 with Fox Midwest in Topeka, Boshart also has been affiliated with the Skouras-Warner group in St. Louis, where he managed the Ambassador Theatre.

A. L. Lashway, new pilot of the Electric, is a veteran of 19 years with Paramount Theatres. After becoming supervisor of advertising for 98 Paramount houses in New England, Lashway joined the Durwood circuit in 1945.

James Foster, new manager at the Orpheum, has been in show business since 1935 when he joined the Crescent Amusement Co. of Nashville, Tenn. He went with Durwood following his discharge from service in 1945.

Fred H. Munson Will Build Theatre in Lakin, Kas.

LAKIN, KAS.—Plans have been completed by Fred H. Munson of Dighton for construction of a 350-seat theatre here. The general design will follow that of the newly erected Hays Theatre in Sublette. Munson said he would name it the El Capitan.

Plumlee Visits Manhattan

MANHATTAN, KAS.—Frank L. Plumlee, executive of the Kansas City office of Theatre Enterprises, Inc., was here last week to speak before a group of professors and students of Kansas State college. Plumlee's topic was the place of the motion picture theatre in community life. After his talk Plumlee, accompanied by Dave Dallas, city manager here for TEI, called upon a number of local business and professional men.

Hoftiezer Buys Justrite

CASTLEWOOD, S. D.—Lyle Hoftiezer has purchased the Justrite Theatre from William Amacher, who has operated it since 1934.

Zorn Spurs Formation Of MPF in Kansas City

KANSAS CITY — Spurred by the enthusiasm of Edward G. Zorn, president of the United Theatre Owners of Illinois, the Kansas City panel of the Motion Picture Foundation was formed here at successive meetings held Friday night (18) and Monday afternoon. Fifteen members were named, with two additional names to be added later, thus attaining the maximum of 17 permitted under MPF bylaws. Zorn made the trip to the meeting here from his home in Pontiac, Ill.



EDWARD G. ZORN

INITIAL NINE NAMED

These nine members were named at the Friday dinner meeting held in Hotel Muehlebach:

J. A. Becker, Independence, Mo., exhibitor.
R. R. Biechele, Kansas City, Kas., exhibitor.
Clarence A. Schultz, Commonwealth Theatres executive.
Sam Abend, Exhibitors Film Delivery and Service Co., Inc.
Felix D. Snow, sixth IATSE vice-president, representing Kansas City unions.
M. D. Cohn, Newman Theatre.
Arthur Cole, Paramount Pictures.
Robert F. Withers, Republic Pictures.
A. Jules Benedic, field editor, BOXOFFICE.

Meeting Monday afternoon, the initial membership added these six men to the panel:

L. J. Kimbriel, Missouri Theatre Supply Co.
T. R. Thompson, special representative, UA Pictures.
Frank Plumlee, Theatre Enterprises, Inc.
Earl Dyson, RKO.
Mike Cullen, district manager, Loew's, Inc.
Homer Strowig, Abilene, Kas., exhibitor and president of the KMTA.

Selection of a permanent chairman and an area trustee who will serve on the national governing body was deferred to a further meeting called by the temporary chairman, A. Jules Benedic, to be held in the Paramount exchange screening room Monday morning (28) at 11:30 o'clock.

ZORN IS ENTHUSIASTIC

At the Friday night meeting, Zorn, a member of the national steering committee of the MPF, as well as Foundation chairman for the Chicago exchange area, spoke enthusiastically of plans for the new organization, which has as its motto, "To Lighten the Way While Lighting the Way." He said:

"Through the years the motion picture industry not only has given freely of itself, but also has raised vast sums of money which were turned over to various worthy causes outside our own field. However, nothing was ever done by the industry for its own good until 'men of goodwill' sat down together and whole-heartedly attempted to settle the problems involved. There was no attempt to outsmart or outtalk the other fellow; rather there was a genuine and thoughtful interest in the welfare of others. It was this spirit that brought to fulfillment the scope and organization of the Motion Picture Foundation.

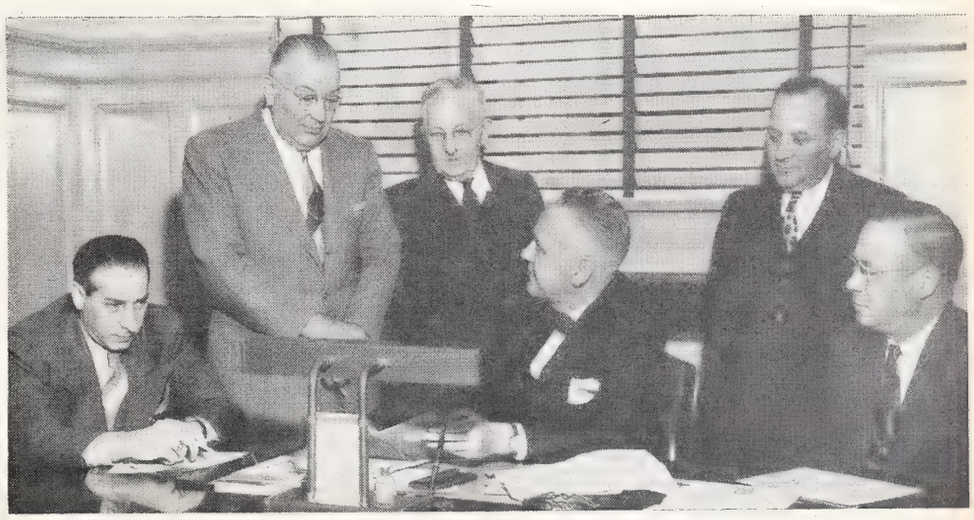
"In the Foundation, it appears to me, we have a medium by which we can serve the general welfare of the people in our industry. Through the Foundation we can bring aid and succor to the indigent, care and hospitalization to the afflicted, and nowhere in all this does the word 'charity' appear.

FOUNDATION'S FLEXIBILITY

"Beyond the area of aid and relief, the scope of the Foundation is so flexible as to allow for the furthering of scientific studies, fostering company welfare and retirement plans, scholarships, training programs, etc., all with a view to improving the general welfare of even the lowliest in the industry. The general purposes envisioned for the Foundation are virtually limitless and present a real challenge.

"As this is the first time in the history of American business that an industry has concerned itself about the general welfare of all

(Continued on next page)



FOSTERING THE FOUNDATION—Six members of the Motion Picture Foundation's Kansas City panel of 15, which later will be increased to 17, were snapped in the Newman Theatre office of M. D. "Babe" Cohn. In the usual order: Cohn, R. R. "Dick" Biechele, Arthur Cole, A. Jules Benedic, temporary chairman; Sam Abend and Felix D. Snow. The latter, sixth IATSE vice-president, will represent labor unions.

Zorn Aids Formation Of Kansas City MPF

(Continued from preceding page)

of its people, it may well be the Foundation may serve as a model for other industries to follow. Certainly, the motion picture industry has arrived at maturity when it awakens to the needs of its own people.

"Everybody in the industry, without exception, should subscribe to the Motion Picture Foundation."

Accompanying Zorn to Kansas City was "Tex" Hall of North Hollywood, Calif., freelance studio representative, who humorously answered a question propounded by a diner: "What makes these pictures cost us so much?"

Uptown 'Zombie Jamboree' Stars Master Mesmerist

KANSAS CITY—A midnight Zombie Jamboree featuring "The Great Balleau, Master Mesmerist, and His Hypnotic Thrill Show," plus PRC's feature "The Brute Man" was to be offered at Fox Midwest's Uptown Theatre here Saturday night (26).

The two-hour show, scaled at 10 cents above normal admission price, was publicized by special trailers three weeks in advance of the showing, 100 window cards, and lobby displays.

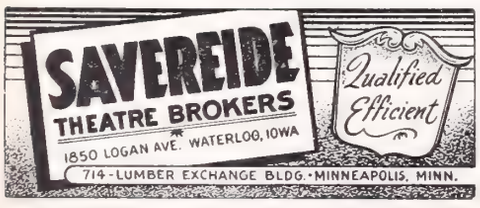
According to Manager Nick Sonday, Henry B. Balleau, who has been making a tour of several Fox theatres in the area, is a professor of psychology at the University of Ottawa, Canada, and has performed at several western universities in this country.

Talk With 'Ideal Secretary' Prize for Atchison Display

ATCHISON, KAS.—Just prior to showing "The Lady in the Lake" at the Fox Orpheum, Willis Shaffer, manager, arranged a private stag screening for local business men. The Globe, in cooperation with the theatre, ran a double truck spread in advance of the picture advertising a contest among merchants for the best window display. Prize for the winner will be a long distance telephone conversation, the present strike permitting, with Audrey Totter, star of the film, whom the men voted "the ideal private secretary." Bernie Evens, MGM exploiteer from Kansas City, assisted in the arrangements.

Harold Russell Visits

KANSAS CITY—Harold Russell, handless star and Oscar winner of "Best Years" fame, was a visitor Monday. Although he made no personal appearances in connection with the award film now playing in the city, Russell was greeted at a breakfast sponsored by veterans organizations of the area and spent most of his day at Wadsworth Veterans hospital and the Veterans workshop, sponsored by the American War Dads. Three radio appearances and the guest-of-honor spot at a luncheon sponsored by the local Advertising & Sales Executive club completed his one-day tour. Russell, accompanied by George Weissman, Samuel Goldwyn representative, left for Milwaukee Monday night.



'Egg and I' Fourth Week Sets FMW Precedent

Kansas City—Setting a new precedent for the three local Fox Midwest day and date first runs, Universal-International's "The Egg and I" has been held over at the Uptown, Esquire and Fairway for a fourth week.

Surpassing figures established in these theatres by "Smoky" and "Leave Her to Heaven," the Fred MacMurray-Paulette Goddard starrer rang up a record-breaking barometer score of 220 per cent during its first week. A second-week record was also established at these locations when weekend grosses for the added stanza totaled to within $200 of the first weekend take. The second week barometer score was 200. Previous long run at the theatres was "The Razor's Edge," which was held for 19 days.

Chief attraction of the film has been attributed to the general appeal of its light comedy and its human touches, many of which are familiar to rural inhabitants in this area. Repeat business has also greatly contributed to the prolonged run of the film.

'Citizen Saint' Screened By SG at Kansas City

KANSAS CITY—Julian H. King, area chief for Screen Guild, and Walter Lambader, local manager, held an invitational screening of "Citizen Saint" April 16 in Kansas City. The RKO-Pathe film, produced by Clyde Elliott, is the story of Mother Frances Cabrini, America's only saint. The screening, held in Edison hall, was attended by priests and nuns from Kansas City churches and schools, representatives of the National Conference of Christians and Jews, film personnel and leading figures from the city school systems. Among those present were Bob Shelton, film buyer for Commonwealth Amusement Co.; Eddy Erickson of Theatre Enterprises, and Ed Rolsky, manager of Kansas City's Gillham Theatre.

Manhattan Sosna Changes To Second Run Operation

MANHATTAN, KAS.—The Sosna Theatre, campus showcase for Theatre Enterprises, Inc., has adopted a new policy as regards both price and product, according to Dave Dallas, city manager here. The Sosna, formerly a first run, in the future will play subsequent runs to the Wareham, TEI's downtown A house, on 30 to 40-day clearance. Prices have been lowered and playdates rearranged. Lack of product was one of the reasons given for the change in policy.

Veteran Exhibitor Dead

MOBERLY, MO.—Tom C. Hall, 81, who built and operated the Hall and the Variety theatres at Columbia, died in a hospital here April 17. Hall, who was born in Audrain county, operated businesses in 36 Missouri towns and cities in the space of a half century. The cities included St. Louis, Kansas City, Sedalia, Columbia, Mexico, Centralia, Joplin, Springield and Excelsior Springs.

They Weren't Wrong

SIOUX RAPIDS, IOWA—Workmen tearing down the old Star Theatre Bldg. here last week found in the ceiling the following message signed by Bert Roberts, J. Roberts and E. O. Jennings, who gave their residence as Panora, Iowa. "Finished this ceiling wall and wood work during the month of December, 1913. Expect we will be old and gray headed by the time you find this."

Hospital Matinees Held in 77 Theatres

OMAHA—Matinees throughout the territory were held April 15 for the benefit of the Children's Memorial hospital here. The Omaha Variety Club is spearheading the effort. Another series of matinees was held this Tuesday (21).

Seventy-seven theatres signed up in the territory, according to Meyer Stern, drive chairman. Those not previously reported include:

Airdrome, Battle Creek; Home, Blair; Palace, Clearwater; Star, Hildreth; Pine, Long Pine; Milford, Milford; Arbor, Nebraska City; Oaks, Oakdale; Rex, Orchard; Osmond, Osmond; Palmer, Palmer; Pierce, Pierce; Cass, Plattsmouth; Roxie, Shelton; Rialto, Stanton; Snyder, Snyder; Springfield, Springfield; Rialto, Stromsburg; Gem, Valley; Moorehead, Moorehead, Iowa, and Dakotan, Yankton, S. D.

'Outlaw' in Minneapolis After Circuit Rejection

MINNEAPOLIS—"The Outlaw" opened here this week at the Lyceum, legitimate roadshow house, at regular prices for an indefinite engagement on a partnership deal with the theatre.

The deal was made after the Minnesota Amusement Co. rejected the picture a second time after the Legion of Decency had protested against showing of the picture in Minnesota. The picture will be sold throughout the state to theatres in opposition to MAC houses.

Some local neighborhood exhibitors are squawking about the Lyceum deal because they charge they were offered "The Outlaw" for a simultaneous run similar to that now being given in a number of other cities. United Artists explained the local independents stalled too long on terms.

Hearing in Jefferson City On Air Cooling Dispute

JEFFERSON CITY—A full hearing will be held here Monday (28) concerning the current air conditioning dispute created when Kansas City's Power & Light Co. requested the state power commission to allow curtailment of air conditioning services during certain peak hours of the summer.

Legal counsel and engineers will represent Kansas City theatres and other businesses that would be affected by a ruling favorable to the power company.

'Years' Visits Sioux Falls

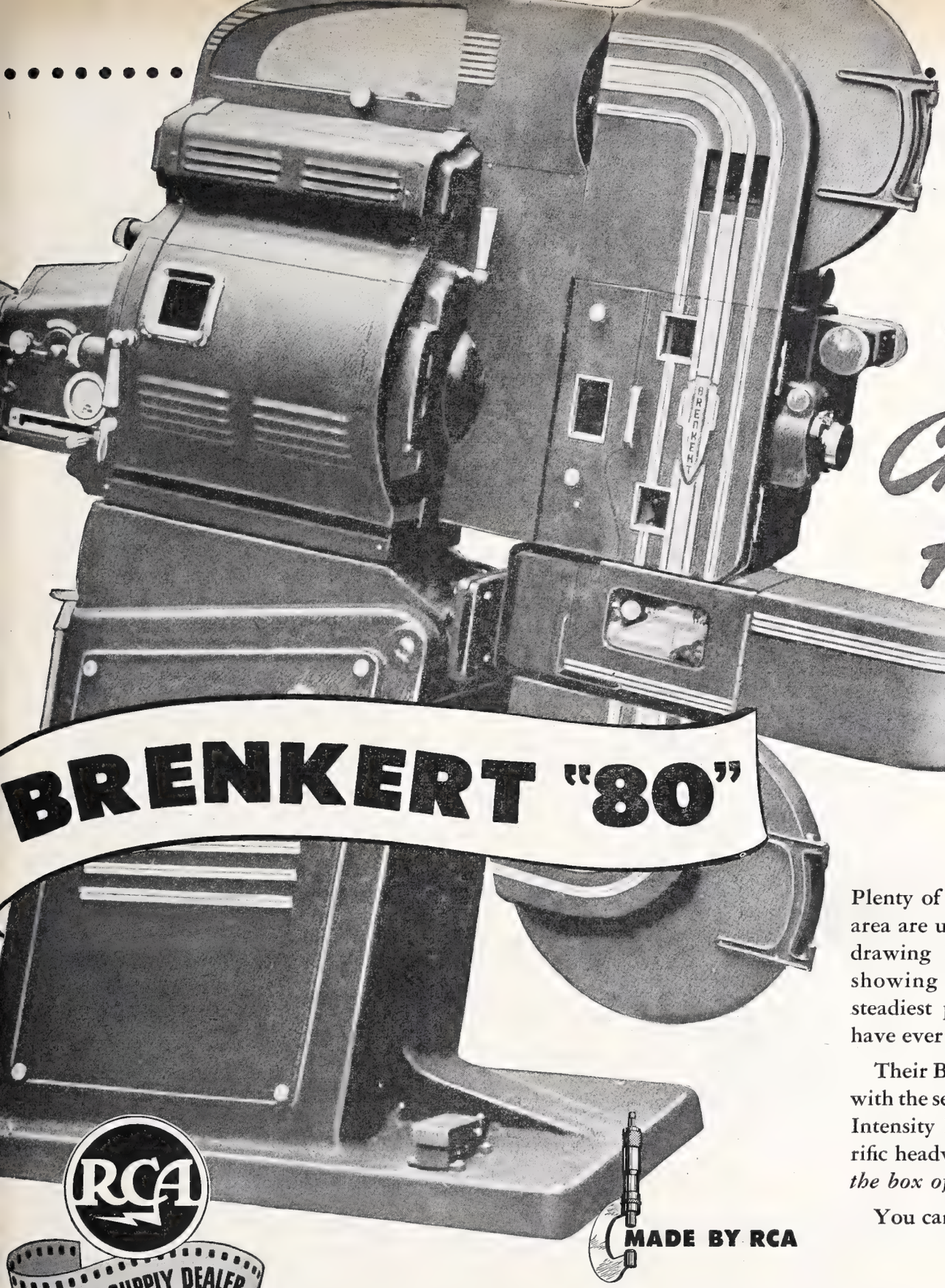
SIOUX FALLS, S. D.—"The Best Years of Our Lives" has entered its second week at the Granada Theatre at advanced prices. Manager A. R. Johnson offered $50 in cash prizes and 20 passes for the best essays on the best years of patrons' lives. He also used a radio rebroadcast of comments made about the picture by patrons in the theatre lobby.

Start Denison Theatre

DENISON, IOWA—Workmen last week began construction of the new theatre, being built here by Leo V. and Richard McTague. The new structure, will adjoin the Firestone Bldg. on Broadway.

Dave Williams Builds

KING CITY, MO.—Dave Williams is building the Royal Theatre here.



First Choice Here!

BRENKERT "80"

Plenty of smart exhibitors in this area are upping their receipts and drawing holdout crowds . . . by showing the clearest, brightest, steadiest pictures their audiences have ever seen.

Their Brenkert "80" Projectors, with the sensational Brenkert High Intensity Lamps, are making terrific headway with the public *and the box office.*

You can get the same results.

RCA

THEATRE SUPPLY DEALER

MADE BY RCA

See Your RCA Independent Theatre Supply Dealer

MISSOURI THEATRE SUPPLY CO.
115 W. 18th St., Kansas City 8, Mo.

THE WESTERN THEATRE SUPPLY CO.
214 N. 15th St., Omaha 2, Neb.

FROSCH THEATRE SUPPLY
1111 Currie Ave., Minneapolis 3, Minn.

DES MOINES

Mr. and Mrs. Stanley J. Mayer have returned after spending the winter in Los Angeles. Mayer is still on leave from his duties as manager for 20th-Fox here . . . Mel Evidon, manager of Columbia, journeyed to Omaha last weekend to attend the wedding of his niece . . . Arnold Shartin, Columbia booker, had his girl friend from Minneapolis as his guest on Sunday. She is a Columbia employe in the Twin city office.

Esther Huston, Universal, spent the weekend in Iowa City where she attended a university party . . . Twylla Wells, now of Kansas City, visited Pat Brobst in Des Moines over the weekend. Both girls are employed by Universal . . . Lela Kelly is a new employe at RKO . . . Florence Harris, RKO inspector who recently underwent an operation, is recuperating at her home and expects to be back on the job soon.

Thelma Washburn, RKO booker, has moved into her new home . . . PRC men began their Harry Thomas sales drive last week . . . Thelma Jolliffe, Republic, spent Saturday and Sunday in Havelock.

Wilma Walker of Paramount is vacationing in Arizona, and John Murano, head shipper for Paramount, has returned after a week's vacation . . . Margaret Rowson and Maxine Bird of MGM traveled to Fort Dodge last weekend to attend the wedding of Roselda Ebert and Wilber Strauss. Roselda, formerly office manager's secretary at MGM, was a beautiful bride, according to reports. The Strausses will live in Fort Dodge . . . Zeldine Seidenfeld of MGM and her twin sister Helene, 20th-Fox, entertained 100 guests at a party given in the AIB room last weekend.

G. Ralph Branton, general manager of Tri-States, was in Chicago last week. The Tri and Central States breakfast series starts Sunday (27) with a 7 o'clock get-together at Birdland park. Families, boy friends and girl friends are invited and baseball was to be the biggest attraction next to the food.

Several of the Tri and Central States gals had a farewell luncheon for Iowa West April 16 at Younkers tearoom. They presented Iola a corsage and a slip. Mrs. West plans to stay home and keep house, and play a little golf on the side!

A farewell party for Thelma Crittenden, 20-year employe at Tri-States, was held on Wednesday night at Doyne Bishard's home. Maxine Bishop and Ann Groves were on the committee for the event. All the employes presented Thelma two place settings for her sterling silver, a playsuit and a gown and slip.

Madge Ward Clark, who will replace Ann Groves as G. Ralph Branton's secretary on May 3, fell and broke her ankle last week. Madge reports that she will begin work as scheduled, regardless. So expect to see Mrs. Clark, cast and all, on that date! . . . Leo Wolcott, Eldora, is vacationing in Arizona and expects to be back in Iowa on May 1st.

Filmrow exchanges and circuit offices were open for business as usual last Monday in spite of the labor demonstration at the Statehouse . . . Mary Heiter, longtime office employe of the Associated Theatres in Dubuque, has resigned to accept a position in the office of the Dubuque Stone Products Co.

Cliff Freeman says his first gift matinee at the Iris, Riceville, has generated a lot of interest. The gifts were a year's subscription to the Riceville Recorder, five gallons of gas from the Texaco station and two dinners at the Palace cafe.

New Dubuque Sound

DUBUQUE, IOWA—The Grand Theatre here unveiled its new RCA Photophone sound equipment and Brenkert projectors recently. The projectionists and RCA Engineer Ross E. Hughes worked all night changing over to the new system, making it unnecessary to close the house. The Grand is one of Dubuque's Associated Theatres.

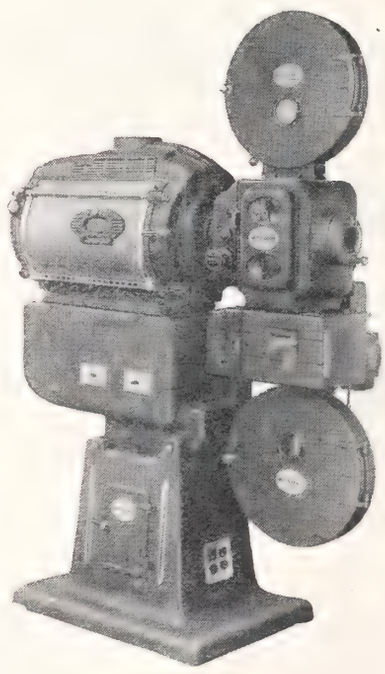
Cozy Theatre Resold

JEFFERS, MINN.—The Cozy Theatre was taken over early this month by E. O. Rodberg of Triumph, who purchased it from Mr. Karbo, who has been operating it since last June 1.

New Seats in Early

EARLY, IOWA—Fifty upholstered seats have been installed in the Early Theatre here. The seats were purchased by the town of Early.

In advance of its times . . .



The new Motiograph MODEL "AA"

"The Golden Anniversary Projector"

Des Moines Theatre Supply Co.

1121 High Street — Des Moines, Iowa

Telephone 3-6520

COMPLETELY NEW
HORKY'S CAFE
Bigger and Better Than Ever
— Featuring 'Delish' Steaks
1202 High St. — Des Moines, Iowa
"Where Filmrow Friends Gather"
Open Daily at 4 p. m.

Many Rocks; Few Boosts

Some Civic Groups Slow to Aid Children's Films

KANSAS CITY—Civic groups who often are the quickest to raise a public outcry when one film comes to town that is of questionable worth to the community give little or no support to worthwhile pictures.

This significant fact was brought out in a discussion at a luncheon last Friday (18) at the Woman's City club arranged by Mrs. Eleanore Walton, city censor, for the Rev. Irvin E. Deer of Chicago, representative of the Motion Picture Ass'n. Deer was here in the interests of the Children's Film library, an MPA project which Deer says is of special interest to Eric Johnston, president.

The local film industry and Kansas City clubwomen were about equally represented at the luncheon.

STILL IN MINISTRY

Deer, introduced as an old friend of Mrs. Walton, said he was proud that his church still lists him as one of its ministers (he was secretary of the Kansas City Council of Churches before taking up his present work about 12 years ago), and still feels he is carrying on his ministry in his present position.

Deer explained the plan by which various communities were putting on the Children's Film library product and told of the careful study that had been made in order to select not only those which older people believed to be classic films for children, but which allowed children to express their preferences. A discussion followed which brought out pertinent facts which would have to be borne in mind for community sponsorship of such special children program projects. He hopes it will be taken up here.

Arthur Cole, Paramount representative, pointed out the inadvisability of making this venture in a downtown theatre because of the traffic problem posed by a large group of children on Saturday in the shopping area. M. D. "Babe" Cohn, Newman manager speaking for the Downtown Theatres Ass'n, said that while he agreed with Cole that such a project was better geared to one of the neighborhood houses, that his organization would be glad to lend screen trailer and other active support of it.

Both he and Cole pointed out, however, that the very places which could do the most to put such a project over were closed for even the smallest announcement—the public schools.

BLAMES IT ON SCHOOL BOARD

Since Dewey Smith had been sent by Dr. Herold C. Hunt, superintendent of the Kansas City public schools, to represent him, it became Smith's duty to answer why it was that no matter how worthy a picture is, no mention of it may be made on public school property—not even an approved list is permitted on the premises.

Smith explained carefully to an audience already overly conscious of recent local school board difficulties, that it must be remembered Dr. Hunt works within the framework of rules made by the school board.

Cohn felt that because it did not play in his theatre, he could call attention to the lack of support given the film, "Sister Kenny," one with a message of interest to all, yet the very groups who might have helped put it over could not be reached.

"And, ladies," Cohn went on, "I want you to know that we try to run our business in a worthy manner. But I don't think it was fair of the recent mother to call me and bawl me out for letting her 16-year-old daughter smoke in the ladies' rest room at my theatre. I think her daughter's smoking is a family matter that calls for training in the home."

Deer criticized the general public attitude toward motion pictures.

"In spite of the criticism one hears of some films," Deer said, "it has been found that more than 600 films made originally for entertainment purposes have educational value for the teaching of certain phases of some subjects. So these films have now been made available by the industry for classroom use.

"Not only that, I can quote some other statistics that do not bear out the mass criticism of motion pictures which is being broadcast . . . I think you will agree that the Legion of Decency has a pretty tough attitude about motion pictures, yet its own ratings of pictures released last year gave 40 per cent an A rating, as being suitable for everybody, including children, to see. Almost the same ratio was given by Parents' magazine, which also keeps a tough eye on the Hollywood product. Seems to me that's a pretty good percentage when you compare it with other entertainment fields."

"CLEANEST ART TODAY"

Mrs. George F. Gorton, civic leader who was introduced as "representing all the women of Kansas City," spoke earnestly about the value that the one motion picture theatre was in the little town where her grandchildren live and mentioned the variety of tastes that are encountered in just one family and suggested that it was quite a job for exhibitors to cater to all these tastes.

Miss Genevieve Hackett, representative for this diocese for the Legion of Decency, was heard to say to several who sat near her, "Pictures are the cleanest art there is today."

Among other motion picture representatives present were Senn Lawler, Fox Midwest; William Truog, United Artists; Tommy Baldwin, Columbia; R. R. Biechele, KMTA, and Larry Klein, Universal-International. Women's organizations represented included the Junior League, Athenaeum, Woman's City club, UDC, Legion of Decency, PTA, General Federation of Women's Clubs and General Federation of Music Clubs. Members of the Kansas Censor board also attended—Mrs. Frances Vaughn of Bonner Springs, chairman; Mrs. J. R. Stowers, Kansas City, Kas., and Mrs. Bertha Hall, Mission.

Noisy Youths Picket Theatre After Ban

St. Paul—The Arcade, local neighborhood house, was picketed by more than 50 irate teen-agers in demonstration against a ban placed on them by the management following adult patrons' complaints that they made too much noise. Harold Winkler, manager, said the demonstrators have been disrupting shows on Friday nights for several weeks.

"We don't want to pick on any individual or group," asserted Winkler, "but other patrons are entitled to see the pictures without being disturbed. I hope that the youngsters will learn their lesson and cooperate so that this ban doesn't have to be repeated."

The teen-agers were angry and noisy, but did no damage during their picketing. They denied causing trouble.

Minnesota PTA Starts Drive Against Crime and Horror

MINNEAPOLIS—A campaign to remove crime and horror from children's films and radio shows and programs has been started by the board of managers of the Minnesota Congress of Parents and Teachers.

It got under way with letters from the board to all local film distributors and radio stations, praising them for recent improvements in their offerings and urging them to extend the "cleaning up" process.

The state organization is following in the wake of the Minneapolis PTA which previously started a drive to root out the offensive matter from children's matinee shows and radio programs.

Minneapolis body now is cooperating with exhibitors on children's matinee programs with good results.

Hannah Hossack Awarded $8,500 in Damage Action

SIOUX FALLS, S. D.—In the third time the case was brought to trial, Hannah Hossack has been awarded $8,500 of the $10,000 she asked in a damage action against Roy C. Metzger, resulting from the death of James W. Hancer, who died in a projection booth fire at the Gregory, S. D., theatre, October 28, 1943. The verdict, handed down by a U. S. district court jury, was $1,000 more than the second jury had awarded her.

In the first trial, the judge directed a verdict for Metzger. After an appeal, the plaintiff won a $7,500 verdict in the second trial. Metzger moved for the third trial, charging that the second jury had experimented with some of the film without the knowledge of the court.

Hannah Hossack is the administratrix of the Hancer estate. Hancer was employed by Metzger.

Immediately following the latest decision, Metzger moved for judgment in his favor, notwithstanding the verdict of the jury. The judge will rule on the motion at a later date.

Theatre at Clarksville Sold to L. J. Meehlhause

CLARKSVILLE, IOWA—The Clark Theatre here has been sold to L. J. Meehlhause of Cherokee, Iowa. Possession will be given May 1 by the seller, Bob Hunerberg. Hunerberg has operated the Clark since 1938. He served as a flight instructor in a naval aviation program and as a flight officer in the army air corps during the last war.

Meehlhause's wife and two children will remain in Cherokee until after the close of the school year.

HUDSON, S. D.—The State Theatre here has been sold by J. L. Walker to W. R. Adkins of Sheldon, Iowa.

L. W. Petersons Purchase Story City's Theatre

STORY CITY, IOWA—Mr. and Mrs. L. W. Peterson of Boliton, Minn., have taken possession of the Story City Theatre here. They bought the house from Mr. and Mrs. D. H. Hartzell who had operated the theatre for the last 12 months. The Hartzells will move to Boone, Iowa.

OMAHA

Filmrow contributions for Greek relief totaled $400 to date, enough to care for five orphans, Frank Hannon, drive chairman reported . . . Tommy Thompson, Walt Disney representative from Kansas City, was here for a day.

Ching Allen, United Artists district manager, was in town during the week . . . Ernest Grundman, Cook, Neb., exhibitor, has added a roller skating rink to his enterprises . . . Iz Weiner, Universal salesman, is pinch-hitting for Phil Monsky every other week. Phil is still laid up as a result of an operation.

So far local exhibitors have noticed little or no effect from the telephone strike. Long distance calls also are coming through . . . Ed Cohn, Universal salesman, had a rear-on collision (auto) on the territory trek last week . . . Ted Emerson, who has been out for some time due to illness, has returned and taken over his new job as Tri-States publicity chief.

Omaha's new police chief, Robert F. Munch, is one of the closest friends of Bill Miskell, Tri-States Theatres district manager. The two, probably more than any other Omahans, were responsible for this city's nationwide leadership in auto safety in 1946.

Jack Gibson, who used to be with National Screen in Des Moines, has been added to the PRC staff here. MGM gals held a shower during the week for Helen Baum, cashier, who will become Mrs. Wayne Kennison May 3.

Frank Ratay, local realtor and amateur film enthusiast, became so interested in his hobby that he has joined the BOXOFFICE readers and is looking for a theatre in the territory to buy . . . Jeannette Shoeneman, Wahoo exhibitor, caught the eye of her many friends with a Monday visit to the Row in riding clothes.

Visitors along Filmrow: John McQuistan, Bloomfield; Mr. and Mrs. Arnold Johnson, Onawa, Iowa; Jean Lepowitz, Seward; Frank and Woodrow Simek, Ashland; Mr. and Mrs. Claud Craig, Plainview; Richard Arndt, Everly, Iowa; R. K. Kleinfetter and Bill Borg, Peterson, Iowa; John Fisher, Valley; Blanche Colbert, North Bend.

Also Mr. and Mrs. Edward Gannon, Schuyler; Mr. and Mrs. Martin Fetch, Macedonia, Iowa; George Monroe jr., Fort Theatre, Kearney; Mr. and Mrs. H. Fonda, Gibbon; Carl Johnson, Red Oak, Iowa; Howard Brookings, Oakland, Iowa; Eddie Kugel, Holstein, Iowa; Ernest Grundeman, Cook, and Jeannette Shoeneman, Wahoo.

Iowa theatres in the Omaha territory did no matinee business Monday. Union operators took a holiday to converge on Des Moines, along with other union men, in protest against a proposed state ban on the closed shop. Such a ban already is in effect in Nebraska; voted in last fall. Labor is testing its legality.

Mayor Charles Leeman helped along exploitation for "The Egg and I" by posing with two pretty traveling representatives with "The Egg." The picture opens May 9 in the territory at the Orpheum. Following that the Orpheum has scheduled three stage shows that will be vying for a new house record—Frankie Carle, Henry Busse and Desi Arnaz . . . "Barretts of Wimpole Street" was a one-night sellout at the Omaha.

Howard Brookings, president of the AITO of Iowa and Nebraska, and Mrs. Brookings were in Minneapolis Monday and Tuesday for the North Central Allied meeting . . . Mrs. Robert Ballantyne, wife of the equipment manufacturer, has returned from visiting relatives in Atlanta.



PRC Makes Further Plans For Kansas Trail Jubilee

TOPEKA—Further plans are being prepared for the Santa Fe Trail Diamond Jubilee rodeo to be held here July 4. As announced two weeks ago, Eddie Dean, PRC western star, will be grand marshal of the celebration and a beauty contest will be held in connection with the rodeo.

Billy Baucom, of WIBW here and KCKN in Kansas City, left for California this week to confer with Harry Thomas, president of PRC, and Dean in hopes of arranging for the studio to film all or part of the celebration.

Beverly Miller, PRC division manager at Kansas City, said this week that the Rodeo Queen contest is now open to girls in Kansas and neighboring states. Local exhibitors in this area are authorized to hold elimination contests to choose a candidate from their town. Photographs of these winners will be judged as announced previously, the final twelve candidates to be judged here May 31.

Barnett in 'The Outcast'

Republic has signed Vince Barnett for a featured role in "The Outcast."

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KANSAS CITY

M J. Cullen, Loew's western division manager with headquarters here, went to his mother's funeral in Newark, N. J. Mrs. Fanny Cullen died in Columbus, Ohio, where she had made her home . . . Don DeFore, one of the stars of "Ramrod," now playing at the Orpheum, is scheduled for a personal appearance at the theatre the night of April 28.

Nat Steinberg, Republic district manager; Bob Withers, local chief, and C. M. Parkhurst, salesman from the local Republic exchange, left Tuesday for a business trip to Wichita and intermediate situations . . . Thomas Craig, RKO publicity fledgling, is spending a one-week indoctrination period in the local office with Gil Canfield, publicity chief for this area.



NAT STEINBERG

The air conditioning unit at Screen Guild, now ready for capacity operation, holds promise for a pleasant summer in Walter Lambader's quarters . . . Gilbert Clark, National Screen manager in Oklahoma City, stopped in on his way home from the Chicago convention last week . . . Jim Lewis, RKO manager, held a sales meeting Monday.

Mary Lou Ubank is a new member of the Commonwealth bookkeeping department . . . Mrs. Margie Onasch is the new biller at Columbia . . . Ben Marcus, Columbia district manager, left for Minneapolis Monday . . . Beverly Miller, PRC division chief, was in Omaha last week.

Johnny Johnston, Wichita PRC representative, was on the Row over the weekend . . . Al Lies went to Wichita at the same time . . . Miller and M. G. "Shack" Shackelford, local manager, followed during the week . . . Miller is now doubling in brass until the Eagle-Lion home office names a successor to Mark Raymon, local E-L representative recently resigned.

Alfred W. Schwalberg, general sales manager for PRC, was expected in during the week on his way to New York from California . . . The PRC exchange has new banners hanging on every wall announcing the forthcoming Harry Thomas playdate drive which began the 26th and ends August 30.

Milt Overman, Eagle-Lion field representative, is in Topeka beginning arrangements for the Santa Fe Trails rodeo program . . . Don Davis, RCA representative, is feeling fit as a fiddle again . . . Jack Langan, U-I manager, has grown two inches around the chest since "The Egg and I" hit the Uptown, Esquire and Fairway.

Ward Pennington, Paramount salesman, married Joyce Dunlap of Portland, Ore., April 11 in Wichita . . . Reaction to the screening of "Citizen Saint" last Wednesday night was mixed, to say the least . . . Fox Midwest's screening room will be redecorated this week. New furnishings and equipment will be installed.

El Zorro, Fox Midwest's social club, will have its annual spring dance at American Legion hall May 23 . . . Arthur "Count" deStefano, local manager for National Theatre Supply, left for the Society of Motion Picture Engineer's convention in Chicago . . . H. N. Mobley of the Weston in Weston was on the Row Tuesday.



"COUNT" deSTEFANO

Al Adler, MGM resident manager, and Roger Leaton, head booker in the local office, are to leave this weekend for New York for a national sales meeting. They expect to be gone about eight days . . . Shirley Caplin, bookers' secretary at MGM, has left to join her family in Denver after a brief sojourn in California.

Exhibitors stopping at National Theatre Supply during the week were P. O. Smith of the Pic in Lebanon, Kas.; G. C. Michael of the Michlo, Braymer, Mo.; A. F. Christianson, Lyric, Anderson, Mo.; A. N. Brown, Roxy, New Franklin, Mo.; Harley Fryer, Orpheum, Carmar and Photoshow, Neosho, Mo.; Sam Yoffie, Yoffie roadshows, Springfield, Mo., and Keith and Noble Crooks, Electric, Browning, Mo.

Others were A. E. Jarboe of the Ritz, Cameron, Mo.; K. H. Gaston, Mayflower, Florence, Kas.; Harry Till, Courter, Hamilton, Mo.; Glen Lentz, Hardin, Hardin, Mo.; T. A. Sturgis, Modern, Stanberry, Mo.; Paul Oetting, Lyric, Concordia, Kas.

Whitey Ford, radio's "Duke of Paducah" on WSM in Nashville, Tenn., and Hot Gilliam, Paducah wrestling promoter, were callers at NTS . . . Other Filmrow visitors included A. W. Johnson of the Plaza in Glen Elder, Kas., and L. A. McDaniel of the Rex, Wetmore, Kas.

Mrs. Ed Zentner is now working at RKO. No newcomer to the exchange, Mrs. Zentner is merely the new name of Frances Stickle,

(Continued on next page)

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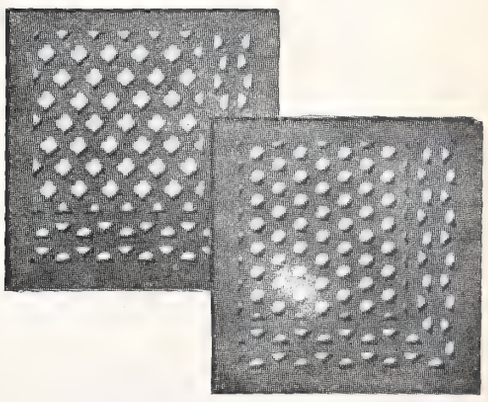
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KANSAS CITY

(Continued from preceding page)

general clerk. The marriage took place last Friday . . . "Gus" Kubitzki was ill most of last week with a bad cold.

May Abranz, Universal inspector, is back on the job after a five-week illness . . . Mrs. Ruth Hollingsworth, cashier in that office, spent the weekend in Arkansas and reports "good fishing" . . . Mrs. Helen Spence is the new stenographer at U-I . . . Vacations for the boys and girls at Universal will begin some time next month.

Ed Heiber, local district chief for Universal, flew to New York early in the week . . . **J. V. Beauchamp,** Theatre Enterprises controller from Dallas, was visiting the home office for a few days . . . Ed Ballew, United Artists publicity man, was in the city working on "Ramrod," which opened at the Orpheum Wednesday.

Bernie Evens, MGM publicity chief, had a strange shade of red on the back of his neck for a few moments last week. While returning from Wichita on a train originating in Dallas, Evens spotted a man he thought was his boss, Elmer Coleman, district exploitation supervisor from the Texas city. Rushing up to say hello, Bernie was embarrassed to find the man was not Coleman, but Phil Albright, former MGM salesman out of Dallas and now in the booking business in Chicago.

PRC has had a pre-Harry Thomas playdate drive contest in its midwest offices. At the end of four weeks, with one more week to go, standings were as follows: Gene Snitz, Kansas City, first; Jim Kuneth, Des Moines, second; Al Lies, Kansas City, third; Ed Truslow, Des Moines, fourth, and Carl Olson, Des Moines, fifth.

Holds Sneak of 'Spring'

KANSAS CITY—M. D. "Babe" Cohn, manager of the local Newman Theatre, held a sneak preview Friday night (18) of "Suddenly It's Spring," which film moved into his theatre late this week. A full house acclaimed the preview, according to Cohn, who added that Fred MacMurray's recent success here in "The Egg and I" will prove a drawing point for the new Paulette Goddard-MacMurray starrer.

Blind Hear 'Jolson Story'

MILWAUKEE — Approximately 80 blind persons were guests of the Uptown Lions club at the Palace Theatre and heard "The Jolson Story." The Lions sat with the blind men and women and furnished comments on the story. Joe Bouldin, Palace manager arranged this special handling.

Returns to Hollywood

Mildred Natwick, Broadway character actress, has returned to Hollywood for a role in Metro's "The Kissing Bandit."

From the BOXOFFICE FILES

* * *

(Twenty Years Ago)

THE WARNER branch in Kansas City is proud of its 100 per cent rating in two recent fire drills. Office members were so speedy in getting out that Bertha Katz fell over a railing and slid out the front door, according to Ed Solig, booker . . . C. A. "Red" Jones, Educational manager, will attend the Los Angeles Educational convention . . . George Montray has bought the Olive Theatre, St. Joseph, from Mrs. S. E. Moore . . . Fred Willoughby of the Heywood-Wakefield Co. is reported lost "somewhere in Oklahoma or Kansas." He was driving back from Oklahoma when the floods started and has been on the way for a week.

* * *

J. A. Masters, assistant manager of the Film Booking Offices in Kansas City, is proud of the report of the home office auditor that the branch is operating closer to 100 per cent than any of the exchanges he had visited . . . Ruth Ward and Ruth Auslet of the Pathe exchange promoted an Easter egg hunt in the office last Saturday.

MGM Pep Club Elects

KANSAS CITY—The local MGM exchange held a meeting of its Pep club last week and elected the following officers: President, Harvey Cole, student booker; vice-president, John Tonge, head shipper; secretary, Lavaughn Anson, bookers' secretary; treasurer, Ray McReynolds, boxoffice clerk; reporters, Eddie Green and Woody Walker. Plans were discussed for a Swope park picnic May 18.

To Build in Englewood

KANSAS CITY—Homer Vaughn, Dr. C. D. Aikins, Frank Brown sr., Lee E. Mathews and V. A. Julian have incorporated in order to build and operate a theatre in suburban Englewood. The site west of the post office building has been zoned to permit erection of a theatre and for parking purposes.

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Des Moines' 'Years' Hits All-Time Top

DES MOINES—Des Moines welcomed "Best Years of Our Lives" last week with one of the largest turnouts in the history of the Orpheum Theatre. Manager Jerry Blaedow reported the picture did a first week business of 300 per cent. This figure has never been exceeded, according to available records here. Manager Blaedow said he was confident the picture would be held three weeks, and possibly a month, which, in itself, would be a record for the city.

Overflow crowds were on hand for all of the performances which ran from 10:00 a. m. each day through a final showing beginning at 10:00 p. m. By far the largest attendance was on Monday (21) during a statewide labor demonstration here against proposed union restrictions pending in the Iowa legislature. Nearly 20,000 union members were on hand for the protest. Their wives and families, many of them, attended the Orpheum during the day.

Other downtown theatres didn't do so well. Both the Des Moines and Paramount offerings played to below average crowds.

(Average is 100)

Des Moines—**Song of Scheherazade** (U-I)..... 95
Orpheum—**The Best Years of Our Lives** (RKO).....300
Paramount—**The Bachelor's Daughters** (UA); **Apache Rose** (Rep) 90

'Best Years' Sets New Record At the Omaha Brandeis

OMAHA—"The Best Years of Our Lives" set a new record at the RKO-Brandeis Theatre for a week's gross. The 1,200-seat house, managed by Will Singer, did almost three times normal business, topping the previous high made by "The Bells of St. Mary's." The latter was shown at popular prices.

The Orpheum's Laugh week, featuring "The Show-Off" and "Little Iodine," also caught the fancy of patrons. The weather was mild, partially cloudy.

Omaha—**The Beast With Five Fingers** (WB); **Shadowed** (Col); split with **Pursued** (WB); **Born to Speed** (PRC)..... 95
Orpheum—**The Show-Off** (MGM); **Little Iodine** (UA).....120
RKO-Brandeis—**The Best Years of Our Lives** (RKO) 275
State—**California** (Para), 2nd d. t. wk.; **The Missing Lady** (PRC).....115
Town—**Under Fiesta Stars** (Rep), **It All Came True** (WB); split with **Hittin' the Trail** (GN); **The Shanghai Gesture** (UA), reissues..... 95

'Brooklyn' and 'Reckoning' Open Strong in Twin City

MINNEAPOLIS—Newcomers again were at a minimum, but the only major entries, "It Happened in Brooklyn" and "Dead Reckoning," were big boxoffice winners. In its sixth week, "Best Years of Our Lives" continued to amaze by its virility. The fifth week of "The Razor's Edge" also produced fine results. Other holdovers were "My Favorite Brunette" in its third week, and "Stallion Road" and "The Locket" in their second.

Aster—**Queen of the Amazons** (SG); **Three on a Ticket** (PRC).....110
Century—**My Favorite Brunette** (Para), 3rd d. t. wk.....125
Gopher—**King of the Wild Horses** (Col).....110
Lyric—**The Razor's Edge** (20th-Fox), 5th d. t. wk.....115
Radio City—**It Happened in Brooklyn** (MGM).....160
RKO Orpheum—**Dead Reckoning** (Col).....150
RKO Pan—**The Best Years of Our Lives** (RKO), 6th wk. 140
State—**Stallion Road** (WB), 2nd wk.....115
World—**The Locket** (RKO), 2nd d. t. wk.....100

Holdovers Lead Solid Week At Kansas City First Runs

KANSAS CITY—This seven-day period was marked by nothing more eventful than good, solid business. Four of the last two weeks' films were held for a third stanza and only three of the first run houses offered new pictures.

Among the new attractions "Stone Flower," the Russian film displaying outstanding color photography, pulled out after a week of top honors at the neighborhood Tampico, a Dickinson house. "Johnny O'Clock" on a double bill at the Midland was the top new feature downtown.

Holdovers again led the field as they did last week and "The Best Years of Our Lives" repeated as high scorer with 170. "The Egg and I" at the Fox day and date houses slipped considerably in its third week but continued to do above-average business. "The Well-Digger's Daughter," after a fifth week at the Dickinson Kimo, moved over to the Tampico late in the week as "Carmen" moved into the Kimo.

Esquire, Uptown, Fairway—**The Egg and I** (U-I), 3rd wk.....115
Kimo—**The Well-Digger's Daughter** (Siritzky-International), 5th wk.....150
Midland—**Johnny O'Clock** (Col); **For the Love of Rusty** (Col).....115
Newman—**California** (Para), 3rd wk.....110
Orpheum—**The Sea Wolf** (WB); **The Sea Hawk** (WB), reissues.....105
Tampico—**Stone Flower** (Art).....120
Tower—**The Best Years of Our Lives** (RKO), roadshow, 3rd wk.....170

Week's Study to Be Made Of Information Films

DES MOINES—A weeklong study of the use of informational and educational motion pictures will begin here at Hotel Savery Monday (28).

The film forums and workshops will be sponsored by a large group of educators, businessmen and radio and television leaders in Des Moines. During the week many documentary films will be shown, including films on atomic energy control, trade and international problems.

The purpose of the study will be to explore methods in planning film programs for discussion and audience participation, and to demonstrate the contribution films can make to the study and discussion of human relations.

The sessions will end Sunday, May 4, following a rally at KRNT Radio Theatre at which will be shown "One World or None" and "Peoples of the USSR."

No. Wisconsin Exhibitors Asked to Join ITO Fight

MINNEAPOLIS—F. J. McWilliams, director of ITO of Wisconsin and upper Michigan, who was here to attend the North Central Allied convention, asked all northern Wisconsin exhibitors to join his body in fighting two measures now before the state legislature. One of the bills prohibits the sale of candy, popcorn and other edibles and drinks in theatres. Another provides for a tax of 10 per cent on gross receipts.

PTA Classifies Films

SIOUX CITY, IOWA—Films approved by the PTA motion picture chairman for showing in Sioux City theatres last week were: For grade school children, "Mr. Hex," "Tumbleweed Trails," "Blondie's Holiday," "Valley of the Sun" and "Return of Monte Cristo"; for high school students, "Mighty McGurk" and "Born to Speed."

Improving King City Lucile

KING CITY, MO.—The Lucile Theatre here is in the midst of a renovation program. H. Danbury, owner, has already had the house redecorated and a new ladies' room installed, and he is planning to put in new seats. He also expects to replace the "front porch" with a modern marquee.

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See the BALLANTYNE COMPANY Advertisement in Modern Theatre Section

Iowa-Nebraska ITO Meet To Be in Omaha May 5, 6

OMAHA—An elaborate 20-page program in orange and yellow has been prepared for the annual convention of the Allied Independent Theatre Owners of Iowa and Nebraska here May 5, 6.

Due to the early date required for preparation of the booklet, President Howard



LEO WOLCOTT



HAROLD D. FIELD

Brookings explained that two speakers listed still are tentative. They are Abram F. Myers, Washington, chairman of the board and general counsel of Allied States Ass'n of Motion Picture Exhibitors, and Jack Kirsch, Chicago, president of Allied States and president of the Illinois group.

BOARD MEETING FIRST

The sessions will open May 5 at 10 a. m., in the Fontenelle hotel with Leo F. Wolcott, Eldora, Iowa, presiding over the board meeting. At noon President Brookings will preside at an all-industry meeting.

Mayor Charles Leeman will give the address of welcome with the response by Brookings. Wolcott will follow with a discussion of the Motion Picture Foundation.

Robert Livingston, Lincoln, associate of Cooper Theatres, will introduce one of Nebraska's senators for an address. Myers is also scheduled for an address.

Three speakers are slated for the afternoon: Kirsch; Col. H. A. Cole, Dallas, president of Allied Theatre Owners of Texas, and William L. Ainsworth, Fond du Lac, Wis., president of the ITO of Wisconsin and Upper Michigan and national treasurer.

'MOVIE NIGHT' ENTERTAINMENT

The evening will be devoted to an all-industry "movie night" at the Stork club, across the river in Iowa, featuring a floor show, dancing, food and drinks.

Tuesday's panel discussion lists these leaders:

Myers, federal antitrust case, clearance and competitive bidding.

Wolcott and Livingston, report on legislation and tax problems.

George March, Vermillion, S. D., association vice-president, sales policies and sales drives.

Ainsworth, national Allied and Caravan.

Tim Evans, Clinton, Iowa, association secretary, percentage pictures and local checkers.

Harold Field, Minneapolis, president of Pioneer and Field Bros. circuits, public relations, local and national.

Charles Niles, Anamosa, Iowa, director and Caravan chairman, film rentals and regional meetings.

Election of officers will close the meeting.

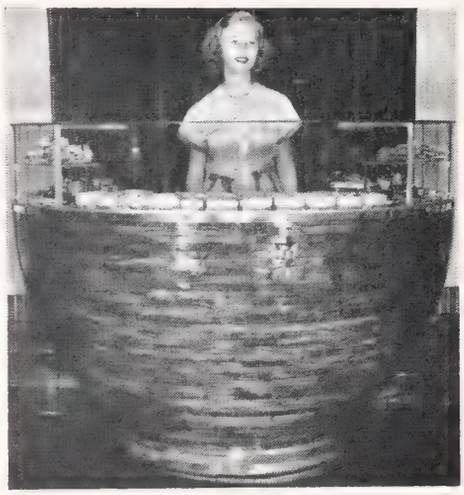
'Dan Patch' Production May Be Delayed Year

MINNEAPOLIS— Inability to obtain the desired stars for his million-dollar forthcoming Technicolor Picture, "Dan Patch," may compel W. R. Frank to postpone start of production a year, the producer-circuit owner said here before leaving again for Hollywood. In that case, he said, he would go ahead on another picture, "The Life of Grieg," a romantic drama about the great Norwegian composer on the order of "A Song to Remember," for which John Taintor Foote, author of "Dan Patch," also has written the script.

Frank said he has been unsuccessful in his efforts to obtain Joel McCrea and John Wayne for the stellar roles in "Dan Patch." McCrea, he asserted, is particularly anxious to play the part, but has commitments keeping him busy until the summer of 1948. Accordingly, Frank announced, he may wait until that time for "Dan Patch."

Show for West Plains

WEST PLAINS, MO.—The building here which once was the location of the Famous and Dickinson theatres, but which has been unused as a picture house since 1930, is being remodeled for operation as a theatre again. The remodeling is being done by Bob Butler, Everett Malcolm and John O. Young, who also operate at Mammoth Springs and Mountain View. They are building a new theatre in Mountain View and at the present time are using the courthouse there. The theatre here will be known as the Butler and will seat 600. It will be newly equipped throughout.



EYE-CATCHING DISPENSER — Compactness, convenience and eye appeal are features of this unique Korn Bowl, designed and copyrighted by G. F. Butterfield, midwest theatre manager. John Klein, theatre engineer, supervised its construction. The circular showcases depicted here in a Lincoln, Neb., theatre, display a large stock of items which can be reached easily by the salesgirl seated or standing in the center of the bowl. Serving now as popcorn and candy stand, the bowl could be used for cosmetics, notions and similar items.

Fire Watchers Asked In Missouri Senate

JEFFERSON CITY—"To protect the lives and safety of the people by establishing within the department of public health and welfare a division of fire prevention," state Senator Utter of St. Louis has introduced a measure (senate bill 242) prescribing the duties and powers of a state fire commissioner. The bill has been assigned to the public health and welfare committee.

The bill, something of a counterpart to house bill 250, affects exhibitors primarily in regard to their hiring "competent firefighters or trained fire wardens who shall . . . be on duty at times prescribed by the directors" of the fire prevention board. According to section 3, paragraph (h) of the bill, "in cities of over 10,000 inhabitants . . . all theatres . . . having more than 500 persons present shall have such persons in their employ in such number as may be prescribed by the fire director."

Physical provisions for safety and fire prevention follow standards set up by the Underwriters Laboratories, U.S. bureau of standards and state and city building codes.

Close Call in Texas Blast

MANHATTAN, KAS.—Otis Cowan, former motion picture theatre manager here, narrowly escaped serious injury in the Texas City, Tex., disaster, according to word received by friends here. Cowan, who had left theatre work to manage a Texas City newspaper, the Sun, was standing near one of his linotype machines in the Sun's plant when the blast occurred. The explosion shifted the linotype more than three feet, but Cowan escaped with only a severe shaking up.

New House for Wichita

WICHITA—J. M. Gourley is building a 375-seat theatre here at 4200 W. Douglas St. Of quonset-type architecture, the house will probably open in about 60 days. Cecil Miller, former theatre owner of Douglas, Kas., will be manager. This is Gourley's first theatre.

Okay to United Film

KANSAS CITY—Following a rehearing, the city plan commission has granted a permit to United Film Service to construct a $100,000 building on Troost avenue near 67th street. Present plant of the trailer firm is at 2449 Charlotte.

New Owner Has Fire

KNOB NOSTER, MO.—E. B. Kaiser, who recently purchased the local Victory Theatre from Commonwealth Amusement Co., had a small fire in his booth last week. Greatest damage was to film and one head. No shutdown was reported.

A. K. Smith Buys Southwest

JOHNSON, KAS.—A. K. Smith has bought the 350-seat Southwest Theatre here from Mary Lea Fiss.

Volga House Is Sold

VOLGA, S. D.—H. J. Givens has sold the Auditorium Theatre to Mr. and Mrs. Carl Larsen, Sinai, S. D.

Selfridge House Reopens

SELFRIDGE, S. D.—The Wingerter Theatre, closed since last fall, reopened April 5. Quinton Wingerter sr. is owner.

MINNEAPOLIS

"I'm on my way back to the factory after doing a flop," Walter Abel, screen and stage actor, told reporters here when he stopped over to see his mother en route back from New York, where he appeared in the short-lived stage play, "Parlor Story," to Hollywood to resume his film career in support of Betty Hutton in "Dream Girl," Abel, who played in "13 Rue Madeleine" and who'll be seen in "The Fabulous Joe," said he thinks that backgrounding with actual scenes enhances a film's appeal.

Paul Light, St. Paul Pioneer-Press columnist, had a paragraph about "The Best Years of Our Lives," now playing at the St. Paul Orpheum as well as the RKO Orpheum here. Headlined "A Must!" the paragraph declared: "I rarely go completely overboard for a motion picture. But I've just seen 'The Best Years of Our Lives' at the RKO Orpheum. It's the best film I've seen since 'The Big Parade.' I'm told it runs for three solid hours. I liked it so well it seemed as though I watched it only 30 minutes. I recommend it to readers of this column."

Sally Loomis, St. Paul majorette champion who went to Hollywood in 1938 after winning recognition as the world's best acrobatic twirler and parade leader, determined to become a film star, is back home, her ambition unrealized. She told the newspapers that "if you want to attain film honors in Hollywood, be careful not to have too much talent as a baton twirler." In the film capital she took lessons in diction, learned how to sing and dance, joined Little Theatre movements, studied dramatic arts. All her teachers said she had a brilliant future and they expected great things of her, but every time a casting office sent for her it handed her a baton. And she didn't get far in pictures—largely, she thinks, because the studios knew her as a baton twirler.

Advertising for "The Outlaw" at the Lyceum is very tame, showing pictures of a duel and not revealing the front of Jane Russell . . . Radio City will get its first stage show in months, Guy Lombardo's orchestra and acts, May 2. It will be the band's first appearance in Minneapolis.

Motion pictures were interrupted for one day at the St. Paul RKO Orpheum and for two days at the Minneapolis RKO Orpheum to permit the appearance of Sigmund Romberg and his orchestra and singers . . . University Film society offered "Marie Louise," in its series of foreign-made pictures, one day at Northrop auditorium on the campus at 50 cents, including tax.

Eph Rosen, acting manager for MGM in the Milwaukee office, was in town to attend the North Central Allied meeting . . . 20th-Fox tossed a cocktail party for NCA members attending the convention.

Among those present at the convention here was the entire board of directors of Independent Theatre Owners of Wisconsin and Upper Michigan, headed by William Ainsworth, its chairman . . . President Howard Brookings of the Allied Independent Theatre Owners of Iowa and Nebraska and a delegation from that body also were on hand.

Jean Weil Levy, 20th-Fox secretary, back from a New York vacation trip won by her for herself and her husband in the company's last sales contest, reports that, among other things, she and hubby saw and greatly enjoyed "Barefoot Boy With Cheek," Broadway musical comedy which has a University of Minnesota locale and was authored locally.



AT WARNER SALES MEET—To set the stage for the 1947 Warner Bros. sales drive, Roy Haines (center), western division sales manager, held a meeting of the prairie district in St. Louis recently. Participants were, left to right, Russell C. Borg, Kansas City manager; Don Walker, field representative from Kansas City; D. P. Webster, Des Moines manager; Haines; Hall Walsh, district manager; Lester Bona, St. Louis resident manager, and Frank J. Hannon, Omaha chief.

White Warrior Modernized

DOLAND, S. D.—Modernization of the White Warrior Theatre here has been completed.

New Sound in Rosholt, S. D.

ROSHOLT, S. D.—Lionel Erickson has purchased Motiograph equipment and Voice of the Theatre sound for the Rosholt Theatre and expects to have it in operation soon.

New Theatre for Webster

WEBSTER, S. D.—Construction is scheduled to be started here May 1 by the Swedberg Construction Co. on a new theatre building for H. M. Schenecker, manager of the Lyric Theatre. The proposed structure will have a depth of 142 feet and a 50-foot front two stories high.

Iowa Bill 'Asinine,' And Then Some!

GUTHRIE CENTER, IA.—The press of Iowa has had lots to say pro and con concerning the proposal before the Iowa legislature to ban motion pictures which contain drinking scenes. But by far the most sarcastic attack on the proposal was printed last week by the Guthrian here—in a column written by Rex Schwenneker.

Schwenneker wound up by calling the proposal "completely asinine!" but not before he'd ridiculed it with a few choice suggestions of his own.

The columnist suggested to his Iowa readers that the 1947 Iowa assembly would do well to add a few riders to the resolution. These, he said, should do away with kissing, smoking, murder, comedy and comedians, love and finally, all types of costume except "Mother Hubbards reaching to half a foot below the arches, with a collar to cover the ears."

"Let's go the whole hog," Schwenneker said. "Let's ban movies completely . . . Sell our radios and refuse to permit broadcasting stations in the state of Iowa, and declare war on any adjoining state if it permits its programs to contaminate our purified, if sometimes simple, Iowa air. Let's stop newspapers. By doing this it will be fairly difficult for any disagreeable foreign ideas to get into our land of milk and honey.

"And after about 100 years of this, providing our passport system out of the state is made sufficiently difficult, the minds of our youth should be in pretty fair shape. They've done this sort of thing with some consistency around the world lately: Italy, Germany, Russia. And in much less than 100 years, the results were amazing. Not only the youth, but most all the people have practically no minds at all. And if they have, they don't use them.

"But by all means, let's make sure this banning of drinking scenes in cinemas is passed. It's timely, vital, important and completely asinine!"

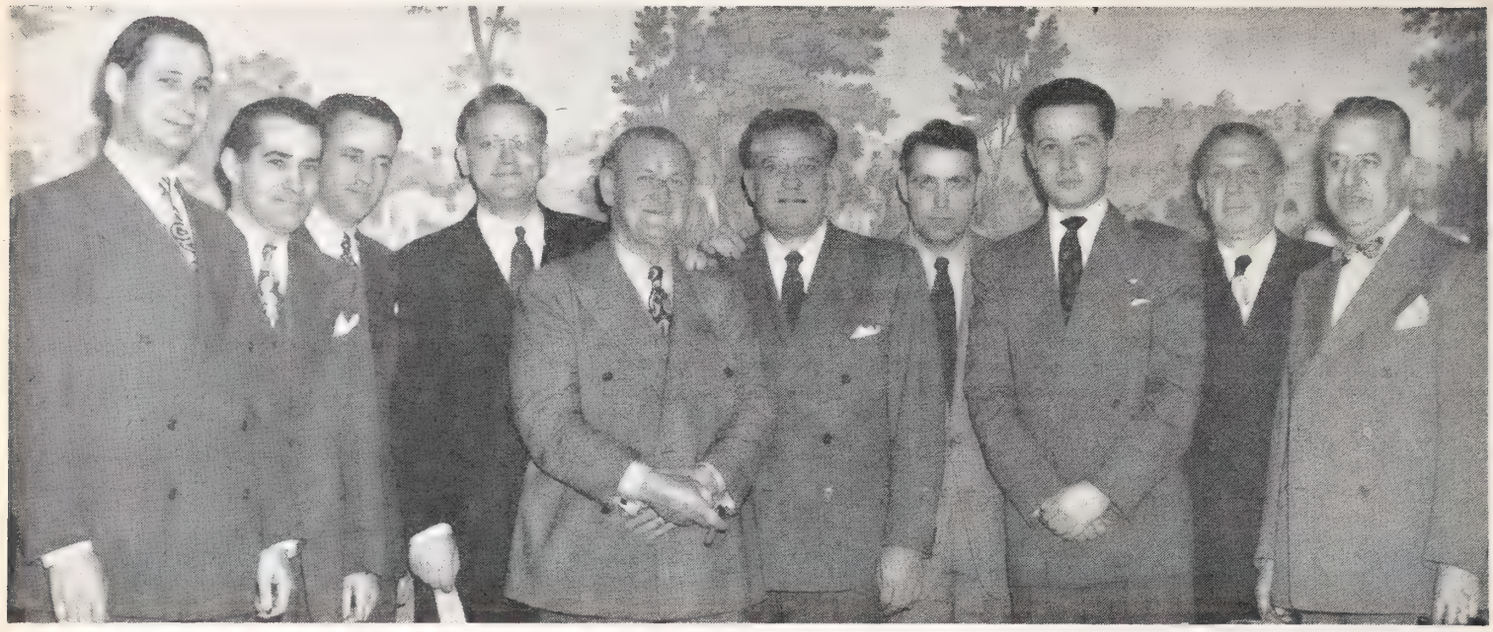
Too Much Loving, Drinking, Iowa Lutherans Protest

DES MOINES—Iowa Lutheran Welfare society directors last week protested films that include drinking scenes, "intense love-making" or "suggestive dialog." In a resolution opposing "objectional films portraying crimes, drinking, etc.," the board urged the motion picture industry to provide "more wholesome and worthwhile moving pictures."

The 18 board members, who met at Iowa Lutheran hospital, represented six large Iowa Lutheran groups, with an adult membership of 131,740 in 486 churches.

In a letter to Dr. Ralph H. Long, executive director of the National Lutheran council in New York City, the board asked a co-ordinated Lutheran program to obtain Hollywood support in "cleaning up" the films.

Tri-States Managers Awarded Promotion Prizes



At the 20th-Fox "Margie" prize winners luncheon of Central and Tri-States Theatres executives and managers, held in the Des Moines club recently, left to right, were: Myron Blank, Don Shane of the Paramount, Omaha; Marvin Graybeal of the Capitol, Sioux City; Harold Lyon of the Des Moines, Des Moines; A. H. Blank, president; W. E. Gehring, 20th-Fox division manager; Henry Plude of the Capitol, Davenport; Francis Gillon of the Paramount, Cedar Rapids; G. Ralph Branton, Tri-States general manager, Moe Levy.

DES MOINES—Five Tri-States circuit managers were awarded prizes last week for promotion work in connection with the 20th-Fox picture, "Margie." Presentation of the awards was made by W. C. Gehring, 20th-Fox central division sales manager, at the Des Moines club.

First prize went to Harold Lyon, manager of the Des Moines Theatre here, second prize to Don Shane, Paramount Theatre, Omaha, and third and fourth prizes were split among Francis Gillon, Paramount, Cedar Rapids; Marvin Graybeal, Capitol, Sioux City, and Henry Plude jr., Capitol, Davenport.

Gehring emphasized the importance of youth in the show business in his address to the winning managers. G. Ralph Branton, Tri-States general manager, who acted as toastmaster, stressed the heavy burden put on executives today because of new selling policies and emphasized the importance of theatre managers in putting across what he termed the "good old showmanship."

Among the other speakers was A. H. Blank, Tri-States Theatre Corp., president.

Also present at the meeting were Myron Blank, Central States general manager; L. M. McKechneay, Tri-States treasurer; A. G. Stolte, Tri-States district manager; A. Don Allen, Tri-States advertising manager. Fox was represented by Gehring, M. A. Levy, Gordon Halloran and Walter Hoffman.

Rumor of Price Rise Spiked

JEFFERSON CITY, MO.—Arnold Gould, manager of the Capitol, advised theatregoers through the local newspapers that there was no truth to the rumor that admission prices would be increased to 72 cents. The rumor sprang, no doubt, from recent extensive improvements made at the Capitol.

Nebraska Business Good

OMAHA—Business activity in Nebraska is continuing far above the prewar level, the Nebraska University Bureau of Research has announced. In January it was 72 per cent above the prewar average; in February 71 per cent. The postwar peak was in July 1946.

Ak-Sar-Ben Bets $7,500,000

OMAHA—Last summer $7,500,000 was bet at the Ak-Sar-Ben 30-day race meeting. The first public announcement ever made on the track's betting figures were made at a state legislature hearing on a proposed 20 per cent tax on race bets. The bill was killed in committee, but may be revived on the floor.

New Sound at Lake Preston

LAKE PRESTON, S. D.—New sound equipment has been installed in the Preston Theatre here. This is the first complete theatre speaker system installed in South Dakota since the war, according to Walter Wick, who was in charge of the installation.

Omaha Plans to Hike Fees On Theatre Competitors

OMAHA—An ordinance, approved by city council on first and second reading, may mean much to local theatres in the way of discouraging outside competition. Almost all entertainment, recreation and associated businesses come under the broad proposal which sets up a special board of licenses.

Carnivals would pay a daily tax of $25 plus $1 to $10 for every sideshow, game or other attraction. Rigid health and other forms of inspection are required. Skating rinks would pay $25 to $100 annually, plus a $5 monthly inspection fee.

Theatres which pay a regular occupation tax would be exempt from provisions of this ordinance. So are educational, religious, charity and similar events.

Scales on some of these businesses include: Wrestling and other boxing events, $25 an evening; other than in licensed theatres, theatrical performances and opera, $25 a performance; symphony, $25; commercial exhibitions other than in stores, $15 a day; lectures, fairs, food shows, style shows, beauty shows and the like, $10; professional football, $25 daily; dances, other than in licensed halls, $25.

Violations would incur fines not exceeding $500 nor more than 90 days in jail.

Knopf Sells Humbolt House

HUMBOLDT, S. D.—Alan Johnson, Montrose, S. D., has purchased the Legion Theatre here from J. K. Knopf, Sioux Falls, S. D. A new screen has been ordered.

25 Years With Paramount

MINNEAPOLIS — Congratulations have poured in on Ben Blotcky, Paramount manager, on the occasion of his twenty-fifth anniversary with the company.

The only way he will celebrate, Blotcky said, is to break all previous sales records.

Calland Sells Iris Theatre

EDGEMONT, S. D.—L. T. Rademacher has purchased the Iris Theatre from Clarence Calland. Wayne Bonnie, Rademacher's son-in-law, will manage the theatre.

Improves at Doland, S. D.

DOLAND, S. D.—Three hundred new seats have been installed in the White Warrior Theatre here and further improvements are planned, according to L. V. Altfillisch, manager. Plans call for new air conditioning, a new canopy and improved lighting both inside and out.

Gould Pilots Rotary Meeting

JEFFERSON CITY—Arnold Gould, manager of the Capitol and State theatres here, was general chairman for the three-day district Rotary meeting in Jefferson City April 20-22.

Marcel Scobell Now Manager

WAGNER, S. D.—Marcel Scobell is now running the Elbs Theatre here. The former booking agent at Sioux City, Iowa, is a brother of Lloyd Scobell who died recently.

Wood Asks Campaign To Kill Federal Tax

COLUMBUS—The 20 per cent federal admissions tax could be repealed or reduced if all theatre interests would present a "united front" before the house ways and means committee when it studies the entire excise tax field, said P. J. Wood, secretary of the Independent Theatre Owners of Ohio, in a letter addressed to theatre executives.

Despite meager replies to his appeal, Wood believes that repeal or reduction is possible if a fight is made before the committee. Wood sent the letter a month ago and so far has received two replies.

Wood is particularly unhappy about the fact that films are now in the luxury tax classification, along with "$2,000 fur coats, $1,000 watches, $25 prizefight tickets, $6.60 tickets to legitimate shows and those $87.50 tabs at the Stork club."

Average national film admissions are less than 50 cents, he pointed out, despite the increased admissions that prevail today in large cities. Wood says that theatre men have only themselves to blame for the fact that lawmakers are prone to look to theatres when additional taxes are necessary. He said that no effort has been made to dissipate this idea from the minds of those who have the power to tax.

"In our past efforts in connection with federal admissions tax we have always used popguns, but if we are to accomplish anything in the future we must resort to well-sighted and high-powered rifles. I know whereof I speak because I attended and testified at many of the hearings of both the house ways and means committee and the senate finance committee."

Newark Auditorium Closes May 5 for Modernization

NEWARK, OHIO—Work on a $125,000 remodeling program at the Auditorium, operated by Shea, Inc., will start May 5. The house will be closed 90 days. Changes which will make the Auditorium into a modern theatre include shortening of the lobby, removal of the gallery and balcony, installation of new booth and projection equipment, new seats, new stage switchboard, new stage equipment and a new steel marquee.

Seating capacity will be increased from 800 to 1,160. Design for the changes, made by the late Harry Holbrook, Columbus architect, will be carried out by the Columbus architectural firm of Alcox and Stritzel, designers of the new Livingston Theatre in Columbus.

First announcement of the changes in the Auditorium were made several months ago at a dinner given by the Midland Theatre Co., which was attended by E. C. Grainger, New York, president of Shea, Inc., which leases the theatre.

Dale Tysinger is city manager for Shea.

Jack Mervis on Honeymoon

PITTSBURGH—Jack Mervis and his bride, the former Lillian Taris, were honeymooning in New York this week following their marriage here April 19. The bride is the daughter of Mr. and Mrs. Harry Taris, New York, and the bridegroom the son of Mrs. Samuel Mervis, Wightman street, Pittsburgh, is one of the Mervis brothers, city area circuit exhibitors.

Joe Kosco Improves Brockway

BROCKWAY, PA. — Magnarc lamps and rectifiers have been installed by National Theatre Supply in Joe Kosco's Brockway.

Warners' Ohio Managers Split Campaign Prizes

CLEVELAND — Warner Theatres Ohio managers, at a dinner in the Carter hotel culminated a six-week business drive in honor of Nat Wolf, who has rounded out 15 years as Ohio district manager.



NAT WOLF

Taking the toughest six weeks of the year, Lent, the managers in the field strained their efforts to increase attendance and share in the prize money, which was divided into several classifications; namely, greatest percentage of increase in the zone, increases within each zone, two classifications of kiddy matinee increased publicity campaigns and a special percentage increase affecting Chakeres theatres in Springfield. A total of $1,025 was awarded.

Joe Scholer, manager of the Ohio Theatre, Sandusky, won the grand prize of $200 for the greatest percentage of increase in business during the drive period.

MONTAVON A WINNER

In Ray Brown's southern Ohio district, Paul Montavon, manager of the Sherman Theatre, Chillicothe, won first prize of $100; James Tracy, manager of the Lyric, Portsmouth, took the second prize of $50, and Douglas Craft, manager of the Capitol, Sidney, third prize of $25.

In Frank Harpster's district, first prize of $100 went to Bill Harwell, manager of the Palace, Lorain; second prize of $50 to Irwin Solomon, manager of the Ohio Canton; third prize of $25 to Don Jacobs, Ohio, Mansfield.

Julius Lamm, manager of the Uptown, Cleveland, won the $100 top prize in Dick Wright's district, with Frank Wheatley, manager of the Variety, Cleveland, in second place with $50, and Frank Savage, Warner Theatre, Youngstown, $25 third prize.

James Salman, Sixth Street, Coshocton, won $50 for the greatest increase in attendance at his regular kiddy matinees, and Millard Ochs, Strand, Akron, received $50 for the best attendance at a special kiddy show.

FRASER AND DAVIDSON TIED

In the exploitation field, George Fraser, LeRoy, Portsmouth, and Ted Davidson, Sigma, Lima, were tied, so each received $100.

The Warner-Chakeres houses in Springfield were judged separately. Woodrow Owens, manager of the Majestic, won the $100 first prize for the largest percentage of attendance increase, with second prize, $50 going to Martha Reed, Ohio Theatre.

Because Ray Brown's and Frank Harpster's districts were so close in the final estimate of increased business, each was awarded an extra week's vacation.

Following the announcement of prize winners, the managers handed out gifts. They presented Wolf a combination radio-record player.

Wolf has been in show business ever since he ushered at a theatre in his home town of Houston, Tex., as a boy. Being an ambitious youth, it wasn't long before he became doorman, then a projectionist, and on up the ladder to be the theatre's advertising man.

In 1913 he moved north, to become manager of the Plaza Theatre, then playing eight acts of vaudeville with one short subject on the screen. Wolf's next move was to sell the famous Annette Kellerman picture "Neptune's Daughter," and "The Squaw Man" for Famous Players, in Indiana and Illinois.

Wolf took a fling at legitimate attractions

(Continued on next page)



NOTICE THE NUMBERS?—Warner theatre managers in Ohio who won prizes in the Nat Wolf anniversary attendance contest, just ended, gathered in Cleveland and posed with Wolf and General Manager Harry Kalmine. Shields worn by the winners indicate the number of years they have been with WBT.

In the usual order, first row: Julius Lamm, Uptown, Cleveland; Kalmine; Wolf; Joe Scholer, Ohio, Sandusky; George Fraser, LaRoy, Portsmouth; Irwin Solomon, Ohio, Canton; Woodrow English, Majestic, Springfield.

Second row: Ray C. Brown and Frank Harpster, district managers; Frank Savage, Warner, Youngstown; James Tracy, Lyric, Portsmouth; William Harwell, Palace, Lorain.

Third row: Paul Montavon, Sherman, Chillicothe; Douglas Craft, Capitol, Sidney; James Salman, Sixth Street, Coshocton; Ted Davidson, Sigma, Lima; Frank Wheatley, Variety, Cleveland; Don Jacobs, Ohio, Mansfield; Millard Ochs, Strand, Akron.

Warner Managers Split Drive Prizes

(Continued from preceding page)

in 1915-17, traveling the west as an advance man, but in 1917 he returned to film business as salesman for Samuel Goldwyn. With two years out for World War I service, he joined successively with First National in Chicago, then became branch manager for Educational Films in Dallas, covering New Orleans and Oklahoma City. Next came a term as film buyer for the Orpheum circuit out of Chicago, a position from which he resigned to join Publix as buyer for 110 theatres in Minnesota, North and South Dakota and Wisconsin.

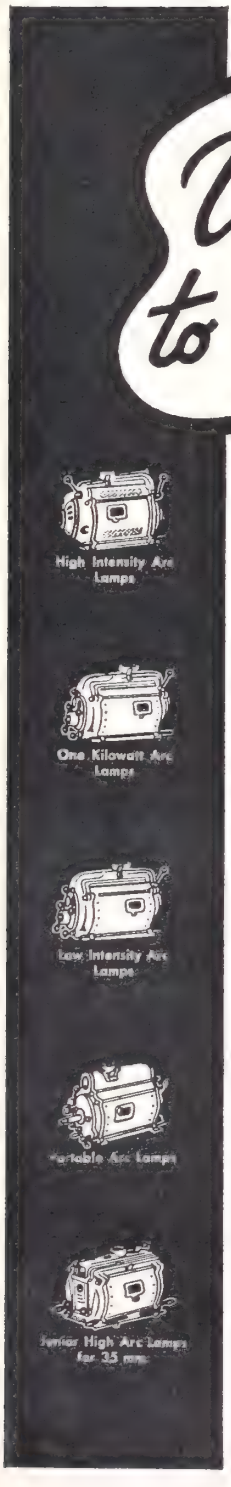
In 1932 Wolf left Publix to come to Cleveland as Ohio zone manager for Warner Bros., a position which he has held the last 15 years.

Here for the finale of the drive were Harry Kalmine, Warner general sales manager, Stuart McDonald and Rudolph Weiss of New York and the following:

District managers—Ray Brown, Frank Harpster and Dick Wright.

Theatre managers—Millard Ochs, Strand, Akron; Irwin Soloman, Ohio, Canton; Paul Montavon, Sherman, Chillicothe; Lou Milder of the Colony, Eddie Miller of the Hippodrome, Robert Lytle of the Lake, John Bidwell of the Doan, Julius Lamm of the Uptown and Frank Wheatley of the Variety, Cleveland.

Also Ralph Halliwell of the Pastime and James Salman of the Sixth Street, Coshocton; William Dworski, Harris, Findlay; Wallace Elliott of the Ohio, Ted Davidson, Sigma, and James Skelly, State, Lima; Bill Harwell, Palace, Lorain; Ben Schwartz, Lincoln, Massilon; Paul Jacobs of the Columbia, George Fraser of the LaRoy, and James Tracy, Lyric, Portsmouth; Joe Scholer, Ohio, Sandusky; Douglas Craft of the Capitol and Clarence Sletz, Ohio, Sidney; Frank Savage, Youngstown; Harold Olds of the Madison and Don Jacobs, Ohio, Mansfield; Robert Lytle, Lake, Cleveland.



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CHARLESTON 1, W. VA.—Charleston Theatre Supply Co., 506 Lee Street. Telephone 34-413.

CLEVELAND, OHIO—Cleveland Projector Co., 1723 E. 86th St.

CLEVELAND 14, OHIO—Ohio Theatre Equipment Co., 2108 Payne Ave.

DAYTON 6, OHIO—The Dayton Film, Inc., 2227 Hepburn Ave.

GRAND RAPIDS 2, MICH.—Ringold Theatre Equipment Co., 106 Michigan St., N. W. Telephone 6-8515.

LOUISVILLE 2, KY.—Falls City Theatre Equipment Company, 427 South Third St. Telephone: JAckson 7559.

PITTSBURGH 19—Atlas Theatre Supply Co., 425 Van Braam St.

PITTSBURGH 19, PA.—Superior Motion Picture Supply Co., 84 Van Braam St. Telephone: Grant 0724-25.

TOLEDO 2, OHIO—General Theatre Equipment & Supply Co., 109 Michigan St.

TOLEDO 4, OHIO—American Theatre Supply Co., 519 E. Broadway.

Exhibitor at Loudenville Complains on Clearance

CLEVELAND—R. A. Momm, owner of the Ohio Theatre, Loudenville, names Loew's, Inc., as defendant in a clearance complaint filed here with J. E. Camden, clerk of the AAA. Momm claims as unreasonable the seven-day protection granted by MGM to Mansfield and Ashland over Loudenville.

Momm declares that Paramount serves Loudenville seven days after Mansfield, irrespective of Ashland; Warners serves Loudenville similarly, as do RKO and 20th-Fox.

The Loudenville showman requests that MGM serve Loudenville seven days after Mansfield regardless of Ashland bookings, or, in any event, 35 days after territorial release date.

Offer New Type of Reel; Thread It in the Dark

CLEVELAND—A new type of reel for 35mm film will soon be on the market. It is made of plastic guaranteed not to break or bend, and an outstanding and revolutionary feature is a novel threading device which makes it possible for the operator to thread it in the dark. Another feature of the new reel is that because of its transparency, the operator can see when he is approaching the end of the film.

The new type reel has been developed by Ernest Pelson of Reading, Pa., and Lawrence Bates of Cleveland who has any number of patented gadgets on the market, including a measured liquor dispenser.

'New Automobiles' Film Has Had 200 Bookings

DETROIT—A sponsored television documentary 16mm film, "New Automobiles," produced in December for the Automobile Manufacturers Ass'n, has been having an independent circulation, playing to about 150,000 persons in approximately 200 bookings. About 300 more bookings are scheduled as prints become available.

Actual print distribution has been concentrated in Michigan, Pennsylvania, Ohio, California and New York. Schools and colleges lead the bookings, with 206 on the list, industrial 173, farm groups 63 and miscellaneous 61.

Majestic in Springfield Staging Baby Contests

SPRINGFIELD, OHIO—Starting Sunday (27), with national observance of Baby week, the Majestic Theatre, managed by Woodrow Owens, is staging baby contests for five weeks.

Parents of children 6 months to 6 years old are submitting photographs which are being posted in the theatre.

The contest will be conducted on an elimination basis, with patrons voting.

Schroeder Aids Minstrel

DETROIT—Rudy Schroeder, manager of the Palmer Park Theatre, served as co-chairman for the Highland Park Exchange club's minstrel and variety show given Friday (18) at the Highland Park high school auditorium. Proceeds of the show went to the Camp Rankin, camp for underprivileged boys. The main prize was a $200 radio.

The estimated number of persons employed in the U.S. theatrical film industry in 1946 was 206,000, or 1,000 less than the 1945 total.

'Egg' in Cincinnati High in 2nd Week

CINCINNATI—Ratings of par and over were reached by all of the attractions in downtown theatres. "The Egg and I," in its second week at Keith's, continued very high, almost equaling the gross for the first week, and indications were that it will hold over in that house for several more weeks. Florence Kipp, manager of the RKO Lyric, received numerous compliments for her novel front during the showing of "Congorilla" and "Baboona."

(Average is 100)

Albee—**Carnival in Costa Rica** (20th-Fox).....120
Capitol—**The Best Years of Our Lives** (RKO), 5th wk. 150
Grand—**Pursued** (WB), 2nd wk.....110
Keith's—**The Egg and I** (U-I), 2nd wk.....225
Lyric—**Congorilla** (20th-Fox); **Baboona** (20th-Fox), reissues 120
Palace—**My Favorite Brunette** (Para).....160
Shubert—**Boom Town** (MGM), reissue.....100

'Yearling' and 'Years' Lead; Cold Helps the Boxoffices

CLEVELAND—"The Yearling" in its first week at the State and "The Best Years of Our Lives" in its second week of a day-and-date run at advanced prices at the Lower Mall and University theatres were in the lead in popular favor. "Best Years" is drawing its heaviest attendance in the evening.

Another top show was at the Palace where Guy Lombardo was the stage attraction with "Mr. District Attorney" on the screen. Another bill that drew better than average attendance was "Mighty McGurk" at the Stillman. "Angel and the Badman" held so well in its second week at the Ohio that it continued there for a third week on the main stem. Almost all of the downtown houses enjoyed a good week, whether with new or holdover product. Continued cold and disagreeable weather is helping attendance.

Allen—**The Late George Apley** (20th-Fox).....100
Hippodrome—**Pursued** (WB), 2nd wk.....70
Lake—**Johnny O'Clock** (Col), 2nd d. t. wk.....120
Lower Mall—**The Best Years of Our Lives** (RKO), 2nd wk., advanced prices (based on roadshow 2-a-day run of Henry V).....175
Ohio—**Angel and the Badman** (Rep), 2nd d. t. wk.....105
Palace—**Mr. District Attorney** (Col), plus Guy Lombardo on stage.....120
State—**The Yearling** (MGM).....115
Stillman—**The Mighty McGurk** (MGM).....115
University—**The Best Years of Our Lives** (RKO), 2nd wk. 175

'Costa Rica' Tops in Pittsburgh; 'Years' Best at the Downtowners

PITTSBURGH—Of four new film offerings, "Carnival in Costa Rica" registered top in the boxoffice barometer. "The Best Years of Our Lives," in its fifth week in the Fulton, outgrossed all other downtown theatres.

Art Cinema—**Henry V** (UA), 5th wk, roadshow....Good
Fulton—**The Best Years of Our Lives** (RKO), 5th wk. 150
Harris—**Carnival in Costa Rica** (20th-Fox).....125
Penn—**Lady in the Lake** (MGM).....80
Ritz—**The Secret Heart** (MGM), 2nd d. t. wk.....80
Senator—**The Wicked Lady** (U-I).....115
Stanley—**That Way With Women** (WB).....65
Warner—**Song of the South** (RKO), 3rd wk.....70

Leff Temporarily Heads Pittsburgh UA Office

PITTSBURGH—David Leff, young veteran of the industry in this area, has been named temporary manager for United Artists. He was introduced at the exchange Monday by Mark Silver, district head. Leff, former local area exhibitor, and originally a Pittsburgher, has been city sales representative for UA in Buffalo for two years. He was assigned here as acting branch manager due to the absence of Ira H. Cohn, who has been hospitalized two months.

Leff, familiarly known to many members of the trade here as "Dave," formerly operated the Metropolitan in the Bloomfield district, city, and he also was identified with a Morgantown, W. Va., theatre. Two of his sisters are married to local members of the industry. Mrs. Jack Judd is the wife of the Columbia salesman, and Mrs. Max Arnold is the wife of the Pitcairn and Verona exhibitor.

War-Constructed Willow Run Theatre Thrives on New Type of Patronage

DETROIT—The Center in Willow Run, the only permanent war-built theatre in Michigan, is continuing operation under the Butterfield circuit banner.

Designed originally to serve the workers in the big federal housing project at Willow Village, it has undergone two successive postwar changes of patronage source, and still enjoys good business. The house is the second theatre in the project which was named after America's most famous wartime industrial center, actually located about three miles away.

The theatre is about three miles also from Ypsilanti, where Butterfield has long operated the Wuerth and Martha Washington theatres.

ORIGINAL THEATRE INACTIVE

The original Willow Run Theatre was a 500-seat wooden auditorium, designed for quick construction, and was built when the wartime necessity demanded immediate settlement of war workers in the project. The theatre portion was really an afterthought, with the booth just added on. During the few months of its life it was operated by the Telenews organization, with Fred Sweet as manager.

The original theatre today is part of a warehouse for federal property. Many of the other temporary buildings at Willow Village have been torn down.

But the Center Theatre, in the business center, is of permanent cement block construction, with 1,298 seats, designed in a modernistic style and using unusual applications of plans that are closely related to the style of Frank Lloyd Wright of Wisconsin. Some unusual features are the approach, which is by way of a bridge across a small creek from the parking lot, and the huge glass-enclosed lobby, with the walls set on an angle. This large glass front, open to the view on three sides, gives a unique appearance to the house, and makes it an ideal waiting spot, much used for parking baby carriages, by the way.

ADMISSION IS 43 CENTS

The Center charges 43 cents admission, playing pictures a little after the Ypsilanti houses, and usually picking up one feature from each of the two houses there. The Martha Washington, premiere house of the town, plays single bill at a higher admission rate, while the Wuerth, with an admission scale lower than the Center, plays duals.

Business is drawn largely from the immediate housing project, where the original population of war workers has been largely replaced by two groups: first, veterans working in Detroit, who commute back and forth daily (the distance is about 35 miles by bus), and second, students from the University of Michigan, ten miles west, who have proved to be very good patrons at the theatre.

In addition, there is considerable patronage from Ypsilanti, mainly of patrons miss a picture there, and from other surrounding towns within a radius of about ten miles. The Center has very comfortable seating and good projection and sound, so that it invites patrons, even though the house is several miles off the beaten path.

The theatre is being managed by Eddie Posh, with Ted Schiska as operator, William Hackett, original manager of the house when it opened, has been transferred to Pontiac.

Glove Starts Marquee Fire

BUCYRUS, OHIO — A glove, carelessly tossed onto a light bulb in the marquee of Schine's Bucyrus Theatre, started a fire that might have had serious consequences but for the prompt action of the crew of a pickup fire truck. The crew used a chemical extinguisher to squelch the blaze.

Nightingales to Elect

DETROIT—The Nightingale club will elect officers at the regular monthly meeting, May 5, at the AFL temple. M. Badarak, treasurer, and E. Waddell, recording secretary, are assured of re-election as they face no opposition for their offices.

Mrs. Fannie Cullen Dies

COLUMBUS—Mrs. Fannie Cullen, mother of M. J. Cullen, Loew's Theatres division manager, died here recently. Mrs. Cullen had made her home at Neil House for several years.

House to Seat 2,000 To Go Up in Lorain

LORAIN, OHIO—Mrs. Nazera Zegiob, owner of the Dreamland and Elvira theatres, has announced plans for a new 2,000-seat theatre on Broadway not far from the Dreamland. Paul Matzinger, Cleveland architect, has completed plans for the two-story building which is to have medical offices on the second floor.

The new house, as yet unnamed, will be L-shaped and construction is expected to start this spring. Mrs. Zegiob is still in Florida, but her theatres are under the management of Albert Norton.

To Represent Poblocki

PITTSBURGH—Alexander Theatre Supply Co., RCA distributor, has been named area representative for Poblocki & Sons, prefabricated theatre builders. Poblocki has been established for 25 years as manufacturers of theatre fronts and designs and only recently announced entry into the prefab industry.

Takes Comedy Lead

The comedy lead in Monogram's "Song of the Saddle" has been handed Chester Conklin.

PITTSBURGH

J E. **"Huck" Huckelberry,** Motiograph official, was at the Atlas Theatre Supply office displaying new in-a-car speakers . . . Mr. and Mrs. Guy V. Ida, McDonald and Springdale exhibitors, returned from a vacation in Florida . . . Harry M. Kalmine, general manager of the Warner circuit and a former circuit zone manager here, and Rudolph Weiss, Warner real estate representative, were visitors.

When Paul Becker reopens the Ohio on the north side, the theatre will be known as the Sky. The house will be modernized, renovated and newly equipped, and should l open by mid-May. Alexander Theatre Supply has sold complete equipment for the theatre. Sam Gould, who did not seek a lease renewal, has operated the theatre for a number of years.



DR. ARTHUR L. KOONTZ

National Turf Congress, Inc., owned by John James Moore, A. E. Sheridan and James M. McIntyre, was registered here April 25 . . . Dr. A. L. Koontz, New Martinsville, W. Va., exhibitor, who has been ill and hospitalized, was able to be at the theatre this week.

Previewing Paramount's "Blaze of Noon," which flashes back to the early days of the airmail, ties in with the first airmail flight out of Pittsburgh, Apr. 26, 1927. This inaugural flight of 20 years ago was reenacted at county airport.

Bob Lynch, veteran Warner salesman, was shaken up the other day near Coudersport when a large doe leaped out of the brush and smack into his car. If Bob had lost control, his car would have been hurled over a 75-foot embankment. The doe hurried away, probably only slightly injured . . . Beatrice F. Moss has resigned duties at RKO and she will vacation in Florida.

George and Joe Single, sons of Mike Single, were Filmrow visitors. Operating theatres in Cresson, Beaverdale, Lilly and Dunlo, they state that they will be closing the latter unit . . . Judge C. W. Marsh of the Lyric and Pictureland, Glenville, W. Va., is devoting much of his time to modernizing and renovating his fair grounds. The big week will be early in August, but Judge Marsh believes in getting an early start.

Dorothy Osvirk, MGM inspector, and John Munich were married here April 19. She will remain at work . . . AMPTO President and Mrs. Morris M. Finkel are vacationing in Florida . . . Art Levy, Columbia manager, returned from a vacation in Hollywood, Fla., where his wife and son Jules will remain until June 1.

Paul Bronder, Pittsburgh and Erie exhibitor and former Filmrow theatrical sign painter, will occupy his newly purchased home in Baldwin Manor May 1 . . . George Eby of the Harris Amusement Cos. auditing department is vacationing in Hollywood . . . George Jaffe was in New York lining up a burlesque stock company for the Casino, scheduled to open midnight April 27.

M. A. Rosenberg, veteran local and national Allied leader, has been re-elected AMPTO of W. Pa. board chairman and local Allied representative on the national board of directors . . . Art Cinema has booked two French films, "Carmen" and "Children of Paradise" . . . The South Park Drive-In Theatre on Route 88 opened its seventh season April 18. A new policy of four changes weekly was announced by Ernest Stern, manager. The outdoor theatre, operated by Norbert Stern and George C. Davis, has a new asphalted entrance, a modern lighting system and has individual sound reproducers.

Gerald Castelli jr., 18-year-old son of Jerry Castelli, Library exhibitor, returned with a SeaBees unit from Guam to San Diego . . . Leo Isaacs, Columbia salesman, has moved from the 5200 block on Forbes street to 1421 Denniston St. . . . Warners' Model, Lawrenceville district, presented two postwar Polish pictures.

Sam Fineberg, Hymie Wheeler and Saul Perilman of Monogram Pictures were hosts at the family night party in the Variety Club April 25 . . . Tony Colose, Clearfield exhibitor, was a visitor in the market with his brother Joseph . . . Add to those going to Los Angeles to attend the Variety convention: Mr. and Mrs. Lee M. Conrad, Meadville; Joseph Shapiro family, Mount Union; Mr. and Mrs. Ray "Bud" Allison jr., Altoona.



S. A. FINEBERG

Mrs. Elizabeth Hulsman, mother of Mrs. Thomas A. Gilbert, whose husband is the veteran theatre manager here, died April 19 . . . The Warner exchange girls have been invited to the home of Betty Braden, former employe, for dinner and a social evening May 5. Center of attraction will be Betty and Ed Braden's infant son.

Dozens of Filmrow workers and exhibitor friends attended the funeral of Harry Browarsky Thursday afternoon last week. The Beaver avenue and Bellevue exhibitor died unexpectedly April 15 in Cleveland. Sympathy of the film industry was extended to his wife, the former Florence Gordon of Filmrow before her marriage a dozen years ago. Ike Browarsky, brother and business associate, is carrying on the amusement enterprises.

Daylight saving time will begin in Pittsburgh at 2 a. m. April 27 . . . Ditto Butler, Pa. . . . Charles Jackson, who was with NSS here four years ago and who has since managed a Cleveland neighborhood theatre, was a Filmrow visitor . . . Mrs. Eddie Fontaine, wife of the SRO district manager, returned from Seattle, where she had vacationed for a month.

Dr. A. S. Sickman has applied for a license to operate a radio station in Charleroi and Rev. Cecil T. Clifton has petitioned the FCC for a permit to build a radio station in Apollo . . . McKeesport's second station, WMCK, is ready to operate, and a third station is being built in Johnstown. First station in Connellsville will go on the air any day.

Paramount, Sistersville, W. Va., was closed for several days because of the death of Dr. H. N. Azar, brother of William Azar, manager of the theatre and brother-in-law of S. A. Peters, proprietor. The Wheeling physician and Dr. John K. Schuler, optometrist, were killed April 20 in a crash of a small private plane near Moundsville.

Jerome "Jerry" Adams, formerly with MGM here and now manager for the company at Washington, and Aroline McKeever of San Francisco were married in Washington April 24. Art Adams, MGM student salesman here and brother of the bridegroom, was best man . . . Harry Feinstein and Norman B. Mervis, film industry co-chairman for the United Jewish Appeal drive, conducted a Filmrow meeting at the Paramount exchange Monday morning.

RKO's "The Best Years of Our Lives" opens grind roadshows April 29 at the Penn, Butler, Pa., and on April 30 opens in West Virginia at the Metropolitan, Morgantown; Robinson Grand, Clarksburg, and the Lee, Fairmont . . . Jay Williams, manager of the Ligonier, Ligonier, Pa., has removed his dress shop from the second floor of the theatre to a storeroom in the building on the street floor . . . S. W. Rawson is recuperating in Spencer hospital, Meadville, where he underwent an operation. He is the father of Stanley L. Rawson, owner of the new Best, Edinboro, Pa.

Mike Thomas, former Clairton exhibitor, was a Filmrow visitor . . . Bert M. Stearn, Co-Op president, was in New York on business . . . Jim O'Keefe, former local film and theatre man, sends greetings from Decatur, Ala. He's touring the south selling a window pictorial service as he goes, and doing very well . . . C. E. Peppiatt, 20th-Fox district manager, was here for several days conferring with Welden Waters, branch manager.

Charles A. Anderson, Alpine circuit head, was here on business from headquarters in Kingwood, W. Va. . . . Harry Long, Co-Op executive, has been vacationing in Atlantic City . . . A. A. Schubart, manager of exchange operations for RKO, is putting the finishing touches to the company's new building here. On his current visit he is purchasing additional office furniture and fixtures.

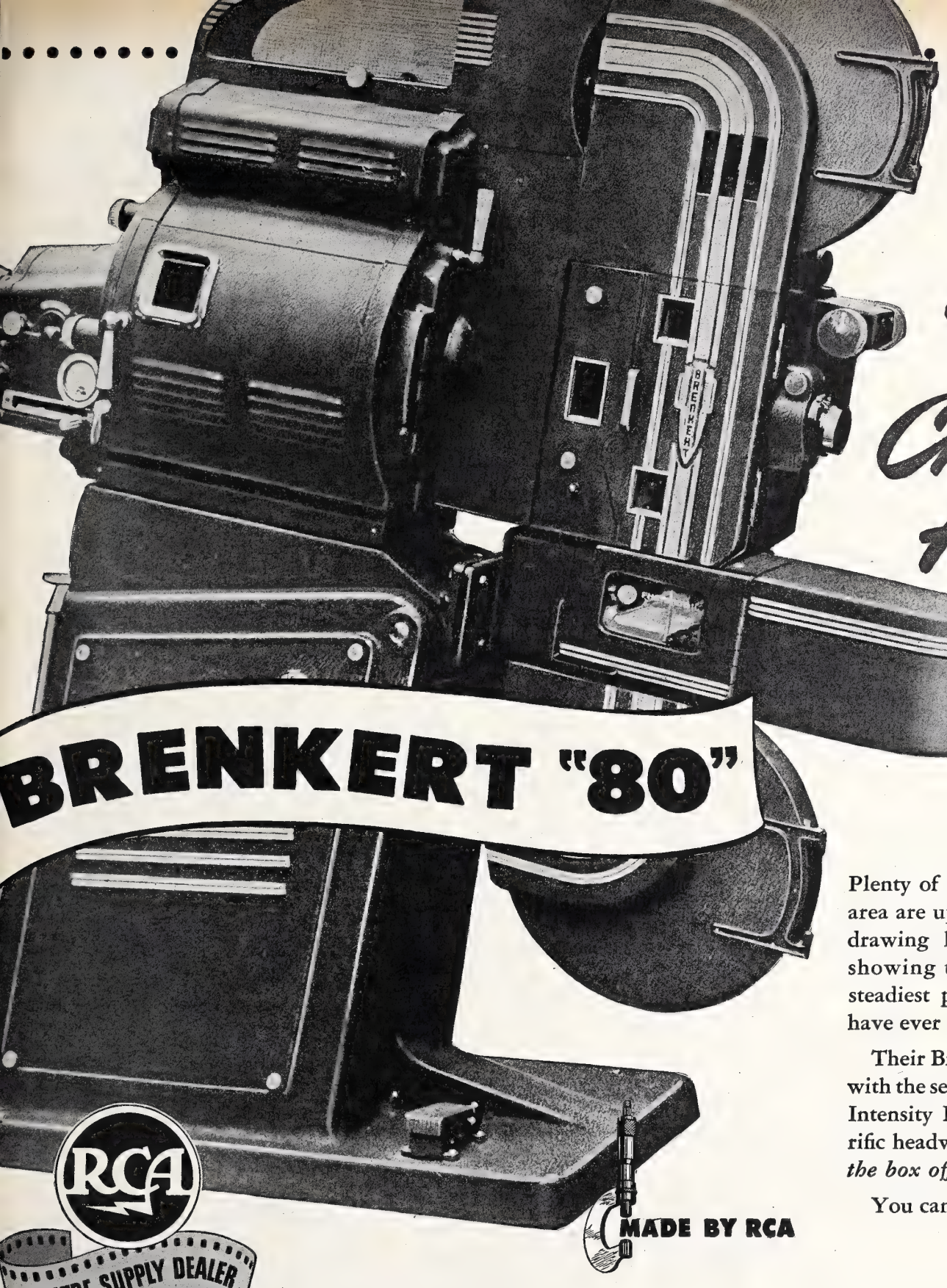
F. D. "Butter Fingers" Moore, Warner exchange manager, muffed a high pop ball from his seat in Forbes Field behind home plate at the season's opener. The ball was addressed to him, but he has no souvenir! A record crowd of 38,216 attended the entertainment and cheered Bing Crosby, Pirate vice-president. Crooner Crosby was a guest of honor at a banquet staged by the Chamber of Commerce and attended by 800. Bing obliged with chatter and songs.

Herb Ochs' Drive-In on Route 22, east of Wilkinsburg on the William Penn highway, opened April 19 with "Dark Corner." Policy is single feature, color cartoon and first run newsreel, four changes weekly, two shows nightly. A special student rate is advertised . . . Doris Jacobs and Jay Reich have announced June 8 as their wedding day. The bride-to-be is the daughter of Sidney Jacobs, Warner circuit's district manager for West Virginia.

Braddock and Clearfield business men are building radio stations in their respective cities. The FCC has been petitioned by a Knoxville, Tenn., group for a license to open a broadcasting station in Aliquippa. Frank Smith, manager of WWSW, Pittsburgh, has made application for a permit to operate a radio station in Beaver Falls . . . Bill Blowitz, Enterprise publicity head, was here from Hollywood for a short visit with his parents, the Joe Blowitzes. His father is a veteran local showman and manager of Warners' Manor, Squirrel Hill.

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CINCINNATI

The opening ball game of the season (15) undoubtedly drew a goodly number of exhibitors to town. Milt Levine of Williamson and Frank Allara of Delbarton and Matewan, W. Va., drove in to see the game, and on their return home carried at least six additional passengers with them . . . Levine and Allara are partners in the new Tri-State Drive-In at Burlington, Ohio, for which ground has been broken. It is expected to open about June 1.

Hyman Banks of Williamson consulted a doctor here for a foot ailment . . . Mrs. M. E. Dwyer of the Lake Theatre, Celina, widow of the late Leo Dwyer, is proceeding with plans for the construction of the new theatre there in conjunction with the Chakeres circuit.

M. G. Thomas, manager of Altec Service Corp., left for Cumberland, Md., to contact customers in that area . . . Friends of F. L. Keesling, manager of the Newbold circuit, will regret to hear of the death of his father. Many of his West Virginia friends attended the funeral in Parisburg, Va. . . . The Newbold circuit has opened the Mount Hope Theatre in Mount Hope, W. Va. This is the reconstructed and newly equipped former Royal Theatre, which was destroyed by fire several months ago.

Charlie Midelburg, Capitol Theatre, Charleston, W. Va., is enjoying a vacation in Miami . . . Harry Shear, manager of the Forest Theatre here, a Maury White operation, is still away on leave because of illness. His condition is improving, and until his return, assistant Phil Chacoff is carrying on.

J. Woodrow Thomas of Mount Hope and Oak Hill, W. Va., has opened the Peer Theatre in Lester, W. Va., in conjunction with Ed Bridi . . . Woodrow Bressler has resigned as salesman for Film Classics to join Midwest Theatre Supply Co. . . . Harry Young of Universal is confined in the White Cross hospital, Columbus, after suffering a heart attack . . . William Poppe began duties as booker for Columbia April 21 . . . Grace Hersey is an addition to 20th-Fox's stenographic department.

Bertha Wolf has installed the following new equipment in her Pastime Theatre, Owenton, Ky.; Simplex 4-Star sound, Super Simplex mechanism, Peerless Magnarc lamps, Hertner generator and new screen.

Jim Abrose, manager at Warners, attended a WB district meeting in Cleveland and 20th anniversary celebration in honor of Nat Wolf, Warner Theatres zone manager . . . Exhibitors Walker and Benjamin of Chesterhill and Frazeysburg, Ohio, respectively, have assumed joint ownership of the Vondell Theatre, Stockport, Ohio.

Carrol Lawler of the Shea booking staff, New York, together with Shea managers Forney Bowers, Cambridge; Dale Tysinger, Newark; Joe Scanlon, Marietta, and Ed Hiehle, Zanesville, were welcome visitors on Filmrow . . . The Newark Auditorium Theatre is being razed and on its site construction will begin May 5 of a beautiful Spanish style two-story $200,000 theatre seating 1,250 . . . The Broadway hit, "The Voice of the Turtle," played one night at the Midland in Newark the 25th and at the Weller, Zanesville, Saturday (26).

Ray Toepfer and Lida Cummins, operators of the Blue Grass Drive-In Theatre north of Lexington, Ky., have obtained a site south of Lexington, and expect to break ground within 30 days for construction of another drive-in there . . . F. H. Clemens and J. W. Candler have opened their Beckley Open Air Theatre on Stanford road, five miles from Beckley, W. Va.

Manny Nagel, 20th-Fox Kentucky salesman, is covering the Columbus territory, previously handled by Gil Shepard. Dave Stenger, formerly of the Fox booking department, is covering Kentucky . . . Marian Conelly, cashier at Paramount, returned from Portland, Me., where she attended the funeral of her father . . . Geraldine Cole is a new clerk in the Paramount accounting department . . . Jack Keating, Paramount West Virginia salesman, is the owner of a new Chevrolet.

Peter Rosian, district manager for Universal, attended a meeting in New York with home office executives . . . Frank Ferguson, one of the pioneer exhibitors of central Ohio, has returned from Florida. He will spend a few weeks in Columbus and then head for his estate in Canada for the summer.

Harry H. Walders, for many years salesman for RKO in Chicago, has been appointed manager for RKO in Cleveland, replacing Al Kolitz, previously of Cincinnati and now Rocky mountain district manager for RKO with headquarters in Denver . . . Lynne Marquis has replaced Gladys Pollak as secretary to Lee Goldberg of Popular Pictures. Goldberg set the Frank Capra reissue, "Meet John Doe," at the Lyric here for a week starting April 23.

Christian Pfister of Troy, Ohio, displayed a healthy tan when he appeared on Filmrow last week. He acquired it on a recent trip to Colorado . . . Joe Lee has instituted arbitration proceedings against MGM, for an availability at his Ames Theatre, Dayton, the same as the other subsequent run houses are receiving.

Two of the babies recently placed in the Variety Club foundling home have been adopted, and a third will be adopted shortly. Variety Club members have been requested to contribute infant clothes which are badly needed for the foundling home babies.

IATSE Local B37 members will celebrate the tenth anniversary of the local with a dance at the Kemper Lane hotel in May . . . Marvin Arent, Schine circuit booker in Cincinnati, attended a meeting in Cleveland with home office officials . . . A sneak preview of "Boomerang" was held at the RKO Albee Theatre April 14 immediately following the last showing of "Carnival in Costa Rica." The house was a sellout.

Future Variety Club events: Annual dance June 7 at the Pavilion Caprice, Hotel Netherland Plaza; picnic July 14; golf tournament August 25. Jack Frisch is chairman of the picnic committee.

Ray Bolger will bring his hit revue, "Three to Make Ready," to the Taft Theatre for the week of May 12.

Moe Dudelson, UA district manager, spent several days here . . . Mary Anne Madewell, 20th-Fox typist, is awaiting her wedding date in May . . . Elvira Carroll, former 20th-Fox bookkeeper now living in Anderson, Ind., gave birth to her second son, named Daniel Patrick, in March.

Sam Fox, music contact man for Paramount, returned from a trip to Detroit, where he plugged two songs, "Papa Don't Preach to Me," and "Rumble Rumble Rumble," from the new Betty Hutton picture, "Perils of Pauline." He also plugged "Beside You" from "My Favorite Brunette."

Charles Perry, special representative in charge of Paramount branches at Indianapolis and Cincinnati, returned from a business trip through Indiana and left soon afterward for a trip through the West Virginia territory, working on publicity for "My Favorite Brunette" . . . R. E. Parsons is joining the staff of PRC-Eagle-Lion as office manager. He also will handle the selling in some of the city territory. Ralph Morley will book PRC pictures. Irene Williams, former booker, and a recent bride, is resigning to devote her time to the duties of housewife . . . The office of PRC-Eagle-Lion is being remodeled to permit more space for the increased staff.

John Knoop, southern Ohio salesman for National Theatre Supply Co., is in the White Cross hospital, Columbus, where he underwent a back operation.

Virginia Monahan, secretary to the office manager at MGM, was to attend her brother's wedding Saturday (26) at St. Mark's church, Evanston . . . Gertrude Freeman, inspector at 20th-Fox, has undergone an operation and will be off work several weeks . . . Jane Weber of the cashier's department at 20th-Fox returned to her desk after a tonsillectomy.

Frank Yassenoff has installed new individual speakers in his Eastside and Riverside drive-ins in Columbus, both of which reopened recently . . . W. F. Murphy is opening the Air Park Drive-In on Morse road on the northern edge of Columbus around May 1.

On Filmrow: Al Sugarman and Lee Hofheimer, Columbus; Mr. and Mrs. Robert Epps, Classic Theatre, Dayton; Ross Filson, Point Pleasant, W. Va.; Robert Hall, Melvin and Ligon, Ky.; Lauradelle Dugle, Manchester; Mrs. Fred McComas, Blackey, Ky.; Messrs. Lemaster and Dinkle, Raceland, Ky.; Frank Yassenoff, Columbus; B. W. Clark, Grayson, Ky.; Dave Brown, Cabin Creek, W. Va.

A. O. Perkins is building a new theatre in Woodbine, Ky. . . . Mr. Milbauer is building a drive-in theatre in Dayton . . . "Red" Strauss is building a new theatre in Madeira, Ohio.

Zebra's Army Suggestion Wins General's Praise

Pittsburgh—Russ Zebra, RKO sales representative, is proud of a letter he has received from A. C. Wedemeyer, army lieutenant general, in which the former GI is commended for a suggestion he made while a member of the armed forces. The former Sergeant Zebra had proposed that possible recruits for service could be induced to enlist in the army by the showing of the actual dollars and cents value accrued to them during a three-year period of enlistment. This plan was adopted by Second army headquarters, and General Wedemeyer reports to the RKO salesman that the results of the adoption of the plan are quite gratifying; that recruiting has been stimulated. The letter states, in part:

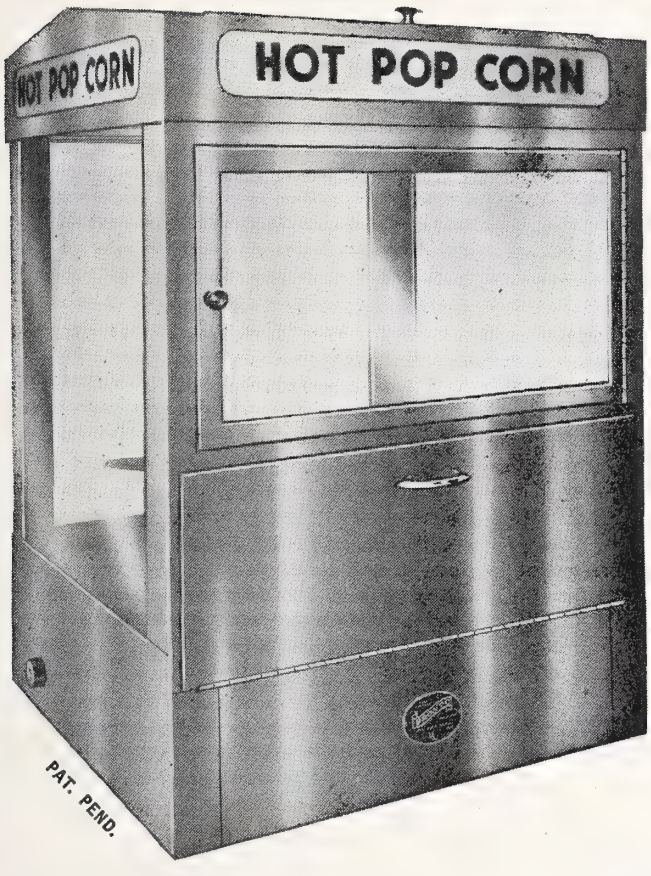
"The aptness shown in the organization of this plan indicates an exceptional degree of originality. Your efforts have reflected great credit upon yourself, your organization and upon the Second army."

Serrao Brothers Open Roxy at Ford City, Pa.

FORD CITY, PA. — The new Roxy was scheduled to be opened this week (24) by Rocco "Rox" Serrao. His brother Fred, Arnold-New Kensington exhibitor, is an associate in the enterprise and is serving as buyer and broker.

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CLEVELAND

Cleveland will be well represented at the national Variety Club meeting on the west coast. M. B. Horwitz, canvasman, and Nate Schultz and John Urbansky sr. are delegates. Milton A. Mooney of Cooperative Theatres, Julius Lamm, manager of the Uptown, Charles Gottlob of the Mount Union Theatre, Max Shanker, Berlo Vending Co.; Leo Jones of Upper Sandusky and probably Meyer Fine, head of Associated circuit, also will attend.

J. O. Guthrie of the Karolyn Theatre, New London, and his son-in-law, Charles Meyer, are handing out cigars these days. The occasion is the arrival of a baby girl to Guthrie's daughter, Hope. The young lady starts out with the euphonious name of Megan Brooke Meyer.

Saul Minick, manager of the roadshow engagements in this area of "The Best Years of Our Lives," supervised the opening of the picture April 25 at the State Theatre, Toledo. This is an independent house owned and operated by Carl Schwynd. Jack Armstrong is manager. The picture is playing a continuous policy, with no reserved seats, and prices are 90 cents to 5 o'clock; $1.25 after 5. An extensive publicity campaign preceded the opening.

Sarah Shapiro London, believe it or not, has resigned from Monogram. She has been with the company ever since it was formed. Her plans are purely domestic . . . Dick Lesnick has left Film Classics and film business. He is expending his enthusiasm in a different line of business these days . . . B. W. Payne jr. of Modern Talking Pictures and Visual Communications and his wife, Evelyn, are off for Columbus, Ohio, May 1 to attend the fourth annual conference of the Educational Film Library Ass'n.

Ruth Kronheim, Columbia cashier for the last five years, is now hanging her hat in the 20th-Fox exchange, where she takes over for Ed Scholtz, resigned. Grace Dolphin, formerly with PRC, succeeds Miss Kronheim at Columbia . . . A. Milo DeHaven of Whitehouse has taken over the Marblehead Theatre at Marblehead from Mrs. Charles Bargosick . . . East Lake Drive-In at Russell's Point opened April 29 . . . The Niles Drive-In opened April 27.

Visitors spotted on Filmrow included J. J. Grady, 20th-Fox district manager; Sam Galanty, Columbia district manager; Sam Seplowin, Republic district manager; Harris Dudelson, Film Classics district manager; Emery Foffrich, Indian Lake Theatre, Russell's Point, and Leo Jones, Upper Sandusky.

Shirlene Hirshman is the new Columbia bookers secretary, succeeding Rose Weiss, since last week Mrs. Norman Berlin . . . Grace McKee, Co-Op secretary, was out all week with the flu . . . More visitors: Roger Scherer of Defiance; all of the Ohio Shea managers including Bob Russell of Ashtabula, Bob Rhodes of Akron, Jack Hynes of Youngstown, Durwald Duty of Dover and William Gillam of New Phillie.

"Duel in the Sun" is set for a Loew's Stillman opening, with the date to be announced later . . . Les Irwin of Paramount recalls a personal experience similar to the Texas City disaster. It happened in Halifax during World War I. Irwin, a Canadian by birth, and in the Canadian army, was stationed at Halifax when a big TNT plant exploded, wrecking homes and killing some 1,600 persons.

It's a third daughter for Jack Watts, National Theatre Supply Co. salesman, and Mrs. Watts. She has been named Della May . . . Irwin Field who formerly operated the Burton Opera house, is back in town. He's been down east for months.

B. N. Skirball, who divides his time between headquarters in Cleveland and his ranch home in California, is in town for a couple of weeks . . . Les Dowdell's younger son Frank will be married May 3 to Jean Bollinger of this city . . . Jerry Steel, owner of the Apollo Theatre, Oberlin, is around again, looking fine after his winter vacation in Florida.

Leo Jones opened the Upper Theatre, Upper Sandusky, last Sunday. Louise Stahl, the former owner, has given up theatre operation for professional nursing . . . Jack Sogg, MGM manager and G. W. Whitesell, head booker, heeded the call of Head Man William F. Rodgers and attended the company convention at the Astor hotel, New York.

Nat Barach, National Screen Service manager, and Irving Marcus, salesman, were in Chicago to attend the international convention held at the Drake hotel . . . John Urbansky sr. and Bernie Rubin returned from a film shopping trip to New York, brought back for release through their Imperial Exchange "Dark Journey," with Vivien Leigh and "Storm in a Tea Cup," co-starring Vivien Leigh and Rex Harrison.

Bernard Gardner, Paramount's Columbus salesman, is reported on the road to recovery after a serious operation. He's still at home, but is making plans to get back on his job in a matter of weeks . . . Harold Raives, Ohio Schine zone manager, is another cheerful convalescent. At the Cleveland clinic he is reported to be coming along fine, but not fine enough to get a green light from his doctors allowing him to attend the Variety Club convention, as per his plan.

Veteran Back in the Game; Kaliski to Pilot SRO

PITTSBURGH—Area exhibitors will be welcoming back into the industry a veteran film distributor in Joseph Kaliski, who has been named branch representative for the new Selznick Releasing Organization.

Kaliski's record goes back a number of years and he is well known in this territory where he has devoted most of his long term in the industry. Connected for long periods with both independent and major film companies, in recent years he was stationed in the midwest and in Cleveland. His wife has owned and operated the Sherman commercial employment service here for more than 25 years.

SRO's local office is in the Clark Bldg., Liberty avenue. Eddie Fontaine, with Washington, D. C., headquarters, is district representative.

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Uncertain Feeling Prevails in Detroit

DETROIT—Business picked up nicely at the major houses, partly as a result of stronger screen fare.

More favorable weather had a lot to do with it also, but exhibitors do not feel the pickup indicates any reversal as yet of the prevailing downward trend. Detail for week ending April 17.

(Average is 100)

Adams—**Stairway to Heaven** (U-I); **North of the Border** (SG), 2nd wk.....100
B'way Capitol—**My Favorite Brunette** (Para), 3rd d. t. wk.; **The Red House** (UA), 2nd wk.....105
Cinema—**Man's Hope** (Lopert Films); **Extenuating Circumstances** (Lopert Films).....120
Downtown—**The Best Years of Our Lives** (RKO), 2nd wk.....175
Fox—**The Egg and I** (U-I), 2nd wk.....140
Michigan—**Ladies' Man** (Para), plus **Vaughan Monroe orchestra** on stage.....160
Palms-State—**Stallion Road** (WB); **Fear in the Night** (Para).....115
Paradise—**The Thirteenth Hour** (Col), 2nd run, plus Ernie Fields band on stage..... 95
United Artists—**The Macomber Affair** (UA); **The Devil Thumbs a Ride** (RKO).....110

Retitled Olentangy Opens May 14 With New Policy

COLUMBUS—First run British and foreign-language films will be offered at the 325-seat World Theatre on the north side, formerly the Olentangy, when the house reopens May 14. Al Sugarman and Lee Hofheimer, who operate the Indianola and Avondale here, have announced that the World will have daily matinees, an innovation among local neighborhood theatres. Matinees will start at 2 p. m. with continuous showings.

"Brief Encounter" will be the first attraction. All features will run for at least a week, with longer runs in prospect. Other features lined up include "On Approval," "The Magic Bow," "The Overlanders," "Thunder Rock," "The Well-Digger's Daughter" and "Open City."

The World has been closed several weeks for remodeling. New air conditioning equipment, a new front and new seating arrangement are included. The former Olentangy had 427 seats. Reduction of 102 seats makes all seats "center seats," according to Sugarman. Charles Radeaugh, former AAF bombardier and Harvard Law School student, is manager.

The World will be the first Columbus theatre to feature a regular program of foreign films. The Indianola, some seasons ago, played several such films and there have been other spot bookings in various local theatres.

Cooperation with the language department of Ohio State university, which is located near the World, will be a special feature of the operation.

WB Theatres Executives Seeks Radio Permit

PITTSBURGH—Four Warner circuit executives here have applied to the FCC for a permit to operate a radio station in this city. They are James M. Totman, publicity director; Harry Feinstein, booker; Joseph Feldman, city manager, and M. A. Silver, zone manager. Organizers of the Western Pennsylvania Broadcasting Corp., they seek a wave length of 1490 for WWSW, when that station increases its power in the fall or early winter.

A new local station, WPIT, is going on the air almost immediately, making six Pittsburgh stations in operation. A seventh station will be WPGH. An eighth application lists John H. Harris, the showman; Richard J. Cook, magazine publisher, and associates as organizer of United Broadcasting Corp.

Granting of a permit to the Warner group would give Pittsburgh nine standard radio stations.

COLUMBUS

Frank Yassenoff and Harold Schwartz have reopened their Riverside Drive-In Theatre on Riverside road for the season. Yassenoff and Schwartz also operate the Eastside Drive-In on East Main street, which was opened several weeks ago. They are planning three more open-air theatres in the Columbus suburban area.

Jack Goode, local stage and screen dancer and comedian, paused here briefly before going to the west coast to appear in a seven-week season of the San Francisco and Los Angeles Light Opera Ass'ns. During Goode's stay he placed "The Goode Earth," his suburban estate at Dublin, up for sale.

Theatres on the east side and in Bexley once again have a miniature amusement park for opposition. It's Norwood's Amusement Center, operated by Ray Norwood, on East Main street at Alum Creek. Norwood operated the park last season and has placed several new rides in operation. One is a miniature racetrack for youngsters, with 25-cent admission.

WRFD, new 5,000-watt daytime station operated by the People's Broadcasting Corp., subsidiary of the Ohio Farm bureau, will begin operation July 1, according to James H. West, president. The station, which will feature news, markets and farm topics, will erect a 555-foot tower on a 260-acre site five miles north of Worthington. Edgar Parsons has been named station manager.

Martin C. Burnett, Loew's Central division manager, is recovering at home from illness which has kept him away from his office for several days . . . Herman Stofle, assistant manager of the Grand, already is making plans for a two-week vacation in June in his home town, Cincinnati . . . E. C. "Bud" Benjamin, Minneapolis, United Artists representative, made his first visit to Columbus in advance of "Affairs of a Cheat," formerly "The Affairs of Bel Ami." The local engagement is believed to be the first for this George Sanders feature under its new title. Benjamin formerly was with Warner Bros. and National Screen Service.

Leo Haenlein and Meredith Brumbaugh of the Variety Club entertainment committee are taking bows for the Castle Cave dinner held last Saturday in the clubrooms . . . Harry Young, Universal salesman, is taking treatments at White Cross hospital for a heart ailment. Young was recovering nicely from effects of an auto accident when he was hospitalized again.

Paul Murphy is the new manager of the Northern, operated by the Miles circuit. He succeeds Tom Paskell, who has rejoined the army air corps and is stationed in Tokyo . . . Jerry Norwood of Loew's home office construction department was in town for an inspection of air conditioning equipment of the Ohio . . . Herbert Parliament, formerly of the Ohio service staff, enjoyed a post-Easter weekend leave. Herb is now a hospital apprentice, second class, and is stationed at Bainbridge naval training station in Maryland.

Shirley Kietzman, 17, was chosen Miss Young Republican of Ohio in finals held on the Palace stage. Her maid of honor is 19-year-old Jean Evans. The girls won a two-day trip to Washington, D. C., where they will be guests of Washington Republicans . . . Howard Walker, painter at the Ohio and Broad for the past decade, died recently following a long illness . . . Charles "Dusty" Stokes, manager of the Beechwold, recently purchased a new home on the Hilltop.

Four Ticket Tax Bills Still on House Slate

HARRISBURG — The Pennsylvania "tax grind" continued in the general assembly with four direct amusement tax acts in the house and with numerous bills which would grant taxing privileges to political subdivisions prominent in the proceedings.

The senate passed a bill designed to stamp out ticket scalping. The measure provides for statewide regulation and licensing of ticket brokers, through local officials, and limits resale markups to one-half the price on the face of the ticket, or $1, whichever is less, plus taxes. First offenders would be fined up to $100 and costs; subsequent offenses by fines up to $1,000 and two years in prison.

SENATE OKAYS BANK BILL

Approved by the senate was a bill which would permit banks to close on Saturdays.

The house unanimously approved a proposal to borrow 500 million dollars to pay a bonus to veterans of World War II. Before becoming effective, the plan must be approved by the senate and then by the voters.

House committee on law and order is considering the Crowe act (S-103) which permits Sunday ice hockey and which passed the senate, 26 to 23.

The Boorse act increasing the general borough maximum tax rate passed the house, 196 to 5, and is in the senate.

EQUAL PAY BILL STUDIED

The Bucchin and Bentzel act requiring equality in rate of pay regardless of sex is before the house committee on labor relations. A similar bill, introduced by Mrs. Dye, is active in the house.

Passed second reading is Albert Beech's act requiring owners of places of amusement and entertainment to give public notice of owners of concessions.

Before the house committee on liquor control is the O'Neill and Turner bill (H-1170) which would license theatres, circuses, museums and other amusement places to dispense liquor.

Special concentration is being given to the Brunner and Stonier act (H-800) which would permit all cities and school districts the privilege of imposing taxes.

Forbes Supply Maintains Nightingale Pin Lead

DETROIT—Ernie Forbes Supply retains the lead in the Nightingale Club Bowling league. Team standings:

	Won	Lost
Ernie Forbes Supply	53	28
United Theatre Equipment	48	33
Lorenzen Flower Shop	42	39
Brenkert Light Projectors	41	40
National Theatre Supply	39	42
Altec Sound Service	39	42
Projectionist Local 199	38	43
McArthur Theatre Supply	36	45
George McArthur	35	46
National Carbon Co.	34	47

High scores were rolled by Rosmy 245, R. Haskins 243, Cox 228, G. Light 216, Fouchey 202, and Goossen 200.

Detroit Colonial Theatre Starts Remodeling Work

DETROIT—The Colonial Theatre, headquarters house of the Midwest circuit, operated by Ray Schreiber, is closing for one shift, 8:30 a. m. to 4:00 p. m., for remodeling for three weeks. The house normally operated 24 hours a day. A new heating plant is being installed by William Heeney, and complete new Simplex booth equipment by National Theatre Supply Co.

DETROIT

Under the marquees: Edwain Van Sickle, former owner of the Manchester Theatre at Manchester, has taken over the Ovid at Ovid from Paul F. Meder . . . William Kimmel of the West End says he could do as good a job on the stage as Rudy Vallee . . . Jeff Williams has a huge new ballroom on his hands in the Chesterfield, said to hold 6,000 persons. He is starting off with a name band policy.

Victor A. Dodge had special shows for the Lions at the Westown Tuesday last week . . . Alice Gorham, UDT exploiteer, reports that sprained arm is now in shape so she can play boogie, swim, whip up a cake and bat out those catchy headlines . . . Sam Ackerman of the East Side was still enjoying the spring in Florida.

Charles and Martin Shafer are dividing managerial duties at the new State in Wayne, built by their father Walter, former Koppin circuit executive. Leonard Hix, who grew up with the Shafer organization, is managing the Wayne, which is now the second string house . . . Frank Howard, former Cooperative Theatres booker who has been at Covina, Calif., for his health, has moved back home to Wayne, Mich.

Dale Young has replaced Eleanor Stanton as manager at the Bloomfield in Birmingham . . . William Cadmus, former assistant at the Palms-State, is managing the Annex, where he practically grew up. Cadmus likes the policy of proven hits the house is running . . . Art Leazenby of the Cinema is enjoying his debut as an author . . . Philip McNamee of the Paradise entered the hospital Wednesday (16) for an operation.

Milton Herman of the Paradise is figuring on doing plenty of fishing this summer up at Lou Cohen's domicile in the St. Clair Flats . . . Harry Danzig, until recently house manager at the Family, has gone into the shoe business as a partner in Ross Shoes, Inc., across the street from the Martha Washington Theature in Hamtramck. He takes over from the Meretsky family of Windsor show fame, who operated there under the name of Gabriel's.

Exchanges: Col. George McCoy, film salesman, was missing in that roundup of Kentucky colonels staged by Frank Perry at the UA Theatre . . . Eddie Stuckey, Paramount manager, was out welcoming the return of spring . . . Art Knapp, veteran 20th-Fox salesman, is back on the job after his long convalescence looking "fit as a fiddle."

George W. Sampson of RKO, on the mend after a long illness, plans to keep his weight down to his present very satisfactory 165 . . . Al Levy of 20th-Fox has been vacationing in New York . . . Jack Lorentz, 20th-Fox district manager. was in from Chicago a few days . . . Harlan Starr was busy getting the radio set to catch the opening ball game.

Pete Rossman and Jack Saxe decided that "Hard Boiled Mahoney" was a Monogram picture after all, not Columbia's . . . George Sampson jr. of United Artists is the father of eight-pound Joyce, his second child.

Along the rialto: Jamison Handy is reported to be still taking his hour a day in the swimming pool . . . Harold Robinson remains a victim of sinus as long as the damp weather persists . . . Ed McMillan of the Downtown is back from Florida, and has gained back the seven pounds he lost when he went on a diet . . . Morris H. Surath and Orie Rouland, who has joined Surath's Abbott Supply Co. as sales manager, are attending the National Sanitary Ass'n convention in St. Louis.

John Fisher, who used to be BOXOFFICE correspondent here, had a nice turnout for the Burgundy opening, including newsmen. Among the latter were Fred Gaertner, Tony Weitzel and Paul Williams of the News, Mark Beltaire and J. D. Callaghan of the Free Press, Harvey Taylor of the Times, Ed Wheeler of W&W, the one and only Charlie Carlisle, and Les Clark of the musicians union . . . Buddy Fields and Frankie Taylor of MCA took their 32nd degree in Masonry.

Up in the booths: Lee Engerson of the Harper is disposing of his portable 35mm equipment . . . B. E. Pool, who moved out to the State in Wayne from the West Side Drive-In, built a six-room house in nine weeks with his son's aid out on his 18-acre farm on Stark road. He has another farm in Carmi, Ill., with three oil wells on it.

Sherman J. Lambly jr. of the Rouge in River Rouge has moved from Wyandotte to River Rouge to be near his work . . . J. C. Woodfin of the Annex is one of the regulars over at projectionists clubrooms . . . Wallace

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Ceglarek, formerly of the Century, has transferred to Standish, Mich. . . . Glenn Horton of the Dix, who used to live out on Clarkdale, has a new home in Berkley . . . Clyde Haskill of the Sheridan has started a move to erect a statue of Henry Ford in Grand Circus park, center of the local rialto.

Harry Walders of Chicago Is Cleveland RKO Pilot

CLEVELAND — Harry H. Walders is the new RKO manager here. He arrived last week to succeed Al Kolitz, who left off six weeks ago to assume his new duties as RKO Rocky mountain district manager.

Walders has been with RKO since 1933, when he joined the Chicago office as booker. He has been advanced from booker to salesman, to city sales manager, and now to branch manager in Cleveland.

Before joining RKO, he was with the Orpheum circuit in Chicago, where for a number of years he concentrated on theatre management. The Walders family is a foursome, a son 12 and a daughter 15 completing the circle.

"Cleveland is a fine town," he says, "but I'll like it a lot more when I find an apartment to which to bring my family."

New Sign on Arly

ARLINGTON, KY.—An electric sign ordered when the Arly Theatre was built a year ago arrived and has been installed by Owner D. B. Stout.

CTS Remains in Cleveland

CLEVELAND—Cleveland will continue to operate on central standard time throughout the summer. Pressure from representatives of theatres and labor officials combined to outvote the proponents for daylight savings time for this summer, at any rate. A move is on foot to put the question of time change up to the people in the next election.

Daylight Lodge Officer Dies

DETROIT—John W. Marshick, treasurer of Daylight Masonic lodge, died April 13 at his home here. He was well known to many showmen because of his post in the city's unique "theatrical lodge," which holds noon meetings.

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Outdoor Theatre to Start Two Drive-Ins Shortly

PITTSBURGH — Out-Door Theatre, Inc., owner of a new drive-in to be opened near Irwin, Pa., also will open an outdoor theatre near New Castle, Pa. The projects are to be started soon. The unit near Irwin will be one-quarter of a mile from the approach to the Pennsylvania turnpike and will have accommodations for upward of 900 automobiles.

One Route 422, two miles north of New Castle, the corporation will open an 800-car drive-in. George M. Peterson, Cleveland architect, has planned both drive-ins. The Out-Door Theatre owners are James D. Phillips, Theodore Grance, Americo Castelli, Mario Battiston, Andrew Battiston and Richard Battiston.

Dr. R. B. Herrick to Open Two Drive-In Theatres

MEADVILLE, PA.—Dr. R. B. Herrick, Meadville osteopath, will open two drive-in theatres, a 600-car unit near Butler, and a 700-car capacity outdoor theatre west of New Castle at the junction of routes 422 and 224. Equipment will be installed by National Theatre Supply.

Dr. Herrick transferred the Airway drive-in, near Meadville, to E. F. Dodge, who was his associate in opening this outdoor theatre last summer.

Blatts to Drive-In Field; To Open at Altoona

PITTSBURGH—Blatt Brothers Theatres have entered the outdoor amusement field. The circuit operators will open a drive-in theatre on Route 220 near Altoona which will have a 900-automobile capacity. George M. Petersen designed the outdoor theatre and National Theatre Supply will furnish all equipment, including in-a-car speakers.

The Blatt drive-in will be opened July 4 or earlier.

Drive-In Aide Fined

PITTSBURGH—Pleading no defense to a charge of impersonating an officer, John Young, East Pittsburgh, was fined $25 and costs by Judge John J. Kennedy in criminal court. Dressed in a policeman's uniform and carrying a revolver, Young was directing traffic near the drive-in theatre on Route 22, Patton township last fall. He told the judge he worked in the theatre and only wore the uniform at nights while directing traffic.

Drive-In for Muskegon

MUSKEGON, MICH.—Application has been made to the CPA by the Central Drive-In Theatres Corp. of Cleveland, headed by Herb Ochs, for permission to build a 700-car drive-in on three acres of land near here on U.S. 31. Grading of the site has already started. The company hopes to be able to put the $50,000 enterprise into operation this summer.

Auto-In Will Open

CINCINATI—The Auto-In Theatre, owned by Auto-In Theatre Co., Jerome J. Kunz, manager, is set to open the last of April. It accommodates some 500 autos equipped with in-car speakers. The Theatre Owners Corp. will book and buy for the open air spot.

Akron Drive-In Opens

AKRON—The Starlight Auto Theatre at South Arlington street and Waterloo road opened for the season April 18.

Admission Is Free At Bailey Opening

CRAB ORCHARD, KY.—The $80,000 Bailey Theatre here, owned jointly by George Bailey and Hamp L. Howard, opened April 19. Bailey is managing. The new house seats 350. Bailey and Howard are newcomers to theatre business.

Because the opening had been long delayed by labor and material shortages, the owners, angling for popular goodwill, put on a free matinee for children only on opening day. The turnout was so large that Bailey and Howard decided to put on a free show again that evening. At the close of the matinee the children were instructed to go home and invite all who cared and who could get in to attend the theatre free of charge that night. The result was a full house, with all available standing room taken up, and approximately 250 on the outside who were unable to get in.

Present for the opening ceremonies were Frank Riffle of Altec in Louisville; W. E. Carrell, owner of the Falls City Theatre Equipment Co.; Ben Reeves jr., New Lincoln Theatre, Stanford, Ky.; D. G. Gray, Gray Theatre, Brodhead, Ky.; J. A. Aull, Swanson-Nunn Marquee Co., Evansville, Ind., and, of course, J. E. Elliott jr., the roving projectionist from the Lincoln Theatre, Hodgenville, Ky., who endeavors to make all openings in the immediate territory and offers any free assistance he may be able to render.

While the Bailey is comparatively small in size, and located in a small town, it is a pocket-size deluxer. The stage is completely draped in blue and silver curtains which are fully automatic in control. The walls and ceiling are finished in blue and rose, which tapers off in various shades of the two colors. The theatre lighting fixtures are on several circuits which may be changed by remote control to conform with the mood of the picture being projected on the screen.

Barton in Featured Role

James Barton will take a featured role in United Artists' "The Time of Your Life," starring James Cagney.

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SPRINGFIELD

Two managers of Chakeres-Warner theatres were awarded prizes of war bonds for increased business and attendance during an eight-week campaign honoring Nat Wolf, Ohio zone manager for Warner Bros. They are Woodrow Owens, Majestic manager, winner of a $100 bond, and Martha H. Reed, Ohio manager, winner of a $50 bond. Awards were made at a banquet in Cleveland honoring Wolf for his 15 years of service.

Announcement has been made of the engagement of Mike Chakeres, city manager for the Chakeres-Warner theatres, to Anne Katris, daughter of Mr. and Mrs. William A. Katris of Mount Vernon, Ohio. Chakeres is the son of Mr. and Mrs. Henry Chakeres of Springfield. Miss Katris attended Ohio State university. Chakeres was graduated from Wittenberg college.

The State Theatre had a three-day showing of "Bedelia," first release of Eagle-Lion Films, a corporation founded last year by an Ohioan, Robert F. Young, Cleveland railroad executive.

Managers of Chakeres-Warner theatres entertained at a luncheon in Hotel Shawnee April 19 in honor of Martha Reed, Ohio manager, who is leaving the employ of Chakeres theatres for a housewife's career. She was presented an orchid and jewelry. She has been with the local Chakeres organization for ten years, serving the last five as manager of the Ohio. On April 24 she was honored with a dinner in Hotel Shawnee, the affair being given by women employed in the Chakeres-Warner offices.

Mr. and Mrs. James Abrose of Cincinnati visited for several days with Mr. and Mrs. Ray Frisz of the Chakeres-Warner organization. Abrose is Warner Bros. manager at Cincinnati . . . Construction will start soon on the city's first FM station. Approval has been given by the FCC for the station to be operated by the Champion City Broadcasting Co., headed by Dr. D. J. Parsons, John E. Harwood and William Errin. The latter will be general manager and commentator for the station.

Residents Denied Order Against Glendale Airer

CINCINNATI—An injunction sought by 62 residents of Glendale and Woodlawn against construction of a drive-in theatre on the Keller farm on the southern edge of Glendale was denied by Judge Nelson Schwab. The defendants, Theatre Enterprises, Inc., Dr. and Mrs. Wm. S. Keller, J. R. Minor, and Nathan B. Kaplan, propose to erect the open air theatre on the Springfield pike adjoining Glendale Memorial park. They said individual speakers would be placed in patrons' cars, and lights, traffic and other matters would be controlled so that there would be no nuisance to neighbors.

Vogelheim Taking Over Theatre in Rogers City

ROGERS CITY, MICH.—V. S. Vogelheim will take over operation of the Rogers Theatre, 400-seat house which he erected here several years ago, from Walter A. Kelly on May 15. Kelly is still listed as owner of the Strand Theatre, 260-seat house which has been closed for quite a while.

In 'Me and My Dog'

Paramount has signed Brenda Joyce and Robert Shayne for adult leads in "Me and My Dog."

Carnahan Building Campton Theatre

MANCHESTER, KY.—J. F. Carnahan has awarded the contract for construction of a 440-seat de luxe theatre in Campton, Ky. Present plans call for an opening not later than mid-July or August 1.

Carnahan also is interested in the Manchester Theatre here, the Lee in Beattyville, the McKee in McKee and a new theatre in Sandgap, all in Kentucky.

Construction of the McKee Theatre is in the final stages and the formal opening is expected to take place soon. Heating and cooling equipment is being installed at present with the interior and exterior decorating next on the list. Carnahan said there is no particular rush on the opening of the New McKee as the old house is still in operation and serving quite well.

Mrs. J. F. Carnahan, who recently underwent an operation at the Jewish hospital in Louisville, is recuperating at the home of Carnahan's sister, Mrs. Nate Disbro, in Crothersville, Ind. Se hopes to be back home in Manchester by May 5.

Allen Johnson President Of B&J in Michigan

GRAND RAPIDS, MICH.—Allen Johnson, for many years vice-president and general manager, has been named president of the B&J Theatres, Inc., operator of the Eastown, Our, Four Star, Wealthy and Royal theatres here. He succeeds the late Edmund C. Shields of Lansing.

B&J is owned in equal shares by Johnson and the W. S. Butterfield circuit of Detroit.

L. E. Gordon, who became president of the Butterfield houses recently upon the death of Edward C. Beatty, is secretary-treasurer of the local organization under the new setup and George S. Berger is assistant treasurer, as he is also for the Butterfield organization.

Johnson has been in theatre business since 1925, when he started at the Royal Theatre.

Hippodrome Building Sold To Pair for $3,000,000

CLEVELAND—Entire capital stock of the Hippodrome Bldg. on downtown Euclid avenue has been sold to Herbert Sheftel and Alfred G. Burger of New York, owners of the Telenews Theatres, for $3,000,000. Involved are the 11-story building, stores and the Hippodrome Theatre, operated by Warner Bros. the last 15 years.

The Warner lease, it is stated, still has a considerable number of years to run. It is not known whether the new owners have plans of their own at expiration of the lease, or whether the present leasing arrangement will be extended. Cleveland has a Telenews Theatre on Euclid avenue.

Cleveland Barkers Okay Eleven for Membership

CLEVELAND—Directors of Variety Club have approved applications of 11 new members: Frank Masek, National Theatre Supply manager; Dick Wright, Warner assistant zone manager; Lou Ratener, Warner contact manager; J. Knox Strachan, Warner theatre publicity director; Bud Gilliam, Warner theatre booker; Harold Freedman, Warner relief manager; Eddie Miller, manager of the Hippodrome; Julius Lamm, manager of the Uptown; Alan Shaw, Imperial booker; Hilbert Horwitz of Theatre Films, and John Tender, Tivoli Theatre, Lorain.

TOLEDO

The opening date of "Best Years of Our Lives" was moved ahead in the State Theatre, de luxe 1,900-seat neighborhood house operated by the Carl Schwyn circuit, to Friday (25) with four showings daily, starting at noon, according to Jack Armstrong, general manager of the circuit.

Though the legitimate season at Town Hall closed in midwinter, Helen Hoerle, publicity representative for "Lady Windemere's Fan," says that Toledo will be on the play's road tour route for next season. Emmett Callahan, native of Toledo, is the manager of the production.

When an underground power cable broke, the only theatre affected was Loew's Valentine, where the show was blocked out 18 minutes. Several downtown office buildings and streetcar and trolley coach operations were affected . . . New 16mm sound and projection equipment installed by the Toledo Museum of Art was used for the first time April 19 for a children's show of "Festival of Spring" and "Rainbow Rhythms."

The congregation of Calvary Lutheran church is using the Colony Theatre, suburban house, for its Sunday services, until plans for a new church building materialize. Trustees believe that new quarters will be occupied within a year.

Eddie Cheyfitz, ex-Toledo labor leader now on the staff of Eric Johnston, stopped here en route to a Hollywood assignment at the MGM studio . . . The recently organized Tent 30 of Variety Club here is planning a combined stage and screen midnight show in the Paramount Theatre June 6. Marvin Harris, manager of the Paramount, is general chairman of the benefit affair.

Predict Early Compromise On Ohio Sales Tax Issue

COLUMBUS—Compromise is expected on the controversial proposal for repeal of the state's 3 per cent admissions tax whereby the house taxation committee would approve a proposal for the state to continue collection of the tax and then distribute it wholly to the subdivisions of origin.

Howard Thompson, Ohio State Journal political writer, said that a large number of the 23-member house taxation committee has cited reasons why the state should not get out of this tax field.

If this compromise is reached, it will be in effect the same as a senate bill introduced by Sen. Robert L. Quinn of Steubenville at the suggestion of P. J. Wood, secretary of the Independent Theatre Owners of Ohio. This bill would leave the tax as it is but return the money to the county of origin.

Visual Education Session Attracts 150 Delegates

PITTSBURGH—The first all-day visual education conference, with demonstration of 16mm film projectors, slides and film strips, was attended by 150 delegates from Protestant denominations in Allegheny county who are convinced that such devices will be standard equipment in future religious instruction.

Stating that churches do not want to go into competition with theatres, William S. Hockman, Lakewood, Ohio, editor of the church department of Education Screen magazine, said that churches want to use films to bring members into closer social relationships.

Horowitz Pilots SG; Fecke to PRC Post

BOSTON—Two new branch managers were announced here this week, while a theatre circuit added a new executive.



SIEG HOROWITZ

Sieg Horowitz, with 20th-Fox for 18 years, has been named manager of the Screen Guild and Films Classics exchange, the appointment having been made by Al Swerdlove, head of the two companies. Horowitz joined 20th-Fox in 1929 in New Haven, where he was ad sales manager in the New Haven office. He came to the Boston office in the same capacity and has had experience also as salesman and booker in all the New England states. Speaking four languages fluently, he is a graduate of the University of Leipzig.

Al Fecke has been appointed by Al Herman, district manager, as pilot of the PRC branch here. Fecke moves over from Republic, where he was salesman for 12 years in the New Hampshire and Vermont territories.

Charles Repac, circuit contact man at MGM, has resigned to join the B&Q circuit.

Voudoukis Charges Denied By Vermont Exhibitors

BOSTON—The Interstate Theatre Corp. and Rockingham Operating Co. have filed denials in the antitrust suit of State Amusements, Inc., operating the State Theatre in Bellows Falls, Vt.

Through John Voudoukis, owner, State Amusements filed its antitrust action here March 13 against the two companies mentioned above, Loew's, Inc., Paramount, 20th-Fox, UA, U-I, Columbia and Republic, alleging that the defendants had conspired to restrain and monopolize interstate commerce in motion picture films.

The time for the answers from the defendant distributors has been extended by agreement of counsel and the court.

George S. Ryan, Boston, is counsel for Voudoukis.

Drive for Greek Relief Ahead in Connecticut

NEW HAVEN—Henry Germaine, Connecticut chief for Greek war relief and the war orphan drives, announces the campaign has been extended several weeks from its April 8 deadline in order to permit theatre and exchange men to wind up collections and report results. Germaine says he is encouraged by early returns, but urges those who have been negligent in turning in results to do so without further delay.

"All factions are agreed that by alleviating the suffering in Greece, we not only do a humanitarian piece of work but aid democracy," said Germaine, "and this is an opportunity to help the good work."

Hayes' Honorary Post

WEST NEWBURY, MASS.—Roland Hayes, concert singer, will serve as honorary vice-president of the summer theatre here. John P. Marquand is president of the group. Hayes recently purchased a summer home here.

Brookline's Coolidge Theatre Staff Lectured on Prevention of Crime



Staff of the Coolidge Theatre, Brookline, is pictured after members were given a lesson on crime prevention around theatres by Frank Stratton, expert criminologist. This was one of a series of such lectures by authorities being given to the theatre staff, the motif of which is "an ounce of prevention," etc. Appearing in the picture are Stratton; Manager B. R. Stewart; Miss Selvaggi, candy attendant; James Gately, superintendent of maintenance; Miss Harrison, chief cashier; Mr. Sylvia, chief doorman (seated); Paul Murphy, assistant manager (seated near table); Sergeant Kirran of the Brookline police; others are ushers and ticket-takers.

BOSTON—In keeping with the policy of top instruction in all phases of theatre operation, Brookline's Coolidge Theatre staff heard Frank Stratton, member of the Boston police department, who has attained nationwide fame as a special investigator of practically every major crime in the New England area. With the advent of theatres catering to folks of every degree of social caste and habit, criminal activity frequently enters the theatre scene. Proper instruction to the service staff regarding the theatre's responsibility and limitations in this matter offer invaluable knowledge in what to do and what not to do.

Stratton offered a graphically illustrated lecture in 16mm film of police case histories of crimes involving theatres, halls and general public meeting places. Pointing out that an ounce of prevention might eliminate many crimes, Stratton also told the staff of the necessity of intelligent observation, coupled with proper attention of the police, reducing unfavorable notoriety and responsibility on the part of the theatre.

The staff was keenly interested in the lecture since the theatre is soon to play 20th-Fox's "Boomerang," taken from Reader's Digest and dealing with a crime in a nearby state.

Guests at this lecture included members of the Brookline police department.

A month before "13 Rue Madeleine" was shown, the staff was shown judo holds applied by Earl Nishomoto, instructor who trained the Rangers during the late war.

Dr. A. Warren Stearns, Tufts college professor of sociology (who recently received nationwide publicity in the "Forever Amber" trial) recently gave the staff a series of lectures in applied psychology just before the theatre played "The Dark Mirror," "Rage in Heaven," "Strange Woman," etc.

Bernard Stewart, Paul Murphy and Richard Penta the manager, assistant manager and chief of staff respectively, work out these ideas cooperatively.

Actor's Son Injured

HARTFORD — Edward F. O'Shea, 19, of Wethersfield, Conn., son of actor Michael O'Shea, recently was injured in an auto accident in Wethersfield. He was taken to Hartford hospital for treatment. His injuries were not serious.

Baby Contest Starts

DOVER, N. H.—The Strand Theatre's baby contest to determine the most popular baby got under way April 15. Photographs of the infants are on display in the lobby and ballots are being printed in the evening daily paper. Several leading merchants are cooperating.

Lunenberg Okays Permit For 460-Auto Drive-In

WORCESTER—The selectmen of Lunenburg have granted a license for an open-air, drive-in film theatre adjacent to Whalom park, the action coming after an inspection tour by the board and the police showed that no traffic hazards would exist at the proposed entrance and exit.

A petition for the license had been filed by two Leominster war veterans, Alfred Mellor and Alfred Bergeron. An option on the land has been obtained, and it is expected the theatre will accommodate 460 automobiles. Opposition to the license had been voiced by the Whalom Park Amusement Co., which operates a summer stock theatre.



TENT 31 IS BORN—Sparked by the presence of C. J. Latta of Albany, national assistant chief barker, and other speakers, Tent 31 of the Variety Club of Connecticut installed officers at a ceremony in Hotel Taft, New Haven. In the photo, l. to r., seated: Herman M. Levy, canvasman; Mayor William C. Celanto of New Haven, honorary member; Barney Pitkin, chief barker; Latta. Standing: Henry Germaine, canvasman; Charles E. Lewis, New York, national publicity director; Harry F. Shaw, canvasman; Col. William McCraw, national executive director; George Wilkinson, dough guy; Carl Goe, canvasman; Arthur Greenfield, property man; Lou Brown, canvasman.

Sneak Preview of 'Arch' Held at Hartford House

HARTFORD—A sneak preview of Enterprise's "Arch of Triumph" was held at the Poli here last week, with the following industry executives from Hollywood as guests of Harry F. Shaw, division manager of Loew's Poli New England Theatres, and Manager Lou Cohen of the local theatre:

George Schaeffer, sales manager for Enterprise; Robert Taplinger, publicity director at the studio; Louis Milestone, director; Charles Enfield, producer; Nate Watts, production manager for Milestone; David Lawrence, sound technician; D. Loew, producer; and Harry Brown, who adapted the novel. Also on hand were Ben Joel jr. and Lou Brown of Loew's Theatres.

John Scanlon jr. to Pilot House in Thompsonville

NEW BRITAIN—Pete Perakos of Perakos Theatres has announced the appointment of John Scanlon jr. as manager of the Strand Theatre, Thompsonville, Conn., succeeding Tommie Grogan, who has resigned to go into the automobile business. Scanlon is a son of the manager of the Warner Theatre in Torrington and has been working with his father as assistant manager of the Warner.

Local Option in Maine On Sunday Shows Dies

AUGUSTA, ME.—The house of representatives has killed legislation to permit towns to conduct local option votes on whether to legalize Sunday "theatricals," as well as Sunday motion picture shows. The action came on a voice vote approving a motion to accept an adverse report of the legal affairs committee.

Indian Fighter on Streets

HARTFORD—Manager Fred R. Greenway of the Palace arranged a street gag for the revivals, "Kit Carson" and "Last of the Mohicans," consisting of a man, dressed as an Indian fighter, carrying a rifle and a 22x28 card walking down the main stem.

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Variety Installation Held at New Haven

NEW HAVEN—Newly elected officers of Tent 31 of the Variety Club of Connecticut, with Barney Pitkin as chief barker, were installed at Hotel Taft last week. Mayor William C. Celentano elected an honorary member, praised the club's charitable work, and other speakers, including C. J. Latta of Albany, national assistant chief barker; Col. William McCraw of Texas, national organizer, and Charles E. Lewis of New York, national publicity director, traced the history of the organization.

Latta acted as installing officer and Connecticut MPTO executive secretary, Herman Levy, canvasman, was toastmaster. The tent now numbers 60 members, with promise of a rapid increase.

Other officers installed included Dr. J. B. Fishman, assistant chief barker; Rudy Frank, second assistant; George Wilkinson, dough guy; Arthur Greenfield, property man, and Harry F. Shaw, Levy, Carl Goe, John Pavone, Lou Brown and Henry Germaine, directors.

New Hartford Firm Offers Professional 16mm Films

HARTFORD—Associated Film Libraries, Inc., has opened at 53 High St., handling 16mm films. The firm will rent professional sound films and equipment.

Officers are Alfred C. Baldwin, president; Alexander Warner of the Self Service Cigaret Corp., Hartford, treasurer; Tony Pastor, the band leader, vice-president; A. S. Albrecht, counsel; Clarence Kantrowitz, secretary and executive secretary, and Mrs. Helen Manley Hopkins, educational director. Malcolm Sauer and Joseph Papa, formerly with Films, Inc., of New York, are assistant executive director and general manager, respectively.

The new corporation also has offices in New Haven, Providence and Boston. Don Hawthorne of New Haven is general sales manager for the southern Connecticut territory and Nicholas Maruk of Hartford has the same position in the Massachusetts territory. William Cooper is Rhode Island sales manager and George Rogharr, Boston territory sales manager.

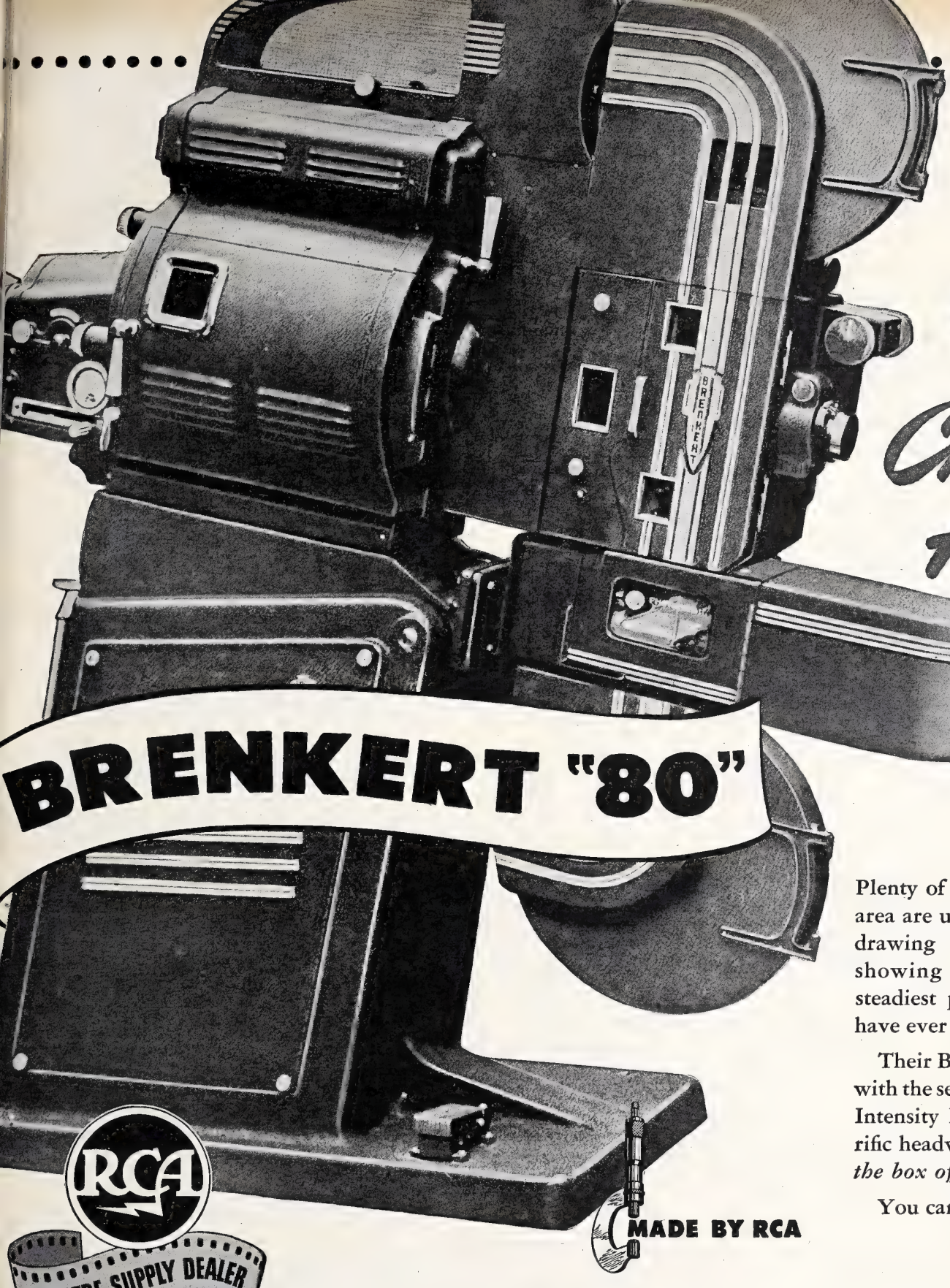
Rex at Manchester, N. H., Offering British Films

MANCHESTER, N. H.—A first run policy was inaugurated at the Rex Theatre with "Brief Encounter" as the first of a series of eight films to be presented under the new plan, it was reported by the manager Lucien Descouteaux.

All films on the schedule are British and are being released by Prestige Pictures through Universal-International. Besides "Brief Encounter," they include "Johnny Frenchman," "I Know Where I'm Going," "This Happy Breed," "The Years Between," "A Lady Surrenders," "The Captive Heart," "The Magic Bow" and "The Overlanders."

Malcolm-Smith to China Drive Post

HARTFORD—George Malcolm-Smith of the publicity department of the Travelers Insurance Co., Hartford, well known in the theatrical world, has been appointed Hartford county chairman of the 1947 drive for United Service to China. Malcolm-Smith is author of the novel "Slightly Perfect," which appeared last year on Broadway as a musical comedy under the title, "Are You With It?" The story recently has been obtained by Universal for film adaptation.



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HARTFORD

Lou Cohen, Loew's Poli manager, met recently with Bob Kaufman, 20th-Fox praise agent in this territory, to plan a campaign for "The Late George Apley"... Johnny Pavone, Monogram manager in New Haven, and Walter Silverman of Columbia there, visited Manager Martin Kelleher of the Princess . . . Mickey Daly visited Plainfield.

Florence Nutcher, cashier at the Bijou, New Haven, was here visiting Mrs. Sam Horwitz. Before her marriage, Mrs. Horwitz was Bijou assistant manager.

Ed Kelleher of the Princess visited New York . . . The staff of the Princess hosted Lil Kelleher, Ed's secretary, at a birthday party in the Hotel Bond . . . Those U-I "Egg and I" match covers have been appearing in large numbers in this territory . . . Arnold Van Leer, Paramount praise agent, and Walter B. Lloyd of the Allyn were busy on "My Favorite Brunette.

Albert Lessow of the Palace was in New York . . . Marilyn Landers, daughter of the E. M. Loew's manager, has been appearing in a number of dramatic presentations at Bulkeley high school here. She graduates in June.

"State of the Union," has been booked for four days starting April 28 at the Bushnell Memorial, at $3.60 top. Neil Hamilton, Erin O'Brien-Moore, and James Rennie are starred . . . John Loder and K. T. Stevens were in last week, appearing in "Laura," at the Bushnell.

For a special children's show last week, the Astor in East Hartford presented ten prize bags to ten children. Included in the performance was a one hour cartoon-serial . . . The current series of Saturday morning film presentations at the Central, West Hartford, sponsored by the audio-visual committee of the West Hartford PTA, will end April 26. It is the second annual series sponsored by the committee.

William H. Mortensen, managing director of the Bushnell, has been named a new corporator of the Hartford dispensary . . . Bill Gilwech, Poli projectionist, is observing his 16th wedding anniversary.

Manager Lester Markoski of the Music Box Theatre in New Britain ran an all-Italian show last Tuesday. A publicity meeting on "Love Laughs at Andy Hardy" was held at the Broadway, Norwich, by Manager Joe Boyle and his assistant, Tillie Pysyk . . . Beansie Larco, former Arch Street doorman, has been recovering slowly from injuries received in an automobile accident on the New Britain-Plainville road.

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Independent Exhibitors To Fete Francis Lydon

BOSTON—Independent Exhibitors, Inc. of New England will give a testimonial luncheon to Francis C. Lydon May 6 at Hotel Bradford. Heading the committee on arrangements is Walter E. Mitchell, with Julian Rifkin and Ted Rosenblatt assisting.

An active member of Independent Exhibitors, Lydon is a past president of the organization and is now chairman of the newly formed Motion Picture Coordinating committee.

Lydon recently resigned from Arthur Howard's Affiliated Theatres, Inc., to join Vanguard Films as special representative under Tom Duane. Lydon will retain his membership in Independent Exhibitors as owner of the Hamilton Theatre in Dorchester.

The monthly business meeting of the showmen's group will precede the Lydon testimonial.

Film Polling Bulletins Will Be Issued Weekly

BOSTON—Weekly bulletins will be sent out by the film polling committee of Independent Exhibitors, Inc., it was decided at a meeting of the board in Hotel Bradford. Members agreed this service is one that the group should work on continuously.

An invitation was read bidding members to attend the Pacific coast conference of the ITO in Los Angeles May 6-8.

It was voted to endorse the request of the Girl Scouts of America asking cooperation in running a trailer telling of the work of the organization. All theatres in the New England area were asked to cooperate.

Polis Win Ball Game

NEW HAVEN—The Loew Poli baseball team won an important victory over the Clipper All-Stars 18 to 8, in its series of intracity games. John DeBendetto, assistant at the Poli, is coach, and his team has been city theatre champion for the last two years. On the team are: Robert Richards, captain; Bruce Branchini, Victor Toplitsky, Joe Riccio, Dino Montineri, Don Stutzman, Rocky Bello, Earl Reopell and Andrew Munz.

Debuts in 'The Marauders'

Dorinda Clifton, Hollywood high school graduate, will make her debut in the femme lead in United Artists' "The Marauders."

NEW HAVEN

Exchanges and theatres were seriously handicapped by the phone strike, but kept the Western Union wires busy . . . Col. William McCraw had the Variety men spellbound with his spiel at the Taft banquet. Jack Fishman, new assistant chief barker, was unable to attend, because of the flu.

E. X. Callahan, 20th-Fox district manager, was in from Boston for a conference . . . John Pavone of New Haven and Herman Rifkin and Ben Abrams of Boston returned from the Monogram convention at the Hotel Warwick, New York . . . Harry Rosenblatt, MGM manager, and Phil Gravitz, booker, left for the New York convention. Phil and the office are working hard on the shorts contest which will send winners to the coast.

Improvements: The MGM offices will be air conditioned this summer . . . At the Hippodrome, Bridgeport, there's a new marquee, and a beauty. Installation was by C. I. Brink of Boston . . . The two theatres being erected by Fruge Construction Co. in Bridgeport are evoking much curiosity . . . The 1,200-seater on Boston avenue, a block from the Barnum, will be completed about September. The equally large or larger house on Fairfield avenue, a few blocks from the Black Rock, will be under construction at least a year.

At the Milford Drive-In, closed for three weeks, the E. M. Loew circuit is busy reramping for easier exit of cars . . . Carl Hellpen, manager, is busier than that one-armed paperhanger. The outfit is also changing the speaker setup. The attendant will no longer put a speaker in each car. A post set between every two cars will hold the speakers and customers will reach out for them.

The new drive-in under construction by E. M. Loew in Hartford will have RCA PG 242, one-half kilowatt audiopower sound equipment. The Panoras have put 335 new Bodiform chairs into the Palace, Stafford Springs . . . National Theatre Supply has installed Simplex sound equipment, with Voice of the Theatre speakers, in the Eno Memorial, Simsbury, and the Strand, Seymour.

Vital statistics: Domenic Somma, head shipper at 20th-Fox, will wed Carol Funaro of Hamden May 3. Domenic and his brother George, booker at Republic, spent three years overseas with the army. Which brings us to George, father of a baby girl, Nancy Joan, born at St. Raphael's hospital.

Coming and going: Peter Perakos, New Britain showman, was on the Row for the first time in months looking in the prime after most of the winter in Florida. Pete is fixing up his Indian Neck, Branford, home for a permanent residence . . . John Harwood, Warner auditor, is in for a visit . . . John Moran, RCA district service manager, and Neil Barberi, his first lieutenant, were in from Boston . . . Phil Humphrey of RCA on a "vacation," made it a busman's holiday on Meadow street.

Harry Shaw is back from Mexico with that enviable tan, and stories about how small the world is after all. At the Reforma, Mexico City's "hot spot," he met A. C. Blumenthal. He also spent some time with Carlos and Tita Mebla of MGM and bumped into Lenny Picker, an old schoolmate in Syracuse, now making "Casanova" for RKO; also Noel Madison and Crane Wilbur, who writes the script. To top it all, Shaw went deep-sea fishing and caught a coveted sailfish . . . Bob Carney was in from the Lyric, Bridgeport.

Recuperating: Matthew Kennedy, perennial business agent of local 273, projectionists, is over the grippe . . . Lou Phillips of Modern Theatre Equipment, has the flu . . . Ann Donner of 20th-Fox will be back at her desk next week after a stay in New Haven hospital . . . Louis Astriano, operator at the Dreamland, is recuperating from an operation.

Assorted film fare: Timothy Donahue, once projectionist at the Liberty, Bridgeport, and hereabouts, was an extra in the film, "Boomerang" . . . The Leonard E. Sampsons of the Lincoln will soon have their home built in Westville . . . Bob Spodick of the same outfit has just acquired a Franklin of uncertain vintage . . . The Dave Chermans of the Lawrence spent the entire Passover holiday in Colchester . . . The State, Torrington, formerly subsequent run, has changed its policy, putting in first run pictures Sunday to Wednesday.

Strand Amusement tried out a midnight show at the Strand, Bridgeport, April 25, featuring "Boy, What a Girl," with all-colored cast . . . Permit has been issued to the West Haven Exhibition Co. for a $25,000 stadium at 384 Front Ave., the new home of the West Haven Sailors . . . Zelda Levine is no longer at PRC and her job is open.

Tony Masella, assistant at the Bijou, got the popular Elm City Clarion column in the Register to note his invitation to any "Glamazon," six feet or taller, to be guest at the opening of the Mickey Rooney picture, "Love Laughs at Andy Hardy," featuring Dorothy Ford, tallest leading lady in the films. Herman Levy, Connecticut MPTO executive secretary, spent several days in New York.

NEW HAMPSHIRE

The State Athletic commission has asked the legislature to move professional wrestling from the sports to amusement category. A board spokesman told a house committee that mat shows held in this and other states in recent years have been of the "burlesque type."

William Stanton, former manager of the Colonial and Scenic in Rochester, and Mrs. Stanton have returned from a visit in Lakeland, Fla. . . . A review of the Noel Coward film, "Brief Encounter." was given by the Town Crier over WMUR in Manchester in connection with its showing at the Rex there.

The large population of Polish extraction in Manchester was given an opportunity to see a native language film, "Halka," during a one-day engagement at the Granite Square . . . Harry L. Dowdell, Portsmouth theatre manager, was a member of the committee in charge of the annual communion breakfast of Portsmouth Knights of Columbus.

Leonard Sweeney of Nashua, attorney for the interests trying to get greyhound racing legalized in New Hampshire, says he has contacted all members of the house of representatives and is confident the dog track measure will be approved. Meanwhile, operators of Rockingham park, the bangtail track in Salem, have announced a reversal of their previous year's program, with a shorter summer meet and longer autumn schedule for 1947.

The "Smilin' Bill" Waters Tennesseans, popular hillbilly troupe featured over WHEB in Portsmouth, was a recent stage attraction at the Majestic in Conway . . . E. Morrison Douglas, manager of the City Opera House in Rochester, has been named to the board of directors of the Sunset Baseball league there.

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DISCUSS DRIVE PLANS — At the eastern district sales meeting Jules Lapidus (seated), eastern division sales manager for Warner Bros., explains the 1946 sales drive. Left to right: Art Moger, New England field representative; William W. Brumberg, captain of the drive; Carl Goe, New Haven manager; Clarence Eiseman, New York metropolitan manager; I. F. Dolid, assistant to Ben Kalmenson, vice-president and general sales manager; Ed Catlin, Buffalo manager; George W. Horan, Boston manager; Ray S. Smith, Albany manager; Sam Lefkowitz, eastern district manager, and Al Daytz, Boston sales manager.

WORCESTER

The funeral of Johnnie Foy, stage manager of the Capitol 20 years, held in Christ the King church, was attended by many of the theatrical fraternity . . . Keye Luke, film actor, was a visitor in Gardner . . . The drive-in on the Boston turnpike in Shrewsbury has been reopened for its tenth season . . . Mrs. Bernard Satz, wife of the manager of the Casino in Ware, has recovered from severe injuries received in an automobile collision . . . Claude Thornhill, the orchestra leader, was in town.

Bill Brown, manager of the Park and Greendale, can point to the distinction of never having had a toothache. And as a result of several visits to the dentist, he says he never will have one . . . Alec Davis, manager of the Warner, reports a holdover on "Stallion Road."

Michael Dunne, former Worcester radio announcer, has transferred from the 20th-Fox studios to Columbia, where he has been cast for "Son of Rusty." He has changed his name to Stephen Dunne. When he was here, he was Frank Dunn . . . Erwin Franko Goldman's band played to an overflow crowd of 3,400 at the Auditorium.

Leo Lajoie, manager of the Capitol, has been awarding Bugs Bunny dolls and comic books at Saturday morning performances . . . Karl Deitmer, formerly of the Plymouth, is playing with Fred Pooley's orchestra . . . Phil Bissell, chief of service at Loew's Poli, is attracting much attention through his fine art work.

The fatal accident in California involving Helen Walker, Worcester actress, as driver, has taken a new twist. The two passengers who survived have been arrested on charges having no bearing on the accident, one for robbery and the other on a narcotics complaint. Each has a $100,000 suit pending against the actress.

Weary from a long season of touring, Maurice Evans canceled dates in Worcester and several other New England cities, but promised to fill them in the autumn . . . Louis Prima, the maestro, was a visitor here . . . The Plymouth in Leominster canceled a Saturday afternoon showing of a horror picture and substituted a western and cartoons.

Rita Fasano, daughter of Michael Fasano, owner of the Cumings in Fitchburg, was married in St. Anthony's church in that city to Bernard D. Butler of Leominster. The couple is employed at the Cumings . . . Fire started in the men's restroom of the Modern in Marlboro on a Saturday night causing damage of $200. Manager Arthur Rosenbush discovered the blaze, and with assistance of other employes he had it under control when firemen arrived. A patron had started the fire by dropping a lighted match near the partition.

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MANY THEATRES UNDER OUR MAINTENANCE

BOSTON

The annual Motion Picture Salesmen's club dinner-dance at the Latin Quarter Sunday evening (13) brought out a record attendance. Much of the success of the affair was attributed to Harry Goldstein, RKO, chairman. The entertainment, headed by Archie Robbins, emcee at the Latin Quarter was particularly well done. Lenny Kent, brought over from the RKO-Boston stage, amused the group with his woeful tales of his gin rummy experiences.

Michael Bruno of the Tilton, Tilton, N. H., who is cousin of Mary Bruno of the Empire in Manchester, N. H., was Filmrow visitor . . . Joe Carollo, Midway, Oakland Beach, R. I., was seen dashing around the district in his sprightly manner . . . Elinor Costello is the new short subjects booker at Affiliated Theatres. She also serves as secretary to Seth Field, head booker. She has been with the Graphic circuit for four years.

The B&Q circuit has tentatively set April 30 as the opening date of its two newly acquired Cape theatres, the Warr in Wareham and the Temple in Onset . . . One of the first bills played at the local Tremont, which B&Q recently acquired and is operating with James Mage, was a combination of two former Academy award pictures, "The Lost Weekend" and "To Each His Own." New in the B&Q office is Margaret Gorski, bookkeeper.

The local Monogram force, winner of the national collection drive, was entertained by Ben Abrams, district manager, at a cocktail party, screening and dinner, the latter at Ruby Foo's restaurant . . . Larry Lasky, producer of the ice spectacle, "Everything's on Ice," at the new Center Theatre, reports that the show is building up to better grosses. Lasky, a partner of E. M. Loew, turned producer for the first time with this ice show and has the good wishes of the entire theatre industry.

Arthur Howard, president of Affiliated Theatres, Inc., who underwent an operation at the Newton-Wellesley hospital recently, was expected to go home this week.

In the lead of the annual Jamaica Plains Knights of Columbus musical comedy was Marion Daley, secretary to Tom O'Brien at Columbia. In the cast were Dorothy Ring, Abe Barry's secretary; Mary McKenney, Jeanne Ross and Ruth Walsh, all from Columbia. The office and inspection departments turned out in full force to watch the young women perform.

George Kraska, manager of the Kenmore, where the Russian film, "Ivan the Terrible," is playing first run, has received many requests for blocks of seats from the history departments of the schools and colleges in the city. The Samuel Adams school for visual education has ordered 1,500 tickets for its pupils.

Mary Horgan, office manager and secretary to Nathan Yamins, took an eight-day cruise to Nassau . . . Frank Boschetti of the Premier and Star Theatres, Lawrence, is reported out of the hospital and feeling much better . . . Mrs. Mary Lynch, who operates the Southern in Norwood with her brother John, is in the Norwood hospital where she gave birth to a baby girl . . . Jack Jennings jr., the new booker for Vanguard Films, comes from an old film family. His father is a salesman at Republic and his uncle is Tom Jennings, salesman for Al Swerdlove at Film Classics.

Bill Horan, manager at Warners, is proudly displaying a new photo of his attractive 17-year-old daughter Patricia Anne. The pic-

ture was taken for her graduation from St. Peter's high school, Worcester. She is preparing to enter Regis college, Weston, in the fall.

News from New York that Jack Markle has been appointed managing director of the Broadway Theatre there has met with distinct pleasure among his many friends here. Markle was manager of the local Esquire Theatre during the successful run of "Henry V" and left Boston to supervise the opening of the picture in Philadelphia.

Phil Engel, UA publicist, and Don Martin, Mage publicist, worked out a publicity campaign for "Abie's Irish Rose" which opens at the Tremont this week. The promotion included a radio contest, subway posters and a twin beauty tieup with a leading department store . . . Local Chief Barker Murray Weiss, Bill Koster and Joe Cifre attended the inaugural dinner of the new Variety Club in New Haven . . . Johnny Dervin jr., son of John Dervin UA manager, is recovering from a tonsil and adenoid operation at the Children's hospital.

Tallest Girl Competition Among 'Hardy' Events

HARTFORD—A contest sponsored by the Sage Allen department store to locate the tallest girl in Hartford was promoted by Lou Cohen of the Poli and Fred R. Greenway of the Palace for "Love Laughs at Andy Hardy." The contest winner received a spring outfit.

Another contest used was planted in a local daily featuring a mat of Mickey Rooney beside one of Dorothy Ford, with copy beneath asking readers, "What's the smallest you ever felt?" Cash prizes and passes went for most embarrassing experiences reported.

In another newspaper contest passes were awarded to readers naming the most Andy Hardy pictures. On opening day the Poli admitted free all girls over six feet tall.

Through the social head of the local YWCA, in charge of weekly teen-age dances, the theatres offered a silver cup to the winner of a Mickey Rooney jitterbug contest.

Fishmans Entertained

NEW HAVEN—Mr. and Mrs. Philip Saslau of the Fishman Theatre chain were hosts at a dinner party and screening in honor of Dr. and Mrs. J. B. Fishman on the eve of their departure for the coast. En route the Fishmans will stop at the Grand Canyon and other points of interest. Dr. Fishman is general manager of the Fishman circuit.

Discuss Building Restrictions

NEW HAVEN—Allied Theatre Owners of Connecticut held a luncheon meeting with Dr. J. B. Fishman presiding. Maxwell Alderman, secretary, outlined various building restrictions and ordinances.

'Years' Hub's Leader; 'Ivan' Going Strong

BOSTON—A post-Easter boost in attendance was noticed here but general business was not up to early spring grosses. New product helped in some spots. At the Kenmore, where "Ivan the Terrible" opened to break all opening day records, the first three days continued to hold up and the largest week in the history of the theatre was expected.

At the Esquire "Best Years" was dropping off a little on its matinees, but evenings continued strong. "It Happened in Brooklyn" at Loew's State and Orpheum, and "Pursued" at the Met were the standouts.

(Average is 100)

Boston—**Trail Street** (RKO), plus stage show.....115
Esquire—**The Best Years of Our Lives** (RKO), 16th wk. 140
Majestic——**Lost Honeymoon** (E-L); **It's a Joke, Son** (E-L), 2nd wk.....110
Memorial—**Song of Scheherazade** (U-I); **Jewels of Brandenburg** (U-I).....120
Metropolitan—**Pursued** (WB); **Winter Wonderland** (Rep).....130
Old South—**Children of Paradise** (Tricolor Films)....120
Paramount and Fenway—**Easy Come, Easy Go** (Para); **Shoot to Kill** (SG).....115
State and Orpheum—**It Happened in Brooklyn** (MGM); **Blind Spot** (Col).....130

Good Weather Hurts New Haven; 'Brunette' Dualer Holds Over

NEW HAVEN—The season's first good weather cut into weekend business somewhat. "My Favorite Brunette" and "Michigan Kid" was a holdover dual at the Paramount, while "It Happened in Brooklyn" and "Backlash" moved to the College from Loew's Poli for a second week. Detail for week ended April 16:

Bijou—**Three on a Ticket** (PRC); **The Wicked Lady** (U-I)..... 85
College—**Nocturne** (RKO); **Beat the Band** (RKO), 2nd d. t. wk..... 75
Loew's Poli—**It Happened in Brooklyn** (MGM); **Backlash** (20th-Fox) 130
Paramount—**My Favorite Brunette** (Para); **Michigan Kid** (U-I).....150
Roger Sherman—**Stallion Road** (WB); **The Devil Thumbs a Ride** (RKO).....100

'Johnny O'Clock' Is Biggest Draw In First Week at E. M. Loew's

HARTFORD—There were four downtown holdovers, with Loew's Poli and E. M. Loew's bringing in the only openings of the week. The State had Tommy Tucker on stage for three days. "Johnny O'Clock" was the top draw.

Allyn—**My Favorite Brunette** (Para); **Seven Were Saved** (Para), 2nd wk.....175
E. M. Loew's—**Johnny O'Clock** (Col); **Millie's Daughter** (Col).....200
Loew's Poli—**The Late George Apley** (20th-Fox); **Three on a Ticket** (PRC).....160
Palace—**It Happened in Brooklyn** (MGM); **Yankee Fakir** (Rep), 2nd wk.....125
Regal—**Smash-Up** (U-I), 2nd wk.....150
Strand—**Stallion Road** (WB), 2nd wk.....130

Shrewsbury Airer Opened

SHREWSBURY, MASS.—The Drive-In theatre here has opened for its tenth consecutive season.

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South American—&—White Hull-less, $7.50 per 100. Write for sample.
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Turn to page 50, MT Section, for our national ad

Stage Debut of George M. Cohan Jr. Breaks Venerable Fays Tradition

PROVIDENCE—George M. Cohan jr., making his debut as an entertainer, broke a long standing tradition at Fays Theatre when his vaudeville act was held over for a second week. This was the first time in 31 years that an act was held over more than a week at Fays.

Throughout the first week of his engagement here young Cohan appeared before capacity audiences, and the attendance held up well during the second week. The balance of the second-week bill was new.

Considerable publicity was given Cohan's vaudeville venture. Newspapers carried pictures of him reading a plaque on the house where his illustrious father was born in the Fox Point section of the city, and he was guest of honor at a luncheon given him by the Town Criers of Rhode Island, who elected him honorary chief crier.

Also, the city council adopted a measure changing the name of Fox Point Boulevard to George M. Cohan Boulevard in honor of the senior Cohan.

John Goldsmith Dies

PROVIDENCE—John Goldsmith, 58, for many years stage manager at the Metropolitan Theatre here, died last week after a long illness. He was born in Providence and was a member of the Agents and Managers Ass'n of New York.

New Trade Names Registered

HARTFORD—The following trade names have been registered with the East Hartford town clerk's office: Movie-Aid Driving School, 1010 Main St., filed by Peter Cirkol, 278 Pawtucket Ave., Rumford, R. I.; Arrange a Show Service, 1010 Main St., also filed by Cirkol.

Rule Trucking Companies Must Serve All Accounts

From Central Edition

Indianapolis—The Indiana Public Service commission in a recent ruling announced that franchised film trucking companies are bound to serve anyone within the state who has need of service. The rule applies to new accounts, suspended accounts and accounts whose service has been curtailed.

The new ruling came as a result of complaints filed with the ATO of Indiana that trucking companies have not restored prewar service, curtailed because of gasoline rationing and other restrictions.

Ban on Drive-Ins Urged

From Western Edition

PALO ALTO, CALIF.—The state division of highways has recommended a ban on open air theatres, race tracks and other enterprises involving large assemblages near major highways in Santa Clara county.

Such concentrations of people present an "ever-increasing hazard to the motoring public, particularly during nighttime hours," according to a communication received by the county board from Col. John H. Skaggs, district engineer in the state highway department.

Quigley Visits His Home Town

NEW BRITAIN — Charles Quigley, the actor, was to appear on the Palace stage April 22 in conjunction with the American Cancer drive. Quigley, son of the former mayor, has appeared in numerous films, among them Republic's recent "Affairs of Geraldine."



PULL SURPRISE IN THE HUB—Maurice Wolf's promotion to MGM's home office exhibitor and public relations department under Henderson M. Richey, as well as other changes in the New England area setup, was pulled as a surprise here last week at a Copley-Plaza luncheon for some 60 circuit heads and independent exhibitors given ostensibly to introduce Benn N. Rosenwald, new branch manager; Wolf, co-host with Jack Byrne, eastern division manager, announced his promotion from district managership to the new post. He then introduced Herman Ripps, district manager for Albany, New Haven and Buffalo, who will now include Boston in his territory.

Wolf will maintain headquarters at the Boston exchange, although he will travel the country as an ambassador of goodwill for the company. In the picture, usual order, are Rosenwald, Wolf and Ripps.

Detroit Houses Duel With Italian Films

From Mideast Edition

DETROIT—Activity in the Italian films is flourishing here as never before, with two neighboring houses competing for the business. The Art and the Arcadia, located only a few blocks apart on Gratiot avenue, are both showing Italian-language films. In addition, the Cinema, downtown first run house devoted to art type pictures, recently closed a record-breaking run of "Open City."

SHOW ENGLISH PICTURES ALSO

Both the Art and Arcadia are neighborhood houses, devoted to catering to the people of their own community primarily. They are located roughly near the center of the city's east side Italian section and can draw on "walking trade" as well as those who come from a greater distance.

The Art went into the foreign-language field years ago. Before the war, when it ran German pictures, it was known as the Adlon and the Elite, among other titles. The Italian policy was inaugurated a few months ago by the present owner, Nick Forest, who is showing these films three days a week. English pictures are shown the remaining four.

The Art is being managed for Forest by Richard Schneider, a showman of many years experience. Schneider managed theatres in Stuttgart, Germany, before coming to the U.S. in 1926. He returned to his homeland for a visit in 1939 and was trapped by the war, only returning to this country six months ago. His European background is especially helpful in the operation of this house devoted chiefly to foreign films.

DISH GIVEAWAYS POPULAR

The Arcadia, recently taken over by Larry Bruzzese and Bonaldo L. Bonaldi, is devoted to Italian pictures five days a week, using English-language films on Tuesday and Wednesday only. Typical of the problem which neighborhood theatres in this territory face is the use of dishes as premiums on the two English-language nights. Competition at this point is keen, and special exploitation or showmanship policies are necessary to draw business.

The Arcadia is adopting a policy of playing Italian features on a double bill. It has been found that Italian patrons, accustomed to the universal dual bill at English-language houses, demand it in theatres catering to their mother tongue as well. Result is that the house usually books a new film on the double bills as the outstanding draw, and follows up with a repeat booking of another film.

Popcorn Popped, Sorted, And Packed by Machine

From Mideast Edition

CLEVELAND—Max Shenker, general manager of Berlo Vending Co., claims to have the only equipment in town that pops, sorts and packages popcorn without being touched by human hands.

"We pop and package a ton of corn a day," Shenker states, "and we supply theatres in the entire Cleveland exchange area."

Shenker showed how the corn is popped in huge vats, travels automatically by conveyor to a large overhead tank which again automatically separates the good from the bad and processes the good corn through a channel into 100-pound manila bags, ready for shipment.

Assisting Shenker in his business are his sons Irwin and Al Friedlander, returned from overseas service within the past year.

SHOWFOLK IN LONE STAR STATE GO TO AID OF BLAST VICTIMS

Showboat Manager's Wife, Mrs. Jack Farr, Loses Eye in Blast

TEXAS CITY, TEX.—Half-destroyed Texas City completed the task of burying its dead and searching for additional victims, many of whom remain unidentified. It was estimated about 600 perished and the injured numbered 3,000.

Three theatres of the J. G. Long circuit are dark and no indication was given this week when there will again be motion pictures shown or when the dazed people will want them.

The 1,000-seat Showboat Theatre has bulging walls and was otherwise damaged by the concussion. The Jewel Theatre was first believed by Manager Everett McClain to be intact but soon afterward the roof caved in. This happened about 10:30 a. m., when no one was in the house. McClain and his wife lost their new home, a complete wreck.

It has not yet determined whether the Texas Theatre had been damaged. If it is decided pictures could be shown in this house, this cannot be done until authorities give their consent after determining the condition of the building. The only apparent damage to this building was broken glass in the front.

Theatre folk escaped personal injuries insofar as current reports indicate, with one exception Mrs. Jack Farr, wife of the Showboat manager, lost an eye when struck by flying debris.

Brother Exhibitor's Kind Act Brings Good News to Dollison

SHERMAN, TEX.—Lester Dollison, owner of the State Theatre here, received comforting news from Texas City that his sister living there was safe. This news came through within a few hours after the explosion and in spite of the telephone strike.

Dollison had gone to Dallas to attend the funeral of Fred Larned, branch manager of Paramount there. He remarked to friends how so many untimely things were happening. They agreed, although Dollison was referring to the Larned death and the others to the Texas City disaster. The exhibitor gasped as he heard the later news for the first time and realized his married sister lived in the doomed town.

Communication, of course, was cut off at the time and Dollison really began to worry. He remembered, though, that his friend K. M. McDaniel owns the Lamar Theatre in Lamarque, six miles from Texas City. Dollison sent McDaniel a telegram asking him to find out about his sister and then returned to Sherman to wait for an answer.

McDaniel drove the six miles and was stopped by guards at the approach to Texas City. Only those with urgent business could enter. The telegram in McDaniel's hand served as his passport. Within a short time he received information that Dollison's sister was safe and promptly telegraphed the good news to the anxious Sherman exhibitor.

Dollison spent the next few hours in solid relaxation thankful he was in show business, where such fellow exhibitors as McDaniel were willing to drop their work and do a friendly service in time of need.

"There are more and more indications that show business has a heart," he said.

Variety Club Donating $1,000 to Relief Fund

Dallas—William O'Donnell, chief barker of the Variety Club of Texas, said that organization had voted $1,000 toward relief of Texas City victims. The Times Herald published an editorial on "The Big-Hearted Men and Women of the Theatre." It read in part:

"With the promptness and generosity characteristic of them, the men and women in the entertainment field in Texas are using their facilities and talent to raise money for the victims of the disaster in Texas City.

"The Interstate Theatres, throughout their circuit, are giving a special midnight show this Saturday and the entire box-office receipts will be donated to the relief fund.

"The show people, as they are called, are pooling their resources as they have done on many other occasions when emergency funds have been needed. They never pass up a chance to earn public thanks by their generosity."

Jenkins and Bourgeois Make Religious Film

DALLAS—John Jenkins and O. K. Bourgeois, partners in the Astor exchange here, have completed filming of an all-Negro picture entitled "Brother Martin, Servant of Jesus." It is now being cut and edited and although it will not be released until next fall or during the Christmas season, the exchange will start soon on a program to familiarize the trade with the offering. Actual filming was done here and in other sections of the south where Negro life currently and through the years has been so well dramatized.

The new picture unfolds religious practices of the colored race and is dotted with spirituals and other music of which only that race is capable. Both Jenkins and Bourgeois hold out more than good possibilities for another new idea, an informative subject as well as film entertainment, running 65 minutes.

In another vein Jenkins and Bourgeois are releasing the new Cab Calloway feature, "Hi-De-Ho."

Interstate Circuit Raises Thousands of Dollars Through Benefits

DALLAS—The show business in Texas quickly came to the aid of victims of the Texas City disaster, with thousands of dollars of relief funds put into the hands of the Red Cross or other designated disbursement authorities.

Within 24 hours after statistics of lives and property losses became known, officials of Interstate circuit announced there would be Saturday midnight benefit shows in a dozen or more of its largest theatres in its biggest cities and town. Tickets went on sale at $1 each with total receipts going direct to the stricken city.

A big time show was promptly whipped up for the Majestic Theatre here with film stars who happened to be in the vicinity gladly taking part.

Harold Russell, Academy award winner for his work in "The Best Years of Our Lives," was headliner on the stage. Bonita Granville and Don DeFore of "It Happened on Fifth Avenue" were the other film luminaries. Night club talent filled in with variety numbers and were given credit for rounding out the show. These were Charley Agnew and orchestra, Johnny Faust and Jack Ravel, Jean Carroll, John and Dorris Barrett, Paul Judson, Howard & Wanda Bell and Uncle Willie. These were all from Pappy's Showland. Topping all this was Paramount's new Ladd picture, "Calcutta."

Streetcars and cabs cooperated by operating extra vehicles during early morning hours to take patrons to their homes. So completely did the Majestic fill that the Palace, two blocks down the street, was opened to handle the overflow. The stars and the picture were bicycled into that house for a duplicate performance. Interstate announced that $3,000 was realized from the two shows.

Lee Handley put on a midnight show at the Arcadia with a radio show featuring Hal Horton and his Texas Round-Up, broadcast for half an hour over KRLD. The affair netted several hundred dollars.

The total film industry payroll for 1946 was an estimated $517,854,069, an increase of $68,116,184 over 1945.

Melchior and Other Artists Appear At Houston Theatres in Benefits

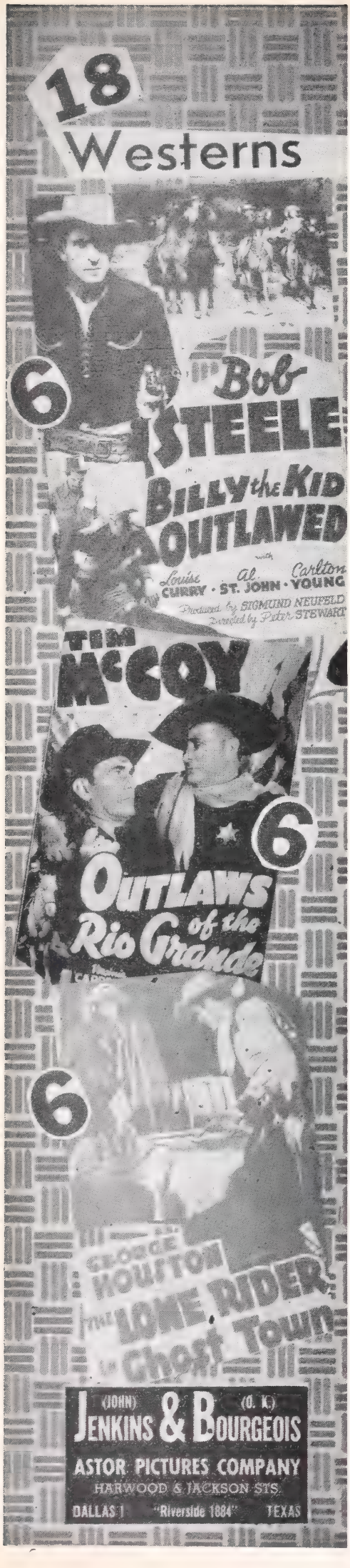
HOUSTON—In traditional fashion one of the finest stage shows ever presented in Houston was staged at Loew's State Theatre and at the Metropolitan, an Interstate first run house, with the entire proceeds going to the Texas City relief fund. The show was staged at midnight (19) with identical programs at both theatres.

Lauritz Melchior, Wagnerian tenor who brought his concert to a conclusion earlier in the evening at Music Hall, was brought to the Metropolitan to give a program of popular classics. This was his second contribution to the Texas City sufferers. Previously he gave the entire proceeds of his Galveston concert to the relief fund.

Gale Storm, Hollywood starlet and former Houston girl, flew home to take part in the program. Her brother, W. W. Cottle, was injured in the Texas City explosion. She made an appeal for funds.

The show ranged from operatic arias by Melchior to tropical songs by Calypso Joe and his dance partner, Coco Te, from the Club New Yorker. Dolly Frye of the Atomic Dinner club and Joe Belle's symphonic accordionists; Rollet and Dorothea, visiting vaudeville artists; Buster Raye of the Southern Dinner club and Red Ford of the Ranch club also appeared.

Serving as masters of ceremony were Bill Johnston, publicity director for Interstate, and Tom Melody of the Texan Theatre.



Star Harold Russell Wins Oklahoma City Acclaim

OKLAHOMA CITY—Harold Russell, the double-amputee who walked away with two Oscars for his acting in "Best Years of Our Lives," wore a broad grin and ten-gallon hat when he boarded a train here Wednesday night (16).

The army veteran was "homefolk" by then, and was given a big sendoff after winning the hearts of all those he met during his two-day goodwill visit here.

The Oscar-winner wore a perpetual grin and fast absorbed an Oklahoma flavor, making him one of the most popular film stars ever to visit this city.

The ten-gallon hat made him look more the part of an Oklahoman. It was presented at a luncheon given in the Biltmore in his honor by C&R Theatres officials. Also presented, "for his protection when he visited Texas," was a large toy revolver and holster. He visited Will Rogers Memorial hospital for veterans and spoke over KTOK in behalf of vocational rehabilitation. Tuesday night Russell and his party were entertained at a Variety club party.

Although "Best Years" opened the same day at the Criterion and Plaza, Russell didn't make an appearance at either theatre. His goodwill visit was strictly in behalf of community drives and for inspirational talks.

At the luncheon were Ralph Williams, RKO manager; Horace Falls, chief barker of the Oklahoma Variety tent; Johnny Jones of the Ritz and Jake theatres, Shawnee; Leo Young, RKO advertising representative here; Jess Bollman, C&R Theatres; Bob Hines, manager of the Criterion; Pat McGee, Denver; Ed Kidwell, general manager of C&R Theatres; Ralph Ayer of the Cooper Foundation, Lincoln, Neb., and Polly Trindle, BOXOFFICE representative.

Beaumont House to Show Features of Years Ago

BEAUMONT, TEX.—Beginning May 4, features which were popular 10 and 15 years ago will be shown at the Lamar Theatre. This "going back into the past" is being sponsored by Zeta Eta chapter of Beta Sigma Phi, education and social sorority, which will donate its share of the funds to a local charity.

The chapter is now selling tickets, with the privilege of one vote for each ticket, the purchaser naming the film he would like to see again. Those receiving the largest number of votes will be shown.

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No. 2—Theatre in Central Texas town of 1,500 population. Major equipment, 345 new cushion seats, also owner's two-story, colonial home, 11 rooms, completely furnished. A good family setup for only $32,500.

No. 3—Money-making theatre, also in Central Texas town of near 2,000 population, large trade area. New equipment, 380 seats. Boxoffice gross over $425 weekly, popcorn sales over $80.00 weekly. For quick deal, will sacrifice for $20,000.

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Texas City Disaster Hurts Dallas Trade

DALLAS—In comparison to previous weeks and months, Dallas first runs went far under par last week. Westerns at the Capitol led with 10 per cent over average business. A major reason may have been the general grief and excitement following the Texas City disaster, with most people glued to their radios as more explosions occurred and death lists mounted.

(Average is 100)

Capitol—**Black Doll** (U-I), reissue; **Wanderers of the West** (Mono), reissue; split with **Rainbow Over the Rockies** (Mono); **The Devil on Wheels** (PRC) 110
Majestic—**The Red House** (UA) 100
Melba—**The Best Years of Our Lives** (RKO), 3rd wk. 100
Palace—**Song of Scheherazade** (U-I) 90
Rialto—**Heldorado** (Rep), split with **Of Mice and Men** (UA); **One Million B. C.** (UA), reissues 95
Telenews—**On Approval** (British) 85
Tower—**Angel and the Badman** (Rep), 2nd d. t. wk. 90

HOUSTON

"The Best Years of Our Lives," Academy award winner, played third week here at the Kirby. Prices are night and Sunday $1.30; children all times 50 cents; matinee all seats 80 cents including tax . . . "Duel in the Sun" will be brought to the Kirby Theatre as a roadshow attraction May 1, Ray Hay, Kirby manager, announced. A group of celebrities including Gregory Peck and Joseph Cotten who have roles in the picture, will be here for the premiere.

Raymond Stricklin, Houston Little Theatre actor, left April 21 for Hollywood to make screen tests for a juvenile role in the forthcoming film on the life of Lord Byron. He is the third Little Theatre player to attract attention of film scouts this season. Stricklin is 18 and has appeared in every Little Theatre production this season.

Oklahoma City Man Wins Book Promotion Contest

OKLAHOMA CITY—Robert Hynes, manager of the Criterion Theatre, recently received a check for first prize in the national MGM book promotion contest held in conjunction with exploitation of "The Postman Always Rings Twice."

Van Heflin, MGM star who spent the week in Oklahoma and was honored with a round of affairs, presented the prize award to Hynes at a Variety Club party April 21.

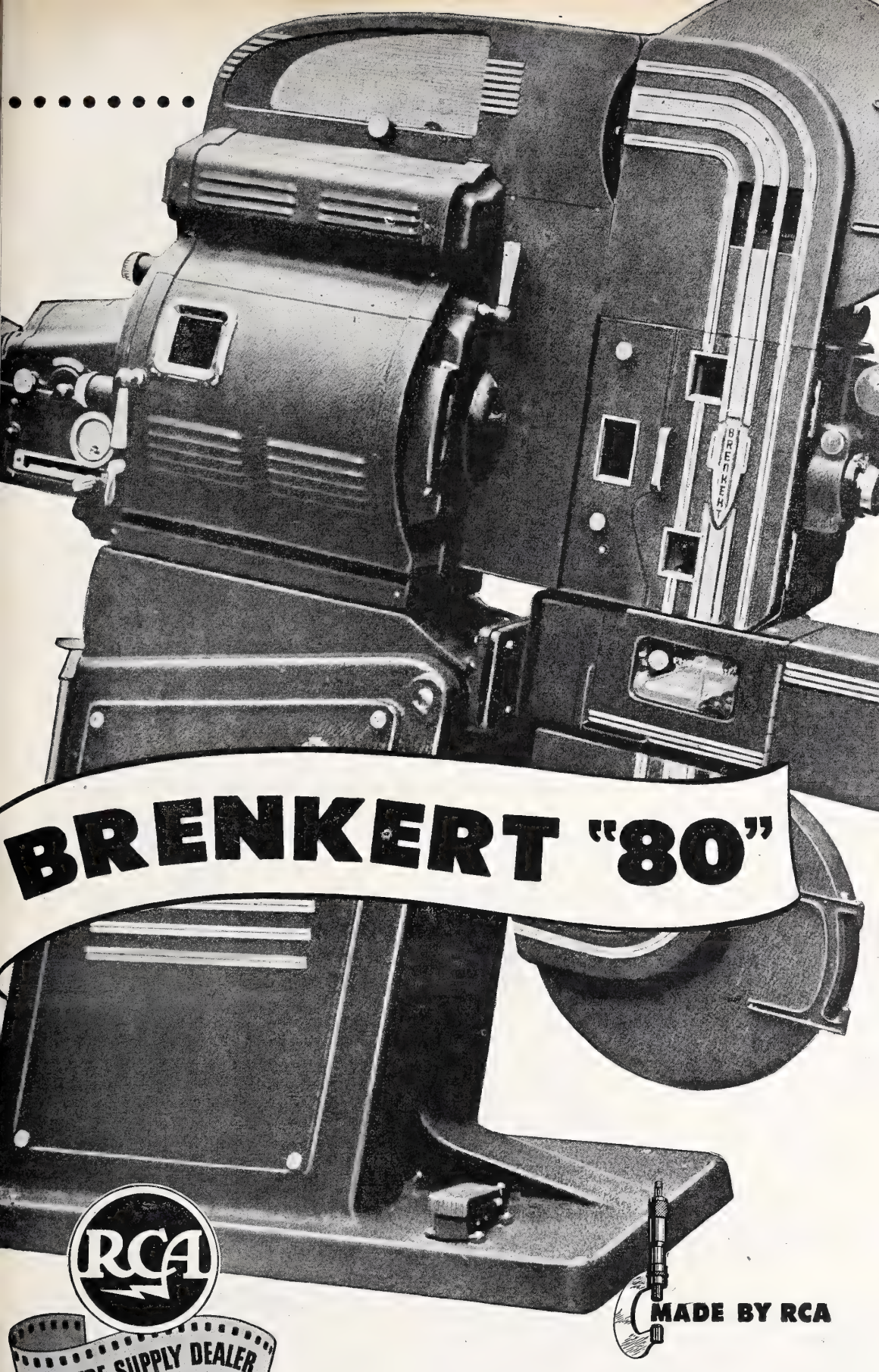
The winners in the contest, five in all, were selected from scores of entries from all parts of the nation, according to Ed Gardiner, local MGM exploiteer. This monetary award, Gardiner explained, was contributed by MGM and the World Publishing Co. The Oklahoma Citian's exploitation in this picture was the best in the nation and won him the top prize.

Radio to Contest Winner

OKLAHOMA CITY—A three-column picture in the Advertiser, weekly city paper, showed Jimmy Barnes, Warner manager, presenting a radio to C. S. McCaslin who won the Warner Theatre's "Win a Gal" contest. Also in the photo was Mrs. McCaslin. Passes were given as prizes. Eleven persons, including some women, won tickets in the contest.

In 'The Silver River'

Tom D'Andrea has been set for a role in "The Silver River" by Warners.



First Choice Here!

BRENKERT "80"

Plenty of smart exhibitors in this area are upping their receipts and drawing holdout crowds . . . by showing the clearest, brightest, steadiest pictures their audiences have ever seen.

Their Brenkert "80" Projectors, with the sensational Brenkert High Intensity Lamps, are making terrific headway with the public *and the box office.*

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DELTA THEATRE SUPPLY
214 S. Liberty St., New Orleans 13, La.

NEW ORLEANS

Here with his wife on a brief vacation, film star Don DeFore found spring in New Orleans very exhilarating. "Everything smells so good," Don said. In his latest picture Don plays the role of an ex-GI who is evicted from his home. Ironically, Don and his wife are suffering the same fate in real life. This time, Don explained, they have to be out by June 5. The DeFores flew in from Texas where Don appeared in two benefit shows in Dallas for the relief of the Texas City disaster victims.

A Universal-International crew arrived here to seek locations in the state for the filming of scenes for Walter Wanger's production of James Street's "Tap Roots," a novel based on the war between the states. The Hollywood group, which registered at the Roosevelt, included Aaron Rosenberg, unit manager and assistant director; Alexander Golitzen, production designer, and Jack Lawton, location manager. They will seek picturesque swamp locations to be used as settings for battle shots. They went to Baton Rouge first to look at the plantation mansions in that area.

RKO has completed construction of a new vault adjoining the RKO location on Cleveland avenue . . . A. G. Smith of New York, representative of National Theatre Supply, was here for several days recently conferring with local Manager Tom Neely . . . W. Jolet of Weeks, La., was on the Row for several days.

Transway has purchased property previously occupied by OK Storage Co. and will move into the new quarters about May 15. The new location, 100x300 feet, is at Palmyra and Genois streets. Transway is retaining one building as a substation on Cleveland avenue.

Jeff Davis, local manager of United Artists, after spending three weeks in Atlanta pinch-hitting as branch manager, became ill on his return here and has been laid up several days.

Roy Fricken, manager of the poster department for Exhibitors Poster Service, left Sunday for Los Angeles with a team of five from the Midcity bowling center to enter the national ABC tournament there . . . Milton Guidry's new first run house in Lafayette has been named the Mona . . . New theatres have been built at Livingston and Leonville, La.

The new Bruce Theatre at Rayne was given a gala opening April 16. Many film folk from the New Orleans Row attended.

The newest local theatre is the Arrow, which opened last week in Jefferson parish. Located near enough to bid for city patronage, the house seats 800, and has inaugurated a first run policy. The MGM picture, "My Brother Talks to Horses," was the opening attraction. As usual, all the first nighters and film supply men were on hand . . . The next big event, scheduled for early May, is McElroy's modernistic theatre, the Broadmore, located in the suburbs of Shreveport . . . Other theatres slated for early summer openings are those in Raymond, Florence, Brasfield, and Clinton, Miss.

"Henry V" opened Sunday night to capacity crowds at the Lakeview Theatre for a two-week engagement. Prices at the twice daily shows are $1.20 to $2.45. Judging from the critics' opinion of the picture, which was very high, New Orleans needs a theatre which gives nothing but performances of this type—novelties and foreign-made pictures.

Joseph Alex soon will start construction of a modern theatre for colored in the suburbs of Baton Rouge . . . Forest Bundy, of Barataria, La., will build a theatre there soon.

The work of the New Orleans Better Films chapter at Kingsley House was praised by Emeric Kurtagh, president, who spoke at a meeting in the St. Charles hotel. The Better Films chapter not only promotes an interest in better pictures, but teaches children to make better selections themselves, he said. "Children are not bad, but often frustrated and unhappy. It is through making them happy and teaching them to express themselves that we develop good citizens," Kurtagh said. Mrs. Norman E. Kerth, chairman of the Children's Theatre, pointed out that a girls auxiliary to the Boys Movie club at Kingsley House, is being organized.

Gene Youngblood, formerly a minstrel man of New Orleans whose son Jessie is now assistant manager of the new Joy Theatre on Canal street, died last week.

"Popcorn Becoming Important Cash Crop on Plains"

Headline in the
Sunday, March 23, 1947
Plainview Herald

BECOMING conscious of the economic importance of the popcorn grown on the South Plains of Texas to its circulation area, The Plainview Herald recites some of its exclusive features:

Weevil infestation on the Plains is unknown.

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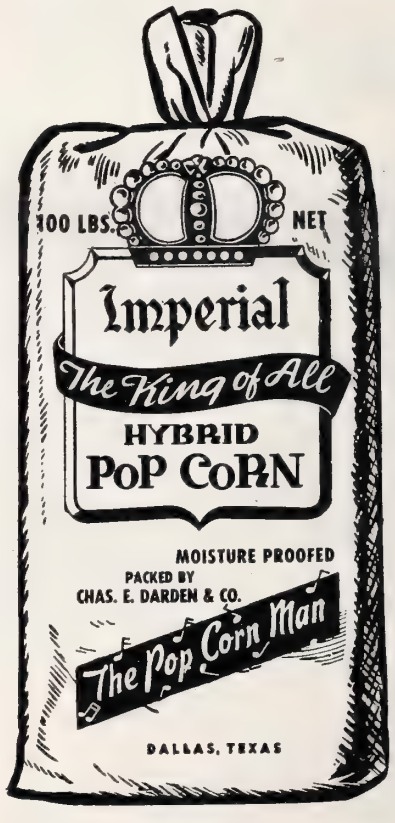
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OKLAHOMA CITY

The Victoria Theatre, a C&R house which recently went first run, is doing well with its new policy. "The Overlanders" an Australian production, is next there . . . George Henger, Paramount exploiteer and publicist, Dallas, is in Oklahoma City in connection with "Suddenly It's Spring" and "Blaze of Noon."

H. H. Martin, manager for U-I, has a new secretary, Mrs. Thelma Moley. Mrs. Moley was once connected with Monogram here . . . The Ralph Warners have returned from a trip to Tulsa . . . C. H. "Buck" Weaver, Paramount branch head, is back on the job after a three-week siege of flu . . . Tom McKean, Paramount salesman, also has been on the sick list. He spent about a week at home.



BUCK WEAVER

Virby Conley, Perryton, Tex., and Richard Fryer, manager of the Allred Theatre in Pryor, visited the Row April 22 . . . Ed Green of Favorite Films, Dallas, was a Row visitor April 21 . . . Mrs. Rea Mossholder is a new stenographer in the Screen Guild Productions branch here . . . The Terry and Woodward theatres in Woodward, owned by Ben and Vance Terry, and the Lariat, owned by Dan Peery, reopened for business about ten days after the tornado struck and almost leveled Woodward. The Woodward house is running matinees to keep the children entertained while they are out of school. School won't begin again in Woodward until fall.

A new home for the PRC and Eagle-Lion branch office is going up fast in the 700 block on West Grand. The one-story brick building is expected to be completed by July 1.

Charlie Lyne, new MGM manager here, was to leave April 26 accompanied by Jim Peacock, head booker, for a meeting in New York. Lyne, who replaced Jack ReVille as head of the local MGM exchange, came from the Dallas office where he was a member of the sales force. ReVille was transferred to Charlotte as manager after about four years here. Lyne's daughter, a civil service employe in Germany, called him from Berlin to congratulate him on his promotion. Lyne plans to move his wife here from Dallas as soon as living quarters can be found.

Ward Royalty, MGM office manager, is recovering rapidly from his recent heart attack. He visits the office a few hours each day now, supervising operations. However, Miss Emma Joy Brantley is still acting office manager . . . C. B. "Brownie" Akers, Griffith executive, left April 22 for Borger, Tex. . . . Pat McGee of Denver left Oklahoma City April 18 after spending a few days here with the C&R gang.

The cover girl for the April 19 issue of This Week in Oklahoma City, a pocket size publication, was Midwest's Helen Walther, a pretty blue-eyed blond. This Week listed her hobbies as horseback riding, embroidery work and tennis. She's also a basketball fan. This Week's cover girl is sponsored by the Rainbow, the city's fanciest dining and dancing spot, and is carried weekly on the back cover of the two-month-old publication. As cover girl, Helen received a free evening at the Rainbow. Incidentally, she had a birthday April 20.

Ed Lurie of Allied Artists exploitation department was here several days in connection with "It Happened on Fifth Avenue," which opens April 30 at the Midwest. He left for New York . . . M. D. Brazee, Warner Bros. Theatres official here, left April 21 for Chicago . . . Mrs. Dorris Van Buskirk, secretary to Brazee, has been ill several weeks. She is improving steadily and is expected to return to work about May 1.

Carle Pierce, Warner Theatre treasurer, has resigned. No successor has been named . . . New RCA sound and projection equipment has arrived for installation in the Midwest Theatre . . . Ralph Ober, Universal-International publicist from Dallas, spent a day here recently in connection with the picture "Stairway to Heaven."

C. F. Motley, operations director for Griffith Theatres, has received a request for the Griffith house organ from England. W. J. Rayner of Rayner Cinemas wrote: "I would be honored if you would send me your house organ, Contact. I am very interested in American showmanship." The company official said: "Although Contact is restricted, exceptions were made in this case and several representative issues are on their way to Mr. Rayner."

The first 12 days of "Egg and I" at the Home recorded 42,000 patrons, according to Gene Hudgens, manager. This picture, packing them in at the new Home, was held a third week . . . Lewis Redwine, chief projectionist in the Griffith Kermit Theatre, wedded Marie Odom, formerly of Hattiesburg, Miss. . . . A report in the Wellington, Tex., newspaper said the Griffith Ritz and Texan houses were inspected by representatives of the fire insurance company and were found safe for patrons. Bill Hurd is manager.

Mrs. Izah Adams of Sulphur visited the Row Tuesday . . . Bob Warner of Manley Popcorn, Dallas, was a recent visitor here . . . Claude York, PRC and Eagle-Lion manager, left Tuesday for Dallas . . . Norman Ayers of New York, southern division manager for Warners, will arrive here April 28 for a visit . . . Paula Townsend, small daughter of the Paul Townsends, is up and around again after undergoing a tonsillectomy. Townsend is manager of the Midwest.



NORMAN AYERS

In Tulsa recently to catch the hit musical, "Oklahoma!" were W. J. Moore and wife and Jean Noble, Tall Chief door girl, all of Fairfax. Moore is a Griffith partner in Fairfax . . . Hollis Herod, Griffith manager for the Erie in Hugo, flew into the tornado-struck Woodward area to learn first hand about his brother, Galen, and the lat-

(Continued on next page)

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OKLAHOMA CITY

(Continued from preceding page)

ter's family. His relatives escaped the disaster uninjured . . . A newspaper article in the Midland, Tex., paper featured Ima Jean Smith, cashier at Griffith's Rex Theatre, and said: "Miss Smith is learning to become an efficient cashier. A smile pays off in most businesses and is a must for cashiers. Aside from the business angles, another duty is that of giving information to patrons in a courteous, kind and tactful way.

In connection with the Okmulgee cleanup drive a poster contest was conducted in the public schools. The six winning posters, two each week, are being enlarged by the Knapp Advertising Co., and displayed on the Orpheum, Yale and Inca theatre poster boards . . . John Monroe, manager of the Rialto at Cuero, is treasurer for the Cuero Youth Recreation council fund campaign. Shelly G. Tarkington jr., postmaster, was first under the wire with his youth program contribution, according to Monroe . . . Idonna Groom, Rivoli relief cashier at Blackwell, won fifth in the contests of the state public speaking league held in Stillwater, Manager Gus Hoenscheidt proudly reports.

Frank Love jr., Griffith's Tall Chief manager in Fairfax, gave a pass to each junior high school and grade school class member making the best showing in contributions to the cancer fund drive. Love is chairman of the Fairfax cancer fund appeal. The same idea was used in 1946 by Partner W. J. Moore, then local chairman of the drive. School children at that time turned in $78.

Over the Griffith circuit: Wayne Fessenden, Midwest operator, Blackwell, is the new head of the Blackwell Theatre Employes club. Others elected were Donald Parker, Midwest operator, vice-president; Billie Stauffacher, Rivoli relief cashier, secretary, and Claude Jackson, Palace operator, sergeant at arms . . . Max Sweet, Midwest doorman, Blackwell, is a member of the Blackwell high track squad that garnered five points in the Oklahoma A&M college relays . . . On April 30 a special award ceremony for Vinita Girl Scouts and Brownies will be held on the Lyric stage. Abe Rosewall is manager.

The Oklahoma City Parade of Quartets, sponsored by the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America, Inc., marched across the Municipal auditorium stage Saturday night (19) before an audience of more than 5,000. More than 20 states were represented at the songfest. Quartets from Chicago, Grand Rapids, Sheboygan and Kansas City were among those participating . . . The Daily Oklahoman Sunday devoted about half of its film columns to congratulating the C&R Theatres on its new policy at the Victoria and on reviewing the theatre's current attraction.

Jack Killam, formerly a theatre manager in Terre Haute, Ind., has been working day and night with Red Cross on the Woodward tornado disaster, serving as a volunteer. Jack returned here in late 1946 from Terre Haute where he managed the Rialto Theatre . . . Vance Terry of Woodward is causing quite a bit of comment in what is left of his hometown, because he insists on driving his car, which was caved-in by the twister. Terry was slightly injured, but is able to get around and is driving the car which was originally reported completely demolished. Reports are that one whole side is caved in, almost to the other side.

The Uptown Theatre cashier screamed and scared away a bandit who attempted to rob the theatre last Saturday night. Wynema F. Pruner, 20, told police the man approached her cage, pointed his finger and asked for "them bills."



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¾ lb. printed white bags, $1.50 per thousand; Morton's popcorn salt, $1.80 per case. Let us quote on all your needs.

Write for complete list of poppers' supplies.

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Sooner Amusement Tax Shows February Slump

OKLAHOMA CITY — A 2.54 per cent increase in sales tax by theatres and tent shows was shown for February, according to the state tax commission. This increase was in comparison to the same month last year. A total of 353 returns for $27,498.92 was made this year during February, while a total of 301 returns for $26,818.11 was made in February 1946.

The same tax report released by the commission's statistical department also showed 617 returns for $14,716.32 for other amusements, athletic events, an increase of 1.80 per cent over February 1946.

For use tax, theatres and tent shows recorded four returns for $145.89, a 68.56 per cent increase over February 1946.

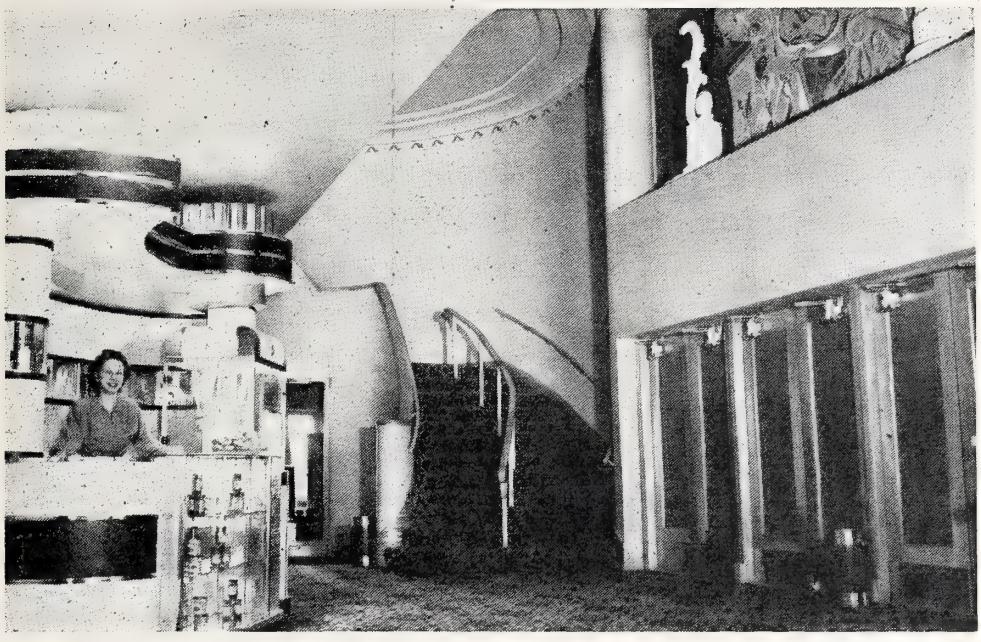
H. N. Adams Sells the Avon In Wortham to Y Instructor

WORTHAM, TEX.—N. H. Adams has sold the Avon Theatre here to Truett Fulcher, athletic instructor for the YMCA in Houston. Adams purchased the house last November from Mr. Shillings and now is going into the construction business. The sale was handled by Jose Joseph, Dallas theatre broker.

Don Ameche in Topline

United Artists has set Don Ameche to topline with Robert Cummings in "Sleep, My Love."

New Orleans Greets the Joy



Claire Hilgers, Joy Houck and associates are owners of the Crescent city's new Joy Theatre, latest addition to famous Canal street's palaces of the cinema. The picture above is a snap of the foyer, with steps leading to an upper entrance, with the downstairs entrance at the right. An attractive confection stand is depicted at the left.

At right, an outside view of the new theatre. Motion picture stars in person, as well as film executives, in addition to throngs of the public at large, crowded the theatre at its recent gala opening.



Oklahoma City Facing Municipal Sales Tax

OKLAHOMA CITY—Oklahoma City is making a bid for additional revenues with a proposed sales tax.

William Gill jr., city manager, asserts that the city faces the prospect of raising garbage and water rates and a general boost in licenses fees if the sales tax bill is not enacted.

Business leaders are endorsing the city's campaign to get the legislature to act quickly on a bill authorizing the people to vote on whether they will enact a sales tax here.

"We advance the idea of a sales tax as a means to raise the needed money quickly, and spread the burden out over a territory wide enough to catch a lot of people who live outside the city, but who derive all their income from jobs in the city, and add to the burdens on city facilities and congestion," said Gill, and added:

"All we're asking the legislature to do is to give our citizens in Oklahoma City a chance to vote on whether they will adopt a sales tax to solve the city's fund problems.

"As the law now stands, we do not have the right even to decide whether we want a sales tax, but are faced with the only alternative of letting our departments and facilities decay, or resorting to our legal remedy of increasing the service charges and rates of services which already are financing the bulk of the city's operations."

The ordinary sources of revenue cannot be raised sufficiently to meet pressing local needs even if present receipts were doubled, according to Gill. He said: "The city sales tax is the logical answer. Under the proposed bill the tax would be enacted for only three years to allow the new constitutional convention the chance to adjust city revenue provisions."

Shreve Theatre Open

SHREVE, OHIO—The Shreve Theatre has gone into operation. Construction of the 406-seat house was started a year ago by Harry and Howard Grenert of Killbuck, who sold the project in January to R. D. Ash and Clair Sauer. The theatre is operating with two shows nightly and matinees Saturday and Sunday.

Signs Projectionist Pact

BILOXI, MISS.—Henry Mayer, owner of the Meyer Theatre here and the Star in d'Iberville, has signed a contract with the Biloxi-Gulfport motion picture operators union covering projectionists at his two theatres.

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I AIN'T GONNA OPEN THAT DOOR
I AIN'T GONNA OPEN THAT DOOR

R. M. SAVINI
Presents

I AIN'T GONNA OPEN THAT DOOR
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RICHARD'S ANSWER

I AIN'T GONNA OPEN THAT DOOR
I AIN'T GONNA OPEN THAT DOOR
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I AIN'T GONNA OPEN THAT DOOR
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I AIN'T GONNA OPEN THAT DOOR

HEAR AND SEE RICHARD IN SONG & MUSIC

I AIN'T GONNA OPEN THAT DOOR
I AIN'T GONNA OPEN THAT DOOR
I AIN'T GONNA OPEN THAT DOOR
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I AIN'T GONNA OPEN THAT DOOR

BOOK NOW

I AIN'T GONNA OPEN THAT DOOR
I AIN'T GONNA OPEN THAT DOOR
I AIN'T GONNA OPEN THAT DOOR
I AIN'T GONNA OPEN THAT DOOR
I AIN'T GONNA OPEN THAT DOOR
I AIN'T GONNA OPEN THAT DOOR
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William H. Gueringer Dies in New Orleans

NEW ORLEANS—The funeral of William H. Gueringer, retired theatre executive who died Sunday (20) at his home here were conducted at the House of Bultman Monday.

Gueringer, who was 61, was identified with the motion picture industry here and elsewhere in the south for nearly a quarter of a century before his retirement in 1930. In the early part of his career, he was associated with the Herman Fichtenberg Enterprises, operator of theatres in New Orleans, Vicksburg, Miss., Pensacola, Fla., and Houston, Tex., as general manager.

In 1905 Gueringer and the late Herman Fichtenberg opened the Penny Arcade on Canal street, forerunner of the modern picture theatre. Later, Gueringer was associated with E. V. Richards and the late J. H. Saenger in directing the expansion and building operations of the Saenger circuit throughout the south.

He is survived by his wife and one sister.

Student Makes Complaint On Manners of Patrons

OKLAHOMA CITY—An Oklahoma City university student wrote the forum editor of the Oklahoma City Times: "Isn't there any way to make people be more courteous in theatres? Recently I had the privilege of seeing one of the rare worthwhile pictures, 'Henry V.' Now there are hundreds of movies made for those who know nothing about history, literature or acting and who have had contact with the immortal bard only through Vitamin Flintheart.

"Why do they waste their money going to a Shakespearean production only to complain, boast of their ignorance in loud tones, throw their popcorn down forcibly in disgust and stomp out over the other patrons?

"Perhaps one of the theatres can arrange a free bubble gum and comic book, western and multicartoon program in the evening for those who work on Saturday afternoon and are too old to attend the midnight horror shows."

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Plainview Kiwanis Club Hears Darden Field Man

PLAINVIEW, TEX.—Popcorn was served as a side dish at a noon luncheon of the Kiwanis club here when W. R. Taylor, field supervisor for Charles E. Darden & Co., appeared as the speaker. Commercial production of popcorn on the south plains of Texas was started in 1946, Taylor said. He gave the Kiwanians a resume of the economic value to this area of this development, pointing out that growth of popcorn was begun experimentally four years ago with a crop of 8,000 pounds. The output has been increased considerably to serve the Darden processing plant here.



W. R. TAYLOR

Taylor said that popcorn grown in this area tests 1.25 per cent higher in protein content than that grown in any of the six other producing states; that weevil is unknown in this dry climate; that the growth cures on the stalk, and that the local combination of soil, climate, type of seed and irrigation assures an extensive enlargement of popcorn acreage in this district.

Popcorn has become a factor in internanational trade with Canada and Mexico, he said.

Newspapers here played up Taylor's address, emphasizing the service to the community of the new industry.

Joe Joseph to Build Theatre in Dallas

DALLAS—Plans have been drawn and construction will start at once on a neighborhood theatre near the Cedar Crest Country club, in one of Dallas' fast growing residential areas. The theatre will be built by Joe Joseph, local theatre broker.

Approval for the construction has been given by the CPA, Joseph said. He said the house would seat 650, will have all the latest available equipment, and will be adjoined by a fenced, policed parking area. The location, in the new Cedar Crest business section from which the theatre will take the name Cedar Crest, is at one of the highest spots in Dallas and will make the marquee visible over a great distance, Joseph said.

He plans to operate the theatre personally, and also to maintain his brokerage and equipment business in the theatre building.

In 'The Bishop's Wife'

RKO has handed Elsa Lanchester a featured role in "The Bishop's Wife."

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BOXES—Carnival Size—4x1⅝x5½—1000 to case	6.50M	10%	5.85M
JUMBO BAGS—15" long x 4½x1¾—600 to case	6.75M	10%	6.08M
BAGS—5c Johnny Boy—Red and white stripe (3x1 7/8x7)—10,000 to case	1.82M	10%	1.64M
BAGS—10c Johnny Boy—Red and white stripe (3x2x9)—3,000 to case	2.35M	10%	2.12M
BAGS—Kraft, ½-lb. size (3x1¾x6½)—10,000 per bale	1.40M	10%	1.26M
BAGS—Kraft, ¾-lb. size (3x2x7 3/4)—10,000 per bale	1.50M	10%	1.35M
BAGS—Kraft, 10c size (3¾x2¼x9)—6,000 per bale	1.65M	10%	1.49M
BAGS—Kraft, 10c size—Johnny Boy red stripe—6,000 per bale	2.20M	10%	1.98M
BAGS—5c glassine—12,000 to case (3x1 3/4x6¾)	1.98M	10%	1.79M
BAGS—10c glassine— 8,000 to case, ¾-lb. (3½x1 3/4x7 3/4)	2.88M	10%	2.60M
BAGS— 1 lb. glassine (3½x2¼x7¾)	2.79M	10%	2.52M
BAGS— 2 lb. glassine—6,000 to case	3.31M	10%	2.98M

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DALLAS

Jimmie Hill, partner in Southwestern Theatre Equipment Co., and Mitchell Lewis, operator of several Negro theatres, tied for top honors at last week's Variety Club golf tournament in Houston. Both received gold watches. Play was on the Westwood country club course. A dinner dance concluded the affair. Charles E. Darden planed down to Houston to attend the dinner. He returned by plane with Al Mortensen, chief barker of the Houston tent, both attending the funeral of Fred Larned, who was buried here.

N. Emile Savini, Astor Pictures auditor of New York, has been visiting the local Astor exchange, operated under franchise by John Jenkins and O. K. Bourgeois. His brother Bob is Astor president.

Henry Sorenson, owner of Modern Theatre Equipment Co., was in west Texas, going as far as El Paso and into Mexico, where he has made several equipment installations recently . . . P. Ed Wilson of Enterprise Theatres is driving a new automobile.

Work is going right along on remodeling the Melrose Theatre by Interstate circuit, which will open the house as the new Esquire. The entire inside was torn out and everything in it will be all new. The cream brick front will take on a more modern finish. Opening date may be three or four months off.

J. R. Ramsey, veteran Railway Express driver who has served Filmrow and Texas exhibitors for many years, was awarded a gold embossed merit card by the police department for driving his truck 12 years without a mishap. The presentation was made at a meeting in Hotel Jefferson. Ramsay, driver of a truck that has transported thousands of films, is credited with knowing much about the industry.

Harold Russell, co-star of "The Best Years of Our Lives," here in connection with the showing of that film, and his wife were honor guests at a luncheon in the Adolphus hotel given by RKO for the press and local theatre men. Russell was proud of his new ten-gallon western hat given him at the time. He is on leave from studies at Harvard where he is taking business administration and advertising, and hopes he may again be working for Samuel Goldwyn, in whose latest picture he won two Oscars.

Lloyd Pullen, manager of six theatres in the Oak Cliff section for the Robb & Rowley circuit, long had a close tieup with the Kiwanis club, which has been giving benefit shows in the Texas Theatre. The club just announced net profits of nearly $5,000 from recent shows in the theatre. Besides a film program there are vaudeville and musical acts, all by Kiwanians or by students or other citizens. The funds are used by the club to maintain its Youth center and for other general expenses.

V. E. Hamm came down from Frederick, Okla., where he owns and operates the Okla. Hamm is also in Corsicana, with the Texas Theatre, where he renewed an affiliation of former years with Homer Gimlin, who is managing that house. Hamm was attending to his film and booking chores but put in a lot of his time on popcorn. He goes in for the concessions angle in his theatres in a big way.

P. K. Johnston, Interstate's booking department head, decided to go east for a three-week rest, foregoing the lures of fishing rodeos at Possum Kingdom and Texoma lakes nearer home. He headed straight for Marblehead, Mass., where national boat races are in progress. Next stop will be in New

Haven to see his granddaughter and his son, attending Yale university, and his son's wife. "P.K." likes to tell oldtime jokes of the show business, this trip reminding him of one. Said the straight man: "You know, there's a town in Massachusetts that reminds me of you." "Zat so?" answered the stooge. "What's the name of the honor city?" "It's Marblehead," came the dry answer as both ducked offstage.

M. R. "Duke" Clark, Paramount's southwestern district manager, left here Tuesday night, having been called to New York by top executives for conferences. Before leaving he had made no intimation as to who might be Fred Larned's successor as manager of the local branch, but this appointment is expected soon after his return. Larned was killed in an automobile accident near Carmel, Calif., two weeks ago.



"DUKE" CLARK

Don C. Douglas, public relations head for Robb & Rowley, is back in harness after three weeks in the hospital and at home following a recent illness. He is looking well but will soft pedal activities for awhile. He attended the meeting here Tuesday of the Motion Picture Foundation, of which he is a committee chairman.

C. H. Jones of the Plaza Theatre, Weatherford; H. S. Usry and L. R. Kincaid of the Majestic and Ritz, Decatur, and J. W. Curley and son Steve of the new Arcadia Theatre in Bridgeport were busy about Filmrow . . . In another exchange were seen H. A. Daniels of the new Palace at Seguin, J. C. Chatmas of the Palace at Marlin and Audrey Cox of the Palace at Lamesa, the latter working feverishly to get in all bookings in order before taking off for the Kentucky derby at Louisville.

Filmrow and all who walk those paths, including visiting exhibitors, will soon be looking at an architectural and religious gem now under construction just across the street from Herber Bros. and the Paramount exchange. Millionaire R. B. George is building a little shrine right next to the First Presbyterian church in memory of his mother. He said anyone who wants a few minutes with God might enter this little chapel for prayer and meditation.

He's Chief Eagle Beak, This Bob Hope Person

Anadarko, Okla.—Bob Hope and his radio sponsor, Charles Luckman, president of Lever Bros., will attend the Indian exposition here in August. Both Lever and Hope are members of the Kiowa tribe. Luckman was inducted into the tribe at Tulsa under the name of Chief Great Heart. Hope is Chief Eagle Beak.

Don DeFore, film comedian, is another new inductee into the Kiowa tribe. He was made a chief in special rites at the Midwest Theatre Saturday (19).

DeFore, who is in the cast of "It Happened on Fifth Avenue," spent the day here, doing radio shows and making personal appearances. His latest picture was being premiered in Texas, so his presence in this part of the country was due to that. He and other Hollywood celebrities in Dallas for the event put on a benefit for Texas City blast victims.

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Heflin Visits Native Oklahoma

OKLAHOMA CITY—Van Heflin, the MGM star who was born in Walters, Okla., and lived here during most of his childhood, came back this week for a five-day visit, his first in his native state since 1940. His father, Dr. Emmett Heflin, a dentist, practiced here 35 years.

A full schedule of parties and appearances, first of which was a reception at the Variety Club Monday night, kept him busy until he departed by plane Friday night for Hollywood. His activities included visits to the governor and mayor, at Will Rogers Memorial hospital, several speeches, a trip to the University of Oklahoma at Norman where he was graduated in 1931, and a visit at Ardmore with his 95-year-old grandmother, Mrs. Alexander Heflin.

"It's an odd thing about being reared in a place like Oklahoma," he remarked here, "You never get over it. Oklahoma is still home. And there is still a special feeling for and among people from Oklahoma. I think really that down-to-earthness of Oklahomans has helped me in my acting. You know, most audiences resent anyone who puts on airs. And if I remember to act like an Oklahoman I get along fine."

Heflin will occupy the Bob Hope spot durthe summer months doing a radio presentation of the Philip Marlowe stories, he said here.



Having some fun at the Variety Club party for Van Heflin were (left to right): Horace R. Falls, chief barker; Mrs. Morris Loewenstein, wife of the TOO president, and the MGM star.

Texlite Will Construct Million Dollar Factory

DALLAS—Texlite, Inc., makers of porcelain enamel theatre fronts and signs, will begin construction May 15 of a $1,000,000 factory building in the Love field industrial area, not far from the plant it has occupied for 25 years.

The company started in 1879 as the Borich Sign Co. and occupied a small building on the site of the Adolphus hotel. Harold H. Wineburgh is owner and president of the company which does business well over the U.S., in Latin America and other foreign overseas. The company had been doing an extensive theatre sign business for years, but in 1930 entered the porcelain enamel field, in which process they began making theatre fronts as well as signs and other forms of illumination.

Hensons Will Start Soon On Project in Oakdale

SAN FRANCISCO—Work will be started soon on the new theatre to be constructed in Oakdale by Bert Henson Enterprises. The $100,000 house will seat 660 and serve the Modesto-Oakdale area.

Until recently Henson was associated with Redwood Theatres of San Francisco. The Hensons plan to buy a home in Oakdale and make that spot headquarters of their new theatre circuit. Henson has taken a lease on the Couchman community hall for a term of years and work will start within a few days to remodel and equip it. Total expenditure will exceed $15,000.

Don Tigny Sells Don In East Helena, Mont.

EAST HELENA, MONT.—The Don Theatre in East Helena has been sold to Don Leibrand and Tom Conboy of Scobey by Don Tigny.

Leibrand has been a theatre projectionist and manager in Scobey for 17 years. Conboy has been a rancher and business man in Scobey for many years.

Tigny reopened the house about a year ago, naming it the Don. The building was completely remodeled and new equipment installed. Tigny has no definite plans for the future but may open a new theatre in another part of the state.

Weiss and Son Purchase Mission in Las Cruces

LAS CRUCES, N. M.—The Mission Theatre at Mesilla Park has been taken over from J. B. McMahon by J. A. Weiss and his son J. A. Weiss jr. Both are veterans in show business, having operated theatres in the Los Angeles area and in Oklahoma City.

Detroit May Put Curb On Signs, Marquees

From Mideast Edition

DETROIT—Opposition to large theatre signs, both marquee and stickout types, on principal streets in all parts of the city was voiced in the common council recently by Councilman Eugene Van Antwerp.

He made known his stand in connection with a proposed amendment to existing ordinances affecting Woodward avenue signs. The amendment, offered by Raymond J. Meurer, would allow a marquee to be erected within the isosceles triangle extending from three feet beyond the front of a theatre to a maximum projection of 10½ feet, provided it did not come closer to the curb line than three feet. This would favor V-type marquees but also would allow smaller rectangular ones. The amendment would permit changeable marquee signs, but not stickout signs. The change has been approved by the city fire and building departments.

Van Antwerp indicated he would favor elimination of large theatre signs and marquees virtually everywhere in the city.

At least two instances have occurred recently in which permits for signs and marquees requiring special approval by the council have been held up. Neither was near Woodward avenue. Usually the council approves such signs if they have been okayed by the proper city departments. One of the two applications held up by the council was voluntarily withdrawn the other day when it was found that opposition existed in the council.

The Meurer amendment affecting Woodward avenue signs and marquees would not affect marquees not used for advertising purposes, such as those erected on department stores. A subcommittee of the council reported favorably upon it.

Directly affected would be some of the city's key theatres, among them the Avenue, Empress, Palms-State, Fox, Stone, Colonial, Fine Arts, Paradise, Garden, Majestic, Forest, Norwood-Telenews, Center, Regent, Alhambra and Rosedale.

Coaxial Cable This Year To Link Chicago, Gotham

From Central Edition

CHICAGO—In the picture for Chicago today is television all the way from New York. This was seen in the announcement of the Illinois Bell Telephone Co. that coaxial cables will be laid this year to connect Chicago with the east coast on a television circuit. New York, Philadelphia and New York, already linked, will be hooked up in a network with Chicago, via Cleveland, Toledo and South Bend. By the year's end, five Chicago interests are expected to be in the television field.

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Miami Bows in Carnival Setting

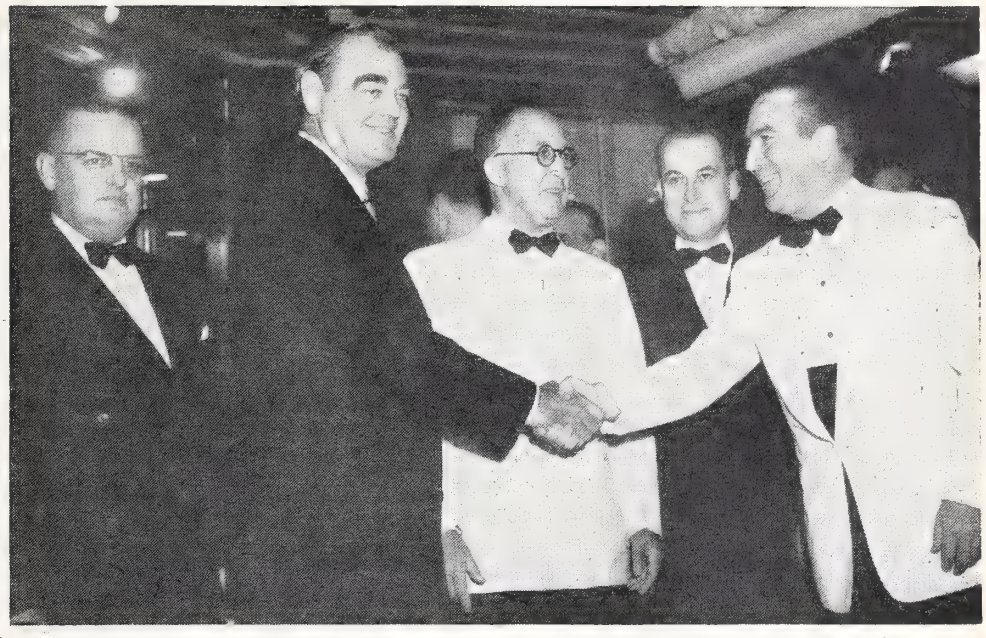
Opening of Pride of Wometco Carries Out Showplace of Americas Theme

MIAMI—When this city's first postwar theatre, the Miami, was formally opened last Friday (18), a dream the owners, Mitchell Wolfson and Sidney Meyers, have had ever since their partnership began in 1924, was realized.

Their ambition has been to construct the most comfortably appointed and modern amusement house in greater Miami, and on Miami's principal thoroughfare, Flagler street.

The new Miami brilliantly fulfills that ambition. Proclaimed as "the showplace of the Americas," the Miami opened in a setting of Latin American carnival and with prominent figures of the entertainment world in attendance.

Under construction more than a year, the theatre is the 20th in the Wolfson-Meyers Wometco chain, and the 25th in Miami.



Tom Connors, vice-president in charge of distribution for 20th-Fox, congratulates Sonny Shepherd, manager of Wometco's new Miami Theatre, at the formal opening of the theatre and of "Carnival in Costa Rica." Back, l. to r.: Paul Wilson, 20th-Fox district manager; Harry G. Ballance, southern division sales manager, and Fred Dodson, manager in Atlanta.

CELESTE HOLM SINGS

Celeste Holm, one of the stars of 20th-Fox's "Carnival in Costa Rica," made a personal appearance and sang some of the numbers which have carried her to film stardom. The Miami's first presentation was selected particularly to heighten the Latin American atmosphere of the city's Fiesta de las Americas. The opening was planned to be a part of the fiesta program.

Miamians turned out by the thousands, taxing police efforts to keep traffic moving along Flagler street. Mayor Perrine Palmer jr. cut a ribbon to officially open the theatre, while newsreel cameramen, photographers and broadcasters made a record of the event.

James Donn, president of Gulfstream racetrack, dedicated the theatre. It was Donn who dedicated Wometco's first theatre, the Capitol, 22 years ago.

FILM NOTABLES ON HAND

Wolfson and Meyer told of the organization's pride at being able to contribute the new theatre to Miami's growing list of achievements. Sharing the job as master of ceremonies were Joey Adams and Don Lanning.

Film notables on hand included Joe Schenck, studio executive; Tom Connors, vice-president in charge of distribution, and Harry Ballance, southern division sales manager, all of 20th-Fox, and Charles Moskowitz, vice-president of MGM. Star Una Merkel congratulated Wometco on its new theatre.

Beauties from Latin America made appearances. Esther Fernandez y de Armas, the fiesta's queen, and her court of honor from Cuba, were introduced. Three senoritas from Costa Rica—Lydia Soto-Harrison, Olga Gutierrez Pacheco and Sonia Lizano—appeared in native costume. They have been on a tour of the U.S. as guests of 20th-Fox in connection with the showing of "Carnival in Costa Rica," much of which was filmed in their country.

SEATS 1,860 PERSONS

Others introduced included J. M. "Sonny" Shepherd, managing director of the new theatre; J. Y. Gooch, the contractor, and Robert E. Collins, Miami architect who was associated with S. Charles Lee of Hollywood in designing the new Miami.

The Miami, seating 1,860, embodies many new features available only since the end of the war. Planned for more than five years it was built despite recurrent threats of material shortages.

To obtain equipment, and indeed nearly all construction materials, Wolfson found it necessary to make personal visits to factories all over the eastern half of the nation. The builder's original chart gave December 1946 as the opening date, but until February of this year no one would hazard a guess closer than "some time in the spring."

The Miami is unique in design from its subterranean tunnel to the huge ceramic decoration on its facade. Such architectural quirks as these necessitated extra trips from Hollywood by Lee, the architect.

The tunnel under the building comes under the heading of civic improvement. Most merchants are obliged to put their trash and garbage in containers along Flagler street's sidewalks. Trash and garbage from the theatre, however, will be kept in refrigerated vaults until collection time. Trash containers will then move through the tunnel under the auditorium, and a sidewalk elevator on a side street will lift it up for collection.



One of the largest pieces of ceramic decorations made in recent years adorns the front of the new Miami Theatre.

The air conditioning system, in addition to the usual filtering process which removes dust and pollen, does two other things. One, an electronics process, removes smoke from the "used" air before recirculating it. Another, patterned after the principle of the military gas mask, circulates air through a series of cannisters of activated carbon to remove odors and gases.

Lighting is nearly all neon. Stairways to the mezzanine are illuminated by neon-lighted handrails. In the auditorium bronze figures, depicting the spirit of Miami, are backlighted by colored neon. The foyer has exotic coves containing neon of mixed colors to give soft-lighted reflections.

The specifications for the acoustics, drafted by a recognized authority, were drawn first and the theatre built around the specifications. "We wanted perfection in acoustics if we could get it," said Wolfson. Special materials were imported from Hawaii to treat the walls.

INDUCTION HEARING AIDS

The Miami exemplifies a modern baroque style. The facade is in two-tone terra cotta, the lower floor in granite and marble. The long, narrow auditorium, which is tops in visibility because almost every spectator looks straight toward the screen, is 65 feet wide. The distance from the projection machine to the screen is 199 feet.

All seats, except in the smoking loge, are the recently developed pushbacks, making it unnecessary for patrons to rise to let others pass. Deep, upholstered chairs are installed in the loge.

Following the European custom of combining eating facilities with theatres, the Miami was designed to incorporate Huyler's restaurant. Patrons may be served in the theatre lobby and lounge or may enter from the theatre to the restaurant.

"Over my dead body," says Manager Shep-

(Continued on next page)

Project in Chattanooga Has West Coast Motif

CHATTANOOGA—Plans for an ultramodern $500,000 motion picture theatre of a design "entirely new" to the southeast have been announced for downtown Chattanooga by Emmett R. Rogers, city manager of Eastenn Theatres, Inc.

The site, leased on a long-term basis from the Nashville, Chattanooga & St. Louis railroad, fronts 60 feet on Market street between Ninth and Tenth, and extends approximately 200 feet to Broad street. Said Rogers:

ENTIRELY NEW FOR REGION

"This theatre will be of a design that will be entirely new for the southeast region, although motion picture houses somewhat along the same lines have been built on the west coast.

"It will be completely modernistic in design. One of the unusual features will be the front treatment, which will include a glass tower rising above the marque roof and carrying special lighting effects."

Preliminary plans for the theatre are now being prepared by an architectural firm under the direction of the Wilby-Kincey Service Corp. of Atlanta. Rogers added:

TO SEAT 1,200-1,500

"The theatre will have a seating capacity of between 1,200 and 1,500 and will be of the single-floor type which will permit unusual and new treatment in the auditorium design. It will, of course, contain the latest in furnishings and equipment.

"Lighting will be indirect and the building will be fully air conditioned. We expect to start construction when the site is available, plans are completed and approval of the Civilian Production administration is obtained."

The Tivoli, State and Rialto theatres here also are operated by Eastenn, and the firm owns the Tivoli and Bijou theatres. It operated the Bijou here until a fire about two years ago destroyed the building.

COMPANION TO THE TIVOLI

The new house, yet to be named, will be a companion to the Tivoli in that it also will show the best available pictures, Rogers said. It was also pointed out that the new house will not replace any of the company's theatres here.

Lease on the new site is effective Jan. 1, 1948, and runs until Dec. 26, 1969. The railroad is given an option to cancel the lease in event that Eastenn has not prepared plans and is not ready to start construction by Jan. 1, 1949.

Panama Theatre Reopens After Redecoration Job

PANAMA CITY, FLA.—The Panama Theatre, closed for remodeling and redecorating, has reopened. There still remains some work to be done to the exterior of the building.

The lobby floor has been carpeted and the balcony redecorated in an attractive combination of red, blue and green. In the lobby the walls are of pastel shades of blue, with dark blue edging, as are the walls of the auditorium. Lighting fixtures have been replaced. To make room for a new fan room the screen was moved forward. Air vents on either side of the screen have been redesigned and will be hung with red draperies. Shadow boxes beneath the vents will give previews of coming attractions.

Jack Jackson, manager, has been with the Martin-Davis circuit about a year. He was in Montgomery prior to the war.



TO HANDLE 'ROYALTY'—Harvey Smith, publicity director of Georgia Theatre Co. here, has resigned to become special representative and advertising manager for the Duke of Paducah, Inc., the Duke being the top humorist on Grand Ole Opry over the NBC network, who has taken a summer vacation from radio to play theatres in the east. Smith served as director in eight southern states for the hospital motion picture service of the Red Cross during the war. Previous to that, he managed theatres for Wilby-Kincey in the Carolinas. He will continue to reside in Atlanta.

New Miami Makes Debut In Gay Carnival Setting

(Continued from preceding page)

herd, "will popcorn ever get into this theatre."

The new theatre presents the first postwar installation of hearing aids which permits the hard-of-hearing to sit anywhere in the theatre. The system enables the listener to pick up sound by induction. Older types of aids required patrons to sit in certain seats especially wired.

An unusual innovation is the junior drinking fountain for small fry, tailored to size. To emphasize the Florida atmosphere, the architects made provision for a small aquarium on each side of the mezzanine lounge, and in these will swim tropical fish. Spanish-speaking attendants are on duty, and a Pan-American tropical garden is to be planted in the lobby in soil collected from all the American nations. There is a hometown register in the lobby.

Wometco, in styling the Miami "the showplace of the Americas," adopted a permanent policy of making the theatre an attraction to visitors from Latin America.

It was five years ago that Wometco began to cast about for a Flagler street location. The search narrowed down to three sites but the choice fell to the Halcyon Arcade building, demolished for the new structure. An important angle in favor of this site was the adjoining 500-car duPont Building garage.

Waters Co. Purchases Big Business Tract

BIRMINGHAM—Purchase by Waters Theatre Co. "for investment purposes" of a downtown corner business tract is one of the recent major local real estate transactions.

Purchase price of the tract was reported to be more than $300,000 and the transaction also provided for the tradein by Waters of another downtown tract to the sellers of the property.

The site acquired is at Fourth avenue and North 21st street, directly opposite the old courthouse site where the Southern Natural Gas Co. plans to construct a multicolored office building, which also possibly will contain a hotel and a theatre.

The property fronts 200 feet on Fourth avenue and 140 feet on 21st street, housing 14 business establishments.

Operating 17 neighborhood theatres in Birmingham and suburban areas, the Waters company is a partnership composed of N. H. Waters sr., Anna Lois Waters, and two sons, J. R. Waters and N. H. Waters jr.

Waters, a native of Anniston, entered the theatre business in Birmingham in 1932. He said that he had purchased the property as an investment "with the firm belief that Birmingham is headed for a tremendous expansion."

It was announced that Wilmot C. Douglas is architect for the new 1,000-seat theatre which Waters is planning for North 76th street and First avenue in the East Lake district. Plans call for a building with concrete and asphalt floors, of masonry construction, with slab roof deck.

Safecrackers Take $4,449 From Little Rock Theatre

LITTLE ROCK—Police are attempting to solve the robbery of Robb & Rowley's Capitol Theatre where safecrackers escaped with $4,449.45 cash. The robbery took place over the weekend and was discovered by Manager Harold Jones.

Tools for opening the safe were taken from the basement of the theatre where air conditioning men were repairing the cooling system.

Advertising displays in front of the theatre were heralding "It's a Wonderful Life." Apparently the robbers agreed.

Holliday and Anderson Will Open in Pamplico

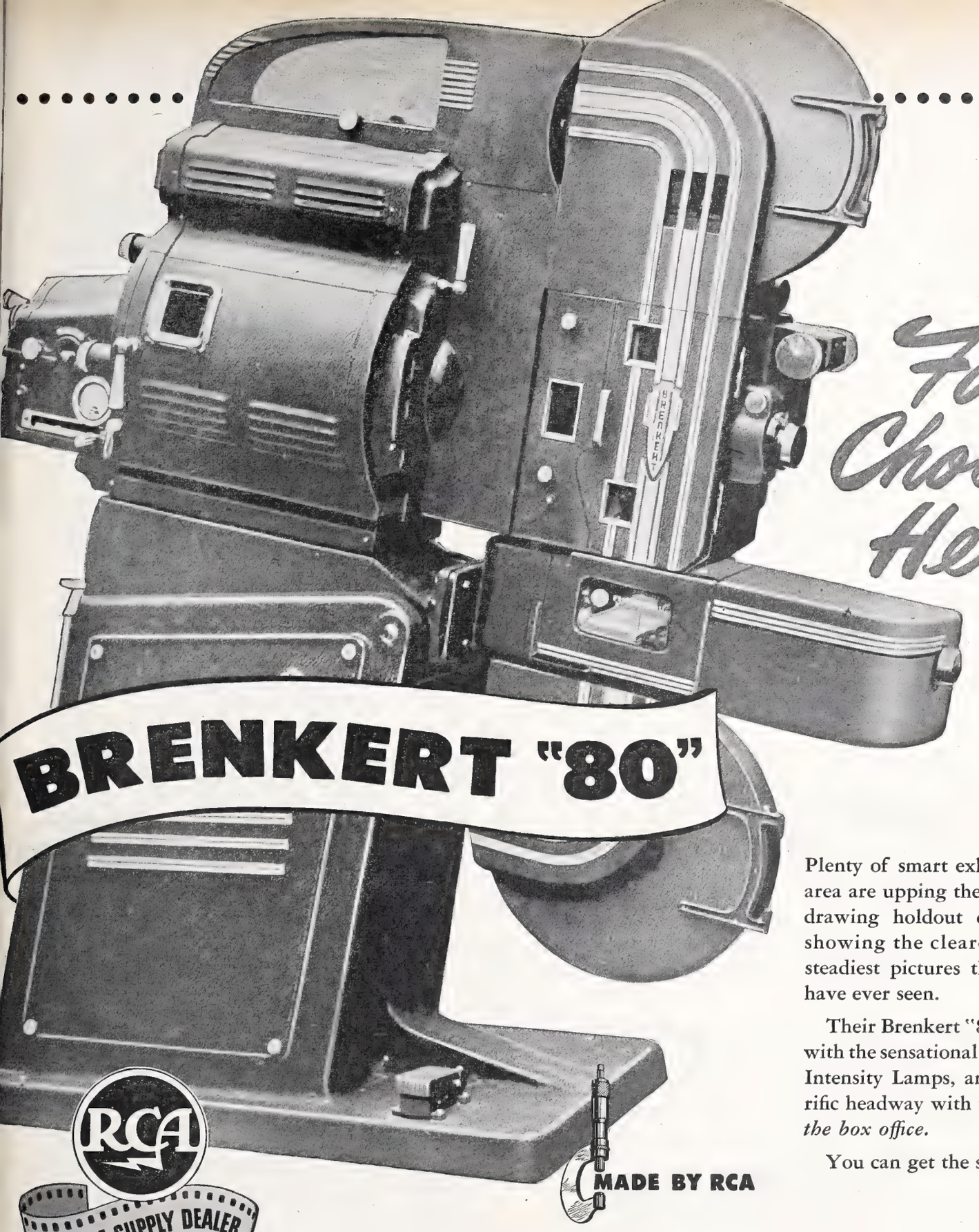
PAMPLICO, S. C.—The CPA has approved plans of John Holliday and Howard Anderson to build a theatre here. It would be the first one in the city. The nearest theatre now is 17 miles away. Holliday and Anderson are former service men.

Sues After a Fall

KNOXVILLE—Charging that she was knocked unconscious by a fill from a backless theatre seat as she attempted to sit down to watch a feature at the Joy Theatre last December 30, Clara Geraldine Britt has filed suit for $5,000 damages against Denton Theatres, Inc. Her husband, Paul Britt, asks $2,000 compensation.

Lawrenceburg Robbery

LAWRENCEBURG, TENN.—The safe of the Princess Theatre here was battered open by burglars and approximately $500 taken. The intruders moved the safe down some steps and an aisle to the stage, where they knocked off the knob. They also entered the theatre ticket booth, but took nothing.



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MEMPHIS

The Imperial Theatre, Whiteville, Tenn., has been sold by Mrs. Justine Griffith to Mr. and Mrs. Carlton Thomas . . . The Pine Bluff arsenal theatre and the marine barracks theatre at Shoemaker, Ark., were closed April 15. The Pine Bluff house was operated by the arsenal and the Shoemaker show by the navy.

A group of Memphis friends have returned from the funeral of Fred Larned, Paramount manager at Dallas. Among them were L. W. McClintock, Memphis manager, and George Gaughan, office manager. Joe Young, Tom Donohue and Bob Gilmore, Paramount salesmen here, also attended. W. C. Kroger, former Paramount salesman, now operator of the Shannon and Maxon theatres in Portageville, Mo., accompanied the Memphians.

Moses Sliman, Lux, Luxora, Ark., has returned from a trip by air to his native land of Syria, and was back on Memphis Filmrow booking. Other exhibitors on the Row included H. A. Cole, Cassiday, Webb, Miss.; F. J. "Sunshine" Daugherty, Palace, West Helena, Ark.; E. J. Pearre, Pearre, Jonestown, Miss.; G. H. Goff, Rustic, Parsons, Tenn.; N. B. Fair, Fair, Somerville, Tenn.

Also L. J. Bennett, YMCA, Bemis, Tenn; Whyte Bedford, Marion, Hamilton, Ala.; W. R. Lee, Gem and New, Heber Springs, Ark.; Orris Collins, Majestic and Capitol, Paragould, Ark.; Donnie Vernon, Dixie, Potts Camp, Miss.; W. F. Sonneman, Ozark Amusements Co., Fayetteville, Ark., and Leon Roundtree, Grand and Valley at Water Valley, Miss., and Holly at Holly Springs, Miss.

A. M. Avery, RKO manager, is limping these days, but it isn't gout. Avery hurt his foot while bowling. It was not serious enough to keep him away from work . . . Ed Williamson, WB manager, was in Nashville on business.



ED WILLIAMSON

Lauritz Melchior of the Met was presented in concert here last week by I. L. Myers at Ellis Auditorium. He packed the house . . . Bailey Prichard, branch manager for Monogram, was in Atlanta this week for a sales meeting . . . The Strand Theatre's extensive remodeling has been finished for the scheduled opening April 25 of "The Best Years of Our Lives," at roadshow prices.

Al Delcambre, district manager for David O. Selznick, Dallas, was in Memphis on business for "Duel in the Sun . . . Herman Chrisman, branch manager, Republic, was in Little Rock on business.

Also seen on the Row were John Harper, Harper, White Oak, Mo.; E. J. Smith, V, Altheimer, Ark.; Nathan S. Reiss, Bruce, Bruce, Miss.; W. R. Tutt, Savoy, Tunica, Miss.; Bill Huggins, Deering, Deering, Mo.; Clyde Browning, Ecru, Ecru, Miss.; Roy Dillard, Dillard, Wardell, Mo.; John Mohrstadt, Mohrstadt circuit, Hayti, Mo.; Burris Smith, Imperial, Pocahontas, Ark.

Leonard Shea, manager for PRC, was in Little Rock . . . R. P. Dawson, manager for Universal, is back from a business trip to Little Rock.

Robert L. Pigue, booker for 20th-Fox, and Mrs. Pigue are parents of Linda Parker, born April 15 at Methodist hospital.

Still more out-of-town exhibitors on the Row: Dr. R. W. Johnson, Shelby, Shelby, Miss.; Mrs. Bill Ellis, Ellis, Cleveland, Miss.; R. B. Cox, Batesville, Batesville, Miss.; Gordon Hutchins, State, Corning, Ark.; W. P. Smith, Radio, Middleton, Tenn.; W. E. Malin, Lura, Augusta, Ark.

Also K. K. Kinney, Hays, Hughes, Ark.; H. G. Walden, Bay, Red Bay, Ala.; B. J. Jackson, Delta, Ruleville, Miss.; C. J. Collier, Globe, Shaw, Miss.; Mrs. Vallery Burke, Benoit, Benoit, Miss, and W. F. Ruffin jr., Ruffin Amusements, Covington, Tenn.

Harry Martin, amusements editor of the Commercial Appeal, has been ill with the flu . . . Duke Hickey, MPA representative, completed a three-week survey of the Memphis area in connection with the Children's Film library program recently launched by Eric Johnston, MPA president. Before coming to Memphis Hickey met with civic and film leaders in the interest of this program and conducted surveys in Chicago, Indianapolis and St. Louis. He has gone on to New Orleans and Dallas where special committees also will be set up.

Al Rotchchild, National Screen Service manager at Memphis, and two of his salesmen, Jack Lustig and Milton Kress, have been to a business session in Chicago.

The Memphis board of censors, composed of Lloyd T. Binford, Mrs. Sid Lew and Hodges Honnoll, have started their enlarged task of reviewing all motion pictures shown throughout Shelby county as well as in the city. Theatres in Shelby towns, such as Millington,

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Collierville, Bartlett and Raleigh have been uncensored in the past and were permitted to show pictures banned in Memphis by the censors. Now the city board has jurisdiction over the entire county under authority of a new state law.

Louis Ingram, MGM branch manager, has



LOUIS C. INGRAM

returned from a vacation in Atlanta . . . J. R. Fly, head booker for MGM, and Mrs. Fly are parents of a baby boy, J. R. Fly jr., born April 13 at St. Joseph's hospital.

Mrs. Merrill Parris Hudson, photoplay chairman of the Better Films Council, spoke to the organization's April meeting on "How to Review Pictures." The council selects suitable pictures for children, adults and mixed audiences each week and the list is published in the Commercial Appeal.

"The Jolson Story" set some kind of record in Memphis. After two weeks at Malco, it was moved to the Strand where it now winds up its fifth week on Main street.

Marita Farell, Metropolitan lyric soprano, has been signed as leading lady in "The Vagabond King," in the Memphis Open Air Theatre the week of August 11 . . . The New York Philharmonic comes to the Ellis Auditorium April 29 . . . "My Sister Eileen," Little Theatre's next undertaking, opens May 5.

More exhibitors on the Row: Mr. and Mrs. D. H. Brown, Brown, Shirley, Ark.; J. E. Singleton, Tyro, Tyronza, Ark.; Ernest Pollock, Strand, Hohenwald, Tenn., and Pinkey Tipton, New, Manila, Ark.

W. C. Handy Theatre this week is receiving final touches for its formal opening May 11. Nothing is being overlooked to make this $200,000 1,100-seat all-Negro house the finest in the country.

The Lightman family, Mr. and Mrs. M. A. Lightman sr., M. A. Lightman jr. and Miss Jean Lightman, college coed, were gathered in New Orleans this week for a special occasion. Richard Lightman, son of Mr. and Mrs. Lightman and a junior executive in Malco Theatres, Inc., himself, was to marry Miss Jeanne Garretson of New Orleans April 23.

The Memphis delegation to the National Variety Clubs of America convention May 14-18 in Los Angeles will leave May 9 and join a special Variety Club train at Kansas City. Memphians who have made reservations include Mr. and Mrs. Herb Kohn, Kohn is chief barker of Memphis Tent 20, and an executive at Malco), Mr. and Mrs. Dave Flexer (Flexer is head of Flexer Theatres, Inc.), Bill Ramsey, Tom O'Ryan, Joe Simon, T. Oscar Baldridge, M. A. Lightman sr., William Goodman and Mr. and Mrs. Orris Collins, Paragould, Ark.

Rebuilding of the Memphia Theatre, completely gutted by a recent fire in Memphis, is on schedule and opening date has been set for May 1 by M. A. Lightman jr., in charge of construction for Malco Theatres, Inc.

Charles Moskowitz in Florida

CORAL GABLES—Charles C. Moskowitz of New York is enjoying a southeastern Florida vacation. He is Loew's vice-president and treasurer.

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BIRMINGHAM

The Temple Theatre will go dark for the summer season on May 11 after presenting Nick Lucas as its final weekend vaudeville attraction. The house, which has been booking in numerous midweek roadshow attractions, played "Blossom Time" April 21.

Mr. and Mrs. William Phillip Lynch have announced the engagement of their daughter Marifrances to John Richard Waters, son of Mr. and Mrs. Newman H. Waters sr. Young Waters is booker for the Waters circuit; Miss Lynch has been employed in the circuit offices as a bookkeeper. The wedding will be held in June.

Mr. and Mrs. Roger Butler of Selma, Ala., are the parents of Julia Allen, born April 13. Butler is city manager for Wilby-Kincey Theatres in Selma . . . Neil Murphy of Little Rock, representative of the Tri-States Theatre Supply Co., Memphis, was a visitor.

Exploiteers in Birmingham on various campaigns included J. D. Woodard, WB, "Humoresque," at the Ritz; Emory Austin, MGM, "My Brother Talks to Horses," at the Ritz, and "Sea of Grass," at the Alabama, and Eddie Addison, Eagle-Lion and PRC, "Bedelia" and "It's a Joke, Son," at the Strand.

Approximately 15 MPMO members visiting here as delegates to the Alabama Federation of Labor convention were feted at a luncheon given by Local 236 at the Airdrome, Roberts Field, April 21. Guests included City Commissioner Eugene Connor and John Busby, president of the Birmingham Federation of Labor and honorary MPMO member. Wilby-Kincey, Acme and the Birmingham Theatre treated the delegates to passes.

Merritt Davis, southern division manager for Republic, and Jimmy Hobbs, Atlanta branch manager, were visitors . . . Troy Bullard, Capitol Theatre doorman, returned to work April 20 after a long illness.

Ralph Root jr., a student at Georgia Tech, Atlanta, visited several days with his father, Ralph A. Root sr., Alabama projectionist and business agent for MPMO Local 236 . . . Thomas Wall, Temple projectionist, underwent a tonsillectomy at St. Vincent hospital April 21.

Oliver Naylor, Lyric manager, turned in a nice promotion campaign on the reissued "Magnificent Obsession" without benefit of press books or mats. Naylor placed blowups in all bookstores and distributed bookmarks through the public library. The film drew surprisingly well, it was reported.

"The Best Years of Our Lives" earned a third week at the Birmingham, while "Sinbad the Sailor" was held over for a third week at the Melba . . . The Alabama Theatre was one of the first to show newsreel shots of the Texas City disaster. The shots were shown April 20.

Tennessee's Governor Presents Loew Pins

NASHVILLE—No less a personage than Gov. Jim Nance McCord presented service pins to five veteran employes of Loew's Theatre here in ceremonies arranged by Manager Tom Delbridge.

W. H. Williams, projectionist for 28 years, had the longest period of service. Tom Powell received a pin for 23 years. Lewis Morgan Jones and Ed Giddy both have 18 years to their credit, while Robert Hardgrove was awarded a pin for 17 years.

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MEMPHIS, TENN.—Monarch Theatre Supply Co., 492 So. Second St.

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Howard Waugh Quits Job With City Parks

MEMPHIS—Howard Waugh, stormy petrel of Memphis show business, has resigned as manager of the Fairgrounds and Linden Avenue amusement parks, charging inefficiency and too much red tape on the part of the city.

The jaunty showman, whose friends once gave him a bronze plaque inscribed "To the Greatest Showman in the World," said, "I neither deserve nor appreciate the lack of confidence displayed."

Waugh was for many years zone manager for Warner Theatres in Tennessee and Kentucky, and manager of the Warner in Memphis. He quit and went to Mexico for a short time to produce Spanish-language motion pictures, then returned to Memphis and accepted the amusement park management for $4,800 a year.

"I have been wanting to quit for some time," Waugh said of his city job. "Saturday night was the payoff. I was sitting in my office when Vesey (John Vesey, city parks chairman) walked in. He sat around and we talked for a while. Then Berry (Richard Berry, secretary of the park commission) came in. It was getting late and I wondered what was up. Lewis (H. S. Lewis, parks superintendent) and his wife then came in to see me.

"Vesey told Lewis to take his wife home and come on back. I got curious. Then, at midnight, when we closed down, they went into the cashier's cage and started checking my cashiers. The girls are okay and I know it. I put on my hat and took a walk."

Seven Girls Are Chosen For Miami Beach Film

MIAMI—William Forest Crouch, producer of a musical comedy being filmed here, has selected seven girls to play the parts of chorus girls stranded on a tropical island. Four blonds, two brunets, and a redhead were picked from scores of candidates for seven principal parts in the picture to be released next fall.

Signed to one picture contract were: Lynn Rani, 23, Philadelphia; Shirley Modell, 21, Miami Beach; Joan Fogle, 19, Indianapolis, student at Miami U.; Christine Germano, 23, Hollywood; Leona Frederick, 21, Miami and New York; Jini Boyd, 19, Miami Beach; Jeni Freeland, 21, Miami.

The Crouch film, made under the Filmcraft studios label, will have its plot centering in Miami Beach with name bands carrying the principal theatre marquee attraction. It will feature the song, "Miami Beach Rumba."

M&M Annual Convention Is Set for Panasoffkee

ATLANTA—Executives of M&M Theatres, an affiliate of the Martin circuit at Atlanta, announce that the annual managers meeting will be held at Panasoffkee, Fla., May 5.

This is the second annual meeting of the company's managers. Last year the session was so successful that it was determined to hold a meeting annually. This year a good time is promised for everyone. A room is being set aside for an equipment company to set up headquarters.

Locations Around Laurel Scouted for 'Tap Roots'

LAUREL, MISS.—Possible locations for the filming of James Street's novel, "Tap Roots," were sought by three representatives from Universal Pictures who visited here recently.

The Universal men were Jack Lawton, A. Rosenburg and Alex Golizan. They were taken on a tour of DeSoto National forest, Stafford Springs, Lake Waukaway and other sites mentioned in Street's novel.

If the scenes are shot here, it is proposed to use more than 100 local persons in the cast in May or June.

Show Cancer Film

FLORENCE, ALA.—A film concerning cancer, "Guard Those You Love," is being shown with "Sister Kenny" at the following Muscle Shoals theatres: Princess, Florence; Strand, Tuscumbia, and Colbert, Sheffield. Louis Rosenbaum, head of Muscle Shoals Theatres, is co-chairman of the American Cancer society's campaign in Alabama.

Sack to Distribute Five Foreign Films in South

NEW YORK—Sack Amusement Co. will distribute five of Distinguished Film' releases in 12 southern states through its exchanges in Dallas, New Orleans, Charlotte and Atlanta, according to Martin Levine, president of Distinguished.

"Amok," which is still being held up by New York state censors, will be the first release. "Les Miserables," starring Harry Baur; "Carnival of Sinners," starring Pierre Fresnay, and "Her First Affair," starring Danielle Darrieux, will follow.

Levine has also closed a first run deal with the Fine Arts Theatre, Boston, for "Her First Affair," "Carnival of Sinners" and "Cloistered."

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Malco and All Co-Defendants Deny They Seek Memphis Film Monoply

MEMPHIS—Charges of conspiracy to monopolize film exhibition in Memphis have been denied point-blank by M. A. Lightman, his associates and eight major distributing firms.

The blanket denials were filed in federal court here in answer to a suit brought against 14 defendants for $2,910,600 by operators of six Memphis neighborhood theatres.

Each answer asks dismissal of the suit. Each takes exception to the decision of U.S. Judge Marion S. Boyd to try the complaints as a single lawsuit. Each charges that to hear the complaints jointly will prejudice the cases of many of the defendants.

TRIAL DATE SOON

With the charges and answers now before the court, date for trial of the suit is expected to be fixed within a few weeks by Judge Boyd.

In each answer it was contended that "damages accrued prior to Aug. 22, 1943, are barred by the Tennessee statute of limitations." The plaintiffs had charged that the conspiracy had been in effect since some time prior to 1930.

Lightman, accused in the original complaint of conspiring to force the Orpheum Theatre, now the Malco, out of business, denied all charges covering that theatre. Lightman's answer also denied ownership or control of six other theatres in Memphis as charged in the original lawsuit.

Violation of the Clayton and Sherman acts was denied by stating that theatres involved were not in interstate commerce since no shipment of film prints from exchange to exhibitor crosses the state lines insofar as defendants are concerned.

Lightman also denied that he and Paramount, another of the defendants, operate the Malco Theatre through the agency of Malco, Inc., or that he and Paramount together own any stock of Malco Theatres, Inc. Lightman's answer states that Malco, Inc., operates Malco Theatre and that he as president makes decisions in its operation.

The answer filed by L&L Theatres, a partnership, and Capitol Realty Co., states that the realty firm is merely the trade name of L&L, under which L&L owns the Capitol and Joy theatres. This answer also denies ownership of any theatres outside of Memphis. It also denies that Lightman owns, operates or controls six Memphis neighborhood theatres as charged in the original complaint.

All answers say that clearance of pictures for neighborhood houses has been reasonable and deny that any theatres obtained advantage over competitors through any agreement held with defendants.

All the film distributors—Paramount, Universal, 20th-Fox, Loew's, Inc.; Warner Bros., United Artists, RKO and Columbia—deny they conspired on distribution of films, stating they acted independently and in a manner that did not deprive independent theatre owners of an access to a free competitive market.

The film distributors also say that independent theatre owners bringing the suits made large profits from exhibition of pictures they produced.

PARTNERSHIP DENIED

Herbert Kohn's answer stated that he was improperly made a defendant. He says he has no interest in L&L, that he is an employe of Malco, Inc., and owns a small portion of Malco stock.

Answers of Lightman, L&L, Capitol Realty, Kohn, Edwin Sapinsley and Mose McCord all deny that Lightman "dominates and controls each of these companies and determines their policies and puts them into effect," as charged in the suit.

It was also denied that either Kohn or W. P. Zerilla are partners in L&L, which operates Lamar, Linden Circle, Memphian, Capitol, Joy and Rialto theatres in Memphis.

It was denied that Lightman and L&L, by pooling buying power, and through Lightman's control of Malco Theatre, had been able to put pressure on distributors in obtaining advantages and concessions over independent neighborhood exhibitors.

Plaintiffs in the case are:

Chalmers Cullins, Nate Evans and Edward Cullins, operating as Idlewild Theatre.

Kemmons Wilson, Mrs. Ruby L. Wilson and Louie A. Weaver, operators of Airways Theatre.

Augustine J. Cianciola and Agnes Cianciola, Luciann Theatre.

James West, Hollywood Theatre.

E. R. Gillett, Bristol Theatre.

Mrs. Lebora Cianciola, executrix of the estate of M. Cianciola, Rosemary Theatre.

Mrs. Lebora Cianciola as operator of Rosemary.

Theatre Man's Wit Halts Bolting Miami Audience

MIAMI—But for the ready wit of Arthur Bookbinder, manager of the Colony, Miami Beach, there might have been a stampede when the frightened patrons jumped from their seats and started up the aisles in response to someone's shout of "Fire!" Smoke was filtering out through the air conditioning vents, and Bookbinder grabbed a telephone to make sure there was no fire in the projection room.

What happened was that some careless patron had dropped a lighted match down a grating and ignited a dust rag near the air conditioning machinery which then blew the smoke out the vents. While the crowd hesitated in the aisles Bookbinder called out, "Back to your seats and I'll explain the smoke." Reluctantly the crowd returned to their seats, while Bookbinder reiterated that he wouldn't make the explanation until everyone was back.

He then explained: "In that last scene a little while ago when Jennifer Jones was dancing, and Gregory Peck was watching, the censors forgot to cut out a couple of feet of film. It got so hot it caught on fire, but we've put it out." The audience laughed and relaxed.

Manager Bookbinder is a hero, not only to the audience, but to the theatre owners. If the patrons had left the theatre, they would have had to be given either their money back or return passes at advanced prices.

Stars Will Be Reunited In Atlanta Next Month

ATLANTA—Two film stars will be reunited here May 9, when Spike Jones arrives with his band to open a week's engagement at the Fox Theatre, and DeForest Kelley, young Atlantan, comes home to visit his parents, the Rev. and Mrs. E. D. Kelley.

Jones and Kelley are starred in "Variety Girl," Paramount's story of the Variety Clubs of America, soon to be released. Kelley is also the start of the same studio's "Fear in the Night," a melodrama which will be the Fox's screen feature during the stay of Jones and his City Slickers.

Jones has notified T. H. Read, operations manager of the Georgia Theatre Co., to get ready for "the biggest variety show" ever seen at the Fox. In addition to the City Slickers, he said, he is bringing with him to Atlanta a number of other artists.

Kid Frolic Tiein

COLUMBUS, GA.—"Kartoon Frolics" are a feature of the program every Saturday morning at the Bradley. They are sponsored by the Tiny Tot shoppe, which is giving 400 free tickets to juvenile patrons who call at the store.

Assigned Musical Scoring

Musical scoring assignment in Universal's "Brute Force" has been handed Miklos Rozsa.

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BOXES—Carnival Size—4x1⅝x5½—1000 to case	6.50M	10%	5.85M
JUMBO BAGS—15" long x 4½x1¾—600 to case	6.75M	10%	6.08M
BAGS—5c Johnny Boy—Red and white stripe (3x1 7/8x7)—10,000 to case	1.82M	10%	1.64M
BAGS—10c Johnny Boy—Red and white stripe (3x2x9)—3,000 to case	2.35M	10%	2.12M
BAGS—Kraft, ½-lb. size (3x1¾x6½)—10,000 per bale	1.40M	10%	1.26M
BAGS—Kraft, ¾-lb. size (3x2x7 3/4)—10,000 per bale	1.50M	10%	1.35M
BAGS—Kraft, 10c size (3¾x2¼x9)—6,000 per bale	1.65M	10%	1.49M
BAGS—Kraft, 10c size—Johnny Boy red stripe—6,000 per bale	2.20M	10%	1.98M
BAGS—5c glassine—12,000 to case (3x1 3/4x6¾)	1.98M	10%	1.79M
BAGS—10c glassine— 8,000 to case, ¾-lb. (3½x1 3/4x7 3/4)	2.88M	10%	2.60M
BAGS— 1 lb. glassine (3½x2½x7¾)	2.79M	10%	2.52M
BAGS— 2 lb. glassine—6,000 to case	3.31M	10%	2.98M

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MIAMI

Two days before the opening of the Miami the Wometco organization gave a cocktail party at the theatre for newspaper representatives. Honor guests were the fiesta queens from Havana and a party of 18 dignitaries from Costa Rica, including the mayor of San Jose. Preceding the gala opening April 18 the Mitchell Wolfsons entertained at dinner. Guests included Una Merkel and Celeste Holm.

"The Good Old Days," a compilation of film clips and features from the days when pictures were in their infancy, is being shown by the Claughtons at the Royal. "The Best Years of Our Lives," which has been playing there at advanced prices, moves to the Flamingo on the beach.

Allied Artists, born of the erstwhile Monogram studios, says George Bourke, is certainly a grade-A concern now. Steve Broidy, a recent visitor here, reports AA has a $5,000,000 backlog of unreleased films . . . Hugo Friedhofer, whose score for "The Best Years of Our Lives" won an Oscar, will arrive soon for a six-week vacation.



STEVE BROIDY

In "Pursued," the old fellow who helps Teresa Wright down from the wagon to view the remains of her brother at the inquest is the man who put George Bourke, Herald amusement editor, through his first paces before a camera. Bourke, incidentally, wonders how many people who have seen Eddie Bracken in "Ladies' Man" at the Paramount, Sheridan or Beach, recognized Mae Busch, former star, as the woman in the automat scene.

Adele Mara, who was a hit with the service men when she visited here during the war, has posed for more than 4,000 bathing suit pictures. She's with Republic now . . . The Bert Riesners of Miami Beach are related to Director Chuck Riesner. They own the Big Barn club.

Mayor Herbert Frink of Miami Beach was pictured recently with Eades' models, Joan Gordon and Connie Cotman, wearing a $100 hat sent to him by David O. Selznick, producer of "Duel in the Sun," now showing at the Colony at advanced prices. Arthur Bookbinder, manager of the Colony, incidentally, has quite a reputation as a producer. He wrote the script and directed the production of a Variety show during his undergraduate days at the University of Florida.

Fred Allen has written a story for the opening issue of "Flotsam," new magazine edited and published by students at the University of Miami.

Summer Fashion Review

MONTGOMERY—The Vanity Shop here presented a summer fashion review on the stage of the Paramount Theatre each night during the three-day run of "Love Laughs at Andy Hardy." The show featured 18 models, an orchestra and several specialty numbers.

Cover Girl in 'The Wind'

June Bright, magazine cover girl, has been set for a role in Universal's "Something in the Wind."

Alabama City Greets Wright's New Bama

ALABAMA CITY, ALA.—The new $120,000 Bama Theatre here has opened, with a week's run of "The Jolson Story" as one of its premiere attractions.

The 960-seat Bama is owned by B. Ward Wright, who also operates the new Coosa Theatre in East Gadsden. It is completely air conditioned, with main floor and balcony.

Front of the house, designed by Ben F. Poblocki, carries out the color scheme of the local Emma Sansom high school. Wright maintains that its night lighting effect is "second to no other house in the state."

The C. E. Gibbs Construction Co. of Alabama City was the contractor, and equipment was supplied by the Southeastern Theatre Equipment Co. of Atlanta. Plans were drawn by the H. A. Jordan Capitol Construction Co. of Atlanta. The new house features a free parking lot for 250 cars.

The new Bama is the seventh theatre for the Gadsden area. An eighth, the new Pittman, is due to open soon on Broad street in downtown Gadsden.

Musicians Union Prevents Breden-Savoy Appearance

BIRMINGHAM—Through inability to reach an agreement with the local musicians union, the Temple Theatre canceled the three-night Gilbert and Sullivan festival by the Breden-Savoy Opera Co. April 14-16, according to Manager Bickey Covey.

It was the second instance in recent weeks in which the union protested the use of visiting musicians without local "standbys." Previously a threat had been made to withdraw union projectionists from the Birmingham Theatre unless eight "standbys" were hired for the appearance of "Cannonball," Western pictures player.

"The Breden-Savoy Co. has been presenting the Gilbert and Sullivan operas with two-piano accompaniment," Covey said. "The local musicians union here required that we hire eight orchestra men.

"Because the management did not feel that the musicians could learn the scores of three operas on such short notice and because we felt that, without sufficient rehearsals, they could not give performances up to the standards maintained for roadshow presentations at the Temple, we arranged for the cancellation."

Merkel's Politics Contrast To Role as Mrs. Claghorn

MIAMI—Una Merkel, described by Grace Wing of the Daily News, as "the party from the south whose accent sounds like something to slather on a split-open sweet potato," is an energetic, speech-making Republican. She was guest speaker at the luncheon of the Greater Miami Republican club. Miss Wing wonders how Una's press agents are going to keep her politics from leaking out when her new film is released, in which she plays the part of the wife of Senator Claghorn.

Theatre Project Rejected

JACKSONVILLE, FLA.—The citizens advisory council committee of the office of the housing expediter has rejected the application of Beach Theatres, Inc., of Jacksonville Beach, to construct a theatre there at a cost of $137,500. The application was classed as a nonhousing project.

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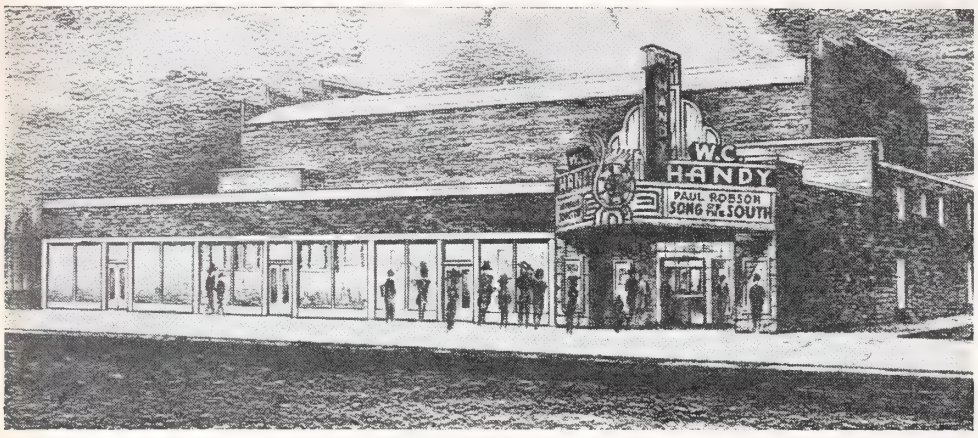
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Screen Guild Productions

ATLANTA - CHARLOTTE
NEW ORLEANS

Memphis' New W. C. Handy Theatre To Boast of a Footman, No Less



Here is an architect's drawing of new W. C. Handy Theatre. Prof. W. C. Handy, "daddy of the blues," now a New York music publisher and former Memphian, will make personal appearances at this new $200,000 theatre named in his honor. It seats 1,100 and will be opened with a week's program of vaudeville as well as a feature picture.

MEMPHIS—When the new W. C. Handy Theatre opens in Memphis May 11, there will be a little extra something—a footman.

Memphis has never had a footman at a theatre as far back as can be remembered.

The footman's job, says Nate Evans, one of the owners, will be to open the doors for patrons to lend an air of dignity to the establishment.

"We have already ordered the uniform," said Evans. "It will take a big man to fill it. And we told them to put lots of brass on the uniform."

The footman's uniform, like those of the ushers and usherettes, will be aqua and gold, harmonizing with the color scheme of the theatre.

The theatre, started in March 1946, has been finished at a cost of $200,000. It will be completely air conditioned. It will seat 1,100.

W. C. Handy, daddy of the blues, a former Memphian, now living in New York, will make personal appearances at the new theatre which was named in his honor.

There will be a stage show as well as films the first week and this policy will be continued if attendance justifies.

Diversified Prizes

CARROLLTON, ALA.—A radio, a side harrow and a fruit juice extractor were the prizes awarded when the Palace Theatre here played Bob Burns in "The Windjammer," sponsored by the Kimbrell Tractor Co. of Aliceville.

Violet Ray Lights in Tallahassee

TALLAHASSEE—The State and Florida theatres have been equipped with ultraviolet ray fixtures, which is is claimed purify the air. This gives all three of the Paramount houses, which includes the Ritz, the same service. A. P. Talley is manager.

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Chillers Won't Be Shown At Colbert on Saturdays

SHEFFIELD, ALA.—Horror pictures will not be shown on Saturdays at the Colbert Theatre here as a result of requests made by members of the Sheffield Young Men's club for an improvement in the programs at Sheffield, Florence and Tuscumbia.

The club's commitee reported that the theatre operators had agreed not to show horror pictures on Saturdays, as that is the day when most school children attend.

Stanley Rosenbaum of Muscle Shoals Theatres told the club that many of the best pictures will be shown earlier and a better quality of films shown on Sundays.

In a six-page letter to the club Rosenbaum explained how Sheffield's pictures are selected and mentioned that 88 of the 115 A pictures released by Hollywood in 1946 have been shown here to date.

"Sheffield's Colbert Theatre is the most modern, safe and best theatre in Alabama, north of Birmingham," Rosenbaum told the club, "and we show 208 pictures in Sheffield each year. So, naturally when only 115 class A pictures a year are made, we must select some of the better class B pictures in order to present a full program."

Members of the club expressed satisfaction with Rosenbaum's response and plans for future programs.

New Seats in Park Lobby Advertise Reseating Job

TAMPA—Harvey Fleischman, manager of the Park, has placed two new type pushback chairs, with which the theatre soon is to be furnished, in the lobby. A big poster states, "Here's comfort in this chair! . . . Sit in it! . . . Try it for size! . . . See! You PUSH BACK to let others pass you. No need to stand up. You don't have to 'rhumba' to get your seat. The Park Theatre will be reseated with 1,300 'Pushback' chairs like these."

'Wild Life' to Remain

SUMMERVILLE, S. C.—New air conditioning and seats will soon be installed in the Summerville Theatre, which recently acquired a new marquee, acording to F. A. Blevins, manager. He said that the collection of mounted big game heads which adorn the walls of the theatre will be retained in the redecoration program. Local people have become attached to the heads and want them to remain, he said. They include the heads of moose, hippopotami and smaller animals.



"Playing the market or reading the Selling Seats section in BOXOFFICE?"

Film Department Planned in Library

ATLANTA—A department of motion pictures is in the blueprint stage as Atlanta's new public library project, it was disclosed here by Aubrey Milam, president of the Carnegie library board of trustees.

On a visit to Los Angeles last summer, Milam saw a motion picture museum, and he brought home the idea of creating a similar project here. It would include historical data on the development of the motion picture industry, scenes from early films, small models of production lots, equipment used in the making and projection of pictures, and similar displays.

The city last summer voted $1,700,000 in bonds for new libraries, including a new main building and three branches. Milam said it was hoped to establish the department of motion pictures as a permanent department of the main library.

"My conception of the functions of a library," he said, "is that it should not only be the source of the accumulated wisdom of the ages, but also insofar as is practical it should be an agency for the dissemination of this wisdom by creating a more active desire on the part of the public to use its facilities.

"To this end, we already contemplate in the new library as nearly a complete department on music as can be arranged. I think the application of motion picture photography in teaching has only begun, and a department of motion pictures would be something unique in libraries in the south; maybe in the country."

LITTLE ROCK

Roy Cochran, JuRoy Theatre, was singing "River Stay Away From My Door" last week as the result of a sudden cloudburst which had the water pouring into his rear exits, causing a slight delay to the evening performances.

A Walt Disney color training film, "The ABC of Hand Tools," recently was shown by the General Motors club of Little Rock at the Hotel LaFayette with a group of educators as guests. The picture was based on experience of General Motors during the war in conducting training centers where more than 40,000 army and navy men were instructed in theory and practical maintenance of GM products.

Robb & Rowley's Royal Theatre will roadshow "The Best Years of Our Lives" starting April 27. Admission has been set at 75 cents matinee and $1.20 evenings, for a grind policy.

Mrs. Al Jolson was a recent visitor here. She was in town for a few days visit with friends she knew while she was Miss Erle Galbreath of Little Rock. With her parents, she is on her way to New York from the west coast. She staunchly denied, when interviewed by reporters, that her famous husband has come back to motion pictures. "Oh, don't say he's 'back'; he never was out of pictures," she said. "It's just that he was overseas so long."

Ten-Year-Old in 'Shaggy'

George Nokes, 10-year-old Moppet, has been chosen by Paramount to topline in the color film, "Shaggy."

Beale Street's First World Premiere Only Forerunner of More to Come

MEMPHIS—Famous Beale street has had its first world premiere and there are more to come.

"Boy! What a Girl!" an all-Negro comedy with music, had its first showing at the Beale street Palace last Sunday.

Deac Watson, former star of the Ink Spots and composer of "For Sentimental Reasons," one of the stars in the picture, made a personal appearance in connection with the premiere. His new organization, the Brown Dots, also appeared.

Arthur Leonard, producer-director of the picture, said this was the first of six all-Negro films produced by Herald Pictures, Inc. All will have their world premiere at the Beale street Palace in Memphis, he said.

"We selected Beale street in Memphis and the Palace because of their colorful history and background," Leonard said. Leonard, a producer of Warner Bros. short subjects for nine years, said Beale street "it's the birthplace of the blues."

Cooper to Topline

Gary Cooper has been ticketed to topline by RKO in "Good Sam."

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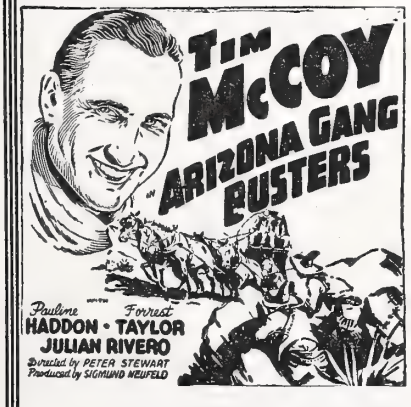
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ATLANTA

Bill White Is New Manager Of Southeastern Concern

CHARLOTTE—W. P. "Bill" White is the new manager of the Southeastern Theatre Equipment Co. here, succeeding C. G. "Hickey" Lawing. The latter takes on new duties as special representative.



W. P. "BILL" WHITE

Jack Dumestre jr., president and general manager of Southeastern, with headquarters in Atlanta, made the announcement.

White is a veteran equipment man. He resigned recently as manager of the local branch of Wil-Kin Theatre Supply Co.

Films' Influence Is Great, Often Bad, Panel Declares

From New England Edition

HARTFORD—The influence of motion pictures on the lives of those who see them is tremendous, but not always good, according to a panel of high school students who discussed the question "Do Movies Influence Our Lives?" in a Parade of Youth forum recently broadcast over radio station WDRC under the sponsorship of the Hartford Courant.

Highlight of the forum was the personal appearance of three local theatre men who said they had read an announcement of the topic and, because it dealt with motion pictures, decided to attend and hear the verdict of the teen-age panel. The three were James F. McCarthy, manager of the Strand Theatre; Lou Cohen, manager of Loew's Poli Theatre, and George Landers, manager of E. M. Loew's Theatre.

Invited by the moderator, James F. Looby, editor of the Courant Parade of Youth, to address the forum, McCarthy, as spokesman for the group, said he was representing not only those present but also Walter Lloyd, manager of the Allyn Theatre; Fred Greenway, manager of Loew's Poli Palace Theatre, and Frank Morin, manager of the Regal Theatre, in extending an invitation to all panel members to be guests at these respective theatres. He gave each panel member admission passes for each of the theatres.

Asked what type of film they preferred, most panel members said they liked psychological dramas.

Patron Analyst Gives 'Sleeper' Definition

Miami — Mark Chartrand, Wometco's public relations man, was described by Grace Wing of the News as picking up a bit of surprising information as he watched the opening run of a new picture he'd worked hard to promote. It was a clever comedy but with little known players, and Chartrand was suddenly conscious of the young lady seated behind him who apparently fancied herself an authority.

"This is a sleeper," she informed her companion. "When I hear a picture's a sleeper, I never miss it. They're always good."

"What's a sleeper?" her companion wanted to know.

Answered the self-styled critic in an oh-you-dumb-cluck tone, "Why a sleeper is a picture with a moral in it."

A summer season of light opera, similar to presentations by the St. Louis and Memphis companies, will be presented in the amphitheatre of North Fulton park beginning June 15, with casts composed of popular Broadway vocalists. This was learned this week when Harold Jacobi, New York showman arrived here to complete contracts for the North Fulton shell, and signed contracts with musicians, stagehands and other groups instrumental in staging the presentations.

H. E. Case, Delray, Fla., theatre owner, visited Harry Diamond, Sack Amusement's salesman, returned from a trip through Tennessee . . . Charlie Durmeyer, chief barker of the Variety Club, and president of the Southern Automatic Candy Co., is deep in last minute plans for the Variety clubs' national session at Los Angeles. He says that this will be the greatest meeting yet.

Kay Exchange notes: Ike and Harry Katz visited their Washington branch last week, and also went to New York. Ike then went on a visit to the Memphis and New Orleans offices; Harry to the Charlotte branch . . . W. H. Rudisill, local manager, returned from Nashville, where he contacted circuits . . . Joan Howard, secretary to Dixie Graham, office manager, returned to her desk after a short illness.

Wil-Kin notes: Joe Reeves was just back from a trip through central Georgia . . . Jimmy Wilson was touring south Georgia and northern Florida, demonstrating the new Motiograph AA mechanisms . . . S. B. van Delden, sales manager, has returned from Charlotte . . . The firm has completed installation of stage and house draperies in the new Edgewood Theatre at Jacksonville, Fla. . . . Hubert Stone is back from the Carolinas where he made some surveys on air conditioning.

The Dunn boys, south Georgia theatre owners, paid Filmrow a booking visit . . . Abe Borisky, Birmingham Theatre, Birmingham, and R. H. Haynes were also on the Row . . . Jerry Clark, in accounting at U-I, has resigned . . . Nell Robertson, formerly with Warner Bros., has an increase in the family: a baby boy . . . Arthur Greenblatt, Monogram's home office representative, held a sales meeting with Arthur C. Bromberg, O. S. Barnett, Babe Cohen, Ben Jordan, O. B. Coley, all of Atlanta; Hal Jordan, Charlotte; Henry Glover, New Orleans, and Bailey Prichard, Memphis.

W. L. Scott jr., Anniston, Ala., will soon open the Vincent Theatre at Vincent, Ala. . . . William Richardson, president of Astor Pictures of Georgia, was back at his desk after a business trip south . . . Col. Bert Davis, former sales representative for United Artists, has joined Selznick Releasing Organization . . . Bill Bradley, former theatre manager and newspaper man, has returned to Atlanta from New York.

G. A. Johnson, Center, Center, Ala., has returned home after a siege of illness in a Birmingham hospital . . . Ward Wright, Bama and Coosa theatres, Gadsden, Ala.; A. Hill and L. Cobb, Community, Ware Shoal, S. C.; Eddie Watson, Strand, Montevallo, Ala., and Benton Pierce, Gadsden, Gadsden, Ala., were recent visitors.

Henry Krumm, southern district manager for SRO, went to New Orleans on business . . . N. E. Savini of Astor Pictures, New York, has returned here from Charlotte.

Willie Wilson, owner of the Dale, Cottondale, Ala., has closed that house . . . Having overcome obstacles in obtaining building materials and equipment, Jack White and Herbert Glover, ex-GIs, have at last opened their new theatre in Cleveland, Ga. . . . "The Yearling" will be premiered at Loew's Grand Theatre May 1.

Sam Kane, veteran theatre and radio executive, is acting manager of WATL, succeeding Walter P. Speight jr., resigned . . . Francis Bateman sales manager of Screen Guild, visited John W. Mangham, president of Screen Guild of Georgia, and waxed enthusiastic over "Scared to Death," believed to be the first "horror" feature filmed in color. It stars Boris Karloff.

Christine Smith, film censor here, will not make any serious changes in "Duel in the Sun." She took a squint at the film last week and intimated if she did make any cuts in the film they will be minor . . . Don Reid, with Warner Bros., a few years ago, has been appointed Florida representative for Columbia . . . C. O. Berry of the Berry Amusement Co., Hawthorne, Fla., and Walter Morris, Knoxville, were visitors.

Charlie Lester, southern division manager for National Screen Service, and his sales force, Bob Langler, George Tarrant and George Hoffman, returned from a sales meeting in Chicago . . . Bob Cannon and his assistant, Raymond Edwards, of the Cannon Theatres of Live Oak and Lake City, Fla., were visitors . . . Johnny Harrell, Mildred Castleberry and Velma Crooks of the local Martin Theatres booking office visited E. D. Martin at his home in Columbus.

K. T. Williams, owner of the Harlem Theatre, Port St. Joe, Fla., has closed the house on account of poor business . . . Gene McIlwain, LaFayette, Tenn., will start construction of a new theatre there May 1, to open about September 10 . . . Katie Evans, Screen Guild of Georgia has returned from Chattanooga, and Florence Roberts, same company, who went to Asheville, N. C., also returned.



PORTRAIT OF KATHERINE — This painting of Katherine Randle, booker-salesman in the PRC Memphis branch, was presented to the young lady as a prize in the company's December booker-salesman drive. Charles Blaise of the home office staff did the portrait from a photograph.

Angus McCunn New President of MPS

TORONTO—Angus McCunn of the Famous Players Canadian head office here was elected president of the Musical Protective society, an organization formed by users of copyright musical works to handle questions involving the performing rights fees imposed by the Canadian Ass'n of Composers, Authors and Publishers.

Col. John A. Cooper, secretary of the Canadian 16mm Motion Picture Distributors Ass'n, was re-elected secretary-treasurer at the 20th annual meeting here of the society. The organization is composed of representatives of radio broadcasters, hotels, night clubs, fall fairs, theatres, exhibitions and orchestras.

Directors include George H. Peters, director of Odeon Theatres; W. R. Ostrom, Dominion Sound Equipment, Ltd., and Arch H. Jolley, executive secretary of the MPTA of Ontario.

The CAPAC recently extended its fee system to include sports parks, arenas and open-air places of entertainment.

The CAPAC has appealed for a writ here, claiming $1,000 damages and asking for an injunction against Otto C. Polenske, proprietor of the theatre at Fort Frances in northwest Ontario. The association claims that the exhibitor played a number of musical compositions, including "Old Man River" and "The Last Time I Saw Paris," without the plaintiff's consent. The plaintiff asserts that it controls the performing rights to the songs.

IODE Asks Age Be Cut To 14 in Juvenile Act

TORONTO—The Ontario chapter of the Imperial Order, Daughters of the Empire, has endorsed a petition presented by Mrs. D. W. McGibbon to the provincial government to lower the age limit from 16 to 14 years for juveniles attending theatre performances at night without adult escort. Mrs. McGibbon of Toronto is convenor of the IODE films committee. In her petition she expressed the view that children of 14 today are of a higher mental maturity than the juveniles of 16 a score of years ago when the Ontario theatre regulation became a law.

In addition, the petition stated, it is preferable for boys and girls 14 and 15 years of age to have unrestricted admission to theatres than to allow them to loiter on the streets at night without supervision. The organization, therefore, urged a revision of the Ontario law to permit the attendance of children above 13 years of age at theatres without the necessity of a guardian or parent.

St. John Price Boost

ST. JOHN—The first postwar theatre price boost in this district occurred at the Regent, where the lower floor price has gone up to 35 cents and balcony to 30 cents. The raise in both instances is a nickel. Franklin & Herschorn, owners, may soon make a similar raise at the Family, Halifax.

Leduc House Modernized

LEDUC, ALTA.—The Telford Theatre here has been stuccoed and given a modern front, and a new inclined floor has been laid in the auditorium.

Start in May on the Orpheus

HALIFAX—Current plans call for starting construction of the FPC Orpheus in early May. The start will likely be made at the rear of the new building, and the demolition of the present church structure will not be started until after the new building is on its way.

Teeth Put in Ontario Act Requiring Adult Labels



LABORATORY CHIEF — William J. Risewick, who has resigned as general manager of Film Laboratories of Canada in Toronto to become general manager of the laboratory division of Shelly Films there. Shelly Films has its studio at Long Beach.

TORONTO—From June 1, 1946, to March 31, 1947, the Ontario Board of Moving Picture Censors classed 64 features as "adult entertainment," and the 430 theatre managers of the province were directed to use the adult label in all theatre-front and newspaper advertising on such pictures for the guidance of the public.

During March, four more features were approved as adult pictures, these being "Brute Man," "Smash-Up," "The Private Affairs of Bel Ami" and "Swell Guy."

Chairman O. J. Silverthorne of the censor board has announced that a new section has been incorporated into the theatres and cinematographs act to make it unlawful for an exhibitor to show a graded film without properly advertising it as adult. The law, which becomes effective June 1, calls for fines up to $200 on conviction. In addition, the government may instruct distributing companies not to ship any films to the offender.

One of the new requirements is that an exhibitor will have to show the words, "adult entertainment," in both ends of his marquee. If this is not possible, a double-sided swing sign with these words will have to be hung to the underside of the canopy so that it can be seen by pedestrians from each direction.

Films which have already been classed as "adult" are:

House of Horrors, Devil's Mask, Brief Encounter, Inside Job, Kitty, Mysterious Intruder, Wicked Lady, Of Human Bondage, The Stranger, Murder Is My Business, Queen of Burlesque, The Big Sleep, So Dark the Night, Angel on My Shoulder, Rage in Heaven, Deception, Dead Reckoning, Woman to Woman, Blind Spot, Johnny O'Clock.

They Made Me a Killer, The Postman Always Rings Twice, Lover Come Back, The Outlaw, The Blue Dahlia, Scarlet Street, Don't Gamble With Strangers, Deadline for Murder, Caravan, Notorious, Shadow of a Woman, The Strange Love of Martha Ivers, The Dark Mirror, Undercurrent.

Secret of the Whistler, Secrets of a Sorority Girl, The Chase, Alias Mr. Twilight, The Beast With Five Fingers, Nora Prentiss, The Dark Corner, Apology for Murder, Suspense, Face of Marble, The Lost Weekend, Catman of Paris, Mask of Diijon.

I Met a Murderer, Below the Deadline, Black Angel, The Killers, Decoy, Bedelia, Nocturne, Her Sister's Secret, Temptation, The Strange Woman, The Trap, Accomplice, The Sea of Grass, Brute Man, Smash-Up, Swell Guy, The Private Affairs of Bel Ami.

Industrial Film Pool Forming in Montreal

MONTREAL—Introduction of a Dominion-wide industrial training film service, similar to wartime operations of the National Film board but on a vastly larger scale, is forecast for "the very near future."

Arrangements expected to be completed in a few weeks call for the establishment here of the nucleus of an organization. This group is understood to have the full backing of the film board, and in the initial stages is expected to furnish facilities, technical equipment and operational advice. The organization would have no direct connection with the film board, but would make educational pictures for use in Canadian peacetime industry similar to those made by the NFB for training war workers.

Although no definite policy with regard to financing has as yet been announced, indications point to the probability that employers will contribute according to the number of their employes and the frequency that the service will be used. Films would be held in a central pool and released as and when employers ask for them.

The project is said to be the center of considerable interest in the Dominion Department of Labor. Should it meet with success, indications point to eventual operation of similar establishments throughout all the larger cities in the country.

Jack Stinson Will Build Second St. Paul House

ST. PAUL, ALTA.—Jack Stinson, operator of the Elite Theatre here, has selected the plans for a new theatre here and intends to proceed with construction in the near future.

Odeon Movie Club Prices Unchanged at 12 Cents

TORONTO—The recent advance in admission prices at many Canadian theatres has not hit the members of Odeon Movie clubs in their attendance at Saturday morning shows. Individual managers have announced that the club admission is still 12 cents which includes the federal amusement tax.

Battle of Cowboy Stars

WINDSOR, ONT.—Rivalry between Roy Rogers and Gene Autry reached the screen of the Kent with the booking of a double bill labeled "The Battle of the Western Stars." One feature was "Lights of Old Santa Fe," starring Rogers, and the other had Autry in "Springtime in the Rockies." The program aroused plenty of audience reaction on the two days (18, 19).

More Censorship Asked

TORONTO—The Ontario School Trustees Ass'n, in annual convention here, adopted a resolution which called for more rigid control of films by the Ontario Board of Moving Picture Censors. Strict censorship was asked, it was stated, because of the influence of films on the boys and girls of school age.

ST. JOHN

Complaints have been made by exhibitors, distributors and theatre patrons that the supply of comedies, both long and short, has been inadequate. Everyone seems definitely in the mood for pictures based wholly or mainly on comedy, but they have been hard to get. It is also contended that many dramatic productions sent out from Hollywood in the last six months are so heavy patrons find it difficult to lift themselves from the seats after absorbing some of the weight from the screen.

New seats have been installed at the Empire, Kentville, N. S. . . . Two Halifax theatres converted from churches are being wrecked this year and replaced by new theatre buildings. The Community, formerly the North End Baptist church, erected about 80 years ago, has been given the crowbar treatment. The Orpheus, formerly the First Baptist church, will also fade out under the sledge. As a church it made its debut about 75 years ago. The start in construction of the new Community, marks the 33rd anniversary of the entrance into Halifax of Joe Franklin and Myer Herschorn, sponsors of the old and new Community. Their first appearance was as partners in the Strand, now the Garrick, with vaudeville and films. The old and new Orpheus are and will be owned by Famous Players, under the jurisdiction of Bob Roddick, maritimes manager.

At the Brunswick Street Baptist church, Halifax, screened a film story of "The Good Samaritan." The experiment met with approval and other religious films will be shown from time to time . . . Space hitherto used by a jewelry store on the street floor in the Mayfair St. John, is now furnished as an office. Office facilities at this theatre have been increased several times in recent years.

There seems to be a difference of opinion as to when the new Armview at Armdale, Halifax, will be ready for opening by Affiliated Theatres. Present indications point to a June or July debut.

A $1.20 top will prevail for the roadshowing of "The Best Years of Our Lives" in the maritimes, instead of $1.50 as had been reported. A three-week booking has been arranged for the Halifax Casino (Odeon), likely to be the longest in this territory . . . Some exhibitors and distributors estimate the gross paid admissions for four days at the Strand, St. John, where "Henry V" was roadshown, at approximately 3,000, including about 1,000 students at reduced rate. The top was $1.96.

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TORONTO

A visitor was John Hazza, once prominent as a supervisor in western Canada for Famous Players Canadian Corp. with headquarters in Calgary. Hazza, also famous as a horseman, came from his home in California to see his many old friends here . . . Lou Spector, who has been director of publicity with Monogram of Canada the last year, is resigning to enter a new field . . . G. A. Matthews, Monogram Ontario manager, has taken a month's leave.

Astral Films, headed by the energetic Izzy Allen, has secured Canadian distribution rights of a Toronto-made musical production, "Singing Stars of Tomorrow," which features four youthful vocalists with Rex Battle conducting the orchestra at Massey Music Hall here . . . Fast progress is being made on the construction by Ben S. Okun of the Biltmore at Yonge and Dundas streets downtown.

Mrs. Yvonne Taylor, manager of the International Cinema, has lined up British, French and Italian features to follow "The Way to the Stars," which has completed its seventh week there . . . President Sam Fingold of National Theatre Services is building a theatre in Markham, not far from here, which is scheduled to open about May 24 . . . James Merlina, owner of the Uptown at Orangeville, arranged to have Arch H. Jolley, executive secretary of the MPTA of Ontario, as the speaker before the Orangeville Board of Trade. The subject of Jolley's talk was "The Motion Picture Industry Faces Its Responsibility."

The Lyric at Kitchener secured an exploitation feature with the Kitchener Daily Record on "The Jolson Story." For several days prior to opening, the newspaper ran a song title from the picture in the classified advertising and the theatre gave six double passes daily to the first readers to find the hidden title. The Record provided nice space for the theatre in playing up the contest.

Lou Rosefield of the Westdale, Hamilton, and his wife are back from California where they enjoyed a visit with their son . . . Dan Krendal, Famous Players district manager, and Mrs. Krendal were on a holiday visit to New York.

Joe Laflamme Featured

OTTAWA—Joe Laflamme, the unofficial mayor of Gogama in northern Ontario, was featured at the Sportsmen's show at the Coliseum here this week. Laflamme, who appeared in a Warner Bros. short subject a year ago and has figured as a stunt man for Glenn Ireton, Warners' publicist in Canada, brought a live collection of moose, deer and bears to the show.

OTTAWA

Recently crowned world's champion figure skater at Stockholm, Barbara Ann Scott of Ottawa appeared at the Crawley studio here for a short subject being produced by Audio Pictures under the personal direction of Hans Tiesler, vice-president. Also present was Stewart G. Gillespie, representing the film division of McKim Advertising, Ltd., Toronto. Later the rushes were privately screened at the Elgin here for the skater and her mother, Mrs. Clyde Scott. The picture is to be used for the forthcoming YMCA-YWCA national financial campaign.

Manager Ernie Warren of the Elgin effected a nice tieup with the Ottawa Citizen in a Movie Review contest on "Strange Woman" for which he offered $50 in cash prizes. Scores of patrons turned in reviews on the picture. In addition to securing additional space in the newspaper, the stunt resulted in another review for the engagement when it was extended for a second week with the paper publishing the prize-winning criticism.

I. H. Allen, president of Astral Films, Toronto, was here to confer with Ross McLean, head of the National Film board and other officials. A recent NFB theatre release, "Exercise Musk Ox," a record of the Canadian army's Arctic expedition, has been secured by Astral Films for Canadian distribution. The premiere of the feature is scheduled for May 5 at the Nelson here.

There was activity in 20th Century Theatres circles when N. A. Taylor and Meyer Axler, both high officials of the circuit, were in Ottawa for special consultations, the nature of which was not disclosed. The company plans to build a theatre annex to the Elgin, for one thing.

Manager Casey Swedlove of the Little Theatre presented another in his series of Soviet pictures, "Stone Flower," for four days commencing April 23 at prices up to 90 cents. The feature is distributed by Artkino.

After a long run of "The Jolson Story" at another Ottawa theatre, Manager Morris Berlin of the Nelson made a ten-strike by playing "The Heart of New York" for one week as a revival. Berlin played up the fact that Al Jolson was a member of the cast . . . Manager Ernie Warren of the Elgin, a former war pilot, played an air role in the Rideau river flood. He piloted a plane which carried a news photographer taking flood pictures.

Ottawa's Suzanne Cloutier, daughter of Edmond Cloutier, government official, is expected to have a leading role in "The Miracle of the Bells." Friends here are awaiting official confirmation that Miss Cloutier, who has been in Hollywood for a year, has landed the assignment. She had a supporting role in "Temptation."

When the Trinity church was destroyed by fire, D. B. Stapleton of the Centre offered the use of the theatre to the congregation. It was found that the parish hall could still be used but at a church meeting formal thanks were adopted for the offer . . . Leonard W. Brockington, director of Odeon Theatres, is scheduled to be the chief speaker at Rideau Hall, the official residence of Governor-General and Lady Alexander, on the occasion of the 49th annual meeting there of the Victorian Order of Nurses April 29.

Manager F. H. Gallop of the Avalon arranged a screening of "The Best Years of Our Lives" for the press and invited guests. The Academy award picture will open at the Avalon April 28.

Julian Roffman, Ex-Montreal Youth, Gets Chance as Feature Producer

Percentage Pictures Face Sales Decline

Vancouver—Exhibitors in British Columbia and Alberta are buying fewer percentage pictures this year despite the fact that more are being released since the discontinuance of Canadian price ceilings.

Reports current here are that many exhibitors, particularly in smaller towns where business has declined, have decided to pass up all percentage films.

Two Men Plead Guilty In Holdup of Capitol

FREDERICTON, N. B.—Joseph A. L. Gerard, 33, and Paul Emile Bougie, 29, both of Montreal, pleaded guilty in district court to the holdup of the Capitol here. They were remanded for nine days to await sentence. The car they used for the get-away was stolen at Edmundston, N. B.

When Mrs. Kay Burtt, cashier, was held up in the boxoffice at the point of a pistol, she hurried out to the street and saw the getaway. She telephoned police, telling the way the car was headed. The capture was made less than two hours after the theft.

Robberies in Sister Cities

OTTAWA—Theatre robbers struck twice in one week here. Bandits smashed the safe of the Nelson, local neighborhood house recently opened by Morris Berlin, and then committed a similar crime at the Montcalm on St. Joseph boulevard in Hull, which had been opened only a few nights previously. Police of the sister cities believe that the same gang broke into both theatres.

The Montcalm is owned by Louis Bisson and Eric Bendall. At the Nelson, the loss was around $700 while the robbers secured $325 at the Montcalm.

VICTORIA

A resolution that "no picture be permitted to be shown in British Columbia unless it passes a code of standards based on the production code of the Motion Picture Ass'n," was passed at the final session of the 25th annual convention of the British Columbia Parent-Teacher Federation.

A new international film division has been inaugurated by Hilker Attractions to distribute outstanding European film hits for roadshowings on a reserved-seat basis . . . Mel Gow has installed Famous Players operations in Port Alberni following an agreement with the Warren theatre interests whereby FPC will assume an equal share of the operation of the three theatres formerly operated by Mrs. Warren and her son.

Based on the paintings of Victoria artist Emily Carr, the National Film board film, "Klee Wyck," received its first Canadian showing in the ballroom of the Empress hotel here. The film deals briefly with the early life of the painter and shows examples of her work, as well as British Columbia forest and of Indian village scenes from which they were painted.

MONTREAL — Julian Roffman, former Montreal youth who has won fame as a producer of documentary films, has obtained his first big chance in the feature field as the producer of a Latin-American musical with a Hollywood cast in Havana. The film, titled, "Samba," stars Michael Whalen, Doris "The Lost Weekend" Dowling, Ricardo Cortez and Carol "Dr. Wassell" Thurston. Marion Gering, who directed Lombard and Raft in "Rumba," is the director. He is now back in New York for the cutting.

MONTREAL HIGH GRADUATE

Roffman, who is a graduate of Montreal high school, is considered one of the outstanding documentary directors in the U.S. today. This is his first opportunity to use this documentary technique in a feature film.

At the outbreak of the war, Roffman, who had been living in New York, returned to Canada where he was drafted for the National Film board as a producer. He made a Wac recruiting short as well as many army training films. In 1944 he was sent overseas. While filming action of the Canadians in Holland he suffered 16 shrapnel wounds.

On the seriously wounded list for many months, Roffman is now completely recovered. Since his return he made "The Toronto Symphony" for the National Film board, and shorts on New York's Sydenham's hospital, the Farmers Union and others.

NOMINATED FOR AWARD

Prior to the war, Roffman made films for the National Foundation for Infantile Paralysis and numerous other social and cultural organizations. His "And So They Live," based on the living conditions of the "poor whites" in the hills of Kentucky in 1938, was nominated by the Academy of Motion Picture Arts and Sciences as the best documentary of the year, but was ruled out at the last moment as being political.

It is understood that Gering and Roffman will travel north to Canada upon completion of "Samba" to produce a feature using authentic Canadian background, people and story.

A Sillery, Que., Project

MONTREAL—The private bills committee of the Quebec legislature has introduced an amendment to the Sillery measure which will make possible the construction of a new theatre in Sillery, Que., at the corner of St. Cyrille street and Belvedere road. Municipal bylaws of Sillery specify that no more than 25 per cent of the land of a property can be used for a building and the amendment will raise the percentage to 50 per cent for the theatre project.

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MONTREAL

Spring fever has hit Filmrow. Exchange staffs are busy booking both out-of-town and local exhibitors. New automobiles are making their appearance and the lucky owners, most of them exhibitors, are regarded with envious eyes by those who are forced to run the old cars for another year, or who, even more unfortunately, have disposed of their old cars before obtaining delivery of new ones.

The British Broadcasting Corp. recently televised Canada's National Film board production, "Out of the Ruins," a documentary which gives an account of how the people of Greece are restoring their lives and their land with the help of UNRRA.

"The Best Years of Our Lives," which is playing to big houses at the Kent, received a promotional boost when Arthur Murray's Montreal dance studio, voicing an appeal "Let's Enjoy the Best Years of Our Lives," recalled that Myrna Loy who stars with Fredric March in the picture, was an enthusiastic pupil of Arthur Murray. Murray advertised: "Like all other people in the spotlight, she was extremely self-conscious until she felt she could be proud of her dancing."

Harold Dingman, Ottawa correspondent for the Montreal Herald, in an article commenting on John Grierson's admission to the U.S. on a diplomatic visa, reflected: "No American has yet explained the official grievance against the former National Film board chief. They hint darkly about his appearance before the Canadian espionage commission, and they mutter about his use of American documentary films. Grierson has now returned from New York to Paris and so long as he holds diplomatic credentials it is likely he will be able to come and go in the U.S. as he pleases."

Gratien Gelinas, who under the pseudonym Fridolin is French-Canada's most popular comedian, was guest at a gala dinner in his honor at Kerhulu's in Quebec. He spoke on "Toward a Canadian Theatre." Fridolin is credited with film ambitions, but is making so much money and is so busy with his revues that his film plans have been retarded and may not mature for a long time . . . Maurice Chevalier is booked for a personal appearance at the Plateau beginning May 22. It will be his first visit to the second largest French speaking city in the world.

J. Arthur Rank is expected to pay another visit to Canada next month . . . Barbara Ann Scott, world champion woman skater who has turned offers from Hollywood down, attended a screening in the Elgin at Ottawa of a short film produced by a Toronto company to be used in the coming national YMCA and YWCA fund campaigns. Ernie Warren, manager of the Elgin, arranged the screening.

Mrs. F. W. Motton of the Quebec provincial branch of the Daughters of the Empire, reports that several chapters have put on film programs in schools dealing with empire subjects . . . The World Youth festival at Prague will have as one of its attractions an eight-piece Canadian swing and jazz band, which later will tour Europe . . . Two Japanese-Canadian soldiers have returned home with Chinese war brides whose acquaintance they made when the girls were cashiers at a theatre in Singapore and the boys bought their tickets from them.

A theatre manager in Sydney, Australia, G. W. A. Austin of the Empress, opened a cupboard in the basement and was amazed to find wrapped in a handkerchief, more than $40,000 worth of jewelry stolen from a leading Sydney jeweler. Detectives later found a loaded revolver hidden in a cistern in the theatre.

Toronto Trade Good At All Boxoffices

TORONTO—"The Jolson Story turned in a fifth good week at the Tivoli and Eglinton and, judging by the regular lineups, the picture is expected to run for some time yet. "The Egg and I" was also solid in its third week at Loew's Uptown while "The Macomber Affair" was good for a second week at Loew's in downtown Toronto. Shea's had big business for the opening of "13 Rue Madeleine" while "Deception" brought crowds to the Imperial. "The Captive Heart" looked good at the Capitol and Victoria.

(Average is 100)

Capitol and Victoria—**The Captive Heart** (U-I).....100
Eglinton—**The Jolson Story** (Col), 5th wk.....95
Imperial—**Deception** (WB).....120
Loew's—**The Macomber Affair** (UA), 2nd wk.....85
Shea's—**13 Rue Madeleine** (20th-Fox).....125
Tivoli—**The Jolson Story** (Col), 5th wk.....95
Uptown—**The Egg and I** (U-I), 3rd wk.....90

All Montreal First Runs Good Except 'Marriage'

MONTREAL—Good reports were received from all first run theatres except one; the Palace, where "The Perfect Marriage" failed to attract. "The Razor's Edge" was taken off after a successful second week because, as the management said, "we have too many good pictures waiting." "The Best Years of Our Lives" continued into a successful second week at the Kent. "San Francisco," an MGM French-language dubbed film, did remarkable business at the Orpheum. "Nocturne" and its companion film, "My Dog Shep," were held a second week at the Princess. Reissues of "Arizona" and "Texas" drew good audiences to the Imperial.

Capitol—**My Favorite Brunette** (Para), 2nd wk.....Did well
Imperial—**Arizona** (SR); **Texas** (SR).....Very good
Kent—**The Best Years of Our Lives** (RKO), 2nd wk.....Good
Loew's—**The Razor's Edge** (20th-Fox).....Popular
Orpheum—**San Francisco** (MGM), French dubbed.....Very good
Palace—**The Perfect Marriage** (Para).....Not drawing
Princess—**Nocturne** (RKO), held over; **My Dog Shep** (SG).....Good

Balmy Weather Hits Vancouver Daytime Trade; 'Years' Opens

VANCOUVER—Balmy weather has furnished some competition to theatre business. Night business has held steady, but daytime grosses have slumped. "The Best Years of Our Lives" opened on a roadshow basis at Odeon Hastings, not doing the business expected of the Academy winner, but it was expected to build by word-of-mouth advertising.

Capitol—**My Favorite Brunette** (Para), 2nd wk.....Moderate
Dominion—**Till the Clouds Roll By** (MGM), moveover, 2nd wk.....Fair
Hastings and Vogue—**Temptation** (U-I).....Below average
Orpheum—**Gallant Bess** (MGM).....Fair
Plaza—**The Years Between** (E-L); **Susie Steps Out** (U-I).....Moderate
Strand—**San Quentin** (RKO); **Beat the Band** (RKO).....Good

Calgary Business Responds To the Springlike Weather

CALGARY—With springlike weather and school holidays the theatres all did a thriving business. Good attractions had been booked for the first runs, adding to the drawing power, and bringing in top returns. "Sinbad the Sailor" raised the stature here of Doug Fairbanks jr., who will certainly bring big business in any similar picture. His leaping agility, reminiscent of his father, caught the fancy of the young generation. At the Grand "The Dark Mirror" did so well it was held over for an extra three days.

Capitol—**Till the Clouds Roll By** (MGM).....Very good
Grand—**The Dark Mirror** (U-I), split with **Blondie's Big Moment** (Col) and **George in Civvy Street** (E-L).....Good
Palace—**Sinbad the Sailor** (RKO).....Excellent

VANCOUVER

Jack Wood of North American Productions, and a group of skiers, including University of British Columbia instructors and a UBC ski team, will spend most of the month of May in the snow-capped peaks of Garibaldi park to make 16mm instructional and entertaining films for release by NAP.

John Rushton, 78, oldtime exhibitor who once owned the Royal Theatre in New Westminster, died in the Columbian hospital there. He was well-known in musical circles as bandmaster and conductor of the Royal City orchestra.

British stars are now moneymakers and able to carry their own weight in British Columbia theatres. Top money-making British stars, a check shows, are James Mason, Peggy Cummings, Margaret Lockwood, Deborah Kerr, George Formby and Stewart Granger . . . The Grant family is really sold on the show business. Jim is doorman at the Paradise and his wife is in charge of the candy counter at the Plaza, both Odeon spots.

Ross Beesley, ASN cameraman, returned from a swing around the prairies as far as Brandon, and reports winter still holds sway on the wide open spaces. Beesley visited Calgary, Regina and Saskatoon. While in Brandon he filmed ceremonies in conection with the crowning of Canada's Barley King by James Gardiner, federal agriculture minister, at the Winter fair there. The subject was used in all major newsreels. Beesley will speak at a board of trade meeting here soon on gathering of news photos for the world's screens.

Theatre men have another headache to contend with here—morons who molest girls who sit beside them in downtown theatres. Two were caught recently and turned over to police. One was given a six-month and the other a one-year jail term. Showmen here contend these menaces should be put out of circulation for good . . . The answer to a cameraman's dream was a recent assignment at North American studios—the filming of a bevy of beauties modeling the latest Rose Marie Reid swim suit creations. The film will be shown in the U.S. Shirl Wilson was the lucky cameraman.

Joe Altamore, Natal theatre operator, has completed alterations to the old roadshow house at Fernie, B. C. It will be called the Roxy and seat 450.

A decision is expected shortly from the arbitration board sitting on the wage and working dispute between Famous Players and projectionists Local 348.

CALGARY

Robert Macleod, who has joined the Paramount staff here, started out on the road last week on his first venture as a film salesman. The newcomer to the business was accompanied by Manager William O. Kelly, a veteran in this territory.

Work has started on the new addition to the Film Exchange Bldg. being erected alongside the present structure. The addition will have a basement and one-story and will have the same depth as the Exchange Bldg. It is being erected by the owner of the present building, J. H. Hillier. The new office will be occupied by PRC, which is managed by Vernon Dixon.

The MODERN THEATRE

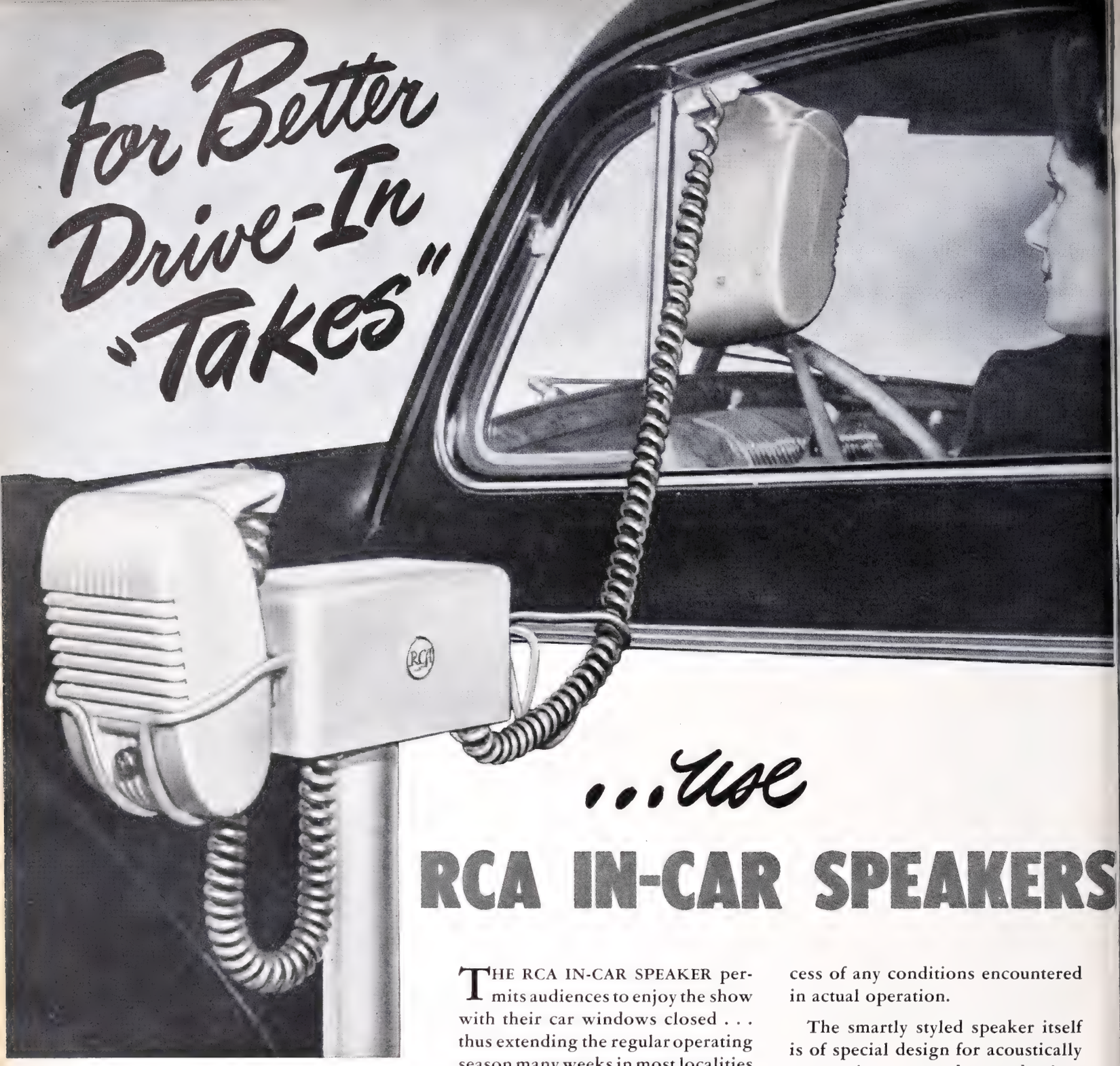
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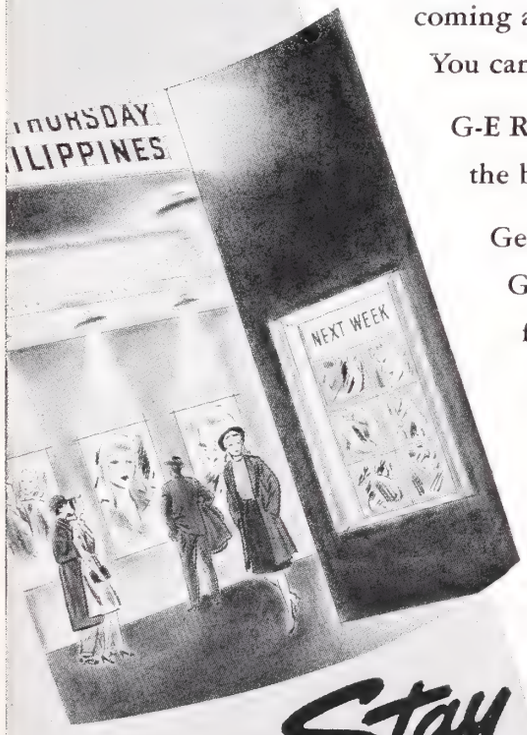
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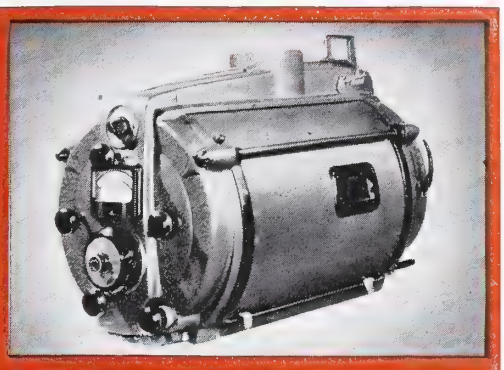
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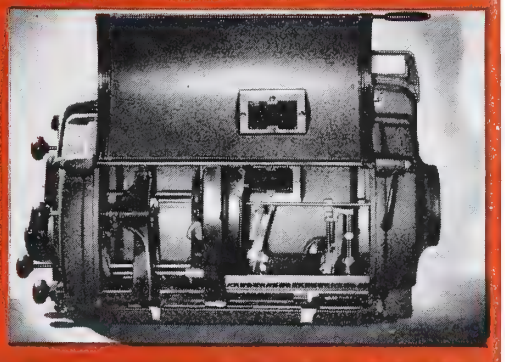
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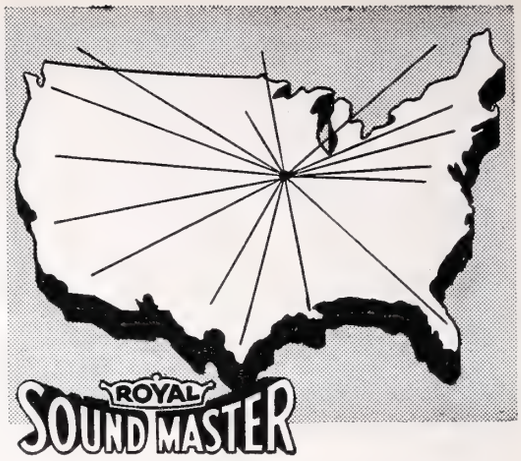
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The MODERN THEATRE

MECHANICAL MAINTENANCE SECTION of BOXOFFICE

Issue of APRIL 26, 1947 | J. HARRY TOLER, Managing Editor; JOHN H. TOLER, Associate Editor | **Vol. XIV — No. 5**

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Published 13 times yearly by Associated Publications every fourth Saturday as a section of BOXOFFICE and included in all Sectional Editions of the AP group.

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All editorial or general business correspondence relating to The MODERN THEATRE section should be addressed to Publisher's Representative Harrison Toler Company, 332 S. Michigan Ave., Chicago (4), Ill., or Eastern Representative: A. J. Stocker, 9 Rockefeller Plaza, New York (20), N. Y.

Can Rural Communities Afford Modern Theatres?

A well-meaning subscriber writes us to inquire why we don't publish more drawings of small-town theatres that can be built and equipped for from $40,000 to $60,000, stating that a figure beyond that is entirely out of reach of the average small-town exhibitor.

We don't prepare and publish stock plans and specifications for theatres, because that is the function of experienced theatre architects who make it their business to secure maximum value for money invested by their clients.

Besides, in our opinion, based on years of observation and experience that a modern theatre must be designed to fit its community, any suggestive plans we might publish would serve no good purpose and could be grossly misleading to inexperienced builders who might attempt to follow or adapt them.

Furthermore, we have often published and will continue to present pictures and particulars of prospected and completed theatre projects in small towns.* Cost figures usually accompany such descriptions, and in most cases, they are outstanding examples of modern theatre building and outfitting that are paying handsome returns on their investment.

In behalf of the small-town devotees of modern motion picture entertainment, as well as those ruralites who might become better motion picture fans if they were given the urge, we beg to differ with the opinions of those who claim that the average small town will support only the cheaply constructed theatre. We have records to show the contrary.

A small theatre building might be erected even at today's high cost for as little as $40,000, or even less. But a bare building does not make a modern theatre. To properly furnish and equip the house for public service now demanded with motion picture presentation, even in rural areas, would run the minimum cost to a much higher total figure than our friend suggests.

Trouble is, too many small-town exhibitors are afraid, or timidly unwilling, to provide what the rural motion picture patron goes for just as readily as his city neighbor. That thing is House Appeal.

Hundreds of small-town exhibitors are still struggling along with drab "store shows" and "shooting galleries," merely because **they** think their communities won't support something better. Ruralites are no longer yokels. The radio, and even the motion pictures we have shown them, have wised them up and sold them the better ways of life. Small wonder many of them travel miles to patronize the nearest modern theatre—which could be yours.

Toler

*A worthy example in point is presented in the "JUST OFF THE BOARDS" department of this issue, on page 24.

Your Attention, Please!... TO

OUR TEEN-AGE CONSTITUENCY

by **HELEN KENT**



THERE IS A TREMENDOUS goodwill opportunity facing all theatre operators at this time. It's an opportunity which will take a bit of investment—both time and money—but the result will so far outweigh the investment that it's actually surprising that more operators haven't heeded the call already. Some have. We have a neat example to be taken up anon.

The golden opportunity for our industry is YOUTH. We have all heard too much about juvenile delinquency; that perplexing problem which seems to equal the atomic bomb in implications for the future. Indeed, many have had first-hand experience with rampant youth's disregard for property values. And as a matter of fact, our industry has also had some of the blame for fostering wild ideas and disregard of the amenities through some of the movie fare served forth to impressionable youth.

At any rate, the opportunity exists for theatre operators actually to do something constructive in nurturing youth and leading a large portion of it away from recklessness, impudence and that devil-may-care attitude which so many of the younger set have adopted because they are convinced that nobody cares about their future anyhow. Fortunately, only a tiny minority of youth is in the delinquent class at present, and the huge majority is simply clamoring for more attention on the part of adults to their peculiar problems of growing up.

YOUR EXPERIENCE QUALIFIES

Because of your experience as operators of theatres, it appears that it would be a natural for you to initiate programs to provide more for youth's needs in your communities. It cannot be overlooked that theatres derive a major portion of their profits from this very teen-age class of patrons. Since motion pictures are admittedly the most popular pastime of youth, and since as providers of this entertainment you already hold such sway with the young set, the opportunity to do even more for them falls right in your lap.

The entire industry can well afford to do more for the teen-agers. In connection with the wholesome amusement places already in existence—your theatres—encourage the teen-agers by providing something further to occupy their impressionable minds during leisure time. Their wants are exceedingly simple. Primarily, the young crowd appreciates a refined gathering place where they sip their cokes and linger awhile to dance to a juke box. A few recreation games, such as ping-pong, are further lures to this easily-satisfied constituency.

Throughout the country, community leaders and businessmen are beginning to take the youth problem seriously. Youth Centers are springing up with rapidity. In most cases, they have been highly successful. But with the public experience engendered by theatre operation, we would boast that they could be even more successful and popular if sponsored by theatre men. Hence, it's time to get in on the ground floor in your community if something of the sort is not already in successful operation.

ACTUAL PROFIT ANGLE

In providing a social center for teen-agers, it must be realized that the investment is not only in good will for your theatre, because it is highly probable that the enterprise will be profitable monetarily as well. The theatre will draw more teen-agers, more regularly, and it will have made a tremendous bid for the patronage of their parents as well. The refreshment and juke-box business should practically liquidate the money expended within a short time anyhow.

The theatre which so appeals to youth will soon find itself a small version of the multiple-enterprise amusement center project. By starting small, the multiple-enterprise idea can be tested and proved a gold mine. Most existing theatres have some waste space which could be converted into a gathering place for teen-agers. But if space is at a premium, the theatre can sponsor and operate such an enterprise in another location. It will still reflect favorably upon the sponsor and be a credit to the community as well.

KIDS PROMOTE A CLUB

In many cases, you will find the young folks urgently requesting a community

Exterior of the Palace Teen Club in Fredericksburg, Texas, with a group of its proud supporters. This pioneer building was converted by the management of the Palace Theatre into a much-requested social gathering place restricted to teen-agers. Its goodwill effect upon the theatre has been marked.

A group of happy jitterbugs shows its approval of the "reet" canteen, which includes those most desired qualifications—a juke box, slick floor, cokes and other refreshments, and a minimum of adult supervision.





Just a few of the more than 230 regular dues-paying members of the club. Besides a perfect clubhouse, the Palace Teen Club also has many sensible rules and regulations to keep it operating on a satisfactory and proper basis.



gathering place. Such was the experience of Walter Knoche, manager of the Palace and Longhorn Theatres in Fredericksburg, Tex. The teen-agers in that town wanted a "social place" located conveniently in the center of the community where they could meet after school hours with a minimum of adult supervision. A place where they could have cokes, listen and dance to juke-box music and while away their time.

This order literally fell right into Walter Knoche's hands. His company had recently bought property on the main street of the town with the intention of building a new theatre. But with restrictions on construction, they couldn't do anything about that plan, so it was decided to let the kids have their way. An old building on the site was easily revamped into a satisfactory "Teen Club," and everybody was happy instanter.

The old building was among the first constructed on Fredericksburg's main street by the early pioneers. It has 18-inch thick native rock walls, which, with the sheet-rock insulation now installed in the ceiling, makes an ideally fireproof building for its new purpose. In the renovation, much of the pioneer architecture and interior treatment was preserved. A fresh new paint job both outside and inside did the rest.

The main hall of the "Palace Teen Club" —which honors the theatre with its name —is 55 by 25 feet, providing adequate dancing space. The brand-new juke box is the most important furnishing of this room, although it is also equipped with tables and chairs and sprightly new draperies. The floor of the entire building is of concrete, with a very slick finish for the dance floor. Beyond the main room of the club are a number of smaller rooms and rest rooms with all new equipment. One of the smaller rooms, which is 12 by 16 feet, contains a ping-pong table and a number of electric games are provided also. Another room of the same size is fitted up with an attractive refreshment bar, serving cokes, pop, ice cream and other youth's delights.

Rules and Regulations

That is the physical property of the Palace Teen Club. However, Exhibitor Knoche found that there was infinitely more to initiating such an enterprise than merely providing a nice gathering place for youth. There had to be certain policies and rules that would be acceptable to the young folks and the entire community as well. There had to be definite qualities in the project which would appeal to the young folks and keep them coming back.

The motivating idea was to operate the project as a real social club, with duly elected council composed of student council members at both Fredericksburg high schools. In this way, the management as well as the members are able to control the membership and eliminate rowdyism. The club dues are only 10 cents per month and admittance to the club is by card. Membership may be withdrawn from any offending club member. This feature serves to promote pride in the club and its property, which is further reflected in fostering pride in the community as a whole. Age limits for the Teen Club are from 10 years to high school graduation. Another important feature of the club organization idea is that the project is not subject to the Federal Cabaret Tax.

The management of the club employs a reputable young man who dispenses the refreshments and also supervises deportment on the premises. No intoxicants nor tobacco can be had or used in the club. Hence, no trouble of any kind has been encountered yet, nor is any expected. The management and club members as well maintain strict rules and regulations as to behavior and entertainment pastimes.

Public Approval Immediate

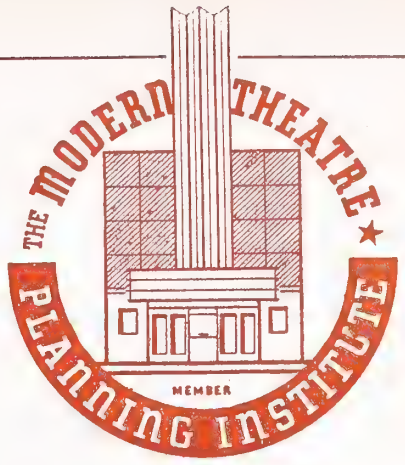
The popular canteen is open daily on week days from 3 to 9 p. m., on Fridays and Saturdays from 3 to 11 p. m. and on Sunday afternoons from 2 to 5 p. m. only. Parents have been urged to visit the club in the mornings or afternoons before 3 p. m., and they have given their whole-hearted approval to the entire project. Due to the increasingly favorable comment which has been expressed, Mr. Knoche is certain that whatever contribution his company has made has been more than repaid in good will to the theatres.

Within one month after the Palace Teen Club's opening on January 24th of this year, 230 teen-agers were members. Mr. Knoche claims that he is not yet able to predict the success of the enterprise, since like everything else it has to become a habit; but he feels that with the satisfaction already shown on the part of both the young folks and the public as well, it should be a going concern within six months.

As he stated in an "open letter" published in the Fredericksburg daily newspaper: "In view of our 17 years of theatre operation experience in handling young and old, we feel qualified in attempting to open and operate this club on a proper basis." It is to be hoped that many more theatre operators will feel so qualified, thus to do something constructive for the younger generation—our teen-age constituency.

Frontispiece

SPRING RENOVATION was applied early and extensively this year to the RKO Hillstreet Theatre in Los Angeles. A completely remodeled and modernized front and lobby was the fruitful result, as pictured and described in the accompanying article . . . Our cover picture is a bit unusual since it reverses the customary view of theatre lobbies and depicts what the patrons see upon leaving the theatre. The come-again urge is prevalent in this spacious, uncluttered lobby . . . Noteworthy is the beautifully displayed and illuminated poster panel at the rear of the boxoffice, inviting all outgoing patrons to visit RKO's Pantages Theatre when in Hollywood. . . . A complete description of the renovation of the RKO Hillstreet's front and lobby appears on Page 20 of this issue.



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Springtime Prescription FOR

DEPRESSED THEATRE PATRONAGE

by **ANSEL M. MOORE**

ABOVE USE OF THE WORD "depressed" in no way alludes to an economic depression. Indeed, we have no intent at this time, or ever, to encourage thoughts of a business recession by writing or talking about one; because the easiest and quickest way to bring about a "slump" is to talk (and think) ourselves into it.

We give the word headline importance merely to impress our readers with the natural, although not necessarily unavoidable, decline of theatre attendance at the season of the year when the passing of winter and the approach of springtime turns theatre patrons' thoughts to outdoor pastimes and pleasures. Winter-worn theatre patronage is ripe for resurgence with the appearance of the first red-breasted robin and grows more harsh and determined with the arrival of each new harbinger of spring.

The seasonal transition is inevitable. So we may as well make the best of it—and by that we don't mean to imply that we should take it on the chin and do nothing about it! Something—several somethings, in fact—can and should be done about it; and with a surprisingly stimulating effect on boxoffice receipts at this time of the year, as well as the more difficult months soon to follow.

What's the prescription? Diagnosing the situation in generalities, which of course is the best we can do without benefit of individual case histories and symptoms, we venture to opine that practically every theatre now in operation is more or less physically run down—winter-worn, so to speak—and sorely in need of a Spring Tonic. The dosage required must of necessity depend on measures of maintenance applied throughout the war years and especially during the past season.

But the age and physical condition of the place, new or old; good, bad or indifferent, is not the real cause of the "summer complaint" that will, as usual, attack many of our theatres during the season that will soon be with us, as we will now proceed to point out.

The real crux of the problem picture showmen encounter in leveling off the peaks and valleys of patronage throughout the year, is a matter of making the theatre *appear new* in the eyes of the patrons at the beginning of each season. Sounds prohibitive, doesn't it? But it isn't; and in practice it is quite as simple, comparatively, as a change of stage scenery, once the necessary props and settings are procured.

Spring Renovation is a traditional custom of good housekeeping, the main purpose of which is to dispel the on-creeping monotony of environment which finally becomes so familiar that it palls on the occupants of the family home. Cleanliness is important, of course; but the real objective of the astute housekeeper is to create a new atmosphere—one that is in keeping with the seasonal habits of family and friends.

A complete change of appearance could be given a theatre at the beginning of each new season and with most salutary effect on the regular and prospective patrons thereof. Thus four times a year, at the psychological period between seasons, the reconditioned theatre could exploit a grand opening—for the seasons of spring, summer, fall and winter.

This publication originally proposed and these columns have consistently fostered the idea that new theatres should be designed (and old ones remodeled) with structural and furnishing provision for economically effecting seasonal changes in appearance and atmosphere. Mother Nature endowed the little chameleon with the ability to change his color to suit his environment, as a matter of self protection; other animals, for the same reason, change their appearance with the seasons.

Why not emulate Dame Nature in *seasonally altering the physical aspects of our theatres and then exploiting their newness to the public?* That would seem to be a policy of wisdom in protecting boxoffice receipts against seasonal slumps by keeping public interest at the patronizing level.

Now to bring our prescription to the point of fulfillment, let's consider our present situation with respect to the forthcoming summer season. It's a bit too late now to discuss what might have been done a month or so ago to help our business through the transition from winter to spring; but we can now think about that summer slump and start doing things to forestall it.

First, we should carefully and critically inspect the entire house, with an idea of seeing what can be done to alter its appearance, both outside and inside, and then consider doing everything possible to create a "summery effect" in direct contrast to the wintry atmosphere that has prevailed throughout the over-long indoor season.

Renovation should not be allowed to end abruptly with mere housecleaning and airing. That's mighty important, of course. But if you want your Spring Renovation job to bear maximum fruit at the boxoffice this summer, here are some of the more obvious and exploitable things you can do:

1) *Repaint*: Change the color scheme outside and throughout the house. If your outdoor display effect is predominantly red, brown or just dull drab, change to green, blue, white—something different. Even though the present surface coat may still be in good condition, cover it up with new colors that create a summer atmosphere about and throughout the house. Divest your theatre of its winter overcoat and give it gayer and more colorful and comfortable sport clothes for the summer months.

2) *Redrape*: Lay aside those heavyweight draperies and valances and replace them with gayer, lighter weight and more summery fabrics and patterns. Change the screen close-in curtain, too. Match the summer draperies with smart slip-on seat covers in colors complimentary to the remainder of your summer decorative scheme. Seat covers not only protect your property; they add immensely to the needed change of atmosphere and give greater comfort to your patrons throughout the hot-weather months. But don't stop with the auditorium. Lobbies, foyers, restrooms and all points of public contact should be given the summer treatment.

3) *Relamp*: Remarkable transformations can many times be accomplished easily and most economically by merely changing light bulbs and/or fluorescent lamps. Decorating with light is a novel technique by which the entire room and its furnishings may be altered in appearance, and changed to conform to seasons. Even the outdoor display can be transformed merely by changing lamp colors. Flood and spot lamps, directing public attention to the theatre, can be used most effectively during the summer months, and for added color emphasis on program advertising, the new colored plastic marquee sign letters are excellent for summer sales promotion.

4) *Revamp*: Colorful rubber matting for the entrance; new or refinished poster and photo frames; colorful canvas snap-on runners for carpeted aisles and other areas; switching around of furniture or replacement of it with new pieces; new art objects and pictures; new directional signs; "black lighting" effects and other innovations; new convenience and comfort provisions for the accommodation of patrons —anything that changes the appearance of the house creates new public interest and more patronage, especially during the summer months.

In no other place of business do changes of physical appearance count for more than in our motion picture theatres. The more frequent the change, the better the return at the boxoffice. If you don't believe it; just try it once.

THIS THING CALLED COMFORT . . .

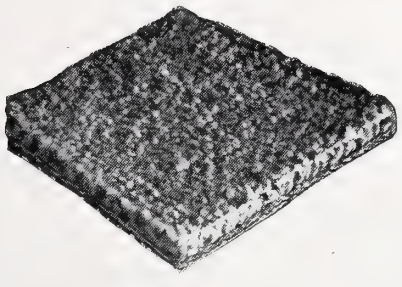
Will be psychoanalyzed and discussed boxofficewise by Ansel Moore in next (May 24th) issue, which is the "Theatre Seating" number for 1947.

Beauty takes the floor in the Fifth Avenue, New York, showrooms of Prince Matchabelli



Plan for beauty and utility

– a showroom carpet with spare parts



Bigelow Sonata

There's no doubt about it. Beauty will always remain in this showroom . . . with lush Sonata . . . a Bigelow carpet of Lokweave construction that was made to stay luxurious longer . . . to always be prepared for a quick comeback in spite of spills, burns or tears. Here's how:

This special Bigelow Sonata was made in smooth-fitting squares that are easily replaced . . . spare parts that mean real simplicity maintenance . . . without requiring complete replacement. It's a rich, thick carpet that always is and looks like *luxury* . . . always means economy. Ask Bigelow's Carpet Counsel to help you plan for beauty combined with utility, with rugs and carpets like this.

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Woven on Power Looms in U.S.A.

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New Safety Precaution FOR

THEATRE CEILING CONSTRUCTION

by **A. R. TRINKLE***

With theatre owners constantly on the watch for safer methods and materials of construction, attention now is being focused on many small but highly important items for new construction and modernization. A particular example is the wire used to fasten metal lathing to furring or hanger bars and carrier bars.

In theatres, as well as in other buildings, a common practice is to provide, by means of hanging ceilings, air spaces or chambers where water piping, air conditioning ducts, electrical wiring and similar accessories can be hidden.

The ceilings are hung from hanger bars, buried by the head, with a protruding end in the concrete floor overhead. Standard practice is to bolt carrier bars every five feet to these hangers. Furring bars are clipped at distances of one foot to the carrier bars. Expanded metal lathing, to which the plaster is applied, is then fastened at six-inch intervals to the furring bars with the tie-wire. The applied plaster, of course, is forced through the mesh of the lathing and locks itself tightly when it hardens.

The Safety Factor

The matter of these tie-wires, more than 10 years ago became the object of thorough study by engineers of New York City's Board of Education. At that time, it was the practice to use galvanized steel wire of No. 18 gauge for tie-wire purposes. Falling sections in two schools of relatively recent construction, caused a thorough examination to be made in schools of all five boroughs in which this type of construction was used. Each inspection revealed corrosion of the steel tie-wire at the point where it came out of the plaster to loop around the furring bars. This corrosion was caused by the slow drying moisture of the plaster which condensed on the metal in the air-tight chamber.

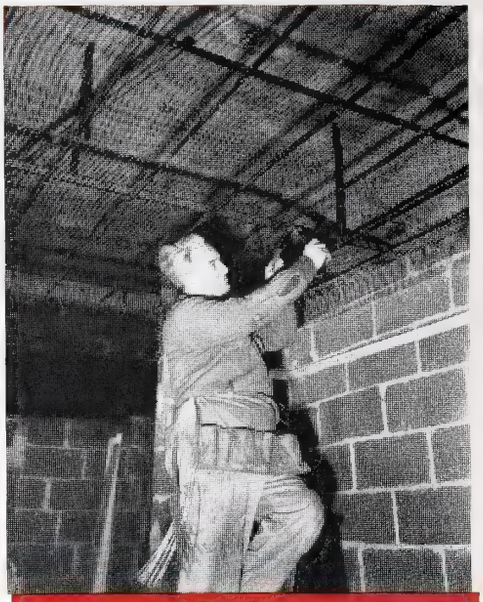
Where failure had occurred, the weight of the plaster—between 8 and 9 pounds a square foot—had caused the corroded wire to let go. Even where actual failure had not occurred, the inspection revealed corrosion in practically every case. Existing specifications were rewritten by the Board's architects and maintenance engineers to include dead soft-annealed Monel wire of the same gauge as a substitute for the steel. Since then, there have been no further failures.

Used on Corn Poppers

Monel, a high nickel-copper alloy, is familiar to many theatre operators. It is a solid metal with no coating to crack or peel off. Because of its silvery color and the ease with which it is cleaned and kept clean, it is used for trim on various vending machines, such as popcorn dispensers. In the latter application, its use is dictated not only by its appearance but also because of its resistance to the highly corrosive action of salt.

While the cost of the Monel tie-wire is somewhat higher than that of the steel wire, this additional charge represents only a small fraction of the total cost of the ceiling and is easily absorbed. This is true even where appropriations for materials are cut as closely as they are today in the erection of all types of structures. Where the steel wires fail, of course, the slight saving made by their original use is more than wiped out by repair costs, without considering losses through damage proceedings.

*of the International Nickel Company, Inc.

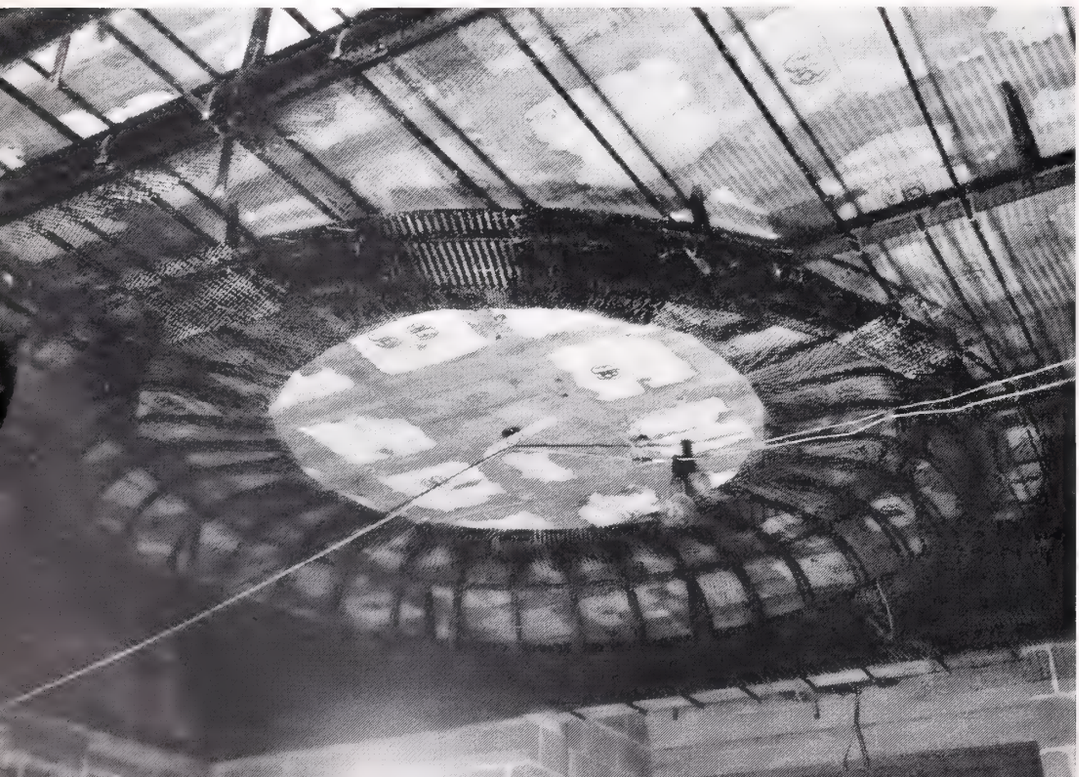


Metal lathing is tied to the furring bars by means of 18 gauge Monel wire. Tie-wire, placed at 6-inch intervals, is the only support for the lathing and plaster after the ceiling is completed. Steel wire corroded at the points where it left the plaster above the lathing to pass over the furring bars.

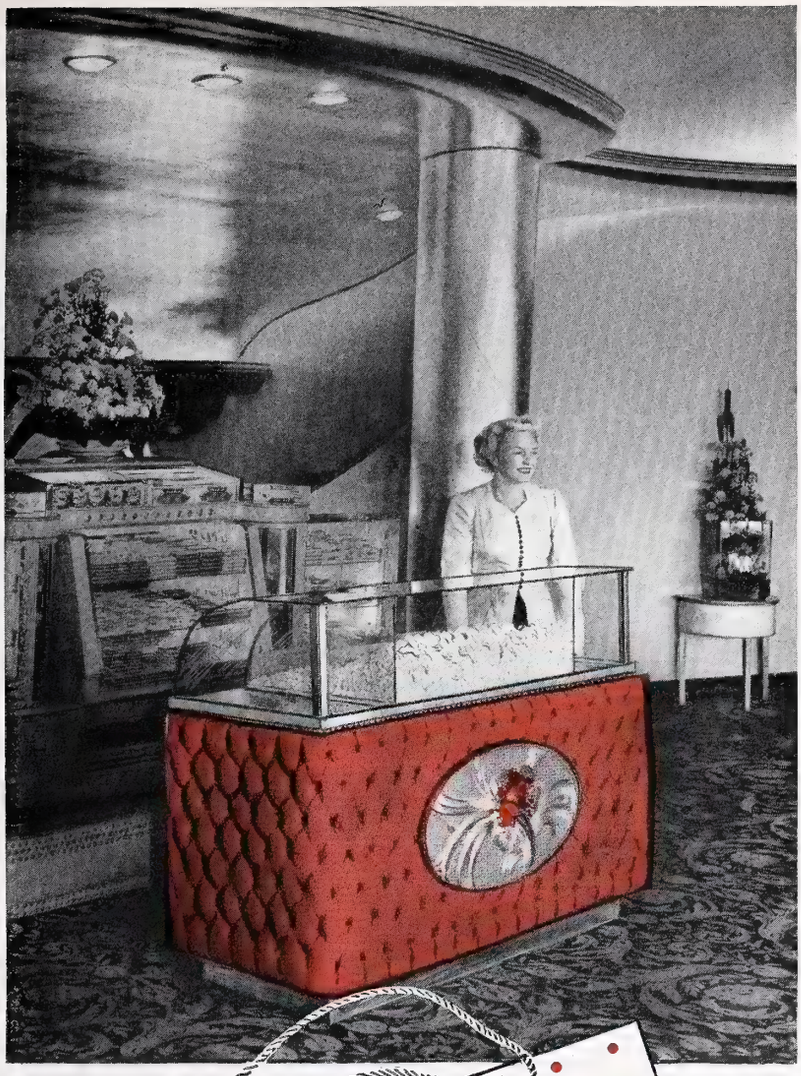
Pliable, But Tough

Monel tie-wire is pliable and easily threaded. It can be twisted and tightened on the job to a snug fit without breakage during installation. Tensile strength is approximately 66,500 pounds per square inch; and the wire can tolerate an elongation of 39 per cent with a 62 per cent reduction in area. The fatigue limit of Monel—an indication of endurance under bending or distortion—averages 35,000 pounds per square inch as compared with approximately 24,000 for iron. Monel tie-wire is uncoated and will not chip or peel when bent. It is a tough metal and Monel tie-wire is therefore highly resistant to damage from sudden shock or sheer failure.

Weight of any type of tie-wire is comparatively insignificant in building construction. Monel tie-wire of .0475 of an inch diameter commonly used in building weighs .0068 pounds per foot, or approximately one pound for 145 feet. In ordinary practice, this would mean from 12 to 15 pounds of tie-wire per 100 square yards of hung ceiling construction.



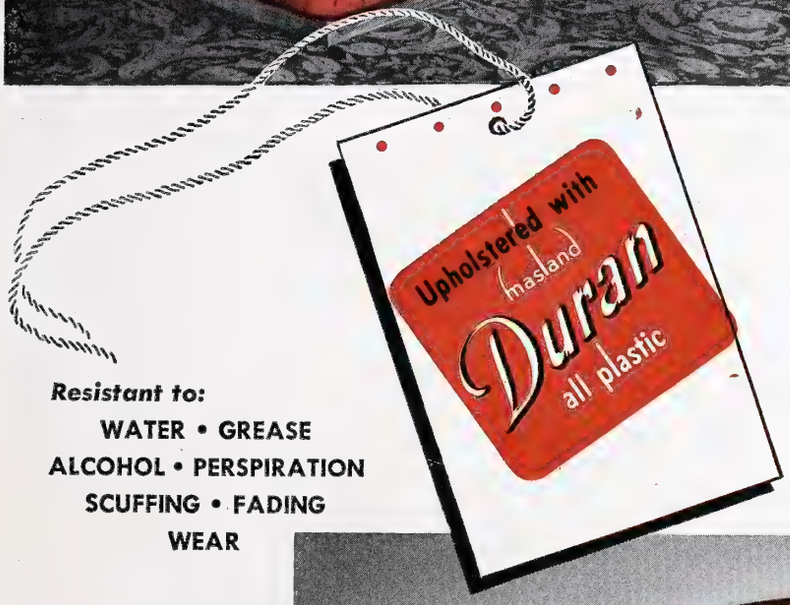
In typical hanging ceiling construction, carrier bars are bolted to the hangers protruding from the concrete floor above. Furring bars, to which the metal lathing is tied, are clipped to the carrier bars.



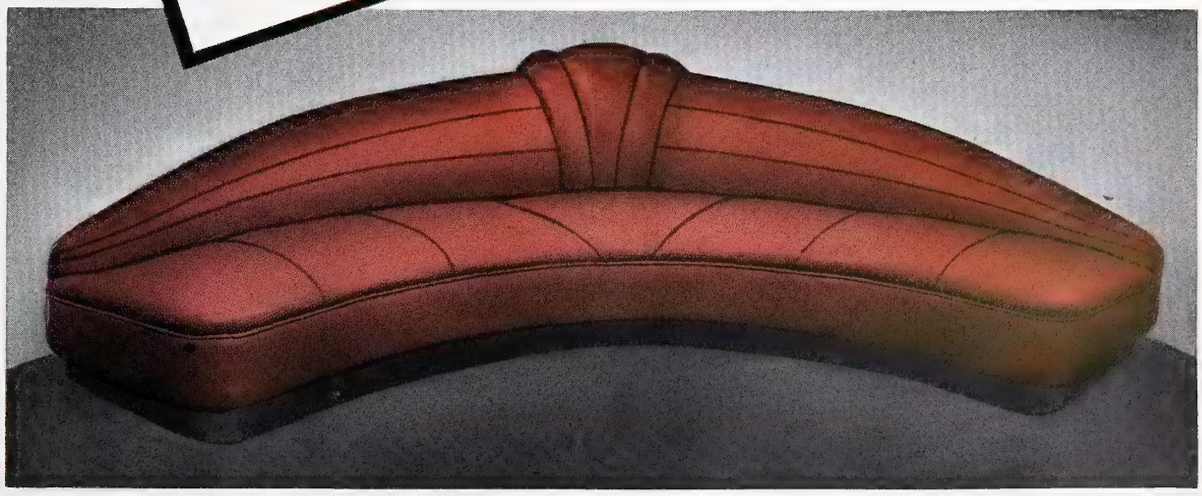
Duran
ALL PLASTIC

. . . a feature attraction for every theater

House appeal begins in your lobby — and with Duran, the new wear-resistant, all-plastic upholstery covering, it is the kind of appeal that helps build steady box office business. Duran is all-plastic, not a fabric, consequently will not chip or peel. On lobby showcases, couches and seats, its lovely harmonizing colors provide an instant impression of good taste and inviting comfort — an attraction you can feature throughout your theater on auditorium seating, doors, ceilings and stage paneling. Whether you plan new installation, re-upholstering or re-decorating, specify Duran.



Resistant to:
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Photographs of Loyola Theater, Los Angeles, Cal., by courtesy of Theater Upholstering Co., Los Angeles, Cal.

masland

THE MASLAND DURALEATHER COMPANY, 3234-90 AMBER ST., PHILADELPHIA 34, PA.

The New Josephine: EXAMPLE OF THRIFT IN THEATRE BUILDING

★ ★ ★

THRIFT IS A GOOD WORD that is too often misused to express miserliness or cheapness in trade relations, when as a matter of fact, its true meaning is exactly the reverse of any such construction. By consulting Mr. Webster one will find that the real definition of the word "thrift" runs something like this: Economical management in regard to property; economy; frugality; the ability to discern sharply between a mere bargain and a bona fide offer of better value.

Thrift, in its true meaning, is something every theatre owner or prospective theatre builder must practice faithfully in these days of high costs and the ever-narrowing profit gap between outgo and the potential income of theatre operation.

There is no economy in doing something cheaply that needs to be done well. The thrifty exhibitor is the one who plans to make every dollar spent produce a maximum return at the box-office. Therefore, his quest is always for more quality and he usually finds it, and at the right price.

The new Josephine Theatre recently completed and opened in San Antonio, Texas, is a case in point. Erected during the peak period of high-cost construction and belabored by material and labor scarcities, this new 854-seat suburban theatre may be considered a fine example of thrift in theatre construction. In proof of which we present the accompanying illustrations and description of the project.

But first, let's introduce the proud proprietors of the new Josephine and their chief aides-de-camp in producing this modern little theatre at a cost of approximately $175.00 per seat, completed equipped.

The owners, who have dreamed of their new theatre for several years are Gene Muller and Bob Dennis, two of San Antone's oldest practicing projectionists, both of whom have been running picture machines in this area for over 25 years.

Mr. Muller officiated at the opening of the then new Majestic Theatre in San Antonio over 20 years ago and has been on the job there up to the opening date of his new theatre, the Josephine, February 19, 1947. Mr. Dennis spent two decades as projectionist of the Texan Theatre and resigned but recently to join his partner in the new business venture. Both are well-known and liked in San Antone theatre circles and this, coupled with their joint experience in theatre operation and an excellent plant to work with, undoubtedly explains why the Josephine has enjoyed exceptionally fine business since it opened in February.

Architects Noonen & Noonen of San Antonio, were the designers of the Josephine and the designing well expresses the idea of thrifty and practical theatre planning. All equipment for the new theatre was supplied, installed and serviced by Modern Theatre Equipment Company of Dallas, Texas, under the direct supervision of the veteran theatre supply man, Henry Sorenson.

The Josephine is located at 300 West Josephine Street, San Antonio, on a lot 190x150 feet, and was designed to serve the neighborhood section within a drawing radius comprising some 40,000 population. The cost of the building was approximately $110,000 and $39,000 was invested in equipment and furnishings.

Of steel and concrete construction in modern monolithic design, the Josephine's facade is simple but imposing with a high-standing vertical main sign and ample space on the marquee for advertising the attractions on three-line attraction boards with 10-inch red plastic letters. The name-sign is illuminated with neon. The box-office is positioned at the side for space-saving and traffic convenience and the cement sidewalk in front is cleverly marked with directional stripes. Poster and photo frames are strategically positioned.



There is a certain "personality" about the front of the new Josephine Theatre that sets it apart from the average neighborhood theatre facade. It is simple; but highly imposing to the passerby.

The foyer is ample and tastefully furnished. Modern concession vending equipment including the popcorn machine and candy case is so arranged that it does not encroach on the traffic, but is still easily accessible to the patrons. Indirect neon lighting is coved in the foyer ceiling.

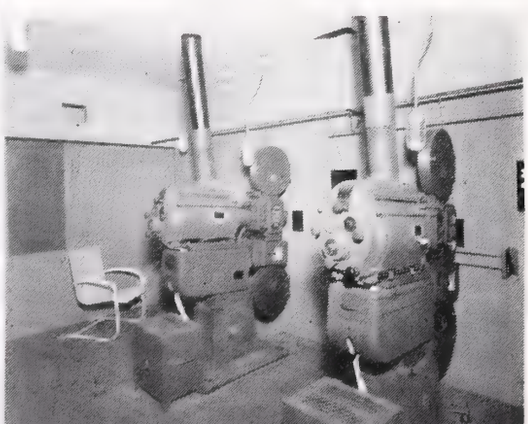
The Josephine provides other customer conveniences such as a ladies' powder room, a "cry room" for mothers with small children, a smoking lounge and two business offices on the second floor.

The auditorium is purposefully plain in decorative effect and furnishings. Stainless steel panels or picture frames on the wall have sand-blasted mirrors highlighted by indirect neon. Each of these panels carries a symbolic design, such as the "Cat and the Fiddle" with the cow

(Continued on page 43)







At Left—The foyer of the new Josephine Theatre at San Antonio, Texas, and below—the auditorium and projection room, in which the architects and outfitters of the project have expressed the practical ideas of the owners in getting full value for their investment. (All photos courtesy Modern Theatre Equipment Co., Dallas, Tex.)

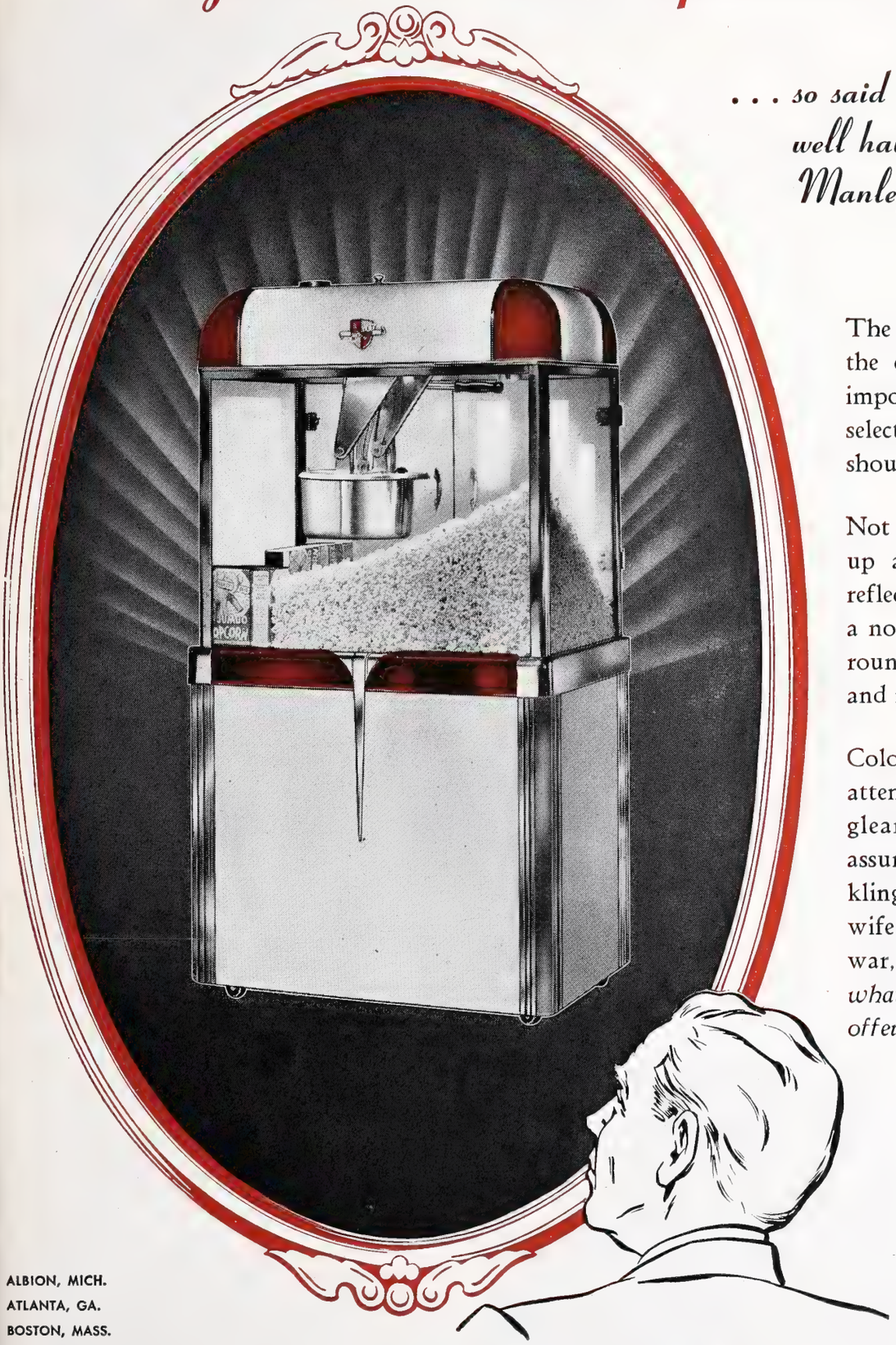
IDENTIFICATION

THE JOSEPHINE THEATRE, San Antonio, Tex.

AIR CONDITIONING: Chrysler Airtemp.
ARCHITECTS: Noonen & Noonen.
CARPETS: Thomas L. Leedom Company.
EQUIPMENT CONTRACTOR: Modern Theatre Equipment Company.
OWNERS: Eugene Muller and Robert Dennis.
PROJECTION & SOUND: Motiograph Model AA projectors with Mirrophonic sound and Altec-Lansing "Voice of the Theatre" speakers; Strong lamps and rectifiers; GoldE rewind and Neumade film cabinets and rewind tables.
SEATING: Irwin Seating Company.
SIGN LETTERS: Wagner Sign Service Co., Inc.

Additional details on the project may be secured upon request to the Modern Theatre Information Bureau.

"There is a kind of Beauty which not only pleases the eye but, as well, captivates the senses!"



. . . so said Cervantes and he might well have been speaking of the Manley Popcorn Machine!

The utility value, the functional design, the efficiency of operations — all are important. But there is one factor in the selection of a popcorn machine that *never* should be overlooked — its *eye appeal.*

Not only does the Manley machine dress up a lobby, but its appearance truly reflects the quality of its product, adding a note of beauty and prestige to its surroundings. Beauty *sells,* attracting people and making popcorn more appetizing.

Colorful illuminated catalin to attract the attention of potential customers . . . gleaming chromium and plate glass, assurance of cleanliness — like the sparkling kitchen of a conscientious housewife . . . modernly streamlined for post-war, up-to-the-minute performance — *what machine, other than Manley—can offer you this?*

ALBION, MICH.
ATLANTA, GA.
BOSTON, MASS.
CAMDEN, N.Y.
CHARLOTTE, N.C.
CHICAGO, ILL.
CLEVELAND, OHIO
DALLAS, TEXAS
DENVER, COLO.
DES MOINES, IOWA
DETROIT, MICH.
INDIANAPOLIS, IND.
LOS ANGELES, CALIF.
MEMPHIS, TENN.

MINNEAPOLIS, MINN.
NEW ORLEANS, LA.
NEW YORK CITY, N.Y.
OKLAHOMA CITY, OKLA.
OMAHA, NEBR.
ROANOKE, VA.
ST. LOUIS, MO.
SAN DIEGO, CALIF.
SAN FRANCISCO, CALIF.
SEATTLE, WASH.
TORONTO, CANADA
VANCOUVER, B.C.
WASHINGTON, D.C.
WINNSBORO, TEXAS

Manley, inc.

(Formerly The Burch Mfg. Co.)

KANSAS CITY 8, MO.

Structural Renovation RE-DATES

STILL ANOTHER RKO THEATRE

★ ★ ★

IT HAS BEEN INTERESTING to follow the postwar theatre modernization program undertaken by RKO theatres throughout the country. This program has been carried out steadily since the war ended, proving that smart renovation is possible, and the great improvement shown by the theatres treated thus far puts them in a class with whatever the future may bring in new construction.

Wisely, the program adopted by RKO treats those most important parts of the theatre from the public interest standpoint first—the fronts, lobbies and foyers. Later treatment, when structural modernization is not so difficult to accomplish, will bring the houses completely up to date.

Latest of the RKO group to be enhanced by structural renovation is the Hillstreet Theatre in Los Angeles. In this house, the primary aims in redesigning of the front entrance and lobby were, first, to eliminate the dated Gothic architecture in the lobby, and second, to open up the lobby and bring the entrance into the street as a stunning attraction point of the front.

LOBBY BROUGHT TO FORE

The first object—eliminating the old-time decor—was accomplished by the intricate design of a lowered dome ceiling. The dome contains indirect illumination in a spiral cove running from the outer edge of the circular ceiling and continuing at the center down a structural column. The column, which could not be eliminated because of its need for support, thus was made an integral part of the design. The column was further functionalized by its use as an anchor for the unusual new box-office.



The spacious boxoffice anchored to an essential center column shows apt modern design. Traffic lanes in colorful terrazzo flooring is another smart installation. Entrance doors into the recently modernized foyer bring the theatre interior to the fore also.

The second objective of the renovation project was accomplished by demolishing two side boxoffices and stripping the column at the entranceway down to a minimum. The result obtained is a spread of 60 feet with clear opening from street to lobby, whereas there was a width of only 45 feet before modernization. The ceiling was kept at the same level as the marquee, to carry out the appearance of bringing the lobby into the street. The entrance pilasters, slanted to lead into the house, are streamlined and each contains two standard display frames in simple but effective stainless steel, indirectly illuminated.

Another eye-stopping feature of this lobby and front is the non-slip terrazzo floor designed in a pattern indicating traffic lanes from sidewalk to entrance doors. This colorful floor treatment is both unusual from the design standpoint and functional as well. Wall surfaces of the lobby are of polished terrazzo also, forming a subtly modern background for a huge display case on one side and an enormous matching mirrored panel opposite.

Lighting in the lobby aside from the indirectly suffused illumination from the spiral ceiling cove is provided by flood lights recessed into the ceiling bordering the dome. The studded floodlights give just sufficient source of light to augment the interesting all-over pattern of illumination in this part of the house.



View from the street into the newly modernized lobby of the RKO Hillstreet Theatre in Los Angeles shows the main redecorating and structural changes accomplished. Domed ceiling with spiral indirect lighting cove replaced former Gothic decor.

DISPLAY ELEMENTS FOREMOST

Maximum efficiency and punch for advertising display that are in keeping with good taste are a rule of this front and lobby. The design of the RKO Hillstreet renovation is up-to-date and exclusive. Materials used will require a minimum of maintenance and housekeeping and will retain their original finish for a long time to come.

There are a great many unusual and somewhat special features incorporated in the modernization which are not often encountered in theatre renovation projects. And it is the unique features which will enable this house to keep pace with whatever the near future may bring in modern effects.

The attractive boxoffice is indicative of the efficient and functional use to which modern design was put in this case. The boxoffice, as aforestated, is anchored to

the center column, and this location is ideal from the standpoint of both design and efficient operation. It is particularly attractive and inviting in appearance and is spacious enough to accommodate two cashiers and the manager when checking cashiers in and out, without interfering with the sale of tickets. Yet, there is no bulky appearance to this boxoffice.

For working efficiency, it contains a built-in drop safe and has shelves and deal plates of terrazzo. The large glass area affords maximum visibility. A floating top plate over the boxoffice is of a graceful two-inch thickness, and the rest of the plate is disguised with flexible mirrored glass. Auxiliary floor lights are located in the overhanging plate. And all the usual modern features are incorporated in the ticket office, such as ample toe space, slanting wainscot and clean-cut appearance.



Large wall frames which are exceptionally deep permit three-dimensional advertising displays in the lobby which is part of the front attraction. The opposite wall contains a matching mirror to reflect the intriguing displays.

Eye-Leading Lines

Entrance pilasters are prime display elements, setting an example of refined elegance with modestly beautiful poster display frames in simple stainless steel. As a most important part of the front attraction, these slanted pilasters lead the eye directly into the theatre interior. The attractive flooring with distinct traffic lanes is also responsible in large measure for leading the passersby into the house.

Within the lobby, large wall frames are exceptionally deep to permit three-dimensional poster displays of unusual beauty and effectiveness. In this installation, all trim was dispensed with, leaving terrazzo returns into the display. This arrangement thus focuses attention on the display proper. Opposite the large wall fame, which is 20 feet long by 6 feet high, is an immense wall mirror of equal size which reflects the display in the frame. The display frame is equipped with sectional sliding plate glass doors for easy servicing, and this treatment further eliminates disturbing division lines in the all-over display.

Entrance doors at the rear of the lobby simulate a glass screen and permit maximum vision into the inner lobby. The doors are of heavy polished plate glass set in narrow non-ferrous frames. This type of door screen is known as the Wanhein screen and it is highly effective in an installation of this type where an inviting foyer is thus put on display at the front of the house.

Recently Renovated Foyer

The inner lobby of the RKO Hillstreet was recently modernized and it, too, contains many interesting features. Its new ceiling contains a series of coves and domes cleverly designed to meet all requirements and unusual conditions. One side wall contains a candy counter in design reminiscent of a huge candy box with bold modern Baroque outlines, mirrored glass and a catchy display of merchandise. The popcorn machine is built in inconspicuously as part of the design.

The opposite wall of the foyer is composed of mirrors, which reflect the decorative beauty of the refreshment bar. Also built into the mirrored wall are all-glass jeweled cases for three-dimensional displays. An old dated wrought-iron railing in the foyer was replaced with a cast aluminum rail of modern design. The finished modernization project is the result of the combined efforts of the Operating and Construction Departments of RKO Theatres and the Heinsbergen Decorating Company of Los Angeles.

Plaque Presentation



The editor's formal presentation of The Modern Theatre's "Pioneer Award" to Balaban & Katz for their contribution to the comfort and health of theatre patrons during the past thirty years, will be made on April 29th. Mr. Barney Balaban pioneered the development of the present high degree of year-round air conditioning efficiency for motion picture theatres 'way back in 1917. Chicago city officials and public health authorities will participate in the televised ceremonies attending the award.

Many an old theatre has fine remodeling possibilities, if placed in the hands of a competent architect.

Avoid the danger of over-seating in your community by doing now what you may be forced to do later on—modernize.

SPRING RENOVATION!



Drawing by J. Radsky, Milwaukee, Wis.

"Yeah, Boss! But ya told me to patch up all tha holes I could find, dintcha?"

DECORATING

THE ARTISTIC SIDE OF ARCHITECTURE AS APPLIED TO THEATRE DECORATION

Don't Wait!... A Timely Discussion of Jobs That Need Doing

by **HANNS R. TEICHERT***



SPRING HOUSECLEANING! The very phrase is enough to send women off to the movies to forget the ordeal and to make men remember a very important date about a hundred miles away. Human nature being what it is, it is natural for this need to be put off until it truly becomes a problem of formidable proportions.

In this article we hope to offer a constructive approach to the subject, so as to make the whole business so much less complicated that it will be tackled at once. It is this matter of facing the problem that is the real difficulty, and once that is done and a start made, the worst is over.

DELAY IS DANGEROUS

So our first suggestion is: DON'T WAIT! Don't permit yourself to say that you'll just let things go until you can start from the beginning and renovate the theatre from the inside out some one of these days. For "some one of these days" in most cases is doomsday indeed! Just take the attitude that one of Chicago's biggest department stores has built much of its success upon: That it is never finished; but always in the process of improving and growing. Using this "little-by-little" technique, and without violent upheavals, it is possible for you to keep your theatre smoothly flowing forward with the times.

How to make a start? Consult your architect or theatre decorator specialist and together draw up a plan of procedure. Decide what needs are to be met and in what order. This business of having a coordinated plan, rather than just taking things hit or miss, ends in a very definite economy inasmuch as operations taken in the wrong order can cause previous work to have to be redone in part.

A forward-looking plan having been established, the first thing is to take care of the worst offending feature of the interior, so that the maximum improvement in effect is secured. Say, for example, that your interior has dark and dated woodwork that acts as a drawback to the rest of the features. Bleaching or painting this to blend with the decor would obviously be a step of permanent and decisive improvement to your property. It would further have the effect of making all the rest of your furnishings appear in a new and advantageous light. We have known theatres to present their patrons with amazingly improved settings by means of this one change alone.

SPOT TREATMENT

But perhaps that isn't your problem. Maybe the colors and furnishings of your interior are modern and in perfect contemporary taste, but there may be focal points of soil, discoloration, or handling marks such as blackened areas over heat vents or radiators, peeling of paint over portions of damaged walls or ceilings, or dirty or worn spots on doors or wainscoting. These eye-catchers are most blatant in advertising the condition of your house. Here, again, don't permit yourself to wait until the whole surrounding area is affected; but take care of it at once with "spot handling." Should the area over a radiator or vent be beyond washing, it still may not be necessary to repaint the whole wall. Perhaps the design and color scheme of the room will permit the addition of further decoration here and a newly painted panel can be superimposed over the soiled portion in a manner that will blend with the rest of the room and still cover the defective portion. There have been instances where improvements of this sort have not only taken care of the immediate problem but have added surprisingly to the interest of the rest of the room.

But perhaps this, too, is not your problem and that spring housecleaning, in your instance, means a lobby or foyer carpeting badly winter-beaten and ground down in portions beyond cleaning, while the rest of it is in fair condition. Will you just let it deteriorate further until a complete and expensive recarpeting job is called for? Here is where a DON'T WAIT policy can mean a substantial savings and provide a great benefit to the appearance of your interior at the same time.

*Theatre Decorating Specialist; Decorative Consultant to The Modern Theatre Planning Institute.

CHECK YOUR CARPETS

Suppose that some of your wall areas are treated in modern motifs of flowing leaf or scroll forms. Then have your rug company cut out large scaled similar sections from the most spoiled portions of your carpeting, taking care that the design flows along in harmony with the proportions of the room and looks free and graceful. Then have them set in similar motifs of fresh carpeting in a contrasting color that is used elsewhere in the decorative scheme. For example, if the carpet you now have in your lobby is a small patterned design in sand, saddle brown and cinnabar red, the plain color inset in either of the latter two colors would be most effective and practical.

Naturally, if your decorative scheme does not use flowing leaf or scroll motifs, you will not introduce that motif into the carpet, but will use one that is already employed. Sweeping series of elliptical insets do well with most modern interiors, though your architect or theatre decorator specialist is your best guide here. The point is that this apparent obstacle to a fresh and smart interior needn't be just an unimaginative patch job; but with just a little thought can actually be turned into a visual asset as well as to give you double life for your carpet money.

But maybe your spring housecleaning problem is none of the above, but dull winter-weary draperies and fabrics that take the very life out of your interior. Here is a case where the quickest and most thorough cleaning is the best economy, for fabrics once soiled beyond renovation will never again have life or beauty, nor give the service they might have, had they been properly cared for. Here is a DON'T WAIT of prime importance. Get these perishable fabrics right off to be cleaned so that they have a renewed lease on life.

SLIP COVERS SUGGESTED

Or should it be found that upholstered pieces are beyond successful cleaning, have well-fitting slip covers made at once. We emphasize the importance of fit because a slip cover, well-tailored to the piece for which it is intended, slides about much less, receives less strain, and besides looking infinitely better, will outlast a badly tailored cover by a substantial margin. Another argument for the well done, colorful and attractive slip cover is that it suggests a whole new spring and summer decor and provides a freshness that benefits the whole interior.

But perhaps none of these suggestions are applicable to your theatre and that your interior is in generally good condi-

ADVISORY SERVICE

As Decorative Consultant to the MODERN THEATRE section, Hanns R. Teichert will be glad to correspond with any of our readers who may wish information and advice on decorating procedure. All such inquiries will be given proper attention. Address your inquiry to The MODERN THEATRE, 322 S. Michigan Avenue, Chicago, Ill. It will be immediately referred to Mr. Teichert for analysis and advice, without obligation.

tion, with perhaps just a little extra attention needed in the rooms receiving the hardest usage. These, of course, are usually the men's and ladies' lounges, which should be put in especially immaculate condition in spring and summer when freshness is everywhere apparent and expected. It cannot be emphasized too strongly how much theatre patrons resent neglect in these quarters. Women are especially particular about their accommodations. It may be true that these same women's rooms are sometimes misused by some of the patrons, with lipstick the main weapon of offensee; but allowing this condition to remain unremedied only alienates the rest of the women patrons who are the elite of the theatre's patronage. So give rooms of this nature a really critical looking over and be sure that they meet the highest standards of cleanliness and attractiveness this season.

Perhaps none of the above, but constructive attention to lighting, seating or some other phase of maintenance is your own practical problem. But handling them in the same DON'T WAIT way will help to keep them a minor instead of a major operation. Let this big new postwar era see you with a start on a postwar theatre in every sense of the word. DON'T WAIT until you're hopelessly left behind.

Plastic Upholstery A New Note in Decor

A recently introduced all-plastic upholstery material, which it is claimed will not chip or peel, suggests itself for a wide variety of uses in theatre decoration besides the usual application to theatre seating. It is available in a wealth of beautiful and vibrant colors and highly recommended for wearability on theatre chairs; but that's not all.

The new material already had been applied with striking effect on walls, ceilings, doors and other focal points in the theatre. It lends itself readily to tufting, scroll-work and the raised trapunto type upholstery. The material has the appearance of highly polished leather, thus putting it into the luxury class decoratively, although of course it does not approach the costliness of leather used to achieve similar effects.

Possibilities for use of pliable plastic materials in theatre decoration are almost unlimited. Inasmuch as this new product is said to be sag-proof, scuff resistant and easily maintained by washing, it would appear to answer many practical problems as well.

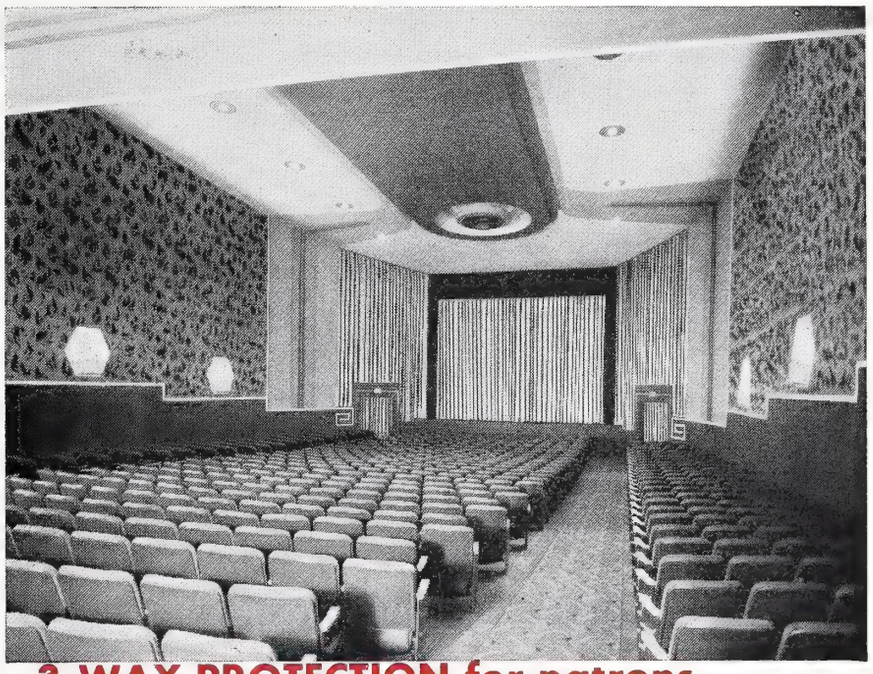
What can you add to your theatre to make it more convenient and comfortable for the patrons? There's a question that concerns every exhibitor who plans property improvement at this time.

Glass Is an Adept Renovating Material

Structural glass in its wide variety of forms—plate, mirrored, blocks, decorative and so forth—is one of the more adaptable materials for consideration when renovation or redecoration is contemplated. Handsome effects may be achieved through the use of glass for both exteriors and interiors of theatres, and undeniably, glass is one of the most up-to-date in appearance of any of the structural or decorative elements.

Colorful glass in the structural form is relatively simple to install over old surfaces, thus making it ideal for theatre front remodeling and interior wall refurbishing. Glass blocks also offer great versatility in providing decorative punch to both exterior and interior. Glass, in its wide variety of applications, certainly merits prime consideration in remodeling activity as well as new construction.





3-WAY PROTECTION for patrons with fabrics that *CANNOT BURN*

Too many tragedies have resulted from flameproofed organic fabrics that could, and did, burn. For the efficiency of flameproofing depends entirely upon the type of chemical used, and the length of time since the last treatment. Moreover, lethal gases are generated when such fabrics are exposed to flame, causing additional deaths from asphyxiation.

MADISON THEATRE in Covington, Ky.

Wall coverings of Fiberglas* fabric were chosen to assure maximum fire-safety. They dramatize the modern design of this new theatre —blue and rose ash Tropical Print, accented by Fiberglas* stage curtains of wide-striped lemon and silver. *Decorated by The F & Y Building Service Columbus, Ohio.*

Fiberglas* fabrics, woven entirely of finely spun, *inorganic glass* filaments, are as naturally fireproof as your drinking glass. They afford 3-way protection in case of fire:

1—*Permanent non-combustibility.* Never require flameproofing; immune to rot or decay; always operate at 100% efficiency.
2—*Minimize the hazard of suffocation from oxygen depletion* in the event of fire in enclosed places.
3—*Will not emit asphyxiating smoke and fumes* if exposed to flame. Cannot burn, smolder or propagate flame.

FIBERGLAS* Listed by Underwriters' Laboratories, Inc., as "Non-Combustible Fabric;" approved by the Bureau of Standards and Appeals, City of New York.

WRITE FOR SAMPLES AND INFORMATION

THORTEL
FIREPROOF FABRICS

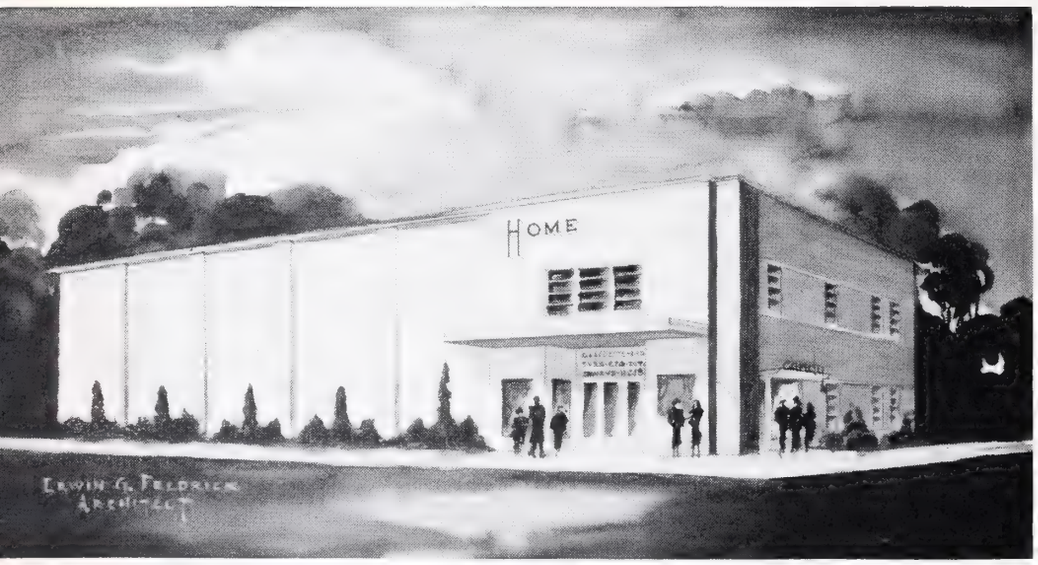
ARCHITECTS BUILDING, 101 PARK AVENUE, NEW YORK 17, N. Y. · LEXINGTON 2-0711

Sales representatives or recommended workrooms in: BOSTON, BUFFALO, CHICAGO, CINCINNATI, CLEVELAND, DENVER, DETROIT, LOS ANGELES, NEW ORLEANS, OAKLAND, PHILADELPHIA, PITTSBURGH, ST. LOUIS, TOLEDO

*T.M. Reg. U. S. Pat. Off. Owens-Corning Fiberglas Corp.

JUST OFF THE BOARDS

Architectural renderings in early-stage visualization of new theatre building projects soon to be erected or now under construction. The completed projects will be pictured and described in greater detail in forthcoming issues of The MODERN THEATRE section.



A SMARTLY MODERN SMALL-TOWN THEATRE

THE question, "Can Small Towns Afford Modern Theatres?" is now being answered affirmatively in many sections of the country by completed projects and architectural plans just recently off the boards.



E. G. FREDRICK
Architect

Typical is the above perspective from the boards of Architect Erwin G. Fredrick of Chicago for his client, Exhibitor K. H. Ball of Brownstown, Indiana, a town of slightly more than 2,000 population in the southern part of the state. The new Home Theatre, now well under construction will have a seating capacity of 448, which is expected to accommodate 6,000 patrons within its rural drawing radii.

Modern and extremely functional in design, the new house is being constructed of cement blocks, concrete, steel and wood on a downtown business lot 48x138 feet, with an adjacent parking space 100x150 feet. Estimated cost of the building is between $45,000 and $50,000.

The cement block exterior and facia will be coated with waterproof white paint. The marquee will be of wood and metal. Interior lobby walls will be plastered and floored with colorful asphalt tile.

Auditorium will have cement floors, acoustical plaster walls and sand float plaster ceiling, as will also the ladies' and men's restrooms, which are provided.

Just around the corner from the main theatre entrance is a smart candy shop which will serve passersby, as well as patrons of the theatre through a confectionery display unit and counter located in the lobby.

When completed and equipped, the new Home Theatre will be modern in every detail; an excellent example of a sound investment in small-town theatre planning applied well in advance of construction.

TO BE CONTINUED

Tradewinds

THE EDITOR'S MONTHLY WEATHERVANE ON CURRENT EVENTS IN THIS AND OTHER INDUSTRIES AFFECTING THE INTERESTS OF THEATRE OPERATION

Scarcities and High Costs Still Hinder Theatre Building

New theatre construction as well as remodeling and modernization of existent theatres is still stymied in certain sections by building restrictions imposed by housing expediters.

However, governmental restrictions on theatre building and property improvement have noticeably receded during the past few months, and the major curbs on building activity at this time seem to be material scarcities and high costs.

Even the material situation has eased up considerably. Lumber is becoming steadily more available; steel is still a scarce item; but on the whole equipment, except for such items as air conditioning and other metal products, is becoming more plentiful daily. Nothing is too plentiful, of course, which tends to keep construction costs considerably higher than they might normally be.

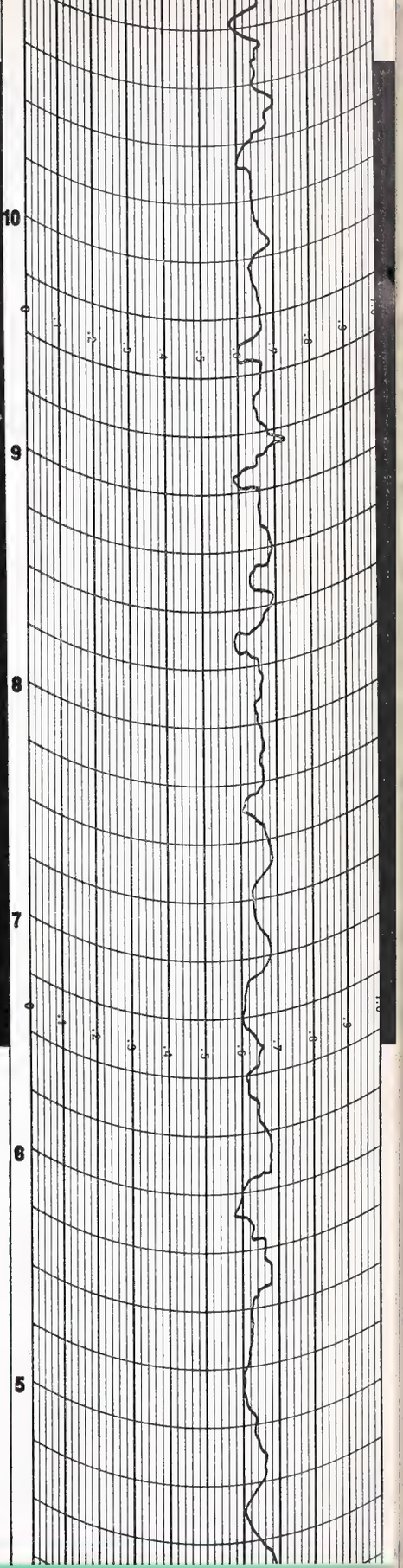
High cost will probably continue to be a drawback to theatre building for some time to come. This will maintain until prospective theatre builders become convinced that there is going to be no drastic cut in the current costs of materials and labor.

Prices might eventually be forced down by a buying strike, once the back orders are all taken care of; but if prices are forced down too sharply, another depression is inevitable and no one, none the less the theatre owner, wants that to happen again.

As matters stand at present, it may be many months before supply catches up with demand, so that costs can be reduced rationally as a result of increased production. It may not, therefore, be good business to wait that long, especially in the case of theatre property improvements needed now.

Costs of many items needed for property renovation are not appreciably higher than they were before or during the war. A close study and investigation of the theatre equipment and supply market will disclose a surprising number of things that can be done to improve our present theatres, if not actually to rebuild or completely remodel them.





In Front of the 8-Ball

This 8-foot integrating black sphere is called the "8-ball" by technicians in the Strong laboratories.

The inside of the sphere is painted white for perfect reflection and diffusion of the light. Graphic meters record the volume, intensity, stability and color of the light which is projected into it.

What do these graphs and this research mean to you? Well, just consider that today you are paying 1/17th as much for each unit of light as you were paying twenty years ago.

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THE STRONG ELECTRIC CORP.

"The World's Largest Manufacturer of Projection Arc Lamps"

PLANNING

INTERESTING COMMENTARIES ON CONTEMPORARY PLAN PROCEDURE

A Community Atmospheric Theatre in the Perspective

ONE OF THE SECRETS of successful theatre planning, if indeed it is any longer a secret, is to design a plant that fits its environment aesthetically as well as economically. It would be folly, of course, to design a Colonial type of theatre for a site in the Texas Panhandle, unless the most of the residents of that community were all directly connected by ancestry with the Early American tradition. In which event the design motif might be given just a touch of the Colonial; but the local atmosphere of the Great Southwest would wisely be the predominant theme.

THE TAILORED THEATRE

Many theatre planners have made the mistake of assuming that a socalled modern theatre can defy local atmosphere and ignore historical tradition completely in its conception, and that merely because a house is modern in design and decorative effect, it will fit into any locality.

The citzenry of every community, north, west, south and east, is steeped in the historical traditions of its own section of the country, or of the city or neighborhood in which it lives. Local climates and customs must always be taken into account seriously in the planning of theatres and no stock theatre plan, modern or otherwise, can be devised to fit every community, everywhere.

The Community Atmospheric type of theatre, which cleverly combines modern architecture with the local atmosphere and sectional traditions of the locality comes nearest to a solution of the "native son" problem, and the technique wherever used customarily results in an institution that appeals strongly to the civic pride of the surrounding area.



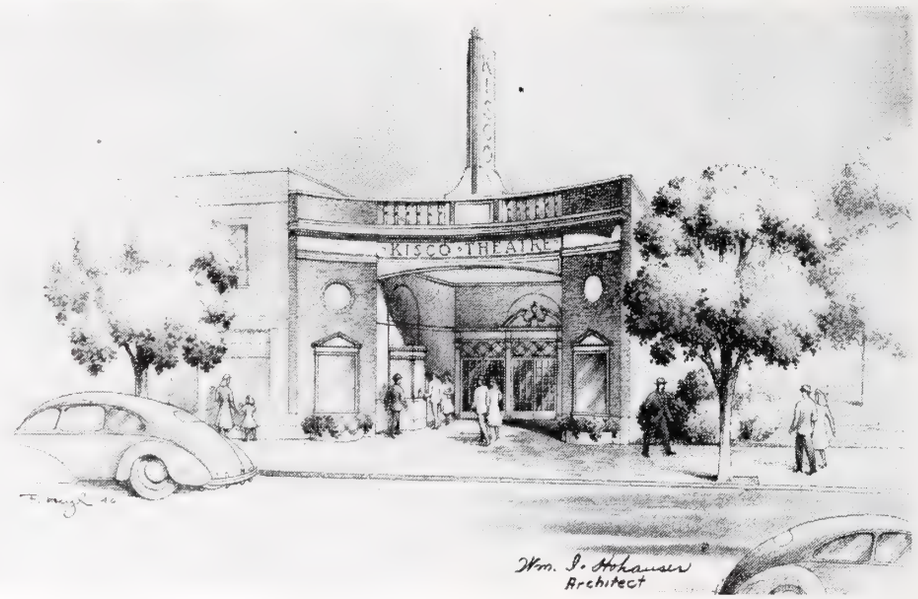
WM. I. HOHAUSER
Architect

The Village of Mt. Kisco, New York will soon have such a modern theatre, designed by Architect William I. Hohauser of New York City for the M. F. Theatre Corporation, of which William Sussman is the head. Mr. Hohauser is a member of the Architectural Advisory Staff of The Modern Theatre Planning Institute.

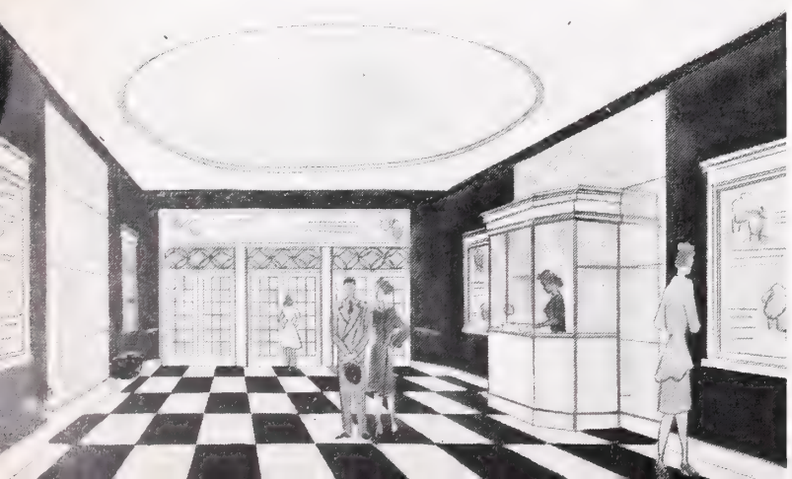
The new Kisco Theatre, will be one of the most up-to-date theatres of the day, yet it is styled in the modified Colonial to sustain the local atmosphere of the community which it is to serve.

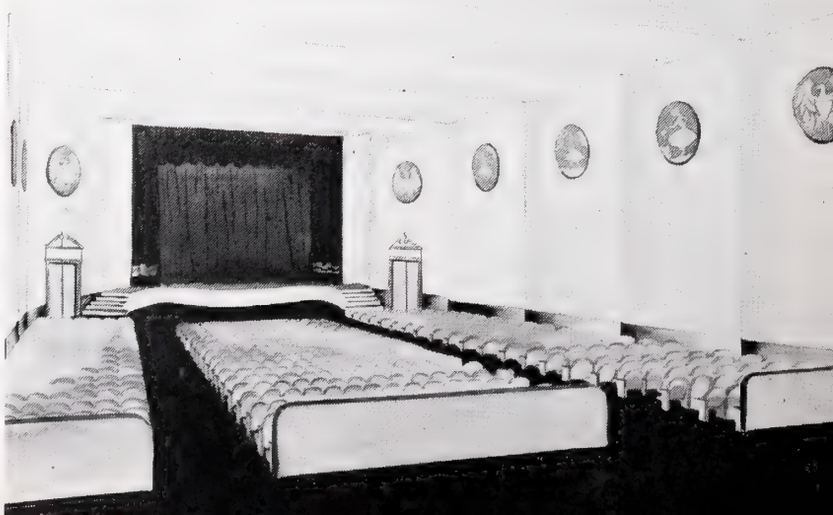
The new theatre is to replace the present Kisco Theatre. Removal and rebuilding was necessitated by a new railroad right-of-way that is to pass through the site of the present theatre. The new house is located on the south side of Moger Street in the Village of Mt. Kisco.

The Hohauser sketches reproduced herewith indicate the high points of the new theatre which will have a seating capacity of approximately 1,000. The open arcade lobby of the neatly curved front entrance permits the patrons to pass through the grand lounge into a one-floor auditorium.

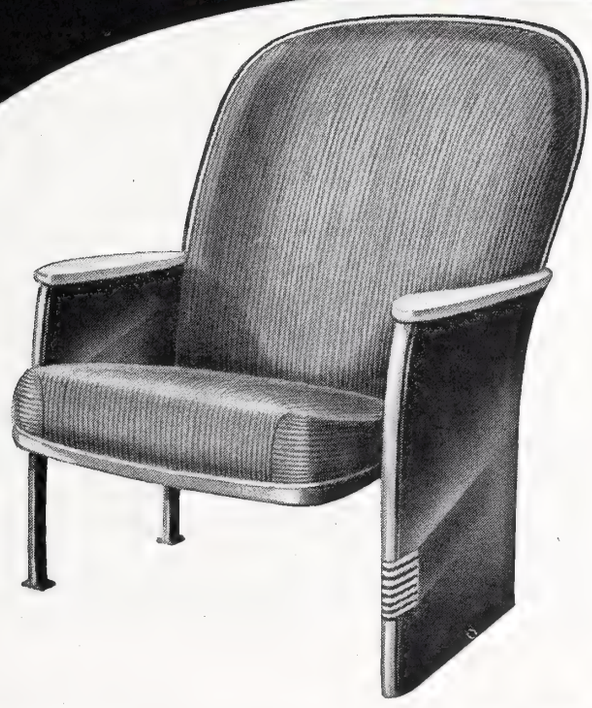


A detailed presentation and pictures of the completed Kisco Theatre in which the final results of competent theatre planning and engineering are illustrated and desirable will appear in a later issue of The MODERN THEATRE section.





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Special fiber construction makes these new pile fabrics dirt-resistant. *Result:* ordinary stains, dirt and grease disappear as if by magic.

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*Velmo . . . the finest quality upholstery from America's leading quality weavers of pile fabrics. Specially blended and woven for longer service and utmost comfort. Easily cleaned. Guaranteed moth-proofed. Available in bright, clear shades . . . as color-fast as science can make them. Textures and colors created by Dorothy Liebes, famous fabric stylist.

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AIR CONDITIONING

DEVOTED TO A BETTER UNDERSTANDING OF TEMPERATURE CONTROL IN THEATRES

Thermal Insulation First Aid to Temperature Control

by **HENRY J. WINGATE**
Architectural Engineer

MANY THEATRE OWNERS who had expected to have air conditioning installed this spring have learned in recent weeks that such installations will not be forthcoming because the enormous backlog of orders for refrigeration machinery may extend twelve to eighteen months ahead.

Some houses will be able to get the equipment which was ordered months ago; others won't. This latter group can take steps, however, to make their buildings more comfortable during the hot summer months by installing thermal insulation.

Properly placed in ceiling areas, this application can make interior temperatures as much as 15 degrees cooler than in an uninsulated building, according to the Construction Research Bureau of New York which has made extensive studies of the subject.

Reduces Penetration

The reason is that roof temperatures often reach 140-150 degrees when the outside air temperature is no more than 70-80 degrees and a great amount of this heat passes rapidly into the building and steadily presses down from the ceiling until the house becomes stifling. It is almost impossible for fans to move out this superheated air.

A four-inch blanket of insulation completely covering the ceiling area, however, reduces this penetration appreciably and it is much easier to keep the theatre comfortable during all seasons of the year.

Insulation is not a makeshift treatment, because it is virtually a must if and when air conditioning is installed. Engineers have found that it vastly increases the efficiency of any air cooling equipment and many theatre owners report that it reduces the cost of operating such equipment to such an extent that the cost of insulation is paid for within a year or two.

Likewise, it permits installation of a smaller air cooling system. For example, the owner of a billiard hall in Omaha, Nebraska, reported: "It enabled me to put in a 20-ton cooling system instead of a 25-ton, and saved me 25 cents an hour on operating cost." The owner of the Town Theatre in the same city said that the first season after a four-inch layer of mineral wool was placed above the ceiling, 20 tons less refrigeration was used than before insulation.

This is because when heat penetration is stopped by a barrier of insulating material, it is not necessary to run the refrigerating machinery constantly or at full capacity. Naturally, such intermittent operation brings lower electric bills and years are added to the life of the machinery.



Here a small section of a theatre roof has been removed and granular mineral wool is being blown full-thick between roof members. The layer of insulation thus formed will greatly increase the performance of the air conditioning units.

Effective Fire Barrier

Most widely used material for insulating all types of buildings is mineral wool. This is a generic term which covers several similar products which differ chiefly by the raw materials from which they are made—"rock wool" made of limestone and other rock, "glass wool" made of sand, and "slag wool" which is made from ore-smelting slag.

It is a light-weight, fluffy substance having much the appearance of raw wool. It is manufactured in batts or blankets backed up with vapor-resistant paper and in loose or granular form. This latter type is most generally used for insulating existing structures, because it can be easily and quickly blown through a hose into the area to be insulated without interfering with normal business routine or creating any dirt or muss. The batts or blankets are nailed in place if there is sufficient space to accommodate a workman.



Granular mineral wool insulation being blown into the area between the ceiling and roof of a theatre. A layer of this material four to six inches thick is said to lower inside temperatures as much as 15 per cent below outside temperatures during hottest weather.

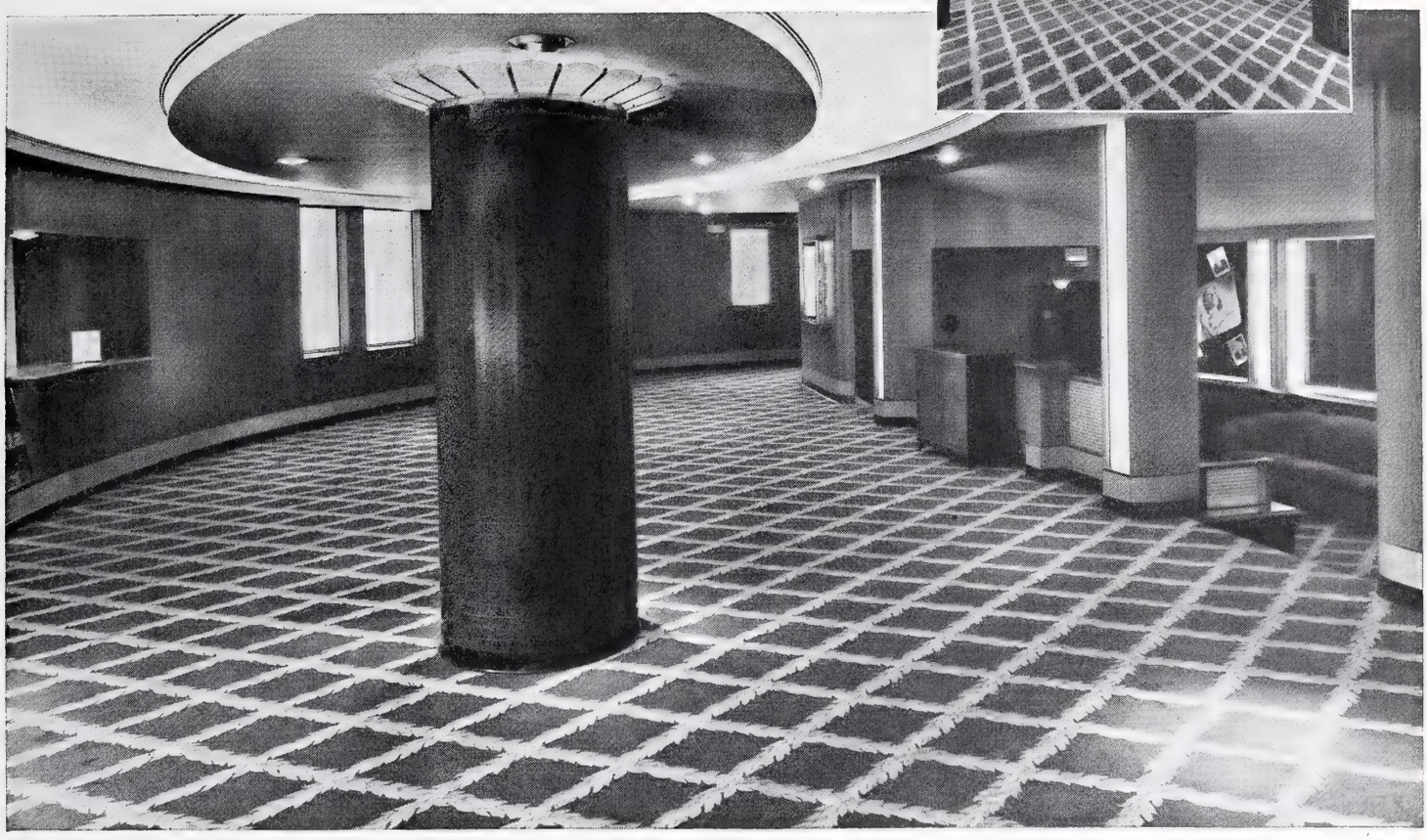
Because it cannot burn, mineral wool is recognized by many administrators of building codes as an effective fire-barrier. National Bureau of Standards tests show that a wood lath wall filled with the substance will stop the passage of fire for one hour. This in itself is highly important to

(Continued on page 37)

Long-lived Gulistan Ridgefield Wilton, with a wine colored base and a distinctive design of criss-crossing gold and gray leaf patterns, gives the new Garland Theatre in Spokane an air of quiet, luxurious comfort.



Gulistan carpet installed by B. F. Shearer Company



"Gulistan carpet was our choice"

FOR THE BEAUTIFUL NEW GARLAND THEATRE

Widely acclaimed as one of the finest theatres in the West, nothing but the best was chosen for the comfort and convenience of the patrons of Spokane's new Garland Theatre.

"During the plan stage," says Frank Harris, manager, "our owners recognized the need for rich, distinctive *carpet* as the basis for the Garland Theatre's whole decorative scheme. *Gulistan carpet was our choice.*"

A stadium-type theatre seating 900, with the most modern projection and sound equipment and comfortable opera chairs, the Garland Theatre is truly one of the "best in the West."

Alert theatre owners know that fine carpet says, "Welcome . . . and come again!"

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FURNISHINGS

FABRICS AND FITTINGS THAT ENHANCE THE HOUSE APPEAL OF MODERN THEATRES

New Fiberglas-Cotton Fabrics Reduce Fire Hazards

RESEARCH INITIATED BEFORE the war, interrupted by the war, and renewed at the war's end, has come up with a new type of fire-resistive drapery and decorative fabric.

Noncombustible Fiberglas yarns and flame-proofed cotton yarns are combined to provide materials that offer the style and draping effects of other quality drapery fabrics; yet they reduce fire and panic hazards that are inevitable when inflammable fabrics are used in buildings or rooms where many persons congregate.

The new line of fire-resistive fabrics was announced to the trade late last month by the Turner Halsey Company, New York City, selling agents for Plymouth Fabrics, Fall River, Massachusetts, and Plymouth Fire-Guard Fabrics. The line is designed especially for use in such buildings as theatres and night clubs, where fire-safety must influence decorative effect.

TESTED AND APPROVED

Comprehensive tests have been made by the Better Fabrics Testing Bureau and by the Board of Standards and Appeals of New York City. Under the trade name of Plymouth Fire-Guard Fabrics, the new materials were approved by the board as fire-resistive and acceptable for use in places of public assembly in New York City, following a public hearing and standard fire tests. New York City fire-safety requirements are among the strictest in the United States

In the fire tests made by the Board, the fabric was brought in contact with the flame of a Bunsen burner for a period of 12 seconds. No flashing occurred on the lengths of the test specimens. After the flame was withdrawn, the average continuation of flaming usually observed was nonexistent (zero). The average continuation of glow at the edge of the area in which the cotton yarns had charred was less than fourteen seconds and the glow was confined strictly to the charred area.

WIDE RANGE IN DESIGN

The new combination fabrics are available in a wide range of designs, colors and shades. They are approximately sixty per cent glass and forty per cent cotton. One of their unusual and cost-saving features is that they can be dry-cleaned by ordinary dry-cleaning processes without losing their fire-resistive quality.

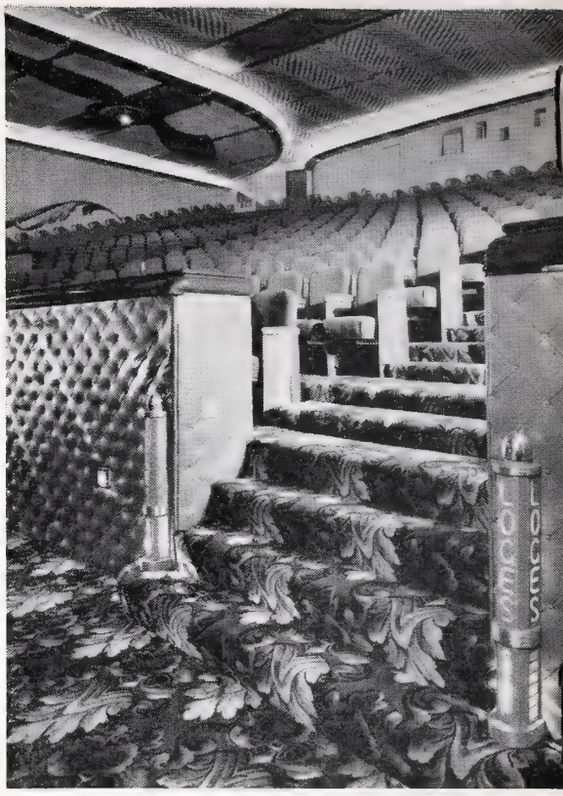
Other features claimed are that they will not stretch, are highly resistant to fading, and drape in soft folds. They can be cut, sewed and ironed as easily as all-cotton fabrics. Prices are said to be on the level of other better-quality drapery fabrics.

OBJECTIVE OF COMBINATION

Research aimed at combining Fiberglas and other textile fibers, both natural and synthetic, has been sponsored by Owens-Corning Fiberglas Corporation, pioneer manufacturer of Fiberglas yarns, working in close cooperation with fabric producers, finishers, printers and chemical concerns.

In the new Plymouth Fire-Guard Fabrics, the cotton fibers are said to improve the handling of the fabrics. The glass fibers reduce the potentially combustible content of the fabrics, and make possible unusually striking design effects by selective dyeing, and greatly increase tensile strength.

The glass fibers are also responsible for the high dimensional stability of the fabrics, which makes it possible for the draperies to be cut and sewed to their required finished dimensions without risk of stretch after hanging.



View of the loge seat section of the auditorium of the new Crest Theatre in Long Beach, Calif., the walls and ceilings of which were treated with Fiberglas fabrics.



Drapery fabric woven of noncombustible Fiberglas and flame-proofed cotton yarns recently installed in the new dining room and cocktail lounge of the Hotel Sherry-Netherland, Fifth Avenue, New York City. The fire-resistive property of the fabric permits its use even where the carelessly held cigarette of a patron may come in contact with it.



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SANITATION

EMPHASIZING THE ESSENTIALS OF HOUSE HYGIENE IN THEATRE MAINTENANCE

Plastic Wall Coverings Make Better Housekeeping Easier

SPRING HOUSECLEANING would be a snap if it could all be accomplished with soap and water. Unfortunately though, that is so small a part of the whole Spring Renovation job in most theatres that plain ordinary soap is practically belittled as an all-purpose cleaning agent. At this time of year, it is customary to think of new paint, scrubbing with abrasives, thorough carpet cleaning, polishing and *ad infinitum*.

Which is all very well and highly necessary, of course. But wouldn't it be nice to know that the interior walls in at least some parts of the house required nothing more than a good soap-and-water treatment to restore original beauty? The simplicity and ease of maintenance would make these walls a permanent source of beauty, where no drabness could concentrate to detract from the eye appeal of the interior.

Such walls are possible when the interior decorative scheme includes wall coverings of the new plastic type, of which a myriad of colors and patterns are available under the trade name "Varlar." Decorative scheme or color effect is in no way hampered by the application of such *practical* wall covering materials. Indeed, the modern or conventional designs obtainable set a decorative style of their own.

Wise Replacements

Because these wall coverings, which are applied in the same manner as wallpaper, are so outstanding from the decorative standpoint, that feature shall be stressed as foremost in this article; the practical characteristics, while equally important, will follow. Since Spring Renovation time is also an opportunity to make wise replacements, it is hoped that the wall covering situation be not overlooked either.

Decoratively, there has been a long-felt need in theatres for the type of wall treatment which beautifully patterned wallpaper could give. But obviously, ordinary wallpaper simply could not provide the long wear and service demanded where public occupancy and carelessness are the rule. However, if a wall covering could have the beauty of pattern, color and the easy applicability of paper, and yet be practical from the standpoint of hard usage, then you would have something.

Now, we want to describe the decorative beauty of certain new patterns of a wall covering that is practical in such respects. There is a stunning Magnolia pattern which is ideally suited to modern theatre decoration and furnishings. In almost perfect reproduction of the waxen flowers and buttery leaves, the natural beauty of a perfect color scheme is suggested. This is a large and showy pattern which lends itself beautifully to lounge decoration or various other parts of the house, depending upon the effect desired.

Resplendent Patterns

Another massive pattern with the color and showiness so adaptable to modern decor is the Everglade design. This tropical pattern has all the verve of bright coloration, but the effect is subdued through the languid waving palm design. This wall covering could be highly attractive in a foyer, lounge, or other public rooms. It suggests itself ideally also for refreshment rooms and other elements of the multiple-enterprise project.

A Chintz pattern of small stylized flowers in bright colors on a light background is available for unusual decorative effects. This charming pattern is conventional in feeling, therefore well adapted to conventional furnishings and decoration. Yet, it is also suggestive of American Colonial wall treatments and would be very effective in a community atmospheric theatre of that type. Nor is it entirely alien to modern decorative treatments. Because of its graceful small pattern and overall effect, this design would be adaptable to various parts of the house.

The Maritime Weave pattern is most distinctive and applicable as a wall covering where texture is desirable rather than design. It is a monotone weave in appearance, yet with certain intricacies of pattern which provide eye interest. Such a wall covering material fits into the modern or conventional scheme equally well and may be used throughout the interior with assurance that the effect will be pleasing and highly practical.

The Edinburgh pattern has similar points in its favor. This bold plaid in subdued colors is a wall treatment which is forever new-looking and adaptable to

PATTERNS

1) The Magnolia pattern in stainproof wall covering is a beautiful reproduction of the showy flower—ideal for decorative treatment of lounges, rest rooms and so forth.

2) The Everglade design—a tropical treatment in natural colors, smart for foyer, lounge, rest rooms and stunning for refreshment rooms.

3) A Chintz pattern, conventional and colorful. Suggestive of American Colonial but effective also for modern treatments; adaptable to various parts of the house.

4) The Maritime Weave, a texture-type wall covering in monotone. Ideal for use throughout the interior with special emphasis upon areas of hard usage.

5) The Edinburgh pattern—a bold plaid in subdued colors, adaptable to conventional or modern treatments and ideal for heavy trafficked areas. Smart for refreshment and game rooms. (All illustrations courtesy Varlar, Inc.)



either conventional or modern treatments and furnishings. Such a pattern suggests itself for well-trafficked areaways and for lounges, rest rooms and so forth. Here again is a stunning wall material for refreshment layouts, game rooms and other multiple-enterprise features.

For Practical Purposes

From the angle of practicality, no other wall treatment can approach the ease of maintenance and durability of this new product, which has been proved to be completely stainproof. The new wall coverings are made by a patented thermo-plastic process and secret formula which permits the use of resins which have positive stainproof, greaseproof and mildewproof characteristics. These resins are fused by a new method on paper or cloth, with the result that the finished product, often in ten to fourteen colors, can be easily applied to walls and ceilings.

Although the product may be classed as a thermoplastic wall covering because of the use of these resins in its composition, it should not be confused with so called plastic-coated papers, which merely have plastic or laminated coatings. Varlar is a fusion of colors, paper and plastic resins; accordingly there is no tendency to peel or chip.

In laboratory tests, the new plastic wall covering material has withstood extremes of heat, cold, humidity and steam with no effect. Fade tests also showed remarkable results. It is vermin-resistant, light-fast, colorfast and odorless. It is also fire-resistant and extremely tough.

Yet, it is its washability which we believe is the most remarkable qualification for use in theatres. Any known kind of dirt or stain, with but one or two exceptions, can be washed off with soap and water. Those troublesome lipstick stains, handprints, chewing gum deposits, malicious pencilings and even ink smudges can be removed immediately with soap and a damp cloth. For the general cleaning, washing down the walls covered with such a material is easier and quicker than any other, and the results will be more satisfactory.

Spring Cleaning time is certainly the right time to consider ways and means to make the job easier. If the application of a new type of interior wall covering material can do that as well as beautify your theatre, so much the better.

U.S. Rubber Company Will Produce Fireproof Fabrics

Fireproof asbestos and glass drapery fabrics for use in theatres and other places of public assembly have been developed by the textile division of the United States Rubber Company. The fabrics are said to be exceptionally light in weight and to have excellent draping qualities, and the company reports that they will be produced in gray goods form for dyeing and printing.

Make cleanliness an inviolable "must" in the management and maintenance of your theatre. It's the best way to build and keep patronage.

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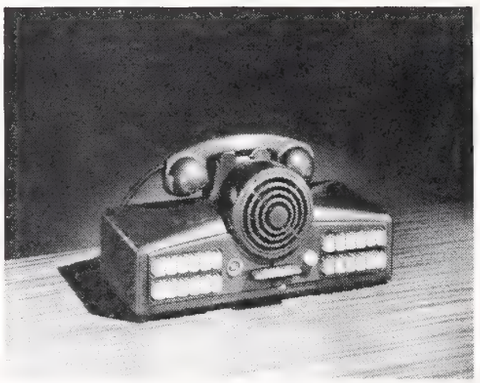
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News of what's NEW in Modern Theatre Equipment

New Electronic Intercom System Offered by Rauland

A completely new type of Amplicall electronic intercommunication system is announced by the Rauland Corporation of Chicago. The new unit, here illustrated, is housed in a striking modern case, styled in distinctive-toned walnut plastic. New electronic developments are incorporated to achieve an unusual degree of convenience, more versatile operation, lifelike speech, and remarkable economy of installation. The new line is announced as a significant advance in the design of business communication systems.



The Amplicall master station unit is available with or without handset (for completely private conversation). Distinctive new features include "visual" busy signal, individual locking-type push-buttons for station selection, illuminated "on-off" volume control, plug-in cable connections, and a balanced line wiring system which not only reduces the cost of installation, but also prevents "cross-talk."

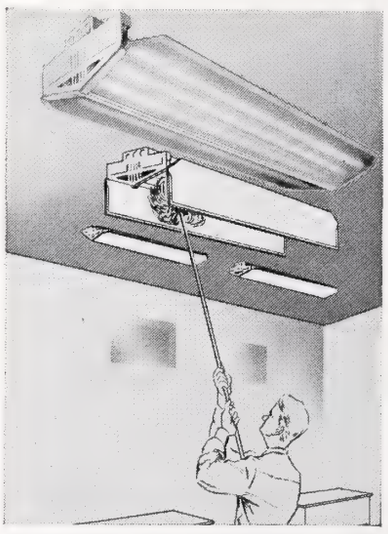
The new communication systems are available with facilities for the use of up to 24 master stations, permitting as many as 12 conversations to be carried on simultaneously. Versatile combinations of master stations and sub-stations (styled to harmonize with the master units) are available to meet the specialized needs of business for communication within departments and between departments, and are said to be particularly useful in theatre operation. Further information may be had by writing the Rauland Corporation, Chicago 41, Ill.

Fluorescent Luminaries Cleaned From Floor Level

The new hinged-glass Aristolite, recently announced by the Edwin F. Guth Company, offers "Minute Maintenance!" The new luminaire can be cleaned right from the floor.

A handy servicing tool, as shown in illustration, is used to clean the fixture from the floor. One end of the tool is a simple "gripper" for opening and closing the glass panels. On the other end is a duster for cleaning the Aristolite.

The exclusive hinging feature of the Aristolite's glass diffusers are also said to save many steps and much "lost motion" in servicing the unit. The diffusers are swung open and are held securely on the luminaire while relamping or other



work is done. Extra trips up and down ladders are eliminated, and the danger and damage in handling glass panels is avoided.

In addition to low-cost maintenance, the hinged-glass Aristolites are said to provide good quality diffused illumination with exceptionally high lighting efficiency. These Aristolites are available in 2, 3 or 4 40-watt

(Continued on page 38)

A RESEARCH BUREAU for MODERN THEATRE PLANNERS

ENROLLMENT FORM FOR FREE INFORMATION

The MODERN THEATRE PLANNING INSTITUTE 4-26-47
Room 334—332 S. Michigan Avenue
Chicago 4, Illinois

Gentlemen:

Please enroll us in your RESEARCH BUREAU to receive information regularly, as released, on the following subjects for Theatre Planning:

- ☐ Acoustics
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- ☐ "Black" Lighting
- ☐ Building Materials
- ☐ Carpets
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- ☐ Complete Remodeling
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- ☐ Projection Lamps
- ☐ Seating
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- ☐ Sound Equipment
- ☐ Television
- ☐ Theatre Fronts
- ☐ Vending Equipment
- ☐ Other Subjects:

.....

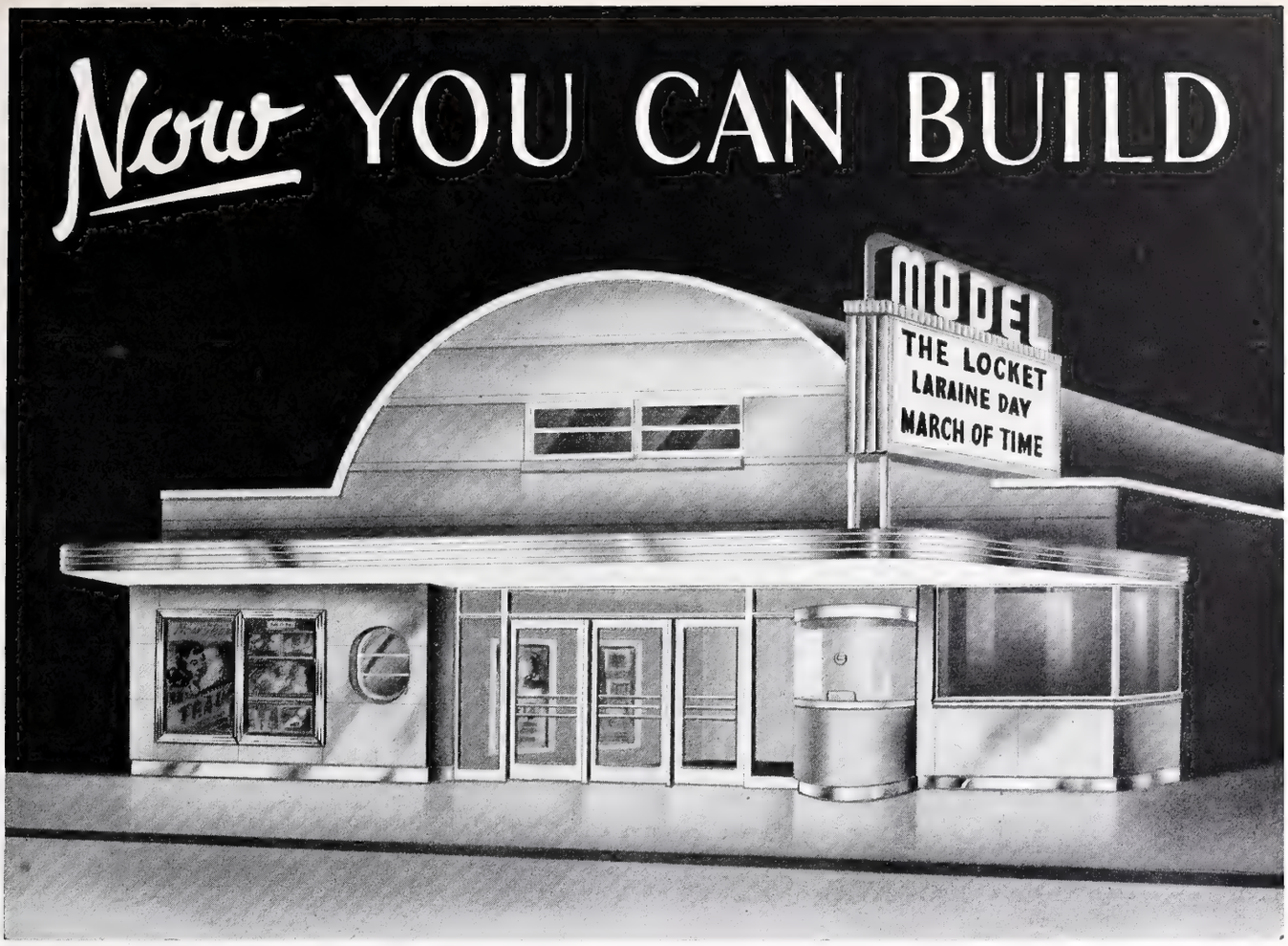
Theatre ..... Seating Capacity.....

Address .....

City ..... State.....

Signed.....
(Owner-Manager)

Now YOU CAN BUILD



it's no longer just news!

One month ago we made the statement that "Now you can build in less time and at lower cost." We spoke in plain language about something new in theatre construction—a better word would have been revolutionary; your response proves that. We said that we have complete plans, specifications, and details which will enable you to build a prefabricated theatre at a tremendous saving in time and money. The result was overwhelming — a deluge of letters from all over the country proves the desire and need for fine new theatres. It proves, too, that all we have to say is:

- The plans and specifications are perfected and complete in every detail.
- The plans and specifications are the result of long research and development by a firm of architects with a nationwide reputation for excellence in theatre design.
- Any good contractor can erect the theatre in one-half the time required to build the conventional type.
- The theatre can be built for one-third less than the cost of the conventional type theatre.
- The building is a permanent structure where nothing has been sacrificed in good construction, luxury, convenience, or functional utility.
- The inside shape of the building is perfect for sound, heating, air conditioning and ventilation.
- Plans are available for theatres with 325, 425, 550, or 689 seats.

For more information contact your local authorized dealer or write to Poblocki and Sons, 2159 South Kinnickinnic Avenue, Milwaukee 7, Wisconsin.



Poblocki AND SONS

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RESEARCHER RIPS MYSTERY FROM ELECTRONICS

AN electronic tube is little more than a glass bottle, a tin can, a bent hairpin and a piece of window screen, the Balaban-Katz WBKB television audience in Chicago was told recently.

Translating complicated scientific terms into language easily understood by the layman, Gordon Volkenant, associate director of research for Minneapolis-Honeywell Regulator Company, explained and demonstrated "that electronics offers a method of doing in a simple manner, things that otherwise would be difficult or impossible."

Speaking at a table crowded with sirens that blew when anybody approached them, whirling gyroscopes, the famous proximity fuse and a model airplane, Volkenant explained how many of the hitherto unpublicized electronic war secrets already have been adapted to peacetime living and will soon appear in new shapes and forms in homes, offices, factories and theatres.

"Housewives will find that it is no trick at all to cook a medium-rare steak in 10 seconds or well-done steak in 15 seconds by using an electronic oven which employs the same basic electronic principles that were used to drop bombs on Tokyo and direct the 'drone' planes through the atom cloud at Bikini," he said.

There is nothing fancy or mysterious about an electronic tube, Volkenant said, and proved it by making a tube out of common ingredients, including a hotel drinking glass and a tin can, which he assembled before the television cameras.

"Yet those simple tubes," he continued, "can do almost anything man wants by controlling industrial processes, airplanes, domestic heat, or the amount of dust in the air of a movie house or in a home.

"You can make a small electronic circuit, using a couple of tubes, perform a multiplication problem in a few minutes, which otherwise would take several college math professors months or years; and you can be sure of the right answer, too," he said. "Yet, on the serious side, the key to guided missiles and atomic energy, the key to our world of tomorrow, is the little electronic tube."

The electronic Autopilot, which his company developed for all precision bombing aircraft, had its beginnings in a furnace control thermostat, he explained, while "through-the-overcast bombing," radar, automatic engine control, and many of the other "amazing" weapons of victory were nothing more than specialized variations of control devices developed by industry long before Pearl Harbor.

"Between Pearl Harbor and V-J Day, Minneapolis-Honeywell completed 441 separate development projects for the Air Forces," he said. "Most of these were electronic.

"The science of electronics began about 40 years ago, when someone became curious to know just what happens to electric light bulbs as they age and burn out and what causes the inside of the bulb to blacken with age. He discovered that as the tungsten filament within the bulb disintegrates it throws off tiny particles that form the blackening. Each particle is potent with a millionth of a fly-power of energy capable of developing into an elephant power and each tiny particle or ion carries with it a charge of electricity—hence the term electron—which means simply an electric charge on an iron particle.

"Electronics is just another word for 'control.' Push-button controls are fast becoming old-fashioned. The busy public wants things to happen automatically. Honeywell already makes more than 3,000 automatic control devices. And today the circuits of the Autopilot, the blind-bombing devices and many of the other weapons we made for the armed services are being used for peacetime living.

"You never know where you're going to end up in our business," he concluded. "We were asked by the Army to develop a gasoline gauge for the B-29 program. It was quite a problem; but we solved it with electrons and came out with a gauge that reads within two per cent accuracy as compared with a 15 per cent error in the best of all previous gauges. The funny thing about that gauge, however, is that we have already found about 10 different industrial uses for it. Just for example, people in the grain industry have told us they would like one version of the gauge to measure the moisture content of wheat."

"TACTFUL SANITATION" IN THEATRE HOUSEKEEPING







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"MULTI-PURPOSE" ODORLESS ANTI-INFECTIVE AND BACTERIAL DEODORANT

DISINFECTS AS IT DEODORIZES. LEAVES NO FRIGHTENING OR EMBARRASSING ODOR.

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Ideal for vomit eradication on seats and carpets, bacterial accumulations in air-conditioning systems that cause foul odors, "stink bombs." A few ounces added to pail of soap water performs dual action on floor and mop. Compatible with and reduces amount of soap. Contains detergents and penetrants.



ECONOMICAL: ONE CASE OF 4 GALLONS MAKES 40 GALLONS OF "ON CONTACT" 1:10 DILUTION.



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Send me FREE Your 4-Page Colored, Illustrated Folder, Showing How to Use "Fort-A-Cide."

NAME OF THEATRE ..... ADDRESS .....

CITY ..... STATE .....

Thermal Insulation First Aid to Temperature Control

(Continued from page 28)

theatres because of the ever-present danger of flash fires.

THE COMFORT ANGLE

It is from the standpoint of patrons' comfort, however, that most theatre owners usually decide to insulate. They have learned that a comfortable house helps avoid summer slumps in business and that their theatres are easier and more economical to heat during the winter. Most owners report fuel savings ranging up to 40 per cent.

It is impossible to generalize on the cost of an insulating job because all theatres are different in design, height, size and construction. Whatever the cost, it usually is paid for within three years, if one is to judge by experience of exhibitors who have installed insulation in existing buildings and have compared their heating and cooling bills after insulating with those before.

TESMA Trade Show Plans Progressing Favorably



Boomer Busy Booming TESMA

Roy Boomer, secretary-treasurer of TESMA (Theatre Equipment & Supply Manufacturers' Ass'n, Inc.) reports that the largest display of theatre equipment and furnishings ever shown to the theatre industry at one time will be exhibited at the TESMA National Trade Show to be held in joint convention with the Theatre Equipment Dealers' Protective Association at the Shoreham Hotel in Washington, D. C. on September 24th to 29th, 1947.

An area to accommodate approximately 100 booths has been reserved for exhibition purposes and probably more space will be required. Mr. Boomer has been advised that hotel reservations are coming in earlier and in greater numbers than for any previous trade show and convention held by the two associations.

A prospectus of the TESMA Trade Show including the exhibition hall layout will be mailed to all TESMA members this month, members having first choice of exhibit spaces. Complete information and details will accompany the prospectus.

Both domestic and foreign theatre owners and theatre supply distributors are being invited and many have already signified their intentions to attend, according to Boomer, who has planned to accommodate over 1,000 theatre equipment manufacturers, supply dealers, exhibitors, projectionists and service men as well as theatre architects, building contractors and maintenance engineers, who are expected to attend the big show.

This will be the first time in many years that an equipment convention has been held on the Atlantic Seaboard and since it is being held in the Nation's capital it will attract many delegates and their wives. Further information on the TESMA Trade Show may be obtained by writing Roy Boomer, 4356 Washington Blvd., Chicago 24, Ill.

Foam Rubber Cushions Are Most Practical Too

It has been found that theatre chairs upholstered and cushioned with foam rubber are marvelously free of maintenance problems. Because of the composition of the foam rubber cushioning material, the seats actually breathe and free themselves from accumulations of dust, germs and moths. Undoubtedly, this is the most sanitary cushioning ever developed. Long wearability also characterizes the free spring of the material and allows it to remain comfortable indefinitely, despite hard usage.



USAIRco KOOLER-AIRE

THEATRE AIR CONDITIONING

Keep your public theatre-going minded by providing cooling comfort with a USAIRCO theatre air conditioning system. Over 8000 Kooler-aire systems installed coast to coast testify to real box office earnings for exhibitors. There's a USAIRCO system for every type of house, all engineered for box office stardom!

PROFITS IN THEATRE COOLING FOR THE EXHIBITOR

United States Air Conditioning Corporation
MINNEAPOLIS, MINNESOTA
USAIRco

News of What's New in Modern Theatre Equipment

(Continued from page 34)

lamp sizes. They can be arranged individually or in continuous rows and mounted direct to ceiling, or suspended on Guth "one-man" hangers. Further information on the product may be obtained by writing The Edwin F. Guth Co., 2615 Washington Ave., St. Louis 3, Mo.

New Plastic Finish a Cleaning Economizer

Many theatres are now protecting painted or varnished floors, walls, radiators, seats and other equipment and cutting cleaning time materially with a new water-thin, non-inflammable, crystal-clear plastic finish, which forms a brilliant, durable coating on the surface covered.

Maintenance employees, it is claimed, can quickly apply the plastic with a cloth to walls, floors and other surfaces without a brush and no skill is required. They simply wipe it on with a cloth, and since it flows out smoothly, the plastic can be used on seats and other furnishings. Once surfaces are covered, it is easy to keep them clean with a wet cloth or damp mop.

The long-wear coating is said to resist alcohol, alkalis and most chemicals. It is not a paint or varnish and therefore it will not crack, craze or flake off. Becomes touch dry in ten minutes and hard dry in six hours.

Created by top-flight chemists, during the war, the product was used to protect certain types of shipments for ocean transportation. Now available for civilian use, it is manufactured by the Reyam Plastic Products Co., 1525 E. 53rd St., Chicago, Ill.

New Sponge Rubber Carpet Underlay Now Available

To help meet the need for luxurious carpet underlay that will resist heavy traffic, United States Rubber Company is now manufacturing chemically blown sponge rubber for immediate delivery.

The new underlay is recommended for use under carpets in theatres, public buildings and other institutions, where carpets must bear heavy traffic.

Tests indicate that it will increase carpeting wear almost a third. It is said to be permanently resilient, has luxurious feeling, is washable and long-wearing. Other qualities claimed are that it will not pack down or sag with age and use, and that it is lint-free, moth-proof and vermin-proof.

The underlay is being marketed through leading distributors of floor coverings and is now on sale in the floor covering and



STAYING PATRONS are PAYING PATRONS!

The types of motion pictures that attract each member of the "great American family" to the neighborhood theatre may differ. But about one attraction, opinion is always unanimous . . . *the washroom must be clean!*

A clean washroom plays a vital role in keeping the great American family in "box office" line. In getting Dad, Mother, Sis and Brother to return *regularly*.

In your own theatre . . . be sure that this sanitary atmosphere — the *added feature* that never shows on the marquee — is included in the price of admission.

One of West's functions is to help theatre washrooms pass the most critical patrons "eye and nose" test. West Washroom Service is efficient, thorough, economical and profitable. Consult one of West's trained representatives.



Products That Promote Sanitation

42-16 WEST STREET • LONG ISLAND CITY 1, N. Y.

WEST DISINFECTING CO. LTD.

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— and first in line with features that will bring you the hearty thanks of every thirsty patron. The smooth, easy dial-type bubbler control is just one feature that quickly wins full approval for OASIS Electric Water Coolers. Write for details on the many EBCO advantages developed in 20 years of water-cooler leadership.

THE **EBCO** MFG. CO.
401 W. Town St., Columbus 8, O.

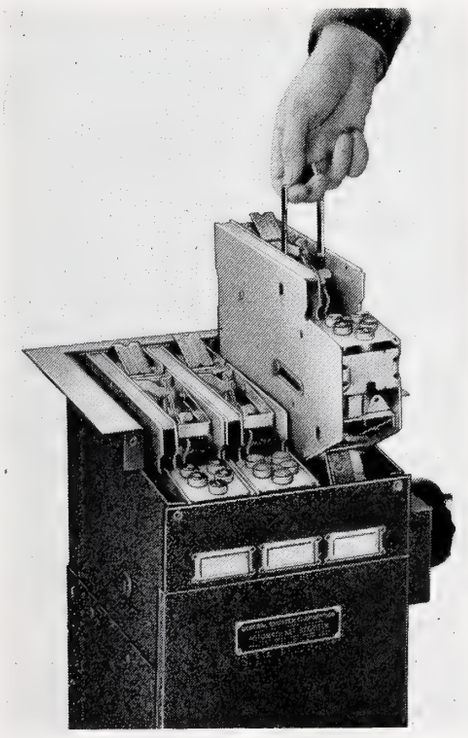
contract rug departments of some department stores.

It is available in 36 and 53-inch widths with a standard thickness of ¼ inch. It can be supplied up to ½ inch in thickness for special installations. Widths and lengths can be joined with adhesive binding tape.

The gripping action of the sponge rubber material is also said to prevent rugs from slipping on highly polished wood or on marbleized floors. To anchor scatter rugs, it is being sold in 24, 43 and 54-inch widths, 3/32 of an inch thick.

Improved Automaticket By General Register Corp.

The development of a new improved, electrically operated ticket register is announced by General Register Corporation, New York. The latest model features a new idea in ticket-issuing mechanism design; consisting of individually removable and independently functioning ticket-issuing units. This assures continuous,



uninterrupted service should any unit become inoperative, since the functioning of the other units would remain unimpaired.

The unit design makes replacement of a unit a simple procedure, which can be handled by anyone in the theatre. This simple process of unit replacement is here illustrated.

Automaticket's outstanding advantage is that replacement of a defective unit can be made without removing the register from its position in the boxoffice. Theatre supply dealers will have on hand new factory-sealed units for immediate replacement of any unit that would have previously required factory repair.

Automaticket will be sold with a permanent service guarantee. Any replacement of units during the first year is made without charge; thereafter the cost of replacement is based on the length of use. The new machines are now available to theatres through theatre supply dealers.

Handsomely finished and sturdily built to take hard handling, Automatickets are made in one- to five-unit sizes. Further details about the new Automaticket may be obtained by writing to General Register Corporation, 36-20 33rd St., Long Island City 1, New York, or by visiting the nearest theatre supply dealer.

DeVry in Production On Two New Amplifiers

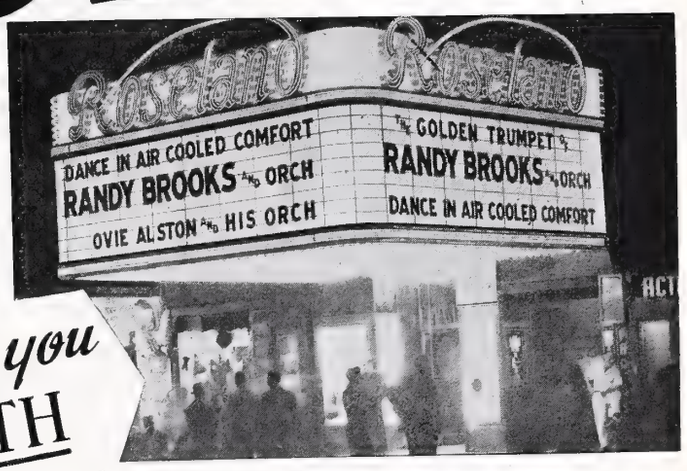
DeVry Corporation of Chicago, pioneer manufacturers of motion picture equipment, is now in production on two new theatre amplifiers and announces readiness to fill orders for the new units.

Model 2820 amplifier has 30 watts peak output, 20 watts at 2% distortion based on S.M.P.E. standards. Taps at 8, 16 500 ohms. Two high impedance P.E. cell inputs with means for balancing projector outputs. Microphone and phonograph jacks. Range, plus or minus 1 db from 50 to 10,000 cycles. Tubes, one two 5U4G, two 6L6, one 6N7, one 6SF5, one 6J7, all standard low cost, easily replaceable.

Equipped with master volume control,

(Continued on following page)

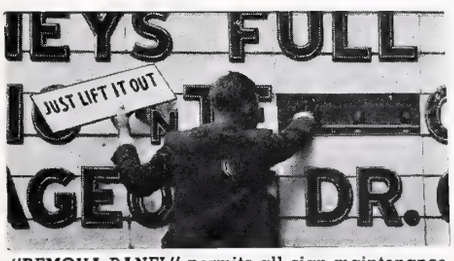
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When you buy Adler equipment, you get the benefit of sound, modern features, proven successful by years of actual experience in hundreds and hundreds of marquees all over the country.

The true "THIRD DIMENSION" depth of Adler Letters comes from the recessed face and reflecting bevels—makes the letters stand out in bold, easily readable, colorful display. Sold under positive guarantee THAT FOR EVERY ADLER LETTER YOU BREAK, WE GIVE YOU A NEW ONE FREE! *Write for information.*

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Long wearing. Beveled nosing on all sides. 5/8" thick, up to 6' wide, any length.

ALSO AVAILABLE—

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for use at candy counters and popcorn machines.

EZY-RUG RUBBER LINK MATTING
for lobbies.

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for entrances, in front of boxoffices and at fountains.

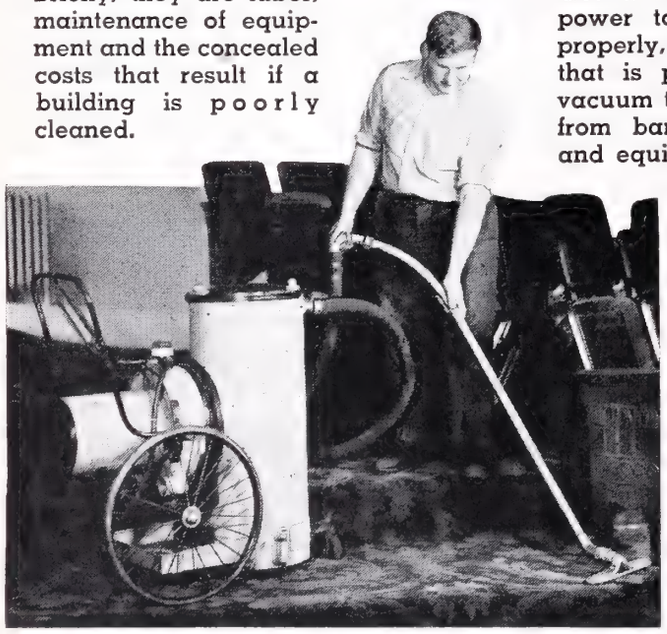
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For prices and folder, "A Mat for Every Purpose," for promoting safety and sanitation, write

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WHAT ARE CLEANING COSTS?

Briefly, they are labor, maintenance of equipment and the concealed costs that result if a building is poorly cleaned.



Get a machine that has the power to clean quickly and properly, that is built to last and that is provided with proper vacuum tools for every surface from bare floors to furniture and equipment.

That is the Spencer Portable—used in thousands of commercial buildings and built by the Company that has pioneered in Vacuum Cleaning for a quarter century.

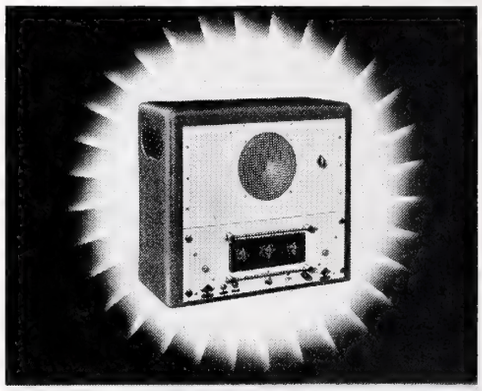
The Spencer Portable costs less in the long run—less in labor and maintenance and it does many things that an ordinary cleaner cannot do. Ask for the bulletins. 278B

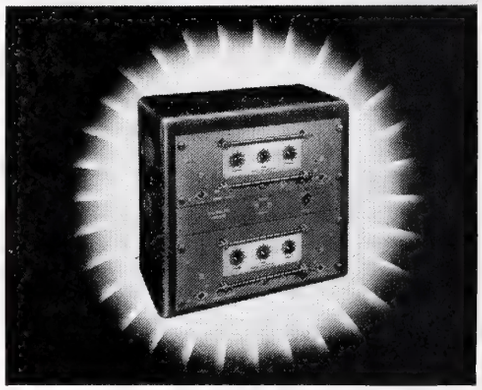
SPENCER VACUUM CLEANING
HARTFORD
THE SPENCER TURBINE COMPANY, HARTFORD 6, CONN.

News of What's New in Modern Theatre Equipment

(Continued from preceding page)

high frequency response control, low frequency response control and two screwdriver type P.E. cell voltage controls. Has an 8-inch P.M. monitor speaker, mounted over the amplifier with its volume control; operating voltage, 105-125, 50-60 cycles, A.C. Other frequencies also supplied. Cabi-





Upper view is Model 2820; below is Model 2823

net dimensions, 22x19½x10½ inches for easy wall mounting. When used with a good speaker system, it will adequately serve 1,000 seats.

Model 2823 amplifier embodies two 30-watt amplifiers mounted in one cabinet. Easy switchover facilities provided for changing from one amplifier to the other Operators will especially appreciate the standby amplifier, for with two amplifiers emergency service is provided at all times. Specifications are same as for Model 2820, except it has two 5-inch P.M. monitor speakers with self-contained volume control, each mounted in sides of amplifier chassis.

Further information may be obtained by writing DeVry Corp., Dept. MT-D3b, 1111 Armitage Ave., Chicago 14, Ill.

National Broadsides the Bevelite Plastic Letter

National Theatre Supply has prepared an attractively illustrated 4-page folder describing the Bevelite three-dimensional

marquee letters in plastic, manufactured by Theatre Specialties, Inc., of Los Angeles.

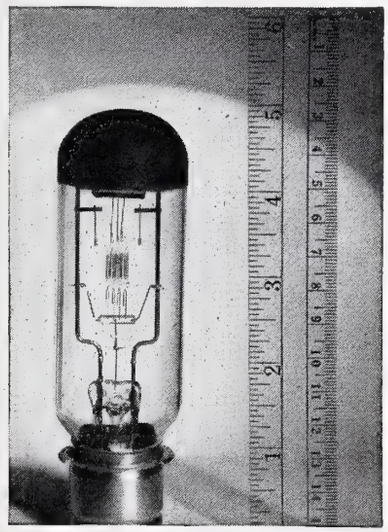
Besides the third dimensional effect and sharp visibility at greater distances, the mailing piece also stresses the new Plexiglas background panels, designed to provide a clear, white translucent field for the Bevelite letters.

Copies of the folder may be obtained by writing National Theatre Supply, 92 Gold Street, New York 7, N. Y.

New Slide Film Lamp Announced by Westinghouse

A new high efficiency tungsten filament lamp for slide-film projectors that is said to bring new sparkle and added beauty to colored film is available from the Westinghouse Electric Corporation.

The new lamp features several advantages over those now used in slide-film projectors, principal of which are: 1) Forced ventilation is not required to cool the lamp; 2) the eight-element biplane filament, developed by Westinghouse 15



years ago, assures brighter screen illumination as there is less light lost in the optical system; 3) the float mounting of the biplane filament assures a more rugged lamp; and, 4) the slightly larger bulb diameter assures satisfactory lamp life with very little depreciation throughout the life of the lamp.

Essential data on this new projection lamp are: 300 watts, 115, 120, 125 volts, T-12 black top bulb, medium prefocus base, C-13D biplane filament 6.7mm wide by 6.7mm high, 25 hours life, 25 lumens per watt, 2-3/16 inches to light center and 5 inches overall length.

Further information on this projection lamp may be obtained from the Lamp Division, Westinghouse Electric Corporation, Bloomfield, New Jersey.



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America's Pioneer Maker of Corn Popping Machines Since 1885

The eye-arresting beauty of this modern corn popping machine with 10 streamlined features geared for TOP PROFITS makes it a show stealer in ANY theatre lobby. Made in natural walnut or stainless steel finish to harmonize with your location, its front or rear operation means *speedier production, greater profits!*

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Now Specializing in Refreshment Concessions for DRIVE-IN THEATRES

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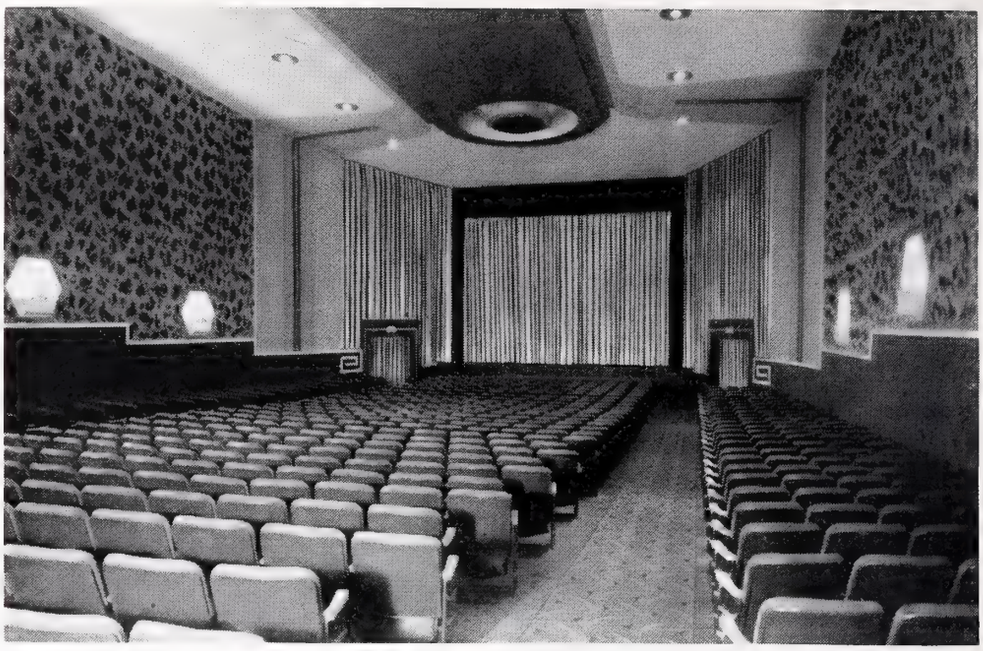
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"Built to Excel — IDEAL CHAIRS — Not Just To Compete"

IDEAL SEATING COMPANY of GRAND RAPIDS

DRAPED AND DECORATED FOR FIRE-SAFETY



The auditorium of the Madison Theatre at Covington, Ky., examples the current trend in decorating for both beauty and safety. The side walls are covered with Fiberglas fireproof fabric in a tropical pattern of blue on ash rose. Stage curtains and valances are also Fiberglas fabric in silver with a 50-inch lemon-colored stripe. Installation by F&Y Building Service. Photo courtesy Thortel Fireproof Fabrics.

Three RCA Appointments Made by Frank M. Folsom

John G. Wilson, operating vice-president of the RCA Victor Division of RCA for the past three years, has been appointed vice-president and general manager. Announcement of Mr. Wilson's appointment was made by Frank M. Folsom, executive vice-president of RCA Victor Division, who also announced the appointments of Fred D. Wilson as vice-president in charge of operations and Joseph H. McConnell as vice-president in charge of law and finance.

Mr. Wilson has been with the Victor Division since 1944. Prior to joining the organization he was executive vice-president of the United Wall Paper Company, and previously he was vice-president and general manager of Goldblatt Bros., in Chicago. He was assistant comptroller of Montgomery Ward & Company before he joined the Goldblatt firm.

SIX PHASE FOR BETTER LIGHT



Type H28-70
SIX PHASE RECTIFIER

Motion picture projection has taken a stride forward! Brilliant, flicker-free light can now be obtained from rectified A.C. power. By doubling the number of impulses per second, the "C&C" Six-phase Rectifier eliminates ripples and disturbing harmonics unavoidable in 3-phase Rectifiers.

Experts in the field — leading studios and theatre circuits — have already recognized the superiority of the Six-phase full wave Rectifier. Progressive theatre owners are rapidly taking advantage of this important improvement in motion picture projection.

For a more perfect light on your screen, investigate the "C&C" Six-phase Rectifier today!

Write for our Rectifier Catalog!

This New Development in Motion Picture Projection Is Backed by Over 15 Years of Research and Engineering in the Rectifier Field.

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C and C PRODUCTS

McCOLPIN-CHRISTIE CORP.
LOS ANGELES 37, CALIF.

MAKES THEATRE AIR AS PURE AND REFRESHING AS A MOUNTAIN BREEZE

ELECTRO-AIRE OZONE EQUIPMENT

Cleans the air electrically. Positively eliminates all odors, including those prevalent in restrooms and from popcorn concessions.

No Chemicals
No Refills
No Extras Required

For literature and prices write

THE
ELECTROAIRE CORPORATION
41-38 37th Street
LONG ISLAND CITY 1, N. Y.

"THE BALLANTYNE GIRL"



The above picture will become increasingly familiar to our readers, beginning with this issue. It is "The Ballantyne Girl," who is to appear in the advertising of The Ballantyne Company of Omaha, manufacturers of theatre sound and projection equipment.

Drawn by Joyce Ballantyne, who has become one of the leading commercial artists and illustrators of the country, through outstanding work for such accounts as Studebaker, Maytag, Ovaltine, Bendix and others, "The Ballantyne Girl" was created for her father, R. S. (Bob) Ballantyne, founder and head of the equipment company, who may well be proud of his talented daughter.

The New Josephine: Example of Thrift in Theatre Building

(Continued from page 18)

jumping over the moon; the "Three Wise Fools," "Jack and the Beanstalk," etc. Each of them also carries an etched-in musical score at the top, commemorating the old song, "Josephine." The auditorium seats 864 all on one floor, and is air conditioned for year-round comfort. Acoustical plaster is used for sound correction.

The projection room is 32 feet wide by 17 feet deep and is equipped with all the latest and best equipment and accessories for finest screen presentation and sound reproduction. The owners, Messrs. Muller and Dennis, long experienced in the importance of fine projection, have amply provided what it takes in equipping their new Josephine Theatre—our example of thrift in small theatre planning, construction and outfitting. All concerned with this job are to be complimented on their joint accomplishment.

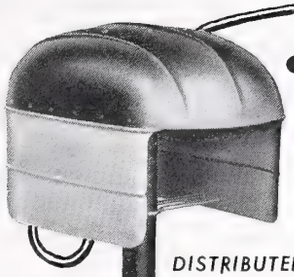
GREATER DRIVE-IN THEATRE PROFITS WITH NATIONAL IN-A-CAR SPEAKERS!

More Shows... Longer Seasons... Bigger Box Office...



● National's ultra-modern, waterproof, Permanent Magnet, In-A-Car Speakers with 6½" cones, bring to the Drive-In Theatre patron incomparable sound quality.

Ruggedly constructed, light in weight these durable aluminum In-A-Car Speakers are provided with a handy control to make possible adjustment of sound volume to satisfy the most exacting patron.



● The combination, heavy aluminum Shelter and Coupling Unit has been designed to properly protect two In-A-Car Speaker Units against the most adverse weather conditions.

The complete National Drive-In Theatre line includes: SIMPLEX PROJECTORS and SOUND SYSTEMS, PEERLESS ARC LAMPS and HERTNER TRANSVERTERS.

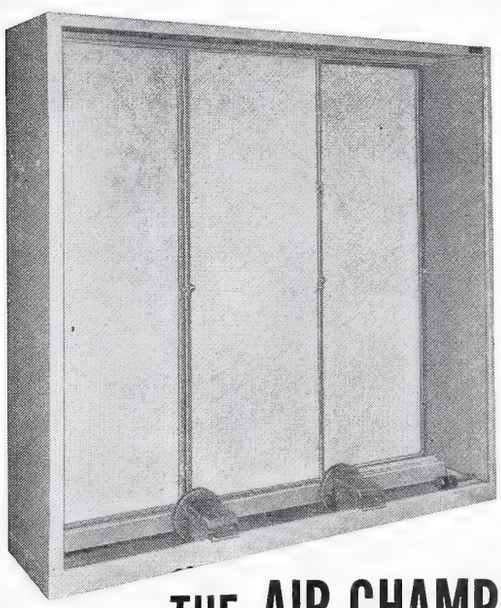
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NATIONAL THEATRE SUPPLY

THEATRE AIR WASHERS

★ BEAT THE HEAT BY INSTALLING *Now!*

★ NEW, LOW COSTING CONVENIENT COOLING!



CAPACITIES:
10,000 CFM
15,000 CFM
20,000 CFM

THE AIR-CHAMP

NEW, LOW-COSTING AIR WASHER IS EASY TO INSTALL, EFFICIENT AND STURDY.

AIR-CHAMP can be quickly installed in conjunction with your present Blower or can replace your old Air Washer at a fraction of the original cost. Write or wire now for prices and complete details to

ALTON MANUFACTURING CO.
Cooling and Ventilating Equipment
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STRONG

TUBE TYPE and COPPER OXIDE RECTIFIERS

Designed specifically for converting A.C. to D.C. as the dependable power supply for projection arc lamps.

- A model for every requirement.
- Low original, operating and maintenance cost.
- Quiet operation.

Sold by Independent Theatre Supply Dealers.

THE STRONG ELECTRIC CORPORATION
87 CITY PARK AVE. TOLEDO 2, OHIO

"THE WORLD'S LARGEST MANUFACTURER OF PROJECTION ARC LAMPS"

Ben B. Poblocki & Sons Co.
2159 S. Kinnickinnic Ave.
Milwaukee 7, Wisconsin

Dear Ben:

This is to let you know that I have received the stainless steel poster cases and that I am more than pleased with them.

You have done such an excellent job in helping me with the problems of my theatre that I feel that I must call upon you again. I want to order one of your stainless steel easel type poster cases for the space in front of my north wall. You will remember the floor arrangement from my previous order, so I know that I can depend upon you to suggest the most appropriate poster case.

The place is beginning to look beautiful; your stainless steel poster cases added so much to the building. I cannot thank you enough for the excellent advice you gave me. I have spoken to several of my friends about your products and your service.

Next week the
the theatre
delighted

Thanks, Leo Ross,

Owner-Manager,
Rapids Theatre,
Sauk Rapids, Minn.

A pat on the back is always encouraging. Poblocki & Sons are grateful that so many experienced showmen have found that this company's products deserve praise.

For our part, just let us say that we do not intend to rest on our laurels. We will continue to advance with products and ideas that will keep you a jump ahead in showmanship.

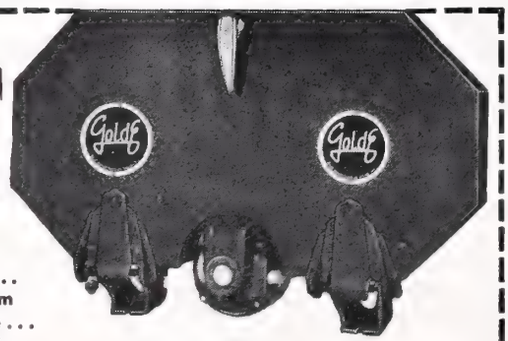
For information on poster cases, boxoffices, or our other theatre products, write



Poblocki AND SONS

2159 S. KINNICKINNIC AVE. MILWAUKEE 7, WISCONSIN

SUPER SILENT
SUPER SAFE . . .
Model "D-H"
Automatic Enclosed
REWIND



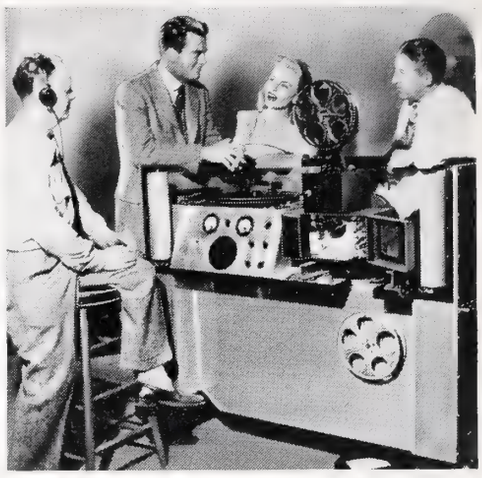
- Positive Friction . . . will not clinch film
- "Tilt-Back" Case . . . reels can't fly off
- Reel-drive Dog prevents broken keys
- Low Maintenance Cost

Available Through Leading Theatre Supply Dealers

U. L. approved. Eliminates fire hazard. Micro-Switch safety cut-off—*when door opens, motor stops!* Motor does not transmit torque to operating parts. Sturdy! Compact!

GoldE Manufacturing Co. 1220-A W. Madison St., Chicago 7, Ill.

UNUSUAL USAGE



Royal Soundmaster soundheads, manufactured by the Ballantyne Company, Omaha, Nebraska, are being put to a new and unusual use. Standard theatre projection room units are being used by Hollywood studios in play-back units.

Movie stars Bill Lundigan and Janet Blair are here seen listening to a DC-4 play-back unit, using a Royal Soundmaster soundhead, while making their current hit, "The Fabulous Dorseys," a United Artists release. At left in the picture is the play-back operator. At the extreme right is Lou Forbes, musical director.

Projection Equipment and Maintenance Company of Los Angeles, Ballantyne dealer who sold this soundhead, has installed several such units which are now used as standard equipment in motion picture studios.

Ceramic Glazed Tile Effectively Modern

In modern architecture, simplicity of structural effect is a much-sought-after achievement. For exteriors particularly, simple lines and contours, with decorative effect provided by color, texture, gleam or other simplicities, are highly desirable. For this reason, one of the oldest arts—ceramic glazing of structural tiles—comes to the fore again to offer complete exterior finish and effect.

Flexibility of design possibilities through the use of structural tile is readily obtainable because of a wide range of sizes and colors. The modular design and soft, warm tones of the material are particularly adaptable to theatre front display and lighting.

Ceramic glazed tiles have a lustrous finish, yet they are able to withstand hard usage and will wear extremely well. Maintenance by occasional soap-and-water treatment is all that is required to restore the original beauty, since the product is not subject to cracking, crazing, scarring or marring. This structural treatment offers an economical solution for both new construction and remodeling, because it is permanent and completely timeless in effect.

Now

To Give You CONTINUOUS Ticket Service . . .

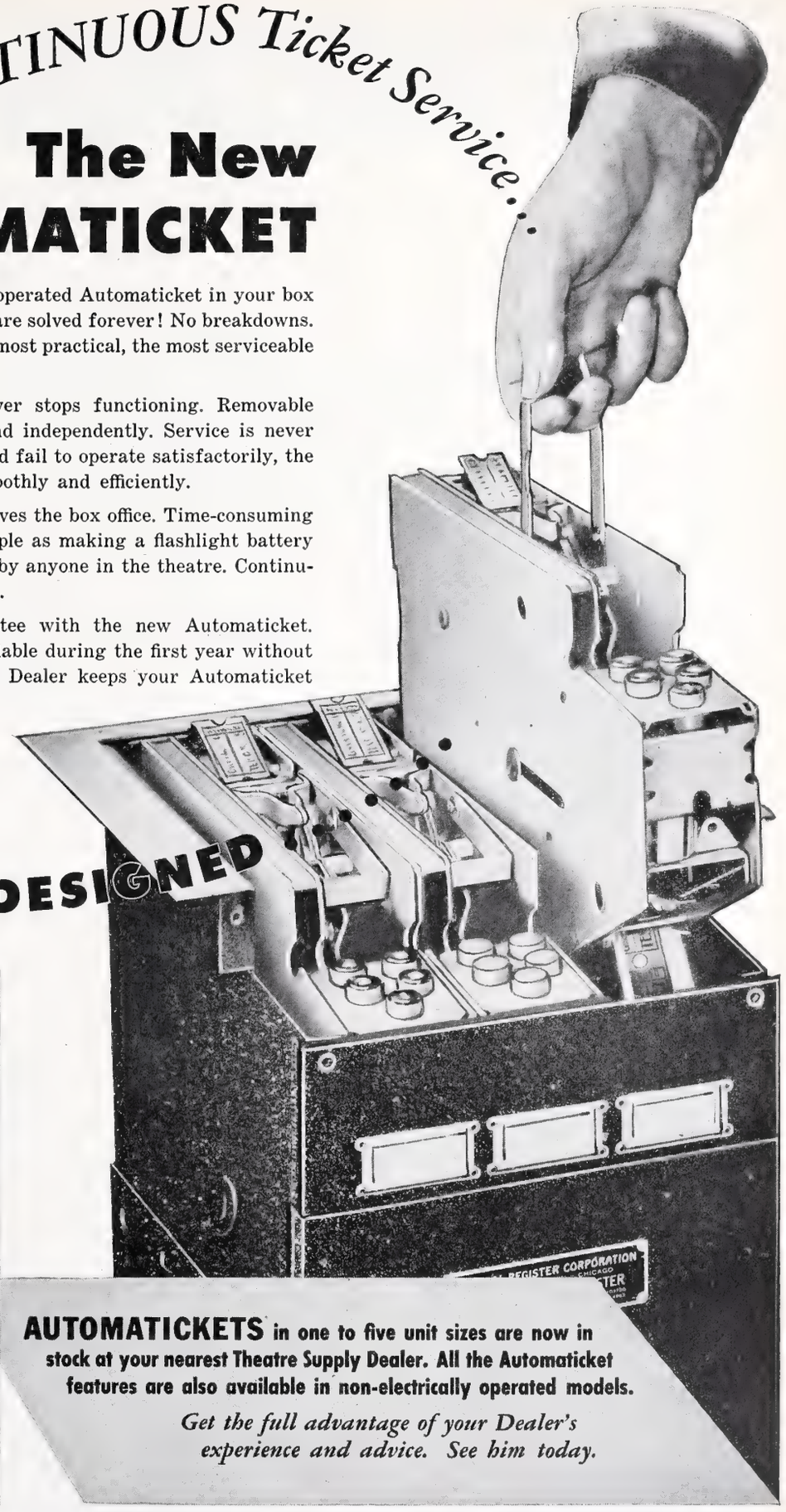
The New AUTOMATICKET

Install the new unit-designed, electrically operated Automaticket in your box office and your ticket dispensing problems are solved forever! No breakdowns. No service delays. This latest model is the most practical, the most serviceable ticket issuing machine ever built.

The unit-designed Automaticket never stops functioning. Removable ticket issuing units operate separately and independently. Service is never interrupted. In the event that a unit should fail to operate satisfactorily, the remaining units continue to function smoothly and efficiently.

Unit-designed Automaticket never leaves the box office. Time-consuming and costly repairs are eliminated. As simple as making a flashlight battery refill—replacement of a unit may be made by anyone in the theatre. Continuous, uninterrupted service is thus assured.

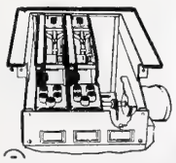
You get a life-time service guarantee with the new Automaticket. Factory-sealed replacement units are available during the first year without charge. Thereafter, your Theatre Supply Dealer keeps your Automaticket in good working order, supplying replacement units on a nominal cost schedule.



IT'S UNIT-DESIGNED

UNIT-DESIGN means NO BREAKDOWNS — NO DELAYS

Each ticket issuing unit operates on its own. Removal of one does not affect the efficient operation of the remaining units.



No repairs. Defective units are easily and quickly removed, new units slide smoothly into place. And Automaticket never leaves the box office.



AUTOMATICKETS in one to five unit sizes are now in stock at your nearest Theatre Supply Dealer. All the Automaticket features are also available in non-electrically operated models.

Get the full advantage of your Dealer's experience and advice. See him today.

GENERAL REGISTER CORPORATION

36-20 33rd Street Long Island City 1 New York

The New AUTOMATICKET . . . A Triumph of General Register Engineering!

CINE' CLINIC

PRACTICAL DISCUSSIONS ON MODERN PROJECTION AND SOUND PRACTICES

New British Projector Designed for Superior Eye Appeal

by **THE CONDUCTOR**

MANY READERS OF THE CLINIC will recall that during the late war, we and numerous of our contributors indulged in considerable anticipation and a lot of daydreaming anent the appearance of the postwar projector. Several projectionists sent us drawings and word pictures of what, in their opinions and imaginations, the picture machines of the future would be like and some of them were published herein.

The postwar period is now in its third year and so far there haven't been any marked upsets to the traditional in projector design, aside from the noticeable trend to streamlining that has appeared in several new models of well-known makes. Basically, the mechanisms remain pretty much as they were before the war, with certain smartly engineered improvements in most of them to effect considerable improvement in performance.

But the streamlining has had some very good effect, despite the fact that our domestic projector manufacturers haven't so far seen fit to stress it as a selling point. They prefer, and perhaps rightly, to advertise the numerous improvements they have made on "the innards" of their new models, and allow outside appearances to speak for themselves.

There is no question, however, that a good-looking package has a lot to do with selling any product, and on this point, their British contemporaries seem to have stolen a march on American projector manufacturers, at least in the matter of emphasizing and openly admitting that their new product is designed primarily for "eye appeal." It is assumed, of course, that their new projector is in all particulars as good as it looks.

No doubt many followers of the CLINIC will be interested in what has been done overseas, as well as domestically, respecting projection design and production. Therefore, in accordance with our usual custom we now yield the columns to a spokesman for GB-Kalee, Ltd., projector manufacturers of London, who outlines this company's re-design objective as follows:

"The production of the first postwar 35mm cinematograph projection and sound equipment by GB-Kalee, Ltd., well underlines the fact that British industrialists in many fields have heeded the Board of Trade's injunctions to industrially design their products.

"This equipment was planned from the outset by its technical designers in the fullest collaboration with Mr. Richard Lonsdale-Hands, the well-known British industrial designer. The resultant equipment is of such striking appearance that it constitutes a revolution in cinematograph equipment. Certainly no equipment produced in America or elsewhere can claim to appeal to the eye to anything like the same degree.

"Photographs of this equipment, as here shown, have already been circulated to many countries throughout the world and the response has been startling. It is an object lesson to British manufacturers as to how the appearance of their products can influence the sales of it.

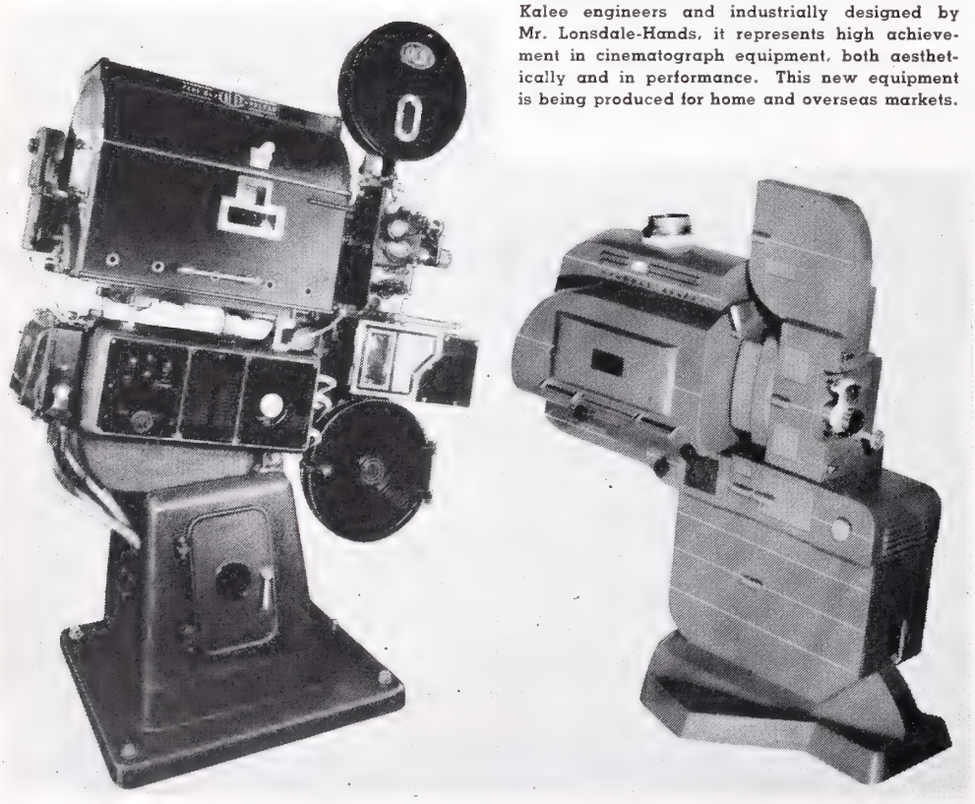
"This may be an occasion to indicate what this company, which is a part of the J. Arthur Rank Organization, is trying to do. In prewar years, cinema equipment business in England was conducted by a number of firms of comparatively small dimensions; much of the business in the United Kingdom being in the hands of branches of American companies. Export of British-made equipment was of negligible proportions.

"During the war a few British manufacturers determined that such a situation should not be permitted to continue, and under the chairmanship of Mr. Arthur Rank, GB-Kalee, Ltd., was formed with the object of creating a group whose resources, both financial and technical, would be on the same plane as those of the prewar German Zeiss-Ikon Company and the American Western Electric and RCA groups.

"Great progress has been made. Agents have been established throughout the world, including China, India, Australia, New Zealand, France, Holland, Scandinavia, Spain, Canada, the Argentine, and an export business of very considerable dimensions is already in being.

"It is astonishing to find how little is

At left—This well-known British Kalee "12" projector combined with the "Duosonic" sound system was current up to the introduction of the new Gaumont-Kalee "21" totally enclosed, industrially designed equipment, and is in use in hundreds of British cinemas. Compare the older design with the postwar all-enclosed streamlined Gaumont-Kalee "21" . . . At right—The postwar all-British Gaumont-Kalee "21" 35mm projection and sound equipment is now in production. Technically designed throughout by Gaumont-Kalee engineers and industrially designed by Mr. Lonsdale-Hands, it represents high achievement in cinematograph equipment, both aesthetically and in performance. This new equipment is being produced for home and overseas markets.



known abroad of British resources in this field, and it has been gratifying to find how well British-made products have compared with the equipment already installed in those territories.

"Further great developments are being planned. Film studio equipment of all kinds are in the drawing offices, and, in many cases are already in production. A British studio camera comparable with American products is now on the market.

"All of this is not, in itself, of great importance outside the cinema industry; but when it is realized that unless Great Britain builds up a strong cinematograph industrial machine, British film producers will be dependent for their technical resources upon companies whose main customers are direct competitors to our producers, it will be seen that these new developments are of the greatest importance to the nation as a whole.

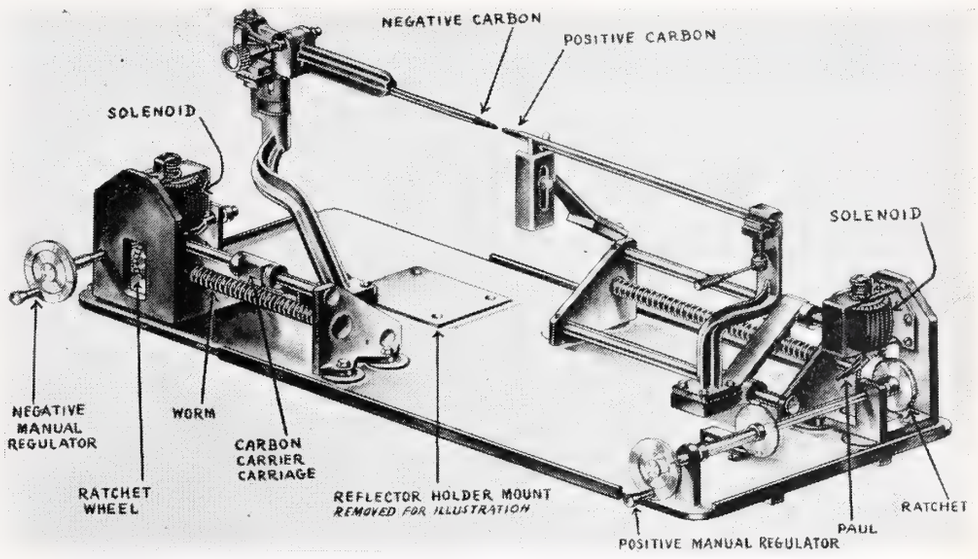
"If the British film is to get a place on the world screens for which Mr. Rank and his colleagues are striving, a strong and resourceful cinematograph industry must be there for them to rely upon. That is the object, and the product here illustrated is our first positive contribution to it."

PROJECTIONISTS: The Cine Clinic Department is wide open to you for discussion of your present problems. Thru these columns you can either ASK advice or GIVE it. We'll gladly answer your questions or publish your suggestions for the good of all concerned and with comment and complimentary credit to you. Should you desire private information or advice, enclose stamps for reply. Address The MODERN THEATRE, 332 S. Michigan Ave., Chicago 4, Ill.

A Further Clinical Discussion of the Electronic Arc Control

SINCE THE FIRST ANNOUNCEMENT of the Forest Electronic projection lamp in this department late last year, we have received numerous requests for further information on the operating principles of the electronic control. These have been referred to the manufacturer for reply; but we believe the subject is of sufficient general interest to justify a reappearance of

(Continued on following page)



Mechanical elements involved in the Forest Electronic Arc Control are indicated by this drawing.



Super Cinephor's Two "Mint Marks"

Bring Money to Your Box Office

● Two, tiny, colored dots on Super Cinephor lenses mean the finest in motion picture projection . . . better definition, contrast, more shadow detail, greater purity of color, and long-lived high efficiency . . . more box office appeal.

PURPLE DOT means that Super Cinephor lens surfaces have been Balcoted, which cuts to a minimum light loss due to reflection from air-to-glass surfaces, increases light transmission 30%.

YELLOW DOT means that Super Cinephor lens elements have been cemented by a special heat-resisting, permanently clear, synthetic thermosetting cement, perfected by B&L. This cement withstands the high heat of the arc without fracturing, blistering, or crystallizing.



BAUSCH & LOMB

OPTICAL COMPANY B&L ROCHESTER 2, N. Y.

Further Clinical Discussion of the Electronic Control

(Continuation of THE CINE CLINIC)

Mr. JAMES K. ELDERKIN, head of Forest Manufacturing Corp., to inform us anent the operating principles of his company's new product. We now quote Mr. Elderkin:

"The new Forest Electronic projection lamp, as described in a preceding issue, is actuated and driven by solenoids instead of the usual motor. In order for the solenoids to impart rotary motion to the worm screw, which feeds the carbons, it is necessary to feed the solenoid with impulses of electrical energy.

"As is well-known, a solenoid works on the principle that when it is energized the core will move in one direction until the current is cut off and then the plunger will return to its normal position. Therefore, in order to obtain intermittent motion, it is necessary to energize the solenoid and then de-energize it so that the plunger will move up and down at a speed dependent upon the number of impulses per minute fed to the solenoid coil. A device for producing these impulses has been developed, and is called an electronic timer. The circuit used in this timer is new and patents are pending.

"The Forest electronic timer employs a small thyratron tube in circuit with condensers and resistors in such manner that the time current flows through the device and the time that no current flows through the device can be regulated at will by simply increasing or decreasing the amount of resistance in the control circuit. By simply turning the knob of the varible resistor clockwise or counter-clockwise, the number of impulses from the timer will be increased or decreased so that the speed of the lamp's feed-mechanism can be perfectly and accurately controlled to feed the carbon forward at the exact rate of its consumption.

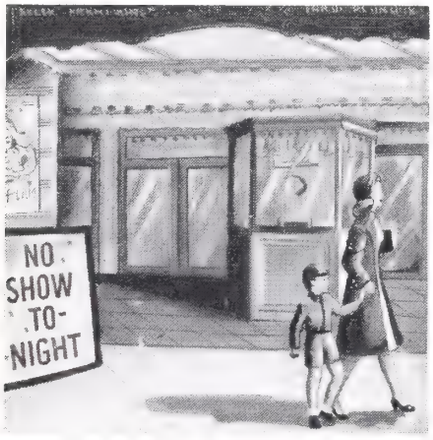
"The dial of the variable control is graduated in arc amperage and type of carbon so that it can be readily set to the proper point for the arc current being utilized in that lamp. A slight further adjustment of this control knob will then maintain the feed at its proper speed and no further change is necessary unless the arc current or the size of carbons is changed.

"The principles involved in the electronic timer are as follows: (1) Plate current flows through a resistor and through the load and the potential difference across this resistor is fed to a condenser through a second resistor; (2) the potential across the condensor builds up gradually and is fed to a second condenser through a third resistor; (3) the potential across a second condenser builds up gradually and reaches the critical grid voltage of the tube and causes the plate current through the load to cease flowing; (4) the potential across the condensers is gradually discharged through the resistors and thus the control grid potential is reduced to the point where the plate current will again flow through the load, starting a new cycle; (5) and since the frequency of operation is dependent upon the speed at which the potential across the condenser changes, the timing may be controlled by proper selection of a variation of resistors.

"The electronic timer used with the projection lamp is so designed by use of proper resistors and capacity that a wide range of adjustment is possible. The lower setting gives a timing too low for feeding any of the present carbon trims and its upper limit gives a timing too fast for feeding any of the present carbons. The intermittent steps between the two extremes are fine enough that exact timing for any carbon consumption can be obtained.

"The Forest Electronic projection lamp employs two electronic timers, one for the positive feed and one for the negative feed, and they are built into the lamp in such manner that they are removable as easily as removing a tube from its socket.

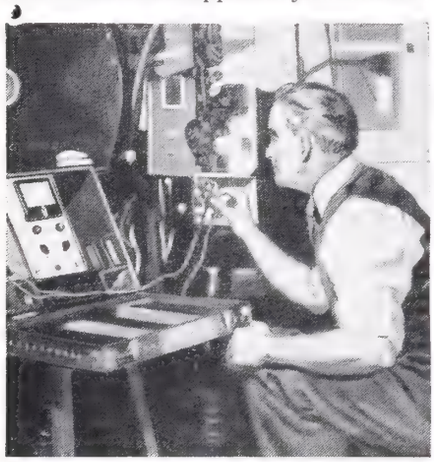
"The life of the thyratron tube and the associated parts of the timer is extremely long and since the lamp itself has no fast-moving parts, the combination makes a true feeding, trouble free and extremely simple projection lamp."



1. Don't fool yourself, sound trouble *could* make this happen at your theatre.



2. And result in lost receipts that bring on box-office blues.



3. Regular checkups by RCA experts avert trouble—assure high-quality sound.



4. Continual, high-class showings please patrons—bring them back.

How to put an end to box-office blues

When you buy RCA Service, you assure yourself of trouble-free operation, economical upkeep, and Academy-approved tone adjustments for your sound system.

In addition to regular checkups by a skilled, well-equipped technician—you get fast service on parts—prompt help in an emergency.

Unload your sound equipment problems on RCA Service specialists. For the cost of a few admissions per day, you may prevent box-office blues.

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There is no substitute for a Robin-Imperial STEDYPOWER
J. E. ROBIN, INC. • 330 W. 42nd St. • New York City

THE *Quiz* POT

A CAULDRON FOR COOKING UP ANSWERS TO OTHER PEOPLES' PROBLEMS

Address The MODERN THEATRE, 332 S. Michigan Ave., Chicago 4, Ill.

What Would You Do About It?

Anent projector design for smarter looks, more sales appeal and perhaps for greater operating efficiency too, we hope, the average practicing projectionist might speak with considerable authority. He wants operational efficiency as well as streamlined prettiness.

That is not to say that he, the projectionist, is not just as vulnerable to good looks in a piece of equipment as his boss may be; but since he has to make it work, he naturally leans to the more practical side of projection engineering.

Proj. LAVERNE TOWNSEND, head operator for Commonwealth Hoisington Theatre Corp., at Hoisington, Kansas, leads off this time with several things he would do about this and that, addressing his remarks to brother projectionists and their bosses, as well as projector manufacturers and all concerned. He writes:

"Dear Conductor: It has been some time since I have written to you and in the meantime I have run across several operators and managers who still do not know, for some unknown reason, that the CINE CLINIC and the QUIZ POT are regular features of BOXOFFICE magazine.

"This is not fair to the industry, or to the managers and operators who fail to read and understand these columns because they don't know about them. I would like to say that other fellows like myself can do a great deal to help the industry and especially our craft by reading regularly what goes on in these columns, and talking it up to all concerned.

"Well, I want to say first that the big question—and looks like it may be big for some time—is who is doing so much damage to film and how can we stop it? Of course, the trouble is not all due to film damage; but many a good show is butchered because the operator wants to get out early, or by his fader playing because he likes to amuse himself, or to see how things work.

"I maintain that good operators are not necessarily the ones who have worked all their lives in the booth. On the other hand, I don't say that the young fellows know all the answers; because after all, experience is always a good teacher.

"Recently, I had an argument with the manager of our 'B' house about changing an intermittent. He is a former GI operator with some previous experience. He argued that a main drive gear would have to be removed to change intermittents.

(Continued on following page)

★★★★ *Four Star Features of* SNAPLITE *Lenses*

Brilliance — brilliance that only f/2.0 lenses, with anti-reflection coatings, figured for wire-sharp definition, can achieve.

Contrast — contrast that comes from crisp definition, thorough color correction, reduction of internal reflections to a minimum.

Definition — definition that includes sharpness to the very corners as well as at the center—absence of annoying color fringes.

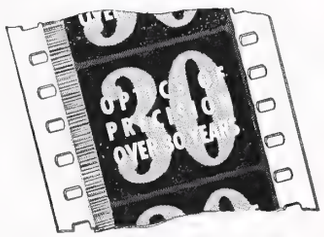
Illumination — illumination that is *even* throughout the entire picture area—no dimming at the edges or corners.



These four star features make SNAPLITE

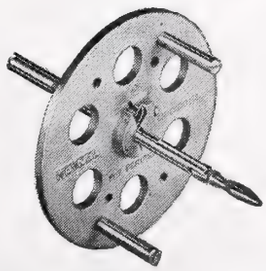
The Projection Lens of Quality

SNAPLITE
Series II
f/2.0



KOLLMORGEN *Optical* CORPORATION
2 Franklin Avenue
Brooklyn 11, New York

YOUR ASSURANCE OF THE BEST!



Wenzel "BULL-DOG"
"Will Never Lose Its Grip"

The Bull-Dog AR-15—engineered by Wenzel to eliminate key breakage on all types of shafts for winding film. Also for use in the Lower Magazines to more evenly distribute the pull strain. For automatic and hand rewinds, too. When ordering give model number or make of shaft, together with shaft diameter.

WENZEL PROJECTOR COMPANY 2509-19 S. State St. Chicago 16, Ill.

What Would You Do About It?

(Continuation of THE QUIZ POT)

The main gear does not have to be removed; but the intermediate does. If any operator doesn't know how to do this, I will be glad to show him. This applies to Simplex; with which I am most familiar.

"I also argued with a bunch of fellow operators in a neighboring town with three houses of A, B and C classification, about which was the most practical, a generator or a rectifier, for better light and good maintenance. Well, the vote was fifty-fifty. I frankly prefer a rectifier, because if operated at right voltages, they will do all the manufacturers say they will do. They are easier to operate, require less maintenance, take up less space, do not vibrate like a generator and usually are cheaper to purchase. They all agreed to this and one of the theatres was purchasing a motor generator of far inferior quality to replace copper-oxide rectifiers which were five years old. The name plate on them said General Electric, 75 amperes output.

"Show me a generator that will put a better picture on a screen at 105 feet from the booth, at a 20-foot width on an RCA screen, with Peerless Magnarc lamps, or that can do a better job more efficiently. I don't think you can. I may be wrong and if so, I wish one of you boys would do me a favor and tell me about it.

"Another thing I want to mention is design. Some of the equipment designers must think the operator likes to play with the durned things in their spare time, since they put so many screws, nuts and bolts in the mechanisms and soundheads.

"While the crackle finish looks nice, it is hard to keep clean. Instead of using projector oil to shine it up, try some paraffin oil. It will be less messy, stay on longer and will take up all the dust and dirt when you apply it and it's inexpensive. Clean the inside of the lamps with it and they won't cloud up so easily either. The manufacturers have still to make a projector that won't leak oil in the soundhead or somewhere else. The only one I know of that will about fill the bill in this particular is the new Brenkert lamp.

"The idea of removing the sprocket from the end of the shaft is another 'blue ribbon' for Brenkert. However, both the Simplex E-7 and Brenkert projectors have many features in common that the cheaper models do not have.

"I personally like the Motiograph cylinder-type shutter, and if you ever saw it in operation, you would marvel at the small amount of grease and dirt that it picks up in operation compared to the other rear and front type shutter jobs.

"Here are some suggestions I'd like to pass along to the designers of future projectors:

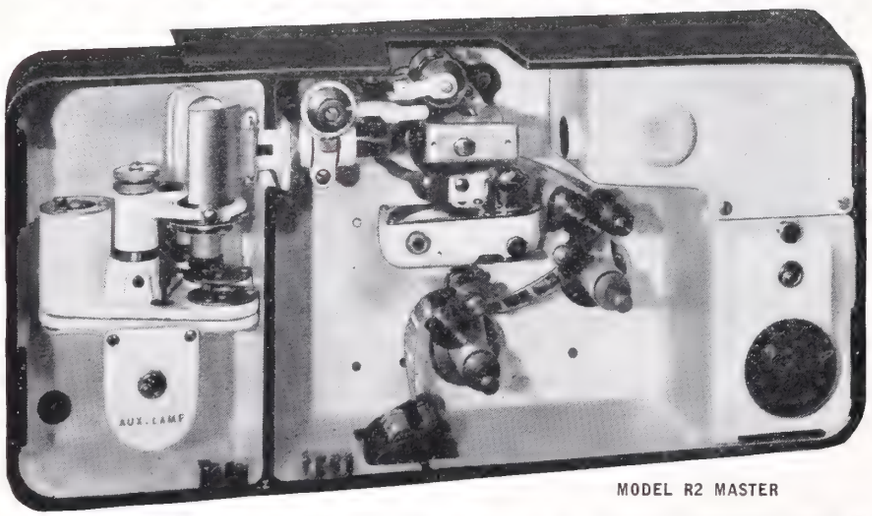
"By putting a crackle-finished streamlined case on the soundhead motors, a neater job could be assured.

"A small V-belt, instead of the usual type of take-up belt, would be more satisfactory, have less slippage and wear longer than most types now in use.

"Also, I believe that some of the lamp feed systems could be improved. Per-

Century SOUND

REPRODUCERS*



MODEL R2 MASTER

TODAY'S "BIG STEP" IN SOUND REPRODUCTION

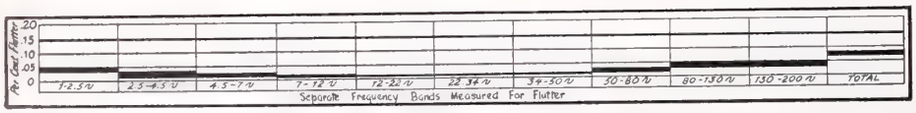
Century excels in quality . . . quality that your eye can see and your ear can hear. Century Master Sound Reproducers are more dependable . . . more durable. Your sound will be improved . . . reproduction more pleasing . . . you'll be in "step" with Century.

SEE YOUR DEALER FOR DETAILS

Hollywood Studio and qualified Theatre Technicians know that less than .07 per cent flutter is obtainable only on Century Reproducers.

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.07% Flutter Is Half the Standard Accepted by the Academy of Motion Picture Arts and Sciences.

CENTURY PROJECTOR CORPORATION, NEW YORK

Strong Reflectors



Gradual deterioration of projector arc lamp reflectors results in a corresponding loss in efficiency. Since the only light which can reach the screen must be reflected by the mirror, the loss in screen light is in direct proportion to the loss in mirror efficiency

Endeavoring to make up this light loss through the use of more current represents a pure waste in the form of unwarranted power bills. Periodic mirror replacement accordingly is a good investment.

Strong precision reflectors for all types and makes of lamps are sold by independent theatre supply dealers

The
STRONG ELECTRIC CORPORATION
Toledo 2, Ohio

WORLD'S LARGEST MAKER OF PROJECTION ARCS

haps the new Forest electronic control will accomplish this.

"How about an attachment that will fit on the end of the lens holder and keep the dust off them until the next show? This should snap or clip on.

"How about a gadget that will line up pad rollers with sprockets better than the old hit-and-miss method? A lot of film suffers this way by rolling up one side of the sprockets.

"Why not build a mechanism in the projector to automatically put out film fires in case of one, and have it fused and containing a harmless mixture, effective on fires and easy on the mechanism?

"An automatic device to help set intermittents more easily and accurately.

"Not until a few years ago was a sound system assembled conveniently neat enough and spaced right for best appearance and efficiency. This can still be improved in many ways. Late model systems are really accomplishing something in this particular.

"I also think that the doors on the operation and gear side of the projector could be arranged better and have less screws and bolts to get out of control, or fall out and leave a sagging door.

"How about the lower take-up clutch? About half of them slip and bump the film. Or they get so tight that the rollers sing and the sprocket holes get larger.

"How about a special vacuum cleanser attachment in lamphouses to prevent smoke and gas accumulation and improve cleanliness in operation?

"I think that some of the above things would help the operator and the manufacturer as well. Things should be done to eliminate dust accumulation.

"All you fellows should send in your ideas to the QUIZ POT. It would help all of us put on a better show. Although many improvements are developing, many more will come, I hope, that will help the operator, instead of merely appealing to the manager's eye for beauty.

"All for now, and keep up the good work you are doing with these columns. I do hope that more of the fellows will write in giving you their suggestions and criticisms."

Okay, Verne, we printed it, pretty much as you said it and here's hoping all your suggestions will bear fruit.

Proj. SID COFFEY of the Rex Theatre at Winnipegosis (Man.) Canada, asks for some advice in the following:

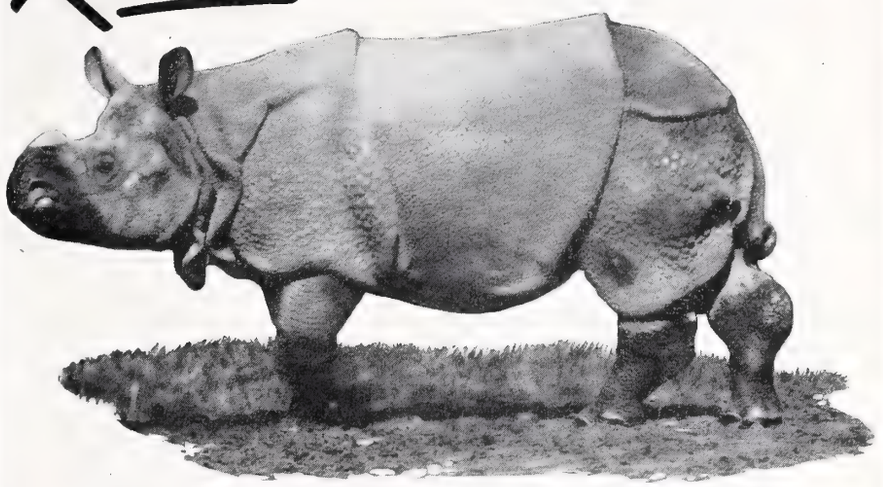
"Will you please give me some advice regarding Mazda lamphouses? I have two Powers projectors, 51-foot throw, 190 seats, and good beaded sound screen, 110 volts A.C., using 1,000-watt bulbs.

"Manitoba government regulations will not allow me to use carbons in my present booth and I wish to improve the light on the screen.

"Recently, I have heard of a constant current regulator made by General Electric, which they said would improve the light by using a different kind of bulb. All the Mazda equipment I have seen is the same as mine. Do you think this other

(Continued on following page)

Runs— BUT IS IT MODERN?



Maybe that old projector equipment is still "getting by"— but replacing worn parts with modern high precision La Vezzi parts would make many a showman's pictures better, his patrons happier, and his box office busier.

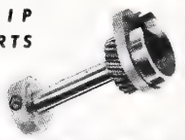
FOR SMOOTHEST OPERATION EQUIP WITH -SUPER- PROJECTOR PARTS





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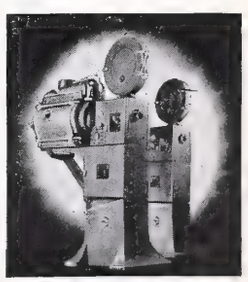
Watch The MODERN THEATRE for "News of What's New"

EVERYTHING FOR DRIVE-IN THEATRE OPERATION



Drive-in theatre operators look to DeVry for more than dependable moderately priced projection and amplifying equipment. DeVry's new IN-CAR SPEAKERS for drive-in theatres are another outstanding contribution by DeVry to the Exhibitor's and Projectionist's goal—the perfect show.

DeVry IN-CAR SPEAKERS permit closed windows in bad weather; provide individual volume control to patron's taste; confine sound to immediate theatre area, eliminating community complaints; give farthest-parked patron uniform synchronization of sound with action. Don't delay . . . Place your order for IN-CAR SPEAKERS now and assure on-time delivery.

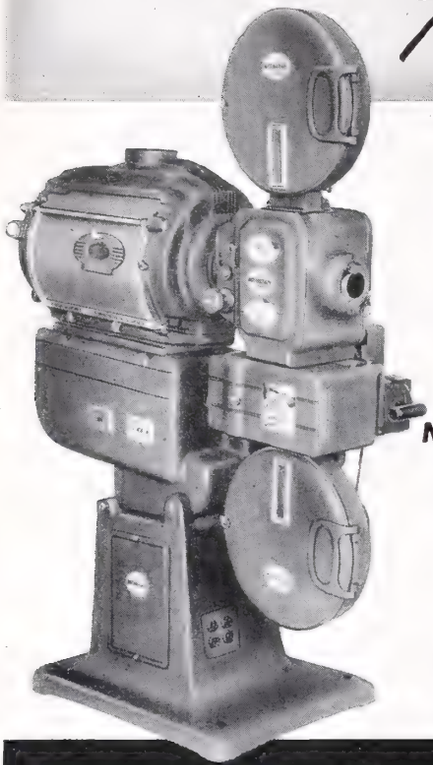


Send for specifications and prices on DeVry theatre projector and sound systems, too—"The right pair to draw to for a full house." DeVry Corporation, 1111 Armitage Ave., Chicago 14, Ill.

For the Perfect Show Indoors or Out Your Best Buy is a DEVRY

NOW EVERY THEATRE CAN AFFORD
THE BEST IN PROJECTION AND SOUND

The Great New



MOTIOGRAPH

"AA" PROJECTOR
AND
MOTIOGRAPH-MIRROPHONIC
SOUND SYSTEMS

For sale now at leading
Independent Theatre
Supply Dealers.

MOTIOGRAPH, INC.
CHICAGO, ILL.

PRODUCING THE BETTER PROJECTORS FOR OVER 50 YEARS

What Would You Do About It?

(Continuation of The Quiz Pot)

type bulb and regulator will improve my light? Please give me all the information you can on this subject."

Some of you fellows who still use Mazda lamp outfits ought to be able to give Sid a helping hand. Let's have it.

Proj. Louis Belval of 478 Church St., Whitinsville, Mass., comes to the aid of a recent inquirer with the following. Says he:

"I believe I have an answer to Proj. Danny Menghini's problem. I have made a running-time indicator and end reel signal combined. This consists of a graduated dial and bell. The bell signal is one minute before changeover time. The time left on a reel can be seen from anywhere at any time inside the booth.

"This time changeover signal device is so constructed that you cannot load the upper magazine without setting it, and is mounted atop the upper magazine by drilling one ½-inch hole in the side of magazine. It is all metal construction and with reasonable care should last your lifetime. The price is $12.50 a pair. If interested, state magazine size when ordering."

Much obliged, Louie. Advertising rates on request.

That's all for this month, gang! But more next month and it's your turn now. So come on in and help us keep the Old Pot a-bilin' with interest. In so many words, tell us: *What Would You Do About It?*

FOREST RECTIFIERS

The New and Highly Improved 6-Tube Rectifier

SINGLE-TYPE 75-V-6 and TWIN TYPE 75-V-12. Embodying the advanced knowledge gained from building rectifiers for radar and other highly scientific projects where perfection of performance and reliability are of paramount importance. Designed for all theatres using Suprex or Simplified High Intensity Projection. Built-in remote control relays with provisions for operating spotlights. 40 to 75 amperes DC current, 3-phase rectification.

Also: LD-60 and LD-30 Bulb Type Rectifiers, SUPER MCS Rectifiers, Rectifying Tubes, Sound Screens.

FOREST ARC LAMPS

The New Electronic Control Projection Lamp

The superiority of the Forest ELECTRONIC CONTROL Arc Lamp has become the talk of the industry! It features a completely new and faultless method of feeding positive and negative carbons by ELECTRONIC CONTROL, assuring arc control of precision accuracy, maintaining the exact focal point necessary for producing maximum light intensity at all times without constant watching and adjusting. No carbon feed motor—no gears—no clutches—no cams—no gadgets—no fast moving parts! Nothing to get out of order.

LARGE LAMP, 14" reflector. 1 KILOWATT, 10¼" reflector.
LOW INTENSITY, 10¼" reflector.

FOREST MFG. CORP.
60 PARK PL., NEWARK, N. J.

... "Go together, he said, why there's nothing better than that STANDSTEEL & AUTODRAPE Combination."



The new STANDSTEEL is perfect for your Autodrape. Keeps it off the floor to assure longer life. Both STANDSTEEL & AUTODRAPE are important to good housekeeping.

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Export office 220 W. 42nd St., N.Y.C.

LEADER IN THE PROJECTION FIELD!



RAULAND Visitron Phototubes have long been the choice of discriminating exhibitors and projectionists because of their uniformity, dependability and high sensitivity. There is a special type of Visitron for every application and every make of sound-on-film equipment.

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CHICAGO 41, ILLINOIS

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RADIO RADAR
SOUND • COMMUNICATIONS • TELEVISION

Surplus 16mm SOUND PROJECTORS



All Standard Makes at These Low Prices

All in Good Used Operating Condition

Here's only a partial list of the typical values:

AMPROSOUND model N or L	$260
AMPROSOUND model UA	275
BELL & HOWELL Academy	295
BELL & HOWELL Utility	335
BELL & HOWELL 138C	225
DE VRY Challenger	225
DE VRY Sprocket inter.	365
HOLMES Sprocket inter.	375
VICTOR model 25 AC/DC	195
VICTOR model 40A	245
VICTOR model 40B	295
Special! RCA model PB80 (as is)	$149.50

Order Now while they are available. 25% deposit with order assures prompt shipment.

S. O. S. CINEMA SUPPLY CORP.
449 WEST 42ND ST., NEW YORK 18, N. Y.

BE SURE TO TELL THEM YOU READ ABOUT IT IN The MODERN THEATRE section of BOXOFFICE

FIRST CHOICE IN FINE THEATRE SEATING...

AMERICAN Bodiform RESTFUL CHAIRS

American Seating Company • Grand Rapids 2, Michigan

about PEOPLE and PRODUCT

The Masland Duraleather Company, Philadelphia, announces the appointment of S. Ernest Kulp to the newly created office of Director of Sales. The position of salesmanager vacated by Mr. Kulp will be taken over by J. Ardell Shadle, who has been associated with Masland for nineteen years. The change is made to adjust organizational requirements of expanded business incidental to the successful introduction of Duran, the company's new, all-plastic upholstery covering.

Altec's Philadelphia District welcomes a new inspector in the person of Ed Perry, a native of Norfolk who will be headquartered in that city. Ed has had considerable experience in the sound game, having had practical experience in this type of work since boyhood and is at present a member of the projectionist's union. Frank J. Homsher, Altec Inspector who has been located in Baltimore under the jurisdiction of the Philadelphia District, has recently been transferred to Pittsburgh, which makes him a member of the Cincinnati District.

Schulen van Delden, formerly sales manager for Norton Door Closer Co., and later a Motiograph sales trainee, is now sales manager for Wil-Kin Theatre Supply Co., of Atlanta, Ga., succeeding Harry Paul, who recently went with RCA.

John F. Chester, recently resigned as general business editor of The Associated Press, has become director of public relations for the Carrier Corporation, manufacturer of air conditioning and refrigeration equipment. His headquarters are in Syracuse. He joined the AP's Washington Bureau in 1929, became head of the Boston Bureau in 1936, and was a war correspondent, beginning in 1943, in London and Cairo. He became general business editor in 1945.

Gordon S. Mitchell president of All-Scope Pictures, Inc., of Hollywood announces the signing of a contract with the California Prune & Apricot Growers Association for production of an educational school film on the Sunsweet prune process. Production of the film will start immediately in the vicinity of San Jose, California, under the supervision of B. F. McEveety, vice-president in charge of production for All-Scope Pictures. Script for the film was written by R. F. Engel.

Frazer & Hansen, Ltd., of San Francisco has been appointed sole foreign sales representative for Motiograph products.

E. O. Wilschke, operations supervisor for

(Continued on following page)

DROLL PROCESSED CARBONS

save you money 2 ways

The price of carbons is up 10%.

BUT

our processing charge of $1 per hundred has not been raised despite the fact that our costs have spiraled upward.

By the Droll patented process you are enabled to burn the entire carbon stick.

Available for these H. I. trims:

Negatives	Positives
6 mm. x 9"	7 mm. x 12" x 14"
7 mm. x 9"	8 mm. x 12" x 14"

and 13.6 mm. x 22" (machined for adapters) to provide 20 minutes more burning time.

Shipped f.o.b. Chicago at regular carbon list prices, plus $1 per hundred for milling, drilling and clips, (on 13.6 mm. x 22", $1.25 per hundred), less 5% on carbons, 10 days.

DROLL THEATRE SUPPLY CO.
925 W. Jackson Blvd.
Chicago 7, Ill.

PUT MORE LIGHT ON YOUR SCREEN

Install new National REFLECTORS

● All reflectors gradually deteriorate to a state where replacement cost is insignificant. A drop of only 10% in reflective efficiency results in a corresponding decrease in screen brilliancy, and represents a loss amounting to 10% of the cost of your current and carbons. Replace yours now, and regularly. Available for all types and makes of arc lamps.

NATIONAL THEATRE SUPPLY
Division of National • Simplex • Bludworth, Inc.

"There's a Branch Near You"



DELIVERING NOW

NEW IDEAL THEATRE CHAIRS

In Various Models

Post-War Design—Prewar Quality

JOE HORNSTEIN, Inc.
630 Ninth Avenue, New York, N. Y.
714 N. E. First Avenue, Miami, Fla.

About People and Product

(Continued from preceding page)

Altec was confined to his home for a short time last month as a result of an automobile accident in Philadelphia in which he and his wife were badly shaken up; but fortunately, neither was seriously hurt.

According to the TESMA TATTLER, Larry Davee of the Century Projector Corp., was recently elected Councilman of the Borough of Tenafly, New Jersey. (Police tickets definitely *not* fixed!) Larry also celebrated his birthday on March 28th and they served ice cream and chocolate cake in his office.

Erwin G. Fredrick, Chicago theatre architect, recently returned from a trip throughout the middle states, in which he inspected numerous of his new theatre and remodeling projects now under construction, as well as conferring with other prospective clients.

Fred Matthews, sales director for Motiograph, Inc., Chicago, has returned from a trip to the Southeast, made in the interests of dealers who are distributing the new Motiograph AA projector.

Miss Vivian Harwell, head of Queen Feature Service, Inc., Birmingham, Ala., has completed her 25th year in theatre supply business. Starting in the business as a stenographer, Miss Harwell has been eminently successful in theatre supply business.

B&K to Build New House in Toledo, O.

A 2,500-seat modern theatre for the downtown district of Toledo, Ohio, is being planned by Balaban & Katz, present lessee-operators of the Paramount and Princess theatres. The B&K lease on the 3,600-seat Paramount expires in June, 1948.

The new theatre, to be located at Jackson and Superior streets in downtown Toledo, is expected to be ready for opening early next year. Plan perspectives of the project will be published in a later issue of The MODERN THEATRE.

Color Opens the Doors Of Your House to All

Imaginative color in your theatre interior costs no more and it's by far the most helpful tool of the limited budget. Color alone can make the difference between a smart and an undistinguished theatre interior.

Plan your color scheme to be house-wide, to carry through from entrance lobby to auditorium. Thus the eye will move easily, smoothly from one room to another. Your entire house will seem more spacious.

DISASTROUS FILM FIRES
—DON'T JUST HAPPEN!

Pro-Tex REEL BAND

• PREVENTS FILM DAMAGE
• PREVENTS FILM FIRE

PRO-TEX REEL BAND CO.
200 Film Bldg. Cleveland 14, Ohio

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SELLING SEATS

Practical Ideas by Practical Showmen On Merchandising the Motion Picture

Edited by HUGH E. FRAZE

BOXOFFICE Showmandiser SECTION

A GUIDE TO BETTER BOOKING AND BUSINESS-BUILDING

WALTER READE CIRCUIT OPENS PUBLIC RELATIONS CAMPAIGN

NEW YORK—The Walter Reade circuit, operating 40 theatres in New Jersey and New York, has inaugurated a far-reaching public relations campaign which will stress, through advertising and active cooperation with local educational, commercial and religious leaders, the importance of theatres, particularly Reade houses, in community life.

"The public relations campaign," explained Walter Reade jr. at a special meeting of Reade managers and executives at the home office here last week, "attacks a problem which has led to much of the petty and major legislation that has and still is being imposed on the entire motion picture industry, and especially on the individual theatre."

A special department consisting of himself as director, Jim Brady, Reade field man in the Asbury Park, N. J., area, and Stephen W. Brener, director of advertising and publicity, will work out the initial plans. Each employe of the circuit will be called on to play a definite part in carrying out the project.

"Our plans will place the theatres in an important light in community affairs by making managers active in civic groups, the theatres a place of meeting and information and the entire Reade staff ready and willing to cooperate in all local promotion," Reade said.

In each situation pastors and church leaders of all denominations will be contacted by the Reade city manager and asked to form a committee to help prepare a special trailer which will stress to theatre audiences the spiritual value of attending places of worship each Sabbath.

It was planned to launch at once newspaper advertising and publicity in all Reade situations relating what the theatre is doing to help each town grow and prosper and emphasizing that the theatre always—

1. Offers the best dollar entertainment value.

2. Is safe for children and adults.

3. Maintains a courteous and helpful staff.

4. Is clean and comfortable.

5. Is a leader in community life and action.

Other projected activities in the theatre-community public relations campaign follow:

Local merchants and chambers of commerce will be called upon by the Reade field force and offered numerous cooperative selling aids.

Reade theatre and city managers in each situation will meet with the officers of all local charities and organize a committee whose duty will be to formulate an agreeable system of distributing funds collected in local theatres on a selected week each year.

Schools will be given the use of theatre auditoriums for special shows for which the theatre will donate the services of its employes.

All members of Reade Theatres staffs will be briefed on what they specifically are to do in cooperation with this organized campaign.

In towns where there are other theatres special committees of Reade city and district managers will meet with the other theatre operators and invite them to participate and cooperate "in this important, and long-needed theatre-community campaign."

Punchboard Passes Spur Popcorn Sales

OSAWATOMIE, KAS.—The film, "Lady Luck," gave T. J. Campbell, manager of the Osawa Theatre here, an opportunity to capitalize on the take-a-chance attitude of the theatregoing public. His exploitation was directed at that angle and his patrons showed decided interest and response.

Ten days prior to playdate, Campbell erected a standee next to his popcorn machine. Attached to it were two punchboards. Copy read: "With every purchase of popcorn try your luck and win a free pass to 'Lady Luck.'" Campbell reports an increase in popcorn sales as well as many favorable comments.

On the weekend prior to playdate Campbell put on a street bally that was a crowd stopper. Three boys carried a card table and a chair around the business district. They stopped at each corner, dealt out poker hands and invited some passerby to deal one for himself. On the back of each boy was this sign: "Are you lucky? Deal yourself a good hand and receive a pass to 'Lady Luck.'" Good hands were three of a kind, four of a kind and royal flush.

Barrage of Toy Balloons Hails Spring Festival

CORAL GABLES, FLA.—The Gables and the Coral theatres here will release hundreds of toy balloons from a central spot in the city. Each balloon recaptured is good for a free kiddy admission while some will contain passes for use by an adult. It's all a part of a Spring Festival of Hit Shows promoted by Paramount Theatres. Dan Boone is manager of the Gables Theatre and Fred Pope of the Coral, both Paramount units.

Cars Tagged for 'Jolson'

FREDONIA, KAS.—Manager R. C. Jacobi of the Kansan, in his exploitation for "The Jolson Story," had shipping tags printed with copy reading "Don't Park Here but instead park yourself in the Kansan Theatre and see 'The Jolson Story.' The tags were fitted with strings and hung from the door handles of all parked cars. This was done the weekend preceding playdate.

Pet Shop Displays on 'Badman'

The Gail Russell and puppy still was blown up to 30x40 for window displays in pet shops on "Angel and the Badman" at Loew's State at Providence, R. I.

Birthday of Exhibitor's Daughter Ties Bonds of Public Relations

MARENGO, IND.—An excellent example of good public relations was achieved here recently by Eddie Ornstein of Ornstein Theatres, which operates several houses in this area.

All school principals, the local newspaper and film companies joined Ornstein in holding a birthday celebration for Ornstein's 11-year-old daughter Frances.

The birthday party was held in the Rialto Theatre here to which every child under 12 in the Marengo territory was invited. The newspaper front-paged the invitation. Even the principals of the schools cooperated, dismissing classes early on the day of the party and authorizing use of school buses for transporting children to the theatre.

Film companies help provide a program of shorts representing all the well-known cartoon characters.

Every child was presented a birthday favor on entering and later refreshments were served in the auditorium.

The party pleased the entire community so much that Ornstein may make it an annual affair, with future parties "on" the Ornstein family.

Ornstein firmly believes in keeping his theatre names continually before the public. Recently he distributed match books listing the names of his various houses.

Price Consistency Held Key to Kiddy Patronage

DETROIT—"You have to be consistent with prices on shows for youngsters," a spokesman for United Detroit Theatres said, in pointing out the reasons for the steady patronage by younger patrons in local houses. "Children have just so much to spend, and any change in prices is going to upset their personal budgets very seriously."

That factor is the keynote of the successfully steady level maintained by Michigan and Detroit theatres especially, when other parts of the country are reporting steady drops in juvenile attendance.

COMMON IN MOST THEATRES

The idea is common to most theatres in the area, but may be exemplified best in the UDT group because of their large number of local houses in several run classes.

Prices are 12 or 14 cents in the neighborborhood house, while the second runs charge only 20 cents. These have not been raised since way back in the depression days, with the exception of the addition of the federal revenue tax. Young patrons appreciate this "holding the line" on prices when everything else has gone up, and have kept on coming to the shows in the same numbers.

Occasionally there are shows at higher prices; particularly Saturday morning special cartoon shows, when the kids get double value on the screen, and an increase in admission is justified and advertised well in advance, so that they will save up for it.

DROP UNSUITABLE FILMS

Another important policy around the Detroit territory is the widespread substitution of pictures when a Saturday booking includes a film unsuitable for youngsters. Instead, they are given a Roy Rogers, typically, or some good western which will appeal to them. The sophisticated type of film is just taken out of the Saturday matinee schedule, so the youngsters will have a chance to enjoy something that will appeal to them especially.

This emphasis on minimum prices, plus special program changes aimed at the young trade, has kept this fairly constant, while operators elsewhere have complained that the lack of young interest in films has jeopardized the juvenile boxoffice.

Study Guide on 'Daughter'

NEW YORK—RKO is circulating its sales force with copies of the school and discussion guide to "The Farmer's Daughter," which was distributed to 16,000 teachers of photoplay appreciation, and other interested school executives and motion picture chairmen of clubs, through the Motion Picture Ass'n. The guide is accompanied by a letter from Arthur H. DeBra, director of MPA's community service department, in which he points out the fact that "sometimes comedy accomplishes the truth more poignantly than serious drama."

Free Dude Ranch Stay

NEW YORK—A lucky patron of the Republic Theatre during the run of "The Last of the Mohicans" and "Kit Carson" will spend a weekend at the Manitou dude ranch at Garrison-on-the-Hudson as guest of the theatre and Producers Releasing Corp. All patrons were asked to drop their names in a box in the lobby, and Sunday night the person whose name was drawn was awarded a weekend vacation at the Manitou ranch.

Mother's Day Catchlines

Following are suggested catchlines for ads and lobby displays for Mother's day, May 11:

AS A PERFECT MOTHER'S DAY TREAT!

We suggest the outstanding holiday show at (your name) Theatre.

★ ★ ★

MAKE MOTHER'S DAY COMPLETE!

Treat HER to one of these great holiday shows.

★ ★ ★

A GIFT EVERY WOMAN WILL ENJOY!

Take HER to see one of these special Mother's day shows.

★ ★ ★

FOR YOUR FIRST SWEETHEART!

These outstanding Mother's day shows.

★ ★ ★

TODAY IS YOUR MOTHER'S DAY!

Remember all those shows she used to take you to? Now's your chance to treat her!

Postal on Dark Mirror Set in Inverted Type

OSHAWA, ONT.—Mel Jolley, pilot of the Marks Theatre here, had an idea on "The Dark Mirror," two ideas, in fact, and he employed both to good advantage. First, he printed up some penny post cards in reverse plate, so that the prospective patron had to hold the card up to a looking-glass to read the message. He used the same plate on some heralds.

Since the opposition had not yet played "To Each His Own," Jolley boomed Olivia de Havilland, star of "Mirror," as a 1946 Academy award winner, a statement that was quite true.



SELLS KIDDY TICKETS—A clown gag was used to stimulate advance ticket sales for children's shows at the B&K Berwyn Theatre in Chicago. E. F. Vraney, assistant manager, played clown, while A. J. "Happy" Meininger, manager, formerly with Ringling Bros. circus a long time, made the pitch in the lobby of the theatre. The stunt went over very big.

Best-Kept Secrets Win Radio Awards

CHICAGO—One of the most interesting radio contests ever staged here in connection with a motion picture campaign was a "Nora Prentiss" Best-Kept Secret contest put on for the film at the Roosevelt Theatre.

The stunt revolved around persons who choose to or are obliged to lead secret lives, or who desire to keep certain incidents of their past a secret. Rules of the contest were approved by the FCC and the Post Office department, and the promotion was carried out by June Merrill on her Fireside Thoughts program over WENR.

For the best-kept secret sent to her each night, Miss Merrill offered two tickets to "Nora Prentiss." The grand prize in the contest was a dinner at the Pump room and tickets to both the picture and a legitimate show.

The contest began three days before the opening of the picture and ran two weeks. In return for the cooperation from the radio station, Bill Hollander of Balaban & Katz not only set up a 40x60 announcement of the contest in the theatre lobby, but also ran a trailer reading: "Now that you have discovered Nora Prentiss' secret, enter the Nora Prentiss Best-Kept Secret contest over station WENR."

Comic Carnival Fills Up Peffley's House Twice

FREMONT, OHIO — An Easter cartoon show billed as the Comic Carnival, consisting of 12 cartoons and two comedies, went over in a big way at the Paramount Theatre where Dick Peffley is manager. The house was filled twice, once at a morning matinee and again at midnight.

Besides newspaper ads, Peffley used 50 special window cards here and in surrounding towns. A special trailer was run during eight days in advance, and a display made up of handed painted cartoon characters was used in the lobby.

School children were sold by an arrangement with the high school paper featuring a misspelled word contest. This resulted in an assist that could not be bought for money; namely, use of a dialog over the school public address system plugging the show. Students provided the voices. The contest is run regularly in the paper.

Incidentally, Peffly received larger results than he anticipated—a baby named David Marc was born to the Peffleys while he was in the midst of the cartoon carnival.

How to Get a Gal Contest For 'Way With Women'

OKLAHOMA CITY—In connection with the showing of "That Way With Women," a letter-writing contest on how to get a gal was staged by the Warner Theatre. The contest was promoted in cooperation with the Advertiser, a weekly. Contestants addressed Dane Clark with letters starting, "You may have 'That Way With Women' but I have four rules on how to get a gal that'll beat yours any day." He then listed the rules.

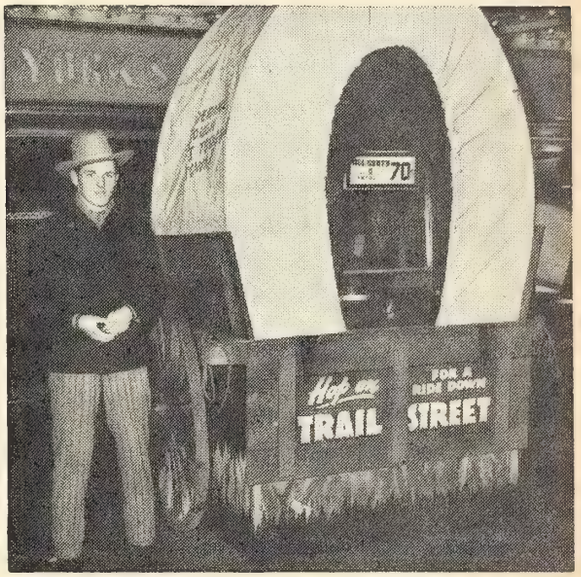
Imprinted Napkins for "Secret"

WATERBURY, CONN.—For the showing of "Her Sister's Secret," at the Strand, Manager Paul Klinger had 5,000 napkins imprinted and distributed to local stores, restaurants, soda shops, etc. He used a man in Mardi Gras costume carrying a sandwich sign on the street.

Putting the Picture on Display



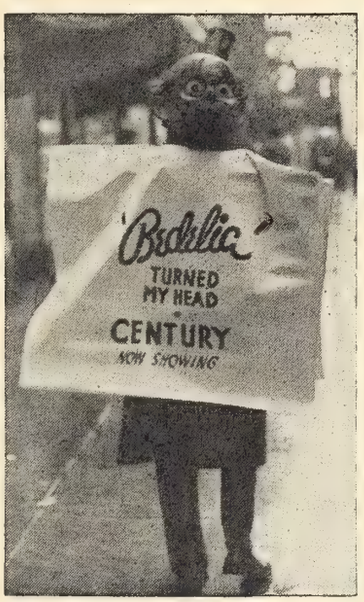
The elaborate front constructed for the Rivoli Theatre in New York for the opening of "The Farmer's Daughter" included special, huge montages on the sides in addition to the gigantic sheet extending across the top front.



Right: Ray Conner of the Palace, New York, dressed his box-office like the rear end of a covered wagon for "Trail Street."



"Bedelia" was "adopted" by a fraternity at the University of Richmond, Va. Nine-foot lobby piece of Margaret Lockwood was presented to the fraternity at appropriate ceremonies, arranged by Fabian exploiteer Floyd Stawhls and E-L field man, Max Miller.



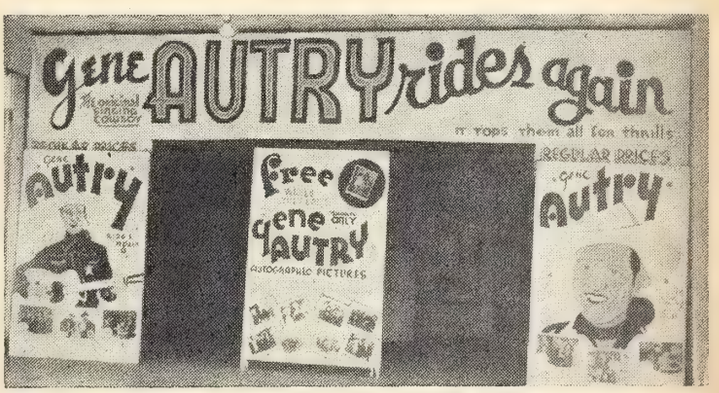
Street ballyhoo above was conceived by Mike Guttman, manager of the Century, Minneapolis, and Dorothy Jensen of the Minnesota Amusement staff.



Display set up by Rudy Koutnik at the Wisconsin, Milwaukee, for "It Happened in Brooklyn" featured a five-foot revolving record and simultaneous playing of hit songs. Cutouts of the stars were weighted and remained upright when the disc turned.



Lobby displays on "California" were set up by M. D. "Babe" Cohn of the Newman, Kansas City, with the air of J. S. Castle, Paramount field man.



Front hailing return of Gene Autry at the Royal, Enid, Okla., was designed by Roy T. Shield, Griffith partner, and executed by his assistant, Russell Acker.

Fishing Gag Street Bally Helps Sell 'Sin of Diddlebock' at Portland

PORTLAND, ORE.—Manager George Ackerman of J. J. Parker's Broadway Theatre hired a young man for a three-hour bally, attired him in a fishing outfit, and then had him hang his fishing pole over the curb on a main business corner. A wide orange sombrero worn by the mock fisherman helped to attract crowds of persons around the stunt man, who wore a sign reading:

"I'm crazy because I'm not at the Broadway Theatre seeing 'Sin of Harold Diddlebock.'"

Every downtown parking meter carried placards reading: "You'll need two hours to laugh at Harold Lloyd in 'The Sin of Harold Diddlebock.'" Soda fountains and cocktail bars also got into the act by advertising the "Diddlebock Drink—one to a customer." A sticker was printed in advance with copy: "Kilroy's gone—but Diddlebock's at the Broadway."

Three different styles of special heralds were drawn up and distributed in the Multnomah and Benson hotels to each person attending the meetings of the Advertising club, the Real Estate club, Kiwanis, Lions club, Executive club and the Junior Chamber of Commerce. The heralds were in the form of gag cartoons with copy crediting the theatre and picture. On the room clerks' desks of all hotels, too, were planted cards reading: "Notice! Mr. Diddlebock has checked out and can now be found at the Broadway Theatre."

Special screenings, one, three, six and 24-sheets, citywide store tieups, newspaper ads and radio spots supplemented the campaign, which obtained all-around results.



MAILING PIECES IN DISPLAY—An example of the use to which RKO mailing pieces can be utilized for theatre promotion is shown in the accompanying photograph of a lobby display devised by Miss Thresa Mehalovitz, who manages the Chief Theatre in Pueblo, Colo. When she received the set of "keys" RKO mailed on "Notorious," she filed them away for future use and requested additional copies from the RKO publicity field man. The original set was made into the display shown and several additional sets were used to advantage, hanging in the lobby and foyer for several weeks in advance.

Courtesy Stunt on 'Framed'

SPRINGFIELD, ILL.—The Senate Theatre here promoted a courtesy contest here for "Framed." The local Junior Chamber of Commerce sponsored the contest and obtained the cooperation of the local paper and WTAX. A Jaycee "courtesy scout" for two weeks chose a local waitress as winner of the Glenn Ford-Janis Carter courtesy award, a two-month pass to the Senate.

Editorial in B&K Ad

CHICAGO—The Daily News recently wrote its lead editorial, titled, "As We See It—Jolson Postscript" around Al Jolson's meteoric comeback. William K. Hollander, advertising chief for the B&K circuit, prepared a two-column ad, quoting three paragraphs from the editorial, on "The Jolson Story," currently running at the B&K Apollo.

Civic Groups Invited To Use His Theatre

DETROIT—An open invitation to any civic group in suburban Hazel Park to use the Hazel Park Theatre without charge was issued by H. B. Gordon, new owner of the house. Through the local paper, the Palladium, he said the theatre would be available merely by making arrangements with him. Gordon has launched a well-rounded program to make the house a focal point in the community. Considerable physical improvement has been made and pictures are being heavily exploited. Gordon ran a series of talent shows for which the top prize was a watch promoted from a jewelry store and he also played an indoor circus for three days.

Cooperative Advertising Aids 'Red House' Date

SAN FRANCISCO—The campaign that Robert N. Patton put on for "The Red House" in his Uptown Theatre, Sonora, and the Angels Theatre, Angels Camp, was simply a press agent's dream that came true. The picture was filmed almost in its entirety in and about the Sonora and Angels Camp.

The campaign consisted mainly of cooperative advertising with merchants who more or less profited from the Lesser company's stay in the locality, together with a tiein with the Sonora Motion Picture Ass'n, an organization working closely with the Hollywood studios, furnishing necessary locations, etc.

Patton points out that over 250 recent motion pictures have been made in and about the Angels Camp and Sonora area. He states that he sincerely believes that "any exhibitor fortunate enough to have such a situation with regard to production of motion pictures available to him, can profit largely and handsomely by using the local production angle to great advantage. In these operations, business was up at least 300 per cent due to the additional time and effort used in the campaign. A total of 90 per cent of all advertising was of the cooperative type and added practically nothing to my budget."

A Three-Day Radio Contest On Oklahoma City 'Clouds'

OKLAHOMA CITY—The Criterion staged a three-day contest on the Man About Town radio program for "Till the Clouds Roll By." Ducats and five record albums were offered to the listeners identifying Kern songs.

Robert A "Bob" Hynes, manager, also used a nine-foot cutout of a girl holding an umbrella, which was lettered with the picture's title, on the ends of the marquee. The colors were bright red, yellow and white. A one-half hour musical program was used the night before the opening in return for the theatre's allowing the station to use its leased wire for another program from the street.

For ten days before the opening, the theatre used the theme song over the public address system during the intermissions with a platter cut at the radio station.

Disc jockeys on four of the local radio stations played the records from the Metro album for one week in advance.

Trucks were bannered, 80 spots on KOCY and KTOK during a two-day period were used, an ad in color was used in the newspaper on opening day, front page art in the Shopping News, city weekly was obtained; about 600 sheets and window cards were posted, ads were placed in eight surrounding small community weekly papers, displays in hotels and a drug store were used.

Variety in 'Macomber' Campaigns

"The Macomber Affair" was kicked off with a variety of stunts and all around campaigns conducted for its five day-and-date first engagements in Toledo, Indianapolis, Dayton, Richmond and Norfolk, Va.

Manager Ted Teschner of Loew's Valentine in Toledo worked tieups with the public library to feature jungle books with stills from the picture, which deals with an African locale. Ernest Hemingway's books were featured in all Toledo book stores and many window and floor displays were arranged in leading stores featuring the wearing apparel of Joan Bennett, Gregory Peck and Robert Preston.

In Indianapolis, Manager Boyd Sparrow of Loew's, had a Man on the Street radio show announcer question passersby on the principals in the cast with passes going to winning contestants.

Manager Bill Reisinger of Loew's in Dayton arranged for 50 stores to carry displays of Joan Bennett in connection with the national Kellogg Pep package promotion. Stills from the picture were planted in all downtown Galaher drug stores tying in with the Cashmere Beau cake makeup worn by Miss Bennett.

Co-op newspaper pages featured Manager Milton Kaufman's campaign for Loew's State in Norfolk. The Pontiac agency ran a 20-inch ad on Gregory Peck, and a laundry, department store and jeweler broke co-op ads opening day. A singing contest on WRVA from the stage on opening day drew a large audience. Prizes ranging up to $100 were offered by local merchants. A Miss Pinup Girl of Norfolk contest was tied in with the newspaper copy on the film.

Manager George Peters of Loew's in Richmond concentrated on radio, obtaining extra spots free of charge on WMBG. A "Battle of the Crooners" on WLEE gave gratis plugs for the picture, while WRVA offered free stills of the "Macomber" stars five days daily in advance and through opening to the best replies from listeners of the Jukebox program. Eddie Weaver, organist at Loew's, whose program recently opened on WRVA, helped by broadcasting questions on the film. He offered passes to winning contestants.

Feature productions, listed by company, in order of release. Number in square is national release date. Production number is at right. Number in parentheses is running time, as furnished by home office of distributor; checkup with local exchanges is recommended. R—is review date. PG—is Picture Guide page number. Symbol ◐ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

BOOKING CHART

COLUMBIA

JUNE 29

27 (65) Drama 7032
THE RETURN OF RUSTY
Ted Donaldson
John Litel
Mark Dennis
Barbara Woodell
R—July 6—PG-733

29 (56) Western 574
TRAIL TO MEXICO
Jimmy Wakely

Block 5
28 (57) Action-Dr 4523
HOT CARGO
William Gargan
Jean Rogers
Philip Reed
R—Mar. 16—PG-705

28 (56) M'drama 522
TRAFFIC IN CRIME
Kane Richmond
Anne Nagel
Adele Mara

28 (65) Drama 537
INSIDE JOB
Ann Rutherford
Alan Curtis
Preston Foster
R—June 22—PG-731

JULY 6

4 (65) Mystery 7027
THE UNKNOWN
Karen Morley
Jim Bannon
Jeff Donnell
R—July 6—PG-734

SPECIAL:
4 (125) Drama 623
◎◐**THE GREEN YEARS**
Charles Coburn
Tom Drake
Beverly Tyler
Hume Cronyn
Dean Stockwell
R—Mar. 16—PG-705

6 (61) Sea-Dr 521
STRANGE VOYAGE
Eddie Albert
Elena Verdugo

Block 5
5 (122) Rom-Dr 4524
TO EACH HIS OWN
Olivia de Havilland
John Lund
Mary Anderson
Phillip Terry
Bill Goodwin
R—Mar. 16—PG-706

30 (70) Drama
◎**COLORADO SERENADE**
Eddie Dean
Al La Rue
R—July 6—PG-733

5 (90) Drama 524
SPECTER OF THE ROSE
Judith Anderson
Michael Chekhov
R—May 25—PG-726

(87) Drama 631
◎**SMOKY**
Fred MacMurray
Anne Baxter
Bruce Cabot
J. Farrell MacDonald
R—June 22—PG-732

5 (76) Drama 538
HER ADVENTUROUS NIGHT
Dennis O'Keefe
Helen Walker
Tom Powers
R—July 6—PG-733

6 (107) Drama 521
A STOLEN LIFE
Bette Davis
Glenn Ford
Dane Clark
Walter Brennan
Charlie Ruggles
R—May 4—PG-719

JULY 13

11 (54) Western 7209
THE DESERT HORSEMAN
Charles Starrett
Smiley Burnette
Adele Roberts
R—July 13—PG-735

13 (63) Drama 530
SOUTH OF MONTEREY
Gilbert Roland
Frank Yaconelli

10 (68) Mys-Dr
LARCENY IN HER HEART
Hugh Beaumont
Cheryl Walker
R—May 25—PG-725

SPECIAL:
(95) Drama 683
THE STRANGER
Edward G. Robinson
Loretta Young
Orson Welles
R—May 25—PG-726

12 (67) M'dr-Mus 523
NIGHT TRAIN TO MEMPHIS
Roy Acuff
Allan Lane

10 (79) Outdr-Mus 5541
MY PAL TRIGGER
Roy Rogers
R—July 6—PG-734

(70) Comedy 632
IT SHOULDN'T HAPPEN TO A DOG
Carole Landis
Allyn Joslyn
Henry Morgan
Margo Wood
R—June 8—PG-728

12 (60) Drama 539
DANGER WOMAN
Brenda Joyce
Don Porter
Milburn Stone
R—July 13—PG-736

JULY 20

18 (67) Act-Mus 7223
COWBOY BLUES
Ken Curtis
Jeff Donnell
Hoosier Hotshots
Guy Kibbee
R—July 13—PG-736

Block 17
18 (97) Drama 625
BOYS' RANCH
James Craig
"Butch" Jenkins
R—May 4—PG-720

20 (65) Act-Com 511
BOWERY BOMBSHELL
Huntz Hall
Bobby Jordan
R—Aug. 10—PG-742

17 (55) Western
PRAIRIE BADMEN
Buster Crabbe
Al "Fuzzy" St. John
R—Aug. 10—PG-741

22 (56) Western 568
CONQUEST OF CHEYENNE
Bill Elliott
Bobby Blake
Alice Fleming

19 (100) M'drama
A SCANDAL IN PARIS
George Sanders
Signe Hasso
Carole Landis
R—July 20—PG-738

19 (59) Drama 540
THE DARK HORSE
Phillip Terry
Ann Savage
Allen Jenkins
R—July 20—PG-738

20 (105) Drama 522
OF HUMAN BONDAGE
Paul Henreid
Eleanor Parker
Alexis Smith
Edmund Gwenn
Janis Paige
R—July 6—PG-734

JULY 27

25 (73) Musical 7033
SING WHILE YOU DANCE
Ellen Drew
Robert Stanton
Andrew Tombes
R—Aug. 10—PG-741

SPECIAL:
25 (110) Drama 624
◎◐**EASY TO WED**
Esther Williams
Van Johnson
R—Apr. 13—PG-714

27 (64) Mys-Dr 518
SHADOWS OVER CHINATOWN
Sidney Toler
Victor Sen Young

Block 6
26 (107) Act-Dr 4526
O.S.S.
Alan Ladd
Geraldine Fitzgerald
R—May 11—PG-721

24 (67) Drama
QUEEN OF BURLESQUE
Evelyn Ankers
Carlton Young
R—July 6—PG-733

Group 6
(105) Drama 626
TILL THE END OF TIME
Dorothy McGuire
Guy Madison
Robert Mitchum
Bill Williams
R—June 15—PG-730

22 (89) Comedy 525
RENDEZVOUS WITH ANNIE
Eddie Albert
Faye Marlowe
R—Aug. 17—PG-744

25 (55) Western 557
RED RIVER RENEGADES

26 (92) Drama 541
◎**CANYON PASSAGE**
Dana Andrews
Brian Donlevy
R—July 27—PG-740

26 (61) Musical 542
CUBAN PETE
Desi Arnaz
R—July 27—PG-739

AUGUST 3

3 (65) Act-Dr 520
BELOW THE DEADLINE
Warren Douglas
Ramsay Ames
R—Oct. 5—PG-755

Group 6
(68) Musical 630
THE BAMBOO BLONDE
Frances Langford
Ralph Edwards
Russell Wade
R—June 22—PG-732

(102) Drama 633
◎**CENTENNIAL SUMMER**
Jeanne Crain
Cornel Wilde
Linda Darnell
William Eythe
R—June 8—PG-728

2 (84) M'drama
MR. ACE
George Raft
Sylvia Sidney
Sid Silvers
R—Aug. 31—PG-748

2 (80) Drama 543
THE BLACK ANGEL
Dan Duryea
R—Aug. 10—PG-741

2 (63) Drama 544
SLIGHTLY SCANDALOUS
Fred Brady
Paula Drew

3 (128) Drama 523
◎**NIGHT AND DAY**
Cary Grant
Alexis Smith
Monty Woolley
Mary Martin
R—July 13—PG-736

AUGUST 10

8 (68) Comedy 7039
PERSONALITY KID
Anita Louise
Michael Duane
Ted Donaldson
R—Aug. 10—PG-742

8 (93) Drama 626
◎**COURAGE OF LASSIE**
Lassie
Elizabeth Taylor
Frank Morgan
Tom Drake
R—May 11—PG-721

10 (57) Western 567
SHADOWS ON THE RANGE
Johnny Mack Brown

Block 6
9 (107) Drama 4527
THE SEARCHING WIND
Robert Young
Sylvia Sidney
R—May 11—PG-722

14 (55) Drama
TERRORS ON HORSEBACK
Buster Crabbe
R—Apr. 27—PG-717

7 (57) M'drama 526
THE INNER CIRCLE
Adele Mara
Warren Douglas
William Frawley

9 (67) M'drama 527
THE LAST CROOKED MILE
R—Aug. 24—PG-746

(128) Drama 634
◐**ANNA AND THE KING OF SIAM**
Irene Dunne
Rex Harrison
Linda Darnell
R—June 8—PG-727

9 (61) Drama 545
WILD BEAUTY
Don Porter
Lois Collier
Jacqueline De Wit
R—Aug. 17—PG-743

AUGUST 17

15 (54) Western 7201
HEADING WEST
Charles Starrett
Smiley Burnette
R—Aug. 24—PG-745

15 (75) Drama
DOWN MISSOURI WAY
Martha O'Driscoll
R—July 13—PG-735

15 (..) Drama
SECRETS OF A SORORITY GIRL
Rick Vallin
R—Aug. 24—PG-745

12 (69) Com-Dr 528
G.I. WAR BRIDES
Anna Lee
James Ellison
R—Aug. 24—PG-746

(65) Drama 635
DEADLINE FOR MURDER
Paul Kelly
Kent Taylor
Sheila Ryan
Jerome Cowan
R—June 22—PG-732

SPECIAL:
16 (126) Drama
◐◎**CAESAR AND CLEOPATRA**
Vivien Leigh
Claude Rains
Stewart Granger
R—Aug. 17—PG-744

16 (82) Comedy 546
THE TIME OF THEIR LIVES
Abbott and Costello
Binnie Barnes
Jess Barker
R—Aug. 17—PG-743

17 (90) Drama 524
TWO GUYS FROM MILWAUKEE
Dennis Morgan
Jack Carson
Joan Leslie
Janis Paige
S. Z. Sakall
Patti Brady
R—July 27—PG-739

M-G-M

MONOGRAM

PARAMOUNT

P.R.C.

RKO RADIO

REPUBLIC

20TH-FOX

UNITED ARTISTS

UNIVERSAL

WARNER-F. N.

	AUGUST 24	AUGUST 31	SEPTEMBER 7	SEPTEMBER 14	SEPTEMBER 21	SEPTEMBER 28	OCTOBER 5	OCTOBER 12
COLUMBIA				12 (63) Comedy 7038 IT'S GREAT TO BE YOUNG Leslie Brooks R—Sept. 7—PG-749 12 (69) Western 7224 SINGING ON THE TRAIL Ken Curtis R—Sept. 14—PG-752		24 (68) Drama 7002 GALLANT JOURNEY Glenn Ford Janet Blair R—Sept. 14—PG-752 26 (70) M'Dr-Mys 7041 SHADOWED Anita Louise R—Oct. 5—PG-756	30 (91) Musical 7006 THE THRILL OF BRAZIL Evelyn Keyes Keenan Wynn Ann Miller Allyn Joslyn R—Aug. 31—PG-747	10 (71) Psych-Dr 805 SO DARK THE NIGHT Steven Geray Micheline Cheirel Eugene Borden Ann Codee R—Nov. 23—PG-765
M-G-M	22 (81) Drama 627 FAITHFUL IN MY FASHION Tom Drake Donna Reed R—June 15—PG-729	29 (92) Drama 628 THREE WISE FOOLS Margaret O'Brien Lionel Barrymore Lewis Stone Edward Arnold Thomas Mitchell R—June 15—PG-730			19 (127) Mus-Com 701 HOLIDAY IN MEXICO Walter Pidgeon Jane Powell Ilona Massey Jose Iturbi R—July 27—PG-740			(81) Comedy-Dr 703 THE COCKEYED MIRACLE Frank Morgan Keenan Wynn Audrey Totter R—July 20—PG-737
MONOGRAM	24 (68) Comedy 512 SPOOK BUSTERS Leo Gorcey Huntz Hall Bobby Jordan Billy Benedict David Gorcey R—Aug. 24—PG-745		7 (74) Com-Mus 517 HIGH SCHOOL HERO Freddie Stewart June Preisser R—Aug. 24—PG-745	14 (76) Mys-Dr 601 DECOY Edward Norris Jean Gillie R. Armstrong R—Sept. 14—PG-751	21 (54) Western 568 TRIGGER FINGERS Johnny Mack Brown Raymond Hatton		5 (72) Act-Dr 602 GENTLEMAN JOE PALOOKA Joe Kirkwood jr. Elyse Knox Leon Errol R—Sept. 28—PG-753	12 (66) Mys-Dr 603 DANGEROUS MONEY Sidney Toler Gloria Warren Victor Sen Young R—Oct. 12—PG-758
PARAMOUNT		SPECIAL: 30 (93) Comedy 4532 MONSIEUR BEAUCAIRE Bob Hope Joan Caulfield R—May 11—PG-721	Block 6 6 (69) Act-Dr 4528 SWAMP FIRE Johnny Weissmuller Buster Crabbe	Block 6 13 (117) Drama 4529 THE STRANGE LOVE OF MARTHA IVERS Barbara Stanwyck Van Heflin Lizabeth Scott R—Mar. 16—PG-706			Reissue R5-3624 (113) Outdr-Drama THE PLAINSMAN Gary Cooper Jean Arthur	Reissue R5-3620 (84) Adven-Drama JUNGLE PRINCESS Dorothy Lamour Ray Milland
P-R-C	21 (54) Act-West OVERLAND RIDERS Buster Crabbe Al "Fuzzy" St. John R—Aug. 31—PG-747	29 (68) Mys-Dr BLONDE FOR A DAY Hugh Beaumont Kathryn Adams R—Aug. 10—PG-742	2 (56) Drama STRANGE HOLIDAY Claude Rains R—Nov. 9—PG-764			23 (86) Drama SP71 HER SISTER'S SECRET Nancy Coleman R—Sept. 28—PG-753 22 (56) Act-West OUTLAW OF THE PLAINS Buster Crabbe	1 (55) Outdr-Mus 741 DRIFTIN' RIVER R—Oct. 12—PG-757 1 (58) Drama 714 THE BRUTE MAN R—Nov. 2—PG-761	
RKO RADIO		SPECIAL: (103) Drama 761 NOTORIOUS Ingrid Bergman Cary Grant Claude Rains Louis Calhern R—July 27—PG-739	Group 6 (93) Drama 627 CRACK-UP Pat O'Brien Claire Trevor Herbert Marshall R—June 15—PG-729	Group 1 (61) Drama 703 STEP BY STEP Lawrence Tierney Anne Jeffreys Lowell Gilmore R—July 20—PG-737	Group 1 (59) Western 704 SUNSET PASS James Warren Nan Leslie John Laurenz Jane Greer R—July 20—PG-738	Group 1 (97) Comedy 702 LADY LUCK Robert Young Barbara Hale Frank Morgan R—July 27—PG-739	Group 1 (116) Drama 701 SISTER KENNY Rosalind Russell Alexander Knox Dean Jagger R—July 20—PG-738	Group 1 (68) Drama 705 GREAT DAY Eric Portman Flora Robson R—July 20—PG-737
REPUBLIC	19 (57) Mys-Dr 529 THE INVISIBLE INFORMER Linda Stirling William Henry Gerald Mohr R—Aug. 24—PG-746	26 (69) West-Mus 541 UNDER NEVADA SKIES Roy Rogers R—Aug. 31—PG-748	3 (56) Mystery 531 THE MYSTERIOUS MR. VALENTINE William Henry Linda Stirling	9 (56) Western 558 RIO GRANDE RAIDERS Sunset Carson 12 (68) Outdr-Mus 542 ROLL ON TEXAS MOON Roy Rogers Dale Evans R—Sept. 28—PG-754				
20TH-FOX			(74) Drama 636 BLACK BEAUTY Mona Freeman Richard Denning Evelyn Ankers R—July 20—PG-737	(78) Drama 637 CLAUDIA AND DAVID Dorothy McGuire Robert Young Mary Astor John Sutton Gail Patrick R—July 27—PG-740	(78) Musical 638 IF I'M LUCKY Vivian Blaine Perry Como Harry James Carmen Miranda Phil Silvers R—Sept. 7—PG-750	Reissue (86) Musical 641 SUN VALLEY SERENADE Sonja Henie John Payne Milton Berle Glenn Miller & Orch. Joan Davis	(90) Musical 639 THREE LITTLE GIRLS IN BLUE June Haver George Montgomery Vivian Blaine Celeste Holm R—Sept. 14—PG-751	(90) Drama 640 HOME SWEET HOMICIDE Peggy Ann Garner Randolph Scott Lynn Bari Dean Stockwell R—July 27—PG-740
UNITED ARTISTS			6 (90) Comedy THE BACHELOR'S DAUGHTERS Gail Russell Claire Trevor Adolphe Menjou R—Sept. 14—PG-752		20 (101) M'drama ANGEL ON MY SHOULDER Paul Muni Anne Baxter R—Sept. 28—PG-754			11 (57) Comedy LITTLE IODINE Jo Ann Marlowe Eve Whitney Marc Cramer R—Oct. 19—PG-759
UNIVERSAL	22 (76) Drama 547 DEAD OF NIGHT Mervyn Johns Roland Culver Frederick Valk R—July 6—PG-734	30 (102) Drama 548 THE KILLERS Burt Lancaster Ava Gardner R—Aug. 17—PG-743 30 (61) Drama 549 LITTLE MISS BIG Beverly Simmons R—Sept. 7—PG-750	30 (74) Drama 550 WHITE TIE AND TAILS Dan Duryea Ella Raines William Bendix R—Sept. 14—PG-751		20 (108) Drama 1065 THEY WERE SISTERS Phyllis Calvert James Mason Hugh Sinclair R—Aug. 31—PG-747			
WARNER-F. N.		31 (114) Drama 601 THE BIG SLEEP Humphrey Bogart Lauren Bacall Martha Vickers Dorothy Malone R—Aug. 17—PG-744		14 (78) Drama 602 SHADOW OF A WOMAN Andrea King Helmut Dantine William Prince R—Aug. 17—PG-744		28 (106) Drama 603 CLOAK AND DAGGER Gary Cooper Robert Alda Lilli Palmer R—Sept. 14—PG-752		12 (100) Drama 604 NOBODY LIVES FOREVER John Garfield Geraldine Fitzgerald Walter Brennan Faye Emerson R—Oct. 5—PG-755

MISCELLANEOUS

ASTOR

(57) Mus (New Rel)
BEWARE
Louis Jordan
Valerie Black

(68) Drama Reissue
COURAGEOUS DR. CHRISTIAN
Jean Hersholt

(30) M-Rev (New Rel)
EBONY PARADE
Cab Calloway
Count Basie
Mills Bros.

(72) Comedy Reissue
FLYING DEUCES
Laurel and Hardy

(10) Mus (New Rel)
(1 Reel Spec)
HERE'S RICHARD'S ANSWER
Stepin Fetchit

(57) M-Dr (New Rel)
HOLLYWOOD BOUND
Betty Grable

(89) Reissue
JIMMY STEPS OUT
Jimmy Stewart

(83) Drama Reissue
LITTLE MEN
Jack Oakie

(86) Drama Reissue
ONE ROMANTIC NIGHT
Ilona Massey

(100) Drama Reissue
SCARFACE
Paul Muni
George Raft

(86) Mus-Dr Reissue
SECOND CHORUS
Paulette Goddard
Fred Astaire

(55) M-Dr (New Rel)
STAIRWAY FOR A STAR
Cornel Wilde

(48) Mus (New Rel)
TALL, TAN AND TERRIFIC
Mantan Moreland
Francine Everett

(50) M-Dr (New Rel)
THAT MAN OF MINE
Harrel Tillman
Ruby Dee
Anna Mae Winburn

(58) O'd-Dr (New Rel)
WHITE STALLION
Eddie Dean

OCTOBER 19	OCTOBER 26	NOVEMBER 2	NOVEMBER 9	NOVEMBER 16	NOVEMBER 23	NOVEMBER 30	DECEMBER 7
17 (69) Comedy 806 BLONDIE KNOWS BEST Penny Singleton Arthur Lake R—Oct. 5—PG-755 17 (53) Western 861 LANDRUSH Charles Starrett Smiley Burnette	24 (61) Mystery 816 CRIME DOCTOR'S MANHUNT Warner Baxter Ellen Drew William Frawley Frank Sully R—Dec. 28—PG-776		7 (65) Mystery 818 SECRET OF THE WHISTLER Richard Dix Leslie Brooks R—Nov. 2—PG-761		21 (55) Western 862 TERROR TRAIL Charles Starrett Smiley Burnette R—Nov. 9—PG-764	28 (72) Musical 824 BETTY CO-ED Jean Porter Shirley Mills R—Nov. 30—PG-767	
(117) Musical 704 NO LEAVE, NO LOVE Van Johnson Keenan Wynn Pat Kirkwood R—Aug. 31—PG-747	Reissue (84) Drama 705 RAGE IN HEAVEN Robert Montgomery Ingrid Bergman George Sanders			(115) Drama 707 UNDERCURRENT Katharine Hepburn Robert Taylor Robert Mitchum R—Oct. 5—PG-756	(93) Drama 706 TWO SMART PEOPLE Lucille Ball John Hodiak R—June 15—PG-730		
		2 (73) Drama 605 WIFE WANTED Kay Francis Paul Cavanagh R—Nov. 2—PG-762	9 (71) Outdr-Mus 531 BEAUTY AND THE BANDIT Gilbert Roland Ramsay Ames Frank Yaconelli	16 (55) Western 563 SILVER RANGE Johnny Mack Brown Raymond Hatton	23 (68) Comedy 604 BRINGING UP FATHER Joe Yule Renie Riano R—Oct. 19—PG-759	30 (68) Mystery 607 THE TRAP Sidney Toler Manton Moreland Victor Sen Young R—Jan 11—PG-779	7 (63) Act-Com 608 MR. HEX Leo Gorcey Huntz Hall R—Dec. 21—PG-773
					22 (98) Sea Drama 4601 TWO YEARS BEFORE THE MAST Alan Ladd William Bendix Brian Donlevy Barry Fitzgerald Howard da Silva R—Aug. 31—PG-748		
		28 (68) Drama GAS HOUSE KIDS Billy Halop Robert Lowery Teala Loring R—Oct. 19—PG-759	5 (78) Drama DON RICARDO RETURNS Fred Coby		18 (57) Western 743 STARS OVER TEXAS Eddie Dean Roscoe Ates Shirley Patterson R—Dec. 28—PG-775	25 (74) Drama LADY CHASER Robert Lowery Ann Savage	1 (73) Outdr-Mus 706 WILD WEST Eddie Dean Al La Rue Robert "Buzzy" Henry R—Dec. 7—PG-769
Group 2 (62) Drama 709 CRIMINAL COURT Tom Conway R—Aug. 10—PG-742 15 (62) Com-Chiller GENIUS AT WORK Wally Brown Alan Carney R—Aug. 10—PG-741		Group 2 (62) Drama 708 CHILD OF DIVORCE Sharyn Moffett Regis Toomey Madge Meredith Una O'Connor R—Oct. 19—PG-760		Group 2 (87) Drama 706 NOCTURNE George Raft Lynn Bari R—Oct. 12—PG-757	21 (172) Drama 751 THE BEST YEARS OF OUR LIVES Myrna Loy Fredric March Dana Andrews Teresa Wright Virginia Mayo R—Dec. 7—PG-769	28 (95) Mus-Dr 791 SONG OF THE SOUTH Bobby Driscoll Luana Patten Ruth Warrick R—Nov. 2—PG-762	
			8 (72) Special 5542 HOME IN OKLAHOMA Roy Rogers George "Gabby" Hayes Dale Evans R—Nov. 9—PG-763	15 (56) Western 661 SANTA FE UPRISING Allan Lane Bobby Blake 15 (82) Drama 532 PLAINSMAN AND THE LADY William "Bill" Elliott R—Nov. 9—PG-763	18 (68) Com-Mus 603 AFFAIRS OF GERALDINE Jane Withers R—Nov. 30—PG-768 21 (69) Outdr-Mus 681 SIOUX CITY SUE Gene Autry R—Dec. 7—PG-770		5 (67) Outdr 5503 OUT CALIFORNIA WAY R—Dec. 21—PG-773 2 (117) Drama 601 I'VE ALWAYS LOVED YOU Catherine McLeod R—Sept. 7—PG-749
Reissue (84) Drama 642 THE BOWERY Wallace Beery George Raft Jackie Cooper Fay Wray		(91) Drama 644 WANTED FOR MURDER Eric Portman Dulcie Gray Derek Farr Roland Culver R—Nov. 9—PG-763	(97) Drama 645 MY DARLING CLEMENTINE Henry Fonda Linda Darnell Victor Mature Walter Brennan Tim Holt R—Oct. 12—PG-758	(94) Drama 646 MARGIE Jeanne Crain Glenn Langan Lynn Bari Alan Young R—Oct. 19—PG-760			(92) Mus-Fant 649 WAKE UP AND DREAM June Haver John Payne Charlotte Greenwood Connie Marshall R—Nov. 30—PG-768
	25 (101) Drama STRANGE WOMAN Hedy Lamarr George Sanders Louis Hayward R—Nov. 2—PG-762			15 (65) Western THE DEVIL'S PLAYGROUND William Boyd R—Sept. 28—PG-753	22 (86) Drama THE CHASE Robert Cummings Michele Morgan R—Oct. 19—PG-759		
	(85) Drama 601 THE DARK MIRROR Olivia de Havilland Lew Ayres Thomas Mitchell R—Oct. 12—PG-758	1 (108) Com-Dr 1066 NOTORIOUS GENTLEMAN Rex Harrison Lilli Palmer R—Nov. 2—PG-761		(95) Drama 602 MAGNIFICENT DOLL Ginger Rogers Burgess Meredith David Niven R—Nov. 23—PG-766			
	26 (112) Drama 605 DECEPTION Bette Davis Paul Henreid Claude Rains R—Oct. 19—PG-760		9 (97) Drama 606 NEVER SAY GOODBYE Errol Flynn Eleanor Parker Lucile Watson S. Z. Sakall R—Nov. 2—PG-762		23 (86) Drama 607 THE VERDICT Sydney Greenstreet Peter Lorre Joan Lorring George Coulouris Rosalind Ivan R—Nov. 23—PG-766		Reissues: 7 (127) Drama 608 KINGS ROW Ann Sheridan Ronald Reagan 7 (72) M'drama 609 WILD BILL HICKOK RIDES Bruce Cabot Constance Bennett

COLUMBIA | M-G-M | MONOGRAM | PARAMOUNT | P-R-C | RKO RADIO | REPUBLIC | 20TH-FOX | UNITED ARTISTS | UNIVERSAL | WARNER-F. N. | MISCELLANEOUS

FILM CLASSICS

(101) Drama Reissue
DODSWORTH
Walter Huston
David Niven
John Payne

(109) Drama
NORTH STAR
Anne Baxter
Dana Andrews

(80) Mus-Com Reissue
PALMY DAYS
Eddie Cantor
George Raft

(81) Reissue
THE RETURN OF THE SCARLET PIMPERNEL
Barry Barnes
James Mason

(..) Musical Reissue
ROMAN SCANDALS
Eddie Cantor
Ruth Etting

(98) Drama Reissue
SCARLET PIMPERNEL
Merle Oberon
Leslie Howard

(107) Drama Reissue
STELLA DALLAS
Barbara Stanwyck
John Boles

(100) Musical Reissue
STRIKE ME PINK
Eddie Cantor
Brian Donlevy
Ethel Merman

(109 Drama Reissue
THE THIEF OF BAGDAD
Sabu
Conrad Veidt
June Duprez

(77) Drama Reissue
THE UNHOLY GARDEN
Ronald Colman

(83) Drama Reissue
WEDDING NIGHT
Gary Cooper
Ralph Bellamy

(102) Western Reissue
THE WESTERNER
Gary Cooper
Walter Brennan
Dana Andrews

(104) Drama Reissue
WUTHERING HEIGHTS
Laurence Olivier
Merle Oberon

(71) Comedy Reissue
WOMAN CHASES MAN
Joel McCrea
Miriam Hopkins

	DECEMBER 14	DECEMBER 21	DECEMBER 28	JANUARY 4	JANUARY 11	JANUARY 18	JANUARY 25	FEBRUARY 1
COLUMBIA	12 (69) Mystery 822 BOSTON BLACKIE AND THE LAW Chester Morris R—Dec. 14—PG-772 12 (68) West-Mus 854 LONE STAR MOONLIGHT R—Jan. 4—PG-777	19 (61) Western 863 THE FIGHTING FRONTIERSMAN Charles Starrett Smiley Burnette 19 (69) M'drama 828 ALIAS MR. TWILIGHT Michael Duane R—Jan. 4—PG-777	26 (64) Mus-Com 804 SINGIN' IN THE CORN Judy Canova R—Jan. 4—PG-777 28 (91) Mel'drama 829 THE RETURN OF MONTE CRISTO Louis Hayward R—Nov. 30—PG-767		9 (69) Comedy 807 BLONDIE'S BIG MOMENT Penny Singleton Arthur Lake Larry Simms Marjorie Kent Anita Louise R—Dec. 21—PG-773	16 (69) Mystery 823 LONE WOLF IN MEXICO Gerald Mohr Shirley Ryan Jacqueline De Wit Eric Blore R—Jan. 11—PG-780	25 (128) Mus-Dr 831 THE JOLSON STORY Larry Parks Evelyn Keyes William Demarest Bill Goodwin R—Sept. 28—PG-753	30 (58) Western SOUTH OF THE CHISHOLM TRAIL Charles Starrett Smiley Burnette Nancy Saunders R—Feb. 1—PG-786
M-G-M	(97) Drama 709 THE SECRET HEART Claudette Colbert Walter Pidgeon June Allyson Robert Sterling R—Nov. 30—PG-767	21 (83) Comedy 708 THE SHOW-OFF Red Skelton Marilyn Maxwell R—Aug. 17—PG-743		(135) Mus-Dr 710 TILL THE CLOUDS ROLL BY Robert Walker Van Heflin Lucille Bremer Van Johnson Judy Garland R—Nov. 23—PG-765	(99) Drama 702 GALLANT BESS Marshall Thompson George Tobias Clem Bevans Donald Curtis R—Jan. 25—PG-784	17 (85) Drama 711 THE MIGHTY McGURK Wallace Beery Dean Stockwell Edward Arnold Aline MacMahon R—Apr. 12—PG-809	24 (103) Mystery 712 LADY IN THE LAKE Robert Montgomery Audrey Totter Lloyd Nolan R—Nov. 30—PG-776	
MONOGRAM	Reissue: 14 (57) Western 612 SILVER STALLION David Sharpe Leroy Mason	21 (76) Dr-Mus 606 SWEETHEART OF SIGMA CHI Elyse Knox Phil Brito Phil Regan R—Dec. 7—PG-770	28 (55) Outdr-Mus 681 SONG OF THE SIERRAS Jimmy Wakely Lee "Lasses" White Jean Carlin	4 (67) Drama 609 GINGER Frank Albertson Barbara Reed Johnny Calkins R—Apr. 19—PG-812	11 (61) Cisco Kid 610 RIDING THE CALIFORNIA TRAIL Gilbert Roland Inez Cooper Frank Yaconelli	18 (58) Western 568 RAIDERS OF THE SOUTH Johnny Mack Brown Raymond Hatton Reno Blair	20 (68) Teen-Ager 611 VACATION DAYS June Preisser Freddie Stewart Frankie Darro R—Apr. 5—PG-808	
PARAMOUNT			27 (104) Musical 4602 BLUE SKIES Bing Crosby Fred Astaire Joan Caulfield Billy De Wolfe Olga San Juan R—Sept. 28—PG-754		10 (83) Comedy 4603 CROSS MY HEART Betty Hutton Sonny Tufts Michael Chekhov R—Nov. 23—PG-765		24 (87) Rom-Com 4604 THE PERFECT MARRIAGE Loretta Young David Niven Eddie Albert Virginia Field R—Nov. 23—PG-765	
P-R-C					10 (74) Drama LIGHTHOUSE John Litel June Lang Don Castle Marian Martin	12 (56) Drama 705 BORN TO SPEED R—Jan. 25—PG-783 17 (57) Western 744 WILD COUNTRY R—Feb. 1—PG-785 15 (63) Comedy IT'S A JOKE, SON R—Jan. 25—PG-783		EAGLE-LION 29 (95) Drama 101 BEDELIA Margaret Lockwood R—Feb. 1—PG-786
RKO RADIO		21 (132) Com-Dr 781 IT'S A WONDERFUL LIFE James Stewart Donna Reed Lionel Barrymore R—Dec. 21—PG-774	Group 3 (62) Drama 714 DICK TRACY VS. CUEBALL Morgan Conway Anne Jeffreys Lyle Latell R—Nov. 9—PG-764	Group 3 (61) Drama 715 THE FALCON'S ADVENTURE Tom Conway Madge Meredith Edward S. Brophy R—Dec. 28—PG-775	Group 3 (60) Comedy 713 VACATION IN RENO Jack Haley Anne Jeffreys Wally Brown R—Oct. 12—PG-757	Group 3 (66) Melodrama 712 SAN QUENTIN Lawrence Tierney Barton MacLane Marian Carr R—Dec. 7—PG-769	Group 3 (85) Drama 711 THE LOCKET Laraine Day Brian Aherne Robert Mitchum R—Dec. 21—PG-774	
REPUBLIC		15 (71) Dr-Com 604 FABULOUS SUZANNE Barbara Britton Rudy Vallee R—Dec. 28—PG-775 15 (70) Outdr-Mus 543 HELDORADO Roy Rogers R—Jan. 4—PG-777	23 (95) Drama 533 THAT BRENNAN GIRL R—Dec. 14—PG-772 23 (56) Western 662 STAGECOACH TO DENVER Allan Lane Bobby Blake R—Jan. 11—PG-780				22 (67) Comedy 602 THE PILGRIM LADY Lynne Roberts R—Jan. 25—PG-784 25 (67) Western 682 TRAIL TO SAN ANTONE Gene Autry R—Feb. 1—PG-785	31 (88) Musical 607 CALENDAR GIRL Jane Frazee R—Feb. 15—PG-789 1 (67) Western 5504 LAST FRONTIER UPRISING Monte Hale Adrian Booth
20TH-FOX		(69) Drama 648 DANGEROUS MILLIONS Kent Taylor Dona Drake Tala Birell James Tinling Leonard Strong R—Dec. 14—PG-771		(95) Drama 702 13 RUE MADELEINE James Cagney Annabella Richard Conte Walter Abel Frank Latimore R—Dec. 28—PG-775	Re-Releases (..) Drama 704 LES MISERABLES Fredric March Charles Laughton (101) Drama 705 STANLEY AND LIVINGSTONE Spencer Tracy Richard Greene	(146) Drama 701 THE RAZOR'S EDGE Tyrone Power Gene Tierney John Payne Clifton Webb Anne Baxter R—Dec. 7—PG-770	(85) Mus-Com 703 THE SHOCKING MISS PILGRIM Betty Grable Dick Haymes Anne Revere Allyn Joslyn Gene Lockhart R—Jan. 11—PG-779	(88) Mystery 706 BOOMERANG Dana Andrews Jane Wyatt Lee Cobb R—Feb. 1—PG-786
UNITED ARTISTS	14 (65) Comedy SUSIE STEPS OUT Cleatus Caldwell David Bruce Nita Hunter R—Nov. 23—PG-766		28 (96) Com-Dr ABIE'S IRISH ROSE Joanne Dru Richard Norris R—Nov. 30—PG-767					1 (63) Western FOOL'S GOLD William Boyd Andy Clyde R—Oct. 12—PG-758
UNIVERSAL	(98) Drama 604 TEMPTATION Merle Oberon George Brent Charles Korvin Paul Lukas R—Nov. 2—PG-761				(86) Drama 606 SWELL GUY Sonny Tufts Ann Blyth R—Dec. 14—PG-771	(93) Drama 607 I'LL BE YOURS Deanna Durbin Tom Drake William Bendix R—Jan. 25—PG-783	(98) Drama 605 THE WICKED LADY Margaret Lockwood James Mason Patricia Roc R—Dec. 14—PG-771	
WARNER-F. N.			28 (105) Musical 610 THE TIME, THE PLACE AND THE GIRL Dennis Morgan Jack Carson Janis Paige Martha Vickers R—Dec. 14—PG-772		11 (96) Drama-Mus 611 THE MAN I LOVE Ida Lupino Robert Alda Andrea King Bruce Bennett R—Dec. 28—PG-776		25 (125) Dra-Mus 612 HUMORESQUE Joan Crawford John Garfield Oscar Levant R—Dec. 28—PG-776	
MISCELLANEOUS	SCREEN GUILD	(62) Outdoor Drama GOD'S COUNTRY Robert Lowery Helen Gilbert R—June 22—PG-732 8/15 (72) Out-Dr 4604 DEATH VALLEY Robert Lowery R—Dec. 14—PG-771	8/15 (75) Drama 4605 FLIGHT TO NOWHERE Evelyn Ankers Alan Curtis 10/15 (41) Out-Dr 4606 'NEATH CANADIAN SKIES Russell Hayden Inez Cooper	11/1 (71) Drama 4607 ROLLING HOME Jean Parker R—Oct. 19—PG-760 11/15 (46) Outdr 4610 NORTH OF THE BORDER Russell Hayden	12/1 (60) Drama 4609 MY DOG SHEP Tom Neal R—Dec. 21—PG-774 12/25 (65) Drama 4612 RENEGADE GIRL Ann Savage R—Feb. 8—PG-787	1/15 (62) Drama 4611 QUEEN OF THE AMAZONS Robert Lowery R—Mar. 29—PG-805 2/1 (65) Drama 4608 SCARED TO DEATH Bela Lugosi Joyce Compton	2/15 (70) O'dr-Dr 4613 BUFFALO BILL RIDES AGAIN Richard Arlen R—Apr. 5—PG-807 3/15 (65) Drama 4615 SHOOT TO KILL Russell Wade R—Apr. 12—PG-809	

FEBRUARY 8	FEBRUARY 15	FEBRUARY 22	MARCH 1	MARCH 8	MARCH 15	MARCH 22	MARCH 29	
6 (73) Myst-Dr **BLIND SPOT** Chester Morris Constance Dowling Steven Geray R—Feb. 8—PG-787	13 (67) Mus-Dr **CIGARETTE GIRL** Leslie Brooks R—Feb. 15—PG-789 13 (63) West-Mus **OVER THE SANTA FE TRAIL** Ken Curtis R—Mar. 1—PG-796	(100) Mys-Dr 830 **DEAD RECKONING** Humphrey Bogart Lizabeth Scott R—Jan. 18—PG-781	(82) Mys-Dr 832 **MR. DISTRICT ATTORNEY** Dennis O'Keefe Marguerite Chapman Adolphe Menjou Michael O'Shea R—Jan. 11—PG-779	6 (65) Mystery **THE THIRTEENTH HOUR** Richard Dix R—Feb. 22—PG-792 6 (54) Western 866 **THE LONE HAND TEXAN** R—Mar. 8—PG-799		20 (70) Drama **MILLIE'S DAUGHTER** Gladys George Gay Nelson R—Mar. 8—PG-798 (95) Mys-Dr **JOHNNY O'CLOCK** Dick Powell Evelyn Keyes R—Jan. 18—PG-781	27 (57) Western **WEST OF DODGE CITY** Charles Starrett R—Mar. 29—PG-806 27 (79) Outdr-Dr 809 **KING OF THE WILD HORSES** Preston Foster R—Mar. 22—PG-803	COLUMBIA
7 (93) Comedy 714 **LOVE LAUGHS AT ANDY HARDY** Mickey Rooney Lewis Stone Bonita Granville R—Dec. 7—PG-769	14 (93) Drama 715 **MY BROTHER TALKS TO HORSES** Butch Jenkins Peter Lawford Beverly Tyler R—Nov. 23—PG-766		REPRINT: 28 (115) Drama 713 **BOOM TOWN** Clark Gable Spencer Tracy Hedy Lamarr	(112) Drama 716 **THE BEGINNING OR THE END** Robert Walker Tom Drake Brian Donlevy Audrey Totter R—Mar. 1—PG-794				M-G-M
8 (54) West-Mus 683 **RAINBOW OVER THE ROCKIES** Jimmy Wakely Lee "Lasses" White Pat Starling	15 (54) Western 675 **VALLEY OF FEAR** Johnny Mack Brown Raymond Hatton Reno Blair				15 (64) Drama 613 **FALL GUY** Cliff Penn Teala Loring Robert Armstrong R—Mar. 8—PG-800	22 (71) Drama 676 **THE GUILTY** Bonita Granville Don Castle John Litel R—Mar. 22—PG-804	29 (58) Western 676 **TRAILING DANGER** Johnny Mack Brown Raymond Hatton Peggy Wynne	MONOGRAM
7 (91) Comedy 4605 **LADIES' MAN** Eddie Bracken Cass Daley Virginia Welles Spike Jones Virginia Field R—Jan. 11—PG-780		21 (97) O'tdr-Dr 4606 **CALIFORNIA** Ray Milland Barbara Stanwyck Barry Fitzgerald R—Dec. 21—PG-774		7 (77) Comedy 4607 **EASY COME, EASY GO** Barry Fitzgerald Diana Lynn Sonny Tufts R—Feb. 1—PG-785		21 (88) Rom-Com 4608 **SUDDENLY IT'S SPRING** Paulette Goddard Fred MacMurray Macdonald Carey Arleen Whelan R—Feb. 15—PG-789	28 (72) Drama 4620 **SEVEN WERE SAVED** Richard Denning Catherine Craig Russell Hayden R—Mar. 1—PG-795	PARAMOUNT
			28 (54) Western 751 **LAW OF THE LASH** Al LaRue Al "Fuzzy" St. John R—Mar. 8—PG-799	2 (67) Drama 701 **DEVIL ON WHEELS** Noreen Nash Darryl Hickman Jan Ford James Cardwell R—Feb. 8—PG-788	17 (54) Western 745 **RANGE BEYOND THE BLUE** Eddie Dean R—Mar. 15—PG-802 17 (98) Drama **THE ADVENTURESS** Deborah Kerr R—Mar. 15—PG-801	22 (59) Drama SP72 **UNTAMED FURY** R—Apr. 5—PG-808 Reissue 22 (97) Western 731 **KIT CARSON** 22 (94) Western 732 **LAST OF THE MOHICANS**	(74) Drama **LOST HONEYMOON** Franchot Tone Ann Richards R—Mar. 15—PG-801	P-R-C
		Group 3 (117) Fantasy 762 **SINBAD THE SAILOR** Douglas Fairbanks jr Maureen O'Hara Walter Slezak R—Jan. 18—PG-782	Group 4 (67) Mus-Dr 718 **BEAT THE BAND** Frances Langford Ralph Edwards Phillip Terry Gene Krupa R—Mar. 1—PG-794	Group 4 (63) Drama 719 **THE DEVIL THUMBS A RIDE** Lawrence Tierney Ted North R—Mar. 8—PG-797	Group 4 (94) Com-Dr 716 **THE FARMER'S DAUGHTER** Loretta Young Joseph Cotten Ethel Barrymore R—Feb. 22—PG-792		Group 4 (84) Western 717 **TRAIL STREET** Randolph Scott Robert Ryan Anne Jeffreys R—Mar. 1—PG-794	RKO RADIO
	15 (100) Western 608 **ANGEL & THE BADMAN** R—Mar. 1—PG-796 15 (74) Comedy 606 **MAGNIFICENT ROGUE** R—Mar. 22—PG-803 15 (75) Outdr-Mus 641 **APACHE ROSE** R—Mar. 22—PG-803	15 (56) Outdoor 663 **VIGILANTES OF BOOMTOWN** Allan Lane Bobby Blake R—Mar. 8—PG-799		8 (66) Com-Mus 605 **THE GHOST GOES WILD** James Ellison Anne Gwynne Edward Everett Horton Ruth Donnelly Stephanie Bachelor R—Apr. 12—PG-810		22 (90) Musical 610 **HIT PARADE OF 1947** Eddie Albert Constance Moore Joan Edwards	1 (71) West-Mus 683 **TWILIGHT ON THE RIO GRANDE** Gene Autry Adele Mara Sterling Holloway R—Apr. 19—PG-811	REPUBLIC
(72) Mystery 707 **THE BRASHER DOUBLOON** George Montgomery Nancy Guild Conrad Janis R—Feb. 15—PG-790	(67) Drama 708 **STRANGE JOURNEY** Paul Kelly Osa Massen Hillary Brooke R—Sept. 14—PG-751		Re-Release: (106) Mus-Dr 709 **ALEXANDER'S RAG-TIME BAND** Tyrone Power Alice Faye Don Ameche Ethel Merman		(66) Drama 711 **BACKLASH** Jean Rogers Richard Travis Larry Blake John Eldredge Leonard Strong R—Mar. 29—PG-805			20TH-FOX
8 (93) Drama **THE RED HOUSE** Edward G. Robinson Lon McCallister R—Feb. 1—PG-785		22 (88) Mus-Dr **THE FABULOUS DORSEYS** Tommy Dorsey Jimmy Dorsey Janet Blair R—Mar. 1—PG-794		8 (112) Drama **THE PRIVATE AFFAIRS OF BEL AMI** George Sanders Angela Lansbury Ann Dvorak R—Mar. 1—PG-793	15 (93) Comedy **FUN ON A WEEKEND** Eddie Bracken Priscilla Lane	22 (89) Drama **THE MACOMBER AFFAIR** Gregory Peck Joan Bennett Robert Preston R—Jan. 25—PG-784	5 (60) Western **UNEXPECTED GUEST** William Boyd R—Dec. 14—PG-772	UNITED ARTISTS
			Reissue (81) Outdoor-Drama **WHEN THE DALTONS RODE** Randolph Scott Kay Francis	(106) Dra-Mus 608 **SONG OF SCHEHERAZADE** Yvonne De Carlo Brian Donlevy Jean Pierre Aumont Eve Arden Philip Reed R—Feb. 1—PG-786	(103) Drama 609 **SMASH-UP** Lee Bowman Susan Hayward Marsha Hunt Eddie Albert Carl Esmond R—Feb. 15—PG-789	Reissue (94) Outdoor-Drama **DESTRY RIDES AGAIN** Marlene Dietrich James Stewart	(70) West Dr 610 **MICHIGAN KID** Jon Hall Victor McLaglen Rita Johnson R—Feb. 22—PG-792	UNIVERSAL
8 (88) M'drama 613 **THE BEAST WITH FIVE FINGERS** Robert Alda Andrea King Peter Lorre Victor Francen J. Carrol Naish R—Nov. 30—PG-766		22 (111) Drama 614 **NORA PRENTISS** Ann Sheridan Kent Smith Bruce Bennett Robert Alda Rosemary DeCamp R—Feb. 8—PG-787		8 (101) Mel-Dram 615 **PURSUED** Teresa Wright Robert Mitchum Judith Anderson Dean Jagger Alan Hale R—Feb. 22—PG-791			29 (84) Com-Dr 616 **THAT WAY WITH WOMEN** Dane Clark Martha Vickers Sydney Greenstreet R—Feb. 22—PG-791	WARNER-F. N.

BRITISH

(88) Drama
Ealing-AFE
THE HALFWAY HOUSE
Francoise Rosay
Tom Walls
Esmond Knight
Valerie White

(78) Comedy
Eng. Films
THE RANDOLPH FAMILY
Margaret Lockwood
Michael Wilding

FOREIGN LANGUAGE

Note: All have English subtitles unless otherwise stated.

(74) French Fam. Int'l
DAWN OVER FRANCE
Raimu
Berval

(95) Russian Artkino
1812
Sergei Kournakoff
A. Dykki

(70) Russian Artkino
FALL OF BERLIN
War Documentary

(..) Italian Drama
FEDORA
Luisa Ferida
Amadeo Nazzari
R—Feb. 9—PG-696

(90) Spanish Clasa
FLOR SILVESTRE
No subtitles
Dolores del Rio

(94) Russian Artkino
GIRL NO. 217
Elena Kuzmina

MISCELLANEOUS

	APRIL 5	APRIL 12	APRIL 19	APRIL 26	MAY 3	MAY 10	MAY 17	MAY 24
COLUMBIA		10 (67) Comedy 808 BLONDIE'S HOLIDAY Penny Singleton Arthur Lake Larry Simms R—Mar. 8—PG-798	19 (83) Drama 836 THE GUILT OF JANET AMES Rosalind Russell Melvyn Douglas Sid Caesar R—Mar. 8—PG-798	(82) Drama FRAMED Glenn Ford Janis Carter R—Mar. 8—PG-798 24 (59) Western LAW OF THE CANYON Charles Starrett Smiley Burnette	1 (69) Drama FOR THE LOVE OF RUSTY	(77) Outdr Drama ©LAST OF TH' REDMEN	15 (70) Mystery BULLDOG DRUMMOND AT BAY	(..) Outdr Drama GUN FIGHTERS
M-G-M	4 (103) Musical 718 IT HAPPENED IN BROOKLYN Frank Sinatra Jimmy Durante Kathryn Grayson Peter Lawford R—Mar. 8—PG-797	11 (92) Drama 719 LITTLE MR. JIM Butch Jenkins James Craig Frances Gifford R—June 15—PG-729		25 (131) Drama 720 SEA OF GRASS Spencer Tracy Katharine Hepburn Robert Walker Melvyn Douglas R—Feb. 15—PG-790	2 (91) Drama 721 HIGH BARBAREE Van Johnson June Allyson Claude Jarman jr. Thomas Mitchell R—Mar. 15—PG-801			
MONOGRAM	5 (55) Western 684 SIX GUN SERENADE Jimmy Wakely Lee "Lasses" White	11 (72) Drama 615 VIOLENCE Nancy Coleman Michael O'Shea R—Apr. 19—PG-812			Reissue 3 (..) Drama QUEEN OF THE YUKON Charles Bickford Irene Rich 3 (59) Western 671 LAND OF THE LAWLESS Johnny Mack Brown Raymond Hatton	10 (63) Melodrama 616 HARD BOILED MAHONEY Leo Gorcey Bowery Boys Teala Loring	17 (..) Teen-Ager SARGE GOES TO COLLEGE Alan Hale jr. June Preisser	24 (..) Western BACKFIRE Johnny Mack Brown Raymond Hatton
PARAMOUNT	4 (88) Comedy 4609 MY FAVORITE BRUNETTE Bob Hope Dorothy Lamour Peter Lorre Lon Chaney R—Feb. 22—PG-791		Pine-Thomas Prod. 18 (72) Drama 4621 FEAR IN THE NIGHT Paul Kelly Kay Scott DeForest Kelley Ann Doran R—Mar. 1—PG-795	25 (97) Drama 4610 IMPERFECT LADY Ray Milland Teresa Wright Virginia Field Sir Cedric Hardwicke R—Mar. 15—PG-802	2 (91) Drama 4611 BLAZE OF NOON Anne Baxter William Holden Sonny Tufts William Bendix Sterling Hayden R—Mar. 8—PG-797			
P-R-C	5 (64) Drama 715 THREE ON A TICKET Hugh Beaumont Cheryl Walker Paul Bryar Ralph Dunn R—Apr. 12—PG-809	12 (61) Western 746 WEST TO GLORY Eddie Dean	13 (62) Mystery 707 PHILO VANCE'S GAMBLE 14 (..) Mystery PHILO VANCE RETURNS 19 (63) Drama 702 THE BIG FIX James Brown	26 (38-39) Westerns SIX BRONCO BUCKAROO REISSUES 4 with Buster Crabbe and Fuzzy St. John 2 with Tex O'Brien and Jim Newhill				
RKO RADIO		Group 4 (57) Western 720 CODE OF THE WEST James Warren Debra Alden R—Mar. 8—PG-799	Group 5 (72) Adventure 723 TARZAN AND THE HUNTRESS Johnny Weissmuller Brenda Joyce John Sheffield R—Mar. 29—PG-806	Group 5 (92) Drama 722 BORN TO KILL Lawrence Tierney Claire Trevor Walter Slezak Phillip Terry R—Apr. 26—PG-814	Group 5 (89) Comedy 724 A LIKELY STORY Barbara Hale Bill Williams R—Apr. 19—PG-812	Group 5 (68) Musical 725 BANJO Sharyn Moffett Jacqueline White Walter Reed Una O'Connor R—Apr. 26—PG-814		
REPUBLIC	1 (58) Outdoor 664 HOMESTEADERS OF PARADISE VALLEY Allan Lane R—Apr. 26—PG-813 1 (71) Com-Dr 611 YANKEE FAKIR Douglas Fowley R—Apr. 12—PG-810			24 (66) Drama 612 SPOILERS OF THE NORTH Paul Kelly Adrian Booth Evelyn Ankers				
20TH-FOX	(95) Musical 710 ©CARNIVAL IN COSTA RICA Dick Haymes Vera-Ellen Cesar Romero Celeste Holm R—Mar. 29—PG-805	(98) Drama 712 THE LATE GEORGE APLEY Ronald Colman Peggy Cummins Vanessa Brown Richard Haydn Charles Russell R—Feb. 8—PG-788	(76) Drama 714 SAN DEMETRIO, LONDON Walter Fitzgerald Mervyn Johns Ralph Michael Robert Beatty Charles Victor R—Apr. 5—PG-808					
UNITED ARTISTS	5 (89) Comedy THE SIN OF HAROLD DIDDLEBOCK Harold Lloyd R—Feb. 22—PG-792		19 (89) Musical NEW ORLEANS Arturo de Cordova Dorothy Patrick		3 (94) Out'r-Dr RAMROD Joel McCrea Veronica Lake Don DeFore Donald Crisp R—Mar. 1—PG-793			
UNIVERSAL	(78) Comedy 612 BUCK PRIVATES COME HOME Bud Abbott Lou Costello Tom Brown Joan Fulton R—Mar. 15—PG-802	Reissue (73) Comedy YOU CAN'T CHEAT AN HONEST MAN W. C. Fields Edgar Bergen Charlie McCarthy	Reissue (78) Drama I STOLE A MILLION George Raft Claire Trevor Victor Jory					
WARNER-F. N.		12 (97) Drama 617 STALLION ROAD Ronald Reagan Alexis Smith Zachary Scott R—Mar. 29—PG-805		Reissues: 26 (109) Drama 618 THE SEA HAWK Errol Flynn Claude Rains 26 (87) Drama 619 THE SEA WOLF Edward G. Robinson Ida Lupino John Garfield	(83) Comedy 620 LOVE AND LEARN Jack Carson Robert Hutton Martha Vickers Janis Paige R—Mar. 29—PG-806			

MISCELLANEOUS — FOREIGN LANGUAGE

(110) Span. RKO 461
GOYESCAS
Imperio Argentina
Rafael Rivelles

(..) Spanish Azteca
LA RIVAL DE SU HIJA
No subtitles
Anita Blanch
R—May 26—PG-629

(104) Spanish Clasa
LA VIRGEN QUE FORJO UNA PATRIA
No subtitles
R—April 21—PG-623

(104) Spanish Clasa
LAS DOS HUERFANAS
No subtitles
R—Sept. 1—PG-653

(84) Russian Artkino
THE LAST HILL
Nikolai Kriuchkov
Marina Pastukhova
R—June 30—PG-640

(73) Russian Artkino
MILITARY SECRET
Sergei Lukianov
R—Sept. 1—PG-654

(..) Spanish Clasa
QUE LINDO ES MICHOACAN
No subtitles
Tito Guizar
Gloria Marin
R—Mar. 31—PG-617

(93) Russian Artkino
THE RAINBOW
Natasha Ushvey
Natalia Alisova

(89) French Hoffberg
THREE HOURS
Jean Aumont
Betty Bovy

(..) Spanish Clasa
TIERRA DE PASIONES
No subtitles
R—June 9—PG-633

(102) Spanish Clasa
TORES. AMOR Y GLORIA
No subtitles
R—May 5—PG-627

(84) Russian Artkino
THE URAL FRONT
R—July 14—PG-641

(87) Russian Artkino
WAIT FOR ME
R—Mar. 24—PG-615

(90) Russian Artkino
ZOYA
R—Apr. 21—PG-624

Short subjects listed by Company in order of release. Numeral is production number. Running time follows title. First date is National release, second the date of review in BOXOFFICE. The symbol between dates is rating from the BOXOFFICE review. ⧺ Very Good, + Good, ± Fair, ∓ Mediocre, − Poor, = Very Poor. ◎ Indicates color photography.

SHORTS CHART

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	ALL-STAR COMEDIES			
8433	Slappily Married (J. De Rita) (16½)	11- 7	±	4-19
8423	Reno-Vated (V. Vague) (18½)	11-21	±	1- 4
8434	Moron Than Off (S. Holloway) (17)	11-28	+	2- 8
8403	Three Little Pirates (Stooges) (18)	12- 5	+	1-25
8435	Andy Plays Hookey (Andy Clyde) (18)	12-19	±	2-15
8404	Half Wits' Holiday (Three Stooges) (17½)	1- 9		....
8436	Meet Mr. Mischief (H. Von Zell) (17½)	1-23	±	4- 5
8424	Hot Heir (H. Herbert) (16½)	2-13	±	3-22
8437	Scooper Dooper (S. Holloway) (18)	2-27		....
8405	Fright Night (Stooges) (17)	3- 6		....
8438	The Good Bad Egg (J. DeRita) (17)	3-20		....
8439	Bride and Gloom (S. Howard) (16)	3-27		....
8440	Two Jills and a Jack (A. Clyde) (..)	4-17		....
8406	Out West (Stooges) (17½)	4-24	+	4-12
8425	Cupid Goes Nuts (16)	5- 1		....
8426	Nervous Shakedown (15½)	5- 8		....
	COLOR PHANTASIES			
8701	Fowl Brawl (6)	1- 9	+	3-29
8702	Uncultured Vulture (6)	2- 6		....
8703	Wacky Quacky (6)	3-20		....
8704	Leave Us Chase It (..)	4-24		....
	COLOR RHAPSODIES (Technicolor)			
8501	Loco Lobo (6)	1- 9	+	4-19
8502	Cockatoos for Two (6)	2-13		....
8503	Big House Blues (7)	3- 6		....
8504	Mother Huba-Huba-Hubbard (6)	5-29		....
	COMMUNITY SING			
8651	No. 1 The Gypsy (Leibert) (9½)	9-12	±	12-14
8652	No. 2 It's a Pity to Say Goodnight (Baker) (10½)	10-10	+	11-16
8653	No. 3 Surrender (Leibert) (9½)	11-14	+	4-19
8654	No. 4 Pretending (Baker) (10)	12-19	+	4-19
8655	No. 5 Rumors Are Flying (Leibert) (9½)	1-23		....
8656	No. 6 Ole Buttermilk Sky (Baker) (10)	2-27		....
8657	No. 7 The Coffee Song (Leibert) (..)	3-13		....
8658	No. 8 I'll Close My Eyes (Baker) (..)	4-17		....
8659	No. 9 Mr. Leibert at the Organ (10)	5-22		....
	SCREEN SNAPSHOTS			
8852	No. 2 Looking Down on Hollywood (10)	10- 3	+	11-30
8853	No. 3 Rodeo (10)	11- 7		....
8854	No. 4 Skolsky Party (10)	12-26	±	4-19
8855	No. 5 Movie Columnists (9)	1-23		....
8856	No. 6 Behind the Mike (9)	2- 6		....
8857	No. 7 Holiday in Las Vegas (10)	3-13	+	4-19
8858	No. 8 My Pal Ringeye (10)	4-10		....
8859	No. 9 Famous Hollywood Mothers (10)	5- 1		....
	SPORT REELS			
8801	Army Football Champions (11)	9-19	+	11- 9
8802	Ten Pin Magic (10)	10-24	+	4-19
8803	Hi Li (9½)	11-21	+	4-19
8804	Best in Show Dogs (10)	12-12		....
8805	Polo (10)	1.30		....
8806	Cue Tricks (9)	2-20		....
8807	Tennis Wizards (..)	3-20		....
8808	Goofy Golf (..)	4-24		....
8809	Wrestling (9)	5-29		....
	THRILLS OF MUSIC			
8951	Jerry Wald & Orch. (10)	9-12	+	11-23
8952	Machito & Orch. (10½)	10-17	±	12-14
8953	Les Elgart & Orch. (10)	11-28	+	4-19
8954	Ray McKinley & Orch. (9½)	11-28	+	1-11
8955	Shorty Sherock & Orch. (8½)	1-23		....
8956	Buddy Morrow & Orch. (9½)	2-27		....
8957	George Towne & Orch. (..)	3-27		....
8958	Ray Anthony & Orch. (10)	5-22		....
	SERIALS			
8120	Son of the Guardsman 15 Chapters	10-24	±	10-19
8140	Jack Armstrong 15 Chapters	2- 6	⧺	2- 8
8160	The Vigilante 15 Chapters	5-22		....

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	FITZPATRICK TRAVELTALKS (Technicolor)			
T-713	Land of Mayas (..)	1-26		....
T-714	Glimpses of Guatemala (8)	2- 9	+	2-16
T-715	Visiting Vera Cruz (..)	3-16	⧺	2- 9
T-716	The Mission Trail (..)	4-13		....
T-717	Looking at London (..)	6- 1	+	6- 1
T-718	Over the Seas to Belfast (..)	8-31		....
T-811	Glimpses of California (9)	10-26	+	4-19
T-812	Calling on Costa Rica (10)	3-15	+	3-29
	MINIATURES			
M-783	Musical Masterpieces (10)	4-20	⧺	4- 6
M-784	Bikini—The Atom Island	6-15	+	6-15
	MGM NEWS OF THE DAY (Released Twice Weekly)			
	MGM SPECIALS			
A-702	Purity Squad (20)	11- 3	⧺	10- 3
A-703	Traffic With the Devil (17)	8-31	⧺	9-14
A-801	Luckiest Guy in the World (21)	1-25		....
	MGM TECHNICOLOR CARTOONS			
W-734	Lonesome Lenny (8)	3- 9	+	4- 6
W-737	The Hick Chick (7)	6-15		....
W-739	Northwest Hounded Police (..)			....
W-831	Henpecked Hoboes (7)	10-26	⧺	4-19
W-834	Hound Hunters (7)	4-12		....
	MGM TOM & JERRY CARTOONS			
W-735	Springtime for Thomas (9)	3-30	+	4-13
W-736	The Milky Waif (7)	5-18	+	7- 1
W-738	Trap Happy (7)	6-29		....
W-740	Solid Serenade (..)	8-31		....
W-832	Cat Fishin' (8)	2-22	⧺	4-19
W-833	Part Time Pal (8)	3-15		....
	PASSING PARADE			
K-775	Magic on a Stick (10)	1- 9	⧺	2-16
K-776	Our Old Car (10)	5-11	⧺	4- 6
K-871	A Really Important Person (10)	1-11	±	3-15
	PETE SMITH SPECIALTIES			
S-757	Fala at Hyde Park (9)	1-19	⧺	1-26
S-758	Studio Visit (..)	5-11	+	7- 1
S-759	Equestrian Quiz (..)	5-18	⧺	7- 1
S-760	Treasures From Trash	6- 8	±	6- 1
S-851	Football Thrills No. 9 (9)	9- 7		....
S-852	Sure Cures (9)	11- 2		....
S-853	I Love My Husband But (9)	12- 7		....
S-854	Playing by Ear (..)	12-28	⧺	1-25
S-855	Athletiquiz (9)	1-11	+	4-19
S-856	Diamond Demon (9)	2- 1	±	2-22
S-857	Early Sports Quiz (9)	3- 1	⧺	4- 5
S-858	I Love My Wife But (9)	4-15	⧺	4-12
S-859	Neighbor Pests (9)	5- 3		....

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	GEORGE PAL PUPPETOONS (Technicolor)			
U5-3	Olio for Jasper (7)	4-19	+	4-13
U5-4	Together in the Weather (7)	5-24	⧺	6- 8
U5-5	Jasper's Derby (8)	9-20	⧺	5-18
U5-6	John Henry and the Inky Poo (7)	9- 6		....
U5-7	Jasper in a Jam (7)	10-18	⧺	12-14
U5-8	Shoe Shine Jasper (7)	2-28	+	2-15
U6-1	Wilbur the Lion (10)	4-18		....
	GRANTLAND RICE SPORTLIGHTS			
R5- 8	Riding the Hickories (9)	5-17	+	7- 1
R5- 9	Birds Make Sport (9)	6-21	+	6-29
R5-10	Feminine Class (10)	7-19	+	7-20
R6- 1	Race Horses Are Born (9)	10- 4	±	10- 5
R6- 2	Dive Hi Champs (10)	10-11	⧺	12-14
R6- 3	Queens of the Court (10)	11-15	+	1-18
R6- 4	Like Father, Like Son (10)	12-13		....
R6- 5	Jumping Jacks (9½)	1-10		....
R6- 6	Selling the Sun (10)	1-31		....
R6- 7	Under White Sails (9)	2-28		....
R6- 8	Iced Lightning (10)	4-18		....
	LITTLE LULU (Technicolor)			
D5-2	Bargain Counter Attack (7)	5- 3	⧺	4-13
D5-3	Bored of Education (7)	7-26	±	5-18
D5-4	Chick and Double Chick (6)	8-16	±	7-27
D5-5	Musica-Lulu (7)	1-24	⧺	2- 1
D5-6	A Scout With the Gout (7)	3- 7	±	3-15
D6-1	Loose in the Caboose (8)	5-23		....
	MUSICAL PARADES (Technicolor)			
FF5-3	College Queen (19)	5-17	±	5-25
FF5-4	Tale of Two Cafes (18)	7- 5	+	7- 1
FF5-5	Double Rhythm (20)	8-23	+	7-20
FF5-6	Golden Slippers (17)	12-13	±	12-13
FF6-1	Sweet and Low (19)	3-28	±	4- 5
	NOVELTOON (Technicolor)			
P5-1	The Friendly Ghost (7½)	4- 5	+	2- 2
P5-2	Cheese Burglar (7)	5-17	+	4-13
P5-3	Old MacDonald Had a Farm (7)	6- 7	+	5-18
P5-4	Sheep Shape (7)	6-28	⧺	7- 1
P5-5	Goal Rush (6)	9-27		....
P5-6	Sudden Fried Chicken (7)	10-18	+	12-28
P6-1	Spree for All (7)	10-18	+	10-26
P6-2	Stupidstitious Cat (7)	4-25		....
P6-3	The Enchanted Square (10)	5- 9		....
	PACEMAKERS			
K6-1	Brooklyn, I Love You (10)	10- 4	⧺	11- 2
K6-2	Love in Tune (9½)	10-25	⧺	11- 9
K6-3	Radio, Take It Away (11)	1-31	⧺	4-19
K6-4	Try and Catch Me (9)	2-14		....
	PARAMOUNT NEWS (Released Twice Weekly)			
	POPEYE CARTOONS (Technicolor)			
E5-2	Service With a Guile (6)	4-19	+	4-13
E5-3	Klondike Casanova (8)	5-31	+	5-25
E5-4	Peep in the Deep (7)	6- 7	⧺	7- 1
E5-5	Rocket to Mars (6)	8- 9	+	6-29
E5-6	Rodeo Romeo (6)	8-16	+	7-20
E5-7	The Fistic Mystic (6)	2- 7	⧺	11-30
E5-8	The Island Fling (7)	3-14	⧺	12-21
E6-1	Abusement Park (7)	4-25		....
	POPULAR SCIENCE (Color)			
J5-5	No. 5 (10)	6-21	+	6-29
J5-6	No. 6 (10)	8-16		....
J6-1	No. 1 (11)	11- 1	⧺	12- 7
J6-2	The Sponge Divers (11)	1-17	±	4-19
J6-3	Air-Borne Pastures (11)	2-28		....
J6-4	Marine Miracles (10)	4- 4		....
	SPEAKING OF ANIMALS			
Y5-4	In the Wilds (9)	5-10	±	5-18
Y5-5	The Lonesome Stranger (10)	6-14	+	6-29
Y5-6	Be Kind to Animals (10)	8-30		....
Y6-1	Stork Crazy (10)	10-18	±	1- 4
Y6-2	Pooch Parade (10)	12-27	+	3-22
Y6-3	In Country Life (9)	2-21	+	4-19
Y6-4	They're Not So Dumb (8)	3-28		....
	TWO-REEL SPECIAL			
T5-2	Don't Be a Sucker (18)	7- 4	⧺	5-11
37	Two Decades of History (22½)	1- 4		....
	UNUSUAL OCCUPATIONS (Color)			
L5-4	No. 4 (10)	5-24	+	4-13
L5-5	No. 5 (10)	7-12	+	6-29
L5-6	No. 6 (10)	8-30		....
L6-1	No. 1 (10)	12-13	⧺	11-23
L6-2	Swedish Glass Makers (10)	2-14		....
L6-3	G.I. Hobbies (11)	3-14	+	3-29

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	DISNEY CARTOONS (Technicolor)			
64,105	In Dutch (7)	5-10	⧺	3- 9
64,106	Squatter's Rights (7)	6- 7	+	6-15
64,107	Donald's Double Trouble (7)	6-28	⧺	7- 6
64,108	The Purloined Pup (7)	7-19	+	8-17
64,109	Wet Paint (7)		+	9-17
64,110	Dumb Bell of the Yukon (7)	8-30	+	5-25
64,111	Lighthouse Keeping (7)	9-20	+	1-25
64,112	Bath Day (7)	10-11		....
64,113	Frank Duck Brings 'Em Back Alive (7)	11- 1	±	7-27
64,114	Double Dribble (7)	11-29	±	11-23
64,115	Pluto's Housewarming (7)	12-20	+	2-15
64,116	Figaro and Frankie (7)	2-27		....
64,117	Straight Shooters (6)	4-18		....
	EDGAR KENNEDY COMEDIES			
63,404	Wall Street Blues (17)	7-12	±	7-27
63,405	Motor Maniacs (18)		±	9-17
63,406	Noisy Neighbors (18)		+	10-12
73,401	I'll Build It Myself (15)	10-18	+	10-12
73,402	Do Or Diet (18)	2-10	±	4- 5
73,403	Social Terrors (18)	4-11		....
	RAY WHITLEY WESTERN MUSICALS			
73,501	Bar Buckaroos (16)	9- 6	±	11- 9
73,502	Cupid Rides the Range (18)	10-11		....
73,503	Bandits and Ballads (17)	11-15	±	11-16
73,504	Buckaroo Broadcast (18)	12-20	+	1- 4
	SPECIAL			
73,901	Football Highlights of 1946 (18)	12-10	+	12-21
	FLICKER FLASHBACKS			
74,201	No. 1 (9)	9-13		....
74,202	No. 2 (9)	10-25		....
74,203	No. 3 (8)	12- 6		....
74,204	No. 4 (10)	1-17	±	4-19
74,205	No. 5 (8)	2-28	±	4-19
74,206	No. 6 (9)	4-11		....
	HEADLINER REVIVALS			
53,201	Songs of the Colleges (15)	9- 8		....
63,201	The Derby Decade (22)	9-21		....
63,202	Russian Dressing (18)	11-23	∓	12-29
63,203	Twenty Girls and a Band (18)	1-18	+	2- 2
63,204	Sea Melody (19)	3-15	∓	4-13
63,205	Follow That Music (18)	1-31	±	2- 8
	LEON ERROL COMEDIES			
63,704	Twin Husbands (18)	5-10	+	6-15
63,705	I'll Take Milk (18)	7-19	+	7-27
63,706	Follow That Blonde (18)	9-27	±	9-28
73,701	Borrowed Blonde (15)	3- 7	−	3-22
73,702	Wife Tames Wolf (17)	3-28	±	4-12
	MUSICAL FEATURETTES			
73,201	Melody Time (18)	11-29	+	12-28
73,202	Follow That Music (18)	1-31		....
	PATHE NEWS (Released Twice Weekly)			
	PATHE SPORTSCOPE			
64,310	Aqua Queens (8)	5-17	+	6-15
64,311	Ben Hogan (8)	6-14	+	7- 6
64,312	Palmetto Quail (8)	7-12	+	8-24
64,313	Steeplechasers (8)	7-31	±	12- 7
74,301	Skating Lady (8)	8-30	⧺	10-26
74,302	Hail Notre Dame (8)		±	12-28
74,303	Bowling Fever (9)	11-22	±	11-30
74,304	Kentucky Basketeers (8)	1-13	⧺	1-11
74,305	College Climbers (8)	1-10	±	4-19
74,306	Ski Champions (8)	1-10		....
74,307	Ice Skippers (8)	3- 7		....
74,308	Wild Turkey (8)	4- 4		....
	THIS IS AMERICA			
63,107	No Place Like Home (16)	5- 3	⧺	5-25
63,108	Panama (16)	5-31	±	6-15
63,109	Port of New York (16)	6-28	⧺	7- 6
63,110	Courtship to Courthouse (16)		+	8-17
63,111	Highway Mania (17)		⧺	9-17
63,112	White House (17)		+	10- 5
63,113	Northern Rampart (17)		⧺	11- 2
73,101	Beauty for Sale (..)	11-22	+	11-16
73,102	Germany Today (16)	12-13	⧺	12-21
73,103	A Nation Is Born (17)	1-17	⧺	2- 1
73,104	Campus Boom (16)	2- 7	⧺	3- 8
73,105	San Francisco (16)	3- 7	⧺	3-15
73,106	Forgotten Island (18)	4- 4		....

20th Century-Fox

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DRIBBLE PUSS PARADE				
6902	Muscle Maulers (8)	5-31		....
7901	Monkey-Tone News (9)	1-17		....
7951	Fisherman's Nightmare (8)	5- 2	+	2-22
SPORTS				
7301	Football Fanfare (9)	8-23	+	9-14
7351	Winter Holiday (8)	9-27		....
7352	Summer Trails (8)	11- 8		....
7353	Playtime's Journey (8)	12-13		....
7302	Style of the Stars (10)	2- 7		....
7303	Tanbark Champion (8)	5-23		....
FOX MOVIETONE NEWS (Released Twice Weekly)				
MARCH OF TIME				
Vol. 12, No. 9	Wanted—More Homes! (20)	4-19	‡	4-20
Vol. 12, No. 10	Tomorrow's Mexico (..)	5-17	‡	5-18
Vol. 12, No. 11	Problem Drinkers (19)	6-14	‡	6-15
Vol. 12, No. 12	The New France	7-12	‡	7-20
Vol. 12, No. 13	Atomic Power (19)	8- 9	+	8-10
Vol. 13, No. 1	Is Everybody Happy? (..)	9- 6		....
Vol. 13, No. 2	World Food Problem (..)	10- 4	+	10-12
Vol. 13, No. 3	The Soviet's Neighbor (17¾)	11- 1	+	11- 2
Vol. 13, No. 4	The American Cop (..)	11-29	‡	11-30
Vol. 13, No. 5	Nobody's Children (..)	12-27	‡	12-28
Vol. 13, No. 6	Germany—Handle With Care (19)	1-24	+	1-25
Vol. 13, No. 7	Fashion Means Business (..)	2-21	‡	2-22
Vol. 13, No. 8	The Teachers' Crisis (..)	3-21	‡	3-22
MOVIETONE ADVENTURES (Color)				
6259	Cradle of Liberty (8)	6-21		....
6260	Across the Great Divide (8)	7- 5		....
7251	Sons of Courage (8)	8- 2	+	10- 5
7252	Jamaica (..)	9-13		....
7253	Historic Capetown (..)	10-18		....
7254	Girl and Gags (8)	11-22	±	4-12
7201	Fantasy of Siam (8)	1- 3	+	1-18
7202	Royalty of the Range (9)	3- 7	+	4-19
7255	The Cape of Good Hope (8)	4-11	+	4-19
7256	Zululand (8)	6- 6		....
7257	Gardens of the Sea (..)	6-13		....
7258	Romance of the Fjords (..)	6-27		....
7203	Harvest of the Sea (9)	7- 4		....
TERRY-TOONS (Technicolor)				
6515	Mighty Mouse in Throwing the Bull (7)	5- 3	+	5- 4
6516	Mighty Mouse in the Trojan Horse (7)	7-26	+	6- 8
6517	Dinky Finds a Home (7)	6- 7	±	7-20
6518	Mighty Mouse in the Johnstown Flood (7)	6-28	+	6- 8
6519	Gandy Goose in Peacetime Football (7)	7-19	‡	6- 8
6520	Gandy Goose in the Golden Hen (7)	5-24	±	4-27
7501	Mighty Mouse in Winning the West (7)	8-16	+	10-19
7502	The Tortoise Wins Again (7)	8-30		....
7503	Mighty Mouse in the Electronic Mouse Trap (7)	9- 6		....
7504	Mighty Mouse in the Jail Break (7)	9-20	+	9-21
7505	The Snow Man (7)	10-11		....
7506	The Housing Problem (7)	10-25		....
7507	Mighty Mouse in the Crackpot King (7)	11-15		....
7508	Talking Magpies in the Uninvited Pests (7)	11-29	+	2-15
7509	Mighty Mouse and the Hep Cat (7)	12- 6		....
7510	Beanstalk Jack (7)	12-20		....
7511	Mighty Mouse in Crying Wolf (7)	1-10		....
7512	The Talking Magpies in McDougal's Rest Farm (7)	1-31	‡	4-19
7513	Mighty Mouse in Dead End Cats (7)	2-14		....
7514	The Talking Magpies in Happy Go Lucky (7)	2-28		....
7515	Gandy Goose in Mexican Baseball (7)	3-14		....
7516	Mighty Mouse in Aladdin's Lamp (7)	3-28		....
7517	The Talking Magpies in Cat Trouble (7)	4-11		....
7518	Mighty Mouse in Sky Is Falling (7)	4-25		....
7519	Talking Magpies in the Intruder (7)	5- 9		....
7520	Mighty Mouse Meets Deadeye Dick (7)	5-30		....

Universal-International

Prod. No.	Title	Rel. Date	Rating	Rev'd.
ANSWER MAN SERIES				
2391	Answer Man No. 1 (10)	10-21	+	9-21
2392	No. 2 Nature's Atom Bomb (10)	12-30	+	1- 4
2393	No. 3 The Jungle Gangster (9)	3- 3	±	4-19
2394	No. 4 Red Fury (8)	3-24		....
JUVENILE JURY SERIES				
2361	No. 1 (11)	12-16	+	2- 8
2362	No. 2 (10)	3-31	+	4-19
LANTZ CARTUNES (Technicolor)				
2321	Fair Weather Fiends (7)	11-18	‡	1-25
2322	Wacky Weed (7)	12-16	+	2-15
2323	Musical Moments (8)	2-24		....
2324	Smoked Hams (7)	4-28		....
2325	Coo-Coo Bird (..)	6- 9		....
NAME BAND MUSICALS				
1308	Takin' the Breaks (15) Russ Morgan & Orch.	5-22	+	7- 1
1309	Banquet of Melody (15) Matty Malneck & Orch.	5-29	+	4-27
1310	Swingin' Down the Scale (15) Alvino Rey & Orch.	6-26	+	7- 1
1311	Breakin' It Down (15) Del Courtney & Orch.	8-28	+	8-17
2301	Frontier Frolic (15) Bob Wills & Orch.	10- 9	+	1- 4
2302	Champagne Music (15) Lawrence Welk & Orch.	11-20	‡	1-18
2303	Tumbleweed Tempos (16) Spade Cooley & Orch.	12- 4	±	2- 1
2304	Moonlight Melodies (15) Frankie Carle & Orch.	12-18	+	1-11
2305	Tex Beneke and the Glenn Miller Orch. (15)	3-26	‡	4-19
2306	Melody Maestro (15)	4- 2		....
2307	Tommy Tucker & Orch. (..)			....
2308	Charlie Barnet & Orch. (..)	4-16		....
2309	Charlie Spivak & Orch. (..)	5-14		....
PERSON-ODDITIES				
1369	Scientifically Stung (9)	6-10	+	7- 1
1370	Lone Star Padre (9)	6-17		....
1371	Artist's Antics (9)	6-24	+	7- 6
1372	Picture Pioneer (9)	7- 1	+	7- 6
1373	Hobo Hound (9)	8-19	+	9-28
1374	Sampson Junior (9)	8-19	±	10-19
1375	Rural Rhapsody (9)	8-26	±	10-26
SING AND BE HAPPY SERIES				
2381	Bit of Blarney (10)	9-30	+	10-26
2382	The Singing Barbers (9)	2-17	+	2-22
2383	Let's Sing a College Song (..)	4-14		....
SPECIAL FEATURETTES (2 REELS)				
1201	Tiny Terrors of the Timberlands (20)	6-26	‡	4- 6
UNIVERSAL NEWS (Released Twice Weekly)				
VARIETY NEWS				
1349	Dog of the Seven Seas (9)	6-17	+	7- 6
1350	Magic Mineral (9)	7- 1	+	6- 1
1351	Mr. Chimp at Home (9)	8-12	±	7- 6
1352	Operation Holiday (9)	8-26	‡	10- 5
1353	Mr. Chimp to the Rescue (9)	8-26	±	11- 9
1354	Mr. Chimp on Vacation (10)	8-26	±	9-28
2341	Bear Facts (10)	2-24	+	4-19
2342	Pelican Pranks (9)	2-24		....
2343	Wild West Chimp (9)	3-17		....
2344	Rhumba Holiday (9)	4-21		....
SERIALS				
1681-1693	The Royal Mounted Rides Again (13 Chapters)	10-23	+	1-26
1781-1793	The Scarlet Horseman (13 Chapters)	1-22	‡	2-16
1881-1893	Lost City of the Jungle (13 Chapters)	4-23	±	4-27
2581-2593	Mysterious Mr. M...	7-23	+	8-10

Warner Bros.

Prod. No.	Title	Rel. Date	Rating	Rev'd.
BLUE RIBBON HIT PARADE (Technicolor)				
2310	Little Brother Rat (7)	6- 8	+	6-22
2311	Johnny Smith & Poker Huntas (7)	6-22	+	8-10
2312	Robin Hood Makes Good (7)	7- 6	+	8- 3
2313	Little Red Walking Hood (7)	8-17	±	9-14
3301	Fox Pop (7)	9-28	‡	10- 5
3302	Wacky Worm (7)	10-12	+	11- 9
3303	You're an Education (7)	10-26	+	11-16
3304	Have You Got Any Castles (7)	2- 1		....
3305	Pigs Is Pigs (7)	2-22	+	4-19
3306	Cat's Tale (7)	3-29		....
3307	Goofy Groceries (7)	4-19		....
BUGS BUNNY SPECIALS (Technicolor)				
2721	Hair Raising Hare (7)	5-25	‡	6- 1
2722	Acrobatty Bunny (7)	6-29	+	6-22
2724	Big Snooze (7)	10- 5	+	12-28
2725	Rhapsody Rabbit (7)	11- 9	‡	1- 4
2726	Hare Grows in Manhattan (7)	3-22		....
FEATURETTES				
3101	Okay for Sound (20)	9- 7	‡	7-20
3103	Alice in Movieland (20)	12-21		....
3104	Dog in the Orchard (20)	1-11	‡	3-29
3105	Keystone Hotel (20)	2- 8	‡	4-12
3106	Remember When (20)	4- 5		....
JOE McDOAKES COMEDIES				
3401	So You Want to Keep Your Hair (10)	12- 7	±	11-30
3402	So You Want to Play the Horses (10)	10- 5	‡	10-26
3403	So You Think You're a Nervous Wreck (10)	12-28	±	4- 5
MELODY MASTERS				
2609	Musical Memories (10)	7- 6		....
2610	Enric Madriguera & Orch. (10)	8-10	±	8-24
3601	Desi Arnaz & Band (10)	10-12		....
3602	Melody of Youth (10)	12-14	‡	4-19
3603	Big Time Revue (10)	1-25	+	3- 8
3604	Stan Kenton & Orch. (10)	2-22	±	4-19
3605	Vaudeville Revue (10)	4-12		....
MERRIE MELODIES (Technicolor)				
2701	Kitty Kornered (7)	6- 8	+	6-22
2702	Hollywood Daffy (7)	6-22	+	6-22
2703	Eager Beaver (7)	7-13	±	8- 3
2704	Great Piggy Bank Robbery (7)	7-20	+	8-10
2705	Bacall to Arms (7)	8- 3	±	8-24
2706	Of Thee I Sting (7)	8-17	+	8-31
2707	Walky Talky Hawky (7)	8-31	‡	9-14
2708	Fair and Wormer (7)	9-28		....
2709	Mousmerized Cat (7)	10-19	‡	12-21
2710	Mouse Menace (7)	11- 2	±	12-14
2711	Roughly Squeaking (7)	11-23	±	4-19
2712	One Meat Brawl (7)	1-18		....
2713	Goofy Gophers (7)	1-25		....
2714	Gay Anties (7)	2-15	±	4-19
2715	Scent-imental Over You (7)	3- 8		....
2716	Birth of a Notion (7)	4-12		....
SPECIALS (Technicolor)				
2005	South of Monterrey (20)	6- 1	‡	6-22
2006	Hawaiian Memories (20)	6-15	‡	5-25
2007	Down Singapore Way (10)	7-20	±	8- 3
2806	Adventures in South America (10)	8-10	±	8-31
2008	Men of Tomorrow (10)	8-24	‡	7- 6
TWO-REEL SPECIALS (Technicolor)				
3001	Cinderella's Feller (20)	9-21	±	9-21
3002	The Last Bomb (20)	11- 2	±	9-21
3003	A Boy and His Dog (20)	4-26		....
3004	Saddle Up (20)	3- 1		....
SPORTS PARADE				
2511	Beach Days (10)	7-13		....
2512	Ranch in White (10)	8- 3	±	8-31
2513	Dominion of Sports (10)	8-31	±	8-31
3501	King of the Everglades (10)	9-14	±	9-28
3502	Lazy Hunter (10)	10-26	±	12- 7
3503	Battle of Champs (10)	1-18		....
3504	American Sports Album (10)	3- 8	+	3-22
3505	Let's Go Swimming (10)	1- 4	±	4-19
3506	Arrow Magic (10)	3-22		....
3507	Harness Racing (10)	5- 3		....
TECHNICOLOR ADVENTURES				
3801	Star Spangled City (10)	10-19	‡	11- 2
3802	Rubber River (10)	11-16	±	12-14
3803	Kingdom of the Wild (10)	3-15	+	4-19

Republic

SERIALS

584	The Crimson Ghost (..) 12 Chapters	10-26		....
691	Son of Zorro (..) 13 Chapters	1-18		....
692	Jungle Girl (..) rerelease. 15 Chapters	4-19		....
	Jesse James Rides Again... 13 Chapters	3-21		....
	The Black Widow... 13 Chapters			....
	G-Men Never Forget... 13 Chapters			....

United Artists

DAFFY DITTIES

....	The Lady Said No (8)	4-26	‡	4-27
....	Choo Choo Amigo (8)	7- 5	‡	7-20
....	Pepito's Serenade (..)	8-16	‡	9-14

LOEW MUSICOLOR

....	Toccata and Fugue (10)	10-15	‡	10-19

SHORTS REVIEWS

Neighbor Pests

MGM — 10 Mins.
(A Pete Smith Specialty)

Amusing. Pete Smith dwells on the various species of annoying neighbors. The hero of the film suffers unbearable hardships at the hands of neighbors who use his telephone, borrow his lawnmower and throw wild parties until the wee hours of the morning. The neighbor's snarling German police dog also gives the hero nightmares.

Forgotten Island

RKO — (This Is America) — 18 Mins.

Very good. Another one of America's problems, the island of Puerto Rico, is treated in an informative dramatic manner. Opening as a travelog, the picture emphasizes the stark poverty of the natives, all U.S. citizens, as contrasted to the beautiful scenery of the island. Overcrowded slums that breed disease must be cleared, the narrator says, and new housing developments are beginning to spring up. How to make Puerto Rico self sufficient to some degree is the major difficulty. While natives depend on agriculture, fertile land is scarce. Experimental stations have been set up to develop new crops.

Zululand

20th-Fox — 8 Mins.
(Movietone Adventures)

Interesting. Ed Thorgersen describes the customs and traditions of the strange-looking Zulus, the most famous of all the tribal peoples of Africa. Today the Zulus, who had a mighty warrior kingdom in days gone by, enjoy autonomy and self-rule under the government of South Africa. The photographer has caught some striking Technicolor shots of the elaborate hairdos and costumes of the village belles and the handsome (to the Zulus) male warriers.

Pelican Pranks

U-I — (Variety Views) — 9 Mins.

Fair. Although the cameraman has caught some remarkable closeups of pelicans snaring fish in their enormous bills, these shots become repetitious in a short which has little else to offer. However, the pelican is a funny bird and his comic waddling gets a few chuckles. Pelican Pete, the "hero" of this picture, soars over water and then plummets like a dive bomber after his prey and even panhandles fish from children, dogs and cats.

A Boy and His Dog

WB — (Technicolor Special) — 20 Mins.

Excellent. Winner of the 1946 Academy award in the two-reel division, this is a touching drama about a youngster's devotion to a friendless hound dog. Splendidly photographed in Technicolor and acted by a cast in which Harry Davenport, as a kindly magistrate; Billy Sheffield, as a barefoot country boy, and Dorothy Adams, as his understanding mother, stand out, the featurette can fill the supporting spot on any neighborhood dual bill, especially where the main feature is over-long. A boy frees a dog from painful bondage to a cruel neighbor. The latter goes to law to get the dog back but a wise magistrate decides otherwise.

PLUS SERVICE Listed herewith, alphabetically by companies, are all of the feature pictures reviewed in BOXOFFICE during the last twelve months. This is designed as a further convenience for Picture Guide Users, the page numbers being the key to reviews kept therein. Between quarters, Review Digest pages serve as accumulative P. G. index.

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F — Comedy

Paramount (——) **106 Minutes** **Rel. ————**

Bing Crosby and Barry Fitzgerald, who to the delight of millions matched wits and swapped affections in "Going My Way," herein again are teamed to indulge in very similar pursuits; only this time they are men of medicine instead of the cloth. The results make a thoroughly enjoyable, heart-warming, human document which certainly should not escape being one of the season's most popular and profitable offerings. Added to the fine-grained performances of the pair are delineations of comparable worth by a carefully selected supporting cast, a thoughtful screenplay which captures the atmosphere of the small New England town in which the film is located and sensitive direction by Elliott Nugent. Perhaps one of the photoplay's greatest assets is the fact that it is never permitted to go melodramatic or maudlin, a development which easily might have occurred had it been entrusted to less expert hands. Der Bingle sings now and then.

Bing Crosby, Joan Caulfield, Barry Fitzgerald, Wanda Hendrix, Frank Faylen, Elizabeth Patterson, Robert Shayne.

The Homestretch

F — Drama

20th-Fox (713) **99 Minutes** **Rel. May '47**

Down through the years while turf tales have been establishing themselves as virtually surefire screen material they have adhered rather consistently to a set story line—boy-meets-girl against a background of horse breeding, trading and racing, that pursuit which race fans like to term the sport of kings. As to such formula, this is no exception, but the story is so handsomely mounted, ably scripted, expertly directed and skillfully portrayed that the picture ranks among the past best among racing films. Nor are its innumerable entertainment and exhibition assets dimmed by the fact that it is photographed in splashing Technicolor, which tint process supplies an added fillip to the photoplay's suspenseful moments, the running of several turf classics, with a simulated version of the Kentucky Derby as a climactic touch. Directed by Bruce Humberstone.

Cornel Wilde, Maureen O'Hara, Glenn Langan, Helen Walker, James Gleason, Henry Stephenson, Margaret Bannerman.

Born to Kill

F — Drama

RKO Radio (722) **92 Minutes** **Rel. ————**

Much of the possible effectiveness of a somewhat sordid but nonetheless engrossing story of murder and passion is lost because as a starring vehicle for Lawrence Tierney it poorly fits that actor's forte—a deadpan toughie. The delineation of the egomaniacal, ruthless slayer and despoiler of women called for more subtle stuff. So, as a result of such unconvincing casting, the entire picture suffers and those to whom it will appeal mostly are the customers who relish plenty of gore regardless of how unnatural the situations through which it is splattered. What small thespic honors the film permits go unchallenged to Claire Trevor. The picture is lushly enough produced to justify the top spot bookings indicated by its running time. Tierney, fleeing one senseless double-murder in Reno, marries a San Francisco heiress and is killed in a police duel. Directed by Robert Wise.

Lawrence Tierney, Claire Trevor, Walter Slezak, Phillip Terry, Audrey Long, Elisha Cook jr., Isabel Jewell.

Banjo

F — Comedy Drama

RKO Radio (725) **67 Minutes** **Rel. ————**

That infallible formula which blends tear-jerking with a lad and his dog herein is changed only insofar as it is a lass. Starring Moppet Sharyn Moffett, the picture should prove highly acceptable to the juveniles because of the star and the presence in the cast of several additional child mummers, most especially two clever colored youngsters. Consequently the film may be adjudged a choice matinee booking. It is sufficiently weighty also to please the average adult spectator who encounters the offering in the companion spot on regular dual bills. Sharyn, an orphan, and her dog come to live with a New England aunt who knows nothing of children and cares nothing for dogs. They find it rough going until the animal proves himself a hero and saves the child's life in a hair-raising climax in which Banjo engages in a fight with a wildcat. Directed by Richard Fleischer.

Sharyn Moffett, Jacqueline White, Walter Reed, Una O'Connor, Louise Beavers, Ernest Whitman, Theron Jackson.

Monsieur Verdoux

F — Comedy Drama

United Artists (——) **120 Minutes** **Rel. ————**

It's wonderful. Appraised simply as a boxoffice attraction, it promises to equal or exceed anything Charles Chaplin has ever turned out. Any exhibitor with a long memory knows what that means in cash revenue. Studied as an artistic achievement, it is amazing. Chaplin really plays six different roles. He is a boulevardier, he is a sea captain, a small town citizen, a collector of antiques, a philosopher with some biting commentaries on modern life, a tragic figure at the finish. The comedy scenes are so sharply contrasted with the serious; they are so cleverly built up with touches of the oldtime tricks that he used in his vagabond characterization that they almost convulse the audience. Add all this to the worldwide curiosity as to what he can turn out after the lapse of so many years and it is plain that this is one of the major attractions of the year. Martha Raye turns in a great performance. Produced, directed and written by Charles Chaplin.

Charles Chaplin, Mady Correll, Allison Roddan, Robert Lewis, Martha Raye, Isobel Elsom, Bernard Nedell.

Dishonored Lady

F — Drama

United Artists (——) **86 Minutes** **Rel. ————**

Hedy Lamarr is put through an emotional wringer in a picture which twice switches its story line. In early sequences it has the earmarks of another screen venture into psychiatry, then it develops a situation based on the time-worn question as to whether a woman with a past should tell all to the good man she is going to marry. Comes next a "Trial of Mary Dugan" angle with the innocent heroine on trial for murder. To please the men, La Lamarr is as sexy and beautiful as ever and for the femme customers she wears style creations which will have them drooling. Those are the picture's best assets. Upon them and the marquee value of the stars' names hangs its chance for popularity. Based on stage play of the same name, the film was unstintingly produced by Hunt Stromberg but performances, scripting and direction fail to substantiate the opulence. Robert Stevenson directed.

Hedy Lamarr, Dennis O'Keefe, John Loder, William Lundigan, Morris Carnovsky, Paul Cavanagh, Natalie Schafer.

Cheyenne

F — Western

Warner Bros. (——) **100 Minutes** **Rel. ————**

Suckers for westerns—and who isn't?—are a cinch to adjudge this nothing short of excellent. Those who can take their sagebrush or leave it alone will evaluate it as good, actionful, engrossing entertainment. With such graduated appeal, bolstered by marquee magnetism in the cast, the film should be a solid property for profitable topside booking in all houses, while in those where westerns habitually hit bonus pay dirt, it must prove a standout attraction. The story employs sufficient standard boots-and-saddles ingredients to firmly establish the picture in its classification, but wisely substitutes many straight dramatic situations for the more overworked cliches of orthodox gallopers. It is richly produced with nature, in a bountiful mood, serving as head set decorator. Performances are sterling, most especially that of Dennis Morgan who is surprisingly convincing in his first free-from-music dramatic role. Raoul Walsh directed.

Dennis Morgan, Jane Wyman, Janis Paige, Bruce Bennett, Alan Hale, Arthur Kennedy, John Ridgely, Barton MacLane.

Homesteaders of Paradise Valley F

Western

Republic (664) **58 Minutes** **Rel. Apr. 1, '47**

Its title telegraphs the fact that this is a western and at the same time much of the nature of the formula plot—that standard set of situations in which our hero saves the harassed homesteaders from the machinations of the heavies who are undertaking to gouge them by monopolizing the water rights. In amplification of such routine ramifications, let it be noted that the film is one of the Red Ryder series with Allan Lane in the title role, riding on the side of right and justice and accompanied by his juvenile saddle pal, Little Beaver. In production values, scenic backgrounds, gun fights, chases and general action, the picture rates a cut above the average Ryder adventure and therefore can be considered dependable fodder for the juveniles and those adults who dote on sagebrush cinema. Directed by R. G. Springsteen.

Allan Lane, Bobby Blake, Martha Wentworth, Ann Todd, Gene Stutenroth, John James, Mauritz Hugo, Emmett Vogan.

EXPLOITIPS

Suggestions for Selling the Picture; Adlines for Newspaper and Programs

SELLING ANGLES: **"Monsieur Verdoux"**

Just play up Charles Chaplin. That's what he insisted on at the opening in the Broadway Theatre, New York, and United Artists will do this in forthcoming roadshow engagements. One sign from the roof down to the marquee, and three signs on the marquee flash CHARLES CHAPLIN in twinkling white lights and alternate with the name of the picture in red. The display was so simple it was outstanding amid Broadway's garish light effects. This concentration on a personality is novel, but there is no question that it will work.

CATCHLINES:

Charlie Chaplin's Greatest Achievement . . . His First Film in Eight Years . . . "Monsieur Verdoux" . . . It's Wonderful . . . Excruciatingly Funny Comedy . . . Tragedy . . . Commentary on Modern Life . . . Romance.

Tears and Laughter . . . Chaplin at His Magnificent Best—Dude, Sardonic Devil, Lover . . . An Extraordinary Acting Feat . . . Film Event of the Year.

SELLING ANGLES: **"Dishonored Lady"**

Hedy Lamarr's wardrobe offers plenty of chance for tieups with dress and department stores. Promote a dress designing contest in connection with local newspaper, having fashion editor make selection of the winner. Arrange bookstore displays on psychiatric subjects. Sponsor a round-table discussion among women as to whether women should have a career outside the home or make a career of the home.

CATCHLINES:

Men Worshipped, Cursed, Hated and Loved Her . . . Not Love, Nor Money but a Haunting Hunger Drove Her to Do What She Did . . . She Was Restless, Insatiable, Bored With Life . . . So Easy to Fall in Love . . . So Unsure of Any Real Emotion . . . She Couldn't Make Up Her Own Mind.

He Considered Her a Voluptuous Pain in the Neck But He Was Mad About Her—in His Own Foul Way . . . Prepare for an Emotional Ride With This Probe Into the Soul of a Woman Who Loved Too Easily.

SELLING ANGLES: **"Cheyenne"**

In lobby erect a giant map of Wyoming with Cheyenne its bull's-eye. Give every customer a chance to throw darts at it with free candy bars to those who score a bull's-eye. Yarn is built around a mysterious highwayman known as "The Poet" who leaves a couplet at each crime scene. Stressing this story line, stage a jingles contest with suitable prizes. Give front usual western dressing and use stagecoach for street ballyhoo.

CATCHLINES:

Mighty Epic of America's Toughest Town, Rampant With Violence and Sin . . . The Lusty Story of Those Lawless Days When Frontier Wyoming Roared . . . Where the "Poet" Bandit Terrorized Far and Wide . . . Until the Shooting Arm of the Law Wrote History in the Making of a Mighty State.

The West's Toughest Town Where Badmen Ruled Till the Trigger-Trained Fingers of the Law Tamed the Terrorists . . . The Lusty Drama of a Nation's Crossroads Where Law and Order Wrote Finish to an Outlaw Era.

SELLING ANGLES: **"Homesteaders of Paradise Valley"**

Use blowups of the Red Ryder comic strip to decorate the lobby and place cutouts of Ryder and Little Beaver in front of the theatre. Tie in with the radio serial based on this strip and spot announcements of the picture's playdates. Promote a cartoonist contest among the teen-agers, offering a pair of ducats to the entry most nearly resembling the two main characters.

CATCHLINES:

A Lawless Era Leaps to Life! . . . Hot-Headed, Hot-Blooded Gang of Hoodlums Hold a Valley in a Grip of Terror . . . Until Little Beaver and Red Ryder Break Their Hold in a Two-Fisted, Actionful, Gun-Blazing Finish . . . A New Kind of Western Packed With Thrills and Chills.

Daring, Dashing, Dangerous . . . They Lived, Loved, Died by the Rule of the Gun . . . A Rip-Roaring Western Saga of Gunlaw, Good and Bad!

SELLING ANGLES: **"Welcome Stranger"**

Promote a Welcome Stranger week and throw an after-show party at the theatre for the purpose of having newcomers to your town or neighborhood get acquainted with other residents. The usual tieups with music and department stores on Crosby recordings should be arranged. Make the oldest and youngest doctors of your community guests of honor at opening night. Drug store window displays are indicated.

CATCHLINES:

They Were Priests in "Going My Way" and Now They're Medicos . . . But Crosby and Fitzgerald Will Again Make You Laugh a Lot and Cry a Little in This Heart-Warming Story of Small-Town Life and Love.

He Hated the Small Town and It Hated Him . . . Until the Prettiest School Teacher in the State Needed Attention Because Her Heart Was Giving Her Trouble . . . And It Wasn't Angina Pectoris . . . Der Bingle—Crooning, Clowning and Cajoling in His Best Manner.

SELLING ANGLES: **"The Homestretch"**

Dress the front to resemble a racing stable, horse blankets, pieces of harness, etc. Dress attendants in gay jockey silks. Conduct a sweepstakes in connection with picture's run with winner to be selected by lot the last night. Cash or merchandise prizes can be used. International facets of the story and stills from foreign scenes lend themselves to tieups with travel agencies.

CATCHLINES:

There They Go . . . In the Most Fascinating and Fastest Turf Tale Ever Filmed . . . Pounding Hooves and Hearts as Men Whose Life Was Horse Racing Risk Love and Fortune on a Bangtail's Speed.

He Loved His Wife, but Oh You Gee Geesl . . . A Wife Who Found That More Than Love Is Necessary for a Happy Marriage . . . It Was Chicken One Day, Feathers the Next With Poignant Love and Unbridled Excitement Every Day . . . Which Did She Marry, the Man or His Horses?

SELLING ANGLES: **"Born to Kill"**

In the foyer erect a giant pair of papier-mache dice using stills from the picture—including those with a Reno background—as spots. In drugstore window, a display of life-saving drugs, such as penicillin, with explanation that they are protection against the organism "Born to Kill." Make a display of infamous Bluebeards of history with a blowup of Tierney in the center. Miss Trevor's wardrobe permits of dress shop tieups.

CATCHLINES:

One Man Offered Security, Love, Kindness—the Other Strength, Excitement and Depravity . . . She Was an Iceberg of a Woman, Rotten to the Core . . . Which Did She Choose? . . . A Maniacal Killer, Mad With Lust and Power, His Brain Awhirl With Every Whim . . . To Conquer Women and Wealth.

He Crushed Hearts and Heads With Equal Recklessness . . . But Women Found Him Irresistible So He Married a Good Girl for Her Wealth and Made Love to Her Soulless Sister.

SELLING ANGLES: **"Banjo"**

At a Saturday matinee, sponsor a dog show for kids, offering prizes for the best of breed and the best of mixed breeds, having kennel owners do the judging. Promote a contest to find the child who most closely resembles Sharyn Moffett, tying in with merchants to offer a complete outfit as the prize for the winner. Set up an exhibit in the lobby of the efforts of local photographers on scenic beauties of the surrounding country.

CATCHLINES:

She Was Little . . . But Oh, My! . . . The Tender, Touching Story of a Youngster's Puzzled Heart . . . A Lonely Little Girl and Her Dog Lost in the Fog of Grownup Bitterness . . . She Untangled the Tangled Lives of Adults Who Should Have Known Better.

The Simple, Heart-Warming Story of a Young Girl Whose Greatest Love Was for Her Dog and From Whom Separation Meant the End of Her World . . . You'll Mingle Tears With Laughter.

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GENERAL EQUIPMENT—USED

1. Hertner horizontal generator, 80-160 amps. 85 volts rheostats for Suprex operation, including meter and voltage regulator panel. Guaranteed condition. Ideal for drive-in or large theatre. A buy at present day prices for $700. 2. Western Electric sound equipment, serviced and guaranteed condition. Wide range apertures, motor generator, Brown & Brockmeyer motors, 75 watts of audio, 41, 42 and two 43 amplifiers modified. Ideal for Drive-in or large theatre, $900. 3. Cincinnati Time recorder sound equipment, overhauled and guaranteed condition. Two Scott Ballantyne amplifiers. Excellent for small theatre, $350. Public Chair Installation Co., 318 Film Bldg. 2108 Payne Ave., Cleveland, Ohio.

Complete portable 35mm sound projection outfit. Two 35mm Holmes lamp sound projectors with 2m. ft. magazines. Amplifier and speaker in case, $750. 8x10 Dalite beaded, roll-up type screen in waterproof carrying case with screen tripods, $75. Write, wire, phone, Jeanne Moore, 15 E. Ohio St., Chicago 11, Ill. Superior 8222.

For Sale: Two complete Simplex projectors, consisting of changeovers, lenses, magazines and two General Electric copper oxide rectifiers. Good condition. Inquire American Theatre, 3621 Main St., East Chicago, Ind.

Bargain prices. Low intensity lamps, rectifiers, motor generator sets, rheostats, sound heads, amplifiers, speakers, one syncrofilm portable 35mm projector, sound. Pair Preddey DC HI lamps and rectifiers. Many other items. Let us know your needs. Stebbins Theatre Equipment Co., 1804 Wyandotte St., Kansas City 8, Mo.

Strong, low intensity arc lamps with rectifiers, 24/30 amps, $100 pr. Joyland Theatre, 614 So. State St., Chicago 5, Ill.

Army surplus: DeVry, Holmes, Simplex-Acme, write for prices. Gold seal 2 unit ticket machines, $175; Simplex 3 unit, $199.50; hand operated 2 unit $100, all completely rebuilt and guaranteed; Golde ticket boxes, $12.50; Simplex mechanisms, genuine rear shutters, double bearing, spiral gears, completely rebuilt, $330; Powers, $109.50. Liberal trades. Thousand other bargains. Star Cinema Supply Co., 459 W. 46th St., New York 19, N. Y.

For Sale: Two Simplex machines complete with sound equipment. RKO Pictures, Indianapolis, Ind.

Heavy Duty blowers, ball-bearing equipped, 15,000 cfm to 50,000 cfm. Air washers, all sizes. Hydraulic drives two and four speed motors and controls. Immediate delivery. Dealers wanted. National Engineering and Mfg. Co., 213 W. 19th St., Kansas City, Mo.

First $500 cash. Two Powers mechanisms with motors, stands, magazines, lenses, Filmspeaker soundheads, two Mazda lamphouses, meters, regulators. Jensen speaker and horn. Good operating condition. Complete equipment except amplifier. Extra head. E. B. Wacaster, Ozark Theatre, Ozark, Ark.

A rare bargain: Two completely rebuilt Simplex projectors with mechanisms having new rear shutters and double bearing movements, new spiral and shock-proof gears, five point pedestals with 16 in. magazines, with late type Western Electric sound equipment complete. Two new Sup-R-Arc high intensity Suprex lamps; two rebuilt three tube 45 amp. rectifiers for above; two series II projection lenses. A complete projection and sound equipment, fully guaranteed for the total price of $2,575. Theatre Equipment & Supply Co., 641 N. Seventh St., Milwaukee 3, Wis.

Servicing booklets. Amplifiers, speakers, soundheads, $1. Any equipment. Wesley Trout, Engineer, 575. Enid, Okla.

Pair high intensity Ashcraft lamps, complete sound system, motor generator for low intensity lamps. Oakwyn Theatre, 6817 Roosevelt Road, Berwyn, Ill.

Pair Simplex Acme projectors, sound equipment, bases, low intensity lamps, automatic changeovers. All in excellent condition ready to operate in up to 1,000-seat theatre. $2,500. S. C. Sunness, Jarvis Theatre, Binghamton, N. Y.

Complete booth equipment including Western Electric 46C sound system with Universal bases, Simplex standard mechanisms, rewind table, film cabinet, hand rewind, Brenkert Econarc lamps with rectifiers. Good condition, going for $2,000 f.o.b. Huntsville. Avon Amusement Co., Box 311, Huntsville, Texas. Phone 157.

Complete booth equipment, Simplex E-7 projector, Peerless "Magnarcs," Simplex SH 1,000 sound. Everything but rectifiers. New condition. H. Soroko, 901 High St., Portsmouth, Va.

12 in. Jensen P. M. speaker. Used six months, condition new. Price $15. Write Coleman Theatre, Coleman, Wis.

THEATRE TICKETS

Prompt Service—Special printed roll tickets. 100,000, $19.90; 10,000, $5.95; 2,000, $3.75. Each change in admission price including change in color, $2.50 extra, double numbering extra. Shipping charges paid to 1,000 miles. Cash with order. Kansas City Ticket Co., Dept. 9, 1819 Central, Kansas City, Mo.

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Easy Way to Paint signs. Use letter patterns. Avoid sloppy work and wasted time. No experience needed for expert work. Write for free samples. John Rahn, B-1329 Central Ave., Chicago 51, Ill.

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Several thousand used upholstered opera chairs on hand. We are headquarters for the cream of the used chair crop. We pick the lots that we think you will like. We furnish proper slope and sections desired to fit your theatre. Our many years experience in the seating business is your guarantee. Write for exact photo and price. We have parts for all makes of chairs. Also, leatherette 25x25 in. all colors, 55c ea. Good quality. Chicago Used Chair Mart, 829 So. State St., Chicago 5, Ill.

Fensin Chair maintenance headquarters has all parts and accessories for all chairs. Also upholstery fabrics and theatre chair supplies. Send us your sample for quotation. Repair service available right in your theatre also. Fensin Seating Co., 62 E. 13th St., Chicago 5, Ill.

1,200 Used Spring cushioned theatre chairs, $1.50 ea., and $3.50 ea., complete. Immediate delivery. Russell Chair, 2567 McClellan, Detroit, Mich. Phone LENox 3445.

3,000 Heywood chairs, complete, box spring cushions. Also 8,000 Andrews and American seats, late model complete for slope or level floor. Upholstering done by experts at your theatre or send to us. One day service. Ace Chair & Carpet, Inc., 1428 So. Wabash Ave., Chicago 5. Phone WEBster 3932 or HARrison 4219.

Leatherette: Standard run, first quality, assorted colors, 50 to 54 in. wide, suitable for theatre seating, sold by yard or roll. All orders shipped within 24 hours. Leatherette Mart of Chicago, 1153 Belmont Ave., Chicago 13, Ill. Phone BUCkingham 0030.

Theatre Chairs, 3,000 used spring cushioned part full upholstered back and part insert panel back, with spring edge and box spring cushions. 1,000 veneer chairs, 800 good backs, 500 spring cushions and hinges. Write for prices and photographs. Immediate delivery, advise how many you need. We export chairs anywhere. Jesse Cole, 2565 McClellan Ave., LEnox 3445, Detroit, Mich.

Sewn Delux seat covers and sewn slip covers, reversible type, for all brands seats. Fred's Theatre Service, Vina, Ala.

Clearance: 175 all veneer A-1 condition, $2 ea. 400 Heywood box spring panel back, $2.50 ea. Albany Theatre Supply Co., 1046 Broadway, Albany, N. Y.

1,000 Velour covered backs box spring cushion, excellent condition, $3 ea. Lease expired, must act quick! Contact Mrs. Kelin, Albany 5-5055, Albany, N. Y.

200 Heywood panel box spring cushion 19-20 in., like new, $3 ea. Albany Theatre Supply Co., 1046 Broadway, Albany, N. Y.

1,000 Heywood Wakefield dull upholstered back, boxspring cushion chairs, excellent, $4.95 (rebuilt $6.50); 340 General full upholstered back, boxspring cushion, rebuilt, $7.95; 200 veneers, excellent, $3.95. Wire for list. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

300 Veneer seats. Will sell cheap if taken at once. Miles Velharticky, Kensington, Kas.

2,000 good used all veneer chairs for slope and level floor. These chairs have a 7/16 in. back. Will sell any quantity. Available June 1st. Chairs located in Oklahoma. Write for photo and price. Chicago Used Chair Mart, 829 S. State St., Chicago 5, Ill.

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Poster Cases—Stainless steel, 40x65 glass size, equipped with cold cathode tube illumination around entire case. Immediate delivery. All other sizes, delivery in 10 days. Literature upon request. Ben B. Poblocki & Sons, 2159 South Kinnickinnic Ave., Milwaukee 7, Wis.

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For Sale: Two 50 in. diameter, 20 in. inlet genuine new anemostats, at $97.70 ea., f.o.b. Milwaukee, crated. Ben B. Poblocki & Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.

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I have 150 used brass 2½ to 3 gal. per minute spray nozzles at $1 ea. Also have 400 ½ in. Rainbow Mist spray nozzles, new brass. Water broken fine misty spray. 1½ gal. capacity; 750 nozzles, ⅜ in. capacity, 1 to 1½ gal. per minute; 450 nozzles, ¼ in. capacity, 1 gal. per minute. Will sell all these sized nozzles 80c ea. while they last. Shipment at once. Also I have some Texrope drives, Bronze Randall Bearings, belts and drives. G. A. Peterson, R2, Clinton, Mo.

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Bingo Cards, 100 or 75 number, $2.75 per M; lots of 10M or more, $2.50 per M. 100 number cards good for Keen-o game. Premium Products, 334 W. 44th St., New York City.

THEATRES FOR SALE

Theatre: Oregon county seat town. Owner says cleared $500 last month after paying manager's salary and all expenses. Nice new place to live included in deal. $15,000 cash will handle. Theatre: About one hour's drive from metropolitan Portland. An easy living can be made by most anyone here. Situated in the heart of one of the most scenic spots in America. $15,000 includes modern building. Theatre: County seat town of 2,500 population. Owner selling on account of other interests. Easy terms with only $5,000 down. Theatre: Portland suburban. New booth equipment, good district. $32,500 full price. Might consider some terms. Write us for information on these and many other good theatre buys. Theatre Exchange Co., 217 Governor Bldg., Portland 4, Ore.

Build double-parking drive-over ramp drive-in theatres under franchise patent No. 2,102,718, re-issue No. 22,756. Patent application No. 301,713. Gives up to 30% more seating capacity without additional cost. Louis Josserand, architect, 628 M&M Bldg., Houston, Tex. 607 Architects Bldg., Los Angeles 13, Calif.

Only theatre growing town 2,500, southern New Mexico. Excellent building, E-7 Simplex high lamps. Exceptional climate, hunting, fishing. Thorough investigation profits to qualified prospects. $35,750. $23,500 cash down. Exclusive with Arthur Leak, 3422 Kinmore, Dallas, Tex.

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Two Theatres, latest equipment. One in county seat, one air-conditioned, no competition, $100,000. Box 471, Summerville, S. C.

Suburban, near Chicago. Simplex Western Electric, 625 Heywood seats, $41,500 terms. Others. Savereide Theatre Brokers, 624 S. Mich., Chicago, Ill.

Indiana city over 100,000. Brick building, three sub-rentals, Hi-Simplex, over 600 seats, owner retiring, $70,000 down. Savereide Theatre Brokers, 624 S. Mich., Chicago, Ill.

Three theatres in Virginia, two in W. Va. Also nice home. Prefer selling all together. B-2715, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Lease Theatre: 400-600 seats with option to buy. New York City or vicinity. Tell all first letter. Box 1004, 1009 Fox Bldg., Detroit, Mich.

No Boom—No bust: Here's a theatre that will not make you a fortune but it does show a steady moderate profit and not bad for your time and the investment required. $15,000 cash for lease and equipment. Just a small country town (about 1,000 population) central Ohio, center of thickly populated rich farming area. Community owned brick building (not new and not a palace), seats 500 on good veneer. Simplex, new lamps, new carpeting and new popcorn machine. Operating policy of three and four days per week established for many years. Nets slightly better than $5,000 per year. Seventh year for present owner whose health requires change of climate. Tax and other records open to qualified buyers. $14,000 will not buy so please don't waste your time and mine unless you have the cash and are definitely interested in this type situation. Many theatres at twice the price will not show a comparable profit. First time advertised and will not be on the market after June 1st. B-2719, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Theatres in the northwest. America's frontier offers more living and business possibilities than any other section. You will thrill to this evergreen wonderland. Outdoor sports, pay rolls, industrial growth, everything. Investigate the northwest this summer, now. We will advise best routes, make hotel reservations and three full-time theatre salesmen will be at your service upon your arrival to personally conduct your inspection of the theatre of your choice. Many, many listings from which to choose from every section of this favored area. Contact us now and take advantage of our exclusive theatre brokerage service. Theatre Exchange Co., 217 Governor Bldg., Portland 4, Ore.

Half interest in four theatres in closed town 50 miles from Pittsburgh, grossing over $235,000 annually; bona fide leases, modernly and newly equipped; price $145,000. More information given only to responsible person. Box F, Boxoffice, 86 Van Braam St., Pittsburgh 19, Pa.

Theatres in Pittsburgh territory: 400 seats, including building, $44,000; 361 seats, $38,000; 565 seats, $75,000; three theatres in Ohio town, grossing over $400,000. $638,000. Theatre Brokers. 1711 Blvd. of Allies, Pittsburgh, Pa.

Theatres exclusively: Southwest Oklahoma, good town, equipment, business, Super Simplex, 365 seats, $11,500 down. Illness. Also northeast Oklahoma brick building, highly equipped, $250 weekly gross and badly neglected, $7,500 down. Also highly profitable drive-in theatre city 55,000, $20,000 down. Also six small towns under $7,000 down. Many others. Arthur Leak, 3422 Kinmore, Dallas, Texas.

New 420-seat theatre in northeastern Wisconsin, excellent territory in fast growing town, doing good business, price $60,000. Half down. Complete with new Simplex E-7 projectors and 4 star A-15 sound system, Peerless magnarc lamps. Write B-2717, Boxoffice, 825 Van Brunt Blvd., Kansas City 1. Mo.

For Rent: In one of the fastest growing towns in famous Ozone belt near New Orleans, building suitable for theatre. B-2718, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

THEATRES FOR SALE

300 upholstered seat theatre, 40x80 brick building, in town of 800. Foundry located here. Nearest theatre 15 miles. Will sell reasonable if taken soon. Miles Velharticky, Kensington, Kas.

THEATRES WANTED

Sell Your Theatre Privately. Confidential correspondence invited. References. Arthur Leak, Theatres Exclusively. 3422 Kinmore, Dallas, Tex.

Veteran has cash for theatres in Indiana, Kentucky, Illinois, Ohio. Box 172, Linton, Ind.

Small profitable theatre wanted. Send details Box 241. Broken Arrow, Okla.

Will pay cash for theatre, good town, 2,000 population and over preferred, will consider competitive spot or suburban theatre. C. P. Knudsen, 1110 N. St. Joe Ave., Hastings, Neb.

Will buy or lease small theatre in town of 1,000 or over, central Florida preferred. Give fullest particulars in confidence. B-2720, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

$150,000 will buy or lease your theatre. Will pay up to $150,000 for the lease or purchase of your theatre, regardless of climate or territory. Every reply will be contacted personally by our representative. B-2716, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Individual interested in theatre business. Will buy building and equipment. Missouri territory preferred. Give details. P. O. Box 246, Independence, Mo.

HELP WANTED

Splendid opening for the right man: Field executive and office man for Independent Theatre Owners of Wisconsin & Upper Michigan. Must have theatre or sales experience in the motion picture business. Apply Room 414, 709 N. 11th St., Milwaukee, Wis.

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Man with ten years experience candy and popcorn concessions in theatres desires employment with the theatre circuit. Go anywhere. B-2712, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Manager: Available after August 1. Would prefer small town. Can give recommendations from present employer. B-2721, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

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Rebuilt Popcorn Machines for sale. Fully guaranteed. Price from $150. CONSOLIDATED CONFECTIONS, 1314 S. Wabash, Chicago 5, Ill.

Blevins is national headquarters for popcorn machines. Silver Stars, Super Stars, Corn Cribs. Old machines taken in trade. Blevins Popcorn Co., Nashville, Tenn.

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Star popcorn machines. All models. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo.

For Sale: 1946 Viking DeLuxe popcorn machine used less than one year. Looks like new. Follett Theatre, Follett, Tex.

THEATRE PRINTING

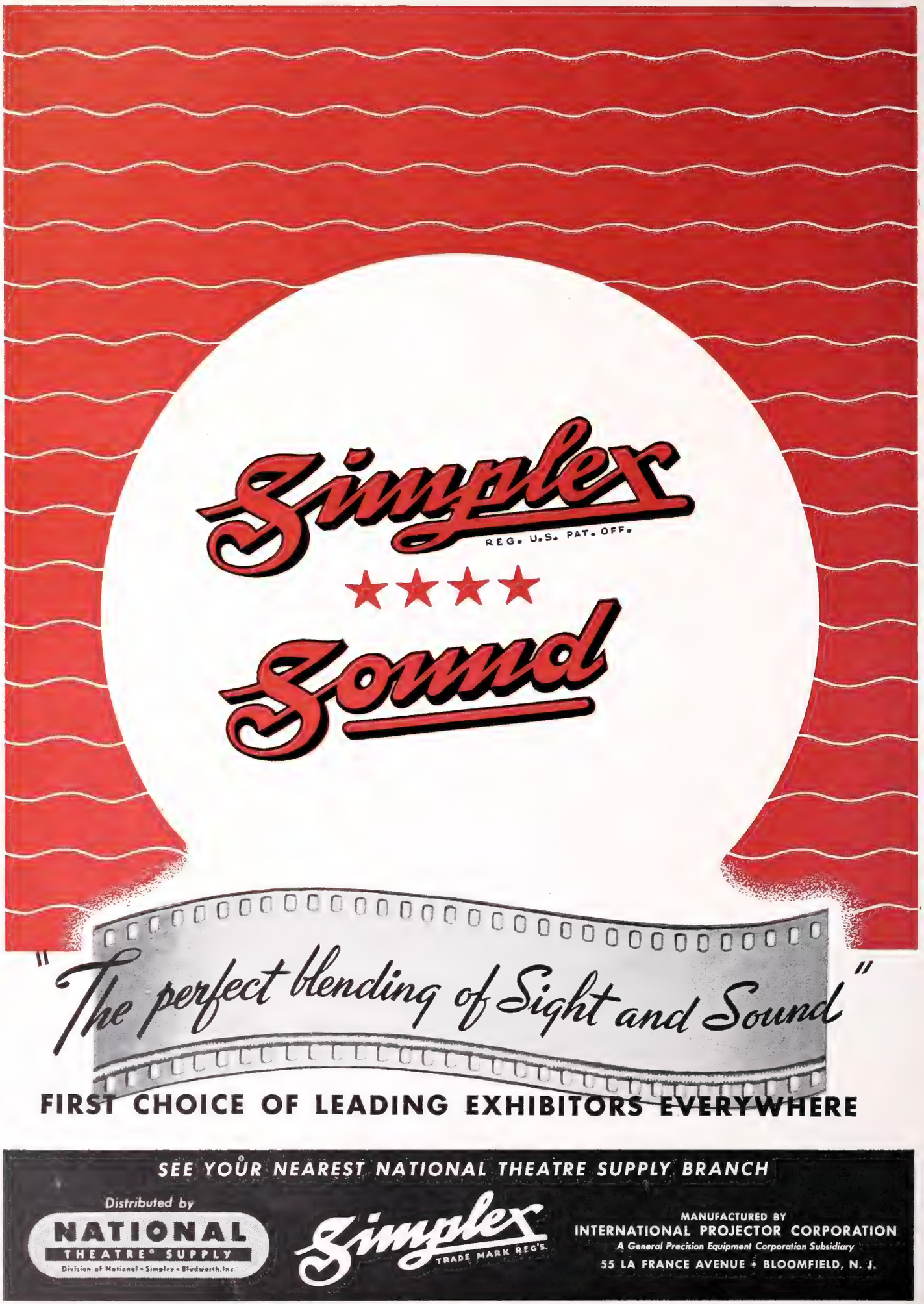
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Write for our special contract which guarantees you more profits and greater savings on all your popcorn and popcorn supplies. Blevins Bee Hive Popcorn Co., Nasbville, Tenn.

Home of "Rush Hour" popcorn and popcorn supplies. Send for price list. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo. Established 1874.

Increase Popcorn Sales and profits. Today hundreds of theatres are using our stunning flexglass heating and selling counters. Eliminate waste, carpet damage and fire hazards. $225 gives you de luxe popcorn merchandising. A few choice territories still open to distributors and dealers. H. M. McLaren Specialties, 3625 W. 26th Ave., Denver 11, Colo.



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The Pulse of the Motion Picture Industry

BOXOFFICE

NEW IN THIS ISSUE:

Enlarged BookinGuide
Indexed Showmandiser

The Top Services For Showmen
Now Bigger and Better Than Ever



NATIONAL EXECUTIVE EDITION
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MAY 3, 1947



YOU CAN READ THIS IN TWO SHAKES OF A LAMB'S TAIL!

During the past few weeks in California
Preview audiences have witnessed
A succession of coming M-G-M pictures
Which have electrified all Hollywood!
Never—no never!—in all M-G-M annals
Has Leo revealed such product!
For instance, CLARK GABLE'S "THE HUCKSTERS"—
Oh how that audience cheered!

(continued above)

(*continued*)

And equally sensational is "SONG OF LOVE."
Its Preview was an historic occasion!
Remember these M-G-M titles!
They're the talk of the West Coast!
"FIESTA," Technicolor's Biggest Spectacle!
"GREEN DOLPHIN STREET," a Giant Drama
In M-G-M's mightiest tradition.
"CYNTHIA"—with "Green Years" appeal!
"THE UNFINISHED DANCE" Technicolor wizardry!
"THE ROMANCE OF ROSY RIDGE" tremendous!
"LIVING IN A BIG WAY," comedy smash!
One after another they thrilled Preview audiences
Just as they'll thrill yours!
And watch for more big M-G-M news!
15 mighty productions under way—
A production program never—no never—
Witnessed before in this entire industry!
Oh Mister M-G-M Exhibitor, be proud!
Great hits are on the way from your pal—
Leo the Leader!



TWO MORE SHAKES TO TELL YOU ABOUT THE STAR CASTS!

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APPROACHING
ENGINE!

THE NATIONAL FILM WEEKLY

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Published Every Saturday by
ASSOCIATED PUBLICATIONS

Editorial Offices: 9 Rockefeller Plaza, New York 20, N. Y.; Raymond Levy, General Manager; James M. Jerauld, Editor; A. J. Stocker, Eastern Representative. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."

Central Offices: 332 South Michigan Blvd., Chicago 4, Ill. J. Harry Toler, Editor Modern Theatre Section. Telephone WABash 4575.

Western Offices: 6404 Hollywood Blvd., Hollywood 28, Calif. Ivan Spear, Manager. Phone GLadstone 1186.

Washington Offices: 930 F Street, N. W. Lee L. Garling, Manager. Telephone NAtional 3482. Filmrow: 932 New Jersey, N. W. Sara Young.

Publication Offices: 825 Van Brunt Blvd., Kansas City 1, Mo. Nathan Cohen, Associate Editor; Jesse Shlyen, Managing Editor; A. Jules Benedic, Field Editor; Morris Schlozman, Business Manager. Telephone CHestnut 7777.

Other Publications: BOXOFFICE BAROMETER, published in November as a section of BOXOFFICE; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—163 Walton, N. W., P. H. Savin.
BALTIMORE—Upton Theatre, A. J. Wolf.
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PITTSBURGH—86 Van Braam St., R. F. Klingensmith, c/o Monogram Pictures.
PORTLAND, ORE.—425 SW Columbia, Room 11, J. C. Bowen.
RICHMOND—National Theatre, R. W. Eagan, 2-2567.
ST. LOUIS—5149 Rosa Ave., David F. Barrett, Flanders 3727.
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SAN FRANCISCO—25 Taylor St., Gail Lipman, ORdway 4812-4813.
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MONTREAL—4330 Wilson Ave., N. D. G., Roy Carmichael, Walnut 5519.
ST. JOHN—116 Prince Edward St., Wm. J. McNulty.
TORONTO—242 Milwood, Milton Galbraith.
VANCOUVER—411 Lyric Theatre Bldg., Jack Droy.
VICTORIA—938 Island Highway, Alec Merriman.
WINNIPEG—709 Selkirk Ave., Ben Lepkin.

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Entered as Second Class matter at Post Office, Kansas City, Mo. Sectional Edition, $2.00 per year; National Edition, $7.50

Vol. 50 No. 26
MAY 3, 1947

BOXOFFICE

GETTING PERSONAL

THIS page is generally devoted to talking about people and things — that is, people and things other than ourself. But, with your kind indulgence, we'd like to talk about ourself — BOXOFFICE. For it also concerns you — our readers and subscribers.

What brings this about is several things. First, is the fact that in this issue we are introducing some new service features, along with a rearrangement and improvement of those service features which long have been an integral and essential part of this publication. Second, there is the fact that the paid circulation of BOXOFFICE has attained the all-time high mark of 22,438 — the highest ever achieved in this industry. There is a close relationship in these two items, though there may seem to be no connection. For each has brought about the other.

You see — first we started a tradepaper, about 28 years ago. Then we got subscribers. As the paper improved, we got more subscribers. As their number increased, so, we felt, did our obligation to them increase. As a result, we made further improvements — to better serve our subscribers and to better serve the industry.

In other words, we have endeavored to progress through the rendition of greater service. And we like to feel — in fact we do feel confidently — that the continued, and continuing, growth of BOXOFFICE's circulation expresses our readers' endorsement of the better trade journal we are constantly striving to produce.

So, as we have been doing over the years, we are once again putting more wool into the cloth. And, since the innovations and changes are the result of suggestions that have come from subscribers, we anticipate still further circulation growth.

You can see for yourself the result of the changes made in this issue. But, since we have gotten you this far, perhaps you'll follow along on this verbal preview:

Something New Added

The SHOWMANDISER section has a new editor, Chester Friedman. He has a fine background in the field of exhibition and a thorough and practical working knowledge of theatre management and its attendant phases of selling the picture and the institution that surrounds it. Under this new editorial direction, The SHOWMANDISER steps out in new garb, with

color added for the emphasis that it gives to showmandising, which is indeed a colorful phase of this business.

One of the new features of The SHOWMANDISER is the permanizing of its content for continuing reference and use-value provided in its format. This is in response to the requests of many showmen who have sounded a long-felt need for a self-perpetuating service of this kind.

Announced in this issue is the BOXOFFICE Bonus, planned to encourage new ideas in showmandising. For the complete details see page 36.

While The SHOWMANDISER section is considerably expanded in this issue, it is but the beginning of many new things to come. Some have long been planned; others will come just naturally. If you have any suggestions, they'll be welcome.

Other Improvements Made

Under the new main title of BOOKINGUIDE, with a trick "G," we have put together into one section all information and data pertaining to serve as a guide in the booking of pictures. The BOXOFFICE BAROMETER leads off the section with reports in percentages on first run engagements in key cities. The EXHIBITOR HAS HIS SAY, precisely what it designates, reports on the success, or failure, of pictures in the subsequent runs.

The FEATURE CHART has been expanded to cover more releases in that easy-to-check and fully-informative style that has been of such great time-saving value.

The REVIEW DIGEST also covers more releases, alphabetically arranged so that anyone knowing title, but not company, may learn the distributor and thereafter check with the Feature Chart. This department is looked upon by thousands of exhibitors as a most reliable gauge in evaluating the merit of individual attractions.

The SHORTS CHART, too, has had its columns lengthened to cover more releases. And SHORTS REVIEWS have been provided with more space for their better coverage.

FEATURE REVIEWS, backed up by EXPLOITIPS, continue in their long-standing style of appraising the picture from the standpoint of its saleability; with suggestions to aid in selling the picture and adlines for use in newspaper or program copy.

Now you may turn the pages and have a look for yourself. We hope you like the new SHOWMANDISER and BOOKINGUIDE sections. And that the changes and improvements made in them will make your daily work easier as well as more profitable.

Ben Shlyen

Pulse Beats

Paramount-Liberty Merger Talks Near Conclusion

George Stevens withdrawing his objections and this will clear way for Frank Capra, William Wyler and Samuel J. Briskin to transfer their activities.

★

Exhibitor to Show Records Before Answering Suit

Federal judge orders William Cox, operator of Forum, Barstow, Calif., to produce theatre records before answering fraud suits by 20th-Fox, Paramount and Loew's.

★

Technicolor Will Step Up Its Print Output by 1948

Dr. Herbert T. Kalmus, in annual report, says $3,500,000 expansion program will relieve print tieup; company 1946 net is $436,168; stockholders to meet May 1.

★

Declare a 37½c Dividend On WB Common Stock

Directors at April 30 meeting authorize company to purchase its own common stock to be held in treasury; Warners also prepay $1,591,000 installment on term bank loan.

★

Eric Johnston Makes Plea For Reciprocal Trading

Tells house ways and means committee international agreements are vital for preservation of foreign markets and for progress toward world recovery.

★

Paramount Executives Set For Talks on Theatres

Will start four-day conference at Arrowhead Springs, Calif., on problem of realigning partnerships to fit operations into terms of antitrust decree.

★

Gene Autry to Meet Press First Time as Producer

Due in New York May 1 from benefit appearance tour in Texas the cowboy star will detail plans for producing four westerns in color per year for Columbia.

★

Mayor Invites Additional Production in New York

William O'Dwyer cites "Carnegie Hall" (UA) as example of what city has to offer in production backgrounds; will extend "every possible cooperation" to Hollywood in future.

★

MPA to Formulate Policy Soon on German Films

Irving Maas, head of export association, expected back from Europe in a few days for conferences with Eric Johnston and Francis Harmon.

OPTIMISTIC PRODUCT OUTLOOK REPORTED TO MGM SALES FORCE

Eric Johnston Is Surprise Speaker at Company's New York Session

NEW YORK—A note of aggressive optimism was evident in a number of talks delivered to MGM division, district and exchange managers and bookers during their sales meeting at the Hotel Astor this week.

William F. Rodgers, vice-president in charge of distribution, declared with emphasis that the company intended to maintain its position of leadership and said the company was entering on a new period of production activity that would dwarf anything seen in years.

Several forthcoming pictures were screened and discussed. Howard Dietz, vice-president in charge of advertising, publicity and exploitation, discussed product and the means for building it up before the public and exhibitors. Silas F. Seadler, advertising manager, who has been on the coast recently, made enthusiastic reports on a number of pictures he had seen in completed and rough cut form. William R. Ferguson, exploitation manager, also went into details on expanded exploitation plans to be put into operation.

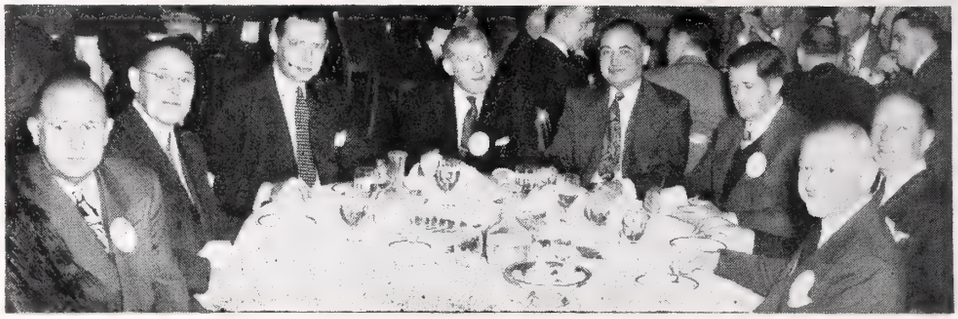
INDIVIDUAL MEETINGS HELD

During the first three days of the week there were individual meetings of groups attended by legal representatives for discussions of selling problems brought about by the antitrust decree.

At a luncheon Wednesday H. M. Richey introduced to the tradepress 11 members of the sales staff recently promoted. They were: Burtus Bishop jr., midwestern sales manager; Sam Gardner, assistant to George A. Hickey, west coast sales manager; Thomas A. Aspell jr., Los Angeles manager; Jerome Adams, Washington manager; Jack Goldberg, Albany manager; Charles D. Lyne, Oklahoma City manager; Sam Davis, Seattle manager; M. L. Simone and Maurice N. Wolf, assistants to Richey. William Ornstein presented the tradepress representatives.

The meetings were to be continued until

(Continued on page 10)



An MGM executives' group at luncheon during the sales conference. Left to right: George Hickey, west coast sales manager; William B. Ferguson, exploitation director; Ernest Emerling, Loew's Theatres advertising chief; Howard Dietz, MGM vice-president and director of advertising, publicity and exploitation; Oscar Doob, Loew's general theatre executive; Howard Strickling, studio publicity head; Si Seadler, advertising director, and Leopold Friedman, general counsel for Loew's.

12 Films Scheduled to Roll Soon

HOLLYWOOD—Production at MGM will reach a high level within the next few months and 12 new pictures will get rolling by mid-August, it was announced at the studios this week to coincide with the company's sales convention being held in New York.

Through the announcement came an indication that the company is anticipating an early settlement to the drawn-out studio strike.

"Alias a Gentleman" went before the cameras this week, to join "Cass Timberlane," "Good News" and "The Pirate" in current production. Twelve more are scheduled—indicating that the MGM retrenchment program has been halted.

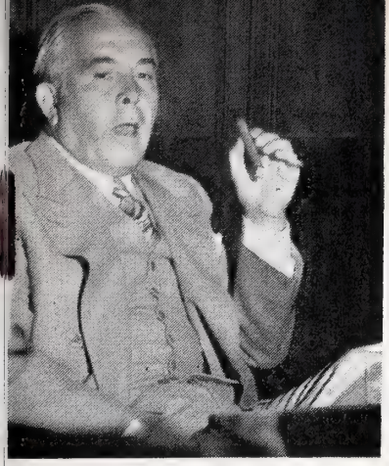
It was revealed that Robert Taylor and Van Johnson have been tentatively set to appear with Robert Walker in a remake of "The Three Musketeers" which Pandro S. Berman will produce. Other castings announced included Margaret O'Brien and Jimmy Durante in "Brothers of the East Side," an adaptation of Robert Nathan's novel, "Bridget," and Sona Osato, dancer, for a role in "The Kissing Bandit."

Curtis Bernhard, formerly of Warners, will direct "The High Wall" which will star Robert Taylor and Audrey Totter. This picture, along with "The Kissing Bandit" and "If Winter Comes" will be May starters on the MGM lot. In June cameras will start on "Virtuous," an Al Beich story which previously had been shelved; "Upward to the Stars" and "On an Island With You." In July, "Luxury Liner," "The Three Musketeers," "Speak to Me of Love" and "The Red Danube" will roll and in August the lineup of starters will include "Brothers of the East Side" and "Hills of Home," a dog picture.

The studio also revealed that two independent pictures will be produced for MGM release. One will be "State of the Union," which Frank Capra will direct, and a film story of Joan of Arc which will star Ingrid Bergman. Both are tentatively set for the summer months.



Eric Johnston addressing the MGM sales conference this week. Flanking him, left to right, are Rudy Berger, Howard Strickling, E. M. Saunders, John E. Flynn, William F. Rodgers, E. W. Aaron and Ted Gould. On the lower dais—Max Weinberg, William B. Zoellner, Leonard Hirsch, Charles F. Deesen, Paul Richrath and Irving Helfont. It was Johnston's first appearance at a sales conference.



"Area has a great future



. . . Business ahead of last year



. . . room for great expansion



. . . I'm optimistic, enthusiastic."

FOREIGN FILMS NOT A THREAT; THEY'RE A HELP, SAYS SKOURAS

NEW YORK—Development of foreign film production is not a threat for American film distribution, but, on the contrary, is a stimulant, declared Spyros P. Souras, president of 20th-Fox, on his return from a 28-day tour of Latin countries which began in Mexico and took him to both coasts of South America.

Films produced in Spanish-speaking countries, he says, create new patrons and spread interest; they stimulate theatre building.

"We don't have to worry about our ability to compete in any country in the world," he declared. "Our problem is to see that our pictures are the best we know how to make and to help the industry to expand everywhere."

Skouras said his company would not build or buy theatres in South American countries. To do so would, in effect, make American companies absentee landlords.

ROOM FOR NEW THEATRES

"There is room for tremendous theatre expansion in South America," he went on. "In a vast continent where Brazil alone is greater in area than the U.S., where there are 130,000,000 people, there are only about 10,000 theatres. There is room for seven to eight thousand more. Exhibitors in those countries understand their own people; they should be encouraged to build."

Business with Spanish-speaking countries, he said, is running from 12½ to 40 per cent ahead of last year.

"The area has a great future," he said with emphasis. "I am more than optimistic about it; I am enthusiastic. I think top executives of all American companies should visit South America and study the problems first hand. It also would be good for international relations.

While on this topic Skouras said that President Truman's action in placing a wreath on the monument to the youngsters who defended Chapultepec during the U.S.-Mexican war had a tremendous impact throughout South America. He also digressed to say that the President's plea to set up a barrier to the southward spread of Communism in Greece and Turkey also had impressed most of the South American countries, and that the cooperation on foreign affairs between the Democratic and Republican parties had made a deep impression.

Skouras revealed that 20-Fox had stopped dubbing pictures into Spanish a year and three months ago because the branch managers in Murray Silverstone's foreign department had insisted that the public preferred pictures in English with superimposed titles.

Silverstone, who accompanied Skouras on the trip, nodded in agreement and added that he had been opposed to dubbing at the start. He also said there was a universal desire to learn English by listening to it in films.

Both refused to state whether dubbing would be used in the 16mm film program which 20th-Fox is to carry out with Paramount. These films will be intended for use in remote areas where there are now no theatres and where there may be considerable illiteracy. Details of this joint venture have not been worked out, they said.

In reply to a specific question as to whether British pictures had cut into American distribution in South America Skouras said: "There is no bottleneck for good pictures; there is plenty of room for them, and the British have been improving."

He also was asked to comment on the American military government's decision to facilitate worldwide distribution of German-made pictures.

"They were never popular on this side of the Atlantic," he said, "and I can't see any reason why they should be now."

In every country Skouras and Silverstone visited they were received by either the Presidents or leading officials. Skouras said he personally visited nearly 500 theatres to study operation and found the first runs in large cities compared favorably with the best in this country.



MURRAY SILVERSTONE
At Trade Press Interview

In Argentina he was surprised to learn that the industry has had in operation for several years an organization called Ass'n Cinematographique Argentina which performs all the functions of relief and assistance that the proposed Motion Picture Foundation intends to perform in this country. He said he suggested that the Argentine industry stage a big annual benefit for the benefit of its fund and promised to contribute "Captain From Castile" as a feature for the entertainment. This will be the first serious picture with a Latin background to be produced by the American industry.

PRICES NEED ATTENTION

Silverstone advanced the suggestion that American companies and representatives of South American countries could work out some more balanced system of admissions. In some comparatively poor places, he said, tickets sell for $1, while in others the price is down to 30 cents in a wealthy city like Rio. In Argentina, and Havana the price runs up to $1. In Port-au-Spain, Trinidad, it is 83 cents.

Silverstone said there were betwen 300 and 400 theatres under construction in South America and that there were between 30 and 32 new houses under way in the Federal District of Mexico alone.

John Eaton Enters Suit In Memphis Litigation

MEMPHIS—John W. Eaton, owner and operator of Peabody Theatre in Memphis for 20 years, has joined the list of plaintiffs in the more than $3,000,000 suit of neighborhood theatre operators against M. A. Lightman sr., his associates and eight major film companies.

The amount of damages sought in the federal court suit has been raised from $2,910,600 to $3,378,600.

In an amended complaint filed by Walter Armstrong jr., Eaton accuses Lightman and the other defendant motion picture distributors of "block booking," of releasing motion picture films only as "part of a block" of five or more and only on condition that plantiffs lease and contract for the exhibition of all of the feature-length motion picture films contained in that block.

Foundation Plans Ahead As Enthusiasm Rises



Leaders at the Albany meeting of the Foundation: Left to right—Saul J. Ullman, upstate manager for Fabian Theatres, elected chairman of the executive committee; Leonard Goldenson, Paramount vice-president who spoke at the meeting; Charles McCarthy, business agent for the Troy projectionists, and Henry C. Harris of the Albany stagehands' union, chosen members of the executive committee.

NEW YORK—High enthusiasm for the Motion Picture Foundation continues to be recorded at various organization meetings being conducted over the country. Handicapped by lack of long distance telephonic facilities, the meetings nonetheless are drawing representation from every branch of the industry.

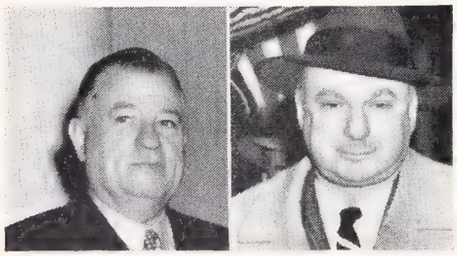
Indicative of the interest aroused in the industry's huge welfare project some 200 trade representatives gathered at the Copley Plaza in Boston Tuesday and elected Harold Stoneman chairman of the Hub's MPF panel, naming Martin J. Mullin as area trustee to serve on the national board. Both elections were unanimous. By ballot the following committeemen were named:

From Maine: C. J. Russell and Sam Kurson; New Hampshire: Edward Fahey; Vermont: Joseph Mathieu; Rhode Island: Edward Fay and Meyer Stanzler; Massachusetts: A. C. Kilpatrick, Phil Smith, Ralph Snider, Leonard Goldberg, Max Levinson, Arthur Lockwood, J. Ford, C. Furtman, Max Mellincoff, F. Boschetti, J. Deery, E. Groth, Charles Morse, Phil Marget, E. M. Loew, Walter Mitchell, Herman Rifkin, S. Goldstein, O. Ramsdel, Joe Cifre, William Scanlan, Herbert Schaefer, John Moore, Bill Horan, Meyer Feltman and Ben Abrams.

Every circuit and every distributor was represented at the Boston meeting, attended also by many independent exhibitors, equipment, tradepaper and union representatives.



J. A. Becker (L) elected trustee at Kansas City, and Arthur F. Cole, chosen permanent chairman.



Martin J. Mullin (L), named trustee at the Boston meeting this week, with Harold Stoneham, elected chairman.

NOVINS AT TWO SESSIONS

Introduced as the chief speaker at the Hub gathering was Lou Novins, administrative assistant to Barney Balaban, who, a native of Boston, felt right at home.

Novins also spoke at the Washington, D. C., meeting last week, predicting that the Foundation would become "the most honored position in the industry," adding that the project would result in excellent public relations.

Kansas City's panel, meeting Monday of this week, elected Arthur Cole, Filmrow dean, as its permanent chairman, the trusteeship going to J. A. Becker, head of Associated Theatres at Independence, Mo.

Sam Gillette, president of Intermountain Theatres Ass'n, last weekend at Salt Lake City was named temporary area trustee, to serve until June, when permanent officers will be chosen at the distributor-exhibitor "Roundup" celebration to be held in Utah's capital city.

Michigan industry leaders chosen last week at a representative meeting in the Variety Club at Detroit met again Monday of this week and elected Earl J. Hudson of United Detroit Theatres as area trustee of the Foundation, with C. L. Buermele, General Theatres Service Corp., as chairman. Hudson will represent Michigan at the coming meetings of the trustee group, subsequently reporting back to the area panel, which will then elect a vice-chairman, secretary and treasurer.

MGM Conference

(Continued from page 8)

Sunday when a banquet wound up the week-long sessions.

One of the surprises of the opening session was the appearance of Eric Johnston, MPA president, who flew in from Washington to address the gathering. It was the first time he had appeared before any company sales meet.

Johnston declared this industry would do more than any other to "bring understanding among the peoples of the world." He promised to see that the industry gets full recognition in world affairs.

TO PRODUCE EDITORIALS

He also told the delegates that MGM would produce the first of a series of editorials which will relate the industry's position on important matters affecting the station.

William F. Rodgers, vice-president in charge of distribution, launched into a discussion of the antitrust decree problems and told those present that the company could not wait for a supreme court ruling before making its sales plans. MGM will have to maintain a position of leadership, he declared.

Rodgers introduced J. Robert Rubin, MGM general counsel; Jay Eisenberg, Pincus Sober and Ben Melniker of the legal staff.

Among those present were Howard Strickling, in charge of studio publicity; Fred Quimby, head of the short subjects department, and George Murphy, MGM star.

Home office representatives present, in addition to those mentioned above, were: Edward M. Saunders and Edwin W. Aaron, assistant general sales managers; H. M. Richey, head of exhibitor relations; Howard Dietz, vice-president and director of advertising, publicity and exploitation; Silas F. Seadler, advertising manager; William R. Ferguson, exploitation manager; Herbert Crooker, publicity manager; Mike L. Simons and Maurice N. Wolf of the exhibitor relations department; Alan F. Cummings, in charge of exchange operations; Joel Bezahler, Charles F. Deesen, Irving Helfont, Leonard Hirsch and Paul J. Richrath, home office assistants to field sales managers; Jay Gove, sales research manager; Harold Postman, assistant to Cummings; William B. Zoellner, head of reprints and importations; Max Wolff, purchasing head, and Max Weinberg, short subjects publicity manager.

GUESTS AT LUNCHEON

At the first day's luncheon E. B. Hatrick, vice-president and general manager of News of the Day; Mike Clofine, editor; Walter Bradin, assistant editor, and Arthur Lacks, who handles News of the Day sales, were guests.

During the afternoon individual sessions were held between the five sales managers and the district and branch managers under their supervision, with head bookers from all branches and a legal representative from the home office present.



Luncheon during the conference: Arthur M. Loew, president of Loew's International; (L); Morton Spring (C), vice-president of Loew's International, and William F. Rodgers, vice-president and general sales manager of Loew's, Inc.

22 438

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The Pulse of the Motion Picture Industry

BOXOFFICE

Nationally Extensive — Locally Intensive!

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INDEED —

Wherever There's a Theatre... There's a BOXOFFICE!

FOX WISCONSIN CUTS PRICES IN KEY MILWAUKEE THEATRES

Three Downtown Houses Trim Afternoon Ticket Costs by 10 Cents

MILWAUKEE—In a surprise move, Fox Wisconsin Amusement Corp. this week announced a 10-cent reduction in afternoon and late Saturday night admission prices at the Palace, Wisconsin and Strand, three downtown theatres. It caught other exhibitors completely unawares.

The new admission price will be 55 cents, including a 9-cent tax, as compared with 65 cents previously, including an 11-cent tax. Children's admissions also were cut, from 35 cents to 25 cents.

The new adult prices are for the Mondays-through-Fridays period, from opening to 5 p. m. There is no time restrictions, however, for children's admissions. After 5 p. m., the adult ticket cost will remain at 95 cents.

On Saturday, another price will go in effect for the late shows. The same scale will prevail until 10:30 p. m. when the admission charge will drop to the afternoon level. On Sundays, the 55-cent admission will continue until 1 p. m. and then go to 95 cents until closing.

Missouri Exhibitors Join To Kill Censor Threat

JEFFERSON CITY, MO.—Independent and circuit exhibitors were joined by civic leaders in a successful attack on a state house of representatives bill to create a board of censors under the state department of education here this week. The bill was killed in committee after the hearing. The exhibitors were well organized for their attack, and their protest presentation was effective. Among those who spoke against the bill were Fred Wehrenberg, president of MPTOA; Arthur Cole, industry representative for Paramount in Kansas City; James Arthur, St. Louis; Senn Lawler and R. R. Biechele, Kansas City; Mrs. Arretus Burt, of the National Federation of Women's Clubs, and Mrs. Robert Collyer, Legion of Decency, both of St. Louis.

Bercovici-Chaplin Suit Settled for $90,000

New York—The $5,000,000 breach of contract suit filed by Konrad Bercovici, writer, against Charles Chaplin over "The Great Dictator," was settled Wednesday night. Bercovici agreed to accept $90,000 in payment for two scripts submitted to Chaplin in 1937 and acknowledged that Chaplin was the sole author of "The Great Dictator." Costs of the New York federal court trial—$5,000—also were paid by Chaplin. The two scripts were "Haymarket Riot" and "Cry of the Wolf" or "Tinka."



CHARLES CHAPLIN

RCA Shows Color Video On 7½x10-Foot Screen

Philadelphia—All-electronic color television pictures on a screen seven and one-half feet high and ten feet wide were shown Wednesday by RCA at the Franklin Institute. Engineers present said the system was still in the experimental stage, but David Sarnoff, RCA president, said that the development could be hurried up for delivery inside of a year, if sufficient demand should develop.

It was only a few weeks ago that RCA engineers testified before the FCC that color television was five years away.

National networks of theatres could be formed for television use, Sarnoff said, and he expressed the opinion that this would stimulate both the film and television arts.

The projection apparatus can be changed from color to black and white merely by pressing a button.



DAVID SARNOFF

RCA is going to experiment with outdoor pickups from the system during the summer.

Four Foreign Film Distributors Join to Facilitate U. S. Sales

NEW YORK—Distinguished Films, Siritzky Int'l, Superfilm Distributing Corp. and Vog Films, four of the leading distributors of foreign-language film in the U. S., plan to set up a new cooperative agency for the distribution of foreign product across the country, according to Martin Levine, general manager of the Brandt theatres and executive head of Distinguished. Tentatively known as United Foreign Films Distributors, the organization will be set up shortly after the return to New York of Oliver Unger, Levine's assistant, who is now making a nationwide survey of foreign film outlets.

Present plans call for offices in Los Angeles and Chicago, in addition to a New York home office, according to Levine, who said that smaller foreign film distributors would also be serviced by the new organization. With a minimum of 18 films assured for the first year, Levine said, the set-up would be similar to United Artists' operation in behalf of independent producers. A joint selling arrangement, with each distributor having the right to approve or reject the contract, is planned.

Levine attributed the rapid growth of foreign film showings in the U.S. to four reasons: "Foreign films provide adult entertainment and contain themes and situations which cannot be censored by the Johnston office; the deaf-and-dumb are attending in great numbers; ex-GIs, who picked up foreign languages in Europe, are becoming steady patrons, and many high school and college students are being given time out from classes to attend French-language showings."

With the addition of another foreign film house, the Times on West 42nd St., to the Times Square area, New York now has 20 theatres playing foreign product. Los Angeles has seven theatres playing French films regularly or on a split-week basis, San Francisco has four and Philadelphia and Washington, D. C., have three each. There are also 34 other foreign film theatres scattered in cities throughout the country, according to Levine's list. He expects that, once the new cooperative agency opens up territories where foreign pictures have not been shown in the past, there will be between 200 and 250 theatres showing foreign product before the end of 1947.

Ryder Calls on Johnston For Theatre Video Plan

WASHINGTON—Loren L. Ryder, president of the Society of Motion Picture Engineers, Tuesday called on Eric Johnston and recommended that the combined motion picture and television industries conduct a fact-finding survey on the potential use of theatre television. Ryder was accompanied by Paul Larsen, chairman of the committee on theatrical television.

Johnston agreed that it would be a good idea for the industries to work side by side in developing theatre television. The MPA president asked Ryder to submit to him his plan in detail.

Set 30 'Dishonored' Dates

NEW YORK—UA has set 30 simultaneous openings throughout the midwest, south and southwest for "Dishonored Lady" starting the week of May 12.

M-G-M TRADE SHOWINGS

DAY, DATE AND HOURS OF SCREENING

CITY	PLACE ADDRESS	CYNTHIA		ROMANCE OF ROSY RIDGE	
ALBANY	20th-Fox Screen Room 1052 Broadway	THUR. 5/15	8 P.M.	TUES. 5/27	8 P.M.
ATLANTA	20th-Fox Screen Room 197 Walton St., N.W.	THUR. 5/15	10 A.M.	TUES. 5/27	10 A.M.
BOSTON	M-G-M Screen Room 46 Church Street	THUR. 5/15	10:30 A.M. and 2:15 P.M.	TUES. 5/27	10:30 A.M. and 2:15 P.M.
BUFFALO	20th-Fox Screen Room 290 Franklin Street	THUR. 5/15	2 P.M.	TUES. 5/27	2 P.M.
CHARLOTTE	20th-Fox Screen Room 308 South Church Street	THUR. 5/15	1:30 P.M.	TUES. 5/27	1:30 P.M.
CHICAGO	H. C. Igel's Screen Room 1301 South Wabash Ave	THUR. 5/15	2 P.M.	TUES. 5/27	2 P.M.
CINCINNATI	RKO Screen Room 16 East Sixth Street	THUR. 5/15	8 P.M.	TUES. 5/27	8 P.M.
CLEVELAND	20th-Fox Screen Room 2219 Payne Avenue	THUR. 5/15	1 P.M.	TUES. 5/27	1 P.M.
DALLAS	20th-Fox Screen Room 1803 Wood Street	THUR. 5/15	2:30 P.M.	TUES. 5/27	2:30 P.M.
DENVER	Paramount Screen Room 2100 Stout Street	THUR. 5/15	2 P.M.	TUES. 5/27	2 P.M.
DES MOINES	20th-Fox Screen Room 1300 High Street	THUR. 5/15	1 P.M.	TUES. 5/27	1 P.M.
DETROIT	Max Blumenthal's Sc. Rm. 2310 Cass Avenue	THUR. 5/15	1:30 P.M.	TUES. 5/27	1:30 P.M.
INDIANAPOLIS	20th-Fox Screen Room 326 No. Illinois Street	THUR. 5/15	2 P.M.	TUES. 5/27	2 P.M.
KANSAS CITY	20th-Fox Screen Room 1720 Wyandotte Street	THUR. 5/15	1:30 P.M.	TUES. 5/27	1:30 P.M.
LOS ANGELES	20th-Fox Screen Room 2019 S. Vermont Ave.	MON. 5/12	1:45 A.M.	MON. 5/26	10:30 A.M.
MEMPHIS	20th-Fox Screen Room 151 Vance Avenue	THUR. 5/15	10 A.M.	TUES. 5/27	10 A.M.
MILWAUKEE	Warner Screen Room 212 W. Wisconsin Ave.	THUR. 5/15	1:30 P.M.	TUES. 5/27	1:30 P.M.
MINNEAPOLIS	20th-Fox Screen Room 1015 Currie Avenue	THUR. 5/15	2 P.M.	TUES. 5/27	2 P.M.
NEW HAVEN	20th-Fox Screen Room 40 Whiting Street	THUR. 5/15	2 P.M.	TUES. 5/27	2 P.M.
NEW ORLEANS	20th-Fox Screen Room 200 South Liberty Street	THUR. 5/15	1 P.M.	TUES. 5/27	1 P.M.
NEW YORK | NEW JERSEY	M-G-M Screen Room 630 Ninth Avenue	MON. 5/12	3:45 P.M.	MON. 5/26	10:30 A.M.
OKLA'MA CITY	20th-Fox Screen Room 10 North Lee Street	THUR. 5/15	1 P.M.	TUES. 5/27	1 P.M.
OMAHA	20th-Fox Screen Room 1502 Davenport Street	THUR. 5/15	1:30 P.M.	TUES. 5/27	1:30 P.M.
PHILADELPHIA	M-G-M Screen Room 1233 Summer Street	THUR. 5/15	11 A.M.	TUES. 5/27	11 A.M.
PITTSBURGH	M-G-M Screen Room 1623 Blvd. of Allies	THUR. 5/15	2 P.M.	TUES. 5/27	2 P.M.
PORTLAND	B. F. Shearer Screen Room 1947 N.W. Kearney St.	THUR. 5/15	2 P.M.	TUES. 5/27	2 P.M.
ST. LOUIS	S'Renco Screen Room 3143 Olive Street	THUR. 5/15	1 P.M.	TUES. 5/27	1 P.M.
SALT LAKE CITY	20th-Fox Screen Room 216 East First Street, So.	THUR. 5/15	1 P.M.	TUES. 5/27	1 P.M.
S. FRANCISCO	20th-Fox Screen Room 245 Hyde Street	THUR. 5/15	1:30 P.M.	TUES. 5/27	1:30 P.M.
SEATTLE	Jewel Box Preview Theatre 2318 Second Ave.	THUR. 5/15	1 P.M.	TUES. 5/27	1 P.M.
WASHINGTON	20th-Fox Screen Room 932 New Jersey, N.W.	THUR. 5/15	1 P.M.	TUES. 5/27	1 P.M.

"CYNTHIA"—*Elizabeth Taylor, George Murphy, S. Z. Sakall, Mary Astor.*

"ROMANCE OF ROSY RIDGE"—*Van Johnson, Janet Leigh, Thomas Mitchell, Marshall Thompson, Selena Royle, Dean Stockwell.*

DISTRIBUTION HEADS PROTEST EXPORT OF GERMAN-MADE FILM

J. H. Seidelman Declares Nazi Films Are Against Democratic Ideals

NEW YORK—The action of the Anglo-American military government in Berlin in arranging for the worldwide distribution of selected German films has been protested by American film distributors through the Motion Picture Ass'n, according to Joseph H. Seidelman, president of Universal - International Film, Inc.



JOSEPH H. SEIDELMAN

A cable transmitted to Eric Johnston, MPA president, from Paris where foreign distribution managers of American film companies recently held a meeting, declared that "it would be psychologically and politically unsound to show German and Austrian films outside those countries for at least 20 years," Seidelman said.

ALIEN TO OUR VIEWS

In their cable, the American film company executives declared in part that "the proposed worldwide export of old and new German pictures, including many produced by Nazis during and up to the end of war, is, in our view, so diametrically opposed to Allied aims and world interests as to require the most careful consideration on the part of American authorities and companies."

American and British military government officials in Germany are understood to have taken this move to bolster foreign exchange and revenue in their occupied zones of Germany. They are being prompted by financial and economic reasons rather than psychological, political or social considerations, according to Seidelman, who said that "the industry should unite as a body to protest any such movement."

Seidelman, who returned to New York during the week from a six-week trip to London and Paris, has closed a deal with Phil Hyams, who recently purchased Anglo-American Films in England, to handle 90 Universal reissues selected from the company's product from 1937-38 to 1942-43, inclusive, in the United Kingdom. The ten-year franchise deal was made with the knowledge and approval of the J. Arthur Rank Organization, according to Seidelman, and Hyams has made a cash payment "in excess of $500,000" for exclusive rights to the five years' product.

PLAN NEW CORPORATION

A new corporation, as yet unnamed, will take over Anglo-American, but Universal will have a continuing interest in this business. Warner Bros. has relinquished its distributing interest in Anglo-American, but has retained its producing interest in the company. No reissue deals have been made with other European countries, Seidelman said, but there may be a market for them later and in a smaller volume.

"The American film industry must take definite action by allocating more playing time to British films in order to generate dollars for the British industry," according to Seidelman, who said that the Bank of England has requested a weekly report from J. Arthur Rank on revenue being received from British films being shown in the U.S. The American companies have an opportunity to forestall more serious action from the British film industry and must satisfy the British government that a greater effort is being made to play its product here, Seidelman says. England is now getting $150,000 per week from American showings, but Seidelman believes the yearly revenue should reach closer to $10,000,000.

"Independent circuits must be made conscious of this problem, which is bound to affect the financial structure of the entire industry, according to Seidelman, who recommended that exhibitors play the British films and let the public decide as to their entertainment value. Circuits that have played the British films have done very well with such pictures as "The Seventh Veil," "Wicked Lady" and "Notorious Gentleman," already seen throughout the country, and "Stairway to Heaven," "Odd Man Out" and "Great Expectations," now getting early bookings. Seidelman described "Black Narcissus," in Technicolor and starring Deborah Kerr, which is just coming over to America, as one of Britain's finest films and an example of the improved product with "greater audience appeal for the U.S."

VIEWS FRENCH PICTURE

Seidelman and the delegates from every country in continental Europe who attended the company's first postwar international sales convention in Paris saw the completed print of U-I's French picture, "Devil in the Flesh," starring Micheline Preisle, which is being released in France by Transcontinental Films. This may be handled in this country by Prestige Pictures. Described by Seidelman as "the most daring film" he has ever seen, the picture cost 75,000,000 francs, more than any picture ever made in France. According to the agreement with the French treasury, Universal can retain 50 per cent of the revenue from this film, the balance going to Transcontinental through the French government. Film-making costs have risen tremendously since the war, Seidelman said, and, although a large number of independents made one of two pictures, there is no organized film industry in France.

MANY FILM RESTRICTIONS

There is now some form of restriction on American films in every European country except Belgium, according to Seidelman, who mentioned, as an example, that Sweden is attempting to put a ceiling on remittances and is classifying pictures as a luxury. However, barring unforeseen restrictions, American companies can look for a normal increase in revenue from these countries because the public still likes good Hollywood product and is in the market for zany comedies such as "Hellzapoppin'" which is a big success over there. There is also an increasing demand for "two-gun" westerns in almost every country, according to Alfred E. Daff, Universal vice-president, who returned to this country by plane early in the week. Daff covered every branch in England, in a special booking analysis which "few American sales managers have ever done," Seidelman said. The average Englishman is giving greater support to British film product, Daff said, and often attends the local product out of a sincere desire to help his country hold onto the dollars she pays for imports.

Yes

Mr. President!

The Bowie Majestic Theatre is ready to comply with the recent request of President Truman, that business men reduce their prices whereever they can, just as quickly as they can, to help halt the spiraling of prices upward.

The Bowie Majestic is just as willing to co-operate with the government in these troubled post war years as we were during the war. We are ready to contribute our small share toward starting a trend of prices downward to a level of sanity, safety and prosperity for all.

Therefore, effective Friday, April 25, adult admission prices to the Bowie Majestic Theatre will be reduced from 40 cents to 37 cents. Don't forget that 6 cents of that 37 cents will still go to Uncle Sam. Since children's prices were reduced last December from 12 cents to 9 cents we feel that they are just as low as possible. In fact, all during the depression years the standard admission for children remained at 10 cents.

We are making this reduction even though all of our operating expenses are at an all-time hign and we hope that it will contribute, in its small way, to the welfare of our nation and community.

Sincerely,

Mr. and Mrs. Frank Benson,
L. D. Lutzer and J. H. Lutzer..

Owners of Bowie Theatres Co.
Bowie, Texas

ANSWERS PRICE APPEAL

BOWIE, TEX.—The appeal by President Truman for price-cutting was answered by Manager Frank Benson of the Majestic Theatre here with a public announcement that admissions were to drop 3 cents per ticket, from 40 cents to 37 cents. The Majestic was believed to be the first theatre in the country to publicly announce support of the price-cutting campaign. The new policy was announced both in a newspaper advertisement and through heralds, over the names of L. D. Lutzer, J. H. Lutzer and Mr. and Mrs. Benson, the joint owners. The copy of the advertisement is reproduced here.

American Industry Asked To Give More Time to British Product

E-L Employes Write Song

NEW YORK—Patrece Snyder, radio publicity manager for Eagle-Lion, and her assistant, Ann Weingarten, have placed their original song, "Repeat Performance," inspired by the E-L release of that name, with Beverly Music Co., which is owned by Dick Haymes, who will plug the song on his own broadcasts.

ATA Board Is Asked To Set Convention

NEW YORK—The American Theatres Ass'n has asked its directors to suggest a date and place for the annual convention.

Under the constitution and bylaws the board of directors is to designate where and when the yearly membership meeting shall be held.

The constitution also states that there shall be a regular membership meeting once a year. The last and first meeting was held April 1 and 2, 1946, in St. Louis.

It had originally been planned to meet in Chicago or San Francisco early this April, but the date was postponed pending supreme court action on the antitrust appeal. The ATA along with the defendant distributors had asked for a stay of competitive bidding until the court could decide on the appeals from the decree.

The ATA also asked for permission to intervene, a request that had been denied by the New York statutory court.

Indiana Protests Deal Between U-I, Purdue

LOUISVILLE — The Associated Theatre Owners of Indiana are very much concerned over the deal between Universal and Purdue university for the showing of Rank's Prestige Pictures. The Purdue auditorium seats 6,146 persons, which is more than Radio City Music Hall.

Universal has indicated that colleges will be given pictures only in situations which do not compete with regular theatres. According to ATOI, the students and faculty alone that attend such an exhibition deprives the regular exhibitor of a great number of prospective customers.

The ATOI believes that it is a great grievance for any institution constructed from public funds and free of real estate taxes to enter into competition with private business.

Burtus Bishop Jr. Promoted To J. E. Flynn MGM Post

NEW YORK—John E. Flynn, MGM southwestern district manager who has been with the company for the past 27 years, will retire, but will continue in an advisory capacity. He will be succeeded by Burtus Bishop jr., who has been southwestern district manager with headquarters in Dallas.



BURTUS BISHOP JR.

Flynn joined the old Goldwyn company in 1918 and, with the merger in 1924 with the Metro company, he continued as district manager in St. Louis. Two years later he was appointed district manager for Detroit and, in 1938, he was made central district manager with headquarters in Chicago. In 1941 he was promoted to western sales manager, continuing his Chicago office.

Bishop, who has been with MGM since 1926, when he took his first job as salesman in the Charlotte branch, was promoted to branch manager of the exchange ten years later. In 1937 he was made Pittsburgh manager and, in 1941, he was made midwest district manager with headquarters in Kansas City. In 1943, Bishop was promoted to southwest district manager and moved his offices to Dallas.

MPTOA Cool to Drive For U.S. Health Week

NEW YORK—The MPTOA prefers local charity drives to nationwide joint industry campaigns.

This is what Herman Levy, general counsel of the MPTOA, wrote to Robert W. Coyne, executive director of the ATA. Levy made this statement in his reply to Coyne's letter discussing the proposal for a joint national Health week drive put forth by the Metropolitan Motion Picture Theatres Ass'n.

Coyne had been authorized by the MMPTA to sound out directors of the ATA and MPTOA officials as to whether they favored a national drive for health charities and research foundations.

Basil O'Connor, chairman of the American Red Cross and March of Dimes, already has said his organizations would stick to their 1946 decision of not going along with a joint industry campaign.

Levy did not close the door on future cooperation for such a drive. He added that if there is sufficient evidence of a desire for a concerted industry campaign on behalf of health charities, he would canvass the directors of the MPTOA on this question.

Coyne said that he hopes the ATA directors favor a national health drive.

Sioux Falls Is RKO Leader

NEW YORK—The RKO Sioux Falls exchange held first place in the 1947 Ned Depinet drive, followed by Chicago, Denver and Salt Lake City at the end of the 17th week. S. W. Fitch is branch manager in Sioux Falls.

M·G·M TRADE SHOW

"THE PHILADELPHIA STORY"

ALBANY	20th-Fox Screen Room, 1052 Broadway	THUR. 5/8	8 P.M.
ATLANTA	20th-Fox Screen Room, 197 Walton St., N. W.	THUR. 5/8	10 A.M.
BOSTON	M-G-M Screen Room, 46 Church Street	THUR. 5/8	10:30 A.M. & 2:15 P.M.
BUFFALO	20th-Fox Screen Room, 290 Franklin Street	THUR. 5/8	2:30 P.M.
CHARLOTTE	20th-Fox Screen Room, 308 South Church Street	THUR. 5/8	1:30 P.M.
CHICAGO	H. C. Igel's Screen Room, 1301 South Wabash Ave.	THUR. 5/8	2 P.M.
CINCINNATI	RKO Screen Room, 16 East Sixth Street	THUR. 5/8	8 P.M.
CLEVELAND	20th-Fox Screen Room, 2219 Payne Avenue	THUR. 5/8	1 P.M.
DALLAS	20th-Fox Screen Room, 1803 Wood Street	THUR. 5/8	2:30 P.M.
DENVER	Paramount Screen Room, 2100 Stout Street	THUR. 5/8	2 P.M.
DES MOINES	20th-Fox Screen Room, 1300 High Street	THUR. 5/8	1 P.M.
DETROIT	Max Blumenthal's Sc. Rm., 2310 Cass Avenue	THUR. 5/8	1:30 P.M.
INDIANAPOLIS	20th-Fox Screen Room, 326 North Illinois Street	THUR. 5/8	2 P.M.
KANSAS CITY	20th-Fox Screen Room, 1720 Wyandotte Street	THUR. 5/8	1:30 P.M.
LOS ANGELES	20th-Fox Screen Room, 2019 So. Vermont Ave.	THUR. 5/8	2 P.M.
MEMPHIS	20th-Fox Screen Room, 151 Vance Avenue	THUR. 5/8	10 A.M.
MILWAUKEE	Warner Screen Room, 212 W. Wisconsin Ave.	THUR. 5/8	1:30 P.M.
MINNEAPOLIS	20th-Fox Screen Room, 1015 Currie Avenue	THUR. 5/8	2 P.M.
NEW HAVEN	20th-Fox Screen Room, 40 Whiting Street	THUR. 5/8	2 P.M.
NEW ORLEANS	20th-Fox Screen Room, 200 South Liberty Street	THUR. 5/8	1 P.M.
NEW YORK / NEW JERSEY	M-G-M Screen Room, 630 Ninth Avenue	MON. 5/5	2:30 P.M.
OKLA'MA CITY	20th-Fox Screen Room, 10 North Lee Street	THUR. 5/8	1 P.M.
OMAHA	20th-Fox Screen Room, 1502 Davenport Street	THUR. 5/8	1:30 P.M.
PHILADELPHIA	M-G-M Screen Room, 1233 Summer Street	THUR. 5/8	11 A.M.
PITTSBURGH	M-G-M Screen Room, 1623 Blvd. of Allies	THUR. 5/8	2 P.M.
PORTLAND	B. F. Shearer Screen Room, 1947 N.W. Kearney St.	THUR. 5/8	2 P.M.
ST. LOUIS	S'Renco Screen Room, 3143 Olive Street	THUR. 5/8	1 P.M.
SALT LAKE CITY	20th-Fox Screen Room, 216 East First Street, So.	THUR. 5/8	1 P.M.
S. FRANCISCO	20th-Fox Screen Room, 245 Hyde Street	THUR. 5/8	1:30 P.M.
SEATTLE	Jewel Box Preview Theatre, 2318 Second Avenue	THUR. 5/8	1 P.M.
WASHINGTON	20th-Fox Screen Room, 932 New Jersey, N.W.	THUR. 5/8	1 P.M.

"THE PHILADELPHIA STORY"—*Cary Grant, Katharine Hepburn, James Stewart*

ELABORATE PROGRAM PLANNED FOR THE VARIETY CONVENTION

LOS ANGELES—Details of program and entertainment continue to shape up as the date draws nearer for the annual convention of Variety Clubs International, which this year for the first time will be held in the southland, May 13-17.

Henry Ginsberg, Paramount production executive, will host the delegates attending at a luncheon on Friday, May 16, at the Ambassador hotel. Among the Paramount stars being invited to attend are Alan Ladd, Betty Hutton, Joan Caulfield, Veronica Lake, John Lund, Macdonald Carey, William Bendix, Howard da Silva, Virginia Field, Sonny Tufts, Barry Fitzgerald, Sterling Hayden, William Holden, Diana Lynn, Mona Freeman, Gail Russell, Robert Preston, Olga San Juan, Virginia Welles, Billy De Wolfe, William Demarest, Patric Knowles and others.

The largest neon display to be constructed on the Pacific coast since the war will greet convention visitors. Oscar Oldknow, president of National Theatre Supply, and chairman of the convention decoration committee, has arranged for the sign, 40 feet high, to be placed over and around the main entrance of the Ambassador hotel. It will spell out "Welcome Barkers" in eight-foot high neon letters. Red and white, variety colors, will prevail.

Al Brick of Fox Movietone News has been named coordinator of newsreel coverage for the convention by Charles P. Skouras, executive convention chairman.

Adding his welcome to those extended by virtually all studio heads, Dore Schary, RKO Radio vice-president in charge of production, called upon exhibitors and distributors to join with producers in "breaking down old concepts of what makes showmanship, boxoffice and entertainment."

Schary said:

"I believe that a convention such as this is of great importance to those of us who are picture makers and to you people whose job it is to sell and distribute the films we turn out.

"We can learn a good deal from you about quality showmanship and boxoffice.

"I believe, too, that you can learn from us in terms of trying to break down old concepts of what makes showmanship, boxoffice and entertainment. We want pictures to improve, because in that way we get more money."

RKO Managerial Changes Made by Sol Schwartz

NEW YORK—Jay Golden, who was in charge of a division of RKO Brooklyn theatres, has been made RKO manager of the west coast division, taking in San Francisco, Los Angeles and Denver, by Sol A. Schwartz, vice-president and general manager of RKO Theatres.

Other RKO managerial assignments made by Schwartz, all to become effective May 9, are: Goodwin Sable, manager of Keith's Dayton, becomes manager of Keith's, Colonial and State theatres in that city; Francis Anderson, manager of the Palace, Rochester, becomes manager of the Palace and Temple theatres; Harry Weiss, manager of RKO Proctor's, Newark, becomes Brooklyn division manager for the Kenmore, Tilyou, Dyker and Shore Road theatres with headquarters at the Kenmore, and Charles Oelreich, manager of the RKO Yonkers, becomes Bronx division manager for the Fordham, Pelham, Castle Hill and Marble Hill theatres with headquarters at the Fordham.

Other promotions made by Schwartz include Harold Daly, who goes to Yonkers from the 23rd St. Theatre; George Baldwin, who goes to the 23rd St. from the Colonial; Arthur Koch, assistant manager at the Coliseum, who becomes manager of the Colonial, and Herbert Heintz, who goes from the Alhambra to Proctor's, Newark.

Boxoffice Barometer

and

Exhibitor Has His Say

now in the new

BOOKINGUIDE

in the cream-colored section

FCC Still Awaits Decision On Paramount Subsidiary

NEW YORK—Television Productions, Inc., Paramount's wholly owned subsidiary, has made no decision as yet on the FCC order to either dispose of its interest in Allen B. Du Mont Laboratories, Inc., or withdraw its applications for television stations in Dallas, Boston and Detroit. The FCC granted the company 60 days from March 18 to choose one alternative.

Paul Raibourn, president, is expected to announce the Television Productions decision shortly before the May 18 deadline. The company now has two wholly owned and operated stations in Chicago and Hollywood. With Interstate circuit of Dallas and Du Mont Laboratories, Television Productions has filed a total of 11 applications for additional stations. The FCC limits five stations to one applicant.

Daylight Saving Time Adopted April 27 in 19 States

NEW YORK—Daylight saving time went into effect Sunday, April 27, in 19 states either by state legislation or local order, and will continue until Sunday, September 28. Approximately 650 communities in the U.S and Canada turned clocks ahead one hour Standard time will be followed throughout the year in 29 states.

Advanced time is not being observed as generally throughout the country this year, as it was in 1946, according to the Commerce and Industry Ass'n of New York. Last year clocks were advanced an hour in several communities in Florida, Louisiana, Ohio and West Virginia. Reports received to date show that of these four states, only in Ohio was daylight saving time re-enacted in some towns.

Daylight saving is observed on a statewide basis in six states, including Connecticut, Maine, Massachusetts, New Hampshire, New Jersey and Rhode Island. In Maine it is observed on an unofficial basis. In the remaining 13 states the daylight saving law is permissible, giving municipalities the right to decide for themselves.

During the past year some states have considered or passed laws providing for advanced time, according to the Commerce and Industry Ass'n. On April 20 bills still were pending in the California and Minnesota state legislatures. Legislation approved in Maryland authorizes the counties of Arundel, Baltimore, Montgomery and Prince George to push the clock ahead. In Rhode Island, where general observance has been the rule for several years, daylight saving was made official by an act approved Apr. 24, 1946. Early this week the status of Washington, D. C., was uncertain, with a bill providing for daylight saving time pending before the senate.

In the east and middle west particularly the question of advanced time is left to the individual communities. States empowering municipalities to decide on daylight saving time include Delaware, Illinois, Indiana, Iowa, Maryland, Michigan, Missouri, New York, Ohio, Pennsylvania, Tennessee, Vermont, Virginia. Only one community in both Iowa and Virginia reported the adoption of daylight saving time to the Commerce and Industry Ass'n.

In Canada the legislature of the province of British Columbia approved province-wide daylight saving from April 27 to October 26.

The New York state law, while it is permissive, stipulates that the period of observance must be between the last Sunday in March and the last Sunday in October. The schedule for all communities in the state is April 27 to September 28, with the exception of Newburgh, where it starts May 27.

In the 13 local option states the following cities and towns of more than 2,500 population reported the adoption of daylight saving time up to last week:

Delaware—5, including Wilmington; Illinois—80, including Chicago, East St. Louis, Evanston, Oak Park, Peoria, Rockford and Springfield; Indiana—49, including East Chicago, Fort Wayne, Gary, Hammond, Indianapolis, Muncie and South Bend; Iowa—1 (Clinton); Maryland—2, comprising Annapolis and Baltimore; Michigan—10, including Escanaba, Marquette and Sault Ste. Marie; Missouri—12, including Clayton and St. Louis; New York—50; Ohio—3, comprising Cadiz, Martin's Ferry and Steubenville; Pennsylvania—145, including Allentown, Altoona, Bethlehem, Chester, Easton, Harrisburg, Lancaster, McKeesport, Philadelphia, Pittsburgh, Reading, Wilkes-Barre and York; Tennessee—5, including Chattanooga and Knoxville; Vermont—14, including Barre, Burlington and Rutland; Virginia—1 (Williamsburg).

In Michigan, communities in the lower peninsula are on eastern standard time throughout the year. In the upper peninsula central standard time generally is followed except for seven towns, which moved clocks ahead one hour to eastern standard time.

"THE LATE GEORGE APLEY"

is the *Great* George Apley *Everywhere*

Variety reports:

"TOP GROSSER!" *IN BUFFALO!*

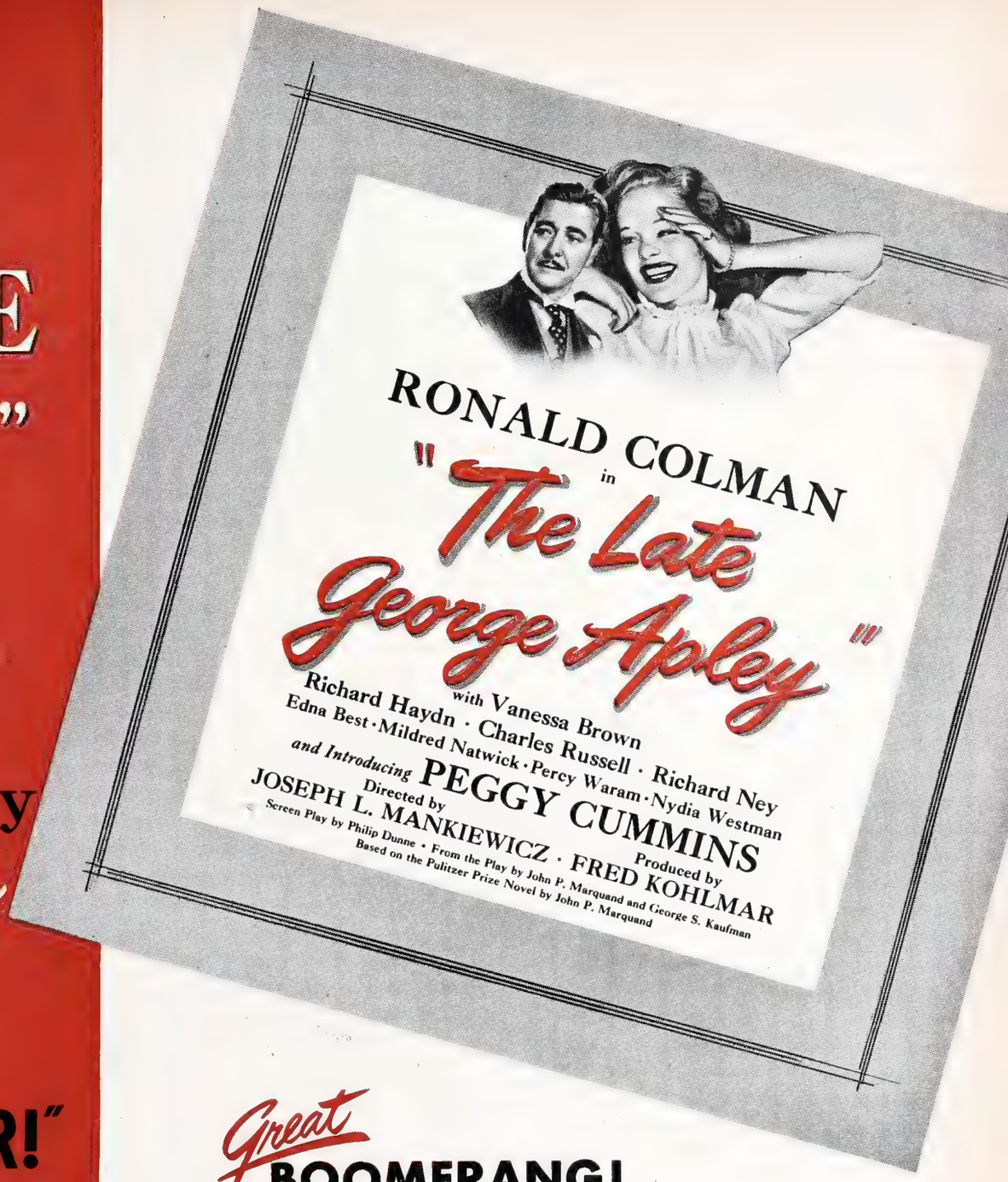
"GIANT SMASH!" *IN ST. LOUIS!*

"SOLID!" *IN BOSTON!*

Following its

"TERRIFIC!"

Run at RADIO CITY MUSIC HALL!



Great BOOMERANG!

Great THE GHOST AND MRS. MUIR

Great MIRACLE ON 34TH STREET

Great THE HOMESTRETCH *(In Technicolor)*

Great

20th CENTURY-FOX

Men and Events

By JAMES M. JERAULD

What About Prices?

PRICES have become the livest discussion topic in America in recent weeks. President Truman's speech before newspaper publishers removed the remaining restraints.

The following Thursday practically the entire front page of the Wall Street Journal was devoted to price reduction news and this spilled onto inside pages in various forms. The New York Times devoted columns to the topic. The Newburyport plan for reducing all retail prices 10 per cent or more for an experimental period boosted business from 10 to 60 per cent and spread to six other Massechusetts cities in 48 hours and made such an impression elsewhere in the country that the New York Times on April 24 carried a two column head, reading: "War on Inflation Is Widened."

Earl Bunting, president of the National Ass'n of Manufacturers, tried to combat this in a public speech by insisting prices could not come down while wages were going up and that there could be no cuts at the manufacturing level. He apparently forgot the recent Ford cuts.

How does this affect the film business?

Nobody knows. Every circuit operator with headquarters in New York says business is still tops for the best pictures, but for the medium-grade attractions it is definitely below the wartime level.

Both circuit operators and independents say admission cuts cannot be made with operating costs and film costs what they are today.

They mean it, but they are worried, nevertheless, by the enthusiastic support for retail price cuts. It's the retailers—and theatres are retailers—who feel the first impact of price resistance. The movements which are now sweeping the country are definitely emotional as well as economic. When masses of people start looking for a safety valve for their accumulated discontent the impact is terrific. Any political leader who has been swept out of office understands this.

Some cool study of public relations and merchandising techniques will be in order in the next few months.

* * *

Health Week

THAT suggestion for one national audience collection for organizations engaged in health and welfare projects originally advanced about a year ago by Jack Kirsch in Chicago has taken on new life. It is now being sponsored under a new name—"Health Week"—by the Metropolitan Motion Picture Theatres Ass'n of New York. ATA support is being sought.

Watching developments will be interesting. Many thoughtful industry leaders felt that the criticism which followed spotty support for the last March of Dimes drive was definitely harmful to the industry, even though unjustified.

Many exhibitors who were hostile to audience collections after the war because these had been overworked may have changed their minds in the meantime.

* * *

Production Costs

THE editor of the New Rocky Mountain Allied bulletin is one of those individuals who can say a lot with a few words. Read this from bulletin No. 4:

"It stands to reason that if a star who used to make two or three pictures a year, now makes only one—then that star's yearly salary (sometimes as much as one-half million dollars) is going to be tacked onto the production cost of that one picture instead of being divided up between two or three.

"In other words—by deliberately curtailing production—the producers have added to their own production costs per picture and they pass it on to you with heart-rending stories about how they have to get more money out of you."

* * *

Foreign Problems

SOME IDEA of the difficulties encountered in doing business in foreign countries is furnished by the RKO annual report. Thirty-six foreign subsidiaries have "remittances held in abeyance"—meaning not transferred to this country for various reasons—of $2,733,124.78. Of this total, $1,806,818.20 is accounts receivable. Total assets of all the foreign units are $2,409,-684.74.

From this it can be deduced that the foreign markets are largely a matter of hope for the future.

In the meantime the domestic business is so good that the company has working capital of $40,000,000 and no funded debt.

* * *

Foundation Progresses

ORGANIZATION of the Motion Picture Foundation is progressing with surprising speed and with a minimum of fanfare. Eleven exchange areas have already been organized and it is expected that the remaining 20 will have chosen leaders before May 12 when it is hoped the national trustees can be organized.

There has been no opposition to the plan. Everyone agrees that it is a great forward step in behalf of men and women in the industry and will contribute much to its public relations.

* * *

German Film Imports

CREDIT all the Washington dispatches and you will get the idea that German film imports are about to flood the market. The State department is reported to be agitated about it.

According to the AP, the American military government has decided "appropriate" German films should be exported by Germany to provide funds in occupied zones.

Nobody will need an adding machine to total up all the funds German films can garner in this market for some time to come.

Lee Balsly Making Countrywide Tour

KANSAS CITY — Realizing a dream he's had for years, Lee D. Balsly, manager of the Sedgwick Theatre in the Germantown section of Philadelphia for Warner Bros., is making a nationwide tour in his brand new Mercury and, with Mrs. Balsly will take a leisurely 6,000-mile trip to California. On the way he stopped at Springfield, Mo., where he entered the motion picture business back in 1910 as owner and manager of the Aladdin Theatre.



LEE D. BALSLY

Balsly, real veteran with nearly four decades of experience in virtually every department of the industry, visited Kansas City over the weekend, renewing acquaintances formed when he was advertising manager for A. D. Flintom, former distributor for Famous Players Pictures in the midwestern area. His first stop was at Altoona, Pa., to see R. R. Allison and his brother, then to Chicago, Cincinnati and St. Louis; into Springfield and Kansas City and then to the west coast.

Balsly left Flintom's employ to become branch manager for Metro at Kansas City and it was during that connection that the K. C. Film Board of Trade was formed with Balsly as secretary. He was later manager of the Liberty Theatre in Kansas City and then went with Paramount. He was for a time manager of advertising accessories for Universal.

In 1942-43 he joined up with Uncle Sam in the air service command at Patterson Field, Dayton, aligning with Warner theatre circuit in January of 1944 as manager of the Sedgwick in the Quaker city.

Sam Rinzler to Receive Annual Beacon Award

NEW YORK—Sam Rinzler will receive the Motion Picture Associates' Beacon award for meritorious and distinguished service to the industry at the organization's annual affair at the Waldorf-Astoria May 16, according to Fred J. Schwartz, president. Rinzler, long active in philanthropic and welfare drives for the industry, was selected for the honor at a membership meeting held recently.

This year, Motion Picture Associates is combining the annual Beacon award dinner with a tribute to the newly formed Motion Picture Foundation.

Selznick Releasing Joins Confidential Reports

NEW YORK—Selznick Releasing Organization has joined Confidential Reports, Inc., as a stockholder and subscriber, according to Neil Agnew, president. SRO will start using Confidential checkers with the release of "Duel in the Sun."

There are now ten subscribers to the Confidential service, including Eagle-Lion, Republic, Warners, UA, Columbia, Paramount, 20th-Fox, RKO and Universal.

WB to Show 'Unfaithful'

NEW YORK—"The Unfaithful," Warner Bros. production starring Ann Sheridan, Lew Ayres and Zachary Scott, will be nationally tradeshown May 26.

"...BROAD IN THE SHOULDER...
WITH FIRE IN HIS BLOOD...
AND NOT TOO EASY TO HOLD ON TO!"



There's no thrill like the thrill of Cornel Wilde and Maureen O'Hara in "THE HOMESTRETCH" in Technicolor!



A glorious romance
that hits all the high spots
of the world . . . set against the
breathless excitement of the
world's most famous racing classics!

CORNEL WILDE
MAUREEN O'HARA

THE HOMESTRETCH

IN TECHNICOLOR

with

Glenn Langan · Helen Walker

James Gleason · Henry Stephenson

Margaret Bannerman · Ethel Griffies · Tommy Cook

Directed by **BRUCE HUMBERSTONE**

Produced by **ROBERT BASSLER** · Original Screen Play by Wanda Tuchock

THERE'S NO COMPANY WITH SUCH GREAT TECHNICOLOR TRIUMPHS AS

BOB, SON OF BATTLE *In Technicolor* • **FOREVER AMBER** *In Technicolor* • **MOTHER WORE TIGHTS** *In Technicolor*
I WONDER WHO'S KISSING HER NOW *In Technicolor* • **CAPTAIN FROM CASTILE** *In Technicolor*

20th CENTURY-FOX

PRINTED IN U. S. A

Choose 22 Governors For Academy Units

HOLLYWOOD—With three tie votes as the highlight, the Academy of Motion Picture Arts and Sciences has elected 22 governors to represent the organization's 11 branches. In each branch two candidates were chosen, the largest vote-getter being set for a two-year term and the runnerup to serve one year.

Ties occurred in the art directors, music and executives and producers classifications.

The art directors voted Urie McCleary to the two-year term while Robert Haas and Richard Day polled equal votes for the one-year stretch. Day declined, stating that business pressure would prevent his doing full justice to the office. Haas automatically secured the short term.

MUSIC BRANCH RESULTS

In the music branch, Morris Stoloff won the two-year term, with Harry Warren and Charles Wolcott tied for the one-year office. A run-off election will be held.

Donald Nelson and Walter Wanger scored equally in the executives and producers branch. Wanger offered to accept the one-year term, which put Nelson in the longer span.

Other results were:

Actors branch: Jean Hersholt returned for a two-year term, George Murphy for one year.

Charles G. Clarke will represent the cinematographers for two years and Farciot Edouart for one.

William Wyler polled the highest vote in the directors branch to get the two-year spot, with Delmer Daves for one year.

Film editors: William W. Hornbeck takes over for two years, Frederick B. Richards for one.

Perry Lieber was voted the long term in the public relations branch, with Howard Strickling to serve one season.

QUIMBY LEADS SHORTS

The short subjects branch will be represented by Frederick C. Quimby for two years and Louis Notarius for one.

Thomas T. Moulton will serve the sound branch for the long term with Gordon Sawyer the short.

In the writers branch, Charles Brackett was elected to the two-year spot, with Mary C. McCall jr., to serve one year.

The newly elected board of governors will hold their first meeting Tuesday, May 6, at which time officers of the Academy will be elected from their ranks.

George Gallup Quits Post With Young & Rubicam

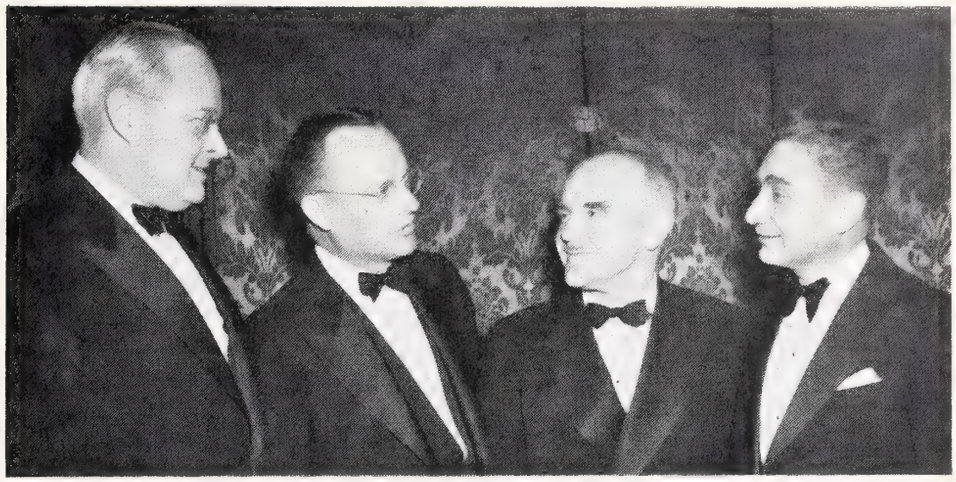
NEW YORK—Dr. George Gallup, president of Audience Research, Inc., has resigned as vice-president of Young & Rubicam, Inc., to devote all his time to national polls. He joined the advertising agency 15 years ago.

Gallup is in England now on a five-week visit. He will attend the world conference of research experts in England and will meet with film executives on plans to start a motion picture research service in Britain.

Bernstein Ascap Treasurer

NEW YORK—The board of directors of Ascap on Tuesday (April 29) elected Louis Bernstein treasurer. All other officers remain the same, including Deems Taylor, president; Gustave Schirmer, vice-president; Oscar Hammerstein II, vice-president; George W. Meyer, secretary; Donald Gray, assistant secretary, and Ray Henderson, assistant treasurer.

SMPE Honors Veteran Cameramen





Leaders in the film, equipment and production branches of the motion picture industry honored two veteran cameramen during the 61st semiannual convention of the Society of Motion Picture Engineers in Chicago last week. In the photo below, Loren L. Ryder (center) SMPE president, chats with the two honored guests. At the left is Oscar B. Depue, partner of Burton Holmes since 1893, and Joseph Dubray (right) who began his career as a cameraman in Paris about the turn of the century. In the top panel, left to right: Donald E. Hyndman of Eastman Kodak Corp., past president of SMPE; Loren L. Ryder of Paramount Pictures; Earl Sponable of 20th-Fox, SMPE executive vice-president; and Abe Shapiro of Ampro Corp., chairman of SMPE's midwest section.

Reagan Sets Branch Meeting Dates For Paramount's Sales Contest

NEW YORK—Plans have been completed by Charles M. Reagan, vice-president in charge of distribution at Paramount, for a series of branch meetings in advance of the company's 1947 sales drive which will be called "Celebrating 35 Years of Leadership," August 31 to November 29.

The meetings will start May 5 and end June 10. Reagan said prizes in the contest will be the largest ever offered by the company.

Sessions called in Hugh Owens' eastern and southern division are: New Orleans, May 9-10; Atlanta, May 12-14; Charlotte, May 15-16; Buffalo, May 19-20; Albany, May 21; New Haven, May 22; Boston, May 26-28; New York, May 29-31.

Those scheduled for James J. Donohue's central division are: Dallas, May 26-27; Oklahoma City, May 28-29; Memphis, May 30-31; Chicago, June 2-3; Milwaukee, June 4; Minneapolis, June 5-6; Indianapolis, June 9-10.

Scheduled for George S. Smith's western division are: Los Angeles, May 5-6; San Francisco, May 7-8; Portland, May 9; Seattle, May 10-12; Salt Lake City, May 14; Denver, May 15-16; Omaha, May 17; Kansas City, May 19-20; Des Moines, May 21; St. Louis, May 22-23.

Prizes won during the 1946 sales contest will be awarded at the meetings and the One Hundred Per Cent Club pins will be distributed.

Heywood Simmons Is Named Paramount Dallas Head

NEW YORK—Heywood Simmons has been named Paramount branch manager in Dallas by Charles M. Reagan, vice-president in charge of distribution, to fill the vacancy caused by the death of Fred Larned, who was killed in an auto accident in California.

Simmons has been sales manager in the Dallas branch. His post will be taken by Tom Bridge, who has been sales manager in San Francisco for the past year. John Bowles, assistant to George A. Smith, western division sales manager, will be moved from Los Angeles to San Francisco to take the job vacated by Bridge.

Pathe News Shows Russia

NEW YORK—The current issue of RKO Pathe News includes an exclusive eyewitness report by Julien Bryan, photographer-correspondent, on religion in Russia. Bryan, who has just returned from his ninth visit to Russia, made uncensored films on the great revival of religious worship there.

Do you know what it means to

There's great business

NEW ORL



"CHECK THIS ONE FOR BIG TICKET SALES. A MUST!"
Film Daily

"A WHALE OF A GOOD SHOW...HOT...SOLID!"
MP Daily

JULES LEVEY presents
ARTURO DE CORDOVA • DOROTHY PATRICK in
"NEW ORLEANS"
with MARJORIE LORD • IRENE RICH
JOHN ALEXANDER • RICHARD HAGEMAN
LOUIS ARMSTRONG and HIS BAND and BILLIE HOLIDAY
WOODY HERMAN and HIS ORCHESTRA
ORIGINAL NEW ORLEANS RAGTIME BAND
Louis Armstrong • Zutty Singleton • Barney Bigard
Kid Ory • Bud Scott • Red Callendar
Charlie Beal and Meade Lux Lewis
Screenplay by Elliot Paul and Dick Irving Hyland
From an original story by Elliot Paul and Herbert J. Biberman
Produced by JULES LEVEY • Directed by ARTHUR LUBIN

Premiered to boff business
at the Saenger Theatre, New Orleans
and a hundred other sock situations!

MISS New Orleans?

when you play...

FANS



LOUIS ARMSTRONG
and HIS BAND
and BILLIE HOLIDAY

Here's business from U A

Washington Report

By LEE GARLING

ERIC JOHNSTON, president of the Motion Picture Ass'n, is pleased at the increasing number of theatres which provide children's shows on Saturday. Latest statistics show that more than 6,000 theatres now have Mickey Mouse clubs and other types of exhibitors, where educational pictures are shown.

Attorney General Tom Clark told BOXOFFICE that the new educational film program, planned by Johnston, "is one of the finest steps taken in many months to combat youth delinquency."

Clark stated that many minor crimes, by youth, occur on the children's day off, which is Saturday.

"The educational value of the pictures is also important," Clark said, "and I congratulate the industry for its keen interest in American youth."

* * *

JOHN McCULLOUGH, acting director of the MPA conservation department, was in Washington this week attending the President's conference on fire prevention.

Prevention of fire loss at film exchanges is credited to the MPA. Gen. Philip Fleming, Federal Works administrator, told BOXOFFICE that he considers the excellent fire prevention record in the film industry "a great accomplishment."

Fleming said that other industries should initiate programs to eliminate industrial fire loss and personnel injury.

* * *

CONSTRUCTION PERMITS to four theatres were approved this week by the Office of Temporary Controls. Three of the permits were to veterans as follows: Frederick Cross, Marrero, La.; Ralph A. Hale, Lakin, Kas.; and Frank Wilson, Detroit, Ore.

The fourth permit was considered an emergency for the public welfare. It went to Sam Carver of Brown City, Mich., amounting to an estimated sum of $28,000.

There has been a steady increase in the number of theatre construction permits rendered by the government. Controls, however, may continue for an indefinite period despite noticeable progress in the veterans housing program.

* * *

THE AVERAGE AMERICAN citizen is more capable of solving the many problems of government as a result of informational media, including the commercial motion picture. This was an assertion made this week by Treasury Secretary Snyder.

Commenting on the value of pictures, Snyder said: "We are fortunate that through our educational motion pictures people are in better position than ever before to understand and to help solve the problems of government."

* * *

BECAUSE OF CRITICISM from Sen. William Langer (R-N.D.) the Federal Trade commission has stepped up its "antimonopoly" program. Eleven complaints were filed by FTC this week.

Langer accused the Justice department and FTC of protecting monopoly operations. He asserted that the present antitrust action against the film distributors has been "improperly handled."

The North Dakota senator attempted to pass a measure last year which would provide theatre divorcement and ban block booking. He didn't get far. Attorney General Tom Clark opposed the measure on the grounds that nothing should be done about the case because of the pending antitrust suit.

Senator Langer agreed, but has been gunning for the Justice department since. He is now in a position to do something about it. He insulted almost every witness appearing in behalf of an increase of personnel in the antitrust division before his Civil Service committee.

Major argument fostered by Langer is that persons found violating the antitrust laws should be sent to jail in addition to being assessed a stiff fine. "The law is adequate. It is just not properly enforced," he stated.

* * *

AN OPPORTUNITY PROGRAM was initiated this week by the U.S. Chamber of Commerce. Too much government control of industry, such as that suggested in the New York court antitrust decree against the industry, should be eliminated, according to the chamber.

A right to own private property is of major importance, also a free market with a right to earn a profit, the Chamber said. "It is proper to have necessary government supervision—but not government regulation or control," the Chamber policy statement read.

* * *

CONTINUED DISAGREEMENT results over the double taxation treaty with France. Confidential information concerning income and other types of data is being asked by the French government.

Representatives of American industry fear that the data will be used against them. For instance, a film distributor could be required to give a considerable amount of confidential and personal information from his export accounts.

* * *

AMERICAN PROSPECTS in Latin America are increasing, with more than 1,600 theatres now in operation on that continent. Nathan D. Golden, film consultant of the Commerce department, reports that U.S. films continue to take the biggest gross in the south of the border market.

* * *

FRANK T. SURFACE, assistant to the president of Standard Oil Co., this week urged the Congress to provide funds for a general census of major American industries every five years. He said this would cost less than the present arrangement of ten-year censuses. Included in the Census bureau plans is a study of the motion picture industry, the number of people it employs and other factors of its business.

* * *

THE EMERGENCY ASSISTANCE by America to Greece, Turkey and other nations will keep the high excise admissions tax rate in force for probably two years to come, was expressed here by leaders in Congress.

Treasury Secretary John Snyder points out that if continued assistance is given, taxes must remain high. Hope for reduction of the 20 per cent theatre tax is slim; at least it will not be done before 1948 or 49.

* * *

FINALLY THE GOVERNMENT has found a distribution outlet for its picture, "Seeds of Destiny." It will be used in Canada, distributed by the government to willing exhibitors. Despite approval from exhibitor groups, the film never reached the commercial screen in this country. It was a project of the film section, now located in the Office of Government Reports.

Art Film Roadshows Set for 75 Cities

NEW YORK—Plans are being completed by Brandon Films, Inc., to hold scheduled roadshows of foreign language and art films in 75 cities beginning next fall. Thomas J. Brandon, president-treasurer of the company, said he has been testing the idea during the past two months in 12 cities in New England; six in New York state and six throughout the midwest.

Brandon either rented available theatres for a weekend or several days during the week, or when theatres were unavailable he rented suitable public auditoriums. When necessary he provided his own equipment, either 35 or 16mm.

Prevailing prices were charged, and will continue to be charged.

He claimed that this roadshow plan will not compete with regular exhibitors. The only towns or cities he will concentrate on, are those with potential foreign language or art audiences who are unable to see certain product because of theatre shortages.

Brandon is now negotiating deals with the leading foreign language and art product distributors for the roadshow rights to their features. By next fall he hopes to have 15 top films for exhibition in the 75 cities.

'Carnegie Hall' to Play Chile Houses Duty-Free

NEW YORK—"Carnegie Hall," the Boris Morros-William LeBaron musical being released by United Artists, will be admitted duty-free into Chile and play all Chilean theatres absolutely free of all taxes, according to Walter Gould, foreign manager for UA. This is the first time that a foreign government has so honored a Hollywood picture, according to Arnoldo Binder, UA manager in Chile, who has been unofficially advised that the Chilean government will award a gold medal to "Carnegie Hall" for "extraordinary artistic and cultural excellence" at a later date.

Following the picture's classification as "de uso cultural" by customs and censorship officials in Santiago, the government itself decided to sponsor the simultaneous showing at the Central Theatre, Santiago, and the Valparaiso Theatre, Valparaiso, April 28, which were under the sponsorship of Senora Videla, wife of the president of Chile.



CONFER IN MEXICO CITY — James Stewart, who went to Mexico City for the opening of "It's a Wonderful Life," chats with U.S. Ambassador Walter Thurston at the embassy.

RKO RADIO PICTURES INC. *Trade Showings* OF FIVE PRODUCTIONS

	DICK TRACY'S DILEMMA	THEY WON'T BELIEVE ME	THUNDER MOUNTAIN	THE WOMAN ON THE BEACH	DESPERATE
ALBANY Fox Projection Room 1052 Broadway	Mon. 5/12 10:30 A.M.	Mon. 5/12 2:30 P.M.	Tues. 5/13 10:30 A.M.	Tues. 5/13 2:30 P.M.	Wed. 5/14 10:30 A.M.
ATLANTA RKO Projection Room 195 Luckie Street	Mon. 5/12 10:30 A.M.	Mon. 5/12 2:30 P.M.	Tues. 5/13 10:30 A.M.	Tues. 5/13 2:30 P.M.	Wed. 5/14 10:30 A.M.
BOSTON RKO Projection Room 122 Arlington St.	Mon. 5/12 10:30 A.M.	Mon. 5/12 2:30 P.M.	Tues. 5/13 10:30 A.M.	Tues. 5/13 2:30 P.M.	Wed. 5/14 10:30 A.M.
BUFFALO Fox Projection Room 290 Franklin Street	Mon. 5/12 10:30 A.M.	Mon. 5/12 2:30 P.M.	Tues. 5/13 10:30 A.M.	Tues. 5/13 2:30 P.M.	Wed. 5/14 10:30 A.M.
CHARLOTTE Fox Projection Room 308 So. Church St.	Mon. 5/12 2:30 P.M.	Mon. 5/12 4:00 P.M.	Tues. 5/13 2:30 P.M.	Tues. 5/13 4:00 P.M.	Wed. 5/14 2:30 P.M.
CHICAGO RKO Projection Room 1300 So. Wabash Ave.	Mon. 5/12 10:30 A.M.	Mon. 5/12 2:30 P.M.	Tues. 5/13 10:30 A.M.	Tues. 5/13 2:30 P.M.	Wed. 5/14 10:30 A.M.
CINCINNATI RKO Projection Room 12 E. 6th Street	Mon. 5/12 2:00 P.M.	Mon. 5/12 3:30 P.M.	Tues. 5/13 2:00 P.M.	Tues. 5/13 3:30 P.M.	Wed. 5/14 2:00 P.M.
CLEVELAND Fox Projection Room 2219 Payne Ave.	Mon. 5/12 10:30 A.M.	Mon. 5/12 2:30 P.M.	Tues. 5/13 10:30 A.M.	Tues. 5/13 2:30 P.M.	Wed. 5/14 10:30 A.M.
DALLAS Paramount Proj. Room 412 South Harwood St.	Mon. 5/12 10:30 A.M.	Mon. 5/12 2:30 P.M.	Tues. 5/13 10:30 A.M.	Tues. 5/13 2:30 P.M.	Wed. 5/14 10:30 A.M.
DENVER Paramount Proj. Room 2100 Stout St.	Mon. 5/12 2:00 P.M.	Mon. 5/12 3:30 P.M.	Tues. 5/13 2:00 P.M.	Tues. 5/13 3:30 P.M.	Wed. 5/14 2:00 P.M.
DES MOINES Fox Projection Room 1300 High Street	Mon. 5/12 10:30 A.M.	Mon. 5/12 2:30 P.M.	Tues. 5/13 10:30 A.M.	Tues. 5/13 2:30 P.M.	Wed. 5/14 10:30 A.M.
DETROIT Blumenthal Proj. Room 2310 Cass Ave.	Mon. 5/12 10:30 A.M.	Mon. 5/12 2:30 P.M.	Tues. 5/13 10:30 A.M.	Tues. 5/13 2:30 P.M.	Wed. 5/14 10:30 A.M.
INDIANAPOLIS Paramount Proj. Room 116 W. Michigan Street	Mon. 5/12 1:00 P.M.	Mon. 5/12 2:00 P.M.	Tues. 5/13 1:00 P.M.	Tues. 5/13 2:00 P.M.	Wed. 5/14 1:00 P.M.
KANSAS CITY Paramount Proj. Room 1802 Wyandote	Mon. 5/12 10:30 A.M.	Mon. 5/12 2:30 P.M.	Tues. 5/13 10:30 A.M.	Tues. 5/13 2:30 P.M.	Wed. 5/14 10:30 A.M.
LOS ANGELES RKO Projection Room 1980 So. Vermont Ave.	Mon. 5/12 10:30 A.M.	Mon. 5/12 2:30 P.M.	Tues. 5/13 10:30 A.M.	Tues. 5/13 2:30 P.M.	Wed. 5/14 10:30 A.M.
MEMPHIS Fox Projection Room 151 Vance Ave.	Mon. 5/12 10:30 A.M.	Mon. 5/12 2:30 P.M.	Tues. 5/13 10:30 A.M.	Tues. 5/13 2:30 P.M.	Wed. 5/14 10:30 A.M.
MILWAUKEE Warner Projection Room 212 W. Wisconsin Ave.	Mon. 5/12 10:30 A.M.	Mon. 5/12 2:30 P.M.	Tues. 5/13 10:30 A.M.	Tues. 5/13 2:30 P.M.	Wed. 5/14 10:30 A.M.
MINNEAPOLIS Fox Projection Room 1015 Currie Ave.	Mon. 5/12 10:30 A.M.	Mon. 5/12 2:30 P.M.	Tues. 5/13 10:30 A.M.	Tues. 5/13 2:30 P.M.	Wed. 5/14 10:30 A.M.
NEW HAVEN Fox Projection Room 40 Whiting Street	Mon. 5/12 10:30 A.M.	Mon. 5/12 2:30 P.M.	Tues. 5/13 10:30 A.M.	Tues. 5/13 2:30 P.M.	Wed. 5/14 10:30 A.M.
NEW ORLEANS Fox Projection Room 200 So. Liberty Street	Mon. 5/12 10:30 A.M.	Mon. 5/12 2:30 P.M.	Tues. 5/13 10:30 A.M.	Tues. 5/13 2:30 P.M.	Wed. 5/14 10:30 A.M.
NEW YORK RKO Projection Room 630 9th Ave.	Mon. 5/12 2:30 P.M.	——— ———	Tues. 5/13 2:30 P.M.	——— ———	Wed. 5/14 2:30 P.M.
Normandie Theatre 51 East 53rd Street	——— ———	Mon. 5/12 10:30 A.M.	——— ———	Tues. 5/13 10:30 A.M.	——— ———
OKLAHOMA CITY Fox Projection Room 10 N. Lee Street	Mon. 5/12 10:30 A.M.	Mon. 5/12 2:30 P.M.	Tues. 5/13 10:30 A.M.	Tues. 5/13 2:30 P.M.	Wed. 5/14 10:30 A.M.
OMAHA Fox Projection Room 1502 Davenport Street	Mon. 5/12 10:30 A.M.	Mon. 5/12 2:30 P.M.	Tues. 5/13 10:30 A.M.	Tues. 5/13 2:30 P.M.	Wed. 5/14 10:30 A.M.
PHILADELPHIA RKO Projection Room 250 No. 13th Street	Mon. 5/12 10:30 A.M.	Mon. 5/12 2:30 P.M.	Tues. 5/13 10:30 A.M.	Tues. 5/13 2:30 P.M.	Wed. 5/14 10:30 A.M.
PITTSBURGH Fox Projection Room 1715 Blvd. of Allies	Mon. 5/12 1:00 P.M.	Mon. 5/12 2:30 P.M.	Tues. 5/13 1:00 P.M.	Tues. 5/13 2:30 P.M.	Wed. 5/14 1:00 P.M.
PORTLAND Star Preview Room 925 N.W. 19th Street	Mon. 5/12 10:30 A.M.	Mon. 5/12 2:30 P.M.	Tues. 5/13 10:30 A.M.	Tues. 5/13 2:30 P.M.	Wed. 5/14 10:30 A.M.
ST. LOUIS S'Renco Proj. Room 3143 Olive Street	Tues. 5/13 11:30 A.M.	Tues. 5/13 2:30 P.M.	Wed. 5/14 11:30 A.M.	Wed. 5/14 2:30 P.M.	Thurs. 5/15 11:30 A.M.
SALT LAKE CITY Fox Projection Room 216 East 1st South Street	Mon. 5/12 1:00 P.M.	Mon. 5/12 2:30 P.M.	Tues. 5/13 1:00 P.M.	Tues. 5/13 2:30 P.M.	Wed. 5/14 1:00 P.M.
SAN FRANCISCO RKO Projection Room 251 Hyde Street	Mon. 5/12 10:30 A.M.	Mon. 5/12 1:30 P.M.	Tues. 5/13 10:30 A.M.	Tues. 5/13 1:30 P.M.	Wed. 5/14 10:30 A.M.
SEATTLE Jewel Box Projection Room 2318 2nd Avenue	Mon. 5/12 10:30 A.M.	Mon. 5/12 2:30 P.M.	Tues. 5/13 10:30 A.M.	Tues. 5/13 2:30 P.M.	Wed. 5/14 10:30 A.M.
SIOUX FALLS Hollywood Theatre 212 No. Philips Avenue	Mon. 5/12 10:45 A.M.	Mon. 5/12 9:00 A.M.	Tues. 5/13 10:45 A.M.	Tues. 5/13 9:00 A.M.	Wed. 5/14 10:15 A.M.
WASHINGTON Fox Projection Room 932 New Jersey Ave.	Tues. 5/13 11:45 A.M.	Wed. 5/14 10:30 A.M.	Tues. 5/13 10:30 A.M.	Tues. 5/13 2:30 P.M.	Wed. 5/14 2:30 P.M.

Republic to Continue Bs Plus Big Budgets

HOLLYWOOD—First suggestion of the line to be followed by Republic's 1947-48 production program was given by President Herbert J. Yates upon his return to the studio from New York where he met with the company's eastern interests. Calling an immediate conference of the studio's production executives, the Republic head man told them that increased attention will be devoted to the policy which has been in formation during recent months and which provides for more concentration on high-budget pictures. The intimation was that a major source of the more costly features will be through pacts with established creative and star personalities similar to the so-called package deal recently signed with the Charles K. Feldman Group productions.

Yates further informed his studio personnel that, following the assurance of many circuit operators and independent exhibitors that they are ready to give increased support to B pictures, the company has decided to make at least 16 B films for the coming season. He stated that he had received many favorable reports from theatre men as a result of the discussions of B product, which were a highlight of the company's recent regional sales meetings. The B subjects on the coming schedule will rely heavily upon exploitation themes and titles, he said.

The outdoor specials, starring Roy Rogers, will be produced on special budgets and will be given additional strength by utilization of established personalities to support Rogers. As an example, he pointed out that currently Tito Guizar is joining Rogers in the cast of "On the Old Spanish Trail." Rogers' pictures will all be filmed in Republic's own color process, Yates said.

The complete outline of the 1947-48 program is being determined during conferences with studio officials, with an announcement of the over-all program expected shortly.

New Telenews Digest Issue Opens Throughout U.S.

NEW YORK—The first issue of Telenews Digest, new newsreel produced by Telenews Productions, opened in various key cities throughout the country April 30-May 2. In New York, Philadelphia, Pittsburgh, Washington, Newark and Boston the reel opened Wednesday (April 30). It went into all Embassy and Trans-Lux houses and the Grand Central Newsreel Theatre in New York.

Other openings include Chicago, Detroit, Cleveland, May 1, and Denver, Dallas, San Francisco, Oakland, Seattle, Portland and Los Angeles, May 2. The Digest will concentrate on exclusive news stories from abroad and is aimed to supplement regular newsreels.

Hitchcock Due East Soon To Start New Company

NEW YORK—Alfred Hitchcock is due in from Hollywood shortly to start organizing a new independent company, Transatlantic Pictures Corp. Sidney Bernstein, head of Granada Theatres, British circuit, will arrive from England shortly to join Hitchcock in the new company.

The first picture to be made will be "Rope," followed by "Under Capricorn," to be filmed in England with Ingrid Bergman. Hitchcock and Bernstein will announce financial and distribution plans for the company following the latter's arrival in this country.

LETTERS

Comedies Need Recognition

TO BOXOFFICE:

Your recent editorial, titled "Wanted: More Comedy," concerning the dearth of comedies on the release schedules, should be called most strongly to the attention of those in Hollywood who are responsible for the making of motion pictures.

As you say, "Comparatively few outright comedies have been released," and "the comedy cycle, apparently, does not run as long a course as do the other cycles." The blame lies fully upon those who have control of the creating of production schedules, as well as on the general industry attitude of giving but slight recognition to comedy as achievement.

FEW AWARDS SINCE 1928

The latter is best illustrated in the records of the awards of the Academy of Motion Picture Arts and Sciences. In 1928, when the annual awards of merit were first given, the Academy created a special award for comedy direction. That went to Lewis Milestone for his "Two Arabian Knights."

Since then, the Academy, composed of various divisions of creators in the production side of the industry but whose final say in all major policies rests with the producers, has consistently ignored the making of comedies, except for the memorable "It Happened One Night" and "You Can't Take It with You," both of which were voted the outstanding production achievements of their respective years, their participants also getting awards in other divisions.

The Academy has failed, since its first year, to give proper recognition to the art of comedy. Even in the short subjects competition, all two-reel short subjects, whether they be novelties, travelogs or the slapstick comedies which brighten so many theatre programs, are lumped together into one classification by length. This, despite the loud protests of the makers of comedy shorts.

IDEA MUST BE STRESSED

And stranger, too, is the fact that the early growth of the popularity of motion pictures is attributable in a large measure to the appeal of slapstick and other forms of comedy presented.

Voting by the Academy members is cited only as an indication of what little respect for comedy is shown by the makers of motion pictures. Exhibitors can be crying for comedy stories but unless publications such as yours loudly point out the need of such type of entertainment, nothing may be done.

Scofield-Taylor Productions, Inc., for its program of eight exploitation-type pictures, has scheduled four comedies, first of which will be "Las Vegas."

EDWARD SCOFIELD,
Hollywood, Calif.

Plea For Dignified Ads

TO BOXOFFICE:

All exhibitors will agree with me that the success or failure of a picture to be "top boxoffice" depends to a very great extent on the film's advertising and exploitation in its first run showings. This should include proper handling and prudent judgment in making the film known in a particular area. True, long before its release, producers and advertisers are advertising their pictures through radio, national magazines and the like, but the real burden of "getting his house full" falls on the exhibitor.

The advertising of a picture in its first run engagements, I repeat, can either make or break a movie, regardless of its high production qualities. May I cite an example of this. Recently at a large first run house, Republic's "I've Always Loved You" was shown. Here, indeed, is a striking example of movie-making at its finest. In such a film, an opportunity presented itself to win the patronage of those highly cultured circles who look upon the screen with disgust because of its lavish, spectacular, sexy advertising.

Instead of capitalizing on the fine color, story and marvelous recordings of the great masters, as played by Rubinstein, the first run theatre in question (which deserves to remain unmentioned) took the opposite course. Large gaudy layouts were used for newspaper advertising, disregarding any tone of refinement of which the picture had a great deal. Catchlines were: "A gay musical! The fun and excitement you've been waiting for!" Very little mention was made of Artur Rubinstein and on some large ads, none at all. The whole campaign lacked polish which the picture's selling demanded As a result, the movie was not done justice and the run of the film in subsequent houses was impaired.

FULL-SIDED COOPERATION

Further, may I state an incident regarding this. Several people were looking at the theatre page of our local newspaper in which "IALY" was advertised. It was a large ad, using a great deal of black copy. Nowhere did it mention Rubinstein or the other fine qualities of the film. Instead it carried the copy described above. One lady said, "My heavens, I shouldn't like to see this picture." The other agreed readily. They were surprised when I explained to them, the true value of the film in its endeavor to bring fine, cultural music to the screen. You see, through its poor advertising, many others, I am sure, would have by-passed the film.

I assure you, I am in no way endeavoring to publicize "IALY." There are many other examples to cite regarding other films—especially the J. Arthur Rank imports. These fine cinemas are being given the cheap Yankee "ballyhoo."

In closing, might I add that to be a success a picture must have cooperation from all sides, so all may reap a profit, and first run houses figure a great deal in this. Let's avoid undignified, cheap advertising, let's do away with vulgar catchlines such as "would you keep your mouth shut?" Let's have the first run houses give subsequent runs a break. Let's wake up and give the industry a new postwar streamlining!

Very truly yours,
RICHARD AVERSON,
President, Averson International,
Frankfort, N. Y.

Toddy Gets Royal Picture

NEW YORK—Toddy Pictures Co. has acquired distribution rights to the Negro cast 16mm film, "Going to Glory," produced by Royal Gospel Productions. The picture has just completed a prerelease day and date run at three Alamo Theatre houses in Washington, D. C., including the Jewell, Strand and Mid-City.

Technicolor Has Dividend

NEW YORK—Technicolor Motion Picture Corp., Inc., has announced a dividend of 25 cents per share payable May 20, 1947, to stockholders of record May 9, according to Dr. Herbert T. Kalmus, president and general manager of Technicolor, Inc.

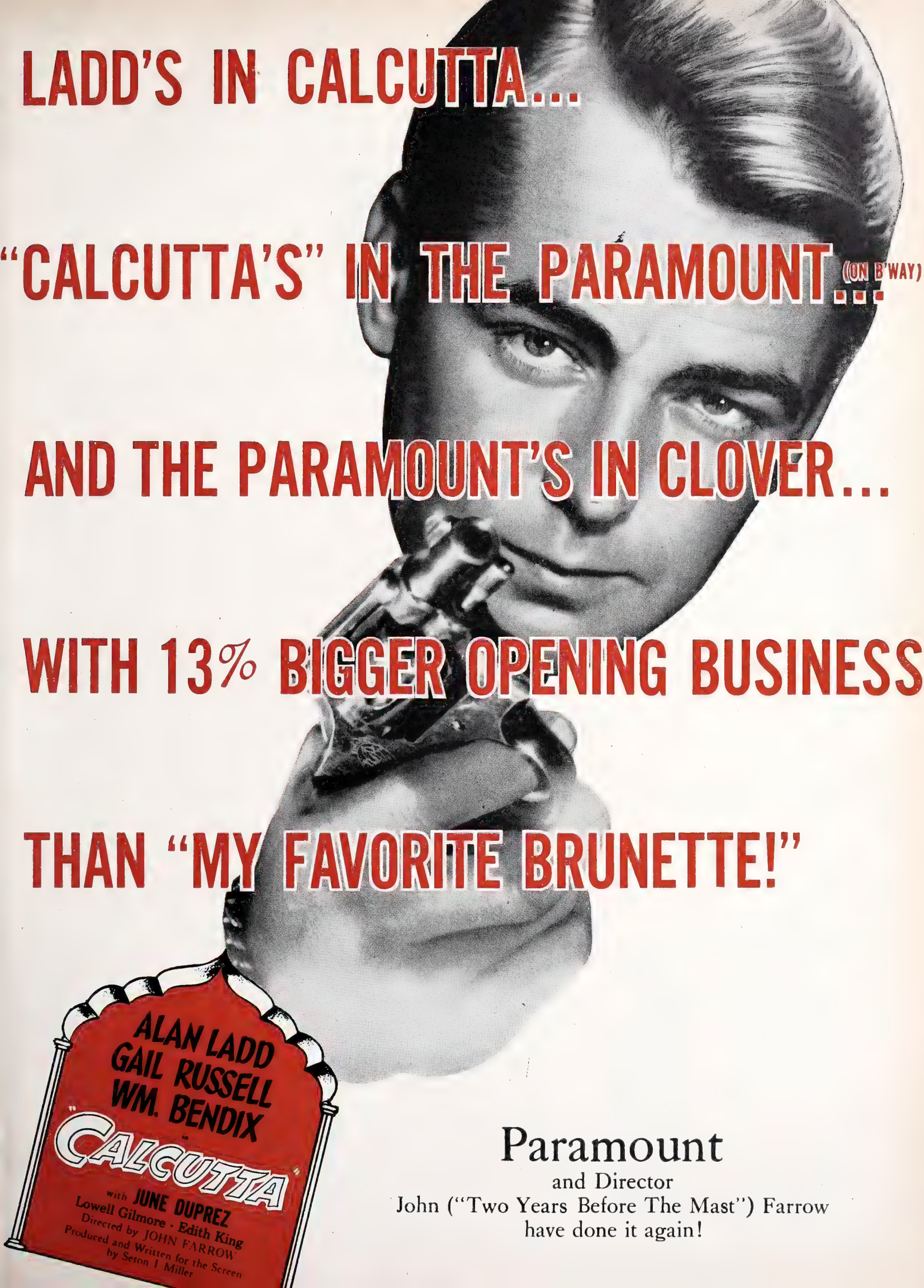
LADD'S IN CALCUTTA...

"CALCUTTA'S" IN THE PARAMOUNT...(ON B'WAY)

AND THE PARAMOUNT'S IN CLOVER...

WITH 13% BIGGER OPENING BUSINESS

THAN "MY FAVORITE BRUNETTE!"



Paramount

and Director
John ("Two Years Before The Mast") Farrow
have done it again!

Hollywood Report

By IVAN SPEAR

Screen Guild Closes Deal With Audio Pictures

Screen Guild Productions, newest of the industry's nationwide distribution companies, continues to attract to its fold newcomer production organizations. Most recent film-making outfit to ink a deal with SGP is Audio Pictures, headed by Ferenz H. Fodor. Audio was launched a few months ago at which time it declared a policy of making both 16mm and 35mm subjects. It is building its own studio on Robertson boulevard, the lot to be equipped with at least two stages and other appurtenances to production. Audio's first under the SGP banner will be titled "Crisis of Dirk Diamond," while under consideration as a second feature is "Glass House," an original by John Bright. John J. Jones, SGP president, closed the deal with Fodor.

Stromberg Preparing Saga About Baseball for UA

In the annals of Hollywood there was a period when every spring would bring forth a deluge of baseball pictures, and every autumn a comparable flock of gridiron films. While these seasonal trends long since were discontinued, United Artists Producer Hunt Stromberg proposes that baseball will have another screen inning—and, apparently, an important one. Stromberg has taken an option on "Judge Landis and 25 Years of Baseball," a book written by J. G. Taylor Spink, owner and publisher of The Sporting News, oldtime weekly devoted to matters of the diamond. The producer proposes making the picture a saga of the American sport. A timely sidelight on his plans is the disclosure that he is trying to sign Leo Durocher to play in or act as technical adviser on the feature and further hopes to sign some of baseball's great to appear along with the actors cast.



HIS FATHER'S SCABBARD! — Douglas Fairbanks jr., receiving a sword from Clarence Erickson, his general manager, prior to the start of "The Exile," Fairbanks' first independent production for Universal-International in which he will star and produce. The sword was used by Doug. sr. in "The Iron Mask" and will be used again in "The Exile." It had been given to Erickson by the elder Fairbanks with whom he had been associated for 20 years.

Screen Story Purveyors Have Eventful Week

At first blush it might appear that when producers start selling stories to one another it becomes time to worry for that gentry that regularly provides its borsht and bagels by purveying literary properties for metamorphosis into screen fare.

While one such producer-to-producer story sales was a highlight of the week's story mart, nevertheless it was another lush stanza for the yarn peddlers.

Mary Pickford, a United Artists producer, was the one to let go of a property. She sold it to another UA producer, Sam Coslow, who, incidentally, just signed a new deal to make . quintet of pictures for UA. The first will be "Champagne for Everybody," an unproduced play by Laszlo Vadnay and Max Lief, which—it might be necessary to report—is the vehicle sold by La Pickford.

There was a flurry of yarn shopping over at Enterprise. Producer David Lewis bought "Pursuit of Love," English novel by Nancy Mitford, and set Harry Brown to scribble a screenplay therefrom, from which he hopes to start a picture come fall. At the same time, Robert Aldrich, executive assistant to Eneprise Producer-Director Lewis Milestone, acquired the film rights to "Double Image," novel by Arthur Herbert Bryant. While it was a personal purchase, Enterprise has first call on the property and probably will make the film.

Edward L. Alperson, one of the few profit-sharing producers operating under the banner of 20th-Fox, took the rubber band off the bankroll long enough to buy "The Tender Years," by Jack Jungmeyer jr. Described as a father and son story, it will be next on Alperson's schedule, pushing aside the previously announced "The Big Curtain."

Although it is still a virgin as concerns actual production, newcomer company American-Eagle continues to announce story buys, most recent being "Dark Device," psychological murder story by Hannah Lees which appeared in the Saturday Evening Post . . . RKO Radio purchased "Evening in Modesto," an unpublished short story by Albert Maltz. Story is a modern melodrama with California's famous vineyards providing the setting. Ralph Steiner will produce . . . Purchase of a timely subject by Universal-International indicates that studio will be the first to produce a picture with modern Palestine as its background. "The Danger Line" is a melodrama adventure portraying the drama of individuals as well as the entire conflict that is currently in the headlines . . . "McGuffey the Great," backstage yarn of a Shakespearean actor who turns magician and a young detective who poses as his assistant, by Ralph McComb, went to Warner and will be used to reunite Sydney Greenstreet and Dane Clark as a team.

Producer Paul Malvern Departs From U-I Lot

With the departure of Producer Paul Malvern from Universal-International, the old Universal productional regime virtually has disappeared from the lot. Malvern had been without an assignment for several months. The studio settled his contract which had but a short time to run . . . By cablegram from England, Hal Wallis, Paramount profit-sharing producer, took up for another year the option of Paul Nathan, his executive assistant in charge of talent . . . William Pereira has been signed to a new long-term producer contract at RKO Radio and is preparing two story properties for early production . . . Producer Robert Bassler was handed a new long-term contract by 20th-Fox.

D. O. Selznick to Make Ibsen's 'Doll House'

Like Shakespeare, Henrik Ibsen periodically presents an attraction for some Hollywood producer. This time the Ibsenian influence reached to high places, way up to David O. Selznick, in fact. Selznick has revealed plans to make a screen version of Ibsen's "A Doll's House." Dorothy McGuire, a DOS contractee, will portray the femme lead. "A Doll's House" was made as a silent film in 1916 with Dorothy Phillips, again in 1918 with Elsie Ferguson and still again in 1922 with the late Nazimova. The Selznick try will be its first version in sound pictures.

Sharecropping Trend Continues

For the past two to three years independent production companies and units have been springing up on the Hollywood scene like summer dandelions. Furthermore, a good percentage of them have been organized by the industry's top talent—both thespic and creative. As oft has been explained the tax situation and a desire on the part of filmdom's elite to participate in the profits stemming from their efforts are the main reasons for the precedential invasion of the production field, which previously was limited to a comparatively few companies.

That being the situation, inevitable it was that sooner or later every distribution company would be almost forced to take on some output of the newcomer sharecropping film makers. Some companies, like RKO Radio and Universal-International, at an early date adopted such policy, with the result that currently a dominant portion of their product comes from the bigger independents. Other organizations—Warners and 20th-Fox, for example—have kept their profit-sharing deals at a minimum.

Longest holdout and most recent to succumb to the trend is MGM. But within the course of as many weeks, Mighty Leo has signed distribution deals for two pictures to be made by other than his own studio personnel. With the exception of an occasional foreign-made film, they are the first of their kind for Metro since "Gone With the Wind."

Second of the distribution deals is for the forthcoming Technicolor picture based on the life of Joan of Arc to be made by the new company organized by Ingrid Bergman, Victor Fleming and Walter Wanger.

Production on the drama of faith is scheduled to begin July 15 at the Roach studios, with Miss Bergman portraying the title role of St. Joan. She will leave her engagement in the Maxwell Anderson play, "Joan of Lorraine," during May to return to Hollywood to prepare for the film. Anderson is already in Hollywood to write the screenplay. Walter Wanger will produce, Fleming direct.

Earlier a contract was entered with Liberty Films for distribution of the screen version of the Broadway play, "State of the Union." Frank Capra, one of the four partners in Liberty, is to produce "Union" on the Metro lot and the entire setup was made possible because Liberty's pact with RKO Radio, which distributes its output, provides for an occasional outside deal.

ODD MAN OUT IS IN!

"Odd Man Out" is one of the biggest hits in the history of Loew's Criterion New York

JAMES MASON in "ODD MAN OUT" —THE YEAR'S GREATEST HIT—IS AT LOEW'S CRITERION OPEN TO 4 A. M. B'way & 45th St.

"Ranks with the greatest of all motion picture achievements! Something to rouse an audience into cheers!"
—*Cook*, World-Telegram

"The best film we've seen so far this year... continuous suspense... flawless performances!"
—*Quinn*, Mirror

"Thrilling and highly suspenseful... will be found on all the lists of best films of the year!"
—*Cameron*, News

"Terrifically tense and dramatic... a picture to see and then go home and talk about!"
—*Crowther*, Times

"Extraordinarily exciting! James Mason is altogether splendid ...Very much worth seeing!"
—*Barnes*, Tribune

"One of those masterpieces which will be hailed for years to come! Comparable to the greatest!" —*Winsten*, Post

"Powerful, superb drama! Will stay with you for a long, long time!"
—*Pelswick*, Journal-American

"Exciting! Crowded with fascinating characters, tense scenes... an unusual film."
—*Creelman*, Sun



Universal International

Memphis Censors Again Place the Hex On Anything Resembling Crime or Sex

MEMPHIS—Films continued to be "Binfordized" in Memphis this week as Lloyd Binford, head of the censor board, and his associates banned their fifth motion picture within a week, placed the name of Jesse James on the black list as far as film titles are concerned, and approved another film for a downtown theatre but not for the neighborhoods.

Last week Binford ruled against "Duel in the Sun," a double feature consisting of "Destry Rides Again" and "When the Daltons Rode," and so emasculated UA's "The Macomber Affair" that it was canceled by Loew's Palace Theatre. This week the censor ruled that RKO's "Born to Kill" could not be shown in Memphis or Shelby county theatres and then decided that he preferred not to have any picture with the name of Jesse James in the title shown in town.

The ultimatum on Jesse James was the most surprising act of the week, a week in which censorship has been a topic of civic discussion and a target of continuous barbs by Harry Martin, critic of the Press-Scimitar. The Jesse James episode developed when Nat Wyse, Republic's branch manager, called Binford and asked him to look at a 13-chapter serial, "Jesse James Rides Again." The censor told him it would be "a waste of time" to look at the picture since nothing with the name of Jesse James in the title would pass the board.

"We don't want to glamorize gangsters," Binford said, adding that though the serial was not banned officially, he thought it would be if he and other members of the board saw it.

Binford also said he was not totally satisfied with Warners' "Pursued" as proper film fare and he permitted the picture to be shown this week at the Warner Theatre with the understanding that it would not be shown at the neighborhoods.

Meanwhile, taking advantage of the publicity given "The Macomber Affair" by the censor board, Cliff Peck, owner of the Gem Theatre in Covington, Tenn.—40 miles from here—has booked the picture for May 5 and 6 and is expecting it to pay off heavily at the boxoffice.

WCTU Asks for Federal Ban Of Film Drinking Scenes

CHICAGO—If drinking can't be banned in taverns, at least it can be banned on the motion picture screens, the Women's Christian Temperance Union decided here at a meeting held April 24.

From the WCTU hearquarters in Evanston came the declaration that if the film producers do not voluntarily eliminate "wet propaganda" from the screen, the only alternative is federal censorship.

Mrs. D. Leigh Colvin, president of the organization, urged a ban on "drinking scenes having no connection with the plot of the story, and other acts tending to portray the use of liquor as the smart thing to do," she added.

FROM THE FILES OF 20 Years Ago

OTIS SKINNER, prominent in legitimate theatre, says a time will come when the public will tire of picture shows. "The motion picture theatre does not take the place of art," declares Skinner. "It is simply a machine . . . The greatest of all motion picture actors are babes and geese." Skinner also sees a time coming when vaudeville will lose its popularity.

* * *

Earl Williams, famous matinee idol of the screen, died recently in Los Angeles. He was one of the few actors who maintained success from the pioneer days of pictures to the present . . . An Irish director in Hollywood is making a series of Jewish pictures. Leo McCarey is preparing a Pathe series of laughmakers for Max Davidson, the diminutive character actor.

* * *

The Fox-Case talking picture device, Movietone, which records action and sound simultaneously on the film, will figure prominently in future of issues of Fox News. The first contract for Movietone was signed by Karl Hoblitzelle, president of Interstate Amusement Co., owner of a string of theatres in the south.

* * *

The motion picture industry now ranks as the fourth largest industry in the U.S. and represents an invested capital of $1,500,000, of which $1,250,000 is represented in theatres, studios and distributing offices.

COLUMBIA PICTURES ANNOUNCES THAT PRINTS OF THE FOLLOWING PICTURES ARE NOW AVAILABLE IN OUR EXCHANGES FOR SCREENING!

Warner BAXTER
The MILLERSON CASE
A CRIME DOCTOR PICTURE
with
NANCY SAUNDERS • CLEM BEVANS
GRIFF BARNETT • PAUL GUILFOYLE
Based on the radio program "Crime Doctor" by Max Marcin
Screenplay by Raymond L. Schrock
Directed by GEORGE ARCHAINBAUD
Produced by RUDOLPH C. FLOTHOW

CHARLES STARRETT as The Durango Kid • SMILEY BURNETTE The West's No. 1 Comic
PRAIRIE RAIDERS
with
NANCY SAUNDERS • ROBERT SCOTT
OZIE WATERS AND HIS COLORADO RANGERS
Original screenplay by Ed. Earl Repp
Directed by DERWIN ABRAHAMS
Produced by COLBERT CLARK

COLUMBIA PICTURES

Screen Guild's SHOWMEN'S GROUP Number 3

Adventure!
Action!
Romance!

"Buffalo Bill Rides Again"



with
RICHARD ARLEN
Jennifer HOLT · Lee SHUMWAY
Gil PATRICK

Producer, JACK SCHWARZ
Director, BERNARD B. RAY

Greed!
Gold!
Glamour!

"The Bells of San Fernando"



with
Donald WOODS · Gloria WARREN
Shirley O'HARA · Anthony WARDE

Producer, JAMES S. BURKETT
Associate Producer
RENAULT DUNCAN
Director
TERRY MORSE

Fearless!
Daring!
Roaring!



ROBERT L. LIPPERT presents

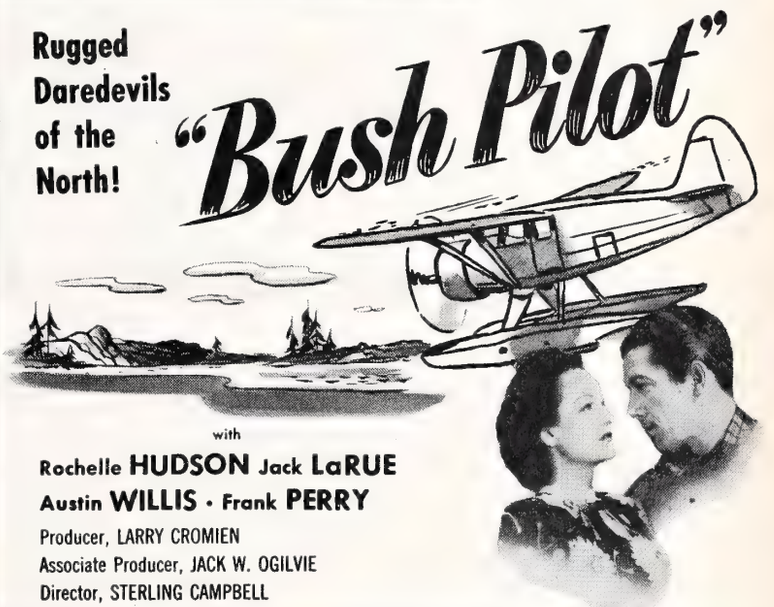
"SHOOT TO KILL"

with
Russell WADE · Edmund MacDONALD
Douglas BLACKLEY · Susan WALTERS

Produced and Directed by WILLIAM BERKE

Rugged
Daredevils
of the
North!

"Bush Pilot"



with
Rochelle HUDSON Jack LaRUE
Austin WILLIS · Frank PERRY

Producer, LARRY CROMIEN
Associate Producer, JACK W. OGILVIE
Director, STERLING CAMPBELL

2 DETECTIVE ACTION STREAMLINERS



"THE HAT BOX MYSTERY"
Tom NEAL · Allen JENKINS
Pamela BLAKE · Virginia SALE

"The Case of the BABY SITTER"
Tom NEAL · Allen JENKINS
Pamela BLAKE · Virginia SALE

Executive Producer, MAURY NUNES · Produced by CARL HITTLEMAN · Directed by LAMBERT HILLYER

Distributed by **SCREEN GUILD Productions, Inc.**

HOME OFFICE: 346 So. La Brea, Hollywood, California
FOREIGN DEPT.: 723 7th Avenue, New York City . . . CABLE ADDRESS: Guild Film

It's here—a new convenience on the C&O

NO TIPPING

of any C & O employee*





WHY should you—the paying customer of the railroads—have to shell out for so many of the ordinary services you need when you travel?

Why shouldn't your rail ticket entitle you to courteous personal service—without extra charge?

The Chesapeake & Ohio does not believe the travelers on its railroad should have to tip—and is taking the first step toward abolishing this nuisance. *From now on, you are urgently requested not to tip C&O employees for any of the services they perform.*

This means you won't have to leave a tip on the change tray when you eat on a C&O diner. It means you won't have to dig down for change for the porters who serve the coaches on C&O crack trains.

We cannot extend the no-tipping rule to union terminals shared by the C&O with other railroads, since the redcaps in these stations are not on our pay roll. Nor can the no-tipping rule apply on Pullmans, since the porters are employed by the Pullman Company—not by us.

But wherever C&O employees are on hand to serve you, you'll find no outstretched palms—for we'll compensate these employees directly for attending to your needs.

This move to end the tipping nuisance is the latest, but not the last, of many improvements in rail travel offered by the C&O.

***Naturally, this does not apply to Pullman porters, or to redcaps in union terminals, since they are not C&O employees.**

CHESAPEAKE & OHIO RAILWAY

TERMINAL TOWER, CLEVELAND 1, OHIO

CHESTER FRIEDMAN
EDITOR

HUGH E. FRAZE
Associate Editor

BOXOFFICE Showmandiser SECTION

PRACTICAL IDEAS FOR SELLING SEATS BY PRACTICAL SHOWMEN

Howdy . . .

It's nice to be here and we hope we'll be hearing from you and seeing your promotions here in print every week.

During this past week we've been in Kansas City where BOXOFFICE is published, getting acquainted with the folks who get the paper out each week and helping to get the new and bigger Showmandiser section under way.

Henceforth, the Showmandiser section will be indexed and cross indexed to fulfill the exhibitor's need for a good exploitation reference book. There is no better formula for successful theatre management than the experiences of other showmen as they are reported here every week.

The Boxoffice Bonus, the color and layouts in this issue, are other innovations which we at BOXOFFICE are proud to present. These innovations were the result of spirited discussions and conferences by executives and staff members.

The ideas were thought out, fought out, put together and torn apart again and again until they looked right. Then they were placed before a group of Kansas City showmen who added their own contributions in the form of helpful opinions and recommendations.

We are eager to have your help, too; through suggestions how we may further improve The Showmandiser—and by your weekly participation in the exchange of promotional material which may help other theatre men.

What impressed us most here in Kansas City, was the progressive viewpoint held by every employe at BOXOFFICE. You see this attitude reflected in every issue of this up-and-at-'em publication. From the publisher, right through the organization, the aim is to give the industry accurate and complete news coverage and special service data—so vital to the exhibitor.

With a new format and with more space available in which to report the showman's promotional activities, the Showmandiser section is pointed in that direction.

From now on we will continue our own activities from the 18th floor of 9 Rockefeller Plaza in New York City. Come up any time, and let's hear from you.

---Chester Friedman

Boston 'Duel' Campaign Sets a Good Pattern

Smoldering under a persistent national campaign begun by home office exploiteers more than a year ago, "Duel in the Sun" is scheduled to open in hundreds of theatres shortly to the accompaniment of strong local exploitation which may erupt in volcano-like fashion upon potential theatre patrons.

The fact that the distributor and producer are providing an enlarged field staff and generous advertising allocations has not been lost on the exhibitor. More important the average exhibitor realizes that he has an unusual exploitation vehicle in "Duel" and is determined to get maximum revenue from his playdate.

In every section of the country, the theatre men have enthusiastically turned to preparing their campaigns to further whet the appetites of patrons already sharpened by advance publicity notices.

Typical of theatre promotions planned is a comprehensive campaign which has been set up for the Boston opening at Loew's State and Orpheum theatres by Joe DiPesa, advertising-publicity manager for Loew's in that city in conjunction with United Artists' field representatives.

The campaign will have good newspaper publicity as a result of two girl stunts. Models from the local Hart agency will form a baseball team attired in "Duel in the Sun" T-shirts and posed with the city recreation director for a sports page photo inaugurating the Boston Park league baseball season.

Six Radcliffe college coeds from Texas will be chosen to serve as hostesses on opening night. They will be posed for a newspaper photo.

FANFARE FOR OPENING NIGHT

Fanfare for opening night will include an antiaircraft searchlight, borrowed from the army recruiting office, for use in front; hookup with WBZ for lobby interviews with city, state and military leaders invited to attend the opening; coverage by society editors of all Boston papers of the premiere events, and a Western Union booth in the lobby for dispatch of form telegrams by patrons urging their friends to see the picture.

Other activities planned follow:

Professional models dressed in a Jennifer Jones costume, personally will invite all critics and city editors to opening night. Invitations will be burned on leather.

Letters to advertising and promotion managers of department stores suggesting that they caption their summer clothes ads, "For Your Duel in the Sun, etc."

Opening of "Loew's baby farm" at the theatres with a registered nurse for three days of first week. Doorman will attend this baby carriage garage. Sunday feature story was planned on this.

"Duel in the Sun" fashion show on the theatre stage, sponsored by the big R. W. White Co., featuring summer wear. White windows to tie up with opening store's beach shop.

Auctioning of large autographed Stetson hat at Children's hospital charity luncheon.

A "Duel in the Sun" handicap race at Suffolk Downs.

Boston American will reprint a replate with this headline, "Boston Acclaims 'Duel in the Sun,' etc.," for distribution to opening night patrons.

Guessing contest in local paper on number of hours and minutes the sun will shine from a designated time to the opening of the film. Cash to be awarded.

HELICOPTER BANNERED

Ushers to distribute 20,000 flyers obtained from New York.

Place a sign, "Sky High in Entertainment," on a helicopter which flies from a downtown garage to the Boston airport.

Radio contest on WORL's Mary Ruth program awarding 25 passes to listeners who send in best answers to question, "Why I am anticipating 'Duel in the Sun.'"

Posters in all billiard halls showing Cotten and Barrymore playing pool.

Co-op ad with local Ford dealers association based on this suggested copy: "Smooth Performances of '47 . . . Jennifer Jones in 'Duel in the Sun' and the Ford town and country sedan, etc."

Pass out game schedules at both ball parks with appropriate copy.

I. J. Fox Fur Co. and Crown Shade & Screen Co. asked to use "For Your Summer 'Duel in the Sun' Smart People Wear, etc.," and "Keep Cool . . . For Your personal 'Duel in the Sun' use venetian blinds, etc." copy in ads.

Special attention has already been given to the arrangement of window and merchant tieups with special emphasis on tying the picture title in with copy similar to that being used in cooperative newspaper ads.

Outdoor advertising will be on an extensive scale with type and litho posters contracted for on all local subway stations and suburban transportation facilities.

Out-of-town newspapers are being serviced with special art and stories to supplement display advertisements.

Citywide Promotion Launches 'Duel' in Miami Beach Bow

Skillful preparation and execution of an extensive campaign for the Miami Beach, Fla., opening of "Duel in the Sun" by publicist Tom Jefferson of the Colony Theatre resulted in strong business for that film.

A series of striking newspaper ads backed by special feature stories and art broke in all daily newspapers well in advance. An airplane banner heralded the attraction as it was towed along crowded beaches and over race tracks where large crowds saw the message. T-shirts imprinted with the picture title served as walking billboards after a tie-up with high school students provided for the youngsters to wear the shirts daily for a week in advance.



Facade display and theatre front at the Colony Theatre, Miami Beach, Fla.

The mayor was presented a Stetson hat, the occasion bringing forth extra publicity stories in the newspapers, and bumper strips were used on local buses.

Wide distribution was accorded the special tabloid throwaways and a Ronrico rum tieup resulted in cocktail coasters being used in all night clubs, hotels and bars throughout the city. Plans were completed for the running of the "Duel in the Sun" purse at Gulfstream race track where an engraved cup was awarded the owner of the winning horse. Eight $10 tickets for the event were scattered throughout the crowd of more than 25,000 persons.

Radio played an important part in the campaign with special announcements breaking many times daily over the four local outlets; WIOD, WQAM, WGBS and WKAT.

All local merchants cooperated on the campaign with special window displays featuring the stars and the dramatic highlights of the film. The lobby of the Colony was decorated with overhead signs as well as special blow-ups of the various stars in the film. Inside the lobby were several attractive 40x60s and other special art.

Books Sell 'Yearling' in Cleveland

For "The Yearling" Maurice Drucker, manager, and Ed Fisher, publicity director of Loew's State in Cleveland, obtained special displays in 22 book stores in the best sections of the city.

SAVE IT!

*** Beginning with this issue, save every copy of the BOXOFFICE Showmandiser section. It has been designed to serve as a permanent handbook of theatre merchandising.**

*** The pages will be numbered consecutively throughout the year.**

*** An index to these pages will be published at regular intervals, thus providing easy reference to the various articles on showmandising of individual pictures, to types of pictures and to all the various phases of promotion.**

*** Theatre men and executives who have long felt the need for an up-to-the-minute, yet permanent guide to boxoffice promotion material, will recognize this latest service innovation in BOXOFFICE as an invaluable aid in their daily showmandising efforts.**

PRE-SELLING

The keynote of a national preselling campaign initiated by Paramount's exploitation department for "The Imperfect Lady" will be large-scale department store tieups keyed to women's fashions to create advance interest in the film production.

A typical promotion has got under way in New York City where the fashionable Arnold Constable store has already devoted a battery of eight windows to show many of the new creations adapted from the picture to stimulate the sale of summer wear.

Full page cooperative newspaper ads by the store in metropolitan dailies are an important part of the over-all campaign. Jeraldine Cooper, Paramount exploiteer is handling the New York campaign.

ANGEL CONTEST FOR "STAIRWAY"

Through the cooperation of Universal-International and National Tours, the Chicago Daily News selected an "angel" to get top billing at its Ninth Travel exposition at the Coliseum April 23 in connection with "Stairway to Heaven," scheduled to open shortly at the Apollo Theatre.

The "angel" was one of the 12 finalists in the News "Stairway to Heaven" contest who appeared on the exposition stage that night. The "angel" received an all-expense trip to Bermuda via New York City, and other gifts.

Entries in the contest were accepted with photographs submitted to the Daily News.

Saunders Lands Full Page Page Co-Op in Bridgeport

Matt Saunders of the Loew-Poli in Bridgeport, Conn., planted a full-page co-op ad on the "The Macomber Affair" in the Sunday Herald. Among the tiein merchants were the Congress candy, Lee Bros. radio and Mead's drug stores, the Poli shoe repair shop, Theatre grill, Conlin paint and Vetro package stores.

All Facets Employed To Exploit Premiere Of 'New Orleans'

The world premiere of "New Orleans" at the Saenger Theatre, New Orleans, La., was highlighted by the personal appearance of Dorothy Patrick, co-star of the film.

Holland Smith, manager of the theatre, working with United Artist's field man, Ben Hill, arranged a series of personal appearances for Miss Patrick which netted outstanding publicity breaks.

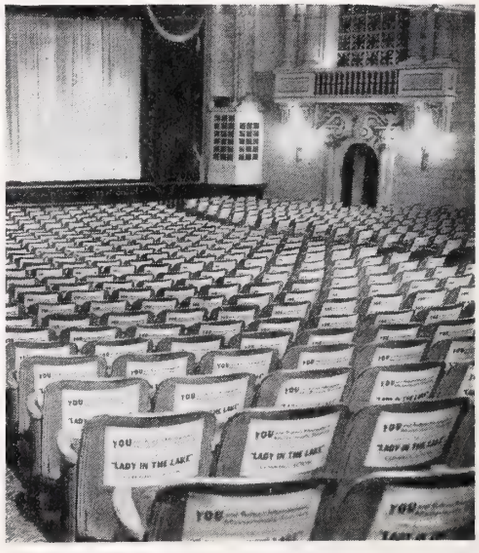
The star, flown from Hollywood, was starred in a huge fashion show sponsored by Holmes department store at the City auditorium. The entire affair was tied in with New Orleans' annual spring fiesta. Miss Patrick subsequently was feted lavishly by prominent society and civic personalities, including Mayor deLesseps S. Morrison, with resultant photo and publicity breaks in the New Orleans Item, Times-Picayune and States, three leading newspapers in the city.

JAZZ WEEK PROCLAIMED

A proclamation to all citizens of New Orleans signed by Mayor Morrison designated "New Orleans" as the official picture of National Jazz week, April 19-25, an innovation expressly set up for the premiere. A total of 70 radio producers and stars made mention of the event on local and coast-to-coast programs. In a network hookup, "New Orleans" was featured on the Queen for a Day broadcast from Hollywood with mention of the theatre and cast given prominent attention.

Station WSDU's Ladies at Lunch and Today's Personality programs were devoted to plugging the picture. Other radio breaks arranged for the advance buildup of the premiere broke on WNOE, WWL and WSMB. The newspaper campaign was one of the biggest ever conducted in the southeast with all New Orleans papers devoting columns of copy on the Jazz week tieup and the appearance of Miss Patrick in New Orleans.

Cooperative advertising campaigns were also stressed for the opening with the Holmes department store leading the way through a series of full-page ads in the New Orleans States, Times-Picayune and Item.



A personal message to every patron who attended the Orpheum Theatre in Wichita, Kas., gave strong advance impetus to Manager Howard Busey's campaign on "Lady in the Lake. The ingenious showman had 2,000 cards imprinted and fastened these to the back of every chair in the house.



CONTEST TIEUP, M. Hendricks, Mayfair, Baltimore



STILL DISPLAY, Tony Peluso, Fox, St. Louis



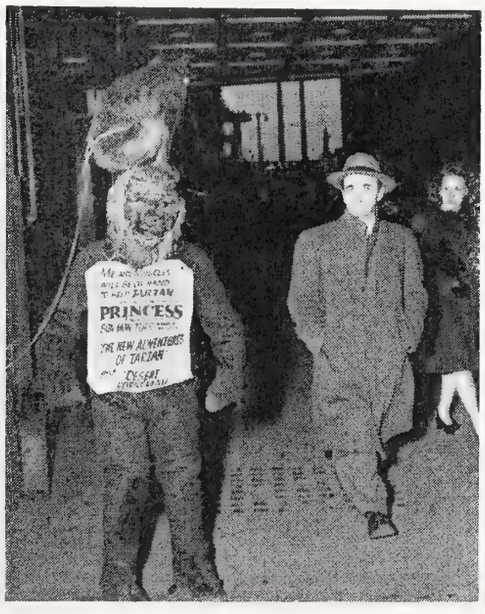
BANK PROMOTION, Fred Lynch, Radio City Music Hall

IDEAS WHICH CAN BE USED

STREET BALLYHOOS FIND FAVOR AND PROVE EFFECTIVE AND ECONOMICAL



Bob Hynes, Criterion, Atchison, Kas.



J. Brunette, Fox Wisconsin, Milwaukee



Howard Busey, Orpheum, Wichita, Kas.

Announcing—

THE BOXOFFICE BONUS

HERE'S THE IDEA!

- To develop, on a broader scale, the exchange of exploitation ideas, both new and old, and to encourage showmandising, BOXOFFICE offers $100.00 in cash as a Bonus every month to theatre men, for promotions of special merit.
- The $100.00 Bonus will be divided among theatre men for promotional efforts in each of ten phases of merchandising. (Ten Bonuses of $10.00 each).
- Bonus payments will be made on the basis of material submitted to The Showmandiser.
- Theatre managers, their assistants and publicity and advertising managers are eligible to receive one or more Bonus payments each month.
- There is no limit on the number of promotions which may be submitted in any month.
- A promotion may consist of a single idea substantiated by a photograph, house program, newspaper ad or any other evidence to be eligible for a Bonus; or it may include a complete campaign on any picture, institutional accomplishment or public relations endeavor which would be eligible for one or more Bonus payments.
- The exhibitor with a small or no-advertising budget has the same opportunity to receive a Bonus as the key-run manager with a substantial appropriation.
- Bonus payments will be made on the basis of individuality, originality and merit—with full consideration for size of theatre, run, location and other local factors.
- Recipients of Bonus payments for each month will be announced in the second regular issue of BOXOFFICE during the following month.

$100.00 CASH

EVERY MONTH

HERE'S THE PAYOFF!

A $10.00 Bonus for Exceptional Promotions in Each of the Following:

1. House Program
2. Lobby Display
3. Window Tieup
4. Theatre Front
5. Newspaper Ad
6. Ballyhoo
7. Original Idea
8. General Tieup
9. Cooperative Ad
10. Public Relations

HERE'S WHERE

The Showmandiser, BOXOFFICE, 9 Rockefeller Plaza, New York 20, N. Y.

Grownups and Youngsters Enjoy Owens' Kid Shows

A Kiddy Kartoon Karnival started two years ago for "kids 6 to 60," which is conducted on Saturday mornings at the Majestic Theatre in Springfield, Ohio, is still going strong as a boxoffice booster and also serving to cut any trend toward juvenile delinquency.

The kiddy show, for both children and adults, is the brain child of energetic Woodrow "Woody" Owens, manager. Owens remembered the success of kiddy shows some years ago and being a kid enthusiast himself besides the father of two children, he hit upon the idea of a revival of the kid show in the form now presented at the Majestic each Saturday.

The kiddy show runs for three hours, with one hour given over to showing of two cartoons, a 17-minute serial, two more cartoons and then a drawing. After this there is a two-hour showing of the regular Majestic double feature booked for that day.

ASKS CONSENT OF PARENTS

If one of the pictures in the double feature is undesirable for kiddies to see, Owens makes such an announcement prior to start of the double feature. Provision is made that children may stay for the film if they have consent of their parents. The picture not strictly for children always is made the last attraction on the three-hour kiddy show.

Admission is 25 cents for children and 40 cents for adults in the Majestic, which has a seating capacity of 735. However, this seating capacity many times is exceeded, with top attendance being around 1,000.

Bubble gum or candy is given to each child attending, but there are many more prizes given away weekly. The lineup of children generally extends for a block or a block and a half in the downtown area prior to start of the show.

When each child enters the theatre, he retains half of the admission ticket which bears a number, and the management keeps the other half with same number for the drawing. The prizes at the drawings range from balloons and roller skates to bicycles and Hollywood four-wheel jeeps. During the past 18 months 16 bicycles have been given to children. The prizes are promoted through local merchants with little or no cost to the theatre management. Last month 40 kites were awarded.

PULLING POWER CONTINUES

The adults also come in for prizes. There are special gifts for 60-year-olds, including nylons and hard-to-get items. An orchid is awarded weekly to the oldest mother attending. Owens says that out of the 735 seating capacity, the average is for 250 mothers and parents to be in attendance.

Out of the lineup of children prior to the start of the kiddy show, Owens appoints two boys to serve as policemen for the lineup and entrance to the theatre. As a reward the two boys so designated get free admission.

The Kiddy Kartoon Karnival is considered quite a feat, because its pulling power continues despite film shortages. Some children have seen the same cartoons three and four times, but that is no deterrent to their weekly attendance. During the last year of the war the kiddy show was a big help in getting children off the streets and curbing delinquency, according to Owens.

An inspection of the theatre after the kiddy shows reveals no seat cutting or other damage. The morale at the shows is high and parents think it a fine thing. The Majestic telephone starts ringing Friday of each week with inquiries from children and parents asking the time of the show and what is planned on the program.

Recently as a feature of the kiddy show there was a 15-minutes broadcast over WIZE each Saturday for six weeks. During the radio program the kiddies were interviewed and they told their names, what they did at home and school, their hobbies and pastimes.



Children crowd around Woodrow "Woody" Owens, manager of the Majestic Theatre in Springfield, Ohio, shown at mike, at one of weekly Kiddy Kartoon Karnivals.

Baseball Matinee in Albany Makes Solid Hit With Children

George Hutchison, who recently took over management of the Warner Madison Theatre, Albany, N. Y., hit a home run, scoring 1,400 paid children admissions at a novel Baseball matinee which he introduced locally.

A capacity audience including 300 standees turned up to greet the Albany ball club's new manager, Merrill May, the team's star performers and sports editors Charlie Young of the Knickerbocker News and Dick Walsh of the Times-Union.

Hutchison interviewed the celebrities on the stage and added a touch of strictly theatre promotion by having his assistant manager Johnny Duffy participate in the program. Duffy is a former outfielder of the old New York state league and has maintained his popularity with baseball fans.

Following the stage introductions and speeches, the youngsters saw Walt Disney's short, "How to Play Baseball" and the short, "I Love Brooklyn" with Leo Durocher and the Dodgers. Additional shorts and "Song of the South" rounded out the program.

The Baseball matinee was exploited with theatre displays and heralds. Both newspapers came through with advance and current publicity and photos.

Hutchison is organizing a ball team among his juvenile patrons to be called the Madison Theatre Junior Senators.

Kleper Promotes Student Snake Dance for 'McGurk'

For "The Mighty McGurk" at the College Theatre in New Haven, Conn., Sid Kleper, manager, arranged a parade and snake dance by a group of local high school students carrying appropriate signs. A youth dressed in Bowery costume was used as a barker in front of the theatre, sniped derbies were given to newsboys and a horse and wagon was used as a street bally. In addition Kleper arranged a Wallace Beery imitator contest at a local night club which drew heavy attention.

Blakey Solves Problem of How to Get Talent for His Amateur Show

Lack of talent is the greatest trouble theatre managers face in presenting regular amateur night stage shows, and this is true in Kansas City, Kas., where Philip Blakey manages the Midway, a Commonwealth neighborhood house.

However, Blakey solved this problem by a combination of his own personal enthusiasm and ingenuity. Except for a lapse of several weeks around Easter, amateur shows have been presented at the Midway each Saturday night since last September 27, shortly after Blakey took over there.

Blakey is thoroughly convinced of the value of live talent on the stage, and cites both his previous experience and the growth of boxoffice totals at the Midway as proof. He became thoroughly schooled in the presentation of stage acts while serving as assistant manager of the Tower Theatre, downtown theatre in Kansas City, Mo., across the Missouri river, which, until recently, featured a weekly amateur night in connection with its combination policy of professional acts and screen features since the early 1930s.

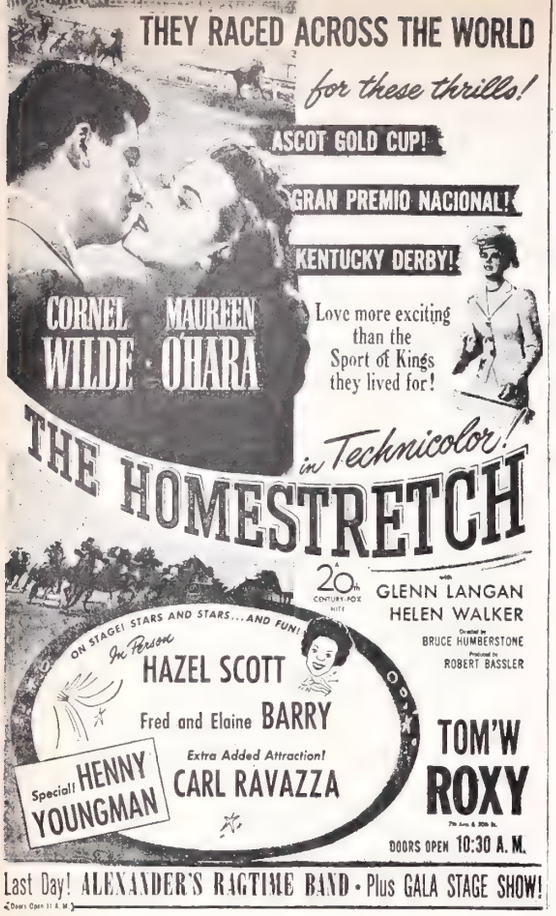
A major factor in his success at the Midway, Blakey explains, is his employment of an experienced vaudeville showman to direct the auditions and amateur shows, and to help round up talent. His present amateur night emcee, is Val Williams, professional master of ceremonies, who followed Watty Watkins, an oldtime vaudeville singer.

Around five acts, or 30 minutes of stage time, are presented on the Discovery night programs, with audience applause deciding the distribution of $10 in prizes. Both Blakey and the emcee visit dancing and music schools and youth clubs where amateur acts are available, requesting the better ones to enter the Midway shows. Auditions are held Friday afternoons for any juvenile or adult desiring to take part.

A continuous display on the amateur program is kept in the lobby, which also is promoted by a special trailer and newspaper ad inserts.

Patronage at the Midway has increased 100 per cent since starting of the amateur shows, Blakey reports. Full cooperation is given Blakey in his amateur policy by Eddie Mansfield, division manager for Commonwealth Theatres, which acquired the Midway more than a year ago.

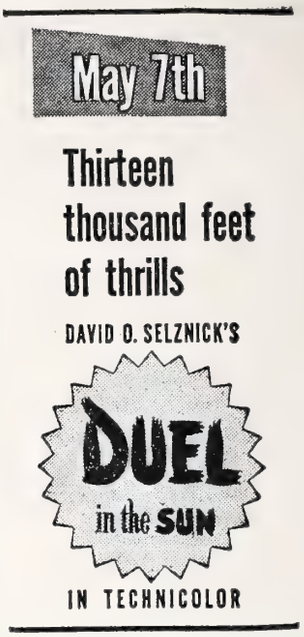
HOW THEY'RE SELLING THE NEW PICTURES IN NEWSPAPERS AT NEW YORK FIRST RUN THEATRES ALONG BROADWAY



TIMELY FOR CURRENT RACING SEASON



CONSERVATIVE AND DIGNIFIED

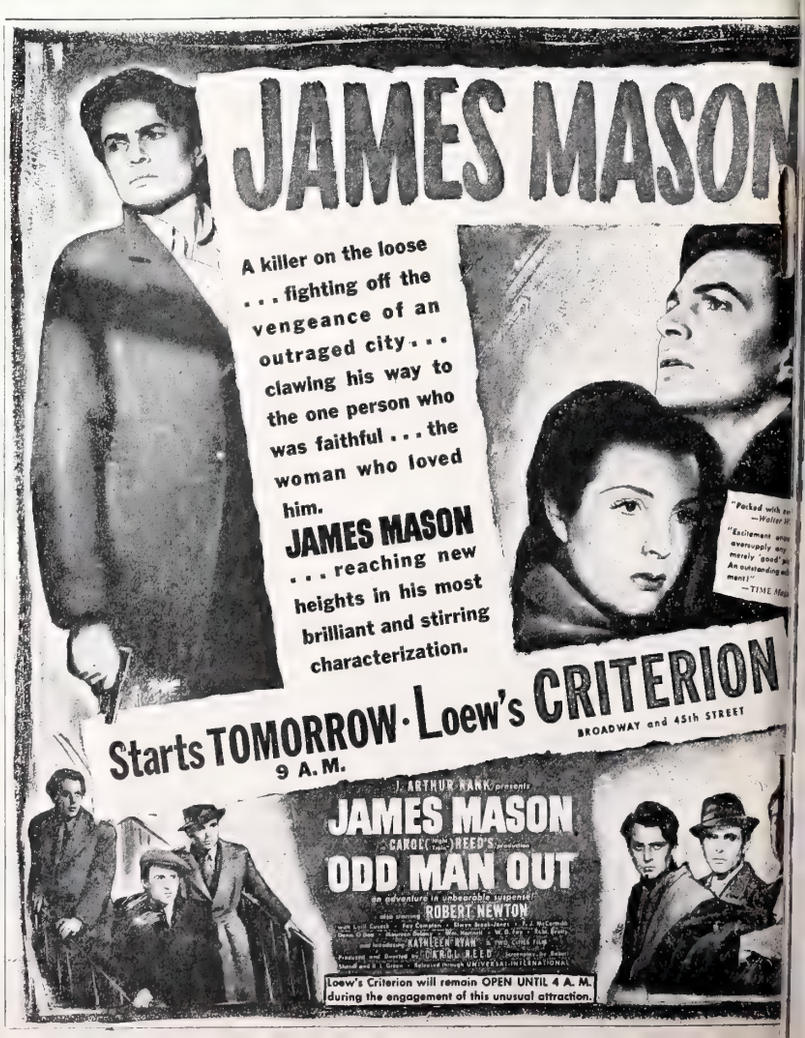


ADVANCE TEASER

MATINEE IDOL SHOULD ATTRACT THE MEN TOO



ENTERTAINMENT BARGAIN



DISPLAY ADS

Selected for their compelling artistry and attention value were conceived and prepared by Jay Wren, director of advertising-publicity for Paramount Adams Theatres, with headquarters at Newark, N. J.

NEW POLICY GETS BEN DAY APPLICATION



EMPHASIZING ILLUSTRATION AND WHITE SPACE





BLACK AND WHITE TONES IN REVERSE

WOMAN MANAGER CAN HANDLE TOUGH THEATRE PROBLEMS

Unique among Detroit, Mich., theatre executives is a girl who came to town a few months ago with an unusual record of successful management for major circuits—Gertrude Tracy, manager of the Van Dyke for Associated Theatres. Her history of 18 years experience in show business is almost incredible in contrast with her youthful and highly pleasing appearance—but she started young and literally worked up the hard way.

Her first job was back with Skouras Theatres as cashier in the Capitol at Port Chester, N. Y.

Advancement came slowly then — in six years she advanced to become secretary, chief of service, assistant manager, and eventually manager for the circuit.

Miss Tracy then left to go with the Loew circuit working throughout the entire New England division for a year. Her next assignment, and it was a big one, was to open Loew's Ohio Theatre in Cleveland as a first run house. The house was remodeled from a building formerly devoted to other uses, and she found herself with the responsibilities of a first opening on her hands, even to the construction end.

This 1,300-seat house had a major problem—lack of product, so that special exploitation became a necessity. She attained widespread recognition for her work in this field. Her voluminous scrapbook, trade press citations on her office walls, and a summary of the activity bear witness to what was done.



Gertrude Tracy

AT HOME IN ANY SITUATION

She is definitely at home in a neighborhood theatre, such as the Van Dyke, where she has been situated, and versatile enough to do a successful job in a downtown house. Her own preference is for the latter type of theatre, because it allows more opportunity to exercise that inner flair for showmanship.

When Miss Tracy took over at the Van Dyke several months ago, she faced two distinctive problems—how to attract the youngsters to the theatre and how to exploit the theatre's continuous policy over abnormally long operating hours. One of the major handicaps that confronted her was strong competition from across the street: the well-operated Eastown Theatre under the management of Joseph La Rose, a showman of long standing and wide reputation in the community.

Operating with a problem not uncommon to theatre men, Miss Tracy found she had a limited amount of money to spend for advertising purposes. She decided to launch an extensive campaign of throwaways to build up attendance, always an inexpensive device if properly prepared and distributed.

The throwaways have worked well. First came a series of institutional pattern aimed at selling the theatre policy of good entertainment at low cost, the friendly atmosphere, the comfortable environment, and change days on which new programs opened.

Bold catchlines compelled reader attention, leading off with "Did You Know?" followed by the theatre's features and concluding with "Get into the Habit . . . Visit regularly, etc."

The copy used to attract the kiddy patrons was equally effective and attractively illustrated pointing up prizes, games and special screen attractions.

Makeup of Miss Tracy's personality is interesting—obviously one with much energy and ambition. She is the "dynamic" type that can make a pleasing impression upon everyone she meets in business, and yet be the efficient executive type, doing a difficult job well, at the same time.

She works long hours because she likes the work. Her day off is often devoted to seeing more shows—the traditional showman's holiday. But she finds her principal stimulation in her work.

KEEPS PUBLIC RELATIONS CONTACT

Miss Tracy has been a frequent speaker before women's clubs, civic groups and on the air, usually discussing theatre management.

Incidentally, she is firmly against the idea that there are special problems faced by the woman in a theatre management post—she hasn't found them yet, and believes that the problems are identical, whether faced by a man or woman. She has had to settle fights and repair broken plumbing, and she does both as calmly as she greets customers, and keeps the staff functioning smoothly.

Her first job as a cashier was, she was warned, "just temporary"—but that was 18 years ago. Today, her ambition is to get into either the production or distribution end of the motion picture business. Don't we all feel that way?





Circulars have proved economical and effective in focusing patron interest on special features. Here are typical throwaways used by Miss Tracy to exploit kiddy programs at the Van Dyke. They are imprinted in two colors to emphasize the sales message.

Old Mule and Wagon Bally Pays Off Big in Florida

An old idea stunt revised to fit the occasion can pay big dividends at the boxoffice. Robert M. Galt, manager of the Ritz in Clearwater, Fla., put a mule and wagon on the street for two days for "Singin' in the Corn" and his exceptionally good gross was proof that the old bally clicked. The wagon carried one-sheets with this hand-written sign, "Follow Us to the Ritz to See 'Singin' in the Corn,' etc." A couple in rustic costumes, a young man and baby rode in the wagon.

Southern Circuits Start July 4 Beauty Contest

A tristate beauty contest will be an attraction of a four-day Independence day celebration to be staged in Panama City, Fla., July 3-6. The Fred McClendon circuit is sponsoring elimination contests in 16 Alabama cities the circuit serves. The Martin-Davis chain is sponsoring similar contests in 60 cities. This will bring to 76 the number of contestants in the finals in Panama City.

Sets Newspaper Tieup

For the opening chapter of the serial, "Son of the Guardsman," the Martin Theatre in Dothan, Ala., admitted children on presentation of a newspaper coupon and five cents.

Dallas Gets Thanks Of Legion and Helps Matinee Business

Increased attendance at his matinees by mothers with small children and a considerable amount of goodwill on the part of this city's veterans was gained by Dave Dallas, city manager of the four Theatre Enterprises, Inc., houses, Manhattan, Kas., due to two trailers he donated to the American Legion.

The first of these, shown alternately at all theatres carried this copy with a background of a baby's nursery and with nursery music:

"ATTENTION—Veteran's Wives—Now you can attend our matinee performances—Park the baby at the American Legion auxiliary FREE NURSERY in the service men's lounge. Community Bldg., Fourth and Humboldt Open daily, week days, 1:30 to 5:00 p. m. All ages, prekindergarten. This FREE NURSERY is open to all veterans' families. Courtesy American Legion and auxiliary."

The second trailer plugged the use of the service men's lounge, a pet project of the local Legion group, and carried this copy!

VETERANS AND FAMILIES . . . After the show, walk over to Service Men's Lounge in the Community Bldg., Fourth and Humboldt . . . Open every night until 11 o'clock or later! Ex-service men invited . . . During April open house from 9 p. m. to 11 p. m. . . . Eat a bowl of popcorn and drink a cup of coffee on the house . . . Snack Bar . . . Juke Box . . . Wood fireplace. Drop in, it's yours to use. Courtesy American Legion and auxiliary."

The officers of both the Legion and the auxiliary officially thanked Dallas for this service.

Detroit Teen-Agers Vie In 'Red House' Contest

The United Detroit Theatres publicity director, Alice Gorham, scored another "first" with exploitation on "Red House" when a "new faces" preview was staged for high school teen-agers in the UDT screening room. Plenty of newspaper publicity resulted, including stories on the teen-agers' page of each of the dailies.

Basis of the competition was to have the high school reviewers choose which of the new featured players in the film was scheduled for stardom in the opinion of the writers. Students were also asked to write comments on the picture.

Len G. Shaw, dean of Detroit drama critics acted as a judge in the contest and John Finlayson, assistant screen editor of the Detroit News briefed the contestants before the start of the show. The winner was awarded a bond.

Tieup With Grocery Gives Garrett Free Ad Space

Taking advantage of the fact that most grocery stores in town offer week-day specials to their customers, C. M. Garrett, manager of the Yandell Theatre, El Paso, Tex., has arranged a unique tieup with a home-owned company which operates 11 stores in the city of El Paso.

Store customers who buy a certain amount of groceries on specified days receive a guest ticket to the Yandell Theatre. In return the theatre benefits through large display ads in which the grocery concern gives generous mention of the free offer with current theatre plugs. The device could be especially effective in smaller communities where the exhibitor usually operates on a limited budget.

THE SOUTH acclaims

A TOTAL OF 9,578 PERFORMANCES TO DATE

BROKE ALL RECORDS IN MEMPHIS!

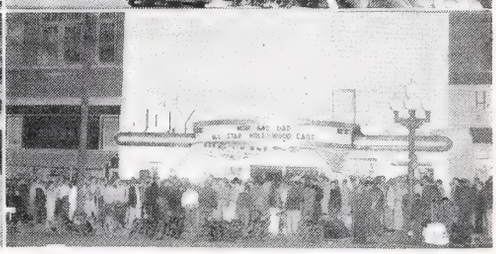


GEORGIA CROWDS UNEQUALLED!





JACKSONVILLE PACKED 'EM IN!



SHREVEPORT GROSS TREMENDOUS

MILLIONS OF PEOPLE CAN'T BE WRONG!

MOM and DAD

ALL-STAR HOLLYWOOD CAST
IN PERSON ON THE STAGE
ELLIOT FORBES
FEARLESS HYGIENE COMMENTATOR

Special Colored Theater Unit Starring
JESSE OWENS
World Famous Olympic Champion

Book It NOW!

WIRE • WRITE • CALL
HYGIENIC PRODUCTIONS
J. S. JOSSEY and KROGER BABB
Gen. Offices: Hygiene Bldg., Wilmington, Ohio
Los Angeles • Cleveland • Mexico City • Toronto

Teacher Praises It!

". . . MOM AND DAD is clean, moral and educational. Every adult and teen-age boy and girl must see it. This picture will prove a great help to mankind. . ."

PROF. EDNA A. KEEL
Huntsville, Ala.

•

100% Behind This Picture!

". . . MOM AND DAD receives our unqualified endorsement. . ."

JUVENILE PROTECTIVE ASS'N.
Mrs. R. F. Vickery, Ex. Sec'y
Jacksonville, Fla.

•

"MOM AND DAD WILL BE THE SUBJECT OF MY SERMON NEXT SUNDAY—AND I WILL PRAISE THIS PICTURE, NOT ATTACK IT!"

REV. KIRKLAND, Pastor
Ft. Meyers, Fla.

•

NOTE: THE PRODUCERS OF "MOM AND DAD" BELIEVE A THEATRE HAS TWO BASIC OBLIGATIONS—FIRST, TO ENTERTAIN ITS PATRONS AND SECOND, TO PERFORM A PUBLIC SERVICE! GUARANTEEING THE FIRST AND WITH INTEREST IN THE SECOND YOU CAN PRESENT THIS SIGNIFICANTLY VITAL MOTION PICTURE!

BOXOFFICE NUGGETS

At the Roxy Theatre, Atlanta, Ga., manager Jimmy Scott promoted an old-fashioned buggy and a gray mare with which to ballyhoo "It's a Joke, Son." The stunt was a real mirth-provoker.

An attractive lobby display featuring lithograph cutouts of Frank Sinatra, billed as "the Voice" and Jimmy Durante as "the Nose" helped the advance publicity on "It Happened in Brooklyn" for Mollie Stickles, manager of the Poli Theatre, Meriden, Conn. The figures held song sheets from songs heard in the film while a concealed borrowed music box played the recordings.

Ray Connor, manager of the RKO Palace Theatre in New York City decided to go in for atmosphere for the showing of "Trail Street." The usherettes were dressed in western attire and the boxoffice was converted to resemble the rear end of a covered wagon.

Exploitation in connection with the engagement of "Bedelia" came in for special attention from Manager Mike Guttman of the Century Theatre, Minneapolis, Minn. Mike created a special front featuring special pictorial art which was a real crowd stopper.

In Rochester, N. Y., Manager Lester Pollock featured the line "Nine Happy Song Hits" in all advertising for his date on "It Happened in Brooklyn." Les used a profusion of scene stills from the picture to promote the attraction in lobby displays.

Milwaukee Gimbel's Gives Extensive 'Years' Help

Roy Pierce, manager of the Riverside Theatre, Milwaukee, Wis., tied up exclusively with local Gimbel department store, effecting comprehensive cooperative support for the showing of "Best Years of Our Lives."

Pierce garnered full window space with prominent theatre credits well in advance of his opening date. In addition, for four days preceding the run, Gimbel's used "Best Years" headlines on ads in 15 pages of Milwaukee Journal display advertising. This included extensive Sunday advertising. About six of these pages used 8x10 still reproductions from "Best Years," with appropriate headlines featuring this copy: "For the Best Years of Your Lives . . . The Best Years of Their Lives . . . etc." Men's, women's and kiddy's ads carried such copy.

In a storewide promotion, Gimbel's devoted at least one display case in each section, 40 in all throughout the store, to "Best Years" advertising tied in with merchandise sales . . . This was done for four consecutive days before playdate.

Radio, newspaper and bus and streetcar advertising supplemented the Gimbel tieup.

Tieups in Des Moines Net Extra Profits For 'Wonderful'

Edward Holland, publicity manager of the Orpheum in Des Moines, Iowa, put on a campaign for "It's a Wonderful Life" credited with contributing to the exceptional business done by the film during ten days of the worst weather of the season.

Screenings for radio and newspaper representatives resulted in specialized treatment through both mediums.

In addition to the usual reviews, there was considerable editorial comment on the wholesome qualities portrayed in the comedy-drama by Jimmy Stewart and Donna Reed.

A tieup with Montgomery Ward resulted in free air plugs and window displays with credits. Stewart also appeared on the Ward program over 104 radio stations and supplied autographed pictures for listeners writing in.

A screening for the officers of the Des Moines Ministerial Ass'n paid off in sermons inspired by "It's a Wonderful Life."

A highlight of the campaign was a 15-minute broadcast over KRNT by Betty Wells, who has the highest Hooper rating of any woman commentator in the U.S. Cooperation of local building and loan groups was made.

Bulletin Reminds Ushers Courtesy Sells Theatre

NEW BRITAIN, CONN.—Joe Miklos, manager of the Embassy, is author of an instruction sheet posted on the bulletin board in the ushers' room at that Warner Theatre. Entitled "It Pays Off," the sheet reads:

"Every act of courtesy and kindness in your daily work sooner or later pays off in your contacts outside the theatre.

"By being courteous, obliging and kindly, you sell yourself as well as you sell your theatre.

"It does pay off! You satisfy yourself, your patron, and your employer! . . . And it's the fellow with the ticket who pays you off!"

Seazo
COCONUT OIL
POPCORN SEASONING

. . . has that rich, golden color that makes 'em buy!

★ Uniform Quality always—in color —in flavor—in consistency.
★ Colored at the refinery by expert chemists*
★ Packed in Open Head Pails and drums for better accessibility.
★ Backed by 70 years "know how".

* *For those states where colored oil is not sold — use SIMKO brand, natural color coconut oil seasoning.*



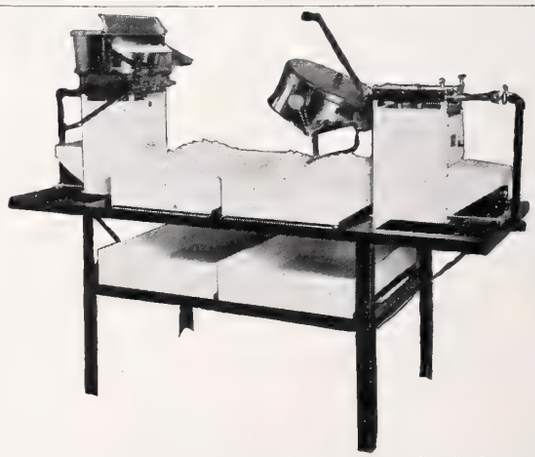
Warehouses in Principal Cities — Coast to Coast

C. F. Simonin's Sons, Inc.
Refiners
ESTABLISHED 1876

2550 E. TIOGA ST. PHILADELPHIA 34, PA.

SEASONING SPECIALISTS TO THE NATION

Double
POPCORN OUTPUT
POPCORN PROFITS
with Auxiliary
CRETORS
since 1885
Improved
Twin Giant
Floor Model 42



Two improved Giant Model 41 poppers mounted on a welded steel stand . . . speedy, dependable large production poppers that pop twice as much corn as the single model. One operator should pop approximately 100 pounds of raw corn per hour. The popped corn is emptied into two removable steel trays with perforated bottoms. A shake or two of the trays causes the unpopped kernels to fall through into drawers below. Used by wholesale operators everywhere. Machine operated by bottle gas or natural gas. Motor driven by electricity. Gasoline extra. Overall dimensions 78 in. long by 30 in. deep.

C. CRETORS. & CO.
604 W. Cermak Rd. Chicago 16, Ill.

Ballroom 'Disc Dig' in Los Angeles Helps Date on 'Dorsey'

A "Dorsey Disc Dig" was put over by Cliff Geisemann, manager, for "The Fabulous Dorseys" at the Four Music Hall theatres in Los Angeles in a tiein with the Hollywood Citizen News.

The huge Casino Garden ballroom was secured for the occasion and an entrance fee of 63 cents or a new recording was charged visitors with proceeds going to a local charity. The "Disc Dig" primarily was aimed at the younger set in the community to afford them opportunity of hearing each others' collection of recordings. The whole event was advertised and conducted in conjunction with the "Fabulous Dorsey's engagement.

A big radio party, attended by all former band members and singers of the Tommy and Jimmy Dorsey bands, was given heavy publicity in newspapers. A recording of the festivities was made by Al Jarvis of KLAC for broadcast on a special half-hour program.

Window displays were extensive with many of the downtown merchants cooperating on music displays, etc. Window cards placed locally during "Dorsey" week went over the 300 mark.

Egg-Coloring Contest Sells Detroit Showing of 'Egg'

Easter may be over but it's in for a rousing, up-to-date revival when they play "The Egg and I," if showmen follow the pattern of promotion by which the picture was sold to Detroit theatregoers.

For an advance contest, Dave Idzal, manager of the Detroit Fox Theatre invited patrons to participate in an egg-coloring contest. Prizes were offered for various classifications; old-country style, still life, landscapes, portrait or figure and the best design. Extra prizes were offered to kindergarden pupils and students in the grade and intermediate schools.

So novel were many of the designs submitted that a display was set up in the theatre lobby with the press gladly cooperating with publicity and photos.

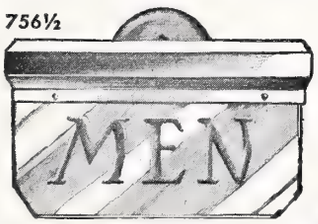
Hartford Palace Tieup Set By Fred Greenway

A weekly radio plug for current attractions at the Palace in Hartford, Conn., has been arranged by Fred R. Greenway, manager, and his assistant, Albert Lessow. In return for issuing passes to listeners who guess the titles of popular tunes played over WONS Opportunity Tunes program, the station mentions the current Palace attractions.

QUALITY TRAILERS SPEED
MOTION PICTURE SERVICE Co.
PRODUCERS of Showmanship Trailers
125 HYDE ST. SAN FRANCISCO (2) CAL.
GERALD L. KARSKI GENERAL MANAGER

outstanding
SIGNS...by Art Metal

Cat. No. M 756½



Cat. No. M 756



This style available in double face

Immediate delivery — beautifully designed, aluminum finish, indirectly lighted directional signs. Complete with interchangeable, etched glass name plates. Ideal for use in theatre interiors, lobbies, corridors.

Distributors and jobbers write for quantity price list.

ART METAL MFG. CO.
3110 Park Ave. • St. Louis 4, Mo.

WANTED
To Purchase, Lease or Exchange
New or Used, 35MM — 16MM Prints
Foreign or Domestic Silent or Sound
Department B.O.
INFORMATIONAL FILM ASSOCIATION
126 Lexington Ave. New York 16

OUTDOOR REFRESHMENT CONCESSIONAIRES from Coast to Coast over ¼ Century
Now Specializing in Refreshment Concessions for DRIVE-IN THEATRES
SPORTSERVICE, Inc. JACOBS BROS.
HURST BLDG. BUFFALO, N. Y.

Manley POPCORN SUPPLIES
MANLEY
POPCORN MACHINES Manley
FINEST QUALITY . . . TESTED UNIFORMITY . . . DEPENDABLE PERFORMANCE

CARTONS
Boxes—No. 10 cartons:
$8.50 M (Eastern & Middle-West)
9.00 M (Western)
Bags—¾ lb. $2.10 M in lots of under 10 M
2.00 M over 10 M
1½ oz. Trademark, 10c seller,
$3.30 per M
(Available only at Western Warehouses)

POPCORN
Manley's Jumbo Popcorn.....$8.00
Manley's Premium.....9.25
Manley's Supreme (Middle-West).....10.50
(Eastern).....10.75
(Western).....11.00
Packed in double lined moisture proof bags to preserve quality, high volume, and to assure you of a tasty, tender product.

SEASONING
Manley's Pop-Co-Better.....40c per lb.
The best that money can buy.

SALT
Refined and processed according to our own specifications. Brings out the natural flavor of your popcorn.
10c per 2-lb. box, in cases of 12 or 24.

FOR IMMEDIATE SERVICE
WRITE NEAREST WAREHOUSE

EASTERN
Atlanta, Ga., Southern Sales & Warehouse Co., 171 Peters St., S. W.
Binghampton, N. Y., Manley, Inc., Box No. 826
Boston, Mass., Wiggin Terminals, Inc., 50 Terminal St.
Charlotte, N. C., Carolina Transfer & Storage Co., 1230 W. Morehead
Roanoke, Va., Roanoke Public Warehouse

MIDDLE-WEST
Columbus, Ohio, Merchandise Warehouse, 370 W. Broad St.
Dallas, Texas, Zanes-Ewalt Warehouse, 420 Laws St.
Des Moines, Iowa, Merchants Transfer & Storage Co.
Detroit, Mich., Edgar's Sugar House No. 2, 1900 Alfred Street
Indianapolis, Ind., Strohm Warehouse & Cartage Co., 230 W. McCarty St.
Kansas City, Mo., Manley, Inc., 1920 Wyandotte St.
Memphis, Tenn., United Warehouse & Terminal Corp., 137 E. Calhoun
New Orleans, La., Douglas Public Service Corp., 118 N. Front St.
Oklahoma, City, Okla., O. K. Transfer & Storage Co., 531 W. Main
Peoria, Ill., Federal Warehouse Co., 800 South Adams
St. Paul, Minn., Central Warehouse Co., University & Pillsbury Ave.

WESTERN
Denver, Colo., Weicker Transfer & Storage Co., 1700 15th St.
Los Angeles, Calif., Jennings-Nibley Warehouse Co., Ltd.
Oakland, Calif., Haslett Warehouse Co., 51 Webster St.
Salt Lake City, Utah, Central Warehouse, 520 West 2nd South St.
Seattle, Wash., American Warehouse Co., 95 Connecticut St.

CLEARING HOUSE

(Continued from inside back cover)

SOUND EQUIPMENT

Late type RCA amplifiers, PA and soundfilm, $49.50 up; outdoor metal speakers, $3.95 up; closing out soundfilm amplifiers, $29.50 up; soundheads, $9.95 up; Western Electric 500 watt drive-in amplifiers, $295; new Multicellular Hifrequency horns, $75; 35mm sound projectors, $125 up; new theatre amplifiers, 10 watt, $77.50; 17 watt, $95. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

Complete 16mm show—1 DeVry projector, 60 watt amplifier, 2 speakers, record player, rewind and film splicer, 12x14 ft. screen, 30 collapsible benches (steel frames), 300-seat capacity, 200 ft. sidewall (8 ft. high). All in good condition, $1,200. Waco Drive-In Theatre, P. O. Box 1397, Waco, Tex.

MISCELLANEOUS

Glazit with Glazore. Cleans and glazes lacquered, enameled, varnished surfaces, metals, tile, glass, marble. Pints $1.50. Distributors wanted. Write for particulars. Harry S. Gans, 326 W. 44th St., New York 18.

SIGNS

Easy Way to Paint Signs. Use letter patterns. Avoid sloppy work and wasted time. No experience needed for expert work. Write for free samples. John Rahn, B-1329 Central Ave., Chicago 51, Ill.

BUSINESS STIMULATORS

Mister Exhibitor: Do you need a stimulant one night a week? Play Screeno. The first screen game and still the leader because Screeno cannot be controlled. Screeno slides are operated by air and not affected by electric current, therefore cannot get out of order. Finest Bogus Bristol die cut cards supplied with equipment. Give seating capacity, secure attractive price. Screeno Amusement Co., Orleans-Huron Bldg., Chicago 10. Phone DELaware 5953.

Bingo Cards, 100 or 75 number, $2.75 per M; lots of 10M or more, $2.50 per M. 100 number cards good for Keen-o game. Premium Products, 354 W. 44th St., New York City.

AIR CONDITIONING

I have 150 used brass 2½ to 3 gal. per minute spray nozzles at $1 ea. Also have 400 ½ in. Rainbow Mist spray nozzles, new brass. Water broken fine misty spray. 1½ gal. capacity; 750 nozzles, ⅜ in. capacity, 1 to 1½ gal. per minute; 450 nozzles, ¼ in. capacity, 1 gal. per minute. Will sell all these sized nozzles 80c ea. while they last. Shipment at once. Also I have some Texrope drives, Bronze Randall Bearings, belts and drives. G. A. Peterson, R2, Clinton, Mo.

For Sale: Cooling System—water washer and fan, fan motor 7½ H.P., fan blades, dia. 39 in., width blades, 34 in. Washer tank 7½ ft. x 42 inches, height of louvers—5 ft. 3 H.P. Fairbanks Morse motor and pump, all motors 220 volt. Fan and washer not assembled. Priced to sell quick, $750. J. P. Lannan, West Point, Neb.

THEATRE TICKETS

Prompt Service—Special printed roll tickets. 100,000, $19.90; 10,000, $5.95; 2,000, $3.75. Each change in admission price including change in color, $2.50 extra, double numbering extra. Shipping charges paid to 1,000 miles. Cash with order. Kansas City Ticket Co., Dept. 9, 1819 Central, Kansas City, Mo.

THEATRE PRINTING

Window Cards, 3-sheets, photo offset house programs, heralds, passes, etc. Cato Show Printing Co., Cato, New York, or Tribune Press, Fowler, Ind.

MORE CLASSIFIED
INSIDE BACK COVER

Exhibitor in a 'Tough Spot' to Allow Patrons to Decide Double Features

MIDDLETOWN, OHIO — Patrons themselves will decide the fate of double features at the Paramount Theatre here. The theatre has announced a plan to be followed for seven weeks of showing single features three times weekly and double features on the remaining four days.

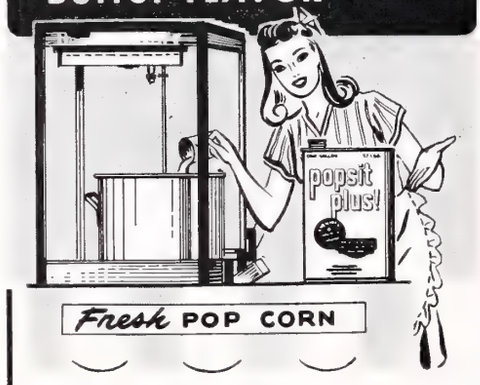
Jack Keegan, Paramount district manager, indicated that after the seven weeks he would take a look at the boxoffice receipts to decide whether that policy would be continued, whether single features all week would be more profitable, or whether to go back to the double feature bill at all times.

The latest plan of film fare was devised after the Middletown Motion Picture council here campaigned to oust double features. Petitions were circulated and more than 4,000 signers obtained, with various Middletown organizations, industrialists and business men supporting the campaign.

The petitions also called for elimination of the sale of popcorn and a differentiation of prices on main floor and balcony seats. However, Keegan said popcorn sales would continue and there would be no change in the price system.

popsit plus!

The LIQUID Popcorn Seasoning with that Better FLAVOR



Still the most Economical because of NEW DRASTICALLY REDUCED PRICES

Our government has requested price reductions to stem inflation and we are going to help—EFFECTIVE IMMEDIATELY THE PRICE OF POPSIT PLUS IS REDUCED APPROXIMATELY 15% — This brings the cost of POPSIT PLUS close to the price level of solid seasonings.

Warehouses in principal cities — coast to coast

C. F. Simonin's Sons, Inc.
Refiners
ESTABLISHED 1876
2550 E. TIOGA ST. PHILADELPHIA 34, PA.
SEASONING SPECIALISTS TO THE NATION

"Betty Zane" POPCORN
TOP QUALITY Ohio Super Yellow

Packed in convenient 50-pound individual bags $5.00
100 to 500 pounds per 100 lbs. $9.75
500 lbs. or more, per 100 lbs. $9.50

Packed in either 50 lb. or 100 lb. moisture-proof bags at same price per 100 pounds.
Prices F.O.B. Marion, Ohio

★

"Lou-Ana" Cocoanut Oil
Returnable Drums, 38½ lb. Tins, per lb. 33c

★

POPCORN BOXES, Per 1000, $7.50
(F.O.B. CHICAGO)
(Prices Subject to Change)

★

Distributors for
CRETORS Popcorn Machines
POPPER'S BOY PRODUCTS CO.
58 E. 13th St. Chicago 5

SAVE MONEY!
Use Filmack's New
PREVUE TRAILER SERVICE
COSTS ONLY
SCREEN THEM FREE
$4.50 per week
COVERS ALL FEATURES
Filmack 1327 S. Wabash Chicago

Flash Point?

Users of POPSIT PLUS the *liquid* popcorn seasoning made from Peanut Oil, are not worried about flash point.

POPSIT PLUS has a flash point over 650°F. and a fire point over 700°F.

Ten Hollywood Stars Will Recite Rosary

ALBANY — Ten of Hollywood's leading stars will recite the rosary on a Mother's day broadcast which Father Patrick Peyton, founder-director of the Family Rosary crusade and of the Family Theatre, has planned in conjunction with the Mutual Broadcasting system. National headquarters of the Family Rosary here made this announcement. Interspersed with the actual recitation of the rosary by Irene Dunne, Pat O'Brien, Loretta Young, Rosalind Russell, Ethel Barrymore, Ruth Hussey, Charles Boyer, Don Ameche and George Murphy, will be the story of "the world's greatest mother"—the Blessed Virgin.

A release suggested that every friend contact individual stations in the Mutual network, to have them carry the program. In instances where a station may find it difficult to clear radio time at 3 p. m., EDST, it would be possible to carry the special feature at a later hour by delayed broadcast or transcription.

"This special Mother's day broadcast while distinct from Father Peyton's present weekly series of family prayer progress called the Family Theatre," said the release, " is nevertheless a further effort to win the families of America to the idea of family prayer, particularly the family rosary."

Father Peyton's goal, according to the statement, is 10,000,000 homes listening to the half-hour program. The Family Theatre has been broadcast at 10 p. m. Thursdays over Mutual for the last three months.

Brandt to Make Mayfair Into First Run House

NEW YORK—The Mayfair, Broadway theatre leased from Loew's by the Brandt circuit, is expected to change soon from second run dual policy to new product.

Three Get Citations

WASHINGTON—Si Fabian, R. B. Wilby and E. V. Richards jr. received navy certificates here for "outstanding contributions" to the war effort. The presentations were made on behalf of the President by John L. Sullivan, undersecretary of the navy.

Record in Antitrust Case Costs $10,000 to Print

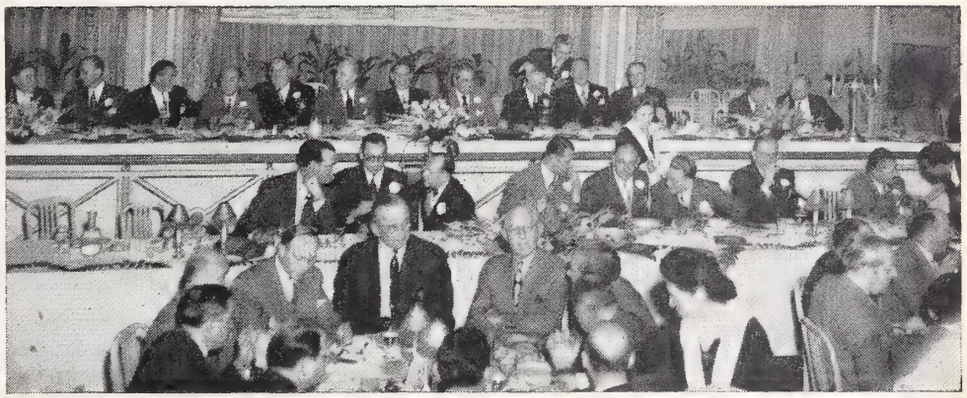
New York—Record of the N. Y. antitrust case was sent to the clerk of the supreme court May 2 to be printed in conjunction with the appeals filed by the eight defendants and the government. Deadline for filing the record was May 10, but Justice Stanley Reed granted another ten days if that time is needed.

The entire pretrial and trial testimony, covering 4,000 pages, plus 476 government and 150 defendant exhibits, filled four cartons, each containing six cubic feet.

At the rate of $2.50 per page, printing the testimony alone will cost $10,000. It has not yet been decided whether to reproduce the exhibits. Costs will be shared by the defendants and the government. 20th-Fox, RKO, Loew's, Paramount and Warners will bear the major share.

The supreme court now has to agree to hear the case, and is studying statements of jurisdiction filed by the defendants and government. Once a hearing date has been set, the appellants must file briefs with the court three weeks before the hearing.

500 Entertainment Field Leaders Pay Tributes to Weitman, Levin



Tuesday of this week in New York many prominent industry figures turned out for the ceremonies marking the retirement of Jack H. Levin and the induction of Robert M. Weitman as president of Cinema Lodge, B'nai B'rith at the Hotel Astor. On the upper dais (l.-r.): Abraham Glovsky, Max A. Cohen, Ed Sullivan, Harry Brandt, Jack Cohn, Barney Balaban, Levin, Weitman, Sam Rinzler, S. Arthur Glixon (standing), Si Fabian, Alfred W. Schwalberg, Maurice A. Bergman, Jean Benoit-Levy. Lower dais, left to right: Rabbi Ralph Silverstein, Albert A. Senft, Saul M. Rogers, Samuel Markle, Alvin H. Kaplan, Sam Sievers, A. W. Rosenberg and Rabbi Bernard Birstein. Below, Weitman responds to the felicitations.

NEW YORK—More than 500 leaders in the entertainment field honored Robert M. Weitman, managing director of the New York and Brooklyn Paramount theatres and newly elected president of Cinema lodge, and Jack H. Levin, Confidential Reports, Inc. vice-president, at a dinner at the Hotel Astor Tuesday (April 30). Levin retired as lodge head.

Weitman accepted a new gavel, symbol of his office, from Maurice A. Bergman, U-I eastern advertising and publicity director, and urged increased membership in the lodge and further support of B'nai B'rith. Barney Balaban, Paramount president, lauded Weitman as a valued business associate and predicted Cinema lodge will achieve greater service under his leadership.

Weitman outlined a nine-point program for Cinema lodge during the coming year. He stressed that American Jewry must combat subversive influences on the American scene. Ed Sullivan, columnist, was master of ceremonies during the evening's entertainment.

Sam Rinzler, Randforce Theatres head, presented a parting gift to Levin from the lodge and cited the outstanding achievements of the organization during the past year under his leadership.

Abraham Glovsky, president of B'nai B'rith, installed officers. In addition to Weitman, new lodge officials include the following vice-presidents: Julius M. Collins, Ascap; S. M. Chartock, theatrical producer; S. Arthur Glixon, attorney; Bernard Goodman, Warners; Leo Jaffe, Columbia; Marvin Kirsch, Radio Daily; Martin Levine, Brandt Theatres; Milton Livingston, Universal; Nat K. Loder, Republic, and Louis A. Novins, Paramount. Other officers installed at the dinner were Max B. Blackman, Warners, treasurer; Malvin T. Davidson, attorney, secretary; Dr. Morris K. Silverman, monitor, and Rabbis Ralph Silverstein and Bernard Birstein, chaplains.



Special feature of the dinner was a citation to Al H. Rosenberg, president of the Universal Match Co., for "outstanding achievement in furthering interfaith understanding and universal brotherhood." The Schutter Candy division of Universal Match sponsors the ABC program, "David Harding, Counterspy." A dramatization of the radio show was presented.

Phone Strike Over; Service Crippled

NEW YORK—The New York telephone strike, which had disrupted service for 24 days, was settled April 30 after 17½ hours of almost continuous negotiations. Only 5,000 of the 37,000 workers crossed picket lines and returned to work May 1 and 2, however. Service was continued, but manually operated lines generally remained on an emergency basis.

A joint statement from two U.S. conciliators said that an agreement had been reached at 5.55 a. m. affecting employes in the southern district of New York, which includes New York City, Westchester, Suffolk and Nassau counties. It was pointed out, however, that the settlement affected only employes of the New York Telephone Co. and strikes elsewhere would still curtail long distance service.

The Philadelphia telephone strike was also settled and 600 plant and maintenance workers returned to work April 30.

In New York about 500 theatres situated in Manhattan, the Bronx, Brooklyn and Queens are covered by city dial telephones and were unaffected by the strike.

BROADWAY

The Warners home office bowling team vied with the company Philadelphia team for the bowling trophy at Feibels Recreation Center, Teaneck, N. J., Friday (May 2) . . . Marion Doran who heads the Enterprise story department is conferring here with Phyllis Blum . . . Elliott Nugent is at the Warner Bros. studio directing "Ever the Beginning" for U.S. Pictures.

Edward L. Alperson, head of Alson Productions, discussed his forthcoming 20th-Fox production, "The Tender Years," with Joe E. Brown . . . Ray Milland landed in England to start on "So Evil, My Love," Hal Wallis production . . . Louise Weyhrauch, Ed Hinchy's secretary at the Warner home office, celebrated her 20th year with the company Thursday (May 1).

Ann Miller is here for a two-week vacation . . . Charles Schwartz of the law firm of Schwartz and Frohlich is due from the coast over the weekend . . . Nate Blumberg of U-I is here from Hollywood to meet J. Arthur Rank. The British producer is expected on the Queen Elizabeth May 7. Blumberg will accompany him to the coast . . . Louis Elliman, managing director of Odeon Ireland, Ltd., circuit controlled by J. Arthur Rank, is scheduled to arrive May 22.

Robert S. Wolff, RKO managing director for the United Kingdom, came in from Hollywood . . . Edward L. Walton, Republic assistant sales manager, spent a few days in Chicago . . . Adelaide Bruns of the SRO New York staff was married to Townsend George Cann . . . Robert S. Brauninger son of Al Brauninger of the WB 16mm department, will soon be married to Doris Marie Wittnebel of New Rochelle.

William Lyon of the MGM studio publicity department spent a few days in Portsmouth, N. H., before returning to Hollywood . . . Sam Lefkowitz, eastern district manager for Warners, is back from a trip to Buffalo and Binghamton, N. Y.

C. J. Scollard, in charge of Paramount labor relations, is back at his desk after a series of coast conferences on new agreements covering white-collar workers at nine Los Angeles exchanges with the Office Employes International, IATSE . . . Sam Wolowitz of the Warners accounting department, is the father of a boy born at Israel Zion hospital, Brooklyn . . . E. S. Seeley, Altec chief engineer, is back from the semiannual meeting of the SMPE in Chicago. G. L. Carrington, Altec head, returned to the coast after a three-week visit here.

Charles C. Moskowitz of Loew's is back from a Florida vacation . . . Margaret O'Brien is visiting here from Hollywood . . . The 20th-Fox women's bowling team defeated the RKO feminine bowlers at the Radio City alleys, scoring two out of three victories for the season . . . Nate B. Spingold of Columbia is on a three-week visit to the coast.



PRESENTS RED CROSS CHECK—William A. White, general manager of the Skouras Theatres in New York, presents a check for $4,737.50 to Mrs. Bromwell Ault, chairman of the field workers of the Manhattan division of the Red Cross 1947 fund. Collections were made in the theatres. (Paul Parker Photo.)

Dr. Herbert T. Kalmus, Technicolor, Inc., head, is due back from a tour of the company Centerville, Mass., plant, May 8 . . . Roger Williams, Paramount International manager in Puerto Rico, flew back to his headquarters after home office meetings . . . William C. Gehring of 20th-Fox returned from Cleveland . . . Arnold Pressburger is expected from the coast Monday (May 5) en route to England . . . Americo Aboaf, Universal foreign department representative, has completed a six-week tour of Mexico, Puerto Rico and Cuba.

Stanley H. Craig, Paramount general manager for New Zealand, and William Hurworth jr., assistant manager in Sydney, are due in town this week . . . Walter Green and Oscar Oldknow of National Theatre Supply are on the coast.

Harry Goldstone Becomes All American Sales Head

NEW YORK—Harry Goldstone of Famous Pictures Film Exchanges has become eastern sales manager in charge of sales and distribution for All American News, Inc., and All American Pictures, covering the New York, Philadelphia and Washington territories.

"Hi-De-Ho," the first All American feature, which stars Cab Calloway and his band and Dusty (Open the Door) Fletcher, will open at the Squire Theatre here May 9.

Probe of Communism Due for Hollywood

WASHINGTON—A sweeping investigation of Communism in Hollywood will begin on the coast May 8, with a staff of un-American activities committee investigators and members of Congress participating.

Emphasis will be placed upon possible inclusion of Communist ideas in commercial films. Another phase of the probe will be into the activities of Hanns Eisler, brother of Gerhard, the alleged No. 1 Russian agent in this country.

J. Parnell Thomas (R-N.J.), chairman of the committee, will head the investigation, assisted by the group's ace investigator, Robert Stripling.

Sources close to the committee counsel predict that testimony from Hanns Eisler, currently writing for pictures on the coast, will reveal the most confidential information yet rendered on American connections with Moscow and the Communist party there.

The May 6 hearing will be only a preliminary study, with a "full dress investigation" to come later this year after Congress has adjourned and members have more free time.

At first the Hollywood probe was not considered "high priority." The Hanns Eisler angle, however, may have made the committee reconsider its decision to uncover Communists in the government and in education first, going to Hollywood last.

The committee also expects to report to Congressman Fred Hartley, chairman of the labor committee, on the causes of the studio jurisdictional strike. If the un-American group finds any evidence to indicate foul play in the strike, Hartley may send a labor subcommittee to the coast to follow through.

The committee decision to probe the film colony was made despite a recent statement made to Congress by Eric Johnston, president of the Motion Picture Ass'n, that "only a few persons in minor positions" in Hollywood are Communists.

Johnston flatly asserted that no Communist ideals have managed to get into pictures produced on the coast. He went to great length explaining to the house labor committee that the Communist party often attacks the film industry.

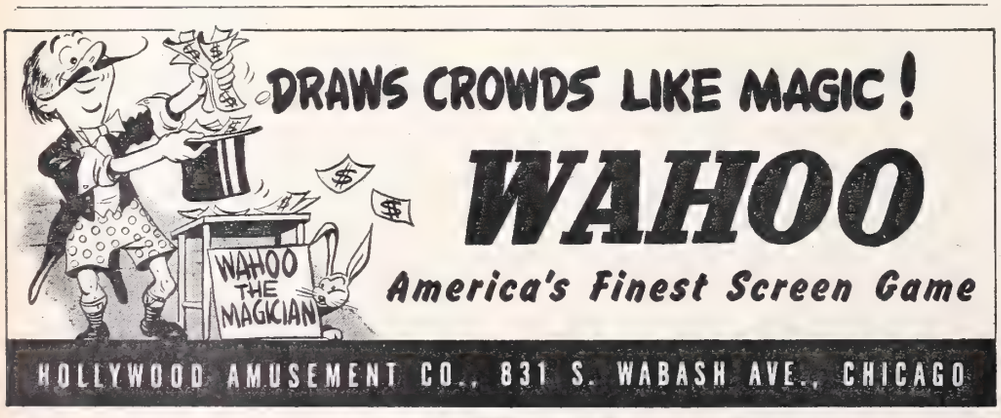
Elmer Sichel Joins E-L After Leaving Century

NEW YORK—Elmer Sichel resigned April 28 as a Century Theatres booker to take a position as salesman with Eagle-Lion and PRC. He was succeeded by Ralph Lager, who moved up from the Century advertising and publicity department.

Sichel will work out of the E-L-PRC Albany exchange.

20th-Fox Proxies Out

NEW YORK—Proxy statements have been sent out by 20th-Fox for the annual stockholders meeting to be held here May 20. Fourteen directors are to be elected. The nominees are now directors. They are: Sherman Adams, Robert L. Clarkson, Thomas J. Connors, John R. Dillon, Wilfred J. Eadie, Daniel O. Hastings, Donald A. Henderson, Robert Lehman, William C. Michel, William P. Phillips, Seton Porter, Murray Silverstone, Spyros P. Skouras and Darryl F. Zanuck.



Gulistan Wilton Theatre Carpet
JOE HORNSTEIN *has it!*

New B'way Features Have Strong Week

NEW YORK—Business improved where newcomers were brought in, and sagged generally where there were holdovers. The Criterion did very well during the first week's run of "Odd Man Out," the high grosses offered evidence that Mason is solid boxoffice. The Music Hall also had a good initial week with "The Egg and I." Business picked up, too, at the Roxy, where "The Homestretch" opened, and at the Paramount, for the first seven days of "Calcutta."

While most holdovers slipped along Broadway, "The Macomber Affair" at the Globe and "Smash-Up" at the Capitol held nicely.

"Monsieur Verdoux" at the Broadway had a below-average third week.

"The Best Years of Our Lives" dipped below average for the first time since it opened 23 weeks ago.

This week saw the arrival of five newcomers. These were "Born to Kill" at the Palace; "Carnegie Hall" at the Park Avenue and Winter Garden; "Love and Learn" at the Strand; "The Big Fix" at the Rialto, and "Hit Parade of 1947" at the Gotham.

(Average is 100)

Astor—**The Best Years of Our Lives** (RKO), 23rd wk. 97
Broadway—**Monsieur Verdoux** (UA), 3rd wk. 85
Capitol—**Smash-Up** (U-I), plus stage show, 3rd wk. 108
Criterion—**Odd Man Out** (U-I) 142
Globe—**The Macomber Affair** (UA), 2nd wk. 130
Gotham—**Tarzan and the Huntress** (RKO), 4th wk. 70
Hollywood—**The Two Mrs. Carrolls** (WB), 4th wk. 86
Palace—**Trail Street** (RKO), 3rd wk. 77
Paramount—**Calcutta** (Para), plus stage show 110
Park Avenue—**Dead of Night** (U-I), 2nd run 50
Radio City Music Hall—**The Egg and I** (U-I), plus stage show 118
Rialto—**Untamed Fury** (PRC) 95
Rivoli—**The Farmer's Daughter** (RKO), 5th wk. 88
Roxy—**The Homestretch** (20th-Fox), plus stage show 98
Strand—**Stallion Road** (WB), plus stage show, 4th wk. 90
Victoria—**The Adventuress** (E-L), 4th wk. 90
Winter Garden—**Buck Privates Come Home** (U-I), 3rd wk. 80

'Grass' Grows in Second Week; Others Average at Buffalo

BUFFALO—"The Sea of Grass" was strong in a second week after having been moved over to the Hippodrome. Other attractions were close to average in cold spring weather.

Buffalo—**The Macomber Affair** (UA) 90
Great Lakes—**The Late George Apley** (20th-Fox) 100
Hippodrome—**The Sea of Grass** (MGM), 2nd d. t. wk. 120
Lafayette—**Smash-Up** (U-I); **Secrets of the Whistler** (Col), 2nd d. t. wk. 100
Teck—**To Each His Own** (Para), 2nd run; **Wild West** (PRC) 90
20th Century—**Trail Street** (RKO); **Beat the Band** (RKO) 90

Sam Farber to Represent Filmack in Eastern Area

CHICAGO—Irving Mack of the Filmack Trailer Corp. of Chicago has appointed Sam P. Farber special sales representative in the eastern division.

Farber is well known in exhibition circles throughout the country, having spent many years in distribution and exhibition as well as in the trailer field. He will make his headquarters in New York.

1ST CLASS DISTRIBUTION FOR THE ENTIRE SOUTH — thru

(JOHN) JENKINS & BOURGEOIS (O. K.)

ASTOR PICTURES COMPANY

HARWOOD & JACKSON STS. DALLAS 1, TEX.

Along New York's Filmrow

By WALTER WALDMAN

Ramblings with an exhibitor . . . Arthur L. Mayer, managing director of the Rialto Theatre, made quite a stir in local industry circles some years ago with a profitable twin horror bill policy for his theatre. Now that he is about to branch out as the co-owner and operator of a new foreign film house, the enterprising Mayer has some fresh ideas that should pay off in cash and publicity . . . Most foreign theatre exhibitors operate either in the vicinity of Greenwich Village or in New York's art and music center around West 57th street . . . Not Mayer. He will build his theatre on 42nd street near Broadway . . . That's where the crowds are, he said. That's where people come from the Bronx, Brooklyn, Queens, from all over the country . . . One doesn't have to live on 57th street or in the Village to appreciate foreign films, he said.

Point two, admissions. Mayer thinks the scale for foreign films is too high. Often the exhibitor has no choice but to charge higher prices, because his theatre has no more than 300 or 400 seats . . . Mayer's theatre will have 600 seats. More customers, lower prices, moderate profits. Furthermore, he is opposed to high prices (above $1) because they tend to exclude patrons who appreciate foreign films, but cannot afford them. This is undemocratic and nullifies the mass entertainment aspect of motion pictures . . . Mayer's prices therefore will be less than $1. All during the war he kept the Rialto prices below $1.

As a linguist, Mayer likes to see foreign language films without titles. Titles are distracting, he said. It would be a good idea if the foreign theatre could hold special shows without titles for those who understand the language. He doesn't know whether he will put this idea into practice or not, but it is still a good idea.

During his recent stay in Germany as an American Red Cross director, Mayer had an opportunity to study the Nazis and the effects of Nazism. Based on what he saw, he doesn't think it would be wise to release Nazi-made films in this country, as was suggested by the Allied Military government . . . Assuming that the pictures exported to the U.S. were carefully screened and untainted by propaganda, the American audiences could well wonder about reports of Nazi atrocities. How could a nation that makes such pleasant, unbiased films, be as bad as the newspapers and U.S. pictures painted them. This might be an effect of German films in American theatres, said Mayer.

News from 20th-Fox . . . James Victory has replaced Joe Rosen as New Jersey salesman. Rosen was transferred to Albany . . . Mildred Landau is resigning as New Jersey biller. The reason, impending motherhood . . . Lois Jackson, assistant to Al Mendelson, booker, will leave May 23 for a three-week visit to her home town, Morgan, Ga. . . . At this time of the year you can expect Kentucky Derby stories, so here's ours. Nat Harris, Brooklyn-Long Island salesman for 20th-Fox, celebrates the ninth birthday of his son "Jay Jay" Derby day, Saturday, May 3. One of the Derby entries is named "Double Jay." So you can just guess which horse Nat picked to win . . . Speaking of races, Seymour Florin, branch manager, was very pleased that his exchange was leading at the end of the 16th week of the 20th-Fox branch managers drive . . . The first place of the east New York district, headed by Ray Moon, also was gratifying to the local boys.



THOSE EASTERN MGMers—From all parts of the country MGM representatives converged on New York early in the week to attend the company's first national sales convention since the war. The cameraman snapped this group from eastern points. In the usual order:

Paul J. Richrath, home office assistant to J. P. Byrne, eastern sales manager; Jerome Adams, Washington manager; John S. Allen, district manager with headquarters in Washington; Charles F. Deesen, home office assistant to John J. Maloney, central sales manager; Herman Ripps, district manager with headquarters in Albany; Edward Richter, N.Y.-N.J. booker; Ben Abner, branch manager in New Jersey; Beatta Wingo, Buffalo booker; John P. Byrne, eastern sales manager; Ralph Pielow, New York manager; J. J. Bowen, district manager, New York; Lou Formato, Philadelphia manager; Jack Goldberg, Albany manager; Jack Mundstuk, Buffalo manager; Harry Bache, Philadelphia booker; Bennett Goldstein, Albany booker; Robert Lynch, district manager with headquarters in Philadelphia; Edward Kushner, Washington booker.



AT TRADESHOWING—Henry Randel and Myron Sattler at the tradeshowing of Paramount's "Welcome Stranger" at the Normandie. It was their first public appearance since Randel was made district manager and Sattler was made branch manager for the company in New York. Left to right: Jack Harris, general manager of the Walter Reade circuit; Randel, Sattler, Eddie Stern, booker for Rugoff & Becker.

B&L Directors Name Four New Officers

ROCHESTER—Ivan L. Nixon and Ben A. Ramaker were elected vice-presidents of Bausch & Lomb Optical Co. at a meeting of directors following the annual meeting of stockholders last week. William W. McQuilliken, company secretary, was elected assistant treasurer and Joseph W. Taylor, a member of the firm's legal staff, was named assistant secretary.

M. Herbert Eisenhart was re-elected president and Joseph F. Taylor was re-elected vice-president and treasurer. Other officers re-elected at the meeting were Carl L. Bausch, Theodore B. Drescher and Carl S. Hallauer, vice-presidents, and Edmond S. LaRose, controller.

Nixon, who was named manager of the instrument division several months ago, has been engaged in sales activities since joining Bausch & Lomb in 1907. Ramaker, who has been with the optical firm since 1910, was placed in charge of ophthalmic sales in 1933.

The Bausch & Lomb consolidated net loss for the first quarter of 1947 amounted to only $20,990 compared to a loss of $380,580 for the same period last year, after providing for a federal tax carry-back refund of $300,000 according to the stockholders' report.

Set $1,750,000 Ad Budget For 4 Enterprise Films

NEW YORK—Enterprise Prod. has set a $1,750,000 advertising budget for "Arch of Triumph," "Ramrod," "The Other Love" and "Body and Soul," according to Bob Taplinger, vice-president in charge of advertising and publicity for the producing company. He arrived from the coast early this week for talks with Paul Lazarus jr., UA ad-publicity director.

"Ramrod" has been scheduled for release May 3. The picture stars Joel McCrea and Veronica Lake. No dates have been set for the remaining three pictures.

NEW MIRROPHONIC SOUND

JOE HORNSTEIN, Inc.

630 Ninth Ave., New York City

Faber Will Be Associate Of Sherman in Bureau

WASHINGTON—Al Sherman, consultant on screen media and film publicist, has appointed Marshall L. Faber, former motion picture producer and specialist in industrial films, as an associate, with offices at 2812 Wisconsin Ave.

Faber has produced pictures for such firms as Merck & Co., Rahway, N. J., the Higgins Industries, New Orleans, etc., as well as training and industrial films for the army, navy and War Production board. He recently completed plans for the motion picture studio to be part of George Washington university's $5,000,000 hospital.

Faber will specialize in technical production problems for clients now served by Sherman, veteran film consultant and screen public relations specialist. Together they offer consultative service as advisers to ad agencies, national advertisers, trade and civic associations, municipalities and foreign governments, on sponsored industrial and educational films and television.

Salvation Army Donations Lagging in Philadelphia

PHILADELPHIA—Contributions to the film industry participation in the 1947 Salvation Army Maintenance Fund drive in the greater Philadelphia area are lagging behind the $15,000 quota, according to William Brooker of Paramount. He is chairman of the motion picture division of the campaign to raise $750,000. Only eight per cent of the film industry quota has been made up so far, Brooker declared.

He attributed the lack of enthusiastic response from the industry to the fact that pledge cards are laid aside, and has urged every industry member in the area to return pledge cards promptly with donations.

New Foreign Film House Planned for 42nd St.

NEW YORK—A new theatre for foreign films will be built on the south side of 42nd street between Sixth avenue and Broadway. It will be a 600-seat first run house. Construction will begin as soon as materials become available.

The operating company, Invincible Theatre Corp., is headed by Arthur L. Mayer, managing director of the Rialto; Sam Dembow jr., president of Edward A. Golden Productions, and M. B. Shanberg of Kansas City.

Upholds Foreign Trade As Depression Killer

WASHINGTON—Eric Johnston, president of the Motion Picture Ass'n, this week warned Congress to continue the reciprocal trade program or chance suffering a serious depression.

"I believe an expanding foreign trade is one means to guard against a serious depression here at home," Johnston told the house ways and means committee, currently conducting hearings on the State department trade program.

Johnston pointed to the expanding world market for motion pictures. "It is foreign trade, in short, which permits our industry to function on its present scale. If it had to depend entirely on the domestic market, it could not possibly maintain the high quality of its products or its high levels of employment, wages and salaries," Johnston said.

He pointed out that hardly a community in America has not had business stimulated by the picture industry. "Our trade publications report that more than two and one-half billion dollars are invested in the American film industry in all its branches. It gives direct employment to more than 200,000 people. The industry spends millions of dollars in advertising, in rents, in construction, in remodeling, in repairs, and for public utilities," he added.

The MPA leader said the film industry is a "large and integral part of the whole American economic mosaic."

Johnston told the committee that film remittances from abroad last year ran about $125,000,000, which is almost exactly the total profit of the picture-producing companies for the same period.

"Motion picture goers in Mexico, in Britain, in France, in Denmark, for example, contribute to the economy of this country," he said.

Johnston continued that the industry is now confronted by barriers against the importation of its product into many countries, but he emphasized that picture distributors ask no barriers against the importation of foreign-made films into the United States.

"The rising volume of foreign pictures shown in this country is evidence that our industry believes in imports as well as in exports, believes that the dollar must flow out as well as flow in," Johnston concluded.

That the industry hopes to see many barriers lifted as a result of the Geneva trade conference was expressed by Johnston. "Anything which stifles an expanding foreign trade today, in my opinion, contributes to undermining our type of capitalism and retards world recovery," he added.

N.Y. Trust Calls in Part Of Poli Circuit Bonds

NEW YORK—The New York Trust Co., corporate trustee of indentures of the Poli-New England Theatres, Inc., will call in 324 of the theatre company's first mortgage bonds May 29, 1947. Seventy-eight of the $10,000 bonds will be retired in part, 199 of the $1,000 bonds will be retired in full, and 47 of the $500 bonds, seven of the $250 bonds, one of the $100 bonds and two of the $50 bonds will also be retired in full.

The mortgage bonds, due Nov. 15, 1958, will be retired out of the expended sinking fund money and unexpended proceeds from the sale of property released from the lien of the indentures.

THE IDEAL THEATRE CHAIRS
JOE HORNSTEIN *has them!*

Seven Generals Supervise WB Show Business Drive

ALBANY—Warner Bros. Theatres 13-week C. J. Latta Show Business drive in the Albany zone is now being supervised by seven generals, each in charge of a minimum number of theatres in order that direct help can be given to the individual manager. The generals act as a clearing house and cabinet in an endeavor to give the field more action and quicker decisions. The managers report directly to the general in charge with reference to exploitation stunts, advertising tieups, bookings and special events. The drive, which started March 30, will end June 28.

Joe Weinstein, western upstate booker, has charge of the Lafayette, Batavia; Strand, Elmira, and Capitol, Dunkirk. Ralph E. Crabhill, western district manager, has charge of the Keeney and Regent, Elmira, and the Palace and Wintergarden, Jamestown. James P. Faughnan, contact manager, has charge of the Steuben and Strand, Hornell, and the Temple and Babcock, Wellsville. Woodrow Campbell, assistant booker, has charge of the Haven and State, Olean, and the Diana, Medina. Jerry Atkin, assistant advertising manager, has charge of the Troy, Griswold, Lincoln and American, Troy. Max Friedman, booker and buyer, has charge of the Stanley, Avon and Utica, and Charles A. Smakwitz, assistant zone manager, has charge of the Strand, Ritz, Madison and Delaware in Albany.

Eugene Coen Quits MGM; Beckett His Successor

NEW YORK—Eugene A. Coen, manager for Metro-Goldwyn-Mayer in Puerto Rico, has resigned to re-enter the travel business for his own account. His successor is Norman Beckett, former traveling auditor.

Joining MGM in December 1940 as a salesman, and after selling out of the Detroit, Cleveland, Cincinnati, St. Louis and Pittsburgh offices, Coen entered the foreign field in August 1945 as manager of the Trinidad, B.W.I. office. In April 1946 he was transferred to Puerto Rico.

Coen established the Peerless Travel Bureau, New York, in 1923, specializing in catering to the requirements of the motion picture and theatrical trade.

Closed since Pearl Harbor, the Peerless Travel Bureau reopened in January 1946 at 10 West 33rd St., New York City, under the direction of John V. Kelly, long associated with Coen. Both are well known to thousands of people in show business whose travel arrangements they handled for many years.

Atlantic City Advances Referendum on Taxes

ATLANTIC CITY—The city commission has passed on first and second reading an ordinance aimed to hold a public referendum June 3 on sales and admissions taxes authorized recently by the legislature. If the voters approve, the collections will start June 15.

The ticket tax schedule follows: From 12 to 25 cents, 1 cent tax; from 25 to 50 cents, 2 cents; 51 cents to $1, 3 cents.

Walter Doyle Purchases The Rivoli at Troy

TROY—Walter Doyle, postoffice employe, has purchased the Rivoli Theatre through control of Amusement Center, Inc. The deal, which includes the building as well as the theatre, was closed with Mrs. Bessie Horowitz. Upstate Theatres, Inc., will continue to book for the house.



GREETINGS—Milton Kramer (left), chairman of the board of Selznick Releasing Organization, is met at Heath Row Airport, London, by W. H. Erbb, U. K. representative for SRO.

Max Youngstein Promotes Three on E-L Ad Staff

NEW YORK—Max E. Youngstein, Eagle-Lion director of advertising, publicity and exploitation, made three promotions in his home office staff before leaving to join A. W. Schwalberg, vice-president and sales manager, on a tour of the company's exchanges.

Jonas Arnold, press book editor, has been made assistant advertising manager under Hal Danson; Lige Brien, home office exploitation representative, has become assistant exploitation manager under Arthur Jeffrey, and Leo Brody, publicity department magazine contact, is now assistant publicity manager under Jerry Pickman. In addition to their new duties, Arnold, Brien and Brody continue in their present capacities.

Other Eagle-Lion promotions and staff additions during the past two months include Bob Young and Milton Skolsky, on the press-book staff; Marilyn Baum, to the art department; Bob Condon, to the publicity department as news and feature writer, and Marie Lowenthal as assistant to Bob Schwartz, advertising promotion manager.

Youngstein plans to return to New York each weekend during his tour for home office conferences with field exploitation representatives. The tour will wind up at the Eagle-Lion studio in Hollywood where Youngstein will confer with Sam Israel, studio publicity director, on plans for the showing of "Repeat Performance" in Zanesville, Ohio, May 22.

Harry Lowenstein to Head N.J. Allied Committee

NEW YORK—Harry Lowenstein was named chairman of the forthcoming convention of the Allied Theatre Owners of New Jersey at the general membership meeting held here April 28. The convention, to be held at the Ambassador hotel, Atlantic City, June 24 to 26, will include a tribute to Jack Kirsch, national Allied president.

Lowenstein named the following members to the convention committee: Dr. Henry Brown, Haskell M. Block, Lou Martin, Sidney Franklin, Lou Gold, Maury Miller, Basil Ziegler, Wilbur Snaper, Joseph Siccardi and Harry Kridel. Mrs. Edward Lachman, Mrs. Harry Lowenstein, Mrs. Lou Gold, Mrs. Sam Frank, Mrs. Irving Dollinger, Mrs. Haskell Block and Mrs. Morris Fogelson were named to the ladies committee.

The members voted to appoint a committee to study the advisability of instituting an action against Ascap's demands for increased theatre music tax levies, according to Edward Lachman, president.

WASHINGTON

The Red Cross reports that the Variety Club women, headed by Sara Young, made a splendid showing at the booth in the Carlton hotel they manned during the recent drive . . . Frank Hornig, Horn Theatre, Baltimore, was in Maryland hospital . . . H. J. Fekas has taken over the Center, Hampton, Va., where he also owns the Lyric, a colored house . . . Leonard Gordon, Newport News, was in to buy and book.

John Caskey, 20th-Fox attorney, conferred with Glenn Norris . . . John P. Clore has severed his connections with the Central Star Theatre in Madison, Va. . . . Paramount's office manager, Bob Cunningham, and George Kelly, booker, went to Brunswick, Ga. . . . Tom Baldridge, MGM exploiteer, played a prominent part in the Apple Blossom festival in Winchester last week.

Jerry Adams, Metro manager, was married April 24 to Mrs. Araline McKeever Oyster . . . Booker Eddie Kushner went up to New York to attend the national bookers meeting. District Manager John Allen and local Manager Adams also attended . . . MGM employes had a swell time at their picnic at Sligo Creek cabins.

Sidney Lust is building a 210-apartment building in Green Meadows . . . Joe Walsh will do the buying and booking for the D&L Theatre, Solomons, which will open about June 1 . . . Twentieth-Fox Manager Glenn Norris went to Fredericksburg to visit Senator Ben Pitts.

Tent No. 11 members who plan to attend the Variety Club convention in Los Angeles include Mr. and Mrs. Nathan Golden, Mr. and Mrs. J. E. Fontaine, Mr. and Mrs. Ben Lust, Mr. and Mrs. Frank Storty, Mr. and Mrs. A. E. Lichtman, Mr. and Mrs. William Janof, Mr. and Mrs. Fred Kogod, Mr. and Mrs. Max Burka, Jake Flax, Tom O'Donnell, Joe Morgan, Mr. and Mrs. Sigmund Danzansky, Mr. and Mrs. Robert Philipson, Iz Beiser, Mr. and Mrs. Ned Bord, David Palfreyman, Mr. and Mrs. Charles Rosenthal, Mr. and Mrs. Edward Ostrow, Mr. and Mrs. Leonard Gordon, Mr. and Mrs. Jack Gordon, Mr. and Mrs. Allen Saturn.

Floyd Haines, assistant manager of the Earle, was guest conductor of the Chanters, a choral group, on a broadcast in Winchester, and a week later was guest conductor of the group for closing ceremonies of the festival of sacred music of the United Brethren churches of Virginia.

Sylvan Danzansky and Harry Coonin, general chairmen of the Variety Club associate members' Mothers day luncheon committee, report reservations are coming in thick and fast for the affair to be held in the Shoreham hotel. Serving on the committee are Paul Rich and Philip Peyser, chairmen of the gift committee; Milford Schwartz and Maurice Salomon, escort committee; Herbert and Benjamin Sauber, decoration and flowers; Myron Ehrlich and Milton Kronheim, guests; Lou Janof and Sol Kullen, publicity; Robert Philipson and Fred Schnider, tickets. Other associate members who will play an active part are Harry Friend, David Frank, Harry Racoosin, I. S. Burka, Isaac Jacobson, Charles Rosenthal, Max Rosenberg, Cabot Feldman, William Ross, Charles Walker, Jules Rendelman, George Wasserman, Nathaniel Aaronson, David Legum, Dan McCarthy and William Janof.

"Voice of Theatre Speakers"
JOE HORNSTEIN *has them!*

PHILADELPHIA

Ralph W. Pitman, city treasurer, announced last week that receipts from amusement taxes for the three-month period ending March 31, 1947, were $1,151,937.32, as compared with $543,575.16 for the same period of 1946.

Harold Russell, handless war veteran who won two Academy awards for his work in "The Best Years of Our Lives," came to town Tuesday . . . "Australia to Tokyo," shown to a capacity audience at the University Museum, featured a local boy, ex-Sgt. Austin Gutman.

"Duel in the Sun" is reported to have run into an abundance of censor trouble in Pennsylvania. Some of the scenes have been cut to suit censor groups.

A 15-acre tract on Lincoln highway in Bensalem township, Bucks county, has been sold to Joseph D. Eagen for $17,500. The site will be developed as an open-air motion picture theatre . . . By the time this appears in print, the Warner gang expects to be conducting operations from their new quarters. Highlight of the new offices is said to be the desk of Bill Mansell, the branch manager. The new quarters are supposed to be the most modern in the country, and the last word in everything.

Thieves who broke into the Casino Theatre here looted the office without getting anything of value . . . RKOites held a farewell party for Mrs. Virginia Everhart, head inspector, who is resigning . . . Joe Quinlivan, Warner booking clerk, is the father of a baby boy . . . Dave Rosen, Clark Film supervisor, was in New York last week helping to get Clark Film's Seventh avenue exchange under way.

Sam Diamond Made Head Of PRC in Philadelphia

NEW YORK—Sam E. Diamond has been named Philadelphia branch manager for Producers Releasing Corp. by Ralph H. Clark, general sales manager.

Diamond, who resigned as Philadelphia branch manager for 20th-Fox to join PRC, is a veteran of the film industry since 1931 when he joined Universal Pictures home office staff. In 1933, he became ad sales manager for 20th-Fox and, in 1935, he became the company's Baltimore sales representative.

Arrest Ends Long Vacation Of Runaway Theatre Aide

PHILADELPHIA—Just about a month ago, Charles Emery, who was then assistant manager of the Tower Theatre, was given $6,700 of the theatre's money to deposit in the bank. He never appeared at the bank.

Last week, police following a trail of lavish spending, caught up with him. Of the $6,700, $6,200 had been frittered away in hotels and night clubs here and in Pittsburgh. Emery was held on $10,000 bail for further hearing.

Two Holdup Men Arrested

PHILADELPHIA — Two ex-convicts were arrested in Carbondale, Pa., last week after holding up Joseph T. Farrell, manager of the Irving Theatre, and special officer Anthony Sposito. The two men were taking $250 in theatre receipts to the bank for deposit. The money was recovered.

William Brooker to Head Film Section of SA Drive

PHILADELPHIA — William F. Brooker, Paramount exploiteer, again heads the motion picture division of the Salvation Army Maintenance Fund drive this year. He explained that the local motion picture industry is asked for only $15,000 of the $750,000 goal.

"It seems to me," Brooker said, "that this should be a very easy job if we all pull together—distribution, exhibition, and theatre supplies. It is my sincere hope that every member of our industry will take this great humanitarian cause to his heart. I should like to feel that every person in our industry would make himself a self-appointed assistant chairman to participate actively in the drive."

Pennsylvania House Passes Nelson Bill

PHILADELPHIA—Two bills affecting theaters have been moved in the state legislature. The Nelson bill, permitting the exhibition of religious motion pictures at any time, was passed by the house of representatives by a vote of 200 to 0. It was referred to the senate committee on law and order.

The Smith-Sproul bill, regulating the sale and resale for profit of tickets for admission to places of amusement (motion picture houses rank high on the list) was approved unanimously by the house. The bill applies only in first class cities. Persons engaging in such business are required to pay an annual fee of $50.

Five Recent Deaths Darken Philadelphia Vine Street

PHILADELPHIA—Five deaths in the last two weeks have cast a pall over Vine street. The dead are William Friedman, who was financial secretary-treasurer of Local 307 for more than 20 years, and who had been ill for several months before he died; Samuel Dembow, who died in Atlantic City; Emmanuel Magill, father of Mort Magill, UA branch manager; Arlington Ray Trice, projectionist at the S-W Capitol, and Mrs. Madeline Braca, mother of Louis Braca, well-known theatre owner in Sea Isle City.

Studio Theatre Safe Foils Robbers for Third Time

PHILADELPHIA—Thieves, hammering away at the safe in the Studio Theatre for the third time in less than a year, got just as far as they had on the two previous occasions: nowhere.

Benjamin Zimmerman gave the theatre a once over before closing, and carefully locked the safe, in which was $2,000. Despite his vigilance, the burglars managed to hide. But the safe, bolstered by two repair jobs, once more proved impregnable.

Philadelphia's Salesmen Vote to Join Colosseum

PHILADELPHIA—Eighty per cent of local film salesmen voted in two meetings last week to join the Colosseum of Motion Picture Salesmen. A permanent Philadelphia lodge will be set up soon. Anyone who sells film is eligible to join. The purpose of the Colosseum is to form a national organization, thereby to create a national voice for its members, and to endeavor to improve relationships with employers and customers.

ALBANY

Frank Coetzel, assistant to Larry Cowan, managing director of the Proctor in Troy, was confined three days with grippe . . . A midnight premiere of "Cheyenne" will be held at the Warner in Troy June 7 under auspices of the Troy Citizens corps. This is the Collar city's oldest military organization, dating back to the early 1700s.

C. J. Latta, upstate zone manager for Warner Theatres, has been named as a member of the new youth advisory board which will work with the Albany Times-Union. That newspaper assisted the Variety Club with a Denial day campaign last fall that aided the Variety-Albany Boys club summer camp project.

The local Ritz had one of the biggest weeks in its history with a revival bill, "Last of the Mohicans" and "Kit Carson." "Mohicans," incidentally, was adapted from James Fenimore Cooper's famous novel, written at Cooperstown, 60 miles from Albany . . . The aged mother of Comdr. Larry Cowan, managing director of Proctor's Troy and upstate publicity director for Fabian, celebrated her birthday upon returning from a winter vacation in St. Petersburg, Fla.

Joe Grand, former Albany manager of Tri-state Automatic Candy Corp., is now managing as well as operating the Eagle Theatre. Wendell Proctor, who managed the house for three years after Grand bought it from Abe Stone, has retired from theatre business . . . "The Late George Apley" did excellent business at the Strand after a slow start. Word-of-mouth comment helped the run.

The name of Milt Schosberg, Grand manager, was inadvertently omitted from the list in BOXOFFICE of those attending the area luncheon meeting of Motion Picture Foundation . . . Strand audiences found highly amusing U-I's short featuring the Juvenile Jury, a Mutual network program in which a board of youngsters passes on problems affecting children . . . Engagement of Jack Lamont, assistant manager of the Ritz here, to Helen Damp, nurse supervisor at Brady maternity hospital, has been announced.

Universal held a preview of "Smash-Up," arranged by Manager Gene Vogel . . . Jack Goldberg, new MGM manager, has inaugurated an "open door" policy. "I am glad to see and talk with anyone," he remarks . . . "The Best Years of Our Lives," which opened an indefinite engagement at Fabian's Grand May 2, will start a run at the Erie, Schenectady, May 28. For the Albany run a letter-writing contest was inaugurated in conjunction with the Knickerbocker News, with prizes ranging from passes to $50 in cash.

The Hoosick Falls Kiwanis club tied up with the New Theatre for a benefit show. Irving Barker manages the house for Elizabeth Graham . . . Returns from the Albany district in the Greek relief drive are slowly coming in, according to Ed Ruff, distributor chairman. A sound truck recently worked State and Pearl streets in an appeal for donations.

William C. Smalley of Smalley circuit has returned from a Florida vacation . . . The branch managers' drive at 20th-Fox closed May 3 . . . "Welcome, Stranger" was previewed three times here, favorable comment on the Bing Crosby opus following each showing . . . Floyd Fitzsimmons, MGM exploiteer, who is directing publicity for the Salvation Army in its area fund-raising drive, appeared in a photograph with Gov. Thomas E. Dewey and a group of SA officials.

BUFFALO

Recalling that one of the reasons Howard Minsky of 20th-Fox left Buffalo was because he couldn't find a place to live, and that similar situations existed in other exchange centers, let Filmrow be informed that BOXOFFICE's Buffalo reporter is preparing to sell his home and move to suburban Snyder. The house will go on the block any day. It is a six-room Colonial style single conveniently located and is not beyond the reach of the average family for these times. Schrader found a place with four bedrooms. (Note: This is an ADVERTISEMENT!)

Tent 7, Variety Club of Buffalo, observed preconvention night, April 27, at a cocktail party and buffet in the Delaware avenue clubhouse . . . RKO's bowling party has been set for May 12.

Columbia: Charlie Harter and family have moved into their new home in Kenmore. The sidewalk has not yet been laid, but Charlie doesn't care. He is a veteran and used to the lack of sidewalk.

Bob Ferguson is following in his father's footsteps and has become an apprentice booker . . . Louise Heukrath, head inspector, is an early bird. She's already taken a week of her vacation . . . Phil Fox brought his sons to the exchange for a visit. The boys can really sing. Ask Barbara Hartman.

Paramount: James McGovern, auditor from the home office, was in town. So was Andy Anderson of the accounting department. He went over the Buffalo exchange's new system . . . Dave Freedman is flying to Alabama to visit relatives in Anniston . . . Eddie Walter, formerly head booker, has been promoted to the post of Rochester salesman . . . Dick Etkin has returned to the booking department. Phyllis Sund is the new utility girl . . . Sally Bifarella is back at her desk after a ten-day illness.

Paramount's screening last week of "Welcome, Stranger" was a whopping success. Exchange personnel think it will be one of the best years, and figure on grosses passing even "Going My Way" . . . Paramount's District Manager Al Kane was in town last week.

At 20th-Fox, James McConnell, maintenance man, is reported ill at Deaconess hospital. Inspector Evelyn Garnham is seriously ill at Columbus hospital . . . Grosses are suffering in Buffalo due to wet, uncomfortable weather.

Award of Open Booking To Ernie Dodds' House

ALBANY—A consent award has been made in the AAA action instituted by Ernie Dodds against the Big Five in behalf of his Palace Theatre, Lake Placid, which gives that house open booking along with Schine's Pontiac at Saranac lake from December 24 to February 15, and from June 15 to September 15. During the balance of the year the Pontiac will have three days clearance.

The situations are nine miles apart.

Altona Getting Theatre

ALTONA, N. Y.—F. and A. Deyo will open the New Theatre here some time in June. The Deyos are now buying product. An attractive small house has been built by ex-GI Deyo for a town heretofore theatreless.



SELLS FIRST POPPY—Anne Jeffreys, featured in RKO's "Trail Street," sells the first poppy of the annual drive to Postmaster Albert Goldman of New York City.

Smakwitz Given Thanks In Nymegen Campaign

ALBANY — Albany's campaign to help Nymegen, Dutch city on which the American 82nd airborne division landed in September 1944 in one of the crucial battles of the war on the western front, reached a climax at a dinner here. Charles A. Smakwitz, assistant zone manager for Warner Theatres, acted as chairman of the mayor's committee. He arranged the dinner in four days and worked so hard he lost his voice the second day.

Smakwitz was officially thanked before 200 diners, including Maj. Gen. James M. Gavin, commander of the 82nd division; Mayor Erastus Corning and a representative of the Dutch ambassador; by Toastmaster Albert E. Oliver and John D. Hatch, who flew with three Albany newspaper and radio men to Nymegen on an inspection trip.

Albany theatres and radio stations, which played an important part in the drive to raise money and collect clothes for the needy of bombed Nymegen, were also praised for their contributions. Every local theatre ran a short reel in which Mayor Corning appealed to citizens for assistance. Three, the Palace, Strand and Grand, also showed an excellent short made in Nymegen under the direction of Dorothy Maulsby of DPM Productions, New York.

Charlie Charles and Wife Have Been Wed 35 Years

ALBANY—Charlie Charles, partner, in Advertisers Distributing Corp., and his wife celebrated their 35th wedding anniversary Monday. Charles recently returned to his Menands home after a long stay in Mary Imogene Bassett hospital at Cooperstown, following an automobile accident.

Holbrook Bissell, partner in ADC, is also home from the hospital. Charles and Bissell were driving to Buffalo on business when the crash occurred.

28 Years for Ullman

ALBANY—Saul Ullman, upstate general manager of Fabian Theatres, will celebrate his 28th anniversay with that circuit June 1. He sold for First National in New York when Si Fabian's father held the metropolitan franchise. Ullman has been division chief here since 1944, after serving as Schenectady city manager for a number of years.

BALTIMORE

The Duke and Duchess of Windsor were in town for a five-day visit. The duchess is a local girl . . . Mickey Hendrix, Hicks circuit; Harry Silver, Overlea and Cluster theatres, and Harry Vogelstein, Baltimore Poster Co., went to New York . . . A meeting was held at the home of Milton Schwaber, Schwaber circuit, at which committeemen were announced for the local industry's part in the United Jewish Appeal . . . The estate of the late Morris Rome, theatre owner and attorney, was listed at $239,124.62.

The three grand prize winners, at Variety Club's event were Howard Savitz, New Nemo, a new Buick; Al Zalis, an Oldsmobile, and Florence Schwaber, sister-in-law of Milton Schwaber, a new Ford . . . Mark Silver was in town last week . . . The Variety Club license tags run from 110-000 to 110-099 . . . Business in general is off . . . Rumor has it that "The Jolson Story" is slated to return soon at one of the downtown first run houses.

Jake Embry, WITH, was ill last week but has recovered . . . Walter Winchell and Bill Corum are expected in town May 7 in conjunction with the cancer drive . . . Henry Matcher, Rivoli Theatre, recently celebrated his 30th anniversary as manager.

Lauritz C. Garman, Uptown Theatre, celebrated his birthday last week . . . Paramount decorators are making innovations at Walter D. Pacy's Garden Theatre . . . August Buccheit, operator at the Pimlico, after making all the improvements himself on his new home on Covington street expects to move in next week . . . Warners short, "Minstrel Days," making the rounds of the neighborhoods, brought plaudits from the old-timers.

Pimlico opened its spring meeting Monday (28) with many local exhibitors in attendance . . . Dorothy Lamour and husband Bill Howard have been seen about the town quite frequently . . . The Mills Bros. have returned to Baltimore's Chanticleer . . . Jeff Donnell, Towson high school's contribution to Hollywood, has changed her studio from Columbia to RKO . . . The ice revue at the Sheraton Belvedere is terrific.

"The Yearling" opened at the Century Thursday (1) . . . Hippodrome is playing "Framed" . . . Keith's current attraction is "Easy Come, Easy Go" . . . "The Late George Apley" is currently playing at the New and will be followed by "The Homestretch" . . . Valencia is reviving "Destry Rides Again" . . . Little Theatre is playing "The Raider" to be followed by "Carmen" . . . After six weeks of "The Best Years of Our Lives" the Town is now playing "The Farmer's Daughter" . . . "The Fabulous Dorseys" is playing at the Mayfair.

Curtain Falls on Kaufman; 33 Years in the Wings

BALTIMORE—The final curtain went down on Harry Kaufman, head stagehand at the Hippodrome, ending a career of 33 years in the wings.

Kaufman's full name was Sidney H. Kaufman, but he never used his first name. He said it was "too high-toned."

Harry started at the turn of the century as a young boy in the fly gallery at Ford's Theatre, later becoming stage carpenter. He worked at several other Baltimore theatres and had been with the Hippodrome since 1914.

One of his close friends was Ben Bernie, whom he closely resembled. Bernie was making $2,000 per week at the time he made a special visit to Baltimore to see Harry.

Eastman Kodak Sales Up for '47 Quarter

FLEMINGTON, N. J.—Eastman Kodak Co. consolidated sales for the first quarter of 1947 totaled $71,500,000, an increase of $18,000,000 over the first three months last year, Thomas J. Hargrave, president, told the annual stockholders meeting here on Tuesday (April 29). Consolidated sales for the first quarter of 1946 were $53,000,000.

E-K stockholders approved a five-for-one split of the 2,488,242 shares of common stock into 12,441,210 common shares of $10 par value. Authorized common stock was increased from 2,500,000 no par shares to 20,000,000 shares of $10 per value. To preserve the relative voting rights between preferred and common, the stockholders approved 50 votes per share for common. The changes will become effective May 15.

Hargrave pointed out that sales have increased despite a price rise of approximately 15 per cent during the past seven years. He said that costs of materials have increased 60 per cent since 1939-40, and labor has gone up about 75 per cent.

The company president warned against over optimism concerning 1947 earnings and predicted a possible slack in demand for certain products. He also stressed the fact that the earning margin is steadily narrowing due to increased material and labor costs.

Though the company European branches are now operating profitably, Hargrave told stockholders most of the earnings are being used within the foreign countries for reconversion and building new manufacturing facilities. He said that E-K has resumed operations in Manila, Shanghai, Hong Kong, Singapore, Batavia and Java.

Independent Slate Named By Actors Equity Group

NEW YORK—A group of Actors Equity Ass'n members has drawn up an independent slate in opposition to the regular ticket as a result of the failure of the regular nominating committee to name Ilka Chase and Aline MacMahon for re-election. The independents feel that the omission of these two council members was an injustice.

The other candidates on the independent ticket are Ralph Bellamy, Alexander Kirkland, Mildred Natwick, David Wayne, Tom Ewell and Helen Ray, who will run for election to council June 2, when the organization holds its annual meeting.

The independent ticket pledges to continue to work for unity in Equity, for the improvement of working conditions and the creation of new spheres of employment for actors. The independents also endorse the re-election of Raymond Massey and Elliott Nugent, who will run on the regular ticket.

Jolson Attends Reopening Of 'Story' on Broadway

NEW YORK—Al Jolson attended the Victoria Theatre opening of "The Jolson Story," which returned to Broadway May 1, six months after its first showing at the Radio City Music Hall in October. This is the first film to open at a Broadway first run house immediately after completing the tour of the chain and neighborhood theatres, according to Columbia Pictures.

Jolson has risen in popularity in the last few months since he guest-starred on a number of radio programs, the phonograph record albums of his songs have broken all record sales and "The Anniversary Song," which he sings in the film, has been on the Hit Parade radio program since February 15.

Ten Hollywood Films Entered in Brussels

New York—Ten feature films produced in Hollywood have been entered in the Belgian Film Festival to be held in Brussels next June, according to E. Lapinere, Paris chairman of the MPA public relations committee.

The entries include: "Down to Earth" (Col), "Song of the South" (RKO-Disney), "The Best Years of Our Lives" (RKO-Goldwyn), "The Yearling" (MGM), "To Each His Own" (Para), "It's a Wonderful Life" (RKO), "The Razor's Edge" (20th-Fox), "The Egg and I" (U-I), "Humoresque" (WB) and "Carnegie Hall" (UA).

Notables at Dual Benefit Opening of 'Carnegie'

NEW YORK—Civic officials, stage, screen and society leaders attended the special benefit openings of UA's "Carnegie Hall" at the Winter Garden and Park Avenue theatres, Thursday (May 1). Proceeds from the Winter Garden showing will go to the New York Foundling hospital. The Park Avenue receipts will be donated to the pension fund of the New York Philharmonic-Symphony orchestra.

Those present at the Winter Garden benefit included Mayor William O'Dwyer, Kate Smith, John Garfield, Dolores Moran, Fred Waring, Mrs. Jan Peerce, Judge Dennis Cohalan, Edward Raftery, Paul N. Lazarus jr., Deems Taylor, Perry Como, Jimmy Dorsey, Mrs. Ezio Pinza, Gradwell L. Sears, Sam Dembow, Hans Yara, Pam Blumenthal and Mrs. Rose Gershwin.

Among the benefit patrons at the Park Avenue were Lily Pons and Andre Kostelanetz, Fritz Reiner, Lucy Monroe, Walter Reade, Anne Morgan, Mrs. Lytle Hull, Mrs. Lewis Cass Ledyard, Judge Joseph Proskauer and Mrs. Proskauer, Mrs. Harold Lehman, Fritz Kreisler, Elsa Maxwell, Countess Camargo, Mrs. John T. Pratt, Mrs. Arthur Lehman, Mrs. Edward Harkness, Mrs. Lauder Greenway and Mrs. William Andrews Clark.

Six Warner Pictures Set For London Showings

LONDON—Six Warner Bros. pictures have been set to open at the Warner Theatre here by Max Milder, managing director for Great Britain.

"That Way With Women" opened May 2. "Humoresque" will open May 9, "Stallion Road" will open July 4 and "Two Guys From Milwaukee," which has been retitled "Royal Flush" for release in England, will open July 18. "Nora Prentiss" will open August 8 and "The Two Mrs. Carrolls" will open August 22.

"The Fugitive," a British production, is set for June 13 at the Warner Theatre and another British film will go in July 25.

Last Rites for Friedman

NEW YORK—Funeral services have been held for Samuel Friedman, 63, father of Emanuel Friedman, Century Theatres Nassau county district manager. Interment was at Mount Hebron cemetery, Flushing, L. I.

Toscanini to Be at Golden

NEW YORK—Arturo Toscanini will be among the guests at the opening of 'The Barber of Seville" at the Golden Theatre, May 5. Proceeds from the opening will go to American Relief for Italy.

'Duel' Dirigible Flies Over Eastern Spots

NEW YORK—The "Duel in the Sun" dirigible, which is 265 feet long and 60 feet in diameter, made its first trip over Stamford and Bridgeport April 30. The dirigible, which is operated by the Douglas Leigh Sky Advertising Corp., has a running sign 27 feet high, and 170 feet long, and consists of 10,000 bulbs, 5,000 on each side.

The dirigible also visited New Haven and Waterbury May 1, Hartford May 2, Perth Amboy, Red Bank, Long Branch and Asbury Park May 3 and New Brunswick, Morristown and Flemington May 4. It will fly over New York City May 5 and 6 and also May 7, the day "Duel in the Sun" opens at the Capitol and 38 other Loew houses.

Technicolor Laboratories have completed a total of 305 prints of "Duel in the Sun," the largest number ever made for one feature. Three hundred of these have been shipped to the Selznick Releasing Organization's offices in the U.S. and five prints have been shipped overseas to the Philippines and other Pacific islands.

Many Openings for 'Duel'; Loew and Reade Included

NEW YORK—"Duel in the Sun" will open May 7 at four St. Cloud circuit theatres in New Jersey in addition to the simultaneous openings in 47 other theatres in the metropolitan area, according to Milton Kusell, general sales manager for Selznick Releasing Organization.

The four St. Cloud houses are St. Cloud, Washington; Palace, Flemington; Gem, Frenchtown, and Newton, Newton. The others include 39 Loew houses in New York, headed by the Capitol on Broadway, and eight Walter Reade theatres in New York and New Jersey.

Warner Bros. Holds 2-Day Meeting of Sound Men

NEW YORK—Warners held a two-day meeting of theatre zone sound engineers Monday and Tuesday (April 28, 29) at the home office, with Col. Nathan Levinson, head of sound activities at the studio, and Col. Frank E. Cahill jr., director of sound for Warner Theatres, presiding. Latest developments in sound equipment and modern improvements for projection booths were discussed.

Following the home office meeting, the zone sound engineers held regional meetings with their crews. There are more than 60 members of the circuit sound staff. Ernest Royls, sound activities head for the company in Great Britain, addressed the home office meeting.

Engineers attending included J. V. Cole, Albany; G. R. Beck, Milwaukee; R. H. Giles, Cleveland; C. J. Bachman, Newark; C. P. O'Toole, New Haven, W. J. Charles and Henry Eberle, Philadelphia; P. J. De Ivernois, Pittsburgh; John A. Pratt and D. Ferguson, Washington, and Joe Florio, New York.

Ticket-Taker, Operator Die

BUFFALO—A ticket-taker at Shea's Elmwood Theatre for 15 years, Christopher Gibney, 75, died at his home here Monday. J. Aichinger, 51, projectionist at the Little Hippodrome Theatre, also died Monday. Aichinger was employed by various community theatres and was an operator at the old Shea's Court Street Theatre, when it was a preview house.

HOLLYWOOD BOXOFFICE

NEWS AND VIEWS OF THE PRODUCTION CENTER

(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Research Council Is Moved to MPA

HOLLYWOOD—Research on technical and artistic improvements for motion pictures henceforth will be under the jurisdiction of the Motion Picture Ass'n instead of the Academy of Motion Picture Arts and Sciences. The jurisdictional change was made to protect MPA's investment of $100,000 for motion picture study.

Some weeks ago it was decided that MPA would appropriate the $100,000 as initial financing of a fund to be devoted to research. The appropriation was made at the suggestion of Eric Johnston as part of his long-range program for the industry. It now develops that the sum is to be used to finance further activities of the Academy's research council, whose work has been limited because the Academy was unable to finance the council to the full extent of its potential.

In view of the financing by MPA, chieftains of that organization decided it best to have the research council function under MPA control rather than the Academy's. Despite the change in administration and supervision, W. Frank Freeman continues as chairman of the council and William F. Kelley will stay on as its manager.

Bronston Sues Ed Peskay For $625,000 Over Film

HOLLYWOOD—A picture long since forgotten became the basis of litigation when Samuel Bronston, former United Artists producer, filed a suit against Edward J. Peskay, veteran distribution executive. Bronston claims that he planned with Peskay for the production of "And Then There Were None" for 20th-Fox release after he had purchased screen rights to the play, "Ten Little Indians."

His complaint states that he then became ill and Peskay took over the venture and made the picture. Bronston seeks to recover $500,000 in general damages, $100,000 for debts and $25,000 which he alleges to have advanced to Peskay.

Triangle Will Make First On Stage at Roach Studio

HOLLYWOOD—Indicative of how independent producers must jockey for space in which to shoot their pictures is the fact that Triangle, the Mary Pickford-Buddy Rogers-Ralph Cohn company, has made arrangements to shoot its first picture, "Sleep My Love" at the Hal Roach studio in Culver City. Triangle maintains its office headquarters on the Samuel Goldwyn lot, in which Miss Pickford has an interest, but no stage space is available there for the filming of its first venture.

Cinecolor Sees Increase In Raw Stock Supplies

HOLLYWOOD—Producers who desire to make films in color but have been frustrated by a dearth of tint photography facilities can be encouraged by a disclosure by Cinecolor that it expected an increase of 25 to 30 per cent in raw film stock by May 1. This will enable the company, its management says, to increase its billings by 50 to 60 per cent during the remainder of the fiscal year.

U-I Signs Karl Tunberg; He'll Do 'Central Park'

HOLLYWOOD—Karl Tunberg, who recently completed writing the screenplay of "Thunder on the Hill" for Universal-International, has been signed to a writer-producer contract by that studio. His first assignment under the new deal will be the Sigmund Romberg musical "Up in Central Park" which will star Deanna Durbin with William Seiter directing. It will be filmed in Technicolor.

Widder Joins Gene Autry

HOLLYWOOD—Lincoln Widder has left Republic studio, where he was a production executive, to become personal assistant to Armand Schaefer, president of Gene Autry Productions, which headquarters on the Columbia lot and is about to launch its program of Autry starrers for distribution by that company.

Texas Towns Stage Fiestas for 'Duel'

HOLLYWOOD—Continuing its propensity toward commanding a major share of the limelight in any situation in which it figures, David O. Selznick's "Duel in the Sun" was the entree on the week's gala premiere menu.

Five days of fiesta were celebrated in five Texas cities by proclamation of Gov. Buford Jester and the quintet of mayors of the respective cities of the Lone Star state when "Duel" made its debut in Amarillo and followed with gala premiere festivities in Fort Worth, Dallas, Houston and San Antonio Friday.

Stars who attended the festivities included Gregory Peck, Joseph Cotten, Lillian Gish and Guy Madison.

More than 100,000 citizens of Amarillo participated in the festivities which included a citywide barbecue, a civic celebration, various day and evening parades in which Texas Rangers, cowboys, Indians and others participated and the heroes and outlaws of Texas' pioneer days were depicted.

A special reception for Peck, Cotten, Miss Gish and Madison was held at Old Tascosa.

'Boatman' to Sail Again

HOLLYWOOD—Herman Millakowsky, independent producer, plans to produce a remake of "The Volga Boatman," for which he currently is seeking a release. The title will be changed before production starts.



DISCUSS WARNER FILM—Producer Jerry Wald of Warner Bros. and his staff are shown in conference for Warners' "Up Till Now" which will be filmed in Boston. Seen in Boston's Parker House, left to right: Wald; Delmer Daves, director; David Goodis, writer, and Leo Kuter, art director.

STUDIO PERSONNELITIES

Barnstormers

Metro

CLAUDE JARMAN JR set for personal appearance in connection with Saturday matinee showing of "The Yearling" at the Hollywood, Egyptian and Fox Wilshire theatres. He will be accompanied by "Flag," deer star of the film, and Chill Wills will act as master of ceremonies at both houses.

Blurbers

Independent

VANCE KING, newspaper and publicity man, signed as story editor of Scofield-Taylor Productions, producing under the banner of Four Leaf Clover Pictures. King will also supervise publicity and public relations.

United Artists

JACK COOPER set as publicity director for Sam Bischoff's new production organization, "Star Films, Inc."

Briefies

Columbia

Jules White will produce and direct "Sweet Vita-Mine," a two-reeler whose script was written by Felix Adler and which will star the Three Stooges, Moe and Shemp Howard and Larry Fine. Others in the cast are Emil Sitka and Christine McIntyre.

Metro

Latest Pete Smith Specialty two-reeler "Have You Ever Wondered?" has gone before the cameras. Pete Smith produces and narrates the short subject which is based on Pageant magazine's department of the same title. Dave O'Brien has the featured role. Screenplay is by Joe Ansen and David Barclay, who directs.

RKO Radio

Before the cameras went "Blondes Away," a two-reel comedy starring Leon Errol. Directed by Hal Yates, the film is produced by George Bilson.

Warners

ARTHUR G. COLLINS, director currently living in Australia, has been assigned to direct another short on Australian winter sports. He recently completed a single-reeler entitled "Down Under."

Cleffers

Columbia

GEORGE DUNING set by Cornell Pictures to compose background score for "Her Husband's Affairs."

Metro

GEORGIE STOLL set as musical director on "The Kissing Bandit."

Musical director chore on "Cass Timberlane" handed HERBERT STOTHART.

GEORGIE STOLL set as musical director on the Joe Pasternak production "On an Island With You."

Universal-International

Musical director assignments: FRANK SKINNER to "The Exile" and "Ride the Pink Horse"; FRANK SCHUMAN to "The Wistful Widow of Wagon Gap"; DANIEL AMFITHEATROF to "Ivy" and "The Lost Moment"; MIKLOS ROZSA to "Imagination"; HANS SALTER to "The Web" and "Singapore."

Warners

Cleffing chore on "The Voice of the Turtle" assigned MAX STEINER.

Loanouts

Monogram

BILLY HOUSE, under contract to U-I, has been borrowed by Producer Hal E. Chester for a featured role in "A Guy Named Joe Palooka."

United Artists

HELENA CARTER borrowed from Universal-International by Producer Sam Bischoff to play opposite George Raft in "Intrigue," which is under the direction of Edwin L. Marin.

Universal-International

Borrowed from Curtiz Productions by Robert Montgomery, FRED CLARK set for role in "Ride a Pink Horse."

Meggers

Metro

ROY ROWLAND signed to meg the Mickey Rooney starrer, "Killer McCoy," in which Elizabeth Taylor will have the femme topline. Sam Zimbalist produces.

Paramount

Producer Hal Wallis has picked up the option for another year of PAUL NATHAN, his executive assistant in charge of talent.

WILLIAM THOMAS himself will continue as director of Big Town series, produced by Pine-Thomas, for whom he has already megged two, "Big Town" and "I Cover Big Town." Next in line is "Big Town After Dark," starring Philip Reed, Hillary Brooke and Virginia Welles, with a fourth, "Big Town Scandal" also on his directorial slate.

RKO Radio

RICHARD GOLDSTONE handed production chore on "The Set-Up," recently purchased prizefight story by Joseph Moncure March, which Shepard Traube will direct. Art Cohn and Joe Landon are writing the screenplay.

WILLIAM PEREIRA handed a new long-term producer contract, and is preparing "Bed of Roses," by Hagar Wilde and "The Captain Was a Lady," by Neil Patterson.

EDWARD DMYTRYK set to produce and direct "The Harder They Fall," screen version of the forthcoming Budd Schulberg novel.

20th Century-Fox

Producer ROBERT BASSLER handed new long-term contract. On his current production schedule are "The Snake Pit" which he will co-produce with Anatole Litvak and "Green Grass of Wyoming."

United Artists

Directorial assignment on the Federal Films production "Babes in Toyland" handed EDGAR ULMER.

Universal-International

CLAUDE BINYON, recently signed to a director-writer contract, has been delegated to handle these chores on the MacKinlay Kantor novel, "Midnight Lace," which Joseph Sistrom will produce.

Warners

Director VINCENT SHERMAN signed to new contract.

Options

Columbia

ALAN MOWBRAY signed for supporting role in the Sam Katzman production "The Prince of Thieves," Cinecolor action drama in which Jon Hall stars. Femme leads handed PATRICIA MORISON and ADELE JERGENS.

LYNN MERRICK set for featured role in the Cornell Productions' "Double Take" which stars Franchot Tone.

Featured roles in the Sam Katzman musical production "Two Blondes and a Redhead" given JOHN MEREDITH, JOANEE WAYNE and RICK VALLIN.

Eagle-Lion

MARCIA RALSTON, after six years of retirement, given supporting role in "Out of the Blue."

Enterprise

Femme toplines opposite Joel McCrea in Harry Sherman's production "They Passed This Way" ticketed for FRANCES DEE.

Metro

LEON AMES added to "Alias a Gentleman" cast.

Monogram

JOSEPH CREHAN, JEAN ANDREN, GEORGE CHANDLER, LARRY BLAKE, CHARLES McGRAW, MURIEL KEARNEY, RICHARD REEVES, ART FOSTER, ANDY ANDREWS and KARL HACKETT added to the cast of "The Hunted." Allied Artists film starring Belita and Preston Foster.

New castings for "Robin Hood of Monterey" are THORNTON EDWARDS, JULIAN RIVERO, FELIPE TURICH, FRED CORDOVA and ERNIE ADAMS.

Paramount

JOHN ABBOTT and WALTER ABEL signed for featured roles in the Betty Hutton starrer "Dream Girl."

ANNE GILLIS ticketed for featured role in the Pine-Thomas production "Big Town After Dark."

Cast additions to the Alan Ladd-Preston Foster co-starrer "Whispering Smith" include JAMES DUNDEE and HANK WARDEN.

Role in the Pine-Thomas color film "Shaggy" given ALEX FRAZER.

PRC Pictures

JOHN IRELAND added to cast of "Tomorrow You Die," which Anton Mann is directing for Producer Chuck Riesner.

RKO Radio

TITO VUOLO set for role in the Samuel Goldwyn production, "The Bishop's Wife."

LEE BAKER added to cast of "Mourning Becomes Electra."

Republic

ADRIAN BOOTH draws top role in the mystery melodrama, "It's Murder, She Says." WILLIAM HEADE and BOB STEELE also signed for featured roles.

H. B. WARNER inked for role in "Driftwood." Allan Dwan is associate producer-director .

CHARLES McGRAW signed for role in "On the Old Spanish Trail." Other additions to the cast are FRED GRAHAM, MARSHALL REED and STEVE DORRELL.

20th Century-Fox

Supporting roles in "The Foxes of Harrow" assigned CELIA LOVSKY and JOSEPH CREHAN.

RICHARD GAINES set for featured role in the Sol M. Wurtzel production "Flamingo," which stars Don Castle and Virginia Christine.

Joining the cast of "Off to Buffalo," which is headed by Dan Dailey and Nancy Guild, are SIG RUMAN, HARRY SEYMOUR, LELA BLISS, PAUL HARVEY, HOWARD FREEMAN and GEORGIA CAINE.

FRANK LATIMORE, who had one of the top roles in "13 Rue Madeleine," has had his option lifted.

PEGGY ANN GARNER and CONNIE MARSHALL, moppets, handed featured roles in "Daisy Kenyon," which will star Joan Crawford, Dana Andrews and Henry Fonda.

United Artists

JEANNE CAGNEY set for role in Saroyan's "The Time of Your Life," which is under the guidance of Director H. C. Potter.

Trianale Productions signed DON AMECHE to star with Robert Cummings in "Sleep, My Love."

Universal-International

SIGNE HASSO ticketed for femme topline opposite Ronald Coleman in Kanin Productions' "Imagination." George Cukor will direct.

Warners

BARTON MacLANE handed featured role in "Silver River," the Errol Flynn-Ann Sheridan starrer. NORMAN JOLLEY set for role.

KYLE MacDONNELL, a former Conover model, signed to a term contract.

DICK ALEXANDER set for role in "Two Guys From Texas."

Scripters

Independent

FRANCIS SPENCER signed to write the screenplay of the Herman Millakowsky production, "Fear."

RKO Radio

SAM FULLER inked to scribble "Mr. Whiskers," which Theron Warth will produce.

HERMAN J. MANKIEWICZ signed to write the screenplay for the newly acquired Vicki Baum novel "Mortgage on Life." Story appeared originally in Collier's magazine as a serial under the title "The Long Denial."

20th Century-Fox

RING LARDNER JR. signed to a new writer's contract. He is currently scripting the Elizabeth Janeway novel, "Daisy Kenyon" and on its completion he will write the screenplay for "Britannia Mews," the Margery Sharp novel.

Screenplay assignment on the Louise Baker novel "Party Line" to DOROTHY HANNAH.

Universal-International

Screenplay of "Winchester '73," Diana picture which Fritz Lang will produce and direct, will be written by SILVIA RICHARDS.

Story Buys

Independent

American Eagle Films has purchased the psychological murder story "Dark Device," by Hannah Lees. Yarn appeared in the Saturday Evening Post.

"Double Image," novel by Arthur Herbert Bryant, has been acquired by Robert Aldrich, executive assistant to Director Lewis Milestone who recently megged "Arch of Triumph." Yarn takes place in a Florida motel during a 24-hour period and deals with the readjustment problems of a war veteran. Don Weiss has been set to collaborate with Aldrich on the screenplay. Enterprise, by virtue of a prior agreement, has initial submission rights.

Paramount

Pine-Thomas has acquired the screen rights to "Special Agent," original by Milton Raison. Story is about railroad detectives and will star Richard Denning.

RKO Radio

"Evening in Modesto," an unpublished short story by Albert Maltz, has been purchased. Story is a modern melodrama with California's famous vineyards providing the setting. Ralph Steiner will produce.

Republic

"Crimes of Catalina," original story by Martin Van Lass, has been acquired and set as the initial Roy Rogers starrer in Trucolor on the 1947-48 program. Yarn is a modern mystery melodrama with a western background and will be filmed, for the most part, at Catalina. William Witney will direct for Producer Edward J. White.

United Artists

Independent Producer Sam Coslow closed a deal whereby he has acquired the screen rights from Mary Pickford of "Champagne for Everybody," an

unproduced play by Laszlo Vadnay and Max Lief. Story is first of five under Coslow's new pact with UA.

Universal-International

A story with modern Palestine as its background entitled "The Danger Line" has been acquired and plans indicate it will be a big-budget production. No producer has as yet been assigned.

Technically

Columbia

CHARLES LAWTON chosen by Cornell Pictures as cameraman on "Double Take," mystery thriller under S. Sylvan Simon's direction. Assistant director's chore handed EARL McEVOY.

Paramount

Production assistant assignment on the Pine-Thomas color film "Shaggy" handed MATTY ROUBERT.

Lensing assignment on "Dream Girl" handed DANIEL C. FAPP.

Republic

JOHNNY GRUBBS assigned unit manager for Roy Rogers-Tito Guizar starrer, "On the Old Spanish Trail." Other assignments include JACK MARTA as cameraman; FRANK HOTALING as art director, and JACK LACEY as assistant director.

Universal-International

Head lensing assignment on the Douglas Fairbanks jr., production "The Exile" handed FRANK PLANER.

Warners

Art directors' assignments on four productions are: HUGH RETICKER to "The Persian Cat"; JOHN HUGHES to "The African Queen"; STANLEY FLEISCHER to "That Hagen Girl," and ROBERT M. HAAS to "Ever the Beginning."

Title Changes

Eagle-Lion

"Missouri Legend" is now TEXAS LEGEND.

RKO Radio

YOUR RED WAGON is the new handle for "Thieves Like Us."

Republic

MAD VENTURE is the new handle for the W. Lee Wilder production formerly known as "Complex."

20th Century-Fox

JULIE is the new handle for the George Jessel production "Dancing in the Dark."

Ratoff Signed to Direct 'Cagliostro' for Small

HOLLYWOOD — Independent Producer Edward Small has signed Gregory Ratoff to direct his forthcoming film "Cagliostro," based on the Alexandre Dumas novel "The Story of a Physician." The picture is to be made in Mexico and Ratoff is now in Mexico City establishing his headquarters at the Churubusco studios. Small is negotiating with several top star names for leading roles in the production which deals with a doctor whose hypnotic powers bring ruin to people he treats.

No release has as yet been set.

Monogram Men Meet

LOS ANGELES—Called by Steve Broidy, president of Allied Artists and Monogram, the west coast regional sales meetings for those companies were to be held here over the weekend. Broidy will preside at the conclaves. Preceding the sessions, Howard Stubbins and Mel Hulling, west coast franchise owners, were to be hosts at a cocktail party for personnel of the four coast offices and studio executives.

Paul Malvern Quits U-I

HOLLYWOOD—Paul Malvern, producer at Universal-International for the past five years, has severed relationships with the studio and checked off the lot. Malvern has been without an assignment for the past several months. No new affiliation has as yet been revealed.

Spearheads

By IVAN SPEAR

WITHIN the course of one week, three of Hollywood's ranking production executives saw fit to issue statements which, if taken seriously, could have a far-reaching effect on the motion picture industry's future policies, politics and public relations. Because of their possible significance, they rate some repetition and a touch of analysis.

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Walter Wanger, appearing as guest speaker at a luncheon of the Hollywood Advertising club, urged that the industry devote a million dollar annual advertising budget to improvement of Hollywood's public relations. Wanger opined: "I doubt that any industry has ever been maligned as much as Hollywood and has done so little about it.

"The trouble with Hollywood, I think, is that it has been so busy making and selling its pictures that it has done virtually nothing about selling itself. It has been singularly modest about its good points and has permitted scandalmongers and muckrakers to highlight its bad ones. Good advertising can play an important role in correcting this."

No one will gainsay the general logic of Wanger's idea, most especially the part thereof that holds forth on the merits of "good advertising" and Hollywood's need for it. But, as concerns the prescribed chronology of any campaign, he seems to be putting the cart ahead of the horse. That Hollywood has its bad points he admits. When a manufacturer has a product with bad points he at least tries to eliminate them before he undertakes to advertise his wares. Then there remains nothing but good points about which to shout.

Further, a million-dollar budget—or one many times that amount—will not stop the "scandalmongers and muckrakers" from highlighting the film capital's social, moral, matrimonial and ideological vagaries. Perhaps the princely annual advertising fund which Wanger advocates might somewhat discount the harm done by the scandalmongers and muckrakers but it could provide no magic formula completely to offset it.

It might be a more consistent procedure—and certainly a less expensive one—for Hollywood first to eliminate the scandal that is being mongered and the muck that is being raked. That would call for a little self-policing and self-restraint; would mean the obliteration of such situations as develop periodically because of l'affaires Sinatra, Flynn, Tierney, Chaplin, Hall—to name just a few of comparatively recent vintage.

And, before it starts spending millions to stress its good points, "modest" Hollywood well might cogitate on the advisability of excluding its periodical wars of ideologies. At those times, some of the film capital's foremost people themselves indulge in a bit of muckraking about one another, usually in paid advertising space which comes to the attention of and supplies potent ammunition for the more professional muckrakers. Wanger has at times been prominently identified with organizations engaged in such ideology warfare.

Let Hollywood advertise, by all means, but first let it get its house in better order so that the article advertised will in every detail fulfill the promise of the advertisements. That's fundamental merchandising procedure.

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From Jack Warner, vice-president in charge of production at the studio bearing his name, came advocacy of a militant fight by the motion picture industry on un-American ideologies; an all-out expose, via the nation's screens, of "backslid Americans."

"The backsliders, the in-betweeners and the straddlers are too content to drift with the dangerous tides the subversive elements are stirring," said Warner. "And too many sound-to-the-core Americans are thoughtlessly ignoring those tides. We've got to jar ourselves into alert awareness of what is going on . . . We believe that our films must reflect positive Americanism founded on the fundamental principles of the Declaration of Independence, our Constitution and our Bill of Rights."

Film Maker Warner's call to arms contains much to command the serious consideration of industry leaders, who as individuals must decide upon the wisdom of the course he urges.

In view of the precedentary gravity of his proposal, unfortunate it is, however, that much of its inherent claim to attention was discounted by the manner in which the propoundment was announced.

Alex Evelove's publicity department saw fit to make of the Warnerian plea for screen militancy against un-Americanism a medium of too-obvious publicity for several of the studio's pictures, past, present and future—most especially the upcoming "Up Until Now," which is just going into production and will be an expose of the effects of communist and fascist influence on American democracy.

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Last, but certainly never least, there was Samuel Goldwyn, whose "welcome" to the delegates who will attend the National Variety clubs convention went off on a characteristically individualistic tangent. Comparable statements of welcome were issued by the heads of all Hollywood studios. In every case they were expectedly formulaic in their cordial generalities, with only an occasional pass at personal or studio publicity.

Not so Goldwyn. He made of his welcome a vehicle through which to again urge Hollywood to "re-examine its methods" in order to prevent a "recession which could be serious."

The Goldwyn greeting to the convening barkers differed but little from his views anent Hollywood's productional shortcomings which he aired and which were widely printed upon his recent visit to New York. At that time, his opinions on the subject were roundly scored by production genii of opposing beliefs. Not the least of the rebuttals directed at him was a charge of "publicity seeking."

Regardless of who was right in that teacup tempest, doubted is the good taste of again dragging his opinions out of moth balls and tying them into his hail to the showmen who will attend the Variety conclave.

Again it is probably a manifestation of overzealousness on the part of a publicity department.

Executive Travelers

TOP PERSONNEL of RKO studio trekked eastward for business huddles in Gotham. Making the trip were N. Peter Rathvon, president; Dore Schary, executive vice-president in charge of production, and Perry Lieber, studio director of publicity.

Robert S. Wolff, RKO managing director for the United Kingdom, trained out for Manhattan after two weeks of studio conferences.

The same goes for Jack M. Votion, RKO production representative in Europe, who was here for three weeks of powwows. He plans to leave for his offices in London shortly.

John Harkins, director of advertising and publicity for the sharecropping outfit of Robert Riskin Productions, checked out for a stay in Gotham. While there he plans to meet with RKO executives in connection with the forthcoming campaign on Riskin's first independent production, "Magic Town."

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Mighty Leo rolled out the red carpet for Nicholas Schenck, president of Loew's, Inc., who arrived from Gotham for confabs with Louis B. Mayer and other MGM executives.

Fred Quimby, head of the short subject department at MGM, trained out for Manhattan to confer with Admiral Byrd about production of a two-reeler on the Antarctic.

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Arthur Krim, Eagle-Lion president, checked out for New York where he will meet with J. Arthur Rank, chieftain of the English outfit bearing his name. Krim recently held several huddles in England with Rank regarding reciprocal releasing deals.

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After completing Los Angeles Filmrow labor contract negotiations, C. J. "Pat" Scollard, Paramount home office executive, returned to New York.

William Hurworth, general sales manager for Paramount in Australia and New Zealand, and Stanley H. Craig, general manager in New Zealand, are expected in California shortly. Upon arrival they plan to entrain for New York for two weeks of conferences and on their return to the coast, en route home, will visit the studio.

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William Z. Porter, contract manager at Monogram, checked out for Chicago to confer with home office executives of Ideal Pictures Corp. Latter company several years ago made deal for 16mm distribution of Monogram output of noncommercial accounts.

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Nate Blumberg, Universal Pictures president, trained for Manhattan after conferring with production officials for the last month.

Monroe Greenthal, head of his own advertising and publicity outfit which handles U-I campaigns, left for New York after huddling with John Joseph, the company's ad and publicity head.

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Lester Cowan, Artists Alliance co-owner with Mary Pickford of AA, returned to his desk after three weeks in Manhattan during which time he interviewed artists and looked over play properties.

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Enterprise head men Charles Einfeld and David Loew as well as Producer David Lewis and Rudolph Polk, musical director, were back at their desks after several weeks of confabs in New York.

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Sol Schwartz, vice-president in charge of theatre operations for RKO, arrived from Mexico City for a short stay before heading for his Gotham headquarters. While in Mexico he made an inspection tour of the studios.

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Herbert J. Yates, president of Republic, and William Saal, his executive aide, planed in from New York after attending the initial meeting of the newly elected board of directors.

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Mitchell Hamilburg, vice-president of Gene Autry Productions, trained out for Gotham where he will confer with Autry, who is there now, and A. Montague, general sales manager of Columbia, on distribution of eight western musicals which the cowboy star will make during the next two years.

Hollywood Charity Group To Elect Officers May 13

HOLLYWOOD—With the election of officers slated as the most important piece of business, the annual meeting of the Permanent Charities committee will be held the night of May 13 in the Screen Actors Guild board room. Executive Vice-President Edward Arnold called the yearly conclave.

Other business to be handled at the meeting will include seating of new committee members, and consideration of the response from 54 union, guild and industry groups composing the committee to a proposal to authorize distribution of campaign receipts to worthy charities other than Community Chest, Red Cross and National Foundation for Infantile Paralysis.

Allocations of funds collected in the annual charity drive in Hollywood studios originally were made to the three charities, but allocations totaling $275,783 from the 1947 drive have been rejected by the Red Cross and Infantile Paralysis Foundation.

Committee directors decided March 23 to request permission from union, guild and industry groups to distribute this $275,783 among other worthy charities and to broaden the solicitation in future campaigns to include other charity organizations.

20th-Fox Location Dep't Consolidated With Joy

HOLLYWOOD—The location department at 20th-Fox has been consolidated with the activities of Col. Jason Joy's public relations office. The merger was not brought about as an economy move but to cordinate overlapping functions. Clarence Hutson becomes manager of locations with W. F. Fitzgerald as his assistant, and Don Bower, Pat O'Hara and Ralph De Lara on the staff. Ray Moore remains as manager of rail and air transportation department.

WB Uses Two-Way Radio

HOLLYWOOD—Warner Bros. now has in use by its location company of the Errol Flynn-Ann Sheridan starrer, "Silver River," the first mobile short-wave sending and receiving set for communication between the outfit and the studio. The set has been licensed by the Federal Communications Commission and is the first of four to be used by the studio.

Stars Aid Benefit

HOLLYWOOD—Eddie Cantor, Jimmy and Lucille Gleason, Peter Lind Hayes, Dennis Day, Pearl Bailey and Eileen Barton entertained at a B'nai B'rith benefit to raise funds to aid hospitalized veterans.

Hugh Bruen Projects To Cost Half-Million

WHITTIER, CALIF.—Hugh Bruen, veteran western showman and sole owner of all of the motion picture theatres in this city, plans an expansion and building program which will call for the expenditure of well over a half million dollars.

He is to spend approximately $40,000 on his three houses here—the Roxy, Wardman and Whittier.

As soon as materials are available, he will build a fourth house, budgeted at $350,000, to be called the Dorland. It will be stadium type and will utilize all of the latest developments in theatre construction. The Dorland will seat 1,100.

Also in the planning stage is a 1,000-seater, to cost $250,000 and to be built at Whittier boulevard and San Gabriel in Pico, contiguous city.

Mary Pickford Alleges Actress Breached Pact

HOLLYWOOD—Reversing normal procedure which provides for actors and actresses suing studios, Mary Pickford through her Pickford Corp. has filed suit alleging breach of contract against actress Dorothy Hart. The action undertakes to recover $79,300 and is based on Miss Hart's alleged failure to fulfill a contract for appearance in "There Goes Lona Henry," which Miss Pickford proposed producing.

The complaint states that Miss Hart was tested for the part, agreed to play it and subsequently refused. The amount of claimed damages is represented as the money spent in preparing the film for lensing.

Miss Hart subsequently made one picture for Columbia and currently is under contract to Universal-International.

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U-I was made defendant in a suit brought by Frederick Jackson who claims that the studio used without his permission the title of his play, "Slightly Scandalous."

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Seeking to recover $50,000 for alleged damages, Byron Morgan, screenwriter, brought suit in superior court against Columbia Pictures, which allegedly failed to accord him proper screen credit for his work on that studio's "Gallant Journey."

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Sunset Productions, an independent company headed by Franklin Gilbert, named PRC in an action asking $35,750 for alleged breach of contract. Sunset's complaint avers that a deal had been entered through which the company was to make two pictures for PRC but that after one, "Lighthouse," was completed, PRC canceled arrangements for the second, "True Story."

Joe E. Brown Will Return To Screen in 'The Years'

HOLLYWOOD—Joe E. Brown, who has not made a picture in these many years, because during the war he devoted all his time to the entertainment of troops all over the world, and more recently has been playing the lead in the Chicago company of the stage play "Harvey," will return to the screen as one of the stars of Edward L. Alperson's production, "The Tender Years," which the latter will make for 20th-Fox release. Brown will portray a Protestant minister.

'Calcutta' Scores 175 In Opening at Frisco

SAN FRANCISCO—With the exception of the top 250 per cent barometer reading for the sixth week of "The Best Years of Our Lives" at the United Nations, the opening of "Calcutta" at the St. Francis breezed up a slight storm with 175 per cent. The Esquire wasn't far behind with a reading of 165 for its opening week of "The Macomber Affair."

Esquire-Tivoli—**The Macomber Affair** (UA); **Blondie's Big Moment** (Col).....165
Fox—**The Sea of Grass** (MGM); **The Guilty** (Mono).....130
Golden Gate—**The Devil Thumbs a Ride** (RKO); stage show.....140
Orpheum—**Ramrod** (UA); **Shoot to Kill** (SG).....160
Paramount—**The Imperfect Lady** (Para); **Easy Come, Easy Go** (Para).....125
State—**My Favorite Brunette** (Para); **Blondie Knows Best** (Col), 4th wk.....130
St. Francis—**Calcutta** (Para).....175
United Artists—**The Private Affairs of Bel Ami** (UA).....115
United Nations—**The Best Years of Our Lives** (RKO), 6th wk.....250
Warfield—**It Happened in Brooklyn** (MGM); **Jungle Flight** (Para).....120

'Yearling' Tops Percentages In Los Angeles Opening

LOS ANGELES—While the ray of sunshine was comparatively pallid, for the first time in several weeks local first run grosses showed a tendency to climb, due largely to the scores recorded by newcomers to the de luxe screens. Topping everything was "The Yearling," making its debut here at popular prices. In most instances holdovers also reflected a stronger trend.

Belmont, El Rey, Orpheum—**Tarzan and the Huntress** (RKO); **The Devil Thumbs a Ride** (RKO).....175
Chinese, State, Uptown and Loyola—**The Late George Apley** (20th-Fox), 2nd wk.....140
Downtown Paramount—**Hit Parade of 1947** (Rep); **Calendar Girl** (Rep).....70
Egyptian, Wilshire and Los Angeles—**The Yearling** (MGM).....200
Four Star—**Johnny O'Clock** (Col); **Bulldog Drummond at Bay** (Col), 3rd d. t. wk.....150
Vogue—**Duel in the Sun** (SRO), 17th wk.....Roadshow
Four Music Halls—**The Private Affairs of Bel Ami** (UA), 2nd wk.....150
Bruin, Ritz, United Artists, Studio City, Iris and Carthay Circle—**The Egg and I** (U-I), 4th wk.....125
Hillstreet—**Framed** (Col); **King of the Wild Horses** (Col).....150
Hollywood Paramount—Same as Downtown.....100
Million Dollar—**Lost Honeymoon** (E-L); **It's a Joke, Son** (E-L).....100
Pantages—Same as Hillstreet.....150
Warners Downtown, Hollywood, Wiltern—**The Sea Hawk** (WB); **The Sea Wolf** (WB), reissues.....150

'Best Years' Continues to Lead Seattle Boxoffice Parade

SEATTLE—"The Best Years of Our Lives" continued to lead the boxoffice parade by a wide margin in the fourth week at the Music Hall. "Dead Reckoning" at the Liberty was the closest to it with 110 in a second week.

Blue Mouse—**Open City** (Mayer-Burstyn), 2nd wk...100
Fifth Avenue—**Carnival in Costa Rica** (20th-Fox); **Jewels of Brandenburg** (20th-Fox).....80
Liberty—**Dead Reckoning** (Col), 2nd wk.; **For the Love of Rusty** (Col).....110
Music Box—**Alexander's Ragtime Band** (20th-Fox), reissue; **The Brasher Doubloon** (20th-Fox), 2nd d. t. wk.....55
Music Hall—**The Best Years of Our Lives** (RKO), 4th wk., roadshow.....160
Orpheum—**Pursued** (WB).....110
Palomar—**Her Sister's Secret** (PRC), plus stage show.....85
Paramount—**Sinbad the Sailor** (RKO), 2nd wk.....80
Roosevelt—**Song of Scheherazade** (U-I), 3rd d. t. wk.....90

'Best Years' Still Top Grosser In Seventh Week in Denver

DENVER—"The Best Years of Our Lives" was held for its eighth week here, four at the Aladdin and four at the Rialto.

Aladdin—**Boomerang** (20th-Fox); **Cigarette Girl** (Col), 2nd d. t. wk.....120
Bluebird—**The Jolson Story** (Col), 7th d. t. wk.....90
Broadway—**Gallant Bess** (MGM); **Born to Speed** (PRC), 3rd wk.....90
Denham—**My Favorite Brunette** (Para), 3rd wk.....75
Denver and Webber—**Alexander's Ragtime Band** (20th-Fox); **The Brasher Doubloon** (20th-Fox).....100
Esquire—**Fantasia** (RKO).....150
Orpheum—**The Sea of Grass** (MGM); **Secret of the Whistler** (Col).....140
Paramount—**Love and Learn** (WB); **Fall Guy** (Mono).....105
Rialto—**The Best Years of Our Lives** (RKO), 7th d. t. wk.....160

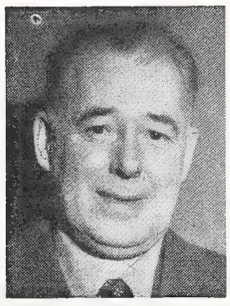
First Coast ITO Meeting Since '41 to Open May 5



FRED WEHRENBERG



LOREN L. RYDER



ROBERT H. POOLE



MORRIS LOEWENSTEIN

LOS ANGELES—Several independent exhibitor groups from elsewhere in the nation will be represented at the annual convention of the Pacific Coast Conference of Independent Theatre Owners, scheduled to open here May 5.

Proximity of the coastal powwow to the national convention of Variety Clubs which follows shortly thereafter has been responsible for a generally good response to PCCITO's invitation to other organizations to send observers to the annual gathering, the first to be held since 1941.

Among those listed as speakers are Robert H. Poole, executive secretary, PCCITO; Fred Wehrenberg, president, and Morris Loewenstein, secretary of MPTOA; Donald Nelson, president of the Society of Independent Motion Picture Producers; Robert Graham, lawyer, Seattle; Byron Bryant, lawyer, San Francisco; and Loren Ryder, president of Society of Motion Picture Engineers.

Mayor Fletcher Bowron will extend an address of welcome on the convention's opening day, business of which will be limited to registration and introduction of PCCITO trustees and visitors from other exhibitor groups. Business sessions will start the following day and carry through Thursday with a closing banquet in the evening.

Subjects to be discussed by speakers and in open forums include the federal court decree, Ascap, local checkers, arbitration, state and municipal admission taxes, clearances and runs and "those unfair practices detrimentally affecting independent theatre operation."

Actors Nelson Eddy and Ronald Reagan have agreed to make appearances at the convention and other entertainment features have been arranged for every day.

Others prominent in exhibitor group activities who have agreed to attend:

Dr. J. B. Fishman, president, Allied Theatre Owners of Connecticut.

Clarence J. Severson, president, Montana Theatres Ass'n; heading the Montana delegation of J. H. Moran, Rex Flint, Herb Bonifas, Jack Suckstorff, Hy Knutson, Hilmer George, Hugo Jorgeson and Mrs. Flasted.

Mrs. Mildred Wall, president, Southern Idaho Theatre Owners.

Sam Gillette, president, Intermountain Theatre Ass'n.

Victor Anderson, president; Ralph Trathen, secretary-treasurer, and Francis Feltch, director, Utah Theatres Ass'n.

Dave Palfreyman, Motion Picture Producers Ass'n, Washington.

PCCITO trustees who will be in attendance are L. O. Lukan, Seattle; Rotus Harvey, San Francisco; William Graeper, Portland, and Hugh Bruen, Los Angeles.

Starlets of Eagle-Lion At Bow of 'Honeymoon'

PORTLAND—Eagle-Lion sent three cinema ambassadors here last week for the northwest premiere of "Lost Honeymoon" at the Mayfair Theatre. Making the publicity jaunt were starlets Frances Rafferty and Chili Williams and comedian Benny Rubin.

'Duel' Openings Set

PORTLAND—"Duel in the Sun" opens simultaneously May 7 in three of Oregon's largest theatres, the Broadway in Portland, and theatres in Pendleton and Astoria. All are Parker houses.

Day-and-Date Bookings Set for WB 'Cheyenne'

DENVER—Fox Intermountain Theatres has set the first group of 24 day-and-date prerelease bookings of Warners' "Cheyenne" for May 25 to follow the opening in Cheyenne May 22.

Theatres in this group, many of which have deviated from customary policy in order to open simultaneously on that day, include the Boulder, Boulder; America, Sterling; Fox, Trinidad; Kiva, Durango; America, Fort Collins; Fox, Longmont; Fox, La Junta; Skyline, Canon City; Egyptian, Delta; Fox, Montrose; Fox, Leadville, and Fox, Walsenberg, all in Colorado.

Others are the Fox, Laramie; Rialto, Rock Springs; Wyoming, Sheridan; Strand, Rawlins, and Victory, Kemmerer, all in Wyoming; Paramount, North Platte; Fox, Sidney; Fox, McCook; and Alliance, Alliance, all in Nebraska; Montana, Butte, Mont., and Rio Grande, Las Cruces and Serf at Las Vegas, N. M.

"Cheyenne" will premiere at the Lincoln, Paramount and Princess theatres in Cheyenne. Gov. Lester C. Hunt of Wyoming has endorsed the film.

Evergreen Men at Portland Meet



A get-together of Evergreen State district managers with Charles P. Skouras, head of National Theatres, was held recently at Portland. Chatting with Skouras are, left to right: Herb Sobottka, assistant Seattle district manager; Carl Mahre, Washington district; Skouras, and M. M. Mesher, Oregon district.



Here are several of the bookers and film buyers who attended the Portland meeting. Left to right: Louis S. Metzelaar, Oregon district booker; Vic Gauntlett, Seattle advertising manager; Eddie Zabel, film buyer for National Theatres; Irving Barry, Seattle district booker; Frank X. Christie, Evergreen film buyer, and Doug Forbes, Washington district booker.

Starlets of Eagle-Lion Spur Seattle Premiere

SEATTLE — Eagle-Lion released "Lost Honeymoon" and "It's a Joke, Son!" in this area following a whirlwind campaign over the radio in the newspapers and with personal appearances.

The bill opened at the Music Hall with Frances Rafferty and Chili Williams, starlets, and Benny Rubin on the stage for two days. Vern Berg, Eagle-Lion representative, with the assistance of Vic Gauntlett, Evergreen ad head, handled the campaign which included press interviews and radio appearances. Newspapers cooperated with all three dailies giving news and art breaks to the Hollywood visitors.

A cocktail party the day before opening brought local exhibitors, newspaper men and radio representatives together. The trio was scheduled to appear in Wenatchee, Wash., simultaneously with the Wenatchee apple blossom festival.

Linds in a Record

PORTLAND—Establishing a record night club run for the Rose city are the three Lind Bros., who have been playing the King o' Clubs for the last 12 weeks. They are expected to close shortly due to film commitments.

Performs Before Kids

HELENA, MONT.—Cal Shrum, screen, stage and radio star, appearing here in person with his musical show, gave a special children's program for children of St. Joseph's and Deaconess orphanages and Shodair hospital.

Mount Tabor Improved

PORTLAND—New sound and projector equipment and a new screen has been installed in the Mount Tabor Theatre. Owners are Carl F. Lowe and Eddie Boyer.

Showmen in Portland Vision 'Fatted Calf'

PORTLAND—Theatre managers and owners, big houses and small, are awaiting the "fatted calf" come this June and July in the Rose city—when Portland goes all out for its biggest summer holiday season in a decade.

First to swell the city's coffers and boost business generally will be the city's traditional Rose festival, June 10-15. Big day of that celebration will be June 14, when the city stages its mammoth floral parade, attracting some 200,000 persons to downtown streets. Every night during the festival season, large outdoor programs are planned, which will keep Oregonians in a festive and entertainment-seeking mood.

However, climaxing this year's holiday season will be the national Elks convention, slated to be held in Portland July 13-18. Some 50,000 Elks from every state in the Union are expected to attend. Parades and special programs are planned for this week.

According to Portland theatre heads, the city's theatres will be keyed to top pitch for the expected skyhigh increase in boxoffice intake. Outstanding pictures will be booked with advertising budgets due to be doubled for June and July.

"This is one of those years you dream about," one theatre manager explaimed. "We can't miss. This is our chance to really step out and show what we can do to give the public real entertainment and hospitality."

Sidney Wieder to Top Post Of Preferred Theatres

LOS ANGELES—Sidney R. Wieder, who recently resigned as San Diego city manager for Fox West Coast Theatres, has joined Preferred Theatres Corp. as general manager of five southern California film houses. Theatres Wieder will take over for Preferred are those being divorced from pooling arrangements with FWC. Independent operation starts July 1 and covers the Plaza, Mission and Aztec in San Diego, the Palace, Long Beach, and the Nile, Bakersfield.

Wieder will headquarter in San Diego.

Executives of FWC have decided not to fill the position vacated by Wieder, due to their anticipation of losing three local theatres through a recent pool grouping. The Plaza, Azteca and Mission are being returned to former owner June 24.

NTS Meeting May 5

SAN FRANCISCO—National Theatre Supply Co. western branch managers will attend a sales meeting in the Palace hotel here May 5. Walter Green, NTS president, and Oscar Oldknow, vice-president, will conduct the sessions, aided by district managers Joe Stone, Denver; Lloyd Ownbey, Los Angeles; Oscar Chinniguy, Seattle, and Heaton Randall, San Francisco.

Downtown's Face Lifted

PORTLAND—The previously second run Downtown Theatre has changed hands and is being given a facelifting under the ownership of Ted Gamble enterprises. The theatre, to be named the New Century, will be first run.

Mann Visits Portland

PORTLAND—Harold Mann, former Portland theatre man, visited here recently from Hollywood, where he is in photography. He filmed the Academy award dinner.

Expansion of Films Cited by MPA Aide

LONG BEACH, CALIF.—There is a current worldwide awakening to a new three-way interest in motion pictures as the modern story teller, news reporter and classroom teacher, Mrs. Alice Evans Field of the Motion Picture Ass'n declared in an address before the state convention of the California Congress of Parents and Teachers.

"Inevitably the motion picture industry is responding to this push," Mrs. Field, director of the MPA department of studio and public service, said.

PRIMARILY ENTERTAINMENT

"Primarily a medium of entertainment for the masses who reflect their satisfaction in a weekly attendance of many millions, it is constantly reaching out to attract new audiences through the presentation of more mature themes and a more artistic expression.

"In so doing it invites the criticism of the more thoughtful people. Some of that criticism is sane and helpful. Some of it is of the supercritical type that tries to crush all life into its own narrow, personal point of view."

Mrs. Field told of the establishment by the MPA of a Children's Film library, including film classics of other years to supplement selected current pictures. The parents and teachers who asked this program, she said, must provide the constructive leadership for its success.

CLASSROOM FILMS NEEDED

"Classroom films integrated with approved courses of study," Mrs. Field said, "are needed if today's children are to be properly trained to meet conditions of a rapidly changing world."

"Working with the American Council of Education," she said, "the motion picture industry is now embarked upon an experimental film project, producing and testing classroom films in four areas—world geography, democracy, mathematics and art. To date funds approximating half a million dollars have been allocated by the industry to finance this work."

Virginia City Location Planned for 'Montana'

GREAT FALLS, MONT.—Clarence Golder, member of the Montana Chamber of Commerce, has been requested by Al Schwalberg, sales manager of Eagle-Lion, to supply historical data and information concerning suitable locations for "Montana," to be made in Technicolor.

Virginia City probably will be the chief location. Now a ghost town, Virginia City was the scene of early day gold rushes and is noted for being the home of Henry Plummer, onetime sheriff-bandit, who with his gang of road agents met a premature death at the end of the vigilantes' rope.

Bryan Foy is in charge of the production. Golder is also manager of the Civic Center Theatre in Great Falls.

Stanley Hawkins Rites Held

HOLLYWOOD—Funeral services for Stanley E. Hawkins, 48, commercial manager and secretary of Sound Services, Inc., were held April 28 at Wee Kirk of the Heather, Forest Lawn. He died April 24, following illness of several weeks. Hawkins, who was long associated with Western Electric Co., and for several years studio manager for General Service studios, is survived by his widow, mother, and three sons—Norman, Robert and Donald.

SAN FRANCISCO

Dan McLean and Lee Dibble, owners, have switched to a policy of second run quality pictures at their Market street Embassy Theatre . . . The T&D Theatre at 429 Eleventh St. in Oakland was robbed of $140. At 1:45 a. m. a "nervous, left-handed" gunman flashed a pistol at cashier Fay Macarai, who reports: "I gave him the money quick!"

Ann House, Warner exchange employe, left for Honolulu to join her husband . . . Myron Hopkins, shipper at Monogram, is vacationing . . . A crowd gathered in front of the Monogram office to watch a sign painter decorate the front window with, "Distributors of Allied Artists Productions."

"The drive is on boys! The drive is on!" sing the gay salesmen along the Row. Warners has started is April 27-July 26 anniversary drive, and PRC is beating the drum for its Pledge Record contract drive from April 23 to August 30 . . . The Motion Picture Colosseum of America's local lodge had its monthly meeting and dinner last week at the Alexander Hamilton hotel. President Floyd Bernard, who returned recently from National Colosseum convention, reported that film salesmen throughout the country were organized over 60 per cent.

"That's My Man," Republic ace production starring Don Ameche and Catherine McLeod, has been booked far in advance for its Market street debut . . . "The Last of the Mohicans" and "Kit Carson" double bill has taken Market street by storm . . . Cecelia DeMartinia, secretary to Sid Martenstein, has resigned. She is expecting a baby . . . Pat Evans and June Braden are new at the local PRC Eagle-Lion office.

The new Del Rio Theatre in Riverbank built by Frank Peters, owner of the Escalon show house, was to open April 30. The house is a 750-seater with Simplex booth equipment and American Seating Co. chairs. Peters expects to construct a theatre in Escalon but is having difficulty in securing a location.

David A. Williams, owner of the new River Theatre in Guerneville, expects the house to open very shortly. It is a modern structure having a tavern and restaurant in conjunction with it. The theatre will cater to a high type clientele, principally vacationers from the Bay area. The buying and booking is being handled by Ed Rowden Theatre Service.

Rodda Harvey brought to his Westland Theatres home office a profusion of beautiful roses grown at his home in Stockton . . . Hannah Oppie, secretary at Independent Theatres Owners office, is back on the Row again . . . Rotus Harvey, head man at the Westland Theatres who is the property master of the new Variety Club here, is now the owner of a magnificent mustache. Looks swell, too!

The Farmersville Theatre project has received its CPA approval and construction will start immediately. The theatre, a member of the Westland circuit, will seat 600, all on one floor . . . Noline Etchegoyhen, manager of the American Theatre in Winnemucca, Nev., went to Oakland for a one-day visit with friends, but she contracted the mumps and has been there much longer than she intended. Noline says that it never fails—when she comes to California something always happens.

Manager Edward Weber of the McCloud Theatre in McCloud is the papa of a baby boy named James Edward . . . The wife and three children of Ray Kaliski, Screen Guild salesman, who have been in Honolulu the last month, will remain there six months.

Dr. Paul Singh, former professor of political science at the College of Pacific in Stockton, has a role in "Calcutta," currently being shown on Market street, although his primary job was that of technical adviser . . . Peggy Cummins, the British actress, was in town last week to meet the local press at a luncheon.

Schoolboy patrolmen of Central and Fremont schools in Menlo Park will see a free show every month through the courtesy of Al Laurice, manager of the new Park Theatre. The first show was attended by 28 patrolmen. Afterward they were treated to milkshakes . . . A baby named Mary Katherine was born to the Eddie Skolaks. He is president of the Follies Theatre here . . . Sid Weisbaum, Sunny Mount Theatres, was seen walking down Market street with his arms loaded with framed pictures. None of them were of girls!

San Diego Fox Will Stage Cripples' Benefit May 26

SAN DIEGO—The Fox Theatre here will be the scene of a gala benefit show, featuring Art Linkletter and a combination of his two famous radio shows, "House Party" and "People Are Funny," on May 26.

The event will be sponsored by the local Thursday club, with proceeds going to the Crippled Children's home. The Fox Theatre is donating the use of house as its contribution to this worthy cause, according to Manager Ray Lindsey.

A special preview will follow the two-hour stage show. Lindsey added that this kind of cooperation by the theatre more than pays in goodwill.

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Uniform Censorship Over Australia Is Being Considered in All States

By WILLIAM BEECHAM

Australian Bureau BOXOFFICE

PERTH, W. A.—The annual report of the chief film censor (Mr. Alexander), shows that imports of all classes of standard films in 1946 totaled 2,064,513 more than for the previous 12 months. Of these, 384 were feature films —319 from U.S.A., 42 from Great Britain and 23 from other countries. Nine films failed to pass the censor, and nearly 230,000 feet were cut from others.

Australia exported a total of 684 films (1,558 reels), of which 107 went to the U.S. Thirty-two went to other foreign countries, and 545 to other parts of the British Empire. Most were newsreels and documentaries. "The Overlanders" and "Smithy" being the only full-length films to be exported.

Of local production the censor reported: "The standard of production so far achieved, the wholesome choice of themes, and the direction and portrayal of characters might well be followed in all Australian productions. Any deterioration would be a retrograde step unacceptable to Australian audiences and detrimental to Australian productions overseas."

WANT UNIFORM CENSORSHIP

The chief censor reports that legislation to make censorship uniform throughout Australia is now being considered in all states, and that the proposed legislation will be based on the provisions of the Victorian Theatres act.

He advocates Australia-wide extension of Children's Cinema clubs, and says:

"As programs suitable for children's sessions or matinees have, during recent years, become a burning question with parents and social organizations throughout the commonwealth, it is worthy of note that Hoyts Theatres, Ltd., has inaugurated Children's Cinema clubs in key centers in New South Wales which provide suitable children's programs on Saturday mornings.

"Greater Union Theatres is also inaugurating a somewhat similar session on Saturday afternoons. While still in the experimental stage, this endeavor to cope with a controversial social problem is worthy of the utmost support, and is commended to parents of young children and to those social organizations interested in child welfare with a view to affording publicity and assistance in promoting the greatest interest in these activities, sufficient to warrant their retention and Australia-wide extension."

BANNED FILMS UNREPORTED

The minister for trade and customs (Senator Courtice) replying to a recent question in the federal house of representatives, said that the commonwealth film censor was responsible to him, and that reports dealing with film censorship were voluntarily submitted. "It is not proposed to ask the censor to report to parliament," he said, "and there is no obligation on him to report the names of the films which he bans."

* * *

The report of the commissioner of taxation, recently tabled in Canberra, discloses that entertainments tax collected during the period July 1, 1944, to June 30, 1945, totaled 5,059,237 pounds ($24,284,337 at par). Of this, 3,678,211 pounds ($17,655,413) came from levies on attendances at motion picture theatres. This was $792,441 greater than the amount collected from cinemas during the previous 12 months.

The number of admissions increased from 145,763,069 to 151,144,831, admissions in individual states being: New South Wales, 62,825,030; Victoria, 38,367,696; Queensland, 26,222,351; South Australia, 11,832,713; Western Australia, 8,308,482; Tasmania, 3,400,276; and Northern Territory, 188,283.

The Cinesound producer-director, Ken G. Hall, recently returned from a tour of the U.S. and Great Britain, where he spent in all some $500,000 on studio equipment. He states that the Rank-Rydge organization hopes to start continuous production in Australia within six months.

REPORT FEATURE SHORTAGE

It is revealed that the films division of the department of information made 23 films at a cost of $156,000 for the Australian National Film Board during the 12 months ended February 28.

* * *

The commonwealth treasury has given permission for Greater Union Theatres Pty., to increase its nominal capital by 1,000,000 pounds by the creation of 1,000,000 5 per cent cumulative preference shares of one pound each. Consent has also been given for the issue of 500,000 of these shares for cash subscription, and these will be taken up at par by Greater J. D. Williams Amusement Co., Spencers Pictures, and Amalgamated Pictures, in proportion to which they already hold ordinary shares in GUT. The remaining 500,000 unissued preference shares are being held in reserve, the first right to apply for these being in favor of the J. Arthur Rank organization in London.

* * *

Victorian exhibitors complain that there is no surplus of feature films in that state. At the moment they are having to rely on revivals to enable them to keep their doors open six nights a week.

Paramount officials George Weltner, Clement S. Crystal and Albert Deane arrived in Sydney recently on a brief business visit.

* * *

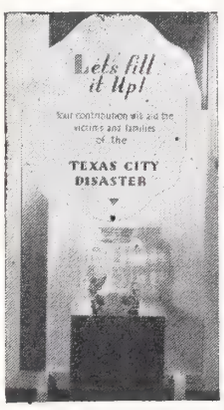
Phyllis Brown, usherette at His Majesty's Theatre, Melbourne, recently purchased a half-share in a winning state lottery ticket Her winnings totaled some $25,000.

* * *

Harry Watt, Leslie Norman and W. Greenwood are due shortly for the making of "Eureka Stockade."

San Francisco Theatres Aid Texas City Victims

San Francisco—"Let's fill it up!" This message greets patrons of San Francisco Theatres, Inc., as they are given an opportunity to contribute funds to sufferers of the Texas City disaster. Lobby contribution jars have been placed in six neighborhood theatres by Irving M. Levin, divisional manager of the firm.



Through both lobby displays and trailer messages patrons are being informed of the drive. Total contritions, after a two-week campaign, will be presented to the Variety tent in Dallas to distribute in the stricken area.

Theatres in the Bay region that are acting in the drive include the Alexandria, Coliseum, Harding, Metro, Vogue and Balboa. Each has installed large glass jars for patrons' contributions under the "Let's fill it up" slogan.

"San Francisco show people are attempting to prove to the sufferers of Texas City that traditions of mercy and kindness in time of crisis have not been forgotten in a city that underwent similar disaster in 1906," stated Levin as the campaign was launched.

New Para Managers To Frisco Theatres

SAN FRANCISCO—New managers have been appointed for the two Paramount downtown theatres here.

John Eifert, army captain on terminal leave, has been named manager of the St. Francis Theatre. Eifert, prior to entering the army six years ago, was assistant to Jerry Zigmond, then manager of the Newman Theatre in Kansas City. Zigmond now is head of Paramount Theatres here. Before his service in Kansas City Eifert was with the Balaban & Katz circuit in Chicago.

Earl Long, manager of the Norshor Theatre, a Minnesota Amusement Co. house in Duluth, Minn., has been named manager of the Paramount here. Long has been with Minnesota Amusement, a Paramount affiliate, 17 years, all in Duluth. Before that he was with Paramount Publix in New York.

Robert Varney, formerly with the New York office of Paramount Theatres, has been appointed publicity director for the local Paramount houses.

Student Veterans Operate Housing Project Theatre

SAN DIEGO—Three veterans, all students of San Diego State college, have opened a neighborhood theatre in the Aztec Terrace Housing project, which is occupied by veterans and their families who are attending the college. They call their theatre the Montezuma.

The theatre, a converted recreation hall, will be open to the public, featuring good entertainment for all the family. There will be a prize night each Friday and children's shows every Saturday.

Operators of the new enterprise are Willis P. Smith, a former army air corps lieutenant now studying commerce; Bernarr H. Hayden, ex-staff sergeant, marine corps, and Robert A. Fitzpatrick, former radioman in the navy, now a studying psychology.

Selznick Opens Offices In Three Locations

LOS ANGELES—Selznick Releasing Organization, the distribution company recently formed to handle the film output of David O. Selznick, has opened offices in San Francisco and Seattle, bringing its total exchanges to 21.

Harry Hunsacker, former city salesman for United Artists, has been named branch manager in San Francisco, and the Seattle office will be headed by James Walsh, formerly of the Republic sales department.

A branch has opened at Seattle under the management of James Walsh. It is located in the Music Hall theatre build- It is located in the Music Hall theatre building. The Northwest Film Service will handle inspection and shipping of Selznick films in this territory. John Howard, special representative for Selznick, made arrangements for the new branch. Walsh resigned from Republic here to take over his new duties.

Carlsbad Operators Will Settle Locally

CARLSBAD, N. M.—Motion picture machine operators of Carlsbad have withdrawn from the National Labor Relations Board their case against Theatre Enterprises, Inc., and will attempt to settle their controversy locally through a citizens' committee.

This announcement was made by Henry Brackhahn, business agent for IATSE Local 806 following a trip to El Paso. He and Verald Blandford and Jerry Doan, picketing operators, conferred in El Paso with NLRB officials.

The NLRB dispatched letters to union and Theatre Enterprises officials asserting: "We wish to advise that the charge in the above entitled matter has been withdrawn without prejudice and that the case now appears closed on our records."

NLRB A "STUMBLING BLOCK"

Brackhahn said the case was being withdrawn from the NLRB "to remove a stumbling block" to settling the controversy on local level. He said theatre company officials repeatedly have asserted that their hands were tied so long as the case was pending before the NLRB.

The action was taken, he said, "after over two months of picketing and hearing the sentiment of the general public and the attitude the theatre management has expressed on every occasion in the press, in presenting their views to the labor organizations of Carlsbad and in the general comment that they can do nothing as long as the case is in the hands of the NLRB and that it is their desire to come to an early agreement."

Local 806, he said, has "done everything in its power to keep it as a Carlsbad controversy. We have expressed our willingness to be governed by the decision of a local citizens committee, and to make the action of that citizens committee final we have withdrawn our case from the jurisdiction of the NLRB. There will be no further red tape than the management-operators and a citizens committee to sit down and adjust the difficulties that all three, the general public, the management and the operators, might demand of the others."

STARTED PICKETING IN FEBRUARY

The operators started picketing all four local theatres early in February, asserting they had been fired for organizing a union and presenting wage demands. Frank Maxey, local manager for Theatre Enterprises, denied the assertions, contending that some of the operators were discharged for cause and the others quit.

A citizens committee, designed to meet with labor, management and city officials in an effort to end the controversy, was named by Carlsbad civic clubs. Members of the committee are Ray Soladay, the Rev. Maurus Hauer, the Rev. James Willeford and George Stockton.

A 15-day truce on picketing was called following meetings of the citizens' group held April 22, and the pickets were removed from the four local theatres where they had been since February 1.

Engage Janssen as Conductor

PORTLAND—Werner Janssen, renowned conductor and organizer of the Janssen symphony in Los Angeles, has been engaged as conductor of the Portland Symphony orchestra with the season beginning in late October. A fund-raising campaign for the symphony met with success, the latest contribution being $10,000 from Harry Mittleman, Portland real estate executive. Total sought is $135,000 for a complete 70-piece orchestra.

SALT LAKE CITY

Howard Cahoon, who has a rich background of varied experience on Filmrow, has been named local representative for the Selznick Releasing Organization. He is looking around for some experienced office help and for headquarters in an already-tight Filmrow.

Harry Ashton, the Uptown's manager, and Frank Jenkins, exploiteer for 20th-Fox in this area, were involved in a humorous mixup last week. Harry, who has booked "Carnival in Costa Rica," flew to Denver to confer with Frank on a campaign for the picture, and Frank, who had just set up the campaign in Denver flew to Salt Lake to talk with Harry over plans for exploiting the picture here. They must have passed en route to their different destinations, so when Jenkins arrived in Salt Lake and found Ashton in Denver, he caught the next plane back to the Colorado capital. He left Utah four hours after his arrival.

Chester Price, manager of the Centre, has received his sixth award from MGM for superior exploitation. The prize—a check in a national contest on "They Were Expendable"—was given to Chet at a ceremony in the office of his boss, Tracy Barham, vice-president and general manager of Intermountain Theatres, with Gus P. Backman, executive secretary of the Salt Lake City chamber of commerce, looking on.

Grosses in parts of the intermountain area have hit the skids for losses ranging up to 30 per cent, according to several salesmen who just returned to Salt Lake from their territory. However, the big pictures still draw the crowds and keep the over-all net from dropping too low, they report . . . The Centennial in Utah also is hurting business in some towns somewhat, the salesmen say. This especially was noticeable when a state-sponsored production of "Blossom Time" was taken on a tour of Utah. Theatres in towns in which the play was shown reported a decline in revenue.

Three drive-in theatres are nearing completion and will open in this area within the next two or three weeks. Almost simultaneous openings are scheduled for a motor-in theatre in southeast Salt Lake City, with Erick Peterson as manager; one in Richfield, with Alvie Peterson as head man, and one at Provo, to be bossed by Larry Beach.

James Ellett, who operates a theatre at Loa, Utah, is building a house at Bicknell . . . Ivan Johnson has taken the lease on the Aladdin Theatre at Parowan from Scott Mitchell . . . Howard Matthews has reopened the Roxy Theatre at Meridian after rebuilding the house which was destroyed by fire . . . Al Knox of Service Theatre Supply has returned from a trip into Idaho, during which he equipped the Matthews house, installed new speaking equipment in Bill Lees' Pix Theatre at Nampa, supervised equipping of the Schubert Theatre at Gooding, which will open with "The Jolson Story," and installed new equipment in Kit Carson's theatre at Pinedale, Wyo.

William Firmage, Beaver and Milford operator, was chairman of Beaver's recent cleanup campaign, during which all business establishments in the town closed . . . Johnny Rowberry, Cedar City operator, recently returned from Lake Mead, and then flew into Salt Lake City . . . Hi Knudsen and Jack Moran were on the Row from Montana.

Bill Gordon, Warner manager in Salt Lake City, returned to his office this week after an illness of several weeks . . . Spencer Burkinshaw, operator of theatres at Midvale, Sandy and Riverton, soon will be married to Maurine Ray of the local Paramount office staff.

Legitimate in Splurge

PORTLAND—The legitimate stage is having its spring splurge here with prominent New York thespians treading the Mayfair Theatre boards. Just closed with a complete three-day sellout was the "The Barretts of Wimpole Street" starring Katharine Cornell. Coming May 6 for a two-day sellout stay is Louis Calhern in "Magnificent Yankee." And opening April 28 for 16 performances at the Portland Civic Theatre is that theatre's first Shakespearean production since 1937, the "Merchant of Venice."

Uncertain on Rebuilding

PORTLAND—Plans have not been announced whether the 21st Avenue Theatre will be rebuilt or remodeled following the $20,000 fire which swept through the suburban house last March 9. The fire occurred early Sunday morning. No injuries were reported. Leo Pallay is owner.

Trampe at Pin Tourney

LOS ANGELES—Charles W. Trampe, Monogram and Allied Artists franchise owner in the Milwaukee territory, participated in the tournament of the American Bowling congress as a member of the team representing the Monogram-Midwest Film Co. While here, Trampe also conferred with President Steve Broidy on Wisconsin distribution matters.

Baines Replaces McGregor

PORTLAND — Keith Baines, San Francisco, will replace Don McGregor, RKO exploiteer here who has been transferred to Cleveland.



DENVER

Thurston Wayner, telenews manager, is being transferred to Milwaukee, here he will open a new Telenews theatre. He is succeeded by Gerald Shum, now manager of the Telenews at Buffalo, N. Y. . . . Paul Hoppen, who sustained a broken ankle and leg several months ago, is able to get around with the aid of crutches. Hoppen, owner of the Plaza Theatre Bldg., was in the hospital for several months.

C. J. Bell, Paramount manager, is finally off on that postponed trip to the coast for a meeting with Hugh Braly, district manager . . . Len Gruenberg, RKO district manager, left for New York to be installed as district manager of the metropolitan New York area. Al Kolitz, new district manager here, has been going over the details with Gruenberg.

Gene Gerbase, Republic manager, returned from a studio meeting in Hollywood . . . Edward Auger, RCA general sales manager, New York, was here conferring with Sam Langwith of Western Service and Supply Co., and others . . . George McCormick has installed new seats in the Rialto, Florence, Colo., buying them from National Theatre Supply.

New Chevrolets have been delivered to C. J. Duer, special representative of Selznick Releasing Organization, and John Vos, Paramount salesman . . . Addison Green, recent Colorado university graduate, has been added to the Paramount exchange as assistant booker.

The Cinema Amusement Co. plans to remodel the old Plaza, grind house on Curtis street. Cinema recently leased the house from Paul Hoppen.

Albert L. Phares has sold the Oliver, Palisades, Neb., to James M. Williamson . . . Fred Abelson, assistant to L. E. Goldhammer, Eagle-Lion district manager, was in town for talks with M. R. "Bud" Austin, PRC manager.

Exhibitors on the Row included Tom Love, Hanna, Wyo.; John Bohanna, Hatch, N. M.; Lynn Zorn, Julesburg, Colo.; Mrs. W. W. Williams, Eads, Colo.; George McCormick and Dick Conley, Canon City, Colo.

Oregon Film Will Plug Beaver State Wonders

PORTLAND—Oregon is readying for the million-dollar trade boom expected this summer when thousands of tourists invade the Beaver state. Cooperating in awakening the state's inhabitants to the coming tourist boom, theatres throughout the state are screening an Oregon Tourist week short subject attached to newsreels.

Russ Brown, Hamrick-Evergreen manager, prepared the continuity, while Parris Emery, local free-lance cinematographer, filmed famous Oregon beauty spots for the tourist screen plug.

Joseph Schenck Back

HOLLYWOOD—Joseph M. Schenck, executive head of production at 20th-Fox, returned to his desk after a two-month absence, which included a combined business and pleasure trip to Mexico and a visit to the home offices in New York where he conferred with Spyros Skouras, Joseph Moskowitz and other company officials.

Orr Joins Warners

HOLLYWOOD—William T. Orr has joined the staff of Warner Bros. studio as an executive in the talent department. His duties will be directed toward the discovery and development of new talent.



WAY OUT WEST, PODNER!—Countrywide in scope was the sales convention of MGM held at the Hotel Astor, New York City, early in the week. Some of the western personnel was caught by the cameraman. In the usual order:

L. C. Wingham, San Francisco manager; Irving Helfont, home office assistant to George A. Hickey, west coast sales manager; Sam J. Gardner, San Francisco, assistant to Hickey; Sam Davis, Seattle manager; Murray Niccolson, Portland head booker; Don Hiatt, Seattle head booker; Thomas Aspell jr., Los Angeles manager; E. W. Aaron, assistant general sales manager; Lou Amacher, Portland manager; Hickey; Henry A. Friedel, district manager, Denver; Gerald Banta, Denver head booker; Carl P. Nedley, Salt Lake City manager, and Dean Wilson, Salt Lake City head booker.

Allied Artists, Mono In Joint Coast Meet

LOS ANGELES—Allied Artists and Monogram held a joint west coast regional sales meeting at the Ambassador hotel here Saturday (3), with Steve Broidy, president of both companies, presiding. Selling campaigns for "It Happened on Fifth Avenue," "Black Gold," "The Gangster," "Tragic Symphony" and "The Hunted" were discussed.

Sales plans for Monogram produced films also were outlined. Howard Stubbins and Mel Hulling, Monogram west coast franchise holders, held a cocktail reception for the Allied Artists and Monogram executives the evening before the sales meeting.

Foreign Film Showcase Will Open in L.A. May 8

LOS ANGELES—Sidney Pink and Paul Schreibman, owners of International Theatres, will open their newly-acquired Las Palmas May 8 as a first run foreign film house. Initial offering will be "Nais," French comedy, which will be given a kleig-lighted first night. House is being completely refurbished and will have an enlarged seating capacity.

Film Society Will Feature Special Series at Coronet

HOLLYWOOD—Weekly showings of documentary and experimental subjects will be featured by the Hollywood Film society, on Thursdays and Fridays at the new Coronet Theatre. The series, which begins May 8, will continue for 14 weeks and will comprise 34 subjects selected under the supervision of Irving Lerner, formerly in charge of production for the OWI under Robert Riskin.

Wilshire Donates Proceeds

FULLERTON, CALIF.—The New Wilshire Theatre, which opened here recently, donated its entire opening night gross to the Presbyterian hospital soon to be built at Newport Beach. Tickets were sold through local merchants at $1 each plus tax. No tickets were sold at the boxoffice on the night of the opening.

PORTLAND

Betty MacDonald, author of "The Egg and I," was wined and dined by the Oregon Advertising club and various book stores on her recent visit here before she departed for Timberline Lodge on Mt. Hood.

Frances Rafferty, Chili Williams and Benny Rubin recently made personal appearances at the Mayfair Theatre here in connection with the new Eagle-Lion picture "Lost Honeymoon." The three were guests of the Evergreen circuit, the J. J. Parker circuit, radio station KOIN and the Oregon Advertising club. They were greeted by Jack Matlack, advertising and publicity director for J. J. Parker Theatres, and Vern Berg, publicity director for Eagle-Lion.

Art W. Adamson soon will make another addition to his string of theatres in Washington and Oregon. Adamson has received authority to build a $59,972 theatre building, with space for two stores, at Albany, Ore. The new house will seat 600.

Work to Start Soon On Lesser Circuit

LOS ANGELES—Plans are proceeding for an early start in construction of theatres for the new west coast circuit being organized by Sol Lesser, veteran western showman. Lesser was one of the founders of Fox West Coast. He also has been an independent producer.

His new chain, to be known as Standard Theatres, Inc., has purchased sites in Burbank, Bellflower and Indio, and is negotiating for other properties in northern and southern California.

Plans are being drawn by A. R. Walker for three theatres soon to be started. In Burbank, a lot containing 65,000 square feet and facing on three main streets, Olive avenue, Orange Grove and Great Oaks boulevard, has been purchased. In Bellflower, the theatre property will occupy 100,000 square feet at the corner of Bellflower and Ramona. In Indio, the Standard house will be located on the west side of Towne avenue, between Miles and Requa avenues.

The theatres will average 1,500 in seating capacity. They will be of the latest design as to comfort and equipment. Each will be completely air conditioned, and will adjoin adequate parking areas. Groundbreaking ceremonies will be arranged in each community.

The new theatre project will not interfere with Lesser's production activities as the head of Sol Lesser Productions, Inc., and Thalia Productions, Inc.

Takes in Portland Zoom During Six Quiz Shows

PORTLAND—Radio contest and quiz shows have invaded Portland's Hamrick-Evergreen theatres, and quite successfully, with NBC's Dr. I.Q. holding the Paramount stage for six weeks through May 12, and KALE's-Mutual Take the Air broadcasting from the Orpheum Theatre for its fifth consecutive week.

The radio shows are timed so as not to interfere with regular film schedules, and Hamrick-Evergreen spokesmen speak hopefully for the fairly new combination, since boxoffice receipts continually upswing on radio-film nights.

Screens Aid 'Dress-Up'

PORTLAND—A Junior Chamber of Commerce campaign to "clean and paint up" Portland for the coming summer holiday season was given added impetus when Hamrick-Evergreen and J. J. Parker theatres announced plans to project slides on their screens during the week of May 18-31, advertising the citywide "dress-up" campaign.

Liberty Being Enlarged

SUNNYSIDE, WASH.—The Liberty Theatre here is undergoing almost complete revamping. The job calls for addition of 125 seats, a new boxoffice, window displays and reupholstering of the old seats. The foyer is being enlarged and redecorated and a confection stand will be installed in space off the lobby formerly occupied by a shoe shop.

LOS ANGELES

George Smith, Paramount western division manager, went to New York for home office confabs . . . A. O. Birnham, manager of the Majestic in Santa Monica, was on the Row booking . . . Richard Morgan of the Paramount home office legal department is in Los Angeles for branch-manager confabs . . . On the Row buying supplies for his Valley Theatre in Lancaster was Dave Roach.

Earl Stein, who at one time was RKO manager in San Francisco, is returning to the Bay city as manager for PRC-Eagle-Lion. Al Van Ravens was appointed publicity director by the Pacific Coast Conference of Independent Theatre Owners for its 1947 annual convention to be held at the Ambassador hotel May 6-8. He recently was engaged by U-I as special exploiteer in southern California on "The Egg and I."

Van Alexander, owner of the Pamela Theatre, Salina, Utah, was a visitor on the set of Paramount's "Whispering Smith" . . . Leo Choquette, owner-operator of 21 theatres in the province of Quebec, Canada, visited Warners' "Whiplash" set as the guest of Alexis Smith.

Paul Broder, Detroit theatre owner, brother of Jack Broder and his partner in the Independent exchange, planed in from Detroit for a few days on the coast. **Later, in New** York, he plans to meet Jack, who is there now on exchange business . . . Doing some Row-noting were Bob Mallon of the Lakewood Theatre, Lakewood; Charles Maestri, Lippert Theatres, Los Angeles; G. C. Murphy, Nace Theatres, Phoenix; Frank Ullman, Broadway, El Centro.

On the sick list is Sam Decker, Screen Guild exchange executive . . . Sol Berns of Detroit is the new manager of the Florance Mills Theatre, owned by Jack Broder . . . Marty Soloman, Monogram branch manager, greatly missed during his long absence due to illness, is back on the Row once more . . . P. W. Trisko takes over the Ritz Theatre, Jerome, Ariz., from Phil Pecharick . . . New booker at PRC-Eagle-Lion is Marvin Beck who is from Minneapolis.

Pat Patterson, owner of Astor Pictures, San Francisco, was on the Row for a look into his local exchange . . . Ben Fish, Goldwyn representative, is back from a tour of exchanges.

Lack of Fireproofing Cited in Fresno Fire

FRESNO, CALIF.—Fireproofing of stage draperies would have restricted a fire at the Fresno Theatre here to the soundbox, where it started, and resulted in minor damage, the fire marshal here asserted.

The Fresno sustained damages estimated at $25,000 by flames believed to have originated from a short circuit in the soundbox in the rear of the curtain. The house was empty at the time. Harry Olmsted, manager, said the screen, draperies, curtains and sound equipment were destroyed, and water damaged the stage extensively.

The Fresno was closed for repairs.

Oregon Showmen Aid Children's Hospital

PORTLAND—The "Show of Shows," sponsored by showmen of Oregon, is scheduled for the Mayfair theatre here May 8. The entire gross from the benefit—seats sell at $6 each—will go toward an expansion program for Portland's Shrine hospital for crippled children.

The entire entertainment industry in the Portland area will donate acts and workers, with the theatre being made available by the J. J. Parker and Hamrick-Evergreen circuits. Living expenses for guest artists will be absorbed by local hotels. A big-name star from Hollywood will be billed along with special vaudeville acts and a Hollywood prevue.

Following the Portland show, major theatres of the state are planning to run motion pictures with proceeds going to the Shrine hospital fund.

All film company managers in Oregon are cooperating in the fund drive, the largest of its kind ever tried by the industry. The managers include Lou Amacher, MGM; Charles Powers, 20th-Fox; A. J. Sullivan, United Artists; Joe Smith, RKO; Henry Hostine, Paramount; Al Oxtoby, Warner Bros.; R. O. Wilson, U-I; Jimmy Beal, Columbia; Jack Partin, Screen Classics, Mose Burles, Monogram, and George Mitchell, Republic.

A booking committee, supplying pictures for State theatres, includes as members Al Forman, United Theatres Corp. of Oregon; Jack Lovet, Oregon Theatre Cooperative; William Graper jr., secretary of the Oregon Exhibitors Ass'n, Lou Amacher and Charles Powers.

Record 'Years' and 'Jolson' Runs

PORTLAND—After playing one of the longest engagements ever for a roadshow in Portland, "The Best Years of Our Lives" closed at the Music Box after a five-week run. "The Jolson Story" closed at the Playhouse following a first run of eight weeks, in which a record was set when the film played two consecutive weeks, day and date, in two of the northwest's largest theatres, the Paramount and Oriental.

Plays Camp Fire Hostess

PORTLAND—Mrs. J. J. Parker, president of Parker Theatres, the northwest's largest independent chain, played hostess recently to the Portland council of Camp Fire girls at a special celebration at J. J. Parker's Broadway Theatre. Two thousand service costumed girls participated in the event at which Mayor Earl Riley was speaker. A stage and screen show rounded out the program.

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Managers Request Charles Skouras: 'Pay Us as Much as Janitors Make'

LOS ANGELES—Apparently growing impatient, with the progress of their avowed plan to "peacefully negotiate, if possible" their differences with Fox West Coast Theatres, the Associated Theatre Operating Managers again has availed itself of tradepaper advertising to address a militant "open letter" to Charles P. Skouras, president of FWC and National Theatres, its mother company.

ATOM some weeks ago threatened a strike of FWC managers and assistant managers, unless an adjustment is made on the loss of revenue its members suffered when their participation in candy sales profits was cut by 20 per cent. The union of managers then declared the policy of first pursuing every avenue toward peaceful settlement.

In ATOM's most recent printed communique addressed to Skouras, the organization held that its members' problem is the most urgent and pressing of any FWC employe's. The letter continued, in part,

"In comparison with other employes in the business they are consistently and pathetically underpaid.

"For example: let us compare their lot to that of the janitors.

"We remember when, prior to the time they organized, the janitors were being paid $18 per week for theatre work.

"But today, most of your janitors are earning $52 per week or more.

"Now, we ask, when are you going to pay the men who have responsibility in the operation of your theatres, as much as you pay the janitors who clean them?"

FWC to Spend $150,000 On Fairmount Theatre

SAN DIEGO—Dick Smith, district manager of Fox West Coast houses here, says CPA approval had been received for the complete remodeling of the Fairmount Theatre and that work will begin in two weeks.

The Fairmount has been dark for more than two years, awaiting CPA's green light. FWC will spend $150,000 to make it a topnotch house.

Start Equipment Displays

SACRAMENTO—RCA and Western Theatrical Equipment Co. held a three-day demonstration and display of RCA and Brenkert projection and sound equipment at the Senator hotel recently, attended by many projectionists and theatre managers. The latest in postwar equipment and accessories were demonstrated and explained. This demonstration was the first of a series arranged by RCA and WE in selected towns. Harry Sarber is president of Western Theatrical and Bob Schultz is RCA district sales manager.

New House Gets Started In Arroyo Grande Area

SAN FRANCISCO—Preliminary work on a new theatre at Arroyo Grande has been started. Location is the southwest corner of Grand avenue and Alder street, Fair Oaks. The property was bought recently by G. W. Page who will build and operate the theatre. Seating capacity will be approximately 600.

Dick Smith to Arizona

LOS ANGELES—Dick Smith, San Diego district manager for Fox West Coast Theatres, has been assigned the Arizona district, replacing Lou Christ, who retired because of illness.

SEATTLE

Earl Keate, U-I representative, spent several days in the hospital here for treatment of severe burns suffered when he fell asleep under an ultraviolet lamp . . . Mel Hulling, western district sales manager for Monogram, is visiting Ralph Abbett, branch manager, here . . . Carl Mahne, Washington district manager for Evergreen, has returned from a vacation in California.

Sam Davis has taken over as MGM manager and will bring his family from Los Angeles as soon as he locates a home for them . . . James Walsh has moved into his new offices in the Music Hall Theatre to act as branch manager for David O. Selznick . . . Tom Murray, U-I branch operations manager, left for Los Angeles after visiting here . . . Eleanor Warner has resigned from the MGM billing department with the nearing of a blessed event.



SAM DAVIS

Al Brake has sold his interest in Special Attractions to Hal Boehme, who now has the Northwest franchise . . . Cyril A. Cole, associated with Joe Danz in operation of the Embassy Theatre, was wed to Betty Ruth Lipper last week . . . Bob Rosenberg, Sumner exhibitor, a son of the late Al Rosenberg, is ill in Providence hospital . . . Jack Flannery, branch manager, and Tony Hartford, salesman, are back from attending National Screen Service sales convention.

Dick Schuette, MGM representative, was in town to prepare a campaign for the opening of "The Yearling" at the Music Hall May 14 . . . Joe Smith, RKO's branch head in Portland, conferred with Ed Lamb of the branch here . . . Exhibitors on Filmrow from out of town included Al Fernandez, Clallam Bay. Art Zabel, Olympia, and Clarence Baur, Bremerton.



JOE SMITH

Gene Autry Will Host Variety Delegates

Los Angeles—Comes Thursday noon during the Variety Club convention and the delegates will be going that way to partake of luncheon as the guests of Gene Autry, cowpoke star and embryonic producer. Autry and his newly formed Gene Autry Productions will host the visiting barkers at the Ambassador hotel.

Entertainment will be provided by Autry's radio troupe, including the Cass County boys, the Pinafores, girls' trio; Johnny Bond and Carl Cottner's orchestra.

Butte Rio Will Open As Hitching Poster

HELENA, MONT.—The Rio Theatre here, a Fox Intermountain house, will open soon as a "hitching post theatre," to play action westerns and action serials exclusively. The house will be operated under the management of Bob Rothwell. All personnel will wear western costumes and spurs.

The Rio will be the first theatre in this area to play westerns and action serials exclusively, according to Hall Baetz, Fox Intermountain manager, who noted that "hitching post" houses of this type are proving popular on the coast. He also said there is a large audience for westerns in some sections of the country; there are many westerns and action serials on the market and there seems to be a definite demand for them in a community like Helena.

Special Plastic Screen In Famous Tabernacle

SALT LAKE CITY—Three screen experts from Hollywood are busy at the world-famed Salt Lake Tabernacle installing a special plastic screen for scenic effects to be used in "The Message of the Ages," a centennial pageant to be sponsored by the Mormon church. The screen is made of chemically inert substances, put together in layers. It is of a translucent material that will give the same background effect as used in major motion picture studios.

Special type projectors, to be installed under the pipes of the Tabernacle organ, will throw the background image on the screen from behind. The screen, used for the first time in this part of the country, will allow the performers to act in full view of the audience without interfering with the source of light in the background. Because the picture the audience will see against the screen will not be a reflected picture, there will not be any distortion for those in side seats.

The centennial pageant will be presented the first time May 5 and will continue five nights a week through June 6.

The Hollywood experts here to install the screen were B. M. Boddie jr., M. L. Epp and Frank Volkel.

W. C. Dolan Opens Theatre In Boulder Creek, Calif.

BOULDER CREEK, CALIF—The Dolan Thearte was opened here recently by W. C. Dolan, on a seven-day policy of three changes a week. The buying and booking is handled by Ed Rowden Theatre Service. The new Dolan is the first quonset style theatre in this territory.

It is a 400-seater with American Seating Co. chairs and Simplex booth equipment.

Tent 32 Inaugural Dinner In San Francisco May 12

SAN FRANCISCO—The Variety Club of Northern California Tent 32 will hold its inaugural dinner at the St. Francis hotel May 12. R. J. O'Donnell, national chief barker, and other visiting Variety leaders will attend the charter presentation.

Edwards Chain to Add Link

SUNLAND, CALIF.—Drawings are being prepared by Vernon W. Houghton, Los Angeles architect, for construction of a 1,000-seat theatre building on Foothill boulevard. The house will be an Edwards Theatres location.

Censor Bill Opposed At Jefferson City

ST. LOUIS—Fred Wehrenberg, president of the MPTOA, and also of the local area MPTO, and Mrs. A. F. Burt, founder of the Better Films Council of Greater St. Louis, headed delegations of exhibitors, members of the council and representatives of various civic organizations who went to Jefferson City Wednesday (30) for the public hearing on the state censorship measure introduced by Representative Schendel of St. Louis.

Delegations from Kansas City also presented arguments as to why this bill should not be passed.

FOUNDER WILL SPEAK

Mrs. Burt was to tell the members of the house committee considering the bill that there is not a better organization than the Better Films Council to safeguard the screens of the state against immoral and improper pictures, especially since the leaders of the motion picture industry, including the exhibitors, have cooperated with the Better Films councils, in the public interest.

A public hearing was to be held in the upper house chamber the same night on the measure that calls for the employment of a uniformed fireman in all motion picture theatres of the state, the larger houses to have such watchers according to their seating capacity. This measure also calls for a four-foot center aisle and three-foot side aisles in all theatres.

The senate has killed a bill which would have increased the minimum safety requirements in all newly constructed places of amusement and in the older theatres if and when structural changes were made or there was rearrangement or a replacement of the seats.

Senators Crain and Webbe of St. Louis led the fight against the bill after efforts to include the older houses in its provisions failed. It finally was beaten, 16 to 11.

TWO-FOLD PURPOSE SEEN

Opponents of the bill charged that it had a two-fold purpose to make it difficult and costly to build theatres in opposition to those now in operation, and secondly, to relieve the theatre building owners and managements from liability for damages growing out of a fire, or other cause. Senator Joslyn charged that the second purpose would be attained by the repeal of the present law and the theatre owners would no longer be under obligation to comply with its terms "and they would not come under the new law" until they sought to make major changes in the structure.

Webbe has obtained from Senator Madison, the author, he said, a declaration that 95 per cent of the existing theatres had not complied with the exising laws as to exits and seating arrangements.

The new bill would have increased the safety regulations for the entire state but its provisions were not so stringent as the building code requirements in St. Louis and Kansas City and other large cities of Missouri.

Fire Spares Theatre

CHICAGO—An early morning fire damaged the building that houses the Shakespeare Theatre, operated by the Schoenstadt circuit. Firemen checked the blaze before the theatre was damaged. The fire chief said a discarded cigaret started the blaze.

Air Conditioning Now

LACON, ILL.—New air conditioning has been installed in the Shafer Theatre here.

Papas' Walworth Theatre Opens in Premiere Pomp

By JAMES GAHAGAN

WALWORTH, WIS.—Residents of this thriving little city (pop. 875) got what they had long hoped for April 25 when the new Walworth Theatre opened with all the color and fanfare of a Hollywood premiere. Walworthians had wanted a theatre for many years.

The blare and ballyhoo on opening day literally left the townspeople breathless. Signs were plastered all over town. The Walworth high school band and a flashy kilted combination from the Northwestern Military academy went tooting through the bannered streets.

SPEECHES OUT FRONT

From a raised platform in front of the theatre, speeches were made by Mayor Clarence Brown of Walworth, Constantine Papas, owner of the new theatre, and Larry Lawrence, editor of the Milwaukee Journal's Green Sheet, which penetrates to the remotest villages, crossroads feed stores, and Indian tepees in the state of Wisconsin. Mayor Brown cut a ribbon to mark the official opening of the Walworth, and bought the first ticket.

Of course the scheduled appearance of Don DeFore, star of "Ramrod," failed to jell because of his commitments in Texas, but that didn't dampen the spirits of the worthy Walworthians. They had so many other things to be happy about—pushback seats by Kroehler, for instance, and painting and interior decorating by Hanns Teichert, middle western interior decorator. Despite DeFore's absence, it was impossible not to be gay. After all, only one other theatre in Wisconsin has pushback seats by Kroehler.

HUNDREDS IN LINE

The Walworth's 750 seats were quickly filled for the first show. Outside, hundreds more formed in long lines to await the second show and pass the time by reading and rereading the columns of type which the Walworth Times devoted to the big event. Light to read by came from giant searchlights manned by soldiers from the disciplinary barracks in Milwaukee.

After the show, the residents drove the local restaurant operators crazy with calls for food and drink. Most of these spots had to close earlier than expected, when food and beverages ran out.

All performances for Friday, Saturday and Sunday found each of the 750 seats filled. There were no reserved seats for the opening, and no children's reduced admissions. Top price was 44 cents.

Many patrons came from the swank resort region around Lake Geneva, as well as from farming communities and other small towns in the area.

It looks like Connie Papas has been adopted by Walworth. The people all feel that the theatre is theirs and many local workmen toiled endlessly in getting the house set for the opening. In the beginning Papas had estimated the cost of the Walworth at $65,000, but it ran to well above $130,000 before the job was done.

Papas is co-operator of the Towne Theatre in Milwaukee and three theatres in Illinois, one at Woodstock and two at Harvard.

E. L. Ornstein Sells Crane To H. L. Wirth, Indianian

LOUISVILLE—E. L. Ornstein of the Ornstein Theatres, Marengo, Ind., has reported the sale of the Crane Theatre in Crane to Homer L. Wirth of Charlestown, Ind. Ornstein still controls the Rialto in Marengo, State in Milltown, Ind., and the New Ace in Brandenburg, Ky. Wirth, who assumed control April 27, has been affiliated with the 16mm circuit operating in southern Indiana several years. This is his first venture into the 35mm field.

Ellis Shafton Will Manage St. Louis Branch of SRO

ST. LOUIS—Ellis N. Shafton, onetime salesman for MGM and later owner of the Lexington and Palm theatres in the northwestern part of St. Louis, is now St. Louis manager for Selznick, with offices in the Continental Bldg., 3615 Olive St.

Italian House Opens

CHICAGO—An occasion for everyone interested in Italian motion pictures, and for music lovers, was the reopening of Charles Lindau's Annex Theatre here, which premiered "I Live as I Please," which stars Ferruccio Tagliavini, new star of the Metropolitan Opera. Tagliavini attended the premiere. The Annex will offer first runs of the best in Italian motion pictures.

Law Joins Bally for New Theatre

Milwaukee — Connie Papas, hastily dashing here on advance chores on the opening of his Walworth Theatre, Walworth, ran afoul of Lake Geneva traffic officers on a speeding charge. Ordered for a court appearance, Connie arrived at noon to learn all traffic police in the area had been on the prowl for him. After much talk, the bluecoats called their men off, then spent hours broadcasting:

"Attention, all cars! Don't pick Papas up . . . Fine paid and all forgiven, but don't forget the Walworth opening Friday!"

Papas was the happiest exhibitor in the state at the opening of his beautiful Walworth Theatre. Localites stormed the doors after the unveiling ceremonies, completely filling the house. Others, starved for amusement, waited in line for hours for the second show and a view of the long-awaited house.

And it couldn't happen to a nicer guy than Papas, who gave Walworth a real ultramodern theatre after more than a year's toil. The night before opening, Papas helped a weary workman sew a few rugs.

CHICAGO

Col. Joseph Goetz, assistant to Frank Smith, RKO division manager, left on an inspection tour of Denver and Kansas City theatres . . . John Hodiak, the cinema star who got his start here, appeared at the Ukrainian benefit and attended the local AFRA (radio actors' union) antics at the Medinah temple.

Because he is leaving "Harvey" in a few weeks to make a picture in Hollywood, Joe E. Brown played host to 125 friends, including some of the biggest names in Chicago, at the Blacksone hotel last weekend. Brown said he will play a serious role, portraying a minister in a film based on the problems of youth in "My Son and I." "But you know how those Hollywood titles are," he said. "They're changed over night." Eddie Alperson, the producer, was in town and was a guest at the party.



JOE E. BROWN

Don DeFore, featured in "Ramrod," was in town for the midwest premiere at the Palace. At a swank cocktail party in the Polo room, DeFore was introduced to the newspaper boys and girls by Chick Evens, UA publicist . . . Jimmy Smith, formerly at the Crown, is now assistant to Manager Eugene Langenfeld at the Lake, Essaness circuit.

Leonard Utecht, manager, and staff members of the Southern Theatre in Oak Park, took time out to attend the wedding of Marry Burt, cashier to Deward, Alexander, local television engineer . . . "The Young Moderns," headed by Mrs. John Frazier, will stage a cocktail dance May 9 at the Variety Club's new headquarters. Proceeds of the party will go to Variety's pet charity, La Rabida Jackson Park sanitarium.

Margaret O'Brien, 9-year-old star who just finished a new MGM picture, "The Unfinished Dance," came in from the west coast and was met at the station by Bill Bishop, MGM publicist, who introduced her to a gang of youngsters at the station. With her mother, she was en route to New York for a vacation . . . Local theatres are again running trailers requesting the women to remove their hats.

Billy Weinberg, who now directs exploitation for Hygienic Productions, is back in town after a long absence. He will do some work on "Mom and Dad," which has not had a showing in Chicago although it has played to record business in the suburban area. The local censor board has given the picture the go sign.

The B&K employes club has formed a softball league with Jack DeWiggins of the Uptown Theatre in charge . . . H. C. Young, first manager of National Screen Service in Chicago before he was transferred to the New York office 15 years ago, was in town for the NSS convention. A number of the old gang from NSS got together for a luncheon and presented Young a nice gift.

Virginia Mayo, screen actress, was a stopover last weekend en route to Princeton university where she will reign over the school's 200th anniversary celebration . . . State street was transformed into "Stallion Road" by B&K sparkplug Jack Garber and Warners' Lucia Perrigo, the day "Stallion Road" cantered into the Roosevelt Theatre. A local riding academy filly was named "Horse for a Day" and paraded with 15 other bannered equines to the Roosevelt. All papers galloped to cover the gag.

"Duel in the Sun" is now in the hands of the local censor board and the Selznick boys are holding their breath. The betting is 8 to 5 the picture will pass with a pink permit . . . Milt Kreinas, who prints the 20th-Fox tradepaper ads, hosted a gala cocktail party April 25 in the Sherman's House on the Roof to introduce his bride of three weeks.

Screen star Jimmy Dunn was a stopover between trains and was escorted to the B&K publicity department by Al Winston, 20th-Fox press agent. Jimmy Savage hauled out the Dunn picture file at B&K and the star found in it a picture of his mother. He hadn't a single picture of her himself and was happy to run across a print. Jimmy played in vaudeville here at the RKO Palace during 1933.

Ed Seguin, Chicago Theatre publicist, had no trouble locating ancient Maxwells for the pending Jack Benny arrival, but he searched the town in vain trying to get a speedboat last week. For Guy Lombardo's engagement, Seguin had Guy primed to stage a race up the Chicago river but no speedboat was available. Guy won the last year's International Gold Cup regatta, making the maestro the world's champion speedboat racer.

Granite City Drops Fast Time

GRANITE CITY, ILL.—The city council has repealed the local daylight saving time ordinance in response to the results of the advisory election held on the subject April 1, when residents of the city voted 2,516 to 2,185 against a continuation of fast time.

There are 90 producers of feature films in Hollywood.

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Cold and Rain Help Chicago Grosses

CHICAGO—Cold, rainy weather most of the week, with lots of wind, kept people off the streets and the Loop houses had a very good week. Among the new entries the Oriental had a banner week with great stage show headed by the Glenn Miller orchestra, plus "Boomerang" on the screen, which got some good notices from the critics. The Chicago had a very fine week with Veloz and Yolanda heading the stage show and "The Guilt of Janet Ames" on the screen. The RKO Palace did okay with a twin bill, "Tarzan and the Huntress" and "Affairs of Geraldine." "The Best Years of Our Lives" at the Woods and "The Jolson Story" at the Apollo were still strong holdovers with "Lady in the Lake" at the United Artists and "California" at the State-Lake holding up nicely.

(Average is 100)

Apollo—**The Jolson Story** (Col), 17th wk. 120
Chicago—**The Guilt of Janet Ames** (Col), plus stage show 140
Garrick—**13 Rue Madeleine** (20th-Fox), 5th wk. 100
Grand—**Smash-Up** (U-I), 5th wk. 105
Oriental—**Boomerang** (20th-Fox), plus stage show 150
Palace—**Tarzan and the Huntress** (RKO); **Affairs of Geraldine** (Rep) 115
Roosevelt—**Nora Prentiss** (WB), 3rd wk. 110
State-Lake—**California** (Para), 2nd wk. 120
Studio—**Sins of Bali** (Rosenberg); **She-Devil Island** (Rosenberg), 2nd wk. 100
United Artists—**Lady in the Lake** (MGM), 2nd wk. 115
Woods—**The Best Years of Our Lives** (RKO), 18th wk. 155
World Playhouse—**The Road Home** (Art) 115

Milwaukeeans Take to Highways, Leaving Theatres in the Lurch

MILWAUKEE—The Milwaukee Sentinel's sports show and the advent of fair weather hurt first run grosses here. The urge for those long country drives, puttering with lake cottages and golf cut some more. "The Best Years of Our Lives," after three weeks in the Riverside at roadshow prices, went into the Alhambra at popular price and drew long waiting lines. A glamor-girl contest, promoted by Buck Herzon, Sentinel columnist, helped out "Smash-Up" at the Warner.

Alhambra—**The Best Years of Our Lives** (RKO), 4th d. t. wk. 150
Palace—**The Westerner** (FC); **Sweetheart of Sigma Chi** (Mono) 100
Riverside—**Trail Street** (RKO); **Beat the Band** (RKO) 100
Strand—**Carnival in Costa Rica** (20th-Fox), 2nd d. t. wk.; **Heldorado** (Rep) 95
Towne—**The Macomber Affair** (UA), 2nd wk. 100
Warner—**Smash-Up** (U-I); **Renegade Girl** (SG) 140
Wisconsin—**The Sea of Grass** (MGM); **Boston Blackie and the Law** (Col) 140

Indianapolis Grosses Improve Despite Inclement Weather

INDIANAPOLIS—Grosses here showed a slight improvement last week despite inclement weather conditions. "The Egg and I" completed its fourth and final week at Keith's with good results. Charlie Spivak was on stage at the Circle.

Circle—**Gentleman Joe Palooka** (Mono); stage show 100
Indiana—**Sinbad the Sailor** (RKO) 100
Keith's—**The Egg and I** (U-I), 2nd wk. 180
Loew's—**Love Laughs at Andy Hardy** (MGM); **My Brother Talks to Horses** (MGM) 95
Lyric—**That Way With Women** (WB); **The Devil Thumbs a Ride** (RKO) 95

Union Head Asks Dismissal

ST. LOUIS—Frank Stickling, representative of the IATSE in charge of the affairs of St. Louis Theatrical Brotherhood No. 6, has filed a motion in U.S. court here asking for the dismissal of the $109,750 damage suit filed April 2 by Henry H. Klaverkamp against Stickling and the IATSE. The suit is based on the contention that Klaverkamp and Ralph Bauer had to pay 15 per cent of their wages as stagehands as union dues although the assessment against members of Local 6 was only 5 per cent.

Antilabor Measures Protested in Chicago

CHICAGO—Joe E. Brown, veteran comedian and star of "Harvey," did a handstand and a backtwister to show what he thinks of the antilabor bills now being considered by congress. Brown was one of the stars of stage and radio who addressed a joint open membership meeting of eight unions in the Selwyn Theatre here to protest against antilabor bills.

Among the others were Rudy Vallee, band leader, Jan Sterling, and Lawrence Hugh of "Born Yesterday," and Augustan Duncan of "Lute Song."

The meeting was called by Actors Equity Ass'n, the Chorus Equity Ass'n, the American Federation of Radio Artists, the American Guild of Variety Artists, the American Guild of Musical Artists, the International Brotherhood of Electrical Workers, the American Federation of Labor, and the National Ass'n of Broadcast Engineers and Technicians, and Radio Writers Guild, independent. Ben Meyers, union attorney, asked theatre and radio people to write personal letters and send telegrams to their congressmen stating their positions on the question of the present labor bills.

A resolution was presented by Norman Pierce of AFRA and adopted unanimously.

Adolescents Confused By Films, Council Told

CHICAGO—Modern motion pictures confuse adolescents' ideas of acceptable morals, make them discontented with their families' standards of living and give them unfair caricatures of nationalities and races. These criticisms were leveled by Bee Rudolph, 17, a DePaul university freshman and one of the teen-age film previewers for the Better Films Council of Chicagoland.

She spoke at the council's 14th annual spring luncheon at Marshall Field & Co. Eighty middle-aged council members applauded her remarks.

"Forty per cent of all motion pictures are lovemaking pictures, showing long embraces in automobiles and bedrooms," the young speaker estimated. When the best actors and actresses in Hollywood are starred in sexy pictures, you adults might as well expect an outbreak of behavior like that by youth."

Miss Rudolph said a survey of 2,000 Catholic high school students in 200 different schools showed five out of ten boys and girls admit their moral standards are influenced by what they see on the screen.

Twenty-four Chicago youth review Loop films for the Better Films council and recommend to interested Chicago families what to see and what to skip.

Milwaukee Local No. 164 Elects Glenn Kalkhoff

MILWAUKEE—IATSE Local 164 elected these officers: President, Glenn Kalkhoff; business agent, Otto Trampe; vice-president, Walter Behr; recording secretary, Robert Lucht; treasurer, George Wittman; sergeant at arms, August Mommer, and trustee, Harold Rustone.

To the examining board: Chester Millis, Otto Trampe, Kenneth McLay, Theron Redding and Joe Loui.

IATSE delegate: Walter Behr.

Delegates to Federated Trades Council: John Kraczek, George Harris, Roy Bernier, Otto Trampe, Walter Plato.

Alternate delegates to the Wisconsin Federation of Labor: Karl Miller, George Harris.

Executive board: John Black, Frank DeLorenzo, Norman Habersat.

ST. LOUIS

"Fantasia," the Walt Disney-RKO record-breaker, opened at Ruby S'Renco's Art Theatre April 26 at $1.22, reserved seats. This marks the 37th week for the picture at this theatre; it has played there a total of 36 weeks in years past.

On Filmrow: George Karsch of Farmington, Mo., who several weeks ago sold his Lead Belt Amusement Co. and his Farmington Entertainment Co. houses to Tom Edwards and Harold Harris for a figure which ran into six digits. Karsch is devoting all his time now to his real estate and other nontheatrical business holdings.



GEORGE KARSCH

Mr. and Mrs. Jimmy Frisina and their child will leave for the west coast early in May. He plans to participate in some important amateur golf tournaments while out there. In the meantime he will play in a tournament at Little Rock, Ark., opening on April 30.

Henry Halloway, who operates the Gem, Overland, Mo., the Beverly in University City and the Overland, in Overland, plans to visit his brother in Hawaii after attending the Variety convention in Los Angeles May 13-16. His brother Edward Halloway is a former band leader. Henry returned recently from a vacation in Florida.

A general increase in employment in the East St. Louis industrial area has been reported by the Illinois Employment service, which anticipates that by May 15 an additional increase of 665 workers will be needed.

The St. Louis Amusement Co. has awarded a contract to Henry Linek, builder, for the installation of an incinerator at the Tivoli Theatre . . . John J. Jones, president of Screen Guild Productions, arrived here from Hollywood to confer with Andy Dietz, local SG manager.

The St. Louis Theatre at Grand and Delmar boulevards, flagship of the St. Louis Amusement Co. fleet, under Fanchon & Marco management, has raised its price scale for adults to 50 cents and 75 cents, the same as the other first run houses of the city.



TEN-YEAR AWARDS—Herbert Bennin, manager for MGM at St. Louis, presents salesman Harry Hopkins (left) with a ten-year service emblem while Banks Hudson looks on. Hudson and Robert Jones, also salesmen, received ten-year service emblems earlier this year.

Manager Herbert Bennin and Al Coco went to the MGM sales conference in New York this week . . . Virginia Morrison, who returned from New York recently, will assist in choreography for Dr. Norman Ratcher's big barber shop quartet benefit at the Esquire Theatre May 23 . . . RKO is producing "Fighting Father Dunne," based on the life story of the founder of Father Dunne's Newsboys home here. The producer is Phil L. Ryan and Pat O'Brien is the star of the picture.

Jean Arthur, who is taking a course at Stephens College in Columbia, Mo., has moved from a dormitory which she shared with 22 girls to a Columbia hotel because "noise and confusion" in the dormitory interfered with her studying. She is taking courses in philosophy, biology, marriage and the home.

Lou Walters of Cine Supply Co., RCA distributor, went to Chicago for the annual meeting of the Society of Motion Picture Engineers, April 21-25 . . . Ray Colvin of Exhibitors Supply Co. was at the early sessions of the Chicago gathering but returned to St. Louis April 23.



LOU WALTERS

Tony Peluso, manager of Fanchon & Marco's 5,000-seat Fox, headed a committee of Grand-Olive district business men that presented a large basket of flowers to Patrolman Robert Paluczak, who directs traffic at the busiest intersection in the city, on his 37th anniversary with the police department.

Fred Wehrenberg and Mrs. Wehrenberg have returned from a sojourn in Arizona. The warm sunshine of Arizona has helped Wehrenberg to recover from an attack of influenza and pneumonia which he suffered late in the winter.

An application for permission to use a barn at 136 North Price road as a theatre for a summer stock company has been rejected by the Ladue, Mo., city council. The city zoning committee had previously recommended rejection of the application submitted by Nicholas Bakewell, 4540 Lindell Blvd., St. Louis, who has appeared in summer stock companies in New England.

Blondie, an 18-foot reticulated python, one of the big free attractions at the world-famous St. Louis zoo in Forest park, has gone through his last hunger strike. He died a few days ago. The forced feeding of the big snake at various times of the year was one of the big thrills for visitors to the zoo.

A bill has been presented in the Illinois legislature at Springfield to regulate individuals and firms selling theatre tickets as a business or sideline. There is a provision for a $100 annual license fee for each branch office, with renewals to be reduced to $50 per year.

After Six Years' Retirement

Marcia Ralston, after six years of retirement, will appear in a supporting role in Eagle-Lion's "Out of the Blue."

MILWAUKEE

Charley Guelson of the Badger Theatre, Stoughton, has donated his theatre for Sunday services since one of the local churches burned down three years back . . . Alex Pukalo, former air corps officer, now covers the northern territory for United Artists. Pukalo, transferred from the Chicago UA branch, speaks, reads and writes Russian. A graduate of Indiana university, Pukalo, 31, is married and has one child.

Jack Kelley, MGM reprint and reissue department executive of Minneapolis, spent several days in this territory . . . Jim Gallagher of Gallagher Films, Green Bay, huddled with Ray Bonner, Milwaukee representative, relative to remodeling the local branch office and equipment store. Complete revamping and modernization is planned if the carpenters grow tired of striking.

Eddie Spiers of Chicago, Film Classics district manager, was here to see Fred Good, local manager . . . Jimmie Shufflebotham, Warner sign artist, planed to Grand Rapids . . . Dan Rosenberg, PRC field auditor, departed.

Bob Allen, UA manager, is driving a new Buick . . . Brown's lake was selected as the spot for the all-industry outing to be sponsored by the Independent Theatres of Wisconsin and Upper Michigan. Golf, boating, horseback riding, swimming and lots of food and refreshments, with dancing in the evening are planned. The date will be announced soon.

Dan Bennett bowed out of Film Arts, favoring an airplane sales post with Anderson Air Activities. The motion picture produced by Anderson for Film Arts has gained national recognition as the best such film to date . . . Art Krass, Republic salesman, was nursing a terrific cold that interfered with his chess game.

Gordon Hewitt unwrapped the golf clubs for an early round at North Hills Country club. Judging from his score, Hewitt must have been in Biloxi all winter . . . J. Juell, Garden, South Milwaukee, was in booking . . . Iva Benning of National Screen departed for a brief St. Louis stay . . . Ruth Matz joined United Artists' office staff . . . Charley Trampe, Ray Trampe, Eddie Gavin and Elmer Klase are on the coast for a whirl at the ABC bowling session. While there Charley Trampe was to attend the Monogram board meeting.

"Cap" Thurwachter, who has controlled the town in exhibition, has relinquished the Avon, Park and Pix to Standard Theatres, Milwaukee . . . Johnny Mednikow, National Screen branch manager, dashed back from St. Louis and talks with son Mel after the NSS Windy city convention . . . Nick Meuren, MGM shipper, was confined to bed with the flu.

Jack Lorentz, 20th-Fox district manager, huddled with Joe Neger, local manager . . . Hilda Albrecht, MGM booker, intends blasting par at Rivermore on returning from New York . . . Jack Sullivan of the Carl Thelin theatrical sign firm is back at his drawing board, with that trick ankle bearing up well . . . Walter Blaney, RKO office manager, clipped Winnie DeLorenzo at three-cushion billiards again. Winnie says his game was better when he used a crutch.

Shortly after the current run of "The Best Years of Our Lives" the Alhambra, one of the oldest houses on the stem, will close for remodeling . . . Bill McShea, RKO home office executive, was a stopover and bore the blast of the Lou Elman humor.

Eddie Krofta, UA salesman, spent a worried night in Madison. After jamming his hand against a frozen car lock, a highly valued diamond ring turned up missing. Krofta notified the police and toured the town searching for the ring, a gift from his mother when the diminutive product seller was 18. Falling into bed exhausted at 5 a. m., Krofta just started sleeping when a parking lot attendant phoned he had found the ring on the floorboard of Krofta's car.

"Carnation" Charley Koehler and Sid Margoles went round and round discussing the merits of "Don't Open That Door, Richard" . . . Since this scribe kicked off on that proposed Oldtimers club proposal, interest has mounted. If the group had been organized now, they would have attended the last rites for Bert Fischer in a body! Let's have more comments and suggestions from you oldtimers with 20 or 25 years in the business. The first meeting will be scheduled shortly.

Larry Lawrence, Journal Green Sheet editor who attended the Walworth Theatre opening, misplaced his charming wife in one of the town's myriad antique shops. Lawrence said: "Here's a road map, son. Tour those shops and see if you can locate an antique woman. That's my wife, but don't tell her I said this!"

Booking on the Row: Sam Miller of the Rialto, Gladstone; Shirley Johnson, New Adams, Adams; Ray Lenz, Pastime, Horicon; Len Dorece, Crown, Racine; Joe Malits of the Eighth Street, Sid Margoles of the Regal and Helen Hanke of the Lyric, Milwaukee; H. H. Otto, Clinton, Clinton; Charley Guelson, Badger, Stoughton; Barney Sherman, Douglas, Racine; Frank Eckhart, Jefferson, Jefferson; Augie Berkholtz, West Bend, West Bend.

Also Lucille Fowler, Merrill circuit operator; W. C. Fischer, Campo, Campbellsport; Walter and Don Baier, Fort, Fort Atkinson; George Gonis, Liberty, Milwaukee; Eddie Moyle and Johnny Schuyler, Delft circuit, Marquette; Al Leinhart, New Glarus, New Glarus; Lon Housten, Troy, East Troy; Mr. and Mrs. Harley Huebner, Strand, Onconomowoc.

Sid Margoles, Regal operator, broke into radio on WMLO's Ton 'o Fun show by baffling announcer Skinner with his jive talk. Margoles, billed as Tyrone Shapiro, stole the act, but collected no prize . . . Eph Rosen, MGM acting manager, and top booker Hilda Albrecht shoved off for home office sales confab in New York . . . Joe Imhof, PRC manager, worked the territory about Beloit and saw some of the prize steers Milt Ellis has been boasting about.

Lou Orlove, MGM exploiteer, gave Charles Hacker, Wisconsin Theatre manager, a dinner while pounding the drums on "The Yearling" . . . "The Outlaw," in a midweek matinee opening at the Strand Theatre, Oconomowoc, was uneventful. Four times regular business was registered at the evening performances. The general comment of patrons was "What's all the shouting about?" . . . The Harley Huebners are selling their "dream home" in Oconomowoc and after this scribe was conducted on a tour of the home, he's thinking about the same thing you are. And, as Dave Ross would say: "The price is right."

Barney Sherman of the Douglas, Racine, parked that trick Buick convertible near the Safety building. George Edgerton, 20th-Fox salesman, approached, chirped, "Don't park there, Sheriff Hanley will sell it!" Hanley made quite a name for himself in new car sales while enforcing law and order here.



HUNTERS DINNER FOR "MACOMBER"—"The Macomber Affair" was previewed at the Riccardo restaurant in Chicago before its opening Wednesday (23) in the RKO Grand Theatre. In the photo Riccardo, restaurateur and big game hunter, explains the intricacies of his rifle to (left to right), Matt Plunkett, RKO Theatres publicist; Charles Harris, RKO assistant publicist; Col. Joe Goetz, assistant to Frank Smith, RKO Theatres division manager; Bill Briscoe, manager of the Grand, and Lou Mayer, manager of the RKO Palace. Riccardo was host at the preview and "hunters dinner" for exhibitors and newspaper representatives.

In California Vineyards

"Evening in Modesta" with setting in California's famous vineyards, story by Albert Maltz, has been purchased by RKO.

INDIANAPOLIS

J B. Stine, operator of the Garfield Theatre, Terre Haute, and Carl Harthill, manager of the Monogram exchange, spent the week fishing at Reel Foot lake in Tennessee . . . Mrs. W. K. Embleton, wife of the Monogram salesman, has entered St. Elizabeth's hospital at Danville, Ill., for a major operation.

Edna Merryman, inspector at Columbia, has resigned her post and will join the National Screen Service Corp. staff . . . Guy Craig, Columbia manager, called on exhibitors in Evansville during the week . . . Christine Kirk, secretary of ATO of Indiana, went to Louisville over the weekend to attend the races.

Joe Bohn, office manager for PRC, took part in the 1947 Indianapolis chess tournament, held April 26 and 27 at the YMCA. Bohn is treasurer of the Indianapolis Chess and Checker club. There were 20 contestants . . . Mrs. Ora Meissner, Gibson, Batesville, was in town to book and buy.

Andy Anderson, Kentucky circuit operator, has begun work on his new theatre in Hodgenville, Ky. The Lincoln Theatre there, which is now operationg, will be closed when the new house is completed . . . Mrs. D. J. Abbott, Batesville, booked . . . Earl Penrod, Viking Popcorn Machines, is suffering with an infected throat . . . Herman Hallberg, booker at 20th-Fox, is moving into his new home at 16th and Lafayette road on the west side of the city . . . Arthur Clark of Bloomington was on the Row to buy and book.

A boy was born to Mrs. Burdette N. Peterson April 21 at St. Francis hospital, Beech Grove, Ind. The father is the manager of the National Theatre Supply Co. here.

A. M. Van Dyke, sales manager for the Chicago branch of 20th-Fox, was a business visitor at the local branch Monday . . . E. L. Ornstein, Marengo, booked . . . The Parkview Amusement Co., Louisville, has appointed H. S. Davidson as manager of the Shelby and Capitol theatres.

The next meeting of the board of directors of the Associated Theatres of Indiana will be held May 6 in the Hotel Antlers. Regular luncheon is scheduled at 12 noon in parlors C and D . . . A. B. Thompson, North Vernon, booked.

Team 8 Rolls High Score In Milwaukee League

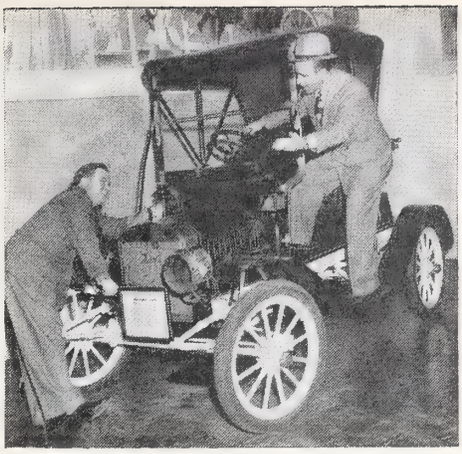
MILWAUKEE — In the IATSE Bowling league, team 8, F. DeLorenzo, captain, rolled the highest three-game score, with 2,732. No. 5 was runner up with 2,655, and No. 3, third, with 2,617.

High single game score was rolled by No. 8, with 959. No. 4 was second with 940 and No. 2, third, with 922.

Elmer Klase rolled high three individual games with 664. Bob Lucht was runnerup with 619, and Chet Millis, third, with 617. Millis copped high single, with 255. Art Weaver was second with 246, and Bob Lucht third with 922.

TEAM STANDINGS

	Won	Lost	Pin Avg.
No. 4	56	34	798
No. 6	53	37	781
No. 5	48	42	800
No. 8	47	43	795
No. 1	45	45	773
No. 2	42	48	799
No. 3	38	52	772
No. 7	32	58	760



READY FOR BENNY — An ancient Maxwell auto was discovered by B&K press agents Ed Seguin and Jimmy Savage (cranking car), for use in the parade that will hail Jack Benny's personal appearance at the Chicago Theatre May 9. The ad lads arranged to borrow the car from the Rosenwald Museum of Science and History.

High Court Denies Pleas Of Theatre in St. Louis

JEFFERSON CITY—The Missouri supreme court denied two applications for writs of prohibition sought by the owners of the Robin Theatre in St. Louis in their efforts to prevent the city officials, police and fire departments from interfering with the continued operation of that house, which was opened some 30 years ago.

One application was directed against Walter H. Kammann, city fire marshal, and members of the St. Louis fire and police departments, while the second named the city and H. H. Baum, building commissioner, et al, and was filed with the supreme court after Baum had condemned the theatre building for use as a place of public assembly of any kind until it has conformed to certain provisions of the new St. Louis building code.

From the BOXOFFICE FILES

(Twenty Years Ago)

FILM delivery service in the flooded area in southern Illinois and Missouri has continued without interruption, according to a bulletin sent out by Harry Weiss, president of the St. Louis Film Board of Trade. Many of the towns are under more than 12 feet of water. At New Madrid, Mo., where the Mississippi usually is one mile wide, the river is now 25 miles wide. For the first time, films are being shipped via river boats. The docks in many towns are under water, but the boats get as close as possible to a landing place.

* * *

A motion picture theatre at Riverton, Ill., was put out of business when a tornado hit that town last week . . . Paris, Ill., has voted against Sunday shows. Four thousand votes were cast recently in an election following a hot campaign . . . Frank Harris, formerly manager of the Pathe exchange in St. Louis, is now special representative for the Harold Lloyd organization.

* * *

Sam Pertle, Jerseyville, Ill., and Ed Felles, Hillsboro, Ill., were among the few visitors to St. Louis the past week . . . James Drake, owner of the Gem in St. Louis and the New Drake in East St. Louis, is reportedly the purchaser of the Rialto in Granite City, Ill.

The Crescent at St. Francisville has been taken over by Anson Clark . . . The following theatres have been closed because of flood conditions: Rees, Cairo, Ill.; Lyric, Mounds, Ill.; Palm, Mound City, Ill.; Kampsville, Kampsville, Ill.; Linn Creek, Linn Creek, Mo.

The Pauline Airdome, one of the largest and best equipped open-air places in St. Louis, has opened for the season by special request of patrons. The theatre is owned by Charles A. Kolbfell . . . Fire destroyed the Grand Theatre at Mexico, Mo., with a loss estimated at $90,000. The Grand was a unit in the Universal chain.

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Lester Bona to Mark 40 Years in Industry

ST. LOUIS—Lester Bona, WB manager here, will celebrate 40 years in the motion picture business and 25 years with WB the week of June 12. Bona has been in distribution 35 years.

Bona's 40th anniversary also marks the 40th anniversary of the night that Roy Anderson, veteran motion picture projectionist and cameraman, started in as operator at the original Merry Widow Theatre, a 100-seater opened in 1906 by George and Harry Hayes on Chouteau avenue at Dillon street.

On June 12, 1907, Bona, then a small boy, walked into the Merry Widow to seek work as an usher. Harry Hayes, the manager, was having a tough time of it since his nonunion projectionist was having difficulty keeping the picture on the screen. About that time Anderson walked into the theatre.

"If you get that fellow away from that machine, I can help you," Anderson said, flashing his union membership card for Hayes to see. In great relief Hayes agreed and in about 10 or 15 minutes Anderson had the show running smoothly. He was employed as the regular projectionist and held the job for some time thereafter. Hayes was in a good humor, of course, and readily agreed to give Bona the job as usher.

Back in 1906 a motion picture program consisted of three reels, a two-reel feature and a reel of shorts. Later illustrated songs became popular and Bona was then promoted to sing in addition to his duties as usher.

Bona recalls that over a period of 40 years there have been four different theatres called The Merry Widow on Chouteau avenue over a stretch of two blocks.

The second Merry Widow was a 250-seater three doors west of the original. It also was run by the Hayes brothers.

John P. Murphy opened the third Merry Widow, with 485 seats, at Chouteau and St. Ange avenues. Later Murphy sold out to the Johnston brothers, who in turn gave way to Sam Komm.

Komm built the present New Merry Widow Theatre at the northeast corner of Chouteau avenue and Grattan street a few years ago. It has about 900 seats.

St. Louis MOD Collections Greater Than Last Year

ST. LOUIS—Metropolitan St. Louis led the Missouri March of Dimes with a total of $171,236 obtained through the Globe-Democrat-KMOX drive, with some 110 motion picture theatres of St. Louis and St. Louis county participating. The total is above the $159,338 collected in the city and county last year.

Robert T. Hensley, Missouri chairman, said that the total for the state with 13 of the 114 counties still unreported is $469,000, or about $111,000 above the 1946 state total of $358,000. The final total for Missouri is expected to pass the $500,000 mark, an all-time high for the state.

Indianapolis House Loses $2,000 to Safecrackers

INDIANAPOLIS—Cracksmen who battered open the safe in the office of the Cinema Theatre here Sunday night (20) took $2,000.

Manager James Coyle, who reported the burglary, told police he found the safe smashed and $1,600 in cash and checks for bank deposits amounting to $400 missing when he opened the office.

Meanwhile, two Indianapolis ex-convicts with long police records, who were arrested in connection with an alleged attempt to burglarize a safe at the Strand Theatre, 1332 East Washington St., were arraigned in municipal court on vagrancy charges.



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THEATRE .....

STREET ADDRESS .....

TOWN ..... STATE .....

NAME ..... POSITION .....

Film Department Planned in Library

From Southeast Edition

ATLANTA—A department of motion pictures is in the blueprint stage as Atlanta's new public library project, it was disclosed here by Aubrey Milam, president of the Carnegie library board of trustees.

On a visit to Los Angeles last summer, Milam saw a motion picture museum, and he brought home the idea of creating a similar project here. It would include historical data on the development of the motion picture industry, scenes from early films, small models of production lots, equipment used in the making and projection of pictures, and similar displays.

The city last summer voted $1,700,000 in bonds for new libraries, including a new main building and three branches. Milam said it was hoped to establish the department of motion pictures as a permanent department of the main library.

"My conception of the functions of a library," he said, "is that it should not only be the source of the accumulated wisdom of the ages, but also insofar as is practical it should be an agency for the dissemination of this wisdom by creating a more active desire on the part of the public to use its facilities.

"To this end, we already contemplate in the new library as nearly a complete department on music as can be arranged. I think the application of motion picture photography in teaching has only begun, and a department of motion pictures would be something unique in libraries in the south; maybe in the country."

George Cohan Jr. Bests Famed Father's Record

From New England Edition

PROVIDENCE—George M. Cohan jr., making his debut as an entertainer, broke a long standing tradition at Fays Theatre when his vaudeville act was held over for a second week. This was the first time in 31 years that an act was held over more than a week at Fays.

Throughout the first week of his engagement here young Cohan appeared before capacity audiences, and the attendance held up well during the second week. The balance of the second-week bill was new.

Considerable publicity was given Cohan's vaudeville venture. Newspapers carried pictures of him reading a plaque on the house where his illustrious father was born in the Fox Point section of the city, and he was guest of honor at a luncheon given him by the Town Criers of Rhode Island, who elected him honorary chief crier.

Also, the city council adopted a measure changing the name of Fox Point Boulevard to George M. Cohan Boulevard in honor of the senior Cohan.

Indianapolis Film Council Luncheon Closes Season

INDIANAPOLIS—A luncheon April 26 was to close the season for the Indianapolis group of the National Screen Council.

New officers for the year are Mrs. E. L. Burnett, president; Mrs. J. Francis Huffman, vice-president; Mrs. M. J. Spring, secretary-treasurer; Mrs. Clayton H. Ridge, publicity; Mrs. Emory Cowley, contact chairman; Mrs. Frederick Balz, legislative chairman, and Mrs. John Thistlehwaite, county chairman. Directors named for the year are Mrs. Emma Kominers, Mrs. Alvin H. Johnson and Mrs. William H. Pearl.

Indianians Oppose 'Neurotic' Pictures

FORT WAYNE—Northeastern Indiana exhibitors went on record as opposing films which depend upon neurotic and criminal tendencies of characters for their interest, and also condemned the policy of some producers who, they said, "try to raise prices for good or better pictures, but do not lower the cost for poor or second-rate films." The action was taken at a luncheon meeting of the second and fourth districts of the Ass'n of Theatre Owners of Indiana, held in Hotel Keenan here.

The group pointed out that audiences in this section are composed of persons who want entertainment in theatres, and are opposed to "unwholesome" productions.

The group further objected to the "mediocrity" of some of the films they "must accept if they are to show anything at all in their theatres," and said the policy of producers in raising prices for good pictures should be balanced by a lowering of prices for the lesser grade films.

Roy Kalver, owner of the Adams and Cort theatres in Decatur, vice-president of the second district, presided. Trueman Rembush, president of the Indiana group, discussed aims and ideals of the association. Other problems were discussed by Leo Jones of the Independent Theatre Owners of Ohio.

Henry Ford Was a Patron And Maker of Pictures

From Mideast Edition

DETROIT—The death of Henry Ford removed from the motor city its most famous motion picture fan—one who had more than a passing connection with the industry in various phases.

Typical was his quiet appearance at a theatre when the picture was one that he liked; done without ostentation, and so deftly that he attracted little or no attention in the audience. He always managed to slip out just before the crowd started to leave. He was a patron of legitimate and motion picture theatres alike. He used to go sometimes to the Midway, a neighborhood house only a few miles from his home in Dearborn, usually to an early show. This house is largely patronized by Ford factory workers.

In 1940, when MGM staged many special events for the premiere of "Young Tom Edison" at Port Huron, Ford furnished ancient trains and equipment from his Greenfield Village museum and met with the industry's leaders here in the unique activities that accompanied the celebration. His son, the late Edsel Ford, took an even more prominent part in the celebration. This film is a tribute to Ford's friend, the father of the motion picture industry, Thomas Edison.

Ford as an industrialist was a pioneer in the use of commercial motion pictures, using many types of educational, narrative, documentary, news, and other pictures, dating back at least 30 years. The Ford Co. came to be one of the largest sponsors of commercial films, both silent and talking, in industry.

Operating Without Permits

From Central Edition

DETROIT—Hugh J. O'Neil, state superintendent of private employment bureaus, has issued a ruling that no booking agency will be allowed to operate in Michigan unless it possesses a state license. O'Neil's drive is aimed at nationally known offices which book attractions into the state without a local license as well as the small agencies who do not bother to get licenses.

Big Chicago Department Store Adds To Tiein Promotions With Films

CHICAGO—The Goldblatt department store chain, the largest local advertiser, is increasing its tieins on motion pictures, and distributors and theatres are reaping steady benefit from the resultant gold mine of promotion.

The latest tiein was with U-I's "Stairway to Heaven." Goldblatt's store donated 12 bathing suits awarded the winners in a contest for a "Chicago Angel." Grand prize was luggage.

Motion picture luminaries appear regularly on Goldblatt's two air shows, the Teens and Tunes Club and Let's Have Fun, which are credited with the largest listening audiences of any local program.

ON AIR SHOWS REGULARLY

B&K circuit and RKO Theatres offer passes and other prizes in tieups with these shows.

Major film tieups are being worked out for Goldblatt's Star sale, which will open in May and be promoted with 134 pages of newspaper advertising with a reputed readership of 4,500,000, plus a circular campaign to 2,000,000 more persons. Chuck Jones, Goldblatt press agent, plans to feature a picture of a film or stage luminary daily saluting the Star sale. He also is arranging autographing parties and radio appearances.

BIG GIVEAWAY ARRANGED

The 250,000th woman, "Mrs. Quarter Million," to attend a Let's Have Fun broadcast will receive the largest giveaway in local radio history—$3,000 in gifts, an introduction to Joe E. Brown, a free seat to see "Harvey," free trip to Hollywood, a dinner at Don the Beachcomber's cafe and a drive around the city in a telephone-equipped limousine. In Hollywood she will have breakfast with Tom Breneman, visit Earl Carroll's and visit the studios and stars.

The Let's Have Fun show will open another giveaway writein contest in behalf of La Rabida sanitarium April 28. A half hour program on WGN with no commercials will be turned over to the Variety Club with stage, screen and radio stars participating.

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GENERAL EQUIPMENT—USED

1. Hertner horizontal generator, 80-160 amps. 85 volts rheostats for Suprex operation, including meter and voltage regulator panel. Guaranteed condition. Ideal for drive-in or large theatre. A buy at present day prices for $700. 2. Western Electric sound equipment, serviced and guaranteed condition. Wide range apertures, motor generator, Brown & Brockmeyer motors, 75 watts of audio, 41, 42 and two 43 amplifiers modified. Ideal for Drive-in or large theatre, $900. 3. Cincinnati Time recorder sound equipment, overhauled and guaranteed condition. Two Scott Ballantyne amplifiers. Excellent for small theatre, $350. Public Chair Installation Co., 318 Film Bldg. 2108 Payne Ave., Cleveland, Ohio.

Complete portable 35mm sound projection outfit. Two 35mm Holmes lamp sound projectors with 2m ft. magazines. Amplifier and speaker in case, $750. 8x10 Dalite beaded, roll-up type screen in waterproof carrying case with screen tripods, $75. Write, wire, phone, Jeanne Moore, 15 E Ohio St., Chicago 11, Ill. Superior 8222.

For Sale: Two complete Simplex projectors, consisting of changeovers, lenses, magazines and two General Electric copper oxide rectifiers. Good condition. Inquire American Theatre, 3621 Main St., East Chicago, Ind.

Bargain prices. Low intensity lamps, rectifiers, motor generator sets, rheostats, sound heads, amplifiers, speakers, one syncrofilm portable 35mm projector, sound. Pair Preddey DC Hd lamps and rectifiers. Many other items. Let us know your needs. Stebbins Theatre Equipment Co., 1804 Wyandotte St., Kansas City 8, Mo.

Strong, low intensity arc lamps with rectifiers, 24/30 amps, $100 pr. Joyland Theatre, 614 So. State St., Chicago 5, Ill.

Army surplus: DeVry, Holmes, Simplex-Acme, write for prices. Gold seal 2 unit ticket machines, $175; Simplex 3 unit $199.50; hand operated 2 unit $100, all completely rebuilt and guaranteed; Golde ticket boxes, $2.50; Simplex mechanisms, genuine rear shutter, double bearing, spiral gears, completely rebuilt, $400; Powers, $100.50. Liberal trades. Thousands other bargains. Star Cinema Supply Co., 459 [illegible] New York 19, N. Y.

For Sale: Two Simplex mach[illegible] with sound equipment. RKO Pic[illegible]s. Ind.

Heavy Duty blo[illegible] 15,000 cfm to 50,000 cfm. Air [illegible] sizes. Hydraulic drives two and four [illegible] and controls. Immediate delivery. [illegible] National Engineering and Mfg. Co. [illegible] St., Kansas City, Mo.

First $500 cash. Two Powers mech[illegible] with motors, stands, magazines, lenses, [illegible] soundheads, two Mazda lamphouses, [illegible] regulator, Jensen speaker and horn. Good [illegible] condition. Complete equipment except [illegible] Extra head. E. B. Wacaster, Ozark [illegible] Ozark, Ark.

A rare bargain: Two completely re[illegible] Simplex projectors with mechanisms having [illegible] shutters and double bearing movements, [illegible] spiral and shock-proof gears, five point [illegible] with 16 in. magazines, with late type We[illegible] Electric sound equipment complete. Two new [illegible] R-Ace high intensity Suprex lamps, two [illegible] three tube 45 amp. rectifiers for above. [illegible] Ir. projection lenses. A complete pro[illegible] sound equipment, fully guaranteed for [illegible] $2,575. Theatre Equipment & Supp[illegible] N. Seventh St., Milwaukee 3, Wis.

Servicing booklets. Amplifiers, sp[illegible] Sound-Books, $1. Any equipment Wesley [illegible] Engineering, 575 Enid, Okla.

Pair high intensity Velocraft lamp[illegible] complete sound system, motor generator for [illegible] Oaktown Theatre, 6817 Roosevelt Road, Berwyn, Ill.

Pair Simplex Acme projectors, sound [illegible] bases, low intensity lamps, automa[illegible] covers. All in excellent condition ready [illegible] to up to 1,000-seat theatre. $2,500. [illegible] Sunmess, Jarvis Theatre, Binghamton, N.

Complete booth equipment including [illegible] Electrique 44C sound system with Univ[illegible] Simplex standard mechanisms, rewind [illegible] cabinet, hand rewind, Brenkert Econare [illegible] rectifiers. Good condition, going for $2 [illegible] f.o.b. Huntsville. Avon Amusement Co., Box 31[illegible] ville, Texas. Phone 157.

Complete booth equipment. Simplex [illegible] jector, Peerless "Magnarc," Simplex [illegible] sound, Everything but rectifiers. New [illegible] H. Sorokin, 907 High St., Portsmouth, [illegible]

12 in. Jensen P M speaker. Used [illegible] condition, less. Price $45. Write Colem[illegible] Tradewinds, Wis.

THEATRE TICKETS

Promot Service—Special printed [illegible] 100,000, $19.90, 10,000, $5.95, 2,[illegible] Each change in admission price additional [illegible] coin, $2.50 extra, double numb[illegible] Shipping charges paid to 1,000 mile[illegible] north. Kansas City Ticket Co., 18[illegible] Grand, Kansas City, Mo.

SIGNS

Easy Way to Paint signs. Use [illegible] patterns. Avoid sloppy work and wasted time. No experience needed for expert work. Write for free samples. John Rahn, B-1329 Central Ave., Chicago 51, Ill.

THEATRE SEATING

Several thousand used upholstered opera chairs on hand. We are headquarters for the cream of the used chair crop. We pick the lots that we think you will like. We furnish proper slope and sections desired to fit your theatre. Our many years experience in the seating business is your guarantee. Write for exact photo and price. We have parts for all makes of chairs. Also, leatherette 25x25 in. all colors, 55c ea. Good quality. Chicago Used Chair Mart, 829 So. State St., Chicago 5, Ill.

Fensin Chair maintenance headquarters has all parts and accessories for all chairs. Also upholstery fabrics and theatre chair supplies. Send us your sample for quotation. Repair service available right in your theatre also. Fensin Seating Co., 62 E. 13th St., Chicago 5, Ill.

1,200 Used Spring cushioned theatre chairs, $1.50 ea., and $3.50 ea., complete. Immediate delivery. Russell Chair, 2567 McClellan, Detroit, Mich. Phone LENox 3446.

3,000 Heywood chairs, complete, box spring cushions. Also 8,000 Andrews and American seats, late model complete for slope or level floor. Upholstering done by experts at your theatre or send to us. One day service. Ace Chair & Carpet, Inc., 1428 So. Wabash Ave., Chicago 5. Phone WEBster 3932 or HARrison 4219.

Leatherette: Standard run, first quality, assorted colors, 50 to 64 in. wide, suitable for theatre seating, sold by yard or roll. All orders shipped within 24 hours. Leatherette Mart of Chicago, 1153 Belmont Ave., Chicago 13, Ill. Phone BUCkingham 0030.

Theatre Chairs, 3,000 used spring cush[illegible] part full upholstered back and part in[illegible] back, with spring edge and box spr[illegible] 1,000 veneer chairs, 800 good [illegible] spring cushions and hinges. Write [illegible] and photographs. Immediate de[illegible] how many you need. We export cl[illegible] Jesse Cole, 2665 McClellan Ave[illegible]70, Detroit, Mich.

Sewn [illegible] covers and sewn slip covers, re[illegible] for all brands seats. Fred's Thea[illegible] Vine, Ala.

Clearance: 175 all veneer A-1 condition, $2 ea. 400 Heywood box spring panel back, $2.50 ea. [illegible] Supply Co., 1046 Broadway, [illegible]

Velour covered backs box spring cushion[illegible] condition, $3 ea. Lease expired, m[illegible] Contact Mrs. Kelln, Albany 5-50[illegible]

1,000 Heywood wakefield dini[illegible] upholstered (sprung cushion chairs, excelle[illegible] $4.95 (rebuilt [illegible] 40. General full uph[illegible] red back, box[illegible] tion, rebuilt, $7.50[illegible]00 veneers, ex[illegible] Wurlitzer, etc. S.O.S. Cinema [illegible] W. 12nd, New York 18.

2,000 good used all [illegible] These chairs [illegible] back [illegible] quantity. [illegible] Chairs [illegible] Bridgeport, Wis., and Peter[illegible]

Ushers: Kidde Lux[illegible] pound type, [illegible] use, $46 [illegible] Freight [illegible] on four or more. [illegible] guaranteed. Theatre Supply [illegible]46 Broadway, [illegible]

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I have 150 used brass 2½ to 3 gal. [illegible] spray nozzles at $1 ea. Also have [illegible] Rainbow Mist spray nozzle[illegible] Water broken fine misty spray [illegible] nozzles, ⅜ in. capacity [illegible] per minute, 450 nozzles, ¼ in. [illegible] gal per minute. Will sell all [illegible] nozzle $0c ea. while they last. [illegible] office. Also I have some Textrope [illegible]2 Randall Bearings, belts and drives. [illegible]erson, R2, Clinton, Mo.

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Twister Exhibitor: Do you need a stimulant one night a week? Play Screeno. The first screen game and still the leader because Screeno cannot be controlled. Screeno slides are operated by air and not affected by electric current, therefore cannot get out of order. Finest Bogus Bristol die cut cards supplied with equipment. Give seating capacity, secure attractive price. Screeno Amusement Co., Orleans-Huron Bldg., Chicago 10. Phone DELaware 5953.

Bingo Cards, 100 or 75 number, $2.75 per M, lots of 10M or more, $2.50 per M. 100 number cards good for Keen-o game. Premium Products, 334 W. 44th St., New York City.

THEATRES FOR SALE

Theatre: Oregon county seat town. Owner says cleared $500 last month after paying manager's salary and all expenses. Nice new place to live included in deal. $15,000 cash will handle. Theatre: About one hour's drive from metropolitan Portland. An easy living can be made by most anyone here. Situated in the heart of one of the most scenic spots in America. $15,000 includes modern building. Theatre: County seat town of 2,500 population. Owner selling on account of other interests. Easy terms with only $5,000 down. Theatre: Portland suburban. New booth equipment, good district. $32,500 full price. Might consider some terms. Write us for information on these and many other good theatre buys. Theatre Exchange Co., 217 Governor Bldg., Portland 4, Ore.

Build double-parking drive-over ramp drive[illegible] theatres under franchise patent No. 2,102,[illegible] re-Issue No. 22,756. Patent applicatio[illegible] 301,713. Gives up to 30% more seati[illegible] without additional cost. Louis Jos[illegible] tect, 628 M&M Bldg., Houston [illegible] Architects Bldg., Los Angeles [illegible]

Only theatre growing too[illegible] Southern New Mexico. Excellent buil[illegible] Simplex high lamps. Exceptional [illegible]counting, fishing. Thorough investigation [illegible] to qualified prospects. $35,750 [illegible] Cash down. Exclusive with Arthur [illegible] Kinmore, Dallas, Tex.

Count[illegible] Kansas. Only theatre, good equi[illegible] Selling approximately one[illegible]0,000 down. No brokers. B-2707 [illegible]25 Van Brunt Blvd., Kansas City 1, Mo.

[illegible] Theatres, latest equipment. One in coun[illegible] one air-conditioned, no competition, $100,00[illegible] Box 471, Summerville, S. C.

Suburban, near Chicago. Simplex Western E[illegible] tric, 625 Heywood seats, $41,500 terms. Offi[illegible] Savereide Theatre Brokers, 624 S. Mich[illegible] cago, Ill.

Indiana city over 100,000. Brick building, [illegible] sub-rentals. Hi-Simplex, over 600 seats, owner[illegible] tiring, $70,000 down. Savereide Theatre Bro[illegible] 624 S. Mich., Chicago, Ill.

Three theatre[illegible] Virginia, two in W. Va[illegible] nice home [illegible] selling all [illegible] other B[illegible] office. [illegible]n Brunt [illegible] Kansas C[illegible]

Lease [illegible]e: 400-600 s[illegible] with option [illegible] ex V[illegible] city or vicinit[illegible]ell all first [illegible] 10[illegible]009 Fox Bldg., Detroit, Mich.

[illegible] theatre th[illegible] does show a [illegible] for your tim[illegible] 15,000 cash to[illegible] 11 country town [illegible] (10,000 population) central Ohio, Center of [illegible] populated rich farming area. Community [illegible] brick building (but new and not a palace) [illegible] on good veneer. Simplex, new lamp[illegible] ing and new popcorn machine. Op[illegible] of three and four days per week estab[illegible] better than $[illegible] Tax and [illegible] $14,000 with [illegible] buy so please do not write your time and [illegible] are definitely [illegible] Many theatre[illegible] available to [illegible] the ma[illegible] B[illegible] Kansas City 1, Mo.

Theatres in the [illegible]Midwest [illegible] offers more [illegible] business [illegible]abilities tha[illegible] to this ever[illegible] you sell, [illegible] owner [illegible] brokerage service [illegible] Warner Bldg., Port[illegible]

[illegible] newly and newly [illegible] More information given [illegible] Box F, Boxoffice, 80[illegible] St., Pittsburgh 19, Pa.

Theatres in Pittsburgh territory: 400 seats, including building, $34,000, 301 seats, $38,000; 565 seats, $75,000; three theatres in Ohio town, grossing over $400,000, $638,000. Theatre Brokers, 1711 Blvd. of Allies, Pittsburgh, Pa.

Theatres exclusively Southwest Oklahoma good town, equipment, business, Super Simplex, 365 seats, $11,500 down. Illness. Also northeast Oklahoma brick building, highly equipped, $250 weekly gross and badly neglected, $7,500 down. Also highly profitable drive-in theatre city 55,000, $20,000 down. Also six small towns under $7,000 down. Many others. Arthur Leak, 3422 Kinmore, Dallas, Texas.

New 420-seat theatre in northeastern Wisconsin, excellent territory in fast growing town, doing good business, price $60,000. Half down. Complete with new Simplex E-7 projectors and 4 star X-15 sound system, Peerless magnarc lamps. Write B-2717, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

For Rent: In one of the fastest growing towns in famous Ozone belt near New Orleans, building suitable for theatre. B-2718, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

THEATRES FOR SALE

300 upholstered seat theatre, 40x80 brick building, in town of 800. Formerly located here. Nearest theatre 15 miles. Will sell reasonable if taken soon. Miles Yelbarticky, Kensington, Kas.

THEATRES WANTED

Sell Your Theatre Privately. Confidential correspondence invited. References: Arthur Leak, Theatres Exclusively, 3422 Kinmore, Dallas, Tex.

Veteran [illegible]n for theatres in Indiana, Kentucky, [illegible]hio. Box 172, Linton, Ind.

Small [illegible]able theatre wanted. Send details. Box [illegible]ken Arrow, Okla.

[illegible]sh for theatre, good town, 2,000 popu[illegible]ater preferred, will consider competi[illegible] suburban theatre. C. P. Knudsen, [illegible] Joe Ave., Hastings, Neb.

W[illegible] to lease small theatre in town of 1,000 to [illegible]entral Florida preferred. Give fullest [illegible]rs in confidence. B-2720, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

[illegible],000 will buy or lease your theatre. Will [illegible] to $150,000 for the lease or purchase of theatre, regardless of climate or territory. Reply will be contacted personally by our representative. B-2716, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Individual interested in theatre business. Will [illegible] building and equipment. Missouri territory preferred. Give details. P. O. Box 246, Independence, Mo.

HELP WANTED

Splendid opening for the right man. Field executive and office man for Independent Theatre owners of Wisconsin & Upper Michigan. Must like theatre or sales experience in the motion picture business. Apply Room 414, 709 N. 11th, Milwaukee, Wis.

Wanted: Manager for permanent position for second run theatre in city of 25,000 in Illinois. Give qualifications, salary expected, age, married, [illegible]shot in first letter. B-2710, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Wanted: Experienced theatre manager for permanent position. State age, experience, references, married or single. Hudson Theatres Co., Richmond, Ind.

POSITIONS WANTED

Man with ten years experience candy and popcorn concessions in theatres desires employment with the theatre circuit. Go anywhere. B-2712, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Manager Available after August 1. Would prefer small town. Can give recommendations from present employer. B-2721, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

MISCELLANEOUS

Glazit with Glazore. Cleans and glazes lacquered, enameled, varnished surfaces, metals, tile, glass, marble. Pints $1.50. Distributors wanted. Write for particulars. Harry S. Gans, 326 W. 44th St., New York 18.

POPCORN MACHINES

Porch—Manley—Cretors—Advance—All electric French fry types. Karmeikorn Equipment, 120 W. Lead, Chicago 6, Ill.

Rebuilt Popcorn Machines for Sale. Fully guaranteed. Price from $150. CONSOLIDATED CONCESSIONS, 1314 S. Wabash, Chicago 5, Ill.

[illegible] is national headquarters for popcorn [illegible] Silver Stars, Super Stars, Corn Cribs, [illegible]es taken in trade. Blevins Popcorn Co., Nash[illegible] Tenn.

Re[illegible]gains used popcorn machines. Burch, Cretors, [illegible]ice, guaranteed. Poppers Supply, Box 858, [illegible] Ga.

[illegible]orn machines. All models. Prunty Co., 620 N. 2nd St., St. Louis 2.

For S[illegible] Manley DeLuxe popcorn machine used less [illegible]ear. Looks like new. Follett Theatre, Follett, Tex.

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Every Week this page does a fine job of selling, locating, serving. Try it and see!

Kansas City Tower To First Run Setup

KANSAS CITY—Following the run of "Wake Up and Dream" at the local Tower Theatre, Fox Midwest will return its large downtown house to an A situation for the first time since 1939. It will replace the Esquire as the day-and-date house playing with the Uptown and Fairway, first run residential and suburban houses respectively.

The Esquire will operate on a tentative policy of single feature first runs, its first attraction being "The Westerner," a United Artists reissue.

The Tower, originally called the Pantages, was taken over by Fox in 1938. Barney Joffee, present manager who will continue in that capacity, was then managing the house with Bill Reinke, who then left show business here. Joffee has been at the theatre since about 1932.

Under its new ownership, the Tower was utilized under a policy of single features plus vaudeville. In 1939 that policy was altered to include double features as well as stage attractions. This policy held until the run of "Best Years of Our Lives," which ended there last week.

The Esquire, a small theatre located next door to the Tower, was originally named the Twelfth Street and was a burlesque house. In 1938 Fox Midwest purchased the location, renaming it the Esquire and operating it day and date with the Uptown. Buss Carroll, present manager, has been at the house over two years.

Holdup Attempt in Duluth Foiled by Theatre Man

DULUTH—A holdup attempt at the Strand Theatre was foiled by quick action of a Duluth theatre man and a suspect faces charges in district court.

Harold Scoville, assistant manager of the Strand, and John Cherne, assistant manager of the Norshor, were accosted by a man with his hand in his coat pocket as if he held a weapon. Scoville, responding to questions, said he had no money. Locking up Cherne in a closet, the would-be robber ordered Scoville downstairs from the theatre office. Scoville dashed out of the building to call police. The holdup man fled.

Half an hour later, police arrested Peter Paul Harpet, 34, listed as a transient, in a tavern.

Scoville last March 2 was slugged by a thug who escaped with nearly $40 in cash.

Christensen in Omaha

OMAHA—N. P. Christensen, with the San Francisco export firm of Fraser and Hansen, spent several days here conferring with officials of the Ballantyne Co. The San Francisco firm exports products of the Omaha Theatre Equipment Co.

To Open Monett Airdome

MONETT, MO.—Jack Stevenson, former local Commonwealth Theatres manager, is to open a new airdome situation here and has purchased equipment from RCA. Stevenson also recently purchased a theatre in Pierce City.

Quits RKO Theatres Job

MINNEAPOLIS—Al Bloom has resigned as Orpheum and Pantages publicity man to join the Mike Fadell advertising agency. No successor will be appointed by RKO Theatres.

Cole, Becker Head MPF In Kansas City Area

KANSAS CITY—Veteran Arthur Cole, dean of Kansas City's Filmrow, was unanimously elected permanent chairman of this exchange area's Motion Picture Foundation panel at an enthusiastic meeting held Monday morning.

Unanimous, too, was selection of J. A. Becker, head of Associated Theatres, Independence, Mo., as area trustee.

TWO GROUPS OF COMMITTEES

Cole and Becker will serve as one-year committeemen, along with Clarence A. Schultz, Sam Abend, M. D. Cohn, R. R. Biechele, Felix Snow and A. Jules Benedic.

Two-year committeemen are L. J. Kimbriel, T. R. Thompson, Frank Plumlee, Earl Dyson, Robert F. Withers and Mike Cullen, all of Kansas City, and Homer Strowig of Abilene, Kas.

Benedic, who has been temporary chairman of the Kansas City organization, will speak on behalf of the Foundation at the annual convention of the Allied Independent Theatre Owners of Iowa and Nebraska, Inc., to be held at Omaha May 5, 6.

VACANCIES TO BE FILLED

One vacancy exists in each of the two term classifications. These will be filled at a later meeting, it was announced.

Becker is leaving soon for an extended vacation in California. However, he will fly back to Kansas City for the next meeting of the local panel, to be held in advance of the meeting of national trustees. This latter session was originally scheduled for May 12 at a city yet unnamed, but may be postponed due to the telephone strike, which has crippled attendance at some MPF organization meetings held over the country.

Film Rental $45 Weekly, But 'Twas Back in '14

Grand Island, Neb.—Gene Rich, MGM exploiteer, found records of the old Lyda Theatre, on which now stands the modern Grand, so interesting that he copied down a few samples.

To those interested in cost of theatre equipment and operations of the past as compared to today, the following figures are illuminating:

Simplex and Powers machines, $625; seats (200), $520; Wurlitzer, $4,500; redecorating, $1,440; curtains ,$90; ticket-sellers, $10 a week; film rental, $45 to $60 a week; building rent, $27.50; operators, $2.50; ticket taker, $5.

The time, Aug. 23, 1914. The manager and owner, the late Tynne Hayman.

Theatres Join Variety's Fund-Raising Program

OMAHA—Fourteen local theatres joined the Variety Club program for raising funds for the Children's Memorial hospital by staging children's matinees along with 77 theatres in the territory. All proceeds went to the hospital.

Dr. Harry A. Burke, Omaha school superintendent, allowed all pupils wishing to attend matinees to be dismissed at 2 p. m. The local theatres volunteering their efforts included the Avenue, Dundee, Military, Roseland, Benson, Berkley, Corby, Lothrop, Circle, Beacon, Admiral, North Star, Minnie Lusa and Mueller.

Tickets were available in all schools as well as at the theatres.

Record for Town of 585

BEEMER, NEB.—To a new exhibitor goes the verbal orchid of the week.

Bruce W. Jones, new owner of the Bee Theatre here, agreed to cooperate with the Omaha Variety Club's drive to aid the Children's Memorial hospital by staging children's benefit matinees.

In this town of 585 population and a theatre seating 223 persons, Jones sold 500 tickets.

If the tickets hadn't run out, he apologized, he might have sold more.

In Quad-City Area

DES MOINES—G. Ralph Branton, Leo McKechneay, A. G. Stolte and Dale MacFarland, all of Tri-States Theatres Corp., were in Davenport last week attending meetings with their managers in the quad-city area.

Charles Finn to Gem Theatre

CHARLES CITY, IOWA—Charles Finn of Clinton has taken over management of the Gem Theatre here. Finn replaces Dale Kemp, resigned, who came here from Burlington a few months ago.

'South' Matinee for Five Children

Webster City, Iowa—A special matinee was held at the Webster Theatre one day last week for an audience consisting of five children, their teacher and her husband.

Percy Long, manager, found the group from Dayton, Iowa, standing in front of the theatre waiting to see a showing of "Song of the South." Some of the 8 to 10-year-olds were on the verge of tears when Long explained that the Webster had matinees only on Saturdays and Sundays.

The teacher explained that she had promised her charges she would bring them to the show as a reward for their good work in school. Her husband, a farmer, had left his work to drive them here.

As the teacher had promised the parents she would have the children back in Dayton by evening, they couldn't accept the invitation which Long promptly extended for them to be his guests at the regular evening performance. Sensing the keenness of the children's disappointment, Long located an operator, put on the special matinee with the group as his guests, and everyone was happy.

After the performance, Long learned just how great a treat it was. Only one of the five had seen a motion picture before!

DES MOINES

MGM employes had a hamburger fry last Thursday night at the airport shelter house. All the office force attended and reports indicate a good time was had by all . . . Mrs. Hope Dananville is the new receptionist at MGM. Her husband is an instructor in the naval reserve at Ames.

The management at the Center Theatre, Grundy Center, has been spring housecleaning. An inventory of the lost and found department was part of the job. Listed are gloves, mittens, mufflers by the hundreds, purses, billfolds, stocking caps and a child's sweater. One thing which brightened the week at the Center was the receipt of a letter by Manager Beckley from the mother of a young patron. The letter enclosed 15 cents with the explanation that her son had paid only a junior admission charge when he attended the theatre recently, instead of paying the adult price as he should have. She was sorry it had happened and hoped that 15 cents would square things. Needless to say, Beckley has a renewed faith in humanity!

Tri-States gals honored Ann Groves, G. Ralph Branton's departing secretary, with a party and screening Friday night. Ann will stay home and await the stork's expected visit in early fall . . . Margaret Civitate is a new mailing desk employe at Warners. She replaces Wanda Reyes, who has resigned.

Jim McCann, MGM salesman, spent last weekend in Kansas City . . . Bev Mahon, second booker at Paramount, is resigning his position. Bev also is owner of the theatre at New Sharon . . . Also resigning at Paramount is Judy Brooks. Judy plans to be a full-time housewife after May 9. Mildred "Billie" Mackey, ledger clerk, has been promoted to Judy's position.

Jack Tenovese is the new treasurer at the Orpheum Theatre . . . Esther Huston, Universal cashier, is a busy person these days, what with her night school classes at Drake to keep her out of mischief.

Eloise Kamraz, Universal, is wearing a new engagement ring. Her fiance is Don Katz of Waterloo, Iowa . . . Helene Jacobs, Universal, underwent an operation last week at Iowa Methodist hospital and will be away from the office for about three weeks.

Iowa Rail Man Will Model Terrytoon Statuettes

BOONE, IOWA—A hobby started by Guy DuGan about eight years ago—molding tiny figures out of clay—soon may turn into a full-time, well-paid occupation and bring to the screen another family of characters in the well-known Terrytoon films.

DuGan, a fireman on the Chicago & Northwestern railway for the last 18 years, recently signed a contract with Al Terry in Hollywood, to produce the tiny models used for the screen drawings.

His specialty will be "the Bob Burns family," which he started work on some time ago, and which already is represented in his collection of statuettes by the characters, Grandpa Snazzy and Uncle Slug.

DuGan made a trip to Hollywood recently and, at the suggestion of a sister there, visited the film colony to exhibit his work. The contract offer followed.

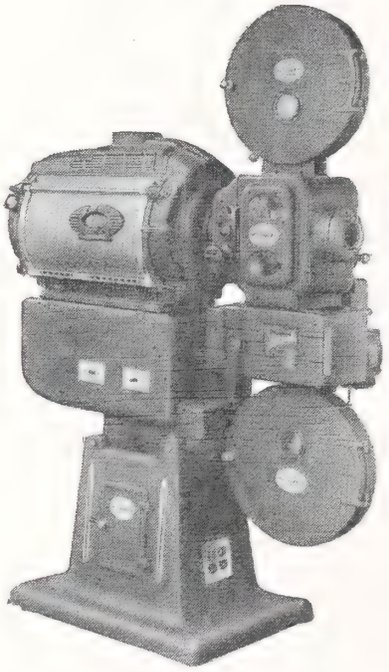
DuGan says he has developed his ability to mold the miniatures only through constant practice. His first statuette required exactly eight months to complete. The tiny figures he now moulds out of plastic take only about three days, "if everything goes all right."

He plans to return to Hollywood in about two months to begin work.

Booth in Mystery Melodrama

Adrian Booth has drawn a top role in Republic's mystery melodrama, "It's Murder, She Says."

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Foreign Films Show Boxoffice Power

KANSAS CITY—The policy of foreign films in a neighborhood location again proved its mettle this week when "Carmen," playing at the Kimo, drew top figure for the stanza, running up a score of 175. Downtown, the top new film of the week was "Sea of Grass," coupled with "Bulldog Drummond at Bay," at the Midland.

"The Best Years of Our Lives" ended its engagement at the Tower with 160 for the fourth week and "The Egg and I" established yet another record at the Fox Midwest day and date locations by running a fourth week at the Uptown, Esquire and Fairway. "Suddenly It's Spring" was held over at the Newman.

New films which moved in at the end of the week were "The Yearling" at the Midland, "The Farmer's Daughter" at the Orpheum, "Wake Up and Dream" at the Tower, and "Alexander's Ragtime Band" at the three Fox A locations. "Before Him All Rome Trembled," an Italian film, moved into the Dickinson Tampico Friday following a one-week moveover showing of "The Well-Digger's Daughter."

Esquire, Uptown, Fairway—**The Egg and I** (U-I), 4th wk.....105
Kimo—**Carmen** (Superfilm).....175
Midland—**Sea of Grass** (MGM); **Bulldog Drummond at Bay** (Col).....130
Newman—**Suddenly It's Spring** (Para).....120
Orpheum—**Ramrod** (UA); **Vacation Days** (Mono).....100
Tampico—**The Well-Digger's Daughter** (Siritzky-International), moveover.....100
Tower—**The Best Years of Our Lives** (RKO), roadshow, 4th wk.....160

'Best Years' Breaks Records In 2nd Des Moines Week

DES MOINES—"The Best Years of Our Lives" continued to break records at the Orpheum during its second week and Manager Jerry Blaedow held it for a third. Despite roadshow prices and exceptionally fine weather, with the mercury in the 70s patrons continued to crowd the theatre and Blaedow reported that business was twice normal during the second week.

For the third week, a slight change in program was planned. Doors were to open at noon, with the final showing each day beginning at 9 p. m. The Orpheum leased its house to Sigmund Romberg and his concert orchestra for two days, May 1, 2. On these two days, the picture was to run in the daytime only, with the house cleared at 6 p. m. for the concert.

Figures for the downtown Tri-States Theatres were not available. Showing at the Des Moines was "The Macomber Affair" and at the Paramount "Gallant Bess" and "Sweetheart of Sigma Chi."

Orpheum—**The Best Years of Our Lives** (RKO), 2nd wk.....200

'Best Years' Still the Best In Its Second Omaha Week

OMAHA—The second week of "The Best Years of Our Lives" at the RKO-Brandeis Theatre continued to do heavy business. It will run a third week, Manager Will Singer reports.

"The Macomber Affair" opened last Sunday at the Paramount—due to the five-day "Oklahoma!" roadshow—and was off to a strong start.

Weather was typically April.

Omaha—**Pursued** (WB); **Born to Speed** (PRC), 2nd wk. 8 days.....105
Orpheum—**Abie's Irish Rose** (UA); **The Devil on Wheels** (PRC).....100
Paramount—**The Macomber Affair** (UA).....135
RKO-Brandeis—**The Best Years of Our Lives** (RKO), 2nd wk.....200
State—**I've Always Loved You** (Rep), 2nd run.....115
Town—**Law of the Lash** (PRC); **Found Alive** Ideal), reissue, split with **The Face of Marble** (Mono); **The Silver Fleet** (PRC), 2nd run..... 95

Twin City 'Outlaw' Furor Fizzles; Nothing to Ban, Mayor Concludes

'Outlaw' Led the Pack In Minneapolis Smash

MINNEAPOLIS—"The Outlaw" was a boxoffice smash at the Lyceum, legitimate roadshow house, leading the field by a wide margin after much gratis newspaper publicity arising from attempts to ban it.

Among the newcomers, "Sea of Grass" also fared well and "Imperfect Lady" finished in the money. It was the seventh week for "The Best Years of Our Lives," the fourth for "My Favorite Brunette," the third for "Stallion Road" and the second for "Dead Reckoning."

Aster—**Millie's Daughter** (UA); **Seven Were Saved** (Para).....100
Century—**Her Sister's Secret** (PRC).....100
Gopher—**It's a Joke, Son** (E-L).....120
Lyceum—**The Outlaw** (UA).....175
Lyric—**My Favorite Brunette** (Para), 4th d. t. wk.....100
Radio City—**The Imperfect Lady** (Para).....110
RKO-Orpheum—**Dead Reckoning** (Col), 2nd wk.....100
RKO-Pan—**The Best Years of Our Lives** (RKO), 7th wk.....125
State—**The Sea of Grass** (MGM).....150
World—**Stallion Road** (WB), 3rd d. t. wk.....110

Selected Films Urged By Deer for Children

OMAHA—The Rev. Irvin E. Deer, representative of the Motion Picture Ass'n, spent several days here from his headquarters in Chicago, and the local press cooperated by telling Omahans that they can reveal their thinking about what kind of films their children should be allowed to see. Dr. Deer said:

"If parents will encourage the screening of a list of selected pictures I show you, their children will be enriched in literature, fantasy and fun."

He said the list was available from major studios and includes such pictures as "Huckleberry Finn," "Anne of Green Gables," "Blondie Brings Up Baby," "Knickerbocker Holiday," "The Human Comedy," "Little Miss Marker," "Rebecca of Sunnybrook Farm," etc.

Omaha Residents Voting On Question of DST

OMAHA—Residents of this city are receiving an opportunity to vote on whether they want daylight saving time through a ballot printed in the local press.

Mayor Charles Leeman has indicated he would favor the change to daylight saving time, but said that he will go on what most of the people want.

For the theatre owners a change in time would mean more competition from outside daylight entertainment. Nebraska has been off the daylight schedule since Sept. 29, 1945.

Cites Virginia, Minn.

MINNEAPOLIS—President Bennie Berger of North Central Allied is more convinced than ever that "the film monopoly is badly bent and will soon be broken." As tangible benefits from the government antitrust, he's citing the case of Virginia, Minn., and he declares that's only a starter. In Virginia, Paramount is selling half of its product to an independent, although the Minnesota Amusement Co., one of its theatre-operating subsidiaries, also operates houses there.

H. C. Van Sloun Dies

WAVERLY, MINN.—H. C. Van Sloun, owner of the Waverly Theatre, passed away after a lengthy illness. He was 55.

MINNEAPOLIS—Mayor H. H. Humphrey gave a clean moral bill of health to "The Outlaw" after he and a special committee of 30 citizens he had appointed viewed the picture, following 500 complaints received against the film and requests to ban it.

Comprising police and sheriff department representatives, PTA heads, churchmen, newspaper critics, school principals, etc., the committee decided that while the picture was "mediocre and in many judgments a poor production, there is nothing in it that calls for the exercise of police powers."

PTA LEADER RESENTS ACTION

Hugh E. Flynn, chairman of the "crime and horror" committee of the Minneapolis PTA who had been among those urging the ban, wrote an apology to the mayor for his and other PTA groups' protests. He wrote the mayor that he had gone ahead without too much investigation on his part and on the strength of the advertising and "regrets" it.

Helen M. Lynch, secretary of the St. Paul archdiocesan Legion of Decency, said that group could not join with those who claim the film is unobjectionable. A Catholic priest on the committee, however, said he saw no reason for banning the picture.

Before the screening the mayor had said he would be guided, but not necessarily bound, by his committee's recommendation.

The picture was booked into the Lyceum, legitimate roadshow house, on a percentage deal when the Minnesota Amusement Co. rejected it.

FILM CRITIC RESENTS CENSORS

Even before he viewed "The Outlaw" as a member of a special committee of citizens to determine if it should be banned, Will Jones, Morning Tribune film and radio columnist, went on record against its prohibition and took a firm stand in opposition to screen censorship.

"From all I've been able to gather without actually seeing the thing, 'The Outlaw' is a stinker of a movie and wherever it has been shown the reviews have been bad," wrote Jones. "But whether I go to see the picture or not is a decision I'd like to make myself.

DID LAND-OFFICE BUSINESS

"It bothers me that there are people around town who want to decide for me that I am not going to see 'The Outlaw.' If those people succeed in getting 'The Outlaw' banned, in effect they'll have succeeded in telling me and every other adult moviegoer in town they don't think we're intelligent enough to choose what movies we see. Whether it's true or not, it distresses me to be told directly, or by implication, that I'm dumb."

The newspapers apparently can't hurt the shows too badly. They gave much prominence to the low appraisal of "The Outlaw" by the mayor's committee. The papers also included slams of the picture by their critics and columnists. Will Jones, Morning Tribune columnist, who was a member of the mayor's committee, called it "dull, boresome, uninteresting, tiresome, poor, bad, inferior, stinko" and said the committee agreed that "Howard Hughes should stick to airplanes." Nevertheless, the picture did a land-office business its first week at the Lyceum and was held.

W. H. Cook to Churdan

CHURDAN, IOWA—W. H. Cook of Logan, Iowa, has purchased a building here and plans to convert it into a theatre. He expects to open for business in about three months.

KANSAS CITY

Col. Joseph F. Goetz, division manager for RKO Theatres, was at the Orpheum last Friday on a routine checkup with Manager Lawrence Lehman. His trip from Chicago headquarters included Des Moines as well as this city . . . Don DeFore, star of "Ramrod," made two personal appearances at the Orpheum Monday afternoon and evening in connection with the film, then playing at the RKO first run.

Alfred W. Schwalberg, vice-president and general manager of Eagle-Lion, was in the local exchange on his way to New York from California . . . The boys on the Row are wondering if the fact that the Commonwealth cabin cruiser is docked at Bagnell dam had anything to do with M. B. Smith, central district manager for the circuit, calling his meeting this week at the Lake of the Ozarks.



A. W. SCHWALBERG

George Shilkett of the Rex in Joplin is the owner of that flashy new Chrysler town and country sedan seen on the Row Monday afternoon . . . Mildred Bond, 20th-Fox bookkeeper, is back at her ledgers after a stay in the hospital . . . Bill Kubitzki, new U-I salesman for western Kansas, is still trying to get a better car.

Gil Canfield, RKO field representative, was in Moberly, Mo., Muscatine, Iowa, Creston, Iowa, and Marshall, Mo., during the week . . . Grace Roberts has won a two-week, expenses-paid trip to New York for her success as woman drive-leader for the Spyros Skouras drive which ended December 28 at 20th-Fox. Grace left Saturday (3) and will stop in Maine to visit her son Richard and his new bride in Alfred, where he is a government forest ranger.

Beverly Miller, PRC division manager, informs this correspondent that his studio has obtained two live alligators, one seven feet long and the other just a little larger, from the Okefenokee swamp. The two monsters of the murky waters are being shipped in large tanks via train for exploitation of the new PRC release, "Untamed Fury."

Charles Crawford, 20th-Fox salesman, has moved to Lake Tapawingo in a move to beat the summer housing situation. Charles is something of a boating enthusiast and owns a flat-bottomed craft complete with outboard motor . . . Jessie Sewall of 20th-Fox left last Saturday for a two-week vacation in Mexico.

L. J. Kimbriel and his wife flew to California last Wednesday to enjoy a much-needed rest . . . Clarence Schultz of Commonwealth and R. R. "Dick" Biechele, Kansas City, Kas., exhibitor and KMTA official, both went to the Commonwealth district meeting at Bagnell dam Thursday following the committee hearings in Jefferson City the day before. Schultz then continued on to Columbia and Higginsville to look at the circuit houses in those towns.

Charles J. Feldman, western sales manager for U-I, was in the local office last Friday and Saturday.



CHARLES FELDMAN

Lewis Blumberg, son of the studio's president and himself vice-president of Prestige Pictures, was in last Tuesday . . . Marjorie Mock, bookers' secretary at 20th-Fox, has announced her engagement to Edward Jones.

Carl Bain, booker at United Artists, was called to El Paso Friday of last week due to his mother's serious illness . . . Louellyn Converse, RKO stenographer, was married last Saturday to George Hamilton jr. She will return to the exchange.

Lauritz Melchior, star of the Metropolitan Opera and Metro-Goldwyn-Mayer, stopped off at the local airport en route to a personal appearance in Omaha April 25. He and his wife had just come from benefit performances in Houston and Galveston for the blast victims of Texas City. Bernie Evens, MGM publicist, met the Danish singer and his wife at the air terminal.

The MGM Pep club has begun raising funds for sundry benefits and charities. First of the campaigns will be for the Greek War Relief drive. Inducement being utilized is a punch board. A similar campaign will be used to raise funds for the club's picnic in Swope park May 19.

Jack O'Brien, RCA general sales manager, and Adolph Goodman, RCA Service Co. official, both of Camden, N. J.; Harold Renholm, regional manager, and Buck Lewis, regional sales manager, both from Chicago; L. J. Kimbriel and Francis Keilhack of the local Missouri Theatre Supply Co., and Sam Langwith, Denver RCA representative, will meet here with Don "Hi Fi" Davis Monday (5) for an annual sales session.

Robert Combe, new Kansas salesman for Republic, is making his first trip out into the wheat and oil country . . . Now that government approval has been obtained for drive-in construction, Missouri Motor Movies, Inc., headed by L. E. Pope of Fox Midwest, is going ahead with grading and construction of its open-airer near St. Joseph.

Visiting National Theatre Supply were F. A. Lambert of the Lambert in Princeton, Mo.; Mr. and Mrs. Edward Wilson of the Pix, Buffalo, Mo.; D. L. Faucett, roadshows at Blue Springs, Mo.; J. W. Spielman, Gem, Baldwin City, Kas.; Emory E. Duncan, Cozy, Geneseo, Kas.; E. A. Peterson, Plaza, Greenfield, Mo.; A. N. Brown, Roxy, Franklin, Mo.; John L. Whiting, Lido, Downs, Kas.; Dr. Lizbona, Maitland, Maitland, Mo., and J. T. Ghosen, Uptown, Sedalia, Mo.

From the BOXOFFICE FILES

* * *

(Twenty Years Ago)

BRUCE FOWLER, manager of the Newman Theatre, Kansas City, for the last two years, will leave soon for the Pacific coast for a vacation before becoming engaged in theatre work again. Fowler will be succeeded at the Newman by Jack McCurdy of Chicago.

* * *

F. Bradley Fish has succeeded John Nolan as branch manager for Fox in Kansas City. Nolan has gone to Buffalo to manage the Fox office there . . . D. Sydney, formerly in charge of the National Screen Service office in Kansas City, resigned to take a similar position with Ad-Vance Trailer Service. Sydney left recently to work his way toward Detroit. He came over from England six months ago and his allotted time to stay in the U.S. will expire May 21. He will cross into Canada before his time expires.

* * *

W. J. Dehler has bought the Garden Theatre at Colony, Kas. . . . Fanny Ward, 61-year-old flapper, played at the Orpheum Theatre in Kansas City recently . . . J. E. Jossey, vice-president of Enterprise Film Corp., was in Kansas City this week . . . Joe Rosenberg, Universal salesman from the Kansas City office, said when he sent his wife to Europe this week: "And now my entire fortune is spent. I shall continue my toils to make another million."

* * *

Roy Churchill, Film Booking office manager, will attend the annual convention in Los Angeles . . . Red Jones of Educational, joined the "gang" from the east at Kansas City and accompanied them on their way to the Educational meeting in Los Angeles.

Topline in 'Flamingo'

Virginia Christine has been set by 20th-Fox to topline opposite Don Castle in "Flamingo."

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Commonwealth Plans Annual Sun Contest

KANSAS CITY—Plans for Commonwealth Theatres' 15th annual King of the Sun contest were being completed this week and last. This being the crystal anniversary of the summer event, King of the Sun will run for 15 weeks this year, beginning May 4 and ending August 10.



CLARENCE SCHULTZ

Lloyd Morris, western division chief for the circuit, held an all-day meeting with 20 managers from the area at Great Bend, Kas., last Thursday. Business sessions were followed by a banquet that night. Attending from the home office here were Bob Shelton, film buyer; Walt Kirkham, western division booker, and Francis Moore, accounting department chief.

MEET AT BAGNELL DAM

The meeting of central division managers was held Thursday and Friday (1, 2) at Conrad Cabins, Bagnell Dam, in the Lake of the Ozarks region of the state. Clarence Schultz, president of the chain, and O. K. Mason, vice-president, opened the meeting conducted by M. B. Smith, division head.

The date for the city district meeting was to have been set at a managers meeting Friday, but Ed Mansfield, city district chief, said that it would be held held the week of May 4 in either Kansas City or Excelsior Springs. Rex Barrett, southern division manager in Columbia, Mo., had not set a date at this writing.

King of the Sun was instituted as an incentive to summer business when theatre managers, before the days of air conditioning, had the obstacle of beating the midwest heat.

A SPECIAL "MOVIESTA"

The contest, which is usually a three-month event, has as awards a participation-bonus plan for each manager over the drive period.

This year there will be a period known as "Crystal Moviesta," consisting of Managers week and Employes week. Special cash awards are to be given in addition to the profit-sharing prizes for this portion of the contest.

This year also a special feature, a Pet Idea contest, will be instituted. Each of the circuits' 62 managers is eligible for awards ranging from $200 first prize to $50 fourth prize. Each manager may enter his best exploitation stunt at the fall meeting to be held here September 16. Entries are to be in the form of a maximum of 12 photographic slides to be shown at the meeting of all Commonwealth managers. The managers themselves will make the awards.

'Back to Okoboji' Drive Gets Impetus in Omaha

OMAHA—Tri-State managers in this district met here Tuesday, pointing to the Back to Okoboji sales drive running this summer.

Among officials present for the meeting were G. Ralph Branton, Tri-States general manager; L. McKechneay, company treasurer; Dale McFarland, circuit booker; Donald Allen, advertising chief, and William Miskell, Omaha district manager.

"It Happened on Fifth Avenue" was screened for the managers while they were in town.

Terror in Glen Theatre Boxoffice When Boy Releases Six-Foot Snake

KANSAS CITY—A "perfectly harmless" bullsnake caused considerable consternation at the Glen Theatre boxoffice one night this week. The creature was only six feet long and was just curious about the light over the cashier's head, but the mere sight of him scared Lucille Bohannon into a dead faint.

As patrons report the incident, Miss Bohannon was issuing tickets and change in the usual manner while seated alone in her cage, secure from the elements outside her booth. Then a young man stepped up, placed an army barracks bag against the hole in the front glass, and waited to see what would happen.

Miss Bohannon took one look at six feet of uncoiling serpent squirming its way toward her, gave an unearthly scream, and fainted dead away. The young man rewound his pet, stuffed it back into the bag, and disappeared.

When Norris B. Cresswell, theatre manager, got to the boxoffice to see what was wrong, he found his young cashier unconscious on the floor. Efforts by the theatre staff failed to revive her and Cresswell took her to her home and called a physician. Twenty minutes later, upon the arrival of police, Miss Bohannon was still unconscious and when, ten minutes later, she regained consciousness, she was hysterical and required sedatives.

When apprehended by police later in the evening, Joseph Mudder, Boy Scout of troop 142, readily admitted the incident but insisted: "Anyone ought to know that a bullsnake is harmless."

Missouri Showmen Fight Fire, Censorship Bills

KANSAS CITY—To join Fred Wehrenberg, MPTOA president, and Mrs. A. F. Burt, founder of the Better Films Council of St. Louis, several industry members from this area went to Jefferson City Wednesday to participate in committee hearings on Missouri house measures regarding fire prevention and state film censorship.

Included in the group were Senn Lawler and Leon Robertson of Fox Midwest; Clarence Schultz and Bob Shelton, Commonwealth Theatres; R. R. Biechele, KMTA official; J. A. Becker, Associated Theatres of Independence, and Arthur Cole of Paramount Pictures. Area exhibitors who went included Elmer Bills of Salisbury; Harry Till, Hamilton; Glenn Hall, Cass City; Glenn Caldwell, Aurora; Virgil Harbison, Tarkio, and Frank Weary of Richmond.

The house fire bill states that uniformed fire attendants must be on duty in all theatres, in such number as auditorium size requires, and requires all theatres to have a four-foot center aisle in addition to three-foot side aisles.

The censorship measure sets up a state board of film and motion picture advertising censorship consisting of three members, having salaries of $6,500 per year, appointed by the governor. This is one of several such measures proposed in the state legislature in the last 15 years.

Thieves Enter Film Offices, Take $2 and Fountain Pen

KANSAS CITY—Losses totaling $2 and a fountain pen were the result of a "tour of inspection" by unknown persons last Wednesday night at 114 W. 18th St. That is the address of Film Classics, Altec, Poppers Supply, KMTA, and others.

Entering through a rear window they broke, the thieves "inspected" nearly every office in the building but took very little. At Poppers Supply, a filing cabinet and the desk of Jack Reitzes were jimmied open. One dollar was taken from the office of Les Durland, Film Classics manager, and the other from the desk of Rose Marks of the concessions firm. Reitzes lost the fountain pen.

Tom Wolf Joins Durwood

KANSAS CITY—Tom Wolf, formerly of Northio Theatres in Ohio, has joined Durwood Theatres here in an executive capacity. The former manager of the State Theatre in Bellevue, Ohio, and the Paramount in Hamilton, Ohio, will double at the Liberty Theatre and in the Durwood home offices.

In 'Cass Timberlane'

Metro has handed Albert Dekker a role in "Cass Timberlane," co-starring Spencer Tracy and Lana Turner.

F. T. Harrisons Buy

LUVERNE, IOWA—Mr. and Mrs. Floyd T. Harrison of Alma, Wis., have purchased the theatre here from Cecil Joliffe.

TRAILERS
Your Own Copy
Sudden Service
HAL PARKER STUDIOS
Vi-So Productions
1719 Wyandotte Kansas City, Mo.

Finton H. Jones
THEATRE INSURANCE Specialist
Serving You Since 1918
Title and Trust Bldg. Kansas City 6, Mo.

POPCORN . . Best Quality . . Guaranteed Volume
Paper Lined Bags—From New Processor
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KANSAS CITY 6, MO.

OMAHA

Jerry McGlynn, MGM manager, and Fred Fejfar, head booker, went to New York for a company convention . . . Ben C. Marcus, Columbia district manager from Kansas City, is among those expected to be here during the big two-state exhibitor meeting.

Carol Kearns Bisson, former Warner employe, has returned to work here replacing Dorothy Munson as a booking clerk in the exchange . . . Eddie Heiber, U-I district manager, accompanied Charles Feldman, western division manager from New York, during a visit here.

United Artists office is excited by announcement that its assistant cashier, Mary Leary, will marry Winkie Boise, one of the stars of the Omaha Knights hockey team. The date hasn't been announced yet, but Mary will take her vacation starting May 30 and visit Winkie in Canada, where he lives.

M. A. Levy, 20th-Fox district manager from Minneapolis, was in town Monday . . . Byron Hopkins, Sidney exhibitor, is in Mercy hospital in Council Bluffs for a checkup . . . Sigmund Romberg's concert orchestra will be on the Paramount stage May 7, 8.

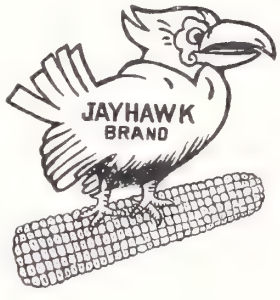
J. E. Macke has opened his Mullen Theatre at Mullen. Quality Theatre Supply provided the equipment . . . Bert Beams, Red Cloud, Neb., exhibitor, has purchased lamps and rectifiers for his Lyric Theatre, Sutton . . . Elmer Hanson, independent booker, blossomed out with a new suit that caused considerable comment along the Row . . . Mary Whalen Hein, United Artists inspector, returned to work following a honeymoon. She was married April 19 to Lyle Hein.

Bill Gordon of the Bush Theatre Supply Co. in St. Louis and Robert Butler of the Butler Theatres, West Plains, Mo., arrived in town together . . . Leon Bamberger, RKO advertising chief, will be in town for the exhibitor convention . . . Glenn Leonard of the State Theatre, Auburn, is in Excelsior Springs due to illness. He is expected to return shortly.

Visitors along Filmrow included Herman Field, Clarinda; Byron Hopkins, Sidney; F. A. Bryceson, Moorhead; Bert Beams, Red Cloud; Carl Johnson, Red Oak; Frank Good, Red Oak; Eddie Kugel, Holstein; Doc Nulteus, Mapleton; Bruce Jones, Beamer; Larry Burke, Deshler; Lester L. Dutcher, Deshler; Glen Kenyon, Genoa; Clifford Sherron, Genoa; Phil Lannon, West Point; Ben Skidmore, Whiting; Mel Krouse, Pierce; Jack Riggs, Central City; George Scott, Grand Island; Howard Brookings, Oakland; Mr. and Mrs. A. L. Neuhaus, Polk, and Robert Bertram, Schleswig.

William Youngclaus, owner of the Island Theatre at Grand Island, who now lives in California, spent a day in Omaha.

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F.A. MANGELSDORF SEED CO.
ATCHISON, KANSAS

Wary of Campus Venture

MINNEAPOLIS—Some of local independent exhibitors aren't too happy over the University of Minnesota Film society's entry into the commercial film exhibition field, although at present its offerings are confined to foreign films, which usually are booked in for a single day, with admission 50 cents, including tax, 20 cents under the downtown house scale. The society advertises in the downtown newspapers.

Miskell Reappointed

OMAHA—William Miskell, Tri-States Theatres district manager, is one of five Omahans reappointed by Mayor Charles Leeman to the Omaha board of public welfare for a year's term.

R. J. Smith to Minneapolis

MINNEAPOLIS—R. J. Smith is the new Paramount office manager, transferred here from the west coast. He succeeds Bruce Shubert who resigned.



HANG 'EM FROM THE BALCONY with
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America's Finest Screen Game
HOLLYWOOD AMUSEMENT CO., 831 S. WABASH AVE., CHICAGO

No Iowa Bills Passed Affecting Film Trade

DES MOINES—The 52nd Iowa assembly adjourned last Monday without having completed action on any of a group of measures affecting the theatre industry in the state.

One bill would have set up a state board of censorship over motion pictures and posters, banners and other advertising in connection with films showing in Iowa. A companion bill, also written by Harvey Long (Rep) of Clinton proposed an annual $1,000 license fee for all film distributors in the state.

Neither of these bills reached the house floor.

A third measure, in the form of a resolution, would have banned in Iowa all films containing drinking scenes after a period of two years had elapsed without action by Hollywood.

This resolution, introduced by C. S. Van Eaton (Rep) Sioux City, was approved by the house but never reached the senate.

MAC Buys 'Best Years'

MINNEAPOLIS—"The Best Years of Our Lives" has been bought by the Minnesota Amusement Co. for all of its situations, excepting Twin City first runs and a few other spots where opposition has first call on all RKO product. It will go into MAC B houses at $1.20 top with extended playing time. The picture now is in its eighth week at the RKO Pan here and its third at the St. Paul RKO Orpheum.

Town Theatre Opened

CENTRAL CITY, IOWA—The new Town Theatre held its grand opening on a recent Saturday. The theatre, modern in every detail, was built as a memorial to the dead of all wars through the efforts of the citizens of Central City. The Chamber of Commerce sponsored a celebration during the day which included a parade, band concert and free coffee and doughnuts.

Velharticky Remodels

KENSINGTON, KAS.—Miles Velharticky, new owner of the local theatre, is completely remodeling his house. Closed for several weeks, the theatre will be reopened in July. Velharticky, who will handle the local situation as his first venture in show business, bought the 300-seater from Weldon Peer. Velharticky is from Osborne.

Sentenced to See Film

JEFFERSON CITY—Police Judge W. Noland Chappel recently sentenced two traffic violators to witness the showing of "Traffic With the Devil" at the Capitol Theatre. The short was being shown under the auspices of the city safety council.

Play at Boys Town

OMAHA—The "Oklahoma!" cast took time out from the Paramount stage here to give an hour's condensed version of the show for the "residents" of Boys Town.

U-I Sales Meet in Des Moines

DES MOINES—Charles Feldman, Division sales manager, and Ed Heiber, district manager, were here last week conducting sales meetings at the Universal exchange.

One Buying Combine Is Aim of NCA Heads

MINNEAPOLIS—Distributors here are apprehensive regarding a move afoot to merge three of the territory's largest nonprofit buying and booking combines to create greater buying power as a means of forcing down film prices. President Bennie Berger and other leaders of North Central Allied are working to accomplish the union.

The goal, Berger said, is a single strong buying combine for the territory in place of the five groups which have come into existence during the past year and a half. Such a single combine would represent nearly 200 theatres. It could exercise considerable influence on distributors, virtually boycotting unfair distributors and bad deals, Berger said.

Berger hopes that buying combines throughout the United States eventually can be brought together at least for cooperative purposes, including establishment of a central clearing house. He is trying to get the heads of combines interested in a proposed convention to consider the matter of cooperation.

North Central Allied is now engaged in using its influence to bring all of the territory's independent exhibitors into the present buying combines. At its convention here speakers stressed that buying power was the only practical way at this time to force down film prices and that it could only be created by combines.

New Corporation to Build House in Mountain Home

KANSAS CITY—Clarence Schultz, executive of Commonwealth Amusement Co., said this week that final arrangements are being made for the formation of the Commonwealth-Evans Theatre Corp. in Mountain Home, Ark. The firm will take over the present Evans Theatre and other real estate in the town.

The creation of Commonwealth-Evans also will give the go sign to new theatre construction in Mountain Home in the form of a 600-seat house to be named the Baxter. This new location, to operate as the A house in the town, will be completely air conditioned and will have some of the finest appointments in the territory, according to Schultz. The Evans will serve as a B house upon completion of the Baxter.

Officers of the firm and the date of final incorporation will be announced as soon as all legal procedure has been completed.

Circuit Raises Greek Funds

KANSAS CITY—Through special matinees or morning shows, Commonwealth Amusement Co. has raised nearly $1,500 for the Greek relief drive.

Exhibitors Holding Children's Shows Call for Parent-School Support

MINNEAPOLIS

Harry Seed, Warner district manager, was a visitor . . . The Paramount bunch gave a party for Ev. Olson, exploiteer, prior to his departure for Charlotte, N. C., where he has been transferred . . . Peck Gomersall and Mannie Gottlieb, Universal assistant sales manager and district manager, respectively, here for a sales conference.

Mrs. Jack Cohen, wife of the 20th-Fox manager, was in Asbury hospital for treatment . . . "The Magnificent Yankee," stage play, is coming to the Lyceum May 21-24 with Louis Calhern, who is well known to film fans.

Exhibitors on Filmrow: Paul Sranek, Meadowland, Minn.; Mr. and Mrs. F. Madsen, Hector, Minn., and Jack Heywood, New Richmond, Wis. . . . Dick Scheinbaum, former Paramount city salesman who now is in the furniture business, is in Asbury hospital following a heart attack . . . Walter Hoffman, 20th-Fox exploiteer, is going in for art and ukulele playing. He's teaching himself painting and is taking ukulele lessons.

Al Elewitz, former Sunday Tribune magazine editor, now is doing free-lance publicity . . . Harry B. French and Charles Winchell, Minnesota Amusement Co. president and his assistant, left for Los Angeles to attend the Paramount Theatres meeting.

Ralph Maw, W. H. Workman and Mel Turner, MGM district and branch managers and head booker, respectively, were in New York for the sales meeting . . . Bennie Berger's new lounge at his Sheik's cafe is a replica of that at the famous Club 21 in New York. During his recent trip south and west, Berger picked up many new service ideas for his night club which supplements his theatre holdings.

M. A. Levy, 20th-Fox district manager, visited the Omaha branch . . . Arline Greenberg, 20th-Fox contract clerk, resigned to resume her studies at the University of Minnesota . . . Paramount Pep club had its first wiener roast of the season.

Filmrow was well represented at the wedding of Elaine Workman, daughter of W. H. Workman, MGM manager, to Dwain Lund, and at the reception.

Max Roth, PRC eastern sales manager, was a visitor . . . Northwest Variety Club has Auzee Dial, talented pianist and song stylist, for its Saturday night open houses . . . Abe Engler, Hopkins, Minn., exhibitor, is vacationing at Tucson.

MINNEAPOLIS — Independent exhibitors here are urging increased parent and school support of the Saturday children's matinees now being presented. The attendance since the start of special children's shows on Saturday morning has been disappointing, according to Janet Russell, Morning Tribune staff writer, who has been interviewing the exhibitors.

Miss Russell was told that the increased cost of obtaining such special films as "Mrs. Wiggs of the Cabbage Patch" and "Alice in Wonderland" for the single showing, coupled with equal or decreased attendance, results in a financial loss to the exhibitor.

EXHIBITORS DON'T SEEK PROFIT

"Prospects for the continuation of the program are good, however, since the exhibitors said they had adopted a new policy of eliminating 'crime and horror' films from their Saturday matinee fare not as a money-making venture, but as a goodwill gesture," Miss Russell wrote.

Martin Lebedoff, North Central Allied secretary, explained to Miss Russell that the organization took steps to obtain suitable films after PTA protests against "thrillers" and requests for better films. Upon the body's request, the Motion Picture Ass'n of America made available 26 films judged suitable for children.

Lebedoff told Miss Russell that these films cost the exhibitors an additional $500 to $1,000 a year, but they haven't improved the Saturday attendance. However, inasmuch as exhibitors didn't go into the thing for profit, he said he hopes the Johnston office will make another group of children's films available after the current supply is exhausted.

CLEANER THE SHOW, FEWER THE KIDS

Owner of four neighborhood theatres declared to Miss Russell that "the cleaner the show, the fewer the kids." The youngsters seem to want murder films, according to this exhibitor.

Charles Rubenstein, who operates the Hollywood, neighborhood house, said only about 300 of his 950 seats were filled last Saturday and he urged "the cooperation of the schools and the PTAs who asked us to change the type of film we were showing."

At the Varsity and Campus, two other neighborhood theatres, children's attendance hasn't improved on Saturdays, while adult trade has fallen off, according to Sol Fisher, owner. William Levy, Heights Theatre, said there has been some improvement in attendance, but not enough to offset the increased cost.

However, Ben Friedman of the Edina and Westgate theatres, said that in his section the parents were cooperating excellently by sending their children to the matinees now.

Several exhibitors deplored the fact that, despite the special Saturday matinee shows, the children were still flocking to the less desirable Friday and Saturday night shows.

For Exceptional Results—

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Earl Long Promoted To Frisco Paramount

DULUTH—Assignment of Earl W. Long, manager of the Norshor Theatre here since it was opened in 1941, to the managership of the Paramount Theatre, San Francisco, involves several other changes, A. L. Anson, northern district manager for the Minnesota Amusement Co. here announced.

Dan J. Hudson, now manager of the Garrick Theatre, Duluth, will succeed Long as manager of the Norshor. The new manager of the Garrick will be George Brown, now manager of the Strand, Minot, N. D., who returns to Duluth. The changes are effective May 9.

Long came to Duluth 17 years ago from Paramount Publix in New York to handle advertising in Duluth for the Minnesota Amusement Co. He later became Garrick manager, and then in 1941 took over operational direction of the Norshor.

Hudson began his theatre career in 1930 as usher in the Lyceum Theatre here. He became manager of the Strand, Duluth, in 1936 and the Garrick in 1941. He returned to the Garrick early last year after three years' service in the army.

Brown also began his theatre career in Duluth as an usher at the Garrick and Lyric. He joined the Minnesota Amusement Co., in 1929. He is a veteran of World War II.

Given Film Commentary Job

From New England Edition

PITTSFIELD, MASS.—William T. Powell, 49-year-old district manager for Western Massachusetts Theatres, Inc., has been appointed by radio station WBEC to give a motion picture commentary each evening except Sunday at 6:30.

Memphis' Famed Beale St. Has First Film Debut

From Southeast Edition

MEMPHIS—Famous Beale street has had its first world premiere and there are more to come.

"Boy! What a Girl!" an all-Negro comedy with music, had its first showing at the Beale street Palace last Sunday.

Deac Watson, former star of the Ink Spots and composer of "For Sentimental Reasons," one of the stars in the picture, made a personal appearance in connection with the premiere. His new organization, the Brown Dots, also appeared.

Arthur Leonard, producer-director of the picture, said this was the first of six all-Negro films produced by Herald Pictures, Inc. All will have their world premiere at the Beale street Palace in Memphis, he said.

"We selected Beale street in Memphis and the Palace because of their colorful history and background," Leonard said. Leonard, a producer of Warner Bros. short subjects for nine years, said Beale street is the "birthplace of the blues."

Quebec Bans Drive-Ins; One Sought at Toronto

From Canadian Edition

Toronto—A group of business men from the U.S. has applied to the North York council for a permit to establish a drive-in theatre northeast of Toronto at Dawes road and Sheppard avenue. The application was laid over to permit nearby residents to express their views. Meanwhile, the province of Quebec has placed a ban on the operation of open-air moving picture theatres because of the "noise."

Canadian Television "Not Feasible Now"

From Canadian Edition

MONTREAL—Because of the high cost and relatively small population, the planning of a national network television service in Canada at this time would be simply wishful thinking, says G. W. Olive, chief engineer of the Canadian Broadcasting Corp., in the current issue of CBC's staff publication Radio.

The CBC nevertheless is giving thought to introduction of television, he said. The network this year will install seven FM transmitters across the Dominion and at the locations chosen sites will also be available for experimental television service, Olive reported. First television station probably would be at Montreal.

With a population of some 20,000,000 or more people, compared with the present 11,500,000, Canada will be much better able to afford a national television service, and it may be too much to hope that such a service will be feasible within the next ten to 15 years, said Olive.

George Cohan Jr. Follows Path of Famous Parent

From New England Edition

PROVIDENCE—George M. Cohan jr., son of the famous "song and dance man," chose Providence for his footlight career, just as his father, a native son, did 60 years ago. Young Cohan, appearing with his father's original pianist, John McLaughlin, opened a week's appearance at Fays Theatre here recently to launch a nationwide vaudeville tour. He has abandoned plans to revive his father's first full-length play, "The Governor's Son," in favor of the tour.

TOP HITS *of the Week*

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First Run Reports

These percentage reports on actual showings in 21 leading cities are invaluable to every exhibitor.

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Every week

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Saul Korman to Build Two Negro Houses

DETROIT—The author of the major post-war expansion plan here is Saul Korman, Detroit circuit operator, who also is active in the Cleveland and Miami territories. Korman will construct two de luxe 1,400-seat theatres for colored patronage at a cost of a quarter million dollars each.

Korman is one of largest independent operators in this territory, if not in the country, specializing in houses serving colored patronage. Expressing his point of view on this point, Korman said, "The colored people are entitled to more modern theatres on a par with the finest type of houses, and we have spent large sums to bring this about already in the rest of our chain."

Korman is a partner in the Duke Theatre with the Wisper & Wetsman circuit. This first new house for Detroit's colored trade in the past ten years was slated to open April 30.

The two new de luxe houses, in which Korman will be associated with Ben Fishman, an insurance man who will not be active in management, are expected to open about the end of this year.

The houses will be in old, established colored neighborhoods, three and five miles out from downtown, respectively. The Pix will be at Hastings and East Palmer avenues, and the Republic at Oakland and Holbrook avenues.

Korman also is changing the name of the Sunbeam Theatre in Cleveland, which he has operated since the first of the year, to the King.

Second phase of Korman's expansion program is a step over into independent production. He is currently dickering with Arthur Leonard, independent producer, on a deal for active operation in this field. He will go to the coast next month for the Variety Club national convention, when he expects to complete the deal.

Detroit's Savoy Switches To Belinsky Circuit

DETROIT—The Savoy Theatre, east side house catering to a colored clientele, is being switched to the Belinsky circuit, with Irving Belinsky taking a major partnership in the house with Donald B. Lovewell, who has operated it for about three years. About $5,000 will be spent on improvements, including general redecorating, reseating, new flooring, and a new front. Lovewell will remain as manager of the house.

Veteran Glenn J. Easter Opens 16mm Exchange

REPUBLIC, PA.—Glenn J. Easter, who pioneered in 16mm film exhibition in western Pennsylvania and who has continued in this field for a number of years, has branched out into equipment and distribution branches. The Easter Motion Picture Exchange here represents Ampro, Natco and Valette 16mm projectors for western Pennsylvania, West Virginia and part of Maryland.

The exchange also is the representative for Castle Films and other 16mm product. Available through this exchange are more than 100 features and 250 short subjects, all sound and talking films.

Auto Voice for Geneva Drive-In

CLEVELAND—David Sandler, president of the Drive-In Theatre Equipment Co., has completed an Auto Voice installation in the Geneva Drive-In owned by R. Manley of the Skyway Theatre Corp. Manley also operates the Skyway Drive-In at Madison, Ohio.

Miskinis Suit Settled On Subkey Run Status

NTS Chiefs in Cleveland For Two-Day Sales Meet

CLEVELAND—Walter E. Green, president of National Theatre Supply Co., and Oscar Oldknow, vice-president, conducted a regional meeting of managers at the Cleveland hotel last Friday and Saturday. Other meetings will follow.

Green said that in his opinion product is becoming more freely available than it has been. He commented on the fact that all booth equipment and accessories have been used past their highest point of efficiency, and predicted a general demand for projection equipment, booth accessories, carpets and chairs.

Following the close of the two-day session here, Green and Oldknow went to Chicago to attend the final SMPE meetings.

Attending the Cleveland meeting were J. W. Sevies of the home office and the following branch managers: Detroit, Clarence Williamson; Cincinnati, J. H. Kelly; Indianapolis, B. N. Peterson; Pittsburgh, W. C. Jervis; Chicago, R. W. Dassow; Des Moines, A. C. Schuyler; Milwaukee, A. J. Larson; Cleveland, Frank Masek.

President Green was host at a dinner held Friday night.

Trautenberg to Wed

CINCINNATI — Manuel J. Trautenberg, Kentucky salesman for United Artists and a recent navy dischargee, will wed Shirley Sternberg of Cincinnati May 8, at the Alms hotel. The couple will leave after the ceremony for a short honeymoon, after which they will make their home here. Manny was guest of honor at a stag party May 2, by Prof. Lucien Cohen and Alfred D. Meitus.

White's Mother Dies

CINCINNATI—The mother of Maurice White of the White-Libson circuit is dead at 72.



AT THE STUDIO—Max Schreiber, manager of the Irving Theatre in Detroit, with Roy Rogers on the Republic set in Hollywood during Schreiber's recent visit to the west coast.

DETROIT—The $1,200,000 suit filed in federal court here by Joseph Miskinis sr. and Joseph Miskinis jr., who operate the Civic Theatre, was settled out of court last weekend, and the case was withdrawn "with prejudice" so that it may not be reopened in the future. The suit, filed last September, named the eight major distributors, United Detroit Theatres, the Wisper & Wetsman and Fred Delodder circuits as defendants.

The Miskinises sought a key run for their house, but were understood to have compromised in the settlement upon a subkey status. Equal or prior run was sought for the Vogue, Harper, Ramona, Alger and Flamingo.

The Miskinises claimed that they had not had over three full houses in five years of operation, and that they were forced to resort to dish giveaways because of unsatisfactory picture runs, which were all they were able to get since the house was opened in 1941.

Similar charges of conspiracy, unreasonable clearance and discriminatory prices were involved, and the Miskinises contended that in recent years no strictly independent local house has been able to secure the run desired except as the result of litigation. They also invoked the privilege of separate bidding on each picture, in accord with the New York antitrust ruling.

While full details of the settlement were not made public, the essential fact was that the Alger, operated by UDT, and the Flamingo, operated by the Delodder circuit, waived any right to clearance over the Civic. Accordingly, distributors will book films into the Civic day and date with these two houses upon a subkey run status.

B&K Ready for Bids Soon On New House in Toledo

TOLEDO—Engineering surveys have begun in preparation for the construction of the new $2,000,000 Paramount Theatre on downtown property acquired by Balaban & Katz. The property is part of a large parking lot occupying a vacant site.

Officials of the firm are expected to be ready for construction bids about June 1. The program calls for completion of the new house by June 1, 1948 when B&K's lease on the 3,000-seat Paramount expires. The latter house has been leased to the Carl Schwyn circuit of Bowling Green, Ohio, which operates the 1,900-seat State, a neighborhood house here, as well as several other theatres in northwestern Ohio.

The new B&K house will be ultramodern, containing numerous features, including television facilities, developed by the planning board of the firm during the war.

Detroit Arabic Film Co. Has U.S. Distribution

DETROIT—The Arabic Film Co., headed by James A. Hager, Kemal Aladray and Alex Albert, has been organized here with national distributorship rights for Nahas Films of Cairo. The company located at 1639 Wyoming Rd., in the suburb of Dearborn, now has half a dozen features produced in Egypt in Arabic for theatrical distribution in all key cities where there is any substantial Arabic population. A Nahas feature opened Sunday in the Forest Theatre, an independent house operated by Edward Jacobson.

CINCINNATI

Nelson Creswell of the Cozy Theatre, Cedarville, Ohio, received sympathy of associates and friends in the death of his mother. Creswell himself is still suffering from a broken leg, resulting from a fall . . . Billy Wilson, former screen actor now advance press agent for the Sparks circus, stopped at the RKO office to say hello to Manager Stanley Jacques on his way to Covington, Ky.

PRC-Eagle-Lion sales and office force are all keyed up to put Cincinnati on top in the current Harry Thomas drive which runs until August 30 . . . A. R. Belcher will open his new drive-in eight miles from Bluefield in May . . . C. O. Humston, Lyric Theatre, Lawrenceburg, Ky., has begun remodeling his theatre. It will have a larger capacity. It will be necessary to close the house during June or July.

The son of A. W. Alexander, Altec Service inspector in Middlesboro, Ky., was married in Chattanooga in late April . . . Virgil Warrex has opened a 200-seat house in David, Ky. . . . Co-workers of Booker Walter Watson of RKO were greatly surprised when Walter displayed a gold band on his fourth finger, left hand. He married Doris Anderson of Cincinnati March 1, and kept his wedding a secret until now.

Division Manager Earle Sweigert and District Manager Harry H. Goldstein of Paramount visited the Cincinnati branch . . . Arthur Greenblatt, district manager for Monogram Pictures, spent several days here . . . Frank J. A. McCarthy, southern and Canadian division sales manager for U-I, held a sales confab with the local force, discussing the year's releases, particularly "The Egg and I."

Mr. and Mrs. Charles Bowles visited the exchanges to book product for their new Ritz Theatre in Beattyville, Ky., which opened May 1 . . . Theatre Owners Corp. will now handle booking and buying for Harold Bernstein of the Plaza, Norwood, Ohio . . . Mrs. Mary Semelroth of Dayton, Ohio, and her manager, Jimmie Herb, made one of their infrequent visits to Cincinnati.

The local MGM club elected Mabel Rinehart as president and Henrietta Schulz and Madeline Cuiccio chairmen of the welfare and entertainment committees, respectively. Plans are being discussed for the annual picnic.

Friends of Mack C. Elliott, who operates theatres in Wayland and Weeksbury, Ky., were shocked to hear of the automobile accident in which the mother and father of Mrs. Elliott were killed . . . A new employe at Theatre Owners Corp. is Irene McKiernan, contract clerk . . . New members of Film Classics' force are George Vlachos, booker, and Mary Ryan, cashier.

Lee J. Goldberg of Popular Pictures is leaving May 8 with Mrs. Goldberg for California. They will visit their son Jay, recently married; and Goldberg will attend the Variety Club convention in Los Angeles and a meeting of independent exchange owners for acquisition of product.

Bud Wessel and Meyer Adleman have the franchise to handle the physical distribution of Selznick pictures in the Cincinnati territory for National Film Service, Inc. Their offices are on the fourth floor of the Film building, space formerly occupied by Popular Pictures, which moved May 1 to the second floor, previously occupied by Midwest Theatre Supply Co. The latter company has leased space at 1638 Central Parkway, the former MGM quarters.

Fanny Voss, head inspector for Paramount, celebrated her 31st anniversary with the company April 25. The girls in her department presented a cake, while office employes presented a bottle of champagne. Mrs. Voss is the oldest employe in length of serice in Cincinnati, where there are seven employes who have been with Paramount 25 years or longer.

Ella Miller, who operates the Film Center restaurant, is breaking the news that there will be no food served the first two weeks in July. She is planning a vacation, and from Miami intends to fly to Panama.

Stralie Walker, who operates the theatre in Besoco, W. Va., is opening a new house in Beaver, W. Va. . . . The Russell Theatre, Russell, Ky., has been closed for remodeling after the recent fire.

Faces on Filmrow: Lloyd Rogers of Welch, W. Va.; A. Buzlea, Bradshaw, W. Va.; Carl Knab and Anne Kaiser, Chillicothe, Ohio; Vernon Breese, New LaMax Theatre, Wilmington, Ohio; C. E. Harvey, Greenfield, Ohio; Roy Wells, St. Paul, Dayton; Guy Greathouse, Aurora, Ind.; Ralph Sacker, Lawrenceburg, Ind.; Roland Macci, Greenville, Ohio; M. C. Burwell, Parkersburg, W. Va.

Bob Harrell, Avalon Theatre, Cleves, Ohio, has returned from Florida, where he spent the last three months. He is rarin' to go on his large popcorn acreage . . . Lou Stewart of Addyston and Sayler Park, Ohio, was sent to St. Mary's hospital for an emergency operation, but is reported on the mend . . . Don Hall, MGM shipper, was in the hospital for an emergency operation for a stomach ulcer.

E. M. Booth, branch manager of MGM, and Robert Morrell, head booker, attended the annual sales conference in New York . . . Marion Conelly, cashier at Paramount, will chauffeur several girls in the accounting department on a weekend trip to Mammoth cave in her newly acquired Chevrolet convertible . . . Herman Pack intends to open the Van Lear Theatre, Van Lear, Ky., with all new equipment, about June 1.

Date of the Variety Club picnic has been changed from July 14 to July 21. Plans are under way for Variety's supper dance June 7, at Pavilion Caprice . . . Lee Goldberg of Popular Pictures is extending operations to include Cleveland and Indianapolis territories. Popular Pictures is now distributing gratis to exhibitors, several single and two-reel sponsored subjects.

Irv Sochin, chief barker of Variety Club, obtained publicity in the Cincinnati Post in his appeal for clothing for the foundling home babies, and as a result acquired enough clothing to provide for at least 15 babies . . . Bill Blum, salesman for U-I, has recovered after a recent operation . . . Charles Rich, Warners district manager, flew in from Pittsburgh for a session with Manager Jim Abrose here . . . Ira Epstein, central division publicity representative for Warners, has moved headquarters from Indianapolis to Cincinnati.

Ralph Kinsler, Cincinnati exhibitor and active Variety Club member, is motoring to California with Mrs. Kinsler, and will attend the national convention as a delegate of the Cincinnati tent . . . William Gunzelman, office manager for 20th-Fox, spent a week in the Cleveland exchange, assisting in installing the new cashier in that office . . . Sympathy of the entire 20th-Fox exchange has been extended to Lillian Spencer, bookkeeping machine operator, on the death of her mother.

Mrs. Cora Mollitieri, office manager's secretary at 20th-Fox, will soon transfer to San Francisco, where she will join her husband in the navy . . . Friends of Dorothy Fisher, veteran RKO employe, are glad to learn that her condition is improving and that she may soon be able to resume her duties after an absence of a year.

Towne Hall of Prestonsburg, Ky., is building a new theatre at Allen, Ky. . . . Mrs. H. E. Davis of Sharples and Ethel, W. Va., is confined to a hospital in Charleston, W. Va. . . . Employes of the Cincinnati exchange of National Screen Service were happy over bonus checks received as their award in the recent annual sales drive of the company.

Robert C. Wilson Opening Rowlesburg Theatre

ROWLESBURG, W. VA.—Opening here within the next ten days will be the new Wilson, owned by Robert C. Wilson. The theatre, seating 394, is modern, fireproof and well constructed of concrete and brick. The theatre is part of a new 62x100-foot building which includes an adjoining store and eight five-room apartments on the second floor. The auditorium is modernly decorated in cream color and there is a 14x32-foot stage. Major equipment includes Simplex projection and sound and American Seating upholstered chairs. A Permastone front is being installed. The lobby has a candy bar.

Wilson, a native of Rowlesburg, is a wholesaler of sporting goods and he is popular throughout Preston county. The Wilson Theatre is located directly across from the railroad station.

Tommy Harris of Detroit Dies; Showman 50 Years

DETROIT—Tommy Harris, 68, died of a heart attack at his home here last week.

A showman for 50 years, Harris formerly was on the vaudeville stage in various song and dance routines for many years, appearing in the team of Harris and West with his late wife. At various times he was with circus and carnival organizations and for many years was a character actor with the Harris & Davis Stock Co. of Pittsburgh.

He was associated with various booking offices in Detroit for a number of years and for the last 15 years managed various vaudeville and motion picture theatres here, mainly for Jacob Schreiber and the Midwest Theatre circuit, operated by Raymond Schreiber. He is survived by one daughter, who is a circus performer.

Max Weinstein Is Dead At 37 of Spinal Ailment

CLEVELAND—Max Weinstein, one of the owners of the Ritz Theatre, died here last week. Although seriously ill for the past eight years with a spinal ailment, Weinstein has continued to run his theatre from his bed, to which he has been confined for months at a time, and from a wheelchair, when he was able to get about. His fortitude was the talk of the industry, which held him in the highest respect. Only 37 years old at the time of his death, he bore his illness with a smile at all times.

Surviving are his wife Sadie and two children, Milton and Adrienne.

Academy Theatres To Run of 'Heaven'

COLUMBUS—The new Esquire Theatre will be one of five Academy houses to participate in the simultaneous first run engagement of U-I's "Stairway to Heaven" here May 7. This is the first time in local theatre history that such a first run policy has been attempted. The five engagements are for a full week. Normal runs are two to three days at the five houses.

Regular downtown first run prices of 65 cents for adults and 20 cents for children will be in effect. The adult price is 20 cents higher than the usual neighborhood scale. Children's price is the same.

The five theatres are Esquire, University, Westmont, Beechwold and Boulevard. The Esquire is being completed for its opening, following the recent opening of the University. These are the first two postwar theatres to be opened here.

Harry Keller, midwestern representative of U-I, is in Columbus preparing for the openings. U-I films usually have first runs here at the RKO Palace and RKO Grand.

Western Pennsylvania Towns Adopting DST

PITTSBURGH—Western Pennsylvania communities which adopted daylight saving time include:

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Ambridge
Apollo
Baden
Beaver Falls
Bellevue
Braddock
Bridgeville
Burgettstown
Butler
California
Canonsburg
Carmichaels
Charleroi
Connellsville
Coraopolis
Donora
Dormont
Duquesne
East Greenville
East Pittsburgh
Ellwood City
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Emporium
Foxburg
Franklin
Greensburg
Greenville
Herminie
Homer City
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Indiana
Jeannette
Latrobe
Leechburg
Ligonier
Linesville
McDonald
McKees Rocks
McKeesport
Masontown
Meadville
Midland
Monongahela
Mount Lebanon
Mount Pleasant
Munhall
New Kensington
North Braddock
Oil City
Pittsburgh
Republic
Scottdale
Sewickley
Sharon
Sharpsburg
Stowe Township
Swissvale
Tarentum
Turtle Creek
Vandergrift
Verona
Warren
Washington
Waynesburg
West Newton
Wilkinsburg

Jawarski Robbery Gang Gets Long Prison Terms

PITTSBURGH — The Jawarski gang, rounded up following the attempted robbery of the Oaks Theatre, Oakmont, last December 9, drew long prison sentences from Judge Frank P. Patterson. Three members of the robber gang tutored by Thomas Jawarski pleaded guilty to a series of robberies.

Joseph E. Cherniloger, 29, of Fisk street, was sentenced to seven to 14 years, and John Urmann, 26, a parole violator of Millvale, to eight to 16 years in the penitentiary. Henry Borgen, 26, of Millvale, was given seven to 14 years in the workhouse.

Steve Rodnok jr., manager of the Oakmont Theatre, shot Cherniloger when an attempt was made to crack the safe in the theatre office. Cherniloger implicated Borgen and Urmann. Jawarski was arrested later by state police on a farm near Greensburg, where he was found to be schooling the younger men in safecracking.

Jawarski, cousin of Paul Jawarski, leader of a holdup gang here a score of years ago, was sentenced on April 8 to eight to 16 years in the penitentiary.

COLUMBUS

Cartoon shows are still popular in neighborhood and downtown theatres. The small Oak, a neighborhood, recently held a two-hour cartoon show, and Manager Carl Rogers of Loew's Broad, highly pleased with the success of his Easter Monday cartoon show, is holding another on Saturday, May 10.

Harry Keller, midwestern field representative for U-I, was in town arranging details of the five-theatre local premiere of "Stairway to Heaven" at Academy houses. Screening of the picture for press and local "names" was held last week at the University Theatre.

Manager Walter Kessler of Loew's Ohio staged a contest with the Citizen to find a local double of Claude Jarman jr. for the Ohio's showing of "The Yearling." The winner will receive a bicycle.

Both neighborhood and downtown houses will benefit from extensions of local bus and streetcar lines, announced both by the Columbus and Southern Ohio Co. and the smaller Columbus-Celina bus line. Extensions planned for the next year will reach virtually every outlying residential area with faster and more convenient service. The new Esquire near Eastmoor, the not-yet-completed Livingston in Driving Park, the Beechwold in north Clintonville and other theatres will be on several of the extended routes. Downton houses, plagued by limited parking space, expect that many of their patrons will use the trams to come downtown.

Local and state leaders were guests at the local premiere of "The Way to Peace," a Technicolor film depicting world peace through spiritual action. The showing was held in Mees hall, Capital university. Lew Ayres acted as narrator for the film, which was produced in Hollywood.

Herbert Morgan, producer of the MGM short, "Traffic With the Devil," which won the national theatrical award given by the National Safety Council, has been invited to attend a dinner to be held in the Hall of Mirrors, Deshler-Wallick hotel, May 14. Winner in the nontheatrical division of the same classification is the 23-minute 16mm subject, "Men Who Came Back," produced by the division of safety and hygiene, State Industrial Commission of Ohio. Ned Dearborn, president of the National Safety Council, will present the award to Gov. Thomas J. Herbert. The subject, showing methods of safety in Ohio industry, was shot in color in plants throughout Ohio and is available for nontheatrical exhibition.

Local theatre men are not too happy about a department store ad, opposite theatre pages, advertising oldtime Chaplin films. "There is never an admission charge in our assembly center" reads the ad. Managers are wondering whether they shouldn't sell yard goods, cosmetics, etc., in retaliation . . . The Ohio censor board, which screened "Duel in the Sun" more than two weeks ago, had not announced at press time whether any cuts would be ordered.

E. L. Ornstein Sells Crane To H. L. Wirth, Indianian

LOUISVILLE—E. L. Ornstein of the Ornstein Theatres, Marengo, Ind., has reported the sale of the Crane Theatre in Crane to Homer L. Wirth of Charlestown, Ind. Ornstein still controls the Rialto in Marengo, State in Milltown, Ind., and the New Ace in Brandenburg, Ky. Wirth, who assumed control April 27, has been affiliated with a 16mm circuit operating in southern Indiana several years. This is his first venture into the 35mm field.

Alexander Equips Drive-In

PITTSBURGH—Alexander Theatre Supply will furnish all equipment for the drive-in theatre to be opened near Irwin, Pa., by Outdoor Theatre, Inc. RCA equipment, including in-a-car speakers, will be features. Outdoor Theatre, Inc., also contemplates opening a drive-in near New Castle.

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DETROIT

Under the Marquees: Helen Wajdziak, assistant manager at the Center, is leaving to get married May 10 to Matthew L. Switanorski . . . Elmer Berry, brother of Henry Berry, manager of the Rouge, takes over as assistant at the Center . . . Sam Greisman reports new Kroehler pushback seats have been installed in the Center . . . Maxie Gealer has opened the Rialto in Flint after much refurbishing following the flood. Anthony Eugenio did the decorating job.

Howard Denial, who used to be assistant at the RKO Uptown in Highland Park before the war, is now managing the Iris, replacing William M. Palmer, who has quit the show business . . . Elliott R. Fine and Adrian D. Rosen of the De Luxe sponsored a "good fellowship party" Saturday at Variety with Chuck Stanley as emcee.

Thomas W. Ryan, who recently took over management of the Carlton for the new owner, Jack Krass, got a nice sendoff in the community paper for his background of "deference for children" in weekend show bookings . . . Earl Harris is reported a partner in the Flo at Nashville, recently taken over by William Gregg . . . Frank Reno, who is now assistant at the Strand, and in charge on Ed Carlson's night off on Tuesdays, got his good training out at the Beverly under Lou Mitchell.

Leo Rochkind is managing the Russell for Irving Katcher, who recently took over the Willis also . . . Al Weiss is his new manager at the Willis, with George Smith, who was with the former owner, Al Westaway, remaining as house manager . . . Moe Teitel of the Warfield reports business very slow along Hastings street.

Fred Pellerito, formerly of the Madison, is new manager of the Regent, replacing William Ahrens, who moved to the Mel in Melvindale. Edward James moved down from the Cinderella to be his assistant . . . Katherine Krueger, formerly of the Broadway-Capitol, and John Sullivan are now the assistants to William Kozaren at the Cinderella . . . girls who have left the UDT roster of assistants for other fields, including matrimony, are Barbara Amyon of the Regent and Loleta Dodge and Betty DeErendel of the Cinderella.

Richard Wren is remaining with the Victory as house manager under Lou Cohen, new owner, who is taking over from Michael J. Chargot. He succeeded Fred McDonald in his post . . . Gertrude Tracy has resigned as manager of the Van Dyke to go to California with her husband. Claude Sanderson, former manager of the Piccadilly, is taking her place.

The late Tommy Harris of the Midwest circuit was an usher every Sunday for many years at St. Patrick's church, a little known side of his activities . . . Michael Schoenherr, dean of local theatre managers, who now is retired and taking things easy, is in excellent health, Ed Carlson reports . . . Bert Moeller, former general manager of the MPTOA who has been ill several months following collapse of the right lung, has recovered and is back doing radio writing at his studio here.

Exchanges: Manny Pearson of UA was in town to handle special exploitation on "The Fabulous Dorseys" and "Abie's Irish Rose," strong double bill opening at the Michigan . . . Mrs. Fred Sussner, cashier at Paramount, is the mother of a baby named Gregory. Mrs. Sussner has just been upped to cashier from a post as assistant . . . Mary Lou Coles has a hard time keeping the vital statistics up to date around the exchanges . . . Bob Snyder, representative for Dezel Productions, was at the home office a few days.

Along the rialto: Arnold Gornall, formerly with the Donahue Seating Service, has established his own firm, Reliable Seating Service, handling theatre installations exclusively, at 7361 Churchill Ave. . . . Charles F. Rulapaugh is organizing Stereo Film, Inc., at 5840 Second Blvd., to bring out some new developments in stereoscopic or third-dimensional pictures. Associated with him are Arthur Wright and Patrick McKenna.

Bing Crosby, in town to sing for G. A. Richards' silver wedding party, was highly pleased when the latter gave him a new Cadillac. Harry Wismer acted as his personal guide around town, and took him on for a golf game during his stay.

Up in the Booths: Elmer C. Biehl of the Regent has joined the Studio Workers union and plans to commute between here and Los Angeles one of these days. His oldest son is entering college, by the way . . . Roy Kinnell, his colleague at the Regent, is proud of the new equipment in the booth there.

Exchanges: Warren Slee, MGM exploiteer now stationed at Chicago, is the father of a baby girl named Angela . . . Neil J. Higgins, former MGM checker, has decided to give up his show business connections . . . Charles Garner, dean of independent film distributors, is taking over the state of Michigan for United World Films, with a library of some 1,700, 16mm features to be handled.

Max Blumenthal has done a beautiful job of redecorating the Film Exchange projection studio, with new screen, recarpeting, and incidental equipment . . . Stanley Dudelson, salesman for Albert Dezel Productions, is leaving to drive to California, where he expects to settle down and enter the film business—he's in love with the country out there.

Earle Sweigert and Harry Goldstein are to be in town May 13, 14 for the kickoff of the new Paramount drive, manager H. Edward Stuckey reports . . . LaVonne Friend, switchboard operator at Paramount, will be married June 21 to William Morrison of the Sun Oil Co. . . . Wanda C. Oszustowicz, secretary to the Paramount office manager, is being married to Robert T. Wisz, assistant manager of a Neisner store, the same day.

Eleanor Buckley, Paramount accounting department, will be married September 6 to Richard S. Griesbeck . . . Mary Jane Thompson, bookkeeper, is the fourth bride-to-be at Paramount. August 30 she'll wed Robert W. Henry, now at Delmar college . . . Al Levy, 20th-Fox sales manager, returned after a two-week vacation in the east.

Cooperative of Michigan Convention Postponed

DETROIT—The annual meeting of Cooperative Theatres of Michigan has been postponed until May 27 to avoid conflict with the convention of Variety Clubs International at Los Angeles, according to David Newman, general counsel.

To Use Deep Well to Cool

BEREA, KY.—A 200-foot well has been dug at the rear of the Berea Theatre to provide water for the cooling system.

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Daily Drizzle Mires Cleveland Business

CLEVELAND—Business on the whole showed a drop last week, due in part to daily rain and in part to a general local condition of selective buying. Of the new pictures shown, "The Red House" was tops with 130 per cent at the Stillman—a guarantee of a second week on the main stem. Credit Carmen Cavallaro and his orchestra for the 105 per cent at the Palace, where it shared the program with "The Brasher Doubloon." "Pursued" held strong in its third week on a move-over to the Lake. Continuing strong in its third week, day-and-date at the Lower Mall downtown and the University uptown, was "The Best Years of Our Lives."

(Average is 100)

Allen—**Trail Street** (RKO) 90
Hippodrome—**Stallion Road** (WB) 80
Lake—**Pursued** (WB), 3rd d. t. wk. 105
Lower Mall and University—**The Best Years of Our Lives** (RKO), 3rd wk. 175
Ohio—**Angel and the Badman** (Rep), 3rd d. t. wk. 85
Palace—**The Brasher Doubloon** (20th-Fox); stage show 105
State—**The Yearling** (MGM), 2nd wk. 80
Stillman—**The Red House** (UA) 130

Stage Shows Return to Albee With Lombardo Orchestra

CINCINNATI—With Guy Lombardo and his orchestra, stage attractions have been resumed at the Albee Theatre after several weeks of straight pictures. Business was just under the previous high established in the theatre with stage shows. "The Egg and I," in its third week at Keith's, maintained the level of the previous week, and a five-week run is assured. "Boomerang" at the Grand gave a fine accounting and was held over for a second week.

Albee—**Calendar Girl** (Rep), stage show 300
Capitol—**The Best Years of Our Lives** (RKO), 6th wk. 120
Grand—**Boomerang** (20th-Fox) 150
Keith's—**The Egg and I** (U-I), 3rd wk. 225
Lyric—**Pursued** (WB), 3rd d. t. wk. 80
Palace—**Trail Street** (RKO) 120
Shubert—**Carnival in Costa Rica** (20th-Fox), 2nd d. t. wk. 90

Strong Films Do Good in Detroit But General Level Slips

DETROIT—Strong attractions turned in excellent business; notably, "The Egg and I" at the Fox and "The Best Years of Our Lives" at the Downtown, both in surprisingly long runs. The consensus of reports from all types of houses, however, showed the average business level was slipping slightly after a brief post-Easter pickup. Detail for week ended April 24:

Adams—**Stairway to Heaven** (U-I); **North of the Border** (SG), 3rd wk. 100
B'way Capitol—**Trail Street** (RKO); **Web of Danger** (Rep) 100
Cinema—**Man's Hope** (Lopert Films); **Extenuating Circumstances** (Lopert Films), 2nd wk. 100
Downtown—**The Best Years of Our Lives** (RKO), 3rd wk. 170
Fox—**The Egg and I** (U-I), 3rd wk. 140
Michigan—**Pursued** (WB); **Beat the Band** (RKO) 105
Palms-State—**Stallion Road** (WB); **Fear in the Night** (Para), 2nd wk. 95
United Artists—**The Macomber Affair** (UA); **The Devil Thumbs a Ride** (RKO), 2nd wk. 120

Boxoffices in Pittsburgh Area Continuing on Sluggish Basis

PITTSBURGH—Sluggish boxoffice returns continue at Golden Triangle theatres and throughout the area.

Art Cinema—**Henry V** (UA), 6th wk., roadshow ..... Good
Fulton—**The Best Years of Our Lives** (RKO), 6th wk., roadshow grind 140
Harris—**Johnny O'Clock** (Col) 105
Penn—**It Happened in Brooklyn** (MGM) 80
Ritz—**Lady in the Lake** (MGM), 2nd d. t. wk. 105
Senator—**Carnival in Costa Rica** (20th-Fox), 2nd d. t. wk. 85
Stanley—**Stallion Road** (WB) 85
Warner—**The Locket** (RKO) 105

Navaris Open Eastwood; Roxy Bows at Ford City

FORD CITY, PA.—The new Roxy opened here the evening of April 24 with an overflow audience and with numerous friends of the management as guests. This modern house seats 500 and additional seating may be installed at a later date. The opening picture was Paramount's "Northwest Mounted Police."

The marquee was brilliantly lighted but the glass front was not installed at the opening. Other finishing touches are being added. The auditorium is completely outfitted and a special house feature is a large lounge on the second floor. From this lounge on either side of the projection booth the picture may be viewed through large plate glass windows. Being installed is a ten-foot soda bar in the rear of the projection rooms, which are equipped with RCA sound, Brenkert lamps and other RCA products.

REST ROOMS IN FRONT

Rest rooms are at the Roxy front, easily reached from the inner lobby. Simboli Decorating Co. and the American Theatrical Valance Co. are responsible respectively for the decorating and draperies. Chairs were installed by International Seating Co. Complete equipment and fixtures were handled by RCA.

The Roxy adjoins the Ritz, a Gibson-Dipson house, managed by Rocco "Rox" Serrao, who with his brother Fred owns and manages the new Roxy. The Gibson-Dipson enterprises also operate the Ford.

The Serrao family, including Mr. and Mrs. Dom Serrao (he is the veteran exhibitor and theatre contractor-builder), sons Fred and Rocco, and William, New Kensington-Arnold exhibitor, and others in the family were hosts at a party in the Fifth Avenue hotel grill after initial showing. The Serraos also hosted a number of friends in the industry at dinner early in the evening.

AMONG THOSE AT OPENING

Among those who attended the opening were Sam Fineberg, Monogram; Max and Martha Shulgold, Crown; Louis Averbach, Paramount; David Silverman, RKO; James H. Alexander and son, James jr., Alexander Theatre Supply; Martin Terner and son Allen, American Theatrical Valance Co.; Lou and Roberta Hanna and Franklin and Florence Anderson, Acme and Franklin exchanges; R. Simboli, decorator; Frank Hamre, RCA; Blacky Bordonaro and F. P. McCoy, IATSE Local 444; Blair "Red" Anderson, Harold Foster and Jimmy Gallo, IATSE Local 607; Mr. and Mrs. Steve Rodnok jr., and Mr. and Mrs. George Rodnok, Oakmont; Mr. and Mrs. Bart Dattola and daughter Laura, New Kensington; Anthony and Milton Antonoplos, East Pittsburgh; Robert F. Klingensmith, BOXOFFICE.

Herman Stahl Will Remodel

OIL CITY, PA.—Herman Stahl has plans for remodeling and renovating the Lyric. Included will be refurbishing and redecorating.

PITTSBURGH—Navari Amusements, Inc., opening the Eastwood, 8905 Frankstown Rd., is owned and operated by the Navari brothers, Rudolph, Samuel and Julius.

With the spotlight on the opening of "the Theatre of Tomorrow" at the intersection of Frankstown and Verona roads, Penn township, "Rudy" Navari is returning to exhibition after a two-year layoff, during which time he busied himself with duties in connection with the building of the beautiful Eastwood. He has a record of 32 years of showmanship in the local area, having entered the amusement industry at the old Majestic in Belle Vernon. He served in the army during World War I.

He opened the Pleasant Hour, Verona, early in 1919 and a decade later remodeled this property and renamed the theatre the Olympic, which he operated until 1932. In 1921 he had purchased the Liberty, Verona, which he managed until two years ago. In 1942 he married Renitha Quadraccia and they are parents of Joseph Lincoln, four, and Rudolph junior, three. He is president of the new amusement corporation.

A partner in exhibition in Verona with brother Rudy is Samuel C. Navari, who has operated the Penn, Universal, for a decade. He is unmarried and resides in Verona with his mother, Mrs. Eleanor Navari. Sam is treasurer of Navari Amusements, Inc.

The third brother is Julius C. Navari, former Florida broker who has operated the Flamingo roller palace, East Liberty, for five years. Third vice-president of the United Rink Operators of the U.S., he is vice-president of the corporation.

Will Reopen Stockport

McCONNELSVILLE, OHIO—Delmar Walker and Clell Benjamin have leased the Vondell Theatre at Stockport and plan to install complete new equipment besides making other improvements. The theatre has been closed in order to install new projection and sound equipment, and will reopen in May.

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CLEVELAND

Don Abeles has resigned as assistant manager at Loew's State to enter a new type of business in Cincinnati. But before that he is planning a June 1 wedding to Marie Horvath, well known in local show circles.

Saul Minick, manager of "The Best Years of Our Lives" in this area, reports a terrific opening this week at the State in Toledo. His next opening is scheduled May 8 at the Palace Theatre, Youngstown. In Cleveland, in its fifth week, business is holding up so well that Minick predicts a run through the summer.

Sanford Greenberger of the Fairmount Theatre is recovering from a recurrence of an old illness . . . Sam Weiss Film Classics branch manager, has appointed Phillip Greenberg as booker, succeeding Dick Lesnick, resigned. Greenberg, former GI, is a newcomer to the industry.

Leonard Mishkind, SRO local sales representative, attended a meeting in New York to discuss "Duel in the Sun," soon to be shown at the Stillman in Cleveland . . . Nate Schultz is putting the finishing touches to a complete remodeling job at the Ambassador. The program included a new marquee, new carpets, new interior decorations, remodeling of the rest rooms and a new popcorn stand. This was all done without interfering with daily operation.

Abe Kramer of Associated Theatres and Mrs. Kramer announce the engagement of their daughter Roselyn to Herbert Browar of Los Angeles, member of the SRO production unit. He is a son of Mark Browar, retired Pittsburgh circuit owner. The bride-to-be is the twin sister of Marilyn, married last summer to Al Kaufman of this city. Another sister, Hope, appeared in several films prior to her marriage in July to Dr. Manning Cohen of Cleveland.

Charles Deckman, with theatre and picture interests, including "Mom and Dad," a Hygienic production, is back from a 15,000-mile trailer trek across this country and through Mexico, saying that's the only way to travel in comfort. However, when he leaves in middle May for a three-month visit to Alaska, he will travel the more orthodox way—by train and boat. The trip will combine pleasure and business, with a possible eye to sending a "Mom and Dad" unit to Alaska.

Maurice Bernstein, insurance man to a large percentage of film folk, and his bride, the former Irene Grabowski, have returned from a Palm Springs honeymoon . . . Harry Circosta, owner of the Ritz Theatre, Shadyside, says it is purely coincidental that he planned a trip to Florida right after having a successful run of Universal's "Canyon Passage."

R. M. Swanson, manager of the Paramount, Steubenville, has left the Ohio Valley hospital, where he underwent an operation, and is now convalescing at his home . . . Another dismissed hospital patient is Harold Raives, Schine Ohio zone manager. Raives is reported to have recovered from his recent illness and plans to be back at his Schine desk in the Film Bldg. most any day now.

If Bud Friedman of Warner Bros. is gradually going nuts, it's no wonder, with this calendar of events in May facing him. May 22 is the date for the opening of the Warners' new Vogue Theatre in Shaker Heights, of which Friedman has been named manager; May 23 is his birthday and on May 31 he is being married to Elayne Haerman.

Jerry Weschler, Warner branch manager, and Dave Kaufman, salesman, made a tandem trip through the territory last week . . . Harry Schreiber, RKO Theatres district manager, and Variety Club chief barker, did a swell job of presiding at the Variety Club luncheon last week, even though he says it's the first time he ever faced such a large audience.

The Warner club spring dinner-dance at Alpine Village last week was a great success. More than 200 members and guests attended. It was a double feature affair with the office staff dining at 7 p. m. and the theatre staff served with a complete dinner at 11:30 p. m. Dick Wright, Warner club president, was on hand to do the honors, as were also the zone manager, Nat Wolf, and his wife.

Jack Lawrence, former local UA salesman and now with Screen Guild in Los Angeles, writes that he recently saw Jack Lefton, who sold out all of his Cleveland and Florida interests and has moved to the coast, and also George Lefko, onetime local RKO manager, and now with the west coast office of PRC . . . Walter Katowitz of the Ross Theatre, Rossford, is back on the job after an operation at St. Mary's hospital, Toledo.

E-L-PRC office news: Virginia Roszko, contract clerk, was married last week to Andrew Vasil. After a New York honeymoon, she will return to her desk. Geraldine Gindy, clerk, can vote now. She celebrated her 21st birthday the other day. Dorothy Greenberg is the newest member of the organization.

George Bennett, field publicity director for Eagle-Lion, was in New York over the weekend to attend a conference with Max Youngstein, national E-L director of advertising and publicity and Arthur Jeffrey, exploitation manager, on details for the world premiere of "Repeat Performance," scheduled to be held May 22 at the Liberty Theatres, Zanesville.

Cleveland Variety Helps Boys Camp

CLEVELAND—Harry Schreiber made his first public appearance as chief barker of the Variety Club at a luncheon held Friday in the Carter hotel with more than 100 members and their friends present to launch the club's new major heart projected; namely, the support of the Paradise Valley Boys club, operated by the police department for delinquent boys.

Harold Russell, Academy award winner in "The Best Years of Our Lives," which now is in its fifth week at the Lower Mall and University theatres, was the guest of honor. Speaking in support of boys camps, Russell, a former camp counselor, said that "the future of America lies with our young folk, and I believe with Father Flanagan of Boys Town that there are no bad boys."

Russell, thrilled over a description of the good the camp has accomplished during the eight years since it was established by the police department, said he wished this project could be carried out all over the U.S.

The camp, it was explained by Capt. Arthur Roth, head of the police crime prevention bureau, and police Capt. Ed Flanigan is operated entirely by voluntary service of members of the police department, including the cooking. "Every cent of contribution," Roth said "goes directly into camp improvements."

Variety Club plans to provide the camp with running water, quonset huts, sports fields and equipment and whatever is required. The Paradise Valley Boys camp is open all summer, and in winter on weekends.

As the first financial installment, Harry Schreiber presented a check for $500 to Roth, with further contributions to be made as needed.

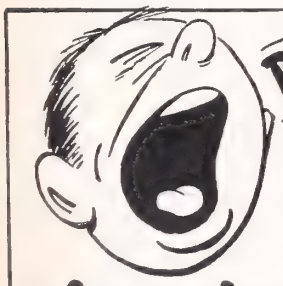
Honorary membership in the Variety Club was extended to Captains Roth and Flanigan, and Harold Russell presented to Roth for permanent display in the camp headquarters a signed plaque reading, "Always have complete faith in yourself and God. Regardless of the obstacles you may encounter in life, that faith will see you through. Best of luck."

Russell made no other public appearance but did make six radio appearances during his 24-hour stay in Cleveland.

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Boroughs May Obtain Ticket Tax Privilege

HARRISBURG — Pennsylvania municipal admission taxes were being kicked around this week in the general assembly. Several acts were receiving strong backing.

The house committee on boroughs last week approved legislation permitting boroughs to tax amusements for general revenue purposes. With the release of this bill by the committee, the fight was on.

No specific tax rate is provided in the measure authorizing the state's 934 boroughs to levy an amusement tax for general revenue purposes. The measure has been reported favorably in the house. The act, introduced by John N. Hoffman of Bangor and John A. Jones of Bath, was amended to let any amusement tax ordinances adopted by the boroughs stand regardless of any similar levies imposed subsequently by the state. Taxing power on amusements "shall be liberally and broadly construed," under terms of the bill.

TAXING BILL BEING AMENDED

If adopted, the measure would remain in force and could not be supplanted by any other statute taxing amusements for state, county or school purposes.

This bill was being amended and reamended, and probably the Messrs. Brunner and Stonier, sponsors, will be unable to recognize their "baby." Many independent theatre owners contacted their representative here urging defeat of the measure. The act empowers political subdivisions, except cities, counties and school districts of the first class to levy, assess and collect additional taxes for general revenue purposes. The fight on this bill has been carried on since March 19.

The house defeated an amendment to the Sunday sports law which would have permitted Sunday football and baseball games between 1 and 8 p. m. The two sports may now be played between 2 and 6 p. m. Rep. Thomas Scanlon's bill was defeated 101 to 59.

TICKET BILL IN CONFERENCE

House concurrence is required for the Smith-Sproul act (H-532) regulating sale and resale for profit of selling and reselling tickets or other devices for admission to places of amusement. This measure, also licensing ticket agents, has passed both the house and senate.

The Erb act (H-1178) authorizing school districts to appropriate money to nonprofit corporations for the construction and equipment of school athletic stadia, is active on the floor.

The Nelson act (which passed the house) exempting the exhibition of religious motion pictures by churches from provisions of the Sunday act of 1935, now is awaiting passage in the senate.

September 14 each year will be observed as National Anthem day. Gov. James H. Duff signed into law the bill which commemorates the writing of "The Star-Spangled Banner" during the battle of Ft. McHenry in the War of 1812.

Toledo Concert Shifted

TOLEDO—The Sigmund Romberg orchestra concert here May 15, originally scheduled for the State, has been transferred to the 3,000-seat Paramount Theatre because of the huge demand. Carl H. Schwyn, who has presented Romberg in the State on five previous occasions, reported a tremendous advance interest in Romberg's appearance. He was forced to turn away more than 1,000 persons at the Lauritz Melchior concert in the State a few weeks ago. The switch in theatres, which was arranged through Marvin Harris, manager of the Paramount, means that an additional 1,500 Toledoans will be able to hear the Romberg troupe.

LOUISVILLE

According to the latest figures Kentucky has 325 theatres with an aggregate seating for 153,800, plus quite a number of drive-ins. Louisville has six of the 450 first run theatres scattered among 95 cities of more than 100,000 population.

Roy Watson, projectionist for the Elizabethtown Amusement Co., underwent an operation at Baptist hospital here . . . M. H. Sparks reports his new Strand in Edmonton, Ky., is now under roof and the contemplated opening date only two months off.

Vernon Powell has resigned at the Crescent Theatre here to assume the management of the local Airway, purchased recently by the Memphis Amusement Co. Lonnie Davis, former manager of the Airway, will return to Memphis, Tenn. No successor was announced for the Crescent . . . Mr. and Mrs. E. L. Ornstein, Ornstein Theatres, Marengo, Ind., have motored to Florida for a two-week vacation.

Several improvements are in store for the Airway Theatre. A new marquee has been added, a new front and display frames are being installed and new seats are scheduled for the auditorium.

Lewis Baker of Orell, Ky., has purchased the Star at West Point, Ky., from S. J. Brown sr. . . . Recent visitors included Foster Lane, Dixie Theatre, Williamsburg, Ky.; Robert Enoch, State and Grand, Elizabethtown; A. N. Miles, Eminence; Clyde Marshall, Columbia; R. H. Robertson, Majestic, Springfield, Ky.; Thomas Clausen, Bond, Bonnieville.

"Duel in the Sun" opened at Loew's May 1 on a continuous showing basis at advance prices . . . "The Egg and I" was in its fourth and final week at the National . . . "Boomerang" was moved over to the Brown. In its second week was "Stallion Road" at the Mary Anderson . . . "The Best Years of Our Lives" closed at the Strand.

Joyce Ann Switow, daughter of Mr. and Mrs. Harry R. Switow of the Switow Amusement Co., and Stanley T. Burkoff of Chicago were married at the Standard Country club here . . . Local theatre attendance was bolstered by the recent three-day convention of the Kentucky Education Ass'n.

Guthrie Crowe, KATO's president, reports a very pleasant trip to Ashland and Winchester, Ky. From all reports he received, the theatre business in these sections is generally good.

As a promotional stunt for "Stallion Road" Cliff Buechel of the Mary Anderson Theatre here offered free tickets to senders of the first 25 postmarked answers to the following questions: 1. Name any two color types in the "roan horse" family. 2. How is a horse's size measured? 3. What is a "stallion"? 4. How many gaits has the average horse? 5. What is a "pinto"? So many good answers to the questions were received, which exceeded all expectations, that Cliff just mailed pairs of passes to all 30 contestants whose answers survived first judging.

Out-of-town interests are still dickering on the Lincoln park project. Several drawings show a possibility of a hotel there along with two department stores, a theatre, and a large restaurant. The others show how the property might be similarly developed without the hotel. An early decision on the project is expected.

Recent visitors: Mr. and Mrs. Curt Davis, Sandy Theatre, Sandy Hook, Ky.; Robert Enoch, Kentucky Amusement Co., Elizabethtown; James Howe of the Richland Theatre, Carrollton; J. E. Elliott, Lincoln, Hodgenville; D. G. Steinkamp, French Lick Amusement Co., French Lick, Ind.; L. B. Fuqua, Kentucky Theatre, Eddyville, Ky.; J. V. Snook, Griffith, LaGrange; C. S. Caldwell, Caldwell Theatres, Cave City; Oscar Hopper, Arista, Lebanon; Ray Coleman, Swan, Edmonton; A. N. Miles, Eminence; J. A. Aull, Swanson-Nunn, Evansville, Ind.; James F. Willard, Strong Electric Corp., Toledo.

G. N. May, Dream Theatre, Corydon, Ind., has purchased new Super-Simplex projectors and Simplex sound equipment . . . Joining Andy Anderson of Photoplay Theatres, Hartford, as possible candidates for the Kentucky legislature are W. Freeman Smith of the Kentucky Theatre, Cadiz, and E. C. McLure of Henderson. Smith is a proposed candidate for the senate and McLure for the house.

The Vogue in St. Matthews is still featuring its Cartoon Circus Saturday kiddy matinee, and results are reported excellent . . . Maria Jane Robertson, daughter of Mr. and Mrs. R. H. Robertson of the Majestic Theatre, Springfield, Ky., and granddaughter of the late H. Robertson, pioneer theatre man there, will be married to Ralph C. Quarles of that city soon.

Ben Reeves jr. of Stanford is "face-lifting" his New Lincoln Theatre. The marquee, lobby and interior are being redecorated, and the stage curtains, which were damaged in a recent fire, are being cleaned and repaired. Other improvements are under consideration.

Ernie Forbes Supply Wins Detroit Bowling Crown

DETROIT—The Nightingale club closed its 1947 bowling season April 14 at the Palmer Park alleys with Ernie Forbes Theatre Supply winning the league championship.

Melvin E. Donlon, secretary of the club, expressed thanks to advertisers and others for their fine cooperation throughout the bowling season.

The United Theatre Equipment finished second. Final team standings:

	Won	Lost
Ernie Forbes Supply	54	30
United Theatre Equipment	50	34
Lorenzen Flower Shop	45	39
National Theatre Supply	41	43
Brenkert Light Projectors	41	43
Altec Sound Service	40	44
McArthur Theatre Supply	39	45
Projectionist, Local 199	38	46
George McArthur	38	46
National Carbon Co.	34	50

High scores were rolled by Goossen, 236; Donlon, 235; M. Haskins, 233; Forest, 221; Akins, 221; Lewis, 207; Larsen, 207; Thompson, 201, and Colwell, 200.

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PITTSBURGH

Warner exchange was given a housecleaning . . . Bill Jervis, NTS manager, attended the company sales meeting in Cleveland last week . . . A recent visitor was Joe Burke, Batavia, Ill., exhibitor and brother of the veteran local showman and Filmrowite, Ben Burke . . . Bill Feld resigned as Republic manager, effective May 9 . . . Jules Lapidus, Warner division manager, was here for business sessions with F. D. Moore, local manager.

Mrs. Allan Wieder is recuperating in a Boston hospital after an operation last week. Her husband is the RKO exploiteer here . . . The 20th-Fox general office also was housecleaned last weekend . . . Frank A. Orban jr., Cairnbrook and Hooversville exhibitor and a Somerset county member of the house of representatives, played hooky from his duties in Harrisburg last Thursday to attend to personal business on Filmrow here.

Our report on the new theatre at Cochranton was in error. The theatre has been named by W. L. Dunn, owner, the Iris, not the Irish, in honor of his wife. The Iris opens May 12 . . . Bill Lane, Garden projectionist, and May Coyne, Warner circuit telephone operator, were married April 24 . . . Don D'Carlo is forwarding his Miss America beauty contest and the Pittsburgh Junior Chamber of Commerce is sponsoring the event to be staged here.

Delivered to downtown offices were special memo sheets which attracted attention, comment and business. The single sheet copy was "Memo—from the Boss. During office hours please don't wisecrack about 'The Farmer's Daughter'" . . . Jerome J. "Jerry" Lamm, UA manager with "Henry V" in the Art Cinema for eight weeks, has moved into eastern Pennsylvania for additional roadshowing of the classic.

Another AFL teamster strike is on file for May 23 against the Western Pennsylvania Motor Carriers Ass'n and other trucking firms . . . Carl T. McKnight, an employe of the Erie railroad in Youngstown, and Carl Blake, who has operated drive-in theatres in Ohio several years, will open an outdoor theatre on an eight-acre plot on the site of the former Camp Reynolds, near Greenville, Pa.

Alexander Theatre Supply Co., RCA distributor, has been named as agent for RCA's 16mm projectors . . . Joe Kaliski, veteran film man of Pittsburgh who was named local SRO manager, reports that furniture has been installed at the new Selznick office in the Clark Bldg. . . . PRC's move into the former RKO quarters has been held up for weeks on account of the telephone strike. John Zomnir, manager, says PRC cannot occupy the new exchange until a switchboard has been installed.

Emil Foryan, Republic's assistant shipper, was initiated into Local B11. The emcee was Ed "Goodie" Good, PRC shipper . . . Dave Silverman, RKO salesman, attended a father-son dinner last weekend with one of his boys.

The cottage of the F. E. Hasleys at Cochranton, 14 feet above stream level on French creek, was flooded with one foot of water . . . Mrs. William Richman, wife of the north side exhibitor, and their daughter, Mrs. Ruth Levy, are back home after vacationing in California for three months . . . Wally Feldman, son of the Joe (Warner circuit) Feldmans, was presented in a piano recital May 1 in the Taylor Allderdice high school.

Maurice Fruhlinger, former Donora theatre manager, was a Filmrow visitor. He is managing the Met, Baltimore . . . Harry Spang, veteran projectionist, has taken a three-month leave of absence from his job at the Senator . . . When the Nixon closes for the summer months, the legitimate house will undergo renovations. Major improvements will include redecorating and the installation of new men's and women's lounges.

John Bello, son of Tom Bello, Nanty Glo manager for the Blatt circuit, is the new assistant manager at the Rowland, Wilkinsburg, managed by George Josack. Tom Bello jr., is assisting his dad at the Nanty Glo theatres . . . Cliff Daniel, Variety Club's chief barker and WCAE manager, is taking his mother along to the Variety International convention in Los Angeles . . . A. P. Gillespie, president of the new Union bus terminal at Smithfield and Water streets, is an oldtime business associate of James M. Clark, veteran exhibitor-distributor.

Stagehands, artists and stage craftsmen are volunteering services for the annual midnight benefit show May 4 in the Stanley, sponsored by the Hill City Youth Municipality of Pittsburgh. The organization is devoted to prevention of juvenile delinquency . . . Charles P. "Chuck" Shannon, Warner circuit manager at Sharon, and Paul V. Shannon, KDKA announcer, are mourning the loss of their brother, Stewart Shannon jr., wounded on Iwo Jima, who died in Aspinwall veterans hospital.

Joseph G. Seyboldt of the Gem at Erie, 82, is in a hospital there . . . Norman and Mary Huhn of the Grandview, Mount Washington, and their two children are moving at last to their new home in Mount Lebanon . . . Saal Gottlieb, MGM manager, and Max Shabason, chief booker, will be back on the job Tuesday after an eight-day sales conference in New York.

The Sam Wheelers celebrated their 25th wedding aniversary last weekend in Washington and in attendance from Pittsburgh at a dinner there in the Shoreham hotel were Hymie and Yetta Wheeler and daughter Jackie, Maurice and Wray Wheeler, Mrs. Mary Chaban and daughter Marsha. Sam is general sales manager for Film Classics . . . Harry Stahl reports the installation of a popcorn warming unit and a candy bar at the NuLuna, Sharon.

Carl M. Sherkel, former Houtzdale exhibitor, suffered a slight stroke last week and his speech was affected. He will be glad to welcome Filmrow friends. He was an exhibitor for 30 years, having transferred his theatre to the Midstate circuit in 1942. Since then he has managed a store for a coal company.

Werner "Fuzzy" Lund, Dario "Danny" Castelli and Wally Battiston are back at their respective enterprises here after supervising the opening of "Citizen Saint" at the Erlanger and Midtown in Buffalo, and at the Strand, Niagara Falls . . . Sam Galanty, Columbia district manager, is vacationing in California . . . Earle W. Sweigert, Paramount division manager, was expected here late in the week to conduct a branch meeting.

S. A. Peters, Sistersville, W. Va., exhibitor, is recuperating from injuries sustained when his new Cadillac was crowded off a highway near his home town while returning from Akron, Ohio. Four passengers were injured and the car was completely wrecked in a 150-foot spill into a hollow.

John J. Maloney, MGM division manager, following his yearly custom, attended last weekend's retreat at St. Paul's monastery . . . George Tice of Columbia is assisting the Homestead Kiwanis club's spring dance, which will be staged in the William Penn hotel May 14.

William Baer, former Pitt student, has joined RKO as a student booker . . . Largest crowd of the season attended the Monogram night party at the Variety Club . . . Mrs. Herman Stahl, wife of the Oil City showman, hosted a tea last Sunday in honor of Minna Kember, Oil City senior high school teacher, who will become Mrs. Jack Stahl. Son Jack, who is in the jewelry business, and Minna, will wed June 29 in the bride-elect's home town, Corry.

Papa Yates has a greatly improved film color in Roy Rogers' new musical western, "The Bells of San Angelo." Rogers' second Trucolor production is a swell show and the color photography and dye processing is a better job than "Apache Rose." Roy is bringing Trigger here for the police widows' pension fund circus in Forbes Field the week of July 14. Shuttle bus service will bring Rogers fans from a radius of 100 miles for the six evening performances and the Saturday matinee. A similar special service will operate during the entire nine-week Pitt Stadium operetta season.

Andrew McKinley of Verona sings the role of Turiddu which opens June 2, in "Cavalleria Rusticana" at Syria Mosque the evening of May 10. The La Scala opera season opens May 8 with seven presentations scheduled and all tickets sold.

Al Sunshine, Advanads manufacturer, was here for several days on business with Lou Hanna, local distributor . . . Laura Wells, Enterprise exploiteer, visited local newspaper offices . . . "Voice of the Turtle" opens a two-week return engagement in the Nixon May 5 and "Lute Song" opens May 19 . . . The Samuel Rothensteins, Evans City exhibitors, are mourning the death of Rothenstein's brother-in-law, Moritz Herskovitz. Here for the funeral with the Rothensteins were exhibitor sons Abe of West Aliquippa, Lou of Cambridge Springs, and Martin, Baden, and other members of the family.

AMPTO Committee Named

PITTSBURGH—Morris M. Finkel, AMPTO of W. Pa., president, has appointed a publicity committee headed by Norman B. Mervis, Pittsburgh, circuit exhibitor and Allied director; George J. Corcoran, Uniontown, also an Allied director, and Robert F. Klingensmith, BOXOFFICE representative.

Suspends at Charlevoix

CHARLEVOIX, MICH.—The Palace Theatre discontinued showings Tuesday, Wednesday and Thursday during April, Ed Sandie explaining that lack of good films was partially the reason. Sandie expected to resume full-time operation later.

IA to Meet in Uniontown

UNIONTOWN, PA.—The annual Tristate Ass'n of the IATSE convention will be held here June 15. Last summer's tristate meeting was held in New Kensington.

'Robin Hood' Castings

Among the new castings for Monogram's "Robin Hood of Monterey" are Thornton Edwards, Julian Rivero and Ernie Adams.



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East Walpole Park To Be Opened May 7

EAST WALPOLE, MASS.—May 7 is the date set for the opening of the new Park Theatre. Roy A. Smith is owner. Smith, who has been the manager of the Norwood, Norwood, resigned some months ago when he purchased property here and began erection of the new house. It seats 630. Appointments include refrigerated air conditioning, pushback seats, indirect lighting and the latest marquee and improved lobby.

With a staff of seven, Smith will operate and manage the house and will do his own buying. He will play matinees with two shows at night from 6:30 to 11. Sunday runs will be continuous from 2 p. m.

Although he ran into many obstacles during the construction period, Smith claims that he was never discouraged.

"I always knew that the theatre would be completed," he said, "even if the opening was delayed six months."

Donald Wollins Promoted To Boston Staff of E-L

NEW YORK—Donald J. Wollins, a member of Eagle-Lion's press book staff for the last year, has been promoted to the post of assistant field exploitation man in the Boston territory, according to Max E. Youngstein, director of advertising, publicity and exploitation. He will work under Joe Mansfield, Boston field exploitation representative.

Star Film Distributing Co. Appoints Klein Salesman

NEW HAVEN—Star Film Distributing Co. has appointed Sanford "Sonny" Klein of New Haven, as salesman and booker. New to the field here, Klein recently was discharged from the army air forces after serving three and one-half years as a pilot here and in Belgium, France and England.

New Concord Assistant

CONCORD, N. H.—Fred I. Baker, a Concord high school graduate who served with the army in Germany, has been appointed assistant manager of the Star Theatre in this city, according to Manager Alfred M. Stretton. Baker takes the position held by Warren Towle, who has gone to Norwood, Mass., to take over the management of the Guild Theatre there.

W. A. Stewart Promoted

SOUTHBRIDGE, MASS. — Walter A. Stewart, general sales manager of American Optical Co., makers of television receiver parts, has been elected vice-president in charge of sales and made a trustee of the corporation.

New Britain Ad Rate Up

NEW BRITAIN—Effective June 1, the rate for amusement and sports advertising will be increased by local newspapers to $1.26 a column inch, which is the base rate for retail ads.

'Lloyds' Shown at Fairhaven

FAIRHAVEN, VT.—The film "Lloyds of London" was shown in the high school auditorium here April 17. It was the last in a series of films shown to raise funds for a projector and educational films for the elementary schools of the town.

New England States Wait Massachusetts Tax Move

Presque Isle Opera House Is Destroyed by Flames

BOSTON—The Opera House in Presque Isle, Me., was destroyed by fire April 25 with a total loss of $150,000. The theatre was owned by the Hone Bros. and was built many years ago. It was the second major theatre fire in Presque Isle. The State, owned by Lloyd Bridgham, burned during the war. It has since been rebuilt and is now operating.

A recent fire in the cellar of the Midway Theatre at Oakland Beach, R. I., was brought under control before any serious damage was done. Joe Carrola, owner of the property, stated that the house would be closed for four or five days for repairs. Smoke and water damage necessitated most of the repair work.

Hartford Showmen Help Draft Car Parking Plan

HARTFORD—A merchants committee has been formed to draft a workable municipal parking plan here, with William Savitt, jeweler, as chairman.

An all-day five-cent parking experiment has started in the space behind the State Armory on Broad street, with bus service from the parking lot to the downtown area for the car parkers.

Members of the newly organized committee include Henry L. Needles, district manager for Warner Theatres, and Jim McCarthy, manager of the Strand.

Joe Faith Back From Florida

HARTFORD—Joe Faith, who operates theatres in Bristol, Collinsville, Unionville, and Terryville, is back home following a Florida vacation.

BOSTON—State sales taxes, if adopted at all, should be uniform throughout New England, the governors of the six New England states are known to have agreed in a meeting held here six weeks ago.

A number of sales tax proposals have been heard since at the capitol here, but no new taxes will be voted by the Massachusetts legislature until Governor Bradford's five-man committee on state and municipal finance makes its official report May 5. Should the committee report that a sales tax is the most feasible method of combating the deficit problem, the governor is expected to recommend such a tax.

Governor Bradford several weeks ago recommended, in a preliminary "confidential" report, a 1 per cent sales tax, among a number of other revenue measures. He has stated unofficially that a 2 or 3 per cent sales tax is "a possibility."

It is becoming increasingly evident that no New England state will move toward enactment of a sales tax until Massachusetts does. The Rhode Island general assembly has recessed until May 27 to find out what Massachusetts and Connecticut intend to do about the problem. Maine moved closed to the sales tax field when its legislators voted unanimously in favor of a 2 per cent levy for new revenue. It is believed that Connecticut and Vermont will put through a sales tax as soon as it becomes evident that Massachusetts and Rhode Island will do likewise.

A commission appointed by Gov. Charles M. Dale of New Hampshire reported some time ago that no new revenue would be needed for two years if expenses were kept at a minimum. The situation in New Hampshire, however, depends on the fate of about a dozen appropriation measures pending in the legislature at Concord.

The adoption of a general sales tax would not affect theatres directly, it is understood, and it undoubtedly would eliminate the necessity for all smaller "nuisance taxes," including further admission levies in the six New England states.



BARKERS PLEDGE SUPPORT—Pledging financial aid to the Children's hospital blood research and blood bank, officials of the Variety Club of New England are depicted conferring with officials of the institution. During the ceremonies a plaque was unveiled. In the usual order: Joe Cifre, Maurice N. Wolf, Phil Marget, Dr. H. Brown, Murray Weiss, J. W. Farley, Dr. L. K. Diamond, John J. Dervin and William Koster.

FALL RIVER

Passes to the Durfee and Empire theatres were presented to six students at the annual Hilltop Review of the B.M.C. Durfee high school at which cheer leader Wanda Ziobro was chosen as "Miss Hilltop." The presentations were made by John S. McAvoy, assistant to Paul Slayer, Durfee manager, and Norman Zalkind, Park manager, who represented William S. Canning of the Yamins circuit here.

A considerable portion of the more than $5,000 donated by the public to fete the Bay state basketball champions, the Durfee high school team, was deposited by donors at the Durfee, Empire, Capitol, Park, Strand and other theatres during the short drive conducted by William S. Canning. The team, feted at a victory dance and dinner at the State Armory, spent a full week taking in the high spots in New York, to which members were taken by plane.

Installation of a new marquee, an air conditioning plant and cooling fountain system is among improvements being made at the Park, of which Norman Zalkind is manager. Repairs and redecorating of the balcony have been completed . . . Mrs. Catherine Wilkinson is the new cashier there, replacing Juliette Courturier, who has gone to Hartford . . . New relief cashiers are Mrs. Lena Gagnon and Mrs. Helen Golen . . . William Hughes, who served in the Pacific area with the Sixth army, is assistant manager at the Park.

All balcony seats have been removed at the Strand of which James Knight is manager, in preparation for major alterations. Construction of a new roof is completed.

Children's shows, with an admission of 15 cents, are being presented after school hours at the New Embassy by William Purcell jr., manager . . . "The Best Years of Our Lives" has completed a three-week engagement at the Center, which has reverted to Wednesday openings instead of on Fridays . . . George Kelly and John Nealon are new doormen at the Plaza, owned and operated by John O'Connor.

Harry Zeitz of the Zeitz Theatres has left St. Luke's hospital in New Bedford and has resumed his duties . . . The Academy personnel presented to Claude Shaw, student manager, a cake on his 31st birthday.

Twelve petitions signed by 380 residents of Somerset, adjacent to Fall River, favoring the granting of a license for the proposed Somerset Theatre and ballroom, have been submitted to the board of selectmen. Action was postponed for selectmen to investigate the sentiment of the townspeople in the matter.

'Ivan' Is Smash Hit At Boston Kenmore

BOSTON—"Ivan the Terrible," playing at the uptown Kenmore, broke all house records for the week, with schools and colleges helping the attendance. "The Macomber Affair" at the State and Orpheum was strong enough to be held over. Frankie Carle was on stage at the Boston.

(Average is 100)

Boston—**The Devil Thumbs a Ride** (RKO), plus stage show.....130
Esquire—**The Best Years of Our Lives** (RKO), 17th wk.....135
Kenmore—**Ivan the Terrible** (Art).....250
Majestic—**Bedelia** (E-L); **Untamed Fury** (PRC).....130
Memorial—**Song of Scheherazade** (U-I); **Jewels of Brandenburg** (20th-Fox), 2nd wk..... 95
Metropolitan—**The Imperfect Lady** (Para).....130
Old South—**Children of Paradise** (Tricolor Films), 3rd wk.....100
Paramount and Fenway—**The Late George Apley** (20th-Fox), 2nd d. t. wk.; **Backlash** (20th-Fox).....115
State and Orpheum—**The Macomber Affair** (UA); **Blondie's Holiday** (Col).....140

'Brunette' and 'Macomber' Tops For the Week at New Haven

NEW HAVEN—Second week of "My Favorite Brunette" at the Paramount nosed out "Macomber Affair" at the Loew's Poli in the percentage column. "Macomber" moved to the College for a second week. Most houses reported good business over a mild Saturday and rainy, cold Sunday.

Bijou—**Love Laughs at Andy Hardy** (MGM); **Out California Way** (Rep).....103
College—**It Happened in Brooklyn** (MGM); **Backlash** (20th-Fox), 2nd d. t. wk.....110
Loew's Poli—**The Macomber Affair** (UA); **The Lone Wolf in Mexico** (Col).....140
Paramount—**My Favorite Brunette** (Para); **Michigan Kid** (U-I), 2nd wk.....150
Roger Sherman—**Stallion Road** (WB); **The Devil Thumbs a Ride** (RKO), 2nd wk..... 95

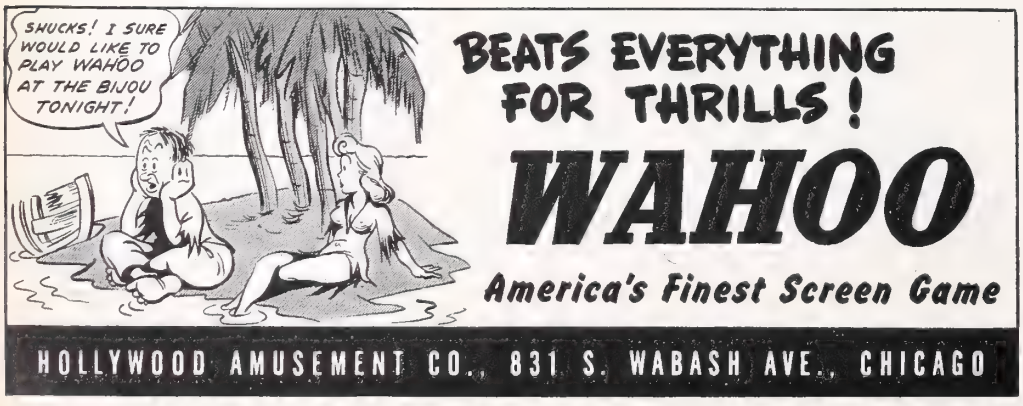
'Smash Up' and 'Johnny O'Clock' Held Over in Hartford

HARTFORD—"Smash-Up" and "Johnny O'Clock" were held over. The State had the Spike Jones City Slickers on the stage and "Philo Vance's Gamble."

Allyn—**The Angel and the Badman** (Rep); **The Ghost Goes Wild** (Rep).....120
E. M. Loew's—**Johnny O'Clock** (Col); **Millie's Daughter** (Col), 2nd wk.....175
Loew's Poli—**The Sea of Grass** (MGM); **The Devil Thumbs a Ride** (RKO).....150
Palace—**The Late George Apley** (20th-Fox); **Three on a Ticket** (PRC), 2nd wk.....110
Regal—**Smash-Up** (U-I), 3rd wk.....200
Strand—**The Macomber Affair** (UA); **Banjo** (RKO).....140

Numbered Cards on 'Bedelia'

WATERBURY—For "Bedelia," Paul O. Klinger, manager of the Strand, mailed out to 150 selected names serially numbered pictorial post cards. Included was a note, stating that if the number of the card corresponded with a list of 25 numbers posted in the lobby the holder and a guest would be admitted free to see the picture.



WORCESTER

Gene Trembley has recovered from an illness and has moved from the Plymouth to the Royal, where he will be chief operator . . . Both newspapers here have lifted the ban on advertising, which affected the theatres on Saturday nights and Monday mornings.

Erwin Neumann, manager of the Bradley in Putnam, has made the house available for the Putnam high school graduation exercises June 19 . . . Vaughn Monroe and Phil Spitalny, orchestra leaders were in town . . . Albert Hill, veteran employe of the Plymouth, has been on sick leave.

A columnist in the Sunday Telegram yearns for "a theatre that would bring back the old days of vaudeville at Poli's and roadshows at the Worcester" . . . Donna Wood, former Orange singer who was a featured vocalist with Horace Heidt's orchestra, died recently in Hollywood of a heart ailment.

Nate Goldberg, manager of the Plymouth, reports a third week for "The Best Years of Our Lives" . . . Hayden Rourke, formerly of Boylston, has entered the cast of Eugene O'Neill's touring play, "The Iceman Cometh" . . . Cledge Roberts will operate his stock company in Marion again this summer.

Mrs. Margaret Sweeney, mother of Mary Sweeney, cashier at the Elm Street, was stranded for a while in midocean when the boat carrying her home from a visit in Ireland developed boiler trouble . . . Manager Bob Portle of the Elm Street reports a second week for "The Macomber Affair."

Alec DiRienzo, formerly of the Greendale, has joined the Plymouth . . . The bowling team representing the People's in Maynard won the Intertown League championship with 68 points won and 32 lost. The People's had the third highest three-string total of 1,790.

Arthur M. Rosenbush, for the past year manager of the Modern in Marlboro, has resigned, concluding his duties last week. He returned to his home in Methuen for a vacation. His successor is Jack G. Wallens of Brookline, a veteran of 42 months with the army.

Phil Levine of the Royal has succeeded the late Al Kelly in the booth at the Plymouth . . . George Heeley, manager of the Marlboro in that city, is awarding comic books and Bugs Bunny dolls at his Saturday morning shows . . . Nate Goldberg, manager of the Plymouth, saw his long-awaited first big league ball game of the season.

Mr. and Mrs. Alphonse A. Couture of Ashby have purchased Shea's in Fitchburg from John F. Sullivan for $22,000, subject to a lease held by the New Hampshire Theatres which expires July 3. Couture will take over early in June, make renovations and continue the policy of first run pictures. At present he operates the Strand, a neighborhood house in the Cleghorn section of Fitchburg.

Hampton Beach Season Opens

HAMPTON BEACH, N. H.—The Casino ballroom opened here April 19 with Ted Herbert and his orchestra. This is considered the opening gun at this resort. For the present only the Saturday night dances will be held but the season will get into full stride after Memorial day. Vaughn Monroe and his orchestra will be here for one concert in the middle of May.

Lead in 'Missouri Legend'

Lynn Bari has been inked for a lead in Eayle-Lion's "Missouri Legend."

At Boston Luncheon Given for Two Promoted MGM Men



New England exhibitors toasted two MGM field executives recently promoted by William F. Rodgers, vice-president and general sales manager, at a luncheon at the Copley Plaza, Boston. On the dais may be seen Benn H. Rosenwald, new Boston manager; Maurice N. Wolf, former Boston district manager, promoted to assistant to H. M. Richey at the home office; John P. Byrne, eastern sales manager; Herman Ripps, district manager, and Bert McKenzie, exploiteer. Among those present were:

Chester Stoddard	Jack Mercer
Henry Schwartzberg	A. C. Kilpatrick
Abner Eilenberg	John Deery
Sam Seletsky	Phil Bloomberg
Stanley Sumner	Julius Rifkin
Max Levenson	George Roberts
Arthur Lockwood	S. Eilenberg
Louis Gordon	Ray Feeley
Sol Edwards	Abe Garbose
Phil Smith	Carl Zeitz
E. Harold Stoneman	Alden Peterson
Theodore Fleisher	Nathan Yamins
Sam Kurson	William Sullivan
Newell Kurson	Richard Dobbyn
Seth Fields	W. E. Mitchell
Larry Hermon	John Glazier
Herman Rifkin	Leonard Goldberg
Morris Pouzzner	Herbert Kopelman
George Markell	Arthur Frank
Herb Higgins	Shep Epstein
Hi Young	Frances W. Harding
George Hackett	Rudolph Elie
James Tibbettes	F. Hardine

'Fear Campaigns' Increase Disease, Writer Thinks

HARTFORD—A West Hartford business man, Aaron G. Cohen, in a contribution to the Letter to the Editor column of the Times, declared that he resents the "fear campaign now again being waged through newspapers, radio programs, direct mail and more especially through the motion picture industry."

"Last year, it was Spencer Tracy and this year it is Irene Dunne, warning, 'One in eight will die of cancer; one dies of cancer each three minutes,'" Cohen wrote.

"It is absolutely wrong to publicize disease through erroneous impressions. They are apt to make such deep impressions as to result in more disease in the human body.

"If this continues, it will be more than 'One in eight' that will die of cancer. Proof of this is the increase in polio since the fear-advertising which took place some years ago."

The Harris brothers, owners of the State, donated the use of theatre and personnel Wednesday night (30) for a "Cash for Cancer" benefit show, featuring vaudeville. Local 84 of the stagehands union contributed services of its members. Jack W. Gordon of Gordon's Entertainment bureau, contacted New York vaudeville acts for benefit appearances. Local talent rounded out the stage show.

Worcester Police Make Additions to 'Gray List'

WORCESTER—The police department has placed three films on its "gray list" and has notified all theatres they must not be screened publicly until representatives of the police have previewed them.

The pictures are UA's "Private Affairs of Bel Ami," Columbia's "Framed" and D. O. Selznick's "Duel in the Sun." In addition, "The Outlaw" has been on the "gray list" for some time but no theatre here has shown any desire to play the picture.

It is customary for the police to look over questionable films in advance of their public showings, with the result that sometimes they are banned altogether or scenes are ordered censored. The police previews, however, are comparatively rare.

'Old Homestead' Warmed Over Again

CHARLESTOWN, N. H.—A cast of Charlestown players will present "The Old Homestead" May 15 and 16 for the benefit of the Ladies Aid of the Charlestown church. This is the 14th time the local cast has appeared in the oldtime play.

Burns Theatre in Newport Aids 2nd Fishing Contest

NEWPORT, VT.—In cooperation with five mercantile establishments here, the Burns Theatre has announced the city's second annual salmon fishing contest. There will be many prizes. Among the judges will be Dana Kennan, manager of the Burns, and chairman of the affair. The prizes will be awarded from the stage of the Burns May 1.

Coin Emblems to Kiddies

NEW BRITAIN—The Music Box Theatre here is running Saturday afternoon kiddy matinees. Coin emblems are being given to youngsters attending ten consecutive matinees. Les Markoski is manager.

Cheshire Fair Raises Premiums

KEENE, N. H.—The Cheshire Fair Ass'n has voted to increase its premiums to more than $10,000 for the 1947 exhibit, an increase of about $3,000 over 1946. A new building is being erected to house the educational department, which is one of the departments in which a large increase has been made in premiums.

Reservations Pouring In For Lydon Testimonial

BOSTON—Reservations for the testimonial luncheon for Frank Lydon to be held at Hotel Bradford May 6 are coming in faster than anticipated, according to executives of independent Exhibitors, Inc., hosting the affair. Acceptances have been received from managers and salesmen as well as projectionists and labor representatives.

Seated at the head table will be Arthur Howard, Lydon's former associate at Affiliated Theatres, Inc., and Tom Duane, division manager for Selznick, where Lydon is now connected as special representative, as well as the officers of Independent Exhibitors, Inc.

New Hampshire House Kills Lottery Proposal

CONCORD, N. H.—A bill which would have established a state lottery system in New Hampshire has been killed in the legislature here, despite an offer of its sponsor, Rep. Joseph H. Geisel of Manchester, to loan the state $100,000 to get the proposed system in operation. The house rejected the measure by a vote of 192 to 125.

The house judiciary committee had made a majority report that the measure was "inexpedient to legislate," but the sponsor urged substitution of the minority report, calling for passage of the bill.

Chase Barn School Opens July 8

WHITEFIELD, N. H.—The Chase Barn Summer Theatre has announced the eighth season of its apprentice school from July 8 to August 30. Miss Gladys Bowen of New York will head the school. Miss Bowen was connected with Columbia university theatre activities for ten years. Miss Margaret Hazlewood will be back this year as director. Proprietor and director of the activities is Mrs. Lucy Chase Sparks, who took over the theatre from Will Chase. The theatre movement here was started in 1934.

'Earnest' Will Tour Vermont

MIDDLEBURY, VT.—The Vermont Repertory Theatre, owned and managed by Dexter Reynolds of this town, soon will establish headquarters here. The formal opening will take place June 16, and the players will tour the state. The company will be a year-around feature and will open the season with the Broadway hit, "The Importance of Being Earnest."

BOSTON

The Nipmuc Theatre at Mendon has opened for the summer season. Playing burlesque and films, this house is one of the few strictly summer "flesh and flickers" situations in the country. A weekly policy with a stock line of 16 girls and no matinees is the policy. Brad Angier is owner.

Fred Couture, owner of the State, Dover, N. H., and the Scenic, Pittsfield, N. H., has been in the entertainment field 40 years. He started as a trick bicycle rider with Al Jolson in vaudeville but acquired his first theatre in Rochester, N. H., 20 years ago. Later the house was sold to the Interstate circuit. At one time he operated about a dozen theatres in New Hampshire.

Mrs. A. A. Cook of the Moosehead, Greenville, Me., has turned over the management of the house to her son-in-law, A. B. Hathaway . . . Andy St. Ledger of the Bijou, Pittsfield, has returned after a ten-day vacation in Lowell, Mass. . . . Harold Marong, Playhouse, Newport, Me., has installed a new Viking popcorn machine.

Bob and Mary's restaurant in Scarboro, Me., popular with exhibitors and salesmen, has been put in readiness for the summer business. The cafe is a few miles this side of Portland . . . W. F. Goodwin who has operated the Lyric, Kennebuck Port, for a number of years, is heading the house for an early summer opening.

To honor his colleague, Sergei Prokofieff, Russian composer of note, Dr. Serge Koussevitzky cut short his regular rehearsal and took the entire Boston Symphony orchestra and personnel to view "Ivan the Terrible" at the Kenmore Theatre. Prokofieff's musical score is an outstanding feature of the film.

United Artists held tradescreenings for "Dishonored Lady," "Fun on a Weekend," "Ramrod," "The Affairs of Bel Ami," "New Orleans" and "Copocabana" . . . Lou Wechsler, former sales manager at PRC, has resigned . . . Phil Levine, former junior manager with the Snider circuit, who has returned from Florida, was in the district making inquiries as to a managerial post in this territory.

UA's district manager, Clayton Eastman, has promoted the office manager, Jack Meadow, to salesman in the Buffalo territory. He will make his headquarters in Syracuse. The office staff presented him a gold fountain pen. Jack Draddy, former salesman, will succeed him.

In Columbia's bonus drive for salesmen and bookers which concludes June 30, the Boston territory is in second place. The boys are hopeful they will move into the lead . . . Mrs. Sarah Melincoff, mother of Max Melincoff, manager of the Warner circuit here, died in Los Angeles at the home of a daughter, Mrs. E. Penn. Her body was sent to Lawrence, Mass., for burial in the family plot. She is survived by three sons, Max, Dr. A. E. and Jack Melincoff.

A group of shippers and drivers has formed a committee to take over the Frank "Red" McBride fund. "Red" was a driver for the Film Exchange Transfer Co. who died in March from pneumonia. He left a wife, four children and a lapsed insurance policy. Heading the committee to raise money to help pay for the funeral expenses is Sam Paul, PRC head shipper. All donations should be sent to him. Others working on the committee are John Foley and Phil Stern of Film Transfer, Bill Lynde of 20th-Fox and Bill Hutch of Regal Pictures.

The Park Theatre in Spencer has been sold by Charles E. Kane. The new owners, whose names have not yet been divulged, were to take over the property May 1 . . . Francis Driscoll, booker at MGM, recently was presented a ten-year service by Benn H. Rosenwald, resident manager . . . Joe Stanzler of East Greenwich, R. I., is doing a complete redecorating and reseating job on his Greenwich Theatre. There will be new lighting effects and an entire paint job. Plans are under way for structural changes to enlarge the seating capacity as soon as approval comes from the CPA. The house now seats 620.

Mrs. Kenneth Douglass, wife of the head of the Capitol Supply Co. in this area, died recently at the Brooks hospital in Brookline after a long illness. The funeral was held in Nashua, N. H., April 28.

After 27 Years at MGM, Repec Goes With B&Q

BOSTON—Charles Repec, with MGM 27 years, has resigned to join the B&Q circuit as booker. He will assume the new duties May 7.



CHARLES REPEC

A native of Buffalo, Repec started his motion picture career with General Films in 1919. A year later he became shipper for MGM in the Boston office and had been with that company since he has been assistant booker and head booker and in 1941 joined the sales staff as city circuit contact man.

Repec is married and lives in Arlington.

Orphans Treated to 'Song'

WORCESTER — Sixty children from Nazareth Home for Boys in Leicester and St. Gabriel's Home for Girls here attended Loew's Poli Theatre Saturday to see the Walt Disney film "Song of the South." The theatre party for the orphanage children was arranged by Harold H. Maloney, Loew's Poli manager, the Worcester Telegram and the Evening Gazette.

Dartmouth Shows Foreign Films

HANOVER, N. H.—The foreign-language department of Dartmouth college is presenting foreign films on Sunday afternoons. The first in the series was the German film, "Schrammeln," which was shown April 13.

To Direct Short in Australia

Arthur G. Collins, currently living in Australia, will direct a short on Australian winter sports for Warners.

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Fall River Operator In Business 40 Years

FALL RIVER—A projectionist in the nickelodeon days had to be half octopus to do a good job, running a projector with one hand, rewinding with the other and then trying to fix a break, all at the same time.

George Sullivan, now a projectionist at the Center Theatre here, boasts 40 years in the motion picture business. He started in 1906 and came to the old Nickelodeon here in 1907. At that time admissions were five cents, one-reel shows ran seven minutes and machines were run by hand. The machines, he recalls, were Vitagraphs, an Edison invention.

George, as his many friends here call him, relates the film came out of the machine and dropped into a cloth bag. After a year or so, an improvement was made—the film was dropped into an ashcan.

REWOUND FILM ON PENCIL

Because of the fire danger the projectionist rewound the film on a pencil as soon as it was run.

From 1908 to 1921 Sullivan was chief operator for Marcus Loew in New England, then worked at the State Theatre in New Bedford until 1924, when he moved to the Electrical Research Products Co., a subsidiary of Western Electric, installing equipment in Pennsylvania, New York, North and South Carolina and Illinois. He stayed with his company through the introduction of sound. He came to the Center in 1938.

Recalling the early days of theatres here, Sullivan said that in 1904, the Academy of Music, now a Zeitz motion picture house, presented Sunday performances of Shepard's motion pictures at 10 and 20 cents. In 1907, he recalled, Sheedy's vaudeville house was showing six-minute newsreels at the end of each show in the old Bijou Theatre.

VAUDEVILLE WITH FILMS

The Casto, then located on Rock street, was also showing films with its regular vaudeville show. This theatre, along with the old Durfee and Rialto, was destroyed in the 1928 conflagration which swept the center of the city.

Sullivan said the Rialto installed the first sound equipment in this city. This went in the fire, but in 1929 the theatre was rebuilt and became the Durfee of today, at that time one of the most modern and largest theatres in New England.

Sullivan found it amusing to recall that sometimes the old silent pictures came without titles, making it necessary for the operator to hang a megaphone in front of him and write the titles on a piece of paper. At the right moment, the operator would speak the lines through the megaphone. His audience would never know, he recalled, if one or two of the titles were missing.

Teachers Thank Showman For Education Week Aid

From Western Edition

SAN ANGELO—John D. Jones, head of Concho Theatres, Inc., operators of the Robb & Rowley theatres here, has received a heartening letter from the local teachers association. The letter was an expression of thanks from the teachers to Jones for showing a film for American Education week.

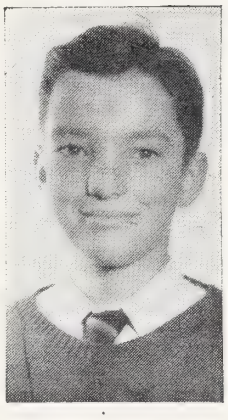
"We are more and more aware," said the letter, "of the tremendous part which the picture show plays in the education of both children and adults, and it is extremely gratifying to us that you saw fit to use this educational force to promote the work of the public schools."

HARTFORD

George E. Landers, E. M. Loew's manager, reports the lobby has been remodeled and a new candy concession stand installed there . . . Fred R. Greenway of the Palace and his assistant, Albert Lessow, had a street gag on "Love Laughs at Andy Hardy," consisting of two ushers pushing a six foot blowup of "Glamazon" Dorothy Ford on wheels with appropriate copy.

Charlie Lowe, sound engineer for Warner Theatres, was in Manchester and New Britain . . . Martin H. Kelleher of the Princess made a booking trip to New Haven.

Don Borenstein, 13-year-old son of Manager Joe Borenstein of the Warner Strand in New Britain, plays two musical instruments and is studying now on a third. Don has been playing with local bands and also with a junior high school band and orchestra.



DON BORENSTEIN

Lou Weiner, former praise agent in this territory for UA, who is now in Hollywood, wrote this correspondent (Allen M. Widem), that he had just returned from a publicity trip to Mexico for William Rowland Productions' "Women in the Night."

Mrs. Carl Youngquist, Astor manager, returned from a five-day visit with her hubby in Cleveland. Son Carl jr., handled the house in her absence . . . Sam Schuboff, assistant at the Poli in Waterbury, was on a vacation.

Tom Carey jr., son of the Tom Carey Theatrical Promotions, Inc., head, was to be married May 3 to Geraldine French of West Hartford . . . Tom sr. is back in town, following a trip through Massachusetts, Rhode Island and eastern Connecticut. In Pittsfield, Mass., Tom was at Station WBEC the opening night of a new series of film comment programs featuring his old pal, Bill Powell, Western Mass. Theatres district manager in Pittsfield.

Herb Lessow, brother of Albert, the Palace assistant, has been awarded a Jacob Fox Foundation college scholarship.

New Britain notes: Les Markoski, Music Box Theatre manager, has purchased a new home . . . Randy Maller, for many years manager of the Strand, and now with Vanguard Pictures in California, was in New Britain on a visit . . . Stanley Sinski of the Arch Street Theatre is back from that Florida vacation . . . Johnnie D'Amato passed his first anniversary as Palace manager.

Marjorie Lee Oakley, night club columnist for the Courant, was married to J. Russell Stafford. Many theatre men attended the wedding reception . . . Mrs. Jennie Simons, 72, mother of Manager Jack A. Simons of the Center Theatre, died in Pittsburgh. Simons flew there for the funeral.

Warner Theatres executives visiting local installations included I. J. Hoffman, Dan Finn and Jim Bracken . . . Bucky Harris, RKO praise agent, was at the Strand on a "Song of the South" campaign.

A publicity meeting on "Duel in the Sun," booked for May 7 at the Poli here, was held at Manager Lou Cohen's office in the Poli Theatre Bldg., with Cohen, Sam Horwitz, Bob Worden, Jim Hughes and Rose Badalian of the Poli, and Fred R. Greenway, Albert Lessow and Martha Gilwech of the Palace attending.

If and when Loew's, Inc., acquires another 20 per cent of the holdings of the Poli-New England Theatres to obtain the necessary 95 per cent controlling interest under the consent decree, it will affect two houses here, the Poli and the Elm Street . . . An opera bill scheduled at the Auditorium was canceled by the Connecticut Opera Ass'n.

Helmut Dantine Will Make New Film in Switzerland

From Canadian Edition

TORONTO — Appearing with Tallulah Bankhead in the stage show, "The Eagle Has Two Heads," at the Royal Alexandra here, Helmut Dantine revealed that he has signed a contract to go to Switzerland as soon as his present tour concludes to make a picture with Henry Fonda and Lilli Palmer.



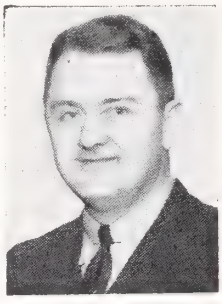
"CORSAGE" POST-WAR PATTERN



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Bob Portle of Worcester Recalls His Early Years With Roadshows

WORCESTER—Bob Portle, manager of the Loew-Poli Elm Street, is the dean of Worcester theatre men and can look back on 43 years in show business as an actor and manager.



BOB PORTLE

As advance man for musical shows and as a vaudeville performer, he toured back and forth across the country for 12 years. He has served for 31 years in the front offices of theatres, usually as manager.

Looking back on that long experience, he recalls two thrilling events that stand out most vividly in his memory.

"One was the time in Boston when I smashed my hand hitting a man who was molesting a chorus girl, and the other was when I was kidnaped by the Millen brothers in the robbery of Poli's in Franklin Square."

The Millens were as cold-blooded a pair of murderers as New England ever knew, so it's natural Portle still shudders at the thought of them.

KNUCKLE STILL OUT OF PLACE

A knuckle in his left hand that is still out of place serves as a reminder of the chorus girl incident. He was traveling with the "Parisian Belles" at the time. The show was playing in a Boston theatre.

One night after the performance, he and three of the chorus girls were passing Hollis street when a fellow emerged from the shadows, grabbed one of the girls and attempted to drag her away.

Bob hit the fellow with a crashing left. He went sprawling into the gutter, then arose and fled. That would have been that, except that Bob discovered he had broken a knuckle, driving it back four inches from the joint. A doctor placed it in a cast and eventually brought the knuckle closer to its mooring, but it never was right again. It still is an inch away from the joint.

The episode of the Millens not only was more exciting but it was more serious and might have been fatal. For the Millens, along with their accomplice, Abe Faber, never hesitated to kill.

Bob was assistant manager of the Poli back in 1932 when the Millens were at large. The manager was Ralph McGowan, now a film booker in New York.

One Sunday night after the last performance when the safe was bulging with the weekend receipts, the Millen brothers kidnaped Mr. and Mrs. McGowan as they were driving home. When they found that only Portle knew the combination to the safe, they drove to his home and forced him into their automobile.

A machine gun held against Bob's ribs by the Millens convinced him it was no time to argue.

The Millens drove to the theatre and went to the office. A policeman was on duty inside but when he heard the familiar voices of McGowan and Portle telling him to open up, he did so innocently and found two machine guns pointing at him.

HELPED IDENTIFY BANDITS

Bob unlocked the safe, the Millens scooped several thousand dollars from it, locked Portle and the others in a tiny closet and fled. The holdup remained a mystery for several weeks. In the meantime, the Millens and Faber were robbing banks, theatres and stores, leaving a trail of dead men. Eventually the three were captured and sent to the electric chair. Bob helped identify them.

While a senior at Classical high school in September 1903, Bob entered show business as chief usher at Lothrop's Opera House, now the Olympia. After attending Hinman's Business college, he became treasurer of the house in 1904. That was the year young Al Jolson came to Lothrop's with "High Flyers" and was stranded here briefly when the show flopped.

Lothrop's closed in 1904 and Bob moved to the old Park as treasurer. The next year, he moved to Brooklyn to manage the Columbia. After that, he went on the road as lecturer with the Gans-Nelson and O'Brien-Burns fight films. Bob delivered the lectures so many times that he still remembers them word for word.

Portle spent a year as advance man for "Parisian Belles." He left San Francisco four days before the great fire. It was in this show that he turned actor. One night the straight man was taken ill and Bob substituted. He liked it, and stayed on.

In 1911 he went into vaudeville, taking the name of Bob Thatcher and serving as straight to a Jewish comic, Jack Burns, who is living in Providence now.

Two years later he acquired a new partner, and the billing read: Melvin and Thatcher, the Baseball Fans.

In 1915 he teamed with Lew Dean. Bob guaranteed to recite any poem named by a member of the audience.

He played his home town three times at the Elm Street and Plaza, both of which he later managed.

Bob once had the unique experience of going into a theatre as an actor and staying on as its manager. That was at Conn's in Concord, N. H.

It was the first world war that moved him from the footlights to the front office for good. He returned to Worcester in 1917 and the following year became assistant to Tom Meehan, who was managing the Elm Street. The two were in charge of the new Poli when it was opened in 1926.

In 1928 Portle took over the management of the Plaza, and during its excursion into burlesque, he played obscure performers named Rags Ragland, Lou Costello, Joe Penner and Gypsy Rose Lee, who, up to that time, had been an aspiring dramatic actress.

From 1941 to 1943 he directed the College in New Haven, then returned here to the Elm Street.

If he had it to do all over, he says he wouldn't change a day of his lifetime in the theatre profession. He subscribes wholeheartedly to Irving Berlin's observation that: There's no business like show business.

Tent 31 Progresses; Committees Named

NEW HAVEN—Variety Club of Connecticut, Tent 31, proceeded with its organizational activities last week at a luncheon meeting which resulted in filling ten important committees.

Chief Barker Barney Pitkin reports that the working organization of officers, directors, and committee men now includes capable and representative men in the industry in Connecticut and is a promising nucleus for good work and good fellowship in the territory. The third Monday of each month has been chosen as a regular luncheon meeting date, and it is hoped that the next meeting, May 19, will be the occasion for further discussion on quarters, charities and other events and activities.

Appointments to committees were as follows:

Heart—Morris Bailey, chairman, and Maxwell Alderman, Leo Bonoff, Harry Lavietes and Richard Davis.

Membership—Harry Rosenblatt, chairman, and Tim O'Toole, Al Schuman, Morris Jacobson and Louis Ginsburg.

Entertainment—Harry F. Shaw, chairman, and Nathan Podoloff, James T. Milne, Ben Segal, Morris Podoloff, Daggett Lee, David Kramer and Rudy Frank.

Payoff—George Wilkinson, chairman, and Arthur Greenfield, Bernard Levy, Roger Mahan, Frank Meadow and Albert Pickus.

House—Carl Goe, chairman, and Sam Bailey, William Brown, William Canelli, Morton Katz, Jerome Lewis, Louis Phillips and George Wilkinson.

Publicity—Lou Brown, chairman, and Franklin Ferguson, Edward Fitzpatrick, Rudy Frank, Sidney Klepper, James T. Milne and George Weber.

Special events—Henry Germaine, chairman, and Robert Elliano, Harry Gibbs, Samuel Hadelman, William Hutchins, Sam Rosen, Phil Sherman and Maurice Shulman.

Bylaws — Herman Levy, Maxwell Alderman, George Comden, Leo Ricci, Sherman Rosenberg and Ben Simon.

Tickets—Hugh A. Maguire, chairman, and Jack Brown, Jacob Fishman, Milton Hyams, Israel Levine, John Pavone and E. Schweitzes.

Charity canvass—Jack Brown, chairman, and Walter Silverman, George Reif, Max Salzburg, Sidney Swirsky, Michael Tomasino, William Vuono, John Perakos, William Brown and N. E. Brickates.

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STREET ADDRESS .....

TOWN ..... **STATE**.....

NAME ..... **POSITION**.....

NEW HAVEN

Tim O'Toole, manager of the Columbia Theatre, Walter Silverman, Columbia salesman, and Bill Brown, manager of the Bijou, represented the New Haven film industry at the golden anniversary testimonial dinner to Edward Fay in the Sheraton-Biltmore hotel in Providence.

Allen Dowling of the Selznick office is traveling the state doing advance exploitation work for "Duel in the Sun." The picture will play single feature on a grind policy but advanced prices haven't been set.

John Ricciuti, in the industry on Meadow street and thereabouts for the past 23 years, has been appointed booker and office manager at PRC . . . Mildred Goldberg is the new secretary to Ricciuti and to Max Salzberg, exchange manager . . . Mary Cascioli, daughter-in-law of Mike Cascioli, formerly of the Forest Theatre, now retired, is new secretary at Amalgamated . . . Sonia Shindell is the new bookkeeper at the Connecticut Candy Co.

Bob Kaufmann, 20th-Fox exploiteer, recently arranged a preview of "The Homestretch," world premiered last week at the Roxy, at the Fox screening room for 40 sportswriters from all parts of the state.

Ann Donner of 20th-Fox is back at her desk after almost a month of tough sledding at New Haven hospital and at home . . . Hannah Ginsburg of Warners was out with a cold . . . Domenic Somma, head shipper at 20th-Fox and Carline Funaro were to be married May 3. They will spend part of their honeymoon in New York.

Eleanor Nuzzo, inspector at Warners, is all smiles about those old-fashioned wedding plans for May 17, as is John Lawrence McNulty of the Journal-Courier staff, who will middle-aisle it with the dark-eyed Eleanor at Our Lady of Victory church, Prospect Beach. Afterwards there will be a reception at the Hotel Duncan, New Haven, and a three-week wedding trip to Miami Beach . . . Mrs. William Leach, the former Victoria Cusanelli, once a Warner booker, is now a resident of Upton, Me., where the Leaches plan to open a gift shop and a tourist house.

Restrooms at the Poli are being completely reconditioned and refurnished . . . At the Paramount a change in design of the new de luxe marquee has delayed installation several weeks. The marquee now will be V-shaped, with the name, Paramount, in lights topping each leg of the V. Inside, the house has new spun glass fireproof drapes. Approval of plans for renovation of the lobbies is expected soon.

The drive's the thing at: Columbia, where the boys are third in their group in the sales personnel bonus drive ending June 26; PRC, where the Harry Thomas sales drive got off to an enthusiastic start June 23; Warners, where those neat-looking banners announce the Anniversary drive, which began April 27; and RKO, where the New Depinet drive has been under way for several weeks now.

A new long-range project to make the New Haven harbor one of the best on the Atlantic coast will begin this month . . . Members of the Hillhouse high state championship basketball team were honored at the Paramount Theatre . . . The boys appeared on the stage and were awarded season passes for their work on the hardwood.

Herman Ripps, formerly MGM district manager for Albany, New Haven, and Buffalo, now has Boston added to his territory, while Maurice N. Wolf, well-known in these parts, moves on from Boston to executive in the exhibitor and public relations department as of May 1.

Eva Foti, 20th-Fox inspector, recently was badly shaken up in an automobile accident . . . Helen Beecher, formerly at MGM, is new in the 20th-Fox back room . . . Marion Carney, formerly at Whitney Blake, is a new Warner inspector . . . Traveling Auditor Douglas Collins in visiting the 20th-Fox office.

On Filmrow: Mrs. Mary Vuono of the Palace, Stamford; Martin Kelleher of the Princess, Hartford; Brooky LeWitt of the Strand, New Britain; Howard Richardson, State, New Britain; Clayton Eastman, district manager of UA, in from Boston, and Frank Dervin, district manager of Republic, also down from the Hub for a few days.

Mr. and Mrs. Russell Hess of Groton and son Stuart visited the Amalgamated office . . . Also the Schwartzes, Bob and Phil . . . Traveling widely was Harry Shaw, divisional manager of Loew-Poli, seen in Bridgeport, Waterbury, Hartford, Meriden and Springfield.

Tony Masella, assistant at the Bijou, is very proud of his sister Michelina, concert soprano, who gave a big benefit concert at the Shubert here recently with Raymond Gerosa, tenor, and Howard Boatwright, violinist.

Take Romantic Leads

To Patricia Alphine and William Ching Universal has given romantic leads in "The Wistful Widow of Wagon Gap."

NEW HAMPSHIRE

Pine Island park, Manchester's widely known amusement center, opened its 45th season April 24 on New Hampshire's exclusive holiday, Fast day. More than $100,000 has been spent in improving the park since the organization last fall of the Pine Island Park Co., headed by Barney J. Williams of Manchester.

Frank B. Haynes, 92, who was an usher at the old Boston Theatre and chief usher at the Globe in Boston in his early years, died recently at his home in Allentown.

Theatres got their share of money spent on amusements by Granite staters when they observed their traditional Fast day April 24. For many years this has been a holiday in New Hampshire only, and as it comes too early to draw throngs to the beaches, etc., many residents just stay in town and go to the theatres.

Mrs. Lloyd Bridgham, wife of the owner of the Uptown in Dover, was a member of the nominating committee which brought in a new slate of officers of the Dover PTA.

"Silent Service," a film showing submarine operations in the Pacific during the war, was shown at a meeting of the Portsmouth Exchange club. In nearby Exeter, an MOT featuring activities in that town was presented at an American Legion auxiliary meeting.

Vaudeville has been forced to take a stepchild into its household in New Hampshire. At the request of the state Athletic commission, the legislature passed a bill classifying professional wrestling as "a vaudeville act," which will now be controlled by police authorities instead of the commission.

Georgia Girl, 11, Gets $250-a-Week Contract

From Southeast Edition

COLUMBUS, GA.—Rita Woodall, a former Columbus girl who sang her way into the hearts of more than 100,000 service men at the Salvation Army's Broadway USO during the war, has been signed to a contract by Universal studios, according to information received here.

Rita is now studying dramatics under Universal's direction at Princeton university. A lyric soprano, she is receiving $250 per week, and her agent, John Luby, says that she has a contract that will net her $500,000 by the time she is 21. She is only 11 now.

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April 8, 1947

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For several years past I have wanted to write you with reference to the results obtained from your Clearing House Section of Boxoffice.

As you know, I have been using this medium of advertising for many years, exclusively in your paper, and have found the results have paid off beyond expectations. We receive many inquiries from almost every state in the Union, which, of course, result in sales. In most of the inquiries received, the writers say: "We saw your ad in Boxoffice."

I want to thank you for the many years of fine cooperation and the service you have rendered.

With my kindest regards, I am

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Chicago Used Chair Mart

By Sam Levinsohn

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TEXAS SHOW BUSINESS RAISES HUGE SUMS FOR GULF VICTIMS

Hollywood Sends Stars; Theatres Lend Aid to Gigantic Benefits

DALLAS—Lone Star show business was in its accustomed top position in the fund-raising moves that were sweeping the state this week for the benefit of sufferers and victims of the Texas City disaster. Special appearances of film and radio stars in the flesh were supplemented by theatres themselves, which staged benefit performances and assembled no small amount of cash.

The biggest array of stars ever to appear in Texas was featured on the stage of the City auditorium in Galveston Monday night in a gigantic benefit performance. It was the largest hall in the area, only ten miles from Texas City, but it was not large enough. Jack Benny, emcee and top artist for the show, doubled up to go on the air to tell the people of the nation all about it.

5,000 PACK AUDITORIUM

Benny said he had appeared on many benefit and special shows over the country but that Galveston's was the biggest thing he had ever been in. He said the auditorium was jam-packed with 5,000 with more outside. He reported $28,222.50 had been collected from the huge audience during the performance.

Gov. Buford Jester flew from Austin to tell the stars how grateful Texas was for their appearance. It was a touching scene as he talked to Rochester, reflecting the kindliest feeling between a real southerner and a Negro who had made good. On farms and in business around Corsicana, his home, the governor has known all kinds of Negroes. He thanked Rochester for his fine parts in pictures, on the radio and for his excellence as an entertainer. Rochester thanked the governor.

Other stars in the big show were Phil Harris, Alice Faye, Frank Sinatra, Jimmy Fidler, Gene Autry, Marjorie Reynolds, Cass County Boys, Burns and Allen, Diana Lynn and Phil Silvers.

The area army air force command made the big show possible by transporting stars from Hollywood to Galveston since connections could have been made in no other way.

Phil Silvers closed the show by saying there were more stars in Hollywood who would be in Texas soon for more benefits.

Benny and his gang moved to Houston Tuesday night for another big show at the auditorium there, and repeated Wednesday night in New Orleans.

THEATRES DRAW FIRST

Interstate circuit drew first blood in its quickly executed maneuver to raise funds for Texas City. By midnight on the first Saturday after the disaster Interstate had reeled off 19 performances in as many cities and big towns. Stage shows were top billed in the key cities and a new picture was used in the towns to raise more than $25,000, which the circuit immediately turned over to Texas City relief.

Red Skelton heard about the Interstate efforts and sent his weekly pay check of over $3,200 to R. J. O'Donnell, Interstate general manager, to add to the fund.

The Arcadia Theatre here also held a benefit show.

John Stiles, owner of the Plaza in Ennis, was a leader in bringing a radio talent show there for a benefit. The show was too small for the crowd which was piled into the local auditorium. Other benefit shows were reported at Beaumont and others were in the making in other sections of the state.

Hollywood Sends Third Unit to Aid Sufferers in Texas City Disaster

HOLLYWOOD—Aid for the victims of the Texas City explosions continued to be the most pressing off-campus interest of the film capital's thespic elite.

Addition of a third benefit show by ten top Hollywood stars and two musical groups to aid sufferers of the holocaust was made by the Hollywood Coordinating Committee. The troupe was set to stage a show in New Orleans April 30 after their benefit programs in Galveston April 28 and Houston April 29.

Final lineup of the troupe included Jack Benny, Frank Sinatra, Burns and Allen, Gene Autry, Rochester, Phil Harris, Alice Faye, Marjorie Reynolds, Phil Silvers, the Page Cavanaugh Trio and the Cass County Boys.

Bob Hope, in response to an appeal from R. J. O'Donnell, Texas showman and head of Variety Clubs International, agreed to appear with his radio troupe at a series of three special benefit performances in Texas for relief of the Texas City disaster sufferers and their families. The performances were given April 21 in the Will Rogers Memorial auditorium, Dallas, and April 23 at the Civic auditorium, San Antonio. Ticket sales were handled by the Variety Clubs of Texas in conjunction with five universities.

Many other Texas and Louisiana towns held their own Texas City benefits, ranging from morning matinees to after-midnight performances.

'Billion Dollars in Talent' At Two New Orleans Events

NEW ORLEANS—Motion picture interests here, taking advantage of "a billion dollars worth of talent" contributed by Hollywood, went all out on two big benefit affairs here Wednesday, April 30, that netted many thousands of dollars for the Texas City relief fund.

First, $100 a plate was charged for a dinner served in the Blue room of Hotel Roosevelt. For that century note diners not only had a fine meal, but were entertained by such well-known stars as Frank Sinatra, Jack Benny, Phil Harris, Alice Faye, Phil Silvers, Gene Autry, Marjorie Reynolds, the Page Cavanaugh Trio, the Cass County Boys, Burns and Allen and Rochester.

$15,000 SOLD FIRST DAY

On the first day tickets were sold for the dinner, $15,000 was realized, with a goal of $50,000. Not all receipts were tabulated at press time, but indications were that the latter sum would be exceeded, particularly since the same stars appeared the same night at a gigantic benefit in Municipal auditorium for the city's hoi polloi, or those who couldn't afford the hundred-dollar ducats.

For the auditorium show $5 was charged for the first ten orchestra rows; $3 for the next 15 rows; $2 for the front half of the first balcony; $1 for remaining seats.

W. A. Coker was chairman of the benefit dinner, assisted by Mayor deLesseps Morrison and other civic leaders, while the gala show at the auditorium was co-chairmanned by Maurice F. Barr of Paramount-Richards; Bert Kiern, R. J. Brunet jr. and A. Berenson.

At the last moment the music czar, Petrillo, permitted Sinatra and his orchestra to fly from Hollywood to the southwest by army plane. Petrillo had formerly stated that the group could come here only by commercial plane, the expense of which Seymour Weiss, president of Hotel Roosevelt, had agreed to pay.

The Hotel Roosevelt show lasted 2½ hours, and the auditorium affair almost that long, so it was the wee small hours of Thursday before the tired stars and thousands of patrons went to bed.

The appeal of helping the Gulf coast blast victims reached not only the larger cities of the southwest, such as Houston, Galveston and New Orleans, but the little towns as well.

In Bossier City, La., for example, midnight shows are taboo. Parish officials, however, lifted the ruling and gave sanction to Doyle Maynard for a special midnight show held there the night of April 26. Tickets were 75 cents, the entire proceeds going to the relief fund.

Funds Roll In at Houston; Galveston Also Does Share

HOUSTON—Al Lever, Interstate's general manager, and general chairman for the Texas City relief program staged Tuesday (29), at City auditorium, described the three-hour show as the "most fabulous array of talent ever to be presented to a Houston audience." The stars were Hollywood's contribution. About $50,000 in tickets were sold before the opening.

The stars arrived by air Tuesday after their appearance at Galveston Monday night.

Jack Benny headed the troupe. Those scheduled to appear included also Frank Sinatra, Phil Harris and key members of his band; Mary Livingstone and Rochester from Benny's radio show, Gene Autry and the Cass County Kids, Alice Faye, George Burns, Gracie Allen, Dennis Day, Marjorie Reynolds, Phil Silvers and Paige Cavanaugh. Jerry Wald and his orchestra, now appearing in Galveston, played.

The troupe left Houston Wednesday for New Orleans. Managers of the New Orleans dinner announced that 200 plates had been sold at $100 apiece, or $20,000 of the $50,000 goal set by the relief committee headed by W. A. "Bill" Coker.

Frank Sinatra's radio show, for which he is taking an orchestra to New Orleans, was to have been broadcast from the dinner.

Governor Beauford Jester of Texas and General Jonathan Wainwright, hero of Bataan, attended the show here.

The troupe's Galveston benefit is expected to attain $35,000, and Sam Maceo, owner of the Balinese room, announced a $25 per plate banquet for 125 persons before the show.

On a Bicycle Built for One

'Uncle Joe' Handled Special Delivery

DALLAS—J. E. "Uncle Joe" Luckett, 78-year-old manager of the White Theatre here, was the mailman (or boy) who delivered the first special delivery letter to originate with the U.S. postal service. He was talking to a local newspaper reporter in front of the theatre and both were admiring one of the new streamlined bicycles parked in the iron rack. It was a far cry from the old type 56-inch wheeler he rode back in 1885, Luckett told the newsman.

Luckett was an employe in the Washington, D. C., post office when 15 years old and was selected to deliver the first special delivery letter. It was from Postmaster Frank Conger to President Grover Cleveland. The unforeseen job of getting past one White House guard after another before reaching the President almost upset the schedule planned for the delivery, he remembers. Uncle Joe, as he has been known in the industry for half a century, emphasizes that he soon got into show business and hasn't been a postal employe for 63 years.

Uncle Joe was manager of some of the big Washington theatres many years ago, before the flickers. As such he saw to it personally that presidents, ambassadors and other dignitaries were comfortably seated in their boxes. He remembers proudly ushering not only President Cleveland, but Presidents McKinley, Teddy Roosevelt and Taft. Colonel Roosevelt was the top theatre patron, he said.

Within a few more years, when the stage lost its top position, Luckett saw the future of pictures and made connections with the then industry leaders, one of them being D. W. Griffith. He was a distributor for the next 25 years, but today is a capable manager for Interstate circuit at the White.

It has been often said here that Luckett's early association with presidents and Washington society was continually reflected in the gentlemanly atmosphere out front of the South Dallas cinema.

Aryo and Ardoneaux Open Theatre at Lake Arthur

LAKE ARTHUR, LA.—Aryo and Ardoneaux opened the Lake Theatre here recently. A contingent from New Orleans Filmrow was here for the opening, including Joy Houck of the Joy circuit; L. D. Landaiche, head of the Independent Booking Co.; Jimmy Briant of MGM and H. J. Bellam of Altec.

'Captains Show' Deals Closed by Don Cole

OKLAHOMA CITY—Three sets of important Oklahoma bookings have been closed on the unit shows distributed by Favorite Pictures Corp., as reported by Don Cole, manager.



DON COLE

Leadoff of these unit shows is the Captains Show—"Captain Caution" and "Captain Fury"—and five other units now being booked.

The deals include first and subsequent runs in Tulsa with the Talbot group of houses; the C&R houses in Oklahoma City for both first and subsequent runs; the Griffith Amusement Co. state houses, and two independent runs in Anadarko with Wesley Hodges, and in Lawton with Max Brock.

Ed Green, district manager, Dallas, assisted Cole in closing the deals.

Church Shows Film From China

MARSHALL, TEX.—"The Bridge to Yinshi" was featured at the First Methodist church here April 20. This is a sound motion picture filmed in Yinshi, China.

"Imperial Hybrid Popcorn is the best I have ever used"

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Franconi & Associates Handling Darto Game

DALLAS—Darto, the theatre trade stimulant game recently announced, has been taken over by John L. Franconi and associates for distribution in Texas.

Darto is an audience participation game in which darts are thrown at a numbered board with the winners those who have the most skill in piercing their own numbers on the board. The game was devised by an exhibitor in Kansas for his own use. It proved to be highly audience acceptable and stimulated trade, the originators say. It was redesigned and put into production for national distribution.

Specimen sets have been received in Dallas and are on display at the Screen Guild exchange. Wide interest has been shown in the game by the Dallas offices of circuits and by individual exhibitors who have investigated it. Marketing in Texas will be through the Screen Guild sales organization.

Bob Hope Sets 3 Benefits To Aid Blast Sufferers

DALLAS—Bob Hope and his troupe have scheduled three benefit performances for the Texas City disaster victims in response to an appeal by R. J. O'Donnell of Interstate circuit and head of Variety Clubs International. The Variety Club of Texas and five local universities are handling ticket sales.

The benefits will be held at the Will Rogers Memorial auditorium, Fort Worth, May 21; Fair Park auditorium, Dallas, May 22, and the Civic auditorium, San Antonio, May 23.

Oklahoma City Sales Tax Proposal Given the Ax

OKLAHOMA CITY—Oklahoma City's sales tax proposal was killed by the house of representatives last week. City officials are now studying measures to increase city water, garbage, license and other fees to augment city revenues.

Meantime, a second bill allowing cities of more than 150,000 population to levy a sales tax without a vote of the people, but limiting collections of the tax on sales made only to residents within the territorial limits of the city, was left on the calendar. It was introduced by the committee on city revenues, taxes and bonds, and embodied features strongly opposed by city officials because they fail to spread the proposed tax over the wide base proposed in the city measure.

Sell Cretors Machines

NEW ORLEANS—Abner Horne, concessionaire of the Southern Amusement Co. circuit, has received three additional Cretors popcorn machines and Lake Pontchartrain beach concession has also installed two Cretors. The beach deal includes corn and supplies for the full period of the current season's operations at the beach. These deals were handled by L. C. Duckworth, branch manager of Chas. E. Darden & Co.

SG Lads Head West

DALLAS—Four representatives of Screen Guild of Texas will attend the company's annual convention in Los Angeles May 10-16 and also take in the Variety convention. John L. Franconi and his wife will leave early and drive. W. J. Cammer, J. M. Reynolds and Connie Dreher will fly.



WIFE AGREES, PARTLY — Jim Barnes, manager of the Warner Theatre in Oklahoma City, presented C. M. McCaslin with a portable radio for giving the best advice on "how to win a gal." The onlooker is Mrs. McCaslin. The presentation was made in the theatre lobby. McCaslin was best in the theatres' "Win a Gal" contest staged in conjunction with the showing of "That Way With Women." McCaslin believes that your age depends on the rules one should follow. Mrs. McCaslin said her husband did not use the four rules he submitted in the contest in his effort to get her to say "yes"; however, she admitted that if the winning rules were followed "it would help win the gal."

Adam Joseph Will Erect Cedar Crest Area House

DALLAS—Plans have been drawn and construction soon will start on this city's newest neighborhood house, the Cedar Crest, located just three blocks from the country club bearing that name. It will seat 650 and boast of the finest appointments obtainable. A feature will be a large parking lot, fenced and policed.

The theatre will be owned by Adam B. "Joe" Joseph, local theatre broker, who is arranging space in the building for his theatre brokerage and equipment business.

Screen Guild Shifts

DALLAS—Personnel additions and shifts at Screen Guild of Texas include: Elizabeth Nichols, cashier-secretary; Lois Sutherland, contract clerk; Lora S. McFarland, biller; Leona L. Lam, assistant cashier; Edna Ruth Morrow, inspector; John R. Motley, promoted to booker, and Raymond Bradford added as assistant shipper.

Buys Into Franchise

NEW ORLEANS—J. D. Jernigan, with Warner Bros. Pictures for the last 20 years, has acquired 33⅓ per cent interest in the Memphis franchise of Screen Guild Productions and Film Classics of the Southeast.

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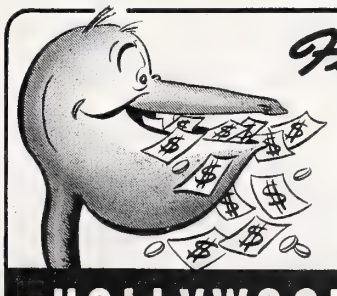
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OKLAHOMA CITY

An Oklahoma City pastor preached Sunday (27) from the theme, "The Best Years of Our Lives." He was the Rev. J. Clyde Wheeler of the Crown Heights Christian church . . . Regna Simpson, former actress on the Bachelor's Children radio program, lives here and is an assistant coordinator of radio instruction at the University of Oklahoma, Norman.

About the Griffith circuit: The Dixie at Chandler sustained some damage from smoke and water in an early morning fire, one of the worst in Chandler's history, that threatened a whole city block. Allen B. Dean is manager. Damage to buildings in the block was estimated at more than $100,000 . . . Claude F. Motley, Griffith operations head, got quite a kick out of his reunion with Van Heflin, film star, who was guest of honor at a Variety Club reception recently. Motley and Heflin were in OU together . . . The Lions club's board of directors at Wink meets in the Griffith Rig Theatre. Emmett Passmore is manager of this house.

More Griffith grapevine: The juniors and seniors of the Borger high school attended a preview at the Rex Theatre, under management of Tom Davidson, to see "High School Hero." The party was sponsored by the National Honor society of the school . . . John B. Cater is acting assistant manager at Blackwell under Manager Gus Hoenscheidt . . . Idonna Groom and Billie Stauffacher, relief cashiers at the Griffith Rivoli Theatre, are among 12 members of the senior class of the Blackwell high school nominated by the Jaycees as candidates for Sky Safari queen . . . Shirley Akers, daughter of the C. B. "Brownie" Akers of the city, was in Blackwell to sing with the OCU choir, which was on tour.

Baker Wesson of Midland, Tex., has been bound over on charges of burglary in connection with the theft of $1,199.99 from the safe of the Yucca Theatre in the Texas town April 13. The knob of the safe was knocked off. Wesson was arrested 36 hours following the haul by Midland police and Texas Rangers. Upon arrest a search turned up $995.37 of the loot hidden in a suitcase.

Griffith notes: Wedding bells are being heard around the home office. Newlyweds include Betty Jo Holman to Mike Hugo, and Bob Aldridge to Esther Ella Wilmouth. Both Mrs. Hugo and Aldridge are employed in the accounting department . . . Helen Bunyard, secretary to L. C. Griffith, has returned to her desk after a two-week holiday in Chicago. It was her "last year's" vacation.

Roy Avey jr., home office booking department, has been serving on the jury the last two weeks . . . High intensity lamps have been installed at the Erie in Hugo . . . A new screen and new seats also were added to the theatre recently, and as soon as materials are released, additional improvements are to be made, Manager Hollis Herod said.

Griff shorts: John Monroe, Cuero manager, is general chairman of the forthcoming Lions club minstrel. Monroe recently made several recordings of music played by an orchestra for an American Legion dance, and the records were played back for the benefit of the dancers . . . The Technicolor film "The Last Bomb," brought back memories to Tel McLarty of Cuero when he watched it on the screen of the Rialto there. McLarty, ex-GI, was in Guam at the time and helped fight the fire on the B29 after a raid on Tokyo. Only one man of the 11-man crew came out alive, he recalled. The film shows rescue of this airman.

Melvin Blackledge, Griffith manager in Cushing, and his son Jimmy got applause after rescuing a robin which hung upside down, tangled in a mass of twine. They saw the bird caught in a web of his own weaving where he had a nest under construction in a tree in their yard, and retrieved the newcomer. It took 15 minutes to set him free by unwinding the twine which had so completely imprisoned the bird's legs. They gave the robin first aid upon finding him still alive. As soon as the robin was back on his feet, he made wings, but fast.

Because of the enthusiastic reception accorded Paramount's "California" two weeks ago at the Will Rogers Theatre, neighborhood house, the picture was returned for three days starting Thursday (24) at the house, according to R. L. "Bob" Browning . . . The Will Rogers Theatre has started a kiddy hour with extra cartoons every Saturday and Sunday from 1 to 2 p. m . . . At the May, a kiddy hour is being held from 1 until 2 p. m. on Saturdays with free bubble gum as an extra treat . . . The Agnew has the same juvenile show policy as the May. These three Griffith theatres furnish free parking space and cry rooms.

"Stallion Road" closed at the Warner Thursday night (1) in favor of "Love and Learn" . . . "It Happened on Fifth Avenue" opened Wednesday (30) at the Midwest, replacing "Stairway to Heaven," which did a nice business . . . "The Best Years of Our Lives" closed at the Criterion after two weeks of good boxoffice . . . "Suddenly It's Spring" replaced "Best Years" on the Criterion screen, starting Wednesday (30). "Best Years" will continue to play the Plaza Theatre, a C&R neighborhood, indefinitely. The Plaza is charging the same prices for this film as the Criterion did.

"Overlanders," an Australian film, opened



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Tuesday (29) at the Victoria, the C&R circuit's new first run house, replacing "Open City" which played 11 days. The management reports that this theatre has done surprisingly well since its change in policy—from a second run double feature house to a first run single feature operation for foreign productions . . . M. D. Brazee, Warner Bros. Theatres director for this district, has returned from a trip to Chicago and other points . . . "The Fabulous Dorseys" replaced "The Guilt of Janet Ames" at the State Wednesday (30).

Lillian Edwards, former Griffithite, married Maj. Harry Reed of the marine air corps in Illinois. Lillian resigned about two months ago as assistant to L. A. Chatham, then public relations director for Griffith Theatres. Roger Rice was her successor in the department which is now the company's film merchandising and advertising section. The newlyweds are living near Chicago where the major, a flyer and public relations man, is stationed.

L. A. Chatham, with Griffith Theatres until recently, is assisting with the drive for cancer funds in Oklahoma . . . Vance Terry of Woodward is a member of the Woodward relief finance committee set up by the citizens to receive and administer funds collected in the drive for relief of the tornado victims. All donations are to be made to the Woodward relief fund . . . Virginia Benbenuto, Criterion cashier, was pictured in one of the many photos carried by local papers on Van Heflin while he was a visitor here.

The Folly's recent double bill featured Bing Crosby in "The Road to Hollywood," and Al Jolson in "Heart of New York" . . . A two-column picture Sunday (27) showed Van Heflin standing by a highly enlarged version of himself, advertising "Till the Clouds Roll By," which followed "Boom Town" at the Tower. Van left Oklahoma City last Friday night after several days in his home town.

For one week starting May 14 "Carnegie Hall" will show at the Villa Theatre as a Boyle attraction. The picture was filmed at Carnegie Hall and was recorded on the new Fidelitone. All seats for the twice daily showings will be reserved, according to Jim Boyle . . . The latter is bringing "Bloomer Girl" to the Municipal for two nights, May 26, 27. Prices range from $3.66 to $1.22.

A city girl, Anne Garris, attending Monticello college, Godfrey, Ill., was offered a Hollywood screen test recently by a Warner Bros. scout. She turned thumbs down on the offer for she plans to attend OU at Norman next semester.

Lauritz Melchior, who appeared here at the Municipal auditorium, charmed a large audience which wouldn't go home until "the Great Dane" donned his hat and coat for his final bow. Melchior was accompanied by a concert orchestra directed by Otto Seyfert. The attraction was sponsored by Jim Boyle.

When Van Heflin met a localite, Colonel H. Nelson, at the Variety Club reception in his honor, he said: "I still kind of get butterflies in my stomach when I meet a colonel, because I was only a lieutenant in the army." Nelson explained that Colonel was his given name and that it had caused him plenty of confusion when he was in the army as he held the ranks of lieutenant, captain, then major. Nelson publishes This Week in Oklahoma City, a capsule magazine with a circulation of about 5,000. The magazine carried art and a story on the Variety Club party.

'Egg's' Remarkable Run

OKLAHOMA CITY—"The Egg and I" completed a 20-day run Saturday (26) at the Home Theatre, registering a business comparable to "The Jolson Story." Indications are the picture will outpull Columbia's "Jolson" which has been running almost continuously in various city theatres for the last few months. At least 60,000 people saw "The Egg" at the Home during its 20-day run.

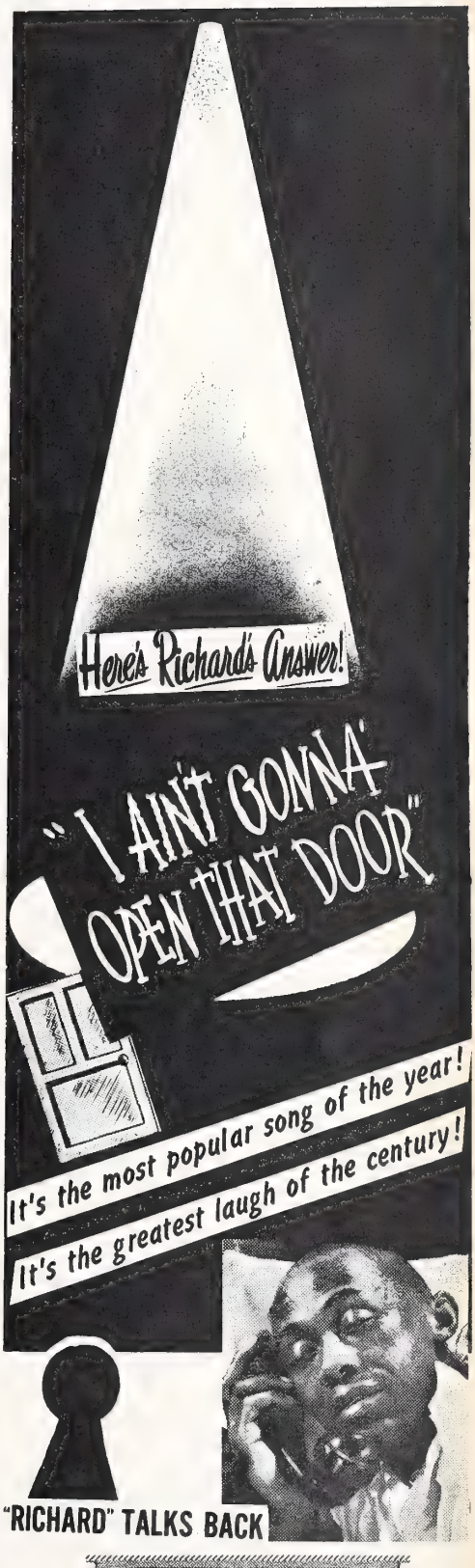
Remodeled Lil Opens

MENA, ARK.—The remodeled and redecorated Lil Theatre has resumed operations on a full-week basis after being closed for several weeks.

Directs 'Sweet Vita-Mine'

Jules White will produce and direct "Sweet Vita-Mine," a two-reeler for Columbia.

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SOME FROM THE DEEP SOUTH, SUH!—New Orleans, Dallas and Oklahoma City, as well as the home office in New York, are represented in this photograph of MGM personnel, snapped at the Hotel Astor, New York, during this week's sales convention. Left to right: C. Jimmy Briant, New Orleans manager; LeRoy Whittington, Dallas booker; Charlie Lyne, Oklahoma City manager; Enola Murray, New Orleans booker; Rudolph Berger, southern sales manager with headquarters at New Orleans; LeRoy Bickel, Dallas manager; Leonard Hirsch, home office assistant to Berger; James Peacock, Oklahoma City booker.

Griffith Cowskin Lodge Will Become a Resort

OKLAHOMA CITY—The Griffith Cowskin lodge and about 100 acres of wooded peninsula on the east side of Grand lake have been sold to Mr. and Mrs. Harry Herrlin of McAllen, Tex., for a resort. The tract and lodge are about six miles north of Grove, Okla., and the peninsula overlooks both Grand lake to the west and the Cowskin river bay on the north and east.

The Herrlins are reported planning intensive development of the property and may add additional guest lodges. Work has already started at the place to transform it into a lake shore hotel.

The lodge has been owned for several years by L. C. Griffith. It originally was a large farm house in the Grand river valley, and was moved to the peninsula site before the lake was filled. He had bought it primarily as a recreation center for Griffith employes and their families, and had spent considerable money remodeling it and adapting it to the use of large parties of guests.

In addition to the lodge proper, a two-story building surrounded with porches on both floors, the Griffith development boasted two boathouses and docks, tenant houses, barns, a laundry and two deep wells.

When the lodge was first established, it was surrounded by about 17 acres of land. From time to time Griffith would purchase small additional tracts to round out the plot, and at the ime of he sale it was reported to include between 80 and 100 acres.

Buys Wortham Theatre

WORTHAM, TEX.—Truett Fulcher, athletic instructor at the YMCA in Houston, has purchased the Avon Theatre here from H. N. Adams. The latter bought the theatre last November from Mr. Shillings. "Joe" Joseph was broker in the transaction.

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Caver Begins Erection Of $100,000 Theatre

DALLAS—Construction on a $100,000 theatre at 4923 Columbia Ave. in east Dallas was started this week by C. V. Caver, who has obtained a CPA permit. The completed theatre will be operated by Caver and Phil Isley. The latter owns the Granada here and a small circuit over Texas as well as a couple of houses in California.

The theatre, yet unnamed, will have 1,000 seats, and be of brick and hollow tile construction with a porcelain front. Indirect fluorescent and neon lighting, a balcony, rest and cry rooms, elaborate concession department, plus latest type projection, air conditioning, sound and seating, will be featured. Pettigrew & Worley are the architects and Major Consruction Co. is the contractor.

Caver bought the Rita Theatre, a block from the new house, about ten years ago and operated it alone until a few months ago when he made a deal with Isley, the two having a joint operation since that time. They then planned the new house and placed a sign on the vacant lot. There was some delay on both city and CPA permits and on materials, but now the materials are piled high on the site and dozens of workmen are busy on the job, which is expected to be completed in seven months.

Before coming to this city 20 years ago, Caver had owned and operated the Majestic in Comanche for ten years. He bought the Trinity Theatre here, which he sold before buying the Rita.

Oklahomans Make Plans To Attend Variety Meet

OKLAHOMA CITY—Oklahomans are making plans to attend the national Variety Club convention in Los Angeles May 14-17.

Official delegates from the Sooner tent are Ralph Talbot, Tulsa, national canvasman; Horace R. Falls, chief barker; C. H. "Buck" Weaver, first assistant chief barker, and Ed Kidwell, second assistant.

Falls and Kidwell plan to fly to Dallas to accompany Bob O'Donnell's special train to the west coast.

Others planning to make the convention include Mr. and Mrs. Morris Loewenstein, Mr. and Mrs. L. A. Chatham of near Claremore, and Mr. and Mrs. Harry Lowenstein, Ardmore. Pat McGee of Denver also is planning to make the meeting.

Criterion Gives Benefit For Victims of Tornado

OKLAHOMA CITY—The Criterion Theatre presented a midnight benefit show for Woodward, the Oklahoma town struck several weeks ago by a tornado.

"Calcutta," starring Alan Ladd, was the feature, and the highlight of the evening was the appearance of Van Heflin, MGM star, who delayed his departure for the west coast a few hours in order to appear in behalf of the storm sufferers.

All proceeds went into the fund coffers for assistance to Woodward.



Buying-Booking Offices Opened by G. J. Broggi

NEW ORLEANS—G. J. Broggi, formerly with 20th-Fox here, has opened an independent buying and booking office in New Orleans. He has spent 30 years in the industry and says he is ready to render a real service to the many independent theatres purchasing films on the local market.



G. J. BROGGI

Now located at 3240 Gentilly highway, Broggi will soon open an office on the Crescent city's Filmrow.

He invites exhibitors who have booking problems to contact him.

NEW ORLEANS

Connee Boswell, another home town girl who made good, is being accorded an enthusiastic welcome at the St. Charles Theatre, where she is appearing on the stage. Connee, who says she has no home other than New Orleans, brought with her four big acts. On the screen the feature was "Out West."

Local downtown theatres offered a variety of entertainment this week. Loew's had "The Shocking Miss Pilgrim," while the Saenger presented "New Orleans" at a world premiere showing. "Mr. District Attorney" was at the Joy; the Orpheum played "The Return of Monte Cristo." Held over for its fourth week at the Liberty was "The Best Years of Our Lives," while "Henry V" continued to show to packed houses at the Lakeview. "Suspense" was at the Tudor and "California" at the Globe. The Strand offered a double bill, "Thunder in the City" and "Land of the Outlaws."

Elmer Wilsche, vice-president of Altec Service Corp. of New York, and Jack Zern, district manager, from Dallas, visited the local office to confer with H. J. Bellam and Mr. Gallagher. Bellam has just returned from an extended trip through southwest Louisiana, where he attended the opening of the new Bruce Theatre at Rayne. He negotiated a contract to service this house.

Roy Saxon of the Elroy Theatre at Franklinton, La., had quite an unusual experience. After an unusually hard rainfall, drainage backed up and covered his theatre with three feet of water. For a while it looked as though a water ballet was the only entertainment he could offer.

Seen on the Row recently were George Guzzard of Independence, La.; Nick Lamantia, Ritz, Bogalusa, and Charles Lamantia of the Ritz, Hammond . . . L. C. Montgomery is a busy man these days. A regular commuter, he keeps himself busy going from theatre to theatre. Last week he covered Rayne, La., and Natchez, Miss., in one day.

Don Buffington, new 20th-Fox salesman covering the Louisiana territory, was transferred from Atlanta . . . Tom Neely, manager of National Theatre Supply Co., spent most of last week on the road. He contacted operators of the approximately 25 new theatres, either completed or in the process of completion, in this territory . . . At PRC the Harry Thomas drive is in full swing. The girls turned out one morning with large badges and streamers, looking as though they were taking part in the spring fiesta.

Mr. Prewitt of Associated Theatres is building a new office on the second floor at 221 South Liberty St. Prewitt also handles American Seating Co. products . . . John Jarvis, Kay Films manager, has returned from a business trip over the territory . . . Mr. and Mrs. R. M. Muse, Denham Springs, La., exhibitors, were callers here.

The Crescent city's new drive-in is nearly ready for opening. It will be completed in June. Equipment was furnished by Hodges Theatre Supply Co. . . . Superintendent Kelly of a state school at Madisonville, La., is "doubling in brass" and will manage the Madison Theatre in that city.

A decision from the Orleans parish court of appeals relieved operators of the Saenger Theatre of the liability for injuries suffered by Mrs. John W. Luthjens in a fall sustained in the foyer of the theatre. This was a reversal of an earlier decree by the district court which awarded Mrs. Luthjens $5,500 damages.

N. D. Russell, representative of Altec Service Corp., and Mrs. Russell left Sunday for Atlanta, to which point Russell was transferred. G. R. Gallagher, formerly of Atlanta, has been appointed to replace Russell in this district . . . Milton Dureau, branch manager of PRC, has returned from Dallas, where he attended a sales meeting in behalf of Eagle-Lion Pictures, which his firm distributes.

Pontchartrain beach opened its 1947 season April 26. Huge crowds graced the midway opening day as well as on the Sunday that followed. The beach affords clean fun for all, although, of course, it hurts attendance in most of the suburban houses . . . E. J. Delaney, owner and manager of the Pike Theatre at Magnolia, Miss., was in the city recently on business.

Joy Theatres Purchase Star at New Orleans

NEW ORLEANS—The Star Theatre has been purchased by Joy Houck, L. W. Allen and Carl Kingsbury. After the present lease expires in October, it will be remodeled throughout and leased to Joy Theatres, Inc., for screening better type films, especially foreign productions.

The theatre contains approximately 1,400 seats and was originally built for the Shubert circuit.

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Hard-Working Showman Lance Davis Is Re-Elected as Mayor of Rotan

ROTAN, TEX.—Years ago Lance M. Davis of the Majestic and Ritz theatres here was known in this section and in the picture industry as "the mayor of Rotan." The title followed him to conventions, many of which he attended in the old days. Waiters in the Adolphus and Baker hotels in Dallas were known to address the visiting exhibitor as "mayor."

Davis was a mayor shortly after he opened the Majestic in 1920. He worked hard at the job, but spent much of his time in overalls, working in the cotton fields and operating his gin. To him, farming in the plains country and running the town were bigger jobs than running a theatre. That all changed in time as the mayor acquired more of the art of showmanship.

After the terrific depression of the 1930s and with the scare of big oil development, Davis teamed up with the Robb & Rowley circuit and from then on the showmanship angle was stressed. Lance had really gone into show business. He and the circuit will build a big new theatre this year.

Davis has a long record of public service. He was war bond chairman for Rotan throughout the war, once served as county chairman for bond sales, headed Red Cross drives and worked on any other wartime money-raising tasks that came along.

In addition to his years as mayor, Davis has served as a city councilman and was president for two years of the Citizens Luncheon club. He is also an active member of the Methodist church and of its finance committee, and a director of the West Texas Chamber of Commerce.

His honorary title of mayor this year became official once again. He was re-elected to his old job in the Rotan city elections this April.

Hardy and Broussard Open New House in Rayne, La.

RAYNE, LA.—The new Bruce Theatre here opened during the week of April 19. The Bruce is owned by C. B. "Buck" Hardy of Rayne and A. J. Broussard of Crowley, La.

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Exhibitors who have recently played this smashing Goldwyn comedy with Miriam Hopkins and Joel McCrea tell us it is great entertainment! Both box-office and audience are more than satisfactory.

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DALLAS

Bob Warner, Manley division manager, has a new secretary, Mrs. Virginia Lamberton . . . Katherine, daughter of Mr. and Mrs. Ed Blumenthal was hostess at the cocktail party given in honor of Gail Storm and Don DeFore in San Antonio for the opening of "It Happened on Fifth Avenue." Katherine is a freshman in Texas university.

Forrest Dunlap's new Port Airdome will have its grand opening May 7 . . . Lou Bissinger, who owns and operates the Queen Theatre, celebrated the 34th anniversary of his acquisition of the house. The date also marked his 40th year in show business . . . Woodie Latimer of L&L Popcorn Co., Blue Springs, Mo., was in Dallas and Houston the last two weeks contacting theatres.

W. E. "Bill" Finch, who formerly was office manager for Astor Pictures, has been made office manager of PRC-Eagle-Lion. Bill started with Selznick Pictures in 1922 and has been in the film industry since with the exception of three years in the navy . . . A. J. Mertz, former owner of the B&M Film Co., is now the office manager for Astor . . . Tom Guinon of PRC-Eagle-Lion has been in the office here the past ten days.

Forrest Dunlap sent a truck load of equipment to Port Aransas that will speed the opening of his new airdome picture show there. Bill Horton, who works for Dunlap in Cisco, went down to help assemble equipment . . . Tommie Thompson, manager for Wade-Texas Theatres in Gainesville, was here wearing his cheese knife as usual.

Floyd Shaefer, who was in the theatre remodeling and redecorating business here about ten years ago, is back in town eyeing the possibility of again setting up in that trade.

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STARS OVER TEXAS—Bob O'Donnell, vice-president of Interstate circuit, gives his blessing to Gale Storm, Don DeFore and Bonita Granville at the cocktail party held in the Mercantile Bank Bldg. penthouse, Dallas, before the opening of "It Happened on Fifth Avenue," at which Gale and Don made personal appearances.

Bing Crosby Gets Lead In 'Connecticut Yankee'

From Western Edition

HOLLYWOOD—Bing Crosby has been set to star in a new Paramount adaptation of Mark Twain's immortal "A Connecticut Yankee in King Arthur's Court," which is being planned as a big-scale Technicolor musical with Tay Garnett directing and Robert Fellows producing. Edmund Beloin is working on the adaptation and the film is set for early fall production. Paramount several months ago acquired the rights to the Twain classic, complete with Rodgers and Hart music and the Herbert Fields libretto of the Broadway musical based on the story. Two earlier versions have been brought to the screen. One, a silent, starred Harry Meyers in 1921. Will Rogers toplined a successful talking adaptation a decade later.

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Theatre's Burning Affects Business in All Lines

From Central Edition

KANSAS, ILL.—Mr. and Mrs. M. W. Jessup of Brazil, Ind., have purchased the partially burned building housing the Joy Theatre from Robert L. Bane and have let a contract for rebuilding the structure. They hope to resume operation of the theatre in a few months.

Business men state that since the theatre has not been operating trade has fallen off considerably in all lines.

To Repair the Palace

TEXARKANA, TEX.—A permit for repairs has been issued to the Palace Theatre.

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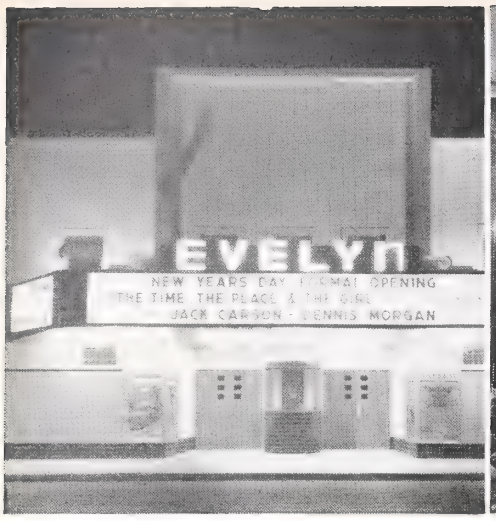
No. 3—Money-making theatre, also in Central Texas town of near 2,000 population, large trade area. New equipment, 380 seats. Boxoffice gross over $425 weekly, popcorn sales over $80.00 weekly. For quick deal, will sacrifice for $20,000.

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NEW FACE AT DUMAS—Shown at left above is the new $100,000 Evelyn Theatre at Dumas, Tex., owned by Mr. and Mrs. Bob Powell jr. When the Evelyn opened with "The Time, the Place and the Girl" and a big stage show, the 670-seat theatre was filled to overflowing despite a storm. H. S. McMurray, manager of the Evelyn and the Star, the second local theatre, acted as master of ceremonies. The new house is constructed of brick and tile. A view of the interior, finished in acoustical plaster, is shown at right above. The Star, built in 1937, seats 620.

Former GIs Operating Tulsa Cartoon Studio

TULSA—A group of former GIs in Tulsa have the only animated cartoon studio outside of Hollywood, New York or Florida.

The studio, Filmcraft Productions, Inc., was first started in 1939 for routine motion picture work. It was revitalized several months ago after four years of inactivity because members were in Uncle Sam's service. The animated cartoon idea was born during the war when L. C. "Bud" Woods, Tulsa commercial photographer, and Herb A. Lightman, Hollywood cameraman, were buddies in Europe.

Rudy and Ruby Crude have the leading roles in the full-color animated cartoon, "The Adventures of Rudy Crude," now in production. It is being produced for the Mid-Continent Petroleum Corp. It deals with the history of oil, and its purpose is to acquaint service station attendants, salesmen and the general public with the story behind a gallon of gasoline.

The studio has a staff of 16, including two men who formerly worked with Walt Disney in Hollywood. There are more than 12,000 separate pictures in the animated portion of the Mid-Continent film, which lasts about 6½ minutes.

New Orleans Rejects DST

NEW ORLEANS—Showmen are gratified that the city council has rejected daylight saving time, especially operators of suburban houses. Louisiana and Mississippi will practically be all on the old time.

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	Standing Order List Price	Discount	Net Price
BOXES—5c size—Serially numbered, printed and colored	5.50	10%	4.95
BOXES—10c size—Printed red and white (4½x2x7)	8.65	10%	7.79
BOXES—Carnival Size—4x1⅝x5½—1000 to case	6.50M	10%	5.85M
JUMBO BAGS—15" long x 4½x1¾—600 to case	6.75M	10%	6.08M
BAGS—5c Johnny Boy—Red and white stripe (3x1 7/8x7)—10,000 to case	1.82M	10%	1.64M
BAGS—10c Johnny Boy—Red and white stripe (3x2x9)—3,000 to case	2.35M	10%	2.12M
BAGS—Kraft, ½-lb. size (3x1¾x6½)—10,000 per bale	1.40M	10%	1.26M
BAGS—Kraft, ¾-lb. size (3x2x7 3/4)—10,000 per bale	1.50M	10%	1.35M
BAGS—Kraft, 10c size (3¾x2¼x9)—6,000 per bale	1.65M	10%	1.49M
BAGS—Kraft, 10c size—Johnny Boy red stripe—6,000 per bale	2.20M	10%	1.98M
BAGS—5c glassine—12,000 to case (3x1 3/4x6¾)	1.98M	10%	1.79M
BAGS—10c glassine— 8,000 to case, ¾-lb. (3½x1 3/4x7 3/4)	2.88M	10%	2.60M
BAGS— 1 lb. glassine (3½x2½x7¾)	2.79M	10%	2.52M
BAGS— 2 lb. glassine—6,000 to case	3.31M	10%	2.98M

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Southeast Breezes

CHARLOTTE—Ray Ervin, 18 years a sales representative for MGM, has resigned.

CHATTANOOGA—Evening services at the West Side Baptist church here April 27 were held in modern drive-in style. Worshippers remained in their automobiles to hear the Rev. Dale Godfrey give a sermon entitled "Merrily We Go to Hell."

DE FUNIAK SPRINGS, FLA.—Residents of this city soon will be able to see films on Sunday at a new theatre which the Martin circuit will build just outside town.

CHARLESTON, S. C.—The city council here is considering a proposal to channel Sunday theatre receipts into a special charity fund. Under present ordinance, exhibitors distribute Sunday receipts less expenses to charities of their own choosing.

CHATTANOOGA — Independent Theatres, Inc., soon will build a new $200,000 theatre in the town of Rossville on the Tennessee-Georgia state line as part of the circuit's $750,000 expansion program, according to Abe Solomon, president.

ROCK HILL, S. C.—Rock Hill Theatres, Inc., headed by Ben L. Strozier, soon will build a 1,000-seat theatre in the new business section here.

JACKSONVILLE, N. C.—A fire which started on the stage curtain swept swiftly through the Onslow Theatre here recently, gutting the building and destroying the equipment. The building itself, valued at $25,000, was not damaged. Everett-Stewart Enterprises owns the house.

CHARLOTTE—The Charlotte Variety Club has moved its offices from 218 West Fourth St. to 122 South Poplar St. The clubrooms still are in the Hotel Charlotte.

MOUNT HOLLY, N. C.—Dave and Charles Cash are rebuilding the Gaston Theatre here.

CHARLOTTE—Jack Sims, formerly with MGM and more recently manager of Harry Cooke's Midway Theatre, Midway Park, N. C., has resigned to join WB's booking department.

MONTGOMERY—Montgomery county voters in a recent special referendum defeated a 1 per cent sales tax proposal by 3 to 1.

ATLANTA—Despite journalistic predictions to the contrary, "Duel in the Sun" will be shown in Atlanta. The film will open at Loew's Grand some time in May. Censor Christine Smith has cut only two minutes from the film.

SPRINGFIELD, TENN.—A referendum will be held here June 7 to decide the Sunday films question.

NASHVILLE—Tommy Delbridge, manager of Loew's Theatre here, and E. J. Jordan recently arranged a special showing of "Duel in the Sun" for patients at the veterans hospital in Belle Meade.

MIAMI—The E. N. Claughton interests soon will build a new 1,000-seat theatre opposite the Douglas entrance in Coral Gables at Southwest Eighth street and Douglas road.

ATLANTA—Atlanta will have television by 1950, P. C. Caldwell and T. A. Elder, both of the General Electric Co., told some 250 radio men at the recent Broadcast Engineers conference here.

AMPA, FLA.—Sid Leonard, former owner of several theatres in Georgia, died here April 18.

GREENSBORO, N. C.—Max Zager, presi-

dent of the Standard Amusement Co. circuit here, has announced that his company will operate a $100,000 theatre seating 765 to be built in a $1,000,000 business and recreation center planned for the Lawndale drive section of this city.

MIAMI—Newsreel shots of the opening of Wometco's new Miami are being screened at the Miami, Lincoln, Town, State, Capitol and Rosetta.

MIAMI—A Florida constitutional amendment provides that motion picture studios newly established in the state will be free of ad valorem tax for their first 15 years. Reports persist that a full-time studio will be established here within a year.

KINGSPORT, TENN.—L. J. Pepper, longtime employe of the Wilby-Kincey circuit, has resigned as Kingsport city manager. He may operate a new house which a local group reportedly will build here.

BIRMINGHAM—Fan dancer Sally Rand has been freed of burglary charges brought in county misdemeanors court here by Harry W. Hennies of Hennies Bros. Shows, who was fined $50 and sentenced to five days in jail for contempt of court in bringing the charges. State's attorneys charged the case was "a malicious abuse of the processes of this court . . . and partakes of a publicity stunt."

CHARLOTTE—New theatres are being announced here every few weeks. When all are built, the city, which now has 15, will have 25 or more.

Role in 'Whispering Smith'

John Eldredge has been inked by Paramount for a featured role in "Whispering Smith."

News Briefs Via Waco Grapevine

SOME more newsnotes from your hospitalized correspondent, and the first one is from nearby Marlin, where the grapevine tells us of the purchase of the Falls Theatre there by Homer Walters from Donald Watson of Waco. Walters has been projectionist at the house since 1930 . . . Tom Padgitt is now distributing Castle Films at 423 Franklin Ave., Waco.

"Outlaw" played a first run engagement at the Dawn Theatre in nearby Natalia . . . Shirley Larned, daughter of Fred Larned, manager of the Paramount exchange in Dallas, who was killed in a California auto accident, lives in Waco . . . The Orpheum and Waco theatres had Texas City disaster newsreels on the screen three days before they were shown at veterans hospital, where your scribe is confined.

Projectionist Nixie Rutledge of the Peak Theatre, Dallas, has entered veterans hospital in Waco for a checkup and rest cure.

On the San Antonio scene, the first news of importance is that exhibitors there are none too happy since an enterprising Broadway eatery announced free showings of films for patrons who munch sandwiches while they sit in their cars. The sandwiches are NOT free . . . "Oklahoma!" drew 20,000 patrons during its run at the Texas.

Three major film companies are soon to open exchanges in the Alamo city, according to a well-authenticated report. These are 20th-Fox, Paramount and MGM. This move might bring others to San Antonio, and, with the Spanish-language setup already in the Alamo city, the southwest Texas metropolis might grow in exchange stature as a rival to Dallas. Some 20 years ago both Universal and Paramount maintained large exchanges in San Antonio, but pulled out soon after the advent of sound.

A cashier at the Palace, San Antonio, was held up and robbed of $57. Jean Bird, ticket-seller, said the man drew a gun on her after she had sold him a ticket. The robber overlooked the money in the coin changer, being anxious to get away . . . The Ham Candy Co. sponsored a bubble gum blowing contest at the Harlandale, neighborhood show. Grand prizes are two bicycles and the kids are really striving to win.

Our Austin grapeviner reports that the Texas revived "Hollywood Canteen," that the Irish premiered "Vertigo" from Clasa-Mohme, and that Harley Sadler will emcee the stage show at the Gregory gym . . . Tripping down to Temple, this same informant imparts that the Arcadia Theatre there has inaugurated a radio quiz game that is a winner. It is a tune quiz over KTEM. Those guessing the correct names of the songs played get free tickets to the theatre.—Lester Ketner, Waco Veterans hospital.

New Marshall House

MARSHALL, TEX.—Plans for the construction of a modern theatre on North Washington avenue were announced by East Texas Theatres, Inc.

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Groups Which Are Quick to Condemn Bad Films Slow to Aid Good Ones

From Midwest Edition

KANSAS CITY—Civic groups who often are the quickest to raise a public outcry when one film comes to town that is of questionable worth to the community give little or no support to worthwhile pictures.

This significant fact was brought out in a discussion at a luncheon recently at the Woman's City club arranged by Mrs. Eleanore Walton, city censor, for the Rev. Irvin E. Deer of Chicago, representative of the Motion Picture Ass'n. Deer was here in the interests of the Children's Film library, an MPA project which Deer says is of special interest to Eric Johnston, president.

The local film industry and Kansas City clubwomen were about equally represented at the luncheon.

STILL IN MINISTRY

Deer, introduced as an old friend of Mrs. Walton, said he was proud that his church still lists him as one of its ministers (he was secretary of the Kansas City Council of Churches before taking up his present work about 12 years ago), and still feels he is carrying on his ministry in his present position.

Deer explained the plan by which various communities were putting on the Children's Film library product and told of the careful study that had been made in order to select not only those which older people believed to be classic films for children, but which allowed children to express their preferences. A discussion followed which brought out pertinent facts which would have to be borne in mind for community sponsorship of such special children program projects. He hopes it will be taken up here.

Arthur Cole, Paramount representative, pointed out the inadvisability of making this venture in a downtown theatre because of the traffic problem posed by a large group of children on Saturday in the shopping area. M. D. "Babe" Cohn, Newman manager speaking for the Downtown Theatres Ass'n, said that while he agreed with Cole that such a project was better geared to one of the neighborhood houses, that his organization would be glad to lend screen trailer and other active support of it.

Both he and Cole pointed out, however, that the very places which could do the most to put such a project over were closed for even the smallest announcement — the public schools.

BLAMES IT ON SCHOOL BOARD

Since Dewey Smith had been sent by Dr. Herold C. Hunt, superintendent of the Kansas City public schools, to represent him, it became Smith's duty to answer why it was that no matter how worthy a picture is, no mention of it may be made on public school property—not even an approved list is permitted on the premises.

Smith explained carefully to an audience already overly conscious of recent local school board difficulties, that it must be remembered Dr. Hunt works within the framework of rules made by the school board.

Cohn felt that because it did not play in his theatre, he could call attention to the lack of support given the film, "Sister Kenny," one with a message of interest to all, yet the very groups who might have helped put it over could not be reached.

"And, ladies," Cohn went on, "I want you to know that we try to run our business in a worthy manner. But I don't think it was fair of the recent mother to call me and bawl me out for letting her 16-year-old daughter smoke in the ladies' rest room at my theatre. I think her daughter's smoking is a family matter that calls for training in the home."

Deer criticized the general public attitude toward motion pictures.

"In spite of the criticism one hears of some films," Deer said, "it has been found that more than 600 films made originally for entertainment purposes have educational value for the teaching of certain phases of some subjects. So these films have now been made available by the industry for classroom use.

"Not only that, I can quote some other statistics that do not bear out the mass criticism of motion pictures which is being broadcast . . . I think you will agree that the Legion of Decency has a pretty tough attitude about motion pictures, yet its own ratings of pictures released last year gave 40 per cent an A rating, as being suitable for everybody, including children, to see. Almost the same ratio was given by Parents' magazine, which also keeps a tough eye on the Hollywood product. Seems to me that's a pretty good percentage when you compare it with other entertainment fields."

"CLEANEST ART TODAY"

Mrs. George F. Gorton, civic leader who was introduced as "representing all the women of Kansas City," spoke earnestly about the value that the one motion picture theatre was in the little town where her grandchildren live and mentioned the variety of tastes that are encountered in just one family and suggested that it was quite a job for exhibitors to cater to all these tastes.

Miss Genevieve Hackett, representative for this diocese for the Legion of Decency, was heard to say to several who sat near her, "Pictures are the cleanest art there is today."

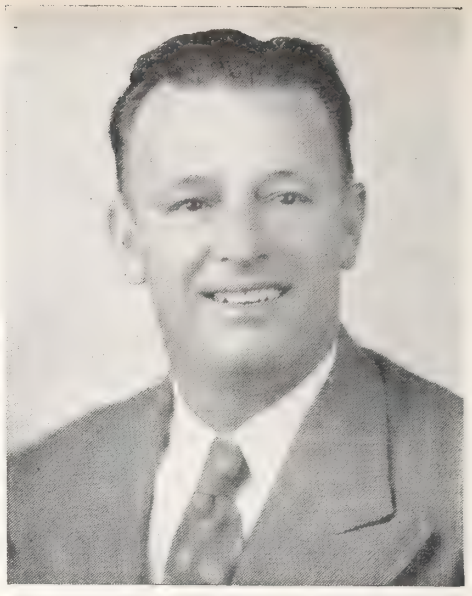
E is for Exhibitor

Join the Showmen

who report results on recent films. With them comments and ideas on patron reaction.

Every week in BOXOFFICE

The Exhibitor Has His Say.



CONTROLS TWO EXCHANGES—George Pabst, New Orleans distribution veteran, has bought control in the Crescent city of Screen Guild Productions of Louisiana and Film Classics of the Southeast. Formerly owning a third of the two companies, he purchased the remaining interests from Joy Houck and E. V. Landaiche. Pabst has employed Bill Thomas, formerly of Republic, as salesman for Screen Guild.

Plays Downtown in Hub After Run in Back Bay

From New England Edition

BOSTON—The Exeter Street Theatre bought "Storm in a Teacup" and "South Riding," two English films distributed by Devonshire Films which were played first run at the Back Bay house early in March. Three weeks later the same show played the Kenmore, an uptown subsequent run house, for a week. On the day after the closing of the bill at the Kenmore the bill was moved to the Tremont in downtown Boston where it played a week.

This is one of the few situations where a bill played downtown Boston after the subsequent run.

Patron Analyst Gives 'Sleeper' Definition

From Southeast Edition

Miami — Mark Chartrand, Wometco's public relations man, was described by Grace Wing of the News as picking up a bit of surprising information as he watched the opening run of a new picture he'd worked hard to promote. It was a clever comedy but with little known players, and Chartrand was suddenly conscious of the young lady seated behind him who apparently fancied herself an authority.

"This is a sleeper," she informed her companion. "When I hear a picture's a sleeper, I never miss it. They're always good."

"What's a sleeper?" her companion wanted to know.

Answered the self-styled critic in an oh-you-dumb-cluck tone, "Why a sleeper is a picture with a moral in it."

Miami Theatregoers Pick Brunet Beauties

MIAMI—Voting for Miami's "Favorite Brunette" is under way at Paramount Enterprises' 15 theatres, with pictures of almost 100 candidates posted in each lobby. Ballots are available at the boxoffices. Prizes are $10,000 worth of Miami Fashion council wardrobes, with winners getting a chance at a screen test as well. The contest was stretched to include brownets as well as brunets.

Tom Jefferson, publicist for Paramount, wrote the rules for this contest and has been swamped with photographs of eligible girls.

Grace Wing of the Daily News reports that about 75 per cent of the entrants enclosed photos of themselves in poses obviously imitative of film stars; particularly of Lana Turner, of whom there were dozens.

Although the rules excluded married women, one photo was of a brunet in bridal costume, a wedding ring on her left hand and a wine glass and cigaret in the other. Another young woman sent in a snapshot of herself knee-deep in snow, wearing a bathing suit, galoshes and a fur scarf. Another of a girl, reclining upon the beach, states, "This does not do justice to the lustrous brunet curls that abound profusely from my shining dome."

The unanimous decision of the judges: All American girls have beautiful figures.

Waugh to Go to New York To Contact His Old Pals

MEMPHIS—Howard Waugh, for many years manager of Warner Theare in Memphis and zone manager for the company, plans to go to New York soon to contact old friends in show business.

Waugh quit a couple of years back to enter the Spanish-language motion picture production business in Mexico City, only to return to Memphis to manage the Fairgrounds amusement park for the city. Recently he resigned from his job "because of too much red tape and inefficiency."

Pepper Quits W-K Circuit; No Successor Is Named

KINGSPORT, TENN.—L. J. Pepper, a longtime employe of the Wilby-Kincey circuit, has resigned as city manager in Kingsport.

It was understood that he would operate a new theatre which a local group is planning to build here. Pepper's successor was not named immediately.

Meanwhile, it was announced that Wilby-Kincey's new Strand is nearing completion and will have its grand opening about June 1.

W. D. Wade Dies

TAMPA, FLA.—W. D. Wade, 69, for 20 years in the furniture business here, is dead. He was once prominent in musical circles as a song leader. He was also manager of the Seminole Theatre for some years.

Sid Leonard Is Dead

TAMPA, FLA.—Sid Leonard, former owner of several theatres in Georgia, died here April 18.

Class Named After Sudekum

NASHVILLE—The memory of the late Tony Sudekum, former head of Crescent Amusement Co., was honored when the Masonic class of the 78th semiannual reunion of Scottish Rite bodies, Valley of Nashville, was named for him.

Independent Theatres To Build in Rossville

CHATTANOOGA — Independent Theatres, Inc., soon will build a new $200,000 theatre in the town of Rossville on the Tennessee-Georgia state line as part of the circuit's $375,000 expansion program, according to Abe Solomon, president.

Other projects previously announced by Independent call for a new house in the Brainerd section, improvement of the Ritz here, and remodeling of the Capitol here to include a new front.

The Rossville project will offer a new theatre to the community, since Independent's Ritz Theatre there will continue to be operated by the company after remodeling and improvement.

The site for the new Rossville house is in the 5000 block on Rossville boulevard, a short distance north of the state line. Fronting 100 feet on Rossville boulevard and 120 feet deep, the project will provide space for a small shop in front of the building, since the theatre lobby will have a width of 60 feet.

Adjoining the theatre to the north will be two modern stores having a combined width of about 40 feet and a depth of 100 feet.

Selmon T. Franklin, Chattanooga architect, said that the house will seat 900 and will include an ornamental tower which later can be equipped to receive television for showing on the theatre screen when this service becomes available.

On the front will be a circular marquee of the new type. The building will be completely fireproof. Air conditioning equipment already has been received and placed in storage until needed.

Franklin and Solomon have visited numerous new theatres throughout the southeast and will incorporate the latest ideas into the Rossville house. In addition, Solomon will leave May 12 for the west coast, where he will study several outstanding theatres.

Solomon has announced that the $200,000 estimated cost of the Rossville house includes building, taking in the store sections, and equipment of the new house, but does not include the amount to be spent on the opposite side of the street for a new Goodyear service store. The Goodyear firm occupies the present theatre site.

Independent Theatres was established in Chattanooga 35 years ago and is home-owned and operated. Solomon is one of the five oldest exhibitors in point of service in the industry in the southeast.

Company theatres are the Capitol, Park, Riviera, Ritz, American, Cameo and Rivoli in Chattanooga; the Liberty in Chickamauga, Ga., and the Park in Trion, Ga. Its colored theatres are the Liberty, Grand, Harlem and Amusu, all in Chattanooga.



GETS $50 FOR QUESTION—The first winner of Universal's $50 prize offered to theatregoers for submitting a question chosen by the Answer Man for use in his series of short subjects was William Smith of Ridgeland, S. C. H. C. Hartz, owner of the Coastal Theatre in Ridgeland, is shown above presenting the prize to Smith. The Answer Man offers the $50 prize in a trailer attached to each picture in the series.

John Lakeman Begins Building New Haleyville Theatre

HALEYVILLE, ALA.—Work was started April 28 on the new Star Theatre to be built here at a cost of $120,000, including equipment, by John Lakeman.

Lakeman estimated cost of the building at $100,000, with equipment amounting to an additional $20,000. It will seat 700.

The 77-foot front will be of marble or structural glass and the building will be 165 feet deep. It will be air conditioned the year around, cooled by mechanical refrigeration in summer.

Among the novel features of the new house will be a private party room to seat 30. Members of the party will be able to see the screen through plate glass and will hear through a special speaker installed in the room.

Offices will be located on the second floor, and the building will include two business places, a gift shop and a milk bar, on the ground floor.

Martin Circuit Will Build Near De Funiak Springs

DE FUNIAK SPRINGS, FLA.—Residents of De Funiak Springs soon will be able to see Sunday motion picture programs at a new theatre just outside the city limits on the west side of town.

Plans for the theatre have been announced by Hugh Martin, operator of the Ritz Theatre here, one of the Martin chain.

A De Funiak ordinance prohibits Sunday films but Martin said the new house will operate on the Sabbath, since it will be outside the city limits.

Work on sidewalks, the foundation and other preliminaries will be started immediately. The remainder of the structure will be completed as soon as building restrictions permit and materials become available.

New Station at Gadsden

GADSDEN, ALA.—Station WGAD, owned by E. L. Roberts, is now on the air here. It is Gadsden's second station. WGAD will broadcast Mutual programs starting May 1.

Five-Cent Ticket at Dothan

DOTHAN, ALA.—Opening a 15-chapter serial, "Son of the Guardsman," the Martin Theatre here admitted children on presentation of a newspaper coupon and 5 cents.

Maceri, Lightman Split; L&I Will Be Dissolved

MEMPHIS—L&L Theatres, operators of six neighborhood showhouses in Memphis, will be dissolved. Joe Maceri, veteran neighborhood showman, said he and his partner, Paul Zerilla, are dissolving their partnership with M. A. Lightman sr.

The Maceri-Zerilla combination, original owners of the Lamar and Rialto theatres, had joined Lightman, operator of the Linden Circle, in acquiring the Memphian, Capitol and Joy 16 years ago. All six were pooled under the name of L&L (Lightman and Lamar).

TO FORM NEW FIRM

Under the new arrangement Paul Maceri and Zerilla, together with Frank Maceri and Phil Zerilla, will form a new company and take over full ownership and control of four of the theatres, the Lamar, Rialto, Capitol and Joy. Lightman and his interests will take over sole ownership and operation of the Memphian and Linden Circle.

The Lightman theatres will be operated by Malco, Inc., headed by Lightman, which operates three Main street theatres in Memphis—Malco, Strand and Princess — along with about 80 theatres in Arkansas, Kentucky Mississippi and Tennessee.

"This division was occasioned by a friendly disagreement," Maceri said. "Lightman, with whom we have operated pleasantly in partnership for many years, wanted us to go in with him in the large theatre and business building he has in preliminary stages at Crosstown and Overton Park. We did not wish to be included in it.

DRAW LOTS IN DEAL

"After Lightman decided to proceed with the project without us, we came to feel that it would not work for us to operate both as partners of Lightman and as his competitors in the same field. So we insisted on dissolution of the partnership, and Lightman agreed.

"We will take back full control of the Lamar and Rialto which were originally ours; Lightman gets back his Linden Circle. We agreed that one group would get the Capitol and Joy, the other, the Memphian. Then we drew lots to see who would take which. Lightman drew the Memphian.

"No cash consideration was involved."

L&L Theatres and Lightman and his associates are all defendants in a federal court lawsuit now pending in Memphis, brought by independent theatre operators and also naming major film distributing companies as defendants. This suit charges conspiracy among the defendants to discriminate against the plaintiffs in distribution of pictures.

25th Charlotte Theatre; 15 Are Operating Now

Charlotte—Practically every few weeks there is an announcement of another new theatre for Charlotte which, when all are built, will bring the total number in the city to 25. There are 15 operating now.

Latest announcement is a $100,000 theatre being built in the 500 block of 36th street in North Charlotte by Astor Pictures Exchange. Construction to reconvert a building already standing is under way.

DITS to Play Atlanta Soon; Smith Cuts Two Minutes

ATLANTA—Despite journalistic predictions to the contrary, "Duel in the Sun" will be shown in Atlanta. The film will open at Loew's Grand some time in May.

Christine Smith, Atlanta city censor, has disclosed that her shears have snipped out less than two minutes of dialog from the film, which censors in other towns have hacked to pieces before allowing it to be exhibited.

BOXES and BAGS

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JUMBO BAGS—15" long x 4½x1¾—600 to case	6.75M	10%	6.08M
BAGS—5c Johnny Boy—Red and white stripe (3x1 7/8x7)—10,000 to case	1.82M	10%	1.64M
BAGS—10c Johnny Boy—Red and white stripe (3x2x9)—3,000 to case	2.35M	10%	2.12M
BAGS—Kraft, ½-lb. size (3x1¾x6½)—10,000 per bale	1.40M	10%	1.26M
BAGS—Kraft, ¾-lb. size (3x2x7 3/4)—10,000 per bale	1.50M	10%	1.35M
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BAGS—Kraft, 10c size—Johnny Boy red stripe—6,000 per bale	2.20M	10%	1.98M
BAGS—5c glassine—12,000 to case (3x1 3/4x6¾)	1.98M	10%	1.79M
BAGS—10c glassine— 8,000 to case, ¾-lb. (3½x1 3/4x7 3/4)	2.88M	10%	2.60M
BAGS— 1 lb. glassine (3½x2¼x7¾)	2.79M	10%	2.52M
BAGS— 2 lb. glassine—6,000 to case	3.31M	10%	2.98M

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Claughton to Build Coral Gables Unit

MIAMI—A new motion picture theatre is scheduled for erection by the E. N. Claughton interests opposite the Douglas entrance in Coral Gables at Southwest Eighth street and Douglas road.

Plans for the theatre were disclosed when 99-year leases were executed. The total indicated land rental involves an aggregate of about $500,000.

In addition to the theatre, which will have about 1,000 seats, a block of stores will be built. The property has a combined frontage of 20 feet on Eighth street and extends back 100 feet.

New Corporation to Build House in Mountain Home

KANSAS CITY—Clarence Schultz, executive of Commonwealth Amusement Co., said this week that final arrangements are being made for the formation of the Commonwealth-Evans Theatre Corp. in Mountain Home, Ark. The firm will take over the present Evans Theatre and other real estate in the town.

The creation of Commonwealth-Evans also will give the go sign to new theatre construction in Mountain Home in the form of a 600-seat house to be named the Baxter. This new location, to operate as the A house in the town, will be completely air conditioned and will have some of the finest appointments in the territory, according to Schultz. The Evans will serve as a B house upon completion of the Baxter.

Officers of the firm and the date of final incorporation will be announced as soon as all legal procedure has been completed.

$100,000 Theatre Planned For Greensboro District

GREENSBORO, N. C. — A project to be called the Modern Center, embracing a recreation building, a frozen food store, supermarket, clothing stores and a $100,000 motion picture theatre, has been announced for the Lawndale drive section of this city. Costing approximately $1,000,000, work on the business block will begin as soon as regulations permit.

Max Zager, president of Standard Amusement Co. of Greensboro, announced that plans are being drawn for the theatre, which will be called the Acme and will seat 765. His company operates houses here, in High Point and Burlington.

New Rock Hill Theatre Is Planned by Strozier

ROCK HILL, S. C.—Ben L. Strozier, president of Rock Hill Theatres, Inc., announces the purchase of a large lot on Oakland avenue where the firm plans a modern de luxe theatre seating approximately 1,000 as soon as materials are available.

The theatre will present stage shows as well as screen attractions. It will be located in the same block as Bob Bryant's Pix Theatre, in the new business section of Rock Hill which is being developed rapidly.

Rock Hill Theatres, Inc., will continue to operate the Stevenson and Carolina theatres after the new house is opened.

Showman on Cleanup Drive

FLORENCE, ALA.—Stanley Rosenbloom of Muscle Shoals Theatres has been named a member of the publicity committee for the citywide cleanup and paintup week, April 28 through May 3.

MEMPHIS

Doak Roberts, WB district manager of Dallas, visited Ed Williamson, local manager . . . Ben Y. Cammack, district manager, Dallas, was in the RKO exchange here for conferences with A. M. Avery . . . Phil Longdon, 20th-Fox district manager, Dallas, conferred with Tom Young, local manager.

Oscar Morgan, New York, short subjects manager, was in the local Paramount exchange for a discussion of new short subjects with L. W. McClintock, manager; George Gaughan, office manager; Fred Curd, booking manager, and Salesmen Tom Donahue, Joe Young and Bob Kilgore.

Midsouth exhibitors seen on the Row: J. M. Mounger, Mart, Calhoun City, Miss.; T. E. Morris, Honey, Indianola, Miss.; J. A. Owen, Amory, Amory, Miss.; K. H. Kinney, Hays, Hughes, Ark.; Joe Wofford, Jomac, Eupora, Miss.; J. J. Sharum, Sharum, Walnut Ridge, Ark.; Bill Malen, Lura, Augusta, Ark.; C. J. Lichty, Pix, Fort Smith, Ark., and J. A. Owen, Amory, Amory, Miss.

Also visiting and shopping were: Jesse Moore, Ritz, Crenshaw, Miss.; E. H. Haynes, Haynes circuit, Jonesboro, Ark.; Mrs. John Keller, Joiner, Joiner, Ark.; E. E. Reeves, Reeves circuit, Batesville, Ark.; Earl Vandiver, Palace, Kennett, Mo.; H. W. Pickens, Lyle, Crenshaw, Miss.; Sam Kirby, Nabor, Little Rock; F. J. Adams, Tate, Coldwater, Miss.; R. R. Clemmons, Dixie, Adamsville, Tenn.; R. B. Cox, Eureka, Batesville, Miss.; G. C. Pratt, Dixie, Fulton, Miss., and O. W. McCutchen, Roxy, Blytheville, Ark.

Mark M. Sheridan, former salesman for 20th-Fox here, now branch manager for the company at New Orleans, visited the Memphis office with his wife and children . . . A fire in the booth at Harlem Theatre, Greenville, Miss., caused considerable damage . . . Leonard Shea, PRC manager, was in El Dorado, Ark., on business . . . S. E. Applegate, Atlanta, southern division manager for J. Arthur Rank, was here . . . R. S. McCoy, Atlanta, Eagle-Lion representative, also was in town.

More exhibitors on the Row: Bob Lee, Dixie, Potts Camp, Miss.; Bill Kroger, Shannon, Portageville, Mo.; E. G. Jackson, Cave, Cave City, Ark.; Aulton Sims, Robb & Rowley circuit; T. E. Shaw, Dixie, Fulton, Miss.; C. B. Huber, Mohrstadt circuit booker, and John Mohrstadt, Hayti, Mo.; Mr. and Mrs. W. T. Ellis, Ellis and Regent, Cleveland, Miss., and G. H. Goff, Rustic, Parsons, Tenn.

Ed Williamson, Warner Bros. manager, went to Little Rock . . . Jack Story, salesman, Monarch Theatre Supply Co., was in Arkansas and N. B. Blount, manager of Monarch, made a trip to Mississippi.

Judge Camille Kelley of Memphis juvenile court spoke to the Variety Club at Monday's meeting . . . Variety Club held another gay Saturday night party at its clubrooms in Hotel Gayoso . . . The W. C. Handy Theatre opens May 11 in a new brick building with 1,100 seats, erected at a cost of $200,000. Prof. W. C. Handy of New York, "daddy of the blues," will appear at the opening.

A group of Malco executives and their families have returned from New Orleans where they attended the wedding of Richard Lightman, Malco official, to Jeanne Garretson of the Crescent city. Among those returning were Mr. and Mrs. M. A. Lightman sr., Mr. and Mrs. M. A. Lightman jr., Mr. and Mrs. Herb Kohn, Mr. and Mrs. Myron Meyer and Ed Sapinsley. The bride and groom are honeymooning in Florida.

Leaving May 9 for the Variety Club convention in Los Angeles May 14-18 will be Mr. and Mrs. Dave Flexer, Mr. and Mrs. M. A. Lightman sr., Mr. and Mrs. Herb Kohn, Bill Ramsey, Tom O'Ryan, Joe Simon, Tommy Baldridge, William Goodman and Mr. and Mrs. Orris Collins . . . Mr. and Mrs. L. F. Haven jr., Imperial, Forrest City, Ark., were here on a combined business and pleasure trip. They visited the Row and personal friends.

Malco was so well pleased with "My Favorite Brunette," the picture was booked for a second week only a couple of days after it opened. Ritz held over "Carmen," a third week because of good attendance. Loew's Palace, with "Ramrod," and Loew's State with "Undercover Maisie," reported fair attendance. The Strand packed them in and turned them away with a roadshow engagement of "The Best Years of Our Lives." The Warner reported heavy attendance with "Pursued" . . . Bill Brenner, president of National Screen Service, was a visitor at the local offices.

Springfield, Tenn., to Vote On Sunday Film Shows

SPRINGFIELD, TENN. — Residents of Springfield will vote June 7 on the question of permitting Sunday motion picture shows. The city commission, faced with three petitions asking such a vote, set the referendum, which is not binding upon the governing body, however.

Clarksville Station Sold

CLARKSVILLE, TENN.—Transfer of WJZM by Mayor William Kleeman to John Perry Sheftall and Elmer T. Campbell has been approved by the FCC. The transfer, it was announced, involved a cash consideration of $95,000, or $100,000 payable over a six-year period. The commission also announced a conditional grant for a new FM station, WBIR, at Knoxville, to Scripps-Howard Radio, Inc.

Merrily, Merrily, Merrily

CHATTANOOGA—Plans for novel Sunday evening services at the West Side Baptist church April 27 undoubtedly were inspired by drive-in theatres. The services were held on the church grounds, with the congregation sitting in automobiles. The Rev. Dale Godfrey added emphasis to his sermon, "Merrily We Go to Hell" by speaking in front of a roaring bonfire.

'Duel' at Veterans Hospital

NASHVILLE—Tommy Delbridge, manager of Loew's Theatre here, and E. J. Jordan arranged a special showing of "Duel in the Sun," recently banned in Memphis, for Veterans administration hospital patients in Belle Meade.

The average cost of a negative for feature films in 1946 was $665,863.



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12 CHAPTERS EACH

ASSOCIATED FILM CLASSICS

ATLANTA — CHARLOTTE

MEMPHIS

MIAMI

Trudy Roe won the Paramount Theatres contest marking the showing of "Suddenly It's Spring" at the Sheridan, Paramount, and Beach. Miss Roe, 28, is an artist employed by the Carib Novelty Co., and has worked for Fleischer cartoon studios here, and for Warner Bros. cartoon studios in Hollywood. Runnersup were awarded theatre tickets.

"Did ya ever see a lion and a fox sit down to break bread together?" asks George Bourke. gether here recently. Incidentally, Moskowitz's and 20th-Fox's Spyros Skouras dined together here recently. Incidentally, Moskowitz's advice to Phil Foster to lose ten pounds is rumored to be more than a health hint.

Arline Judge and Henry J. Topping, her ex-brother-in-law, were married April 29 at the Miami Beach home of John Paul Riddle . . . The Kid quiz series of contests has begun on the stage of the Grove Theatre. Youngsters are selected at random from the audience and there are prizes for all participants, a bicycle being the first contest winner's prize.

The Roland twins had the bad luck to fluff their performance the other night when a film big-shot was catching their act . . . A prominent Beach resident recently parked her car near the Mayfair Theatre, locking the door. She found the interior torn to pieces when she got back. Police have advised those leaving their cars for as long an interval as a theatre performance, not to lock their doors. Prowling thieves, they said, immediately spot locked cars as containing valuables, frequently indulging in vandalism out of sheer meanness when they find nothing to steal.

Una Merkel dropped around in person to see the first showing of her new starring film, "It's a Joke, Son," at the Cinema . . . Spyros Skouras was host to a party at a local club . . . Local theatregoers are being advised to take a look at the current newsreels of the Texas City blast and then make out a check which will be forwarded by the Miami Beach mayor to Texas City's mayor.

Irving Harris left his gin rummy game with Charles Moskowitz long enough to attend graduation ceremonies at the Miami Beach high school . . . Mrs. Minie Umanoff, a New York visitor, died of a heart attack in a local picture theatre recently . . . Ralph Danchez left for St. Louis en route to the coast where he will join his brothers Abe and George on a film-making expedition to Alaska.

The Gables' manager, Dan Boone, has added four Bugs Bunny cartoons to the feature, "Angel and the Badman" . . . Patrons who tore out the Rex Theatre's ad from newspapers on a certain day and presented it at the boxoffice received free frozen custard cones.

Newsreel shots of the opening of Wometco's new Miami are being screened at the Miami, Lincoln, Town, State, Capitol and Rosetta . . . William Forest Crouch, who seems to have a hex on him so far as Miami is concerned, has called off the filming of those Miami-made shorts. Jini Boyd, who had a good part, is the saddest girl in town.

Strongly influenced by the Florida constitutional amendment under which a motion picture studio would be free of ad valorem tax for 15 years, it has been reported by reliable sources in close touch with film executives here recently that within a year there will be a full-time studio established in Miami.

Ervin Quits MGM

CHARLOTTE—Ray Ervin has resigned as sales representative for MGM after serving that company for 18 years. He will be associated with George W. Baxter, southern district manager of the Zimmer Manufacturing Co., in the sale of orthopedic equipment. Ervin, originally from Washington, spent the last 11 years working out of Charlotte and will continue to make this city his home.

Kansas Citian Signs Contract

Martha Ross, 22-year-old brunet of Kansas City, has been signed for a long-term contract by United Artists.



One of the Doctor Christian Series — Another Ready—

MELODY FOR THREE

2 of a Series of the Famous Country Doctor. Music — Drama — Comedy

READY FOR JUNE . . . IT'S NEW First Run

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Al Duren Paramount Jacksonville Head

NEW YORK—Al Duren, sales manager for Paramount at the Atlanta exchange, has been named as manager in Jacksonville, Fla., by Charles M. Reagan, vice-president in charge of distribution. The Jacksonville exchange will be reopened June 1.

Paramount has been operating a shipping station in Jacksonville since 1939. Up to that time it was an exchange.

Bill Holiday, salesman in the Charlotte exchange, will become Atlanta sales manager. Lawrence Terrell, booking manager at Charlotte, will replace Holiday, and Joe E. Cutrell, booker, will succeed Terrell.

Southwest Briefs

NEW ORLEANS—"Henry V" played recently at the Lakeview Theatre here.

BATON ROUGE—Joseph Alex soon will start building a modern theatre for Negroes in the suburbs of this city.

NEW ORLEANS—Gene Youngblood, former New Orleans minstrel man whose son Jesse is now assistant manager of the new Joy Theatre on Canal street, died recently.

Oklahoma City—C. F. Motley, operations director for Griffith Theatres, recently received a request for Contact, the Griffith house organ, from W. J. Rayner of the Rayner Cinemas circuit in England, who wrote: "I would be honored if you would send me your house organ, Contact. I am very interested in American showmanship." Several representative issues were sent.

OKLAHOMA CITY—Business leaders and city officials here have asked the legislature to act quickly on a bill authorizing the people of Oklahoma to vote on whether they want a city sales tax.

DALLAS—Joe Joseph, local theatre broker, will begin construction soon on a 650-seat neighborhood theatre in fast-growing Cedar Crest Country club. Plans are drawn and CPA has approved.

PLAINVIEW, TEX.—W. R. Taylor, field supervisor for Chas. E. Darden & Co., the popcorn firm, spoke at a recent Kiwanis meeting here.

ANADARKO, OKLA.—Bob Hope and his radio sponsor, Charles Luckman, president of Lever Bros., will attend the Indian exposition here in August. Both are members of the Kiowa tribe. Luckman was inducted under the name of Chief Great Heart. Hope is Chief Eagle Beak.

NEW ORLEANS—Don DeFore, film star, was here with his wife on a short vacation.

DALLAS—Grosses at first runs here were far under par the week of the disaster at Texas City. Most residents were sitting at their radios.

NEW ORLEANS—Aaron Rosenberg, Alexander Golitzen and Jack Lawton of U-I were here recently hunting locations for scenes in Walter Wanger's production of "Tap Roots," a novel based on the war between the states.

CHARLOTTE

Variety Club has moved offices from 218 West Fourth St. to 122 South Poplar St. Clubrooms are maintained in Hotel Charlotte. Ruth Hardin is secretary in charge of the headquarters office . . . The engagement of Jeanette Wade, daughter of Mr. and Mrs. E. E. Wade to Keith Boone of Gibsonville, has been announced. The wedding will take place in June. Wade is owner of theatres in Belmont, N. C. . . . Funeral services were held for the father of E. M. Mobley, owner of the Towne Theatre in Edgefield, S. C.

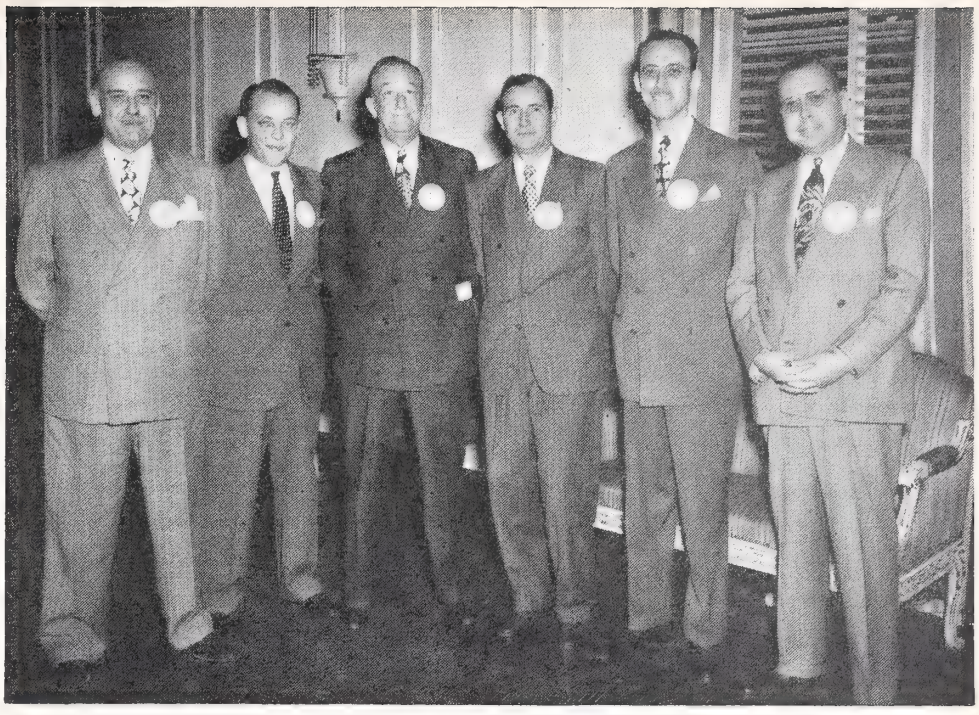
W. G. Driver, Screen Guild salesman, has turned into a great newshound. He reports this week: "If you want to see Fin Davis of the Mimosa, Morganton, N. C., you'll have to go to Lake James. He has a new boat, and a beauty, too." Driver adds: "Dave and Charles Cash are rebuilding the Gaston in Mount Holly, N. C., and expect to open in the late summer" . . . J. C. Greene of Johnson, S. C., will start building a new theatre in about two weeks . . . Bert Ram, Patricia, Aiken, S. C., will build a new theatre in Langley, and Bert and his brother-in-law, Sam Bogo, will build a new house in Batesburg.

RKO news: J. W. Loewe, southern sales manager for Samuel Goldwyn Pictures, with headquarters in Dallas, was here for conferences with Branch Manager Rovy Branon. Loewe is visiting offices in the southeastern district, and left for the Atlanta branch . . . Fieldman Frank Winsor was in Wilmington this week setting up an extensive advertising campaign on "The Best Years of Our Lives" for the Manor Theatre. The picture opens for an extended run there May 4 . . . Winsor was in Hamlet this week setting up a campaign on the picture for the Hamlet Theatre . . . Premiere showing of "The Farmer's Daughter" was the Carolina Theatre, Charlotte, April 27.

Warner Bros. notes: Jack Frye, head booker, has resigned. His future plans have not been announced . . . Jack Sims, formerly with MGM and more recently manager of Harry Cooke's Midway Theatre, Midway Park, N. C., has resigned to join Warners booking department, replacing Harry Wayne, resigned . . . Carl Kanup is a new employe in the cashier department. He was formerly with Universal . . . Ralph Iannuzzi, branch manager, has returned from a trip in Asheville where he conferred with Carl Bamford.

John Thompson, secretary of the Motion Picture Theatre Owners and Operators of Georgia, is visiting Ben L. Strozier, president of the Theatre Owners of North and South Carolina in Rock Hill. Thompson is from Vidalia, Ga., and is general manager of the Pal Amusement Co. . . . William A. Scully, vice-president and general sales manager of Universal-International, is here for conferences with the local manager, J. V. Frew.

H. E. Wessinger of the Carolina, Lexington, S. C., recuperated from a ten-day siege of flu, was on Filmrow this week . . . Visitors of the Row: Fuller Sams, Statesville; Mrs. Pearl Green, Hollywood Theatre, Manning; J. K. Whitley, Swanee Theatre, Kannapolis; Ben L. Strozier, Rock Hill; Mr. and Mrs. B. B. Anderson and Howard Anderson, Anderson circuit, Mullins; J. B. Harvey, Carolina Theatre, Clover; Tom Fleming, Sylva Theatre, York; Morris Littman, Sylvan Theatre, Rutherfordton.



THE LION ROARS!—Southeasterners were snapped at the sales convention of MGM held at the Hotel Astor in New York early this week, and they are, in the usual order: Jack C. ReVille, Charlotte manager; James E. Fly, Memphis booker; Charles E. Kessnich, district manager with headquarters at Atlanta; James L. Stanton, Atlanta booker; Irving Beck, Charlotte booker; Lou Ingram, Memphis manager.

Take Roles in 'Dark Bullet'

Mary Brian and Douglas Blackley will take featured roles in Screen Guild's "Dark Bullet."

Lightman Visits Florida

HOLLYWOOD, FLA.—M. A. Lightman, president of the Malco circuit of Memphis, is spending a brief vacation at the Hollywood Beach hotel, with occasional side trips to Miami. Lightman has been participating in a bridge tournament at the hotel. When he leaves Florida toward the end of the month he will travel to New Orleans, where he plans to attend the marriage of his son, Richard.

The world gross of American motion pictures is estimated to be $2,700,000,000 for 1946; foreign markets took $900,000,000 worth of films.

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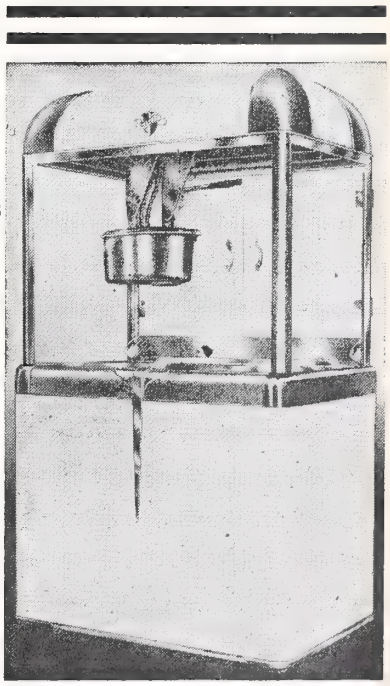
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BIRMINGHAM

Frank V. Merritt, head of Acme Theatres, spent several days in Atlanta. He was accompanied by L. Spiegler, controller for the circuit . . . Visitors here included Babe Cohen, district manager for Monogram, and Ben Jordan, Monogram salesman.

Rush P. Powell, owner of Powell Photo and Sound Co., was a caller . . . Spence Pierce, MGM publicist, also dropped in for a short stay . . . Roland K. Stonebrook, former manager of the Alabama here, has been made manager of the Orpheum in Omaha, Neb., according to word received by friends. Stonebrook formerly was manager of the Omaha in Omaha . . . William H. Neal sr., Ritz projectionist, has been ill.

Oliver Naylor, Lyric manager, vacationed in Philadelphia . . . Marvin Scarborough, engineer for Acme Theatres, has been ill . . . Another on the sick list was Edward C. Vaught, Melba doorman . . . Lauritz Melchior, who scored a distinct hit with Birmingham audiences in his concert at Municipal auditorium, was made an honorary member of the Alabama's Mickey Mouse club during his stay here.

MPMO members attending the Alabama Federation of Labor convention here included J. M. Stutts, Sheffield; Ed Tait and H. Browne, Mobile; J. C. Mauney, Gadsden; T. H. Lippman, Montgomery, and C. T. Gaston and J. C. Mathews, Jasper. Tate was an unsuccessful candidate for federation secretary. The out-of-town delegates were honored at a luncheon by members of Local 236, including J. C. Harper sr., president; J. F. Mankin, secretary; Ralph A. Root, business agent, and F. E. Walker, former treasurer.

Mrs. Frank Savoldi, the former Gloria Root, is now in Orlando, Fla., with her husband. A former employe of the Associated Press in Louisville, Ky., and the Louisville Courier-Journal, Mrs. Savoldi is now writing script for station WDBO, Orlando . . . A. S. Johnstone of New Orleans, international representative for MPMO, attended the meeting of Local 236 April 27.

John Douglas, assistant to Frank V. Merritt of Acme Theatres, and Francis S. Falkenburg, Alabama manager, have been named to the board of directors of the new press-radio-advertising-amusement club. "The Downtown Club" was selected by officers and directors meeting at the home of President N. H. Waters as the name of the new organization. Negotiations are under way for quarters in a downtown hotel.

"The Best Years of Our Lives" was held at the Birmingham for a fourth week, scheduled to wind up the run. "Moonlight Sonata" was booked to open Sunday, May 3 . . . "The Razor's Edge" moved to the Strand for a third downtown week, while "Mr. District Attorney" won a second downtown week at the Capitol . . . "The Shocking Miss Pilgrim" was held over at the Lyric after a week at the Alabama, while "Humoresque" opened at the Ritz . . . Frank Emerson, Royal projectionist, has moved back to the Capitol.

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FLOOR COVERINGS

FINE FURNITURE

WALL COVERINGS

STAGE RIGGING

DECORATING

WIL-KIN THEATRE SUPPLY, INC.

ATLANTA, GA.

CHARLOTTE, N. C.

"Everything for the theatre except film"

Sally Rand Not a Burglar Alabama Court Decides

BIRMINGHAM — Fan dancer Sally Rand was freed of burglary charges in county misdemeanors court here, while Harry W. Hennies, manager of Hennies Bros. Shows, was fined $50 and sentenced to five days in jail for contempt of court in having brought the charges.

Hennies had accused Miss Rand of breaking into a show wagon containing costumes and other equipment for her troupe during an argument over a contract for the dancer to appear with the carnival this season as a midway attraction. Miss Rand maintained the costumes were her property.

Hennies was released from jail after serving one day of the contempt sentence when his attorneys filed mandamus proceedings before the Alabama court of appeals. The appellate court will hold a hearing on the case May 11.

Just before Hennies was cited for contempt, state's attorneys charged that the case constituted "a malicious abuse of the processes of this court . . . and partakes of a publicity stunt."

Meanwhile, Miss Rand and Hennies left to join the show for its opening in Terre Haute, Ind. The show is scheduled to return to Birmingham, where it winters, for an appearance at the Alabama state fair next fall.

Lardner Signs Contract

Ring Lardner jr., has been signed to a new writer's contract by 20th-Fox and is scripting "Daisy Kenyon."

THE QUEEN FEATURE SERVICE, Inc.

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Complete Theatre Equipment and Supplies

Judge Camille Kelley Says Censor Futile

MEMPHIS—"I do not think local censorship is the answer," Judge Camille Kelley, Memphis world-famous juvenile court judge, said Monday when asked about censorship at the close of her speech before the Variety Club Tent 20 during which she had paid a remarkable tribute to the motion picture industry.

"I am very fond of the members of the censor board and I would not want anything I say construed against them," Judge Kelley cautioned. "I think the censorship should come from the beginning, when the picture is being made. I do not approve of the way dissipation has sometimes been made attractive, garlanded with roses and romance. I do not think crime should be made attractive. But if you get the wrong idea from one picture, the next one will set it straight again. Local censorship is not the answer."

Judge Kelley in her speech at the Ladies' day luncheon Monday said that in the 45,000 cases that she has tried not "more than half a dozen times" have the movies been named as the cause of juvenile delinquency.

Judge Kelley told the motion picture men that she took her boys to see western pictures "when the westerns were so wild I had to sit out front because I couldn't stand the boom-boom-boom."

"We will always try to find excuses for doing the wrong thing. 'Way back it was the dime novels that were supposed to make the little wildcat boys.

"People who decry pictures do not know pictures."

Just as everyone needs a corner for privacy, she said, "you need to go to the picture show, where you can let yourself down and be someone else for a little while.

"Movies are the only real relaxation from the world of stress. And they are educational as well as relaxing. I believe in recreation and pleasure.

"If you think there are some things in the movies which are bad and you are worried about your children seeing them, go to the movies with the children and point out and emphasize the things that you think are good.

"Movies will make a maid a better maid, a chauffeur a better chauffeur, a wife a better wife and a husband a better husband just as they will make a gangster a better gangster.

"Movies have shown the inside of humble homes and the inside of mansions and have shown that the same love affairs, same jealousies, same romance, same murders are common to each.

"More people are bored to death than murdered."

Calling attention to the money and thought put into production of movies, Judge Kelley said "we should take lessons from the pictures and give our children that same sort of thought."

"I am asked every day: 'Do movies do harm?' There are not as many as half a dozen cases in the 45,000 I have tried where movies have even been brought into the case as a contributing factor to the behavior problem."



SWANK IS THE WORD—The Strand Theatre in Memphis, completely remodeled inside and out, is depicted as it reopened this week with a roadshow engagement of "The Best Years of Our Lives." This first run picture brings a new policy to the Strand. The new lobby, structural glass front and signs are shown in the picture above. Inside there are new seats, carpets, draperies, etc.

Charlotte Barkers Score With Golf Tournament

CHARLOTTE—Variety Club's annual golf tournament and barbecue was a tremendous success. Three handicap prizes were given. A putter was won by Max Holder; a windbreaker by Cecil McCommons, and third place was a five-way tie, all receiving golf balls. They are Ralph Iannuzzi, Paul Cockrell, A. L. Stout, Hugh Sykes and J. E. McLeroy.

The low gross prize, a windbreaker, was won by Frank Winsor. First prize for horseshoe pitching went to Charlie Leonard and second to Charles E. Myers jr. of Rich Square. First in sweepstakes was won by George Graves and second by Jimmie Austin of Clinton, N. C.

In charge of various events were Joe Bishop for horseshoe pitching; sweepstakes, Carl Patterson and Charlie Leonard, with Gene Dyer arranging for all prizes.

Scott Lett was general chairman; Marsh Funderburk, A. B. Craver, Byron Adams, Max Holder, Gene Dyer and Carl Patterson assisted.

Atlanta to Have Television By 1950, GE Experts Say

ATLANTA—Atlanta will have television by 1950, P. C. Caldwell and T. A. Elder, both of the General Electric Co., told some 250 radio men from 11 southern states at the concluding session of the recent Broadcast engineers conference at the Biltmore hotel here.

Caldwell described television equipment layouts and Elder told about high frequency tubes. Both expressed optimism over the future of this phase of electronics.

M. A. Honnell, professor of elcetronics at Georgia Tech, told the results of a two-year survey of frequency modulation possibilities in the Atlanta area. With the usual type of vertical polarization, he said, the trees of the area would absorb a large volume of the FM waves.

"But with horizontal polarization," he continued, "there is no absorption at all and thus there are no FM 'dead spots' in the Atlanta area."

The conference concluded with a public exhibition of FM broadcasting, the first of its kind in Atlanta. The FM station at Georgia Tech broadcast an hour's musical program to the Pompeian room at the Biltmore.

Jacksonville, N. C., Fire Guts Onslow Theatre

JACKSONVILLE, N. C.—Fire which started on the stage curtain swept swiftly through the Onslow Theatre here, gutting the building and destroying the equipment. The building itself, valued at $25,000, was not damaged. There was no estimate as to the value of the equipment.

The Jacksonville volunteer fire department, marine volunteers who were on liberty from nearby Camp Lejeune and two truckloads of firemen from Lejeune battled the stubborn blaze for nearly two hours in a successful attempt to keep the fire from spreading. The house is owned by Everett-Stewart Enterprises.

Greenville, Miss., Fire

GREENVILLE, MISS.—Five reels of film were burned and the projection booth damaged, but employes and patrons escaped without injury in a Sunday evening fire at the Harlem Theatre here. Leon Brown, Negro projectionist, was burned on one hand when the film he was rewinding caught fire and he attempted to quench the blaze with an extinguisher.

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ATLANTA

N. E. Savini of Astor Pictures has left Atlanta for Dallas to visit the Astor office there . . . "Carnegie Hall" will be given its southern premiere at the Peachtree Art Theatre May 11.

Charlie Durmeyer, chief barker of the Atlanta Variety Club and president of the Southern Automatic Candy Co., made a flying trip to New York on business . . . John Stillman, the Tennessee showman, and Carl Floyd of the Stein & Floyd circuit in Florida visited here recently . . . Benton Pierce of the Crescent Amusement Co., Gadsden, Ala., will go to California with the Variety Club delegation.

Cecil Cannon, maestro of the Paradise room, is back at his left-hand table after a long illness . . . "The Best Years of Our Lives" will open here simultaneously in the Rialto and Hilan theatres, according to W. T. Murray, manager.

Vivian Teem, the lovely lark whose vocals have charmed night club patrons here for years, was married to George Emerson April 20. Vivian says she will continue her work for a while . . . Christine Smith, the local film censor, has put her okay on "Carmen," which, if the advance heralds mean anything, is pretty risque. The ads carried in many of the New York papers and reprinted in the advertising literature, exclaim: "A quaintly sex-conscious expercise . . . A bewitching actress, Vivian Romance . . . She's flashily voluptuous." This from the New York Times. But we all have an idea "Carmen" is not nearly as naughty as they'd like you to believe. "Carmen" will open soon at the Peachtree Art Theatre here.

Blackie London, the boss of AGVA, was here recently on his return to New York . . . Tommy Read jr., son of the Georgia Theatre Co. city manager, had the measles . . . Sam George, Atlanta theatre manager, his turned his talents to cabinetmaking and fashioned a bar for his College Park home. Look out, George, all Filmrow will soon be out there to see you.

Arthur Greenblatt of Monogram's home office has returned to New York after a sales meeting here with Monogram Southern managers from Atlanta, Charlotte, Memphis and New Orleans . . . Adolph Zukor II has returned to New York after five weeks of training in theatre maintenance and equipment under Nash Weil of Wil-Kin Theatre Supply, Inc. . . . Murphy Gwen of Houston, Tex., has been at PRC.

Cleo Manley of the Buena Vista Theatre in Buena Vista, Ga., was in on a pleasure and booking trip . . . Also in town to book: E. N. Barrett jr., Temple, Temple, Ga.; Mrs. Ella Wright and Mr. Wright, Georgia tent-show folk, and E. Martin, Grand Theatre, Montezuma, Ga.

I. B. Kantor, general manager of the Bach circuit, is confined to his home because of illness . . . Leonard Allen, southern publicity director for Paramount, went to Hendersonville, N. C., to judge a flower show.

Jane DeOvies, formerly with Paramount in Charlotte, has joined with the Monogram Southern booking department here . . . Bob Helms of the RKO home office visited the local branch.

C. T. Carter, general manager of the Hackel circuit, was a recent visitor . . . Also Mack Coker, Statham Theatre, Statham, Ga. . . . Agnes Hurt and Elsie Steerman have been added to the force at Republic here.

Bill Aiken and Dick Reeser, owners of the Swan Theatre in Norcross, Ga., were in on a pleasure and booking trip. Bill once managed Loew's Grand here . . . Mrs. Joseph Bach, 78, died at her home here April 22. Mrs. Bach was the mother of the late L. S. Bach, founder of the Bach circuit.

J. J. Hughes of the UA home office visited the local office . . . Johnnie Baehman, local manager for the same company, visited Florida with Carlos Moore, Florida representative.

John W. Mangham, president of Screen Guild and Film Classics of Georgia, made a business trip to New York . . . Walter Hickey is back from a tour of Florida, where he closed deals with circuits . . . Tom Gunin of the PRC home office went to Dallas after a visit here . . . Grover Parsons, southern division manager for PRC, also was in Dallas . . . R. L. McCoy of Eagle-Lion visited Dallas on a business deal.

R. E. Almand, Savine Theatre, Marysville, La., was here on a visit to his home town and to see his mother . . . Laura Smith has been added to the booking department at Warners.

News from the Georgia Theatre circuit: Mrs. Hal Bean, wife of the projectionist at the Bijou Theatre, Brunswick, Ga., gave birth to a baby daughter . . . James Grubbs, projectionist at the Ritz, Barnesville, Ga., reports that two strange men came into the theatre the other day and introduced themselves as Whitaker and Stembler. The manager of the Ritz was away that day and Grubbs says he felt rather abashed for a few minutes, but soon realized that they were "just members of the big Georgia Theatre circuit family" . . . Lillian Browning, secretary to Mrs. Alma King, manager of theatres in Brunswick, Ga., is back on the job after a minor operation.

Eddie Addison, southern publicity director for Eagle-Lion and PRC, returned from a tour of Florida and left for a meeting in Dallas . . . In the city: Walter Brackin and Haywood Whaley, Ozark Theatre, Ozark, Ala.; John McLellan, Drive-In, Leesburg, Ga., and Mary Hayes Davis, LaBelle, LaBelle, Fla. . . . Miss Florence Roberts, secretary to John Mangham of Film Classics, has resigned.

And more from the Georgia circuit: John Harrison is going through the headaches and heartbreaks of building a new home. It'll be a brick job in the swank section of Waycross . . . Charlie Powell is up to his ears in blueprints these days. He hopes to have refrigeration installed in the Colquitt at Moultrie, Ga., before the heat wave hits.

Congratulations again to P. E. McCoy of the Miller Theatres, Augusta, Ga., for his first quarter award in one of the tradepaper showmanship competitions. McCoy is a consistent showman who is in there pitching all the time with the top exploiteers of the nation.

Charleston, S. C., Seeks Receipts for Charity

CHARLESTON, S. C.—The Charleston city council is considering a proposal to channel receipts from Sunday theatre admissions into a special charity fund.

Under the present ordinance, theatre operators distribute the receipts of Sunday shows, less actual expenses, to a charity of their own choosing.

Carroll L. Williams, chairman of the city finance committee, said the city's charity expenditures run to about $194,000 annually and some relief must be obtained. A city admissions tax of 1 cent raises about $48,000 annually.

Is Willie's Face Red?— 'Fortune' Is Only $4!

MEMPHIS—The mystery of how much money was hidden in the crack in the box-office floor at the Strand Theatre has been solved.

Willie Webster, porter, asked the management when the Strand was remodeled if he could have all the money found in the crack. The management agreed. Willie found $4.

Cashiers through the years had been much more careful with change than Willie hoped.

Montgomery County Vote Beats Sales Tax Scheme

MONTGOMERY—Voters of Montgomery county defeated a proposed 1 per cent sales tax by 3 to 1 in a special referendum. Revenue from the tax was to have been earmarked for increasing schoolteachers' salaries and for building a county hospital.

'Henry' to Chattanooga

CHATTANOOGA—Eight performances of "Henry V," starring Laurence Olivier, have been announced for the Riviera Theatre here for four days starting May 13. Prices will be $2.40 and $1.80 evenings and $1.80 and $1.25 matinees, with a 20 per cent discount for student groups.

June Havoc in 'Intrigue'

United Artists has handed June Havoc a top role in "Intrigue," starring George Raft.

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TOWN ..... STATE .....

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New Halifax Theatre To Have Lobby Bar

HALIFAX—On innovation in the plans for construction of a 1,000-seat brick, concrete and steel theatre to replace the 76-year-old Community here is a horshoe bar in the center of the outer lobby. Patrons coming in from the street will walk on both sides of the bar, which will be operated by the theatre.

Full fountain service, light lunches, candy, etc., will be merchandised to street and theatre trade during and outside show hours. The boxoffice, with summer and winter openings, will be at the bar mouth. There will be store space with basement storage underneath at the other side of the front.

Special attention has been paid to acoustics in the plans for the new stadium-type building. Recessed vented walls with celotex covering will be used. The heating, air conditioning and ventilating are all incorporated in one unit with circulation through thermostatic diffusers in the ceiling.

The walls will be of concrete blocks with brick facing, and the front of artificial stone and black vitrolite, decorated with extruded alumilited aluminum. The boxoffice will be of corrugated stainless steel and plate glass, and the slanted entrance doors of tuflex glass. Steel columns and trusses are to be installed throughout the building.

The suspended projection booth will allow for seating underneath. The booth will be of concrete and steel, with toilet, wash bowl, and possibly a shower.

The lighting in the auditorium will be recessed behind acoustical wall brakes, and with operation by circuit dimmer control.

Franklin & Herschorn, sponsors of this replacement for a former church they operated about 26 years, are considering changing the name. The price will be upped 5 or 10 cents above the Community 25 cents top.

Report Bogus Film Scout Operating in Montreal

MONTREAL—Police have issued a warning to all high schools and department stores concerning a bogus film scout who is reported to be operating in the city. The suspect is reported to have approached 15 girls in the last few weeks, offering them roles in a nonexisting film supposed to be shot soon at St. Hyacinthe.

The "scout" claims he works for Quebec Productions, Ltd., and that the film is to be "Junior Prom" starring Jennifer Jones and Cornel Wilde. No such film is planned, according to Paul L'Anglais, head of the Quebec Productions.

Police said that the man has already visited several local high schools. In some cases, he spoke to the principal requesting cooperation in interviewing candidates. He also has visited department stores offering screen tests to salesgirls.

Officials of Quebec Productions suggest that all girls approached by this "scout" should contact their office for confirmation or with police headquarters.

'Carmen' in Toronto

TORONTO—"The Way to the Stars" completed its local first run at the International Cinema after seven weeks and was followed with the Italian opera picture, "Carmen," which was accorded high praise in the press reviews. This arty theatre has booked special British, French and Italian features for future weeks. Another Italian film opera, "Mama," is currently at the Hollywood, the ace house of the Premier circuit, also in the north end.

Ralph Foster of NFB Back From Australian Mission

OTTAWA—After two years in Australia Ralph Foster has returned to the administrative staff of the National Film board here. A former Toronto and Windsor newspaper man, Foster went to Australia for John Grierson, then commissioner of the board, to supervise distribution of Canadian government films.

Following his arrival Foster was invited to become film commissioner of Australia and was loaned to help organize film production in that dominion. He reported that 30 films had been made in Australia during one year's operations.

Appeal Filed to Prevent New Theatre Erection

MONTREAL—An appeal has been filed in the court of appeals on behalf of Mrs. Rose Silverstone in a case in which she sought to prevent the demolition of a building on St. Catherine street and the construction of a motion picture theatre on the spot.

In the superior court Mrs. Silverstone asked for a writ of prohibition to prevent N. A. Timmons, Ltd., owner of the building, from ousting some 40 tenants. In addition to housing accommodations the building included commercial premises.

Justice Pierre Casgrain refused to grant the writ on the ground that the matter in dispute lay entirely within the jurisdiction of the rental administrator of the wartime prices and trade board. A hearing already has been held before the local rental administrator, but his decision has not yet been given.

Fleeing Bandit Captured In Imperial at Toronto

TORONTO—The big downtown Imperial got a questionable "mention" when police fired at two holdup men after they had robbed a nearby restaurant, one of the robbers dashing into the crowded theatre in a getaway effort. The officers guarded the Imperial exits and eventually grabbed one of the hunted men, Carl Miller of Calgary, who was charged not only with robbery but with illegal possession of narcotics.

The police refrained from use of firearms in the immediate vicinity of the theatre and there was no alarm among the patrons during the chase.

Fitzgibbons to Lead Tent 28 Delegation

TORONTO—A substantial delegation will represent Toronto Tent 28 at the annual convention of the Variety Clubs International May 13-17 at Los Angeles, although the Canadian branch is less than a year old and is still struggling with the problem of securing a permanent clubhouse.

Among Toronto members who have already made reservations for the convention trip are Chief Barker J. J. Fitzgibbons and R. W. Bolstad, both of Famous Players; Nat Taylor, Raoul Auerbach and Harry Mendell of 20th Century Theatres, and Syd Samson, Canadian general manager of 20th-Fox.

One of the messages that the Toronto tent will take to the meeting is that it has adopted as its chief project the establishment of a vocational training center for disabled boys and girls which would be operated in conjunction with the Ontario Society for Crippled Children. There has never been a training school of this type in Ontario, and the members of the local tent are keenly enthusiastic about the program feature, which is expected to have an initial cost of $30,000.

The Toronto tent is looking forward to the playing in Canadian theatres of films which will bring out the activities of the Variety Clubs. A percentage of booking revenue is to be diverted to the fund of the Toronto organization in due course.

Day-Date Policy Succeeds At FPC Winnipeg Houses

WINNIPEG—The new day and date policy, which Famous Players has initiated at the Metropolitan and Uptown, got away to a tremendous start with "The Jolson Story," which both houses played for three weeks.

Famous Players offiicals concede that the Jolson musical was not a good indication of the ultimate success of the new policy, since the picture was an unusually popular one. However, they feel that indications point to the long-term success of the policy.

The plan was initiated to take the load off the Metropolitan, which has had difficulty coping with the crowds turning out for some of the pictures, and at the same time to build the palatial Uptown to the status of a first run house.

About 600 theatrical shorts are produced each year in Hollywood studios.

All's Well Except for Exhibitors

CALGARY—Once again has Edmonton put it over Calgary.

Calgary had a big argument over daylight saving time last summer and the city council decided to put the matter to the citizens. An election was held last fall, and daylight saving won handily. The decision then was put up to the provincial government committee, which hemmed and hawed—thinking of the strong farm bloc—but agreed that Calgary was in the legal right. Despite strong opposition, the government had to give in. Calgary's daylight saving time was saved—after vast effort.

Edmonton citizens wanted to emulate Calgary and also save time. But unlike Calgary, its charter did not have the authority to institute it, either with or without an election. The provincial legislature, when asked, flatly refused permission. It was easier to stand pat with Edmonton than take something away from Calgary. Edmonton could not have daylight saving.

"Oh, yeah?" Mayor Ainlay replied. He announced almost immediately that if every clock in the capital city were turned ahead an hour, no law would be broken and Edmonton actually would have fast time. In other words, it was up to the people to go ahead anyway if they wanted fast time, and he advised them to do so. Recently he issued an official proclamation to that effect.

Calgary citizens heard of the climax with wry faces. A few days later, Premier Manning announced that all the government offices in Edmonton would go on daylight saving time at the same time.

Everyone in both large Alberta cities is pleased with the exception of exhibitors. Fast time is just another nuisance to them. It will help rival sports events, keep folk on the golf courses, on tennis courts, out riding, and in gardens. With the long summer daylight hours here, last performances will be starting before the sun sets.

VANCOUVER

Columbia will do most of the location scenes for "Smoke Bellew," a Jack London story of the gold rush days of '98, in and around British Columbia. Sidney Salkow, director, and assistants have been in Vancouver checking shooting spots.

Harvey Hunt, Odeon's head booker and buyer, is here from Toronto on his first British Columbia trip. He will visit Victoria and Vancouver Island points before returning east. Odeon's Hastings, formerly the Beacon, now on a straight picture policy, may revert to vaudeville-film after the roadshow engagement of "The Best Years of Our Lives."

The downtown Strand is getting an interior beauty treatment by the Girvan studios here. The Strand, a Famous Players spot, is a former Allan house and one of FPC's consistent money-makers . . . Lloyd Muir, RKO western Canada exploiteer, did not miss out on the Vancouver visit of stage and film star Brian Aherne, here with Katharine Cornell for three performances at the Lyric in "The Barretts of Wimpole Street." Across the street, meanwhile, he was appearing at the Orpheum in "The Locket." Muir gave a cocktail party for newspaper men and the trade to meet Aherne. The stage show was a sellout at the Lyric, and "The Locket" opened to big business.

Local exhibitors noticed a sharp decline in candy sales the first few days after the increased prices of candy bars became effective. However sales came back to average when patrons resigned themselves to the situation. Although candy counters have been installed only a few months in the local houses, business has been very good with sales increasing monthly according to the product available. One house in particular, the FPC Strand, rates in the top draw for the Dominion for sales, which proves that location of counter plus merchandising pays off.

Lee Wakefield of Victoria will erect a drive-in theatre near the capital city this summer to accommodate 700 cars. Edmonton, Alta., also will have one if the proposition of Herbert Knowles to build a 900-car drive-in there is granted a permit by the provincial license committee.

The music of the hurdy-gurdy may be stilled forever in the city parks and playgrounds. Rowe Holland, park board chairman, said the board may refuse to allow carnivals to operate in city parks. Decision stems from the city council's thumbs-down action on a license application from Crescent Shows to operate in Vancouver city parks. Theatre men are vitally interested as the carnivals do cut into their business, especially the juvenile trade.

They say every man is entitled to his day in court. Hymie Singer, former owner of the State vaudeville house here, went that one better: he has had a week in court where he is appealing from a three-month jail term for a strip-tease conviction. No decision has been given to date. Newspapers gave the case front page mention.

Roy McLeod, manager of the Odeon Hastings is a keen basketball fan. His son Bud is a member of the Dominion's champion team, the local Meralomas who are playing the Windsor, Ont., Assumptions in the finals here this week.

Ross Beesley, ASN cameraman, was in the news when he gave a talk, "Headline Hunting," at the Board of Trade dinner at Hotel Vancouver. Beesley, in slightly more than a year, has made 51 newsreels in British Columbia for international distribution.

'California' Leads Wet Toronto Week

TORONTO—Showery weather sent patrons to theatres and away from outdoor activities and business, generally, was steady with four holdovers keeping up a fair pace. The Eglinton and Tivoli had the sixth week of "The Jolson Story" and the Uptown continued with "The Egg and I" for a fourth week, with Shea's keeping "13 Rue Madeleine" for a second week. The leader of the week looked to be "California" at the Imperial. Sports opposition included the senior amateur hockey playoffs between Montreal and Calgary at Maple Leaf Gardens.

(Average is 100)

Capitol and Victoria—**The Return of Monte Cristo** (Col) 95
Eglinton—**The Jolson Story** (Col), 6th wk..... 90
Imperial—**California** (Para) 110
Loew's—**The Sea of Grass** (MGM)..... 105
Shea's—**13 Rue Madeleine** (20th-Fox), 2nd wk..... 95
Tivoli—**The Jolson Story** (Col), 6th wk..... 90
Uptown—**The Egg and I** (U-I), 4th wk..... 90

Baseball, Daylight Saving Cut Vancouver Grosses

VANCOUVER—It was another sad week here for the show business with night baseball, daylight saving and the income tax bite all to blame. Even ace attractions like "The Best Years of Our Lives" at the Hastings, and "Stairway to Heaven" at the Vogue did not do any too well.

Capitol—**It's a Wonderful Life** (RKO).....Moderate
Hastings—**The Best Years of Our Lives** (RKO)....Good
Orpheum—**13 Rue Madeleine** (20th-Fox).....Poor
Paradise—**Devil Bat's Daughter** (PRC);
The Face of Marble (Mono).....Average
Plaza—**That Brennan Girl** (Rep);
The Ghost Goes Wild (Rep).....Moderate
Strand—**Les Miserables** (PRC);
Stanley and Livingstone (PRC), reissues....Average
State—**The Haunted Mine** (Mono), plus vaudeville .....Disappointing
Vogue—**Stairway to Heaven** (E-L).....Good

Calgary Business More Normal With Hockey Playoffs Ended

CALGARY—With hockey playoffs finished, the theatre business has returned to a more normal status as summer approaches. Indications are that more live, aggressive showmanship will be needed. Revivals may be slipping in public favor. "Captains Courageous," reissued by MGM, played but four days at the Palace where "The Shocking Miss Pilgrim" also failed to last out six days.

Capitol—**The Razor's Edge** (20th-Fox).....Good
Grand—**The Magnificent Doll** (U-I).....Fair
Palace—**The Shocking Miss Pilgrim** (20th-Fox).....Fair

Public Accepts Price Hikes Made After Freeze Ended

WINNIPEG—About 70 per cent of Winnipeg theatres have raised their admission prices since the Dominion government lifted the order freezing theatre prices, and so far there have been no repercussions from the public.

Famous Players were the first to increase admissions, adjusting prices around April 1 to eliminate the inconvenience of handling odd pennies. FPC officials prefer to regard the new price scales as a "leveling" instead of an actual increase. "The public has accepted the new prices with good grace," a Famous Players representative said this week.

Western Theatres also has made slight increases at its houses.

Fitzgibbons Is Speaker

TORONTO—President J. J. Fitzgibbons of Famous Players Canadian Corp., who's as Irish as they come, made a hit as the speaker at a dinner meeting of the film division of the United Jewish Appeal here. Sholome M. Gelber also spoke. The assembly contributed $23,000.

ST. JOHN

A recent change in bookers at the Columbia exchange here presaged a change in the managership. Lou Simon, booker, transferred here from Columbia's Winnipeg exchange, has been with the company in Canada about 12 years. He started as a youth and is now in his 30s. He probably will be advanced to manager at the end of this year, when Joshua "Joe" Lieberman, in the film trade 30 years, is expected to leave distribution and concentrate on exhibition. Lieberman is a partner with Mitchell Bernstein, also a former distributor in the B&L Theatre circuit, operating a string of houses in a number of small towns and villages in New Brunswick and Nova Scotia.

Participating in a series of huddles at Montreal on final plans for the new Community Theatre in Halifax were Mitchell Franklin of St. John, Peter Herschorn of Halifax and Ivan Haley of Dartmouth, representing the Franklin & Herschorn circuit, and Luke, Little & Mace, architects. The F&H executives also arranged for purchases of equipment and fixtures for the Community . . . A dog was given away to the holder of a lucky ticket on the opening night of the Gaiety Theatre in Halifax.

Dr. Florence Murray of Halifax and Kentville, N. S., who is returning to Korea for medical missionary work, says Koreans and Japs think the inhabitants of Canada are all cowboys and Indians. They get that idea from the U.S. films they see, which are mostly westerns. Dr. Murray was in Korea from 1921 until she was interned by the Japs in 1942. She returned to Nova Scotia after the Japs were defeated.

Patti Morgan of Hollywood visited her mother, Mrs. Archie Wentzell of Indian Point, N. B., recently after completing her first film role, in a UA picture titled "Here Comes Trouble." She has returned to Hollywood. Patti was in a New York night club chorus before she went to Hollywood. Another Lunenberg county native, Hank Snow of Blue Rocks, a warbler of cowboy ditties, was supposed to have made his Hollywood debut recently in a saddle saga.

Sentences of seven years each for armed robbery have been given Joseph A. L. Gerard and Paul Emile Bougie, both of Montreal, who took $134 from the boxoffice of the Capitol Theatre in Fredericton. They will serve their sentences in the prison at Dorchester, N. B. Gerard faces several other theft charges in Canada and England and Bougie is wanted by police in both the U.S. and Canada. The seven-year sentence was one of the toughest penalties for theft given by the maritime courts in recent years.

WINNIPEG

The Dominion and Rialto have reached a long way back for the revivals playing at both houses. The Dominion's bill has "My Life With Caroline" on a double with "The Devil and Daniel Webster." The Rialto also dug to the bottom of the vault for "Strike Me Pink" and "Come and Get It."

"Ice Cycles of 1947" stayed a week at the Amphitheatre to fair business . . . E. A. Zorn, Famous Players division manager, was sick . . . Vic Armand of Vancouver, Famous Players supervisor of construction, was in town.

Tito Guizar in 'Spanish Trail'

Republic has set Tito Guizar for a featured role in "On the Old Spanish Trail."

Scarboro Folk Fight Drive-In Theatres

MONTREAL—Following the Quebec government's ban on drive-in and open air theatres, the town council of Scarboro, Ont., has delayed action on two applications for permits to build drive-ins after hearing protests from a group of ratepayers.

An application was made two weeks ago by a company which proposes to build on McCowan's side road north of No. 2 highway. The building would be set in a 40-acre field and would cost approximately $150,000. It would feature individual car speakers and use a 40x50-foot screen.

The delegations opposing this plan were from the Gordonvale veterans subdivision and from Scarboro Collegiate Heights Property Owners Ass'n.

A resident of Gordonvale area told the council: "Our organization has passed a resolution against construction of this type of theatre in any part of the township.

Reeve R. H. Palmer said that the company proposing the theatre had been granted a license by the province to do so and that when such a license was obtained municipal councils were obligated to allow the theatre to be built in the township or incur a fine of $20.

A second application for such a theatre was made by Spencer Clark of Scarboro, representative of a syndicate which intends to develop Cliffside Golf property at Scarboro Bluffs. Clark showed plans for the theatre which would be located at the eastern end of the golf course.

Councilor Hilda Murray asked if his company had obtained a provincial license and was informed that the company has made application and has been informed that the license would be granted. "If the province is going to continue issuing these licenses, some of us are going to start losing $20," said Reeve Palmer. Cries of "We'll help you pay it," came from the delegations.

One delegate called the theatres "legalized petting parking lots."

Council decided to leave the matter in abeyance until the next meeting.

Motion Pictures Get Home In Far Northern Community

BEAVER LODGE, ALTA.—One of the best community halls in a small Alberta town is nearing completion in this far northern community.

The building is at the street corner and has a 150-foot frontage which faces the intersection diagonally. The front is constructed of split rough tree trunks in log cabin style, covering a building of sound construction.

The building houses a 35mm theatre, now completed and in operation, plus a dance hall and coffee counter on the first floor. Above are school rooms and space for fraternal and club meetings, plus a chemical laboratory. In the basement there will be a bowling alley, school rooms and a teachers' room.

Exhibition of motion pictures has been a boon to social life in the community, and the theatre is now one of the chief attractions of the commounity house. The enterprise is self-supporting.

NFB Film Televised

MONTREAL—The television service of the British Broadcasting Corp. recently televised Canada's National Film board production "Out of the Ruins," a documentary film which gives an account of how the people of Greece are restoring their lives and land with the help of UNRRA.

MONTREAL

Despite floods in Cartierville and a recent severe and unexpected snowstorm a large force of mechanics and artists are busily renovating, repainting and beautifying Belmont park for its "grand premiere" May 10, 11. After this preview the park will be closed to the public until its official reopening May 17. Besides a variety of new attractions, Mart Kenney and his Western Gentlemen, known across the Dominion through coast-to-coast broadcasts, will make a personal appearance for the preview, coming direct to Montreal from the Royal York, Toronto.

Filmrow notes with pleasure the return of George Ganetakos, managing director of United Amusement Corp. from an extended holiday at Miami . . . Ameen Lawand, booker at Confederation Amusements, has returned from a month's vacation at Daytona Beach, Fla.

John Levitt, Columbia salesman, was in New York to meet his wife on her return from Mexico City. The reunion coincided with their 25th wedding anniversary, and they were given a party in the Bristol hotel by New York friends who wished them many more such pleasant occasions . . . In town for the premiere showing at His Majesty's of "La Forteresse," which was produced at St. Hyacinthe by Quebec Productions Corp., were F. H. Fisher, Canadian general manager of Eagle-Lion, here from Toronto, and Ray Lewis, owner of Alliance Films, from the same city.

Ted Carey from the Toronto office of RKO where he is assistant to Leo Devaney, Canadian general manager, has returned to that city after a month in Montreal checking sales . . . Monique Ouellette is the new reviser at PRC . . . I. Feldman, booker at PRC, is on sick leave for a few days.

Simone Moreau, bookkeeper at the Monkland avenue office of 20th-Fox, has been visiting New York as guest of the company. She was winner of a contest, for which the prize was a trip to New York, all expenses paid by the company, which also provided an escort for her during her stay in the American metropolis . . . Gwen Cameron assistant cashier at Warners, has returned from a vacation in Newfoundland.

Jean Morin, who has represented Foto-Nite for two years, has left to become manager of a new 600-seat Montreal theatre, the Bijou, at the corner of Papineau avenue and Boulevard St. Joseph which will open shortly . . . Frank Vaughan, Canadian general manager of Monogram spent three days in Montreal on business . . . Other visitors included Claude Charbonneau, manager of the Madelon Theatre, Cap-de-la-Madeleine, who is the father of a little girl born a few weeks ago.

Armand Champagne of Asbestos, owner of the Royal, East Angus, dropped in at Paramount office on Filmrow, and so also did Georges Champagne of Shawinigan Falls, owner of three theatres there, the Auditorium, the Cartier and the Roxy . . . "The Best Years of Our Lives," which is running at the Kent, opened at the Empire in Quebec with the entire mezzanine on the opening night reserved for distinguished guests . . . A Veilleux from St. Georges de Beauce, where he owns the St. George's theatre, visited Montreal on business.

Mayor Camillien Houde, CBE, of Montreal, was host at the city hall to the cast and directors of the Canadian-made film, "The Stronghold," and its French edition, "La Forteresse," made at St. Hyacinthe by Quebec Productions. After wishing them success in their venture, he invited them to sign the city's "golden book," which contains the signatures of royalty, and leading world statesmen, generals and other distinguished persons. Later the French consul in Montreal, Monsieur Gabar, arrived and also signed the golden book.

Vancouver Showmen Say Patrons Shun Reissues

VANCOUVER—Many exhibitors in this area feel that reissues are getting out of hand. Alleged indiscriminate releasing of old product by certain distributors under the guise of reissues is also creating concern among major companies, who feel some of these obsolete films will hurt the chances of their own carefully selected reissues.

Many western Canada exhibitors booking the oldies as second features on double bills have lodged complaints with the exchanges, figuring that their patrons won't go for any reissues if they're fed a steady diet of the ultra-oldies. Sales resistance is growing against booking so many revivals in British Columbia theatres and boxoffice receipts are dropping off rapidly on the antiques, say many showmen.

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TORONTO

"The Best Years of Our Lives" opened to big business at four Odeon houses in eastern Canada; the Capitol at Hamilton, Avalon at Ottawa, the Kent at Montreal and at Halifax, following effective promotion work by Gordon Berger of the New York home office of RKO and the local managers.

Lloyd Mills, former manager of the Belsize, spent several days in Montreal before returning here April 26 without revealing plans for his next theatre assignment. Mills resigned three months ago to enter another business line, but has decided to return to the theatre field.

Betty Bissland, long with Regal Films here, has returned from an extensive holiday jaunt during which she flew to New Orleans, then enjoyed a boat cruise around the West Indies.

The FPC Parkdale figured in an unusual incident in which Brian Fox, a 4-year-old boy, found himself locked in the theatre after the last show. Police had searched the west end for over four hours before a constable saw his smiling face through the glass of the front door. He could not be released until a call had been sent to the manager, Walter Graydon. Although his parents were frantic, the boy was undisturbed, merely telling the officers that he had seen the show twice and he liked the horses and dogs in one picture.

'Shipsaw,' Power Dam Film, Premiered at Arvida, Que.

MONTREAL—"Shipsaw," documentary depicting the planning and building of the power development project at Shipsaw, Que., was premiered at Arvida, Que., recently.

The film, produced by the Aluminum Co. of Canada, has been shot in both English and French for showing to schools, service clubs and other fraternal organizations. It shows the difficulties involved in completing the project in record time and also how, because of previous enterprise, the first stage of the development was completed and ready long before war clouds appeared on the horizon. Much of the footage was shot during actual construction.

The premiere, sponsored by the Saguenay Industrial Development Ass'n, was before a gathering of industrialists and business men as part of a program which included visits to the aluminum, magnesium, aluminum sulphate and abrasives plants in Arvida.

Tells Where Dollars Go

WINNIPEG—The Garrick has taken extra newspaper space in its ads plugging "The Best Years of Our Lives" to tell patrons where a large chunk of the admission prices are going. The ads point out that of the 80 cents charged for matinees, the Dominion tax is 12 cents and the provincial tax is 6 cents, leaving the actual admission charge at 62 cents. Similarly, it is pointed out that of the $1.30 charged for evenings, the house collects only $1, with the Dominion taking 20 cents and the province getting another 10 cents.

The Tribune gave the Garrick's current showing of "The Best Years of Our Lives" a big puff when it practically turned over its entire Saturday motion picture page to the film. In addition to a lengthy review extoling the picture's merits, the paper ran a three-column cut of a scene from the film, together with a long story about the Oscars which it won.

No Commercial Bingo In Quebec After Edict

MONTREAL—The Quebec provincial government's ban on commercial bingo has locked the door on an enterprise of major proportions and left many religious and charity organizations seeking other ways of raising funds.

A provincial survey reveals that as far as can be ascertained no commercial games have been played in the province since Premier Maurice Duplessis clamped down last month and declared that such games are "an intolerable challenge to the respect of laws and public interest, an intolerable danger to social welfare."

Some Quebec merchants complained that women were spending so much money on bingo they had none left to pay their bills.

The provincial ban followed a local ban imposed last year by police and Catholic archdiocesan authorities. Bingo had become a major source of revenue for a number of Montreal parishes.

In the city of Quebec, probably the largest bingo center in the province, scheduled games were canceled after Duplessis' announcement and money was returned to players who had bought tickets in advance.

The bingo halls ranged in size from church basements to giant hockey arenas. The largest bingo operator in Quebec was a grocer who said his equipment included 32 telephones and loudspeakers and 80,000 bingo sheets, costing him $5,600. He started giant games last November and ran them once monthly until the ban.

Eight thousand players attended this operator's biggest game, staged for an ambulance association, and the gross receipts were $41,000. The ambulance society received $20,500 from the game, the patrons got $12,500 and operator was left with $1,500 after paying rent for the hall, his advertising and miscellaneous expenses.

CALGARY

The Edmonton Theatre Five-Pin Bowling League held its 13th annual banquet in the Club Roosevelt this week. About 150 guests attended. R. Keil, league president, presented the prizes. The cup went to the Rialto A and second prize to Capitol B team. Rialto A was the winner of the first half playoff and in the second half, Capitol B finished first.

R. Shipley, associate of the Sharp circuit, has proven his worth as an amateur moving picture man. He exhibited a finished film in the exchange projection room where the film exchange personnel got a view of themselves leaving work for the day. Quite a treat for the staff as they picked out each other hurrying off for bus or tram. The short film session was completed with some excellent shots taken by Bob of picturesque Banff, the Stampede and oilfields at nearby Turner valley.

I. F. Shacker of Hanna was in Calgary booking films for his houses at Kindersley, Saskatoon and Hanna, this week. He reports business is recovering from recent storms.

Calgary motion picture industry contributed generously to the Red Cross and Community Chest drive, now closed. The totals contributed brought congratulations from pleased officials of the drive.

William Guss, manager of Regal Films, has scant leisure hours these days. He has been roped into much voluntary work this month organizing meetings and collectors for various welfare organizations.

OTTAWA

The National Film society has gone into the film distribution business on a fairly large scale. A booking list of 27 short subjects in 16mm has been issued, showing rentals of $1 to $3 a day. The same pictures are offered for outright sale to community organizations or individuals at $25 to $75 a print, all being one-reel films.

Two service clubs at Kingston, the Kiwanis at noon and the Kinsmen at night, heard Arch H. Jolley, executive secretary of the MPTA of Ontario, speak on the importance of the film industry and its relation to the community . . . . In playing "Ladies' Man," Manager Henry Marshall of the Regent enjoyed the cooperation of three music shops in advertising and displays of records featuring the Spike Jones City Slickers.

Manager H. Berlin of the Somerset, neighborhood house which has had excellent success since its opening 10 years ago, announced price increases effective April 28, falling in line with advances at local Famous Players and Odeon houses.

"Mama," the Italian opera film released in Canada by Alliance Films, will open at the Little Theatre May 7. Manager Casey Swedlove, who is featuring foreign-language pictures, played the Soviet picture, "Stone Flower," April 23-26. This feature was credited with being a beautiful production.

The National Sportsmen's show of Canada was featured during the week of April 21 at the Coliseum as the first postwar exhibition in the capital. It drew tremendous crowds, with the result that theatre patronage was off during the whole week.

Manager Claude Hunter of the Odeon, Kingston, caused a rush to his Movie club Saturday morning performance when he offered comic books to the first 500 patrons.

Mayer, Nephew, Finance St. John Improvements

ST. JOHN—Louis B. Mayer, production head of MGM, and his nephew, Jack Cummings, an MGM producer, are sponsoring a $15,000 improvement program for the Jewish cemetery on the eastern outskirts. Each is bearing half the cost.

Cummings is expected in St. John, his home town, this summer, and will participate in ceremonies at the cemetery. He will also likely be guest of the city at a dinner. His mother was a sister of Mayer, who was brought to St. John by his parents from Omsk, Russia, his birthplace, when he was a boy. He left when he was a young man, and his first affiliation with the industry was at Haverhill, Mass. His mother is buried in the Jewish cemetery here.

Cummings had been in the shoe trade and later in film distribution before joining his uncle at Hollywood as an MGM producer.

Jerry Mayer, brother of L. B., is also on the MGM staff in Hollywood.

Louis, Jerry and Rudy, brothers, had been in the junk trade in St. John with their father, who founded the business.

New Manitoba MPEA Constitution

WINNIPEG—The constitution committee of the Manitoba Motion Picture Exhibitors Ass'n has completed a draft of a new constitution and soon will submit it to a membership meeting for ratification. Mesho Triller of the Dominion here was elected president of the organization at its recent annual meeting here.

BOXOFFICE BAROMETER



FIRST RUN REPORTS

This chart shows the records made by pictures in five or more of the 21 key cities checked. As new runs are reported, ratings are added and averages revised.

TOP HIT OF THE WEEK

Boomerang—

Cincinnati 150

Computed in terms of percentage in relation to normal grosses. With 100 per cent as "normal," the figures show the percentage above or below that mark.	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DES MOINES	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MILWAUKEE	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
Angel on My Shoulder (UA)	100	100	135	90	125	100	115		110	90	110	200		140	145	130	95	150	110	190	150	126
Backlash (20th-Fox)	100	71											100		100						80	90
***Best Years of Our Lives, The** (RKO)	200	200	200	300	300	200	500	300	175		325		175	250		180	275	210	310	600	250	275
Blind Spot (Col)	100	100	115						100		100	90	100	90				160		100	80	103
Boomerang (20th-Fox)	130	89	140	150	140		120		110		82	175	115		148	117		170		130	80	126
Boston Blackie and the Law (Col)	140		120				100		100		100		100		100					140	100	111
Calendar Girl (Rep)	100			140					100						85					100		105
California (Para)	190	137	125	150	100	140	165	110	120	85	185	225		190	150	125	145		110	130	160	144
Crime Doctor's Manhunt (Col)	75	100	100			105	100		115	115	85		90	100	100		100			100	90	98
Dangerous Millions (20th-Fox)	100	57				115	100	100	100	100	100	100	100	100	100	95	100		100	100	80	97
Dead Reckoning (Col)	160	150	140	160	130	130	123	120	100	95	115	150		150	125	140	125	200		200	140	140
Devil on Wheels, The (PRC)	100					105	100		100			100			85						80	96
Devil Thumbs a Ride, The (RKO)	115		100						100						100	105						104
Dick Tracy vs. Cueball (RKO)	100	80	100					100		95	100	100	100	100		100				90	100	97
Egg and I, The (U-I)				250					150	250	220	200										214
Gallant Bess (MGM)	140	96		200	85	100	130		100	110	120	100	100	90	155	90	90	75	60	100	110	108
Little Iodine (UA)		100					100		100		100	100					100		90	100	100	99
Locket, The (RKO)	130	120	120		60		115	100			105	175	120	130		110	115	160		135	80	118
Love Laughs at Andy Hardy (MGM)	140	108	115	100	80		100	100	80		110	150	130	140	103	110	90		80	120	95	108
Macomber Affair, The (UA)	140								110	100	115		100		140	135						120
Mighty McGurk, The (MGM)	100	110		100	115		100	105	80			100		125	100	100	110	100	100	125	125	106
Mr. District Attorney (Col)			135	80	110	125			90			125	110	120	100	100		100		120		110
Out California Way (Rep)						100			100		115				100					100	60	96
Pilgrim Lady, The (Rep)	95	100				100	100		100	100	85	100	100		100			100		100		98
Pursued (WB)	130	88	125	140	100			95			100	175	120		135	120	95	180	100	120		122
Red House, The (UA)			140	120		100			100	105	110	175		100		130		140		190		128
Renegade Girl (SG)			100				100		100		90	100	100								80	96
Scandal in Paris, A (UA)	100	113		95	100				85	90	100	200		80	125	102	100	160	90	125	100	110
Sea of Grass, The (MGM)		130					140					175	140			108						139
Secret Heart, The (MGM)	190	100	120	180	100	125		105	100	125	110	175	125	150	155	140	105	170	85	130	75	128
Secret of the Whistler (Col)	100	100	115			100	100	110	100	100	100	100	100	100	100				95	100	75	100
Seven Were Saved (Para)							75		100									100		100	100	95
Smash-Up (U-I)		125	130							85		200	140			100		140	120	185		136
Sweetheart of Sigma Chi (Mono)	120		100	140					100	75	90	100	100		85		105	130		100		104
Tarzan and the Huntress (RKO)	140		115		100											125				90		114
Temptation (U-I)		130	125	110	70		120	90	100	75	75	150	100	80	85	95	105	145	60	150	70	102
Thirteenth Hour, The (Col)	100		100						100		100	100		100						100		100
Trail Street (RKO)	105		115	120			115	125			125	135	100			106	135			150		121
Wake Up and Dream (20th-Fox)	90	92	140	90	95		75		100	95		175	95	90	130	90	110	110	100	110	80	104
Wicked Lady, The (U-I)	140	120	115	165	125	130	140		125	80		150	100	125		135		130	115	160	80	126
Wife Wanted (Mono)		84			70		87		100		80			110	100		95	150		100		98

Playing at advanced admission scales.

THE EXHIBITOR HAS HIS SAY ABOUT PICTURES

One star after a picture report denotes an exhibitor who has only started contributing to the department, two stars designate a contributor who has been sending in reports from six months to a year, and three stars are for those of veteran standing, from one to many years. When a contributor attains the three-star standing, he may expect a token of our appreciation. Everybody welcome

COLUMBIA

Blazing the Western Trail (Col)—Charles Starrett, Tex Harding, Carole Mathews. Good old western—lots of gunplay and good box-office reports. Played Fri., Sat. Weather: Colder.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Gallant Journey (Col)—Glenn Ford, Janet Blair, Charles Ruggles. What a nice picture this could have been if there were some way to get people to see Columbia's top bracket product. The story is a most interesting tale of early aviation. Glenn Ford does another fine job, as does Janet Blair. A little bit of thought in making up the trailer could have helped get a few people out. I didn't make expenses but I found most exhibitors saying the same thing, yet we all praised the picture. It's just one of those good ones that never make the grade at the boxoffice. Played Sun., Mon. Weather: Clear and sunny.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. * * *

Green Years, The (MGM)—Charles Coburn, Beverly Tyler, Tom Drake. A good picture for the older customers, and they all said it was a good picture—a little too heavy for the younger trade. Played Sat., Sun. Weather: Good.—W. E. Knight, Havelock Theatre, Havelock, Iowa. Small town and rural patronage. * *

Jack Armstrong (Col)—Serial. If you want an action-packed serial, this is it. Outside of "Jungle Raiders" this is this company's best for me. Played Fri., Sat. Weather: Fair.—Barney T. Holt, State Theatre, Boynton, Okla. Small town and rural patronage. * * *

Lady in the Lake (MGM)—Robert Montgomery, Audrey Totter, Lloyd Nolan. Saw this one at a tradeshowing some time ago. Would advise anyone to play it as the price is right. Bob Montgomery really gave the picture business a new angle. It was just right for me—I want to see it again.—Hugh A. Wood, Community Theatre, Holden, Utah. Small town patronage. * *

Return of Monte Cristo, The (Col)—Louis Hayward, Barbara Britton, George Macready. Very good for our situation. Played midweek but should have given it a weekend. Played Wed., Thurs. Weather: Fair.—R. C. Drayer, Majestic Theatre, Frankfort, S. D. Rural and small town patronage. * * *

Unknown, The (Col)—Karen Morley, Jim Bannon, Jeff Donnell. A fair murder mystery that went well on a weekend double bill. Played Fri., Sat. Weather: Fair.—Ralph Raspa, State Theatre, Rivesville, W. Va. Small town patronage. * * *

METRO-GOLDWYN-MAYER

Adventure (MGM)—Clark Gable, Greer Garson, Joan Blondell. A swell picture but I played it late, as MGM and I did not get together early—but there was not anything wrong with the picture. Played preview Sun., Mon. Weather: Fair.—Barney T. Holt, State Theatre, Boynton, Okla. Small town and rural patronage. * * *

Cockeyed Miracle, The (MGM)—Frank Morgan, Keenan Wynn, Audrey Totter. This is a lulu. One of the best comedies I have seen for a long time. The audience was in stitches from start to finish. I operated the first night and almost missed the cues several times. Business above average. Played Wed., Thurs. Weather: Mild.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

No Leave, No Love (MGM)—Van Johnson, Keenan Wynn, Pat Kirkwood. This drew well but people complained that it was too drawn out toward the end and it became monotonous instead of funny. Keenan Wynn is a fine comedian. Played Sun., Mon. Weather: Cold.—Marcella Smith, Vinton Theatre, McArthur, Ohio. Small town patronage. * * *

Portrait of Maria (MGM)—Dolores Del Rio, Pedro Armendariz, Alberto Galan. Lady Luck was with me (I was out of town when I played this), for after giving them "The Last Chance" the week before, it would have been suicide to hang around after giving them the second clinker in a week. About ten more like the last three MGM has given me and my troubles are over—I can give the sheriff the key and join the 52-20 club. MGM's stock has taken a real nose-dive here. I fail to see how they can afford to allow such junk to carry the MGM label. Don't run this one in fly time! Played Wed., Thurs. Weather: Perfect.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. * * *

Undercurrent (MGM)—Katharine Hepburn, Robert Taylor, Robert Mitchum. Hepburn is poison to my boxoffice and Taylor has stayed away too long. The picture was very heavy—all three added up to a nice loss.—Phil Schwartz, Parkway Theatre, Bridgeport, Conn. Suburban patronage. *

MONOGRAM

Fall Guy (Mono)—Clifford Penn, Robert Armstrong, Teala Loring. Just another picture suitable only for double features in my situation. Played Thurs., Fri., Sat. Weather: Good.—Terry Axley, New Theatre, England, Ark. Rural and small town patronage. * * *

Riders of the Dawn (Mono)—Jimmy Wakely, Lee "Lasses" White, Sarah Padden. Corn, corn, corn—and do the people in my location eat it up! Doubled with "Scarlet Street" (U-I) and exploited it by playing a 16mm reel of Jimmy Wakely's music on an automatic motion picture machine in the lobby, continuously afternoon and night for several days before the playdate. Best Fri., Sat. business yet. Weather: Moderately cold.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Valley of Fear (Mono)—Johnny Mack Brown, Raymond Hatton, Christine McIntire. Up to standard for this series of westerns. Played Thurs., Fri., Sat. Weather: Good.—Terry Axley, New Theatre, England, Ark. Rural and small town patronage. * * *

PARAMOUNT

Call of the Wild (Para)—Reissue. Clark Gable, Loretta Young. Played this Wednesday only to a better than average house. The many fine comments convinced me it would have held up well a second night even in this small town. As compared to the heavy fare we have been getting, it would rate top playing time. Weather: Cold.—Lloyd Lafond, Rimrock Theatre, Winnett, Mont. Rural and small town patronage. * *

Easy Come, Easy Go (Para)—Barry Fitzgerald, Diana Lynn, Sonny Tufts. A light, entertaining comedy. Audiences seemed pleased. Played Wednesday. Weather: Cool and clear.—J. E. Rongeau, Club Theatre, Seven Sisters Falls, Manitoba. Small town and rural patronage. * *

Rainbow Island (Para)—Dorothy Lamour, Eddie Bracken, Gil Lamb. An oldie that I picked up at a very reasonable price and played to a good attendance that was entirely satisfied. The first midweek feature to pay for itself this year. Played Tues., Wed. Weather: Good.—Ralph Raspa, State Theatre, Rivesville, W. Va. Rural patronage. * * *

Searching Wind, The (Para)—Robert Young, Sylvia Sidney, Ann Richards. This wind turned out to be a mild breeze—with a slight odor. Oh well, we weren't disappointed—we didn't expect much and that's what we got. Three persons told me they thought it a very fine show but I find it hard to make a living on the goodwill of three people. Someone told me one time that willpower was the ability to eat just one piece of popcorn. Staying in the lobby and facing the patrons after throwing them a curve like this isn't bad. Played Tues., Wed., Thurs. Weather: Good.—Paul Ricketts, Charm Theatre, Holyrood, Kas. Rural and small town patronage. *

Strange Love of Martha Ivers, The (Para)—Barbara Stanwyck, Van Heflin, Lizabeth Scott. This is a very good feature but I rather think the title spoiled my crowd. Everyone liked it who came. Played Sat., Sun., Mon. Weather: Good.—R. C. Drayer, Majestic Theatre, Frankfort, S. D. Rural and small town patronage. * * *

They Made Me a Killer (Para)—Robert Lowery, Barbara Britton, Frank Albertson. This is very good and it took just as well as a class A picture. It started to rain just a couple of hours before the show started and several could not come on account of the roads being impassable—average attendance only. Played Wednesday. Weather: Rain.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

Tokyo Rose (Para)—Byron Barr, Osa Massen, Don Douglas. A very good little melodrama by Pine-Thomas. The title itself brought the customers and any GI who was in the Pacific knew who Tokyo Rose was, including yours truly. The miserable times she gave us on our short wave sets over there would make any GI want to see a movie about her, and most of the patrons were ex-GIs. Played Wed., Thurs. Weather: Rain.—R. V. Dinkle, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Two Years Before the Mast (Para)—Alan Ladd, Brian Donlevy, William Bendix. This didn't click—the ladies stayed away, Ladd or no Ladd. The women don't care for this type of story and there were not enough men to hold up the boxoffice.—Phil Schwartz, Parkway Theatre, Bridgeport, Conn. Suburban patronage. *

PRC PICTURES

Club Havana (PRC)—Tom Neal, Margaret Lindsay, Don Douglas. Paid far more than usual for this feature and received far less than average—in fact, the attendance was very poor. Played Fri., Sat. Weather: Good.—Ralph Raspa, State Theatre, Rivesville, W. Va. Rural patronage. * * *

Danny Boy (PRC)—Robert "Buzzy" Henry, Ralph Lewis, Sybil Merritt. A swell dog story

Agrees With Jim Hanson: Must Judge Own Films

"I agree perfectly with Jim Hanson of Kerman, Calif.—you can't take these film salesmen's words about a feature. A greenhorn like myself tried it. I have bought prints the salesmen said wouldn't pay expenses, yet these did better than some prints they recommended. I have found out your guess is as good as anyone else's when it comes to buying features."—C. M. Garrett, Yandell Theatre, El Paso.

Watches This Department For What Others Say

"The two stars make me feel like a veteran in the business. I watch this department every week, for I find in most instances that if a picture smells in Podunk, it won't take on the fragrance of a rose in Fruita, and vice versa, whereas if it's good for rural patronage in Punkin Center, it usually is good in Fruita."—R. C. Walker, Rialto Theatre, Fruita, Colo.

that will hold up any picture you are kicking around. Played with "Nocturne" (RKO).—Phil Schwartz, Parkway Theatre, Bridgeport, Conn. Suburban patronage. *

RKO RADIO

Bamboo Blonde, The (RKO)—Frances Langford, Ralph Edwards, Russell Wade. Far below average attendance for this neat little package. Every time the mines close here, people tighten up on their pocketbooks. Played Fri., Sat. Weather: Good.—Ralph Raspa, State Theatre, Rivesville, W. Va. Rural patronage. * * *

Dick Tracy (RKO)—Morgan Conway, Anne Jeffreys, Mike Mazurki. The only thing wrong with this picture was no Ralph Byrd. He was the gentleman who first started the Tracy pictures and has played them all along for Republic. Now RKO puts Morgan Conway in his role. Let's see Ralph Byrd in the next one. The picture wasn't any too good but satisfied those who saw it, we hope. Played Sun., Mon. Weather: Good.—Dinkle & Lemaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Nocturne (RKO)—George Raft, Lynn Bari, Virginia Huston. About average returns from this detective story which mildly pleased our action fans. Played Wednesday. Weather: Fair.—Chase Bros., Sokokis Theatre, Limerick, Me. Rural and small town patronage. * *

Notorious (RKO)—Cary Grant, Ingrid Bergman, Claude Rains. Business was just fair on this well-done drama. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Show Business (RKO)—Eddie Cantor, George Murphy. Price okay—both films in very bad condition—attendance good. We had some comment on the condition of the film but almost all enjoyed "Show Business." Played Tues., Wed., Thurs. Weather: Clear.—C. M. Garrett, Yandell Theatre, El Paso, Tex. Family patronage. *

Song of the South (RKO)—Ruth Warrick, Bobby Driscoll, James Baskett. This was my second time to play this and again it was tops. People just can't stay away from this one—I think it's another "Snow White." It'll be good for years to come, and as we have a new generation occasionally, it will always be good. Played Wed., Thurs. Weather: Fair and cold.—L. E. Burkey, Ritz Theatre, Deshler, Neb. Factory and rural patronage. * * *

Song of the South (RKO)—Ruth Warrick, Bobby Driscoll, James Baskett—with Disney cartoons. Terrific boxoffice the first and second days—on the third day, another business-killing blizzard. Played Thurs., Fri., Sat. Weather: Fair the first two days.—C. V. Martina, Rialto Theatre, Albion, N. Y. Small town patronage. * *

REPUBLIC

Daughter of Don Q (Rep)—Serial. A very good serial. I am now on Chapter No. 7 and the audience likes it. Played Fri., Sat.—Joe Drury, Wells Theatre, St. Marys, Ga. Small town patronage. * *

Earl Carroll Sketchbook (Rep)—Constance Moore, William Marshall, Bill Goodwin. This has swell music and fine dancing but just didn't go over. The boys around here like "blood and thunder," not "legs." Played preview and Tuesday. Weather: Fair.—James E. Davis, Rialto Theatre, Bennington, Okla. Rural and small town patronage. *

G.I. War Brides (Rep)—Anna Lee, James Ellison. This is a fair comedy but it will not stand alone as it has neither length nor star power. Business was below average. Played Tuesday.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Man From Rainbow Valley (Rep)—Monte Hale, Adrian Booth, Jo Ann Marlowe. The west in color draws my customers and they all enjoyed this picture. Heard a lot of comments for this one. Played Fri., Sat. Weather: Very good.—Joe Drury, Wells Theatre, St. Marys, Ga. Small town patronage. * *

Man From Rainbow Valley (Rep)—Monte Hale, Adrian Booth, Jo Ann Marlowe. This is Monte Hale's best—now if he can only learn to act like a cowboy! This beautiful Magnacolor about a wild horse will please your weekend customers. Played Fri., Sat.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

Exhibitor Gives Advice To New Showmen

"Notice to all people who are in or thinking about going into the picture business—subscribe for BOXOFFICE magazine. This magazine has helped me more than any other thing since the opening of this theatre."—C. M. Garrett, Yandell Theatre, El Paso.

Out California Way (Rep)—Monte Hale, Adrian Booth, Bobby Blake. These colored westerns seem to please our people. We played this one with "Little Iodine" (UA) and it made a nice double bill. Played Wed., Thurs. Weather: Fair.—Hugh A. Wood, Community Theatre, Holden, Utah. Small town patronage. * *

Sinbad the Sailor (RKO)—Douglas Fairbanks jr., Maureen O'Hara, Walter Slezak. This has been the best RKO release that has ever been shown at this hospital since I started work as chief of motion pictures here. The audience reaction was excellent.—James E. Adams, Nichols Hospital Theatre, Louisville, Ky. Hospital patronage. *

Sun Valley Cyclone (Rep)—Bill Elliott, Alice Fleming, Bobby Blake. Very good western with plenty of action and beautiful scenery. The horses pleased the kids. Played Fri., Sat. Weather: Fair.—E. B. Wacaster, Ozark Theatre, Ozark, Ark. Rural and small town patronage. * * *

20th CENTURY-FOX

Anna and the King of Siam (20th-Fox)—Irene Dunne, Rex Harrison, Linda Darnell. This picture didn't go over—our mistake. One percentage picture we didn't mind, business was so poor. Played Mon., Tues. Weather: Cold and mild.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

My Darling Clementine (20th-Fox)—Henry Fonda, Linda Darnell, Victor Mature. Had good business but also a few complaints. The majority of my customers were satisfied. Good for a small town. Played Wed., Thurs. Weather: Misting rain.—Joe Drury, Wells Theatre, St. Marys, Ga. Small town patronage. * *

My Darling Clementine (20th-Fox)—Henry Fonda, Linda Darnell, Victor Mature. A strike right down the center of the alley. Not gold, but silver, and that adds up at the boxoffice. It will please ma, pa and the kids. This type of picture will take seven days a week.—Phil Schwartz, Parkway Theatre, Bridgeport, Conn. Suburban patronage. *

UNITED ARTISTS

Abie's Irish Rose (UA)—Joanne Dru, Richard Norris, Michael Chekhov. This was no good for my town—too highbrow. It's possible it did better in larger places but my boot-and-saddle trade wouldn't go for it. Played Tues., Wed., Thurs. Weather: Fair.—Barney T. Holt, State Theatre, Boynton, Okla. Small town and rural patronage. * * *

Caesar and Cleopatra (UA)—Claude Rains, Vivien Leigh, Stewart Granger. The high school children were especially anxious to see this. The power was off in our town because of a storm Monday night, but we did an average two-day business Tuesday night. It was enjoyed by all that saw it. Played Mon., Tues. Weather: Bad.—Mrs. M. D. Williams, Oliver Theatre, Oliver Springs, Tenn. Small town patronage. *

Devil's Playground, The (UA)—William Boyd, Andy Clyde, Elaine Riley. They have been waiting for Hopalong for some time and did like to see him back. Some say, if it were not for old "Gabby" the picture would still not click right. I agree with them. Played Wednesday. Weather: Good.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

Little Iodine (UA)—Jo Ann Marlowe, Hobart Cavanaugh, Irene Ryan. If you want to pack your house and please all who come, show this picture. It's a family picture and the price is right.—Wilder S. Funk, Star Theatre, St. Stephens, S. C. Small town and rural patronage. *

Susie Steps Out (UA)—David Bruce, Cleatus Caldwell, Ann Hunter. This is a good small-budget musical that anyone should be able to use. We used it with a Rogers to make a nice program. Played Wed., Thurs. Weather: Fair.—Hugh A. Wood, Community Theatre, Holden, Utah. Small town patronage. * *

UNIVERSAL-INTERNATIONAL

Cuban Pete (U-I)—Desi Arnaz, Joan Fulton, Beverly Simmons. A fair little picture that has some amusing moments. However, foreign settings ruined it for us. Double featured, Fri., Sat. Weather: Fair.—E. B. Wacaster, Ozark Theatre, Ozark, Ark. Rural and small town patronage. * * *

Little Miss Big (U-I)—Beverly Simmons, Fay Holden, Frank McHugh. This is much better than most of Universal's A pictures. Used it on my weekend double program and it received many favorable comments. Played Fri., Sat.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

Wicked Lady, The (U-I)—Margaret Lockwood, James Mason, Patricia Roc. A bit of nonsense that drew well when doubled with PRC's "The Whispering Skull." U-I gave us a reasonable price, although I found it a trifle long for dualing in our situation. Not a great film, but mildly entertaining. Played Sat., Sun. Weather: Fair.—Gray Barker, Lyric Theatre, Glenville, W. Va. Rural, small town and college patronage. * * *

Wild Beauty (U-I)—Lois Collier, Don Porter, Robert Wilcox. Okay for the weekend—packed them in. We need more horses for the farm lads. Played Fri., Sat. Weather: Cold.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Woman in the Window (U-I)—Edward G. Robinson, Joan Bennett. Film good—Robinson and cast tops. Friday business good—Saturday bad. Maybe everyone had seen it. It's still a good feature to book—maybe on last runs it should be doubled. Played Fri., Sat. Weather: Clear.—C. M. Garrett, Yandell Theatre, El Paso. Family patronage. *

WARNER BROS.

Her Kind of Man (WB)—Dane Clark, Janis Paige, Zachary Scott. I didn't get to see this one, but the boxoffice report showed below average business. For some reason or other I have not been able to make any money on Warner Bros. pictures. They have an excellent product but they fail to draw in this location. Played Wed., Thurs. Weather: Mild.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Nobody Lives Forever (WB)—John Garfield, Geraldine Fitzgerald, Walter Brennan. Good melodrama which pleased average business. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Nobody Lives Forever (WB)—John Garfield, Geraldine Fitzgerald, Walter Brennan. Swell show for this town but it failed to bring them in, making it four Warner shows out of five that didn't meet expenses so far this year. Played Sun., Mon. Weather: Cold.—Ralph Raspa, State Theatre, Rivesville, W. Va. Small town patronage. * * *

Verdict, The (WB)—Sydney Greenstreet, Peter Lorre, Joan Lorring. This is a fair drama which did average business. Just a program picture. Played Wed., Thurs. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

FEATURE CHART

Feature productions, listed by company, in order of release. Number in square is national release date. Production number is at right. Number in parentheses is running time, as furnished by home office of distributor; checkup with local exchanges is recommended. R—is review date. PG—is Picture Guide page number. Symbol ◎ indicates BOXOFFICE Blue Ribbon Award Winner, Symbol ◎ indicates color photography.

	JULY 6	JULY 13	JULY 20	JULY 27	AUGUST 3	AUGUST 10	AUGUST 17	AUGUST 24
COLUMBIA	[4] (65) Mystery 7027 THE UNKNOWN Karen Morley Jim Bannon Jeff Donnell R—July 6—PG-734	[11] (54) Western 7209 THE DESERT HORSEMAN Charles Starrett Smiley Burnette Adele Roberts R—July 13—PG-735	[18] (67) Act-Mus 7223 COWBOY BLUES Ken Curtis Jeff Donnell Hoosier Hotshots Guy Kibbee R—July 13—PG-736	[25] (73) Musical 7033 SING WHILE YOU DANCE Ellen Drew Robert Stanton Andrew Tombes R—Aug. 10—PG-741		[8] (68) Comedy 7039 PERSONALITY KID Anita Louise Michael Duane Ted Donaldson R—Aug. 10—PG-742	[16] (54) Western 7201 HEADING WEST Charles Starrett Smiley Burnette R—Aug. 24—PG-745	
M-G-M	SPECIAL: [4] (125) Drama 623 ◎THE GREEN YEARS Charles Coburn Tom Drake Beverly Tyler Hume Cronyn R—Mar. 16—PG-705		Block 17 [18] (97) Drama 625 BOYS' RANCH James Craig "Butch" Jenkins R—May 4—PG-720	SPECIAL: [25] (110) Drama 624 ◎EASY TO WED Esther Williams Van Johnson R—Apr. 13—PG-714		[8] (93) Drama 626 ◎COURAGE OF LASSIE Lassie Elizabeth Taylor Frank Morgan Tom Drake R—May 11—PG-721		[22] (81) Drama 62 FAITHFUL IN MY FASHION Tom Drake Donna Reed R—June 15—PG-729
MONOGRAM	[6] (61) Sea-Dr 521 STRANGE VOYAGE Eddie Albert Elena Verdugo	[13] (63) Drama 530 SOUTH OF MONTEREY Gilbert Roland Frank Yaconelli	[20] (65) Act-Com 511 BOWERY BOMBSHELL Huntz Hall Bobby Jordan R—Aug. 10—PG-742	[27] (64) Mys-Dr 518 SHADOWS OVER CHINATOWN Sidney Toler Victor Sen Young	[3] (65) Act-Dr 520 BELOW THE DEADLINE Warren Douglas Ramsay Ames R—Oct. 5—PG-755	[10] (57) Western 567 SHADOWS ON THE RANGE Johnny Mack Brown	[17] (60) Mys-Dr 525 MISSING LADY Kane Richmond Barbara Reed	[24] (68) Comedy 51 SPOOK BUSTERS Leo Gorcey Huntz Hall Bobby Jordan Billy Benedict David Gorcey R—Aug. 24—PG-745
PARAMOUNT	Block 5 [5] (122) Rom-Dr 4524 TO EACH HIS OWN Olivia de Havilland John Lund Mary Anderson Phillip Terry R—Mar. 16—PG-706			Block 6 [26] (107) Act-Dr 4526 O.S.S. Alan Ladd Geraldine Fitzgerald R—May 11—PG-721		Block 6 [9] (107) Drama 4527 THE SEARCHING WIND Robert Young Sylvia Sidney R—May 11—PG-722		
P.R.C.	[30] (70) Drama ◎COLORADO SERENADE Eddie Dean Al La Rue R—July 6—PG-733	[10] (68) Mys-Dr LARCENY IN HER HEART Hugh Beaumont Cheryl Walker R—May 25—PG-725	[17] (55) Western PRAIRIE BADMEN Buster Crabbe Al "Fuzzy" St. John R—Aug. 10—PG-741	[24] (67) Drama QUEEN OF BURLESQUE Evelyn Ankers Carlton Young R—July 6—PG-733		[14] (55) Drama TERRORS ON HORSEBACK Buster Crabbe R—Apr. 27—PG-717	[15] (75) Drama DOWN MISSOURI WAY Martha O'Driscoll R—July 13—PG-735 [15] (58) Drama SECRETS OF A SORORITY GIRL R—Aug. 24—PG-745	[21] (54) Act-West OVERLAND RIDERS Buster Crabbe Al "Fuzzy" St. John R—Aug. 31—PG-747
RKO RADIO		SPECIAL: (95) Drama 683 THE STRANGER Edward G. Robinson Loretta Young Orson Welles R—May 25—PG-726		Group 6 (105) Drama 626 TILL THE END OF TIME Dorothy McGuire Guy Madison Robert Mitchum Bill Williams R—June 15—PG-730	Group 6 (68) Musical 630 THE BAMBOO BLONDE Frances Langford Ralph Edwards Russell Wade R—June 22—PG-732			
REPUBLIC	[5] (90) Drama 524 SPECTER OF THE ROSE Judith Anderson Michael Chekhov R—May 25—PG-726	[12] (67) M'dr-Mus 523 NIGHT TRAIN TO MEMPHIS Roy Acuff [10] (79) Outdr-Mus 5541 MY PAL TRIGGER Roy Rogers R—July 6—PG-734	[22] (56) Western 568 CONQUEST OF CHEYENNE Bill Elliott Bobby Blake Alice Fleming	[22] (89) Comedy 525 RENDEZVOUS WITH ANNIE Eddie Albert Faye Marlowe R—Aug. 17—PG-744	[25] (55) Western 557 RED RIVER RENEGADES	[7] (57) M'drama 526 THE INNER CIRCLE Adele Mara Warren Douglas William Frawley [9] (67) M'drama 527 LAST CROOKED MILE R—Aug. 24—PG-746	[12] (69) Com-Dr 528 G.I. WAR BRIDES Anna Lee James Ellison R—Aug. 24—PG-746	[19] (57) Mys-Dr 529 THE INVISIBLE INFORMER Linda Stirling William Henry Gerald Mohr R—Aug. 24—PG-746
SCREEN GUILD					[1] (75) Act-Dr 4605 FLIGHT TO NOWHERE Evelyn Ankers Alan Curtis		[15] (72) Outdr-Dr 4604 ◎DEATH VALLEY Robert Lowery R—Dec. 14—PG-771	
20TH-FOX	(87) Drama 631 ◎SMOKY Fred MacMurray Anne Baxter Bruce Cabot J. Farrell MacDonald R—June 22—PG-732	(70) Comedy 632 IT SHOULDN'T HAPPEN TO A DOG Carole Landis Allyn Joslyn Henry Morgan Margo Wood R—June 8—PG-728			(102) Drama 633 ◎CENTENNIAL SUMMER Jeanne Crain Cornel Wilde Linda Darnell William Eythe R—June 8—PG-728	(128) Drama 634 ◎ANNA AND THE KING OF SIAM Irene Dunne Rex Harrison Linda Darnell R—June 8—PG-727	(65) Drama 635 DEADLINE FOR MURDER Paul Kelly Kent Taylor Sheila Ryan Jerome Cowan R—June 22—PG-732	
UNITED ARTISTS			[19] (100) M'drama A SCANDAL IN PARIS George Sanders Signe Hasso Carole Landis R—July 20—PG-738		[2] (84) M'drama MR. ACE George Raft Sylvia Sidney Sid Silvers R—Aug. 31—PG-748		SPECIAL: [16] (126) Drama ◎◎CAESAR AND CLEOPATRA Vivien Leigh Claude Rains Stewart Granger R—Aug. 17—PG-744	
UNIV.-INT'L	[5] (76) Drama 538 HER ADVENTUROUS NIGHT Dennis O'Keefe Helen Walker Tom Powers R—July 6—PG-733	[12] (60) Drama 539 DANGER WOMAN Brenda Joyce Don Porter Milburn Stone R—July 13—PG-736	[19] (59) Drama 540 THE DARK HORSE Phillip Terry Ann Savage Allen Jenkins R—July 20—PG-738	[26] (92) Drama 541 ◎CANYON PASSAGE Andrews-Hayward R—July 27—PG-740 [26] (61) Musical 542 CUBAN PETE Desi Arnaz R—July 27—PG-739	[2] (80) Drama 543 THE BLACK ANGEL Dan Duryea R—Aug. 10—PG-741 [2] (63) Drama 544 SLIGHTLY SCANDALOUS Fred Brady	[9] (61) Drama 545 WILD BEAUTY Don Porter Lois Collier Jacqueline De Wit R—Aug. 17—PG-743	[16] (82) Comedy 546 THE TIME OF THEIR LIVES Abbott and Costello Binnie Barnes Jess Barker R—Aug. 17—PG-743	[22] (76) Drama 547 DEAD OF NIGHT Mervyn Johns Roland Culver Frederick Valk R—July 6—PG-734
WARNER-F.N.	[6] (107) Drama 521 A STOLEN LIFE Bette Davis Glenn Ford Dane Clark Walter Brennan Charlie Ruggles R—May 4—PG-719		[20] (105) Drama 522 OF HUMAN BONDAGE Paul Henreid Eleanor Parker Alexis Smith Edmund Gwenn Janis Paige R—July 6—PG-734		[3] (128) Drama 523 ◎NIGHT AND DAY Cary Grant Alexis Smith Monty Woolley Mary Martin R—July 13—PG-736		[17] (90) Drama 524 TWO GUYS FROM MILWAUKEE Dennis Morgan Jack Carson Joan Leslie Janis Paige R—July 27—PG-739	
MISCELLANEOUS	ASTOR (57) Mus (New Rel) BEWARE Louis Jordan (68) Drama Reissue COURAGEOUS DR. CHRISTIAN Jean Hersholt	(30) M-Rev (New Rel) EBONY PARADE Cab Calloway Count Basie Mills Bros. (72) Comedy Reissue FLYING DEUCES Laurel and Hardy	(10) Mus (New Rel) (1 Reel Spec) HERE'S RICHARD'S ANSWER Stepin Fetchit (57) M-Dr (New Rel) HOLLYWOOD BOUND Betty Grable	(89) Reissue JIMMY STEPS OUT Jimmy Stewart (83) Drama Reissue LITTLE MEN (86) Drama Reissue ONE ROMANTIC NIGHT Ilona Massey	(100) Drama Reissue SCARFACE Paul Muni George Raft (86) Mus-Dr Reissue SECOND CHORUS Paulette Goddard Fred Astaire	(55) M-Dr (New Rel) STAIRWAY FOR A STAR Cornel Wilde (48) Mus (New Rel) TALL, TAN AND TERRIFIC Mantan Moreland Francine Everett	(50) M-Dr (New Rel THAT MAN OF MINE Harrel Tillman Ruby Dee Anna Mae Winburn (58) O'd-Dr (New Rel WHITE STALLION Eddie Dean	

AUGUST 31	SEPTEMBER 7	SEPTEMBER 14	SEPTEMBER 21	SEPTEMBER 28	OCTOBER 5	OCTOBER 12	OCTOBER 19
		12 (63) Comedy 7038 IT'S GREAT TO BE YOUNG R—Sept. 7—PG-749 12 (69) Western 7224 SINGING ON THE TRAIL R—Sept. 14—PG-752		24 (68) Drama 7002 GALLANT JOURNEY R—Sept. 14—PG-752 26 (70) M'Dr-Mys 7041 SHADOWED Anita Louise R—Oct. 5—PG-756	30 (91) Musical 7006 THE THRILL OF BRAZIL Evelyn Keyes Keenan Wynn Ann Miller Allyn Joslyn R—Aug. 31—PG-747	10 (71) Psych-Dr 805 SO DARK THE NIGHT Steven Geray Micheline Cheirel Eugene Borden Ann Codee R—Nov. 23—PG-765	17 (69) Comedy 806 BLONDIE KNOWS BEST Singleton-Lake R—Oct. 5—PG-755 17 (53) Western 861 LANDRUSH Charles Starrett
9 (92) Drama 628 THREE WISE FOOLS Margaret O'Brien Lionel Barrymore Lewis Stone Edward Arnold Thomas Mitchell R—June 15—PG-730			19 (127) Mus-Com 701 HOLIDAY IN MEXICO Walter Pidgeon Jane Powell Ilona Massey Jose Iturbi R—July 27—PG-740			(81) Comedy-Dr 703 THE COCKEYED MIRACLE Frank Morgan Keenan Wynn Audrey Totter R—July 20—PG-737	(117) Musical 704 NO LEAVE, NO LOVE Van Johnson Keenan Wynn Pat Kirkwood R—Aug. 31—PG-747
	7 (74) Com-Mus 517 HIGH SCHOOL HERO Freddie Stewart June Preisser R—Aug. 24—PG-745	14 (76) Mys-Dr 601 DECOY Edward Norris Jean Gillie R. Armstrong R—Sept. 14—PG-751	21 (54) Western 568 TRIGGER FINGERS Johnny Mack Brown Raymond Hatton		5 (72) Act-Dr 602 GENTLEMAN JOE PALOOKA Joe Kirkwood jr. Elyse Knox Leon Errol R—Sept. 28—PG-753	12 (66) Mys-Dr 603 DANGEROUS MONEY Sidney Toler Gloria Warren Victor Sen Young R—Oct. 12—PG-758	
SPECIAL: 30 (93) Comedy 4532 MONSIEUR BEAUCAIRE Bob Hope Joan Caulfield R—May 11—PG-721	Block 6 6 (69) Act-Dr 4528 SWAMP FIRE Johnny Weissmuller Buster Crabbe	Block 6 13 (117) Drama 4529 THE STRANGE LOVE OF MARTHA IVERS Barbara Stanwyck Van Heflin Lizabeth Scott R—Mar. 16—PG-706			Reissue R5-3624 (113) Outdr-Drama THE PLAINSMAN Gary Cooper Jean Arthur	Reissue R5-3620 (84) Adven-Drama JUNGLE PRINCESS Dorothy Lamour Ray Milland	
29 (68) Mys-Dr BLONDE FOR A DAY Hugh Beaumont Kathryn Adams R—Aug. 10—PG-742	2 (56) Drama STRANGE HOLIDAY Claude Rains R—Nov. 9—PG-764			23 (86) Drama SP71 HER SISTER'S SECRET R—Sept. 28—PG-753 22 (56) Act-West OUTLAW OF THE PLAINS	1 (55) Outdr-Mus 741 DRIFTIN' RIVER R—Oct. 12—PG-757 1 (58) Drama 714 THE BRUTE MAN R—Nov. 2—PG-761		
SPECIAL: (103) Drama 761 NOTORIOUS Ingrid Bergman Cary Grant Claude Rains Louis Calhern R—July 27—PG-739	Group 6 (93) Drama 627 CRACK-UP Pat O'Brien Claire Trevor Herbert Marshall R—June 15—PG-729	Group 1 (61) Drama 703 STEP BY STEP Lawrence Tierney Anne Jeffreys Lowell Gilmore R—July 20—PG-737	Group 1 (59) Western 704 SUNSET PASS James Warren Nan Leslie John Laurenz Jane Greer R—July 20—PG-738	Group 1 (97) Comedy 702 LADY LUCK Robert Young Barbara Hale Frank Morgan R—July 27—PG-739	Group 1 (116) Drama 701 SISTER KENNY Rosalind Russell Alexander Knox Dean Jagger R—July 20—PG-738	Group 1 (68) Drama 705 GREAT DAY Eric Portman Flora Robson R—July 20—PG-737	Group 2 (62) Drama 709 CRIMINAL COURT Tom Conway R—Aug. 10—PG-742 15 (62) Com-Chiller GENIUS AT WORK W. Brown-A. Carney R—Aug. 10—PG-741
26 (69) West-Mus 541 UNDER NEVADA SKIES Roy Rogers R—Aug. 31—PG-748	3 (56) Mystery 531 THE MYSTERIOUS MR. VALENTINE William Henry Linda Stirling	9 (56) Western 558 RIO GRANDE RAIDERS Sunset Carson 12 (68) Outdr-Mus 542 ROLL ON TEXAS MOON Roy Rogers-Dale Evans R—Sept. 28—PG-754					
					1 (71) Drama 4607 ROLLING HOME Jean Parker Russell Hayden R—Oct. 19—PG-760		15 (41) Out-Dr 4606 'NEATH CANADIAN SKIES Russell Hayden Inez Cooper
	(74) Drama 636 BLACK BEAUTY Mona Freeman Richard Denning Evelyn Ankers R—July 20—PG-737	(78) Drama 637 CLAUDIA AND DAVID Dorothy McGuire Robert Young Mary Astor John Sutton Gail Patrick R—July 27—PG-740	(78) Musical 638 IF I'M LUCKY Vivian Blaine Perry Como Harry James Carmen Miranda Phil Silvers R—Sept. 7—PG-750	Reissue (86) Musical 641 SUN VALLEY SERENADE Sonja Henie John Payne Milton Berle Glenn Miller & Orch. Joan Davis	(90) Musical 639 THREE LITTLE GIRLS IN BLUE June Haver George Montgomery Vivian Blaine Celeste Holm R—Sept. 14—PG-751	(90) Drama 640 HOME SWEET HOMICIDE Peggy Ann Garner Randolph Scott Lynn Bari Dean Stockwell R—July 27—PG-740	Reissue (84) Drama 642 THE BOWERY Wallace Beery George Raft Jackie Cooper Fay Wray
	6 (90) Comedy THE BACHELOR'S DAUGHTERS Gail Russell Claire Trevor Adolphe Menjou R—Sept. 14—PG-752		20 (101) M'drama ANGEL ON MY SHOULDER Paul Muni Anne Baxter R—Sept. 28—PG-754			11 (57) Comedy LITTLE IODINE Jo Ann Marlowe Eve Whitney Marc Cramer R—Oct. 19—PG-759	
30 (102) Drama 548 THE KILLERS Burt Lancaster R—Aug. 17—PG-743 30 (61) Drama 549 LITTLE MISS BIG R—Sept. 7—PG-750	30 (74) Drama 550 WHITE TIE AND TAILS Dan Duryea Ella Raines William Bendix R—Sept. 14—PG-751		20 (108) Drama 1065 THEY WERE SISTERS Phyllis Calvert James Mason Hugh Sinclair R—Aug. 31—PG-747				
31 (114) Drama 601 THE BIG SLEEP Humphrey Bogart Lauren Bacall Martha Vickers Dorothy Malone R—Aug. 17—PG-744		14 (78) Drama 602 SHADOW OF A WOMAN Andrea King Helmut Dantine William Prince R—Aug. 17—PG-744		28 (106) Drama 603 CLOAK AND DAGGER Gary Cooper Robert Alda Lilli Palmer R—Sept. 14—PG-752		12 (100) Drama 604 NOBODY LIVES FOREVER John Garfield Geraldine Fitzgerald Walter Brennan Faye Emerson R—Oct. 5—PG-755	

FILM CLASSICS

(101) Drama Reissue
DODSWORTH
Walter Huston
John Payne
Reissue
(109) Drama Reissue
NORTH STAR
Dana Andrews

(80) Mus-Com Reissue
PALMY DAYS
Eddie Cantor
George Raft
(81) Reissue
THE RETURN OF THE SCARLET PIMPERNEL
Barry Barnes

(90) Musical Reissue
ROMAN SCANDALS
Eddie Cantor
Ruth Etting
(98) Drama Reissue
SCARLET PIMPERNEL
Merle Oberon
Leslie Howard

(107) Drama Reissue
STELLA DALLAS
Barbara Stanwyck
John Boles
(100) Musical Reissue
STRIKE ME PINK
Eddie Cantor
Brian Donlevy

(109) Drama Reissue
THE THIEF OF BAGDAD
Sabu
Conrad Veidt
(77) Drama Reissue
THE UNHOLY GARDEN
Ronald Colman

(83) Drama Reissue
WEDDING NIGHT
Gary Cooper
(102) Western Reissue
THE WESTERNER
Gary Cooper
Walter Brennan
Dana Andrews

(104) Drama Reissue
WUTHERING HEIGHTS
Laurence Olivier
Merle Oberon
(71) Comedy Reissue
WOMAN CHASES MAN
Joel McCrea
Miriam Hopkins

COLUMBIA · M-G-M · MONOGRAM · PARAMOUNT · P-R-C · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH FOX · UNITED ARTISTS · UNIV. INT'L · WARNER · MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

	OCTOBER 26	NOVEMBER 2	NOVEMBER 9	NOVEMBER 16	NOVEMBER 23	NOVEMBER 30	DECEMBER 7	DECEMBER 14
COLUMBIA	24 (61) Mystery 816 CRIME DOCTOR'S MANHUNT Warner Baxter Ellen Drew William Frawley Frank Sully R—Dec. 28—PG-776		7 (65) Mystery 818 SECRET OF THE WHISTLER Richard Dix Leslie Brooks R—Nov. 2—PG-761		21 (55) Western 562 TERROR TRAIL Charles Starrett Smiley Burnette R—Nov. 9—PG-764	28 (72) Musical 824 BETTY CO-ED Jean Porter Shirley Mills R—Nov. 30—PG-767		12 (69) Mystery 822 BOSTON BLACKIE AND THE LAW R—Dec. 14—PG-772 12 (68) West-Mus 854 LONE STAR MOONLIGHT R—Jan. 4—PG-777
M G M	Reissue (84) Drama 705 RAGE IN HEAVEN Robert Montgomery Ingrid Bergman George Sanders			(115) Drama 707 UNDERCURRENT Katharine Hepburn Robert Taylor Robert Mitchum R—Oct. 5—PG-756	(93) Drama 706 TWO SMART PEOPLE Lucille Ball John Hodiak R—June 15—PG-730			(97) Drama 709 THE SECRET HEART Claudette Colbert Walter Pidgeon June Allyson Robert Sterling R—Nov. 30—PG-767
MONOGRAM		2 (73) Drama 605 WIFE WANTED Kay Francis Paul Cavanagh R—Nov. 2—PG-762	9 (71) Outdr-Mus 531 BEAUTY AND THE BANDIT Gilbert Roland Ramsay Ames Frank Yaconelli	16 (55) Western 563 SILVER RANGE Johnny Mack Brown Raymond Hatton	23 (68) Comedy 604 BRINGING UP FATHER Joe Yule Renie Riano R—Oct. 19—PG-759	30 (68) Mystery 607 THE TRAP Sidney Toler Manton Moreland Victor Sen Young R—Jan 11—PG-779	7 (63) Act-Com 608 MR. HEX Leo Gorcey Huntz Hall R—Dec. 21—PG-773	Reissue: 14 (57) Western 612 SILVER STALLION David Sharpe Leroy Mason
PARAMOUNT					22 (98) Sea Drama 4601 TWO YEARS BEFORE THE MAST Alan Ladd William Bendix Brian Donlevy Barry Fitzgerald R—Aug. 31—PG-748			
P R C		28 (68) Drama GAS HOUSE KIDS Billy Halop Robert Lowery Teala Loring R—Oct. 19—PG-759	5 (78) Drama DON RICARDO RETURNS Fred Coby		18 (57) Western 743 STARS OVER TEXAS Eddie Dean Roscoe Ates Shirley Patterson R—Dec. 28—PG-775	25 (74) Drama LADY CHASER Robert Lowery Ann Savage	1 (73) Outdr-Mus 706 WILD WEST Eddie Dean Al La Rue Robert "Buzzy" Henry R—Dec. 7—PG-769	
RKO RADIO		Group 2 (62) Drama 708 CHILD OF DIVORCE Sharyn Moffett Regis Toomey Madge Meredith Una O'Connor R—Oct. 19—PG-760		Group 2 (87) Drama 706 NOCTURNE George Raft Lynn Bari R—Oct. 12—PG-757	21 (172) Drama 751 THE BEST YEARS OF OUR LIVES Myrna Loy Fredric March Dana Andrews Teresa Wright R—Dec. 7—PG-769	28 (95) Mus-Dr 791 SONG OF THE SOUTH Bobby Driscoll Luana Patten Ruth Warrick R—Nov. 2—PG-762		
REPUBLIC			8 (72) Special 5542 HOME IN OKLAHOMA Roy Rogers George "Gabby" Hayes Dale Evans R—Nov. 9—PG-763	15 (56) Western 661 SANTA FE UPRISING Allan Lane-Bobby Blake 15 (82) Drama 532 PLAINSMAN AND THE LADY William "Bill" Elliott R—Nov. 9—PG-763	18 (68) Com-Mus 603 AFFAIRS OF GERALDINE R—Nov. 30—PG-768 21 (69) Outdr-Mus 681 SIOUX CITY SUE Gene Autry R—Dec. 7—PG-770		5 (67) Outdr 5503 OUT CALIFORNIA WAY R—Dec. 21—PG-773 2 (117) Drama 601 I'VE ALWAYS LOVED YOU R—Sept. 7—PG-749	
SCREEN GUILD				15 (46) Out-Dr 4610 NORTH OF THE BORDER Russell Hayden			1 (60) Drama 4609 MY DOG SHEP Tom Neal William Farnum R—Dec. 21—PG-774	
20TH FOX		(91) Drama 644 WANTED FOR MURDER Eric Portman Dulcie Gray Derek Farr Roland Culver R—Nov. 9—PG-763	(97) Drama 645 MY DARLING CLEMENTINE Henry Fonda Linda Darnell Victor Mature Walter Brennan Tim Holt R—Oct. 12—PG-758	(94) Drama 646 MARGIE Jeanne Crain Glenn Langan Lynn Bari Alan Young R—Oct. 19—PG-760			(92) Mus-Fant 649 WAKE UP AND DREAM June Haver John Payne Charlotte Greenwood Connie Marshall R—Nov. 30—PG-768	
UNITED ARTISTS	25 (101) Drama STRANGE WOMAN Hedy Lamarr George Sanders Louis Hayward R—Nov. 2—PG-762			15 (65) Western THE DEVIL'S PLAYGROUND William Boyd R—Sept. 28—PG-753	22 (86) Drama THE CHASE Robert Cummings Michele Morgan R—Oct. 19—PG-759			14 (65) Comedy SUSIE STEPS OUT Cleatus Caldwell David Bruce Nita Hunter R—Nov. 23—PG-766
UNIV.-INT'L	(85) Drama 601 THE DARK MIRROR Olivia de Havilland Lew Ayres Thomas Mitchell R—Oct. 12—PG-758	1 (108) Com-Dr 1066 NOTORIOUS GENTLEMAN Rex Harrison Lilli Palmer R—Nov. 2—PG-761		(95) Drama 602 MAGNIFICENT DOLL Ginger Rogers Burgess Meredith David Niven R—Nov. 23—PG-766				(98) Drama 604 TEMPTATION Merle Oberon George Brent Charles Korvin Paul Lukas R—Nov. 2—PG-761
WARNER-F.N.	DECEPTION Bette Davis Paul Henreid Claude Rains R—Oct. 19—PG-760		9 (97) Drama 606 NEVER SAY GOODBYE Errol Flynn Eleanor Parker Lucile Watson S. Z. Sakall R—Nov. 2—PG-762		23 (86) Drama 607 THE VERDICT Sydney Greenstreet Peter Lorre Joan Lorring George Coulouris Rosalind Ivan R—Nov. 23—PG-766		Reissues: 7 (127) Drama 608 KINGS ROW Sheridan-Reagan 7 (72) M'drama 609 WILD BILL HICKOK RIDES Bruce Cabot-C. Bennett	

MISCELLANEOUS					
SRO	(140) Drama DUEL IN THE SUN Jennifer Jones Gregory Peck Joseph Cotten Lionel Barrymore R—Jan. 11—PG-780				
BRITISH	(85) Drama Prestige BRIEF ENCOUNTER R—Aug. 31—PG-748	(70) Melodrama English THE RAIDER R—Sept. 28—PG-754	(89) Drama Eng. Films MAN FROM MOROCCO R—Jan. 4—PG-778	(80) Melodrama Four Cont. MURDER IN REVERSE R—Jan. 4—PG-778	(40) Doc-Dr Eng. Films DIARY FOR TIMOTHY R—Jan. 18—PG-782

DECEMBER 21	DECEMBER 28	JANUARY 4	JANUARY 11	JANUARY 18	JANUARY 25	FEBRUARY 1	FEBRUARY 8
19 (61) Western 863 THE FIGHTING FRONTIERSMAN Starrett-Burnette 19 (69) M'drama 828 ALIAS MR. TWILIGHT Michael Duane R—Jan. 4—PG-777	26 (64) Mus-Com 804 SINGIN' IN THE CORN Judy Canova R—Jan. 4—PG-777 28 (91) Mel'drama 829 THE RETURN OF MONTE CRISTO R—Nov. 30—PG-767		9 (69) Comedy 807 BLONDIE'S BIG MOMENT Penny Singleton Arthur Lake Larry Simms Marjorie Kent R—Dec. 21—PG-773	16 (69) Mystery 823 LONE WOLF IN MEXICO Gerald Mohr Shirley Ryan Jacqueline De Wit Eric Blore R—Jan. 11—PG-780	25 (128) Mus-Dr 831 THE JOLSON STORY Larry Parks Evelyn Keyes William Demarest Bill Goodwin R—Sept. 28—PG-753	30 (58) Western SOUTH OF THE CHISHOLM TRAIL Charles Starrett Smiley Burnette Nancy Saunders R—Feb. 1—PG-786	6 (73) Myst-Dr BLIND SPOT Chester Morris Constance Dowling Steven Geray R—Feb. 8—PG-787
21 (83) Comedy 708 THE SHOW-OFF Red Skelton Marilyn Maxwell R—Aug. 17—PG-743		(135) Mus-Dr 710 TILL THE CLOUDS ROLL BY Robert Walker Van Heflin Lucille Bremer Van Johnson Judy Garland R—Nov. 23—PG-765	(99) Drama 702 GALLANT BESS Marshall Thompson George Tobias Clem Bevans Donald Curtis R—Jan. 25—PG-784	17 (85) Drama 711 THE MIGHTY McGURK Wallace Beery Dean Stockwell Edward Arnold Aline MacMahon R—Apr. 12—PG-809	24 (103) Mystery 712 LADY IN THE LAKE Robert Montgomery Audrey Totter Lloyd Nolan R—Nov. 30—PG-776		7 (93) Comedy 714 LOVE LAUGHS AT ANDY HARDY Mickey Rooney Lewis Stone Bonita Granville R—Dec. 7—PG-769
21 (76) Dr-Mus 606 SWEETHEART OF SIGMA CHI Elyse Knox Phil Brito Phil Regan R—Dec. 7—PG-770	28 (55) Outdr-Mus 681 SONG OF THE SIERRAS Jimmy Wakely Lee "Lasses" White Jean Carlin	4 (67) Drama 609 GINGER Frank Albertson Barbara Reed Johnny Calkins R—Apr. 19—PG-812	11 (61) Cisco Kid 610 RIDING THE CALIFORNIA TRAIL Gilbert Roland Inez Cooper Frank Yaconelli	18 (58) Western 568 RAIDERS OF THE SOUTH Johnny Mack Brown Raymond Hatton Reno Blair	20 (68) Teen-Ager 611 VACATION DAYS June Preisser Freddie Stewart Frankie Darro R—Apr. 5—PG-808		8 (54) West-Mus 683 RAINBOW OVER THE ROCKIES Jimmy Wakely Lee "Lasses" White Pat Starling
	27 (104) Musical 4602 BLUE SKIES Bing Crosby Fred Astaire Joan Caulfield Billy De Wolfe Olga San Juan R—Sept. 28—PG-754		10 (83) Comedy 4603 CROSS MY HEART Betty Hutton Sonny Tufts Michael Chekhov R—Nov. 23—PG-765		24 (87) Rom-Com 4604 THE PERFECT MARRIAGE Loretta Young David Niven Eddie Albert Virginia Field R—Nov. 23—PG-765		7 (91) Comedy 4605 LADIES' MAN Eddie Bracken Cass Daley Virginia Welles Spike Jones Virginia Field R—Jan. 11—PG-780
			10 (74) Drama LIGHTHOUSE John Litel June Lang 12 (56) Drama 705 BORN TO SPEED R—Jan. 25—PG-783	17 (57) Western 744 WILD COUNTRY R—Feb. 1—PG-785 15 (63) Comedy IT'S A JOKE, SON R—Jan. 25—PG-783		EAGLE-LION 29 (95) Drama 101 BEDELIA Margaret Lockwood R—Feb. 1—PG-786	
21 (132) Com-Dr 781 IT'S A WONDERFUL LIFE James Stewart Donna Reed Lionel Barrymore R—Dec. 21—PG-774	Group 3 (62) Drama 714 DICK TRACY VS. CUEBALL Morgan Conway Anne Jeffreys Lyle Latell R—Nov. 9—PG-764	Group 3 (61) Drama 715 THE FALCON'S ADVENTURE Tom Conway Madge Meredith Edward S. Brophy R—Dec. 28—PG-775	Group 3 (60) Comedy 713 VACATION IN RENO Jack Haley Anne Jeffreys Wally Brown R—Oct. 12—PG-757	Group 3 (66) Melodrama 712 SAN QUENTIN Lawrence Tierney Barton MacLane Marian Carr R—Dec. 7—PG-769	Group 3 (85) Drama 711 THE LOCKET Laraine Day Brian Aherne Robert Mitchum R—Dec. 21—PG-774		
16 (71) Dr-Com 604 FABULOUS SUZANNE Barbara Britton R—Dec. 28—PG-775 16 (70) Outdr-Mus 543 ELDORADO Roy Rogers R—Jan. 4—PG-777	23 (95) Drama 533 THAT BRENNAN GIRL R—Dec. 14—PG-772 23 (56) Western 662 STAGECOACH TO DENVER Allan Lane R—Jan. 11—PG-780				22 (67) Comedy 602 THE PILGRIM LADY R—Jan. 25—PG-784 25 (67) Western 682 TRAIL TO SAN ANTONE Gene Autry R—Feb. 1—PG-785	31 (88) Musical 607 CALENDAR GIRL Jane Frazee R—Feb. 15—PG-789 1 (67) Western 5504 LAST FRONTIER UPRISING Monte Hale	
	25 (65) Drama 4612 RENEGADE GIRL Ann Savage Alan Curtis R—Feb. 8—PG-787			15 (62) Drama 4611 QUEEN OF THE AMAZONS Robert Lowery Patricia Morison R—Mar. 29—PG-805		1 (70) Outdr-Dr. 4613 BUFFALO BILL RIDES AGAIN Richard Arlen Jennifer Holt R—Apr. 5—PG-807	
(69) Drama 648 DANGEROUS MILLIONS Kent Taylor Dona Drake Lola Birell James Tinling Leonard Strong R—Dec. 14—PG-771		(95) Drama 702 13 RUE MADELEINE James Cagney Annabella Richard Conte Walter Abel Frank Latimore R—Dec. 28—PG-775	Re-Releases (..) Drama 704 LES MISERABLES Fredric March (101) Drama 705 STANLEY AND LIVINGSTONE Spencer Tracy	(146) Drama 701 THE RAZOR'S EDGE Tyrone Power Gene Tierney John Payne Clifton Webb Anne Baxter R—Dec. 7—PG-770	(85) Mus-Com 703 THE SHOCKING MISS PILGRIM Betty Grable Dick Haymes Anne Revere Allyn Joslyn R—Jan. 11—PG-779	(88) Mystery 706 BOOMERANG Dana Andrews Jane Wyatt Lee Cobb R—Feb. 1—PG-786	(72) Mystery 707 THE BRASHER DOUBLOON George Montgomery Nancy Guild Conrad Janis R—Feb. 15—PG-790
	28 (96) Com-Dr ABIE'S IRISH ROSE Joanne Dru Richard Norris R—Nov. 30—PG-767					1 (63) Western FOOL'S GOLD William Boyd Andy Clyde R—Oct. 12—PG-758	8 (93) Drama THE RED HOUSE Edward G. Robinson Lon McCallister R—Feb. 1—PG-785
			(86) Drama 606 SWELL GUY Sonny Tufts Ann Blyth R—Dec. 14—PG-771	(93) Drama 607 I'LL BE YOURS Deanna Durbin Tom Drake William Bendix R—Jan. 25—PG-783	(98) Drama 605 THE WICKED LADY Margaret Lockwood James Mason Patricia Roc R—Dec. 14—PG-771		
	28 (105) Musical 610 THE TIME, THE PLACE AND THE GIRL Dennis Morgan Jack Carson Janis Paige Martha Vickers R—Dec. 14—PG-772		11 (96) Drama-Mus 611 THE MAN I LOVE Ida Lupino Robert Alda Andrea King Bruce Bennett R—Dec. 28—PG-776		25 (125) Dra-Mus 612 HUMORESQUE Joan Crawford John Garfield Oscar Levant R—Dec. 28—PG-776		8 (88) M'drama 613 THE BEAST WITH FIVE FINGERS Robert Alda Andrea King Peter Lorre Victor Francen J. Carrol Naish R—Nov. 30—PG-766

FOREIGN Language

(74) Rom-Dr
Vog
POSTMASTER'S DAUGHTER
R—Sept. 7—PG-749

(..) Comedy
Azteca
AHI ESTA EL DETALLE
R—Sept. 7—PG-750

(105) Musical
Azteca
SOTA CABALLY Y REY
R—Sept. 7—PG-750

(105) Drama
Azteca
HASTA QUE PERDIO JALISCO
R—Oct. 5—PG-755

(112) Drama
Siritzky-Int'l
WELL-DIGGER'S DAUGHTER
R—Oct. 5—PG-756

(107) War-Dr
Artkino
TURNING POINT
R—Nov. 9—PG-763

(60) Docum.
Brandt-Chapel
STORY OF THE POPE
R—Dec. 28—PG-776

COLUMBIA :: M-G-M :: MONOGRAM :: PARAMOUNT :: P-R-C :: RKO RADIO :: REPUBLIC :: SCREEN GUILD :: 20TH-FOX :: UNITED ARTISTS :: UNIV.-INT'L :: WARNER-F.N. :: MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

COLUMBIA · M-G-M · PARAMOUNT · MONOGRAM · P-R-C · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER-F.N. · MISCELLANEOUS

FEBRUARY 15	FEBRUARY 22	MARCH 1	MARCH 8	MARCH 15	MARCH 22	MARCH 29	APRIL 5
13 (67) Mus-Dr CIGARETTE GIRL Leslie Brooks R—Feb. 15—PG-789 13 (63) West-Mus OVER THE SANTA FE TRAIL R—Mar. 1—PG-796	(100) Mys-Dr 830 DEAD RECKONING Humphrey Bogart Lizabeth Scott R—Jan. 18—PG-781	(82) Mys-Dr 832 MR. DISTRICT ATTORNEY Dennis O'Keefe Marguerite Chapman Adolphe Menjou Michael O'Shea R—Jan. 11—PG-779	6 (65) Mystery THIRTEENTH HOUR Richard Dix R—Feb. 22—PG-792 6 (54) Western 866 LONE HAND TEXAN R—Mar. 8—PG-799		20 (70) Drama MILLIE'S DAUGHTER R—Mar. 8—PG-798 (95) Mys-Dr JOHNNY O'CLOCK Dick Powell Evelyn Keyes R—Jan. 18—PG-781	27 (57) Western WEST OF DODGE CITY R—Mar. 29—PG-806 27 (79) Outdr-Dr 809 KING OF THE WILD HORSES R—Mar. 22—PG-803	
14 (93) Drama 715 MY BROTHER TALKS TO HORSES Butch Jenkins Peter Lawford Beverly Tyler R—Nov. 23—PG-766		REPRINT: 28 (115) Drama 713 BOOM TOWN Clark Gable Spencer Tracy Hedy Lamarr	(112) Drama 716 THE BEGINNING OR THE END Robert Walker Tom Drake Brian Donlevy Audrey Totter R—Mar. 1—PG-794				4 (103) Musical 718 IT HAPPENED IN BROOKLYN Frank Sinatra Jimmy Durante Kathryn Grayson Peter Lawford R—Mar. 8—PG-797
15 (54) Western 675 VALLEY OF FEAR Johnny Mack Brown Raymond Hatton Reno Blair				15 (64) Drama 613 FALL GUY Cliff Penn Teala Loring Robert Armstrong R—Mar. 8—PG-800	22 (71) Drama 676 THE GUILTY Bonita Granville Don Castle John Litel R—Mar. 22—PG-804	29 (58) Western 676 TRAILING DANGER Johnny Mack Brown Raymond Hatton Peggy Wynne	5 (55) Western 684 SIX GUN SERENADE Jimmy Wakely Lee "Lasses" White
	21 (97) O'tdr-Dr 4606 CALIFORNIA Ray Milland Barbara Stanwyck Barry Fitzgerald R—Dec. 21—PG-774		7 (77) Comedy 4607 EASY COME, EASY GO Barry Fitzgerald Diana Lynn Sonny Tufts R—Feb. 1—PG-785		21 (88) Rom-Com 4608 SUDDENLY IT'S SPRING Paulette Goddard Fred MacMurray Macdonald Carey Arleen Whelan R—Feb. 15—PG-789	28 (72) Drama 4620 SEVEN WERE SAVED Richard Denning Catherine Craig Russell Hayden R—Mar. 1—PG-795	4 (88) Comedy 4609 MY FAVORITE BRUNETTE Bob Hope Dorothy Lamour Peter Lorre Lon Chaney R—Feb. 22—PG-791
		28 (54) Western 751 LAW OF THE LASH Al LaRue Al "Fuzzy" St. John R—Mar. 8—PG-799	2 (67) Drama 701 DEVIL ON WHEELS Noreen Nash Darryl Hickman Jan Ford James Cardwell R—Feb. 8—PG-788	17 (54) Western 745 RANGE BEYOND THE BLUE Eddie Dean R—Mar. 15—PG-802 17 (98) Drama THE ADVENTURESS R—Mar. 15—PG-801	22 (59) Drama SP72 UNTAMED FURY R—Apr. 5—PG-808 Reissue 22 (97) Western 731 KIT CARSON	(74) Drama LOST HONEYMOON Franchot Tone Ann Richards R—Mar. 15—PG-801 22 (94) Western 732 LAST OF THE MOHICANS	5 (64) Drama 715 THREE ON A TICKET Hugh Beaumont Cheryl Walker Paul Bryar Ralph Dunn R—Apr. 12—PG-809
	Group 3 (117) Fantasy 762 SINBAD THE SAILOR Douglas Fairbanks Jr Maureen O'Hara Walter Slezak R—Jan. 18—PG-782	Group 4 (67) Mus-Dr 718 BEAT THE BAND Frances Langford Ralph Edwards Phillip Terry Gene Krupa R—Mar. 1—PG-794	Group 4 (63) Drama 719 THE DEVIL THUMBS A RIDE Lawrence Tierney Ted North R—Mar. 8—PG-797	Group 4 (94) Com-Dr 716 THE FARMER'S DAUGHTER Loretta Young Joseph Cotten Ethel Barrymore R—Feb. 22—PG-792		Group 4 (84) Western 717 TRAIL STREET Randolph Scott Robert Ryan Anne Jeffreys R—Mar. 1—PG-794	
16 (100) Western 608 ANGEL & THE BADMAN R—Mar. 1—PG-796 16 (74) Comedy 606 MAGNIFICENT ROGUE R—Mar. 22—PG-803	16 (56) Outdoor 663 VIGILANTES OF BOOMTOWN Allan Lane R—Mar. 8—PG-799 16 (75) Outdr-Mus 641 APACHE ROSE R—Mar. 22—PG-803		8 (66) Com-Mus 605 THE GHOST GOES WILD James Ellison Anne Gwynne Edward Everett Horton Ruth Donnelly Stephanie Bachelor R—Apr. 12—PG-810		22 (90) Musical 610 HIT PARADE OF 1947 Eddie Albert Constance Moore Joan Edwards R—May 3—PG-816	1 (71) West-Mus 683 TWILIGHT ON THE RIO GRANDE Gene Autry Adele Mara Sterling Holloway R—Apr. 19—PG-811	1 (58) Outdoor 664 HOMESTEADERS OF PARADISE VALLEY Allan Lane R—Apr. 26—PG-813 1 (71) Com-Dr 611 YANKEE FAKIR R—Apr. 12—PG-810
				15 (65) Com-Dr 4608 SCARED TO DEATH Bela Lugosi Joyce Compton 15 (65) Drama 4615 SHOOT TO KILL Russell Wade R—Apr. 12—PG-809			1 (74) Outdr-Dr 4614 BELLS OF SAN FERNANDO Donald Woods Gloria Warren R—Apr. 5—PG-807
(67) Drama 708 STRANGE JOURNEY Paul Kelly Osa Massen Hillary Brooke R—Sept. 14—PG-751		Re-Release: (106) Mus-Dr 709 ALEXANDER'S RAG-TIME BAND Tyrone Power Alice Faye Don Ameche Ethel Merman		(66) Drama 711 BACKLASH Jean Rogers Richard Travis Larry Blake John Eldredge Leonard Strong R—Mar. 29—PG-805			(95) Musical 710 CARNIVAL IN COSTA RICA Dick Haymes Vera-Ellen Cesar Romero Celeste Holm R—Mar. 29—PG-805
	22 (88) Mus-Dr THE FABULOUS DORSEYS Tommy Dorsey Jimmy Dorsey Janet Blair R—Mar. 1—PG-794		8 (112) Drama THE PRIVATE AFFAIRS OF BEL AMI George Sanders Angela Lansbury Ann Dvorak R—Mar. 1—PG-793	15 (93) Comedy FUN ON A WEEKEND Eddie Bracken Priscilla Lane	22 (89) Drama THE MACOMBER AFFAIR Gregory Peck Joan Bennett Robert Preston R—Jan. 25—PG-784	5 (60) Western UNEXPECTED GUEST William Boyd R—Dec. 14—PG-772	5 (89) Comedy THE SIN OF HAROLD DIDDLEBOCK Harold Lloyd R—Feb. 22—PG-792
		Reissue (81) Outdoor-Drama WHEN THE DALTONS RODE Randolph Scott Kay Francis	(106) Dra-Mus 608 SONG OF SCHEHERAZADE Yvonne De Carlo Brian Donlevy Jean Pierre Aumont Eve Arden R—Feb. 1—PG-786	(103) Drama 609 SMASH-UP Lee Bowman Susan Hayward Marsha Hunt Eddie Albert Carl Esmond R—Feb. 15—PG-789	(103) Drama 611 STAIRWAY TO HEAVEN David Niven-Kim Hunter R—Dec. 21—PG-773 Reissue (94) Outdoor-Drama DESTRY RIDES AGAIN Dietrich-Stewart	(70) West Dr 610 MICHIGAN KID Jon Hall Victor McLaglen Rita Johnson R—Feb. 22—PG-792	(78) Comedy 612 BUCK PRIVATES COME HOME Bud Abbott Lou Costello Tom Brown Joan Fulton R—Mar. 15—PG-802
	22 (111) Drama 614 NORA PRENTISS Ann Sheridan Kent Smith Bruce Bennett Robert Alda Rosemary DeCamp R—Feb. 8—PG-787		8 (101) Mel-Dram 615 PURSUED Teresa Wright Robert Mitchum Judith Anderson Dean Jagger Alan Hale R—Feb. 22—PG-791			29 (84) Com-Dr 616 THAT WAY WITH WOMEN Dane Clark Martha Vickers Sydney Greenstreet R—Feb. 22—PG-791	

FOREIGN Language

(162) Drama Tricolor
CHILDREN OF PARADISE
R—Jan. 4—PG-778

(80) Drama Lopert
MAN'S HOPE
R—Jan. 11—PG-779

(89) Operetta Saga
QUEEN FOR A NIGHT
R—Jan. 18—PG-782

(93) Mus-Dr Saga
APPASSIONATA
R—Jan. 18—PG-782

(85) Drama West. Hem.
CLANDESTINE
R—Jan. 18—PG-781

(80) Fant-Dr Distinguished
DEVIL'S HAND
R—Jan. 18—PG-781

(89) Fant-Com Vog Film
FRANCIS THE FIRST
R—Jan. 25—PG-784

APRIL 12	APRIL 19	APRIL 26	MAY 3	MAY 10	MAY 17	MAY 24	MAY 31
10 (67) Comedy 808 BLONDIE'S HOLIDAY Penny Singleton Arthur Lake Larry Simms R—Mar. 8—PG-798	(83) Drama 836 THE GUILT OF JANET AMES Rosalind Russell Melvyn Douglas Sid Caesar R—Mar. 8—PG-798	(82) Drama FRAMED Glenn Ford Janis Carter R—Mar. 8—PG-798 24 (59) Western LAW OF THE CANYON Starrett-Burnette	1 (69) Drama FOR THE LOVE OF RUSTY Ted Donaldson Tom Powers Ann Doran	(77) Outdr Drama LAST OF TH' REDMEN	16 (70) Mystery BULLDOG DRUMMOND AT BAY Ron Randall Anita Louise Pat O'Moore	(..) Outdr Drama GUN FIGHTERS	
11 (92) Drama 719 LITTLE MR. JIM Butch Jenkins James Craig Frances Gifford R—June 15—PG-729		25 (131) Drama 720 SEA OF GRASS Spencer Tracy Katharine Hepburn Robert Walker Melvyn Douglas R—Feb. 15—PG-790	2 (91) Drama 721 HIGH BARBAREE Van Johnson June Allyson Claude Jarman jr. Thomas Mitchell R—Mar. 15—PG-801		Reprint (103) Musical 723 THE GREAT WALTZ Luise Rainer Fernand Gravet		
11 (72) Drama 615 VIOLENCE Nancy Coleman Michael O'Shea R—Apr. 19—PG-812			Reissue 3 (..) Drama QUEEN OF THE YUKON Charles Bickford 3 (59) Western 671 LAND OF THE LAWLESS Johnny Mack Brown	10 (63) Melodrama 616 HARD BOILED MAHONEY Leo Gorcey Bowery Boys Teala Loring R—May 3—PG-816	17 (..) Teen-Ager 618 SARGE GOES TO COLLEGE Alan Hale jr. June Preisser	24 (..) Western BACKFIRE Johnny Mack Brown Raymond Hatton	31 (..) Western SONG OF THE WASTELAND Jimmy Wakely Lee "Lasses" White
	Pine-Thomas Prod. 18 (72) Drama 4621 FEAR IN THE NIGHT Paul Kelly Kay Scott DeForest Kelley Ann Doran R—Mar. 1—PG-795	25 (97) Drama 4610 IMPERFECT LADY Ray Milland Teresa Wright Virginia Field Sir Cedric Hardwicke R—Mar. 15—PG-802	2 (91) Drama 4611 BLAZE OF NOON Anne Baxter William Holden Sonny Tufts William Bendix Sterling Hayden R—Mar. 8—PG-797				
12 (61) Western 746 WEST TO GLORY Eddie Dean R—May 3—PG-816 3 (62) Mystery 707 PHILO VANCE'S GAMBLE R—May 3—PG-815	14 (..) Mystery PHILO VANCE RETURNS R—May 3—PG-815 19 (63) Drama 702 THE BIG FIX James Brown	26 (38-39) Westerns SIX BRONCO BUCKAROO REISSUES 4 with Buster Crabbe and Fuzzy St. John 2 with Tex O'Brien and Jim Newhill					
Group 4 (57) Western 720 CODE OF THE WEST James Warren Debra Alden R—Mar. 8—PG-799	Group 5 (72) Adventure 723 TARZAN AND THE HUNTRESS Johnny Weissmuller Brenda Joyce John Sheffield R—Mar. 29—PG-806		Group 5 (89) Comedy 724 A LIKELY STORY Barbara Hale Bill Williams R—Apr. 19—PG-812	Group 5 (68) Musical 725 BANJO Sharyn Moffett Jacqueline White Walter Reed Una O'Connor R—Apr. 26—PG-814	Group 5 16 (92) Drama 722 BORN TO KILL Lawrence Tierney Claire Trevor Walter Slezak Phillip Terry R—Apr. 26—PG-814		
		24 (66) Drama 612 SPOILERS OF THE NORTH Paul Kelly Adrian Booth Evelyn Ankers			15 (58) Out'dr-Dr OREGON TRAIL SCOUTS Allan Lane Bobby Blake 17 (71) Drama WINTER WONDERLAND Lynne Roberts Charles Drake		
			1 (..) Outdr-Dr 4616 BUSH PILOT Rochelle Hudson Jack LaRue		15 (..) Mys-Com 4617 HATBOX MYSTERY Tom Neal Allen Jenkins Virginia Sale	22 (..) Mys-Com 4618 CASE OF THE BABY SITTER Tom Neal Allen Jenkins Virginia Sale	
(98) Drama 712 THE LATE GEORGE APLEY Ronald Colman Peggy Cummins Vanessa Brown Richard Haydn Charles Russell R—Feb. 8—PG-788	(76) Drama 714 SAN DEMETRIO, LONDON Walter Fitzgerald Mervyn Johns Ralph Michael Robert Beatty Charles Victor R—Apr. 5—PG-808						
	19 (89) Musical NEW ORLEANS Arturo de Cordova Dorothy Patrick R—May 3—PG-815		3 (94) Out'r-Dr RAMROD Joel McCrea Veronica Lake Don DeFore Donald Crisp R—Mar. 1—PG-793	10 (65) Drama ADVENTURES OF DON COYOTE Richard Martin Frances Rafferty R—May 3—PG-815	17 (85) Drama DISHONORED LADY Hedy Lamarr Dennis O'Keefe John Loder R—Apr. 26—PG-813		
Reissue (73) Comedy 2793 YOU CAN'T CHEAT AN HONEST MAN W. C. Fields Edgar Bergen Charlie McCarthy	Reissue (78) Drama 2794 I STOLE A MILLION George Raft Claire Trevor Victor Jory		(88) Drama TIME OUT OF MIND Phyllis Calvert Robert Hutton Ella Raines R—Mar. 22—PG-804	(..) Drama THE DARK WEB Edmund O'Brien Ella Raines William Bendix	(..) Drama VIGILANTES RETURN Jon Hall Margaret Lindsay	Reissue (101) Drama MAGNIFICENT OBSESSION Irene Dunne Robert Taylor	Reissue (84) Mus-Dr 100 MEN AND A GIRL Deanna Durbin Leopold Stokowski Adolphe Menjou
2 (97) Drama 617 TALLION ROAD Ronald Reagan Alexis Smith Zachary Scott R—Mar. 29—PG-805		Reissues: 26 (109) Drama 618 THE SEA HAWK Errol Flynn Claude Rains 26 (87) Drama 619 THE SEA WOLF Edward G. Robinson Ida Lupino-John Garfield	(83) Comedy 620 LOVE AND LEARN Jack Carson Robert Hutton Martha Vickers Janis Paige R—Mar. 29—PG-806			24 (99) Drama 621 TWO MRS. CARROLLS Humphrey Bogart Barbara Stanwyck Alexis Smith R—Mar. 29—PG-806	

FOREIGN Language

(112) Melodrama
Azteca
ROSALINDA
R—Jan. 25—PG-783

(88) Fantasy
Artkino
STONE FLOWER
R—Feb. 8—PG-788

(110) Mus-Dr
Superfilm
BEFORE HIM ALL ROME TREMBLED
R—Mar. 8—PG-800

(87) Mus-Com
Lopert
CAGE OF NIGHTINGALES
R—Mar. 8—PG-800

(85) Drama
A.F.E.
ANGEL AND SINNER
R—Mar. 8—PG-800

(90) Comedy
Distinguished
HER FIRST AFFAIR
R—Mar. 15—PG-801

P. G.	Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
		A											
767	Abie's Irish Rose (96)	UA			11-30-46	+	=	–	±	+	±		4+ 6–
801	Adventuress, The (98)	E-L			3-15-47	+	±		±	∓	∓	∓	9+ 2–
766	Affairs of Geraldine (68)	Rep.			11-30-46	±	∓	∓	∓	∓	±		6+ 6–
777	Alias Mr. Twilight (69)	Col.			1- 4-47	±	±		±	+	∓		6+ 3–
796	Angel and the Badman (100)	Rep.			3- 1-47	+	±	+	+	+	∓	±	8+ 2–
754	Angel on My Shoulder (101)	UA			9-28-46	+	+	∓	+	+	∓	+	9+
727	Anna and the King of Siam (128)	20-Fox			6- 8-46	∓	∓	∓	∓	∓	∓	∓	14+
803	Apache Rose (75)	Rep.			3-22-47	±		+	+	∓	+		5+ 2–
790	Arnelo Affair, The (86)	MGM			2-15-47	+	+	+	+	±	±		6+ 2–
		B											
752	Bachelor's Daughters, The (90)	UA			9-14-46	±	+	+	∓	+	±	+	8+ 2–
805	Backlash (66)	20-Fox			3-29-47	∓	±	±	±	–	±		5+ 6–
732	Bamboo Blonde, The (68)	RKO			6-22-46	±	∓	∓	±	∓	±	±	7+ 7–
814	Banjo (67)	RKO			4-26-47	±	∓	±	±	∓			5+ 5–
766	Beast With Five Fingers, The (88)	WB			11-30-46	∓	±	+	∓	–	–	±	5+ 6–
794	Beat the Band (67)	RKO			3- 1-47	∓	∓	∓	±	±	±		6+ 6–
		Beauty and the Bandit (71)	Mono.							±		∓	2+ 2–
786	Bedelia (95)	E-L			2- 1-47	+	±		+	±		+	5+ 2–
794	Beginning or the End, The (112)	MGM			3- 1-47	∓	+	∓	+	∓	+	∓	11+
807	Bells of San Fernando (74)	SG			4- 5-47	±		–	±	±			3+ 4–
755	Below the Deadline (65)	Mono.			10- 5-46	±	±	+	±	∓	±	∓	7+ 6–
769	Best Years of Our Lives, The (172)	RKO			12- 7-46	∓	∓	∓	∓	∓	∓	∓	14+
767	Betty Co-Ed (71)	Col.			11-30-46	±	∓	±	+	±	±		6+ 5–
744	Big Sleep, The (114)	WB			8-17-46	+	∓	∓	+	+	∓	+	10+
791	Big Town (60)	Para.			2-22-47	±	±	∓	±	±	±		6+ 6–
741	Black Angel (80)	U-I			8-10-46	±	±	±	+	+	∓	±	8+ 4–
737	Black Beauty (74)	20-Fox			7-20-46	±	±	∓	+	+	+	±	7+ 4–
797	Blaze of Noon (90)	Para.			3- 8-47	±	±	+	±	+	+	+	7+ 3–
787	Blind Spot (73)	Col.			2- 8-47	∓	±		+	+	∓		5+ 3–
742	Blonde for a Day (68)	PRC			8-10-46	∓	±	∓	∓	∓		∓	6+ 6–
755	Blondie Knows Best (69)	Col.			10- 5-46	+	±	±	+	+	±		6+ 3–
773	Blondie's Big Moment (69)	Col.			12-21-46	±	±				±	∓	4+ 4–
798	Blondie's Holiday (67)	Col.			3- 8-47	±	±	±			±	∓	5+ 5–
754	Blue Skies (102)	Para.			9-28-46	∓	∓	∓	∓	+	∓	∓	13+
786	Boomerang (88)	20-Fox			2- 1-47	+	∓	∓	+	+	∓	∓	11+
814	Born to Kill (92)	RKO			4-26-47	∓	±	±	±	±			5+ 5–
783	Born to Speed (59)	PRC			1-25-47	±	±	±	±	±	±		6+ 6–
722	Boston Blackie and the Law (69)	Col.			12-14-46	±	±	+		±	±	∓	6+ 5–
742	Bowery Bombshell (65)	Mono.			8-10-46	±	±	∓	±	∓	∓	∓	7+ 7–
790	Brasher Doubloon, The (72)	20-Fox			2-15-47	+	±	∓	+	±	±		6+ 4–
748	Brief Encounter (85)	U-I			8-31-46	±	+		+		∓	∓	7+ 1–
759	Bringing Up Father (68)	Mono.			10-19-46	±	±	±	±	±	+		6+ 5–
761	Brute Man, The (58)	PRC			11- 2-46	∓	±	∓		±	–	=	4+ 7–
802	Buck Privates Come Home (78)	U-I			3-15-47	∓	±	∓	+	∓	±	∓	9+ 3–
807	Buffalo Bill Rides Again (70)	SG			4- 5-47	–		–					2–
		Bulldog Drummond at Bay (70)	Col.							±			1+ 1–
		C											
744	Caesar and Cleopatra (126)	UA			8-17-46	∓	+	+	∓	±	∓	+	10+ 1–
811	Calcutta (83)	Para.			4-19-47	±	±	+	±	∓	±	+	8+ 4–
789	Calendar Girl (88)	Rep.			2-15-47	±	±	∓	±	∓	±	+	7+ 6–
744	California (97)	Para.			12-21-46	+	±	±	+	∓	+	∓	9+ 2–
740	Canyon Passage (92)	U-I			7-27-46	+	±	±	+	+	∓	∓	9+ 2–
		Captive Heart, The (82)	U-I							±			1+ 1–
797	Carnegie Hall (136)	UA			3- 8-47	±	±	+	∓	∓	∓		9+ 2–
805	Carnival in Costa Rica (96)	20-Fox			3-29-47	±	±	+	+	+	+	±	7+ 3–
728	Centennial Summer (102)	20-Fox			6- 8-46	∓	+	+	∓	+	∓	+	10+
759	Chase, The (86)	UA			10-19-46	+	±	±		±	+	+	5+ 3–
813	Cheyenne (100)	WB			4-26-47	∓	±	+		∓			6+ 1–
760	Child of Divorce (62)	RKO			10-19-46	+	±	±	±	+	+	±	7+ 4–
789	Cigarette Girl (67)	Col.			2-15-47	±	±		±	±	∓	∓	6+ 6–
740	Claudia and David (78)	20-Fox			7-27-46	+	+	+	+	+	∓	∓	9+
752	Cloak and Dagger (106)	WB			9-14-46	∓	∓	+	+	∓	∓	+	11+
737	Cockeyed Miracle, The (81)	MGM			7-20-46	±	+	+	±	±	+		6+ 3–
799	Code of the West (57)	RKO			3- 8-47	+	±	±	±	∓	±		6+ 5–
729	Crack-Up (93)	RKO			6-15-46	∓	+	±	±	±	+	+	7+ 4–
776	Crime Doctor's Manhunt (61)	Col.			12-28-46	±	±	∓		+	±	±	6+ 5–
742	Criminal Court (62)	RKO			8-10-46	±	±	±		+	+	∓	6+ 4–
765	Cross My Heart (83)	Para.			11-23-46	+	±	±	±	±	–	+	6+ 5–
739	Cuban Pete (61)	U-I			7-27-46	±	∓	±		∓	±	+	6+ 5–
		D											
796	Danger Street (66)	Para.			3- 1-47	∓	±	∓	±	±	∓		6+ 6–
736	Danger Woman (60)	U-I			7-13-46	∓	∓	–	∓	–	±	±	5+ 7–
771	Dangerous Millions (68)	20-Fox			12-14-46	±	±	±	+	±	±	∓	7+ 6–
758	Dangerous Money (66)	Mono.			10-12-46	+	∓			±	∓	±	5+ 5–
793	Dangerous Venture (59)	UA			3- 1-47	±		∓	±	+	±		5+ 4–
809	Dark Delusion (90)	MGM			4-12-47	+	±	±	±	+	±		6+ 4–
738	Dark Horse, The (59)	U-I			7-20-46	–	±	±		–	±		3+ 5–
758	Dark Mirror, The (85)	U-I			10-12-46	+		±	+	∓	∓	+	8+ 1–
734	Dead of Night (76)	U-I			7- 6-46	±	+	±	+	±	±	+	7+ 4–
781	Dead Reckoning (100)	Col.			1-18-47	+	+	+	+	+	+	+	7+
732	Deadline for Murder (66)	20-Fox			6-22-46	–	±	±	∓	±	∓	∓	6+ 7–
760	Deception (112)	WB			10-19-46	+	±	+	+	+	+	+	7+ 1–
751	Decoy (76)	Mono.			9-14-46	±	±	+	+	+	–	+	6+ 3–
		Desirable Lady (..)	SG									∓	1+ 1–
788	Devil on Wheels (67)	PRC			2- 8-47	∓	∓		±	±	∓		6+ 4–
797	Devil Thumbs a Ride, The (63)				3- 8-47	+	±	+	+	±	±	±	7+ 4–
753	Devil's Playground, The (60)	UA			9-28-46	±		+	±	±	±		5+ 4–
765	Dick Tracy vs. Cueball (62)	RKO			11- 9-46	±	±	+	±	±	±	–	± 6+ 6–
813	Dishonored Lady (86)	UA			4-26-47	+	±	±		∓			5+ 2–
		Don Ricardo Returns (78)	PRC				∓						1+ 1–
735	Down Missouri Way (83)	PRC			7-13-46	±	±	±	+	+		–	5+ 4–
757	Driftin' River (55)	PRC			10-12-46	±			±	∓	±		4+ 4–
780	Duel in the Sun (140)	SRO			1-11-47	∓		+	∓	∓	±		8+ 1–
		E											
746	Earl Carroll Sketchbook (90)	Rep.			8-24-46	∓	±	+	+	∓	±	+	7+ 4–
785	Easy Come, Easy Go. (77)	Para.			2- 1-47	±	∓	±	±	±	+	±	7+ 6–
808	Egg and I, The (108)	U-I			4- 5-47	∓	+	+	+	∓	+		8+
		F											
794	Fabulous Dorseys, The (90)	UA			3- 1-47	±	±	±	+	±	+		6+ 4–
775	Fabulous Suzanne, The (71)	RKO			12-28-46	±	±	±	±	±	±	–	6+ 7–
729	Faithful in My Fashion (81)	MGM			6-15-46	±	±	±	±	–	+	+	6+ 5–
775	Falcon's Adventure, The (61)	RKO			12-28-46	∓	±	±	±	+	±	±	7+ 6–
800	Fall Guy (64)	Mono.			3- 8-47	∓	±		±	+	∓	∓	6+ 5–
792	Farmer's Daughter, The (94)	RKO			2-22-47	+	+	+	+	+	∓	+	8+
795	Fear in the Night (71)	Para.			3- 1-47	+	±	+	+	+	±	±	7+ 3–
		Fighting Frontiersman, The (..)	Col.							±			1+ 1–
758	Fool's Gold (63)	UA			10-12-46	±		±	±	+	+		5+ 3–
798	Framed (80)	Col.			3- 8-47	±	±	+	+	±	+		6+ 3–
		Fun on a Weekend (96)	UA				+	+	+	∓			5+
		G											
784	Gallant Bess (101)	MGM			1-25-47	±	±	+	+	+	+	±	7+ 3–
752	Gallant Journey (86)	Col.			9-14-46	±	∓	∓	+	±	+	±	7+ 5–
759	Gas House Kids (68)	PRC			10-19-46	∓	±		±	∓	±	∓	6+ 6–
741	Genius at Work (62)	RKO			8-10-46	∓	–	∓	∓	∓	∓	=	5+ 8–
753	Gentleman Joe Palooka (72)	Mono.			9-28-46	±	±		±	±	+		5+ 4–
810	Ghost Goes Wild, The (66)	Rep.			4-12-47	±	±		±	±	∓		5+ 5–
812	Ginger (67)	Mono.			4-19-47	∓	∓				∓	∓	4+ 4–
746	G.I. War Brides (69)	Rep.			8-24-46	+	±	±	±	±	+	±	7+ 5–
807	Great Expectations (115)	U-I			4- 5-47	+	∓		∓	∓	∓		9+
798	Guilt of Janet Ames, The (81)	Col.			3- 8-47	+	±	±		+	+		5+ 2–
804	Guilty, The (71)	Mono.			3-22-47	+			+		±		3+ 1–
		H											
		Hard Boiled Mahoney (63)	Mono.							–		∓	1+ 2–
745	Heading West (54)	Col.			8-24-46	±				–	+		2+ 2–
777	Heldorado (70)	Rep.			1- 4-47	±		+	±	±	+		5+ 3–
733	Her Adventurous Night (76)	U-I			7-6-46	±	±	±	±	±	±		6+ 6–
753	Her Sister's Secret (86)	PRC			9-28-46	±	±	±	+	+	+	±	7+ 4–
801	High Barbaree (92)	MGM			3-15-47	±	±	+	+	∓	∓		8+ 2–
804	High Conquest (83)	Mono.			3-22-47	∓	+	+	+	±			6+ 1–
745	High School Hero (74)	Mono.			8-24-46	+	±	∓	±	±	∓	∓	7+ 6–
740	Holiday in Mexico (128)	MGM			7-27-46	∓	∓	∓	∓	∓	∓	∓	14+
763	Home in Oklahoma (72)	Rep.			11- 9-46	±		+	±	±	±		5+ 4–
740	Home Sweet Homicide (90)	20-Fox			7-27-46	+	+	+	+	+	∓	+	8+
813	Homesteaders of Paradise Valley (58)	Rep.			4-26-47	±				+	+		3+ 1–
814	Homestretch, The (106)	Para.			4-26-47	∓	±		±	∓		+	7+ 2–
812	Honeymoon (74)	RKO			4-19-47	+	±	–	±	∓			4+ 4–
776	Humoresque (125)	WB			12-28-46	+	+	∓	∓	+	∓	∓	11+
		I											
795	I Cover Big Town (63)	Para.			3- 1-47	±	±	+	±	±	±		6+ 5–
756	I Know Where I'm Going (91)	U-I			10- 5-46	±				±			2+ 2–
750	If I'm Lucky (78)	20-Fox			9- 7-46	+	±	±	+	±	±	±	7+ 5–
783	I'll Be Yours (83)	U-I			1-25-47	±	±	+	±	±	+	±	7+ 5–
802	Imperfect Lady, The (97)	Para.			3-15-47	∓	±	±	+	∓	+		7+ 3–
731	Inside Job (66)	U-I			6-22-46	±	±	∓		–	±	±	5+ 6–
746	Invisible Informer, The (57)	Rep.			8-24-46	–	±	∓	±	–	–	∓	4+ 7–
797	It Happened in Brooklyn (103)	MGM			3- 8-47	∓	+	+	∓	∓	+	+	10+
788	It Happened on Fifth Avenue (116)	Mono.			2- 8-47	+		+	±	±	+		5+ 2–
783	It's a Joke, Son (63)	E-L			1-25-47	+	±	–	+		±		4+ 3–
774	It's a Wonderful Life (132)	RKO			12-21-46	+	∓	∓	∓	∓	∓	∓	13+
749	It's Great to Be Young (63)	Col.			9- 7-46	±	–	∓		±	±	∓	5+ 6–
749	I've Always Loved You (117)	Rep.			9- 7-46	+	±	±	+	+	∓	+	8+ 2–
		J											
811	Jewels of Brandenburg (65)	20-Fox			4-19-47	+	±		±	±			4+ 3–
781	Johnny O'Clock (95)	Col.			1-18-47	±	+	+	±	+	+	∓	8+ 2–
753	Jolson Story, The (128)	Col.			9-28-46	∓	∓	∓	∓	∓	∓	∓	14+
795	Jungle Flight (67)	Para.			3- 1-47	±	±	±	±	∓	∓		6+ 6–
		K											
743	Killers, The (102)	U-I			8-17-46	+	∓	+	+	+	+	±	8+ 1–
803	King of the Wild Horses (79)	Col.			3-22-47	±	∓		±	+	±		5+ 4–
		L											
780	Ladies' Man (91)	Para.			1-11-47	+	±	±	+	±	±	∓	7+ 5–
		Lady Chaser (74)	PRC				∓					±	2+ 2–
766	Lady in the Lake (103)	MGM			11-30-46	+	+	+	+	∓	+	+	8+
739	Lady Luck (97)	RKO			7-27-46	+	+	±	+	+	+	+	7+ 1–
757	Lady Surrenders, A (113)	U-I			10-12-46	±				±			2+ 2–
746	Last Crooked Mile, The (67)	Rep.			8-24-46	∓	±	±	±	±	∓	∓	7+ 7–
		Last Frontier Uprising (67)	Rep.							±			1+ 1–
788	Late George Apley, The (98)	20-Fox			2- 8-47	+	+	+	+	+	+	∓	8+
799	Law of the Lash (54)	PRC			3- 8-47	±		±		∓	∓	∓	5+ 5–
		Lighthouse (74)	PRC									∓	1+ 1–
812	Likely Story, A (88)	RKO			4-19-47	–	±	+	±	∓			5+ 3–
759	Little Iodine (57)	UA			10-19-46	±	∓	∓	±	+	∓		6+ 5–
750	Little Miss Big (61)	U-I			9- 7-46	∓	±	±	∓	–	+		5+ 5–

An interpretative analysis of opinions deduced from the language of lay and trade press reviews. The plus and minus signs indicate the degree of favor or disfavor of the review. This department serves also as an ALPHABETICAL INDEX to feature releases. Numeral preceding title is Picture Guide Review page number. In parentheses after title is running time. Date following distributor is BOXOFFICE review date. Listings cover current reviews. It is brought up to date regularly. The meaning of the various signs and their combinations is as follows:

⧺ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor.

In the summary ⧺ is rated as 2 pluses; = as 2 minuses.

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
774	Locket, The (85	RKO		12-21-46	+	+	⧺	+	+	⧺	±	9+ 1−
799	Lone Hand Texan, The (57)	Col.		3- 8-47	±		∓		±	±		4+ 4−
777	Lone Star Moonlight (67)	Col.		1- 4-47	∓							1+ 1−
780	Lone Wolf in Mexico (70)	Col.		1-11-47	±	∓			±	±		4+ 4−
801	Lost Honeymoon (71)	E-L		3-15-47	±	±	+	+	⧺	+		7+ 2−
806	Love and Learn (85)	WB		3-29-47	±	±	±	±	−			4+ 5−
769	Love Laughs at Andy Hardy (93)	MGM		12- 7-46	±	±	+	±	∓	⧺	±	8+ 5−
	M											
794	Macomber Affair, The (90)	UA		1-25-47	+	±	∓	+	+	±	⧺	8+ 3−
	Magic Bow, The (..)	U-I							−	+		1+ 1−
766	Magnificent Doll, The (94)	U-I		11-23-46	+	±	+	+	+	⧺	⧺	9+ 1−
803	Magnificent Rogue, The (75)	Rep.		3-22-47	∓				+	∓		3+ 2−
776	Man I Love, The (96)	WB		12-28-46	±	±	+	±	∓	+	±	7+ 5−
760	Margie (94)	20-Fox		10-19-46	+	⧺	+	+	+	⧺	⧺	10+
792	Michigan Kid (70)	U-I		2-22-47	±	±	±	±	∓	∓	±	7+ 7−
809	Mighty McGurk, The (85)	MGM		4-12-47	+	±	+	+	+	+	±	7+ 2−
798	Millie's Daughter (70)	Col.		3- 8-47	±	±		+	−	±		4+ 4−
748	Mister Ace (84)	UA		8-31-46	+	±	±	+	+	±	+	7+ 3−
779	Mister District Attorney (81)	Col.		1-11-47	±	±	+	±	∓	±	±	7+ 6−
773	Mister Hex (63)	Mono.		12-21-46	±	±	±	±	+	±		6+ 5−
813	Monsieur Verdoux (120)	UA		4-26-47	⧺	±	∓	⧺	∓		±	8+ 4−
766	My Brother Talks to Horses (93)	MGM		11-23-46	+	±	⧺	+	±	+		7+ 2−
758	My Darling Clementine (97)	20-Fox		10-12-46	+	+	+	+	+	⧺	±	8+ 1−
791	My Favorite Brunette (87)	Para.		2-22-47	+	+	+	+	+	⧺	⧺	9+
	My Heart Goes Crazy (..)	U-I					∓					1+ 1−
734	My Pal Trigger (79)	Rep.		7- 6-46	+		±	+	±	⧺	±	7+ 3−
	N											
762	Never Say Goodbye (97)	WB		11- 2-46	+	±	±	+	∓	±	±	7+ 5−
	New Orleans (89)	UA								±		1+ 1−
736	Night and Day (128)	WB		7-13-46	⧺	⧺	⧺	⧺	⧺	⧺	⧺	14+
755	Nobody Lives Forever (100)	WB		10- 5-46	+	±	+	+	+	±	+	7+ 2−
757	Nocturne (87)	RKO		10-12-46	±	±	+	±	+	±	+	7+ 4−
747	No Leave, No Love (120)	MGM		8-31-46	+	+	⧺	+	±	+	+	8+ 1−
787	Nora Prentiss (111)	WB		2- 8-47	±	±	±	+	∓	+	±	7+ 5−
739	Notorious (103)	RKO		7-27-46	⧺	⧺	⧺	⧺	+	+	⧺	12+
761	Notorious Gentleman (108)	U-I		11- 2-46	+	+		+	+	⧺	⧺	8+
	O											
793	Odd Man Out (118)	U-I		3- 1-47	⧺	+		⧺	⧺	⧺	⧺	11+
734	Of Human Bondage (105)	WB		7- 6-46	+	±	±	±	∓	±	+	7+ 5−
810	Other Love, The (95)	UA		4-12-47	+	+	+	⧺	⧺	⧺		9+
733	Out California Way (67)	Rep.		12-21-46	±		∓	±	±	+		5+ 4−
796	Over the Santa Fe Trail (63)	Col.		3- 1-47	±			+		∓		3+ 2−
778	Overlanders, The (91)	E-L		1- 4-47	±	±	+	±		⧺	+	7+ 3−
	P											
765	Perfect Marriage, The (87)	Para.		11-23-46	±	±	∓	+	+	±	±	7+ 5−
742	Personality Kid (68)	Col.		8-10-46	±	∓	∓		∓	+	±	6+ 5−
	Philo Vance Returns (62)	PRC				∓			±			2+ 2−
784	Pilgrim Lady, The (67)	Rep.		1-25-47	±	±	±	±	∓	±		6+ 6−
763	Plainsman and the Lady (82)	Rep.		11- 9-46	±	∓	±	+	+	±	±	7+ 5−
741	Prairie Badmen (55)	PRC		8-10-46	∓			±	±	∓	∓	5+ 5−
793	Private Affairs of Bel Ami, The (115)	UA		3- 1-47	±	±	±	+	±	⧺		7+ 4−
791	Pursued (101)	WB		2-22-47	+	+		+	+	+	⧺	7+
	Q											
733	Queen of Burlesque (67)	PRC		7- 6-46	±	±	±		±	±	±	6+ 6−
805	Queen of the Amazons (61)	SG		3-29-47	∓			±	±		−	3+ 4−
	R											
	Raiders of the South (58)	Mono.							±	±	∓	3+ 3−
	Rainbow Over the Rockies (54)	Mono.							∓	∓	∓	3+ 3−
793	Ramrod (94)	UA		3- 1-47	+	±	+	+	+	+		6+ 1−
802	Range Beyond the Blue (54)	PRC		3-15-47	±		+	±		±		4+ 3−
770	Razor's Edge, The (146)	20-Fox		12- 7-46	⧺	±	+		⧺	+		7+ 1−
785	Red House, The (93)	UA		2- 1-47	+	±	+	+	+	⧺	⧺	9+ 1−
744	Rendezvous With Annie (90)	Rep.		8-17-46	+	+		+	+	+	+	6+
787	Renegade Girl (65)	SG			±				∓			2+ 2−
767	Return of Monte Cristo, The (91)			11-30-46	±	±	+	+	±	⧺	∓	8+ 4−
733	Return of Rusty (64)	Col.		7- 6-46	±	∓			±	+	∓	5+ 4−
	Riding the California Trail (61)	Mono.									∓	1+ 1−
796	Road to Hollywood (61)	SG		3- 1-47	±							1+ 1−
754	Roll On Texas Moon (68)	Rep.		9-28-46	±		±	±	+	+		5+ 3−
760	Rolling Home (71)	SG		10-19-46	±				±			2+ 2−
	S											
808	San Demetrio, London (78)	20-Fox		4- 5-47	±	±	⧺	+	∓			6+ 3−
769	San Quentin (66)	RKO		12- 7-46	∓	±	+	±	+	±	±	7+ 5−
	Santa Fe Uprising (56)	Rep.							±	±		2+ 2−
738	Scandal in Paris, A (100)	UA		7-20-46	+	±	±	±	∓	±	+	7+ 5−
790	Sea of Grass, The (123)	MGM		2-15-47	+	±	+	+	+	⧺	⧺	9+ 1−
767	Secret Heart, The (97)	MGM		11-30-46	+	±	⧺	+	+	+		7+ 1−
761	Secret of the Whistler (65)	Col.		11- 2-46	∓	∓			±	∓		4+ 4−
745	Secrets of a Sorority Girl (58)	PRC		8-24-46	∓	∓		∓		±	=	4+ 6−
795	Seven Were Saved (72)	Para.		3- 1-47	∓	∓	∓	±	+	+	+	7+ 4−
744	Shadow of a Woman (79)	WB		8-17-46	±	±	∓	±	±	∓	∓	7+ 7−
756	Shadowed (70)	Col.		10- 5-46	±	±			+	±	±	5+ 4−
779	Shocking Miss Pilgrim, The (55)	20-Fox		1-11-47	+	±	±	+	+	+		6+ 2−
809	Shoot to Kill (65)	SG		4-12-47	±		+	+	±			4+ 2−
743	Show-Off, The (84)	MGM		8-17-46	+	+	+	±	±	+	∓	7+ 3−
	Silver Range (55)	Mono.							±		±	2+ 2−
792	Sin of Harold Diddlebock, The (94)			2-22-47	+	+	+	+	+	+		6+
782	Sinbad the Sailor (117)	RKO		1-18-47	+	+	+	+	+	+	+	7+
741	Sing While You Dance (73)	Col.		8-18-46	±	∓			±	±	∓	5+ 5−
777	Singin' in the Corn (64)	Col.		1- 4-47	∓	±	±			−	∓	4+ 5−
752	Singing on the Trail (69)	Col.		9-14-46	±				±			2+ 2−
770	Sioux City Sue (69)	Rep.		12- 7-46	∓		±	±	±	+		5+ 4−
738	Sister Kenny (116)	RKO		7-20-46	⧺	⧺	⧺	⧺	⧺	⧺	⧺	14+
789	Smash-Up (103)	U-I		2-15-47	+	⧺	+	+	+	⧺	⧺	10+
732	Smoky (87)	20-Fox		6-22-46	+	±	+	+	+	⧺	⧺	9+ 1−
765	So Dark the Night (70)	Col.		11-23-46	+	±	±	+	+	+	∓	7+ 3−
786	Song of Scheherazade (106)	U-I		2- 1-47	+	±	±	+	+	+	±	7+ 3−
	Song of the Sierras (55)	Mono.						+	±			2+ 1−
762	Song of the South (95)	RKO		11- 1-46	⧺	⧺	⧺	⧺	⧺	⧺	⧺	14+
786	South of the Chisholm Trail (58)	Col.		2- 1-47	±			±		∓		3+ 3−
726	Specter of the Rose (90)	Rep.		5-25-46	∓	±	±		±	⧺	±	7+ 5−
745	Spook Busters (68)	Mono.		8-24-46	±	±	∓	±	±	∓	±	7+ 7−
780	Stagecoach to Denver (56)	Rep.		1-11-47	∓		±	±	+	±		5+ 4−
773	Stairway to Heaven (104)	U-I		12-21-46	+	+		⧺	⧺	⧺	⧺	10+
805	Stallion Road (97)	WB		3-29-47	±	±	±	+	+	+	+	7+ 3−
775	Stars Over Texas (57)	PRC		12-28-46	±			±				2+ 2−
764	Strange Holiday (56)	PRC		11- 9-46	±	±	∓		±	+		5+ 4−
751	Strange Journey (67)	20-Fox		9-14-46	±	∓		±	±	∓		5+ 5−
762	Strange Woman, The (101)	UA		11- 2-46	+	±	+	+	+	+	+	7+ 1−
789	Suddenly It's Spring (87)	Para.		2-15-47	+	±	+	+	+	+	+	7+ 1−
738	Sunset Pass (59)	RKO		7-20-46	∓	±	±	±	±	±		6+ 6−
766	Susie Steps Out (65)	UA		11-23-46	±	±	±	±	∓	±		6+ 6−
770	Sweetheart of Sigma Chi (76)	Mono.		12- 7-46	±	±	+	±	±	+		6+ 4−
771	Swell Guy (87)	U-I		12-14-46	±	+	+	+	+	±	⧺	8+ 2−
	T											
806	Tarzan and the Huntress (72)	RKO		3-29-47	+	±	±	+	+	±	−	6+ 4−
761	Temptation (100)	U-I		11- 2-46	+	±	±	±	⧺	+	±	8+ 4−
764	Terror Trail (55)	Col.		11- 9-46	∓				±			2+ 2−
772	That Brennan Girl (95)	Rep.		12-14-46	±	+	±	+	±	±	±	7+ 5−
791	That Way With Women (85)	WB		2-22-47	±	±	±	±	+	⧺	±	8+ 5−
810	That's My Man (104)	Rep.		4-12-47	+	+	±	+	+	±	+	7+ 2−
747	They Were Sisters (108)	U-I		8-31-46	+	±		+	±	+	+	6+ 2−
775	13 Rue Madeleine (95)	20-Fox		12-28-46	+	+	+	+	+	⧺	⧺	9+ −
792	Thirteenth Hour, The (62)	Col.		2-22-47	±	±		±	−	∓		4+ 5−
811	This Happy Breed (110)	U-I		4-19-47	+	±	+	+	∓	⧺	⧺	9+ 2−
751	Three Little Girls in Blue (90)	20-Fox		9-14-46	+	+	+	⧺	+	⧺	⧺	10+
809	Three on a Ticket (62)	PRC		4-12-47	+	±	±	±	+			5+ 3−
730	Three Wise Fools (92)	MGM		6-15-46	±	+	±	+	+	+	±	7+ 3−
747	Thrill of Brazil, The (91)	Col.		8-31-46	+	±	±	+	−	+	+	6+ 3−
765	Till the Clouds Roll By (120)	MGM		11-23-46	⧺	+		⧺	⧺	⧺	⧺	11+
730	Till the End of Time (105)	RKO		6-15-46	⧺	±	±	+	⧺	⧺	+	10+ 2−
743	Time of Their Lives, The (82)	U-I		8-17-46	+	±	±	+	+	⧺	±	8+ 3−
804	Time Out of Mind (89)	U-I		3-22-47	∓	∓	∓	±	∓	±	±	7+ 7−
772	Time, the Place and the Girl, The (105)	WB		12-14-46	±	±	+	+	+	+	±	7+ 3−
794	Trail Street (83)	RKO		3- 1-47	±	±	+		±	±	+	6+ 4−
785	Trail to San Antone (67)	Rep.		2- 1-47	±		±	+	±	+		5+ 3−
	Trailing Danger (..)	Mono.									±	1+ 1−
779	Trap, The (68)	Mono.		1-11-47	∓	−		±	∓		−	3+ 5−
764	Tumbleweed Trails (57)	PRC		11- 9-46	∓		±	±		±		4+ 4−
811	Twilight on the Rio Grande (71)	Rep.		4-19-47	+		±	±	−			3+ 3−
739	Two Guys From Milwaukee (90)	WB		7-27-46	+	+	+	+	+	±	+	7+ 1−
806	Two Mrs. Carrolls, The (100)	WB		3-29-47	+	±	±		+		+	4+ 2−
730	Two Smart People (93)	MGM		6-15-46	±	±	±	±	±	+		6+ 5−
748	Two Years Before the Mast (98)	Para.		8-31-46	±	±	⧺	+	+	⧺	⧺	10+ 2−
	U											
748	Under Nevada Skies (69)	Rep.		8-31-46	∓		±		∓			3+ 3−
	Undercover Maisie (93)	MGM				+	+	+	∓			4+ 1−
756	Undercurrent (113)	MGM		10- 5-46	+	±	+	⧺	+	⧺	+	9+ 1−
772	Unexpected Guest (60)	UA		12-14-46	±		±	±	±	±	±	6+ 6−
734	Unknown, The (65)	Col.		7- 6-46	±	±	±	±	±	±	±	7+ 7−
808	Untamed Fury (61)	PRC		4- 5-47	∓	±	∓	+	+			5+ 3−
	V											
808	Vacation Days (68)	Mono.		4- 5-47	±	±			−			2+ 3−
757	Vacation in Reno (60)	RKO		10-12-46	∓	±	±	±	∓	±	∓	7+ 7−
	Valley of Fear (54)	Mono.							−		±	1+ 2−
766	Verdict, The (86)	WB		11-23-46	+	±	±	+	±	+	+	7+ 3−
799	Vigilantes of Boomtown (96)	Rep.		3- 8-47	+		±	+	+	±		5+ 2−
812	Violence (72)	Mono.		4-19-47	±	±	+	±	±			5+ 4−
	W											
766	Wake Up and Dream (92)	20-Fox		11-30-46	±	∓	∓	+	∓	⧺	±	8+ 5−
763	Wanted for Murder (97)	20-Fox		11- 9-46	±	±		+	+	+	+	6+ 2−
814	Welcome Stranger (106)	Para.		4-26-47	⧺					⧺		4+
806	West of Dodge City (57)	Col.		3-29-47	±			±				2+ 2−
751	White Tie and Tails (74)	U-I		9-14-46	±	±			+	+	±	5+ 3−
771	Wicked Lady, The (98)	U-I		12-14-46	+	±		±	∓	+	+	6+ 3−
762	Wife Wanted (73)	Mono.		11- 2-46	∓	±		±	±			4+ 4−
743	Wild Beauty (61)	U-I		8-17-46	±	∓			∓	+	±	5+ 4−
785	Wild Country (57)	PRC		2- 1-47	±		∓	∓	∓			4+ 4−
769	Wild West (73)	PRC		12- 7-46	±		+	±	∓	±		5+ 4−
	Woman on the Beach, The (..)	RKO					+					1+
	Y											
810	Yankee Fakir (71)	Rep.		4-12-47	+	∓	±	±	+			5+ 3−
770	Yearling, The (135)	MGM		12- 7-46	⧺	⧺	⧺	⧺	⧺	⧺	⧺	14+
802	Years Between, The (88)	U-I		3-15-47	±	±		±	±	+	⧺	7+ 4−

SHORTS CHART

Short subjects, listed by Company, in order of release. Running time follows title. First date is National release, second the date of review in BOXOFFICE. Symbol between dates is rating from the BOXOFFICE review: ‡ Very Good, + Good, ± Fair, ∓ Mediocre, − Poor, = Very Poor. ⊛ Indicates color photography.

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	ALL-STAR COMEDIES			
8433	Slappily Married (J. De Rita) (16½)	11- 7	±	4-19
8423	Reno-Vated (V. Vague) (18½)	11-21	±	1- 4
8434	Moron Than Off (S. Holloway) (17)	11-28	+	2- 8
8403	Three Little Pirates (Stooges) (18)	12- 5	+	1-25
8435	Andy Plays Hookey (Andy Clyde) (18)	12-19	±	2-15
8404	Half Wits' Holiday (Three Stooges) (17½)	1- 9		....
8436	Meet Mr. Mischief (H. Von Zell) (17½)	1-23	±	4- 5
8424	Hot Heir (H. Herbert) (16½)	2-13	±	3-22
8437	Scooper Dooper (S. Holloway) (18)	2-27		....
8405	Fright Night (Stooges) (17)	3- 6		....
8438	The Good Bad Egg (J. DeRita) (17)	3-20		....
8439	Bride and Gloom (S. Howard) (16)	3-27		....
8440	Two Jills and a Jack (A. Clyde) (..)	4-17		....
8406	Out West (Stooges) (17½)	4-24	+	4-12
8425	Cupid Goes Nuts (16)	5- 1		....
8426	Nervous Shakedown (15½)	5- 8		....
	COLOR PHANTASIES			
8701	Fowl Brawl (6)	1- 9	+	3-29
8702	Uncultured Vulture (6)	2- 6		....
8703	Wacky Quacky (6)	3-20		....
8704	Leave Us Chase It (..)	4-24		....
	COLOR RHAPSODIES (Technicolor)			
8501	Loco Lobo (6)	1- 9	+	4-19
8502	Cockatoos for Two (6)	2-13		....
8503	Big House Blues (7)	3- 6		....
8504	Mother Huba-Huba-Hubbard (6)	5-29		....
	COMMUNITY SING			
8651	No. 1 The Gypsy (Leibert) (9½)	9-12	±	12-14
8652	No. 2 It's a Pity to Say Goodnight (Baker) (10½)	10-10	+	11-16
8653	No. 3 Surrender (Leibert) (9½)	11-14	+	4-19
8654	No. 4 Pretending (Baker) (10)	12-19	+	4-19
8655	No. 5 Rumors Are Flying (Leibert) (9½)	1-23		....
8656	No. 6 Ole Buttermilk Sky (Baker) (10)	2-27		....
8657	No. 7 The Coffee Song (Leibert) (..)	3-13		....
8658	No. 8 I'll Close My Eyes (Baker) (..)	4-17		....
8659	No. 9 Mr. Leibert at the Organ (10)	5-22		....
	SCREEN SNAPSHOTS			
8852	No. 2 Looking Down on Hollywood (10)	10- 3	+	11-30
8853	No. 3 Rodeo (10)	11- 7		....
8854	No. 4 Skolsky Party (10)	12-26	±	4-19
8855	No. 5 Movie Columnists (9)	1-23		....
8856	No. 6 Behind the Mike (9)	2- 6		....
8857	No. 7 Holiday in Las Vegas (10)	3-13	+	4-19
8858	No. 8 My Pal Ringeye (10)	4-10		....
8859	No. 9 Famous Hollywood Mothers (10)	5- 1		....
	SPORT REELS			
8801	Army Football Champions (11)	9-19	+	11- 9
8802	Ten Pin Magic (10)	10-24	+	4-19
8803	Hi Li (9½)	11-21	+	4-19
8804	Best in Show Dogs (10)	12-12		....
8805	Polo (10)	1.30		....
8806	Cue Tricks (9)	2-20		....
8807	Tennis Wizards (..)	3-20		....
8808	Goofy Golf (..)	4-24		....
8809	Wrestling (9)	5-29		....
	THRILLS OF MUSIC			
8951	Jerry Wald & Orch. (10)	9-12	+	11-23
8952	Machito & Orch. (10½)	10-17	±	12-14
8953	Les Elgart & Orch. (10)	11-28	+	4-19
8954	Ray McKinley & Orch. (9½)	11-28	+	1-11
8955	Shorty Sherock & Orch. (8½)	1-23		....
8956	Buddy Morrow & Orch. (9½)	2-27		....
8957	George Towne & Orch. (..)	3-27		....
8958	Ray Anthony & Orch. (10)	5-22		....
	SERIALS			
8120	Son of the Guardsman (15 Chapters)	10-24	±	10-19
8140	Jack Armstrong (15 Chapters)	2- 6	‡	2- 8
8160	The Vigilante (15 Chapters)	5-22		....

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	FITZPATRICK TRAVELTALKS (Technicolor)			
T-713	Land of Mayas (..)	1-26		....
T-714	Glimpses of Guatemala (8)	2- 9	+	2-16
T-715	Visiting Vera Cruz (..)	3-16	‡	2- 9
T-716	The Mission Trail (..)	4-13		....
T-717	Looking at London (..)	6- 1	+	6- 1
T-718	Over the Seas to Belfast (..)	8-31		....
T-811	Glimpses of California (9)	10-26	+	4-19
T-812	Calling on Costa Rica (10)	3-15	+	3-29
	MINIATURES			
M-783	Musical Masterpieces (10)	4-20	‡	4- 6
M-784	Bikini—The Atom Island	6-15	+	6-15
	MGM NEWS OF THE DAY (Released Twice Weekly)			
	MGM SPECIALS			
A-702	Purity Squad (20)	11- 3	‡	10- 3
A-703	Traffic With the Devil (17)	8-31	‡	9-14
A-801	Luckiest Guy in the World (21)	1-25		....
	MGM TECHNICOLOR CARTOONS			
W-734	Lonesome Lenny (8)	3- 9	+	4- 6
W-737	The Hick Chick (7)	6-15		....
W-739	Northwest Hounded Police (..)			....
W-831	Henpecked Hoboes (7)	10-26	‡	4-19
W-834	Hound Hunters (7)	4-12		....
	MGM TOM & JERRY CARTOONS			
W-735	Springtime for Thomas (9)	3-30	+	4-13
W-736	The Milky Waif (7)	5-18	+	7- 1
W-738	Trap Happy (7)	6-29		....
W-740	Solid Serenade (..)	8-31		....
W-832	Cat Fishin' (8)	2-22	‡	4-19
W-833	Part Time Pal (8)	3-15		....
	PASSING PARADE			
K-775	Magic on a Stick (10)	1- 9	‡	2-16
K-776	Our Old Car (10)	5-11	‡	4- 6
K-871	A Really Important Person (10)	1-11	±	3-15
	PETE SMITH SPECIALTIES			
S-757	Fala at Hyde Park (9)	1-19	‡	1-26
S-758	Studio Visit (..)	5-11	‡	7- 1
S-759	Equestrian Quiz (..)	5-18	‡	7- 1
S-760	Treasures From Trash	6- 8	±	6- 1
S-851	Football Thrills No. 9 (9)	9- 7		....
S-852	Sure Cures (9)	11- 2		....
S-853	I Love My Husband But (9)	12- 7		....
S-854	Playing by Ear (..)	12-28	‡	1-25
S-855	Athletiquiz (9)	1-11	+	4-19
S-856	Diamond Demon (9)	2- 1	±	2-22
S-857	Early Sports Quiz (9)	3- 1	‡	4- 5
S-858	I Love My Wife But (9)	4-15	‡	4-12
S-859	Neighbor Pests (9)	5- 3	±	4-26

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	GEORGE PAL PUPPETOONS (Technicolor)			
U5-3	Olio for Jasper (7)	4-19	+	4-13
U5-4	Together in the Weather (7)	5-24	‡	6- 8
U5-5	Jasper's Derby (8)	9-20	‡	5-18
U5-6	John Henry and the Inky Poo (7)	9- 6		....
U5-7	Jasper in a Jam (7)	10-18	‡	12-14
U5-8	Shoe Shine Jasper (7)	2-28	+	2-15
U6-1	Wilbur the Lion (10)	4-18		....
	GRANTLAND RICE SPORTLIGHTS			
R5- 8	Riding the Hickories (9)	5-17	+	7- 1
R5- 9	Birds Make Sport (9)	6-21	+	6-29
R5-10	Feminine Class (10)	7-19	+	7-20
R6- 1	Race Horses Are Born (9)	10- 4	±	10- 5
R6- 2	Dive Hi Champs (10)	10-11	‡	12-14
R6- 3	Queens of the Court (10)	11-15	+	1-18
R6- 4	Like Father, Like Son (10)	12-13		....
R6- 5	Jumping Jacks (9½)	1-10		....
R6- 6	Selling the Sun (10)	1-31		....
R6- 7	Under White Sails (9)	2-28		....
R6- 8	Iced Lightning (10)	4-18		....
	LITTLE LULU (Technicolor)			
D5-2	Bargain Counter Attack (7)	5- 3	‡	4-13
D5-3	Bored of Education (7)	7-26	±	5-18
D5-4	Chick and Double Chick (6)	8-16	±	7-27
D5-5	Musica-Lulu (7)	1-24	‡	2- 1
D5-6	A Scout With the Gout (7)	3- 7	±	3-15
D6-1	Loose in the Caboose (8)	5-23		....
	MUSICAL PARADES (Technicolor)			
FF5-3	College Queen (19)	5-17	±	5-25
FF5-4	Tale of Two Cafes (18)	7- 5	+	7- 1
FF5-5	Double Rhythm (20)	8-23	+	7-20
FF5-6	Golden Slippers (17)	12-13	±	12-13
FF6-1	Sweet and Low (19)	3-28	±	4- 5
	NOVELTOON (Technicolor)			
P5-1	The Friendly Ghost (7½)	4- 5	+	2- 2
P5-2	Cheese Burglar (7)	5-17	+	4-13
P5-3	Old MacDonald Had a Farm (7)	6- 7	+	5-18
P5-4	Sheep Shape (7)	6-28	‡	7- 1
P5-5	Goal Rush (6)	9-27		....
P5-6	Sudden Fried Chicken (7)	10-18	+	12-28
P6-1	Spree for All (7)	10-18	+	10-26
P6-2	Stupidstitious Cat (7)	4-25		....
P6-3	The Enchanted Square (10)	5- 9		....
	PACEMAKERS			
K6-1	Brooklyn, I Love You (10)	10- 4	‡	11- 2
K6-2	Love in Tune (9½)	10-25	‡	11- 9
K6-3	Radio, Take It Away (11)	1-31	‡	4-19
K6-4	Try and Catch Me (9)	2-14		....
	PARAMOUNT NEWS (Released Twice Weekly)			
	POPEYE CARTOONS (Technicolor)			
E5-2	Service With a Guile (6)	4-19	+	4-13
E5-3	Klondike Casanova (8)	5-31	+	5-25
E5-4	Peep in the Deep (7)	6- 7	‡	7- 1
E5-5	Rocket to Mars (6)	8- 9	+	6-29
E5-6	Rodeo Romeo (6)	8-16	+	7-20
E5-7	The Fistic Mystic (6)	2- 7	‡	11-30
E5-8	The Island Fling (7)	3-14	‡	12-21
E6-1	Abusement Park (7)	4-25		....
	POPULAR SCIENCE (Color)			
J5-5	No. 5 (10)	6-21	+	6-29
J5-6	No. 6 (10)	8-16		....
J6-1	No. 1 (11)	11- 1	‡	12- 7
J6-2	The Sponge Divers (11)	1-17	±	4-19
J6-3	Air-Borne Pastures (11)	2-28		....
J6-4	Marine Miracles (10)	4- 4		....
	SPEAKING OF ANIMALS			
Y5-4	In the Wilds (9)	5-10	±	5-18
Y5-5	The Lonesome Stranger (10)	6-14	+	6-29
Y5-6	Be Kind to Animals (10)	8-30		....
Y6-1	Stork Crazy (10)	10-18	±	1- 4
Y6-2	Pooch Parade (10)	12-27	+	3-22
Y6-3	In Country Life (9)	2-21	+	4-19
Y6-4	They're Not So Dumb (8)	3-28		....
	TWO-REEL SPECIAL			
T5-2	Don't Be a Sucker (18)	7- 4	‡	5-11
37	Two Decades of History (22½)	1- 4		....
	UNUSUAL OCCUPATIONS (Color)			
L5-4	No. 4 (10)	5-24	+	4-13
L5-5	No. 5 (10)	7-12	+	6-29
L5-6	No. 6 (10)	8-30		....
L6-1	No. 1 (10)	12-13	‡	11-23
L6-2	Swedish Glass Makers (10)	2-14		....
L6-3	G.I. Hobbies (11)	3-14	+	3-29

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	DISNEY CARTOONS (Technicolor)			
64,105	In Dutch (7)	5-10	‡	3- 9
64,106	Squatter's Rights (7)	6- 7	+	6-15
64,107	Donald's Double Trouble (7)	6-28	‡	7- 6
64,108	The Purloined Pup (7)	7-19	+	8-17
64,109	Wet Paint (7)		+	9-17
64,110	Dumb Bell of the Yukon (7)	8-30	+	5-25
64,111	Lighthouse Keeping (7)	9-20	+	1-25
64,112	Bath Day (7)	10-11		....
64,113	Frank Duck Brings 'Em Back Alive (7)	11- 1	±	7-27
64,114	Double Dribble (7)	11-29	±	11-23
64,115	Pluto's Housewarming (7)	12-20	+	2-15
64,116	Figaro and Frankie (7)	2-27		....
64,117	Straight Shooters (6)	4-18		....
	EDGAR KENNEDY COMEDIES			
63,404	Wall Street Blues (17)	7-12	±	7-27
63,405	Motor Maniacs (18)		±	9-17
63,406	Noisy Neighbors (18)		+	10-12
73,401	I'll Build It Myself (15)	10-18	+	10-12
73,402	Do Or Diet (18)	2-10	±	4- 5
73,403	Social Terrors (18)	4-11		....
	RAY WHITLEY WESTERN MUSICALS			
73,501	Bar Buckaroos (16)	9- 6	±	11- 9
73,502	Cupid Rides the Range (18)	10-11		....
73,503	Bandits and Ballads (17)	11-15	±	11-16
73,504	Buckaroo Broadcast (18)	12-20	+	1- 4
	SPECIAL			
73,901	Football Highlights of 1946 (18)	12-10	+	12-21
	FLICKER FLASHBACKS			
74,201	No. 1 (9)	9-13		....
74,202	No. 2 (9)	10-25		....
74,203	No. 3 (8)	12- 6		....
74,204	No. 4 (10)	1-17	±	4-19
74,205	No. 5 (8)	2-28	±	4-19
74,206	No. 6 (9)	4-11		....
	HEADLINER REVIVALS			
53,201	Songs of the Colleges (15)	9- 8		....
63,201	The Derby Decade (22)	9-21		....
63,202	Russian Dressing (18)	11-23	∓	12-29
63,203	Twenty Girls and a Band (18)	1-18	+	2- 2
63,204	Sea Melody (19)	3-15	±	4-13
63,205	Follow That Music (18)	1-31	±	2- 8
	LEON ERROL COMEDIES			
63,704	Twin Husbands (18)	5-10	+	6-15
63,705	I'll Take Milk (18)	7-19	+	7-27
63,706	Follow That Blonde (18)	9-27	±	9-28
73,701	Borrowed Blonde (15)	3- 7	−	3-22
73,702	Wife Tames Wolf (17)	3-28	±	4-12
	MUSICAL FEATURETTES			
73,201	Melody Time (18)	11-29	+	12-28
73,202	Follow That Music (18)	1-31		....
	PATHE NEWS (Released Twice Weekly)			
	PATHE SPORTSCOPE			
64,310	Aqua Queens (8)	5-17	+	6-15
64,311	Ben Hogan (8)	6-14	+	7- 6
64,312	Palmetto Quail (8)	7-12	+	8-24
64,313	Steeplechasers (8)	7-31	‡	12- 7
74,301	Skating Lady (8)	8-30	‡	10-26
74,302	Hail Notre Dame (8)		±	12-28
74,303	Bowling Fever (9)	11-22	±	11-30
74,304	Kentucky Basketeers (8)	1-13	‡	1-11
74,305	College Climbers (8)	1-10	±	4-19
74,306	Ski Champions (8)	1-10		....
74,307	Ice Skippers (8)	3- 7		....
74,308	Wild Turkey (8)	4- 4		....
	THIS IS AMERICA			
63,107	No Place Like Home (16)	5- 3	‡	5-25
63,108	Panama (16)	5-31	±	6-15
63,109	Port of New York (16)	6-28	‡	7- 6
63,110	Courtship to Courthouse (16)		+	8-17
63,111	Highway Mania (17)		‡	9-17
63,112	White House (17)		+	10- 5
63,113	Northern Rampart (17)		‡	11- 2
73,101	Beauty for Sale (..)	11-22	+	11-16
73,102	Germany Today (16)	12-13	‡	12-21
73,103	A Nation Is Born (17)	1-17	‡	2- 1
73,104	Campus Boom (16)	2- 7	‡	3- 8
73,105	San Francisco (16)	3- 7	‡	3-15
73,106	Forgotten Island (18)	4- 4	‡	4-26

20th Century-Fox

Prod. No.	Title	Rel. Date	Rating	Rev'd.
DRIBBLE PUSS PARADE				
6902	Muscle Maulers (8)	5-31		....
7901	Monkey-Tone News (9)	1-17		....
7951	Fisherman's Nightmare (8)	5- 2	+	2-22
SPORTS				
7301	Football Fanfare (9)	8-23	+	9-14
7351	Winter Holiday (8)	9-27		....
7352	Summer Trails (8)	11- 8		....
7353	Playtime's Journey (8)	12-13		....
7302	Style of the Stars (10)	2- 7		....
7303	Tanbark Champion (8)	5-23		....
FOX MOVIETONE NEWS (Released Twice Weekly)				
MARCH OF TIME				
Vol. 12, No. 9	Wanted—More Homes! (20)	4-19	‡‡	4-20
Vol. 12, No. 10	Tomorrow's Mexico (..)	5-17	‡‡	5-18
Vol. 12, No. 11	Problem Drinkers (19)	6-14	‡‡	6-15
Vol. 12, No. 12	The New France	7-12	‡‡	7-20
Vol. 12, No. 13	Atomic Power (19)	8- 9	+	8-10
Vol. 13, No. 1	Is Everybody Happy? (..)	9- 6		....
Vol. 13, No. 2	World Food Problem (..)	10- 4	+	10-12
Vol. 13, No. 3	The Soviet's Neighbor (17¾)	11- 1	+	11- 2
Vol. 13, No. 4	The American Cop (..)	11-29	‡‡	11-30
Vol. 13, No. 5	Nobody's Children (..)	12-27	‡‡	12-28
Vol. 13, No. 6	Germany—Handle With Care (19)	1-24	+	1-25
Vol. 13, No. 7	Fashion Means Business (..)	2-21	‡‡	2-22
Vol. 13, No. 8	The Teachers' Crisis (..)	3-21	‡‡	3-22
MOVIETONE ADVENTURES (Color)				
6259	Cradle of Liberty (8)	6-21		....
6260	Across the Great Divide (8)	7- 5		....
7251	Sons of Courage (8)	8- 2	+	10- 5
7252	Jamaica (..)	9-13		....
7253	Historic Capetown (..)	10-18		....
7254	Girl and Gags (8)	11-22	±	4-12
7201	Fantasy of Siam (8)	1- 3	+	1-18
7202	Royalty of the Range (9)	3- 7	+	4-19
7255	The Cape of Good Hope (8)	4-11	+	4-19
7256	Zululand (8)	6- 6	±	4-26
7257	Gardens of the Sea (..)	6-13		....
7258	Romance of the Fjords (..)	6-27		....
7203	Harvest of the Sea (9)	7- 4		....
TERRY-TOONS (Technicolor)				
6515	Mighty Mouse in Throwing the Bull (7)	5- 3	+	5- 4
6516	Mighty Mouse in the Trojan Horse (7)	7-26	+	6- 8
6517	Dinky Finds a Home (7)	6- 7	±	7-20
6518	Mighty Mouse in the Johnstown Flood (7)	6-28	+	6- 8
6519	Gandy Goose in Peacetime Football (7)	7-19	‡‡	6- 8
6520	Gandy Goose in the Golden Hen (7)	5-24	±	4-27
7501	Mighty Mouse in Winning the West (7)	8-16	+	10-19
7502	The Tortoise Wins Again (7)	8-30		....
7503	Mighty Mouse in the Electronic Mouse Trap (7)	9- 6		....
7504	Mighty Mouse in the Jail Break (7)	9-20	+	9-21
7505	The Snow Man (7)	10-11		....
7506	The Housing Problem (7)	10-25		....
7507	Mighty Mouse in the Crackpot King (7)	11-15		....
7508	Talking Magpies in the Uninvited Pests (7)	11-29	+	2-15
7509	Mighty Mouse and the Hep Cat (7)	12- 6		....
7510	Beanstalk Jack (7)	12-20		....
7511	Mighty Mouse in Crying Wolf (7)	1-10		....
7512	The Talking Magpies in McDougal's Rest Farm (7)	1-31	‡‡	4-19
7513	Mighty Mouse in Dead End Cats (7)	2-14		....
7514	The Talking Magpies in Happy Go Lucky (7)	2-28		....
7515	Gandy Goose in Mexican Baseball (7)	3-14		....
7516	Mighty Mouse in Aladdin's Lamp (7)	3-28		....
7517	The Talking Magpies in Cat Trouble (7)	4-11		....
7518	Mighty Mouse in Sky Is Falling (7)	4-25		....
7519	Talking Magpies in the Intruder (7)	5- 9		....
7520	Mighty Mouse Meets Deadeye Dick (7)	5-30		....

Universal-International

Prod. No.	Title	Rel. Date	Rating	Rev'd.
ANSWER MAN SERIES				
2391	Answer Man No. 1 (10)	10-21	+	9-21
2392	No. 2 Nature's Atom Bomb (10)	12-30	+	1- 4
2393	No. 3 The Jungle Gangster (9)	3- 3	±	4-19
2394	No. 4 Red Fury (8)	3-24		....
JUVENILE JURY SERIES				
2361	No. 1 (11)	12-16	+	2- 8
2362	No. 2 (10)	3-31	+	4-19
LANTZ CARTUNES (Technicolor)				
2321	Fair Weather Fiends (7)	11-18	‡‡	1-25
2322	Wacky Weed (7)	12-16	+	2-15
2323	Musical Moments (8)	2-24		....
2324	Smoked Hams (7)	4-28		....
2325	Coo-Coo Bird (..)	6- 9		....
NAME BAND MUSICALS				
1308	Takin' the Breaks (15) Russ Morgan & Orch.	5-22	+	7- 1
1309	Banquet of Melody (15) Matty Malneck & Orch.	5-29	+	4-27
1310	Swingin' Down the Scale (15) Alvino Rey & Orch.	6-26	+	7- 1
1311	Breakin' It Down (15) Del Courtney & Orch.	8-28	+	8-17
2301	Frontier Frolic (15) Bob Wills & Orch.	10- 9	+	1- 4
2302	Champagne Music (15) Lawrence Welk & Orch.	11-20	‡‡	1-18
2303	Tumbleweed Tempos (16) Spade Cooley & Orch.	12- 4	±	2- 1
2304	Moonlight Melodies (15) Frankie Carle & Orch.	12-18	+	1-11
2305	Tex Beneke and the Glenn Miller Orch. (15)	3-26	‡‡	4-19
2306	Melody Maestro (15)	4- 2		....
2307	Tommy Tucker & Orch. (..)			....
2308	Charlie Barnet & Orch. (..)	4-16		....
2309	Charlie Spivak & Orch. (..)	5-14		....
PERSON-ODDITIES				
1369	Scientifically Stung (9)	6-10	+	7- 1
1370	Lone Star Padre (9)	6-17		....
1371	Artist's Antics (9)	6-24	+	7- 6
1372	Picture Pioneer (9)	7- 1	+	7- 6
1373	Hobo Hound (9)	8-19	+	9-28
1374	Sampson Junior (9)	8-19	±	10-19
1375	Rural Rhapsody (9)	8-26	±	10-26
SING AND BE HAPPY SERIES				
2381	Bit of Blarney (10)	9-30	+	10-26
2382	The Singing Barbers (9)	2-17	+	2-22
2383	Let's Sing a College Song (..)	4-14		....
SPECIAL FEATURETTES (2 REELS)				
1201	Tiny Terrors of the Timberlands (20)	6-26	‡‡	4- 6
UNIVERSAL NEWS (Released Twice Weekly)				
VARIETY VIEWS				
1349	Dog of the Seven Seas (9)	6-17	+	7- 6
1350	Magic Mineral (9)	7- 1	+	6- 1
1351	Mr. Chimp at Home (9)	8-12	±	7- 6
1352	Operation Holiday (9)	8-26	‡‡	10- 5
1353	Mr. Chimp to the Rescue (9)	8-26	±	11- 9
1354	Mr. Chimp on Vacation (10)	8-26	±	9-28
2341	Bear Facts (10)	2-24	+	4-19
2342	Pelican Pranks (9)	2-24	±	4-26
2343	Wild West Chimp (9)	3-17		....
2344	Rhumba Holiday (9)	4-21		....
SERIALS				
1681-1693	The Royal Mounted Rides Again (13 Chapters)	10-23	+	1-26
1781-1793	The Scarlet Horseman (13 Chapters)	1-22	‡‡	2-16
1881-1893	Lost City of the Jungle (13 Chapters)	4-23	±	4-27
2581-2593	Mysterious Mr. M	7-23	+	8-10

Warner Bros.

Prod. No.	Title	Rel. Date	Rating	Rev'd.
BLUE RIBBON HIT PARADE (Technicolor)				
2310	Little Brother Rat (7)	6- 8	+	6-22
2311	Johnny Smith & Poker Huntas (7)	6-22	+	8-10
2312	Robin Hood Makes Good (7)	7- 6	+	8- 3
2313	Little Red Walking Hood (7)	8-17	±	9-14
3301	Fox Pop (7)	9-28	‡‡	10- 5
3302	Wacky Worm (7)	10-12	+	11- 9
3303	You're an Education (7)	10-26	+	11-16
3304	Have You Got Any Castles (7)	2- 1		....
3305	Pigs Is Pigs (7)	2-22	+	4-19
3306	Cat's Tale (7)	3-29		....
3307	Goofy Groceries (7)	4-19		....
BUGS BUNNY SPECIALS (Technicolor)				
2721	Hair Raising Hare (7)	5-25	‡‡	6- 1
2722	Acrobatty Bunny (7)	6-29	+	6-22
2724	Big Snooze (7)	10- 5	+	12-28
2725	Rhapsody Rabbit (7)	11- 9	‡‡	1- 4
2726	Hare Grows in Manhattan (7)	3-22		....
FEATURETTES				
3101	Okay for Sound (20)	9- 7	‡‡	7-20
3103	Alice in Movieland (20)	12-21		....
3104	Dog in the Orchard (20)	1-11	‡‡	3-29
3105	Keystone Hotel (20)	2- 8	‡‡	4-12
3106	Remember When (20)	4- 5		....
JOE McDOAKES COMEDIES				
3401	So You Want to Keep Your Hair (10)	12- 7	±	11-30
3402	So You Want to Play the Horses (10)	10- 5	‡‡	10-26
3403	So You Think You're a Nervous Wreck (10)	12-28	±	4- 5
MELODY MASTERS				
2609	Musical Memories (10)	7- 6		....
2610	Enric Madriguera & Orch. (10)	8-10	±	8-24
3601	Desi Arnaz & Band (10)	10-12		....
3602	Melody of Youth (10)	12-14	‡‡	4-19
3603	Big Time Revue (10)	1-25	+	3- 8
3604	Stan Kenton & Orch. (10)	2-22	±	4-19
3605	Vaudeville Revue (10)	4-12		....
MERRIE MELODIES (Technicolor)				
2701	Kitty Kornered (7)	6- 8	+	6-22
2702	Hollywood Daffy (7)	6-22	+	6-22
2703	Eager Beaver (7)	7-13	±	8- 3
2704	Great Piggy Bank Robbery (7)	7-20	+	8-10
2705	Bacall to Arms (7)	8- 3	±	8-24
2706	Of Thee I Sting (7)	8-17	+	8-31
2707	Walky Talky Hawky (7)	8-31	‡‡	9-14
2708	Fair and Wormer (7)	9-28		....
2709	Mousmerized Cat (7)	10-19	‡‡	12-21
2710	Mouse Menace (7)	11- 2	±	12-14
2711	Roughly Squeaking (7)	11-23	±	4-19
2712	One Meat Brawl (7)	1-18		....
2713	Goofy Gophers (7)	1-25		....
2714	Gay Anties (7)	2-15	±	4-19
2715	Scent-Imental Over You (7)	3- 8		....
2716	Birth of a Notion (7)	4-12		....
SPECIALS (Technicolor)				
2005	South of Monterrey (20)	6- 1	‡‡	6-22
2006	Hawaiian Memories (20)	6-15	‡‡	5-25
2007	Down Singapore Way (10)	7-20	±	8- 3
2806	Adventures in South America (10)	8-10	±	8-31
2008	Men of Tomorrow (10)	8-24	‡‡	7- 6
TWO-REEL SPECIALS (Technicolor)				
3001	Cinderella's Feller (20)	9-21	±	9-21
3002	The Last Bomb (20)	11- 2	±	9-21
3003	A Boy and His Dog (20)	4-26	‡‡	4-26
3004	Saddle Up (20)	3- 1		....
SPORTS PARADE				
2511	Beach Days (10)	7-13		....
2512	Ranch in White (10)	8- 3	±	8-31
2513	Dominion of Sports (10)	8-31	±	8-31
3501	King of the Everglades (10)	9-14	±	9-28
3502	Lazy Hunter (10)	10-26	±	12- 7
3503	Battle of Champs (10)	1-18		....
3504	American Sports Album (10)	3- 8	+	3-22
3505	Let's Go Swimming (10)	1- 4	±	4-19
3506	Arrow Magic (10)	3-22		....
3507	Harness Racing (10)	5- 3		....
TECHNICOLOR ADVENTURES				
3801	Star Spangled City (10)	10-19	‡‡	11- 2
3802	Rubber River (10)	11-16	±	12-14
3803	Kingdom of the Wild (10)	3-15	+	4-19

Miscellaneous

Republic

SERIALS

584	The Crimson Ghost (..) 12 Chapters	10-26		....
691	Son of Zorro (..) 13 Chapters	1-18		....
692	Jungle Girl (..) rerelease. 15 Chapters	4-19		....
	Jesse James Rides Again... 13 Chapters	3-21		....
	The Black Widow... 13 Chapters			....
	G-Men Never Forget... 13 Chapters			....

United Artists

DAFFY DITTIES

....	The Lady Said No (8)	4-26	‡‡	4-27
....	Choo Choo Amigo (8)	7- 5	‡‡	7-20
....	©Pepito's Serenade (..)	8-16	‡‡	9-14

LOEW MUSICOLOR

....	Toccata and Fugue (10)	10-15	‡‡	10-19

IN THE NEWSREELS

Movietone News, No. 68: President Truman says prices must be brought down; Texas City digs out; wind-up of British royal family's tour of South Africa; Lew Lehr—mama dog who lost her litter turns to cat napping; sports.

News of the Day, No. 266: Texas City aftermath; Truman warns nation of danger of high prices; liner Queen Elizabeth aground; Moscow hit by floods; dervish dance from Cyprus; Mickey Rooney aids very worthy cause; new ideas in style show.

Paramount News, No. 69: Hockey's world series; Toronto wins Stanley cup; Morocco's sultan rallies Arabs; boy, boy, boy meets girl, girl, girl; Truman calls for slashing prices; Texas City aftermath.

Pathe News, No. 71: Sultan snubs France; death camp bosses on trial; lost Czech children see parents; machine promises sun's power; Texas City aftermath.

Universal News, No. 32: Incredible scenes of death and destruction in wake of Texas City disaster; Truman urges price cuts in address to members of the Associated Press; eggs bounce off rubber mat when dropped from ten-story building in New York; Korean wins Boston marathon; Maple Leafs win Stanley cup trophy at Toronto.

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Movietone News, No. 69: Campaign starts for price cuts; Nazi stronghold of Heligoland is blown up; Stalingrad today; King Paul of Greece; future queen of British Empire comes of age; sports for kids—fishing and yachting; Movietone cameraman enters gorilla's cage.

News of the Day, No. 267: Heligoland blasted off map; Princess Elizabeth in birthday message pledges life to Empire; New England town declares war on high prices; Stalingrad today rebels for future; flying bomb hits target at 150 miles; Adelaide Hawley's movie spotlight.

Paramount News, No. 70—Midget racers burn up speedway; Geneva group maps world trade plans; first pictures—Stalingrad today; South Africa—royal family ends tour; death of island—British dynamite Heligoland.

Pathe News, No. 72: Uncensored films of Stalingrad; Elizabeth pledges to England; Newburyport reduces prices; trade conference in Geneva; British wipe out Heligoland; Cardinal Spellman and Catholic charities; kids run own theatre.

Universal News, No. 33: Famed German island, fortress of Heligoland, demolished by tons of explosives; reconstruction of Stalingrad; ceremonies saluting new King of Denmark; Cardinal Spellman appeals for needy; U.N. trade group meets at Geneva; kids try luck at Passaic's annual fishing contest; Chicago's tumbling champs demonstrate finesse.

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All American News, Vol. 5, No. 236: Lincoln high in Kansas City is one of the few high schools in the country where learning how to drive a car is part of the regular courses offered; baby needs shoes!, Detroit; all those candles and no cake—Cleveland ex-slave is 110; educational leaders—Pine Bluff, Ark.; trophies for top piano thumpers, St. Louis; track star reigns supreme, Chicago; Robinson stars for Dodgers; Texas City disaster.

SHORTS REVIEWS

Opinions on the Current Short Subjects

Cockatoos for Two

Col **(Color Phantasy)** **6 Mins.**

Good. A lively cartoon subject in Technicolor which the older patrons will enjoy as well as the youngsters. A cold and hungry pigeon, trying to obtain food and shelter, changes places with a rare cockatoo, who is being delivered to a wealthy owner. The latter, who has a craving for rare delicacies, fattens up his victim before putting him in a boiling caldron. The real cockatoo arrives in time to save the frightened pigeon.

Shorty Sherock and Orchestra

Col **(Thrills of Music)** **10 Mins.**

Entertaining. Danny Daniels, young tap dancer who won popularity in the stage musical, "Street Scene," dances to "You Were Meant for Me," played by Shorty Sherock and his orchestra. Frances Wayne sings "I'll Remember April," and the band plays "On the Sunny Side of the Street," with an excellent trumpet solo by Sherock.

The Uncultured Vulture

Col **(Color-Phantasy)** **6 Mins.**

Amusing. A professor is stranded on a desert island with a large-beaked vulture, a prototype of Jimmy Durante. The tough bird is waiting for the professor's demise so that he may make stew of the unfortunate man. The professor manages to outwit the vulture and force him into a boiling caldron. The bird's relatives arrive by blimp in time to save him.

Part Time Pal

MGM **(Tom & Jerry Cartoon)** **8 Mins.**

Hilarious. Tom Cat is assigned to guard the refrigerator from the marauding Jerry Mouse. The rodent tries to distract the cat's attention, and in the ensuing chase, Tom falls into a barrel of cider. He emerges thoroughly inebriated, and in gesture of friendship, opens the refrigerator and offers Jerry some tempting delicacies. He sobers up long enough to realize the damage he has done, and the chase is on again.

Abusement Park

Para **(Popeye Cartoon)** **8 Mins.**

Excellent. Popeye and his perennial foe, Bluto, offer some hilarious situations in this Cinecolor reel. The spinach-eating sailor attempts to prove his strength at the various machines in an amusement park, but Bluto is also out to impress Olive Oyl. There is an amusing sequence in the Tunnel of Love, with Popeye romancing a mermaid. The reel closes with a wild ride on a roller coaster.

The Enchanted Square

Para **(Noveltoon)** **10 Mins.**

Excellent. Appealing Raggedy Ann returns in a charming tale of a poor little blind girl who finally sees the world around her. A heart-tugging song, "You Can See With Your Heart," is sung by Raggedy Ann. Saddened because she cannot see her mother's face, Billie, a blind girl, meets Raggedy Ann, who tells her to use her imagination to open her eyes. Both of them imagine a Technicolor world of ice cream, carnivals and beautiful flowers, and Billie sees her mother as a beautiful lady dressed in shimmering clothes. The picture has all the charm of a fairy tale.

They're Not So Dumb

Para **(Speaking of Animals)** **8 Mins.**

Good. Above-average version of the Jerry Fairbanks series. The monkeys demonstrate their brain power by spelling tough words like cat and dog. There also are some wise sayings from a doe, lion, horse, fox, parrot and a St. Bernard.

Clown of the Jungle

RKO **(Walt Disney Cartoon)** **6 Mins.**

Hilarious. The crazy red-haired Aracuan bird with the raucous manner, who made his debut in Disney's "Saludos Amigos," returns to plague Donald Duck. The latter is on an expedition in the South American jungle, where he hopes to photograph rare birds. The Aracuan pops up just as Donald is about to film a quartet of humming birds. He so completely frustrates Donald that the duck lures the Aracuan to a machine gun. When the fire dies down, Donald discovers he has destroyed his camp, but the bird is unharmed. The film closes with Donald going mad and imitating the crazy Aracuan.

Harvest of the Sea

20th-Fox **(Movietone Adventure)** **9 Mins.**

Good. An interesting pictorial trip to the village of Namu in Canada's British Columbia, a community that derives its entire livelihood from the sea. When the boats are not fishing, the women of the village are repairing the nets and they also help with the cleaning and packing of the fish after the men bring in their enormous catches of salmon. Another colony of Greeks at Tarpon Springs, Fla., in the Gulf of Mexico, follows an age-old ceremonial tradition of throwing a golden cross into the sea before starting out in their sponge-fishing boats. This dangerous work is done by divers who scoop a rich harvest for American markets.

Saddle Up

20th-Fox **(Technicolor Special)** **20 Mins.**

Good. With Mexico increasing in importance as a vacation spot, this short will give potential travelers a motion picture catalog of the country's many scenic wonders. Although the automobile, the railroad and the airplane have modernized Mexican life, the horse is still used to go along the tree-lined trails of Chapultepec and to the far haciendas of the border states. Spectators also see the horse at the polo matches, the racetrack and the bull-fighting ring.

Musical Moments

U-I **(Walt Lantz Cartune)** **8 Mins.**

Very good. A lively and amusing cartune in which Andy Panda and Woody Woodpecker let go with an excellent piano rendition of Chopin's "Fantasie Impromptu." Andy is giving a concert for a barnyard audience when Woody comes on stage and starts polishing the piano. Later Woody pulls out his own piano and, despite such disturbances as a sneezing dog, a noisy candy wrapper and a drunken horse who sets fire to the place, the concert is finished without losing a note.

Red Fury

U-I **(Answer Man No. 4)** **8 Mins.**

Interesting. The Answer Man devotes a good portion of the footage in this reel to answering the question, "Was the San Francisco fire the greatest fire we ever had?" He also traces the story of the pinup girl from the Civil War to World War II. An amusing sequence proves that not all monkeys have pug noses.

Wild West Chimp

U-I **(Variety Views)** **9 Mins.**

Amusing. There are laughs a-plenty as Shorty, the chimp, settles down in One Horse Junction to learn the rudiments of roping, shooting and riding. He dresses in typical western garb, but is considered a tenderfoot by the other hands until he single-handedly captures a band of outlaws. There is a furious chase, with Shorty mounted on a balking burro. The closing sequence finds him basking in glory and putting himself up as candidate for sheriff.

Battle of Champs

WB **(Sports Parade)** **10 Mins.**

Interesting. Sports fans should prove most enthusiastic about this Technicolor reel of a five-man golf tournament. Only one member of the group, Johnny Dawson, famous amateur golfer, uses golf clubs. The others battle it out with Dawson on the fairway with their own individual sports equipment. Lou Novikoff, veteran batter in the Pacific Coast league, uses a baseball bat; Dick Miller, champion fly caster, uses rod and reel; Charlie Stevens has a sling shot and Howard Hill, leading archer, uses bow and arrow. The latter wins this unusual contest.

Have You Any Castles?

WB **(Blue Ribbon Cartoon)** **7 Mins.**

Very good. Assorted characters of popular fiction step from the pages of novels on the library shelves. They perform several singing and dancing routines, making so much noise that Rip Van Winkle is awakened. The "Three Musketeers" free the "Prisoner of Zenda." The rest of the characters give chase. Rip is so outraged at the disturbance that he opens the pages of "The Hurricane" and blows everyone back to his proper place in fiction.

Remember When

WB **(Classic of the Screen)** **20 Mins.**

Good. A rerelease of a featurette made several years ago, this is set in the background of an oldtime dance and music hall of the Gay Nineties. It's a succession of standard vaudeville turns including one in which the late "Rags" Ragland gets laughs with the familiar "Who's on First Base" comedy routine. The finale is a real minstrel show in which the Eaton Boys sing institutional pop songs, Joe Sodja plays a mean banjo and the Three Wiles contribute some neat hoofing.

Vaudeville Revue

WB **(Melody Master Band)** **10 Mins.**

Fair. Starting off with customers arriving in their "horse and buggy" to see an old-fashioned, gas footlight variety show, this promises to be an entertaining nostalgic short. However, the music, the songs and dances and the balancing and tumbling acts of this great era are presented by commonplace present-day performers. If they are typical of vaudeville performers, this form of entertainment is not likely to stage a comeback.

Science Spins a Yarn

(American Viscose Corp.)

YMCA M. P. Bureau **23 Mins.**

Very good. American Viscose, which developed the rayon industry, broadens its consumer service with this interesting and informative two-reeler which is suitable for showing in the average film theatre. Photographed in Technicolor and employing a Hollywood cast including Regis Toomey and Julie London, the picture starts by showing an average American family's modern-day uses of rayon and then goes back to the problem of early rayon scientists. The film has several human interest touches and never becomes dull or technical. Available in both 35mm and 16mm, the short is distributed through the YMCA motion picture bureau.

The Animals and the Brigands

(Animated Cartoon in Color)

Prnka-Brandon **10 Mins.**

Good. Three little gnome-like men invade the forest but are routed by the animals. Delicate color work and a good musical background characterizes this Czech short. Patrons of art houses should like this winner of the "best cartoon" award at the Cannes International Film Festival.

Hit Parade of 1947

F — Musical

Republic (610) — **90 Minutes** — **Rel. Mar. 22, '47**

The current year's entry in Republic's cavalcade of annual film musicals bearing repetitious titles is far and away the best to date. The story, while it clings to established backstage, boy-meets-girl theme, boasts a number of new twists which contrive completely to free the yarn from the shackles of formula. Because of one such original angle, the picture is endowed with an above-average comedy content. It is further praiseworthy because it introduces to the screen Joan Edwards of the airways, whose performance and voice make her a standout in a generally good cast. There is a bevy of catchy new songs, one of which seems qualified for hit classification. Specialties are bright and impressively staged—with Woody Herman's band, Roy Rogers and the Sons of the Pioneers highlighted. Produced and directed by Frank McDonald.

Eddie Albert, Joan Edwards, Constance Moore, Gil Lamb, Bill Goodwin, William Frawley, Richard Lane.

The Captive Heart

F — Drama

Univ-Int'l (——) — **87 Minutes** — **Rel. ————**

Unlikely it is that the average American motion picture fan will get too excited over witnessing a detailed account of the sufferings, courage and philosophies of British officers and soldiers as they sweated out the recent world war in a Nazi prison camp. For that reason, the offering is definitely dated and its exhibition possibilities cannot be rated either flexible or promising. The English feature (it's a J. Arthur Rank presentation) has many commendable ingredients, most especially an impressive reflection throughout of the British film maker's meticulous attention to types and characterizations. Also in its favor are the performances which in the main are highly acceptable, although they become too shrill in some sequences. Michael Redgrave's name, not entirely unknown to American audiences, should be of some help in selling the picture. Directed by Basil Dearden.

Michael Redgrave, Mervyn Johns, Basil Radford, Jack Warner, Jimmy Hanley, Rachel Kempson, Frederick Leister.

Hard-Boiled Mahoney

F — Comedy Melodrama

Monogram (616) — **63 Minutes** — **Rel. Apr. 27, '47**

First they were the Dead End Kids, then the East Side Kids and now they are the Bowery Boys, but they still resort to mugging and the same brand of slapstick humor to get laughs. While their latest knockabout programmer is too juvenile for sophisticated patrons, it's made-to-order for the neighborhood or small town houses where the youngsters predominate. Four of the original 1937 Dead End Kids—Leo Gorcey, Huntz Hall, Gabriel Dell and Bobby Jordan—have grown much older, but they manage to act enough like noisy urchins to make audiences howl with glee. Betty Compson, silent days star, returns to effectively portray a double-crossing blond. The boys enter the detective business and attempt to solve the mystery of a beautiful girl's disappearance. They run afoul of pseudo psychics before they restore the girl to her husband. Directed by William Beaudine.

Leo Gorcey, Huntz Hall, Gabriel Dell, Bobby Jordan, Betty Compson, William Benedict, Teala Loring, Pierre Watkin.

West to Glory

F

PRC Pictures (746) — **61 Minutes** — **Rel. Apr. 19, '47**

Several musical interludes and a western theme with a novel twist (there are no cattle rustlers in this one) plus some standard sagebrush excitement make for a pleasant midweek filler. Eddie Dean, his horse, Flash, and amusing Roscoe Ates are given ample opportunity to display the talents that have won popularity with western fans. The feminine foil in this film is exotic-looking Dolores Castle. But Dean, always a singing, fighting fool, won't allow romance to interfere with the business of disposing of outlaws. Dean's delivery of three original songs, one with the Sunshine Boys playing an accompaniment, balances the action sequences. The story centers around the robbery of a valuable diamond, owned by a Mexican ranchero. Dean and Ates expose the villains after much shooting, fighting and several chases. Ray Taylor directed.

Eddie Dean, Roscoe Ates, Dolores Castle, Gregg Barton, Jimmy Martin, Alex Montoya, Casey MacGregor.

New Orleans

F — Drama With Music

United Artists — **89 Minutes** — **Rel. Apr. 19, '47**

In this Jules Levey production there is a dual appeal which should assure it enthusiastic audience reaction and, resultantly, black-ink grosses. First, it rates well as a light dramatic offering to cater to the tastes of those who enjoy nostalgic presentations of lives and loves in America's more romantic cities. Added to such almost universal urge, is an unusual musical treat, most especially for the hepsters. This facet—and it represents the picture's dominant theme—records the birth and development of ragtime, later to be known as jazz and the forerunner of the currently popular boogie-woogie. To rule over those torridly tuneful interludes the producer rounded up the original New Orleans Dixieland band, headed by Louis Armstrong, the hot licks of which organization share the musical limelight with Woody Herman's aggregation of tunesters. Arthur Lubin directed.

Arturo de Cordova, Dorothy Patrick, Marjorie Lord, Irene Rich, Richard Hageman, Jack Lambert, John Alexander.

Adventures of Don Coyote

F — Western

United Artists (——) — **66 Minutes** — **Rel. ————**

Had this been given just a little more in production values and had it been treated to a name cast, the film easily could have qualified for that designation so close to the heart of Hollywood, to-wit, the super-western. As is, it rates as a far-above-average galloper, amply endowed to be the supporting pillar on the dualers and a can't-miss hit in the houses where sagebrush goes topside as the piece de resistance on all programs. Not the least of the feature's many admirable qualities is photography in Cinecolor which tint process herein achieves a new high of acceptability. Story and direction are sterling, adding luster to praiseworthy performances—most especially that by Richard Martin in the title role. While the title indicates the possibility of a series, such is not the intention of Producers Buddy Rogers and Ralph Cohn. Directed by Reginald LeBorg.

Richard Martin, Frances Rafferty, Val Carlo, Bennie Bartlett, Marc Cramer, Byron Foulger.

Philo Vance Returns

F — Mystery

PRC Pictures (——) — **64 Minutes** — **Rel. Apr. 14, '47**

First of PRC's new Philo Vance mystery series is an interest-holding programmer for the action devotees. Except for the famous detective title, the picture is lacking in name value and is best suited to the supporting spot on neighborhood duals. Several murders take place during a story which concentrates on thrills instead of wasting footage on romantic interest. However, Director William Beaudine takes time out for some comedy relief before building up to the fast and suspenseful climax. While William Wright lacks suavity in the Vance role, Leon Belasco gets laughs with the stock characterization of his blundering aide and Clara Blandick is excellent in the key role of a vengeful old lady. The latter calls in Philo Vance to solve the mysterious deaths of her playboy son and his various ex-wives.

William Wright, Terry Austin, Leon Belasco, Clara Blandick, Damian O'Flynn, Ramsay Ames, Frank Wilcox, Iris Adrian.

Philo Vance's Gamble

F — Mystery

PRC Pictures (707) — **62 Minutes** — **Rel. Apr. 12, '47**

Even the most enthusiastic of that's-the-one-wot-dunit fans will find little in this one to strain their perspicacity, because the picture telegraphs every move and situation. "Telegraphs" is loosely used, inasmuch as the story moves too slowly to be described by any medium of rapid communication. Portraying the title role of S. S. Van Dine's (who, incidentally, is given no screen credit) well-known supersleuth is Alan Curtis, representing a change of casting from the initialer in the series in which Vance was delineated by William Wright. Curtis and other members of a reasonably competent cast work hard but are immobilely helpless against a cliche-laden screenplay and comparably static direction. In this chapter, Vance sets out to recover a stolen, fabulous emerald and to bring to justice the person who has committed two murders. Basil Wrangell directed.

Alan Curtis, Terry Austin, Frank Jenks, Tala Birell, Gavin Gordon, Cliff Clark, James Burke, Toni Todd.

EXPLOITIPS

Suggestions for Selling; Adlines for Newspaper and Programs

SELLING ANGLES: **"New Orleans"**

Emphasize the jazz music angle by staging a jam session for teen-agers. Run two contests simultaneously to pick the most talented local vocalist (one jazz and one classical). Have them appear on stage and let the audience vote its preference. Stage a special show for music appreciation classes. Send through the streets a truck carrying a counterpart of the original New Orleans Dixieland band, simulating the one used for ballyhoo in the picture.

CATCHLINES:

Gay and Gorgeous, This Lyrical History of America's Most Romantic City . . . He Was King of Wicked, Tuneful Basin Street—But How the Gals From the Right Side of the Tracks Wait for Him! . . . Classical Music Was Her Forte—Until She Witnessed the Birth of Ragtime.

If Your Toes Don't Tingle to This Torrid, Tuneful Treat, You'd Better See a Chiropodist . . . Romance and Ragtime in New Orleans, Colorful City of Their Birth.

SELLING ANGLES: **"Adventures of Don Coyote"**

Hire two young men to impersonate Don Coyote and his guitar-playing friend, Sancho. Have them dress in the Mexican mode and ride through the streets singing the tunes featured in the picture, and carry a sign—Share the "Adventures of Don Coyote" at the ..... Theatre. The western trend in clothes might be used for tieups with local stores. Other contacts could be with jewelers, as a gold chain and locket play an important part in the story.

CATCHLINES:

In Hollywood They're Known as Wolves . . . But in Romantic Mexico It's Don Coyote, This Captivating Caballero who Would Break a Damsel's Heart or a Badman's Arm at the Drop of a Tamale . . . Colorful, Tuneful, Thrillful Story.

He Wooed With Music and Dancing and Fought With Bullets and Fists . . . Don Coyote to the Rescue—Outshootin' —Outfightin'—Outridin'—the West's Worst Badmen—to Win the Gal He Loves.

SELLING ANGLES: **"Philo Vance Returns"**

Because cast names are weak, concentrate on the famous detective angle by arranging a tieup with a local bookshop for a window display of the paper-bound Philo Vance mystery novels. Use a large frame containing the photos of the murdered playboy's six beautiful wives asking patrons to guess which was the killer. Have your local newspaper run a mystery writer quiz with theatre tickets as prizes for patrons correctly identifying the authors of such famous detective characters as Sherlock Holmes, Bulldog Drummond, Michael Shayne, Boston Blackie, The Thin Man, etc.

CATCHLINES:

Six Beautiful Women Prove Stumbling Blocks in Solving the Mystery of the Wealthy Playboy Murder . . . Philo Vance, Detective Favorite of Millions of Readers, Now on the Screen . . . He Can't Turn His Back Without a Woman Going for Him.

A Gentle Soul in Public, a Murdering Fiend in Private . . . WelcomeYour Favorite Mystery Hero in a New Thriller.

SELLING ANGLES: **"Philo Vance's Gamble"**

Sleuths are supposed to know how to use disguises, and disguises make interesting exhibits. Display masks, false beards, trick top hats and all the other material you can get together. Tie in with bookstores and libraries for a display of S. S. Van Dine books and stuff mystery and adventure magazines with throwaways. Contact local merchants and have them exhibit signs reading "Philo Vance's Gamble Is Your Best Bet for Mystery and Thrills . . . But You're Not Gambling When You Come to Blanks for the Best in Clothes."

CATCHLINES:

Philo Vance Finds His Greatest Adventure With a Death-Dealing Adventuress! . . . She's a Lovely Clue to Follow . . . But Her Kisses Are Murder . . . It's the Case of the Deadly Toy Pistol! . . . A Child's Plaything but Philo Knows the Danger It Holds!

It's a Thrill-Filled, Gal-Filled Trail That Philo Vance Is Following . . . Straight to Murder! . . . He Plays for His Greatest Stakes . . . His Path Is Crossed by a Bevy of Beauties . . . But They're the Deadly Kind!

SELLING ANGLES: **"Hit Parade of 1947"**

A week before the picture's opening stage a "Hit Parade" contest in connection with the radio show of the same name . . . With a pair of free tickets to all entrants who make 100 per cent correct advance selections. Arrange unusual tieup with music and department stores on the show's songs and have a juke box in the lobby playing the numbers. Spot radio announcements of the picture's playdates along with any unusual radio show. Use cutouts of Joan Edwards, Roy Rogers, etc., placing them in parade formation in the lobby.

CATCHLINES:

Musical Madness That's on the Beam . . . To Make You Beam With Delight . . . Let Yourself Glow . . . To This Hep and Happy Fun Show . . . Head and Shoulders Above Any Musical Ever Filmed . . . It's Lush, Luscious, Lovely and Lively . . . It's the Gayest, Swingingest, Most Hilarious Rhythmic Romance.

It's a Wonderful Story . . . About a Swell Guy—Swell in the Head, That Is—and a Glamor Gal Who Had Enough Talent and Love for Both of Them.

SELLING ANGLES: **"The Captive Heart"**

If in your city or community there is an ex-GI who was a prisoner of war, have him make a personal appearance and tell of his experiences—or arrange to have him interviewed by the local newspaper. String barbed-wire around an area in the foyer and have a helmeted Nazi soldier carrying a rifle parade up and down before it. Use a display of captured German arms and other war souvenirs in a show window or the lobby.

CATCHLINES:

Men Who Refused to Lie Down to Fate but Faced a Living Hell With a Song on Their Lips Because They Knew There Would Always Be an England . . . They Made a Wire-Enclosed Cinder Patch a Little Bit of the Homeland.

Desperate, Heartsick, Mistreated, They Were Forgotten Men Whose Only Hope Stemmed From Thoughts of the Women They Loved . . . He Stole a Man's Name and It Led Him to a Great Love and a Good Woman.

SELLING ANGLES: **"Hard-Boiled Mahoney"**

With the Bowery Boys films most popular with the fans of teen-age or younger, organize a Bowery Boys club in your neighborhood with membership cards made from the mat supplied by Monogram. Local sports stores may lend gym equipment, and an empty store or hall could be used as a clubroom. Give prizes for the closest doubles for Leo Gorcey, Huntz Hall, Gabriel Dell and Bobby Jordan, all distinctive types, and stage the finals in your theatre. Play up Betty Compson, silent days star, to attract older patrons.

CATCHLINES:

The Bowery Boys Turn Sleuths—With Dire Detecting Results . . . Hard-Boiled Mahoney Turns Soft Under the Spell of a Beautiful Blond . . . The Boys Use Sherlock Holmes Equipment Instead of Guns to Battle It Out with a Gang of Crooks.

Beautiful Girl Missing and Budding Detectives Go on a Perilous Girl-Hunt . . . Hard-Boiled Mahoney, He's the Sleuthing Terror of the Bowery . . . The Joint's Jumpin' with Pseudo Psychics.

SELLING ANGLES: **"West to Glory"**

Emphasis on the angle of the diamond robbery should carry over the idea this is not a standard western drama. You may mount a piece of cut glass on a display board, with appropriate art on Dean and the girl and the catchline: "Risking All to Save the Fabulous Lopez Diamond." Dean's melodic voice has won for him more feminine fans than the average western hero. He and Ates make a popular team.

CATCHLINES:

"West to Glory," an Unforgettable Adventure . . . Matching Wits and Daring With Ruthless Outlaws . . . Eddie Dean Embarks on a New Kind of Adventure . . . Men Killed for the Fabulous Lopez Diamond . . . Who Was This Woman of Mystery?

The Singing Hero of the West Returns . . . Thrills—As Dean Exposes the West's Most Vicious Outlaws . . . Romance—As He Sings Haunting Ballads of the Plains . . . See Your Favorite Hero in Action . . . Chill-Packed Drama.

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Army surplus: DeVry, Holmes, Simplex-Acme, write for prices. Gold seal 2 unit ticket machines, $175; Simplex 3 unit, $199.50; hand operated 2 unit $100, all completely rebuilt and guaranteed; Golde ticket boxes, $12.50; Simplex mechanisms, genuine rear shutters, double bearing, spiral gears, completely rebuilt, $330; Powers, $109.50. Liberal trades. Thousand other bargains. Star Cinema Supply Co., 459 W. 46th St., New York 19, N. Y.

Heavy Duty blowers, ball-bearing equipped, 15,000 cfm to 50,000 cfm. Air washers, all sizes. Hydraulic drives two and four speed motors and controls. Immediate delivery. Dealers wanted. National Engineering and Mfg. Co., 213 W. 19th St., Kansas City, Mo.

Complete booth equipment including Western Electric 46C sound system with Universal bases, Simplex standard mechanisms, rewind table, film cabinet, hand rewind, Brenkert Econarc lamps with rectifiers. Good condition, going for $2,000 f.o.b. Huntsville. Avon Amusement Co., Box 311, Huntsville, Texas. Phone 157.

For Sale: Two semiportable Simplex Projectors. 2M ft. Magazines, Amplifier and Speaker, $500. Good condition. Victory Theatre, Marcola, Ore.

For Sale: Two Strong Baby Arc Lamps. Call Cherry 3075 or write Max Blumenthal, 2310 Cass, Detroit, Mich.

One only DeVry 1,000 watt Mazda Semi-Professional 35mm sound projector complete with amplifier and speaker and four-legged stand; in good condition. List price $950.00, but will sell for $275 Cash. H. R. Vogel, 641 No. 7th St., Milwaukee 3, Wis.

Sell—pair WE 35mm projectors, 2,000 ft., 900W, 30V complete; transformers, amplifier $250 A&T, Wickes, Ark.

To Trade: Man's 1½-carat diamond ring for Booth Equipment or Seats. Value approximately $900. G. A. Cole Motion Pictures, Box 691, New Braunfels, Tex.

For Sale or Trade—Complete 16mm production unit, Prof. RCA single system sound camera, consists of the following: amplifier, power pack, 12 volt battery pack, 2 microphones, tripod, all cables, 4 sets lenses, 15mm to 4-inch telephoto, haze filters, exposure meter, light equip. for inside shots, approx. 2,000 feet raw stock, all in cases and in new condition. $2,350 takes all, or will trade on theatre in Texas, New Mexico, or trade booth equipment and seats. No powers. Box 2722, Boxoffice, 825 Van Brunt, K. C., Mo.

Sale or Trade—1 strip film illustrator with transcription turntable amplifier and speaker all built into one case, one hour half transcribed illustrated Dale Carnegie lecture with 3,000 illustrated heralds, also 45 min. hygiene illustrated lecture all ready to start work $250, or trade theatre equipment. G. A. Cole Motion Pictures, Box 691, New Braunfels, Tex.

Victor 16mm sound projector, Model 40! New, factory-guaranteed. First check for $449 takes it. Charlie Poorman, Schuylkill Haven, Pa.

Here is your chance to buy a variety of used equipment. Simplex heads, Weaver changeovers, 3 point basis, 2 pair Peerless hi lamps, Hallburg 5-A generator, 46-C Western Electric sound amp. and two 555 speaker units. RCA soundheads, Mobile PA system speakers, turntable and mike. Two portable Deury 35mm projectors, one set 1320W 6 plate CH theatre dimmers, arcspot, color wheel and iris, effect attachments, border lights, foot lights, two 1,000W Olvettes and color frames, 16 station dictograph selective intercom set. Many other parts and equipment. One 10 KVA 110/220 volts 60 Y-3 phase power plant for gas or gasoline and switch board. All for $2,000. Without light plant, $1,000. Mr. Alber, 329 E. 55th St., Kansas City, Mo., JA. 8600.

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Fireproof booth shutters, 8 in sq., $7.97; 12x14 in., $10.95; General two unit H ticket machines, $99.50; Brenkert 50A HI rectifiers, $99.75; series 0 lenses, $2.95; rebuilt projectors, Century, Brenkert, Super Simplex, at low prices; Kliegel arcspot, 100 amps., $125; footlights, $14.50 section. Send for catalog. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

EQUIPMENT WANTED

Used 35mm portables. Charles Finger, 54 Mcwen St., Warwick, N. Y.

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Wanted: Experienced booker and buyer. State age, experience and recommendations. Location in Cleveland. Independent circuit. Excellent opportunity for young man seeking permanent connection. Write Box 2724, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

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Home of "Rush Hour" popcorn and popcorn supplies. Send for price list. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo. Established 1874.

Popcorn: It pops! Our customers have popped $133 out of one bag. Try it! Price f.o.b. $8.75. The Ohio Popcorn Co., Arcanum, Ohio.

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Will pay cash for theatre, good town, 2,000 population and over preferred, will consider competitive spot or suburban theatre. C. P. Knudsen, 1110 N. St. Joe Ave., Hastings, Neb.

$150,000 will buy or lease your theatre. Will pay up to $150,000 for the lease or purchase of your theatre, regardless of climate or territory. Every reply will be contacted personally by our representative. B-2716, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Lease Theatre, 400-600 seats with option to buy, New York City or vicinity. Tell all first letter. Box 1004, 1009 Fox Bldg., Detroit, Mich.

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Wanted to buy theatre in Texas or New Mexico showing profit in town of 1,000 or more without any close competition. Must have first class equipment. Give full particulars. Box 2726, Boxoffice, 825 Van Brunt Blvd., K. C. 1, Mo.

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3,000 Heywood chairs, complete, box spring cushions. Also 8,000 Andrews and American seats, late model complete for slope or level floor. Upholstering done by experts at your theatre or send to us. One day service. Ace Chair & Carpet, Inc., 1428 So. Wabash Ave., Chicago 5. Phone WEBster 3932 or HARrison 4219.

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Theatre Chairs, 3,000 used spring cushioned part full upholstered back and part insert panel back, with spring edge and box spring cushions. 1,000 veneer chairs, 800 good backs, 500 spring cushions and hinges. Write for prices and photographs. Immediate delivery, advise how many you need. We export chairs anywhere. Jesse Cole, 2565 McClellan Ave., Valley 2-3445, Detroit, Mich.

Sewn Delux seat covers and sewn slip covers, reversible type, for all brands seats. Fred's Theatre Service, Vina, Ala.

2,000 good used all veneer chairs for slope and level floor. These chairs have a 7/16 in. back. Will sell any quantity. Available June 1st. Chairs located in Oklahoma. Write for photo and price. Chicago Used Chair Mart, 829 S. State St., Chicago 5, Ill.

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MORE CLASSIFIED ON PAGE 44

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The Pulse of the Motion Picture Industry

BOXOFFICE

American Film Industry To Greet J. Arthur Rank

See Page 8

THE ENLARGED BOOKINGUIDE

THE INDEXED SHOWMANDISER

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Including the Sectional News Pages of All Editions

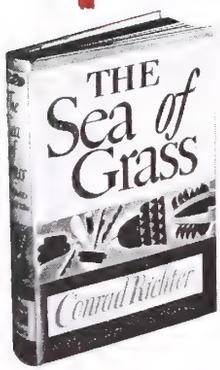
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Now they call it

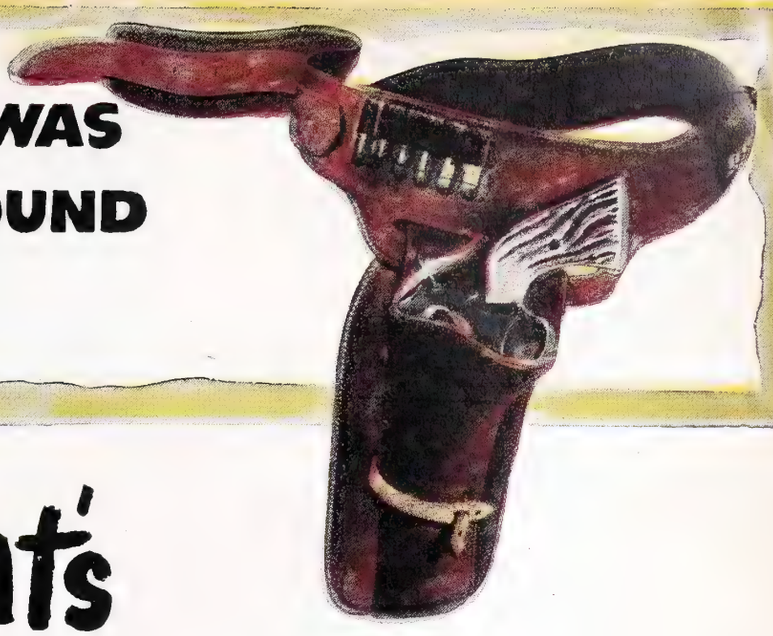
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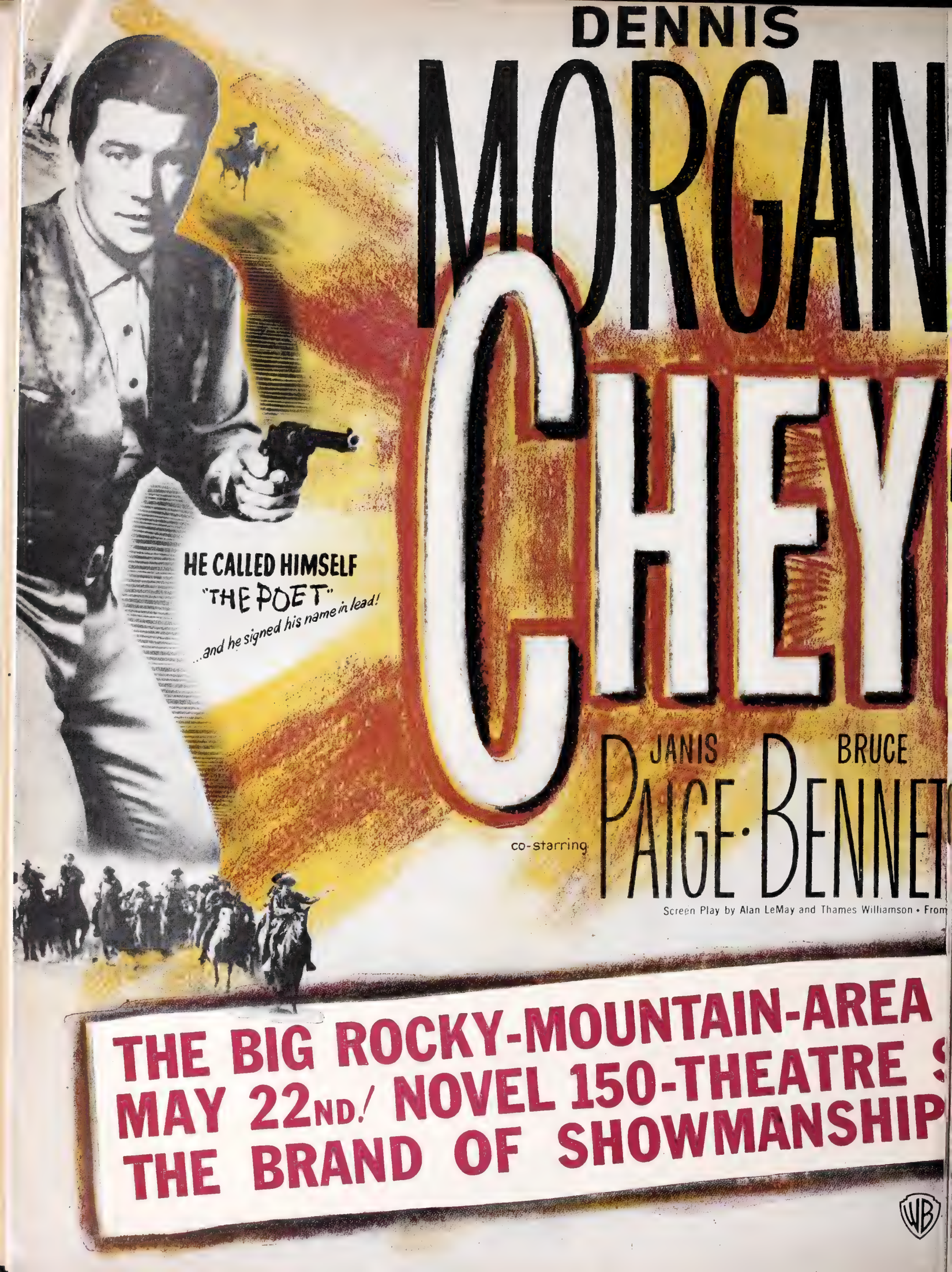
ALL THE LAW THERE WAS
WAS STRAPPED AROUND
A MAN'S WAIST..!



That's
the
way
it
was
in

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AND
WARNERS
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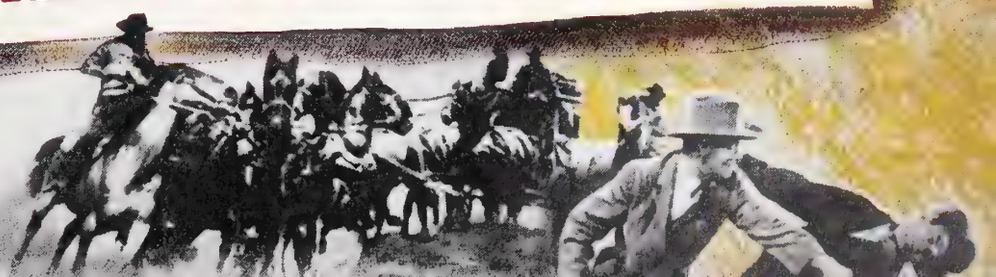


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Directed by RAOUL WALSH · Produced by ROBERT BUCKNER

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SHOWMANSHIP TO WATCH FOR-
WARNERS ARE FAMED FOR!!!!



THE NATIONAL FILM WEEKLY

PUBLISHED IN NINE SECTIONAL EDITIONS

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Published Every Saturday by
ASSOCIATED PUBLICATIONS

Editorial Offices: 9 Rockefeller Plaza, New York 20, N. Y.; Raymond Levy, General Manager; James M. Jerauld, Editor; A. J. Stocker, Eastern Representative. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."

Central Offices: 332 South Michigan Blvd., Chicago 4, Ill. J. Harry Toler, Editor Modern Theatre Section. Telephone WABash 4575.

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Publication Offices: 825 Van Brunt Blvd., Kansas City 1, Mo. Nathan Cohen, Associate Editor; Jesse Shlyen, Managing Editor; A. Jules Benedic, Field Editor; Morris Schlozman, Business Manager. Telephone CHestnut 7777.

Other Publications: BOXOFFICE BAROMETER, published in November as a section of BOXOFFICE; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

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Entered as Second Class matter at Post Office, Kansas City, Mo. Sectional Edition, $2.00 per year; National Edition, $7.50

Vol. 51 No. 1

MAY 10, 1947

BOXOFFICE

DISSERVICE!

THE board of directors of the ITO of Ohio played directly into the hands of the muckrakers, when it released to the lay press the text of its resolution advocating a ban—on a nationwide scale—against the exhibition of Charles Chaplin's "Monsieur Verdoux." The ITO called for this action on the basis that Chaplin is not an American citizen, because of his alleged conduct during the war, and "his personal conduct"; tying in, of course, the implications that he has Communistic leanings. The board of the ITO asks that the ban be invoked "until he proves that he is worthy of the support of the American moviegoers."

This is a surprising action which is a distinct disservice to the motion picture industry. It is but another instance in which industry members do their "dirty linen" washing in public, and it openly invites public condemnation of the industry at large.

It is, indeed, a dangerous practice for any unit within the industry, whether it be in production, distribution or exhibition. For, on such a basis as the ITO of Ohio has used, there could develop endless demands from exhibitor groups, from the press and the public and from virtually any organization, which wanted to get into the act, to boycott the pictures of any star, director or producer, on one pretext or another. The industry should shun, like the plague, anything that smacks of boycott. This particular case is an open invitation to censorship on grounds other than the morals of what is contained in motion pictures.

By this time Ohio should know the cost of censorship, which, in its own state takes in excess of $300,000 annually from the industry. Yet, these spokesmen for some of the exhibitors in the state have stuck the collective neck of the industry into a censorship noose through an ill-timed and ill-advised public statement. It strengthens the movement in censorship-minded state and local governments.

If the ITO directors wished to recommend to its members, or to other exhibitor organizations, that they refrain from playing the Chaplin picture, why did they not confine the recommendations strictly within the limits of the industry? Of course, we can guess—they wanted to bring public pressure to bear; and we'll wager that that "bear" is going to breed a lot of "cubs" who will be nipping and biting at this industry for a long time to come.

The statement could not have been released at a worse time—at least for the industry. The so-called un-American Committee of the House of Representatives and the Red-baiting segment of the American press, along with a number of spe-

cial interest groups, are on the prowl for choice bits of industry warfare such as this, and they undoubtedly will be delighted to find us playing their game. Nothing helps a wrecking crew better than a house divided against itself. The house is easier to wreck when the foundation timbers have been split.

This, indeed, is a regrettable incident, and one which may prove very costly to the industry. It again raises the age-old question: When will the people in this business start pulling together?

★ ★

The Personal Touch

There's nothing like getting information first hand. So Spyros Skouras and Murray Silverstone, president and vice-president in charge of foreign distribution, respectively, made a 28-day tour of Mexico, Central and South America. A personal visit to about 500 theatres revealed some facts that otherwise could not have been obtained, not to mention the goodwill values in such contacts.

Our neighbors to the south, in Brazil, especially, have great new opportunities before them in expanding the field of motion pictures. Mr. Skouras's plan to encourage exhibitors in those countries to build new theatres, rather than to see these markets invaded by American interests, is both a diplomatic and good business stroke.

The preference for pictures with English dialog and superimposed titles as against Spanish-dubbed films is a revelation. A similar reaction is being experienced in this country with foreign language films which currently are achieving a new popularity. The belief was expressed that in South America there is a universal desire to learn English by listening to it in films. That should help to make that country the great market of the future for American (and British) films.

Film executives have been prone to get their information on theatre conditions in the domestic market out of reports from their own theatre organizations. Occasionally a sales executive has made an extended trip across the country, meeting in the exchange centers with exhibitor groups. This has been good, but it might now be extended to individual calls on exhibitors in some of the "in-between" points. From such contacts there would be gleaned much information that might serve to improve conditions in the home market, at the same time gaining much exhibitor goodwill.

Ben Shlyen

Pulse Beats

ATA Directors for Delay Of National Convention

Decide annual meeting should be postponed to mid-July to give members further experience with antitrust decree, as this will be important topic.

★

Seek $1,200,000 Damages In Chicago Trust Suit

New Rio Theatre Co., owned and operated by Leo and Ethel Solomon, charge being forced out of business by 16 of the major motion picture distributors and exhibitors.

★

Massachusetts Film Men Fight 10% Ticket Tax

Organize coordinating group to appear before legislative committee Monday in opposition to measure which would add this levy to federal impost.

★

UA Board Will Not Discuss Presidency on Tuesday

Reorganization details being discussed by Pickford-Chaplin, but board member says these have not progressed to point where decision can be made.

★

FCC Will Deny Stations Unless Paramount Acts

Paul Raibourn, president of Television Productions, says Paramount must ask hearing by May 18, or commission will refuse Detroit, Boston, Dallas station applications.

★

Loew's Buys 1600 B'way For New Departments

Well-known structure to house expanding international department and offices of new record company; many firms already in the building.

★

Barney Balaban Predicts Success for UA Drive

Tells amusement industry leaders of New York goal of $65,000,000 will be reached, and then leaves for St. Louis to make speech in behalf of campaign.

★

French and Swedish Film Remittances Live Topic

U.S. ambassador negotiating in Paris to get release of funds, while in Stockholm, government is considering limitation of remittances; last year's total $2,750,000.

★

British Company Obtains 42 Rank, U-I Reissues

Eros Films, Ltd., newly organized firm in England, acquires distribution rights from American company and the J. Arthur Rank interests.

J. ARTHUR RANK VISIT TO U.S. IS A FAST SERIES OF MEETINGS

Luncheons, Board Sessions To Crowd First Six Days While in New York

NEW YORK—Believe the publicity announcements and you will be convinced that J. Arthur Rank, who arrived Friday (May 9) on the Queen Elizabeth is over here for a vacation and a visit with his granddaughter on the coast. Pay no attention to the publicity stories and listen to the uninterrupted gossip and you will get the idea he is going to be very definitely busy until he starts his return trip July 17.

Discount 90 per cent of the gossip and it will still be a safe bet that during his stay and after his departure there will be a series of announcements about deals he has reached.

On this trip Rank is accompanied by John Davis, chief executive officer of all Rank organizations, and by Mrs. Rank and Mrs. Davis. This is the first trip for both Mrs. Rank and Mrs. Davis.

MANY DEALS COMPLETED

When Rank made his first trip in June 1945 his associates suggested he had come over principally to get acquainted and see the country. In the course of a few days he had been entertained at a dinner in the Union club by Spyros P. Skouras, and his schedule, with side trips accompanied by speeches, took on the appearance of a presidential campaign tour. In a matter of weeks thereafter, it developed that he had acquired control of the Odeon circuit in Canada, had made an alliance with the Pathe interests, had reorganized Eagle-Lion and had made an arrangement with United Artists to continue release of top budget productions.

His schedule for the current trip is pretty much like that for the first trip. He will be in New York a total of six days. Following his arrival, he was guest and speaker at a luncheon given by the World Sunday School Ass'n, of which he is an international officer, at the Hotel Commodore. Later he attended a meeting of the board of directors of the J. Arthur Rank Organization, Inc. (the American company), of which he is chairman of the board and Robert S. Benjamin is president.

GUESTS OF SKOURAS

On Saturday Rank and John Davis met with officials of Universal Pictures for a discussion of future plans. On Sunday Rank with Mrs. Rank, and Davis and Mrs. Davis were guests of Spyros Skouras at his Westchester home.

On Monday Rank will return to the city and will spend practically the entire day with Universal executives. He will be guest of the board of directors at a private luncheon at the Metropolitan club on upper Park avenue. The luncheon will be followed in the afternoon by a meeting of the Universal board, of which he is a member. Monday evening Rank and Davis will be guests of Eric Johnston and the board of the Motion Picture Ass'n at a dinner in the Waldorf-Astoria. Heads of member companies, a number of vice-presidents and foreign subsidiary heads have been invited.

Tuesday, Arthur Krim, president, and Al W. Schwalberg, vice-president of Eagle-Lion Films, will confer with Rank and Davis and there will be a meeting of the board of directors of Pathe Industries, controlled by the Robert R. Young interests. On Tuesday, also, Gus Eyssell, managing director of the Radio City Music Hall, will be host to Rank at a luncheon in the theatre. "Great Expectations" is scheduled to play there at the close of the present run of "The Egg and I."

After a series of meetings on Wednesday Rank and Mrs. Rank, accompanied by Davis and Mrs. Davis, will leave for Chicago by train to spend two days. While there Rank will confer with J. H. McNabb, head of the Bell & Howell Co., and A. N. Rauland, television expert. Rauland's company has the American rights to the Baird television system which was developed in Great Britain and which has come under Rank control during the numerous company shifts which occurred during the war. Rank also has a heavy interest in the rival Scophony system.

The party will visit Toronto May 17 for a series of meetings with officials of the Rank interests there, which are headed by J. Earl Lawson, president of the Odeon circuit.

ON THE COVER
A recent portrait of J. Arthur Rank.

Davis Made Vice-Ch'rman Of Rank American Board

New York—John Davis, managing director of the J. Arthur Rank Organization, Ltd., was elected vice-chairman of the board of the J. Arthur Rank Organization, Inc., at a meeting of the American company's board of directors during the week. Davis arrived in America with Rank later in the week for meetings in this country.



JOHN DAVIS

William Heineman, general sales manager for the Rank films in Universal-International, was elected a member of the board of directors and Robert Weait, director of Latin-American and substandard film activities for the Rank organization here, was elected treasurer of the American Rank organization board.

MPA Boosts Membership Of Board of Directors

NEW YORK—The membership committee of the Motion Picture Ass'n approved an increase in the number of directors from the original 18 board members to from 21 to 36 additional directors at a meeting at association headquarters here Thursday. The members also approved a change in the bylaws to conform with the increase.

A board meeting was held following the membership session to elect the following Class B members to fill the vacancies caused by the increase in directors: Abe Schneider, Joseph R. Vogel, Austin C. Keough, John W. Whitaker, W. C. Michel and John J. O'Connor.

W. B. Zoellner Elevated As MGM Shorts Head

NEW YORK — William B. Zoellner, head of MGM's reprints and importations division, has been named short subjects sales manager. He also will retain his present duties. William F. Rodgers, vice-president and general sales manager, made the shift known at the sales convention at the Hotel Astor.



W. B. ZOELLNER

E. W. Aaron, assistant general sales manager, has been handling the short subject sales for the past year and a half.

Board of ITO of Ohio Asks For a Ban On Playing Time for Chaplin's Film

BULLETIN

New York—The ITO of Ohio recommendation to its members to withhold playing time on "Monsieur Verdoux" was branded as an "abortive effort of a small, vociferous, bigoted group to force its will and judgment upon the American public" by Gradwell Sears, UA vice-president in charge of distribution. In a statement issued late Friday, Sears said, "No matter what they call it, it is still censorship." He labeled the move as "presumptive and un-American."

COLUMBUS—In a surprising resolution—the full text of which was released to the public press—the board of directors of the ITO of Ohio this week urged exhibitors to refuse to book the new Charles Chaplin picture, "Monsieur Verdoux," because of the actor's alleged wartime record, his personal conduct and his "refusal" to become an American citizen.

The story was carried nationally by the Associated Press and was given a big play by the Chicago Tribune which recently has been spotlighting anti-Chaplin articles. P. J. Wood, the ITO secretary, indicated the organization hoped to launch a nationwide boycott of the picture.

The resolution said that Chaplin "did little or nothing during the war years to help maintain the morale of service men and women either at home or overseas." The ITO board said, "It is our belief that the valuable screen time of the motion picture theatres of the United States should not . . . be dissipated upon a screen personality such as a Chaplin to his benefit."

PCCITO BLASTS FILM RENTALS, DIVORCEMENT, LOCAL CHECKERS

Connecticut Allied Head Declares Production Must Be Increased

LOS ANGELES — Allegedly excessive film rentals, divorcement of exhibition from distribution, local checkers and several other situations held to be "unfair practices detrimentally affecting independent theatre operations" were among the subjects discussed, and in most instances thoroughly lambasted, at the annual convention of the Pacific Coast Conference of Theatre Owners held here.

Robert Poole, executive secretary of the PCCITO and serving in a similar capacity for the ITO of Southern California and Arizona, sounded the militant keynote of the convention by early statement that "film rentals definitely will be dealt with at this convention, along with other practices detrimental to the independent theatre owners. The cause of the independent theatre owner everywhere is the cause of the PCCITO and to that we are dedicated."

PLEA FOR MORE UNITY

An echoing plea for closer organization of independent showmen was sounded by Sam Gillette, president of Intermountain Theatres Ass'n, who said, "Theatre owners must organize for their own protection, cooperate with each other, trust each other and form a united front. All other fields are organized, why not us?"

Speaking on "The Allied Point of View," Dr. J. B. Fishman, president of Allied Theatres of Connecticut and a director of national Allied, attacked what he termed "a monopoly in production" and held that divorcement is the solution. Dr. Fishman claimed that as a result of the alleged monopoly, the producers and distributors can control the industry to their own advantage. Declaring that production must be increased, he pointed out that Hollywood formerly turned out 600 pictures a year which figure has shrunk to less than half that number. In Allied's opinion, he declared, the only solution is the divorcement of production from exhibition which would result in more and better pictures. Playing time should be open in all theatres to all producers, he said.

Taking a slightly different view from that exposed by Dr. Fishman, Morris Loewenstein, Oklahoma independent and secretary of MPTOA, held that "divorcement will not solve distributor-exhibitor problems." He urged the two national independent groups to "stop nurturing distrust of each other" and cooperate more closely.

FORUM DELAY DEPLORED

Claiming that the 20 per cent admission tax is unfair, Loewenstein blamed exhibitors for not being sufficiently organized to combat it. He held that "this industry remains disorganized, helpless and impotent, as well as blind to its own welfare, while almost every legislature and city council and Congress are assaulting it with unfair and unreasonable tax demands."

Clarence J. Severson, president of ITO of Montana, in his address declared, "We are tired of paying through the nose for product and definitely intend doing something about it."



At the PCCITO convention, left to right: front—M. W. Mattecheck, McMinnville, Ore., of the Oregon ITO; R. H. Poole, executive secretary of the PCCITO and the ITO of southern California; Miss Connie Auer, secretary of ITO of southern California, voted "Queen of the Convention"; Sam Gillette, Utah, president of the Intermountain Theatre Owners' Ass'n; Ben Levin, San Francisco, ITO of northern California George Diamos, Phoenix, ITO of Arizona and southern California. Rear row—William Graeper jr., Portland, ITO of Oregon; Rotus Harvey, San Francisco, ITO of northern California and Nevada; J. M. Hone, Seattle, executive secretary, ITO of Washington, northern Idaho and Alaska; L. O. Lukan, PCCITO from Seattle; and Hugh Bruen, Whittier, PCCITO treasurer and trustee for southern California. All except Miss Auer are trustees of the conference.

Allied Polls Its Entire Membership On Distributors' Bidding Practices

NEW YORK—National Allied has made an attempt, through a poll of its membership, to determine whether distributors now engaged in competitive bidding are adhering to the procedures laid down in the antitrust decree. A. F. Myers, Allied's general counsel, is now studying replies to the questionnaire.

The questionnaire had gone out through the regional Allied units at the request of the national organization.

FREE TO USE BIDDING

Bidding was stayed last month by the U.S. supreme court, but the distributor-defendants are free to use bidding at their own discretion, according to their attorneys.

1. Was the competitive bidding initiated by the distributor and not done in response to the demand of any of the exhibitors involved in the bidding?

2. Did the distributor announce to the exhibitors in the competitive area, 30 days before the bidding was to take place, the names of the pictures on which bids would be received?

3. Did the distributor include in the bidding notice the amount of flat rental as the minimum film rental for a specified number of days?

4. Did the distributor's notice include (a) the time when the exhibition is to commence, and (b) the availability and clearance, if any, which will be granted for the run?

5. Did the distributor allow the exhibitor at least 15 days after receipt of the notice during which the exhibitor could submit his bid?

6. Did the distributor withdraw any or all of the pictures offered for bidding before the time specified in the notice or within the 15-day period provided in the court decree without any explanation for the withdrawal?

7. If there was a reason assigned for the withdrawal of the pictures within the 15-day period, what was the nature of the explanation?

"It is Allied's contention that 'yes' to any of the above questions indicates that the distributor is not adhering to the selling method prescribed by the court."

Since the stay, only 20th-Fox, Loew's and RKO are continuing to sell through bidding, either in areas where bidding already has been tried, or in new situations where exhibitors demand better runs.

RKO has been listing five pictures at a time for bidding, each film subject to individual negotiation. Bids for first runs must be in by 20 days; subsequent runs, by 30 days.

Twentieth-Fox has been listing groups of nine films for bidding, with a two-week deadline for answering bids.

Both companies have been asking exhibitors to state a flat rental against a guaranteed percentage.

TWO INITIATED PRACTICE

Before competitive bidding was stayed by the supreme court, two of the five distributors engaged in bidding at that time initiated the bids themselves. The exhibitors objected, and the distributors explained that the move was being made to test the bidding procedure in highly competitive areas.

In several instances exhibitors refused to bid for product, thereby losing established first runs. Rentals became too high, they explained. One exhibitor not only refused to bid but told the distributors' salesmen that he will not play their product after his present contracts expire.

May Earn Negative Cost in Single Month

Mass 'Duel' Dates Shatter Distribution Techniques

By J. M. JERAULD

NEW YORK—This business is witnessing a revolution in merchandising methods almost as shattering for established techniques as was the Hiroshima bomb on the standard conceptions of military strategy.

Prerelease runs, roadshows, showcases, old-fashioned clearances, the theory that 75 per cent of the revenue has to come from key city runs, the advertising value of long Broadway runs, and other formulae of distribution are being jolted off their foundations so fast that both distributors and exhibitors find it dizzying.

At the moment the national excitement is concentrated on David O. Selznick's "Duel in the Sun." In less than a month the negative cost probably will be in the bank; in three months it will have played in more than 4,000 theatres.

AVALANCHE OF PLAYDATES

Many in the industry who were worrying a few weeks ago about how Selznick could roadshow his tremendously expensive production under the restrictions of the antitrust decree are now wondering why nobody ever before tried an avalanche of playdates for a picture of this type.

The revolution is not being accomplished without plenty of loud shouting from exhibitors who never have played first runs on a $1-$1.25 scale, plus tax, at high percentages. Some of the protesting was done before the exhibitors discovered how much they could benefit from getting in on the gravy while the advertising campaign was at its peak.

The appropriation for this campaign started at $750,000 and it may go to $1,000,000. The strategy changes from day to day, but it clings to the theory of concentrated pressure.

Selznick followed established custom some years ago with "Gone With the Wind" by playing an entire season at advanced prices on a two-a-day basis in key spots. This time with "Duel" he completely disregards that time-honored system of "establishing" a big attraction.

For the week of May 4-11 the picture is playing in 39 Loew's theatres in the New York area, including the Capitol, to 102,000 seats. In the surrounding metropolitan area the Walter Reade circuit adds 13,400 seats.

In Boston 31 theatres, with 44,848 seats, and 228 other theatres in New England are playing the picture with approximately 273,600 seats.

MANY CALIFORNIA OPENINGS

In southern California 44 theatres, with 55,156 seats, have the picture. In northern California 19 theatres, with 28,000 seats, have it. In Texas, where the mass opening began, 66 theatres, with 56,500 seats, have it on the screens.

In the Pacific northwest 13, with 15,850 seats are showing the film. Five other miscellaneous cities, with 13,100 seats, also are showing it.

More than 300 Technicolor prints are in use.

Everywhere the requirement is that admissions shall be $1 to $1.25, plus tax, and the deals are on percentage.

Any exhibitor can come in and make an offer. It is the first time this has ever happened to a big picture like this. Clearances in the ordinary sense don't mean anything.

Runs—especially in the big first run palaces—may be shorter than would be customary for a multimillion dollar special, but that will make no difference.

Neil Agnew, president of Selznick Releasing Organization, and Robert Gillham, head of advertising and publicity, toured the Loew's houses by automobile Wednesday morning and in a few hours knew the picture was running ahead of "The Jolson Story," which holds the Loew's circuit record.

In every theatre where the picture is playing, performances run from four to five a day. Multiply the number of seats by the number of performances and strike any kind of a conservative average for occupancy—as a number of circuit executives and sales managers have already done—and the total receipts from day to day reach enormous figures.

It has been the custom in the past three or four years to go after showcases. Samuel Goldwyn did this on "The Best Years of Our Lives." At midweek he had his Academy award-winning picture playing in 212 situations. The day before "Duel" opened in New York he reduced prices at the Astor Theatre "for the summer."

It has also been the custom for subsequent runs to complain bitterly that long first runs have held back product and also have milked the big pictures dry. With this picture a lot of milkers are working at the same time and some of them are skimming cream while the customers are in an excited mood waiting to get into lines.

THERE WON'T BE ANY SUSPENSE

What this invasion of neighborhoods and small towns on such a vast scale will do to the later runs is anybody's guess. They will not have to spend many months waiting to find out.

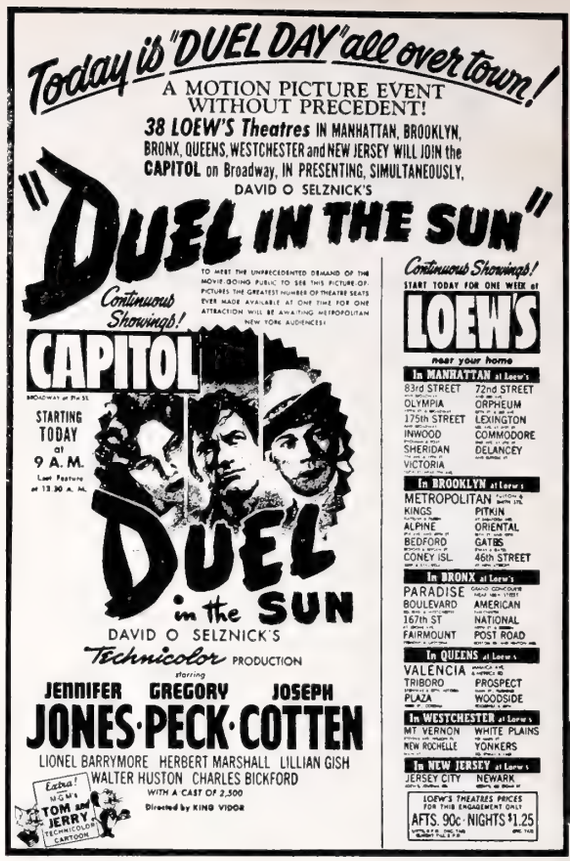
This novel approach to mass selling has been done before. S. Barret McCormick tried it on "Hitler's Children," but spaced his regional openings. "Duel" is being tossed onto the market in one place after another in a matter of days and weeks.

The recent series of developments in new sales strategy have been growing rapidly without attracting much attention. Out on the coast Charles Skouras has been holding city openings in four or five theatres at a time for some time and business has been phenomental. People like to go to the smaller theatres; they like crowds. If business falls off, the run can be cut down to three, two and one theatres and the overhead goes down with each step.

During the past year "Henry V" exploded the theory that a series of key first run engagements was the sole salvation of a big production. "Henry" has yet to get into a first run and the net is heading toward the second million.

Then along came "The Jolson Story." It ran through the usual clearances and put the sale of Jolson records back onto a hit basis.

Maurice Maurer decided "Jolson" could be brought back to Broadway, so he booked it into the Victoria at the regular first run scale, and business is remarkable. It is now scheduled for a second swing of the subsequents in New York City. Columbia has decided to rebook it all over the country. Six and one-half months of releases have convinced Columbia executives that custom can be completely discarded.



Six column by 17-inch advertisement carried in New York dailies to announced mass openings of "Duel in the Sun" early this week.

Texas and New Mexico were chosen for the first regional smash campaign for "Duel," with a rapid accumulation of dates thereafter. During the last four days of April elaborate premieres were put on at Amarillo, Fort Worth, Dallas and Wichita Falls in the Interstate circuit, and at Plainview and Odessa, Tex., and Carlsbad, Clovis, Roswell and Hobbs, N. M., in the Griffith circuit.

Openings piled up rapidly in a few days, 28 in Interstate theatres, 17 in Griffith circuit, 23 in Robb & Rowley theatres, 22 in the J. C. Long circuit, five in the H. S. Leon circuit, and five in the McLendon circuit. This makes a total of 112 engagements in the southwest.

IN COUNTRYWIDE TESTS

New York's mass opening, as previously stated, was May 7, but out-of-town Loew houses also had the picture, thereby furnishing scattered tests in Nashville, Louisville, Norfolk and Richmond, Indianapolis and Evansville the first week in May, with Baltimore, Washington, Atlanta and Wilmington following on May 22.

Small town test engagements were used in upper New York and elsewhere. Because New England is a concentrated population area close to New York and is bound to feel the influence of the New York radio and newspaper advertising, plus the local campaigns, there were 21 openings May 7 through four circuits and in one independent. On May 8 three more houses joined the parade, and then the blanket coverage developed for the whole area, including Loew's Poli circuit and others. These towns were large, medium and small. In some of the smaller places the local pride stirred up by simultaneous openings with the large cities brought heavy audience turnouts and helped in getting publicity in newspapers and on the air to spark the advertising coverage.

RELATIONS WITH PUBLIC MOTIF OF IOWA-NEBRASKA MEETING

AITO Strikes at 50% Deals; Scores Terms on 'Years' And 'Duel in the Sun'

By A. JULES BENEDIC
Field Editor, BOXOFFICE

OMAHA—Greater utilization of public relations, even to the extent, as President Howard Brookings put it, "of giving serious thought to setting up our own system of censorship," formed the motif of the annual convention here Monday and Tuesday of the Allied Independent Theatre Owners of Iowa and Nebraska.

Revitalized since its re-enrollment 11 months ago into the ranks of National Allied, AITO reported more than 225 theatres in its ranks, with a goal of 400 quite possible before the next annual convention, set for Des Moines May 7, 8, 1948.

PUBLIC RELATIONS THEME

Speaker after speaker, including Dave Palfreyman of MPA, Maurice N. Wolf of MGM, Leon C. Bamberger of RKO and Harold Field of Minneapolis, plus half a dozen from AITO's own ranks, hammered away on public relations to such an extent that the Omaha press on the second day of the meeting gave large space to the subject.

Brookings and his fellow officers have done such a good job since the rebirth of AITO a scant year ago that all were re-elected to their respective posts. Leo F. Wolcott of Eldora, Iowa, continues as chairman of the board; George March of Vermillion, S. D., retains the vice-presidency, while Tim Evans of Clinton, Iowa, keeps his post as treasurer and executive secretary; Mel Kruse of Pierce, Neb., being confirmed in his recently appointed job as assistant executive secretary.

Charles Niles of Anamosa, Iowa, was re-elected chairman of the Caravan committee.

With state and county tax bugaboos looming in the two states, the directorate was increased from 12 to 21. Those named are directors, in addition to:

Herman Fields, Clarinda; Al Myrick, Lake Park; John La Due, Calmer; Charles Niles, Anamosa; Bob Hutte, Osceola; Earl Kerr, Des Moines; William Horstman, Odebolt; J. H. Watts, Osage, and H. E. Rehfield, Bloomfield, all in Iowa.

Martinez Biemond, Ord; Carl Mansfield, Schuyler; Wally Gunther, Syracuse; John Grabenstein, Eustis; George Hall, Franklin; Wally Johnson, Friend, and Elmer Hunke, Omaha, all in Nebraska.

Local checkers were lambasted; these midwesterns are simply agin the practice; distributors selling at what were called high percentage terms were roundly scored and this resolution was adopted:

PERCENTAGE TERMS HIT

"We pledge ourselves not to buy 50 per cent pictures, and particularly condemn the outrageous terms being asked for 'The Best Years of Our Lives' and 'Duel in the Sun.'"

Another resolution requested distributors to equalize with eastern points the time allowed for a distributor's acceptance or rejection of a film contract. East of the Mississippi it is 14 days; west of that river 21, and the resolution, asking for a 14-day maximum, said "the pony express is gone; we now have airmail." Further the resolution suggests that the exhibitor himself may reject the contract if home office action is not taken within the requested time limit.



AT THE OMAHA CONVENTION—This quintet figured prominently at the Omaha convention of the AITO of Iowa and Nebraska. Left to right: Maurice N. Wolf of MGM, who made his "maiden" address in his new exhibitor relations capacity; William L. Ainsworth, president, ITO of Wisconsin and Upper Michigan, and treasurer of National Allied; Colonel Harry A. Cole, ATO of Texas president and director in National Allied; Howard Brookings and Leo F. Wolcott, re-elected AITO president and board chairman respectively.

Stressing heavily the need for showmen to create community goodwill, President Brookings said in his annual address that public relations overshadow everything else on the exhibitor's calendar, adding:

"We need to utilize it much greater than heretofore; both within our ranks and with respect to the public at large. We need more publicity for the good work in this industry—less emphasis on the goings-on of the Hollywood colony—which, after all, are no worse than the scandals of most communities, except that the world's spotlight is always on Hollywood.

"The screen is a great instrument for entertainment and visual education, greater than radio or the press, because it combines seeing and hearing, but the screen must remain free and unshackled by censorship from without. Should we, as exhibitors, give serious thought to setting up our own system of censorship? Should we regulate our own screens in order to escape the repugnant encroachment of do-gooders and fanatics who will burden us with state and municipally controlled censorship which we will have to pay for and yet exercise no supervision over?"

Col. Harry A. Cole of Dallas, president of Texas Allied, and William L. Ainsworth of Fond du Lac, president of the ITO of Wisconsin and Upper Michigan, both officers in National Allied, were principal speakers. Cole conducted the Monday afternoon session, given over in toto to the workings of the Caravan, a feature, AITO members said, responsible for the organization's rapid increase in membership. Ainsworth told of the successful booking-buying operation being conducted in his home territory.

Allied Organizes Gulf States Unit, With W. A. Pruitt As the President

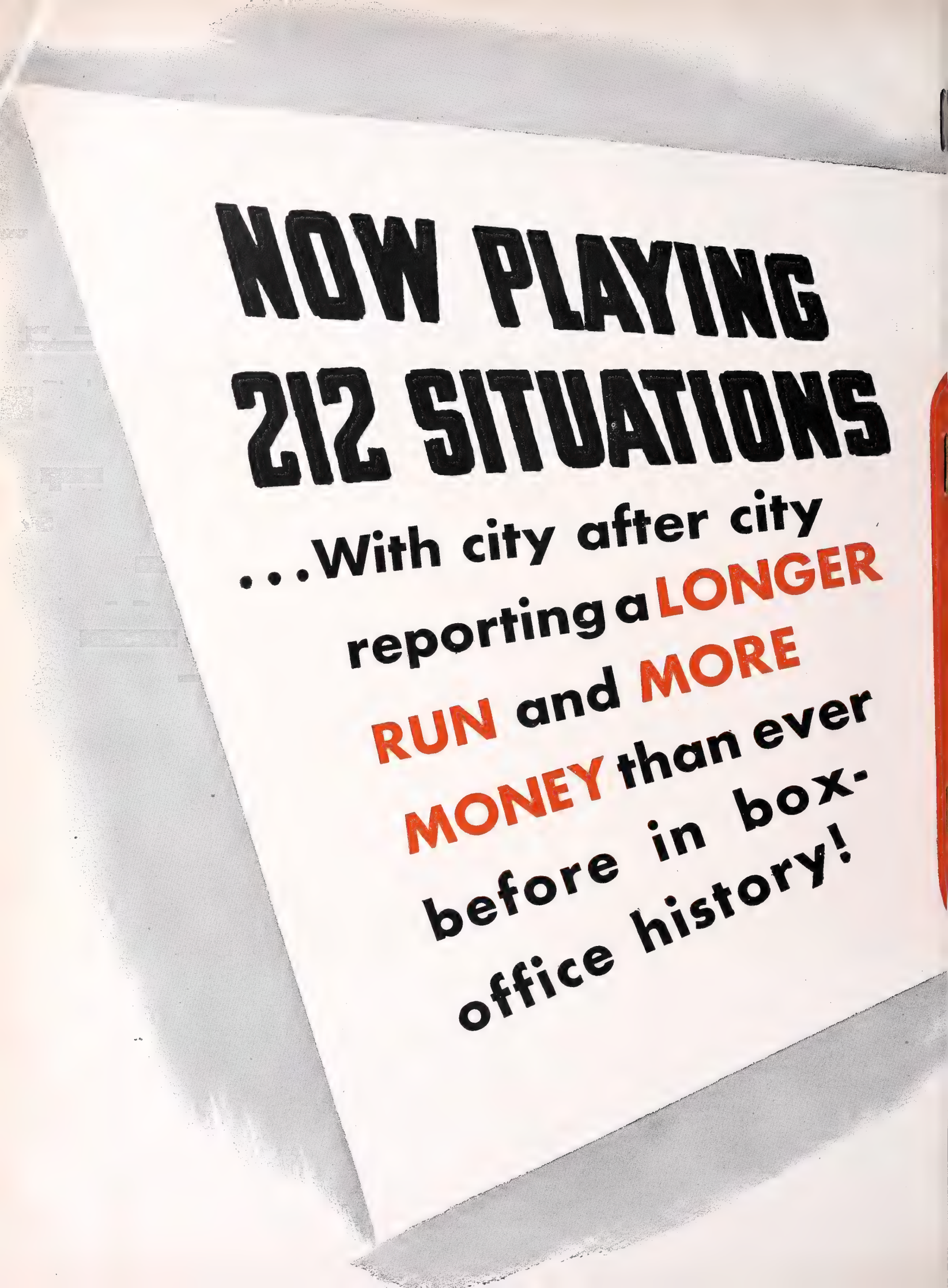
ALEXANDRIA, LA.—Signalizing National Allied's first incursion into the deep south for a number of years, the Allied Theatre Owners of the Gulf States was formed here Wednesday at the conclusion of a two-day meeting held in Hotel Bentley. W. A. Pruitt of Bay St. Louis, Miss., was named president.

Formation of the new Allied unit came after a talk by Col. Harry A. Cole of Dallas, president of Allied Theatre Owners of Texas and an officer in National Allied, who made a dramatic plane and automobile dash from Omaha, where the AITO of Iowa and Nebraska, a comparatively new Allied unit, met early this week.

Other officers chosen are Don George, Shreveport, vice-president; Abe Barenson, Gretna, La., secretary. These, with Bill Butterfield, Ruston, La.; M. A. Commett, Newton, Miss.; Frank Corbitt, Laurel, Miss.; Milton Guidry, Lafayette, La.; Nick Lamantia, Bogalusa, La.; Joe Guillory, Oakdale, La.; D. B. Fish, Oak Grove, La., and Harold Baily, New Orleans, constitute the board of directors.

Twenty-five owners representing 100 theatres were present at the meeting, held under George's temporary chairmanship. The new association will open offices in New Orleans with a full-time staff.

Allied's newest member organization thus joins the Rocky Mountain unit, organized a few weeks ago, along with the Iowa-Nebraska group, re-enrolled 11 months ago. In addition, it is known that some midwest and southeast states which have no Allied units are flirting with the national organization looking toward the organization of these territories.


NOW PLAYING
212 SITUATIONS
...With city after city
reporting a LONGER
RUN and MORE
MONEY than ever
before in box-
office history!

SAMUEL GOLDWYN

presents

"The Best Years of Our Lives"

starring

Myrna Loy • Fredric March • Dana Andrews

Teresa Wright • Virginia Mayo • Hoagy Carmichael

and introducing **Cathy O'Donnell** *and* **Harold Russell**

Directed by **William Wyler** • *Screen Play by* **Robert E. Sherwood**

From a Novel by **MacKinlay Kantor** • *Director of Photography* **Gregg Toland**

To be released by RKO Radio Pictures, Inc.



Winner Of 9 Academy Awards

Men and Events

By JAMES M. JERAULD

Curious Salesmanship

IN last week's papers Joseph H. Seidelman, head of Universal's foreign distribution, was quoted as saying American exhibitors ought to play British pictures so Great Britain could improve its foreign exchange position and continue to import American films.

Our idea of something funny would be to listen in on a conversation between an exhibitor and a salesman when a salesman should walk in and say: "Now, George, you should buy this picture because if you don't the British may not buy American films, or their government may prevent the importation of American films."

It's quite possible the exhibitor would reply that he was risking his capital as a theatre operator for the sake of profit.

In this land of free enterprise practically everybody who has something to sell expects a certain amount of sales resistance. Usually he overcomes this by creating a desire to buy. This takes the form of advertising. How many retailers buy goods before they are convinced they will make a profit on them?

British woolens, British soaps, British crackers and biscuits, marmalades, pickles and tea do a tremendous business in this country, because the market for them has been built up over a period of years by persistent effort—not because some salesman came in and said the customer should buy to improve the British exchange position. Films are merchandise, too.

* * *

Record Print Order

SOMETHING more than statistics is involved in the announcement that 310 Technicolor prints have been delivered to SRO on "Duel in the Sun." It is a theory of salesmanship.

Selznick played "Gone With the Wind" out slowly and did not come down on the prices for a full year. He set some all-time records and could be pardoned for thinking he could repeat on his luck, but he and Neil Agnew, his sales head, figure times have changed. Mass openings with tremendous ballyhoo all over the world, they figure, will garner so much first run revenue that the rest will be velvet. Some of the advance reports on grosses seem to prove they are right.

* * *

Television Prophecies

A FEW weeks ago when CBS was urging the Federal Communications commission to set color television standards, practically every other company in the business, including RCA, insisted no standards should be set now because another five years of experiments should be made.

Wednesday (April 30) RCA demonstrated color television on a theatre-size screen in Philadelphia, and David Sarnoff said that if a demand should develop the apparatus could be put on the market this year.

A few days before, the SMPE went into a discussion of television in Chicago. Late in the week Don Hyndman of Eastman, past president of SMPE, said limited installments could be made in theatres within a year, but that mass installations would take longer. He gave no estimate of how long. He also said Eastman would give a public demonstration of its 15-second film drying process designed for television use in the near future.

Coincidental with these developments came word from England that a new optical system for television in theatres is being demonstrated.

Looks like the old television pot is boiling again in a big way.

* * *

Those German Films

THERE are two schools of thought on the proposal of the Allied military governments to send German films to this country to improve the exchange position of Germany.

One reaction is violent opposition; the other is complete indifference. The opposition school seems to feel that a large number of people would go to see the pictures, if given an opportunity. The indifference school asks: "What of it?"

Spyros P. Skouras, who ran a circuit of theatres in St. Louis, where there is a strong German population, between the world wars says: "There never has been much interest in German films in this country."

Some casual research among distributors of foreign films discloses the fact that less than 125 theatres are showing them. This product includes French and Italian films.

One distributor in this field says: "Bring on all the German films made from the time Hitler started his rise until last week and call for bids. How much do you suppose the offer would be?"

He answered his own question by saying it would be somewhat below the cost of recovering the silver from processing the negatives and positives.

* * *

Checking Costs

A TREMENDOUS overhead is attached to the playing of percentage pictures. During the last fiscal year, according to the proxy statement to stockholders, 20th-Fox alone paid out a total of $995,962.19 for checking—$109,783.37 to Ross Federal, which did the checking before Confidential Reports, Inc., took over and $886,178.82 to Confidential.

MPA Theatre Survey Covers Exchanges

New York—The MPA is making a study of theatres and theatre policies in the 31 exchange centers. The first of these studies will cover Buffalo and will be published the first week of June.

The survey will include the following information: number of first runs, subsequent runs, seating capacity of each theatre, prices, clearances and changes per week.

According to the MPA, this is the first such study made of the nation's exchange centers and theatres.

Rodgers Names Four New MGM Field Men



HERMAN RIPPS



RALPH W. MAW



JOHN S. ALLEN



FRANK C. HENSLER

NEW YORK—Four more shifts have been made in the MGM sales setup by William F. Rodgers, vice-president in charge of distribution, for the purpose of strengthening field contacts and meeting new decree problems.

Herman Ripps, district manager with headquarters in the Albany exchange, has been named field assistant to John F. Byrne, eastern sales manager, whose exchanges include Boston, Philadelphia, Albany, Buffalo, New Haven, New Jersey and New York. Ripps will continue his headquarters in Albany.

MAW TO ASSIST BISHOP

Ralph W. Maw, district manager with headquarters in Minneapolis, has been made field assistant to Burtus Bishop jr., new midwestern sales manager. He will continue at Minneapolis, but his revised field of operations will include Chicago, Des Moines, Milwaukee, Minneapolis and Omaha.

John S. Allen, district manager at Washington, has been named field assistant to Rudy Berger, southern sales manager. He will move his headquarters to Dallas, and Berger, who has had an office in New Orleans, will shift to Washington where he was formerly located. Berger's territory now includes Washington, New Orleans, Charlotte, Atlanta, Memphis, Oklahoma City and Dallas.

Frank C. Hensler, district manager at Detroit, is now field assistant to John J. Maloney, central sales manager. He will continue to have an office at Detroit and Maloney will remain in Pittsburgh. The Kansas City exchange has been added to Maloney's division in lieu of Washington. He also will cover St. Louis, Indianapolis, Pittsburgh, Detroit, Cleveland and Cincinnati.

GARDNER TO SAN FRANCISCO

Sam J. Gardner, who was named field assistant to George A. Hickey several weeks ago will move his headquarters to San Francisco. The Salt Lake City and Denver branches, formerly in the midwest division, have been transferred to the coast division under Hickey.

Home office assistants to the sales managers continue unchanged. They are: Leonard J. Hirsch, assistant to Berger; Irving Helfont, assistant to Hickey; Paul J. Richrath, assistant to Byrne; Charles F. Deesen, assistant to Maloney, and Joel Besahler, assistant to Bishop.

Exhibitors Must Decide Now to Use Theatre Television, Ryder Says

NEW YORK—Theatre men must decide now whether they want theatre television—and if they do, they must decide how they are going to blend this new medium with film entertainment, according to Loren L. Ryder, president of the Society of Motion Picture Engineers. On his return from the SMPE convention in Chicago, and Washington talks with Eric Johnston, Ryder stressed the fact that no theatre television equipment will be produced on a mass scale until exhibitors decide on the kind of theatre television they want—whether they intend to use it to bring sports events and spot news coverage to their audiences, or to present complete programs via the medium.



LOREN L. RYDER

Theatre men are too complacent about theatre television, he warned, and predicted that unless they prepare to use it the medium will catch the industry by surprise, as did sound in the 20s. He echoed the views expressed by Brig. Gen. David Sarnoff. Money must be spent on experimentation before engineers can devise equipment suitable to all theatre needs, he added.

Another point the SMPE head emphasized is that exhibitors planning to erect new theatres should be guided by the latest developments and discoveries in the field. In line with this the society will feature theatre television at its fall convention to be held at the Hotel Pennsylvania, New York, October 20-24.

For the first time in the history of the SMPE, theatre managers, theatre engineers and chief projectionists, both circuit and independent, will be invited to view the latest equipment and hear discussions of engineering papers on theatre television.

"At this early date it is impossible to predict what shape theatre television will take," Ryder said. "When it does come there probably will have to be some minor alterations made in existing houses to accommodate televised screen entertainment."

Discussing the recent RCA exhibition of electronic theatre color television at Franklin Institute, Philadelphia, Ryder said the system "is sufficiently satisfactory for presentation in a motion picture theatre." The RCA demonstration was made on a screen 10x7½ feet.

Film Classics Acquires San Francisco Branch

NEW YORK—Film Classics has acquired the exchange and franchise in San Francisco from Robert Lippert. This completes the acquisition of other key cities, says Sam Wheeler, sales manager.

Boxoffice Barometer
and
Exhibitor Has His Say
now in the new
BOOKINGUIDE
in the cream-colored section

Criterion Cuts Admissions 20% in Oklahoma City

OKLAHOMA CITY—Admissions have been cut an average of 20 per cent by the Criterion here, a Standard Theatres house.

The new scale, effective May 1, follows: 40 cents until 1 p. m.; 50 from 1 to 6 p. m., and 65 after 6 p. m.

The largest reduction was extended to matinee patrons, the 50-cent scale being moved from 5 to 6 p. m.

Astor, N. Y., Lowers Prices For Remaining 'Years' Run

NEW YORK—The Astor Theatre reduced admission prices for "The Best Years of Our Lives" on Friday (May 9). The prices on "Best Years" were reduced in anticipation of a summer business slump.

New summer prices start at 95 cents on weekdays, continuing to $1.20 and later $1.50 from 6 p. m. to 10 p. m. This compares with the former top evening price of $1.80. The new prices for Saturdays and Sundays start at 95 cents, continuing to $1.20, $1.50 and later $1.80 during the evening business peak. The old weekend admission prices started at 95 cents, advancing to a $2.40 top after 5 p. m.

Seven Areas Speed Organization of Foundation

NEW YORK—Steps to organize the Motion Picture Foundation were taken in seven exchange areas this week, with permanent officers elected in Omaha, Detroit and Pittsburgh.

In Detroit, Carl W. Buermele, general manager of General Theatre Service, was elected chairman, and Earl J. Hudson, president of United Detroit Theatres, was elected trustee.

The Omaha area organization was perfected at the AITO of Iowa and Nebraska meeting this week. D. V. McLucas, United Artists manager in Omaha, was elected chairman, with R. R. Livingston, veteran Lincoln exhibitor, as area trustee. To serve with these men as one-year board members will be R. S. Ballantyne of the Ballantyne Co.; Clyde Cooley, IATSE; Walt Green, Fepco Theatre Advertisers, all of Omaha; Martinez Biemond, Ord, Neb.; Walter Bradley, Neligh, Neb.; Oky Goodman, Villisca, Iowa, and George Hall, Franklin, Neb.

Elected for two years were Harold Johnson, U-I branch manager; Regina Molseed, 20th-Fox booker; William Miskell, Tri-States Theatres; Fred Thortsen, MGM salesman; Sophie Volkert, Local B47, all of Omaha; Phil March, Wayne, Neb., and George Monroe jr., of Kearney, Neb.

Industry leaders in the Pittsburgh area organized this week after hearing S. H. Fabian speak on the principles of the Foundation. M. A. Silver, Warner Theatres zone manager, was named national trustee, and Morris M. Finkel was elected area chairman of the steering committee. Elected to the area panel were William J. Blatt, Sam Fineberg, David Kimelman, James B. Clark, John H. Harris, Robert S. Coyle, George Notopoulos, Michael Manos, Perry Nathan, Morris Lefko, James H. Alexander, Robert F. Klingensmith, Lee M. Conrad, Bert M. Stearn, George Sallows and Fred A. Boodle.

F. D. Moore, Harry Feinstein and Joseph Feldman were named alternates.

In Atlanta, William K. Jenkins, president of Georgia Theatres Co., presided at an organizational meeting in that area. Approximately 125 persons attended. Elected to the panel were: Two-year committeemen: Jenkins; R. B. Wilby of Atlanta; E. D. Martin of Columbus; O. C. Lam of Rome; Nat Williams of Thomasville; Frank Rogers of Jacksonville, Fla.; Charlie Lester of Atlanta, and Mitchell Wolfson of Miami. One-year committeemen: John W. Mangham, president Screen Guild and Film Classics, of Atlanta; Lex Benton, Benton Bros. Film Express; Kermit Stengel, Crescent Amusement Co., Nashville, Tenn.; J. H. Thompson, Martin and Thompson Theatres, Hawkinsville, Ga.; Mack Jackson, president of CSA and theatre man, Alexander City, Ala.; Herman Steinichen, president of the Atlanta Federation of Musicians; Jack Kirby, district manager Warner Bros., Atlanta; N. H. Waters, Waters Theatres, Birmingham, Ala., and Ike Katz, president of Kay Film exchanges, Atlanta.

Steps to organize a Foundation group also were taken in New Haven and Philadelphia. I. J. Hoffman, Warner Theatres zone head, and Dr. J. B. Fishman, general manager of Fishman Theatres, were elected co-chairmen of the New Haven area organizing committee while in Philadelphia. Jay Emanuel was named temporary chairman of a steering committee. He will be assisted by Martin Ellis, Samuel Gross, Lewen Pizor and Lester Wurtle.



D. V. McLUCAS



R. R. LIVINGSTON



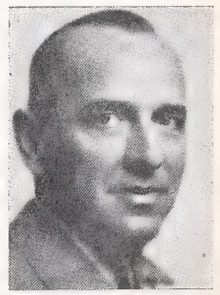
MORRIS FINKEL



M. A. SILVER



CARL BUERMELE



EARL J. HUDSON

BUSINESS IS GREAT AT



RKO
presents

LORETTA YOUNG
JOSEPH COTTEN
ETHEL BARRYMORE

"The Farme Daught

THE RIVOLI, N.Y.



Fifth week of World Premiere engagement as big as the first . . . Sixth week's figures match the fifth's—for the picture that's giving Broadway's famous long-run house its highest sustained grosses in months! . . . First Boston week hits top money of biggest attractions — as RKO's newest box-office pacemaker gets set for holdover runs and peak grosses in first runs everywhere!

"The gayest thing in celluloid since 'It Happened One Night'."
— Billy Rose (in his nationally syndicated column)

"One of the truly great American cine-masterpieces. What a performance that Loretta Young turns in — but superb."
— Louis Sobol (in his nationally syndicated column)

Cosmopolitan Magazine's "Movie Citation Of The Month."

"A charming romantickler . . . has its dimples in the right place." *— Walter Winchell*

"It's one you'll want to see."
— Hedda Hopper

"An A-plus movie."
— Louella Parsons

"Amusing, lifelike . . . excellent entertainment."
— Time Magazine

"A very lovely motion picture . . . simple and beautiful."
— Kate Smith

r's

er"

with CHARLES BICKFORD

ROSE HOBART · TOM POWERS

A DORE SCHARY

PRODUCTION

Directed by H. C. POTTER

Written by ALLEN RIVKIN and LAURA KERR

RKO RADIO PICTURES

FILMROWS OF AMERICA... VIII

CLEVELAND

This great city of smokestacks and culture is looking forward to continued growth . . . in which the film industry will play an important part.



Neighboring motion picture theatres along Cleveland's Playhouse Square—the RKO Palace, 3,193 seats; Loew's State, which seats 3,570 patrons; the 1,300-seat Loew's Ohio Theatre; and at the extreme left, RKO's Allen Theatre, with 3,000 seats.

By ELSIE LOEB

ONE HUNDRED and fifty years ago Moses Cleveland, coming out of Connecticut, foresaw that a community built on the shore of Lake Erie, midway between the Atlantic seaboard and the Mississippi river would become one of the most important industrial cities of the United States.

Today greater Cleveland with its population of 1,300,000 persons, its factories numbering 3,000 and its industries doing an estimated annual business of 12½ billion dollars, is a living testimonial to his foresightedness.

During this 150 years Cleveland's growth has been gradual—from the slow-paced forest city of trees and stately homes and small merchants when an evening's entertainment consisted of walk to the corner drug store for a soda to a city of smoke stacks, where industry provides goods that are sent to every corner of the world.

Unlike many large cities, Cleveland's industry is diversified. Lake shipping early became a leading industry. M. A. Hanna, of political and financial fame was a figure of importance in establishing Cleveland as a coal shipping center. John D. Rockefeller started his oil company here. Nearby Painesville, the home of President James A. Garfield, is still the home of the Garfield family Steel products from tiny screws to heavy mining machinery are made here. Midway between New York and Chicago, Cleveland is the east-west passenger and transportation center of the country, both overland and by air travel. The volume of air traffic, as given out by the office of Major Berry, head of the Cleveland airport, is the biggest in the United States. In 1946 the Cleveland airport cleared 1,200,000 passengers. During that year, Cleveland airport handled 475,000 operations, with La Guardia Field in New York, its closest competitor, handling 196,382 operations.

IN SPITE of its growth, the city has consistently maintained its rural way of living. People own their own homes. They take pride in their property. They are not constantly on the march for entertainment because of crowded living conditions. For this reason Cleveland is known among the theatrical profession as a dud show town. From the days when the town boasted one legitimate theatre to the present day of one legitimate theatre, one burlesque, 106 movies and an endless number of night clubs, Clevelanders are entertainment shoppers—with most of it concentrated over the weekends.

Like the city itself, the motion pictures have grown from humble nickelodeon beginnings to be one of the mighty forces in the educational and communal life of the city, with the Cleveland public library, the schools, and the women's clubs supporting pictures of educational and cultural value and fostering junior cinema clubs to further film discrimination among the young.

Forty years ago pioneer exhibitors like Sam Bullock, Max Lefkowich, M. B. Horwitz, Ernest Schwartz and other oldtimers didn't worry about runs, clearances, extended runs, censor boards. They did worry about taxes, however, and they long ago formed the Exhibitors' league, forerunner of the Cleveland Motion Picture Exhibitors' Ass'n. To go into business they rented a store, put in some kitchen chairs and ran a program of shorts for a nickel admission. Henry Lustig's Avenue Theatre on Euclid avenue near Fourth street was that kind of "theatre."

Joe Grossman, now in California, built the first theatre in Cleveland especially designed to show films. It is the Standard Theatre on Prospect avenue, now a Community circuit house playing a grind policy. But back in the old days, the Standard was a de luxe film palace, with life-size painting of the current stars of the day—Mary Pickford, Theda Bara, William and Dustin Farnum, Wally Reid—just to mention a few.

Then came the trend east, with the Knickerbocker and the Alhambra playing the leading theatre roles. Emanuel "Uncle Manny" Mandelbaum, Mark Greenbaum, Fred Desberg, were names associated with these houses. In turn, the Spitalny brothers—J. Leopold, Phil and Maurice—occupied the Knickerbocker pit.

With the coming of the film palaces 25 to 30 years ago, the business shifted downtown once again. The Stillman, Euclid, Allen, State and Palace were built, at a cost of many millions. The Hippodrome was built about 1916 to house big stage spectacles, but it eventually became the home of vaudeville, later turning its leadership in this field over to the Palace which E. F. Albee built as a monument to B. F. Keith, the father of vaudeville.

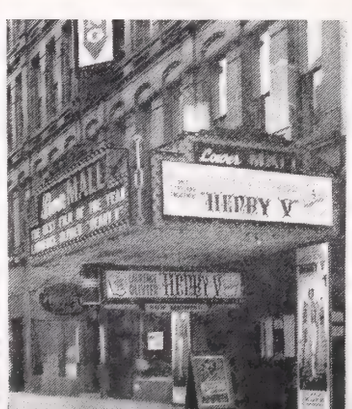
The Allens of Canada were the original owners of the Allen Theatre, but not for long. Product scarcity prevailed even then. S. Barret McCormick, manager, made a valiant but vain effort to divert the patrons from

(Continued on page 22)

Warners' Hippodrome, Largest First Run



Lower Mall, Plays Foreign Films



Telenews Theatre



Warners' Lake, Moveover House



HARRY GOLDSTEIN
Paramount District Manager

SAUL FRIFIELD
Paramount Branch Manager

OSCAR RUBY
Columbia Branch Manager

JERRY WECHSLER
Warner Branch Manager





HARRY WALDERS
RKO Branch Manager

MILTON COHEN
RKO District Manager

I. J. SCHMERTZ (L), 20th Century-Fox Branch Manager
With (L to R) JOE COSLEY, FRANK HUNT, SAM LICHTER







LEFT: MARK GOLDMAN (seated), PRC branch manager, with Jack Greiner, booker; George Bennett, publicity; Gordon Bugie, salesman, and the girls; CENTER: The MGM crew, Nativa Roberts and Mollye Davis, seated, and Mildred Flower, Louise Jade, George Tarassoff, Elsie Wilson and Anne Vickers;

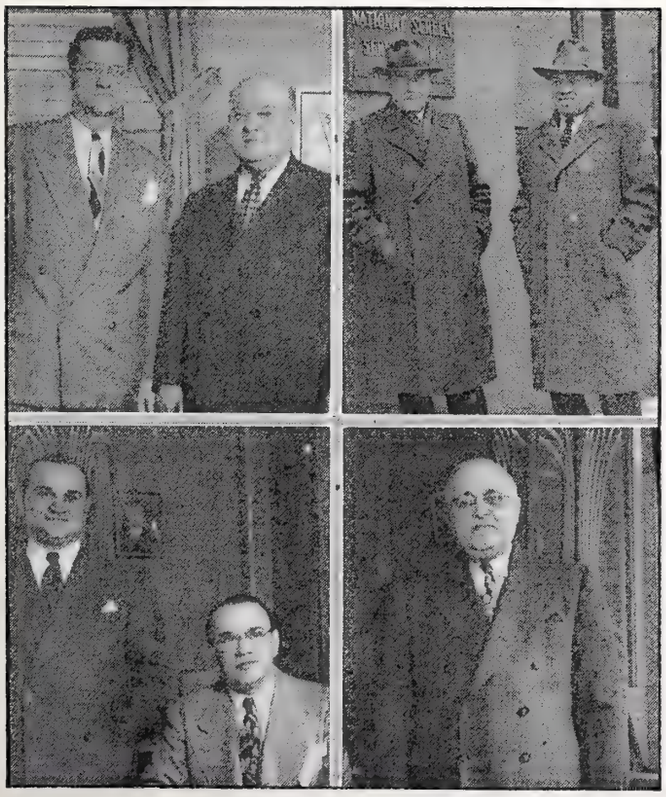
RIGHT: At Paramount, Chris Lasher, Sally Katz, Rose Brown, Alice Schwaegerel, Cyril Ryder, Anne Stromak, Evelyn Finger, Esther Voelker, Colleta Green, Virginia Baker, with Bob Zehrung, cashier, on extreme left, and on the right, George Bressler, office manager.

JACK SOGG (R), MGM Manager
DORSEY BROWN, Office Manager

NAT BARACH (R), Nat'l Screen
AUGUST ILG, Lorain Exhibitor

MAX COHEN (L), U-I Manager
HERB HORSTMEIER, Office Mgr.
LAURA KOVACH, Secretary

BERNIE RUBIN (L), JOHN URBANSKY JR. (C), of Imperial Films, with CASEY WEIN of IATSE



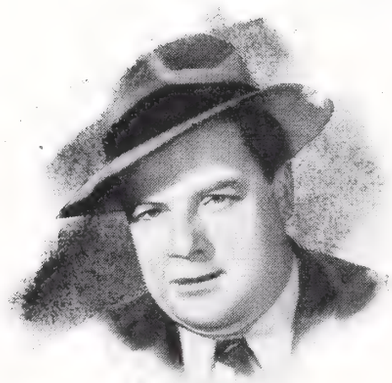


NATE SCHULTZ (C), Monogram franchise holder,
Flanked by SAM SCHULTZ and NATE GERSON

NORMAN LEVINE, Republic manager (L) and three United Artists chiefs—JOE KRENETZ, city salesman; MATT GOODMAN, district manager; MOE DUDELSON, district manager.

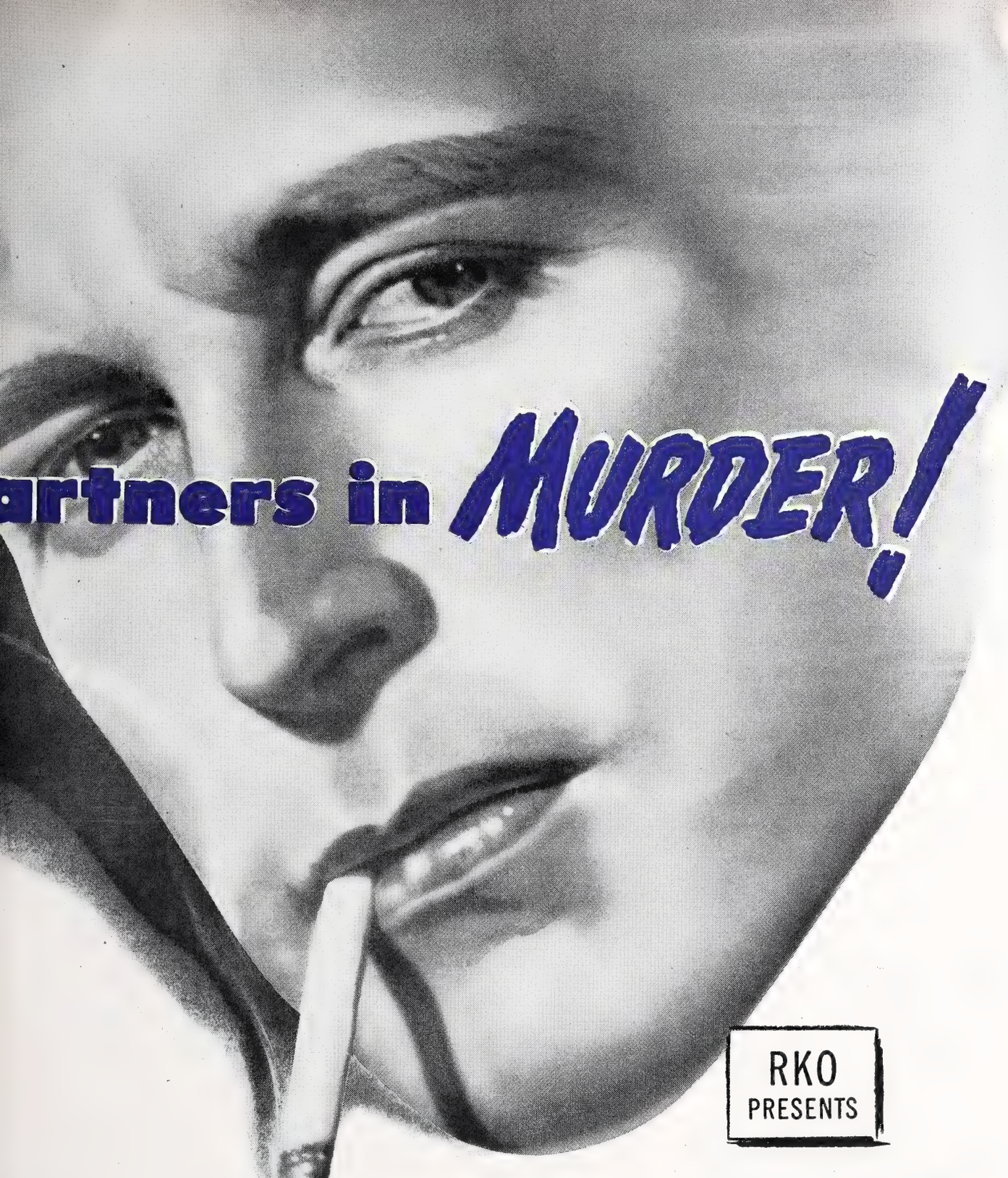
Look by Look...
Kiss by Kiss...
They became p

HARD-BOILED REALISM THAT MAKES YOU GASP—THIS SAVAGE DRAMA OF LIFE IN THE RAW, WITH THE SCREEN'S "DILLINGER" AS THE COLDEST KILLER A WOMAN EVER LOVED, AND BEAUTEOUS CLAIRE AS A FEMALE EVEN "DEADLIER THAN THE MALE."





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RKO PRESENTS

LAWRENCE TIERNEY · CLAIRE TREVOR · WALTER SLEZAK

in

"BORN TO KILL"

with

PHILLIP TERRY • AUDREY LONG

Produced by HERMAN SCHLOM • Directed by ROBERT WISE

Screen Play by EVE GREENE and RICHARD MACAULAY

RKO RADIO PICTURES



JULIUS LAMM, Manager
Warners' Uptown Theatre



HOWARD HIGLEY (L), Mgr. of Allen
RAY PORRIS, Asst. Manager



EDDIE MILLER, Manager
Warners' Hippodrome



CHARLES BURRIS, Telenews Manager
FRANK KOZA (L), Asst. Manager



NATIONAL THEATRE SUPPLY's Martha Loeffler, Betty Rubin, Branch Manager Frank Masek and Jack Watts. The smiles are for recent business.



AT NATIONAL SCREEN SERVICE with Nat Barach (R), manager, George Kendis, Ramona Welson, Hazel Mack, Frances Graham and Eleanor Drapp.



VISUAL COMMUNICATIONS, 16mm firm. Margaret Macsay and Genevieve Burdel (seated), and (l. to r.) Harry Urbansky, James Goodwin, Robert Huber, Bernie Payne.

(Continued from page 18)

poor screen fare by mighty stage presentations. So the Allen became a link in the chain that Ed Strong, Fred Desberg, "Uncle Manny" Mandelbaum and Al Freedman were forging, later to become units in the national Loew circuit.

THIRTY YEARS AGO the film center extended from the Columbia building on the Square where the Warner freres held forth with some independent state right product, to the Triangle building at Huron and Prospect roads where Max Schachtel, Art Schmidt and George W. Erdmann operated the Universal exchange, a state rights affair. The Belmont building on the south side of Prospect avenue and the Standard building on the north side, were de luxe locations, where Paramount opened its first Cleveland exchange.

Twenty-five years ago the industry moved, bag and baggage, to the present Film building at Payne avenue and East 21st street. All exchanges were under one roof and it was all very cozy from the eighth floor occupied by Pathe to the Landy exchange on the second floor. But as more theatres were built to entertain more movie-minded audiences, the exchanges outgrew their limited space. They erected their own buildings so that Filmrow is now an impressive line of buildings extending to East 24th street. Today the only exchanges in the Film building are Columbia, Film Classics, Republic, Monogram, Imperial and Eagle-Lion-PRC.

The Cleveland Motion Picture Exhibitors Ass'n is one of the oldest in the country. It is more than 30 years old. It was originally called the Exhibitors league and its members met regularly in the Colonial hotel and in rooms over the Star Theatre, to gripe about industry practices and to present a solid front against encroachments on their investments. Unique in organization practice was the association unity to ban double features throughout Cleveland for one year. It was 100 per cent successful, but was never repeated. Association leaders have numbered Jack Harwood, Henry Lustig, O. E. Belles and Ernest Schwartz now serving his 13th consecutive term as president. George W. Erdmann had entered his 21st year as secretary of the CMPEA when he died last month.

Co-ops, the newest style of wholesale film buying, broke on the local horizon about four years ago when Milt Mooney organized Co-



LEFT: Barney Nelson's Film Grill, where the big deals are made.

JOE LEAVITT
IATSE Veteran
Independent Screenings

GILBERT LEFTON
President
Academy Film Service

H. M. FRITCHLE, Manager
Oliver Theatre Supply
Peggy Cowhig, Secretary



Operative Theatres of Ohio. They said it would never be a success. Today he employs six bookers to handle his more than 100 accounts.

MANAGERS may come and managers may go, but in Cleveland most of them stay on for years. Nat Wolf just celebrated his 15th year as Warner zone manager. I. J. Schmertz has headed the 20th-Fox branch for almost 18 years. Jack Sogg has 20 years credit as MGM city salesman and branch manager. Nate Schultz started as shipper with the old Lande Film exchange and now owns the Monogram franchise for northern Ohio. Saul Frifield has been Paramount manager for the past five years and Harry Goldstein has been Paramount district manager for 13 years. Others who are veterans in local movie service include Matt Goodman of United Artists, Frank Hunt of 20th-Fox now in his 26th year with the company, Otto Braeunig of RKO, Howard Roth of Paramount, Eddie Bergman of PRC, Nat Barach of NSS, Herb Horstmeier of Universal and Oscar Ruby, now playing a return engagement at Columbia, having previously been Pathe branch manager here. Joe Leavitt, a charter member of Local 160 IATSE, must be included among the movie oldtimers.

Cleveland is now a city of circuits. Loew, RKO and Warners operate all of the downtown first run houses, numbering seven, with the Lower Mall breaking into the first run picture with foreign pictures and with roadshow engagements of "Henry V" and "The Best Years of Our Lives."

There are 106 movie theatres in operation in the greater Cleveland area; 14 are affiliated. This includes the new Warner Vogue Theatre in Shaker Heights, scheduled to open in May. Of the remaining 91 houses, most of the them belong to the Associated circuit, headed by Meyer Fine, John D. Kalafat, Abe Kramer, John Urbansky sr., Sam Stecker; the Community circuit, headed by Henry Greenberger and Max Lefkowich; the Washington circuit, headed by M. B. Horwitz; the Scoville, Essick & Reif circuit, headed by P. E. Essick, James E. Scoville and Howard Reif; the Frank Gross circuit and the Paul Gusdanovic circuit.

In volume of film business, the district which includes Cleveland, Cincinnati and Detroit, rates third in the country.

No Cleveland story is complete without mention of the Telenews Theatre which is unique in this neck of the woods. In addition to the newsreel programs, the theatre has a downstairs lounge where paying guests may sit and read the latest magazines, listen to broadcasts from a specially constructed booth, view changing art exhibits, or just rest in comfortable lounge chairs.

CLEVELAND has not reached its full growth. Chamber of Commerce statistics show that Cleveland began 1947 with 125 new manufacturing facilities, with expanded facilities in 507 firms. These new companies, during the current year, reportedly have an annual payroll of $3,520,700. W. J. Vanden Bosch, business analyst of the Chamber of Commerce, reports that industrial employment is within 80 to 90 per cent of the wartime peak. Weekly payrolls of the estimated 216,000 hourly-paid workers just misses $10,000,000, he reports. The report is based on a monthly survey of 100 representative manufacturing plants.

Newest member of the Filmrow colony is Academy Film Service, Inc., in the Warner building, where Gilbert Lefton specializes in 16mm equipment of all kinds as well as the sale and rental of 16mm films.

The old style curbstone conduct of the film business has disappeared, in favor of the lunchroom technique. Almost everybody in the industry passes through Barney Nelson's Film grill in the Film building in the course of a day and the biggest deals are discussed across the lunch tables.

Photos by Harry Kaufman

LOEW'S THEATRES: Charles Raymond (seated), Loew's district manager, with (l. to r.) Cleveland's house managers—Arnold Gates, Stillman Theatre; Howard Burkhart, recently transferred to the Midland in Kansas City; Maurice Druker, who succeeded Burkhart; A. Ludacer, Park, and Edward Richardson, Granada.

WARNER THEATRES: "Uncle" Nat Wolf, zone manager (seated) surrounded by the executive staff for the Cleveland area. Left to right: Marvin Samuelson, Lou Ratener, Tony Stern, D. Leonard Halper, Dick Wright, Robert Giles, J. Knox Strachan and Bud Gilliam. Warners have six theatres in Cleveland and 28 theatres in Ohio.









ASSOCIATED THEATRES: Snapped at a staff conference, left to right: Sam Stecker, Leroy Kendis, Abe Kramer, John Urbansky and Meyer Fine, vice-president and general manager.

COMMUNITY THEATRES: Max Lefkowich, president, and his associates. Left to right: Harold Greenberger, Leo Greenberger, Henry Greenberger, Bert Lefkowich and Leonard Greenberger.

SCOVILLE, ESSICK & REIF: The happy SE&F family, left to right, includes John Achen, auditor; Mary Maxwell, secretary; George Blazer, accountant; "Zig" Templeton, Ray Essick, Howard Reif, Jack Essick and (seated) P. E. Essick. Jim Scoville was vacationing when the cameraman was around.

COOPERATIVE THEATRES: Milt Mooney (seated left) started the co-op buying firm when the idea was new in Ohio. Now his staff consists of H. E. McManus (seated) and (left to right), Fred Scheuerman, Howard Spiess, Grace McKee, Stella Smietanka, Mike Blattner and Mike Levin.











M. B. HORWITZ
Washington Circuit
General Manager

HARRY SCHREIBER
Manager
RKO Theatres

MEYER FINE
General Manager, Associated
With young Errol Fine

Next in the "Filmrows of America" series: *Detroit*

Washington Report

By LEE GARLING

ERIC JOHNSTON, president of the Motion Picture Ass'n, talked with Rep. J. Parnell Thomas, chairman of the house un-American activities committee this week and pledged the "full cooperation" of that part of the motion picture industry which the MPA represents in the investigation which will commence next week in Hollywood.

Parnell Thomas is heading the sub-committee which will look very "extensively" into all phases of the motion picture industry with a view to uncovering possible infusion of Communist ideas into commercial films. Also the committee will concern itself with the activities of Hans Eisler, brother of Gerhard, alleged top Russian agent in this country.

Although Johnston earlier had expressed belief that any investigation of Communism in Hollywood would uncover little or nothing in the way of effective influence on motion pictures, he revealed to Representative Thomas that the industry is ready and willing to help uncover anything which might exist where Communist subversive tactics are undermining the American motion picture.

* * *

GOP STEAM ROLLER is being heated up here to stampede Congress into adjourning by July 20. Reasoning seems to be to get out of town and stay out until January so the spotlight will shift to the White House. While Congress stays in session it gets all the criticism, right or wrong. Truman's popularity has been rising while they have been in session. GOP thinks people may start blaming him (Truman) when any more bad breaks occur.

If this quick adjournment takes place most important legislation will not be passed this session. The Republican policy committee, however, definitely will try passing the following bills before they leave: Tax reduction union control, federal aid to education, housing decontrol and presidential succession.

* * *

REP. HAROLD KNUTSON, chairman of the ways and means committee of the house, charged that the "President is playing partisan politics with the tax situation."

The tax reduction bill which will go through Congress soon probably will not include any relief from admission taxes. Republicans are looking ahead to 1948 vote count, therefore any tax reduction will undoubtedly be mostly personal income taxes.

Knutson asserted that he thought the administration was trying to stall tax relief until next year, an election year, thereby getting credit for any reduction themselves.

"So long as taxes remain where they are," said Knutson, "there can be no incentive for anyone to risk money in new ventures and new business which will make more jobs. Small business is under a great handicap. When taxes are taken into consideration, the returns are far too small by comparison with the risks involved. The field thus is left to the larger corporations, and that makes for more and bigger monopolies."

* * *

ANOTHER NATIONAL FIGURE striking at big business is Wilson Harder, president of the National Federation of Small Business, who said that "most of today's prices were being held at artificially high levels by giant corporations controlling whole industries."

Harder called on President Truman to more vigorously enforce the antitrust laws to bring back competitive price levels.

Attorney General Tom Clark announced a decision to cut appropriation requests of the antitrust division of the Justice department. Harder has protested this move of Clark's as a method of stifling free competition in industry.

Harder pointed out to President Truman in a telegram that "the National Federation of Small Business has the largest individual membership of any business organization in America." Included in the membership of the association are many motion picture exhibitors.

* * *

THE HOUSE OF REPRESENTATIVES has passed the housing bill which will end all curbs on commercial building. Amusement construction can still be held up, however, if local agencies certify to material shortages. The senate has not acted yet on their version of the bill and anything can still happen. Truman may veto it even though the bill contains continuance of rent control.

Meanwhile, Housing Expediter Frank R. Creedon announced that applications for surplus war material and equipment will no longer be accepted. He stated that the reason for the action was due to the fact that production of many building materials and equipment are rapidly coming into balance with demand, and that stocks of surplus war supplies are beginning to dwindle.

Creedon pointed out that millions of dollars worth of surplus materials and equipment have been channeled into the housing program through the use of the certificates. Effect of this on construction of new theatres will increase costs. Many prospective exhibitors just granted permits for new theatres counted on using some surplus material and equipment.

* * *

SECRETARY OF STATE MARSHALL is expected to put up one of his most strenuous fights in or out of the army, when he goes before the appropriation committee of the house to protest the recommended cut in his department.

The cut will reduce his staff about 25 per cent, virtually eliminating the much discussed office of international information and culture. GOP congressmen have been gunning for this agency, which they call a propaganda mill, for a long time.

Assistant Secretary of State Benton will be the hardest hit if this goes through. It is his office that administers that part of State activities. Included are the educational films which are sent to foreign countries by the State department. Benton may still be able to squeeze enough money out of his budget to still send some, but with a cut of 2,800 employes he won't have anybody to do the work. It is estimated 100,000,000 persons see the documentary films of the State department each year.

Cut also by the appropriations committee report is the Commerce department. Although not quite as severely, about 7 per cent, Commerce will lose a lot of employes. Nathan D. Golden, Commerce department motion picture consultant and his one secretary are not expected to be affected.

* * *

THE INTERNAL REVENUE BUREAU reports tax receipts for March were $33,223,139. March a year ago they were $36,274,650. This is an approximate three million dollar drop. This may be first indication on a national scale of the beginning of the much-talked-of recession. Despite the fact that admissions were slightly over last year's figures for January and February, admissions have dropped off enough now to indicate that the peak has passed.

U.S. Films Dominate In 4 MPEA Areas

NEW YORK—American product is dominating playing time in Holland, Czechoslovakia, Hungary and Romania, according to reports received by Irving Maas, vice-president and general manager of the Motion Picture Export Ass'n. Since the MPEA has taken over distribution in these areas, competition from other foreign countries and native product has been completely overcome, the reports indicate. The wide acceptance of U.S. pictures has been attributed to the MPEA's careful selection of the best of the film crop and the lack of sufficient product from other countries, including Russia, Britain and France.



IRVING MAAS

HOLLAND SINCE JANUARY

In Holland, where MPEA releases have been playing since January of this year, Hollywood pictures are now playing first run and subsequent houses in every major city. In all key cities in Czechoslovakia product of the MPEA member companies has consistently played from seven to nine first run houses at one time, since the first of this year. The association began distributing in Czechoslovakia, October 1946.

MPEA releases also are dominating the Budapest first runs, with Hollywood films playing in ten out of 13 houses during some weeks. The association began distribution in Hungary the latter part of last year. Since the early part of 1947, when new product was brought into the country, the American film position has steadily improved, according to the MPEA. Hollywood pictures play on the average four out of six of the Budapest move-over houses.

ROMANIA FOR PAST MONTH

The association has been releasing product to Romania for the past month. Despite delaying import restrictions and customs rulings, Hollywood films are gaining playing time. During the week ending April 5 a total of eight MPEA releases were showing in Bucharest, compared to four pictures released by other countries. The MPEA reports first run attendance at American pictures in Bucharest has about doubled since the prewar years.

Theatre Building Booms Since New CPA Order

WASHINGTON—Recent action of the Civilian Production administration in approving hundreds of applications has resulted in a heavy increase of new theatre construction activity throughout the nation. Hundreds of other theatres are in the planning stage with the start of construction awaiting only CPA approval, which is still being withheld in some sections of the country where the shortage of building material continues.

Meanwhile, relaxation by the government of a construction limitation order proved of benefit to many commercial construction projects including drive-in theatres and motion picture studio sets. The Office of the Housing Expediter announced government authorization no longer will be required for laying concrete surface or bases for drive-in theatres. Single motion picture sets 10,000 square feet or smaller with a construction price ceiling of $15,000 now are permitted. Heretofore this size set was exempt, only if the cost was less than $1,000.

NOW!

THE No. 1 BEST-SELLER OF THE NATION!

NEW YORK TIMES, MAY 4, 1947



SOON! TO BE BROUGHT TO THE SCREEN BY 20 CENTURY-FOX

PRODUCED BY DARRYL F. ZANUCK

STARRING GREGORY PECK • DOROTHY McGUIRE

SCREEN PLAY TO BE WRITTEN BY MOSS HART

TO BE DIRECTED BY ELIA KAZAN

RKO Plans to Experiment With Low-Budget Films

NEW YORK—RKO Radio's entire program for the following 18 months will be announced at the company's July convention, according to Dore Schary, executive vice-president in charge of production, who made his first visit to the east since assuming his new post early this year. Schary, who is here to attend conferences with home office executives on the 1947-48 program, said that RKO will produce at least 12 A pictures for '47-48, added to the independent productions released under the RKO banner. There will also be a number of low-budget pictures which Schary feels "should be experimental in nature and give opportunity to new writers, directors and actors." One of these, "The Boy With the Green Hair," is an antiwar fantasy which is always "very difficult to project on the screen," and another is "Set-Up," a prizefight story, which will be filmed with a continuous flow of action, much in the manner of a stage play. RKO will also continue producing westerns for the 1947-48 program.



DORE SCHARY

COSTS AT A PEAK

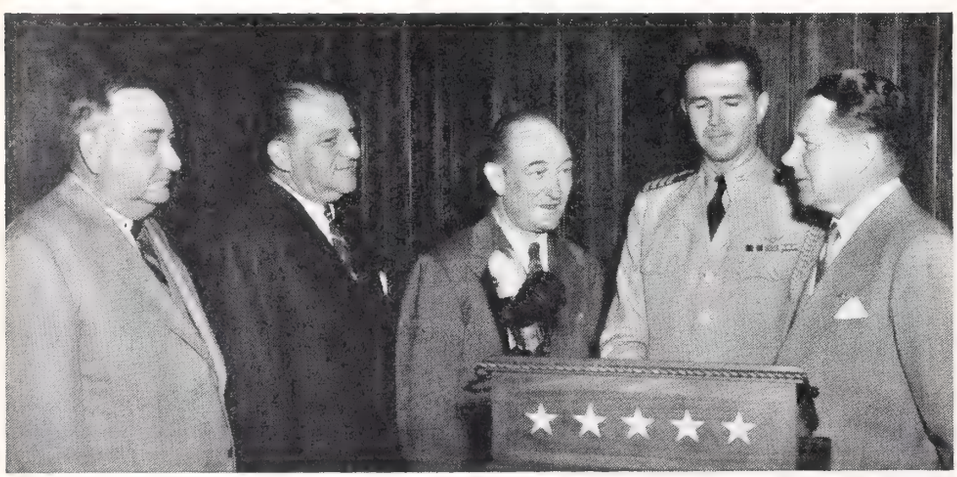
"Production costs have reached their peak," according to Schary, who believes that a drop in costs can be achieved without severe retrenchment by everybody sharing the responsibility for making the pictures in less time. As an example, Schary mentioned "Cross-Fire," recently completed by Director Edward Dmytryk in 23 days' shooting time, which will be the first completed picture to deal with anti-Semitism. He described the picture as one of the "most daring" ever made and a splendid plea for tolerance and understanding.

"The screen is now beginning to grow up and develop a point of view," Schary said, "and I would prefer to see RKO out in front, shaping the product instead of following patterns set by other producing companies." Schary believes that, by demonstrating a progressive spirit, it is possible to attract writers and directors with imagination.

"Some of their ideas may not be practical, but the whole effect is stimulating. There are many intelligent adult subjects not yet touched upon which have nothing to do with censorship," he said.

Gangster films, such as RKO's own "Born to Kill," are doomed to oblivion, according to Schary, who believes that the public is becoming tired of violence merely for the sake of violence. Schary also feels that we are still too close to the late conflict for any new war pictures. After the first world war, the public was not ready to accept war films until "The Big Parade" was released during 1925, he said, and it may take even longer this time for people to forget the horrors of the last war. However, when the public is ready, he feels that the screen will have an opportunity to mobilize public opinion against potential dangers.

RKO now has 18 completed and unreleased pictures in its backlog with five others shooting and four more set to go into production during the next six weeks, Schary said.



RECEIVING THEIR CITATIONS—This was the scene when three of the country's top exhibitors were presented with Presidential certificates of merit. Left to right are: E. V. Richards jr., New Orleans, president of Paramount-Richards Corp.; S. H. Fabian, president of Fabian Theatres; Robert Wilby of Atlanta, president of Wilby-Kincey Service Corp. The presentations were made on behalf of the President by the undersecretary of the navy, John L. Sullivan (right). At Sullivan's right is Captain Fitzhugh Lee, his aide.

Consider Exchanges For Commercials

NEW YORK—The Association of National Advertisers is investigating the possibility of setting up a single distribution organization for all the producers of commercial shorts. The idea, according to Thomas Hope, chief of the motion picture section of General Mills, would be to establish branches in the 31 exchange cities. Management of the organization would be in the hands, either of a cooperative group or a private company. This point is still under discussion.

The commercial department of RKO Pathe is all for the plan, said Phillip B. Nichols, general manager.

The present distribution of commercial films is "chaotic," he said. Commercial films need a coordinating association to put them into every available projector.

Today, added Nichols, there are 40,000 to 50,000 projectors for 16mm film. Localities which averaged less than 2,000 showings annually before 1941 are now asking for 5,000.

A national distribution agency would be able to service these markets, comprising exhibitors, educational bodies and industrial plants, he said.

FROM THE FILES OF

20 Years Ago

CHARLES "BUDDY" ROGERS of Olathe, Kas., has been selected to play the leading part opposite Mary Pickford in a forthcoming production. Rogers got his start in pictures through the Paramount school and immediately won favorable notice in "Fascinating Youth." He played opposite Clara Bow in "Wings," a Paramount war production. While a student at the University of Kansas two years ago, Rogers defrayed expenses playing the drums in a college orchestra.

* * *

Phil Reisman will head Pathe distribution. He is a veteran Paramount executive . . . Dan Michalove of Atlanta has been appointed general manager of the Universal Chain Theatres Corp., with a five-year contract and an estimated salary and percentage of $100,000 a year.

* * *

The flood crisis in the St. Louis area has passed after the worst floods in the history of the Mississippi valley. It is estimated that 150 persons lost their lives; 250,000 were forced to abandon their homes and the property loss may reach $250,000,000. May 7 has been selected for flood relief shows by the Hays organization, which has promised free pictures to those exhibitors who will donate their receipts to the Red Cross.

* * *

MGM will distribute a series of two-reel films dealing with dramatic incidents in history. Such personages as Betsy Ross, Napoleon and Buffalo Bill will be illustrative material and the process will be Technicolor. The plan is to take six reels of thrills and boil them down to about 2,000 feet.

* * *

Paramount's list of new junior stars: James Hall, Richard Arlen, Louise Brooks, Nancy Phillips, Sally Blane. Jesse L. Lasky has cast all five in one picture: "Rolled Stockings."

First Grierson Short Set

NEW YORK—"Wonder Eye," first in a series of short subjects produced by John Grierson's World Today, Inc., will be released May 16 and will be distributed by UA.



There's no thrill like the thrill of Cornel Wilde and Maureen O'Hara in "THE HOMESTRETCH" in Technicolor!





A glorious romance
that hits all the high spots
of the world . . . set against the
breathless excitement of the
world's most famous racing classics!

CORNEL WILDE
MAUREEN O'HARA

THE HOMESTRETCH

IN TECHNICOLOR

with

Glenn Langan · Helen Walker

James Gleason · Henry Stephenson

Margaret Bannerman · Ethel Griffies · Tommy Cook

Directed by **BRUCE HUMBERSTONE**

Produced by **ROBERT BASSLER** · Original Screen Play by Wanda Tuchock

THERE'S NO COMPANY WITH SUCH GREAT TECHNICOLOR TRIUMPHS AS

BOB, SON OF BATTLE *In Technicolor* • **FOREVER AMBER** *In Technicolor* • **MOTHER WORE TIGHTS** *In Technicolor*
I WONDER WHO'S KISSING HER NOW *In Technicolor* • **CAPTAIN FROM CASTILE** *In Technicolor*

20th CENTURY-FOX

PRINTED IN U. S. A.

Hollywood Report

By IVAN SPEAR

Subjects Widely Varied In Booming Story Mart

Wide variety of subjects and purchasers, rather than the quality of the purchases, characterized Hollywood's still-booming story market.

Edward Gross, who deserted the ranks of Hollywood production executives some years ago for a try at stage play producing on Broadway, revealed his intentions to return to the celluloid vineyards by acquiring the screen rights to "Mrs. Mike," by Benedict and Nancy Freedman. While he has no release set for the picture, he says it will be in production ere year's end . . . Indicating that still another mummer may turn producer, Comedienne Vera Vague toook an option on the book "Miss Pettigrew Lives for a Day," by Winifred Watson. La Vague was attracted to the property because its title character so closely resembles the parts she portrays on screen and radio—despite which, she says, she has the financial backing to produce the picture independently . . . Harry Sherman, whose plans to cinematically mix cactus and chili peppers are outlined elsewhere on this page, bought "Ring Horse," a novel by Thomas W. Duncan. It, too, goes on Sherman's 1948 Enterprise slate. Yarn has small town locale and has three starring parts, a young lawyer, an old clown and a ten-year-old girl.

Paramount Sharecroppers Pine-Thomas bought "The Man Who Stole a Dream," by L. S. Goldsmith. The story appeared in Pic magazine and deals with a criminal who gains access to the files of a psychologist, which gives him possession of the personal secrets of the doctor's patients. P-T engaged Whitman Chambers to do the screenplay. The same Dollar Bills went for another yarn, "Special Agent," by Milton Raison, story about a railroad dick . . . Producers Releasing Corp. purchased an original story called "Angel With an Anklet" from Dorcas Cochran and signed the author to write the screenplay. It deals with the experiences of airline hostesses . . . "Chimes of Santa Catalina," an original by Martin Van Laas, went to Republic as the initial Roy Rogers starrer in Trucolor on the studio's 1947-48 program. It is a modern mystery melodrama with a western background.

Martin Mooney to Produce 'Hijackers' at Columbia

If Producer Martin Mooney, whose hat currently is hanging on a Columbia peg, doesn't run out of years, he's a cinch to go down in history as the film maker whose activities covered every racket known to modern man and many of the penal repercussions thereof. Just added to his slate at the Gower Gulch film bazaar—and the second to which he has been assigned since joining Columbia—is a newcomer entitled "The Hijackers," a yarn of diesel-powered grand larceny on the highways. Matthew Rapf is doing the original screenplay . . . Another newie at the same studio is a proposed screen version of Robert Louis Stevenson's book, "Silverado Squatters," handed to the team of Ted Richmond and Robert Cohn to produce from a screenplay from the typewriter of Tom Kilpatrick . . . A third Columbia assignment has Aubrey Wisberg scribbling the screenplay for "The Wreck of the Hesperus," from Longfellow's poem . . . Enterprise plans a Technicolor picture based on the classic operetta, "Tales of Hoffman," by Offenbach. Being considered is the possibility of modernizing period and locale of the story. Screenplay and treatment have been assigned to Ladislas Fodor. Lewis Milestone will produce and direct.

'Lewis and Clark' Set For RKO Production

Those hardy trail blazers, Messrs. Meriwether Lewis and William Clark, who indulged in a spot of transcontinental exploring back in 1805, are once again going to have their hardships and exploits brought to the screen. Dore Schary, vice-president in charge of production at RKO Radio, has scheduled an adventure picture—to be titled, strangely enough, "Lewis and Clark"—as one of the top budgeters on the studio's 1948 production slate. Ernest Pascal has been signed to write the screenplay and Stephen Ames will produce.

Plan Trucolor Process On 3 Autry Westerns

Also newsworthy as concerns spurs-and-lariats production plans is the disclosure of a contract through which Trucolor will be used on three of the musical westerns Gene Autry will make under his own banner for Columbia release. The Columbia deal with Autry Productions call for eight tuneful gallopers during the coming two years. Kickoff film will be in black and white and the following trio, first of which will be "The Strawberry Roan," will be given the tint process.

LeRoy to Direct Gable In New Film at MGM

Mervyn LeRoy's initial assignment under his new long-term MGM contract will be to direct Clark Gable in Sidney Kingsley's "The Homecoming of Ulysses," written expressly for Gable by the playwright . . . Another megging chore at Leo's lair finds Curtis Bernhardt signed for "The High Wall," starring Robert Taylor . . . Andrew Solt has been engaged by Walter Wanger to work on the screenplay of the Bergman-Fleming-Wanger production based on the life of Joan of Arc, which MGM will release . . . Norman Z. McLeod was inked by Paramount to direct Bob Hope's next, "Paleface," which will be filmed in Technicolor. Robert Welch is the producer . . . "G-Men Never Forget" has been selected as the next in Republic's series of 13-chapter serials. Fred Brannon and Spencer Bennett were set to co-direct for Associate Producer Mike Frankovich . . . Jules Dassin was chosen to direct Producer Mark Hellinger's "Homicide" for Universal-International release . . . Curt Siodmak and James Gunn will write the screenplay for "The Persian Cat," an original by John Larkin which William Jacobs will produce for Warner . . . Signed to a writer-producer pact by 20th-Fox was Edward Chodorov, formerly a scrivener at MGM.

TO PRODUCE 'CARMEN' IN WESTERN STYLE

Let those skeptics who hold that for the time-honored western there is nothing new under the sun (and that doesn't mean Selznick's "Duel in the Sun") forever hold their peace. Their cynical tongues should be stilled with the news that the tried-and-true sagebrush saga is going operatic, nothing less.

It's Harry Sherman, veteran producer of outdoor action pictures, who comes forth with the formula-shattering idea. Sherman is going to use the opera "Carmen" as the basis of a high-budget western to be filmed in Technicolor on his 1948 production schedule for Enterprise release. Writing of an original screenplay based on Verdi's immortal classic has been assigned Graham Baker and Teddi Sherman, the producer's daughter. Instead of a toreador, our hero will be a cowpoke—of the crooning variety, no doubt. And the title role of "Carmen of the West"—that's the tentative tag—will be a dance hall gal instead of a toiler in a cigaret mill. From then on, almost anything can happen—and probably will.

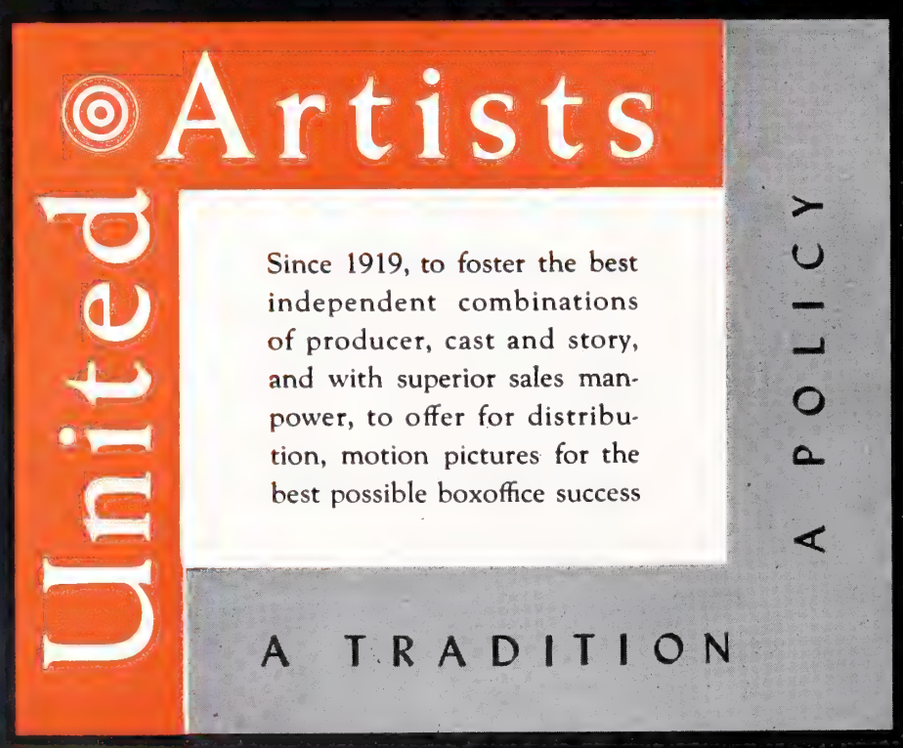
As to the bull, nothing was said by Sherman's press agent, Daring Dave Epstein, who revealed the producer's revolutionary idea. But, blurbers, when qualified, have been known to double in brass—and in this case qualification is self-evident.



AFTER THE SIGNING—Jack Jungmeyer, writer; Edward Alperson, producer with 20th-Fox; Harold Schuster, director, and Joe E. Brown after they had reached an agreement in Chicago for Brown to appear in "The Tender Years." Brown will take time out from the stage play, "Harvey."

WHEN we call a motion picture "a natural", we mean it hits the target from any and every angle. It is the belief of United Artists that THE MACOMBER AFFAIR starring Gregory Peck, Joan Bennett and Robert Preston, and whose story is from the hard-hitting best-selling pen of Ernest Hemingway, is "a natural" —the best from every angle. What could be more "natural" then that the producer of THE MACOMBER AFFAIR, and coming outstanding great hits, CHRISTMAS EVE and A MIRACLE CAN HAPPEN,

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GREGORY PECK · JOAN BENNETT

in Ernest Hemingway's

"THE MACOMBER AFFAIR"

also starring **ROBERT PRESTON**

with Reginald Denny · Jean Gillie

Screenplay by Casey Robinson and Seymour Bennett

Adaptation by Seymour Bennett and Frank Arnold

Produced by BENEDICT BOGEAUS and CASEY ROBINSON

Directed by ZOLTAN KORDA

STUDIOS SCHEDULE 63 FILMS FOR PRODUCTION DURING MAY

HOLLYWOOD—Prognosticating what Hollywood is to do productionwise for any ensuing 30-day period is unto itself considerable of a hit-or-miss chore, without the additional hazard of trying to explain why, for no apparent reason, the magi of production have scheduled for May filming the longest slate of features of the past several months—63 to be exact.

Of that number, 14 are carried over from April's starting lineup, while the remaining 49 are newcomers. By studios they list as follows:

Columbia

Increasing its April slate by two, Columbia has scheduled 11 films to go before the cameras in May. Of this number only four are carryovers from the preceding month: Cornell Productions' "Double Take" which S. Sylvan Simon is producing and directing with Franchot Tone in the topline; Casey Robinson's "The Mating of Millie McGonigle" with Henry Levin megging and Evelyn Keyes in the starring role; another in the Bulldog Drummond series, "Bulldog Drummond Strikes Back"; and Don Hartmann's production "It Had to Be You," formerly titled "I Found a Dream," in which Ginger Rogers and Cornel Wilde co-star.



S. SYLVAN SIMON

Heading the newcomers is the initialer by Gene Autry Productions, tentatively titled "The Last Roundup," in which Gene, now head of his own producing unit, will star. Armand Schaefer, also one of the outfit's chieftains, will produce and John English, recently with Republic as were all other parties mentioned, has been slated to meg the film. Yarn is a modern western and will be shot entirely in Tucson, Ariz. Oh yes, wonder horse Champion moved over to Columbia on the deal too. Sam Katzman's Kay Productions will give the gun to "Prince of Thieves" which story is based on an Alexandre Dumas yarn and has to do with a Robin Hood type of character. Max Nosseck will direct and casting includes Jon Hall, Patricia Morison and Adele Jergens. To make sure that Dumas will be May's No. 1 literary character in Gower Gulch, Independent Producer Edward Small plans to roll "D'Artagnan," based on "The Three Musketeers." No cast or director has as yet been set. "The Seahound," a serial based on the comic strip "Captain Silver and the Seahound," will get under way with Esskay Productions, another of Katzman's independent production units, responsible. Sam Newfield is slated to direct. No cast has as yet been set. Two series pictures are on the starting line: "The Lone Wolf in London" (he certainly gets around) which Ted Richmond and Robert Cohn are producing, with Gerald Mohr enacting the title role, for Director Les Goodwins; and "The Crime Doctor's Gamble," under the productional guidance of Rudolph Flothow with Warner Baxter in the topline. William Castle has been set to meg. Further of series ilk will be the first on the 1947-48 program of the Charles Starrett-Smiley Burnette westerns, "Buckaroo From Powder River." Colbert Clark produces this action sagebrusher with Ray Nazarro directing.

Eagle-Lion

Safe rather than spectacular is E-L's policy of scheduling one or two new productions to start each month—and then starting them, as advertised. The studio lists two newcomers on its agendum. First to roll will be "Texas Legend," picture based on the E. B. Ginty stage play "Missouri Legend" which Joseph Fields and Jerome Chodorov adapted for filmization. Fields will produce and Leigh Jason direct Lynn Bari and Johnny Johnston in the toplines. Yarn narrates the exploits of a sanctimonious bandit who quotes the Bible, disperses bits of wisdom to his victims and is known to the poor as an "honest" man. In short, a show-me Robin Hood yarn. "Clemmy," formerly titled "Clementine," is the second picture due to hear the starting gun. Yarn is adapted from the novel by Peggy Goodins and relates the efforts of a teen-aged tomboy in a small midwestern town to marry off her father, the widowed mayor. Lois Butler, 14-year-old moppet who sings sensationally, according to E-L's press agents—debuts in the topline with Lynn Bari and Gene Raymond playing the adult leads. Aubrey Schenck produces and Arthur Lubin will direct.

Metro-Goldwyn-Mayer

Showing signs of fulfilling his recently-announced, ambitious 1947 productional program, Mighty Leo has five films at the starting gate, two of which have been carryovers for two successive months. The duo of perennial carryovers includes Pandro S. Berman's production of the A. S. M. Hutchinson novel, "If Winter Comes," which will star British Deborah Kerr and American Walter Pidgeon; and "Cass Timberlane," screen version of the Sinclair Lewis novel, to be produced by Arthur Hornblow jr., directed by George Sidney, with Spencer Tracy and Lana Turner in the starring spots. As concerns cast, unusually noteworthy are the three newcomers listed for May launchings. Frank Sinatra—he of the lethal right hook—and Songstress Kathryn Grayson will report for a Producer Joe Pasternak filmusical entitled "The Kissing Bandit." Its locale is early California, whose beauties (Chamber of Commerce, please note) will be portrayed in Technicolor. The title is sufficient tipoff of the plot and there is a strong suspicion that it too will have a Robin Hood twist. Laslo Benedek will pilot. "Killer McCoy," a Mickey Rooney starrer divorces that effervescent personality from the time-honored "Andy Hardy" character and makes of him nothing less than a prize fighter. Naturally he gets involved with gamblers, because his weakling father sells him down the river to the racketeers; but, of course, he ultimately finds his way back to the straight and narrow road of clean sportsmanship through the guidance of his girl friend and Roy Rowland who will meg the opus of the squared-circle. Sam Zimbalist produces. In the last of the debuting trio, Hollywood inserts still another probing finger into the greatly overworked field of psychiatry. This time the vehicle is "High Wall," with Robert Taylor toplined, Curtis Bernhardt directing and Robert Lord producing. The story opens with a macabre touch and has Taylor driving around with his dead wife's body in the car. Everyone, including Taylor, thinks he is as nutty as the proverbial fruit cake and he is convicted of first degree murder and committed to an insane asylum. Enters then the woman psychiatrist who proves that our hero is neither a murderer nor a screwball but that the crime was committed by another—thus the whodunit angle.



PANDRO S. BERMAN

Monogram

If it weren't for that redoubtable hombre the Cisco Kid, Monogram could spend most of May in bed. Taking considerable of a Brody from its usual lineup of from four to eight starters, the studio has a mere three earmarked for kickoffs. Two of them are Cisco Kid adventures. One is a carryover, "Robin Hood of Monterey," and the other the lone newcomer, is entitled "King of the Bandits" which will be piloted by Christy Cabanne. Both of the C. K. episodes are being produced by Jeffrey Bernerd, who apparently will spend the month up to his withers in sagebrush. At which point, the w.k. gentle reader undoubtedly notes that Mr. Hood of Sherwood Forest again creeps into these chroniclings. Completing the trio is another heritage from April schedules, "A Guy Named Joe Palooka" which Hal E. Chester promises to produce.

Paramount

Jarring itself into unusual activity—which, incidentally, takes on an international aspect—the Marathon street film bazaar comes to bat with a quintet of debuters. Only one of the five is a carryover, the Betty Hutton starrer, "Sainted Sisters," which will be guided by the producer-director team of Val Lewton and Mitchell Leisen. The same Betty Hutton, who apparently will be busier than that one-armed gentleman who hangs paper and suffers from the hives, will star in one of the four new arrivals. To be produced by P. J. Wolfson and directed by Mitchell Leisen it is the screen version of the Elmer Rice Broadway play, "Dream Girl." Macdonald Carey appears opposite the overworked La Hutton in the yarn about a salesgirl in a bookstore who dreams and dreams that she is a multitude of glamorous people. Virginia Fields who originated the title role on Broadway has a featured part. At the Denham studio in England—this is the international touch—Sharecropping Producer Hal Wallis will give the starting gun to "So Evil My Love," with Lewis Allen wielding the megaphone. Based on the Joseph Shearing novel, "For Her to See," toplines in the cast are filled by Ray Milland, Ann Todd and Geraldine Fitzgerald. Yarn is a romantic mystery based on a famous London crime. Tentatively set for a May start but with a possibility it might not go until June is the Val Lewton production "My Own True Love" which English Director Compton Bennett will pilot. Based on the Yolanda Foldes novel, "Make You a Fine Wife," it is a postwar English story that involves an elderly man, his young bride, and his war-veteran son. Phyllis Calvert and Melvyn Douglas will co-star. The Dollar Bills, Pine-Thomas, will put the third of their Big Town series into work with "Big Town After Dark." William Thomas will pilot Philip Reed, Hillary Brooke

(Continued on page 34)

'DISHONORED LADY' SHAPED FOR BOXOFFICE ALL THE WAY

Lamarr In Second United Artists Hit

"DISHONORED LADY"
(Hunt Stromberg-UA)

Producer .....Jack Chertok
Director .....Robert Stevenson
Screenplay..Edmund H. North
Based on play by Margaret Ayer Barnes and Edward Sheldon
Photography....Lucien Andriot
Production design, art direction....Nicolai Remisoff
Music score....Carmen Dragon
Edited by.....John Foley
Cast: Hedy Lamarr, Dennis O'Keefe, John Loder, William Lundigan, Morris Carnovsky, Paul Cavanagh, Natalie Schafer, Douglas Dumbrille, Margaret Hamilton, Nicholas Joy, James Flavin.
(Running time—87 minutes)

Hedy Lamarr's appearance in the starring role of "Dishonored Lady," under the presentation of Hunt Stromberg, has everything it takes to become a top-grossing attraction for United Artists. It follows Miss Lamarr's acting hit in "Strange Woman," also a Stromberg picture, and always the successor to a success outdistances the box-office take of the original. "Dishonored Lady" lends itself to exploitation and rest assured that double-barrelled campaigns will be at the exhibitor's command. Much will doubtless be made of the fact the plot is based on a stage play once performed by Katharine Cornell, first lady of the theatre.

Madeleine (Miss Lamarr) is a magazine editor bothered by psychological disturbances. She visits a psychiatrist who advises her to change her surroundings, assume a new identity.

Madeleine decides to take another name and poses as a struggling artist. In her boarding house, she meets a doctor with whom she truly falls in love. When he leaves town to attend a convention, she gets innocently jammed up with a millionaire who is murdered. The real culprit is seen to commit the crime and, after that, it merely becomes a matter of how much time is required for the fiance to learn of a way to trap the killer. The third act is of the trial.

It is immediately apparent that the role of Madeleine is a challenge, and Miss Lamarr is completely capable of meeting it. In stunning photography by Lucien Andriot and beautiful gowns by Elois Jenssen, she makes the star part a fascinating study in dramatic overtones.

Dennis O'Keefe does exceptionally well in the serious assignment of the doctor, and John Loder gives impressive individuality to the millionaire suitor. William Lundigan is spendid as the editorial assistant who surprisingly but believably turns killer. He is now ready to resume the career in Hollywood that was interrupted by his war service.

Morris Carnovsky takes every advantage of the opportunities offered by his psychiatrist role. Natalie Schafer shines brightly as a clever and attractive blonde confidante. Paul Cavanagh is another man caught by Miss Lamarr's charms, her publisher. Margaret Hamilton amuses as a landlady, Douglas Dumbrille and Nicholas Joy are attorneys in court, and James Flavin a detective.

The production design and art direction by Nicolai Remisoff are smartly conceived without over-elaboration, and the music score by Carmen Dragon splendidly unobtrusive. Stromberg and Chertok have attained an offering that is boxoffice.

—Jack D. Grant

neat!

Great Review from The Hollywood Reporter!

HUNT STROMBERG Presents
HEDY LAMARR in
Dishonored Lady
Co-starring
DENNIS O'KEEFE · JOHN LODER
with
William Lundigan · Morris Carnovsky · Paul Cavanagh · Natalie Schafer
PRODUCED BY JACK CHERTOK
Directed by Robert Stevenson · Screenplay by Edmund H. North
A HUNT STROMBERG Production

watch the business May 15 at 10 great Loew openings!

from UA!

Studio Schedule

(Continued from page 32)

and Virginia Welles in the leading parts. Story tells of the stalwart efforts of the D.A. to thwart the gangster activities of a nasty newspaper publisher who is ruining the townspeople by his propaganda.

PRC Pictures

Finally getting on the production beam, this studio offers four newies to make camera bows during May. "Tomorrow You Die," a whodunit about a killer at large, to whom mayhem is an everyday occurrence, is set for Chuck Reisner to produce and Anthony Mann to direct. Cast so far includes John Ireland and Sheila Ryan. Another mystery, but this time it has comedy in it (they say) is "It's Moider," which will be produced by Sam Baerwitz with Edward Cahn directing the Gas House Kids adventure. Michael Whalen also is in the cast. Producer Jerry Thomas and Director Ray Taylor will put two gallopers in work: "Pirates of the Plains," an outdoor action musical with Lash LaRue and Fuzzy St. John in the toplines, and an Eddie Dean-Roscoe Ates musical sagebrusher, "Black Hills."

RKO Radio

Leftovers from April's bountiful celluloid repast will be the exclusive diet on Gower street during May. Only three films are scheduled for starting and each is a holdover. "I Remember Mama" is called a George Stevens production but Stevens, on loan from Liberty Films, will direct and Harriet Parsons draws credit as producer. Heading up the cast are Irene Dunne, Barbara Bel Geddes and Oscar Homolka. "Return of the Badmen," a sequel to the studio's successful galloper, "Badman's Territory," will roll under the productional guidance of Nat Holt with Ray Enright directing. Randolph Scott and George "Gabby" Hayes are again teamed to respectively supply the heroics and comedy. From producer Sid Rogell's B stable will be entered "The White Swamp" with Lizabeth Scott and Burt Lancaster toplining under the direction of Byron Haskins.

Republic

Productionwise, May should be a noteworthy month at the Valley studio if for no other reason than it will witness the debut of the initial effort under the widely touted package deal which Republic recently entered with Charles K. Feldman Group Productions. The film is "The Red Pony," based on John Steinbeck's novel. Lewis Milestone will ride "Pony" as both producer and director and Myrna Loy and Robert Mitchum will star. Yarn has a California ranch background and tells of a small boy's love for his pony and the hired man, but whose faith in human nature is shaken when the pony dies, only to be restored through the efforts of his parents and the beloved ranch hand. In addition to the Steinbeck yarn there are three scheduled starters and all of them are also newcomers to production agenda. "Driftwood," which Allan Dwan will produce and direct is based on the Mary Loos-Richard Sale novel, "Heaven for Jenny" and tells the story of an eight-year-old girl who had been raised in a ghost town by religious grandparents only to create a small furor when she visits relatives in another town and proceeds to tell nothing but the truth. Ruth Warrick, Dean Jagger, Natalie Wood, Walter Brennan and Charlotte Greenwood already have been cast. The inevitable mystery is again present in "It's Murder She Says" which has Adele Mara in the starring role for Producer William J. O'Sullivan and Director George Blair. It is the story of a lady "private eye" laid against a New York background. Completing the quartet and first in the new series of Famous Western outdoor actioners will be "Wild Frontier" under the productional guidance of Gordon Kay, with Phil Ford megging. Allan Lane has the starring role in this yarn which tells of the struggles of the settlers in the heyday of the old west.



LEWIS MILESTONE

Screen Guild

SGP continues to be Hollywood's lusty productional baby and has scheduled four films for initiation in May. Melrose Productions will start "Swamp Island" with Terry Morse piloting. No cast has as yet been set for the murder melodrama which is located in the Florida Everglades and runs the gamut from death rays to kidnaping. Screen Artist Pictures will give the gun to two action streamliners about the Northwest Mounted Police with Maury Nunes and Karl Hittleman holding the producing reins. No director or cast as yet. Last on the slate is an Audio Pictures film entitled "Crisis of Dirk Diamond" which is described as an adventure comedy.

20th Century-Fox

Spring came to Westwood village and bursting into bloom were the 20th Century-Fox production buds which had laid dormant through the winter months. In fact, no less than six buds gave promise of full bloom features scheduled for May starts. Most lavish bloom, of course, is the one to be hand and personally cultivated by Darryl F. Zanuck, 20th Century Productions head man. It is "Gentleman's Agreement" based on the Laura Hobson novel and to be written for the screen by Moss Hart—he of Broadway fame—in his first try at motion picture scrivening. Elia Kazan will direct Gregory Peck and Dorothy McGuire who will star in the story which is a plea for racial tolerance. Otto Preminger will produce and direct the Elizabeth Janeway novel, "Daisy Kenyon," in which Joan Crawford, Dana Andrews and Henry Fonda co-star. Yarn tells of a girl who falls in love with a wealthy married man and a returned GI. Robert Bassler and Anatole Litvak will collaborate as producer-director on the controversial novel by Mary Jane Ward, "The Snake Pit," in which Olivia de Havilland and Rex Harrison co-star. It is the eye-witness story of a mentally-ill person and her sojourn in an insance asylum. George Jessel will roll "Nightmare Alley" which Edmund Goulding will pilot. Anne Baxter, Tyrone Power and Celeste Holm topline in this William Lindsay Gresham novel which has to do with the degeneration of a man whose own acts finally cause his death. Scheduled also is "Off to Buffalo." Lloyd Bacon handles the directorial chore on a story which features a family of vaudevillians (jugglers, no less), who finally find it necessary to go into factory work in order to support themselves but never give up the thought that vaudeville will come back. Dan Dailey, Nancy Guild and Fay Bainter hold the toplines. Walter Morosco produces. Last of the sextet will be the Sharecropper Sol M. Wurtzel production, "Flamingo," with Don Castle and Virginia Christine. To be directed by Eugene Forde, film will be an action meller.

United Artists

Those top-hat independents who release through UA have scheduled four for takeoffs during May, only one of which is a carryover, to wit, the Cagney production, "The Time of Your Life," which H. C. Potter will meg. Brother and sister Jimmy and Jeanne Cagney will topline a cast which includes James Barton and William Bendix. First newcomer to the list is Triangle Productions' (headed by Mary Pickford, Buddy Rogers and Ralph Cohn) "Sleep My Love." Douglas Sirk will pilot the Leo Rosten story which appeared as a serial in Collier's magazine. Robert Cummings and Don Ameche head the cast. Sol Bischoff's Star Films will give the gun to "Intrigue," a story of the black markets in Shanghai in which George Raft and June Havoc play the toplines for Director Edward L. Marin. An untitled Hopalong Cassidy picture with Lewis Rachmil producing and George Archainbaud piloting will go before the cameras. William Boyd and Andy Clyde star in the oater.

Universal-International

Out at this valley lot, five films are on the roster for starts in May. One of them is a heritage from April, "Thunder on the Hill," a Joseph Sistrom production with Robert Siodmak directing. Joan Fontaine stars in the Technicolor yarn which is a modern dramatic family story. Initialer for Robert Montgomery under his new deal with U-I is "Ride the Pink Horse" which Joan Harrison will produce and in which Montgomery will not only head the cast but direct as well. Based on the novel by Wanda Hendrix, it describes a small town in New Mexico. The Abbott and Costello film, "Wistful Widow of Wagon Gap," is set to roll with Robert Arthur producing and Charles Barton directing. Besides the zany duo the cast includes Marjorie Main, Patricia Alphin and William Ching. Walter Wanger will roll "Tap Roots" on location in Mississippi with George Marshall directing. Film is based on the James Street novel and has to do with hillbillies. Kanin Productions initialer for U-I, "Imagination," will go before the cameras with George Cukor directing for Producer Michael Kanin. Garson Kanin and Ruth Gordon scripted the film in which Ronald Colman and Signe Hasso topline. Yarn was formerly titled "Art of Murder" and is a drama of New York and vicinity.



JOAN HARRISON

Warner Bros.

After a couple of dull months, the Burbank foundry has scheduled five films for May lensing. Most significant and important is the production "Up Until Now" which is to be filmed mostly in Boston. "Ever the Beginning," a United States Pictures production, will roll with Elliott Nugent directing Lilli Palmer, Gale Robbins and Dane Clark in the toplines. Based on the play by Lillian S. Prumbs and Sara B. Smith, it is about an immigrant who comes to America at the turn of the century. Alex Gottlieb will turn the lenses on the Technicolor musical "Romance in High C" which Michael Curtiz pilots. Jack Carson, Oscar Levant and S. Z. Sakall are already set for this nautical story with a South American background. Another Alex Gottlieb production to be given the gun will be "That Hagen Girl." Peter Godfrey directs this film which is based on the Edith Roberts novel and has to do with small town bigotry. No cast has as yet been set. Last on the agendum is Producer William Jacobs' "The Persian Cat." No director or cast has been named for this story of international intrigue among the French underground in Iran.

TO THE THOUSANDS WHO THRONGED OUR "WELCOME STRANGER" TRADE-SHOWS:

Here is another equally important attraction you will want to be sure to see and judge for yourself! Come May 23rd and inspect its wealth of entertainment values—its fascinating inside story of the early days of Hollywood—the romance of the little sweatshop slavey who became the first great queen of the screen—and all the thrills and laughs that skyrocketed her pictures from a custard pie to a national institution!

Paramount's The PERILS of PAULINE IN TECHNICOLOR

The Wonder-Show of Today
About the First Wonder-Star
of the Screen!



TRADE-SHOWS
FRIDAY, MAY 23

CITY	PLACE	DATE
ALBANY	FOX PROJ. ROOM, 1052 Broadway	FRI. MAY 23 — 2 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton St., N.W.	FRI. MAY 23 — 2:30 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58 Berkeley St.	FRI. MAY 23 — 2:30 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin St.	FRI. MAY 23 — 2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305 S. Church St.	FRI. MAY 23 — 1:30 P.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 S. Michigan Ave.	FRI. MAY 23 — 1:30 P.M.
CINCINNATI	PARAMOUNT PROJ. ROOM, 1214 Central Parkway	FRI. MAY 23 — 2:30 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 E. 23rd St.	FRI. MAY 23 — 2 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 412 S. Harwood St.	FRI. MAY 23 — 2:30 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout St.	FRI. MAY 23 — 2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High St.	FRI. MAY 23 — 12:45 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Ave.	FRI. MAY 23 — 2 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 W. Michigan St.	FRI. MAY 23 — 2 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte St.	FRI. MAY 23 — 2 P.M.
LOS ANGELES	BOULEVARD THEATRE, Washington & Vermont Sts.	FRI. MAY 23 — 1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 S. Second St.	FRI. MAY 23 — 2:30 P.M.
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 N. 8th St.	FRI. MAY 23 — 2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Ave.	FRI. MAY 23 — 1:30 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State St.	FRI. MAY 23 — 2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 S. Liberty St.	FRI. MAY 23 — 10 A.M.
NEW YORK CITY	NORMANDIE THEATRE, 51 E. 53rd St.	FRI. MAY 23 — 10:30 A.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 W. Grand Ave.	FRI. MAY 23 — 10:30 A.M.
OMAHA	PARAMOUNT PROJ. ROOM, 1704 Davenport St.	FRI. MAY 23 — 1:30 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 No. 12th St.	FRI. MAY 23 — 2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Blvd. of Allies	FRI. MAY 23 — 2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N.W. 19th Ave.	FRI. MAY 23 — 2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949 Olive St.	FRI. MAY 23 — 1:30 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 E. 1st So. St.	FRI. MAY 23 — 1 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Gold Gate Ave.	FRI. MAY 23 — 2 P.M.
SEATTLE	PARAMOUNT PROJ. ROOM, 2330 First Ave.	FRI. MAY 23 — 2 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H St. N.W.	FRI. MAY 23 — 2:30 P.M.

starring

BETTY HUTTON
JOHN LUND

BILLY DeWOLFE
William Demarest
Constance Collier
Frank Faylen

Directed by
GEORGE MARSHALL
Screen Play by P. J. Wolfson and Frank Butler
Produced by Sol. C. Siegel

Announcing—

THE

BOXOFFICE BONUS

HERE'S THE IDEA!

- To develop, on a broader scale, the exchange of exploitation ideas, both new and old, and to encourage showmandising, BOXOFFICE offers $100.00 in cash as a Bonus every month to theatre men, for promotions of special merit.
- The $100.00 Bonus will be divided among theatre men for promotional efforts in each of ten phases of merchandising. (Ten Bonuses of $10.00 each).
- Bonus payments will be made on the basis of material submitted to The Showmandiser.
- Theatre managers, their assistants and publicity and advertising managers are eligible to receive one or more Bonus payments each month.
- There is no limit on the number of promotions which may be submitted in any month.
- A promotion may consist of a single idea substantiated by a photograph, house program, newspaper ad or any other evidence to be eligible for a Bonus; or it may include a complete campaign on any picture, institutional accomplishment or public relations endeavor which would be eligible for one or more Bonus payments.
- The exhibitor with a small or no-advertising budget has the same opportunity to receive a Bonus as the key-run manager with a substantial appropriation.
- Bonus payments will be made on the basis of individuality, originality and merit—with full consideration for size of theatre, run, location and other local factors.
- Recipients of Bonus payments for each month will be announced in the second regular issue of BOXOFFICE during the following month.

$100.00 CASH

EVERY MONTH

HERE'S THE PAYOFF!

A $10.00 Bonus for Exceptional Promotions in Each of the Following:

1. House Program
2. Lobby Display
3. Window Tieup
4. Theatre Front
5. Newspaper Ad
6. Ballyhoo
7. Original Idea
8. General Tieup
9. Cooperative Ad
10. Public Relations

HERE'S WHERE

The Showmandiser, BOXOFFICE, 9 Rockefeller Plaza, New York 20, N. Y.

CHESTER FRIEDMAN
EDITOR

HUGH E. FRAZE
Associate Editor

BOXOFFICE Showmandiser SECTION

PRACTICAL IDEAS FOR SELLING SEATS BY PRACTICAL SHOWMEN

Who's First?

Since this is the first time we are writing from the New York address of BOXOFFICE, we should, perhaps, record the following among our treasured "firsts."

First official visitor was Mike Nichols, who coincidentally is enjoying his first week as assistant advertising and publicity director for the Century circuit in this city. Mike was a competitor of ours in Brooklyn 15 years ago, albeit a friendly one. His new post is recognition for loyal and conscientious application as a manager with the circuit.

Bob Hynes, manager of the Criterion, Oklahoma City, figures twice in the "first" category. His was the first campaign to reach us here. He also has the dubious distinction of figuring in our first geographical error (the last, we hope!) In our eagerness to get the first new Showmandiser section out last week, we inadvertently moved him from Oklahoma City to Atchison, Kas.

Our first official phone call came from our good friend P. E. McCoy of Augusta, Ga., whose promotional ability—and eagerness to wish us good luck—surmounted the telephone strike.

It's impossible to record the first written or wired message of felicitations we received since too many arrived at the same time. We are grateful, however, for all the kind expressions received and have resolved to measure up to expectations in the best BOXOFFICE tradition. The esprit de corps which permeates this entire organization is highly contagious and we already feel that nothing short of perfection will be acceptable. It is toward this goal our efforts will henceforth be directed.

* *

Theatre men playing current film releases with Rita Hayworth, Jinx Falkenburg or Evelyn Keyes can take advantage of the fact that beauticians who recently met in New York at the International Beauty show selected the three Hollywood stars as America's No. 1 blond, brunet and redhead, respectively. The announcement lends itself to cooperative advertisements with all local beauty shops.

---Chester Friedman

Foreign Picture Theatre Sets Promotion Pattern

With foreign import of film productions accelerating at a steady tempo, American exhibitors, particularly where overseating exists, are turning to the exhibition of these pictures as a steady and profitable policy.

The Century circuit, operating theatres in Brooklyn and Long Island, recently decided upon such a course, selecting the Vogue Theatre in Brooklyn as a testing spot. Thus far the results have been extremely gratifying, according to company executives.

There are many factors involved in setting up a policy for these particular types of operation. Having a potential number of people in the area who would appreciate distinctive foreign films is, of course, the prime consideration.

FACTORS TO CONSIDER

Prices, length of run and availability of a consistent flow of product must be taken into consideration, and one of the most important factors is the theatre's general architecture and general atmosphere. The arty type of patron usually likes his environment to be above the commonplace.

The Vogue Theatre was completely renovated to provide proper "tone" quality to the exhibition of its class productions.

Next on the agenda was a saturation program of advertising and publicity that could reach into every possible home, school or group which could contribute to patronage and interest in the project.

This task fell to the circuit's advertising and publicity director, Edward Schreiber, who promptly worked out and turned in an outstanding all-around campaign. Using newspapers, radio and special promotion ideas, Schreiber succeeded in arousing wide interest among foreign speaking elements in New York and among students in intermediate and advanced schools. Basically, his campaign follows.

BIG AD CAMPAIGN USED

One week in advance of the opening of the new policy at the Vogue, a large-scale newspaper advertising campaign announcing the new policy and the first attraction was started. Papers in which the advertising appeared were the New York Times, Herald Tribune, Post, PM, Daily Worker and Brooklyn Eagle. These ads were 30x2 and 50x2 in size.

For the preparation of these ads, a script format was decided upon as something different. This was eye appealing and resulted in favorable comment.

In addition to the regular dailies, straight type ads were placed in high school papers and in the Brooklyn college paper.

A unique type of advance trailer was used in 16 Century Brooklyn houses announcing the new policy. This trailer was a panoram of a typewritten memorandum from the advertising-publicity director to the head of the circuit suggesting that a Century theatre be selected to show foreign films exclusively. The memorandum from the boss to the advertising-publicity director followed, approving the suggestion and advising that the Vogue Theatre had been selected for this policy, giving starting date and attractions.

After the opening of the new policy, these houses ran trailerettes announcing the current attraction at the Vogue. A special announcement trailer was also used in advance at the Vogue.

The Vogue attractions were and are included in the circuit program which is mailed to 60,000 patrons. A good deal of space was utilized through this medium to plug the new policy.

It was deemed advisable to build up a special Vogue mailing list in addition to the one we had for our combined newsette. To further this end, standee cutout signs were set in the lobbies of all circuit theatres along with program request blanks for the Vogue. This was also used at the Vogue. In this manner a sizable mailing list was developed in a short time.

TO USE REGULAR PROGRAM

At present an informal post card program is mailed to this list but a regular house program will be used shortly.

To encourage the attendance of high school and college students, 15 cent rebate tickets were distributed at all high schools and at Brooklyn college. Twenty thousand were issued weekly. Since the features were listed on these tickets, they served as an effective throwaway also.

Stock window cards were distributed to almost 500 merchants, 200 stock three-sheets and 300 stock one-sheets were posted, 100 live three-sheets and 100 live one-sheets are used weekly.

One thousand letters were sent to various organizations, clubs and societies in Brooklyn.

The circuit's weekly radio program every Sunday night over WNEW carried a teaser campaign three weeks in advance on the new policy which built up to a strong plug on the middle commercial prior to opening.

A special art exhibit consisting of the works of a local artist was displayed in the theatre for the opening.

At present an arrangement has been completed with Associated American Artists for a display of contemporary American art valued at $10,000.

A Honey of a Picture...

a Honeymoon at the Box Office!

"Riotous comedy . . . will mean more than average at boxoffice!" — **HOLLYWOOD REPORTER**... "Audience fairly screamed!"— **FILM DAILY** . . . "Names to bill . . . and laughs for the customers!"—**MOTION PICTURE DAILY** . . . "Names for the marquee . . . a lot of laughs!"—**MOTION PICTURE HERALD** . . . "May well warrant extra playing time!" **SHOWMEN'S TRADE REVIEW** . . . "Should please most audiences!"—**EXHIBITOR** . . . "Three well-established names for the marquee!"—**BOX OFFICE** . . . "Bright story . . . gags fly thick and fast!" — **INDEPENDENT** . . . "Brightly produced, directed, enacted by class talent . . . will click with audiences!" — **DAILY VARIETY**..."Crammed with amusing situations, sparkling dialog . . . will delight audiences!"—**FILM BULLETIN**



Eagle-Lion Films presents

FRANCHOT TONE
ANN RICHARDS
TOM CONWAY

"LOST HONEYMOON"

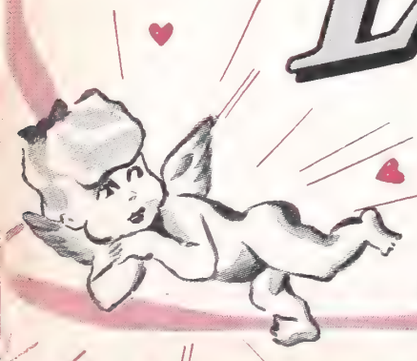
with

FRANCES RAFFERTY

CLARENCE KOLB · UNA O'CONNOR · WINSTON SEVERN

Original Screenplay by Joseph Fields · Music by Werner Heymann · Produced by Lee Marcus · Directed by Leigh Jason

BRYAN FOY
in Charge of Production



Ballyhoo Roundup

Some late exploitation ideas which can be applied to current film releases are depicted on this page. New or old, most of these devices serve a useful purpose in focusing extra attention on the theatre attractions.



At the Majestic Theatre in Springfield, Ohio, Manager Woody Owens bannered a private ambulance on "It's a Joke, Son" which was "reserved for those who get ill from laughing."



Jack Randall, manager of the Strand, Vancouver, B. C., injected a bit of glamor into his campaign for "San Quentin." Two of his usherettes attired as convicts provoked good comment.

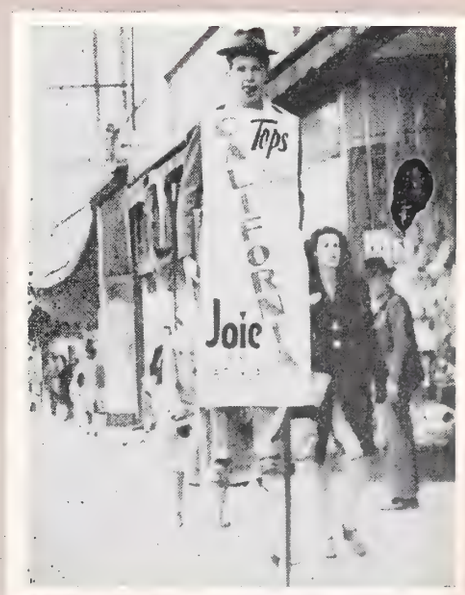


Fred Greenway of Loew's Poli Palace in Hartford, Conn., mounted this giant size cutout on wheels, had staff members rolling it through downtown section where it attracted unusual attention.

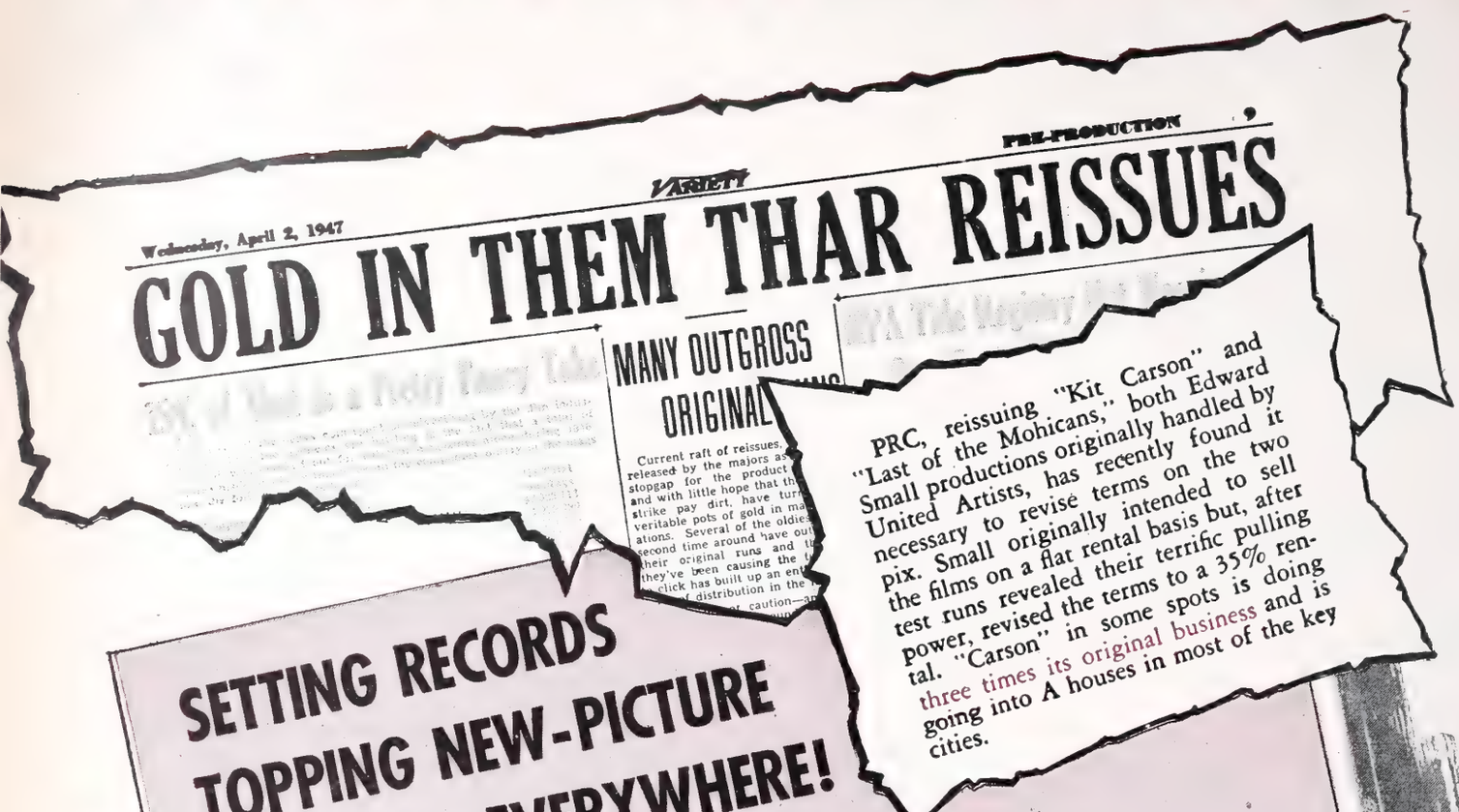


A truck formerly used to repair trolley wires is bannered to exploit "Odd Man Out" at the Criterion Theatre in New York City. Jerry Sager, publicity manager at the Criterion, located the vehicle.

Always a good traffic stopper, this stilt walker helped Manager Remmel Young's date on "California" at the Joie Theatre, Fort Smith, Ark.



SENSATIONAL BUSINESS IN


VARIETY

Wednesday, April 2, 1947

PRE-PRODUCTION

GOLD IN THEM THAR REISSUES

MANY OUTGROSS ORIGINAL

Current raft of reissues, released by the majors as stopgap for the product and with little hope that th strike pay dirt, have turn veritable pots of gold in ma ations. Several of the oldies second time around have out their original runs and t they've been causing the b click has built up an en distribution in the caution—a

PRC, reissuing "Kit Carson" and "Last of the Mohicans," both Edward Small productions originally handled by United Artists, has recently found it necessary to revise terms on the two pix. Small originally intended to sell the films on a flat rental basis but, after test runs revealed their terrific pulling power, revised the terms to a 35% rental. "Carson" in some spots is doing three times its original business and is going into A houses in most of the key cities.

SETTING RECORDS TOPPING NEW-PICTURE GROSSES--EVERYWHERE!

NEW YORK (Brandt)
Just concluded sensational 4-week extended run!

CHICAGO
Two terrific weeks, with first week doubling house average!

LOS ANGELES
Four Houses Day-and-Date!

BOSTON (Brandt)
Three weeks . . . talk of the Hub!

SAN FRANCISCO (Paramount)
Held over after a record-breaking week!

CINCINNATI (RKO)
Far ahead of new-picture averages!

WASHINGTON (Loew)
One whopping week for the combination!

ST. LOUIS (Loew)
Way-above-average engagement!

YOUNGSTOWN (Warner)
Report absolutely unbelievable figure!

CLEVELAND
"Carson" only, sets Euclid Avenue on its ear!

NEW HAVEN (Loew)
Great engagement leads the city!

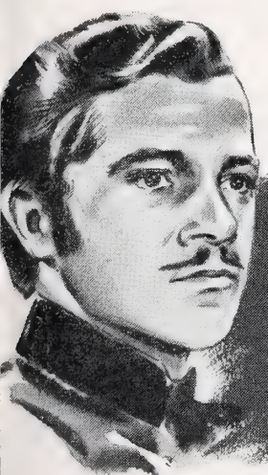
COLUMBUS (Loew)
Solid week betters new-picture business!

DAYTON (Loew)
Record by these re-release sensations!

Re-Released with pride by Producers Releasing Corporation . . . Share the tremendous box-

CIRCUIT AFTER CIRCUIT...

Loew ... RKO ... Warner ... M & P ... Brandt ... Fabian ... Great States ... Schine ... Fox —and other chains and independents now cashing in on star-powered "Kit Carson" and "Last of the Mohicans"—singly or as the most terrific package ever offered!



DANA
ANDREWS
the marquee name that will sell tickets for you!

EDWARD SMALL presents

Kit Carson

with JON HALL · LYNN BARI



GRAND-SCALE OUTDOOR ACTION SMASH IN THE CURRENT POPULARITY TREND!



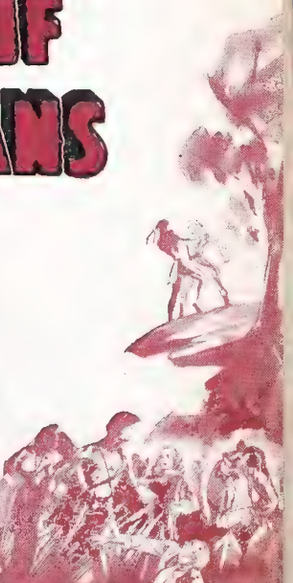
EDWARD SMALL presents

THE LAST OF THE MOHICANS

RANDOLPH SCOTT with BINNIE BARNES

HENRY WILCOXON

AND A CAST OF THOUSANDS!



NEW... TRAILERS PRESSBOOKS ADVERTISING ACCESSORIES

ffice business of these attractions with us..... contact your Exchange.....Immediately

Pollock's 'Duel' Campaign Covers City Like Sun

Special feature layouts in all local newspapers, numerous co-op ads and radio breaks and heavy distribution of special heralds and posters highlighted a campaign executed for "Duel in the Sun" at Loew's State in Rochester, N. Y., by Lester Pollock, manager.

The ad schedule started in the Democrat and Chronicle and the Times-Union a week in advance. Feature stories and art reached a climax with the opening day story in the Democrat and Chronicle.

Presentation by Pollock of an autographed Stetson hat to Tex Erwin of the city council was good for two newspaper stories.

SEVERAL TWO-COLUMN CO-OPS

Among the co-op ads obtained were the following—all two-column: A series with Ralph Pontiac which ran for ten insertions in both papers; another with the New York Dance studio; one by Longman's featuring a Jennifer Jones-Gregory Peck clinch; another by Edwards department store with a layout on a hairdo, and the Sibley, Lindsay & Curr store co-op on Chen-Yu lipstick.

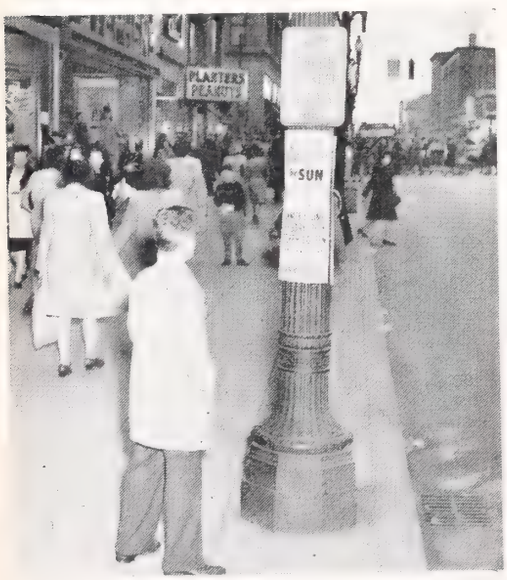
Neisner's store arranged a window display tying in the book, a jigsaw puzzle and the opening of the film. Edwards devoted a front window to display of an original dress worn by Jennifer Jones, plus stills. Sibley's window was built around the autographed Stetson hat.

Columbia and 25 RCA dealers got out windows featuring the 30x40 posters and six stills playing up the "Duel" music album. Twenty-five other leading merchants used mounted stills and credit cards.

CARDS ON LIGHT POSTS

Seven hundred special 11x28 processed cards were mounted on light posts in the downtown section; 25 news trucks carried banners and posters furnished by the book publisher; 50 "Read the Book—See the Picture" cards were distributed to book stores, and all hotel and bus terminals used cards heralding the opening.

Twenty-five thousand heralds were distributed, some to employes of Eastman Kodak, Bausch & Lomb and Bond Clothing Mfg. Co. and the remainder house to house.



Special 11x28 processed posters were sniped on 700 city light posts in Rochester, N. Y., by Lester Pollock, manager of Loew's State, for his opening of "Duel in the Sun."



Sunburst used on the marquee of Loew's State at Rochester, N. Y., is an unusual use of the "Duel in the Sun" title theme.

Star enlargements similar to those used in the national ads were mounted on the ten main lobby doors leading into the theatre, and used above sidewalk entrance doors.

Station WRNY conducted a very successful contest on its Clock Watchers program. Listeners were invited to select, in 25 words or less, their favorite actor or actress from Jennifer Jones, Gregory Peck, Joseph Cotten, Lionel Barrymore and Lillian Gish. Five daily winners were given passes. The five-day contest opened a week before opening with three-minute announcements made four times daily for the period. Other spot announcements, plus the announcement of the daily winners, netted 54 spots for the contest.

The musical album was played over three other local stations.

STARS AT AMARILLO OPENING

The mayor, business men and the locally famed Will Rogers Riders assisted in promotion of the opening of "Duel in the Sun" at the Paramount and State theatres in Amarillo, Tex.

Three stars of the film, Joseph Cotten, Gregory Peck and Guy Madison, were in the city for the premiere. They participated in a radio broadcast from the lobby, visited the local veterans hospital and were guests at a barbecue held in a local hotel.

Contest in Shopper Tells Oklahoma City of 'Spring'

The Advertiser, shopper with more than 55,000 distribution, proved an effective medium for a picture-identifying contest arranged by Robert Hynes, manager, for "Suddenly It's Spring" at the Criterion Theatre in Oklahoma City. Fifty passes were given to readers who named the films indicated by photos of Paulette Goddard which the shopper ran in an art spread. The shopper, which appeared two days before the opening of the film, published a front page box on the contest, in addition to art and story inside.

Warning to Gyp Artists In Harrisburg Boosts 'Undercover Maisie'

An avalanche of smart promotion ideas and ballyhoo stunts descended on the citizens of Harrisburg, Pa., in connection with the opening of "Undercover Maisie" at the Loew Colonial Theatre. A lively campaign, the work of Manager Sam Gilman and MGM exploiteer Ed Gallner, had everyone in town talking and created advance interest in the film.

Several days before opening, women were asked through newspaper ads and heralds to identify a "confidence man" who walked the city streets. Proper identification won the amateur sleuth a cash prize. The device was used over a three-day period.

WARNING TO BUNCO ARTISTS

Tack cards were posted in and around the city warning confidence men, pickpockets and bunco artists to leave town as "Maisie is now a cop in, etc." 3,000 special heralds were hand distributed. Front page copy read: "You are under arrest." The inside spread carried picture and theatre announcements.

A screening for the local police department with the chief as host received publicity mention in the dailies. Each film critic in town received a policeman's badge with a note from Maisie carrying tiein copy: "Us dames gotta stick together. Let's show them that crime does not pay, etc."

Merchants in the downtown shopping area devoted 34 windows to promoting the picture and numerous counter cards publicized the film. Hotels also displayed posters.

A limerick contest, with cash offered to those submitting winning lines was used in the newspapers and two popular shops contributed co-op newspaper ads tied in with the playdate. Radio promotion included spot announcements and free time in the form of platter contests over WHGB and WKBO.

POPULARITY CONTEST IN RICHMOND

Four nationally known tobacco companies in Richmond, Va., were invited to enter their representatives in a popularity contest to decide who was "Richmond's own Maisie" as part of Manager George Peters' campaign to exploit the film at Loew's Theatre in that city.

Winners from each company were introduced from the theatre stage, opening night when they were guests of the management as part of a special broadcast.

A tieup with a downtown furniture store resulted in a huge window display featuring a "sleeping Maisie" reclining on a bed with passersby invited to guess the time she would awaken. The device was augmented with blowups from the picture and theatre credits. Cash and guest tickets were the prizes.

For street ballyhoo, an attractive girl attired in cop's uniform distributed cards at busy intersections with copy "No I'm not 'Undercover Maisie' but see her, etc."

The police department furnished an exhibit of firearms and criminal implements which proved an unusual lobby attention-getter.

As one of two radio contests, WLEE invited listeners nicknamed Maisie to describe how they received their nicknames. The winner was offered the honor of bringing a theatre party to the show on opening night. Runnersup received guest tickets.

The second radio contest, over WRVA, asked listeners to name four of the titles of previous Maisie pictures with musical clues to each being furnished every morning on organist Eddie Weaver's regular 15-minute solo.

Downtown and suburban street cabinets were posted with silk-screen cards announcing the run of the picture.

LOW COST STUNTS PAY HIGH IN DURWOOD SPRING DRIVE

Under the leadership of Stanley Durwood, general manager, and Jack Braunagel, assistant, managers of the 11 Durwood circuit theatres in Jefferson City, Kansas City and St. Joseph, Mo., and Leavenworth, Kas., are waging a spring showmanship offensive in which several newcomers to the Durwood house management staff are pitting their showmanly mettle against the circuit's old-timers.

Twenty cash and merchandise prizes are being offered in the ten-week Spring Festival drive, which will end June 14. Competition is under the following classifications: Best publicity campaign; best over-all job of exploitation during the ten weeks; best individual promotion, and best gross over quota.

PROMOTES A LOCAL ANGLE

Charles B. Boshart, one of the newer managers in the Durwood chain who pilots the ace house in St. Joseph, the Missouri, played one of those films every showman likes to promote occasionally—a picture with a local angle. In this case it was "The Plainsman and the Lady," which deals with the organization of the Pony Express. St. Joseph was the eastern terminus of the Pony Express; in fact, the city recently acquired the original Pony Express barn there and a large bronze statue of the Pony Express rider stands in the city hall plaza as the city's pride.

To promote the film, Boshart obtained a front page banner story in a local publication, Seeing St. Joseph, invited the mayor and council members as first-nighter guests, circulated 1,000 midget heralds and set 100 window cards. The St. Joseph Chamber of Commerce gave its support, resulting in several co-op ads and nice spots for 11x14s. The latter were sniped, "St. Joseph's Own Story."

The Pepsodent national tieup on "The Farmer's Daughter" was made use of by Boshart to obtain date snipes on Pepsodent back-to-back wire banner ads in the local Katz and Herman drug stores.

For "Suddenly It's Spring," Boshart promoted several dozen carnations from the Park Floral Co. and distributed them to women on the streets. To each carnation was attached two cards, one read, "Remember Mother's Day . . . Park Floral . . . For Laughs and Love That Bloom Like Spring Flowers See . . . Paulette Goddard, Fred MacMurray in 'Suddenly It's Spring,' etc." The other was Boshart's personal calling card.



Wrecked motor car was obtained by Arnold Gould, manager of the Capitol Theatre in Jefferson City, for an out-front display in a tieup with the police traffic safety campaign for "Traffic With the Devil."

JUDGE GIVES "TRAFFIC" TICKETS

Arnold Gould, veteran in the Durwood organization, manages the Capitol in Jefferson City, the Missouri state capital. In his campaign for "Traffic With the Devil," Gould made up a lobby display from pictures furnished by the police of wrecked cars, and tied in with the local safety drive. The police furnished a wrecked car for out front, while the city police judge gave all traffic offenders theatre tickets to see the film. This assured a front page story in the local newspaper.

Gould executed a teaser ad campaign, climaxing with an announcement of a "Greater Movie Season," to counteract rumors that a price rise was imminent at the Capitol. A series of teasers read, "Watch the Capitol! Only Four More Days . . . When all Jefferson City and its entire adjacent territory will hear the important announcement that will thrill all moviegoers." The next ad read, "Only Three More Days," etc. The final ad announced the "Greater Movie Season," listed the coming attractions and in large type asserted they would be shown at the usual Capitol prices.

Gould worked up exceptional interest on "Sister Kenny" by executing an extensive campaign based on this thought: "You, Too, Will Join the Nation in Wondering . . . Why Academy Award Nominee Rosalind Russell Did Not Receive the Oscar for Her Brilliant Performance in the Magnificent Picture, 'Sister Kenny,' etc."

He used 1,000 post cards with the above copy, mailing about 500 to a selected list of women who he knew would be interested in this type of picture. The two interview records of Milland and Fitzgerald were spotted on the local radio station, Catholic sisters were invited to a screening.

ELECTRIC TRAIN FOR VACATION

For a novel lobby display on "Vacation in Reno," R. S. Howard, manager of the State in Jefferson City mounted an electric train around and under a poster which read: "It's a Trainload of Laffs . . . When You See . . . 'Vacation in Reno.'"

Alongside the electric train was a piece of compo board with the map of the U.S. on top. Concentric circles were drawn around Reno and the copy read, "Tops in Comedy," with a big arrow pointing to Reno. Underneath was the copy, "It's a Laugh-Spree in Reno." On either side were some travel maps fanned out and tacked to the compo board. At the bottom was the starting date.

The display was spotlighted and was the center of attraction, especially for the youngsters.

Howard has rearranged his schedule to allow three-minute breaks after the first afternoon and evening shows. During this time, while patrons are finding seats, latest recordings plugging coming shows are played over the State's public address system. When street traffic is heavy the speaker on the front of the theatre is connected to the public address system during the playing of the record plugs.



A mat cut of Paulette Goddard taken from "Suddenly It's Spring" press book ads was used to illustrate a herald on an amateur night show at the Capitol Theatre in Jefferson City.

Campaign Costing Less Than $100 Pays Big Dividends on Double Bill

PLAINFIELD, N. J.—John Koehler, manager of the Paramount Theatre, and Sabi Conti, manager of the Oxford, under the direction of Murry Meinberg, Reade circuit city manager, executed a campaign that paid off well at the boxoffice for the double feature, "Temptation" and "Beat the Band," which played at the Paramount.

Its entire cost was under $100.

A co-op ad was sold to ten Plainfield merchants under the heading "Things That Tempt Women Most," plus picture name, theatre and play dates.

A drum contest was held on opening night at the Paramount. Gregory's music center advertised the contest in the daily and gave a drum set to the winner. There were seven contestants on the stage competing for the prize.

Window displays were obtained in a jewelry store, picture frame, bakery, drug and book stores, a beauty shop and Gregory's music center. All contained a 40x60 blowup.

A "Temptation" sundae and a "Temptation" sandwich were advertised as specials by two restaurants.

The personal column of the Plainfield-Courier was used for five teaser ads which ran one each day as follows:

Dear Eve: Can't resist you any longer. Will see you Thursday.—Adam.

Dear Delilah: I've no strength left to resist your temptation. See you Thursday.—Sampson.

Cleopatra: Your temptation means more to me than Caesar's glory. See you Thursday.—Antony.

Du Barry: Stop tempting those other guys. Save your love for me on Thursday.—Louis.

Dear Merle: Will see you at the Paramount Theatre tomorrow in "Temptation."—George.

Femme Fans In Buffalo and Pittsburgh,
Echo Daily Variety's Applause for This Great

"WOMAN'S PICTURE!"



Paramount
teams stars of the two latest
Academy Award hits, in

"The Imperfect Lady"

Starring

RAY MILLAND · TERESA WRIGHT

with

SIR CEDRIC HARDWICKE · VIRGINIA FIELD · REGINALD OWEN · ANTHONY QUINN · MELVILLE COOPER

PRODUCED BY KARL TUNBERG · DIRECTED BY LEWIS ALLEN

Screen Play by Karl Tunberg

Larry Stewart Seeks Claghorn Gags Via Radio for 'Joke'

Larry Stewart, manager of the Gopher Theatre in Minneapolis, and Dorothy Jensen, publicist, literally pulled gags out of the air in their campaign for "It's a Joke, Son."

At the suggestion of the Gopher exploitation team, Clellan Card, who conducts the Morning Gab Fest over KSTP, one of the most popular radio programs in the Minneapolis territory, started a quest for Senator Claghorn gags two weeks in advance of the opening. A record album and $15 were offered to the listener who sent in the best joke, or jokes; $10 and a record album to the second prize winner. and record albums and passes to other winners.

OVER 1,200 REPLIES RECEIVED

The prize winners were announced on the day the picture opened. More than 1,200 replies were received. Kenny Delmar (Claghorn) asked that the prize winning gags be sent to him for use on his radio show, and this was plugged to stimulate interest in the quest.

Play money in the form of $1 greenbacks with appropriate copy was dropped on sidewalks where pedestrian traffic is heavy. It was found that each greenback would be picked up, looked at, refolded and dropped again by as many as 11 persons.

A novel lobby piece was made up by sniping several zippers and button cards at the top of a standee, below which appeared this copy:

GIRDLES VEST
ZIPPERS BUTTONS
To Replace Those You Pop
Laughing At
Senator Claghorn
In
It's a Joke, Son.

The same sign was used in a street bally.

OLD GUESSING GAME HELPS

The old guessing game was dusted off for an attention-getting window stunt at Morrow's Nut House in the heart of the shopping district. A large bowl of nuts containing a cutout of Senator Claghorn was placed in the window with a sign which read, "How Many Nuts Are in This Bowl . . . Not Counting Senator Claghorn, That Is . . . etc." The three persons guessing closest to the actual number of nuts in the bowl were given passes.

National tieups were utilized to obtain effective poster coverage of the city. The manufacturer of Personna safety razor blades provided its tieup poster for 275 drug stores; the Cigar Institute had its "It's a Good Cigar" sheet in 325 cigar stores; the General Electric reproduction of the Saturday Evening Post ad in 60 hardware stores, and the Southern Pacific Kenny Delmar sheet in the offices of 20 travel agencies and railroad stations.

Signed Message on 'Years' Run by Walter Morris

When Walter L. Morris, owner-operator of the Pike Theatre in Knoxville, Tenn., held "The Best Years of Our Lives" for a third week, he ran a two-column, six-inch ad featuring the following signed message:

I SINCERELY BELIEVE

You who have seen "The Best Years of Our Lives" should urge your friends to see the picture that's making movie history in Knoxville.

It is touching, heart-warming entertainment of the type one should see with a loved one. Its exceptional qualities are so numerous one should see it more than once to get the most out of it. Please see it soon, future commitments on other outstanding attractions at the Pike, may take this rare Treat from our screen. HURRY—It's Guaranteed . . . It's Grand! IT'S GREAT!

Texan's 'Open Door' Front Gets 'Forever' Business



One might never suspect that practically boarding up the theatre entrance could stimulate business, but in San Antonio, Tex., O. B. Thomas, manager of the State Theatre converted the notion into a reality to exploit his engagement of "Nobody Lives Forever." Apparently every Richard in the city and many other persons opened the door leading to the boxoffice as the ingenious manager reports that attendance almost tripled during a two-day run of the film. Managers might well check local fire department regulations before undertaking this promotion.

SAVE IT!

★ Don't discard your BOXOFFICE. Beginning with LAST WEEK'S ISSUE, the Showmandiser section has been designed to serve as a permanent handbook of theatre merchandising.

★ The pages will be numbered consecutively throughout the year.

★ An index to these pages will be published at regular intervals, thus providing easy reference to the various articles on showmandising of individual pictures, to types of pictures and to all the various phases of promotion.

★ Theatre men and executives who have long felt the need for an up-to-the-minute, yet permanent guide to boxoffice promotion material, will recognize this latest service innovation in BOXOFFICE as an invaluable aid in their daily showmandising efforts.

'Cowgirls' Usher for 'Trail'

Usherettes of the RKO-Brandeis Theatre in Omaha were attired in western costumes for "Trail Street." Will Singer is manager.

Blond in Trailer Bed Promotes 'Big Sleep'

Roland Pollitt, manager of the Roxy Theatre in St. Petersburg, used one of the most compelling street ballyhoos ever introduced along the west coast of Florida to publicize "The Big Sleep."

Involved in the promotion was a trailer, a bed and an attractive blond woman. The trailer was towed through the streets with the woman reclining in ease, simulating sleep. She was attired in sheer pajamas attracting attention everywhere.

St. Petersburg is not unused to beautiful young women and brilliant pageantry but Pollitt's stunt created unusual comment.

Pollitt's advance buildup for the picture's engagement included trailers.

Miss Charm Selected In 'Daughter' Contest

The Lincoln in Trenton, N. J., conducted a Loretta Young "Miss Charm" contest for "The Farmer's Daughter." Lorstan photographic studios worked with James C. Conklin, theatre manager, on the event. Photographs of the entrants, taken by Lorstan, were displayed in the lobby . . . Patrons received ballots as they entered the theatre and were asked to examine the pictures and pick their favorite "Miss Charm."

First prize was $50, and others were $25, $15, and $10.

BOOKED SOLID...

8 in a row

At the World's

TWO P

LOS ANGELES and



1 Angel and the BADMAN

3 Hit Parade of 1947

2 the Pilgrim Lady

4 Calendar Girl

KEEP YOUR BOX OFFICE EYE

WEEK AFTER WEEK!

for Republic

FINEST THEATRES, the ARAMOUNTS HOLLYWOOD • DAY & DATE



5 THAT'S MY MAN

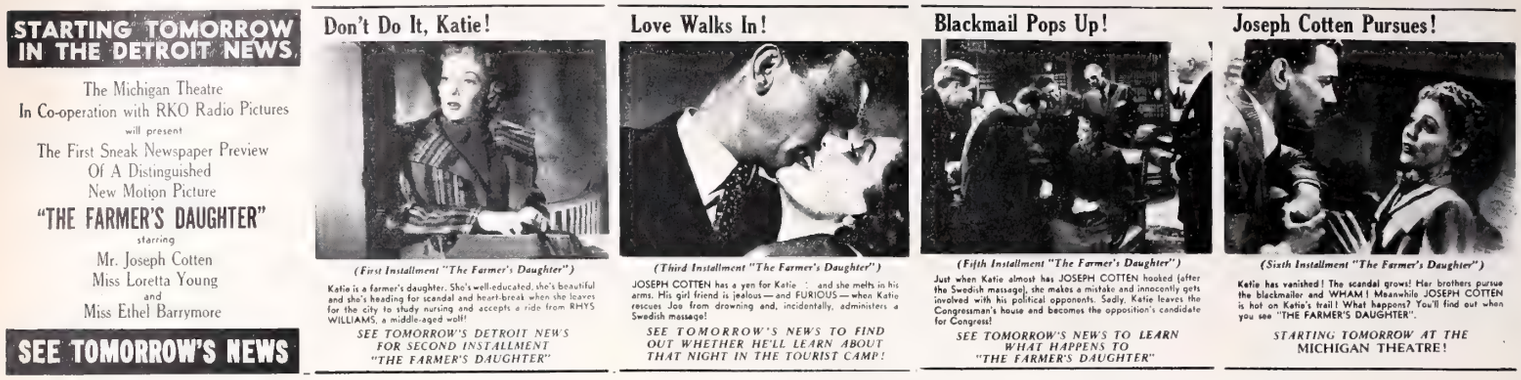
6 SPOILERS of the NORTH

7 NORTHWEST OUTPOST

8 THE Fabulous SUZANNE

ON SKY-ROCKETING REPUBLIC!

Preview Via Ad Sequence Sells 'The Farmer's Daughter'



Five of the seven 2x5 advertisements used by United Detroit Theatres in its sneak preview series.

United Detroit Theatres inaugurated a new exploitation idea, a "newspaper sneak preview," in its campaign for "The Farmer's Daughter," which opened at the Michigan Theatre in Detroit May 2. Alice Gorham, UDT, advertising manager, concocted the idea.

The preview idea consisted of a series of ads, written so that each ad teased readers to watch for the one following on the next day. The first ad announced the sneak, while those following featured an episode from the film worked out in condensed ad form, 50 to 75 words, with dialog in regular form.

In the case of "The Farmer's Daughter," the series totaled seven under these catchlines: "A Night of Fear," and on the following day, "Don't Do It, Katie," . . . "Love Walks In," etc.

Like the oldtime screen serials, the idea was to get the reader back the next day to see what happens.

By giving the public an inside view of the story, this type of "newspaper sneak" is considered especially adapted to films whose titles do not give a good idea of the story.

'Stallion' at Horse Show

One of the feature events of the second annual New England horse show held in the Garden at Boston was a "Stallion Road" open jumping stakes, with a "Stallion Road" trophy being presented to the winner by Robert M. Sternberg, district manager of M&P Theatres. Before the show, the trophy was displayed in a window layout at the Jordan Marsh Co. store, while several other downtown shops and stores devoted displays to the film's opening at the Metropolitan Theatre.

Youths Under 16 Compete For Prizes for Mother

Children under 16 years old were invited to compete in a "Mother Knows Best" contest, and win Mother's day prizes to present to their mothers, by Mildred FitzGibbons, manager of the Skouras Roosevelt Theatre in Flushing, N. Y.

Contestants were asked to write a letter of 50 words or less listing their reasons "Why you think mother knows best." A committee from the Queens branch of the American Ass'n of University Women did the judging.

The first prize was a 17-jewel woman's wrist watch; second, another woman's wrist watch, and third, a fountain pen. The prizes were donated by John Monten, Flushing jeweler.

PARTNERS in TIME

—Screen Time

ALEXANDER THEATRE PARTNERS received more than one and a half million dollars for their screen time in 1946. This year they will receive more than two million dollars in screening revenue. And those are PLUS PROFIT DOLLARS, brothers!

Screening payment is guaranteed. Many Alexander Theatre Partners have been receiving regular monthly Alexander screening checks for as many as 10-15-20 years.

Alexander screen ads are short . . . just 40 seconds screen time. These top quality films, with RCA recording, are produced and distributed from the world's largest screen advertising studios, located at the foot of Pikes Peak in Colorado.

ALEXANDER FILM CO.

Colorado Springs, Colorado



CORN-er
EXTRA PROFITS IN YOUR LOBBY!

'POP' CORN SEZ: "My new, automatic vending machine is the slickest way you theater managers can make more money on popcorn. Does away with all sorts of extra expenses. No rancid grease smellin' up the place. It's so dog-gone good-looking you'll want a couple of 'em in your lobby. Why don't you drop me a letter today for the full story?"

'POP' CORN'S
AUTOMATIC VENDING MACHINES

The modern and profitable method of serving your customers crisp, fresh, better tasting popcorn.

NO ATTENDANT NEEDED: Fully automatic and vends crisp, hot popcorn faster than any attendant can pop and box it. Your patrons will appreciate this quicker service. You will make bigger profits.

LESS LOBBY SPACE: Requires only 18 inches of floor space. No bulky equipment cluttering up the lobby.

NO INVESTMENT: Vendor installed — *free.* Popcorn and bags furnished *free.* Your patrons get fresh, hot, crisp popcorn. You make bigger profits (and all net) without any investment or labor.

OPERATORS! Contact your nearest distributor

T. & C. Co.
Box 5998
Dallas, Texas

ALFRED SALES, INC., 1006 Main Street, Buffalo, New York, Western New York State; **B. E. BUCKMAN,** 505 Chestnut St., Winnetka, Ill., State of Wisconsin; **CONSOLIDATED POPCORN & SUPPLY CORP.,** 912 Canal St., New Orleans, La., City of New Orleans; **EMERSON BROS. MANUFACTURING CO.,** 2431 W. Washington Blvd., Los Angeles, Calif., State of California, **HARLAN FAIRBANKS CO.,** 116 Elliott Ave. W., Seattle, Washington, States of Washington, Oregon, Montana, Idaho, Utah and Wyoming; **DWIGHT HAMLIN CO.,** 5958 Baum Blvd., Pittsburgh, Pa., Pittsburgh, Pa. trading area; **THE KAY COMPANY,** 33 Beale Ave., Memphis, Tennessee, State of Arkansas, and Memphis; **KING'S U-SELECT-IT CANDY SERVICE,** 3321 W. 44th Ave., Denver 11, Colorado, State of Colorado; **MAYBORN ASSOCIATES, INC.,** 6500 Harford Road, Baltimore, Maryland, States of Maryland and Delaware; **'POP' CORN SEZ, INC., OF PA.,** Delaware and Montrose Ave., Upper Darby, Penna., States of Pennsylvania and New Jersey; **MERCHANDISER'S INC.,** 2124 Pennway, Kansas City, Missouri, States of Kansas and Missouri; **MIDWEST POPCORN MACHINE CO.,** Saunders-Kennedy Bldg., Omaha, Nebraska, States of Iowa, Nebraska and Minnesota; **'POP' CORN SEZ, INC. OF CHICAGO,** 5755 Ogden Ave., Chicago (50), Ill., State of Illinois; **S. T. ENTERPRISES, INC.,** Route 9, Box 426-D, Phoenix, Ariz., State of Arizona; **SUN PUFT POPCORN CO. OF INDIANA,** 714 E. 17th St., Indianapolis, Indiana, State of Indiana; **SUN PUFT POPCORN CO. OF FLORIDA,** 1518 Hendricks Ave., Jacksonville, Fla., Northern Florida; **SUN PUFT POPCORN CO. OF NEW MEXICO,** 1119 Gold St., Albuquerque, New Mexico, State of New Mexico; **SUN PUFT POPCORN CO. OF TEXAS,** 1710 Harding Street, Dallas, Texas, State of Texas; **VENDORS DISTRIBUTORS, INC.,** 3128 Northeast 2nd Ave., Miami, Florida, States of North and South Carolina, Georgia, Alabama, Tennessee and Miami; **JACKSON B. WEAVER,** 1100 S. Eads, Arlington, Va., Washington, D. C.

NATIONAL PRESELLING

The U.S. Post Office department has made available for the first time a new type of air communication called "air letter," and Columbia immediately seized upon ths newest service for exploiting its "Down to Earth." Within hours after the first air letters were placed on sale at the post office, hundreds of them bearing personal messages from Joseph A. McConville were on their way to exhibitor friends in all countries where Columbia pictures are distributed.

* * *

Tied in with the general release of "Possessed," Lux Soap has set a national advertising campaign featuring Joan Crawford, star of the picture, with special mention of her latest Warner Bros. production.

The picture is tentatively set for release about the end of July, with ads appearing in the August issues of Cosmopolitan, Good Housekeeping, McCall's, True Story, Seventeen, Screen Guide, the Fawcett Group and other magazines, as well as newspapers. The American Weekly, Sunday newspaper supplement, will carry the ad in its August 24 issue.

* * *

RKO Radio is putting an extensive national advertising campaign behind "They Won't Believe Me," starting with the May 13 issue of Look magazine. Full page ads will also appear in Life, Saturday Evening Post, American, True Story and True Confessions.

The schedule outlined by S. Barret McCormick, director of advertising and publicity, includes Screen Romances, Motion Picture, Movie Story, True Confessions, Photoplay, Movie Life, Movie Stars Parade and Movies, the American Weekly and This Week.

Sunday supplements will also be used to presell this unusual romantic mystery.

An important feature of the campaign consists of Pic-Tour ads in Life, Look and Collier's. A total circulation of over 60 million already contracted for, will have the added impetus of an additional group of Canadian publications to be announced later.

Stair-Riser Teasers Plug 'Bedelia' at Joy

Two weeks before the opening of "Bedelia" at the Joy Theatre in New Orleans, Manager E. A. McKenna placed teaser strips along the stair risers leading to the mezzanine floor. The cards read:

"Bedelia' Is Trifling . . . 'Bedelia' Is Wicked . . . 'Bedelia' Is Ravishing, etc." The stunt helped to build advance interest and focus attention on the opening date.

A 40-foot banner covering the entire building facade heralded the film and was used currently to exploit the film.

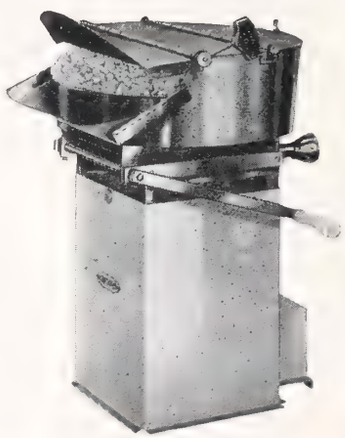
A radio contest was another feature of the campaign with listeners asked to submit their nominations for history's "most wicked woman who ever lived."

Double YOUR POPCORN "PROFITS"

With CRETORS Auxiliary MOD. 41 POPCORN MACHINE

since 1885

- Pops 50 lbs. Raw Corn Per Hour
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Boxes—No. 10 cartons:
$8.50 M (Eastern & Middle-West)
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Bags—¾ lb. $2.10 M in lots of under 10 M
2.00 M over 10 M
1½ oz. Trademark, 10c seller,
$3.30 per M
(Available only at Western Warehouses)

POPCORN

Manley's Jumbo Popcorn.....$8.00
Manley's Premium.....9.25
Manley's Supreme (Middle-West).....10.50
(Eastern).....10.75
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Packed in double lined moisture proof bags to preserve quality, high volume, and to assure you of a tasty, tender product.

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The best that money can buy.

SALT

Refined and processed according to our own specifications. Brings out the natural flavor of your popcorn.
10c per 2-lb. box, in cases of 12 or 24.

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Binghampton, N. Y., Manley, Inc., Box No. 826
Boston, Mass., Wiggin Terminals, Inc., 50 Terminal St.
Charlotte, N. C., Carolina Transfer & Storage Co., 1230 W. Morehead
Roanoke, Va., Roanoke Public Warehouse

MIDDLE-WEST
Columbus, Ohio, Merchandise Warehouse, 370 W. Broad St.
Dallas, Texas, Zanes-Ewalt Warehouse, 420 Laws St.
Des Moines, Iowa, Merchants Transfer & Storage Co.
Detroit, Mich., Edgar's Sugar House No. 2, 1900 Alfred Street
Indianapolis, Ind., Strohm Warehouse & Cartage Co., 230 W. McCarty St.
Kansas City, Mo., Manley, Inc., 1920 Wyandotte St.
Memphis, Tenn., United Warehouse & Terminal Corp., 137 E. Calhoun
New Orleans, La., Douglas Public Service Corp., 118 N. Front St.
Oklahoma, City, Okla., O. K. Transfer & Storage Co., 531 W. Main
Peoria, Ill., Federal Warehouse Co., 800 South Adams
St. Paul, Minn., Central Warehouse Co., University & Pillsbury Ave.

WESTERN
Denver, Colo., Weicker Transfer & Storage Co., 1700 15th St.
Los Angeles, Calif., Jennings-Nibley Warehouse Co., Ltd.
Oakland, Calif., Haslett Warehouse Co., 51 Webster St.
Salt Lake City, Utah, Central Warehouse, 520 West 2nd South St.
Seattle, Wash., American Warehouse Co., 95 Connecticut St.

'Lady' Poster Immersed In Patio's Lobby Pool

Allen Grant and Alfred Cohn, manager and assistant of Century's Patio Theatre, in Brooklyn, took full advantage of a fountain and pool in their lobby to work up a resourceful stunt on "Lady in the Lake."

A photo cutout of Audrey Totter, complete with picture title and playdates was immersed in the pool and covered with glass to hold it in position. A large arrow, also marked with playdates, clearly pointed out the "lady in the lake."

A mounted display was placed at the other end of the pool, with water from the fountain spraying over it. Arrows on pillars in the theatre all pointed toward the pool. The stunt drew quite a bit of favorable patron reaction.

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... has that rich, golden color that makes 'em buy!

★ Uniform Quality always—in color —in flavor—in consistency.

★ Colored at the refinery by expert chemists*

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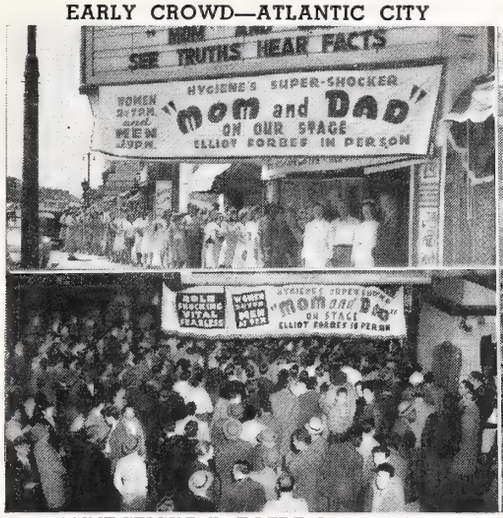
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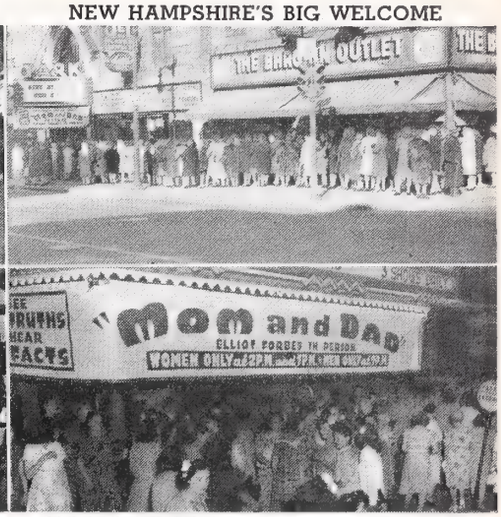
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ALL-STAR HOLLYWOOD CAST IN PERSON ON THE STAGE

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FEARLESS HYGIENE COMMENTATOR

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Special Colored Theater Unit Starring

JESSE OWENS

World Famous Olympic Champion

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HYGIENIC PRODUCTIONS

J. S. JOSSEY and KROGER BABB

Gen. Offices: Hygiene Bldg., Wilmington, Ohio

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Same Story!

"... MOM AND DAD broke our all-time house record easily ..."

DOW THEATRE
Hartford, Conn.

★

Why Not?

"... MOM AND DAD has our 100% approval ..."

BOARD CENSORS
Portsmouth, N. H.

★

Certainly Is!

"... MOM AND DAD is the greatest single contribution toward healing the social wounds upon us today of any one thing I have seen ..."

BERNARD S. HUGHES
Dept. of Education
New York University

NOTE: THE PRODUCERS OF "MOM AND DAD" BELIEVE A THEATRE HAS TWO BASIC OBLIGATIONS—FIRST, TO ENTERTAIN ITS PATRONS AND SECOND, TO PERFORM A PUBLIC SERVICE! GUARANTEEING THE FIRST AND WITH INTEREST IN THE SECOND YOU CAN PRESENT THIS SIGNIFICANTLY VITAL MOTION PICTURE!

'Great Combination' Ties Merchants to Reade Twin Bill

Special stress was placed on outdoor exploitation to promote "The Beginning or the End" at the Reade Oxford Theatre in Plainfield, N. J., by Murry Meinberg, local manager for the Reade circuit in that city.

A sound truck was bannered with signs emphasizing "The Greatest Combination Ever Offered." Copy also mentioned the associate feature, "The Show-Off."

Express trucks throughout the area, which were posted with lithos by the distributor, were sniped with the local playdates and theatre name.

A battery of window displays was effected with music shops, fruit markets, barber shops, restaurants and apparel stores, each carrying a direct tiein through copy with the picture title. In nearby Scotch Plains, a display was set up in the main post office.

Teaser cards were imprinted and distributed in homes, offices and stores.

To sell the "combination" idea, Meinberg tied up with restaurants, soda fountains and taverns throughout the city and suburbs with the merchants offering their own "Combination Special" and suggesting that their customers take advantage of the fine "combination" program at the Oxford.

Banking Group Tieup Helps Date on 'Wonderful Life'

The Academy theatre in Pasadena, Calif., and the Pasadena Conference of Building and Savings and Loan Ass'ns recently joined promotional facilities to mutual advantage tied in with the engagement of "It's a Wonderful Life."

L. Laurent, manager of the Academy promoted a cooperative display ad from the conference which endorsed the picture in unqualified terms. This was supplemented by a letter sent out to 300 member organizations throughout the state of California with a recommendation that they work out similar promotions with their local theatre.

Laurent used some effective lobby displays and a series of newspaper advertisements to exploit the picture's date and arranged a number of window tieups.

popsit plus!

The LIQUID Popcorn Seasoning with that Better FLAVOR



Still the most Economical because of NEW DRASTICALLY REDUCED PRICES

Our government has requested price reductions to stem inflation and we are going to help— EFFECTIVE IMMEDIATELY THE PRICE OF POPSIT PLUS IS REDUCED APPROXIMATELY 15% — This brings the cost of POPSIT PLUS close to the price level of solid seasonings.

Warehouses in principal cities — coast to coast

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Refiners
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SEASONING SPECIALISTS TO THE NATION

Good Grade POPCORN

Over 25 Bags Per 100 lbs. $8.75
1 to 25 Bags per 100 lbs. $9.75

★

"Lou-Ana" COCOANUT OIL

Returnable Drums per lb. 31½c
38½ lb. Tins per lb. 33c

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POPCORN BOXES, Per 1000, $7.50
F.O.B. CHICAGO
(Prices subject to change)

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Immediate Delivery

- Peanut Oil
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Flash Point?

Users of POPSIT PLUS the *liquid* popcorn seasoning made from Peanut Oil, are not worried about flash point.

POPSIT PLUS has a flash point over 650°F. and a fire point over 700°F.

CLEARING HOUSE

(Continued from inside back cover)

SOUND EQUIPMENT

Late type RCA amplifiers, PA and soundfilm, $49.50 up; outdoor metal speakers, $3.95 up; closing out soundfilm amplifiers, $29.50 up; soundheads, $9.95 up; Western Electric 500 watt drive-in amplifiers, $295; new Multicellular Hifrequency horns, $75; 35mm sound projectors, $125 up; new theatre amplifiers, 10 watt, $77.50; 17 watt, $95. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

MISCELLANEOUS

Glazit with Glazore. Cleans and glazes lacquered, enameled, varnished surfaces, metals, tile, glass, marble. Pints $1.50. Distributors wanted. Write for particulars. Harry S. Gans, 326 W. 44th St., New York 18.

SIGNS

Easy Way to Paint Signs. Use letter patterns. Avoid sloppy work and wasted time. No experience needed for expert work. Write for free samples. John Rahn, B-1329 Central Ave., Chicago 51, Ill.

BUSINESS STIMULATORS

Mister Exhibitor: Do you need a stimulant one night a week? Play Screeno. The first screen game and still the leader because Screeno cannot be controlled. Screeno slides are operated by air and not affected by electric current, therefore cannot get out of order. Finest Bogus Bristol die cut cards supplied with equipment. Give seating capacity, secure attractive price. Screeno Amusement Co., Orleans-Huron Bldg., Chicago 10. Phone DELaware 5953.

Bingo Cards, 100 or 75 number, $2.75 per M; lots of 10M or more, $2.50 per M. 100 number cards good for Keen-o game. Premium Products, 354 W. 44th St., New York City.

Comic books again available as premiums, giveaways at your kiddy shows. Large variety latest 48-page newsstand editions. Comics Premium Co., 412 Greenwich St., New York City.

MORE CLASSIFIED INSIDE BACK COVER

COMPLETE SEAT REBUILDING, YES!

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SAVE MONEY!
Use Filmack's New
PREVUE TRAILER SERVICE
COSTS ONLY
SCREEN THEM FREE
$4.50 per week
COVERS ALL FEATURES
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Big Companies Appeal Verdict for Goldman

PHILADELPHIA — An appeal was filed Wednesday (30) in the U.S. circuit court of appeals by Warner Bros. Theatres and the major distributors for a review of the antitrust suit which the court had decided in favor of William Goldman, independent exhibitor.

The defendants, who have been ordered to pay $374,000 plus $60,000 in lawyers' fees, are asking a review on the contention that Goldman refused to open the Erlanger despite the fact pictures were available for the house. They claim that Goldman has been offered first run product at the Erlanger which he has rejected for that house but has purchased for the Karlton, which formerly was a subsequent run house.

Goldman's action in passing by the Erlanger for first run product, say the defendants, justifies their original contention that the house was not suitable for first run.

Goldman's suit was based on the allegation that the distributors had conspired to freeze out the Erlanger from first run pictures. The original suit was for $3,750,000 in treble damages.

There is another suit pending in federal court, filed by Goldman in behalf of the Erlanger. This one is for $8,600,000 in trebled damages, based on the alleged loss at the house from December 1942 to December 1946.

Defendants in the suit are Loew's, Paramount, RKO, 20th Century-Fox, Columbia, Warner Bros., Circuit Management Corp., Vitagraph, Stanley Co. of America, Universal and United Artists.

New Lens for Televising Simplifies Operation

NEW YORK—A new television lens which can shift rapidly from close-ups to full-view shots was demonstrated during the week at the National Broadcasting Co. studios. The instrument, called the Zoomar lens, will greatly facilitate both outdoor and studio televising, which ordinarily require separate cameras with different lens attachments. Owned by Jerry Fairbanks, independent producer of film shorts for Paramount release, the new lens is an adaptation of a 16mm motion picture camera lens and was perfected recently by Dr. Frank G. Black.

Studio use of lens can, in certain cases, substitute for "dolly" shots in which cameras are in constant motion and studio noise is difficult to prevent. O. B. Hansen, vice-president and chief engineer of NBC, predicted that the Zoomar will become standard equipment in all television cameras.

'Best Years' Audience Set At 37,000,000 by Poll

NEW YORK—Approximately 37,000,000 filmgoers will see Samuel Goldwyn's "The Best Years of Our Lives," according to a survey completed by Audience Research, Inc. This is one of the highest total audiences ever forecast for a picture, according to the ARI records.

Before the film won the Academy award, the research organization estimated a potential audience of from 32-33,000,000.

UN Buys WE Sound System

NEW YORK—The United Nations has purchased a portable newsreel sound recording system from Western Electric to be installed at the UN headquarters at Lake Success, L. I. The sound system and a Mitchell camera will be used to record the UN sessions.

Clear Legal Groundwork For Antitrust Appeals

NEW YORK—The legal groundwork is being cleared for the supreme court appeal of the antitrust decree which is expected to be heard late this year or early in 1948.

The lawyers for the eight defendants and the government have been busy deciding what portions of the 4,000 pages of testimony and 626 exhibits they plan to use in arguing their cases.

Once they make up their minds, the clerk of the supreme court will have these portions incorporated into a record for the benefit of the court. The law calls for 30 copies, but because of the number of defendants and widespread interest in the case, it is expected that 50 to 60 copies will be reproduced at the appellants' expense.

LARGE CARTONS OF EXHIBITS

The appellants must tell the clerk what part of the record they want printed within 15 days after the record has been filed with him.

During the past week (May 4-10) the clerk received four large cartons, containing the entire testimony and exhibits which he filed. The material was shipped the preceding Friday.

The lawyers were beginning to become worried when they received word from Washington last Tuesday that the precious cargo had not yet been received. The deadline originally set by the New York three-judge statutory court was Saturday, May 10.

UA and Columbia asked for and received an additional ten-day stay from Justice Augustus N. Hand of the New York court.

The other companies—Paramount, 20th-Fox, RKO, Warners, Universal, Loew's—also were planning to ask for an extension of time to file the case. Lawyers for the defendants explained that the case could be postponed if the appellants failed to file the complete record within the time limit set by the three-judge court unless, however, additional time was granted. The defendants were taking no chances of any further delays on the nine-year-old antitrust case.

40 COPIES TO BE FILED

The court has already acknowledged that it will hear the case. This was done when Justice Reed heard the arguments for stays and granted them as requested by the defendants. The court will formally notify the appellants that it has taken jurisdiction after all the statements are finally filed. This notification is expected to be received late this month or early in June before the court recesses.

The final step before the actual hearing will take place three weeks before that event when the appellants file 40 copies of their brief with the clerk of the court.

Receipt of Records Paves Way For Decision on Jurisdiction

WASHINGTON—With receipt by the supreme court of records including testimony, pleadings, answers and complaints in the hearing before the New York federal court, proceedings in the industry antitrust case advanced a stage this week.

Receipt of the records paved the way for the high court to decide on accepting jurisdiction of the case and hear appeals from the New York court's ruling. Acceptance of jurisdiction by the supreme court is a virtual certainty from all indications inasmuch as the suit against the distributors involves interpretation of the Sherman antitrust law, plus the indicative action of the high court in granting the recent stay order.

Justice Stanley Reed set May 20 as the deadline for docketing of the case. Voluminous exhibits in the case include 476 by the government and 150 by the distributors. On acceptance of the case by the supreme court all parties involved would submit new briefs elaborating on motions to appeal and the issue probably would be argued during the October term.

Suit Against 13 Companies Continued Until June 17

SEATTLE—The $500,000 civil suit brought by the Theatre Investment Co. and the Venetian Theatre Co. against 13 motion picture producers, distributors and exhibitors has been continued until June 17.

Meanwhile, the plaintiffs and defendants have agreed to waive jury trial and submit the case to the court for a decision, on condition that oral arguments and further briefs be considered. Federal Judge John C. Bowen continued the proceedings in order to review the first trial of the action which lasted eight weeks and resulted in a mistrial last November when the jury failed to agree.

Paramount Publicity Post to Ben Washer

NEW YORK—Ben Washer, who has been doing publicity for Samuel Goldwyn Productions, late Friday was appointed eastern publicity manager for Paramount by Curtis Mitchell, director of advertising, publicity and exploitation.

Gordon Swarthout continues as publicity and exploitation coordinator; Sid Mesibov, assistant manager of exploitation, and C. N. Odell as New York press chief.

RKO Secures $10,000,000 Credit for Production

NEW YORK—RKO has secured a $10,000,000 credit, based on a minimum working capital of $20,000,000, from the Bankers Trust Co. of New York, who will manage the fund, the First National Bank of Boston and the Security-First National Bank of Los Angeles. The credit will be used to maintain a substantial backlog of unreleased feature pictures. No security was required.

The company feels this policy enables orderly marketing, planned exploitation and maximum results from distribution. The new credit automatically cancels an existing credit agreement with the Bankers Trust Co. for $5,000,000, scheduled to expire Dec. 22, 1948.

Eastern Screen Writers Form New Association

NEW YORK—A group of eastern screen writers has formed the Eastern Screen Writers Ass'n. Newton Meltzer is temporary chairman.

A committee has been named to investigate the possibilities of affiliation with other writers' organizations and report back to the membership.

BROADWAY

Walter Liebler, UA foreign controller, celebrated 25 years with the company on Wednesday (May 7). He was originally hired temporarily in 1922 for one week . . . Burtus Bishop jr., midwestern sales head for MGM, spent a few days with John E. Flynn in Chicago before winding up his personal affairs in Dallas . . . Bernard J. Gates is now in Buenos Aires.

Sam Lefkowitz, eastern district manager for Warners, returned from a brief trip to New Haven and Boston . . . Leonard Hirsch, assistant to Rudy Berger at the MGM home office, was discharged from Post Graduate hospital after a siege of pneumonia . . . Jules K. Chapman of Film Classics is in Atlanta conferring with John Mangham on sales plans for "The Patient Vanishes."

Howard Strickling is back at the studio after the MGM sales meeting here . . . W. Stewart McDonald wound up a visit to Warners exchanges in Pittsburgh and Chicago . . . Bernard Goodwin, vice-president of Famous Music Corp. and Paramount Music Corp. and secretary of the Allen B. Du Mont Laboratories, flew back from a two-week coast visit.

Lige Brien of E-L is the father of a baby boy weighing seven pounds, four ounces . . . Roy Haines is touring WB branches in the midwest.

Daniel J. Loventhal, sales executive for RKO, returned from a brief business trip to the Charlotte branch . . . William Maybery, 20th-Fox casting director, wound up his work here on Darryl F. Zanuck's "Gentleman's Agreement."

Jack W. Votion, RKO production representative in Europe, returned to his London headquarters after studio conferences with N. Peter Rathvon and Dore Schary . . . Llewellyn Miller is vacationing here after completing her assignment as special representative for Samuel Goldwyn on "The Best Years of Our Lives."

Norman Ayers of Warners made a quick tour of the Philadelphia and Washington territories . . . N. Peter Rathvon is meeting with RKO home office heads . . . Rudolph Weiss of Warners Theatres real estate department returned from a brief trip to Cleveland . . . William C. Gehring, 20th-Fox central sales manager, is touring exchanges.

E. Z. Walters, Altec controller who has set up offices in Hollywood, is visiting New York headquarters . . . Dan S. Terrell of Loew's Theatres advertising department wound up a theatre tour of New Orleans, Kansas City, Houston, Evansville, Indianapolis, Dayton, Toledo and Cleveland . . . James V. Pattinson, sales director of 20th Century-Fox Film Co., Ltd., of Great Britain, and Mrs. Pattinson will return to London next week. Pattinson spent his U.S. visit conferring with Murray Silverstone.

Charles C. Moskowitz and Jack Harris, division manager for Loew's, are back from Florida vacations . . . Tom A. Law, J. Arthur Rank's film equipment expert, is here for conferences with Rank affiliate companies and meetings with American acoustic and technical trade heads. He will visit the Bell & Howell plant in Chicago . . . Joseph J. Deitch of Paramount Theatres Service Corp. is convalescing at his home after an operation at Polyclinic hospital.

Loren L. Ryder, SMPE president and head of the Paramount studio sound department, is back at his coast headquarters . . . Phil Reisman, RKO foreign distribution head, sailed for England on the Queen Elizabeth.

'Henry V' Sets Run Record Of 47 Weeks in New York

New York—"Henry V" closed at the Golden Theatre Saturday night (May 3) after 35 weeks in that spot.

The picture first opened at the City Center Theatre and ran there for 12 weeks before moving over to the Golden. The total was 47 weeks. This is claimed as a record for a sound picture with dialog in English.

"The Covered Wagon," silent film of a quarter of a century ago, ran over a year at the Criterion.



VISIT RKO'S MEXICAN STUDIO — Sol A. Schwartz (third from left), vice-president and general manager of RKO Theatres, with Mrs. Schwartz, are shown above during a visit at the RKO Churubusco Studio in Mexico City. They were the guests of Emilio Azcarraga (extreme left), owner of the Alameda, Olympia and Bucareli theatres in Mexico. Harry Davis (extreme right) is RKO Radio Pictures manager in Mexico.

Mayer Is Named Film Head Of New York Fund Drive

NEW YORK—Arthur L. Mayer, operator of the Rialto Theatre, has been appointed chairman of the motion picture drive for the



ARTHUR L. MAYER

Greater New York Fund. The industry drive started Wednesday (May 7). Other members of the industry committee include Leonard H. Goldenson, co-chairman; Leo Brecher; Gus Eyssell and Sam Rinzler.

Twentieth-Fox is preparing a film showing the operations of the fund. This will be submitted to the Metropolitan Motion Picture Theatres Ass'n for approval for showing in all New York theatres from May 17 to June 8. National Screen will handle distribution. The fund goal for this year is $6,000,000.

Newsreel Album Given Truman on Birthday

WASHINGTON—President Truman this week was presented with a motion picture album as a birthday gift by members of the Motion Picture Ass'n. A compilation of sequences from five American newsreels made up the album, which is a pictorial record and highlights the chief executive's public career. The album runs 13 reels and covers all the important events both home and abroad in which the President participated.

The presentation was made at the White House by Washington representatives of five newsreels: Anthony Muto, 20th Century-Fox Movietone News; J. C. Brown, MGM News of the Day; Robert H. Denton, Paramount News; George Dorsey, RKO Pathe News and James E. Lyons, Universal Newsreel. The album was prepared in New York under the supervision of a newsreel editors committee consisting of representatives of five companies.

Jerry Pickman Promoted To New Eagle-Lion Post

NEW YORK—Jerry Pickman, publicity manager of Eagle-Lion Films since its inception last fall, has been promoted to the newly created post of assistant director of advertising, publicity and exploitation, under Max Youngstein, advertising, publicity and exploitation head.

In addition to his new duties, Pickman is continuing as E-L publicity manager, in which capacity he is assisted by Leo Brody, who was recently promoted to the post of assistant publicity manager.

Rain Hurts Broadway, But 'Carnegie' Is Hit

NEW YORK—Weekend rain held business down at most Broadway first runs. Even some of the newcomers showed below-average grosses. Among them were "Love and Learn" at the Strand, "The Hit Parade of 1947" at the Gotham and "Born to Kill" at the Palace.

"Carnegie Hall," despite poor notices, had a strong first week at the continuous-run Winter Garden and close to capacity at the reserved-seat Park Avenue. "Odd Man Out" at the Criterion, "The Egg and I" at the Radio City Music Hall and "Calcutta" at the Paramount all held up well in their second weeks.

"Monsieur Verdoux" slipped badly in its fourth week at the Broadway but "The Jolson Story" did good business in its return to Broadway after seven weeks at the Radio City Music Hall last fall, followed by neighborhood runs.

(Average is 100)

Astor—**The Best Years of Our Lives** (RKO), 24th wk. 94
Broadway—**Monsieur Verdoux** (UA), 4th wk. 65
Capitol—**Smash-Up** (U-I) stage show, 4th wk. 95
Criterion—**Odd Man Out** (U-I), 2nd wk. 135
Globe—**The Macomber Affair** (UA), 3rd wk. 110
Gotham—**Hit Parade of 1947** (Rep) 95
Hollywood—**The Two Mrs. Carrolls** (WB), 5th wk. 82
Palace—**Born to Kill** (RKO) 85
Paramount—**Calcutta** (Para); stage show, 2nd wk. 101
Park Avenue—**Carnegie Hall** (UA), reserved seat 105
Radio City Music Hall—**The Egg and I** (U-I); stage show, 2nd wk. 115
Rialto—**The Big Fix** (PRC) 97
Rivoli—**The Farmer's Daughter** (RKO), 6th wk. 88
Roxy—**The Homestretch** (20th-Fox), plus stage show, 2nd wk. 85
Strand—**Love and Learn** (WB); stage show. 95
Victoria—**The Jolson Story** (Col), 2nd run 95
Winter Garden—**Carnegie Hall** (UA) 145

'Homestretch' Is Brightest Spot In Dull Philadelphia Report

PHILADELPHIA—Business was in a general slump this week with only a few bright spots to liven up the picture. "Homestretch" was receiving the benefit of good selling, in some measure compensating for rather cold reviews. Other newcomers fared only so-so. Holdover of "It Happened in Brooklyn" was one of the higher spots.

Aldine—**Love Laughs at Andy Hardy** (MGM) 80
Arcadia and Pix—**The Best Years of Our Lives** (RKO), 4th wk. 140
Boyd—**The Sea of Grass** (MGM), 3rd wk. 110
Earle—**Calendar Girl** (Rep), plus stage show. 105
Fox—**The Homestretch** (20th-Fox) 150
Goldman—**Suddenly It's Spring** (Para), 2nd wk. 100
Karlton—**Buck Privates Come Home** (U-I) 75
Keith's—**Stallion Road** (WB), 2nd run 95
Mastbaum—**Love and Learn** (WB) 100
Stanley—**It Happened in Brooklyn** (MGM), 2nd wk. 145
Stanton—**Angel and the Badman** (Rep), 2nd wk. 120

'Framed' and 'Millie's Daughter' Lead First Runs in Buffalo

BUFFALO—"Framed" and "Millie's Daughter" at the Lafayette were co-leaders here with "The Farmer's Daughter" and "The Falcon's Adventure" at the 20th Century. "Suddenly It's Spring" and "Easy Come, Easy Go" were strong at the Great Lakes and seemed assured of a moveover week.

Buffalo—**Stallion Road** (WB); **Sweetheart of Sigma Chi** (Mono) 85
Great Lakes—**Suddenly It's Spring** (Para); **Easy Come, Easy Go** (Para) 110
Hippodrome—**The Sea of Grass** (MGM), 3rd d. t. wk. 85
Lafayette—**Framed** (Col); **Millie's Daughter** (Col) 120
Teck—**The Macomber Affair** (UA), 2nd d. t. wk. 90
20th Century—**The Farmer's Daughter** (RKO); **The Falcon's Adventure** (RKO) 120

UA's 'Other Love' to Rivoli

NEW YORK—"The Other Love," Enterprise production for UA release, will open at the Rivoli Theatre May 14. The film stars Barbara Stanwyck and David Niven.

Along New York's Filmrow

By WALTER WALDMAN

THE NEW YORK branch of the Selznick Releasing Organization is temporarily operating out of home office headquarters at 400 Madison Ave. . . . Meanwhile Milton Kusell, domestic sales chief, has scouts out looking for office space nearer Filmrow on West 44th street . . . Sales and booking details for the New York branch are being handled by Sidney Deneau, formerly with the Schine circuit, and Ira Michaels, formerly circuit booker for Columbia. Deneau is officially Kusell's assistant in addition to his local selling tasks. Michaels is office manager of the New York branch, and booker.

Ralph Wolff of the Columbia home office, replaced Michaels as circuit booker, and Sam Fineblum, also a Columbia booker, has been upped to salesman . . . Speaking of salesmen, Tom McAndrews, former student salesman at Republic, is now a full-fledged salesman in Republic's New Haven exchange. The office staff gave him a sendoff at the Famous Door . . . Hank Owen, another Republic student salesman, is home recuperating from an eye operation . . . Also on the sick list, but much improved, is Jack Farkas, assistant branch manager of Monogram . . . Jack has been out nearly a month following an operation.

The MGM exchange was well represented at the recent sales meeting at the Hotel Astor. Jack Bowen, district manager; Ralph Pielow, New York branch manager; Ben Abner, New Jersey branch manager, and Ed Richter, chief booker and short subjects sales supervisor, carried the ball for the local office . . . Richter did a lot of celebrating this weekend. May 8 was the fourth birthday of his daughter, Hazel, and May 11 (Mother's day) is the birthday of his wife Helen . . . Sid Stockton, office manager of the MGM New York and New Jersey exchanges, will attend the company's office managers meeting at Cincinnati May 21-23. This will be the first of two MGM office manager conferences. The second one will take place at Denver May 26-28 for branches not represented at Cincinnati.

Irving Kaplan of Randforce is busy reminding Filmrow of the spring windup party to be held at the Hotel Taft June 30. There will be dinner and dancing . . . Sam Rinzler will leave for Saratoga Springs next Saturday (May 17), the day after he receives the annual Beacon award from the Motion Picture Associates. He will be gone for two weeks . . . Seen in the Film Center building: Milton Colman and Maurice Brosky of the State and Windsor theatres, West Orange; Harry Friedman of the Academy Theatre, Newburgh; Cliff Smith of the St. Cloud circuit. This was Smith's first visit in quite a while. He had been touring Virginia and West Virginia.

Phil Hodes, RKO branch manager, appeared to be having a wonderful time at the cocktail party at the 21 club last Tuesday for Dore Schary, RKO vice-president in charge of production . . . Instead of the usual hors d'oeuvres, the hosts served turkey, Virginia ham, corned beef and lox. No wonder Phil was happy.

There's lots of rejoicing these days at the 20th-Fox exchange. The New Yorkers won first place in the 18-week branch managers drive . . . The payoff was three weeks' salary. Just to complete the celebrating, Ruth Bechtold, 20th-Fox telephone operator, became a mother-in-law May 3, when her son George was married.

Joseph Baskay, former owner of the Islin Theatre, Islin, N. J., is now in Tucson, Ariz., for his health. However, Baskay is planning to return to New Jersey and build a new theatre when his health improves and building costs come down . . . Harry Schochet, Paramount accountant, recently passed out cigars when his wife Claire gave birth to a girl. This was his third child . . . George Kemp, manager of the Paramount Theatre, Staten Island, is back on the job following a Miami Beach vacation.

Harold Bennett, National Screen branch manager, and his staff had a busy week preparing for the 50 day-and-date "Duel in the Sun" openings. Orders kept pouring in for accessories up through Tuesday night, the eve of the mass openings in the metropolitan area.



AT "CARNEGIE HALL" PREMIERE—Sam Dembow, "Carnegie Hall" representative, with Mr. and Mrs. Leslie Thompson of RKO and guests at the Winter Garden premiere.

Paramount Net for '46 Leaps to Nearly 150%

NEW YORK—Net profit of Paramount Pictures, Inc., for the fiscal year (53 weeks) ending Jan. 4, 1947, reached a record-breaking total of $44,042,106 after all charges, including income taxes.

For the previous year the net was $17,952,432. The increase was $26,089,674, nearly 150 per cent.

The per-share earnings rate for the year was $5.92 on the 7,443,772 shares outstanding. For the previous year the rate per share was $2.39 per share on the 3,752,136 shares outstanding at that time before the two-for-one stock split.

OPERATING REVENUES

The year's earnings include $4,843,000 representing the company's interest as a stockholder in the combined undistributed net earnings for the year of partly owned nonconsolidated companies. The earnings for 1945 on the same basis were $17,952,432.

Operating revenues of consolidated companies for 1946 were $194,701,099, compared with $159,444,374 the previous year. Operating revenues of partly owned nonconsolidated companies for 1946 were approximately $150,000,000, of which Paramount's share was approximately $70,000,000.

Dividends paid during the year were $12,358,359, equivalent to $1.65 per share as constituted after the stock split, which took place July 8, 1946. This includes an extra dividend of 25 cents per share in the fourth quarter. Also in that quarter the regular dividend rate was raised to 50 cents per share.

The consolidated balance sheet shows cash and government securities on Jan. 4, 1947, of $33,437,813, all located in the U.S. and Canada, except $624,161 in Great Britain and $451,354 in other foreign countries, principally in the western hemisphere. Total current assets are given as $87,788,271 and current liabilities as $14,225,972, leaving net working capital of $73,562,299, an increase of $20,003,541 during the year.

In the annual report Barney Balaban, president, points out that the company has completed a ten-year program of debt reduction and capital simplification. On Jan. 4, 1947, neither the company nor any of its consolidated subsidiaries had outstanding any interest bearing obligations or securities senior to the common stock, other than $2,000,000 of the parent company notes due in 1951. These are convertible into common stock. There also is outstanding $65,850 of preferred stock of three Canadian subsidiaries.

COMPANY NOTES PAID

During 1946, Balaban states, the remaining $5,000,000 of parent company notes payable to banks, due 1947-1951, were paid in full. Funded debt of Canadian subsidiaries amounting to $5,074,801 at the beginning of the year was paid in full from the proceeds of $6,307,500 received in Canada by Famous Players Canadian Corp., Ltd., and from the sale of an additional 445,500 shares of its stock to certain of the company officers. This reduced Paramount's stock interest in the Canadian subsidiary from approximately 89 per cent to 66.67 per cent.

In discussing the recent acquisitions of common stock Balaban says: "The policy of reacquiring common stock, which was adopted in connection with our consideration of effective and economical means of rearranging our holdings to conform to the requirements of the decree in the pending antitrust suit and of effecting acquisitions of other interests which would benefit our operations, is progressing. Commencing November 20 and continuing from time to time to Jan. 4, 1947, the company purchased in the open market 60,500 shares, leaving 7,443,772 shares outstanding and in the hands of the public at the close of the fiscal year. Continuing in 1947, an additional 198,000 shares had been acquired through April 28, making a total of 258,500 shares at an aggregate cost of $7,222,533, an average of $27.94 per share, not including the dividend saving to date which amounted to $89,100."

Paramount Quarter Profit Drops Below Last Year

NEW YORK—Estimated net earnings for Paramount Pictures, Inc., for the first quarter of 1947 which ended April 5 are $9,522,000 after all charges including estimated income taxes. This total includes $1,700,000 from nonconsolidated partially owned subsidiaries.

For the same quarter in 1946 the net was $11,587,000, a falling off of $2,065,000. Net from subsidiaries for that period was $3,086,000, which shows that $1,386,000 of the decline came from the subsidiaries—theatres.

The $9,522,000 was at the rate of $1.30 per share on 7,303,972 shares oustanding and in the hands of the public. This compares with $1.54 per share on the number of shares outstanding in the first quarter of 1946 before the two-for-one stock split.

The board of directors has declared a quarterly dividend of 50 cents per share on the common payable June 27 to stockholders of record June 6.

RCA Quarter Net Profit Gains Over Last Year

NEW YORK—Radio Corp. of America earned a net profit of $4,680,065 for the first quarter of 1947, compared with $3,160,224 for the same period in 1946, David A. Sarnoff, president, told stockholders at the annual meeting during the week. This represents 28 cents per common share for the quarter compared with 17 cents for the same period in 1946.

The consolidated gross income for the 1947 quarter rose to $76,560,096, or 56 per cent higher than the $48,972,924 figure for the same period in 1946, Sarnoff reported.

Sarnoff said that television was making progress on three fronts, research, by RCA Laboratories, manufacturing by RCA Victor and telecasting by National Broadcasting Co. from its newly completed station in Washington, D. C., which is expected to go on the air within a few weeks. The Washington station will participate in telecasting the Republican National Convention in 1948, Sarnoff said.

Reisman Leaves for Europe

NEW YORK—Phil Reisman, RKO vice-president in charge of distribution, accompanied by Robert Wolff, managing director for Britain, and Jack Votion, European production head, sailed Saturday (May 10) on the Queen Elizabeth for a six-week tour of Europe. He will visit Belgium, France and England. Wolff and Votion spent four weeks in the U.S. before returning to their headquarters.

Technicolor's Output Stepped Up by 1948

NEW YORK—Technicolor print deliveries will be speeded up late in 1947, when Technicolor, Inc., will complete its $3,500,000 intermediate expansion program, according to Dr. Herbert T. Kalmus, president and general manager. Strikes and increased demand for Technicolor prints have delayed current deliveries about six months.

In a financial report to stockholders for the year ended Dec. 31, 1946, Kalmus declared that high construction costs and difficulty in obtaining materials have forced the company to abandon its postwar expansion plans, which called for an expenditure of close to $7,000,000.

STRIKES CAUSE SLOWDOWN

Two strikes during 1946 contributed to the Technicolor print slowdown. The first walkout early in the year lasted only two days, but the second which began Oct. 11, 1946, at the Hollywood plant still continues, and, according to Kalmus, "has materially crippled operations during the last quarter of the year."

At the height of the fall strike only 35 of the original 900 laboratory workers crossed picket lines to report for duty. At present the plant is operating at full capacity. Expansion plans call for installation of additional machines in the plant and a minimum of new construction at a new site in Van Nuys, about ten miles from Hollywood. This property was recently purchased by the company.

Net profit for 1946 fiscal year totaled $436,168.21, compared to $667,441.54 for 1945. Last year's net earnings for capital stock were $.48 per share, compared to $.74 per share for 1945. The company showed "substantial loss" during the last quarter of 1946, Kalmus reported. Estimated earnings during the first three months of 1947 total more than $400,000, before provision for federal income taxes. This first quarter total for 1947 reflects increases in prices totaling 1¾ cents per foot since March 1946. The latest Technicolor price hike of ½ cent per foot became effective Mar. 21, 1947, retroactive to January 1.

Total revenue from net sales for 1946 was $13,057,510, compared with $11,614,779 for the preceding year. Labor costs have increased from about one-third of the income from net sales in 1943 to over one-half of the income from net sales in 1946. During 1946 $778,598 was spent for expansion.

BIG BACKLOG MADE UP

When the coast strike started in October, Technicolor print deliveries dropped to 50 per cent of normal. Kalmus pointed out that the 1946 total of 165,000,000 feet of print deliveries would have been greatly increased over previous years if not for the walkout. In 1945 approximately 160,000,000 feet were delivered. Most of the output of the Technicolor plant during 1946 was devoted toward making up the backlog of 1945 orders, which also had been delayed by a strike.

Kalmus attributed the current delivery delay to the fact that the company began receiving "substantially larger print orders for domestic distribution" in 1945 in addition to increased orders for Technicolor prints for the reopened foreign markets.

During 1946, 33 Technicolor features were turned out, in addition to five from the company British affiliate, Technicolor, Ltd. The 1946 total was larger than any preceding year. The Technicolor 1947 schedule calls for 37 features, with eight British Technicolor films.

The report to stockholders stressed the fact that the demands on Technicolor, Ltd., are far greater than plant capacity.





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County, City Taxes Stir Up Opposition

NEW YORK—All is not serene on the county and municipal tax fronts in this state and New Jersey. It was expected that practically all of the opposition would have to come from the film industry. Now it is popping up from other sources.

In the first few days of the month 500 Central New York teachers meeting at Syracuse attacked the Dewey-sponsored county and city sales and ticket tax referendum law passed at the last session of the legislature.

A resolution called the law "impractical, obsolete, outmoded, costly to administer" and held that it "violates the equalization principle so long accepted as the foundation of the state-aid program." Repeal of the measure was demanded.

Early last week the supervisor of Westchester county, one of the most populous in the state outside of the New York City limits, attacked the law and the county board of supervisors passed a resolution "rejecting" all special school-aid taxes. It was stated that civic organizations, business federations, 15 municipal school boards and many individuals were opposed to the taxes.

Another criticism that has been raised in various places in New York state and New Jersey is that these local sales taxes will drive retail business and theatre patronage into adjoining communities.

To date no county or city in New York has made a move to have a referendum, but in New Jersey, Atlantic City is hot for it and the question will go on the ballots at the June primary.

In the meantime, in Pennsylvania, where a similar bill is pending in the legislature with the promise that, if passed, it will raise $175,000,000, a survey has been conducted by the Home, Farm and Property Owners Ass'n. The results, according to this group show everybody is for this type of tax by a ratio of 50 to 1, but no definite sources are quoted.

Local Aid Is Promised In N. J. Tax Battles

NEW YORK—The trustees of the Federation of New Jersey Theatre Owners will offer assistance to exhibitors in the New Jersey coastal towns which may plan to levy a 3 per cent tax on admissions.

So far only Atlantic City has scheduled a vote on the tax. This resort and other fourth class resort towns in seacoast counties were recently empowered by the state legislature to levy admission and sales taxes with the approval of the voters. The Atlantic City referendum will be held June 3, primary day.

Assistance will take the form of trailers, ads and publicity, denouncing the admissions tax as contrary to the public interest.

The trustees also have decided to make a survey among New Jersey exhibitors to determine whether the Federation should be permanent or not. The organization was established as a temporary body in March to fight the admission tax bill then up before the legislature. The federation now includes the Allied Theatre Owners of New Jersey, the ITOA of New York, and officials of RKO, Warners and Loew's.

George Gold is chairman and the trustees are: Edward Lachman, Harold Blumenthal, William Phillips, Louis Weber, Frank Damis and Pete Gage.

Set All Bugs Bunny Show

NEW YORK—The Laffmovie Theatre is playing a two-hour program of Bugs Bunny shorts for the week of May 8. The booking was arranged to mark the fifth anniversary of the Warner Bros. cartoon character.



AWARDS FOR SPRINGER—J. R. Springer (left), general theatre manager for Century Theatres, is pictured above accepting a medal and citation from the Treasury department for his promotion and sale of war bonds. The presentation was made in Springer's office by Frederick W. Gehle (center), Chase Bank executive and former state chairman of the War Finance committee, and Philip M. Light (right), state director of the Treasury's savings bonds division.

1600 B'way Bought For Loew's Int.

NEW YORK—Loew's, Inc., has bought the ten-story Mecca Bldg. (1600 Broadway) from the Central Hanover Trust Co. to house Loew's International. The sales price was not reported, but the building is assessed at $1,625,000.

It had been originally planned to centralize Loew's International, MGM Records Co. and radio station WHN in a new 16-story building to be erected on 57th St., just east of Broadway. But with the present uncertainty surrounding construction work and costs, Loew's decided to acquire an existing structure as immediate headquarters for its expanding international division. WHN and the record company may eventually move in.

At present Loew's International has departments in the home office, 1540 Broadway; the Mayfair Bldg., and the Capitol Theatre Bldg.

Loew's plans to move into its new building in about eight months, and all international activities will be under one roof.

Many of the present tenants are in the film business, although none is a major distributor. The building also contains screening rooms used extensively by distributors of foreign films, and also by PRC and several independents.

The Mecca Bldg. has been a headquarters of the film industry since 1912-13 when Universal, Pathe and other distributors took space there following the migration from New York's original Filmrow around 14th and 23rd Sts.

Bomb Kills 4 in Theatre

CAIRO, EGYPT—Four persons were killed and 12 others were injured Tuesday night when a bomb blasted the interior of Cairo's largest motion picture theatre, the American-owned Metro-Goldwyn-Mayer.

'Dear Ruth' Out in July

NEW YORK—The film version of Norman Krasna's Broadway hit, "Dear Ruth," starring Joan Caulfield and William Holden, will be released by Paramount July 18.

MPA Dinner to Honor Visitor Arthur Rank

NEW YORK—Motion picture men here welcomed J. Arthur Rank with a crowded schedule of luncheons and meetings. On the day of his arrival he attended a meeting of the board of directors of the J. Arthur Rank Organization, Inc. (the American company). On Saturday Rank and his chief executive officer John Davis met with Universal officials. Next day Rank and Davis and their wives were guests of Spyros Skouras at his home in Westchester.

On Monday Rank will return to the city, where he will be the guest of the Universal board of directors at a private luncheon at the Metropolitan club on upper Park avenue. There will be a Universal board meeting in the afternoon and on Monday evening Rank and Davis will be guests of Eric Johnston and the MPA board at a dinner in the Waldorf.

Those who will be present at the dinner include Johnston, John Davis, Robert Benjamin, Jock Lawrence, J. Earl Lawson, Arthur Krim, Alfred W. Schwalberg, Robert R. Young, Robert W. Purcell, Thomas J. Deegan jr., William J. Heineman, I. W. Schlesinger, M. A. Schlesinger, Sir John Magowan.

Joyce O'Hara, Will H. Hays, Carl E. Milliken, Gerald M. Mayer, John G. McCarthy, Sidney Schreiber, Fred W. Duvall, Irving Maas, Jack Cohn, Abe Montague, Nicholas M. Schenck, Arthur M. Loew, Joseph R. Vogel, Charles C. Moskowitz, J. Robert Rubin, Adolph Zukor, Stanton Griffis, George Weltner, Paul Raibourn, Fred Mohrhardt, Louis Phillips, Ned E. Depinet, Robert Mochrie, Malcolm Kingsberg, Spyros P. Skouras, William C. Michel, Murray Silverstone, Tom J. Connors, Joseph H. Moskowitz, Otto Koegel, William Kupper.

Edward C. Raftery Gradwell L. Sears, Nate J. Blumberg, J. Cheever Cowdin, Joseph H. Seidenman, William A. Scully, Matthew J. Fox, John J. O'Connor, Charles Prutzman, Harry M. Warner, Maj. Albert Warner, Robert W. Perkins, Wolfe Cohen, Stanleigh Friedman, Joseph Hazen, Herman Robbins, Maj. Gen. E. P. Curtis, T. Kennedy Stevenson, Earle W. Hammons, George J. Schaefer, William J. German, Gus S. Eyssell and Pat Casey.

Industry Liaison Planned To Ease Filming in N.Y.

NEW YORK—Representatives of the major film companies who are cooperating in a plan to facilitate the making of more pictures in New York have recommended that an industry representative be designated by City Commerce Commissioner George Sanders to serve as liaison between the producers and the co-ordinator who will represent the various city departments, according to Sal Scoppa of IATSE. Scoppa is a member of the committee that has been discussing the plans with Sanders, the others being Harold Lewis, RKO Pathe; Steve Fitzgibbon, 20th-Fox, and Judge McGuire, municipal labor conciliator.

Following further conferences with Sanders, the committee will submit the proposal to Mayor William O'Dwyer for his approval. O'Dwyer has already publicly encouraged film production in the east.

David O. Selznick is producing "Portrait of Jennie" at RKO Pathe Studios; 20th-Fox is completing "Kiss of Death" in New York and has recently made "Miracle on 34th Street" and "Boomerang" in eastern locations, while MGM technical crews have just completed shooting New York scenes for "The Hucksters" and also spent ten weeks shooting scenes here for "It Happened in Brooklyn" earlier this year.

Wm. Healy's Mother Dies

NEW YORK—Mrs. Alice G. Healy, mother of William Healy, assistant to Austin C. Keough, Paramount vice-president in charge of legal affairs, died here this week. Interment was in the Gate of Heaven cemetery in Westchester following a high requiem mass in the Roman Catholic church of Our Lady of Victory.

WASHINGTON

Andy Smith, Clarence Hill, F. X. Carroll and C. E. Peppiatt came from the home office to conduct a sales meeting at the 20th-Fox branch Wednesday. Present were Branch Manager Glenn Norris, Sales Manager Gordon Contee, Office Manager John O'Leary, Salesmen Fred Klein, Joe Cohan, Jerry Murphy, Ira Sichelman and Emil Kashouty and Bookers Sara Young, Anne Griffin, Albert Landgraf and Student Booker Dick Norris.

Bernie Depkin has opened his new Bee Dee Theatre in Martinsville, Va. Seating 580, the house was formerly the Starling, owned by Mrs. Jessie Carper. It has been completely remodeled and redecorated . . . Former U-I Booker Harold Levy is now selling Film Classics in Buffalo . . . Gerald Kerner is the new assistant to Sam Galanty, mideast division manager of Columbia. Kerner has been assigned from the home office and is now visiting the various exchanges under Galanty's supervision. His first stop is Cleveland, then he will visit Pittsburgh and Cincinnati.

Joe Walsh has been appointed booking and buying representative for the Dixie Theatre, Pocomoke City, Md., which caters to colored patronage . . . At Warners, Ethel Risdon is vacationing . . . Frank Gormley is enjoying his new farm near Poolesville, Md. . . . Many happy returns to Sadie Bowles, who celebrated a birthday Tuesday . . . Lou Ramm sends cards from Atlanta, Ga., and Aiken, S. C.

Monogram office employes have joined the ranks of Local F13, AFL. This completely unionizes film office workers in Washington . . . Edward Smith, Paramount shipper, underwent an appendectomy at Georgetown hospital . . . District Manager Earle Sweigert is in town . . . The William Dalke jr's have a new son . . . Herb Moody, Wytheville, Va., has been stricken with yellow jaundice.

R. H. Bolling opened his new theatre at Coeburn, Va., May 1. Jack Safer, Monogram manager, visited the Wilby-Kincey and Craver offices in Charlotte last week . . . The Hy Bettingers are expecting a visit from the stork this month . . . Leona Gasser is planning a visit to her family in Pittsburgh this month . . . Irving Hanover is becoming quite a fisherman . . . Mike Zala was in from the home office exploitation department to set the stage for the opening of "It Happened on Fifth Avenue" at the Metropolitan Theatre Thursday. The picture was screened for exhibitors and the press at the Jefferson Theatre in Roanoke, Va., last week. Don DeFore, one of the stars in "Fifth Avenue," made six personal appearances on opening day at the Metropolitan.

Frank Boucher is chairman of the entertainment committee for the Advertising club's jamboree to be held at the Statler May 24. Assisting him are Bill Michalson, 20th-Fox exploiteer, and Arnold Fine . . . Leon Bamberger sent all exhibitors giant-sized blotters exploiting RKO's new picture, "Born to Kill."

Fred Rohrs, PRC district manager, went to Cumberland and Baltimore this week. He headed a contingent attending a series of meetings in Philadelphia this week. Included were David Rosenthal, Bob Grace, Fred Sapperstein, Sylvester Sandy and Elmer McKinley . . . Harry Welsh, Glenburnie, Md., will visit with his father, Producer Eddie Welsh, when he attends the Variety Club convention in Los Angeles next week.



GREETINGS — S. Barret McCormick, publicity, advertising and exploitation director for RKO, and Jack Goldstein, studio representative, meet Dore Schary, new head of production, at Grand Central. Left to right: Perry Lieber, Goldstein, Schary and McCormick.

Maxwell Gillis is coming from the Republic home office to pinch-hit for Branch Manager Jane Flax when the latter goes to Los Angeles for the Variety convention . . . Clare Cunningham is vacationing in Florida . . . MGM Salesman Harry Buxbahm and Emily Nailance, former secretary in the district manager's office, will be married in New York Sunday (11).

Warner notes: Julian Brylawski is back after a short illness . . . Doris Mullineaux (advertising department) is wearing a diamond. The lucky man is Charles K. Hewitt . . . Pat Jones expects to be married in June. That is, if her man can get leave from the phone company . . . Armen Arselanian, secretary to Charles McGowan, was given an engagement ring by Skip Gamble, former Warner employe . . . Happy birthday to Nat Glasser, Pat Jones and Wara Rittenhouse . . . Frank Sobotka, manager of the Avalon, was chosen president of the Chevy Chase Business Men's Ass'n . . . Make Zala came in to confer with Frank La Falce on publicity for "It Happened on Fifth Avenue."

Columbia chatter: Big Boss Sam Galanty was off to Hollywood for a much deserved vacation. He will meet the missus there . . . Branch Manager Ben Caplon has been making a tour of the territory . . . Pat Pumphrey is a rabid baseball fan . . . Alice Sauber plans a trip to the Thousand Islands with her daughter, Lucille . . . Lillian Levy plans to go to Yellowstone Park . . . Cashier Anne Snyder has a new apartment. Lucky girl! . . . Sid Zins, publicity head, happy to have his brother Les Sand over at WWDC on the night shift as jockey in charge of discs . . . Charles Mitz is back in the shipping room after a three-year stint in Japan with the army . . . Wilmer Moore, shipping room, soon will be a daddy . . . Happy returns to Bessie Murdock, Elsie Balderson and Anna Cline.

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BALTIMORE

Many local exhibitors spent the week making last-minute preparations prior to their departure for Los Angeles and the Variety convention. A large party left Friday (9) on a trip that calls for visits to scenes of national interest . . . Mr. and Mrs. Philip J. Schenk, New Theatre, announce the engagement of their daughter Phyllis to Lawrence Gent . . . Jane Myers replaces Sylvia Resnick in the Rome Theatres office staff. Jake Flax, Republic Washington manager, was in Sinai hospital for a checkup.

Bing Crosby, Walter Winchell and Al Jolson were guests of honor at a dinner given by the Horsemen's Benevolent and Protective Ass'n at the Lord Baltimore as a benefit for cancer and infantile paraysis funds. Among the features were performances by the Mills Bros. and Paul Winchell, ventriloquist, who are appearing at the Chanticleer and Club Charles, respectively, and Del Casino, singer, and Stan Fisher, harmonicist, who came from New York for the occasion.

The first runs: Century was strong with "The Yearling," to be followed by "Dishonored Lady" . . . Hippodrome follows "Framed" with "Tarzan and the Huntress" . . . Keith's is showing "Buck Privates Come Home" . . . "Ivan the Terrible" will follow "Carmen" at the Little . . . Mayfair was in its second week with "The Fabulous Dorseys" . . . New Theatre was playing "Homestretch" coincidental to the Maryland racing season . . . The Town will present "Honeymoon" following "The Farmer's Daughter" . . . Loew's moved "The Sea of Grass" to the Valencia after two weeks at the Century.

Among guests at the dinner for Frank A. Hornig, president of the MPTO of Maryland, were Sid Samuelson, Philadelphia; Frank H. Durkee, Fred Schmuff, Elmer Nolte, Charles E. Nolte, Walter Pacy, Harry Valentine, Leon Back, Lou Gaertner, Lauritz Garman, Luke Green, M. Baker, R. Wornman, Oscar Coblentz, I. M. Rappaport, Harry Silver, Robert Gruver, Meyer Leventhal, Jack Levine, Arthur B. Price, Frank H. Hornig sr., Sam Soltz, Julius Goodman, Robert M. Scheck, B. Allen, Herman Blum, T. D. Goldberg, Harry Cluster, Paul Hornig, M. Stegler and Harry Vogelstein.

Mothers Day Luncheon Held by Tent No. 11

WASHINGTON—The annual Variety Club Mothers day luncheon of Tent No. 11 here was held this week in the Blue room of Shoreham hotel and was sponsored by associate members. Mrs. Clinton Anderson, wife of the secretary of agriculture, was the "Guest Mother" of the day.

More than 500 attended the cocktail party and luncheon which was co-chairmanned by Dr. Sylvan Danzansky and Harry Coonin. Some 75 prizes were given to the lucky holders of ticket stubs. Gene Archer sang with piano selections by Belle Fahnestock.

In addition to a brief talk by Mrs. Anderson there was a talk by her husband, who also attended. Father Hartcke, one of three chaplains of the club, gave the invocation.

NEW MIRROPHONIC SOUND

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Neil Hellman Declares Business Is Off 20%

ALBANY—Neil Hellman, operator of the Royal and Paramount here and the Palace in Troy and several drive-ins in which he is pooled with Fabian, reports boxoffice receipts are off 20 per cent from a year ago.

"The good picture does fair, the fair picture does poor, and the poor picture does nothing," is his observation. He blames poor product as well as general economic conditions.

Bad breaks in the weather have hurt the drive-ins. Easter was the only good Sunday the open-air places have enjoyed so far, he said. The second Sunday was snowed out, the third rained out, and others have been little better.

Despite the weather breaks, Hellman is looking for a successful season and says he will have a better line on the complete season by July 4.

Other exhibitors here agree with him that business has fallen off, but they are not so pessimistic. They say a good picture always does well, and it is "the in-betweeners and clucks that die the death of a dog when the supply of money begins to shrink."

Albany Group Considers Colosseum Organization

ALBANY—A three-hour meeting that was described as "explanatory and exploratory" was conducted here May 3 to test sentiment for a local unit of the Colosseum of Motion Picture Salesmen of America.

After the meeting local salesmen said they would study the situation for a few days before making a decision on whether to organize. The meeting was addressed by A. M. Van Dyke, salesman in Chicago for 20th-Fox, who is Colosseum president; N. R. Provencher, Milwaukee, UA salesman, who is secretary, and a man from Boston whose name was not learned.

The visitors explained that the Colosseum is "not a labor union but a guild. Work performed by film salesmen does not permit organization on a strictly union basis."

Leishmans Are Visiting England and Scotland

GLOVERSVILLE, N. Y.—Doug Leishman, personnel director for the Schine circuit, and Mrs. Leishman are on a six-week visit to England and Scotland. Leishman is a native of Scotland and this is his first trip to the land of the heather in 11 years. He will visit relatives in Glasgow, London and Winchester. A party was tendered Leishman at the Schine offices in Gloversville before he and the missus sailed on the Queen Elizabeth. Department heads were among those attending. George Hutchinson, new manager of Warners' Madison and for three months in charge of Schine's Malone in Malone, calls Leishman "a wonderful man."

Markwell at Du Mont

NEW YORK—Norman M. Markwell, formerly connected with advertising agencies, has joined Du Mont Laboratories as sales promotion manager for the television receiver division. Markwell has handled sales promotion in the radio and piano industries.

"Voice of Theatre Speakers"
JOE HORNSTEIN *has them!*

Even White Mice Idea Fails to Save Bingo

Madison—Bingo is now once again officially dead in Wisconsin—at least for the time being.

The state senate killed a resolution which would have informed law enforcement officials that the legislature felt the state's antilottery laws had never been meant to apply to bingo. The measure was killed by a 23 to 6 vote, despite a rather unique plea from one senator to "save this harmless little game . . . for grandmothers and grandfathers who love to play it."

"We can insure that this little game can't be tampered with by gamblers," said another senator. "In Indiana the gangsters play it by using white mice. They release them and they run down numbered holes." He suggested that by using mice there would be no risk of making the game dishonest.

"What I want to know," asked a third senator, "is what would happen to the grandmothers when the mice were released."

Nephew Takes the Photos; Uncle Uses 'Em in Lobby

IRVINGTON, N. J.—Joseph Gargullo of Brooklyn, ex-GI and nephew of D. A. Basile, owner of the Rex here, makes a hobby of taking photos for his uncle, which are used as displays with ads mentioning giveaways.

The Rex caters to children in its giveaways. For three consecutive weeks in April, skates, footballs and bicycles were awarded lucky ticket holders. The Rex is practically the only house in northern New Jersey to distribute 10-cent comic books free to juvenile patrons every Saturday. Daily matinees will start here at the close of school. Toys will again be used as premiums in the fall but will be discontinued in the summer. No dinnerware premiums are used.

Warner Club Pays $132,000 In Gratuities to Members

NEW YORK—The Warner club, employes social and welfare group, paid out more than $132,000 in gratuities to members during 1945-46, according to "Know Your Warner Club," new brochure issued by the organization. A total of 922 members received $85,608 due to illness; 461 received marriage gifts totaling $23,050; 304 received birth gifts totaling $15,-200; 119 received additional contributions totaling $7,540.

Loans totaling $13,709 were made to 102 members. The club membership exceeds 12,-000. Officers include Stuart H. Aarons, president; R. A. McGuire, Bernard Rosenzweig, Ruth Weisberg, Fred Stengl and Harry Mayer, vice-presidents; Robert Salomons, treasurer; Sam Wolowitz, assistant treasurer, Theodore R. Kupferman, secretary.

Bill Slater Starts Firm For Publicity Accounts

NEW YORK—Bill Slater, who has resigned from Columbia Pictures' special events department, has opened his own publicity offices to handle commercial and theatrical accounts. The new firm, to be known as United Publicity Bureau, with offices at 319 West 48th St., will handle the Broadway opening of "The Patient Vanishes," starring James Mason, for Film Classics.

Paramount Production Is Upped in Britain

LONDON—Frank Farley, who has been European talent, story and research representative of Paramount's Hollywood studio, with headquarters here since 1940, has been named managing director and chairman of the board of Paramount British Productions, Ltd., the company's British production subsidiary. Prior to 1940, Farley was located in Paris for about ten years as continental European representative for the studio.

Producer Hal Wallis, who went abroad last month to make "So Evil My Love" for Paramount, shot the first scenes in suburban London with Lewis Allen directing the stars, Ray Milland and Ann Todd. After making interiors at Denham Studios, near London, Wallis will return to Hollywood.

Two other British pictures to be released by Paramount in the making at studios in the London vicinity are "Dancing With Crime," produced by Coronet Films with Richard Attenborough heading the cast, and "They Walk Alone," which will be released under a different title, produced by Kenilworth Films with Lance Comfort directing and a new Irish star, Siobhan McKenna, in the principal role. Both Coronet and Kenilworth are affiliated with Alfred S. Shipman, who was connected with the production of "The Seventh Veil" and who operates the Twickerham, Riverside and Southhall studios.

Hal Wallis' partner, Joseph H. Hazen, arrived in New York from London during the week, and Russell Holman, Paramount's eastern production manager, sailed for England to check into the company's British and continental European production activities.

Stationary Engineers Picket Newark Houses

NEWARK—A deadlock resulted at a meeting held late last week to settle a strike of stationary engineers here. The strikers, who are asking for a 50-cent hourly increase, have been picketing all the downtown theatres, including Loew's, the Adams, the Paramount, Proctor's and the Branford for the last three days, but have not been picketing the Capitol.

At Proctor's they caused considerable trouble by shouting at people approaching the boxoffice and telling them not to buy tickets. It is rumored that projectionists may go out on a sympathetic strike but exhibitors doubt that they will be able to do so, due to the provisions of the bylaws.

The strikers were offered an 18-cent increase but turned this down.

Fabian Theatres Ups Two Employes at Ritz, S.I.

NEW YORK—Marian Andrews, formerly at Fabian's Ritz Theatre, Staten Island, has been promoted to the district advertising and publicity office, while Frank Senerchia, Ritz chief of service has been promoted to assistant manager of the Stadium Theatre, Totterville. The appointments were announced at a meeting of Fabian managers.

Louis Goldberg, general manager of the circuit, presided at the meeting and stressed the importance or reviving old showmanship methods. "Now is the time," he said, "to combat the downward trend in business through the use of initiative and effort. If we apply the same effort now that we did in our successful bond drives during the war, there will be no recession on Staten Island."

Latin-American Shifts For 20th-Fox Trio

NEW YORK—Three major changes in the Latin-American distribution setup of 20th-Fox have been made by Murray Silverstone, president of 20th-Fox International and Inter-American, who recently returned from an air tour of the principal Central and South American countries with Spyros P. Skouras, 20th-Fox president.



EDWARD D. COHEN

Edward D. Cohen, supervisor of several South American territories, has been appointed as supervisor for all Latin America and for the present will have his headquarters in Buenos Aires.

William W. Sullivan has been promoted to the post of district manager for Argentina, Brazil, Chile, Peru, Bolivia, Paraguay and Uruguay, with headquarters in Rio de Janeiro. He has been managing director for Argentina.

J. Carlo Bavetta, now managing director in Brazil, will become district manager for Central America and the Caribbean area and will have his headquarters in Mexico City. His territory will include Mexico, Panama, all the countries in Central America, Ecuador, Colombia, Venezuela, Puerto Rico, Dominican Republic, Cuba and Trinidad.



J. CARLO BAVETTA

Managers will be named later for Buenos Aires and Rio de Janeiro to succeed Sullivan and Bavetta. Silverstone indicated promotions would be made from the ranks.

Cohen has been with the company since 1933 when he was in Panama. He has had experience in many foreign situations, including Ecuador, Panama and Venezuela. He was named supervisor for South America in 1944.



WILLIAM W. SULLIVAN

Sullivan joined 20th-Fox in 1930 and was transferred to Buenos Aires the following year. He was in Panama when he joined the navy during the last world war. In 1939 he was home office representative for Central and South America. When he returned from the war in 1946 he was appointed manager in Mexico and later that year became managing director for Argentina.

Bavetta has been with the company since 1924 when he became a student in the domestic market. In 1927 he was sent to Paris to become manager for France. In 1935 he was transferred to Rio as managing director for Brazil.

Rathvon Host to President Aleman





Miguel Aleman, chief executive of Mexico, arrives with N. Peter Rathvon, president of RKO Radio, at dinner and dance given in his honor by Rathvon at the Ritz Carlton, New York. Top, left to right: Ambassador Paul Parrada, Rathvon and President Aleman. Bottom, left to right: Nate J. Blumberg, Universal-International president; Rathvon, and Malcolm Kingsberg, vice-president of Radio-Keith-Orpheum Corp., chat briefly.

NEW YORK—President Miguel Aleman of Mexico was guest of honor at a dinner, reception and dance given May 4 by N. Peter Rathvon, president of RKO Radio Pictures, and Mrs. Rathvon for 170 guests at the Ritz Carlton.

Among those present were H. E. Jaime Torres Bodet, secretary for foreign affairs in the Aleman cabinet; H. E. Ramon Boteta, secretary of finance; H. E. Antonio Diaz Lombardo, secretary of social security; H. E. Antonio Espinosa de Los Monteros, Mexican ambassador to the United States; Assistant Secretary of State Spruille Braden and Mrs. Braden, and representatives of the Mexican party and the state department.

Dinner was served in the Crystal room and was followed by the screening of "The Pearl," John Steinbeck story recently filmed by RKO in its Churubusco studios. The screening was preceded by a Pathe Newsreel showing the highlights of President Aleman's tour of this country. Music was furnished by Nero Morales' orchestra.

The guests included: Dr. Jorge Viesca, private secretary to President Aleman; Dr. Rafael Fuentes, chief of protocol; Lieut. Gen. Leobardo Ruiz, military aide to the president; Rear Admiral Ignacio Garcia Jurado, naval aide; Dr. Enrique Parra, special assistant; Maj. Manuel Martinez Castro, assistant military aide; Maj. Miguel Ramirez Ponce, assistant military aide; Capt. Alfredo Valdes Flores, assistant military aide; Dr. Carlos Soto Maynez, the president's physician.

Stanley Woodward, U.S. chief of protocol; Lieut. Gen. Matthew B. Ridgway, U.S. military aide; Rear Adm. James Cary Jones, U.S. naval aide; Robert Breckinridge, assistant protocol officer; Dr. and Mrs. Jose Lelo de Larrea, consul general of Mexico.

Gen. and Mrs. William J. Donovan, Gen. and Mrs. Julius Ochs Adler, Thomas S. and Mrs. Lamont, John Swope and Mrs. Swope, Gen. and Mrs. John Reed Kilpatrick, Beardsley Ruml, Donald Nelson, Jennifer Jones, David O. Selznick, Mrs. Floyd Odlum, J. Cheever and Mrs. Cowdin, Ingrid Bergman, Dolores Del Rio, Gene Tierney, Ned E. and Mrs. Depinet, A. P. Giannini, Barney and Mrs. Balaban, John and Mrs. Steinbeck, Mrs. Margaret Emerson, Stanton Griffis, Roy and Mrs. Howard, Lewis and Mrs. Brown, Albert and Mrs. Lasker, Spyros P. and Mrs. Skouras, Frederick and Mrs. Ehrman.

Richard Aldrich, Francis Alstock, Francisco Buch de Parada, Nathaniel Benchley, Countess Aedita de Beaumont, William R. and Mrs. Baker jr., Nate J. and Mrs. Blumberg, James and Mrs. Bruce, Jack and Mrs. Bisco, Anita Colby, Skitch Henderson, Robert and Mrs. Considine, Harry Evans, G. S. Eyssell, Carmen Figueroa, Emerson and Mrs. Foote, Roland George, Bernard and Mrs. Gimbel, L. Lawrence and Mrs. Green, Jane Greer, Sir Cedric Hardwicke, L. Boyd and Mrs. Hatch, John and Mrs. Hegeman, Francis and Mrs. Harmon.

Eileen Herrick, Richard Cowell, Paul and Mrs. Hollister, George Howard, Lowell and Mrs. Hall, Mrs. Verbina Hebbard, Sandra Ingram, Sidney Smith, Rado Irimescue, Oliver and Mrs. Jensen, Oswald Johnson, Malcolm and Mrs. Kingsberg, Keith and Mrs. McHugh, Robert and Mrs. Mochrie, Florence Pritchett, Warren Johnson, Edward C. and Mrs. Raftery, Philip Reisman and Mrs. Reisman, Frank and Mrs. Stanton, Dore and Mrs. Schary, George and Mrs. Shaw, Jean Sovatkin, Lloyd and Mrs. Stratton, Richard and Mrs. Scandrett jr., Natalie Thompson, George Stanford, Frederic and Mrs. Ullman, Clyde and Mrs. Vandenburg, Henry and Mrs. Von Elm, Mrs. Marquerita Villasenor, Frederick and Mrs. Williams, Charles Woram, Robert Wolff, Mrs. Cobina Wright, Gordon and Mrs. Youngman.

RKO Names Peruvian Head

NEW YORK—Hugo Stramer, RKO's traveling auditor in South America, has been made manager for Peru by Phil Reisman, RKO vice-president in charge of foreign distribution. Stramer replaces Ricardo Canals who has taken over the company's office in Colombia.

'Pauline' Tradeshow Set

NEW YORK—Paramount will tradeshow "The Perils of Pauline," new Technicolor film starring Betty Hutton, in all branch areas on May 23. The picture was produced by Sol C. Siegel and directed by George Marshall. The New York showing will be held at the Normandie Theatre.

Truman Sees Crosby Film

WASHINGTON, D. C.—Paramount's "Welcome Stranger," featuring Bing Crosby and Barry Fitzgerald, was screened at the White House on Friday (May 9) for President Truman as part of the chief executive's birthday celebration. Robert Denton, company representative, arranged the showing.

PHILADELPHIA

Thieves broke into the Plaza, ransacked the office, and escaped with about $250. Manager William Hickey said that they had missed between $4,000 and $5,000 in weekend receipts . . . The Spruce was looted for the second time within a month when burglars broke in and got about $50 in cash. Louis Foxmann, manager, said entry was made by breaking a window . . . A holdup of the New Broadway was foiled last week as a cashier ignored the threats of two holdup men and summoned aid. She pressed a burglar alarm button, and as owner Henry Rosinsky arrived in answer, she fainted.

Bill Mansell, Warner manager, is afraid to sit at his own desk. His new office is all walnut paneling and natural leather furniture. But, oh, that desk! It is a shelf-like apparatus, attached at only one side, and while extremely beautiful, is quite fearsome . . . A power blackout affected several theatres in Manayunk last week. Patrons sat around for a while, and then accepted refunds or return passes.

Registered under the fictitious names act was the Stenton Theatre, Stenton avenue and Johnson street. Names of those interested are A. M. Ellis, H. H. Ellis, Edmund Ellis, Martin B. Ellis, Sidney H. Ellis, Gloria R. Cohen and Alma Cohen . . . Charles Humphries was appointed by President Harry J. Abbott as secretary-treasurer of IATSE Local 307 projectionists, succeeding the late William Friedman . . . Sam E. Diamond has been named Philadelphia branch manager for PRC, Ralph H. Clark, general sales manager, announced.

Wilson Turner, U-I salesman in the Harrisburg area, resigned . . . Morry Schwartz severed connections with Price Premiums and now is managing the New Broadway for Henry Rosinsky.

George A. Welsh, secretary of the Philadelphia chapter of the National Foundation for Infantile Paralysis, Inc., announced that motion picture theatres contributed $25,563.85 to the 1947 campaign, of which the total amounted to $142,385.62. Last year theatres collected $147,000.

Schary to Hollywood

NEW YORK—Dore Schary, vice-president in charge of production for RKO, is leaving for Hollywood this weekend (May 11), following a week of home office conferences here. He is accompanied by Perry Lieber, studio publicity director.

Arthur Mayer to Texas

NEW YORK—Arthur Mayer, operator of the Rialto Theatre, New York, and head of Mayer-Burstyn, was scheduled to leave Saturday (May 10) for Texas on a Red Cross mission to survey the damage caused by the Texas City disaster.

McCullough at Conference

WASHINGTON—John B. McCullough, director of conservation of the Motion Picture Ass'n, attended as a delegate the fire prevention conference here this week at the departmental auditorium, at which President Truman spoke on the subject to the throng of nearly 1,800.

THE IDEAL THEATRE CHAIRS
JOE HORNSTEIN *has them!*

Rank Again Will Make Religious Productions

New York—Production of religious films will start again in July in a London studio, using the most modern equipment, J. Arthur Rank told members of the World's Sunday School Ass'n at a luncheon in his honor at Hotel Commodore, a few hours after his arrival from England May 9.

Rank, who was presented a scroll "in recognition of his outstanding and unparalleled achievements in the field of religious films," by Dr. Forrest L. Knapp, general secretary of the association, expressed his appreciation in a talk which was broadcast over WOR and the Mutual Broadcasting System.

"The war proved the value of films as an instrument of teaching," said Rank, who added that there is at last a growing realization of the part the film can play in evangelism and christian education.

In spite of the fact that very few religious films could be made in England during the last seven years, due to the requisition of studios for war purposes, five pictures showing life in Palestine at the time of our Lord were completed for use in Sunday schools, Rank said.

All Color in 2 Years At Republic—Yates

HOLLYWOOD—All Republic pictures will be in color within two years, with the exception of certain films in which black and white may be more desirable, according to Herbert J. Yates, president. The company appropriated $1,600,000 last October for laboratory expansion to handle Trucolor printing on a new type of safety film.

Republic sponsored the development of the Trucolor process at Consolidated Film Industries plants in Hollywood and Fort Lee, N. J. The three-color method will be used in the eight Roy Rogers films scheduled for production.

After expansion is completed at New Jersey, the plant will be equipped to turn out 100,000,000 feet of color film per year.

Postpone Scophony Query In Cross-Claims Suit

NEW YORK—The examination of Scophony Corp. of America by the General Precision Equipment Corp., scheduled for May 8, has been postponed until May 22.

SCA has a cross-claims suit against GPE, Paramount Pictures, Television Productions and Scophony, Ltd., of Great Britain pending in the federal district court here.

This was an outgrowth of the government's 18-month-old antitrust suit against all these parties, including SCA, over Scophony television patents.

Scophony, Ltd., however, won a dismissal of the government's charges on the grounds it was a foreign corporation not doing business in the U.S. The government filed an appeal with the supreme court, and is awaiting a decision.

Meanwhile, reports persist of a settlement of the antitrust suit against all the corporations and their officers. If no settlement is reached, trial proceedings will get under way after the supreme court decides the government's appeal over the dismissal of the case against Scophony, Ltd.

ALBANY

Bill Kraemer has been promoted from Schine circuit head booker to contact assistant under Louis W. Schine, according to reports from Gloversville. Sid Deneau, who resigned to join the Selznick Releasing Organization, held a somewhat similar position for eight months. Bernie Diamond, who was Kraemer's assistant, has been made head booker.

The Ben Smith playdate drive, honoring Film Classics' local representative, is being observed from May 17 to July 25. Smith is a veteran of 35 years in film business . . . J. E. Delson, Warner Theatres auditor, was in town . . . The Ritz held "The Red House" a second week . . . "The Sea of Grass" was single featured at the Palace. Joe Saperstein, Fabian booker, surrounded it with shorts.

Tom Heritage and Bob Shattuck are revamping the front of the Uptown in Rensselaer . . . Ralph Ripps, MGM salesman and brother of Herman, Metro district manager, played the violin in pit orchestras in Loew theatres in New York for almost 20 years. He led the unit at Loew's American for eight years.

Generals in the Warner Theatres current drive honoring C. J. Latta, zone chief, are Charles A. Smakwitz, Latta's assistant; Jim Faughnan, contact manager; Max Friedman, chief buyer; Joe Weinstein, short subject booker; Jerry Atkin of the advertising and publicity department, and Woodie Campbell of Faughnan's staff.

Laura Wells, the glamour gal who fronts for Enterprise Pictures, gave the town her special treatment. She gave a cocktail party at the De Witt Clinton for newspaper and radio people . . . Fabian and Warner circuits were among 20-odd Albany enterprises that sponsored a page newspaper ad on behalf of the United Jewish Appeal . . . Warner Bros. is one of the sponsors of I Am an American week.

Elmer Sichel returns to Albany as salesman for PRC. He was formerly a booker here for 20th-Fox. He left that post to join the Schine organization in Gloversville and more recently he has been with a New York buying and booking combine. In his new job he is working with Harry Alexander, also a former 20th-Fox man.

"Best Years" opened strong at the Grand where it will play a minimum of three weeks. Prices are 76 cents matinee and $1.20 night. Milt Schosberg, Grand manager, and Lew Allemann, field representative, arranged for six cooperative windows at the Whitney department store and gave the picture strong exploitation in all phases.

Jack O'Brien Appointed RCA Equipment Manager

CAMDEN, N. J.—Jack O'Brien, formerly manager of RCA Theatre equipment sales, has been made manager of the theatre equipment section by J. R. Little, sales manager of RCA Distributed Products.

O'Brien, who has been associated with the RCA theatre equipment section since the first days of theatre sound, has held sales positions for RCA in New York, Indianapolis, St. Louis, Los Angeles and Chicago. He will leave shortly for the west coast to visit RCA equipment dealers and RCA district offices.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN *has it!*

Paramount Partners Confer on Coast

ARROWHEAD HOT SPRINGS, CALIF.—Discussions of theatre operating problems under the decree and a general analysis of exhibition under changing postwar conditions commanded the attention of the Paramount home office executives and theatre partners who checked in here for a week of business conferences.

Due to attend the powwows at week's end were Barney Balaban, president of Paramount Pictures; Henry Ginsberg, vice-president in charge of production and studio operations, and Y. Frank Freeman, another vice-president.

Already in attendance from the home office were Leonard Goldenson, E. L. Hyman, Robert M. Weitman, Leon D. Netter, Hal Pereira, Evans Perkins, Eugene Street, Monty Gowthorpe, Max Fellerman, Curtis Mitchell and Robert Powers.

Theatre partners in attendance were: M. J. Mullin and Sam Pinanski, M&P circuit, Boston; Sam Goldstein, Western Massachusetts Theatres, Inc., New Haven and Springfield; Harry Royster, Netco Theatres Corp., Poughkeepsie, N. Y.; Frank Walker, Comerford circuit, Scranton, Pa.; Earl Hudson, United Detroit Theatres; John Balaban, Walter Immerman, Dave Wallerstein and Henry Spickelmeier, Balaban & Katz and Great States Theatres, Chicago; Harry French and Charles Winchell, Minnesota Amusement Co.; A. H. Blank, Myron Blank and Ralph Branton, Tri-States and Central States Theatres of Iowa and Nebraska; M. A. Lightman, Malco Theatre, Memphis; E. V. Richards, Turk Carter, Gaston Dureau and A. H. Higgenbottom, Paramount-Richards circuit, New Orleans; R. B. Wilby, H. F. Kincey, James Harrison, Roy Smart and Richard Kennedy, Wilby-Kincey circuit, North and South Carolina, Tennessee and Atlanta, Ga.; Fred Kent, Florida State Theatres; Karl Hoblitzelle and R. J. O'Donnell, Interstate Theatres, Texas; Julius Gordon, Sam Landrom and S. L. Oakley, Jefferson Amusement Co., Beaumont, Tex.; Hunter Perry, Charlottesville, Va.; Harry Nace and Harry Nace jr., both with Paramount-Nace Theatres, Arizona; Tracy Barham and Ray Hendry, Intermountain Theatres, Salt Lake City; William Jenkins, Fred Storey and John Stembler, Lucas and Jenkins circuit, Ga.; Jack Keegan, Northio Theatres, Ohio, and John Fitzgibbon, Famous Players Canadian Corp., Ltd.

Following the meeting here, virtually all of the visitors planned to go to Los Angeles to attend the annual convention of Variety clubs.

Educational Productions Draw Spotlight in Test

NEW YORK—Free use of a Century circuit theatre in Brooklyn by the New York board of education for showing of films with educational value has begun to attract national attention. An evaluation of the plan is now being made by the board and J. R. Springer, general theatre manager for the circuit, has offered the use of more theatres in case the educational authorities want them. The circuit bears all the expense.

Late last week License Commissioner Benjamin F. Fielding issued a statement to the press which received considerable space. In it he said that 1,000 school children from four schools have already attended the shows during regular school hours accompanied and supervised by their teachers and with special details from the police, license and fire departments.

NEXT SHOWING MAY 28

The showings were held February 21, March 24 and April 28, and the next one will be May 28.

Pictures already exhibited have been "Tom Sawyer," "The Prince and the Pauper" and "Huckleberry Finn." The next feature will be "Adventures of Mark Twain."

Fielding calls this a "unique opportunity for enriching the educational experience of our school children by visual presentation of great works of literature under careful supervisory conditions."

He says it is the policy of his department to encourage these showings.

Springer says he will go along.

"It is our sincere hope," says the Century general manager, "that the board will express a desire to broaden the base of the program by increasing the number of schools and the number of children. Century will be delighted to make more theatres available.

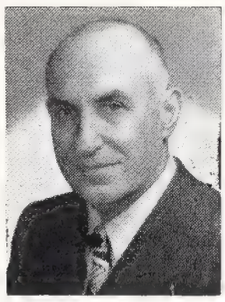
DEEP RESERVOIR TO TAP

"We are convinced that there exists a deep reservoir of regular entertainment films which can be tapped for educational purposes. Without trying to tell the educators their business, it seems to me that the children who saw 'Tom Sawyer' at the Rialto will have a greater appreciation for the book. What is true of the study of literature can be true of history."

"And the value of this experiment in public relations for the industry seems beyond question," he continued. "There is nothing more important than the instruction of the young, and if there is public acceptance of films and theatres as contributing factors to this instruction, many of the evils which now beset the industry from outside sources can be dissipated."

Samuel N. Burger Named To Loew's Int'l Board

NEW YORK—Samuel N. Burger, general sales manager of Loew's International, has been named to the board of directors, according to Arthur M. Loew, president.



SAMUEL N. BURGER

Burger has been with Loew's since 1923 when he did special sales work and traveled extensively in this country. In 1926 he was named eastern district manager for domestic sales.

He transferred to the international department of MGM in 1930 and became a special sales representative. In 1940 he was put in charge of sales for Latin America, and in 1944 he became regional director for Latin America. He was appointed general sales manager in March of this year.

250 Attend Testimonial In Honor of Samuelson

PHILADELPHIA—Approximately 250 of the New Jersey, western Pennsylvania, eastern Pennsylvania and Baltimore Allied units and film company guests gathered at the Warwick hotel here for a testimonial banquet in honor of Sidney E. Samuelson, general manager of Allied of Eastern Pennsylvania.

Samuelson, honored for his services to Allied, was presented with a gold watch, and he and Mrs. Samuelson also were presented with an ocean cruise.

Film-Going Tripled in 20 Years; Continue Goodwill, Says Dietz

NEW YORK—In discussing the importance of publicity and advertising to the film industry, Howard Dietz, vice-president in charge of the company's promotion, told the MGM sales forces that in the past 20 years motion picture attendance has grown three times in proportion to the population, "and it is our job to continue to make more converts to the movies."

The convention was held last week in the Hotel Astor.

Dietz declared that the war had proved films are indispensable.

"The one thing the army wanted more than anything else," he said, "was films, and that has been proven by the boys who came back."

In a general discussion of the company's plans for advertising its coming product Dietz said a series of stunts had been and would continue to be used on "The Yearling," "Sea of Grass," "Gallant Bess" and "It Happened in Brooklyn." In connection with the "Sea of Grass" he presented deeds to an acre of ground in New Mexico to each one of the men present. This is the stunt that garnered so much publicity in newspapers and on the air.

He said the company uses exclusive spot announcements on 90 radio stations in 45 cities and advertising in 60 city newspapers. The company has 30 features in various stages of work or nearing completion, he added.

Silas F. Seadler, advertising manager, described company product he had seen on his recent visit to the studio. He named "The Birds and Bees," "The Hucksters," "Cynthia," "Romance of Rosy Ridge," "Living in a Big Way" and "Song of Love." He also said he had seen rough cuts of "Green Dolphin Street" and "Unfinished Dance."

William R. Ferguson, exploitation manager, listed the "ten leadership commandments" for exploitation and outlined a number of national tieups and services being furnished by his department.

Herbert Crooker, publicity manager, presented a tabulation on the various types of publicity obtained by his department. It was made by the Lloyd Hall Co. after an analysis of 56 magazines in January, February and March.

Ernest Emerling, publicity director for Loew's Theatres; Dr. Leo Handel of the research bureau; Tom Gerety, editor of the Lion's Roar; O. A. Kingsbury of Donahue & Coe, and Mel Hyman and Sid Goldstein of the publicity department were presented.

Eugene S. Gregg Leaves On World Tour for W.E.

NEW YORK—Eugene S. Gregg, vice-president of the Westrex Corp., foreign motion picture equipment and service subsidiary of the Western Electric Co., sailed on the U.S.S. America for England during the week on the first leg of a projected three-month round-the-world trip.

After stopping at the London office, Gregg will attend the annual meeting of the International Chamber of Commerce at Montreux, Switzerland, as a delegate from the U.S. His trip will also include conferences with local representatives at Western Electric offices in London, Basle, Paris, Cairo, Bombay, Calcutta, Rangoon, Singapore, Sidney and Wellington, N. Z. He will return in August.

Loew's 28-Week Net Profit Under '46

NEW YORK—Loew's, Inc., and its wholly and partly owned subsidiaries reported a net profit of $8,596,779 for the 28 weeks ended March 13, 1947, a decrease of $655,277 compared to the corresponding period last year. The net profit for the 28-week period in 1947 is equal to $1.67 per share on common stock. after depreciation, taxes and other deductions.

Net profit for the corresponding 28-week period ended in 1946 was $8,952,056, equal to $1.76 per share. The 1947 net profit is subject to year-end audit.

An increase was reported in gross sales and operating revenues for the 16-week period ended March 13, 1947, compared to the same period in 1946. The total for the 16 weeks ended this year was $56,655,000, compared to $55,335,000.

James V. Pattinson Feted By 20th-Fox Executives

NEW YORK—James V. Pattinson, sales director of 20th Century-Fox Film Co., Ltd., of Great Britain, who is in this country for a brief visit, was guest of honor at a dinner given by Spyros P. Skouras, president of 20th-Fox Film Corp., and Murray Silverstone, president of 20th-Fox International in the Terrace room of the St. Moritz hotel during the week.

Among those attending from the 20th-Fox home office were W. C. Michel, Otto E. Koegel, Thomas J. Connors, Donald A. Henderson, Joseph Moskowitz, Charles Schlaifer, William J. Kupper, Edmund Reek, Wilfred J. Eadie, A. J. Balaban, Dan Michalove, Leslie Whelan, Emanuel Silverstone, Albert Cornfield, Franklin Irby, Rodney Bush, Jules Fields, Eddie Solomon, Joseph Pincus, Irving Kahn, Christy Wilbert, Jonas Rosenfield, Sid Blumenstock, Stirling Silliphant, Norman Steinberg, Roger Ferri, Sam Shain, C. E. McCartney, William Gehring, Andrew W. Smith jr., Peter Levathes, Lamoyne Jones, Martin Moskowitz, F. T. Kelly, J. H. Lang, Boris Vermont, E. I. Sponable, Alan Freedman, Ulric Bell, George Generalis and Morris Kinzler.

Paramount Makes Change In Exploitation Staff

NEW YORK—Three changes were made affecting the Paramount exploitation department Monday (May 5), according to Sid Mesibov, assistant exploitation manager.

Everett Olsen, who formerly worked out of Minneapolis, was transferred to the southern territory, with headquarters in Charlotte. He is now in charge of the territories serviced by the Charlotte and the New Orleans branches.

Leonard Allen, who had been covering Charlotte, New Orleans and Atlanta, is now covering Atlanta only.

E. G. Fitzgibbon, exploitation man for Chicago and Milwaukee, has also been assigned the Minneapolis branch.

Jules Levey Is Honored

NEW YORK—Jules Levey, independent producer for United Artists, has been cited by the National Jewish Recognition committee for his outstanding welfare work in New York and Los Angeles. The testimonial, given by the committee in conjunction with the United Jewish Welfare fund, was made public on Levey's return from New Orleans, where his picture, "New Orleans," had its first showing.

Rank Will Confer Here On Theatre Television

New York—While in this country J. Arthur Rank will confer with A. N. Rauland, head of the Rauland Corp., which controls the American rights to the Baird television system. This is the system, which, with the Scophony system, was being introduced in British theatres at the start of the war.

There were reports in London last week that Rank was prepared to erect a large television studio to supply both films and live shows for television use and that he had plans for introducing large screen television into British theatres.

Trading in Film Stocks Shows Little Activity

PHILADELPHIA—Activity in film stocks during the past month has been dull, according to the report of the Securities and Exchange commission. Harry M. Warner reported the sales of 100 shares of Warner Bros. common, leaving his total at 295,000. His trust reported holding 16,000 shares.

Daniel M. Sheaffer, Philadelphia, disposed of 300 shares of Universal common. He now holds 17,407 shares. Charles D. Prutzman, New York, reported holding 6,100 shares.

Spyros Skouras amended his report of August 1946, revealing that he acquired 42,000 shares of 20th-Fox common through the exercise of an option, making his total in this security stand at 47,250 shares.

Two new directors of Republic Pictures Corp. reported their holdings to the SEC. They were Harry M. Goetz with 27,687 shares, and Edwin Van Pelt with 400.

Activity in Monogram common was restricted to the sale of 1,000 shares by W. Ray Johnston, Hollywood, making his holdings 16,617 shares.

Onsrud Corp., Fort Lee, N. J., reported the acquisition of 23,459 shares of Associated Motion Picture Industries, Inc., in the stock splitup by that company last October.

Films of Nations Enters Theatrical 35mm Field

NEW YORK—Films of the Nations, nonprofit distribution firm for foreign governments, has entered the 35mm theatrical field, with the release of a two-reel documentary "Historic Switzerland." The picture opened at the Embassy newsreel theatres in New York Thursday (May 8). The picture also has been booked by eight houses outside of the metropolitan area.

The organization will add from 30 to 40 new films to its 1947-48 release schedule. These will be released to 35mm theatrical outlets in addition to 16mm nontheatrical users.

Keith Goldsmith Is Liaison For U-I in South Africa

NEW YORK—Keith Goldsmith has been appointed South Africa representative for U-I. The former India manager will be liaison between the company and African Consolidated Films, Schlesinger-U-I Rank combine.

Vincent Palmeri has been named Mexico manager. Karl Jungmarker succeeds Lio Gussen in Sweden.

Loew's Books FC Reissue

NEW YORK—Loew's Theatres will show "Thief of Bagdad," Film Classics reissue, beginning June 2, throughout the entire metropolitan area. The Technicolor film was produced by Alexander Korda.

Prosperous Outlook Taken on Drive-Ins

ALBANY—"There is plenty of money to be made in drive-ins and I am unselfish enough to advise exhibitors to look over the field and enter it at the right spots."

So said Harry Hellman, Albany theatre operator for 39 years, who has just returned from a five-month vacation in Florida with his wife. Hellman is pooled with Fabian in three auto theatres and is building a fourth near Philadelphia. He also has three standard theatres. His son Neil is associated with him in the operations.

The senior Hellman thinks a lot of new drive-ins will be built when materials become more plentiful but he declines to estimate how many of them the country will support. Right now is a difficult time to build, he observed. "It took 45 tons of steel for our screen, and where are you going to lay your hands on that much steel today?" he said.

Hellman's interest in open air theatres dates back more than 35 years. He had an outdoor annex to the old Fairyland on South Pearl street.

"It was two blocks from the Fairyland and had a capacity of 350—on benches," he said. "The capacity was too small to pay and I closed it after one season."

Joseph Borkin Is Named Rank Consultant in U.S.

NEW YORK—Joseph Borkin, formerly chief economic adviser and attorney in the antitrust division of the Department of Justice and economist with the Federal Communications commission, has been retained as consulting economist by the J. Arthur Rank Organization.

Borkin, who has offices in Washington, D. C., and New York, will act as adviser to Robert Benjamin, president, with respect to all the J. Arthur Rank interests in this country.

Bergman, Shapiro Elected Lodge Vice-Presidents

NEW YORK—Maurice A. Bergman, eastern advertising and publicity director for Universal Pictures, and Robert K. Shapiro, manager of the New York Paramount Theatre, have been named as vice-presidents of Cinema lodge, B'nai B'rith.

D. A. Doran Honored

NEW YORK—Book publishers, magazine editors, literary agents and the press attended a Paramount cocktail reception on Wednesday (May 7) in honor of D. A. Doran, studio production executive, at the 1-2-3 club. John Byram, chief of the company play department; Russell Holman, eastern production head, and Alan Jackson, eastern story editor, acted as hosts.

Universal Dividend

NEW YORK—Directors of Universal Pictures Co., Inc., declared a quarterly dividend of $1.06¼ per share on the 4¼ per cent cumulative preferred stock. The dividend is payable June 2, 1947, to stockholders of record May 14, 1947.

Plunkett Back With Paramount

PARIS—Jack Plunkett, advertising director for Paramount in Continental Europe, North Africa and the Middle East for 13 years prior to the war, has resumed his post, according to John B. Nathan, division manager for the territory.

HOLLYWOOD BOXOFFICE

NEWS AND VIEWS OF THE PRODUCTION CENTER

(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Hersholt Lays Plans For Academy Work

HOLLYWOOD—Actor Jean Hersholt, having been unanimously elected to the post, will serve for another year as president of the Academy of Motion Picture Arts and Sciences. Hersholt and other officers were chosen at the first meeting of the recently elected 22 governors of the organization.

The other officers include Charles Brackett, first vice-president; Farciot Edouart second vice-president; George Murphy, third vice-president; William Wyler, fourth vice-president; Mary C. McCall jr., secretary; Donald Nelson, treasurer; Delmer Daves, assistant secretary, and Frederick B. Richards assistant treasurer.

FINANCE POST TO JACK WARNER

Hersholt said that he will again ask Jack L. Warner to serve as chairman of the finance committee. Perry Lieber and Howard Strickling were named to replace Walter Wanger and William Dozier on the public relations committee serving with Miss McCall.

At the request of Eric Johnston of the Motion Picture Ass'n, the board named Hersholt, Wanger and Nelson to work with the three-man committee to be selected by Johnston to discuss various matters in which both the Academy and the MPA are interested, including cooperation with educational groups throughout the country and tighter bond between the Academy and MPA in setting annual awards.

TO RE-ESTABLISH SHOW

The new board also voted to re-establish the annual still photography show inaugurated several years ago by the late John LeRoy Johnston. The show was dropped during the war. Statuettes will again be awarded this year for best stills. The exhibit will be held in August.

Awards for technical achievement will not be affected by the new status of the research council, President Hersholt stressed in commenting on the separation of the research group from the Academy.

Division was made necessary by reason of an eventual allocation of half a million dollars annually for research work by the MPA.

Lantz Music Wins Citation In Musical Courier Ballot

HOLLYWOOD—Walter Lantz was the winner, in the short subject field, of the Musical Courier's citations for the best film music of 1945. The awards, which were given for various branches of film music, were voted on by the public in the first contest of its kind the magazine has ever conducted.

Lantz and Darrell Calker, his musical director, were voted kudos for a film in the musical miniatures series, "Chopin's Musical Moments."

Nelson Concedes Paring Of Film Costs Is Vital



RARE FILMS TO ACADEMY—Ninety-five reels of rare film have been acquired by the Academy of Motion Picture Arts and Sciences from Walter R. Greene and will soon be available for screening to all Academy members. Most of the reels are 28mm safety stock issued by Pathe Freres of France in 1917 and must be converted to 35mm before being shown on modern projection equipment. Jean Hersholt (right), Academy president, accepts the celluloid from Greene.

LOS ANGELES—Donald Nelson, president of the Society of Independent Motion Picture Producers, and Ronald Reagan, screen actor, addressed delegates at the convention of the Pacific Coast Conference of Independent Theatre Owners.

Nelson said exhibitors as well as producers and distributors have a definite stake in the foreign market for American motion pictures and the revenue which comes or fails to come from that market. The SIMPP president held further that the time has come for a sharp trimming of costs in the production and distribution ends of the business.

FACING ECONOMIC PROBLEM

He made his point regarding the foreign markets by reasoning that if the makers and distributors of pictures are confronted with declining revenues from abroad it will be necessary for them either to make cheaper and poorer pictures or to seek higher rentals from the domestic market. Thus, he claimed, in either event the business of the American showman is directly affected.

The SIMPP head opined that the industry's days of exceptionally lush revenues is over and that it is suicidal to pursue further the tendency on the part of producers to make less and less at more and more cost.

He said that many economies in production can be effected through the elimination of waste and that better pictures must be made at lesser costs in order for films to continue to enjoy satisfactory patronage. Another factor that will help the industry during the months ahead and in meeting its postwar problems is closer cooperation between exhibitors and producers, Nelson suggested.

REAGAN VOICES APPRECIATION

Hollywood is not as full of Communists and fellow travelers as some of the many investigations and widespread publicity thereon might indicate, said Reagan, who appeared before the assembled showmen in his capacity as president of the Screen Actors Guild He assured the exhibitors that those who work in the production end of the business, especially the actors, have full appreciation of the important part of the motion picture industry contributed by the men who run theatres.

In commenting on the impending investigation anent Communist activities in the film colony, Reagan said that SAG and the producers are prepared to give every possible cooperation to the house committee on un-American affairs, but suggested that some of the other widely publicized campaigns regarding alleged Red activity in the film capital were merely professional witch hunts and should not be taken too seriously.

Another Troupe to Texas For Disaster Benefits

HOLLYWOOD—A second troupe of Hollywood stars was sent to stake two benefit entertainment programs in Port Arthur and Austin, Tex., with proceeds going for aid of the Texas City explosion victims. Included in the unit are Mickey Rooney, Kay Kyser, Sonny Tufts, Jane Russell, Peter Lind Hayes, Mary Healy, Ann Blyth, Diana Lynn, Marion Morgan, Harry Babbitt, Abigail and Buddy and Victor Borge. The first troupe headed by Jack Benny and Frank Sinatra presented benefit shows in Galveston, Houston and New Orleans.

Jose Iturbi has revised his concert schedule in order to do two recitals in Texas for the benefit of the sufferers of the disaster. He will do a recital in Houston either May 12 or 14, and a few days later will present a concert with his sister Amparo in Galveston.

Spearheads

By IVAN SPEAR

IN HIS first public appearance since assuming the directorship of the Motion Picture Alliance, Dr. John R. Lechner became a full-fledged, 33rd-degree member of Hollywood's neck-out fraternity. Dr. Lechner was principal speaker at one of the series of forums sponsored by that association, that film capital right-of-center organization which has been leveling its lances—mostly via vitriolic advertisements in tradepapers—at comparably militant and comparably unpopular leftist groups.

Referring to some mysterious report that has allegedly been made to the house committee on un-American activities, Dr. Lechner named ten current or recent pictures which said report lists as containing doses of Communist propaganda. Included were "The Best Years of Our Lives," "Boomerang," "Margie," "The Strange Love of Martha Ivers," "A Medal for Benny," "The Searching Wind," "Watch on the Rhine," "Pride of the Marines," "North Star" and "Mission to Moscow."

Charges that Samuel Goldwyn's Academy award-winning "Years" contained Communist propaganda—or propaganda of any kind for that matter—are too ludicrous to merit much comment. Here's a picture which has been the recipient of almost precedentary praise by press and public. Universally it has been lauded as a human, heart-warming, down-to-earth document, projecting more effectively than any other film the problems and hopes of postwar America. Few indeed are the recognized annual kudos — climaxed by the coveted Academy Oscar—that were not showered on the Goldwyn masterpiece. If "Years" is the purveyor of insidious Red messages, stupid indeed are the vast majority of those who have seen it and failed to recognize its insidiousness. And that, of course, applies to Hollywood's master minds—from both sides of the ideologies road—who vote in the annual Oscar sweepstakes.

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Two of them, "Margie" and "Boomerang," came from 20th Century-Fox. The former was a musical—and like most pictures of its ilk was light, gay and tuneful, with few, if any serious moments. The film was enthusiastically and generally acclaimed by critics no matter what the political complexions of the publications for which they write. What's more, the upper-bracket business "Margie" enjoyed in virtually all of its bookings establishes that the public concurred in critical appraisal. "Boomerang" was predicated upon a factual incident in the career of former U.S. Attorney General Homer Cummings. It too was the recipient of far-above-average reviewers' praise and public patronage. The picture was produced by Louis de Rochemont, past master of the documentary technique, whose first claim to industry recognition came through producing the "March of Time" shorts, a by-product of politically arch-conservative Time magazine. Discerning the eye or super-suspicious the mind that could see Communist propaganda in either of these popular pictures. And, as an interesting commentary thereon, let it be remembered that they were made by the studio whose production activities are piloted by Darryl F. Zanuck who currently is bending his every effort to be first to bring to the screen a picture, "The Iron Curtain," which will be an expose of Russian espionage in this country and Canada and the part American Communists play in such spying. A somewhat paradoxical situation, isn't it?

Another pair, Paramount's "The Searching Wind" and Warners' "Watch on the Rhine," were screen versions of popular stage plays. Ever since the industry grew out of its toddling clothes—and that was many years before anyone in Hollywood gave a passing thought to propaganda in motion pictures—it has been the practice of smart, money-making producers to buy screen rights to Broadway hits which in their opinions offer good screen material. Such procedure always has stemmed from the profit motive and it seems reasonable to assume that in paying top prices for the pair listed above, Paramount and Warner were stimulated by that profit motive rather than a secret and insidious desire to influence the ideological thinking of the public.

True, both plays and the pictures based thereon admittedly were anti-Fascist in theme. But it must be remembered that when they were written, when they appeared as plays, and even when they were released as pictures every good American's thinking was very definitely anti-Nazi and anti-Fascist.

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Parenthetically, inclusion of "Rhine" and "Wind" on the Alliance list adds considerable weight to the objections and resentments middle-of-the-road Hollywoodians feel toward all of the ideology groups, whether they veer toward the right or left. The rightists insist on hurling charges of "Communism" at the leftists, who retaliate with equally loud accusations of "Fascism" directed at members of the Alliance and kindred bodies. Their confusing indictments and countercharges create the impression that toilers in the celluloid vineyards must be fellow travelers of one or the other. That's ridiculously far from the facts. Truth of the matter is that a dominant majority of industry executives and workers are perfectly happy to be just good Americans and take a pox-on-both-your-houses attitude toward all of the trouble-stirring ideology organizations, including the Alliance.

Then there are Goldwyn's "North Star" and Warner's "Mission to Moscow." Both can be interpreted as being strongly pro-Russian. But again it must be remembered that they were produced and distributed during an era when Russia was our trusted, respected and admired ally, fighting shoulder to shoulder with the U.S. against those forces of evil. And in the listing of that additional Warner production, more of paradox is dragged into the situation. It was Jack Warner, head of the studio's production, who within the month issued a lengthy statement strongly urging that motion pictures undertake on an industry-wide basis a militant fight against un-American ideologies. In support of his plea, Warner listed countless of his studio's pictures, past, present and future, which have been messages on Americanism. And it's the same Jack Warner who has been more acclaimed and more decorated than any other industry figure for his contributions to Americanism and the recent war effort.

Dr. Lechner informs that the author of the mysterious report to the house committee on un-American activities must remain anonymous until such a time as he appears before that congressional group to repeat his accusations as sworn testimony. As to his identity, too many guesses shouldn't be necessary for those who have observed the birth, growth and modus operandi of the Alliance. But whoever he may be, the author, Dr. Lechner and the Alliance will have to dig a lot deeper, a lot more productively and a lot more convincingly ere the house committee or the public will take seriously their fear-with-alarm bleat that Hollywood's output is being honeycombed with Communist propaganda.

'Duel' in 24 Theatres In Los Angeles Area

HOLLYWOOD—"Duel in the Sun" for the second time in its exhibition history occupied the center of the film capital's limelight devoted to premieres, openings and debuts extraordinary.

"Duel" opened simultaneously in 24 Los Angeles theatres, including the Orpheum-Belmont unit, reportedly the greatest number of picture houses set to show a single film in southern California history.

Over 200,000 seats were being made available every day. No residential district was more than ten minutes away from a theatre showing the feature. Theatres include:

Orpheum, El Rey, Vogue, Fairfax and Belmont in Los Angeles.
Alex in Glendale.
Academy and Pasadena in Pasadena.
El Portal, North Hollywood.
Westwood Village, Westwood.
United Artists in Englewood.
Fifth Avenue, Huntington Park.
Golden Gate, East Los Angeles.
Criterion, Santa Monica.
Granada, Wilmington.
Cabrillo, San Pedro.
West Coast, Long Beach.
Redondo, Redondo.
Redlands, Redlands.
Riverside, Riverside.
Arlington, Santa Barbara.
Broadway, Santa Ana.
La Reina, Van Nuys.
Fox, Pomona.
Granada, Ontario.
Village, Claremont.
Fox, San Bernardino.

"It Happened on Fifth Avenue," Allied Artists-Monogram feature was set for a gala premiere April 16 at Grauman's Chinese in Hollywood prior to the start of its regular run following day at that and three other houses. In addition to numerous Hollywood stars who will be on hand for the occasion, members of the Variety Club here for their national convention, are expected to attend.

A trio of Warner stars will go to Cheyenne to participate in the world premiere there May 22 of "Cheyenne," the western, namely, Dennis Morgan, Jack Carson and Janis Paige.

Western Leaders of SRO Huddle in L. A. on 'Duel'

LOS ANGELES—Milton Kusell, general manager for Selznick Releasing Organization, called a conference here for May 11, 12, of his west coast division and district managers to discuss the best way of achieving maximum grosses for "Duel in the Sun" in smaller situations.

Attending the sessions are John Howard, western division sales manager; District Managers Harry Hunsaker, San Francisco; Charles Duer, Denver; Howard Cahoon, Salt Lake City, and Larry Doyle, San Francisco.

Other meetings on the same subject will be held in districts throughout the country.

UA Distribution Contract Signed by Hal Roach

HOLLYWOOD—Upon his return from New York, Producer Hal Roach sr., revealed that he had signed a releasing deal with United Artists whereby the latter will distribute his current program of pictures.

Under terms of agreement, UA will handle "Curley," "Here Comes Trouble," "Fabulous Joe," and "Who Killed Doc Robin," which already are completed, and two others.

Distribution deal had been agreed upon by UA on April 17, but the pact did not become effective until the producer actually signed the contract.





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Because of him, more people understand more of what goes on in the world—of the significant events in the daily life of mankind. Handling his equipment with skill and ingenuity . . . surmounting the most adverse conditions of light and weather . . . he has an important role in the creation of a better-informed public.

If he is to get the most from this role . . . to give the most to the public . . . the newsreel photographer naturally needs superior film. That's why he prefers to work with members of the large and well-known family of Eastman motion picture and sound films.

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STUDIO PERSONNELITIES

Barnstormers

Monogram

JIMMY WAKELY made a personal appearance at Beverly Hills Hitching Post theatre when his western, "Saddle Serenade," opened there May 3. The picture also opened on that date at Hitching Post theatres in Hollywood and Santa Monica.

Blurbers

20th Century-Fox

HUGH LESTER, OLIVER HOPPS, JIM SIMMONS and SHIRLEY POTASH have been dropped from the publicity department in latest retrenchment move of the studio.

Briefies

Metro

Cartoons "Lucky Ducky," "Lovey Dovey" and "Oily to Bed," the latter featuring Droopy the Ponderous Pooch, set to roll with Fred Quimby producing and Tex Avery directing.

Warners

"Hometown Circus," annual big top affair of Gainesville, Tex., in which entire community participates, will be filmed as a Technicolor two-reeler. Gil DeWitt will direct.

"So You Want to Gamble," sixth in the Joe McDoakes series of short subjects, started lensing with George O'Hanlon in the topline. Dick Bare and Dave Swift scripted the two-reeler, which Bare directs for Producer Gordon Hollingshead.

Cleffers

Metro

Musical director chores on "Tenth Avenue Angel" and "Alias a Gentleman" handed RUDDY KOPP and DAVID SNELL respectively.

United Artists

CARMEN DRAGON signed by William Cagney Productions as musical director on "The Time of Your Life."

Warners

FREDERICK HOLLANDER set to compose the score for "Wallflower," comedy starring Robert Hutton, Joyce Reynolds and Janis Paige.

Meggers

Columbia

"Silverado Squatters," upcoming film version of Robert Louis Stevenson's book, has been placed on the production schedule of TED RICHMOND and ROBERT COHN. Screen treatment will be prepared by Tom Kilpatrick.

LES GOODWINS, former RKO Radio contract director, ticketed to meg "The Lone Wolf in London," third in the new series of Lone Wolf features, starring Gerald Mohr. Ted Richmond and Robert Cohn produce.

NORMAN DEMING set as assistant to Producer Don Hartmann on the Ginger Rogers-Cornel Wilde starrer "It Had to Be You."

Second production for Producer Martin Mooney's slate is "The Hijackers," a yarn of diesel-powered grand larceny on the highways. Matthew Rapf has been signed to develop the original story.

Independent

VLADIMIR STRECHEWSKY, European director, inked to a long-term contract by Producer Herman Millakowsky.

Metro

CURTIS BERNHARDT set to meg "The High Wall" in which Robert Taylor and Audrey Totter topline.

MERVYN LeROY set to meg the Clark Gable starrer "The Homecoming of Ulysses." Assignment is LeRoy's first under his new contract with the outfit. Sidney Franklin will produce.

Monogram

BERNARD BURTON, associate producer, given contract extension for a year by Producer Hal E. Chester and will serve in this capacity on "A Guy Named Joe Palooka."

Paramount

Producer RICHARD MAIBAUM, who recently completed his assignment on "The Big Clock," has had his option lifted.

NORMAN Z. McLEOD ticketed to meg the Bob Hope Technicolor starrer "Paleface," which Robert Welch will produce. This will be McLeod's second consecutive directorial assignment for the studio, on a loanout agreement with Rainbow Productions, the first being the recently completed "Road to Rio."

RKO Radio

Producer RICHARD BERGER gives an option lift. He is now preparing to produce "Roughshod" which Mark Robso will direct.

Director JACQUES TOURNEUR inked in a new term contract calling for one picture a year for five years. He recently finished "Out of the Past."

Universal-International

JULES DASSIN given megging assignment on Producer Mark Hellinger's "Homicide" which will star Barry Fitzgerald and Don Taylor. Most of the film will be shot in New York with the cooperation of that city's homicide squad.

Options

Columbia

RON RANDELL assigned role in support of Ginger Rogers and Cornel Wilde in "It Had to Be You."

LOUIS HAYWARD signed for role in "The Black Arrow." GRANT WHYTOCK will serve as Edward Small's associate producer.

Supporting role in the Sam Katzman production, "The Prince of Thieves," set for H. B. WARNER. LOWELL GILMORE and GAVIN MUIR set for roles.

Eagle-Lion

UNA MERKEL draws a part in "Texas Legend," a Joseph Fields production, which Leigh Jason will direct.

Enterprise

CHARLES BICKFORD signed to star with Joel McCrea and Frances Dee in the Harry Sherman production "They Passed This Way." Featured role given EVE NOVAK.

Metro

TREVOR BARDETTE set for role in "Alias a Gentleman," starring Wallace Beery with Tom Drake and Dorothy Patrick.

Cast additions to "Cass Timberlane" include MARGARET LINDSAY and CAMERON MITCHELL.

Monogram

MORRIS CARNOVSKY, VINCE BARNETT and BENNY BAKER signed for featured roles in the Hal E. Chester production "A Guy Named Joe Palooka."

LOUIS WILLIAMS added to the cast of "The Hunted," an Allied Artists film.

Paramount

JOHN DEHNER, GEORGIA BACKUS, HAL RAND and CAROLYN BUTLER assigned roles in Betty Hutton starrer "Dream Girl."

JAMES DAVIES, PERRY IVANS and PAT LANE added to the cast of the Technicolor production "Whispering Smith." ELMO LINCOLN and FRANK MAYO set for parts.

Comedian BILLY DE WOLFE given option hoist. Latest picture was "Variety Girl" in which he had a featured spot.

Republic

Featured role in the Charles K. Feldman-Lewis Milestone production "The Red Pony" set for LOUIS CALHERN.

JACK HOLT ticketed for heavy role in "The Wild Frontier," initialer in the new Famous Western series starring Allan Lane.

FRED BRANNON and SPENCER BENNETT to co-direct the 13-chapter serial, "G-Men Never Forget," which Mike Frankovich will produce as the next chapter play on the studio's list.

ROBERT SCOTT and ROBERT ARMSTRONG inked for roles in "It's Murder, She Says."

MARGARET HAMILTON, JAMES BELL and HOWLAND CHAMBERLAIN added to cast of "Driftwood." Featured role given HOBART CAVANAUGH.

20th Century-Fox

EDWARD CLARK handed supporting role in the Technicolor production "Off to Buffalo."

New term contract given BETTY GRABLE. She recently completed the production "Mother Wore Tights" and will probably go into the film "The Blonde From Bashful Bend" in September. Miss Grable has retired from the screen temporarily awaiting the birth of her baby which is due in June.

IAN KEITH handed role in the Tyrone Power starrer, "Nightmare Alley," which Edmund Goulding will direct.

JEAN PETERS ticketed for top line with Clifton Webb and John Payne in the George Jessel production "Julie."

MARY CURRIER assigned role in "Foxes of Harrow."

GLENN LANGAN and KURT KREUGER inked to new contracts.

United Artists

Cast additions to the Star Films production, "Intrigue," include CHARLES LANE, REG BILLADO, RALPH WINTERS, J. C. FLIPPIN and DAVID LEONARD. MARVIN MILLER signed for role.

Warners

Additions to "Whiplash" cast include CEFERINO GARCIA, ALDO SPALDI, JOEY GRAY, GEORGE GOODMAN, HARVEY PERRY and JIM O'GATTY.

MONTE BLUE and JONATHAN HALE cast for roles in "Silver River."

LANE CHANDLER, LOUIS MASON and BRANDON HURST handed roles in "Two Guys From Texas."

Scripters

Columbia

AUBREY WISBERG set to script "The Wreck of the Hesperus," which Wallace MacDonald is producing.

JERRY WARNER will do polish job on the screenplay of "The Crime Doctor's Gamble," next in the series starring Warner Baxter. Rudolph Flothow is the producer.

Metro

ANDREW SOLT set to work on the screenplay of the Ingrid Bergman-Victor Fleming-Walter Wanger production based on the life of Joan of Arc, in which Miss Bergman will star.

Paramount

JACK ROSE in collaboration with Norman Z. McLeod will do polish job on "Paleface" script. McLeod will direct and Robert Welch produce.

20th Century-Fox

JULES FURTHMAN signed to new contract. Under the new pact, Furthman will travel to Hawaii where he will gather material and write the screenplay for "Song of the Islands."

Warners

RICHARD C. HUBLER joins company's roster of writers.

CURT SIODMAK and JAMES GUNN will script screenplay for "The Persian Cat," an original by John Larkin which William Jacobs will produce.

Story Buys

Enterprise

"Ring Horse," a novel by Thomas W. Duncan, was purchased by Producer Harry Sherman. Screen adaptation will be written by team of Graham Baker and Teddi Sherman.

Independent

Screen and Radio Actress Vera Vague has taken an option on the novel "Miss Pettigrew Lives for a Day," by Winifred Watson, and plans to produce it independently. Main character in the book, which Miss Vague will portray, is much like the zany personality she plays in films and on the radio. No release has as yet been set.

Screen rights to "Mrs. Mike," by Benedict and Nancy Freedman, were purchased by Edward Gross, who plans to base a feature on the novel. No release deal has been set.

Paramount

"The Man Who Stole a Dream," by L. S. Goldsmith, purchased by Pine-Thomas. Whitman Chambers was set to write the screenplay. Story appeared in Pic magazine and deals with a criminal who gains access to the files of a psychologist.

PRC Pictures

"Angel With an Anklet," original by Dorcas Cochran, is studio's most recent purchase. Story deals with the experiences of airline hostesses. Miss Cochran has been signed to write the screenplay.

United Artists

Producer Hunt Stromberg has taken an option on J. G. Taylor Spink's book "Judge Landis and 25 Years of Baseball" and plans to make it as a top budget picture. Producer is negotiating to get Leo Durocher either for appearance in film or to act as techical adviser.

"Hold It, Please," an original story by Francis Swann, purchased by Comet Productions as a starrer vehicle for Jackie Cooper on his new three-year deal with the outfit.

Technically

Enterprise

Crew assignments on the Harry Sherman production "They Passed This Way" given DUNCAN CRAMER, art director; RUSSELL HARLAN, cameraman, and NATE BARRAGAR, assistant director.

Metro

Lensing assignment on "If Winter Comes" given GEORGE FOLSEY.

DOLPH ZIMMER named assistant director on the Mickey Rooney starrer "Killer McCoy." SIDNEY WAGNER set as cinematographer.

Art director assignments on "If Winter Comes" and "Cass Timberlane" given HANS PETERS and DAN CATHCART, respectively. JOHN DUNNING assigned film editor for "Cass Timberlane."

Paramount

CHUCK HANSEN set as unit manager and ART LUEKER as assistant director on United States Pictures' production "Ever the Beginning."

Republic

Production crew on "The Fabulous Texan" include REGGIE LANNING, cameraman, and KENNY HOLMES, unit manager.

TONY GAUDIO set as cameraman on the Charles

(Continued on next news page)

11th. Annual Convention

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Conciliator Named in SAG Dispute; Peace Parleys Mark Labor Scene

WASHINGTON—Frank E. Wenig has been appointed conciliator of the labor dispute between the Screen Actors Guild and all the motion picture producers, it was revealed by the Department of Labor. Wenig will work out of the San Francisco regional office for the Labor department in the Los Angeles area.

The waiting period after the strike notice recently filed here at the Labor department expires May 21 under the provisions of the war labor disputes act.

The complaint signed by John Dales, executive secretary for SAG, cited wages, hours and working conditions. An interesting array of officers and directors of SAG comprises top Hollywood stars, headed by Ronald Reagan, president.

Union-Producer Parleys Mostly in Star Chamber

HOLLYWOOD—If conferences can bring lasting tranquility to the film capital's turbulent labor front, Hollywood should become the permanent abode of the dove of peace. On every side—and mostly in star chamber sessions—meetings were being held to adjust current union-producer battles and to negotiate contracts to safeguard against future labor wars.

A committee representing the major Hollywood producers entered into collective bargaining negotiations with Herbert Sorrell and his committee from Painters Local 644. The two groups made some headway, producer headquarters reported, in their discussion of the problems preventing the painters from returning to work. The session ended after an hour and a half, with the understanding that the producers were willing to meet again at any time at the request of Sorrell.

Even less informative—in fact, entirely lacking—was news about the confabs between the producers and the Screen Actors Guild over the new contract being negotiated between them. SAG paused sufficiently long in its negotiating to call attention to the fact that AFL President William Green's plan to call a conference of the international presidents of AFL unions and guilds in the Hollywood studios—for the purpose of setting up permanent arbitration machinery for peaceful settlement of Hollywood jurisdictional disputes—is a direct outcome of SAG's activities at the AFL convention in Chicago last October.

It was recalled that the guild sent 12 stars to Chicago to present and lobby for resolution No. 187, which called for the setting up of such machinery. The resolution received the unanimous approval of the convention—and Green and the AFL executive council are now proceeding to put the resolution into effect.

Meanwhile, the monthly statistical bulletin issued by the California department of labor revealed that, despite all the labor differences, toilers in the celluloid vineyards, specifically the hourly workers, earned considerably more in March of 1947 than the same month of last year. Their weekly average pay check amounted to $93.34, which was $13.56 more than the $79.78 averaged for March 1946, and was a slight increase over February 1947, when the average was $91.41.

AFL Strike Action Spurned by Walsh

NEW YORK—The latest attempt by the AFL executive council to settle the Hollywood jurisdictional labor fight, was rejected by Richard F. Walsh, president of the IATSE, one of the warring unions.

Walsh said last Tuesday, May 5, that the council's decision to give the IATSE jurisdiction over assemblage of sets and the carpenter's union jurisdiction over the construction of sets would not bind the IATSE.

"It is unacceptable," he declared.

This was a modification of the council's August 1946 ruling which also had been rejected by Walsh. The August ruling gave the IATSE jurisdiction over the erection of sets and the carpenters jurisdiction over all construction work in the studios. The latest ruling by the council substituted the word "assemblage" for "erection."

Executive Travelers

AFTER a two-week business trip to Gotham, D. A. Doran, executive in the producing department at Paramount, checked in at his desk. He was accompanied by Mrs. Doran.

Bernard Goodwin, vice-president of Famous and Paramount Music companies and secretary of Du oMnt Film Laboratories, returned to his New York headquarters following business huddles here.

* * *

Nicholas Schenck, president of Loew's, Inc., trained out for Manhattan after a week of confabs with Louis B. Mayer and other Metro toppers.

After holding sales conferences in New York with Metro executives, Howard Strickling, studio director of advertising and publicity, returned to the lot.

* * *

Producer Hal Roach sr. trained in from ten days in Gotham, where he discussed distribution deals for his comedies.

* * *

Stanley Kramer, head of Screen Plays, Inc., checked back at his desk after a trip to New York. While there he conferred with former Gov. Al Smith's heirs on converting the latter's life story into a picture.

* * *

Arthur Krim, president of Eagle-Lion, planed out for Gotham after an extended series of confabs with Bryan Foy, vice-president in charge of production, and other studio executives. Krim returned to New York to be on hand there for the arrival of J. Arthur Rank, head of a British motion picture outfit bearing his name, with whom E-L is affiliated in distribution.

* * *

United Artists Producer Benedict Bogeaus trained in from Manhattan after four weeks of huddles there with Carl Leserman, vice-president of Bogeaus Productions. Confabs concerned, among other things, opening of offices in London and Paris.

* * *

Mark Hellinger, independent producer for Universal-International, planed out for Gotham.

Monogram Will Reissue Pair of Double Features

HOLLYWOOD — Monogram will reissue four of its past films in the form of a pair of double bills with "Queen of the Yukon" and "Wolf Call" going into release May 31 and "Dillinger" and "Mutiny in the Big House" planned for late summer release.

Earl Muntz Enters 16mm With Shore

HOLLYWOOD—With everybody and his brother forming independent 16mm producing companies, it seems only right that southern California's automotive madman, Earl Muntz, should join the ranks. In partnership with Mike Shore, Muntz has concluded purchase and lease negotiations for the Audio Pictures studio. Incorporated as Muntz-Shore Productions, they will produce features, shorts and 16mm commercials, as well as rent out space for independent production.

Besides taking over Audio's physical properties, Muntz-Shore acquired that outfit's accumulated story material. Audio's chieftain, Ferenz Fodor, and Production Manager Lou Brandt, will be retained in an operational capacity. The company will release its features through Screen Guild, which deal earlier was set up by Audio.

* * *

Allyn Butterfield, former editor of Pathe, RKO and Universal newsreels, has formed his own 16mm production company, Allyn Butterfield Productions, and plans to produce short subjects and features. The company now has in work a two-reeler entitled "Woman Speaks," which is a screen digest of women's activities and achievements. Butterfield also has contracts to produce a series of documentary films from leading universities, first of which will be made at Lafayette, Ind., on the campus of Purdue university entitled "Spirit of Purdue."

* * *

United Productions of America, 16mm outfit, has signed an agreement with Ansco division of the General Aniline and Film Corp., whereby it will use the new Ansco color film in the German version of "Brotherhood of Man," now being made for the civil affairs division of the War department for distribution in German commercial film houses.

* * *

Producer Edward Nassour, launched a new program of 16mm commercial films with the start of a two-reeler for Fount-O-Ink Co. He plans to combine commercial film making with feature production.

In 1946 the Production Code Authority approved 425 pictures, of which 19 were foreign pictures.

Studio Personnelities

(Continued from preceding news page)

K. Feldman-Lewis Milestone production "The Red Pony."

20th Century-Fox

Production staff for the Tyrone Power starrer, "Nightmare Alley," will include SIDNEY BOWEN as production manager; GASTON GLASS as assistant director and LEE GARMES as cinematographer.

Title Changes

Columbia

MY AWFUL WIFE is the new tag given the Cornell Pictures' comedy which was filmed as "Her Husband's Affairs," and was at previous times known as "The Mating Call," "The Yes Woman" and "The Lady Knew How."

Metro

AS YOU DESIRE ME is the final handle for the Greer Garson starrer formerly titled "Woman of My Own."

THE NIGHT RAIDERS is the new handle for "Romance of Rosy Ridge" also formerly known as "Clouds on the Sun" and "The Yankee."

Monogram

"Backfire" reverts to its original handle of THE LAW COMES TO GUNSIGHT.

United Artists

"Personal Column," a Hunt Stromberg production, will henceforth be known as LURED.

J. J. Jones Presides At SGP Conference

HOLLYWOOD—Everything was in readiness for the first anniversary stockholders meeting and sales conference of Screen Guild Productions which was set to start here on Monday, May 12. John J. Jones, president of SGP, will preside at the meetings which will last five days.

Monday franchise holders, directors, salesmen and various officials were to register. Tuesday was to be given over to a board of directors meeting followed by a screening of SGP's newest pictures. Wednesday there was to be a stockholders meeting, meeting of the new board of directors and election of officers followed by another screening. Thursday and Friday were set for general sales conferences with banquets in the evenings.

Harry James Will Form Own Production Firm

HOLLYWOOD—Adding another name to the ever growing list of independent producers, band leader Harry James plans to set up his own production company upon completion of his present cross-country band tour. Musical pictures only will be on his agendum and, as his first property, he has purchased "Downbeat for Two," an original by Frank Waldman.

No release has been set.

Edward Chodorov to Fox

HOLLYWOOD — Edward Chodorov, formerly with MGM, has been signed to a term deal as a writer-producer by 20th-Fox. No assignment has as yet been set.

SEATTLE

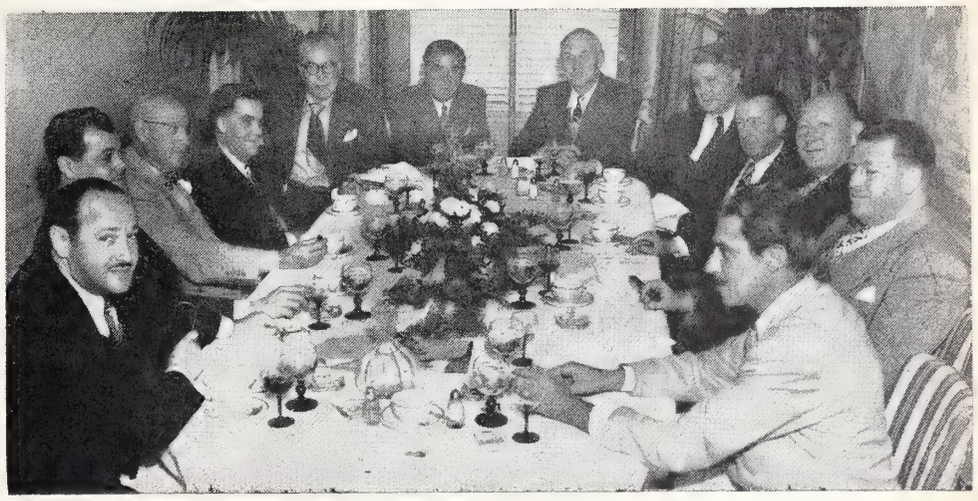
A shift in managers in Evergreen's Washington district promotes Murt Makins from assistant to manager at the Admiral in Bremerton. Dan Putnam takes over as head man at the Rialto, and Roland Rouse moves from the Neptune, Seattle, to the Bay, also in Bremerton . . . Herbert Kaufman, Paramount branch head, was in Los Angeles for managers' conference.

Walter Green, president of National Theatre Supply, and Oscar Oldknow, vice-president, arrived from New York to visit with Oscar Chinniquy, local manager . . . Dave Golden, supervisor of branch operations for National Screen Service, left for Los Angeles after a two-week sojourn here . . . Ted Galanter, MGM's San Francisco exploitation representative, formerly stationed here, was in town for a short visit.

Bill Phillips, western director of exploitation for U-I, conferred with Frank L. Newman sr., Evergreen president, and Vic Gauntlett, advertising manager, while visiting here . . . Claude Jensen and his wife were in town from Portland to visit with Mr. and Mrs. J. G. von Herberg . . . Ralph Abbott, Monogram branch manager, and Ed Cruea, salesman, were in Los Angeles for sales conference.

Guy Kibbee, veteran comedian, passed through here on his way to join Dan Duryea, Chili Williams, Frances Rafferty and Benny Rubin at the Wenatchee Apple Blossom festival . . . Barney Rose, U-I western district manager, has been visiting the local exchange . . . Exhibitors on Filmrow during the week included W. A. Cochrane, Snoqualmie; Bud Hamilton, Darringer; Gene Groesbeck, Enumclaw, and El Keys, Walla Walla.

Eric Johnston Welcomes Variety Club Delegates



Charles P. Skouras, president of Fox West Coast Theatres and chief barker of Los Angeles Variety Club, was host at a luncheon given to acquaint Los Angeles newspaper publishers and editors with the Variety convention, to be held in Los Angeles May 13-17.

Left to right: Sherril Corwin, vice-president of Metropolitan Theatres and chairman of the Variety convention publicity committee; Seymour Peiser, advertising and publicity director for FWC; D. G. Keeler, publisher, Herald-Express; Ray Van Ettisch, managing editor of the Examiner; William Holden, assistant managing editor, Times; Skouras; Judge Harlan Palmer, publisher, Hollywood Citizen News; Thornton Sergeant, director of public relations for National Theatres; Lee Payne, editor, Daily News; J. B. T. Campbell, managing editor, Herald-Express; Floyd Maxwell, chairman, Los Angeles Newspaper Publishers Ass'n, and James R. Luntzel, Hollywood Publicity Associates.

LOS ANGELES—With a salute from Eric Johnston, president of the Motion Picture Ass'n of America, to Variety Clubs International, practically everyone of importance on the Hollywood scene has voiced a hearty welcome to the barkers who are to attend the organization's convention here May 13-17. Final details of the business and social programs of the big powwow were virtually completed as the MPA chief added his note of blessing. Said Johnston:

"I appreciate this chance to salute the Variety Clubs International and on behalf of the Motion Picture Ass'n of America to welcome the national convention to Los Angeles and Hollywood for the first time.

SHOW BUSINESS'S HEART

"To me, the Variety Clubs are truly the heart of show business. There is no heart more generous than the heart of Variety. They have devoted themselves wholeheartedly to a multitude of charities, asking nothing but the chance to serve in good causes and bring a greater measure of happiness to the underprivileged, the distressed and the unfortunate. They have particularly enriched the lives of children, and in so doing have helped to build a brighter, better country for us all.

"The warm heart of Variety is a shining symbol of the traditional generosity of show business.

"To the members of Variety, I want to say this:

"Hollywood is the heart of motion picture production. It creates the pictures which you, as showmen, present to the public. We need one another. Your convention is an opportunity for all of us in the industry to become better acquainted and to understand and appreciate better one another's work and problems."

Jack Carson has been set as master of ceremonies, with Dennis Morgan, Janis Paige and Penny Edwards as stars on the show which will be staged for the visiting barkers at the annual Humanitarian dinner at Warner studio. The show will be produced by LeRoy Prinz and James V. Kern. Jack L. Warner will be host to delegates and to 200 civic, state and film industry leaders. The affair, a stage event, will be the windup of the convention.

GRAUMAN TO HOST WIVES

Sid Grauman will be host to 400 wives of delegates at Ken Murray's "Blackouts" while the barkers are attending the Humanitarian Award dinner.

Indianapolis and Cincinnati barkers notified W. H. "Bud" Lollier, transportation chairman for Los Angeles Tent 25, that they will arrive in Los Angeles three days in advance of the main body of delegates.

Bob O'Donnell, national chief barker, planed in from Dallas as the first national officer of the showmen's organization to reach here for the convention. Charles E. Lewis, national publicity director, also arrived early.

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Sam Goldwyn Blasts M. P. Alliance On Alleged Communism in Films

HOLLYWOOD—Film makers of Olympian stature became embroiled in one of the film capital's periodical teacup tempests over ideologies when Samuel Goldwyn directed a withering blast at the Motion Picture Alliance, Hollywood rightist group, its executive personnel and its modus operandi.

The Alliance chose to extend an olive branch to several top-drawer producers, after its new director, Dr. Lechner, had named in open meeting a group of ten films purported to contain Communist propaganda. Producer Goldwyn, however, declined to have any part of the peace offers.

The list of pictures, current and past, which allegedly include Red preachment were "The Best Years of Our Lives," "Boomerang," "Margie," "The Strange Love of Martha Ivers," "A Medal for Benny," "The Searching Wind," "Watch on the Rhine," "Pride of the Marines," "North Star" and "Mission to Moscow." This list, according to the Alliance director, appears in a confidential—and somewhat mysterious—report which someone of undisclosed identity has made to the house committee on un-American activities. Dr. Lechner made reference to the report and cited the films while a speaker at an open forum sponsored by the Alliance.

No sooner had the ink dried on reports of the doctor's observations when they were branded as something of a faux pas by Ralph Clare, chairman of Alliance's board, who addressed a letter to the producers concerned and to the press in which an effort was made to save face for Dr. Lechner and to gloss over his remarks.

It was this face-saving gesture that brought militant, written retort from Goldwyn. In a letter to Clare, he said:

"I have received a copy of a statement addressed to myself and others in which you attempt to make belated and inadequate explanations for the complete irresponsibility of your executive director, whose outrageous performance at your meeting last week was an insult not only to Mr. Zanuck, Mr. Warner and myself and the companies we represent, but to the motion picture industry as a whole. I must tell you that I cannot accept your statement as even beginning to make amends for the grave damage and injustice which you permitted to be perpetrated.

"There cannot be the slightest excuse for having given any currency whatever to such a fantastic, ill-conceived and unworthy statement as the one that my picture, 'The Best Years of Our Lives,' is on a list of pictures alleged to contain Communist propaganda. You could not knowingly render a greater disservice to American ideals (for whose preservation you purport to stand) and to the motion picture industry than to permit such baseless irresponsibility to be uttered about a picture which has been unanimously acclaimed as exemplifying the very best of America.

"The feeble disclaimer that 'Dr. Lechner did not endorse the accuracy of this report' is only further proof of the total lack of responsibility involved in his performance for I cannot imagine how anyone could dare to repeat the contents of such a report which he himself did not believe.

"If, as you say, the executive committee of the Motion Picture Alliance actually disagrees with the charge of Communism 'as it applies to the majority of the pictures on the list,' it would seem to me that you would do more than simply state that. As long as Dr. Lechner continues to be associated with your organization and as long as you continue to permit lies to be spread publicly and then try vainly to catch up with those lies by feeble statements, you can rest assured that few people in the industry will have the slightest bit of confidence in what you are doing."

William Thedford Named Aide to George Bowser

LOS ANGELES—William Thedford, Fox West Coast district manager for southern California's citrus belt, has been promoted to the newly created executive post as assistant to George Bowser, general manager of the circuit. With Thedford as his assistant, Bowser will be able to give more time to general supervisory duties and problems arising from consent decree operations.

Fred Glass, division manager of the northern California valley district, shifts over into the spot left vacant by Thedford.

Big Enterprise Sum For Three Pictures

HOLLYWOOD—Plans for an advertising budget of $1,750,000 for three pictures were revealed by Robert S. Taplinger, vice-president of Enterprise, following the return of Charles Einfeld and David Loew from business huddles in New York. The sum will be devoted to merchandising "Arch of Triumph," "Body and Soul" and "The Other Love."

Conferences in Manhattan between Einfeld, Loew, Distribution Chief George Schaefer, executive of Donohue & Coe, United Artists and Taplinger, produced policy of five-way distribution of funds for each picture between magazines, local newspapers, radio and trade papers, with $75,000 budgeted for institutional advertising.

"Arch of Triumph" will have the largest appropriation of $900,000, "The Other Love" has a $400,000 budget and "Body and Soul" will draw $450,000.

William E. Selwyn, talent director for Enterprise, has terminated his contract with that company by mutual consent. Selwyn had been with Enterprise since its inception, coming from MGM where he was assistant casting director.

Managers Pass Handbills Setting Forth Grievances

LOS ANGELES—Associated Theatre Operating Managers, the union of picture house pilots whose membership largely is comprised of Fox West Coast employes, is carrying its differences with FWC direct to the patrons of that circuit's theatres in Los Angeles county.

Approximately 100,000 copies of a handbill setting forth the union's grievances were handed out by house managers and their assistants to customers of FWC theatres in Highland Park, Inglewood, Pasadena, East Los Angeles, the San Fernando valley, as well as the first run houses in downtown Los Angeles and Hollywood. The program was to be extended to all FWC houses in Los Angeles county, according to James G. Moran, secretary and spokesman for the union.

Moran said the increase in union activity resulted from continued refusal of FWC to recognize or bargain with the union, which he says represents more than 75 per cent of all of the circuit's managers and assistant managers in the territory.

ATOM's battle with the circuit came to a head recently when the chain cut by 20 per cent the managers' participation in profits from candy sales. The union is objecting also to salary scale for assistant managers, which, it points out, is less than that paid to theatre janitors. Following the cut in candy profits, union spokesmen declared that they would try every avenue toward peaceful settlement of their grievances before resorting to strike action.

The union was scheduled for a hearing before the National Labor Relations board in January of this year, but the meeting was postponed because of the company's claim that managers were executives rather than employes and, as such, were not subject to the benefits of collective bargaining under the Wagner act.

New Detroit Theatre Burns

DETROIT, ORE.—The newly opened Detroit Theatre here was destroyed recently in a spectacular fire which burned half the town. Fred S. Wilson, manager, estimated the loss at more than $50,000.

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ITA Will Take No Action In 'Years' Controversy

BOISE, IDAHO—The Idaho Theatres Ass'n announced after its recent annual meeting here that controversies over the distribution of "The Best Years of Our Lives" are being "adjusted" and that the organization would take no action on the issue of whether the film will be shown in Idaho.

Past President Mildred Wall of Lewiston previously had said that some theatre managers in the state had protested the increased admissions which distributors have insisted be charged for the film.

Discussion at the meeting centered on the organization and scope of the association, which soon will be incorporated.

Mrs. Wall was stricken ill upon her arrival here and declined to be a candidate for the position next year. She accepted a directorship.

Hugo Jorgenson of Rigby was elected president; Mitt Bonecher, McCall, vice-president; Roger Mendenhall, Boise, secretary, and I. H. Harris, Burley, treasurer.

Directors elected were Harris A. Wagner, Grangeville; Max Lloyd, Twin Falls; Bob Anderson, Pocatello; Lawrence Jones, Malad City, and Hilmer George, Rogby, Idaho.

Paramount Coast Parley Is Held at Los Angeles

LOS ANGELES—Paramount branch managers from the west coast district held a four-day meeting at the exchange here to discuss policies and methods of selling. George A. Smith, division sales manager, and Richard Morgan, home office attorney, conducted the meetings.

Attending the sessions were Hugh Braly, district manager, and branch managers Chet Bell, Denver; Herb Kaufman, Seattle; Frank Smith, Salt Lake City; Neal East, San Francisco; Al Taylor, Los Angeles; Henry Haustein, Portland, and Harold Wirthwein, assistant district manager.

Constance Moore Settles Contract With Republic

HOLLYWOOD—An amicable settlement of contract has been reached between actress Constance Moore and Republic. Miss Moore checks off the lot after appearing in six pictures, latest of which was "Hit Parade of 1947."

Luncheon for Elpidio Quirino

HOLLYWOOD—Philippine Vice-President Elpidio Quirino and his party of 13 other Philippine government leaders were luncheon guests of the Association of Motion Picture Producers international committee upon the party's arrival in a chartered plane from San Francisco. The group left for Washington after the luncheon and a studio tour. Attending the luncheon in the Paramount studio commissary were more than 40 industry leaders, studio executives and film stars. Henry Ginsberg, as head of the host studio, presided. Mayor Fletcher Bowron welcomed the visitors.

There were 598 actors under term contracts to Hollywood major studios in 1946.

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PLAN FOR "CHEYENNE"—Gibraltar Theatres, whose offices are in Denver, will participate in the Rocky mountain preview of Warners' "Cheyenne," which will have prerelease showings in more than 125 theatres in the region late this month. Fred Knill (seated), Gibraltar general manager, presided at a recent meeting of circuit executives to plan the "Cheyenne" showings. Standing, left to right, are Carroll Wright, manager of the Rex in Rocky Ford, Colo.; Bob Sweeten, chief booker; Joe Wylls, Loma Theatre, Socorro, N. M.; Margaret Fitzsimmons and Bob Clark, assistant bookers, and William Simon, Grand Theatre, Rocky Ford.

Universal to Enlarge Power Plant

LOS ANGELES—Construction of an addition to the Universal studio power house at 3970 Lankershim Blvd., Universal City, has been approved by the division office of the housing expediter. The reinforced concrete structure will add an area of 15x42 feet to the building at a cost of $85,000.

Kennewick Drive-In Begun

KENNEWICK, WASH.—Work has begun on a drive-in theatre to be located one mile west of Kennewick on Kennewick avenue at Kadow road on the West Highlands. It will park 800 cars. The Midstate Amusement Co. is owner.

M-G-M TRADE SHOW
SAN FRANCISCO
TERRITORY ONLY
"GONE WITH THE WIND"
20th-FOX SCREEN ROOM
245 Hyde St., San Francisco, Cal.
TUESDAY, MAY 20
1:30 P. M.
David O. Selznick's production of Margaret Mitchell's Story of the Old South, "Gone With the Wind" • In Technicolor Starring Clark Gable as Rhett Butler • Leslie Howard Olivia de Havilland • and presenting Vivien Leigh as Scarlett O'Hara • A Selznick International Picture • Directed by Victor Fleming • Screen Play by Sidney Howard • A Metro-Goldwyn-Mayer Masterpiece Release • Music by Max Steiner

LOS ANGELES

Robert Lucas, chief technical adviser and sound engineer for MGM theatres in Australia, arrived via New York for conferences with studio officials and to inspect technical facilities at the Culver City plant before returning to Australia.

As a community stunt, Lloyd Thayer, who is manager of Grover Smith's York Theatre, will hold a wedding on the theatre's stage at one minute after midnight on May 31. It will be the first wedding in the state for the month of June.

Debbs Reynolds, Dallas, of the short subject department of Interstate Theatres, Inc., who was here for conferences on his production, "Birth of a Nation," said the all-short subject show was an instant boxoffice hit in its initial presentation in the Texas and southwestern territory. Comprising 90 minutes of diversified short subjects, the second in the "Mirth of a Nation" series will feature a subject from each of the MGM briefies series as well as other studios product and is scheduled to be narrated by radio's Mel Blanc.

Filmrow was visited by William Polus, who is a Mexico City theatre owner . . . Returning from a business trip up north, Don McLaren, of the Filbert Supply Co., reports that business is very good . . . Earl Collins, division manager of Republic Pictures, was host to Mr. and Mrs. Charles Gilmour, Denver, at his cottage in La Jolla. Gilmour is president of the Gilbraltar circuit in Denver.

Ralph Carmichael, manager for Republic, is back from a second Phoenix trip in as many weeks. What's doing in Phoenix? . . . The Western Amusement Co. has taken over the Covina Theatre in Covina from William Knotts . . . On the Row doing some booking was Charlese Cabalarro of California Drive-In Theatres, Harry Aurther of Fanchon-Marco, who was in from St. Louis, and "Hap" Simpson of the Tracy Theatre, Long Beach.

Visitors here on business included Dick Spear, San Francisco division manager for Fox West Coast and his assistant, George Milner; Arthur Sachson, general sales manager for Sam Goldwyn, who was in from New York, and Al O'Keefe, who is assistant to U-I's Bill Scully.

M. C. Kennedy opened his new theatre, the Melody, in Port Hueneme . . . Berny Cobb, RKO salesman, is home again from a trip into his territory . . . Harry Hollands ups the seating capacity of his Bishop Theatre, Bishop, from 450 seats to 900 . . . Film Classics now has its own San Francisco exchange, which they acquired from Grubstack and Lippert.

Dick Lang, RKO salesman, takes over the sales manager spot vacated by Earl Stein . . . Bill Flemion and Jack Broder planed to New York on Broder exchange business . . . Burton Jones was on the Row doing some much needed booking for the La Mesa Theatre, La Mesa.

Hillstreet Has a Birthday

LOS ANGELES—The RKO Hillstreet Theatre celebrated the 25th anniversary of its opening and the 12th year of its day and date operating partnership with the Hollywood Pantages May 6. The date also marked the 12th anniversary of M. A. "Andy" Anderson as manager of the house. The theatre recently had a redecoration job both inside and out in preparation for the celebration.

Widder Joins Autry Prod.

HOLLYWOOD — Lincoln Widder, former production executive at Republic, has joined Gene Autry Productions as assistant to Armand Schaefer, president. The first independent Autry film for release through Columbia will go into production May 15 at Tucson, Ariz.

Abbott in 'Dream Girl'

John Abbott has been given a featured role in "Dream Girl" by Paramount.

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LOS ANGELES—After a one-week respite from over-exercising their lachrymal glands, local first run operators returned to their well-worn place at the wailing wall this week as grosses took another nosedive. A couple of newcomers registered impressively but even they were only slightly reminiscent of the lush days. Holdovers, moveovers and reissues apparently were just in to stay the ten rounds.

(Average is 100)

Belmont, El Rey, Orpheum—**Tarzan and the Huntress** (RKO); **The Devil Thumbs a Ride** (ROK), 2nd wk. 100
Bruin, Ritz, United Artists, Studio City, Iris and Carthay Circle—**The Egg and I** (U-I), 5th wk. 100
Chinese, State, Uptown and Loyola—**The Homestretch** (20th-Fox) 175
Downtown Paramount—**That's My Man** (Rep); **Spoilers of the North** (Rep) 65
Egyptian, Wilshire and Los Angeles—**The Yearling** (MGM), 2nd wk. 150
Four Music Halls—**The Macomber Affair** (UA) 175
Four Star—**The Late George Apley** (20th-Fox), 3rd d. t. wk. 150
Hillstreet—**Framed** (Col); **King of the Wild Horses** (Col), 2nd wk. 90
Hollywood Paramount—Same as Downtown 100
Million Dollar—Same as Belmont, El Rey, Orpheum 90
Pantages—Same as Hillstreet 150
Vogue—**Duel in the Sun** (RKO), 18th wk. ..... Roadshow
Warners Downtown, Hollywood, Wiltern—**The Sea Hawk (WB); The Sea Wolf** (WB), reissues, 2nd wk. 100

'Wonderful Life' Tops in Seattle; First E-L Program a Failure

SEATTLE—"It's a Wonderful Life," RKO's first A product to play the Liberty for many years, racked up a sizeable 160 to lead the city during the week. "The Best Years of Our Lives" was still going strong in its move-over roadshow engagement at the Music Box with 150. Biggest disappointment was Eagle-Lion's first program, "Lost Honeymoon" and "It's a Joke, Son," which did a dismal 60 despite the personal appearances of three Hollywood personalities the first two days.

Blue Mouse—**Sinbad the Sailor** (RKO), 3rd d. t. wk. 110
Fifth Avenue—**The Macomber Affair** (UA) 120
Liberty—**It's a Wonderful Life** (RKO) 160
Music Box—**The Best Years of Our Lives** (RKO), 5th d. t. wk., roadshow 150
Music Hall—**Lost Honeymoon** (E-L); **It's a Joke, Son** (E-L) 60
Orpheum—**Pursued** (WB), 2nd wk. 90
Palomar—**Lone Star Moonlight** (Col); **Fig Leaf for Eve** (Indie), plus stage show 100
Paramount—**Captain Caution** (FC); **Captain Fury** (FC), reissues 110
Roosevelt—**Song of Scheherazade** (U-I), 4th d. t. wk. 90

'Spring' a Holdover in Denver; 'Best Years' in Eighth Week

DENVER—"Suddenly It's Spring" was big enough to hold over at the Denham. "Best Years of Our Lives" goes into eighth week.

Aladdin—**Fantasia** (RKO), 2nd d. t. wk. 150
Broadway—**Gallant Bess** (MGM); **Born to Speed** (PRC), 4 days, 4th wk. 90
Denham—**Suddenly It's Spring** (Para) 150
Denver and Webber—**Pursued** (WB); **Little Iodine** (UA), 2nd run 153
Esquire and Paramount—**Carnival in Costa Rica** (20th-Fox); **King of the Wild Horses** (Col) 110
Orpheum—**The Sea of Grass** (MGM); **Secret of the Whistler** (Col), 2nd wk. 110
Rialto—**The Best Years of Our Lives** (RKO), 8th d. t. wk. 160
Tabor—**Mr. District Attorney** (Col), plus stage show 175

L. O. McCormick Ill

ANTHONY, N. M.—L. O. McCormick, manager of the New-Tex Theatre here, has been sick the past three weeks and is confined to his home. Projectionist at the New-Tex is Orin J. Sears, lately returned from the army, where he spent three years as nursemaid to a projector. Sears worked for McCormick before going into the army.

Circle in Portland To Gamble Circuit

PORTLAND, ORE.—Ted Gamble of the Gamble Theatre Enterprises announced the acquisition of the Circle Theatre here to add to his Pacific northwest circuit.

The Circle, reputed to be the oldest motion picture theatre on the coast, was acquired from Col. G. T. Woodlaw, Oregon theatre operator the last 35 years. Ralph Woods, with the Woodlaw organization 25 years, has managed the Circle 15 years.

Gamble will make extensive improvements at the Circle.

DENVER

Robert Sweeten, booker for Gibraltar Enterprises, has gone to Alamosa, where he will make his headquarters as general manager for the Tom Murphy group of theatres, part of the Gibraltar group. Sweeten will have charge of theatres in Alamosa and Del Norte, Colo., and Raton and Clayton, N. M.

James Williamson, who recently bought the Oliver, Palisades, Neb., has changed the name to the Pal . . . Mr. and Mrs. Fred Lind of the Ute, Rifle, Colo., have gone to California for a leisurely vacation. Fred failed to convince the CPA that he ought to be allowed to build another theatre at Rifle, so he decided they might as well take a vacation.

Cy Lee, owner the Poppers Supply Co., became daddy of a son named Geoffry Wayne, born at Mercy hospital April 28 . . . Wilbur E. Cox has bought the Prince, Ault, Colo., from George Simms . . . The Hart Theatrical Decorating & Display Co. has completed the redecorating the Rex, Rapid City, S. D., and have moved over to start a similar job on the Elks. Both are owned by the Black Hills Amusement Co.

Mr. and Mrs. John Greve, owners of theatres in northwestern Colorado, have returned from an auto trip through the south and Florida . . . Sam Langwith, owner the Western Service and Supply Co., left for Kansas City for a series of RCA sales meetings.

Henry Friedel, MGM district manager, and Jerry Banta, booker, have returned from New York where they attended sales meetings . . . C. J. Feldman, western sales manager for Universal, spent a few days in Denver at a sales meeting . . . William Sombar, Paramount salesman, won the $50 offered for a slogan to use in the forthcoming Paramount drive. The slogan is "Celebrating Paramount's 35 years of leadership."

C. J. Bell, branch manager of Paramount, is back from a Los Angeles sales meeting . . . The Paramount exchange crowd held a farewell party at the Press club Monday night for C. J. Duer, salesman, who resigned to become special representative for the Selznick Releasing Organization. Duer was given a desk set as a memento of the more than 24 years he spent with Paramount . . . Bob Quinn, Paramount publicity man, is sporting a new Oldsmobile—new to him, that is.

Exhibitors on Filmrow included W. H. Ostenberg III and William Boston, Scottsbluff; Tom Knight, Riverton; Fred and Mary Lind, Rifle; Mr. and Mrs. John Greve, Eagle; Mr. and Mrs. Leon Coulter, Loveland; George Nescher, Springfield, Colo.

Features Modern Palestine

Universal has acquired "The Danger Line," a story with modern Palestine as its background.

Fireman Discovers Fire, Directs Orderly Exit

Salt Lake City—Imagine having a fireman discover a small blaze in your theatre and being alert enough to empty the house without causing panic! Well that's what happened to Dan Kostopulos at the Broadway recently. The fireman was sitting in the theatre, noticed smoke curling up between seats, walked to the front, and calmly ordered the audience to leave. They did so without panic. The damage was small.

Baur Succeeds Selwyn

HOLLYWOOD—John Baur has been named casting director for Enterprise replacing William E. Selwyn, who recently resigned. Baur was formerly Selwyn's assistant.

One New Frisco Show; 'Year,' 'Calcutta' Lead

SAN FRANCISCO—The seventh week of "The Best Years of Our Lives" at the United Nations and the second week of "Calcutta" grossed 50 per cent above average.

(Average is 100)

Esquire-Tivoli—**The Macomber Affair** (UA); **Blondie's Big Moment** (Col), 2nd wk. 145
Fox—**The Sea of Grass** (MGM); **The Guilty** (Mono), 2nd wk. 120
Golden Gate—**Beat the Band** (RKO), plus Vivian Blaine on stage 130
Orpheum—**Ramrod** (UA); **Shoot to Kill** (SG), 2nd wk. 130
Paramount—**Easy Come, Easy Go** (Para); **The Imperfect Lady** (Para), 2nd wk. 100
St. Francis—**Calcutta** (Para), 2nd wk. 150
United Artists—**The Private Affairs of Bel Ami** (UA), 2nd wk. 115
United Nations—**The Best Years of Our Lives** (RKO), 7th wk. 150
Warfield—**It Happened in Brooklyn** (MGM); **Jungle Flight** (Para), 2nd wk. 110

MEMO

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LIMITED TERRITORIES NOW AVAILABLE

Australian Ealing Studios Expand, Seek Technicians and Buildings

By WILLIAM BEECHAM
Australian Bureau BOXOFFICE

PERTH, W. A.—Ealing studios is expected to make a statement soon regarding its Australian plans. The staff here is growing day by day, and there is talk that a large RAAF building at Darling Point, near Sydney, may be taken over. The firm is seeking technicians.

* * *

The Dominion government's chief censor recently reported that of the 384 feature films imported last year, 319 came from the United States, 42 from Great Britain, and the remainder from other countries. In the first instance nine were rejected, but two of these were passed after reconstruction. Four, however, were rejected upon appeal, and for the other three no appeal was lodged.

* * *

Embassy Pictures are to make a naval film, "Another Dawn," at Flinders naval base, Victoria, with the cooperation of the Australian navy. Producer will be T. O. McCreadie, and it is expected that the picture will take six months to complete.

* * *

Charles Chauval's "Sons of Matthew" unit which has been on location in Queensland for some time, was delayed in its work recently by two weeks of tropical rains and flood. Daily takes are being flown to Sydney by a special air shuttle service.

* * *

Norman Rydge of the Rank-Rydge organization, speaking recently at a 47 club luncheon, pointed out that cinema business in all parts of Australia is falling badly, that Australian prices are far too low, that the Australian exhibitor is the greatest unpaid collector of government taxes ever known, and that it is high time that exhibitors and distributors get together in a cooperative effort to improve matters. He suggested that distributors might assist independent exhibitors by providing a common fund from which would come money for exploitation and publicity. He thought that distributors' publicity experts might map out campaigns for different types of audiences and districts. Stating that the average attendance in any district still remains at about 40 per cent, Rydge said that something should be done by the trade to get out after the other 60 per cent.

* * *

The first screening of 16mm films by the industry was held recently at Hill End, New South Wales. Almost the entire population of the old gold mining area turned out for the event. Program consisted of MGM's "Naughty Marietta" and shorts.

* * *

The Adelaide Movie ball, an annual event which always draws much attention to the industry, will be held on June 4. Proceeds usually go to the Motion Picture Benevolent fund, but this year they will be devoted to the Mothers and Babies of Britain fund.

* * *

Robert Catley of Fox West Coast Theatres recently made a brief flying visit to Sydney and Melbourne. Catley was chief booker for the Australian Tivoli circuit many years ago.

* * *

President Cyril Norton of the West Australian Reelers club has been re-elected for another term. Other officers for 1947 are: vice-president, W. A. Nicholls; treasurer, J. Scully, and secretary, W. Gray. Committeemen are A. Chester, J. Coulter, T. Davidson, M. Foster, W. Halliday, H. Keast, T. McCrae, K. McKinley, G. Levy, R. Yelland and H. Watts.

* * *

Jimmy Collins, M.B.E., for a long time in charge of the State Theatre, Sydney, has been appointed Victorian representative of Greater Union Theatres. He will now be located at the State Theatre, Melbourne. Jimmy organized the pageantry for the Duke of Gloucester's visit to New South Wales in 1935 and was in charge of similar work for that state's 150th anniversary celebration.

* * *

The Victorian Cinematograph Exhibitors Ass'n, in a recent statement on unionism, said: "We believe that all members of theatre staffs . . . should be encouraged to join their appropriate union. We will use our best offices to persuade prospective employes to become members . . . Further, we will cooperate with union representatives in their efforts to persuade members of theatre staffs to join their unions."

* * *

E. J. Gravestock, well known in Australian cinematic and theatrical activities, died recently leaving two daughters.

* * *

Now that winter is setting in, some of the cinema's outdoor counterattractions will be shutting down. Several of these, particularly night trotting and dog racing, have been making serious inroads into boxoffice receipts.



EXCHANGE GIRLS GATHER TO GREET VAN—Above photo shows San Francisco MGM exchange personnel—largely feminine—clustered about Van Johnson, who called at the exchange during a recent visit to the city.

SALT LAKE CITY

Invitations to the exhibitor-distributor annual roundup here June 10-12 were mailed out this week to motion picture people throughout the country. C. Clare Woods, chairman of arrangements for the affair and president of the Motion Picture club, sponsoring agency, said the roundup will include a stag party, buffet dinner, handicap golf tournament, special parties for wives and guests, a victory dinner and special screenings. More than 400 attended last year, but more are expected this year.

Imagine how lost a Filmrow is without a central beanery where branch managers, bookers, salesmen and others can gather to catch up on the Row's latest gossip. Well, that's the status of Salt Lake's Filmrow since the Reelyn closed. Brig Hardy's lease ran out, but he may get it back. At least, he's trying hard, and the people on the Row are backing him. The old place will be redecorated before it is reopened, however. Meanwhile, there is that old something missing.

Lon Fidler, Monogram franchise holder in this area, was one of the visitors along the Row this week . . . Bill Lees was in from Nampa; Howard Matthews dropped down from Ontario, and Earl Whittaker was around booking . . . RKO office personnel entertained their mothers at a Mother's day dinner and screening Friday.

Helen Remigi, inspector for Monogram the last year, died in a local hospital after a lingering illness. Before working for Monogram, she was an inspector for 20th-Fox . . . Howard Cahoon, Selznick's representative here, finally found an office. It isn't on Filmrow, but it's downtown—a half block west of Main street on Second South, in the Atlas Bldg. . . . Sam Gillette, Tooele theatre operator, is working hard to perfect a permanent organization for the Motion Picture Foundation in this area. He has been chosen area chairman.

Charles M. Pincus of the Utah is directing painting of his marquee and vertical in the colors of the centennial. This is quite a gracious move on his part, since he and other theatre men stand to lose much business this year because of the centennial. It seems the celebration is getting out of hand, going commercial and losing its religious significance. Many entertainers are attempting to crowd into the act with the result that profits are being cut everywhere. The centennial, which has just officially opened, will feature pageants, ice shows and carnivals, outdoor shows, a gigantic fair, midways, parades and other shows from now until next October, so theatre men here have more than the usual business slump to combat.

"There's no buyers strike in the show business" reads a sign in the office of Pincus. He said he put it there to remind all employes that the business goes on as usual. He also said he wanted to emphasize that prices remain the same, that there's no need to cut prices to get customers, that they'll come anyway to see a good show.

'Fifth Avenue' Booked Into FWC First Runs

LOS ANGELES—Getting off to an auspicious start in its west coast bookings, Roy Del Ruth's "It Happened on Fifth Avenue," first production of the newly formed Allied Artists Productions, sister company of Monogram, has been booked to follow the current run of 20th-Fox's "The Homestretch" at a Fox West Coast quartet of theatres; Grauman's Chinese, Loew's State, Fox Uptown and Loyola.

Former Mayor Kelly Honored by Chicago Variety Club



Scenes at Variety's big dinner party last week. Left to right, top row: R. J. O'Donnell, chief barker of Variety Clubs; George Jessel, who was toastmaster, and Edward J. Kelly, who was the honor guest are in the left photo. In the center, John Balaban is engaged in conversation with Mrs. Kelly, and at the right, Arthur Schoenstadt of the Schoenstadt circuit is chatting with William McCraw, executive secretary of Variety Clubs.

In the center panel, left to right, are Will Baker, J. Harold Stevens, James E. Coston, Jack Kirsch, president of National Allied, and Walter Immerman, first assistant chief barker. In the center photo, Edwin Silverman (L) of the Essaness circuit and Thomas Flannery, second assistant chief barker; and, at the right, Mr. and Mrs. Kelly formally cut the ribbons to the new Variety clubrooms, with Jack Rose, barker, looking on.

In the lower left photo are Richard F. Finnegan, Chicago Daily Times publisher; Mrs. Corinne Murray and Lieut. General Walton Walker, who represented the army; center are Vice-Admiral George D. Murray, who represented the navy, and Mrs. Walton Walker; while in the right photo (L to R) are Irving Mack, Benjamin Lourie and Edward Brunell.

CHICAGO — Former Mayor Edward J. Kelly and his wife were honor guests at a dinner dance given April 28 by Tent 26 of the Variety Club of Illinois. The testimonial was to pay tribute to them for the reputation for hospitality to service men earned by Chicago through their efforts during World War II and for their splendid cooperation with show business.

George Jessel was here from Hollywood to act as toastmaster for the 650 guests. Jack Rose, chief barker, presided and Robert J. O'Donnell, president of Variety International, spoke briefly. Lieut. Gen. Walton H. Walker, commanding the 5th army, spoke for the army. Vice-Adm. George D. Murray acted as the voice of the navy and presented a citation to Mr. and Mrs. Kelly for their war work.

John Balaban called the former mayor and his wife a couple of grand troupers. So many compliments were paid Kelly throughout the evening that at one point Jessel stopped midway in his speech and asked, "Say, does Kennelly know he's been elected mayor?" In introducing Kelly, Jessel got off this nifty: "And here is your former mayor, a man who is as big as Jolson thinks HE is!"

Balaban told of the young soldier who visited one of the service centers and then told one of the hostesses that he'd like to leave his money with her for safekeeping while he toured Chicago after dark. The hostess gladly consented to keep the money for him.

"What's your name?" asked the soldier.

"I'm Mrs. Kelly," was the reply.

Whereupon Jessel leaped to his feet and exclaimed: "That's right—I was the young soldier. Mrs. Kelly, I want my money back!"

In ribbing his boss, Darryl Zanuck, Jessel explained that it was a relief to get away from Hollywood and emcee a banquet elsewhere, because then he didn't have to open the festivities by offering a toast to the "greatest man in America—Darryl F. Zanuck!"

Richard J. Finnegan, publisher of the Daily Times and chairman of the board of La Rabida sanitarium, told of the wonderful work the show people are always doing for the Jackson Park institution for children with heart ailments.

At the close of the banquet Kelly was presented a mahogany desk and a chair and Mrs. Kelly was given a solid gold compact. The presentation was made by John Balaban on behalf of Variety Club.

Among those on the dais in addition to the speakers were Thomas F. Flannery, second assistant chief barker; Arthur Schoenstadt, Schoenstadt circuit; Col. William McCraw, executive secretary of Variety International; Walter Immerman, first assistant chief barker; Mrs. Walton H. Walker; Bill Hunt, George Topper and Lester Simansky, Variety canvasmen; J. Harold Stevens, property man; Edward Brunell, Benjamin Lourie and Irving Mack, Variety Club executives; Edwin Silverman, president of the Essaness circuit; Jack Kirsch, Allied Theatres; James Coston, Warner Bros. Theatres, and William Baker, Republic.

MILWAUKEE

Since your scribe sounded off on the proposed formation of an Oldtimers club in this pillar a few editions back, the response has been astounding. Never knew there were so many oldtimers who felt the need of some spot where they could convene as a unit. With the phone strike limiting contact, many indicated they wish the Oldtimers club were now functioning. As previously announced, the group will be limited in membership to showmen with 25 years of service. Keep those cards and notes with your suggestions coming. That's how we will know just what you want. Date for organizational meeting, with place, will appear in a future edition.

An heir is expected this month by Jack Heineman, manager of the Towne Theatre, and Mrs. Heineman. Being a proud daddy will not diminish Heineman's pride in the fact that the Towne is the only house in this area running single features exclusively. Before taking over management of Milwaukee's newest first run house, he was manager of theatres for Warner Bros. and Fox Wisconsin. Besides show business, Heineman also is interested in flying and holds a private pilot's license. He finds little time for such diversion these days, however.



JACK HEINEMAN

Bob Quick, former MGM booker who has just returned from a year in Hawaii with the army motion picture section, called on Row friends, then left for Washington and a new assignment . . . Ann Gonzales, 20th-Fox inspector, will tour California and Mexico during her vacation.

Gordon "Blue Blood" Hewitt, California's gift to Wisconsin showmen, joined North Hills Country club. That's the club where you have to be born with a putter in your hand and know the guy that invented golf before you can enter . . . Bunny Palmer, National Screen toiler, jumps into the orange blossoms in August . . . N. Provencher bought a home and quit smoking to help pay the mortgage . . . Max Wiesner has been taking X-ray treatments in Chicago for a throat condition.

Charley Hacker, Wisconsin Theatre manager, who is showing "The Yearling," had three days to recuperate from the Lou Orlove treatment while the MGM exploiteer worked the territory. Then, back to the traces for Hacker.

Frank Fischer, National Screen salesman, has been ill . . . The Erwin Theatre, Tomah, Wis., a new house, is reported opening . . . Lou Elman, RKO manager, is wearing a bow tie for the first time in his life . . . Barney Sherman, Douglas Theatre, Racine, led a contingent to Madison to do some lobbying relative to vending. Harry Perlewitz, Independent Theatres business manager, was there, too.

Mrs. O. V. Kelly, Badger Theatre, Reedsburg, recently installed RCA sound and Simplex projection equipment . . . William Corboy, Paradise manager, left Fox Wisconsin . . . G. Compston, Wabena, Lanona and Crandon exhibitor, was in town.

Bill Clayson, 20th-Fox ad-sales supervisor, planed in from Minneapolis for a whirl at the Milwaukee branch . . . Jack Reeves one of RKO's student exploiteer field men, got some help from Fred Ford, the Memphis flash. Reeves will spend 41 weeks of training around the nation . . . Jack Douglas, former RKO flack here who never wore anything but white shirts and black ties, wired Ann Buffington, secretary to Lou Elman, for the Milwaukee address of that exclusive shirt tailor.

Booking on the Row: Ray Lenz, Pastime, Horicon; J. S. Johnston, Victor, Hartland; H. H. Otto, Clinton, Clinton; Erv Koenigsreiter, Greendale, Greendale; Barney Sherman, Douglas, Racine; Nick Michaels, Main Street, Racine; George Gonis, Liberty, Milwaukee; Nick Berg, State, Sheboygan; Bill Charboneau, Fenway, Fennimore; Mr. and Mrs. A. Brungraber, of Sisters Bay and Bailey's Harbor; Roger Reinert, Majestic, Algoma; Joe Malits, Eighth Street, Milwaukee.

In a move providing gold coasters with top drawer first run foreign and Hollywood films, the Downer Theatre will do a name change to Prestige Theatre in a few weeks. From then on, only class features and shorts will greet patrons.

A note from Hildegard Kuchler, MGM inspector vacationing on the coast, informs she met Spencer Tracy and Katharine Hepburn, Irving Berlin, Margaret O'Brien, Jane Powell and Lucille Bremer. Before returning, Hildegarde will also have a look at Mexico . . . Ann Buffington's sister was in from Canada and the gals did the town . . . Johnny Mednikow National Screen branch manager, returned from St. Louis, changed clothes, and shoved off for the territory.

A. K. Hadley of Film Arts purchased a parka for fishing trips. He's planning a safari into northern Wisconsin wilds . . . Bob Zielke is managing the New Bruce Theatre at Ladysmith. The house opened early in April . . . Martin Pflug, organist at Gimbel's Grill and Helen's, was organist at the Wisconsin several years back . . . Valerie Carter, Otto Trampe's secretary at the IATSE offices, was at the Wisconsin Theatre before shifting.

Fred Ford, RKO exploiteer, arranged for a Girl's Tech student to interview Harold Russell, handless ex-GI, when Russell was in town. The lass wrote Ford, "Thanks for your courtesy. It certainly was swell to be treated like a lady by a gentleman."

Bob Klein succeeded Nick Frank as manager of the Ozaukee Theatre, Port Washington . . . The latest Billy Pierce ad in promoting the Savoy read: "It's a five-handkerchief picture" . . . Fred Mollwitz of Film Arts is angling for a new home at Granville. Since returning from service, Fred and wife have been living out of a two-suiter.

Jackie Ellis, golf expert son of Milt, the Beloit circuit operator and stock fancier, is back from Rochester, where he checked up on a troublesome skin condition . . . Louis Orlove sticks to his diet of corn flakes and to date he's shaved off ten pounds.

Looks like a big summer socially for showmen. The ITO plans an all-industry outing at Brown's lake; an all-exchange picnic is in the cards and the yearly industry golf tourney comes up later . . . Elsie Seidel, MGM bookers secretary, journeyed to Palmyra for a brief stay . . . Paramount screening dates include "Perils of Pauline" May 23 and "Dear Ruth" June 6.

Ray Zahn left his theatre at Sheboygan Falls for a look at "The Outlaw" when that one showed at the Strand, Oconomowoc . . . "Henry V," did okay at the University Theatre, Madison, where Ralph Kettering is at the controls.

Now that Fox Wisconsin first runs have cut matinee admissions, it looks as if rival houses will follow. Neighborhoods are considering evening reductions . . . Radio station WMAW has the green light from FCC for a September 1 opening. The transmitter will be at Hales Corners and studio at the Towne hotel.

28 From Indianapolis Go To Variety Convention

INDIANAPOLIS — Twenty-eight members of Variety Club tent 10 will attend the convention of Variety Clubs International in Los Angeles May 13-17. They were scheduled to leave here Friday (9).

Heading the local delegation is Marc J. Wolf national dough guy, and Mrs. Wolf, and these local tent officers: Chief Barker Sam Switow and Mrs. Switow, their daughter Marilyn, and Switow's mother, Mrs. M. Switow; treasurer Albert and Mrs. Blocher and Russell Brentlinger, assistant chief barker. Members making the trip are Mr. and Mrs. Carl Niesse, Senator and Mrs. Homer Capehart, Mr. and Mrs. Mannie Marcus, Sol Greenberg, Mr. and Mrs. Harry Kornblum, Mr. and Mrs. Isadore Fine, Mr. and Mrs. Sam Caplan and Moe Esserman.

Legislator Puts Lash On Confection Sales

MADISON—A bill which would prohibit theatres from selling popcorn, candy and soft drinks to their patrons was given a hearing here May 1 by the state assembly judiciary committee.

Assemblyman Charles Westphal of Milwaukee, author of the measure, charged that children smeared arms of theatre seats and ruined patrons' clothing with candy, and that nervous people were sometimes driven frantic by cracking popcorn during a show. He charged theatres sometimes shut off the drinking water so that patrons would be forced to buy soft drinks, and said popcorn was sold at 35 cents a package, a price so high that parents could not afford it, thereby tempting the children to steal the money. Westphal was the only supporter of the bill.

Chicago Film Men Attend Dinner for Judge Adcock

CHICAGO—More than 150 men prominent in the amusement industry and legal fields attended a surprise birthday dinner at the Chicago club April 29, for Judge Edmond D. Adcock, member of the law firm of Adcock, Fink & Day, which has handled many important cases for the Paramount and Balaban & Katz organizations in this area.

The guests presented Judge Adcock with a General Electric television set as a gift for the occasion.

Chicago Miss Filmrow To Be Chosen May 24

Chicago—All the glamor girls in the film industry aren't in front of the cameras, the Film Exchange Employes union has decided. The girls in back of the cameras are going to get their chance. IATSE Local F45 is going to select "Miss Filmrow of 1947." Any girl employed in the motion picture industry or an affiliated field in Chicago is eligible to enter. The winner will be crowned at the union's dance in the Midland hotel May 24.

Entry blanks may be obtained from the local 20th-Fox exchange.

Loop Trade Warm Despite Cold, Rain

CHICAGO—Business held up in most Loop spots despite the cold, rainy weather. Children out of school for a week's vacation boosted the matinee business and plenty of out-of-towners crowded the early night shows. Among the newcomers, "Cross My Heart" was a standout at the Chicago, with a fine stage show headed by Guy Lombardo and his band. The Oriental had a fair second week with "Boomerang," plus the Tex Beneke orchestra on stage. "The Macomber Affair," with a big advance publicity buildup, opened strong at the RKO Grand, as did "Stallion Road" at the Roosevelt. "Angel and the Badman" opened nicely at the Garrick, and the twin bill at the Palace, "Buck Privates Come Home" plus "Madonna of the Seven Moons," was above average. "The Best Years of Our Lives" at the Woods, and "The Jolson Story" at the Apollo were still standouts and looked good for many more weeks.

(Average is 100)

Apollo—**The Jolson Story** (Col), 18th wk. 125
Chicago—**Cross My Heart** (Para), plus stage show 155
Garrick—**Angel and the Badman** (Rep) 120
Grand—**The Macomber Affair** (UA) 120
Oriental—**Boomerang** (20th-Fox), plus stage show, 3rd wk. 140
Palace—**Buck Privates Come Home** (U-I); **Madonna of the Seven Moons** (U-I) 120
Roosevelt—**Stallion Road** (WB) 120
State Lake—**California** (Para), 3rd wk. 115
Studio—**Sins of Bali** (Rosenberg); **She Devil Island** (R), 3rd wk. 105
United Artists—**Lady in the Lake** (MGM), 3rd wk. 115
Woods—**The Best Years of Our Lives** (RKO), 19th wk. 145
World Playhouse—**The Road Home** (Artkino), 2nd wk. 110

'Spring' and 'Ramrod' Are Best Among Milwaukee Newcomers

MILWAUKEE—Top pictures in the first run houses last week again were "The Best Years of Our Lives," which is showing now at the Alhambra at popular prices, and "The Jolson Story," which is at the Strand. "Best Years" is in its fifth week and "Jolson" in a fourth. Best showing among the newcomers was made by "Ramrod" at the Towne and "Suddenly It's Spring" at the Palace.

Alhambra—**The Best Years of Our Lives** (RKO), 5th d. t. wk. 140
Palace—**Suddenly It's Spring** (Para); **Seven Were Saved** (Para) 100
Riverside—**The Farmer's Daughter** (RKO); **Step by Step** (RKO) 95
Strand—**The Jolson Story** (Col), 4th d. t. wk. 125
Towne—**Ramrod** (UA) 100
Warner—**That Way With Women** (WB); **That Brennan Girl** (WB) 95
Wisconsin—**Ladies' Man** (Para); **Easy Come, Easy Go** (Para) 95

'Egg and I' Tops Indianapolis Parade in Holdover Week

INDIANAPOLIS—"Egg and I" closed another holdover week at Keith's Theatre, topping all grosses at first run houses.

Circle—**Angel and the Badman** (Rep); **The Ghost Goes Wild** (Rep) 110
Indiana—**Pursued** (WB) 110
Keith's—**The Egg and I** (U-I), 3rd wk. 125
Loew's—**The Sea of Grass** (MGM); **The Lone Wolf in Mexico** (Col) 100
Lyric—**Sinbad the Sailor** (RKO), 2nd d. t. wk. 90

E. H. Kilbourne Purchases Capitol Theatre Bldg.

FORT WAYNE—E. H. Kilbourne, vice-president of Wayne Theatres, Inc., has purchased the three-story brick building at 120 West Berry St., which houses the Capitol Theatre, at a cost of $50,000. Wayne Theatres has operated both the Capitol and the Eastern theatres here since 1938. The Capitol Bldg. was built in 1867.

CHICAGO

Al Winston, 20th-Fox exploiteer, and Paul Montague spent so much time with George Jessel during his two-day visit for the Variety Club that both lads now talk with the peculiar Jessel lisp. And just sound an A and they'll both start singing "My Mother's Eyes."

Ted Todd, former Warner Bros. exploiteer, was in town fronting a team of publicity men ready to cut loose on the local campaign for "Duel in the Sun." No theatre or date for picture will be revealed pending release of print by the censor board . . . H. A. Simons, office manager of the MGM exchange for the last four years, has been appointed traveling auditor. Edna Franks, booking supervisor, succeeds him, and Clarence Keim is now head booker.

Maurice Duke, the Monogram producer who specializes in teen-ager flickers, was in town studying the bobbysoxers here with a view toward doing a picture about them. He was accompanied by Monogram's singing star, Freddie Stewart . . . Coke Miller, vice-president of Enterprise studio, planed into town to visit his ailing father at West Suburban hospital . . . For the first time in several seasons, a photoplay will have a simultaneous premiere in two Loop first run theatres when "The Egg and I" bows at the RKO Grand and Palace theatres May 28. It will be shown as a single feature at both houses.

Phil Zeller of the Woods staff is pinch-hitting for Manager Stanley Kreuger at the Sheridan. Krueger is taking over the duties of Charles Shapira, Essaness supervisor, who is on a month's leave . . . Screen star Don DeFore, who plays one of the leading roles in "Ramrod," made a personal appearance on the stage of the RKO Palace last week in connection with the midwest premiere of the film . . . Manager Irving Mandel of the Monogram exchange has returned from a Florida trip . . . The Miller Theatre, operated by Emil Ruberti in Miller, Ind., opened last weekend. Si Greiver is doing the film booking.

Harold Karneffel is now assistant at the Will Rogers Theatre, replacing Charles Hubbard, resigned . . . Jimmy Savage was up to his neck in bobbysoxers (and to him that could happen literally!) for his opening of "It Happened in Brooklyn" at the United Artists. He hit the press by having the Sinatra addicts picket opening, protesting fact that MGM lets Sinatra lose the girl to the other guy in his pictures.

H. A. Spanuth, head of the Chicago Films studio, is on a trip through eastern territory in connection with his Woman Speaks series . . . John F. O'Connor and D. E. O'Connor have organized the Chicago Lighting and Equipment Co., with headquarters at 642 North Central Ave. They will handle theatre equipment . . . George Allen of Soundies Corp., has left for the west coast on business.

Jules Serkowich, Columbia press agent, has returned from the Kansas City territory where he sparked the campaign for "Johnny O'Clock." Will Scranton, advertising manager of Ampro Corp., is off to Hot Springs for a three-week rest . . . Edward DeVry of DeVry Corp. has returned from a southern business trip.

Marvin Salter, United Artists Theatre assistant, is the original doctor jinx. Twice he was scheduled for surgery and twice his doctor took pneumonia. Marv is getting sick of waiting for the doc to get well . . . Carmen Cavallaro kept Chicago Theatre bandwagon rolling merrily along after Guy Lombardo's very swell business. Chicago theatre managers Ray Thompson and Chuck Nesbitt were amazed at Lombardo's charm—nary a walkout at any stage performance. This also meant holdovers that were the cause of too many holdouts.

B&K auditor Sam Shapiro was married April 29 to Sara Sosewitz and is honeymooning at Hot Springs . . . Regina Biesiada, secretary to J. E. Flynn, MGM western sales manager, celebrated her birthday at a party staged by her co-workers in the MGM clubrooms last week . . . Two Loop stars are on the verge of signing film contracts. Jan Stirling of "Born Yesterday" is a red hot prospect, with Lester Cowan anxious to get his name on the dotted line. And Monica Lewis of the Rio Cabana is being shadowed by Jack Marchelle, Columbia Pictures talent scout . . . Maurice Golden, former talent scout here for MGM before going to the west coast, has returned and will purchase a theatre here.

Without giving any reason, Howard Hughes has withdrawn the new Harold Lloyd picture, "The Sin of Harold Diddlebock," from exhibition—which means that the film, Lloyd's first in seven years, won't be shown at the Oriental May 1 as had been planned . . . Fred Quimby, MGM producer, and wife were stopovers on their way to New York.

Services were held at Holy Name cathedral here April 30 for Lawrence "Larry" Strong, 59, who died April 27. Strong was president of the S&A Electric Co. . . . Kittie Shapira, wife of Charles Shapira, Essaness circuit supervisor, died April 28. She was the mother of Xena Lamke, Howard E. Orebelle, and the late Jerome Shapira.

George Jessel, who always has had a soft spot in his heart for Chicago and vice versa, has received permission from Ernie Beifield and Frank Bering, owners of the Sherman hotel to use the hotel for his next motion picture production. This will mark the third picture produced by Jessel with a Chicago background, following the "Dolly Sisters" and "I Wonder Who's Kissing Her Now" the story of songwriter Joe Howard.

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ST. LOUIS

The Federal Reserve bank of St. Louis reports the business picture is clouded "by a growing concern with the present and future level of prices. The bank's monthly statement said there is a fairly widespread agreement in business, labor and government circles and among consumers that prices are generally too high, but there is a lack of accord concerning the cause. During March the levels of employment, industry and trade continued to rise in the Eighth Federal Reserve district.

M. B. Orr, division manager for United Artists, was here May 1, 2 . . . Ditto Chick Allen, district manager, Kansas City . . . Lou Walters, president of Cine Supply Co., attended the Chicago convention of the Society of Motion Picture Engineers . . . Barney Rosenthal, Monogram manager, reports the closing of 100 per cent contracts with the Rodgers circuit, which has 18 theatres in eight towns; the Fred Wehrenberg circuit of nine houses, Sam Komm's SK circuit of eight houses, and the Goldman-Leventhal-Tobin circuit of eight theatres in six towns.

The Variety Club opened its new headquarters on the second floor of the Victorian Club Bldg., at 3719 Washington Blvd. Tent 4 is sending a large delegation to the annual convention of the Variety Clubs International in Los Angeles . . . Earl Vandevort, Kennett, Mo., exhibitor, recently underwent an operation in a Memphis hospital . . . Andy Dietz, Screen Guild Productions, will combine his vacation with the trip to California for the Variety convention.

The father of Martin Operle, who operates the Orris in Ste. Genevieve and the Plaza in Illmo, Mo., died recently . . . Leo Burnstine, who runs the State, Southtown and Tivoli theatres in Springfield, Ill., is improving at St. John's hospital there, where he has been confined several weeks.

The State in Bloomfield, Mo., has been sold by the Goldman-Leventhal-Tobin circuit to theatrical interests represented by William Sherman, district manager for PRC . . . Irving Lesser of Sol Lesser Productions, visited the local RKO and United Artists exchanges . . . Seen along Filmrow were Herman Tanner, Vandalia, Ill., and Sam Pirtle, Jerseyville, Ill.

Eddie Rudolph has rejoined United Artists, taking over the central Illinois territory formerly handled by the late Lou Kuttnauer. In recent months Rudolph has been managing theatres in Columbia and Waterloo for the Goldman-Leventhal-Tobin circuit . . . Irvin Good, 20th-Fox student salesman, completed his period of training under Manager B. B. Reingold and was assigned to a new sales zone.

Johnny Walsh, Screen Guild Productions, drove into Haiti, Mo., the night of April 30 just as a mild tornado struck that section. A street carnival was the principal victim of the windstorm.

Floods along the Missouri, Mississippi and Meramec rivers during the last week did not force any theatre served out of St. Louis to close. The drivers for the film delivery companies, through years of experience with high waters in this area, know just how to detour around the floods.

Jimmy Frisina will be in Los Angeles for the graduation of his sister Rosemary from an art college. Their father Dominic, head of the Frisina Amusement Co., is looking forward to the graduation of his talented daughter.

Exhibitors Fight Tax To Pay Soldier Bonus

MADISON—Wisconsin theatre operators are joining other business men in opposition to a proposed state bonus bill which would impose additional taxes, including a 10 per cent amusement tax, to raise money for payment of a bonus to veterans of World War II.

Theatre men who opposed bonus bills at a state assembly veterans' affairs committee hearing April 30 included: William Ainsworth, Fond du Lac, president of the Independent Theatre Owners of Wisconsin: L. V. Bergtold, Westby, Floyd Albert, Mt. Horeb; Erwin Alfery, Plainfield; Sigmund Goldberg, Wausau; F. J. McWilliams, Portage; Eric Brown and W. V. Geehan of Fox Wisconsin.

The theatre men argued that their business cannot take another 10 per cent tax on admissions, in addition to the present 20 per cent federal tax, asserting that any additional levy would result in a drop in attendance which would greatly damage their business.

Sam Krimstein Quits Logan For Job With Irving Davis

CHICAGO—Sam Krimstein, manager of the Logan Theatre here for 14 years, has resigned to accept an executive post with Irving Davis, theatre candy concessioner. Krimstein was very active in Logan Square community and civic affairs while managing the Logan. He was vice-president of the Logan Square Business Men's Ass'n for five years, a director of the Milwaukee-Diversey - Kimball Chamber of Commerce, and was active in PTA groups in the vicinity of this theatre. He also was general chairman of the greater Logan Square Red Cross organization four years.



SAM KRIMSTEIN

Krimstein got his start with Selznick Pictures in 1924, followed by a job with Vitagraph. His first theatre management assignment began at the Gold Theatre on West Roosevelt road in 1925. Later he worked for Lubliner & Trinz, Warner Theatres and the GCS circuit.

Exhibitors Assert Staffs Can Cope With Fire Peril

JEFFERSON CITY, MO. — Exhibitor spokesmen from St. Louis and Kansas City appeared before the house criminal jurisprudence committee last week to offer testimony at a hearing on house bill 250 providing for employment by amusement places of uniformed watchmen to safeguard patrons in an emergency.

The theatre men told the committee that the motion picture theatres of the state for years have drilled their workers to handle fires and other emergencies and that from five to 35 workers in each theatre have been training through these drills. The committee took the bill under advisement.

Representing the exhibitors were Fred Wehrenberg, president of the MPTOA; James H. Arthur of Fanchon & Marco, and Joe Ansell of Ansell Theatres, all of St. Louis, and Dick Biechele of the KMTA, Senn Lawler of Fox Midwest and Arthur Cole of Paramount Pictures, all of Kansas City.

INDIANAPOLIS

Mrs. Norma Lattimore of the MGM staff is recuperating at home after an appendectomy in the Methodist hospital . . . Larry Jacobs, manager for Screen Guild, will attend the national convention of his company Tuesday (13) in Los Angeles, Calif. . . . Vance Schwartz, Louisville, booked.

Herman Morgan, Republic salesman, was rescued from near suffocation in the Terre Haute House when fire broke out in the room below the one he was occupying. The hotel was filled with dense smoke. Herman, who is hard to arouse from a deep sleep, was given first aid when he was rescued.

Ed H. Brauer, manager for Republic, called on Kermit C. Stengel, head of the Crescent Amusement Corp., and Rockwood Amusement Corp. in Nashville, Tenn. . . . Joe Schilling, Connersville, bought and booked . . . G. N. May, who operates the Dream Theatre, Corydon, Ind., has installed new Super Simplex projectors and Simplex sound equipment . . . Bus Miller of the Indiana in Marion, set dates and booked.

Joyce Ann Switow, daughter of Harry Switow of the Switow Amusement Co., Louisville, and Stanley T. Burkoff, Chicago, were married at the Standard Country club recently . . . The new Lincoln Theatre, Stanford, Ky., is being overhauled. The marquee is being painted, lobby redecorated and the interior renovated and redecorated. Ben Reeves jr. is the operator.

Russell Brentlinger, RKO manager, went to Cleveland for a business meeting with District Manager Milton Cohen . . . William Morgan replaced Claude Hare as shipper at RKO here . . . Kenneth Law of the Cozy in Argos, booked and bought . . . Don G. Steinkamp, French Lick Amusement Co., spent several days in Louisville on business.

Peter Rosian, district manager for U-I spent several days at the local branch . . . The completion of the new screening room at U-I is being held up by the lack of equipment . . . "The Egg and I" moved over to the Lyric after four weeks at Keith's.

Ira Epstein, exploiteer for Warner Bros. in this area, has changed his headquarters and residence to Cincinnati. His office now is at the Warner exchange there . . . Charles Rich, district manager for Warner Bros., was at the local branch Wednesday through Friday on business . . . John Bertotti of the Columbia in Clinton booked.

Ronald Karst, assistant shipper at 20th-Fox, has joined the naval reserves and will spend his two-week vacation on a training cruise in the Caribbean . . . Bernice Gabe, 20th-Fox, has resigned and will become a housewife. Patricia Cave succeeds here in the contract department . . . F. J. A. McCarthy, southern sales manager for U-I conducted a sales conference at the local branch Monday through Wednesday last week. New product and its selling points were under discussion.

Eldon DeSilva Transferred

BENTON, ILL.—Eldon DeSilva, who has managed the Fox Capitol and Star theatres here the last five years, has been transferred to Marion, Ill., where he will manage the Orpheum and the Plaza. DeSilva will be succeeded here by Richard L. Wright, native of Springfield, Mo., who has been manager of the theatres in Marion the last three years.

Briefs From AITO Omaha Convention

OMAHA—Sidelights on the AITO of Nebraska and Iowa convention here:

Robert R. Livingston, veteran associate of Cooper Theatres at Lincoln, told friends he was observing his 40th anniversary in show business. He began in Lincoln in 1907 and today is only one and one-half blocks from his original location—isn't that something?

Despite recession talk, high prices exhibitors are paying, etc., there wasn't a showman present who wasn't "in the dough." The Iowa-Nebraska exhibitors shared the mezzanine floor of the Fontenelle with the Nebraska Bakers Ass'n convention. Sooner or later all the theatre men wandered into sessions or exhibits of the bakers.

PROTEGE OF BARNEY JOFFEE

Mayor Charles Leeman, a friend of the film industry, paid some nice tributes in his welcome to the convention.

Bruce W. Jones, new owner of the Bee at Beemer, is a protege of Barney Joffee, Tower Theatre, Kansas City, which just became a Fox Midwest first run . . . Leon Bamberger, head of RKO sales promotion, was on hand as usual with two packs of fine playing cards for each exhibitor.

It was a deserving tribute to Don V. McLucas, dean of Omaha's branch managers, that he should be named to head the Motion Picture Foundation unit. The MPF was organized smoothly without the least bit of friction. Credit major assists to Lee Wolcott, Eldorado, Iowa, AITO board chairman; A. Jules Benedic, BOXOFFICE field editor who had assisted in organizing the Kansas City group, and Col. H. A. Cole, Texas Allied president. All three were present at the first Foundation meeting.

Gene Rich, MGM exploiteer, and Dee Parks, Metro's cutie hello girl, passed out many a cigaret as part of Leo's courtesy during the two-day meeting . . . Maurice N. Wolf, MGM's assistant to Henderson Ritchie in the exhibitor relations department, was on hand.

The Iowa-Nebraska meeting assumed national scope with such men as the following present: Dave Palfreyman, MPA publicity chief; William L. Ainsworth, Fond du Lac, president of Independent Theatre Owners of Wisconsin and Upper Michigan and National Allied treasurer; John Wolfberg of Denver, president of the new Allied unit in the Rocky mountain area, Maurice N. Wolf, and Colonel Cole, also Paul Mooney of National Screen, and others.

HIS BUSIEST YEAR

President Howard Brookings, Oakland, Iowa, is winding up the busiest year he has ever known in show business. But, said Howard, "I don't regret this year in the least." He says it has give many new friends and a better understanding of the business.

Bill Ainsworth devoted most of his talk to humor. He told about an 80-year-old exhibitor who finally married his opposition, age 75. But he refused to move into the only vacant bungalow in town because it was too far from the school.

A. Jules Benedic kept bumping into oldtimers he had known in his 35 years in the business. He had played at the theatres of some—like Nate Rosenthal at Waterloo, Iowa, and Charles Niles at Anamosa, Iowa—when he managed a show.

Attendance set a new record . . . The all-industry luncheon packed the hotel's ballroom. A similar event last year rated only the smaller Black Mirror room . . . Wolcott and others so brought out the spirit of the MPF that much discussion was under way on the Des Moines meeting coming up shortly.

Colonel Cole, for 25 more years president of Texas Allied and past head of National Allied, showed up as spry and active as ever . . . He had charted a heavier schedule than many a young man would want to tackle. He left town Monday night, flying to Dallas. There by 30 minutes he would miss another plane and so have to motor to Alexandria, La., for a meeting opening there Tuesday.

At the same time the convention awarded the 1948 sessions to Des Moines for May 7-8 it set several new policies. One, President Howard Brookings said, will be to alternate the annual meeting between Des Moines and Omaha. Another will be to hold only one

(Continued on next page)



BAMBERGER'S IN THE DOUGH!—So crowded were Omaha hotels when the AITO of Iowa and Nebraska met there Monday and Tuesday that the Nebraska Bakers Ass'n, also in convention, used the same registration desk. Which resulted in some amusing mixups, since the convention badges for both organizations were likewise almost identical. "Why not join forces?" said Leon Bamberger, right, as he shook hands with James L. Carter of Omaha, president of the Nebraska oven maestros.



AITO THREESOME—Snapped on the mezzanine of the Fontenelle hotel in Omaha, in the usual order: Jack Renfro, RKO manager in Omaha; Earl W. Kerr, veteran Iowa exhibitor, and Morrie Smead, ditto, who likewise is an executive of the Viking Popcorn Machine Co.

List of Convention Registrants

OMAHA—The following were registered at the annual meeting of the AITO of Iowa and Nebraska here this week:

OMAHA

Hazel Andersen
Dave Arthur
R. S. Ballantyne
Bill Barker
Ralph Blank
C. R. Blubaugh
Howard E. Clark
Ed Cohen
Clyde Cooley
Louis Dufour
Mort Eichenberg
E. N. Epley
Sam Epstein
Paul Fine
S. J. Francis
Nate Galbreath
Frank P. Gartner
Jack Gibson
Bill Haarmann
Pat Halloran
Frank Hannon
O. W. Hanson
W. H. Heath
Don Hicks
Bob Hirz
E. G. Huhnke
H. Ironfield
Mort Ives
J. H. Jacobs
H. B. Johnson
H. F. Lefoltz
Sidney E. McArdle
Henry J. McGrath
D. V. McLucas
S. A. Madsen
John Matis
Leon Mendelson
Joseph Meyer
Norm Nielsen
H. Novitsky
Betty Pantier
Dee Parks
C. F. Reese
Sol Reif
A. A. Renfro
Gene Rich
E. B. Rostermundt
Wayne Stephenson
Sam C. Smead
J. E. Scott
I. Sokolof
M. L. Stern
Tony Tedesco
Fred Thortsen
F. A. VanHusan
I. M. Winer
Frank Westbrook
W. D. Wink

OTHER CITIES IN NEBRASKA

Jack Andrews
A. Beams
M. Biemond
Cork Biemond
A. Burrus
A. J. Chantry
Blanch L. Colbert
H. S. Conroy
E. G. Gannon
Mr., Mrs. G. G. Griffin
Margaret Hansen
H. F. Hirz
Wally Johnson
Mr., Mrs. Bruce W. Jones
M. P. King
Mel Kruse
Bob Livingston
Mr., Mrs. Carl Mansfield
Philip L. March
Arnold Meierdierks
Mr., Mrs. Neil A. Munkres
H. O. Qualsett
Raymond E. Paulson
Pat Plummer
J. M. Reynolds
Mr., Mrs. Jack Riggs
Georgia O. Rasley
Ann C. Schreiber
Earl R. Sherman
Roy E. Sytert
Jeanette Schoeneman
Mons Thompson
Mr., Mrs. C. J. Wright

IOWA

Mr., Mrs. A. M. Black
Mr., Mrs. H. E. Brookings
Howard W. Briney
Mr., Mrs. F. A. Bryceson
Earl E. Cowden
Martha Davison
Dick DeVries
T. J. Evans
Mel Evidon
Milt Fineberg
Herman Fields
Marvin Fosse
Jack Greenberg
Harry Bamberg
Mr., Mrs. George D. Hart
W. G. Horstman
Robert E. Hutte
Karl N. Johnson
Mr., Mrs. E. W. Kerr
Mr., Mrs. L. J. Kessler
Harold Klingman
Mr., Mrs. E. W. Kugel
L. Kuhl
John LaDue
Harry J. Lankhorst
W. Mansfield
Mr., Mrs. Victor Mantz
Mary Mason
Mr., Mrs. F. W. Naulteus
Mr., Mrs. Charles Niles
Mr., Mrs. H. L. Officer
Mr., Mrs. F. E. Pace
Mr., Mrs. E. A. Pannos
Jim Parsons
Mr., Mrs. Partlow
K. Van Patter
H. E. Rehfield
Harold D. Rogers
Max Rosenblatt
Nate Rosenthal
Maurice C. Smead
A. C. Smead
V. J. Shipwright
Vic Shipwright
Don J. Smith
Helen Thompson
Mr., Mrs. J. H. Watts
Grant D. West
Mr., Mrs. Leo Wolcott
H. G. Zieg jr.

OTHERS

William L. Ainsworth
Leon J. Bamberger
A. Jules Benedic
Jim Castle
Col. H. A. Cole
Harold D. Field
R. C. LiBeau
George L. March
Ben Marcus
Paul Mooney
David Palfreyman
J. L. Stern
John Wolfberg
Maurice N. Wolf

KANSAS CITY

Arlie Crites of Theatre Enterprises reports that farmers in the area are behind in their planting due to recent heavy rains in Missouri. Crites, who just completed a tour of the near south, was off again early in the week for further investigation. He also looks in on TEI theatres on these trips.

Alex Rogers, Theatre Enterprises manager in Fayette, Mo., was in the local office as was Frank Plumlee's brother Earl, who manages the chain's Paola situation . . . Al Adler, MGM manager, and Roger Leaton, head booker in the local Metro exchange, returned from the sales convention in New York.



AL L. ADLER

Bob Johns, northern Kansas salesman for MGM, won a radio in a raffle held at the exchange in the interests of the Pep club there . . . June Howard, PBX operator in the office, was on a week's vacation in Texas . . . L. J. Kimbriel, Missouri Theatre Supply manager, returned from a short vacation in California in time to attend the RCA sessions held here at the beginning of the week.

The Kansas City Theatre committee met Monday to hear a report on the full hearing in Jefferson City regarding the threatened shortage of air conditioning here this summer. No decision had been handed down by the state power commission at this writing . . . Francis Ward of the Attica, Attica, Kas., was on the Row.

Ed Kidwell, city manager for Cooper Foundation theatres in Oklahoma City, was in last week to investigate the Kimo policy of foreign product. Kidwell operates a theatre in his home town similar to the local Dickinson spot . . . Betty Drake, secretary to Ward Scott, 20th-Fox district manager, has announced her engagement to Robert W. Combe, new Kansas salesman for Republic. The wedding will take place some time this fall.

Clarence Schultz, Commonwealth Theatres president, and R. R. "Dick" Biechele, KMTA executive, returned from the Commonwealth central division meeting at Bagnell dam. Both report a very satisfactory visit in the Lake of the Ozarks region . . . National Screen Service hoped to move its trailer department at the end of the week to the new building at 18th and Baltimore.

Visiting Stebbins Theatre Supply this week were Elmer Bills of the Lyric in Salisbury, Mo.; Frank Weary of the Ferris, Richmond, Mo.; Bill Presley, Globe, Savannah, Mo.; L. Z. Henry, Lyric, Plattsburg, Mo.; R. C. Davisson, Binney, Pattonsburg, Mo.; Carl and M. B. "Pop" Presley, Madison, Huntsville, Ark.

W. J. "Gus" Kubitzki, 20th-Fox salesman, was so sore from intensive gardening over the weekend that he could scarcely walk; so he said . . . Gene Snitz, office manager and city salesman for PRC, was forced off the road while driving to Omaha over the weekend. Damage to the car and minor injuries to Snitz were caused by an approaching car passing another on a hill.

Exhibitor names were in the news last week as rescue workers in the recent tornado disaster at Worth, Mo. T. A. Spurgin of the Moderne at Stanberry and R. O. Robison of the Grant, Grant City were among those who helped revive the stricken community. John Long, 20th-Fox salesman, was prevented from lending his efforts when the highway department blocked roads into the disaster area.

In addition to his normal busy day as overseer of several PRC exchanges, Beverly Miller added a new item to his duties over the weekend. After conferring with the curator of reptiles at the local zoo, Miller took two live alligators, one seven feet long and the other a little larger, home to his back yard. While installing iron grillwork tops on the two large tanks in which the reptiles arrived, Miller and Alvin Denebeim, salesman, almost got nipped on the instep by the friendly monsters. The animals were taken to the lobbies of the local Regent and Gem theatres where they ushered in the new PRC feature, "Untamed Fury."



BEVERLY MILLER

Gil Canfield, RKO field representative, returned safely after feeling a breath of death while driving between Muscatine and Creston, Iowa, last week. Violent winds several times almost lifted his car off the road, and fallen debris dotted the landscape on all sides. Once, while peering through the windshield in an effort to locate the core of the baby tornado, Canfield saw a haystack about 150 feet away explode from the suction. "It blew up just as if a bomb had gone off inside," he said. "That was much too close for comfort."

Visiting NTS were Mrs. Chet Borg of the Plaza in Appleton City, Mo.; Oscar Neu of Neumade Products, New York City; Kenneth Doty, Strand, Ransom, Kas.; J. E. Courter, Courter, Gallatin, Mo.; M. Biemond, Ord, Ord, Neb.; Ralph Larned, Paramount, La Crosse, Kas.; W. W. Weldon, Joy, Lathrop, Mo.; H. F. Allen, Erie, Erie, Kas.; Louis Sosna, Sosna, Moberly, Mo.; Mrs. W. D. Jackson, daughter of Walter Lovan, Park, El Dorado, Kas., and W. B. Cook, Ideal, Halstead, Kas.

Convention Highlights

(Continued from preceding page)

convention annually. Special meetings may be called by the board.

Maurice Wolf, MGM exhibitor relations department, New York, made his maiden speech in his new job and created the impression as fitting aptly with the goodwill of Leo the Lion.

After Leo Wolcott and Jules Benedic finished their presentation of the Motion Picture Foundation, exhibitors could agree with the spirit of Spyros Skouras at New Orleans when he said the Foundation could be capitalized at $100,000,000 instead of $10,000,000. Appointment of Robert Livingston as area trustee was welcomed by all. It was a recognizition of his 40 years in the business and of his spendid work for the industry not only in tax matters.

Re-election of all officers was labeled by the introducer as one "real way" of expressing a vote of thanks for their pulling AITO "up by its bootstraps during the past year."

Marking the most successful convention of the organization's history, some 200 attended the initial luncheon-meeting Monday noon, with delegates being welcomed by Mayor Charles W. Leeman of Omaha. Introduced were John Wolfberg of Denver, president of the new Rocky mountain unit of Allied, and R. R. "Bob" Livingston, Lincoln, Neb., associate of the Cooper Foundation theatres. Naming of a panel for the Motion Picture Foundation was the convention's initial action, following a forum led by Leo F. Wolcott of Eldora, Iowa.

Entertainment features included an all-industry "movie night" at Iowa's famed Stork club, on the Iowa side, where Eddie Peabody, banjo king, headed a large floor show. Paramount under the aegis of Ralph LiBeau, district manager, with his Omaha and Des Moines staffs, held open house throughout the convention, while MGM girls circulated over the hall with cigarets.

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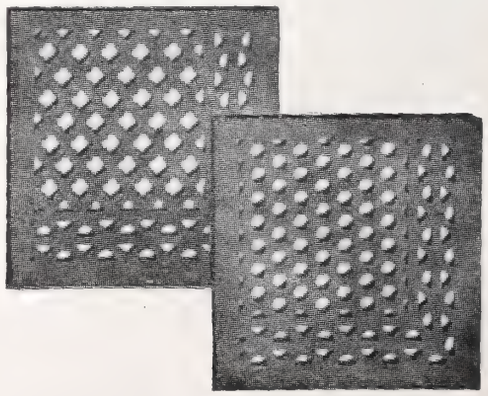
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'Yearling' Adds Color To Dull K.C. Week

KANSAS CITY—On the whole, business was slightly off here. Big attraction of the week was "The Yearling," playing with MGM's Academy award cartoon, "Cat Concerto," at the Midland. Racking up 150 per cent, the film was held over for a second period. The second week of "Suddenly It's Spring" at the Newman fell down rather badly but "The Farmer's Daughter" on a double bill at the Orpheum warranted an extended run.

Among the foreign product in the city this week, the second week of "Carmen" at the Kimo was high with 150 and was held over for a third chapter. "Before Him All Rome Trembled," a Superfilm release at the Tampico, was replaced at the end of its week run.

New films at the end of the week were "The Imperfect Lady" at the Newman, "The Late George Apley" as the first attraction in the new Tower-Uptown-Fairway setup by Fox Midwest, "The Westerner," a Film Classics reissue, as the initial film under the new Esquire solo policy, and "The Baker's Wife," a French release, at the Tampico.

(Average is 100)

Esquire, Uptown, Fairway—**Alexander's Ragtime Band** (20th-Fox), reissue 85
Kimo—**Carmen** (Superfilm), 2nd wk. 150
Midland—**The Yearling** (MGM) 150
Newman—**Suddenly It's Spring** (Para), 2nd wk. 85
Orpheum—**The Farmer's Daughter** (RKO); **Accomplice** (PRC) 115
Tampico—**Before Him All Rome Trembled** (Superfilm) 125
Tower—**Wake Up and Dream** (20th-Fox) 85

'Best Years' in Fourth Week Sets Des Moines Record

DES MOINES—"The Best Years of Our Lives" Thursday started its fourth week at the Orpheum Theatre here—the first picture in the history of Des Moines to run four consecutive weeks. Thus, "Best Years" has broken the previous record held by "Bells of St. Mary's." This picture ran for 23 days, also at the Orpheum. The "Bells," in turn, had bested "Gone With the Wind" which ran for three weeks at the Paramount Theatre.

The picture has broken all records for gross return in Des Moines, a fact which is somewhat offset by the advance in prices. Manager Jerry Blaedow reported attendance during the third week was "just at normal" —somewhat of a record in itself after 21 consecutive days. The third week for "Best Years" was shortened somewhat because of two evening performances at the theatre of Sigmund Romberg and his concert orchestra.

While these records were being set at the Orpheum, other Des Moines theatres were feeling the pinch. However, for the first time since "Best Years" has been here, another downtown house hit 100 per cent last week. The picture was "Lady in the Lake" at the Paramount.

"Stallion Road," at the Des Moines, was below average.

Des Moines—**Stallion Road** (WB) 95
Orpheum—**The Best Years of Our Lives** (RKO), 3rd wk. 100
Paramount—**Lady in the Lake** (MGM); **The Fabulous Suzanne** (RKO) 100

'Pursued' in Strong Opening; Lombardo Band Pulls Big

MINNEAPOLIS—Guy Lombardo's orchestra and the picture "That Way With Women" carried Radio City far out in front last week. There were only two other important newcomers, "Pursued" and the revived "Alexander's Ragtime Band." The former did particularly well. It was the eighth and last week for the record-breaking "Best Years of Our Lives," the third for "Dead Reckoning" and the second for "The Outlaw," which has chalked up smash business; "Sea of Grass," which also has given a good account of itself, and "Imperfect Lady."

Aster—**Strange Journey** (20th-Fox); **Renegade Girl** (SG) 100
Century—**Alexanders' Ragtime Band** (20th-Fox), reissue 110
Gopher—**Daniel Boone** (RKO), reissue 80
Lyceum—**The Outlaw** (UA), 2nd wk. 125
Lyric—**The Imperfect Lady** (Para), 2nd d. t. wk. 90
Radio City—**That Way With Women** (WB), plus **Guy Lombardo** on stage 200
RKO-Orpheum—**Pursued** (WB) 130
RKO-Pan—**The Best Years of Our Lives** (RKO), 8th wk. 100
State—**The Sea of Grass** (MGM), 2nd wk. 100
World—**Dead Reckoning** (Col), 3rd d. t. wk. 100

'Best Years' Is Still Strong In Third Week at Omaha

OMAHA—The third week of "The Best Years of Our Lives" at the RKO-Brandeis continued strong. Other bills were close to average.

Omaha—**13 Rue Madeleine** (20th-Fox); **Ginger** (Mono) 105
Orpheum—**Alexander's Ragtime Band** (20th-Fox), reissue; **Dangerous Money** (Mono) 100
Paramount—**The Macomber Affair** (UA), 2nd wk. 110
RKO-Brandeis—**The Best Years of Our Lives** (RKO), 3rd wk. 175
State—**Nora Prentiss** (WB), 2nd run; **Don Ricardo Returns** (PRC) 100

Asa J. French Dies

SALEM, S. D.—Asa J. French, 64, owner of the local theatre for three years, died here recently. Surviving are his wife, two sisters and a brother.

Put Williams, Wife, Son Tour Rio Grande Valley

KANSAS CITY—Heeding the call of the open road, the Williams family—Put, his wife, and son George—have sold their theatre interests, purchased $25,000 worth of road-show equipment, and have embarked on an expedition through the Rio Grande valley in order to bring the motion picture to hapless inhabitants of that area.

Williams and his wife once owned a theatre in Galena, Kas., and George just recently sold his latest permanent structure, the Delphus in Carthage, Mo., to Bill Bradfield of Columbia.

Together with son George, Put has bought a special outfit. Three huge trailers make up the caravan. The largest is 28 feet long, the smallest just eight feet shorter. One of these three vans contains RCA sound and projection equipment (35mm), folding chairs for 600 persons and the big tent that makes up the theatre. A second trailer is designed specifically for Mrs. Williams, who is an invalid. The third is the house trailer containing three double beds.

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Kansas City Regional Group Opens First RCA Cooperative Sales Drive



KANSAS CITY—To inaugurate the first RCA cooperative sales drive in the history of the firm, service and sales officials and RCA dealers opened the regional contest during a two-day conclave here at the Continental hotel. Host for the meeting was Don "Hi Fi" Davis, district manager of theatre sales.

Touching off the drive, which will last from May until July, was J. F. O'Brien, sales manager of RCA Victor, from Camden, N. J. Other RCA officials present were C. M. Lewis, field sales manager from Chicago; Adolph Goodman of RCA service in Camden; E. D. Van Duyne, field supervisor from Kansas City, and Paul Connett, district manager of RCA Service Co., also of the local office.

Prizes for top records during the drive period will consist of console radios, television sets and bonds. Strictly a cooperative measure, the contest will have no elements of competition between sales department, service company and dealers. Part of a nationwide program, the meeting here was for representatives and dealers from Wyoming, South Dakota, Arkansas, Minnesota, North Dakota, Illinois, Nebraska, Oklahoma, Missouri, Kansas, New Mexico, Colorado and Iowa.

Other sectional meetings are taking place from May 2 to 12 in Philadelphia, Atlanta, Cleveland, Dallas, New Orleans, Pittsburgh, New York, Chicago, San Francisco, Boston, and Los Angeles.

The first session of the meeting here was keynoted by an address by O'Brien. He was followed by Lewis and Goodman. Monday night's meeting was around a banquet table and was followed by a general sales campaign lasting until the wee small hours. Sales and service meetings wound up the gathering Tuesday afternoon.

Representing the three divisions of RCA activities here were Paul Connett, district manager of RCA Service Co.; Don Davis, district manager of theatre sales, and Elmer Peek and L. J. Kimbriel of Missouri Theatre Supply Co.

In the photograph, seated inside the table, are, left to right, C. V. Miller, Kansas City; W. F. Trunick, Chicago; Fred Gusler, Chicago; C. L. Cochran, Chicago.

Seated outside the table, left to right: J. F. Moore, Kansas City; Paul Connett, Kansas City; Adolph Goodman, Camden, N. J.; C. M. Lewis, Chicago; J. F. O'Brien, Camden; L. J. Kimbriel, Kansas City; Eldon Peek, Oklahoma City; B. D. Douglas, Des Moines.

Standing, left to right, are Francis Keilhack, Kansas City; F. M. Walls, Topeka; R. S. Murphey, Wichita; M. W. Gieskieng, Denver; Don Davis, Kansas City; S. R. Langwith, Denver; Frank Glatz, Denver; E. D. Van Duyne, Kansas City; C. W. Waller, Joplin; C. F. Craig, Omaha; C. H. Atchisson, Kansas City.

Master Mesmerist Stars In Paola Midnight Show

PAOLA, KAS.—As one of several Theatre Enterprises playdates, the Great Valleau, Master Mesmerist and professor of psychology at the University of Ottawa, Canada, was the feature attraction at a special midnight show at the local Paola.

Beginning his performance at 3:00 p. m. Valleau hypnotized a girl in a display window of a local department store. At 11:00 p. m. an ambulance brought her, still hypnotized, to the theatre for the balance of the 45-minute performance. Film accompanying the extra-fare attraction was "Cat Man of Paris."

Other demonstrations of hypnotism were on the stages of TEI locations in Slater, Fayette, Osawatomie and Pleasant Hill.

Ruthven Theatre in Iowa Is Detroyed by Flames

RUTHVEN, IOWA—Fire leveled the Ruthven Theatre here May 2 causing damage estimated at $10,000. The blaze followed an explosion shortly after a member of the theatre staff had left the lobby, where she had gone to get some popcorn sacks.

Lyle Nolan, owner, was in Pocahontas at the time of the blaze. He said the building was insured, but the furnishings and equipment were not.

The fire damaged the south wall of the H&H grocery. Firemen were unable to check the flames in the theatre, but managed to save adjoining buildings.

The blaze was the fourth here in the last three years. Like the others, the flames followed an explosion and the cause was undetermined. The other fires destroyed the school house, an elevator and a furniture store.

John Schnack Week Honor To Larned, Kas., Exhibitor

LARNED, KAS.—The mayor of Larned has proclaimed the week of May 11 John Schnack week in honor of the owner of the Electric Theatre here and a veteran of over 45 years in show business.

By way of tribute to this old-time showman, the May 8 issue of Tiller and Toiler, local newspaper, ran special pages of photographs, a feature story on Schnack's career, and several columns of congratulatory ads from local merchants and friends.

Iowa Site Surveyed For King Bros. Film

WEBSTER CITY, IOWA—MacKinlay Kantor, author of 19 novels, many of them located in Iowa, returned here last week to make a survey of Webster City as a site for the filming of a story about Iowa. Kantor was reared in this central Iowa town.

Kantor was accompanied by George Wiles, director, and several others connected with King Bros., Hollywood producers.

"We're anxious to get away from Hollywood sets," commented Wiles, who won an Academy award with "Transatlantic" in 1932 and has worked on pictures as varied as "The Reluctant Dragon" and "The Picture of Dorian Gray."

FRANK KING IN PARTY

In addition to Wiles and Kantor, the group here included Iowa theatre men and Gov. Robert D. Blue; Frank King, one of the producers; Paul Ivano, cameraman; Arthur Gardiner, associated with the producer, and Herman Webber, production manager.

Housing for at least 80 or 90 persons would be needed if the picture were filmed here, Kantor said.

Kantor said he hopes to produce a film about a boy who couldn't keep out of trouble, a delinquency study developed from a short story he wrote in 1939, titled "Gun Crazy."

Kantor said he was "sick of seeing an Iowa farmer depicted as a rube, with straw sticking out of his ears and saying 'by cracky' and 'by gum.'"

MAY START IN JUNE

In the event that Webster City is selected as the site, Kantor said filming probably would start about June 1 and continue through July.

While here Kantor revealed he is through writing books for many years to come. "I wrote a book called 'Midnight Lace' which hasn't been published yet, and that's the last book I intend to write for many years," he said.

Kantor is going all-out on picture production. He says he either is going to make a big success of it or a big failure.

He joined up last August with Frank and Maurice King in King Bros. He said they are low-cost producers who have been organized only since 1942 but have made good thing out of every picture they have produced.

Kantor doesn't see why he can't make good pictures, too.

"It's just telling a story, isn't it?" he asked.

"Gun Crazy" isn't a gangster yarn, he said. It's a story about a Missouri-born lad who goes wrong after coming to Iowa, in spite of the efforts of the community and the law enforcement officers.

Park Robuck, Des Moines, Is Dead of Hemorrhage

DES MOINES—Park S. Robuck, 57, owner and operator of the Ideal Theatre here, died of a cerebral hemorrhage May 4 at Iowa Methodist hospital. Burial was at Knoxville, Iowa.

Mr. Robuck was born in Attica and was a Des Moines resident 29 years. His survivors include his wife, a son Glen of Des Moines, a sister, Mrs. Frank Sweem of Knoxville, and one grandchild.

Fred Brinkman, 81, Dies; Bemidji, Minn., Pioneer

BEMIDJI, MINN.—Fred Brinkman, who founded this city and at one time operated three theatres, is dead. He was 81 years old.

Buying Combine Cracks; Straying Member Ousted

Verse on Marriage Wins Contest on MGM Picture

DES MOINES—Mrs. J. C. Wilkinson has been awarded a week's all-expense-paid plane trip to New York City as winner of the national contest on "What Would the Perfect Marriage Consist Of?" The contest was sponsored by Paramount Pictures and Movie Story magazine in connection with "The Perfect Marriage." Local sponsors were the Des Moines Theatre and radio station KSO.

Mrs. Wilkinson will leave with her husband May 16 for their first plane trip and their second vacation since their marriage 19 years ago.

As an old contest hand, Mrs. Wilkinson said she had won everything from a bottle of chocolate milk to a radio and a record player, but that this trip tops all her earlier prizes. Mrs. Wilkinson explained she simply used her own marital experience as the basis of a verse entered three months ago in the contest.

She won first local prize of $25 (and still has some of it left) and the letter was entered in the national contest, which she won, too.

"Compromise is the basis of our marriage," Mrs. Wilkinson declared. "We try to remember we are two persons who do and see things differently and we work on that theory. Each of us expresses our opinion; then we think over the question, and each one gives in a little or admits he was wrong."

Here is the verse which won Mrs. Wilkinson her prize:

The perfect marriage is a blend —
Of love and hate and lots of spunk;
Of patience and cheerfulness,
Of fortitude when all seems sunk."
Give, with good graciousness, and try
To overlook the faults of each.
Don't look for movie glamor
That's fragile as a hot-house peach.
Work side by side and always share
The good, right with the bad.

Mrs. Wilkinson is president of the Wallace and treasurer of the East high school PTA.

A few months ago her son Bob, 10, won a Collie pup in an MGM contest on "Why I Want a Dog."

Children's Hospital Fund Passes $3,000 at Omaha

OMAHA—The first report on children's matinee receipts for the Children's Memorial hospital is in. M. L. Stern, Omaha Variety Club treasurer and drive chairman, said so far more than $3,000 has been turned in.

Despite bad weather 13 matinees in Omaha gained $1,100 for hospital equipment. Stern listed these performances as outstanding.

Plattsmouth $160, Alexandria $56, Beemer $125 and Ainsworth $110. Largest contribution in Omaha was $164 from the Avenue Theatre.

Theatre to Be Erected In Des Moines Suburb

DES MOINES—Permit for construction of a new theatre in Urbandale, a suburb of Des Moines, has been granted and work on the new house will be started immediately, it was announced here last week. The new building will be on Douglas avenue, just west of the Legion hall. Construction of the new theatre has had the firm backing of several neighborhood groups including the Urbandale Lions club and Urbandale Citizens.

William Feld of Pittsburgh Is Midwest Manager for E-L

ST. LOUIS—William Feld, who resigned in Pittsburgh May 9 as Republic manager, has been named Eagle-Lion district manager with headquarters here. Field's territory includes St. Louis, Kansas City, Des Moines and Omaha.

Lyceum in Minneapolis To Have Face Lifted

MINNEAPOLIS—Work on a $50,000 remodeling program at the Lyceum, local legitimate roadshow house which also presents motion pictures occasionally, will start about July 1, Leo Murray, manager, announced. Better seeing and hearing are the aim, he says. First-floor seats will be elevated and rearranged and new-type push-back seats will be installed. Walls will be treated acoustically.

The theatre's front also will be given a face-lifting and downstairs restrooms installed. It is planned to have the work finished before the start of the fall season.

Built in 1905, the Lyceum originally had two balconies. During the 1920s it was remodeled as a movie house and the two balconies were made into one. Among the pictures it has played recently are "Henry V," "The Outlaw" (current) and Scandinavian language films.

Fred Thacker Will Open Grand Junction Theatre

GRAND JUNCTION, IOWA—Fred Thacker, veteran Iowa theatre manager, has purchased a building here which he will convert into Grand Junction's first modern motion picture theatre.

The house will be in the Blaylock Bldg., which Thacker will remodel to include living quarters for himself and his family.

Thacker has had 16 years experience in the theatre business at Titonka, Lake View and Gilmore City.

C. W. Van Sloun Dies

WAVERLY, MINN.—C. W. Van Sloun, owner of the Waverly Theatre, died after a lengthy illness. He was 55 years old.

MINNEAPOLIS—Local trade circles believe the recently launched North Central Allied cooperative buying setup received a setback with the expulsion of Martin G. Lebedoff, operator of two de luxe Minneapolis neighborhood theatres, from Independent Theatre Ass'n, nonprofit buying combine that comprises most leading Twin City theatre owners.

Lebedoff was expelled because he defied other members and made a deal with Columbia for "The Jolson Story" for his two theatres. He acceded to terms which other members disapproved. "Hy" Chapman, Columbia branch manager, said it wasn't a percentage deal, but nevertheless one that the company "wanted."

The rift is considered all the more significant because Lebedoff is North Central Allied secretary. At its recent convention here, the independent exhibitor body decided on a drive to bring all independent exhibitors into buying combines and then to try to effect a merger of as many of the groups as possible in order to create greater buying power. That power is essential in the fight to force down film prices and eliminate percentage, President Bennie Berger believes.

Before Lebedoff went ahead on his own and made the deal for "Jolson," Casper Chouinard, Independent Theatre Ass'n manager, had threatened suit to force Columbia to deliver "The Jolson Story" to Lebedoff at terms which he claimed the company had accepted. Columbia branch manager Chapman charged Chouinard with trying to dictate terms.

Theatre Associates, another of the territory's largest and leading non-profit buying combines, comprising nearly all of the leading independent circuit, has finally capitulated on "The Jolson Story" after long resistance to Columbia's terms. It was decided to buy the picture on a Friday. Even before the deal was signed, the Volk Brothers, independent circuit owners, dated in the picture to open at two of their local de luxe houses the following day.



MEETING AT THE ASTOR—In New York last week to discuss MGM sales policy with William F. Rogers, vice-president and general sales manager, and other home office officials, were the following Metro managers and bookers from midwest exchanges:

Left to right: Gerald E. McGlynn, Omaha exchange manager; Fred Fejfar, Omaha booker; Kenneth Weldon, Des Moines booker; Melvin Turner, Minneapolis booker; Roger Leaton, Kansas City booker; Ralph Maw, district manager with headquarters in Minneapolis; W. H. "Bob" Workman, Minneapolis manager; Alfred L. Adler, Kansas City manager, and D. C. Kennedy, Des Moines manager.

DES MOINES

Harry Hamburg, Paramount manager, won a $50 prize offered for the best slogan submitted for the new Paramount drive which will start in August and run for three months. Hamburg's prize-winning slogan is "Celebrating 35 years of Leadership." Hamburg was in Omaha last week attending the Allied Theatre convention . . . Also at the convention was Mel Evidon, Columbia's manager.

Chuck Elder is back at the booking department at Paramount after a brief try in the insurance business. Chuck replaces Bev Mahon who resigned last week . . . New typist at Paramount is Betty Blake.

R. D. Graber jr., traveling auditor, was working at the Monogram exchange last week. Lou Spector, publicity man for "It Happened on Fifth Avenue," Monogram picture scheduled to open May 15 at the Des Moines and Roosevelt theatres, was here last week lining up campaigns.

Mrs. Helen Squire, MGM, was away from her desk last week caring for her son, Warren, who has measles . . . Howard Dunn, MGM salesman, treated half of Filmrow to cokes and coffee last Monday afternoon, though it was not an invitational affair, but rather that Howard was the victim of some scheming associates.

Maxine Bird, MGM, spent last weekend in Mount Ayr . . . 20th-Fox office employes held an office party last Saturday morning . . . Clyde Pratt, back from a sojourn in Florida and Texas, and his brother Ralph, who has returned from Jefferson City, Mo., were on the Row last week booking for their Washington, Iowa, house . . . Other visitors on the Row last week included Stuart Peake, Maquoketa; Joe Stewart, Mystic, and L. E. Palmer, Postville.

New stenographer at PRC is Lucra Gazzo . . . Beverly Miller, PRC division manager, spent several days here last week. With him, Miller brought two live alligators and a display for "Untamed Fury" which will open late this month at the Garden Theatre . . . In a preconvention drive contest, the Des Moines PRC exchange won three out of five prizes, Mike Lee, manager, announced.

Pat Probst, Universal, was wearing a corsage last Monday in celebration of her birthday . . . Doris Wolf and Jane Frye, both of Universal, are on vacation.

Mark Dersh is a new booker at Columbia . . . There's a double local angle to "Stallion Road" now playing at the Des Moines and Roosevelt Theatres. In the first place it stars a former Des Moines man, Ronald Reagan. And the technical adviser for the animal phase of the film was Dr. A. Mack Scott, son of the Joseph A. Scotts of this city. Scott is a graduate of Iowa State college and recently opened a veterinary hospital in Hollywood, and he and Reagan were pals in Des Moines.

Harold Russell, one of the stars of "Best Years," was here last Friday night and Saturday. Arriving with two Samuel Goldwyn representatives, Russell met newspaper and radio people, but made no public appearance. . . . Although he is manager of the Des Moines theatre and sees almost all of the movies that come here, Harold Lyon has a hard and fast rule that his 8-year-old daughter, Betsy, can see only film recommended for children by Parents' magazine. And he never overrules the magazine's decisions.

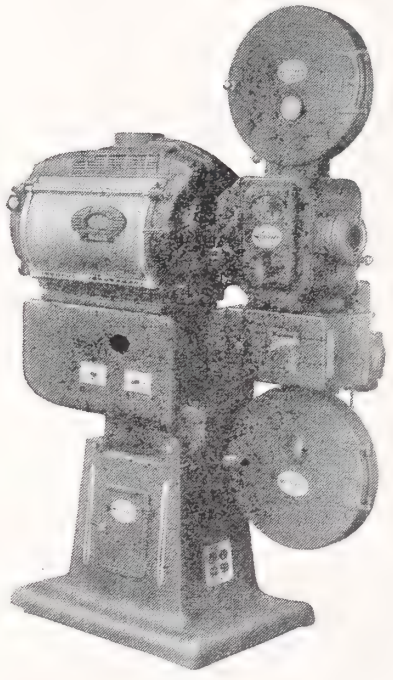
Martin, S. D., Theatre Sold

MARTIN, S. D.—C. E. Bradshaw has sold the Martin Theatre here to Otto Einspacher. The deal was to become effective May 10.

Starring Greer Garson

"As You Desire Me" is the new title for Paramount's "Woman of My Own" in which Greer Garson stars.

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MINNEAPOLIS

Frank McInerny, Minneapolis Times columnist and onetime theatre press agent and manager, died after a long illness . . . Radio City Theatre follows the successful Guy Lombardo engagement with another stage show topped by Frankie Carle's orchestra the week of May 16.

LeRoy J. Miller, Universal manager, says no successor has been named yet for Fred Abelson, city salesman, who resigned to remain in Los Angeles. Fred's brother Bob, who used to be RKO city salesman here and before that was a member of the local Paramount sales staff, is now Film Classics district manager in Los Angeles.

Among the Northwest Variety Club members making the trek to the Variety convention in Los Angeles are Johnny Branton, chief barker; Abe Kaplan, Sidney Volk, Sol Torodor and Bill Levy.

The Sioux Falls, S. D., branch is currently first in the RKO Ned Depinet sales drive, now in its 17th week . . . Calvin Leader, Warner home office booking secretary, was a visitor . . . Harry Mandell, Eagle-Lion district manager, was in town for conferences with Abbott Swartz. Main topic of discussion was doubtless E-L's latest boxoffice hits, "The Adventuress" and "Lost Honeymoon."

J. J. Donahue and Allen Usher, Paramount division and district managers, respectively, visited Ben Blotcky, local branch manager . . . Glen Wood, Universal head booker, is in Los Angeles to participate in the NBC bowling tournament. His friends here are confident he'll cop a prize . . . Out-of-town exhibitors visiting Filmrow included Lauren Lang, Grand Marais, Minn.; Leo Allender, Northolm, Minn., and Floyd Perkins, Mora, Minn. . . . Additions to the MGM office staff include Jane Gauger and Dolores Sarell.

The Orpheum last week interrupted its film policy to play Sigmund Romberg and his orchestra for the fourth time. At $3.60 top, Romberg again drew practically capacity both nights.

Mayor H. Humphrey is trying to get 21 persons to donate $100 apiece for six nights' rental of the municipal auditorium so that the Minneapolis Symphony orchestra can give six free concerts. The concerts are made possible through allocation of $17,000 by the AFL American Federation of Musicians Ass'n from a fund for free concerts for the public. The city council, however, insists that rent be paid for use of the auditorium.

Omaha Filmrow Property Nearer Condemnation

OMAHA — Land that includes two film businesses and lies in the path of Filmrow expansion west was nearer to condemnation this week. The Omaha improvement commission approved a site for the city auditorium approved earlier by the auditorium commission. The city council now will be asked to condemn the property on which stand buildings of the Ballantyne Co. and Paramount Pictures.

New Theatre for Audubon

AUDUBON, IOWA—A building formerly occupied by Wagner's variety store is being remodeled here and will be opened shortly as the Isis Theatre. Owner of the building which will house the new theatre is F. R. Thomson who also owns the Rose Theatre here.

Combines Balk at 'Duel' and 'Years'; NCA Protests Prices to Truman

MINNEAPOLIS — Two of the territory's largest buying combines, Independent Theatre Ass'n and Theatre Associates, are on "strike" against "The Best Years of Our Lives" and "Duel in the Sun" because of the percentage demands for these pictures. The combines include most of the important Twin city neighborhood houses and many of the principal out-of-town independent situations.

The strike is in the face of the fact that "Best Years," in its Twin City first runs, is now breaking boxoffice records. It's in its eighth week here and third in St. Paul.

In a letter to President Truman over the signature of its head, Bennie Berger, North Central Allied has asked for intercession to eliminate the demands upon exhibitors for increased admission prices for "Duel in the Sun" and "Best Years of Our Lives." It asks the nation's chief executive to urge David Selznick and Samuel Goldwyn to "stop their unfair demands."

The letter brands the demands "cruel and unpatriotic" and calls them "a slap" at the President's recent plea for price reductions. It also mentions the film companies' "unprecedented earnings."

"Our organization is vehemently opposed to showing the above-named pictures at advanced admission prices, but we are helpless," said the letter. "Therefore, we would welcome your intercession to urge the producers to put a stop to their unfair demands. If these companies are allowed to get away with this ridiculous policy the rest of the film companies will undoubtedly follow suit."

In conclusion the "hope" is expressed that the President will see fit to act "immediately."

One of the buying combines, the Independent Theatre Ass'n, also is balking at "The Jolson Story," which has been chalking up sensationally big grosses in the Twin cities and in other spots throughout the territory. A 35 per cent demand and other conditions are stumbling blocks as far as "The Jolson Story" is concerned. The asking price for "Best Years" is 70 per cent.

"Duel in the Sun" will not be released in this territory until next month, but it is being sold now at 60 per cent. The combines have declared they will not buy it at that price. The Minnesota Amusement Co. and a large number of independent exhibitors, not members of a buying combine, have made deals for all three pictures.

In Minneapolis and St. Paul, independent exhibitors who have played "The Jolson Story," the only one of the three pictures that has been available for them, have cleaned up at the boxoffice. In every situation here, as well as out of town, it has done top business.

Raymond Johnson Opens Theatre in Nebraska

REPUBLICAN CITY, NEB. — Raymond Johnson, who used to manage the Strand Theatre at Hastings, was to open the Garden Theatre here Thursday. He fixed up an auditorium that will have a seating capacity of about 300.

Bill Evidon to Coast

MINNEAPOLIS — Bill Evidon, Columbia city salesman, has been promoted to Los Angeles assistant branch manager. Sid Lax, office manager, advances to the sales staff to replace him. Bill Woods, formerly with Paramount and more recently an exhibitor at Lee Center, Minn., has been named the new office manager.

Al Denebeim PRC Huckster

OMAHA—Alvin Denebeim is the new PRC salesman having the northern territory out of this city. Denebeim has spent the last two weeks in Kansas City learning the ropes under the direction of Gene Snitz, city salesman there, and Al Lies, southern Missouri and southeast Kansas huckster.

When there are so many reasons why it pays to own a "Manley"

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OMAHA

Summer seemed almost here Sunday with the RKO-Brandeis turning on its air conditioning for the first time. The next day the heating system was back in use . . . Harold Russell, Oscar winner in "The Best Years of Our Lives" was to be in town Thursday to attend several civic meetings.

Exhibitors in town were too numerous to mention with the big Nebraska-Iowa meeting on. But Dale Goldie, Cherokee, visited the city for the first time in three years—and it wasn't because of the AITO convention . . . Oscar Hanson, not to be outdone by his brother, also flashed out in a new suit.

Mr. and Mrs. H. B. Johnson jr. of Minneapolis, son and daughter-in-law of the Universal branch manager, spent the weekend in the city. Julie Marie, their daughter, accompanied them . . . Will Singer, RKO-Brandeis manager, was in Chicago . . . Inez Miller, Universal inspector is vacationing . . . MGM's new stenographer is Anita Bruno . . . Warner Bros. has two employes out. Ruth Kruger is seriously ill and Dorothy Paulsen went to the hospital for an appendectomy.

E. Heiber arrived in time for the convention . . . Mary Leary called an offside on us on hockey names. It's Blinky, not Winkie, Boyce she is to marry. There is a Winkie on the team, Winkie Smith, but he's already across the blue line.

While Jean Usher, RKO-Brandeis cashier, vacations at home a former cashier, Dorothy Swisher, pinch-hits . . . Another former cashier, Ruth Matejka, gave birth to a girl April 29, named Linda. Frank Pavelec, projectionist at the theatre, also is on vacation.

Henry Monsky, National B'nai B'rith president since 1938 who died in New York, is a brother of Universal salesman Phil Monsky here and Mayer Monsky, branch manager at Denver . . . Children were polled in the local press on their recreation needs in the city. Among the long lists of sports one vote stood out by a youngster who asked: "How about a theatre for boys and girls only?"

The Ballantyne Co. is one of 66 firms exporting in the Omaha area. It sends sound and projection equipment all over the world.

Ted Emerson, Tri-States publicity chief here, and Rollin K. Stonebrook, Orpheum manager, popped into the World-Herald office with a surprise this week. On each desk was laid an egg advertising "The Egg and I" . . . The kicker was that the eggs were still warm—from boiling, that is. Emerson was asked why he served hard boiled eggs. "That's in case you decide to throw them at us," he explained retreating . . . Stonebrook also has a lobby display of live hens at the Orpheum that attracts the young and old.

The mother of Mona Hanson, Universal booker's secretary, died in Fremont.

Kiddies Treated to Shows For Cleaning Up Town

MANKATO, MINN.—The State and Grand theatres here held free "Clean Up week" theatre parties for kiddies who helped to tidy up the town. More than 1,500 youngsters were the theatres' guests.

Elk Theatre Improved

ELKTON, S. D.—M. Roggeman, owner of the Elk Theatre, has completed improvements which include new painting and renovating, new marquee lights, addition of a center door and 120 new seats.

William H. Hardman Dies; Frankfort, Kas., Veteran

FRANKFORT, KAS.—William H. Hardman, for many years owner of the local Royal Theatre, died here last week. His daughter and son-in-law will continue to operate the theatre under the policy set up by Hardman.



W. H. HARDMAN

Beginning his career here in 1917, William Hardman took over an airdome theatre which at first he planned to operate for only one summer. However, the business experience during that time proved so interesting that he decided to continue in show business with a permanent motion picture house. His many years as operator of the Royal was the result of this decision.

A booster of KMTA, a member of the local Rotary club and a Mason, Hardman leaves his wife, daughter Marjorie and son Bill jr., who is RCA service manager in New York City.

Max Torodor Sells Ritz, Mill City Neighborhood

MINNEAPOLIS—The first sale of a de luxe independent neighborhood theatre here in many years transfers ownership of the 750-seat Ritz from Max Torodor to two relatives, Elmer Meyers and Sol Fischer, at a reported price of $135,000.

Starting as an exhibitor here 30 years ago on the proverbial shoestring, Torodor has had the Ritz Theatre for 24 years. He is retiring and moving to California.

Fischer, one of the new proprietors, and his father own two other Minneapolis neighborhood theatres.

Newspaperman to Independent

Vance King, newspaperman, has been signed as story editor by Independent.



KANSAS CITY SRO CHIEF—R. R. "Tommy" Thompson, who has been appointed sales manager for Selznick Releasing Organization, has opened offices in the R. A. Long Bldg. in Kansas City. Thompson previously was with Universal for 14 years.

Missourians Propose School Tax Measure

JEFFERSON CITY—A bill permitting school districts in Kansas City to levy sales taxes on all retail sales, including theatre tickets, has been introduced in the Missouri senate by Senators Frank Lee Wilkinson and Edgar J. Keating of Kansas City. The bill is in the hands of the ways and means committee and while its wording does not mention Kansas City, it restricts its action to school districts located in a city having a population of 200,000 and not more than 700,000. Kansas City is the only city in that classification.

The decision to levy a sales tax and the amount of tax (not to be more than 1 per cent) shall be in the hands of the school board, which then must submit the proposition to the voters of the school district. The tax is imposed on every retail sale within the school district except sales to the state, and feed for livestock and poultry.

Every person affected is required to make a return and remit the collected taxes to the school district under penalty of a $1,000 fine and any individual who refuses to pay the tax when making a retail purchase may be fined $1,000 for each offense.

The school district and its employes are empowered to seize and examine any retailer's books, papers and records, including federal and state tax returns, in order to verify tax statements.

Full power is vested in the board of directors of the school district, which is not only empowered to prescribe and enforce rules and compute the tax, but has full power over re-examinations and corrections of returns and final say on under- and over-payment claims.

Apparently under the provisions of the act the sales tax will run forever or until the board of directors decides to abandon the tax. If it does that, it must then resubmit a new tax proposal to the voters of the school district.

M. B. Presley Reseats

HUNTSVILLE, ARK.—M. B. "Pop" Presley has received the final shipment of chairs for the current reseating project under way at his Madison Theatre here. Presley and his son Bill, who manages his house in Savannah, Mo., recently returned from a hunting trip in the state.

Gets Missouri Charter

JEFFERSON CITY, MO.—The Dickinson Operating Co., Inc., Mission, Kas., has been authorized to operate motion picture theatres in Missouri as a foreign or out-of-state corporation. Rolfe H. Starrett, Kansas City, was designated as the principal Missouri agent for the company.

'Years' at Grand Island

GRAND ISLAND, NEB.—"The Best Years of Our Lives" will show at the Grand Theatre for a week. Samuel Goldwyn has leased the theatre from the Tri-States Theatres Corp. for the showing, Wally Kemp, city manager, said.

Tieup on Marbles Contest

PIERRE, S. D.—A citywide marble tournament is being sponsored by the State and Grand theatres here in cooperation with the city recreation supervisor, Wayne Parker. The theatres are managed by Ken Peters.

Newspaper Agitates For Teen-Age Price

DETROIT — Establishment of a special price scale for teen-agers is advocated as the result of a poll of readers taken by the East Side Shopper, Detroit community newspaper. Arguments of readers as quoted were unanimously in favor of some modification in the present price structure. The only representative of the teen-age group was quoted as saying he was satisfied with paying the full scale for evening shows. His position was that Saturday matinees should be offered to teens at the same price as to younger children.

General feeling of theatre patrons quoted was that a price around 25 cents was about right. Objection was taken to the 70-cent price on the ground that the youngsters could not afford this from their own earnings and that, at the same time, their families could not give them this much amusement spending money. One mother reminisced about being able to pay a dime for an afternoon show at one time, constrasting it with present price scales.

Idea of a special price scale for adolescents was advocated by one circuit here some years ago, but ran into serious opposition on several points and was abandoned.

Goodwin Sable Elevated To Dayton City Manager

DAYTON—Goodwin Sable, Keith's Theatre manager, has been appointed city manager of all three RKO theatres in Dayton. He succeeds William A. Clark, who left Dayton last June to become assistant division manager of RKO at Cincinnati. Sable is to continue as manager of Keith's in addition to his new duties. He became associated with Dayton theatres in 1934 as assistant manager of the old Strand, an RKO affiliate, and since has been manager of the State and Colonial theatres.

William Scott, Pittsburgh Veteran, Resigns UA Job

PITTSBURGH — William Scott, one of Filmrow's veteran and respected sales representatives, who has been a fixture here for a quarter of a century, has resigned sales duties with United Artists after more than 23 years with this company. Bill says he is entitled to a vacation and after resting at his home for a month or so he plans to spend some time in Florida. His resignation was a surprise to most Filmrowites.

Nick Condello Is Winner Of Chakeres Competition

LONDON, OHIO—Nick F. Condello, manager of the Chakeres State Theatre here, has been advised that he is the winner of the circuitwide "Margie" contest in which 40 Chakeres theatres in Ohio and Kentucky participated. The contest was based on the amount of business done over that on "State Fair," and in advertising and exploiting the picture. The prize is a $100 suit of clothing.

Blatts Give Away Fords

PITTSBURGH—Blatt Bros. Theatres will award a sixth Ford automobile during the week of May 20. Winners to date have been from five different towns in which the circuit operates. The car giveaway substitutes for game night throughout the circuit.

De Luxe Colored Theatre Opens in Detroit Suburb

Strikes Put Suburbs Out of This World!

Pittsburgh—Mathilda Kiel, AMPTO assistant secretary who resides in Brentwood, was ready to come into the office, but there was no bus service because of a strike. She might have telephoned for a taxi, except that manually operated phones are crippled—because of a strike. Even if she could have made her call, it wouldn't have done her any good.

The cab drivers were on strike.

Max Milbauer to Build Dayton's Sixth Drive-In

DAYTON—A 600-car drive-in theatre, the sixth in Dayton, will be constructed here by Max Milbauer. It will have RCA equipment. The Miami Cruise-In Theatre in nearby Miamisburg has installed the new DeVry in-a-car speakers. The Leesburg Theatre, Leesburg, Ohio, has installed new Strong lamps. The installations were made by Sheldon Theatre Supply.

Abe Ludacer to Succeed Teschner at Valentine

CLEVELAND—Abe Ludacer, manager of Loew's Park Theatre, has been transferred to Loew's Valentine, Toledo. He succeeds Ted Teschner, resigned.

Ovid Theatre Is Sold

OVID, MICH.—The Ovid Theatre, operated for the past eight years by Mr. and Mrs. Paul Meder, has been sold to Mr. and Mrs. Edwin Van Sickle of Pottersville, Mich. Edgar Fremody, nephew of the Van Sickles, will be in charge.

DETROIT—The Duke Theatre, 1,400-seat house designed for Detroit's colored patronage in the north end was opened Friday (2) by the Wisper & Wetsman circuit in a gala premiere that drew wide attention both in the special community the house will serve and in the film industry. House is located at Eight Mile and Wyoming roads in Royal Oak township, just across the street from the Detroit city limits.

Saul Korman, operator of an independent circuit in Detroit, Cleveland and Miami, also has an interest in the new Duke. House will be operated by the W&W circuit.

The building is of modernistic cinder block construction, built on a de luxe scale. Total cost of construction was estimated at close to $300,000 at today's scale of construction costs. The building is one-story, and contains space for one store in addition to the theatre.

Charles N. Agree of the Modern Theatre advisory board was architect. Simplex dual sound and model E7 projectors, Peerless Magnarc lamps, and Hertner transverter were supplied by National Theatre Supply Co.; drapes by Mork-Green studios; marquee and sign by Long Sign Co.; chairs by American Seating Co.

The house will be managed by Chester Owens, a newcomer to show business, with William Napier, formerly of the East Side Drive-In, as projectionist.

Representing the operating circuit at the opening were Frank Wetsman, Lew Wisper, Saul Korman, Bill Kaplan, Daniel J. Lewis, Victor Dodge, John Martin, Harry Clark and Henry Koppin. Mrs. Wetsman, Mrs. Lewis, and Lew Wisper's parents and other members of his family attended.

Among industry figures attending were Alex Schreiber, Associated circuit general manager; William Hurlbut, Monogram franchise holder; Joseph J. Lee, 20th-Fox manager; Jay Conover, 20th Fox salesman; Edward Long, Long Sign Co., and Charles N. Agree, architect.



CLEVELAND'S NO. 1 FILM FAMILY—Cleveland's outstanding theatre family, the Lefkowich-Greenberger clan of the Community circuit, poses with Harold Russell, the handless Academy award winner in "The Best Years of Our Lives," at the recent Variety Club luncheon there, at which the Cleveland Variety launched its new project supporting the police department's Paradise Valley boys camp. Russell was the honor guest at the luncheon, attended by more than 100 barkers and friends. Left to right: Max Lefkowich, Henry Greenberger, Russell, Harold Greenberger, Leonard Greenberger, Leo Greenberger and Bert Lefkowich. Max and Henry head the Community circuit.

Zanesville Will Welcome Local Boy At 'Repeat Performance' Premiere

ZANESVILLE, OHIO—Richard Basehart, local boy who plays a featured role in "Repeat Performance," an Eagle-Lion production, will be the center of attention when the film is given its world premiere at the Liberty Theatre here May 22.

Working on the "welcome home" committee to honor the local boy who made good are John Woodward, city manager for the Shea chain of Zanesville houses, William Corry, secretary of the Chamber of Commerce, and other industrial leaders.

Plans call for a typical Hollywood premiere with klieg lights, speeches, a parade and a series of social events. George Bennett, Eagle-Lion field representative working under Max Youngstein and Arthur Jeffrey, is in charge of the publicity campaign.

FIRST HIT IN 'HASTY HEART'

Basehart was born in Zanesville 27 years ago and attended St. Thomas high school here. While a student he had a paper route, delivering the Zanesville Times-Signal. After graduating from high school he went to work for the Times-Signal as a reporter. An interest in dramatics led him to radio station WHIZ, where he worked as an announcer. Following the dramatic urge further, he became an actor. His first hit was in "The Hasty Heart," which won mention in Life magazine. It was his work in this play which won him a screen contract.

Eagle-Lion has arranged extensive coverage of the opening by radio commentators, syndicate representatives, feature and trade press writers and syndicated columnists. The group of New York correspondents covering the opening will be flown to Zanesville from LaGuardia field May 21 on an American Airlines DC3 plane, christened "Repeat Performance."

Zanesville and Ohio civic officials have set the opening as the highlight of a statewide celebration commemorating the 150th anniversary of the founding of the city.

E-L PUBLICISTS TO BE THERE

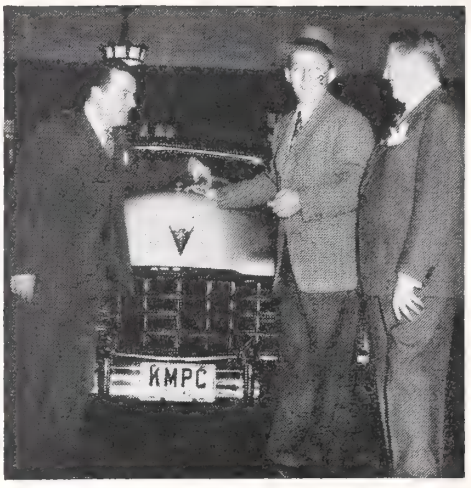
Members of the E-L publicity department scheduled to direct the press include Patrece Snyder, radio publicity manager; Marie Slate, syndicate contact, and Jack Alicoate, trade paper contact.

Radio coverage will be supplied by Maggi McNellis, Bill Leonard and Delores Craig in addition to local commentators. Syndicate coverage will be handled by Inez Gerhardt, Jay Breen, Douglas Anderson, Louis Messolonghitis and Dick Connors. Columnists present at the opening will include Earl Wilson, Robert C. Ruark, Betty Etter of Movie Life magazine.

In addition to Hollywood personalities scheduled to attend the opening Col. Philip Cochran, inspiration for the "Terry and the Pirates" comic strip character, Flip Corkin, will be present.

Free U-I Records

CLEVELAND—U-I offers a record service to schools, clubs and musical organizations in connection with "Song of Scheherazade," currently showing at the Allen. Records of three of the leading Rimski-Korsakoff numbers used in this story of the life of the famous Russian composer, are available to these groups free of charge, namely, "Flight of the Bumble Bee," "Song of India" and "Scheherazade." The songs are sung by the Metropolitan opera star, Charles Kullman. For exhibitor tieups U-I also has a radio transcription of the three musical numbers. Write to the advertising department, Universal-International Pictures, 1250 Sixth Ave., New York, for the records and transcriptions.



CAR FOR A SONG—Bing Crosby created a stir in Detroit's film and radio circles when he came to town to sing at the silver wedding anniversary of radioman G. A. Richards, right. While here, he was presented a new Cadillac convertible by Richards. Photo shows Harry Wismer, newsreel and short subjects special commentator, who is also assistant to Richards, presenting the keys to Bing. KMPC, Los Angeles, in which Crosby is a stockholder, is one of the three Richards stations, the others being WJR, Detroit, and WGAR, Cleveland.

Pittsburgh Variety Tent To Hold Tourney June 16

PITTSBURGH—Variety Club's annual golf tournament has been set for noon Monday, June 16, at the Chartiers Heights Country club. The event will be stag. Committee includes Tom Birks and Art Levy, co-chairmen; Jules Green, prize chairman; Max Shulgold, ticket chairman, and Art Morrone. Golf and dinner tickets are $7.50. For those attending the dinner only the fee will be $5.

TOLEDO

Ted Teschner, who recently resigned as manager of Loew's Valentine Theatre here, has many friends who are wishing him luck in the sign advertising business, which he plans to enter shortly. Teschner has been with Loew's for 17 years and in Cleveland since August 1942.

Milt Tarloff, promoter of the Toledo Sports and Home show, came back to town recently after a month in Daytona Beach, Fla. Tarloff is the Toledo Variety Club's delegate to the national convention in Los Angeles and left for the coast last week.

Joe E. Brown, star of stage and screen, visited his mother here recently after appearing in a benefit at Lima. Brown is a native of Toledo . . . Ted Malone will do his network broadcast from Grinnel Bros. music store here at noon May 14.

A self-appointed advance agent for the Sparks circus, who has cashed worthless checks in Toledo for more than $200, was being sought by police. Howard Ahrhart, circus advertising director, said the check-passer has been operating for several weeks.

Detroit Is Disturbed By Business Slump

DETROIT—A continued slump in show business since the Easter week spurt has begun to worry exhibitors here. The drop-off is evident in the big first run houses, where even top attractions have been drawing less than anticipated. Weather, with multiple rain storms, has had something to do with it, but the trend appears more pronounced than a mere result of weather. Detail for the week ending May 8:

(Average is 100)

Adams—**Dick Tracy vs. Cueball** (RKO); **The Locket** (RKO) 110
B'way Capitol—**Web of Danger** (Rep); **Trail Street** (RKO), 2nd wk. 85
Cinema—**Children of Paradise** (Tricolor Films) 115
Downtown—**The Best Years of Our Lives** (RKO), 4th wk. 140
Fox—**The Egg and I** (U-I), 4th wk. 100
Michigan—**Beat the Band** (RKO); **Pursued** (WB), 2nd wk. 80
Palms-State—**Winter Wonderland** (Rep); **The Imperfect Lady** (Para) 90
United Artists—**The Macomber Affair** (UA); **The Devil Thumbs a Ride** (RKO), 3rd wk. 95

'Yearling' Gathers Momentum In Third Week at Cleveland

CLEVELAND—"The Yearling" gathered momentum in its third week on a moveover, coming through with 120 per cent in a week when business generally was only fair. "The Best Years of Our Lives," in a dual engagement at the Lower Mall and University theatres, is holding up well in its fourth week at advanced prices. The double feature reissue of "The Sea Hawk" and "The Sea Wolf" pleased the Hippodrome customers no end. Business, which has been slow at the Hip during the past several weeks, took a good spurt upward, resulting in besting the house average by five per cent. The program moved to the Lake for some more of the same kind of business.

Allen—**Song of Scheherazade** (U-I) 110
Hippodrome—**The Sea Wolf** (WB); **The Sea Hawk** (WB), reissues 105
Lake—**Stallion Road** (WB), 2nd d. t. wk. 90
Lower Mall—**The Best Years of Our Lives** (RKO), 4th wk. 125
Ohio—**The Red House** (UA), 2nd d. t. wk. 85
Palace—**Michigan Kid** (U-I); stage show 100
State—**The Sea of Grass** (MGM) 90
Stillman—**The Yearling** (MGM), 3rd d. t. wk. 120
University—**The Best Years of Our Lives** (RKO), 4th wk. 135

Rains Cut Cincinnati Grosses; Cavallaro, 'Egg' in Top Spots

CINCINNATI — The Carmen Cavallaro show at the Albee rang the bell at the 220 mark. At Keith's, "The Egg and I" hit 200—marking the two bright spots in an otherwise dull week. Trouble was the unseasonable weather, with almost daily downpours of rain. "The Best Years of Our Lives" completed its downtown Cincinnati run after seven weeks. "It Happened on Fifth Avenue" was moved over from the Palace to Shubert's.

Albee—**The Brasher Doubloon** (20th-Fox), plus **Carmen Cavallaro** on stage 220
Capitol—**The Best Years of Our Lives** (RKO), 7th wk. 110
Grand—**Boomerang** (20th-Fox), 2nd wk. 100
Keith's—**The Egg and I** (U-I), 4th wk. 200
Lyric—**Meet John Doe** (WB), reissue; **Blondie's Holiday** (Col) 80
Palace—**It Happened on Fifth Avenue** (Mono) 100
Shubert—**Trail Street** (RKO), 2nd d. t. wk. 90

Grosses Down in Pittsburgh; 'Best Years' Still Leading

PITTSBURGH — Grosses continued depressed with six holdovers and two new offerings on view.

Art Cinema—**Henry V** (UA), 7th wk. ..... Good
Fulton—**The Best Years of Our Lives** (RKO), 7th wk. 125
Harris—**Song of Scheherazade** (U-I) 100
Penn—**The Macomber Affair** (UA) 85
Ritz—**It Happened in Brooklyn** (MGM), 2nd d. t. wk. 80
Senator—**Johnny O'Clock** (Col), 2nd d. t. wk. 115
Stanley—**Stallion Road** (WB), 2nd wk. 50
Warner—**The Locket** (RKO), 2nd wk. 80

Academy Launches Columbus Esquire

COLUMBUS — The 1,000-seat Esquire, eighth in the Academy circuit, was opened last week with a showing of "A Night in Casablanca" and "The Thirteenth Hour." Currently the Esquire is one of five local Academy houses playing a week's first run engagement of "Stairway to Heaven."

The Esquire, located in the exclusive Bexley-Eastmoor suburban area, is the only theatre on East Broad street east of the downtown area. Built by the F&Y Building Service, the Esquire is ultramodern in design. It is constructed of buff brick and Columbus-quarried limestone, which harmonizes with the prevailing architecture of homes in its vicinity. Trim is of terra cotta in powder blue and wine.

Its auditorium has Kroehler pushback seats. The curtain is of spun glass in hues of gold, silver and mulberry. The walls are covered in fireproof spun glass and are indirectly lighted by baroque ornaments of cast plaster. The theatre is air conditioned throughout and has the latest in sound and projection equipment.

The house opens at 6:45 p. m. daily and at 1 p. m. on Sunday. Robert Little has been named manager. The Esquire and the Academy-owned University, which was opened several weeks ago, are the only two new houses to be opened here since the end of the war.

Republic Names Sweeney Pittsburgh Branch Head

PITTSBURGH—Irwin "Ike" Sweeney, veteran film sales representative, has been named manager for Republic here, according to Sam Seplowin, district manager. Sweeney succeeds William Feld, who has resigned to accept a district sales post with another company in the midwest.

Ike Sweeney has been a Filmrowite for 28 years and is "one of the boys." He started with the old Educational exchange. After ten years there he joined the former Lew Lefton office of Monarch Pictures and later was in the theatre premium business for several years with Aaron Wayne, now with Paramount in Cleveland. Identified in recent years with RKO as city salesman, he was one of the company's outstanding representatives.

Seplowin was here two weeks in connection with the branch head transfer. Floyd Klingensmith, city salesman for Republic, and Seplowin are assisting Sweeney in lining up his new duties. RKO will announce a successor to Sweeney at a later date.

Harry Burnstein Pilots Penn in Ambridge, Pa.

AMBRIDGE, PA.—New manager of the Penn here is Harry Burnstein, formerly with Warner Bros. Theatres. He is not to be confused with the Columbia exploitation representative of the same name who headquarters in Pittsburgh.

Burnstein succeeds Frank Austin, resigned, who withdrew from theatre duties to rebuild his health.

Henry Friedman, who operates the Penn with his brother-in-law, Harry Norman Ball, has negotiated product with at least five major film distributors on auction bidding basis. Prior to securing the first such license, the theatre had been closed for more than two years as the result of first run tieups in Ambridge. The Penn owners lost a federal court civic suit to obtain first run product. At this writing the Penn is exhibiting "The Best Years of Our Lives" at increased admission prices.

CLEVELAND

J. S. Jossey of Hygienic Productions reports that his picture "Mom and Dad" is all set for a tour of Alaska. The film will open June 9 at Ketchikan and be followed by engagements in other cities of Alaska. Charles Deckman leaves May 14 as advance man for the company, which is to follow him. Jossey expects to join them later in the summer.

J. V. O'Gara, Republic central division sales manager, and Sam Seplowin, district manager, spent several days here last week in conference with local branch manager Norman Levin . . . Nat Levy, RKO eastern division sales manager, who seldom includes Cleveland in his itinerary, conferred here last week with district manager Milton Cohen and branch manager Harry Walders on new product policies.

Mrs. Hoy Russell of the Russell Theatre, Millersburg, made her first tour of the exchanges following her recent operation. Mrs. Russell has turned over the active management of the theatre to her son Blair.

The Sunbeam Theatre on Kinsman road has been renamed the King by the new owner, Saul Korman of Detroit. Oldtimers will remember another King Theatre here. It was located on East 79th street. Bert Erlanger owned it and Joe Leavitt was both manager and projectionist.

Those who happened to drop into Harry Schreiber's office one day last week were lucky enough to get a piece of the RKO Theatres division manager's birthday cake . . . Mrs. Al Kolitz is back from a visit with her husband, now RKO Rocky mountain district manager in Denver. She and the family will join him permanently when living quarters are available.

With the dismantling of the Star Theatre in East Liverpool, the town no longer has a neighborhood theatre. The Ceramic, American and Columbia are all downtown houses. The building which housed the Star has been acquired by the Salvation Army.

Variety Club may have a permanent home by the time you read this. Negotiations are under way for the purchase of a three-story former mansion located on lower Euclid avenue. If the deal goes through the local Variety Club's wandering days are over. In the past the club has rented rooms in the Statler, Hollenden and Carter hotels. Now the club, revitalized by the enthusiasm of Chief Barker Harry Schreiber, has the prospect of settling down in a place of its own . . . Warners' Uptown Theatres has just emerged from a complete job of redecoration.

Ernest Schwartz, president of the Cleveland Motion Picture Exhibitors Ass'n, attended the theatre tax hearing in Columbus last week with Henry Greenberger, John D. Kalafat, Warner Ohio Zone Manager Nat Wolf, and J. Knox Strachan, publicity director for Warner Theatres. Theatre men are opposed to repeal of the 3 per cent state amusement tax, preferring it to the proposed bill to let each city set its own amusement tax.

A. G. Constant, theatre circuit owner, and George Delis, general manager, made the exchange rounds during the past week . . . Tony Stern, Warner film buyer, and Marvin Samuelson, booker, combined business with pleasure during their trip to the southern part of the state last week. The business end of the trip was completed on Friday, just in time to get to Louisville for the Derby.

A. M. Goodman, United Artists branch manager, was away from his office last week trying to get rid of a bad cold . . . Grover C. Schaefer, SRO district manager, visited here with Claude Morris. They were here to plan the opening of "Duel in the Sun" at Loew's Stillman. The date is contingent upon the censor board's passing of the picture.

Dave Stern of U-I was in town laying the foundations for several publicity campaigns . . . "The Jolson Story" goes merrily on its way chalking up new records. It was held a second week at the Alhambra Theatre . . . Nate Schultz, Monogram franchise owner, will be moving next month into his new home on Shaker boulevard.

Associated circuit's Port Clinton Theatre, Port Clinton, is nearing completion. A late May opening is planned . . . Ilene Sophos, Republic receptionist, has moved over to Paramount . . . Shirley Betz, biller, has resigned, leaving no forwarding address . . . Gilbert Lefton of Academy Film Service, Bernard W. Payne jr., of Visual Communications, Inc., and Mrs. Payne attended the fourth annual meeting of the Film Library Ass'n in Columbus last week . . . Howard Roth, Paramount booker, left for a vacation in Texas.

Ticket Scalpers Checked

HARRISBURG—Ticket scalping for both athletic events and shows will be virtually prohibited under terms of a bill signed by Gov. James Duff. This law provides for licensing of ticket brokers and directs that no ticket shall be resold for more than one half the original price or $1, whichever is less, plus lawful taxes.

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DETROIT

Under the Marquees: Earl J. Hudson, who has so many civic duties and dignities we've lost count, has just been elected vice-president of the Detroit Civic Light Opera Ass'n . . . Paul Morphew, who was at the Royale before the war, is back in show business after ten months in other fields. He is the new manager of the Piccadilly for Wisper & Wetsman, replacing Claude Sanderson, who went to the Van Dyke.

Alex Schreiber, Associated circuit chieftain, flew to Minneapolis for a couple of days. His Lyceum Theatre there is enjoying a nice run with "The Outlaw." Schreiber, with his flair for charitable activity, is now actively leading in the UJA drive.

Al Westaway, who recently sold the Willis to Irving Katcher, has no immediate plans but will probably be back in the business one day soon . . . Fred Sweet of the Telenews reminisced of his days at Willow Run . . . Largest of seven new theatre projects just authorized by the CPA is one for Sam Carver at Brown City, Mich.

Theatrical Post Notes: The first annual theatrical post festival was scheduled in the Fort Shelby hotel Monday (12). Committee chairmen Gil Lubin and John Grubaugh said profits will go to the rehabilitation program of Texas City, Tex. . . . Nat Goldstaff is a grandfather for the second time, which makes son Bob an uncle . . . Tommy O'Toole, who did a swan dive on Woodward avenue during the last rainstorm, accused Curley Kolin of moving the curb.

Cliff Roebuck, who has been on and off the sick list for the last few months, is coming along fine now, especially since the fishing season has started . . . Welber Haartge will become a gypsy this summer when he goes on his vacation . . . Max "Legal Beagle" Kolin has successfully completed his first case and is anxious to contact new clients who can afford substantial retainer fees.

Exchanges: E. T. "Peck" Gomersall was due in town for a visit to Universal offices . . . Clair Townsend, PRC manager, is keeping those Senator Claghorn banners flying . . . Ed Lurie of the home office of Allied Artists and Monogram was in town working on an exploitation campaign with UDT's Alice Gorham on Allied's first production, "It Happened on Fifth Avenue," next feature at the United Artists.

Ruth Steinmetz, secretary to Frank Downey at MGM, is vacationing . . . Eddie Hochstim, Columbia manager, is back from a trip in the Grand Rapids territory . . . Bill Shirley of Columbia is laying the groundwork for the opening of "Johnny O'Clock" at the Fox.

Albert Dezel, head of Dezel Productions, is leaving for a month's stay on the west coast, where he will attend the Screen Guild convention. Bob Snyder, special representative, will be in charge of the home office in his absence . . . Mrs. Leodora Woodard reports much increased activity in the flag and decoration field.

Chester Woodard is doing a special upholstery job for Paramount . . . Jerry Harris, Republic shipper, has resigned to go into the song publishing business.

Along the rialto: Virginia Jackson, formerly of Batton, Barton, Durstine and Osborne in New York, joined the Jam Handy advertising and promotion department . . . Marian Messmore, formerly a social worker in a Texas hospital, joined the Jam Handy contact staff . . . Eric V. Hay, vice-president of WJLB, and Joseph Denniston, Monroe exhibitor, are new members of Michigan Variety Club . . . Nate Kaufman, one of the founders of the B'nai B'rith lodge here, reports the cinema group will receive its charter in about three weeks.

Nightingales of Detroit Resume Annual Banquet

DETROIT—The 22nd annual banquet of the Nightingale club, curtailed during the war, was held in grand style. The event drew a nearly 100 per cent attendance of the members and their wives, together with a number of sponsors of the bowling teams, and a small number of guests.

Harry G. Brewer, who was president of the club for its first five years after organization in 1924, recalled its start as the first film bowling group of its kind in the country, and acted as master of ceremonies and toastmaster. Brewer's task was performed, despite serious illness—he had just risen from a sickbed—with a mixture of courtly graciousness and W. C. Fields-style clowning that delighted the Nightingales.

Special tribute was paid to the large number of war veterans who have returned as active members of the Nightingales. Among the people introduced were Leon Engerson, Gil Light, H. S. Morton and Sam Comella, all past presidents, and three sponsors, Fred Dickely, George McArthur and Frank Kinsora.

Other banquet notes: Mrs. Roger Kennedy wishes these oldtime parties were held more often . . . We met Timmie Sullivan's mother and found where he gets his lively spirits . . . Mr. and Mrs. Jim Murtagh reminisced of the first picture shows in town, in 1906 . . . Mr. and Mrs. Glenn Brady of the Eastown were at IA President Frank Kinsora's table . . . Roy Ruben was unable to put in his appearance as representative of the Screen Craft club.

Edgar Douville, retiring president, greeted all comers . . . Carroll Kemp of the Carmen in Dearborn and Mrs. Kemp were celebrating their 32nd wedding anniversary.

Gil Light and Leon Engerson were busy comparing notes on mutual problems . . . Owen Blough, who wasn't able to bowl this past year, had to get acquainted all over again . . . F. H. Akins sent greetings clear across the room . . . Roy Thompson enjoyed some of the fast dance sets . . . Gil Lubin of the Martha Washington is doubling as manager of the Mantell Motor Sales, headed by his chief, Florian Manteuffel . . . Ernie Forbes was unable to come because of his son's illness.

Bob Seeley maintains his name is hard to remember . . . George Haskin and Don Kennedy have taken over the booth at the West Side Drive-In, replacing B. E. Pool, now at the State in Wayne, and Harry Owen, who has moved out to the Grand in Highland Park . . . Richard Connell of the Sheridan is very pleased with the sanitary improvements in his booth.

Borough Tax Scheme Back to Committee

HARRISBURG—One of the amusement tax bills went back to committee and other tax acts moved ahead in the general assembly last week. Pennsylvania lawmakers were in their "hottest" session this week and anything can happen with the accumulated amusement tax bills in committee and on the calendar. Other measures affecting the motion picture industry also are on tap and there is an undercurrent pressure which bodes no good for enterprisers in film exhibition.

The Hoffman-Jones measure (H-889) authorizing boroughs to levy amusement taxes, amended to provide that the act be effective notwithstanding any other statute taxing for state, county or school purposes, was returned to the house committee on boroughs.

The Root-Scanlon bill authorizing local referendums to determine whether voters want Sunday baseball and football was taken from the house calendar and sent back to committee. Predictions are that it will die there. At third reading of another bill allowing school districts to appropriate money for construction of athletic stadiums (H-1178) the measure was removed from the calendar.

On second reading in the house was the act providing for a referendum to decide upon the question of standard or advanced time, the Representative Worley measure (H-771).

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Numerous Changes Made in UDT Posts

DETROIT—Numerous changes among the managers and assistants of United Detroit Theatres were reported this week.

New assignments are:

Charles Dwyer, assistant at the Alger; John Williams, assistant at the Bloomfield and Birmingham in Birmingham; Calvin Collard and George Markey, assistants at the Broadway Capitol in place of Dan Reznik; Virginia Martin, assistant at the Madison, and Ray Ledel, assistant at the Mel in Melvindale. Former assistants Stolan Domingue, Mrs. Julie Czarski and Barbara Winslow have left.

Gil Green has taken over the Michigan assignment again, with Frank Upton as assistant supervisor. Ben Johnson, Betty Geary and Belvin Lyons are the assistants here in place of Paul Widdis, Ronnie Frazer, Mary Sweeney and Shirley Davis.

Charles Shafter has taken over Patricia Clark's assignment at the Norwest, with Ray Ledel, former relief assistant, as his aide. Richard Sklucki is the new assistant at the Palms-State in place of Glenn Ramsey and Robert Jackson.

At the Ramona, Jack Sage has taken over as manager in place of Tom Byerle, with Jennie Braga as assistant in place of Mrs. Jennie Jump and Edwina Finney. Genevieve Reid has replaced Harry Newman as assistant at the Riviera. At the Royal, Herbert Gremel has replaced Evelyn Harbs and Karl Forsythe. Barbara Norton is the new assistant at United Artists in place of Eleanor Bogust. August Hampe is assistant at the Varsity. Eugene Darlow has taken Jack Sage's place at the Vogue, and Charles Dwyer is his assistant.

Mrs. Ralph Kittle Reviews 31 Years of Cinema Club

CLEVELAND—The Cleveland Cinema club recently held its 31st annual luncheon at the Midday club. Mrs. Ralph Kittle, president, reviewed the history of the club.

Thirty-one years ago Miss Bertelle Little, a local clubwoman, decided that weekend programs at neighborhood theatres should be supervised, and interested a group of women in forming a cinema club. Mrs. Elmer Derr was its first president.

"During our 31 years of continued activity," Mrs. Kittle said, "we have made our influence felt both in Cleveland and with our legislators in Columbus. The Cinema club was the first to impress neighborhood theatre owners with the good business practice of offering approved family programs on Friday and Saturday nights. It also initiated the junior cinema plan in the schools, in which high school students study motion pictures from an artistic angle and learn to evaluate pictures on a basis other than plot. It was through the efforts of our members that the state legislature put through a law requiring a percentage of light in the auditorium at all times."

The Cleveland Cinema Bulletin has been published monthly, except during the summer, ever since the club was founded. Its main function is to classify pictures as to audience suitability. Miss Little was editor of the Bulletin for 30 years.

'Lady in Lake' Technique Brings on Law Action

DETROIT—Mrs. Betty Brown Cadiff has filed a lawsuit in the state circuit court here, seeking an injunction against "Lady in the Lake." Mrs. Cadiff claims that the film technique of having the audience participate in filming was originated by her. She is suing United Detroit Theatres, which exhibited the film here, in addition to MGM and Loew's, Inc. Mrs. Cadiff asks for injunction against further use of the idea and also for an accounting on the film's profits. She said that before coming to Detroit five years ago she was in show business. She formerly acted in vaudeville and on the screen, and was at one time standin for Marion Davies.

Da-Bel Selected as Name Of Dayton's New House

DAYTON—Thirteen-year-old Carol Deitz and Mrs. E. A. Tinnerman each received $50 for selecting the name Da-Bel for Dayton's newest theatre at Wayne Avenue and Smithville road. Marie Frazier received a $25 prize in the name contest, and a season pass was awarded Nelson Sparks as runnerup.

A capacity house greeted the opening when Charles Smith, city commissioner, presided at the opening ceremonies. The theatre, seating 980, was constructed at a cost of $300,000. It is owned by Maurice White and Nick Shafer, both of Cincinnati, who also own the Dale and Davue theatres here. Bob Tucker is local manager.

Keller and Stock to Build 300-Seat House in Piqua

PIQUA, OHIO—A city building permit has been issued here to F. E. Keller and J. H. Stock of suburban Victory Heights for a new motion picture theatre to be located on the southeast corner of McKinley avenue and South street. The new house will be of concrete block construction and will seat 300. Opening is planned for October 1.

Wilford Arms Is Dead

YOUNGSTOWN, OHIO—Wilford P. Arms, 86, chairman of the board of the Palace Realty Co., Youngstown, and the McCaskey Register Co., Alliance, Ohio, died April 23.

Walter Koby Buys Roxy

BENWOOD, W. VA.—Walter Koby, ex-GI of Bellaire, Ohio, has acquired the Roxy here. The theatre had been operated by Allan Ralston.

Ed Weisfeldt to Helm Of Associated Chain

DETROIT—Edward J. Weisfeldt, formerly of Milwaukee, has been named general manager of the Associated Theatres circuit, operating houses in Detroit, several upstate towns, Cincinnati, and Minneapolis. He succeeds Asher Shaw, who resigned several months ago, to go into another theatre operation. Sam Greisman and George Bremen will continue as supervisors of the two districts into which the circuit is divided. Weisfeldt was manager of the downtown Riverside Theatre in that city before coming here. He is a brother of Max Weisfeldt, Eagle-Lion sales executive.

Pitt Operettas Announced

PITTSBURGH—Repertoire and featured artists for the second season of All-Star Operettas at Pitt Stadium are being announced by William Wymetal, managing and producing director. Nine operettas will be presented at six evening performances each: "Desert Song" opens the season June 2, playing through June 7; "The Cat and the Fiddle," opens June 9; "Balalaika," June 16; "Roberta, " June 23; "Rio Rita," June 30; "Countess Maritza," July 7; "Rosalie," July 14; "The Three Musketeers," July 21, and "The Great Waltz," July 28.

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PITTSBURGH

Elmer C. Wissner, office manager for Ben Amdur's Garden, north side, is accompanying him to Los Angeles to attend the Variety convention . . . R. D. Woods is reopening his Del, La Jose, Pa., which has been closed since early in the winter . . . Ken Woodward, veteran in the industry who returned recently from Ames, Iowa, where he managed four theatres, was a Filmrow visitor. He resides at 24 Lenox St., Uniontown, Pa.

Durward Coe, former coal miner who acquired the Rialto, Daisytown, was here getting acquainted . . . The M. A. Rosenbergs have been vacationing in Atlantic City . . . The Morris Finkels and the Bill Finkels are home after vacationing in Florida.

"Uncle" Frank Biordi, Ellwood City exhibitor, was a Filmrow visitor after returning from a vacation in California and Arizona . . . The Hiland on Freeport road, Natrona Heights, was being registered this week with the owners listed as Joseph P. Benedek, John Burin and Julius Burin.

Lawrence Lowstetter of the State, Meyersdale, pulled up to the film curb driving a new Chrysler . . . Ken Hoel, Harris publicity director, was in Washington to take a peek at the rodeo which opens in the Gardens here May 15 . . . We previewed the Navari Amusement Co. new bowling alleys in the basement of the grand Eastwood on Frankstown road and enjoyed seeing the initial bowlers in action. There are eight alleys.

Bob McCalmont of the Rialto, Brownsville road, is celebrating his 30th anniversary in the theatre business by attending the Variety convention in Los Angeles. His Filmrow visit this week was cut short as he had to hurry home to get his clothes packed.

Marcia Cohen, having recuperated from an illness, has rejoined PRC as a booker . . . Allan Tolley of the MGM office is holding down the catcher post for the Etna baseball team in the American Legion league . . . A Columbia visitor the other day was Gerald Kerner, assistant to Sam Galanty in the Washington district office.

Norbert Sosinski of the MGM exchange and Ethel Kozler were joined in marriage May 7 . . . Thomas P. Coughlin, the National Carbon representative, was a Filmrow visitor . . . Just before departing for Los Angeles to attend the Variety convention, Art Morrone of Superior M. P. Supply received delivery on his new Buick Eight . . . Julius Levin, UA auditor, completed duties here and moved on to another branch.

Mathilda Kiel is displaying a new R. C Allen business machine at the AMPTO office . . . New girl employed at the Columbia office in Monica Hoza . . . Joseph Migleozzi, Harris Liberty assistant manager, and Fern Cyphert, Montefiore hospital nurse, were married last week.

Henry Friedman of the Penn, Ambridge, now with Mrs. Friedman in Los Angeles attending the Variety convention, expects to make arrangements in Hollywood to produce two-reel westerns.

Beautiful Beatrice Corcoran, daughter of the George J. Corcorans, Uniontown, did very well in a high school production of "H. M. S. Pinafore." Her role was Little Buttercup . . . A number of film distributors will be subpoenaed in the antitrust case entered in the federal court some years ago by United Exhibitors, Inc.

Jack Mervis and his bride, the former Lillian Taris, have returned from their eastern honeymoon . . . In a large advertisement in our western edition is the announcement that Constance Bennett cosmetics are again available to theatres. The owner-distributors are former Pittsburghers, Pete Alderman and Sam Fleishman . . . Modern Vornadofans are on display at the Alexander Theatre Supply, RCA products distributor.

Joe Sommers, former local area theatre manager, is the new manager of the Royal, Miami Beach . . . The stock company owning the new radio station license at Charleroi lists as a member of the corporation Earl Eisenhower, brother of Gen. Dwight Eisenhower . . . The Junior Miss America contest, will be staged here in Syria Mosque September 4-6. Pittsburgh Junior Chamber of Commerce is bringing the beauty pageant to this city and Agent Don D'Carlo is arranging for other sponsors.

An oil-soaked insulation in the ventilator at Loew's Penn was set afire by a spark from a short circuit in the vent motor during the dinner hour show Thursday last week, damage being approximately $100. Russell C. Shirer, assistant manager, announced from the stage that the smoke in the theatre was due to "an imperfect ventilator." About 200 patrons withdrew and 800 others remained in their seats.

Mrs. Sam Fineberg, wife of the Monogram manager, was guest at a farewell party which the Ladies Theatrical club staged for her a few days before she departed for Phoenix, Ariz., where she will reside temporarily to seek relief of her sinus condition. Sons Jay and Ronnie will join her at the end of the school term, and Sam will fly there from time to time for visits. Freda's party had a western atmosphere with cowgirl effects, sand and cactus. Sam's brothers Jerome, Irving, Harry and Ted reside in Phoenix where they operate a large industrial cleaning establishment. The Fineberg residence on Beechwood Blvd. has been sold, indicating that at some future date Sam likely will pull stakes and shake the smoke of Pittsburgh from his clothes.

Representatives of Variety Club Tent No. 1 at the Variety International convention in Los Angeles number approximately 70 and include Joe Hiller, Elmer Ecker, Charles Burstein, Herman Caplan, Joseph Misrach, William Fried, Peter T. Dana, Mort England, K. A. Vaveris, Andrew Battiston, Joseph Gellman, Theodore Grance, L. M. Conrad, Frank Geisse, Dr. C. P. Church, Henry J. Littlestone, Bert M. Stearn, Nat Reisberg, R. B. Allison, Steven Rodnok sr., Joseph C. Shapiro, Dominic Navarro, and their wives. Among others in the delegation are John Walsh, R. Clifton Daniel, his mother Mrs. Virginia Daniel, John "Harp" Vaughn, Michael J. Gallagher, Art Morrone, Leon Reichblum and Sam Reichblum.

Abe Joseph of the Triangle, East Liberty, reports that on his recent vacation in Florida he was greeted by Ed Stuve. Stuve represented Paramount here for more than 30 years before his retirement.

Earle W. Sweigert, Paramount division manager, was here May 8, 9 for a sales conference . . . Mr. and Mrs. Theodore Grance, Everett exhibitors who have been vacationing in California for several weeks, are attending the Variety convention in Los Angeles . . . Marshall W. Peterson, Johnsonburg and Union City exhibitor, has been ill at his home in Jamestown, N. Y., since he and Mrs. Peterson returned from Florida.

June Turner and Holly Child will be married the evening of June 12 in the Mount Lebanon Presbyterian church, with a reception following at the Century club, Dormont. The bride-to-be is a daughter of the Irwin Turners . . . E. C. White states he is opening the White Dattola Theatre, Oakmont . . . Initial Telenews Digest, supplemental newsreel, went on view May 3 in the Harris Newsreel, Diamond street. Hugh James is narrator and local news coverage is promised.

Alice and Bill Ingram are parents of a son born May 1. Alice formerly was employed at the 20th-Fox exchange . . . K. A. "Gus" Vaveris and his wife visited in Chicago with the latter's parents before going to the Variety convention on the coast . . . Mrs. Morty Henderson, wife of the Harris Perry manager, recently entered St. Margaret's hospital for an operation. Her daughter was admitted the same day with a broken leg.

Jimmy DiMauro, Vintondale exhibitor, is mourning the loss of his father . . . George Zeppos, Wheeling exhibitor, who attended the Motion Picture Foundation meeting Monday, reported the marriage of his nephew George Petroplus, Elm Grove exhibitor, and Irene Mandros of Pittsburgh. The ceremony was performed here April 27 and the young couple are honeymooning in the east.

Bob Hornick, South Fork exhibitor, who was a Filmrow visitor, states that Fred Barker, former theatre manager, is on the road as an advance representative for the Ringling Bros.-Barnum & Bailey circus . . . Bill Thomas, Zelienople hotel and theatre owner, is building a new home on his farm in Harmony near Zelienople . . . David Hadburg, Hazelwood manager, is exploiting the corner candy shop adjoining the theatre.

Jay "Stonewall Jason" Williams, Ligonier exhibitor and proprietor of the community's de luxe women's shop on the first floor of the theatre, has his right hand in a bandage, and he is signing checks with his left hand. "Jason" was thrown by his show horse, "Stonewall's Choice," sustaining a thumb dislocation and other injuries, including that of his pride . . . William Baer, after a week in service at the RKO booking desk, has resigned.

Ed Lebby, veteran local area film salesman, has joined the PRC sales staff at Los Angeles. His boss is his former RKO boss here, George Lefko . . . Ernest Lieberman, Barnesboro exhibitor, is awaiting delivery on a new Pontiac . . . M. A. Silver, Warner circuit zone manager, and his assistant, Harry Feinstein, were in New York on business for several days . . . The Crew of '47 hosted the Variety Club family night party May 9.

Liberty Broadcasting Co. has received an FM permit from the FCC . . . John Walsh, Fulton manager now attending the Variety convention in Los Angeles, will be a papa again in October . . . Mr. and Mrs. Joseph Gellman expect to visit all the Hollywood studios while in attendance at the Variety International convention. The Duquesne showman has served for many years as the AMPTO treasurer.

Bill Blatt jr., son of the circuit exhibitor, formerly enrolled at the Valley Forge military academy, now is a student at St. Vincent's . . . L. M. Conrad, Meadville, telegraphed regrets that he could not attend the recent AMPTO directors' meeting. He and Mrs. Conrad are with the Pittsburgh gang at the Variety convention . . . Bill Zeilor, Harris theatres city supervisor, is a "Pa Pitt partner" in the spring cleanup of the Golden Triangle.



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CINCINNATI

Cincinnatians learned recently through a front page newspaper headline that the RKO Lyric Theatre building will be razed and construction of a million dollar film-television theatre begun as soon as the housing situation permits. Local RKO Theatre officials had no definite information to impart.

Maj. Virgil A. Jackson of Columbus and his wife are back in the U.S. after an absence of several years. Major Jackson has been stationed in the Far East, where Mrs. Jackson joined him 14 months ago.

IATSE Local F37 chartered the Island Queen for a moonlight river excursion Wednesday night (30) . . . Milton E. Cohen, district manager for RKO, spent Monday in Cincinnati. He was recalled to Cleveland by urgent business, later returned.

Manny Marcus has added the Zanger Theatre, Indianapolis, to his circuit of houses in Ohio and Indiana . . . Carnahan and Hughes are building a new theatre in McKee, Ky., which will open within the next few months.

Gus J. Boudot, office manager for United Artists, is motoring to Miami, Fla., with Mrs. Boudot and their son Don, recently discharged from the army. Boudot intends to remain there a month for a vacation . . . E. L. Keesling and Goode Homes of the New bold circuit in West Virginia, were in Cincinnati. The McComas Theatre, McComas, W. Va., a Newbold operation, was recently destroyed by fire.

Mr. and Mrs. Ray Stout were in Cincinnati completing arrangements for the opening of their Melody Drive-In Theatre on Route 42 at Springfield . . . Don Reda, who operates theatres in Vicco and Pineville, Ky., is constructing a new house in London, Ky.

Cincinnati friends and business associates of Mike Chakeres, Springfield, Ohio, have received invitations to attend his wedding Sunday (18) to Anne Katris of Mount Vernon, Ohio. The wedding will be held at the Greek Orthodox church in Columbus and will be followed by a reception at the Seneca hotel.

Goode Sable has been promoted to city manager for RKO Theatres, Dayton, effective May 9. The position has been open since William Clark was made assistant division manager.

Hugh MacKenzie, field representative for RKO, conducted a novel contest on the air in connection with the picture "The Farmer's Daughter." Gruen watches and ten pairs of tickets to the Palace during the showing of the picture were awarded for the best letters on "Who Makes the Best Cook—the Farmer's Daughter or the City Daughter?" Over 3,200 letters were received. Malcolm Richards, who has a four-hour morning show on WCPO six days a week, plugged the contest on his program.

Henry M. Dollison of Charleston, W. Va., is organizing a film delivery service which will serve theatres from Nitro to Beckley, W. Va., and various off-route points in that area, with overnight truck service. Operations will be daily except Sunday.

Aileen Steinhauer, assistant cashier at RKO, was radiating happiness over the renting of an apartment—for which she has been hunting over a year . . . The Little Theatre, Yellow Springs, Ohio, and the Elder Theatre, Jackson Center, Ohio, have been added to the Frisch Theatre Booking Service, a Jack Frisch booking and buying combine.

Sol Hyman of Huntington, W. Va., has been ill for the last few weeks. He is doing nicely but probably will be confined to his bed for another four or five weeks.

Willis Vance of the Vance circuit made a business trip to Washington. Vance's new drive-in, the Dixie Garden, on the Dixie highway, past Covington, is under construction and will be ready for operation within 30 days.

West Virginia exhibitors who attended the Kentucky derby included William Thalheimer of Logan and Lloyd Rogers of Welch . . . William Gehring, division manager for 20th Century-Fox, arrived in Cincinnati Friday night (2) and remained several days.

The Fox Family club held a celebration and presented a gift to Mary Ann Madewell, who is being married May 11. On this occasion Cora Mollitieri received a corsage and a toast from the members, as she left on her trip to California to join her sailor husband.

Goldie Clancy is the new secretary to Branch Manager William Onie of Monogram . . . Bob Kolkmeyer is a new booker at Columbia Pictures . . . Henry G. Plitt of Northio Theatres made a hurried trip to New York due to the death of his aunt.

Altec Service Corp. has servicing and parts commitments with these exhibitors: Clyde Marshall, Columbian Theatre, Columbia, Ky.; Louis Wiethe, Ludlow Theatre, Ludlow, Ky.; Paul Swinger, Salem Drive-In, Dayton; R. H. Bolling, Coburn Theatre, Coburn, Va.; G. M. Schultz, Speedway Drive-In, Greenville, and W. D. Smith, Alhambra Theatre, Columbus . . . M. G. Thomas, Cincinnati manager of Altec, is spending the week in Pittsburgh.

Many Columbus and out-of-town town friends of Leo Yassenoff attended the opening of his new Esquire Theatre in Columbus Thursday (1). As a special treat to the guests, the new U-I picture, "Great Expectations" was shown, and after the screening a buffet supper was served at the Variety Club. Cincinnatians who attended were Louis Wiethe of the Wiethe circuit and Stanley Jacques, branch manager of RKO.

"Stairway to Heaven" opened a week's first run engagement May 7 in five theatres in Columbus, the Esquire, University, Westmont, Beechwold and Boulevard. This is the first time in Columbus that a first run picture has had a quintuple showing.

Tony Stern and Marvin Samuelson of Warner Theatres, Cleveland, were in town. Stern has recovered from a recent operation and looks quite trim with the loss of weight . . . Paul Hollen of the Alpine circuit in West Virginia, was a visitor on Filmrow.

National Theatre Supply installed complete equipment in the Beaver Theatre, Beaver, W. Va.; sound and projection equipment in the Sandra Gay Theatre, Louellen, Ky.; and booth equipment in the St. Paul Theatre, Dayton . . . Julian Silverstein, formerly general manager of the A. B. Hyman Theatres in Huntington, W. Va., and subsequently an assistant director at MGM studios, has returned to Huntington to resume his former duties.

The Manos Renovated

LATROBE, PA.—The Manos here is being renovated and is having its face lifted. Poblocki & Sons is erecting a new porcelain front, marquee and stainless steel poster cases. Alexander Theatre Supply represents Poblocki, contractor for prefabricated theatres.

Gets Musical Chore

Musical director chore on "Tenth Avenue Angel" has been handed to Ruddy Kopp.

COLUMBUS

Leo Yassenoff staged an open house preview of his new Esquire Theatre, in the swank Bexley-Eastmoor section, the night before the public opening. This handsome suburban 1,000-seat theatre is finished in Columbus-quarried limestone, stone which is used in many of the homes in the area. Robert Little is manager of the new house, second to be opened here since the end of the war.

James Levine, new Paramount ad and publicity representative for Paramount in Cleveland, dropped into town to renew old acquaintances with local showfolk. He recalled that he was advance man for the first Major Bowes unit to play here back in 1935.

Robert Sokol, new assistant manager, Loew's Valentine, Toledo, stopped off at the office of Martin C. Burnett, Loew's central division manager, before assuming his new duties. He is former assistant manager at Loew's in Harrisburg and was student assistant at the Palace and Columbia, Washington.

Larry Caplane is consorting with the spooks with his midnight horror show at the Grand. "I Walked With a Zombie" and "The Cat People" were the two horrific features . . . Charles Harper, veteran treasurer for the Hartman, is taking hospital treatment for an illness which has kept him away from his post.

Floyd Gooding is chairman of the Variety Club committee in charge of the charity fund raffle . . . Rudolph Klemperer, general manager of the May Association stores, is the latest addition to the list of associate members of Tent 2.

Campaign for funds for the educational motion picture, "Tomorrow, Inc.," has opened in Franklin county under the sponsorship of the League of Ohio Sportsmen. The picture is planned to awaken interest in the conservation and restoration of Ohio's natural resources. When completed it will be made available to schools, churches, civic clubs, conservation groups and agricultural organizations as well as other interested groups throughout the state.

Station WHKC has been granted FCC approval to increase its full time strength to 5,000 watts. Permission also was granted the local Mutual outlet to begin its FM construction, according to Manager Carl Everson. Work on building the new equipment necessary for the increased power will begin immediately.

Central Ohio spelling champions in the contest sponsored by the Citizen were guests of the Grand, Ohio and Broad . . . Discussion of the Educational Film Library Ass'n's participation in UNESCO, technical problems of teacher training, the use of film and radio in schools and other related matters were discussed at the EFLA meeting at Ohio State university.

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Tax Transfer Move Advances in Ohio

COLUMBUS—By a vote of 16-0, the house taxation committee approved the bill to repeal the state's 3 per cent admissions tax and give cities authority to levy taxes in this field. This was a reversal of a trend noted recently among committee members, many of whom were reported against repeal.

Ohio theatre men, meeting here at the call of P. J. Wood, secretary of the Independent Theatre Owners of Ohio, pledged a last-ditch fight against repeal. The ITO is supporting senate Bill 250, introduced by Robert L. Quinn, Steubenville, which would continue the state tax but return the tax money to the county of origin.

The admissions tax as collected by the state on a 3 per cent basis produces approximately $3,000,000 a year. The repealer bill would enable municipalities to levy similar taxes locally, fixing their own rates. It is feared that many hard-pressed cities would up the rate to as high as 10 per cent.

There is a minority sentiment in theatre groups in the state for letting repeal go through. It is argued that if a 10 per cent tax were enacted in some communities, then this tax could be passed on to the public, like the present federal tax. At present, the 3 per cent tax generally is absorbed. But the majority is against boosting prices the public must pay, fearing bad reaction at this time in the face of growing consumer resistance to high prices.

Cleveland Theatre Owners Say Business Is Dropping

CLEVELAND—Local theatre owners are facing the fact that business is definitely on the downgrade. The recession started at the first of the year and has been getting worse each month.

Several exhibitors report that there is a decidedly unfavorable reaction to the number of reissues on the screens. One says that on numerous occasions patrons have phoned the theatre to find out whether the feature is new or a reissue. The theory that the public wants to see the better pictures of previous years is fallacious, according to many local theatre owners.

Local subsequent theatre owners state that business has dropped fully 15 per cent since January 1.

SPRINGFIELD

Mr. and Mrs. Phil Chakeres have returned from a vacation of several months at Miami Beach, Fla. . . . Because of too much rain and mud at the fairgrounds, the Sparks railroad circus canceled both its afternoon and evening performances here and moved on to Columbus.

Glen B. Parlette, 60, a projectionist at the Hippodrome, died of a heart ailment in the Springfield hospital. He was a member of theatre orchestras in Flint, Mich., for many years before coming to Springfield . . . Bernice Dotters, 22, of Columbus, who fell asleep while watching Rita Hayworth in "Gilda" at the Liberty Theatre, was arrested by police on a drunk and disorderly conduct charge and fined $15 and costs on her guilty plea in municipal court. Her escort, Joseph Morgan, 21, of Xenia, who was unwilling to remove her from the theatre, was given a similar fine on the same charge.

City Manager William E. Lucas has sent a telegram to Gov. Thomas J. Herbert urging passage of pending legislation which would permit cities to impose admissions, utility, cigaret licenses and other taxes.

LOUISVILLE

Johnson Musselman, alias Aska the Magician, executive director of the Rialto Theatre here, is reported to have received a feeler on how he would like to take his magic show on a world tour. The inquiry is from a showman who has handled some of the nation's topflight magicians, including Dante. Whether to make the try at international fame, or to stay on home ground and continue enjoying the nearby local audiences as much as they enjoy him is the big question.

Mrs. Stanley Perry has resigned as manager of the Lincoln, Hodgenville, Ky., owned by Photoplay Theatres of Hartford, Ky. Her successor will be Wayne Smith, manager of the Kentucky, Hartford. No successor to Wayne has been announced.

The tentative opening date for the New Strand Theatre under construction in Edmonton, Ky., has been set for June 15. M. H. Sparks is owner . . . Bertha Wolf has had her Pastime Theatre in Owenton, Ky., reequipped . . . A. O. Perkins is building a new theatre in Woodbine, Ky.

Ray Toepfer and Linda Cummins, operators of the Blue Grass Drive-In Theatre, have secured a site in the south Lexington suburbs and expect to start construction of another drive-in within the next 30 days . . . A new Swanson-Nunn marquee has been purchased by the Bonnieville Amusement Co. for their Bond Theatre, Bonnieville, Ky.

Recent visitors on the local scene included Foster Lane, Dixie Theatre, Williamsburg, Ky.; Sam Giltner, New Washington Theatre, New Washington, Ind.; J. F. Carnahan, New Manchester Theatre, Manchester, Ky.; Mr. and Mrs. R. H. Robertson, Majestic, Springfield, Ky.; C. M. Caldwell, Ace, Cave City, Ky.; C. O. Humston, Lyric, Lawrenceburg, Ky.

Also J. E. Elliott, Lincoln, Hodgenville, Ky.; C. S. Caldwell, Lyric, Scottsville, Ky.; Willard Gabhart, New Harrod, Harrodsburg, Ky.; Oscar Hopper, Arista, Lebanon, Ky.; M. H. Sparks New Strand, Edmonton, Ky.; Charles H. Behlen, Nicholasville Amusement Co., Lexington, Ky.; Harry Congleton, Grand, Lancaster, Ky.; R. L. Costello, Lincoln Amusement Co., Lexington, Ky.

Mayor Leland Taylor of Louisville was presented a ten-gallon hat by Manager George Hunt of Loew's Theatre in connection with the opening of "Duel in the Sun" . . . For the benefit of the Derby visitors, Loew's scheduled an all-night derby eve showing of "Duel in the Sun." It was a continuous run from 10 a. m. Friday morning until 5:30 a. m. Saturday. It's the first time in Louisville's history that an all-night showing of a motion picture has been given.

After a rather lengthy run of feature pictures, the Louisville Scoop Newsreel Theatre has again returned to variety programs.

A charter has been granted to Amusements, Inc., of Louisville, with $50,000 capital, to operate motion picture and other amusement places. The incorporators are Louis A. and Josephine Arru and Anthony M. Kern.

Complete customer satisfaction with the new in-car speakers has been reported by Floyd Morrow, drive-in manager. Not only the patrons like the change from the central speaking system to the in-car system, but so do the neighbors living within a half-mile of the outdoor show. Also in recognition of the new system, the projectionists' union notified Manager Morrow the day before opening he would have to have two operators instead of one as he has had in former years.

Party for Herrington On 50th Wedding Day

PITTSBURGH—Allied MPTO of W. Pa. this week announced that a banquet will be staged on the occasion of the 50th wedding anniversary of the organization's secretary, Fred J. Herrington, and Mrs. Herrington. The committee in charge of arrangements has secured the Urban room, William Penn hotel, for the evening of Wednesday, June 4.

The dinner event is for all members of the motion picture industry. Reservations are now being taken. Members of the committee state that the dinner and reception will be the best event ever staged here in honor of an industry member.

EXHIBITORS URGED TO AID

The golden wedding committee urged cooperation of exhibitors, film distributors, equipment and accessory agents and manufacturers in securing their reservations as early as possible. Tickets are $5 each, $10 a couple. They are available at the AMPTO office, from local Allied directors and committee members. Checks should be made payable to the AMPTO, 84 Van Braam St., Pittsburgh 19, Pa.

Norman B. Mervis, city area circuit exhibitor, is chairman of the golden wedding anniversary committee, and William Finkel, southside exhibitor, is co-chairman. William J. Blatt of the Blatt Bros. Theatres and Robert F. Klingensmith, BOXOFFICE representative, are members of the committee.

"Here is the real opportunity for all members of the motion picture industry together with their wives and associates to participate and to pay respect to the exhibitor's best friend, Fred J. Herringon, pioneer in exhibition and veteran secretary of the western Pennsylvania unit of Allied theatre owners," said a committee statement.

STATEMENT BY COMMITTEE

"He has devoted most of his active life to the interests of a greater motion picture industry. His influence and inspiration has assisted materially in uplifting the once-lowly flicker to the eminence and greatness of the screen of today and to its greater industry tomorrow.

"Through a score of legislative sessions he has fought the good clean fight for a fair and square deal for exhibitors and the various departments of the industry, at the same time giving full consideration to the public interest. His valuable service is much appreciated and it will be manifest at the June 4 banquet by the presence of hundreds of his friends. Mr. and Mrs. Herrington actually will observe their 50th wedding anniversary on June 7, but the official celebration will be staged at the William Penn hotel banquet at 6:30 p. m. June 4.

"The golden wedding anniversary is an event in which you will find much pride and pleasure in attending and which you and the honor guests will never forget. It truly will be a night to remember."

Mathilda Kiel, AMPTO assistant secretary, will arrange hotel accommodations for out-of-town friends who may seek such service in connection with the Herrington event.

Ohio Censors Pass 'DITS'

CLEVELAND—The Ohio censor board has passed "Duel in the Sun." No deletions were ordered. The picture will be shown as approved by the Legion of Decency. Loew's Stillman is now arranging an opening date and price policy.

Sheldon Named Dealer

DAYTON—Sheldon Theatre Supply has been appointed dealer for Automatic Devices, which includes Stabilarc motor generators.

Peter M. Gagne Dies; Somersworth Leader

SOMERSWORTH, N. H.—Peter M. Gagne, 70, former operator of the Somersworth Theatre died at his home here April 29 after a long illness.

Gagne was one of Somersworth's leading citizens, having served 11 consecutive terms as mayor and 33 years as a member of the school board, of which he was chairman for many years. Since 1933 he had been United States collector of internal revenue for the state of New Hampshire. Gagne also served several terms in the state legislature.

He was in the theatre business 35 years.

Survivors include his wife, two sons, Valmour G. Gagne of Somersworth and Rodolph J. Gagne of Central Falls, R. I.; a daughter, Mrs. Charles R. Chadbourne of Somersworth; a brother, Archie Gagne of Somersworth, and a sister, Mrs. Agelina Cathrinnia of El Monte, Calif.

Samuel Y. Merchant Dies; Operated in Manchester

MANCHESTER, N. H.—Samuel Y. Merchant, who with his wife Charlotte operated the Lyric Theatre here, died in a local hospital April 28.

He was a native of West Dennis, Mass., and had served as first chairman of Manchester's fair rent and salvage committees during the war. He also served as general chairman of the March of Dimes dance sponsored by Manchester Elks in 1945 and was an ardent supporter of St. Anselm college football teams.

Besides his wife he leaves a sister, Mrs. Alice Baker of West Dennis.

West Coast Branch Eyed By Jack Gordon Bureau

HARTFORD—Charles Wakefield Gordon of Los Angeles is a guest here of his cousin, Jack W. Gordon, of Gordon's Entertainment bureau.

Charles has traveled extensively as a merchant counsellor, publicity man, writer, lecturer, and public speaker. He is in town for the purpose of familiarizing himself with the entertainment bureau with the thought in mind that GEB may expand and set up a Pacific coast branch.

Gordon's now has branches in New York City and Springfield, Mass.

Attendance Rules Eased

HARTFORD—Gov. James L. McConaughy of Connecticut has signed a bill which permits children under the age of 14 to attend motion picture theatres unaccompanied by an adult up to the hour of 6 p. m. After 6, children under 14 must be accompanied by an adult. The law formerly prohibited children under 14 from attending a theatre unaccompanied by an adult before 6, while after 6 the same prohibition held for boys under 14 and girls under 16.

Auto Theatre Reopens

SALISBURY, MASS.—The Salisbury Auto theatre, located on the Salisbury Beach highway, opened for the season April 26. Improvements made since last season include new grading and landscaping, lighting, remodeling and painting. The theatre will open nightly at 7 p. m., and continue until midnight. Programs are changed Sunday and Wednesday.

Neglect of Safety Hazards Dangerous, Says Levy

HARTFORD — Some Connecticut theatre owners are neglecting to correct safety hazards pointed out to them by inspectors from the department of state police, and such neglect may lead to serious consequences, Herman M. Levy, executive secretary of the Connecticut MPTO, said in a bulletin mailed to members of the organization.

Levy said he had been able to work out satisfactorily with Commissioner Edward J. Hickey problems arising in the industry and said Hickey, had expressed gratification for the cooperation shown by exhibitors.

MUST REFILL EXTINGUISHERS

"Two matters, however, are disturbing, and I take this opportunity to report to you as to both of them," said Levy.

"First is the failure of theatre managers to report to their employers or to their home officers concerning 'correction slips.' These slips are given to managers by state police inspectors for minor infractions. In several instances where these slips were not so reported and the errors not corrected, serious consequences almost resulted.

"Second is the failure to comply with good housekeeping rules, such as failure to have fire extinguishers refilled as required, the presence of loose chairs, etc. Many of such violations have been found each month by the inspectors. A recent communication from Commissioner Hickey discloses that in February and March of this year 21 theatres were found to have fire extinguishers that had not been refilled within a year."

COMPLAINTS INVITED

Continuing, Levy said, "Exhibitors have from time to time registered with us some justifiable complaints concerning the methods, manners and attitudes of inspectors. All of these have been referred to Commissioner Hickey and to Captain Urguhart and in all instances, so far as we know, they have been corrected.

"You are cordially invited to send to us any such complaints. We shall go over them with you and submit them to the proper authorities. The state police department is proud of Connecticut's theatre safety record and of the cooperation of the industry toward that end and wants nothing to interfere with either of those accomplishments. The department also knows that the prime objective of theatre operators is safety for its patrons."

Graphic and Loew Circuits Will Build New Theatres

BOSTON—Plans have been announced recently for two new theatres in New England.

The Graphic circuit will erect a new theatre in Newport, Vt., across the street from the Burns, also operated by Graphic. The new house will seat 1,200. A store and ten bowling alleys also will be in the building. CPA permission has not yet been granted.

The E. M. Loew circuit has completed plans for the erection of a new theatre in Somerville, Mass., on the site of the old Davis Square Theatre, which burned to the ground in 1941.

Charles Hodgdon, president of the Princess Amusement Co., operating the Princess and Wakefield theatres in Wakefield and the Middleboro, has purchased parcels of land next door to and in front of the Middleboro for enlargement of the house. Construction will start after a CPA permit is granted.

Hartford Theatres Help Solve Parking Problem

HARTFORD—Local theatres are cooperating with a new campaign to help out the downtown parking problem in Hartford.

A new park-all-day-for-5-cents policy has been inaugurated at the state armory grounds on Broad street and theatres are aiding the drive by displaying posters.

Two theatre men are on the merchants committee, Henry L. Needles, district manager for Warner Theatres; and Jim McCarthy, manager of the Strand.

Jack A. Sanson Is Director Of New Drug Company

HARTFORD—The Sanson Drug Co. of Manchester, Conn., has been formed, with a capital stock of $25,000, to manufacture and sell medicine, drugs, and chemicals. It was reported that the concern will introduce a new drug developed by Manager Jack A. Sanson of the Warner State, Manchester, one of the incorporators. Dr. A. Elmer Diskan and Mrs. Eleanor I. Gee are other incorporators.

John Scanlon Is Replaced By William Christianson

HARTFORD—Henry L. Needles, Hartford district manager for Warner Theatres, has appointed William Christianson, former chief of service at the Warner, Torrington, as assistant manager at that theatre, replacing John Scanlon jr. who resigned to become manager of the Perakos Strand in Thompsonville. Harold Freeman, assistant manager at the Warner State in Manchester, has resigned to return to California.

Move Starts in Springfield To Aid Texas City Victims

SPRINGFIELD—In the start of a move to raise funds here for use in relief work among Texas City disaster victims, Western Massachusetts Theatres, Inc., and the Springfield newspapers have made a joint gift of $2,000 to such a fund. The newspapers and theatres in the Western Massachusetts Theatres chain are currently soliciting public subscription to the fund.

Jakubson Heads F41

NEW HAVEN—Leon Jakubson, MGM booker, was elected president and business agent of front office workers' Local F41 at the annual election meeting held at the Garde hotel April 30. Other officers elected: Lucy Slotkowski, Universal, treasurer; Ann Canelli, Columbia, secretary, and Helen Gumbelevitch, Paramount, vice-president.

Offers Land to Veterans

SPRINGFIELD—Samuel Goldstein, president of Western Massachusetts Theatres, Inc., has informed Mayor Daniel B. Brunton that he has offered the use of 15 acres of land to World War II veterans for gardening.

Exhibitor's Daughter Weds

FITCHBURG, MASS.—Antoinette Fasano, whose father Michael Fasano owns the Cummings Theatre here, recently became the bride of Bernard D. Butler.

BOSTON

Herbert Schaefer, Republic manager, has appointed Wilfred Dufresne as salesman in the New Hampshire and Vermont territories, replacing Al Fecke, who resigned to become manager at PRC. Dufresne started his theatrical career at 11, when he played a violin solo on the stage of the Bailey Square Theatre in New Bedford. At 13 he became an usher at the Bailey Square and worked his way up to manager at 19. During the war Dufresne enlisted and immediately was put in special service arranging music and supervising army bands for the First air force for 45 months. His connection with Republic is his first taste of distribution work.

The climax of the second annual New England horse show for the Archbishop Cushing fund was the presentation of a huge copper trophy by Warners to the winner of the "Stallion Road" open jumper stake. Joan Mansfield, comely secretary to Art Moger, publicist at Warners, presented the cup to the winner, Anne Morningstar of New York. The tiein was arranged by Moger. "Stallion Road" is now playing at the Metropolitan.

The Palace Theatre at Old Orchard Beach, Me., a summer situation, has been leased by Louis Stern, who is now renovating and redecorating the house. The 700-seat theatre stands on the water's edge and has long been a popular rendezvous for summer patrons. Stern has set June 15 as the opening date . . . According to Fred Bragdon, New Hampshire and Vermont salesman for Columbia, an exhibitor in his territory has named his new puppy after the Columbia Rusty series. Bernard Stevens of the Hampton, Hampton, N. H., selected the name of Rusty for his newly acquired puppy of uncertain pedigree.

The Shea Theatre, Fitchburg, has been taken over by Mrs. Lilian Couture, who also operates the Strand there. The house formerly was run by the Maine and New Hampshire circuit . . . Owen Moon, well-known citizen of Woodstock, Vt., who operated the Town Hall, died recently. His estate is now managing the theatre . . . It is now known that the Park Theatre in Spencer has been taken over by the Champ Amusement Corp., a group which also owns the Town Hall, Barre, and the Town Hall, Oxford, all in Massachusetts.

A new open air theatre is being built on the Providence-Worcester turnpike by Wilfred Bernard. The theatre is situated in Sutton, Mass., near Millbury and will be called the Motor-In. The opening is set for May 16.

Sam Paul, head shipper at PRC, who recently was hit by an automobile, is back at his job with his left leg tightly bandaged. There are bruises and lacerations on his face. On his first day back at work Paul spent some time on the Frank "Red" McBride funeral fund, of which he is chairman. The fund was organized by a group of shippers and drivers to aid the widow and four small children of Frank McBride, who died recently of pneumonia leaving his family in dire need.

Mrs. Phil Engel, wife of the UA publicist has returned to the hospital for a routine checkup after an operation last October . . . Clayton Eastman, district manager for United Artists, left Wednesday for Syracuse, Binghampton and Oneida, N. Y., for a few days.

Members and friends of Independent Exhibitors of New England who have visited the rooms of the organization during the past week include: Len Goldberg, W. Mitchell, Frank Lydon, Jim Guarino, Julian Rifkin, Dan Murphy, Kay Avery, J. E. Charbonneau, Les Bendslev, Tom Duane, Sam Haase, Bill Soule, H. Davidson, Brad Angier, Ed Sellette, Dave Youman, Nate Yamins, Adolph Haas, Les Wysong, Bill Lavery, Eddie Klein, John Hayes, his sister Mary Hayes Lynch, Charles Hodgdon and his son Dave Hodgdon.

Dominic Turturro of the Elms, Millbury, was here the first time since his recent hospitalization to take in the organizational luncheon of the Motion Picture Foundation at the Copley-Plaza hotel. He attended the luncheon with Mrs. Turturro, who has been operating the theatre during his illness. Dominic says he feels fine . . . Also at the luncheon was Sam Wheeler, general sales manager for Film Classics, who attended with Arthur Lockwood, Louis Gordon and Al Swerdlove.

Irving "Mac" Farber of Regal Pictures Corp. has taken over the entire building at 48 Melrose St., because of the need for larger quarters. Farber has been occupying the first floor with the use of the basement for storage space since the formation of the company two years ago. He now will take in the large office space on the second floor.

The Boston MPTOU Local 182 moved into new headquarters in the Graden Bldg., 248 Boylston St., May 1. Joseph Nuzzolo is president and Walter F. Diehl is corresponding secretary . . . Sam Merchant, well-known theatre man of Manchester, N. H., died last week. His wife will continue to operate the Lyric Theatre . . . Lucien Descouteaux, Rex, Manchester, N. H., recently suffered a bad fall. Four of his ribs were broken.

B&Q's latest addition to its fast-growing chain of New England theatres is the Tremont Theatre in downtown Boston, which was reported taken over some weeks ago. Probably its most ambitious project, B&Q has announced that the Tremont will close its doors June 1 for a complete renovation, which will include structural changes . . . William Riseman Associates of Wrentham and Boston have drawn up the plans and will do the work. Riseman also will renovate the circuit's Union, Attleboro, and the Warr, Wareham, acquired by B&Q a short time ago. The Warr will have its name changed to the Wareham.

Michael Zaman, former booker at 20th-Fox, has been promoted to salesman in the New Hampshire and Vermont territories replacing Ralph Pielow, who will take over Rhode Island. Pielow replaces Sieg Horowitz, salesman for 20th-Fox in New England for 18 years, who resigned recently to become manager at Screen Guild under Al Swerdlove.

Don Wollins is now assistant to Joseph Mansfield, advertising representative of Eagle-Lion and PRC in the New England area. Wollins comes in from the company's New York office . . . Morton Ladge, president and sales manager of Pronto Popcorn Sales, Inc., and his brother Morris, treasurer and chief engineer, are planning to attend the Paramount Theatres confection vending convention in Chicago May 23, where they will display their Pronto popcorn warmer which is manufactured in Boston. The Ladges have taken new and larger space for office and sales at 702 Beacon St.

Mrs. I. A. Vincent, who operates the Empire in St. Albans, Vt., and the Playhouse in Enosburg, Vt., has taken over three small theatres in the same state, the Community in South Hero, the Mansfield in Underhill and the Recreation in Milton . . . Jack Shea, supervisor of the Jamestown Amusement Co., was on Filmrow last week.

George Ramsdell, director of the Middlesex Amusement Co., who suffered a severe shock about a year ago, is back at his Malden home after a winter spent in Florida . . . The snarled traffic on Piedmont street last week was due to the ripping up of the street when Metro installed direct current for more efficient power service.

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* * *

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Samuel J. Davidson, Pres.

'Farmer's Daughter' Opens Big in Boston

BOSTON—"The Farmer's Daughter" at the Memorial was a smash in its first week. "The Sea of Grass" at State and Orpheum was rushed in after "The Macomber Affair" was pulled on the second day of a holdover. "The Best Years of Our Lives" at the Esquire has slipped off each week as surrounding cities start playing the film. At the Kenmore, "Ivan the Terrible" dropped decisively after a smash first week.

(Average is 100)

Boston—**Carnival in Costa Rica** (20th-Fox); plus stage show 100
Esquire—**The Best Years of Our Lives** (RKO), 18th wk. 130
Exeter Street—**The Adventuress** (E-L), 2nd run; **The Overlanders** (U-I) 160
Kenmore—**Ivan the Terrible** (Art), 2nd wk. 100
Majestic—**Bedelia** (E-L); **Untamed Fury** (PRC), 2nd wk. 110
Memorial—**The Farmer's Daughter** (RKO); **Banjo** (RKO) 170
Metropolitan—**Stallion Road** (WB); **Hard Boiled Mahoney** (Mono) 110
Old South—**Children of Paradise** (Tricolor Films), 4th wk. 75
Paramount and Fenway—**Pursued** (WB); **Winter Wonderland** (Rep), 2nd d. t. wk. 110
State and Orpheum—**The Sea of Grass** (MGM); **Bulldog Drummond at Bay** (Col) 130

New Haven First Run Houses Enjoy Solid Business Week

NEW HAVEN—Several of the downtowns enjoyed a solid week of business, interrupted only by a mild Sunday which lured the winter-weary to the great outdoors. "It's a Wonderful Life" made best business at the Roger Sherman but was not held over. At Loew's Poli "Sea of Grass" and "The Thirteenth Hour" started well and built up, so that a second week at the College was in order.

Bijou—**Bedelia** (E-L); **It's a Joke, Son** (E-L) 85
College—**The Macomber Affair** (UA); **The Lone Wolf in Mexico** (Col), 2nd d. t. wk. 105
Loew's Poli—**The Sea of Grass** (MGM); **The Thirteenth Hour** (Col) 140
Paramount—**Angel and the Badman** (Rep); **The Ghost Goes Wild** (Rep) 90
Roger Sherman—**It's a Wonderful Life** (RKO) 155

'Smash-Up' Rates Fourth Week, 'O'Clock' a Third in Hartford

HARTFORD—"Smash-Up" held for a fourth week at the Warner Regal. E. M. Loew's had Columbia's "Johnny O'Clock" for a third week.

Allyn—**The Imperfect Lady** (Para); **Winter Wonderland** (Rep) 150
E. M. Loew's—**Johnny O'Clock** (Col); **Millie's Daughter** (Col), 3rd wk. 125
Loew's Poli—**It's a Wonderful Life** (RKO); **Jewels of Brandenburg** (20th-Fox) 160
Palace—**The Sea of Grass** (MGM); **Devil Thumbs a Ride** (RKO), 2nd wk. 120
Regal—**Smash-Up** (U-I), 4th wk. 125
Strand—**Song of the South** (RKO) 175

Irv Jacocks at Capitol

HARTFORD—Irving Jacocks, former Branford theatre man and state legislator, was at the Capitol here the other day visiting friends. Jacocks is treasurer of the Connecticut MPTO.

Al Monty in Mt. Vernon

HARTFORD—Al Monty, former manager of the Roxy, New Britain, and other theatres in this territory, is now living in Mount Vernon, N. Y.

Draddy Is UA Office Head

BOSTON—John G. Draddy has been named officer manager of the United Artists exchange here under John Dervin, branch manager.

NEW HAVEN

Stork Club: At the Sid Klepers' it's a baby boy named Michael Lawrence. Sid is manager of the Bijou, New Haven. Mrs. Kleper was assistant at the Poli here during the war years. They also have a 3-year-old daughter, Bonnie . . . Coming soon: newcomers at the Mort Katzes, and the Frank Floods. Katz is an MGM salesman and Flood is president of the Warner club.

"Jericho," a French film, was shown first run at the Cameo in West Haven May 7, 8, under the auspices of the Progressive Citizens of America. Admission was 60 cents . . . "The Battle of the Baritones," a singing competition, was held recently at the Forest Theatre. Yale Music school professors acted as judges. The program opened with "Wake Up and Dream," followed by the musical feast at 8:30, and pictures again at 10, all for 80 cents.

The Whitney Theatre in Hamden recently put on a giant "Gra-Y benefit show." On the screen were "A Boy, a Girl and a Dog" and "Return of the Scarlet Pimpernel." A barber shop quartet sang.

Arthur Moskowitz of the Loew's New York office brought news on his inspection tour of Poli houses this week. There will be new carpets soon for the Poli theatres in New Haven, Waterbury and Bridgeport and the Palace in Hartford. All the Poli houses are competing for prizes in a spring cleanup drive. After the drive the theatres will change into summer garb, with new color combinations and ushers' uniforms.

Thomas McAndrews is the name of the new Republic salesman, who comes straight from the middle west to Jerry Lewis' aid . . . Lorraine Canelli Brown has resigned from the 20th-Fox accounting department. Gloria Parente takes over. Fay Spadoni moves from the switchboard into Gloria's old job in the contract department . . . When Dorothy Breslav resigned from the Paramount exchange staff, the gang gave her a farewell party and gift of a jewel box. Roth Gumbelevitch, new vice-president of Local F41, takes Dorothy's job.

Douglas Collins, 20th-Fox traveling auditor, completed his audit here at the end of April . . . Harry LaVine, former Monogram manager here, now in the New York office, will be celebrating his son's marriage at the Hotel Bancroft in New York Decoration day. The Harry Shaws will attend from New Haven . . . Barney Pitkin, RKO manager, spent a few days in New York.

Mrs. Joel Levy, wife of the Loew theatre booker, was a New Haven visitor . . . John Scanlon jr., son of John Scanlon, manager of the Warner, Torrington, is new manager of the Strand, Thompsonville, replacing Tom Grogan, resigned in favor of the auto business.

Hugh Owen, eastern and southern division sales manager for Paramount, is due in New Haven May 22. Also Al Kane, Boston district manager . . . I. H. Rogovin, Columbia district manager, visited Meadow street on May day . . . Sam Seletsky was in town for B&Q, which has just acquired new Cocalis theatres in New Jersey.

Exhibitors on the Row: Ralph Pasho and George Rabbott of Naugatuck, Jerry Mascola and Billy Sirica of Waterbury, Steve Panora of New Milford, John Dombi of Fairfield, Ernie Dorau of Middletown, and A. L. Schuman, Maurice Shulman, M. J. Daly and Ernie Grecula of Hartford . . . Harry Germaine of Price Premiums was down from Boston . . . Bill Vuono of Stamford and Art Smith of Newtown were here.

George Weber, office manager at MGM, is back at his desk after a battle with flu . . . Alba Gionnotti, MGM inspector, went to Grace hospital for a minor operation. Rosemary Patterson substituted . . . Rosemary Carney is new in the back office at Warners.

Jim Mahan, Warner shipper, will lead off the vacation parade. He'll be in New Hampshire between May 3 and May 17 . . . Air conditioning equipment has been installed at the MGM office . . . Billy Nutile, Paramount shipper, is still negotiating on the building of his new home in West Haven.

Ed Lynch of the Roger Sherman says "It's a Wonderful Life" brought out a new type of theatregoer—the sort that likes to mother Jimmy Stewart . . . Norman Levenson, assistant at the College, gets credit for the full window which Woolworth's devoted to "Sea of Grass," and also for music and book store tieups on "Sinbad the Sailor."

Margaret Glackin to Open Theatre in Sound View

NEW BRITAIN—Mrs. Margaret Glackin, widow of the late John S. P. Glackin, Connecticut theatre man, will open the Strand Theatre, summer film house, in Sound View, some time in June.

Levy Home Again

HARTFORD—Herman Levy, general counsel for MPTOA, is back in Connecticut following a ten-day trip to San Francisco to attend the convention of the National Wholesale Frozen Foods Distributors Ass'n. He is executive secretary of the latter organization.

Daylight Time in Connecticut

HARTFORD—Daylight saving time went into effect in this state on April 27.

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HARTFORD

Eileen Grace, 7-year-old daughter of Manager Tommy Grace of the Eastwood, and Mrs. Grace, has been winning numerous compliments for her ballet work . . . Bob Worden, student assistant at Loew's Poli, has a new Studebaker . . . The office of Manager Jack A. Simons at the Center has been redecorated . . . Assistant Manager Ben Lamo of the Warner Strand made a couple of visits to the hospital to see his sister Marie, who was operated on for appendicitis.

Capt. Eddie Downs of the army, former chief of service at Loew's Poli, has been awarded the Distinguished Service Cross. Eddie lost his legs in Germany, when he saved a tank column from a bazooka attack . . . A new popcorn warmer has been installed at the Eastwood.

Assistant Manager Sam Horwitz of the Loew's Poli reports his sister gave birth to a baby boy. Sam recently became a papa the first time himself. It was a boy, too! . . . Hillmer D. "Robbie" Robinson, former assistant manager to George E. Landers at the E. M. Loew's, is selling typewriters in Hartford nowadays.

Loew's Poli had a number of visitors: Allen Dowling, SRO praise agent, who was in to huddle on "Duel in the Sun"; Max Furman, Loew's Poli circuit maintenance department, and F. W. Boeltcher of Loew's circuit projectionist and sound department.

New Britain items: Claire Chicker is the new cashier at the Music Box Theatre, replacing Ellen Gillati, resigned . . . Lobby frames at the Warner Embassy have been redecorated . . . Projectionist George "Crash" Dunnigan of the Warner Embassy has been busy in his spare time booking his fair acts (trapeze artists, etc.).

One thousand youngsters in Bristol's first ward were guests of Joseph P. Vetrano, the district's Republican chairman, at a program of motion pictures last Saturday morning at the Warner Cameo, Bristol.

Joe Boyle, manager of the Broadway, Norwich, had a name guessing contest in the dailies for "Sea of Grass," with the winners receiving guest tickets. John Dubicki, assistant to Manager Johnnie D'Amato of the Norwich Palace, was married to Gloria Rowa.

Johnnie Matthews, manager of the Warner Palace, Norwich, has a new Nash . . . Dean Barrett, who used to manage the Rialto, Hartford, and Astor, East Hartford, is now special Connecticut representative for the Chicago Hobby Horse Corp., and has a number of theatre deals in the territory.

Rube Lewis and Toby Sullivan of the Palace went fishing . . . Carl Cotia, brother of Jimmie Cotia of the Warner Regal, was seriously ill . . . Birthday greetings for Jim O'Brien, Crown projectionist.

With vacation in public schools area last week, a number of theatres ran special children's shows midweek . . . Martin H. Kelleher of the Princess reports Walter Silverman of Columbia was in on a visit . . . Ed Kelleher took in a business and pleasure trip to Boston . . . Lill Kelleher attended a birthday party in Bristol.

To Build a Seekonk Drive-In

SEEKONK, MASS.—The Seekonk board of selectmen has granted Salvatore L. Romano of Warren a letter of authority to build a drive-in theatre on Fall River avenue here provided that the work is begun in the next 60 days. Romano already has secured a CPA permit for the project.

Independent Group Holds Luncheon for F. C. Lydon

BOSTON—Independent Exhibitors of New England gave a luncheon at the Hotel Bradford Tuesday (6) for Frank C. Lydon, past president of the organization and operator of the Hamilton Theatre in Dorchester. Lydon has joined the Selznick Releasing Organization as special representative under Tom Duane, division manager.

The luncheon was attended by over 100 friends and members of the organization. Walter E. Mitchell, chairman of the affair, was toastmaster and presented Lydon a gold wrist watch. Among the speakers at the head table who praised the efforts of Lydon in organizational activities were Arthur Howard, his former associate in Affiliated Theatres; Leonard Goldberg, president of Independent Exhibitors; W. Leslie Bendslev; Daniel Murphy; Julian Rifkin; Nathan Yamins; James Guarino, and Tom Duane.

Lydon retains his membership in the independent organization on the board of directors and as the operator of the Hamilton. He continues as chairman of the newly-formed Motion Picture Coordinating committee to combat adverse legislation. The regular monthly business meeting of Independent Exhibitors preceded the testimonial.

Term to Theatre Robber

HARTFORD—Judge P. O. O'Sullivan in Hartford superior court last week imposed a reformatory sentence of two years on Harold Jones of New Bedford, Mass., and Hartford, charged with breaking into the suburban Newington Theatre, stealing cars, etc.

Gets Booking Tieup

HARTFORD—Martin H. Kelleher, Princess manager, said last week that Amalgamated Theatres is now working with him on bookings.

PORTLAND

The Civic Theatre in Portland is holding a series of children's shows Saturday mornings. A talent contest also is being conducted. The contest is broadcast over station WPOR. Three cash prizes are awarded at every morning show and a grand prize of $50 goes to the winner of the finals.

"Open City," which showed for the first time in Maine at the Cameo Theatre here, was well attended . . . "Brief Encounter" recently was previewed here at a special screening for press and radio folk.

Ralph L. Tully, manager of the M&P State Theatre, was recently the subject of an article in the Portland Evening Express. Tully gave the lowdown on usher training. Featured with the article was a group picture of ushers Martin I. McGurgan, Philip M. Tracy, Ralph B. Anderson and Herbert L. Moon.

The Empire Theatre here recently featured a personal appearance of Johnny Dunn and his cadeteers in connection with "The Brasher Doubloon" . . . Mary Clifford, chief clerk at the Empire candy concession, was pictured in the April 27 Sunday Telegram turning the clock ahead for daylight saving time. It was a plug for "Duel in the Sun." The idea was that Maine residents have won their "duel with the sun." Just another way of saying that Maine exhibitors have lost their duel with EDT . . . The Saco Motor-In Theatre on the Portland road recently was granted a license to operate this summer.

WORCESTER

Bob Portle, manager of the Elm Street, has recovered from an eye infection that troubled him for three weeks . . . Don Gibson, formerly of the Playhouse, will be in Mary Boland's new Broadway play, "Open House" . . . Nate Goldberg, manager of the Plymouth and a heavy cigar smoker, is not overfond of the age of many of the cigars being sold over the counter.

Frank Clark and Irving Zeltner were in town to help Manager Harold Maloney of Loew's Poli promote "Duel in the Sun" . . . "Love and Obey," a play by Worcester's Esther Forbes, has been taken over for Broadway production by Bernard Straus and Roland Haas, probably in the fall.

The Nipmuc in Mendon, closed during the winter, has been reopened, and will follow a burlesque policy . . . Douglas Scott of this city has joined the Debonairs, five-man dance act playing at the Latin Quarter in New York . . . A feature writer, observing that there's nothing permanent about theatre names, points out that the Warner used to be the Strand, Poli's was the Palace, the Elm Street was Poli's, the Regent was the Steinberg, the Family was the Palace and the Playhouse was the Little.

Bill Brown, manager of the Park and Greendale, has made arrangements with the school department, the Better Films council, the public library and several other civic organizations to screen special children's shows at both theatres on Saturday mornings. A schedule for four weeks has been drawn up, and the civic groups have shown plenty of push in backing the experiment.

Harold Maloney of Loew's Poli was the subject of an amusing cartoon drawn by Phil Bissell, student assistant manager, that appeared in the Sunday Telegram. Maloney has been very proud of an "exclusive" topcoat he wears, but Phil depicted him standing in front of a truck horse which wore a blanket of the same material. (The horse also wore a hat like Maloney's.)

Arthur Kennedy of Worcester will leave the cast of the Broadway hit, "All My Sons," June 1 to return to Hollywood, where he will make a picture, returning to Broadway in the autumn.

There's interest here in the fact that Kathleen Olsson Finnegan has become assistant manager of the Court Square in Springfield. Her late husband, Jerry Finnegan, was manager of the Plymouth here when they were married two years ago.

John H. Toomey, former mayor, has turned over to Bob Portle, manager of the Elm Street, a good-luck emblem that was distributed to patrons the night the house opened in 1912. As a boy, Toomey attended the premiere and received one of the tokens, now believed to be the only one in existence.

Vaughn Monroe drew a fair house at a vaudeville date at the Auditorium . . . Selectman George M. Beede of Westboro, former owner of the Strand there, is now able to sit up at his home and get outdoors in a wheel chair. Beede was injured and his wife killed in an automobile accident in Middleboro March 18.

Quiz Contest Booked

NEW LONDON—Tom Carey, head of Tom Carey Theatrical Promotions, has set a quiz contest into the M&P Capitol, New London, effective Monday (12). Sidney's Home Center, furniture store in that city, will sponsor the contests. Art Ribner will be master of ceremonies.

Benefit Shows Set For Woodward Aid

OKLAHOMA CITY—Twenty-five towns in the Griffith circuit are having benefit shows this month for the Woodward relief fund.

All the shows are being staged at 11:30 p. m. and feature pictures not previously shown in the locations. Admission prices are 50 cents. All proceeds above the state and federal taxes are being contributed to the relief fund. Griffith's A houses are being used in all situations and in many cases the program is augmented by stage shows. Tickets are being sold in advance as well as at the boxoffice.

Theatres which scheduled benefits are the McSwain in Ada, the Tivoli in Ardmore, Osage in Bartlesville, Rivoli in Blackwell, H&S in Chandler, Washita in Chickasha, Yale in Claremore, Del Rio in Clinton, Tower in Drumright, Elk in Elk City, Aztec in Enid, Tall Chief in Fairfax, Ramona in Frederick, Blaine in Henryetta, Grand in Holdensville, Pettit in Hominy, Erie in Hugo, Temple in Mangum, Orpheum in Okmulgee, Ki-He-Kah in Pawhuska, Yale in Sapulpa, Seminole in Seminole, Bison in Shawnee, Aggie in Stillwater, and the Key in Wewoka.

Collections are being taken at the Rocket and Centre in El Reno.

Dallas Heat Unable To Wilt 'Duel in Sun'

DALLAS—The city's first 98-degree weather of the year melted all but two Elm street grosses down to nubbins last week. Only the highly ballyhooed "Duel in the Sun," whose roadshow opening at the Melba was accompanied by the personal appearance of stars Gregory Peck, Joseph Cotten and Guy Madison, and "Calcutta" at the Majestic were able to do better than average business. All others were well below par, though the twin bill of "The Vigilantes of Boomtown" and "The Thirteenth Hour" held a week at the Capitol, which ordinarily plays a split week program. "Duel in the Sun" is showing at a top price of $1.30, and did 50 per cent above average on the basis of regular prices.

(Average is 100)

Capitol—**The Vigilantes of Boomtown** (Rep); **The Thirteenth Hour** (Col)	90
Majestic—**Calcutta** (Para)	105
Melba—**Duel in the Sun** (SRO)	150
Palace—**Carnival in Costa Rica** (20th-Fox)	80
Rialto—**Cigarette Girl** (Col); split with **Queen of the Amazons** (SG)	90
Telenews—**The Overlanders** (U-I)	90
Tower—**The Perfect Marriage** (Para)	90

'Duel' a Big Hit in Houston Though Stars Don't Show

HOUSTON—"Duel in the Sun" opened May 1 at the Kirby Theatre to very good audiences. It replaced "The Best Years of Our Lives" which showed four weeks. Hollywood stars of the picture were supposed to come to Houston for the opening but failed to keep the engagement. The management offered to refund advance ticket sale money, but as far as could be learned none had taken advantage of the offer—all preferred to see the picture, with or without stars.

Four performances of the "Original Nineties" were staged at the Music Hall under the sponsorship of the Houston Salesmanship club at $1.30 to $2.60. The show consists of oldtime vaudeville stars whose ages range from 65 years to 83 years.

"The Sea of Grass" was held over at Loew's State until Thursday when "The Macomber Affair" opened.

Lou Bissinger Observes 34th Year At the Queen Theatre in Dallas

Four Theatres Open In Oklahoma in May

OKLAHOMA CITY—Four new theatres are scheduled to open in Oklahoma this month. Largest of these is the 450-seat Time, which was slated to open May 10 in Wetumka. This theatre is owned by W. T. Kirby, who also has an interest in the Chief in Seminole. Opening of the Time gives Wetumka two picture shows.

At Quapaw, the Ryan also was scheduled to open May 10. Alex Rowls, the owner, remodeled a 16mm house into a regular theatre. The house has 260 seats to serve the town's 1,054 population.

Opening about May 15 is the Long in Keyes. This will be the community's first theatre. Lewis W. Long is owner of the 250-seat house. Keyes has a population of 227.

S. P. Doss is general manager of the new Dream Theatre at Tahlequah, which is slated to open about May 20. Doss is former owner of the Chief in Eufaula. The new house will seat 400 of the town's 3,027 population.

Decree to Ex-Press Agent

ATLANTA—James Clement Furman, former theatrical press agent who resigned his position with Paramount here several years ago to enter the ministry, soon will receive his degree of bachelor of divinity at commencement exercises of the Southern Baptist Theological seminary.

Ayers Back From South

NEW YORK—Norman Ayers, southern division sales manager for Warner Bros., returned to New York late this week after holding meetings in Dallas and Oklahoma City in connection with the company's 1947 sales drive.



FIRST RETIREMENT CHECKS — James Joseph O'Donnell, projectionist at the Reno Theatre in El Reno, Okla., who started there as an usher 15 years ago, will retire May 25 on a pension made possible by the retirement plan available in 170 theatres of the Griffith Consolidated circuit, of which the Reno is a unit. O'Donnell, who is 65, and his wife will take an extended trip first, then "go fishing." Above, C. F. Motley, left, presents the first retirement pension check to O'Connell. The portrait in the background is that of L. C. Griffith, president of the Griffith organization.



LOU BISSINGER

DALLAS—Thirty-four years is quite a spell to apply one's energies along one line of endeavor in one spot, but credit Lou Bissinger with having done it.

Bissinger is observing his 34th year as head man of the Queen Theatre here. Fact of the matter is that he has been in show business 41 years. He was running an airdome in Houston back in 1906.

In 1908 he had the Crescent Theatre in Houston but sold out to E. H. Hulsey, who was well known here in film business up to and after World War I. Bissinger took over the Queen in 1913, three months after Hulsey had remodeled a building and made it into Dallas' top picture theatre. E. V. Richards, who now heads the Paramount-Richards Theatres out of New Orleans, was Hulsey's manager.

Under Bissinger, Queen ushers in the early days included Jean Finley, Bill Saul, Albert Reynolds and Herschel and Buddy Stuart, all of whom rose to high places in the industry.

Jordan Leaves Interstate, Buys Business Printers

HOUSTON — Homer V. Jordan, publicity director for Interstate Theatres, Inc., has resigned to enter business for himself. He had been with Interstate for almost 20 years.

Jordan has purchased Business Printers, a commercial and advertising shop, and will operate it himself with E. F. Spiller as foreman.

Jordan is well known in Houston for his work with the theatres and his civic activities. He has been very active in the junior chamber of commerce and was president of the organization in 1946. Jordan was offered the presidency of the state junior chamber of commerce at its recent convention, but refused for lack of time to devote to the work.

Jordan has been associated with Interstate theatres since early in 1928 when he got a job as usher at the Metropolitan while still in high school. During the years, he has been worked in almost every department of the theatre business. He was promoted from usher at the Met to assistant manager of the Kirby. Later he was transferred to the art department and in 1931 became associated with the advertising department, which he headed when he resigned.

DALLAS

Souvenir booklets of "Duel in the Sun" are being sold in lobbies of Interstate Theatres during the run of the picture, with funds going to the relief of Texas City disaster victims. It is expected that 100,000 booklets will be sold by the circuit.

The King Cole trio appeared in the Fair Park auditorium May 7 in a program that is part of the Samuel Houston college artists series . . . Signing of the famed Gainesville community circus for a feature length motion picture by Marshall Grant Pictures of Hollywood was announced here by Robert L. Frost, assistant executive production manager. The picture will be titled "Gainesville, U. S. A."

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Allen G. Smith, former War Production board theatre equipment head and now circuit sales manager for National Theatre Supply, is here on a two-week visit. Smith was a member of the Dallas staff before going into government service in 1942. He left New York March 15 for a swing through the southern states, including a trip to south Texas with Sam Berry of the Dallas branch, and expects to call on the branch offices in Denver, Kansas City, Chicago and Detroit before returning to the home office.

Duke Clark, district manager for Paramount, received a letter from Mrs. Fred Larned, who is in Permanente hospital, Oakland, Calif. She said she is doing very nicely and asked to be remembered to everyone. Mary Kay said she was most appreciative of the cards, letters, wires, and flowers that she had received during the time she has been in the hospital. She hopes to be able to return to Dallas soon after July 1.

The Melba Theatre in downtown Dallas has installed new model AA Motiograph projectors. The installation was handled by Henry Sorenson of Modern Theatre Equipment Co. . . . Modern Theatre Equipment is showing the new strong Mogul 70 ampere lamp which is designed to take care of drive-ins and other theatres having large screens.

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DALLAS 1, TEXAS

W. L. Jones, vice-president of RCA, Camden, N. J., opened the company's cooperative sales drive at a regional meeting here last week. J. W. Cocke, Dallas regional manager, presided. Those present included Alex McKinzie, Houston; Bob Amos, Dallas, manager of the equipment section; W. W. Gilreath, district service manager, and all field engineers from Oklahoma, Texas and Louisiana.

Buddy Harris has sold his theatre in Ladonia to Mr. and Mrs. J. R. Shipp, who will move to Ladonia from Oklahoma . . . W. F. Bugie, manager of Warners in Memphis several years and later Republic manager here, died in Indianapolis recently after a long illness. Bugie is survived by his wife, one daughter and two brothers—one is PRC manager in Cincinnati and the other 20th-Fox manager in Cincinnati.

Lou Charninsky is back on Elm street after spending several weeks in the hospital . . . Jake Webb of the Bantex Theatre in Bandera was on the Row two days booking . . . Gideon Talley of Pleasanton and Victor Cornelius of Eastland were other Row visitors . . . Two new fathers: Sam Berry, a baby girl born May 3 named Carlyn Susan, and David Shipp, MGM booker, a son named James Ronald, May 6.

Floyd King, southern division manager for Alexander Films, conferred with Fred Hargis and Justin McInaney . . . Claude York, man-

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ager of PRC-Eagle Lion in Oklahoma City, and Jack Emenheiser, salesman, were here two days to confer with Herman Beiersdorf.

Winners of the 1946 turtle derby ticket sales prizes left Sunday for the Variety International convention in Los Angeles May 13-17, all expenses paid. The winners: Clem Meyer, Max Glazer, Lew Bray, Henry Stern, Eph Charninsky, Benjamin Bickers, Fred Hoenscheidt, Lafe Pfeiffer, Louis Novy, Harold Schwarz, Duke Evans, Lynn Stocker, Ray Hay, Charles E. Darden, Frank Weatherford, Louis Charninsky, B. E. Garner and Jack King.

Julius Schepps has been elected chairman of the 1947 turtle derby committee, Conrad Brady was chosen to take charge of the arena arrangements, and Ray Beall will handle all publicity.

WACO

Louis Novy, Interstate Theatres city manager in Austin, was in charge of the benefit performance held in that city Saturday with all proceeds going to the relief fund for Texas City fire and explosion victims. Those taking part in the show were Kay Kyser, emcee; Victor Borge, Mickey Rooney, Sonny Tufts, Jane Russell, Ann Blyth, Harry Babbitt, Diana Lynn, Marion Morgan and Abigail and Buddy.

San Antonio Interstate city manager George Watson has been named on the publicity committee of the San Antonio Community Chest . . . Three film stars who were to appear with the opening of "Duel in the Sun" at the Texas in the Alamo city, cancelled their engagement due to other commitments, it was announced in newspaper display ads.

Waco first runs last week included the following pictures: Orpheum, "Trail Street"; Rivoli, "Love Laughs at Andy Hardy"; Strand, "Dick Tracy vs. Cueball," and Waco, "Smash-Up."

Sells at Morrilton

MORRILTON, ARK.—L. M. Mange of Malvern, Ark., has sold his interest in the Petit Jean Theatre here to Isaac H. Roland of Malvern and O. G. Abernathy of Morrilton.

From the BOXOFFICE FILES

* * *

(Twenty Years Ago)

ALVIN POWELL has two theatres at Guthrie, Okla., and in order to meet competition, with each paid admission to one theatre, a pass is given to the other theatre . . . The Empire Theatre at Eldorado, Okla., has been purchased by Kingery and Kennedy . . . The name of the Cozy Theatre at Shawnee, Okla., has been changed to the Ritz.

* * *

Charles Kessnich, district manager for MGM, was an Oklahoma City visitor over the weekend . . . Ish Clark, manager for Liberty-Specialty Film Co., at Oklahoma City, visited Dallas on official business . . . Universal has appointed Hubert Carrigan as shipping clerk at Oklahoma City . . . The Majestic Theatre at Oklahoma City has a new Peterson Freezum cooling system.

* * *

Sunday shows went into effect at Shawnee, Okla., as a result of the recent election there . . . The Grand Theatre at Holdenville is being newly refurnished . . . A new theatre is being built by J. D. Wineland at Picher, Okla. . . . A new 300-seat theatre at Blanchard, Okla., is being built by W. C. Francis . . . The new Rialto Theatre at Alva has been opened by Davidson & Hayden.

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OKLAHOMA CITY

Martin Feinstein, New York, publicist for "Carnegie Hall," is here in connection with the local showing of the picture at the Villa. The film, released through United Artists, will have its western premiere here May 14. It will play here for seven days. Feinstein who plans to remain here through the picture's engagement, said the advance sale of tickets has been slow. The picture has had extensive play in local papers. About 10,000 pieces of mail, advertising the film, have been circulated.

M. D. Brazee made a weekend trip to Memphis . . . John Reynolds of the specialty shipping department at NSS, is on a two-week holiday in San Antonio . . . Ralph Warner is proving to be quite an angler. The Manley Popcorn man took out for nearby Lake Hefner during the weekend and found the fish biting good enough to land a 6½-pound channel cat and some bass weighing two pounds and better.

Visitors on the Row: Mrs. Sam Ridgeway, Maysville; Mrs. C. W. Duncan, Weleetka; H. S. McMurry, Dumas, Tex.; L. A. White, Weatherford; Dudley Tucker jr., Pauls Valley; Henry Henderson, manager of the Alvo in Medford; L. G. Bumpers, Vian; Leroy and Wesley Hodges, Anadarko; Ora Peters, Wapanuoka; Lewis W. Long, Keyes; Carl Phillips, Sallisaw; W. T. Kirby, Wetumka; S. P. Doss, Tahlequah; C. L. Lance, Ringling; Homer Jones, Alva; Don Abernathy, Fairview, and A. R. Walker, Broken Arrow.

The Hollis Herods in Hugo celebrated their 21st wedding anniversary April 19. Hollis is manager of Griffith's Erie . . . Billy Hugh May, doorman at the Pettit, Griffith Theatre in Hominy, has the lead in the high school senior play . . . Bill Cleverdon, manager of Griffith's Hominy operation, is a member of the committee making plans for a city Fourth of July program . . . Griffithites, H. B. Pettit, chairman, Curtis Cross and Bill Cleverdon, all of Hominy, worked on the Red Cross drive to raise $1,240 . . . Cleverdon also worked on the town's chamber of commerce

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budget drive which went over the top of its $4,000 goal.

J. C. Duncan, city manager of Griffith theatres in Tulsa, reports that employes of the Tulsa and State held a surprise birthday party for their manager, E. C. Lee, recently. The party was held on the stage of the Tulsa Theatre . . . Idonna D. Groom, relief cashier for Griffith in Blackwell, won one of the 20 Irminda Banning $1,200 four-year scholarships in Oklahoma City university.

Employes of the Tall Chief, Griffith house, in Fairfax, held a picnic at the Fairfax lake. Attending were the W. J. Moores, the Junior Frank Loves and their children, Sandra and Billy, the Charles Bowmans and children, Francis, Billy Jo and Betty, and Bonnie Elliott, Nancy Evans, Jean Noble, Sue Beree, Vera Hunsaker, R. C. Carter, Jim Lockett, Bob Evans, Dean Carter and Frank Evans.

Paul West, manager for Griffith in Frederick, reports that $1,550 was raised in the Tillman county cancer fund drive. West, chairman, said the quota was over-subscribed . . . Margaret Ward, relief cashier at the Ramona and Ritz theatres, Griffith operations in Frederick, was one of seven in the state winning a superior rating at the annual Oklahoma Music meet on the University of Oklahoma campus, Norman. She sings soprano.

The Osage County Sales Ring in Fairfax has been getting some publicity. It is reported as a business enterprise started in Fairfax last summer by W. J. Moore, partner in the Griffith-Fairfax theatre operation, and a rancher, Jess Thompson. The Ring also is reported the best and largest in the southwest . . . John Monroe, manager of Griffith's Cuero operation, reports that already 166 persons have given more than $1,200 to the Youth Recreation council fund campaign. He's secretary-treasurer . . . A meeting at the Griffith-Trot theatre in Cuero featured a movie, "Clean Milking," sponsored by the Farmers Supply Co., San Antonio, and the Cuero Chamber of Commerce.

Maj. and Mrs. Harry W. Reed are at home in Glenview, Ill. Mrs. Reed is the former Lillian Edwards who worked for Griffith Theatres in the home office as assistant to L. A. Chatham. The Reeds were married April 9 in Evanston. Major Reed, USMC, is stationed at the naval air station at Glenview. When Lillian punched the clock for the Griffith home office, she was assistant in the public relations office. Roger Rice replaced her.

This week's screen bills: "The Perfect Marriage" opened Wednesday (7) at the Midwest, and "Kit Carson" and "The Last of the Mohicans," reissues, opened Friday at the Warner. "The Locket," was at the State, "The Imperfect Lady" at the Criterion Wednes-

(Continued on next page)

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OKLAHOMA CITY

(Continued from preceding page)

day, "Johnny Frenchman" at the Victoria, "Carnival in Costa Rica" at the Home Theatre Sunday and "Suddenly It's Spring" moved from the Criterion to the Tower for a second week . . . "The Best Years of Our Lives" closed Tuesday at the Plaza, a C&R theatre, after three weeks there.

Pat McGee of Denver was expected here this week to spend a few days . . . Ed Kidwell, general manager for C&R here and Mr. and Mrs Morris Loewenstein, left for Los Angeles and the Variety International convention . . . Berlin Parks, projectionist at the Tower, returned from California where he took his family on a two-week holiday . . . Jules Soule, former OCU student and dance band drummer, is the new assistant manager at the Tower . . . Mary Ann Mikeska is the new candy attendant at the Tower.

"It Happened in Brooklyn" played two weeks at the Home, closing Saturday night (10). Spike Jones and his band will appear at the Home the night of June 1. The program is booked for the Municipal auditorium where Boyle also is bringing "Bloomer Girl" to play May 26, 27 . . . Charles Lyne and Jim Peacock of MGM attended the MGM sales confab in New York. Lyne is the new branch manager here and Peacock is a salesman for the exchange.

S. G. Rogers has sold the New Theatre at Coalgate to Eddie Holt, owner of the Wigwam at Coalgate. The transfer was reported to be effective about May 10 . . . Roma Lee Wilkerson is a new MGM billing clerk . . . Carr Scott, manager for Screen Guild Productions here, went to Los Angeles to attend a national meeting of Screen Guild and to participate in the Variety International convention . . . Charley Hudgens, Universal salesman, and Mrs. Hudgens are parents of a son born Friday (2).

Mrs. Vera King, Checotah, was on the Row two days . . . Alice Doerfler is the new booker-stenographer at RKO . . . Mrs. Wilma Barnes, RKO contract clerk, has resigned to move to Kansas City . . . Norman J. Ayers of New York, Warner division sales manager, and Doak Roberts of Dallas, district manager for Warner, were here Tuesday and Wednesday, meeting Benjamin Kalmenson, WB general sales manager, on one day.

Thompson Theatres, operating 13 houses, has been incorporated by Glen Thompson. The new Britton Theatre at Britton is open as a combination first and second-run house. The place, owned by Thompson, seats about 300 persons. He also owns the Ritz in Britton. Robert Edwards, formerly with Thompson in Tishomingo, manages the two houses.

Willa Mae Bishop, formerly with the Glen Thompson circuit, is a new stenographer at PRC and Eagle-Lion . . . Eddie Jones of Sand Springs has purchased some property at Muskogee and may construct a theatre there . . . Claude York, PRC and Eagle-Lion manager, and Jack Emenhiser, salesman, returned from Dallas . . . Bill Moran was on the Row. He owned half interest in the theatres in Tulsa which were sold several years ago to the Griffith circuit. Phil Isley was a partner with Moran.

D. F. McCrosky who owns shows in Boynton, Jenks and Fairland, is a partner of Paul E. Bramblett on a roadshow entitled, "Let There Be Light." The show opened the last week in April in Victoria, Tex. McCrosky headquarters in Tulsa . . . Selected as This Week's cover girl for the May 3 issue was Lois Balch of the Criterion Theatre. This Week is a capsule city publication . . . Roger Rice of Griffith's home office staff made the front page of the same magazine recently when he was caught by a shutter snapper dancing with a girl friend at the Rainbow room atop the First National Bldg. Roger is in Griff's film merchandising and advertising department.

C. H. "Buck" Weaver, Paramount manager, and his two sons, Bill and Carl, left for Los Angeles via a new motor car. He will attend the Variety convention . . . R. B. Williams, exchange manager for RKO, underwent a tonsillectomy . . . S. J. Francis, district manager for Monogram, flew here for a few days.

Put Williams, Wife, Son Tour Rio Grande Valley

KANSAS CITY—Heeding the call of the open road, the Williams family—Put, his wife and son George—have sold their theatre interests, purchased $25,000 worth of roadshow equipment, and have embarked on an expedition through the Rio Grande valley in order to bring the motion picture to hapless inhabitants of that area.

Williams and his wife once owned a theatre in Galena, Kas., and George just recently sold his latest permanent structure, the Delphus in Carthage, Mo., to Bill Bradfield of Columbia.

Together with son George, Put has bought a special outfit. Three huge trailers make up the caravan. The largest is 28 feet long, the smallest just eight feet shorter. One of these three vans contains RCA sound and projection equipment (35mm), folding chairs for 600 persons and the big tent that makes up the theatre. A second trailer is designed specifically for Mrs. Williams, who is an invalid. The third is the house trailer containing three double beds.

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NEW ORLEANS

Jerry Jernigan, Memphis manager for Screen Guild, was here several days in the local Screen Guild office . . . A. C. Bromberg, president of Monogram Southern, was at the local branch conferring with Manager Henry Glover.

Manager Milton Dureau of PRC has added another salesman to his force, making three in all. Mamie Lass has been promoted to assistant booker for PRC . . . Alan Boyd of Shreveport, a representative for Briggs chairs and Weber and DeVry sound and projection equipment, has been a busy man. He furnished chairs for the Gay Theatre at Bossier City, a colored house owned by S. L. Wilson and in operation now for three weeks; all equipment for the Globe Theatre, Many, La., a colored house which was to open May 9, and chairs for George Rivoire's Teche Theatre, which will open soon in Beau Bridge. Boyd was here to call at this correspondent's office.

W. D. DuBose, manager of the Dixie Theatre, colored house in Columbia, Miss., was here making arrangements for reopening the house May 15 . . . Exhibitor Conrad of Beau Bridge, was a visitor . . . Back on Filmrow is Joyce Fascio, now with Exhibitors Service . . . John Jarvis, Kay Films manager, returned from a visit to his home office in Atlanta.

The New Rex Theatre, Baton Rouge's newest fireproof first run house, opened May 8. J. J. Broggi is handling the booking for this theatre . . . Roland C. Hoffman of Paramount Richards Theatres has been in Mississippi inspecting several theatres.

Visitors to New Orleans, regardless of what time of year they come, always have some entertainment except during the lenten season, which is very closely observed in this section. For example this week was Music week. Sixteen bands paraded on Canal street as the opening celebration, and during the seven days every theatre and civic and social organization will hold some kind of celebration.

C. Jimmie Bryant, manager for MGM, attended the New York sales convention. He was accompanied by Enola Murray, booker, and Roudolph Berger, southern sales manager.

R. E. Fowler is the new owner of the Green Frog Theatre, colored theatre which opened several weeks ago at Tallulah, La. . . . P. J. Wagner, who has picked up and delivered film on the Row for a score of years, was cited by the Railway Express Co., his employer, for his long services without an accident.

John Jenkins of Astor Pictures and treasurer of Dixie Film Corp. of New Orleans, stopped at the local Dixie office on his way from Atlanta to Dallas, from where he planned to leave for Hollywood to attend the Variety Club convention there . . . Mr. and Mrs. Neal Mixon of Mixon's Drive-In Theatre at Amite, La., spent several hours on the Row.

Seen on Filmrow: Jeff Rebstock, Golden Meadows; Charles Lamantia, Ritz Theatre, Hammond, La.; Frank Olah, Star, Albany, La. . . . John Jarvis, local manager of Kay Films, went to Atlanta to visit his office and to see his family . . . Vic Maurin of the Fox Theatre in Houma, La., was presented the Terrebonne Press award for 1946, following his nomination by three civic organizations.

The Spike Jones City Slickers will appear at the Municipal auditorium May 25 in a 13-act show . . . Ella Raines, motion picture star, and her husband, Maj. Robin Olds,

(Continued on next page)

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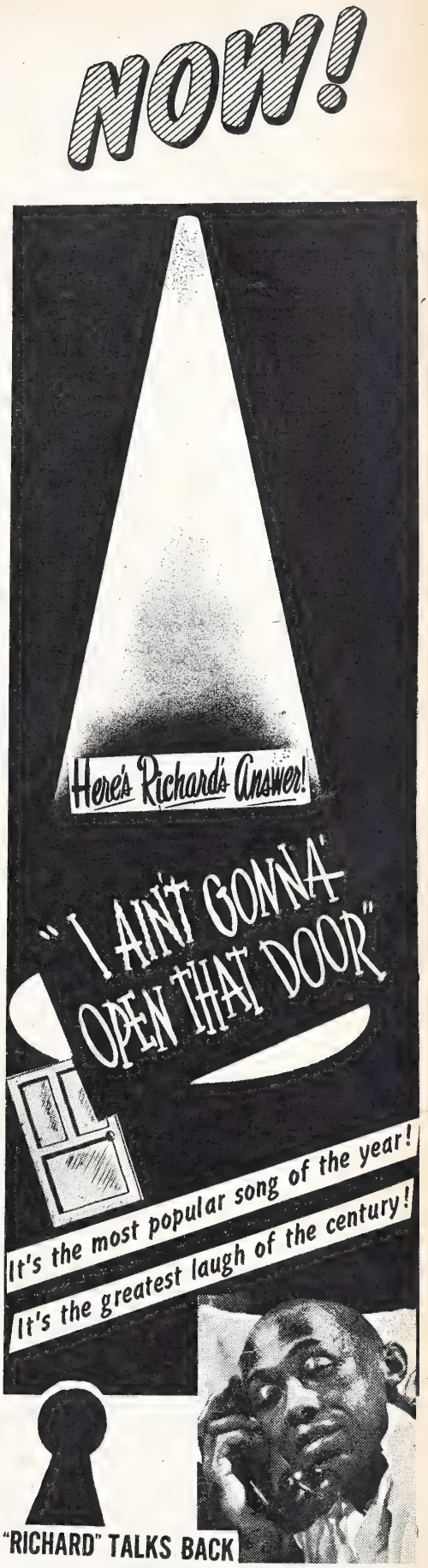
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BAGS—10c Johnny Boy—Red and white stripe (3x2x9)—3,000 to case	2.35M	10%	2.12M
BAGS—Kraft, ½-lb. size (3x1¾x6½)—10,000 per bale	1.40M	10%	1.26M
BAGS—Kraft, ¾-lb. size (3x2x7 3/4)—10,000 per bale	1.50M	10%	1.35M
BAGS—Kraft, 10c size (3¾x2¼x9)—6,000 per bale	1.65M	10%	1.49M
BAGS—Kraft, 10c size—Johnny Boy red stripe—6,000 per bale	2.20M	10%	1.98M
BAGS—5c glassine—12,000 to case (3x1 3/4x6¾)	1.98M	10%	1.79M
BAGS—10c glassine— 8,000 to case, ¾-lb. (3½x1 3/4x7 3/4)	2.88M	10%	2.60M
BAGS— 1 lb. glassine (3½x2¼x7¾)	2.79M	10%	2.52M
BAGS— 2 lb. glassine—6,000 to case	3.31M	10%	2.98M

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Falls, McKenna and Walker Acquire First Theatres in Projected Circuit

OKLAHOMA CITY—Southwestern Theatres Co., a three-way partnership composed of Horace R. Falls, H. E. McKenna and E. L. Walker, has been formed for the purpose of buying theatres or partnerships in independent theatres. The first acquisitions, according to Falls, are the Ritz and Harlem theatres in Lawton, which the trio started operating last weekend.

The 1,200-seat Ritz, which is a combination first and second run theatre, has the largest seating capacity of any Lawton theatre, Falls said. The company assumed operation May 4. The Harlem is for colored patronage and seats 276. It is the only colored theatre in the county seat of Comanche county. Falls said the house has been completely remodeled. It reopened under the new management May 3.

The two theatres were formerly owned by L. L. Jones, who is retiring from the film exhibition business, but who plans to continue with his other Lawton interests.

"Deals are pending on two other situations which we hope to close in the very near future," Falls said.

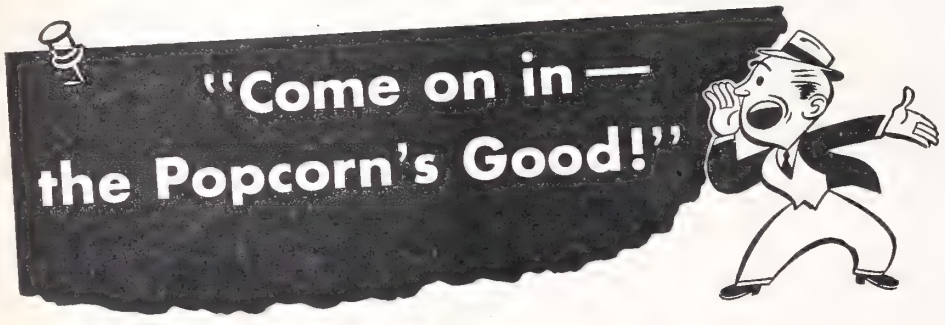
Falls will be in charge of buying and the other two partners plan to divide the other duties. "This will be a working organization —not one with titles and officers," declared Falls. Walker, known as "Eb," is managing the two theatres at the present time.

In addition to operating theatres the Southwestern Theatres Co. also will act as a buying and booking agency for the independent exhibitors in Oklahoma and the Texas panhandle. This part of the organization will be ready for operation June 1.

An affiliate, known as Variety Roadshow Attractions, will continue to be operated by the partnership. At the present time, according to Falls, the company has one picture, "Fools of Desire." "However, we hope to acquire additional independent product for distribution in the state of Oklahoma," he said.

The company has taken increased office space at 708 West Grand, the same building as occupied by Screen Guild Productions.

McKenna and Walker are former PRC franchise owners for Oklahoma. They sold more than a year ago, and lately have been handling road show films. Falls, chief barker of the Oklahoma Variety Club, was with Griffith Theatres' buying department for 21 years until his recent resignation.



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NEW ORLEANS

(Continued from preceding page)

stopped here briefly on a "second honeymoon" tour.

Mrs. Henry V. Lazarus, owner and operator of the Lazarus circuit, returned recently from a ten-day business trip to New York. Joseph, business manager, attended a popcorn convention in Texas . . . Roy Flicken, manager of Exhibitors Poster exchange, returned recently from a two-week stay in Los Angeles, where he participated in the ABC bowling tournament.

N. C. "Turk" Carter and Gaston Dureau of Paramount Richards Theatres left by plane for Los Angeles to attend a meeting of Paramount partners and take care of other business on the coast . . . Rodney Toups, manager of Loew's State here 20 years, received a special Loew's citation for his loyal service. Toups started with Loew's as an usher in the old Crescent Theatre near the Roosevelt hotel.

Shreveport's Dottye Brown, who got a chance in Hollywood by winning a talent contest, has completed an assignment in a film in which she had the only feminine role, "Song of the Wasteland," a western starring Jimmy Wakely. This was the second motion picture Dottye has appeared in, having recently completed a feature role in the Gov. Jimmy Davis starring vehicle, "Louisiana." Dottye is under contract to Monogram. In the Wakely picture Dottye plays a ranch-owning woman and says that it was a lot of fun, even though they didn't let her ride a horse . . . L. C. Montgomery and E. F. Briwa were in Dallas last week.

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Plane Crash Claims Richard Thomason

FRANKLIN, KY.—Richard H. Thomason, owner of the Roxy Theatre in Gallatin, Tenn., and a friend and passenger, Ed Snow, operator of a confectionery store in Gallatin, were killed when a small plane owned and operated by Thomason crashed in an open field near here April 29. The plane lost altitude, circled the field once, and dived into the ground, according to H. M. Phillips, a witness. The plane was demolished but did not take fire. Attendants at the Gallatin, Tenn., airport, which is just a few miles across the state border from Franklin, Ky., reported that the plane had left there just a few minutes before the crash. Thomason is survived by his wife.

E. A. Woodward Succeeds Heney at Beach Theatre

JACKSONVILLE, FLA.—E. A. Woodward has been named manager of the Beach Theatre here. Woodward has been serving as assistant manager of the Florida Theatre in Jacksonville. His new appointment is in the nature of a return to an old post. He was connected with the Beach from 1939 to 1942, when he resigned to enter the army. Upon his discharge in 1945 he was named manager of the State Theatre in Gainesville, and remained there until a few months ago, when he was called to Jacksonville to become assistant manager of the Florida.

At the Beach he replaces W. P. Heney, who has resigned to become manager of the Jacksonville Beach Pier. Heney, well-known in musical and entertainment circles, formerly played trumpet in John Philip Sousa's band. Later he traveled with Tom Mix's circus as band director. Heney joined Florida State Theatres in 1943.

Charles Moskowitz Stays As Lone Tarleton Guest

MIAMI—The Jacobs clan has closed up the Lord Tarleton, but allow one guest to stay on who has agreed to run his own elevator, make his own bed and perform other chores attendant to occupying a $30-a-day room. The obliging guest was Charles Moskowitz, vice-president of MGM and Loew's, Inc., who maintains three homes, each completely staffed with servants. The first time Moskowitz ran the elevator he received a dime tip for his trouble.

Main Street Opens Doors To Russellville Patrons

RUSSELLVILLE, ARK.—The Main Street Theatre opened April 29. Cledys Boswell and E. R. Gillett are owners. Gillett owns and operates other theatres in Arkansas, Tennessee and Missouri.

Buy Morrilton Theatre

MORRILTON, ARK.—L. M. Mange of Malvern, Ark., has sold his interest in the Petit Jean Theatre here, to Isaac H. Roland of Malvern, and O. G. Abernathy of Morrilton. Management of the theatre has been in the hands of Abernathy since last June.

Elmer Hecht to Pilot Park

TAMPA, FLA.—Elmer Hecht of Miami has been appointed manager of the Park Theatre here. The Park has been reconditioned throughout and now shows first run pictures only. Leonard Abess owns the house.

A. M. Avery Joins Flexer In Big Drive-In Venture



A. M. Avery, RKO manager at Memphis since 1938 (left), resigned this week to become associated with a new company, Flexer Drive-In Theatres, Inc., which plans 25 drive-ins throughout the U.S. Avery is shown here with Dave Flexer, Flexer Theatres, Inc. (right), who is president of the company, as they go over blueprints for the new modern drive-ins.

MEMPHIS—A chain of 25 drive-in motion picture theatres in America's largest cities is the goal of Flexer Drive-In Theatres, Inc., a new company formed in Memphis.

David Flexer, operator of a chain of ten motion picture houses in Memphis and the midsouth, is president of the new organization which was incorporated under the laws of Delaware. Cost of the chain will be $2,500,000.

A. M. "Al" Avery, manager for RKO here since 1938, has resigned this position to take the job as vice-president, secretary and general manager of the new outdoor movie circuit.

R. V. REAGIN RKO MANAGER

R. V. Reagin, office manager and salesman, succeeds Avery as RKO manager.

The new company will have an office in New York but its headquarters will be in Memphis. Offices for the present will be in the Dermon Bldg. in Memphis. This fall they will be transferred to a new building which Flexer will build at Second and Talbot, directly across from Paramount, right in the heart of Filmrow.

Claude Northern, architect, is now completing plans for this new Filmrow building and construction will begin June 1, Flexer said.

Flexer said that one site in a large city has already been purchased and another deal for property is nearing completion but that he is not yet ready to name the cities in which drive-ins will be constructed. Memphis is not included in present plans for one of these drive-ins.

AIR CONDITIONER, TOO

"Each of our drive-ins will be the last word in modern open air theatres, handling 700 to 800 cars and using a new type of equipment which permits the placing of small compact speakers in every car," Flexer said. "We plan to have at least four or five of these new outdoor theatres in operation before the end of this summer and all 25 operating by the start of summer in 1949."

"We will give personalized service in every theatre and will cater strictly to the family trade. The approach, the grounds and the structure will be most attractive. An attendant will hook the speaker onto each car window as the cars drive into the grounds. These speakers are small metallic boxes, very light and compact, and are built so that all the car windows can be closed in case of cool weather. Each will also have a tiny heater attachment and fan so that each individual car can be warmed or cooled in keeping with the change in temperature.

"Trained concessioners operating on bicycles, equipped with covered compartment for both hot and cold food and drinks, will circulate among the cars. We will install a portable bottle-warmer service for parents bringing babies and worried about a warm bottle of milk at the proper time. There will be a large grassy plot, like a park, for the tiny tots who get tired of sitting in the cars, and there will be benches for the grownups. Outside we will have a big parking area for cars waiting to enter.

"The main entrance will include a spacious apartment for the manager and his family so that we will have someone living on the site 12 months in the year.

MANAGER TO LIVE ON SITE

Flexer said the drive-in plan is only part of his national expansion program which was formed several months ago when he bought out his partner, B. Haberfield, in Haberfield-Flexer Theatres and formed Flexer Theatres, Inc.

At that time Flexer acquired two more midsouth theatres bringing his chain to ten. Two are in Memphis, the Ritz, a suburban first-run house, and the Peabody, a large neighborhood theatre.

Besides his Memphis shows, Flexer has houses in New Albany, Amory and Sardis in Mississippi and in Waverly, Linden and Watertown in Tennessee.

Avery is a veteran in Memphis film circles. He entered the motion picture field 26 years ago with the old Educational film exchange in Dallas, managed distribution offices in Dallas, Omaha and other cities before coming to Memphis. A native of Kansas City, Avery is a graduate of University of Kansas.

CHARLOTTE

Mr. and Mrs. D. B. Kizziah left last week for Charleston, S. C., where they will board the Alexander Film Co. yacht, Two Smiles II. They planned to be away about two weeks. They invited Mr. and Mrs. Byron Adams, Mr. and Mrs. Walter Griffith and Ben L. Strozier to join them aboard the yacht at Morehead City.

Steve Justice, former salesman for the local Columbia office, stopped off en route to New York to visit friends . . . Mrs. Etta Vickers, 81, widow of E. L. Vickers, died last week at the home of her son John H. Vickers, president of the Carolina Delivery Service, with whom she was living. Death resulted from a heart attack. Funeral services and burial were in Tifton, Ga. . . . John T. A. Lawing, father of C. G. "Hickey" Lawing of the Southeastern Theatre Equipment Co., died last week.

Joe R. Hayworth closed his Playhouse Theatre in Pink Hill, N. C., May 3 and is going back to his prewar business of handling vaudeville shows . . . Bert Ram, the Patricia in Aiken, S. C., has taken over the Liberty in Johnson, S. C., from J. C. Greene. He has closed the house and will reopen next month.

The Charlotte Theatre has completed a program of modernization, Walter Griffith, manager, announced. The interior has been repainted and new carpets laid. Seats have been repaired and remounted and new lighting fixtures installed. The modernization has been in progress for the past few weeks but the theatre has remained open while the work was done. The 500-seat theatre is owned by Tom A. Little.

Scott Lett, manager of Screen Guild, left last week for Hollywood where he will attend the national Screen Guild convention May 13-16. While there he will attend the Variety convention. This trip is also a homecoming as Scott's parents live in West Los Angeles, and he hasn't seen them in seven years. He will be accompanied by his wife Helen and 11-year-old son Duke. The Letts expect Scott but Helen and Duke will be a complete surprise. Helen hasn't seen her in-laws in 15 years and Duke has never seen his grandparents.

Hugh Sykes, Screen Guild salesman, reports that C. A. Turnage of the Turnage, Washington, N. C., has returned from a ten-day vacation in New York . . . Robert Baum of the James, Goldsboro, N. C., and managers from theatres in Kinston and Rocky Mount met in Kinston this week for a golf tournament. They plan to make it a monthly affair for managers of colored theatres.

W. G. Driver, South Carolina salesman for Screen Guild, brings in his weekly observations: W. H. Smith, Pal, Fairfax, S. C., will close June 1 for extensive repairs. Ira Smith, Breeze, Beaufort, S. C., has purchased a bank building which was closed years ago during the bank holiday. To date the bank vaults have never been opened. His first query to each visiting salesman is, "You boys are light-fingered artists, so how about opening my vaults?" Last week one salesman suggested he try his exhibitor pals.

J. R. Cook, Ritz, Walterboro, S .C., will start construction of a new theatre shortly . . . J. T. Greene jr., Greene, Branchville, S. C., can't be found there during the day as he leaves before dawn for Williston, where he is building a new house . . . J. W. Wactor, New, Holly Hill, S. C., is also hard to locate but his reason is different. He's behind in his fishing . . . Dr. J. T. Greene, Playland, Elloree, S. C., fishes every day but last week rocked the boat and nearly fell out. Now he's nursing badly bruised legs and knees.

T. Lee Little, Camden and Haigler, Camden, S. C., has engineers staking his lot and is practically ready to start building his new theatre . . . Sam Reevin, Lyric, Sumter, S. C., is in Duke hospital in Durham, N. C., for observation . . . W. S. Walker, Gem, Summerton, S. C., is a partial shutin. He has low blood pressure and ulcers . . . Joe Hand, Little, Bamberg, S. C., is piloting his family in his own plane to his wife's family's home in Mt. Olive, N. C., this weekend.

G. F. Lundy, Dulame and Dane, Denmark, S. C., can't decide which is worse, his hay fever or his neglect of fishing, which is due to getting the new theatre open.

Charles E. Myers, Myers, Rich Square, N. C., is taking over the booking and buying for the new theatre in Hookerton, N. C. The theatre was built by a local man and will open soon. Population of Hookerton is 361.

Plans for the $125,000 theatre to be built in North Charlotte by the Legendre-Trincher Theatre Corp. have been completed by M. R. Marsh, architect. The building will contain stores and a theatre. It will have a terra cotta and brick front with glass marquee and vertical sign. The theatre will seat 800 persons in a stadium-type auditorium.

Distributors Take Beating From Newspaper Critic

CHATTANOOGA—Marschal Rothe, amusement editor for the Chattanooga Times, had some pertinent things to say in a recent column regarding motion picture distribution and advertising, titled "Cinema Confusion."

Quoting Roth:

"Though the theatre managers don't like to draw any farfetched conclusions—quite understandably—things look to them to be in a deuce of a mess when it comes to film distribution and exhibition these days. A number of film makers have taken to marketing their own product instead of releasing through the old established channels and distributors, probably in the hope of cutting down middleman costs.

"Accordingly, they are able to rent films to small chains and houses for a higher percentage take inasmuch as such exhibitors are anxious for the prestige of getting such flickers. Too, there seems to be the feeling on many theatre men's part that many highly touted films may be publicized beyond their worth due to the new trend.

"But for the poor bedraggled viewer who creeps into a quiet corner for two hours of escape, all this palaver about exhibitors and rentals will make little difference. All he wants to see are the latest films obtainable and the best ones.

"The complicated strings of the industry, which are maneuvered by a few deft jerks in Hollywood, are poor reading for a man who realizes he has been high-pressured down to the boxoffice by magazine ads, radio spots, Oscar winners and newspaper predictions."

Daughter for Gabels

ORLANDO, FLA.—Mr. and Mrs. Richard Gabel have announced the arrival of a daughter, at the Orange Memorial hospital. Gabel is connected with Florida State Theatres.

YOU CAN SAVE
TIME AND MONEY
by filling all your needs in
JANITOR SUPPLIES
from our complete stock
selected for the better
maintenance of theatres.

WIL-KIN
ATLANTA, GA.
THEATRE SUPPLY, INC.
CHARLOTTE, N. C.
"Everything for the theatre except film"

MIAMI

"Duel in the Sun," in its fourth week at the Colony, opens this week at the Rex, also. This will be its first showing on the Miami side of the bay.

Miami bobbysoxers call the top balcony of a movie house a "cinemattic" . . . Col. Clyde Beck, commandant of Pratt General hospital, paid a nice tribute to local show business. "Nowhere else in this country," said he, "has there been more faithful service to the hospitalized vet's cause than in Miami."

The Brandt Theatre interests, now operating the Flamingo on Lincoln road, are reported to have leased the 41st Street site on which the GIs were entertained during the war . . . Don Rice, who played in "Lady Luck," guest-columned for Dorothy Raymer recently. He concluded by saying, "My engagement at the Olympia was the happiest of my life. It was like playing a USO date because so many pals from overseas were on the bill."

Wilby Shifts Lineup As Three Men Quit

BIRMINGHAM—Several personnel shifts resulting from two new resignations and a third previously announced have been made in the Alabama-Tennessee territory of Wilby-Kincey Theatres.

A. B. "Bickey" Covey, manager of the Temple and Strand theatres here, has been named city manager for the circuit's houses in Kingsport, Tenn. He succeeds L. J. Pepper, longtime Wilby-Kincey employe, who resigned to assume operation of a new house planned by a group of Kingsport business men.

Sam Davis, an ex-service man and an employe of Wilby-Kincey for about ten years, has resigned as city manager of the Bonnie Kate and Ritz theatres at Kingsport, Tenn. No successor has been named.

OLIVER NAYLOR RESIGNS

Third resignation is that of Oliver Naylor, manager of the Lyric in Birmingham. He will be succeeded by Ollie Haynes, who has been manager of the Noble Theatre in Anniston, Ala.

Fred McCallum, assistant manager of the Alabama here, will succeed Covey as manager of the Temple and Strand. Virgil O'Neill, who has been assistant to Covey at the Temple and Strand, will replace McCallum as assistant manager at the Alabama. Mack Russell, head usher at the Lyric, will move to the Strand and Temple to assist McCallum.

Covey has been affiliated with the Wilby-Kincey organization since 1931. Before entering the navy during the war he served as city manager at Kingsport for a period of about 18 months. The circuit has three theatres at Kingsport, the State, Rialto and Gem. A fourth is scheduled to open in June on the rebuilding of the Strand, which was destroyed by fire.

TO JOIN BROTHER

Naylor has been with the Wilby-Kincey circuit for approximately five years. He resigned, effective May 28, to become associated with his brother Wilfred in the 16mm film business here, and will travel the state of Alabama doing sales promotion work. Naylor also will promote the appearances of bands and other musical attractions in Birmingham. Before becoming manager of the Lyric he directed his own orchestra here.

O'Neill is scheduled to replace McCallum as "Uncle Mickey," directing the activities of the Alabama's large Mickey Mouse club.

The various personnel shifts were announced by R. M. Kennedy, Alabama-Tennessee district manager.



THEATRE AIDS HEALTH PROGRAM—Negroes lined up in front of the Famous Theatre in Birmingham, Ala., during National Negro Health week for a checkup by the Jefferson County Antituberculosis Ass'n. Paul A. Engler, head of Jefferson Amusement Co., cooperated in the campaign, which marked the first time a large city has undertaken to X-ray its entire Negro population. As noted on the marquee, he also ran a short subject on the tuberculosis program. More than 500 Negroes were X-rayed by the portable unit during the first day of operation.

AGVA Gives Slow Sign On Free Benefit Shows

MIAMI—Ernie Fast of the district AGVA office was not sure at first if permission would be given from New York for the appearance of entertainers at the Texas City benefit party at Miami Beach. Too many acts, he said, have been imposed upon for drives with no return booking or pay. He said eight acts were in his office during the last week with no work and no homeward-bound money.

"The little fellows can't stand such kicking around," Fast said, "and they, as well as the big name acts, have given everything in the way of talent for countless benefits this season. No agent or club should plan free talent shows without consulting AGVA first. My job is to help our artists. There are set rules which must be observed for the good of all acts."

The Texas benefit, however, with blessing of AGVA, took place. Those who had volunteered to appear included, Bob Eberly, Harry Savoy, the Paysees, Joe E. Ross, Lou Vogel, Patsy Shaw, Casilda and Johnny Conrad. Kitty Kallen, who had planned to attend, was summoned back to Broadway to take over the "Finian's Rainbow" role again. Ten boys from Pratt General were guests of Charles and Martin Moskowitz.

The Birmingham Acquires First Run on Republic

BIRMINGHAM—Harry W. Roberts, manager of the Birmingham Theatre, has announced the acquisition of several Republic first runs, together with Universal and Rank pictures, to follow the showing of "Henry V" May 13-16.

Roberts announced that all seats will be reserved for "Henry V." Price schedule will be $2.40, $1.80 and $1.20 for night performances, and $1.80 and $1.20 for matinees.

Among the Republic first runs booked, Roberts announced, are "Angel and the Badman," "Apache Rose," "Sioux City Sue," "Calendar Girl," and "Hit Parade of 1947." The Birmingham also has booked the 20th-Fox reissue, "Alexander's Ragtime Band."

Theatre in Moore Haven Changes to 7-Day Policy

MOORE HAVEN, FLA.—The Glades Theatre here has been placed on a new operating schedule. From now on it will be running seven days a week instead of the present six-day program with Thursday night eliminated. The same program will be given for two days, beginning Sunday and Monday. The Saturday film will be shown the one day only. First run pictures will be shown.

The house recently has undergone some improvements and more are scheduled for the near future.

Jack Burkette is the new manager.

Carl Christian Builds

TUCKERMAN, ARK.—A new open air theatre is under construction on Main street by Carl Christian, owner of the Tuckerman Theatre.

1,000-Seat House Planned For North Chattanooga

CHATTANOOGA, TENN.—This city's theatre construction balloon was further inflated with the announcement by Independent Theatres, Inc., of plans for a modern $100,000 house in North Chattanooga.

Independent previously announced a $375,000 building program for this area, including a $20,000 house for Rossville, Ga. Another circuit, Eastenn Theatres, Inc., has drawn plans for a $500,000 theatre on Market street in downtown Chattanooga.

Abe Solomon, Independent president, said he expected construction of the North Chattanooga house to begin in a few months. The theatre, he said, will have a seating capacity of about 1,000. Plans are to be prepared by Selmon T. Franklin, Chattanooga architect, who also is designing the Rossville project.

Site of the new house is in the business section of North Chattanooga. It is adjacent to the recently completed Parkway restaurant, on North Market street, a short distance from Frazier avenue and the north end of the Market street bridge.

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Southeastern Theatre Equipment Co.
ATLANTA
CHARLOTTE
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THEATRE SUPPLY DEALER

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ATLANTA

Holt Gewinner jr., former company publicist in Macon, has been promoted to publicity director for the Georgia Theatre Co. He succeeds Harvey Smith. Gewinner has done publicity, newspaper and radio work in Macon for ten years and has been active there in civic affairs.

Sam George, manager of the Paramount, received cuts on the face and hands recently when a trolley pole on a trackless coach swung wild and crashed into a whiteway light globe near the theatre. George, who was crossing the street, was struck by flying glass.

The Katz brothers, owners of the Kay Films, were guests at a luncheon given by the Georgia Theatre Co. in the Atlanta Athletic club. In the absence from the city of William K. Jenkins, president of Georgia Theatres, his executive assistant, Willis Davis, and the circuit's chief booker, "Dusty" Rhodes, conducted the affair. Guests included Fred Story, Tom Jones, John Stembler, Marc Barri and E. E. Whitaker, Georgia Theatres executives; Dixie Graham and Harvey Rudisill, Kay officials, and Fred D. Moon, amusement editor, and Ernest Rogers, columnist, of the Atlanta Journal.

James Clement Furman, former theatrical press agent, who resigned his position with Paramount here several years ago to enter the ministry, will receive his degree of bachelor of divinity at commencement exercises of the Southern Baptist Theological seminary. Furman handled publicity for circuses and legitimate shows as well as motion pictures and was associated with a number of celebrities, including Bob Hope.

Oscar Morgan, Paramount short subject director, left for Charlotte after a visit at the local exchange . . . Leonard Allen, Paramount publicity man, is back from a visit in Hendersonville, N. C. . . . Jane de Ovies, booker at Monogram Southern, was a visitor in Raleigh, N. C. . . . C. D. Crumby of the Roxy in Milan, Ga., was here on a booking trip . . . Another visitor was Hap Barnes, the Montgomery, Ala., showman.

Frank J. A. McCarthy, Universal-International Canadian and southern sales manager, and Pete Rosian, southern district manager, visited the local exchange . . . New members of the local IATSE are Buddy McMillen jr., and Rupert Anderson . . . Ralph Finch, a local operator, is confined to his home by illness . . . John Jenkins of the Dallas office of Astor Pictures huddled here with William Richardson, president of Astor Pictures of Georgia.

Reg Wilson of the Strand Amusement Co., Jacksonville, was a Filmrow visitor . . . J. E. Partlow, U-I branch manager, made calls in Savannah . . . Perry Spencer, U-I publicity man, is back at his desk after a swing to Miami . . . Mr. and Mrs. Harlow Merryday of the New Theatre, Palatka, Fla., toured Filmrow.

Wil-Kin notes: Mrs. Ethel Toler is a new addition to the sales department . . . Jimmy Wilson was on a trip to Tennessee . . . Joe Reeves is in south Georgia and Alabama . . . Mr. Van Delden, sales manager, visited the Charlotte office . . . Mrs. Lois West was added to the office staff.

Boyd Fry, manager of Loew's Grand, has been decorated with a 17-year service pin . . . Mrs. John Thomas, sister-in-law of Tommy Read, city operations manager for Georgia Theatres, hit the jackpot four days in a row on the Winner Take All radio show during a recent trip to New York.

Eddie Addison, Eagle-Lion publicist, is sporting a diamond-studded 32nd degree Masonic ring, a birthday gift from his mother. She is the former Kathleen Barry and wore the gems when playing opposite Richard Mansfield, William Gillette and other greats of the stage in bygone years.

The Fox Theatre is donating its house and staff for a series of free "pop" concerts to be given by a 50-piece orchestra on six consecutive Sundays starting July 6. The Atlanta Federation of Musicians is giving $3,000 to pay the musicians and the city is matching this amount. The Fox will relinquish its first show each Sunday afternoon and will contribute its full staff. Arrangements for the concerts were made by Mayor William B. Hartsfield; T. H. Read, representing William K. Jenkins of Georgia Theatres, and Herman Steinchen of the musicians union.

Dan Hornsby, the MGM record man, has a new grandson, James Frederick Williams of Birmingham . . . Babe Cohen, branch manager, and Ben Jordan, sales representative of Monogram Southern, closed several deals in Alabama . . . A. C. Bromberg, president of Monogram Southern, was in New Orleans.

Mark Hellinger, U-I producer, is due here this month to beat the drums for his latest job, "Brute Force" . . . Allen Sparrow, southern division chief for Loew's Theatres, was host to his managers at a meeting in New Orleans . . . Roy W. Mitchel, owner of the Mountain Theatre, collaborated with the Stone Mountain Lions club to stage a special performance for the benefit of Pat Avery, a Stone Mountain citizen who is fighting for his life in Battey General hospital, Rome, Ga. Proceeds will be used to buy a four-month supply of streptomycin for Avery.

Paul Rubenstein, owner, has closed the Harbor Theatre in Safety Harbor, Fla., for lack of business . . . "The Best Years of Our Lives" is showing at the Rialto and Hilan Theatres. Charlie Kenny, RKO publicity man, brought a facsimile of an Oscar here for display as part of the promotion campaign . . . Rory Mallinson, young Atlantan whose latest film role was in "Nora Prentiss," is the subject of a picture spread in the Stars of Tomorrow feature of the June edition of Movie Fan magazine.

Mr. and Mrs. Jack Barrett (he is Florida representative of Monogram Southern) have returned to their home in Lakeland, Fla., after a visit here . . . G. Knox Haddow, Paramount service department representative, was a visitor to the exchange here . . . Henry Krumm, Selznick's southern district manager, is back at his desk after a New York sales meeting . . . Col. Bert Davis of SRO is back from Chattanooga.

Plan New Unit to Replace Old Rex Theatre, Miami

MIAMI—The Rex Theatre on East Flagler street here is flicking its last flicker, according to Ferman Wilson, real estate editor of the Herald. Work will start June 1 on a new house to replace it. The new theatre will be known as the Florida, and will be built by Paramount Enterprises, headed here by George Hoover, who says the new unit will be a "dollhouse," meaning a neat and nifty job with pushback seats and everything. Opening is anticipated by December 1.

Lamphouses Installed

GREENVILLE, ALA.—New high intensity lamphouses have been installed at the Ritz Theatre here at a cost of more than $1,000.

Merkel in 'Texas Legend'

Eagle-Lion has signed Una Merkel for a part in "Texas Legend."

Manley's

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MEMPHIS

Louis Ingram, local manager, and J. R. Fly, head booker, attended the MGM sales meeting in New York . . . J. B. Underwood, Dallas district manager, was here for conferences at the Columbia exchange . . . Earl Vandiver of the Palace and Ritz in Kennett, Mo., is recovering at Baptist hospital here after an operation. John P. Wray, manager of Vandiver's shows, was on the Row on business.

Doak Roberts of Dallas, Warner district manager, was a visitor . . . Ed Williamson, WB branch manager, was on a trip to Helena, Ark., and Dallas. Margaret Vetteto has been employed at Warners as a stenographer to replace Dorothy Davis who resigned to accept a position with the FBI. Mary Alice Cunningham, Warner clerk, resigned to keep house. Warner employes held a farewell luncheon for the two employes who are leaving.

M. A. Lightman jr., Malco executive in charge of construction, announced that it will be several weeks before rebuilding of the Memphian will be completed. Lightman had set May 1 as completion date but difficulties arose and caused a delay. The Memphian was gutted by fire recently and its entire interior and furnishings are being replaced.

Midsouth exhibitors seen on the Row: J. F. Adams of the Tate, Coldwater, Miss.; C. W. Tipton and son Pinky of the New, Manila, Ark.; Alfred Protas of the Dixy, Mansfield, Ark.; Cliff Peck of the Gem, Covington, Tenn.; Mr. and Mrs. William Seay of the Grand, Cardwell, Mo., and W. F. Dougherty of the Palace, West Helena, Ark.

Also Mr. and Mrs. Bill Malin of the Lura, Augusta, Ark.; W. E. Ringer of the Gem, Leechville, Ark.; Mrs. Wallace Nollan of the Pix, Henning, Tenn.; I. A. Bishop of the Houlka, Houlka, Miss.; T. N. Rossie of the Rossie, Clarksdale, Miss.; Bruce Young of the Ritz, Dyersburg, Tenn., and Don Landers of the Landers circuit, Harrisburg, Ark.

Also Mrs. Juanita Seay of the Grand, Cardwell, Mo.; Mr. and Mrs. Gordon Hutchins and Mrs. Ann Hutchins of the State, Corning, Ark.; John Mohrstadt of the Joy, Hayti, Mo.; C. N. Eudy of the Ackerman, Ackerman, Miss.; Paul Myers of the Belinda, McCrory, Ark.; Mrs. Ethel Lobdell of the Talisman, Rosedale, Miss., and J. K. Jameson of the Ritz, Bald Knob, Ark.

A recent storm at Tyronza, Ark., damaged the store operated by J. E. Singleton, owner of the Tyro Theatre . . . Stanley McCord has been employed as assistant shipper at MGM.

Ike and Harry Katz, Atlanta, officials of Kay Film, were in the Memphis office on business . . . Grover Parson of Atlanta, division manager of PRC, visited the Memphis exchange . . . The W. C. Handy Theatre, named for Prof. W. C. Handy, daddy of the blues, opens Sunday (11). The showhouse has 1,100 seats and cost $200,000. Prof. Handy has promised to make a personal appearance with his golden trumpet and play "The Memphis Blues" at the opening.

The Memphis delegation to the Variety convention in Los Angeles was scheduled to leave May 9 and join a special train at Kansas City. Among those going are Mr. and Mrs. Dave Flexer, Mr. and Mrs. M. A. Lightman sr., Mr. and Mrs. Herb Kohn, Mr. and Mrs. Orris Collins, Bill Ramsey, Joe Simon, Tom O'Ryan, William Goodman and Tommy Baldridge.

Howard Waugh, former zone manager for Warner Bros. Theatres here and later manager of the fairgrounds, is now on a business trip to New York. Waugh resigned his fairgrounds position recently.

Theatre attendance at first runs has picked up with the warm spring weather. There were two holdovers. The Warner held "Pursued" a second week and the Strand kept "The Best Years of Our Lives." "This Happy Breed" opened at the Ritz, "The Farmer's Daughter" at Loew's State, "Alexander's Ragtime Band" at Loew's Palace and "The Guilt of Janet Ames" at the Malco.

In a ceremony May 3 in Linden Avenue Christian church, Juanita Weaver, Monogram stenographer, married James Stark, young Memphis business man . . . Harry Epting, Dallas, National Theatre Supply refrigeration engineer, was at the local office this week . . . Neil Blount, manager of Monarch Theatre Supply, Inc., attended an air conditioning convention at Oklahoma City and made a business trip to Little Rock . . . S. C. Bullington, RCA engineer, was here for conferences with Blount before he left on the trip.

Farmer Is Key Man

MINNEAPOLIS—If the present good crop prospects are realized, the film industry here foresees a good boxoffice year ahead, inasmuch as the territory's economic well-being is geared to agricultural prosperity. The leading crop bulletin, published by Cargill Elevators, asserts that "despite the cold, wet spring and consequent shifts in crop plantings, there could be bumper harvests in 1947."

Designs From Egypt

SIOUX FALLS, S. D.—Designs used in the architecture of the Egyptian Theatre here are authentic. They are copied from the Dendera temple in Karnak, Egypt. The columns are from the Hypostyle hall in Karnak. Even the hieroglyphics are the same. But Manager Jim Molohon can't translate them.

Ritz Air Conditioned

BARTOW, FLA.—The Ritz Theatre here has had a new Worthington air conditioner installed. It is of the 40-ton capacity model, which will purify the air as well as lower the temperature in the theatre. This is the second Polk county theatre to install this type of air conditioning.

Seeks Favorite Orlando Brunet

ORLANDO, FLA.—A contest to find Orlando's "favorite brunet" is being sponsored by Florida State Theatres and Associated Stores. Candidates will be narrowed down to first and second place winners by public voting. Voting booths have been set up at Associated stores and all local Florida State theatres.

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13
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12
One Reel Specials
"WOMAN SPEAKS"

ASSOCIATED
FILM CLASSICS
ATLANTA — CHARLOTTE
MEMPHIS

BIRMINGHAM

R. M. **Kennedy,** district manager for Wilby-Kincey Theatres, and N. H. Waters, head of Waters Theatre Co., are in Los Angeles attending the Variety Club convention. They plan to be away about two weeks . . . Syd Laird, general manager for the L. J. Duncan circuit of West Point, Ga., was in town for the fifth and sixth district meetings of the National Ass'n of Broadcasters. He is a son of T. L. Laird, Royal doorman.

Spence Pierce, 20th-Fox; Leonard Allen, Paramount; Eddie Addison, Eagle-Lion and PRC; and Eddie Foster and Jimmie Hobbs, Republic, were among the film company representatives visiting local houses . . . Addison arranged newspaper interviews for Una Merkel when the actress stopped over at municipal airport on a Miami-Hollywood trip.

Don Waters, son of the circuit chief and relief manager for the Waters circuit, was hospitalized for a minor operation . . . W. E. Craig, manager of Waters' Wylam, was off several days due to illness. Billy Latham, Central Park assistant manager, subbed for Craig.

Jack Fealy, chief usher at the Empire for four years while attending Birmingham Southern college, is resigning to enter George Washington university medical school June 1 . . . Mrs. Beverly Davis, cashier at Waters' Avondale, a recent bride, is resigning.

Mrs. Earl Bladorn, Empire cashier, and her husband returned from a visit to New Orleans . . . Mrs. Minnie Thomas has returned as cashier at Acme's Galax. Mrs. Thomas recently lost her husband in a traffic accident.

John Douglas, assistant manager of Acme Theatres, and Harry M. Curl, Melba manager, were hosts to Birmingham News-Age-Herald oratorical contest finalists at a showing of "The Locket" . . . O. D. Burns of the Acme maintenance staff was off duty due to the illness of his father.

"The Farmer's Daughter" held for a second week at the Empire and reportedly was doing heavier business than the opening week. "Humoresque" moved to the Strand after a week at the Ritz, while "Moonlight Sonata" moved into the Birmingham for a week after the four-week run of "The Best Years of Our Lives" . . . The Lyric, unable to play "Sea of Grass" as a moveover from the Alabama, drew well with a reissue, "Destry Rides Again."

Bickey Covey, Temple manager, reported his vaudeville bill for the May 2 weekend, headed by Buddy Ebsen, was one of the best of the season. The Temple closed for the summer season the weekend of May 9 with a stage show headed by Nick Lucas. Plans are to reopen the Temple with a vaude-screen policy in October or November . . . Francis S. Falkenburg, Alabama manager, screened "It Happened on Fifth Avenue" and "13 Rue Madeleine" for the press Sunday, May 4.

Municipal auditorium attractions for April drew 45,800 persons, including a total of 13,000 for the weekly wrestling shows, according to Ted Brownell, manager. Dances and orchestras accounted for total attendance of 4,750, while the New York Philharmonic attendance was set at 5,000.

Gene Autry's radio show was broadcast from Municipal auditorium May 4 before a packed house. The western star was here for daily appearances, along with a rodeo show, at the Birmingham fat cattle show sponsored by the chamber of commerce.

Show Rewards Students With Perfect Records

EVERGREEN, ALA.—Manager Bob Sims of the Pix Theatre here recently arranged a treat for 271 students in Conecuh county schools who were neither absent nor tardy during the year. The students with perfect attendance were invited to a morning showing of "Till the Clouds Roll By." Each student was given a perfect attendance certificate.

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BOXES—10c size—Printed red and white (4½x2x7)	8.65	10%	7.79
BOXES—Carnival Size—4x1⅝x5½—1000 to case	6.50M	10%	5.85M
JUMBO BAGS—15" long x 4½x1¾—600 to case	6.75M	10%	6.08M
BAGS—5c Johnny Boy—Red and white stripe (3x1 7/8x7)—10,000 to case	1.82M	10%	1.64M
BAGS—10c Johnny Boy—Red and white stripe (3x2x9)—3,000 to case	2.35M	10%	2.12M
BAGS—Kraft, ½-lb. size (3x1¾x6½)—10,000 per bale	1.40M	10%	1.26M
BAGS—Kraft, ¾-lb. size (3x2x7 3/4)—10,000 per bale	1.50M	10%	1.35M
BAGS—Kraft, 10c size (3¾x2¼x9)—6,000 per bale	1.65M	10%	1.49M
BAGS—Kraft, 10c size—Johnny Boy red stripe—6,000 per bale	2.20M	10%	1.98M
BAGS—5c glassine—12,000 to case (3x1 3/4x6¾)	1.98M	10%	1.79M
BAGS—10c glassine— 8,000 to case, ¾-lb. (3½x1 3/4x7 3/4)	2.88M	10%	2.60M
BAGS— 1 lb. glassine (3½x2¼x7¾)	2.79M	10%	2.52M
BAGS— 2 lb. glassine—6,000 to case	3.31M	10%	2.98M

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Court Asked to Name Meiselman Receiver

CHARLOTTE—Phillip Berler, Daisy Berler and E. M. Loew last week filed suit in superior court against H. B. Meiselman, Claire Meiselman, Carolina Theatres, Inc., and Manor Theatre, Inc., asking that a receiver be appointed for the defendant companies. The action resulted from a disagreement between Berler and Meiselman, who are alleged to have had joint interests in the theatre companies named. Loew, Boston, Mass., theatre man, became involved through certain stock transactions undertaken in connection with theatre companies.

Two New Houses in Sight Where Two Now Operate

ANDALUSIA, ALA.—Two new theatres are in prospect for this south Alabama community.

Roy E. Martin of Columbus, head of the Martin circuit of 102 theatres in three Southern states, has announced the purchase of two of Andalusia's principal business buildings on South Cotton street. On the site, he announced, the circuit will build a modern, 1,000-seat theatre.

Martin, who owns both of the local theatres, the Martin and the Fox, plans to rebuild the old City hotel structure, which was purchased from W. K. Horton, of Evergreen, Ala. Construction will begin, it was announced, as soon as plans can be completed and labor and material obtained.

No definite plans have been announced for use of the other site, known as the Tisdale building, which has been acquired by Martin.

An architect has been employed by a group of business men to draw plans and specifications for a modern theatre to be built on River Falls street. An option has been obtained, it was announced, on part of a parking lot owned by the Alabama Textile Products Corp. adjoining the site of the proposed new theatre.

'Duel' Opens in Nashville At Night Price of $1.25

NASHVILLE, TENN.—Billed as the Southern premiere of the film, "Duel in the Sun" opened a run at Loew's Theatre here on May 1.

Showings were continuous, with a 90-cent admission until 5 p. m. and $1.25 for night performances.

Publicist Ed Stoller was here plugging the film and Manager Tommy Delbridge of Loew's returned from a New Orleans trip in time for the premiere.

Martha Sleeper in Miami

MIAMI—Martha Sleeper, who played the distraught parent in "The Bells of St. Mary's," is in Miami Beach for a spring holiday. She is the guest of her mother-in-law, Mrs. Francis Deutschbein. Miss Sleeper had just completed 156 performances on Broadway of "Christopher Blake." Her summer plans include playing the lead in a "straw hat" theatre company production of "The Little Foxes" at Mt. Kisco, N. Y.

WDIG Starts Broadcasts

BIRMINGHAM—Radio station WDIG, operated by Houston Broadcasters, is now on the air at Dothan, Ala. Carrying ABC programs, the outlet operates on 1450 kilocycles. Jess Swicegood and J. P. Burnett are partners in the operations.

Southwest Briefs

DALLAS—Building will start here soon on theatre broker Adam B. Joseph's new 650-seat neighborhood theatre, the Cedar Crest. The building will include space for Joseph's business.

WORTHAM, TEX.—Truett Fulcher, athletic instructor at the YMCA in Houston, has bought the Avon Theatre here from H. N. Adams.

OKLAHOMA CITY—Oklahoma City's sales tax proposal has been killed in the house of representatives.

OKLAHOMA CITY—The Griffith Cowskin lodge and about 100 acres of wooded peninsula on the east side of Grand lake have been sold to Mr. and Mrs. Harry Herrlin of McAllen, Tex., for a resort. L. C. Griffith had owned the lodge for several years.

LAKE ARTHUR, LA.—The new Lake Theatre here was recently opened by Aryo and Ardoneaux.

OKLAHOMA CITY—Rev. J. Clyde Wheeler of the Crown Heights Christian church preached Sunday, April 27 on the theme, "The Best Years of Our Lives."

CHANDLER, OKLA.—The Dixie Theatre sustained some smoke and water damage recently in a fire which swept a city business block causing damage estimated at more than $100,000.

NEW ORLEANS—E. V. Richards, president of the Paramount Richards circuit, recently received a presidential certificate of merit in Washington for his work in organizing the War Activities committee in the motion picture industry.

BATON ROUGE—The New Rex Theatre, first run, opened here May 8.

OKLAHOMA CITY—Southwestern Theatres Co., a three-way partnership composed of Horace R. Falls, H. E. McKenna and E. L. Walker, has been formed for the purpose of buying theatres or partnerships in independent theatres. First acquisitions are the Ritz and Harlem theatres in Lawton.

DALLAS—Construction of a $100,000 theatre on Columbia avenue in east Dallas was started this week. The new house will seat 1,000 and will be operated by C. V. Caver and Phil Isley.

NEW ORLEANS—The city council here has rejected daylight saving time.

OKLAHOMA CITY—The Talbot, C&R and Griffith circuits have closed deals with Manager Don Cole of Favorite Films Corp. for the Captains Show, "Captain Caution" and "Captain Fury," and five other units now being booked.

DALLAS—Floyd Shaefer, who was in the theatre remodeling and redecorating business here about ten years ago, was back in town looking over the chances of setting up again in that trade.

NEW ORLEANS—J. D. Jernigan, with Warners here 20 years, has acquired a 33⅓ per cent interest in the Memphis franchise of Screen Guild Productions and Film Classics of the southeast.

RAYNE, LA.—The new Bruce Theatre here has opened. The house is owned by C. B. Hardy of Rayne and A. J. Broussard of Crowley.

NEW ORLEANS—G. J. Broggi, formerly with 20th-Fox here, has opened an independent buying and booking office at 3240 Gentilly highway.

TULSA—The only animated cartoon studio outside Hollywood, New York or Florida is Filmcraft Productions, Inc., of this city, operated by a group of former GIs. Filmcraft's staff of 16 is now producing a full-color animated cartoon, "The Adventures of Rudy Crude," for the Mid-Continent Oil Corp.

NEW ORLEANS—Connee Boswell, another home town girl who made good, was accorded an enthusiastic welcome in a recent stage appearance at the St. Charles Theatre here.



NEW HOUSE FOR CLINTON—Above is an architect's drawing of the theatre to be built in Clinton, S. C., by J. Leland Young, operator of the Casino and Broadway theatres.

Adolescents Confused By Films, Council Told

From Central Edition

CHICAGO—Modern motion pictures confuse adolescents' ideas of acceptable morals, make them discontented with their families' standards of living and give them unfair caricatures of nationalities and races. These criticisms were leveled by Bee Rudolph, 17, a DePaul university freshman and one of the teen-age film previewers for the Better Films Council of Chicagoland.

She spoke at the council's 14th annual spring luncheon at Marshall Field & Co. Eighty middle-aged council members applauded her remarks.

"Forty per cent of all motion pictures are lovemaking pictures, showing long embraces in automobiles and bedrooms," the young speaker estimated. When the best actors and actresses in Hollywood are starred in sexy pictures, you adults might as well expect an outbreak of behavior like that by youth."

Miss Rudolph said a survey of 2,000 Catholic high school students in 200 different schools showed five out of ten boys and girls admit their moral standards are influenced by what they see on the screen.

Twenty-four Chicago youth review Loop films for the Better Films council and recommend to interested Chicago families what to see and what to skip.

Chuck Hansen Unit Manager

Paramount has set Chuck Hansen as unit manager of "Ever the Beginning."

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GENERAL EQUIPMENT—USED

1. Hertner horizontal generator, 80-160 amps, 85 volts rheostats for Suprex operation, including meter and voltage regulator panel. Guaranteed condition. Ideal for drive-in or large theatre. A buy at present day prices for $700. 2. Western Electric sound equipment, serviced and guaranteed condition. Wide range apertures, motor generator, Brown & Brockmeyer motors, 75 watts of audio, 41, 42 and two 43 amplifiers modified. Ideal for Drive-in or large theatre, $900. 3. Cinchmatic Time recorder sound equipment, overhauled and guaranteed condition. Two Scott Ballantyne amplifiers. Excellent for small theatre, $350. Public Chair Installation Co., 318 Film Bldg. 2108 Payne Ave., Cleveland, Ohio.

Complete portable 35mm sound projection outfit. Two 35mm Holmes lamp sound projectors with 2m. ft. magazines. Amplifier and speaker in case, $750. 8x10 Dalite beaded, roll-up type screen in waterproof carrying case with screen tripods, $75. Write, wire, phone, Jeanne Moore, 15 E. Ohio St., Chicago 11, Ill. Superior 8222.

For Sale: Two complete Simplex projectors, consisting of changeovers, lenses, magazines and two General Electric copper oxide rectifiers. Good condition. Inquire American Theatre, 3621 Main St., East Chicago, Ind.

Bargain prices: Low intensity lamps, rectifiers, motor generator sets, rheostats, sound heads, amplifiers, speakers, one syncrofilm portable 35mm projector, sound. Pair Preddey DC Hi lamps and rectifiers. Many other items. Let us know your needs. Stebbins Theatre Equipment Co., 1804 Wyandotte St., Kansas City 8, Mo.

Strong, low intensity arc Lamps with rectifiers, 24/30 amps, $100 pr. Joyland Theatre, 614 So. State St., Chicago 5, Ill.

Army surplus: DeVry, Holmes, Simplex-Acme, write for prices. Gold seal 2 unit ticket machines, $175; Simplex 3 unit $199.50; hand operated 2 unit $100, all completely rebuilt and guaranteed; Golde ticket boxes, $2.50; Simplex mechanisms, genuine rear shutters, double bearing, spiral gears, completely rebuilt, $30. Powers, $109.50. Liberal trades. Thousands of other bargains. Star Cinema Supply Co., 459 46th, New York 19, N. Y.

For Sale: Two Simplex mach... with sound equipment. RKO Pic... lis, Ind.

Heavy Duty blow... equipped 15,000 cfm. to 50,000 cfm. All sizes. Hydraulic drives two and four ... motors and controls. Immediate delivery. De... anted. National Engineering and Mfg. Co., ... 19th St., Kansas City, Mo.

First $500 cash. Two Powers mech... with motors, stands, magazines, lenses, ... speaker, soundheads, two Mazda lamphouses, ... regulators. Jensen speaker and horn. Go... ating condition. Complete equipment except ... plifier. Extra head. E. B. Wacaster, Ozark, Ark. ...heatre, Ozark, Ark.

A rare bargain: Two completely reb... Simplex projectors with mechanisms having ne... shutters and double bearing movements, ... spiral and shock-proof gears, five point pre... with 16 in. magazines, with late type West... Electric sound equipment complete. Two new ... R-Arc high intensity Suprex lamps, two ... three tube 45 amp rectifiers for above, t... lenses. Il projection lenses. A complete pro ... sound equipment, fully guaranteed for the ... ice of $2,575. Theatre Equipment & Sup... 641 N. Seventh St., Milwaukee 3, Wis.

Servicing booklets: Amplifiers, spe... sound-heads. $1. Any equipment. Wesley ... Engineer, 573 Enid, Okla.

Pair high intensity Ashcraft lamp... complete sound system, motor generator for le... density lamps. Oaksyn Theatre, 6817 Roosevelt Road, Berwyn, Ill.

Pair Simplex Acme projectors, sound ... mer bases, low intensity lamps, automati... cut-overs. All in excellent condition ready ... S in up to 1,000-seat theatre. $2,500. Sunmess, Jarvis Theatre, Binghamton, N.

Complete booth equipment including ... ester Electric 460 sound system with Univ... Simplex standard mechanisms, rewind ... cabinet, hand rewind, Brenkert Econaire ... with rectifiers. Good condition, going for $2... f.o.b. Huntsville. Avon Amusement Co., Box 31... Huntsville, Texas. Phone 157.

Complete booth equipment. Simplex ... projector, Peerless "Magnacres," Simplex ... sound. Everything but rectifiers. New ... 000 H. Sunoko, 901 High St., Portsmouth, ... ion.

12 in. Jensen P. M. speaker. Used ... ths, condition new. Price $15. Write Coleman ... tre, Coleman, Wis.

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Prompt Service—Special printed ... ket 100,000, $19.90; 10,000, $5.95, 2,0... Each change in admission price inclu... in color, $2.50 extra, double numb... Shipping charges paid to 1,000 miles. ... With order. Kansas City Ticket Co., 10... 1819 Central, Kansas City, Mo.

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Easy Way to Paint signs. Use ... letter patterns. Avoid sloppy work and wasted time. No experience needed for expert work. Write for free samples. John Rahn, B-1329 Central Ave., Chicago 51, Ill.

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Fensin Chair maintenance headquarters has all parts and accessories for all chairs. Also upholstery fabrics and theatre chair supplies. Send us your sample for quotation. Repair service available right in your theatre also. Fensin Seating Co., 62 E. 13th St., Chicago 5, Ill.

1,200 Used Spring cushioned theatre chairs, **$1.50 ea., and $3.50 ea., complete. Immediate delivery. Russell Chair, 2567 McClellan, Detroit, Mich. Phone LENox 3445.**

3,000 Heywood chairs, complete, box spring cushions. Also 8,000 Andrews and American seats, late model complete for slope or level floor. Upholstering done by experts at your theatre or send to us. One day service. Ace Chair & Carpet, Inc., 1428 Bo. Wabash Ave., Chicago 5. Phone WEbster 3932 or HArrison 4219.

Leatherette: Standard run, first quality, assorted colors, 50 to 54 in. wide, suitable for theatre seating, sold by yard or roll. All orders shipped within 24 hours. Leatherette Mart of Chicago, 1153 Belmont Ave., Chicago 13, Ill. Phone BUCkingham 0030.

Theatre Chairs, 3,000 used spring cush... part full upholstered back and part ... back, with spring edge and box spr... 1,000 veneer chairs, 800 good ... spring cushions and hinges. Write ... photographs. Immediate deli... how many you need. We export ch... Jesse Cole, 2565 McClellan Ave., ...15, Detroit, Mich.

Sewn ... covers and sewn slip covers, re... for all brands seats. Fred's Thea... Vina, Ala.

Clearance: 175 all veneer A-1 condition, $2 ea. 400 Heywood box spring panel back, $2.50 ea. ... Supply Co., 1046 Broadway, A...

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1,000 Heywood-Wakefield dual ... upholstered ... boxspring cushion chairs, excelle... $4.95 rebuilt ... 40 General full uph... red back, box... ion rebuilt, $7.95 ... veneers, ex... 3. Wire or ... S.O.S. Cinema ... 49 W. 42nd ... New ... 18.

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I have 150 used brass 2½ to 3 gal. ... spray nozzles at $1 ea. Also have ... Rainbow Mist spray nozzles ... Water ... broken fine misty spray. ... efficiently, 750 nozzles, ⅜ in. capacity ... per minute, 450 nozzles, ¼ in. ... gal per minute. Will sell all th... nozzles 80¢ ea. while they last. Sh... at once. Also I have some Texrope d... size Randall Bearings, belts and drives. ... Patterson, R2, Clinton, Mo.

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Bingo Cards, 100 or 75 number, $2.75 per M; lots of 10M or more, $2.50 per M. 100 number cards good for Keen-o game. Premium Products, 334 W. 44th St., New York City.

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Theatre: Oregon County seat town. Owner says cleared $300 last month after paying manager's salary and all expenses. Nice new place to live included in deal. $15,000 cash will handle. Theatre: About one hour's drive from metropolitan Portland. An easy living can be made by most anyone here. Situated in the heart of one of the most scenic spots in America. $15,000 includes modern building. Theatre: County seat town of 2,500 population. Owner selling on account of other interests. Easy terms with only $5,000 down. Theatre: Portland suburban. New booth equipment, good district. $32,500 full price. Might consider some terms. Write us for information on these and many other good theatre buys. Theatre Exchange Co., 217 Governor Bldg., Portland 4, Ore.

Build double-parking drive-over ramp drive... theatres under franchise patent No. 2,102,7... re-issue No. 22,756. Patent applicatio... 301,713. Gives up to 30% more seatin... without additional cost. Louis Joss... chitect, 628 M&M Bldg., Houston. ... Architects Bldg., Los Angeles 1...

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Suburban, near Chicago. Simplex Western El... tric, 625 Heywood seats, $41,500 terms. Oth... Savereide Theatre Brokers, 624 S. Mich., C... cago, Ill.

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Theatres in the ... Northwest ... offers more living ... business ... abilities tha... to this ever ... ay rolls, in... northwest this summer, ... se best routes, make hotel reservations a... full-time theatre salesmen will be at y... service upon your arrival to personally con... your inspection of the theatre of your choice ... any, many list... included which to choose ... every section of ... red area. Contact ... ow and take ad... of our exclusive ... brokerage service ... ernor Bldg., Port...

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Theatres in Pittsburgh territory: 400 seats, including building, $44,000. 361 seats, $38,000. 565 seats, $75,000, three theatres in Ohio town grossing over $100,000. $638,000. Theatre Brokers, 1711 Blvd. of Allies, Pittsburgh, Pa.

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300 upholstered seat theatre, 40x80, brick building, in town of 800. Foundry located here. Nearest theatre 15 miles. Will sell reasonable if taken soon. Miles Velhartieky, Kensington, Kas.

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Sell Your Theatre Privately. Confidential correspondence invi... References. Arthur Leak, Theatres Exclu... 3422 Kinmore, Dallas, Tex.

Veteran ... for theatres in Indiana, Kentucky, ... Ohio. Box 172, Linton, Ind.

Small ... theatre wanted. Send details ... Box ... ken Arrow, Okla.

... cash for theatre, good town, 2,000 popu... over preferred, will consider competi... or suburban theatre. C. P. Knudsen, ... Joe Ave., Hastings, Neb.

Wa... to buy or lease small theatre in town of 1,000 ... Central Florida preferred. Give fullest ... ts in confidence. B-2720, Boxoffice, 825 ... Brunt Blvd., Kansas City 1, Mo.

... 000 will buy or lease your theatre. Will ... to $150,000 for the lease or purchase of ... theatre, regardless of climate or territory. ... reply will be contacted personally by our ... entative. B-2716, Boxoffice, 825 Van Brunt ... Kansas City 1, Mo.

... dividual interested in theatre business. Will ... building and equipment. Missouri territory ... red. Give details. P. O. Box 246, Independence, Mo.

HELP WANTED

Splendid opening for the right man. Field executive and office man for Independent Theatre owners of Wisconsin & Upper Michigan. Must ... the theatre or sales experience in the motion ... ture business. Apply Room 414, 709 N. 11th ... Milwaukee, Wis.

Wanted: Manager for permanent position for ... cond run theatre in city of 25,000 in Illinois ... ve qualifications, salary expected, age, married, ... pshot in first letter. B-2710, Boxoffice, 825 ... Brunt Blvd., Kansas City 1, Mo.

Wanted: Experienced theatre manager for permanent position. State age, experience, references, ... ried or single. Hudson Theatres Co., Richmond, Ind.

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Man with ten years experience candy and popcorn concessions in theatres desires employment ... th the theatre circuit. Go anywhere. B-2712, ...oxoffice, 825 Van Brunt Blvd., Kansas City 1, ...o.

Manager: Available after August 1. Would pre... small town. Can give recommendations from ...esent employer. B-2721, Boxoffice, 825 Van ...runt Blvd., Kansas City 1, Mo.

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Glazit with Glazore. Cleans and glazes lacquered, enameled, varnished surfaces, metals, tile, ... s, marble. Pints $1.50. Distributors wanted. ...re for particulars. Harry S. Gans, 326 W. 44th ... New York 18.

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...uilt Popcorn Machines for sale. Fully guar... Price from $150. CONSOLIDATED CON... ...NS, 1314 S. Wabash, Chicago 5, Ill.

... is national headquarters for popcorn ma... Silver Stars, Super Stars, Corn Cribs, Old ...nes taken in trade. Blevins Popcorn Co., ... Tenn.

Re... gains used popcorn machines. Burch, Cretors, ...nce, guaranteed. Poppers Supply, Box 833, ... Ga.

...rn machines. All models. Prunty ...Co., 620 N. 2nd St., St. Louis 2.

For S... ...king DeLuxe popcorn machine used less ... year. Looks like new. Follett Theatre, Follett...

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Write for our special contract which guarantees you more profits and greater savings on all your popcorn and popcorn supplies. Blevins Bee Hive Popcorn Co., Nashville, Tenn.

Home of "Rush Hour" popcorn and popcorn supplies. Send for price list. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo. Established 1874.

Increase Popcorn Sales and profits. Today hundreds of theatres are using our stunning Heyglass heating and selling counters. Eliminate waste, carpet damage and fire hazards. $225 gives you de luxe popcorn merchandising. A few choice territories still open to distributors and dealers. H. M. McLaren Specialties, 3625 W. 26th Ave., Denver 11, Colo.

Every Week this page does a fine job of selling, locating, serving. Try it and see!

Vic Armand Aboard Missing Airliner

VANCOUVER — Victor Armand, general supervisor of construction and maintenance for Famous Players in western Canada, was one of the passengers on board a Trans-Canada Airlines plane missing since early last week. The plane was last sighted over the Vancouver municipal airport shortly before it was to have landed. Search parties organized by Trans-Canada Airlines and Royal Canadian Air have scoured the Pacific ocean and the rugged coastline interior for more than a week in a vain effort to find the ship. The search was continuing at this writing, but slight hope was held out for the survival of its 15 passengers and crew members.

Armand left Winnipeg on a routine flight to Vancouver, where he recently opened a new branch office for Famous Players.

News of the plane's disappearance came as a shock to the entire film industry here, which knew Armand well over a period of many years. An official of FPC said Armand was regarded by the organization as one of its most valuable men. He was employed by the company for more than 27 years, and was a member of its 25-Year club.

He started as a projectionist at the Capitol in Winnipeg, later transferring to the company's maintenance and construction division. More recently, he was placed in charge of its maintenance and construction work in western Canada. He also served Famous Players at various times in the capacity of a labor relations expert in negotiations with the projectionists union.

Armand has always lived in Winnipeg, leaving the city only on brief business trips. He was in charge of the Vancouver branch office and had been commuting between Vancouver and Winnipeg for several years. According to reports, he was preparing to move permanently to Vancouver.

He was married, but had no children. He was 65 years old.

Canadian Visitor Amazed At High Prices in U.S.

CALGARY—J. L. Murphy, owner of a circuit in south Saskatchewan, returned to his home in Calgary after a seven-week visit in California where he had gone to visit his daughter, a school student, and some relatives.

While J. L. remarked that his visit had been pleasant and he had covered much of the southern district such as Los Angeles and Long Beach, his remarks were many about high prices. "Boy, oh boy! were they high," he said. Chiefly residing with relatives eased his cost, he said. You could get a room in a hotel for four bucks—and paid six for one with a window, he said. Oranges in California were much higher than the same brands in Calgary, while meats—"well, cattle ranchers must be cleaning up."

Murphy is one man who is reconciled to Calgary's present prices at which housewives grumble.

Don Parnell Is Injured In Auto Accident

CALGARY—Don Parnell of the Parnell circuit in the Crow's Nest Pass is in the Holy Cross hospital here, having his leg X-rayed. He was brought by car into Calgary by his brother Len, covering the 160 miles by road from Blairmore. The injury was caused by a car accident which split his kneecap. Len reports that admissions over the Parnell circuit have all been raised 5 cents, with the exception of tickets to students. Few complaints have come from patrons.

Film in Two Languages Given Canadian Preview

'Jim' McGarrigle, 76, Dies; Was Pioneer Showman

ST. JOHN—A colorful individual, with a long and diversified experience in amusements, died recently in St. John. He was James E. "Jim" McGarrigle, 76, of St. John.

He gave up a barber shop in the north end to become a film pioneer. Four decades ago he started exhibiting pictures in Liverpool and Bridgewater in Nova Scotia, and Charlottetown, on Prince Edward island. He was one of the first film exhibitors to screen illustrated songs and was the first exhibitor on Trinidad island, at Port of Spain. Racing a competitor from New York by ship, he set up his showplace in Port of Spain, but couldn't get chairs and asked the customers to bring their own. They did, but not in sufficient volume to make the venture profitable, and so McGarrigle returned to St. John. He was on the first film roadshowing tour of Canada and from coast to coast.

His career later covered jobs as advance agent for traveling dramatic repertoire groups, some acting, and tours with carnivals as an advance agent, emcee and advertising man.

McGarrigle was a mobile information bureau on all forms of entertainment and of boxing and baseball. Whether up or down, and with the accent on the down, he had the same cheery smile and laugh. He was definitely an optimist. Surviving are four sons, one daughter and six grandchildren.

Booth Men Get Kudos In Newspaper Article

CALGARY — Belated recognition of the forgotten men of motion picture houses, the projectionists, came in generous space from the Herald. The evening paper topped a three-column head with a three-column cut picturing two projectionists at work in the Grand Theatre booth.

The column-long story below was devoted to many technical details of projection work —technical information about the unwinding of the reels, the action of the sprockets, the actual brief time each frame is exposed and the lighting system. The mechanism of the photoelectric cell, amplifiers and sound boxes were also given in detail. Hours of work, qualifications for the job and stories of veterans of the union added the human interest. Fire precautions were soothing to the womenfolk. The story was headed, "Using 93 Miles of Film a Day," causing much comment.

There are 34 operators working the 11 theatres here, all members of IATSE Local 302.

Five-Cent Price Increase Spreads in F-H Houses

ST. JOHN—Indications point to a complete new price structure for the Franklin & Herschorn theatres. The first to raise prices was the Regent, St. John, with a nickel increase. The Family, Halifax, also raised a nickel and a 5-cent boost later was made at the Community, Yarmouth. The same price elevation is being considered for the Dundas and Mayfair in Dartmouth. The new theatre replacing the razed Community, Halifax, will have a top either 5 or 10 cents above that of its predecessor. There is a possibility that the Mayfair, St. John, flagship of the chain, will also be affected by the nickel upward trend.

TORONTO—An event, unique in several respects, was the screening of Quebec Productions' Canadian-produced English and French versions of the feature film, "Whispering City" and "La Forteresse," before a gathering of 75 newspaper, magazine, radio and tradepaper editors and reviewers of the Toronto district.

The previews took place at the Queensway studios in Islington, owned by J. Arthur Rank, who has signed a contract for world distribution of the two films. Eagle-Lion Films' general manager, A. J. Laurie, was the host at the screening.

The press group first saw the English-language version, had a buffet supper during an intermission, then watched the unfolding of the French version. Introductory remarks were made by Frank O'Byrne, general manager of the Queensway studios, which had an important role in the production of the pictures at St. Hyacinthe, Que., through a lend-lease arrangement for technicians and equipment. O'Byrne introduced the producers, Rene Germain and Paul l'Anglais, president and general manager of Quebec Productions.

The screenings were followed by voluble descriptions in the daily press and the consensus appeared to be a preference for the French picture, "La Forteresse," in which the stars are Paul Dupuis, now with the Rank organization in England, Nicole Germain and Jacques Auger, all graduates from the amateur ranks of French Canada. The stars of "Whispering City" are Helmut Dantine, Mary Anderson and Paul Lukas. One Toronto newspaper went so far as to say that Nicole Germain outshone Mary Anderson in their respective leading roles while there was general native praise for Paul Dupuis who has already been featured in "Johnny Frenchman."

The reviewers refrained from over-emphasis of the Canadian angles to the pictures but described the screen outcome as a distinct step in Canadian production, with "La Forteresse" being called the superior film, quite likely to make a distinct hit in foreign fields. Because of the enthusiasm for the combined features, there is a possibility that the pair may be presented as a double bill for public consumption.

Price Resistance Indicated In Some Cities on 'Years'

TORONTO—While "The Best Years of Our Lives," the Academy award picture, has drawn big crowds at the Kent in Montreal, the box-office results in other cities of the Dominion have been varied, according to available returns. The picture is being presented on a continuous policy with an evening admission price of $1.20 for adults after 5 p. m. In some quarters there has been a suggestion of price resistance on the part of the theatregoing public and, if such is the case, it is a first indication that the people are foregoing post-war entertainment because of the cost.

Lapidus Holds Meet

TORONTO—Jules Lapidus, Warner Bros. eastern and Canadian division sales manager, held a two-day meeting Thursday and Friday (May 1, 2) with Haskell Masters, Canadian district manager, and other Dominion sales executives on the 1947 Ned Depinet sales drive.

No Relief in Canada On Nuisance Taxes

OTTAWA—Canadians generally were disappointed that the federal budget for the coming 12 months retained the nuisance taxes, which are a relic of the war days when they were paid without complaint because of the patriotic cause.

While there has been no eruption of protests over continuance of the 20 per cent war excise tax on theatre grosses, a buyers' strike along organized lines has become evident. There have been parades and demonstrations in many cities against the tax on chocolate bars which have been selling for eight cents instead of the original five cents.

NO ENTHUSIASM OVER SURPLUS

Complaints have been registered regarding the government attitude with respect to the price of certain foodstuffs, the continued tax on watches and clocks and the tax-inflated cost of other items.

There was no public enthusiasm over the announcement that the fiscal year had closed with a handsome surplus because of a feeling that some of the excess could have been converted to reduce taxes.

In connection with the 20 per cent amusement tax, the government is obviously optimistic over the prospective revenue from the theatre field. The budget estimates show an expected $14,552,000 revenue from this tax source in the 1947-48 fiscal year, compared with receipts of $13,387,000 in the year ending March 31, 1947, and the comparable total of $12,284,000 in the preceding year.

THINK FIGURES OPTIMISTIC

The way the exhibitors look at it, the tax reveals that aggregate gross of theatres during the past fiscal period stands at around $66,900,000 and the budget estimate would have the theatres grossing $72,500,000 in the new fiscal year, an increase of some $5,600,000 in ticket sales. The government is optimistic, they say, in view of economic trends generally.

Finance Minister D. C. Abbott announced the abolishment of the 15 per cent excess profits tax after Dec. 31, 1947, but the corporation income tax of 30 per cent will be unchanged. Personal income taxes are to be reduced an average of 29 per cent, effective July 1 and this move may be of slight advantage to the theatres.

On the other hand there will be no change in postal rates, customs duties or the tax on remittances to home offices in another country. This levy affects most film and theatre companies in the Dominion.

Conciliators Offer Boost Of 15c to Projectionists

VANCOUVER—A basic wage boost of 15 cents an hour and an annual two-week paid vacation after three years employment are recommended for Famous Players projectionists in British Columbia in a conciliation board majority report. The employes' nominee on the three-man board, in a minority report, recommended a wage increase of 27 cents an hour and a two-week paid vacation after one year's service.

Dean Clement of the University of British Columbia, was board chairman. The conciliation dispute developed from a dispute between Famous Players and members of projectionists Local 348, IATSE. The 15-cent-an-hour increase would bring the basic pay in the A houses to $1.85 an hour. The theatres use two men in a booth.

The award is not binding on either party. Both have 14 days to accept or reject.

TORONTO

Lou Spector, publicity director for Monogram of Canada, has joined the home office publicity department in New York. . . . Edward Schnitzer of United Artists, New York, conferred with Charles Chaplin, Canadian district manager . . . Ted Gould, general sales manager of Regal Films, has returned from New York where he attended an MGM sales conference for the first time.

A visitor was Sam Swartz, proprietor of the Rio at Winnipeg for many years. He reported that business was holding up very well out west.

The Kent at Windsor has fallen in line with the current trend to special Saturday morning programs for juveniles . . . Manager Mel Jolley of the Marks, Oshawa, is following a similar policy for Saturdays, starting with a cartoon program at 11:30 a. m. Jolley had a nice tieup with an Oshawa music store in advance of "The Jolson Story" with a contest on "Which Jolson Song Do You Like Best and Why?"

The theatres inspection branch and censor bureau of Ontario is moving from its office in the Parliament Bldg. here to a new building in Leaside, a suburb, where two projection rooms will be available. The offices in the Parliament Bldg. have long been considered unsafe, but construction of the new place was delayed by the war.

Still more Toronto executives are heading for the convention in Los Angeles of the Variety Clubs of America, including Paul Maynard of the Maynard Film Distributing Co., Harry J. Allen of Producers Releasing Corp., A. W. Perry of Empire-Universal, Lou Appleby of the Toronto Casino, and Hye Bossin, film-paper editor.

Ralph Humphreys has been appointed manager of the new Beam at Beamsville, Ont., which has been built and opened by Barnes and Davidson, Toronto. The house seats 432 . . . Ben Okun of Biltmore Theatres has started construction of a theatre in New Toronto, a suburb, which will seat 700 . . . The Allens' Premier Operating Co. will shortly open a small theatre in the northern mining center of Virginiatown.

The new 20th Century Theatres unit at Sudbury cannot be opened until August because of construction delays. The same situation applies to new independent theatres at Wheatley and Belle River.

A. H. Jolley, secretary of the Motion Picture Theatres Ass'n of Ontario, spoke on a film industry subject at a Rotary club meeting in Thamesville, at the invitation of H. Rankin, who opened the Joy at nearby Bothwell April 28.

Newsreel Shown Widely

VICTORIA—Through the medium of the newsreel camera, current events in British Columbia are now seen almost every week by several millions of persons in 53 countries of the world, according to Ross Beesley, Associated Screen News cameraman.

In slightly more than a year, Beesley said, he has made 51 newsreels in British Columbia for international distribution.

Into Files of Psychologist

Paramount has set Whitman Chambers to write the screenplay of "The Man Who Stole a Dream," which deals with the files of a psychologist.

Vancouver Business Sinks Into Deep Rut

VANCOUVER—Business is still in the low brackets here. Not a single first run did even average business last week. Too much outside competition, daylight saving, rising costs of living and balmy weather are the reasons given by exhibitors for the slump. "The Best Years of Our Lives," in the third week at the Hastings, and "Stairway to Heaven" at the Vogue were the best draws. "Best Years" also opened to good business at the Oak Bay in Victoria.

Capitol—**Song of the South** (RKO) ..... Fair
Dominion—**Adam Had Four Sons** (PRC); **Howards of Virginia** (20th-Fox) ..... Fair
Hastings—**The Best Years of Our Lives** (RKO), 3rd wk. ..... Fair
Orpheum—**The Locket** (RKO) ..... Below par
Plaza—**George in Civvy Street** (Col-British); **The Unknown** (Rep) ..... Fair
Strand—**Sinbad the Sailor** (RKO) ..... Moderate
State—**Shadows of the Range** (Mono), plus vaudeville ..... Moderate
Vogue—**Stairway to Heaven** (Brit) 2nd wk. ..... Fair

Night Crowds Shy at Prices On "Best Years of Our Lives"

CALGARY—Big news on the theatre front last week was the opening of "The Best Years of Our Lives" at roadshow prices. Playing in the Odeon ace house, the Grand, "The Best Years" was shown three times daily. The matinee admission price was 80 cents, and the two evening shows $1.30. Prices included the 30 per cent taxes. Fans have packed the matinee performances, but evening shows did not reach capacity on any one night. At these prices grosses have been good and "Best Years" holds for a second week. Best competition among the first runs came from "Boomerang" at the Palace. The impact of this mystery drew such business that it was held over for three days. The Bob Hope fans were undecided whether his new picture, "My Favorite Brunette," was a mystery or a comedy, confusion that flattened the enthusiasm of his regular admirers.

Capitol—**My Favorite Brunette** (Para) ..... Good
Grand—**The Best Years of Our Lives** (RKO) ..... Good
Palace—**Her Sister's Secret** (PRC); **'Neath Canadian Skies** (SG) ..... Fair
Palace—**Boomerang** (20th-Fox) ..... Very good

'Jolson Story' Continues Good In Its Seventh Toronto Week

TORONTO—"The Jolson Story," in its seventh week at the Eglinton and Tivoli, continued good in spite of rain on several days, while "The Egg and I" kept up a nice pace in its fifth week at the Uptown. Loew's also had a holdover, "The Sea of Grass," and the Imperial repeated with "California." The one new big picture of the week was "It's a Wonderful Life" at Shea's, while the Capitol and Victoria doubled up with "The Man I Love" and "Backlash." New opposition developed with the opening of the International League baseball season.

(Average is 100)

Capitol—**The Man I Love** (WB); **Backlash** (20th-Fox) 90
Eglinton—**The Jolson Story** (Col), 7th wk. 90
Imperial—**California** (Para), 2nd wk. 85
Loew's—**The Sea of Grass** (MGM), 2nd wk. 85
Shea's—**It's a Wonderful Life** (RKO) 120
Tivoli—**The Jolson Story** (Col), 7th wk. 90
Uptown—**The Egg and I** (Univ), 5th wk. 85
Victoria—**The Man I Love** (WB); **Backlash** (20th-Fox) 90

New Opening in Peterborough

TORONTO—Considerable headway has been made in the construction of the Odeon Theatre at Peterborough, Ont., and the first unit of the Arthur Rank circuit there is expected to open soon.

VICTORIA

Recent increase in theatre prices came under fire in a mass parade of teen-agers through Victoria streets in a campaign to boycott 8-cent chocolate bars. One section of the three-block-long parade carried banners reading: "Don't go to Shows. Use Some Sence. Not so much c."

The Cowichan recreational center has purchased a combined projector and public address system for community use . . . Manager Mickey Goldin of the York has had a sandwich man parading downtown streets to advertise vaudeville shows.

Bradley Page, Hollywood actor, has been on Vancouver island looking over locations for a resort ranch. He attended the retriever dog trials at Parksville during his visit . . . Officials of the provincial department of mines and trade and industry had a preview last week of the British Columbia travel bureau's latest color picture, "Of Mines and Men."

The Victoria Amateur Movie club plans to produce an 800-foot film of the feature events of the May 24 celebrations in Victoria. The film will be in color . . . A 16mm travelog film of the country between Prince Rupert and Prince George will be made by the British Columbia travel bureau this summer . . . The West Coast Advocate at Port Alberni gives away theatre tickets to the persons giving them the best news tips during a week.

Oak Bay, Odeon Theatre, has installed earphones for the hard-of-hearing . . . Theatre showings at the York were canceled one day last week due to the leasing of the theatre to the First Church of Christ.

New Theatres Constructed In Quebec Listed as 19

MONTREAL—Montreal Poster Exchange, Ltd., furnishes the following list of 19 new theatres constructed in the province of Quebec. The list is preceded by the names of the proprietors and operators:

C. E. Charbonneau, Madelon, Cap de la Madeleine, Quebec.
Frank Raymond, Makamik, Makamik, Quebec.
F. Gagnier, Au Fil de L'Eau, Oka, Quebec.
Guy Bachand, Rex, Sherbrooke, Quebec.
J. E. Cote, St. Chrysostome, St. Chrysostome, Que.
J. E. Dufort, St. Joviet, St. Joviet, Quebec.
R. Lussier, Capitol, St. Remi, Que.
J. A. Daigle, Louise, Ste. Rose, Que.
J. Leo Gagnon, Plaza, Ste. Anne de la Perade, Que.
Donald Aikman, Alouette, St. Donat, Que.
E. Vachon, Royal, St. Evariste, Que.
A. Tramblay St. Felicien, St. Felicien, Que.
M. Puttman, Normandie, St. Eustache-sur-le-Lac, Quebec.
E. Poulin, Elite, Black Lake, Que.
D. Leguerrier, Bryson, Bryson, Que.
Louis Wolfe, Paris Gatineau, Que.
Lacrois & Pacquette, Carleton, Carleton, Que.
E. Couture, Cinema, Disraeli, Que.
Eric Randall, Montcalm, Wrightville, Que.

Warners to Shoot Film On Canadian Prairie

WINNIPEG—Keen interest is being shown here in a Warners studio publicity release to the effect that the company plans to film "All My Harvests" in Manitoba.

Adding to the local interest is the further announcement that the star of the proposed picture will be Jack Carson, who was born in Carmen, a town about 30 miles from Winnipeg.

The story of the western wheat fields is to have an all-Canadian complexion, according to Warners. Plans are being made to cast Alexis Smith, film star formerly of Penticton, B. C., opposite Carson, and also call for Lois Maxwell, formerly of Toronto, to play a leading role. Alan Jamieson, author of the story, is also a Canadian.

Narrow Gauge Films Will Be Rank Topic

MONTREAL—Production and distribution of substandard size films of instructional, religious and documentary nature will be one of the topics J. Arthur Rank will discuss with Canadian and United States producers during his spring visit to this continent.

A London informant close to Rank is quoted as saying "an agreement recently was concluded between Gaumont-British Instructional Films (one of the Rank string) and United World Films of America for the joint, worldwide distribution of substandard films."

The agreement calls for a production program starting with one film weekly from the British and United States studios. Further talks between Rank and United States producers on substandard size celluloid could have far-reaching effects, particularly in countries where motion pictures are unknown or relatively undeveloped.

ELABORATE EQUIPMENT UNNEEDED

The narrow films can be presented without elaborate equipment or special theatres and generation of power for the projectors is a simple matter. Equipment can be carried in an automobile and power can be generated by the automobile's engine.

Substandard size films are widely used in the U.S. and Britain in schools and are regarded as a valuable educational aid.

In Toronto, Rank will meet a number of film technicians with a view to encouraging Canadian production. He will receive the report of the Odeon Theatre's construction program under which 64 theatres will be built in the Dominion in the next four years. Consideration of Canadian production would clearly have as a major topic the shooting of bilingual (French and English) films. The first of them, "Whispering City," now is being distributed.

TO ADDRESS CHURCH MEETING

One illustration of the success of past negotiations between Rank and U.S. interests is the increasing number of British films being featured on U.S. screens.

During his visit Rank will take time out to address the World Sunday School Ass'n on the growing importance of films in education and religious instruction. It is a subject close to his interests. A Methodist, Rank gives a weekly Bible talk to the Reigate, Surrey, Sunday school, of which he is superintendent.

George Beeston, Odeon Treasurer, Will Retire Soon, Toronto Hears

TORONTO—George H. Beeston, treasurer of Odeon Theatres of Canada, has tendered his resignation, according to information in well-informed trade circles here. It is understood his retirement will be announced when J. Arthur Rank and John Davis arrive here from England for important conferences.

Beeston was a brother-in-law of the late Thomas J. Bragg who was secretary of the Canadian Odeon and other companies at the time of his death last year. Although he has other business interests in Toronto, Beeston has long been identified with film and theatre companies which were in the organization of the late N. L. Nathanson.

Beeston is a member and officer of the Canadian Picture Pioneers and was active in numerous patriotic and other campaigns in which the film trade has had a part.

Clare J. Appel of Toronto, eastern division manager for Odeon, has been ill and there has been a possibility that he may find it necessary to have an operation.

MONTREAL

The housing scarcity has been a problem with film executives transferred to Montreal, or from Montreal to Toronto and other cities. Jack Kroll, booker at Warner Bros., after spending a year looking for an apartment for himself, wife and two children on their arrival from England, has just secured a six-room suite on Viau street, Hochelega. It's a long way from his work, but he will have a roof over his head, which is more than many apartment-seekers can find.

C. D. Munro, Canadian representative of Gaumont-British, Inc., called at the local Gaumont Kalee office . . . Francois Savard, representative of Hanson 16mm, left May 5 for an indefinite business trip in the maritime provinces.

Orval Fruitman, who was at the Columbia head office in Toronto more than three years, is replacing Joseph Dolman, booker, who has left to go into business for himself. Fruitman is assisted by Ruby Rabinovich, who was three years with Montreal Poster Exchange, Ltd., and who was promoted to assistant booker at Columbia two months ago.

John Vallin, PRC special representative from Los Angeles, has been assigned to Canada to set up certain operations for the new Eagle-Lion American product, which is to be distributed in the Dominion by PRC . . . Simone Moreau, bookkeeper at 20th-Fox, flew back to Montreal from New York, where she was the guest of the company after winning a contest.

J. Feldman, PRC booker, was confined to his home by illness . . . PRC has its third consecutive program at the Strand, each earning a holdover for a second week. The current program is a double bill, "Devil on Wheels" and "Murder Is My Business."

RKO's Filmrow staff was host to the Canadian general manager, Leo Devaney, and A. A. Schubert, manager of exchange operations, New York. Following a day spent in Montreal they left for St. John . . . Harold Russell of "The Best Years of Our Lives," and his wife, attended a luncheon at the Normandie Roof of the Mount Royal hotel given in behalf of the "Save the Children" fund.

Mark Berman, two years with the UA head office in Toronto, has replaced as office manager in Montreal Eddy Shrider, who is now with Monogram . . . Ovila Cote, Quebec secretary-treasurer of the Cartier and Empire theatres there, visited Montreal's Filmrow, accompanied by Mrs. Cote.

Colbert in 'State of the Union'

Claudette Colbert has been signed to star with Spencer Tracy in "State of the Union" by Metro.

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Many Opportunities in Maritimes For Playing Up 'Local Boy' Angle

ST. JOHN—Exhibitors throughout the maritime provinces have numerous opportunities to play up the "local boy" angle in promoting motion pictures produced, directed or acted in by former residents of maritime centers, a few being natives.

Louis B. Mayer, MGM producing chief, lived at St. John as boy and young man. Walter Pidgeon, MGM star, was born in St. John and lived there as boy and young man. William Gargan, another veteran featured player, was born at Halifax, and also lived at Windsor, N. S.

Wallace MacDonald, veteran Columbia producer and former featured player in the silent films, is a Nova Scotian and lived at Halifax and New Glasgow. Jack Cummings (Kominsky), was born and lived here until heading for Hollywood to become an MGM producer under his uncle, Louis B. Mayer.

Jerry Mayer, brother of Louis, is on the executive staff of MGM. He lived in St. John, Halifax and Yarmouth. Mark Stevens, featured lead, whose parents and grandparents were Nova Scotians, with homes at Halifax, Truro, Yarmouth, has a great grandmother who lives at Yarmouth.

Edward Ellis, long featured in character roles, played leads in stock in St. John and on the road for several seasons.

The late Sidney Toler, star of Charlie Chan films, headed stock in Halifax four consecutive seasons. Oscar O'Shea, playing characters, had his own stock at Halifax and did some trouping. Frank McHugh, featured in comedy roles, played juvenile parts with a stock unit at St. John. Houston Richards, screen writer, was an actor in stock at Halifax. Al Jolson has a maritime affiliation because one of his wives, Ruby Keeler, was born at Halifax. William Farnum, ex-star and now playing characters in westerns and others, was with Harkins troupe.

Frances Conley of St. John is making her debut in a film megged by John Farrow, once a naval officer out of Halifax.

Soldiers' Many 'Friends' Jam Army Post Theatre

HALIFAX—Objection has been made by local theatre men to the operations at the Garrison Theatre, which opened recently with shows booked every Sunday night for soldiers, sailors and airmen "and their friends." It is pointed out that the number of friends seems to be unlimited and there appears to be no barrier to one service man, permanent or reserve, bringing with him a half dozen or more persons.

The first feature picture shown was "13 Rue Madeleine," which played first run in the local Capitol (FPC), starting five days after the Garrison screening. Complaints have been made to the Maritime Film board, on the grounds (1) that the Garrison showings are apparently semipublic; (2) that there is no charge at all, and (3), that the boxoffice values of the pictures shown are lowered by the advance free showings. Projection is by army men.

During the war years, each service man was limited to one civilian guest for the Sunday night film programs at the Capitol. At some centers, only men and women in uniform were admitted. The pictures shown had previously been screened in public theatres.

Staid Courtroom Is Scene Of First Motion Picture

TORONTO—The staid and musty precincts of Toronto's Osgoode Hall, where for generations barristers in robes have argued before learned justices, have seen the breaking of a time-honored precedent in the showing of a film in aid of the British flood victims. The show, held May 2, was attended by justices of the supreme court, judges of the lower courts, benchers of the law society, representatives of the attorney general's department, law students and others associated with the legal profession.

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New Bellevue Open In East Montreal

MONTREAL—The Bellevue Theatre, the only cinema east of Morgan boulevard, was opened April 30 in the presence of federal, provincial and civic officials. The new $200,000 picture house at 11570 East Notre Dame St., just at the Pointe-aux-Trembles-Montreal city limits, is a 500-seat fireproof cinema owned by Jean Langelier and Leo Choquette.

More than 200 attended the reception which followed the first showing, including Joseph Jean, solicitor general of Canada, and Mrs. Jean; Omer Cote, Quebec provincial secretary, and Mrs. Cote; Mayor Marcel Monette of Pointe-aux-Trembles, and Mrs. Monette; former Mayor J. E. Fortin, chairman of the Pointe-aux-Trembles school commission, and Mrs. Fortin, and members of the Montreal city council. Flowers were presented to Langelier and Choquette by J. Bagdoa and Walter Brouillette.

OTTAWA

The Canadian first run of the reissue of "The Private Life of Henry VIII" is scheduled for the Nelson here, which was opened recently by Morris Berlin. The picture is being handled by Astral Films of which I. H. Allen is president . . . Friday night (2) the Nelson was packed for an amateur contest on the stage sponsored by a commercial firm and broadcast on the Stairway to Stardom program. One of the judges was Mayor Stanley Lewis.

The Somerset, a bright neighborhood theatre which has been operating under the management of H. Berlin for ten years, has made an upward revision of admission prices. Night prices now range from 15 cents for juveniles to 35 cents.

Manager Casey Swedlove of the Ottawa Little screened "Mama," the Italian feature starring Beniamio Gigli, opera tenor, and secured exceptionally fine newspaper reviews. Swedlove is presenting "Mama" as a Mother's day special. Ray Lewis of Alliance Films was here in advance of the playdate.

Manager Claude A. Hunter of the Odeon, Kingston, secured an advertising tieup on "Song of Scheherazade" with a Kingston music store and, thanks to nice promotional work, the picture was held for an extra three days . . . The Kingston Odeon and the Biltmore both garnered an extra bid for juvenile trade with the opening on the same Saturday of a serial film. The Odeon started with "Secret Agent X9" and the Biltmore introduced "Black Arrow."

George Degnon, RKO publicity director in Canada, was here to check on promotion for "Sinbad the Sailor," which has been booked into the Famous Players' Capitol, largest theatre in the capital city . . . Manager Paul Leroux of the Pix in suburban Aylmer was host to 500 children at a special show which was arranged as a feature for the "Be Kind to Animals" campaign in the community.

Films Shown Free

LEBANON, N. H.—Saturday morning free shows at the Lebanon Theatre have included such showings as "Tanbark Champions," "Royalty of the Range," "A Really Important Person," and "Frank Buck Brings Them Back Alive."

Ticket Tax Slapped On Benefit Shows

OTTAWA—The Canadian government has clamped down on tax exemptions for benefit performances. On the grounds that the time has passed for patriotic shows, the government has decided that it will no longer waive the 20 per cent war excise tax on boxoffice receipts when motion pictures, paid or professional performers or horse racing are a part of the program.

A government source explained that nonprofit organizations are liable to the excise tax on grosses, too. Previously such organizations were exempt from the tax. The power of discretion has been granted the federal revenue department to grant exception from the amusement tax in extraordinary cases but only on previous application to permit study of performance conditions.

The new ruling is particularly important to theatre proprietors, all of whom operate under a government license which could be canceled, and to such organizations as the Canadian Picture Pioneers and the Variety Club, which may want to stage benefit shows.

ST. JOHN

Between 15 and 18 scenic films on Nova Scotian subjects will be given wide distribution this year. Among them will be shorts taken by Tom Courtney, former manager of the Casino Theatre in Halifax, who was recently named provincial director of publicity. The film schedule of the Gaiety, Halifax, was interrupted for a night by the convention of Progressive Conservatives. One of the leaders of the party is Malcolm Walker, Gaiety owner, a defeated PG nominee at the most recent provincial elections.

A rumor that the Irving interests of St. John were mulling over construction of a rink here is being heard again after a lapse of about six months. It is now claimed along Rue Rumor that a piece of land known as the old foundry yard has been bought as the site for the rink . . . Because of transportation difficulties, the Hollywood in Yarmouth failed to get a print of the new Abbott and Costello picture for a midnight show. The show had to be canceled at the eleventh hour. It was shown later . . . At the Yarmouth Community, books of theatre tickets are being stressed as suitable birthday gifts.

A theatre site in Halifax, bought several years ago by Odeon for $25,500 is to be used in part for a temporary tourist bureau for the summer season. There seems to be little likelihood that Odeon will start construction this year.

Greek Government Honors Two Canadian Exhibitors

MONTREAL—The Greek government has recognized the services rendered to the Greek Red Cross by George Ganetakos, managing director of United Amusement Corp., chairman of the Greek war relief fund, and B. C. Salamis, proprietor and operator of the Fairyland Theatre, secretary of the fund, by presenting them with Greek Red Cross service medals. Deputy Greek Consul D. Coulourides made the presentation.

Ganetakos was also honored for his leadership by the presentation of an oil portrait of himself, painted by Mrs. Lightstone of Toronto. Salamis made the presentation on behalf of the Greek war relief fund.

VANCOUVER

Hymie Singer, who recently bought the Rio Theatre in Victoria, has appointed Henry Goodman of Empire-Universal to manage the house. He succeeds Tom Oniell, who will return to his former position as radio announcer in the capital city.

A film council was organized for the Surrey district at Cloverdale. Delegates from all over the municipality were in attendance. Members of the National Film board explained the benefits and methods of operation of community film councils . . . Hollywood's Oscar winner, "The Best Years of Our Lives," probably saved some years of life for a Vancouver man. In Edmonton on business, he intended to catch a plane, but friends persuaded him to stay over and see the "Best Years" at the Rialto. The plane he was to take is still missing, with 15 persons aboard.

Local union officials have complained to the minister of labor that the Odeon officials have been intimidating employes in an effort to undermine the union in contravention of existing labor legislation. The local is organizing all theatre employes outside of managers.

Harvey Hunt, Odeon's head buyer and booker with offices in Toronto, visited Victoria and Vancouver Island checking the circuit houses. Howard Boothe and Earl Hayter of the British Columbia district office accompanied him.

Forty veterans from Shaughnessy military hospital, were guests of Odeon Theatres at a showing of "The Best Years of Our Lives" at the Hastings. Roy McLeod, manager of the theatre, arranged with hospital authorities for other patients to see the show. Special transportation is provided for amputation cases. Most of the local theatres have completely forgotten the veterans now the war is over . . . Cecil Cameron, manager of the Kerrisdale, was off work with stomach trouble and Larry New, manager of the Windsor, was also out with illness. Both FPC men are back on the job again.

Yvonne de Carlo tried to sneak unobtrusively into Vancouver, her home town, but ran smack into photographers and alert newspaper men. "It shouldn't happen to a dog," she remarked as she stepped off the plane. She will be here for a week visiting friends . . . Charlie Nelson, British Columbia representative for Foto-Nite, who also operates the Mandarin Gardens night club, will have to pay one of his patrons from Seattle $4,075 for an eye injury caused in his night club, the court decided last week.

Jack Armstrong, manager of the Odeon Paradise, and Edna Hughes of Odeon's head office here, will be married June 9 . . . Rose Iannacone of Warners and Douglas Isman, PRC booker, are also looking for an apartment, Filmrow reports.

The majority of Odeon Movie clubs in British Columbia have been operating for a year, and, although they are not proving a big financial success, Odeon considers them sufficiently important to continue as a goodwill gesture and a guarantee to parents that the theatre has the welfare of the kiddies at heart.

Brian Aherne, star of "The Locket," was in Vancouver last week in connection with the opening of the picture at the Orpheum. His visit also was tied in with the opening of the picture at the Capitol in Victoria. Maynard Joiner, Famous Players district manager here, and Lloyd Muir, RKO publicist, arranged for a round of events and publicity, highlighted by a cocktail party attended by newspaper, radio and film people.

Walker Circuit Assigns Two Men to Sackville

HALIFAX—A change in policy at Sackville, N. B., involves naming of separate managers for the Imperial and Vogue, Walker-Affiliated theatres. John Walsh has been transferred from the Hantsport, N. S. theatre to the Imperial, and Dennis Murphy, for the last seven years on the staff of the FPC Capitol in Halifax, has been stationed at the Vogue. The previous policy was to have both Sackville houses under one manager.

A. R. MacInnis has been named manager of the new Armview in suburban Halifax, which will be opened within the next two months. In the meanwhile, he is acting as publicity director for the Walker-Affiliated chain.

The main lobby in the Halifax Gaiety is being remodeled and a new candy bar installed. Colored glass bricks make up the bar front. The lighting is fluorescent and makes the bar visible from the street. A popcorn machine has been installed in the lobby of the Gaiety, also. The Gaiety is the flagship of the Walker-Affiliated theatres of Nova Scotia and New Brunswick.

Unit Manager for 'Trail'

Johnny Grubbs has been assigned as unit manager for Republic's "On the Old Spanish Trail."

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THEATRE .....

STREET ADDRESS .....

TOWN ..... **STATE**.....

NAME ..... **POSITION**.....

Children, Left in Theatre 12 Hours, Turned Over to Brantford Police

BRANTFORD, ONT.—Police are conferring with the Children's Aid society over the case of two children, 5 and 6 years old, who were left by their mother without food in a theatre nearly 12 hours on a recent weekend.

The woman took her youngsters to the theatre at noon. She stayed with them until 3 o'clock, according to police, then took them to another theatre where she left them, instructing them to wait until she returned. At 7 p. m. an usher asked the children if they shouldn't go home. The boy explained they were to wait until their mother came for them. At midnight when the theatre closed, the manager called the police.

"At 7 o'clock one of my assistants told me about the two kiddies," Manager Burke said. "I suggested to the boy he should go home. When he said he was with his sister, I thought his sister was an adult. At 9:30 I spoke to him again and discovered the sister was a child. They told me their mother was coming for them, and I didn't want to put them out on the street.

"At 11 p. m. I went down to them again. They were both in the front row. The boy was awake but his little sister was sound asleep. I got their address from them and told them I would send them home in a taxi. But the little boy didn't want to go. He said there was nobody home but his puppy. I telephoned the police at 11:30 and they took the children. In the meantime I had called their house but nobody answered."

The manager said they saw Gene Autry in "Sioux City Sue" five times. Police took them to their grandparents, and when the mother came home at 1 a. m. on Sunday she told officers her car had broken down.

Canadians Cross to U.S. To See 'Les Enfants'

OTTAWA—The French picture "Les Enfants du Paradis," banned by the provincial censor of Quebec, has been seen by a number of curious theatregoers of Windsor, Ont. The explanation is that the controversial picture is showing at the Cinema Theatre in Detroit on the U.S. side of the Detroit river. A print of the feature has been received in Toronto from New York but the decision of the Ontario board of censors has not been formally announced. It is expected that "Les Enfants" will have a theatre presentation in Ontario shortly under the heading of "adult entertainment."

Toronto's School Board Hits Youth Age Change

TORONTO—Shortly after the Imperial Order, Daughters of the Empire, an important women's society in Canada, had petitioned the Ontario government to lower the age limit from 16 to 14 years for unaccompanied children at moving picture theatres, the Toronto board of education announced opposition to the proposal.

The school trustees argued that boys and girls of 14 years were not any more mature than they were when the Ontario law was passed 25 years ago. The IODE had contended that the juveniles of today were more advanced intellectually than those of a generation ago, but the school board said there was no scientific proof to support the suggestion.

On the other hand, the school trustees recommended that the age restriction be maintained and "that suitable movies should be made available for special children's Saturday matinees."

The weakness of this recommendation is that exhibitors have been offering special programs for juveniles on Saturdays for the last two years through Movie clubs and cartoon shows. The school board apparently did not know, too, that theatres have been removing "adult" features from Saturday shows since last June in cooperation with the Ontario censor board.

Leslie Howard's Widow Is a Visitor in Toronto

TORONTO—Mrs. Leslie Howard, widow of the British film personality who lost his life in a mysterious airplane accident off the west coast of Europe during the war, arrived here from England for a month's visit with her daughter, Mrs. Spencer Dale-Harris, wife of a Toronto war aviator, and a three-year-old granddaughter, Carol. An occasion for the visit was the fifth wedding anniversary of her son-in-law and daughter. In due course, Mrs. Howard is to proceed to Beverly Hills, Calif., to establish a home. Mrs. Dale-Harris has settled down to home life in Toronto and made it clear that she is not thinking of a screen career although she played a bit part in one of her father's pictures.

Rank Defendants Seek Injunction Suit Delay

TORONTO—Another round in the legal battle between Paul Nathanson's Empire-Universal and the J. Arthur Rank interests in Canada and elsewhere developed when defendant Rank interests filed application for extension of the time for appearance and for "setting aside the concurrent writ." D. Conant, master in chambers, reserved decision.

The defendants are Rank, the J. Arthur Rank Organization, Inc., General Cinema Finance Corp., Ltd., and Eagle-Lion Films, Inc. Two of these companies are in the United States.

The applicants were represented by D. L. McCarthy and Peter Wright, Toronto barristers, while the lawyers for the plaintiffs were J. R. Cartwright, P. A. Hess and F. W. Fisher. T. N. Phelan represented Eagle-Lion, and G. F. Henderson, Monogram. This array of legal celebrities indicated that the action will proceed before the Ontario court and may not be settled otherwise, as rumored.

The plaintiffs, Empire-Universal and United World Pictures of Canada, claim damages and an injunction in an issue involving Canadian distribution of product which, it is said, was diverted to another channel. Among the defendants are United World Pictures of U.S., Universal Pictures and Odeon Theatres of Canada.

The main action can hardly come before the Ontario court before the autumn term, because of the summer recess.

B.C. Film Councils Study Educational Film Use

VICTORIA—Delegates of films councils in British Columbia recently attended a conference of the British Columbia Film council, sponsored by the extension department of the University of British Columbia and the National Film board. The two-day "work shop" was the first of its kind in the province.

The theme of the meeting was, "The better informed we are, the better citizens we will become—first as citizens of Canada, and then of the united world of nations."

The work shop is the result of a desire to pool experiences of the 27 libraries and 36 volunteer projection centers. There are 14 other libraries being organized.

Delegates were introduced to the latest and best types of equipment and how to handle it with the least harm.

Featured were talks and discussions on the means of exchanging and procuring films from the various sources in the province and Ottawa. The importance of the service given by the film councils as a means for education was dealt with extensively. Discussion centered on how this service could be improved from the standpoint of various types of groups, citizenship, physical fitness and medical studies, and discussion panels.

Reviewing Contest Hits Public Fancy

OTTAWA—A competition that drew city-wide attention, and stimulated attendance so that the picture was held for a second week, was the "movie review" contest staged for "The Strange Woman" by Manager Ernie Warren of the Elgin here, in cooperation with the Evening Citizen. The newspaper devoted considerable space to the contest and received scores of entries. W. M. Gladish, veteran film writer and BOXOFFICE representative, was the judge. The Elgin awarded three prizes totaling $50 and double passes for the next 12 entries.

Several contestants suggested similar competitions be encouraged to indicate to producers the reaction of theatregoers generally. Such contests would help to improve film standards, it was said. Manager Warren forwarded typical replies for the attention of studio executives.

Some of the amateur reviewers merely rewrote the story and called it a film criticism; other contestants made comparisons with features which had not yet played the Elgin or other theatres; some wrote editorials, studies on psychology, book reviews and sermons but not a film criticism; a number of contestants tried to use big words, too intricate for the purpose, and a few thought they had to be ultracaustic in their comment.

The winner was Janet A. Morse, a middle-aged woman, who had contributed a meaty criticism of only 210 words, thus proving that much can be said in a brief discussion. Second prize went to a man, J. Warren Langford, and the third award was won by Mrs. E. M. Garner, a young married woman.

Officers Are Re-Elected By United Amusements

MONTREAL—At the annual meeting of shareholders of United Amusement Corp. here, the board of directors re-elected for the ensuing year was as follows: Ernest A. Cousins, D. A. Murray, George Ganetakos, William Lester, S. Godin jr., J. J. Fitzgibbons, R. W. Bolstad, Hugh Mackay, J. G. Ganetakos and H. N. Chauvin. The executive officers were re-elected as follows: Ernest A. Cousins, president; D. A. Murray, vice-president and controller; George Ganetakos, managing-director; W. H. Mannard, secretary-treasurer, and William Deveault, assistant secretary-treasurer.

Indianians Oppose 'Neurotic' Pictures

From Central Edition

FORT WAYNE—Northeastern Indiana exhibitors went on record as opposing films which depend upon neurotic and criminal tendencies of characters for their interest, and also condemned the policy of some producers who, they said, "try to raise prices for good or better pictures, but do not lower the cost for poor or second-rate films." The action was taken at a luncheon meeting of the second and fourth districts of the Ass'n of Theatre Owners of Indiana, held in Hotel Keenan here.

The group pointed out that audiences in this section are composed of persons who want entertainment in theatres, and are opposed to "unwholesome" productions.

The group further objected to the "mediocrity" of some of the films they "must accept if they are to show anything at all in their theatres," and said the policy of producers in raising prices for good pictures should be balanced by a lowering of prices for the lesser grade films.

Roy Kalver, owner of the Adams and Cort theatres in Decatur, vice-president of the second district, presided. Trueman Rembush, president of the Indiana group, discussed aims and ideals of the association. Other problems were discussed by Leo Jones of the Independent Theatre Owners of Ohio.

WINNIPEG

With British films winning wider audiences here, a column by Billy Rose in the Tribune plugging the British product attracted considerable attention. Odeon houses have been playing British films with, on the whole, excellent results. British stars are catching on and in the case of James Mason, at least, already rival the popularity of Hollywood's leading men. Currently, the Odeon is playing "Stairway to Heaven," which has been heralded with rave reviews by the local critics. "Johnny Frenchman," at the Rialto, has also won praise. "Dead of Night," another British picture, is having its second run at the Beacon.

A sportsmen's show, along the model of similar shows held in the United States, was sponsored here last week by the Greater Winnipeg Game and Fish Ass'n and won enthusiastic support from local hunters and fishermen as well as thousands who flocked in just for the fun. A feature of the show was the continuous showing of six selected shorts on sports subjects.

The Academy award-winning, "The Best Years of Our Lives" went into its third week at the Garrick at roadshow prices . . . The Winnipeg Ballet club gave two benefit performances to raise funds for its proposed trip to Denmark, where it has been invited to participate in an international dance festival.

Price Increase Revoked After Students Protest

VANCOUVER—A price increase on student tickets by the Alberni district theatres was taken off after high school students threatened to boycott theatres. Exhibitors were notified of the impending boycott following a mass meeting of students who were opposed to the price hike to 26 cents.

Ex-Winnipeggers Praised By Film Board Leader

WINNIPEG—Former Winnipeggers are doing excellent work for the National Film board, Norman Chamberlain, liaison officer of the board, reported during a visit here.

Chamberlain announced that Gudrun and Morton Parker, a husband-and-wife team, have just finished work on two new pictures, "The Policeman" and "The Postman," for the board's series on civic affairs. Mrs. Parker was on the staff of the Winnipeg Free Press before joining the board. Parker was publisher of an entertainment paper here. Stanley Jackson, another local man, has completed a film on "Occupational Therapy" dealing with rehabilitation of veterans and children which will be released only for professional showings because of its technical nature, Chamberlain said. Jackson was previously a teacher at a local college.

The film board official was highly enthusiastic over the reception the board's product was receiving throughout Canada, and particularly gratified at the excellent work the regional offices were performing.

Chamberlain was well known here before joining the film board as a public relations officer with radio station CJRC.

Kansas City Tower To First Run Setup

From Midwest Edition

KANSAS CITY—Following the run of "Wake Up and Dream" at the local Tower Theatre, Fox Midwest will return its large downtown house to an A situation for the first time since 1939. It will replace the Esquire as the day-and-date house playing with the Uptown and Fairway, first run residential and suburban houses respectively.

The Esquire will operate on a tentative policy of single feature first runs, its first attraction being "The Westerner," a United Artists reissue.

The Tower, originally called the Pantages, was taken over by Fox in 1938. Barney Joffee, present manager who will continue in that capacity, was then managing the house with Bill Reinke, who then left show business here. Joffee has been at the theatre since about 1932.

Under its new ownership, the Tower was utilized under a policy of single features plus vaudeville. In 1939 that policy was altered to include double features as well as stage attractions. This policy held until the run of "Best Years of Our Lives," which ended there recently.

War-Constructed Willow Run Theatre Thrives on New Type of Patronage

From Mideast Edition

DETROIT—The Center in Willow Run, the only permanent war-built theatre in Michigan, is continuing operation under the Butterfield circuit banner.

Designed originally to serve the workers in the big federal housing project at Willow Village, it has undergone two successive postwar changes of patronage source, and still enjoys good business. The house is the second theatre in the project which was named after America's most famous wartime industrial center, actually located about three miles away.

The theatre is about three miles also from Ypsilanti, where Butterfield has long operated the Wuerth and Martha Washington theatres.

ORIGINAL THEATRE INACTIVE

The original Willow Run Theatre was a 500-seat wooden auditorium, designed for quick construction, and was built when the wartime necessity demanded immediate settlement of war workers in the project. The theatre portion was really an afterthought, with the booth just added on. During the few months of its life it was operated by the Telenews organization, with Fred Sweet as manager.

The original theatre today is part of a warehouse for federal property. Many of the other temporary buildings at Willow Village have been torn down.

But the Center Theatre, in the business center, is of permanent cement block construction, with 1,298 seats, designed in a modernistic style and using unusual applications of plans that are closely related to the style of Frank Lloyd Wright of Wisconsin. Some unusual features are the approach, which is by way of a bridge across a small creek from the parking lot, and the huge glass-enclosed lobby, with the walls set on an angle. This large glass front, open to the view on three sides, gives a unique appearance to the house, and makes it an ideal waiting spot, much used for parking baby carriages, by the way.

ADMISSION IS 43 CENTS

The Center charges 43 cents admission, playing pictures a little after the Ypsilanti houses, and usually picking up one feature from each of the two houses there. The Martha Washington, premiere house of the town, plays single bill at a higher admission rate, while the Wuerth, with an admission scale lower than the Center, plays duals.

Business is drawn largely from the immediate housing project, where the original population of war workers has been largely replaced by two groups: first, veterans working in Detroit, who commute back and forth daily (the distance is about 35 miles by bus), and second, students from the University of Michigan, ten miles west, who have proved to be very good patrons at the theatre.

In addition, there is considerable patronage from Ypsilanti, mainly of patrons miss a picture there, and from other surrounding towns within a radius of about ten miles. The Center has very comfortable seating and good projection and sound, so that it invites patrons, even though the house is several miles off the beaten path.

The theatre is being managed by Eddie Posh, with Ted Schiska as operator, William Hackett, original manager of the house when it opened, has been transferred to Pontiac.

• ALWAYS SOMETHING DIFFERENT

Filmrows of America in BOXOFFICE



The heart of Indianapolis, showing Monument Circle. Filmrow is located three blocks above the Circle.

FILMROWS OF AMERICA

Here is the story of the film business in the Hoosier state, the third in a series of articles about the men who sell and exhibit motion pictures America produces.

INDIANAPOLIS

By HOWARD RUDEAUX

IN INDIANAPOLIS, along that three-block stretch on North Illinois street known as Filmrow, you can step into almost any office and find an old hand at the business regaling the "younger set" with his own personal line of astonishing what went on in show... nickel bought a... Great...

Claude McKean, who presides over the sanctum sanctorum known as the branch manager's office at Warners, was virtually raised amidst arguments over film rentals. His father... ted the Independent Exchange, and when young McCarthy... istribution in 1906 he... of the answers.

Marcus and McKean... nogram's branch manager... as with the Standard... icago, and the three... years of service, are... bution on the Row... ludes Sam Abrams, who... n't begin his career... H. Brauer, who... 1919, and Foster... and UA's Elmer... rk in distribution...

...w Indianapolis... however, comes... C. Zaring, who... city continuously... North Star in... egan posting... and is still... ntertainment...

...1920 when... throughout... pounded... se of the... keep the... he trend... offices... started... did in... apolis... ed by...

the bitter experience of a film building fire which took several lives and destroyed thousands of feet of film. Within two years of the fire, the first buildings were up on the Row.

The distributors couldn't have chosen an area which could better facilitate their services. The Filmrow stretch along North Illinois street is three blocks from the center of town and convenient for both Indianapolis and out-of-town exhibitors. Indianapolis itself is an ideal spot for an exchange center. It is almost directly in the center of the state, and is served by six railroads, approximately 80 truck lines and five airports. The job of buying pictures...

(Continued on page 36)

View on Filmrow, showing the Warner building (L) which also houses United Artists, and the Paramount building.



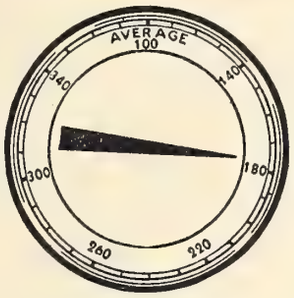
They're All Talking About This Series

The most talked-about series of articles in the motion picture trade press is "Filmrows of America," currently running in BOXOFFICE.

Now, for the first time, the story of the men and women who run the motion picture business of the country is being graphically told in articles written by a skilled staff of field correspondents and through hundreds of photographs taken by staff cameramen who are visiting every film exchange city in the United States and Canada to photograph the filmrow personalities you read and hear about.

"Filmrows of America" is another special BOXOFFICE feature—that extra dividend subscribers receive from the No. 1 magazine in its field.

BOXOFFICE BAROMETER



FIRST RUN REPORTS

This chart shows the records made by pictures in five or more of the 21 key cities checked. As new runs are reported, ratings are added and averages revised.

TOP HIT OF THE WEEK

The Outlaw—

Minneapolis 175

Computed in terms of percentage in relations to normal grosses. With 100 per cent as "normal," the figures show the percentage above or below that mark.	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DES MOINES	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MILWAUKEE	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
Affairs of Geraldine (Rep)	100	100	100			90	100	100	100				100		100							99
Angel and the Badman (Rep)	120		120		100	130	130		95	110	112	153	100			125				140		120
Bachelor's Daughters, The (UA)	110	175	175	130	85	100	95	90	85	90	80	120		100	145	109	85	110		120	130	112
Beat the Band (RKO)	170		100				100	100	100		100	100	100	200	85		100				100	113
Bedelia (Eagle-Lion)	130	92	120	150					110			150				110	105	135				122
***Best Years of Our Lives, The** (RKO)	200	200	200	300	300	200	500	300	175		325		175	250		180	275	210	310	600	250	275
Blondie Knows Best (Col)	100	90		150		100	100		115	90	100	75	95	90	100		100		110	100	85	100
Blondie's Big Moment (Col)	100	100			85	100		100	100	100		100	110	100		100				110	85	99
Brasher Doubloon, The (20th-Fox)				150	100		100					100			85			100	85	100	60	98
Carnival in Costa Rica (20th-Fox)	100			120	100		110					150	115			96		170	125		80	117
Cross My Heart (Para)	130	90	145	80	70	95	110		85	95	100	125		130	145	76	105	110	95	100	100	105
Easy Come, Easy Go (Para)	115						110					93				105		120		100		107
Egg and I, The (U-I)				250					150	250	220	200				108						196
Face of Marble, The (Mono)		100							85	100				110			95					98
Gentleman Joe Palooka (Mono)	105	100	100			100	100		90	100	90	100	95	100	100		100					98
Ghost Goes Wild, The (Rep)	100		100			85			100	100			100							100		98
Her Sister's Secret (PRC)	100	100	115	110	100	110		85	100	80				100	150	77	90	100	100		85	100
Home in Oklahoma (Rep)						105	75			125	80		100								80	94
It Happened in Brooklyn (MGM)	130	88			95			100	120		100	150	130	160	130	110			80	120		116
It's a Joke, Son (Eagle-Lion)	100	92				100			100			100		120				115	50		60	93
It's a Wonderful Life (RKO)	180	110	135	160	120	135	130	175	130	95	130	200	120	200		135	130	140	105	190	160	144
Johnny O'Clock (Col)		140	140		70	110		100			115	175	110			135	110	170	105	210		130
Late George Apley, The (20th-Fox)	95	100			100							150	130			113						115
Lone Wolf in Mexico, The (Col)	100	90	100			100	100		100	100	100	100	100	100	100					175	75	103
Macomber Affair, The (UA)	140	90	120						110	100	115		100		140	135	135		85	165	120	120
Madonna of the Seven Moons (U-I)	100		100			100	100		90		85		100	90	100	95				100	100	97
Millie's Daughter (Col)	100			80							100	100		100				150				105
Outlaw, The (UA)			150						225	150	135	150		175			150			250		173
Pursued (WB)	130	88	125	140	100		153	95	105	110	100	175	120		135	120	95	180	100	120	110	121
Red House, The (UA)			140	120	130	100			100	105	110	175		100		130		140		190		128
Sea of Grass, The (MGM)	130	130					140			100	130	175	140	150		108				130		133
Shadowed (Col)		100				105			100	100	100	80	100	100	100		95			100	100	98
Sinbad the Sailor (RKO)	150	100	125	160	145	120	145	90	130	100	160	175	165	130		168	115	170	105	150	140	137
Song of Scheherazade (U-I)	120	150	125	250		90		95				175	110			125		110	100	175	160	137
Stallion Road (WB)	110		120		80				115		100	75	130	125	100	105		170	85	120		118
Strange Journey (20th-Fox)	100	100					100		140	95			100		93					100	90	102
Suddenly It's Spring (Para)	150		135	140		130	150	105	135		120			140	90	101	125			150		129
That Way With Women (WB)					60					95	95	100			85	98		130	65			91
Trail Street (RKO)	105		115	120	90		115	125	100		125	135	100			106	135			150		117
Vacation Days (Mono)		90				90	100		100		100		100				90					96
Wild West (PRC)		90				90							100		100				80			92

*Playing at advanced admission scales

THE EXHIBITOR HAS HIS SAY ABOUT PICTURES

One star after a picture report denotes an exhibitor who has only started contributing to the department, two stars designate a contributor who has been sending in reports from six months to a year, and three stars are for those of veteran standing, from one to many years. When a contributor attains the three-star standing, he may expect a token of our appreciation. Everybody welcome

COLUMBIA

Johnny O'Clock (Col)—Dick Powell, Evelyn Keyes, Lee J. Cobb. Here is a swell picture from Columbia—do not pass this one. Powell is tops in it. There was no one to see it but that was not the fault of the picture—I just have no business. Played Tues., Wed., Thurs. Weather: Rain.—Barney T. Holt, State Theatre, Boynton, Okla. Small town and rural patronage. * * *

Jolson Story, The (Col)—Larry Parks, Evelyn Keyes, William Demarest. I caught this one out of town. It's truly a great picture and has had some wonderful exploitation breaks. Larry Parks plays Jolson with more originality than the original. The color is perfect, music enthralling, the cast does a swell job all the way. I think it will do terrific business in cities and larger towns but feel it won't do better than average business in small rural situations like mine. If it would do what Columbia claims I could take a month's vacation, but I can't forget "A Song to Remember." They offered this to me for just $12 less than the highest Columbia gross I've ever had. I'm afraid I'm passing.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. * * *

METRO-GOLDWYN-MAYER

Courage of Lassie (MGM)—Elizabeth Taylor, Frank Morgan, Tom Drake. This is a wonderful dog story in color. Doubled with "Tombstone Terror" (FC) with Bob Steele to fair Fri., Sat. business. Played Fri., Sat. Weather: Fair and cool.—Barney T. Holt, State Theatre, Boynton, Okla. Small town and rural patronage. * * *

Faithful in My Fashion (MGM)—Donna Reed, Tom Drake, Edward Everett Horton. This is one of those pictures with a misleading title. You don't expect much, but it turns out to be a delightful and thoroughly entertaining comedy-romance which you don't have to be ashamed to play. I expected below average business because of the title and lack of drawing power in the names, but was pleasantly surprised with average business for both nights. I think the scenes of Edward Everett Horton in the preview pulled them in. Played Fri., Sat. Weather: Fair.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Undercurrent (MGM)—Katharine Hepburn Robert Taylor, Robert Mitchum. Hepburn is not boxoffice in this community. However, we had a better crowd than we expected—no complaints, no walkouts. The children became restless, of course, as it is strictly adult fare. We are glad to see Robert Taylor back and have a feeling he is going to help the boxoffice receipts. Played Sun., Mon. Weather: Nice.—Marcella Smith, Vinton Theatre, McArthur, Ohio. Small town patronage. * * *

Yearling, The (MGM)—Gregory Peck, Jane Wyman, Claude Jarman jr. This should be a small town natural if we get to play it some time close to the year of "The Yearling." It's the best thing I've ever seen for a small town since "The Enchanted Forest." The acting should have brought home three Oscars for MGM in my opinion. They could have changed the script and let the deer get lost and it would help the kid attendance, for a lot of mothers object to having their children attend these tear-jerkers. This is Technicolor as it should be. The scenery is awe-inspiring. I don't think this will be a boxoffice record breaker, but it should be a great relief after "The Last Chance," "Portrait of Maria," etc. Reviewed for exhibitors.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. * * *

MONOGRAM

Ginger (Mono)—Frank Albertson, Barbara Reed, Johnny Calkins. A fair program picture about a boy and his dog that should do okay on double bills. Played Thurs., Fri., Sat. Weather: Good.—Terry Axley, New Theatre, England, Ark. Rural and small town patronage. * * *

Vacation Days (Mono)—Freddie Stewart, June Preisser, Frankie Darro. Very good in this series, which is very popular here. Played Thurs., Fri., Sat. Weather: Good.—Terry Axley, New Theatre, England, Ark. Rural and small town patronage. * * *

PARAMOUNT

Blue Dahlia, The (Para)—Alan Ladd, Veronica Lake, William Bendix. An excellent picture in all respects. This was one of Ladd's best pictures in a long time. He is good boxoffice, small or large towns. Bill Bendix, as usual, turned in a sterling performance. However, if we depended on Veronica Lake, this picture would have been a flop. Played Sun., Mon. Weather: Very good.—Dinkle & Lemaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Cross My Heart (Para)—Betty Hutton, Sonny Tufts, Howard Freeman. No good and plenty silly—about Betty Hutton's worst from both the picture and boxoffice standpoint. I paid too much for this one. Played Sun., Mon. Weather: Good.—Terry Axley, New Theatre, England, Ark. Rural and small town patronage. * * *

Northwest Mounted Police (Para)—Reissue. Gary Cooper, Madeleine Carroll, Paulette Goddard. If you haven't brought this one back, don't pass it up. It's still the grandest of all color outdoor pictures, in my opinion. It did better than average business and helped me stand the loss I took on "Stork Club" the following night. I ran too many shorts with this one and thought I'd never get out of the booth. Weather: Chilly.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. * * *

Strange Love of Martha Ivers, The (Para)—Barbara Stanwyck, Van Heflin, Lizabeth Scott. Paramount received its guarantee on this, Fox was paid for the cartoon, MGM has money to show for the news, but Phil has a hole in his shoe and it will stay there if I have to depend on the profits from the above mentioned picture.—Phil Schwartz, Parkway Theatre, Bridgeport, Conn. Suburban patronage. *

PRC PICTURES

Queen of Burlesque (PRC)—Evelyn Ankers, Carleton Young, Craig Reynolds. Just a fair show that brought in an average attendance. Played Fri., Sat. Weather: Good.—Ralph Raspa, State Theatre, Rivesville, W. Va. Rural patronage. * * *

Song of Old Wyoming (PRC)—Eddie Dean, Sarah Padden, Al La Rue. It got a fair crowd out but the amateurish job of acting they do in this tinted horse opera is so lousy I'm not resting easy until I find out if Dean has learned to act by the time I get another one. I've got more bought but they've got to improve a lot to do any more business. I'd skip this first one. Played Fri., Sat. Weather: Good.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. * * *

Stars Over Texas (PRC)—Eddie Dean, Roscoe Ates, Shirley Patterson. This disappointed the Dean fans, due to the fact it wasn't in color. This is the first one we've played that wasn't in color, but it was good western fare, with the usual amount of action, comedy, singing and romance. Dean's voice is very good and seems to get better in each picture. Played Wed., Thurs. Weather: Rain.—E. V. Dinkle, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

RKO PICTURES

Belle of the Yukon (RKO)—Randolph Scott, Gypsy Rose Lee. Price okay—print in bad condition, color dim. Randolph Scott has a good following here. Gypsy Rose Lee should be in more pictures. We never get tired of Dinah Shore's singing—a good feature for everyone to see. Played Fri., Sat. Weather: Clear and windy.—C. M. Garrett, Yandell Theatre, El Paso. Family patronage. *

Crack-Up (RKO)—Pat O'Brien, Claire Trevor, Herbert Marshall. A fairly good show that failed to draw. How's about another football picture with Pat O'Brien in the lead? Played Tues., Wed. Weather: Cool.—Ralph Raspa, State Theatre, Rivesville, W. Va. Rural patronage. * * *

Crack-Up (RKO)—Pat O'Brien, Claire Trevor, Herbert Marshall. This picture should have cracked up before it was ever released—a thorough waste of film, I would call it. Played Sun., Mon. Weather: Good.—Terry Axley, New Theatre, England, Ark. Rural and small town patronage. * * *

Criminal Court (RKO)—Tom Conway, Martha O'Driscoll, Robert Armstrong. Tom Conway is well liked here. The picture was good—kept everyone interested from beginning to end. Doubled with "Sunset Pass" (RKO).

Uninhibited Exhibitors Get Views Off Chest

Pulling no punches, exhibitors have a heyday in this department, letting down the distributors' and producers' hair as well as their own. Brickbats fly but so do bouquets, and in addition to comments used this week, these are coming up in weeks to follow.

"The villain in 'Roll On Texas Moon' spoke with an English accent, so evidently Hollywood is getting hard up for American villains." . . . "Our main interest in running a theatre is to give the people their money's worth and with pictures like 'Sheriff of Redwood Valley' we can do just that." . . . "Perhaps 'The Shocking Miss Pilgrim' would be okay in the east, but I don't recommend it for a small, midwestern town." . . . "'Spellbound' is a grand picture and a credit to the motion picture industry and I would say, play it." . . . "'Destry Rides Again' is a reissue which brought the customers in pleasing numbers and sent them away happy." . . . "I believe that reissues are good for business, as long as they don't bring back too many of them and stick to good ones." . . . "'Nora Prentiss' has that quality which is missing in so many dramatic films—the ability to hold the audience's interest from start to finish." . . . "Those who saw 'Polo Joe' the first night told everyone else—result, full house the next."

El Paso Exhibitor Says Some Film Dangerous

"I believe we small independent operators should get together and figure out some way to stop these film exchanges from sending out films that are unfit and dangerous. I have seen and received films so bad that my operators would have to spend two or three hours fixing it so it could be run. We should adopt some kind of resolution and work toward making it a law."—C. M. Garrett, Yandell Theatre, El Paso.

Played Saturday. Weather: Clear and cool. —J. E. Rongeau, Club Theatre, Seven Sisters Falls, Manitoba. Small town and rural patronage. * *

Nocturne (RKO)—George Raft, Lynn Bari, Virginia Huston. This is a good detective story which will draw and please average business. It is better than Mr. Ace. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Notorious (RKO)—Cary Grant, Ingrid Bergman, Claude Rains. Word-of-mouth and Grant-Bergman names brought slightly above average attendance. We believe extended and prior runs in four neighboring cities within 30 miles skimmed most of the plus potential business. Played Sun., Mon. Weather: Fair.—Chase Bros., Sokokis Theatre, Limerick, Me. Rural and small town patronage. * *

Tarzan and the Leopard Woman (RKO)—Johnny Weissmuller, Brenda Joyce, Johnny Sheffield. As usual Tarzan proved very successful at the boxoffice. Many men have played Tarzan before (namely Elmo Lincoln, Frank Merrill, Buster Crabbe, Bruce Bennett) but Johnny W. has played him the longest and his name is sure success, whether he plays Tarzan or not. Too bad they don't put out six or eight of these Tarzans a year. Played Sun., Mon. Weather: Very good.—R. V. Dinkle, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Tomorrow Is Forever (RKO)—Claudette Colbert, Orson Welles, George Brent. Don't pass this one up, brethren. They liked it and came out. Played Wed., Thurs. Weather: Cold.—Harland Rankin, Plaza Theatre, Tilbury, One. General patronage. * * *

REPUBLIC

El Paso Kid, The (Rep)—Sunset Carson, Marie Harmon, Tom London. Excellent western from Republic in all respects. They must have spent a week filming this one instead of the usual four or five days as it was better than any other Carson western we have played yet. The leading lady was pleasing to look at, with no lens adjustments necessary. Played Fri., Sat. Weather: Fair.—R. V. Dinkle, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Invisible Informer, The (Rep)—Linda Sterling, William Henry, Gerald Mohr. This was a good little mystery. I double billed it with a Sunset Carson and had a good house. I don't know which picture drew them. Played Fri., Sat. Weather: Cold.—Marcella Smith, Vinton Theatre, McArthur, Ohio. Small town patronage. * * *

Murder in the Music Hall (Rep)—Vera Hruba Ralston, William Marshall, Helen Walker. Pass this up or double bill it. We starved and I took aspirin. Played Wed., Thurs. Weather: Rain.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Out California Way (Rep)—Monte Hale, Adrian Booth, Bobby Blake. This is a nice western in Trucolor which pleased the Fri., Sat. fans.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Rendezvous With Annie (Rep)—Eddie Albert, Faye Marlowe, Gail Patrick. This is a good comedy—one of the few good pictures we have had from Republic other than westerns. Played Wed., Thurs. Weather: Fair.—Hugh A. Wood, Community Theatre, Holden, Utah. Small town patronage. * *

That Brennan Girl (Rep)—James Dunn, Mona Freeman, William Marshall. I watched this from the beginning to the end—a radio serial put on the screen—100 per cent soap opera, and what do you think? The women ate it up and no complaints from the men. Business was very satisfactory. I suggest a few more like it.—Phil Schwartz, Parkway Theatre, Bridgeport, Conn. Suburban patronage. *

20th CENTURY-FOX

Centennial Summer (20th-Fox)—Jeanne Crain, Cornel Wilde, Linda Darnell. Well received with roads bad. Worth playing—wish our weather had been better. Played Mon., Tues. Weather: Cold—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Strange Journey (20th-Fox)—Paul Kelly, Osa Massen, Hillary Brooke. This is not a bad picture, considering its small budget and running time. But it will not draw and will not stand alone. If you do not run double features, better skip it. Played Tuesday. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

"BOXOFFICE Valuable; Especially This Dep't"

"I have only been in the theatre business a little over a year but in that time have learned how valuable BOXOFFICE is to me in my business. I especially enjoy the Exhibitor Has His Say section. I can read a few reports on a picture and get a good idea of what I will do on a given picture. Keep up the good work." —Wilder S. Funk, Star Theatre, St. Stephens, S. C.

UNITED ARTISTS

Chase, The (UA)—Robert Cummings, Michele Morgan, Peter Lorre. Very well directed and a different type of story but no star value. However, with a light bit such as "Rendezvous With Annie" (Rep), it should click. — Phil Schwartz, Parkway Theatre, Bridgeport, Conn. Suburban patronage. *

Chase, The (UA)—Robert Cummings, Michele Morgan, Peter Lorre. I'm rather surprised this got by the censors in some spots, but it drew better than I expected and had no walkouts—well worth what you'll pay for it. Played Wed., Thurs. Weather: Nice.—Marcella Smith, Vinton Theatre, McArthur, Ohio. Small town patronage. * * *

Devil's Playground, The (UA)—William Boyd, Andy Clyde, Elaine Riley. A fair western—not as good as Hoppy is in the habit of producing. Doubled with "Little Iodine" (UA) to average weekend business. Played Fri., Sat. Weather: Fair.—Barney T. Holt, State Theatre, Boynton, Okla. Small town and rural patronage. * * *

Getting Gertie's Garter (UA)—Dennis O'Keefe, Marie McDonald, Sheila Ryan. What a show—and how they liked it. Why can't more pictures like this be made? They are still talking about it. UA, you make 'em the way they like 'em. Played Sat., Sun. Weather: Cool.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

Scandal in Paris (UA)—George Sanders, Signe Hasso, Carole Landis. This is a fair picture which failed to draw. I barely took in film rental. George Sanders never draws here. Played Wed., Thurs. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Strange Woman, The (UA)—Hedy Lamarr, George Sanders, Louis Hayward. Playing so late hurt this one. Most patrons thought the picture was over-rated but enjoyed it. Played Mon., Tues.—James C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

UNIVERSAL-INTERNATIONAL

Canyon Passage (U-I)—Dana Andrews, Brian Donlevy, Susan Hayward. This is a good picture—swell color, but Universal got stupid and wouldn't let me play it until everyone else had—therefore no business, but after they paid C.R.I., they lost money. Played preview, Sun., Mon. Weather: Fair.—Barney T. Holt, State Theatre, Boynton, Okla. Small town and rural patronage. * * *

Little Giant (U-I)—Bud Abbott, Lou Costello, Brenda Joyce. This is the finest Abbott and Costello picture I have played and wound up with a gross equal to the last Blondie picture I played, which holds the record for a two-day run. This is a good picture in which you are kept busy throughout either laughing at or feeling sorry for Costello. Played Sun., Mon. Weather: Mild, rain.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Lover Come Back (U-I)—George Brent, Lucille Ball, Vera Zorina. Very cute—the audience seemed to love it even though it is silly in spots. Ball and Brent make a good comedy team. Played Wed., Thurs. Weather: Nice and cold.—Marcella Smith, Vinton Theatre, McArthur, Ohio. Small town patronage. * * *

Night in Paradise (U-I)—Merle Oberon, Turhan Bey, Thomas Gomez. Wasted color on this type of picture in small towns. Business was below average. Played Wed., Thurs. Weather: Fair.—E. B. Wacaster, Ozark Theatre, Ozark, Mo. Rural and small town patronage. * * *

They Were Sisters (U-I)—Phyllis Calvert, James Mason, Hugh Sinclair. Women enjoyed this in spite of a bit of heavy British dialog. This is not for action spots—okay maybe with an action picture to hold the male trade.—Phil Schwartz, Parkway Theatre, Bridgeport, Conn. Suburban patronage. *

WARNER BROS.

Her Kind of Man (WB)—Dane Clark, Janis Paige, Zachary Scott. A fairly good picture, bought reasonably and played to average Wed., Thurs. business. It seemed to please all who saw it. Played Wed., Thurs. Weather: Fair.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Humoresque (WB)—Joan Crawford, John Garfield, Oscar Levant. This is tops for music lovers. However, being in a neighborhood of the not-so-up-and-up, I was down-and-down. No money on this one.—Phil Schwartz, Parkway Theatre, Bridgeport, Conn. Suburban patronage. *

Janie (WB)—Joyce Reynolds, Robert Hutton. First repeat picture I've played that didn't go over. The flu is spreading fast through this section and business is on the rocks. Even warm weather fails to bring them out. Played Tues., Wed. Weather: Warm.—Ralph Raspa, State Theatre, Rivesville, W. Va. Small town patronage. * * *

Man I Love, The (WB)—Ida Lupino, Robert Alda, Andrea King. This drew very well. Definitely not a child's picture—not enough singing or piano either. Otherwise, a swell picture. Good acting by all and definitely a good buy—don't pass it up. Played Wed., Thurs. Weather: Nice.—Marcella Smith, Vinton Theatre, McArthur, Ohio. Small town patronage. * * *

Night and Day (WB)—Cary Grant, Alexis Smith, Jane Wyman. Received a good print and good comments from all. Very good attendance Sunday, not very good Monday. The percentage was too high for the average small theatre. It should be played for the advertisement it will bring your house—word-of-mouth. Weather: Clear.—C. M. Garrett, Yandell Theatre, El Paso. Family patronage. *

Nora Prentiss (WB)—Robert Alda, Ann Sheridan, Kent Smith. Nora kept her mouth shut but my first night customers didn't, as they didn't recommend it. To my surprise most of our second night crowd thought it superb. I thought it was very good—a very unusual picture.—James C. Balkcom, Gray, Theatre, Gray, Ga. Small town patronage. * * *

Wild Bill Hickok Rides (WB)—Reissue. Bruce Cabot, Constance Bennett, Warren William. These reissues do more business than most of the new product and please better. Everyone says the product became very shoddy during the war and still is. So play this reissue, which has everything it takes to make a good show—star power, length, story and plenty of action. Played Fri., Sat. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

FEATURE CHART

Feature productions, listed by company, in order of release. Number in square is national release date. Production number is at right. Number in parentheses is running time, as furnished by home office of distributor; checkup with local exchanges is recommended. R—is review date. PG—is Picture Guide page number. Symbol ◐ indicates BOXOFFICE Blue Ribbon Award Winner, Symbol ⊙ indicates color photography.

	JULY 13	JULY 20	JULY 27	AUGUST 3	AUGUST 10	AUGUST 17	AUGUST 24	AUGUST 31
COLUMBIA	11 (54) Western 7209 THE DESERT HORSEMAN Charles Starrett Smiley Burnette Adele Roberts R—July 13—PG-735	18 (67) Act-Mus 7223 COWBOY BLUES Ken Curtis Jeff Donnell Hoosier Hotshots Guy Kibbee R—July 13—PG-736	25 (73) Musical 7033 SING WHILE YOU DANCE Ellen Drew Robert Stanton Andrew Tombes R—Aug. 10—PG-741		8 (68) Comedy 7039 PERSONALITY KID Anita Louise Michael Duane Ted Donaldson R—Aug. 10—PG-742	15 (54) Western 7201 HEADING WEST Charles Starrett Smiley Burnette R—Aug. 24—PG-745		
M-G-M		Block 17 18 (97) Drama 625 BOYS' RANCH James Craig "Butch" Jenkins R—May 4—PG-720	Special: 25 (110) Drama 624 ⊙EASY TO WED Esther Williams Van Johnson R—Apr. 13—PG-714		8 (93) Drama 626 ⊙COURAGE OF LASSIE Lassie Elizabeth Taylor Frank Morgan Tom Drake R—May 11—PG-721		22 (81) Drama 627 FAITHFUL IN MY FASHION Tom Drake Donna Reed R—June 15—PG-729	29 (92) Drama 628 ◐THREE WISE FOOLS Margaret O'Brien Lionel Barrymore Lewis Stone Edward Arnold Thomas Mitchell R—June 15—PG-730
MONOGRAM	13 (63) Drama 530 SOUTH OF MONTEREY Gilbert Roland Frank Yaconelli	20 (65) Act-Com 511 BOWERY BOMBSHELL Huntz Hall Bobby Jordan R—Aug. 10—PG-742	27 (64) Mys-Dr 518 SHADOWS OVER CHINATOWN Sidney Toler Victor Sen Young	3 (65) Act-Dr 520 BELOW THE DEADLINE Warren Douglas Ramsay Ames R—Oct. 5—PG-755	10 (57) Western 567 SHADOWS ON THE RANGE Johnny Mack Brown	17 (60) Mys-Dr 525 MISSING LADY Kane Richmond Barbara Reed	24 (68) Comedy 512 SPOOK BUSTERS Leo Gorcey Huntz Hall Bobby Jordan Billy Benedict David Gorcey R—Aug. 24—PG-745	
PARAMOUNT			Block 6 26 (107) Act-Dr 4526 O.S.S. Alan Ladd Geraldine Fitzgerald R—May 11—PG-721		Block 6 9 (107) Drama 4527 THE SEARCHING WIND Robert Young Sylvia Sidney R—May 11—PG-722			Special: 30 (93) Comedy 4532 MONSIEUR BEAUCAIRE Bob Hope Joan Caulfield R—May 11—PG-721
P. R. C.	10 (68) Mys-Dr LARCENY IN HER HEART Hugh Beaumont Cheryl Walker R—May 25—PG-725	17 (55) Western PRAIRIE BADMEN Buster Crabbe Al "Fuzzy" St. John R—Aug. 10—PG-741	24 (67) Drama QUEEN OF BURLESQUE Evelyn Ankers Carlton Young R—July 6—PG-733		14 (55) Drama TERRORS ON HORSEBACK Buster Crabbe R—Apr. 27—PG-717	16 (75) Drama DOWN MISSOURI WAY Martha O'Driscoll R—July 13—PG-735 15 (58) Drama SECRETS OF A SORORITY GIRL R—Aug. 24—PG-745	21 (54) Act-West OVERLAND RIDERS Buster Crabbe Al "Fuzzy" St. John R—Aug. 31—PG-747	29 (68) Mys-Dr BLONDE FOR A DAY Hugh Beaumont Kathryn Adams R—Aug. 10—PG-742
RKO RADIO	Special: (95) Drama 683 THE STRANGER Edward G. Robinson Loretta Young Orson Welles R—May 25—PG-726		Group 6 (105) Drama 626 TILL THE END OF TIME Dorothy McGuire Guy Madison Robert Mitchum Bill Williams R—June 15—PG-730	Group 6 (68) Musical 630 THE BAMBOO BLONDE Frances Langford Ralph Edwards Russell Wade R—June 22—PG-732				Special: (103) Drama 761 NOTORIOUS Ingrid Bergman Cary Grant Claude Rains Louis Calhern R—July 27—PG-739
REPUBLIC	12 (67) M'dr-Mus 523 NIGHT TRAIN TO MEMPHIS Roy Acuff 10 (79) Outdr-Mus 5541 MY PAL TRIGGER Roy Rogers R—July 6—PG-734	22 (56) Western 568 CONQUEST OF CHEYENNE Bill Elliott Bobby Blake Alice Fleming	22 (89) Comedy 525 RENDEZVOUS WITH ANNIE Eddie Albert Faye Marlowe R—Aug. 17—PG-744	26 (55) Western 557 RED RIVER RENEGADES Sunset Carson Peggy Stewart	7 (57) M'drama 526 THE INNER CIRCLE Adele Mara Warren Douglas William Frawley 9 (67) M'drama 527 LAST CROOKED MILE R—Aug. 24—PG-746	12 (69) Com-Dr 528 G.I. WAR BRIDES Anna Lee James Ellison R—Aug. 24—PG-746	19 (57) Mys-Dr 529 THE INVISIBLE INFORMER Linda Stirling William Henry Gerald Mohr R—Aug. 24—PG-746	26 (69) West-Mus 541 UNDER NEVADA SKIES Roy Rogers R—Aug. 31—PG-748
SCREEN GUILD				1 (75) Act-Dr 4605 FLIGHT TO NOWHERE Evelyn Ankers Alan Curtis		15 (72) Outdr-Dr 4604 ⊙DEATH VALLEY Robert Lowery R—Dec. 14—PG-771		
20TH-FOX	(70) Comedy 632 IT SHOULDN'T HAPPEN TO A DOG Carole Landis Allyn Joslyn Henry Morgan Margo Wood R—June 8—PG-728			(102) Drama 633 ⊙CENTENNIAL SUMMER Jeanne Crain Cornel Wilde Linda Darnell William Eythe R—June 8—PG-728	(128) Drama 634 ◐ANNA AND THE KING OF SIAM Irene Dunne Rex Harrison Linda Darnell R—June 8—PG-727	(65) Drama 635 DEADLINE FOR MURDER Paul Kelly Kent Taylor Sheila Ryan Jerome Cowan R—June 22—PG-732		
UNITED ARTISTS		19 (100) M'drama A SCANDAL IN PARIS George Sanders Signe Hasso Carole Landis R—July 20—PG-738		2 (84) M'drama MR. ACE George Raft Sylvia Sidney Sid Silvers R—Aug. 31—PG-748		Special: 16 (126) Drama ◐⊙CAESAR AND CLEOPATRA Vivien Leigh Claude Rains Stewart Granger R—Aug. 17—PG-744		
UNIV.-INTL.	12 (60) Drama 539 DANGER WOMAN Brenda Joyce Don Porter Milburn Stone R—July 13—PG-736	19 (59) Drama 540 THE DARK HORSE Phillip Terry Ann Savage Allen Jenkins R—July 20—PG-738	26 (92) Drama 541 ⊙CANYON PASSAGE Andrews-Hayward R—July 27—PG-740 26 (61) Musical 542 CUBAN PETE Desi Arnaz R—July 27—PG-739	2 (80) Drama 543 THE BLACK ANGEL Dan Duryea R—Aug. 10—PG-741 2 (63) Drama 544 SLIGHTLY SCANDALOUS Fred Brady	9 (61) Drama 545 WILD BEAUTY Don Porter Lois Collier Jacqueline De Wit R—Aug. 17—PG-743	16 (82) Comedy 546 THE TIME OF THEIR LIVES Abbott and Costello Binnie Barnes Jess Barker R—Aug. 17—PG-743	22 (76) Drama 547 DEAD OF NIGHT Mervyn Johns Roland Culver Frederick Valk R—July 6—PG-734	30 (102) Drama 548 THE KILLERS Burt Lancaster R—Aug. 17—PG-743 30 (61) Drama 549 LITTLE MISS BIG R—Sept. 7—PG-750
WARNER-F.N.		20 (105) Drama 522 OF HUMAN BONDAGE Paul Henreid Eleanor Parker Alexis Smith Edmund Gwenn Janis Paige R—July 6—PG-734		3 (128) Drama 523 ⊙NIGHT AND DAY Cary Grant Alexis Smith Monty Woolley Mary Martin R—July 13—PG-736		17 (90) Drama 524 TWO GUYS FROM MILWAUKEE Dennis Morgan Jack Carson Joan Leslie Janis Paige R—July 27—PG-739		31 (114) Drama 601 THE BIG SLEEP Humphrey Bogart Lauren Bacall Martha Vickers Dorothy Malone R—Aug. 17—PG-744
MISCELLANEOUS	ASTOR (57) Mus (New Rel) BEWARE Louis Jordan (67) Mus. (New Rel) REET, PETITE AND GONE Louis Jordan June Richmond	(30) M-Rev (New Rel) EBONY PARADE Cab Calloway Count Basie Mills Bros. (72) Comedy Reissue FLYING DEUCES Laurel and Hardy	(10) Mus (New Rel) (1 Reel Spec) HERE'S RICHARD'S ANSWER Stepin Fetchit (57) M-Dr (New Rel) HOLLYWOOD BOUND Betty Grable	(89) Reissue JIMMY STEPS OUT Jimmy Stewart (83) Drama Reissue LITTLE MEN (86) Drama Reissue ONE ROMANTIC NIGHT Ilona Massey	(100) Drama Reissue SCARFACE Paul Muni George Raft (86) Mus-Dr Reissue SECOND CHORUS Paulette Goddard Fred Astaire	(55) M-Dr (New Rel) STAIRWAY FOR A STAR Cornel Wilde (48) Mus (New Rel) TALL, TAN AND TERRIFIC Mantan Moreland Francine Everett	(50) M-Dr (New Rel) THAT MAN OF MINE Harrel Tillman Ruby Dee Anna Mae Winburn (58) O'd-Dr (New Rel) WHITE STALLION Eddie Dean	

SEPTEMBER 7	SEPTEMBER 14	SEPTEMBER 21	SEPTEMBER 28	OCTOBER 5	OCTOBER 12	OCTOBER 19	OCTOBER 26
	12 (63) Comedy 7038 IT'S GREAT TO BE YOUNG R—Sept. 7—PG-749 12 (69) Western 7224 SINGING ON THE TRAIL R—Sept. 14—PG-752		24 (68) Drama 7002 GALLANT JOURNEY R—Sept. 14—PG-752 26 (70) M'Dr-Mys 7041 SHADOWED Anita Louise R—Oct. 5—PG-756	30 (91) Musical 7006 THE THRILL OF BRAZIL Evelyn Keyes Keenan Wynn Ann Miller Allyn Joslyn R—Aug. 31—PG-747	10 (71) Psych-Dr 805 SO DARK THE NIGHT Steven Geray Micheline Cheirel Eugene Borden Ann Codee R—Nov. 23—PG-765	17 (69) Comedy 806 BLONDIE KNOWS BEST Singleton-Lake R—Oct. 5—PG-755 17 (53) Western 861 LANDRUSH Charles Starrett	24 (61) Mystery 816 CRIME DOCTOR'S MANHUNT Warner Baxter Ellen Drew William Frawley Frank Sully R—Dec. 28—PG-776
		19 (127) Mus-Com 701 HOLIDAY IN MEXICO Walter Pidgeon Jane Powell Ilona Massey Jose Iturbi R—July 27—PG-740			(81) Comedy-Dr 703 THE COCKEYED MIRACLE Frank Morgan Keenan Wynn Audrey Totter R—July 20—PG-737	(117) Musical 704 NO LEAVE, NO LOVE Van Johnson Keenan Wynn Pat Kirkwood R—Aug. 31—PG-747	Reissue (84) Drama 705 RAGE IN HEAVEN Robert Montgomery Ingrid Bergman George Sanders
7 (74) Com-Mus 517 HIGH SCHOOL HERO Freddie Stewart June Preisser R—Aug. 24—PG-745	14 (76) Mys-Dr 601 DECOY Edward Norris Jean Gillie R. Armstrong R—Sept. 14—PG-751	21 (54) Western 568 TRIGGER FINGERS Johnny Mack Brown Raymond Hatton		5 (72) Act-Dr 602 GENTLEMAN JOE PALOOKA Joe Kirkwood jr. Elyse Knox Leon Errol R—Sept. 28—PG-753	12 (66) Mys-Dr 603 DANGEROUS MONEY Sidney Toler Gloria Warren Victor Sen Young R—Oct. 12—PG-758		
Block 6 6 (69) Act-Dr 4528 SWAMP FIRE Johnny Weissmuller Buster Crabbe	Block 6 13 (117) Drama 4529 THE STRANGE LOVE OF MARTHA IVERS Barbara Stanwyck Van Heflin Lizabeth Scott R—Mar. 16—PG-706			Reissue R5-3624 (113) Outdr-Drama THE PLAINSMAN Gary Cooper Jean Arthur	Reissue R5-3620 (84) Adven-Drama JUNGLE PRINCESS Dorothy Lamour Ray Milland		
2 (56) Drama STRANGE HOLIDAY Claude Rains R—Nov. 9—PG-764			23 (86) Drama SP71 HER SISTER'S SECRET R—Sept. 28—PG-753 22 (56) Act-West OUTLAW OF THE PLAINS Crabbe-St. John	1 (55) Outdr-Mus 741 DRIFTIN' RIVER R—Oct. 12—PG-757 1 (58) Drama 714 THE BRUTE MAN R—Nov. 2—PG-761			
Group 6 (93) Drama 627 CRACK-UP Pat O'Brien Claire Trevor Herbert Marshall R—June 15—PG-729	Group 1 (61) Drama 703 STEP BY STEP Lawrence Tierney Anne Jeffreys Lowell Gilmore R—July 20—PG-737	Group 1 (59) Western 704 SUNSET PASS James Warren Nan Leslie John Laurenz Jane Greer R—July 20—PG-738	Group 1 (97) Comedy 702 LADY LUCK Robert Young Barbara Hale Frank Morgan R—July 27—PG-739	Group 1 (116) Drama 701 SISTER KENNY Rosalind Russell Alexander Knox Dean Jagger R—July 20—PG-738	Group 1 (68) Drama 705 GREAT DAY Eric Portman Flora Robson R—July 20—PG-737	Group 2 (62) Drama 709 CRIMINAL COURT Tom Conway R—Aug. 10—PG-742 15 (62) Com-Chiller GENIUS AT WORK W. Brown-A. Carney R—Aug. 10—PG-741	
3 (56) Mystery 531 THE MYSTERIOUS MR. VALENTINE William Henry Linda Stirling	9 (56) Western 558 RIO GRANDE RAIDERS Sunset Carson 12 (68) Outdr-Mus 542 ROLL ON TEXAS MOON Roy Rogers-Dale Evans R—Sept. 28—PG-754						
				1 (71) Drama 4607 ROLLING HOME Jean Parker Russell Hayden R—Oct. 19—PG-760		15 (41) Out-Dr 4606 'NEATH CANADIAN SKIES Russell Hayden Inez Cooper	
(74) Drama 636 BLACK BEAUTY Mona Freeman Richard Denning Evelyn Ankers R—July 20—PG-737	(78) Drama 637 CLAUDIA AND DAVID Dorothy McGuire Robert Young Mary Astor John Sutton Gail Patrick R—July 27—PG-746	(78) Musical 638 IF I'M LUCKY Vivian Blaine Perry Como Harry James Carmen Miranda Phil Silvers R—Sept. 7—PG-750	Reissue (86) Musical 641 SUN VALLEY SERENADE Sonja Henie John Payne Milton Berle Glenn Miller & Orch. Joan Davis	(90) Musical 639 THREE LITTLE GIRLS IN BLUE June Haver George Montgomery Vivian Blaine Celeste Holm R—Sept. 14—PG-751	(90) Drama 640 HOME SWEET HOMICIDE Peggy Ann Garner Randolph Scott Lynn Bari Dean Stockwell R—July 27—PG-740	Reissue (84) Drama 642 THE BOWERY Wallace Beery George Raft Jackie Cooper Fay Wray	
6 (90) Comedy THE BACHELOR'S DAUGHTERS Gail Russell Claire Trevor Adolphe Menjou R—Sept. 14—PG-752		20 (101) M'drama ANGEL ON MY SHOULDER Paul Muni Anne Baxter R—Sept. 28—PG-754			11 (57) Comedy LITTLE IODINE Jo Ann Marlowe Eve Whitney Marc Cramer R—Oct. 19—PG-759		25 (101) Drama STRANGE WOMAN Hedy Lamarr George Sanders Louis Hayward R—Nov. 2—PG-762
30 (74) Drama 550 WHITE TIE AND TAILS Dan Duryea Ella Raines William Bendix R—Sept. 14—PG-751		20 (108) Drama 1065 THEY WERE SISTERS Phyllis Calvert James Mason Hugh Sinclair R—Aug. 31—PG-747					(85) Drama 601 THE DARK MIRROR Olivia de Havilland Lew Ayres Thomas Mitchell R—Oct. 12—PG-758
	14 (78) Drama 602 SHADOW OF A WOMAN Andrea King Helmut Dantine William Prince R—Aug. 17—PG-744		28 (106) Drama 603 CLOAK AND DAGGER Gary Cooper Robert Alda Lilli Palmer R—Sept. 14—PG-752		12 (100) Drama 604 NOBODY LIVES FOREVER John Garfield Geraldine Fitzgerald Walter Brennan Faye Emerson R—Oct. 5—PG-755		26 (112) Drama 605 DECEPTION Bette Davis Paul Henreid Claude Rains R—Oct. 19—PG-760

FILM CLASSICS

(101) Drama Reissue
DODSWORTH
Walter Huston
Jonn Payne
Reissue
(109) Drama Reissue
NORTH STAR
Dana Andrews

(80) Mus-Com Reissue
PALMY DAYS
Eddie Cantor
George Raft
(81) Reissue
THE RETURN OF THE SCARLET PIMPERNEL
Barry Barnes

(90) Musical Reissue
ROMAN SCANDALS
Eddie Cantor
Ruth Etting
(98) Drama Reissue
SCARLET PIMPERNEL
Merle Oberon
Leslie Howard

(107) Drama Reissue
STELLA DALLAS
Barbara Stanwyck
John Boles
(100) Musical Reissue
STRIKE ME PINK
Eddie Cantor
Brian Donlevy

(109) Drama Reissue
THE THIEF OF BAGDAD
Sabu
Conrad Veidt
(77) Drama Reissue
THE UNHOLY GARDEN
Ronald Colman

(83) Drama Reissue
WEDDING NIGHT
Gary Cooper
(102) Western Reissue
THE WESTERNER
Gary Cooper
Walter Brennan
Dana Andrews

(104) Drama Reissue
WUTHERING HEIGHTS
Laurence Olivier
Merle Oberon
(71) Comedy Reissue
WOMAN CHASES MAN
Joel McCrea
Miriam Hopkins

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FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

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NOVEMBER 2	NOVEMBER 9	NOVEMBER 16	NOVEMBER 23	NOVEMBER 30	DECEMBER 7	DECEMBER 14	DECEMBER 21
	7 (65) Mystery 818 SECRET OF THE WHISTLER Richard Dix Leslie Brooks R—Nov. 2—PG-761		21 (55) Western 862 TERROR TRAIL Charles Starrett Smiley Burnette R—Nov. 9—PG-764	28 (72) Musical 824 BETTY CO-ED Jean Porter Shirley Mills R—Nov. 30—PG-767		12 (69) Mystery 822 BOSTON BLACKIE AND THE LAW R—Dec. 14—PG-772 12 (68) West-Mus 854 LONE STAR MOONLIGHT R—Jan. 4—PG-777	19 (61) Western 863 THE FIGHTING FRONTIERSMAN Starrett-Burnette 19 (69) M'drama 828 ALIAS MR. TWILIGHT Michael Duane R—Jan. 4—PG-777
		(115) Drama 707 UNDERCURRENT Katharine Hepburn Robert Taylor Robert Mitchum R—Oct. 5—PG-756	(93) Drama 706 TWO SMART PEOPLE Lucille Ball John Hodiak R—June 15—PG-730			(97) Drama 709 THE SECRET HEART Claudette Colbert Walter Pidgeon June Allyson Robert Sterling R—Nov. 30—PG-767	21 (83) Comedy 708 THE SHOW-OFF Red Skelton Marilyn Maxwell R—Aug. 17—PG-743
2 (73) Drama 605 WIFE WANTED Kay Francis Paul Cavanagh R—Nov. 2—PG-762	9 (71) Outdr-Mus 531 BEAUTY AND THE BANDIT Gilbert Roland Ramsay Ames Frank Yaconelli	16 (55) Western 563 SILVER RANGE Johnny Mack Brown Raymond Hatton	23 (68) Comedy 604 BRINGING UP FATHER Joe Yule Renie Riano R—Oct. 19—PG-759	30 (68) Mystery 607 THE TRAP Sidney Toler Manton Moreland Victor Sen Young R—Jan 11—PG-779	7 (63) Act-Com 608 MR. HEX Leo Gorcey Huntz Hall R—Dec. 21—PG-773	Reissue: 14 (57) Western 612 SILVER STALLION David Sharpe Leroy Mason	21 (76) Dr-Mus 606 SWEETHEART OF SIGMA CHI Elyse Knox Phil Brito Phil Regan R—Dec. 7—PG-770
			22 (98) Sea Drama 4601 TWO YEARS BEFORE THE MAST Alan Ladd William Bendix Brian Donlevy Barry Fitzgerald R—Aug. 31—PG-748				
28 (68) Drama GAS HOUSE KIDS Billy Halop Robert Lowery Teala Loring R—Oct. 19—PG-759	5 (78) Drama DON RICARDO RETURNS Fred Coby		18 (57) Western 743 STARS OVER TEXAS Eddie Dean Roscoe Ates Shirley Patterson R—Dec. 28—PG-775	25 (74) Drama LADY CHASER Robert Lowery Ann Savage	1 (73) Outdr-Mus 706 WILD WEST Eddie Dean Al La Rue Robert "Buzzy" Henry R—Dec. 7—PG-769		
Group 2 (62) Drama 708 CHILD OF DIVORCE Sharyn Moffett Regis Toomey Madge Meredith Una O'Connor R—Oct. 19—PG-760		Group 2 (87) Drama 706 NOCTURNE George Raft Lynn Bari R—Oct. 12—PG-757	21 (172) Drama 751 THE BEST YEARS OF OUR LIVES Myrna Loy Fredric March Dana Andrews Teresa Wright R—Dec. 7—PG-769	28 (95) Mus-Dr 791 SONG OF THE SOUTH Bobby Driscoll Luana Patten Ruth Warrick R—Nov. 2—PG-762			21 (132) Com-Dr 781 IT'S A WONDERFUL LIFE James Stewart Donna Reed Lionel Barrymore R—Dec. 21—PG-774
	8 (72) Special 5542 HOME IN OKLAHOMA Roy Rogers George "Gabby" Hayes Dale Evans R—Nov. 9—PG-763	15 (56) Western 661 SANTA FE UPRISING Allan Lane-Bobby Blake 15 (82) Drama 532 PLAINSMAN AND THE LADY William "Bill" Elliott R—Nov. 9—PG-763	18 (68) Com-Mus 603 AFFAIRS OF GERALDINE R—Nov. 30—PG-768 21 (69) Outdr-Mus 681 SIOUX CITY SUE Gene Autry R—Dec. 7—PG-770		2 (117) Drama 601 I'VE ALWAYS LOVED YOU R—Sept. 7—PG-749 5 (67) Outdr 5503 OUT CALIFORNIA WAY R—Dec. 21—PG-773		16 (71) Dr-Com 604 FABULOUS SUZANNE Barbara Britton R—Dec. 28—PG-775 16 (70) Outdr-Mus 543 HELDORADO Roy Rogers R—Jan. 4—PG-777
		15 (46) Out-Dr 4610 NORTH OF THE BORDER Russell Hayden			1 (60) Drama 4609 MY DOG SHEP Tom Neal William Farnum R—Dec. 21—PG-774		
(91) Drama 644 WANTED FOR MURDER Eric Portman Dulcie Gray Derek Farr Roland Culver R—Nov. 9—PG-763	(97) Drama 645 MY DARLING CLEMENTINE Henry Fonda Linda Darnell Victor Mature Walter Brennan Tim Holt R—Oct. 12—PG-758	(94) Drama 646 MARGIE Jeanne Crain Glenn Langan Lynn Bari Alan Young R—Oct. 19—PG-760			(92) Mus-Fant 649 WAKE UP AND DREAM June Haver John Payne Charlotte Greenwood Connie Marshall R—Nov. 30—PG-768		(69) Drama 648 DANGEROUS MILLIONS Kent Taylor Dona Drake Tala Birell James Tinling Leonard Strong R—Dec. 14—PG-771
		15 (65) Western THE DEVIL'S PLAYGROUND William Boyd R—Sept. 28—PG-753	22 (86) Drama THE CHASE Robert Cummings Michele Morgan R—Oct. 19—PG-759			14 (65) Comedy SUSIE STEPS OUT Cleatus Caldwell David Bruce Nita Hunter R—Nov. 23—PG-766	
1 (108) Com-Dr 1066 NOTORIOUS GENTLEMAN Rex Harrison Lilli Palmer R—Nov. 2—PG-761		(95) Drama 602 MAGNIFICENT DOLL Ginger Rogers Burgess Meredith David Niven R—Nov. 23—PG-766				(98) Drama 604 TEMPTATION Merle Oberon George Brent Charles Korvin Paul Lukas R—Nov. 2—PG-761	
	9 (97) Drama 606 NEVER SAY GOODBYE Errol Flynn Eleanor Parker Lucile Watson S. Z. Sakall R—Nov. 2—PG-762		23 (86) Drama 607 THE VERDICT Sydney Greenstreet Peter Lorre Joan Lorring George Coulouris Rosalind Ivan R—Nov. 23—PG-766		Reissues: 7 (127) Drama 608 KINGS ROW Sheridan-Reagan 7 (72) M'drama 609 WILD BILL HICKOK RIDES Bruce Cabot-C. Bennett		

SRO

(140) Drama
DUEL IN THE SUN
Jennifer Jones
Gregory Peck
Joseph Cotten
Lionel Barrymore
R—Jan. 11—PG-780

BRITISH

(85) Drama
Prestige
BRIEF ENCOUNTER
Celia Johnson
Trevor Howard
R—Aug. 31—PG-748

(70) Melodrama
English
THE RAIDER
R—Sept. 28—PG-754

(89) Drama
Eng. Films
MAN FROM MOROCCO
Anton Walbrook
R—Jan. 4—PG-778

(80) Melodrama
Four Cont.
MURDER IN REVERSE
R—Jan. 4—PG-778

(40) Doc-Dr
Eng. Films
DIARY FOR TIMOTHY
John Gielgud
Dame Myre Hess
R—Jan. 18—PG-782

DECEMBER 28	JANUARY 4	JANUARY 11	JANUARY 18	JANUARY 25	FEBRUARY 1	FEBRUARY 8	FEBRUARY 15
26 (64) Mus-Com 804 SINGIN' IN THE CORN Judy Canova R—Jan. 4—PG-777 28 (91) Mel'drama 829 THE RETURN OF MONTE CRISTO R—Nov. 30—PG-767		9 (69) Comedy 807 BLONDIE'S BIG MOMENT Penny Singleton Arthur Lake Larry Simms Marjorie Kent R—Dec. 21—PG-773	16 (69) Mystery 823 LONE WOLF IN MEXICO Gerald Mohr Shirley Ryan Jacqueline De Wit Eric Blore R—Jan. 11—PG-780	25 (128) Mus-Dr 831 THE JOLSON STORY Larry Parks Evelyn Keyes William Demarest Bill Goodwin R—Sept. 28—PG-753	30 (58) Western SOUTH OF THE CHISHOLM TRAIL Charles Starrett Smiley Burnette Nancy Saunders R—Feb. 1—PG-786	6 (73) Myst-Dr BLIND SPOT Chester Morris Constance Dowling Steven Geray R—Feb. 8—PG-787	13 (67) Mus-Dr CIGARETTE GIRL Leslie Brooks R—Feb. 15—PG-789 13 (63) West-Mus OVER THE SANTA FE TRAIL R—Mar. 1—PG-796
	(135) Mus-Dr 710 TILL THE CLOUDS ROLL BY Robert Walker Van Heflin Lucille Bremer Van Johnson Judy Garland R—Nov. 23—PG-765	(99) Drama 702 GALLANT BESS Marshall Thompson George Tobias Clem Bevans Donald Curtis R—Jan. 25—PG-784	17 (85) Drama 711 THE MIGHTY McGURK Wallace Beery Dean Stockwell Edward Arnold Aline MacMahon R—Apr. 12—PG-809	24 (103) Mystery 712 LADY IN THE LAKE Robert Montgomery Audrey Totter Lloyd Nolan R—Nov. 30—PG-776		7 (93) Comedy 714 LOVE LAUGHS AT ANDY HARDY Mickey Rooney Lewis Stone Bonita Granville R—Dec. 7—PG-769	14 (93) Drama 715 MY BROTHER TALKS TO HORSES Butch Jenkins Peter Lawford Beverly Tyler R—Nov. 23—PG-766
28 (55) Outdr-Mus 681 SONG OF THE SIERRAS Jimmy Wakely Lee "Lasses" White Jean Carlin	4 (67) Drama 609 GINGER Frank Albertson Barbara Reed Johnny Calkins R—Apr. 19—PG-812	11 (81) Cisco Kid 610 RIDING THE CALIFORNIA TRAIL Gilbert Roland Inez Cooper Frank Yaconelli	18 (58) Western 568 RAIDERS OF THE SOUTH Johnny Mack Brown Raymond Hatton Reno Blair	20 (68) Teen-Ager 611 VACATION DAYS June Preisser Freddie Stewart Frankie Darro R—Apr. 5—PG-808		8 (54) West-Mus 683 RAINBOW OVER THE ROCKIES Jimmy Wakely Lee "Lasses" White Pat Starling	15 (54) Western 675 VALLEY OF FEAR Johnny Mack Brown Raymond Hatton Reno Blair
27 (104) Musical 4602 BLUE SKIES Bing Crosby Fred Astaire Joan Caulfield Billy De Wolfe Olga San Juan R—Sept. 28—PG-754		10 (83) Comedy 4603 CROSS MY HEART Betty Hutton Sonny Tufts Michael Chekhov R—Nov. 23—PG-765		24 (87) Rom-Com 4604 THE PERFECT MARRIAGE Loretta Young David Niven Eddie Albert Virginia Field R—Nov. 23—PG-765		7 (91) Comedy 4605 LADIES' MAN Eddie Bracken Cass Daley Virginia Welles Spike Jones Virginia Field R—Jan. 11—PG-780	
		10 (74) Drama LIGHTHOUSE John Litel June Lang	17 (57) Western 744 WILD COUNTRY R—Feb. 1—PG-785 Eagle-Lion		EAGLE-LION 29 (95) Drama 101 BEDELIA Margaret Lockwood R—Feb. 1—PG-786		
		12 (56) Drama 705 BORN TO SPEED R—Jan. 25—PG-783	15 (63) Comedy IT'S A JOKE, SON R—Jan. 25—PG-783				
Group 3 (62) Drama 714 DICK TRACY VS. CUEBALL Morgan Conway Anne Jeffreys Lyle Latell R—Nov. 9—PG-764	Group 3 (61) Drama 715 THE FALCON'S ADVENTURE Tom Conway Madge Meredith Edward S. Brophy R—Dec. 28—PG-775	Group 3 (60) Comedy 713 VACATION IN RENO Jack Haley Anne Jeffreys Wally Brown R—Oct. 12—PG-757	Group 3 (66) Melodrama 712 SAN QUENTIN Lawrence Tierney Barton MacLane Marian Carr R—Dec. 7—PG-769	Group 3 (85) Drama 711 THE LOCKET Laraine Day Brian Aherne Robert Mitchum R—Dec. 21—PG-774			
23 (95) Drama 533 THAT BRENNAN GIRL R—Dec. 14—PG-772 23 (56) Western 662 STAGECOACH TO DENVER Allan Lane R—Jan. 11—PG-780				22 (67) Comedy 602 THE PILGRIM LADY R—Jan. 25—PG-784 25 (67) Western 682 TRAIL TO SAN ANTONE Gene Autry R—Feb. 1—PG-785	31 (88) Musical 607 CALENDAR GIRL June Frazee R—Feb. 15—PG-789 1 (67) Western 5504 LAST FRONTIER UPRISING Monte Hale		15 (100) Western 608 ANGEL & THE BADMAN R—Mar. 1—PG-796 15 (74) Comedy 606 MAGNIFICENT ROGUE R—Mar. 22—PG-803
25 (65) Drama 4612 RENEGADE GIRL Ann Savage Alan Curtis R—Feb. 8—PG-787			15 (62) Drama 4611 QUEEN OF THE AMAZONS Robert Lowery Patricia Morison R—Mar. 29—PG-805		1 (70) Outdr-Dr. 4613 BUFFALO BILL RIDES AGAIN Richard Arlen Jennifer Holt R—Apr. 5—PG-807		
	(95) Drama 702 13 RUE MADELEINE James Cagney Annabella Richard Conte Walter Abel Frank Latimore R—Dec. 28—PG-775	Re-Releases (109) Drama 704 LES MISERABLES Fredric March (101) Drama 705 STANLEY AND LIVINGSTONE Spencer Tracy	(146) Drama 701 THE RAZOR'S EDGE Tyrone Power Gene Tierney John Payne Clifton Webb Anne Baxter R—Dec. 7—PG-770	(85) Mus-Com 703 THE SHOCKING MISS PILGRIM Betty Grable Dick Haymes Anne Revere Allyn Joslyn R—Jan. 11—PG-779	(88) Mystery 706 BOOMERANG Dana Andrews Jane Wyatt Lee Cobb R—Feb. 1—PG-786	(72) Mystery 707 THE BRASHER DOUBLOON George Montgomery Nancy Guild Conrad Janis R—Feb. 15—PG-790	(67) Drama 708 STRANGE JOURNEY Paul Kelly Osa Massen Hillary Brooke R—Sept. 14—PG-751
28 (96) Com-Dr ABIE'S IRISH ROSE Joanne Dru Richard Norris R—Nov. 30—PG-767					1 (63) Western FOOL'S GOLD William Boyd Andy Clyde R—Oct. 12—PG-758	8 (93) Drama THE RED HOUSE Edward G. Robinson Lon McCallister R—Feb. 1—PG-785	
		(86) Drama 606 SWELL GUY Sonny Tufts Ann Blyth R—Dec. 14—PG-771	(93) Drama 607 I'LL BE YOURS Deanna Durbin Tom Drake William Bendix R—Jan. 25—PG-783	(98) Drama 605 THE WICKED LADY Margaret Lockwood James Mason Patricia Roc R—Dec. 14—PG-771			
28 (105) Musical 610 THE TIME, THE PLACE AND THE GIRL Dennis Morgan Jack Carson Janis Paige Martha Vickers R—Dec. 14—PG-772		11 (96) Drama-Mus 611 THE MAN I LOVE Ida Lupino Robert Alda Andrea King Bruce Bennett R—Dec. 28—PG-776		25 (125) Dra-Mus 612 HUMORESQUE Joan Crawford John Garfield Oscar Levant R—Dec. 28—PG-776		8 (88) M'drama 613 THE BEAST WITH FIVE FINGERS Robert Alda Andrea King Peter Lorre Victor Francen J. Carrol Naish R—Nov. 30—PG-766	

FOREIGN Language

(74) Rom-Dr
Vog
POSTMASTER'S DAUGHTER
R—Sept. 7—PG-749

(105) Comedy
Azteca
AHI ESTA EL DETALLE
Cantinflas
R—Sept. 7—PG-750

(105) Musical
Azteca
SOTA CABALLY Y REY
R—Sept. 7—PG-750

(105) Drama
Azteca
HASTA QUE PERDIO JALISCO
Jorge Negrete
R—Oct. 5—PG-755

(112) Drama
Siritzky-Int'l
WELL-DIGGER'S DAUGHTER
Raimu-Fernandel
R—Oct. 5—PG-756

(107) War-Dr
Artkino
TURNING POINT
R—Nov. 9—PG-763

(60) Docum.
Brandt-Chapel
STORY OF THE POPE
R—Dec. 28—PG-776

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COLUMBIA · M-G-M · PARAMOUNT · MONOGRAM · P-R-C · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER-F.N. · MISCELLANEOUS

FEBRUARY 22	MARCH 1	MARCH 8	MARCH 15	MARCH 22	MARCH 29	APRIL 5	APRIL 12
(100) Mys-Dr 830 **DEAD RECKONING** Humphrey Bogart Lizabeth Scott R—Jan. 18—PG-781	(82) Mys-Dr 832 **MR. DISTRICT ATTORNEY** Dennis O'Keefe Marguerite Chapman Adolphe Menjou Michael O'Shea R—Jan. 11—PG-779	6 (65) Mystery **THIRTEENTH HOUR** Richard Dix R—Feb. 22—PG-792 6 (54) Western 866 **LONE HAND TEXAN** R—Mar. 8—PG-799		20 (70) Drama **MILLIE'S DAUGHTER** R—Mar. 8—PG-798 (95) Mys-Dr **JOHNNY O'CLOCK** Dick Powell Evelyn Keyes R—Jan. 18—PG-781	27 (57) Western **WEST OF DODGE CITY** R—Mar. 29—PG-806 27 (79) Outdr-Dr 809 **KING OF THE WILD HORSES** R—Mar. 22—PG-803		10 (67) Comedy 808 **BLONDIE'S HOLIDAY** Penny Singleton Arthur Lake Larry Simms R—Mar. 8—PG-798
	Reprint: 28 (115) Drama 713 **BOOM TOWN** Clark Gable Spencer Tracy Hedy Lamarr	(112) Drama 716 **THE BEGINNING OR THE END** Robert Walker Tom Drake Brian Donlevy Audrey Totter R—Mar. 1—PG-794				4 (103) Musical 718 **IT HAPPENED IN BROOKLYN** Frank Sinatra Jimmy Durante Kathryn Grayson Peter Lawford R—Mar. 8—PG-797	11 (92) Drama 719 **LITTLE MR. JIM** Butch Jenkins James Craig Frances Gifford R—June 15—PG-729
			15 (64) Drama 613 **FALL GUY** Cliff Penn Teala Loring Robert Armstrong R—Mar. 8—PG-800	22 (71) Drama 676 **THE GUILTY** Bonita Granville Don Castle John Litel R—Mar. 22—PG-804	29 (58) Western 676 **TRAILING DANGER** Johnny Mack Brown Raymond Hatton Peggy Wynne	5 (55) Western 684 **SIX GUN SERENADE** Jimmy Wakely Lee "Lasses" White	11 (72) Drama 615 **VIOLENCE** Nancy Coleman Michael O'Shea R—Apr. 19—PG-812
21 (97) Outdr-Dr 4606 **CALIFORNIA** Ray Milland Barbara Stanwyck Barry Fitzgerald R—Dec. 21—PG-774		7 (77) Comedy 4607 **EASY COME, EASY GO** Barry Fitzgerald Diana Lynn Sonny Tufts R—Feb. 1—PG-785		21 (88) Rom-Com 4608 **SUDDENLY IT'S SPRING** Paulette Goddard Fred MacMurray Macdonald Carey Arleen Whelan R—Feb. 15—PG-789	28 (72) Drama 4620 **SEVEN WERE SAVED** Richard Denning Catherine Craig Russell Hayden R—Mar. 1—PG-795	4 (88) Comedy 4609 **MY FAVORITE BRUNETTE** Bob Hope Dorothy Lamour Peter Lorre Lon Chaney R—Feb. 22—PG-791	
	28 (54) Western 751 **LAW OF THE LASH** Al LaRue Al "Fuzzy" St. John R—Mar. 8—PG-799	2 (67) Drama 701 **DEVIL ON WHEELS** Noreen Nash Darryl Hickman Jan Ford James Cardwell R—Feb. 8—PG-788	17 (54) Western 745 **RANGE BEYOND THE BLUE** Eddie Dean R—Mar. 15—PG-802 17 (98) Drama **ADVENTURESS (E-L)** R—Mar. 15—PG-801	22 (59) Drama SP72 **UNTAMED FURY** R—Apr. 5—PG-808 Reissue 22 (97) Western 731 **KIT CARSON** D. Andrews-J. Hall	(74) Drama **LOST HONEYMOON (E-L)** Franchot Tone R—Mar. 15—PG-801 Reissue 22 (94) Western 732 **LAST OF THE MOHICANS**	5 (64) Drama 715 **THREE ON A TICKET** Hugh Beaumont Cheryl Walker Paul Bryar Ralph Dunn R—Apr. 12—PG-809	12 (61) Western 746 **WEST TO GLORY** Eddie Dean R—May 3—PG-816 13 (62) Mystery 707 **PHILO VANCE'S GAMBLE** R—May 3—PG-815
Group 3 (117) Fantasy 762 **SINBAD THE SAILOR** Douglas Fairbanks Jr Maureen O'Hara Walter Slezak R—Jan. 18—PG-782	Group 4 (67) Mus-Dr 718 **BEAT THE BAND** Frances Langford Ralph Edwards Phillip Terry Gene Krupa R—Mar. 1—PG-794	Group 4 (63) Drama 719 **THE DEVIL THUMBS A RIDE** Lawrence Tierney Ted North R—Mar. 8—PG-797	Group 4 (94) Com-Dr 716 **THE FARMER'S DAUGHTER** Loretta Young Joseph Cotten Ethel Barrymore R—Feb. 22—PG-792		Group 4 (84) Western 717 **TRAIL STREET** Randolph Scott Robert Ryan Anne Jeffreys R—Mar. 1—PG-794		Group 4 (57) Western 720 **CODE OF THE WEST** James Warren Debra Alden R—Mar. 8—PG-799
15 (56) Outdoor 663 **VIGILANTES OF BOOMTOWN** Allan Lane R—Mar. 8—PG-799 15 (75) Outdr-Mus 641 **APACHE ROSE** R—Mar. 22—PG-803		8 (66) Com-Mus 605 **THE GHOST GOES WILD** James Ellison Anne Gwynne Edward Everett Horton Ruth Donnelly Stephanie Bachelor R—Apr. 12—PG-810		22 (90) Musical 610 **HIT PARADE OF 1947** Eddie Albert Constance Moore Joan Edwards R—May 3—PG-816	1 (71) West-Mus 683 **TWILIGHT ON THE RIO GRANDE** Gene Autry Adele Mara Sterling Holloway R—Apr. 19—PG-811	1 (58) Outdoor 664 **HOMESTEADERS OF PARADISE VALLEY** Allan Lane R—Apr. 26—PG-813 1 (71) Com-Dr 611 **YANKEE FAKIR** R—Apr. 12—PG-810	
			15 (65) Com-Dr 4608 **SCARED TO DEATH** Bela Lugosi 15 (65) Drama 4615 **SHOOT TO KILL** Russell Wade R—Apr. 12—PG-809			1 (74) Outdr-Dr 4614 **BELLS OF SAN FERNANDO** Donald Woods* Gloria Warren R—Apr. 5—PG-807	
	Re-Release: (106) Mus-Dr 709 **ALEXANDER'S RAGTIME BAND** Tyrone Power Alice Faye Don Ameche Ethel Merman		(66) Drama 711 **BACKLASH** Jean Rogers Richard Travis Larry Blake John Eldredge Leonard Strong R—Mar. 29—PG-805			(95) Musical 710 **CARNIVAL IN COSTA RICA** Dick Haymes Vera-Ellen Cesar Romero Celeste Holm R—Mar. 29—PG-805	(98) Drama 712 **THE LATE GEORGE APLEY** Ronald Colman Peggy Cummins Vanessa Brown Richard Haydn Charles Russell R—Feb. 8—PG-788
22 (88) Mus-Dr **THE FABULOUS DORSEYS** Tommy Dorsey Jimmy Dorsey Janet Blair R—Mar. 1—PG-794		8 (112) Drama **THE PRIVATE AFFAIRS OF BEL AMI** George Sanders Angela Lansbury Ann Dvorak R—Mar. 1—PG-793	16 (93) Comedy **FUN ON A WEEKEND** Eddie Bracken Priscilla Lane	22 (89) Drama **THE MACOMBER AFFAIR** Gregory Peck Joan Bennett Robert Preston R—Jan. 25—PG-784	5 (60) Western **UNEXPECTED GUEST** William Boyd R—Dec. 14—PG-772	5 (89) Comedy **THE SIN OF HAROLD DIDDLEBOCK** Harold Lloyd R—Feb. 22—PG-792	
	Reissue (81) Outdoor-Drama **WHEN THE DALTONS RODE** Randolph Scott Kay Francis	(106) Dra-Mus 608 **SONG OF SCHEHERAZADE** Yvonne De Carlo Brian Donlevy Jean Pierre Aumont Eve Arden R—Feb. 1—PG-786	(103) Drama 609 **SMASH-UP** Lee Bowman Susan Hayward Marsha Hunt Eddie Albert Carl Esmond R—Feb. 15—PG-789	(103) Drama 611 **STAIRWAY TO HEAVEN** David Niven-Kim Hunter R—Dec. 21—PG-773 Reissue (94) Outdoor-Drama **DESTRY RIDES AGAIN** Dietrich-Stewart	(70) West Dr 610 **MICHIGAN KID** Jon Hall Victor McLaglen Rita Johnson R—Feb. 22—PG-792	(78) Comedy 612 **BUCK PRIVATES COME HOME** Bud Abbott Lou Costello Tom Brown Joan Fulton R—Mar. 15—PG-802	Reissue (73) Comedy 2793 **YOU CAN'T CHEAT AN HONEST MAN** W. C. Fields Edgar Bergen Charlie McCarthy
22 (111) Drama 614 **NORA PRENTISS** Ann Sheridan Kent Smith Bruce Bennett Robert Alda Rosemary DeCamp R—Feb. 8—PG-787		8 (101) Mel-Dram 615 **PURSUED** Teresa Wright Robert Mitchum Judith Anderson Dean Jagger Alan Hale R—Feb. 22—PG-791			29 (84) Com-Dr 616 **THAT WAY WITH WOMEN** Dane Clark Martha Vickers Sydney Greenstreet R—Feb. 22—PG-791		12 (97) Drama 617 **STALLION ROAD** Ronald Reagan Alexis Smith Zachary Scott R—Mar. 29—PG-805

FOREIGN Language

(162) Drama Tricolor
CHILDREN OF PARADISE
R—Jan. 4—PG-778

(80) Drama Lopert
MAN'S HOPE
R—Jan. 11—PG-779

(89) Operetta Saga
QUEEN FOR A NIGHT
R—Jan. 18—PG-782

(93) Mus-Dr Saga
APPASSIONATA
Viveca Lindfors
R—Jan. 18—PG-782

(85) Drama West. Hem.
CLANDESTINE
R—Jan. 18—PG-781

(80) Fant-Dr Distinguished
DEVIL'S HAND
R—Jan. 18—PG-781

(89) Fant-Com Vog Film
FRANCIS THE FIRST
Fernandel
R—Jan. 25—PG-784

APRIL 19	APRIL 26	MAY 3	MAY 10	MAY 17	MAY 24	MAY 31	JUNE 7
(83) Drama 836 **THE GUILT OF JANET AMES** Rosalind Russell Melvyn Douglas Sid Caesar R—Mar. 8—PG-798	(82) Drama **FRAMED** Glenn Ford-Janis Carter R—Mar. 8—PG-798 24 (59) Western **LAW OF THE CANYON** Starrett-Burnette	1 (69) Drama **FOR THE LOVE OF RUSTY** Ted Donaldson Tom Powers Ann Doran	(77) Outdr Drama **LAST OF TH' REDMEN** Jon Hall Michael O'Shea Evelyn Ankers	15 (70) Mystery **BULLDOG DRUMMOND AT BAY** Ron Randell Anita Louise Pat O'Moore R—May 12—PG-818	(..) Outdr Drama **GUN FIGHTERS** Randolph Scott Barbara Britton Bruce Cabot	29 (..) Mystery **THE MILLERSON CASE** Warner Baxter Nancy Saunders 29 (..) Western **PRAIRIE RAIDERS** Starrett-Burnette	
	25 (131) Drama 720 **SEA OF GRASS** Spencer Tracy Katharine Hepburn Robert Walker Melvyn Douglas R—Feb. 15—PG-790	2 (91) Drama 721 **HIGH BARBAREE** Van Johnson June Allyson Claude Jarman jr. Thomas Mitchell R—Mar. 15—PG-801		Reprint (103) Musical 723 **THE GREAT WALTZ** Luise Rainer Fernand Gravet 16 (90) Comedy 722 **UNDERCOVER MAISIE** Ann Sothern			
		3 (59) Western 671 **LAND OF THE LAWLESS** Johnny Mack Brown Reissue 3 (..) Drama **QUEEN OF THE YUKON** Charles Bickford	10 (63) Melodrama 616 **HARD BOILED MAHONEY** Leo Gorcey Bowery Boys Teala Loring R—May 3—PG-816	17 (63) Teen-Ager 618 **SARGE GOES TO COLLEGE** Alan Hale jr. June Preisser R—May 12—PG-817	24 (..) Western **BACKFIRE** Johnny Mack Brown Raymond Hatton	31 (..) Western **SONG OF THE WASTELAND** Jimmy Wakely Lee "Lasses" White	
Pine-Thomas Prod. 18 (72) Drama 4621 **FEAR IN THE NIGHT** Paul Kelly Kay Scott DeForest Kelley Ann Doran R—Mar. 1—PG-795	25 (97) Drama 4610 **IMPERFECT LADY** Ray Milland Teresa Wright Virginia Field Sir Cedric Hardwicke R—Mar. 15—PG-802	2 (91) Drama 4611 **BLAZE OF NOON** Anne Baxter William Holden Sonny Tufts William Bendix Sterling Hayden R—Mar. 8—PG-797			23 (60) M'drama 4622 **BIG TOWN** Philip Reed Hillary Brooke Robert Lowery R—Feb. 22—PG-791	30 (83) M'drama 4612 **CALCUTTA** Alan Ladd William Bendix Gail Russell R—Apr. 19—PG-811	
14 (64) Mystery **PHILO VANCE RETURNS** R—May 3—PG-815 19 (63) Drama 702 **THE BIG FIX** James Brown R—May 12—PG-817	26 (38-39) Westerns **SIX BRONCO BUCKAROO REISSUES** 4 with Buster Crabbe and Fuzzy St. John 2 with Tex O'Brien and Jim Newhill						
Group 5 (72) Adventure 723 **TARZAN AND THE HUNTRESS** Johnny Weissmuller Brenda Joyce John Sheffield R—Mar. 29—PG-806		Group 5 (89) Comedy 724 **A LIKELY STORY** Barbara Hale Bill Williams R—Apr. 19—PG-812	Group 5 (68) Musical 725 **BANJO** Sharyn Moffett Jacqueline White Walter Reed Una O'Connor R—Apr. 26—PG-814	Group 5 16 (92) Drama 722 **BORN TO KILL** R—Apr. 26—PG-814 (74) Comedy 721 **HONEYMOON** Temple-Madison R—Apr. 19—PG-812			
	24 (66) Drama 612 **SPOILERS OF THE NORTH** Paul Kelly Adrian Booth Evelyn Ankers R—May 12—PG-817			15 (58) Out'dr-Dr 665 **OREGON TRAIL SCOUTS** Allan Lane-Bobby Blake 17 (71) Drama 614 **WINTER WONDERLAND** 15 (66) Drama 609 **THAT'S MY GAL** Lynne Roberts			
		1 (..) Outdr-Dr 4616 **BUSH PILOT** Rochelle Hudson Jack LaRue		16 (..) Mys-Com 4617 **HATBOX MYSTERY** Tom Neal Allen Jenkins Virginia Sale	22 (..) Mys-Com 4618 **CASE OF THE BABY SITTER** Tom Neal Allen Jenkins Virginia Sale		
(76) Drama 714 **SAN DEMETRIO, LONDON** Walter Fitzgerald Mervyn Johns Ralph Michael Robert Beatty Charles Victor R—Apr. 5—PG-808							
19 (89) Musical **NEW ORLEANS** Arturo de Cordova Dorothy Patrick R—May 3—PG-815		3 (94) Out'r-Dr **RAMROD** Joel McCrea Veronica Lake Don DeFore Donald Crisp R—Mar. 1—PG-793	10 (65) Drama **ADVENTURES OF DON COYOTE** Richard Martin Frances Rafferty R—May 3—PG-815	17 (85) Drama **DISHONORED LADY** Hedy Lamarr Dennis O'Keefe John Loder R—Apr. 26—PG-813	24 (59) Western **DANGEROUS VENTURE** William Boyd Andy Clyde R—Mar. 1—PG-793		
Reissue (78) Drama 2794 **I STOLE A MILLION** George Raft Claire Trevor Victor Jory		(88) Drama 614 **TIME OUT OF MIND** Phyllis Calvert Robert Hutton Ella Raines R—Mar. 22—PG-804	(..) Drama **THE DARK WEB** Edmund O'Brien Ella Raines William Bendix	(..) Drama **VIGILANTES RETURN** Jon Hall Margaret Lindsay	Reissue (101) Drama **MAGNIFICENT OBSESSION** Irene Dunne Robert Taylor	Reissue (84) Mus-Dr **100 MEN AND A GIRL** Deanna Durbin Leopold Stokowski Adolphe Menjou	
	Reissues: 26 (109) Drama 618 **THE SEA HAWK** Errol Flynn-Claude Rains 26 (87) Drama 619 **THE SEA WOLF** Edward G. Robinson Ida Lupino-John Garfield	(83) Comedy 620 **LOVE AND LEARN** Jack Carson Robert Hutton Martha Vickers Janis Paige R—Mar. 29—PG-806			24 (99) Drama 621 **TWO MRS. CARROLLS** Humphrey Bogart Barbara Stanwyck Alexis Smith R—Mar. 29—PG-806		

FOREIGN Language

(112) Melodrama
Azteca
ROSALINDA
Maria Antonieta Pons
R—Jan. 25—PG-783

(88) Fantasy
Artkino
STONE FLOWER
R—Feb. 8—PG-788

(110) Mus-Dr
Superfilm
BEFORE HIM ALL ROME TREMBLED
Anna Magnani
R—Mar. 8—PG-800

(87) Mus-Com
Lopert
CAGE OF NIGHTINGALES
R—Mar. 8—PG-800

(85) Drama
A.F.E.
ANGEL AND SINNER
R—Mar. 8—PG-800

(90) Comedy
Distinguished
HER FIRST AFFAIR
Danielle Darrieux
Louis Jourdan
R—Mar. 15—PG-801

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P. G.	Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
		A											
767	Abie's Irish Rose (96)	UA			11-30-46	+	=	—	±	+	±		4+ 6—
815	Adventures of Don Coyote (66)	UA			5-3-47	+		±		∓			3+ 2—
801	Adventuress, The (98)	E-L			3-15-47	+	±		±	∓	∓	∓	9+ 2—
766	Affairs of Geraldine (68)	Rep.			11-30-46	±	∓	∓	∓	∓	±		6+ 6—
777	Alias Mr. Twilight (69)	Col.			1- 4-47	±	±		±	+	∓		6+ 3—
796	Angel and the Badman (100)	Rep.			3- 1-47	+	±	+	+	+	∓	±	8+ 2—
754	Angel on My Shoulder (101)	UA			9-28-46	+	+	∓	+	+	∓	+	9+
803	Apache Rose (75)	Rep.			3-22-47	±		+	+	∓	+		5+ 2—
790	Arnelo Affair, The (86)	MGM			2-15-47	+	+	+	+	±	±		6+ 2—
		B											
752	Bachelor's Daughters, The (90)	UA			9-14-46	±	+	+	∓	+	±	+	8+ 2—
805	Backlash (66)	20-Fox			3-29-47	∓	±	±	±	—	±		5+ 6—
732	Bamboo Blonde, The (68)	RKO			6-22-46	±	∓	∓	±	∓	±	±	7+ 7—
814	Banjo (67)	RKO			4-26-47	±	∓	±	±	∓			5+ 5—
766	Beast With Five Fingers, The (88)	WB			11-30-46	∓	±	+	∓	—	—	±	5+ 6—
794	Beat the Band (67)	RKO			3- 1-47	∓	∓	∓	±	±	±		6+ 6—
		Beauty and the Bandit (71)	Mono.							±		∓	2+ 2—
786	Bedelia (95)	E-L			2- 1-47	+	±		+	±		+	5+ 2—
794	Beginning or the End, The (112)	MGM			3- 1-47	∓	+	∓	+	∓	+	∓	11+
807	Bells of San Fernando (74)	SG			4- 5-47	±		—	±	±			3+ 4—
755	Below the Deadline (65)	Mono.			10- 5-46	±	±	+	±	∓	±	∓	7+ 6—
769	Best Years of Our Lives, The (172)	RKO			12- 7-46	∓	∓	∓	∓	∓	∓	∓	14+
767	Betty Co-Ed (71)	Col.			11-30-46	±	∓	±	+	±	±		6+ 5—
744	Big Sleep, The (114)	WB			8-17-46	+	∓	∓	+	+	∓	+	10+
791	Big Town (60)	Para.			2-22-47	±	±	∓	±	±	±		6+ 6—
741	Black Angel (80)	U-I			8-10-46	±	±	±	+	+	∓	±	8+ 4—
737	Black Beauty (74)	20-Fox			7-20-46	±	±	∓	+	+	+	±	7+ 4—
797	Blaze of Noon (90)	Para.			3- 8-47	±	±	+	±	+	+	+	7+ 3—
787	Blind Spot (73)	Col.			2- 8-47	∓	±		+	+	∓		5+ 3—
742	Blonde for a Day (68)	PRC			8-10-46	∓	±	∓	∓	∓		∓	6+ 6—
755	Blondie Knows Best (69)	Col.			10- 5-46	+	±	±	+	+	±		6+ 3—
773	Blondie's Big Moment (69)	Col.			12-21-46	±	±				±	∓	4+ 4—
798	Blondie's Holiday (67)	Col.			3- 8-47	±	±	±			±	∓	5+ 5—
754	Blue Skies (102)	Para.			9-28-46	∓	∓	∓	∓	+	∓	∓	13+
786	Boomerang (88)	20-Fox			2- 1-47	+	∓	∓	+	+	∓	∓	11+
814	Born to Kill (92)	RKO			4-26-47	∓	±	±	±	±		±	6+ 6—
783	Born to Speed (59)	PRC			1-25-47	±	±	±	±	±	±		6+ 6—
772	Boston Blackie and the Law (69)	Col.			12-14-46	±	±	+		±	±	∓	6+ 5—
742	Bowery Bombshell (65)	Mono.			8-10-46	±	±	∓	±	∓	∓	∓	7+ 7—
790	Brasher Doubloon, The (72)	20-Fox			2-15-47	+	±	∓	+	±	±		6+ 4—
748	Brief Encounter (85)	U-I			8-31-46	±	+		+		∓	∓	7+ 1—
759	Bringing Up Father (68)	Mono.			10-19-46	±	±	±	±	±	+		6+ 5—
761	Brute Man, The (58)	PRC			11- 2-46	∓	±	∓		±	—	=	4+ 7—
802	Buck Privates Come Home (78)	U-I			3-15-47	∓	±	+	+	∓	±	∓	9+ 3—
807	Buffalo Bill Rides Again (70)	SG			4- 5-47	—		—					2—
		Bulldog Drummond at Bay (70)	Col.							±			1+ 1—
		C											
744	Caesar and Cleopatra (126)	UA			8-17-46	∓	+	+	∓	±	∓	+	10+ 1—
811	Calcutta (83)	Para.			4-19-47	±	±	+	±	∓	±	+	8+ 4—
789	Calendar Girl (88)	Rep.			2-15-47	±	±	∓	±	∓	±	+	7+ 6—
744	California (97)	Para.			12-21-46	+	±	±	+	∓	+	∓	9+ 2—
740	Canyon Passage (92)	U-I			7-27-46	+	±	±	+	+	∓	∓	9+ 2—
816	Captive Heart, The (87)	U-I			5- 3-47	∓	±		+	±		∓	6+ 3—
797	Carnegie Hall (136)	UA			3- 8-47	±	±	+	∓	∓	∓		9+ 2—
805	Carnival in Costa Rica (96)	20-Fox			3-29-47	±	±	+	+	+	+	±	7+ 3—
759	Chase, The (86)	UA			10-19-46	+	±	±			±	+	5+ 3—
813	Cheyenne (100)	WB			4-26-47	∓	±	+	+	∓			7+ 1—
760	Child of Divorce (62)	RKO			10-19-46	+	±	±	±	+	+	±	7+ 4—
789	Cigarette Girl (67)	Col.			2-15-47	±	±		±	±	∓	∓	6+ 6—
740	Claudia and David (78)	20-Fox			7-27-46	+	+	+	+	+	∓	∓	9+
752	Cloak and Dagger (106)	WB			9-14-46	∓	∓	+	+	∓	∓	+	11+
737	Cockeyed Miracle, The (81)	MGM			7-20-46	±	+	+	±	±	+		6+ 3—
799	Code of the West (57)	RKO			3- 8-47	+	±	±	±	∓	±		6+ 5—
776	Crime Doctor's Manhunt (61)	Col.			12-28-46	±	±	∓		+	±	±	6+ 5—
742	Criminal Court (62)	RKO			8-10-46	±	±	±		+	+	∓	6+ 4—
765	Cross My Heart (83)	Para.			11-23-46	+	±	±	±	±	—	+	6+ 5—
739	Cuban Pete (61)	U-I			7-27-46	±	∓	±		∓	±	+	6+ 5—
		D											
796	Danger Street (66)	Para.			3- 1-47	∓	±	∓	±	±	∓		6+ 6—
736	Danger Woman (60)	U-I			7-13-46	∓	∓	—	∓	—	±	±	5+ 7—
771	Dangerous Millions (68)	20-Fox			12-14-46	±	±	±	+	±	±	∓	7+ 6—
758	Dangerous Money (66)	Mono.			10-12-46	+	∓			±	∓	±	5+ 5—
793	Dangerous Venture (59)	UA			3- 1-47	±		∓	±	+	±		5+ 4—
809	Dark Delusion (90)	MGM			4-12-47	+	±	±	±	+	±		6+ 4—
738	Dark Horse, The (59)	U-I			7-20-46	—	±	±		—	±		3+ 5—
758	Dark Mirror, The (85)	U-I			10-12-46	+		±	+	∓	∓	+	8+ 1—
734	Dead of Night (76)	U-I			7- 6-46	±	+	±	+	±	±	+	7+ 4—
781	Dead Reckoning (100)	Col.			1-18-47	+	+	+	+	+	+	+	7+
732	Deadline for Murder (66)	20-Fox			6-22-46	—	±	±	∓	±	∓	∓	6+ 7—
760	Deception (112)	WB			10-19-46	+	±	+	+	+	+	+	7+ 1—
751	Decoy (76)	Mono.			9-14-46	±	±	+	+	+	—	+	6+ 3—
		Desirable Lady (..)	SG									∓	1+ 1—
788	Devil on Wheels (67)	PRC			2- 8-47	∓	∓		±	±	∓	±	7+ 5—
797	Devil Thumbs a Ride, The (63)				3- 8-47	+	±	+	+	±	±	±	7+ 4—
753	Devil's Playground, The (60)	UA			9-28-46	±		+	±	±	±		5+ 4—
765	Dick Tracy vs. Cueball (62)	RKO			11- 9-46	±	±	+	±	±	—	±	6+ 6—
813	Dishonored Lady (86)	UA			4-26-47	+	±	±	+	∓			6+ 2—
		Don Ricardo Returns (78)	PRC				∓						1+ 1—
735	Down Missouri Way (83)	PRC			7-13-46	±	±	±	+	+		—	5+ 4—
757	Driftin' River (55)	PRC			10-12-46	±			±	∓	±		4+ 4—
780	Duel in the Sun (140)	SRO			1-11-47	∓		+	∓	∓	±		8+ 1—
		E											
746	Earl Carroll Sketchbook (90)	Rep.			8-24-46	∓	±	+	+	∓	±	+	7+ 4—
785	Easy Come, Easy Go. (77)	Para.			2- 1-47	±	∓	±	±	±	+	±	7+ 6—
808	Egg and I, The (108)	U-I			4- 5-47	∓	+	+	+	∓	+	+	9+
		F											
794	Fabulous Dorseys, The (90)	UA			3- 1-47	±	±	±	+	±	+		6+ 4—
775	Fabulous Suzanne, The (71)	RKO			12-28-46	±	±	±	±	±	±	—	6+ 7—
775	Falcon's Adventure, The (61)	RKO			12-28-46	∓	±	±	±	+	±	±	7+ 6—
800	Fall Guy (64)	Mono.			3- 8-47	∓	±		±	+	∓	∓	6+ 5—
792	Farmer's Daughter, The (94)	RKO			2-22-47	+	+	+	+	+	∓	+	8+
795	Fear in the Night (71)	Para.			3- 1-47	+	±	+	+	+	±	±	7+ 3—
		Fighting Frontiersman, The (..)	Col.								±		1+ 1—
758	Fool's Gold (63)	UA			10-12-46	±		±	±	+	+		5+ 3—
		For the Love of Rusty (..)	Col.				∓					∓	2+ 2—
798	Framed (80)	Col.			3- 8-47	±	±	+	+	±	+		6+ 3—
		Fun on a Weekend (96)	UA				+	+	+	∓			5+
		G											
784	Gallant Bess (101)	MGM			1-25-47	±	±	+	+	+	+	±	7+ 3—
752	Gallant Journey (86)	Col.			9-14-46	±	∓	∓	+	±	+	±	7+ 5—
759	Gas House Kids (68)	PRC			10-19-46	∓	±		±	∓	±	∓	6+ 6—
741	Genius at Work (62)	RKO			8-10-46	∓	—	∓	∓	∓	∓	=	5+ 8—
753	Gentleman Joe Palooka (72)	Mono.			9-28-46	±	±		±	±	+		5+ 4—
810	Ghost Goes Wild, The (66)	Rep.			4-12-47	±	±		±	±	∓		5+ 5—
		Ghost of Hidden Valley (57)	PRC							∓			1+ 1—
812	Ginger (67)	Mono.			4-19-47	∓	∓				∓	∓	4+ 4—
746	G.I. War Brides (69)	Rep.			8-24-46	+	±	±	±	±	+	±	7+ 5—
807	Great Expectations (115)	U-I			4- 5-47	∓	∓		∓	∓	∓		9+
798	Guilt of Janet Ames, The (81)	Col.			3- 8-47	+	±	±		+	+		5+ 2—
804	Guilty, The (71)	Mono.			3-22-47	+			+		±		3+ 1—
		H											
816	Hard-Boiled Mahoney (63)	Mono.			5- 3-47	±				—		∓	2+ 3—
745	Heading West (54)	Col.			8-24-46	±				—	+		2+ 2—
777	Heldorado (70)	Rep.			1- 4-47	±		+	±	±	+		5+ 3—
733	Her Adventurous Night (76)	U-I			7-6-46	±	±	±	±	±	±		6+ 6—
753	Her Sister's Secret (86)	PRC			9-28-46	±	±	±	+	+	+	±	7+ 4—
801	High Barbaree (92)	MGM			3-15-47	±	±	+	+	∓	∓		8+ 2—
804	High Conquest (83)	Mono.			3-22-47	∓	+	+	+	±			6+ 1—
745	High School Hero (74)	Mono.			8-24-46	+	±	∓	±	±	∓	∓	7+ 6—
816	Hit Parade of 1947 (90)	Rep.			5- 3-47	+	±	±		+			4+ 2—
740	Holiday in Mexico (128)	MGM			7-27-46	∓	∓	∓	∓	∓	∓	∓	14+
763	Home in Oklahoma (72)	Rep.			11- 9-46	±		+	±	±	±		5+ 4—
740	Home Sweet Homicide (90)	20-Fox			7-27-46	+	+	+	+	+	∓	+	8+
813	Homesteaders of Paradise Valley (58)	Rep.			4-26-47	±				+	+		3+ 1—
814	Homestretch, The (106)	Para.			4-26-47	∓	±	±	±	∓		+	8+ 3—
812	Honeymoon (74)	RKO			4-19-47	+	±	—	±	∓			4+ 4—
776	Humoresque (125)	WB			12-28-46	+	+	∓	∓	+	∓	∓	11+
		I											
795	I Cover Big Town (63)	Para.			3- 1-47	±	±	+	±	±	±		6+ 5—
756	I Know Where I'm Going (91)	U-I			10- 5-46	±				±			2+ 2—
750	If I'm Lucky (78)	20-Fox			9- 7-46	+	±	±	+	±	±	±	7+ 5—
783	I'll Be Yours (83)	U-I			1-25-47	±	±	+	±	±	+	±	7+ 5—
802	Imperfect Lady, The (97)	Para.			3-15-47	∓	±	±	+	∓	+		7+ 3—
731	Inside Job (66)	U-I			6-22-46	±	±	∓		—	±	±	5+ 6—
746	Invisible Informer, The (57)	Rep.			8-24-46	—	±	∓	±	—	—	∓	4+ 7—
797	It Happened in Brooklyn (103)	MGM			3- 8-47	∓	+	+	∓	∓	+	+	10+
788	It Happened on Fifth Avenue (116)	Mono.			2- 8-47	+		+	±	±	+		5+ 2—
783	It's a Joke, Son (63)	E-L			1-25-47	+	±	—	+		±		4+ 3—
774	It's a Wonderful Life (132)	RKO			12-21-46	+	∓	∓	∓	∓	∓	∓	13+
749	It's Great to Be Young (63)	Col.			9- 7-46	±	—	∓		±	±	∓	5+ 6—
749	I've Always Loved You (117)	Rep.			9- 7-46	+	±	±	+	+	∓	+	8+ 2—
		J											
811	Jewels of Brandenburg (65)	20-Fox			4-19-47	+	±		±	±			4+ 3—
781	Johnny O'Clock (95)	Col.			1-18-47	±	+	+	±	+	+	∓	8+ 2—
753	Jolson Story, The (128)	Col.			9-28-46	∓	∓	∓	∓	∓	∓	∓	14+
795	Jungle Flight (67)	Para.			3- 1-47	±	±	±	±	∓	∓		6+ 6—
		K											
743	Killers, The (102)	U-I			8-17-46	+	∓	+	+	+	+	±	8+ 1—
803	King of the Wild Horses (79)	Col.			3-22-47	±	∓		±	+	±		5+ 4—
		L											
780	Ladies' Man (91)	Para.			1-11-47	+	±	±	+	±	±	∓	7+ 5—
		Lady Chaser (74)	PRC				∓					±	2+ 2—
766	Lady in the Lake (103)	MGM			11-30-46	+	+	+	+	∓	+	+	8+
739	Lady Luck (97)	RKO			7-27-46	+	+	±	+	+	+	+	7+ 1—
757	Lady Surrenders, A (113)	U-I			10-12-46	±				±			2+ 2—
746	Last Crooked Mile, The (67)	Rep.			8-24-46	∓	±	±	±	±	∓	∓	7+ 7—
		Last Frontier Uprising (67)	Rep.							±			1+ 1—
788	Late George Apley, The (98)	20-Fox			2- 8-47	+	+	+	+	+	+	∓	8+
799	Law of the Lash (54)	PRC			3- 8-47	±		±		∓	∓	∓	5+ 5—
		Lighthouse (74)	PRC									∓	1+ 1—
812	Likely Story, A (88)	RKO			4-19-47	—	±	+	±	∓			5+ 3—
759	Little Iodine (57)	UA			10-19-46	±	∓	∓	±	+	∓		6+ 5—
750	Little Miss Bin (61)	U-I			9- 7-46	∓	±	±	∓	—	+		5+ 5—
774	Locket, The (85)	RKO			12-21-46	+	+	∓	+	+	∓	±	9+ 1—
799	Lone Hand Texan, The (57)	Col.			3- 8-47	±		∓		±	±		4+ 4—
777	Lone Star Moonlight (67)	Col.			1- 4-47	∓							1+ 1—

An interpretative analysis of opinions deduced from the language of lay and trade press reviews. The plus and minus signs indicate the degree of favor or disfavor of the review. This department serves also as an ALPHABETICAL INDEX to feature releases. Numeral preceding title is Picture Guide Review page number. In parentheses after title is running time. Date following distributor is BOXOFFICE review date. Listings cover current reviews. It is brought up to date regularly. The meaning of the various signs and their combinations is as follows:

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor.

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

P. G.	Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
	780	Lone Wolf in Mexico (70)		Col.	1-11-47	±	∓			±	±		4+ 4−
	801	Lost Honeymoon (71)		E-L	3-15-47	±	±	+	+	ǂ	+		7+ 2−
	806	Love and Learn (85)		WB	3-29-47	±	±	±	±	−			4+ 5−
	769	Love Laughs at Andy Hardy (93)											
				MGM	12- 7-46	±	±	+	±	∓	ǂ	±	8+ 5−
		M											
	794	Macomber Affair, The (90)		UA	1-25-47	+	±	∓	+	+	±	ǂ	8+ 3−
		Magic Bow, The (..)		U-I						−	+		1+ 1−
	766	Magnificent Doll, The (94)		U-I	11-23-46	+	±	+	+	+	ǂ	ǂ	9+ 1−
	803	Magnificent Rogue, The (75)		Rep.	3-22-47	∓				+	∓		3+ 2−
	776	Man I Love, The (96)		WB	12-28-46	±	±	+	±	∓	+	±	7+ 5−
	760	Margie (94)		20-Fox	10-19-46	+	ǂ	+	+	+	ǂ	ǂ	10+
	792	Michigan Kid (70)		U-I	2-22-47	±	±	±	±	∓	∓	±	7+ 7−
	809	Mighty McGurk, The (85)		MGM	4-12-47	+	±	+	+	+	+	±	7+ 2−
	798	Millie's Daughter (70)		Col.	3- 8-47	±	±		+	−	±		4+ 4−
	748	Mister Ace (84)		UA	8-31-46	+	±	±	+	+	±	+	7+ 3−
	779	Mister District Attorney (81)		Col.	1-11-47	±	±	+	±	∓	±	±	7+ 6−
	773	Mister Hex (63)		Mono.	12-21-46	±	±	±	±	+	±		6+ 5−
	813	Monsieur Verdoux (120)		UA	4-26-47	ǂ	±	∓	ǂ	∓		±	8+ 4−
	766	My Brother Talks to Horses (93)											
				MGM	11-23-46	+	±	ǂ	+	±	+		7+ 2−
	758	My Darling Clementine (97)		20-Fox	10-12-46	+	+	+	+	+	ǂ	±	8+ 1−
	791	My Favorite Brunette (87)		Para.	2-22-47	+	+	+	+	+	ǂ	ǂ	9+
		My Heart Goes Crazy (..)		U-I				∓					1+ 1−
	734	My Pal Trigger (79)		Rep.	7- 6-46	+		±	+	±	ǂ	±	7+ 3−
		N											
	762	Never Say Goodbye (97)		WB	11- 2-46	+	±	±	+	∓	±	±	7+ 5−
	815	New Orleans (89)		UA	5- 3-47	+	+	+	ǂ	±	±		7+ 2−
	736	Night and Day (128)		WB	7-13-46	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
	755	Nobody Lives Forever (100)		WB	10- 5-46	+	±	+	+	+	±	+	7+ 2−
	757	Nocturne (87)		RKO	10-12-46	±	±	+	±	+	±	+	7+ 4−
	747	No Leave, No Love (120)		MGM	8-31-46	+	+	ǂ	+	±	+	+	8+ 1−
	787	Nora Prentiss (111)		WB	2- 8-47	±	±	±	+	∓	+	±	7+ 5−
	739	Notorious (103)		RKO	7-27-46	ǂ	ǂ	ǂ	ǂ	+	+	ǂ	12+
	761	Notorious Gentleman (108)		U-I	11- 2-46	+	+		+	+	ǂ	ǂ	8+
		O											
	793	Odd Man Out (118)		U-I	3- 1-47	ǂ	+		ǂ	ǂ	ǂ	ǂ	11+
	734	Of Human Bondage (105)		WB	7- 6-46	+	±	±	±	∓	±	+	7+ 5−
	810	Other Love, The (95)		UA	4-12-47	+	+	+	ǂ	ǂ	ǂ		9+
	773	Out California Way (67)		Rep.	12-21-46	±		∓	±	±	+		5+ 4−
	796	Over the Santa Fe Trail (63)		Col.	3- 1-47	±			+		∓		3+ 2−
	778	Overlanders, The (91)		E-L	1- 4-47	±	±	+	±		ǂ	+	7+ 3−
		P											
	765	Perfect Marriage, The (87)		Para.	11-23-46	±	±	∓	+	+	±	±	7+ 5−
	742	Personality Kid (68)		Col.	8-10-46	±	∓	∓		∓	+	±	6+ 5−
	815	Philo Vance Returns (64)		PRC	5- 3-47	±	∓	±	+	±			5+ 4−
	815	Philo Vance's Gamble (62)		PRC	5- 3-47	−	−	±		±			2+ 4−
	784	Pilgrim Lady, The (67)		Rep.	1-25-47	±	±	±	±	∓	±		6+ 6−
	763	Plainsman and the Lady (82)		Rep.	11- 9-46	±	∓	±	+	+	±	±	7+ 5−
	741	Prairie Badmen (55)		PRC	8-10-46	∓			±	±	∓	∓	5+ 5−
	793	Private Affairs of Bel Ami, The (115)											
				UA	3- 1-47	±	±	±	+	±	ǂ		7+ 4−
	791	Pursued (101)		WB	2-22-47	+	+		+	+	+	ǂ	7+
		Q											
	733	Queen of Burlesque (67)		PRC	7- 6-46	±	±	±		±	±	±	6+ 6−
	805	Queen of the Amazons (61)		SG	3-29-47	∓			±	±		−	3+ 4−
		R											
		Raiders of the South (58)		Mono.						±	±	∓	3+ 3−
		Rainbow Over the Rockies (54)		Mono.						∓	∓	∓	3+ 3−
	793	Ramrod (94)		UA	3- 1-47	+	±	+	+	+	+		6+ 1−
	802	Range Beyond the Blue (54)		PRC	3-15-47	±		+	±		±		4+ 3−
	770	Razor's Edge, The (146)		20-Fox	12- 7-46	ǂ	±	+		ǂ	+		7+ 1−
	785	Red House, The (93)		UA	2- 1-47	+	±	+	+	+	ǂ	ǂ	9+ 1−
	744	Rendezvous With Annie (90)		Rep.	8-17-46	+	+		+	+	+	+	6+
	787	Renegade Girl (65)		SG	2- 8-47	±				∓			2+ 2−
	767	Return of Monte Cristo, The (91)			11-30-46	±	±	+	+	±	ǂ	∓	8+ 4−
	733	Return of Rusty (64)		Col.	7- 6-46	±	∓			±	+	∓	5+ 4−
		Riding the California Trail (61)		Mono.								∓	1+ 1−
	796	Road to Hollywood (61)		SG	3- 1-47	±							1+ 1−
	754	Roll On Texas Moon (68)		Rep.	9-28-46	±		±	±	+	+		5+ 3−
	760	Rolling Home (71)		SG	10-19-46	±				±			2+ 2−
		S											
	808	San Demetrio, London (78)		20-Fox	4- 5-47	±	±	ǂ	+	∓			6+ 3−
	769	San Quentin (66)		RKO	12- 7-46	∓	±	+	±	+	±	±	7+ 5−
		Santa Fe Uprising (56)		Rep.						±	±		2+ 2−
	738	Scandal in Paris, A (100)		UA	7-20-46	+	±	±	±	∓	±	+	7+ 5−
	790	Sea of Grass, The (123)		MGM	2-15-47	+	±	+	+	+	ǂ	ǂ	9+ 1−
	767	Secret Heart, The (97)		MGM	11-30-46	+	±	ǂ	+	+	+		7+ 1−
	761	Secret of the Whistler (65)		Col.	11- 2-46	∓	∓			±	∓		4+ 4−
	745	Secrets of a Sorority Girl (58)		PRC	8-24-46	∓	∓		∓		±	=	4+ 6−
	795	Seven Were Saved (72)		Para.	3- 1-47	∓	∓	∓	±	+	+	+	7+ 4−
	744	Shadow of a Woman (79)		WB	8-17-46	±	±	∓	±	±	∓	∓	7+ 7−
	756	Shadowed (70)		Col.	10- 5-46	±	±			+	±	±	5+ 4−
	779	Shocking Miss Pilgrim, The (55)											
				20-Fox	1-11-47	+	±	±	+	+	+		6+ 2−
	809	Shoot to Kill (65)		SG	4-12-47	±		+	+	±			4+ 2−
	743	Show-Off, The (84)		MGM	8-17-46	+	+	+	±	±	+	∓	7+ 3−
		Silver Range (55)		Mono.						±		±	2+ 2−
	792	Sin of Harold Diddlebock, The (94)			2-22-47	+	+	+	+	+	+		6+
	782	Sinbad the Sailor (117)		RKO	1-18-47	+	+	+	+	+	+	+	7+
	741	Sing While You Dance (73)		Col.	8-18-46	±	∓			±	±	∓	5+ 5−
	777	Singin' in the Corn (64)		Col.	1- 4-47	∓	±	±			−	∓	4+ 5−
	752	Singing on the Trail (69)		Col.	9-14-46	±				±			2+ 2−
	770	Sioux City Sue (69)		Rep.	12- 7-46	∓		±	±	±	+		5+ 4−
	738	Sister Kenny (116)		RKO	7-20-46	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
	789	Smash-Up (103)		U-I	2-15-47	+	ǂ	+	+	+	ǂ	ǂ	10+
	732	Smoky (87)		20-Fox	6-22-46	+	±	+	+	+	ǂ	ǂ	9+ 1−
	765	So Dark the Night (70)		Col.	11-23-46	+	±	±	+	+	+	∓	7+ 3−
	786	Song of Scheherazade (106)		U-I	2- 1-47	+	±	±	+	+	+	±	7+ 3−
		Song of the Sierras (55)		Mono.					+	±			2+ 1−
	762	Song of the South (95)		RKO	11- 1-46	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
	786	South of the Chisholm Trail (58)		Col.	2- 1-47	±			±		∓		3+ 3−
		Spoilers of the North (66)		Rep.			±			∓			2+ 2−
	745	Spook Busters (68)		Mono.	8-24-46	±	±	∓	±	±	∓	±	7+ 7−
	780	Stagecoach to Denver (56)		Rep.	1-11-47	∓		±	±	+	±		5+ 4−
	773	Stairway to Heaven (104)		U-I	12-21-46	+	+		ǂ	ǂ	ǂ	ǂ	10+
	805	Stallion Road (97)		WB	3-29-47	±	±	±	+	+	+	+	7+ 3−
	775	Stars Over Texas (57)		PRC	12-28-46	±			±				2+ 2−
	764	Strange Holiday (56)		PRC	11- 9-46	±	±	∓		±	+		5+ 4−
	751	Strange Journey (67)		20-Fox	9-14-46	±	∓		±	±	∓		5+ 5−
	762	Strange Woman, The (101)		UA	11- 2-46	+	±	+	+	+	+	+	7+ 1−
	789	Suddenly It's Spring (87)		Para.	2-15-47	+	±	+	+	+	+	+	7+ 1−
	738	Sunset Pass (59)		RKO	7-20-46	∓	±	±	±	±	±		6+ 6−
	766	Susie Steps Out (65)		UA	11-23-46	±	±	±	±	∓	±		6+ 6−
	770	Sweetheart of Sigma Chi (76)		Mono.	12- 7-46	±	±	+	±	±	+		6+ 4−
	771	Swell Guy (87)		U-I	12-14-46	±	+	+	+	+	±	ǂ	8+ 2−
		T											
	806	Tarzan and the Huntress (72)		RKO	3-29-47	+	±	±	+	+	±	−	6+ 4−
	761	Temptation (100)		U-I	11- 2-46	+	±	±	±	ǂ	+	±	8+ 4−
	764	Terror Trail (55)		Col.	11- 9-46	∓				±			2+ 2−
	772	That Brennan Girl (95)		Rep.	12-14-46	±	+	±	+	±	±	±	7+ 5−
	791	That Way With Women (85)		WB	2-22-47	±	±	±	±	+	ǂ	±	8+ 5−
	810	That's My Man (104)		Rep.	4-12-47	+	+	±	+	+	±	+	7+ 2−
	747	They Were Sisters (108)		U-I	8-31-46	+	±		+	±	+	+	6+ 2−
	775	13 Rue Madeleine (95)		20-Fox	12-28-46	+	+	+	+	+	ǂ	ǂ	9+ −
	792	Thirteenth Hour, The (62)		Col.	2-22-47	±	±		±	−	∓		4+ 5−
	811	This Happy Breed (110)		U-I	4-19-47	+	±	+	+	∓	ǂ	ǂ	9+ 2−
	751	Three Little Girls in Blue (90)		20-Fox	9-14-46	+	+	+	ǂ	+	ǂ	ǂ	10+
	809	Three on a Ticket (62)		PRC	4-12-47	+	±	±	±	+			5+ 3−
	730	Three Wise Fools (92)		MGM	6-15-46	±	+	±	+	+	+	±	7+ 3−
	747	Thrill of Brazil, The (91)		Col.	8-31-46	+	±	±	+	−	+	+	6+ 3−
	765	Till the Clouds Roll By (120)		MGM	11-23-46	ǂ	+		ǂ	ǂ	ǂ	ǂ	11+
	730	Till the End of Time (105)		RKO	6-15-46	ǂ	±	±	+	ǂ	ǂ	+	10+ 2−
	743	Time of Their Lives, The (82)		U-I	8-17-46	+	±	±	+	+	ǂ	±	8+ 3−
	804	Time Out of Mind (89)		U-I	3-22-47	∓	∓	∓	±	∓	±	±	7+ 7−
	772	Time, the Place and the Girl, The (105)		WB	12-14-46	±	±	+	+	+	+	±	7+ 3−
	794	Trail Street (83)		RKO	3- 1-47	±	±	+		±	±	+	6+ 4−
	785	Trail to San Antone (67)		Rep.	2- 1-47	±		±	+	±	+		5+ 3−
		Trailing Danger (..)		Mono.								±	1+ 1−
	779	Trap, The (68)		Mono.	1-11-47	∓	−		±	∓		−	3+ 5−
	764	Tumbleweed Trails (57)		PRC	11- 9-46	∓		±	±		±		4+ 4−
	811	Twilight on the Rio Grande (71)		Rep.	4-19-47	+		±	±	−			3+ 3−
	739	Two Guys From Milwaukee (90)		WB	7-27-46	+	+	+	+	+	±	+	7+ 1−
	806	Two Mrs. Carrolls, The (100)		WB	3-29-47	+	±			+		+	4+ 2−
	730	Two Smart People (93)		MGM	6-15-46	±	±	±	±	±	+		6+ 5−
	748	Two Years Before the Mast (98)		Para.		8-31-46	±	±	ǂ	+	+	ǂ	ǂ	10+ 2−
		U											
	748	Under Nevada Skies (69)		Rep.	8-31-46	∓		±		∓			3+ 3−
		Undercover Maisie (93)		MGM			+	+	+	∓			4+ 1−
	756	Undercurrent (113)		MGM	10- 5-46	+	±	+	ǂ	+	ǂ	+	9+ 1−
	772	Unexpected Guest (60)		UA	12-14-46	±		±	±	±	±	±	6+ 6−
	734	Unknown, The (61)		Col.	7- 6-46	±	±	±	±	±	±	±	7+ 7−
	808	Untamed Fury (61)		PRC	4- 5-47	∓	±	∓	+	+		±	6+ 4−
		V											
	808	Vacation Days (68)		Mono.	4- 5-47	±	±			−			2+ 3−
	757	Vacation in Reno (60)		RKO	10-12-46	∓	±	±	±	∓	±	∓	7+ 7−
		Valley of Fear (54)		Mono.						−		±	1+ 2−
	766	Verdict, The (86)		WB	11-23-46	+	±	±	+	±	+	+	7+ 3−
	799	Vigilantes of Boomtown (96)		Rep.	3- 8-47	+		±	+	+	±		5+ 2−
	812	Violence (72)		Mono.	4-19-47	±	±	+	±	±			5+ 4−
		W											
	766	Wake Up and Dream (92)		20-Fox	11-30-46	±	∓	∓	+	∓	ǂ	±	8+ 5−
	763	Wanted for Murder (97)		20-Fox	11- 9-46	±	±		+	+	+	+	6+ 2−
	814	Welcome Stranger (106)		Para.	4-26-47	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ		12+
	806	West of Dodge City (57)		Col.	3-29-47	±			±				2+ 2−
	816	West to Glory (61)		PRC	5- 3-47	±		±	±				3+ 3−
	751	White Tie and Tails (74)		U-I	9-14-46	±	±			+	+	±	5+ 3−
	771	Wicked Lady, The (98)		U-I	12-14-46	+	±		±	∓	+	+	6+ 3−
	762	Wife Wanted (73)		Mono.	11- 2-46	∓	±		±	±			4+ 4−
	743	Wild Beauty (61)		U-I	8-17-46	∓	∓			∓	+	±	5+ 4−
	785	Wild Country (57)		PRC	2- 1-47	±		∓	∓	∓			4+ 4−
	769	Wild West (73)		PRC	12- 7-46	±		+	±	∓	±		5+ 4−
		Woman on the Beach, The (..)		RKO				+					1+
		Y											
	810	Yankee Fakir (71)		Rep.	4-12-47	+	∓	±	±	+			5+ 3−
	770	Yearling, The (135)		MGM	12- 7-46	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
	802	Years Between, The (88)		U-I	3-15-47	±	±		±	±	+	ǂ	7+ 4−

SHORTS CHART

Short subjects, listed by Company, in order of release. Running time follows title. First date is National release, second the date of review in BOXOFFICE. Symbol between dates is rating from the BOXOFFICE review: ‡ Very Good, + Good, ± Fair, ∓ Mediocre, — Poor, = Very Poor. ◎ Indicates color photography.

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	ALL-STAR COMEDIES			
8433	Slappily Married (J. De Rita) (16½)	11- 7	±	4-19
8423	Reno-Vated (V. Vague) (18½)	11-21	±	1- 4
8434	Moron Than Off (S. Holloway) (17)	11-28	+	2- 8
8403	Three Little Pirates (Stooges) (18)	12- 5	+	1-25
8435	Andy Plays Hookey (Andy Clyde) (18)	12-19	±	2-15
8404	Half Wits' Holiday (Three Stooges) (17½)	1- 9		....
8436	Meet Mr. Mischief (H. Von Zell) (17½)	1-23	±	4- 5
8424	Hot Heir (H. Herbert) (16½)	2-13	±	3-22
8437	Scooper Dooper (S. Holloway) (18)	2-27		....
8405	Fright Night (Stooges) (17)	3- 6		....
8438	The Good Bad Egg (J. DeRita) (17)	3-20		....
8439	Bride and Gloom (S. Howard) (16)	3-27		....
8440	Two Jills and a Jack (A. Clyde) (..)	4-17		....
8406	Out West (Stooges) (17½)	4-24	+	4-12
8425	Cupid Goes Nuts (16)	5- 1		....
8426	Nervous Shakedown (15½)	5- 8		....
	COLOR PHANTASIES			
8701	Fowl Brawl (6)	1- 9	+	3-29
8702	Uncultured Vulture (6)	2- 6	±	5- 3
8703	Wacky Quacky (6)	3-20		....
8704	Leave Us Chase It (..)	4-24		....
	COLOR RHAPSODIES (Technicolor)			
8501	Loco Lobo (6)	1- 9	+	4-19
8502	Cockatoos for Two (6)	2-13	+	5- 3
8503	Big House Blues (7)	3- 6		....
8504	Mother Huba-Huba-Hubbard (6)	5-29		....
	COMMUNITY SING			
8651	No. 1 The Gypsy (Leibert) (9½)	9-12	±	12-14
8652	No. 2 It's a Pity to Say Goodnight (Baker) (10½)	10-10	+	11-16
8653	No. 3 Surrender (Leibert) (9½)	11-14	+	4-19
8654	No. 4 Pretending (Baker) (10)	12-19	+	4-19
8655	No. 5 Rumors Are Flying (Leibert) (9½)	1-23		....
8656	No. 6 Ole Buttermilk Sky (Baker) (10)	2-27		....
8657	No. 7 The Coffee Song (Leibert) (..)	3-13		....
8658	No. 8 I'll Close My Eyes (Baker) (..)	4-17		....
8659	No. 9 Mr. Leibert at the Organ (10)	5-22		....
	SCREEN SNAPSHOTS			
8852	No. 2 Looking Down on Hollywood (10)	10- 3	+	11-30
8853	No. 3 Rodeo (10)	11- 7		....
8854	No. 4 Skolsky Party (10)	12-26	±	4-19
8855	No. 5 Movie Columnists (9)	1-23		....
8856	No. 6 Behind the Mike (9)	2- 6		....
8857	No. 7 Holiday in Las Vegas (10)	3-13	+	4-19
8858	No. 8 My Pal Ringeye (10)	4-10		....
8859	No. 9 Famous Hollywood Mothers (10)	5- 1		....
	SPORT REELS			
8801	Army Football Champions (11)	9-19	+	11- 9
8802	Ten Pin Magic (10)	10-24	+	4-19
8803	Hi Li (9½)	11-21	+	4-19
8804	Best in Show Dogs (10)	12-12		....
8805	Polo (10)	1.30		....
8806	Cue Tricks (9)	2-20		....
8807	Tennis Wizards (..)	3-20		....
8808	Goofy Golf (..)	4-24		....
8809	Wrestling (9)	5-29		....
	THRILLS OF MUSIC			
8951	Jerry Wald & Orch. (10)	9-12	+	11-23
8952	Machito & Orch. (10½)	10-17	±	12-14
8953	Les Elgart & Orch. (10)	11-28	+	4-19
8954	Ray McKinley & Orch. (9½)	11-28	+	1-11
8955	Shorty Sherock & Orch. (8½)	1-23	±	5- 3
8956	Buddy Morrow & Orch. (9½)	2-27		....
8957	George Towne & Orch. (..)	3-27		....
8958	Ray Anthony & Orch. (10)	5-22		....
	SERIALS			
8120	Son of the Guardsman (15 Chapters)	10-24	±	10-19
8140	Jack Armstrong (15 Chapters)	2- 6	‡	2- 8
8160	The Vigilante (15 Chapters)	5-22		....

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	FITZPATRICK TRAVELTALKS (Technicolor)			
T-713	Land of Mayas (..)	1-26		....
T-714	Glimpses of Guatemala (8)	2- 9	+	2-16
T-715	Visiting Vera Cruz (..)	3-16	‡	2- 9
T-716	The Mission Trail (..)	4-13		....
T-717	Looking at London (..)	6- 1	+	6- 1
T-718	Over the Seas to Belfast (..)	8-31		....
T-811	Glimpses of California (9)	10-26	+	4-19
T-812	Calling on Costa Rica (10)	3-15	+	3-29
	MINIATURES			
M-783	Musical Masterpieces (10)	4-20	‡	4- 6
M-784	Bikini—The Atom Island	6-15	+	6-15
	MGM NEWS OF THE DAY (Released Twice Weekly)			
	MGM SPECIALS			
A-702	Purity Squad (20)	11- 3	‡	10- 3
A-703	Traffic With the Devil (17)	8-31	‡	9-14
A-801	Luckiest Guy in the World (21)	1-25		....
	MGM TECHNICOLOR CARTOONS			
W-734	Lonesome Lenny (8)	3- 9	+	4- 6
W-737	The Hick Chick (7)	6-15		....
W-739	Northwest Hounded Police (..)			....
W-831	Henpecked Hoboes (7)	10-26	‡	4-19
W-834	Hound Hunters (7)	4-12		....
	MGM TOM & JERRY CARTOONS			
W-735	Springtime for Thomas (9)	3-30	+	4-13
W-736	The Milky Waif (7)	5-18	+	7- 1
W-738	Trap Happy (7)	6-29		....
W-740	Solid Serenade (..)	8-31		....
W-832	Cat Fishin' (8)	2-22	‡	4-19
W-833	Part Time Pal (8)	3-15	‡	5- 3
W-835	Cat Concerto (7)	4-26		....
	PASSING PARADE			
K-775	Magic on a Stick (10)	1- 9	‡	2-16
K-776	Our Old Car (10)	5-11	‡	4- 6
K-871	A Really Important Person (10)	1-11	±	3-15
	PETE SMITH SPECIALTIES			
S-757	Fala at Hyde Park (9)	1-19	‡	1-26
S-758	Studio Visit (..)	5-11	+	7- 1
S-759	Equestrian Quiz (..)	5-18	‡	7- 1
S-760	Treasures From Trash	6- 8	±	6- 1
S-851	Football Thrills No. 9 (9)	9- 7		....
S-852	Sure Cures (9)	11- 2		....
S-853	I Love My Husband But (9)	12- 7		....
S-854	Playing by Ear (..)	12-28	‡	1-25
S-855	Athletiquiz (9)	1-11	+	4-19
S-856	Diamond Demon (9)	2- 1	±	2-22
S-857	Early Sports Quiz (9)	3- 1	‡	4- 5
S-858	I Love My Wife But (9)	4-15	‡	4-12
S-859	Neighbor Pests (9)	5- 3	±	4-26

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	GEORGE PAL PUPPETOONS (Technicolor)			
U5-3	Olio for Jasper (7)	4-19	+	4-13
U5-4	Together in the Weather (7)	5-24	‡	6- 8
U5-5	Jasper's Derby (8)	9-20	‡	5-18
U5-6	John Henry and the Inky Poo (7)	9- 6		....
U5-7	Jasper in a Jam (7)	10-18	‡	12-14
U5-8	Shoe Shine Jasper (7)	2-28	+	2-15
U6-1	Wilbur the Lion (10)	4-18		....
	GRANTLAND RICE SPORTLIGHTS			
R5- 8	Riding the Hickories (9)	5-17	+	7- 1
R5- 9	Birds Make Sport (9)	6-21	+	6-29
R5-10	Feminine Class (10)	7-19	+	7-20
R6- 1	Race Horses Are Born (9)	10- 4	±	10- 5
R6- 2	Dive Hi Champs (10)	10-11	‡	12-14
R6- 3	Queens of the Court (10)	11-15	+	1-18
R6- 4	Like Father, Like Son (10)	12-13		....
R6- 5	Jumping Jacks (9½)	1-10		....
R6- 6	Selling the Sun (10)	1-31		....
R6- 7	Under White Sails (9)	2-28		....
R6- 8	Iced Lightning (10)	4-18		....
	LITTLE LULU (Technicolor)			
D5-2	Bargain Counter Attack (7)	5- 3	‡	4-13
D5-3	Bored of Education (7)	7-26	±	5-18
D5-4	Chick and Double Chick (6)	8-16	±	7-27
D5-5	Musica-Lulu (7)	1-24	‡	2- 1
D5-6	A Scout With the Gout (7)	3- 7	±	3-15
D6-1	Loose in the Caboose (8)	5-23		....
	MUSICAL PARADES (Technicolor)			
FF5-3	College Queen (19)	5-17	±	5-25
FF5-4	Tale of Two Cafes (18)	7- 5	+	7- 1
FF5-5	Double Rhythm (20)	8-23	+	7-20
FF5-6	Golden Slippers (17)	12-13	±	12-13
FF6-1	Sweet and Low (19)	3-28	±	4- 5
FF6-2	Champagne for Two (20) 6-13			....
	NOVELTOON (Technicolor)			
P5-2	Cheese Burglar (7)	5-17	+	4-13
P5-3	Old MacDonald Had a Farm (7)	6- 7	+	5-18
P5-4	Sheep Shape (7)	6-28	‡	7- 1
P5-5	Goal Rush (6)	9-27		....
P5-6	Sudden Fried Chicken (7)	10-18	+	12-28
P6-1	Spree for All (7)	10-18	+	10-26
P6-2	Stupidstitious Cat (7)	4-25		....
P6-3	The Enchanted Square (10)	5- 9	‡	5-3
	PACEMAKERS			
K6-1	Brooklyn, I Love You (10)	10- 4	‡	11- 2
K6-2	Love in Tune (9½)	10-25	‡	11- 9
K6-3	Radio, Take It Away (11)	1-31	‡	4-19
K6-4	Try and Catch Me (9)	2-14		....
K6-5	Brains Can Be Beautiful (9)	5-30		....
	PARAMOUNT NEWS (Released Twice Weekly)			
	POPEYE CARTOONS (Technicolor)			
E5-2	Service With a Guile (6)	4-19	+	4-13
E5-3	Klondike Casanova (8)	5-31	+	5-25
E5-4	Peep in the Deep (7)	6- 7	‡	7- 1
E5-5	Rocket to Mars (6)	8- 9	+	6-29
E5-6	Rodeo Romeo (6)	8-16	+	7-20
E5-7	The Fistic Mystic (6)	2- 7	‡	11-30
E5-8	The Island Fling (7)	3-14	‡	12-21
E6-1	Abusement Park (7)	4-25	‡	5- 3
	POPULAR SCIENCE (Color)			
J5-5	No. 5 (10)	6-21	+	6-29
J5-6	No. 6 (10	8-16		....
J6-1	No. 1 (11)	11- 1	‡	12- 7
J6-2	The Sponge Divers (11)	1-17	±	4-19
J6-3	Air-Borne Pastures (11)	2-28		....
J6-4	Marine Miracles (10)	4- 4		....
	SPEAKING OF ANIMALS			
Y5-4	In the Wilds (9)	5-10	±	5-18
Y5-5	The Lonesome Stranger (10)	6-14	+	6-29
Y5-6	Be Kind to Animals (10)	8-30		....
Y6-1	Stork Crazy (10)	10-18	±	1- 4
Y6-2	Pooch Parade (10)	12-27	+	3-22
Y6-3	In Country Life (9)	2-21	+	4-19
Y6-4	They're Not So Dumb (8)	3-28	+	5- 3
	TWO-REEL SPECIAL			
T5-2	Don't Be a Sucker (18)	7- 4	‡	5-11
37	Two Decades of History (22½)	1- 4		....
	UNUSUAL OCCUPATIONS (Color)			
L5-4	No. 4 (10)	5-24	+	4-13
L5-5	No. 5 (10)	7-12	+	6-29
L5-6	No. 6 (10)	8-30		....
L6-1	No. 1 (10)	12-13	‡	11-23
L6-2	Swedish Glass Makers (10)	2-14		....
L6-3	G.I. Hobbies (11)	3-14	+	3-29
L6-4	The Stunt Girl (..)	5- 2		....

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	DISNEY CARTOONS (Technicolor)			
64,105	In Dutch (7)	5-10	‡	3- 9
64,106	Squatter's Rights (7)	6- 7	+	6-15
64,107	Donald's Double Trouble (7)	6-28	‡	7- 6
64,108	The Purloined Pup (7)	7-19	+	8-17
64,109	Wet Paint (7)		+	9-17
64,110	Dumb Bell of the Yukon (7)	8-30	+	5-25
64,111	Lighthouse Keeping (7)	9-20	+	1-25
64,112	Bath Day (7)	10-11		....
64,113	Frank Duck Brings 'Em Back Alive (7)	11- 1	±	7-27
64,114	Double Dribble (7)	11-29	±	11-23
64,115	Pluto's Housewarming (7)	12-20	+	2-15
64,116	Figaro and Frankie (7)	2-27		....
64,117	Straight Shooters (6)	4-18		....
	EDGAR KENNEDY COMEDIES			
63,404	Wall Street Blues (17)	7-12	±	7-27
63,405	Motor Maniacs (18)		±	9-17
63,406	Noisy Neighbors (18)		+	10-12
73,401	I'll Build It Myself (15)	10-18	+	10-12
73,402	Do Or Diet (18)	2-10	±	4- 5
73,403	Social Terrors (18)	4-11		....
	RAY WHITLEY WESTERN MUSICALS			
73,501	Bar Buckaroos (16)	9- 6	±	11- 9
73,502	Cupid Rides the Range (18)	10-11		....
73,503	Bandits and Ballads (17)	11-15	±	11-16
73,504	Buckaroo Broadcast (18)	12-20	+	1- 4
	SPECIAL			
73,901	Football Highlights of 1946 (18)	12-10	+	12-21
	FLICKER FLASHBACKS			
74,201	No. 1 (9)	9-13		....
74,202	No. 2 (9)	10-25		....
74,203	No. 3 (8)	12- 6		....
74,204	No. 4 (10)	1-17	±	4-19
74,205	No. 5 (8)	2-28	±	4-19
74,206	No. 6 (9)	4-11		....
	HEADLINER REVIVALS			
53,201	Songs of the Colleges (15)	9- 8		....
63,201	The Derby Decade (22)	9-21		....
63,202	Russian Dressing (18)	11-23	∓	12-29
63,203	Twenty Girls and a Band (18)	1-18	+	2- 2
63,204	Sea Melody (19)	3-15	∓	4-13
63,205	Follow That Music (18)	1-31	±	2- 8
	LEON ERROL COMEDIES			
63,704	Twin Husbands (18)	5-10	+	6-15
63,705	I'll Take Milk (18)	7-19	+	7-27
63,706	Follow That Blonde (18)	9-27	±	9-28
73,701	Borrowed Blonde (15)	3- 7	—	3-22
73,702	Wife Tames Wolf (17)	3-28	±	4-12
	MUSICAL FEATURETTES			
73,201	Melody Time (18)	11-29	+	12-28
73,202	Follow That Music (18)	1-31		....
	PATHE NEWS (Released Twice Weekly)			
	PATHE SPORTSCOPE			
64,310	Aqua Queens (8)	5-17	+	6-15
64,311	Ben Hogan (8)	6-14	+	7- 6
64,312	Palmetto Quail (8)	7-12	+	8-24
64,313	Steeplechasers (8)	7-31	±	12- 7
74,301	Skating Lady (8)	8-30	‡	10-26
74,302	Hail Notre Dame (8)		±	12-28
74,303	Bowling Fever (9)	11-22	±	11-30
74,304	Kentucky Basketeers (8)	1-13	‡	1-11
74,305	College Climbers (8)	1-10	±	4-19
74,306	Ski Champions (8)	1-10		....
74,307	Ice Skippers (8)	3- 7		....
74,308	Wild Turkey (8)	4- 4		....
74,309	Racing Sleuth (8)	5- 9		....
	THIS IS AMERICA			
63,107	No Place Like Home (16)	5- 3	‡	5-25
63,108	Panama (16)	5-31	±	6-15
63,109	Port of New York (16)	6-28	‡	7- 6
63,110	Courtship to Courthouse (16)		+	8-17
63,111	Highway Mania (17)		‡	9-17
63,112	White House (17)		+	10- 5
63,113	Northern Rampart (17)		‡	11- 2
73,101	Beauty for Sale (..)	11-22	+	11-16
73,102	Germany Today (16)	12-13	‡	12-21
73,103	A Nation Is Born (17)	1-17	‡	2- 1
73,104	Campus Boom (16)	2- 7	‡	3- 8
73,105	San Francisco (16)	3- 7	‡	3-15
73,106	Forgotten Island (18)	4- 4	‡	4-26

20th Century-Fox

Prod. No.	Title	Rel. Date	Rating	Rev'd.

DRIBBLE PUSS PARADE

6902	Muscle Maulers (8)	5-31		....
7901	Monkey-Tone News (9)	1-17		....
7951	Fisherman's Nightmare (8)	5- 2	+	2-22

SPORTS

7301	Football Fanfare (9)	8-23	+	9-14
7351	Winter Holiday (8)	9-27		....
7352	Summer Trails (8)	11- 8		....
7353	Playtime's Journey (8)	12-13		....
7302	Style of the Stars (10)	2- 7		....
7303	Tanbark Champion (8)	5-23		....

FOX MOVIETONE NEWS

(Released Twice Weekly)

MARCH OF TIME

Vol. 12, No. 9	Wanted—More Homes! (20)	4-19	++	4-20
Vol. 12, No. 10	Tomorrow's Mexico (..)	5-17	++	5-18
Vol. 12, No. 11	Problem Drinkers (19)	6-14	++	6-15
Vol. 12, No. 12	The New France	7-12	++	7-20
Vol. 12, No. 13	Atomic Power (19)	8- 9	+	8-10
Vol. 13, No. 1	Is Everybody Happy? (..)	9- 6		....
Vol. 13, No. 2	World Food Problem (..)	10- 4	+	10-12
Vol. 13, No. 3	The Soviet's Neighbor (17¾)	11- 1	+	11- 2
Vol. 13, No. 4	The American Cop (..)	11-29	++	11-30
Vol. 13, No. 5	Nobody's Children (..)	12-27	++	12-28
Vol. 13, No. 6	Germany—Handle With Care (19)	1-24	+	1-25
Vol. 13, No. 7	Fashion Means Business (..)	2-21	++	2-22
Vol. 13, No. 8	The Teachers' Crisis (..)	3-21	++	3-22
Vol. 13, No. 9	Storm Over Britain (..)	4-18	++	4-19

MOVIETONE ADVENTURES

(Color)

6259	Cradle of Liberty (8)	6-21		....
6260	Across the Great Divide (8)	7- 5		....
7251	Sons of Courage (8)	8- 2	+	10- 5
7252	Jamaica (..)	9-13		....
7253	Historic Capetown (..)	10-18		....
7254	Girl and Gags (8)	11-22	±	4-12
7201	Fantasy of Siam (8)	1- 3	+	1-18
7202	Royalty of the Range (9)	3- 7	+	4-19
7255	The Cape of Good Hope (8)	4-11	+	4-19
7256	Zululand (8)	6- 6	±	4-26
7257	Gardens of the Sea (..)	6-13		....
7258	Romance of the Fjords (..)	6-27		....
7203	Harvest of the Sea (9)	7- 4	+	5- 3

TERRY-TOONS

(Technicolor)

6515	Mighty Mouse in Throwing the Bull (7)	5- 3	+	5- 4
6516	Mighty Mouse in the Trojan Horse (7)	7-26	+	6- 8
6517	Dinky Finds a Home (7)	6- 7	±	7-20
6518	Mighty Mouse in the Johnstown Flood (7)	6-28	+	6- 8
6519	Gandy Goose in Peacetime Football (7)	7-19	++	6- 8
6520	Gandy Goose in the Golden Hen (7)	5-24	±	4-27
7501	Mighty Mouse in Winning the West (7)	8-16	+	10-19
7502	The Tortoise Wins Again (7)	8-30		....
7503	Mighty Mouse in the Electronic Mouse Trap (7)	9- 6		....
7504	Mighty Mouse in the Jail Break (7)	9-20	+	9-21
7505	The Snow Man (7)	10-11		....
7506	The Housing Problem (7)	10-25		....
7507	Mighty Mouse in the Crackpot King (7)	11-15		....
7508	Talking Magpies in the Uninvited Pests (7)	11-29	+	2-15
7509	Mighty Mouse and the Hep Cat (7)	12- 6		....
7510	Beanstalk Jack (7)	12-20		....
7511	Mighty Mouse in Crying Wolf (7)	1-10		....
7512	The Talking Magpies in McDougal's Rest Farm (7)	1-31	++	4-19
7513	Mighty Mouse in Dead End Cats (7)	2-14		....
7514	The Talking Magpies in Happy Go Lucky (7)	2-28		....
7515	Gandy Goose in Mexican Baseball (7)	3-14		....
7516	Mighty Mouse in Aladdin's Lamp (7)	3-28		....
7517	The Talking Magpies in Cat Trouble (7)	4-11		....
7518	Mighty Mouse in Sky Is Falling (7)	4-25		....
7519	Talking Magpies in the Intruder (7)	5- 9		....
7520	Mighty Mouse Meets Deadeye Dick (7)	5-30		....

Universal-International

Prod. No.	Title	Rel. Date	Rating	Rev'd.

ANSWER MAN SERIES

2391	Answer Man No. 1 (10)	10-21	+	9-21
2392	No. 2 Nature's Atom Bomb (10)	12-30	+	1- 4
2393	No. 3 The Jungle Gangster (9)	3- 3	±	4-19
2394	No. 4 Red Fury (8)	3-24	±	5- 3

JUVENILE JURY SERIES

2361	No. 1 (11)	12-16	+	2- 8
2362	No. 2 (10)	3-31	+	4-19

LANTZ CARTUNES

(Technicolor)

2321	Fair Weather Fiends (7)	11-18	++	1-25
2322	Wacky Weed (7)	12-16	+	2-15
2323	Musical Moments (8)	2-24	++	5- 3
2324	Smoked Hams (7)	4-28		....
2325	Coo-Coo Bird (..)	6- 9		....
2326	Overture to William Tell (7)	6-16		....

NAME BAND MUSICALS

1308	Takin' the Breaks (15) Russ Morgan & Orch.	5-22	+	7- 1
1309	Banquet of Melody (15) Matty Malneck & Orch.	5-29	+	4-27
1310	Swingin' Down the Scale (15) Alvino Rey & Orch.	6-26	+	7- 1
1311	Breakin' It Down (15) Del Courtney & Orch.	8-28	+	8-17
2301	Frontier Frolic (15) Bob Wills & Orch.	10- 9	+	1- 4
2302	Champagne Music (15) Lawrence Welk & Orch.	11-20	++	1-18
2303	Tumbleweed Tempos (16) Spade Cooley & Orch.	12- 4	±	2- 1
2304	Moonlight Melodies (15) Frankie Carle & Orch.	12-18	+	1-11
2305	Tex Beneke and the Glenn Miller Orch. (15)	3-26	++	4-19
2306	Melody Maestro (15)	4- 2		....
2307	Tommy Tucker & Orch. (..)			....
2308	Charlie Barnet & Orch. (..)	4-16		....
2309	Charlie Spivak & Orch. (..)	5-14		....
2310	Jitterumba (..)	6-25		....

PERSON-ODDITIES

1369	Scientifically Stung (9)	6-10	+	7- 1
1370	Lone Star Padre (9)	6-17		....
1371	Artist's Antics (9)	6-24	+	7- 6
1372	Picture Pioneer (9)	7- 1	+	7- 6
1373	Hobo Hound (9)	8-19	+	9-28
1374	Sampson Junior (9)	8-19	±	10-19
1375	Rural Rhapsody (9)	8-26	±	10-26

SING AND BE HAPPY SERIES

2381	Bit of Blarney (10)	9-30	+	10-26
2382	The Singing Barbers (9)	2-17	+	2-22
2383	Let's Sing a College Song (..)	4-14		....
2384	Let's Sing a Western Song (..)	5-19		....

SPECIAL FEATURETTES (2 REELS)

1201	Tiny Terrors of the Timberlands (20)	6-26	++	4- 6

UNIVERSAL NEWS

(Released Twice Weekly)

VARIETY VIEWS

1349	Dog of the Seven Seas (9)	6-17	+	7- 6
1350	Magic Mineral (9)	7- 1	+	6- 1
1351	Mr. Chimp at Home (9)	8-12	±	7- 6
1352	Operation Holiday (9)	8-26	++	10- 5
1353	Mr. Chimp to the Rescue (9)	8-26	±	11- 9
1354	Mr. Chimp on Vacation (10)	8-26	±	9-28
2341	Bear Facts (10)	2-24	+	4-19
2342	Pelican Pranks (9)	2-24	±	4-26
2343	Wild West Chimp (9)	3-17	±	5- 3
2344	Rhumba Holiday (9)	4-21		....

SERIALS

1681-1693	The Royal Mounted Rides Again (13 Chapters)	10-23	+	1-26
1781-1793	The Scarlet Horseman (13 Chapters)	1-22	++	2-16
1881-1893	Lost City of the Jungle (13 Chapters)	4-23	±	4-27
2581-2593	Mysterious Mr. M...	7-23	+	8-10

Warner Bros.

Prod. No.	Title	Rel. Date	Rating	Rev'd.

BLUE RIBBON HIT PARADE

(Technicolor)

2310	Little Brother Rat (7)	6- 8	+	6-22
2311	Johnny Smith & Poker Huntas (7)	6-22	+	8-10
2312	Robin Hood Makes Good (7)	7- 6	+	8- 3
2313	Little Red Walking Hood (7)	8-17	±	9-14
3301	Fox Pop (7)	9-28	++	10- 5
3302	Wacky Worm (7)	10-12	+	11- 9
3303	You re an Education (7)	10-26	+	11-16
3304	Have You Got Any Castles (7)	2- 1	++	3- 3
3305	Pigs Is Pigs (7)	2-22	+	4-19
3306	Cat's Tale (7)	3-29		....
3307	Goofy Groceries (7)	4-19		....

BUGS BUNNY SPECIALS

(Technicolor)

2721	Hair Raising Hare (7)	5-25	++	6- 1
2722	Acrobatty Bunny (7)	6-29	+	6-22
2724	Big Snooze (7)	10- 5	+	12-28
2725	Rhapsody Rabbit (7)	11- 9	++	1- 4
2726	Hare Grows in Manhattan (7)	3-22		....

FEATURETTES

3101	Okay for Sound (20)	9- 7	++	7-20
3103	Alice in Movieland (20)	12-21		....
3104	Dog in the Orchard (20)	1-11	++	3-29
3105	Keystone Hotel (20)	2- 8	++	4-12
3106	Remember When (20)	4- 5		....

JOE McDOAKES COMEDIES

3401	So You Want to Keep Your Hair (10)	12- 7	±	11-30
3402	So You Want to Play the Horses (10)	10- 5	++	10-26
3403	So You Think You're a Nervous Wreck (10)	12-28	±	4- 5
3404	So You're Going to Be a Father (10)	5-10		....

MELODY MASTERS

2609	Musical Memories (10)	7- 6		....
2610	Enric Madriguera & Orch. (10)	8-10	±	8-24
3601	Desi Arnaz & Band (10)	10-12		....
3602	Melody of Youth (10)	12-14	++	4-19
3603	Big Time Revue (10)	1-25	+	3- 8
3604	Stan Kenton & Orch. (10)	2-22	±	4-19
3605	Vaudeville Revue (10)	4-12	±	5- 3

MERRIE MELODIES

(Technicolor)

2701	Kitty Kornered (7)	6- 8	+	6-22
2702	Hollywood Daffy (7)	6-22	+	6-22
2703	Eager Beaver (7)	7-13	±	8- 3
2704	Great Piggy Bank Robbery (7)	7-20	+	8-10
2705	Bacall to Arms (7)	8- 3	±	8-24
2706	Of Thee I Sting (7)	8-17	+	8-31
2707	Walky Talky Hawky (7)	8-31	++	9-14
2708	Fair and Wormer (7)	9-28		....
2709	Mousmerized Cat (7)	10-19	++	12-21
2710	Mouse Menace (7)	11- 2	±	12-14
2711	Roughly Squeaking (7)	11-23	±	4-19
2712	One Meat Brawl (7)	1-18		....
2713	Goofy Gophers (7)	1-25		....
2714	Gay Anties (7)	2-15	±	4-19
2715	Scent-imental Over You (7)	3- 8		....
2716	Birth of a Notion (7)	4-12		....
2717	Tweetie Pie (7)	5- 3		....
2718	Rabbit Transit (7)	5-10		....
2719	Hobo Bobo (7)	5-17		....

SPECIALS

(Technicolor)

2005	South of Monterrey (20)	6- 1	++	6-22
2006	Hawaiian Memories (20)	6-15	++	5-25
2007	Down Singapore Way (10)	7-20	±	8- 3
2806	Adventures in South America (10)	8-10	±	8-31
2008	Men of Tomorrow (10)	8-24	++	7- 6

TWO-REEL SPECIALS

(Technicolor)

3001	Cinderella's Feller (20)	9-21	±	9-21
3002	The Last Bomb (20)	11- 2	±	9-21
3003	A Boy and His Dog (20)	4-26	++	4-26
3004	Saddle Up (20)	3- 1		....
3005	Song of a Nation (20)	5-31		....

SPORTS PARADE

2511	Beach Days (10)	7-13		....
2512	Ranch in White (10)	8- 3	±	8-31
2513	Dominion of Sports (10)	8-31	±	8-31
3501	King of the Everglades (10)	9-14	±	9-28
3502	Lazy Hunter (10)	10-26	±	12- 7
3503	Battle of Champs (10)	1-18	±	5- 3
3504	American Sports Album (10)	3- 8	+	3-22
3505	Let's Go Swimming (10)	1- 4	±	4-19
3506	Arrow Magic (10)	3-22		....
3507	Harness Racing (10)	5- 3		....
3508	Flying Sportsmen in Jamaica (10)	5-24		....

TECHNICOLOR ADVENTURES

3801	Star Spangled City (10)	10-19	++	11- 2
3802	Rubber River (10)	11-16	±	12-14
3803	Kingdom of the Wild (10)	3-15	+	4-19

Miscellaneous

Republic

SERIALS

584	The Crimson Ghost (..) (12 Chapters)	10-26		....
691	Son of Zorro (..) (13 Chapters)	1-18		....
692	Jungle Girl (..) rerelease. (15 Chapters)	4-19		....
	Jesse James Rides Again... (13 Chapters)	3-21		....
	The Black Widow... (13 Chapters)			....
	G-Men Never Forget... (13 Chapters)			....

United Artists

DAFFY DITTIES

....	The Lady Said No (8)	4-26	++	4-27
....	Choo Choo Amigo (8)	7- 5	++	7-20
....	Pepito's Serenade (..)	8-16	++	9-14

LOEW MUSICOLOR

....	Toccata and Fugue (10)	10-15	++	10-19

IN THE NEWSREELS

Movietone News, No. 70: Marshall returns from Moscow as parley fails; special session of UN; train blown up in Palestine; Moscow—behind the Iron Curtain; gale wrecks British ship; mine safety equipment; Lew Lehr; sports—Babe Ruth day.

News of the Day, No. 268: Palestine issue goes to UN; terror flares anew in the Holy land; Marshall home from Moscow, Truman praises firm stand; Warspite on rocks; mine perils demonstrated; sports.

Paramount News, No. 71: Drake relays set pace for Olympics; spotlight on labor; UN-Palestine session opens; Marshall returns home with Moscow report; baseball honors one and only Babe Ruth.

Pathe News, No. 73: Marshall home—reports to the President; UN mission on Palestine; baseball honors Babe Ruth; religion in Russia.

Universal News, No. 34: UN general assembly undertakes settlement of Palestine question; train blown up as terrorists strike again in Holy land; bureau of mines re-creates coal mine explosions in demonstration tests; Marshall returns from four-power conference; bulletproof vest demonstrated in Philadelphia; nation's baseball fans honor Babe Ruth; Montreal team wrestlers clash head on.

●

Movietone News, No. 71: Marshall reports on failure of Moscow parley; religion—Charles Gilbert is installed as bishop of Protestant church; Truman welcomes Mexican president to U.S.; Chiang Kai-shek; British royal family—names in the news; Australian girls wear scarves for bathing suits; sports.

News of the Day, No. 269: Mexican president gets huge ovation on visit to U.S.; royal family sees Victoria falls; religion in the news; Chiang on vacation; strange visitors; British football classics.

Paramount News, No. 72: Viva Aleman—capital hails Mexican president; royalty meets in Rhodesia; animal world headlines; intimate films—Chiang visits birthplace; 1947 pioneer-veteran wins stake in rich acres.

Pathe News, No. 74: Czech collaborators sentenced; Princess Catherine weds; assembly line homes; Chiang on vacation; Mexican president visits U.S.

Universal News, No. 35: Mexican president welcomed to nation's capital; dynamite blast set off by Palestine terrorists; royal family visits Victoria falls; stirring funeral rites for Danish king in Denmark; General Franco reviews victory parade in Madrid; Greek king takes oath in Athens; Australia's "platypus" draws throngs to Bronx zoo; Yo-Yo demonstration at Houston, Tex.

●

All American News, Vol. 5, No. 237: Chicago's famous Sheil house is haven for kids; Negro ball teams exhibit "stuff"; the old Arkansas artist; the senator from Detroit; the Penn relays.

SHORTS REVIEWS

Opinions on the Current Short Subjects

Rodeo

Col (Screen Snapshots, No. 3) **10 Mins.**

Very good. The annual rodeo in Los Angeles' Memorial Coliseum includes plenty of action shots of bronco busting, calf roping and steer riding. Roy Rogers and Trigger appear and the horse goes through his paces. Victor McLaglen's troopers perform maneuvers on horseback, but the footage devoted to the actors in the audience at the rodeo is kept down to a minimum. Narration is directed to the juvenile trade.

Best in Show (Dogs)

Col (Sports Reel) **10 Mins.**

Good. Training and preparation of a dog for show-ring competition are shown, with commentary by Bill Stern. Dog owners will get tips on handling their pets from the trainers at Kenneth Cobb's kennels. The process of handling the animal from the time a three-month old pup is taught to walk until he emerges as winner of the blue ribbon as "best in show" is covered.

Rumors Are Flying

Col (Community Sing, No. 5) **9½ Mins.**

Entertaining. Audiences should enjoy joining the Song Spinners in renditions of "Rumors Are Flying" currently being played on Hit Parade; "Either It's Love Or It Isn't"; "Theres Nothing the Matter With Me That a Kiss Can't Cure"; "Pity the Poor Lobster" and "Stars Fell on Alabama," a tune that was popular several years ago. Musical background is supplied by Dick Leibert at the organ.

Cat Concerto

MGM (Tom & Jerry Cartoon) **7 Mins.**

Excellent. Expert animation and subtle treatment of a musical theme make this Academy award winning short tops in the Tom & Jerry series. Tom Cat turns concert pianist. His rendition of Liszt's Second Hungarian Rhapsody is in the true classical tradition until Jerry Mouse does some improvising of his own. Tom's efforts to chase Jerry from the keyboard, and the mouse's antics behind the scenes are hilarious. Jerry forces Tom to play several exhausting cadenzas. When the cat collapses from exhaustion Jerry bows to the concert hall audience.

Dr. Jekyll and Mr. Mouse

MGM (Tom & Jerry Cartoon) **8 Mins.**

Amusing. Tom tries to prevent Jerry from drinking his milk by brewing a deadly potion and pouring it into the milk dish. The mouse happily dives in. A series of explosions follow, and Jerry suddenly grows larger and stronger. He begins beating Tom, but soon the effects of the mixture wear off and the mouse is again at the cat's mercy. Tom decides to try the potion himself, but instead of gaining strength, he shrinks to half Jerry's size.

Hound Hunters

MGM (Technicolor Cartoon) **7 Mins.**

Very good. George and Junior, the latter a prototype of Finnegan in the Duffy's Tavern radio show, weary of their vagabond existence and take jobs as dog catchers. They tangle with all the stray hounds in the neighborhood, but fail to trap any. The laughs mount as George and Junior disguise themselves as dogs, cats and fire hydrants in order to lure the pooches into the net. Their venture fails, and they once more hit the rails, this time accompanied by a small dog they attempted to catch.

Loose in the Caboose

Para (Little Lulu) **8 Mins.**

Very good. Once more the mischievous imp, Lulu, causes untold aggravation and hardship as she plagues a train conductor. After boarding a train she misplaces her ticket, and the garrulous conductor throws her off. But Lulu, with characteristic determination, climbs back on the train and manages to elude the conductor. She finds her ticket finally.

The Stupidstitious Cat

Para (Noveltoon) **7 Mins.**

Fair. A superstitious cat captures Buzzy, the wise-cracking crow, with the intention of having him for breakfast. Once the bird realizes the cat is superstitious, he plays on the feline's weakness by leading him under a ladder and forcing him to crash through a mirror. Buzzy wards off the cat, but when the bird realizes it is Friday, the 13th, he proceeds to throw salt over his shoulder and rub a rabbit's foot.

Try and Catch Me

Para (Pacemakers) **9 Mins.**

Good. Red Barber takes time out from his sports announcing to describe the night life of a raccoon. The poor raccoon has a hectic session. After he steals an egg from a barnyard, the farmer sicks his dogs on him. Barber injects some of the excitement of his sports narration into his description of the chase and near disaster of the raccoon.

Ski Champion

RKO (Sportscope) **8 Mins.**

Very good. Breathtaking photographic effects make this a superior skiing picture. Filmed in the Swiss Alps, the snow-covered mountains form a dramatic backdrop for Rudolf Rominger, three times world ski champion. He demonstrates his expert technique on the hickories and makes several thrilling descents on dangerous slopes.

Flicker Flashbacks

RKO (No. 6) **9 Mins.**

Amusing. An old cops-and-robbers adventure of vintage 1907 is dusted off and with amusing narration, provides a few hearty guffaws. The first sequence shows how justice inevitably triumphs, as police dogs track a band of Paris thugs to its lair. "The Violinist," which follows, is a tragedy of the old school. The narrator explains how a young deb falls in love with a violinist, but there is some confusion as to whether she dies of unrequited love or as a result of his torturous playing.

Beanstalk Jack

20th-Fox (Terrytoon) **7 Mins.**

Fair. Another fairy-tale adventure of Stringbean Jack, this is merely a time-filler best suited to children. With the sheriff at the front door and the wolf at the back door, Jack and his impoverished family are so destitute that even the goldfish in the bowl is only a skeleton of his former self. In a vivid dream, a jinni tells Jack to climb up the beanstalk in his backyard where a massive giant lives with his hen of golden egg fame. Jack slides to the bottom of the beanstalk holding the precious bird who helps him chase both the sheriff and the wolf. Filmed in Technicolor.

Happy Go Lucky

20th-Fox (Terrytoon) **7 Mins.**

Fair. Heckle and Jeckle, the wise-cracking magpies, invade a farmyard. They raid the apple orchard, hen house and barn, until the conscientious watchdog gets on the job. A mad chase ensues, with the magpies doing everything possible to discourage the dog. The canine gives up, but the magpies' mischief backfires when the dog tosses a lighted firecracker at them.

Summer Trails

20th-Fox (Ed Thorgersen Sports) **8 Mins.**

Fair. Four young men take a hike through the Pocono Mountains in Pennsylvania. They see buffalo on the reservation and visit a horse farm at Hanover, Pa. They meet a group of trout fishermen. The Grand Canyon of Pennsylvania at Wellsboro is shown.

Smoked Hams

U-I (Walt Lantz Cartune) **7 Mins.**

Entertaining. Wally Walrus is on the verge of a nervous breakdown due to the incessant clatter made by Woody Woodpecker. Woody knows Wally is on the night shift and sleeps days, but he runs about the house singing at the top of his voice and even mows the lawn under Wally's window. The walrus evens the score the next night by dropping Woody into a contraption that punishes him with boxing gloves, boat whistles, smudge pots, a lawnmower haircut and a mechanical bird that imitates Woody.

Rhumba Holiday

U-I (Variety Views) **9 Mins.**

Good. The camera follows an airliner to Cuba. Historic monuments and the beautiful coastal scenery are shown. Closing scenes feature shots of Havana and the hectic night life there that draws fun-seeking crowds. The city is noted for its famous rhumba dancing. Highlight of the film is a torrid rhumba by two nightclub entertainers.

Arrow Magic

WB (Sports Parade) **10 Mins.**

Fair. A Technicolor short which shows Ande Vale performing some neat tricks with his bow and arrow in California's timber country. His targets are a pretty young companion and Elmer, a dim-witted guide. Vale shoots a steak out of the girl's hand right into the frying pan, he puts an arrow through a matchbox resting on Elmer's head and, with one shot, he pierces five balloons, one held in the lady's mouth. Finally, the archer chases the frightened Elmer across the country with flying arrows.

Cat's Tale

WB (Blue Ribbon Hit Parade) **7 Mins.**

Good. A succession of chases make this a fast-moving cartoon. The little mouse gets tired of continually running away from the cat and decides to have a show-down. He tells the cat to quit chasing him and tells the dog to quit chasing the cat. However, the big, burly bulldog refuses to listen to reason and gives the cat a good beating. The latter then resumes his chasing of the mouse.

Goofy Gophers

WB (Merrie Melodies) **7 Mins.**

Excellent. Two marauding gophers make life miserable for a watch dog who is guarding a vegetable patch. He determines to rid the patch of the gophers who are rapidly devouring the prize vegetables. They lead him a merry chase by leaping into their underground network of gopher holes. When the dog has fallen asleep, the mischievous animals send him soaring to the moon on a rocket.

One Meat Brawl

WB (Merrie Melodies) **7 Mins.**

Amusing. Porky Pig and his dog, Mandrake, set out to trap a groundhog on February 2, knowing that the mischievous animal is scheduled to appear in search of his shadow. The groundhog successfully escapes his pursuers by tearfully describing the hardships woodland creatures must endure to the sympathetic Mandrake. The dog sides with the groundhog, and Porky Pig is the victim in a free-for-all brawl.

Miracle on 34th Street

F — Comedy

20th-Fox (718) — **96 Minutes** — **Rel. June '47**

A refreshingly different and thoroughly heart-warming comedy of New York life, this rates among the season's best. Edmund Gwenn gives a benign and human portrayal of a modern Santa Claus. Maureen O'Hara and John Payne insure marquee draw. The picture is a genuine "sleeper" which will continue to build on the favorable word-of-mouth of delighted patrons in any type of theatre. Gene Lockhart's befuddled supreme court judge is only one of a half-dozen outstanding character portrayals. The pleasantly sentimental story was written for the screen and directed by George Seaton who has injected numerous satirical touches as well as mirthful moments to keep the customers roaring with laughter. Largely photographed in and around Manhattan during the holiday season, the action starts with Macy's Thanksgiving day parade and ends on Christmas eve.

John Payne, Maureen O'Hara, Edmund Gwenn, Gene Lockhart, Natalie Wood, Jerome Cowan, Porter Hall.

Bulldog Drummond at Bay

F — Mystery

Columbia (820) — **70 Minutes** — **Rel. May 17, '47**

Just another spoonful of second-rate mystery mix, straight from Vat B. The redeeming original twist, the exceptional portrayal, the different little fillip which saves so many B productions from themselves, does not appear. The plot, more than usually contrived, complex, and confused, hinges ultimately upon a British company's attempt to steal valuable gems which are being brought into England from the Continent. The gems are intercepted by a Scotland Yard man. The Yard man in his turn is intercepted by the bad men, who shoot him up (in a clump of bushes outside Bulldog Drummond's house), and carry him away to their hideout. Now the Yard man's sister, Anita Louise, is employed by the company, and is forced to work in their interest, a painful situation for her. Ron Randell embalms the Bulldog role. A weak supporting feature, directed by Sidney Salkow.

Ron Randell, Anita Louise, Pat O'Moore, Terry Kilburn, Holmes Herbert, Lester Matthews, Leonard Mudie.

Torment

A — Drama

Oxford Films — **95 Minutes** — **Rel. ———**

This grim, slow-moving and intensely dramatic psychological film is the first important entry from Swedish studios since before the war. The picture will attract attention in the art theatres because of its unusual photography, the adult treatment of its adolescent love theme and its sensitive portrayals. Although two of the players, Alf Kjellin and Mai Zetterling, have been signed by Selznick and Rank, respectively, the film will receive few other bookings except in Swedish-language communities. Director Alf Sjoberg has achieved tremendous realism in several scenes, some of which are still too daring even though obviously censored for American audiences. The students of a Swedish high school suffer under the sadistic terrorism of one of their teachers. One persecuted student falls in love with a frightened girl who is under the teacher's domination. When the girl is found murdered, the vengeful teacher tries to implicate the unhappy student.

Stig Jarrel, Alf Kjellin, Mai Zetterling, Olaf Winnerstrand.

Citizen Saint

F — Documentary Drama

Clyde Elliott-State Rights — **65 Minutes** — **Rel. May 15, '47**

A semidocumentary feature dramatizing the life of Mother Cabrini, America's first canonized saint, this inexpensively produced picture is handicapped by several extremely amateurish performances. The studio-made sequences are interspersed with newsreel shots taken in New York and Rome and the whole is episodic and lacking in sustained interest. With its mild name value and specialized subject matter, the picture will have scant appeal to general audiences. However, it can be exploited to bring good returns in Catholic neighborhoods and might serve as a supporting dualer in family houses. Carla Dare, a newcomer, is adequate in the early scenes but she never suggests the aging nun of the later sequences and only Julie Haydon stands out as a dying nun who is made well after seeing a vision of Mother Cabrini. The theme song is good. Directed by Harold Young.

Carla Dare, Jed Prouty, Julie Haydon, William Harrigan, June Harrison, Del Casino, Lucille Fenton, Loring Smith.

Spoilers of the North

F — Drama

Republic (612) — **66 Minutes** — **Rel. Apr. 24, '47**

More interesting than exciting is this picture about the salmon fishing industry, with stock shots of catching and canning the fish commanding more attention than the human performers. The cast works hard to make something of a story which bogs down under a load of formula situations. The offering moves too slowly for a picture of its type and at no time is there the slightest element of suspense. Spectators will know what is going to happen next every foot of the way. Alaskan backgrounds give the film a slightly redeeming atmosphere of productional opulence which should aid somewhat in making it an acceptable companion piece on average dualers. Paul Kelly plays the ruthless exploiteer of the northland whose propensities toward poaching on women and salmon leads to his slaying by a half-breed beauty he has deceived. Directed by Richard Sale.

Paul Kelly, Adrian Booth, Evelyn Ankers, James A. Millican, Roy Barcroft, Louis Jean Heydt, Ted Hecht.

Sarge Goes to College

F — Comedy With Music

Monogram (618) — **63 Minutes** — **Rel. May 17, '47**

In virtually every entry in the Teen-Agers series there is a stock story situation built around the adolescent cast's efforts to stage amateur theatricals. Possibly such jousts with Thespis are contagious because amateurish is certainly the only way this chapter can be described. As concerns story, direction and performances, the picture is probably the weakest of the series. Bolstering its other productional shortcomings, however, is the presence of musical specialties such as Russ Morgan and orchestra, Jack (Open the Door, Richard!) McVea and likewise, and an aggregation of oldtime tooters known as "The Jam Session." The type and tempo of the musical moments supplied by them will have considerable appeal to the juvenile jive devotees. Since they constitute the main market for teen-ager offerings, the picture will serve as satisfactorily as its predecessors. Directed by Will Jason.

Freddie Stewart, June Preisser, Frankie Darro, Warren Mills, Noel Neill, Arthur Walsh, Alan Hale jr., Russ Morgan.

The Big Fix

F — Drama

PRC Pictures (702) — **63 Minutes** — **Rel. Apr. 19, '47**

Timely, engrossing and fast-moving is this picture about crooked gamblers' efforts to mulct suckers by fixing amateur sporting events through the bribery and corruption of young American athletes. And in the market where the picture should prove prime booking as a supporting feature, which market dotes on action and excitement, there is an entertainment bonus because of the authentically staged basketball games around which the theme is woven. While none too heavy in established names, the cast nonetheless does an enthusiastic and praiseworthy job in interpreting a sensibly contrived screenplay. Story concerns a returned GI back at his alma mater where he is basketball idol of the campus. How the crooks try to get him to throw the big game by working through his sister contributes the plot. For good measure a murder develops. Directed by James Flood.

James Brown, Sheila Ryan, Noreen Nash, Regis Toomey, Tom Noonan, John Shelton, Charles McGraw, Charles Mitchell.

The Barber of Seville

A — Operatic Comedy

Excelsior (——) — **110 Minutes** — **Rel. ———**

As the first opera to be filmed in its entirety, this is an interesting experiment which should attract new audiences composed of opera enthusiasts. The Rossini score is sung in Italian, as always, and English titles translate the meager dialog. However it is Deems Taylor's concise, tongue-in-cheek commentary before each of the three acts which will really clarify the action for the average moviegoer. Starring Ferruccio Tagliavini whose recordings and operatic and concert appearances have made him a top musical name, the picture should register strongly in art theatres and selected first runs where Italian patrons and music students predominate. The film remains within the confines of the stage action and the farcical plot is embroidered with low comedy touches. Photography and sound are slightly below par. Directed by Mario Costa.

Ferruccio Tagliavini, Nelly Corradi, Tito Gobbi, Italo Tajo.

EXPLOITIPS

Suggestions for Selling; Adlines for Newspaper and Programs

SELLING ANGLES: **"Spoilers of the North"**

Sponsor a fly-tying contest offering free ducats to the winners. Contact travel agencies and have them use a display of stills from the picture in connection with trips to the northwest and Alaska. Decorate the lobby with mounted, stuffed fish which local fishing enthusiasts have caught and hold a "Fish Story" competition, with winners relating their prize-winning stories on stage.

CATCHLINES:

Nature's Bounties and Women's Love Were His for the Asking Until His Great Greed for Both Brought Ruin and Violent Death . . . He Considered Himself Tough as a Walrus and He Always Had an Angle—a Crooked One.

Fascinated She Watched the Death Ritual of Her People, Little Suspecting That It Augured Doom for the Man She Loved . . . Emotionally Snowbound Men Who Fought for Riches and Lusted for the Soft Arms of Women.

SELLING ANGLES: **"Sarge Goes to College"**

Offer free tickets to all ex-GIs who are discharged with the rank of sergeant and are attending schools or colleges in your community. Stage a teen-ager jam session on the stage. Usual tieups with music and department stores on records and sheet music. Use spot announcements after radio shows featuring swing bands. Put stills from pictures on juke boxes in spots patronized by adolescents.

CATCHLINES:

Hold Onto Your Sharps and Flats! . . . The Elite of the Downbeat are Meshin' in a Swing-Session Crammed With Jam, Jump 'n' Jive! . . . They're the Kings of the Swing Rings . . . The Dukes of the Jukes . . . Champs of the Jive Camps . . . The Reet Elite.

A Slammin' Jam Combo, Zoot to the Roots and Sworn to Keep the United Gates of America Swingin'! The Swayingest, Laughingest, Most Musical Madhouse of Modern Youth.

SELLING ANGLES: **"The Big Fix"**

Use a lobby display combining stills from the picture and blowups of recent headlines about attempted bribery in college basketball. On one side of the display use a cutout of Grantland Rice, sports commentator who appears in the picture, at a microphone. For publicity get student leaders and prominent athletes to issue statements on clean, honest sportsmanship. Use teaser ads on sports pages of your newspapers. Stuff heralds in publications dealing with sports and plant stills in barber shops, pool halls, etc.

CATCHLINES:

Sensational! . . . Shocking! . . . The Gambling Scandal That Rocked College Basketball . . . Lured by Easy Money, Baited by Girl Decoys . . . The Expose of the College Basketball "Fix" That Shocked the Nation . . . You Read About It . . . Now See It on the Screen!

It's Hard to Resist Easy Money . . . It's Harder to Resist Where a Pretty Face Goes With It! . . . The Thrill-Rocking Expose of the Basketball Racket That Was Tied Up With a Gambling Syndicate and Murder!

SELLING ANGLES: **"The Barber of Seville"**

Here is a picture made-to-order for opera enthusiasts so publicize the fact that this is the first time an opera has been filmed in its entirety. "The Barber of Seville" is a favorite with all Italians so arrange tieups with local music shops of albums of the complete Rossini score as well as the new recordings by Ferruccio Tagliavini, the tenor who scored a triumph at the Metropolitan Opera during the past season. Deems Taylor is another name to attract patrons of the art houses.

CATCHLINES:

Now You Can Hear Ferruccio Tagliavini, Sensational New Tenor of the Metropolitan Opera, Singing His Greatest Role . . . The Complete Rossini Opera Brought to the Screen for the First Time in Film History.

Ferruccio Tagliavini and the Stars of the Royal Opera in Rome in Rossini's Most Popular Opera . . . Deems Taylor's Wise and Witty Commentary Makes the Action of "The Barber of Seville" Clear to All.

SELLING ANGLES: **"Miracle on 34th Street"**

Edmund Gwenn's Kris Kringle portrayal can be utilized for street ballyhoo with a man dressed in the traditional red suit and beard attracting attention during the summer months. The town's leading store should go for a goodwill campaign with cooperative handbills plugging both the store and the picture. Make tieups with toy shops for displays of giant balloons, dolls or animals like those in the picture.

CATCHLINES:

A Merry Mixture of the Miraculous and the Realistic . . . Santa Claus Turns Cupid to Bring Two Grownup Lovers Together . . . Rivals Become Partners Under the Kindly Influence of a White-Bearded Old Man.

Kris Kringle Brought to Trial Because He Dared to Bring Happiness to Others . . . The Miracle on 34th Street Spread Goodwill Throughout the Entire City . . . A Jolly Cupid With a Long White Beard—a Good Fellow in a Red Velvet Suit.

SELLING ANGLES: **"Bulldog Drummond at Bay"**

Anita Louise has endorsed Lux toilet soap. This makes possible tieups with grocery, drug stores and department stores. Get local bookstores to set up displays of Bulldog Drummond novels. Place spot announcements on your local Mutual station before and after the weekly Bulldog Drummond radio program, other spots through the week plugging both program and film, and tie up with local transit companies for car cards. The program is sponsored jointly by transit companies all over the nation.

CATCHLINES:

Fighting Bulldog Drummond . . . Hero of Your Favorite Mystery Fiction . . . In a Desperate Battle With International Jewel Thieves . . . Just Out of the Army, He's Swept Into a War With Gangdom!

A Rapid-Fire Drama of Love and Crime . . . He's Tricked by a Woman . . . Trapped by Thieves . . . And Shooting It Out With Death . . . He's Battling for His Woman and His Life—Bulldog Drummond . . . Trouble Won't Let Him Alone!

SELLING ANGLES: **"Torment"**

This Swedish film will get little playing time outside the art theatres or foreign-language houses. Play up the fact that as "Hets," the picture was awarded the Grand Prix du Cinema at the Cannes International Film festival in 1946. Alf Kjellin, the handsome male star, has been signed to a term contract by David O. Selznick and Mai Zetterling, who plays opposite him, was recently signed by J. Arthur Rank. Use large-size cutouts of these two with copy telling your patrons that they will soon be seeing them in English-speaking films.

CATCHLINES:

The Magnificent Drama Which Was Awarded the Grand Prix du Cinema at the Cannes International Film Festival . . . A Stirring Psychological Drama of Two Tortured Souls Who Found Relief in Love . . . A Schoolboy Learns About Life and Love.

Alf Kjellin, Signed by David O. Selznick, and Mai Zetterling, Signed by J. Arthur Rank, as the Tortured Lovers Parted by Fate.

SELLING ANGLES: **"Citizen Saint"**

Julie Haydon, stage actress who played in many pictures a decade ago, and Jed Prouty, who starred in a series of 20th-Fox programmers, are the only familiar names in the cast. Stress the Mother Cabrini religious angle by making tieups with local shops for displays of religious articles and pictures of America's first canonized saint. Contact Catholic churches and societies to create interest in the film and arrange special matinees for Catholic school children.

CATCHLINES:

A Sincere Portrayal of the Three Miracles That Made Mother Cabrini America's First Canonized Saint . . . A Saintly Woman Who Led a Life of Devotion to the Poor, the Sick and the Oppressed . . . Her Star Shines in Heaven—Her Statue Graces the Vatican in Rome.

See the True Story of the Miracles That Brought Sainthood to Mother Francesca Cabrini . . . Her Warm and Human Traits Set a Shining Example to Many.

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GENERAL EQUIPMENT—USED

Strong, low intensity arc lamps with rectifiers, 24/30 amps, $100 pr. Joyland Theatre, 614 So. State St., Chicago 5, Ill.

Army surplus: DeVry, Holmes, Simplex-Acme, write for prices. Gold seal 2 unit ticket machines, $175; Simplex 3 unit, $199.50; hand operated 2 unit $100, all completely rebuilt and guaranteed; Golde ticket boxes, $12.50; Simplex mechanisms, genuine rear shutters, double bearing, spiral gears, completely rebuilt, $330; Powers, $109.50. Liberal trades. Thousand other bargains. Star Cinema Supply Co., 459 W. 46th St., New York 19, N. Y.

Heavy Duty blowers, ball-bearing equipped, 15,000 cfm to 50,000 cfm. Air washers, all sizes. Hydraulic drives two and four speed motors and controls. Immediate delivery. Dealers wanted. National Engineering and Mfg. Co., 213 W. 19th St., Kansas City, Mo.

For Sale: Two semiportable Simplex Projectors, 2M ft. Magazines, Amplifier and Speaker, $500. Good condition. Victory Theatre, Marcola, Ore.

Sell—pair WE 35mm projectors, 2,000 ft., 900W, 30V complete; transformers, amplifier $250 A&T, Wickes, Ark.

Victor 16mm sound projector, Model 40! New, factory-guaranteed. First check for $449 takes it. Charlie Poorman, Schuylkill Haven, Pa.

War surplus sound outfits. Sharp reductions. 16mm RCA $149.50; Relhowell, Ampro, Victor, DeVry, $195 up. Amprоarc HI, $1,295. 35mm Holmes LI arc equipments, $1,295. DeVry HI theatre equipments, $2,495; rebuilt super Simplex RCA sound, $3,850; Simplex E7 ditto, $4,500. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

Fireproof booth shutters, 8 in sq., $7.97; 12x14 in., $10.95; General two unit H ticket machines, $99.50; Brenkert 50A HI rectifiers, $99.75; series O lenses, $2.95; rebuilt projectors, Century, Brenkert, Super Simplex, at low prices; Kliegel arcspot, 100 amps., $125; footlights, $14.50 section. Send for catalog. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

"As is" for sale, used theatre equipment: cooling, electric motors, projection, sound, popcorn machines. List furnished upon request. Malco Theatres, Inc., 207 Adams Ave., Memphis, Tenn.

2 Holmes 35mm projectors, Mazda lamps. Good condition, large magazines complete with speaker, amplifier and all connecting cords and lenses. Sell at $800. Box 2733, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

2 rear shutter, regular model Simplex projectors, Western Electric, Universal Base, sound complete, Peerless low lamps and two 30 amp. rectifiers. All rebuilt, first class condition, $1,850. Box 2734, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

2 front shutter rebuilt Simplex projectors complete with 206 Western Electric sound, Peerless low lamps and rectifiers, lenses, 16-inch magazines. $1,750. Box 2735, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

7 Benwood-Linze Rectifiers, type DBR76, Serial No. 78. Will sell spare parts or complete rectifiers. Will guarantee satisfaction or refund price. What do you need? H. Soroko, P. O. Box 194, Portsmouth, Va.

Like New, RCA latest sound amplifiers, monitor and back stage speakers. Too big for me. Like new, $600. Clare Winnie, Dale Theatre, 3301 Michigan Ave., Detroit 16, Mich.

Powers Heads—Cleveland and sound; Strong low lamps; Powers stands, magazines, back stage speakers, monitors. Make offer if you can use. Clare Winnie, Dale Theatre, 3301 Michigan Ave., Detroit 16, Mich.

Awaken your screen: pair of Brenkert Enarcs, like new, with copper, oxide rectifiers; 220 volt, 3 phase. Save half. $800. Clare Winnie, Dale Theatre, 3301 Michigan Ave., Detroit 16, Mich.

Two Powers projectors, RCA sound reflector arc lamp, 110 volt rectifiers; can be seen in operation. K. C. territory, Price $950. Box 2736, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

EQUIPMENT WANTED

Used 35mm portables. Charles Finger, 54 McEwen St., Warwick, N. Y.

108 Siroco Blower. Write Harold Harris, Ritz Theatre, Farmington, Mo.

AIR CONDITIONING

For Sale: Cooling System—water washer and fan, fan motor 7½ H.P., fan blades, dia. 39 in., width blades, 34 in. Washer tank 7½ ft. x 42 inches, height of louvers—5 ft. 3 H.P. Fairbanks Morse motor and pump, all motors 220 volt. Fan and washer not assembled. Priced to sell quick, $750. J. P. Lannan, West Point, Neb.

Brand New. Never Out of the Crate. U.S. Airco Blower. 35,000 cfm, vertical discharge. One 7½ h.p. motor, 60 cycle, 3 phase, 220V, V-belt, hydraulic controls. $750. Hollywood Theatre, Eau Claire, Wis.

GENERAL EQUIPMENT—NEW

Poster Cases—Stainless steel, 40x65 glass size, equipped with cold cathode tube illumination around entire case. Immediate delivery. All other sizes, delivery in 10 days. Literature upon request. Ben B. Poblocki & Sons, 2159 South Kinnickinnic Ave., Milwaukee 7, Wis.

For Sale: Two 50 in. diameter, 20 in. inlet genuine new anemostats, at $97.70 ea., f.o.b. Milwaukee, crated. Ben B. Poblocki & Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.

9x12 ft. silver perforated Lace & Grommet screen. At sacrifice price. Academy Film Service, 2300 Payne Ave., Cleveland, Ohio.

New "Victor 60" 16mm Sound Projector. Princeton Theatre, Princeton, Wis.

For Sale—325 new drive-in car speakers, 4-in. metal cabinets. Complete. Bargain. Box 241, Plattsburg, New York.

For Sale—2 new portable 35mm DeVry motion picture projectors with sound, 2,000 ft. reel and screen. Complete outfit $1,000. Frank Duggan, 698 W. Palmer, Detroit, Mich. Trinity 1-3054.

For Sale—New Holmes projectors, new record players, motion picture film, Westerns, Comedies. Lyric Theatre, Norfolk, Ark.

STUDIO EQUIPMENT

BH Eyemo turret camera, $395 less lens; Eyemo bombspotter cameras, $119.50 less lens; 35mm positive stock, $11.95 per M; BH Hispeed shuttles, $195; WE dynamic microphones, $39.50; Cine Kodak special camera, with 3 lenses and case, $695; New Bell & Howell sound printers, $3,250; Fresnellite studio spots, 2,000W, $67.50; new Mitchell 24V motors, $295; Neumade 16mm automatic film cleaners, $135; new 35mm film phonographs, $795. Send for latest stocklist. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

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Standard brand candy bars, $10.50 per carton. Also popcorn and seasoning F.O.B Chicago. Confection Distributing Co., 717 W. 119th St., Chicago 28, Ill. Phone COMmodore 1727.

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Rebuilt Popcorn Machines for sale. Fully guaranteed. Price from $150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill.

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Real Bargains used popcorn machines. Burch, Cretor, Advance, guaranteed. Poppers Supply, Box 838, Atlanta, Ga.

Star popcorn machines. All models. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo.

For Sale: Late model Star popcorn machine, new kettle, first class condition, $250. Nile Theatre, Winfield, Kas.

HELP WANTED

Splendid opening for the right man; Field executive and office man for Independent Theatre Owners of Wisconsin & Upper Michigan. Must have theatre or sales experience in the motion picture business. Apply Room 414, 709 N. 11th St., Milwaukee, Wis.

Wanted: Expeienced theatre manager for permanent position. State age, experience, references, married or single. Hudson Theatre Co., Richmond, Ind.

Wanted: Experienced booker and buyer. State age, experience and recommendations. Location in Cleveland. Independent circuit. Excellent opportunity for young man seeking permanent connection. Write Box 2724, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Projectionist (small town). Must be cooperative. Milo DeHaven, Waterville, Ohio.

Projectionist, experienced and reliable. M. R Anderson, Mgr., Fulton Theatre, Cuba, Ill.

Experienced assistant managers for theatres in Brooklyn and Long Island. State qualifications. Box 429, Boxoffice, 9 Rockefeller Plaza, New York 20.

Projectionist at Ritz, Cameron, Mo., at once. A. E. Jarboe.

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Manager. Age 34. Six years experience. Desires permanent connection with reliable exhibitor. Any size operation, large or small. Single, sober and dependable. Personal interview at your convenience. Prefer Ohio, Virginia or West Virginia. Box 2725, Boxoffice, 825 Van Brunt Blvd., K. C. 1, Mo.

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Two Theatres, latest equipment. One in county seat, one air-conditioned, no competition, $100,000. Box 471, Summerville, S. C.

Suburban, near Chicago. Simplex Western Electric, 625 Heywood seats, $41,500 terms. Others. Savereide Theatre Brokers, 624 S. Mich., Chicago, Ill.

Indiana city over 100,000. Brick building, three sub-rentals, Hi-Simplex, over 600 seats, owner retiring, $70,000 down. Savereide Theatre Brokers, 624 S. Mich., Chicago, Ill.

Three theatres in Virginia, two in W. Va. Also nice home. Prefer selling all together. B-2715, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Lease Theatre: 400-600 seats with option to buy. New York City or vicinity. Tell all first letter. Box 1004, 1009 Fox Bldg., Detroit, Mich.

Theatres in the northwest. America's frontier offers more living and business possibilities than any other section. You will thrill to this evergreen wonderland. Outdoor sports, pay rolls, industrial growth, everything. Investigate the northwest this summer, now. We will advise best routes, make hotel reservations and three full-time theatre salesmen will be at your service upon your arrival to personally conduct your inspection of the theatre of your choice. Many, many listings from which to choose from every section of this favored area. Contact us now and take advantage of our exclusive theatre brokerage service. Theatre Exchange Co., 217 Governor Bldg., Portland 4, Ore.

For Sale—5 small leased theatres around Norfolk, Portsmouth and Newport News, Va., exceptional opportunity for experienced operator. Box 2729, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Only theatre in 2,500 pop. town near Salt Lake City. Completely equipped and operating. Because of additional business interests must sell. 5-year lease with option for more at $50 month rent. 400 seats. $2,500. Owner, Sunset Motor Lodge, 4315 So. State, Murray, Utah.

For Sale: Traveling Picture Show, 7 good Ozark towns, fully equipped, ready to open season. Simplex portables, good sound. Bargain for quick sale. Jim M. Owen, Branson, Mo.

Brick theatre building and equipment. 300 seats, four-room residence and cafe. The cafe building can be leased. Phone 97, Aaron L. Jones, Bunceton, Mo.

North Texas town 1,450. Well equipped. Only theatre. RCA, Century. 1947 Manley. Showing $10,000 yearly profit. Perfect lease. $12,500 down. Also very nice three bedroom home to theatre buyer, $4,000 with terms. Permanent retirement forces sale. Wonderful opportunity, invites thorough investigation. Box 2727, Boxoffice, 825 Van Brunt Blvd., K. C. 1, Mo.

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For Sale: Central Illinois, 400-seat theatre, one of if not the best small town situation in the state. Clearing over $14,000 a year. Twenty miles from the nearest competition, is outside clearance run of anyone. Eight small country towns within seven-mile radius. Drawing population 6,000 to 8,000 people. Simplex and Strong equipment in good condition. Price building and all $45,000. $20,000 cash required; 4 years to pay balance if desired; am retiring from business. No shoppers please. Please state if you are an exhibitor or not when writing. Don't bother if you haven't $20,000. This is a lifetime situation. Box 2732, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

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Write for our special contract which guarantees you more profits and greater savings on all your popcorn and popcorn supplies. Blevins Bee Hive Popcorn Co., Nashville, Tenn.

Home of "Rush Hour" popcorn and popcorn supplies. Send for price list. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo. Established 1874.

Popcorn: It pops! Our customers have popped $133 out of one bag. Try it! Price f.o.b. $8.75. The Ohio Popcorn Co., Arcanum, Ohio.

For Sale: Karmel Korn outfit complete. Gas-fired dry popper. Copper kettle. Display table. Complete instructions. Sweet Shop, 103 E. North St., Marshall, Mo.

Give your Popcorn that real butter flavor and color. Economical to use. The Perfection Co., Ltd., Waco, Tex.

THEATRES WANTED

Sell Your Theatre Privately. Confidential correspondence invited. References. Arthur Leak, Theatres Exclusively. 3422 Kinmore, Dallas, Tex.

Will pay cash for theatre, good town, 2,000 population and over preferred, will consider competitive spot or suburban theatre. C. P. Knudsen, 1110 N. St. Joe Ave., Hastings, Neb.

Lease Theatre, 400-600 seats with option to buy, New York City or vicinity. Tell all first letter. Box 1004, 1009 Fox Bldg., Detroit, Mich.

$150,000 will buy or lease your theatre. Will pay up to $150,000 for the lease or purchase of your theatre, regardless of climate or territory. Every reply will be contacted personally by our representative. Box 2716, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Wanted to buy theatre in Texas or New Mexico showing profit in town of 1,000 or more without any close competition. Must have first class equipment. Give full particulars. Box 2726, Boxoffice, 825 Van Brunt Blvd., K. C. 1, Mo.

Individual wishes to buy theatre located in business block in town of 2,500 to 10,000. Theatre and equipment must be modern and building in good condition. Give complete details. Box 182, Trotwood, Ohio.

Veteran—Buy (cash) or lease theatres in Indiana, Kentucky, Illinois, Ohio. Box 172, Linton, Indiana.

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Several thousand used upholstered opera chairs on hand. We are headquarters for the cream of the used chair crop. We pick the lots that we think you will like. We furnish proper slope and sections desired to fit your theatre. Our many years experience in the seating business is your guarantee. Write for exact photo and price. We have parts for all makes of chairs. Also, leatherette 25x25 in. all colors, 55c ea. Good quality. Chicago Used Chair Mart, 829 So. State St., Chicago 5, Ill.

Fensin Chair maintenance headquarters has all parts and accessories for all chairs. Also upholstery fabrics and theatre chair supplies. Send us your sample for quotation. Repair service available right in your theatre also. Fensin Seating Co., 62 E. 13th St., Chicago 5, Ill.

1,200 Used Spring cushioned theatre chairs, $1.50 ea., and $3.50 ea., complete. Immediate delivery. Russell Chair, 2567 McClellan, Detroit, Mich. Phone LENox 3445.

Leatherette: Standard run, first quality, assorted colors, 50 to 54 in. wide, suitable for theatre seating, sold by yard or roll. All orders shipped within 24 hours. Leatherette Mart of Chicago, 1153 Belmont Ave., Chicago 13, Ill. Phone BUCkingham 0030.

Theatre Chairs, 3,000 used spring cushioned part full upholstered back and part insert panel back, with spring edge and box spring cushions. 1,000 veneer chairs, 800 good backs, 500 spring cushions and hinges. Write for prices and photographs. Immediate delivery, advise how many you need. We export chairs anywhere. Jesse Cole, 2565 McClellan Ave., Valley 2-3445, Detroit, Mich.

Sewn Delux seat covers and sewn slip covers, reversible type, for all brands seats. Fred's Theatre Service, Vina, Ala.

2,000 good used all veneer chairs for slope and level floor. These chairs have a 7/16 in. back. Will sell any quantity. Available June 1st. Chairs located in Oklahoma. Write for photo and price. Chicago Used Chair Mart, 829 S. State St., Chicago 5, Ill.

1,000 Heywood -Wakefield full upholstered back, boxspring cushion chairs, excellent, $4.95 (rebuilt $6.50); 340 General full upholstered back, boxspring cushion, rebuilt, $7.95; 200 veneers, excellent, $3.95. Wire for list. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

1,000 Heywood-Wakefield full upholstered spring edge cushions, immediate delivery. Also 255 late model American seats, full upholstered back, spring edge cushions, 8 months old. Also veneer chairs. Wire, write or phone, HARrison 4219. Ace Chair & Carpet, Inc., 1428 S. Wabash Ave., Chicago 5, Ill.

THEATRE PRINTING

Window Cards, 3-sheets, photo offset house programs, heralds, passes, etc. Cato Show Printing Co., Cato, New York, or Tribune Press, Fowler, Ind.

MORE CLASSIFIED ON PAGE 52

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The same GLENN FORD who tamed GILDA is *TERRIFIC* in FRAMED



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COLUMBIA PICTURES

The Pulse of the Motion Picture Industry

BOXOFFICE

'It Happened in Brooklyn' Wins April Blue Ribbon

See Page 38

Eight Pages of Practical Ideas For Selling Seats in the New, Enlarged Showmandiser Section

In This Issue



NATIONAL EXECUTIVE EDITION
Including the Sectional News Pages of All Editions

MAY 17, 1947

BIG NEWS FOR THE FAMILY TRADE!



Okay Mr. and Mrs. America and offspring!
We want you to know that
M-G-M has launched the Biggest
Production Program in movie history!
Yes, Mr. M-G-M Exhibitor, your Friendly Studio
Is the busiest spot in California!
We safeguard your business future
With Big Stars in Big Entertainments!
Millions of dollars in star names and
Production values for your public!

(continued)

(*continued*)

Within the next few weeks all these Mighty attractions will be under way:

"HIGH WALL"—Robert Taylor • Audrey Totter

"IF WINTER COMES"—Walter Pidgeon • Deborah Kerr • Angela Lansbury

"VIRTUOUS"—Van Johnson • June Allyson

"KILLER McCOY"—Mickey Rooney • Elizabeth Taylor

"ALIAS THE GENTLEMAN"—Wallace Beery • Tom Drake

"CASS TIMBERLANE"—Spencer Tracy • Lana Turner

"KISSING BANDIT" (*Technicolor*) Frank Sinatra • Kathryn Grayson

"UPWARD TO THE STARS"—Robert Walker • Donna Reed

"ON AN ISLAND WITH YOU" (*Technicolor*) Esther Williams • Peter Lawford
Ricardo Montalban • Cyd Charisse • Jimmy Durante

"SPEAK TO ME OF LOVE"—Greer Garson • Walter Pidgeon

"THREE MUSKETEERS" (*Technicolor*) Lana Turner • William Powell
Gene Kelly • Van Heflin

"B. F.'S DAUGHTER"—Katharine Hepburn

"HOMECOMING OF ULYSSES"—Clark Gable • Deborah Kerr

"STATE OF THE UNION"—Spencer Tracy • Claudette Colbert

Irving Berlin's **"EASTER PARADE"** (*Technicolor*) Judy Garland Gene Kelly
Peter Lawford • Cyd Charisse

Yes, it's big news for America's millions! And as usual, M-G-M leads the way with optimism, daring and greatness!



FAN MAIL! Last week we reported a series of Previews of completed M-G-M attractions that have thrilled theatre audiences. We're still getting fan mail about these big hits and so will you when you play them: "THE HUCKSTERS"—Clark Gable, Deborah Kerr, Sydney Greenstreet, Adolphe Menjou, Ava Gardner, Keenan Wynn, Edward Arnold • "SONG OF LOVE"—Katharine Hepburn, Paul Henreid, Robert Walker • "FIESTA" (Technicolor)—Esther Williams, Ricardo Montalban, Akim Tamiroff, Cyd Charisse, John Carroll, Mary Astor, Fortunio Bonanova • "GREEN DOLPHIN STREET"—Lana Turner, Van Heflin, Donna Reed, Richard Hart • "CYNTHIA"—Elizabeth Taylor, George Murphy, S. Z. Sakall, Mary Astor • "THE UNFINISHED DANCE" (Technicolor)—Margaret O'Brien, Cyd Charisse, Karin Booth, Danny Thomas • "ROMANCE OF ROSY RIDGE"—Van Johnson, Janet Leigh, Thomas Mitchell, Marshall Thompson, Selena Royle, Dean Stockwell • "LIVING IN A BIG WAY"—Gene Kelly, Marie McDonald, Charles Winninger, Phyllis Thaxter, Spring Byington • "THE BIRDS AND THE BEES" (Technicolor)—Jeanette MacDonald, Jose Iturbi, Jane Powell, Edward Arnold, Harry Davenport

War



CITY	PLACE OF SHOWING	ADDRESS	TIME
Albany	Warner Screening Room	79 N. Pearl St.	12:30 P.M.
Atlanta	20th Century-Fox Sc. Rm.	197 Walton St. N.W.	2:30 P.M.
Boston	RKO Screening Room	122 Arlington St.	2:30 P.M.
Buffalo	Paramount Exchange	464 Franklin Street	2:00 P.M.
Charlotte	20th Century-Fox Sc. Rm.	308 S. Church St.	10:00 A.M.
Chicago	Warner Screening Rm.	1307 So. Wabash Ave.	1:30 P.M.
Cincinnati	RKO Screening Room	Palace Th. Bldg. E. 6th	2:00 P.M.
Cleveland	Warner Screening Rm.	2300 Payne Ave.	1:30 P.M.
Dallas	20th Century-Fox Sc. Rm.	1803 Wood St.	10:00 A.M.
Denver	Paramount Sc. Room	2100 Stout St.	2:00 P.M.

CITY	PLACE OF SHOWING	ADDRESS
Des Moines	20th Century-Fox Sc. Rm.	1300 High St.
Detroit	Film Exchange Bldg.	2310 Cass Ave.
Indianapolis	Paramount Sc. Room	116 W. Michigan St.
Kansas City	20th Century-Fox Sc. Rm.	1720 Wyandotte St.
Los Angeles	Warner Screening Rm.	2025 S. Vermont Ave.
Memphis	20th Century-Fox Sc. Rm.	151 Vance Ave.
Milwaukee	Warner Th. Sc. Rm.	212 W. Wisconsin Ave.
Minneapolis	20th Century-Fox Sc. Rm.	1015 Currie Ave. N.
New Haven	Warner Th. Proj. Rm.	70 College St.
New Orleans	20th Century-Fox Sc. Rm.	200 S. Liberty St.

ners' May 26 Trade Screening of

"THE UNFAITHFUL"

YOU'LL SEE SOMETHING YOU'VE NEVER SEEN BEFORE !!!

TIME	CITY	PLACE OF SHOWING	ADDRESS	TIME
12:45 P.M.	New York	Home Office	321 W. 44th St.	2:30 P.M.
2:00 P.M.	Oklahoma	20th Century-Fox Sc. Rm.	10 North Lee St.	1:30 P.M.
1:00 P.M.	Omaha	20th Century-Fox Sc. Rm.	1502 Davenport St.	1:00 P.M.
1:30 P.M.	Philadelphia	Vine St. Sc. Room	1220 Vine St.	2:30 P.M.
2:00 P.M.	Pittsburgh	20th Century-Fox Sc. Rm.	1715 Blvd. of Allies	1:30 P.M.
0:00 A.M.	Portland	Jewel Box Sc. Room	1947 N.W. Kearney St.	10:30 A.M.
2:00 P.M.	Salt Lake	20th Century-Fox Sc. Rm.	216 East 1st South	2:00 P.M.
2:00 P.M.	San Francisco	Republic Sc. Room	221 Golden Gate Ave.	1:30 P.M.
2:00 P.M.	Seattle	Jewel Box Sc. Room	2318 Second Ave.	10:30 A.M.
1:30 P.M.	St. Louis	S'renco Sc. Room	3143 Olive St.	1:00 P.M.
	Washington	Earle Th. Bldg.	13th & E Sts. N.W.	10:30 A.M.

ANN SHERIDAN · LEW AYRES · ZACHARY SCOTT

in "The Unfaithful"

with EVE ARDEN · STEVEN GERAY

Original Screen Play by David Goodis and James Gunn · Music by Max Steiner

Directed by VINCENT SHERMAN · Produced by JERRY WALD

WB

THE NATIONAL FILM WEEKLY

PUBLISHED IN NINE SECTIONAL EDITIONS

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Published Every Saturday by
ASSOCIATED PUBLICATIONS

Editorial Offices: 9 Rockefeller Plaza, New York 20, N. Y.; Raymond Levy, General Manager; James M. Jerauld, Editor; A. J. Stocker, Eastern Representative. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."

Central Offices: 332 South Michigan Blvd., Chicago 4, Ill. J. Harry Toler, Editor Modern Theatre Section. Telephone WABash 4575.

Western Offices: 6404 Hollywood Blvd., Hollywood 28, Calif. Ivan Spear, Manager. Phone GLadstone 1186.

Washington Offices: 930 F Street, N. W. Lee L. Garling, Manager. Telephone NAtional 3482. Filmrow: 932 New Jersey, N. W. Sara Young.

Publication Offices: 825 Van Brunt Blvd., Kansas City 1, Mo. Nathan Cohen, Associate Editor; Jesse Shlyen, Managing Editor; A. Jules Benedic, Field Editor; Morris Schlozman, Business Manager. Telephone CHestnut 7777.

Other Publications: BOXOFFICE BAROMETER, published in November as a section of BOXOFFICE; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—163 Walton, N. W., P. H. Savin.
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ST. LOUIS—5149 Rosa Ave., David F. Barrett, Flanders 3727.
SALT LAKE CITY—Deseret News, Howard Pearson.
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SAN FRANCISCO—25 Taylor St., Gail Lipman, ORdway 4812-4813.
SEATTLE—928 N. 84th St., Willard Elsey.
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MONTREAL—4330 Wilson Ave., N. D. G., Roy Carmichael, Walnut 5519.
ST. JOHN—116 Prince Edward St., Wm. J. McNulty.
TORONTO—242 Milwood, Milton Galbraith.
VANCOUVER—411 Lyric Theatre Bldg., Jack Droy.
VICTORIA—938 Island Highway, Alec Merriman.
WINNIPEG—709 Selkirk Ave., Ben Lepkin.

MEMBER AUDIT BUREAU OF CIRCULATIONS

Entered as Second Class matter at Post Office, Kansas City, Mo. Sectional Edition, $2.00 per year; National Edition, $7.50

Vol. 51 No. 2
MAY 17, 1947

BOXOFFICE

SOMETHING NEW

"SATURATION selling" might be the term to apply to the method being used to merchandise "Duel in the Sun" in its across-the-boards openings on a gigantic scale. There have been as many as 300-odd simultaneous key-run openings of pictures before, but each has been in a different city. There have been area openings in several score theatres at one time; there have been day-and-date showings in a handful of theatres in a single city and, perhaps, a dozen or two in subsequent-run situations. But none has equalled the big-scale, top-price sweep of David O. Selznick's much-discussed production.

The grossing record of the picture in its opening days has been phenomenal. Whatever one may think of the picture from the standpoint of merit or otherwise, a selling method has been devised and successfully executed which may revolutionize the whole structure of picture selling in the future. Of course, this might apply only to productions of so-called road-show calibre and in a limited number of instances yearly. Yet it may lead to other changes, particularly as related to clearance, which may solve some old problems—and at the same time create some new ones.

The idea of simultaneous runs in noncompetitive situations as an offset to clearance controversies is not new. Nor is the idea of joint advertising of such playdates, except for its wide scale in the instance of "Duel." But there are those in the industry who have held that playing a picture off too quickly is as detrimental to its later runs as it is helpful to its earlier ones. And Columbia seems to be providing an answer to that in the return dates being given to "The Jolson Story" in downtown locations after the picture has been played "around the loop" from first to last run.

There's a phrase which says there is nothing new under the sun, but it's a capsule of wisdom to which showmandisers don't subscribe. They operate on the theory that there's plenty new under the sun and that all it takes to prove the theory is that extra bit of planning, that additional ounce of effort, that continuous striving to sell the picture and bring the customer to the theatre. Selznick's spectacular selling of "Duel in the Sun" is just another example of the showmandiser's theory skillfully put into practice.

More Litigation

Not many weeks ago Eric Johnston made the remark that "litigation breeds more litigation." That is very much borne out by the large number of suits for damages brought against major companies, their theatre affiliates and executives in just the past few days. All are of the triple-damage order, running into the millions.

Perhaps, if the New York statutory court's decree had been found workable and could have by now been made effective, this new litigation might have been obviated—and much of the old satisfactorily settled. But what's the use of conjecturing. Nobody ever wins a lawsuit except the lawyers. But there always will be those who will try.

* *

Priceless Gift

The Variety Clubs have just concluded their eleventh annual conclave in Los Angeles, the most successful and best attended in its history. That should be gratifying to the men of Variety who year in and year out exemplify the bigness of this heart of showbusiness through their deeds and acts on behalf of the needy, the sick and the lame. This takes in many forms of helping the helpless. It is a giving and doing of a kind that repays the giver and doer in the happiness that he makes possible for others. It is an endeavor that warms the heart of the individual Variety Barker and accrues a priceless goodwill to the industry to which he belongs.

* *

Richard A. Rowland

A pioneer in every sense of the word was Richard A. Rowland. Dick entered the motion picture business when it was barely two years old. He was aggressive and daring, contributing much to the development of the theatre as well as the motion picture. It was Dick Rowland who brought that memorable "The Four Horsemen of the Apocalypse" to the screen and that picture led to the stardom of Valentino. He discovered and developed many important players and, if memory serves, encouraged the making of the first Technicolor feature. Dick Rowland will be missed.

Sam Shlyen

Pulse Beats

Carolina Exhibitors Group Drops Convention Plans

Long search for hotels is fruitless; even Bermuda-bound boat is considered; some hostelries are dating sessions now for the 1948 season.

*

Set Kansas-Missouri Ass'n Convention in October

No definite date scheduled; exhibitor group directors report no film bills introduced in Kansas; one bill requiring uniformed fire guards in theatres still pending in Missouri.

*

Chicago Theatremen Meet Mayor on Tax Problems

John Balaban, Edwin Silverman, James Coston, Jack Kirsch, Arthur Schoenstadt advise Mayor Martin Kennelly against imposing city amusement tax in face of falling business.

*

UA Setting 60 Openings For 'Verdoux' in Aug.

Chaplin film to end New York run late in May; company will concentrate on extensive ad campaign during June and July for day and date openings.

*

'Duel' Gets 11 Moveovers; Five Holdovers in N. Y.

After week in 39 Loew's houses and eight Walter Reade houses David O. Selznick's special is continued in 16 houses, some for part week and some seven days.

*

Vitalis L. Chalif Named To United Artists Board

Member of the law firm of Leon, Weill and Mahoney in New York elected representative of Mary Pickford on the UA board of directors, replacing Herman Weisman, resigned.

*

Senate Approves Griffis As Poland Ambassador

Upper house confirms nomination by President Truman of well-known film executive and financier after recommendation by foreign relations committee.

*

Film Men Start Campaign For N. Y. Heart Fund

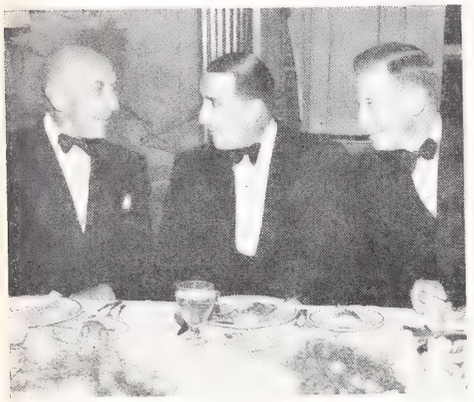
Tom Connors, Donald Henderson, 20th-Fox, and William White, Skouras Theatres, comprise industry committee of city drive to raise $500,000 for heart disease sufferers.

*

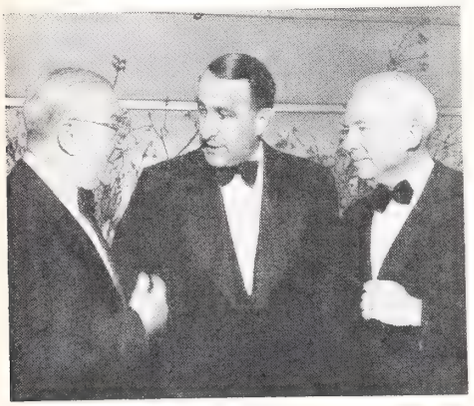
John C. Jackson a Victim In Film Bldg. Holocaust

Director of British Lion among approximately 15 killed as fire ravages Minerva Film Corp. structure in Rome, company that produced "Open City."

RANK, FETED BY FILM LEADERS, BEGINS HIS U. S. CONFERENCES



On Monday night, the Motion Picture Ass'n board was host to J. Arthur Rank (center) at a dinner. He is shown here with Harry M. Warner (left) and Eric A. Johnston, MPA president.



Here the British film magnate chats with Nicholas Schenck (left), president of Loew's, Inc., and Robert Young, head of Pathe Industries, and more publicly identified with the Chesapeake and Ohio railroad.



John Davis, managing director of the Rank enterprises, with Mrs. Davis as they arrived in this country a week ago.

By J. M. JERAULD

NEW YORK—Press interviews reached a new high for spectacular trimmings, bright lights, attendance, protocol and rehearsed questions on Monday (May 12) at the Sherry-Netherlands.

Eric Johnston was chairman, or master of ceremonies. In the Vanity Fair room, which has a balcony running around three sides, the setting resembled a film studio. Near the entrance was a row of newsreel cameras and sound men. On the main floor of the room there were a half dozen big reflecting lights pointed in the direction of a long table covered with green felt. In back of this table was a map of the world with tabs showing the far-flung holdings of the J. Arthur Rank organizations.

LIST OF THOSE PRESENT

Seated at this table were Johnston, with Rank, John Davis, managing director of the Rank enterprises; Robert S. Benjamin, president of J. Arthur Rank, Inc., and Arthur B. Krim, president of Eagle-Lion, on his right. On his left were: Robert R. Young, chairman of the board of the Chesapeake & Ohio railroad and head of Pathe Industries, Inc., which controls Eagle-Lion; Nate J. Blumberg, president of Universal-International; Matty Fox, vice-president, and Joseph H. Seidelman, president of Universal International Films, Inc., the export organization.

In general charge was Jock Lawrence, public relations head of Rank's organization in this country, with Maurice Bergman, Monroe Greenthal and others in charge of various activities. Near the entrance was a table with a row of mimeographed releases.

The newsreel lights were brilliant—also hot.

From about 9:45 to 10 a. m. the photographers flashed bulbs almost continuously. As they paused, Joseph Birstien of Film Daily rushed forward and handed copies of his paper to each man at the table. The crowd guffawed, but the men being photographed picked up the papers and more flash bulbs went off.

At 10 the trade press moved forward toward the table. At 10:30 Johnston explained how busy the executives were and asked the trade press to move back in order to give the daily press and the magazine writers a chance. The trade press moved back. In the meantime a crowd of more than 80 persons had arrived.

JOHNSTON PRESIDES

Johnston started both interviews by asking several questions which Rank answered. The British magnate said less than anyone present and each time the questioning got around to the subject of British exchange and the moves in Parliament suggesting restrictions on American film imports to Great Britain Matty Fox took up the replies.

Highlights of the replies to questions were as follows:

Rank (in reply to a question from Johnston as to why he was in this country):

"I am trying to learn how the American public is reacting to British pictures and to confer with my good friends and associates."

Young (also in reply to a question from Johnston as to why he was present):

"I want to make it clear that my interest in motion pictures antedates my interest in railroads. I went into Pathe in 1932. Now Pathe Industries, Inc., an outgrowth of Pathe, owns all the stock in Eagle-Lion. I have had some very pleasant business and personal relationships with the men in the film business.

"The railroad industry can only survive under our system of free enterprise if we solve our international problems. Failure to solve them will destroy our own industries. Prices are the result of world armament.

"We must exchange goods with other countries. We can no longer cling to the theory that international commerce is a unilateral process of selling and not buying anything.

"Anglo-American films are very important in this connection. We must find some way to bring British films here so that they can buy ours."

Young, also in reply to a question, said that he had heard the American Railroad Ass'n claimed the showing of films on cars was an old idea first tried by the association in 1936.

"And it was stopped by the association," Young said. "It was stopped by agreement of western railroads headed by the present secretary of commerce, Mr. Harriman."

Nate J. Blumberg said that his first connection with J. Arthur Rank had been in 1936 when Universal made an agreement for distribution in Great Britain through Rank's company, General Film Distributors. Further development of the relationship into production and distribution came in 1945, he said.

A COMMITTEE SELECTS

At this point Rank was asked who decided what British films Universal should get and what other Eagle-Lion should get for distribution in this country. He replied that a committee consisting of himself, Fox and Krim made the selections.

The question of British demands for greater returns from the American market came up. Rank was asked specifically if he had set a figure for the returns he desired.

Rank said no figure had been set, but that he wanted his pictures to "get a reasonable return, not only for the purpose of profit but also to develop friendships between the two peoples."

One correspondent interrupted to say that Johnston had been quoted as saying the British goal was $10,000,000.

Johnston made no comment. Fox interrupted to say that the returns had been very satisfactory, but that he did not want to give any figure, because a number of the best British pictures have gone into release since the first of the year.

Rank commented that the progress had been "very satisfactory."

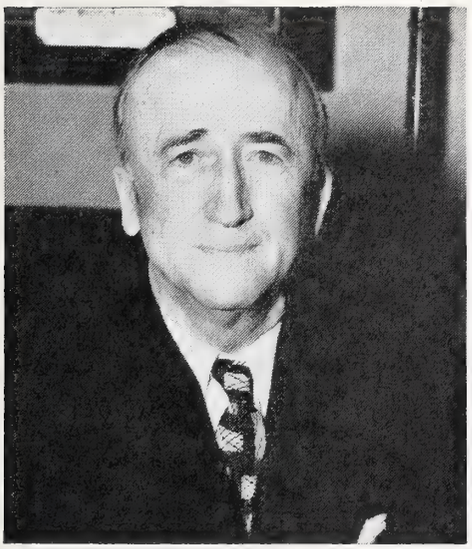
Another question was asked Rank about the acquisition of showcases. Fox said that this program had been interrupted by the high costs. Prices for existing theatres had slowed down the program, he said. It would be continued when conditions changed, he declared, and Universal would do the actual buying.

A New York newspaper writer wanted to know if Rank regarded stars or stories as the more important. He replied that he wanted to build up personalities and also maintain due regard for story values.

VARIETY HUMANITARIAN HONOR CONFERRED ON JAMES F. BYRNES

LOS ANGELES—James F. Byrnes, former secretary of state and a public servant for many years, was the recipient of the annual Humanitarian award bestowed each year by Variety Clubs International upon the individual who, in the opinion of Variety's membership, contributes the most to humanity.

Announcement of the honor climaxed the annual convention of the organization and was made at the Humanitarian awards dinner hosted by Jack L. Warner, vice-president in charge of production at the studio bearing his name. Chief Justice Vinson made the announcement and presentation in an address piped to the convention from Washington and Byrnes' acceptance speech likewise was piped to the delegates. The chief justice was introduced by Carter Barron, first assistant national chief barker.



Acme Photo

JAMES F. BYRNES

In accepting the honor, Byrnes paid tribute to Variety and the philosophy behind the organization. "Because I have had the opportunity to know of their good works, I ask the privilege of giving the honorarium which has been tendered me to the welfare fund of the Washington unit of this organization," he told the convention.

The motion picture industry, he said, in an address prepared for delivery, "now plays an important part in our foreign relations. The motion picture has become an unofficial ambassador to many countries, interpreting to other people our American way of life.

"I am confident that those directing the industry, as well as the artists and writers, realize that with this great opportunity there has come also a great responsibility, the responsibility of seeing to it that without sacrificing the quality of entertainment that makes American pictures welcome everywhere, they do not misrepresent our American life."

For the festive and climactic occasion, stage two at the Burbank studio was made to rival the biggest "big top" ever pitched. A main entrance marquee, complete with barkers, was flanked with sideshow banners with a steam calliope contributing to the atmosphere. Inside the big sound stage, circus, theatre and Hollywood aura were combined.

DRAW 1,200 VISITORS

Following the dinner which was a stag affair a program produced by Warner Director LeRoy Prinz featured stars Jack Carson, Dennis Morgan, Janis Paige and others. Leo Forbstein's studio orchestra, garbed in red, gold and white circus uniforms, furnished the music. Attendance was estimated at approximately 1,400 which included the 1,200 visitors and delegates to the convention and state, city and industry dignitaries.

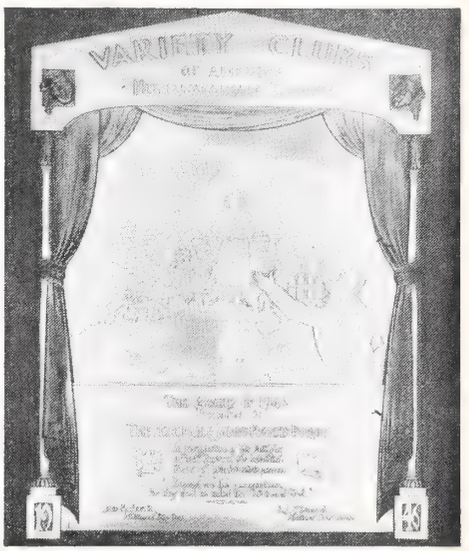
The convention itself was a tremendous success, as local barkers went all out to welcome the 1,200 visitors from the United States, Canada and Mexico. At the Ambassador hotel, convention headquarters, the largest neon sign ever built on the west coast welcomed the delegates.

William McCraw was reappointed to serve another year as Variety's national executive director, Chief Barker Bob O'Donnell announced at the opening session. O'Donnell praised McCraw for his work during his first year as the organization's only salaried executive.

Plans were discussed for reviving the only two inactive tents—Milwaukee and Kansas City. National officers decided to convene for an annual meeting between conventions so as to keep more closely abreast of Variety's rapid growth and business problems. Miami and Mexico City were making strong bids for next year's convention.

First business session of the conclave was held Wednesday morning when national officers and national canvasmen convened, following which they were hosted by Darryl F. Zanuck, production head of 20th-Fox studio, at the 20th-Fox commissary. The afternoon was devoted to further officer and canvasmen business huddles. In the evening they were entertained at dinner at the Beverly club at which their host was Charles P. Skouras, president of National Theatres and chief barker of Los Angeles Tent No. 25, which played host to the convention.

Thursday morning witnessed the first general business session for official delegates to the convention, which session was open to all barkers. This was followed by a luncheon for all conventioneers at which Gene Autry of Gene Autry Productions was the host. In the afternoon the general business session was resumed for the reading of the annual hearts reports from all tents from which reports a committee selected the recipients of the annual awards for outstanding charitable activities. Social feature of Thursday came in the evening when all convention visitors and their ladies were entertained at dinner at Earl Carroll's Theatre restaurant where their host was Steve Broidy, president of Monogram and Allied Artists.



HUMANITARIAN AWARD PLAQUE

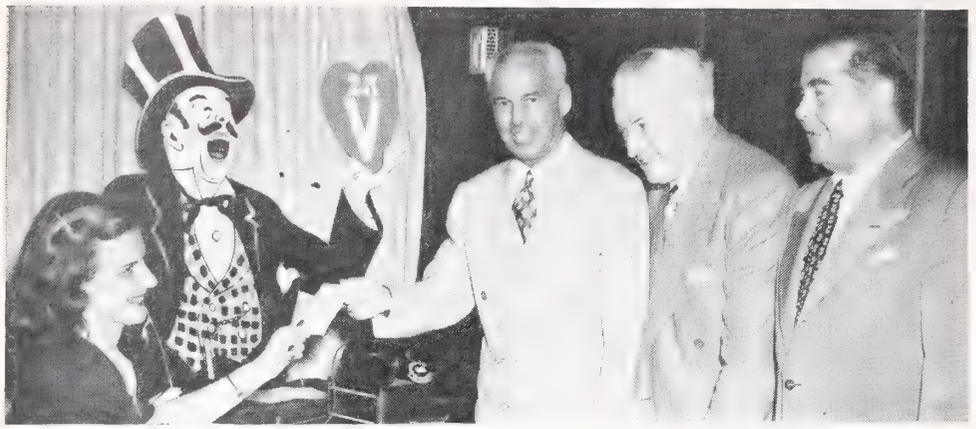
A general business session Friday morning

(Continued on next page)



VARIETY'S NEWEST TENT—With so many national figures on the west coast for the Variety convention, the inaugural banquet of the Variety Club of Northern California drew a dais filled with celebrities. The dinner scene Monday night is shown here. Left to right: Rotus Harvey, president of the ITO of Northern California; Jimmy O'Neil; William O'Donnell, Dallas, past chief barker of the Variety Clubs of Texas; Sid Grauman, owner, Chinese Theatre, Hollywood; William McCraw, executive director, National Variety; Abe Blumenfeld, San Francisco, Blumenfeld circuit, named chief barker of Tent No. 32; Robert J. O'Donnell, Dallas, national chief barker; Charles Skouras, National Theatres head; Marc Wolf, general manager of Y&W Management Corp. and chief dough guy of National Variety; Charles E. Lewis, New York, publicity director, National Variety; Jack Marpole, J. Leslie Jacobs and L. S. Hamm.

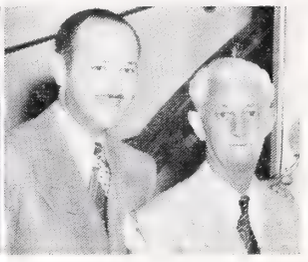
Los Angeles in a Festive Welcome



Visiting barkers to the Variety Club convention were given a demonstration of western showmanship the moment they alighted from their trains. A three-day fiesta was staged in the patio of the station and colorful senoritas greeted the visitors. In this photo Theodore Gildred, Mexico City, becomes the first delegate to register, as Bob O'Donnell and Charles Skouras (R) look on.







At the left, Nat Taylor of the Toronto tent registered in full uniform of the Royal Northwest Mounted Police. Billie Hunt wears the dress of the Canadian Islanders. The center photos shows a Pittsburgh group (L to R) Mort England, Joe Shapiro, Joe DeMann, Ben Ash, Bernard Lauth and Father Garrahan. At the right, Harry Nace (R), Arizona circuit owner, poses with Sherrill Corwin, Los Angeles circuit operator.





In the left photo, George Hoover of Miami gets his badge as Dave Bershon, veteran L. A. showman, looks on. At the right, C. B. Wolf, Baltimore tent property man (L) poses with Marc Wolf, Indianapolis exhibitor, and Mrs. Wolf.



Dave Lutzer and C. D. Leon, barkers from Texas, are greeted by two of the senoritas who helped provide the festive air of the convention. A Mexican orchestra also was at the station patio.

MGM to Release Six In the Next Quarter

NEW YORK—MGM will release six pictures during June, July and August at the rate of two a month. These are in addition to three new pictures and one reprint being released in May.

The new May releases are "High Barbaree," starring Van Johnson with June Allyson, Claude Jarman jr., Marilyn Maxwell and Thomas Mitchell; "Undercover Maisie," staring Ann Sothern with Barry Nelson, Leon Ames and Dick Simmons; "The Yearling," with Gregory Peck, Jane Wyman and Claude Jarman jr., and the reprint is "The Great Waltz," with Luise Rainer, Fernand Gravet and Miliza Korjus.

Scheduled for release in June are "Living in a Big Way," with Gene Kelly, Marie McDonald and Phyllis Thaxter, and "Dark Delusion," with James Craig, Lionel Barrymore, Lucille Bremer, Jayne Meadows and Keye Luke.

For release in July are "Fiesta," in Technicolor with Esther Williams, John Carroll, Ricardo Montalban and Mary Astor, and "Cynthia," with Elizabeth Taylor, George Murphy, Mary Astor and S. Z. Sakall. For August there will be "The Hucksters," starring Clark Gable, Deborah Kerr, Adolphe Menjou, Ava Gardner and Sydney Greenstreet, and "Romance of Rosy Ridge," starring Van Johnson and Janet Leigh.

Ingrid Bergman, Crosby Win Companion Ballot

NEW YORK — The National Poll of Movie-Goers, published in the June issue of Woman's Home Companion, shows Ingrid Bergman as the favorite actress and Bing Crosby as the favorite actor. Six months ago, the annual BOXOFFICE screen favorites poll also listed these two as the top stars. In the actress poll, particularly, did the results of the two ballots coincide with Miss Bergman, Greer Garson, Bette Davis and Claudette Colbert finishing in that order. Eight of the BOXOFFICE winners were included among the ten most popular actresses in the magazine's poll and seven of the most popular actors. Only women cast their vote in the Companion ballot.

Olivia de Havilland was given a special Companion award for her rapid rise this year. Changes were noted in preferences for certain types of pictures. Romantic dramas, most popular last year, dropped to fourth, musicals rose from second to the top place, while psychological dramas rose from 1 per cent of the vote last year to 42 per cent this year.

Variety Convention

(Continued from preceding page)

was followed by a luncheon for all registered barkers as guests of Henry Ginsberg, vice-president in charge of production, Paramount studios. The convention's final business gathering with election of national officers and canvasmen was held Friday afternoon.

All business behind them, the conventioneers devoted Saturday to sightseeing. There was a studio and beach trip which was followed by a luncheon at the California Cabana club, Santa Monica. Every visitor was accorded an opportunity to see motion pictures being made. They were divided into smaller parties, each one of which was taken to one of the major studios where a full complement of personnel was on hand to officiate at the sightseeing.



about the big new Bouncing Ball song series
and the whole new streamlined line-up of

Paramount Shorts

FOR 1947-'48

Paramount

Increases the supply of its leading audience favorites...

Adds an important *new* color-cartoon series...

Strips down the number of series for the most concentrated values ever, in its...

64 New-Season Shorts

MORE CARTOONS—24 IN ALL —AND ALL IN TECHNICOLOR*

NEW

Screen Song Cartoons (8)

Starring THE BOUNCING BALL

So popular were its two 1946 test releases that The Bouncing Ball has now been promoted to stardom in a series all its own. These join-in-the-fun-and-sing shorts are the greatest audience-participation subjects ever to hit the screen.



MORE

Popeye Cartoons (8)

Yes, *8* instead of 6 because showmen can't get enough of the Strong Man of ticket-selling laughter.



MORE

Noveltoons (8)

Maintaining the recently announced increase in number of releases from 6 to 8, because of their overwhelming public acceptance. The series that "discovered" The Bouncing Ball and introduced other novelties.

* *All Produced by Famous Studios*

A REPEAT ORDER OF THESE THREE FAMOUS SERIES

6

Musical Parade Featurettes

IN TECHNICOLOR

Made like features, cast like features with real marquee star-names. Scored like features with real hit music.

Produced by Harry Gray



6

Paramount Pacemakers

A new series that has made good. So original that these were the first shorts ever picture-featured by "Life" Magazine.



10

GRANTLAND RICE

Sportlights

Produced by Jack Eaton

The 27th year of America's unchallenged leader in its field. And its field is America's most popular topic—sports.



THE 3 JERRY FAIRBANKS SERIES CONTINUED BY POPULAR DEMAND

6

Speaking of Animals

Honored *twice* with Academy Awards, they have highlighted with fun and interest every show they've played.



6

Popular Science

IN MAGNACOLOR

Dramatizing the headlines of science in the terms of every-day living, these fine Shorts assure program diversity and high-level audience interest.



6

Unusual Occupations

IN MAGNACOLOR

Your patrons meet such interesting people, doing such fascinating things that this series has been audience-acclaimed for 10 years.

AND SING OUT
THE BIGGEST NEWS OF ALL...

Paramount News

THE EYES AND EARS OF THE WORLD

Newsreels are *not* all alike because today no other newsreel is like Paramount News. Unrivalled in coverage, unique in editing slants, it scoops all competitors time after time. Your patrons are missing something if you don't show Paramount News!

It takes your audience *everywhere* — shows them *more* — shows it *more dramatically*. Its best-on-film reporting points up every event from human interest items to world-shaking headlines. You'll find everything important to the public presented more importantly in its 104 issues a year.



AND HERE'S A BRAND NEW PROGRAMMING IDEA...

The Paramount Shorts Package

A Paramount-pioneered innovation already popular with exhibitors as 2nd feature substitutes, program balancers or holiday, midnight, and kiddies' specials.



• • •

The Boxoffice Will Sing With

64 Shorts

42 In Color — In 9 Series
Plus Paramount News

from

Paramount

for 1947-'48

PRINTED IN U.S.A.

FIVE ANTITRUST SUITS SEEK $7,125,000 TOTAL DAMAGES

Reade, Dickinson Chains, Among the Plaintiffs in New Monopoly Cases

Five antitrust suits, seeking a total of $7,125,000 in damages, were filed by exhibitors in widely separated situations during the week against a variety of distributors and circuit operators. In a sixth action, an exhibitor went into the courts to appeal the setting aside of a near-$1,000,000 verdict by a federal court judge.

Developments of the week:

1. Walter Reade, as operator of the Strand Theatre, Plainfield, N. J., filed a triple-damage suit totaling $3,900,000 against the eight majors and five other defendants in which the court is asked to issue an injunction against the Newark clearance system and an order to force RKO, Warners and Loew's to divest themselves of their interests in the 20 theatres they operate in Essex, Union and Middlesex counties.

DICKINSON GOES TO COURT

2. In Kansas City, the Dickinson circuit filed two suits asking triple damages totaling $1,575,000 against the major distributors, National Theatres Corp. and four of its subsidiaries; two corporations operating the Orpheum, Kansas City; Ward Scott, midwest district manager of 20th-Fox, and E. C. Rhoden, head of the Fox Midwest circuit, on the grounds of alleged "unreasonable, unfair, arbitrary and discriminatory" clearance involving two Dickinson theatres in the Kansas City area. One suit, for $1,050,000 damages, alleged that the clearance system forced the circuit to close the Dickinson Theatre at Mission, Kas., and the other, for $525,000 damages, contends that the Overland Theatre at Overland Park, Kas., has been unable to get new product because of the alleged conspiracy.

3. In a San Francisco tribunal another suit involving $1,050,000 damages for alleged monopolistic practice in distribution and exhibition was filed by Raymond J., William and Pauline Syufy, owners of the Rita and Victory theatres in Vallejo, Calif. The suit was based on the charge that distributors combining with Fox West Coast theatres have attempted to put the plaintiff exhibitors out of business.

4. In a Milwaukee court the Menasha Theatre Co., of Menasha, Wis., asked for triple damages in the amount of $600,000, charging the major distributors and the Fox Wisconsin circuit with conspiracy to keep product away from the Brin Theatre in that town. The suit alleged that the theatre was forced to close because of the lack of product. The house is now open again, but is being operated by a circuit which does not figure in the present suit.

MOMAND FILES APPEAL

Meanwhile, in Boston, A. B. Momand filed notice of appeal from the judgment entered by Judge Wyzanski of federal district court setting aside a verdict of triple damages totaling almost $1,000,000 in Momand's long drawn-out suit against distributors, the Griffith circuit and others, alleging that he had been forced out of business years ago in a number of Oklahoma situations. Momand's effort to revive the damage claims went to the circuit court of appeals early in the week.

In the Walter Reade action, named as defendants along with the major distributors were the Stanley Corp. of America, Warner Bros. Circuit Management Corp., RKO Theatres Corp., Nu-Broad Theatre Co., operating Loew's State in Newark, and the Essex Amusement Corp., operating the Paramount Theatre in that city.

Circuit operator Reade asks for an injunction restraining maintenance of the Newark clearance system, called "unreasonable." He asks that the 14-day clearance by Newark over Plainfield be removed. Under the present system both Plainfield and Elizabeth are 14 days behind Newark, while Elizabeth holds a seven-day clearance over Cranford, N. J. New Brunswick is ahead of Newark, enjoying product on a territorial release date, according to Reade's attorney, Monroe Stein.

Reade says the clearance system benefits the defendants' houses in Elizabeth, Cranford and New Brunswick, and that Reade's Strand, Oxford and Paramount in Plainfield are hurt by the 14-day clearance because Plainfield is not in the same competitive area as Newark.

S. P. Halpern in association with L. B. Schwarts, both theatrical attorneys of Minneapolis, filed the Kansas City and Menasha, Wis., suits.

The Dickinson circuit claims that Fox Midwest erected a new house, the Fairway, in a Kansas City suburb to play first run day and date with two other FMW metropolitan-area houses. The Fairway obtained a 56-day clearance over the Dickinson Theatre in Mission, Kas., another Kansas City suburb, the suit recites, whereupon business at the Dickinson, erected in 1938, dwindled to the point where it had to close, according to the complaint, adding that the Overland Theatre in Overland Park, Kas., Kansas City suburb, remains open but with impaired business due to the alleged acts of the defendants.

A "nationwide conspiracy to eliminate competition," in violation of the antitrust act, is charged in the suit filed by the Syufys family against Fox West Coast Theatres, National Theatres Corp., 20th-Fox, MGM, RKO, Warner Bros., Paramount, Columbia and United Artists. The suit further charges that "Fox owns and operates or controls more than 600 theatres in the U.S. and that defendant distributors and their subsidiaries distribute 80 per cent of the country's films."

Best Lineup of Films in Our History, Balaban Says of Forthcoming Product

HOLLYWOOD—Paramount features to be released during the remainder of this year and early in 1948 constitute the best lineup of pictures in the history of the company, Barney Balaban, president, told the Paramount theatre partners and associates at the final sessions of their week-long meetings with home office executives at Arrowhead Springs.

The meetings concluded in time to permit those attending to come to Los Angeles for the Variety clubs convention.

Henry Ginsberg, vice-president in charge of production and studio operations, in addressing the final sessions, discussed general plans for future production and outlined pictures to go before the cameras this spring and summer.

Balaban informed that Paramount at this time has ready or is preparing for release "The Perils of Pauline," "Welcome Stranger," "Dear Ruth," "The Emperor Waltz," the 36-star "Variety Girl," "Unconquered," "Road to Rio," "The Big Clock," "Golden Earrings," "Where There's Life," "Wild Harvest," "I Walk Alone" and "Desert Fury."

Included among these are two Technicolor pictures which will be released this year as holiday attractions. These are "The Perils of Pauline," starring Betty Hutton, to be released on Fourth of July, and Cecil B. DeMille's "Unconquered," starring Gary Cooper and Paulette Goddard, which will be a Thanksgiving release.

Curtis Mitchell, advertising and publicity director, discussed special campaigns for upcoming releases. Martin Lewis of the studio publicity department demonstrated new ideas in radio transcriptions intended to heighten the radio campaign on Paramount pictures throughout the country during the coming year.

The meetings were presided over by Leonard Goldenson, vice-president in charge of theatre operations.

All Paramount Directors Are Up for Re-Election

NEW YORK—Paramount stockholders will vote on the re-election of all 16 board members at the company annual stockholders meeting, to be held here June 17. The directors will meet to elect officers following the stockholders session.

Directors up for re-election include Barney Balaban, Stephen Callaghan, Y. Frank Freeman, Harvey D. Gibson, Leonard H. Goldenson, A. Conger Goodyear, Stanton Griffis, Duncan G. Harris, John D. Hertz, Austin C. Keough, Earl I. McClintock, Maurice Newton, Charles M. Reagan, E. V. Richards, Edwin L. Weisl and Adolph Zukor.

Supreme Court Agrees To Hear Griffith Case

OKLAHOMA CITY—The U.S. supreme court Monday (12) agreed to hear the government's appeal in the suit brought in this district in 1939 against the Griffith Amusement Co., Consolidated Theatres, Inc., R. E. Griffith Theatres, Inc., and Westex Theatres, Inc., and two individuals—L. C. Griffith and H. J. Griffith.

Ruling that the defendants were "alert and progressive and took such advantages only as were natural in the industry," Edgar S. Vaught, federal district judge, dismissed the suit.

Charles E. Dierker, who, as district attorney, prosecuted the case, Monday said that "the order doesn't mean much," as the case went direct to the court from the western district.

LADD'S IN CALCUTTA . . . AND "CALCUTTA" IS A

"100% GOOD MOVIE... "THAT WILL MAKE A LOT OF MONEY!"

— Say Trade Critics



Engagement Extended At N. Y. Paramount After It Beat "Brunette"!

ALAN LADD
GAIL RUSSELL
WM. BENDIX
in
CALCUTTA
with
JUNE DUPREZ
Lowell Gilmore • Edith King
Directed by JOHN FARROW
Produced and Written for the Screen by Seton I. Miller

Paramount's
Greatest LADDventure

WARNER BROTHERS TO BEGIN NEWSREEL DURING NOVEMBER

Project Under Discussion For Several Years Now Being Put in Shape

NEW YORK—Harry M. Warner has decided to start a new newsreel in November. It will be called Warner Bros. Newsreel.

Rumors about the imminent start of a Warner newsreel have risen and fallen regularly for a number of years. Only a few weeks ago it was stated that plans for a new reel had been definitely dropped. Then reports came in that some Warner theatres were canceling their newsreel contracts.

Before the war the company had definitely decided to go into the newsreel business, but when the conflict began it became apparent immediately that neither the materials nor the manpower necessary would be available and the plan was dropped.

JAMES ALLEN AT HELM

James Allen, a member of the Warner studio executive staff since 1943, and at one time head of public relations in the Department of Justice in Washington will head the new organization. He has been in New York for a week of conferences with Harry M. Warner and has gone back to the coast for further talks with Jack L. Warner, vice-president in charge of production. He will come back to New York next month to begin assembling a newsreel staff. A number of applicants for key spots are said to be under consideration.

Headquarters of the reel will be in New York and the laboratory work will be done at the company's plant in Brooklyn.

Technical details, including the necessary laboratory equipment, have been worked out by Col. Nathan Levinson, head of the Warner studio sound department. He has been in the east for a month.

Distribution will be handled by the company's short subjects department headed by Norman H. Moray, short subject sales manager.

TELENEWS REEL STARTED

Five other newsreels are now servicing theatres. They are: News of the Day, distributed by Loew's, Inc.; Movietonews, Inc., 20th-Fox; Paramount News and Universal Newsreel. March of Time comes out monthly and is sold separately as a short subject. A recent entry in the newsreel field is Telenews Digest, produced by Telenews Prod., New York. The reel is available to newsreel and feature houses as a supplement to regular newsreel services. The digest is issued once a week, with emphasis on foreign coverage. The first issue opened in New York on May 1. Telenews Prod. is an affiliate of the Telenews circuit.

Up until June 18, 1946 United Newsreel Corp., organized in 1942, prepared newsreel material for U.S. companies for distribution in specific foreign countries. The Motion Picture Export Ass'n took over this operation.

Interest in newsreel developments has been keen for some time, because of the possibility that instantaneous coverage of important happenings can be transmitted by air or wire to a theatre projection booth or a laboratory and transferred to film from a television set.

Eagle-Lion to Produce At Least 12 Majors

HOLLYWOOD—Approaching the end of its first year of operations, which anniversary will be celebrated in July, Eagle-Lion reveals that during its second year it will produce a minimum of 12 major films. Disclosure of the 1947-48 schedule was made by Bryan Foy, vice-president in charge of production, who revealed that at least four of the 12 would be made in color.



BRYAN FOY

In addition, Foy pointed out, E-L will release during the coming year at least six films made by the J. Arthur Rank organization in England. Two of these films are already on hand, being edited for the American market. They are "Caravan," starring Stewart Granger, and "Green for Danger."

Foy stated that the company's budget for advertising has been substantially increased for the coming year in order to exploit the pictures properly.

"The bulk of this advertising will go to the newspapers and the trade press as we have found these to be far and away the most effective medium for reaching the movie-going public," Foy said.

"I believe," he added, "that the best answer to this fear-spreading talk of recession, as far as this industry is concerned, lies in good pictures made as efficiently as possible and properly exploited and advertised through the medium of the press. Good pictures create their own audiences, as has been proved time and again, and our experiences after our first year of operation has convinced us that we can make such pictures."

Among pictures scheduled for the coming year are: Louis Bromfield's love story, "Kenny," starting July 1; "Montana," a tale of the copper barons to be made in color, starting in August; "Rainbow Ridge," based on a Saturday Evening Post article titled "Wild Horse Roundup," which also will be filmed in color beginning August 20, and "Prince Valiant," the world-syndicated adventure strip dealing with the days of the legendary King Arthur for which the studio acquired the film rights several months ago and scheduled for a September 15 start. The studio is negotiating with J. Arthur Rank for Stewart Granger to play "Prince Valiant."

Other major pictures on the schedule are "Madhouse"; "A Woman Remembers"; "Clementine," based on Peggy Goodin's novel which will star Lois Butler, a young screen newcomer; "Corkscrew Alley" and "Career in Manhattan," two dramatic stories which will star Richard Basehart; "Woman Hunt," and "New Girl in Town."

At present, two pictures are in production while three others are being edited. Pictures before the cameras are "A Texas Story," starring James Craig, Johnnie Johnston and Lynn Bari, and "Adventures of Casanova," which is being filmed in its entirety at the Churubusco studios in Mexico City with a cast headed by Arturo de Cordova, Noreen Nash, Lucille Bremer and Turhan Bey. These pictures are scheduled to be completed by July 1.

Pictures now in the editing stage are "Out of the Blue" with George Brent, Virginia Mayo, Turhan Bey and Carole Landis; "Love From a Stranger," with John Hodiak, Sylvia Sidney and Ann Richards, and "The Red Stallion," a Cinecolor production filmed on location.

Minneapolis Buying Combine Refuses 'Jolson Story' Because of Terms

MINNEAPOLIS—Even though it's one of the greatest boxoffice attractions in years in this territory, 27 leading Minneapolis and St. Paul theatres have decided to forego the playing of "The Jolson Story" because they disapprove Columbia's terms for it.

The final decision of the theatres, members of the nonprofit Independent Theatre Ass'n buying combine, was reached after a conference with Bill Evidon, Columbia city salesman, who refused to alter the deal in a manner demanded by the group.

This action followed the expulsion from the combine of Martin G. Lebedoff who, in defiance of the group, personally made a "Jolson Story" deal for his two Minneapolis neighborhood theatres.

The Independent Theatre Ass'n also is "striking" against two other of recent years' best boxoffice pictures, "The Best Years of Our Lives" and "Duel in the Sun."

Still another of the territory's largest nonprofit buying combines, Theatres Associates, which includes the leading independent circuits and a number of Twin City and suburban deluxe houses, finally made a "Jolson Story" deal last week. Members lost no time in dating the picture and it has been doing smash business in all spots.

This same group also has given some ground on "The Best Years of Our Lives" and "Duel in the Sun" by deciding that these should be considered "roadshows" with members privileged to make individual deals.

The W. R. Frank circuit, member of Theatre Associates, has bought "Duel in the Sun" for three of its towns—Wilmar, Owatonna and Hutchinson, Minn.

Now turn to the second chapter in the blazing success story of this 6-star *Paramount* best-seller and you'll find: "'Blaze of Noon' at the Brooklyn Paramount outgrossed 'California' and all other top Paramount attractions since 'Blue Skies'!"

BLAZE OF NOON

starring

ANNE BAXTER · WILLIAM HOLDEN
SONNY TUFTS · WILLIAM BENDIX
STERLING HAYDEN · HOWARD DA SILVA



by Ernest K. Gann
Author of "Island in the Sky"

Produced by
Robert Fellows
Directed by
JOHN FARROW
Screenplay by
Frank Wead and Arthur Sheekman

MPA Forms Alliance With British Films

NEW YORK—The British Film Producers' Ass'n and the Motion Picture Ass'n of America have established a joint standing advisory committee for cooperation on interests affecting them jointly.

Announcement of the formation of the committee was made at a dinner given by the MPA board for J. Arthur Rank at the Waldorf-Astoria.

The six members are Eric Johnston, Nicholas M. Schenck, Barney Balaban, representing the MPA, and J. Arthur Rank, Sir Alexander Korda and Sir Henry L. French, representing the British. Deputies for each member will be named later.

Johnston commented on the new move by saying that he hoped the establishment of this committee would promote interchange of films among the peoples of the world and make for an increasing contribution to world understanding and peace.

Rank's comment was: "Our two industries are in competition. They will always remain so. I feel that I am expressing your views as well as my own when I say that such competition is in the interests of both industries as well as of the public we serve. Notwithstanding this, there is a large field in which the aims of the two industries and the interests of our public are identical and not competitive."

The joint committee idea is the result of a proposal made by Johnston in London last November for the establishment of an International Film Council. Later the UNESCO conference in Paris adopted a resolution favoring such a council.

First Meeting Scheduled On Film Trade Shorts

HOLLYWOOD — Exhibitor and Hollywood representatives named to consider the possibilities of presenting the industry's story in a series of short subjects planned to hold their first meeting at the Beverly Hills hotel Monday night, May 19. The theatremen were to stay over for the meeting following the Variety convention.

The committee was set up recently at the request of Motion Picture Ass'n President Eric Johnston, following informal preliminary sessions of production and talent guild figures, with N. Peter Rathvon as chairman.

Exhibitor representatives scheduled to attend were R. B. Wilby, American Theatre Ass'n; Morris Loewenstein, MPTOA; Jack Stewart and Sam Switow, Allied States Ass'n; Hugh Bruen, PCCITO, and Claude Lee and Thornton Sargent, affiliated theatre circuits.

Wells and Abbott Named For UN Film Positions

NEW YORK—William H. Wells, information film director of UNRRA, has been appointed chief of the film section in the films and visual information division of the United Nations. He will step into his new position as soon as he completes his current assignment for UNRRA.

Wells succeeded Marion Dix, who recently was named UN film production and distribution officer in India.

Another UN appointment was that of Frederick K. Abbott, former editor and general manager of the United Newsreel. He is now newsreel and television liaison officer of the films and visual information division.

Screen Guild Lines Up 30 For Its '47-48 Schedule

HOLLYWOOD — Screen Guild Productions will release 30 new feature pictures and at least 12 rereleases on its 1947-48 program, John J. Jones, president, and Robert L. Lippert, executive vice-president, disclosed at the company's first annual sales convention here.

Already set for the coming season's lineup of pictures, some of which are now completed, are "Hollywood Barn Dance"; "Killer Dill"; "Dark Bullets" (tentative title); "The Prairie," based on James Fenimore Cooper's story; three features adapted from James Oliver Curwood stories, one of which will be "Kazan"; an exploitation special to be produced by Walter Colmes; two detective action streamliners, "Adventures of Archie" and "Crisis Dirk Diamond"; Cell Block"; Max Brand's "Pillar Mountain"; "Cannibal Island," and "The Glass House."



JOHN J. JONES

TWO SCHWARZ FEATURES

Additionally, Jack Schwarz Productions will turn out at least two features for the 1947-48 slate and three will be forthcoming from Canadian producing companies. Producers and subjects are still to be selected for the balance of the 30 features.

Rereleases already set for the year include 12 Hopalong Cassidy westerns, starring Bill Boyd. This will make the second group of Hopalongs which SGP has released. The first 12 were on the 1946-47 program.

Discussions of sales policies for the forthcoming season's lineup of product and previews of pictures already filmed featured the sales convention attended by approximately 50 franchise holders, district sales managers, home office executives and salesmen. In addition, many of those attending from out of town were accompanied by their wives and daughters.

Held at the same time was the annual meeting of the board of directors, with President Jones presiding.

Officers of the company in attendance included Jones; Robert L. Lippert, San Francisco, executive vice-president; Arthur Lockwood, Boston, vice-president; S. K. Decker, Los Angeles, treasurer; John L. Franconi, Dallas, secretary, and directors Bert M. Stearn, Pittsburgh; J. Francis White, Charlotte; Jack Engel, Philadelphia, and Albert Dezel, Detroit.

Eight members of the board of directors were re-elected and one new member was added. The new board then re-elected four officers and three new officers were named. Members of the board re-elected were Jones, Lippert, White, Lockwood, Franconi, Stearn, Dezel and Engel, while Francis A. Bateman was named as the new member.

JONES RE-ELECTED PRESIDENT

Jones was re-elected president; Lippert was re-elected executive vice-president; Lockwood was re-elected vice-president, and S. K. Decker was re-elected treasurer. I. H. Prinzmetal was named secretary, Madison Schwer was elected assistant secretary and Bateman was named assistant treasurer.



ROBERT L. LIPPERT

President Jones announced that Jack Cartwright, who has served as publicity and advertising director for the company during the past year, has been appointed to the new post of public relations director, and that Jack Leewood, formerly field publicity man for Warner, has joined the company as publicity director.

Additionally on the agenda of the five-day conclave were meetings and election of the new board of directors.

For the visiting ladies there was a tour of Hollywood and Beverly Hills with luncheon at Hotel Miramar in Santa Monica, followed by a radio show at American broadcasting studios.

On the social side, producers whose pictures are distributed by SGP were hosts at a dinner in the Terrace room of the Beverly Wilshire hotel.

House Committee Gets Its Inquiry Under Way Calmly in Hollywood

HOLLYWOOD—Considering the many and widespread accusations concerning its alleged communistic leanings, Hollywood accepted with complete calm the arrival on the local scene of Rep. J. Parnell Thomas and his house committee on un-American activities. And the long-threatened probe into activities of the film capital's alleged subversive elements apparently failed to unearth any double-dyed plot to have cinemania secede from the union to become one of the U.S.S.R.

True, upon his arrival here, Thomas made it clear that the Hollywood end of the widely heralded investigation was only for the purpose of gathering information and that anything resultantly revealed would have thorough airing and consideration when his committee holds its public hearings in Washington in June. The Red hunt was conducted behind closed doors; despite this names were given of those who appeared to supply the investigators with information.

Most of these were described as "friendly witnesses" and among them were James K. McGuinness, MGM production executive; Roy M. Brewer, IATSE international representative, and actors Robert Taylor and Richard Arlen.

Also summoned, but not designated as a friendly purveyor of information, was Hans Eisler, described as an occasional scorer of films. It was revealed that Eisler will be called to appear before the coup de grace public hearings in Washington next month.

Thomas' local sessions were to last ten days and were more than half completed at midweek. Here to assist him were Congressmen John Wood and John McDowell, members of the committee, and Robert Stribling and Louis Russell, investigators.


To be
happy
you have
to have
"LOVE"!
when it's

Enterprise Studios present

BARBARA STANWYCK and DAVID NIVEN in

David Lewis' Production of Erich Maria Remarque's

"THE other LOVE"

with

RICHARD CONTE

GILBERT ROLAND • JOAN LORRING • LENORE AUBERT

MARIA PALMER • NATALIE SCHAFER • Screenplay by Ladislas Fodor and Harry Brown

Adapted from the short story "Beyond" by Erich Maria Remarque • Directed by ANDRE de TOTH

You have to have it after its record-breaking, sensational long runs at the Empire and other theatres, London...

You have to have it after its record-breaking New York RIVOLI THEATRE PREMIERE where it's now doing Broadway's Brightest Business!

"LOVE" that UA!

Washington Is Setting For Labor Progress

By LEE L. GARLING
Washington Bureau, BOXOFFICE

WASHINGTON — Major labor developments vitally affecting the motion picture industry played an important role in the Washington scene this week.

These developments were:

1. Senate passage by an overwhelming majority of a labor bill, which among other restrictions would bar jurisdictional strikes like those which have so seriously hampered Hollywood studios.

2. Unanimous decision of a conference composed of representatives of 12 American Federation of Labor unions whose members are employed in the amusement industries to draft a plan under which jurisdictional strikes can be barred for all time to come in the Hollywood studios.

FOUR-FOLD ASSIGNMENT

The two-day conference held at AFL headquarters here appointed a committee, composed of the presidents of five national and international unions, and gave it a four-fold assignment.

1. To study all phases of the jurisdictional questions involved in the motion picture industry.

2. To analyze the causes of disputes among unions representing workers employed at the studios.

3. To draft a plan providing for the peaceful settlement of all future disputes which would eliminate any possibility of strikes for jurisdictional reasons in the studios.

4. To submit this plan, when drafted, for the approval of all national and international unions which have members employed in the studios.

AFL President William Green, who presided over the conference, said:

"The special committee will proceed immediately to carry out the decision of the conference. We had a thorough discussion at the conference of all the jurisdictional problems involved in the motion picture industry. It was unanimously decided that the time has come for action which will effectively prevent any further jurisdictional strikes in the Hollywood studios. The union representatives in attendance showed a keen appreciation of the need for such action. In view of their unanimous desire to find a solution for these jurisdictional difficulties I feel that a great deal of progress already has been accomplished."

UNIONS REPRESENTED

The unions whose presidents make up the special committee are: International Brotherhood of Electrical Workers, International Brotherhood of Teamsters, International Alliance of Stage Employes and Moving Picture Machine Operators, Brotherhood of Painters, Decorators and Paperhangers, and the Associated Actors and Artistes of America.

Representatives at the conference included: Arthur D. Hill jr., F. A. Fitzgerald and L. O. Wilson, International Union of Operating Engineers; J. W. Garvey and Faust Moreschi, Laborers International Union; John E. Rooney, Walter A. Redmond and James M. Myles, Operating Plasterers and Cement Finishers International Ass'n; Fred A. Tobin and Charles E. Constable, Teamsters union; W. H. Cooper, Building Service Employes' International Union; Paul Dullzell, Actors and Artistes; Richard F. Walsh, International Alliance of Theatrical Stage Employes and Motion Picture Operators; Pat Somerset and Edward Arnold, Screen Actors Guild; L. P. Lindelof, Herbert K. Sorrell, Ed Gilbert and William J. Gallagher, Painters and Decorators Union; Max J. Krug and Paul R. Hutchings, Office Employes International Union; A. Rex Riccardi, American Federation of Musicians; D. W. Tracy and C. P. Hughes, Electrical Workers; W. C. O'Neill and John L. Spalding, Plumbers International Union; Earle L. M. McGill, Radio Directors Guild.

The senate action came approximately a month after the house had passed a stringent labor bill also outlawing jurisdictional strikes. A committee composed of house and senate members plan to start work at once on a compromise bill.

Britain Postpones Parley On Government Studios

LONDON—A Labor party proposal to establish government-owned studios and two 250-theatre circuits will be discussed later this year instead of this spring, as had been originally planned.

It is reported that Sir Stafford Cripps, president of the Board of Trade, suggested postponing a formal discussion of the proposal made by a Labor party committee. He explained that the position of the British film industry on this proposal would be clearer later than at present.



ACADEMY OFFICERS—Some of the new officers of the Academy of Motion Picture Arts and Sciences chosen by the newly elected board of governors. Left to right, rear: William Wyler, representing the directors' branch, elected fourth vice-president; Donald Nelson, representing the executive and producers' branch, elected treasurer. Left to right, front: George Murphy, representing the actors' branch, elected third vice-president; Jean Hersholt, re-elected president; Charles Brackett, representing the writers' branch, elected first vice-president.

Bernstein-Hitchcock Lining Up 3 Films

NEW YORK—The new Transatlantic Pictures Corp. formed by Sidney L. Bernstein, British theatre circuit head, and Albert Hitchcock, director, will be on a partnership basis. Stars and writers will be taken in as partners and will draw a percentage of the gross on each of their pictures. Ingrid Bergman is the first of the company's stars.

Bernstein and Hitchcock explained their plans early in the week. They have three pictures lined up to date: "Under Capricorn," a novel by Helen Vinson, which will be filmed in London in Technicolor with Miss Bergman as star; "Rope," a play by Patrick Hamilton, which will be made in this country, and "I Confess," an original by Louise Verneuil, which also will be made in this country. Hitchcock will produce these three.

Financing has been arranged through the Bankers Trust Co.

Distribution plans have not been set, Bernstein said, but negotiations are on with an American company. "Rope," the first film on the list, will be started in September. The first three films have been budgeted at $5,000,000, with an additional $1,000,000 for advertising and exploitation.

Application has been made to the British Board of Trade for priorities on materials to build a studio in the Elstree area near London.

Bernstein was reluctant to discuss the British quota situation, but he said that he personally thought the next British quota would be on an unusual basis and would be based on the realities of British production and might go as high as 25 per cent for theatres. The last quota, he pointed out, was on a ten-year basis, and, because of setbacks in the war, it is now impossible to live up to it. There are not enough British pictures available.

Palestine Appeal Film Is Available in 16mm

NEW YORK—"Look Homeward, Wanderers," the United Palestine Appeal documentary film produced by RKO Pathe, will be made available in 16mm sound prints to interested organizations throughout the country, according to Dr. Israel Goldstein, national chairman of the UPA.

"Look Homeward, Wanderers," which was previewed here during the week, was written by Marya Mannes, staff writer of the New Yorker magazine, and narrated by Raymond Edward Johnson, of the stage and radio.

Pine-Thomas Complete 40 In 7 Years at Paramount

HOLLYWOOD — Producers William Pine and William Thomas have celebrated the seventh anniversary of their first co-produced feature for Paramount May 9, 1940.

Since then, Pine-Thomas have made 40 features for the company, including the current color film, "Shaggy," and four others awaiting release. These are "Danger Street," "I Cover Big Town," "Jungle Flight" and "Adventure Island."

Jacobson Quits E-L Post To Go Into Production

NEW YORK—Benn Jacobson, Eagle-Lion studio representative in New York, has resigned his post to go into production. Jacobson recently purchased film rights to "The Master's Chair," psychological melodrama. He is discussing distribution with PRC.

R. A. Rowland Dies; Pioneer Producer

PITTSBURGH—Richard A. Rowland, "that incurable romanticist," returned in death at midweek to his home here, his final resting place. He died early Monday morning in Beekman Hill hospital, New York, at 66.



RICHARD A. ROWLAND

One of the industry's first millionaires, Dick Rowland was an astute yet happy-go-lucky figure who successively was a power in equipment, exhibition and distribution fields and in production of feature motion pictures.

Pioneer in the true sense of the word (he dated back to 1898, when he took over his father's carbon lamp business), Rowland made and lost several fortunes.

Two years before the turn of the century found Rowland turning his father's carbon light business into a theatre lighting concern, with eight offices in the Pittsburgh and Ohio areas. This was the Pittsburgh Calcium Light Co., which also sold equipment and rented films. In 1910 he sold this firm to General Film and retired a millionaire.

BECAME EXHIBITOR IN 1906

In the meantime, he was branching out in exhibition. He began his theatrical career in 1906, before motion pictures really became commercialized. He operated a vaudeville theatre, being among the first to add screen entertainment, in a day when "the flickers" were used as chasers to get folks out of the theatre so the next "flesh" performance could open.

Still under 30, he erected the Rowland Theatre here in 1912 and operated the Colonial, which adjoined. He operated split weeks, with an orchestra and pictures.

Rowland by this time was becoming so important in the industry that he was rarely seen about the premises of his two local theatres. He went to the west coast, organized Elko Film Producing Co.; later organizing Metro Pictures Corp., serving as its president. He sold Metro in 1919 to the late Marcus Loew.

In the early 1920s he joined First National Films as general manager and under his aegis were developed such outstanding silent era screen stars as Richard Barthelmess, Doris Kenyon, Milton Sills, Dorothy Mackaill, Ben Lyon and others.

THEATRES SOLD IN 1927

Rowland and Clark's circuit of 28 theatres was sold in 1927, and the fortune he made from this deal was wiped out in the market crash that came two years later. Broken in health, he was inactive for years. But he staged a comeback and successively joined Paramount Publix Corp. and Fox Film Corp., becoming vice-president of the latter company. He formed his own producing company in 1933 and the following year became assistant producer for RKO. From there he went to MGM in 1935 and 1936 to Paramount.

Some of the films he produced were "The Four Horsemen of the Apocalypse," "I'd Give My Life," "Along Came Love," "Cavalcade," and dozens of others. His final production, "Cheers for Miss Bishop," produced independently in 1941, is being reissued on the state rights market.

Of late years he was with Republic and Edward Small Productions; he was a former director of the Roxy Theatre Corp. He joined 20th-Fox in 1942 and at the time of his death was a member of the eastern production staff of that company.

National Health Drive Thumbed Down by ATA

NEW YORK—The prospects of a national health week drive next fall, backed by theatre collections, appear to be fading. The directors of the ATA are opposed to a nationwide campaign, according to letters now being received by the national headquarters here.

Most are taking the stand, recently adopted by Herman M. Levy, general counsel of the MPTOA, that if there are to be any charity collections, they should be made on a local level. A few ATA directors are opposed to any collections whatsoever.

The points of view of the ATA directors and Levy are stated in their replies to an inquiry made by Robert W. Coyne, executive director of the ATA, on behalf of the Metropolitan Motion Picture Theaters Ass'n. This organization of New York exhibitors suggested the national drive at the last meeting of its executive committee April 22.

It also had been decided at that meeting to wait at least 30 days until exhibitor sentiment could be sounded out. The executive committee now plans to meet the last week of May or the first two weeks of June.

The MMPTA officers will discuss plans for a local drive at this forthcoming meeting. If they decide to sponsor local collections, they may try to enlist the cooperation of the Greater New York Fund, which campaigns annually for 423 charities.

William F. Bugie, Brother Of Branch Managers, Dies

CINCINNATI—William F. Bugie died in Indianapolis on May 5 at age of 58, after a lingering illness. He was a branch manager for Paramount in Memphis, Tenn., for many years, and branch manager for Republic in Dallas, Tex. Bugie is survived by his wife and daughter and two brothers—L. J. Bugie, branch manager for 20th-Fox, Cincinnati, and Harry A. Bugie, branch manager of PRC-Eagle-Lion, Cincinnati. Other survivors are Gordon Bugie, a nephew, salesman for PRC, Albany, N. Y.; Robert W. Bugie, also a nephew, Fort Thomas, Ky., and a sister, Mrs. Frances Brown, Fort Thomas, Ky.

George Christos Is Dead; Head of Chicago Circuit

CHICAGO—George C. Christos, 67, president of the Rex Theatre Co., which operates 12 theatres in Chicago and suburbs, died Wednesday night in St. Georges hospital following a heart attack.

Born in Greece, Christos was a railroad laborer here before he opened his first theatre, the old De Luxe at 63rd and Cottage Grove avenue, in 1916. He was a member of the Hellenic lodge No. 1684 of the Masons and a charter member of Woodlawn chapter No. 93 of the Order of Ahepa.

Surviving are his wife, a son and daughter.

Set 570 'Cheyenne' Dates

NEW YORK—A total of 570 bookings have been set so far for "Cheyenne," according to the Warner Bros. playdate department, with some dates set as far in advance as late October. The picture will open in Cheyenne, Wyo., May 22.

United Artists Approves Two Distribution Deals

NEW YORK—The board of directors of United Artists approved two distribution deals at a meeting held during the week. They are with George Pal, who will produce two feature cartoons, "Tom Thumb" and "Rip Van Winkle" in color, and with John Ford, of Argosy Productions, who will produce "Last Outlaw," also in color.



Men and Events

By JAMES M. JERAULD

Splitting Hairs

THIS particular effort at hair-splitting is legal in its nature. When it was stated recently in the press that the supreme court would soon take jurisdiction, or decide whether or not to take jurisdiction, of the appeals in the antitrust case some laymen raised an eyebrow and others simply asked: "How come?"

The court already has granted a number of injunctions to facilitate the appeals; it has ordered the record printed; it has received a brief from Thurman Arnold, as ATA counsel, etc. The man in the street might be pardoned for assuming that that was taking jurisdiction, or, if not jurisdiction, a lot of action.

Close inquiry discloses the fact that there is a rule—Rule 13, to be exact. Until Rule 13 is reached the case will be in a state of "mechanical hiatus."

Under Rule 13 the court has to take formal action to "note" jurisdiction. The formal "noting" will take place in late May or early June.

In the meantime, if the defendant attorneys want to amend their appeal pleas, they probably will be able to do so.

The documents that make up the record filled several large cartons. The longest novel ever written would be a mere short story in comparison. It is going to take months to print them. After that the curious layman might inquire how long it will take the judges to read them. If he should inquire, he probably would be told that comes under Rule 15B.

* * *

Theatre Building Check

LATE last week circuit and independent operators who have been planning theatre improvements since the close of the war received another jolt. It was announced that the Building and Construction Trades Council of New York would ask a reopening of its wage agreement in the near future.

It is well known that dozens of lobby improvements and structural changes in the metropolitan area have been held up for many months because of high materials and labor costs. Several new theatre projects announced late last year have been dropped temporarily after receipt of estimates because the builders could see no possibility of profit.

* * *

Radio Exploitation

THEORIES about radio exploitation of pictures wax and wane. At the moment they are waxing, a pun if you insist, at Paramount; and waning at MGM, and in some of the other companies they are running along on what can be called a normal basis—guest star appearances.

Curtis Mitchell, head of publicity, advertising and exploitation for Paramount, told the Paramount partners gathered at Arrowhead Springs, Calif., that he intended to use radio more than ever before during the summer, because the air is then free of some of the top programs. He asked the partners to make use of the new radio aids he has devised.

Some of the partners needed no such urging. In four sections of the country the partners own radio stations; some of them have been using radio programs since 1928. In this respect it is interesting to recall that Balaban & Katz staged the first "radio preview" in July, 1930. The "Publix Radio Frolic" was a regular feature of stations WHO, Des Moines, and WOC, Davenport, before 1930. Ralph Branton and A. H. Blank are experts at radio exploitation.

Radio use reached a new high when Hal Horne put on the "Wilson" campaign. The most consistent and persistent user has been Howard Dietz of MGM, but he has tapered his radio use slightly in recent months.

* * *

'Jolson' Comeback

AS "The Jolson Story" continues to roll up grosses on its return to first run Broadway houses after completing the circuit of subsequents, sales executives become more and more amazed. Return tests in outlying communities tell the same story.

Nobody could have predicted that the youngsters would suddenly take to Jolson songs—the same songs that pleased their elders. Jolson's frequent radio appearances since release of the picture have been smartly timed, and the Jolson records are selling in fantastic numbers.

Columbia's publicity and advertising handling has been shrewd and there is no way of telling where the picture will wind up as a grosser. It promises to be immense.

* * *

202,000 Patrons

IN THE FIRST 15 hours of the "Duel in the Sun" engagement in 38 Loew's theatres in New York 202,000 patrons bought tickets. Loew's said this exceeded the attendance for "Gone With the Wind" for the same period by 104,000. That's quite possible. "Gone With the Wind" played on a two-a-day basis at prices considerably higher than "Duel."

An extraordinary angle to this "Duel" form of film showing is the fact that the picture will be amortized so fast. Usually a year is allowed for this. If this picture maintains its present dizzy pace, David O. Selznick will have the cost in the bank in a period of weeks.

RKO to Hold Sales Meet In New York July 7

NEW YORK—RKO will hold its annual sales convention at the Waldorf-Astoria hotel beginning July 7.

Dore Schary, vice-president in charge of production, has returned to Hollywood after his recent New York visit, but will come back for the convention. Perry W. Lieber, director of RKO studio publicity, also will attend.

W. J. Kupper to Head 20th-Fox in Britain

NEW YORK—William J. Kupper has resigned as general sales manager of 20th-Fox and has been named managing director of 20th Century-Fox International Corp. by Murray Silverstone, president. Kupper succeeds Otto W. Bolle, who has resigned because of ill health.



WILLIAM J. KUPPER

Kupper also becomes managing director of British Movietone News and will represent 20th-Fox as a member of the Gaumont-British board of directors in London. Silverstone expressed his gratitude to Thomas J. Connors, vice-president in charge of 20th-Fox distribution, for making the new arrangement possible and added that "Kupper's knowledge of the American market will be valuable to the company's production arrangements in Great Britain."

Kupper became general sales manager in 1942 after serving as western division manager and as branch manager in Albany, Charlotte, Pittsburgh and Chicago. He will sail with Silverstone for London July 2.

Chaplin Refuses a Million For Reissue Rights on Two

NEW YORK—Charles Chaplin has turned down a $1,000,000 offer by William Brandt of Brandt Theatres for the world distribution rights to "City Lights" and "Modern Times." Chaplin is planning to reissue "City Lights" himself. Brandt said the films, released in 1931 and 1936, respectively, could do "terrific business among the vast audience that has grown up since they were originally shown." People want comedies, and these Chaplin pictures are some of the finest comedies ever made, said Brandt. He observed that Chaplin shorts still get a wonderful audience reaction every time they are screened.

'Town Meeting' Available

NEW YORK—"America's Town Meeting of the Screen," produced by General Film Productions Corp. and based on the radio program, "America's Town Meeting of the Air," is now available for release, according to Harry A. Kapit, president of the company. The film opened at the Ambassador Theatre here Saturday. The theme of the reel is "Are Parents or Society Responsible for Juvenile Delinquency?"

Reward for Sharp Pain!

PORTLAND, ORE.—Mrs. J. J. Parker, head of J. J. Parker Theatres, owned a $2,000 diamond bar pin. She put it in the toe of a shoe for safekeeping. She gave the shoe away in a charity drive.

A reward is offered for return of the pin; keep the shoe, says Mrs. Parker.

Myers Address in Record

WASHINGTON, D. C.—The speech delivered recently by Sen. Francis J. Myers of Pennsylvania before the Ampa 30th anniversary dinner has been inserted in the Congressional Record.

Export of U.S. Films and Equipment in a Sharp Increase

WASHINGTON—A sharp increase in exports of motion picture films and equipment during the first quarter of 1947 as compared with the corresponding period last year is revealed by preliminary statistics, Nathan D. Golden, motion picture consultant for the Department of Commerce, announced.

Exports of all types of motion picture films totaled 207,000,000 linear feet valued at $3,844,369 as compared with 128,000,000 linear feet valued at $2,475,856 in the first quarter of 1946. Exports of motion picture equipment for the same period showed an increase of 166 per cent, totaling $3,357,792 in comparison with a total of only $1,260,088 in the corresponding previous period.

Shipments of unexposed, sensitized motion picture films (raw stock) amounted to 130,000,000 linear feet valued at $1,879,244 or more than twice the amount exported in the first quarter of 1946 when the totals were 64,000,000 linear feet valued at $895,851. Largest gain in exports of this type of film was recorded in the 35mm positive film classification with exports of 97,000,000 linear feet valued at $1,032,522, an increase of 136 per cent over the first quarter 1946 total of 41,000,000 linear feet with a value of $399,369. Exports of 35mm unexposed negative motion picture films totaled almost 15,000,000 linear feet valued at $449,716 as compared with less than 12,000,000 linear feet valued at $320,530 in the earlier period.

With motion picture equipment becoming more readily available the foreign demand was met in substantially increased exports during the quarter, Golden said. Shipments of motion picture cameras of all types totaled 3,408 with a value of $351. The total consisted of 128 35mm cameras valued at $130,598; 1,194 were 16mm cameras worth $138,312, and 2,086 were 8mm cameras with a valuation of $83,031.



NATHAN D. GOLDEN

These shipments are in sharp contrast to the first quarter of 1946 when only 107 motion picture cameras of all types were exported with 19 being 35mm cameras valued at $44,095; 34 being 16mm worth $8,304, and 54 were 8mm at $7,247.

Exports of motion picture projectors of all types during the quarter amounted to 7,963 with a value of $1,448,937. In the same period last year 1,879 projectors of all types valued at $538,510 were shipped.

Motion picture sound equipment exports totaled $1,304,633 in the quarter, of which $949,300 were sound reproducing equipment and $355,333 was sound recording equipment. This compared with a total of $562,027 in the first quarter of 1946, composed of $475,392 of sound reproducing equipment and $86,635 of sound recording equipment.

Youth Movie Council Plans Survey on Film Tastes

ATLANTA—The Youth Movie Council, composed of representatives from most schools in the city, plans an all-inclusive survey of the film likes and dislikes of young Atlantans.

This material when assembled will be sent to Hollywood producers for their guidance in the making of further pictures, if they care to look upon the survey in that light.

Operating through "Y" clubs, the council has prepared a lengthy questionnaire which will be distributed to hundreds of school children.

Christine Smith, the city's film censor, is helping in the survey.

Retitle Warner 2-Reeler

HOLLYWOOD—Warner Bros. has retitled its two-reel Technicolor short, "Silver Bill," to "The Man From New Orleans." Production executives felt the previous title would be confused with the feature title, "Silver River."



The new word in entertainment

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LAVISH...LILTING
LAUGH-LADEN!

GROUCHO MARX
CARMEN MIRANDA
ANDY RUSSELL
STEVE COCHRAN
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in a *Sam Coslow* MUSICAL PRODUCTION

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with the **COPA GIRLS**—the 14 Most Beautiful Girls in America—and the Nation's Top Nightspot Reporters . . . LOUIS SOBOL • ABEL GREEN • EARL WILSON

Directed by **ALFRED E. GREEN**

Screenplay by Laslo Vadnay, Alan Boretz and Howard Harris • Additional dialogue by Sydney R. Zelinka • Words and Music by Sam Coslow

Gloria's Glorious

Andy's So Amorous!

The last word in great business

COPACOLOSSAL!

loves Carmen!





Miranda's Miraculous!

The Nation Will Be Singing!

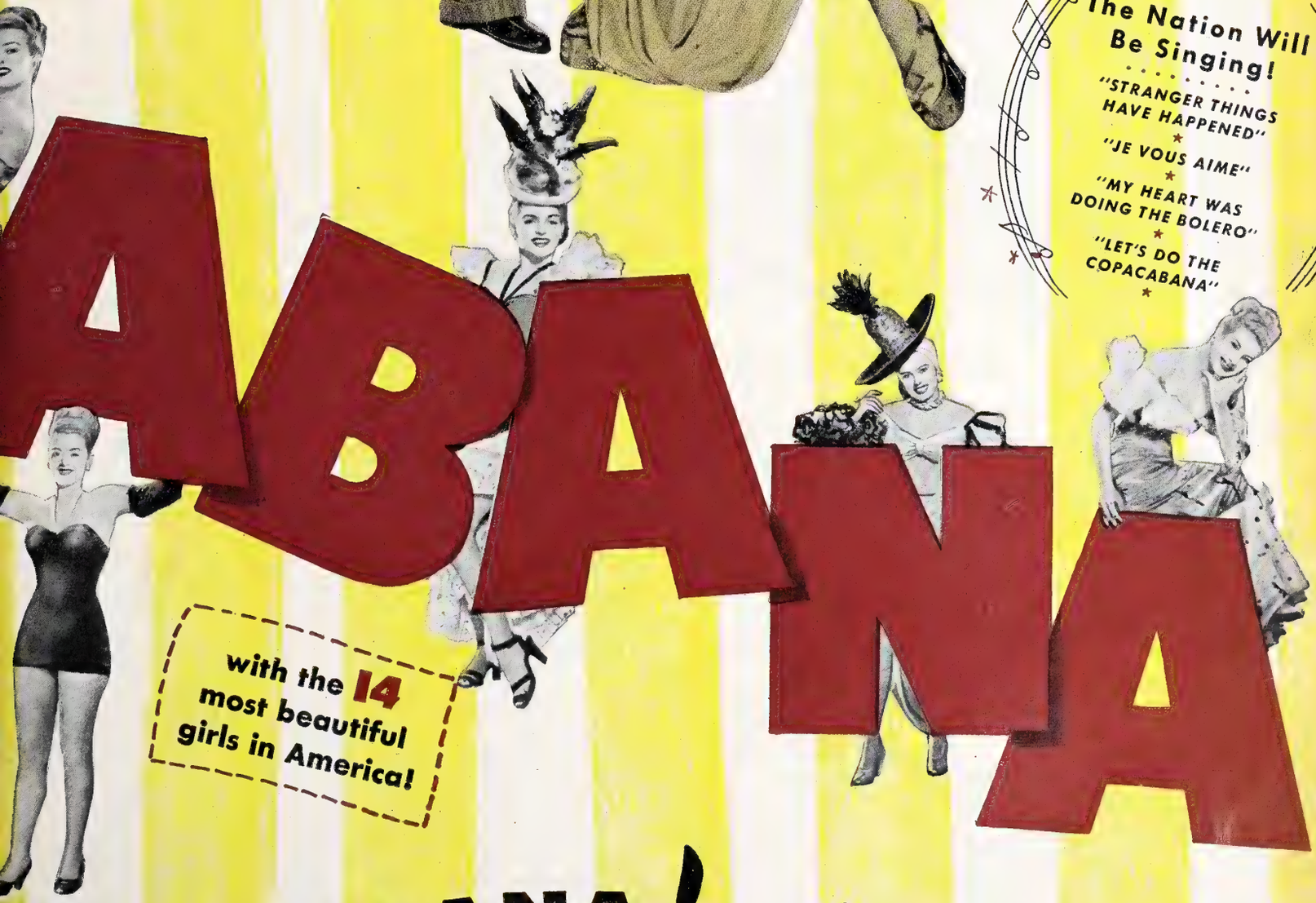
"STRANGER THINGS HAVE HAPPENED"

"JE VOUS AIME"

"MY HEART WAS DOING THE BOLERO"

"LET'S DO THE COPACABANA"

COPACABANA



with the **14** most beautiful girls in America!

COPACABANA!..... from UA

MGM's Short Subjects Have 20th Birthday

By DORIS SULTAN

NEW YORK—Another anniversary has rolled around. It is the 20th anniversary of the start of MGM shorts. They made their bow Aug. 27, 1927, and in the intervening two decades have rolled up an impressive total of 1,446 subjects.

Fred Quimby, who now heads shorts production at the studio, was at the helm when MGM launched its shorts program. Under his supervision 71 shorts were produced for release during 1927-28. "An African Adventure" in the old Oddities series was the first to be released.

In the early days emphasis was on comedy, with Charlie Chase, Maxwell Davidson and the popular Our Gang series comprising 28 of the first season's shorts releases. That was the era when filmgoers also were avid fans of the "mellerdrama." Typical of the titles of some of the early shorts are "Cleopatra," "The Virgin Queen" and "The Czarina's Secret."





Scenes from two early MGM shorts. Top, one of the first shorts issued in Technicolor, "Jailbirds in Paradise," a subject in the Musical Revue series. It was issued during the 1933-1934 season. Left, "Devil's Cabaret," in the Colortone Revue series, released in March 1931—a series stimulated by the introduction of sound.

Sound was coming in during the first year of the shorts department, and MGM jumped on the sound bandwagon in the 1928-29 season with "orchestrated" versions—music on the sound track. That year 70 films were released and Hal Roach All-Star Comedies made their debut. Laurel and Hardy joined the star roster.

The introduction of sound was hastening the death of vaudeville, and Quimby decided audiences were ready for musical acts on film. Phil Spitalny was signed, and several shorts featuring Georgie Price in vaudeville routines were released during 1929-30. That season the Hal Roach comedies were all-talking.

There was no standard sound equipment, however, and MGM was forced to make its talking shorts available with both sound track and disc.

Cartoons and travelogs appeared for the first time during the 1930-31 season. Flip, the Frog was the first cartoon series, and Burton Holmes inspired a series of narrated geographical films.

It became apparent that shorts were here to stay, and the MGM shorts department executives stepped up production. A total of 90 shorts was released during 1931-32, with 11 separate series. That year Pete Smith and James FitzPatrick joined the department. The former was responsible for a new sports series, Fisherman's Paradise. FitzPatrick took over the travelogs.

The sports films were dropped the next year. MGM then started two-reel musical shorts. Taxi Boys comedies also were introduced. Most of the comedies turned out were two-reelers.

Something new was added in 1933-34—Technicolor. There were six Technicolor films that season: two cartoons, three oddities and one musical short. The following season all the FitzPatrick reels and cartoons were in Technicolor, in addition to six musical reviews, making a total of 26 color shorts.

Another event of note was the release of "Buried Loot," first film in the Crime Does Not Pay series in 1935. The star of the reel was a dark-haired young man named Robert Taylor.

In 1936 MGM went into the field of cartoon production. Fred Quimby established the new department. Up to that time cartoon production had been a specialty of independent producers. Now the MGM cartoon studio employs a staff of 150 people. Quimby has won five Academy awards in the cartoon field alone.

About that time the company also began developing informative shorts. The 1936-37 season marked the debut of Pete Smith Specialties. "Killer Dog" was the first in the series.

Sepia bowed in the following year, with 21 films in brown and tan tones, and MGM shorts topped totals for all previous years, with 98 scheduled for release. During 1937-38 the late Robert Benchley started a special comedy series; the Nostradamus films, produced under the direction of Carey Wilson, were introduced and the popular Captain and the Kids comic strip made its film debut in Technicolor.

Almost two-thirds of the shorts released during the next two years were either in sepia or Technicolor.

War broke out on Dec. 7, 1941, and 17 days later, on December 24, the company released "War Clouds in the Pacific." The industry began worrying about rawstock shortages. James FitzPatrick confined his reels to the U.S. and South America. The shorts department began lining up subjects with a war theme.

Pete Smith started introducing wartime shortages and homefront problems in his Specialties series. By this time all cartoons and travelogs were in color. The Our Gang shorts were dropped in the 1942-43 season. Sepia died that year.

MGM shorts were hard hit by the rawstock shortage during the 1944-45 season. The War Production Board cut rawstock allotments, and all available footage was used for features. Only seven shorts were released that entire season. Production slowed, and most of the films completed that year were held up until the following season.

The rawstock situation began easing the next year. In 1945-46 MGM released 43 shorts. Nineteen were in color.

Eighteen of the 48 subjects scheduled for the current season have been released so far. MGM along with other major shorts producers has been affected by the recent color print tieup at the Technicolor, Inc., plant. At the close of 1946 the company had piled up a backlog of about eight Technicolor shorts. The home office says Technicolor print delivery has improved in the past few months.

Boxoffice Haul!

H13CC 4N NL PD

NEWYORK NY MAY 4 1947

GRADWELL SEARS, UNITED ARTIST PICTURES

729 7 AVE NYK

BUILD A BETTER MOUSETRAP AND THE WORLD WILL BEAT A PATH TO YOUR DOOR IF EVER THIS QUOTATION WAS CORRECT IT WAS CERTAINLY PROVEN BY CARNEGIE HALL WHICH HAS SMASHED ALL PREVIOUS ATTENDANCE AND ADMISSION RECORDS PLUS THE FACT THAT WE WERE COMPELLED TURN AWAY THOUSAND UPON THOUSANDS OF PATRONS THE PARK AVENUE THEATRE HAS BEEN A COMPLETE SELLOUT AND THE ADVANCE SALE IS VERY HEAVY IT MIGHT ALSO INTEREST YOU TO KNOW THAT NO AUDIENCE HAS EVER ENJOYED A MOTION PICTURE LIKE CARNEGIE HALL AFTER EACH ARTISTS PERFORMANCE THERE IS SPONTANEOUS APPLAUSE FROM THE ENTIRE AUDIENCE THIS IS A NEW EXPERIENCE FOR A MOTION PICTURE THEATRE FURTHERMORE STRANGE AS IT MAY SEEM CARNEGIE HALL IS NOT APPEALING TO A CLASS AUDIENCE ONLY BUT TO THE MASSES TO SUM IT ALL UP CARNEGIE HALL IS A TREMENDOUS HIT AND I EXTEND MY SINCEREST CONGRATULATIONS THROUGH YOU TO MISTER BORIS MORROS AND MISTER LEBARON WITH PERSONAL REGARDS TO YOU

BOB UNGERFELD MANAGING DIRECTOR OF WINTER GARDEN AND PARK AVENUE THEATRE

Carnegie Hall!

Boris Morros and William Le Baron *Presents* "CARNEGIE HALL" *with* Marsha Hunt · William Prince · Frank McHugh · Martha O'Driscoll Hans Yaray · Olin Downes · Joseph Buloff *and in order of appearance* WALTER DAMROSCH · BRUNO WALTER · NEW YORK PHILHARMONIC SYMPHONY ORCHESTRA · LILY PONS · GREGOR PIATIGORSKY · RISE STEVENS · ARTUR RODZINSKI ARTUR RUBINSTEIN · JAN PEERCE · EZIO PINZA · VAUGHN MONROE AND HIS ORCHESTRA · JASCHA HEIFETZ FRITZ REINER · LEOPOLD STOKOWSKI *and* HARRY JAMES · Directed by Edgar G. Ulmer · Production Supervisor, Samuel Rheiner Original Story by Seena Owen · Screenplay by Karl Kamb · A Federal Films Production · Released Thru United Artists

Baptists Okay a Role In Rating Pictures

ST. LOUIS—The possibility that Southern Baptist churches may work more closely with the Catholic Legion of Decency in evaluating motion pictures loomed here this week as the Baptist convention adopted a resolution condemning films which "glamorize organized vice, gambling and drinking" and urged the 6,000,000 members of the church to take steps through local churches to cooperate "locally with the membership of other denominational groups in setting up standards" for motion pictures.

The 2,309 official delegates to the Baptist meeting were frankly informed by M. A. Huggins of Raleigh, N. C., chairman of the resolutions committee, that the resolution was drawn so as to encourage a working relationship with such groups as the Legion of Decency. A copy of the resolution was forwarded to Eric Johnston, MPA president.

The resolutions committee originally had called for a boycott of undesirable films but later eliminated that word because the committee wanted a more "positive" approach to the problem. The members, however, were urged to "use discrimination in the choices of shows attended."

Yorke Enters Short Film In World Film Festival

NEW YORK—The Emerson Yorke Studio has entered its informative short subject, "Life Cycle of the Mosquito," for competition in the World Film Festival to be held in Brussels June 1 to June 20. The picture was produced with the cooperation of U.S. Public Health Service, Washington, D. C.; New Jersey State agricultural experimental station of Rutgers university and the international health division of the Rockefeller Foundation.

In all, ten films produced in the U.S. between June 1, 1946, and April 30, 1947, will be eligible to compete for the international awards. Five categories of nonfiction films, including scientific, documentary, educational, newsreel and advertising, have been set up with a special category for animated cartoons and puppet films in black-and-white and color.

Palmer Williams to Make Shorts for Cinemart

NEW YORK—Palmer Williams, associate producer to Pare Lorentz, will head an expedition to the Caribbean area to film a series of Kodachrome short subjects for Cinemart, Inc., producers of educational and industrial motion pictures. The expedition will leave about November 1, immediately after the end of the hurricane season, and will visit Haiti, Cuba, Jamaica, the Virgin islands and Guatemala, according to Andre H. Carbe, in charge of production at Cinemart.

Williams, formerly associated with Frank Capra and Garson Kanin, will combine the functions of director and unit manager. The camera work will be handled by Pete Smith, formerly with MGM on the coast, who is currently engaged in industrial films.

Benny Breaks All Records At B&K Chicago Theatre

CHICAGO—With sidewalk holdouts from early morning until late evening, show business here never experienced a boxoffice rush like the one Jack Benny and his troupe brought to the B&K Chicago Theatre this week. He did 50 shows during the week.

Pop Poblocki's Plenitude of Partners—

Stalwart Sportsman's Summer Stroke Staggers Sextette of Striving Sons



Left to right: Ray, Billy, Ben, Jerry, Barney, Jimmy, Eddie Poblocki.

By JAMES GAHAGAN

MILWAUKEE—Ben Poblocki, head of Poblocki & Sons, theatre supply house, better known as "Pop," is certainly a proud papa. Ben's life at 50 is one of a year-around sports competition, and it's all in the family.

Continually matching Poblocki in summer on Tuckaway Country club golf course, and in weekly bowling battles are his six sons—Ray, Bill, Jerry, Barney, Jim and Eddie.

In the golf department his boys just can't best "Pop," an 80-shooter, whose stellar brand of driving, pitching, trouble shooting and greens work is just too much for them. Speaking of his low 80 game, Poblocki says:

"That's just a little too good for the boys right now. But they're improving right along, and they'll be beating me pretty soon, just as some of them do on the alleys."

A check of bowling league averages shows Poblocki in fourth place spot. It's a 138 average for him to date. In front of "Pop," with an average of 156 is Eddie, 29 years old; Barney, 26, with 143, and Ray, 22, with 141. Behind Poblocki in bowling averages are Jerry, 19, with 131; Jimmy, 17, with 130, and Billy, 15, with 118.

Speaking of Billy, Poblocki says: "He's last now, but he'll be coming ahead fast. He's learning how to throw a hook, which is a pin-getter when it's rolling right, and with practice he'll be right up with the rest of us."

The Poblocki gang roll in the league as the Poblocki Mashies, and are now in a tie for third place.

Incidentally, Mrs. Poblocki is a golfer also. Thus the family has a double foursome. She's on hand as a bowling rooter all the time, too.

There you have the Ben Poblocki clan in the sports department. All the boys are partners in the Poblocki business as well. Billy, Jim and Jerry are attending high school. Ray goes to Marquette university, and helps with the firm's bookkeeping. Eddie is plant superintendent, and Barney is sales manager.

20th-Fox Promotional Meetings Held

NEW YORK—Charles Schlaifer, director of advertising, publicity and exploitation for 20th-Fox, held meetings in Chicago and Kansas City during the week with midwest exploiteers, exhibitors and local theatre advertising heads in connection with campaigns on "Miracle on 34th Street" and "The Ghost and Mrs. Muir." Christy Wilbert, advertising manager; Morris Kinzler of the Kayton-Spiero advertising agency, and Louis Shanfield, art director, participated in both meetings.

After the Kansas City conference, Schlaifer and the home office group went on to the Hollywood studio where they were joined by Spyros Skouras, president; Thomas J. Connors, vice-president in charge of distribution; William J. Kupper, former general sales manager who was recently named managing director of 20th-Fox Film Co., Ltd. of Great Britain, and Murray Silverstone, president of 20th-Fox International Corp., who flew on from New York.

The entire group will discuss distribution and advertising plans on forthcoming product with Joseph M. Schenck, executive production head; Darryl F. Zanuck, vice-president in charge of production, and Harry Brand, studio publicity director. They will also see the recently completed "Forever Amber" and "Captain From Castile" as well as "I Wonder Who's Kissing Her Now," "Bob, Son of Battle," "Mother Wore Tights" and "Moss Rose."


THE SPIRIT.....so Willing!
THE FLESH.....
.....so Weak!
BOXOFFICE.....
so Wonderful!


THE
BOXOFFICE
LOVE
TEAM
OF
THE
YEAR !

GENE TIERNEY



comes upon a lover who won't succumb to her charms!

REX HARRISON



comes upon a role to become the delight of your life!

GEORGE SANDERS



comes upon them both . . . without the ghost of a chance!



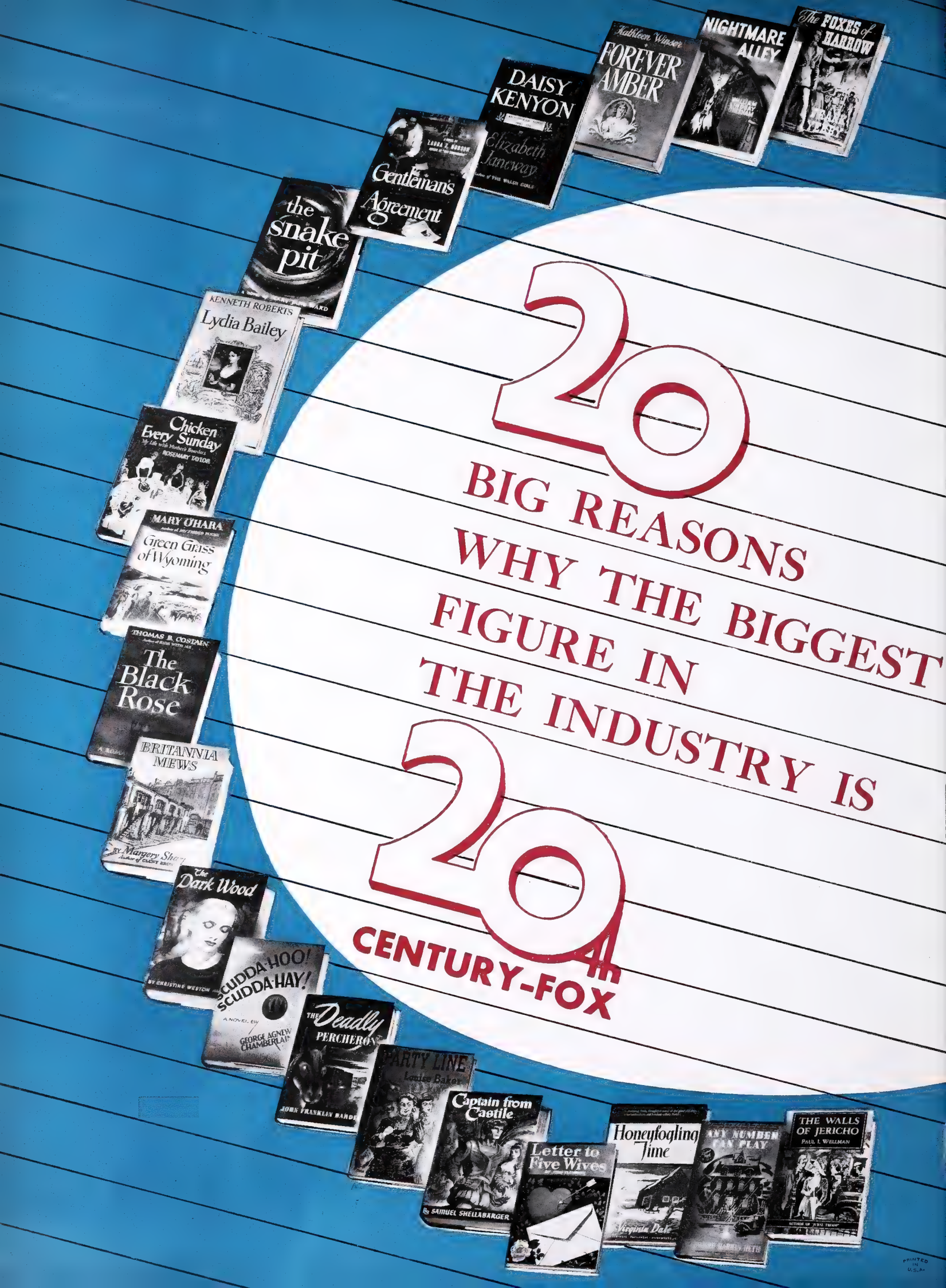
From the best-seller that spread a sly grin across the face of America!

The Ghost and Mrs. Muir

with EDNA BEST · VANESSA BROWN · ANNA LEE · ROBERT COOTE
NATALIE WOOD · ISOBEL ELSOM · VICTORIA HORNE

Directed by JOSEPH L. MANKIEWICZ · Produced by FRED KOHLMAR

Screen Play by Philip Dunne · From the Novel by R. A. Dick



PRINTED IN U.S.A.

Washington Report

By LEE GARLING

WITH THE DOCKETING OF ALL appeals in the industry antitrust suit here this week, the supreme court will now study the briefs before issuing its jurisdictional statement. The high court presently scheduled to recess May 26 probably will take no action before June 2, the date to convene again.

It is expected that the court will "note" jurisdiction almost as a formality inasmuch as aspects of the case already have been recognized by the action of Justice Stanley Reed in issuing the stay order.

Included among the appeals with those of the defendants and the Department of Justice were the American Theatres Ass'n and the Confederacy of Southern Ass'ns. The latter two appealed the federal district court's refusal to permit them to intervene. Hearing of the case is not expected until fall, when the next session of the court convenes.

The MGM, Warner Bros., RKO and 20th-Fox appeal asked relief from the ban on general clearance systems, the ban on admission price fixing, the ban on unreasonable clearances, the ban on arbitration, the ban on additional theatre acquisitions, the ban on exhibitors performing existing contracts, and the 95 per cent stock ownership requirement.

Paramount also appealed the above provisions of the decree, in addition to competitive bidding and block booking. Columbia too appealed these provisions. United Artists and Universal-International appealed master agreements covering exhibition in two or more theatres.

The Justice department asked for complete divorcement, competitive bidding, flat rental, and a ban on further acquisitions and all clearances.

* * *

HOUSING EXPEDITER CREEDON approved 15 more theatre construction permits during the week. They are as follows:

Guy A. Troyer, Rugby, N. D.; Denver Drive-In Theatre Corp., Araphee county, Colo.; Sno-King Theatres, Inc., Seattle, Wash.; Bounds & Houck Theatres, Texarkana, Tex.; Ernest Vanwey, Gotherburg, Neb.; Albert Orear, Bonner Springs, Kas.; Ike Weiner, Washington, D. C.; Vincent Laica, New Baltimore, Mich.; Alexander Kiriakides, Greenville, S. C.; Thomas Realty Corp., Baltimore, Md.; J. C. Greene, Johnson, S. C.; Philip Brady, Rio Hondre, Tex.; W. F. Greene, Williston, S. C.; James B. Howell jr., San Mateo county, Calif.; Bleecker & Jones, La Mesa, Calif., and G. R. Bould, Inc., Oakland, Me.

* * *

FINAL VOTE IS EXPECTED early this week on the senate version of the labor bill. Included in the bill is a Taft-sponsored amendment passed this week, which allows employers to sue unions for damages resulting from jurisdictional strikes and secondary boycotts.

Hollywood's now famous jurisdictional strike has hampered the industry longer than any other industry strike on record.

* * *

DALLAS HALVERSTADT, chief of the motion picture division of the Office of Government Report, states that the Motion Picture Industry Coordinating Committee probably will cooperate if a decision is made to produce a film of the next harvest. Halverstadt acts as liaison between the federal government and the industry when any motion pictures are to be made depicting any government activity.

An executive order of the President has set June 1 as the date for ending all wartime economic controls. The Office of Temporary Controls will be abolished.

Out goes OPA, CPA and OWMR for good. Most of their activities will be transferred to other agencies, however.

The motion picture division now under the Office of Government Reports, however, will not be affected. During the last shakeup the motion pictures division was under the OWMR, but was saved from any budget slashes by being transferred to OGR under the executive office of the President.

* * *

SINCE THE RECENT announcement by Congress of the proposed budget cut for the State department, virtually wiping out Assistant Secretary Benton's Office of International Information and Cultural Affairs, executives of that office have been inviting congressmen to participate in overseas broadcasts of Voice of America.

Clever method this, to lure support against the pending budget cut.

Next the State department probably will invite congressmen to appear in the documentary motion pictures this office produces, which also is expected to receive the cut. Congressmen in the movies, what next!

* * *

REP. HAROLD KNUTSON, chairman of the ways and means committee of the house of representatives, told BOXOFFICE that "any new tax relief bill next year probably would include excise taxes," meaning theatre admissions.

The committee announced that a new bill would be considered next year and would be much broader than the one just reported out by the committee. Personal income tax cuts are the main provision of the current bill.

* * *

WASHINGTON FINALLY is on daylight saving time. Clocks were advanced one hour on Sunday morning. Probably no other state or municipality had such a hard time getting it. It takes an act of Congress for the people of the nation's capital to even get a new traffic light installed and that is what it took to get the new time.

* * *

THERE IS NO PRODUCTION of motion picture cameras in Mexico, it is reported by Nathan D. Golden, motion picture consultant for the Commerce department.

The announcement said that all imports in Mexico of 35mm motion picture cameras originated in the United States. Standard 35mm motion picture cameras are invariably purchased directly by Mexican motion picture studios. No stock of the cameras is kept in Mexico.

* * *

ANDREW R. KELLEY, 62, longtime newspaper drama critic here, died at his home, Hotel 2400, this week, after a long illness. Kelley enjoyed a career of more than 30 years in newspaper work, most of it at the drama desk. He acquired the close friendship of hundreds of motion picture and show people from Broadway to Hollywood. In 1940, he was given a testimonial dinner by Tent 11 of the Variety Club in Washington and tribute was paid to him for his work on various charity drives.

* * *

JOHN F. SONNETT, assistant attorney general, has been appointed by Att'y Gen. Tom Clark to head the antitrust division of the Justice department. He succeeds Wendell Berge who resigned recently to go into private business. Sonnett is the man who won the recent supreme court victory over John L. Lewis in the last winter's coal strike case.

* * *

THE NAVY DEPARTMENT held a review last week of its film, "Antarctica," documentary pictures of Admiral Byrd's recent expedition. Fred Quimby of MGM was in town to see the reels and gave an indication that he may make a series of shorts using the navy's product.

* * *

HEARINGS ARE BEING HELD this week in Washington to consider a proposed increase in license fee for motion picture theatres. The fee is now $30 each and would be increased to $75 under the proposal.

* * *

QUESTION OF THE WEEK: What is the secret evidence uncovered by the house un-American activities committee that packed them off to Hollywood so suddenly?



FILM GIFT FOR PRESIDENT—Among the many gifts which President Truman received on his 63rd birthday was 14 reels of film presented to him by the five newsreel companies. The reels cover the time he was nominated vice-president to the present time. Photo shows left to right: Robert Denton, Paramount News; President Truman; James Lyons, Universal Newsreel; J. C. Brown, News of the Day, and George Dorsey of Pathe News.

Hollywood Report

By IVAN SPEAR

Only Three Literary Buys Recorded for the Week

The chamber of commerce to the contrary, there was little sunshine to award the sellers of screen sagas for their breastbeating. Hollywood's literary mart went through a bearish week during which a mere three purchases were recorded.

Nunnally Johnson, who plows a sharecropping acre on the Universal-International estate, decided to take a chance on "The Great Snow," which he bought from its author, Henry Morton Robinson, Literary Digest editor. It's a yarn about eight persons who successfully fight the worst disaster in New York's history and then are thrown for a loss by their own twisted complexities, which rather fancy description by U-I's tub thumpers seems to be the tipoff that the story has a psychiatric twist—hardly a mark of distinction on past, present and future production agenda.

"The Two Worlds of Johnny Truro," novel by George Sklar, was knocked down to Warners where Henry Blanke has been set to produce a picture therefrom. It concerns a young New Englander who goes romantic over a middle-aged woman.

Last of the trio went to Comet Pictures, the Buddy Rogers-Ralph Cohn outfit that used United Artists as a distribution channel. The story, which will be used as a starring vehicle for Jackie Cooper, is "Hold It, Please," a story about a New York street photographer which was written by Francis Swann from whose typewriter will come also the screenplay.

Jack Jungmeyer Jr. Joins Alperson as Executive

Edward L. Alperson, whose Alson productions is one of the few independent organizations making pictures for distribution by 20th-Fox, is expanding as concerns both personnel and literary properties. Jack Jungmeyer jr. has become associated with him in the ownership and operation of the organization and will function as vice-president and associate producer. Alson plans to make five films during the next three years.

Jungmeyer wrote the original story for the first of these, "The Tender Years," a father and son drama, which will star Joe E. Brown, and which Harold Schuster will direct.

"Rose of Cimarron," a western by Herman Edwin Mootz, pioneer Oklahoma editor and contemporary of Buffalo Bill Cody, Pawnee Bill and other figures of 60 years ago, has been purchased by Alson for the third of the quintet. Story is a first hand account of the struggles between forces of law and order and the renegades who flocked to Oklahoma from all parts of the country during the land rush.

Howard Sheehan Promoted To Sol Wurtzel's Aide

Howard Sheehan, brother of the late Winfield Sheehan, who has been associated with Sol Wurtzel productions, a 20th-Fox profit-sharing unit, has been upped to be Wurtzel's executive assistant. The promotion was marked by two milestones, Sheehan's 31st year in the picture business and Wurtzel's 30th year as a producer . . . Probably because of the impending connection between Paramount and Liberty Films, Lou Smith has resigned as publicity and advertising chief of the latter organization, a post he has occupied since Liberty's founding by Frank Capra, William Wyler, Samuel Briskin and George Stevens . . . Irving P. Lazar resigned as executive assistant to Bryan Foy, head man at Eagle-Lion. Lazar will not, however, leave the E-L fold but will henceforth produce independently for that company . . . Director Richard Fleischer has been signed by RKO Radio to a new long-term contract . . . Enterprise appointed John Baur as casting director to succeed William E. Selwyn, resigned.

Robert Florey to Direct Lesser's Next Tarzan

Sol Lesser, that double-gaited picture maker who produces for both RKO Radio and United Artists release, has set Robert Florey to wield the megaphone on "Tarzan and the Mermaids," his next in the ape man series . . . Henry and Phoebe Ephron, one of the film capital's papa-loves-mama scrivening teams, were hired by Warners to do the screenplay for Norman Krasna's Broadway play, "John Loves Mary," production on which has been entrusted to Jerry Wald . . . Director Fred Brannon will hang his hat at Republic studio for another year, his contract at the Valley lot having been renewed. His next chore will be a cliff-hanger, the 13-chapter serial, "G-Men Never Forget."

Zenith to Make 3 Films For Screen Guild List

Screen Guild productions seems to be today's best market for many of the newcomer production companies. Hardly a week passes but one or two of them are welcomed into the Jones-Lippert fold. Witness: The outfit signed a contract to distribute the output of the recently formed Zenith Pictures, which will produce three films for SGP release on its 1947-48 program. The first will be James Fenimore Cooper's "The Prairie," the script of which is now in preparation. Frank Wisbar, Sidney Smith and Arthur St. Claire are co-owners of Zenith and Wisbar will direct "The Prairie." Other pictures on the new producing company's schedule are a south seas romance and "Beyond the Darkness," an original.

Band Leader Harry James To Produce Own Films

Not that there was a crying need for it, but a new vein has been opened as a source of the already-constant supply of creative, thespic and musical talent which steadily is swelling the ranks of independent producers to precedentary proportions. Most recent to declare intentions of hanging out his own shingle as a maker of motion pictures is Band Leader Harry James. The hot-licks cornetist revealed that he will blow himself right into independent production just as soon as he completes his current band tour. First picture on James' planned program will be "Downbeat for Two," an original by Frank Waldman, which he recently purchased. Who will distribute James' film output has not been determined.

William Powell on Loan To U-I for a Period

MGM, mighty and justifiably proud of its long and impressive list of contractee stars, seldom loans one of its luminaries to another studio. So newsworthy it is when Leo farms out William Powell to Universal-International for the topline in a number of forthcoming pictures. Nunnally Johnson, who sharecrops for U-I, will get Powell for the first two productions on the loanout, "The Senator Was Indiscreet" and "Mr. Peabody and the Mermaid." Following these, other scripts will be ready for Powell by U-I producers . . . At Metro, Van Johnson and June Allyson will be starred in "Virtuous," an original to be directed by Norman Taurog and produced by William H. Wright, and Zachary Scott has been cast in "Cass Timberlane" . . . Richard Travis was signed for a featured role in Pine-Thomas' "Big Town After Dark," for Paramount release . . . A trio of solid names were signed for top roles in George Stevens' production of "I Remember Mama" at RKO Radio with the casting of Philip Dorn, Sir Cedric Hardwicke and Jessica Tandy . . . Albert Dekker was inked for a role in Republic's "The Fabulous Texan" . . . Warners picked Ronald Reagan and Geraldine Brooks for top spots in "Mary Hagen," which Peter Godfrey will direct and Alex Gottlieb produce.

MONOGRAM-ALLIED IN A CLOSEDOWN

Viewed by the more pessimistic of the film capital's railbirds as a harbinger of what might be in store at a lot of the film foundries, Monogram studio has suspended all picture - making activities. In revealing his plans to call a sudden and complete halt on production, President Steve Broidy declared that the shutdown would stay in effect until such a time as definite agreements are forthcoming from the many current conferences between the producer groups and various guilds and unions and, resultantly, producers can have a better idea of the future status of labor and labor costs. Monogram is the first studio to take such action and unequivocally attribute it to the labor situation. The decree from Broidy also applies to Allied Artists, Monogram's new sister company, established to handle production and distribution of the organization's more costly picture.



STEVE BROIDY

At the time that President Broidy disclosed his decision virtually to shutter the studio, three pictures were in production, but all of them were to be completed within ten days, and with the completion of the last of the trio the shutdown was to go into effect.

Just how many workers will be thrown out of jobs as a result had not been estimated. It will affect everyone directly connected with picture making. Some curtailment was expected in other departments, such as studio maintenance, auditing and publicity, but those branches were to continue functioning.

Allied Artists has a backlog of three finished features while Monogram has ten in the cans, plus a number of reissues which previously had been announced for early release. Consequently the production branch of the studio can remain idle for considerable time without a shortage of product for distribution.

Reprinted in its entirety from THE Film DAILY

A PICTURE TO SHOUT ABOUT! WILL BRING GOLDEN YULETIDE IN JUNE TO THE NATION'S BOXOFFICE!

"Miracle on 34th Street"

Here again we have something to shout about. And we feel we can shout loud and long. It rates. A few worth while numbers have come off the line so far this season. This one easily tops them all, stands considerably above, very much apart.

Christmas coming in June is a phenomena. June being the release date of "Miracle on 34th Street." Christmas will come in June and stay a long holiday while at the nation's box office. That it will be most welcome at the time of the doldrums, too, is not hard to imagine.

Many strange things happen herein. Macy's tells Gimbel's. Macy's tells its customers that other stores carry the goods they are looking for and even supplies names and addresses. And not only does this prove a sound method of ingratiating customers, it makes everybody concerned very happy.

Stranger still is the fact that via magnificent common sense and the utilization of splendid wit the existence of Santa Claus is proven by the United States Mail, an official agency of the United States Government; and all this is brought out in a Supreme Court hearing on Christmas eve in which the district attorney seeks to obtain a certificate of commitment to a mental institution for a white-bearded old man who calls himself Kris Kringle.

What is written above merely touches on a few of the highlights. This is a beautifully accomplished task of story-telling that is sparklingly new, crisp, intelligent, loaded with warmth, humanity and skillfully delineated performances that maintain levels of conviction in almost every case.

The story was written for the screen and directed by George Seaton. It has much plot intermixture to keep it diverting to a degree of constancy that is another new thing in screen treatments. The audience will sit fascinated, rock with laughter, roar with delight . . . and maybe even shed a tear.

In brief outline the story tells that Edmund Gwenn as "Kris Kringle" earnestly believes himself to be Santa Claus. He gets into the Macy's Thanksgiving Day Parade, later takes a job as Santa at the store. He startles—at first—the management by suggesting other shops to harried mothers trying to please their youngsters. However, the good people appreciate his suggestions and thank the management. That they later become lifelong customers is very evident. The Yuletide atmosphere pervades and Gwenn has himself a time making friends with Natalie Wood, who is about seven, her mother, Miss O'Hara, head of the toy department at the store, and John Payne, he lives next door to the Misses O'Hara and Wood. Gwenn has everything flowing smoothly until shortly before Christmas when he tangles with the store's psychiatric adviser, bops him one with a cane. He is taken to Bellevue. Payne, a lawyer, brings the case into Gene Lockhart's court and there ensures a legal battle touched with shrewd irony that is some of the best comedy in recent times.

The locale is all New York, including characters and their local argot, New Yorkese. Much, if not all, was shot about the town, in Macy's, around City Hall.

The NEW Boxoffice Miracle from 20th Century-Fox

"MIRACLE ON 34TH STREET"

WORLD PREMIERE · ROXY THEATRE · JUNE 4th

M-G-M's 'It Happened in Brooklyn' Wins April Blue Ribbon Award

By VELMA WEST SYKES



GI MEETS A DUKE AND HIS GRANDSON. SUGGESTS LATTER BE SENT TO BROOKLYN TO OVERCOME INHIBITIONS.



NICK (DURANTE) TAKES DANNY (SINATRA) UNDER HIS WING ON RETURN—THEN DUKE'S GRANDSON ARRIVES.



ALL INHIBITIONS LOST, JAMIE (LAWFORD) AND ANNE (KATHRYN GRAYSON) WORK TOWARD HAPPY ENDING.

"IT HAPPENED in Brooklyn," the wholesome musical flavored with romance in which Metro-Goldwyn-Mayer starred Frank Sinatra, Kathryn Grayson, Peter Lawford, and Jimmy Durante, has been voted the BOXOFFICE Blue Ribbon Award for April by the National Screen Council. As the picture of the month which can be enjoyed by the whole family, it is the second Metro film to be voted that honor this year. In fact, last month's winner, "The Beginning or the End," was also an MGM picture. The two pictures are strikingly different, having little in common from the entertainment standpoint—but the public has a catholic taste in screen fare.

In spite of the real or alleged appeal which Frank Sinatra has for the bobbysox branch of the family trade, this is the first Blue Ribbon picture in which he has played. For Kathryn Grayson it is the second winner, as she won with "Two Sisters From Boston" (MGM) last June. The same is true for Peter Lawford and in the same film, and for Jimmy Durante, only he also had a credit from "Phantom President" (Para) for October of 1932.

On the production staff, Louis B. Mayer, executive producer, must make room for his 56th Blue Ribbon plaque and Richard Whorf, director, for his second. His first was for "Yankee Doodle Dandy" (WB) for January of 1943. This is the first Blue Ribbon winner for Producer Jack Cummings, as it is for Screenplay Writer Isobel Lennart and for John McGowan, who did the original story.

Reviewer Said "Great"

"It Happened in Brooklyn" has not been a sensational boxoffice success but scores 118 per cent on first run reports from key cities all over the country, which should be higher on subsequent runs as it is the sort of picture which will do well in the neighborhoods and small town theatres. It has a 10-plus and no-minus record in the BOXOFFICE Review Digest, and when it was reviewed in the March 8 issue, the reviewer said of it: "Great! One of those exceptional pictures that bulge theatre walls on weekends. It has Frank Sinatra for the youngsters; Kathryn Grayson for those who like classical music presented by a fine-looking girl; Peter Lawford for a romantic lead mixed with some fine comedy . . . Jimmy Durante for laughs as well as songs."

That it is a family entertainment film is attested to by the fact that my own view of the film was at the Plaza Theatre, de luxe neighborhood house in Kansas City, on a Sunday afternoon. There were quite a few youngsters present and many whole family groups and everyone seemed to be enjoying the show —no "purple" passion scenes, no posses on horseback, no sinister murderers lurking about, but plenty of action, music and dancing as well as a plausible story acted out in realistic fashion.

Dorothy S. Yetter of the Atlantic City Press-Union probably sums up the average impression which the winning picture made on members of the Council with her comment: "Good entertainment, although not spectacular." . . . "A very human and amusing story of ordinary people, constructive and wholesome in its entertainment and moral values," is the way Mrs. C. M. Stewart of the Lincoln (Neb.) Better Films Council puts it . . . "This isn't at all complicated—just an enjoyable story with some nice music and the folks I like. To me that's a nice combination," says Mrs. Byron Mathews of the Atlanta Better Films Council.

Clean Family Entertainment

"I'll cheerfully settle for 'It Happened in Brooklyn,' Frankie and all," writes Mildred Martin of the Philadelphia Inquirer. "In fact, I really liked 'The Voice' this time."

"An excellent film combining romance, music and good fellowship—excellent family entertainment," is the opinion of Virginia M. Beard of the film bureau at the Cleveland public library.

This view is presented by Dennis R. Smith of the Canton Repository who says of the winning picture: "It is pleasant, clean entertainment, which, after all, is the screen's chief business."

The Cast

Danny Webson Miller.....FRANK SINATRA
Anne Fielding.....KATHRYN GRAYSON
Jamie Shellgrove.....PETER LAWFORD
Nick Lombardi.....JIMMY DURANTE
Nurse.....GLORIA GRAHAME
Rae Jakobi.....MARCY MCGUIRE
Digby John.....AUBREY MATHER
Mrs. Kardos.....TAMARA SHAYNE
Leo Kardos.....BILLY ROY
Johnny O'Brien.....BOBBY LONG
Police Sergeant.....WILLIAM HAADE

Production Staff

Executive Producer.....LOUIS B. MAYER
Producer.....JACK CUMMINGS
Director.....RICHARD WHORF
Screenplay.....ISOBEL LENNART
Based on Original Story by.....JOHN MCGOWAN
Musical Supervision, Direction and Incidental Score.....JOHNNY GREEN
Orchestrations.....TED DUNCAN
Frank Sinatra's Vocal Orchestrations.....AXEL STORDAHL
Piano Solos Played by.....ANDRE PREVIN
Musical Numbers Staged and Directed by.....JACK DONOHUE
Songs by.....SAMMY CAHN and JULIE STYNE
Director of Photography.....ROBERT PLANCK, A.S.C.
Art Direction.....CEDRIC GIBBONS and LEONID VASIAN
Film Editor.....BLANCHE SEWELL
Recording Director.....DOUGLAS SHEARER
Set Decorations.....EDWIN B. WILLS
Associate.....ALFRED E. SPENCER
Makeup Created by.....JACK DAWN



This Award is given each month by the National Screen Council on the basis of outstanding merit and suitability for family entertainment. Council membership comprises motion picture editors, radio film commentators, and representatives of better film councils, civic and educational organizations.


Shirley is whirley about
the Guy who gives the girls
a big romantic bang!...
...in RKO's
HONEYMOON

Miss Glamorous
and Mr. Amorous . . . in a
gay elopement adventure
that makes Mexico
City blush . . . !

Shirley
TEMPLE

Franchot
TONE

Guy
MADISON

in

Honeymoon

A WILLIAM KEIGHLEY PICTURE

with LINA ROMAY · GENE LOCKHART
CORINNA MURA · GRANT MITCHELL

Produced by WARREN DUFF · Directed by WILLIAM KEIGHLEY
Screen Play by MICHAEL KANIN
Based on a story by VICKI BAUM




RKO
RADIO
PICTURES
NATIONALLY ADVERTISED
to 106,513,385 CIRCULATION—in Life, Saturday Evening Post, Look, Liberty, Cosmopolitan, Woman's Home Companion, Ladies' Home Journal, Red Book, Fan Magazines . . . American Weekly, This Week and Parade, circulated in 64 important Sunday newspapers.

RKO's PIC-TOUR OF THE MONTH



SPINNING YARNS at party given by Charlie McCarthy, attended by Mortimer Snerd, is many-voiced EDGAR BERGEN. Scene from WALT DISNEY's *Fun and Fancy Free*, full-length Technicolor musical. DINAH SHORE, Mickey Mouse, Donald Duck, also shine in cast.



LAUGHTER SUSPENDED on RKO's *The Bachelor and the Bobby-Soxer* set while SHIRLEY TEMPLE gets touch-up from studio make-up man. Fun starts again when Shirley, as smitten bobby-soxer, begins swooning over wary CARY GRANT. Brilliant star cast includes MYRNA LOY.



PROUD PAPA is British film star JOHN MILLS, soon seen with daughter, *above*, in James Hilton's *So Well Remembered*, filmed in England. Anglo-American cast includes MARTHA SCOTT, PATRICIA ROC, TREVOR HOWARD, RICHARD CARLSON. An RKO-Rank Picture.



HAPPY HUNTING. True lovers always find their own Magic Town JAMES STEWART, JANE WYMAN seek and find theirs in *Magi Town*, film of many provocative situations, hailed the most unusual co edy romance in years. An independent ROBERT RISKIN Productio

THESE BIG RKO PICTURES WILL SOON BE SHOWN AT YOUR THEATRE

RK RADI PICTURE

LITHO U.S.A.

Pic-Tour is RKO's Dynamic Pre-Selling Advertising page running regularly in Life, Look and Collier

CHESTER FRIEDMAN
EDITOR

HUGH E. FRAZE
Associate Editor

BOXOFFICE Showmandiser SECTION

PRACTICAL IDEAS FOR SELLING SEATS BY PRACTICAL SHOWMEN

Awards

With the help of Leo Durocher, Brooklyn already has had its DAY. Now it will have a KNIGHT. The Italian government has conferred the Order of the Crown of Italy, rank of knight, upon Allen Grant, manager of Century's Patio Theatre in our favorite boroughs of Brooklyn. The commendation is for "meritorious service" performed by the theatreman after the liberation of Italy.



ALLEN GRANT

Grant had been previously honored by the American government with the Bronze Star Medal for "meritorious service in combat." He is apparently one of those effervescent Brooklynites whom you just can't keep down. Like so many other theatre managers, he started his career in this business as an usher. He is one of Century's most promotion-minded showmandisers.

Fred Perry, manager of the Liberty Theatre, Cumberland, Md., won top prize in his district for exploitation during the recent Schine Silver Jubilee drive put on by that circuit. Taking a two-week vacation in New York, the energetic theatreman came up to say hello to us. He had just left the main office of McCrory's, nationally known department store operators, where he completed a tieup to give away to his lucky young patrons six bicycles and four Shetland ponies.



FRED PERRY

So convincing was he in selling his idea that McCrory's now is considering going into the promotion with other theatres on a national scale. The Schine circuit, of course, will get first preference.

Irrepressible Morris Rosenthal, manager of the Loew-Poli Theatre, New Haven, Conn., after reading the first announcement of the BOX-OFFICE Bonus sent us this memo: "That Bonus sounds great, please send mine right away."

Such haste—he could at least have enclosed a campaign!

--- Chester Friedman

Goodwill Promotion Costs Little, But—

When an exhibitor books a big feature production which has been getting high grosses in the key run spots, he is not likely to be concerned with his own business during its engagement. It is the average run-of-the-mill attraction which he must hope will gross enough to meet his weekly overhead.

The smart showman, of course, is not trusting to mere chance that his bread-and-butter attractions are going to pull him into the black; he is busy trying to build up a nucleus of steady patronage which he knows he can depend upon to stabilize his gross consistently.

For the last two years, Hudson Edwards, city manager for the Lucas Theatres in Savannah, Ga., has been exercising a promotion which has already created hundreds of steady theatre patrons for his enterprise in that city.

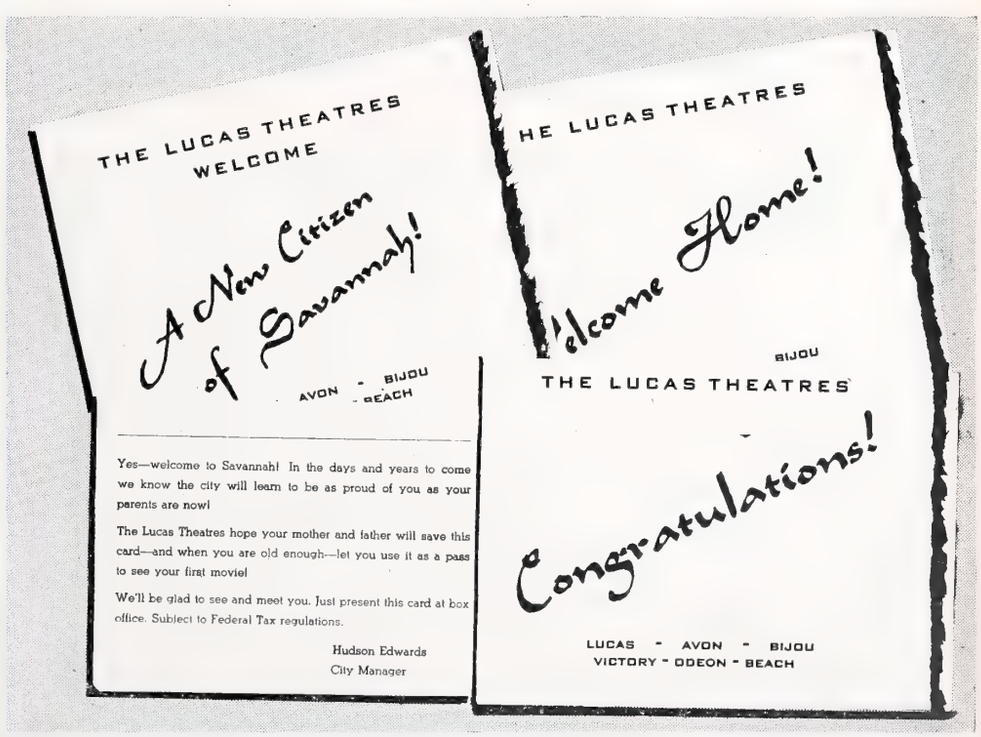
While his idea is not completely unknown or untried by theatremen, Edwards has the distinction of having initiated and maintained in his city a growing appreciation on the part of the citizens for the theatres' interest in their personal welfare and interests.

Let the stork pay a visit to Savannah and you may be sure that Edwards and his staff will at once seek out this future patron. Having ascertained the names of the fortunate parents and the location of their domicile, a message is dispatched offering the felicitations of the theatre staff and a standing invitation for the new arrival to make his initial visit to any of the Lucas theatres in the city as a guest of the management.

The columns of the newspapers are scanned each week for news of the arrival of full-grown newcomers to the community who are more immediate prospects as theatre patrons. These are immediately the recipients of a "Welcome" card.

Newlyweds, and residents who have recovered and been released from local hospitals, also fall into the plan and find themselves invited to partake of the hospitality of the Lucas Theatres.

The net result has been the creation of a spirit of friendliness between the theatres and the patron which is inestimable in terms of cash.



Cards, such as illustrated here, go out to Savannah, Ga., newcomers.

Newsmen and Stores Assist Opening of 'High Barbaree'

Photos of three local motion picture reviewers, each talking long distance to Van Johnson in Hollywood, breaking in Harrisburg, Pa., newspapers two days prior to the opening of "High Barbaree" was one of the highlights of an effective promotion campaign for that picture's opening at Loew's Regent Theatre. Speaking to the star for their respective newspapers, the reviewers got exclusive interviews for their readers.

A street banner 50 feet long, stretched across three stores on Harrisburg's main street, helped to focus attention on the opening a week in advance and attracted the eyes of pedestrians, motorists and public utility passengers.

MANY MERCHANT TIEUPS

Merchant tieups were numerous. The Pomeroy store covered 1,000 of its books in the lending library with special "High Barbaree" book jackets. The Ryder dairy pasted gummed labels on all paper containers for milk. More than 5,000 of these messages went into Harrisburg homes with prominent mention of the picture and playdates. The Penn Harris hotel placed special doilies on tables in its restaurants with picture mention.

The Murphy five and dime store distributed 5,000 imprinted bags plugging the attraction and the Arcade laundry inserted 5,000 heralds in bundles delivered to its customers.

Post cards were imprinted with scene still art from the picture and mailed to lists obtained from local groups. Cooperative display ads were run by merchants tying their products in with stars of the picture and theatre credits.

ART IN LEADING HOTELS

Five leading hotels displayed art which publicized the picture and numerous window and counter displays were obtained in the downtown section of Harrisburg.

A lobby stunt which helped to build advance interest in the picture was a large globe of the world with "The Magic Island of Everlasting Love" marked off. Patrons were invited to spin the globe. If it came to rest with the indicator pointing at the "Island" they received a free guest ticket to the opening of the picture.

The campaign in Harrisburg was handled by Sam Gilman, manager of the Regent, and Ed Gallner, MGM field exploiteer.

Jeep Ballyhoo in Boston Sells 'Macomber Affair'

Promoting a jeep for a "Macomber Affair" ballyhoo created good comment for the picture at Loew's State and Orpheum theatres in Boston. Managers Jack Mercer and Jim Tibbetts arranged to have the jeep tour Boston's principal streets bannered with copy reading: "Don't miss 'The Macomber Affair' at Loew's State and Orpheum."

The jeep was covered with mud to resemble a hunting car to tie in with the picture's theme. Rifles, stuffed animals and varied hunting paraphernalia were used as ornamental decoration and provided an unusual sight for staid old Boston citizens. The lobby motif carried out the same theme with stuffed animals adorning the front and inner lobby. These were supplied by a local taxidermist society.

The Ernest Hemingway book, "The Short, Happy Life of Francis Macomber," was put to good use through several bookstore tieups. A novel stunt which attracted attention was front-of-the-theatre ballyhoo using a man in African tribesman attire beating a tom-tom.

PRESELLING

The biggest order for transcribed radio interviews ever placed by Warner Bros., a total of 1,500 pressings, will be turned out for use in the Rocky mountain region in connection with the world premiere of "Cheyenne" on May 22 in Cheyenne, followed by prerelease engagements throughout that region.

Three Warner stars, Dennis Morgan, Jack Carson and Janis Paige, each have recorded five 30-second spots on a single record, which will be supplied to radio stations from Nebraska to the Pacific coast.

A special edition of the Cheyenne Tribune will be published May 20 to herald the world premiere. The special issue will be designated the "Cheyenne premiere edition" and will carry salutes from merchants, civic groups and prominent individuals, along with the felicitations of the governor of Wyoming and the mayor of Cheyenne. The governor has proclaimed May 22 as "Cheyenne" day in honor of the premiere.

* * *

RKO RADIO LAUNCHES "BACHELOR"

RKO Radio is about to launch one of the most ambitious advertising programs ever conceived for any attraction on behalf of Dore Schary's "The Bachelor and the Bobbysoxer." This huge preselling campaign, prepared under the direction of S. Barret McCormick, ad-publicity head, includes the color comic sections "Puck," in 15 cities; the Metropolitan group embracing 40 papers in 36 cities, and the independent newspapers with 52 papers in 46 cities. This will supplement full page ads in all the leading fan and national magazines.

* * *

"QUEEN" GETS FREE TRIP ABROAD

For the first time, a lucky American girl will be given an opportunity to take a free trip to England as a result of a tieup between the Universal-International release of J. Arthur Rank's "Great Expectations," and the Mutual Broadcasting System's network radio program, Queen for a Day.

The visit which one of the "queens" to be selected on the Queen for a Day program within the next two weeks will make, will be tied in with the American premiere of "Great Expectations," at Radio City Music Hall.

Queen for a Day is carried over 275 stations of the MBS network Mondays through Fridays. The promotion will be featured daily for three weeks on the radio show.

Hang On to It!

★ Don't discard your BOXOFFICE. The Showmandiser section has been designed to serve as a permanent handbook of theatre merchandising.

★ The pages will be numbered consecutively throughout the year.

★ An index to these pages will be published at regular intervals, thus providing easy reference to the various articles on showmandising of individual pictures, to types of pictures, and to all the various phases of promotion.

★ Theatremen and executives who have long felt the need for an up-to-the-minute, yet permanent guide to boxoffice promotion material, will recognize this latest service innovation in BOXOFFICE as an invaluable aid in their daily showmandising efforts.

Morton Promotes Grant Tieup in Providence For 'Trail Street'



Store posters exploit Bill Morton's tieup and color contest at Grant's in Providence.

Starting a week in advance, a coloring contest was set on "Trail Street" for its engagement at the RKO Albee Theatre in Providence, R. I., by publicity director Bill Morton, with the large downtown W. T. Grant store.

While the contest is not the newest form of picture exploitation the method of distribution of the coloring contest heralds, reached a large number of people. In fact the heralds went right into the homes of every Grant customer.

When the arrangements were made, the manager of the local store agreed to place heralds in every purchase wrapped by sales clerks thereby assuring distribution to many thousands of patrons. The store also agreed to use one of its main street windows. In addition, a counter display was set in the toy department. The counter in this case was loaded with cap pistols.

That the tieup was a success was best noted by the fact that the store management reported a brisk sale of cap pistols. Throughout the store, stills showing Randolph Scott with a gun in each hand, were displayed.

A 15 minute transcribed radio version of "Trail Street" was used on radio station WHIM. Time was promoted free and was landed the day before opening.

Five leading downtown restaurants carried picture, playdate and theatre name copy on the bottom of their menus. A five-column piece of art was landed in the Providence Journal.

More than 550 double size cards were placed in streetcars and buses running throughout Rhode Island. An extensive program of spot radio announcements blanketed three Providence radio stations.

Due to the fact that the previous show, "Best Years of Our Lives" had a five-week run "Trail Street" trailers and lobby displays were seen by patrons for a five-week advance stretch.

'Duel' Windows

Johnny Balmer, Reade city manager in Freehold, N. J., arranged for 12 full cooperative windows, as well as merchant ads, in conjunction with the opening of "Duel in the Sun." Duel T-shirts were worn by all the local newsboys.

Rochester 'California' Campaign Ups Gross To Weekday Peak

The Rochester, N. Y., campaign on "California" was marked by a thoroughness that made it possible for the production to chalk up the biggest nonholiday opening in the history of the Century Theatre in that city.

Jimmy Eshelman, Paramount's city manager in Rochester, and Arthur Krolich, manager of the Century, worked every possible angle with the cooperation of Edward J. Wall, Paramount Pictures representative, to make the engagement successful. No medium for selling the film to the public was slighted.

A hard-hitting newspaper ad campaign to match the forcefulness of the picture's action started about a week before the opening of the film. The local weekly shopping news, circulating door to door, did a neat job of whipping up interest in the film among housewives. Publications serving veterans and Catholic readers were also given important consideration in mapping the advertising drive.

A 20x15-FOOT LOBBY DISPLAY

Three-frame trailers were screened at the affiliated Capitol as well as at the Century.

A spectacular lobby display measuring 20x15 feet was set up three weeks ahead of the opening. The display, so placed that the patron could not avoid focusing his attention on it, was given a treatment that made the beholder feel "California" was big entertainment.

The campaign called for the distribution of 500 window cards measuring 22 by 28. To 150 lamp posts on Rochester's Main Street were fastened directional arrows on which appeared: "This way to CALIFORNIA—Century NOW!"

The radio campaign provided for spot announcements on three stations—WSAY, WRNY and WHAM. It also included a recorded interview with Ray Milland and Barbara Stanwyck which was put on the air by WSAY, and a 15-minute waxed dramatization of the film broadcast by WRNY the day before the opening.

BULLETINS IN HOTEL LOBBIES

Bulletin announcements were posted in all hotel lobbies, bus depots and leading restaurants. Special bookmarks containing the copy "Take a Trip to 'California' and see," etc., were distributed at book departments of a number of the city's leading stores.

A tieup with American Airlines, making capital of the title of the film and a display of "California" luggage in the windows of one of the city's top luggage shops were among other items in the campaign.

Radio 'Brunette' Contest Aids Run in Harrisburg

Gerry Wollaston, manager of the State in Harrisburg, Pa., took full advantage of the "Favorite Brunette" contest on the radio and the feud of the comedians with NBC to advertise "My Favorite Brunette," which had a successful run here.

Wollaston arranged with the local Chevrolet dealers to banner several new cars touting the contest, and tied in with drug stores and counters in department stores to display prominently the Pepsodent entry blanks and signs.

A Paramount-prepared interview with Hope was played over Dick Redmond's local WHP air show The World's a Stage, spot announcements followed Hope broadcasts on WKBO, while a review and transcription of highlighted scenes from the film were aired on WHGB.

BOXOFFICE NUGGETS

"Should She Keep Her Mouth Shut," used as a marquee catchline caught the eye of Chicago pedestrians and motorists as they passed the Roosevelt Theatre recently during the engagement of "Nora Prentiss." The copy was carried out also on billboards and posters by Manager Bill Methe who set up as additional advance ballyhoo a ten-day contest over radio station WENR.

When "The Secret Heart" was booked into the Capitol Theatre, Vancouver, B. C., recently, Manager C. E. Doctor had his usherettes don special headgear to publicize the film. Attractive hats were fashioned in the shape of a red heart with a surrounding border of white for special emphasis and visibility inside the theatre. The hats were worn by all women staff members for two weeks prior to opening of the picture.

Caught with a sudden switch of bookings on his hands, Harry Rose, manager of the Majestic Theatre in Bridgeport, Conn., acted swiftly to assure that his film would arrive in time for the opening performance. He arranged for a helicopter to deliver "The Late George Apley," had a photograph taken at the airport and landed it in the local dailies for a neat publicity break.

Banks are said to be difficult places from which to extract money. Not so for Manager Louis Marcks of the Colonial Theatre, Norwich, N. Y. Lou recently tied up with the National Bank & Trust Co. of Norwich, promoting a quarter-page display ad in the Sun. The ad was a direct endorsement of "Easy Come, Easy Go" which was scheduled to open at the Colonial two days later. The bank also displayed posters on its premises with illustrations of Barry Fitzgerald from the film production, and full theatre mention.

A penny post card, some type, two staples and a piece of string was the novelty exploitation used by Steve Rodnok jr., manager of the Oaks, Oakmont, Pa., as a mailing piece announcing the showing of the atomic bomb picture. The copy, with dates, asked, regarding the six-inch piece of string: "Is this the 'Beginning or the End'? See for yourself at the Oaks."

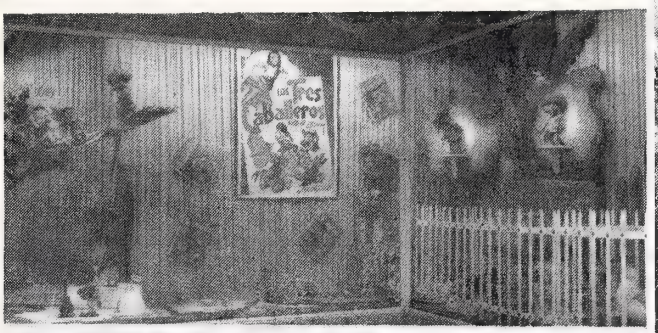
To publicize the date on "Alexander's Ragtime Band" at the Northrup Theatre in Syracuse, Kas., Manager Frank Northrup and artist A. L. King collaborated on a two-dimension idea for a lobby display with a simple background. Its simplicity was the main attraction of the setpiece, which consisted of a broken-down board fence with the title of the picture set in the foreground.

Sabie Conti, manager of Reade's Oxford Theatre, Plainfield, N. J., promoted a typewriter and worked out the following stunt for "The Shocking Miss Pilgrim." A letter-writing contest with the typewriter as a prize was announced in newspaper ads taken by the theatre and the typewriter store. This contest was also plugged through special 40x60s which were placed on Plainfield's main street. Heralds were distributed in all of Plainfield's business and high schools.

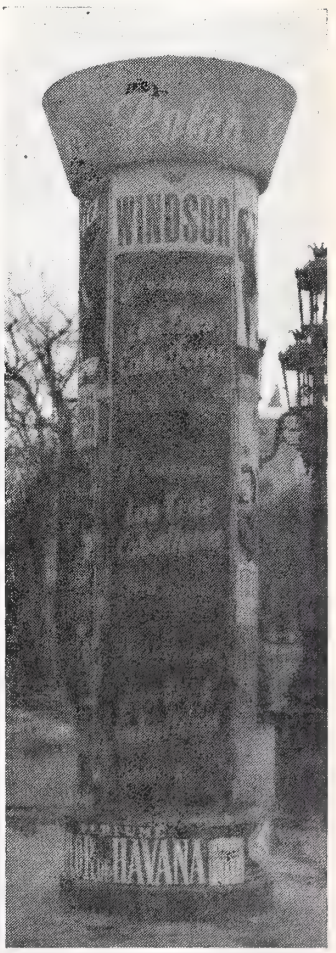
In connection with the showing of "It Happened in Brooklyn" at the Loew-Poli Theatre, Waterbury, Conn., Samuel Shubouf, assistant manager, secured 15 attractive window displays as part of a general exploitation campaign put on by Manager Ed Fitzpatrick.

An Old Spanish Custom

In Barcelona, Spain, "The Three Caballeros" received a smartly handled exploitation campaign by Jose F. Arquer, manager of the Windsor Palace Theatre. Below are photographs of a colorful window tieup featuring Disney dolls—and the theatre front. At right, one of 63 columns which were posted on main thoroughfares in the city.







Increasing Business With Photo Offset

One of the Newer Graphic Arts Can Be Utilized for Increasing Power of Theatre's Selling Message in House Programs and Other Advertising Matter. Economically and Productively Excels Letterpress Printing.

The development of the motion picture theatre house program as a medium for exploiting coming attractions dates back only two decades. During the infancy of the motion picture industry, the house program performed exactly the same function as its predecessor — the program of the vaudeville houses, the legitimate theatre and the stock show—to provide the audience with cast of characters, players' identity and other information pertinent to the current attraction.

It was not until many years later that the house program was recognized as an important factor in publicizing coming attractions for the exhibitor. Today a majority of theatres throughout the country use some form of house program as an advance medium, in many cases utilizing it for mailing lists and distributing surplus supplies off the premises.

STARTED BEFORE WAR

A few years prior to the recent war, photo offset began to replace letterpress printing in theatres on a large-scale basis in many metropolitan areas, notably in the east. Prices were comparable and managers were not confined to using the regular mats made available by distributing companies. Keen competition developed at the time among theatremen who took pride in their layouts for both house programs and other sales devices.

During the war years, other demands on the manager's time prevented him from giving this sales medium much attention. The busy theatreman found it more expedient to phone his bookings and dates to the printer, with unfortunate results. Left to his own resources and handicapped by a manpower shortage himself, the offset printer merely selected convenient illustrations from the press books, and with a minimum of attention and art work, relegated the program to the status and appearance of a regular letterpress job.

MORE ECONOMICAL

It is regrettable to note that this situation still exists to a lamentable degree, both exhibitor and manager apparently consoled by the fact that offset today is more economical than letterpress printing.

The art of photo offset is itself a comparatively recent innovation in the graphic arts industry. Essentially, it is an indirect process in which the subject matter is photographed on film which, when developed, produces a negative. A zinc plate is then prepared with a chemically treated coating, making it so sensitive that the negative can be transferred to the plate by means of high intensity arc lamps. A final chemical solution produces the etching on the finished plate. The actual printing process involves a transfer of the subject matter from the plate to a rubber blanket, thence to the paper.

The advantage of photo offset by comparison with regular printing for any type of sales literature becomes increasingly important to the motion picture exhibitor since in offset the camera will faithfully record whatever material is selected for the subject matter, without the expensive preliminary costs of buying mats or making engravings.

With a broader field of illustrative matter to select from, the exhibitor can slant his sales copy away from the distributor's viewpoint whenever he feels that by doing so, he can inject more local appeal for his particular clientele. In fact, he is no longer bound to use the identical mats which are made available but can resort to scene illustrations; he can feature illustrations of specific stars in proportion to their value in his situation, he can emphasize or play down any theme depicted in the attraction, and he can inject any personal ideas, cartoons or matter obtained from trade or fan magazines which he may feel will lower the sales resistance of his patrons.

Copy lines from any number of ad mats can be combined with illustrative material from other sources, with reverse slugs to emphasize important details, and the layouts can be set against partial or complete backgrounds of benday in various patterns. All or any part of this procedure can be reversed or interchanged.

PRACTICAL FOR MANY TYPES

Offset is likewise practical for almost any type of circular, handbill, mailing piece, dodger—and reproduces equally well on news or coated stock.

The time element involved in preparing one's own theatre programs is inconsequential by comparison with the results obtainable. The offset printer obligingly supplies dummy forms, a variety of benday backgrounds, and some art work. The manager's requirements are india ink, a ruler, art gum and a can of rubber cement—plus a little time and his own ingenuity—to get some astonishing effects in his layouts.

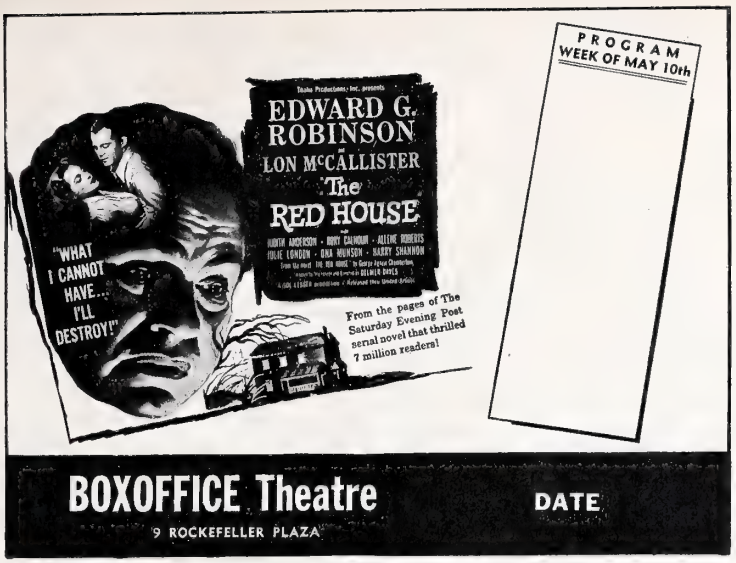
Photo offset for theatre printing is a major contribution to the art of selling. It is especially adaptable for the promotion-minded exhibitor who believes in merchandising his attractions along specific lines for his own situation rather than following a prescribed pattern of advertising established by the distributor. It is an "open seasame" to his creative instincts. It can serve as a pleasurable hobby. Above all, it must be recognized as a potent factor in directing added dollars to the theatre gross through artful application.

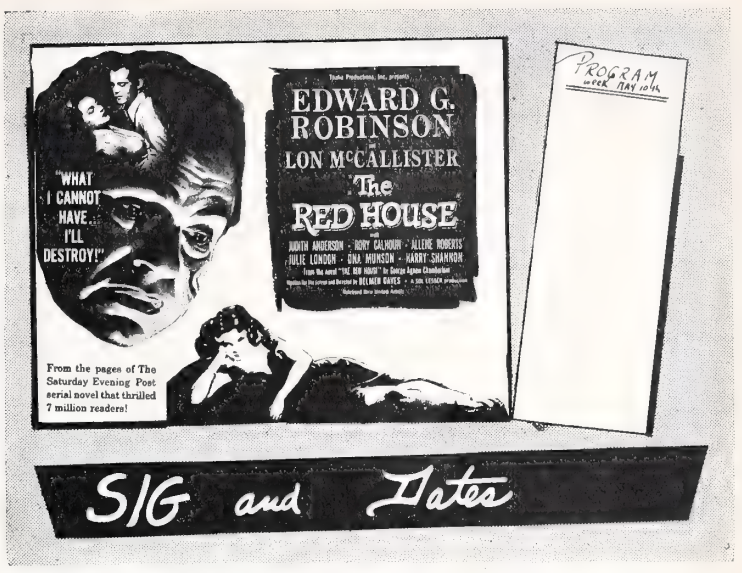


TEASER APPROACH

Illustrated above and below are typical methods of preparing the front page of a program with teaser copy. In the above illustration, adaptation of a tradepaper advertisement creates interest before the reader opens to the center spread. Below, focusing interest on a particular objective—in this case an exceptional cast. The complete selling message within the spread is thus made to appear more impressive.







Illustrations In Offset Art

At the top of the page are program layouts almost similar. The difference between the two lies in the fact that the one at left typifies what the exhibitor will get if he depends upon the offset printer to select his material and prepare the layout. The results at right, with almost the same material, were accomplished in less than ten minutes by a simple rearrangement of the subject matter. At the bottom of the page, left, the printer has taken illustrations from two-column ad mats, pasted them on a dummy sheet, inserted dates and a sig, with little or no consideration for appearance or selling value. Next, at right, one method of how the press-book material could be put together to improve appearance and highlight various selling points. Directly at right: unorthodox folding arrangement provides more space on front cover, less for center fold, more for back page. The illustration is "borrowed" from an old National Screen Service advertisement.








There's no business
in show business like
DUEL in the SUN
business



*Never before have so many paid so much to see a motion picture as have paid to see "DUEL" during the past week

Serves Sports Fans News on Durocher For 'The Locket'

Herbert Graefe, manager of the Rapids Theatre in Wisconsin Rapids, Wis., took full advantage of the fact that his theatre patrons are also rabid baseball fans to effect a clever bit of promotion in connection with his recent engagement of "The Locket."

The local baseball team, which is a farm for the Chicago White Sox, gave Herb his big chance. He had 1,500 special copies of a weekly paper run off with a scarehead announcing that "Lippy" would be reinstated with the Dodgers. "Lippy," of course, is Durocher, husband of Laraine Day who is starred in "The Locket." A huge cut of the motion picture star and special news stories heralding the picture dominated the page.

Graefe distributed half of the special edition to shoppers on Saturday prior to opening and the rest were passed out at the local ball field two days before opening.

Going another step forward to attract the sport fans, Graefe used a two-column display ad with the magic name of Durocher prominently across the top on the sports page of the Daily Tribune on opening day of "The Locket."

Bubble Gum Contest Helps Kaufman on 'Ramrod' Date

Keeping right in tune with the times, Manager Milt Kaufman of Loew's in Norfolk, Va., took advantage of the current bubble gum craze to hold a contest on the stage in connection with the opening of "Ramrod."

Merchants donated the supply of bubble gum and approximately 500 juvenile entrants participated in the hour-long morning show in competition for guest tickets to Loew's. A radio broadcast by Joe Brown and His Gang from the stage aired proceedings over WRVA.

The Venetian Blind Corp. presented a Man on the Street program from the lobby of the theatre every morning during the entire run of "Ramrod." Another program, aired over WLOW and called Wake Up Alarm Clock, mentioned the picture several times with name plugs for the cast.

Co-op ads were arranged with the Meekin-Roughton Corp. on Veronica Lake and the Triplex shoe store. Swartz's department store made up a huge luggage window using a 40x60 blowup of Joel McCrea and Miss Lake with framed stills of the picture as decorative trimming. Schneer's jewelry, Woolworth's, the leading hotels in Norfolk and Dowdy's beauty salon gave windows, floor displays and framed art signs.

Jolson Albums Offered

In conjunction with the Broadway re-engagement of "The Jolson Story," at the Victoria Theatre, 50 of Decca's Al Jolson record albums are being presented as prizes for the best answers, in 50 words or less, to the question, "Why is Al Jolson one of the world's greatest entertainers?"

Eggs-tra Promotion Nets Extra Miami 'Egg' Publicity

The old adage that the way to a man's heart is through his stomach was put to practical use by Sonny Shepherd, manager of the Wometco Miami Theatre in Miami, Fla., and resulted in some outstanding publicity for "The Egg and I" at the Miami.

While members of the staff of the Miami Beach Sunday Sun-Star fourth estate were busy calling for copy boys, proofs and were clacking away at their typewriters the Saturday before the picture's local release, the door opened, the newsmen looked up and saw two pretty lassies enter with a mobile kitchen.

"How will you take your eggs," said the prettiest of the two, "Up or over?" Shortly the entire news staff was enjoying fried eggs inspired by the film production and Shepherd's clever showmanship.

When the staff photographer had taken enough material for cheesecake art in the following morning's issue, the lassies packed up and moved on to the other newspaper offices for a repeat performance. The theatre, "The Egg and I" and the playdates came in for prominent attention in all the news stories.

Levy Gets Crown Cola Tieup on 'Macomber'

Larry Levy, manager of the Colonial Theatre in Reading, Pa., set a neat bit of promotion with local distributor of Royal Crown Cola which resulted in the placement of 300 window cards for the theatre.

The tieup was set in conjunction with the engagement of "The Macomber Affair." The distributor paid for the entire cost of the promotion and placed the cards in local outlets handling the soft drink.

The deal also called for the placement of a two-column by seven-inch cooperative display ad in the Reading Times for several days concurrent with the picture's playdate.

Levy used posters in streetcars and buses to exploit the film and had 5,000 special flyers handed out with bold copy reading, "Men! Here's How to Stay Out of Trouble" on the front page as a teaser which opened into a double spread of art and selling announcements.

Seazo
COCONUT OIL
POPCORN SEASONING

... has that rich, golden color that makes 'em buy!

★ Uniform Quality always—in color —in flavor—in consistency.
★ Colored at the refinery by expert chemists*
★ Packed in Open Head Pails and drums for better accessibility.
★ Backed by 70 years "know how".

* *For those states where colored oil is not sold — use SIMKO brand, natural color coconut oil seasoning.*

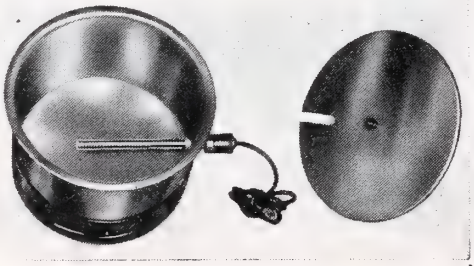


Warehouses in Principal Cities — Coast to Coast

C. F. Simonin's Sons, Inc.
Refiners
ESTABLISHED 1876

2550 E. TIOGA ST. PHILADELPHIA 34, PA.

SEASONING SPECIALISTS TO THE NATION



Popcorn Seasoning
MELTING URN

CRETORS Melting Urn is easy to use. No mess . . . no fuss. Approximately 25 pounds capacity. When full, maximum temperature approximately 180 degrees F.

Priced at only $29.50 less thermostat

C. CRETORS & CO.
604 W. Cermak Road Chicago 16, Ill.

INVESTIGATE!
Filmack's New
PREVUE TRAILER SERVICE
COSTS ONLY
SCREEN THEM FREE
$4.50 per week
COVERS ALL FEATURES
Filmack 1327 S. Wabash Chicago



Impressive lobby display for "Pursued" at the Michigan Theatre in Detroit was created by Alice Gorham, publicity director for UDT.

Below, 24-sheet mounted and cut in strips by Al Frank, manager of the Fond du Lac Theatre, Fond du Lac, Wis., was animated as breeze blew through lobby, assuring special attention.





Manager Ray Meyers' eye-catching lobby piece on "The Egg and I" at the Golden Theatre in Philadelphia.



J. L. Shanberger, manager, Keith's Theatre, Baltimore, Md.

Attractive Displays

Excellent examples of lobby and window displays shown on this page reflect the theatreman's adeptness at promoting current film attractions.

Larry Stewart, manager, Gopher Theatre, Minneapolis, Minn.



....a Great Big ★













"I Guess I'll Have That Dream Right Now"

"Is There Anyone Here From Texas?"

"The Cats Are Goin' To The Dogs"

"Chiquita From Santa Anita"

with a host of hit songs by Jimmy McHugh and Harold Adamson

KEEP YOUR BOX OFFICE

Wonderful Show!

EDDIE ALBERT · CONSTANCE MOORE · JOAN EDWARDS

HIT PARADE of 1947

"It Could Happen To Me"

with GIL LAMB · BILL GOODWIN · WILLIAM FRAWLEY

WOODY HERMAN and his ORCHESTRA

AND REPUBLIC GUEST STARS

ROY ROGERS and TRIGGER

BOB NOLAN and the SONS OF THE PIONEERS

Screen Play by Mary Loos · Original Story by Parke Levy · Songs by Jimmy McHugh and Harold Adamson · Associate Producer and Director, Frank McDonald

A REPUBLIC PICTURE

EYE ON SKY-ROCKETING REPUBLIC!

Canadian Students Picket Theatre, Force Owner to Cut Prices Deeply

VICTORIA, B. C.— Drastic reductions in admission prices to the Van Isle Theatre, in Campbell River were made by owner E. W. Bickle following demonstrations by Campbell River youths in front of the theatre in protest against the 75-cent admission price. The new scale of prices is 35 cents for children and 60 cents for adults on Monday, Wednesday, Thursday and Friday; 25 and 50 cents for Saturday matinee; 60 cents for all seats Tuesday and Saturday nights.

On Friday night the show played to a near empty house as youths paraded in front of the theatre carrying hand-made posters reading: "We Want Cheaper Shows" and "Does Bickle Want to Pay for His Theatre in One Year?" Saturday night the performance was repeated, with a much larger group carrying similar signs and milling about the front of the theatre.

At the height of the demonstration Bickle drove up in his car, got out and faced the assembly. A small girl marched up to him and shouted, "We want cheaper shows." The owner regarded her a moment and then turned to a delegation of four high school youths and requested them to state their business. The spokesman replied that the object of the demonstration was a "student's rate" for admission to the theatre.

Bickle said he would consider the matter and that in the meantime 50-cent admissions would be charged for everyone that night. At this announcement, the crowd broke into cheers and then dispersed. Individual members of the crowd reappeared in a short time and lined up in front of the ticket office for the show.

Recently students at Port Alberni struck against an increase in theatre admission by Famous Players and won a "student rate" reduction. In Victoria, teen-agers paraded the streets with placards protesting against the increased cost of admission to theatres.



Still the most Economical because of NEW DRASTICALLY REDUCED PRICES

Our government has requested price reductions to stem inflation and we are going to help— EFFECTIVE IMMEDIATELY THE PRICE OF POPSIT PLUS IS REDUCED APPROXIMATELY 15% — This brings the cost of POPSIT PLUS close to the price level of solid seasonings.

Warehouses in principal cities — coast to coast

C. F. Simonin's Sons, Inc.
Refiners
ESTABLISHED 1876
2550 E. TIOGA ST. PHILADELPHIA 34, PA.
SEASONING SPECIALISTS TO THE NATION

Prices Cut in Oak Ridge, Cradle of Atomic Bomb

OAK RIDGE, TENN.—Prices have been slashed at all three theatres in this mountain home of the atom bomb.

The cuts were put into effect at the beginning of the month by the Recreation and Welfare Ass'n which operates the houses. The Jefferson has cut its admission from 48 cents afternoon and evening to 36 cents for evening shows and 25 for matinees. The Grove and Ridge cut their matinee prices from 48 to 36 cents but the evening price remains at 48.

Children's prices at all three were reduced from 12 to 9 cents.

Canadian Shorts to Castle

NEW YORK—Castle Films, a division of United World Films, Inc., has acquired the distribution rights to four 16mm shorts on industrial safety from the National Film Board of Canada. The pictures were produced by the NFB for the Dominion department of labor.

Brandon Gets Indian Film

NEW YORK—Brandon Films, Inc., will distribute "Children of India," an Indian feature production. The picture arrived in the U.S. following its recent opening in Bombay.

Flash Point?

Users of POPSIT PLUS the *liquid* popcorn seasoning made from Peanut Oil, are not worried about flash point.

POPSIT PLUS has a flash point over 650°F. and a fire point over 700°F.

Producer of India Cited by Skouras

NEW YORK—Spyros P. Skouras, 20th-Fox president, on behalf of the India Society of America, presented a scroll to Vijay Bhatt, producer and director of Prakash Pictures, Bombay, India, on Tuesday (May 6) at a Waldorf-Astoria dinner. The affair highlighted the three-day India Film conference. Francis S. Harmon, MPA vice-president, was one of the principal speakers. The banquet was sponsored by the India society.

Skouras cited Bhatt for his work on behalf of the betterment of India's films. Harmon spoke on the American industry's interest in Indian product and in presenting Hollywood pictures to Indian audiences. Bhatt saluted the American industry for serving as a source of inspiration.

The purpose of the India Society conference, which started Monday (May 5) at the Hotel Biltmore, was to bring to the attention of the American public the scope of India's film industry and the possibility of using Indian films to promote Indo-American cultural ties.

Plans for using motion pictures for cultural purposes in India were discussed during the opening session of the conference by India film representatives and U.S. documentary producers. Hari Govil, founder and director of the India Society, said distribution problems are the chief obstacle to be overcome. He pointed out that 85 per cent of the population of 390,000,000 live in villages not readily accessible to theatres. Only a small proportion of the population is easily accessible by mobile 16mm units, he said.

Bhatt told the opening session that Indian exhibitors cannot use documentary films, because domestic entertainment features are too long, running at least two hours and 30 minutes. Thomas Brandon of Brandon Films and Willard Van Dyke outlined a plan to develop documentary programs and cautioned Indian producers against tackling these films in a "helter-skelter" fashion.

FROM THE FILES OF 20 Years Ago

ALLAN S. GLENN, supervisor of exploitation of First National Pictures, has resigned to become managing director of the Circle Theatre, Indianapolis, where he will be associated with Robert Lieber, chairman of the board of directors of First National Pictures.

* * *

"Mr. Wu" broke attendance records in St. Louis recently. This drama of the Orient stars Lon Chaney. Crowds stood in line for hours. The stage play by the same name was on Broadway and on the road for several years. The cast includes Marie Dressler, Renee Adoree, Gertrude Olmstead, Ralph Forbes, Holmes Herbert and Anna May Wong.

* * *

Jetta Goudal, French actress termed by Cecil B. DeMille as a "cocktail of emotions," has been signed by the DeMille studio . . . Motion pictures showing the mannerisms and peculiarities of the human being will shortly replace the old-fashioned rogue's gallery still photos now being used by the St. Louis police department.

* * *

"Children of the Ritz," a novel by Cornell Woolrich, 21, was the winner in the $10,000 prize story contest instituted by College Humor and First National Pictures.

UNIVERSAL-INTERNATIONAL

announces that prints of

"TIME OUT OF MIND"

are now available in our

exchanges for screenings.



UNIVERSAL-INTERNATIONAL presents

Phyllis CALVERT *Robert* HUTTON *Ella* RAINES

"Time out of Mind"

Eddie ALBERT

with LEO G. CARROLL · HELENA CARTER · JOHN ABBOTT

Produced and Directed by **ROBERT SIODMAK** who directed

"THE SPIRAL STAIRCASE" • "THE DARK MIRROR" • "THE KILLERS"

Screenplay by ABEM FINKEL, ARNOLD PHILLIPS · Based on a novel by Rachel Field · A UNIVERSAL-INTERNATIONAL PICTURE

Universal International

Technicolor Print Tieup Stalls 'GWTW' Reissue

NEW YORK—The print tieup at the Technicolor, Inc., plant is holding up reissue of David O. Selznick's "Gone With the Wind," according to MGM. The company does not expect to have enough prints to rerelease the picture generally until late this year. MGM announced its intention of reissuing the picture about a year ago at a Chicago sales conference.

The company owns the film outright. The picture was first released at advanced prices in 1939. In 1940 it was released for a second time at general admission prices.

Britannica Will Release First Color Films Soon

CHICAGO—Encyclopaedia Britannica Films soon will release its first full color sound films, it has been announced by H. R. Lissack, vice-president of the educational motion picture producing company, who revealed that six color films are now in varying stages of production.

In all, 20 educational motion pictures are now in production at EBF studios and at locations all over the world, Lissack said.

Four of the new color films are on art subjects. "The Making of a Mural," a one-reel 16mm sound color film to be released within the next two months shows the three-dimensional technique of making a mural painting. Subject for the film is "Achelous and Hercules," executed by one of America's leading painters, Thomas Hart Benton, for a Kansas City store.

COMPLETE SEAT REBUILDING, YES!

Veneer Backs and Bottoms Made to Order—Seat and Back Covers—New Cushions—Upholstering Supplies.

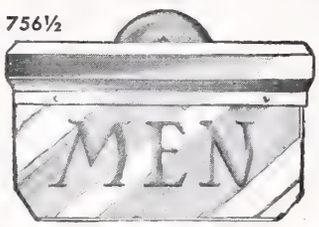
Write for Samples and Prices

Cecil Davis
Theatre Seat and Equipment Co
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For SPECIAL SHOWMANSHIP TRAILERS
MOTION PICTURE SERVICE Co.
125 HYDE ST. • San Francisco (2) Calif.
GERALD L. BARSKI *General Manager*

outstanding
SIGNS...by Art Metal

Cat. No. M 756½



Cat. No. M 756



This style available in double face

Immediate delivery—beautifully designed, aluminum finish, indirectly lighted directional signs. Complete with interchangeable, etched glass name plates. Ideal for use in theatre interiors, lobbies, corridors.

Distributors and jobbers write for quantity price list.

ART METAL MFG. CO.
3110 Park Ave. • St. Louis 4, Mo.

1

"Betty Zane" **POPCORN**
Top Quality Ohio Super Yellow

Packed in convenient 50-pound individual bags..... $5.00
100 to 500 pounds per 100 lbs..... $9.75
500 lbs. or more, per 100 lbs..... $9.50

Packed in either 50 lb. or 100 lb. moisture-proof bags at same price per 100 pounds.

Prices F.O.B. Mafion, Ohio

★

"Lou-Ana" **Cocoanut Oil**
Returnable Drums, per lb..... 30¼c
38½ lb. Tins, per lb..... 33c

★

POPCORN BOXES, Per 1000, $7.50
(F.O.B. CHICAGO)

(Prices Subject to Change)

★

Distributors for
CRETORS Popcorn Machines

POPPER'S BOY PRODUCTS CO.
58 E. 13th St. Chicago 5

Manley POPCORN SUPPLIES
POPCORN MACHINES *Manley*
FINEST QUALITY . . . TESTED
UNIFORMITY . . . DEPENDABLE PERFORMANCE

CARTONS
Boxes—No. 10 cartons:
$8.50 M (Eastern & Middle-West)
9.00 M (Western)
Bags—¾ lb. $2.10 M in lots of under 10 M
2.00 M over 10 M
1½ oz. Trademark, 10c seller, $3.30 per M
(Available only at Western Warehouses)

POPCORN
Manley's Jumbo Popcorn..... $8.00
Manley's Premium..... 9.25
Manley's Supreme (Middle-West)..... 10.50
(Eastern)..... 10.75
(Western)..... 11.00
Packed in double lined moisture proof bags to preserve quality, high volume, and to assure you of a tasty, tender product.

SEASONING
Manley's Pop-Co-Better..... 40c per lb.
The best that money can buy.

SALT
Refined and processed according to our own specifications. Brings out the natural flavor of your popcorn.
10c per 2-lb. box, in cases of 12 or 24.

FOR IMMEDIATE SERVICE
WRITE NEAREST WAREHOUSE

EASTERN
Atlanta, Ga., Southern Sales & Warehouse Co., 171 Peters St., S. W.
Binghampton, N. Y., Manley, Inc., Box No. 826
Boston, Mass., Wiggin Terminals, Inc., 50 Terminal St.
Charlotte, N. C., Carolina Transfer & Storage Co., 1230 W. Morehead
Roanoke, Va., Roanoke Public Warehouse

MIDDLE-WEST
Columbus, Ohio, Merchandise Warehouse, 370 W. Broad St.
Dallas, Texas, Zanes-Ewalt Warehouse, 420 Laws St.
Des Moines, Iowa, Merchants Transfer & Storage Co.
Detroit, Mich., Edgar's Sugar House No. 2, 1900 Alfred Street
Indianapolis, Ind., Strohm Warehouse & Cartage Co., 230 W. McCarty St.
Kansas City, Mo., Manley, Inc., 1920 Wyandotte St.
Memphis, Tenn., United Warehouse & Terminal Corp., 137 E. Calhoun
New Orleans, La., Douglas Public Service Corp., 118 N. Front St.
Oklahoma, City, Okla., O. K. Transfer & Storage Co., 531 W. Main
Peoria, Ill., Federal Warehouse Co., 800 South Adams
St. Paul, Minn., Central Warehouse Co., University & Pillsbury Ave.

WESTERN
Denver, Colo., Weicker Transfer & Storage Co., 1700 15th St.
Los Angeles, Calif., Jennings-Nibley Warehouse Co., Ltd.
Oakland, Calif., Haslett Warehouse Co., 51 Webster St.
Salt Lake City, Utah, Central Warehouse, 520 West 2nd South St.
Seattle, Wash., American Warehouse Co., 95 Connecticut St.

Screen Guild's SHOWMEN'S GROUP Number 3

Adventure!
Action!
Romance!

"Buffalo Bill Rides Again"



with
RICHARD ARLEN
Jennifer HOLT · Lee SHUMWAY
Gil PATRICK

Producer, JACK SCHWARZ
Director, BERNARD B. RAY

Greed!
Gold!
Glamour!

"The Bells of San Fernando"



with
Donald WOODS · Gloria WARREN
Shirley O'HARA · Anthony WARDE

Producer, JAMES S. BURKETT
Associate Producer
RENAULT DUNCAN
Director
TERRY MORSE

Fearless!
Daring!
Roaring!



ROBERT L. LIPPERT presents

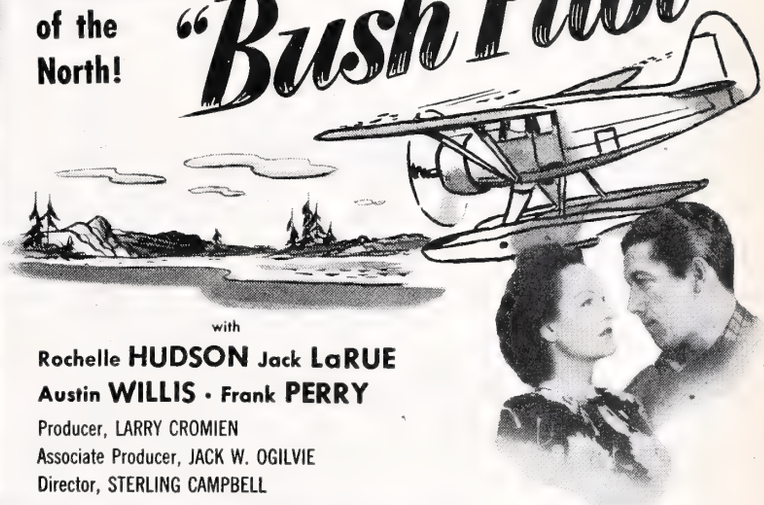
"SHOOT TO KILL"

with
Russell WADE · Edmund MacDONALD
Douglas BLACKLEY · Susan WALTERS

Produced and Directed by WILLIAM BERKE

Rugged
Daredevils
of the
North!

"Bush Pilot"



with
Rochelle HUDSON Jack LaRUE
Austin WILLIS · Frank PERRY

Producer, LARRY CROMIEN
Associate Producer, JACK W. OGILVIE
Director, STERLING CAMPBELL

2 DETECTIVE ACTION STREAMLINERS



"THE HAT BOX MYSTERY" — Tom NEAL · Allen JENKINS
Pamela BLAKE · Virginia SALE

"The Case of the BABY SITTER" — Tom NEAL · Allen JENKINS
Pamela BLAKE · Virginia SALE

Executive Producer, MAURY NUNES · Produced by CARL HITTLEMAN · Directed by LAMBERT HILLYER

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FOREIGN DEPT.: 723 7th Avenue, New York City . . . CABLE ADDRESS: Guild Film

THE NORTH *acclaims*

A TOTAL OF 10,246 PERFORMANCES TO DATE

OHIO'S SPRINGFIELD ENGAGEMENT TOPS



SPECIAL FRONT AT INDIANAPOLIS, IND.





HOLDS ALL RECORDS THRU ILLINOIS



THREE TIMES IN YEAR BAY CITY, MICH.

MILLIONS OF PEOPLE CAN'T BE WRONG!

MOM and DAD

ALL-STAR HOLLYWOOD CAST
IN PERSON ON THE STAGE
ELLIOT FORBES
FEARLESS HYGIENE COMMENTATOR
★
Special Colored Theater Unit Starring
JESSE OWENS
World Famous Olympic Champion

Book It NOW!

WIRE • WRITE • CALL
HYGIENIC PRODUCTIONS
J. S. JOSSEY and KROGER BABB
Gen. Offices: Hygiene Bldg., Wilmington, Ohio
Los Angeles • Cleveland • Mexico City • Toronto

Right He Is!

". . . MOM AND DAD is both entertaining and highly instructive and is doing a great deal of good . . ."

Prof. Paul S. Horton
W. Michigan College
Kalamazoo, Mich.

★

Thanks, Sir!

". . . I am thoroughly convinced MOM AND DAD is the best, cleanest and most effective answer to delinquency and instruction on modern sex problems yet devised for the American people . . ."

Rt. Rev. Msgr. J. J. Zeyen
St. Mary's Catholic Church
Dubuque, Iowa

NOTE: THE PRODUCERS OF "MOM AND DAD" BELIEVE A THEATRE HAS TWO BASIC OBLIGATIONS—FIRST, TO ENTERTAIN ITS PATRONS AND SECOND, TO PERFORM A PUBLIC SERVICE! GUARANTEEING THE FIRST AND WITH INTEREST IN THE SECOND YOU CAN PRESENT THIS SIGNIFICANTLY VITAL MOTION PICTURE!

E-L Contest Offers $2,500 to Managers

NEW YORK—Eagle-Lion will offer $2,500 in prizes to local theatre managers and theatre publicity men for the best exploitation campaigns turned in on "Repeat Performance," according to A. W. Schwalberg, vice-president and general sales manager.

The prizes will be: First, $1,000; second, $500; third, $200; fourth, $100; fifth, $100; sixth, $100, and ten individual prizes of $50 each.

Max E. Youngstein, director of advertising, publicity and exploitation, has not set the closing date, but it will be far enough ahead to permit the picture to run through all first runs. Awards will be for the best proportionate grosses and best proportionate publicity reports. The two elements to be considered will be the relation to the maximum possible gross for a particular house, the completeness of the selling campaign, which will include publicity space, advertising, stunts, tieups, ballyhoos, etc., within the limits of the particular theatre involved.

The premiere will be held at the Liberty Theatre, Zanesville, Ohio, May 22 as a part of the sesquicentennial celebration. It will be on an elaborate scale.

U-I Ad Men to Tour Keys On 'Odd Man' Selling

NEW YORK—Maurice Bergman, eastern advertising and publicity director of Universal-International; Al Horwits, publicity manager, and Charles Simonelli, special events director, will visit Detroit, Cleveland, Cincinnati, Louisville, Indianapolis and Chicago next week to lay the foundation for future campaigns on J. Arthur Rank's "Odd Man Out."

Working as a team, the three will show "Odd Man Out" to the critics, radio commentators and newspaper columnists in these cities and discuss the advertising, publicity and exploitation campaigns with local theatre representatives. The campaigns developed at these meetings will be carried out by the field men who will follow them into these territories.

PRC Lists Four Features For Release Next Month

NEW YORK—PRC has scheduled four features for June release, with five already on the May schedule. Two additional pictures are now being edited, with three others set to go into production early in June.

The June releases include "Stepchild," featuring Brenda Joyce and Donald Woods, June 7; "Philo Vance Returns," with William Wright and Ramsay Ames, June 14; "Heartaches," featuring Sheila Ryan and Chill Wills, and "Pioneer Justice" with Al "Lash" La Rue, June 28.

May releases listed are "Border Feud," May 10; "Two Many Winners," "The Corsican Brothers" and "International Lady," May 24; "Killer at Large," May 31. Films being edited are "It's Moider" and "Go West."

'Ruth' Tradeshow June 7

NEW YORK—Paramount will hold a national tradeshow of "Dear Ruth" in all exchange areas, except New York, on June 7. The New York tradeshowing will be held May 27 at the Normandie Theatre. The picture features Joan Caulfield and William Holden and was produced by Paul Jones.

Union Talks in N. Y. Are Still Unsettled

NEW YORK—Union contract negotiations in New York by the Motion Picture Home Office Employes Union, Local No. H-6, IATSE, and the IATSE Motion Picture Laboratory Technicians Union, Local No. 702, were still unsettled at the weekend. Local H-63 expects to wind up talks shortly with News of the Day and the MGM music publishing subsidiary, Robbins, Feist & Miller, on new contracts covering office workers. So far Local 702 has reached no agreement in its contract renewal discussions with 18 film laboratories in the New York area. The laboratory talks have been going on for several weeks.

Until the laboratory workers' contract renewals are settled Local H-63 will be unable to reopen wage negotiations under existing contracts with seven other companies, including Universal, Warners, Paramount News, Ace Film Laboratories in New York and Brooklyn, Music Publishers Holding Co. and Pathe Laboratories. The union board wants uniform increases of 20 per cent for the office workers at these companies, or a minimum salary rise of $8.

A third local, the IATSE Moving Picture Machine Operators Union Local No. 306, also is planning talks soon with the Loew's, RKO, Skouras and Randforce circuits on contract renewals for approximately 1,200 workers. These contracts will expire August 31. The present wage scale in effect for projectionists at these circuits was agreed on Sept. 1, 1945. Local 306 will seek a 5 per cent welfare fund and is reported to be considering a request for a 32 per cent wage increase. The local has appointed a 13-man committee to outline a list of demands.

N.Y. B'nai B'rith Lodge To Honor Its Late Head

NEW YORK—New York's Cinema Lodge of B'nai B'rith will show "This is B'nai B'rith" in the auditorium of the Museum of Modern Art May 19 in connection with a memorial tribute to the late Henry Monsky, international president of the lodge. Ira A. Hirschmann, president of the Metropolitan Broadcasting and Television, Inc., and formerly special attache to the U.S. Embassy in Ankara, special representative to the late President Roosevelt's war refugee board and special inspector general of UNRRA, will be the principal speaker of the evening.

Produced for the supreme lodge of B'nai B'rith by film industry leaders, the 27-minute film is being dedicated as a memorial to the late President Monsky for showing before the almost 400,000 members of B'nai B'rith and before other inter-faith groups in the U.S. and Canada.

Ellis and Emanuel Head Philadelphia Foundation

PHILADELPHIA—Martin Ellis was elected chairman of the Philadelphia exchange area Motion Picture Foundation, the area trusteeship going to Jay Emanuel. Other officers are: Ulrik Smith, vice-chairman; Lester Murtele, secretary; Harry Abbott, president of projectionists Local No. 307, treasurer.

Elected to the panel for a two-year term were Ellis, Wurtele, Abbott, George Schwartz, Lewen Pizor, Norman Lewis, Ted Schlanger and Bud Hissner.

One-year members are Smith, Sidney E. Samuelson, Alfred Davis, William Mansell, Jack Greenberg, Samuel Gross, Samuel Zarbalow and Ben Amsterdam.

Bill Vetoed by Maryland's Governor Would Have Killed Saturday Shows



RELIGIOUS ASPECT—Judge Lewis Fawcett, right, executive of the World's Sunday School Ass'n, greets Mr. and Mrs. J. Arthur Rank as they stepped ashore at New York.

BALTIMORE—Gov. William P. Lane's recent veto of the bill which would have required special censorship of all motion pictures shown on Saturday afternoons in Frederick county means that the county may not have had any Saturday films at all, it was brought to light this week.

At least, that is the opinion of the Maryland board of censors as expressed in a letter to the governor concerning House Bill 908, now defunct.

ENTIRE STATE WAS AIM

It develops also that Horace M. Alexander, delegate from Frederick, who introduced the bill, intended originally that it apply to the entire state, for the reason, as Alexander put it, he wanted to rule out "gang-war" pictures and "glorified horror" at matinees on what he termed "children's day" at Maryland theatres.

In part, the censor board's letter to the governor states:

"It is our opinion that the purpose of this bill is served by the present law, which provides that this board shall disapprove such motion pictures as are sacrilegious, obscene, indecent, inhuman or immoral, or such as tend, in the judgment of the board, to debase or corrupt morals or incite to crime.

"We should further like to direct your attention to the difficulty of administering such a law, since this board has neither the authority to designate an audience classification of the films it reviews nor can it direct the distribution of films after they leave our premises.

"In view of these matters we suggest that if the bill is signed, its specific provisions may prevent the showing of any films in Frederick county on Saturday afternoons."

CFL PROGRAMS URGED

However, there's a silver lining in every cloud, and Mrs. Helen C. Tingley, secretary to the censor board, comes to the front with the suggestion that the Motion Picture Ass'n now is offering greater selectivity in programs for children, through the Children's Film Library.

Her suggestion is carrying a lot of weight, according to local observers, and it is likely that a number of special matinees for children will result not only in Frederick county theatres but in cinemas all over the state as well.

Pennsylvania ITO Prepares Battle on Amusement Tax

PHILADELPHIA — Allied Independent Theatre Owners of Eastern Pennsylvania, in a service bulletion last week, urged members to contact their assemblymen and senators immediately to protest the house bill which will empower cities of the third class to levy additional taxes for general revenue purposes, with amusement taxes included, and another house bill which empowers boroughs to levy an amusement tax for general revenue purposes.

The bulletin asked members to stress that a 20 per cent federal tax is now being paid, that films are not a luxury, that theatres should not be singled out for discriminatory taxation, and that during the war motion pictures like newspapers were exempted from price controls as essential means of mass communication.

The bulletin also revealed that action by Allied on the ban on the installation of popcorn machines in theatres has been postponed, since it will not affect a great number of independent exhibitors.

Kleid Capitol Sales Head

NEW YORK—Barney Kleid has joined Capitol Motion Picture Supply Corp. as sales manager. He has been connected with the industry for the past 20 years and was formerly with the National Theatre Supply branch here.

15 Die in a Film Fire; John Jackson a Victim

Rome—John C. Jackson, director of British Lion and associated with London Film Productions since 1933, was killed here May 14 in a fire at the offices of Minerva Film Corp. Minerva Films produced "Open City," now in its second year at the World Theatre, New York.

At least 14 others were killed and 15 hospitalized when the fire ravaged the five-story headquarters of Minerva Films in the worst disaster in Rome, except for wartime bombing, since 1938. The fire apparently started in stocks of raw and finished film stored in the building.

Greater N.Y. Fund Trailer Previewed at Luncheon

NEW YORK—Leaders of the Greater New York Fund previewed the trailer for the 10th annual campaign at a luncheon May 13 at the Roosevelt hotel. The trailer was produced by Fox Movietone and distributed to 500 local theatres by National Screen. The Metropolitan Motion Pictures Ass'n supervised the distribution.

Representing the film industry in the annual drive are Joseph R. Vogel, vice-president of Loew's, Inc.; Leonard H. Goldenson, vice-president of Paramount Pictures Theatre Corp.; Arthur L. Mayer, managing director of the Rialto Theatre; Herman Robbins, president of NSS; Leo Brecher, president of the Leo Brecher Theatres; Gus S. Eyssell, managing director of the Radio City Music Hall; Sam Rinzler, president of the Randforce Amusement Corp., and General Rodney H. Smith, executive director of the MMPTA.

'Duel' Grosses Are Fat In Mass N. Y. Openings

NEW YORK—Loew's, Selznick Releasing Organization and Walter Reade executives were more than pleased with the opening week's grosses chalked up by "Duel in the Sun" in 47 day-and-date openings in the metropolitan last week. Reports from the field showed that 1,200,000 persons saw the picture during the first seven days. They paid 90 cents in the afternoon and $1.25 in the evening, at all theatres except the Capitol on Broadway, where admission was and still is $1 until 6 p. m. and $1.50 until closing. These admissions ran from 25 to 50 cents above the usual scale.

The increased prices plus the effectiveness of the high-powered promotion campaign behind "Duel" were responsible for making the film the top grosser in the Loew's theatres here, exceeding "The Jolson Story" and "Gone With the Wind." However, total attendance for "The Jolson Story" at the same 38 Loew's theatres for a comparative period was greater, according to certain executives. As a second run film at the Victoria this session, "Jolson" was weak.

(Average is 100)

Astor—**The Best Years of Our Lives** (RKO), 25th wk. 95
Broadway—**Monsieur Verdoux** (UA), 5th wk. 60
Capitol—**Duel in the Sun** (SRO) 118
Criterion—**Odd Man Out** (U-I), 3rd wk. 102
Globe—**The Macomber Affair** (UA), 4th wk. 110
Gotham—**Hit Parade of 1947** (Rep), 2nd wk. 75
Hollywood—**The Two Mrs. Carrolls** (WB), 6th wk. 70
Palace—**Born to Kill** (RKO), 2nd wk. 50
Paramount—**Calcutta** (Para), plus stage show, 3rd wk. 65
Park Avenue—**Carnegie Hall** (UA), 2nd wk. 90
Radio City Music Hall—**The Egg and I** (U-I), plus stage show, 3rd wk. 115
Rialto—**Violence** (Mono) 95
Rivoli—**The Farmer's Daughter** (RKO), 7th wk. 80
Roxy—**The Homestretch** (20th-Fox), plus stage show, 3rd wk. 70
Strand—**Love and Learn** (WB), plus stage show, 2nd wk. 80
Victoria—**The Jolson Story** (Col), 2nd run, 2nd wk. 75
Winter Garden—**Carnegie Hall** (UA), 2nd wk. 130

Philadelphia Goes Rustic; 'Egg' and 'Daughter' Draw Best

PHILADELPHIA—The city is rustic in attempt to get out of the doldrums along the de luxe row this week. The rustic couplet, "The Egg and I" and "The Farmer's Daughter," are hogging the spotlight. "Farmer's Daughter" got the best reviews for a comedy in a long time, and is cashing in on same.

Aldine—**It Happened on Fifth Avenue** (Mono) 135
Arcadia—**Best Years of Our Lives** (RKO), 5th wk. 125
Boyd—**Sea of Grass** (MGM), 4th wk. 100
Earle—**Big Town** (Para), pus stage show 115
Fox—**The Homestretch** (Para), 2nd wk. 110
Goldman—**The Egg and I** (U-I) 175
Karlton—**The Egg and I** (U-I) 150
Keith's—**The Late George Apley** (20th-Fox), 2nd run 85
Mastbaum—**The Farmer's Daughter** (RKO) 150
Pix—**The Best Years of Our Lives** (RKO), 5th wk. 110
Stanley—**It Happened in Brooklyn** (MGM), 3rd wk. 120
Stanton—**Angel and the Badman** (Rep), 3rd wk. 100

Business Picks Up in Buffalo; 'Stairway,' 'Red House' Good

BUFFALO—"That Way With Women," aided by Carmen Cavallaro and his orchestra on the stage, was the leader here as business picked up. Two reissues surprised at the Teck. So did "The Red House" at the Hippodrome.

Buffalo—**That Way With Women** (WB), plus **Carmen Cavallaro** on stage 175
Great Lakes—**The Yearling** (MGM), 2nd wk. 100
Hippodrome—**The Red House** (UA); **Three on a Ticket** (PRC) 145
Lafayette—**Stairway to Heaven** (U-I); **Born to Speed** (PRC) 150
Teck—**Kit Carson** (UA); **The Last of the Mohicans** (UA), reissues 133
20th Century—**The Farmer's Daughter** (RKO); **The Falcon's Adventure** (RKO), 3rd wk. 100



RECIPROCATION—Eric Johnston, president of the Motion Picture Ass'n, is seen checking over food packages which he bought to be shipped to the doctor and nurse and members of his staff in London who helped him through a siege of pneumonia on his recent European trip. The food parcels, weighing 27½ pounds, contain 41,000 calories, which CARE (Cooperative for American Remittances to Europe, Inc.) distributes to England, duty and ration free, under an agreement with the British government. The picture was taken at CARE headquarters, 50 Broad St., New York City.

Johnston is planning to leave for Europe June 22. Gerald Mayer, foreign aide, and Joyce O'Hara, executive assistant, will go along.

BROADWAY

Raymond Massey will arrive here from the coast May 21 to start rehearsals for a new play . . . Mrs. Bill Dowling's Mother's day present was Lorraine Ann. Proud papa is with Warner Bros. film checking department . . . Lucille Ball, MGM star, is here from the coast for a short stay.

Eleanor Parker, Warner Bros. star, is in London for several days. Before returning home, she will visit Paris and other capitals, and will make a personal appearance at the World Film Festival in Brussels.

Irene Gibbons, head fashion designer for MGM, is here from Hollywood for two weeks . . . Walter L. Titus jr., southern division manager for Republic, left for Mexico City to join James R. Grainger, executive vice-president in charge of sales and distribution.

Harriman E. Holtz, president of Screen Adettes, is at the Roosevelt for ten days . . . William W. Howard, assistant general manager of RKO Theatres, left for Denver to install Jay Golden as new division manager of RKO west coast theatres. Before returning home he will visit Chicago.

Isabel Jewell has returned to the coast for her first film role in two years . . . Harold Rodner, assistant general manager of Warner Bros. Service Corp., is in Albany . . . Leonard Goldenson, head of Paramount Theatres Service Corp., and his assistant, Robert Powers, returned from the Arrowhead Springs, Calif., theatre partners meeting.

Hortense Weischel, secretary to Joel Levy, Loew's booker, has returned from a vacation trip to the Bahamas . . . William Mayberry, casting director on 20th-Fox's "Gentlemen's Agreement," left for Hollywood . . . UA producer Seymour Nebenzal is in from the coast . . . Gregory Peck and Mrs. Peck will leave California for New York May 28.

Tom Cadwallader, U-I division manager for Victoria, Tasmania and S.A., is at the home office for distribution conferences . . . Abbot A. Weisbrod of the MGM advertising department designed and directed the art work for the New York Infirmary's souvenir book benefit at Madison Square Garden May 20.

Lou Ansell, president of Southern California Pictures, and his brother Joseph of Ansell Bros. circuit and vice-president of SCP, met in Mexico City to supervise the scoring of the first major film, "Women in the Night" . . . George Sharf of the MGM legal department has returned from New Haven.

James R. Grainger, Republic executive vice-president in charge of sales and distribution, is visiting Mexico City and New Orleans before returning to the home office after a seven-day visit to the North Hollywood studios . . . Francis S. Harmon, MPA vice-president, was the principal speaker at a dinner honoring Charles P. Taft in Cincinnati on Monday (May 12). Taft was recently elected president of the Federal Council of Churches of Christ in America.

Hans Habe, Dutch novelist, checked in at the Waldorf-Astoria for a few days on his arrival from Rotterdam. He will leave for the coast to work on a screen adaptation of his new book, "Aftermath," for U-I . . . Edward L. Walton of Republic visited the Seattle and Minneapolis branches . . . Edward L. Hyman and Max Fellerman of Paramount are touring the San Francisco, Salt Lake City, Minneapolis and Kansas City areas before returning to the home office . . . Melvyn Douglas spent several days in town.

Stanley Shuford spent a week on the coast discussing advertising plans for new product with studio executives . . . Ann Sheridan is back at the studio to start work in "Silver River" . . . Kay Harrison, managing director of Technicolor, Ltd., arrived on the Queen Elizabeth for conferences with Dr. Herbert T. Kalmus . . . William G. Brenner will leave for the MGM Cincinnati exchange May 20.

Margaret Sullavan is in town from California . . . W. C. Gehring of 20th-Fox visited the Kansas City exchange . . . Maury Orr proceeded to Minneapolis after holding a sales conference in Chicago with Rud Lohrenz, UA midwest district manager. Orr will cover the entire western territory before returning to the home office.

Irving Greenfield of MGM is the father of a girl born at Lenox Hill hospital. The baby weighed seven pounds, 13 ounces . . . Dorothy Ford, six-foot, four-inch actress, is vacationing here after completing a role in "A Miracle Can Happen" . . . John J. Maloney, MGM central sales manager, is working at the home office under the company plan for rotating field sales managers. He is the first field sales head to be transferred for a 30-day period.

Harold Weinberger, MGM's checking supervisor, is back at his coast headquarters after a two-week vacation in Gotham . . . Daniel J. Loventhal, sales executive for RKO, was in Hartford on business.



LOUELLA IN LIMELIGHT—Louella Parsons, spending some months in Baltimore with her husband, is depicted presenting Jockey Steve Manley with a trophy incidental to his winning ride on Agate in the "Carnival in Costa Rica" handicap at Bowie. Morris Mechanic, owner of the New Theatre in Baltimore, is also in the picture.

Exhibition Hall Opened By RCA in New York

NEW YORK—The RCA Exhibition Hall, offering displays of radio, television and other electronic developments, was opened to the public by the Radio Corp. of America May 14.

Highlights of the exhibit include a television display where visitors may be televised and simultaneously see their own images on a screen, a section where the latest classical and popular recordings can be requested and heard at a personal amplifier and a display where the story of radio and the people who have been prominent in it is told through a series of revolving stages.

The main floor of the hall is visible behind a 200-foot window front on west 49th St. The hall includes a public lounge containing television and radio receivers and a studio theatre, seating 84 persons, where daily showings of current film subjects will serve to demonstrate RCA sound and projection equipment. The studio is also wired for the transmission of live talent radio and television shows.

Frank M. Folsom, executive vice-president in charge of the RCA-Victor division, will manage the exhibit and John L. Crosby jr. is resident manager.

Honor Schary at Luncheon

NEW YORK—Dore Schary, RKO vice-president in charge of production, was honored at a luncheon given by Gus S. Eyssell, president and managing director of the Music Hall, in the studio apartment of the theatre, Friday (May 9). Among those present were N. Peter Rathvon, Ned E. Depinet, Robert Mochrie, S. Barret McCormick, Perry Lieber, Russell V. Downing, Jack F. Dailey and Fred L. Lynch.

Ampa Honors Russell

NEW YORK—Harold Russell, handless veteran who won an Academy award for his role in "The Best Years of Our Lives," was awarded a certificate of life membership in Ampa. Rutgers Neilson, Ampa president, made the presentation on behalf of disabled veterans working in film publicity.

Along New York's Filmrow

By WALTER WALDMAN

AFTER three months, Phil Levine, new co-owner of the Burke Theatre, Bronx, has decided that being an exhibitor is a lot different from selling film. Until the end of last year Levine was a salesman at the Astor Exchange . . . For one thing, he has discovered that hours mean nothing to a theatreman. However, the gruelling hours of a one-man operation are halved thanks to his partner, Bill Nennemmen, formerly of the Orient Theatre . . . Despite working Sundays and holidays Phil likes being his own boss and driving to work ten minutes from his home . . . The Burke, a 990-seat house, shows Italian films on Tuesdays, and regular English-language productions the rest of the week.

The Paramount choral society will give its sixth annual concert next Friday, May 23, at the Plaza hotel. Proceeds have been earmarked for refugee relief . . . Edith Morgan Savage will direct the chorus and Michael Markel will conduct the orchestra . . . Women in the chorus are: Elsie Barbara, May Brady, Charlotte Byrne, Agnes Cummings, Mary Davitian, Josephine Dell 'Aria, Lee De Pietri, Adeline Fanelli, Lee Fowler, Gloria Giordano, Charlotte Heinlein, Francine Hirsch, Vera Iacona Borsellino, Belle Jones, Lillian Jacobs, Julia Keesling, Madeline Lang, Stella Lichioveri, Gloria Lombardi, Mary McDonough, Kay Moore, Harriett Miller, Ruth Pettit, Theresa Priolo, Helen Pullin, Helen Rasweiler, Lorraine Schiller.

Others in the women's chorus are: Irma Schmitz, Irene F. Scott, Evelyn Seeff, Ethel Smallwood, Julia Sullivan, Marie Todd and Emilie Ullman . . . The male end of the singing will be handled by Sal Asaro, James L. Brown, Luis Fernandez, G. Knox Haddow, Charles Iacona, Philip Kolm, Percy Lockwood, Frank McGuire, Arthur Pratchett, Albert Sicignano, Kenneth Snyder and Charles Strobel.

Harry Greenman, managing director of the Capitol Theatre, enjoyed himself thoroughly last Wednesday morning when he helped select 75 beautiful girls out of hundreds who crowded the Capitol rehearsal hall. They will appear Monday, May 19, in a torchlight parade on Fifth avenue for the benefit of the New York Infirmary . . . Sidney Piermont, manager of the Marcus Loew Booking Agency; Paula Gould, publicity director of the Capitol; Dorothy Kilgallen, newspaper columnist, and Antoinette Donnelly, woman's page editor, were also on the judges' stand.

Dave Fine, manager of the Stanley Theatre, turned over 10 per cent of the house gross last Thursday, May 14, to the New York City Cancer Committee . . . The money was from receipts taken in during the first day's run of "Native Land," which is being reissued in the U.S. by Brandon Films, Inc. . . . Incidentally, "Native Land" is the first American made film exhibited at the Stanley since it switched to Russian pictures in 1941.

George Haag is managing the Alan Theatre, which opened May 15 at New Hyde Park, L. I. The 600-seat Alan is the 37th theatre in the Century Theatres chain . . . The house has neither a balcony nor loge . . . Off the main floor is a Tid-Bit Bar for soft drinks, candy and popcorn. This bar is in a room by itself opening into the outer and inner lobbies . . . A 110-foot sign will replace the old Loew's State sign which came down last week after 25 years service . . . The new sign probably will be in place by the middle of June.

Gertrude Demroff, UA city booker, will marry Edward Elkind June 12 . . . Anne Jones, secretary to Ray Moon, 20th-Fox district manager, was given a surprise birthday party last Wednesday at Louis Bergen's . . . Ray Wylie, UA upstate salesman, lost his aunt last week . . . Howard Lesser of the Callicoon Theatre, Callicoon, N. Y., was a recent visitor at the UA exchange . . . The SOPEG units of the UA, 20th-Fox, MGM and Columbia exchanges will join home office employes at the Palm Gardens May 21 to discuss labor legislation and contract renewals.



MONOGRAM VISITORS—Don DeFore, star of Allied Artists "It Happened on Fifth Avenue," came in from the coast in connection with exploitation on the picture. With Mrs. DeFore he visited the Monogram exchange. Left to right are Morey Goldstein, general sales manager; DeFore and his wife; Nat Furst, exchange manager, and Ed Morey, vice-president and assistant to Steve Broidy, president of both Monogram and Allied Artists.



START VETERANS' TRAINING—The District Theatre Corp., controlling 26 theatres in Maryland, Virginia and the District of Columbia, established a large-scale on-the-job training program for veterans under the GI bill of rights. Shep Allen, general supervisor for District Theatres, is shown, seated, signing the application for the firm's approval as a training establishment. John W. Holland, training facilities officer (right, standing) represented the Veterans administration Washington, D. C., regional office. Joseph F. Albright (left), special assistant to Gen. Omar N. Bradley, administrator of veterans' affairs, also officiated. Veterans under the training program receive, in addition to their training wages from the corporation, a subsistence allowance from VA of up to $90 a month (if married) or $65 a month (if without dependents).

Single Antenna Problem Eliminated Through Use of Intra-Video Device

NEW YORK—The Telicon Intra-Video master antenna television system, which offers a solution to the problem which has been vexing television manufacturers and engineers and realty owners who refuse to permit the erection of single individual aerials on their roofs, will be demonstrated sometime this month, according to Sol Sagall, president of Intra-Video Corp. of America and Telicon Corp. The demonstration of the Intra-Video master antenna system will be arranged in an apartment house under typical reception conditions with outlets in the offices of Intra-Video Corp. on Madison avenue.

The Intra-Video system is based on the invention of Dr. H. E. Kallman who developed it with the engineers of the Telicon Corp. Intra-Video has arranged with leading manufacturers of television receivers to supply them with a variety of models of receivers, all of which will be hooked up to the Intra-Video network and will operate simultaneously from a single antenna.

Paramount Australian Men Hold Conferences in N. Y.

NEW YORK—Stanley H. Craig, Paramount's general manager for New Zealand, and William Hurworth, assistant manager in Sydney, are here for two weeks of conferences with George Weltner, president of Paramount International, and other company officials.

This is the first visit to the U.S. for Craig and Hurworth, who will visit the company's studios in Hollywood en route home.

Don McClure Named Head Of Television Society

NEW YORK—Don McClure, director of television at the N. W. Ayer agency, was elected president of American Television Society, Inc., at the May meeting held at the Advertising club.

Herbert E. Taylor jr., director of station equipment sales for Allen B. DuMont, was elected vice-president. Dian Dincin, affiliated with the pictorial research department of the Louis de Rochemont industrial film organization, was elected secretary. George Shupert, president of ATS in 1945-46 and 1946-47 and with Paramount Pictures since 1940; Charles Alicoate, secretary of Radio Daily; Paul Mowery, national manager of ABC television; Ed Sobol, producer of dramatic shows at NBC; Charles J. Durban, assistant director of advertising and director of television for the U. S. Rubber Co.; Edward Stasheff, program director for television for WNYE, board of education in New York City, and Jack Levine, chairman of the program laboratory of ATS, were elected to the board of directors.

Eldredge Joins Paramount

NEW YORK—E. P. Eldredge jr. has joined the Paramount Int'l Latin American division. He will serve as a trainee for about five months at the home office. Eldredge served in Rio de Janeiro and Cairo and Naples during the war with the American embassy and the war shipping administration.

N. Y. Hearings Slated On Building Code

ALBANY—A series of public hearings on proposed revision of the state's standard building code for places of public amusement will be held in various cities in the state beginning in New York June 6.

Other meetings will be held June 9 in Buffalo, June 10 in Rochester, June 11 in Syracuse and June 12 in Albany.

As a guide to the hearings, the board of standards and appeals of the department of labor has published, "for public critical review," a 43-page book on proposed revision of the code. The proposed changes were recommended by committee, appointed in 1944, whose membership included four men from theatre operating companies and two from the Motion Picture Machine Operators union. These men were Henry Anderson, New York, of Paramount Theatres; Louis Lazar, Gloversville, formerly of the Schine circuit; Harry Moskowitz and Theodore Jung, New York, of the Loew circuit; Richard S. Hayes, Yonkers, of Local 650, MPMO, and the late Glen S. Humphrey, Utica, of Local 327, MPMO.

Big Benefit Show Is Set For N.Y. Infirmary

NEW YORK—An in person show for the benefit of the New York Infirmary Building fund will be held at Madison Square Garden Tuesday, May 20 at 8:15 p. m. The show will be produced and staged by Marvin Schenck, chairman of the entertainment committee.

Among the stars who will appear are: the Andrews Sisters, Lucille Ball, Fred Astaire, Fred and Elaine Barry, Milton Berle, Lucienne Boyer, Carmen Cavallaro, Joseph Cotten, Brian Donlevy, Jessica Dragonette, Tony and Sally De Marco, Duke Ellington and orchestra, Stan Fisher, Helen Hayes, Jennifer Jones, Bert Lahr, Ella Logan, Jackie Miles, Victor Mature, Carmen Miranda, Ethel Merman, Margaret O'Brien, Lew Parker, Jean Parker, Louis Prima and orchestra, Bill Robinson, Jimmy Stewart, the Rockettes, the Roxyettes, Rosario and Antonio, Ed Sullivan, Hazel Scott, Fred Waring and orchestra and Glee Club, Henny Youngman and the production number from George Abbott's play, "Barefoot Boy With Cheek."

Plan Film Scholarships Through UN Facilities

NEW YORK — The United Nations Film Board and member nations are planning to provide 100 scholarships in film techniques for students living in war devastated countries. This was reported by Jean Benoit-Levy, director of the executive office of the board, at its second quarterly meeting.

Benoit-Levy also reported that research work on 14 documentaries has been completed. Plans for these films were announced last year. Actual production will be handled by member nations having the facilities.

'Dear Ruth' for May 29 Marks Two Birthdays

NEW YORK—Paramount will open "Dear Ruth" at the Mayfair Theatre, Asbury Park, May 29.

The opening will mark the 20th anniversary of the Mayfair, a Walter Reade house, and the 50th anniversary of the incorporation of the City of Asbury Park.

Over 400 at RKO's 15th Golf Tourney

NEW YORK—More than 400 RKO men and representatives of other companies attended the 15th annual RKO golf tournament at the Westchester Country club Wednesday where Ned E. Depinet was host.

As always, word went out in advance that the tournament would be held rain or shine. In the morning after a night of rain the outlook could have been brighter, but this failed to halt the enthusiasts. Golf began early and was interrupted for luncheon. The playing was resumed in the afternoon. The festivities wound up with a dinner at which prizes were presented.

Arrangements were in charge of John A. Farmer and R. S. Gavin.

Among those present were: Neil Agnew, Gradwell Sears, Sam Dembow jr., Joseph R. Vogel, W. H. Clark, John Hertz jr., Edward A. Golden, Jack Cohn, J. Henry Walters, Gordon Youngman, Malcolm Kingsberg, A. W. Schwalberg, William J. Heineman, Harry Brandt, Max A. Cohen, Garrett Van Wagner, Robert Mochrie, Gus Eyssell, Ralph Austrian, Gene Tunney, Harry Michalson, Walter Branson, Harry Gittleson, Frank Drumm, Charles Boasberg, Carl Peppercorn, Sid Kramer, M. G. Poller, A. A. Schubart, W. B. Levy, William German, Edward Hyman, Irving Lesser, Maj. L. E. Thompson, Frederick L. Ehrman, Thomas H. Martell, Gordon McFarland, Sam Rinzler, Harry M. Durning, Paul Hollister, Harold Holt.

P. N. Furber, George K. Garvin, Sol E. Schwartz, S. Barret McCormick, Sidney Meyer, Frank L. McNamee, Robert Hawkinson, Ned Clarke, Harry Rosenquest, George Howard, Rutgers Neilson, O. C. Johnston, Charles Levy, Jack Goldstein, Ted Schlanger, Charles McDonald, Fred Schwartz, Jack Shea, M. A. Silver, John Turner, William White, Max E. Yellen, John Murphy, John J. Payette, I. Rappaport, John Benas, Clayton E. Bond, George Crouch, Harry Feinstein, Len S. Gruenberg, Nat Fellman, Phil Hodes, Sam Rosen, Sam Goodman, E. C. Grainger, I. J. Hoffman, Lou Golding, Harry Katz, Frederic Ullman jr., Walton Ament, Harry Kalmine, A. J. Kearney, Dan Treister, Lou Kaufman, Harry Mandel, Frank Marshal, Jules Girden, John Cassidy, Herb Copeland, Harry Kaplowitz, Charles Bryan, Jay Bonafield, Nick Tronolone, Max Fellerman, Peter Gage, William Gehring, Jack Level, Harry Gold, E. T. Gomersall, Frank Hirst.

Richard Huber, Rube Jackter, I. J. Jutkovitz, Ben Kalmenson, Walter Derham, William Zimmerman, William Kupper, Jules Lapidus, David Levy, Fred Meyers, E. K. "Ted" O'Shea, Joseph Walsh, Gene Milford, Newman Fuchs, Walter Reade, Walter Reade jr., Arthur Sachson, Abe Schneider, A. W. Smith, Louis Weinberg, Allen Wolf, Barney Pitkin, Ben Abner, Norman Ayers, Arthur Willi, Edward Aaron, David Mack, Jack Bellman, Jack Bloom, Wilbur England, Vincent Borrelli, Jack Bowen, James Herries, Jack Byrne, Ralph Clark, Nat Cohen, Abe Dickstein, Harold Dunn, Clarence Eiseman, Jack Ellis, Don Prince, Joe Felder, Nat Furst, Seymour Florin, Max Gillis, Morey Goldstein, Milton Maier.

Roy Haines, Clarence Hill, Moe Kerman, Bert Kulick, Tom Kennedy, James M. Jerauld, Sam Lefkowitz, Lloyd Lind, E. A. McAvoy, Ray Moon, Norman Moray, Ed Morey, Jacques Chabrier, William Murphy, Hugh Owen, Ralph Pielow, William McShea, Henry Randel, Moe Sanders, Jack Schlaifer, Edward Schnitzer, Sol Trauner, Jack Wrege, Edward L. Walton, Irving Wormser, Seymour Schussel, Robert Sherman, Bernard Kranze, Dave Bines, Jack Davies, John Dugan, Harry Kalchiem, Nat Kalchiem, Miles Inoal's, Leonard Romm, Sol Shapiro, Charles Yates, Harry Romm, Willard Alexander, Harry Blair, Tom Ketering, M. Kornbluth, M. Goldstein, Fred Waters, Alexander E. Reoch, Mort Singer, G. C. DeCosterd.

'Dishonored Lady' Holds Dav-and-Date Openings

NEW YORK—"Dishonored Lady," the Hunt Stromberg production for United Artists release, opened at the Oriental Theatre, Chicago, May 15, day-and-date with openings over the Loew's circuit in Nashville, Cleveland, Syracuse, Louisville, Pittsburgh, Reading, Harrisburg and Baltimore.

Simultaneous openings will be held May 22 in Providence, Akron, Toledo, Kansas City, Richmond, Indianapolis, Dayton, Memphis and Norfolk.

All-Negro Film to Open

NEW YORK—"Boy, What a Girl!" Herald Pictures' first all-Negro feature, will open May 21 at the reconverted Club Baron, 132nd street and Lenox avenue, which will be known as Cinema Cafe.

British Films Given Big Outdoor Space



For the first time in the history of film advertising in the mid-Manhattan area British pictures are getting practically as much outdoor advertising space as American product. J. Arthur Rank's arrival may have had something to do with this.

James Mason in "Odd Man Out" has space in three conspicuous spots—a double display nine stories high on two sides of the Mayfair Theatre Bldg., a painter board nearly a city block long atop the Bond Bldg., and a painted wall at 44th street and Avenue of the Americas.

"Great Expectations," next attraction at the Music Hall, was given a stretch of board more than 150 feet long at 49th street and Broadway, and a wall at 52nd street and Avenue of the Americas.

Frederick Polangin Gets Enterprise Job in N. Y.

NEW YORK—Frederick N. Polangin has been appointed eastern publicity director for the Enterprise studios, according to Robert S. Taplinger, vice-president in charge of advertising and publicity.

During the past year Polangin has handled Enterprise publicity in Washington, where he operated his own publicity firm. He was formerly publicity director of the U.S. department of commerce, under the late Harry L. Hopkins; on the staff of the motion picture division of the Office of War Information in Hollywood, and served in the U.S. navy motion picture division as a commissioned officer.

Polangin will make his headquarters at the Enterprise offices at 1560 Broadway.

Special Enterprise publicity in New York will be continued to be handled by Friedberg and Katz.

Weinberger Lectures Class

NEW YORK—Arthur Weinberger, office manager at the Warner exchange, delivered a lecture on film distribution to members of the New York university motion picture class on Wednesday (May 14). The class met at the exchange.

'Henry V' Chalks Up Record U.S. Gross

NEW YORK—Operating under a "five-year plan" for showings in the United States, "Henry V" celebrated its first anniversary in April with a $2,750,000 gross and over $1,100,000 net profit, according to Gradwell L. Sears, vice-president in charge of distribution for United Artists. This figure was reached with only 16 Technicolor prints available here.

Harold Auten, J. Arthur Rank representative, and Paul N. Lazarus jr., United Artists advertising and publicity director, are now planning a more widespread distribution of "Henry V" with a large number of additional prints. By June 1, United Artists will have played off 173 engagements, of which 52 will have been Canadian showings. This summer, "Henry V" will be shown at mountain and resort towns in the east and school and college showings also will continue with repeat engagements also scheduled.

Auten will continue to handle the bookings and charting of playdates with Lazarus jr. Howard E. Kohn II has been named by UA to handle advertising and publicity on the "Henry V" operations and the staff of advance agent representatives in the U.S. has been increased to 23 men.



MID-ATLANTIC STAFF MEETS—The Warner sales staff in the mid-Atlantic territory met in Philadelphia, May 12, 13, to discuss the 1947 sales drive. Norman Ayers, seated, division head, conducted the sessions. Standing, left to right, are W. G. Mansell, Philadelphia branch head; W. W. Brumberg, drive captain; Fred Beiersdorf, Washington branch head, and Robert Smeltzer, district manager.

ALBANY

PRC-Eagle-Lion now employs two salesmen in the Albany district, Gordon Bugie and Elmer Sichel. Bugie joined the local staff a month ago after covering the Toledo territory from the Cincinnati exchange. He previously worked for Film Classics. Sichel checked in from New York after service as booker for Century Theatres. He also was a booker here for 20th-Fox and for the Schine circuit in Gloversville. Elmer began with 20th-Fox as a youngster in New York City.

Mrs. LaRose Fisher, an MGM employe for several years, is now on the office staff of PRC . . . Hellman's Paramount here is reported to have cleaned up with a midnight spook show. Kirma, mind reader, was an added attraction . . . Johnny Petuccio, treasurer of Fabian's Grand, has been hospitalized. He first entered Memorial hospital and later was taken to Albany hospital for an operation by Dr. Eldridge Campbell.

Pauline Iveson, on the switchboard at the Fabian division office in Albany, recently celebrated her tenth anniversary with the circuit. She is chief operator . . . Nat Lapkin, chief of realty operations for Fabian Theatres in New York, recently was passing out cigars for the usual reason.

Bert Lawler, manager of Fabian's Community Theatre in Catskill, was the first manager in the circiut to complete his Greek War Relief campaign. This involved raising money to adopt an orphan for a year.

"The Voice of the Turtle," the stage hit, played to big business in its recent three-day engagement at the Erie Theatre in Schenectady, according to Manager Phil Rapp. The Erie, a Fabian house, divides its time between pictures and road shows. Rapp also manages the State, which is connected with the Erie by an arcade.

The Ballet Russe de Monte Carlo attracted capacity business to Proctor's Theatre in Schenectady, according to City Manager Guy Graves of the Fabian organization. The local Smith College Alumnae Ass'n sponsored the performance. The Smith groups are live wires in concert and picture tieups, theatremen in this area have found. The Smith unit in Albany gave Alex Sunshine Nyary, exploiteer for "Henry V," valuable assistance during the film's recent five-day engagement at the Colonial Theatre here. They received a cut on the tickets sold, the money going to a Smith college fund being raised throughout the country.

"The Best Years of Our Lives" was previewed in the 20th-Fox projection rooms, with executives of the Warner and Fabian chains among those in attendance . . . Evening previews for RKO employes are now being held in the 20th-Fox screening room.

Pressure of duties forced Charles A. Smakwitz, assistant zone manager for Warners and 1946 chief barker of the Variety Club, to cancel plans for attending the national convention of the Variety clubs in Los Angeles . . . Irene Smith, secretary to Smakwitz, received condolences on the death of her mother in Troy . . . Arthur Newman, Republic manager, is chairman of arrangements for the annual Variety Club golf tournament to be held in June. This is always a big affair.

1ST CLASS DISTRIBUTION FOR THE ENTIRE SOUTH — thru

(JOHN) JENKINS & (O. K.) BOURGEOIS

ASTOR PICTURES COMPANY

HARWOOD & JACKSON STS., DALLAS 1, TEX.

PHILADELPHIA

The town presented a Hollywood atmosphere when Don DeFore, a rising young man in the film firmament, was here for personal appearances at the opening of "It Happened on Fifth Avenue" and Xavier Cugat, who is heading for a career as a screen comedian, brought his rumba band into Frankie Palumbo's Click. Cugat will fly back to the coast as soon as his present engagement ends to start work on his new picture. "It's the first time I find out if I'm an actor," he told us. "My name will not be Cugat." Cugat says folks like the rumba, but he thinks he would have a heart attack if he danced it the way most Americans do. "The proper way is 'subdued,'" he quipped. "A girl likes to show herself off, and if she has a nice—uh—dress, she can display it to advantage with the rumba."

Gag of the week: Dick Mayers, Goldman publicity man, presented portly Ed Rosenbaum, Universal-International exploiteer, with a two-wheel scooter so that Ed can cover the simultaneous openings of "The Egg and I" at both the Karlton and the Golden . . . "The Yearling" has been secured for the Karlton, and should open there about May 21. "Egg" will continue on at the Goldman until "High Barbaree" comes along to replace it.

This world of progress: Among the equipment for the new drive-in on the Lincoln highway will be bottle warmers. For mothers bringing their infants along to the show.

Allied Theatre Owners of Eastern Pennsylvania, Inc., held another in their series of membership meetings at the Broadwood last week. Discussed were the film situation and the legislative situation as regards taxes, at the moment prominent in the minds of all film men. Representatives of some 97 theatres attended, with Sidney Samuelson acting as chairman. Another meeting is due later in the month.

Meyer Adelman, New Jersey Messenger Service, made stop press headlines last week when he became a grandfather twice in three days. First his daughter gave birth to a girl then his son became the papa of a boy. Adelman just about burst with pride. At last check-up, mothers, fathers, babies, and grandpa were doing fine.

Opening of the new Warner exchange has eased the Vine street situation somewhat. After a lot of plain and fancy moving, Universal-International has taken over Warners' old quarters, and Columbia is moving into the old U-I setup.

Ev Callow, Warner publicity man, is on the board of directors of the Better Philadelphia Exhibition. It's for the purpose of making the town a better place to live in and to do business in. Now if he would only tell us where he will put the film colony . . . Locals B100, F7 and B7, including office manager Mildred Goodman, are safely enshrined in their new quarters, third floor rear of 1225 Vine St. . . . Mike Felt, Felt Theatres, had another birthday last week while brother Cecil Felt and his wife celebrated their second anniversary.

Rita Hankin is the new telephone operator at Monogram . . . Stanley Kositsky was named city salesman for Columbia last week . . . Sam Diamond, 20th Century-Fox sales manager, resigned to accept a similar post with PRC. Salesmen and bookers of the 20th-Fox exchange tendered him a farewell dinner at the Latin Casino. The Family club also gave him a party in the office.

"Voice of Theatre Speakers"
JOE HORNSTEIN *has them!*

WASHINGTON

Louis Bernheimer, head of the Bernheimer chain of theatres, was honored at a surprise luncheon given him by his friends and associates last week at the Mayflower hotel. Those who extended greetings in behalf of his friends were Ben Lust, Frank Storty, Jesse Sherwood and Mary Agnes Sweeney. In behalf of his employes, greetings were extended by Charles Errico, Academy Theatre; Edward Pinkham, Jesse Theatre; Richard Yerak, Newton Theatre; James Cook, Stanton Theatre; John Hamilton, Sylvan Theatre; Stanley Barlup, Vernon Theatre, Del Ray, Va., and Harry March, Village Theatre. Bernheimer was presented with a hand painted portrait of himself.

Variety Club news: Plans are being made by the Variety Club for a farewell party to John Allen and a "welcome back" party for Rudolph Berger in June . . . Sam Galanty and John Payette are co-chairmen heading the committee in charge of arrangements of the stag party honoring Ed Fontaine which will be held in the Variety clubrooms on May 26 . . . Variety Club open house was held on Saturday night, May 17.

"Duel in the Sun" was trade shown at the Apex Theatre on Wednesday night . . . Phylis Ross, daughter of E. MacDonald (Virginia censor board) is now living in Washington . . . Dennis Cohalan, assistant to District Manager C. E. Peppiatt, 20th-Fox, is visiting the local exchange to get acquainted . . . Emily Watts will replace Charles Mendelson as cashier at 20th-Fox when Mendelson leaves next week to sell for Screen Guild.

Charles Schlaifer, director of publicity, advertising, exploitation and radio for 20th Century-Fox, spent the weekend in Washington conferring with Bill Michalson, Washington exploiteer, and Mike Weiss, Philadelphia exploitation head. Sid Blumenstock and Eddie Solomon accompanied Schlaifer on the trip. Purpose of the visit was to discuss plans for publicizing and exploiting "The Miracle on 34th Street" and "The Ghost and Mrs. Muir." While Schlaifer was in town he attended the Gridiron dinner with Anthony Muto. Schlaifer left for the west coast, accompanied by Morris Kinzler and is expected to be back at his desk next Monday.

Ross Wheeler went to Los Angeles to attend the Screen Guild Productions convention . . . Mr. and Mrs. Ben Lust and Mr. and Mrs. Frank Storty send cards from Los Angeles and vow they are having a wonderful time . . . Bobby, son of RKO Booker Jesse Smith, has returned home from the hospital where he was taken after suffering injuries incurred in a bicycle accident . . . Twentieth-Fox Auditor Lou Lichtenstein is in town making a routine audit . . . Anne Griffin is entertaining her nephew, Ralph Flatley, who has two weeks' leave from the army.

Metro Items: Hazel McCarthy of the booking department attended the Pimlico races last Saturday and picked the Preakness winner . . . Sympathy is extended to Inspector Alice Clark, whose father died last week . . . The office was saddened by the death of Ernest Marlow, former porter . . . Marilyn Knoll, secretary to the district manager, is studying ballet . . . James Hollomon jr. is training to be an auditor in the international department.

Bob Tignor, navy booker, was married two weeks ago to Elizabeth Huffman . . . Metro Manager Jerry Adams was called to New York due to the illness of his father . . . At RKO Shirley Mink was married recently to Frank Johnson who is in the regular army and stationed at Camp Springs . . . The RKO office is proud of its new furniture and typewriters.

John O'Leary, 20th-Fox office manager, has a new Oldsmobile . . . Warners office manager, Eddie Phillips, made two trips to Philadelphia recently . . . Herbert Young, manager of the new Malvern Theatre, Malvern, L. I., came in with wife Selma to visit his mother, Sara Young, on Mother's day . . . Biller Josphine Deavers has returned to her desk after several weeks' illness.

MEMO

MR. LIVEWIRE EXHIBITOR, THIS IS IT!

The COSMETICS of the STARS

NOW AVAILABLE FOR THEATRE DISTRIBUTION



THIS PREMIUM GIVEAWAY WILL PACK YOUR HOUSE

A PROVEN BOXOFFICE BUILDER

NATIONAL DISTRIBUTORS

WILTON DISTRIBUTING CORP.

1342 SO. LABREA AVE. WY. 2179 LOS ANGELES 36, CALIF.

LIMITED TERRITORIES NOW AVAILABLE

Hable Receives Permit For Winchester House

WINCHESTER, VA.—Hable Theatres, Inc., has received a permit to build a 1,400-seat theatre here, according to Herman Hable, president. He said he expects to begin construction work next month.

Cost of the theatre, which will cover a 185-ft.x60-ft. site on South Loudoun St., is estimated at $100,000. It will be a two-story structure of brick and steel, and will include television facilities.

Hable now operates the 738-seat Palace Theatre here and Warners has the 1,000-seat Capitol, the only other theatre in Winchester.

NEW MIRROPHONIC SOUND

JOE HORNSTEIN, Inc.

630 Ninth Ave., New York City

THE IDEAL THEATRE CHAIRS
JOE HORNSTEIN *has them!*

Rank Films Plugged In Special U-I Ad

NEW YORK — Universal - International played up ten J. Arthur Rank productions in a special ad placed with the New York dailies Monday, May 12.

As it ran in the New York Times, the ad was four columns wide by 14 and a fraction inches deep.

The following films were mentioned: "Great Expectations," "Odd Man Out," "Stairway to Heaven," "Brief Encounter," "Notorious Gentleman," "The Years Between," "This Happy Breed," "The Captive Heart," "The Wicked Lady" and "The Seventh Veil," all U-I releases.

The ad was in the name of the motion picture theatres of New York, J. Arthur Rank and U-I. The names of the theatres now showing the films, or soon to show the films, were mentioned.

Many Film Leaders Attend Rites for R. A. Rowland

NEW YORK—Industry leaders who attended funeral services of Richard A. Rowland, veteran film producer, at the Frank Campbell Funeral Church, 81st street and Madison avenue, included Nicholas M. Schenck, Ned E. Depinet, J. Robert Rubin, George Skouras, Mrs. Spyros Skouras, Si Fabian, E. J. Warner, Frederick Ullman jr., E. M. Saunders, Joseph Pincus, Joseph Moskowitz, Tom Terris, Earl Wingart, Sam Dembow jr., Richard Barthelmess, Bert Lytell, Edward F. Churchill, Robert W. Perkins, Paul C. Mooney sr., Jules Levey, Walter Moore, Harvey Day, Peter Levathes, Irving Lesser and George Generalis.

The Rev. David Pyle of St. Thomas church officiated and burial was in the family plot in Homewood cemetery, Pittsburgh.

Ampa Will Honor Neilson At Closed Meet in N.Y.

NEW YORK—The last meeting of the Associated Motion Picture Advertisers for the 1946-47 season on May 20 will be a closed session at the Town Hall club to pay tribute to Rutgers Neilson, retiring president, for his work during the past year.

Souvenir journals will be given to all members who were unable to attend the recent 30th anniversary "salute to the presidents of our industry" dinner-dance.

Roberts Leaves Columbia As Mexican Supervisor

NEW YORK—Charles E. Roberts has resigned as head of operations in Mexico for Columbia. He plans to enter distribution and production there. Roberts joined Columbia 17 years ago as assistant foreign manager. No successor has been named as yet.

Before joining Columbia Roberts was with RKO Pathe as manager of foreign publicity and later central European representative.

Phil Reisman Promotes Two in Latin America

NEW YORK—Erich Steinberg, formerly RKO sales manager in Brazil, has been promoted to manager in Panama by Phil Reisman, vice-president in charge of foreign distribution.

Reisman has also named Joseph Rosenfeld, chief accountant for RKO in Chile, traveling auditor for Latin America.



PARTY FOR AUTRY—Gene Autry was the guest of honor at a cocktail party in New York celebrating his joining Columbia Pictures as a producer-star. In the picture the cowboy star is flanked by Mitchell Hamilburg (left), vice-president of Gene Autry Productions, and David Whalen of the same company.

Name Harold L. Smith To MPEA Berlin Post

NEW YORK—Harold L. Smith, former MPEA representative in Paris, has been named home office representative for MPEA in Berlin where he will deal with the American military government in connection with the demilitarization of American film distribution there, according to Irving Maas, vice-president and general manager. Smith, who has gone to Berlin instead of returning here as he originally planned, succeeds Robert Vining, who was civilian adviser to AMG on the MPEA payroll.

The tentative date under which MPEA would operate as a private enterprise for the distribution of American films in Germany is July 1, according to Maas, who was not certain, as of May 12, whether the details of the transfer could be effected by that date. After MPEA receives OMGUS, or license from the Office of Military Government of U.S., to set up private distribution, the association must be assured that AMG will be "willing or in a position to make the necessary facilities available to MPEA," Maas said. Facilities for personnel, branch office quarters, vaults, typewriters, adding machines and, most important to employes, one good meal a day, are all lacking at present. Even when branch offices are opened in Berlin, Frankfort, Munich, Stuttgart and Berlin, it may take 11 months before picures are titled, delays in shipping are overcome, etc., Maas said.

Adams Named N. Y. Head Of J. Walter Thompson

NEW YORK—Al Adams, recently with Warner Bros. and RKO, has been named head of the eastern motion picture advertising unit of the J. Walter Thompson Co. He starts his new duties June 2.

W. C. Lewellen, head of the company's west coast advertising unit with headquarters in Los Angeles, has been here for the last six weeks working with eastern executives coordinating the work of both units.

Hosford Resigns Post As Director of WE

NEW YORK—William F. Hosford has resigned as director and vice-president in charge of operations for the Western Electric Co., effective May 31. Stanley Bracken, vice-president in charge of manufacture, has been elected to the post of executive vice-president and H. C. Beal, engineer of manufacture, has been elected director and vice-president to succeed Bracken. F. J. Feely, who continues as manager of Western Electric's Buffalo shops, will also become engineer of manufacture.

Hosford, who retires after nearly 47 years with the company, rose through the ranks to become superintendent of development at the Hawthorne Works in Chicago in 1922. In 1926 he was made engineer of manufacture with headquarters in New York and, in 1928, he was elected a director and vice-president to head Western Electric's manufacturing and engineering operations.

Bracken, who joined Western Electric immediately after his graduation in 1912, was assigned to development engineering until 1922 when he represented the company abroad for three years. When Western Electric purchased the Teletype Corp. in 1930, Bracken was named executive vice-president and director of that company and later was made president. In 1941, Bracken resigned as president of Teletype to become a director of Western Electric and general manager of manufacture.

Beal, who joined the Western Electric Co. in 1914, has been engineer of manufacture since 1942. Frank J. Feely joined the Hawthorne Works as an engineer in 1921 and was named manager of the electronics shops in 1942.

RKO Theatres Associates Hold Jay Golden Fete

NEW YORK—Jay Golden, newly promoted RKO Theatres west coast division manager, was guest of honor at a farewell luncheon at the Hotel Warwick given by his associates during the week.

Among those who attended were Malcolm Kingsberg, Sol A. Schwartz, A. W. Dawson, William W. Howard, Harry Mandel, W. B. England, Major L. E. Thompson, O. R. McMahon, Thomas O'Connor, David Canavan, John Redmond, E. H. Groth, Robert Sherman, Matthew Polon, Joseph Becker, James Roth, Dan Friendly, Sigurd Wexo, C. B. McDonald, H. D. Emde, Michael Edelstein, John Hearns, Edward Sniderman, Joseph DiLorenzo, Charles Oelrich and Harry Weiss.

RKO Sets 12th Boat Ride For Its 2,000 Employes

NEW YORK—RKO will hold its 12th annual boat ride in two groups May 19 and 26. Invitations have been extended to 2,000 employes of RKO Radio Pictures, RKO Theatres, RKO Pathe and the RKO film exchange.

The destination will be Bear Mountain. Activities will be topped off with dinner at the Bear Mountain inn.

The first group will leave on the Robert Fulton May 19. The second group will travel on the Peter Stuyvesant the following week.

UN Will Make India Films

NEW YORK—The United Nations Organization has set up a United Nations Information Center in New Delhi, for the production and distribution in India of a series of training films on social welfare. Marion Dix, chief of the film section of the UN division of films and visual information, will be in charge of India film setup.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(*Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager*)

SAG Talks Dragging; Old Pact Extended

HOLLYWOOD—The Screen Actors Guild and most of the producers agreed late this week to extend for 30 days the actors' contract which expired Thursday.

Negotiations for a new contract have been progressing behind closed doors and reported to be going along peacefully and cooperatively. It was hoped to conclude the negotiations by mid-May, but when the meetings dragged out the 30-day extension to midnight June 14 was worked out. New contract provisions will be retroactive.

The extension applies only to the members of the Ass'n of Motion Picture Producers and the Society of Independent Motion Picture Producers. Efforts to work out an agreement for extension of the pact with the Independent Motion Picture Producers Ass'n are being held with I. E. Chadwick.

In order to complete the negotiations for a new contract as quickly as possible, committees have begun working through smaller subcommittees which discuss in detail certain sections of the Guild's contract proposals and report back to the full committee.

Meanwhile, Actor Edward Arnold and Pat Somerset, assistant executive secretary of SAG, went to Washington to represent the guild at a special meeting of top AFL union leaders, which will seek to establish permanent arbitration machinery for peaceful settlement of jurisdictional quarrels in the motion picture industry. It was expected that as a result of that meeting will come an end of the dragging studio strike.

Cinecolor Sales for 1947 May Reach $2,700,000

HOLLYWOOD—A quarterly statement to Cinecolor stockholders reveals that the company's sales for the fiscal year ending Sept. 30, 1947, should reach $2,700,000. Karl Herzog, treasurer, compared this estimated increase against the $250,000 sales figure for 1945 and $850,000 figure for 1946. The 1947 sales will be an increase of approximately 318 per cent over 1946 sales and 1,080 per cent over 1945 sales.

The letter to stockholders also stated that sales for the 28-week period ending April 12, 1947, were $983,000.

Herzog expects Cinecolor sales to reach $6,000,000 a year when all machinery and equipment now on order is installed and raw stock becomes available to utilize the present capacity of the plant.

Lou Smith to Columbia

HOLLYWOOD—Lou Smith, who recently resigned as publicity and advertising director for Liberty Films, RKO sharecropper, has been named publicity director for Columbia studios to succeed Frank P. Rosenberg, who resigned. Rosenberg has held the job since January 1946.

Hersholt Urges Academy To Deglamorize Awards

HOLLYWOOD—Oscar, the film capital's most coveted male, henceforth will be bestowed with less glamor and less public participation if Jean Hersholt has his way. Just elected to another term as president of the Academy of Motion Picture Arts and Sciences, Hersholt, in a report to the Academy, strongly recommended that the annual awards event be staged with less pretentiousness than in former years.

Final decision of the location and aura of the 20th annual awards presentation will be determined by the representatives of each of the 11 branches of the Academy.

Hersholt held that the awards had departed considerably from the original intent which was to honor equally the contributions of all of the crafts represented. He stressed the fact that his recommendation was a purely personal one and that he had not consulted any member of the previous board or the newly elected governors.

PROFIT TO INDUSTRY GREAT

"In the past the awards have been presented in turn at a banquet, in a theatre, and in a large auditorium, resulting in an increased amount of publicity for Hollywood and the industry and in a decreasing measure for the true purpose for which the awards were inaugurated," Hersholt said. "Profit to the industry has been enormous, but the Academy has not profited financially from the presentations. This fact, coupled with the minimizing of the achievements of our less publicized branches prompted the suggestion made in my report.

"Because of the worldwide interest which has grown up around the awards and because of the tremendous enthusiasm built up by the industry in the actors and actresses, the acting branch has commanded the spotlight while the important achievements of the other branches of the Academy have not been received with the same interest on the part of the public, a situation which the Academy decries.

SEEKS EQUAL SHARE FOR ALL

"It is my hope that we can find some format for handling the awards which will permit all branches of the Academy to share equally in the public eye and offer better accommodations for the press to which we are indebted no end.

"The recommendation for holding the ceremonies in our own theatre before an audience of 1,000 is purely my own idea. It was advanced without consulting either members of the outgoing board of governors or the newly elected governors to whom the recommendation was made. As a matter of fact, I know that may people closely associated with me in the work of the Academy feel that if any change is made, it should be made with a view to presenting the awards on a larger scale than before. My recommendation was made in the hope that a less pretentious affair would afford the Academy a better opportunity to focus public attention on all achievements without emphasizing one above another."



MORE THAN AVERAGE!—Executive Producer Sid Rogell (right) presents a scroll to Edgar Kennedy at a party staged to celebrate Kennedy's 15th year as the star of RKO Radio's Average Man two-reel comedies. The scroll was signed by all 40 of the guests.

James Normanly, 53, Dies; Was Universal Executive

HOLLYWOOD—Following several years of ill health, James P. Normanly, 53, retired banker and former vice-president and general manager of Universal, died of a heart attack at his home here. Requiem mass was sung at the Cathedral chapel with interment in Cavalry cemetery. He is survived by his wife and a son. Normanly, who was born in New York, began his banking career with the old New York Commercial Trust. The Giannini interests brought him to Los Angeles with Bank of America in 1932 and made him executive vice-president in charge of all branches. He joined Universal in 1936, continuing with the company until 1941.

Mrs. Golda Woolman Builds

DRAIN, ORE.—A quonset-type theatre is being built here by Mrs. Golda Woolman.

Executive Travelers

HERE to confer with 20th-Fox studio heads Joseph M. Schenck and Darryl F. Zanuck were President Spyros Skouras and other officials of 20th-Fox's eastern office. Skouras planed in with the following executives: Tom Connors, vice-president in charge of sales; Murray Silverstone, president, 20th-Fox International Corp.; Charles Schlaifer, eastern director of advertising and publicity; William C. Gehring, central division sales manager; Andy Smith jr., eastern division sales manager; Sam Shain, director of trade relations; Christy Wilbert, advertising manager; Louis Shanfield, art director; William J. Kupper, managing director of 20th-Fox, Ltd., of Great Britain; Harry Ballance, southern division sales manager, Atlanta, Ga.; and Herman Wobber, western division sales manager, San Francisco. They planned to confer here for four days before returning to the home office.

Producer Sol Siegel and Writer Milton Krims trained out for Ottawa, Canada, and then Washington, D. C., to gather material for Darryl Zanuck's personally supervised picture, "The Iron Curtain."

* * *

Charles M. Reagan, Paramount vice-president in charge of distribution, and Claude Lee, director of public relations, arrived from their home office for business huddles.

Joseph H. Hazen, president of Hal Wallis Productions, sharecropping outfit at Paramount now making a picture in England, returned to New York from Britain and plans to arrive here soon.

Stanley Shuford, Paramount advertising manager in the Manhattan office, and members of his staff were at the studio to map campaigns on three forthcoming releases.

* * *

In town to attend the Variety convention and to participate in production conferences at the studio was James R. Grainger, Republic's distribution head.

* * *

RKO biggies returned to the studio after conferences in New York include N. Peter Rathvon, president; Dore Schary, vice-president in charge of production, and Perry Lieber, studio publicity director.

* * *

After four weeks in New York during which time she conferred with her United Artists partner, Charles Chaplin, who preceded her back to the coast by one day, Mary Pickford returned here.

* * *

Jules Seltzer, publicity-advertising director for Producer Hal Roach, who has just signed a UA releasing deal, left for Gotham for huddles with UA executives on publicity-advertising-exploitation campaigns to launch the producer's product.

Another UA producer, Seymour Nebenzal, flew to Manhattan to confer with Budd Rogers, his sales representative, and UA executives on sales plans for his production "Heaven Only Knows."

* * *

Independent Producer Mark Hellinger, who makes pictures for U-I release, planed in from New York where he completed arrangements with that city's police department to cooperate in the lensing of his feature, "Homicide."

* * *

William Z. Porter, contract manager at Monogram, returned from Chicago where he made a check on the company's 16mm situation in the middle west.

* * *

Ben Kalmenson, Warner Bros. general sales manager, and Harry M. Kalmine, head of the company's theatre department, arrived at the studio for conferences.

I. P. Lazar to Produce

HOLLYWOOD—Irving P. Lazar, who has been executive assistant to Bryan Foy since Eagle-Lion was established a year ago, has resigned from the organization to become an independent producer. He will make his pictures on the E-L lot and for their release.



FILIPINOS FETED—Elpidio Quirino, vice-president and secretary of foreign affairs of the Philippine republic, was guest of the Hollywood motion picture industry during a one-day stopover en route from Manila to Washington. He and his party of 13 government leaders were entertained at a luncheon given by the Ass'n of Motion Picture Producers in the Paramount commissary. Left to right: Mayor Fletcher Bowron of Los Angeles; Vice-President Quirino; Henry Ginsberg, vice-president and general manager of Paramount studios.

More than a score of stars joined studio executives and industry leaders in acting as hosts to the visitors. Among the stars present were Alan Ladd, Sue Carol, William Demarest, Dan Duryea, Myrna Dell, Janis Carter, John Lund, Olga San Juan, Vera-Ellen, Lina Romay, Edmund O'Brien, Agnes Moorehead, Corinne Calvet and Macdonald Carey.

Off-Campus Activities For Film Prominents

HOLLYWOOD—Disabled veterans and a number of other meritorious causes demanded much off-campus attention of film capital prominents.

A dozen Hollywood stars and performers trained north to entertain patients at the Oakland and Livermore Veterans hospital. The Hollywood Coordinating committee arranged the trek. Those putting on the shows included Van Johnson, Jeanette MacDonald, Gene Raymond, Virginia O'Brien, Reginald Gardiner, Lina Romay, Donald O'Connor, Monty Hale, Dee Turnella, Kay Thompson and the Williams Bros.

Republic's Dale Evans planed to Chicago to appear on that city's I Am an American day program.

Edward Arnold planned to remain in Washington after attending the AFL union leaders meetings, to participate in the I Am an American celebration at Monument park.

Bob Hope trekked to Salt Lake City to headline two cancer drive benefit performances.

Warner star Eleanor Parker took off as the first representative of an American motion picture studio to leave for the world film festival to be held in Brussels in June.

Franz Waxman, conductor-composer, directed the orchestra at the Beverly Hills music festival. The series of three concerts was dedicated to broadening the cultural life and musical activities of the community.

Rickenbacker Appearing In New Aviation Film

HOLLYWOOD—Capt. Eddie Rickenbacker, hero of two world wars, flew to Hollywood to appear in a special motion picture filmed by Jerry Fairbanks productions. The subject was made for Eastern Airlines, of which Rickenbacker is president. Shot in color, the film depicts the history and over-all importance of aviation. Rickenbacker played himself in scenes which show his 94th "Hat-in-the-Ring" squadron Spad, the same type of ship he flew while shooting down 26 enemy planes during World War I.

Fairbanks revealed plans also to film a picturization of the pineapple in a series of commercial pictures for the Hawaiian Pineapple Co. Necessitating the largest location trip ever made for commercial film, Fairbanks will utilize the expedition to shoot material for his Unusual Occupations and Speaking of Animals series which are released by Paramount.

Paramount Studio Club Revives Outing June 29

HOLLYWOOD—Postwar resumption of the Paramount Studio club's annual outing is planned for Sunday, June 29, when 2,100 employes and their families will sail to Catalina Island. A full day's activities are scheduled with a baseball game in the morning and other events at the ball park in the afternoon. Prizes will be awarded in adults' and children's events, with a grand prize.

Charles Boyer in Topline Of Aldous Huxley Story

HOLLYWOOD—Charles Boyer has been inked for the starring role in U-I's "The Mortal Coil." Story, by Aldous Huxley, was formerly titled "The Giaconda Smile" and is the first of Huxley's own stories to be filmed, although he has written a number of screen plays. Zoltan Korda is set to direct from a script which he and Huxley wrote.

PCC Working on Plan For Rejected Funds

HOLLYWOOD—The Permanent Charities committee will continue to hold the $278,467 of its allocations refused by the American Red Cross and National Foundation for Infantile Paralysis until the film industry and the committee have worked out a plan for their disposition prior to start of the 1948 campaign next fall.

Such decision was revealed by M. C. Levee, newly elected committee president, following unanimous action at the annual meeting of the group. Levee, veteran artists manager who headed the 1947 charity campaign in the industry, was elected president to succeed actress Joan Crawford.

AN ALLOCATION IMPOSSIBLE

"We have scrutinized carefully the more than 150 requests for this money which we have received from throughout the country as well as from any local charities, and we feel that it will be impossible to make allocations which will be satisfactory and fair to both the agencies which have requested allocations and to our more than 20,000 donors."

Edward Arnold was re-elected Permanent Charities executive vice-president and treasurer and Regis Toomey was re-elected secretary.

The following directors were seated for the ensuing year: Levee, Artists Managers Guild; Marvin Ezzell, Ass'n of Motion Picture Producers; Carl Cooper, labor's executive committee; George Stevens, Screen Directors Guild; Cecil Bardwell, allied industries; Ray Young, Independent Motion Picture Producers Ass'n; Regis Toomey, Screen Actors Guild; Sheridan Gibney, Screen Writers Guild, and George Bagnall, Society of Independent Motion Picture Producers.

TO BROADEN NEXT CAMPAIGN

The committee also authorized Levee to appoint a special group to consider the question of broadening next season's campaign to include solicitation for other worthy national and local charities and to submit recommendations to be reviewed by the board of directors and passed on to the committee's component union, guild and industry groups for approval.

Levee appointed Bardwell chairman of the special committee, with Ezzell, Gibney, Cooper and Toomey as members.

Approximately 150 donors who designated portions of their contributions for the Red Cross and National Foundation will be asked to release these designations because of the refusal of the two organizations to accept Permanent Charities allocations.

Enterprise Adds Musical To Its Production Slate

HOLLYWOOD—Enterprise, which releases through United Artists, has added another newie to its future production slate. To be filmed in Technicolor, the picture will be based on "Tales of Hoffman," a classic operetta by Offenbach. With the screenplay and treatment assigned to Ladislas Fodor, the studio is considering possibility of modernizing period and locale of the story. Lewis Milestone will produce and direct.

WB Club Pays $132,000

HOLLYWOOD—More than $132,000 was paid out in 1945-46 to its members by the Warner club, social and welfare organization of Warner Bros. employes. Benefits included $85,608 to 922 members who were ill; $23,050 in marriage gifts; $15,200 in birth gifts and $7,540 in other contributions. In addition, loans totaling $13,709 were made to 102 members.

Spearheads

By IVAN SPEAR

BECAUSE of his piece de resistance approach to space snatching, Henry Rogers, catch-as-catch-can press agent, is a charter member in excellent standing of the film capital's neck-out fraternity. Handsome Henry's virtually only technique is the writing of a letter on behalf and over the signature of a client, which communique treats with a provocative subject and will, it is hoped, incite one of those teacup tempests so dear to the heart of Cinemania—and so productive of newspaper space.

This time the recipient of the hackneyed Rogerian procedure is Curtis Bernhardt. In letters to Eric Johnston, president of the Motion Picture Ass'n, and Donald Nelson, head of the Society of Independent Motion Picture Producers, the MGM director proposed "the immediate establishment of a morals commission to protect Hollywood's reputation . . . Hollywood must banish those few irresponsible citizens who are bringing disgrace to the motion picture industry."

Further opined the Rogers-Bernhardt billet-doux: "time has come for Hollywood to get tough . . . the private life of any one of our fellow workers is no concern of ours until it is brought into the public spotlight. Then it does become our concern . . . For too long we have watched the immoral, drunken and loose-living few bring a constant barrage of criticism upon the entire motion picture industry. We have done nothing about it. Now this small group of recalcitrants must be stopped."

The MGM director proposed that the industry set up a three-man morals commission which would review the actions of individuals who bring discredit to Hollywood. "These men and women," he stated, "must be warned, fined, suspended, and if necessary, expelled from motion pictures."

He suggested that the commission should be comprised of one member representing guilds and unions, one member representing the producer associations, and an impartial third person to be selected by the other two.

"It is deplorable," continued Bernhardt, "that 99 per cent of the people in our industry, who are decent, self-respecting citizens, must suffer in the eyes of the public from the scandalous hell-raising of the conspicuous minority."

If for no other reason than the respect commanded by old age, one cannot scoff at the merits of Director Bernhardt's proposal. In various forms it has been before proffered by a wide variety of persons, including columnists, radio commentators, and assorted toilers in the celluloid vineyards. In fact, this space touched on the same general ideal just a week ago, in making comment on Walter Wanger's recent suggestion that Hollywood establish a million-dollar-a-year advertising budget to improve its public relations.

Unfortunately, however, on most of the occasions when the "let's-get-our-house-in-order" recommendation came from an industry personality—and via a blurber—it was so distinctly labeled as a play for personal publicity that, regardless of its obvious logic and virtues, it could hope for little serious attention.

Prior to the Rogers-Bernhardt gesture, the most recent of such passes at righteousness and newspaper space came from one Eddie Rocco, a free-lance actor. In that instance the press agent running interference for Rocco was Ed Schofield, he who recently invaded the production field after allegedly breaking the bank at Las Vegas.

If memory serves right, Rocco's advocacy of a moral cleanup among actors was directed at the Screen Actors Guild, which feet-on-ground organization replied with indicated disciplinary action. At last reports, ex-actor Rocco was working as a photographer at Mocambo, lush Sunset strip nitery.

Which invites cogitation upon the possible spectacle of a top-drawer director as a functionary in the wash room at Slapsy Maxie's.

Despite the improbability of such contingency, one thing is certain—Rogers' current sounding of his single note does nothing to jeopardize his good standing in Nu Omicron Phi, the aforementioned neck-out fraternity.

→

As a neophytic pledge to the same fraternity, cast an eye toward Jack Cartwright, stress-agent-in-chief for Screen Guild Productions, who informed a breathless universe that his company soon was to distribute a picture based on a tome by "John Fenimore Cooper." Alas, poor James . . .

→

That skin which even the most casual observer will notice securely nailed to Hollywood's barndoor belonged to none other than Dr. Lechner, newcomer director of the rightist Motion Picture Alliance, who, in a recent public address, joined Nu Omicron Phi by listing ten pictures which averredly contained Communist propaganda.

The nailing was done by a refutatory letter from Samuel Goldwyn, whose widely honored "The Best Years of Our Lives" headed the list of alleged Red-message features.

→

TITLE TINKERS CORNER:

Tied (at five each) as runnersup for the all-time, title-changing championship are Columbia's "My Awful Wife" and MGM's "The Night Raiders." The undisputed champion—with a score of six—is the forthcoming release from Republic, "Northwest Outpost."

Leo's entry went through this titular metamorphosis: "The Romance of Rosy Ridge," "The Yankee," "Clouds on the Sun" and then again "Romance of Rosy Ridge."

Before "My Awful Wife" became the final tag (doubted), the Columbia opus was known as "Her Husband's Affair," "The Mating Call," "The Yes Woman" and "The Lady Knew How."

At least, in the Gower Gulch progression the pornography purveyors will discover signs of relativity.

→

Pancho Alliatim, formerly a maitre d'hotel at Romanoffs and the Beverly Hills club, will function as technical adviser for restaurant scenes in Paramount's "Dream Girl."

Anyone who's rubbed elbows with those prices should be an expert on dreams—most especially of nightmarish variety.

→

United Artists Producer Hunt Stromberg plans to bring to the screen a panorama of baseball which feature will be based on the book, "Judge Landis and 25 Years of Baseball," by J. G. Taylor Spink. Reportedly, Stromberg is endeavoring to retain Leo Durocher either to act in the picture, serve as technical adviser, or both.

Should the pride of Brooklyn desert his place in Happy Chandler's doghouse for a spot on Stromberg's pay roll, he'll find among Hollywood's blurbing gentry several challengers to his rights to the nickname "Lippy."

Favorite among the contenders: George Glass, with Jack Cartwright as alternate.

STUDIO PERSONNELITIES

Barnstormers

Monogram

JIMMY WAKELY, western star, who is on a personal appearance tour, will cover Yakima, Portland, Seattle, Vancouver, B. C., and Chicago, where he will appear July 14-19 as guest star at rodeo staged in Soldiers Field by American Legion.

Blurbers

RKO Radio

LOU SMITH, national advertising and publicity chief of Liberty Films, resigned and plans to take a month's vacation before seeking a new connection.

Briefies

Metro

"Bowling Tricks," a Pete Smith Specialty featuring Bowlers Andy Varipapa and Buddy Bomer, has gone before the cameras. Pete Smith produces and narrates with David Barclay directing from the screenplay by Joe Ansen and Barclay.

Warners

Handle on "Silver Bill," short on silver mining, changed to THE MAN FROM NEW ORLEANS.

"Fun at Sun Valley," Technicolor one reeler on all-year sports at Sun Valley, has been completed. Cedric Francis directed for Producer Gordon Hollingshead.

"So You Want to Gamble," satire on various systems of making a fast dollar, went before the cameras. Two-reeler is sixth in the new Joe McDoakes series. George O'Hanlon is starred with Dave Swift and Dick Bare scripting for Producer Gordon Hollingshead. Bare also directs.

Cleffers

Columbia

MISCHA BAKALEINIKOFF given background scoring chore on "Key Witness."

Paramount

DARRELL CALKER ticketed to compose original music for Clarion Productions' Technicolor feature "Aubuquerque."

Loanouts

RKO Radio

Borrowed from Paramount, HOWARD DE SILVA will have role in "Your Red Wagon."

United Artists

WAYNE MORRIS borrowed from Warners by William Cagney productions for role in "The Time of Your Life."

Universal-International

WILLIAM POWELL borrowed from MGM for a number of pictures first of which will be the Nunnally Johnson production, "The Senator Was Indiscreet," and second, another Johnson film, "Mr. Peabody and the Mermaid." Following these, other scripts will be ready for Powell. George S. Kaufman will direct "Senator."

Meggers

Columbia

IRVING CUMMINGS JR., who has served as a writer on several of the major lots, will make his debut as associate producer on "Sign of the Ram," which his father, Irving Cummings will produce.

MARTIN MOONEY adds third to his production schedule—"I Shoot the News," whose plot concerns the adventures of a newsreel cameraman. Lawrence Taylor has been assigned to develop original story.

"Delinquency" added to production slate of MARTIN MOONEY. Irwin Franklyn assigned to develop original story.

RKO Radio

New long-term contract handed Director RICHARD FLEISCHER.

ROBERT FLOREY inked to meg Sol Lesser Productions' "Tarzan and the Mermaids."

Republic

NORMAN LLOYD named associate producer on the Charles K. Feldman-Lewis Milestone production "The Red Pony."

Option lift handed Director FRED BRANNON and first assignment under new deal is megging chore on the 13-chapter serial "G-Men Never Forget."

20th Century-Fox

ARTHUR PIERSON, Broadway stage director, borrowed by Sol Wurtzel from Darryl Zanuck to meg film, as yet untitled.

Options

Columbia

Role in "Sign of the Ram" handed MARGUERITE CHAPMAN.

BUSTER CRABBE toplines in the 15-chapter serial, "The Sea Hound," which is based on the comic strip, "Captain Silver and the Sea Hound." JIMMY LLOYD set for co-starring part in the Sam Katzman serial. Part given RICK VALLIN. RALPH HODGES inked for juvenile lead.

One of the top spots in "The Prince of Thieves" ticketed for MICHAEL DUANE.

JEAN HEATHER and CAROL THURSTON signed for top femme roles in Gene Autry's first independent production as yet untitled. John English directs for Producer Armand Schaefer. Film will be shot near Tucson, Ariz.

Metro

VAN JOHNSON and JUNE ALLYSON topline in "Virtuous," an original yarn by Albert Beich. Norman Taurog will direct for Producer William H. Wright.

Featured role in "Cass Timberlane" set for ZACHARY SCOTT. Film co-stars Spencer Tracy and Lana Turner. TOM DRAKE ticketed for role.

SHELDON LEONARD will play role in "Alias a Gentleman."

Featured role in the Walter Pidgeon and Jane Powell co-starrer, "Luxury Liner," handed TOM BREEN.

Featured role in the Frank Sinatra-Kathryn Grayson co-starrer "The Kissing Bandit" set for comedian BILLY GILBERT.

Monogram

MARILYN and JANIS MALONE signed by Producer Hal E. Chester for musical numbers in "A Guy Named Joe Palooka." Cast additions include LEW HEARN, CLARENCE MUSE, TRUDY MARSHALL, JIMMY AMES and DAVE BARRY.

Paramount

Featured role in the Pine-Thomas production "Shaggy" given DAN WHITE.

CAROLE MATHEWS, actress at the Pasadena Playhouse, given contract.

DOUGLAS BLACKLEY, new name for Actor Robert Kent, set for featured role in the Pine-Thomas production "Big Town After Dark."

Additions to "Dream Girl" cast are JERRY JAMES, JOHN MARLOW, LOWELL GILMORE and MARY MacLAREN.

EARL HODGES added to the cast of "Whispering Smith," Alan Ladd-Robert Preston starrer.

Option lift handed JOHN LUND who recently appeared in the cast of "Variety Girl."

PRC Pictures

JANE RANDOLPH and PEGGY CONVERSE added to cast of "Tomorrow You Die," which Anton Mann is directing and Chuck Riesner producing.

Signed to an eight picture deal by Producer Jerry Thomas, The Plainsmen, radio and recording artists, will appear with Eddie Dean in his outdoor musical action films. They will first be seen in "Black Hills."

BILL FAWCETT, LANE BRADFORD and STEVE DRAKE added to the cast of the Eddie Dean outdoor musical "Black Hills."

RKO Radio

Topline in "Bodyguard" handed LAWRENCE TIERNEY. Robert Wise directs for Producer Sid Rogell. It will be Tierney's first nonvillainous role.

PHILIP DORN, SIR CEDRIC HARDWICKE and JESSICA TANDY signed for top roles in George Stevens' production of "I Remember Mama."

STEVE BRODIE given an option lift. Actor recently completed a featured role in "Crossfire."

Cast additions to "Memory of Love" include WYNDHAM STANDING, COLIN KENNY, ROBERT HAINES, RICHARD R. NEILL and JACK RICHARDSON.

JACQUELINE WHITE ticketed for femme lead opposite Randolph Scott in "Return of the Badmen," with ROBERT RYAN handed heavy role in the same production. Ray Enright directs for Producer Nat Holt.

Republic

Featured roles in "The Fabulous Texan" slated for ALBERT DEKKER and ANDY DEVINE.

20th Century-Fox

ANNE REVERE signed for featured role in "Gentleman's Agreement," which producer Darryl Zanuck will personally supervise. Elia Kazan directs Gregory Peck and Dorothy McGuire in the toplines.

United Artists

GALE PAGE ticketed for second femme lead in William Cagney Productions' "The Time of Your Life." Role is first for Miss Page after a seven-year retirement from the screen. REGINALD BEANE and PEDRO DE CORDOBA signed for parts.

Universal-International

Featured role in "Ride the Pink Horse," in which Robert Montgomery is starring as well as directing, set for ANDREA KING.

ALLA DUNN set by Douglas Fairbanks jr. to replace Michele Haley for role in "The Exile."

PERCY KILBRIDE inked for featured role in the Dan Duryea, Yvonne De Carlo, Edmond O'Brien starrer "Black Bart."

Toplines in the Walter Wanger Technicolor production "Tap Roots" slated for SUSAN HAYWARD and VAN HEFLIN. George Marshall directs. Heflin borrowed from MGM for this role.

The Fairbanks Company lifts option on the contract of PAULE CROSET, whom Douglas Fairbanks jr. signed as his leading lady in "The Exile."

Warners

DANE CLARK inked to starring role with Lilli Palmer in Milton Sperling's United States Pictures production "Ever the Beginning." AKIM TAMIROFF inked for featured role.

Leading role in "Mary Hagen" set for GERALDINE BROOKS. Peter Godfrey directs for Producer Alex Gottlieb.

ALAN BRIDGE handed featured role in "Silver River" in which Errol Flynn, Ann Sheridan and Thomas Mitchell topline. Cast additions include IAN WOLFE and HARRY WOODS. BRUCE BENNETT and Moppets ROBERT ANDERSON and BUDDY BURROUGHS set for roles.

Long term contract handed DORIS DAY, band and supper club songstress, with first assignment that of the femme topline opposite Jack Carson and Oscar Levant in "Romance in High C."

RONALD REAGAN toplines opposite Geraldine Brooks in "Mary Hagen." Peter Godfrey directs for Producer Alex Gottlieb.

Scripters

Columbia

Screenplay assignment on the Irving Cummings independent production, "Sign of the Ram," handed CHARLES BENNETT, British novelist.

RKO Radio

DAVID LANG set to write the screenplay for "Bodyguard" which Sid Rogell will produce.

20th Century-Fox

ARTHUR LAWRENCE set to collaborate with Frank Partos and Millen Brand on the script of "The Snake Pit," which Anatole Litvak will direct and co-produce with Robert Bassler.

Universal-International

VLADIMIR POZNER signed to write the screenplay of Lillian Hellman's stage play, "Another Part of the Forest."

BUD BAUCHAMP signed to work on the script of "River Lady" for Producer Leonard Goldstein.

Warners

HENRY and PHOEBE EPHRON set to write the screenplay for Norman Krasna's Broadway show, "John Loves Mary," which Jerry Wald will produce.

Story Buys

Columbia

"All the King's Men," Pulitzer prize-winning novel by Robert Penn Warren, has been acquired. No producer assigned.

Universal-International

Producer Nunnally Johnson purchased the screen rights to "The Great Snow," novel by Henry Morton Robinson, Readers Digest editor. Story is about eight people successfully fighting the worst disaster in New York's history but unable to defend themselves against their own twisted complexities.

"Come Be My Love," a forthcoming Saturday Evening Post serial by Robert Carson, has been purchased as a Robert Montgomery starrer. Montgomery will also direct.

Warners

"The Two Worlds of Johnny Truro," novel by George Sklar, has been acquired and added to the production slate of Producer Henry Blanke. Yarn is located in New England and is the story of a young man who falls in love with a middle-aged woman.

Technically

Columbia

HAROLD MacARTHUR given art director chore on the first untitled western musical to be made by Gene Autry Productions.

Metro

Unit manager assignments handed JACK GERTSMAN for "Virtuous" and ROBERT BARNES for "The High Wall." SID SIDMAN named assistant director for "Virtuous."

Lensing chore on the Frank Sinatra-Kathryn Grayson co-starrer, "The Kissing Bandit," given ROBERT SURTEES.

RKO Radio

Production manager assignment on the Sol Lesser Production, "Tarzan and the Mermaids," handed RAY HEINZ.

SAM RUMAN and NAT LEVINSON named unit manager and assistant director, respectively, on "Roughshod."

WILLIAM DANIELS handed long-term contract by Mark Hellinger productions. In addition to his own camera work, Daniels will act as supervising director of photography on all Hellinger films.

Management Shifts In Redwood Circuit

SAN FRANCISCO—A dozen or more managerial changes and shifts have been announced by Redwood Theatres. These include:

James Gellatly goes to the Plaza in Healdsburg.

James Marchman, a newcomer, has been assigned to the Ceres at Ceres.

Don Stevens is assigned to the Liberty, Eureka. He formerly was the Dinuba manager in the town of that name. Leslie Horton is assigned to the Tower in Eureka; William Hayden will manage the Rialto.

Ray Jensen is transferred from the Liberty in Eureka to the Fortuna, Fortuna.

James Cleveland is assigned to the Lyric in Modesto as manager, with George Siciliano to the Strand.

Vince Paskvan is shifted to management of the Pelican at Klamath Falls; Helen Dean is managing the Pinetree there, with Ted Roberts shifted to the Tower, and Kenneth Dennis, a newcomer, takes over at the Esquire; Robert Dodson the Rainbow.

Leonard DeVoy is transferred to the State in Ukiah.

Donald Cristiansen is assigned to the Porter, Woodland.

Zenith Pictures to Film Three for SG Release

HOLLYWOOD—Screen Guild Productions has signed a releasing deal with the newly organized Zenith Pictures, which will produce three films for SG release on its 1947-48 program. The first will be James Fenimore Cooper's "The Prairie," the script of which is now in preparation.

Frank Wisbar, Sidney Smith and Arthur St. Claire are co-owners of Zenith. Wisbar will direct "The Prairie." Other pictures on the new producing company's schedule are a South Seas romance and "Beyond the Darkness," an original for the screen.

Ads on Mass 'Duel' Billing Hit by Catholic Newspaper

HOLLYWOOD—"Duel in the Sun," which is showing here in a precedentary, mass-theatre first run engagement, has encountered another hurdle placed by local Catholic leaders. The Tidings, official weekly publication of the archdiocese of Los Angeles, has branded ads being run on "Duel" as misleading and the publication further revealed that it had refused proffered advertising on the picture. The local action parallels that taken in the east regarding the alleged "misleading" facets of the advertising as it concerns rating placed on the picture by the Catholic Legion of Decency.

To Independent Ranks

HOLLYWOOD—Producer J. Robert Bren has asked for and secured his release from his RKO contract in order to engage in independent production.

Jean Hersholt to New York

HOLLYWOOD—Jean Hersholt, president of the Academy of Motion Picture Arts and Sciences, left for a six-week stay in New York to confer on the Academy public relations program for the coming year. Before departing, Hersholt appointed N. Peter Rathvon chairman of the Academy finance committee for the coming year.

Centennial Events Cut Utah Theatre Grosses



NEW SIGN—Seen going up in front of Seattle's Fifth Avenue Theatre is a new, 70-foot sign. Shirley Ackerman, head usherette, takes a ride on the section for newspaper publicity purposes. The sign was constructed in the local plant of Electrical Products Consolidated. The fifth sign on top the Avenue is of the oscillating type and is the first of its kind in the northwest. Ruby and white Zeon tubing, plus 600 scintillating lights, will illuminate it. It replaces the original sign put up when the house was opened in 1925. The old sign was slightly damaged by a fire in the wiring some months ago.

Glenn Ford Burned by Fire On Columbia Set; 500 Flee

HOLLYWOOD—Fire following a triple explosion, swept a Columbia studio outdoor set recently, causing injury to an extra player and slightly burning the hand of Glenn Ford, co-star of the film.

The studio had erected a Civil War town and intended to burn it. Gasoline exploded prematurely and scattered a crew of about 500.

Howard Sheehan Upped

HOLLYWOOD—Howard Sheehan, who has been associated with Sol M. Wurtzel Productions since the latter went into independent production for 20th-Fox in 1945 has been upped to the post of Wurtzel's executive assistant. The promotion was revealed during a joint party celebrating Sheehan's 31st year in the picture business and Wurtzel's 30th anniversary as a producer.

Susan Peters Signed

HOLLYWOOD — Independent Producer Irving Cummings has signed Susan Peters to star in "Sign of the Ram," filmization of Margaret Ferguson's novel. The film will be released through Columbia. The role is the first for Miss Peters since she was crippled more than two years ago in a hunting trip accident.

SALT LAKE CITY—Utah's centennial, rather than helping the theatre business, is proving a definite worry to many exhibitors in this state as the number of events increases.

From ire, the attitude of many theatremen in the state has changed to frank dismay at the way centennial events are cutting into their grosses, several of them have confided.

The event commemorates the 100th anniversary of the entrance of Brigham Young and the Mormon pioneers into the valley. Several attractions had been scheduled by the centennial commission, headed by David O. McKay, second counselor in the Mormon church, and these had the centennial stamp of approval.

ALL KINDS OF SHOWS GET IN

They consisted of a Passion play, traveling shows, several sports events, a pageant, an outdoor play and several other features. Lately, the theatremen claim, all types of shows have been coming into this area, giving the public the impression they are backed by the centennial commission, and drawing many customers away from theatres. The showmen say the special attractions do this, in some cases, without paying a city license. They merely masquerade under the intimated backing of the centennial commission.

The traveling stage shows, sponsored by school and other groups are cutting into theatre business throughout the state, theatremen complain. One exhibitor points out that the only business established in Utah, which is being hurt by centennial attractions, is the theatre business. He notes that no one has been allowed to bring special "motor tours" into Utah, and consequently other businesses are not feeling the effects of "illegitimate" competition as keenly as the theatre business.

JULY 24 PARADE AN EXAMPLE

Another showman points to the big parade in July as another example of the way the centennial hits the theatres more than other businesses. In previous years, the July 24 parade has been held in the daytime. This year, it will be held at night. Although this will bring people downtown, it will keep their interest until after the last shows, according to some theatremen.

A sidelight on this centennial business came the other day when the centennial commission, of which Gus P. Backman is director, asked that a suit against a Midway company, which proposes to operate at the fairgrounds, be dismissed. The suit was brought by five companies, including Intermountain Theatres, Inc., and Uptown Theatre Co.

They contended that the centennial commission does not have the right to grant a lease to the Midway company to operate attractions at the fairgrounds for five years. The centennial commission maintains that the theatres and other parties do not have the right to sue the commission without consent of the governor. So dismissal of the suit, with prejudice, has been asked. No final action has been taken on the request.

However, theatremen throughout the state are looking to this development and the large number of attractions scheduled here, wondering just how much more the centennial will hurt their business.

Material Arrives in Philomath

PHILOMATH, ORE.—Material is arriving for the theatre being built here by Everett Mika. The theatre will be the first in town.

Circuit Carries on Philanthropies Conceived by J. H. Cooper, Founder

DENVER—J. H. Cooper, who operated theatres in Colorado, Nebraska and Oklahoma in partnership with Paramount, was a philanthropically minded man, as is seen in the provisions under which the theatres are operated after his death.

Cooper died last year, and in his will established a board of trustees consisting of nine leading business men of Lincoln, Neb., to administer the trusts and bequests. These men gave a contract to Pat McGee as general manager, who maintains headquarters in Denver; Ralph Ayer, assistant general manager, and Frank Roberts, controller. This trio forms the management group solely responsible for theatre operation.

EARNINGS GO TO CHARITY

The board of trustees disburses the earnings from the theatres for various charitable activities. At this moment the Cooper Foundation is maintaining six young women in a three-year nurses' training program in Colorado hospitals, and three candidates are being selected for training in Lincoln hospitals.

The Kiwanis club of Pueblo has formed a juvenile delinquency committee and is maintaining a number of youngsters in foster homes, with half of the needed funds supplied by the Foundation. A similar arrangement exists with the Kiwanis club of Greeley, Colo. Two scholarships have been provided to the School of Music at Colorado college, Colorado Springs, for a GI and a Negro girl. Four scholarships have been provided at the Colorado State Teachers college at Greeley, and two scholarships are being maintained at the University of Denver. Seventeen South American exchange scholars are enrolled at the University of Nebraska, and these are supported by the Foundation.

In addition, the Foundation maintains ten boys at Father Flanagan's Boys Town. Substantial contributions have been made to the YWCA Girls club in Colorado Springs, the new St. Mary's hospital in Grand Junction, Colo., and national Catholic charities.

4-H CLUBS GET HELP

The main long-range activity of the Cooper Foundation, however, centers about a vigorous program of assistance to 4-H clubs in Colorado and Nebraska. The Cooper Foundation contributed $80,000 for purchasing purebred Holstein and Jersey bulls and cows, which were given to the University of Nebraska Agricultural college. The professors are working closely with county agents and 4-H clubs to provide free breeding with the idea of vastly improving the dairy stocks of both states. This program has just been started and it will require a number of years to see its successful completion. To assure its success a fund of $250,000 has been established for this work. This particular project was conceived by Cooper and the trustees of the Foundation are firm in their intention to see that it is carried out.

In addition, 12 Brown Swiss bulls have been donated to the Spyros Skouras Greek dairy herd.

Censors Beam at 'Duel' After a Second Squint

SEATTLE—"Duel in the Sun" had a brush with the censors here but won out in time to open its roadshow engagements at the Fifth Avenue Theatre on schedule.

The film was scheduled to open Wednesday (14). The board of theatre supervisors viewed it on Thursday before and ordered several deletions made. But before this could be done the board saw it again on Sunday and then voted to reconsider the action at a Monday meeting. It was then given an official okay by a vote of 5 to 4.

Meanwhile, one afternoon daily had run a story on page one about the first action. Any adverse publicity was more than made up when the second action was reported in two of the papers.

Sam Bischoff to Produce English-French Picture

HOLLYWOOD—Another international deal—this time concerning the French film industry—has been added to the several which Hollywood producers have been entering during the past year.

Sam Bischoff, independent film maker, whose current slate is earmarked for distribution by United Artists, and the Society Nouvelle Pathe Cinema of Paris jointly and simultaneously will film English and French versions of "Adventure in Morocco" a story of the French Foreign Legion. Entire picture will be shot on location in French Morocco under the supervision of the French Foreign Legion, which has authorized the venture.

An American cast and director, yet to be chosen, will leave here before September 1 to meet a shooting date of September 15 in Morocco. At the same time a French cast will arrive from Paris to work under the American director.

George Bricker has been signed to write the screen play, to be based on the novel by J. N. Ermolioff. It has not been determined whether or not UA will release this Bischoff film.

Flag's Stand-In Makes A Hit in Portland

Portland—Flag, the original fawn of "The Yearling," couldn't be in Portland for the northwest premier of his picture so Dick Schutte, local MGM publicist, went out into the Oregon hinterlands and brought back a reasonable facsimile, accompanied by its young mistress, Diana Looney of Molalla, Ore.

Jack Matlack, publicity and advertising chief for J. J. Parker Theatres, was enthused over the stunt and invited the local press for a cocktail party as guests of the fawn. And for three hours, the press sipped cocktails, Matlack beamed, "The Yearling" was publicized—and the fawn wandered around the spacious hotel suite aimlessly sniffing at everything and everyone.

The picture opened the next day with everyone happy.

New Fowler Theatre Planned by Panero

SAN FRANCISCO—A new theatre is planned for Fowler, according to August Panero, vice-president of Panero Theatre Co. Panero recently purchased property in the town and will start on the project as soon as approval is given. Present plans call for the complete remodeling of a theatre building.

The drive-in being built north of Boulder Creek by Frank Panone, John Forde and Harry Kornblum, will cost about $40,000. It will hold about 320 cars. Due to a sound device plugged into each car, no fence will be built around the four-acre tract. Lew Hayes, builder and adviser for the new drive-in, said that if deadheads try to see the film it won't make much sense to them because it will be like an oldtime film, sans written captions.

Building permit for the $20,000 projection room for an outdoor house was issued recently to the Starlite Theatres, Inc., by the Redwood City building inspector. The theatre will be constructed on Harbor boulevard between Belmont and San Carlos. Contractor is the Howell Co. of Redwood City.

Oldtimer Phil J. Pecharich Sells Business to Triskos

JEROME, ARIZ.—Phil J. Pecharich, an exhibitor of motion pictures since 1913, has retired with the sale of his Ritz Theatre here to Mr. and Mrs. Don W. Trisko and their son John, former theatre operators in North Dakota.



PHIL J. PECHARICH

Except for a five-year period during which he developed and sold a 60-acre subdivision in Los Angeles, Pecharich has devoted all his years to motion pictures. In 1921, while his local property was under lease, he built the California Theatre in Long Beach. He and Mrs. Pecharich, who had helped him in the theatre operation, will continue to make their home here.

Hope Paces Drive Banquet

SALT LAKE CITY—More than 500 persons attended the Utah Cancer Society banquet at which Bob Hope was guest speaker. After being introduced by Hall Baetz, local Fox Intermountain manager who is also state co-chairman of the drive, Hope disclosed that since his mother and younger brother had both died of cancer, he had a deep personal interest in the campaign to find a cure for the disease.

E. J. Blaylocks Buy Court

ALAMOGORDO, N. M.—Mr. and Mrs. E. J. Blaylock, who recently sold their interests in the Pueblo and Apache theatres in Ruidoso to Theatre Enterprises, has purchased the Alamo Courts here from Mr. and Mrs. Marshall Walz.

Amusement Tax Move Tabled

MARYSVILLE, CALIF.—The Marysville city council has tabled a communication from the Marysville Merchants Ass'n asking that an amusement tax be levied to raise additional revenue.

Montana's ITO Mulls PCCITO Affiliation

LOS ANGELES—Robert H. Poole and Hugh Bruen, the latter a Whittier, Calif., exhibitor, will function for the next year as executive secretary and treasurer, respectively, of the Pacific Coast Conference of Independent Theatre Owners. They were re-elected to the offices by the PCCITO trustees at their annual meeting following the recent local convention of the coast independent showmen groups.

There appears considerable of a possibility that the ITO of Montana will affiliate itself with PCCITO. C. J. Severson, J. H. Morgan, H. W. Knutson, Rex Flint and Clarence Golder of the Montana group attended the convention and one meeting of the trustees. They will present for consideration by their general membership meeting, May 28, 29, PCCITO's affiliation invitation. Rufus Harvey and William Graeper, PCCITO trustees, will represent the coast groups at the Montana annual conclave which is to be held in Butte.

TAXES A "TERRIBLE BURDEN"

David Palfreyman, Washington, representing the exhibitor relations department of the Motion Picture Ass'n, addressed one of the closing sessions of the PCCITO convention.

"We have a sincere interest in the problems of the theatre owners and are becoming more and more deeply concerned regarding public relations and theatre admission taxes," he said. "Taxation upon theatre admission has become a very serious problem that will be felt more and more as time goes on.

"Taxes are a terrible burden upon exhibitors at present. More money was collected in the form of various theatre taxes during last year than was spent by Hollywood to produce an entire year's output of pictures.

"Exhibitors are urged more strongly to become better acquainted with their civic, lawmaking bodies and representatives. They will then welcome and respect your opinion as an exhibitor whenever a matter of laws affecting theatres is slated for consideration."

JOIN MPA IN SCREEN STUDY

In response to an invitation from Eric Johnston, president of MPA, PCCITO voted to be represented on the exhibition section of the industry committee which plans to explore the possibilities of using the screen to improve the industry's public relations. Hugh Bruen was selected as representative, with Rotus Harvey as alternate.

George Murphy, president of the Hollywood Coordinating committee, served as master of ceremonies at an entertainment program put on by Hollywood stars to climax the three-day convention. Appearing with Murphy on the program were Jimmy Durante, Victor Borge, Donald O'Connor, Janis Paige, Olga San Juan, Alyce Tyrell and Pattye Thomas.

Variety Club of Northern California Installs Officers at SRO Banquet



In the photograph, sitting, some of the officers of Tent No. 32, Variety Club of Northern California; Homer Tegtmeier, Rotus Harvey, Jimmy O'Neil. Standing: Jack Tillman, Abe Blumenfeld, elected chief barker; Roy Cooper.

SAN FRANCISCO—Positively the greatest show ever to play the Gold Coast hung out an SRO sign here Monday night (12) in the Colonial room of Hotel St. Francis. It was the inaugural banquet and installation of officers of Variety International's newest baby, Tent No. 32, Variety Club of Northern California, attended by some 200 members and visiting dignitaries of the international organization, including R. J. "Bob" O'Donnell of Dallas, chief barker, and Charles Skouras, international canvasman.

Abe Blumenfeld, head of the theatre circuit bearing his name, was installed as chief barker, with Jimmy O'Neil and Jack Marpole as assistants; Rotus Harvey, property master; J. Leslie Jacobs, dough guy, and Homer Tegtmeier, Neal East, Herman Kerskeri, Jack Tillman, Roy Cooper and L. S. Hamm, canvasmen.

Visitors included Bill O'Donnell, past chief barker of the Dallas tent; Sid Grauman of Los Angeles; Marc Wolf, head of Y&W Management Corp., Indianapolis, international chief dough guy; Colonel William McCraw of Dallas, international executive director; Murray Whiteman, Buffalo, Tent No. 7; Fred Schweppe, Elmira, N. Y., Tent No. 7; F. E. Abelson, Minneapolis, Tent No. 12; Henry Kalm, St. Louis, Tent No. 4, and Dick Owen and Herman Beiersdorf of Dallas, Tent No. 17.

Permanent headquarters for the new club is at 70 Eddy St.

Selznick Eyes Provo, Utah, As Location for Picture

PROVO, UTAH—This steel city of Utah may be the location for scenes in a forthcoming Selznick production, Clayton Jenkins, executive secretary of the Chamber of Commerce, has been advised.

Jenkins said he had received a telegram from James D. Starkey, Selznick production manager, asking for information concerning the feasibility of photographing some of the local scenery for use in a forthcoming film. Jenkins said he was told if conditions are satisfactory that Provo would be used as the location center while the picture is being made.

If Selznick decides to shoot sequences in Provo, it will open a new area in this state to pictures. The home of the Geneva steel plant has beautiful mountain scenes within five minutes' ride; it has farming country and industry. The development comes just when Utah was expecting Hollywood to ignore the state because of the fuss raised on the premiere of "Ramrod."

Pickets Back in Carlsbad

CARLSBAD, N. M.—Pickets last week returned to the front of Carlsbad theatres as negotiations between the management, labor and a citizens committee broke down. Pickets had been withdrawn during a 15-day truce. Motion picture machine operators started picketing the theatres, all Griffith-owned, in February, claiming they were fired for organizing a union. Management contends certain of the men were discharged for cause.

Lester Wick to Hoquiam

HOQUIAM, WASH.—Lester Wick of Seattle has replaced Al Schreiner as manager of the New Hoquiam Theatre here. Schreiner has been transferred to Aberdeen, Wash., to manage a Warner house there.

Theatres Use Skywriting To Exploit 'Macomber'

LOS ANGELES—Believed to be the first time such exploitation was employed by a group of local theatres, a two-day skywriting campaign which covered the entire Los Angeles area was staged by Clifford E. Giesseman, general manager of the four Music Hall theatres, in connection with "The Macomber Affair."

Three airplanes, hired from Samuel D. Steinberg of the Hollywood Advertising Co., which headquarters on Filmrow, took off simultaneously on the day preceding the film's opening to trace the following lengthy message: "Greg Peck at four Music Halls in 'Macomber Affair.'" It was written six times in various areas. On the following day, the planes traced the same sky message four times, for a total of ten writings.

Peters to Build in Escalon

ESCALON, CALIF.—Frank Peters, owner of a circuit of theatres in this area, announced here that he has plans for building a new house in Escalon, but is having some difficulty finding a site. Peters now operates theatres here and in Riverbank, Ripon and Manteca.

SAN FRANCISCO

San Francisco Theatres, Inc. assisted sufferers of the Texas City disaster through lobby contribution jars placed in six neighborhood houses. Contributions after the two-week campaign were presented to the Dallas Variety tent to distribute.

Passing through the local army motion picture service office on their way to various assignments, were Alan McCarroll, deputy chief of the service in Washington, D. C.; Lawrence Dorman, in from Tokyo; Robert E. Quick, Honolulu, and F. A. Rapp, en route to Tokyo from Washington. M. J. Carney, assistant regional manager, was kept busy with all the visitors. Mike Smith, western regional manager, was in Seattle, relieving George Dorough, who was in Alaska on business.

M. F. Gowthorpe, treasurer of Paramount Pictures, Inc., was at the local office on a visit from New York . . . Bob Skinner, ad artist at the Paramount Theatre, is really turning out some terrific ads.

Jack Erickson, 20th-Fox salesman, left on a trip . . . Frank Jenkins, 20th-Fox publicist, was out of town . . . Sid Schuster, MGM, was out on the territory drumming up business . . . Jess Levin took brother Ben to the plane for the ITO convention in Los Angeles . . . Rotus Harvey, ITO president for northern California, also planed down to the convention.

Phil Weinstein, Columbia salesman, was out on the territory . . . Torrey Roberts, Sacramento salesman for Columbia, was in the office reporting on all those dates . . . Ed Mix, MGM salesman, was back in the San Joachin valley hitting exhibitors for dates . . . Floyd Bernard, 20th-Fox salesman, was in from his Reno trip . . . Jimmy Chapman, Paramount salesman, came back after a short business trip.

Along the Row last week were Clive Church, Rio Theatre, Rodeo . . . Ralph Dostal was in from his Brisbane Theatre, Brisbane . . . Ray Syufy, Victory Theatre in Vallejo, was on the Row, happy over the terrific results obtained in showing "The Guilt of Janet Ames."

Gordon Allen, Motor Theatres, says ground has been broken for the new drive-in theatre in Hayward. Allen estimates it will open in June . . . All circuit bookers last week viewed the highly publicized "Duel in the Sun" at the Paramount exchange where Harry Hunsaker, district manager for SRO, beamed from ear to ear over his company's first release.

Mel Klein, Columbia office manager, had lunch with Verne Taylor of Golden State at the Palm gardens . . . Abe Swerdlew, U-I salesman, is shouting the praises of "The Egg and I" . . . Jack Frazer, Film Messenger Service boss, is distributing the film "The Raider."

Charles Rose, Four Rose exchange, had handbills printed for the new Kiddy matinee gag and distributed them around the Row . . . National Screen Service salesmen, Ed Brody, Izzy Wolfe, Elmer Benjamin and Branch Manager Jack Marpole, returned from the convention in Chicago all pepped up . . . Harry Cohn, New York supervisor, visited the local NSS office, as did Dan Golden, home office representative, and Bernie Wolf, district manager.

California Theatres moved headquarters from the Golden Gate Theatre Bldg. to 988 Market St. . . . Charles Thall, office manager of California Theatres Ass'n, returned from a six-week vacation . . . Congratulations to James Stainton on the publication The Close Up. It was a grand job of reporting.

The Esquire and Tivoli theatres previewed "Dishonored Lady" last week . . . The United Artists Theatre here played "The Private Affairs of Bel Ami," which received lukewarm reviews from local critics. The Larkin Theatre, playing foreign pictures, booked at the same time the original "Bel Ami," uncut, uncensored European version of Maupassant's novel, produced in Vienna and starring Willi Forst. Critics were somewhat kinder to the imported version.

Golden State celebrated the 26th birthday of the Irving Theatre with special attractions and a huge birthday cake in the lobby . . . New assistant booker at the PRC-Eagle-Lion office is Al Corley, formerly with Paramount . . . Theatre owner Lester Blumenberg was up from Los Angeles . . . Joe Myers was in from Port Chicago . . . Jack Hillman was in from Morgan Creek.

Jimmy Myers, branch manager at Monogram; Clint Mecham, booker, and Howard Buttler, salesman, attended the sales meeting in Los Angeles . . . Jerry Slutsky, U-I office manager, has been promoted to salesman . . . Tony Grabowy, from the Indianapolis U-I exchange, has been appointed new office manager . . . The C. V. Taylor anniversary drive is in high gear. Entering its sixth week, all districts are working hard.

Robert Benton, manager of the Redwood Theatre down the peninsula, has been taking it on the chin from the press. Seems the press and public are annoyed with the advance in prices for "The Best Years of Our Lives." Benton took all this in his stride until some one called the Redwood a "second rate" theatre. Benton put on the gloves and argued it was a matter of definition. The Redwood is a second run house, he said, but with all modern conveniences and in good repair.

Bud Parker is manager of the new Alisal Theatre, two miles east of Salinas, latest FWC house in the Monterey bay region. W. C. Ricord jr. of San Jose is district manager and Duncan Knowles is city manager.

Clayton Hickle is the new manager of the State Theatre in Lodi. He succeeds Bert Mudge, transferred to the Lodi Theatre. Dave Reese continues as general manager for both theatres . . . "Henry V" is making its exit after 34 weeks at the Stage Door Theatre here. It nearly doubled the previous long run record for motion pictures in San Francisco.

Howard Newman is new manager at the State here, appointed by the home office of Paramount Pictures. Newman formerly managed the Rialto for Fox West Coast . . . A. Zerga, owner of the Bridge and Rio theatres here, is dead . . . Al Adolph is the new salesman at the Monogram exchange here. "That is," explained Al, "if I can find a place to live."

The Golden Gate Theatre is having its lobby redone . . . Dick Sarber, Western Theatrical Equipment Co., has returned from Fresno . . . Helen Taylor, secretary at WTE, returned from her vacation and maintains she needs another one.

Sim Heller, vice-president of Motor Theatres, Inc., was along the Row with Gordon Allen. Heller is in from Minnesota. Incidentally the new Motor In will open soon, says Gordon . . . J. F. O'Brien and Ed Jones, officials from the RCA office in Camden, N. J., were in town last week . . . Phil Guss, Intermountain Theatre Supply, was in from Salt Lake . . . Sue Taylor is the new inspector at the Monogram office.

Harry Hunsaker and Larry Dole, SRO, planed down to Los Angeles for a general meeting called by Selznick . . . A. R. Peck, manager of the Dixon, Dixon, was in town last week. Also visiting the Row was August Panero and V. E. Stebbins from the Greenfield Theatre, Greenfield.

Mervin Houser, assistant exploitation manager for SRO, was here for local and regional openings of "Duel in the Sun." E. Taylor, studio technical engineer for Selznick, was up from Los Angeles to confer with theatre men now running the picture.

L. Anthony Churnetski, former manager of an Oakland theatre, has returned from three months at sea. He visited Manila. Anthony plans to attend the Northio theatres' school which provides a six-month training course for assistant managers.

News from T&D office: Mrs. Cathy Sturgill, formerly with Birch, Carroll & Coile, theatrical chain in Rockhampton, Queensland, Australia, is now secretary to Merrill Kaiser . . . Jack Dobbs in the accounting office has a new outboard motor . . . Norma Galbraith, in the pay roll department, will wed soon . . . Lois Patterson was given a shower by the accounting department in anticipation of her approaching marriage . . . Also

ATTRACTIVE POPCORN BOXES
Top Volume Popping Purdue Hybrid Popcorn.
Popsit Plus Popcorn Seasoning Cocoanut Oil in 50-lb. Cans.
Popcorn Salt—Scoops—Bags—Seasoning Measuring Cups
Best Quality Merchandise — Quick Service
ARTHUR UNGER CO.
105 Golden Gate Ave. San Francisco 2, Calif.

WE HAVE IT!
CAN GET IT!
OR WILL MAKE IT!
Western Theatrical Equipment Co.
337 GOLDEN GATE AVE.
SAN FRANCISCO 2, CALIF.
Phone HEmlock 8302

"CENTURY"
THE MODERN PROJECTOR
Walter G. Preddey
THEATRE SUPPLIES
187 Golden Gate Ave.,
San Francisco 2, Calif.
Phone Underhill 7571

We have the Buyers for YOUR THEATRE
Count on us for Quick Action!
Phone BRoadway 6531
Our wide contacts with the exhibitors assure you of satisfactory results.
THEATRE EXCHANGE CO.
408 S. W. 2nd Ave. Portland 4, Oregon 217 Governor Bldg.

getting married this month is Aileen Mahoney . . . Phyllis Ruiz, receptionist, plans on an October marriage.

Johnny Mitchell, formerly with Paramount Pictures here, is now on the pay roll of San Francisco Theatres . . . Adele Kotite, Golden State booking department, is back at her desk after being away for two weeks . . . Micky Milner, secretary to James Stainton, has returned to her desk after an illness . . . Fred J. Dixon, T&D booking department head, has previewed more than 5,000 features since he has been in the business.

Hal Carlton, Australian exploitation specialist, learned a few tricks in American theatre operation and promotion while on a visit with District Manager Dave Petersen in Modesto . . . The Redwood Theatres home office has a new company plane. Cliff Morris is the pilot.

Terrific exploitation in Modesto for the opening of "The Jolson Story" at the State included a doorman, Bob Colbaugh, and a head usherette, Alice Rees, dressed in blackface, walking their way around town. Rose Ciccarelli is manager of the State.

Don Stevens, manager of the Liberty in Eureka, was married just recently. Kenneth Dennis, manager of the Esquire, Klamath Falls, plans to middle-aisle it soon . . . Earl Baughman, Eureka district manager for Redwood circuit, is sporting a nice rosy glow but it's not what you think. He's sunburned, that's all.

Arch Hurley of Tucumcari Retires; Son Takes Over

TUCUMCARI, N. M.—Arch Hurley, veteran Tucumcari showman and civic leader, has retired from theatre operations to devote his time to other enterprises. Control of the Princess and Odeon theatres here has been taken over by his son Milas Hurley, with whom he had been in partnership. Father and son were partners for 20 years.

The elder Hurley opened his first theatre in Tucumcari, the Evans Opera House, 33 years ago. Newest of the two houses here is the Princess, which was built in 1944 to replace a building destroyed the previous year by fire. The Odeon was built in 1938.

During the last 20 years Hurley has left the theatre operations largely to his son and has devoted much of his time to work on the Tucumcari irrigation project for which he was one of the principal promoters. He has the pen used by the late President Roosevelt in signing the bill authorizing construction of the Conchas dam, which made possible the irrigation project. Hurley will go to Los Angeles for a while and may go into motion picture production.

Inland Theatres Will Build Second House in Spokane

SPOKANE, WASH.—Inland Theatres will build a $300,000 neighborhood theatre as soon as materials are available. A site has been bought. The new theatre will seat 900 and will be built on the stadium plan. The building will include a shopping center with space for six stores, according to F. Frank Harris, Inland manager. It will be the circuit's second house here.

Theatreman Tries Again

UMATILLA, ORE.—Lloyd A. Moore of Hermiston, Ore., has reapplied to the CPA for permission to construct his proposed Umatilla Theatre here. Moore's building would seat 636 persons and would house a watchmaker's shop and an electrical sales and service store in addition to the theatre.

25 Roofed Arena Openings Planned As Kickoffs for 'Body and Soul'

HOLLYWOOD—Enterprise is perfecting plans for simultaneous 25 major city openings in large prize fight stadia of the John Garfield starrer, "Body and Soul." Plans call for one-night-only benefit showings in roofed arenas to give the film an unusual kickoff before moving it into theatres for normal runs. The stunt will be coordinated with sports editors of newspapers and magazines nationally.

Premiere of Jack Wrather's "The Guilty," in Dallas, home town of the Monogram producer, was set for the Melba Theatre, Interstate circuit house.

Frantic Manager Saved By Twist of the Wrist

Clovis, N. M.—The manager of a local theatre, Elmo Courtney, had a demonstration recently of the truth of the old adage, "Anything can happen in show business."

Just prior to opening, a distressed cashier reported that her ticket machine had jammed. Acting promptly, Courtney took the recalcitrant bit of mechanism to his office. He removed his coat and set to work with a screwdriver. He tightened this, loosened that, pressed buttons and did other things. All to no avail.

Two hours passed and the machine still refused to work. Then came the discovery. The cashier had forgotten to unlock the mechanism.

Managerial Assignments Made by Golden State

SAN FRANCISCO—Barney Gurnette, Santa Cruz district manager for Golden State, has appointed Richard Marberry manager of the State and Liberty theatres.

Frank Nash is now at the Carmel Theatre, Carmel; William Souther has been placed in charge of the Monterey, Monterey; Jack Farrell is at the Grove in Pacific Grove, and Harold Brazil is taking over the Rio in Monterey. Joseph Wilson has been appointed manager of the El Rey in Tulare.

Older Mothers Honored

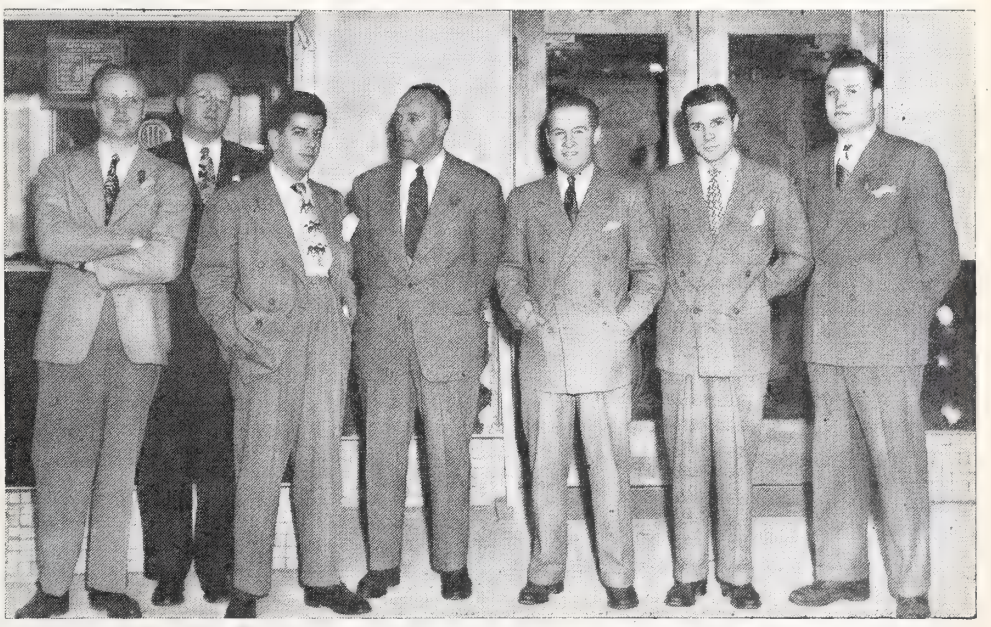
HELENA, MONT. — Helena mothers, 60 years of age and over, were guests of the Fox Helena theatres Mother's day.

Kenneth Thomson Joins E-L as Foy's Assistant

HOLLYWOOD—Kenneth Thomson, until recently a producer at Universal-International, has been signed by Eagle-Lion to act as executive assistant to Bryan Foy, vice-president in charge of production. Thomson replaces Irving Lazar, who resigned to enter independent production. In addition to his regular duties, Thomson will act in an advisory capacity for the development of original stories and screenplays.

Denver's First Drive-In Will Open About June 1

DENVER—This city is getting its first drive-in theatre. The Denver Drive-In Theatre Corp., headed by John Wolfberg, Broadway manager, and his cousin, Harold Cohen, formerly a Metro film salesman in Kansas City, are building a 750-car drive-in at the eastern edge of Aurora, Colo., a Denver suburb. The theatre, slated to open about June 1, will cost about $115,000, and will be equipped with individual car speakers. CPA has given its approval of the project.



WORK ON "CHEYENNE" CAMPAIGN—Fox Intermountain personnel in Cheyenne, Wyo., have joined forces with Warner Bros. representatives in the campaign incidental to the combination world premiere and Rocky Mountain empire preview of the WB picture named for the far western city.

L. to r. in the picture: Pete Foust, Lincoln Theatre manager; Donald Campbell, Princess manager; Dick Stephens, WB field representative; Abe Kronenberg, director of special events for WB; Ray Davis, FI district manager; Jack McGee, FI city manager; Charles Wallace, Paramount Theatre manager.

Managers Consider Bid To Affiliate With CTO

LOS ANGELES—Associated Theatre Operating Managers, the recently formed union that has been waging a lone-hand fight to win recognition from Fox West Coast Theatres, has been offered a union affiliation to strengthen its position and one which, if accepted, will add new fuel to the troubled jurisdictional disputes within the motion picture industry.

Formal invitation for ATOM to affiliate itself with the Office and Professional Workers, a CIO union, was read at a mass meeting of the full membership of ATOM, which is comprised of local managers and assistant managers, a dominant number of whom are FWC employes.

Representing the CIO group and making the offer of affiliation and support were Bernard Lusher and Mrs. Celia Wilby, west coast representatives of the office workers, who pointed out that the affiliation would place behind ATOM the strength of the industry workers already members of OPW.

Spokesmen for ATOM declared that the suggestion was enthusiatically received and informed that they plan the organization of ushers, doormen and cashiers in the immediate area at an early date. As a first step in the process of possible affiliation, a committee of seven men was appointed by ATOM Vice-President George Miller who presided at the meeting in the absence of Henry Pines, president. That committee will make a thorough study of the CIO proposal and report back to the members within the next ten days. On the committee are George Miller, vice-president, James Moran, secretary, and George O'Brien, director, Alan Marten, Stanley Kriner, Arthur Wachs, and Robert Hughes. Aaron Sapiro, the union's attorney and Pines, were appointed as ex officio members of the committee without power to vote.

'Road' Producer Resigns

HOLLYWOOD—Paul Jones, producer at Paramount for the past 12 years and associated with the outfit for 20 years, has terminated his contract with the studio by mutual agreement. The producer was responsible for the Road series of pictures. His latest effort was the film version of the Norman Krasna play "Dear Ruth."

MANLEY
GUARANTEED
POPCORN and SUPPLIES
SATISFACTION
OR YOUR MONEY BACK
W. H. Turpie, Western Division Manager
1914 South Vermont Los Angeles 7, Calif.
REpublic 7528

LOS ANGELES

Theatre folk on the Row were Henry Schuette, owner of the Strand, San Pedro; Morrie Cohen, exhibitor, Council Bluffs, Iowa; Morrie Smith, of the local Playhouse; George Fink, Coronet, San Diego; Dwight "Red" Harkins, Tempe, Tempe, Ariz.; Wade Laudermilk, owner of two theatres in Buckeye, Ariz.; Leo Hamacher, Ramona, San Diego, and W. G. Peck, LaMole, Atascadero, Calif.

After flying from San Francisco to attend the Variety Club convention here, Kroger Babb, Hygienic Productions boss, planed to visit San Diego and points in the southwest before returning to his office in Cleveland . . . "Uncle" Lou Krieger of the Independent film exchanges returned from a successful business trip to Denver and Salt Lake, where he closed a deal for "The Raider" with the Intermountain circuit . . . While visiting on the Row, Earl Strebe, Palm Springs exhibitor, told friends that his new theatre in Las Vegas, Nev., will be named the Fremont, and that the planned opening date is August 23.

Dave Canter, Pacific coast exploitation director for RKO, and Earl Collins, Republic division manager, have returned from a tour of their respective company's exchanges . . . Ed Lebby, PRC-Eagle-Lion salesman, is back at his desk after a sales trip through southern California . . . Home from the MGM sales convention in New York were George A. Hickey, MGM west coast sales manager, his assistant, Samuel J. Gardner, and Thomas A. Aspell jr., Los Angeles manager.

New manager of the Mayan Theatre is Harry Zeidell . . . Jack Lawrence has been added to PRC-Eagle-Lion's salesmen roster . . . Friends of Red Lentz, Columbia salesman, were sorry to hear that he is on the sick list . . . Bob Ableson, Film Classics manager, took a trip to San Francisco the easy way—via plane.

As guests of Dennis Morgan and Jack Carson, Col. and Mrs. Ernesto Rufino visited Warners' "Two Guys From Texas" set. Colonel Rufino, who operates the major chain of theatres in the Philippine Islands, is a veteran of the "death march" that followed the fall of Corrigidor. He entered the Philippine army as a second lieutenant the day the Japanese attacked his country.

Bandit Shot, Pal Captured At Seattle Paramount

SEATTLE—One bandit was shot and a suspect captured in the holdup of Evergreen's de luxe Paramount Theatre May 8. The first was found dead next day in a car parked near the house. He had killed himself with his own gun.

The pair held up Ed Hamrick, assistant manager, and Corrine Vickstrom, cashier, at 10:30 p. m. while they were in the boxoffice. A rookie detective, Stanley Bowerman, who was off duty and had just left the theatre, spotted the robbery, whipped out a revolver and opened fire.

One of the bandits fired back while fleeing but was seen to stagger as if hit. The other gave himself up. The first was found dead with a bullet wound in his temple from his own gun and two other wounds from the policeman's gun. Approximately $300, which was the sum obtained in the robbery, was found in his pocket. Police identified him as Charles E. Robinson, Los Angeles.

SEATTLE

Theatre operators from the Pacific northwest who attended the PCCITO convention in Los Angeles included: L. O. Lukan, James A. Hone, H. L. Berg, B. C. Johnson, Joe Danz and Jack Neville, Seattle; Junior Mercy, Yakima; Arthur St. John, Chehalis; Mike Barovic, Puyallup; Walter Graham, Shelton; Howard Taylor, Sequim; Walter Coy, White Center; Lionel Brown, Edmonds; Irvin Fey, Renton; Robert Wall, Lewiston, Ida., and Clarence Golden, Great Falls, Mont.

Hugh Braley, western district sales manager for Paramount, and his assistant, Harold Wirthwein, were in town for presentation of bonus checks to branch staffers as the result of the exchange finishing second in the recent sales drive, and for the launching of the new one, 35th Year of Leadership. Herb Kaufman, manager; Bob Blair, exploitation representative, and Max Hadfield, Johnny Kent, Larry Pulis and Hannah Trager, sales staff, shared in the checks. Other employes were given a week's extra pay.

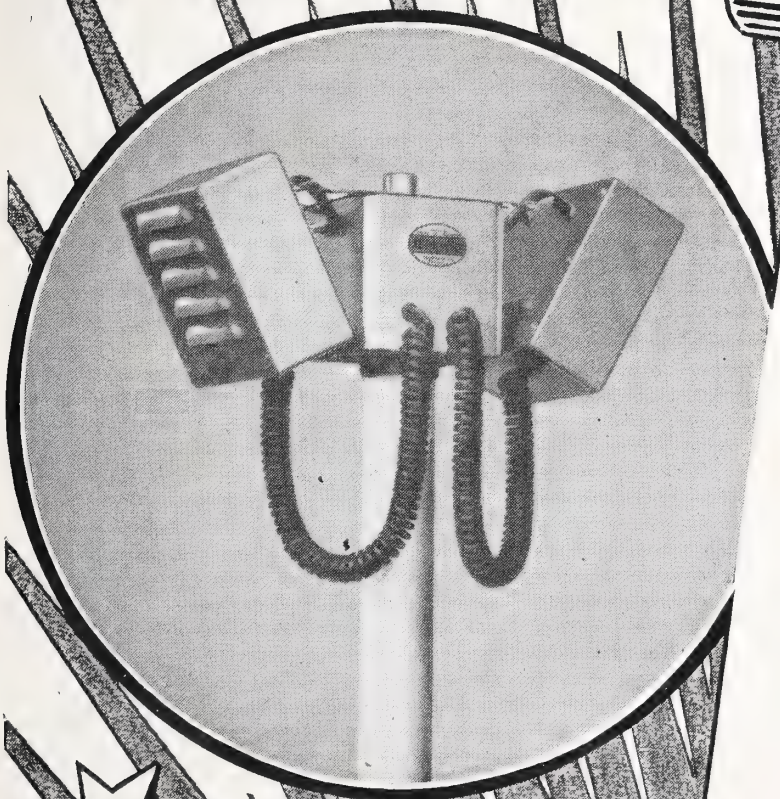
Eugene O'Brien has joined the staff of James Walsh, branch manager for SRO, as booker. He formerly was with Columbia . . . Frank Soule, supervisor of exchange operations for Eagle-Lion, is here from New York visiting with Wally Rucker, branch manager . . . E. L. Clawson is back from Portland and is associated with Selom Burns in the operation of the Little Victor preview theatre.

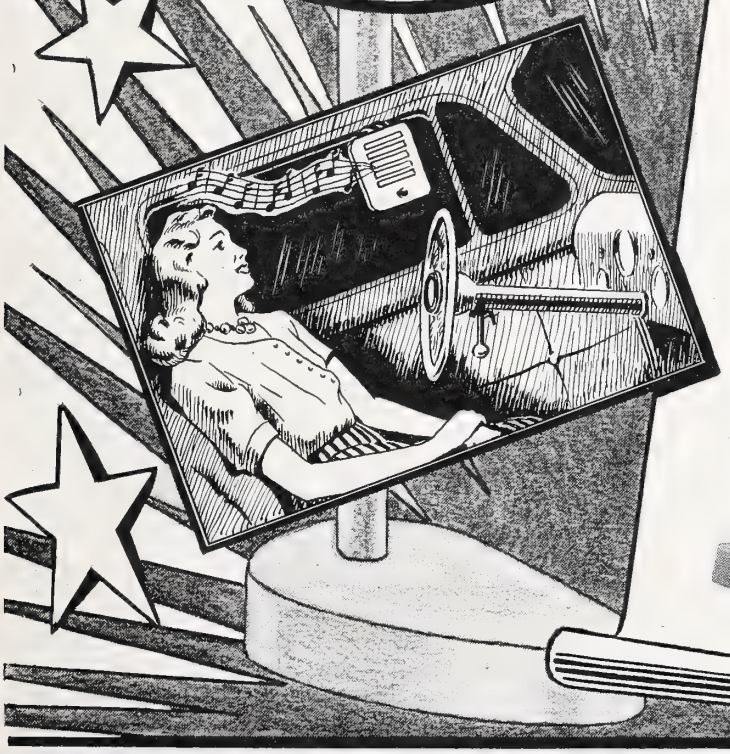
Yvonne De Carlo, U-I star, passed through here after meeting with her future in-laws and left for Denver with Phil Phillips, exploitation director, to make a personal appearance . . . The Northwest Film has inaugurated a candlelight cocktail hour beginning at 5:30 p. m. . . . Gerard Peterson of the B. F. Shearer projection department was wed to Ruth Whitaker.

Bob Rosenberg, Puyallup exhibitor, has recovered sufficiently from his illness to be moved from Providence hospital here to his home . . . Billy Stratton, Paramount head shipper, is vacationing in Los Angeles . . . Charles Feldman, U-I western division manager, and Barney Rose, western district manager, were in for conference with Art O'Connell, branch manager . . . Les McEacheran has resigned as salesman for PRC-E-L . . . U-I's "The Egg and I" has been booked to play day and date at the Orpheum and Palomar Theatres.


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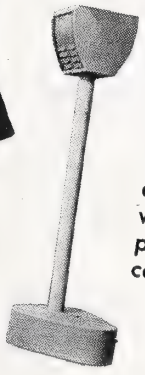
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SALT LAKE CITY

Dan Cupid did a good week's work at the Paramount office here. Mary Needham, switchboard operator; Jackie Boberg, assistant contract clerk, and Magene Hortin, cashier, all were married last week . . . To top off a frantic week Frank H. Smith, Paramount branch manager, became a grandfather. Son Frank and his wife had a son, their first.

Smith still was calm enough, though, to conduct the branch sales meeting during the week, when all the salesmen came into town to hear Hugh Braly, division manager, and Harold Wirthwein, district manager, tell them of the company's new product for the fall season . . . Robert Quinn, district exploiteer, came over from Denver to sit in on the meeting . . . Paramount also has a new salesman in part of the Montana area. He is Gilbert Sessler, who replaces Jimmy French. The latter has been transferred to San Francisco.

Jerry Safron, Columbia district manager, was in town to confer with Bill Seib, branch chief . . . Eddie Hyman of the New York office of Paramount's theatre department dropped in at Intermountain Theatre headquarters on his return from a company convention at Arrowhead. He was accompanied here by Tracy Barham, Intermountain vice-president and general manager, and Ray Hendry, Barham's assistant, who also had attended the convention.

Marie Boam, secretary to Clyde Blasius, 20th-Fox branch manager, has been transferred to the company's Dallas office. Clyde's daughter, Beverly, replaces Marie.

Viva Rae Oldroyd has resigned as stenographer in the Monogram office here to go on a mission for the Morman church . . . Fox Movietone News will make a special short subject on Utah's centennial, Gus P. Backman, director of the celebration, says he has been informed. The commission is assembling material for the short, which will show the trek from Nauvoo, Ill., to Salt Lake City, being re-enacted by a special church group this year. Scenes of irrigation, started in the west by the pioneers, also are expected to be included in the film.

Jean Pierre Aumont, screen star, paid his first visit to Salt Lake City last week and found "it is everything I had heard it was."

Golden State Chain Adds Village at San Lorenzo

SAN FRANCISCO—The San Lorenzo Village Theatre, a 931-seat stadium type house, had a gala opening with R. A. McNeil, E. H. Emmick and M. Naify, top executives of the Golden State circuit, in attendance.

The house will be operated as a unit in Dave Bolton's division with Sol Bolnick as manager. Jimmy Reed, manager of the Fruitvale Theatre, Oakland, acted as master of ceremonies.

A feature of the new house is the black light murals. Appointments are consistent with Golden State's policy of erecting the most modern theatres possible.

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Reduced-Price 'Duel' Hot in Los Angeles

LOS ANGELES—After playing 18 weeks on a roadshow basis, "Duel in the Sun" opened at popular prices in 24 metropolitan area houses this week and even so was the top grosser among the first run showcases. Most of the new pictures, not competing against themselves on such a wide front, did well.

(Average is 100)

Belmont, El Rey, Orpheum, Beverly and Vogue—**Duel in the Sun** (SRO), 19th d. t. wk. 200
Bruin, Ritz, United Artists, Studio City, Iris and Carthay Circle—**Odd Man Out** (U-I) 175
Chinese, State, Uptown and Loyola—**The Homestretch** (20th-Fox), 2nd wk. 125
Downtown Paramount—**Northwest Outpost** (Rep); **The Fabulous Suzanne** (Rep) 80
Egyptian, Wilshire and Los Angeles—**The Yearling** (MGM), 3rd wk. 100
Four Music Halls—**The Macomber Affair** (UA), 2nd wk. 125
Four Star—**The Late George Apley** (20th-Fox), 4th d. t. wk. 125
Hillstreet—**The Farmer's Daughter** (RKO) 175
Hollywood Paramount—Same as Downtown 100
Million Dollar—**Carmen** (Superfilm); **Bedelia** (E-L), 2nd run 100
Pantages—Same as Hillstreet 175
Warners Downtown, Hollywood, Wiltern—**The Two Mrs. Carrolls** (WB) 150

'Egg' Smashes House Record At San Francisco Orpheum

SAN FRANCISCO—Breaking all house records for the opening day and for the week was the opening of "The Egg and I" at the Orpheum Theatre. The rest of the first runs had a rather weak week.

Esquire-Tivoli—**The Macomber Affair** (UA); **Blondie's Big Moment** (Col), 3rd wk. 120
Fox—**The Late George Apley** (20th-Fox); **The Jewels of Brandenburg** (20th-Fox) 100
Golden Gate—**A Likely Story** (RKO); stage show 95
Orpheum—**The Egg and I** (U-I) 300
Paramount—**Blaze of Noon** (Para); **Ladies' Man** (Para) 110
St. Francis—**Calcutta** (Para), 3rd wk. 135
United Artists—**The Private Affairs of Bel Ami** (UA), 3rd wk. 110
United Nations—**The Best Years of Our Lives** (RKO), 8th wk. 130
Warfield—**Carnival in Costa Rica** (20th-Fox); **Backlash** (20th-Fox) 100

Grosses at Denver Theatres Hold Up Well Despite Rain

DENVER—Even with weekend rains most of the first runs went above average. "My Brother Talks to Horses" with "Lighthouse" is holding at the Broadway.

Aladdin—**The Macomber Affair** (UA); **So Dark the Night** (Col), 2nd d. t. wk. 110
Broadway—**My Brother Talks to Horses** (MGM); **Lighthouse** (PRC) 120
Denham—**Suddenly It's Spring** (Para); 3rd wk.; **Danger Street** (Para) 110
Denver and Webber—**Johnny O'Clock** (Col); **The Ghost Goes Wild** (Rep) 118
Esquire and Paramount—**The Late George Apley** (20th-Fox); **The Magnificent Rogue** (Rep), 2nd wk. 95
Orpheum—**The Farmer's Daughter** (RKO); **The Devil Thumbs a Ride** (RKO), 2nd wk. 100
Rialto—**Pursued** (WB); **Little Iodine** (UA), 2nd run 90
Tabor—**Hit Parade of 1947** (Rep); **Spoilers of the North** (Rep) 80

'Duel' Sets New Record In Seattle Opening

SEATTLE—All midweek opening day records for the Fifth Avenue Theatre were smashed here when "Duel in the Sun" opened its roadshow engagement to a shattering 260. The gross not only topped the opening mark of RKO's "The Best Years of Our Lives" but also that of "Gone With the Wind," previous title holder at the Fifth Avenue.

Blue Mouse—**Captain Caution** (FC); **Captain Fury** (FC), reissues, 2nd d. t. wk. 90
Fifth Avenue—**Duel in the Sun** (SRO), roadshow 260
Liberty—**It's a Wonderful Life** (RKO), 2nd wk. 120
Music Box—**The Macomber Affair** (UA), 2nd d. t. wk. 100
Orpheum—**Stallion Road** (WB) 110
Palomar—**Down Missouri Way** (PRC); **Don Ricardo Returns** (PRC), plus stage show 95
Paramount—**It Happened in Brooklyn** (MGM); **Little Mr. Jim** (MGM) ..... 10(
Roosevelt—**Smash-Up** (U-I) 125

DENVER

A. C. Stalcup, Fox Intermountain Theatres city manager in North Platte, Neb., gave the use of the Fox to the Rotary club for their 120th district conference.

City managers of the Cooper Foundation Theatres in Colorado assembled in Denver for a full day of short subject screenings. Attending were Jack Bruno, Greeley; Vern Austin, Grand Junction; Kenneth Mead, Pueblo, and Ike Hoig, Colorado Springs . . . Pat McGee, general manager of Cooper, attended the Variety convention in Los Angeles . . . Ralph Ayer, assistant to McGee, made the rounds of the Cooper theatres.

Godfrey "Buddy" Briggs has been named assistant manager of the State. His dad, "Buzz" Briggs, has been manager of the theatre for many years . . . Film Exchange Employes Local B29 observed its tenth anniversary with a dinner and entertainment at the Albany hotel. Don Tweddale was master of ceremonies. Ten new members were initiated and several were present who were charter members.

Sam Milner, district manager, and Frank Soule, manager of exchange operations for PRC, were in town for conferences with M. R. "Bud" Austin . . . Joe Stone, manager of the National Theatre Supply, attended the Los Angeles sales meeting for the western part of the country.

F. A. "Bud" Lewis, formerly a Manley salesman in Indianapolis, has returned to Colorado to be salesman for them here . . . Barney Shooker, Columbia salesman, is recovering nicely from his recent operation, and was down to the office this week.

The RKO exchange, headed by Tom Bailey, established a 100 per cent record in sales of the three specials in the recent Ned Depinet drive. So the exchange is at least sure of some of the money on this angle, since it would be impossible to top 100 per cent . . . Albert Kolitz, RKO district manager, has returned from a Salt Lake City business trip, and has accomplished what was thought to be impossible—he has found a house to rent in Denver.

Paul Allmeyer, Paramount booker, is on the committee for the Junior Chamber of Commerce Gold Rush days, to be held in Idaho Springs, Colo., June 21-27. The town will be wide open for this affair, and theatre men especially are invited . . . Mayer Monsky, Universal branch manager, went to Omaha to attend the funeral of his brother Henry . . . John Denman, manager the Mayan, member of the South Side Civic Ass'n, has been named by that body to represent them on the Denver tourists and convention bureau.

Norma Long is the new southern district biller, Fox Intermountain Theatres, succeeding Vivian Sodurlund, who is now secretary to Milt Hossfeld, film buyer . . . The staff of the Webber, of which Robert Lotito is manager, have started a staff paper, holding a contest to secure a name. Ruth Penn and William McCarthy are co-editors.

Civic Showmen Injured When Car Overturns

DENVER—A. P. Archer, president of Civic Theatres; Arthur Sears, Civic auditor, and his son, Charles Sears, were painfully injured when the car in which they were riding turned over four times as they were returning from a Wyoming fishing trip. Archer suffered a broken collar bone and three broken ribs; Arthur Sears sustained a sprained shoulder, and Charles Sears suffered a broken shoulder.

Appeal Board Upholds Milwaukee Decision

NEW YORK—The appeal board of the motion picture arbitration system upheld a clearance award made by the Milwaukee arbitrator in favor of Mars Theatre, Inc., operating the Mars in Milwaukee. The arbitrator granted the Milwaukee and Hollywood theatres 14-day clearance over the Burleigh; gave the Hollywood 14-day clearance over Mars and granted the Burleigh a one-day clearance over the Mars.

The Milwaukee and Hollywood formerly held a 21-day clearance over the Burleigh, with the Burleigh enjoying a seven-day clearance over the Mars.

The appeal was taken by the complainant and the intervenors, Milwaukee Theatre Co. and the Hollywood Operating Co. The cost of the appeal was shared equally by Langenreich Bros., operating the Burleigh Theatre; Milwaukee Theatre Co.; Hollywood Operating Co., the complainant, and Loew's, Paramount and RKO. The original clearance complaint named the Big Five as defendants.

William Valos to Enlarge Geneva Capacity by 300

GENEVA, ILL.—Application has been made to the city council by William Valos for permission to remodel the Geneva Theatre and increase its seating capacity by 300.

Plans call for reducing the size of the stage to permit another 100 seats in front and for moving the wall at the rear to provide for another 200 seats in that section. Valos also is planning to remodel the lobby and erect a new porcelain front. Adjacent space will be taken over by the theatre for a soda shop which will be accessible from both the lobby and the street.

Valos said the remodeling program would cost about $10,000.

J. J. Overton Sells Share In Winchester Theatre

WINCHESTER, ILL.—J. J. Overton recently sold his interest in the Lyric to Paul Stehman of Chicago, who is returning to make Winchester his home. Guy Faul, who had been Overton's partner in the ownership of the Lyric and other theatres here since April 3, 1914, will continue in business with Stehman. The policy of the Lyric will remain as in the past. Faul & Overton purchased the local theatre business from the late Thomas Drake and had their first show April 3, 1914, in the old opera house block. They moved to the present location in October of the following year.

Ben Mortenson Appointed Assistant Lido Manager

MAYWOOD, ILL.—Ben Mortenson of Madison, Wis., has been appointed assistant manager of the Lido Theatre here. Mortenson was chief of service at the Capitol Theatre in Madison before the war and after his army service worked in Milwaukee for the Standard Theatres circuit as assistant manager of the Riverside and manager of the Times.

George Kerasotes Named On Mayor's Labor Group

SPRINGFIELD, ILL.—George Kerasotes of the Kerasotes Bros. circuit has been named to the mayor's labor committee, designed to keep labor troubles in the Illinois capital at a minimum.

Talkers in Theatres Among Noise Peeves

Chicago—Different noises have different effects on Chicagoans, the local noise abatement commission has discovered. Six judges will meet here at the beginning of National Noise Abatement week, to determine who has written the seven letters best describing obnoxious sounds. One boy protested the noise he most dislikes is the voice of his mother calling him from a softball field.

Another gave the distinction to his sister's piano playing. Another objected to the popcorn crunchers, gum-crackers and talkers in the motion picture theatres. Many objected to the loud playing of radios, door slammers, dripping water faucets and high sopranos on the radios.

Rupp Succeeds Johnson As Middletown Manager

MIDDLETON, WIS. — Harold "Happy" Rupp has been appointed manager of the Middleton Theatre here succeeding Manager Johnson. Rupp has had experience as assistant manager of a house in Madison and more recently has been manager of the Towne Theatre at New Holstein.

Kendallville Princess Open

KENDALLVILLE, IND.—The Princess Theatre has been opened here for operation five days a week, Thursday through Monday. It is being handled by Cleon Point, who also manages the Strand.

New Erie House Opens

ERIE, ILL.—Erie's new theatre, the J&G, opened last month. The house is owned and operated by two brothers, John and George Farral, who formerly operated grocery stores in Kewanee.

New Stadium Opened In Mount Vernon, Ill.

MOUNT VERNON, ILL.—Fox Midwest Theatres gave a preview opening of its beautiful new Stadium Theatre here the evening of Wednesday (14). Homer Marvel, local manager for Fox West West, sent out invitations for a special showing of "The Homestretch."

The opening of the 700-seat Stadium gives Mount Vernon one of the finest houses of its size in the middle west. It was erected on the site of the Fox Midwest Royal Theatre, a 450-seater which was destroyed by fire last November 11. The new house was designed by Sam Bihr jr., Kansas City theatre architect, while the general contractor was Claude Fuller of Benton, Ill.

The exterior neon lighting of the new theatre is a distinct feature. The 60mm size tubing used gives extraordinary illumination for the front of the house. National Theatre Supply Co. furnished the booth equipment, the spun glass draperies came through Jack Baker of the Theatrical Scenic Studios, St. Louis. The sound and booth installation was handled by Altec Service Corp. of St. Louis. The interior decorations were carried out in three colors—mulberry, off-white and chartreuse.

The name was selected in a contest conducted by the Mount Vernon Register, and some 5,000 suggestions were received.

The opening night was a civic event with Mayor Bishop and members of the city council and local businessmen participating in the opening festivities. The Fox Midwest organization was represented by Lon Cox, Senn Lawler and Lou Pope, of the Kansas City FMW office, and Fred C. Souttar, district manager, St. Louis.

Leon Koch, formerly manager of the Orpheum Theatre, Cape Girardeau, Mo., has been transferred to Mount Vernon as manager of the Stadium Theatre, Homer Morvel is the city manager for Fox Midwest houses, which now include the Stadium, Granada and Plaza.

Bud Meyer, former assistant manager, Orpheum, Cape Girardeau, will be manager.



GREETING FIRST CHICAGO NSS MANAGER—The first manager of National Screen Service in Chicago, Harold Young was transferred to the New York office 15 years ago and hasn't been back since until the recent Windy city NSS convention. The "old guard" from NSS, and some who don't work there any more, arranged a luncheon and gift for Young.

Front row, usual order: Chris Chinn, Columbia booker; Ida Durchslag, retired; Henrietta Wenzel, NSS; Josephine Halik, Allied Theatres; Sammy Ember, NSS. Back row: Angel Robinson, NSS; and Ethel Chez, NSS; Young; Rose Cogan, NSS; Ida Granotti, retired; Capitola Shotwell, NSS.

ST. LOUIS

Lester Bona, Warner manager, is learning the joys of home ownership. Currently he is making repairs to window and door screens. . . . Bona broke into the Dizzy Dean-Johnny O'Hara baseball play-by-play broadcast from Sportsmen's park one night last week. Irv Waterstreet, MGM exploiteer, dropped into the Dean-O'Hara booth during a hot pitcher's battle between Bob Feller of Cleveland and Cliff Fannin of the Browns. Bona sent a note to Dizzy warning that Waterstreet's presence in the booth might prove a jinx to the Brownies, and O'Hara promptly told the listening world of its contents. Bona was some prophet. The Browns lost 4 to 3, in 11 innings.

Johnny Walsh, Screen Guild, was a prophet last week, too. He was discussing the probable outcome of the Preakness, a few hours before that classic was run at Baltimore May 10. "You know those four horses are so closely matched they could reverse their Kentucky Derby run," said Walsh. They finished Faultless, On Trust, Phalanx and Jet Pilot in the Preakness and Jet Pilot, Phalanx, On Trust and Faultless at Louisville.

The Jefferies in Piedmont, Mo., is undergoing extensive remodeling. A. B. Jeffries is the owner . . . The Boone county fair in Columbia, Mo., abandoned in 1916, will be revived this year. Dates are August 31-September 2 . . . Eighty-three agricultural fairs, eight more than in 1946, will be held in Illinois this year.

No new tax legislation will be enacted by the board of aldermen until the state supreme court has decided the suit of the Carter Carbureter Co. attacking the validity of the city's income and withholding tax ordinance. Final arguments in the city's appeal from a circuit court decision holding the ordinance unconstitutional were presented to the supreme court at Jefferson City last week. Tax bills killed at the 1946-47 session of the aldermanic board included a 5 per cent tax on amusements.

William C. Gehring, central sales manager, and W. E. Scott, midwest district sales manager, of 20th-Fox, were here May 9 and 10. Gehring later went to Kansas City and planned to fly from that city to California . . . Eugene Fitzgibbons, 20th-Fox student salesman, is traveling the various zones in company with the regular salesmen and getting acquainted with exhibitors and bookers. He is a son of J. J. Fitzgibbons of Toronto, president of Famous Players Canadian Corp.

Harry Hynes jr., Missouri salesman for Universal, is back on the job, having recovered from injuries sustained April 15 when his 1942 Ford was sideswiped and wrecked by a speeding driver near Cape Girardeau . . . Hugh Nesbitt, St. Louis city salesman for Universal, has recovered from the illness that had him off the job for a couple of weeks . . . F. J. A. McCarthy, southern and Canadian division manager for Universal, spent two days here.

Ted Barker, advertising and publicity manager for Loew's State and Orpheum, will serve this summer as theatre relief manager in Kansas City, Terre Taute, Indianapolis and Louisville. He will take over the Loew's Midland, Kansas City, on May 24 and will not return to St. Louis until September. He will then be ready for his own vacation.

Flight demonstrations of the Phantom, the new jet-propelled fighter plane used by the navy, were shown in Technicolor films at the St. Louis air fair this week . . . A county fair, with all of the traditional trappings, will be staged by St. Louis county August 23 through September 1 on the former parade grounds at Jefferson Barracks, Mo.

Ralph Gray, amateur motion picture producer of Mexico City, will give an exhibition of his work here next month under the sponsorship of the Amateur Motion Picture club of St. Louis . . . The Globe-Democrat announced that sound-color motion pictures of the 1946 soap box derby in St. Louis and the all-American finals in Akron, Ohio, are now available for showing at club meetings and other local gatherings.

Ruby S'Renco, owner of the Art Theatre, and his daughter Charlotte returned recently from a five-day trip to New York, where he met Harry Greenman, manager of the N. Y. Capitol who formerly managed Loew's State and the Fox theatre here. Ruby and his wife were to leave this week for a vacation in New Orleans.

Harry Miller has opened his new theatre in Festus, Mo., the Miller Junior, a 500-seater, formerly the Idle Hour . . . The Lookies Theatre, Williamsville, Mo., has been closed . . . Vincent "Red" Rost, owner of the Dixie Theatre in New Madrid, Mo., is doing his part to relieve the housing shortage by erecting five homes to be occupied by war veterans and their families. If materials become available he may erect later a couple of dozen of the frame cottages for the GIs.

Doc A. H. Mercier of Perryville is coming along very nicely despite his long and protracted illness. He drops in at the Mercier Theatre from time to time and keeps up with current happenings in filmdom . . . Louis Stahl, who at one time operated the Union, Mikado and other theatres here, and his son Maury, who was a prominent figure in the Skouras Bros. organization here, were visitors. Both now are interested in theatres in New Jersey.

John Dickson, Elmo, St. Elmo, Ill., and Tilden Dickson, Crystal City, Mo., exhibitor, are expected back from California this week, where they went two weeks ago because of the fatal illness of their mother.

Maryann Kaimann, daughter of Mrs. Chester S. Kaimann, is engaged to marry William B. Bache, son of Mr. and Mrs. Carter Bache of Nanticoke, Pa. She is a granddaughter of the late Stephen A. Kaimann, who gave North St. Louis its first motion picture houses. Her father also was in the motion picture business.

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Robin Theatre Decision Is Due Soon in St. Louis

ST. LOUIS—Judge Francis Williams has taken under advisement the new action brought by the owners of the Robin Theatre, 5479 Robin Ave., to compel the officials of St. Louis to allow the house to reopen and operate without further molestation.

Recently the police and fire departments closed the theatre after Walter H. Kammann, city fire marshal, and H. H. Baum, building commissioner, charged that the 30-year-old theatre did not conform to new provisions of the city code.

The Missouri supreme court later denied two applications of the theatre owners for writs of prohibition against Kammann, Baum and other representatives of the city and police. The high court held that the owners could not take a short-cut for a decision from that tribunal but would have to file a suit in the circuit court. Later, of course, either the owners or the city may appeal.

A major question is whether the code provisions the city is attempting to enforce are retroactive. The Robin owners contend that in order to comply they would have to tear down and rebuild from the ground and their $40,000 investment would be wiped out.

In the meantime the theatre is dark.

Carlisle Rebuilding Begun; Will Reopen in 90 Days

CARLISLE, IND.—Rebuilding of the Vivian Theatre is under way here. The new building will be made of brick, cement blocks and concrete and will have a steel supported roof. The front will be cream stucco and will be enhanced by the use of glass. Stairways leading from the street will give entrance to the balcony and projection booth. The main entrance will contain an outer lobby, in which the concession will be housed, and an inner lobby. Reopening of the Vivian is expected in about 90 days. Owner of the house is John Allison of Tell City.

Cold Weather Drives Chicagoans to Films

CHICAGO—With plenty of cold weather, baseball and other outdoor attractions were not much opposition to show business. Conventioneers gave Loop theatres a good play. Business was brisk at the Chicago with Carmen Cavallaro and band on stage plus the screen attraction "Ladies' Man." The Oriental had a very good week with the Andrews Sisters heading the stage show, plus "Michigan Kid" on the screen. "It Happened in Brooklyn" bowed in great at the United Artists, and the RKO Palace did okay with a twin bill, "Ramrod" and "Susie Steps Out." "The Best Years of Our Lives" at the Woods and "The Jolson Story" at the Apollo were still going strong.

(Average is 100)

Apollo—**The Jolson Story** (Col), 19th wk.....120
Chicago—**Ladies' Man** (Para); stage show.....145
Garrick—**Angel and the Badman** (Rep), 2nd wk.....110
Grand—**The Macomber Affair** (UA), 2nd wk. 110
La Salle—**Born to Speed** (PRC); **Devils on Wheels** (PRC) 110
Oriental—**Michigan Kid** (U-I); stage show.....145
Palace—**Ramrod** (UA); **Susie Steps Out** (UA).....115
Roosevelt—**Stallion Road** (WB), 2nd wk.....110
State-Lake—**California** (Para), 4th wk.....110
Studio—**Sins of Bali** (Rosenberg); **She Devil Island** (Rosenberg), 4th wk. 105
United Artists—**It Happened in Brooklyn** (MGM).....125
Woods—**The Best Years of Our Lives** (RKO), 20th wk. 140
World Playhouse—**Carmen** (Super Films).....120

Indianapolis Grosses Spotty; Neighborhoods Cry Blues

INDIANAPOLIS—Business was spotty and the weather was cold and inclement. Neighborhood theatres complained about poor grosses.

Circle—**Easy Come, Easy Go** (Para), plus Frankie Carle on stage.....125
Indiana—**Suddenly It's Spring** (Para); **Fear in the Night** (Para) 100
Keith's—**The Best Years of Our Lives** (RKO).....225
Loew's—**Johnny O'Clock** (Col); **Cigarette Girl** (Col) 85
Lyric—**The Egg and I** (U-I), 4th d. t. wk.....100

Little Disturbance Created By Quake in Milwaukee

MILWAUKEE — The slight earth tremor felt in Milwaukee and other parts of the state had little effect on downtown theatres. Several patrons left their seats at the Warner Theatre and wanted to know what was going on. The large sign at the Riverside, according to the management, swung in pendulum fashion and "seemed to be breaking loose from its base." The stage scenery at the Empress "shook like palm trees in a big breeze," Charley Fox, operator, reported.

Fox Switches Managers

BENTON, ILL.—A switch in managers of the Fox Midwest circuit in southern Illinois has sent J. Eldon DeSilva, manager for the circuit's Capitol and Star theatres here for the past five years, to Marion, Ill., to take over the direction of the Orpheum and Plaza theatres. Richard L. Wright, manager of the Marion houses for the past three years, is now in charge of the Capitol and Star.

Jeff Theatre Reopens

CHICAGO—The Jeff Theatre in Jefferson park, closed recently for installation of a new sound system and screen, has reopened.

C. W. Brooks Buys Marshfield Site

MARSHFIELD, MO.—Land has been purchased here by C. W. Brooks of the Ritz Theatre for construction of a new showhouse when building conditions are right.

St. Louis Film Industry Begins Big UJA Drive

ST. LOUIS—Sparked by a conference with Barney Balaban, national chairman of the motion picture division, the St. Louis film industry participation in the UJA got away to a strong start at a meeting in the Chase hotel. The conference was called by Joe Ansell of the Ansell Brothers circuit, local motion picture division chairman, when it was learned that Balaban and Peter Colwin, UJA national director of trades and industry, and Sam Shain of 20th-Fox, would be here. Sixty persons attended the meeting.

Ansell, who left May 10 for California, appointed Sam Komm, head of the SK circuit, and Fred Wehrenberg, president of the MPTOA, to serve as the local co-chairmen while he is away.

Komm contributed $10,000 and his brother Lou, president of Southern California Pictures, made an initial gift of $3,000. Edward B. Arthur gave $1,000 and Clarence Turley $250.

Others who attended the meeting included Tommy James, Herb Washburn, Maurice Schweitzer, H. J. Bennin, Charley Goldman, Nat Koplar, M. L. Plessner, Bob Johnson, Al Poos, Mat Schulter and Joe Litvag.

Massac Theatres Buys R. C. Cluster Houses

METROPOLIS, ILL.—The 600-seat Massac Theatre, erected by Robert C. Cluster of Salem, Ill., in 1938, and the 300-seat Royal which he purchased in 1940, have been sold by Cluster to the Massac Theatres, Inc., which has been organized by a group of Metropolis business and civic leaders. Eddie Clark, who has been managing the two theatres for Cluster, continues as manager under the new owners. Cluster owns the Globe, Lyric and Salem in Salem, and the Palace in Johnston City, Ill.

Officers of Massac Theatres are President Bernard Lurie and General Manager Eddie Clark with Del Kreuter, Ray Harper, R. D. Simmons, Lindell W. Sturgis, Lloyd Helm, John Goodall, J. B. Humma, Ike Foreman, Fred Benifield, Alfred Benifield, Ray Mittendorf and H. C. Helm as stockholders.

In addition to the Massac and Royal theatre properties the deal included the ground on Market street on which the old Illinois Theatre was located. That house, which had been operated by O. Lessing of St. Louis, burned several years ago.

The new company plans to remodel the Royal as soon as possible, adding a balcony and 100 seats. The balcony for colored people.

Melrose Theatre Remodeled

MELROSE PARK, ILL.—The interior of the Melrose Theatre here has been redecorated and a new front has been installed.

Cap Guns Now Legal But Not in Theatres

Madison, Ind.—Madison youngsters must surrender their "firearms" if they want to see a motion picture at any of the local theatres.

The order was issued by all managers here who resented the competition offered to horse opera greats every time the shooting began on the screen. The shooting started after the recent session of the Indiana legislature legalized the use of cap pistols.

Now the theatre managers have posted watchers to see that all toy firearms are placed on a table near the door.

From the BOXOFFICE FILES
(Twenty Years Ago)

INDICATIONS are that the Skouras Bros. will take over the Loew's State Theatre in St. Louis. If this happens, Skouras Bros. will control the first run situation in St. Louis practically 100 per cent.

It is known that Skouras Bros. do not look with favor on the erection of a new 5,000-seat house in St. Louis by William Fox, as it is generally believed the city is now largely overseated. The brothers have discussed the first run situation with Fox and it is not entirely beyond the realm of possibility that some plan may be worked out for Fox pictures without throwing another 5,000 seats on the amusement world to be filled up twice a day.

* * *

The lease of the Gayety Theatre, 14th street and Locust boulevard, St. Louis, has been sold to Sidney C. Anschell, operator of the Star and Garter Theatre of Chicago. The announcement was made by Roy Crawford, vice-president of the Amusement Syndicate Co., owners and managers of the Gayety . . . Russell Sauvage, 20, associated with his father, former Mayor William M. Sauvage of Alton, Ill., and Ruth Palmer, a chorus girl with the Tad Wilkinson Musical Comedy Co., were married at Edwardsville, Ill., recently.

* * *

Flood relief shows were given recently by 75 theatres in the St. Louis territory. Most of the theatres have reopened in the flooded area.

* * *

The syndicate headed by Frank Sanders of Edwardsville, Ill., has had plans prepared for a new theatre at Wood River, Ill. The new building will cost about $100,000.

* * *

Negotiations for the continuance of his Columbia franchise in the St. Louis territory were concluded this week when Barney Rosenthal signed a contract with Joe Brandt, president of Columbia Pictures, for the distribution of "The Perfect Thirty" in his territory. Rosenthal has owned the Columbia franchise in this district since the company's inception.

* * *

Stuart Barrie, organist at the Ambassador Theatre in St. Louis, has signed with Skouras Bros. for five years . . . The St. Louis Municipal Theatre Ass'n has achieved a record in the selling of $110,00 worth of tickets for the ninth annual opera season, to start June 6.

* * *

The new Gem Theatre, Marissa, Ill., was opened April 30 by Frank Finger and Louis Degen. It is now one of the most modern theatres in this section of the country . . . S. Sigoloff, through his architect, Otto J. Kreig, 922 Wainwright Bldg., has taken bids on a new theatre building to be erected at the southeast corner of 18th and Park avenue, which will be known as the Elite Theatre.

* * *

Tom McKean, manager of the St. Louis FBO office, spent much of the past week in the territory . . . J. Meador has taken over the theatre at Macon, Mo. . . . One of the famous taxicabs used to save Paris from the Germans in the early days of the world war was brought to St. Louis to exploit the showing of "Seventh Heaven" . . . The Farmington Entertainment Co. of Farmington, Mo., plans to erect a new theatre there . . . The Minden Amusement Co., Rollin Williams manager, Minden, Mo., plans to rebuild its theatre at once . . . Harry Kelley has just purchased a site on West 12th street, Bentonville, Ark.

CHICAGO

The Jack Benny show, at this writing, looked like it would top the house record at the Chicago by almost 10 per cent. There were sidewalk and lobby holdouts most of the day and night. Six-and-seven shows a day, plus alert operation by Co-Managers Ray Thompson and Charles Nesbitt, were important factors in cracking the record . . . A fast date set by Paramount gave the Chicago Theatre the midwest premiere of "Calcutta" May 16.

William T. Gilliam, 17, died May 9. He was the son of Tom Gilliam, 20th-Fox manager . . . Seymour Simon, lawyer, and Van A. Nomikos, Allied vice-president and head of the C.V.N. circuit, have returned from a series of conferences at the New York headquarters of major film companies. Van Nomikos is seeking improved clearances for his theatres . . . Spyros Papas, Alliance circuit executive, went to Washington on an inspection tour of theatres in that territory.

Great States circuit opened its run of "Duel in the Sun" at the Colfax, South Bend, May 15, and followed with the same picture May 16 at Tivoli, Aurora; Castle, Bloomington; Empress, Decatur, and West, Galesburg. Matinee admission prices are 75 cents and evening prices $1, plus tax . . . Edward Levinger, Solomon Glick and S. Pollock have organized the Amusement Enterprises with headquarters at 200 Drexel Blvd.

Roy Haines, western division sales manager for Warner Bros., was in town for a confab with local branch executives Harry Seeds and Jack Shumow. He is making a tour of the midwest territory . . . William Saltiel, who heads the Chicago-financed Marshall Grant Productions, and Marshall Grant, producer, planed to New York to make arrangements for the film version of the late Damon Runyon's life. A large portion of the film's profit will be donated to the Runyon cancer fund.

Cooking school sessions have been resumed at the B&K Marbro Theatre. Two sessions were held May 14 and 15, with cooperation of two neighborhood newspapers, the Austinite and Garfieldian. Joe Kelly of Quiz Kids fame served as emcee.

"I Live as I Please," Italian film produced by Super Films, is being held over for a third week at the Annex, the first time in many years that a neighborhood house has held a picture more than two weeks.

A deal moving the Chicago premiere of "Duel in the Sun" into both the State-Lake and Roosevelt Theatres May 16 gave the Selznick exploitation team, Ted Tod and George Woods, only a week to stage a worthy buildup. With the help of B&Kers Jimmy Savage and Jack Garber, the boys did their best to buck the limited time for advance opening buildup.

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PLAY BALL! TELEVISED—Television viewers now know it is official that WBKB will televise home games played by the Chicago Rockets at Soldiers Field. Executives of the station and the club are pictured signing the contract. Left to right are John Balaban, executive head of Balaban & Katz in Chicago, and James H. Crowley, vice-president and general manager of the Chicago All-American Football club, seated; and O. O. Kessing, deputy commissioner of the All-America Football conference and Capt. W. C. Eddy, director of WBKB, standing.

One break brought Joseph Cotten to town May 12, prompting a press party that made plenteous column copy. "Duel" has been given a pink ticket by the Chicago police censor board, which means adults only. Admission prices are: Morning, $1; afternoon, $1.20, and evenings, $1.50.

W. Stewart McDonald, vice-president of Warner Theatres, was in for a confab with James Cotten, local zone manager. He was en route east . . . Ben Katz, Universal exploiteer, arranged for Gov. Dwight H. Green and Mayor Martin H. Kennelly to address and "Egg and I" breakfast May 17 on the trading floor of the Chicago Mercantile exchange. The breakfast was sponsored by leading organizations in the poultry and egg industry in cooperation with Universal-International Pictures.

Three film features were presented on last week's program of the Lake View branch library's information series at the library auditorium. On the program were Frank Sinatra singing "The House I Live In," "F.D.R.," a depiction of outstanding incidents in the life of the late President, and "Now the Peace," a summary of the aims of the United Nations.

Owensville Ritz Is Open

OWENSVILLE, IND.—The new 300-seat Ritz Theatre here is now open. Owners are Mr. and Mrs. Hollis Bass and Mr. and Mrs. S. A. Blood.

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Chicago Police Ban SG's 'Shoot to Kill'

CHICAGO—The Chicago police motion picture censor board looked at 510,000 feet of film, representing 108 releases, last month and made 88 cuts. They rejected Screen Guild's "Shoot to Kill," and classified five for adults including, Monogram's "The Guilty," Super-Films' (Italian) "Life Begins Anew," Clasa's (Mexican) "There Is the Detail," Screen Guild's "Scared to Death," and Teitel's (French) "Extenuating Circumstances."

Film News Is Interesting To Readers of Tribune

CHICAGO—Drama, music and motion picture news ranks high among the popular features in the Chicago Tribune, a survey of the Tribune's 1946 reader response disclosed last week.

Tribune readers contacted the newspaper 5,795,048 times during the year, the study showed, which is an increase of more than 100,000 over the 1945 total of 5,652,301. Interest in Tribune news and features accounted for 3,199,017 of the 1946 total.

Interest in drama and music figured in 8,516 reader responses. Motion picture reviews were factors in 6,907 comments or inquiries.

$100 License Fees Loom For Cudahy, Wis., Houses

CUDAHY, WIS.—Theatres in this Milwaukee suburb will be required to buy operating licenses under an ordinance proposed to the city council. There are two theatres in the community, the 500-seat Cudahy and the 752-seat Majestic. The proposed ordinance requires a fee of $50 for houses with less than 200 seats, $75 for those having 200 to 499 seats, $100 for those having 500 to 999 seats, and $200 for those having more than 1,000 seats. The council also is studying an ordinance to prohibit smoking in theatres.

Ernest A. Goad Is Made Inspector for Altec Co.

CHICAGO—Ernest A. Goad of Sault Ste. Marie, Mich., has been made an Altec Service Co. inspector for the Chicago district with headquarters at Iron Mountain, Mich.

Goad, who was projectionist for the Eskin circuit at Richland Center, Wis., and the Soo Amusement Co. at Sault Ste. Marie prior to his employment by Altec, replaces G. B. Brown, Altec inspector who died two weeks ago.

Rebuilding Plans Put Off

GRANITE CITY, ILL.—Construction of a new theatre on the site of the old Rialto, operated by the Fanchon & Marco-St. Louis Amusement Co. interests, has been indefinitely delayed due to the government restrictions on new building, and the high cost of materials and labor. The old theatre was razed about three months ago. Plans and specifications for the new house will be prepared by Lee Abrams of St. Louis.

Another Bagby Theatre

MADISON, MO.—S. H. Bagby, who operates the Madison Theatre, has opened another theatre in Harrisburg. He also operates a house in Higbee.

'The Yearling' Opens Nicely in Milwaukee

MILWAUKEE—First run managers who have been reporting business down as much as 25 per cent in recent weeks had more cheerful news last session. Despite cold and lots of rain, grosses were up generally, though still nothing to shout about. Neighborhood business was up, too, the prices proving an attraction. Among the newcomers in the showcases, MGM's "The Yearling" made the smartest bow. It did 30 per cent over average at the Wisconsin.

(Average is 100)

Alhambra—**The Best Years of Our Lives** (RKO), 6th d. t. wk. 135
Palace—**Dead Reckoning** (Col); **For the Love of Rusty** (Col) 95
Riverside—**The Farmer's Daughter** (RKO); **Step by Step** (RKO) 95
Strand—**The Jolson Story** (Col), 5th d. t. wk. 100
Towne—**Fun on a Weekend** (UA); **Rolling Home** (SG) 95
Warner—**That Way With Women** (WB); **That Brennan Girl** (WB) 110
Wisconsin—**The Yearling** (MGM) 130

Edwards-Harris Circuit Starts Remodeling Job

FARMINGTON, MO.—Tom Edwards and Harold Harris have started an extensive remodeling program for their circuit of eight theatres in Farmington, Bonne Terre, Elvins, Flat River, Ironton, Bismarck, Desloge and Leadwood. They also contemplate the erection of two new theatres if and when conditions warrant that step and the construction costs are reasonable.

To Meet in Mexico City

ST. LOUIS — Before departing for San Diego by plane May 10, Joe Ansell of Ansell Bros. circuit, and vice-president of Southern California Pictures, announced that he will meet his brother Lou, president, Southern California Pictures, in Mexico City, on May 18 to participate in the scoring of that company's first big production, "Women in the Night." Other executives, stars, directors, etc., of Southern California Pictures will attend the Mexico meeting.

Anderson Incorporates

SPRINGFIELD, ILL.—The Anderson Theatre Corp., Morris, Ill., has filed incorporation papers with the secretary of state's office. It will have 1,000 shares of $100 par value common stock. Incorporators are F. W. Anderson, Irma L. Anderson and Daniel R. LaBar. LaBar is an attorney with offices at 135 North LaSalle St., Chicago, Ill. Anderson heads the Anderson Theatre Circuit, 118 East Jefferson, Morris, operating some 12 theatres in northern Illinois.

Tax Ceiling Approved

SPRINGFIELD—The Illinois senate has passed a bill placing a ceiling on 1946 taxes at 10 per cent above the levies for 1944 or 1945, whichever year was larger, despite the contentions of opponents that the measure is unconstitutional. Those counties which have already collected 1946 taxes would have to rebate amounts over the 10 per cent ceiling.

Time Extension to Republic

ST. LOUIS—In the $600,000 antitrust suit of Martin W. D'Arcy, who operated the Shubert Theatre here for a brief period in the fall of 1942, against Fanchon & Marco, Inc., et al., U. S. Judge George H. Moore has granted Republic Pictures Corp., one of the defendants, until June 1 to plead.

Fred Wehrenberg, MPTOA President, Also Wins Distinction as Banker

Theatres Get Reminder On Safety Precautions

ST. LOUIS—Fred Wehrenberg, president of MPTOA, has sent a special bulletin covering the subject of fire precaution and drills to the manager of every motion picture theatre in the St. Louis territory.

The bulletin contains the following suggestions:

1. Clear all store rooms, stages and basements of combustible materials, such as paint, oil rags, gas or naphtha. Paint, oil rags, gas or naphtha should be placed in a metal container.
2. Check all fire extinguishers. Be sure they are in working condition and that they are in appropriate places and that all employes know where extinguishers are placed.
3. Familiarize yourself with closest fire alarm box or fire department number.
4. Check all exit doors before the theatre opens each day. Be sure they open freely and that the panic bars are in working condition. Also, that all hasps are open and not larger than 3 inches.
5. Drill your staff regularly in preparation for an emergency. Instruct each employe what to do and what post to take in case of a fire or an emergency. Also familiarize them with the nearest fire alarm box and extinguishers. You and your staff should know how to control the house lights in the event of an emergency, to open exit doors, to put out fires and to handle extinguishers for efficient operation. It will be the duty of the manager or assistant manager to make announcement telling everyone to take his time —not to rush but to walk slowly to nearest exit.

"This is very important . . . therefore give it your immediate attention."

Measure Aims at Integrity In Biographical Films

SPRINGFIELD, ILL.—A bill to prohibit the showing of motion pictures which falsely portray events in the lives of past or present presidents or vice-presidents of the U.S., members of Congress, governors of states, members of the legislatures of states, or their wives or children, has been introduced in the house and will be studied by the committee on license and miscellany. The bill (HB 498) sets forth the manner in which the act is to be administered and provides for judicial review of administrative decisions. The act would be administered by a motion picture investigation commission consisting of three persons appointed by the governor.

ST. LOUIS—Twenty-five years ago Fred Wehrenberg was trudging along the streets, making his way to the Jefferson-Gravois bank, where he was to deposit receipts from his Cherokee and Melba theatres.



FRED WEHRENBERG

Arriving at the bank, he found a frantic, milling crowd of persons in front of the institution. It was an old-fashioned "run on the bank," a senseless action growing out of confusion because the bank's name was similar to that of a trust company named defendant in a receivership and which had offices in the bank building.

ORDER OUT OF CHAOS

Wehrenberg rose to the occasion. He mounted a box, and told the crowd he was, perhaps, the largest depositor in the bank; that it was sound financially; that instead of withdrawing, he was going to put in more funds. As a clincher, he told his audience:

"I will personally guarantee your deposits up to a million dollars."

The effect was electrifying. Virtually everybody there knew Wehrenberg, from visiting his shows; from his general reputation as a square-shooter. The "run" was broken. He had not only saved the bank but benefited every other financial institution in south St. Louis.

Grateful officials voted to make Wehrenberg a director; he accepted. Later they made him a vice-president, and he's held both offices to this day.

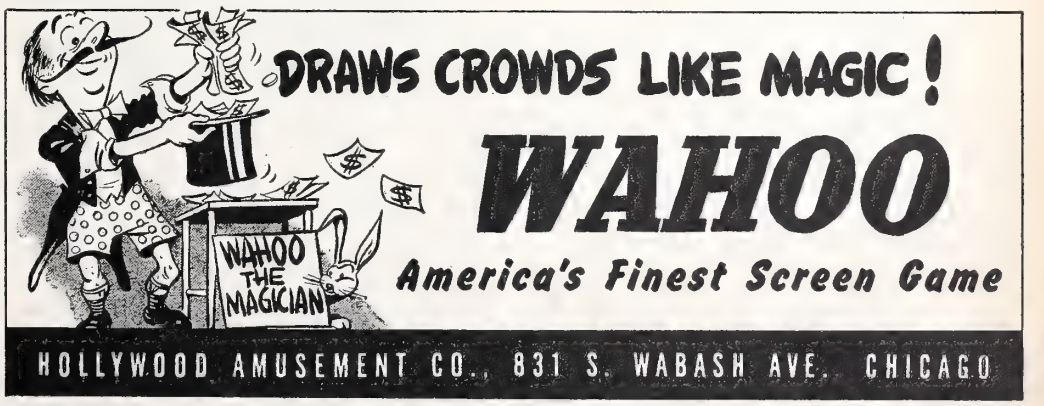
GRATEFUL TRIBUTES PAID

A few weeks ago the St. Louisan, who heads a circuit of theatres here and is president of the MPTOA, was tendered a testimonial dinner at the Missouri Athletic club. Hosts were the officers, directors and employes of the bank. He was praised in speeches by the president and other executives. He has made many fine contributions to the growth of the bank, and to St. Louis in general, over this last quarter century, diners were told.

A cut glass bowl, filled with flowers, was presented to him and Mrs. Wehrenberg. Other members of the family were present. It was a great evening for the showman.

Children's Films Shown at Muncie

MUNCIE, IND.—The Rivoli Theatre here is now showing films from the MPA Children's Film library.



MILWAUKEE

Frank Fischer, National Screen salesman, returned after illness . . . Ray Pfeiffer, former Brillion Theatre operator, is now office manager for R. N. Smith Theatres, Mission, Tex. . . . Bill Ainsworth, Fond du Lac, planed to Detroit . . . Irv Arnold, manager of the Strand, Whitewater, reports installation of modern projection equipment . . . Eddie Vollendorf of Theatre Service returned from Florida flashing a suntan of note.

Jack Frackman, who was the first film salesman to use an automobile in his work out of Chicago years back, is about the oldest branch manager in years of service in the Milwaukee exchange area. He heads the Republic exchange. Frackman is well liked in the industry as well as in other circles. His ready smile and catalog of gags has long since endeared him to exhibitors. Bill Ainsworth, Fond du Lac exhibitor and president of the ITO of Wisconsin & Upper Michigan, tells this one: "I'd been flat on my back with a serious illness. Could hardly lift my head. Frackman was in town selling film and called on me. You know, that So-and-So took advantage of my condition and made me sign contracts while lying in bed, by guiding my shaking hand."



JACK FRACKMAN

Jack Yeo opened his Myra Theatre, Palmyra, May 16 . . . Mae Dalton, 20th-Fox ad sales manager, sang with song slides in earlier days . . . Ann Buffington, secretary to Lou Elman, RKO manager, collected $25 in a baseball pool . . . Harry Olshan, Columbia branch manager, will attend the firm's national branch and district managers meeting in Chicago June 2. Olshan then will drive to New Haven, Conn., for his son's graduation from high school and will bring the graduate back to Milwaukee. Before doing all this, Olshan went under the knife at a local hospital.

Jack Bates, Republic office manager, blossomed out in a camel hair sports jacket that has Jack Frackman and Bob Allen working overtime on their shopping tours . . . Dave Ross and Lou Orlove of MGM are reducing . . . Earl Bradley opens a summer theatre at Cedarville, Mich., May 30. It's a civic project . . . "Perpetual Motion" Travis, general manager of Milwaukee's newest radio station, WMLO, was with the 20th-Fox home office in radio promotion.

Max Wiesner, who has been taking X-ray treatments in Chicago for a throat condition, was a Milwaukee weekender and reports rapid recovery . . . Under the firm hand of Joe Neger, 20th-Fox manager, Milwaukee just copped the branch managers drive and all office personnel gets three weeks' extra pay for the effort . . . Johnny Schuyler of the Delft circuit, Marquette, Mich., recently won several prizes in target shooting.

Jack Heineman, Towne manager, has a meeting and recreation room back stage well under way. Serving a dual purpose, the room will give Towne employes a much appreciated resting spot between shifts. Incidentally, Heineman believes in innovating at least one physical theatre change each week and patrons tell him they appreciate the policy.

Your scribe was caught amidships on the Wells street bridge, the span pointing toward the sky as this Irishman dashed hurriedly for street level and into the arms of Milt Abram and Fred Mollwitz of Film Arts. Then Abram nearly ran over us with his coffee grinder.

Irv Clumb, Towne Theatre exploiteer, vacationed . . . Oliver Trampe, Monogram booker, had a grudge golf match with a Rivermore swinger . . . Allen Usher, Chicago Paramount district manager, and James J. Donohue, New York, central division manager, were in town.

John G. Kemptgen, MGM manager who is on leave in an effort to regain good health, sends postcards from Hot Springs that he is feeling great and is really resting . . . Speaking of cards, ex-MGM booker Bob Quick arrived the same day Dave Ross received a "Quick" card from China . . . Arnold Brum of the Ritz, North Milwaukee, wants all to know he sat on the chimney, not the flagpole, in the last bond drive.

Exhibitors booking on the Row: Barney Sherman of the Douglas, Racine; Max Krofta of the Crown, Racine; Sid Margoles, Regal, Milwaukee; Don Deakin, Dells, Wisconsin Dells; Mr. and Mrs. Art Brungraber of Sister's Bay and Bailey's Harbor; Nick Michaels, Main Street, Racine; George Gonis, Liberty, Milwaukee; Russ Leddy, Orpheum, Green Bay; Erv Koenigsreiter, Greendale, Greendale.

Oscar Morgan, Paramount short subject sales manager, outlined the 1947-48 lineup while in town . . . A note from Herb Graef, manager of the Wisconsin Rapids Theatres, Wisconsin Rapids, informs that Mrs. Henrietta Eckart still operates the Wisconsin, Rapids and Palace, with Ed Starkey doing the purchasing.

The Oldtimer's club, dreamed up by the writer during a brain wave, is meeting with good acceptance. A committee meeting with one key representative each from exhibition, distribution and projection will sit down soon and make plans for a membership drive. Meanwhile, oldtimers, keep your suggestions coming. The club is restricted to oldtimers with at least 25 years service.



THANKING THE GOVERNOR—Harry Keller (center), U-I midwest field representative, thanks Gov. Ralph F. Gates of Indiana (left) on behalf of U-I and Keith's Theatre, for his statewide "Egg and I Week" proclamation and the cooperation extended by the Indiana poultry and egg industry in connection with the premiere of the film comedy. Guest at the "Egg and I" luncheon for 300 chicken and egg producers at the Lincoln hotel was Marjorie Main, (right), comedienne of "The Egg and I."

Charley Hacker, Wisconsin Theatre manager, is taking a few mud baths at Waukesha . . . Jean Pawlowski, MGM file and mail lass, buries herself in orange blossoms on June 14 . . . Eddie Gavin, back from the coast where he competed in the ABC bowling tourney with Monogram's team of Charley Trampe, Ray Trampe and Hank Marino, reports good Gavin, but poor team bowling.

Charley and Ray Trampe of Monogram returned from Los Angeles via New Orleans and collected Ray's wife on the way . . . Plans for the all-exchange one-day outing, probably a Clipper trip, are moving along, with a tentative July date about set. All exchanges will shutter either on a Monday or Friday for the affair.

W. C. Fischer of the Campo, Campbellsport, was in Milwaukee . . . Rosemary Fusso joined MGM secretarial staff . . . Lorraine Williams left the 20th-Fox accounting department and was given a farewell party by the gang at the Towne room May 16 . . . Bryn Griffiths, Fox Wisconsin exploiteer, was in Chicago.

Princess patrons weren't bothered by a penthouse fire caused by a short circuit in the air conditioning unit. Everyone remained seated while firemen doused the blaze . . . "Citizen Saint" had its midwest premiere at the Pabst May 9.

The Alhambra utilized a street standee with appropriate art and copy reading "For the Best Years of Your Life, join the U.S. marines" . . . Joe Klauzer, Fox Wisconsin northwest city manager, is hard at work on promotion stunts . . . Bob Gross, manager of the Drive-In, is reported to have a contract with the weather man guaranteeing the sun will shine three days in July.

Speculation on the recent "Cap" Thurwachter deal relinquishing the Avon, Park and Pix Theatres, Waukesha, to other interests has been confirmed. A new corporation with L. F. Gran, Standard Theatres head, A. Weis and C. M. Puls, incorporators, has been formed. The group will lease, operate, conduct and manage Thurwachter's houses, but the tipsters have it that "Cap" still holds an interest.

In answer to many queries on why Reve Spooner of Fox Wisconsin ad department hasn't been mentioned here for ages, we'll say the lass is lovelier than ever before. There, I've done it again . . . Daylight saving time in Chicago has local bookers on the spot. Chicago's RKO branch roused Walter Blaney, local office manager, the other a. m., wanting to know just what time he reached his desk. Seems they had a rush print call. And Blaney reaches his post each day at 7:30 a. m.! Bryn Griffiths, Fox Wisconsin exploiteer, celebrated his natal day by eating lots of ice cream.

New Seats Planned

PINCKNEYVILLE, ILL.—Extensive remodeling and improvements for the Capitol Theatre, operated by T. D. and Charles Beninati, will get under way soon. Leather upholstered Kroehler seats of the push-back type are to be installed, 492 in all, increasing the capacity of the house by 120 seats.

Steel Arrives in Princeton

PRINCETON, IND.—Steel is now arriving here for rebuilding of the Princeton Theatre, which was destroyed by fire last August. The new Princeton will be a block south of the old theatre and is expected to be ready for operation in November.

INDIANAPOLIS

Work to Begin July 1 On Wabash Theatre

WABASH, IND.—Construction of a new theatre here, to be known as the Esquire, will start about July 1. The project has been approved by the Civilian Production administration. Plans for the house, to cost over $150,000 including equipment, were drawn several years ago but the war held up the work. The theatre will be on the side of the old Tremont hotel, which will be razed.

Syndicate Theatres of Ind. Granted License by FCC

WASHINGTON—Granting of a proposed radio broadcasting license to Syndicate Theatres of Indiana was announced last week by the Federal Communications commission. The new station will be located at Columbus, Ind. Trueman T. Rembusch, who is the secretary-treasurer of the company, is also the newly elected secretary of Allied States. The other company officers are: Joseph P. Finneran, president, and Grace Handley, vice-president.

Theatre in Marshall, Ill., Boosts Seating Capacity

MARSHALL, ILL. — Remodeling of the Strand Theatre to enlarge its seating capacity is now in progress. The old balcony is to be removed and to enlarge the seating on the first floor the partitions to the north are to be moved, taking in part of the office space of J. Earl Finney and the room occupied by the Christian Science church reading room.

C. H. Wieck Takes Charge Of Viroqua, Wis., Houses

VIROQUA, WIS.—Carl H. Wieck of Plymouth has been named manager of the Temple and Vernon theatres here, succeeding Sidney Scoville, who had managed the houses for five years. Wieck had been associated with the Plymouth theatre for eight years before taking a position with the Middleton Theatre two years ago.

Jefferson City Open Airer Reopens on 7-Day Policy

JEFFERSON CITY—The Highway Theatre, open air house which started operations here last summer, reopened for the season May 2. The theatre is presenting two shows nightly and a double feature every Friday and Saturday. Admission prices are 35 cents for adults and 10 cents for children.

To Film Arctic Scenes

KENOSHA, WIS.—Documentary films of the Caribou Eskimos and the Barren Grounds Caribou of the north territory of Canada will be sought this summer by Lewis P. Rasmussen, local wild-life photographer, and his wife Betty, in a trek that will take them to the Arctic circle. The couple will leave here in June, heading for Eskimo Point, one of the far north outposts of the Hudson's Bay Co. Rasmussen last year filmed the Ghost river section of Canada.

Arrington Theatre Opens

NEW HAVEN, IND.—Tom Arrington's new Arrington Theatre here was to have opened May 13.

Everett Barnes, formerly assistant manager to Roy Duddy of Fox West Coast circuit in Stockton, Calif., is the newly appointed manager at the Ritz here . . . Lonnie Davis, manager of the Airways, Louisville, has been transferred to the Airways in Memphis. The transfer takes Davis back to his home town.

Ward Farrar, United Artists exploiteer, is in the city arranging the publicity for "Dishonored Lady," which is booked for Loew's . . . Rex Carr, general manager of Marcus Enterprises, spent several days in Dayton with Albert Pond, former manager at the Ritz in Indianapolis. Pond has been appointed manager of the Columbia in Dayton, one of the Marcus chain houses . . . Mrs. Annette Kuebler, Jasper, booked.

H. L. Hancock, 20th-Fox salesman, has been confined to his home by influenza . . . Guy Craig, Columbia branch manager, spent the week calling on exhibitors in Louisville and southern Indiana . . . Bruce Kixmiller, Bicknell, bought and booked . . . H. M. Sparks is building a new theatre in Edmonton, Ky.

Jules Goldman, Warner Bros. office manager, is spending a week in the east on vacation . . . J. E. Stuckey, Princess, Cayuga, was in booking . . . Ben Van Borssum, who operates the Savoy in Terre Haute, is confined to a hospital in Terre Haute after an auto accident. His condition is reported serious . . . Thomas "Tommy" Goodman, head booker at Paramount, is the father of a baby girl born April 13 in the Coleman hospital here.

J. Slutzky, who operates the Paramount Theatre here, has acquired the Tacoma, formerly owned and operated by Albert Ackerman. The Tuxedo will remain in the hands of Ackerman . . . R. L. Hudson of the Hudson circuit, Richmond, was on Filmrow booking.

J. J. Grady, mideast district manager of 20th-Fox, spent three days at the local branch . . . Jack Springer of the Alliance circuit, Chicago, booked . . . W. C. Gehring, central division sales manager of 20th-Fox, was a visitor.

Universal-International club was scheduled to hold its annual summer outing Saturday (17) at the Shades state park. Thelma Smith, head of the employes group, had charge of all arrangements . . . Charles Bowles of the Victory, Vine Grove, Ky., made his annual visit to Filmrow.

Fast time began in Bloomington, Ind., May 12. The city council voted to adopt the daylight saving time . . . Arthur Clark, Bloomington, was on the Row booking . . . Toy cap guns are still "definitely illegal" in Indiana, state officials announced during the week. State and city police have been given orders to clamp down on illegal sales or use of the toy.

Samuel Wheeler, general sales manager of Film Classics, and Ralph Peckham, local manager, called on John Doerr, booker for Alliance Theatres of Chicago . . . J. J. Grady, mideast district manager of 20th-Fox, called at the local exchange . . . Isaac T. Sollers, Covington, bought and booked.



EXCEED ORPHAN QUOTA — Nick Johnson, left, of the Strand Theatre, Manitowoc, Wis., and Bob Guiterman, right, of the Capitol there collected $2,240 in the Greek war orphan drive. The Manitowoc quota for theatre men was $80 for each of eight orphans, or $640.

H. L. Hargis of Rockport Gets Air Conditioning

ROCKPORT, IND.—After waiting more than a year for delivery, H. L. Hargis, operator of the Rio Theatre here, has received delivery and installed air conditioning equipment.

To Build in Fairfield

FAIRFIELD, ILL.—Barnes & Pitner have purchased a site on West Main street here across the highway from the Strand Theatre and plan to build a new theatre seating at least 1,000 patrons. The Uptown Theatre here will be closed when the new structure is completed.

Tax Values Increased

ST. LOUIS—Practically all of the 90-odd motion picture theatres here will have to pay taxes as a result of increases in real estate assessments imposed by Eugene M. Guise, assessor, totaling 100 million dollars. The increases are expected to raise an additional $2,700,000 for the city.

Matinees Made Flexible

BEAVER DAM, WIS.—The local Odeon Theatre has adopted a flexible matinee policy. While normally presenting shows nightly, with matinees on Saturdays and a continuous performance on Sundays, the theatre puts on matinees daily when a picture of special interest is shown.

Capitol Tries Amateurs

JEFFERSON CITY — Durwood's Capitol here is featuring a Saturday midnight amateur show entitled "Discovery Night." The discovery acts are broadcast over KWOS. Admission is 50 cents for all seats. One feature picture is shown.

Sells Hotel to College

COLUMBIA, MO.—Rex P. Barrett, local motion picture theatre owner, has sold the Broadway Hotel Bldg. to Stephens college, which plans to remodel the wooden structure for use of the college faculty.

Ray Herrington Promoted

NORMAL, ILL.—Ray Herrington has moved up from assistant manager of the Irvin Theatre to manager of the Normal. He succeeds Frank Holliday.

Legion Installs Projector

LINDEN, WIS.—The local American Legion post has installed a projector in the C. A. Paull auditorium here.

• ALWAYS SOMETHING DIFFERENT

Filmrows of America in BOXOFFICE



The heart of Indianapolis, showing Monument Circle. Filmrow is located three blocks above the Circle.

FILMROWS OF AMERICA

Here is the story of the film business in the Hoosier state, the third in a series of articles about the men who sell and exhibit motion pictures America produces.

INDIANAPOLIS

By HOWARD RUDEAUX

IN INDIANAPOLIS, along that three-block stretch on North Illinois street known as Filmrow, you can step into almost any office and find an old hand at the business regaling the "younger set" with his own personal line of astonishing what went on in show... nickel bought a... Great...

Claude McKean, who presides over the sanctum sanctorum known as the branch manager's office at Warners, was virtually raised amidst arguments over film rentals. His father... ted the Independent Exchange, and when young McKean entered the... istribution in 1906 he... y of the answers.

... Marcus and McKean ...nogram's branch man... ...as with the Standard ...icago, and the three... years of service, are ...bution on the Row. ...ludes Sam Abrams, ...n't begin his career ...E. H. Brauer, who ... 1919, and Foster ... and UA's Elmer ...rk in distribution

...ow Indianapolis ...however, comes ...C. Zaring, who ...e city continu... ...North Star in ...egan posting ... and is still ...ntertainment

...1920 when ...throughout ...r pounded ...se of the ...keep the ...he trend ... offices ... started ... did in ...apolis. ...ed by

the bitter experience of a film building fire which took several lives and destroyed thousands of feet of film. Within two years of the fire, the first buildings were up on the Row.

The distributors couldn't have chosen an area which could better facilitate their services. The Filmrow stretch along North Illinois street is three blocks from the center of town and convenient for both Indianapolis and out-of-town exhibitors. Indianapolis itself is an ideal spot for an exchange center. It is almost directly in the center of the state, and is served by six railroads, approximately 80 truck lines and five airports. The job of buying pictures

(Continued on page 36)

View on Filmrow, showing the Warner building (L), which also houses United Artists, and the Paramount building.



They're All Talking About This Series

The most talked-about series of articles in the motion picture trade press is "Filmrows of America," currently running in BOXOFFICE.

Now, for the first time, the story of the men and women who run the motion picture business of the country is being graphically told in articles written by a skilled staff of field correspondents and through hundreds of photographs taken by staff cameramen who are visiting every film exchange city in the United States and Canada to photograph the filmrow personalities you read and hear about.

"Filmrows of America" is another special BOXOFFICE feature—that extra dividend subscribers receive from the No. 1 magazine in its field.

K.C. $6,237 Greek Aid Given Boost by Kids

KANSAS CITY—Total exhibitor contributions and collections for the Greek War Orphans Relief drive in the Kansas City territory were $6,237.02, Elmer C. Rhoden, area exhibitor chairman, said this week. Figures for distributors will be available next week.

Of the exhibitor total, $4,266.64 was contributed by Fox Midwest, $1,686.49 by Commonwealth Amusement Co., and $294.41 by four independent theatre owners participating in the drive. These were J. A. Becker of Independence, Mo.; Ray Walsh, Chanute, Kas.; Leo Hayob, Marshall, Mo., and R. R. Biechele, Kansas City, Kas.

One of the outstanding fund-raising jobs was turned in by Stanley Schwahn, Commonwealth manager in Lawrence, Kas., who tied up with the city school system on a city-wide scrap paper drive. A free ticket to the special matinee was given to each pupil bringing 50 pounds of paper to his school. A total of 452 children earned ducats by collecting over 61,000 pounds of paper, amounting to $370. In addition, 370 tickets totaling $74 were sold and advance ticket sales amounted to another $26, making a total of $100.80 from the theatre. All told, a total of 988 persons were ticket holders, a little over theatre capacity.

Following the success of this endeavor, Schwahn said: "The tremendous success of our drive convinced our superintendent of schools that we knew how to follow through to get the job done. Because of this, he agreed to have his six schools sponsor the remaining 12 Kiddy Klassics for 25 per cent of gross, or five cents on each admission, which money goes to the sponsoring school each week for school library and playground equipment."

Pioneer Is Remodeling Tracy at Storm Lake

STORM LAKE, IOWA—The old Tracy Theatre, dark for three years, is being remodeled by the Pioneer circuit and will reopen in a short while. Its opening under a new name not yet selected will give Storm Lake three houses. The circuit now operates the Lake and Vista theatres. Bill Hill is city manager.

Bunches Shift Lee Policy

NEW LONDON, MO.—Mr. and Mrs. I. L. Bunch, new owners of the Lee Theatre here, inaugurated a policy of having three picture changes a week. The Bunches, who moved here from LaPlata this month, changed the name of the theatre from the Gem to the Lee soon after they acquired it from Mr. and Mrs. Phil B. Conn last month. Conn is continuing his circuit of shows in towns in this area.

L. O. Gill Wins Honor

BELOIT, KAS.—L. O. Gill, manager of the Beloit Theatre, and his staff consisting of Donald Clark, Carl Gildersleeve and Helen Emmot, were named as "showmen of the month" by Plan It, Theatre Enterprises house organ. The citation was for their successful campaign on "Margie."

Lou DuFour on Job

OMAHA—Lou DuFour has arrived here with Mrs. DuFour and will take over as RKO exploiteer in the territory. He succeeds Keith Bain who recently was transferred to Portland, Ore.

O. F. Sullivan to Build Large Wichita Center

WICHITA—O. F. Sullivan, owner and manager of Sullivan Independent Theatres, will build a luxurious 1,500-seat theatre here at the corner of Douglas and Glendale. Total cost of the new house and parking facilities will be approximately $400,000, according to Sullivan.

The College Hill location, which as yet has no name, will have a 75-foot front with ground floor shops on either side. Built around a frame of structural steel on a heavy concrete foundation, the house will have 900 seats on the main floor and 600 in a balcony.

Large foyer and lounges will be features of interior appointments. Completely air conditioned, the auditorium air will be changed once each four minutes through a down-wind feed cooling system. Black light will be used extensively and concealed lighting will be used throughout.

Color lighting will be an outstanding feature on the exterior. At either corner of the building a tall glass lighting bay with various colored lights will constantly blend colors. The front of the house will be modernistic, built of monolithic concrete trimmed with stainless steel.

Sullivan is not new to the theatre business here. He opened the first suburban house in the city, the West Theatre on West Douglas, 21 years ago. In 1936 he built the Civic and in 1941 he acquired the Crawford. In 1946 Sullivan, together with associates, built and opened the 81 Drive-In Theatre, the first of its type in the state.

Spend Their Vacation So Others Can Rest Better

Spalding, Neb.—James and Richard Carlin, students at Nebraska university, spent the week of their recent spring vacation here installing seats in the Carlin Theatre. Paul Semper, Pete Carlin and Edsel Wibbels assisted in the work.

Merchant Baldwin Buys Morris Beisner Houses

GLASCO, KAS.—H. W. Baldwin has purchased the local Dream Theatre and the Delpheum at Delphos from Morris Beisner, who has been confined to a hospital. Baldwin, a local merchant, has taken over the two houses as his first venture in show business. The Dream has been open about ten years but the Delpheum has been open only since Beisner's return from service.

Superintendent of Schools Quits, Buys Theatres

MINNEAPOLIS—E. O. Olson has resigned as superintendent of schools in Deer River, Minn., to become an exhibitor. At a price reported to be more than $100,00 he has bought the Grand and West End theatres, Northfield, from Everette Dilley, who is retiring after 25 years in the show business.

Bonnie to Edgemont Post

EDGEMONT, S. D.—Wayne Bonnie, navy war veteran, is now managing the Iris Theatre here. The theatre was recently purchased by Bonnie's father-in-law, L. T. Rademacher, from Clarence Calland.

Goes to Two a Week

ANETA, N. D.—Two bills a week are now being shown by Manager Art Brudvig at the Aneta Theatre. The theatre operates every night but Wednesday.

Six From Omaha Attend Variety Conclave in L.A.

OMAHA—This city's Variety Club sent one of its largest delegations ever to attend international convention in Los Angeles. Those who went from the local tent included Joe Scott, 20th-Fox manager; M. G. Rogers, Film Transport; Walter Creal, owner of the Beacon and North Star; Morris Smead, Council Bluffs exhibitor and Viking Popcorn Co. official; F. A. Van Husen, Western Theatre Supply owner, and Meyer Stern.



"HILL COUNTRY" LOBBY—At the Lyceum in Leavenworth, Kas., A. C. Wooten, manager of the Durwood Theatres house, dressed his usherettes and doorman as "hill-country" folk and placed a liberal supply of "jugs" throughout the lobby a week in advance of his playing "Singin' in the Corn."

DES MOINES

Ken Waggoner, owner of the theatre at Wilton Junction, Iowa, has started showing his own newsreels. Each month he shows a reel of local happenings, filmed with his own camera. The shorts have met with much enthusiasm in his community.

Julius Geertz, Davenport theatre manager, is in St. Luke's hospital in that city, recovering from a major operation . . . A. J. McGough, MGM exploiteer, was in Minneapolis for the funeral of his uncle, Frank McInerney, well-known newspaper man in the Twin cities.

Thelma Parsons of Osceola and Mr. and Mrs. A. M. Black of Knoxville were among the visitors on the Row . . . Ralph Maw, field assistant to Burtus Bishop jr., midwest division manager, was a visitor at MGM.

Royce Winkelman, former manager of the King Theatre in Albia and now manager at Charles City, visited in Albia. His family is remaining in Albia until a house can be located in Charles City.

L. R. Falkoff, home office representative, was a visitor at PRC this week . . . Betty Cheeham, former employe at Republic, visited that exchange recently . . . Thelma Jolliffe, manager's secretary at Republic, spent the weekend at her home in Havelock, Iowa.

Ludy Bosten, Fox partner at Muscatine and owner of West Liberty, Columbus Junction and Wapello, Iowa, theatres, is busy making furniture for his lake home in northern Minnesota . . . John Koletis, exhibitor in Rock Island, is on an extended vacation in Hot Springs . . . Butch DeFrenne, Nate Sandler, Gordon Halloran and G. Ralph Branton are attending the Variety Club convention in Los Angeles.

Oscar A. Morgan, New York short subject manager, was in Des Moines attending a sales meeting at the Paramount exchange. Also here for the meeting was District Manager R. C. Libeau . . . Helen Hanson and husband, Alfred, of MGM, spent the weekend in Minneapolis and Marie and Melvin Butcher journeyed to Ames. Gwen Helverson, MGM inspector, is on a 90-day leave of absence because of ill health, and will spend the time in California.

Phyllis Whistler, MGM, spent last weekend in Omaha attending a sorority convention . . . Mrs. W. H. Eddy, wife of the exhibitor at Indianola, is in Lutheran hospital here with a broken hip stuffered in a fall.

Columbia exchange here had new booking booths installed last week . . . Oscar Galanter, booker, spent two days in Minneapolis last week . . . Betty Orr has resigned her position at Columbia.

Ruth Cook, secretary to Mel Evidon, will leave on a five-week vacation May 24. She and her husband plan an extended trip through the south and west, coming home by way of Yellowstone park . . . Dick Geissinger, Columbia shipper, is the father of a daughter, born last Monday morning.

Waiting for a phone call at RKO was salesman Sol Yeager, anticipating the stork's visit, also. The office staff at RKO had a baby shower for Mrs. Yaeger a week ago . . . Rose Kershner, contract clerk at RKO, has resigned her position to await the birth of her baby in July.

Filmrow extends sympathy to Rose Mary Mazza, Columbia, whose mother died May 10 . . . Arnie Sharpin, Columbia booker, spent the weekend in Minneapolis . . . Mary Pratt is a new employe at the RKO exchange . . . Harold Lyons, 20th-Fox salesman, who will be married May 20 to Dorothy Abrams, was guest at a bachelor party Sunday night in the Kirkwood hotel.

Theatre Manager Is Fined For Shielding Employe

DUBUQUE, IOWA—Edgar T. Horn, 31, described by police as a theatre manager, forfeited $10 bond here last week in police court for violation of a law covering resistance to a police officer.

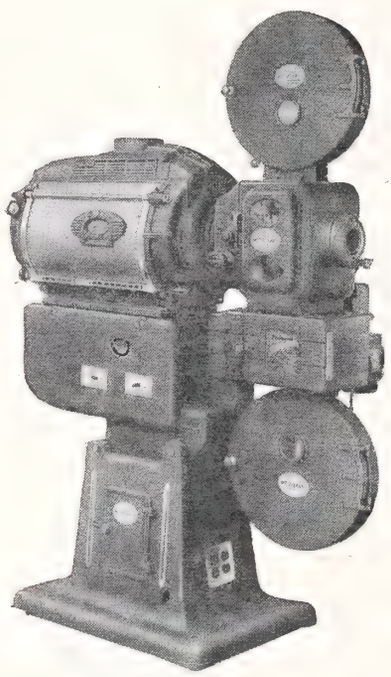
When police went to the theatre to pick up a juvenile for questioning, they said, Horn told them he had never heard of the boy and that he did not work there.

After nabbing the youngster as he attempted to slip out another door, and learning not only that he did work in the theatre but had been hired by Horn himself, officers charged Horn with interfering with police.

Plays Opposite Colman

Signe Hasso has been ticketed for the femme topline opposite Ronald Colman in Universal's "Imagination."

In advance of its times . . .



The new Motiograph MODEL "AA"

"The Golden Anniversary Projector"

Des Moines Theatre Supply Co.

1121 High Street — Des Moines, Iowa

Telephone 3-6520

COMPLETELY NEW
HORKY'S CAFE
Bigger and Better Than Ever
— Featuring 'Delish' Steaks
1202 High St. Des Moines, Iowa
"Where Filmrow Friends Gather"
Open Daily at 4 p. m.

Heavy Mill City Play For Foreign Films

MINNEAPOLIS—Because of their marked improvement in quality and boxoffice value, foreign films are in record demand in this territory, whereas a few years ago most of the territory's exhibitors fought shy of them like poison.

The improvement in the quality and boxoffice worth of foreign pictures has caused the World, local sure-seater, to revert in part to its original policy of devoting a large part of its season to them. Other first run houses also are playing a considerable number of them.

In recent years, the World has been largely a moveover house, playing American films almost exclusively. A few months ago, however, it played "Brief Encounter" for three weeks to big business and its current attraction is "Open City," which is also getting a large play from the public. Ted Mann, who now is operating the theatre, has announced he will go to New York later this month to try to clinch deals for more foreign product.

Among the foreign pictures that have done well at the Minnesota Amusement Co. and RKO Theatres first run houses recently are "Wicked Lady," "Notorious Gentleman" and "Bedelia."

Neighborhood exhibitors also are grabbing up the foreign pictures eagerly. A factor, of course, has been the decreased production of Hollywood pictures, causing somewhat of a product shortage.

Foreign films regarded as unsuitable for regular theatres are getting a play from the University Film society at the University of Minnesota which is offering them at the campus theatre or auditorium at an admission scale usually a trifle lower than that of the downtown houses. A bid is made for general public patronage through newspaper advertisements.

Harold Russell Appears In Hire-Disabled Picture

OMAHA—Academy award winner Harold Russell drew more space in the local press than any film actor to visit here in recent years.

There were two front page stories and a series of eight picture page pictures in addition to those on the front page. Mr. and Mrs. Russell were accompanied by George Wesseman of the Goldwyn office. They were met here by Lou DuFour, RKO exploiteer.

Russell spoke to the Junior Chamber of Commerce Greeters over KFAB at a Kiwanis luncheon and visited Boys Town.

He also went before the camera again—but this time as a payless actor to boost the campaign of hiring disabled veterans. RKO arranged for Russell to act in a documentary film produced by the Omaha office of the Nebraska state employment service. Manager Russell A. Hand said the 35mm film will be completed in about two weeks. It will be shown to Omaha civic clubs to illustrate the desirability of hiring the disabled.

Columnist Says Reissues Are Getting Out of Hand

MINNEAPOLIS—At a time when three Loop first run houses were playing reissues of pictures that were not too highly regarded when originally released, Bob Murphy, Minneapolis Star screen writer and columnist, expressed the opinion that "maybe this reissue thing is getting out of hand."

North Central Allied also has been prompted to claim that public resentment at the flood of reissues is starting to make itself felt at the boxoffice. It charges that customers actually are being driven away from theatres.

Heads of NCA point out that they do not mind an "occasional" reissue of a picture "worthy of revival" and they concede that during the past several years some of these have been boxoffice aces. They feel, however, that reissuing is being carried to excess and is detrimental to patronage.

Deceptive advertising in connection with some of the reissues is also drawing criticism. This has to do with the occasional failure of some theatres to make clear in advertising that the reissue is an oldie and also with efforts to create the impression that bit players, stars today, have important roles in the revivals.

For some time, too, North Central has been charging "profiteering" prices for the reissues.

Archeologist Floyd Schultz of Kansas Left Exhibition to Take Up Shovel

CLAY CENTER, KAS.—Oftentimes environment molds a man's career. That of Floyd Schultz, local exhibitor and archeologist, is no exception. Having lived most of his life in the heart of Kansas Indian-relic territory, it seems somewhat natural to assume that Schultz as a boy would find his curiosity greatly aroused over the bits of stone and bone easily uncovered in that area.

It was not until 1926, however, that the well-known Kansas exhibitor became seriously interested in archeology. Until that time, Schultz had spent 15 years as an active exhibitor. Beginning his career as a showman while working for the Union Pacific railroad in Grand Island, Neb., Schultz picked up much of the "know how" from J. J. McCarthy, part owner of the Lydia Theatre there and film salesman out of Kansas City.

Schultz opened his first theatre, the Rex, here Sept. 1, 1911, running independent film served from the Swanson Film exchange in Denver. The present Rex building was opened Nov. 9, 1920, and stands today as one of the town's fine showcases.

After operating the Rex for about two years, Schultz sold his theatre interest to the Shanburg interests in 1928 and began taking up his earthly searches in earnest.

Interested in the American Indian since childhood, it was only natural that the exhibitor should focus his attention on early Indian civilizations in western and central Kansas. His first relics came from the Wounded Knee battlefield near Junction City and the prehistoric past of the lower Republican river valley soon became his favorite territory for exploration. Very much interested in the arts, crafts and ceremonials of the prairie branch of the Pottawatomies near Holton, Kas., Schultz does serious research here with motion picture and still cameras as well as an archeologist's standard tools. Hundreds of photographs and several thousand feet of 16mm motion pictures are now in his files.

Utilizing his experience and his photographic records, Schultz has written several articles for books and magazines. At present he is collaborating on a new book with Dr. Albert C. Spalding, head of the archeology department at the University of Kansas in Lawrence. A popular speaker, Schultz has spoken at high schools and to nearly every cultural group within 150 miles of Clay Center.

An exhibitor, a stamp collector, photographer, railroad mechanic, Floyd Schultz still finds the early American Indian his favorite topic.

Professor at Minnesota U Writes Prize Film Yarn

MINNEAPOLIS—The novel "The King's Men," in which Columbia bought the film rights on a cash and percentage deal expected to yield the author and publishers more than $200,000, is from the pen of a University of Minnesota professor, Robert Penn Warren. The deal was made immediately after the book received the Pulitzer prize award as the year's best novel. Reversing the usual procedure, Prof. Warren adapted the novel from a play written by him several years ago. The University of Minnesota Theatre gave the play its world premiere here a few weeks ago. The play has not been sold yet.

Art Solomon Transferred

CHILLICOTHE, MO.—Art Solomon, local projectionist, has been transferred to Roswell, N. M. Solomon is employed by Theatre Enterprises, Inc.

New Gaylord Owner

GAYLORD, MINN.—Keith Beluhery is the new owner of Gaylord's Legion Theatre. He purchased it from Ralph J. Erwin and Woodrow W. Jones.



BEATS EVERYTHING FOR THRILLS!
WAHOO
America's Finest Screen Game
HOLLYWOOD AMUSEMENT CO., 831 S. WABASH AVE., CHICAGO

MINNEAPOLIS

The Northwest Variety Club contingent at the convention in Los Angeles included Ben Blotcky, Paramount manager, a former chief barker here; Johnny Branton, Minnesota Amusement Co. executive and present chief barker, and exhibitors Abe Kaplan, Sol Torodor, Sidney Volk and Will Levy.

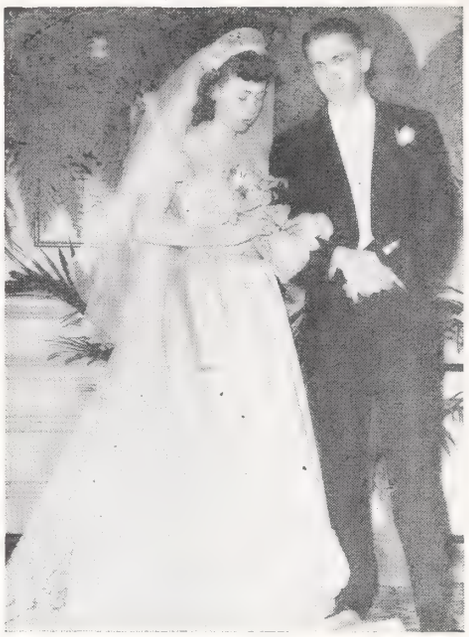
Bill Sears, veteran showman, who was manager of the Orpheum here for many years, is now owner and operator of a combination suburban motel-restaurant outside of St. Paul. He is continuing his Minneapolis residence.

Harry Hirsch, lessee of the Alvin Theatre and associated with boxing, wrestling and roller derby, was ticket chairman for the local Texas City benefit show. Jimmy Fidler, radio columnist, came here from Hollywood to act as master of ceremonies . . . After 13½ years with MGM here, in recent years as a booker, Helen Paasch has resigned to devote herself to domestic duties. She and her husband are en route to Los Angeles on a vacation trip.

George Granstrom, circuit owner, left for his northern Minnesota estate which he acquired from the W. A. Steffes estate . . . Mel Turner, MGM head booker, became the father of a baby girl. It's their second child, the other one being a boy. It makes George Turner, the MGM salesman, a grandpa second time out.

A contingent of Warner officials were here this week. It included Roy Haines and Harry Seed, western division sales and district manager, respectively; Bernard R. Goodman, supervisor of exchange operations, and Herman Goldberg, supervisor of buildings.

Dolores Sarell is the new MGM booker secretary . . . Bob Murphy, Star and Journal critic, reports that Guy Lombardo, who played at Radio City Theatre here last week, earned the nod as probably the most cooperative band leader ever to hit town. Besides 30 or so shows, Lombardo kept so busy with extra appointments, and without complaint, he had no chance to eat a full meal until four days after he got here, and he had only 37 minutes to gobble that, according to Murphy.



SPRING BRIDE—Margaret Elaine Workman, daughter of W. R. Workman, MGM manager in Minneapolis, was married recently at the Church of the Annunciation there to Dwain C. Lund. College classmates were bridesmaids. A wedding reception was held at the Workman home.

The small son of Ralph Maw, MGM district manager, is the 88-pound bantamweight boxing champion of his school. He won the title in a recent tournament.

Among the audience at a 7:30 a. m. breakfast that M. A. Levy and Jack Cohan, 20th-Fox district and branch managers, respectively, gave as a preliminary to the invitation screening of "Boomerang" at the Century Theatre were some 100 lawyers and policemen. They were invited along with exhibitors because the picture has to do with police and lawyers. The invitations, designed by Walter Hoffman, exploiteer, were in the form of legal summons.

S. G. Lebedoff, former veteran exhibitor here and always prominent locally in exhibitor activities, has joined the California Independent Theatre Owners Ass'n. He plans to enter the business on the west coast. Martin Lebedoff, his son, is handling his local theatre interests.

Motion pictures here will have opposition from a series of six free Minneapolis Symphony orchestra concerts at the Municipal auditorium. The concerts are being sponsored by the local AFL musicians union and seats will be available on a "first come, first choice" basis. Orchestra members will receive full pay, all costs of the concerts being covered by a $10,000 fund which the union here has received from the national body as its share of recording royalties. The city council is renting the auditorium to the union at "cost," amounting to $350 a concert. Evening concerts will be on May 16, 19, 24 and 28 and afternoon concerts May 18 and 25.

Gordie Greene, one-time Minnesota theatre (now Radio City) manager, is seeking license to built a de luxe theatre at Golden Valley, a suburb.

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54 Houses Will Open With 'Duel' June 20

MINNEAPOLIS—Motion picture history will be made here June 20 when, for the first time, two loop first run theatres, the Minnesota Amusement Co.'s Century and Lyric, play the same picture, "Duel in the Sun," day and date. The picture will be scaled 90 cents to 5 p. m. and $1.50 thereafter, tax included. "The Best Years of Our Lives" is presently scaled similarly.

On June 20-24 other Minnesota Amusement Co. theatres and 26 independent houses in the territory also will open with the picture day and date. The deals were set by Charlie Weiner, local Selznick manager.

Weiner reports he had no difficulty in selling the picture, although its asking price is 60 per cent, one of the highest for any film to date, and despite the fact that some of the buying combines are balking at the terms.

There is one current deal stiffer than that on "Duel in the Sun." "Best Years" is getting 70 per cent.

Like "Best Years," the presentation of "Duel in the Sun" will be on a continuous showing schedule with no reserved seats despite the advanced admission prices.

Minneapolis Grows Bold In Theatre Advertising

MINNEAPOLIS—Some of the theatres here are becoming increasingly daring in their newspaper advertising. What undoubtedly are close to new highs were chalked up the past week.

Ads on "The Outlaw," which this week concluded a highly profitable three-week run at the Lyceum, boasted: "The Legion of Decency has condemned this picture; 79,381 persons saw it the first two weeks. Now you see it and judge."

"Open City," playing at the World to big business, also went in for the sensational. All of its newspaper ads contained the Life quote: "Its plain sexiness has seldom been approached by Hollywood."

Will Jones, Tribune film critic, commented that it is "unfortunate" that the World management "has seen fit" to advertise the Italian film in that manner.

Towns in Duluth Area Hear MPA Lecturer

DULUTH—The Motion Picture Ass'n of America seeks only the best in entertainment for its patrons, but prefers its own censorship rather than governmental regulations, said Dr. Irvin E. Deer, MPA lecturer, speaking before service and luncheon clubs in Duluth and notheastern Minnesota communities.

Dr. Deer, speaking at Hibbing, was introduced by Arthur Molstad, State Theatre manager.

Added Dr. Deer: "To deprive the motion picture industry of its right to pass judgment on the product of its manufacturers would be depriving this industry of the freedom accorded to the press and speech, a right all Americans hold dear."

Republic Takes Screening To Northeast Nebraska

OMAHA—Branch Manager Harry Lefholtz of Republic is sending a screening out to meet the exhibitor to add a new twist to the publicity for a Roy Rogers picture. He has arranged a special northeast Nebraska screening of "The Bells of St. Angelo" to be held at the Plains Theatre, Plainview, Neb., May 20. Claude Craig owns the theatre there.

From the BOXOFFICE Files

• • •

(Twenty Years Ago)

FRED WILLOUGHBY, Heywood-Wakefield representative, "lost in Oklahoma flood district" for six weeks, returned to Kansas City this week . . . M. M. Holstein is now with the MGM sales organization in Kansas City. He was transferred from the Dallas branch. He formerly was manager of the Oklahoma City office.

* * *

Jennie Krum has been appointed non-theatrical representative for Pathe. She has been with the organization about nine years . . . Roy Churchill, FBO manager, left for Chicago to attend the annual sales convention . . . The new Missouri Theatre, St. Joseph, Mo., will open about the middle of May. Among the features will be a Wurlitzer organ . . . C. M. Bays is contemplating a new theatre at Great Bend, Kas. . . . Bernard C. Cook of the Economy Film Service and Doctor Zoglin have taken over the Ritz and Mullikin theatres at Springfield, Mo. Walter Fenney will manage both houses.

* * *

Truly Wildman, former manager of the Enterprise branch in Kansas City, called on friends. He was on his way to Dallas, where he is manager of the Warner office . . . The First National gang in Kansas City is all agog over "Babe Comes Home," a film starring Babe Ruth and Anna Q. Nilsson. They say Babe is a great surprise—he really can act . . . F. M. Baxter, who joined Enterprise sales force recently, has the northern Kansas territory.

* * *

Barney Dubinsky of Jefferson City was a Kansas City visitor recently . . . The Ocaso Theatre, 50th street and Prospect avenue, in Kansas City, opened recently . . . The Garden Theatre in Kansas City will close a few weeks to install a new cooling and ventilating system . . . W. H. Flynn, representing the National Film Boards of Trade, was in Kansas City. He discussed bicycling.

* * *

Business has been at a new high level recently, reports T. F. Cole, manager of National Theatre Supply Co. in Kansas City . . . W. J. Fowler of the company is handling the Raven halftone screen on his own and he had sold one of them to the new Rockhill Theatre in Kansas City.

* * *

R. E. Churchill, manager, and William Benjamin, special representative, have returned from the Film Booking Offices sales convention at Chicago . . . Bill Warner, First National manager in Kansas City, has purchased a new Cadillac coupe . . . Ed Safier, special representative for Warner extended run productions, was a Kansas City caller . . . Eph Rosen, branch manager for Tiffany, was out in the territory last week . . . The Orpheum Theatre has closed for the summer season . . . Art Levy, feature representative for Pathe, was in southern Missouri last week.

* * *

Beverly Miller has succeeded D. Sydney as manager of the National Screen Service in Kansas City. Miller comes to Kansas City from Chicago. His home is in St. Louis. He will cover the entire Kansas City territory.

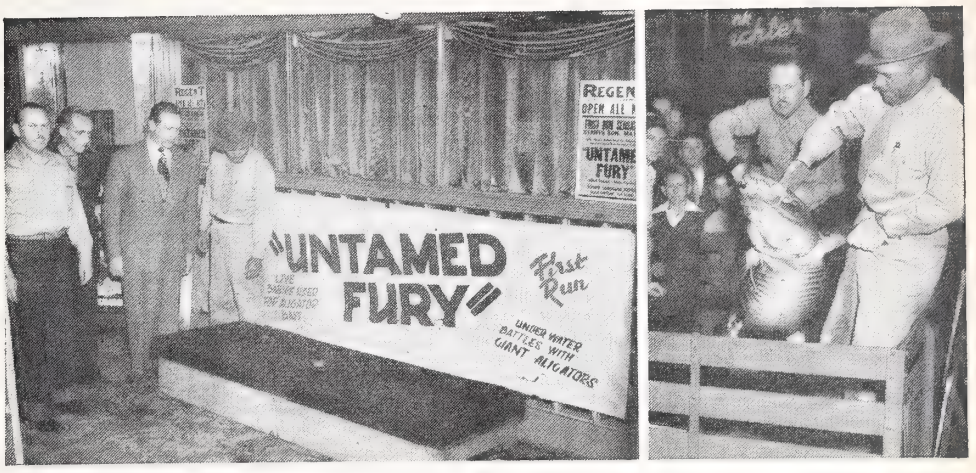
* * *

Vitaphone will make its initial presentation in Kansas City on June 11. The film feature will be "Don Juan," with John Barrymore. The entire accompaniment will be played through the Vitaphone by the Philharmonic orchestra of New York.

Glen Kready Buys Theatre

HOPE, KAS.—W. I. Lakey has sold his Movi-Land to Glen L. Kready of Garnett. The new owner will not change Lakey's policy.

Rasslin' Reptiles at the Regent



Left: Beverly Miller, Ed Mansfield, M. G. Shackelford and Virgil Pettigrew (in order named) survey the alligator tank in the Kansas City Regent lobby. Right, Miller (left) and Pettigrew wrestle an alligator out of a truck trailer.

KANSAS CITY—Beverly Miller enjoys this kind of thing (see above): By trade Bev is PRC district manager in Kansas City, but by the looks of the exhibition that occurred at the Regent Theatre one day last week, Miller should be a 'gator tamer—if he had time, that is.

From the far south Okefenokee swamp, PRC obtained two live alligators, one about seven feet long, the other a little larger, to use at the opening of "Untamed Fury" at two Kansas City situations. The day of the opening, Miller and his assistants—M. G. "Shack" Shackelford, PRC manager in Kansas City; Ed Mansfield, manager of the Regent, and Virgil Pettigrew, assistant director of the Kansas City zoo—took one of the 'gators to the Regent, prepared to load him into a tank in the lobby.

During the transfer, throngs gathering to witness the hair-raising maneuver saw a demonstration of expert 'gator control on the part of Miller and Pettigrew, who had just a thin rope between life and mince meat. Once inside the theatre, more ropes were added to the jaws of the monster and he was flipped into his tank with a minimum of water-splashing and sign-ripping. No casualties were reported and a good time was had by all.

Knopf Sells at Humboldt

HUMBOLDT, S. D.—The Legion Theatre in Humboldt has been sold by J. K. Knopf of Sioux Falls to Alan Johnson of Montrose. The theatre has shows Saturday, Sunday, Wednesday and Thursday.

Peaceful 'Gator Puzzles Caretaker Bev Miller

Kansas City—Two live alligators gave Beverly Miller, PRC district chief, quite a tussle here over the weekend while being transferred to local theatres for exploitation on "Untamed Fury."

But even nice quiet alligators bothered Miller last week. When the two reptiles arrived from the Okefenokee swamp area, Miller and his cohorts at PRC transferred them to the back yard of the Miller home. After one of them broke loose and proceeded to chase his "keeper" all over the yard, Miller felt his 'gator troubles were at an end.

In the long run it was the second critter that caused trouble. This one was the placid silent type. In fact for a long while it didn't even move. A hasty call to the curator of reptiles at the local zoo convinced Miller that everything was all right; after shipment, an alligator may lie quietly, never moving, for a long period.

But at the end of three days, the ugly brute began to emit a highly unpleasant odor. Again worried that all was not well with his pet, Miller called a veterinarian. Dr. Heinz Goldman took a deep breath, winced, and breathed again. A brief examination was all that was necessary to determine the 'gator's condition: it was dead, and had been for three days!

Film Gives British Methods With Juvenile Delinquents

KANSAS CITY—British Consul H. Cotton Minchin and Mrs. Minchin recently invited representatives of interested organizations to attend a private showing of "Children on Trial" at the local YWCA. The film is a 16mm documentary dealing with British methods of handling juvenile delinquents in approved schools. About 100 attended the screening but part of the value of the film's message was lost because of technical troubles and the difficult English-accent dialog. Consul Minchin said the film would be available for showing in this area on payment of a five-dollar fee.

Open Star in Lucerne, Mo.

LUCERNE, MO.—O. T. Hughes, local postmaster, and Dr. G. A. Dale, local physician, have opened the Star Theatre here in a location formerly used for roadshows only. With 243 seats in the newly redecorated brick building, Hughes, who operates the house, shows films Wednesday and Saturday nights. The Star is Lucerne's only theatre.

Skidmore Theatre Sold

SKIDMORE, MO.—Forrest White, owner of theatres at Elmo and Burlington Junction, has acquired the Skidmore Theatre here. Unlike the former operators of the Skidmore, White will use 35mm film.

New Sound at Summit

KANSAS CITY—Commonwealth Amusement Co. closed the local Summit Theatre Thursday in order to install all new RCA sound and projection equipment.

KANSAS CITY

Ed Bellew, United Artists exploiteer, was in town to work on "Dishonored Lady," which opens soon at Loew's Midland. Now in Louisville, Ky., he will return in the near future . . . Ed Lawson, exploiteer for "Henry V," recently finished arrangements in Tulsa for booking the British film in this area. "Henry V" played in Kansas City several months ago.

Jack Stewart, northern Kansas salesman for Universal some 12 years ago and now general manager of Allied Theatres of Michigan in Detroit, was in town with his wife and visited Ralph Morrow, city salesman at U-I, during the stopover of the Variety Club special train en route to the national conclave in Los Angeles.



JACK STEWART

Paul Mooney, National Screen public relations official from New York, was a visitor in the local office last week while on his way to the AITO convention in Omaha . . . Hall Walsh, Warner Bros. district manager from St. Louis, arrived last Monday night to talk with Russell Borg, local manager.

Virginia Gaylord, former booker with Universal here, is now associated with Selznick Releasing Organization at 608 R. A. Long Bldg. as secretary and booker. R. R. "Tommy" Thompson, also formerly of U-I here, is manager . . . Ethel Wilson, stenographer at PRC, is now Mrs. William Clark. Julie Cresswell of Universal was maid of honor at the ceremony Sunday.

Mrs. Peggy Nelson is District Manager C. W. "Ching" Allen's new secretary at UA . . . Republic screened "That's My Man" Monday morning . . . Don Davis of RCA left last Thursday for Denver . . . Lydia Wilson, biller, and Dorothy James, switchboard tender, left Universal this week for their annual vacations.

M. G. "Shack" Shackelford, PRC exchange manager, and Beverly Miller, district chief, conducted a sales meeting in the local office last weekend. Attending were Gene Snitz, city salesman; Harlan Everett, booker; Johnny Johnson and Al Lies of Wichita; Alvin Denebeim of the local office, and Chauncey Erickson of Topeka.

W. C. "Bill" Gehring, central division sales manager for 20th-Fox, was in the local office Monday. Local employes say he looks very well since his serious operation in March . . . Al Adler, Metro resident manager, is struggling with jury duty this week.



W. C. GEHRING

Joe Simon and Tom Baldridge of Flexer Theatres in Memphis called Bernie Evens, MGM publicist, during the Variety Special stopover here Saturday. Baldridge spent an hour visiting at the BOXOFFICE publication offices . . . Charles Schlaifer, 20th-Fox head of exploitation, advertising, radio and publicity, who worked for Abe Blank in Omaha at one time, went through on the Chief en route to Los Angeles.

Spyros Skouras and Tom Connors, two other 20th-Fox biggies, went through via Constellation en route to the west coast Tuesday night . . . Oscar A. Morgan, general manager of Paramount's short department, was here Tuesday and Wednesday conferring with Ralph C. LiBeau, district manager, and Ray Copeland, branch manager.

Helen McNaron, booker at RKO, married Roy Thomas last Saturday . . . Nadine Garrett, stenographer at National Screen, returned from a chilly vacation in Colorado . . . Annabell Dix, NSS print control clerk, left for her vacation this week . . . Frances Wansch, cashier at Republic, suffered the loss of her father here May 4.

Visiting NTS during the week were T. A. Spurgin of the Moderne in Stanberry, Mo.; Eugene C. Musgrave of the Ritz, Minneapolis, Minn.; A. E. Jarboe, Ritz, Cameron, Mo.; Charles Fisk, Fisk, Butler, Mo.; Mr. and Mrs. John Travis, Carl, Carl Junction, Mo.; Forrest White, Rex, Burlington Junction, Mo.; Max P. Shelton, Cozy, Girard, Kas., and Curly Wilson of Fox Midwest in Excelsior Springs, Mo.

National Theatre Supply's new telephone directory is now available at the local office . . . Leo Hayob of the Marilou in Marshall, Mo., stopped in at Republic early in the week . . . PRC's three midwest exchanges (Kansas City, Des Moines and Omaha) were three of the eight branches throughout the country that turned in records over the quota for May 2 in the Harry Thomas sales drive. The performance was repeated for the week of May 9, incidentally.

Myron Talman, assistant manager of the Newman, arranged a very attractive set of windows at Berkson's, utilizing Teresa Wright's original costumes from "The Imperfect Lady," playing during the week at his theatre. The display went in the day before the opening and remained for the week's run . . . Talman also arranged a special screening of "Blaze of Noon" for post office employes Monday night. Alexander W. Graham, postmaster here, was among the 35 persons attending.

Filmrow is now graced by a model agency at 1719 Wyandotte. Under the name of the Robert Glenn Holland agency, the firm will supply models, male and female, for all photographic needs . . . Bob Howard, manager of Durwood's State Theatre in Jefferson City, was in the home office last Tuesday . . . Mrs. Jack Braunagel was filling in at the Durwood office Tuesday.

Don Walker, Warner Bros. exploiteer, was in San Francisco on business during the week . . . Bill Jeffries, WB booker, was on vacation . . . Walter Lambader, local Screen Guild chief, left for the firm's convention in Los Angeles . . . Eddie Golden, MGM city salesman, has a new 1947 Mercury convertible with all the latest gadgets and trimmings.

Ben Blotcky, Paramount manager in Minneapolis and formerly of this city, passed through Monday night en route to Los Angeles. During the time between trains, Blotcky visited A. F. "Peck" Baker at his farm west of Overland Park . . . Ben Marcus, Columbia district overseer, was in Minneapolis early in the week.



BEN BLOTCKY

Clinton Weyer, secretary of National Film Carriers, flew in from Denver to see Earl E. Jameson on matters pertaining to National Film Service. Weyer left Wednesday for Philadelphia . . . Gladys Penrod, secretary

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to Arthur Cole at Paramount, is on a two-week siesta in Arizona . . . Milt Overman, PRC exploiteer, was in Denver early in the week.

"Duel in the Sun," David O. Selznick's long awaited epic, will open here at Loew's Midland some time next month, according to Howard Burkhardt, theatre manager. No definite admission price has been set . . . Clarence Schultz, president of Commonwealth Theatres, has taken over the southern division chairmanship for the King of the Sun contest following the resignation of Rex Barrett . . . Ed Mansfield and his boys had a great time at Excelsior Springs during their city district meeting of Commonwealth managers last week.

Good Newcomer Lineup In Minneapolis Week

MINNEAPOLIS—The best lineup of newcomers in several months brought good business. "The Farmer's Daughter" led the field, followed by "The Macomber Affair," "Song of Scheherazade" and "Open City," all meritorious offerings. There were only two hold-overs, the smallest number in a long time, "The Outlaw" and "Alexander's Ragtime Band" being in their third and second weeks respectively.

Aster—**Unexpected Guest** (UA); **Hard-Boiled Mahoney** (Mono) 90
Century—**Alexander's Ragtime Band** (20th-Fox), reissue, 2nd wk. 100
Gopher—**Calendar Girl** (Rep) 90
Lyceum—**The Outlaw** (UA), 3rd wk. 100
Lyric—**Stella Dallas** (FC), reissue 100
Radio City—**The Macomber Affair** (UA) 115
RKO-Orpheum—**The Farmer's Daughter** (RKO) 150
RKO-Pan—**The Sea Hawk** (WB); **The Sea Wolf** (WB), reissues 100
State—**Song of Scherherazade** (U-I) 120
World—**Open City** (Mayer-Burstyn) 140

Water From Open Faucets Floods Theatre in Iowa

EMMETSBURG, IOWA—The Iowa Theatre here suffered damages amounting to several hundred dollars when water from two open faucets in a lavatory in the women's restroom flooded most of the theatre last week.

So much water poured into the theatre that it was ankle deep on the carpeting in the lounge, the restroom and corridor. The stream swept out into the street and down the gutter.

Most of the damage was to carpeting and walls. The taps were left open by a patron who also failed to remove the plug in the lavatory drain.

Harding Buys at Bison

BISON, S. D.—The Timber Lake Theatre has been purchased from Mrs. Lee Elder by Henry Harding of Dupree, owner of the West River Telephone Co. Mrs. Elder has been operating the theatre since the death of her husband early this year.

Paul Phillips Buys Soldier

SOLDIER, IOWA—Paul Phillips of Onawa, projectionist at the Iowa Theatre there for several years, has purchased the Soldier Theatre here from Conrad Evenson.

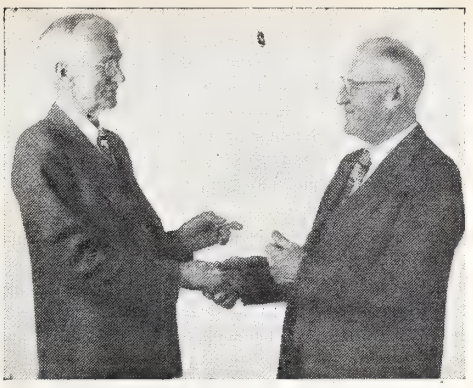
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"HARVEY GIRLS" AWARD — Ludy Bosten, city manager for Fox Midwest at the Uptown in Muscatine, Iowa, was second place winner in a national contest, sponsored by MGM and the World Publishing Co. of Cleveland, in connection with book promotion on "The Harvey Girls." Here, Mayor Elmo Ferguson, left, presents a $50 check to Bosten for his exploitation.

Third prize was also from this area, going to Willis Shaffer, manager of the Orpheum in Atchison, Kas.

Grind House's 'Fury' Doubles Usual Take

KANSAS CITY—Surprise of the week was the outstanding business at the Regent, downtown grind situation, which played "Untamed Fury" on a double bill. At regular prices, which are lower than those of the A houses, "Fury" ran up a score of 200 per cent. In the regular downtown first run locations, the second week of "The Yearling" was high with 110 at Loew's Midland. Except for the third week of "Carmen," a French release at the Kimo, business was slow throughout the city.

Although no average has been set for the Esquire under its new solo policy, Leon Robertson, Fox Midwest city manager, said that business there on "The Westerner" was about 25 per cent above the Tower's gross under a somewhat similar policy.

The Dickinson circuit, owners of the neighborhood Tampico, which has been aping the chain's Kimo in a foreign film policy, announced this week that the former Spanish-American house will revert to its original policy May 26, leaving the Kimo as the city's only theatre playing foreign product other than Spanish-American releases.

New attractions moving in at midweek were "Boom Town" and "The Mighty McGurk" at the Midland, "Blaze of Noon" at the Newman, "Tarzan and the Huntress" and "Easy Come, Easy Go" at the Orpheum, and "Carnival in Costa Rica" at the Fox Midwest day and date locations. New foreign films were "Bedelia" at the Kimo and "Ravaged Earth" at the Tampico.

(Average is 100)

Esquire—**The Westerner** (Film Classics), reissue ..... Avg. not set
Kimo—**Carmen** (Superfilm), 3rd wk. 150
Midland—**The Yearling** (MGM), 2nd wk. 110
Newman—**The Imperfect Lady** (Para) 85
Orpheum—**The Farmer's Daughter** (RKO); **Accomplice** (PRC), 2nd wk. 100
Regent—**Untamed Fury** (PRC); **Land of the Lawless** (Mono) 200
Tampico—**The Baker's Wife** (Siritzky-International) 110
Tower, Uptown, Fairway—**The Late George Apley** (20th-Fox) 100

Air Conditioning for Mainstreet

BELOIT, KAS.—The application of George Werts for permission to air condition the Mainstreet Theatre has been approved by the city council.

Minneapolis Meeting On MPF Is May 19

MINNEAPOLIS—John Balaban, official of Balaban & Katz Theatres, Chicago, will be the principal speaker at the Motion Picture Foundation luncheon at Hotel Nicollet here May 19. Harry B. French is acting chairman of the organizing committee for the Minneapolis film exchange territory which includes Minnesota, the Dakotas and eastern Wisconsin.

The luncheon has been arranged to elect a local panel of 17 for the Foundation, being organized to help those who are in need within the industry because of sickness, old age and misfortune. A further aim will be to foster worthy projects in fields of research, science and education.

Balaban, a member of the national committee on organization, will explain details of the project which will encompass everyone in all phases of the industry.

More than 100 will attend, representing all fields and including theatre owners and employes, distributors and theatre equipment companies, as well as union representatives.

In addition to French, members of the local area organizing committee include Bennie Berger and S. D. Kane of North Central Allied; M. A. Levy, 20th-Fox district manager, and Harold Field, independent circuit owner.

Bill Mussman Promoted

MINNEAPOLIS—Ben Blotcky, Paramount manager, has announced the appointment of Bill Mussman as sales manager. Mussman has been covering the northern Minnesota territory. His successor in that area has not been named yet.

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OMAHA

Ralph Maw, MGM district manager and field assistant to the division manager, was in the city . . . Bernard Goodman, New York City, superintendent of Warner Bros. exchanges, arrived here for a day . . . Marvin Graybeal, manager of the Capitol in Sioux City, found himself in the same boat as a number of other veterans and was forced to buy a house there.

Harold Schnoonover, exhibitor in Aurora, Neb., is remodeling a building there for a theatre. He also will have three apartments, which should help relieve the housing shortage . . . Hazel Jensen, RKO biller, will be married June 15 to Dwane Brown. Both live in Council Bluffs and will be married there.

Harold Johnson, U-I manager, did some pinch-hitting in the western Nebraska territory for salesman Phil Monsky, who has been ill. . . . Mort Ives, Columbia booker-office manager, left during the week for a vacation at his old home, Pittsburgh, Pa.

Mrs. Joe Jacobs, wife of the Columbia manager, is out of the hospital following an operation and is reported recovering "nicely" at home . . . Georgiana Berry has joined Universal-International in the contract department . . . Roy Casey, 20th-Fox cashier, spent the Mother's day weekend at his home in Cherokee, Iowa.

Jack Schweidelson, owner of the local Cass Theatre, was at a decided disadvantage in dealing with the distributors during the week. He had a number of teeth removed . . . Barbara Cohen, 8, daughter of Universal Salesman Ed Cohen, received her first communion and was confirmed by the archbishop at St. Margaret-Mary's.

Quality Theatre Supply had a display of the new series of DeVry projectors at the AITO convention here. The machine was brought here from Chicago . . . Lucille Sorenson, secretary to Manager G. E. McGlynn at MGM, is vacationing . . . Another MGM employe, inspector Ruby Swetala, is spending her two weeks housecleaning . . . William Miskell, Tri-States district manager, was in Des Moines Monday.

Visitors along Filmrow included: W. F. Groth, Schuyler; Cliff Sherron, Genoa; C. E. Bradshaw, Clay Center; Carl Johnson, Red Oak, Iowa; Edward Gannon, Schuyler; Joseph Chantry, Osceola; R. V. Fletcher, Hartington; Frank Good, Red Oak, Iowa; Elmer Wulf, Kingsley, Iowa; John Preston, Humphrey; Mel Kruse, Pierce; Robert Thompson, Honey Creek, Iowa; Harold Schnoonover, Aurora; Jack Riggs, Central City; Earl Cowden, Sidney, Iowa; Otto Einspahr, Clay Center; Harold Dunn, Valentine; William Bache, Davenport, Iowa; Mudge Robinson, Blair, and Nick Lysinger, Grand Island.

The Omaha Movie club chartered a special train to attend the tulip festival in Pella, Iowa . . . Another $1,000 from children's matinees in the territory for benefit of the Children's Memorial hospital has been reported by Meyer Stern, drive chairman for the Variety Club. Final report will come in about two weeks.

Jake Rachman, local drama critic, says that Norfolk, Neb., soon may be the site for a world premiere. It is the home of Sharon McManus, new child screen find . . . Seventeen straight home games by the Omaha Cardinals of the revised Western league won't help receipts of theatres here and in Council Bluffs this month. Early baseball crowds have been good.

Mary Lindy has replaced Hazel Deines at the Paramount information desk. The latter was moved to the contract department, succeeding Rosaline Hendersen, who resigned . . . Catherine Nodean, MGM shipper, was home ill. . . . Lou Kozal, Tri-States Theatres artist, has moved his office from the Orpheum to the Omaha Theatre.

That long-pending deal between Cliff Sherron and Tom Kenyon for Tom's new Genoa Theatre, Genoa, Neb., apparently has gone through . . . Joseph Weiss, Warner Bros. booker, who is now on vacation, will marry Mary Barberick of Omaha here July 12 . . . The Ballantyne Co. has a record shipment of theatre equipment headed for India this month.

Republic Closes Deals With Minnesota Chains

MINNEAPOLIS — Joe Loeffler, Republic manager, has closed circuit deals for his company's product with the Minnesota Amusement Co. (except in Duluth, Fargo and Superior) and Theatre Associates and Frank Mantzke's Northwest Theatres, comprising practically all of the important circuits and many of the leading individual situations.

In Duluth, Republic product goes to the Granada Theatre; in Superior, Wis., to the Beacon, and in Fargo to the Isis.

With the entire Republic output already disposed thus, Loeffler is confident that the local branch will set a 1947 sales record.

Outdoor Shows Arranged

WILMONT, S. D.—Perry Masek, Madison, Ohio, new owner of the Trading Post at Hartford Beach near here, has made arrangements with Walter Aschwege to show outdoor movies near the Trading Post on Sunday evenings and on special occasions during the summer.



ATOMIC CONTEST WINNER—Winner of the "Beginning or the End" contest sponsored by MGM and the Orpheum Theatre in Wichita, Kas., Edward Shannon, right, is greeted in Washington by Senator Arthur Capper of Kansas. Because of his prize-winning essay, "What to Do With the Atomic Bomb," Shannon was awarded a three-day, expenses-paid trip to the nation's capital where he was shown the sights by Brock Whitlock, publicity director of Loew's Theatres, and spoke with Capper and Commissioner W. W. Waymack of the Atomic Energy commission.

'Best Years' Jaunty After Four Weeks

DES MOINES—"The Best Years of Our Lives" finished its four week here Thursday (15), still going strong. Manager Jerry Bloedow reported the final week of the record breaker was 25 per cent better than normal.

Here is the way the picture was received in Des Moines: First week, 300 per cent; second week, 200; third week, 100. Thus the average for the four-week showing was 180 per cent, or nearly double that of a normal week at the Orpheum. An interesting fact was the showing in the final week—25 per cent better than the third week. Bloedow explained this spurt was due, in part, to the personal appearance here of Harold Russell May 9, 10.

Last week proved a good one at the Paramount, too. "Sea of Grass" did 105 per cent. The Des Moines offering, "Smash-Up," was slightly below expectations.

(Average is 100)

Des Moines—**Smash-Up** (U-I)	95
Orpheum—**The Best Years of Our Lives** (RKO), 4th wk.	125
Paramount—**The Sea of Grass** (MGM)	105

Films Are on Program Of Youth Conference

KANSAS CITY—A Youth Conference will be held here on May 22 and 23 at the request of Mayor William E. Kemp. Mayor Kemp will convene the Conference, the first to be held in Kansas City, in the Council Chamber on the 26th floor of the City Hall. After a brief session those attending the Conference will divide into ten groups to discuss the preconference studies which have been made during the past few months concerning youth's stake in 1) the Church, 2) Home, 3) School, 4) Case work and Guidance, 5) Recreation, 6) Law Enforcement, 7) Juvenile Court, 8) Movies, Press and Radio, 9) Health, and 10) Housing, Legislation and Employment.

Dr. Franc McCluer, president of Westminster college at Fulton, Mo., will speak at the luncheon on that day to be held at 12:30 in the YMCA, after which the groups will reconvene to continue their deliberations and make recommendations for future action in Kansas City to assure the fullest development of youth as good citizens. These recommendations will be presented at the closing session of the Conference on Friday, May 23, when Attorney General Tom Clark will give an address at 10:00 a. m. in the Music Hall.

Mrs. Harold Marshall, secretary of the community service division at the city hall, is in charge of arrangements. Invitations have been sent out to civic organizations by the Central Co-Ordinating Youth council, over the signature of Charles J. Epp, chairman. All meetings are open to the public.

20th-Fox Drive to Mark M. A. Levy's 25th Year

MINNEAPOLIS—Jack Cohan, 20th-Fox branch manager, has designated the company's annual sales drive from May 3 to August 30 a Morton Levy silver anniversary campaign. This is a tribute to the district manager's 25th year of service with 20th-Fox.

M. A. Levy, known to the boys as Moe, has been salesman and branch manager and presently is district manager. He was branch manager at the exchange here before being promoted. He headquarters in Minneapolis.

Cohan said the entire booking staff will act as drive captains, with Ben Lander, head booker, and Glen Roberts supervising. Among the releases during the drive will be "Homestretch," "Mother Wore Tights," "The Ghost and Mrs. Muir" and "I Wonder Who's Kissing Her Now."

Wood Protests Tax As Discriminatory

COLUMBUS—Creation of a new tax and discrimination against city theatres in favor of circuses, baseball, dog tracks, race tracks, outdoor theatres and other amusements outside city limits would be among the results of repeal of the present 3 per cent state admissions tax, P. J. Wood, secretary of the Independent Theatre Owners of Ohio, said in an open letter to house members of the Ohio general assembly.

"Up to now theatres have absorbed the state tax," said Wood, "but in the event that the statewide levy is repealed, any local admission tax in excess of 3 per cent will be passed on to the public, thus creating a new tax. While the repeal of state tax will benefit theatres and other amusement enterprises in some counties, the eventual result will be to impose a new tax on the theatregoing public in those cities which enact local admission taxes."

"No provision is made in house bill No. 398 for the right to tax amusement enterprises such as circuses, baseball, dog tracks, race tracks, outdoor theatres, etc. outside of municipal corporations or on state-owned property, which now pay the 3 per cent tax. Permitting cities to impose their own amusement taxes will result in a hodgepodge of tax rates in the same county. As a matter of fact, in many instances only the width of a street will be the difference between a taxed theatre and an untaxed one."

Wood pointed out that since film theatres in Ohio contribute 75 to 80 per cent of the present state admission levy, any change in the law is of vital concern to theatre owners. He said that repeal would only partly solve financial difficulties of cities and that it would be unfair to place the entire burden upon the customers in one line of business.

He urged house members to support senate bill No. 250 under which the state would continue to collect the admissions tax but return the same to the county of origin.

Stathis Takes Over Century

COOPERVILLE, MICH.—Mr. and Mrs. James Stathis, operators the last five years of the Century soda bar and bowling alleys, now have leased the entire Century Bldg., including the beauty shop and the Century Theatre, from owner T. H. Hefferan. They will take over management of the theatre June 1.

Silver and Finkel Head Pittsburgh Foundation

PITTSBURGH—The importance of the Motion Picture Foundation was stressed by the approximately 70 representative members of the industry who participated in organizing the local area's panel. The immediate national goal is a fund of $10,000,000, which may be multiplied tenfold in later years. The interest will be used for hospitalization and for welfare of needy members of the industry. Funds of MPF will supplement present welfare or pension plans and will encourage those companies which have no retirement fund to make such provisions. Future plans include scholarships, hospitals and all-industry welfare activities.

No experience in the history of the industry will compare in public relations to the goodwill possible under the MPF organization and its successful enterprise and operation, said those in attendance.

SILVER NAMED TRUSTEE

Here is the "who's who" on the Pittsburgh area panel:

National trustee—M. A. Silver, Warner circuit zone manager.

Chairman—Morris M. Finkel, Pittsburgh, president of the AMPTO of W. Pa.

Members of the committee:

John H. Harris, general manager of the Harris Amusement Co., ice show producer and founder of Variety Club International.

Samuel A. Fineberg, Monogram manager.

Michael Manos, circuit head.

William J. Blatt, general manager of Blatt Bros. circuit.

Fred A. Beedle, Canonsburg exhibitor and AMPTO vice-president.

Perry Nathan, National Screen Service Co. manager.

L. M. CONRAD ON COMMITTEE

James B. Clark, Pittsburgh and Braddock exhibitor and a veteran in distribution and production service.

L. M. Conrad, Meadville, 25 years a theatre manager.

Bert M. Stearn, president of Cooperative Theatre Service, licensing and booking organization.

Robert S. Coyle, owner of the Coyle Theatre, Charleroi.

George H. Sallows, general manager of the Morgantown (W. Va.) Amusement Co. and vice-president West Virginia Theatre Managers Ass'n, Allied group.

George Notopoulos, son of the circuit operator.

James H. Alexander, theatre supply executive.

Morris L. Lefko, RKO manager.

David Kimelman, Paramount manager.

Robert H. Klingensmith, BOXOFFICE representative at Pittsburgh, was named secretary.

Allison Promises Full Support To Motion Picture Foundation

ALTOONA, PA.—For a score of years an advocate of the industry building an inner organization for the purpose of protecting members in event of sickness and death, R. Allison, director of the Rivoli and Hollywood circuits, pledged his support to the Motion Picture Foundation. Since his film distributing days with Paramount more than 20 years ago, Allison has recommended an organized philanthropy to provide aid, relief and services to those members of the industry in need of such welfare.

"We have seen enough happen in both ends of our business in the past 20 years that should have prompted us to take action on this important matter long before this. It is unnecessary to enumerate specific cases, where, if we had had such an organization, we could have done a lot of good for people who have suffered both physically and financially for lack of funds," Allison states.

IATSE to Meet June 15

PITTSBURGH—William Thompson, IATSE's fourth district secretary and business agent for Local 171, and Irwin Turner will represent this local as delegates to the annual Tri-State Ass'n convention, IATSE, in Uniontown, Pa., June 15. A large representation of 171 members will attend.

Detroit Colonial Remodeled

DETROIT—The Colonial Theatre here, ace house in the Midwest circuit, has been remodeled.



INDUSTRY FIGURES AT GOVERNOR'S MANSION—Luncheon guests at the Pennsylvania executive mansion in Harrisburg the other day included Fred J. Herrington, secretary of the AMPTO of W. Pa., second from left, who with Mrs. Herrington will be honored on the occasion of their golden wedding at a banquet in the William Penn hotel, Pittsburgh, the evening of Wednesday, June 4. Gov. James H. Duff is at the head of the table, and to his right are the lieutenant governor and Douglas Beck, RKO exploiteer, formerly of Pittsburgh, now stationed in Washington. Between Herrington and Governor Duff are Adjt. Gen. Frank W. Weber of Beaver Falls, and Harold Russell, handless veteran and winner of two Academy awards for his performance in "The Best Years of Our Lives."

Savoy Retains Nostalgia

Two Sisters Now Operate Famous Louisville House



MRS. GRATIA B. LOCKE



MRS. MARY WILLIAMS

By J. RAYMOND MATTINGLY

LOUISVILLE—According to legend, there has never been a lull in the brilliant history of Louisville's Savoy Theatre. Certainly there is no lull in its activity today, say the two sisters who now operate the stately old house.

The Savoy had its beginning as the "old opry house" at the turn of the century and was in its heyday years later as the Buckingham, when it was the home of burlesque and the headquarters of a Louisville political machine. It was then a local institution whose fame spread to all of Kentucky and beyond.

RETAINS OLD APPEARANCE

Through the years the theatre has undergone many changes and improvements (in fact, it is now being redecorated and recarpeted), but it still retains its old form of architecture and old-fashioned appearance.

It is still unique, too, in that it is today solely under the ownership and active management of two sisters, possibly the only women in Kentucky who claim such an enterprise.

The sisters who are partly responsible for the growth and success of the new Savoy are Mrs. Mary Williams and Mrs. Gratia Blake Locke. The Savoy was inherited from their father, Col. C. B. Blake, in 1940, and soon thereafter, through progressive planning and hard work, they managed to purchase the building housing the theatre.

ONCE A BURLESQUE HOUSE

According to Mrs. Williams, their biggest job has been to lift the theatre from its earlier role as the home of burlesque shows to that of a reputable motion picture theatre. Through perseverance and a love of the theatre they managed to weed out all undesirable elements and to build the reputation of the theatre up to its present day position.

Both Mrs. Locke and Mrs. Williams are members of the Kentucky Ass'n of Theatre Owners, in which they take an active part. At the associations 1946 convention they were the only women exhibitors present.

Mrs. Williams and Mrs. Locke both received their early training in theatre management from their father. According to Mrs. Locke, Colonel Blake turned from a college professorship to managing theatres after World War I. Mrs. Locke's first job was as pianist in the orchestra. When sound equipment was added, she operated the sound track, which called for accurate timing with the schedule for synchronization of sound and film. On numerous occasions she ran the complete projection equipment.

Just inside the lobby of the new Savoy is a "cry room." This room in the days when the theatre was the Buckingham, was a favorite spot where a well-known political machine did business.

The old bar, with its long mirrors and chandeliers, has been closed off from the main part of the building for several years. However, the boxes are still present—the boxes where ladies could sit behind lace curtains to watch the burlesque shows without being seen by the rest of the audience. In the boxes still are the pushbuttons which were formerly used to summon the waiters for drinks and other refreshments during the performances.

STAGED WRESTLING SHOWS

For quite a number of years the theatre staged big time wrestling shows.

The theatre now serves as a sort of a day nursery. Mothers often bring their preschool-age children to the show while they do their shopping. Ushers look after the tots and see that they remain in their seats.

In addition to managing and directing the theatre, the sisters also operate a concession that handles popcorn, candy and ice cream. "It's almost as remunerative as the show," commented Mrs. Williams.

The Savoy has the distinction of having the newest and latest type of projection and sound equipment. Several weeks ago complete booth equipment consisting of Motiograph model AA projectors and Motiograph-Mirrophonic sound was installed.

During Derby week many out-of-town Derby visitors visited the Savoy. Many told the sisters they used to come to the Buckingham years ago and wanted to go inside for another look at the place and to recapture pleasant memories of years gone by.

'Green Grass' Filming On Ohio Fairgrounds

LANCASTER, OHIO—Fairfield county's historic fairgrounds and nearby Mount Pleasant will be the setting for 20th-Fox's version of Mary O'Hara's new novel, "The Green Grass of Wyoming." The new film, about horses and racing like Miss O'Hara's earlier stories, "My Friend Flicka" and "Thunderhead," will bring to Lancaster 125 actors and technicians from Hollywood for the entire month of June.

The Lancaster fair board agreed to permit the studio to use the fairgrounds without charge during filming of the outdoor scenes, the film company to pay for track maintenance and all other expenses incidental to conducting a harness race meet which will be run in conjunction with the filming. Opening scenes will be taken from the summit of Mount Pleasant, which overlooks the fairgrounds.

Several trained horses from Hollywood and 60 other trotters from Ohio and surrounding states will compete in the harness races. Dr. Hugh M. Parshall of Urbana, Ohio, leading reinsman in the U.S., will have a prominent part. Lancastrians will be admitted free to the amphitheatre and grounds to provide the crowd background for the filming of the picture.

Although the locale of the O'Hara story is Wyoming, Lancaster is to be the name of the town in the film. Plot of "The Green Grass of Wyoming" centers about the romance between a girl, whose father is a horse trainer, and her sweetheart who buys a horse and races it against her father's track favorite. In the book, saddle horses compete but the film changes the events to harness races. Selections for leading roles will be announced soon.

Running Theatre a Snap, This Outsider Believes

CLEVELAND—From the outside looking in, running a theatre is as easy as A B C. Everybody thinks he can do the job at least as well, if not better, than the chap who is doing it. It looks so easy that, according to the outsider, it takes no specialized knowledge.

The other day Nat Wolf, Warner zone manager, received the following letter from a man who evidently wants to get into the act. The letter says:

Dear Sir:

I am thinking of going into motion picture show business and I have been told that you handle the equipment there are several little town around here that does not have a picture show so I am thinking if I can get the equipment I would show about 2 nights in each little town a week the projector would halft to be a portible one. Now I don't know any more about this business than a hog knows about Sunday. What is it going to cost me to get started with and outfit that is dependible I mean a complete outfit. One that shows the pictures does the talking shoots the doins up in real cowboy picture hopeing to hear from you soon I remain.

(signed) Earl Mayhugh,
Armstrong Mill, Ohio.

Rogers Take Over Center

LA CENTER, KY.—Mr. and Mrs. Floyd Rogers are the new managers of the Center Theatre here. Mrs. Rogers is handling the tickets and floor and Rogers the projection booth. They replaced James Ferguson and Buddy Roach.

'Farmer's Daughter' Hit in Pittsburgh

PITTSBURGH—RKO's charming "Farmer's Daughter" in a smaller capacity theatre outgrossed any attraction in the Golden Triangle and was continued on view. Another winner was Columbia's "Dead Reckoning." "Henry V" and "The Best Years of Our Lives" each concluded long and successful runs, the Samuel Goldwyn winner of nine Academy awards having been viewed by nearly a quarter of a million patrons. Stanley and Penn continue in a slump and neighborhood grosses are approximately 25 per cent under average.

(Average is 100)

Art Cinema—**Henry V** (UA), roadshow, 8th wk....Good
Fulton—**The Best Years of Our Lives** (RKO), 8th wk. 115
Harris—**Dead Reckoning** (Col)....140
Penn—**The Sea of Grass** (MGM)....85
Ritz—**The Macomber Affair** (UA), 2nd d. t. wk....75
Senator—**Song of Scheherazade** (U-I), 2nd d. t. wk., 4 days....50
Stanley—**Suddenly It's Spring** (Para)....75
Warner—**The Farmer's Daughter** (RKO)....130

Newcomers Flop in Cleveland As Rain and Snow Chill City

CLEVELAND—Snow, rain and wind ganged up to throw all entertainment business out of gear. In addition to bad weather, public interest was greater in the holdovers than in the newly released product, so that the four new pictures didn't make as good a showing as any of the five extended runs. Top honors went to "The Sea of Grass," hitting 130 per cent at the Stillman in its second week on a moveover from the State. "The Best Years of Our Lives," in its fifth week at the Mall and University theatres, kept up its high average. "The Yearling," in its fourth week and second moveover, made an excellent showing with 115 per cent at the Ohio. Theatre business generally is off, reflecting local business conditions.

Allen—**The Guilt of Janet Ames** (Col)....75
Hippodrome—**Love and Learn** (WB)....90
Lake—**The Sea Hawk** (WB); **The Sea Wolf** (WB), reissues, 2nd wk....100
Lower Mall and University—**The Best Years of Our Lives** (RKO), 5th wk....105
Ohio—**The Yearling** (MGM), 4th d. t. wk....115
Palace—**Buck Privates Come Home** (U-I)....70
State—**The Macomber Affair** (UA)....85
Stillman—**The Sea of Grass** (MGM), 2nd d. t. wk....115

Good Business in Cincinnati; Albee Back to Film Policy

CINCINNATI—Louis Jordan on the Albee stage terminated the three-week run of vaudeville at the house, and there will be a straight picture policy for a time, starting with "The Late George Apley." Good business prevailed generally in the downtown houses.

"The Farmer's Daughter" at the Palace was moved over to Shubert's, "The Sea of Grass" remained for a second week at the Capitol and "The Egg and I," after five weeks at Keith's, was held for a sixth and final week. This picture has maintained a high level throughout its run, and in five weeks showed to 165,000 patrons.

Albee—**That Way With Women** (WB), plus stage show....180
Capitol—**The Sea of Grass** (MGM)....130
Grand—**It Happened in Brooklyn** (MGM)....110
Keith's—**The Egg and I** (U-I), 5th wk....200
Lyric—**Easy Come, Easy Go** (Para); **Cigarette Girl** (Col)....70
Palace—**The Farmer's Daughter** (RKO)....160
Shubert—**It Happened on Fifth Avenue** (Mono), 2nd d. t. wk....80

New Sound Installed at Galesburg

GALESBURG, MICH. — New sound has been installed at the Gale Theatre here.

CINCINNATI

Irving Sochin has resigned as general manager of Theatre Owners Corp. Louis Wiethe, president, is assuming the duties at this time.

Because of the telephone strike, Midwest Theatre Supply Co. was unable to move to its new quarters at 1638 Central Parkway, formerly occupied by MGM. However, the company hopes to be in the new offices by the end of May, and will celebrate with a grand opening. Popular Pictures will then occupy the present Midwest space, and National Film Service will move into the present Popular quarters.

John Wooten, shipper for United Artists, was married May 3 to Dorothy Scales of Dayton, Ky. The wedding took place at the St. John Evangelical church in Dayton . . . New theatres are under construction in Hyden, Ky., and Eleanor, W. Va.

Donald Duff has been appointed sales manager for Popular Pictures. Two new salesmen have been added to the staff; Frank Shephard, formerly with Paramount, who will cover southern Ohio, and Pat Meadows, manager of the Strand Theatre, Dawson Springs, Ky., who will cover western Kentucky and southern Indiana. Joseph Goldberg will cover eastern Kentucky and West Virginia . . . H. B. Snook of Midwest Theatre Supply spent several days in Cleveland attending the RCA regional managers convention.

The father of Mrs. Helen Lyons, who operates theatres in Pomeroy and Middleport, Ohio, died May 5, after a short illness . . . Mannie and Louis Shore of War and Holden, W. Va., visited the local exchanges during the week . . . Max Matz of Bluefield, W. Va., and his manager, William Munsey, were in Cincinnati. Matz recently returned from a stay in Florida, and before arriving in Cincinnati spent several days in Chicago. He also took in the Kentucky Derby.

Irene Meek has resigned from her position in the district department of 20th Century-Fox and has joined Theatre Owners Corp. as short subject and news booker. Miss Meek was recently awarded a cash prize of $500 as the woman leader in the Spyros Skouras drive . . . Saul J. Krugman of Samuel Goldwyn Productions made a trip in the Cincinnati territory with Milton Cohen, district manager for RKO, and Stanley Jacques, branch manager, and arranged a number of roadshow engagements of "The Best Years of Our Lives."

Mrs. Fon Sexton and A. J. Sexton jr. were in Cincinnati. They recently purchased a site for the construction of a new theatre in Ironton, Ohio, on which work will begin as soon as CPA approval is secured.

Construction is proceeding on the theatre being built in New Boston, Ohio, by C. E. Harvey, who also operates the Lyric in Greenfield . . . James C. Malavazos, who recently took over the Lyric, New Boston, has closed the house for renovating and remodeling.

The wife of Robert McNab, sales manager of the local 20th-Fox branch, underwent a major operation at Jewish hospital May 8. Her condition is much improved . . . The husband of Margaret Walker, inspector at RKO, suffered a compound fracture of the foot in a fall from a scaffold while doing construction work. He is confined in the Good Samaritan hospital.

Robert C. Curtis of New York, one of the new junior field representatives for RKO, made several trips with Hugh MacKenzie, regular Cincinnati field representative, and will move on to other exchange centers until he has covered the country. The junior representatives will be out for 41 weeks working with the established field men before they begin to operate on their own . . . Harold Russell, handless war veteran and featured actor in "The Best Years of Our Lives," visited Columbus and Dayton last week. He appeared at the Veterans' hospital in Dayton and was on the air with the Shriners' show on a national hookup.

Jack Keegan, local manager for Paramount-Northio Theatres, is in California attending a national Paramount theatre managers convention . . . Eleanor Inkrat, booker for Warners, plans to fly to California in June to spend a vacation . . . Pat Williams, head booker for National Screen, left for Portsmouth, Ohio, to spend her vacation with her family.

Mr. and Mrs. Frank McQuaid of the Mecca, Huntington, W. Va., are the parents of a baby boy, who arrived April 19 . . . Rumors are thick in the West Virginia coal towns of another coal miners' walkout in July.

H. E. Davis sold his theatres in Ethel and Sharples, W. Va. to Alex Phillips on May 1 . . . Mrs. John Walters of the Walters circuit of theatres is back in Huntington and is gradually regaining her health.

Harold McCloud is constructing a new theatre in Chapmansville, W. Va., which he will operate in conjunction with his theatre in Verdunville, W. Va. . . . Charles Scott of Vavay, Ind., an ace flyer with the AAF during the war, is operating a flying school in addition to running his Hoosier theatres.

Charles Rich, Warner district manager, spent several days with Jim Abrose, branch manager, covering Dayton and Springfield and calling on Phil Chakeres, recently returned from Florida . . . Pete Smith of Bellevue, Ky., veteran showman of the tristate area, has recovered from his recent sickness and hospitalization and is up and about again.

Visitors on Filmrow: Orville Wood, Camden, Ohio; Willard Gabhart, Harrodsburg, Ky.; Christian Pfister, Troy, Ohio; Ray Frisz, Springfield, Ohio.

National Theatre Supply has installed new sound equipment at the Drexel Theatre, Columbus; Simplex 4-Star sound equipment at the Victor and Northern, Columbus; New Manchester Theatre, Manchester, Ky., and new projection equipment, lamp houses and rectifiers at the McKee Theatre, McKee, Ky.

Al Glaubinger, Dayton salesman for RKO, flew to New York for the unveiling of his mother's stone Sunday, May 18 . . . Marie Klag, RKO cashier, received a telegram announcing the birth of her sister's baby in Detroit but Marie is still in the dark as to whether she is the aunt of a new niece or nephew.

Mitzi Green, former child star of pictures, heads the new show at the Beverly Hills Country club . . . Francis S. Harmon, vice-president of the Motion Picture Ass'n of America and the Motion Picture Export Ass'n, delivered an address before the Council of Churches of Greater Cincinnati Monday, May 12. The dinner honored Charles P. Taft, brother of Sen. Robert Taft and first layman to serve as president of the Federal Council of Churches of Christ in America.

Takes Role in the 'Thieves'

Alan Mowbray has been signed for a supporting role in Columbia's production, "The Prince of Thieves."

CLEVELAND

Fred Meyers, U-I eastern division sales manager, held a meeting of the Cleveland sales personnel last week for the usual periodic policy discussions . . . Bill Twigg, booking manager for the Pete Wellman circuit, made his first trip in many weeks to the Filmrow beat. Bill had two battles with the flu and he has been streamlined.

Look-alikes: Put dark hair on the head of the RKO office manager, Otto Braeunig, and you get the new RKO branch manager, Harry Walder . . . Absent minded, or what have you: Pete Bathory, former RKO exploiteer now with the Mitchell McCandless and Klaus advertising company, to J. Knox Strachan, Warner Theatres publicity director, "Goodbye, dear."

Dick Wright, Warner assistant zone manager; Strachan; Frank Harpster, central district manager; Ray Brown, southern district manager, all of the Ohio Warner zone, were in Pittsburgh Monday to join the members of the Pittsburgh zone in a meeting held by Harry Goldberg, publicity head. The special meeting was called to discuss promotion plans.

Max Cohen, U-I manager, had cause to feel jubilant last week. Three of the city's downtown first run houses were playing U-I pictures. They were "Stairway to Heaven" at the Allen, "Smash-Up" at the Hippodrome and "Buck Privates Come Home" playing a second week at the Lake following an opening week at the Palace.

Edward Modi, owner of the State Theatre, Barnesville, was for many years an electrical engineer with Westinghouse. This accounts for his many gadgets, including the installation of pipes under the sidewalk of his State and Ohio theatres, through which he runs Prestone all through the winter. Result, no snow shoveling, no wet sidewalks and no slush to be dragged into the theatres.

Abe Ludacer, manager of the Park for a good many years, was transferred last week to the Valentine in Toledo as successor to Ted Teschner, who had been with Loew's for 17 years. Until a resident manager is appointed to the Park, Vaughan O'Neill, Ohio Theatre manager, is in charge . . . P. E. Essick of the Scoville, Essick & Reif circuit and Mrs. Essick are vacationing in Hot Springs, Ark. . . . Dan Terrell, assistant to MGM's Ernest Emerling, made a short visit to Cleveland during the week, returning to New York after a swing around the territory.

Holbrook C. Bissell, who miraculously escaped being fatally injured in an automobile accident two months ago, paid his first visit to exhibitors in this area in the interest of his screen advertising company since he received his hospital discharge . . . Gertrude Tracy, onetime manager of Loew's Ohio Theatre, Cleveland, and more recently manager of the Van Dyke Theatre, Detroit, is back in town. She will manage the Knickerbocker Theatre, an Associated circuit house where she succeeds Sam Gerace, who takes over as manager of the Capitol, belonging to the same chain.

Ernest Schwartz, president of the Cleveland Motion Picture Exhibitors Ass'n, and Mrs. Schwartz were in Chicago over the weekend to visit with their son and daughter . . . Jack Sogg, MGM manager, returned from his company's meeting in New York full of enthusiasm over the pictures screened. "They're all tops," Sogg said, "and the meeting was rich in the exchange of ideas and the presentation of plans and policies."

Leo Jones was on hand to see the completion of the installation of a new complete 4-Star Simplex sound system in his newly acquired Upper Theatre, Upper Sandusky, before leaving to join the Variety conventioneers in Los Angeles. The installation was made by National Theatre Supply under the supervision of Manager Frank Masek.

Oscar Kantor, Warner city salesman and president of the Salesmen's club, is going in for glamor. He has taken off 20 pounds, and just in the right places, too, but still has about 15 pounds to go . . . Charles Rich, Warner district manager, varied his itinerary somewhat last week. He was in Dayton to confer with the heads of the Victory Theatre and then on to visit Phil Chakeres in Springfield . . . Charles Mack has installed a new plastic molded screen in his Strand Theatre, Sebring. National Theatre Supply made the installation.

James Hendel, PRC district manager, came in to give his nod of approval to the completely renovized PRC office. You have to see it for yourself to learn what paint, plywood and effort can accomplish . . . Wade M. Carr, Manley, Inc., district manager, is back at his desk and once again in full command of his territory, even though he requires the aid of a pair of crutches to get around. His leg, broken in an automobile accident, is still in a harness. Warren Smith has been recalled from the Cincinnati area to aid Carr in Cleveland and John Stalker takes over as sales representative in the Queen city.

Nate Schultz, Monogram franchise owner, didn't go to the Variety convention in Los Angeles. At the last minute he turned in his plane tickets for himself and Mrs. Schultz because their son took sick . . . Bill Graner, Pittsburgh representative for Jack Gertz Theatre Premiums, broke into the territory with a combination shopping cart and pressure cooker deal at the Roxian, McKeesport. The house is operated by Morris Naft, formerly of Cleveland.

Julius Lamm, manager of the Warner Uptown, and Mrs. Lamm left last week for a two-week vacation trip to Los Angeles, where they will visit with their son Irving, a theatre manager there . . . Romance broke out in the Schine office last week. Frances Fazekas, secretary, flashed a solitaire, thereby confirming her engagement to Earl Hill of this city. No wedding date is set . . . The newest addition to the National Theatre Supply Co. family is Patricia Oros.

To Produce 'Oily to Bed'

Metro has set Fred Quimby to produce "Oily to Bed," featuring Droopy, the ponderous poooch.

FREE! Give your patrons

Wear-Ever Pressure Cookers and All Metal Shopping Carts worth $287.50. Write for details.

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CLEVELAND

Sid Kramer in Cleveland To Talk RKO 16mm Plan

CLEVELAND — Sid Kramer, assistant to Harry Michaelson, RKO's 16mm general sales manager, has been in town to discuss with various people an agency plan for the general distribution of RKO 16mm product.

Kramer explained that the policy now under consideration is to establish sales agents in the key film centers. The agents will do all of the selling and booking. The physical handling, however, will be made by the RKO exchange, as will all of the billing.

"In planning for general distribution of our picture on 16mm film, our first aim is to protect not only our 35mm customers, but all users of 35mm film," Kramer said. "We want all exhibitors to know that we will always respect their theatre investments and will not offer our 16mm product in competition to any established exhibitors. But we feel that there is a wide field outside any theatre competition for 16mm product. This includes schools, churches, groups and home movies. It is important to reach these people with the type of movie best adapted to their use—that is the 16mm movie. But we want to stress the point that we shall never sanction the use of 16mm films in direct competition to 35mm films."

After interviewing local prospects, Kramer returned to New York without announcing any decisions as to sales representatives in the Cleveland area.

Chancellor Brothers Mark 40th Year in Arcanum

ARCANUM, OHIO—W. A. Chancellor and Harry Chancellor, celebrated their 40th anniversary in Theatre business here May 9. They started out May 9, 1907, as the Dreamland Theatre, and operated for 20 years under that name, then changed to the Ritz. The first picture shown in the house was "Dick the Newsboy." The Chancellor brothers also operated a theatre in Reading, Mich., for a few years. They claim to be the oldest exhibitors in the state at the same stand.



WILLIAM A. and HARRY CHANCELLOR

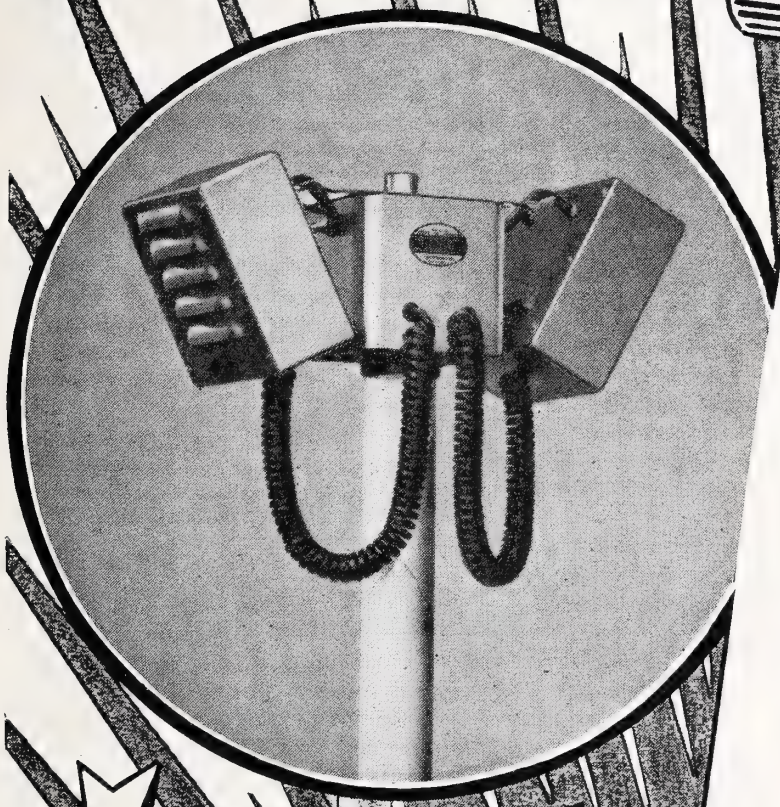
New Exploitation Angles Set for 'Mom and Dad'

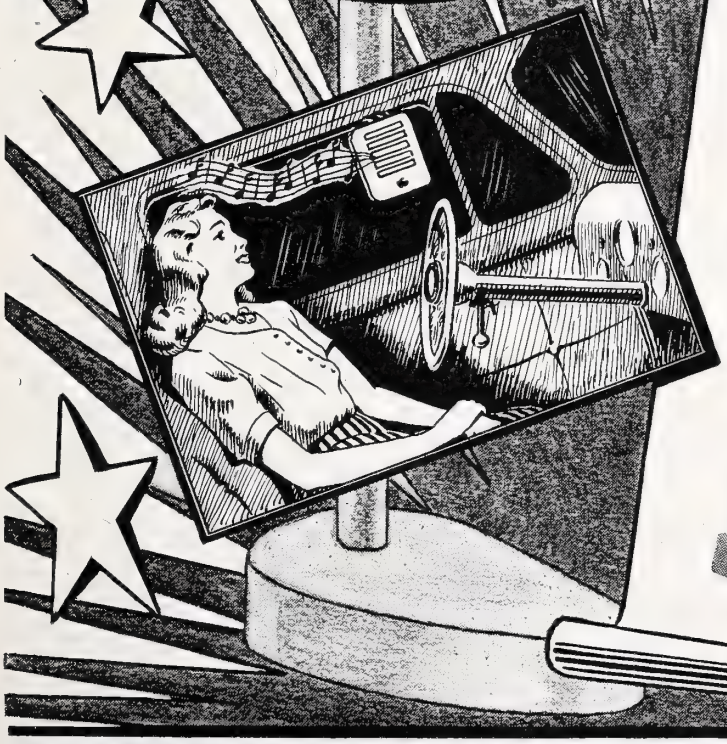
CLEVELAND—Hygienic Productions, distributors of "Mom and Dad," say the picture will have an all new exploitation campaign for its third international tour in 1948. A complete art department has been installed at the firm's home offices in Wilmington, Ohio, and H. C. "Hen" Stowell, commercial artist formerly of Paramount studios in Hollywood, and Theatre Service Trailer Co., San Francisco, heads the new department.

A new press book, newspaper ads, window cards, lobby and posting paper, herald, trailer and direct mail pieces are to be created during the next six months.

ATTENTION 16mm roadshow operators! We have New, Exclusive, Unrestricted 16mm Features for your Circuits. Call or write immediately for list and prices. Academy Film Service, Inc., 2300 Payne Ave. Phone: MAin 9173. Cleveland, Ohio.

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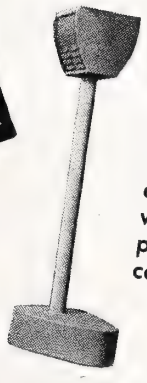
Operators prefer Auto-Voice In-Car Speakers because the patrons prefer them. They permit patrons to close car windows during cold, damp weather . . . thereby making a longer operating season possible. And during the season you can stay open when the weather is wet or threatening. Auto-Voice In-Car Speakers thus pay for themselves many times over the first season . . . . and bring consistent extra profits!

The Auto-Voice In-Car Speaker gives top performance! It is smartly styled, yet practical in design. It is rugged, dependable and hand tooled of steel construction, yet light enough for effortless handling. The 5¼ inch speaker, the individual volume controls and all other electronic components are completely weather-proofed. You can get immediate delivery of Auto-Voice. Give yourself and your drive-in theater the profitable advantages of this fine In-Car Speaker . . . . at amazingly low cost.

$23 and $26

Unit complete for two cars, with straight cables for only $23*

Units with Koiled Kords priced at $26*



The BI-CAR speaker

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PITTSBURGH

The better traffic committee film "Traffic Can Be Tragic" is in release. The film, handled by Jam Handy, employs photographs of accidents taken from police files . . . The Hill City charity group netted $3,000 from the Stanley benefit show.

Tommy Bello jr., son of the Nanty-Glo manager for the Blatt circuit, has joined the Strand, Altoona, staff of Jake and Ike Silverman. His brother John is assistant manager of Warners' Royland, Wilkinsburg . . . H. A. Spanuth, producer of The Woman Speaks short subject series, was here on business with Franklin Anderson and Lou Hanna.

Sammy Abrams, former local exhibitor, visiting on Filmrow, says he expects to return to exhibition at an early date. He has sold his restaurant business and recently vacationed in Florida . . . C. E. Peppiatt, Atlantic district manager for 20th-Fox, was here on business this week.

Melvin Mann has returned to RKO as a booker. Mann was an RKO booker here before the war . . . Mark Silver and Al Gorson, UA district manager and exploiteer respectively, came from out of town to attend the funeral service for the late Ira H. Cohn. Practically all of Filmrow turned out for the service. Cohn had been on Filmrow 15 years as branch manager, first for 20th-Fox and then for UA.

Slim Bryant and His Wildcats have joined the rodeo now being presented in the Gardens . . . Norbert Stern, head of International Finance Co. and owner of the drive-in near South Park, has purchased four apartment buildings containing 50 dwelling units in Hobart street, Squirrel Hill. Several months ago Stern purchased the Medical Arts building and garage in Oakland . . . WHJB, Greenburg, has been granted increased power.

WPIT, this city's sixth standard wave station also will operate on an FM license. KDKA and WWSW also have standard and FM stations . . . Season's windup in the Nixon is "Laura," opening May 19 . . . Mrs. Mort Fordan, wife of the former manager of the Ritz, downtown, died . . . American Legion's VE-day program Thursday last week, broadcast by WCAE, featured C. C. Kellenberg, county commander and 20th-Fox's local sales manager for 20th-Fox.

Three Pullman cars on the John H. Harris special pulled out of the Pennsylvania station May 9 with Tent 1 delegates to the Variety convention and were joined to cars out of Philadelphia. The Pittsburgh gang is indebted to I. Elmer Ecker, convention committee chairman, for his usual swell job on transportation.

The Ohio Valley General hospital will benefit from a minstrel show which was presented May 14 and 15 at the Roxian, McKees Rocks. Proceeds will go to the building fund of the $850,000 structure now nearing completion in Kennedy township.

Dr. and Mrs. C. P. Church of Mannington, W. Va., are the only Mountain state representatives with the local delegation attending the Variety Clubs international convention in Los Angeles . . . Helen Holiday, who was employed by MGM some years ago, has returned to Filmrow as secretary to John Zomnir, PRC manager . . . Joe DeMann, Warners' chief projectionist, was unable to attend the Variety convention because of an attack of arthritis.

Ben Williams, Monogram franchise holder, and his bride have covered 1,500 miles motoring on the west coast . . . Morris E. Lefko, RKO manager, is making his trips in a new Oldsmobile . . . M. G. Thomas, Altec district manager, was a Filmrow visitor from his headquarters in Cincinnati.

Lew Lefton, former independent film man who is making his home in the southwest, is here on personal business and will remain in the city until late in June to attend the wedding of his son Seymour C. Lefton and Clara Gordon . . . Lou Marks, district representative in charge of MGM's reprints, was a visitor at the branch exchange.

Bill McCabe, manager of Julius C. Navari's Flamingo roller palace, presented a very entertaining show there this week, "Flamingo Follies." The Flamingo will be host July 8-12 to the United States amateur championships . . . Margaret Truman, singing daughter of President Truman, will make her national concert debut here in Syria Mosque the evening of May 20.

PRC has moved from Van Braam street to the former RKO exchange quarters on the Boulevard of the Allies. John Zomnir, branch manager, supervised the move. PRC's new quarters are freshly decorated and as clean and spotless as Pittsburgh permits . . . Bill Jervis, National Theatre Supply manager, was ill and off duty for several days last week.

Cele Carp Abel, Republic booker, departed for a vacation in the west with her husband. She has a three-week leave of absence and said she may not return . . . Joe Minsky, Eagle-Lion district manager, was here on

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Reservations at the AMPTO

Best Wishes from Monogram Pictures, Pittsburgh

business . . . "Lute Song" has been cancelled for a Nixon engagement . . . Richard S. Rauh has been named president of the Pittsburgh Playhouse.

The whereabouts of William "Billy" ZeVan, former theatre decorator of this area and a former West Virginia exhibitor, are important to the education of a child. Any information regarding ZeVan would be appreciated by this corner of BOXOFFICE.

Attorneys for film distributing companies are making demands on more local area theatres for production of account books and records . . . Mrs. Georgia Cransfield, wife of Joe Cransfield, former operator of the Filmrow lunchroom, has been seriously ill . . . Melvin Mann, former RKO booker, resigned booking duties for Co-Op after only one week's service.

Bart Dattola, New Kensington exhibitor, had a number of guests at the opera here last Saturday and he staged a party for some of the stars . . . Now a weekly, the Bulletin Index becomes a monthly magazine June 1 . . . Lige Brien, assistant exploitation manager for Eagle-Lion and a former local Warner circuit house manager, again is the father of a son.

John J. Maloney, central sales manager for MGM, who headquarters here, is spending a month at the home office. He is first executive of the company from the sales field to be called into New York under a new rotating plan. Kansas City was added to Maloney's territory at the recent MGM eight-day conference and Frank C. Hensler, Detroit district manager, was named as his field assistant.

At least 15 Warner circuit theatres in the area will premiere "Cheyenne" at midnight shows and F. D. "Windy Dinty" Moore, exchange manager, is being kept busy, Saturdays included, in answering demands for the new Warner western feature starring Dennis Morgan . . . Carl M. Persinger has received CPA approval for construction of a new theatre in Huntington, W. Va. . . . The Pennsylvania censor board continues to withhold an approval certificate for "Duel in the Sun."

Harry Goldberg, Warner director of advertising and publicity, conducted a meeting here of circuit advertising representatives from the local office and from Cleveland . . . Phil DeIvernois, sound projection chief for the local Warner circuit, attended a recent New York meeting of zone sound engineers . . . Filmrow has presented a new radio to Ed Kelley, ill for two years with spinal arthritis. Ed is a 30-year industry veteran.

The Republic office staff held a farewell party in the Nixon cafe and presented a cigaret lighter to Bill Feld, who resigned as branch manager to join Eagle-Lion as a midwest district representative. Irwin "Ike" Sweeney, former RKO city salesman, is the new Republic manager.

RKO's "San Quentin" goes into release in more than 40 western Pennsylvania theatres this weekend after a special radio campaign and buildup . . . Season tickets for the summer light operas at Pitt stadium have been on sale for a number of weeks and sale for single tickets or more starts May 19.

David Kimelman, Paramount manager, says his company's 35 Years of Leadership sales drive starts August 31 and continues through November 29, the first week in September, as usual being tagged Paramount week . . . Oscar Stiefel, Lock Haven and Meyersdale exhibitor, was in Philadelphia for eye examination and treatment . . . Rudy Navari was on Filmrow this week endeavoring to book a premiere attraction for the new Eastwood, Penn township.

Tom McCleary, district manager for RCA, conducted a regional meeting at the Roosevelt hotel here May 8. In attendance were T. W. Whitney and H. V. Somerville, Cleveland; F. W. Wentker and L. B. Hart, Camden; James H. Alexander, products distributor here; Frank W. Hamre, local district service manager, and nine local area service engineers.



AT THE MGM SESSION—Leo's mideast sales executives attended the recent convention in New York of MGM at which sales policies for the coming season were discussed.

In usual order: Frank C. Hensler, district manager, Detroit; Saal Gottlieb, Pittsburgh manager; Charles F. Deeson, home office assistant to John J. Maloney, central sales manager; Earl England, Detroit head booker; Frank J. Downey, Detroit manager; Edwin M. Booth, Cincinnati manager; Robert B. Morrell, Cincinnati head booker; Max Shabason, Pittsburgh booker; Gerald E. Whitesell, Cleveland booker; Jack Sogg, Cleveland manager.

Ohio Amusement Project Apparently Abandoned

TOLEDO—Plans announced during the war for the construction of a huge amusement development project in east Toledo, to include a modern theatre, apparently have been abandoned, with the announcement by Ed Cannon, president of Crimson Coaches, Inc., tobacco firm, who owns the land, that he has sold 18½ acres of the site for the construction of a new sports arena. Previously the sports arena was to have been built on Cherry and Dancroft streets. The new site will provide hard surface parking facilities for 1,500 automobiles.

Sports Arena, Inc., headed by Virgil Gladieux, is planning to complete construction of the arena by October 7, date for which a ten-day ice show, Holiday on Ice, has been booked. The arena will contain individual stadium seats, with back and arm rests, and will have a varying seating capacity—6,000 for ice events; 7,000 for basketball, and up to 8,000 for boxing, wrestling and other events. The arena will cost an estimated $500,000. Architect for the project is W. E. Tolford, Toledo, and the contractor is H. J. Spieker and Co. of Toledo.

Dayton Scenes in Screen

DAYTON—This city was the scene recently for shooting of a sequence for a motion picture. Two planes flew over the city at an altitude of 1,500 to 2,000 feet to take photoflash pictures of Dayton to be included in a 20th-Fox film short, "The AAF in Peacetime," to be released in September. Ninety per cent of the film is to be shot at Wright field and the remainder at other air force stations, spokesmen for the field said.

Wauseon Theatres Sold

KENTON, OHIO—Mr. and Mrs. N. A. Norton, owners of the Ohio Theatre here, have announced the purchase of the Princess and Chief theatres in Wauseon, Ohio.

Fred Herrington Up From Steel Mills

PITTSBURGH—A leader in the motion picture industry for more than 40 years is the record of Fred J. Herrington, who with Mrs. Herrington will observe their golden wedding anniversary as guests of the AMPTO of W. Pa. at a dinner in the Urban room of the William Penn hotel June 4.

A LEADER 38 YEARS

Respected throughout the industry for his courage and aggressiveness in behalf of the independent theatre owner, Herrington has been a local area and national exhibitor organization leader for 38 years. He was born in Bryn Mawr, Wales, and came to the U.S. in his boyhood, receiving his education in Cleveland. As a young man he worked in Pittsburgh iron and steel mills.

In partnership with the late Oliver McKee, he opened the Fairyland Theatre on Warrington avenue early in 1906. Later he opened the Casino in Mount Oliver. In 1910 Herrington built other theatres in Mount Oliver and Oakdale. In 1909, he organized and was the first president of the Motion Picture Exhibitor league of Pennsylvania. He was active in staging and participating in the first national exhibitor convention which was held in Cleveland in 1911. In 1915, at the MPELA convention in San Francisco, he was elected national president, and at the following year's convention in Chicago he was named national exhibitor organizer.

TRAVELED WIDELY IN U.S.

With units of the MPELA withdrawn from the body in 1917, the American Exhibitors Ass'n was organized with Herrington serving as a national director. He traveled throughout the U.S. in the interest of independent theatre owners.

The MPTO of West Pennsylvania, was organized in 1920 and Herrington was named executive secretary. One of the first unit-area groups to affiliate with a new national organization, Allied States Ass'n of Motion Picture Exhibitors, the western Pennsylvania group later reincorporated as the AMPTO. Herrington served as a national Allied director and has remained local organization secretary through the years.

COLUMBUS

Opening of the World, formerly the Olentangy, as a British and foreign language theatre has been delayed a week until May 21, according to Lee Hofheimer and Al Sugarman, operators of the World. The 325-seat North Side theatre is being redecorated and renovated. First attraction will be Noel Coward's "Brief Encounter."

The house agricultural committee of the Ohio legislature unanimously recommended for passage a measure creating a nine-member commission to survey and purchase a new state fairgrounds site. Four years ago a similar commission was named which investigated five sites in Franklin county, including a tract immediately north of the Don Scott airfield, but the project was abandoned because of high property valuations.

The cartoon show continues to spread in local popularity. The Palace and the neighborhood Hudson have scheduled animated shows. Manager Carl Rogers of Loew's Broad reports good business for his recent Saturday morning cartoon carnival.

Six candidates for May queen of Ohio State university appeared on the stage at the University Theatre with Manager Roger Garrett at the organ. The May queen will be a guest at the world premiere of Eagle-Lion's "Repeat Performance" May 22 at the Liberty, Zanesville. She will compete against May queens of other Ohio colleges with a screen test given by Eagle-Lion as the top prize.

Chet Long, WBNS newscaster and frequent master of ceremonies on local stages, has been named to a five-man board of directors for the newly formed Ohio Ass'n of Radio News Editors. Paul Wagner, director of news at WOSU, is president; Bill Crooks, WFMJ, Youngstown, secretary, and Fred Brophy, WHIO, Dayton, treasurer. Other members of the board of directors are: John Murphy, WCKY, Cincinnati; Bruce MacDonald, WJW, Cleveland; Charles Clear, WRRN, Warren, and Francis McNerney, WTOL, Toledo.

Two screen celebrities visited Columbus last week. Harold Russell, handless star of "The Best Years of Our Lives," made several radio appearances and was interviewed by the press with the Palace's current run of the Goldwyn Academy award-winner the beneficiary. Six-year-old Larry Geiger, Warner contract player and former Columbus resident, visited his sister, Mrs. William O. Riggs. The youngster's first film was "Shadow of a Woman."

Three holdovers ran simultaneously last week here, something of a rarity in the past months. "The Best Years of Our Lives" played two weeks at the Palace, "The Yearling" moved to the Broad after a big first week at the Ohio and "The Farmer's Daughter" did three weeks at the Palace and Grand.

Jean Peters, Ohio State coed chosen "Miss Ohio State" last year and soon to be seen as Catana in 20th-Fox's "The Captain From Castile," is touted for stardom in the current issue of American magazine.

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New House at Allen

ALLEN, KY.—Towne Hall of Prestonburg is erecting a new theatre here.

Eighty at Prenuptial Party Given for M. H. Chakeres

SPRINGFIELD—Eighty representatives of theatres and businessmen from this area attended a party given for M. H. Chakeres, city manager for Chakeres Theatres, in Hotel Shawnee. Chakeres, planning marriage, was presented a camera for some picture taking on his honeymoon in Florida. All theatres in the Chakeres circuit were represented at the party. The Cleveland office of Warner Bros. was represented by Tony Stern and Louis Ratener. Also down from Cleveland was Bill Sharten, district manager of Eagle-Lion pictures.

Williston Enterprises Plans New Theatre in Louisville

LOUISVILLE, KY.—Building will begin here immediately on Williston Enterprises' new Walnut Theatre, a 1,400-seater for Negroes. The new theatre will have spacious lounge and rest room facilities, electric-eye doors, fluorescent carpets, and television.

Birth List Startling

COLUMBUS—Birth columns of local newspapers read like a Hollywood gossip column one day last week. Mr. and Mrs. Donald O'Connor, Grove City, had a son in Mercy hospital while Mr. and Mrs. Robert Taylor, Lockbourne, became the parents of a daughter at St. Ann's hospital.

Kiddy Show at Dayton Loew's

DAYTON—Loew's Theatre here offered youngsters an all-cartoon carnival last Saturday (10) morning. Manager Bill Reisinger said 15 cartoons were shown. An advance sale of tickets was held.

TOLEDO

Chief Barker Jack Lykes, manager of the Colony, and his wife flew to Los Angeles, where Lykes and Milton Tarloff, who left earlier by automobile, will represent the Toledo tent Variety at the international convention . . . When the Esquire played "The Fabulous Dorseys" last week, in which two Toledoans, Helen O'Connell and Arthur Tatum, are featured, Manager Steve Toth invited the families of these figures to attend the opening performance.

A recent visitor was Dave Katz, Toledo's contribution to Broadway's theatrical managerial ranks. Dave was upped from manager of the Roxy to executive assistant to A. J. Balaban since his last visit to Toledo. Katz was en route to Chicago to see the Jack Benny stage show in the Chicago Theatre, which is booked into the Roxy the week of May 23.

In order to take care of a previous commitment to the Society for the Preservation of Barber Shop Singing in America, which sponsored the Barber Shop Quartet festival at the State May 10, "The Best Years of Our Lives" was shown only twice that day . . . Bob Hope will make a personal appearance in Toledo on behalf of the St. Vincent's hospital fund campaign. He will appear May 28 in a benefit. About 18 months ago, when his brother, the late Sidney Hope, was a patient at St. Vincent's, Bob promised he would return to Toledo when the hospital's expansion program got under way.

The Toledo Council of Parent-Teacher Ass'ns has circulated petitions calling upon radio stations to halt objectionable programs for children, particularly the dinner hour crime and horror radio serials.

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Michigan Owners Decide To Meet Every Quarter

DETROIT—Michigan Independent Theatre Owners held its first luncheon meeting May 6 in the Hotel Statler and adopted a revised operating program calling for a general membership meeting covering the state once every quarter and monthly directors meetings to provide a skeleton organization to represent the viewpoint of the small independent exhibitor.

Under the new setup, ITO is designed to carry weight in labor negotiations, legislative matters, relations with distributors, and a move launched here a month ago to void the Ascap seat charge, collecting from producers only.

Tax matters were given considerable discussion, as were new trends in contests and giveaways and there was some exchange of information among independents on terms charged by distributors, but no formal organization was set up for this purpose. Until the next quarterly meeting, present officers under Sam Carver, president, will carry on.

New Sound at Royal Oak

ROYAL OAK, MICH.—New sound equipment recently was installed in Wisper and Wetsman's Duke Theatre here.

LOUISVILLE

Johnson Musselman, better known as Aska the Magician, who pilots the Rialto Theatre in Louisville between his jaunts as a semi-professional magician, has been much in the magical eye lately. Several weeks ago he received a letter from Charles Hugo, a manager of magicians at Los Angeles, saying that he had picked Johnson to make a world tour under his auspices. Hugo has handled many famous magicians on world tours. Musselman made two trips around the world in bygone years. Johnson is mulling over the offer.

New programs were in order for most of the Louisville first runs. Only one hold-over was recorded, "Duel in the Sun" at Loew's which was in its second week. The Strand opened with "Bedelia," the Mary Anderson with "Mr. District Attorney!" the Rialto with "The Farmer's Daughter." After a successful run of "The Egg and I" the National brought in "Smash-Up."

Recent visitors included Robert Enoch, State and Grand theatres, Elizabethtown, Ky.; A. N. Miles, Eminence, Eminence, Ky.; Thomas and Ralph Clausen, Bonnieville Amusement Co., Bonnieville, Ky.; M. H. Sparks, Strand, Edmonton, Ky.; Oscar Fine, Premier Theatres, Evansville, Ind.; Ralph Cundiff, Allen, Liberty, Ky.; Oscar Hopper, Arista, Lebanon, Ky.; Curt Davis, Sandy Theatre, Sandy Hook, Ky.; F. X. Merkley, Rialto, Columbia, Ky.

Frank Riffle, Altec Service engineer in the Louisville area, has returned from Cumberland, Md., and St. Louis . . . Robert Suell has been named manager of the Park Theatre, Nicholasville, Ky., owned by Charles H. Behlen, head of the Nicholasville Amusement Co.

McAdoo Bruington is proceeding with the erection of his new theatre near Owensboro, Ky., and an early opening is contemplated . . . The Louisville Park Theatrical Ass'n, operating the amphitheatre, plans a gay season with the following operettas: "Naughty Marietta," "Rio Rita," "Sunny," "The Vagabond King," "Queen High," and "Rose Marie." The season opens July 1 and closes August 10. Each production is to be for one week only. Walter Cassel, Gil Lamb and Andzia Kuzak are to return, and such stars as Morton Bowe, Edward Roecker and Joy Hodges are to appear.

DETROIT

Audrey Smith of the 20th-Fox office staff was married Saturday to Allan Turner . . . Winifred Wandrei, wife of veteran stagehand Gus Wandrei, is back on her job at 20th-Fox after an operation . . . Aileen Bressahan of 20th-Fox has been spending her vacation housecleaning . . . Jess Veldman, 20th-Fox cashier, is putting in his vacation on a fishing trip.

Al Levy of 20th-Fox has left to bring back his 4-year-old daughter, who was taken ill in New York . . . Helen Rose says she has missed trailerman Pete Simon at his drafting board . . . Josephine Gordano of PRC, who had a tumor removed from her left leg, was back on the job limping the next day . . . Gladys Huntzinger is the new billing clerk at PRC, replacing Rosalind Citorn.

Ruth Steinmetz, secretary to the MGM's manager, is back from her vacation, broke . . . Marion Coley, RKO's decorative booker, has moved over to the cashier's desk, replacing Myrtle Heikka, who resigned to keep house.

Drug Store Stuff: L. Kidle of Walker and Co. says the short supply in materials in the theatre sign field will last another two years . . . Fred C. Dickely, Altec district manager, was a radio operator on the high seas for six years and is now a connoisseur of marine painting . . . Joseph Busic, UDT supervisor, entrained for the Variety convention in Los Angeles in corduroy shirt and complete California attire. Mrs. Busic went too . . . Alice Gorham reports the revival of the No. 1 Sterling Hayden Fan club at the Palms-State.

Leo Carrillo, closing a big week at the Bowery for Frank Barbaro, headed west for the latter's new club at Las Vegas . . . Joseph Mangiapane has closed the Crane . . . Betty Brown Cadiff, who used to be on the screen herself, is grooming Robert Poleno for character roles.

Under the Marquees: Vic Dodge of the Westown has no middle initial "A," it turns out . . . Grant Hawkins reports no more falling ceilings at the Lakewood . . . A son, Thomas William by name, was born recently to Mrs. William Campbell, wife of the assistant manager of the Lakewood . . . Walter Shaffer remains as the other assistant at the Lakewood following the departure of Samuel Haberman.

N. J. Aiello, former manager of the Imperial, who has been exhibiting films in local schools, may return to theatre management after the schools close in the next few weeks . . . Mrs. Jack Krass is trying to plan some excitement for the usually quiet Coliseum . . . Frank Mellon, manager of the Nortown, claims the busiest job in his end of town.

John Tatu, circuit owner, has just returned from an extended trip to Florida and Washington . . . Vera Willis, cashier at the Highland Park Theatre, thinks a phone call always brings good business at the boxoffice.

Felix Goletz of the Courtesy Theatre says business is holding up well on the west side . . . Louis Parine says they're still hibernating out at the East Side Drive-In, waiting for some real driving weather . . . Sam Baker, president of Martin Cinema Corp., operating the Cinema, came to town for a few days and then headed back for New York.

Edward Nielsen of the Victory reports that new equipment is on the way since the house was taken back by the Cohen circuit . . . Fred Newman of the Courtesy has just returned from a four-week motor tour to California.

Joseph Kopach of Musicians Booking Service was in Flint early this week . . . Harry A. Dolan, formerly associated with John Murphy's Sunshine Theatre Service, is forming the Dolan Theatre Service at 2175 Morrell St. . . . Leon England is joining Johnnie "Scat" Savage as a partner in Twentieth Century Attractions.

Kemal Aladray has withdrawn from the Arabic Film Co., national distributors for Nahas Films of Cairo, leaving James A. Hager and Alex Albart sole owners. The company is moving to new offices at 7421 West McNichols

(Continued on next page)

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DETROIT

(Continued from preceding page)

Rd. . . . Peryl La Marr, theatrical costumer, is leaving in July to spend six weeks in Mexico.

Mrs. Houston S. Morton reports her husband is recovering steadily from his long illness. His plans are uncertain now . . . Frank C. Irvine. famed dog illustrator, is joining the art staff at Jam Handy . . . Bob Dunbar, Warner manager, cooked up a special party for the stay-at-homes Saturday night at the Variety clubrooms while the convention in Los Angeles was on.

Along the Rialto: Karl Bromel, who worked with Bromel and Sons before the war, has left his job with the MPE Co. and has set up the Bromel-Knapp Corp. His new corporation takes over the former MPE building at 8510 12th St., and will handle theatrical display operations. The MPE Co., which started as Robert Matson's old Motion Picture Engineering Co., has dropped its show business lines entirely and is changing its name to the Impel Manufacturing Co., handling gas burners only.

MITO Luncheon Notes: Sam Ackerman is back from Florida with his new car almost worn out . . . Irving Katcher of the Willis and Russell theatres has a busy life with his new automatic ice cream soda and hot dog sidelines . . . Clare Winnie has been out looking for muskies up in Mitchell's bay . . . Hyman Gordon, newcomer to the business, who recently took over the Hazel Park Theatre from Asher Shaw, made his initial appearance at an industry gathering.

Nick George of the Allen Park Theatre arrived after dessert but managed to get a full course dinner . . . Oscar Gorelick presided at the head of the table . . . H. O. Koch was busily discussing plans for his theatre . . . Sam Carver, sparkplug of MITO, led the general discussion . . . Joseph Ellul was the quiet representative of the small independent circuits.

Up in the Booths: Peter Burke of the Lakewood is back on the job after a six-week battle with flu . . . M. R. Lanker, former relief operator, has the assignment at the Coliseum formerly held by Fred Droege, who has returned to Ann Arbor . . . William Rennie of the Beechwood had John Tabor of the Oliver and Eugene Haas of the Amsterdam helping to put in those new bases in his booth. Homer Dillenbeck of the Dox was supposed to help, too, but didn't wake up in time.

Butterfield to Modernize Grand Rapids Theatres

GRAND RAPIDS — Butterfield Theatres will spend about $175,000 to $200,000 modernizing the Kent, Center and Majestic theatres here, according to Walter Norris, city manager.

Plans call for an entirely new front of glass and a new marquee at the Kent, reseating of the Kent and Center, increasing the seating capacity of the Majestic, and modernizing and retiling restrooms in all three theatres. Part of the stage will be torn away to increase the capacity of the Majestic from 1,136 to about 1,500.

Approval of housing authorities must be obtained before work can start.

New Louisville Drive-In To Open Early in June

LOUISVILLE—This city will have a new drive-in theatre June 1. Louis A. Arru is the owner and the location is on Bardstown road and Hikes lane. Approval for construction of the screen tower and projection booth has been granted. Construction of these concrete block buildings is to cost $10,880. Other improvements totaled $40,000.

The Skyway Drive-In, as it is to be called, will accommodate 520 automobiles, each with individual speakers.

Academy Opens Branch

CLEVELAND—Gilbert Lefton, president of Academy Film Service, Inc., 2300 Payne Ave., distributor of Ampro 16mm projectors and home movie equipment, has opened a branch office in Shaker Heights at 15400 Kinsman Rd., with Henry Hay as manager. The new shop will specialize in all types of 16mm and 8 mm home service. This is to include the sale and rentals of equipment and film. Academy Film Service, Inc., now maintains an extensive 16mm film library to which new films are being added each week.

Detroiters to Make Films

DETROIT—M. L. Barnes, Ray Kelley, Henry Rockwell and Tom Thomas of this city have formed a company to be known as Mercury Pictures. The new firm will make commercial pictures and films, with or without sound, of meetings and social gatherings.

Detroit's Grosses Continue to Fall

DETROIT—The trend of business at theatres here was downward. "Fair" business reports were exceptional at both first runs and neighborhoods. Only general business conditions could take the blame this time, as weather conditions improved and no longer provided an excuse for the slump.

(Average is 100)

Adams—**Dick Tracy vs. Cueball** (RKO); **The Locket** (RKO), 2nd wk. 100
Broadway Capitol—**Yankee Fakir** (Rep); **Boom Town** (MGM); reissue 90
Downtown—**The Best Years of Our Lives** (RKO), 5th wk. 140
Fox—**Backlash** (20th-Fox); **Carnival in Costa Rica** (20th-Fox) 90
Michigan—**Easy Come, Easy Go** (Para); stage show 100
Palms-State—**The Fabulous Dorseys** (UA); **Abie's Irish Rose** (UA) 80
United Artists—**Code of the West** (RKO); **The Late George Apley** (20th-Fox) 90

Fire Destroys the Ritz At Hickman, Kentucky

HICKMAN, KY.—Electric power service was cut off here for a time after a fire destroyed the Ritz Theatre and threatened adjacent buildings. Loss has been estimated at $25,000. The fire was believed to have started in the cooling system.

The building is owned by the Ruffin Amusement Co., of Nashville, which operates a chain of theatres in Kentucky and Tennessee.

Another Saginaw Theatre

SAGINAW, MICH.—Construction of a 1,500-seat theatre on the west side will be undertaken if approved by the city. Norman H. Henny, Saginaw realtor, told the city council that a group of men for whom he was spokesman would build the theatre on the site of the old Arthur Hill high school providing the city permits a theatre in that section.

Ten Owners, One Theatre

BONNIEVILLE, KY. — The Bonnieville Amusement Co., which is completing its Bond Theatre here, lists owners as follows: W. B. Reynolds, Oscar Kessinger, Cleon Mage, Leonard Highbaugh, Ralph Clausen, Ralph Cottrell, M. H. Ferriss, H. S. Jaggers, C. M. Walters and Herbert Clausen.

Stage Shows on Tour

PITTSBURGH—One-night stage shows are making the rounds in this area. Now playing 14 Warner circuit houses for one-night stands are Slim Bryant and his Wildcats, popular western-hillbilly radio troupe, and another unit headed by Mischa Auer and Bonnie Baker.

Plans July 4 Opening

FOWLER, MICH.—Work is progressing on the theatre being built here by Clemens Fox and he is making plans for a formal opening about July 4. Fox hopes to have his dairy bar next door built and ready to operate by the same date.

New Film Cleansing Service

CLEVELAND — Visual Communications, Inc., RCA 16mm projector and 16mm film distributor, has established a new department for cleaning and processing both 16mm and 35mm motion picture film. Service headquarters are at 308 Film Bldg.

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Legislature Advances Broad Tax Base Bill

HARRISBURG—Without a dissenting vote, the Pennsylvania bill to create a broad tax base for municipalities and elective school districts passed second reading. Opposition is on the ground that granting both school districts and municipalities the same taxing powers will create a race to put taxes on the "easiest" subjects, and it is a well known fact that theatre admission taxes are "easy" to collect.

Most of the tax bills have been approved by the legislature, and with the bonus acts moving ahead, the other major issues this week are labor, teachers' pay and a fair employment practices commission.

House Bill No. 800 applies to all municipalities in the state except counties, and all school districts except Pittsburgh and Philadelphia. Broader taxing powers for the city of Pittsburgh are included. The measure would allow Pittsburgh to collect taxes on persons, transactions, operations, privileges, subjects and personal property within its limits and would permit a wage or a sales tax.

CLAUSE ON DUPLICATION

Should the state, at a later date, impose a tax similar to that settled by the city or municipality, the local government would be allowed to continue collecting that tax until the end of the budget year, when the local tax would be vacated. There was such a provision in the so-called "Pittsburgh Package" bill, which has remained in committee.

The Stonier-Brunner bill (House 800) is a temporary measure, extending only to June 1, 1951.

The administration tax program cleared both houses of the general assembly and Governor Duff has signed the acts. The program, which provides more than $140,000,000 in new levies, includes increased taxes on tobacco and beer, a new tax on soft drinks and upward adjustments in the corporate net income tax.

Pittsburgh city council seeks a share of the state's tax money on cigarets. The former state tax was 2 cents on each package of cigarets and the new state tax is 4 cents per package of 20.

MAY VOTE ON DAYLIGHT TIME

The house passed a bill giving the voters of Pennsylvania the right to decide next November whether they want standard or daylight saving time. The vote was 113 to 76 and the measure now is in the senate. In former sessions, the issue was ignored.

There is pressure to pass Senate Bill 608 which would increase the annual salary of the chairman of the Pennsylvania state board of censors (Mrs. Edna Carroll) from $4,800 to $6,000. There are three members of the board, the vice-chairman and the secretary each receiving $4,500. Mrs. Lucy H. Love, secretary, who served eight years, has resigned.

B&K's $2,000,000 Theatre Step Nearer Completion

TOLEDO—Construction of the new $2,000,000 theatre here by Balaban & Katz came a step nearer with completion of final details of the purchase of the site. The architectural firm of Holabird & Root, theatre specialists of Chicago, has been engaged to prepare plans for the 2,500-seat motion picture and television house.

Engineering survey of the property at the northwest corner of Superior and Jackson streets has been completed. The house is expected to be ready for occupancy by June 1948.

Lakewood Celebrates Anniversary Of First Matinee for Children

CLEVELAND—Lakewood, suburb of Cleveland, recently celebrated its first anniversary of presenting special children's matinees on Saturday. Lakewood was the pioneer in this move, with complete cooperation of the Hilliard Square Theatre, the superintendent of schools and the PTA.

Paul A. Rehmus, superintendent of the Lakewood schools, was the prime mover in establishing the children's matinee and is largely responsible for its success throughout its first year.

"We have come to the conclusion," said Rehmus, "that the only effective long run censorship against low-grade films is to build up in each individual boy and girl such good taste that he'll want to see only the best films."

PTA HELPS PICK FILMS

It was from that angle that all of the Lakewood schools, both public and parochial, under the guidance of Rehmus and Mrs. C. F. Brewer, head of the Lakewood PTA, have cooperated in selecting programs and then publicizing them in the schools.

Manager Fred Holzworth of the Hilliard Square Theatre has established a policy of submitting his Saturday program to the group backing the children's matinees. If his regular Saturday picture is satisfactory to this group, it stands as is. If it is not satisfactory, he changes it.

The original plan of presenting these programs on Saturday morning was not successful. When they were shifted to Saturday afternoon they boomed. Now they have settled down to what Holzworth calls a good Saturday.

NOW SUPPORTING 'YEARLING'

The Lakewood group is now urging the support of "The Yearling." Stills from the film are on display on high school bulletin boards and all the teachers are making announcements about the picture and urging the pupils to see it.

A special program was held at the Hilliard Square last Saturday to celebrate the first anniversary of the Lakewood plan. Mrs. H. D. Abernethy of the Lakewood board of education presented honor PTA emblems to Rehmus and Holzworth. And as a surprise entertainment, the nationality group of Harrison school presented a program of folk dances.

Holzworth states that the Lakewood plan as operated in cooperation with the school heads and the PTA has been of great value. Not only has it proved lucrative, but it has promoted and cemented civic unity between the theatre and the forces of education.

Lane Erecting a Second At Williamsburg, Ky.

WILLIAMSBURG, KY. — Foster Lane, owner and operator of the Dixie Theatre, has awarded a contract for the construction of a new theatre here. The proposed house will seat 624 on one floor, of deluxe type incorporating latest equipment.

Plans for the building were drawn by J. N. Ingram, architect of Louisville. The site has already been cleared and the grounds are being graded. Building will start immediately, and it is hoped the structure will be completed in time for opening Thanksgiving day.

Lane advises he will operate both theatres here. The new theatre will be called the Lane.

Stewart Says Minors 'Cut Own Throats'

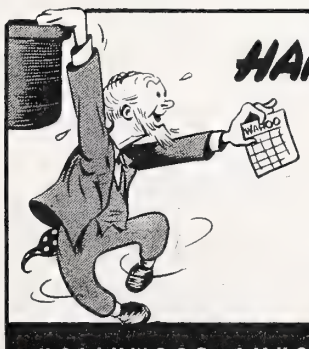
DETROIT—Direct demand for lower film rentals from minor distributors was made recently by Jack Stewart, general manager of Allied Theatres of Michigan, who claims that the smaller companies are charging virtually the same rentals as the major companies at this time.

Present conditions make such a short-sighted policy possible, Stewart said. He predicted that conditions are bound to change —to the small distributor's disadvantage.

"The smaller distributors are taking advantage of the present lush market just the same as the majors do," he said. "What a pity they don't get wise and take over some of the business that would surely come their way at this time.

"Now the public does not shop for pictures any more, it is a case of getting in where one does not have to stand in line. It doesn't matter much whose picture is on the marquee, it will do business. Therefore if the small distributor would get after some of that gravy and play ball with the independent exhibitor, it would seem to me that when and if things ever come back to normal again, that exhibitor would string along with him.

"Minor distributors never had a better chance to get set for the future when the saturation point is reached. Many independent exhibitors say that if the minor distributors would play ball with them now, they would even eliminate some major product to take advantage of the situation, but certainly when all prices are the same, small exhibitors will follow the trademark that has graced their screens for many years."



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How Children Wiggle Is Important In MPA's Juvenile Picture Test

CLEVELAND—Mrs. H. Henry Dawson of MPA, guest speaker at the recent luncheon meeting of the Motion Picture Council of Greater Cleveland, spoke in detail about the association's Children's Film library, and gave council members the lowdown on how the films in the library are selected.

"The pictures were selected as the nucleus for our Children's Film library on the basis of the 'wiggle test,'" Mrs. Dawson told the council. "We gathered together various groups of youngsters from the public schools of New York and showed them the films that we thought suitable for the library. Then we watched them carefully. As soon as they became disinterested they began to wiggle. After repeated tests, we made eliminations on the basis of the wiggle response.

LIKE TO SEE REPEATS

"In this way we learned what the children actually like to see on the screen. And we also made another important discovery. This is that children like to see their favorite pictures again and again."

The difference between the American and British plans for children's shows was brought out. "In England, J. Arthur Rank produces pictures especially for children," Mrs. Dawson said. "In America, we believe a better plan is to use and adapt (by deletion) the product already produced. Our reason for this attitude is that we do not encourage the attendance at theatres of children under 8 years of age. Our programs are aimed at the 8 to 12-year age, and children in this age bracket do not want to be talked down to as is apt to be the case with specially produced children's pictures."

SAYS LIBRARY IS LIMITED

Stressing the success of the children's programs nationally, Mrs. Dawson said that there are now 1,040 theatres throughout the nation showing special children's shows. Because the Children's Film library is too limited for this field, exhibitors are urged to use their judgment in choosing films for children's shows from current product.

Mrs. Louis B. Seltzer, president of the Federation of Women's Clubs, and wife of the editor of the Press, daily evening newspaper, spoke briefly on the heavy social responsibility of groups like the Motion Picture Council of Greater Cleveland. Mrs. Seltzer expressed herself as opposed to state or government control of the motion picture industry, but declared, "This freedom makes it imperative that the council study the pictures produced and accept the social responsibility of supporting and recommending those of which it approves."

Ashmun Is Renovating Two Michigan Theatres

TAWAS CITY, MICH.—The Rivola Theatre, closed during the war years, is being reconditioned by Ashmun Theatres, which operates the Family in East Tawas. It is expected to go back into use about June 15.

The Rivola is getting a new marquee and sign, a fire resistant concrete booth, new booth equipment, reconditioned box spring seats and a new roof.

The Ashmun circuit also is remodeling its Garden Theatre in Frankfort, having obtained CPA approval for the work. The job will include a new porcelain sign and marquee, oil heating and cooling system, new lighting fixtures throughout, 700 new seats, which will be placed in a new staggered arrangement, new lobby flooring and carpeting throughout, and redecoration of the interior. The boxoffice is being moved to the center of the building, and extensive changes will be made to the rear exit. There also will be a new popcorn machine alongside the new candy bar. The work is expected to be finished by June 1.

A. T. Worthington, 56, Dies; Former Theatre Owner

CLEVELAND—A. T. Worthington, 56, owner of the Star Theatre in Bluffton, Ohio, until 1938, when he sold it to George Carnack, died at his home Saturday (10) of a heart attack.

Since his retirement from theatre operation he has been affiliated with Lima Locomotive Works at Lima. Surviving are his wife and daughter. Funeral services were held Wednesday in Bluffton.

Pre-Fab at Mill Hall, Pa., Planned by C. D. Weiser

MILL HALL, PA.—C. D. Weiser of the Sky, Altoona, will erect a prefabricated theatre here, four miles from Lock Haven. Capacity will be more than 400 seats. Weiser, formerly an exhibitor at Middleburg, also has plans for opening a theatre at Hyndman.

Sell at West Point

WEST POINT, KY.—S. J. Brown and Son have sold their West Point Theatre here to Louis Baker.

List of 'Sins' Quells Youngsters

COLUMBUS, OHIO — Listing 13 offenses committed by children and teen-agers in theatres, Fred Rowlands of the Main Theatre here reports that since he placed the list in his boxoffice there has been a decline in the number of violations with greater peace and comfort for his more sedate patrons.

The list:

1. **Talking.**
2. **Running up and down aisles.**
3. **Gathering in groups.**
4. **Cracking gum or disturbing noise.**
5. **Whistling.**
6. **Property damage.**
7. **Throwing things.**
8. **Smoking.**
9. **Using flashlights or lighting matches.**
10. **Everlastingly changing seats.**
11. **Using bean shooters, water guns or cap pistols.**
12. **Roaming the theatre for dates.**
13. **Disrespect to employes.**

Violation of these rules means that the guilty person is told to leave the theatre without refunds.

Sam Abrams Pulls Talent For Phonograph Confab

CLEVELAND—Sam Abrams of the Ohio Advertising Ass'n, whose extra curricular activity is such a great interest in show business that he is currently secretary of the Variety Club, arranged and supervised a big show held last Monday at the Carter hotel as the outstanding event of the annual convention of the Ohio Phonograph Ass'n. Reading like who's who in show business, the program included Gene Krupa and his orchestra, Eddie Howard and his orchestra, the Murphy sisters, band leader Sam Donahue, pianist Jack Fina and cowboy singer Tex Allen. In addition to the amusements editors of the local daily newspapers, several prominent picture men were present, including Harry Schreiber, Variety Club chief barker; Saul Minick, Goldwyn representative in charge of the local engagement of "The Best Years of Our Lives," and Julius Lamm, manager of Warners' Uptown.

Bill Feld Signs With E-L As Manager in St. Louis

PITTSBURGH—Bill Feld, who resigned as Republic manager, effective May 9, has been named Eagle-Lion district manager with headquarters in his home city, St. Louis. Feld's E-L district includes St. Louis, Kansas City, Des Moines and Omaha. Irwin Sweeney resigned as RKO city salesman to accept the post as local Republic manager. Bob Munn, Warner exchange accessory department manager before going into the army, is returning to Pittsburgh as a Republic salesman. Now with Republic at Cleveland, Munn will cover the West Virginia area.

Saginaw Theatres Will Bar Children on School Nights

SAGINAW, MICH.—Theatres here have made an agreement with the city PTA not to admit children under 12 years of age to theatres after 6 p. m. on any evening preceding a school day.

Veterans Acquire Theatres

UNIONTOWN, PA.—Two local theatres, long dark and out of service, have been acquired by veterans' organizations. The Capitol, under arrangement with the Pennstate Amusement Co., has been leased to the local post of the American Legion. The old West End building has been partially razed and remodeled, and is the new permanent home of the Veterans of Foreign Wars.

Joins Dad in Firm

PITTSBURGH—Jimmy Alexander jr., son of the Alexander Theatre Supply proprietor, has joined the equipment company and he will assist his father in all departments. The junior Alexander, who recently received his B.S. engineering degree at Northwestern university, is spending a week or so at the Brenkert factory in Detroit.

Pin to Moriarty

PITTSBURGH — Eddie Moriarty, MGM sales representative, was awarded a 20-year pin by Saal Gottlieb, branch manager, at a pep meeting in Loew's Little Theatre on Filmrow recently.

New Sound in Strand

UNION CITY, MICH.—Motiograph-Mirrophonic sound has been installed in the Strand Theatre here, Homer Cox, manager, announced.

Champ Co. Forming Bay State Circuit

WORCESTER—Organization of an independent circuit of theatres in central Massachusetts is under way with the purchase of the Park in Spencer by the Champ-Amusement Corp. of Worcester. It is the firm's third house.

The Park, Spencer's only theatre, was sold by Charles M. Kane at an undisclosed price. It was built in 1909 and has always been owned by the Kane family. At first it was used for roadshows, stock and vaudeville but turned exclusively to pictures when sound came in. It seats 600.

Fileno DiGregoria of Southbridge, president of the United Lens Co. there, is president of the purchasing corporation. Charles Grace, Worcester attorney, is treasurer and clerk. They said they expect to add other houses.

At present they operate the Barre Town Hall seven nights a week and the Oxford Town Hall on weekends. Formerly they operated at the Worcester Playhouse but this is not always available.

Succeeding Kane as manager in Spencer is Raymond Mangaudin, formerly of the Warner here, who has been in charge at Oxford. Miss Liberty Koskinos of Worcester is the new manager in Oxford. Dorothy Gengel of Worcester continues as manager in Barre.

Thomas McAndrews, 24, Is Republic Salesman

NEW HAVEN—Thomas McAndrews, new salesman at Republic, is the youngest seller of film to appear on the Row for some time. At 24 he has a college education, a wartime service record and a good foundation in the film business.

Born and reared in Bell Harbor, L. I., Tom wanted to be a businessman with a good educational background. He attended St. John's college in Brooklyn and graduated with a bachelor's degree in economics. From cap and gown there was a whirlwind change to khaki, and he was an infantryman for three and one-half years, two on the battlefield.

From service, he stepped into the Republic New York exchange, where he was put through the paces—inspection, shipping, cashier's department, booking, and finally student salesman. Before he left New York, he was servicing his quota of theatres in the city.

Jack Gordon's Daughter To Springfield Staff

HARTFORD—Jack W. Gordon, general manager of Gordon's Entertainment bureau, has announced the appointment of his daughter Frances to the bureau's staff at Springfield. Frances will work with Eddie Stone in the firm's newly opened office at 144 Bridge St. there.

Phyllis Thaxter Returns Home in 'Sea of Grass'

PORTLAND, ME.—Phyllis Thaxter, daughter of Supreme Court Justice and Mrs. Sidney St. Felix Thaxter of Portland, has an important role in "Sea of Grass," which played at the State Theatre recently. Miss Thaxter appears in the film as the daughter of a cattle baron, played by Spencer Tracy.



PLENTY OF YEARS HERE—Manager Fred R. Greenway of Loew's Poli-Palace in Hartford and his assistant, Albert Lessow, had a total of 224 years of age rounded up for this photo. Doormen, the three men are John Rosenberg, 67; Arthur L. Marks, 82; and Edward G. Cram, 75. Cram and his wife are now observing their golden wedding anniversary.

Theatres Seek Permission To Employ Own Police

LOWELL, MASS.—Several theatre managers in this city have united in asking that managers be allowed to hire their own police officers. Cost of officers hired now is $9.23 per day, and it is believed that this figure can be shaded considerably if favorable action results from the request.

Carl Goldman to Wed

BOSTON—Carl Goldman, manager of the Esquire here during the run of "The Best Years of Our Lives," will be married to Freda Kaufman of Mattapan June 1 in Temple Beth Hillel. Jack Markle, manager of the Broadway Theatre, New York City, is planning to attend the wedding.

Drive-In for New Hartford

HARTFORD—Work has started on a new drive-in theatre between New Hartford and Winsted, Conn. A group of businessmen are reported behind the move. The drive-in may open this season.

Roy A. Smith Opens Park, East Walpole

BOSTON—The Park Theatre, East Walpole, was formally opened by Roy A. Smith, president and manager, May 6. The house has been under construction for over a year. Harry J. Koslund of Norwood is the architect.

The site for the theatre was that of a garage which had been gutted by fire, leaving the three bare walls. The result is an attractive ultramodern theatre seating 630 which has every modern device for the comfort of the patrons. There is no balcony. The acoustics has been developed for 100 per cent reception. There are Kroehler push-back seats and the temperature is controlled by refrigerated air conditioning which changes the air every ten minutes. Voice of the Theatre sound system has been installed.

For the ceremonies for the grand opening, Smith introduced Willis D. McLean, chairman of the Walpole board of selectmen, who gave a short address. Smith has arranged for special township nights to be carried out during the first week. Thursday night was Norwood and Westwood night when those residents were welcomed with the chairman of the board of selectmen, while Friday evening was Sharon and Canton night, and Saturday night Dedham night. The picture chosen for the opening four days was Columbia's "Dead Reckoning." "The Return of Monte Cristo" played the next three days. "The Razor's Edge" is set for seven days beginning the second week. The policy is for one matinee and two evening shows daily with continuous shows on Sundays and holidays.

Discuss Competitive Bids At Independents' Session

BOSTON—Competitive bidding was discussed at the monthly meeting here of Independent Exhibitors, Inc., and a poll was taken to determine what companies are inviting bids and whether the bidding is in accordance with terms of the antitrust decree.

George Markell of the Hudson Theatre, Hudson, Mass., was elected to membership. It was decided to discontinue luncheon meetings in June and July unless something special arises.

Professors Lament That Theatres Offer Too Many 'Amorous Dreams'

HARTFORD—The question, "What is the influence of motion pictures, radio, and funnies on American life?" was discussed by three college professors at a meeting of the Hartford Get-Together club here last week.

Presiding at the meeting was Wilbert Snow, former governor, poet and professor, who declared that he knows less about radio, film and the funnies than anyone else in Connecticut.

Dr. Harry Overstreet, philosopher, writer, and authority on behavior, declared: "It is a damning indictment that we are not great enough to produce great radio, great movies and great humor." He said that widespread discontent in American life seeks relief in the compensation of romance, and added, "We go to movies, and say, 'I am tired, give me an amorous dream.'"

Prof. Walter Pritchard Eaton, drama critic and playwriting instructor at Yale university, told the group that he never had a radio at home, that he goes to motion pictures only four times a year "because they give me a headache, but I read the funnies every day and have found other members of the Yale faculty doing the same."

A Yale psychologist, Prof. Leonard V. Doob, declared that surveys show that few persons are dissatisfied by soap operas, and he placed some blame on entertainment by pointing out that "although these mass media satisfy needs in the people, they create appetite for more."

BOSTON

Arthur Howard, president of Affiliated Theatres, Inc., who underwent a serious operation in April, has returned to the Newton-Wellesley hospital for more surgery after complications developed. During his illness, Affiliated Theatres has been in the hands of Seth Field who joined the concern just prior to Howard's illness. Joe Hochberg is assisting Seth in the booking, while Elinor Costello, shorts booker, is also doing a fine job in the emergency.



ARTHUR HOWARD

Louis Score of Portland, has announced the sale of the Rialto, Westbrook, Me., to Mr. and Mrs. Alfred Lahoulier. Score, who owns the Opera House in Lakeport, N. H., is preparing to reopen the Deering, Deering, Me., a suburb of Portland. The latter houses are on the market.

Paul Feeley, 8-year-old son of Ray Feeley, business manager of Independent Exhibitors, Inc., entered Milford hospital to have his tonsils and adenoids removed . . . Charles Hurley, manager of the Philips, Springfield, a Rifkin house, was in town for the Frank Lydon testimonial luncheon at Hotel Bradford.

Hy Teich of the 4-Star Program Co. on Filmrow wrote the book and the lyrics for an original musical comedy of two acts and nine scenes which was presented at Jordan Hall May 7, 8. Titled "All Those in Favor," the musical had a cast of 50 and was a sellout at each performance. Hy is retiring president of the Kehillath Israel Brotherhood of Brookline, sponsors of the play, a satire based on the growth of congregations. It ribs the activities that take place at various board meetings.



HY TEICH

Hy is well qualified in this theatrical venture as he attended Yeshiva college, New York, and Hebrew Teachers college. He taught at a Hebrew school and at one time considered studying for the rabbinate. Instead he came to Boston university to study journalism and later worked at editor of the New Bedford Times and as a feature writer for the Boston Post. He established the 4-Star firm 12 years ago with four employes and now has a staff of 30, doing theatrical programs for the New England sector.

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Samuel J. Davidson, Pres.

Hub Children's Hospital Aided by Variety Club

BOSTON—To assist the drive for funds for the medical center connected with Children's hospital, the Variety Club of New England has offered a service of free 16mm films to be shown at private homes to anyone who will pay a minimum of $100 to the drive. Bill Koster, executive secretary of the club, and Joe Cifre, tireless worker for the club's various philanthropies, are taking on this new project. The club will pay all expenses and the entire proceeds will go to the hospital.

Mayor Curley made the first donation to spearhead the project with a special screening for the children of the Mary E. Curley school in Jamaica Plain. Boston's Tent No. 23 is the first in the country to put on this special drive and it is hoped that other tents will soon follow suit in this national cause.

To avoid excessive service charges it will pay dividends to consult

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BROOKLINE 46, MASS.

Now Expanding with Additional personnel to cover a Larger Service Area.

Many theatres under our maintenance

Worcester District Getting New Houses

NORTH GRAFTON, MASS.—This town is soon to have its own theatre. George W. Johnstone announced that the Johnstone building, destroyed by fire in February, will be rebuilt to include a house seating 450. Bowling alleys and stores also will be contained in the block. Worcester theatres heretofore have served the town.

The plan of E. M. Loew of Boston to build a new neighborhood house in the Grafton Hill section of Worcester has been held up by CPA restrictions. The site has been chosen and Loew is ready to go ahead as soon as the federal ban is lifted. This house will be in a thickly populated section and will seat 1,200.

Another theatre planned for the city will be in the new business block to be erected at Southbridge and Cambridge streets, near Holy Cross college.

Opera House Building In Milford Is Sold

MILFORD, MASS.—Papers have been passed transferring the Opera House block on Main street from the Markarian Bros. Realty Corp. of Worcester to the Stoughton Theatre Co., whose other Milford holding is the State.

The Opera House building is a four-story brick structure in the center of the business district.

The theatre, located in the rear of the block on the second floor with the balcony extending up to the fourth floor, has not been used for 14 years. The Milford Realty Co. has had a lease on the house since 1929 but operated it only a few years after obtaining the lease.

The Opera House block was erected in 1879 and at first was known as the Music Hall. Many celebrated stage stars appeared there in the early days.

Boston Tent Sends 64 To Variety Convention

BOSTON—Sixty-four members of Boston tent 23 of Variety attended the international convention in Los Angeles. Among them were Leonard Goldberg, Meyer and Joe Stanzler, Joe Carrolo, Fred Greene, Ted Fleischer, Herbie Higgins, William Deitch, Harry Zeitz, Louis Gordon, Arthur Lockwood, Phil Bloomberg, Ben Abrams, Walter Brown, Harry Gilman, Abe Yarchin, Morris Safner, Dan Murphy, Dr. Sapherstein, Al Gould, Ted Rosenblatt, Chester Currie, Al Somerby, E. M. Loew, Ross Frisco, Martin Mullin, Sam Pinanski, Harry Browning, Ben Williams and Bill Koster, executive secretary of the Boston tent.

Jim Clancy Named to Post With Society for Crippled

HARTFORD—Jim Clancy, who retired recently as sales promotion manager of WTIC, 50,000-watt Hartford radio station, has been appointed director of public relations for the Connecticut Society for Crippled Children and Adults.

Before he joined WTIC Clancy was associated with the Poli and Keith Theatre circuits for almost 25 years. At one time, he was manager of the downtown Poli here. He was with the Paramount Pictures publicity department in New York some years ago.

Harry Shaw 14 Years In Poli Division Job

NEW HAVEN—May is for May day, flowers, spring housecleaning, rose fever and similar events, but, more especially for Harry Shaw, to draw a circle around the 16th, the anniversary of his arrival in New Haven to become Loew's Poli division manager. This month marks Shaw's 14th year in the Elm city and his 18th with Loew's, Inc., which is an occasion for "many happy returns."



HARRY SHAW

Shaw supervises 17 houses in eight Connecticut and southern Massachusetts towns, and some 650 employes. His supervision implies constant contact by telephone, voluminous correspondence, frequent meetings, and hundreds of miles of travel in a continuous personal inspection of the circuit houses in Bridgeport, Waterbury, New Haven, Hartford, Meriden, Springfield and Worcester. Shaw is justly proud of the steadily improved appearance of his houses, and of the scrupulously clean conditions he insists on from basement up. He also maintains a personal relationship with most of the division employes, taking an interest in their families and their problems.

He derived most satisfaction during the war years from his active part in the seven war loans as head of the motion picture division for this territory. Working for and with bond shows, big and small, emceeing in all parts of the field, arranging luncheons, guest star appearances, and all the other inducements cooked up by show business to bring in citizens' dollars, Shaw was tireless in his efforts and effective in his results. He could easily have redecorated his office with treasury department citations, but only one neat certificate is in evidence.

Going on 14 years, and the cop on the corner still checks his timepiece at 7:45 o'clock when Harry walks by to be in the office by 8 a. m. By 9 a. m. he has gone through his mail and knows all the problems on the circuit. The same fresh carnation in his buttonhole every day, the cigar, and the largish figure and broad smile add up, with the job he has done, to a personality better known in these parts than many who have lived here a lifetime.

Form 16mm Circuit

HAVERHILL, MASS. — Two veterans of this city, Joseph Roberts and Warren Henry, have formed a partnership, known as the Roberts and Henry circuit, and are showing Hollywood-produced 16mm films in towns surrounding Haverhill. Pictures are shown once each week in Georgetown, Mass., and Newton, Hampstead and Northwood, N. H.

Local Angle Helps

PITTSFIELD, MASS.—The Palace Theatre got extra publicity out of its showing of "13 Rue Madeleine" and extra attendance as well, when it became known that Edward Lankin, former resident and outstanding athlete, was an extra in the film.

Bing Visits in Maine

SANFORD, ME.—Bing Crosby visited here the weekend of May 3 with Elmer L. Ward, president of the Goodall-Sanford Co.

Proper Staff Training Major Point In Operation of Coolidge Corner

BROOKLINE, MASS.—Richard Penta, personnel director and chief of service at the Coolidge Corner Theatre here, managed by Bernard Stewart, is also an assistant professor of languages at Boston university, where he teaches German to a class of 50 pupils.

Penta's own college course at the university was interrupted by the war. He was placed in army intelligence and was sent to Georgetown university to study Japanese. The course took eight months, after which he was sent to Japan to serve as an interpreter at the signing of the surrender.

FORMER MEDFORD ASSISTANT

During his undergraduate days, Penta was assistant manager at the Medford, Medford, then managed by Stewart. When Penta was discharged from the army, Stewart made room for him at the Coolidge Corner, where Penta now has charge of all the hiring and firing of the help and the entire front house.

Working on exploitation with Stewart, Penta has some definite ideas on the training of the theatre staff and the proper presentation of films. He believes that word of mouth is more profitable than the usual type of direct advertising. Hence, he prepares the staff for a thorough understanding of the picture to be played before its first showing.

In connection with "The Song of Scheherazade," he asked Serge Koussevitsky, conductor of the Boston symphony to appear before the staff of 30 to explain the music of Rimsky-Korsakoff.

Other experts in other fields have addressed the staff. Donald Bain, Hollywood sound expert and imitator of animal calls explained the different animal sounds in a tiein with "The Macomber Affair."

BRINGS ACTOR TO STAGE

For exploitation of "The Late George Apley," Penta arranged for the personal appearance of Roger Clark, who has the lead in the legitimate production of "The Picture of Dorian Gray," playing in a downtown theatre. Clark spoke to the group on dramatic speech, voice and dramatic subtlety, with special emphasis on the importance of voice subtlety in dealing with theatre audiences in boxoffice lines, standees and in the lobby.

The following code of rules has been set up by Stewart and Penta for the training of a new employe:

I. PREPARE THE WORKER.
Put him at his ease.
Find out what he already knows about the job.
Get him interested in learning the job.
Place him in the correct position.

II. PRESENT THE OPERATION.
Tell, show, illustrate and question carefully and patiently.
Stress key points.
Instruct clearly and completely, taking up one point at a time, but no more than he can master.

III. TRY OUT PERFORMANCE.
Test him by having him perform the job.
Have him tell and show you, and have him explain key points.
Ask him questions and correct errors.
Continue until you are sure he knows.

IV. FOLLOWUP.
Put him on his own.
Check frequently—tell him to whom he goes for help.
Encourage questions.
Get him to look for key points as he progresses.
Taper off extra coaching and close followup.

Some pointers on getting ready to instruct:

I. Have a time table. How much skill do you expect the worker to have and how soon?
II. Break down the job.
List principal steps.
Pick out key points.
III. Have everything ready—the right tools, equipment and materials.
IV. Have the work place properly arranged, just as the worker will be expected to keep it.

Dishes for Giveaway

LEWISTON, ME.—The Ritz Theatre is advertising dinnerware as a giveaway.

Frances Roth to Arbitration Body

HARTFORD—Frances L. Roth, executive secretary of the Municipal Court Judges Ass'n of Connecticut, associate professor of law at the Yale Law school and assistant to the vice-president of the American Arbitration Ass'n, has been named chairman of the committee on arbitration of the National Ass'n of Women Lawyers.

Hartford Circuit Men Meet

HARTFORD—A. M. Schuman, general manager, presided at a Hartford Theatres circuit meeting held at the Schuman home in Hartford last week. Attending were Ernie Grecula, Leon Schuman, Phyllis Selvin, Joe Ruggerio, Hugh J. Campbell, Mrs. Kate Treske, Pat Bucherri and George Smith.

Art Assignment to Hans Peters

Metro has given the art director assignment on "If Winter Comes" to Hans Peters.

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Tops for all showmen!
Ask the theatre that has one!
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NEW HAVEN

Though the statewide business report for the last few months has been slightly down, the first week in May was generally good . . . "Duel in the Sun" had a fine opening day. The "Duel" mobile unit looked vainly for a rainbow in every opening town. The truck, which projects a 40-minute show to sidewalk crowds, arrived everywhere in a downpour which stymied all plans.

"It Happened on Fifth Avenue" opened at the Warner and Merritt, Bridgeport, at 9 a. m. Harry Goldstein, exploiteer, arranged a cocktail party at Hotel Barnum for Don DeFore, star, with Nate Furst and John Pavone representing the company. The picture is playing as a single feature at the Garde, New London.

The Arena finished up a week of Larry Sunbrock's rodeo and Nate Podoloff, manager, reports it the most successful rodeo yet. The horsemen's show and powwow are scheduled June attractions . . . Alfred Patricelli is running a series of Miss America pageants, including selection of Miss Waterbury, Miss New Haven, Miss Hamden and Miss West Haven. The New Haven event May 14 at the Arena also featured Don DeVeglia of "Follow the Girls," who was born in Hamden; June Vane, Irish lullaby singer, Joan Turner (Miss Connecticut of 1946); and Tony Lavelli, Yale basketball star and accordion expert, all under the sponsorship of the American Legion.

Rumors are "The Jolson Story" will repeat first run theatres in the near future . . . Certificates of incorporation for the Connecticut Amusement Corp. and the Crystal Amusement Corp. in Bridgeport have been filed . . . In the mail from MGM is that letter asking for shorts bookings which may send Phil Gravitz on a prizewinning trip to the coast (Phil has never been west of the Bronx so far) . . . Tying in Connecticut's winning of the traffic safety award for the third successive year and the AAA award for being the safest state for pedestrians and motorists, Gravitz urges exhibitors to play "Traffic With the Devil."

Sympathy to Barney Pitkin, RKO manager, on the death of his mother, Mrs. Ida Pitkin, 64 . . . Toots Marakian of the Cottage diner was presented a radio by filmites who partake of her delicacies frequently, when news leaked out she had been secretly married and would live in Boston. Just to change the diet, the girls and boys dined Toots at Tony's restaurant.

Glad news in the Morton Katz family was the arrival of Nancy Estelle at Grace hospital. He's an MGM salesman . . . Operator Fred Warner of the Paramount is on vacation, fishing the local streams, while Vincent Monks subs for a week . . . Irving Horowitz of Rosen Film Delivery fishes every chance hereabouts, while Boss Sam Rosen aims for virgin streams in Canada in August . . . Henry Bruneau, United Artists booker, spent his vacation in Elm City as of May 12 . . . Lea Baldwin, secretary to Manager Meadows, prefers Woodbridge as of May 19 . . . Dick Cohen, Monogram booker and office manager, is using the family cane after spraining his ankle at the Arena . . . Columbia is still in third place in the personnel bonus drive which ends June 26 . . . Local B41 of exchange employes will hold its annual election June 2, with Jim Mahan of Paramount presiding.

Thelma Jaffe and Muriel Ketaineck of MGM were a laugh riot at the Junior Hadassah donor dinner last week, when they gave old-fashioned costumes a new twist in the fashion show . . . George Weber is off to speak for New Haven at the MGM office managers meet in Cincinnati . . . Dave Kramer, Columbia salesman, knows the right people; consequently he's driving a new Dodge . . . Harry Segal, Eagle-Lion district manager, stopped in from Boston, to visit with the Salzberg staff; then went on to New York . . . Howard Richardson, in from the State, New Britain, says business on "The Jolson Story" dictated a holdover to six days.

The A. L. Schumans of the Hartford circuit plan an early trip to the coast and a visit to the studios . . . The Dr. J. B. Fishmans came back from the coast, the Grand Canyon, and New Orleans May 16 . . . Seen at the Dominic Somma wedding last week: George Somma, Republic; Mr. and Mrs. Earl Wright, United Artists; Mr. and Mrs. Morris Weinstein, PRC; Mr. and Mrs. Sam Germain and Tommy Germain, George Worcester, Nan McInerney, Betty Kelleher, Sal Popolizio, Eva Foti, Jean Paszko and Gloria Parente.

Replacing Fay Spadoni at the 20th-Fox switchboard is Barbara Schwartzman . . . The Paramount Theatre marquee was again delayed but is definitely due to be finished in a week or so . . . At the Seven Gables Towne House the women's division of the Jewish welfare fund showed "The Will to Live," starring Paul Muni as narrator, and a short with Eddie Cantor to inspire the workers . . . Frank X. Carroll, 20th-Fox sales executive, visited Ben Simon and the others.

Around the district last week: Johnny Siriad of the Lido, Waterbury; Bob Schwartz, Park, Thomaston; Betty Knickerbocker and Francis Boscardine, Colonial, Canaan; Walter J. Higgins, Prudential circuit, New York; John Perakos, Perakos circuit, New Britain; Jack Schwartz, West End, Bridgeport.

Big doings on "Homestretch," which opened in Stamford May 14, included promotion by Exploiteer Bob Kauffman of a pony giveaway . . . Just to be horsy, the Grand, New Haven, also distributed hobby horses last Saturday . . . Lou Brown promoted ten window displays for the Bijou on "The Fabulous Dorseys" as well as co-op ads . . . Tony Massella, Bijou assistant, disregarding the high price of flowers, promoted 100 roses for a Mothers day giveaway to the first mammas lured into the theatre . . . RKO provided interesting reading when it used reprints of Billy Rose's article on "The Farmer's Daughter" as a mailing piece . . . A record store co-op ad was landed by Ed Fitzpatrick in Waterbury on "Duel in the Sun."

R. L. Putnam Will Publish New Springfield Tabloid

SPRINGFIELD — An opportunity for the city's theatres to place advertising in a competitive newspaper market again, after a lapse of ten years, was assured recently when former Mayor Roger L. Putnam announced that the city would have a new evening newspaper June 2.

Throwing the spirit of competition back into the city's news field, Putnam said he had formed a corporation to publish the Springfield Sentinel, an independent tabloid sheet. It will fight for circulation and advertising lineage with the four Springfield newspapers jointly owned by a management represented by Sherman H. Bowles.

Putnam's announcement came as the newest development in the city's newspaper situation, which has been complicated by a seven-month strike by three AFL mechanical unions and the American Newspaper Guild, CIO.

Two of the four strike-bound papers—the Evening News and the Morning Union—have resumed publication in defiance of the strike, carrying near-normal advertising lineage.

Although they have been publishing two months, none of the theatres here has advertised, fearful of work stoppages from unionized projectionists. Theatre men have not said whether they would advertise in Putnam's paper, which, the former mayor said, would be completely unionized.

Mrs. Kathleen O. Finnegan Takes Husband's Old Post

SPRINGFIELD—Mrs. Kathleen Olsson Finnegan, widow of Gerald E. Finnegan, widely known theatreman, is carrying on the family tradition by taking her husband's old post as assistant manager of Court Square Theatre. She knows that she is aiming at a high mark in trying to emulate her husband's career but hopes to demonstrate, she says, that a woman can "go places" in the administrative end of theatre work.

Mrs. Finnegan worked as a cashier in a Holyoke theatre for several years before her marriage and helped her husband while he was on the E. M. Loew circuit. Finnegan spent one summer filling in for managers during their vacations and Mrs. Finnegan accompanied him on his various assignments and often acted as his assistant. It was "great fun," she said.

Borenstein Aids Cancer Drive

NEW BRITAIN—Joe Borenstein, manager of the Strand Theatre here, made up a special trailer announcing a New Britain paper collection day for the benefit of the cancer campaign. All local theatres ran the trailer.

Big Names Visit Hartford Area

HARTFORD—The big name band season is on again in the territory, with such names as Vaughn Monroe, Harry James, and others being booked into amusement parks and ballrooms.

In 'Two Guys From Texas'

Warners has set Dick Alexander for a role in "Two Guys From Texas."



Salesman Nuzzola Began Film Work 14 Years Ago

NEW HAVEN—Michael Nuzzola, newly appointed salesman for 20th-Fox here, comes to the Elm city with a solid background of 14 years with 20th-Fox.

Nuzzola decided when he was 19 years old that he wanted to learn the film business from the back room out. Accordingly, he became a film examiner on the night shift in the 20th-Fox exchange in New York, and worked his way through all the jobs in the exchange—shipper, advertising salesman, statistician, booker.

He was on his way up from there when the war interrupted his career. Nuzzola enlisted in the marines and served for three and a half years, much of that time overseas on Guam and Iwo Jima.

In January 1946, when he was discharged, Nuzzola headed back to the 20th-Fox exchange in New York and a job in the sales department, where he worked until he was moved here to replace Earl Wright, now with UA.

At school in his native New York, Nuzzola made letters and records in many sports. He excelled in basketball, football, track, handball and golf. He's still working on his golf game and is a real threat to the local appleknockers.

Recently, however, Nuzzola has been giving most attention to his daughter Michael, born six weeks ago. Like her father, Michael is a native of New York. She's still living in the old home town, but plans to move to New Haven when the housing shortage permits.

Mobile Unit Is Highlight Of Poli 'DITS' Campaign

NEW HAVEN—In advance of the May 7 Poli circuit opening of "Duel in the Sun" Allan Dowling and Irving Zeltner addressed managers at a publicity meeting arranged by Harry F. Shaw, Loew-Poli division manager, and Lou Brown, publicity chief, here.

Highlight of the national stunts in which Connecticut theatres participated was a visit of the "Duel in the Sun" mobile unit, a 7x45-foot truck with rear view projection, which gives 40-minute shows of shots from the film from 6 to 11 p. m. in front of theatres playing the picture. The truck was to be on hand in New Haven, Bridgeport, Worcester, Springfield, Hartford, and Norwich.

Morris Rosenthal's advance publicity campaign for New Haven included giveaways of from 50 to 100 flowers on Mothers' day to first mothers buying tickets. A tieup was made with Winchester Repeating Arms Co., whose rifles are used in the picture, for attendance in a theatre party by employes and generous use of the plant and bulletin boards for advertising material. The Yale News ran a contest on "Would you fight a duel over Jennifer Jones?"

Sweater windows were placed in Gamble's and other stores, and a sweater contest was held in a local night club. Groups of girls wearing "Duel in the Sun" sweaters served as street ballyhoo.

Adams Reseated

ADAMS, MASS.—Installation of 955 new seats in the Adams Theatre is under way. Seats are being installed at night to avoid interruption of the show schedule. Kroehler push-back seats are being placed. Preparations are also being made for recarpeting the theatre, it was disclosed by Manager Albert F. Winstrom.

Will Write Screenplay

Screenplay of "Winchester '73" will be written by Silvia Richards for Universal.

Connecticut's Perakos Observing 40 Years in Exhibition Business

HARTFORD—This year Peter Perakos of Perakos Theatres is noting his 40th year as an exhibitor in Connecticut. His first theatre was the Bijou, a 190-seater in New Britain.

Later Perakos joined partnership with the Contaras Bros. in New Britain, opening the Scenic Theatre on Main there. After several years, the partners purchased the Palace and Strand theatres, adding the Capitol when they became associated with the Hoffman Bros. of New Haven. When Warners bought control of the Strand and the Capitol, Perakos obtained sole possession of the Palace.

Recently he has become interested in theatres located in New Jersey and Massachusetts. Associated with him in the operation of his four Connecticut theatres are Sperie and John Perakos.

Perakos is active in civic affairs. He is president of the New Britain order of Ahepa and St. George Greek Orthodox church. He devotes considerable time to yachting.

Some time ago Pete built a home in Branford and now resides there as well as in New Britain. Mr. and Mrs. Perakos have six children including John and Sperie. The others are Dr. George Perakos of New Britain; Mrs. Artemis Miller of Key West, Fla.; Steven Perakos, a Boston university law student, and Peter G. Perakos, a Wesleyan university student.



PETER PERAKOS

FALL RIVER

Fall River theatres have contributed to the annual diocesan Catholic charities appeal. Contributions include the Plaza, $50; Durfee, $30; Empire, $30; Center, $25; Capitol, $20; Park and Strand, $10 each.

The Dartmouth Auto Theatre, located half way between this city and New Bedford on GAR highway, recently opened for the season with Ray Allard as manager. Allard also heads the Center staff . . . Mr. and Mrs. Harry Zeitz of the Zeitz chain, which operates the Academy in this city, left for Hollywood, where Zeitz attended the Variety convention.

One of the longest neon marquees in this country will be erected in front of the State Theatre, operated by the Zeitz organization, in New Bedford, Carl Zeitz, manager of the Academy in Fall River, reports. The marquee will be 100 feet long and will be installed by the V. I. Brink Co. of Boston.

Excellent patronage was given "The Jolson Story," which ran for five instead of the customary three days for feature pictures at the Strand and Park Theatres . . . "Boomerang" has completed a successful three-week run at the New Embassy of William C. Purcell.

Nathan Yamins of the Yamins circuit competed in the RKO golf tournament in New York . . . John O'Connor of the Plaza, accompanied by Mrs. O'Connor, has returned from a business trip to New York.

Plastering of auditorium walls at the Capitol, replacing old type panel work, is nearing completion . . . When the installation of the air cooling system is completed at the Park, all of the Yamins houses, excepting the Strand, will have air conditioning.

Maureen Harrington, Empire cashier, was replaced by Patricia O'Brien during a two-**week illness period** . . . "Duel in the Sun" showed to adult audiences only at 90 cents matinees, and $1.25 evenings, tax included, at the Center. Admission of children was barred . . . The advent of good weather has caused a slump in matinee attendance at Fall River theatres. Audiences attending night performances remain large.

Usher Bally for 'Apley'

HARTFORD — Fred R. Greenway, Loew's Poli-Palace manager, and his assistant, Albert Lessow, for a gag on "The Late George Apley," sent an usher dressed as Ronald Colman parading through downtown streets, with this sign on his back: "This is NOT George Apley, but you can see him at the Palace!"

Film Critic Hospitalized

SPRINGFIELD—Louise Mace, dean of the theatre reviewers in Springfield and motion picture columnist and editor of the Springfield Morning Union, is currently in Springfield hospital, where she is recuperating following a major operation.

Marquees to Be Repaired

HARTFORD—Permits have been granted for repairs to the marquees of both the Capitol and Middlesex theatres, Middletown, Conn. The cost is estimated at $1,700.

Rosenheimer Speaks in Springfield

SPRINGFIELD—Arthur Rosenheimer, assistant curator of the Museum of Modern Art Film library in New York, recently addressed a meeting of the Springfield Motion Picture council and showed a film titled "The Movies March On."

Stickles Uses 'Brunette' Contest

HARTFORD—Manager Mollie Stickles of Loew's Poli Palace in nearby Meriden ran a popularity contest on stage in conjunction with "My Favorite Brunette." The most popular brunet received a complete wardrobe through courtesy of Harry Israel, clothier.

NEW HAMPSHIRE

The Scenic in Keene and the Magnet in Claremont are sponsoring a radio program, Eric Entertains, over Station WKNE in Keene, which features a pianist playing old songs. Two passes are given listeners identifying the tunes.

The first New Hampshire showing of the J. Arthur Rank picture, "I Know Where I'm Going," was held at the Rex in Manchester . . . The State house of representatives passed a resolution upon the death of Peter M. Cagne, veteran Somersworth exhibitor, many times mayor of Somersworth and former member of the legislature.

Noel Coward's "Cavalcade" was the feature film at the Currier Gallery of Art in Manchester Sunday, May 4 . . . Riverside Manor, a new amusement center, has been opened in Farmington. Dancing, roller skating and other amusements are offered.

Egbert L. Foster, 81, well-known muralist and painter of stage scenery, is dead in Manchester. His murals adorn the Modern and Granite Square theatres in Manchester. He also painted the scenery for the old Park and other theatres, as well as the auditorium stages at West and Central high schools in Manchester . . . "The Best Years of Our Lives" had a full week's run at the Strand in Dover, where admission prices ranged from 50 cents to $1.20.

Group trips to motion picture theatres have proved enjoyable to guests at Woodbound Inn in East Jaffrey, the proprietor, Edward Brummer, told the N. H. Institute for Tourist and Resort Operators convention at the University of New Hampshire. It was reported that the summer recreation business brings New Hampshire an annual income of $75,000,000.

The Hillsborough county March of Dimes drive, aided by a number of theatres, raised $32,698.44, it has been announced by Hugh O. Barndollar, general chairman . . . The newly redecorated Pine Island ballroom in Manchester opened its season May 9 with Eddie Hamilton's band . . . An amendment tacked onto the greyhound racing bill pending in the legislature provides that no corporation could conduct both dog and horse racing.

At least six summer theatres will be operated in New Hampshire during July and August, according to reports. They are the Barnstormers, Tamworth; Forty-Niners, Whitefield; Keene Summer Theatre, Keene; New London Players, New London; Peterborough Players, Peterborough, and Windham Playhouse, Windham. In addition, the annual revival of the famous Denman Thompson play, "The Old Homestead," will be held in the 5,000-seat Potash Bowl in Swanzey.



AT SALES MEETING—New Englanders at the recent MGM sales meeting in New York are pictured here. Left to right are Benn H. Rosenwald, Boston manager; Paul J. Richrath, home office assistant to John P. Byrne, eastern sales manager; Harry Rosenblatt, New Haven manager, and Nat Oberman, Boston booker.

Tom Donaldson, who resigned as MGM manager here early in March, has joined PRC as district manager here. He will replace Al Herman, who goes to the Albany and Buffalo territories as district manager. Exhibitors were glad to hear Donaldson will remain in Boston. He and Mrs. Donaldson recently bought a home in West Roxbury and early this spring Donaldson was elected president of the Boston Kiwanis club. He will assume his new duties shortly.

Members of the fire department and their families have been offered a special ticket rate for "Everything's on Ice," now at the Center Theatre, to help raise funds for the widow and children of Charles Buchanan who was killed in a Brighton fire six weeks ago. Fire Commissioner Russell Codman jr. has arranged with E. M. Loew, owner of the Center, for 60 cents of each special ticket sold for all performances until the end of the run to be donated to the Buchanan relief fund.

"Duel in the Sun" broke opening day records at Loew's State and Orpheum in Boston and reports from the surrounding cities and towns where the picture opened the same day are also record-breaking, according to Tom Duane, division manager of Selzwick Releasing Organization.

A double feature luncheon for Harry Segal, newly appointed Eagle-Lion sales representative, and Albert Fecke, new branch manager for PRC, will be held May 19 at the Hotel Statler. Saul Simons, Columbia, is the chairman. The luncheon is under the auspices of the Motion Picture Salesmen's club of New England.

Ken Mayer, Maine salesman for Universal, ran into three inches of snow on his recent trip to the northern state. When he expressed surprise at this happening, he was told by the natives that it was nothing unusual, as 18 inches fell on May 14 a few years ago.

WORCESTER

Bob Portle, manager of the Elm Street, had Gold Star mothers of the city as his guests on Mothers day . . . A showing of "Pinocchio" at the Regent was sponsored by the Simmons College club . . . Manager Alec Davis of the Warner reported a holdover on "Smash-Up."

The Nipmuc in Mendon, newly reopened, is following a policy of two shows nightly and a midnight show on Fridays. Dol Brissette, formerly of Loew's Poli, recalled old stage shows there in an interview in the Sunday Telegram . . . Mrs. Marion Burfitt of this city has joined the script department at Universal studios, Hollywood.

The recent story in BOXOFFICE Showmandiser pertaining to Gertrude Tracy, manager of the Van Dyke in Detroit, had interest here as her first managerial post was at the Elm Street here . . . John G. Wallens, new manager of the Modern in Marlboro, is a graduate of the University of Pennsylvania.

The Ringling circus will visit Worcester this summer for the first time since the bad fire of 1943. It has picked July 1 as the date and is looking for a site . . . Michael Bartlett of this city, former film player, sang this week with the Pittsburgh Opera Co.

Worcester Yank carried an article about the ushers of a theatre here who were noticed walking up and down the aisles during a particularly sad scene. The writer inquired, and discovered the ushers were competing at finding the largest number of weeping women in the audience.

Harold Maloney, manager of Loew's Poli, sponsored sidewalk films as a ballyhoo for "Duel in the Sun." An equipped trailer projected pictures on a screen at the rear of the car by means of mirrors operated in front of the theatre . . . Herman Queen of the Hudson in that town was married in St. Luke's Episcopal church there to Esther L. Gault.

Bob Daggett of New York announced the Westboro Red Barn will open its season June 17 with William Corrigan in charge . . . A $50,000 fire broke out in a factory across the street from the Park but did not affect the house in any way, Manager Bill Brown said.

Bill Johnson of this city, brother of film actress Rita Johnson, has completed a night club engagement and has gone to San Francisco to sing in clubs and on the radio . . . The Elm Street held over "Sea of Grass" . . . Bernie Satz, manager of the Casino in Ware, got newspaper mention for rounding out 26 years on the job.

Free Kiddy Shows in Pawtucket

PAWTUCKET, R. I.—Theatre managers are taking the initiative in a campaign to combat juvenile delinquency here by staging a series of 36 free, sponsored Saturday morning shows. The first of these was given May 10 at the Leroy Theatre.

Martin R. Toohey is chairman of a theatre managers' committee that is working with Mayor Ambrose McCoy and Edward F. McGrath, chairman of a coordinating council in arranging the shows. Expenses of the first show were underwritten by the Pawtucket lodge of Elks.

McGrath appealed to manufacturers, merchants, public utilities and fraternal organizations to sponsor succeeding shows. Participating in the movement are all theatres in the city, the Leroy, Strand, Capitol, Darlton, Fairlawn and Broadway.

Four shows will be given in May, one each at the Leroy, Strand, Capitol and Darlton. The series will be resumed in September and continue until May 1948. The Broadway and Fairlawn theatres will start their presentations in September.

Programs will comprise western films, news and sports reels, educational and special films to be selected by the managers' committee. Mayor McCoy offered the cooperation of the city to the theatremen and promised police and fire protection. Members of various committees of the co-ordinating council will assist.

The capacity of the theatres will determine the number of tickets to be distributed by the principals of public and parochial schools. The theatres will receive no profit from the performances, but will be reimbursed for expenses by the various sponsors.

HARTFORD

R. V. Hammell Quits NTS For Post in Winthrop

WINTHROP, ME.—R. V. Hammell has resigned from National Theatre Supply Co. in Boston to take over management of the Gull Theatre here for Katherine Avery. He has been with the equipment firm for 20 years in various capacities, starting at Chicago in 1927. He went to Boston in 1934 as office manager and has been salesman and assistant manager there for the last several years.



R. V. HAMMELL

The Gull Theatre was opened in 1945. It is completely air conditioned.

Hammell will make his home here with his wife and daughter Barbara.

Juvenile Commission Says 'DITS' Challenges Morality

HARTFORD—Legislative leaders here last week received a letter from the juvenile commission of Hartford attacking "Duel in the Sun" as a challenge to "standards of decent conduct." The commission made no specific request for state censorship but favored action by resolution or otherwise which would tend to prevent showing of "dirty pictures" in Connecticut. "DITS" opened here and in New Haven and Bridgeport May 7. The telegram follows:

"The juvenile commission of Hartford calls to the attention of the Connecticut general assembly the motion picture 'Duel in the Sun,' now being shown in many Connecticut theatres. It is our understanding that for the most part these showings are the result of decisions made outside the state rather than through the managers or others within the state.

"The picture itself challenges the standards of decent conduct that we know and respect in Connecticut.

"This commission does not necessarily insist that a censorship law is the remedy for dirty pictures. There must, however, be some way of preventing such an affront to moral standards by persons whose only interest in Connecticut is the amount of money that can be drawn from our state.

"We petition the general assembly to take proper action, through resolution or by other means, and assure you that in making this request, we know we speak for many thousands of right-minded citizens."

Legislator Puts Lash On Confection Sales

From Central Edition

MADISON—A bill which would prohibit theatres from selling popcorn, candy and soft drinks to their patrons was given a hearing here by the state assembly judiciary committee.

Assemblyman Charles Westphal of Milwaukee, author of the measure, charged that children smeared arms of theatre seats and ruined patrons' clothing with candy, and that nervous people were sometimes driven frantic by cracking popcorn during a show. He charged theatres sometimes shut off the drinking water so that patrons would be forced to buy soft drinks, and said popcorn was sold at 35 cents a package, a price so high that parents could not afford it, thereby tempting the children to steal the money. Westphal was the only supporter of the bill.

Ernie Grecula, Hartford Theatres' advertising-publicity director, reports daughters Venice and Penelope have recovered from a long illness . . . Ernie's boss, A. M. Schuman, general manager of the circuit, and Mrs. Schuman are back in Hartford following a trip down to Miami Beach.

Lou Cohen, Loew's Poli manager, had two visitors, Harry F. Shaw, Loew's Poli circuit division manager, and Arthur Moskowitz of Loew's Theatres . . . Harry Green of Alexander Film Co. was a visitor.

June Page is the new cashier at the Eastwood, East Hartford, replacing Diani Cambria, resigned . . . Actor Richard Barthelmess was in town to attend the opening of a Trinity college play at the Avery Memorial. He's a Trinity graduate.

Pete Miller, manager of the Daly, had a birthday . . . Manager Jack Simons of the Center has had the marquee letters redecorated . . . Sam Harris, secretary-treasurer of the State Theatre, and Mrs. Harris have checked in after a five-week vacation in Florida . . . Bucky Harris, RKO praise agent, was in town.

The Warner Theatres district office here is being decorated . . . Fred Greenway, Palace manager, is observing his tenth wedding anniversary . . . Area Warner managers attended a Connecticut circuit meeting in New Haven. I. J. Hoffman presided.

Albert Lessow, assistant at the Palace, was in Waterbury on his day off and dropped in to see Ed Fitzpatrick at Loew's Poli and Paul O. Klinger at Loew's Poli-Strand . . . Sam Schuboff, assistant to Fitzpatrick in Waterbury, is back from a vacation.

Tommy Williams, former electrician at Loew's Poli here, has returned to Hartford after spending some time with the road tour of the stage production, "Toplitzky of Notre Dame" . . . Charlie Obert, president of IATSE Local 84, plans to purchase a boat for that fishing trip this summer . . . Evelyn Lewis, daughter of Rube Lewis, business agent for Local 84, has graduated from a nursing course at Beth Israel hospital in Boston.

Jim McCarthy of the Warner Strand had beauty shop co-op ads on "The Macomber Affair" . . . George E. Landers of the E. M. Loew's was in Boston on a business trip.

John D'Amato, manager of the Palace in New Britain, has opened a check room . . . Helen Rovinski, cashier of the State there, will be married this fall.

Earl Wright, UA salesman, visited New Britain . . . Joe Boyle, manager of the Broadway in Norwich, had a name-guessing contest in the Norwich dailies for "Duel in the Sun."

Pete, Johnnie and Sperie Perakos visited the Hub . . . Ralph Carenza, assistant to Joe Borenstein at the Warner Strand in New Britain is planning to visit Pittsburgh on his vacation . . . Barbara Kneeland, daughter of the maintenance man at the Warner Embassy in New Britain, was on the sick list.

Tom Carey jr., son of Tom Carey, head of Tom Carey Theatrical Promotions, Hartford, was married last week to Miss Geraldine French of West Hartford. Before the wedding Carey sr. and Johnny Carey, the other Carey son, held a stag party at Les Shaw's restaurant in West Hartford Center. Harry Foster Welch, who has been appearing as "Popeye the Sailor Man" at children's shows throughout the country, was a guest at the party. Welch is under contract to Carey sr.

L. J. McGinley of Prestige Pictures, New York, was a visitor . . . About 25 persons attended a birthday party at the Villanova-Empire restaurant in honor of Mrs. Lou Cohen, wife of the Loew-Poli manager.

Paul Purdy, manager of the Newington Theatre, and Mrs. Purdy are back from a visit through New Hampshire. They stopped into the Colonial Theatre, Laconia, N. H., to renew old acquaintances . . . Tim O'Toole, manager for Columbia in New Haven, was in on business . . . Vaughn Monroe's orchestra is booked for May 25 at Lake Compounce, Bristol.

Sid Alexander, former praise agent for Columbia, who now is operating his own advertising agency in New York, stopped in to renew acquaintance with George E. Landers, E. M. Loew's manager.

The list of winners released by MGM in its film book promotion contest held in connection with showings of "The Harvey Girls," "They Were Expendable" and "The Postman Always Rings Twice," shows that Lou Cohen, manager of Loew's Poli here, won fifth place for his work on "Postman."

Mrs. Estelle O'Toole, executive secretary to Henry L. Needles, Hartford district manager of Warner Theatres, is making plans for a summer boat cruise . . . Tommy Maller, formerly manager of the Lenox and Lyric theatres here, was in town on a visit from New York. Tommy is in the paper box business . . . Pearl Needles and Morris Tonken will be married June 8 at the Hotel Bond.



"BAGDAD" DISCUSSION—Tony Masella, left, assistant manager of the Bijou Theatre, New Haven, and Rex Ingram, stage and screen star, are depicted discussing "The Thief of Bagdad," current attraction at the house. Ingram is in the cast of "Anna Lucasta," playing at the Shubert in New Haven.



Boston's 'Best Years' Stops at 20 Weeks

BOSTON—A week of continuous rain and cold weather dropped grosses generally but at the Boston, Vaughn Monroe's band proved such a popular draw that it went into the higher brackets. At the Esquire, "The Best Years of Our Lives" closed after playing 20 weeks to 180,000 persons. It could have continued longer except for the neighboring city runs which cut in drastically on the draw. At the Exeter Street, "This Happy Breed" opened to top business and is expected to remain three weeks.

(Average is 100)

Boston—**Temptation** (U-I), plus **Vaughn Monroe** on stage 190
Esquire—**The Best Years of Our Lives** (RKO), 19th wk. 105
Exeter Street—**This Happy Breed** (U-I) 190
Kenmore—**Ivan the Terrible** (Art), 3rd and final week 80
Majestic—**Bedelia** (E-L); **Untamed Fury** (PRC), 3rd wk. 100
Memorial—**The Farmer's Daughter** (RKO); **Banjo** (RKO), 2nd wk. 140
Metropolitan—**Blaze of Noon** (Para); **That Way With Women** (WB) 100
Old South—**Carmen** (Superfilm) 95
Paramount and Fenway—**Stallion Road** (WB); **The Imperfect Lady** (Para) 110
State and Orpheum—**The Sea of Grass** (MGM); **Bulldog Drummond at Bay** (Col), 2nd wk. 120

'Grass' and '13th Hour' Garner Week's Top New Haven Gross

NEW HAVEN—Second week of "The Sea of Grass" and "The Thirteenth Hour" at the College did top business. At the Roger Sherman a big week was rung up with the revival of "The Sea Hawk" and "The Sea Wolf." "Sinbad the Sailor" and "Dick Tracy vs. Cueball" moved over from the Poli to the College for a second week.

Bijou—**The Chase** (UA); **Along the Navjo Trail** (Rep) 105
College—**The Sea of Grass** (MGM); **The Thirteenth Hour** (Col), 2nd d.t. wk. 165
Loew's Poli—**Sinbad the Sailor** (RKO); **Dick Tracy vs. Cueball** (RKO) 103
Paramount—**Song of Scheherazade** (U-I); **Swell Guy** (U-I) 106
Roger Sherman—**The Sea Hawk** (WB); **The Sea Wolf** (WB), reissues 120

'Guilt of Janet Ames' Reaches 175 in First Hartford Week

HARTFORD—Only downtown holdover here was RKO's "It's a Wonderful Life" in a second week at Loew's Poli-Palace. Openings included "Duel in the Sun" and "Guilt of Janet Ames."

Allyn—**Abie's Irish Rose** (UA); **Apache Rose** (Rep) 110
E. M. Loew's—**Guilt of Janet Ames** (Col); **Blind Spot** (Col) 175
Loew's Poli—**Duel in the Sun** (SRO) 225
Palace—**It's a Wonderful Life** (RKO); **Jewels of Brandenburg** (20th-Fox), 2nd wk. 150
Regal—**Sinbad the Sailor** (RKO) 160
Strand—**The Sea Wolf** (WB); **The Sea Hawk** (WB), reissues 150

Famous Players Earnings Run Ahead of Last Year

From Canadian Edition

MONTREAL—Earnings of Famous Players Canadian Corp. for 1947 to date have been running somewhat higher than for the same period last year, President J. J. Fitzgibbons reported at the company's annual meeting.

The company's stock has been increasingly active and rose on news of a dividend of 20 cents a share plus an extra of five cents. This, the second payment at this increased rate, suggests a permanent $1 a share basis. At current market levels of around 19½ a share, the yield is approximately 5.12 per cent.

Gross revenue for 1947 should equal that of 1946 in view of the great number of already produced but unreleased high budget motion picture attractions available, Fitzgibbons said.

Cleveland Variety Helps Boys Camp

From Mideast Edition

CLEVELAND—Harry Schreiber made his first public appearance as chief barker of the Variety Club at a luncheon recently in the Carter hotel with more than 100 members and their friends present to launch the club's new major heart projected; namely, the support of the Paradise Valley Boys club, operated by the police department for delinquent boys.

Harold Russell, Academy award winner in "The Best Years of Our Lives," which now is in its fifth week at the Lower Mall and University theatres, was the guest of honor. Speaking in support of boys camps, Russell, a former camp counselor, said that "the future of America lies with our young folk, and I believe with Father Flanagan of Boys Town that there are no bad boys."

Russell, thrilled over a description of the good the camp has accomplished during the eight years since it was established by the police department, said he wished this project could be carried out all over the U.S.

The camp, it was explained by Capt. Arthur Roth, head of the police crime prevention bureau, and police Capt. Ed Flanigan is operated entirely by voluntary service of members of the police department, including the cooking. "Every cent of contribution," Roth said "goes directly into camp improvements."

Variety Club plans to provide the camp with running water, quonset huts, sports fields and equipment and whatever is required. The Paradise Valley Boys camp is open all summer, and in winter on weekends.

As the first financial installment, Harry Schreiber presented a check for $500 to Roth, with further contributions to be made as needed.

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Pittman Bros. Open Baton Rouge's Rex

BATON ROUGE — The Pittman Bros. opened their swank new Rex Theatre here last Thursday night (8) with "I'll Be Yours" as the initial feature. V. L. Thibeau has been named resident manager, with J. G. Broggi of New Orleans as buyer and booker.

Three thousand persons crowded the new house, many of these from the New Orleans film colony. Following the opening performance a group of about 50 attended a supper and cocktail party at Mike & Tony's steak house.

The new Rex is fireproof, seats 1,200 and has parking space for 900 automobiles. Its appointments are the talk of the town. These include a newly developed sound system which eliminates flicker. The Pittmans spent $350,000 on the project.

The theatre is a neighborhood house, located at Plank road and Shelly avenue.

Bill Johnston, Jim Menutis Take Over Publicity Job

HOUSTON—James Menutis, former treasurer at the University, was cleaning out the desk vacated by Homer Jordan this week as he moved into the city office for Interstate, over the Majestic Theatre, to become assistant to Bill Johnston, publicity director. Johnston moved up a notch to take the place of Jordan, who went into business for himself a couple of weeks ago. Johnston liked his old desk and sitting space so Menutis took over the drawing board and varied ink of the Jordan desk.

Johnston is so busy these days mapping out his publicity programs that he hardly takes time to go out to lunch.

As a result of Menutis' promotion, Interstate shuffled its local theatre treasurers. Lawrence Carnes goes from the Village to Eastwood to take the place of L. C. Newton, Henry Coleman goes from the Wayside to the new Broadway, Robert Wolfe from the Almeda to the Village, John Jones, a returning service man, is taking Coleman's place at the Wayside, and Robert Patterson goes to the University, replacing Menutis.

Interstate Inwood Opens; Joe Jackson Manages

DALLAS—The Inwood, newest theatre in the Interstate circuit, at Inwood road and Lovers lane, opened with a gala fireworks display and a radio broadcast originating in front of the building.

Joe Jackson, who has previously managed the Varsity, Melrose, Lawn and most recently the Village, has been named manager.

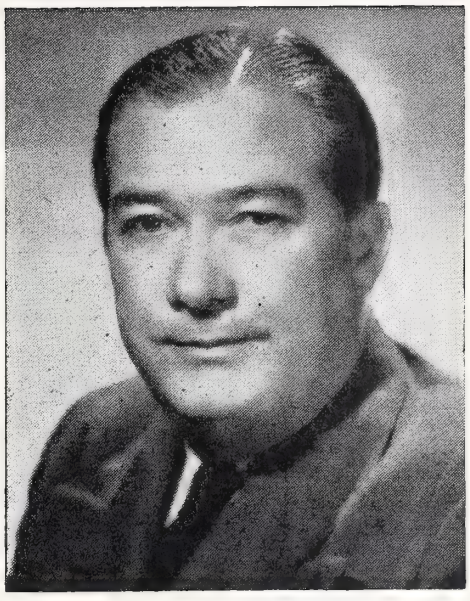
Red Skelton's "The Show-Off" was the opening picture at the new 1,000-seat theatre. It has the latest projection equipment and air purification and refrigeration systems available, and the seats are staggered to insure perfect sight line to the screen. Marine murals decorate the interior walls.

Oklahoma Locales Viewed By Officials of PRC

OKLAHOMA CITY—Harry Thomas, president of PRC, and Bill Nolte, producer of western pictures for PRC, visited Oklahoma's scenic sections for possible locations. Guests of V. B. Likens, Davis rancher and close friend of Governor Turner, they toured the Likens ranch, the Turner ranch near Sulphur, the refuge near Lawton, and Turner Falls. The latter is a scenic spot near Davis. Likens said the men were agreeably impressed and talked favorably about shooting three or four outdoor scenes in the state.

Likens just returned from the coast where he discussed Oklahoma picture-making with several different companies. He said Republic Pictures is discussing plans for a film, "Fabulous Texan," to be produced in this state. He said plans call for a $1,500,000 production.

New Dallas Paramount Executives





At left is Heywood Simmons, recently appointed manager of the Paramount exchange in Dallas succeeding Fred Larned, who was killed in an automobile accident. Simmons started as advertising sales clerk at Dallas 22 years ago and advanced through the booking department to head booker in 1930. After two years he graduated to salesman and three years ago was appointed sales manager.

Succeeding him as sales manager is Tom Bridges, at right. Bridges started his career with Paramount 18 years ago in San Antonio as a member of the shipping department. In 1930 he entered the booking department and became booking manager in 1935. After two years he joined the sales force and last year was promoted to sales manager at San Francisco.

'GWTW' to Be Presented In Atlanta This Summer

ATLANTA—David O. Selznick's production of Margaret Mitchell's "Gone With the Wind" will be presented here again this summer. The film, world premiered at Loew's Grand here in December 1939, has been shown to the greatest audience the motion picture industry has ever known. It was taken out of circulation in 1940.

The revival is in line with Selznick's desire that the film be presented periodically, that each new generation may see the picture.

Cecil Phipps Weds

GONZALES, TEX.—Jewel Hoffer, chief operator of the telephone company here, was recently married to Cecil Phipps, manager of the Pix Theatre. Phipps also operates the Texas Film Service truck in this region.

L. J. Piwetz in Hollywood

LOCKHART, TEX.—Mr. and Mrs. L. J. Piwetz of the Baker and Pix theatres have gone to California. They attended the Variety convention and are visiting friends in Hollywood.

L. E. Newton Will Manage Broadway for Interstate

HOUSTON—L. E. Newton has been named manager of Interstate's new Broadway Theatre here, which will open May 23. This newest Interstate theatre has a seating capacity of about 1,000 and is in the heart of a shopping center with a large section from which to draw patronage.

Newton managed the Wayside before the Broadway and the Eastwood before the Wayside. He joined the circuit when Interstate took over the Blue Bonnet, of which he had been owner and manager.

L. C. Newton, his son, will succeed him at the Wayside. Young Newton has been working for the circuit as treasurer at the Eastwood.

This is the second Interstate suburban theatre to open since September 1946 and two more, the Garden Oaks and the Fulton, are scheduled to open before the first of the year. The Garden Oaks will be in a rich new section where a new supermarket which stays open 18 hours daily was recently opened.

Routt Is Left Speechless At His Birthday Party

DALLAS—Representatives from all film exchanges gathered in the J. G. Long booking office to serenade Theo Routt, buyer and booker for the Long circuit, with their version of "The Birthday Song."

On Theo's return from lunch, he found his office gaily decorated; a birthday cake and presents neatly arranged on his desk.

Theo, who has been with the Long circuit since way back when, celebrated his 44th birthday. He was left quite speechless over the turnout of his friends.

NEW ORLEANS

The champion in each class of the citywide marble tournament sponsored by the department of recreation, was awarded a trophy donated by Claude Jarman jr., star of MGM's "The Yearling," and in addition, talked with the young actor in Hollywood over telephone. Title contests in the tournament were played last Wednesday at the home plate in Pelican stadium prior to the New Orleans-Chattanooga game.

Members of the staff of the new Independent Booking Co., under the supervision of Russell Callen, are Yvonne A. Massicot, Elaine Donner, Bob Saloy and Cathryn Clifton . . . Phil Sliman has returned after spending the weekend in New Iberia visiting his theatre in that town, the Evangeline . . . E. J. O'Donnell, general manager of Dixie Theatres, was on the Row this week for one of his rare visits . . . Jack Bernard has been added to the sales staff of PRC, bringing the total number of salesmen for this territory to three.

Joy Houck, head of the Joy Theatre circuit, Mr. and Mrs. E. V. Landaiche and daughter Janet (he is head of Independent Booking Co.), and George Pabst, who recently acquired sole interest in Screen Guild and Film Classics, together with Jerry Jernigan of the Memphis branch of Screen Guild and Film Classics, left Saturday to attend an SG convention on the west coast, also the Variety Club convention. The group flew to the coast in Houck's new plane, piloted by J. R. Jacobs.

A former resident of New Orleans, where he was at one time branch manager of Film Classics and Screen Guild, Claire Hilgers is back in the city. He is now district manager of Eagle-Lion Productions, whose product is distributed through PRC. He also owns an interest in the Joy Theatre on Canal street . . . Mr. Watts, who has a circuit of theatres with headquarters in Oil City, La., was in the city and visited the Row.

Helen Gahagan Douglas, one time film actress and now a noted congresswoman, spoke Sunday at Touro Synagogue together with Rabbi Loe Geiger, former army chaplain just returned from Europe. Her address was in conjunction with the Jewish welfare fund campaign . . . Lawrence Lotz has opened the new Overnight Service Co. at 336 Millaudan St. and will transport films to points in Louisiana and Mississippi.

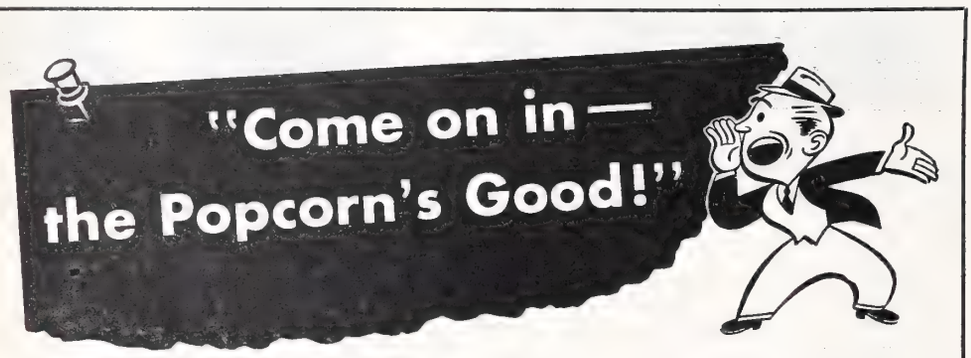
Three special coaches on the L&N laid over here en route to California. They were conveying film folk to the Variety Club convention. Among those present were some 50 from Atlanta, including Chief Barker Charles Durmeyer and Mrs. Durmeyer; Mr. and Mrs. Jack Dumestre, Mr. and Mrs. David Katz and Mr. and Mrs. Harry Katz of Kay Films. Also with the group were Mr. and Mrs. N. H. Waters sr. of the Waters Theatres circuit in Birmingham.

Seen on the Row were Nick Lamantia, Bogalusa; Charlie Lamantia, Hammond, and Mr. Walthal of the Walthal circuit . . . Doyle Maynard, general manager of the Don George circuit, with headquarters in Shreveport also was in the city . . . J. L. Weems, operator of the Patsy Theatre in Osyka, Miss., visited Filmrow.

Charles Trampe, owner of several theatres in Milwaukee, and a Monogram franchise holder in that city, was in New Orleans, accompanied by Mrs. Trampe. He conferred with Arthur C. Bromberg, president of Monogram Southern, and Henry Glover, local branch manager.

Downtown cinemas offered a week of diversified entertainment. The Saenger has closed two successful weeks of "New Orleans" and opened with "It Happened on Fifth Avenue" and "Stallion Road." The Tudor had a revival of "Wild Bill Hickok Rides." At the Globe was "Pursued." The Center offered "Queen of the Amazons," and the St. Charles showed "Wages of Sin." At the Joy "Alexander's Ragtime Band" was brought back by request. "The Farmer's Daughter" was transferred to the Liberty for a second week's run. "The Guilt of Janet Ames" was offered by the Orpheum, while Loew's State had the second week of "The Yearling."

In referring to the activities of Mr. Prewitt of Associated Theatres, mention was made of his handling American Seating Co. products, whereas American Desk Mfg. Co. was meant. American Seating Co. products in the New Orleans area are distributed by National Theatre Supply Co.



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Available in gallons at 32 lbs. per case, 5-gallon tins at 40 lbs. per case, steel drums at 420 lbs.
Morton's popcorn salt, $1.80 per case; ¾-lb. printed white bags, $1.50 per thousand.
Write TODAY for Complete List of POPPERS' SUPPLIES.

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Buses Aid Benefit Show

ORANGE, TEX.—In cooperation with the Strand Theatre, the Orange City Transit Co. ran special buses as a special inducement to get the public to attend the Texas City benefit show at the Strand recently. Victor Lowrey is the manager.

H. J. Hoagland Killed

BEAUMONT, TEX.—Reports have been here by friends of the death of Horace J. Hoagland, 46, in an automobile accident on the Baton Rouge-New Orleans highway April 11. Hoagland managed the Tivoli and Lamar theatres here for four years.

Scott in Featured Role

Metro has set Zachary Scott for a featured role in "Cass Timberlane."

Breezes From the Southeast

MIAMI—Paramount Enterprises will begin work here June 1 on a new house to replace the Rex Theatre on East Flagler.

RUSSELLVILLE, ARK.—The Main Street Theatre here opened April 29. Cledys Boswell and E. R. Gillett are owners.

MIAMI—The Brandt theatre interests, now operating the Flamingo on Lincoln road, are reported to have leased the 41st street site on which GIs were entertained during the war.

RUSSELLVILLE, ARK.—Alfred E. Joplin, 65, operator of the first motion picture theatre in Russellville, died at a local hospital recently.

TUCKERMAN, ARK.—A new open air theatre is under construction on Main street by Carl Christian, owner of the Tuckerman Theatre.

Knoxville—It's been hinted here that suits by theatres challenging the county 5 per cent amusement tax may provoke suits testing the legality of Sunday shows in Knoxville.

PINK HILL, N. C.—Joe R. Hayworth has closed his Playhouse Theatre here and is going back to his prewar business of handling vaudeville shows.

JOHNSON, S. C.—Bert Ram of the Patricia Theatre in Aiken, S. C., has taken over the Liberty Theatre here from J. C. Greene.

CHARLOTTE—Tom A. Little's 500-seat Charlotte Theatre here has been modernized.

CHARLOTTE — The Legendre-Trincher Theatre Corp. soon will build here an 800-seat stadium-type theatre to cost $125,000. The building will have a front of brick and terra cotta, with a glass marquee and vertical sign, and will have room for stores.

ATLANTA—Frank Harris, former owner of Harris's Drive-In Theatres, is visiting with Mr. and Mrs. Y. Frank Freeman of Paramount Pictures at their ranch near San Fernando, Calif. He will be there several months.

ATLANTA—Film star Una Merkel was disappointed during a four-hour layover at the municipal airport here because she couldn't get an order of grits. "I thought you folks ate grits at every meal," she said.

CORAL GABLES, FLA.—Citizens of Coral Gables who fear an objectionable parking situation, have protested the Claughton interests' plan to build a 900-seat theatre opposite the famed Douglas entrance to the city.

EUTAW, ALA.—Roth E. Hook's new 760-seat Hook Theatre opened here May 9 with "Song of the South" on the screen.

ALBANY, GA.—A. C. and I. C. Gortatowsky, brothers, have bought the Clair Theatre here from J. E. Waters, owner of Georgian Theatres, Inc.

WALTERBORO, S. C.—Dr. E. B. Funderburk hopes to open a 239-car drive-in, now under construction here, some time this month.

SILER CITY, N. C.—T. C. Frazier of this city soon will build a 400-seat theatre here.

ASHBURN, GA.—L. A. Stein's Ideal Theatre here, heavily damaged by fire April 7, is back in operation.

JACKSONVILLE, FLA.—E. A. Woodward, assistant manager of the Florida Theatre, now has been appointed manager of the Beach Theatre here succeeding W. P. Heney, oldtime showman and musician, who has resigned to become manager of the Jacksonville Beach Pier.

CLEVELAND, GA.—Jack White and Herbert Glover, war veterans, have opened the Princess Theatre here.

EUSTIS, FLA.—Jimmie Dickson, former manager of the Firestone store here, has been named representative in Florida for Warner Bros. His headquarters will be here.

SAVANNAH, GA.—R. Siegal has taken over operation of the Rico Theatre here.

BIRMINGHAM—The Waters Theatre Co. has donated a trophy to be presented annually by the Alabama Federation of Women's Club to the district doing the most to promote film libraries, visual education, children's shows, and improvement of films.

MARION, ALA.—L. M. Neely, head of the Neely circuit, is acting mayor of this city.

PENSACOLA, FLA.—Clinton Vucovich, owner and manager of the Pen Theatre here, has been buying space in local papers for institutional advertising stressing the theme, "A safe place to send your child." The ads also plug coming pictures.

BIRMINGHAM—Western star Gene Autry is the first honorary member of the Downtown club, Birmingham's new organization of theatre, press, radio and advertising folk.

CHATTANOOGA—Independent Theatres, Inc., will begin construction of a new 1,000-seat $100,000 theatre in North Chattanooga within the next few months.

Pensacola, Fla.—The Twin Theatre at nearby Warrington has inaugurated "2-for-1 days" every Tuesday and Wednesday. Two adults are admitted for one adult ticket and two children for one child's ticket.

BIRMINGHAM—A. B. "Bickey" Covey, manager of the Wilby-Kincey circuit's Temple and Strand theatres here, has been named city manager for the circuit's houses in Kingsport, Tenn., succeeding L. J. Pepper, resigned. Sam Davis, manager of Wilby-Kincey's Ritz and Bonnie Kate theatres there, also has resigned. A third resignation is that of Oliver Naylor, manager of the Lyric here. Fred McCallum, manager of the Alabama here, will succeed Covey; Virgil O'Neill, former assistant to Covey at the Temple and Strand, will succeed McCallum; and Mack Russell, head usher at the Lyric, will move to the Strand and Temple to assist McCallum.

FRANKLIN, KY.—Richard H. Thomason, owner of the Roxy Theatre in Gallatin, Tenn., and Ed Snow, operator of a confectionery store in Gallatin, were killed when a small plane owned and operated by Thomason crashed near here April 29.

MEMPHIS—M. A. Lightman jr. has announced that it will be several weeks before the rebuilding of the Memphian will be completed. The entire interior and furnishings of the Memphian were burned out in a recent fire.

MALVERN, ARK.—The Rio Theatre, a 500-seat Negro house, has opened here. The house is operated by W. F. Caffey.

MEMPHIS—Ralph Carter, manager of the Warner Theatre here, has been transferred back to Oklahoma City. He is replaced by Allen Smith.



DALLAS

Vic Jones, vice-president and general manager of Robb & Rowley Theatres; J. D. Jones, city manager at Palestine; Harry Hargroves, city manager in Sherman; and James May of the home office, returned from a business trip and vacation on the west coast.

P. G. Cameron is the new owner of the Lucas Theatre here. Cameron has just returned from Hollywood. He sold his theatre there. Guy Cameron, manager of the Hollywood house, returned with his father, and will take over the management of the Lucas here.

Mrs. Ben Ferguson, College Station, formerly of Dallas, has been in the Herman hospital in Houston. Ben was on the Row and reports his wife is feeling fine . . . E. M. Rockett of Ferris was here buying and booking . . . J. Wheeler, RKO salesman from Houston, was in the office here for a few days last week . . . Max Holstein, U-I salesman out of San Antonio, was also here.

Eva Fuller, who recently resigned from Tri-State Theatres, is now with Tower Pictures . . . Bernice Gamble, formerly with RKO, is secretary to Harold Schwarz of Tower . . . Carl Garner of Ilano opened the new Ritz Theatre there May 8 . . . Congratulations are in order for Bob Hartgrove, Ind-Ex Booking Service, and Ruth Buchanan, Paramount Pictures, who were married last week.

Sales forces of 20th-Fox are fishing at Possum Kingdom for a few days . . . C. B. Akers, executive of Griffith Theatres, Oklahoma City, was on the Row en route to Texas City . . . Interstate will open its newest theatre, the Broadway in Houston, May 23. It seats 1,100. The Broadway is a suburban house. Lem Newton, formerly manager of the Wayside, Houston, will pilot the Broadway.

Happy birthday to the Filmrow gang just the month and day—never the year: May 16 Viola Lott and Aline Harwood; May 17, Evelyn Neeley; May 21, Laura Jane Fries; May 20, Glenn Henderson.

Rubin Frels of Victoria was on the Row on a buying and booking trip. Frels recently bought the Oaks Theatre in Columbus from T. J. Mattern and wife . . . A. R. Milentz, owner of the Park Theatre in Liberty, Tex., was here on business . . . Other visitors were Lee Threat, Lufkin, and Jack Holden, Mazda Theatre, Springtown.

Bruno Herber and wife are in south Texas on a business trip. They planned to return via Aransas Pass so they could do some fishing . . . The New Greenville Theatre in Greenville is due to open within the next few days. This theatre replaces the Rita that burned a few months back.

Paramount was happy to greet another returning veteran, W. C. "Bill" Rau. Bill was in the service for four and one-half years. Now he's back at his booker's post . . . Mitchell Lewis of Houston, was on the Row doing some booking . . . R. M. Freed of Royse City bought some equipment to go into the new theatre he will open soon in Royce City . . . Chester W. Neice, retired showman of Hubbard, spent several days here.

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Neice recently sold his theatres in Hubbard to Johnny Fadel.

Manley, Inc. visitors were Charles G. Manley, Kansas City; B. J. McKenna, executive vice-president; R. H. Ramsey, district manager in Nashville, Tenn.; John Frank Saunders of Louisiana and Arkansas, and several district managers of the southern division . . . G. D. Fintelman, manager of Temple Theatre, Temple, who received a rather severe back injury the latter part of April, is convalescing at home.

Gene Hendon and Richard Lee Buell of Big Spring were recent visitors on the Row . . . Tom Treadaway, Purchasing Agent of Jefferson Amusement Co., Beaumont, has been in the local office on business . . . Frank Fain is building a new theatre in Livingston; A. E. Brunson has one going up in La Porte and is remodeling one in Baytown.

Henry Hall is erecting a new theatre in Three Rivers, and is doing a remodeling job at Kerrville . . . Sam Schwartz is constructing a theatre in Eagle Pass and is remodeling the Aztec in the same town . . . Interstate is building a modern drive-in in Albuquerque . . . Henry Stein contemplates erecting a new theatre in Luling.

Drive-In Neighbors Protest Abandonment of Streets

EL PASO, TEX.—Residents of the Logan Heights section threatened legal action here after the Lone Star Theatres began closing off two streets preliminary to construction of a drive-in theatre.

The county authorized abandonment of the two streets last August but about 45 residents whose main avenue to entrance to highway 54 is cut off by the project claimed they were not notified and had no knowledge of the street abandonment until the streets were closed.

W. J. Elliott, real estate man, who with Charles Leavell purchased 1,500 lots in Logan Heights with a view to developing low-cost housing, an open air theatre and shopping center, said owners of property abutting on Wickham and Harper avenues had given their written consent to the abandonment of the thoroughfares. Property owners who reside further west on the same streets were not consulted, he said, because "our attorneys didn't advise that."

Dallas Has Large Group At Variety Convention

DALLAS—Tent 17 was well represented at the Variety convention in Los Angeles. Those attending were R. J. and William O'Donnell, James O. Cherry, Mr. and Mrs. Lloyd Rust, Harry Sachs, Fred Nahas, Mr. and Mrs. A. W. Lilly, John Jenkins, Mr. and Mrs. John Franconi, Jack Dudley, G. R. Lunsford, Mr. and Mrs. C. D. Leon, H. H. Cluck, Ray Beall, B. F. Graetz, Mr. and Mrs. Ralph Thornily, Mr. and Mrs. Joe Caffo, Mr. and Mrs. Charles E. Darden, Mr. and Mrs. Phil Isley, Forrest Dunlap sr., Forrest Dunlap jr., C. G. Manley, Bob Warner, Richard Owen, Mr. and Mrs. C. C. Ezell, Harry Myers, Rex R. McCulloh, Paul R. Jones, Albert Susman, M. M. Lewis, Carl Mabry, W. J. Cammer, L. J. Piwetz, Dave Lutzer, Hiram Parks, Mr. and Mrs. Jack Cohen, Mr. and Mrs. Julius Schepps, S. J. Hodge, Conrad Dreher, Dr. and Mrs. Frank B. Moon and Mr. and Mrs. Oscar Ray.

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LOVE FINDS A WAY!—Observing his wedding anniversary, Glen Beard, partner in Chas. E. Darden & Co. at Dallas, got a long distance call through to his wife from his hotel room in St. Joseph, Mo. Restrictions on calls made the connection doubly enjoyable. Beard was on a survey through the established popcorn belt to assay prospect for the current planting season.

A. J. Blanton Makes Ties In New Texas Location

WAELDER, TEX.—A. J. Blanton, Wael-Tex Theatre manager, and his wife visited their old home, San Saba, Tex., recently. Blanton has been here only a short time but he has already taken a prominent part in civic affairs. He is a new member of the local Rotary club. The Wael-Tex manager, through letting the Baptist Sunday school meet in his house every Sunday morning, has won much community goodwill and has at least one prominent clergyman boosting for his theatre.

PRC Building Opens Soon

OKLAHOMA CITY—The new brick structure going up on Filmrow for the PRC and Eagle-Lion offices is expected to be ready for occupancy June 5. Claude York is branch manager for the two companies. Complete new furnishings will go into the one-story brick building, he said. A general office, shipping room, four vaults and three private offices will be housed in the 26x130 foot space. The building will have refrigerated air conditioning.

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Zoo Animals to Entertain At Saturday Showings

OKLAHOMA CITY—The Home Theatre plans an Uncle Leo club in connection with its weekly Saturday morning fun parties for juveniles. The club will be organized after the current program terminates May 31.

"Uncle Leo" Blondin is Oklahoma City's zookeeper at Lincoln park and is a former showman. Starting Saturday (17) he will attend the Saturday morning shows to explain plans for the club and to entertain the youngsters with at least one animal each Saturday. He will tell stories and audition the children for stage shows which will be given every week.

The Kiddy Hour now features a Jack Armstrong serial which ends May 31. At the close of the current program, a bicycle will be given away.

Waggoner Buys Coolidge

COOLIDGE, TEX.—Ted Waggoner, former manager for the Blankenship circuit in west Texas, has purchased the Coolidge Theatre here from Ed Newman, circuit owner of Waco. "Joe" Joseph was broker in the transaction.

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OKLAHOMA CITY

A benefit rodeo for Woodward, featuring Roy Rogers and other film stars, will be held here June 9 and 10, according to Governor Turner. Arrangements for the rodeo were made by V. B. Likens, Davis rancher and close friend of the Oklahoma governor, who returned recently from California. The governor said Likens and H. D. Binns, state senator, would complete arrangements for the rodeo. Rogers will be accompanied here by Dale Evans, the Sons of the Pioneers, and others.

R. Lewis Barton, owner of a circuit of Oklahoma houses including the Home, Knob Hill, Red Skin and Skytrain, is one of the vice-presidents of a new insurance company formed here under the name of the Empire Life Insurance Co. The company is Oklahoma-owned and operated. The firm is incorporated for an authorized capital of $100,000, and will specialize in group life, accident, health, hospitalization and other types of insurance. Temporary offices are in the Perrine Bldg.

During April, the Municipal auditorium attracted 122,370 persons to its events, according to Jim Burge, manager. He added that the city realized a profit of $7,769.22 during the month, compared with $5,715 for the same period in 1946.

From the Did You Hear column in the Cushing Daily Citizen: "The invariable comment of those who sign the gigantic post card to Al Jolson in the lobby of the Dunkin Theatre (Griffith operation) is—'Wonder if he'll write me back.' The stunt of having folks sign a post card to Jolson is, of course, a publicity gag in connection with the coming picture. But it is amazing how folks seem to enjoy giving him their autograph."

The Cuero Rotary club adjourned a regular meeting recently to the Rialto theatre, to see the latest March of Time film, "The Teachers' Crisis." John Monroe, Griffith manager in Cuero, reports that this courtesy to the club merited four long paragraphs of publicity in the local paper about the film. The comments on the picture were tacked on to the Rotary meeting news report . . . More news from Monroe discloses that the Cuero Youth Program fund drive, which he serves as treasurer, has reached $2,112.58. The goal is $3,000.

H. K. Buchanan, booking department manager for the Paramount exchange, was ill at home Monday with a cold . . . Paul Rice, Paramount's first booker, went on vacation Friday (16) for two weeks. He took his wife and son on a holiday to California . . . The YWCA sold tickets for "Brief Encounter" and "Open City," both shown at the Victoria, to stimulate interest in world events. The Y received a commission on tickets sold . . . Virginia Pulliam is new in the Paramount billing department.

Mirna Ruth Liles, 8, city figure skater, has started work in two pictures in Hollywood. The young girl's mother, Mrs. H. C. Liles, said here that Mirna accepted the film offer after being promised she would not be asked to skate in a picture. "She doesn't want to skate in a picture because it would mean the end of her amateur standing and she has her heart set on the Olympics," said Mrs. Liles.

Ralph Ayers of Lincoln, Neb., visited C&R officials here . . . Pat McGee, Denver, also was in town this week on C&R business . . . The Ralph Warners have been touring the Tulsa territory. Ralph is with Manley . . . Mrs. Izah Adams of Sulphur was here Monday . . . C. B. Akers of Griffith Theatres left Sunday for Texas on a ten-day business trip . . . New air conditioning equipment was being installed in the Villa Theatre this week.

Fred Jack, district manager of United Artists, flew into the city for the weekend . . . "Carnegie Hall" which opened for one week, Wednesday at the Villa, was screened to a select group the preceding Thursday (8).

There is a new parkway in front of National Theatre Supply, Columbia and RKO, which has given considerable relief to the parking problem on the Row. Cars now park at an angle, and this allows several more automobiles to use this area . . . Tommy Majors, secretary to the Warner Bros. exchange manager, has resigned, effective May 29 to marry Jack Britain in Clairton, Pa., June 12. Tommy was secretary to the branch manager at Republic prior to joining the WB staff. She hails from Hydro, Okla. Britain is with a textile company and the couple will live in Detroit. Margaret Tullius, WB steno, will succeed Tommy.

Oklahoma City theatres registered a box-office slump on Mother's day . . . The Villa's Kiddy Hour will be filmed by Melton Barker, Dallas, when he's in the city to make four two-reel comedies. He will take pictures of

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the children at this weekly Saturday morning show May 31.

The Uptown reports the last six to eight weeks have given them the best business in years. However, many theatres, including the downtown first runs, have been crying the blues because of the slack in business. Bob Busch, Uptown manager, says he has been running his films a week instead of the usual four days, and that his pictures have been doing a smash business.

"San Quentin" opened Friday (16) at the Warner, succeeding a double-bill revival, "Kit Carson" and "Last of the Mohicans" . . . Margaret Truman, daughter of the President, will sing here May 30 in one of seven concert appearances in the southwest. She will appear in the Municipal auditorium under the sponsorship of Boyle Attractions. She also will appear in Dallas, Fort Worth and Amarillo . . . Springlake Amusement park, which lost several of its main attractions in a fire about a year ago, will reopen May 30 . . . The Criterion invited ten Oklahoma City women, all over 83, to attend the theatre's Mother's day dinner and party. This is an annual event for the city's oldest mothers. They were given corsages.

The Rialto and Ranger theatres in Alva have new booth equipment. The Howell Theatre Supply Co. here installed new projection and sound equipment in both houses, and will install booth equipment in the Ritz theatre soon. Homer Jones manages the theatres . . . Robert A. "Bob" Hynes, manager of the Criterion, was home ill Monday . . . Universal executives visited the local exchange Friday and Saturday (16 and 17). They were Frank J. A. McCarthy, New York, southern division sales manager, and Joe E. Garrison, St. Louis, district manager.

Allen B. Dean, Griffith manager of the H&S house at Chandler, entertained 24 employes and their guests at his home with a party . . . New booth and sound equipment has been installed in the Dixie Theatre at Holdenville. Horace Clark manages this Griffith house. This house also will get a new marquee and letter run, now under construction, and a balcony for colored patrons. Griffith also is completely remodeling the old Liberty at Holdenville, and is making considerable improvements on the Grand Theatre in Holdenville.

Abe Rosewall reports from Vinita that a total of 253 awards were made from the Lyric stage to Vinita Girl Scouts and Brownies . . . Free to the kiddies was a cartoon-comedy program Saturday (3) in the Tower Theatre at Drumright. School children from Dumright and surrounding territory attended. This was Manager Tom Kirkham's way of saying "this is the big thank you to all the school children for the wonderful help and cooperation given during the cancer drive for funds."

Oklahoma City children are to star in films which will be produced soon by Melton Barker, Dallas. Four two-reel comedies are to be produced, one for each of the following theatries: Uptown, Villa, Home and Knob Hill. Each film will be different, and all of the pictures will be filmed here in the city with about 100 children in each one. Children between the ages of three and 14 may register at one of the four theatres for tryouts, officials of the four theatres announced in a large advertisement carried in a local paper.



PRIZE TO OKLAHOMAN—Van Heflin, the MGM star, presents a cash prize to Robert A. Hynes, manager of the Criterion Theatre, in Oklahoma City for winning a national exploitation competition on "The Postman Always Rings Twice." The presentation was made at a Variety Club party held for Heflin in the Oklahoma capital city.

"Sea of Grass" open Wednesday at the Criterion, replacing "Imperfect Lady," which ran one week . . . Mary Simpson, Criterion treasurer, has returned to her former box-office duties. Robert Osmond, former assistant manager at the Liberty, replaced Mary as Criterion treasurer.

New faces around the Columbia exchange include Betty Taylor, who has been employed as assistant cashier to replace Florence Womack, and Louise Lovejoy, who has been employed as contract clerk. The latter replaces Wanda McClain who moved up in the organization to be secretary to the manager. Betty Mabry who was secretary to the manager, resigned to go to California.

"The Two Mrs. Carrolls" opened Wednesday at the Midwest. This film replaced "Perfect Marriage," which played one week . . . "Farmer's Daughter" moved into the State Wednesday. "The Locket" played a one-week stand preceding the new bill . . . John Hart, office manager for Eagle-Lion and PRC was ill Monday at home . . . "Johnny Frenchman" closed at the Victoria in favor of "Magic Bow," a Rank picture, which opened Thursday . . . The Tower held "Suddenly It's Spring" for a second week. This film played the Criterion for one week before it moved over to the C&R neighborhood house.

Jack Craig will be the new salesman for PRC and Eagle-Lion in the eastern Oklahoma area, effective May 26. He replaces W. G. MacKemie who resigned to return to Memphis . . . R. B. Williams, RKO manager, is back in his office after being confined to his home because of a tonsillectomy . . . On the Row were W. H. Martin, Perkins; G. C. Gray, Oilton; W. J. Barnes jr., Grove; J. B. Terry, Perry, and L. B. Warren, Yukon.

"Carnival in Costa Rica" was held a second week at the Home. Gene Hudgens, Home manager, said "The Egg" will return to his house on May 25 . . . Time Theatre in Wetumka opened Saturday (10). W. T. Kirby, co-partner in the Chief at Seminole, is the owner . . . The Palace, a new 400-seat house in Gruver, Tex., is to open June 1. Wright Hale, who owns the Lyric at Spearman, Tex., is opening this house, the first since sound in Gruver, a town of about 800 population.

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AMARILLO "DUEL" LUNCHEON—The mayor and newspaper representatives greeted Selznick stars at a luncheon in Amarillo held in connection with the opening of "Duel in the Sun." Left to right: Clay Bailey, Dallas Times Herald; Jeanne Carroll; Guy Madison; Ida Bell Hicks, Fort Worth Star Telegram; Joseph Cotten; Mayor Hagy; Fairfax Nesbitt, Dallas News, and Gregory Peck.

HOUSTON

Hanns Kolmar of New York, United Artists representative for "Henry V" arrived here Monday (12) to discuss publicity for the June opening with Interstate's publicity man, Bill Johnston. A preview will be held a week in advance. The Houston and Dallas engagements will be the first in Texas, Kolmar said. Prices will be $2 top.

Vacation time has rolled around again at Interstate and employes are lugging home armloads of alluring circulars to help them select spots to spend that two or three weeks they have coming. Pete Hawkins, manager of the Almeda is now on vacation. He is being relieved by Alvin Guggenheim, treasurer of the Tower theatre.

John Arnold, manager of the Yale, is a helpful showman. Arnold was standing out in front of the neighborhood Yale recently when in rushed a woman and small child. "I have lost my purse," she gasped. "It had my two weeks' pay in it." Arnold took her to a telephone. "Where did you leave it?" he asked. "I think I left it on the counter of the food market." Arnold got the name of the food market, dialed for her and as she talked she calmed materially. Her purse had been found and she could see the picture in peace.

Ross Vallone of the Eastwood, Russell Rendy of the Tower and Howard Skelton of the Village returned Monday from vacations . . . "Duel in the Sun" is holding up. Public opinion is varied. Some like it, some do not, but they all went to see it and find out if it is as bloody at the end as friends say it is. All like Gregory Peck. It will stay awhile longer at the Kirby.

Olney House Redecorated

OLNEY, TEX.—The Olney Theatre here has just been redecorated. The front has been painted a greenish blue and the lobby done in cream with a red trim. The base boards and doors are in tile red. The Westex Theatre's marquee has been painted black and the lobby will be redone in the near future. The two houses are TEI-operated.

Velma Theatre Opens

VELMA, OKLA.—C. A. Hammond is opening the Velma Theatre here. Population is about 225. This 25-seat house is the town's first cinema.

New Rex Theatre Burns

GOOSPORT, LA.—The Rex Theatre, recently built, was destroyed by fire May 6. The Rex was owned and operated by Clyde Stephens.

Acquires 'Two Worlds'

"The Two Worlds of Johnny Truro," the story of a young man who falls in love with a middle-aged woman, has been acquired by Warners.

George Thornton Dies; Buffalo Eng. Head

DALLAS—George W. Thornton, 60, general manager of the Buffalo Engineering Co. here, died last week in Oklahoma City.

Thornton, a native of Harkeyville, San Saba county, had been a resident of Dallas 30 years, most of the time in the air conditioning business. In earlier years he was a film salesman for Vitagraph and Enterprise Distributing Corp. Soon after leaving Enterprise, Thornton opened his own Blizzard Sales Co. This he sold to enter the air-conditioning business.

Thornton was factory representative of the United States Air-Conditioning Corp.

Survivors include a daughter, Gloria Anne; two sons, George W. jr., and Jack, Dallas; two sisters, Mrs. Sterling B. Thompson, Temple; Mrs. Mark Sessions, Brownwood; a brother, R. D. Thornton, Austin, and his parents, Mr. and Mrs. F. F. Thornton, Harkeyville.

Jim Barnes Transferred To Manage the Midwest

OKLAHOMA CITY—Jim Barnes, manager of the Warner, has been transferred to the Midwest Theatre in a similar capacity. Also moved in the general shift of managers were Cornelius Szakatis, manager of the Liberty, to the Warner as manager, and L. L. "Buddy" Gary, Midwest house manager, to the Liberty as manager.

Device Linked to Projector Shows Progress of Film

EL PASO, TEX.—Fred A. Erhardt, chief projectionist at the Ellanay Theatre, has patented a device that indicates at a glance to people outside the theatre how long it will be before the show is over. The device is synchronized with the projector and can be placed in the boxoffice, on the marquee, or anywhere the manager chooses to put it.

Feinberg to Distribute USAirCo

DALLAS—U.S. Air Conditioning Corp. has announced appointment of Archie Feinberg as wholesale distributor of its entire line of air conditioning products for Texas and Louisiana. Feinberg, a veteran of 24 years in theatre cooling, and well known to exhibitors throughout the southwest, will headquarter in Dallas. He will have direct supervision over sales and engineering of his company's products.

Gale Page in Femme Lead

United Artists has ticketed Gale Page for second femme lead in "The Time of Your Life."

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H. M. Levy Points Out Seriousness Of Neglecting Housekeeping Rules

From New England Edition

HARTFORD — Some Connecticut theatre owners are neglecting to correct safety hazards pointed out to them by inspectors from the department of state police, and such neglect may lead to serious consequences, Herman M. Levy, executive secretary of the Connecticut MPTO, said in a bulletin mailed to members of the organization.

Levy said he had been able to work out satisfactorily with Commissioner Edward J. Hickey problems arising in the industry and said Hickey, had expressed gratification for the cooperation shown by exhibitors.

"Two matters, however, are disturbing, and I take this opportunity to report to you as to both of them," said Levy.

"First is the failure of theatre managers to report to their employers or to their home officers concerning 'correction slips.' These slips are given to managers by state police inspectors for minor infractions. In several instances where these slips were not so reported and the errors not corrected, serious consequences almost resulted.

"Second is the failure to comply with good housekeeping rules, such as failure to have fire extinguishers refilled as required, the presence of loose chairs, etc. Many of such violations have been found each month by the inspectors. A recent communication from Commissioner Hickey discloses that in February and March of this year 21 theatres were found to have fire extinguishers that had not been refilled within a year."

Continuing, Levy said, "Exhibitors have from time to time registered with us some justifiable complaints concerning the methods, manners and attitudes of inspectors. All of these have been referred to Commissioner Hickey and to Captain Urguhart and in all instances, so far as we know, they have been corrected.

"You are cordially invited to send to us any such complaints. We shall go over them with you and submit them to the proper authorities. The state police department is proud of Connecticut's theatre safety record and of the cooperation of the industry toward that end and wants nothing to interfere with either of those accomplishments. The department also knows that the prime objective of theatre operators is safety for its patrons."

Cashier Faints at the Sight As 'Patron' Flashes a Snake

From Midwest Edition

KANSAS CITY — A "perfectly harmless" bullsnake caused considerable consternation at the Glen Theatre boxoffice one night recently. The creature was only six feet long and was just curious about the light over the cashier's head, but the mere sight of him scared Lucille Bohannon into a dead faint.

As patrons report the incident, Miss Bohannon was issuing tickets and change in the usual manner while seated alone in her cage, secure from the elements outside her booth. Then a young man stepped up, placed an army barracks bag against the hole in the front glass, and waited to see what would happen.

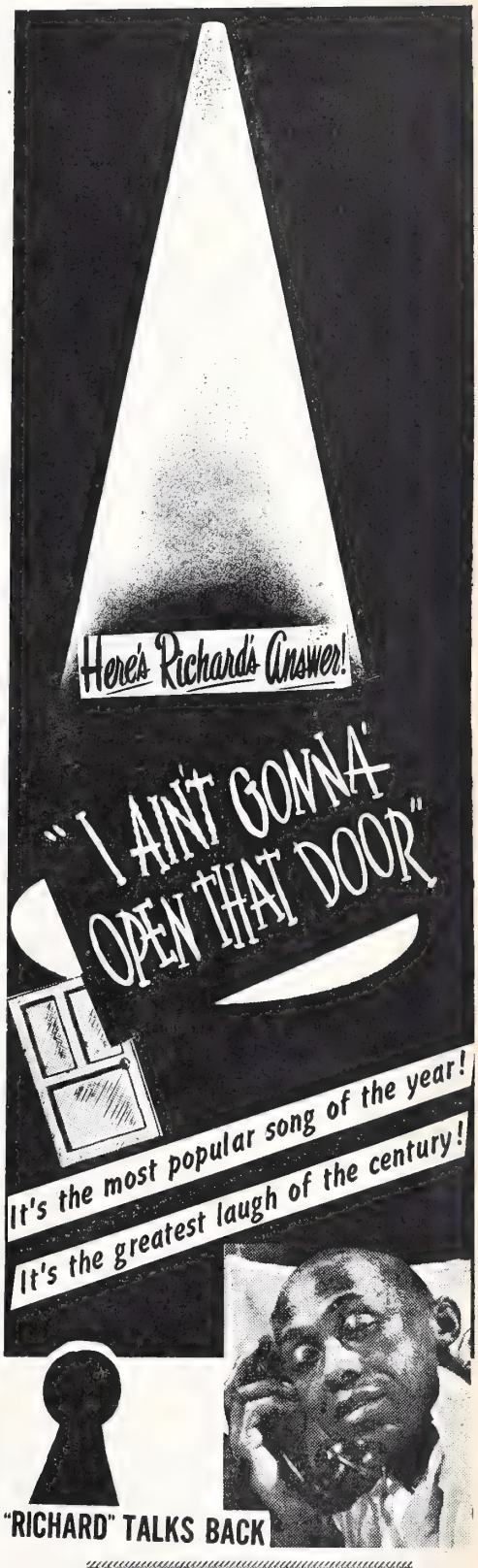
Miss Bohannon took one look at six feet of uncoiling serpent squirming its way toward her, gave an unearthly scream, and fainted dead away. The young man rewound his pet, stuffed it back into the bag, and disappeared.

When Norris B. Cresswell, theatre manager, got to the boxoffice to see what was wrong, he found his young cashier unconscious on the floor. Efforts by the theatre staff failed to revive her and Cresswell took her to her home and called a physician. Twenty minutes later, upon the arrival of police, Miss Bohannon was still unconscious and when, ten minutes later, she regained consciousness, she was hysterical and required sedatives.

When apprehended by police later in the evening, Joseph Mudder, Boy Scout of troop 142, readily admitted the incident but insisted: "Anyone ought to know that a bullsnake is harmless."

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DALLAS 1 "Riverside 1984" TEXAS

'Duel' Retains Place As Dallas Leader

DALLAS—"Duel in the Sun" led Elm Street in gross this week. It did 20 per cent over average at the Melba, where it was in its second week. "High Barbaree" at the Majestic was the only other top picture to do average business.

(Average is 100)

Capitol—**Texas Masquerade** (UA), reissue; **The Falcon's Adventure** (RKO) 100
Majestic—**High Barbaree** (MGM) 100
Melba—**Duel in the Sun** (SRO), 2nd wk 120
Palace—**Imperfect Lady** (Para) 85
Rialto—**The Devil Thumbs a Ride** (RKO); **Dick Tracy vs. Cueball** (RKO) 90
Telenews—**Dead of Night** (U-I) 90

A Smarter Package with Manley's

Red and White Printed "Hi-Pop" Cartons
Red and White Printed "Hi-Pop" Bags

MANLEY

BOB WARNER DIVISIONAL MANAGER

302 So. Harwood C-7536 Dallas, Texas

New Halifax Theatre To Have Lobby Bar

From Canadian Edition

HALIFAX—An innovation in the plans for construction of a 1,000-seat brick, concrete and steel theatre to replace the 76-year-old Community here is a horseshoe bar in the center of the outer lobby. Patrons coming in from the street will walk on both sides of the bar, which will be operated by the theatre.

Full fountain service, light lunches, candy, etc., will be merchandised to street and theatre trade during and outside show hours. The boxoffice, with summer and winter openings, will be at the bar mouth. There will be store space with basement storage underneath at the other side of the front.

Special attention has been paid to acoustics in the plans for the new stadium-type building. Recessed vented walls with celotex covering will be used. The heating, air conditioning and ventilating are all incorporated in one unit with circulation through thermostatic diffusers in the ceiling.

The walls will be of concrete blocks with brick facing, and the front of artificial stone and black vitrolite, decorated with extruded alumilited aluminum. The boxoffice will be of corrugated stainless steel and plate glass, and the slanted entrance doors of tuflex glass. Steel columns and trusses are to be installed throughout the building.

The suspended projection booth will allow for seating underneath.

The lighting in the auditorium will be recessed behind acoustical wall breaks, and with operation by circuit dimmer control.

Franklin & Herschorn, sponsors of this replacement for a former church they operated about 26 years, are considering changing the name. The price will be upped 5 or 10 cents above the Community 25 cents top.

"For years I have read BOXOFFICE and

"Feel almost lost without it"

BOXOFFICE,
825 Van Brunt Blvd.,
Kansas City 1, Mo.
My Dear Sirs:

For years I have read BOXOFFICE, and feel almost lost without it. I have your record and date book and have used the system for several years. I get the other trade papers in the industry but in addition I want your magazine and am sending my subscription herewith.

Thanking you for your good service in the past,

PAUL W. MOORE,
Paramount Theatre.

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Be Sure to Read Every Issue of BOXOFFICE — *It Pays*

Judge Camille Kelley Says Censor Futile

From Southeast Edition

MEMPHIS—"I do not think local censorship is the answer," Judge Camille Kelley, Memphis world-famous juvenile court judge, said Monday when asked about censorship at the close of her speech before the Variety Club Tent 20 during which she had paid a remarkable tribute to the motion picture industry.

"I am very fond of the members of the censor board and I would not want anything I say construed against them," Judge Kelley cautioned. "I think the censorship should come from the beginning, when the picture is being made. I do not approve of the way dissipation has sometimes been made attractive, garlanded with roses and romance. I do not think crime should be made attractive. But if you get the wrong idea from one picture, the next one will set it straight again. Local censorship is not the answer."

Judge Kelley in her speech at the Ladies' day luncheon Monday said that in the 45,000 cases that she has tried not "more than half a dozen times" have the movies been named as the cause of juvenile delinquency.

Judge Kelley told the motion picture men that she took her boys to see western pictures "when the westerns were so wild I had to sit out front because I couldn't stand the boom-boom-boom."

"We will always try to find excuses for doing the wrong thing. 'Way back it was the dime novels that were supposed to make the little wildcat boys.

"People who decry pictures do not know pictures."

Just as everyone needs a corner for privacy, she said, "you need to go to the picture show, where you can let yourself down and be someone else for a little while.

"Movies are the only real relaxation from the world of stress. And they are educational as well as relaxing. I believe in recreation and pleasure.

"If you think there are some things in the movies which are bad and you are worried about your children seeing them, go to the movies with the children and point out and emphasize the things that you think are good.

"Movies will make a maid a better maid, a chauffeur a better chauffeur, a wife a better wife and a husband a better husband just as they will make a gangster a better gangster.

"Movies have shown the inside of humble homes and the inside of mansions and have shown that the same love affairs, same jealousies, same romance, same murders are common to each.

"More people are bored to death than murdered."

Calling attention to the money and thought put into production of movies, Judge Kelley said "we should take lessons from the pictures and give our children that same sort of thought."

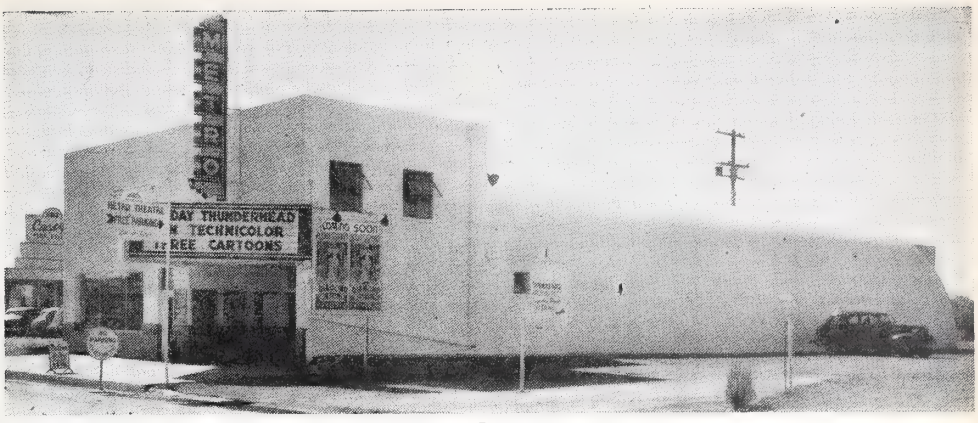
"I am asked every day: 'Do movies do harm?' There are not as many as half a dozen cases in the 45,000 I have tried where movies have even been brought into the case as a contributing factor to the behavior problem."

For Negroes in Alexandria

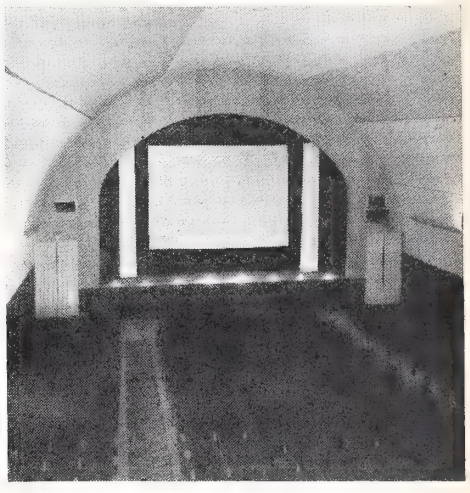
ALEXANDRIA, LA.—The Peabody Theatre, for Negroes, will be built on Third street, by C. L. Hayne.

Hecht Named Manager

TAMPA, FLA.—Elmer Hecht of Miami has been appointed manager of the Park Theatre here.



QUONSET THEATRE IN ABILENE—I. B. Adelman has put into operation the quonset-type theatre shown here in a suburb of Abilene on the main street leading toward San Angelo and Sweetwater. The theatre seats 525 and the parking area around it accommodates 100 cars. The false front houses the boxoffice, confectionery counter and rest rooms. L. O. Daniels jr., formerly with the Adelman organization in Houston, is managing the theatre.



School Police Honored

PENSACOLA—The Florida, Pen, Gulf and Belmont theatres were hosts to members of the Pensacola schoolboy patrol Saturday (10). Negro members of the patrol attended the Roxy, Ritz and Belmont.

STAN AND OLLIE ROLL 'EM IN THE AISLES IN THIS HIT



Laurel and Hardy in "THE BOHEMIAN GIRL" are definitely a riotous laff hit! This is a big full-length comedy feature, featuring the tuneful ballads of yesteryear that will have your audiences laughing until their sides hurt. It is top flight comedy enbellished with superb music and hilarious harmony.

"THE BOHEMIAN GIRL" was produced by Hal Roach, and is one of the longest, loudest laff-movies he has ever produced. It's 90 mad, merry musical moments that your audiences will thoroughly enjoy!

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- To develop, on a broader scale, the exchange of exploitation ideas, both new and old, and to encourage showmandising, BOXOFFICE offers $100.00 in cash as a Bonus every month to theatremen, for promotions of special merit.
- The $100.00 Bonus will be divided among theatremen for promotional efforts in each of ten phases of merchandising. (Ten Bonuses of $10.00 each.)
- Bonus payments will be made on the basis of material submitted to The Showmandiser.
- Theatre managers, their assistants and publicity and advertising managers are eligible to receive one or more Bonus payments each month.
- There is no limit on the number of promotions which may be submitted in any month.
- A promotion may consist of a single idea substantiated by a photograph, house program, newspaper ad or any other evidence to be eligible for a Bonus; or it may include a complete campaign on any picture, institutional accomplishment or public relations endeavor which would be eligible for one or more Bonus payments.
- The exhibitor with a small or no-advertising budget has the same opportunity to receive a Bonus as the key-run manager with a substantial appropriation.
- Bonus payments will be made on the basis of individuality, originality and merit—with full consideration for size of theatre, run, location and other local factors.
- Recipients of Bonus payments for each month will be announced in the second regular issue of BOXOFFICE during the following month.

HERE'S THE PAYOFF!

A $10.00 Bonus for Exceptional Promotions in Each of the Following:

1. House Program
2. Lobby Display
3. Window Tieup
4. Theatre Front
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8. General Tieup
9. Cooperative Ad
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Brandt Circuit Plans Second Miami Unit

MIAMI—Brandt Theatres, operators of a chain of 160 theatres throughout the country, soon will open a new house in Miami Beach. The new theatre, with a seating capacity of 1,300, will bring the number of picture houses on the Beach to 11.

Plans for the latest playhouse result from two consecutive leases involving the southwest corner of 41st street and Chase avenue, 226 feet on the street and extending back 100 feet to a driveway.

The first lease is for approximately 99 years on the land and was made by Samuel G. Jamison to Mr. and Mrs. Ed Singer, who will erect the theatre. The latter has been taken on a second lease by Brandt Theatres, who also operate the Flamingo on Lincoln road. Singer, who has been in Miami Beach for 15 years, has been prominent in hotel circles and at present operates the National in Miami Beach.

The 41st street theatre is to be known as the Venetian and will have 1,300 push-back seats. The theatre will be equipped for television. Designed to become one of the ultra-modern show places of the south, the building will have a facade of glass 50 feet wide and 50 high. A white marble winding stairway will be visible from the outside. Albert Anis is the architect.

On the 180 feet adjoining the theatre the Singers will erect stores and offices. Birn, Berliner Co. negotiated the leases in cooperation with Jamison.

Bob Donohue Jr. Will Film Solar Eclipse Expedition

MIAMI—Bob Donohue jr., RKO Pathe News cameraman, will hop off from here this month for Bocayuva, Brazil, where he will participate in a major scientific expedition to photograph the sun in total eclipse.

Donohue, ex-war correspondent and world traveler of note, will accompany a joint Army Air Forces-National Geographic society party, composed of distinguished United States astronomers and physicists.

Every detail of the expedition will be photographed for newsreel release. All stages from the eclipsed sun's corona to scenes of the stars for a checkup on Einstein's theory of relativity, will be recorded on film. A fully equipped and reconverted B17 is scheduled to be available for photographing the sun from a level of 30,000 feet above the earth.

Gortatowsky Brothers Buy Waters' Clair in Albany

ALBANY, GA.—A. C. and I. C. Gortatowsky, brothers, have bought the Clair Theatre on Broad avenue here from J. E. Waters, owner of Georgian Theatres, Inc. With the purchase of the Clair the Gortatowsky brothers now own a chain of five theatres here. New sound and projection equipment and a new screen soon will be installed in the Clair.

Continue Kiddy Shows

COLUMBUS, GA.—The Bradley Theatre here announced it had booked other suitable pictures for a continuance of its Saturday morning kiddy matinees. The theatre management said the new series was planned in appreciation of the response and interest shown in its previous Children's Film Library programs. The matinees are sponsored by the Tiny Tot Shoppe.



QUEEN JOAN—Vivacious Joan Sample, brownet of Hendersonville, N. C., was selected queen of Henderson county's annual Apple Blossom festival and as such will be guest of the cities of Miami, Fla., and Havana, Cuba. She will be received by President Grau San Martin of Cuba and other dignitaries and will be guest of honor in a swirl of parties. Among the judges for the event in Hendersonville were Leonard H. Allen, southeastern representative of Paramount Pictures.

Transfer Allen to Atlanta; Olson to Charlotte Post

CHARLOTTE—Everett Olson of Minneapolis has been named field representative for Paramount Pictures in the Carolinas and assigned to Charlotte to replace Leonard Allen, transferred to Atlanta. Allen formerly handled both the Charlotte and Atlanta territory.

Bill Holliday, Charlotte salesman, has been appointed sales manager at the Atlanta branch. He is being succeeded here by A. C. DeBerry, while Lawrence Terrell, who works in the office, has been promoted to salesman.

Olson plans to travel extensively over the Carolinas. He also has the New Orleans territory and will make periodic visits to the Crescent City Paramount branch.

WHBT Goes on the Air

HARRIMAN, TENN.—The Harriman Broadcasting Co. station, WHBT, went on the air here Tuesday (6) with full-time operation on 1,230 kilocycles and 250 watts of power. Jere Brewer is president of the company.

Court Fight Is Hinted Over Sunday Shows

Knoxville—Someone may test the legality of Sunday shows in Knoxville, City Manager Morrison hinted.

Addressing the Knoxville Exchange club, he said the idea was prompted by the recent suits by Knoxville and Knox county theatres challenging the validity of the new countywide amusement tax of 5 per cent.

Speaking on municipal problems in general, Morrison estimated the theatre tax would yield about $200,000 annually.

Roth E. Hook Opens Theatre in Eutaw

EUTAW, ALA.—Grand opening of the new 760-seat Hook Theatre, owned by Roth E. Hook, was held here Friday (9) with "Song of the South" as the screen attraction.

A feature of the house is the seating arrangement, which permits perfect vision from any part of the house. Spacing of 36 inches from back to back of the Heywood-Wakefield seats is ample to permit passage between rows without disturbing seated patrons.

Other features include fireproof construction of acoustic blocks, brick, steel and masonry; a marble-stucco front and modern neon marquee. A washed air system provides cool air. Heating will be provided by thermostatically controlled butane units. Equipment includes RCA sound and Brenkert projectors.

Hook announced that his architect, Wilmot C. Douglas of Birmingham is preparing plans for a similar theatre in Aliceville, Ala.

J. E. Gay is manager of the new theatre. Gay served as manager of Hook's other house here, the Eutaw, while the owner was in service for 47 months. Hook's mother, Mrs. A. J. Hook, also assisted in the operation of the old theatre, while his father, A. J. Hook, has taken an active part in construction of the new house.

J. E. Johnson of York, Ala., was contractor for the new theatre and Carl Finch jr. of Demopolis was electrician.

Memphis Theatres Give Check to Cancer Fund

MEMPHIS—Back in January, the motion picture industry passed the hat in Memphis theatres in a single audience collection for various charities which were coming up for contributions shortly. Recently the industry, represented by E. P. Sapinsley, of Malco Theatres, presented the American Cancer society's Memphis campaign with its portion of the collection—a check for $1,393.50. This was the largest single gift received by the Memphis forces since the campaign for $440,000 started.

Drive-In at Walterboro Will Open This Month

WALTERBORO, S. C.—Four acres of land here are being graded in preparation for Walterboro's first open air theatre. Dr. E. B. Funderburk has been granted a franchise from Park-In Theatres, Inc., of Camden, N. J., which gives him drive-in theatre rights within an 18-mile radius. Funderburk's theatre will park 239 cars. In-car speakers will be provided. He hopes to open this month.

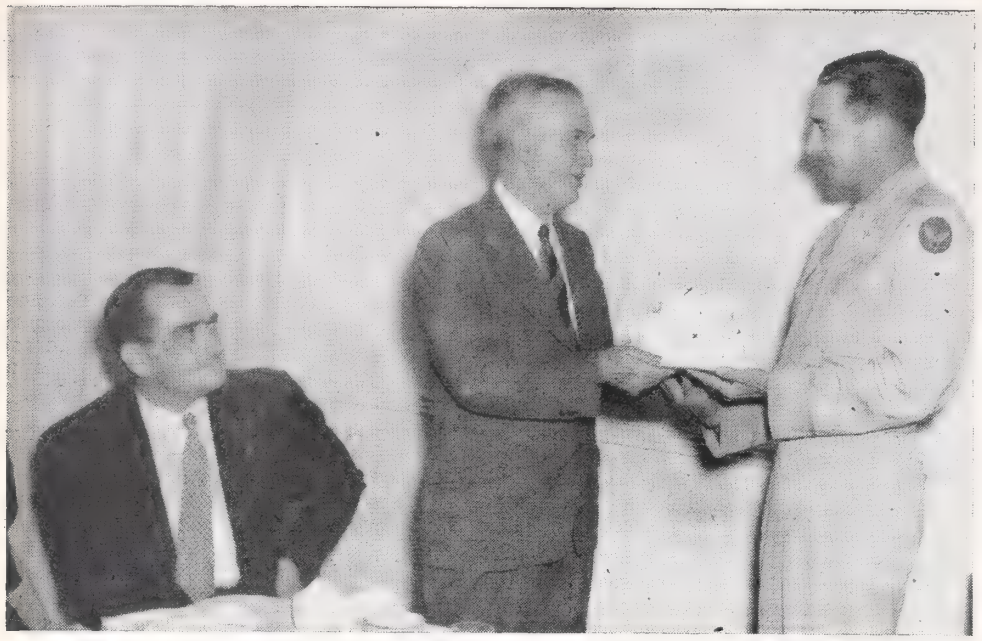
Writes Fan Article

MONTGOMERY, ALA.—Fields Varner, Alabama Journal staff writer, is author of an article entitled "Connie, the Colonel's Lady," in the June issue of Screenland magazine. The story tells of the life of actress Constance Bennett in an apartment at Maxwell field, where her husband, Col. Jack Coulter, is now stationed.

Ashburn House Reopens

ASHBURN, GA.—The Ideal Theatre, heavily damaged by fire April 7, is back in operation here. L. A. Stein, owner, said he expects to build a new theatre here as soon as material is more readily available. The Ideal is managed by F. L. Alig.

W. K. Jenkins Hosts Birthday Fete



Col. Robert L. Scott, author of "God Is My Co-Pilot," is depicted receiving a birthday cake in Macon, Ga., at a dinner hosted by William K. Jenkins of Georgia Theatre Co. in connection with the presentation of a Boy Scout award given yearly by GTC in commemoration of the world premiere of the Warner picture in Macon in February 1945. Seated at left is Lamar Swift, Macon area manager for GTC.

MACON—To encourage the Boy Scout movement in middle Georgia, the Robert L. Scott annual award, inaugurated by William K. Jenkins, president of Georgia Theatre Co., in commemoration of the world premiere of Warners' "God Is My Co-Pilot," was presented here recently.

The premiere was staged at the Grand Theatre in Macon in February 1945 when the first award was presented to the outstanding Boy Scout in middle Georgia.

Col. Robert L. Scott, author of the best selling novel from which the picture was taken, presented this year's award to young James H. Alverson jr., selected by Boy Scout officials as the outstanding scout for the year.

A dinner honoring Alverson and Scout officials was given on Scott's birthday by the Georgia Theatre Co. preceding the presentation ceremonies at the Grand. The colonel flew here for the affair.

Alverson earned the honor of "outstanding scout" despite the fact he is blind in one eye and has only 20 per cent vision in the other. He had 20 merit badges over the number required for his rank of Eagle. A native of Stone Mountain, Ga., Alverson is a student at the Georgia Academy for the Blind in Macon.

Clinton Vucovich Starts Institutional Advertising

PENSACOLA, FLA.—"A safe place to send your child" is the theme stressed by Clinton Vucovich, manager and owner of the Pen Theatre, in large display ads in the Pensacola press.

The ads also stress the Pen as a home-owned and operated theatre "offering the most modern seat and seating arrangement, plus the finest in RCA sound recording and perfect projection." Bodi-form seats are described as "Pensacola's outstanding attraction in seating comfort, giving you front-row vision at any row."

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Complete Theatre Equipment and Supplies

Citizens of Coral Gables Oppose Theatre Project

CORAL GABLES, FLA. — Plans for the erection of a 900-seat theatre by the Edward N. Claughton interests have been challenged by citizens of Coral Gables. Site of the new house is opposite the famed Douglas entrance to Coral Gables, and while actually in the city of Miami, will draw most of its patronage from Coral Gables.

A protest from residents was brought to the city commission meeting. Objections were that the parking situation which such a project would create was objectionable to home owners. The commissioners explained that they were empowered only to designate the area for business and could not regulate the type of business. Claughton explained that he intends to use the theatre as a nucleus for an extensive business development in the area.

Debut as Associate Producer

Irving Cummings jr. will make his debut as associate producer for Columbia's "Sign of the Ram," which his father, Irving Cummings, will produce.

Memphians Leave Town To Catch Up With 'Sin'

MEMPHIS—Local citizens are giving their answer to the Memphis board of censors, headed by Lloyd T. Binford, retired insurance man and Baptist deacon, by taking short automobile rides into Mississippi, Arkansas and west Tennessee to see pictures that are banned from the local screens.

Memphis crowds last week scurried into Covington, Tenn.—39 miles north of here—to see "The Macomber Affair" at the Gem Theatre, operated by Cliff Peck. "The Macomber Affair," was so badly slashed by the Memphis censors that its booking was cancelled. Later the censors barred it altogether from screens of Memphis and Shelby county.

Harry Martin, amusements editor of the Commercial Appeal, who went to Covington with one group, reported the people were puzzled as to why the picture should have been slashed by the censors.

"The Outlaw," also banned here by the censors, was shown recently at the Von Theatre, Hernando, Miss., about 28 miles away, and attracted many Memphians. "The Outlaw," this week is being shown at Turrell Theatre, owned by W. L. Moxley. Turrell is only 18 miles from Memphis in Arkansas.

Moxley has announced that his 600-seat theatre will show all films banned in Memphis. The Turrell Theatre was completely rebuilt and opened about two months ago following a fire which destroyed the showhouse. It is strictly modern.

Pensacola Firemen Drill Saenger Theatre Staff

PENSACOLA—Employes of the Saenger Theatre here were instructed in the use of fire extinguishers by Chief Claude Wright and Capt. R. G. Ward of the Pensacola fire department. Mrs. Bonnie Belle Davenport, manager of the theatre's women employes, and Mrs. Nina Brown, were featured in photographs of the drill taken by Pensacola newspapers.

Jack White, Herbert Glover Open House in Cleveland

CLEVELAND, GA.—Jack White and Herbert Glover, war veterans, have opened the Princess Theatre here. They are presenting two shows nightly except Sunday. The main floor is for whites and a balcony accommodates Negroes.

K&T Operates Randolph

ALBANY, GA.—The new 660-seat Randolph Theatre here, owned by Tucker Watkins and Paul Edmunds sr., is under lease to K&T Theatres of Kenbridge, Va.

New Theatre at Coeburn

COEBURN, VA.—The new Bolling building, housing a theatre and a jewelry store, was to have opened here May 1. The house seats 652.

RCA THEATRE SUPPLY DEALER
MONARCH THEATRE SUPPLY, Inc.
Neil Blount
492 So. Second St.
Memphis, Tenn.

Southwest Briefs

COOLIDGE, TEX.—Ted Waggoner, former manager for the Blankenship circuit in west Texas, has bought the Coolidge Theatre here from Ed Newman, Waco circuit owner.

DALLAS—U. S. Air Conditioning Corp. has named Archie Feinberg wholesale distributor of its entire line of products for Texas and Louisiana.

HOUSTON—James Menutis, former treasurer for Interstate's University Theatre here, has been named assistant to Bill Johnston, who has succeeded Homer Jordan as city publicity director.

HOUSTON—L. E. Newton has been named manager of Interstate's new Broadway Theatre, which opens here May 23.

DALLAS—Col. William McCraw, executive director of Variety Clubs International, has been notified by Maj. Gen. Edward F. Wetsell that he has been awarded the Bronze Star for his outstanding work in supervising the repair of fighting planes in the Pacific.

DALLAS—The 1,000-seat Inwood, newest Interstate theatre here, is now open. Joe Jackson manages.

OKLAHOMA CITY—A benefit rodeo for Woodward, featuring Roy Rogers and other film stars, will be held here June 9, 10.

OKLAHOMA CITY—R. Lewis Barton, Oklahoma circuit owner, is one of the vice-presidents of a new insurance company formed here under the name of the Empire Life Insurance Co.

LIVINGSTON, OKLA.—Frank Fain is building a theatre here.

LA PORTE, OKLA.—A. E. Brunson is building a theatre here and is remodeling his house in Baytown.

DALLAS—Interstate is building a modern drive-in in Albuquerque, N. M.

BATON ROUGE—Pittman Bros. opened their swank new 2,200-seat Rex Theatre here May 8. The house cost $350,000. V. L. Thibeau is manager and J. G. Broggi of New Orleans is buyer and booker.

DALLAS—Building proceeds apace in this area. Henry Hall is building a house at Three Rivers, remodeling at Kerrville; Sam Schwartz is building at Eagle Pass, remodeling his Aztec there.

LULING, TEX.—Henry Stein soon may build a new theatre here.

OKLAHOMA CITY—Four new theatres were scheduled to open in Oklahoma this month. They are the 450-seat Time, owned by W. T. Kirby, in Wetumka; the 260-seat Ryan, owned by Alex Rowls, in Quapaw; the 250-seat Long, owned by Lewis W. Long, in Keyes, and the 400-seat Dream Theatre in Tahlequah, managed by S. P. Doss.

DALLAS—Marshall Grant Pictures of Hollywood has signed the famed Gainesville community circus for a feature length motion picture. The film will be entitled "Gainesville, U.S.A."

ABILENE, TEX. — I. B. Adelman has opened a 525-seat quonset-type theatre on the main street of Abilene. L. O. Daniels jr. manages.

TALLULAH, LA.—R. E. Fowler is the new owner of the Green Frog Theatre, colored house which opened here several weeks ago.

R. V. Reagin Is a Veteran Of 20 Years With RKO

MEMPHIS—R. V. Reagin, the new branch manager here for RKO, was the company's office manager for 12 years and a salesman out of the Memphis office for the past eight years. His promotion to manager was announced by Charles Boasberg, division sales manager, and Ben Y. Cammack, district manager.



R. V. REAGIN

Reagin has been salesman in the Arkansas and southeast Missouri territory in recent years. He is married and has his home in Memphis. Mr. and Mrs. Reagin have one daughter, Mary Ann Reagin, who attends Christian Junior college, Columbia, Mo.

Reagin succeeds A. M. Avery, who resigned to become vice-president and general manager of Flexer Drive-In Theatres, Inc.

Alabama Makes Debut In 20th-Fox 'Homestretch'

FORT PAYNE, ALA.—Former Lieut. Col. Joe McPherson of Ft. Payne makes his first screen appearance in the 20th-Fox picture, "Homestretch," with Cornel Wilde and Maureen O'Hara. He also appears in the musical, "I Wonder Who's Kissing Her Now," which is scheduled for release soon.

Two New Houses Planned

JACKSONVILLE—As soon as the housing expediter's regional office gives the green light, work will be started on the $175,000 theatre planned for Jacksonville Beach. Another new theatre will get under way at Neptune Beach as soon as building restrictions are lifted.

Theatre Starts a Policy, Two Persons a Ticket

Pensacola — The Twin Theatre at nearby Warrington has inaugurated "2-for-1 days" every Tuesday and Wednesday. Two adults are being admitted on one adult ticket and two children on one child's ticket.

Committee to Make Check On Columbus Gross Tax

COLUMBUS, GA. — City commissioners here took no action on the latest protest against the city's new gross receipts tax although Commissioner Jesse Binns proposed that no business pay more than two and one-half times as much license as it did in 1946.

A first quarter report of taxes collected under the new levy will be referred to an existing 15-man citizens tax committee for "study and recommendation."

Commissioner Binns said he was opposed to the gross receipts tax, which he said was passed by the commission with the idea that adjustments would be made when inequities arose. He said that the commission is "going to have trouble with this license all along" and told City Manager Marshall Morton he had heard several merchants threaten to move out of the city to escape it.

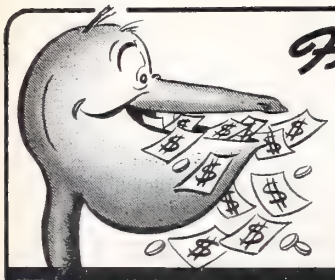
Thus far theatres, which are included in the tax, have made no formal protest collectively.

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IT WASN'T GABRIEL—Prof. W. C. Handy, grand old man of famous Beale street, blew his golden trumpet three times, and the W. C. Handy Theatre was officially opened in Memphis last Sunday. Professor Handy, composer of "The St. Louis Blues" and "Memphis Blues," made the trip all the way from New York to participate in the opening of the theatre, named in his honor. Later he took part in the Negro version of the Memphis Cotton Carnival. "This is the happiest moment of my life," he remarked at the theatre opening.



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MEMPHIS

The Rio Theatre, a 500-seat all-Negro house, has opened in Malvern, Ark. The house is operated by W. F. Caffey . . . A group of Memphians has returned from Jackson, Miss., where they attended the Mississippi Theatre Owners meeting. Among the Memphians who attended were Bailey Prichard, branch manager, and Henry Hammond, salesman, both from Monogram; and C. E. Sumner, salesman, National Theatre Supply Co.

Memphis friends were grieved to hear of the death in Indianapolis of W. F. Bugie, veteran Filmrow executive. Bugie was for several years branch manager of Paramount in Memphis in the early thirties and later worked here for Warner Bros. He also worked in Dallas before going to Indianapolis.

Midsouth exhibitors visiting the Row included Moses Sliman, Lux, Luxora, Ark.; John Fisher, Jan, Como, Miss.; Orris Collins, Capitol and Majestic, Paragould, Ark.; Ned Green, Legion, Mayfield, Ky.; R. R. McCormick, Gloria, Senatobia, Miss.; G. H. Goff, Rustic, Parsons, Tenn.; W. R. Lee, Gem and New, Monette, Ark.; Bob Lee, Dixie, Potts Camp, Miss.; and Leon Roundtree, Grand and Valley at Water Valley and Holly at Holly Springs, Miss.

J. J. Sharum, Chandelle, Walnut Ridge, Ark.; Lyle Richmond, Richmond, Senath, Mo.; Roy Cochran, Juroy, North Little Rock, Ark.; N. B. Fair, Fair, Somerville, Tenn.; Guy B. Amis, Princess, Lexington, Tenn.; K. H. Kinney, Hayes, Hughes, Ark.; Ernest Pollock, Strand, Hohenwald, Tenn., and W. E. Malin, Lura, Augusta, Ark.

W. C. Kroeger, Shannon, Portageville, Mo.; Whyte Bedford, Marion, Hamilton, Ala.; Roy Dillard, Dillard, Wardell, Mo.; Aubrey Webb, Webb, Ripley, Tenn.; L. F. Haven jr., Imperial, Forrest City, Ark.; R. R. Clemons, Dixie, Adamsville, Tenn., and E. W. Savage, Palace, Booneville, Miss.

Keene Duncan, star of westerns for Republic, visited the company's exchange . . . Ila Shelton, clerk, is a new employe at Warner Bros. . . . Mrs. Rachel Wess, Columbia branch manager's secretary, is ill in Methodist hospital . . . "The Trouble With Women," was screened for the trade at Paramount's screening room this week.

Mrs. M. A. Lightman sr., wife of the Malco president, was a winner in the Tennessee Bridge Ass'n play at Hotel Chisca . . . L. W. McClintock, Paramount branch manager, has two trade screenings scheduled for the Paramount screening room. They are: "Perils of Pauline," Friday, May 23 and "Dear Ruth," Friday, June 6. Both are at 2:30 p. m.

A. M. Avery, who left RKO as branch manager to become vice-president and general manager of Flexer Drive-In Theatres, Inc., will have his headquarters at Flexer Theatres, Inc., Dermon Bldg., until the company's new building on the Row is finished this fall.

Jack Tunstill, manager of the Malco Theatre, is vacationing in Washington and New York . . . Col. Cecil Vogel, manager of Loew's Palace, and William Kemp, manager of Loew's State, are back from a managers conference in New Orleans.

Neil Blount, manager of Monarch Theatre Supply, and S. C. Bullington, RCA engineer, flew to New Orleans to attend an RCA meeting. On his return, Blount went to Nashville on business. L. A. Mitchell sr.,

Monarch office manager, made a business trip to Steele and Cooter, Mo.

This was Cotton Carnival week in Memphis and day and night parades, a street carnival and an endless chain of balls was on the agenda. Thousands of visitors from all over the midsouth were in attendance. This should mean good theatre attendance but it doesn't, veteran theatre men say. People tire themselves out and don't go to the shows.

But in spite of this, steady attendance was reported by all first-runs. "The Yearling" opened at Loew's Palace, "The Farmer's Daughter" was held over for a second week at Loew's State, "California" opened at the Malco, "The Best Years of Our Lives" was held another week at the Strand, "The Red House" opened at the Warner and "The Prisoner of Zenda" was brought back to Ritz.

Ralph Carter, house manager, Warner Theatre, has been transferred back to Oklahoma City where he formerly worked. He has been replaced by Allen Smith, who formerly was house manager at Memphis and has been in Alabama. This change was announced by J. H. McCarthy, manager. M. D. Brazee, district manager, Oklahoma City, was a visitor in Memphis.

Leonard Shea, PRC branch manager, has been on a trip to Little Rock, Ark. . . . Tom Young, 20th-Fox branch manager, has been on an extensive tour of Mississippi . . . Ed Williamson, branch manager of Warner Bros., has been on an Arkansas tour . . . Louis Ingram, branch manager, and J. R. Fly, head booker, are back at MGM after attending a company meeting in New York . . . Kay Films exchange, 410 South Second, is undergoing extensive remodeling and redecorating.

J. E. Garrison, St. Louis, Universal's southern division manager, and F. J. A. McCarthy, general sales manager, were here to conduct a special sales meeting. R. N. Wilkinson, C. R. Ost and R. C. Settoon, Universal salesmen out of the Memphis office, attended along with R. P. Dawson, local branch manager . . . Mrs. Ruth Hodges, Universal contract clerk, had her 6-month-old baby in Baptist hospital, ill.

New Plant City Air Conditioning

PLANT CITY, FLA.—The Capitol Theatre on West Reynolds street here is being equipped with an air conditioning unit brought over from Gainesville, where it has been replaced by a larger unit in one of the Florida State theatres. The Gainesville theatre has been enlarged and remodeled so new equipment was called for. The Capitol is a 700-seat house. C. L. King is manager.

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DEEP SOUTH HONOR—Western star Gene Autry became the first honorary member of the Downtown club, Birmingham's new organization of theatre, press, radio and advertising folk. He's shown above, right, as he received his membership card from N. H. Waters sr., club president and head of Waters Theatre Co. Autry was in Birmingham for the chamber of commerce fat cattle show and rodeo.

'Duel' to Open Roadshow In Birmingham May 22

BIRMINGHAM—"Duel in the Sun" has been booked for a four-a-day run starting May 22 at the Ritz Theatre, where Manager Bill Coury is busy lining up a comprehensive campaign.

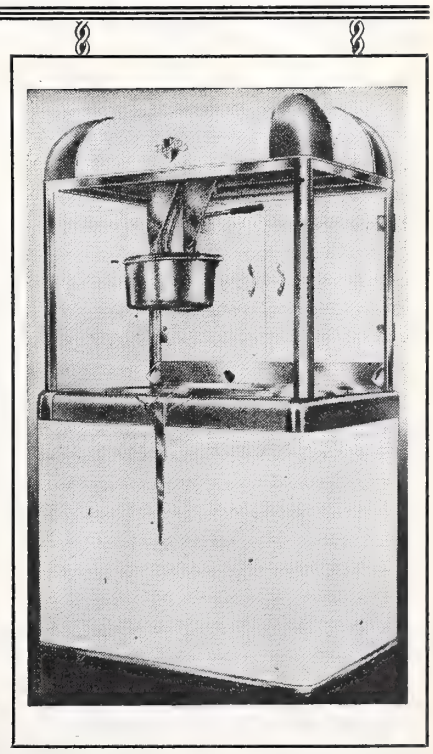
Prices for adults will be 75 cents for matinees and $1.20 for night performances, while children's tickets will be offered at 35 and 60 cents.

Announcement of the film was made when Louise Hyde, "Miss Duel in the Sun," came here via PCA-Capital Airlines on the flight of the DC4, "Southern Belle," which she christened at New York earlier in the day. Coury is trying to arrange for her to return here for the opening of the "Duel" and she already has been invited to attend the National air carnival next month.

Louise was "Miss Chattanooga of 1942" but was disqualified because she was too young. She was chosen "Miss Duel in the Sun" by James Montgomery Flagg and Bradshaw Crandall, artists; Sidney Blackmer, Broadway star, and Robert Ross of the Selznick organization.

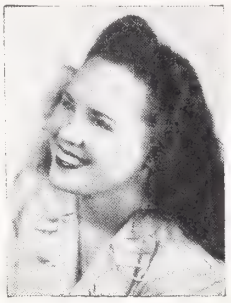
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ATLANTA

Florence Chamblee has been appointed assistant to O. S. Barnett, office manager of Monogram Southern Exchanges in Atlanta . . . R. Siegal has taken over operation of the Rico Theatre in Savannah . . . Frank Harris, former owner of Harris's Drive-In Theatres, has left for a stay of several months at the San Fernando, Calif., ranch of Mr. and Mrs. Frank Freeman. Freeman is the Paramount Pictures' executive.



FLORENCE CHAMBLEE

Lex Benton of the film express line bearing his name is at the Variety confab in Los Angeles . . . Howard Wallace, branch manager of Sack Amusement Enterprises, is on a business trip through the Carolinas . . . "Bedelia," Eagle-Lion special, opened at the Paramount Theatre May 15 . . . Emil Poisson, "lightning" pianist with Buddy Sawyer's Paradise room orchestra, reports the arrival of Emil jr. last Sunday evening.

This is all about William K. Jenkins, president of Georgia Theatre Co. First, he's traveling considerably, having left Arrowhead Lake in California, where he attended a meeting of Paramount partners, for Los Angeles and the Variety convention. Second, Jenkins is getting nautically minded, having recently been appointed naval aide to Gov. M. E. Thompson, with the rank of commander. This appointment was coincidental with a trip Jenkins plans in his new house boat, now docked at Miami.

And another paragraph about William Richardson of Astor Pictures of Georgia, who is all smiles over being a new grandpappy. In addition, he isn't the least bit displeased over again hitting another jackpot after the success scored with "Open the Door, Richard." He expects to repeat with "Richard's Answer," a short devoted to the theory that Richard couldn't open the door because he was away on his honeymoon. Richardson has just departed on a selling tour through Alabama, Florida and Tennessee.

Una Merkel, star of a hundred or more pictures, was disappointed during a four-hour layover at the municipal airport because she couldn't get an order of grits. "I thought you folks ate grits at every meal," she said . . . Arthur C. Bromberg, head of Monogram Southern Exchanges, is back from a sales meeting in New Orleans . . . DeForest Kelley, who plays in "Fear in the Night," is a Decatur, Ga., youth who turned a west coast visit into a Hollywood career. He started in show business in Atlanta as usher at the Paramount Theatre.

Ben Jordan, Monogram special sales representative, is back after closing several deals in Alabama . . . Babe Cohen, manager of Monogram Southern in Atlanta, and Mrs. Cohen, are on vacation in Florida . . . Fred D. Moon, motion picture editor of the Atlanta Journal, has accepted an invitation from Eagle-Lion to fly to Zanesville, Ohio, for the two-day premiere of "Repeat Performance."

Eleanor Field has been added to the booking department of Republic . . . Walter Titus, southern sales manager of Republic, has returned to the New York office after visiting here . . . K. Porter, owner of theatres in Perry and Foley, Fla., visited Filmrow . . . Screen Guild news: Mai Giles has been added to the booking department . . . Joe Fieldman, Florida sales representative, came in for a few days to see the folks at the office.

P. L. Taylor, Dixie, Columbus, visited Filmrow . . . Mr. and Mrs. Charles Durmeyer, (he is chief barker of local Variety), were on the special train to Los Angeles . . . Kay notes: Ike and Harry Katz, have returned from their Washington branch; W. H. Rudisill, Kay manager, is making calls in key spots in Alabama, David and Harry Katz and their wives left Atlanta on the Variety special for Hollywood. Ike joined them there. John Jarvis, New Orleans manager, visited the home office here.

Frank V. Merritt, president of Acme Theatres, Birmingham, and L. Spiegler, head of his accounting department, have returned home after a visit here.

Palm Beaches Will Select Towns' Favorite Brunet

WEST PALM BEACH, FLA.—The Palm Beaches' favorite brunet will get an all-expense paid trip to Havana soon. All she has to do to win the trip is to be first in the contest being sponsored at the Florida Theatre.

The affair is a publicity stunt in connection with the showing of Paramount's "My Favorite Brunette."

Any brunet between the ages of 16 and 28 may compete. Each must submit a recent photograph. Approximately 20 of these pictures will be displayed in the lobby until balloting is completed May 24.

The Scenic Shutters

LAKE WALES, FLA.—The Scenic Theatre closed this week for the summer. Leslie Pendleton is manager. The western series and serial which have been running at the Scenic will be transferred to the State.

Gets WB Sales Job

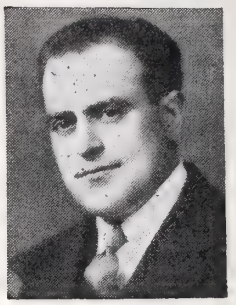
EUSTIS, FLA.—Jimmie Dickson, recently resigned as manager of the Firestone store here, has been named representative in Florida for Warner Bros. Dickson will make his headquarters here.



HEADS GEORGIA'S NAVY—William K. Jenkins, president of the Georgia Theatre Co., right, is depicted receiving his commission as naval aide to Gov. M. E. Thompson of Georgia. Presenting the document is Georgia's adjutant general, Alpha Fowler jr., of a distinguished motion picture family in the Peach state. The commission carries the rank of commander. Jenkins' boat, his personal property, is a stunning 46-foot long craft now docked on the Miami waterfront.

CHARLOTTE

Congratulations from all sides are being received by Ralph J. Iannuzzi, recently promoted from salesman to branch managership of the Warner exchange in Charlotte . . . They couldn't even hire a boat! We refer to officers of the TON&SC, who tried to charter a craft for Bermuda, then hold a summer business session and funfest on the way over. Good resort hotels are likewise booked 'way up to 1948. So, it's just about decided that there won't be any summer convention. If urgent business arises, there'll be a one-day session at some centrally located city.



R. J. IANNUZZI

Max Bryant, owner of Bryant Theatre Supply Co., is quite ill at his home in Rock Hill . . . Cy Dillon, chief barker of Variety, announces the following house committee: J. V. Frew, chairman; Al Burks, Bob Jeffress, Norman Jactor, Bill White and Harry Jones . . . Jack Kirby, Warner district manager, is visiting the local office.

W. G. Fussell, owner of the Lyric in Bladenboro, has been elected mayor there . . . Dave Cash is quite pleased with the new curved screen installed in his Dixie in Kings Mountain. It is called Nu-Screen, is made of spun glass, and patented by Otto Hehn, a Kings Mountain resident. It is the first installation in the south.

RKO News: Dan Loventhal of the legal department spent several days in Charlotte conferring with Branch Manager Rovy Branon. Loventhal left for Washington by plane . . . The RKO softball team played its first contest with the strong Wilby-Kincey outfit. For three innings the game was as tight as Dick's hat band, but before the end of the contest, the RKO boys were hanging on the ropes . . . Word has been received from Atlanta that District Manager Dave Prince is the proud papa of a bouncing baby boy who arrived Tuesday, May 6. Mrs. Prince and the baby are doing splendidly . . . The tenth annual Ned Depinet drive came to a close May 8 with the Charlotte office well over its assigned quota for the 20-week period, and consequently among the leaders . . . Branon called in salesmen for an important sales meeting Monday launching a summer selling and billing drive.

Jesse Cox and Hy Suritz are building a quonset hut theatre for Negroes in Rock Hill. It is the first quonset type theatre in the Carolinas and will be named the Carver. It will seat 494. Opening is scheduled for May 26. It will be managed by Cox, a veteran of 20 years in theatre business and now manager of a house in Atlanta.

Grover C. Parsons, PRC-Eagle-Lion division sales manager, Atlanta; Ralph McCoy, Eagle-Lion representative, Atlanta, and Elmer Hollander, New York sales representative, held a three-day sales meeting with Manager Hal Keeter, planning an expansion program for the Charlotte branch . . . Jack Frye is the new office manager for PRC-Eagle-Lion and Charlie Hunsuck goes on the road as salesman.

Only One Show Daily

DOUBLE SPRINGS, ALA.—The Winston Theatre began a summer policy May 1 that calls for the showing of its feature attraction only once nightly, starting at 8 p. m.

BIRMINGHAM

Lewis Worthington, owner-manager of the drive-in theatre in Bessemer, was among the Variety Club members from this area attending the Variety convention at Los Angeles. Others were N. H. Waters sr., head of Waters Theatre Co., and R. M. Kennedy, district manager for Wilby-Kincey.

Walter L. Walker, Columbia sales representative; Nelson Toler, Atlanta branch manager for PRC, and W. H. Rudisell, Kay Films, were among recent visitors . . . Don Waters, relief manager for Waters Theatres, returned to work Monday (12) after an operation . . . John Merritt, Royal manager, has a new grandson. The child was born here to his daughter, Mrs. Don Fulton. Merritt is the father of four daughters and his only other grandchild is a girl . . . W. H. Neal sr., Ritz projectionist, has been off due to illness.

Farley Green, manager of the Wilby-Kincey Rialto in Kingsport, Tenn., and Mrs. Green are parents of a daughter born here. Green is former assistant manager of the Ritz here . . . The Royal Theatre has completed installation of a new screen and projectors.

When Johnny Price, baseball stunt man, was signed to appear in the east-west baseball game at Rickwood park June 20, it was a real break for Bill Coury, Ritz manager. A Pete Smith short starring Price, "Diamond Demon," was currently on the Ritz screen. Coury placed a two-column cut on the News sports pages and a lengthy story mentioning the Ritz showing. He also invited officials of the Birmingham Barons to see the short.

"The Farmer's Daughter" proved exceedingly popular with Birmingham audiences, holding for a third week at the Empire. "Song of Scheherazade" moved from the Alabama to the Lyric for a second week, while the reissue, "Destry Rides Again," was held over at the Strand after a week at the Lyric.

"It Happened on Fifth Avenue," which opened at the Alabama May 15, was given something unusual for Birmingham in the way of advance publicity treatment. Ads were spotted in the local press for two weeks in advance of the opening. Manager Francis S. Falkenburg ran a trailer containing his personal endorsement.

Fred McCallum, former Alabama Theatre assistant manager, now managing the Strand, is passing out the cigars after the birth of a son May 10 at West End Baptist hospital. Mrs. McCallum is the former Eunice Fancher, a contestant for the "Miss Birmingham" title last year . . . Ethel Knight, cashier at Waters' Five Points Theatre, was called to Panama City, Fla., where her parents were reported to have been injured in a motor car accident.

L. M. Neely, head of the Neely circuit, is acting mayor of Marion, Ala. . . . Sylacauga Theatre at Sylacauga, Ala., is sponsoring an amateur night on its stage each Thursday.

State Approves Riviera Sale

WEST POINT, GA.—A bill for the right to sell the Riviera Theatre, West Point's recreation center, has been passed by the Georgia legislature. This bill merely gives the city the right to sell the building if the city council sees fit to do so.

Frazier Will Build in Siler City

SILER CITY, N. C.—T. C. Frazier of this city announced recently that he will build a new theatre here soon. The new house will seat 400. Blueprints have been drawn and construction is expected to start this month.



NO HANDICAP HERE—Harold Russell, left, with no hands, and Mac P. White, who has only one leg, are two ex-GIs who make the most of everything. They were photographed in Memphis Monday at the Variety club, where they were entertained by barkers of Tent 20.

Amputee Gets a Thrill On 'Best Years' Trip

MEMPHIS—These are truly the best years of our lives, said Mac P. White, Jackson, Tenn., and his wife after a two-day trip to Memphis to receive a $100 savings bond and enjoy a thrilling program of entertainment.

White, an ex-GI, won first prize in an essay contest staged by the Press-Scimitar and Strand Theatre in connection with the showing of "The Best Years of Our Lives" at the Strand.

The contest was limited to men and women who served in the armed forces during World War II. Hundreds of letters were received and the Press-Scimitar printed the best one received each day for a ten-day period.

But there was more than the $100 bond for White and his wife. Their expenses were paid to Memphis for two full days at this week's Cotton carnival. They also saw the picture at the Strand as guests of the management. And they met Harold Russell, who played the role of "Homer" in the picture. Russell was in Memphis. Variety Club entertained him at a luncheon Monday at which Mr. and Mrs. White were guests.

Russell has two hooks instead of hands. He lost both members June 6, 1944, at Camp Mackall, N. C., when a half pound charge of TNT exploded in his grasp.

White, the contest winner, an infantry captain, lost a leg in southern France. He now uses his artificial limb as "a handy place to jot down telephone numbers and addresses," he said humorously. He and Mrs. White have a 13-week-old daughter, Suzanne.

Alfred E. Joplin Dead

RUSSELLVILLE, ARK.—Alfred E. Joplin, 65 years of age, operator of the first motion picture theatre in Russellville, died at a local hospital. He was a native of Batesville, Ark.

Will Brown Transferred

ST. PETERSBURG, FLA. — Will Brown, manager of the Capitol, has been transferred to the Seminole in Miami. The Capitol has been closed for the summer.

Hand-to-hand battles . . . gun fights . . . hard-riding . . . music and romance! With TEX RITTER fighting his way with fist and gun to win the love of a beautiful girl!

TEX RITTER



AND HIS HORSE "WHITE FLASH"
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HEADIN' FOR THE RIO GRANDE

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in
"THE WESTERNER"

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2 Big Hits !

DOROTHY LAMOUR
in
"HURRICANE"

ASSOCIATED FILM CLASSICS

ATLANTA — CHARLOTTE
MEMPHIS

Southern Variety Groups Greeted in Los Angeles





The fiesta spirit was dominant in the welcoming of delegates to the convention of Variety International at Los Angeles. The two above delegations from the deep south seemed deeply impressed on their arrival at the Union depot. At top is the Memphis group and at bottom representatives of the Atlanta tent.

MIAMI

Al Weiss, Olympia manager, who marked a birthday recently, received a fountain pen which the giver swore would write under gravy.

A cartoon carnival soon to be held at the Cinema, Boulevard, Shores, Dade, Coral and Tivoli theatres here will be a benefit for the South Florida Children's hospital. The show will consist of 90 minutes of cartoon favorites. Admission is 25 cents. Adults will be admitted, too.

Ralph Moni and staff of the Joan Abbott gown shop are making up a complete wardrobe for Martha Stewart for her next 20th-Fox film . . . Clarissa, Hollywood starlet, is here awaiting a call from MGM to complete a role in "The Kissing Bandit." Her husband is PAA Pilot Capt. Lawrence Holloway.

Charles Moskowitz, who has consistently been getting his name spelled with a "c" in one paper and a "k" in another, settles the matter for all time. It's a "k."

Turner Murphy of the Hickory House staff was once in pictures with the Keithleys team . . . Bruce Parker's school put on a show of water skiing in Indian creek for the completion of a cinema short. More than 30 boats with two skiers to each boat participated. There was trick and fancy skiing, with high and low jumps for thrills.

The honeymoon of Arline Judge and Bob Topping continued after a brief threat of interruption by a U.S. marshal. The latter went aboard the Topping yacht to serve an attachment in a suit filed by Tycoon Tackle Co. for an unpaid bill of $5,530.90. It was merely a delay; all bills are paid from New York, explained Topping.

New summer prices have gone into effect at the Royal and Variety, Claughton circuit. Advertised to "help you enjoy vacation time in Miami," the new price scale is matinee 40 cents, evening 50 cents, children 14 cents. On Wednesday nights children under 12 are admitted free . . . Paramount's Beach Theatre here recently was voted the "perfect theatre" by 100 architects.

After an 11-week run at the Colony and two weeks at the Royal, "The Best Years of Our Lives" is still playing at the Flamingo Theatre in Miami Beach at advanced prices . . . "Duel in the Sun" is in its fifth week at the Colony and is also playing at the Rex . . . Claughton's Variety and Royal theatres soon will issue complimentary tickets to graduates of local schools.

Maurice Goeffrey, former Miamian, will reopen his summer stock company, "Theatre in the Sky," at Waynesville, N. C., July 15, with a professional cast of New York and Hollywood personalities . . . The Raymer Rumba, named for the amusements editor of the Daily News, will be recorded soon.

Pete Peterson, bass player with the Four Vagabonds, back here for the summer after a movie stint in Hollywood, was presented with a "Third Degree" document by Jeff Davis, "King of the Hoboes of America" . . . Leona Fredericks, Jeni Freeland, Jini Boyd and Shirley Modell, local girls, have been auditioned by Tommy Dorsey. If they sound good they'll go to Hollywood.

The B'nai B'rith benefit party for the Texas blast victims, after 15 per cent was taken out for AGVA charity, raised $2,600. The News' amusements editor, Dorothy Raymer, did a rumba, and received the highest bid for performance, $625. Jimmy Fidler's broadcast of the event was relayed to the audience from the stage. The Florida Supper Clubs Ass'n permitted contract performers to take part.

Role in 'Silver River'

Alan Bridge has been handed a featured role in "Silver River" by Warners.

VIEW U.S. PRODUCTION CODE AS 'RESTRICTIVE INFLUENCE'

Ontario Report Emphasizes 'Striking Success' of Non-Hollywood Films

TORONTO—The report of O. J. Silverthorne, chairman of the motion picture censorship and theatre inspection branch of the Ontario government, for the fiscal year ending March 31, 1947, contains considerable material for thought on the part of the film industry as a whole. His annual statement, addressed to L. M. Frost, provincial treasurer, expresses appreciation of the British and foreign films which the board reviewed during the year and deals at length with the restrictive influence of the Production code of the Motion Picture Ass'n in the United States.

At the same time, he emphasized that the comment represented the opinion of the Ontario board and was not intended as a recommendation for the formulation of policy.

Declaring that "the striking success" of films produced elsewhere than in the United States was a significant aspect, Chairman Silverthorne asserted that the technique of British films was on a par with Hollywood pictures while the language had proved no handicap for films from the European continent.

ASK REVAMPING OF CODE

"Much of this success is due to the candid way in which non-American producers approach their topics which are wider in range than those permitted Hollywood craftsmen as dramatic material," the report said. "Those who hail such films for their novelty and freedom often condemn Hollywood for its lack of imagination. The continued criticism of Hollywood films as stereotyped has angered American producers and directors, many of whom are now demanding a revamping of the present Production code which has imposed restrictions on subject material for a quarter of a century."

Silverthorne cited venereal disease and the drug traffic as examples of banned themes under the code and added that films not made in Hollywood do not suffer the same number of restrictions, although those produced in Britain maintained discretion in the treatment of provocative subjects. One recent picture made use of four topics which were not permitted for Hollywood studios. British and foreign films accordingly had what is regarded as novelty and realism.

SAYS CRITICISM UNFAIR

"The board ventures the opinion," he continued, "that much criticism of Hollywood film makers as men with limited imagination, in the light of their handicaps, is often unfair . . . They are hindered to a great degree by the limits placed upon them."

Silverthorne continued: "Code restrictions and unlimited criticism have now caused producers to challenge any kind of censorship to establish the principle of freedom of expression. Now that films talk, certain producers say that they will demand the right of free speech accorded the public, the radio and the press. The continuance of the Production code is most vital and must be endured as it is an agreed means to prevent the misuse of the screen.

"It is not unlikely that restriction of subject matter is in some degree responsible for the continued return to themes considered by many to be psychologically unhealthy, such as homicide, domestic infidelity and occasionally self-destruction, although there is a great reduction in the number of gangster films so prominent in the '30s."

The board chairman added that "homicide seems an obsession of the producer . . . the board believes that it cannot be without effect of a pernicious nature upon youthful and immature minds."

The report further stated that "it is entirely likely that, because of increasing interest in the motion picture and influence by many varied groups inside that industry and out, the quality and character of films from Hollywood may show some improvement during the next decade."

Pointing out that 64 of the 472 features approved during the year were classed as "adult entertainment," the chairman said such pictures were labeled because they contained much crime, murder, suicide, excessive use of alcoholic beverages, loose conduct between men and women, and domestic infidelity. None was suitable for juveniles. Although a picture was marked "adult," the board could not bar children from theatres and, beyond the point of advertising the classification, parental control was necessary.

MORE JUVENILE SAFEGUARDS

Theatres and film exchanges were complimented for their cooperation in substituting juvenile programs for Saturday matinees and other shows for which children are admitted without adult escorts.

The report, issued May 12, contains an outline of new and proposed regulations slated to become effective June 1. The advertising requirement for theatres with respect to "adult entertainment" features becomes actual law on that date although it has been voluntarily followed since last June. An entirely new clause, however, will require the use of the "adult" label in advertising for all subsequent run showings of such pictures, whereas it was used previously in connection with first run engagements.

Chairman Silverthorne reports that further plans are being developed for the safeguarding of juvenile patrons. It has been recommended that a specific portion of a theatre auditorium be marked off "for children only" at matinee performances because of complaints that children have been molested by adults.

Another provision will require that theatre matrons for juvenile or matinee performances must be at least 21, have a good character themselves, are properly and distinctively attired and be employed only after obtaining a certificate that she is free from any communicable disease.

Recommendation was made that a theatre be compelled to employ a regular matron for each floor when a balcony is in use.

With the tightening of regulation enforcement, which had become eased during the war because of labor and material shortage, authority has been asked by the board for the closing of a theatre from one to six days as an added penalty when a theatre proprietor or manager has been convicted a second time for an offense, particularly on charges of overcrowding or barred and obstructed exits.

NO FEATURE FILM BANNED

Announcement is made that a complete revision of regulations under the theatres and cinematographs act of Ontario will be undertaken shortly. Among other things, the appearance of drive-in theatres, changes in building design and the adoption of new construction materials and equipment for theatres have made the present code somewhat obsolete.

The report shows that 1,867 film subjects of all kinds were authorized for release while 87 various subjects were found unacceptable. Of this approved total, 89 per cent were from the U.S., 7 per cent originated in Great Britain and 4 per cent from Russia, Italy, Sweden, Switzerland, Finland, Mexico and Czechoslovakia.

In addition the board received 672 16mm film subjects, of which 633 were approved in their original state. These films included 10 from Russia, six from Poland, nine from Sweden, three from the Ukraine and three from Czechoslovakia.

Of the 472 35mm features reviewed by the board, 64 were marked "adult entertainment." While the report does not say so, it is understood that no feature film was banned.

During the year 421 theatre licenses were issued and it is reported that 45 other theatres were under construction in Ontario March 31. Other licenses included: 904 projectionists, 162 apprentices, 104 traveling shows, 16 35mm film exchanges, nine 16mm film exchanges and 239 under the heading of miscellaneous which included arenas and halls.

16MM OPERATORS NUMEROUS

The report shows that 14 theatres were prosecuted during the 12 months and 13 projectionists were temporarily suspended for various infractions.

The report points out that itinerant operators in the 16mm field were more numerous than at any time in the board's history, particularly in the rural districts where 35mm theatres are not practical.

The board examined 35,437 pieces of film advertising, of which 721 posters or cards were rejected in their entirety. It was also stated that "the board ordered several pieces deleted when they were found to have no direct relationship to the film in question."

Calls Nat'l Film Board 'Real White Elephant'

Montreal—G. K. Fraser, member from Peterborough West, told the Canadian government in the house of commons that it had a "real white elephant that eats more than you ever saw."

The elephant, he said during the budget debate, is the National Film board, which was asking this year for $815,000 more than its appropriation of a year ago.

He agreed that perhaps the board was doing "some good" in providing films for schools but said he thought the method of processing film was too costly to warrant this production.

Exhibitors Feel Squeeze, And Shop for Films

ST. JOHN—The mounting cost of living has reacted sharply on patronage at theatres. It is apparent that people have been cutting down on the number of times they go to shows. They are becoming more choosy than at any time since 1939.

Particularly affected are afternoon grosses. Houses find little ticket demand until the school kids start to come shortly after 2:30. There has also been a very noticeable drop in night business.

As a result of this turn in events, exhibitors are shopping for pictures and the price is a vital factor in negotiations. Competition between the exchanges has stiffened considerably in recent months and the personal contact angle is back on the scene.

CALGARY

Some building of smaller rural houses is reported from the neighboring province of Saskatchewan. In Lloydminster, construction of a flat floor hall was started last week. It will double as a dance hall and theatre . . . Vic Pearsall is building at the summer resort of Loon Lake on the site of a theatre that burned out recently . . . George Larson started a building at St. Walburg to replace one burned out last winter. George is also talking of starting an open air theatre at Loon Lake, the Saskatchewan government having approved his plans for a projection booth there.

Bill Cheladyn of the Mayfair Theatre in Olds was another visitor to Filmrow. Like many rural exhibitors who depend upon the farm trade, Bill states the spring slump has hit him with the seeding season. Another headache is the daylight saving time in small communities.

FPC Gives Projectionists 20-Cent-an-Hour Raise

VANCOUVER — Projectionists local 348 has accepted Famous Players' counter offer to settle the wage and working condition dispute. The new agreement, which will be in force until August 1949, gives the operators a 20-cent per hour increase, two weeks holidays with pay after three years of employment with the circuit, time and one-half after 36 hours in the downtowners and the same after 32 hours in suburbans and outside towns. The increase is retroactive at 15 cents per hour to January 13.

OTTAWA

Since F. H. Gallop took over management of the Avalon here, there has been considerable improvement in the attendance at Saturday morning shows of the Odeon Movie club. On May 10 he featured "The Music Box" and played the last chapter of "Royal Mounted Rides Again" and the first chapter of "The Voyage of Peter Joe," along with other shorts, before a good crowd. Incidentally, "The Best Years of Our Lives," at advanced prices, is in its third week at this theatre.

A visitor was Ray Lewis of Alliance Films who cooperated with Manager Casey Swedlove in the presentation of the Italian film, "Mama," at the Little Theatre, the engagement tying in with the observance of Mother's day.

Irving Herman of PRC, Toronto, was here for a special screening of "Her Sister's Secret" to which officers of many local women's organizations had been invited. The picture will have regular playdates at Maurice Berlin's Nelson soon. Manager Berlin had an unusual combination commencing May 12 with a double bill comprising the Canadian premiere of "Exercise Musk-Ox," the Arctic picture, and the first reissue run of "The Private Life of Henry VIII," both released by Astral Films.

The Centre had a special midnight screening of "Temptation." A member of the cast is Susanne Cloutier, an Ottawa girl, whose parents and immediate family were in attendance at the advance showing. Her father is Edmond Cloutier, who has a high government post. Miss Cloutier is to visit here soon and it is expected the regular engagement of the picture will coincide with her arrival from Hollywood.

The Dominion Fire Prevention Ass'n reports no fire loss was sustained during 1946 in any of the 60 branch offices of film exchange companies across Canada, thus repeating the record of the previous year . . . Manager Gordon Beavis of the Ottawa Centre and Mrs. Beavis are taking a needed vacation in their former home city of Peterborough, Ont. . . . Angelo Stevens, former manager of the Rideau, is developing a 16mm rural theatre circuit in eastern Ontario in addition to carrying on his work as a film booker for independent theatres.



Rank's Visit to Canada Mostly for Vacation

TORONTO—Prior to the arrival of J. Arthur Rank from England on his second visit to Canada, J. E. Lawson, president of Odeon Theatres of Canada, issued a statement pointing out that the trip was not primarily a business tour and that it would be practically Rank's first vacation in almost eight years.

"He has wanted for some years to see Canada from coast to coast," Lawson declared. "On his first visit in 1945, he made a trip across eastern Canada, stopping in Montreal and Ottawa. This time he hopes to cover the balance of the transcontinental route, including northern Ontario, the west and the Pacific coast."

Rank is booked for two public speaking engagements in Canada. In Toronto he will address the Empire club at the Royal York hotel May 19 and at Vancouver will be the guest speaker before the Board of Trade and Canadian club May 26.

After conferring with associates of the U.S. industry at New York, including executives of the J. Arthur Rank Organization, Inc., Universal-International and Eagle-Lion Films, Inc., Rank will meet Lawson and other Canadian officials at Toronto, after which his tour will be mostly for pleasure.

TORONTO

The Best Years of Our Lives" closed at the Odeon Capitol in Hamilton after a two-week run at advanced prices. "The Razor's Edge" continued for a third week at the Hamilton Century from which Lloyd Gurr is resigning shortly as manager to go into the hotel business in Ontario. Hamilton managers are giving him a farewell dinner at the Royal Connaught hotel May 29.

At time of this writing there had been no word regarding the fate of the missing Trans-Canada airlines plane bearing 15 persons, one of whom was Victor Armand, western division maintenance and construction supervisor of Famous Players Canadian Corp. . . . Work is still proceeding slowly on a number of Toronto theatre projects which were to have been opened around May 1. These include Odeon's Fairlawn in north Toronto, the annex of Allen's Hollywood and 20th Century Theatres' suburban house on Avenue road. In each case the walls and roof have been completed but windows, exit doors and entrances are lacking.

The front of the Imperial in downtown Toronto looks quite bare following the removal of the heavy marquee for the construction of a new front . . . Minimum admission price for juveniles at both the Imperial and Shea's of the Famous Players' chain is now 20 cents; the early matinee adult price has been raised from 30 cents to 35 cents and the later afternoon admission is 45 cents, an increase of 3 cents.

President J. J. Fitzgibbons and Vice-President R. W. Bolstad of Famous Players donated $1,000 and $500 respectively to the United Jewish Welfare fund during the local drive . . . Vic Growe has resigned as head office radio program supervisor for Famous Players Canadian Corp., but will continue to arrange theatre broadcasts while doing other organization work in conjunction with local radio stations . . . Oscar Hanson, president of Canadian Picture Pioneers, Toronto, is attending a meeting of the Motion Picture Foundation in the U.S. with a view to organizing a Canadian branch.

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ST. JOHN

Indications are that a new theatre being completed in Amherst, N. S., for Famous Players-Spencer will be opened during June or July. Some delay has been caused by receipt of a shipment of ornamental glass from overseas in damaged and destroyed condition. This will be the third FPC-Spencer house in Amherst, a town of 9,000 population. Odeon has a site in Amherst but has announced no plans for construction.

Before the current police chief of Halifax, George C. Fox, joined the city police staff, he was a special officer at the old King Edward Theatre, then offering a film-vaude program . . . Admission prices for "The Best Years of Our Lives" at the Halifax Casino (Odeon) are 85 cents and $1.35 both afternoon and evening. Ads declared that "Years" would not be screened elsewhere in the district except at advanced prices.

Members of a committee handling the Kiwanis Follies of '47 for two consecutive nights at the Dundas in Dartmouth, N. S., included Ivan Haley, manager of the Dundas, and Pat Dwyer, manager of the Family in Halifax. Dwyer was chairman of the committee. He had a daughter in the production.

Sidney J. Hall, Digby, N. S., theatre manager, who was defeated in civic election in February, was elected to the town council without opposition in a special election necessitated by ineligibility of one of those chosen in February . . . Sales of candy bars in theatre lobbies have dropped from 30 to 50 per cent since the price per bar was lifted to 8 cents.

Hollis Haskins, youthful son of Eddie Haskins, manager of the State in Calais for Lockwood & Gordon, spent a two-week furlough with his parents. He has been transferred from Texas to the Caribbean. The youth's father had visualized his son following him into theatre work, but the lure of the army was too bright . . . Bill "Jake" Whitebone, St. John, whose diversified activities in amusements included managing the Opera House, is back in circulation after being sidelined for eight months by stomach ulcers. His long siege of illness caused him to lose about 43 pounds. Present weight 192.

Two of the senior broadcasting units in the maritimes, CHNS, Halifax, and CHSJ, St. John, have recently boosted power to 5,000 watts . . . Joe Lieberman and Mitch Bernstein, partners in the B&L Theatres, were sidetracked simultaneously by illness. Lieberman is also Columbia exchange manager here . . . John "Buddy" Babb, New York, who is associated with Irving Browning in the production of industrial and commercial films, recently completed production of a short for Knights of Pythias dealing with the work of that order among underprivileged children. He is a brother of Sam Babb, booking manager for Franklin & Herschorn.

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Four Toronto Houses Play Holdover Films

TORONTO—Four of the eight first run Toronto theatres had repeats, with "The Jolson Story" maintaining its ground in the eighth week at both the Tivoli and Eglinton and "The Egg and I" still at the Uptown for a sixth week. "It's a Wonderful Life" stayed a second week at Shea's.

Among the newcomers was "Humoresque" at the Imperial and a double bill at Loew's topped by "The Red House." Citizens are still looking for real spring weather and the baseball schedule had been broken by several cancellations.

(Average is 100)

Capitol—**Nocturne** (RKO) ..... 9(
Eglinton—**The Jolson Story** (Col), 8th wk..... 85
Imperial—**Humoresque** (WB) 105
Loew's—**The Red House** (UA); **Susie Steps Out** (UA)..... 95
Shea's—**It's a Wonderful Life** (RKO), 2nd wk..... 90
Tivoli—**The Jolson Story** (Col), 8th wk..... 85
Uptown—**The Egg and I** (U-I), 6th wk..... 85
Victoria—**Nocturne** (RKO) 90

'Smash-Up' and British Film Pull Best in Vancouver

VANCOUVER—Of four newcomers in first run houses, only "Smash-Up" at the Vogue and "Theirs Is the Glory," a British release at the Plaza, did better than average. "The Best Years of Our Lives" finished up a three and a half weeks roadshow engagement at the Odeon Hastings.

Capitol—**The Perfect Marriage** (MGM)..... Moderate
Dominion—**Secret of Stamboul** (Brit); **Children on Trial** (Brit)..... Poor
Hastings—**The Best Years of Our Lives** (RKO), 3rd wk..... Good
Orpheum—**Ladies' Man** (Para) ..... Fair
Plaza—**Theirs Is the Glory** (E-L)..... Good
Strand—**Undercover Maisie** (MGM); **The Secret Heart** (MGM), moveover..... Moderate
Vogue—**Smash-Up** (U-I) ..... Good

Fast Time Hurts Calgary; 'Boomerang' Top Performer

CALGARY—Theatres hit a tough week with the start of daylight saving time. Broadcasts of the hockey finals in Montreal cut evening attendance. Attractions in the first runs were tops and picked up towards the weekend. "Best Years" at the Grand is slowing down and will probably be taken off after nine days; the sentimental marital reunion from Metro, "The Secret Heart," hit with the ladies while the split-week Palace held over with the top mystery, "Boomerang."

Capitol—**The Secret Heart** (MGM)..... Good
Grand—**Best Years of Our Lives** (RKO), holdover, roadshow prices ..... Fair
Palace—**Boomerang** (20th-Fox) ..... Very good

WINNIPEG

Sam Miles, senior field representative of the regional office of the National Film board, won a trophy as champion bait caster in the final competitions at the Manitoba Sportsmen's show.

"Stairway to Heaven" was in a second week at the Odeon, where business was reported to be building after a fairly slow opening . . . The Garrick completed its roadshow run of "The Best Years of Our Lives" and dug deep into the past for its current showing, a revival of "Stella Dallas," which it plugged as "the greatest love story ever told."

The British This Modern Age series is due to play locally soon, Joe McPherson, Eagle-Lion branch head, reports. The pictures are said to be along the general pattern of the March of Time . . . "Stone Flower," Artkino's release of the prize Soviet color picture, will play the Dominion for a week. The bill is also carrying a short on Ukrainian festivities which includes shots of a number of Winnipeg residents.

VANCOUVER

Carmen Gentile, manager of the Odeon in North Vancouver, is the daddy of a baby girl born in North Vancouver hospital . . . Millie Davidson, Orpheum usherette, was married to George Roberts, a former U.S. marine, and will reside in Seattle . . . Edith Pahl, also of the Orpheum, was married here last week. She will be back in the boxoffice after the honeymoon.

Harry Howard of the Theatre Equipment Supply Co. has re-equipped the Log Cabin Theatre, Lillooet, and the Rex, Salmon Arm, B. C., with new projectors and sound systems . . . Herb Woolfe, manager of the Odeon-Cambie, is telling his friends he may be down in Lake Louis as swimming instructor again this summer, teaching the poor little rich girls new and fancy strokes (nice work if you can get it).

The Orpheum held a cartoon party which was attended by 3,000 kiddies. Also on the program was "A Boy and His Dog," Academy award winner . . . In addition to feature length films and shorts on a variety of subjects, North American Productions of Vancouver will soon be releasing a 16mm all-Canadian newsreel for distribution in the U.S. and Great Britain.

David Griesdorf, Canadian sales manager for PRC, and his wife were Vancouver visitors. They stopped off to check the local branch before proceeding to the Variety Club convention in Los Angeles . . . The State, Vancouver's only stage show house which was taken over by Keith Linforth a few months ago, reverted to the owner, Hymie Singer, May 15. The State is a problem house and has been in the red ever since Linforth took it over.

Complaints have been made by exhibitors in small towns in British Columbia with regard to the current crop of films. They claim they do not get enough comedy pictures. The heavy dramas sent out by Hollywood are not the bill of fare patrons want these days, exhibitors say. Theatremen are also going sour on so many oldies being released.

The plane carrying Victor Armand, Famous Players equipment head, has not been found to date. Veteran air force and civilian pilots say the plane's fate may remain a mystery for years, perhaps forever.

Calgary Film Board Elects Vern Skorey

CALGARY—The Film Board of Trade has elected a new set of officers to serve during the next year. The board also altered its organization by appointment of a girl secretary to the honorary secretary, Reg Doddridge.

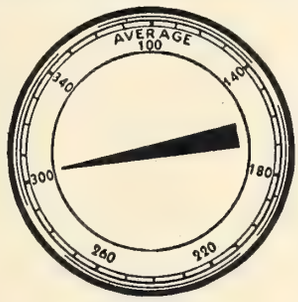
New officers are Vernon Skorey of 20th-Fox, president; William Goss of Regal, vice-president; Reg Doddridge, chairman of credit committee, with Morris Saifer of Warner Bros. and Cecil Black of Empire-Universal as members; Max Shnier, Columbia, fire marshal, and Nina Smedsted, secretary's assistant.

Retiring President Frank Scott of Monogram reported briefly on the activities of the past year and read a letter from the National Film board congratulating the Calgary branch on its efficiency this past season. Some discussion took place on the difficulty of keeping pace with the constant changes in ownership of theatres during the past 12 months. Exhibition of motion pictures has attracted many people entirely unfamiliar with the business to the ownership of rural picture houses. Many theatres are changing owners at enhanced prices.

BOXOFFICE BAROMETER

FIRST RUN REPORTS

This chart shows the records made by pictures in five or more of the 21 key cities checked. As new runs are reported, ratings are added and averages revised.



TOP HIT OF THE WEEK

The Egg and I

San Francisco 300

Computed in terms of percentage in relations to normal grosses. With 100 per cent as "normal," the figures show the percentage above or below that mark.	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DES MOINES	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MILWAUKEE	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
Abie's Irish Rose (UA)									80			105		90		108	100			160	50	99
Accomplice (PRC)						110			85		100		100	100			100			100	70	96
Along the Navajo Trail (Rep)					85	110			110	90	90		100		100		110			75		97
***Best Years of Our Lives, The** (RKO)	200	200	200	300	300	200	500	300	175	225	325		175	250		180	275	210	310	600	250	272
Buck Privates Come Home (U-I)			120		70							150				108		75				105
Calendar Girl (Rep)	100			140					100			85			85			100		100		101
Carnival in Costa Rica (20th-Fox)	100			120	100	80	110		90			150	115			96		170	125	100	80	110
Chase, The (UA)	170	140	135	100	120	80	110		120		95	210		100	105	105		130		130	80	121
Cigarette Girl (Col)	100	100				80	100		100	85	100	90	100		100		100			100	80	95
Code of the West (RKO)			100						90			100	100							100		98
Dead Reckoning (Col)	160	150	140	160	130	130	123	120	100	95	115	150	95	150	125	140	125	200	140	200	140	138
Devil Thumbs a Ride, The (RKO)	115		100				100		100	95		100			100	105				130		105
Easy Come, Easy Go (Para)	115	100		70			110		100	110		93	95			105		120		100		102
Egg and I, The (U-I)				250					150	250	220	200				108				300		211
Fabulous Dorseys, The (UA)									80			200						135	100	150		133
Fabulous Suzanne, The (Rep)	100	79				85	100	100	95	95	90		100		100			115		100	105	97
Farmer's Daughter, The (RKO)	170	120					130				115		95			108			130			124
Ginger (Mono)						100	95		95		100						100					98
Guilt of Janet Ames, The (Col)		90	130		75							75								150		104
Imperfect Lady, The (Para)	100								90					110				150		125		115
It Happened in Brooklyn (MGM)	130	88	125	110	95			100	120		100	150	130	160	130	110		145	80	120		118
It's a Joke, Son (Eagle-Lion)	100	92				100			100			100		120	85			115	50		60	92
It's a Wonderful Life (RKO)	180	110	135	160	120	135	130	175	130	95	130	200	120	200	155	135	130	140	105	190	160	145
Johnny O'Clock (Col)		140	140		70	110		100		85	115	175	110			135	110	170	105	210		127
Ladies' Man (Para)	140	165	135		65				150	95		93	95	125	145	100		135	90	100		117
Lady in the Lake (MGM)	170	72	120	115	100	105	100	100	130	110	110	200	100	125	150	135	105	125	80	130	120	119
Late George Apley, The (20th-Fox)	95	100			100		125	90				150	130			113				100		111
Locket, The (RKO)	130	120	120		60		115	100	110		105	175	120	130		110	115	160	105	135	80	117
Macomber Affair, The (UA)	140	90	120				120		110	100	105	175	100		140	135	135		85	165	120	123
Michigan Kid (U-I)		100	135	95	100		110		110			125			100	150				125		115
Queen of the Amazons (SG)			110			100			100			100		110								104
Ramrod (UA)			115				130	95			100		100							160		117
Sea of Grass, The (MGM)	130	130		130	90		140			100	130	175	140	150	140	108		150	85	130		129
Sinbad the Sailor (RKO)	150	100	125	160	145	120	145	90	130	100	160	175	165	130	103	168	115	170	105	150	140	136
Song of Scheherazade (U-I)	120	150	125	250	110	90		95				175	110		106	125		110	100	175	160	133
Stallion Road (WB)	110	85	120		80			95	115		100	175	130	125	100	105		170	85	120		114
Step by Step (RKO)	100					100	100	100	100	90	100		95		100	115	95	155		110	90	104
Suddenly It's Spring (Para)	150	110	135	140		130	150	105	135	100	120		100	140	90	101	125	115	75	150		121
Swell Guy (U-I)	165	160	125	165	70		125		100	95	50	150	100	100	100	120		100		165	100	117
13 Rue Madeleine (20th-Fox)	200	93	120	130	125	100	120	90	130	110	125	200	110	150	150	122	105	170	165	130	110	131
Yearling, The (MGM)			135		115						150	200	130			118						141

***Playing at advanced admission scales**

THE EXHIBITOR HAS HIS SAY ABOUT PICTURES

One star after a picture report denotes an exhibitor who has only started contributing to the department, two stars designate a contributor who has been sending in reports from six months to a year, and three stars are for those of veteran standing, from one to many years. When a contributor attains the three-star standing, he may expect a token of our appreciation. Everybody welcome

COLUMBIA

Galloping Thunder (Col)—Charles Starrett, Smiley Burnette, Adele Roberts. Smiley Burnette gives your fans a lot of laughs in this one. It went over better than any of this series I've run to date. Doubled with "That Texas Jamboree," but they came out talking about Smiley, so I guess he supplied the entertainment. Played Fri., Sat. Weather: Fine.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. **

King of the Wild Horses (Col)—Preston Foster, Gail Patrick, Bill Sheffield. This is a nice horse picture that did average business. The small town theatre can't miss on a horse or dog show. Played preview Sun., Mon. Weather: Fair.—Barney T. Holt, State Theatre, Boynton, Okla. Small town and rural patronage. ***

Personality Kid (Col)—Anita Louise, Michael Duane, Ted Donaldson. No draw on the mid-week here—a few kicks, so I've got to cut out such for the midweek, and slip in more action. These rural communities want such so I've got to give it to them. Played Wednesday. Weather: Good.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. ***

Renegades (Col)—Evelyn Keyes, Willard Parker, Larry Parks. Good print, good sound, and played before one of the best crowds we ever had in this theatre. Beautiful Technicolor. More of these colorful westerns should be made. Played Friday. Could be played any day and be profitable.—Arthur L. Goodman, Edgewood Government Project Theatre, Edgewood, Md. Project and rural patronage. *

Return of Monte Cristo, The (Col)—Louis Hayward, Barbara Britton, George Macready, There is plenty of action in this—enough to satisfy anyone, and it was well liked. Played Fri., Sat.—Hobart H. Gates, Garlock Theatre, Custer, S. D. Small town patronage. ***

METRO-GOLDWYN-MAYER

Boys' Ranch (MGM)—Jackie "Butch" Jenkins, Skippy Homeier, Dorothy Patrick. This is a natural for a small town—good entertainment which pleased all. Be sure to play it. Played Fri., Sat. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ***

Boys' Ranch (MGM)—Jackie "Butch" Jenkins, Skippy Homeier, Dorothy Patrick. This one is different. A good picture but regardless of how good they are, you cannot just get them in. The rush is over but it doesn't faze the distributors, the prices they ask. Played Tues., Wed., Thurs. Weather: Good.—Barney T. Holt, State Theatre, Boynton, Okla. Small town and rural patronage. ***

Green Years, The (MGM)—Charles Coburn, Beverly Tyler, Tom Drake. Business was far below average for this one. Since this picture was first released I have heard and read nothing but praise for it, but with the exception of two or three interesting scenes, the picture bored me. The few people who saw it stayed to the end and seemed to enjoy it. The weather man threw the book at us on the second day with, in the order named, wind, rain, sleet, snow and icy streets. Played Sun., Mon.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Harvey Girls, The (MGM)—Judy Garland, John Hodiak, Ray Bolger. This is a combination of a colored western and a musical that played to above average business here. Judy is always good here, but there are two or three musical numbers that drag out too long and make an audience restless. I thought it good entertainment but had more walkouts than I've had since "The Last Chance." Had several nice compliments on the picture from a few, but had more tell me I didn't know a good picture if I called this one good. I'd say you are safer on this one than most in getting them out—but it may not satisfy. Played Sun., Mon. Weather: Fine.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. **

Rage in Heaven (MGM)—Reissue. Robert Montgomery, Ingrid Bergman, George Sanders. Leo treats us very fairly, so we won't lambaste this "masterpiece reprint." Nevertheless, will admonish prospective buyers not to give top bracket rental, as we did. Played Tues., Wed. —Gray Barker, Pictureland Theatre, Glenville, W. Va. Rural, small town and college patronage. ***

MONOGRAM

Spook Busters (Mono)—Leo Gorcey, Huntz Hall, Tanis Chandler. I thought the old "Dead-Enders" were about at a dead end for sure from results I've had on their last two pictures. But when they get to "unhaunting" a haunted house in this one they sell themselves strong again. Everyone liked it, including my checkbook. Don't pass it up if these mugs are popular in your situation, for this is their best. Played Fri., Sat. Weather: Rain.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. **

PARAMOUNT

Cross My Heart (Para)—Betty Hutton, Sonny Tufts, Howard Freeman. Very disappointing and word-of-mouth wasn't good, hence the second day was poor. Played Sun., Mon.—Hobart H. Gates, Garlock Theatre, Custer, S. D. Small town patronage. ***

Duffy's Tavern (Para)—Bing Crosby, Betty Hutton, Alan Ladd. Another very good picture from Paramount. However, business wasn't any too good on this one due to the fact it had played all around us and most people had seen it. Play it if you haven't already, because it is plenty good. Played Tuesday. Weather: Good.—Dinkle & Lemaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Hold That Blonde (Para)—Eddie Bracken, Veronica Lake, Albert Dekker. Suffered from retentive memories of local show shoppers, but received good comments and held around average. Fast and furiously funny from leader to tail. Played with serial Mon., Tues., Wed.—Gray Barker, Lyric, Glenville, W. Va. Rural, small town and college patronage. ***

Hot Cargo (Para)—William Gargan, Jean Rogers, Philip Reed. A much better show than I expected for a weekend, so it happened my guess was not wrong after all. I must say pictures from Paramout are well made and hold up as well or better than those from most companies. The Technicolor comedy fit in just lovely. Played Sat., Sun. Weather: Good.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. ***

Two Years Before the Mast (Para)—Alan Ladd, Brian Donlevy, William Bendix. A great picture reminiscent of "Mutiny on the Bounty." A little too rough for the youngsters but the acting was superb. Played Sun., Mon.—Hobart H. Gates, Garlock Theatre, Custer, S. D. Small town patronage. ***

Virginian, The (Para)—Joel McCrea, Brian Donlevy, Sonny Tufts. A grand relief after much of the product I've had from Paramount this year. This story is always good. The color was nice but I had many people say that every time they remake "The Virginian" they do a poorer job and I agree. However, this will do good business in all small towns and it's the kind we need more of. Played Sun., Mon. Weather: Good.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. ***

PRC PICTURES

Kit Carson (PRC)—Reissue. Jon Hall, Lynn Bari, Dana Andrews. Another reissue that proved a hit at the boxoffice. Formerly released through United Artists and produced by Edward Small, it is no B picture by any means. It was produced on a lavish scale and with topnotch scenery and acting, plus oodles of action. The print was brand new and the patrons seemed pleased with the picture. Played Sun., Mon. Weather: Good.—Dinkle & Lemaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

RKO RADO

Casanova Brown (RKO)—Gary Cooper, Teresa Wright. Doubled with "It's a Pleasure" (RKO). Both features reasonable, both films scratched, bad patches, couple of misframes. This did not stop everyone, young and old, from enjoying this program. Either feature is worth playing. My house was full all three nights—third night best of all. Played Tues., Wed., Thurs. Weather: Clear.—C. M. Garrett, Yandell Theatre, El Paso. Family patronage. *

Partners in Time (RKO)—Chester Lauck, Norris Goff, Pamela Blake. Your audience will like this chance to see Lum & Abner without their grease paint and wrinkles. We ran it continuously Saturday only, for a Consumer's Co-Op anniversary celebration. It broke every house record we've ever had for attendance and they went away pleased. It's Lum & Abner's best yet. Weather: Perfect.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. ***

Sister Kenny (RKO)—Rosalind Russell, Alexander Knox, Dean Jagger. Coming in the "prestige" category, this picture was disappointing at the window. Thoroughly enjoyed by the manager, but criticized by the groundlings. Played Sat., Sun.—Gray Barker, Lyric Theatre, Glenville, W. Va. Rural, small town and college patronage. ***

Sister Kenny (RKO)—Rosalind Russell, Alexander Knox, Dean Jagger. One of the finest pictures ever to come out of Hollywood. My patrons enjoyed same and told me so. Not a super-grosser for small towns but tops as a picture. Played Sun., Mon. Weather: Good.—Terry Axley, New Theatre, England, Ark. Rural and small town patronage. ***

Stranger, The (RKO)—Edward G. Robinson, Loretta Young, Orson Welles. This didn't do so well—strangers didn't come. Played Wed., Thurs. Weather: Mild.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. ***

Sunset Pass (RKO)—James Warren, Nan Leslie, John Laurenz. The best western from RKO—enough music and songs for those that like that type of western and the action fans were not disappointed either. Doubled with "Criminal Court" (RKO). Played Saturday. Weather: Clear and cool.—J. E. Rongeau,

How Exhibitor Squibs Treat Show Business

"They must have tried to make Jack Haley into another Bob Hope in 'Scared Stiff,' but it sure didn't work." . . . "More colorful westerns like 'Renegades' should be made." . . . "Westerns are the best shows we can have on a midweek, and that means any on the market today." . . . "As long as Gary Cooper can get on a horse we will keep on playing him." . . . "Word-of-mouth wasn't good on 'Cross My Heart,' hence the second day was poor."

Club Theatre, Seven Sisters Falls, Manitoba. Small town and rural patronage. **

Truth About Murder, The (RKO)—Bonita Granville, Morgan Conway. Doubled with "Strange Triangle" (20th-Fox). Two good films, price okay, but neither feature will hold by itself. Will hold up midweek when doubled. Played Tues., Wed., Thurs. Weather: Windy and fair.—C. M. Garrett, Yandell Theatre, El Paso. Family patronage. *

Woman in the Window, The (RKO)—Edward G. Robinson, Joan Bennett. Some liked it and some did not. Those that didn't said "too much murder and mystery"—about an even break all around. "Suspense" is what BOXOFFICE rates it as, and that is just what it is. Played Sat., Sun. Weather: Good.—W. H. Swan, Auditorium Theatre, Roscoe, S. D., Rural patronage. ***

REPUBLIC

Fighting Seabees (Rep)—John Wayne, Susan Hayward, Dennis O'Keefe. This is one of the best pictures Republic has put out. Although it was several years old, it still pulled the people in. Regardless of the age of any picture with John Wayne, he has never failed us in any of them. We felt that Mr. O'Keefe was miscast in his role even though he made the best of it. The running time was a little too long. Played Fri., Sat. Weather: Rain and chilly.—R. V. Dinkle, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Sheriff of Redwood Valley (Rep)—Wild Bill Elliott, Bobby Blake, Bob Steele. Another top-notch western, Red Ryder style. The outstanding feature about this one was Bob Steele and his portrayal of "Reno Kid." Bob has considerable boxoffice appeal as does Wild Bill—and the two of them made good with the customers. Our main interest in running a theatre is to give the people their money's worth and with pictures like this we can do just that. Played Fri., Sat. Weather: Good.—Dinkle & Lemaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

20th CENTURY-FOX

Claudia and David (20th-Fox)—Dorothy McGuire, Robert Young, Mary Astor. The picture opened up fair the first night, died the second. Played Wed., Thurs. Weather: Mild.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. ***

Margie (20th-Fox)—Jeanne Crain, Glenn Langan, Lynn Bari. This is a swell musical show in Technicolor, but a little light on star power. Business was average, due to rain both nights, which was no fault of the show. Play it. Played Wed., Thurs. Weather: Rainy.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ***

Shocking Miss Pilgrim, The (20th-Fox)—Betty Grable, Dick Haymes, Anne Revere. Perhaps this would be okay in the east, but I don't recommend it for a small, midwestern town. Also, the price was much too high. Played Sun., Mon.—Hobart H. Gates, Garlock Theatre, Custer, S. D. Small town patronage. ***

UNITED ARTISTS

Abie's Irish Rose (UA)—Joanne Dru, Richard Norris, Michael Chekhov. Even free passes to patrons, identifying West Virginia's Joanne Dru, failed to excite attention and the offering went down on our red list. Operatic warbler at local college concert may have helped do it.—Gray Barker, Pictureland Theatre, Glenville, W. Va. Rural, small town and college patronage. ***

Fool's Gold (UA)—William Boyd, Andy Clyde, Randy Brooks. A medium western not as good as Hoppy used to make on four reels when three would hold it. This I don't understand unless they have plenty of reels and the express company has to eat. Played Fri., Sat. Weather: Rain.—Barney T. Holt, State Theatre, Boynton, Okla. Small town and rural patronage. ***

Fool's Gold (UA)—William Boyd, Andy Clyde, Randy Brooks. Business was above average on Fri., Sat., but the picture did not seem to be up to Hopalong's standard. Played Fri., Sat. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ***

Fool's Gold (UA)—William Boyd, Andy Clyde, Randy Brooks. Second in the new Hopalong series, this western brought above average business when double billed with RKO's musical "Ding Dong Williams." Beautiful photography. Our patrons like the old-time westerns as opposed to the trend toward the "moderns." Played Fri., Sat. Weather: Fair.—Chase Bros., Sokokis Theatre, Limerick, Me. Rural and small town patronage. **

Fool's Gold (UA)—William Boyd, Andy Clyde, Randy Brooks. These new Hopalong Cassidys are tops in westerns. Here's hoping they keep producing them. Played Thurs., Fri., Sat. Weather: Good.—Terry Axley, New Theatre, England, Ark. Rural and small town patronage. **

Rebecca (UA)—Laurence Olivier, Joan Fontaine, George Sanders. This is still a magnificent picture and again it was well received. Played Wed., Thurs.—Hobart H. Gates, Garlock Theatre, Custer, S. D. Small town patronage. ***

Spellbound (UA)—Ingrid Bergman, Gregory Peck, Leo G. Carroll. Good is all I can hear but the first night I thought I'd flop with it, as so very few came, but after second thought, remembered that the school play the night before was what put a kibosh on my Saturday night crowd. However, it's a grand picture and a credit to the motion picture industry and I would say, play it. Played Sat., Sun. Weather: Good.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. ***

Susie Steps Out (UA)—David Bruce, Cleatus Caldwell, Ann Hunter. Amateur night seems very professional after suffering through this. Played Tues. Weather: Fair.—L. D. Montgomery, Tex Theatre, Poth, Tex. Small town patronage. *

UNIVERSAL-INTERNATIONAL

Black Angel (U-I)—Dan Duryea, June Vincent, Peter Lorre. This is a good mystery drama which probably wouldn't draw alone. Played with "Destry Rides Again" (U-I) to above average Fri., Sat. business. Weather: Rain.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

If I Had My Way (U-I)—Reissue. Bing Crosby, Gloria Jean. I did a nice business on this reissue. It is better than many new pictures. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ***

Mummy's Curse, The (U-I)—Lon Chaney, Peter Coe. We doubled this with "The Frozen Ghost" (U-I) and advertised it as a double horror show, with appropriate handbills, the old smelling-salts-in-bag gag, special display, and lost at least three ulcers when boxoffice reports were checked. Universal was reasonable about rental on these two pictures on their 1945-46 agenda. This will make up for what we lost on "Madonna of the Seven Moons." You might not go wrong booking them but might try another bottomside more chilly than "The Frozen Ghost," which was rather tame. Played Thurs., Fri. Weather: Fair.—Gray Barker, Pictureland Theatre, Glenville, W. Va. Rural, small town and college patronage. ***

Seventh Veil, The (U-I)—James Mason, Ann Todd, Herbert Lom. Plenty of meat on this one. The ladies enjoyed it very much—Mason is certainly an okay star. This must be booked with a man's motion picture for the best results.—Phil Schwartz, Parkway Theatre, Bridgeport, Conn. Suburban patronage. *

She Wrote the Book (U-I)—Joan Davis, Jack Oakie, Mischa Auer. I advised our booker to single bill this, and against his wishes he did, so it served me right when we didn't do business. Played Mon., Tues. Weather: Cold.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. ***

Swell Guy (U-I)—Sonny Tufts, Ann Blyth, Ruth Warrick. Sonny Tufts' new role was nothing to brag about, said the customers. It was censored in Atlanta but that didn't help much, as it wasn't bad enough to censor. Thanks for the publicity try, Miss Smith. Played Wed., Thurs. Weather: Rain.—James C. Balkcom, Gray Theatre, Gray, Ga. Small town patronage. ***

White Tie and Tails (U-I)—Dan Duryea, Ella Raines, William Bendix. A pleasant little program picture that generally pleased. Business slightly above average. Played Tuesday. Weather: Fair.—E. B. Wacaster, Ozark Theatre, Ozark, Ark. Rural and small town patronage. ***

WARNER BROS.

Arsenic and Old Lace (WB)—Cary Grant, Jack Carson, Raymond Massey. A very good picture with a very good cast. If the stage play was any better than the picture, then we would like to have seen it. It was a little old but those who saw it enjoyed it—and some had seen it before. John Alexander was outstanding with his portrayal of Teddy Roosevelt. Played Tuesday. Weather: Very good.—Dinkle & Lemaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Big Sleep, The (WB)—Humphrey Bogart, Lauren Bacall, Martha Vickers. Many of my patrons saw Humphrey Bogart for the first time in this picture and left the theatre glad they had invested in admission tickets. This is a good mystery story which should do well wherever Bogey is liked. Business average for Sun., Mon. Weather: Rain.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Big Sleep, The (WB)—Humphrey Bogart, Lauren Bacall, Martha Vickers. Business was off on this, but then all Saturdays have been that way lately. Bogart was fine in this and the dialog was unusually clever. Played Fri., Sat.—Hobart H. Gates, Garlock Theatre, Custer, S. D. Small town patronage. ***

Kings Row (WB)—Ann Sheridan, Robert Cummings, Ronald Reagan. Swell show and it seemed to please all those that saw it, which is unusual for a show of this type. The first runs double billed this with "Wild Bill Hickok," which proved to be a disadvantage to me. Played Tues., Wed. Weather: Swell.—Ralph Raspa, State Theatre, Rivesville, W. Va. Rural patronage. ***

Man I Love, The (WB)—Ida Lupino, Robert Alda, Andrea King. Talk about a wish-wash, this is it. There are 25 stories going 'round-and-'round, ending no place. However, with the all-cartoon Disney show to bring in the kiddies (who in turn drag along the old man), we held our own.—Phil Schwartz, Parkway Theatre, Bridgeport, Conn. Suburban patronage. *

Man I Love, The (WB)—Ida Lupino, Robert Alda, Andrea King. Warners got top price for this average melodrama that failed to meet expenses. Played Sun., Mon. Weather: Good.—Ralph Raspa, State Theatre, Rivesville, W. Va. Rural patronage. ***

Saratoga Trunk (WB)—Gary Cooper, Ingrid Bergman, Flora Robson. A very good picture all around. Book this when possible—the percentage will make you work for Warners but the outsiders you will bring in kind of takes the sting off. Played Sun., Mon. Weather: Clear.—C. M. Garrett, Yandell Theatre, El Paso. Family patronage. *

Shadow of a Woman (WB)—Helmut Dantine, Andrea King, William Prince. This is not a bad picture but business was very poor. It is not the type of picture for a small town, which wants action instead of drama. Played Tuesday. Weather: Cold.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. **

Two Guys From Milwaukee (WB)—Dennis Morgan, Joan Leslie, Jack Carson. This kept them laughing and I wish we could get more good comedies. Played Sun., Mon.—Hobart H. Gates, Garlock Theatre, Custer, S. D. Small town patronage. ***

FEATURE CHART

Feature productions, listed by company, in order of release. Number in square is national release date. Production number is at right. Number in parentheses is running time, as furnished by home office of distributor; checkup with local exchanges is recommended. R—is review date. PG—is Picture Guide page number. Symbol ◎ indicates BOXOFFICE Blue Ribbon Award Winner, Symbol ◎ indicates color photography.

	JULY 13	JULY 20	JULY 27	AUGUST 3	AUGUST 10	AUGUST 17	AUGUST 24	AUGUST 31
COLUMBIA	11 (54) Western 7209 THE DESERT HORSEMAN Charles Starrett Smiley Burnette Adele Roberts R—July 13—PG-735	18 (67) Act-Mus 7223 COWBOY BLUES Ken Curtis Jeff Donnell Hoosier Hotshots Guy Kibbee R—July 13—PG-736	25 (73) Musical 7033 SING WHILE YOU DANCE Ellen Drew Robert Stanton Andrew Tombes R—Aug. 10—PG-741		8 (68) Comedy 7039 PERSONALITY KID Anita Louise Michael Duane Ted Donaldson R—Aug. 10—PG-742	16 (54) Western 7201 HEADING WEST Charles Starrett Smiley Burnette R—Aug. 24—PG-745		
M-G-M		Block 17 18 (97) Drama 625 BOYS' RANCH James Craig "Butch" Jenkins R—May 4—PG-720	Special: 25 (110) Drama 624 ◎EASY TO WED Esther Williams Van Johnson R—Apr. 13—PG-714		8 (93) Drama 626 ◎COURAGE OF LASSIE Lassie Elizabeth Taylor Frank Morgan Tom Drake R—May 11—PG-721		22 (81) Drama 627 FAITHFUL IN MY FASHION Tom Drake Donna Reed R—June 15—PG-729	29 (92) Drama 628 ◎THREE WISE FOOLS Margaret O'Brien Lionel Barrymore Lewis Stone Edward Arnold Thomas Mitchell R—June 15—PG-730
MONOGRAM	13 (63) Drama 530 SOUTH OF MONTEREY Gilbert Roland Frank Yaconelli	20 (65) Act-Com 511 BOWERY BOMBSHELL Huntz Hall Bobby Jordan R—Aug. 10—PG-742	27 (64) Mys-Dr 518 SHADOWS OVER CHINATOWN Sidney Toler Victor Sen Young	3 (65) Act-Dr 520 BELOW THE DEADLINE Warren Douglas Ramsay Ames R—Oct. 5—PG-755	10 (57) Western 567 SHADOWS ON THE RANGE Johnny Mack Brown	17 (60) Mys-Dr 525 MISSING LADY Kane Richmond Barbara Reed	24 (68) Comedy 512 SPOOK BUSTERS Leo Gorcey Huntz Hall Bobby Jordan Billy Benedict David Gorcey R—Aug. 24—PG-745	
PARAMOUNT			Block 6 28 (107) Act-Dr 4526 O.S.S. Alan Ladd Geraldine Fitzgerald R—May 11—PG-721		Block 6 9 (107) Drama 4527 THE SEARCHING WIND Robert Young Sylvia Sidney R—May 11—PG-722			Special: 30 (93) Comedy 4532 MONSIEUR BEAUCAIRE Bob Hope Joan Caulfield R—May 11—PG-721
P-R-C	10 (88) Mys-Dr LARCENY IN HER HEART Hugh Beaumont Cheryl Walker R—May 25—PG-725	17 (55) Western PRAIRIE BADMEN Buster Crabbe Al "Fuzzy" St. John R—Aug. 10—PG-741	24 (67) Drama QUEEN OF BURLESQUE Evelyn Ankers Carlton Young R—July 6—PG-733		14 (55) Drama TERRORS ON HORSEBACK Buster Crabbe R—Apr. 27—PG-717	16 (75) Drama DOWN MISSOURI WAY Martha O'Driscoll R—July 13—PG-735 15 (58) Drama SECRETS OF A SORORITY GIRL R—Aug. 24—PG-745	21 (54) Act-West OVERLAND RIDERS Buster Crabbe Al "Fuzzy" St. John R—Aug. 31—PG-747	29 (68) Mys-Dr BLONDE FOR A DAY Hugh Beaumont Kathryn Adams R—Aug. 10—PG-742
RKO RADIO	Special: (95) Drama 683 THE STRANGER Edward G. Robinson Loretta Young Orson Welles R—May 25—PG-726		Group 6 (105) Drama 626 TILL THE END OF TIME Dorothy McGuire Guy Madison Robert Mitchum Bill Williams R—June 15—PG-730	Group 6 (68) Musical 630 THE BAMBOO BLONDE Frances Langford Ralph Edwards Russell Wade R—June 22—PG-732				Special: (103) Drama 761 NOTORIOUS Ingrid Bergman Cary Grant Claude Rains Louis Calhern R—July 27—PG-739
REPUBLIC	12 (67) M'dr-Mus 523 NIGHT TRAIN TO MEMPHIS Roy Acuff 10 (79) Outdr-Mus 5541 MY PAL TRIGGER Roy Rogers R—July 6—PG-734	22 (56) Western 568 CONQUEST OF CHEYENNE Bill Elliott Bobby Blake Alice Fleming	22 (89) Comedy 525 RENDEZVOUS WITH ANNIE Eddie Albert Faye Marlowe R—Aug. 17—PG-744	26 (55) Western 557 RED RIVER RENEGADES Sunset Carson Peggy Stewart	7 (57) M'drama 526 THE INNER CIRCLE Adele Mara Warren Douglas William Frawley 9 (67) M'drama 527 LAST CROOKED MILE R—Aug. 24—PG-746	12 (69) Com-Dr 528 G.I. WAR BRIDES Anna Lee James Ellison R—Aug. 24—PG-746	19 (57) Mys-Dr 529 THE INVISIBLE INFORMER Linda Stirling William Henry Gerald Mohr R—Aug. 24—PG-746	26 (69) West-Mus 541 UNDER NEVADA SKIES Roy Rogers R—Aug. 31—PG-748
SCREEN GUILD				1 (75) Act-Dr 4605 FLIGHT TO NOWHERE Evelyn Ankers Alan Curtis		15 (72) Outdr-Dr 4604 ◎DEATH VALLEY Robert Lowery R—Dec. 14—PG-771		
20TH-FOX	(70) Comedy 632 IT SHOULDN'T HAPPEN TO A DOG Carole Landis Allyn Joslyn Henry Morgan Margo Wood R—June 8—PG-728			(102) Drama 633 ◎CENTENNIAL SUMMER Jeanne Crain Cornel Wilde Linda Darnell William Eythe R—June 8—PG-728	(128) Drama 634 ◎ANNA AND THE KING OF SIAM Irene Dunne Rex Harrison Linda Darnell R—June 8—PG-727	(65) Drama 635 DEADLINE FOR MURDER Paul Kelly Kent Taylor Sheila Ryan Jerome Cowan R—June 22—PG-732		
UNITED ARTISTS		19 (100) M'drama A SCANDAL IN PARIS George Sanders Signe Hasso Carole Landis R—July 20—PG-738		2 (84) M'drama MR. ACE George Raft Sylvia Sidney Sid Silvers R—Aug. 31—PG-748		Special: 16 (126) Drama ◎◎CAESAR AND CLEOPATRA Vivien Leigh Claude Rains Stewart Granger R—Aug. 17—PG-744		
UNIV.-INT'L	12 (60) Drama 539 DANGER WOMAN Brenda Joyce Don Porter Milburn Stone R—July 13—PG-736	19 (59) Drama 540 THE DARK HORSE Phillip Terry Ann Savage Allen Jenkins R—July 20—PG-736	26 (92) Drama 541 ◎CANYON PASSAGE Andrews-Hayward R—July 27—PG-740 26 (61) Musical 542 CUBAN PETE Desi Arnaz R—July 27—PG-739	2 (80) Drama 543 THE BLACK ANGEL Dan Duryea R—Aug. 10—PG-741 2 (63) Drama 544 SLIGHTLY SCANDALOUS Fred Brady	9 (61) Drama 545 WILD BEAUTY Don Porter Lois Collier Jacqueline De Wit R—Aug. 17—PG-743	16 (82) Comedy 546 THE TIME OF THEIR LIVES Abbott and Costello Binnie Barnes Jess Barker R—Aug. 17—PG-743	22 (76) Drama 547 DEAD OF NIGHT Mervyn Johns Roland Culver Frederick Valk R—July 6—PG-734	30 (102) Drama 548 THE KILLERS Burt Lancaster R—Aug. 17—PG-743 30 (61) Drama 549 LITTLE MISS BIG R—Sept. 7—PG-750
WARNER-F.N.		20 (105) Drama 522 OF HUMAN BONDAGE Paul Henreid Eleanor Parker Alexis Smith Edmund Gwenn Janis Paige R—July 6—PG-734		3 (128) Drama 523 ◎NIGHT AND DAY Cary Grant Alexis Smith Monty Woolley Mary Martin R—July 13—PG-736		17 (90) Drama 524 TWO GUYS FROM MILWAUKEE Dennis Morgan Jack Carson Joan Leslie Janis Paige R—July 27—PG-739		31 (114) Drama 601 THE BIG SLEEP Humphrey Bogart Lauren Bacall Martha Vickers Dorothy Malone R—Aug. 17—PG-744
MISCELLANEOUS	ASTOR (57) Mus (New Rel) BEWARE Louis Jordan (30) M-Rev (New Rel) EBONY PARADE Cab Calloway Count Basie	(72) Comedy Reissue FLYING DEUCES Laurel and Hardy (10) Mus (New Rel) (1 Reel Spec) HERE'S RICHARD'S ANSWER Stepin Fetchit	(57) M-Dr (New Rel) HOLLYWOOD BOUND Betty Grable (89) Reissue JIMMY STEPS OUT Jimmy Stewart (83) Drama Reissue LITTLE MEN	(86) Drama Reissue ONE ROMANTIC NIGHT Ilona Massey (67) Mus. (New Rel) REET, PETITE AND GONE Louis Jordan June Richmond	(100) Drama Reissue SCARFACE Paul Muni George Raft (86) Mus-Dr Reissue SECOND CHORUS Paulette Goddard Fred Astaire	(55) M-Dr (New Rel) STAIRWAY FOR A STAR Cornel Wilde (48) Mus (New Rel) TALL, TAN AND TERRIFIC Mantan Moreland Francine Everett	(50) M-Dr (New Rel) THAT MAN OF MINE Harrel Tillman Ruby Dee Anna Mae Winburn (58) O'd-Dr (New Rel) WHITE STALLION Eddie Dean	

SEPTEMBER 7	SEPTEMBER 14	SEPTEMBER 21	SEPTEMBER 28	OCTOBER 5	OCTOBER 12	OCTOBER 19	OCTOBER 26
	12 (63) Comedy 7038 IT'S GREAT TO BE YOUNG R—Sept. 7—PG-749 12 (69) Western 7224 SINGING ON THE TRAIL R—Sept. 14—PG-752		24 (68) Drama 7002 GALLANT JOURNEY R—Sept. 14—PG-752 26 (70) M'Dr-Mys 7041 SHADOWED Anita Louise R—Oct. 5—PG-756	30 (91) Musical 7006 THE THRILL OF BRAZIL Evelyn Keyes Keenan Wynn Ann Miller Allyn Joslyn R—Aug. 31—PG-747	10 (71) Psych-Dr 805 SO DARK THE NIGHT Steven Geray Micheline Cheirel Eugene Borden Ann Codee R—Nov. 23—PG-765	17 (69) Comedy 806 BLONDIE KNOWS BEST Singleton-Lake R—Oct. 5—PG-755 17 (53) Western 861 LANDRUSH Charles Starrett	24 (61) Mystery 816 CRIME DOCTOR'S MANHUNT Warner Baxter Ellen Drew William Frawley Frank Sully R—Dec. 28—PG-776
		19 (127) Mus-Com 701 HOLIDAY IN MEXICO Walter Pidgeon Jane Powell Ilona Massey Jose Iturbi R—July 27—PG-740			(81) Comedy-Dr 703 THE COCKEYED MIRACLE Frank Morgan Keenan Wynn Audrey Totter R—July 20—PG-737	(117) Musical 704 NO LEAVE, NO LOVE Van Johnson Keenan Wynn Pat Kirkwood R—Aug. 31—PG-747	Reissue (84) Drama 705 RAGE IN HEAVEN Robert Montgomery Ingrid Bergman George Sanders
7 (74) Com-Mus 517 HIGH SCHOOL HERO Freddie Stewart June Preisser R—Aug. 24—PG-745	14 (76) Mys-Dr 601 DECOY Edward Norris Jean Gillie R. Armstrong R—Sept. 14—PG-751	21 (54) Western 568 TRIGGER FINGERS Johnny Mack Brown Raymond Hatton		5 (72) Act-Dr 602 GENTLEMAN JOE PALOOKA Joe Kirkwood jr. Elyse Knox Leon Errol R—Sept. 28—PG-753	12 (66) Mys-Dr 603 DANGEROUS MONEY Sidney Toler Gloria Warren Victor Sen Young R—Oct. 12—PG-758		
Block 6 6 (69) Act-Dr 4528 SWAMP FIRE Johnny Weissmuller Buster Crabbe	Block 6 13 (117) Drama 4529 THE STRANGE LOVE OF MARTHA IVERS Barbara Stanwyck Van Heflin Lizabeth Scott R—Mar. 16—PG-706			Reissue R5-3624 (113) Outdr-Drama THE PLAINSMAN Gary Cooper Jean Arthur	Reissue R5-3620 (84) Adven-Drama JUNGLE PRINCESS Dorothy Lamour Ray Milland		
2 (56) Drama STRANGE HOLIDAY Claude Rains R—Nov. 9—PG-764			23 (86) Drama SP71 HER SISTER'S SECRET R—Sept. 28—PG-753 22 (56) Act-West OUTLAW OF THE PLAINS Crabbe-St. John	1 (55) Outdr-Mus 741 DRIFTIN' RIVER R—Oct. 12—PG-757 1 (58) Drama 714 THE BRUTE MAN R—Nov. 2—PG-761			
Group 6 (93) Drama 627 CRACK-UP Pat O'Brien Claire Trevor Herbert Marshall R—June 15—PG-729	Group 1 (61) Drama 703 STEP BY STEP Lawrence Tierney Anne Jeffreys Lowell Gilmore R—July 20—PG-737	Group 1 (59) Western 704 SUNSET PASS James Warren Nan Leslie John Laurenz Jane Greer R—July 20—PG-738	Group 1 (97) Comedy 702 LADY LUCK Robert Young Barbara Hale Frank Morgan R—July 27—PG-739	Group 1 (116) Drama 701 SISTER KENNY Rosalind Russell Alexander Knox Dean Jagger R—July 20—PG-738	Group 1 (68) Drama 705 GREAT DAY Eric Portman Flora Robson R—July 20—PG-737	Group 2 (62) Drama 709 CRIMINAL COURT Tom Conway R—Aug. 10—PG-742 15 (62) Com-Chiller GENIUS AT WORK W. Brown-A. Carney R—Aug. 10—PG-741	
3 (56) Mystery 531 THE MYSTERIOUS MR. VALENTINE William Henry Linda Stirling	9 (56) Western 558 RIO GRANDE RAIDERS Sunset Carson 12 (68) Outdr-Mus 542 ROLL ON TEXAS MOON Roy Rogers-Dale Evans R—Sept. 28—PG-754						
				1 (71) Drama 4607 ROLLING HOME Jean Parker Russell Hayden R—Oct. 19—PG-760		16 (41) Out-Dr 4606 'NEATH CANADIAN SKIES Russell Hayden Inez Cooper	
(74) Drama 636 BLACK BEAUTY Mona Freeman Richard Denning Evelyn Ankers R—July 20—PG-737	(78) Drama 637 CLAUDIA AND DAVID Dorothy McGuire Robert Young Mary Astor John Sutton Gail Patrick R—July 27—PG-740	(78) Musical 638 IF I'M LUCKY Vivian Blaine Perry Como Harry James Carmen Miranda Phil Silvers R—Sept. 7—PG-750	Reissue (86) Musical 641 SUN VALLEY SERENADE Sonja Henie John Payne Milton Berle Glenn Miller & Orch. Joan Davis	(90) Musical 639 THREE LITTLE GIRLS IN BLUE June Haver George Montgomery Vivian Blaine Celeste Holm R—Sept. 14—PG-751	(90) Drama 640 HOME SWEET HOMICIDE Peggy Ann Garner Randolph Scott Lynn Bari Dean Stockwell R—July 27—PG-740	Reissue (84) Drama 642 THE BOWERY Wallace Beery George Raft Jackie Cooper Fay Wray	
6 (90) Comedy THE BACHELOR'S DAUGHTERS Gail Russell Claire Trevor Adolphe Menjou R—Sept. 14—PG-752		30 (101) M'drama ANGEL ON MY SHOULDER Paul Muni Anne Baxter R—Sept. 28—PG-754			11 (57) Comedy LITTLE IODINE Jo Ann Marlowe Eve Whitney Marc Cramer R—Oct. 19—PG-759		25 (101) Drama STRANGE WOMAN Hedy Lamarr George Sanders Louis Hayward R—Nov. 2—PG-762
30 (74) Drama 550 WHITE TIE AND TAILS Dan Duryea Ella Raines William Bendix R—Sept. 14—PG-751		29 (108) Drama 1065 THEY WERE SISTERS Phyllis Calvert James Mason Hugh Sinclair R—Aug. 31—PG-747					(85) Drama 601 THE DARK MIRROR Olivia de Havilland Lew Ayres Thomas Mitchell R—Oct. 12—PG-758
	14 (78) Drama 602 SHADOW OF A WOMAN Andrea King Helmut Dantine William Prince R—Aug. 17—PG-744		28 (106) Drama 603 CLOAK AND DAGGER Gary Cooper Robert Alda Lilli Palmer R—Sept. 14—PG-752		12 (100) Drama 604 NOBODY LIVES FOREVER John Garfield Geraldine Fitzgerald Walter Brennan Faye Emerson R—Oct. 5—PG-755		26 (112) Drama 605 DECEPTION Bette Davis Paul Henreid Claude Rains R—Oct. 19—PG-760

FILM CLASSICS

(101) Drama Reissue
DODSWORTH
Walter Huston
John Payne
Reissue
(109) Drama Reissue
NORTH STAR
Dana Andrews

(80) Mus-Com Reissue
PALMY DAYS
Eddie Cantor
George Raft
(81) Reissue
THE RETURN OF THE SCARLET PIMPERNEL
Barry Barnes

(90) Musical Reissue
ROMAN SCANDALS
Eddie Cantor
Ruth Etting
(98) Drama Reissue
SCARLET PIMPERNEL
Merle Oberon
Leslie Howard

(107) Drama Reissue
STELLA DALLAS
Barbara Stanwyck
John Boles
(100) Musical Reissue
STRIKE ME PINK
Eddie Cantor
Brian Donlevy

(109) Drama Reissue
THE THIEF OF BAGDAD
Sabu
Conrad Veidt
(77) Drama Reissue
THE UNHOLY GARDEN
Ronald Colman

(83) Drama Reissue
WEDDING NIGHT
Gary Cooper
(102) Western Reissue
THE WESTERNER
Gary Cooper
Walter Brennan
Dana Andrews

(104) Drama Reissue
WUTHERING HEIGHTS
Laurence Olivier
Merle Oberon
(71) Comedy Reissue
WOMAN CHASES MAN
Joel McCrea
Miriam Hopkins

COLUMBIA | M-G-M | MONOGRAM | PARAMOUNT | P-R-C | RKO RADIO | REPUBLIC | SCREEN GUILD | 20TH FOX | UNITED ARTISTS | UNIV. INT'L | WARNER-F.N. | MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

MISCELLANEOUS | WARNER-F.N. | UNIV.-INT'L | UNITED ARTISTS | 20TH-FOX | SCREEN GUILD | REPUBLIC | RKO RADIO | P-R-C | PARAMOUNT | MONOGRAM | M-G-M | COLUMBIA

NOVEMBER 2	NOVEMBER 9	NOVEMBER 16	NOVEMBER 23	NOVEMBER 30	DECEMBER 7	DECEMBER 14	DECEMBER 21
	7 (65) Mystery 818 SECRET OF THE WHISTLER Richard Dix Leslie Brooks R—Nov. 2—PG-761		21 (55) Western 862 TERROR TRAIL Charles Starrett Smiley Burnette R—Nov. 9—PG-764	28 (72) Musical 824 BETTY CO-ED Jean Porter Shirley Mills R—Nov. 30—PG-767		12 (69) Mystery 822 BOSTON BLACKIE AND THE LAW R—Dec. 14—PG-772 12 (68) West-Mus 854 LONE STAR MOONLIGHT R—Jan. 4—PG-777	19 (61) Western 863 THE FIGHTING FRONTIERSMAN Starrett-Burnette 19 (69) M'drama 828 ALIAS MR. TWILIGHT Michael Duane R—Jan. 4—PG-777
		(115) Drama 707 UNDERCURRENT Katharine Hepburn Robert Taylor Robert Mitchum R—Oct. 5—PG-756	(93) Drama 706 TWO SMART PEOPLE Lucille Ball John Hodiak R—June 15—PG-730			(97) Drama 709 THE SECRET HEART Claudette Colbert Walter Pidgeon June Allyson Robert Sterling R—Nov. 30—PG-767	21 (83) Comedy 708 THE SHOW-OFF Red Skelton Marilyn Maxwell R—Aug. 17—PG-743
2 (73) Drama 605 WIFE WANTED Kay Francis Paul Cavanagh R—Nov. 2—PG-762	9 (71) Outdr-Mus 531 BEAUTY AND THE BANDIT Gilbert Roland Ramsay Ames Frank Yaconelli	16 (55) Western 563 SILVER RANGE Johnny Mack Brown Raymond Hatton	23 (68) Comedy 604 BRINGING UP FATHER Joe Yule Renie Riano R—Oct. 19—PG-759	30 (68) Mystery 607 THE TRAP Sidney Toler Manton Moreland Victor Sen Young R—Jan 11—PG-779	7 (63) Act-Com 608 MR. HEX Leo Gorcey Huntz Hall R—Dec. 21—PG-773	Reissue: 14 (57) Western 612 SILVER STALLION David Sharpe Leroy Mason	21 (76) Dr-Mus 606 SWEETHEART OF SIGMA CHI Elyse Knox Phil Brito Phil Regan R—Dec. 7—PG-770
			22 (98) Sea Drama 4601 TWO YEARS BEFORE THE MAST Alan Ladd William Bendix Brian Donlevy Barry Fitzgerald R—Aug. 31—PG-748				
28 (68) Drama GAS HOUSE KIDS Billy Halop Robert Lowery Teala Loring R—Oct. 19—PG-759	5 (78) Drama DON RICARDO RETURNS Fred Coby		18 (57) Western 743 STARS OVER TEXAS Eddie Dean Roscoe Ates Shirley Patterson R—Dec. 28—PG-775	25 (74) Drama LADY CHASER Robert Lowery Ann Savage	1 (73) Outdr-Mus 706 WILD WEST Eddie Dean Al La Rue Robert "Buzzy" Henry R—Dec. 7—PG-769		
Group 2 (62) Drama 708 CHILD OF DIVORCE Sharyn Moffett Regis Toomey Madge Meredith Una O'Connor R—Oct. 19—PG-760		Group 2 (87) Drama 706 NOCTURNE George Raft Lynn Bari R—Oct. 12—PG-757	21 (172) Drama 751 THE BEST YEARS OF OUR LIVES Myrna Loy Fredric March Dana Andrews Teresa Wright R—Dec. 7—PG-769	28 (95) Mus-Dr 791 SONG OF THE SOUTH Bobby Driscoll Luana Patten Ruth Warrick R—Nov. 2—PG-762			21 (132) Com-Dr 781 IT'S A WONDERFUL LIFE James Stewart Donna Reed Lionel Barrymore R—Dec. 21—PG-774
	8 (72) Special 5542 HOME IN OKLAHOMA Roy Rogers George "Gabby" Hayes Dale Evans R—Nov. 9—PG-763	15 (56) Western 661 SANTA FE UPRISING Allan Lane-Bobby Blake 15 (82) Drama 532 PLAINSMAN AND THE LADY William "Bill" Elliott R—Nov. 9—PG-763	18 (68) Com-Mus 603 AFFAIRS OF GERALDINE R—Nov. 30—PG-768 21 (69) Outdr-Mus 651 SIOUX CITY SUE Gene Autry R—Dec. 7—PG-770		2 (117) Drama 601 I'VE ALWAYS LOVED YOU R—Sept. 7—PG-749 5 (67) Outdr 5503 OUT CALIFORNIA WAY R—Dec. 21—PG-773		15 (71) Dr-Com 604 FABULOUS SUZANNE Barbara Britton R—Dec. 28—PG-775 15 (70) Outdr-Mus 543 HELDORADO Roy Rogers R—Jan. 4—PG-777
		15 (46) Out-Dr 4610 NORTH OF THE BORDER Russell Hayden			1 (60) Drama 4609 MY DOG SHEP Tom Neal William Farnum R—Dec. 21—PG-774		
(91) Drama 644 WANTED FOR MURDER Eric Portman Dulcie Gray Derek Farr Roland Culver R—Nov. 9—PG-763	(97) Drama 645 MY DARLING CLEMENTINE Henry Fonda Linda Darnell Victor Mature Walter Brennan Tim Holt R—Oct. 12—PG-758	(94) Drama 646 MARGIE Jeanne Crain Glenn Langan Lynn Bari Alan Young R—Oct. 19—PG-760			(92) Mus-Fant 649 WAKE UP AND DREAM June Haver John Payne Charlotte Greenwood Connie Marshall R—Nov. 30—PG-768		(69) Drama 648 DANGEROUS MILLIONS Kent Taylor Dona Drake Tala Birell James Tinling Leonard Strong R—Dec. 14—PG-771
		15 (65) Western THE DEVIL'S PLAYGROUND William Boyd R—Sept. 28—PG-753	22 (86) Drama THE CHASE Robert Cummings Michele Morgan R—Oct. 19—PG-759			14 (65) Comedy SUSIE STEPS OUT Cleatus Caldwell David Bruce Nita Hunter R—Nov. 23—PG-766	
1 (108) Com-Dr 1066 NOTORIOUS GENTLEMAN Rex Harrison Lilli Palmer R—Nov. 2—PG-761		(95) Drama 602 MAGNIFICENT DOLL Ginger Rogers Burgess Meredith David Niven R—Nov. 23—PG-766				(98) Drama 604 TEMPTATION Merle Oberon George Brent Charles Korvin Paul Lukas R—Nov. 2—PG-761	
	9 (97) Drama 606 NEVER SAY GOODBYE Errol Flynn Eleanor Parker Lucile Watson S. Z. Sakall R—Nov. 2—PG-762		23 (86) Drama 607 THE VERDICT Sydney Greenstreet Peter Lorre Joan Lorring George Coulouris Rosalind Ivan R—Nov. 23—PG-766		Reissues: 7 (127) Drama 608 KINGS ROW Sheridan-Reagan 7 (72) M'drama 609 WILD BILL HICKOK RIDES Bruce Cabot-C. Bennett		

SRO

(140) Drama
DUEL IN THE SUN
Jennifer Jones
Gregory Peck
Joseph Cotten
Lionel Barrymore
R—Jan. 11—PG-780

BRITISH

(85) Drama
Prestige
BRIEF ENCOUNTER
Celia Johnson
Trevor Howard
R—Aug. 31—PG-748

(70) Melodrama
English
THE RAIDER
R—Sept. 28—PG-754

(89) Drama
Eng. Films
MAN FROM MOROCCO
Anton Walbrook
R—Jan. 4—PG-778

(80) Melodrama
Four Cont.
MURDER IN REVERSE
R—Jan. 4—PG-778

(40) Doc-Dr
Eng. Films
DIARY FOR TIMOTHY
John Gielgud
Dame Myre Hess
R—Jan. 18—PG-782

MISC.

(69) Mus-Com
Herald
BOY, WHAT A GIRL!
R—Feb. 15—PG-790

(65) Doc-Dr
Elliott-St. Rts.
CITIZEN SAINT
R—May 10—PG-818

DECEMBER 28	JANUARY 4	JANUARY 11	JANUARY 18	JANUARY 25	FEBRUARY 1	FEBRUARY 8	FEBRUARY 15
26 (64) Mus-Com 804 SINGIN' IN THE CORN Judy Canova R—Jan. 4—PG-777 28 (91) Mel'drama 829 THE RETURN OF MONTE CRISTO R—Nov. 30—PG-767		9 (69) Comedy 807 BLONDIE'S BIG MOMENT Penny Singleton Arthur Lake Larry Simms Marjorie Kent R—Dec. 21—PG-773	16 (69) Mystery 823 LONE WOLF IN MEXICO Gerald Mohr Shirley Ryan Jacqueline De Wit Eric Blore R—Jan. 11—PG-780	28 (128) Mus-Dr 831 THE JOLSON STORY Larry Parks Evelyn Keyes William Demarest Bill Goodwin R—Sept. 28—PG-753	30 (58) Western SOUTH OF THE CHISHOLM TRAIL Charles Starrett Smiley Burnette Nancy Saunders R—Feb. 1—PG-786	6 (73) Myst-Dr BLIND SPOT Chester Morris Constance Dowling Steven Geray R—Feb. 8—PG-787	13 (67) Mus-Dr CIGARETTE GIRL Leslie Brooks R—Feb. 15—PG-789 13 (63) West-Mus OVER THE SANTA FE TRAIL R—Mar. 1—PG-796
	(135) Mus-Dr 710 TILL THE CLOUDS ROLL BY Robert Walker Van Heflin Lucille Bremer Van Johnson Judy Garland R—Nov. 23—PG-765	(99) Drama 702 GALLANT BESS Marshall Thompson George Tobias Clem Bevans Donald Curtis R—Jan. 25—PG-784	17 (85) Drama 711 THE MIGHTY McGURK Wallace Beery Dean Stockwell Edward Arnold Aline MacMahon R—Apr. 12—PG-809	24 (103) Mystery 712 LADY IN THE LAKE Robert Montgomery Audrey Totter Lloyd Nolan R—Nov. 30—PG-776		7 (93) Comedy 714 LOVE LAUGHS AT ANDY HARDY Mickey Rooney Lewis Stone Bonita Granville R—Dec. 7—PG-769	14 (93) Drama 715 MY BROTHER TALKS TO HORSES Butch Jenkins Peter Lawford Beverly Tyler R—Nov. 23—PG-766
28 (55) Outdr-Mus 681 SONG OF THE SIERRAS Jimmy Wakely Lee "Lasses" White Jean Carlin	4 (67) Drama 609 GINGER Frank Albertson Barbara Reed Johnny Calkins R—Apr. 19—PG-812	11 (61) Cisco Kid 610 RIDING THE CALIFORNIA TRAIL Gilbert Roland Inez Cooper Frank Yaconelli	18 (58) Western 568 RAIDERS OF THE SOUTH Johnny Mack Brown Raymond Hatton Reno Blair	20 (68) Teen-Ager 611 VACATION DAYS June Preisser Freddie Stewart Frankie Darro R—Apr. 5—PG-808		8 (54) West-Mus 683 RAINBOW OVER THE ROCKIES Jimmy Wakely Lee "Lasses" White Pat Starling	15 (54) Western 675 VALLEY OF FEAR Johnny Mack Brown Raymond Hatton Reno Blair
27 (104) Musical 4602 BLUE SKIES Bing Crosby Fred Astaire Joan Caulfield Billy De Wolfe Olga San Juan R—Sept. 28—PG-754		10 (83) Comedy 4603 CROSS MY HEART Betty Hutton Sonny Tufts Michael Chekhov R—Nov. 23—PG-765		24 (87) Rom-Com 4604 THE PERFECT MARRIAGE Loretta Young David Niven Eddie Albert Virginia Field R—Nov. 23—PG-765		7 (91) Comedy 4605 LADIES' MAN Eddie Bracken Cass Daley Virginia Welles Spike Jones Virginia Field R—Jan. 11—PG-780	
		10 (74) Drama LIGHTHOUSE John Litel June Lang	Eagle-Lion 15 (63) Comedy 102 IT'S A JOKE, SON R—Jan. 25—PG-783		Eagle-Lion 29 (95) Drama 101 BEDELIA Margaret Lockwood Ian Hunter Barry K. Barnes R—Feb. 1—PG-786		
		12 (56) Drama 705 BORN TO SPEED R—Jan. 25—PG-783	17 (57) Western 744 WILD COUNTRY R—Feb. 1—PG-785				
Group 3 (62) Drama 714 DICK TRACY VS. CUEBALL Morgan Conway Anne Jeffreys Lyle Latell R—Nov. 9—PG-764	Group 3 (61) Drama 715 THE FALCON'S ADVENTURE Tom Conway Madge Meredith Edward S. Brophy R—Dec. 28—PG-775	Group 3 (60) Comedy 713 VACATION IN RENO Jack Haley Anne Jeffreys Wally Brown R—Oct. 12—PG-757	Group 3 (66) Melodrama 712 SAN QUENTIN Lawrence Tierney Barton MacLane Marian Carr R—Dec. 7—PG-769	Group 3 (85) Drama 711 THE LOCKET Laraine Day Brian Aherne Robert Mitchum R—Dec. 21—PG-774			
23 (95) Drama 533 THAT BRENNAN GIRL R—Dec. 14—PG-772 23 (56) Western 662 STAGECOACH TO DENVER Allan Lane R—Jan. 11—PG-780				22 (67) Comedy 602 THE PILGRIM LADY R—Jan. 25—PG-784 25 (67) Western 682 TRAIL TO SAN ANTONE Gene Autry R—Feb. 1—PG-785	31 (88) Musical 607 CALENDAR GIRL Jane Frazee R—Feb. 15—PG-789 1 (67) Western 5504 LAST FRONTIER UPRISING Monte Hale		15 (100) Western 608 ANGEL & THE BADMAN R—Mar. 1—PG-796 15 (74) Comedy 606 MAGNIFICENT ROGUE R—Mar. 22—PG-803
25 (65) Drama 4612 RENEGADE GIRL Ann Savage Alan Curtis R—Feb. 8—PG-787			15 (62) Drama 4611 QUEEN OF THE AMAZONS Robert Lowery Patricia Morison R—Mar. 29—PG-805		1 (70) Outdr-Dr. 4613 BUFFALO BILL RIDES AGAIN Richard Arlen Jennifer Holt R—Apr. 5—PG-807		
	(95) Drama 702 13 RUE MADELEINE James Cagney Annabella Richard Conte Walter Abel Frank Latimore R—Dec. 28—PG-775	Re-Releases (109) Drama 704 LES MISERABLES Fredric March (101) Drama 705 STANLEY AND LIVINGSTONE Spencer Tracy	(146) Drama 701 THE RAZOR'S EDGE Tyrone Power Gene Tierney John Payne Clifton Webb Anne Baxter R—Dec. 7—PG-770	(85) Mus-Com 703 THE SHOCKING MISS PILGRIM Betty Grable Dick Haymes Anne Revere Allyn Joslyn R—Jan. 11—PG-779	(88) Mystery 706 BOOMERANG Dana Andrews Jane Wyatt Lee Cobb R—Feb. 1—PG-786	(72) Mystery 707 THE BRASHER DOUBLOON George Montgomery Nancy Guild Conrad Janis R—Feb. 15—PG-790	(67) Drama 708 STRANGE JOURNEY Paul Kelly Osa Massen Hillary Brooke R—Sept. 14—PG-751
28 (96) Com-Dr ABIE'S IRISH ROSE Joanne Dru Richard Norris R—Nov. 30—PG-767					1 (63) Western FOOL'S GOLD William Boyd Andy Clyde R—Oct. 12—PG-758	8 (93) Drama THE RED HOUSE Edward G. Robinson Lon McCallister R—Feb. 1—PG-785	
		(86) Drama 606 SWELL GUY Sonny Tufts Ann Blyth R—Dec. 14—PG-771	(93) Drama 607 I'LL BE YOURS Deanna Durbin Tom Drake William Bendix R—Jan. 25—PG-783	(98) Drama 605 THE WICKED LADY Margaret Lockwood James Mason Patricia Roc R—Dec. 14—PG-771			
28 (105) Musical 610 THE TIME, THE PLACE AND THE GIRL Dennis Morgan Jack Carson Janis Paige Martha Vickers R—Dec. 14—PG-772		11 (96) Drama-Mus 611 THE MAN I LOVE Ida Lupino Robert Alda Andrea King Bruce Bennett R—Dec. 28—PG-776		25 (125) Dra-Mus 612 HUMORESQUE Joan Crawford John Garfield Oscar Levant R—Dec. 28—PG-776		8 (88) M'drama 613 THE BEAST WITH FIVE FINGERS Robert Alda Andrea King Peter Lorre Victor Francen J. Carrol Naish R—Nov. 30—PG-766	

FOREIGN Language

(74) Rom-Dr
Vog
POSTMASTER'S DAUGHTER
R—Sept. 7—PG-749

(105) Comedy
Azteca
AHI ESTA EL DETALLE
Cantinflas
R—Sept. 7—PG-750

(105) Musical
Azteca
SOTA CABALLO Y REY
R—Sept. 7—PG-750

(105) Drama
Azteca
HASTA QUE PERDIO JALISCO
Jorge Negrete
R—Oct. 5—PG-755

(112) Drama
Siritzky-Int'l
WELL-DIGGER'S DAUGHTER
Raimu-Fernandel
R—Oct. 5—PG-756

(107) War-Dr
Artkino
TURNING POINT
R—Nov. 9—PG-763

(60) Docum.
Brandt-Chapel
STORY OF THE POPE
R—Dec. 28—PG-776

(162) Drama
Tricolor
CHILDREN OF PARADISE
R—Jan. 4—PG-778

COLUMBIA :: M-G-M :: MONOGRAM :: PARAMOUNT :: P-R-C :: RKO RADIO :: REPUBLIC :: SCREEN GUILD :: 20TH FOX :: UNITED ARTISTS :: UNIV.-INT'L :: WARNER :: F.N. :: MISCELLANEOUS

FEATURE CHART

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FEBRUARY 22	MARCH 1	MARCH 8	MARCH 15	MARCH 22	MARCH 29	APRIL 5	APRIL 12
(100) Mys-Dr 830 **DEAD RECKONING** Humphrey Bogart Lizabeth Scott R—Jan. 18—PG-781	(82) Mys-Dr 832 **MR. DISTRICT ATTORNEY** Dennis O'Keefe Marguerite Chapman Adolphe Menjou Michael O'Shea R—Jan. 11—PG-779	6 (65) Mystery **THIRTEENTH HOUR** Richard Dix R—Feb. 22—PG-792 6 (54) Western 866 **LONE HAND TEXAN** R—Mar. 8—PG-799		20 (70) Drama **MILLIE'S DAUGHTER** R—Mar. 8—PG-798 (95) Mys-Dr **JOHNNY O'CLOCK** Dick Powell Evelyn Keyes R—Jan. 18—PG-781	27 (57) Western **WEST OF DODGE CITY** R—Mar. 29—PG-806 27 (79) Outdr-Dr 809 **KING OF THE WILD HORSES** R—Mar. 22—PG-803		10 (67) Comedy 808 **BLONDIE'S HOLIDAY** Penny Singleton Arthur Lake Larry Simms R—Mar. 8—PG-798
	Reprint 28 (115) Drama 713 **BOOM TOWN** Clark Gable Spencer Tracy Hedy Lamarr	(112) Drama 716 **THE BEGINNING OR THE END** Robert Walker Tom Drake Brian Donlevy Audrey Totter R—Mar. 1—PG-794				4 (103) Musical 718 **IT HAPPENED IN BROOKLYN** Frank Sinatra Jimmy Durante Kathryn Grayson Peter Lawford R—Mar. 8—PG-797	11 (92) Drama 719 **LITTLE MR. JIM** Butch Jenkins James Craig Frances Gifford R—June 15—PG-729
			15 (64) Drama 613 **FALL GUY** Cliff Penn Teala Loring Robert Armstrong R—Mar. 8—PG-800	22 (71) Drama 676 **THE GUILTY** Bonita Granville Don Castle John Litel R—Mar. 22—PG-804	29 (58) Western 676 **TRAILING DANGER** Johnny Mack Brown Raymond Hatton Peggy Wynne	5 (55) Western 684 **SIX GUN SERENADE** Jimmy Wakely Lee "Lasses" White	11 (72) Drama 615 **VIOLENCE** Nancy Coleman Michael O'Shea R—Apr. 19—PG-812
21 (97) Outdr-Dr 4606 **CALIFORNIA** Ray Milland Barbara Stanwyck Barry Fitzgerald R—Dec. 21—PG-774		7 (77) Comedy 4607 **EASY COME, EASY GO** Barry Fitzgerald Diana Lynn Sonny Tufts R—Feb. 1—PG-785		21 (88) Rom-Com 4608 **SUDDENLY IT'S SPRING** Paulette Goddard Fred MacMurray Macdonald Carey Arleen Whelan R—Feb. 15—PG-789	28 (72) Drama 4620 **SEVEN WERE SAVED** Richard Denning Catherine Craig Russell Hayden R—Mar. 1—PG-795	4 (88) Comedy 4609 **MY FAVORITE BRUNETTE** Bob Hope Dorothy Lamour Peter Lorre Lon Chaney R—Feb. 22—PG-791	
	28 (54) Western 751 **LAW OF THE LASH** Al LaRue Al "Fuzzy" St. John R—Mar. 8—PG-799	2 (67) Drama 701 **DEVIL ON WHEELS** Noreen Nash Darryl Hickman Jan Ford James Cardwell R—Feb. 8—PG-788	17 (54) Western 745 **RANGE BEYOND THE BLUE** R—Mar. 15—PG-802 Eagle-Lion 17 (98) Drama 103 **ADVENTURESS** R—Mar. 15—PG-801	22 (59) Drama SP72 **UNTAMED FURY** R—Apr. 5—PG-808 Reissue 22 (97) Western 731 **KIT CARSON** D. Andrews-J. Hall	Eagle-Lion (74) Drama 104 **LOST HONEYMOON** Franchot Tone R—Mar. 15—PG-801 Reissue 22 (94) Western 732 **LAST OF THE MOHICANS**	5 (64) Drama 715 **THREE ON A TICKET** Hugh Beaumont Cheryl Walker Paul Bryar Ralph Dunn R—Apr. 12—PG-809	12 (61) Western 746 **WEST TO GLORY** Eddie Dean R—May 3—PG-816 12 (62) Mystery 707 **PHILO VANCE'S GAMBLE** R—May 3—PG-815
Group 3 (117) Fantasy 762 **SINBAD THE SAILOR** Douglas Fairbanks jr. Maureen O'Hara Walter Slezak R—Jan. 18—PG-782	Group 4 (67) Mus-Dr 718 **BEAT THE BAND** Frances Langford Ralph Edwards Phillip Terry Gene Krupa R—Mar. 1—PG-794	Group 4 (63) Drama 719 **THE DEVIL THUMBS A RIDE** Lawrence Tierney Ted North R—Mar. 8—PG-797	Group 4 (94) Com-Dr 716 **THE FARMER'S DAUGHTER** Loretta Young Joseph Cotten Ethel Barrymore R—Feb. 22—PG-792		Group 4 (84) Western 717 **TRAIL STREET** Randolph Scott Robert Ryan Anne Jeffreys R—Mar. 1—PG-794		Group 4 (57) Western 720 **CODE OF THE WEST** James Warren Debra Alden R—Mar. 8—PG-799
18 (56) Outdoor 663 **VIGILANTES OF BOOMTOWN** Allan Lane R—Mar. 8—PG-799 18 (75) Outdr-Mus 641 **APACHE ROSE** R—Mar. 22—PG-803		8 (66) Com-Mus 605 **THE GHOST GOES WILD** James Ellison Anne Gwynne Edward Everett Horton Ruth Donnelly Stephanie Bachelor R—Apr. 12—PG-810		22 (90) Musical 610 **HIT PARADE OF 1947** E. Albert-C. Moore R—May 3—PG-816 19 (78) Mus-West 642 **BELLS OF SAN ANGELO** Roy Rogers-Dale Evans	1 (71) West-Mus 683 **TWILIGHT ON THE RIO GRANDE** Gene Autry Adele Mara Sterling Holloway R—Apr. 19—PG-811	1 (58) Outdoor 664 **HOMESTEADERS OF PARADISE VALLEY** Allan Lane R—Apr. 26—PG-813 1 (71) Com-Dr 611 **YANKEE FAKIR** R—Apr. 12—PG-810	
			15 (65) Com-Dr 4608 **SCARED TO DEATH** Bela Lugosi 15 (65) Drama 4615 **SHOOT TO KILL** Russell Wade R—Apr. 12—PG-809			1 (74) Outdr-Dr 4614 **BELLS OF SAN FERNANDO** Donald Woods Gloria Warren R—Apr. 5—PG-807	
	Re-Release: (106) Mus-Dr 709 **ALEXANDER'S RAG-TIME BAND** Tyrone Power Alice Faye Don Ameche Ethel Merman		(66) Drama 711 **BACKLASH** Jean Rogers Richard Travis Larry Blake John Eldredge Leonard Strong R—Mar. 29—PG-805			(95) Musical 710 **CARNIVAL IN COSTA RICA** Dick Haymes Vera-Ellen Cesar Romero Celeste Holm R—Mar. 29—PG-805	(98) Drama 712 **THE LATE GEORGE APLEY** Ronald Colman Peggy Cummins Vanessa Brown Richard Haydn Charles Russell R—Feb. 8—PG-788
22 (88) Mus-Dr **THE FABULOUS DORSEYS** Tommy Dorsey Jimmy Dorsey Janet Blair R—Mar. 1—PG-794		8 (112) Drama **THE PRIVATE AFFAIRS OF BEL AMI** George Sanders Angela Lansbury Ann Dvorak R—Mar. 1—PG-793	16 (93) Comedy **FUN ON A WEEKEND** Eddie Bracken Priscilla Lane	22 (89) Drama **THE MACOMBER AFFAIR** Gregory Peck Joan Bennett Robert Preston R—Jan. 25—PG-784	5 (60) Western **UNEXPECTED GUEST** William Boyd R—Dec. 14—PG-772		
	Reissue (81) Outdoor-Drama **WHEN THE DALTONS RODE** Randolph Scott Kay Francis	(106) Dra-Mus 608 **SONG OF SCHEHERAZADE** Yvonne De Carlo Brian Donlevy Jean Pierre Aumont Eve Arden R—Feb. 1—PG-786	(103) Drama 609 **SMASH-UP** Lee Bowman Susan Hayward Marsha Hunt Eddie Albert Carl Esmond R—Feb. 15—PG-789	(103) Drama 611 **STAIRWAY TO HEAVEN** David Niven-Kim Hunter R—Dec. 21—PG-773 Reissue (94) Outdoor-Drama **DESTRY RIDES AGAIN** Dietrich-Stewart	(70) West Dr 610 **MICHIGAN KID** Jon Hall Victor McLaglen Rita Johnson R—Feb. 22—PG-792	(78) Comedy 612 **BUCK PRIVATES COME HOME** Bud Abbott Lou Costello Tom Brown Joan Fulton R—Mar. 15—PG-802	Reissue (73) Comedy 2793 **YOU CAN'T CHEAT AN HONEST MAN** W. C. Fields Edgar Bergen Charlie McCarthy
22 (111) Drama 614 **NORA PRENTISS** Ann Sheridan Kent Smith Bruce Bennett Robert Alda Rosemary DeCamp R—Feb. 8—PG-787		8 (101) M'drama 615 **PURSUED** Teresa Wright Robert Mitchum Judith Anderson Dean Jagger Alan Hale R—Feb. 22—PG-791			29 (84) Com-Dr 616 **THAT WAY WITH WOMEN** Dane Clark Martha Vickers Sydney Greenstreet R—Feb. 22—PG-791		12 (97) Drama 617 **STALLION ROAD** Ronald Reagan Alexis Smith Zachary Scott R—Mar. 29—PG-805

FOREIGN Language

(80) Drama
Lopert
MAN'S HOPE
R—Jan. 11—PG-779

(89) Operetta
Saga
QUEEN FOR A NIGHT
R—Jan. 18—PG-782

(93) Mus-Dr
Saga
APPASSIONATA
Viveca Lindfors
R—Jan. 18—PG-782

(85) Drama
West. Hem.
CLANDESTINE
R—Jan. 18—PG-781
(80) Fant-Dr
Distinguished
DEVIL'S HAND
R—Jan. 18—PG-781

(89) Fant-Com
Vog. Film
FRANCIS THE FIRST
Fernandel
R—Jan. 25—PG-784

(112) Melodrama
Azteca
ROSALINDA
Maria Antonieta Pons
R—Jan. 25—PG-783

(88) Fantasy
Artkino
STONE FLOWER
R—Feb. 8—PG-788

APRIL 19	APRIL 26	MAY 3	MAY 10	MAY 17	MAY 24	MAY 31	JUNE 7
(83) Drama 836 **THE GUILT OF JANET AMES** Rosalind Russell Melvyn Douglas Sid Caesar R—Mar. 8—PG-798	(82) Drama **FRAMED** Glenn Ford-Janis Carter R—Mar. 8—PG-798 24 **(59) Western** **LAW OF THE CANYON** Starrett-Burnette	1 **(69) Drama** **FOR THE LOVE OF RUSTY** Ted Donaldson Tom Powers Ann Doran	**(77) Outdr Drama** **LAST OF TH' REDMEN** Jon Hall Michael O'Shea Evelyn Ankers	16 **(70) Mystery** **BULLDOG DRUMMOND AT BAY** Ron Randell Anita Louise Pat O'Moore R—May 12—PG-818	(..) Outdr Drama **GUN FIGHTERS** Randolph Scott Barbara Britton Bruce Cabot	29 (..) Mystery **THE MILLERSON CASE** Warner Baxter Nancy Saunders 29 (..) Western **PRAIRIE RAIDERS** Starrett-Burnette	
	25 **(131) Drama 720** **SEA OF GRASS** Spencer Tracy Katharine Hepburn Robert Walker Melvyn Douglas R—Feb. 15—PG-790	2 **(91) Drama 721** **HIGH BARBAREE** Van Johnson June Allyson Claude Jarman jr. Thomas Mitchell R—Mar. 15—PG-801		16 **(90) Comedy 722** **UNDERCOVER MAISIE** Ann Sothern	Reprint (103) Musical 723 **THE GREAT WALTZ** Luise Rainer Fernand Gravet		
		3 **(59) Western 671** **LAND OF THE LAWLESS** Johnny Mack Brown Reissue 3 (73) Drama **QUEEN OF THE YUKON** Charles Bickford	10 **(63) Melodrama 616** **HARD BOILED MAHONEY** Leo Gorcey Bowery Boys Teala Loring R—May 3—PG-816	17 **(63) Teen-Ager 618** **SARGE GOES TO COLLEGE** Alan Hale jr. June Preisser R—May 12—PG-817	24 **(..) Western** **LAW COMES TO GUNSIGHT** Johnny Mack Brown Raymond Hatton 24 (48) Drama **THUNDERBOLT** James Stewart	31 **(..) Western** **SONG OF THE WASTELAND** Jimmy Wakely Lee "Lasses" White	
Pine-Thomas Prod. 18 **(72) Drama 4621** **FEAR IN THE NIGHT** Paul Kelly Kay Scott DeForest Kelley Ann Doran R—Mar. 1—PG-795	25 **(97) Drama 4610** **IMPERFECT LADY** Ray Milland Teresa Wright Virginia Field Sir Cedric Hardwicke R—Mar. 15—PG-802	2 **(91) Drama 4611** **BLAZE OF NOON** Anne Baxter William Holden Sonny Tufts William Bendix Sterling Hayden R—Mar. 8—PG-797			23 **(60) M'drama 4622** **BIG TOWN** Philip Reed Hillary Brooke Robert Lowery R—Feb. 22—PG-791	30 **(83) M'drama 4612** **CALCUTTA** Alan Ladd William Bendix Gail Russell R—Apr. 19—PG-811	
19 **(63) Drama 702** **THE BIG FIX** James Brown-Sheila Ryan R—May 12—PG-817	28 **(38-39) Westerns** **SIX BRONCO BUCKAROO REISSUES** 4 with Buster Crabbe and Fuzzy St. John 2 with Tex O'Brien and Jim Newhill		10 (55) Western 752 **BORDER FEUD** Al LaRue Al "Fuzzy" St. John	24 (60) Drama 716 **TOO MANY WINNERS** Hugh Beaumont Trudy Marshall	Reissues 24 (111) Drama 733 **CORSICAN BROTHERS** Douglas Fairbanks jr. Akim Tamiroff 24 (102) Drama 734 **INTERNATIONAL LADY** G. Brent-I. Massey	31 (63) Drama 717 **KILLER AT LARGE** Robert Lowery Anabel Shaw	7 (70) Drama 703 **STEPCHILD** Brenda Joyce Donald Woods 14 (64) Mystery 708 **PHILO VANCE RETURNS** R—May 3—PG-815
Group 5 (72) Adventure 723 **TARZAN AND THE HUNTRESS** Johnny Weissmuller Brenda Joyce John Sheffield R—Mar. 29—PG-806		Group 5 (89) Comedy 724 **A LIKELY STORY** Barbara Hale Bill Williams R—Apr. 19—PG-812	Group 5 (68) Musical 725 **BANJO** Sharyn Moffett Jacqueline White Walter Reed Una O'Connor R—Apr. 26—PG-814	Group 5 16 **(92) Drama 722** **BORN TO KILL** R—Apr. 26—PG-814 (74) Comedy 721 **HONEYMOON** Temple-Madison R—Apr. 19—PG-812			
	24 **(66) Drama 612** **SPOILERS OF THE NORTH** Paul Kelly Adrian Booth Evelyn Ankers R—May 12—PG-817			15 **(58) Out'dr-Dr 665** **OREGON TRAIL SCOUTS** Allan Lane-Bobby Blake 17 **(71) Drama 614** **WINTER WONDERLAND** 15 **(66) Drama 609** **THAT'S MY GAL** Lynne Roberts			
		1 **(..) Outdr-Dr 4616** **BUSH PILOT** Rochelle Hudson Jack LaRue		15 **(..) Mys-Com 4617** **HATBOX MYSTERY** Tom Neal Allen Jenkins Virginia Sale	22 **(..) Mys-Com 4618** **CASE OF THE BABY SITTER** Tom Neal Allen Jenkins Virginia Sale		
(78) Drama 714 **SAN DEMETRIO, LONDON** Walter Fitzgerald Mervyn Johns Ralph Michael Robert Beatty Charles Victor R—Apr. 5—PG-808							
19 **(89) Musical** **NEW ORLEANS** Arturo de Cordova Dorothy Patrick R—May 3—PG-815		3 **(94) Out'r-Dr** **RAMROD** Joel McCrea Veronica Lake Don DeFore Donald Crisp R—Mar. 1—PG-793	10 **(65) Drama** **ADVENTURES OF DON COYOTE** Richard Martin Frances Rafferty R—May 3—PG-815	17 **(85) Drama** **DISHONORED LADY** Hedy Lamarr Dennis O'Keefe John Loder R—Apr. 26—PG-813	24 (59) Western **DANGEROUS VENTURE** William Boyd Andy Clyde R—Mar. 1—PG-793	31 (92) Musical **COPACABANA** Groucho Marx Carmen Miranda Andy Russell Gloria Jean	
Reissue (78) Drama 2794 **I STOLE A MILLION** George Raft Claire Trevor Victor Jory		(88) Drama 614 **TIME OUT OF MIND** Phyllis Calvert Robert Hutton Ella Raines R—Mar. 22—PG-804	(..) Drama **THE WEB** Edmund O'Brien Ella Raines William Bendix	(..) Drama **VIGILANTES RETURN** Jon Hall Margaret Lindsay	Reissue (101) Drama **MAGNIFICENT OBSESSION** Irene Dunne Robert Taylor	Reissue (84) Mus-Dr **100 MEN AND A GIRL** Deanna Durbin Leopold Stokowski Adolphe Menjou	
	Reissues: 26 **(109) Drama 618** **THE SEA HAWK** Errol Flynn-Claude Rains 26 **(87) Drama 619** **THE SEA WOLF** Edward G. Robinson Ida Lupino-John Garfield	(83) Comedy 620 **LOVE AND LEARN** Jack Carson Robert Hutton Martha Vickers Janis Paige R—Mar. 29—PG-806			24 **(99) Drama 621** **TWO MRS. CARROLLS** Humphrey Bogart Barbara Stanwyck Alexis Smith R—Mar. 29—PG-806		

FOREIGN Language

(110) Mus-Dr
Superfilm
BEFORE HIM ALL ROME TREMBLED
Anna Magnani
R—Mar. 8—PG-800

(87) Mus-Com
Lopert
CAGE OF NIGHTINGALES
R—Mar. 8—PG-800

(85) Drama
A.F.E.
ANGEL AND SINNER
R—Mar. 8—PG-800

(90) Comedy
Distinguished
HER FIRST AFFAIR
Danielle Darrieux
Louis Jourdan
R—Mar. 15—PG-801

(95) Drama
Oxford
TORMENT
R—May 10—PG-818

(110) Opera-Com
Exelsior
BARBER OF SEVILLE
Ferruccio Tagliavini
R—May 10—PG-817

COLUMBIA · M-G-M · MONOGRAM · PARAMOUNT · P-R-C · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER-F.N. · MISCELLANEOUS

P. G.	Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
		A											
	767	Abie's Irish Rose (96)		UA	11-30-46	+	=	–	±	+	±		4+ 6–
	815	Adventures of Don Coyote (66)		UA	5-3-47	+		±		∓			3+ 2–
	801	Adventuress, The (98)		E-L	3-15-47	+	±		±	∓	∓	∓	9+ 2–
	766	Affairs of Geraldine (68)		Rep.	11-30-46	±	∓	∓	∓	∓	±		6+ 6–
	777	Alias Mr. Twilight (69)		Col.	1- 4-47	±	±		±	+	∓		6+ 3–
	796	Angel and the Badman (100)		Rep.	3- 1-47	+	±	+	+	+	∓	±	8+ 2–
	754	Angel on My Shoulder (101)		UA	9-28-46	+	+	∓	+	+	∓	+	9+
	803	Apache Rose (75)		Rep.	3-22-47	±		+	+	∓	+		5+ 2–
	790	Arnelo Affair, The (86)		MGM	2-15-47	+	+	+	+	±	±		6+ 2–
		B											
	752	Bachelor's Daughters, The (90)		UA	9-14-46	±	+	+	∓	+	±	+	8+ 2–
	805	Backlash (66)		20-Fox	3-29-47	∓	±	±	±	–	±		5+ 6–
	814	Banjo (67)		RKO	4-26-47	±	∓	±	±	∓			5+ 5–
	766	Beast With Five Fingers, The (88)		WB	11-30-46	∓	±	+	∓	–	–	±	5+ 6–
	794	Beat the Band (67)		RKO	3- 1-47	∓	∓	∓	±	±	±		6+ 6–
		Beauty and the Bandit (71)		Mono.						±		∓	2+ 2–
	786	Bedelia (95)		E-L	1- 4-47	+	±		+	±		+	5+ 2–
	794	Beginning or the End, The (112)		MGM	3- 1-47	∓	+	∓	+	∓	+	∓	11+
	807	Bells of San Fernando (74)		SG	4- 5-47	±		–	±	±			3+ 4–
	755	Below the Deadline (65)		Mono.	10- 5-46	±	±	+	±	∓	±	∓	7+ 6–
	769	Best Years of Our Lives, The (172)		RKO	12- 7-46	∓	∓	∓	∓	∓	∓	∓	14+
	767	Betty Co-Ed (71)		Col.	11-30-46	±	∓	±	+	±	±		6+ 5–
	817	Big Fix, The (63)		PRC	5-10-47	+	±			±		∓	4+ 3–
	744	Big Sleep, The (114)		WB	8-17-46	+	∓	∓	+	+	∓	+	10+
	791	Big Town (60)		Para.	2-22-47	±	±	∓	±	±	±		6+ 6–
	741	Black Angel (80)		U-I	8-10-46	±	±	±	+	+	∓	±	8+ 4–
	737	Black Beauty (74)		20-Fox	7-20-46	±	±	∓	+	+	+	±	7+ 4–
	797	Blaze of Noon (90)		Para.	3- 8-47	±	±	+	±	+	+	+	7+ 3–
	787	Blind Spot (73)		Col.	2- 8-47	∓	±		+	+	∓		5+ 3–
	742	Blonde for a Day (68)		PRC	8-10-46	∓	±	∓	∓	∓		∓	6+ 6–
	755	Blondie Knows Best (69)		Col.	10- 5-46	+	±	±	+	+	±		6+ 3–
	773	Blondie's Big Moment (69)		Col.	12-21-46	±	±				±	∓	4+ 4–
	798	Blondie's Holiday (67)		Col.	3- 8-47	±	±	±			±	∓	5+ 5–
	754	Blue Skies (102)		Para.	9-28-46	∓	∓	∓	∓	+	∓	∓	13+
	786	Boomerang (88)		20-Fox	2- 1-47	+	∓	∓	+	+	∓	∓	11+
	814	Born to Kill (92)		RKO	4-26-47	∓	±	±	±	±	±	±	7+ 7–
	783	Born to Speed (59)		PRC	1-25-47	±	±	±	±	±	±		6+ 6–
	772	Boston Blackie and the Law (69)		Col.	12-14-46	±	±	+		±	±	∓	6+ 5–
	742	Bowery Bombshell (65)		Mono.	8-10-46	±	±	∓	±	∓	∓	∓	7+ 7–
	790	Brasher Doubloon, The (72)		20-Fox	2-15-47	+	±	∓	+	±	±		6+ 4–
	748	Brief Encounter (85)		U-I	8-31-46	±	+		+		∓	∓	7+ 1–
	759	Bringing Up Father (68)		Mono.	10-19-46	±	±	±	±	±	+		6+ 5–
	761	Brute Man, The (58)		PRC	11- 2-46	∓	±	∓		±	–	=	4+ 7–
	802	Buck Privates Come Home (78)		U-I	3-15-47	∓	±	+	+	∓	±	∓	9+ 3–
	807	Buffalo Bill Rides Again (70)		SG	4- 5-47	–		–					2–
	818	Bulldog Drummond at Bay (70)		Col.	5-10-47	∓				±			2+ 2–
		C											
	744	Caesar and Cleopatra (126)		UA	8-17-46	∓	+	+	∓	±	∓	+	10+ 1–
	811	Calcutta (83)		Para.	4-19-47	±	±	+	±	∓	±	+	8+ 4–
	789	Calendar Girl (88)		Rep.	2-15-47	±	±	∓	±	∓	±	+	7+ 6–
	744	California (97)		Para.	12-21-46	+	±	±	+	∓	+	∓	9+ 2–
	740	Canyon Passage (92)		U-I	7-27-46	+	±	±	+	+	∓	∓	9+ 2–
	816	Captive Heart, The (87)		U-I	5- 3-47	∓	±		+	±		∓	6+ 3–
	797	Carnegie Hall (136)		UA	3- 8-47	±	±	+	∓	∓	∓	∓	11+ 2–
	805	Carnival in Costa Rica (96)		20-Fox	3-29-47	±	±	+	+	+	+	±	7+ 3–
	759	Chase, The (86)		UA	10-19-46	+	±	±			±	+	5+ 3–
	813	Cheyenne (100)		WB	4-26-47	∓	±	+	+	∓	+		8+ 1–
	760	Child of Divorce (62)		RKO	10-19-46	+	±	±	±	+	+	±	7+ 4–
	789	Cigarette Girl (67)		Col.	2-15-47	±	±		±	±	±	∓	6+ 6–
	740	Claudia and David (78)		20-Fox	7-27-46	+	+	+	+	+	∓	∓	9+
	752	Cloak and Dagger (106)		WB	9-14-46	∓	∓	+	+	∓	∓	+	11+
	737	Cockeyed Miracle, The (81)		MGM	7-20-46	±	+	+	±	±	+		6+ 3–
	799	Code of the West (57)		RKO	3- 8-47	+	±	±	±	∓	±		6+ 5–
	776	Crime Doctor's Manhunt (61)		Col.	12-28-46	±	±	∓		+	±	±	6+ 5–
	742	Criminal Court (62)		RKO	8-10-46	±	±	±		+	+	∓	6+ 4–
	765	Cross My Heart (83)		Para.	11-23-46	+	±	±	±	±	–	+	6+ 5–
	739	Cuban Pete (61)		U-I	7-27-46	±	∓	±		∓	±	+	6+ 5–
		D											
	796	Danger Street (66)		Para.	3- 1-47	∓	±	∓	±	±	∓		6+ 6–
	736	Danger Woman (60)		U-I	7-13-46	∓	∓	–	∓	–	±	±	5+ 7–
	771	Dangerous Millions (68)		20-Fox	12-14-46	±	±	±	+	±	±	∓	7+ 6–
	758	Dangerous Money (66)		Mono.	10-12-46	+	∓			±	∓	±	5+ 5–
	793	Dangerous Venture (59)		UA	3- 1-47	±		∓	±	+	+		5+ 3–
	809	Dark Delusion (90)		MGM	4-12-47	+	±	±	±	+	±		6+ 4–
	738	Dark Horse, The (59)		U-I	7-20-46	–	±	±		–	±		3+ 5–
	758	Dark Mirror, The (85)		U-I	10-12-46	+	+	±	+	∓	∓	+	9+ 1–
	781	Dead Reckoning (100)		Col.	1-18-47	+	+	+	+	+	+	+	7+
	760	Decertion (112)		WB	10-19-46	+	±	+	+	+	+	+	7+ 1–
	751	Decoy (76)		Mono.	9-14-46	±	±	+	+	+	–	+	6+ 3–
		Desirable Lady (68)		SG								∓	1+ 1–
	788	Devil on Wheels (67)		PRC	2- 8-47	∓	∓		±	±	∓	±	7+ 5–
	797	Devil Thumbs a Ride, The (63)			3- 8-47	+	±	+	+	±	±	±	7+ 4–
	753	Devil's Playground, The (60)		UA	9-28-46	±		+	±	±	±		5+ 4–
	765	Dick Tracy vs. Cueball (62)		RKO	11- 9-46	±	±	+	±	±	–	±	6+ 6–
	813	Dishonored Lady (86)		UA	4-26-47	+	±	±	+	∓			6+ 2–
		Don Ricardo Returns (78)		PRC			∓						1+ 1–
	735	Down Missouri Way (83)		PRC	7-13-46	±	±	±	+	+		–	5+ 4–
	757	Driftin' River (55)		PRC	10-12-46	±			±	∓	±		4+ 4–
	780	Duel in the Sun (140)		SRO	1-11-47	∓		+	∓	∓	+	+	9+
		E											
	746	Earl Carroll Sketchbook (90)		Rep.	8-24-46	∓	±	+	+	∓	±	+	7+ 4–
	785	Easy Come, Easy Go. (77)		Para.	2- 1-47	±	∓	±	±	±	+	±	7+ 6–
	808	Egg and I, The (108)		U-I	4- 5-47	∓	+	+	+	∓	+	+	9+
		F											
	794	Fabulous Dorseys, The (90)		UA	3- 1-47	±	±	±	+	±	+		6+ 4–
	775	Fabulous Suzanne, The (71)		RKO	12-28-46	±	±	±	±	±	±	–	6+ 7–
	775	Falcon's Adventure, The (61)		RKO	12-28-46	∓	±	±	±	+	±	±	7+ 6–
	800	Fall Guy (64)		Mono.	3- 8-47	∓	±		±	+	±	∓	6+ 5–
	792	Farmer's Daughter, The (94)		RKO	2-22-47	+	+	+	+	+	∓	+	8+
	795	Fear in the Night (71)		Para.	3- 1-47	+	±	+	+	+	±	±	7+ 3–
		Fighting Frontiersman, The (61)		Col.						±			1+ 1–
	758	Fool's Gold (63)		UA	10-12-46	±		±	±	+	+		5+ 3–
		For the Love of Rusty (69)		Col.			∓				±	∓	3+ 3–
	798	Framed (80)		Col.	3- 8-47	±	±	+	+	±	+		6+ 3–
		Fun on a Weekend (96)		UA			+	+	+	∓			5+
		G											
	784	Gallant Bess (101)		MGM	1-25-47	±	±	+	+	+	+	±	7+ 3–
	752	Gallant Journey (86)		Col.	9-14-46	±	∓	∓	+	±	+	±	7+ 5–
	759	Gas House Kids (68)		PRC	10-19-46	∓	±		±	∓	±	∓	6+ 6–
	741	Genius at Work (62)		RKO	8-10-46	∓	–	∓	∓	∓	∓	=	5+ 8–
	753	Gentleman Joe Palooka (72)		Mono.	9-28-46	±	±		±	±	+		5+ 4–
	810	Ghost Goes Wild, The (66)		Rep.	4-12-47	±	±		±	±	∓		5+ 5–
		Ghost of Hidden Valley (57)		PRC						∓			1+ 1–
	812	Ginger (67)		Mono.	4-19-47	∓	∓				∓	∓	4+ 4–
	746	G.I. War Brides (69)		Rep.	8-24-46	+	±	±	±	±	+	±	7+ 5–
	807	Great Expectations (115)		U-I	4- 5-47	+	∓		∓	∓	∓		9+
	798	Guilt of Janet Ames, The (81)		Col.	3- 8-47	+	±	±		+	+		5+ 2–
	804	Guilty, The (71)		Mono.	3-22-47	+	+		+		±		4+ 1–
		H											
	816	Hard-Boiled Mahoney (63)		Mono.	5- 3-47	±				–		∓	2+ 3–
	745	Heading West (54)		Col.	8-24-46	±				–	+		2+ 2–
	777	Heldorado (70)		Rep.	1- 4-47	±					+		2+ 2–
	753	Her Sister's Secret (86)		PRC	9-28-46	±		+	±	±	+		5+ 3–
	801	High Barbaree (92)		MGM	3-15-47	±	±	+	+	∓	+	±	7+ 4–
	804	High Conquest (83)		Mono.	3-22-47	+	+	+	+	±			8+ 2–
	745	High School Hero (74)		Mono.	8-24-46	+	±	∓	±	±	∓	∓	5+ 1–
	816	Hit Parade of 1947 (90)		Rep.	5- 3-47	+	±	±		+		+	7+ 6–
	740	Holiday in Mexico (128)		MGM	7-27-46	∓	∓	∓	∓	∓	∓	∓	5+ 2–
	763	Home in Oklahoma (72)		Rep.	11- 9-46	±		+	±	±	±		14+
	740	Home Sweet Homicide (90)		20-Fox	7-27-46	+	+	+	+	+	∓	+	5+ 4–
	813	Homesteaders of Paradise Valley (58)		Rep.	4-26-47	±				+	±		8+
	814	Homestretch, The (106)		20-Fox	4-26-47	∓	±	±	±	∓		+	3+ 2–
	812	Honeymoon (74)		RKO	4-19-47	+	±	–	±	∓	+		8+ 3–
		Hoppy's Holiday (60)		UA				±		±			5+ 4–
	776	Humoresque (125)		WB	12-28-46	+	+	∓	∓	+	∓	∓	2+ 2–
		I											11+
	795	I Cover Big Town (63)		Para.	3- 1-47	±	±	+	±	±	±		6+ 5–
	756	I Know Where I'm Going (91)		U-I	10- 5-46	±				±			2+ 2–
	750	If I'm Lucky (78)		20-Fox	9- 7-46	+	±	±	+	±	±	±	7+ 5–
	783	I'll Be Yours (83)		U-I	1-25-47	±	±	+	±	±	+	±	7+ 5–
	802	Imperfect Lady, The (97)		Para.	3-15-47	∓	±	±	+	∓	+		7+ 3–
	746	Invisible Informer, The (57)		Rep.	8-24-46	–	±	∓	±	–	–	∓	4+ 7–
	797	It Happened in Brooklyn (103)		MGM	3- 8-47	∓	+	+	∓	∓	+	+	10+
	788	It Happened on Fifth Avenue (116)		Allied Artists	2- 8-47	∓	∓	+	∓	+	+		9+
	783	It's a Joke, Son (63)		E-L	1-25-47	+	±	–	+		±		4+ 3–
	774	It's a Wonderful Life (132)		RKO	12-21-46	+	∓	∓	∓	∓	∓	∓	13+
	749	It's Great to Be Young (63)		Col.	9- 7-46	±	–	∓		±	±	∓	5+ 6–
	749	I've Always Loved You (117)		Rep.	9- 7-46	+	±	±	+	+	∓	+	8+ 2–
		J											
	811	Jewels of Brandenburg (65)		20-Fox	4-19-47	+	±		±	±			4+ 3–
	781	Johnny O'Clock (95)		Col.	1-18-47	±	+	+	±	+	+	∓	8+ 2–
	753	Jolson Story, The (128)		Col.	9-28-46	∓	∓	∓	∓	∓	∓	∓	14+
	795	Jungle Flight (67)		Para.	3- 1-47	±	±	±	±	∓	∓		6+ 6–
		K											
		Killer Dill (72)		SG						+			1+
	743	Killers, The (102)		U-I	8-17-46	+	∓	+	+	+	+	±	8+ 1–
	803	King of the Wild Horses (79)		Col.	3-22-47	±	∓		±	+	±		5+ 4–
		L											
	780	Ladies' Man (91)		Para.	1-11-47	+	±	±	+	±	±	∓	7+ 5–
		Lady Chaser (74)		PRC			∓					±	2+ 2–
	766	Lady in the Lake (103)		MGM	11-30-46	+	+	+	+	∓	+	+	8+
	739	Lady Luck (97)		RKO	7-27-46	+	+	±	+	+	+	+	7+ 1–
	757	Lady Surrenders, A (113)		U-I	10-12-46	±				±			2+ 2–
		Land of the Lawless (..)		Mono.								±	1+ 1–
	746	Last Crooked Mile, The (67)		Rep.	8-24-46	∓	±	±	±	±	∓	∓	7+ 7–
		Last Frontier Uprising (67)		Rep.						±			1+ 1–
	788	Late George Apley, The (98)		20-Fox	2- 8-47	+	+	+	+	+	+	∓	8+
	799	Law of the Lash (54)		PRC	3- 8-47	±		±		∓	∓	∓	5+ 5–
		Lighthouse (74)		PRC								∓	1+ 1–
	812	Likely Story, A (88)		RKO	4-19-47	–	±	+	±	∓			5+ 3–
	759	Little Iodine (57)		UA	10-19-46	±	∓	∓	±	+	∓		6+ 5–
	750	Little Miss Big (61)		U-I	9- 7-46	∓	±	±	∓	–	+		5+ 5–
		Little Miss Broadway (..)		Col.			∓						1+ 1–
	774	Locket, The (85		RKO	12-21-46	+	+	∓	+	+	∓	±	9+ 1–
	799	Lone Hand Texan, The (57)		Col.	3- 8-47	±		∓		±	±		4+ 4–
	777	Lone Star Moonlight (67)		Col.	1- 4-47	∓							1+ 1–

An interpretative analysis of opinions deduced from the language of lay and trade press reviews. The plus and minus signs indicate the degree of favor or disfavor of the review. This department serves also as an ALPHABETICAL INDEX to feature releases. Numeral preceding title is Picture Guide Review page number. In parentheses after title is running time. Date following distributor is BOXOFFICE review date. Listings cover current reviews. It is brought up to date regularly. The meaning of the various signs and their combinations is as follows:

⧺ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor.

In the summary ⧺ is rated as 2 pluses; = as 2 minuses.

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
780	Lone Wolf in Mexico (70)		Col.	1-11-47	±	∓			±	±		4+ 4−
801	Lost Honeymoon (71)		E-L	3-15-47	±	±	+	+	⧺	⧺		8+ 2−
806	Love and Learn (85)		WB	3-29-47	±	±	±	±	−		∓	5+ 6−
769	Love Laughs at Andy Hardy (93)		MGM	12- 7-46	±	±	+	±	∓	⧺	±	8+ 5−
	M											
794	Macomber Affair, The (90)		UA	1-25-47	+	±	∓	+	+	±	⧺	8+ 3−
	Magic Bow, The (..)		U-I						−	+		1+ 1−
766	Magnificent Doll, The (94)		U-I	11-23-46	+	±	+	+	+	⧺	⧺	9+ 1−
803	Magnificent Rogue, The (75)		Rep.	3-22-47	∓				+	∓		3+ 2−
776	Man I Love, The (96)		WB	12-28-46	±	±	+	±	∓	+	±	7+ 5−
760	Margie (94)		20-Fox	10-19-46	+	⧺	+	+	+	⧺	⧺	10+
792	Michigan Kid (70)		U-I	2-22-47	±	±	±	±	∓	∓	±	7+ 7−
809	Mighty McGurk, The (85)		MGM	4-12-47	+	±	+	+	+	+	±	7+ 2−
798	Millie's Daughter (70)		Col.	3- 8-47	±	±		+	−	±		4+ 4−
818	Miracle on 34th Street (96)		20-Fox	5-10-47	⧺	⧺	⧺	⧺	⧺			10+
748	Mister Ace (84)		UA	8-31-46	+	±	±	+	+	±	+	7+ 3−
779	Mister District Attorney (81)		Col.	1-11-47	±	±	+	±	∓	±	±	7+ 6−
773	Mister Hex (63)		Mono.	12-21-46	±	±	±	±	+	±		6+ 5−
813	Monsieur Verdoux (120)		UA	4-26-47	⧺	±	∓	⧺	∓		±	8+ 4−
766	My Brother Talks to Horses (93)		MGM	11-23-46	+	±	⧺	+	±	+		7+ 2−
758	My Darling Clementine (97)		20-Fox	10-12-46	+	+	+	+	+	⧺	±	8+ 1−
791	My Favorite Brunette (87)		Para.	2-22-47	+	+	+	+	+	⧺	⧺	9+
	My Heart Goes Crazy (..)		U-I				∓					1+ 1−
734	My Pal Trigger (79)		Rep.	7- 6-46	+		±	+	±	⧺	±	7+ 3−
	N											
762	Never Say Goodbye (97)		WB	11- 2-46	+	±	±	+	∓	±	±	7+ 5−
815	New Orleans (89)		UA	5- 3-47	+	+	+	⧺	±	±		7+ 2−
736	Night and Day (128)		WB	7-13-46	⧺	⧺	⧺	⧺	⧺	⧺	⧺	14+
755	Nobody Lives Forever (100)		WB	10- 5-46	+	±	+	+	+	±	+	7+ 2−
757	Nocturne (87)		RKO	10-12-46	±	±	+	±	+	±	+	7+ 4−
747	No Leave, No Love (120)		MGM	8-31-46	+	+	⧺	+	±	+	+	8+ 1−
787	Nora Prentiss (111)		WB	2- 8-47	±	±	±	+	∓	+	±	7+ 5−
	Northwest Outpost (91)		Rep.			±						1+ 1−
739	Notorious (103)		RKO	7-27-46	⧺	⧺	⧺	⧺	+	+	⧺	12+
761	Notorious Gentleman (108)		U-I	11- 2-46	+	+		+	+	⧺	⧺	8+
	O											
793	Odd Man Out (118)		U-I	3- 1-47	⧺	+		⧺	⧺	⧺	⧺	11+
810	Other Love, The (95)		UA	4-12-47	+	+	+	⧺	⧺	⧺		9+
773	Out California Way (67)		Rep.	12-21-46	±		∓	±	±	+		5+ 4−
796	Over the Santa Fe Trail (63)		Col.	3- 1-47	±			+		∓		3+ 2−
778	Overlanders, The (91)		E-L	1- 4-47	±	±	+	±		⧺	+	7+ 3−
	P											
765	Perfect Marriage, The (87)		Para.	11-23-46	±	±	∓	+	+	±	±	7+ 5−
742	Personality Kid (68)		Col.	8-10-46	±	∓	∓		∓	+	±	6+ 5−
815	Philo Vance Returns (64)		PRC	5- 3-47	±	∓	±	+	±			5+ 4−
815	Philo Vance's Gamble (62)		PRC	5- 3-47	−	−	±		±		±	3+ 5−
784	Pilgrim Lady, The (67)		Rep.	1-25-47	±	±	±	±	∓	±		6+ 6−
763	Plainsman and the Lady (82)		Rep.	11- 9-46	±	∓	±	+	+	±	±	7+ 5−
741	Prairie Badmen (55)		PRC	8-10-46	∓			±	±	∓	∓	5+ 5−
793	Private Affairs of Bel Ami, The (115)		UA	3- 1-47	±	±	±	+	±	⧺		7+ 4−
791	Pursued (101)		WB	2-22-47	+	+		+	+	+	⧺	7+
	Q											
805	Queen of the Amazons (61)		SG	3-29-47	∓			±	±		−	3+ 4−
	R											
	Raiders of the South (58)		Mono.						±	±	∓	3+ 3−
	Rainbow Over the Rockies (54)		Mono.						∓	±	∓	3+ 3−
793	Ramrod (94)		UA	3- 1-47	+	±	+	+	+	+		6+ 1−
802	Range Beyond the Blue (54)		PRC	3-15-47	±		+	±		±		4+ 3−
770	Razor's Edge, The (146)		20-Fox	12- 7-46	⧺	±	+		⧺	+		7+ 1−
785	Red House, The (93)		UA	2- 1-47	+	±	+	+	+	⧺	⧺	9+ 1−
744	Rendezvous With Annie (90)		Rep.	8-17-46	+	+		+	+	+	+	6+
787	Renegade Girl (65)		SG	2- 8-47	±				∓			2+ 2−
767	Return of Monte Cristo, The (91)			11-30-46	±	±	+	+	±	⧺	∓	8+ 4−
	Riding the California Trail (61)		Mono.						+		∓	2+ 1−
796	Road to Hollywood (61)		SG	3- 1-47	±							1+ 1−
754	Roll On Texas Moon (68)		Rep.	9-28-46	±		±	±	+	+		5+ 3−
760	Rolling Home (71)		SG	10-19-46	±				±			2+ 2−
	S											
808	San Demetrio, London (78)		20-Fox	4- 5-47	±	±	⧺	+	∓			6+ 3−
769	San Quentin (66)		RKO	12- 7-46	∓	±	+	±	+	±	±	7+ 5−
	Santa Fe Uprising (56)		Rep.						±	±		2+ 2−
817	Sarge Goes to College (63)		Mono.	5-10-47	∓	±	±		±			4+ 4−
738	Scandal in Paris, A (100)		UA	7-20-46	+	±	±	±	∓	±	+	7+ 5−
790	Sea of Grass, The (123)		MGM	2-15-47	+	±	+	+	+	⧺	⧺	9+ 1−
767	Secret Heart, The (97)		MGM	11-30-46	+	±	⧺	+	+	+		7+ 1−
761	Secret of the Whistler (65)		Col.	11- 2-46	∓	∓			±	∓		4+ 4−
745	Secrets of a Sorority Girl (58)		PRC	8-24-46	∓	∓		∓		±	=	4+ 6−
795	Seven Were Saved (72)		Para.	3- 1-47	∓	∓	∓	±	+	+	+	7+ 4−
744	Shadow of a Woman (79)		WB	8-17-46	±	±	∓	±	±	∓	∓	7+ 7−
756	Shadowed (70)		Col.	10- 5-46	±	±			+	±	±	5+ 4−
779	Shocking Miss Pilgrim, The (55)		20-Fox	1-11-47	+	±	±	+	+	+		6+ 2−
809	Shoot to Kill (65)		SG	4-12-47	±		+	+	±			4+ 2−
743	Show-Off, The (84)		MGM	8-17-46	+	+	+	±	±	+	∓	7+ 3−
	Silver Range (55)		Mono.						±		±	2+ 2−
792	Sin of Harold Diddlebock, The (94)		UA	2-22-47	∓	+	+	+	+	+		6+
782	Sinbad the Sailor (117)		RKO	1-18-47	+	+	+	+	+	+	+	7+
741	Sing While You Dance (73)		Col.	8-18-46	±	∓			±	±	∓	5+ 5−
777	Singin' in the Corn (64)		Col.	1- 4-47	∓	±	±			−	∓	4+ 5−
752	Singing on the Trail (69)		Col.	9-14-46	±				±			2+ 2−
770	Sioux City Sue (69)		Rep.	12- 7-46	∓		±	±	±	+		5+ 4−
738	Sister Kenny (116)		RKO	7-20-46	⧺	⧺	⧺	⧺	⧺	⧺	⧺	14+
	Six Gun Serenade (53)		Mono.						+			1+
789	Smash-Up (103)		U-I	2-15-47	+	⧺	+	+	+	⧺	⧺	10+
765	So Dark the Night (70)		Col.	11-23-46	+	±	±	+	+	+	∓	7+ 3−
786	Song of Scheherazade (106)		U-I	2- 1-47	+	±	±	+	+	+	±	7+ 3−
	Song of the Sierras (55)		Mono.					+	±			2+ 1−
762	Song of the South (95)		RKO	11- 1-46	⧺	⧺	⧺	⧺	⧺	⧺	⧺	14+
786	South of the Chisholm Trail (58)		Col.	2- 1-47	±			±		∓		3+ 3−
817	Spoilers of the North (66)		Rep.	5-10-47	∓	±	±		∓		−	4+ 5−
745	Spook Busters (68)		Mono.	8-24-46	±	±	∓	±	±	∓	±	7+ 7−
780	Stagecoach to Denver (56)		Rep.	1-11-47	∓		±	±	+	±		5+ 4−
773	Stairway to Heaven (104)		U-I	12-21-46	+	+		⧺	⧺	⧺	⧺	10+
805	Stallion Road (97)		WB	3-29-47	±	±	±	+	+	+	+	7+ 3−
775	Stars Over Texas (57)		PRC	12-28-46	±			±				2+ 2−
764	Strange Holiday (56)		PRC	11- 9-46	±	±	∓		±	+		5+ 4−
751	Strange Journey (67)		20-Fox	9-14-46	±	∓		±	±	∓		5+ 5−
762	Strange Woman, The (101)		UA	11- 2-46	+	±	+	+	+	+	+	7+ 1−
789	Suddenly It's Spring (87)		Para.	2-15-47	+	±	+	+	+	+	+	7+ 1−
738	Sunset Pass (59)		RKO	7-20-46	∓	±	±	±	±	±		6+ 6−
766	Susie Steps Out (65)		UA	11-23-46	±	±	±	±	∓	±		6+ 6−
770	Sweetheart of Sigma Chi (76)		Mono.	12- 7-46	±	±	+	±	±	+		6+ 4−
771	Swell Guy (87)		U-I	12-14-46	±	+	+	+	+	±	⧺	8+ 2−
	T											
806	Tarzan and the Huntress (72)		RKO	3-29-47	+	±	±	+	+	±	−	6+ 4−
761	Temptation (100)		U-I	11- 2-46	+	±	±	±	⧺	+	±	8+ 4−
764	Terror Trail (55)		Col.	11- 9-46	∓				±			2+ 2−
772	That Brennan Girl (95)		Rep.	12-14-46	±	+	±	+	±	±	±	7+ 5−
791	That Way With Women (85)		WB	2-22-47	±	±	±	±	+	⧺	±	8+ 5−
810	That's My Man (104)		Rep.	4-12-47	+	+	±	+	+	±	+	7+ 2−
747	They Were Sisters (108)		U-I	8-31-46	+	±		+	±	+	+	6+ 2−
775	13 Rue Madeleine (95)		20-Fox	12-28-46	+	+	+	+	+	⧺	⧺	9+ −
792	Thirteenth Hour, The (62)		Col.	2-22-47	±	±		±	−	∓		4+ 5−
811	This Happy Breed (110)		U-I	4-19-47	+	±	+	+	∓	⧺	⧺	9+ 2−
751	Three Little Girls in Blue (90)		20-Fox	9-14-46	+	+	+	⧺	+	⧺	⧺	10+
809	Three on a Ticket (62)		PRC	4-12-47	+	±	±	±	+			5+ 3−
747	Thrill of Brazil, The (91)		Col.	8-31-46	+	±	±	+	−	+	+	6+ 3−
765	Till the Clouds Roll By (120)		MGM	11-23-46	⧺	+		⧺	⧺	⧺	⧺	11+
743	Time of Their Lives, The (82)		U-I	8-17-46	+	±	±	+	+	⧺	±	8+ 3−
804	Time Out of Mind (89)		U-I	3-22-47	∓	∓	∓	±	∓	±	±	7+ 7−
772	Time, the Place and the Girl, The (105)		WB	12-14-46	±	±	+	+	+	+	±	7+ 3−
794	Trail Street (83)		RKO	3- 1-47	±	±	+		±	±	+	6+ 4−
785	Trail to San Antone (67)		Rep.	2- 1-47	±		±	+	±	+		5+ 3−
	Trailing Danger (58)		Mono.								±	1+ 1−
779	Trap, The (68)		Mono.	1-11-47	∓	−		±	∓		−	3+ 5−
	Trouble With Women, The (80)		Para.							+		1+
764	Tumbleweed Trails (57)		PRC	11- 9-46	∓		±	±		±		4+ 4−
811	Twilight on the Rio Grande (71)		Rep.	4-19-47	+		±	±	−	±		4+ 4−
739	Two Guys From Milwaukee (90)		WB	7-27-46	+	+	+	+	+	±	+	7+ 1−
806	Two Mrs. Carrolls, The (100)		WB	3-29-47	+	±	±		+	+	+	6+ 2−
748	Two Years Before the Mast (98)		Para.	8-31-46	±	±	⧺	+	+	⧺	⧺	10+ 2−
	U											
748	Under Nevada Skies (69)		Rep.	8-31-46	∓		±		∓			3+ 3−
	Undercover Maisie (93)		MGM			+	+	+	∓	+		5+ 1−
756	Undercurrent (113)		MGM	10- 5-46	+	±	+	⧺	+	⧺	+	9+ 1−
772	Unexpected Guest (60)		UA	12-14-46	±		±	±	±	±	±	6+ 6−
734	Unknown, The (65)		Col.	7- 6-46	±	±	±	±	±	±	±	7+ 7−
808	Untamed Fury (61)		PRC	4- 5-47	∓	±	∓	+	+		±	6+ 4−
	V											
808	Vacation Days (68)		Mono.	4- 5-47	±	±			−		∓	3+ 4−
757	Vacation in Reno (60)		RKO	10-12-46	∓	±	±	±	∓	±	∓	7+ 7−
	Valley of Fear (54)		Mono.						−		±	1+ 2−
766	Verdict, The (86)		WB	11-23-46	+	±	±	+	±	+	+	7+ 3−
799	Vigilantes of Boomtown (96)		Rep.	3- 8-47	+		±	+	+	±		5+ 2−
812	Violence (72)		Mono.	4-19-47	±	±	+	±	±			5+ 4−
	W											
766	Wake Up and Dream (92)		20-Fox	11-30-46	±	∓	∓	+	∓	⧺	±	8+ 5−
763	Wanted for Murder (97)		20-Fox	11- 9-46	±	±		+	+	+	+	6+ 2−
814	Welcome Stranger (106)		Para.	4-26-47	⧺	⧺	⧺	⧺	⧺	⧺		12+
806	West of Dodge City (57)		Col.	3-29-47	±			±				2+ 2−
816	West to Glory (61)		PRC	5- 3-47	±		±	±				3+ 3−
	Whispering City (..)		E-L				⧺					2+
751	White Tie and Tails (74)		U-I	9-14-46	±	±			+	+	±	5+ 3−
771	Wicked Lady, The (98)		U-I	12-14-46	+	±		±	∓	+	+	6+ 3−
762	Wife Wanted (73)		Mono.	11- 2-46	∓	±		±	±			4+ 4−
743	Wild Beauty (61)		U-I	8-17-46	∓	∓			∓	+	±	5+ 4−
785	Wild Country (57)		PRC	2- 1-47	±		∓	∓	∓			4+ 4−
	Woman on the Beach, The (..)		RKO				+					1+
	Y											
810	Yankee Fakir (71)		Rep.	4-12-47	+	∓	±	±	+			5+ 3−
770	Yearling, The (135)		MGM	12- 7-46	⧺	⧺	⧺	⧺	⧺	⧺	⧺	14+
802	Years Between, The (88)		U-I	3-15-47	±	±		±	±	+	⧺	7+ 4−

SHORTS CHART

Short subjects, listed by Company, in order of release. Running time follows title. First date is National release, second the date of review in BOXOFFICE. Symbol between dates is rating from the BOXOFFICE review: ‡ Very Good, + Good, ± Fair, ∓ Mediocre, − Poor, = Very Poor. ◎ Indicates color photography.

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	ALL-STAR COMEDIES			
8433	Slappily Married (J. De Rita) (16½)	11- 7	±	4-19
8423	Reno-Vated (V. Vague) (18½)	11-21	±	1- 4
8434	Moron Than Off (S. Holloway) (17)	11-28	+	2- 8
8403	Three Little Pirates (Stooges) (18)	12- 5	+	1-25
8435	Andy Plays Hookey (Andy Clyde) (18)	12-19	±	2-15
8404	Half Wits' Holiday (Three Stooges) (17½)	1- 9		....
8436	Meet Mr. Mischief (H. Von Zell) (17½)	1-23	±	4- 5
8424	Hot Heir (H. Herbert) (16½)	2-13	±	3-22
8437	Scooper Dooper (S. Holloway) (18)	2-27		....
8405	Fright Night (Stooges) (17)	3- 6		....
8438	The Good Bad Egg (J. DeRita) (17)	3-20		....
8439	Bride and Gloom (S. Howard) (16)	3-27		....
8440	Two Jills and a Jack (A. Clyde) (18)	4-17		....
8406	Out West (Stooges) (17½)	4-24	+	4-12
8425	Cupid Goes Nuts (16)	5- 1		....
8426	Nervous Shakedown (15½)	5- 8		....
8421	Pardon My Terror (Schilling, Lane) (16½)	9-12	+	4-19
8431	Society Mugs (Howard) (16)	9-19	±	4-19
	COLOR PHANTASIES			
8701	Fowl Brawl (6)	1- 9	+	3-29
8702	Uncultured Vulture (6)	2- 6	±	5- 3
8703	Wacky Quacky (6)	3-20		....
8704	Leave Us Chase It (6½)	4-24		....
	COLOR RHAPSODIES (Technicolor)			
8501	Loco Lobo (6)	1- 9	+	4-19
8502	Cockatoos for Two (6)	2-13	+	5- 3
8503	Big House Blues (7)	3- 6		....
8504	Mother Huba-Huba-Hubbard (6)	5-29		....
	COMMUNITY SING			
8651	No. 1 The Gypsy (Leibert) (9½)	9-12	±	12-14
8652	No. 2 It's a Pity to Say Goodnight (Baker) (10½)	10-10	+	11-16
8653	No. 3 Surrender (Leibert) (9½)	11-14	+	4-19
8654	No. 4 Pretending (Baker) (10)	12-19	+	4-19
8655	No. 5 Rumors Are Flying (Leibert) (9½)	1-23	±	5-10
8656	No. 6 Ole Buttermilk Sky (Baker) (10)	2-27		....
8657	No. 7 The Coffee Song (Leibert) (9)	3-13		....
8658	No. 8 I'll Close My Eyes (Baker) (10)	4-17		....
8659	No. 9 Mr. Leibert at the Organ (10)	5-22		....
	SCREEN SNAPSHOTS			
8852	No. 2 Looking Down on Hollywood (10)	10- 3	+	11-30
8853	No. 3 Rodeo (10)	11- 7	‡	5-10
8854	No. 4 Skolsky Party (10)	12-26	±	4-19
8855	No. 5 Movie Columnists (9)	1-23		....
8856	No. 6 Behind the Mike (9)	2- 6		....
8857	No. 7 Holiday in Las Vegas (10)	3-13	+	4-19
8858	No. 8 My Pal Ringeye (10)	4-10		....
8859	No. 9 Famous Hollywood Mothers (10)	5- 1		....
	SPORT REELS			
8801	Army Football Champions (11)	9-19	+	11- 9
8802	Ten Pin Magic (10)	10-24	+	4-19
8803	Hi Li (9½)	11-21	+	4-19
8804	Best in Show Dogs (10)	12-12	+	5-10
8805	Polo (10)	1.30		....
8806	Cue Tricks (9)	2-20		....
8807	Tennis Wizards (9)	3-20		....
8808	Goofy Golf (..)	4-24		....
8809	Wrestling (9)	5-29		....
	THRILLS OF MUSIC			
8951	Jerry Wald & Orch. (10)	9-12	+	11-23
8952	Machito & Orch. (10½)	10-17	±	12-14
8953	Les Elgart & Orch. (10)	11-28	+	4-19
8954	Ray McKinley & Orch. (9½)	11-28	+	1-11
8955	Shorty Sherock & Orch. (8½)	1-23	±	5- 3
8956	Buddy Morrow & Orch. (9½)	2-27		....
8957	George Towne & Orch. (10)	3-27		....
8958	Ray Anthony & Orch. (10)	5-22		....
	SERIALS			
8120	Son of the Guardsman (15 Chapters)	10-24	±	10-19
8140	Jack Armstrong (15 Chapters)	2- 6	‡	2- 8
8160	The Vigilante (15 Chapters)	5-22		....

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	FITZPATRICK TRAVELTALKS (Technicolor)			
T-713	Land of Mayas (9)	1-26		....
T-714	Glimpses of Guatemala (8)	2- 9	+	2-16
T-715	Visiting Vera Cruz (10)	3-16	‡	2- 9
T-716	The Mission Trail (..)	4-13		....
T-717	Looking at London (10)	6- 1	+	6- 1
T-718	Over the Seas to Belfast (9)	8-31		....
T-811	Glimpses of California (9)	10-26	+	4-19
T-812	Calling on Costa Rica (10)	3-15	+	3-29
	MINIATURES			
M-783	Musical Masterpieces (10)	4-20	‡	4- 6
M-784	Bikini—The Atom Island (10)	6-15	+	6-15
	NEWS OF THE DAY (Released Twice Weekly)			
	SPECIALS			
A-702	Purity Squad (20)	11- 3	‡	10- 3
A-703	Traffic With the Devil (17)	8-31	‡	9-14
A-801	Luckiest Guy in the World (21)	1-25	±	2- 1
	TECHNICOLOR CARTOONS			
W-734	Lonesome Lenny (8)	3- 9	+	4- 6
W-737	The Hick Chick (7)	6-15		....
W-739	Northwest Hounded Police (8)	8- 3		....
W-831	Henpecked Hoboes (7)	10-26	‡	4-19
W-834	Hound Hunters (7)	4-12	‡	5-10
	TOM & JERRY CARTOONS (Technicolor)			
W-735	Springtime for Thomas (9)	3-30	+	4-13
W-736	The Milky Waif (7)	5-18	+	7- 1
W-738	Trap Happy (7)	6-29		....
W-740	Solid Serenade (8)	8-31		....
W-832	Cat Fishin' (8)	2-22	‡	4-19
W-833	Part Time Pal (8)	3-15	‡	5- 3
W-835	Cat Concerto (7)	4-26	‡	5-10
	PASSING PARADE			
K-775	Magic on a Stick (10)	1- 9	‡	2-16
K-776	Our Old Car (10)	5-11	‡	4- 6
K-871	A Really Important Person (10)	1-11	±	3-15
	PETE SMITH SPECIALTIES			
S-757	Fala at Hyde Park (9)	1-19	‡	1-26
S-758	Studio Visit (10)	5-11	+	7- 1
S-759	Equestrian Quiz (10)	5-18	‡	7- 1
S-760	Treasures From Trash (10)	6- 8	±	6- 1
S-851	Football Thrills No. 9 (9)	9- 7		....
S-852	Sure Cures (9)	11- 2		....
S-853	I Love My Husband But (9)	12- 7		....
S-854	Playing by Ear (10)	12-28	‡	1-25
S-855	Athletiquiz (9)	1-11	+	4-19
S-856	Diamond Demon (9)	2- 1	±	2-22
S-857	Early Sports Quiz (9)	3- 1	‡	4- 5
S-858	I Love My Wife But (9)	4-15	‡	4-12
S-859	Neighbor Pests (9)	5- 3	±	4-26

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	GEORGE PAL PUPPETOONS (Technicolor)			
U5-4	Together in the Weather (7)	5-24	‡	6- 8
U5-5	Jasper's Derby (8)	9-20	‡	5-18
U5-6	John Henry and the Inky Poo (7)	9- 6		....
U5-7	Jasper in a Jam (7)	10-18	‡	12-14
U5-8	Shoe Shine Jasper (7)	2-28	+	2-15
U6-1	Wilbur the Lion (10)	4-18		....
U6-2	Tubby the Tuba (10)	7-11		....
	GRANTLAND RICE SPORTLIGHTS			
R5- 8	Riding the Hickories (9)	5-17	+	7- 1
R5- 9	Birds Make Sport (9)	6-21	+	6-29
R5-10	Feminine Class (10)	7-19	+	7-20
R6- 1	Race Horses Are Born (9)	10- 4	±	10- 5
R6- 2	Dive Hi Champs (10)	10-11	‡	12-14
R6- 3	Queens of the Court (10)	11-15	+	1-18
R6- 4	Like Father, Like Son (10)	12-13		....
R6- 5	Jumping Jacks (9½)	1-10		....
R6- 6	Selling the Sun (10)	1-31		....
R6- 7	Under White Sails (9)	2-28		....
R6- 8	Iced Lightning (10)	4-18		....
R6- 9	Making the Varsity (10)	6-13		....
R6-10	Running the Hounds (10)	7-18		....
	LITTLE LULU (Technicolor)			
D5-3	Bored of Education (7)	7-26	±	5-18
D5-4	Chick and Double Chick (6)	8-16	±	7-27
D5-5	Musica-Lulu (7)	1-24	‡	2- 1
D5-6	Scout With the Gout, A (7)	3- 7	±	3-15
D6-1	Loose in the Caboose (8)	5-23	‡	5-10
D6-2	Cad and Caddie (7)	7-18		....
	MUSICAL PARADES (Technicolor)			
FF5-3	College Queen (19)	5-17	±	5-25
FF5-4	Tale of Two Cafes (18)	7- 5	+	7- 1
FF5-5	Double Rhythm (20)	8-23	+	7-20
FF5-6	Golden Slippers (17)	12-13	±	12-13
FF6-1	Sweet and Low (19)	3-28	±	4- 5
FF6-2	Champagne for Two (20)	6-13		....
	NOVELTOON (Technicolor)			
P5-2	Cheese Burglar (7)	5-17	+	4-13
P5-3	Old MacDonald Had a Farm (7)	6- 7	+	5-18
P5-4	Sheep Shape (7)	6-28	‡	7- 1
P5-5	Goal Rush (6)	9-27		....
P5-6	Sudden Fried Chicken (7)	10-18	+	12-28
P6-1	Spree for All (7)	10-18	+	10-26
P6-2	Stupidstitious Cat (7)	4-25	±	5-10
P6-3	The Enchanted Square (10)	5- 9	‡	5- 3
P6-4	Madhattan Island (..)	6-27		....
	PACEMAKERS			
K6-1	Brooklyn, I Love You (10)	10- 4	‡	11- 2
K6-2	Love in Tune (9½)	10-25	‡	11- 9
K6-3	Radio, Take It Away (11)	1-31	‡	4-19
K6-4	Try and Catch Me (9)	2-14	+	5-10
K6-5	Brains Can Be Beautiful (9)	5-30		....
	PARAMOUNT NEWS (Released Twice Weekly)			
	POPEYE CARTOONS (Technicolor)			
E5-3	Klondike Casanova (8)	5-31	+	5-25
E5-4	Peep in the Deep (7)	6- 7	‡	7- 1
E5-5	Rocket to Mars (6)	8- 9	+	6-29
E5-6	Rodeo Romeo (6)	8-16	+	7-20
E5-7	The Fistic Mystic (6)	2- 7	‡	11-30
E5-8	The Island Fling (7)	3-14	‡	12-21
E6-1	Abusement Park (7)	4-25	‡	5- 3
E6-2	I'll Be Ski-ing Ya (8)	6-13		....
	POPULAR SCIENCE (Color)			
J5-5	No. 5 (10)	6-21	+	6-29
J5-6	No. 6 (10)	8-16		....
J6-1	No. 1 (11)	11- 1	‡	12- 7
J6-2	The Sponge Divers (11)	1-17	±	4-19
J6-3	Air-Borne Pastures (11)	2-28		....
J6-4	Marine Miracles (10)	4- 4		....
J6-5	Moon Rockets (10)	6- 6		....
	SPEAKING OF ANIMALS			
Y5-5	The Lonesome Stranger (10)	6-14	+	6-29
Y5-6	Be Kind to Animals (10)	8-30		....
Y6-1	Stork Crazy (10)	10-18	±	1- 4
Y6-2	Pooch Parade (10)	12-27	+	3-22
Y6-3	In Country Life (9)	2-21	+	4-19
Y6-4	They're Not So Dumb (8)	3-28	+	5- 3
Y6-5	In Love (10)	5-30		....
	TWO-REEL SPECIAL			
T5-2	Don't Be a Sucker (18)	7- 4	‡	5-11
37	Two Decades of History (22½)	1- 4		....
	UNUSUAL OCCUPATIONS (Color)			
L5-4	No. 4 (10)	5-24	+	4-13
L5-5	No. 5 (10)	7-12	+	6-29
L5-6	No. 6 (10)	8-30		....
L6-1	No. 1 (10)	12-13	‡	11-23
L6-2	Swedish Glass Makers (10)	2-14		....
L6-3	G.I. Hobbies (11)	3-14	+	3-29
L6-4	The Stunt Girl (10)	5- 2		....

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	DISNEY CARTOONS (Technicolor)			
64,105	In Dutch (7)	5-10	‡	3- 9
64,106	Squatter's Rights (7)	6- 7	+	6-15
64,107	Donald's Double Trouble (7)	6-28	‡	7- 6
64,108	The Purloined Pup (7)	7-19	+	8-17
64,109	Wet Paint (7)	8- 9	+	9-17
64,110	Dumb Bell of the Yukon (7)	8-30	+	5-25
64,111	Lighthouse Keeping (7)	9-20	+	1-25
64,112	Bath Day (7)	10-11		....
64,113	Frank Duck Brings 'Em Back Alive (7)	11- 1	±	7-27
64,114	Double Dribble (7)	11-29	±	11-23
64,115	Pluto's Housewarming (7)	12-20	+	2-15
64,116	Figaro and Frankie (7)	2-27		....
64,117	Straight Shooters (6)	4-18		....
	EDGAR KENNEDY COMEDIES			
63,404	Wall Street Blues (17)	7-12	±	7-27
63,405	Motor Maniacs (18)	7-20	±	9-17
63,406	Noisy Neighbors (18)	9-20	+	10-12
73,401	I'll Build It Myself (15)	10-18	+	10-12
73,402	Do Or Diet (18)	2-10	±	4- 5
73,403	Social Terrors (18)	4-11		....
	RAY WHITLEY WESTERN MUSICALS			
73,501	Bar Buckaroos (16)	9- 6	±	11- 9
73,502	Cupid Rides the Range (18)	10-11		....
73,503	Bandits and Ballads (17)	11-15	±	11-16
73,504	Buckaroo Broadcast (18)	12-20	+	1- 4
	SPECIAL			
73,901	Football Highlights of 1946 (18)	12-10	+	12-21
	FLICKER FLASHBACKS			
74,201	No. 1 (9)	9-13		....
74,202	No. 2 (9)	10-25		....
74,203	No. 3 (8)	12- 6		....
74,204	No. 4 (10)	1-17	±	4-19
74,205	No. 5 (8)	2-28	±	4-19
74,206	No. 6 (9)	4-11	±	5-10
	HEADLINER REVIVALS			
53,201	Songs of the Colleges (15)	9- 8		....
63,201	The Derby Decade (22)	9-21		....
63,202	Russian Dressing (18)	11-23	∓	12-29
63,203	Twenty Girls and a Band (18)	1-18	+	2- 2
63,204	Sea Melody (19)	3-15	∓	4-13
63,205	Follow That Music (18)	1-31	±	2- 8
	LEON ERROL COMEDIES			
63,704	Twin Husbands (18)	5-10	+	6-15
63,705	I'll Take Milk (18)	7-19	+	7-27
63,706	Follow That Blonde (18)	9-27	±	9-28
73,701	Borrowed Blonde (15)	3- 7	−	3-22
73,702	Wife Tames Wolf (17)	3-28	±	4-12
	MUSICAL FEATURETTES			
73,201	Melody Time (18)	11-29	+	12-28
73,202	Follow That Music (18)	1-31		....
	PATHE NEWS (Released Twice Weekly)			
	PATHE SPORTSCOPE			
64,310	Aqua Queens (8)	5-17	+	6-15
64,311	Ben Hogan (8)	6-14	+	7- 6
64,312	Palmetto Quail (8)	7-12	+	8-24
64,313	Steeplechasers (8)	7-31	±	12- 7
74,301	Skating Lady (8)	8-30	‡	10-26
74,302	Hail Notre Dame (8)	10-18	±	12-28
74,303	Bowling Fever (9)	11-22	±	11-30
74,304	Kentucky Basketeers (8)	1-13	‡	1-11
74,305	College Climbers (8)	1-10	±	4-19
74,306	Ski Champion (8)	1-10	‡	5-10
74,307	Ice Skippers (8)	3- 7		....
74,308	Wild Turkey (8)	4- 4		....
74,309	Racing Sleuth (8)	5- 9		....
	THIS IS AMERICA			
63,107	No Place Like Home (16)	5- 3	‡	5-25
63,108	Panama (16)	5-31	±	6-15
63,109	Port of New York (16)	6-28	‡	7- 6
63,110	Courtship to Courthouse (16)	7-	+	8-17
63,111	Highway Mania (17)	8-23	‡	9-17
63,112	White House (17)	9-20	+	10- 5
63,113	Northern Rampart (17)	10-17	‡	11- 2
73,101	Beauty for Sale (17)	11-22	+	11-16
73,102	Germany Today (16)	12-13	‡	12-21
73,103	A Nation Is Born (17)	1-17	‡	2- 1
73,104	Campus Boom (16)	2- 7	‡	3- 8
73,105	San Francisco (16)	3- 7	‡	3-15
73,106	Forgotten Island (18)	4- 4	‡	4-26
73,107	Big Party (18)	5- 2		....

20th Century-Fox

Prod. No.	Title	Rel. Date	Rating	Rev'd.
DRIBBLE PUSS PARADE				
6902	Muscle Maulers (8)	5-31		....
7901	Monkey-Tone News (9)	1-17		....
7951	Fisherman's Nightmare (8)	5- 2	+	2-22
SPORTS				
7301	Football Fanfare (9)	8-23	+	9-14
7351	Winter Holiday (8)	9-27		....
7352	Summer Trails (8)	11- 8	±	5-10
7353	Playtime's Journey (8)	12-13		....
7302	Style of the Stars (10)	2- 7		....
7303	Tanbark Champion (8)	5-23		....
MOVIETONE NEWS (Released Twice Weekly)				
MARCH OF TIME				
	Vol. 12, No. 9 Wanted—More Homes! (20)	4-19	‡‡	4-20
	Vol. 12, No. 10 Tomorrow's Mexico (20)	5-17	‡‡	5-18
	Vol. 12, No. 11 Problem Drinkers (19)	6-14	‡‡	6-15
	Vol. 12, No. 12 The New France (19)	7-12	‡‡	7-20
	Vol. 12, No. 13 Atomic Power (19)	8- 9	+	8-10
	Vol. 13, No. 1 Is Everybody Happy? (17½)	9- 6		....
	Vol. 13, No. 2 World Food Problem (17)	10- 4	+	10-12
	Vol. 13, No. 3 The Soviet's Neighbor (17¾)	11- 1	+	11- 2
	Vol. 13, No. 4 The American Cop (18)	11-29	‡‡	11-30
	Vol. 13, No. 5 Nobody's Children (17)	12-27	‡‡	12-28
	Vol. 13, No. 6 Germany—Handle With Care (19)	1-24	+	1-25
	Vol. 13, No. 7 Fashion Means Business (18)	2-21	‡‡	2-22
	Vol. 13, No. 8 The Teachers' Crisis (16½)	3-21	‡‡	3-22
	Vol. 13, No. 9 Storm Over Britain (18)	4-18	‡‡	4-19
MOVIETONE ADVENTURES (Color)				
6259	Cradle of Liberty (8)	6-21		....
6260	Across the Great Divide (8)	7- 5		....
7251	Sons of Courage (8)	8- 2	+	10- 5
7252	Jamaica (8)	9-13		....
7253	Historic Capetown (8)	10-18		....
7254	Girl and Gags (8)	11-22	±	4-12
7201	Fantasy of Siam (8)	1- 3	+	1-18
7202	Royalty of the Range (9)	3- 7	+	4-19
7255	The Cape of Good Hope (8)	4-11	+	4-19
7256	Zululand (8)	6- 6	±	4-26
7257	Gardens of the Sea (..)	6-13		....
7258	Romance of the Fjords (..)	6-27		....
7203	Harvest of the Sea (9)	7- 4	+	5- 3
TERRY-TOONS (Technicolor)				
6515	Mighty Mouse in Throwing the Bull (7)	5- 3	+	5- 4
6516	Mighty Mouse in the Trojan Horse (7)	7-26	+	6- 8
6517	Dinky Finds a Home (7)	6- 7	±	7-20
6518	Mighty Mouse in the Johnstown Flood (7)	6-28	+	6- 8
6519	Gandy Goose in Peacetime Football (7)	7-19	‡‡	6- 8
6520	Gandy Goose in the Golden Hen (7)	5-24	±	4-27
7501	Mighty Mouse in Winning the West (7)	8-16	+	10-19
7502	The Tortoise Wins Again (7)	8-30		....
7503	Mighty Mouse in the Electronic Mouse Trap (7)	9- 6		....
7504	Mighty Mouse in the Jail Break (7)	9-20	+	9-21
7505	The Snow Man (7)	10-11		....
7506	The Housing Problem (7)	10-25		....
7507	Mighty Mouse in the Crackpot King (7)	11-15		....
7508	Talking Magpies in the Uninvited Pests (7)	11-29	+	2-15
7509	Mighty Mouse and the Hep Cat (7)	12- 6		....
7510	Beanstalk Jack (7)	12-20	±	5-10
7511	Mighty Mouse in Crying Wolf (7)	1-10		....
7512	The Talking Magpies in McDougal's Rest Farm (7)	1-31	‡‡	4-19
7513	Mighty Mouse in Dead End Cats (7)	2-14		....
7514	The Talking Magpies in Happy Go Lucky (7)	2-28	±	5-10
7515	Gandy Goose in Mexican Baseball (7)	3-14		....
7516	Mighty Mouse in Aladdin's Lamp (7)	3-28		....
7517	The Talking Magpies in Cat Trouble (7)	4-11		....
7518	Mighty Mouse in Sky Is Falling (7)	4-25		....
7519	Talking Magpies in the Intruder (7)	5- 9		....
7520	Mighty Mouse Meets Deadeye Dick (7)	5-30		....

Universal-International

Prod. No.	Title	Rel. Date	Rating	Rev'd.
ANSWER MAN SERIES				
2391	Answer Man No. 1 (10)	10-21	+	9-21
2392	No. 2 Nature's Atom Bomb (10)	12-30	+	1- 4
2393	No. 3 The Jungle Gangster (9)	3- 3	±	4-19
2394	No. 4 Red Fury (8)	3-24	±	5- 3
JUVENILE JURY SERIES				
2361	No. 1 (11)	12-16	+	2- 8
2362	No. 2 (10)	3-31	+	4-19
LANTZ CARTUNES (Technicolor)				
2321	Fair Weather Fiends (7)	11-18	‡‡	1-25
2322	Wacky Weed (7)	12-16	+	2-15
2323	Musical Moments (7)	2-24	‡‡	5- 3
2324	Smoked Hams (7)	4-28	±	5-10
2325	Coo-Coo Bird (7)	6- 9		....
2326	Overture to William Tell (7)	6-16		....
NAME BAND MUSICALS				
1308	Takin' the Breaks (15) Russ Morgan & Orch.	5-22	+	7- 1
1309	Banquet of Melody (15) Matty Malneck & Orch.	5-29	+	4-27
1310	Swingin' Down the Scale (15) Alvino Rey & Orch.	6-26	+	7- 1
1311	Breakin' It Down (15) Del Courtney & Orch.	8-28	+	6-17
2301	Frontier Frolic (15) Bob Wills & Orch.	10- 9	+	1- 4
2302	Champagne Music (15) Lawrence Welk & Orch.	11-20	‡‡	1-18
2303	Tumbleweed Tempos (16) Spade Cooley & Orch.	12- 4	±	2- 1
2304	Moonlight Melodies (15) Frankie Carle & Orch.	12-18	+	1-11
2305	Tex Beneke and the Glenn Miller Orch. (15)	3-26	‡‡	4-19
2306	Melody Maestro (15)	4- 2		....
2307	Tommy Tucker & Orch. (15)	4- 9		....
2308	Charlie Barnet & Orch. (15)	4-16		....
2309	Charlie Spivak & Orch. (15)	5-14		....
2310	Jitterumba (15)	6-25		....
PERSON-ODDITIES (Now Classified as VARIETY NEWS)				
SING AND BE HAPPY SERIES				
2381	Bit of Blarney (10)	9-30	+	10-26
2382	The Singing Barbers (9)	2-17	+	2-22
2383	Let's Sing a College Song (10)	4-14		....
2384	Let's Sing a Western Song (..)	5-19		....
SPECIAL FEATURETTES (2 REELS)				
1201	Tiny Terrors of the Timberlands (20)	6-26	‡‡	4- 6
UNIVERSAL NEWS (Released Twice Weekly)				
VARIETY VIEWS				
1349	Dog of the Seven Seas (9)	6-17	+	7- 6
1350	Magic Mineral (9)	7- 1	+	6- 1
1351	Mr. Chimp at Home (9)	8-12	±	7- 6
1352	Operation Holiday (9)	8-26	‡‡	10- 5
1353	Mr. Chimp to the Rescue (9)	8-26	±	11- 9
1354	Mr. Chimp on Vacation (10)	8-26	±	9-28
2341	Bear Facts (9)	2-24	+	4-19
2342	Pelican Pranks (9)	2-24	±	4-26
2343	Wild West Chimp (9)	3-17	±	5- 3
2344	Rhumba Holiday (9)	4-21	+	5-10
(Formerly PERSON-ODDITIES)				
1369	Scientifically Stung (9)	6-10	+	7- 1
1370	Lone Star Padre (9)	6-17		....
1371	Artist's Antics (9)	6-24	+	7- 6
1372	Picture Pioneer (9)	7- 1	+	7- 6
1373	Hobo Hound (9)	8-19	+	9-28
1374	Sampson Junior (9)	8-19	±	10-19
1375	Rural Rhapsody (9)	8-26	±	10-26
SERIALS				
1781-1793	The Scarlet Horseman 13 Chapters	1-22	‡‡	2-16
1881-1893	Lost City of the Jungle 13 Chapters	4-23	±	4-27
2581-2593	Mysterious Mr. M... 13 Chapters	7-23	+	8-10

Warner Bros.

Prod. No.	Title	Rel. Date	Rating	Rev'd.
BLUE RIBBON HIT PARADE (Technicolor)				
2310	Little Brother Rat (7)	6- 8	+	6-22
2311	Johnny Smith & Poker Huntas (7)	6-22	+	8-10
2312	Robin Hood Makes Good (7)	7- 6	+	8- 3
2313	Little Red Walking Hood (7)	8-17	±	9-14
3301	Fox Pop (7)	9-28	‡‡	10- 5
3302	Wacky Worm (7)	10-12	+	11- 9
3303	You're an Education (7)	10-26	+	11-16
3304	Have You Got Any Castles (7)	2- 1	‡‡	5- 3
3305	Pigs Is Pigs (7)	2-22	+	4-19
3306	Cat's Tale (7)	3-29	+	5-10
3307	Goofy Groceries (7)	4-19		....
BUGS BUNNY SPECIALS (Technicolor)				
2721	Hair Raising Hare (7)	5-25	‡‡	6- 1
2722	Acrobatty Bunny (7)	6-29	+	6-22
2723	Racketeer Rabbit (7)	9-14	‡‡	9-21
2724	Big Snooze (7)	10- 5	+	12-28
2725	Rhapsody Rabbit (7)	11- 9	‡‡	1- 4
2726	Hare Grows in Manhattan (7)	3-22		....
FEATURETTES				
3101	Okay for Sound (20)	9- 7	‡‡	7-20
3102	Minstrel Days (20)	11-30	‡‡	11-23
3103	Alice in Movieland (20)	12-21		....
3104	Dog in the Orchard (20)	1-11	‡‡	3-29
3105	Keystone Hotel (20)	2- 8	‡‡	4-12
3106	Remember When (20)	4- 5	+	5- 3
JOE McDOAKES COMEDIES				
3401	So You Want to Keep Your Hair (10)	12- 7	±	11-30
3402	So You Want to Play the Horses (10)	10- 5	‡‡	10-26
3403	So You Think You're a Nervous Wreck (10)	12-28	±	4- 5
3404	So You're Going to Be a Father (10)	5-10		....
MELODY MASTERS				
2609	Musical Memories (10)	7- 6		....
2610	Enric Madriguera & Orch. (10)	8-10	±	8-24
3601	Desi Arnaz & Band (10)	10-12		....
3602	Melody of Youth (10)	12-14	‡‡	4-19
3603	Big Time Revue (10)	1-25	+	3- 8
3604	Stan Kenton & Orch. (10)	2-22	±	4-19
3605	Vaudeville Revue (10)	4-12	±	5- 3
MERRIE MELODIES (Technicolor)				
2701	Kitty Kornered (7)	6- 8	+	6-22
2702	Hollywood Daffy (7)	6-22	+	6-22
2703	Eager Beaver (7)	7-13	±	8- 3
2704	Great Piggy Bank Robbery (7)	7-20	+	8-10
2705	Bacall to Arms (7)	8- 3	±	8-24
2706	Of Thee I Sting (7)	8-17	+	8-31
2707	Walky Talky Hawky (7)	8-31	‡‡	9-14
2708	Fair and Wormer (7)	9-28		....
2709	Mousmerized Cat (7)	10-19	‡‡	12-21
2710	Mouse Menace (7)	11- 2	±	12-14
2711	Roughly Squeaking (7)	11-23	±	4-19
2712	One Meat Brawl (7)	1-18	±	5-10
2713	Goofy Gophers (7)	1-25	‡‡	5-10
2714	Gay Anties (7)	2-15	±	4-19
2715	Scent-imental Over You (7)	3- 8		....
2716	Birth of a Notion (7)	4-12		....
2717	Tweetie Pie (7)	5- 3		....
2718	Rabbit Transit (7)	5-10		....
2719	Hobo Lobo (7)	5-17		....
SPECIALS (Technicolor)				
2005	South of Monterrey (20)	6- 1	‡‡	6-22
2006	Hawaiian Memories (20)	6-15	‡‡	5-25
2007	Down Singapore Way (20)	7-20	±	8- 3
2806	Adventures in South America (10)	8-10	±	8-31
2008	Men of Tomorrow (20)	8-24	‡‡	7- 6
TWO-REEL SPECIALS (Technicolor)				
3001	Cinderella's Feller (20)	9-21	±	9-21
3002	The Last Bomb (20)	11- 2	±	9-21
3003	A Boy and His Dog (20)	4-26	‡‡	4-26
3004	Saddle Up (20)	3- 1	+	5- 3
3005	Song of a Nation (20)	5-31		....
SPORTS PARADE				
2511	Beach Days (10)	7-13		....
2512	Ranch in White (10)	8- 3	±	8-31
2513	Dominion of Sports (10)	8-31	±	8-31
3501	King of the Everglades (10)	9-14	±	9-28
3502	Lazy Hunter (10)	10-26	±	12- 7
3503	Battle of Champs (10)	1-18	±	5- 3
3504	American Sports Album (10)	3- 8	+	3-22
3505	Let's Go Swimming (10)	1- 4	±	4-19
3506	Arrow Magic (10)	3-22	±	5-10
3507	Harness Racing (10)	5- 3		....
3508	Flying Sportsmen in Jamaica (10)	5-24		....
TECHNICOLOR ADVENTURES				
3801	Star Spangled City (10)	10-19	‡‡	11- 2
3802	Rubber River (10)	11-16	±	12-14
3803	Kingdom of the Wild (10)	3-15	+	4-19

Miscellaneous

Republic

SERIALS

584	The Crimson Ghost 12 Chapters	10-26		....
691	Son of Zorro 13 Chapters	1-18		....
692	Jungle Girl (rerelease) 15 Chapters	4-19		....
	Jesse James Rides Again 13 Chapters	3-21		....
	The Black Widow 13 Chapters	6-10		....
	G-Men Never Forget 13 Chapters			....

United Artists

DAFFY DITTIES

...◎	The Lady Said No (8)	4-26	‡‡	4-27
...◎	Choo Choo Amigo (8)	7- 5	‡‡	7-20
...◎	Pepito's Serenade (10)	8-16	‡‡	9-14

LOEW MUSICOLOR

...◎	Toccata and Fugue (10)	10-15	‡‡	10-19

THE WORLD TODAY

...	Wonder Eye (10)	5-16		....

IN THE NEWSREELS

Movietone News, No. 72: High spot in the visit of President Aleman; president of France on tour of empire; Russian wives wait to joint British husbands; tornado wrecks town in northwest Missouri; Abbott and Costello open youth center; bathing fashions from Hollywood—don't leave men; Jet Pilot wins Kentucky Derby.

News of the Day, No. 270: Thrilling films of Kentucky Derby; inside Russia today; Aleman's triumphal tour; strength of Gibraltar; Lou Costello's youth center; bonnets good enough to eat.

Paramount News, No. 73: Aleman sees the sights; N. Y. C. pilot lands in traffic jam; fashion news—Chicago says it with hats; French president tours Africa; Kentucky Derby—Jet Pilot wins in photo finish.

Pathe News, No. 75: France's president in Dakar; sumptuous club for Red army; N. Y. cheers President Aleman; the Kentucky Derby.

Universal News, No. 36: Record crowds see Jet Pilot win Kentucky Derby; Mexican president continues tour of U.S.; President Auriol tours French colonial possessions; Los Angeles youth center opened by Abbott and Costello; sugar cake millinery novelties in Chicago.

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Movietone News, No. 73: May day in Europe and Japan; African natives dance for French president; British royal family sails for home; scientists sail on raft from Peru to Tahiti; radar safety device tested by Howard Hughes; French seaplane giant; navy awards citations to motion picture theatre officials; fashions in furs; auto Grand Prix; yachting regatta.

News of the Day, No. 271: New radar of Howard Hughes gives airliners seeing eye; miracle healer rushed to U.S. from Cairo to save millionaire; Palestine prison blasted—British in big man hunt; May day film reports from around the world; personalities in the news—Argentina; hospitalized navy vets design snappy hats.

Paramount News, No. 74: New airliner safety through radar; theatre officials honored; 6 men on a raft; President Peron hailed at wine festival; India—Mountbatten visits throttled areas; May day around the world.

Pathe News, No. 76: Royalty ends South African tour; raft on 5,000-mile sail; dance strikers in Congo line; May day pardes around the world; healer flies to aid; steeple jacks repair tower; Ranier race for silver skis.

Universal News, No. 37: Radar device aids blind flying; May day celebrations in Moscow and Trieste; modern explorers set out in small raft to sail Pacific; African natives perform for French president Auriol; mermaids test waterproof hairdos in L. A.; theatre officials receive certificates of merit; porpoise roundup in Florida.

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All American News, Vol. 5, No. 238: Elk's lodge chapter in Chattanooga, Tenn., puts on a parade; Cecil Rowlette, brilliant Negro lawyer in Detroit; drive for Negro college funds in Chicago area; first Negro graduate from Swathmore college in Philadelphia; Negro American League baseball season opens.

Movie Columnists

Col (Screen Snapshots, No. 5) 9 Mins.

Interesting. The reel features shots of widely read Hollywood columnists and critics. Shown are Hedda Hopper, Edwin Schallert, Harrison Carrol, Jimmie Fidler, Virginia Payne, Florabelle Muir, Walter Ramsay, Louella Parsons and her daughter, Harriet, Grace Fisher, Erskine Johnson, Virginia Wright, Len Weisman, Sidney Skolsky, David Hanna, Joyce Moss and others.

Behind the Mike

Col (Screen Snapshots, No. 6) 9 Mins.

Entertaining. Audiences should enjoy informal shots of the nation's leading radio announcers. There is a lot of curiosity among radio listeners to see these famous "voices." Shown are Wendell and Ken Niles, Jim Ameche, Ken Carpenter, Ben Grauer, Harlow Wilcox, Ed Herlihy, Gene Baker, James Wallington, Bill Goodwin, Ford Pearson, Ford Bond, John Reed King, Howard Petrie, Lyle Van and others.

Polo

Col (Sports Reel) 10 Mins.

Very good. Exciting action shots of polo, as it is played by experts, should prove to the public that it is a game requiring unusual stamina and skill. Cecil Smith, top-ranking polo star, demonstrates how polo ponies are trained. Closing shots feature a thrilling match between the leading teams of the U.S. and Mexico.

Air-Borne Pastures

Para (Popular Science) 11 Mins.

Interesting. More informative than entertaining, this shows our government's efforts to reclaim the desert wastelands in America's southwest by scattering a hardy, newly developed grass seed from airplanes over the arid countryside. Shearing the Asiatic sheep herds of their valuable Karakul fur is also shown and, to make housewives envious, the short closes with glimpses of an ultra-modern kitchen with its marvelous new gadgets to cut hours of tedious work to mere minutes.

Like Father—Like Son

Para (Grantland Rice Sportlight) 10 Mins.

Very good. Shots of famous father-and-son teams should score well with family audiences. Five young American athletes are shown being trained by their dads. They include John B. Kelly jr., 19, expert oarsman who holds the present international title; 10-year-old Monty Montana jr., whose father has taught him the intricacies of trick-riding; Newton Perry jr., five, who is rapidly becoming as expert an underwater swimmer as his father; Arthur Thorner, 11, son of Hans Thorner, famous Swiss-American ski champion, and Dennis Wilhelm, 12-year-old archery champion.

Under White Sails

Para (Grantland Rice Sportlight) 9 Mins.

Very good. Even if your community is miles from the sea or a large lake, patrons will enjoy these shots of graceful sailboats in action. The footage was photographed at the Noronton Yacht Club, Conn.; the Larchmont and New York Yacht Clubs, N. Y.; and in Buzzards Bay, off the Massachusetts coast.

Wilbur the Lion

Para (Puppetoon) 10 Mins.

Good. Wilbur, the veteran circus lion, is retiring to his home in darkest Africa. On arrival, he finds his friends resent his past successes and ignore him. Wilbur is miserable, until he allows himself to be recaptured by a band of hunters, who turn him over to the circus. Wilbur is happy once more, and outdoes himself performing juggling tricks for the circus audience.

The Big Party

RKO (This Is America) 18 Mins.

Good. This colorful and interesting short will give stay-at-home patrons the vicarious thrill of a trip to New Orleans during the fabulous Mardi Gras period. For the three weeks just prior to the start of the Lenten season, the city really lets itself go and the natives indulge themselves by dressing up in carnival costumes and frolicking in the streets. The camera catches some unusual shots of the street parades, the merrymakers at play and the brilliant tableaux-balls in the big hotels.

Ice Skippers

RKO (Sportscope) 8 Mins.

Good. Thrilling scenes of iceboating on Lake Winnebago, Wis., offer several exciting moments. The sport requires skill and a lack of concern over personal safety. There are scenes of iceboat races, with frequent spills adding to the excitement.

In Room 303

RKO (Leon Errol Comedy) 17 Mins.

Good. That always-reliable rubber-legged comedian, Leon Errol, squeezes as many laughs as possible out of the foolish and familiar farce material in this two-reeler. After some misunderstanding about a blond who is seen dining with his engaged son, Errol tries to buy her off with a mink coat and then is forced to dodge in and out of closets and behind sofas in an attempt to get it back.

Straight Shooters

RKO (Disney Cartoon) 6 Mins.

Good. Typical Disney cartoon material in which Donald Duck and his three mischievous nephews run wild in a carnival shooting gallery. Donald, who is having very little success as a barker, entices his nephews to try their luck. They break the clay pipes but are disappointed at the small boxes of candy as prizes. After they play all manner of tricks on Donald, he finds himself being dunked in the tank as the cartoon ends.

Playtime's Journey

20th-Fox (Movietone Sports Review) 8 Mins.

Fair. A series of sports events described by Mel Allen which is similar to many recent shorts on the same subjects. However, the Technicolor camera gets some beautiful shots of a summertime visit to the Palomino farm of William H. Hill in Sellersville, Pa., and the wide open spaces at Jackson's Hole, in Wyoming, the one place where America's fast-vanishing buffalo still roam. The short finishes with some exciting views of the famous Engen Brothers skiing in the snow-packed hills of Utah.

The Russians Nobody Knows

20th-Fox (March of Time) 19 Mins.

Interesting. The 1,697 feet of film in this latest March of Time short were selected from the 15,000 feet shot by an official UNRRA cameraman in the Ukraine last year. In accordance with UNRRA's agreement with Russia, the pictures were uncensored. Anyone who expects to find any sensational developments in this film journey behind the so-called "Iron Curtain" will be disappointed. It is a mild, matter-of-fact account of the Russians' efforts to rehabilitate their war-torn land. There is great stress on the valuable aid given by UNRRA to the Russians. There are shots of people at work, at school, at church and at their election polls. There is an over-all impression that it will take Russia a long time to recuperate from her war losses.

Wonder-Eye

UA (The World Today) 10 Mins.

Excellent. A fascinating study of natural and man-made wonders as seen by a trick-playing camera which travels from beneath the earth's surface for a glimpse of the famous sewers of Paris to stratospheric heights where it catches glowing jets of gas blasted more than 100,000 miles into space. In one sequence, the six-week battle between two plants is concentrated into 60 seconds which show the plant's violent traits. In another, the X-ray camera shows tea sips entering and going through a woman's body as she swallows.

Charlie Spivak & His Orch.

U-I (Name Band Musical) 15 Mins.

Very good. Aided by the Stardreamers, vocal quintet, Charlie Spivak and the band provide solid entertainment. The feminine members of the quintet, Margaret Savage and Jeanne Blanche, add interest. They sing "No, No Nora," "K-K-K-Katy" and "Toot, Toot, Tootsie," inviting the audience to join. "It's My Lazy Day" is sung by Rusty Nichols in an amusing manner.

The Coo-Coo Bird

U-I (Walt Lantz Cartune) 7 Mins.

Fair. Woody Woodpecker sets out to get a good night's sleep before going quail hunting. He is annoyed by a flashing neon sign, but when he ties the window shade to a radiator the shade snaps up and tears the radiator from its mooring. All is serene until a cuckoo bird in a clock begins screaming at Woody's ear. He tries to sleep on an automatic folding table, but the table collapses and finally runs off with Woody.

Let's Sing a Western Song

U-I (Sing and Be Happy) 10 Mins.

Good. The Gordonaires of Fred Waring's Pennsylvanians sing "Deep in the Heart of Texas," "Wagon Wheels," "Red River Valley" and "Home on the Range." The music and harmonizing are soothing. The lyrics are flashed on the screen against beautiful western scenes.

Goofy Groceries

WB (Blue Ribbon Cartoon) 7 Mins.

Good. A novel Technicolor cartoon which shows the various cans and packages of the regular products on a grocery shelf coming to life and cutting up outrageously. A ferocious inmate of a box of animal crackers breaks loose and almost succeeds in totally destroying his neighbors but he is finally overcome by the clever gag tricks of the threatened victims.

Harness Racing

WB (Sports Parade) 10 Mins.

Good. This Technicolor short traces the career of the "standard bred" horse from his vigorous hours of training to the big day of the race. Many of these superb horses trace their ancestry back to Hambletonian, a great sire of a century ago. Highlight of the film is the Western Harness Racing Ass'n grand circuit meet at the Santa Anita racetrack in California and the camera gets some vivid and exciting shots of the sulky races.

Scent-Imental Over You

WB (Merrie Melodies) 7 Mins.

Good. An amusing cartoon which has the high-toned dogs in the Fifth Avenue fashion parade showing off their fine fur coats. One tiny hairless pup decides to borrow a skunk pelt and then can't understand why everyone shuns her. However, a real skunk spies her and turns wolf to the point of pursuing the frightened pup to a tree-trunk lair.

They Won't Believe Me F

Drama

RKO Radio (——) 95 Minutes Rel. ————

Slick and brittle, with an emotional wallop that will have the customers tense with interest and suspense, is this entry in the cycle of new-technique crime pictures which has been in vogue since "Double Indemnity." In fact, the picture gives a new twist to that new twist and resultantly rates high among the best of its ilk that have preceded it. Such inherent worth, plus the fact that there are top names for the marquee, seems gold-edged assurance of plenty of business and plenty of praise from both critics and customers. Produced by Joan Harrison, one of the trade's few femme picture makers, the film is solidly mounted while Irving Pichel's experienced direction keeps the engrossing plot moving at just the right tempo to accent its suspenseful and climactic sequences. Given such generalship and a cleverly contrived script, the cast of sterling performers could not escape splendid delineations.

Robert Young, Susan Hayward, Jane Greer, Rita Johnson, Tom Powers, George Tyne, Don Beddoe, Frank Ferguson.

The Woman on the Beach F

Drama

RKO Radio (——) 71 Minutes Rel. ————

If this one is successful in holding the interest of rank-and-file buyers it probably will be because they are too busy trying to figure out what it's all about to let their thoughts wander elsewhere. Befuddled screenplay apparently was making a pass at character study and soul searching, but the picture never does make clear whose character is being analyzed and whose soul is being surveyed. Adding to the confusion which preceding sequences establish is an abrupt and entirely inexplicable ending. Nor will the picture's general appeal be enhanced by the fact that none of the three top characters is a likable or sympathetic person. The picture is unqualified for the top billing its cast indicates. The story concerns a blind former artist, his wife who hates him and the attempts of her lover to prove that he is not sightless. Directed by Jean Renoir.

Joan Bennett, Robert Ryan, Charles Bickford, Nan Leslie, Walter Sande, Irene Ryan, Glenn Vernon, Frank Darien.

Desperate F

Melodrama

RKO Radio (——) 73 Minutes Rel. ————

Usually reliable as an exciting, suspenseful motion picture is the tried-and-true manhunt, which has been utilized in several recent releases. Herein it is again employed and with much effectiveness, considering the budgetary and cast limitations of the film. Resultantly, the offering will add luster to any double bill and it will not be a mistake to put it on the top of the program in subsequent situations which accent action pictures. Performances generally are competent and convincing with top honors going to Raymond Burr as a particularly menacing heavy. A newlywed and thoroughly honest truck operator gets embroiled with mobsters who commandeer his truck for a fur robbery. How he and his trusting wife flee from the police and the vengeful gang chief until his innocence can be proven supplies most of the plot and action. Directed by Anthony Mann.

Steve Brodie, Audrey Long, Raymond Burr, Douglas Fowley, William Challee, Jason Robards, Freddie Steele.

Accomplice F

Mystery Drama

PRC Pictures (605) 68 Minutes Rel. ————

Another stereotyped answer to the demand for exciting mystery films that move fast enough to keep the dual customers interested. This can go on the lower half even in de luxe houses. Richard Arlen in his role as "Simon Lash, private detective," is roused from his book-browsing hobby, proving most of history wrong, by a call from a former sweetheart, Veda Ann Borg. Her banker husband has disappeared, she says. The rest of the picture concerns the search for this husband, unearths a couple of murders, exposes Veda's duplicity, and leads to a huge castle in the middle of the Mojave desert run by a fantastic old codger as a crook's hideout. Some comedy is provided by Tom Dugan as Lash's stooge, Eddie, and by Earle Hodgins, combination crook and town marshal and nephew of the castle owner. Good scenic photograph. Walter Colmes directed.

Richard Arlen, Veda Ann Borg, Tom Dugan, Michael Branden, Marjorie Manners, Earle Hodgins, Francis Ford.

Cynthia F

Comedy

MGM (——) 102 Minutes Rel. ————

Economists are agreed that America's greatness lies in the fact that its population is dominantly comprised of middle-class families. Such statistics, plus a glance at the success of similar earlier films, promise that there will be a limitless and praise-shouting market for this screen version of Vina Delmar's stageplay, "The Rich, Full Life." Unstintingly produced, limned and dialoged with flawless fidelity to atmosphere and circa, and magnificently enacted, it is the typical story of the fears, frustrations, problems and—in greater numbers—the joys, loves and kindnesses of the average American small town family. It is a prime example of the escapist entertainment about which so much is said and too little done, with nary an iota of message or preachment despite its complete authenticity of detail. That it will be up front among the season's hits seems a certainty. Directed by Robert Z. Leonard.

Elizabeth Taylor, George Murphy, S. Z. Sakall, Mary Astor, Gene Lockhart, Spring Byington, James Lydon.

The Trouble With Women F

Comedy

Paramount (——) 80 Minutes Rel. ————

An amusing and inconsequential farce comedy which will satisfy entertainment-minded patrons. Ray Milland seems wasted in the broadly drawn character of a mild-mannered college professor, but his name draw, added to that of Teresa Wright and Brian Donlevy, should insure above-average grosses generally. Many of the situations are improbable and repetitious and Director Sidney Lanfield frequently resorts to slapstick antics to get laughs. The bright and witty dialog is the picture's outstanding feature. The pretty girl reporter on a college town newspaper is assigned to interview the new professor of psychology whose book, "Subjugation of Women," says that most women like men to order them about. By using her feminine charms and by enrolling in his class, the girl captures the professor's interest until he learns that she is responsible for the articles.

Ray Milland, Teresa Wright, Brian Donlevy, Rose Hobart, Rhys Williams, Frank Faylen, Iris Adrian, Lewis Russell.

Northwest Outpost F

Musical Drama

Republic (——) 91 Minutes Rel. ————

Romance, music, Russian court intrigue and comedy combined with a western theme, plus a substantial cast offers wide appeal. Nelson Eddy returns to the screen after an absence of several years. Rudolf Friml's musical score, and songs by the American GI Chorus should draw classical music enthusiasts. There are several melodic duets by Eddy and beautiful Ilona Massey. Few elements of screen entertainment are omitted, with rapid changes of pace from romantic, to comic, to hectic chases. The ladies sport lavish costumes. In the early 1800s Miss Massey arrives at Ft. Ross, Russian-held outpost in California, to free her husband, Joseph Schildkraut, from a penal colony. He threatens to betray her father's plot against the czar. She and Eddy fall in love. Schildkraut is killed. Allan Dwan directed.

Nelson Eddy, Ilona Massey, Joseph Schildkraut, Elsa Lanchester, Hugo Haas, Lenore Ulric, Peter Whitney.

Killer Dill F

Comedy

Screen Guild (——) 72 Minutes Rel. ————

Without getting too far away from the action material which thrives in SG's natural market, Producer Max King's initial addition to that company's product lineup is first a satirical comedy but at the same time has plenty of derring-do, albeit of tongue-in-cheek variety. The offering is a broad burlesque of gangster epics of the lawless days when prohibition was on the law books of the land, if not in the hearts of its citizenry. There are plenty of laughs stemming from the basic situation which has a milquetoast lingerie salesman suddenly catapulted into the position of a public enemy. Stuart Erwin, in his first screen appearance of many months, gives the title role a fine-grained interpretation and the remainder of the cast is sufficiently name-heavy and competent to add materially to the picture's many other assets which make the film a sterling companion piece. Directed by Lewis D. Collins.

Stuart Erwin, Anne Gwynne, Frank Albertson, Mike Mazurki, Milburn Stone, Dorothy Granger, Anthony Warde.

EXPLOITIPS

Suggestions for Selling; Adlines for Newspaper and Programs

SELLING ANGLES: **"Cynthia"**

Through the newspaper or a contest pick the most typical average American family in your community and use them as the nucleus of your campaign—prizes from merchants, personal appearances, etc. Countless tieups are possible with merchants serving the junior miss—most especially clothes. For street ballyhoo organize a parade of high school kids' jalopies with prizes to the owners who have the most humorous inscriptions on the cars.

CATCHLINES:

You'll Hold Your Sides—But Have a Handkerchief Ready for That Occasional Tear That Will Be Shed Over the Plight of Cynthia With Whom the Whole Wide Country Will Fall in Love.

The Youthful, Gay, Delightful and Delirious Story of an Ugly Duckling Whom They Tried to Make a Hypochondriac But Who Wound Up As Belle of the Ball . . . A Brand New Star, With a Brand New Love, in a Brand New Hit.

SELLING ANGLES: **"The Trouble With Women"**

Stress the fact that this farce comedy is a change of pace for Ray Milland by using blowups of him as the bespectacled, milquetoast professor. Teresa Wright is also a big marquee name since her appearance in "The Best Years of Our Lives." The title lends itself to tieups with local department stores or dress shops, etc., using dress stills of Teresa Wright on ads or window cards, reading: "The Trouble With Women" Is That They Don't Buy Their Clothes or Accessories at.....

CATCHLINES:

He Was a Professor of Psychology but a Pretty Newspaper Girl Taught Him All About Love . . . He Came Out From Behind His Books to Find That the Outside World Was Full of Love and Laughter . . . When He Took Off His Glasses She Saw the Devil in His Eye.

"The Lost Weekend" Guy and "The Best Years" Gal Tangle in Some Merry Romantic Mixups . . . Watch Out When the Mild-Mannered Worm Turns and Becomes a Battling He-Man.

SELLING ANGLES: **"Northwest Outpost"**

Though this is Eddy's first picture in some time his popularity has been sustained by his recent radio program and through record sales. Rudolf Friml music tieups and the theme, "Hear Nelson Eddy's Golden Voice Again," should draw the musical crowd. For juveniles and action fans the western elements may be played up. Tieups with history teachers on the early Russian settlement in California are indicated. The cast carries sufficient weight to be backed by ads and exploitation for top weekend playing time.

CATCHLINES:

Wild Adventure in a Lonely Wilderness Outpost . . . Russian Exiles Condemned to Living Death . . . You'll Thrill to Nelson Eddy's Voice . . . The American GI Chorus Sings Rudolf Friml's Glorious Music.

Her Flashing Beauty Brought Men to Her Feet . . . Nelson Eddy and Ilona Massey in an Unforgettable Adventure . . . Your Heart Will Sing to the Glory of Their Love and Music.

SELLING ANGLES: **"Killer Dill"**

A lingerie style show is featured in the picture. Try to get a local merchant to stage one at your theatre; or, at least, plant stills in windows of women's and specialty shops. In the lobby erect an outsize salesman's sample trunk. Have the door open to show the lingerie hanging inside and from beneath it have extending the legs of a supposedly murdered man. Stress fact it's Stu Erwin's comeback film.

CATCHLINES:

Dame Trouble Was His Only Care Until a Murder Rap Made Him Public Enemy No. 21, Who Wouldn't Kill an Anemic Mosquito . . . Wanted by the Cops, Wanted by the Rival Gang but Not Wanted by the Only Gal He Wanted.

It's Murder, and the Lethal Weapon Is a Continuous Belly Laugh . . . When Mr. Milquetoast Decides He Has to Be Rough and Tough to Get a Tumble From the Femmes the Mobsters Run for Cover . . . Corset Cover.

SELLING ANGLES: **"They Won't Believe Me"**

In the lobby have blowups of the women whom Robert Young, as Larry Ballantine the playboy stock broker, betrayed tacked on a board which is headlined—"He Wrecked Their Lives—Which One Wrecked Him?" Start a contest for the best written article, "They Won't Believe Me," about experiences people have had where no one would believe their story. Publish the winning article in the local newspaper. Do a radio "man on the street" interview with pedestrians, asking them to pass on Ballantine's guilt.

CATCHLINES:

He Was a Bad Husband . . . A Bad Citizen . . . He Violated a Dozen Moral Laws . . . He Lied . . . He Cheated . . . He Betrayed Those Who Loved Him—But Did He Commit Murder? Whose Body Was Found in the Lake—His Wife's or the Other Woman in His Misspent Life?

Women Could Not Resist His Fatal Fascination . . . He Ruined Their Lives, But They Loved Him . . . A Jury Found Him Innocent of Murder But Fate and His Conscience Doomed Him.

SELLING ANGLES: **"The Woman on the Beach"**

While the plot doesn't indicate it, a tieup on bathing suits is possible because of the title: "You'll Be the Smartest Woman on the Beach in a Blank Bathing Suit." Offer prizes for the longest list of historic triangles that brought tragedies. Paintings play a major part in the story which should rate displays in windows of art stores. Send a shapely gal in scanty bathing suit through the streets carrying a beach umbrella with billing.

CATCHLINES:

For Years This Ravishingly Beautiful Wife and the Husband She Had Blinded Lived in a Strange State of Excitement . . . Tender One Moment, Unbelievably Brutal the Next . . . Living in Eternal Darkness, He Refused to Release the Woman Whose Beauty He Could Still Envision as His Only Reason for Living.

Held by a Sense of Loyalty and Guilt She Was Wasting Her Youth in a Man-Made Hell of Remorse.

SELLING ANGLES: **"Desperate"**

Because a man is being hunted all through the picture, send an employe out on the street, having him stop people and ask them "Do You Know Where Steve Is?" and then hand out cards carrying theatre advertising. Tiein with merchants and plant signs reading "You'll Never Be 'Desperate' When Company Arrives Unexpectedly If You Trade at Blanks." Rig up an imitation electric chair in one corner of the lobby and invite people to sit in it.

CATCHLINES:

Hard-Boiled Realism That Makes You Gasp—the Savage Drama of the Coldest Killer Who Stalks His Prey Relentlessly . . . Framed by a Gang of Brutal Thieves . . . He Was Hunted, Hounded, Shot at and Waylaid From Hideout to Hideout . . . He Wanted to Protect His Wife and by So Doing Led a Life of Endless Pursuit.

Fear Ran Rampant Through His Waking and Sleeping Hours . . . For the Killers Were on the Move . . . To Make His Wife Pay for a Murder He Did Not Commit!

SELLING ANGLES: **"Accomplice"**

As with most other mysteries, the things to stress are the exciting episodes which make for thrills and suspense. In this instance, use stills of two motor cars speeding up and down the mountain passes and around break-neck curves. Also of the embattled desert castle where criminals and the law shoot it out in dramatic fashion. Run teaser ads such as: "What is an 'Accomplice?' You'll find out at ..... Theatre Friday night."

CATCHLINES:

Racing Wheels . . . Bullet-Spitting Guns . . . Reawakened Romance . . . Wanted by the Law, Hunted by the Lawless . . . A Dangerous Woman Tries to Trap an Innocent Man.

A Detective in Love—With His Search for a Killer . . . Castle Hideout in the Desert Till the Heat Is Off . . . A Mad Dash for Freedom, a Wild Chase Over the Passes.

The Industry's Market for Purchase or Sale of Equipment, Theatres, Service

• Classified Ads 10c Per Word. Payable in Advance. Minimum $1.00. Display Rates on Request •

CLEARING HOUSE

GENERAL EQUIPMENT—USED

Heavy Duty blowers, ball-bearing equipped, 15,000 cfm to 50,000 cfm. Air washers, all sizes. Hydraulic drives two and four speed motors and controls. Immediate delivery. Dealers wanted. National Engineering and Mfg. Co., 213 W. 19th St., Kansas City, Mo.

For Sale: Two semiportable Simplex Projectors, 2M ft. Magazines, Amplifier and Speaker, $500. Good condition. Victory Theatre, Marcola, Ore.

Sell—pair WE 35mm projectors, 2,000 ft., 900W, 30V complete; transformers, amplifier $250 A&T, Wickes, Ark.

Victor 16mm sound projector, Model 40! New, factory-guaranteed. First check for $449 takes it. Charlie Poorman, Schuylkill Haven, Pa.

War surplus sound outfits. Sharp reductions. 16mm RCA $149.50; Reihowell, Ampro, Victor, DeVry, $195 up. Amproarc HI, $1,295. 35mm Holmes LI arc equipments, $1,295. DeVry HI theatre equipments, $2,495; rebuilt super Simplex RCA sound, $3,850; Simplex E7 ditto, $4,500. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

Fireproof booth shutters, 8 in sq., $7.97; 12x14 in., $10.95; General two unit H ticket machines, $99.50; Brenkert 50A HI rectifiers, $99.75; series O lenses, $2.95; rebuilt projectors, Century, Brenkert, Super Simplex, at low prices; Kliegel arcspot, 100 amps., $125; footlights, $14.50 section. Send for catalog. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

"As is" for sale, used theatre equipment: cooling, electric motors, projection, sound, popcorn machines. List furnished upon request. Malco Theatres, Inc., 207 Adams Ave., Memphis, Tenn.

Practically new pair Brenkert Standard Intensity Model E Lamps, 10¼ in. reflectors with Roth Actodector, 30/50 amp. generator, complete accessories, just overhauled; guaranteed. First check for $295 takes all. Best Theatre, Edinboro, Pa.

35mm and 16mm Sound Films and 16mm Sound Machines and other equipment. Send stamps for listings. Mertz Film Service, Springfield, Ill.

Will trade 35mm Sound Film for 16mm film. What have you? Box 32, Springfield, Ill.

Complete Powers equipment. Sound, projection, screen, in good shape. Edwards, Y2-3814. 211 So. Hampton, Dallas, Tex.

HELP WANTED

Wanted: Experienced theatre manager for permanent position. State age, experience, references, married or single. Hudson Theatre Co., Richmond, Ind.

Wanted: Experienced booker and buyer. State age, experience and recommendations. Location in Cleveland. Independent circuit. Excellent opportunity for young man seeking permanent connection. Write Box 2724, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Projectionist (small town). Must be cooperative. Milo DeHaven, Waterville, Ohio.

Excellent job for experienced theatre manager capable of handling towns with two or more theatres. Send applications and references to: Wallace Theatres Circuit, 2701 21st St., Lubbock, Tex.

Theatre Manager. Not afraid of work, in Missouri town of 20,000. Good salary and working conditions. See or write Ed Hartman, 130 W. 18th St., Kansas City, Mo.

POSITIONS WANTED

Projectionist desires connection in Carolinas. Other locations considered. Age 42. Sober, reliable. References. Available two weeks notice. Lucius Bateman, Stone Mountain, Ga.

Manager. Desires permanent connection with reliable Independent exhibitor or circuit. Experience, single and dependable. Any location in New Jersey. Excellent references. Write Box 2740, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

EQUIPMENT WANTED

Used 35mm portables. Charles Finger, 54 McEwen St., Warwick, N. Y.

SOUND EQUIPMENT

Late type RCA amplifiers, PA and soundfilm, $49.50 up; outdoor metal speakers, $3.95 up; closing out soundfilm amplifiers, $29.50 up; soundheads, $9.95 up; Western Electric 500 watt drive-in amplifiers, $295; new Multicellular Hifrequency horns, $75; 35mm sound projectors, $125 up; new theatre amplifiers, 10 watt, $77.50; 17 watt, $95. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

THEATRE PRINTING

Window Cards, 3-sheets, photo offet house programs, heralds, passes, etc. Cato Show Printing Co., Cato, New York, or Tribune Press, Fowler, Ind.

GENERAL EQUIPMENT—NEW

Poster Cases—Stainless steel, 40x65 glass size, equipped with cold cathode tube illumination around entire case. Immediate delivery. All other sizes, delivery in 10 days. Literature upon request. Ben B. Poblocki & Sons, 2159 South Kinnickinnic Ave., Milwaukee 7, Wis.

9x12 ft. silver perforated Lace & Grommet screen. At sacrifice price. Academy Film Service, 2300 Payne Ave., Cleveland, Ohio.

New "Victor 60" 16mm Sound Projector. Princeton Theatre, Princeton, Wis.

For Sale—325 new drive-in car speakers, 4-in. metal cabinets. Complete. Bargain. Box 241, Plattsburg, New York.

STUDIO EQUIPMENT

BH Eyemo turret camera, $395 less lens; Eyemo bombspotter cameras, $119.50 less lens; 35mm positive stock, $11.95 per M; BH Hispeed shuttles, $195; WE dynamic microphones, $39.50; Cine Kodak special camera, with 3 lenses and case, $695; New Bell & Howell sound printers, $3,250; Fresnellite studio spots, 2,000W, $67.50; new Mitchell 24V motors, $295; Neumade 16mm automatic film cleaners, $135; new 35mm film phonographs, $795. Send for latest stocklist. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

CONFECTIONS

Standard brand candy bars, $10.50 per carton. Also popcorn and seasoning F.O.B Chicago. Confection Distributing Co., 717 W. 119th St., Chicago 28, Ill. Phone COMmodore 1727.

POPCORN MACHINES

Burch—Manley—Cretors—Advances— All electric French fry types. Karmelkorn Equipment, 120 S. Halstead, Chicago 6, Ill.

Rebuilt Popcorn Machines for sale. Fully guaranteed. Price from $150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill.

Blevins is national headquarters for popcorn machines. Silver Stars, Super Stars, Corn Cribs. Old machines taken in trade. Blevins Popcorn Co., Nashville, Tenn.

Real Bargains used popcorn machines. Burch, Cretor, Advance, guaranteed. Poppers Supply, Box 838, Atlanta, Ga.

Star popcorn machines. All models. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo.

Lost concession lease. Sacrificing 10 Advance Cretor and Burch machines (reconditioned). Free supplies corn, seasoning, bags and salt when sold will pay for machine. Send for list. P. W. Littlejohn, Box 231, LaGrange, Ga.

Manley Lifetime Popcorn Machine, like new. Priced to sell, $385. Star Theatre, Natchez, Miss.

POPCORN SUPPLIES

Write for our special contract which guarantees you more profits and greater savings on all your popcorn and popcorn supplies. Blevins Bee Hive Popcorn Co., Nashville, Tenn.

Home of "Rush Hour" popcorn and popcorn supplies. Send for price list. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo. Established 1874.

Popcorn: It pops! Our customers have popped $133 out of one bag. Try it! Price f.o.b. $8.75. The Ohio Popcorn Co., Arcanum, Ohio.

For Sale: Karmel Korn outfit complete. Gas-fired dry popper. Copper kettle. Display table. Complete instructions. Sweet Shop, 103 E. North St., Marshall, Mo.

AIR CONDITIONING

For Sale: Cooling System—water washer and fan, fan motor 7½ H.P., fan blades, dia. 39 in., width blades, 34 in. Washer tank 7½ ft. x 42 inches, height of louvers—5 ft. 3 H.P. Fairbanks Morse motor and pump, all motors 220 volt. Fan and washer not assembled. Priced to sell quick, $750. J. P. Lannan, West Point, Neb.

Brand New. Never Out of the Crate. U.S. Airco Blower. 35,000 cfm, vertical discharge. One 7½ h.p. motor, 60 cycle, 3 phase, 220V, V-belt, hydraulic controls. $750. Hollywood Theatre, Eau Claire, Wis.

BUSINESS STIMULATORS

Bingo Cards, 100 or 75 number, $2.75 per M; lots of 10M or more, $2.50 per M. 100 number cards good for Keen-o game. Premium Products, 354 W. 44th St., New York City.

Comic books again available as premiums, giveaways at your kiddy shows. Large variety latest 48-page newsstand editions. Comics Premium Co., 412 Greenwich St., New York City.

Bingo with more action, $2.25 thousand cards. Also other games. Novelty Games Co., 1434 Bedford Ave., Brooklyn 16, N. Y.

THEATRES FOR SALE

Theatres in the northwest. America's frontier offers more living and business possibilities than any other section. You will thrill to this evergreen wonderland. Outdoor sports, pay rolls, industrial growth, everything. Investigate the northwest this summer, now. We will advise best routes, make hotel reservations and three full-time theatre salesmen will be at your service upon your arrival to personally conduct your inspection of the theatre of your choice. Many, many listings from which to choose from every section of this favored area. Contact us now and take advantage of our exclusive theatre brokerage service. Theatre Exchange Co., 217 Governor Bldg., Portland 4, Ore.

For Sale—5 small leased theatres around Norfolk, Portsmouth and Newport News, Va., exceptional opportunity for experienced operator. Box 2729, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

North Texas town 1,450. Well equipped. Only theatre. RCA, Century. 1947 Manley. Showing $10,000 yearly profit. Perfect lease. $12,500 down. Also very nice three bedroom home to theatre buyer, $4,000 with terms. Permanent retirement forces sale. Wonderful opportunity, invites thorough investigation. Box 2727, Boxoffice, 825 Van Brunt Blvd., K. C. 1, Mo.

Only Drive-In theatre southern city 52,000. $500 weekly profit. $20,000 down. Box 2730, 825 Van Brunt Blvd., Kansas City 1, Mo.

Only theatre southern New Mexico town 2,500. New building, equipment. Perfect climate. $23,000 handles. Arthur Leak, 3422 Kinmore, Dallas, Tex.

Small town, southwest Oklahoma; 175 seats portable equipment, good condition; operating 4 nites weekly; showing profit. Other business reason for selling. Price $4,000. Building rents reasonable. Jim Mote, Box 91, Sterling, Okla.

West Texas city, 17,000. 450 cushion seats. De luxe booth, RCA high lamps; action policy; continuous. Neglected. $10,500. Terms. Arthur Leak, 3422 Kinmore, Dallas, Tex.

Good Iowa town, 1,000 population. Building remodeled 2 years ago; 225 seats. Good returns for investment required, $16,000 takes all. Kenneth R. Hodges, Morning Sun, Iowa.

THEATRES WANTED

Sell Your Theatre Privately. Confidential correspondence invited. References. Arthur Leak, Theatres Exclusively. 3422 Kinmore, Dallas, Tex.

Lease Theatre, 400-600 seats with option to buy, New York City or vicinity. Tell all first letter. Box 1004, 1009 Fox Bldg., Detroit, Mich.

$150,000 will buy or lease your theatre. Will pay up to $150,000 for the lease or purchase of your theatre, regardless of climate or territory. Every reply will be contacted personally by our representative. Box 2716, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Veteran—Buy (cash) or lease theatres in Indiana, Kentucky, Illinois, Ohio. Box 172, Linton, Indiana.

Want profitable theatre noncompetitive town 2,500 up. Prefer eastern Kansas, western Missouri. Must be in good condition and stand rigid investigation. Reply with full details. Box 2741, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Oklahoma theatre wanted from owner. GI will invest $14,000. Box 2738, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Lease Theatre, 400-600 seats, with option to buy. Kansas City or vicinity. Private individual. Box 2739, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Want to buy good theatre in Minnesota. Box No. 2737, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

THEATRE TICKETS

Prompt Service—Special printed roll tickets, 100,000, $19.90; 10,000, $5.95; 2,000, $3.75. Each change in admission price including change in color, $2.50 extra; double numbering extra. Shipping charges paid to 1,000 miles. Cash with order. Kansas City Ticket Co., Dept. 9, 1819 Central, Kansas City, Mo.

MISCELLANEOUS

Glazit with Glazore. Cleans and glazes lacquered, enameled, varnished surfaces, metals, tile, glass, marble. Pints $1.50. Distributors wanted. Write for particulars. Harry S. Gans, 326 W. 44th St., New York 18.

SIGNS

Easy Way to Paint Signs. Use letter patterns. Avoid sloppy work and wasted time. No experience needed for expert work. Write for free samples. John Rahn, B-1329 Central Ave., Chicago 51, Ill.

THEATRE SEATING

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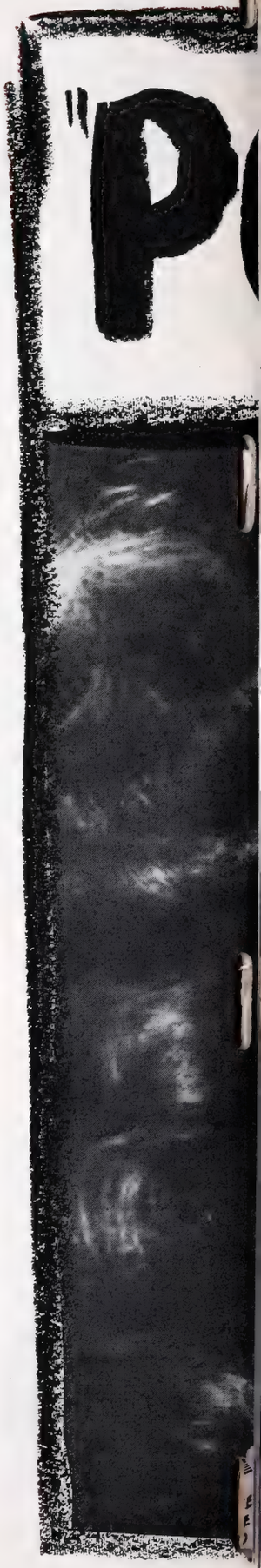
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THE NATIONAL FILM WEEKLY

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Published Every Saturday by
ASSOCIATED PUBLICATIONS

Editorial Offices: 9 Rockefeller Plaza, New York 20, N. Y.; Raymond Levy, General Manager; James M. Jerauld, Editor; A. J. Stocker, Eastern Representative. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."

Central Offices: 332 South Michigan Blvd., Chicago 4, Ill. J. Harry Toler, Editor Modern Theatre Section. Telephone WABash 4575.

Western Offices: 6404 Hollywood Blvd., Hollywood 28, Calif. Ivan Spear, Manager. Phone GLadstone 1186.

Washington Offices: 930 F Street, N. W. Lee L. Gaiiing, Manager. Telephone NAtional 3482. Filmrow: 932 New Jersey, N. W. Sara Young.

Publication Offices: 825 Van Brunt Blvd., Kansas City 1, Mo. Nathan Cohen, Associate Editor; Jesse Shlyen, Managing Editor; A. Jules Benedic, Field Editor; Morris Schlozman, Business Manager. Telephone CHestnut 7777.

Other Publications: BOXOFFICE BAROMETER, published in November as a section of BOXOFFICE; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—163 Walton, N. W., P. H. Savin.
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Entered as Second Class matter at Post Office, Kansas City, Mo. Sectional Edition, $2.00 per year; National Edition, $7.50

Vol. 51 No. 3
MAY 24, 1947

BOXOFFICE

SPREAD THE GOOD

RECOGNITION of the greater need for improved public relations endeavors on the part of the industry came from representatives of its various branches the early part of this monih. The occasion was the annual meeting of the Allied Independent Theatre Owners of Iowa and Nebraska at Omaha May 5, 6. First, Howard Brookings, president of that organization, stressed the need for "more publicity for the good work in this industry; less emphasis on the goings-on of the Hollywood colony, which, after all are no worse than the scandals of most communities, except that the world's spotlight is always on Hollywood."

Second, Harold Field, independent theatre operator with headquarters at Minneapolis, raised the point that "patronage is absolutely incidental to theatre operation," adding that "our (chief) business is one of public relations." Further he said, if there is community cooperation with the theatre, patronage takes care of itself. In this he referred not to the "big picture" days, but run-of-mill, 365-days-a-year operation. In Mr. Field's estimation good public relations calls for doing favors, not receiving them; taking an active part in local civic campaigns; keeping up properties, not letting them run down.

David Palfreyman, representing the Motion Picture Association; Leon J. Bamberger, RKO exhibitor relations head; and Maurice N. Wolf, of MGM exhibitor relations department, each touched upon different phases of public relations activities which complemented those points stressed by Messrs. Brookings and Field.

In summary, it would seem to be agreed that the exhibitor can be his own best public relations expert by making himself and his theatre important cogs in the community wheel. As for the rest of the industry, there's a very good point in Mr. Brooking's suggestion of more publicity for the GOOD work it does.

* *

New Patterns for Old

Out of the welter of big talk about big productions, it is refreshing to observe the remarks of Dore Schary, production chief of RKO, who has reiterated his view on the need for smaller, low-budget productions, sometimes referred to as B pictures. Mr. Schary, who has contributed some important big productions to the screen, earlier in his career demonstrated his success in dealing with small-budget programmers, not only from the standpoint of personal ability but from the point-of-view of their values as entertainment, as well as in their leading to the discovery and development of talent and new ideas. Experimentally, things can be done at low cost which

cannot be risked at high cost. And, let it not be forgotten, that many a designated B on the production schedule turns out to be an A attraction at the boxoffice.

Mr. Schary, having been a successful screen writer with a definite flair for the unusual in which he has successfully demonstrated that a "thinking" motion picture can also be one of entertainment, has ambitions for his company to shape new patterns rather than follow those set by others. That type of pattern-setting might serve to stimulate similar activity on other production lots, with the resultant achievement of a veering away from the stereotyping of story, character portrayals and all other earmarkings of sameness which have had a detrimental business effect.

Anything that will contribute to breaking up that cycle stigma which satiates public interest in certain types of plots will render a great service to the industry and to the public as well. Give the picturegoers too much of any one thing at one time and it not only kills their taste for that particular thing, it also kills their desire for the product as a whole. Better timing on the releasing schedules would seem to be the answer to that. But, even with the building up of huge backlogs of product during the war years, the timing has not been well applied.

Mr. Schary also had something to say about the heavy type of film that deals with violence for violence's sake, namely, that it is headed for oblivion. Gangster pictures, as such, would not bring on the public indignation, if they were not released all-in-a-bunch.

* *

Europe Bound

As you read this, we will be two days out on the Queen Elizabeth, headed for England and France. The purpose of our trip is to make a first-hand inspection of British and French film production, with a particular eye cast in the direction of the American market. We shall also look in on theatre operations in these countries in the hope of gleaning some helpful suggestions for exhibitors on this side of the Atlantic.

In our absence a group of industry leaders will pinch-hit for us in this space. These men, each representing a different segment of the industry, have selected their own subjects with which they will treat in their own individual ways. We are grateful to them for having accepted our invitation to serve as "Guest Editors" and we are confident that what each has to say will be of great interest to our readers.

Cheerio and au revoir!

Ben Shlyen

Pulse Beats

Ted R. Gamble to Appear At U.S. Tax Hearings

ATA chairman will testify on admission levy before house of representatives ways and means committee Wednesday, May 28; considering over-all tax revisions.

*

UA Partners Get Offer From S. H. Fabian

Proffer of presidency to exhibitor leader followed by his proposal to purchase Pickford-Chaplin shares, but it is reported they turned thumbs down.

*

Scophony Antitrust Trial Postponed Until Fall

Will await supreme court decision on U.S. appeal of dismissal of Scophony, Ltd., of Great Britain as a defendant; examination by General Precision off until June 9.

*

Warner Bros. Recognized For Aiding Education

Bergen Junior college, Teaneck, N. J., presents annual citation to Harry M., Jack L. and Albert Warner for educational shorts and features.

*

William Wyler Awarded AAF Legion of Merit

Lieut. Gen. Ira Eaker, army air forces commander, cites Hollywood director for "Memphis Belle" and service as motion picture director with the Eighth air force.

*

British Oppose MPA Move For Quota Extension Act

Various groups, including distributors, labor and government officials say present act is unworkable; proposal had been awarded by Eric Johnston.

*

Directors of MPA Discuss International Problems

Special session for policy talks held prior to westward hegira and dinner for J. Arthur Rank, and in advance of Brussels and Geneva gatherings.

*

Bernstein, Hitchcock Seek Releasing Deal on Coast

Heads of new Transatlantic Pictures Corp. leave New York Friday, May 23, to set major distribution for "Rope" and "Under Capricorn"; also seek studio space.

*

Louis Lewis Joins SRO In Overseas Position

Becomes financial supervisor after resigning as director and secretary of United Artists, London, after 12 years with the company to take Selznick post in Europe.

MORE SUMMER FARE IN SIGHT FOR THIS YEAR THAN IN 1946

Schedule Seven Reissues From May Through Aug.; None in Summer of '46

NEW YORK—Current speculation on possible price cutting, business recession and the amount and quality of forthcoming product has industry members keeping a vigilant eye on the boxoffice.

As far as product is concerned, exhibitors will find more films available this summer than during the warm months of 1946, according to tentative release schedules of the major companies. A total of seven reissues from MGM, Monogram, PRC and U-I will help pad out warm weather film fare during 1947. Between May and August of 1946 no reissues were included in the release schedules of any of the majors.

SOME LISTS INCOMPLETE

To date Columbia, PRC, RKO, UA, U-I and Warners have not completed their July and August listings. All pictures scheduled so far for this coming summer total 115, including "Duel in the Sun" from Selznick Releasing Organization. A total of 139 films was released by 11 companies between May and August last year.

There are 45 films listed for May release this year, compared to 33 available during May 1946. During May of last year MGM and PRC had no releases set. During this current month there are four MGM films and five PRC pictures available.

Most of the recent speculation has been concentrated on falling boxoffice revenues. There has been a noticeable lack of optimism across the country. Both exhibitors and distributors are warning of boxoffice declines. Neil Hellman, who operates houses in Albany and Troy, N. Y., said boxoffice receipts are 20 per cent lower than last year. A survey of theatre business by the Wall Street Journal indicates attendance has dropped from 7 to 35 per cent below 1946 levels. Carl Leserman, vice-president and sales head of Benedict Bogeaus Productions, apparently confirms this with the recent statement that there has been a pronounced decline in boxoffice receipts during the past six to eight weeks. He said this may be an indication of a national downward trend.

While some industry members warn of a slump, others insist good product is adequate insurance against a decline. They offer the assurance that a return to tried and true showmanship methods and more emphasis on exploitation will compensate for the post-war drop in buying power.

In line with this there is a growing national tendency toward the use of premiums and giveaways to stimulate business. A recent BOXOFFICE survey showed giveaways are being used most extensively in New England. Many theatremen appeared ready to start using premiums the moment business takes a serious dip.

MORE ADMISSION SLASHES

Admission cuts have been reported in New York, Oklahoma City and Milwaukee. The downward admission trend was tried first in New York several months ago when the Paramount Theatre slashed prices. Since then Fox Wisconsin Amusement Corp. has announced a 10-cent reduction in afternoon and late Saturday night admissions at three houses in downtown Milwaukee; the Criterion Theatre in Oklahoma City cut ticket prices about 20 per cent; the Astor Theatre, New York, reduced admission prices to "The Best Years of Our Lives" in anticipation of a "summer business slump"; United Artists cut prices on "Monsieur Verdoux" at the Broadway Theatre on April 16, five days after the picture opened, and dropped its reserved seat policy.

Shortly after President Truman's plea for lowered prices, Oscar Doob, general theatre executive for Loew's, said there was no prospect of admission cuts at the circuit houses. Some exhibitors echoed the sentiments expressed by Arthur M. Rapf, president of the Rapf & Ruden circuit, operating houses in New York and New Jersey. He said he would cut prices if the distributors cut theirs.

On the other hand there have been excellent gross reports from other quarters. "Duel in the Sun" scored highly satisfactory grosses in 47 day-and-date openings in the New York area during seven-day engagements. The following week the picture was given 11 move-over dates and five holdovers.

The Wall Street Journal quoted a Philadelphia exhibitor as follows: "People flock to good pictures . . . We are in the sixth week of 'The Best Years of Our Lives' and we're still packing them in. Our attendance the past six weeks has been running 40 per cent ahead of two months ago. Prior to that it was 20 per cent behind last year."

Reissues have been strongly criticized by several exhibitor groups. Some blame reissues for falling business. The Wall Street Journal quoted one exhibitor as attributing the estimated 15 per cent drop in theatre attendance in the area to revivals. "People just don't attend the second time," he said.

What seems to refute this theory are the gross reports from the Victoria Theatre, New York, on "The Jolson Story" (Col). The picture has completed a three-week run at the house. It was released for a second time in New York after completing the circuit of subsequent houses in the city and after seven weeks at the Radio City Music Hall last fall. Returns from other second release engagements in outlying communities also proved profitable.

SPEED UP PRODUCTION

Another fact that apparently softens the criticism of reissues is that Warners has booked 150 first run engagements for its combination reissue double bill, "The Sea Hawk" and "The Sea Wolf."

Reissues listed for this summer include MGM—"The Great Waltz"; Monogram—"Queen of the Yukon" and "Wolf Call"; PRC—"Corsican Brothers" and "International Lady"; U-I—"Magnificent Obsession" and "100 Men and a Girl."

The current talk of recession appears to have affected production. Shooting schedules are being speeded up to avoid wasted time and effort. U-I is carefully avoiding plunging lavish budgets on doubtful boxoffice attractions, according to the Wall Street Journal.

RKO recently completed shooting "Crossfire" in 22 days. According to the newspaper's survey this speedup in shooting time kept the picture budget to $500,000, "about half what might have been spent if it weren't such a speculative film."

Vogel Declines Offer To Become UA Chief

New York—Joseph R. Vogel, vice-president of Loew's, Inc., has turned down an offer to become president of United Artists. In a letter to Arnold Grant, attorney for UA and member of the board of directors, Vogel said, "Your offer is very tempting, I admit, but I have my heart and my obligation with Loew's, where I intend to remain." The UA bid to succeed Edward C. Raftery was made a few weeks ago.



JOSEPH R. VOGEL

Vogel has been connected with Loew's since 1911. During his early years with the organization he managed several theatres in New York. He was named vice-president of Loew's in 1941. He is general manager of the circuit outside of New York and the Capitol and Astor theatres here.

Van Nomikos Trust Suit Dismissed by Court

Chicago—The suit of five motion picture distributing companies against Van A. Nomikos, vice-president of Allied Theatres of Illinois, and operator of seven houses in the Chicago area, has been dismissed by Federal Judge Walter J. LaBuy for want of jurisdiction.

The suit had charged Nomikos had "under-reported" $2,000 in boxoffice receipts due the distributors on pictures placed in his theatres on a percentage basis. The suit was dismissed when Nomikos' attorney, Seymour Simon, explained the distributors since had examined the defendant's books and had found no basis for the suit.

Survey Indicates Theatre Receipts Dipping From Seven to 35 Per Cent

U-I Reverses Its Policy On Selling to Purdue

Indianapolis — Universal-International has reversed its decision to sell J. Arthur Rank product for exhibition at the Purdue university auditorium, following discussions between L. J. McGinley, sales manager for Prestige Pictures, and the executive board of the Associated Theatre Owners of Indiana.

The ruling now is that U-I will not sell product to tax-free institutions where it involves possible competition with regular exhibitors. The company at first had not viewed the situation as a competitive one, but apparently changed its policy during the consultations between McGinley and the AITO board.

EXHIBITOR DAMAGE CLAIMS HIT $14,785,000 IN 12-WEEK PERIOD

Ten Major Suits Are Filed; California Exhibitor Sues for $4,500,000

Antitrust suits against distributors and affiliated theatre circuits, filed since March 1, have asked for a total of $14,785,000 in damages—with the topper filed during the past week by Simon M. Lazarus, independent operator of theatres in the Los Angeles area. He asked $4,500,000 from 11 defendants in the heftiest motion picture antitrust suit ever filed in the southland.

Altogether, the records show that ten important suits have been filed with the federal courts from New England to California during the 12-week period. The complaints, for the most part, run in the same pattern — that alleged conspiracies between distributors and affiliated theatres and, in some instances, independent circuits, have deprived the plaintiff of product, forcing loss in earnings or the closing of exhibition properties.

AN INDIVIDUAL TWIST

The Lazarus suit, however, had an individual twist to the charges leveled at the distributors and two circuits. The exhibitor, who operates the Rialto and Ritz in South Pasadena and the Lyric and Monrovia in Monrovia, claims that after he leased the theatres he was refused films on an equitable basis and was made to enter into a joint operating pact with the South Theatre Corp. and Fox West Coast, under which he was to receive a salary and 49 per cent of the profits.

In his suit he seeks to collect treble damages on $500,000, which he alleges the defendants wrongfully obtained from him, and an additional $1,000,000 for damages to his business. Defendants include 20th-Fox, National Theatres, Fox West Coast Theatre, South Pasadena Theatres Corp., MGM, Paramount Pictures, Paramount Film Distributing Corp., RKO Pictures, Warners, Vitagraph, Columbia, Universal, Universal Film Exchange and United Artists.

SCHOENSTADT SUIT PENDS

In addition to the $14,785,000 in damage claims filed since March 1, distributors will be in court within the next several weeks in litigation involving another $7,200,000 in claims.

On June 9, the $6,750,000 suit filed by the Schoenstadt circuit against major distributors and affiliated circuits will get under way in Chicago. The suit is based on alleged losses in the Piccadilly Theatre during a five year period ending September 1943. On June 3, the distributors will be in court in Philadelphia, this time on the offensive—for a rehearing of the Goldman-Erlanger suit, in order to present new evidence. In their petition for a rehearing, the eight defendant distributors contended that William Goldman—who won a $450,000 damage suit—had failed to bid or negotiate for a number of films over a four-month period ending April 25 for exhibition at the Erlanger Theatre.

In the period since March 1, distributors also have settled two suits brought under provisions of the antitrust laws. In Greenwich, Conn., Edward Peskay, operator of the Pickwick Theatre, settled a $5,000,000 suit for a reported $225,000; while in Detroit, Joseph Miskini sr. and Joseph Miskini jr., who operate the Civic Theatre, settled their $1,200,000 suit out of court on a reported basis which provided improved clearances.

Review of suits entered on court records over the last 12 weeks shows this lineup of litigation, in addition to the Lazarus case:

State Amusements, Inc., operating the State Theatre in Bellows Falls, Vt., vs. Interstate Theatre Corp. and the Rockingham circuit and nine distributors. No damage figure named.

Shore Amusements, Inc., Milford, Del., vs. the "Big Eight" distributors, Republic, and the Schine circuit, $105,000 damages.

Brandon Community Theatre, Burlington, Vt., vs. ten distributors and four exhibitors, $1,400,000 damages.

David N. Green, operating the Beacon Theatre, Pittsburgh, vs. 15 distributing and theatre operating companies, $450,000 damages.

New Rio Theatre, Chicago, vs. ten distributors, Balaban and Katz Corp. and Warner Bros. Theatres, $1,200,000 damages.

Walter Reade, New Jersey operator, vs. all majors and four exhibition companies, $3,900,000.

Dickinson circuit, Mission, Kas., vs. distributors, Fox Midwest, National Theatres and others, $1,575,000.

Syufy interests, operating Rita and Victory Theatres, Vallejo, Calif., vs. distributors and Fox West Coast Theatres, $1,050,000 damages.

Menasha Theatre Corp., Menasha, Wis., $600,000 damages, from distributors and Fox Wisconsin circuit.

ATA Continues Efforts To Appeal the Decree

NEW YORK — The American Theatres Ass'n, the Southern California Theatre Owners and the Confederacy of Southern Ass'ns have taken another step in their campaign to appeal the antitrust decree.

The three exhibitor organizations have filed a joint motion with the supreme court for permission to intervene in the case. This permission is necessary in order to permit the exhibitor groups to appeal the decree. They want the supreme court to eliminate competitive bidding.

The organizations already have an appeal pending against the decision of the New York statutory court denying them permission to intervene.

As explained by George B. Brooks, attorney for CSA, the petition just filed with the court should strengthen the position of the exhibitor organization as prospective appellant. Precedent for direct intervention was established some years ago in the St. Louis Terminal case, he said.

The supreme court will decide the merits of the latest legal move without holding hearings, Brooks added.

He predicted that the court also would soon decide on the motion filed several months ago by the five majors to dismiss the appeal petitions of the ATA, CSA and SCTO. This decision should come before the court recesses in June, he said.

Formalities of Appeal Are Nearly Complete

NEW YORK — The defendants and the government have completed another step in complying with the formalities of filing a supreme court appeal from the antitrust decree.

During the past week (May 18-24) seven defendants and the Department of Justice filed what is known as a statement of points to be relied on. Columbia had filed the previous week. These points will be used as the basis for arguments during the hearings next fall or winter. In addition, they designated the portions of the 4,000 pages of testimony and 700-odd exhibits to be printed by the clerk of the supreme court for the benefit of the justices and appellants. The five majors filed a joint statement, the other company acted individually.

Although the American Theatres Ass'n, the Southern California Theatre Owners and the Confederacy of Southern Ass'ns have not been given permission to intervene, these exhibitor organizations also filed a statement of points to be relied on and designated parts of the record to be printed.

Both the defendants and government in choosing points to be relied on used the assignment of errors in the appeal papers filed last February.

The majors covered price-fixing, clearances, pools, theatre acquisitions and arbitration. Paramount also added competitive bidding.

Columbia covered conditional selling and competitive bidding. Universal covered franchises, price-fixing, clearances, competitive bidding and conditional selling. United Artists covered all these points except franchises. The government covered everything in its points to be relied on except arbitration.

The ATA, CSA and SCTO covered competitive bidding, and also referred to documents filed by the government and defendants.

Cost of printing the record will be shared by the government and defendants. It has been estimated that the printing bill may be as high as $10,000.

All that now remains in completing the appeal procedure is for the court to formally notify the appellants that it has taken jurisdiction in the case, set a hearing date and receive 40 copies of their briefs three weeks before the hearing.

The court is expected to send out the jurisdiction notice before it recesses next month.

$2,000,000 Pledged to Foundation

NEW YORK—Although still in its swaddling clothes, Motion Picture Foundation is developing into a lusty youngster, with announcement by national headquarters this week that the industry's welfare organization has already been pledged considerably more than $2,000,000 of the $10,000,000 figure set as a goal by 1949.

Paramount Pictures, through its president, Barney Balaban, has pledged $500,000 to the Foundation, this announcement having been first made by E. V. Richards jr. of New Orleans last weekend at the Los Angeles convention of Variety Clubs International. Richards made a plea for Variety members everywhere to get firmly behind the Foundation's drive for the initial fund of $10,000,000. Through the E. V. Richards Foundation, the Orleanian has given $50,000, and there have been several additional pledges of similar amounts.

The Foundation also came into the limelight last weekend at a meeting of Motion Picture Associates in the ballroom of New York's Waldorf-Astoria. There 700 topflight industry folk had gathered to see Samuel Rinzler receive the 1947 Beacon award. They also heard Leonard H. Goldenson, vice-president of Paramount, predict that the Foundation will blaze a trail in industrial relations, and that the eyes of the world's other great industries are on the great humanitarian project undertaken by motion picture interests.

He said that within five years the Foundation will assume "the most honored place in our industry," adding that the common meeting ground thus created will serve to bury "differences which sometimes divide us."

Goldenson also discussed the possibility of a merger with Motion Picture Associates, declaring that any such plans would await the meeting of national trustees of MPF, due for the near future, or when all of the 31 exchange areas shall have been organized. Only a few territories have not been organized, but these are rapidly approaching that status.

The Minneapolis exchange area elected a permanent MPF panel this week, which was to meet later and select a chairman, area trustee and a welfare subcommittee. Elected to two-year terms were Harry French, Charles Winchell, Art Anderson, LeRoy J. Miller, Walter Palm, Bennie Berger, Eddie Ruben and William Elson. One-year members are W. H. Workman, Tom Burke, Maitland Frosch, T. E. Mortenson, Harold Field, Ernie Peaslee, Henry Greene and Leo Peterson.

Des Moines will select a panel at a meeting called by the co-chairmen, A. H. Blank and Leo F. Wolcott, for 10 a. m. Monday, May 26, in the 20th-Fox projection room. One of the speakers will be A. Jules Benedic, member of the Kansas City panel, who has attended numerous organization meetings.

Salt Lake City has broadcast invitations to industry figures all over the country to attend that exchange area's exhibitor-distributor roundup June 10-12. Formation of a Foundation panel possibly will be effected the first day of the celebration. Sam Gillette of Tooele, Utah, is temporary Foundation chairman in that area.







All Facets of Industry Represented at Minneapolis Foundation Conference

INTERESTED—(L to R) George Granstrom, St. Paul; Arthur Goldberg, Chicago; C. W. Perrine, Minnesota Amusement; John Balaban; L. J. Ludwig, Jamestown, N. D., E. A. Peaslee, Stillwater, Minn., (seated) Clem Janecki, Delano, Minn., all exhibitors.

JOIN HANDS—Walter Haesley, Rochester, Minn., projectionists union; Balaban; Frank Gullingsrud, veteran stagehand of the Norshor Theatre, Duluth; and Irving Austin, representing the stagehands union in Superior, Wis.

ASSURING—Stan Kane, of North Central Allied; Ben Berger, of the Berger circuit; Balaban; and Harry French, president of the Minnesota Amusement Co. Berger heads the NCA and his support assures independent backing.

Film Leaders Back D of J 'Freedom Train' Program

WASHINGTON — Motion picture industry leading figures played an important role here this week at a White House conference called by Att'y Gen. Tom Clark, to lay plans for a "year of rededication" to bring about a greater awareness of the privileges we enjoy as American citizens. The meeting was attended by over 125 leaders of American industry, labor, religion, youth, veterans and communications, who traveled to the conference from every part of United States.

Opening the conference, Tom Clark announced the formation of the American Heritage Foundation by leading private citizens for the purpose of organizing the American Heritage program and inaugurating the Freedom Train to administer the forthcoming "year of rededication." This year will mark a program on national and community levels intended to rally the American people in an inspiration and education program of unprecedented scope, to dramatize the American way of life and the American heritage of freedom, and, most importantly, to help raise the level of active citizenship.

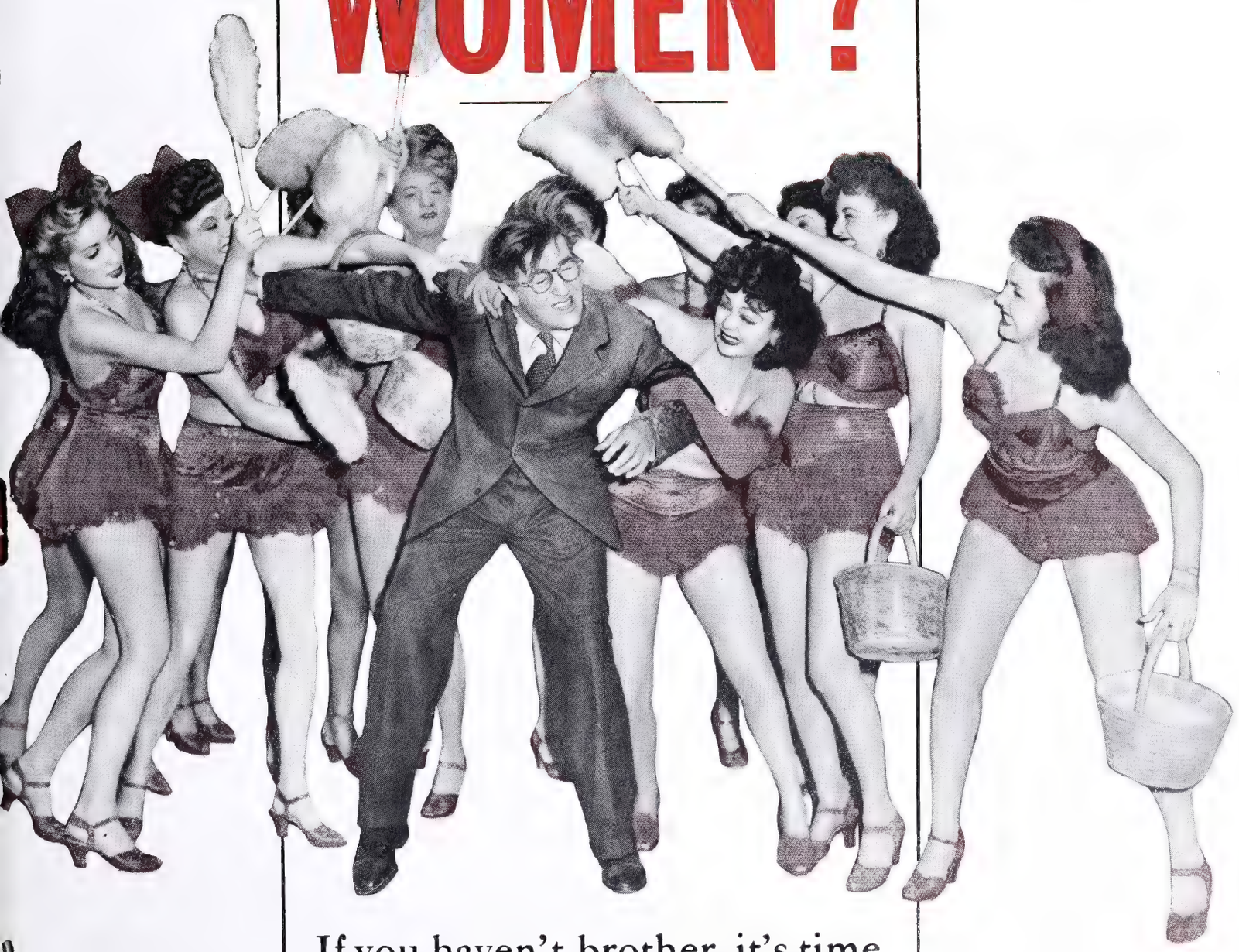
Louis A. Novins, vice-president and secretary of the Foundation, and also a special assistant to Barney Balaban of Paramount, made one of the principal speeches in which he said, "Motion picture trailers will herald the coming of the Community Rededication week a few weeks in advance. During the week a powerful documentary film highlighting the American Heritage will be made available to motion picture theatres."

Eric Johnston, president of MPA, spoke and said the Freedom Train will help to make our great experiment in democracy a success and, "only through the extension of this experiment will we have eventual peace in the world."

In unfolding plans for the tour of the Freedom Train and the multiple campaigns attendant upon its visiting the 200 cities, Louis Novins explained the plan to use all media of education, communications and community participation in a national program. The Foundation's plan will consist of three phases, all merging in a unified pattern, Novins said. First phase will be the tour of the Freedom Train, second will be the rededication weeks throughout the nation, of which the Freedom Train will be the climactic event, third will be the continuing national education program utilizing every medium for a full year's duration, all programs for mass participation. "Each rededication week can be a week's revival meeting for American democracy," Novins said.

The train, which will carry 150 historic documents including the Constitution, Declaration of Independence and Washington's farewell address, will leave Philadelphia Sept. 17, 1947, which is the 160th anniversary of the adoption and signing of the Constitution. Among the most auspicious list of citizens ever to attend a gathering in Washington were the following motion picture industry leaders: Edward Arnold, Barney Balaban, Irving Berlin, Carter Barron, Ned Depinet, Eric Johnston, Jack Kirsch, Louis Novins, David Selznick, Spyros Skouras, Albert Warner, Fred Wehrenberg, Lawrence Tibbett and Si Fabian.

HAVE YOU GOT "TROUBLE WITH WOMEN"?



If you haven't, brother, it's time you did. Because here's the picture that lifts the lid on The Trouble With Women . .

Don't look now, Professor Milland...but your student body is showing!

Ray MILLAND · Teresa W

Paramount

in

"The Trouble



Teresa's having the best time of her life since her smash performance in "The Best Years Of Our Lives."



with

ROSE HOBART · CHARLES SMITH
LEWIS RUSSELL
IRIS ADRIAN · FRANK FAYLEN

Directed by SIDNEY LANFIELD

Screen Play by Arthur Sheekman•Produced by Harry Tugend



"The Trouble With Women"

Paramount's

Hilarious Harbinger of
These Sensational July and August Hits:

THE PERILS OF PAULINE In Technicolor

DEAR RUTH

WELCOME STRANGER

Hal Wallis' DESERT FURY In Technicolor

VARIETY GIRL

With 4 Dozen Stars!

PRINTED IN U.S.A.

Variety Heart Award Given Minneapolis

LOS ANGELES—Minneapolis Tent 12 was chosen to be the recipient of the annual Heart award for its work in raising $300,000 for establishment of a 100-bed hospital at the University of Minnesota at the closing sessions of Variety Clubs International convention here. Honorable mention went to Grand Rapids Tent 27 for its meritorious work in checking juvenile delinquency in that city.

ALL BUT ONE RE-ELECTED

All officers, with one exception, were re-elected to serve another year. Although R. J. O'Donnell had asked to be relieved of his position as chief barker, he was drafted for another term. The lone newcomer among the officers is Jack Bereson of Philadelphia, chosen property master to succeed William K. Jenkins of Atlanta.

Miami was selected as the 1948 convention city.

It was reported to the convention that Paramount's forthcoming release, "Variety Girl," will be made available to individual clubs to be used as a means for them to raise funds by staging gala premieres of the picture in their respective communities. For this purpose, the week of August 29 has been named by Paramount as Variety week and the company plans to back up the proposed multicity premieres with national advertising campaigns and exploitation helps. Plans for the week and the part it can play in individual club's campaigns were outlined to the convention by Charles Reagan, Paramount distribution chief. At the same time, George Dembow, National Screen Service, stated that free trailers and other accessories for the premieres would be made available by his company.

FILM ALBUM FROM SIMPP

From the Society of Independent Motion Picture Producers, Variety is to receive an album of motion picture footage furnishing complete pictorial coverage of the convention. Every event of importance during the annual conclave was filmed by newsreel cameramen and the exposed film will be edited to supply a concise celluloid history of the convention.

Variety Clubs to Honor Will Rogers' Memory

OKLAHOMA CITY—Variety Clubs International will honor the memory of Will Rogers, "world's greatest showman," with ceremonies of nationwide significance marking presentation of a plaque at the Will Rogers memorial building in Claremore.

These ceremonies are planned within the next eight months, according to Horace Falls, who has just returned from the meeting of VCI in Hollywood, where a resolution to honor the departed Oklahoman was passed unanimously.

The event will be attended by outstanding entertainers who were close personal friends of Rogers. A banquet for visiting celebrities and delegates from the nation's Variety tents will be held in Tulsa the night of the day that the plaque is unveiled.

Grant Gets Runyon Rights

HOLLYWOOD—Marshall Grant Pictures, Inc., has purchased film rights to the life of Damon Runyon from Damon Runyon jr. William D. Saltiel, chairman of the board of the film company, and Marshall Grant, president, represented their organization. Ten per cent of the earnings of the film will go to the Damon Runyon Memorial Fund for cancer research. Grant also will give $25,000 to the fund on the day production starts.

Jack Benny Makes Presentation

Modern Theatre Plaque Presented to B & K

CHICAGO—With considerable fanfare, and with Jack Benny making the presentation, the first annual "pioneer" award of the Modern Theatre section of BOXOFFICE was formally given to Balaban and Katz in recognition of 30 years leadership in introducing and developing year-'round air conditioning in motion picture theatres.

John Balaban, Chicago head of the B&K circuit, accepted the award for the company and Benny took time out from his heavy round of activities to make the presentation in behalf of J. Harry Toler, editor of The Modern Theatre. The event was recorded by an impressive battery of photographers and editors representing all of Chicago's daily newspapers who jammed their way into Balaban's oak-paneled office overlooking busy State street, atop the Chicago theatre.

It was fitting that Benny should have made the presentation because it was he who presided at the Academy award ceremony in Hollywood several months ago. The comedian recalled the "insufferable" days of the theatre when vaudeville entertainers worked 40 weeks and nearly starved the remaining 12 because many theatres had to close for the summer. It was in 1917 that Barney Balaban took steps to change this condition and introduced air conditioning in B&K's first de luxe theatre, the Central Park. Since then, the circuit has led the "march of temperature" to its present high point of efficiency.

The "Pioneer" award is the first of a series of annual presentations to be made by the Modern Theatre section of BOXOFFICE as a means of recognizing leadership in the field of theatre maintenance and construction.

All of Chicago's film critics were present at the ceremony, among them being Anna Nangle, the Tribune's Mae Tinee; Ann Marsters, Herald-American; Sam Lesner, Daily News; Doris Arden, Times, and Henry Murdock, Chicago Sun. In addition, William K. Hollander, director of publicity and advertising for B&K; Dave Balaban and Dave Wallerstein, district managers; Nate Platt, Chicago Theatre state producer, and Eddie Seguin, Chicago Theatre publicist also were among those present.

The story with pictures was carried by all Chicago newspapers. The plaque itself will be displayed at the Balaban and Katz flagship theatre, with reproductions on the circuit's summer cool posters, as well as in amusement page advertisements exploiting air conditioning.

ON THE COVER

The presentation ceremony, with Jack Benny making the "Pioneer" award to John Balaban (L), of Balaban and Katz, in behalf of J. Harry Toler (R), editor of the Modern Theatre section of BOXOFFICE.

Red Probers Leave Hollywood; Mayer and Lavery in Answers

HOLLYWOOD—Leaving nothing in its wake but a crop of innuendos, a few scattered protests and little of fear and trembling, Hollywood's most recent witch hunt has come to an end. Returned to the nation's capital were Rep. J. Parnell Thomas and the other members of his entourage, which on behalf of the house committee on un-American activities spent ten days in the film capital gathering testimony on alleged Communistic activities by Hollywoodians.

Most noteworthy of the reactions to the probe came from Louis B. Mayer, studio chief at MGM, as a result of reported testimony by Actor Robert Taylor who appeared as one of the latter-day witnesses before the Thomas ferreting board. Mummer Taylor reportedly testified that he had been pressured by a "representative of the War Production board" into accepting the male lead in Metro's "Song of Russia." Widespread publicity on the Taylor testimony spurred Head Man Mayer into stating:

"I am assuming that the excitement growing out of Robert Taylor's appearance before the house un-American activities committee was due to the mistaken belief that the film, 'Song of Russia,' was Communistic in plot and action. The film is at the studio unchanged since it was released in 1943 and subsequently shown throughout a large portion of the world. I would like to have the members of the committee see it and decide for themselves if it is Communistic.

" 'Song of Russia' is simply a love story about an American symphony conductor who was invited to Russia to direct a series of concerts. While there he met a young Russian girl, a music student, and they fell in love. The picture contains no Russian ideology to my knowledge.

Among others who appeared before the committee during the closing days of the probe—all of whom were described as "friendly witnesses" supplying information—were Jack L. Warner, Adolphe Menjou, Leo McCarey, Rupert Hughes, Howard Emmett Rogers and Leila Rogers, mother of Actress Ginger Rogers.

Emmet Lavery, president of the Screen Writers Guild, replied to Congressman Thomas' charge that "90 per cent of Communist infiltration in Hollywood is to be found among screen writers" with the suggestion that the proper way to investigate any truly subversive activity is to do it through the accredited channels of the FBI.

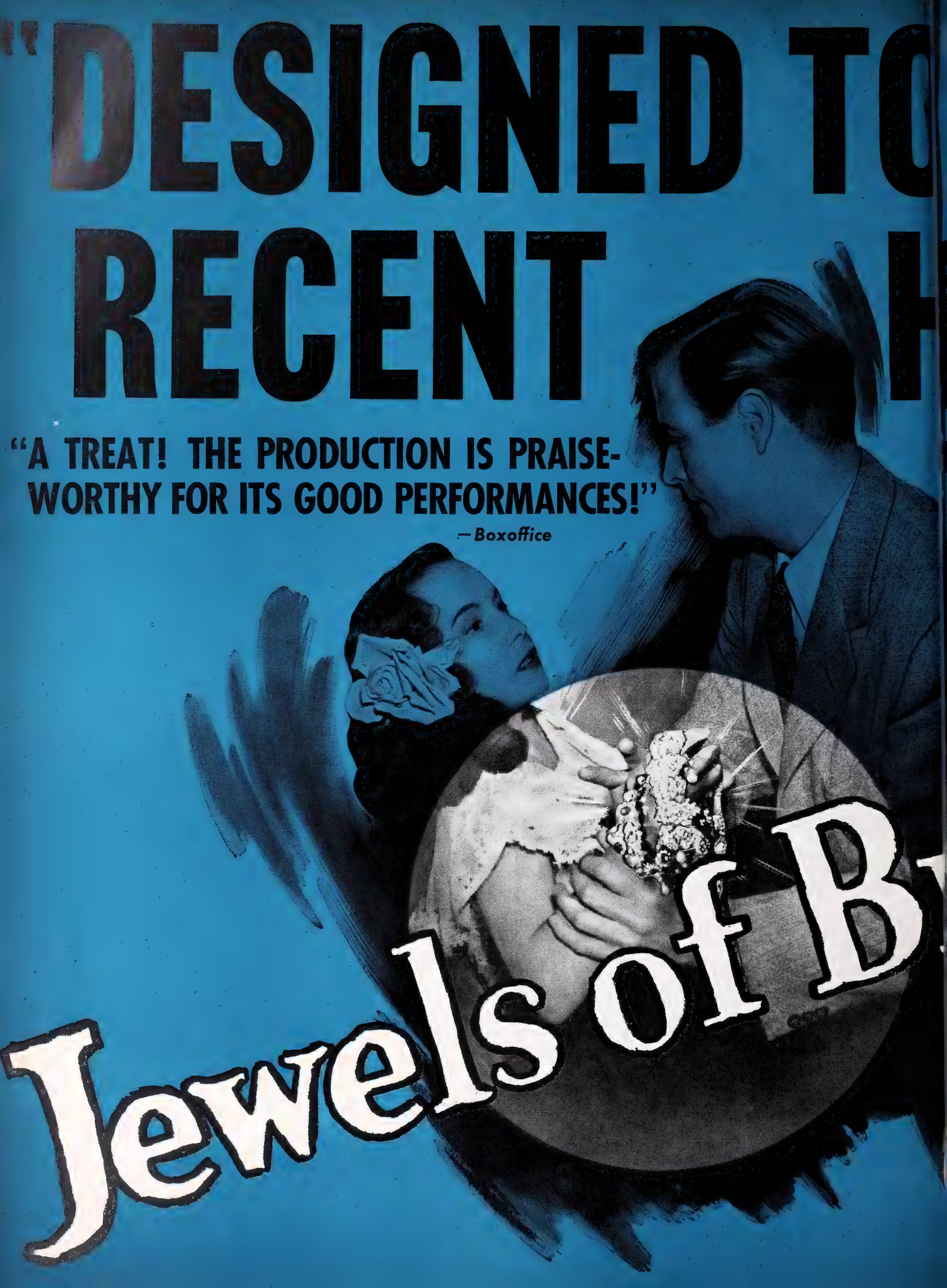
"I doubt very much," said Lavery, "if any subversive elements are likely to be trapped by punches telegraphed in advance by Congressman Thomas in eight-column scare headlines."

"Writers are always being called Communists," Lavery continued. "It has been a favorable indoor and outdoor sport for a good many years. We may have a few Communists in the Screen Writers Guild, just as there may be a few Communists in all of the professions and the arts. We do not employ them; we do not qualify them for their membership in this guild. Oddly enough, it is the employing studios who qualify all of our writers for active membership, for unless they are employed by a studio, they cannot become active members. We accept all our members without regard for political or religious affiliation.

"DESIGNED TO
RECENT H

"A TREAT! THE PRODUCTION IS PRAISE-WORTHY FOR ITS GOOD PERFORMANCES!"

—Boxoffice



Jewels of B

CASH IN ON EADLINES!"

—Daily Variety

RST RATE! VIOLENT MELODRAMA THAT WILL PLEASE!" —Hollywood Reporter

"EXCITEMENT AND SUSPENSE!" —Film Daily



andenburg

"JEWELS OF BRANDENBURG" with RICHARD TRAVIS MICHELINE CHEIREL • LEONARD STRONG • CAROL THURSTON and Lewis L. Russell • Louis Mercier • Fernando Alvarado • Directed by EUGENE FORDE • Produced by SOL M. WURTZEL PRODUCTIONS, INC. • Original Story by Irving Cummings, Jr., and Robert G. North • Screenplay by Irving Elman, Irving Cummings, Jr., and Robert G. North

Released by 20th Century-Fox

Rank Reveals His Plans For Theatres and Films



J. Arthur Rank at his Chicago press conference. Left to right: E. H. Rausland, president of the Rausland Corp.; John Davis, chief executive officer for the Rank organization; J. Arthur Rank; John McNabb, president of Bell & Howell Co., and Tom Law, of Rank, Ltd.

J. Arthur Rank during the week continued his whirlwind combined business and vacation tour of United States and Canada. He met with television and camera manufacturers in Chicago, and went to Canada where he attended a meeting of Odeon Theatres of Canada and other of his Dominion enterprises in Toronto, and in both cities held substantial press conferences.

In this variety of meetings, the English industry leader made these observations:

His interests are engaged in a $7,000,000 theatre construction project in Canada, but he has no plans for theatre construction in the United States as his organization and Universal-International have an agreement which provides Rank product with 50 per cent of playing time in U-I's major first run houses.

English theatres at present are showing about 79 per cent American films and 21 per cent British pictures, but studies disclose that English pictures are grossing about $400 a week more than the average Hollywood film.

The United Kingdom government has no intention of socializing the British film industry although "some back bench Socialists have talked about it." His organization also is interested in parliament's decision on a proposal to televise dramatic programs into theatres. He expects to open two television theatres in London next fall.

His companies will produce about 30 pictures this year, with eight in color. Within a month, his studios will start turning out cartoon pictures; a start has been made on some types of religious pictures and special films for children.

During the week, Rank was elected a director of Odeon Theatres of Canada and chairman of the board of that theatre operating company. It is the first time he has personally held office in this group. Earl Lawson was elected president, and directors named included John Davis, who is Rank's chief executive officer; D. C. Coleman, J. S. Duncan, Leonard Brockington, George Peters and George Beeston.

In Chicago, following his press conference, Rank conferred with officials of Bell & Howell Co. and the Rausland Corp., television company.

What to Do With German Films Being Studied by U.S. Agent

WASHINGTON—A representative of the civil affairs division, film section, War department, is at present in Germany conducting discussions with American military government officials on all phases of the controversial problem of the exportation of films from Germany, S. J. Seborer, chief of the Europe section, reports and analysis, revealed.

The representative B. Lorwin, is expected to make a report in about a week, and at that time the War department will issue a statement on the matter, he added. Seborer said that Lorwin in his discussions will cover both the exportation of films produced during the Nazi regime and the possible exportation of movies produced by a rebuilt German film industry.

Lorwin will endeavor to learn what the plans are in regard to exportation of German films and full details of the future program for the German film industry, Seborer said. Seborer expressed the opinion that there was no intention of exporting Nazi films as such—in other words films disseminating National Socialist propaganda.

Meanwhile, a formal protest from the Motion Picture Ass'n on the AMG decision to rebuild the German film industry was held in abeyance pending receipt of a complete detailed report Assistant Secretary of War Petersen is seeking from Berlin. Petersen met with Francis Harmon, MPA vice-president, recently and said he would supply the information on the situation after he received it from Brig. Gen. Robert A. McClure, director of information control, AMG.

SAG Signs Contract With Independents

HOLLYWOOD—Reaching of an agreement between the Screen Actors Guild and the Independent Motion Picture Producers Ass'n removed the only barrier to continued peaceful and cooperative negotiations on the new SAG contract which still looms as the most important item on Hollywood's fast-clearing labor agenda.

The SAG-IMPPA agreement outlines the basis of employment of actors by members of the producer group during a 30-day period while negotiations for a new contract are continuing. The deal with IMPPA applies to all members of the association headed by I. E. Chadwick, except Eagle-Lion, which previously had made an agreement with the Guild, along with the Ass'n of Motion Picture Producers, Society of Independent Motion Picture Producers and Enterprise Productions, that the existing guild contract should be extended for a 30-day period to midnight June 14, and that minimum wage scales negotiated in the new contract shall be retroactive to May 15.

As another sign of the peace that seems to be in store for all film capital warring labor factions, came a statement by Charles S. Boren, labor relations manager for the Ass'n of Motion Picture Producers:

"The major producers are very much gratified over the progress that has been made by the American Federation of Labor conference in Washington toward settlement of the jurisdictional troubles within the motion picture industry. We hope sincerely that these steps being taken by the AFL will lead to harmony among the 43 unions in the Hollywood studios."

Johnston Lauds Pat Casey, Retiring Labor Leader

WASHINGTON—Paying a tribute to Pat Casey who is retiring after having handled motion picture labor relations for nearly 20 years, Eric Johnston, president of the Motion Picture Ass'n said "it will be a great loss to the industry."

Casey, chairman of the labor committee of the Ass'n of Motion Picture Producers since 1928, and labor relations representative for the principal coast studios, recommended Charles S. Boren, recently appointed manager of the AMPP for his post. Boren has assumed these duties.

However, Casey agreed to finish labor negotiations on which he has been working and to be available for consultation and assistance, both in New York and Hollywood. The exact date of his retirement will depend on the conclusion of the labor negotiations.

Johnston-Marshall Talk Has an Air of Secrecy

WASHINGTON — A "hush-hush" attitude was maintained by Secretary of State George Marshall and Eric Johnston, president of the Motion Picture Ass'n, following their conference here.

Johnston's office declined to reveal the specific subjects discussed at the conference. A spokesman said that the discussion dealt both generally and specifically with the situations in Great Britain, Europe, the occupied countries and the Far East.

However, usually well informed sources indicated that the Anglo-American film import-export question was the focal point of the discussion. State department backing would prove of value to Johnston in his proposals for extension of the British film quota act for a year's trial period.

Johnston leaves for Europe and the Geneva international trade conferences next month.

Reprinted in its entirety from The Hollywood Reporter

"MIRACLE ON 34th STREET" DELIGHTFUL SURPRISE HIT

Smash Job; Acting, Story Great

"MIRACLE ON 34th STREET" (20th Century-Fox)

This is a comedy dedicated to faith, and faith is defined in a line of the dialogue as "believing in things that common sense tells you not to." It is a neat definition, but almost everything about "Miracle on 34th Street" is equally neat. The William Perlberg production, delightfully written for the screen and directed by George Seaton, may well prove to be one of the sleeper hits of the year for 20th-Fox. Not many among the large group of Hollywood press who attended an invitational preview knew anything about the story of the picture, for it had been deliberately under-publicized. This group awarded "Miracle" a hearty round of applause at its conclusion, an unusual procedure at press showings in a town that makes more movies than it approves.

In a nutshell, "Miracle" is about how a fellow who called himself "Kris Kringle" went to work at Macy's Department Store as a Santa Claus, then had to prove legally that there is a Santa Claus in order to get himself out of the nuthouse. The role of Kris is happily played with a gratifying straight and bearded face by Edmund Gwenn, who has never been better in his long and distinguished career. The same can be said of Gene Lockhart, who is a joy as the New York supreme court judge presiding at the sanity hearing. Then there are memorable moments with Porter Hall as a store employee with pretentions of being a psychiatrist. Philip Tonge as the manager of the toy department, William Frawley as a smart political steerer, Jerome Cowan as the prosecuting attorney, and Alvin Greenman as the junior Santa impersonator, Albert. These are all gorgeous characters, but the Seaton script is so overcrowded with them that, for a change, it will probably not harm the show to have auidences tipped off in advance about the plot twists. The entertainment is greater than the simple novelty of proceedings. The original was a story by Valentine Davies.

In the starring roles are Maureen O'Hara and John Payne, and theirs is the task of keeping the spark of romance in the picture. That they accomplish it charmingly is a tribute to their individual abilities. Miss O'Hara is a junior executive at Macy's, and a complete realist who refuses to accept the idea that she had anything to do with hiring the actual Santa Claus. She is in the process of dismissing him as a harmless old nut when it suddenly turns out that his stunt of telling kids which New York store sold the best brand of wanted toys is an enormous good-will builder for Macy's.

Payne is a young attorney living in the apartment across the hall from Miss O'Hara. He is interested in making friends with her through her child and, of course, makes the most of the arrival of Kris Kringle. His best opportunity comes when he quits his stuffy law firm to be defense attorney. At the climax, Payne fully capitalizes upon the authority of his role.

Natalie Wood impresses as a totally unactorish child in the part of Susan, Miss O'Hara's first-grader daughter. She will bring an honest lump to audiences' throats when she goes around muttering, "I believe. It's silly, but I believe." Strangely enough, you are likely to believe, too.

Seaton's direction is able in all respects. The smart Perlberg production has some excellent technical contributions, among them the photography by Charles Clarke and Lloyd Ahern, art direction by Richard Day and Richard Irvine, and musical direction by Alfred Newman. The music is by Cyril Mockridge and unobtrusively good.—**Jack D. Grant.**

The NEW Boxoffice Miracle from 20th Century-Fox

"MIRACLE ON 34TH STREET"

WORLD PREMIERE · ROXY THEATRE · JUNE 4th

Men and Events

By JAMES M. JERAULD

Foundation Progresses

HOW rapidly plans for the Motion Picture Foundation have advanced, the scope of plans for its activities, and the possibilities for future good within the industry were outlined brilliantly by Leonard H. Goldenson before the Motion Picture Associates at that organization's annual dinner.

It was a happy choice for a public report, as the associates have been among the pioneers in philanthropic work among film workers. Its charitable activities probably will be merged into the foundation.

Goldenson stirred a spontaneous display of enthusiasm when he predicted that within five years "one of the most honored positions in our industry will be membership on the board of trustees of this foundation. With the help of all of you, we are going to create a new landmark in industrial progress. This project does not belong to any special branch of the industry. It belongs to everybody."

Plans for formation of a board of trustees have reached the point where a meeting will be called soon for this purpose. This group will consist of one member from each of the 31 exchange areas. Each area, representing all branches of the industry, will elect its own representative. Ten trustees will be elected by distributor organizations, and these 41 will elect ten trustees at large, making the total 51.

* * *

Shorts Hit Hard

RISING costs of production have made going rough for shorts in double feature areas during the past three years. In addition, the features have become so long that it has been increasingly difficult to vary a program with suitable shorts.

As a result, managers in double feature houses have come to look upon most shorts as fillers in order to make four or five shows balance out on a time schedule.

Just how pronounced this tendency has become is indicated by the latest financial report of Walt Disney Productions for the 26 weeks ending March 29 of this year. Income from feature film rentals was $1,817,279. Shorts accounted for $547,284. The revenue from sale of government pictures was $97,273. Income from commercial pictures, comic strips and licensing of cartoon characters was $524,261. In other words the nontheatrical income was slightly larger than the theatrical income from shorts.

* * *

Television Schedule

SOME of the speculation and guesswork will be taken out of the television outlook early next month. The Federal Communications commission has called a general conference of all interested parties to formulate a schedule for the creation of intercity connections between television stations. It will open June 3 in Washington.

In the meantime the Balaban & Katz station in Chicago is stepping along at a lively rate. A radio relay link is being completed to South Bend, Ind. This will make it possible for the B&K television station to put the Notre Dame football games on the air this fall. If the shots are transferred to film by means of the quick-drying process the games may be shown in one or more B&K theatres the same day.

Capt. William C. Eddy, in charge of the station, also is planning a connection to Indianapolis for the Speedway races.

If these experiments are successful, quick transfer of pictorial news from the scene of action to theatre screens may get its first important midwest test during the coming autumn.

* * *

Hunting Headlines

THE house un-American activities subcommittee is having a Hollywood field day. Congressmen—especially members of this committee—are experts at grabbing headlines. That's why they went out to Hollywood. They want name value for their witnesses.

And the witnesses! They are not only expert headline grabbers; they also are products of the world's greatest publicity machine.

It's more than likely that nothing ever will come out of this investigation. There may be communist sympathizers in Hollywood, but none of them will admit it on the witness stand.

* * *

Another Quick Rerelease

THIS practice of playing a picture for all it's worth while it is still hot is spreading. RKO has decided to bring back "Song of the South" which opened at the Fox, Atlanta, November 11. Since that time it has played to first and subsequent runs in all the exchange areas.

The company's experiences with previous Disney subjects—"Snow White and the Seven Dwarfs" and others—have shown they have a continuing value, but this is the first time such a quick reissue has been attempted.

Another distribution custom discarded!

* * *

An $18,000,000 Budget

IMMEDIATELY following J. Arthur Rank's first visit to this country there was a flurry of announcements about new companies and production plans. Rank's current short stay in New York has been followed by news from Eagle-Lion that a production budget of $18,000,000 has been set up for next year for 12 features. Four of these will be in color, says Bryan Foy, and will be budgeted at $2,000,000 each.

This is a remarkable program for a company which hasn't finished its first year.

Gildemeyer in New York

NEW YORK — Frederick H. Gildemeyer, Puerto Rican manager of Western Electric, has returned to New York for a series of conferences. He has been in the Caribbean area since 1937.

Paramount-Liberty Deal Is Signed



Leaders of Liberty Films, left to right: President Frank Capra; William Wyler and George Stevens, vice-presidents; and Samuel J. Briskin, vice-president and treasurer.

HOLLYWOOD—After kicking around for weeks in the "it-is-reliably-reported" news classification, finally comes official announcement of consummation of the long-pending deal between Paramount Pictures and Liberty Films.

Barney Balaban, Paramount president, disclosed the details of the transaction whereby Paramount acquires all of the outstanding stock of Liberty.

Liberty assets include interests in the following productions and properties: "It's a Wonderful Life," starring James Stewart, produced and directed by Frank Capra, distributed by RKO: "I Remember Mama," starring Irene Dunne, to be produced and directed by George Stevens for RKO, and the Pulitzer prize play of 1945, "State of the Union," starring Spencer Tracy and Claudette Colbert which will be distributed by MGM.

LIST STORY PROPERTIES

The acquisition of Liberty brings to Paramount three producer-directors, Frank Capra, William Wyler and George Stevens, and one executive, Sam Briskin—the quartet that founded Liberty.

Among the story properties included in the deal are: "Friendly Persuasion," a novel by Jessamyn West; "No Other Man," a novel by Alfred Noyes; "Glory Shoes," an original by Ethel Hill; "He Ran All the Way," a novel by Sam Ross; "The Wayward Bus," a novel by John Steinbeck; and "Sister Carrie," by Theodore Dreiser.

Ted O'Shea, who has been associated with Liberty in connection with the distribution of their films, will assume an executive position in Paramount under Charles M. Reagan, Paramount vice-president in charge of distribution.

Three writer contracts taken over are: Jo Swerling, who wrote the screen play for "Leave Her to Heaven"; Howard Koch, who did the screenplay for "Casablanca," and Anthony Veiller, who did the scripts for "The Killers" and "The Stranger."

TO REVAMP STUDIO PLANS

Pacts with a number of writers, cameramen, production executives, film editors and others are included in the deal.

Balaban said he considered the deal as "one of the most important steps yet taken by us in accordance with a long range program under which we will bring into our organization the best obtainable creators, artists and materials."

Henry Ginsberg, vice-president in charge of production and studio operations, said production plans would be revamped to fit the new manpower into the company's forthcoming product.

FUN good for hearty laughs in any situation. MP HERALD

fun should have audiences on their funnybones continually. EXHIBITOR

FUN a solid entertainment bet. FILM DAILY

FUN a boxoffice natural. HOLLYWOOD REPORTER

fun for exhibitors any time of the week. MP DAILY

FUN is all the name implies. DAILY VARIETY

It's that FUNderful...FUNderful..

ANDREW STONE presents

EDDIE BRACKEN · PRISCILLA LANE



"FUN ON A WEEKEND"

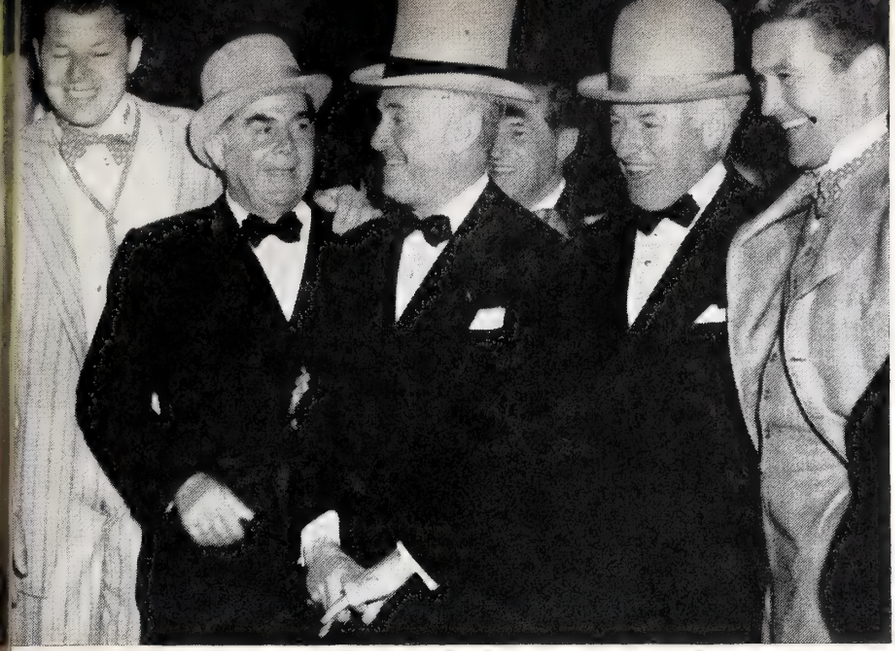
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TOM CONWAY · ALLEN JENKINS · ARTHUR TREACHER · Clarence Kolb · Fritz Feld

Directed by ANDREW STONE

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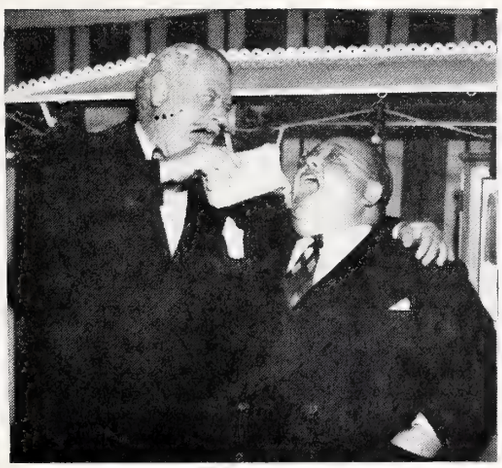
Warners Entertains Variety

On stage 2 of the Warner Bros. studios last Saturday, Jack L. Warner was host to more than 1,200 delegates to the Variety International convention. The occasion was the annual Humanitarian dinner, and the studio went all out with entertainment and hospitality. Here are some photos taken at party.

Entering the Gay Nineties mood, left to right, are: Jack Carson, who was master of ceremonies; Charles Skouras, president of National Theatres; Jack L. Warner, WB's production chief; R. J. O'Donnell, chief barker; and Dennis Morgan, Warner star.



Jack Warner in a jovial mood greets John Harris, Variety's Big Boss.



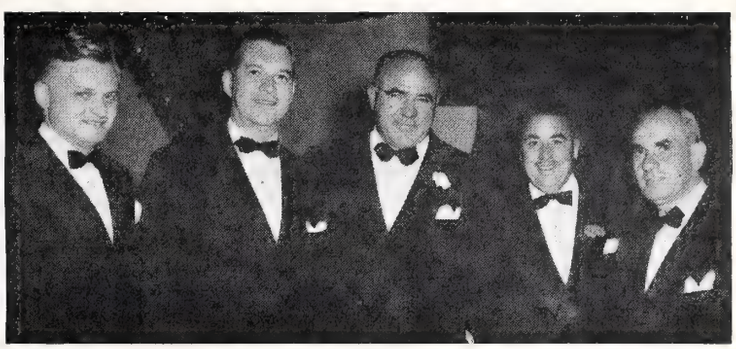
Alan Hale (L) asks Milton Schwaber, Tent 19, Baltimore, to try some of the popcorn.



Carson and Morgan in a bit of horseplay with James Coston, WB Theatre executive.



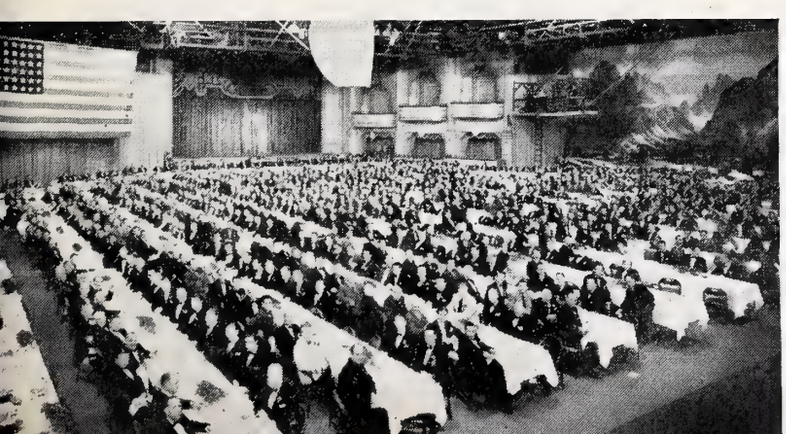
Veteran Monte Blue as a barker points out the attractions to (L to R) A. B. Paterson and E. V. Richards jr. of New Orleans; George Bowser, Fox West Coast general manager; and Oscar Oldknow, Los Angeles.



From production and distribution, (L to R) Jack Karp, Paramount production executive; Charles M. Reagan, Paramount distribution chief; Hal Roach, producer; LeRoy Prinz, WB dance director; Henry Ginsberg, Paramount production head.

The impressive scene on stage No. 2 at the Warner Bros. studio where the dinner was held. Over 1,200 guests were seated. Outside, studio streets depicted a midway.

James P. Byrnes (L) receives the Humanitarian award from Chief Justice Vinson as Carter Barron (R) Variety official looks on. This ceremony was piped in from Washington.





Hollywood Report

By IVAN SPEAR

Lesser and Rossen Form New Production Outfit

Comes that rare week when no newcomer organizes a production outfit and—to keep it from being a total loss—an already established maker of films whips up a new unit—just to make sure that no week of 1947 shall pass into oblivion without at least one additional name being added to Hollywood's staggering list of independent producers.



SOL LESSER

It was Sol Lesser who saved the day this time. Already the owner of or partner in two production companies, he joined hands with Robert Rossen to establish a third, unnamed. Rossen, who directed Enterprise's "Body and Soul" and Columbia's "Johnny O'Clock," will be writer-director of the outfit. Who will distribute the Lesser-Rossen output is more of a question than usual, inasmuch as Lesser already is making pictures for two major releases. His Tarzan adventure films, produced by Sol Lesser Productions, go to RKO Radio, while the films from Thalia Productions, in which his partner is Edward G. Robinson, are released by United Artists.

In view of his further recent disclosure of plans to build a string of de luxe motion picture theatres on the coast, looks like Lesser, exhibitor-turned producer, will be busier than that proverbial hanger of paper.

'Brick Bradford' Added To Sam Katzman Slate

Another cliffhanger has been added to the production slate of Sam Katzman who currently is plowing a sharecropping plot over at Columbia. It is to be the first of a quartet of serials Katzman will produce for the company's 1947-48 program, will be titled "Brick Bradford" and will be based on the newspaper comic strip of the same name . . . Vying with Katzman as the busiest hombre at the Gower street studio is Martin Mooney to whose program two more new features have been added—both of them adventure yarns with exotic settings. They are titled "Martinique" and "Port Said." Irwin Franklyn was set to develop the original story for the former, and Louis Pollock for the latter . . . Two producer assignments at Republic: "Last of the Westerners" will be entrusted to Gordon Kay while "Come and Get Me," a romantic comedy by Milton Gunzberg, was assigned Stephen Auer.

Kenneth Thomson Aide To Foy at Eagle-Lion

Changes in important studio personnel played a larger part in film capital news than it has in several weeks. Kenneth Thomson, formerly a production executive at Universal-International and for ten years executive secretary of the Screen Actors Guild, joined Eagle-Lion studio as executive assistant to Bryan Foy, vice-president in charge of production. In addition to handling negotiations on major story and talent deals, Thomson will act in an advisory capacity in the development of original stories and screen plays and in supervising the training of new talent. Thomson succeeds Irving Lazar as Foy's executive assistant. Lazar recently resigned to go into independent production.

A Paramounteer for 20 years, during the latter 12 of which he was a producer, Paul Jones terminated his connection with the Marathon street film bazaar by mutual consent. He has disclosed no future plans . . . Lou Smith has returned to a job he held once before, several years ago, as director of advertising and publicity for Columbia studio. He succeeds Frank P. Rosenberg, resigned. Smith recently quit a similar post with Liberty Films because of the looming absorption of that outfit by Paramount . . . Chester Erskine, co-writer, co-producer and director of "The Egg and I," signed a new three-picture contract with U-I as writer and producer. He then trained out for New York to look over Broadway shows and possible story properties.

Alan Ladd Goes Military In New Paramount Film

Paramount's Alan Ladd, who has been a tough guy—good or bad—in innumerable locales and under virtually every set of circumstances (currently, he's being filmed in a galloper) is going military. He will star in "The Long Grey Line," story of a World War II veteran at the United States Military academy—West Point. Ladd's assignment is the first for the film, which Robert Fellows produces from the screenplay by William Wister Haines . . . Borrowed from Warners, rotund Sydney Greenstreet gets a featured spot in "Lucky Penny," kickoff picture for Independent Artists, new independent owned by Cinemactress Rosalind Russell and her husband, Frederick Brisson. Miss Russell will star in the picture which is for RKO Radio distribution . . . Steve Brodie, Richard Powers and Robert Bray, RKO contract players, have been cast as the three Younger brothers in "Return of the Badmen" . . . Isabel Jewell will return to the screen for a featured role in Samuel Goldwyn's "The Bishop's Wife," another RKO profit-sharing release . . . When Monogram gets back into action, a newcomer, "Mysterious Island," adventure novel by Jules Verne, will be used by Producer Lindsley Parsons as the basis of the second film to star Roddy McDowall under the deal where young McDowall functions also as associate producer . . . At the same studio, Cannonball Taylor has been signed to be featured comedian with Jimmy Wakely in all future Wakely sagebrush sagas.

Literary Property Sales Have Prosperous Week

Wide smiles festooned the faces of the breast-beaters who struggle to earn an honest bob or two by selling the brain children of the literati to the magi of production. It was another bearish week for Hollywood's story mart, that fluctuating but infallible barometer of what the far future holds in store for exhibitors.

Alson Productions, the 20th Century-Fox sharecropping unit owned by Edward L. Alperson and Jack Jungmeyer jr., Alperson's new partner, released the moths sufficiently long to buy a pair of properties. They were "Beautiful Joe," a dog story by the late Marshall Saunders, and "Pawnee Bill," a biography of that famous gunslinger of the early west, written by Herman Edwin Mootz. The pair of purchases swelled to seven Alson's story backlog and therefrom it will make five features during the next three years.

Another newcomer independent who made news in the literary halls of commerce was Screen Plays, Inc., recently organized outfit headed by Stanley Kramer, which concluded a package deal for purchase of stories by the late Ring Lardner, including Lardner's novel, "The Big Town," and the short story "Champion." This is the first time the Lardner estate has agreed to relinquish rights to a group of the author's works. Kramer said that Screen Plays, which so far has no release, will head its program with "The Big Town" and "Champion."

Other story buys: "All the King's Men," Pulitzer prize winning novel by Robert Penn Warren, acquired by Columbia . . . "Come Be My Love," a forthcoming Saturday Evening Post serial by Robert Carson, was knocked down to Universal-International as a starring and directing vehicle for Robert Montgomery . . . "The Man Who Couldn't Lose," a novelette by Richard Harding Davis, was bought by Nunnally Johnson, a U-I profit-sharer. The story concerns the adventures of a struggling young writer who finds himself the idol of thousands of people because of his infallible ability to forecast horse races.

Glenda Farrell Returns In Role for Columbia

Following a two-year absence from the screen, Glenda Farrell has been signed by Cornell Pictures for a role in "The Double Take," whodunit with Franchot Tone in the lead, which is for Columbia release . . . Also at Columbia, Anna Q. Nilsson, star of the silent films era, was added to the cast of "It Had to Be You."

BISCHOFF TO MAKE FILM IN MOROCCO

Again being given a tumble by Hollywood is the French Foreign Legion which has been the background of innumerable preceding motion pictures and which attained an all time high as source material in the filming of the "Beau" series based on the adventure yarns of Percival Wren. This time the romantic and legendary outfit has attracted the efforts of a top producer and his plans for bringing it to the screen have an unusual international twist.



SAM BISCHOFF

Sam Bischoff, currently and independently making a series of features for United Artists, concluded a deal with the Societe Nouvelle Pathe Cinema of Paris to film jointly "Adventure in Morocco" on location in French Morocco.

An American cast and director, yet to be chosen, will leave Hollywood before the first of September and will start shooting in Morocco on September 15. The troupe will work with the Legion which has authorized the production and which will supply locations and physical atmosphere. At the same time a French cast will arrive from Paris to work under the same American director in filming a simultaneous French version of the picture. George Bricker has been signed by Bischoff to write the screenplay based on the original French novel by J. N. Ermolioff. Whether the film will go to UA or elsewhere has not been determined.

A NEW COMET WITH A GREAT TALE *

* "Comet's first tinter solid picture-making. Should draw heavily. Gaily conceived, shrewdly turned out. Should do well in majority of situations. Hot action. Well executed color!" —*Hollywood Variety*

* "A new and dashing character in the title role. Sure to gain a large following!" —*M. P. Daily*

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* "Unusually good western . . . fine portrayals . . . beautiful Cinecolor . . . acceptable in any situation!" —*Showmen's*

* "For click potentialities. Superior western program entertainment, should do very well!" —*Film Daily*

* "Will have the fans clamoring for more. Both exhibitor and patron will go for it in a big way. Very fine use of Cinecolor. Effects achieved are superb!" —*Independent*





action-packed, thrill-laden, wonderful-west

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with FRANCES RAFFERTY

and presenting RICHARD MARTIN as DON COYOTE



* they said it . . . now you get it from UA

An Ex-GI Exhibitor Asks for Advice: 'Shall I Build, Remodel or Sell Out?'

Editor's Note: This is a letter received this week from an ex-GI who put his savings and hope into a small town theatre. Now, after 18 months as an exhibitor, he has some problems which, undoubtedly, many other theatremen in small towns have faced. He asks advice. There ought to be a number of exhibitors willing to write. The name is W. Normark, Lake Theatre, Powers Lake, N. D.

Gentlemen: Request your opinion on my situation here. Shall I sell out, build, or try and remodel? Here's the situation as I have found it:

In December of 1945 I got out of the army, came back to the old home town of Powers Lake, N. D., and looked around. The old Lyric here was for sale, and I took a chance, borrowed $2,300, put in $1,000 of my own and bought the thing. Here's what I have: a frame and shingle structure 24x60, basement, hot-air furnace, 167 veneer seats, two Powers Mazda projectors, Webster sound, cloth screen, wooden floor and a vacant lot adjoining 25x150, giving me 50x150 frontage on Main street.

My highest gross for two changes weekly was a little better than $200. My gross for the first year of operation was $7,000 (straight ticket sales).

The theatre is located in a town of 600, with three theatres in a radius of 30 miles (Stanley 28 miles south, Bowbells 30 miles northeast, Columbus 28 miles north). Powers Lake itself is a brisk, growing little town; waterworks are coming in this year, the state game and fish department is considering exploiting the lake here for a fishing spot and summer resort, and there will perhaps be a little paving done. To me, these things are indications of the potential possibilities of the town. We have no other entertainment outside of the theatre.

At present I am paying $40 monthly on my loan—I can sell out for $6,700 now. Should I stick my neck out, borrow more money and put up a decent house of say, 225 seats with all the trimmings, or should I attempt to remodel and redecorate? I will need an insulation job, new equipment, new seats and a slanting floor in about two years for sure—what's my best bet?

With the above facts as set down at your disposal I shall be glad to furnish additional details if you need them—I would like to have your expert opinion as to what I should do and what I could expect in the line of increased business after I've done it, plus an estimate of a 225-seat theatre now, and what it might cost in two years from now.

Paramount Planning Stock for Key Men

NEW YORK—Stockholders of Paramount Pictures, Inc., will be asked at the annual meeting June 17 to approve incorporation of a new unit to be called Employes Investment Co., so that selected key employes can acquire stock in the new company at two thirds of its par value.

Employes Investment Co. will invest in Paramount stock through the New York Stock Exchange, or through a formula fixed in advance of purchase in the same way that the board now buys Paramount stock for the purpose of meeting the terms of the anti-trust decree as they affect theatre holdings. Stock held by Employes Investment will be separate from the Paramount Pictures holdings.

4 MILLION CAPITAL

The proposed corporation if authorized, will be formed in New York, with an authorized capitalization of $4,000,000, consisting of notes of $3,760,000 and 240,000 shares of common stock with a par value of $1 per share.

The Paramount board has decided that Y. Frank Freeman, Leonard H. Goldenson, Austin C. Keough and Charles M. Reagan will be given an opportunity to buy 15,000 shares each; that Henry Ginsberg will be offered 24,000 shares, and that other participants will be selected later, with maximum purchases for each fixed at 9,000 shares.

Any employe who leaves the company to go to a competitor will sell his holdings to Paramount at net asset value; contract employes who buy the stock will agree to give the corporation an additional option of one year on their contracts, and those not under contract will agree to remain with the company for one year.

Balaban has sent letters to stockholders urging approval of the proposal.

TO ELECT DIRECTORS

The only other business scheduled to come before the meeting to date is the election of 16 directors, all of whom are now members of the board. They are: Barney Balaban, Stephen Callaghan, Y. Frank Freeman, Harvey D. Gibson, Leonard H. Goldenson, A. Conger Goodyear, Stanton Griffis, Duncan G. Harris, John D. Hertz, Austin C. Keough, Earl I. McClintock, Maurice Newton, Charles M. Reagan, E. V. Richards, Edwin L. Weisl and Adolph Zukor. Griffis will stand for re-election in spite of the fact that he has been named ambassador to Poland.

20th-Fox First Quarter Net Drops; Disney and Columbia Report Gain

NEW YORK—Net profit of 20th-Fox for the first quarter of 1947 ending March 29 was $5,897,603, which was lower than the first quarter for 1946 by $344,350.

For the last quarter of 1946 the net was $6,399,720. The net for the first quarter of 1947 is under this by $502,117.

Gross income for the first 1947 quarter from rentals of film and theatre receipts—which include National Theatres—was $48,944,024.85. For the first 13 weeks of 1946 the gross income was $46,390,305.20. The decline is $2,553,719.65.

Earnings per share on the common for the first quarter of this year were at the rate of $2.07, after deducting dividends on prior preferred and convertible preferred. This was on 2,765,813 shares. For the same period of 1946 the earnings rate on 2,365,477 shares of common was $2.53 per share.

Columbia Estimated Net For 39 Weeks Boosted

NEW YORK—Columbia Pictures Corp. reported an estimated net profit of $2,935,000 for the 39 weeks ended March 29, 1947, an increase of $620,000 over a net profit of $2,315,000 for the corresponding period in 1946. The estimated net profit for the period just ended is equal to $4.34 per share on 622,782 common shares outstanding. Net profit for the 39 weeks ended March 30, 1946 was equal to $3.45 on 595,447 common shares.

Disney 26-Wk. Net Income In Gain Over Last Year

HOLLYWOOD—Walt Disney Productions' net income after all charges in the 26 weeks ended March 29, 1947, first half of the 1947 fiscal year, was $264,383, President Roy O. Disney disclosed in a letter to stockholders. This was equal, after providing for preferred dividends accumulated during the period, but not paid, to 38 cents a share on the 652,840 common shares outstanding.

"For the corresponding period last year, which was prior to the release of 'Make Mine Music,' there was a loss of $22,261, representing a deficit of six cents a share on the outstanding common shares after deducting preferred dividends accumulated in those weeks, but not paid. In our business the results for short periods frequently are distorted by the timing of feature picture releases," Disney's letter stated.



SCREEN GUILD HEADS—Officers of Screen Guild Productions post at the company's first annual sales convention in Hollywood. Left to right, seated: I. H. Prinzmetal, counsel and secretary; John J. Jones, president; John Franconi, secretary. Standing, left to right: Jack Engel, director; Robert L. Lippert, executive vice-president; Albert Dezel, director (bow tie); Arthur Lockwood, vice-president; Sam K. Decker, treasurer; Albert Dezel, director; J. Francis White jr., director, and Francis A. Bateman, assistant treasurer.

Madison Schwer, assistant secretary, is not in the photo.

Skouras Re-Elected Head of 20th-Fox

NEW YORK—Spyros P. Skouras was re-elected president of 20th-Fox and 14 directors were elected by the stockholders to serve until 1948 at the annual meeting held Tuesday (May 20).

Directors elected were: L. Sherman Adams, Robert L. Clarkson, Thomas J. Connors, John R. Dillon, Wilfred J. Eadie, Daniel O. Hastings, Donald A. Henderson, Robert Lehman, William C. Michel, William P. Philips, Seton Porter, Murray Silverstone, Spyros P. Skouras and Darryl F. Zanuck.

Officers elected with Skouras at the board meeting which followed the stockholders' meeting were: William C. Michel, executive vice-president; Darryl F. Zanuck, vice-president in charge of production; Thomas J. Connors, vice-president in charge of sales; Murray Silverstone, vice-president; Joseph H. Moskowitz, vice-president; Donald A. Henderson, treasurer and secretary; Wilfred J. Eadie, controller and assistant treasurer; Francis T. Kelly, assistant treasurer; Fred L. Metzler, assistant treasurer; Read B. Simonson, assistant treasurer; C. Elwood McCartney, assistant controller; J. Harold Lang, assistant secretary; George F. Wasson jr., assistant secretary, and William Werner, assistant secretary.

Ascap Names Committee To Conduct Affairs

NEW YORK—The board of directors of the American Society of Composers, Authors and Publishers has voted to discontinue the office of general manager, left vacant by the death of John G. Paine, and to conduct the affairs of the organization through the executive committee supervised by the board.

The executive committee appointed by the board includes Herman Greenberg, sales manager, to be in charge of all licensing activities; George A. Hoffman, controller, to be in charge of accounts, finance and general personnel; Richard F. Murray, manager of foreign relations, to be in charge of foreign matters, all internal statistical departments and the publicity department, and Herman Finkelstein, resident counsel, to be in charge of all legal activities carried on at the Ascap premises. The law firm of Schwartz & Frohlich remains as general counsel in charge of litigation.

Three U Films for 16mm

NEW YORK—United World Films has acquired three pictures from the 1945-46 program of Universal Pictures for 16mm release.

"Scarlet Street," starring Edward G. Robinson and Joan Bennett, will be available June 28; "Girl on the Spot," with Lois Collier and Jess Barker, will be available July 11 and "Because of Him," starring Deanna Durbin and Charles Laughton, will be available July 18.

'Riffraff' Ads Start June

NEW YORK—RKO will start a series of full page ads on "Riffraff," featuring Pat O'Brien and Walter Slezak, in Life, Look and Liberty magazines in June. Ads also will be placed in Photoplay, Modern Screen, Ideal publications and Fawcett screen magazines.

Carmichael to St. Louis

CINCINNATI—W. G. Carmichael, U-I manager here, has been transferred to a like post at the St. Louis exchange.

Competition From Majors No Worry to 16mm Field

NEW YORK—The narrow-gauge field is facing a bright future, with no fear of competition from the 35mm major companies now engaged in 16mm operations. This was the general sentiment expressed at the recent four-day annual convention of the Allied Non-Theatrical Film Ass'n at the Hotel Vanderbilt here May 15-18.

In direct contrast to this note of optimism was the warning voiced at the association 1946 convention that 16mm operators would be facing stiff competition from major companies within two years. At that time Emerson Yorke, head of Emerson Yorke Studios, advised ANFA members to seek closer cooperation with the theatrical field.

In the past year major company activity in the narrow-gauge field has proved a stimulus to established 16mm operators, according to Wilfred L. Knighton, executive secretary of ANFA. Instead of cramping established narrow-gauge activities, major company entry in the field is creating a wider market for 16mm films, he declared.

There was no discussion of competition at the ANFA meet. Representatives of motion picture equipment manufacturers, film producers, distributors, libraries, dealers, projection services and laboratories met to work out problems confronting the 16mm industry. The four-day meeting was divided into various forum discussions.

DISCUSS 'HOT 16MM PRINTS'

One of the highlights of the convention was a panel talk on "hot 16mm prints." Speakers included Edward A. Sargoy of Sargoy & Stein, counsel for major film companies in copyright protection matters, and Edward Scheidt, special agent for the FBI. The latter presented the views of the Department of Justice on illegal disposal of armed forces prints which were originally donated by the industry for free entertainment.

Scheidt said the FBI is interested in information on the unauthorized use of copyrighted films and promised immediate investigation. Sargoy added that stealing or improper disposal of armed forces prints would make the offender liable under the U.S. criminal code.

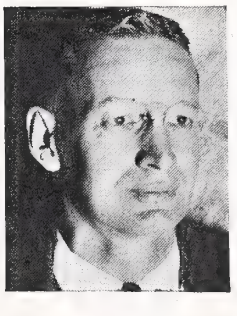
The distributors forum discussed the distribution of sound 16mm films by local camera stores. The theory that this is competition was refuted by several distributors. They claim it is an indication of the expanding demand for 16mm product.

ALL OFFICERS RE-ELECTED

All officers of the association were re-elected for the coming year. They include Kruse, president; Stanley C. Atkinson and Samuel Goldstein, vice-presidents; George H. Cole, treasurer; Harold Baumstone, secretary; Thomas J. Brandon, Kent D. Eastin, Edward H. Stevens and E. E. Carter, directors; Bertram Willoughby, William K. Hedwig and Horace O. Jones, honorary presidents.

RKO Sets Sales Meeting In N.Y. for July 7 to 9

NEW YORK—RKO will hold its 16th annual sales meeting July 7 to July 9, inclusive, at the Waldorf-Astoria hotel, according to Robert Mochrie, vice-president and general sales manager.



ROBERT MOCHRIE

Winners of the 1947 Ned E. Depinet drive will be announced at the meeting which will be attended by the division managers, district managers, branch managers, salesmen and field men from exchanges in the U.S. and Canada. Representatives of the RKO producing affiliates, including Samuel Goldwyn Prod., Walt Disney Prod. and Jesse L. Lasky-Walter McEwen Prod., will also be on hand.

In this Issue

The MODERN THEATRE
immediately following the LOCAL NEWS PAGES

Scientific Research Produces Public Seating Improvements
by HELEN KENT

The Drawing Power of This Thing Called Comfort
by ANSEL M. MOORE

A Slide-Back Theatre Seat Makes Its Bid for Attention

Just Off the Boards

Some Rules of Conduct for Candy Vending in Theatres
by OSCAR TRUDEAU

Assured Income: The Plan Motive of the Multiple Enterprise

Greater House Appeal Depends on Scientific Air-Diffusion
by LEONARD R. PHILLIPS

Shall Our Theatre Lobbies Become Merchandise Marts?

The Starting Point of Successful Theatre Planning
by HANNS R. TEICHERT

News of What's New in Modern Theatre Equipment

Projection Lighting Effects to Dress Up Screen Presentation
by THE CONDUCTOR

Review of Papers Presented at the S. M. P. E. Conference

The Quiz Pot

About People and Product

Washington Report

By LEE GARLING

JOSEPH D. NUNAN JR., commissioner of internal revenue, announced his resignation here this week, effective June 30. Nunan is the man who ordered the discontinuation of "personal film corporations." Such corporations have been established by Hollywood producers and stars to save tax money on their huge salaries.

Look for John Wenchel, Bureau of Internal Revenue counsel, to be leaving soon, too. It was Wenchel who went to Hollywood to make the investigations of the "personal corporations."

GOP budget cutting is discouraging the top echelon at the Bureau of Internal Revenue; others will probably leave too.

George J. Schoeneman, already appointed by President Truman, will succeed Nunan.

Nunan leaves quite a record of public service behind him. He is also credited with insisting on the setting up of standard prices for theatre tickets to prevent under payments of admission taxes.

* * *

ANOTHER RESIGNATION here this week was that of Pare Lorentz, chief of the War department's civil affairs division's film and theatre section.

Lorentz, whose resignation is effective May 31, had a wide reputation for documentary film production.

Evidence points to disagreements with top policy officials in the War department. Lorentz had been known to disagree with certain film practices carried on in Germany by the CAD.

* * *

"THE PEOPLE'S LOBBY" has submitted a statement to the congressional committees, hearing testimony on antimerger legislation, recommending that Congress:

"1. Decide what enterprises in order to be efficiently and economically operated, must be monopolies, and devise measures to protect the consumers of the products and services thereof, either public ownership, or equivalent government controls through participation in management.

"2. Devise methods of enforcing genuine competition between enterprises it decides can best serve consumers through competition, which would automatically include outlawing those trade associations and similar organizations designed to permit members thereof to fix prices, assign territories and quotas, and otherwise obtain for 'innocent' smallness the profit opportunities of 'malevolent' bigness."

The motion picture industry's experience with the New York case has been influential in this movement.

* * *

FIGHT OVER THE "to-be-or-not-to-be" now famous State department-office of foreign information and cultural affairs continued this week as hearings were held on the Mundt bill, to legally authorize the office.

Secretary of Commerce Harriman testified in favor of the bill, stating that such government-produced films are necessary to "round out" the impression left with foreign countries by the product exported from Hollywood.

Harriman, former ambassador to Britain, criticized the choice of American films exported as being "high on profit but low on depicting American life."

* * *

WILLIAM FARR spoke at last week's luncheon of the Washington Film Council on the efforts being made by UNESCO to promote a "free flow of educational films throughout the world." Farr, chief of films for UNESCO's mass media division, asserted that the convention they are sponsoring will not be held until the conclusion of agreements being made at the Geneva trade conferences.

* * *

MUCH SPORT AND HORSEPLAY spotlighted the national celebrities golf tournament here over the weekend at the Columbia Country club.

Bing Crosby emerged as the most popular with the crowd of 7,500 spectators watching the golf meet.

Edward Arnold covered the entire course without playing a hole. He provided the most amusement by letting Att'y Gen. Tom Clark tee-off from his nose as he lay on the ground.

Other contestants were: Sen. Robert Taft, Hildegarde, General Eisenhower, Jack Dempsey, Gene Tunney, Babe Didrickson, Gene Sarazen, Walter Hagen jr., Bobby Jones, Bobby Cruickshank, Happy Chandler, General Bradley, James Forestal, Admiral Nimitz, Carl Hubbell, John Snyder, Ham Fisher and many senators and representatives.

Best score for 18 holes was Gene Sarazen with a 70. Worst score Tom Clark with 120, probably more.

* * *

ERIC JOHNSTON, president of the Motion Picture Ass'n, announced the beginning of production of MPA's "Screen Editorial" series to be under the supervision of Edward Cheyfitz, his assistant. Cheyfitz left for Hollywood this week and told BOXOFFICE that they expect to begin shooting in about ten days. After they are finished, another series called "This Is Hollywood," will be put in production, he said.

Johnston's trip to Europe is now scheduled for June 22 departure. Unless unforeseen developments again postpone the trip, he will go directly to the Brussels Film Festival in Belgium. He will also make stops in England, Holland, Germany, France and the Scandinavian countries, ending up at the Geneva trade conference. Gerald Mayer and Joyce O'Hara will accompany him.

* * *

THE HOUSING EXPEDITOR has approved eight more permits for new theatre construction excluding repairs. All veterans, they are:

Donald C. Hones and James D. Fitzpatrick of Erie county, N. Y.; Daniel L. Francis, Perry Johnson and Harding Duidry, Breaux Bridge, La.; Manley I. Cark, Lawndale. N. C.; R. L. Hawks, William J. Hawks, Delano, Kas.; Arlington L. Howe, St. Leonards, Md.; L. W. Richardson, Warrenton, Ore.; Lawson P. Stine, Steele, Mo., and Harold Nusbaum, Springfield, Ohio.

* * *

THE LONG TALKED-ABOUT screening rooms for Congress will finally be a reality. David Lynn, architect of the Capitol, announced his plans for remodeling both house and senate caucus rooms for film projection, plus some other additions in the senate luncheonette, at a total cost of $84,000. Work will be done this summer.

* * *

FEAR OF CRIPPLING the antitrust division of the Justice department by GOP budget cuts has been dispelled. Only $100,000 was pared from their appropriations of $2,500,000 which is their largest grant in history.

* * *

PASSAGE WAS EFFECTED this week in the senate of the business census bill sponsored by Sen. Albert W. Hawkes (R-N.J.). The census includes the motion picture industry and will occur every five years.

POSTPONED

M-G-M TRADESHOWS "ROSY RIDGE"

originally advertised for tradeshowings in New York, New Jersey and Los Angeles territories Monday, May 26, and elsewhere nationwide May 27.

Watch for New Tradeshow Dates!

RKO Pathe Gets Citation

ST. LOUIS—The American College Public Relations Ass'n awarded a citation to Frederic Ullman jr., RKO Pathe president, and the This Is America series production staff for distinguished service in interpreting higher education through films. The award was presented at the association 30th anniversary dinner held here recently. Phil Reisman jr., RKO Pathe editorial manager, accepted the citation for "Campus Boom," recent This Is America release.





LASH! "FIESTA" selected as THE PICTURE OF THE MONTH by Louella O. Parsons in OSMOPOLITAN MAGAZINE.

M-G-M TRADE SHOWS

CITY	PLACE AND ADDRESS	LIVING IN A BIG WAY	FIESTA
ALBANY	20th-Fox Screen Room, 1052 Broadway	MON. 6/9 8 P.M.	MON. 6/23 8 P.M.
ATLANTA	20th-Fox Screen Room, 197 Walton St., N. W.	MON. 6/9 10 A.M.	MON. 6/23 10 A.M.
BOSTON	M-G-M Screen Room, 46 Church Street	MON. 6/9 10:30 A.M. and 2:15 P.M.	MON. 6/23 10:30 A.M. and 2:15 P.M.
BUFFALO	20th-Fox Screen Room, 290 Franklin Street	MON. 6/9 2:30 P.M.	MON. 6/23 2:30 P.M.
CHARLOTTE	20th-Fox Screen Room, 308 South Church Street	MON. 6/9 1:30 P.M.	MON. 6/23 1:30 P.M.
CHICAGO	H. C. Igel's Screen Room, 1301 South Wabash Ave.	MON. 6/9 2 P.M.	MON. 6/23 2 P.M.
CINCINNATI	RKO Screen Room, 16 East Sixth Street	MON. 6/9 8 P.M.	MON. 6/23 8 P.M.
CLEVELAND	20th-Fox Screen Room, 2219 Payne Avenue	MON. 6/9 1 P.M.	MON. 6/23 1 P.M.
DALLAS	20th-Fox Screen Room, 1803 Wood Street	MON. 6/9 2:30 P.M.	MON. 6/23 2:30 P.M.
DENVER	Paramount Screen Room, 2100 Stout Street	MON. 6/9 2 P.M.	MON. 6/23 2 P.M.
DES MOINES	20th-Fox Screen Room, 1300 High Street	MON. 6/9 1 P.M.	MON. 6/23 1 P.M.
DETROIT	Max Blumenthal's Screen Room, 2310 Cass Ave.	MON. 6/9 1:30 P.M.	MON. 6/23 1:30 P.M.
INDIANAPOLIS	20th-Fox Screen Room, 326 North Illinois Street	MON. 6/9 2 P.M.	MON. 6/23 2 P.M.
KANSAS CITY	20th-Fox Screen Room, 1720 Wyandotte St.	MON. 6/9 1:30 P.M.	MON. 6/23 1:30 P.M.
LOS ANGELES	20th-Fox Screen Room, 2019 So. Vermont Ave.	TUES. 5/27 1:30 P.M.	WED. 6/11 2 P.M.
MEMPHIS	20th-Fox Screen Room, 151 Vance Avenue	MON. 6/9 10 A.M.	MON. 6/23 10 A.M.
MILWAUKEE	Warner Screen Room, 212 W. Wisconsin Ave.	MON. 6/9 1:30 P.M.	MON. 6/23 1:30 P.M.
MINNEAPOLIS	20th-Fox Screen Room, 1015 Currie Avenue	MON. 6/9 2 P.M.	MON. 6/23 2 P.M.
NEW HAVEN	20th-Fox Screen Room, 40 Whiting Street	MON. 6/9 2 P.M.	MON. 6/23 2 P.M.
NEW ORLEANS	20th-Fox Screen Room, 200 South Liberty St.	MON. 6/9 1:30 P.M.	MON. 6/23 1:30 P.M.
NEW YORK / NEW JERSEY	M-G-M Screen Room, 630 Ninth Avenue	MON. 6/9 10:30 A.M. and 2:30 P.M.	WED. 6/11 10:30 A.M. and 2:30 P.M.
OKLA'MA CITY	20th-Fox Screen Room, 10 North Lee Street	MON. 6/9 1 P.M.	MON. 6/23 1 P.M.
OMAHA	20th-Fox Screen Room, 1502 Davenport St.	MON. 6/9 1:30 P.M.	MON. 6/23 1:30 P.M.
PHILADELPHIA	M-G-M Screen Room, 1233 Summer Street	MON. 6/9 11 A.M.	MON. 6/23 11 A.M.
PITTSBURGH	M-G-M Screen Room, 1623 Blvd. of Allies	MON. 6/9 2 P.M.	MON. 6/23 2 P.M.
PORTLAND	B. F. Shearer Screen Room, 1947 N.W. Kearney St.	MON. 6/9 2 P.M.	MON. 6/23 2 P.M.
ST. LOUIS	S'Renco Screen Room, 3143 Olive Street	MON. 6/9 1 P.M.	MON. 6/23 1 P.M.
SALT LAKE CITY	20th-Fox Screen Room, 216 East First Street, So.	MON. 6/9 1 P.M.	MON. 6/23 1 P.M.
S. FRANCISCO	20th-Fox Screen Room, 245 Hyde Street	MON. 6/9 1:30 P.M.	MON. 6/23 1:30 P.M.
SEATTLE	Jewel Box Preview Theatre, 2318 Second Avenue	MON. 6/9 1 P.M.	MON. 6/23 1 P.M.
WASHINGTON	20th-Fox Screen Room, 932 New Jersey, N.W.	TUES. 6/10 1 P.M.	TUES. 6/24 1 P.M.

Pennsylvania to Censor Love Scenes in 'Duel'

PHILADELPHIA—"Duel in the Sun" will have to be toned down before it can be shown in Pennsylvania, the state board of motion picture censors has decided. A number of new cuts have been ordered in the widely ballyhooed film as a condition of approval, it was learned Wednesday.

The film is scheduled to open at the Fox Theatre here May 29 and in 19 other Philadelphia and suburban theatres on Memorial day. Theatres which were booked for the mass opening are the Byrd, Rivoli, Grand, Suburban, Rockland, Renel, Davon, Overbrook, Great Northern, Lawndale, Rialto, Alden and Keswick within the immediate city limits and the Darby, Anthony Wayne, Suburban, Grand, Westmar and Savar in the suburbs.

Members of the board of censors would say only that the picture "is in the process of censorship." Many protests, it was learned, have been received by the board from church groups and women's clubs objecting to the showing of the film without major cuts in the love scenes.

The Pennsylvania board has had the picture "in process of censorship" for about two weeks.

Representatives of the Selznick Releasing Organization have not yet agreed to make the cuts ordered and presumably are hopeful that the board of censors will relax its orders.

Harold Seidenberg, manager of the Fox, said he had not been notified what cuts, if any, have been ordered in the film.

M·G·M TRADE SHOW "GONE WITH THE WIND"

ALBANY	20th-Fox Screen Room, 1052 Broadway	TUES. 6/3	7:30 P.M.
ATLANTA	20th-Fox Screen Room, 197 Walton St., N. W.	TUES. 6/3	10 A.M.
BOSTON	M-G-M Screen Room, 46 Church Street	TUES. 6/3	10 A.M. & 2:30 P.M.
BUFFALO	20th-Fox Screen Room, 290 Franklin Street	TUES. 6/3	2 P.M.
CHARLOTTE	20th-Fox Screen Room, 308 South Church Street	TUES. 6/3	1:30 P.M.
CHICAGO	H. C. Igel's Screen Room, 1301 South Wabash Ave.	TUES. 6/3	1:30 P.M.
CINCINNATI	RKO Screen Room, 16 East Sixth Street	TUES. 6/3	7 P.M.
CLEVELAND	20th-Fox Screen Room, 2219 Payne Avenue	TUES. 6/3	1 P.M.
DALLAS	20th-Fox Screen Room, 1803 Wood Street	TUES. 6/3	2:30 P.M.
DENVER	Paramount Screen Room, 2100 Stout Street	TUES. 6/3	1 P.M.
DES MOINES	20th-Fox Screen Room, 1300 High Street	TUES. 6/3	1 P.M.
DETROIT	Max Blumenthal's Sc. Rm., 2310 Cass Avenue	TUES. 6/3	1:30 P.M.
INDIANAPOLIS	20th-Fox Screen Room, 326 North Illinois Street	TUES. 6/3	2 P.M.
KANSAS CITY	20th-Fox Screen Room, 1720 Wyandotte Street	TUES. 6/3	1:30 P.M.
LOS ANGELES	20th-Fox Screen Room, 2019 So. Vermont Ave.	TUES. 6/3	1 P.M.
MEMPHIS	20th-Fox Screen Room, 151 Vance Avenue	TUES. 6/3	1 P.M.
MILWAUKEE	Warner Screen Room, 212 W. Wisconsin Ave.	TUES. 6/3	1:30 P.M.
MINNEAPOLIS	20th-Fox Screen Room, 1015 Currie Avenue	TUES. 6/3	1 P.M.
NEW HAVEN	20th-Fox Screen Room, 40 Whiting Street	TUES. 6/3	1 P.M.
NEW ORLEANS	20th-Fox Screen Room, 200 South Liberty Street	TUES. 6/3	1 P.M.
NEW YORK / NEW JERSEY	M-G-M Screen Room, 630 Ninth Avenue	PREVIOUSLY TRADESHOWN	
OKLA'MA CITY	20th-Fox Screen Room, 10 North Lee Street	TUES. 6/3	12 Noon
OMAHA	20th-Fox Screen Room, 1502 Davenport Street	TUES. 6/3	1:30 P.M.
PHILADELPHIA	M-G-M Screen Room, 1233 Summer Street	TUES. 6/3	11 A.M.
PITTSBURGH	M-G-M Screen Room, 1623 Blvd. of Allies	TUES. 6/3	2 P.M.
PORTLAND	B. F. Shearer Screen Room, 1947 N.W. Kearney St.	TUES. 6/3	2 P.M.
ST. LOUIS	S'Renco Screen Room, 3143 Olive Street	TUES. 6/3	1 P.M.
SALT LAKE CITY	20th-Fox Screen Room, 216 East First Street, So.	TUES. 6/3	1 P.M.
S. FRANCISCO	20th-Fox Screen Room, 245 Hyde Street	PREVIOUSLY TRADESHOWN	
SEATTLE	Jewel Box Preview Theatre, 2318 Second Avenue	TUES. 6/3	1 P.M.
WASHINGTON	20th-Fox Screen Room, 932 New Jersey, N.W.	TUES. 6/3	1 P.M.

MGM Office Managers Meet in Cincinnati

NEW YORK—The first of two MGM office managers' meetings was conducted at the Netherlands Plaza hotel in Cincinnati during the week by a home office group headed by Charles K. Stern, Loew's assistant treasurer, and Alan F. Cummings, head of branch operations and maintenance. Others in the home office group were W. G. Brenner, head of the checking department; Charles O'Brien, director of industrial relations; William Ornstein, liaison between sales and publicity; Harold Postman, assistant to Cummings, and M. L. Simons, assistant to H. M. Richey and editor of The Distributor, Loew's sales publication. The second meeting will start May 26 at the Cosmopolitan hotel, Denver, with all of the home office group but Brenner attending.

Master bookers on hand for the three-day Cincinnati sessions were Parke D. Agnew and Arthur Sterling. Field auditors included Charles Bell, H. C. Gentzel, Irving Margolin, Charles School, Harry A. Simons and Arthur Sklar. Office managers were G. L. Becker, Detroit; M. N. Berger, Cincinnati; D. H. Brown, Cleveland; J. E. Farrow, Philadelphia; L. R. Gilland jr., Charlotte; H. Holmes, Memphis; J. Kronman, Washington; D. S. MacLeod, Indianapolis; A. J. Mayer, Pittsburgh; H. P. Mosley, New Orleans; Sam Perloff, Atlanta; Mary Ryan, Buffalo; Sidney Stockton, New York; Edward Susse, Albany; G. E. Weber, New Haven, and Ben Wolf, Boston.

Tom F. Grady, master booker, and John Ash, Oliver C. Broughton, Willard Gillilan and Edward Urschel, field auditors, will be among the 26 attending the Denver meeting. The office managers present will include Hazel Anderson, Omaha; Fred Armington jr., Des Moines; Walter Bennin, Milwaukee; J. E. Comer, Seattle; John Coyne, San Francisco; G. A. Derrick, Salt Lake City; Edna Frank, Chicago; A. V. Gross, Denver; A. S. McCarl jr., Portland; Miss E. J. Brantley, acting office manager who will pinch-hit for L. W. Royalty, who is ill, Oklahoma City; V. Smith, Kansas City; W. W. Spruce, Dallas; J. P. Valpey, Los Angeles; J. H. Zimmerman, St. Louis, and A. Zuelch, Minneapolis.

M. L. Simons Will Attend Montana Exhibitor Meet

NEW YORK—M. L. Simons, assistant to H. M. Richey and editor of the MGM sales publication, "The Distributor," will make his first appearance before an exhibitor group in his new post at the Montana Theatres Ass'n convention at Boulder Springs May 28 and 29.

Simons will go to Boulder Springs after attending the second of the office managers' meetings at the Cosmopolitan Hotel, Denver, May 26 and 27.

Seeking General Release Of Government Films

HOLLYWOOD—Patrons of motion picture theatres may be given an opportunity in the near future to see some of the countless thousands of feet of film on various subjects produced by Hollywood studios for the wartime government. Marvin Faris, executive assistant to Donald Nelson, president of the Society of Independent Motion Picture Producers, is in Washington conferring with Solon Buck, archivist of the Library of Congress, anent the possibility of securing release on some of the films which are frozen because they are government property. Nelson and Faris are of the opinion that many of the subjects have commercial and educational possibilities.

Set 'Copacabana' Dates

NEW YORK—"Copacabana," a Sam Coslow production released through UA, will open at the Stanley Theatre in Philadelphia June 6, and at the Uptown Theatre in Toronto June 7. These are the first two out-of-town engagements for the film. "Copacabana" will open at the Criterion Theatre in New York May 28.

CHESTER FRIEDMAN
EDITOR

HUGH E. FRAZE
Associate Editor

BOXOFFICE Showmandiser SECTION

PRACTICAL IDEAS FOR SELLING SEATS BY PRACTICAL SHOWMEN

New Relations

The owner-manager of a small new theatre in a southern state sent in his bid for the public relations Bonus for this month. He recently made public an announcement that he was taking a local church in as a partner, giving it one cent on every adult admission.

His letter states: "If the federal and state governments can take a big slice of the admission price, we can just as well give a share to the church where it will really do some good.

"I think this public relations idea of mine is original and that it is much better to have the churches on our side than to be fighting them like exhibitors in most communities.

"Now I ask you," he concludes in his letter, "is that public relations or not?"

That is a moot question to answer. In a town such as the one this particular exhibitor is located in, the idea may have merit although time and experience could prove otherwise.

Also, it is possible that this exhibitor's own lack of theatre operating experience and what he undoubtedly intended as a goodwill gesture might prove a boomerang. What happens if other churches or civic organizations devoted to charities decide that they, too, should be declared in as partners?

At RKO's annual golf tournament last week, some of the circuit theatre managers were explaining their reluctance to submit promotions to the trade magazines.

"Here in New York," said one, "our advertising is handled mainly through the home office publicity department. We do, of course, devote ourselves to lobby displays, special circulars and to occasional tieups. The out-of-town managers have more opportunity to display their showmanship by comparison."

But the RKO manager did admit that the BOXOFFICE Bonus will serve as an equalizer. The showman who is restricted to any one or more mediums of promotion can submit proof of his talents in these phases to earn himself cash and recognition for his effort. That is exactly what the Bonus does.

Let's hear from you.

--- Chester Friedman

Advertising Variety Cues Dallas Telenews Success

Managing the Telenews Theatre in Dallas is not exactly a pushover. Meet Ross McCausland who holds the fort as manager and does a bangup job week after week, providing theatre patrons not only with the latest global news but also selling whatever product is not used by the bigger houses in Dallas.

Originally devoted exclusively to the exhibition of news events and short subjects, the theatre is a successful venture since the policy was changed with the addition of feature attractions to supplement the short program. To the Telenews go a good many of the foreign imports, and the competent showman who is in charge has done an excellent job in putting over many of the English film productions.

Some of his campaigns represent a creditable performance in the face of extreme competition and the southerner's normal reluctance to attend British films. McCausland has made it a practice to select the outstanding portion of a picture's theme, or some specific star, and concentrate his advertising in that direction.

An amiable relationship which he has created between the theatre and the newspaper reviewers and editors is responsible for many of the usual publicity breaks which his attractions have received. Last month the Telenews Theatre played "On Approval" as the main attraction. A sneak preview in advance of the regular opening helped to create special interest in the film. In this instance McCausland concentrated on the popular Beatrice Lillie, star of the film, as his main selling point. Limited in his advertising budget due to the small seating capacity of the Telenews, McCausland made the most of whatever space was available to present Miss Lillie to Dallas audiences in a manner predestined to great success.

Unusually good reviews in all of the Dallas newspapers proved another factor in the success of the picture. The Dallas Morning News



Telenews front on "Wicked Lady"



This Telenews ad was two columns.

broke a three-column art layout for McCausland, playing up all four stars who are seen in the picture, while the other dailies contributed additional publicity and art.

When "Wicked Lady" was the attraction at the Telenews, James Mason, of course, came in for the high spot on the selling agenda.

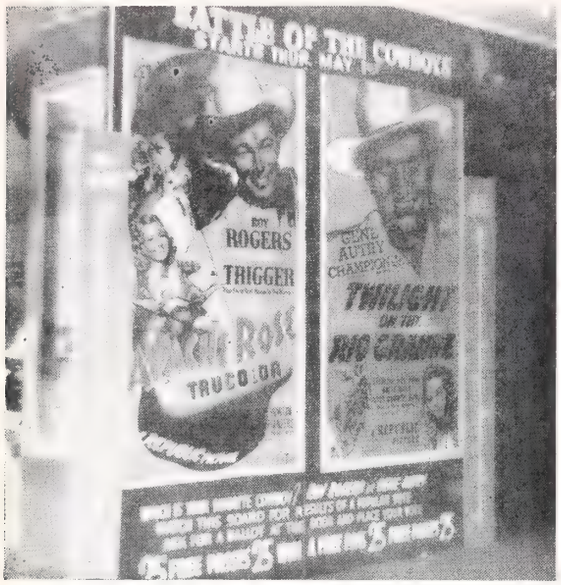
After concentrating on newspaper publicity and advertisements to publicize his attractions, a small theatre like the Telenews is likely to find its advertising budget rather strained. For this reason, the lobby and front receive special effort and attention so as to attract both regular patrons and passersby from the busy thoroughfare. These displays follow the pattern practiced in newspaper advertisements, the theme or star selected receiving concentrated effort.

Every bit of available space is utilized in the lobby to exploit coming attractions, with the same displays being used out front when the picture is current. Photo enlargements, action scenes and profuse displays of scene-stills are favored by McCausland to focus attention on his feature attractions, newsreels and shorts.

In spite of the fact that all available space is utilized, the theatre maintains a dignified and businesslike appearance. Being in a prominent location, with heavy traffic passing the theatre, the marquee is another salient advertising medium. With four lines on either side, McCausland takes full advantage of this space for punch copy and whatever highlights occur in his current news.

On special occasions, McCausland has found it feasible to tie up with outside sources for extra exploitation.

Janot Puts on 'Battle of Cowboys' To Gain Edge Over First Runs



Battle of Cowboys

OFFICIAL BALLOT

Mark an X After Your Choice

Roy Rogers ☒

Gene Autry ☐

Deposit this ballot in the lobby of the Badger Theatre and Win a Free Pass to see

THIS GREAT SHOW

Roy Rogers IN "Apache Rose" — Gene Autry IN "Twilight on the Rio Grande"

Starting Thursday, May 1st

WARNER BROS.

BADGER THEATRE

Name Rosemary Dacens

Address 1523 W Main Lowell St

Passes Will Be Mailed the Winners

25 FREE PASSES **25**

Ballots Must Be In By Midnight Wed. April 30th

Managing one of three downtown first run theatres when the other two get the pick of product is no cinch. In Racine, Wis., Ervin Janot operates the Badger Theatre which has just such a policy. Pictures available for weekend dates are not always Hollywood's super productions, so Janot recently decided to revive a "Battle of the Cowboys" program which paid off handsomely.

The program consisted of Roy Rogers in "Apache Rose" and Gene Autry in "Twilight on the Rio Grande." All advertising carried the "Battle of the Cowboys" theme with Janot getting a two-week advance start on his campaign. Displays included a thermometer for each cowboy star (left above), with announcement for patrons to watch for the results of balloting.

Printed ballots (right) were distributed in schools, restaurants and drug stores with all persons urged to vote for their favorite candidate as the most popular cowboy. An average of 300 ballots were received at the theatre every day and the thermometers were marked according to the latest vote. One day prior to the opening of the program, 25 ballots were selected from the box and those whose names appeared on them as the voter received guest tickets to see the show.

On Saturday, the third day of the program, Janot added five cartoons to his program and announced a special kiddy matinee. Three thousand special color heralds were imprinted and distributed at local schools.

Janot reports that the results were extremely gratifying with the show playing to capacity audiences throughout the engagement. He credits his assistant, Robert W. Monkman, with fine cooperation in putting on the campaign and its ultimate success.

Fry of Atlanta Puts 'Macomber' on Four Radio Stations

An example of the increasing prominence of radio in motion picture promotion is the campaign executed by Boyd Fry, manager of Loew's Grand at Atlanta, for "The Macomber Affair." Facilities of four stations were utilized in an extensive exploitation of the film.

Probably the most effective was a wild animal identification program, which was broadcast on WGST for five days in advance of the opening.

WAGA's popular Telefoto program, which features money and theatre pass giveaways, plugged the picture eight days in advance. Normally this station gives equal breaks to the Paramount, Fox, Capitol, Peachtree, Rialto and Grand theatres, but in this instance the Telephoto program tieup was devoted exclusively to "The Macomber Affair."

JUNGLE ANGLE ON RADIO

WSB, using the primitive jungle angle of the film as a background, gave 50 and 75-word plugs daily starting five days in advance.

WATL's Man on the Street program, originating daily in front of the Paramount Theatre next door to Loew's, plugged "The Macomber Affair" with giveaways consisting of certificates for soft drinks, cleaning and pressing and theatre passes.

Between the main and semifinal event of the weekly wrestling show at the City auditorium, which attracts a crowd of 5,000, the public address announcer plugged the film from a sports angle.

Beck & Greeg Hardware Co. put in a window, using stuffed bobcats, a fox, honey bears and coyotes furnished by the Atlanta Taxidermist Co. The large 11x14 art of Gregory Peck, Preston Foster and Joan Bennett was used with proper tieup copy.

Reeder & McCaughley, Inc., dealers in sports wear, guns, ammunition, etc., used a window tying up with 11x14 art of Peck and others in the cast. Guns were the background for this display.

A HUNTING DISPLAY WINDOW

The King Hardware Co., used two windows each with 8x10 and 11x14 art with guns, ammunition, hunting clothes, boats and buffalo heads. Tieup copy was prepared and furnished by the theatre.

Sixteen downtown and residential beauty salons used art of Miss Bennett with tieup copy.

The Holzman Jewelry store used 22x28 art of Miss Bennett in its window five days in advance with prominent copy. The Crown Jewelry Co., used art of Miss Bennett in a wrist watch display.

Both the Journal and Constitution carried art in Sunday's papers a good two weeks in advance and again on Wednesday before the Thursday opening.

Star Appearance Assists 'Trail Street' in Newark

Through the connivance of Fred Herkowitz, RKO home office publicity, and Harry Weiss, manager of the RKO Proctor's Newark Theatre, the presence of star Anne Jeffreys was secured during the run of her latest film, "Trail Street." It proved a perfect boost for business.

The star's presence in Newark insured the theatre of much publicity and interest when her itinerary included personal visits to the Newark News and the Newark Star-Ledger, and a guest interview by Hal Tunis, popular disc jockey over station WAAT. During the interview, Miss Jeffreys offered autographed pictures of herself to listeners.

The star was also interviewed at the newspapers, with advance and followup publicity totaling over 1,000 lines of copy. Rounding out her day in Newark, Miss Jeffreys made a personal appearance on the stage of the RKO Proctor's where she told some anecdotes that occurred during the filming of "Trail Street."

Breakfast at Early Show

When Basil's Lafayette Theatre, Buffalo, dated "The Egg and I" recently, Bill Brereton, advertising-publicity manager for the theatre, and George MacKenna, manager, tied up with Bob Wells radio show on WEBR in a novel exploitation stunt which won wide publicity for the picture, the theatremen provided the audience with breakfast, with eggs as the main course.

Double Feature Publicity Lauded by Santeramo

A double newspaper scoop which resulted in favorable publicity in connection with the opening of "Stairway to Heaven" was put over by Gene Santeramo, manager of the State Theatre in Jersey City, N. J. He planted a one-day contest with the Jersey Journal in which readers were asked to list the various steps (titles of pictures) which figured in the rise to stardom of David Niven. A bond was awarded to the winner, with guest tickets going to runnersup.

The other break, a two-column feature story, concerned a British war bride, an expectant mother, who was given a free phone call to her mother in England.

Tin Cans for Tickets

Six hundred youngsters crowded into the Palace Theatre in Phenix City, Ala., on a recent Saturday with approximately 3,000 tin cans as admission price, ending annual Junior Chamber of Commerce cleanup drive.

Plane Crash Pilot Sees Screening of 'Heaven'

A plane crash at Newark, N. J., recently in which the pilot and passengers were injured but not killed, gave rise to a timely bit of showmanship by Jay Wren, advertising-publicity director for the Paramount Adams Theatres.

There is a similar incident depicted in the film production, "Stairway to Heaven," which was dated at the local Paramount Theatre. Wren arranged a private screening of the picture at St. James hospital for the unfortunate airmen and succeeded in landing art break and credits in the Star-Ledger.

Uncle Remus He Say....



Iffen yo' all gits downtown .. don' fail to see Brer Rabbit in Song of the South windows at

Rosenbaum's

**See, in these windows, the Walt Disney animals, bigger than life, beautifully colored, just as in "Song of the South" now at the Warner Theatre.*

JAMES TOTMAN, PUBLICITY DIRECTOR, WARNER'S, PITTSBURGH, PA.

CO-OP ADS

An excellent way to stretch the advertising budget is exemplified by cooperative merchant ads on this page. These advertisements serve to promote the merchant's commodity by tying it in with picture titles or, as in the one below, a contest.

JACK MATLACK, PUBLICITY DIRECTOR, J. J. PARKER THEATRES, PORTLAND, ORE.

L. LAURENT, ACADEMY THEATRE, PASADENA, CALIF.





PRIZES:

Free, Expense-Paid Vacation . . Hollywood, Chicago or New York ★ 20 cash awards totaling $1,000.00 ★ Screen Possibility Republic Pictures Studios ★ Portrait on national Brown & Bigelow calendar.

●

Call for a free entry blank at our studio. Mail your photo to Broadway Theatre by March 14

●

"Calendar Girl" opens Broadway Theatre, Wed., March 12

Girls!

You Can Be Oregon's Entry

in the J. J. Parker Broadway Theatre

"Calendar Girl" CONTEST

★

Enter Your PHOTOGRAPH

Glamour Posed by

Gladys Gilbert

$3.00 for 4x6 glossy print

Yes, you'll stand a better chance at being judged the winner . . . when you enter a famous GLAMOUR POSE *by Gladys Gilbert.*

★

GLADYS GILBERT

OFFICIAL PHOTOGRAPHERS

"Calendar Girl" CONTEST

Phone BE 0128 for Appointment

708 S. W. Morrison at Broadway

THE FAVORIT
OF ADVENTURE FAN



ACTION COMICS

MAGAZINE IDOL— another EXPLOITATION "NATURAL"!

- Magazine distributors in 48 states, Canada, Newfoundland, Hawaii alerted and ready!
- Ads under way by publisher for his biggest comic books, to reach over 10,000,000 readers!
- Special, full-color, 32 page VIGILANTE comic books, now on the press, for use as personalized theatre "giveaways"!
- Special truck posters . . . special comic-strip heralds . . . and many, many others, all listed in the pressbook!



THE VIG
FIGHTIN

A COLUMBIA SERIAL

RALPH RAMSAY
with BYRD · AMES

Screenplay by George H. Plymp

Directed by WALLACE FO

CTION HERO OF MILLIONS
RASHES TO THE SERIAL SCREEN!



ANOTHER SERIAL SCOOP FROM COLUMBIA . . . RIGHT ON THE HEELS OF "JACK ARMSTRONG"...again designed to win the approval of every showman...parent...and child!

LANTE

ERO OF THE WEST

LYLE
LBOT · GEORGE OFFERMAN, Jr.

Clay and Arthur Hoerl

uced by SAM KATZMAN



Based on The Vigilante adventure feature appearing in Action Comics Magazine

Distributes Seeds as Street Ballyhoo, Reaps 'Spring' Publicity Harvest

In the campaign promoting the engagement of "Suddenly It's Spring" at the Criterion Theatre in Oklahoma City, Manager Robert A. Hynes put into use several ideas that clicked in a big way with the public.

Five days in advance Hynes had two girls in bright-colored pedal-pushers pass out envelopes containing certified flower seeds contributed by the Shannon Seed Co. The envelopes carried appropriate copy. For four days the girls worked the suburban shopping centers, operating one day in the main business district downtown.

The distribution of 100,000 heralds as bagstuffers was made possible through a tieup with the Standard Humpty Dumpty stores. Every purchase that left the grocery chain's 25 stores in the city over a ten-day period was accompanied by a stuffer. The heralds were numbered. On opening day 250 winning numbers were posted on "Suddenly It's Spring" cards in the stores. The holder of each winning number received a free admission to the Criterion.

A Man About Town program over KOCY had the announcer asking people the question: "What is the most obnoxious thing your husband does—(1) Drop ashes on the rug? (2) Blow smoke in your face? (3) Wear loud ties? (4) Monopolize the conversation with old jokes?" After he had received an answer to his question the announcer would tell each person to see how Paulette Goddard handled Fred MacMurray under these circumstances in "Suddenly It's Spring." Cards reading "Reserved for Sweethearts Because 'Suddenly It's Spring'—Now at Criterion" were posted on park benches in the three recreation parks in the Oklahoma City area during the run (above photo).



Five thousand penny post cards with a reproduction of a Varga painting of Miss Goddard were mailed to a local mailing house's list of female white collar workers. Selling copy and matinee prices, which are of particular interest to this group of workers, also appeared on the cards.

During the opening day and for several days after the opening Hynes had a boy shuttle back and forth continuously between the Criterion and the sign shop with a 24-sheet cutout. A prominent feature of the display was a giant figure of Miss Goddard.

Exploits Historical 'Lady' Background With Posters

Pressed with the problem of exploiting the famous British-made film, "The Wicked Lady," without stressing the sensational elements that had created earlier controversy, Walter Chenoweth, manager of the Alexandria Theatre in San Francisco, chose a campaign sparked with lively historical interest.

Colorful, eye-arresting 40x60 posters were placed in nearby shop windows at busy transfer points one week ahead of his run of "The Wicked Lady" and maintained there throughout the engagement. The posters were spotted in positions that brought his prospective customers in daily contact with the material.

Impressed by one of the most picturesque scenes from "The Wicked Lady," showing the gay and festive manner that hangings were conducted in Restoration England, Chenoweth showed replicas of the gallows which, in those times, were sold as souvenirs.

Adhering to the historical theme but utilizing a modern tiein, the Alexandria manager, with another poster, presented an idea of interesting parallel thought through the centuries as he showed how 17th century tales and ballads of highwaymen has a modern counterpart in current detective and crime stories.

In both unique posters, while emphasizing the historical angle, Chenoweth did not fail to utilize the importance of the name of James Mason, one of the leading actors, as a selling factor in the film.

Fiddlers Roundup Draw for Dallas

The personal appearance of the annual Kaw Valley Fiddlers Roundup on the stage of the State Theatre, Manhattan, Kas., was the signal for Manager Dave Dallas to unleash his repertoire of exploitation stunts which helped the theatre do a landslide business at the boxoffice.

Dallas added a couple of extra attractions to the program, a Rodeo Queen contest and a competition to decide the best barber shop quartet.

A trailer and banners strung around the lobby helped start off the ballyhoo four weeks in advance. Dallas then contacted officials of radio station WIBW in Topeka and made arrangements to present the winner of the fiddlers contest on WIBW's Jamboree program. Since the station also sponsors the Eddie Dean Rodeo contest, the theatre received gratis announcements.

The American Legion prize-winning barber shop quartet agreed to appear as part of Dallas' program which garnered news and art stories in the Kansas State Collegian and local daily newspaper.

To insure an abundant number of entries in the fiddlers contest, Dallas obtained the names and addresses of fiddlers living in adjacent communities and invited them to participate.

Spellers See Free Show

William Kemp, manager of Loew's State in Memphis, arranged for the 47 county spelling champions from the midsouth to be his guests at "Undercover Maisie." The spellers were in Memphis for the Press-Scimitar's annual spelling bee.

Has Clubwomen Endorse Showing of 'Best Years'

Outstanding publicity in local newspapers and an all-embracing exploitation campaign marked the engagement of "The Best Years of Our Lives" at the Criterion Theatre, Oklahoma City.

Manager Robert Hynes promoted displays in hotels, windows, and with department stores to sell the date. The Federation of Women's Clubs endorsed the picture and phoned their friends to urge their attendance at the Criterion.

The Man About Town radio program plugged the picture for ten days with theatre credits, offering guest tickets to listeners providing the best answers to the question, "What do you consider the Best Years of Your Life?"

Screenings for officials and clergymen netted additional publicity and several ministers referred to the film production in their weekly sermons.

The many awards won by the picture were highlighted in newspaper advertisements and special art in the theatre lobby and out front. During the current showing, the theatre was decorated with pennants and two 24-sheets were mounted on top of the marquee.

Carry Mat for 'Grass'

Fred Greenway of Loew's Poli Palace in Hartford, Conn., tied up with a florist recently for an original piece of street ballyhoo on "The Sea of Grass."

The florist supplied a large grass mat and Greenway hired four models to carry it through the streets of downtown Hartford. Splashed on the mat were the words, " 'The Sea of Grass' Is Now Playing at Loew's Poli Palace."

Promotes Quarter Page Ad

Tying up with a local concern that handles music records, Roy Blumenheim, city manager for the Reade theatres, Long Branch, N. J., promoted a quarter-page display ad in the Daily Record at no cost to the theatre. The tieup was made in conjunction with "The Fabulous Dorseys" at the Strand Theatre. The ad featured illustrations of the stars with the theatre's playdates in a dominating position, followed by merchant announcements of records on sale.

TREASURE IT!

★ Don't discard your BOXOFFICE. The Showmandiser section has been designed to serve as a permanent handbook of theatre merchandising.

★ The pages will be numbered consecutively throughout the year.

★ An index to these pages will be published at regular intervals, thus providing easy reference to the various articles on showmandising of individual pictures, to types of pictures, and to all the various phases of promotion.

★ Theatremen and executives who have long felt the need for an up-to-the-minute, yet permanent guide to boxoffice promotion material, will recognize this latest service innovation in BOXOFFICE as an invaluable aid in their daily showmandising efforts.

Big 'Jolson' Buildup In Milwaukee Beats Bad Competition

Charles Hacker, manager of the Palace Theatre in Milwaukee, assisted by Jules Serkowitz, Columbia exploiteer, worked out a campaign for "The Jolson Story," marked by heavy concentration on radio and newspaper coverage, which paid off well during a week of rain and strong outside competition.

Press material and art were planted with the motion picture, radio and Green Sheet editors of the Milwaukee Journal, the screen and radio editors of the Sentinel and with the Teen-Ager. This resulted in four advance art breaks and a Jolson biography and art on Sunday in the Journal, and art and a review in the Teen-Ager, a weekly with a circulation of 20,000.

RADIO LETTER WRITING CONTEST

WTMJ conducted a letter writing contest which extended through six days in which listeners were asked to write letters on their favorite Jolson song. Cash was awarded to the best letter each day.

Complete orchestrations were furnished the WTMJ musical director and tunes from the film were played well in advance and during the run. In addition the station used the ten-minute "Jolson Story" transcription, and Carla, announcer on a daily broadcast for the three Schuster stores, reviewed the film.

WISN played Jolson records in advance and during the run.

WFOX used the ten-minute Jolson radio show transcription twice in advance and on opening day, plugged Jolson records frequently a full month in advance and featured several 15-minute Jolson programs.

WEMP plugged "Jolson Story" song hits nightly a month in advance and used the ten-minute transcription once.

DECCA HOST AT SCREENING

A special screening was held in the Fox screen room in the Varsity Bldg. for newspaper record reviewers, film editors and critics, radio program directors and band leaders, with the invitations issued by the Decca distributor.

The Schuster department stores gave full window and department displays and newspaper ad plugs. Sears, Gimbels, the Guiness Music Co. and the Boston store gave window, department and ad boosts. The Broadway House of Music cooperated with window, department and radio plugs. W. T. Grant Co., Advance Radio, Esquire Radio Shop, Alton Music Co., the Charles Nitzow and F. W. Grand Co. also aided.

At the Palace, "Jolson" hits were played over the public address system before show time and during intermissions, two months in advance. A record player in the lobby played the "Jolson" hits ten days in advance.

A beautiful 40x60 art scroll announcing the opening was used in the lobby ten days in advance. A 22x3-foot banner was used over the lobby exit three weeks in advance.

Orchestrations were furnished local night club, ballroom and hotel dining room bands "Jolson" tunes were played in advance and during run by the dance bands at the Hotel Schroeder, Wisconsin hotel, Lakota's Theatre restaurant, Tic Toc and Celebrity.

Anagram Contest

For "Boomerang" at the Park Theatre, Brooklyn, Manager Harry Nestler instituted an anagram contest. Patrons were invited to submit lists of words formed from the letters spelling "Boomerang." Those sending the largest lists were rewarded with two guest tickets.

Preselling

Extensive newspaper and radio coverage was set for the world premiere of Eagle-Lion's "Repeat Performance" at the Liberty Theatre in Zanesville, Ohio, May 22. Top-ranking radio commentators, syndicate representatives, feature writers and nationally syndicated columns covered the event.

The picture's opening was celebrated by Zanesville and Ohio officials as highlight of the statewide sesquicentennial celebration commemorating the founding of Zanesville 150 years ago.

Representatives of the press, the tradepress and radio networks traveled from New York aboard an American Airlines plane rechristened "Repeat Performance" for the Zanesville opening.

DRY GOODS TIEUP ON "MIRACLE"

In a return to showmanship in the old-fashioned, grand manner, the 20th-Fox comedy-romance, "Miracle on 34th Street" will premiere in key cities next month, backed by a merchandising tieup.

Key to this promotional barrage set up by Charles Schlaifer, director of advertising, publicity and exploitation, is an arrangement with the powerful National Retailers Dry Goods Ass'n, numbering 7,500 member stores throughout the country.

Described as a "miracle of entertainment," the picture has been strongly endorsed to all NRDGA members by Lew Hahn, president of the organization. In a letter to retailers, Hahn has urged their fullest cooperation in bringing to the public's attention "a refreshing theme revealing the possibilities of romance in important things which have grown stale through familiarity."

Jewelry 'Locket' Tieup

Jewelers in Plainfield, N. J., displayed 11x14 color photos of Laraine Day admiring a locket which was stapled to a card with theatre name and playdates of "The Locket." Sabi Conti, manager of the Oxford Theatre, arranged the tieup.

Mayor's Appeal Helps Orphans and Case's Date on 'Dorseys'

To build advance interest in "The Fabulous Dorseys" scheduled opening at the Broadway Theatre, Kingston, N. Y., Bob Case, city manager for the Reade circuit in Kingston, enlisted for the support of Mayor W. F. Edelmuth. The mayor issued a public appeal to local citizens for old or discarded musical instruments for orphans, to be used to develop their creative talents in the field of music.

The promotion was given wide publicity locally with public-spirited citizens urged to turn in their instruments to either of the two Reade theatres in Kingston.

Radio station WKNY cooperated with a total of 16 free announcements over a four-day period with listeners also urged to provide for the kiddies and giving both the theatres and picture prominent mention.

Additional exploitation for the picture included gratis mention on the mailing list of 2,500 bulletins mailed to customers of Herzog's music shop and six cooperative newspaper ads paid for by Herzog's and Arace Bros., another music concern in Kingston plugging the song hits heard in the film.

Detroit Telenews Airs Tiger Games in Lobby

A promotion arranged by Norman F. Wheaton, manager of the downtown Telenews Theatre in Detroit, has all out-of-town major league baseball games played by the Detroit Tigers aired directly from the lounge of the theatre.

Harry Heilmann, former star of the Tigers and now a veteran baseball sportscaster, handles all broadcasts, receiving play-by-play reports over Western Union. An attractive booth has been set up in the theatre lounge, with the entire show aired over WJLB, Detroit.



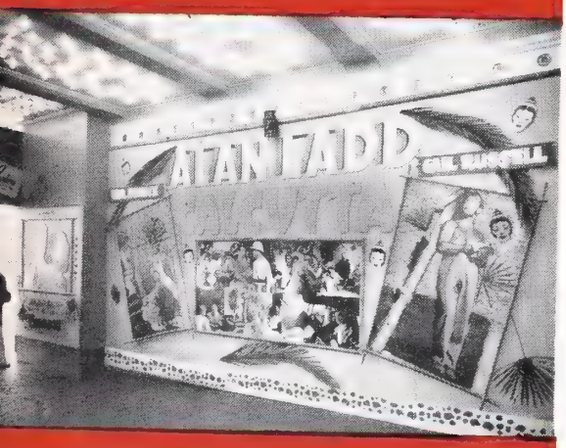
A "Home Show" exhibit was one of the highlights of the campaign to exploit "Buck Privates Come Home" at the RKO Palace Theatre in Chicago. Lou Mayer, manager of the Palace, obtained army cooperation, too. Here, the wife of a former buck private looks over part of the display.

The Lobby Promotion

Unusual lobby displays help to focus advance interest on coming attractions. Deviating from the habitual wins special attention—as shown in these photos.



TIFF COOK, CAPITOL THEATRE, HALIFAX, N. S.



PAUL MALLADIN, ST. FRANCIS, SAN FRANCISCO



MARK DU PREE, EMPIRE, DAYTONA BEACH

Graduates Are Feted by Leo T. Jones At Annual Supper-Theatre Party

Exemplifying the fine relationship which a community theatre can maintain in its relation with the public is the annual promotion put on by Leo T. Jones, owner of the Star Theatre, Upper Sandusky, Ohio.

May 19 junior-senior high school graduates attended a buffet supper followed by a selected preview feature. This gesture on the part of Jones is the annual spring event of the school term.

"It is not only a goodwill gesture," reports Jones, "it is done in the interest of public welfare, for previously these high school proms were often followed by tragedy, including automobile accidents, and once by a runaway marriage.

"Our supervised activities provide plenty of entertainment and they keep things moving in an organized way after the prom and until 3 a. m. when everybody returns to their homes."

The school superintendent and members of the faculty cooperate in making arrangements and are present to assist in the supervision of the festivities.

Through his spendid outlook, Jones makes a better approach to strengthening his position in community life. This year more than 200 students attended with the buffet being served by attractively costumed volunteers from the sophomore class.

Adams Hat Campaign Tops as Goodwill Business Spur

"Straw Hat day," which started as an average idea in the brain of Elmer Adams jr., manager of the Bison Theatre, Shawnee, Okla., took on the momentum of a rolling snowball and developed as a citywide promotion with enthusiastic merchants, the mayor of Bison, newspapermen and radio station KGFF all cooperating to make the event one of the most publicized in the city.

The enterprising theatre manager wound up with an excellent day's business for "The Michigan Kid" which ran concurrently.

Adams found little difficulty persuading merchants dealing in men's chapeaux to go all-out in newspaper display advertisements to publicize the event. They also cooperated with window displays and announcements in their ads informing the public that anyone presenting a sales slip for a hat purchase on Straw Hat day at any of the cooperating stores would be admitted to the Bison Theatre upon payment of a 10-cent charge to handle taxes.

The mayor gave his endorsement to the plan by issuing a proclamation which received full news coverage.

Shabbily Dressed Manikin Promotes 'Teacher Crisis'

Capitalizing on the nationwide interest in the serious situation of schoolteachers and the number of them who are striking for better pay, City Manager Russel Ackley of Portales, N. M., really went to town to exploit the March of Time's "Teacher Crisis," shown at his Yam Theatre.

Ackley made an announcement of the coming of the film before the various school assemblies. He stressed the importance of the subject dealt with in the picture not only to the teachers but to the pupils as well. He also spoke before the local Lions club, since it has among its members several college and city teachers. The night prior to opening he gave a special screening for all Portales teachers.

Three days before playdate Ackley borrowed a manikin and dressed it in well-worn clothing. The manikin carried a picket sign bearing this copy: "Keep me off the picket line and I will keep your children from being illiterate!" The model was placed in the lobby of the Yam.

Tieing Up Window

A tieup with a local merchant and an amusing lobby display helped sell "Vacation Days" at the Avalon Theatre in Clarksville, Tex. Manager A. A. Haley arranged for a window display of sports clothes with a department store. The window, filled with vacation costumes, carried a card, reading: "The Koret Sports Clothes Displays Here May Be Seen on Living Models When You See 'Vacation Days' at the Avalon." From the same firm Haley promoted a dummy, suitably dressed, to place in the lobby. A placard beside the dummy read: "This lady cannot see 'Vacation Days.' But she wears Koret Sports Clothes, which are featured at the Hub store."

Style Show for 'Cheyenne'

Bathing suits with fringes at the top were modeled on the stage of the Lincoln Theatre in Cheyenne, Wyo., May 14 at a style show as advance publicity for the world premiere showing of "Cheyenne" May 22. Special fabrics, to be known as "Cheyenne Premiere Prints," were designed by an eastern manufacturer especially for the occasion.



Effective treatment of the boxoffice with special displays frequently offers theatremen an opportunity to attract extra attention to their attractions from passersby and motorists. Here, Charles Bierbauer, city manager, employs the device artfully to promote "Bedelia" at Fabian's State Theatre, Allentown, Pa.

Mother's Day Marked By Showmen With Special Events

Observance of Mother's day through special promotion by theatremen included the selection of a "Pinup Mother for 1947" at Skouras' Ward Theatre in Bronx, N. Y.

Manager George Cockelf of the Ward instituted the stunt in which patrons were invited to submit their own candidates for the title. Merchants and businessmen cooperated by offering beautiful gifts to the winner. Pictures of all entrants were displayed in the lobby, the merchants placed cards in windows publicizing the contest and the winner was presented on the theatre stage on Mother's day.

The winner received many fine gifts from theatre patrons who attended the unique community gathering at the Ward.

In Shawnee, Okla., Elmer Adams jr., manager of the Bison Theatre, promoted free chocolates for the oldest mother who attended the theatre on Mother's day. Adams tied up with the manufacturer of Pangburn's Classic chocolates and two drug stores who donated the candy. An attractive lobby display publicized the event in advance, and both cooperating merchants displayed signs announcing Adams' current film fare and the gift offer. Newspaper ads and announcements on the radio were also used to exploit the giveaway.

Matt Saunders, manager of the Loew-Poli Theatre, New Haven, Conn., tied in with a local beauty shop and obtained a plug in the studio's regular newspaper ads for his Mother's day program. The ad featured a cut of Evelyn Keyes, starred in "Johnny O'Clock," with theatre credits and suggested that mother be taken for a beauty treatment, then to Loew's on Mother's day.

Another stunt which landed a three-column art break in the Bridgeport Post for Saunders was the selection of four typical mothers who were treated to dinner at the Stratford hotel on Mother's day and then taken to the theatre.

Arcade Patrons Attend 'Whisker Night Party'

Waynesboro, Pa., is celebrating its sesquicentennial next July, and one of the stunts the local committee has undertaken is the formation of a Sesqui Whiskers club.

Don Nichols, manager of the Warner Arcade Theatre in Waynesboro, decided to capitalize on the stunt recently when he invited all members of the group to attend the theatre as his guests.

A section was reserved for the bewhiskered members, which was extensively publicized in the newspapers every day for over a week prior to the big night. The newspapers urged readers to attend the program in order to get acquainted with the "Beards." Nichols introduced each member from the stage with local nominees for the club being inducted in special services. Nichols himself was praised for his public spirit in helping to boost the success of the coming sesqui celebration.

Contest for Cancer Drive

As a public service gesture and to promote extra interest in the cancer drive, Bob Case, city manager for the Reade circuit in Kingston, N. Y., initiated a poster contest among high school art students. Public-spirited citizens donated cash prizes for the best posters submitted and a committee of prominent businessmen and artists judged the entries.

NUGGETS

Equipped with a clanging cowbell, an all-purpose tractor pulling a trailer adorned with copy on "The Farmer's Daughter" was a part of the promotional program for that film at the Granada Theatre in Duluth, Minn. Bernard "Bud" Blackmore, manager, attired in a straw hat and barn cloak, piloted the tractor through the downtown section. Particularly appropriate was the tractor trek on May 9 when many rural residents were in Duluth for the Farm and Home Labor Saving and Safety show.

In Waycross, Ga., John Harrison tied up with the leading beauty shops of the city and presented a hair style show. He had a full house for the attraction, and received a tremendous amount of publicity in the newspaper and on the radio, the latter carrying an advance campaign lasting ten days. This no cost stunt gave Harrison much extra revenue at the boxoffice.

Organization of kiddy clubs has proved a stimulant for Saturday afternoon business at the Freeman and Findlay theatres, neighborhood theatres in Cincinnati, operated by Jack Frisch. Under Frisch's direction the clubs were organized with officers chosen by the members, who must be 12 or under. The clubs meet at 11 a. m., Saturdays.

A small handout offering charter memberships in the "Closed Eyes Kiss Club" to feminine patrons of the Westex Theatre, Olney, Tex., attracted much amused comment from ticket buyers and focused their attention on the coming attraction, "Dead Reckoning." Cards were passed out a week prior to playdate.

The cards, bearing a cut of Bogart and Scott in an embrace and decorated with the most kissable of lips, carried this copy: "Like Lizabeth Scott, 'I Close My Eyes When Kissed' . . . (then a blank for signature) is a charter member of Closed Eyes Kiss Club. Lizabeth Scott, President." Below was a listing of the stars and the name of the film. At the bottom of the card and printed in large letters: "FREE-FREE-FREE. The first ten ladies who sign their names on the above line and present this at the boxoffice on the opening day of this picture will receive a free pass."

A flash front and a clever teaser handout card were the features of the campaign put on for "The Time, the Place and the Girl" by Ethelene E. Erwin of the Westex Theatre in Olney, Tex. A huge board, painted with a blue background and covered with silver star, 11x14 stills of the film and red cutout lettering, covered the entire front of the Olney. A week in advance the center boards were moved to the lobby. Copy read: "You have THE TIME, We have THE PLACE, You bring THE GIRL."

A week prior to showing 2x2½-inch cards were given to each purchaser of adult tickets. Cards carried this copy: "Don't let the season pass without seeing, etc."

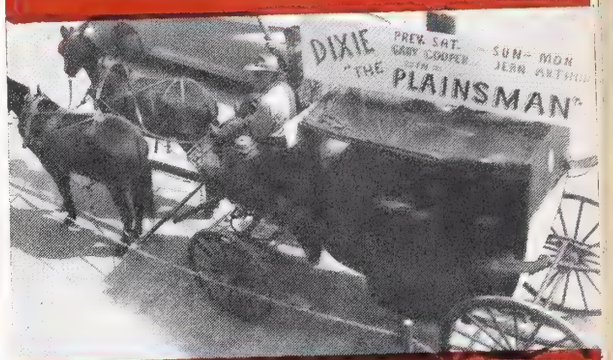
Gertrude Bunchez Ties Up Radio Deal for Century

Loew's Century Theatre in Baltimore has inaugurated its first postwar man-on-the-street broadcast in conjunction with station WCAO, CBS outlet in Baltimore.

Gertrude Bunchez, publicity director for the Century, arranged the promotion which emanates from under the Century marquee each week on the day before opening of the new program. The broadcast lasts ten minutes—participants receiving guest tickets.

Ballyhoos Pay Off

Some recent ideas which helped to publicize coming and current attractions for theatremen show a revival of the stagecoach, Santa and bobbysox pickets.



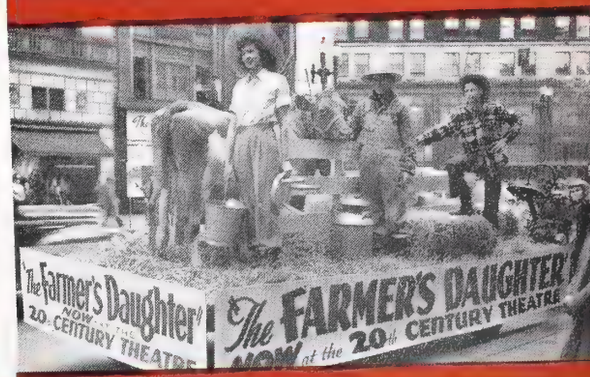
CLYDE WALKER, DIXIE THEATRE, HUGO, OKLA.



JIM SAVAGE, UNITED ARTISTS THEATRE, CHICAGO



BERNARD GINLEY, SOUTHERN, COLUMBUS



E. L. HUBBARD, 20TH CENTURY, BUFFALO

ODDS-ON

A WINNER



"100% audience picture . . . thrilling racetrack sequences." FILM BULLETI

"Laughter . . . tears . . . suspense." MOTION PICTURE HERALD



SURE THING

TOP SELECTION



"Rates high at box office." HOLLYWOOD REPORTER

"A solid entry" BOXOFFICE



MONEY IN THE BANK

IN THE BAG



"Please every

"Heart warming . . . entertaining . . . for top box office grosses." SHOWMEN'S TRADE REVIEW



BIG THEATRES FROM COAST TO COAST

FAVORITE!

BEST BET



"Exhibs can lay odds on huge gross."
HOLLYWOOD M. P. REVIEW

"Attracts women."
THE EXHIBITOR

CAN'T LOSE



OUT FRONT



"Box office honors."
FILM DAILY

member of the family."
MOTION PICTURE DAILY

A CINCH

FRANK BORZAGE'S

THAT'S MY MAN

starring

Don AMECHE • Catherine McLEOD

Lovely Star of "I've Always Loved You"

with

Roscoe Karns • John Ridgely • Kitty Irish • Joe Frisco

and Joe Hernandez, Nationally Famous Racing Announcer

Produced and Directed by FRANK BORZAGE

Written by Steve Fisher and Bradley King

A REPUBLIC PICTURE

SOON WILL BE PLAYING THE FAVORITE!

Making Use Of Your Art Man

Ed Pyne, manager of the RKO 105th Street Theatre, Cleveland, Ohio, takes special pains to get the most attractive and effective use of his lobby displays. With the assistance of a good art and sign man, his efforts pay off in maximum attention value. Pictured below are some of the recent displays he has used.



A multicolored background serves as an effective eye-catcher to focus interest on forthcoming screen attractions. Four-pointed stars have metallic border and are replaceable.



Shadow box illumination helps to point up photographic display with central theme of action and picture's title. Black and white illustrations stand out against colorful background.



Lettering which is legible and brief carries a potent message with minimum of gingerbread. Simplicity of design is another contributing factor in good signwork.

Innovation in Style Show Fills Town, Theatre Too

A fillip for fashion shows, which not only will boost the boxoffice take but also is just as valuable in the eyes of the merchants who usually sponsor such events, was worked out in Morristown, N. J., recently in connection with a spring style event at the Park Theatre.

The innovation is the idea of Guy Hevia, city manager for the Walter Reade circuit in Morristown, and Berney Feld, manager of the Park. Their stunt brought a crowd that included many people from surrounding communities to the downtown section of Morristown one spring Sunday afternoon, and increased patronage at the theatre the following night.

Widely advertised in advance, 30 well dressed women were awarded corsages by a committee of fashion experts who were stationed on the main street between the hours of 2 and 5 o'clock on Sunday afternoon. The corsages signified that the recipient was one of the best dressed women in Morris county.

INVITATIONS WITH FLOWERS

With each corsage, the committee presented an invitation for the chosen woman to appear on the stage of the Park the following night, where three finalists would be chosen by audience applause for three grand awards as follows: First, spring suit or dress; second, shoes and gloves, and third, a spring handbag.

The invitation read: "Morristown's First Annual . . . Quest for Fashion . . . You have been selected as one of Morristown's best dressed women and are requested to appear on the stage of the Park Theatre (time and date) to compete for the grand awards." The card then listed the prizes and concluded with mention of the fact that Junure House, women's wear, had provided the three prizes and that the flowers were from Wilson, florist.

The stage event followed the regular elimination contest procedure.

The key to the success of the Park's Quest for Fashion, which can be adapted for use with a fashion show any time of the year, is the advance selling, which began two weeks in advance at Morristown.

Special trailers were started in each of the several Reade theatres in town ten days in advance. In addition, the lobby was a focal point in the promotion. Props and a fashion model were obtained from a local merchant for a lobby setup that emphasized the dress-up-for-spring idea and the forthcoming selection of Morristown's queen of fashion. Heralds, 8¼x10½, plugging the fashion quest and grand awards were distributed in connection wit hthe display. A revolving color wheel drew attention to the setup.

AN APPEAL TO WOMEN

The herald wound up its explanation with an appeal to the women thus: "Ladies! Here is your chance to be considered one of the best dressed ladies in Morris county, as well as join in the thrilling moment when you take home a valuable prize.

Three thousand heralds were distributed as follows: 1,000 from the three theatres, 1,500 door to door, 250 to the florist for insertion in all orders one week prior to the event, and 250 to Junure House for counter distribution.

Twenty-five special window cards were placed around Morristown and vicinity.

The local newspaper ran a front page article on the event ten days in advance at the same time a two-column ad was used. Stories also were planted in eight out-of-town papers.

The Reade theatres in Morristown place strong dependence on a weekly program. The fashion quest, with credits to the participating merchants, was featured in the 18,000 copies of this program.

Stage Set Over Marquee Draws Attention to 'Jolson'

An eye-arresting display was created for "The Jolson Story" by Ben Holster, artist and chief operator for the Avalon Theatre, Clarksville, Tex.

Ten days prior to playdate Holster built a false stage setting on top of the theatre's marquee. A cutout of Larry Parks was placed in front of the stage setting. Parks, in blackface, was in the famous Jolson position, bended knees, arms outstretched. Behind the cutout was a background of musical notes and silver stars. Wingwalls, on each side of the false stage, carried picture copy. In the center of the stage, just below the Parks cutout, was a huge replica of a record. On it, in white letters, appeared the playdates and in a circle, around the center, "The Jolson Story." The title in large white letters also appeared at the top of stage setting.

According to C. N. Wolf, TEI city manager, the display created a lot of attention and many patrons thought it the work of a commercial artist. Holster received many compliments from friends and patrons of the Avalon.

Special Section Heralds New Lithia Reopening

When the Lithia Theatre recently reopened in Ashland, Ore., Gordon Gately, manager of the newly renovated and modernized house, promoted a special section in the Ashland Daily Tidings.

The section was devoted entirely to news about the reopening, the innovations offered for the comfort of local patrons and congratulatory messages from companies which worked on the project.

Australian Curb Due On Theatre Holdings

SYDNEY—The labor government, recently re-elected in New South Wales, is planning to introduce a bill limiting the number of theatres which can be held by one individual or company.

A promise to amend the theatres and public halls act to limit theatre holdings was made prior to the May 3 elections by John M. Baddeley, chief secretary (deputy prime minister).

A member of the legislature had complained that the independent theatre owner was being forced out in favor of "combines" because of certain provision of the theatres and public halls act. Baddeley said the government would remedy this condition if it were re-elected. Out of 90 members in the legislature, the government won 59 seats. Several independent laborites also can be counted on to support this measure.

The new legislature is scheduled to meet within the next two weeks and the proposal to amend the theatres act is high on the agenda.

In his pre-election promise, Baddeley expressed the view that license should not be granted to persons owning two or more theatres except under unusual circumstances.

Canadian Film Entered In Belgian Festival

NEW YORK—"The Boy Who Stopped Niagara," made for the J. Arthur Rank Organization by the National Film Board of Canada, has been entered in the Belgian Film Festival which starts June 8 for a 19-day period.

The film, which has an all-Canadian cast and crew and was shot entirely in the Dominion, will be shown by the J. Arthur Rank GB Instructional, Ltd., around the British Empire to the Odeon kiddy movie clubs. Leslie McFarlane, Canadian writer, produced and directed and wrote the script.

Cable to Curb Thieves

CLEVELAND—David Sandler, president of Drive-In Theatre Equipment Co., has announced that he has the exclusive manufacturing rights to a device guaranteed to protect in-car speakers from theft. "We are now making a theft-proof rubber-covered armored cable which is attached to our Auto Voice speakers," Sandler says. Theft of in-car speakers runs as high as 17 to 20 a day, it is reported.

First Run for Roy Rogers

LOS ANGELES—"Bells of San Angelo" opened day and date at the Paramount, Hollywood, and the Downtown, Los Angeles, May 22, the first time a Roy Rogers picture was booked into an important first run on the Pacific coast. "Trail to San Antone," starring Gene Autry, is being shown on the same bill.

Negro Film Has 85 Dates

NEW YORK—Toddy Pictures Co. has booked "Going to Glory," the all-Negro spiritual feature, in 85 Negro theatres throughout the U.S. The picture has already played day and date at the Harlem, Baltimore, and three houses in Washington and is now at four other theatres in Baltimore and the Regent, Brooklyn.

WB Releases Set to July

NEW YORK—Warner Bros. has completed its release schedule through the middle of July, with a July 5 release date set for "The Unfaithful," featuring Ann Sheridan and Lew Ayres. Other releases listed between now and July are "The Two Mrs. Carrolls," May 24, and "Cheyenne," June 14.

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Critics' Praise for Foreign Films Boosting Business, Asserts Unger

NEW YORK—Critics' praise for foreign films has been an important factor in developing this business in the U.S., according to Oliver A. Unger, vice-president in charge of sales of Distinguished Films. In 1944, he says, there were only eight foreign film outlets. Now every key city has one, he declares, and the total is increasing rapidly.

Unger recently returned from a six-week survey of foreign film outlets in this country. He said there isn't a key city without a foreign film house today. Kansas City, which never before played foreign first runs, has recently opened an art theatre and Washington, D. C., now has two first run theatres and four subsequents playing foreign product exclusively with two more first run spots to be opened by fall, Unger says. He estimated that there are at least 60 theatres playing foreign product exclusively and others playing it part of the week.

United Foreign Films Distributors, the new cooperative agency to be founded by Distinguished Films, Siritzky International, Superfilm Distributing Corp. and Vog Films for the distribution of foreign product across the country, will be in operation by the fall, Unger said. In addition to the New York home office, branches will be opened in Los Angeles and in Chicago, which has only one theatre playing foreign films exclusively and one other playing part-time. The new organization will seek booking term agreements to insure theatres a consistent flow of product. The theatres will be guaranteed 35 pictures from the distributor-founders, plus an occasional picture from an independent foreign distributor according to Unger. Each picture will be sold individually in order to control the methods of exploitation, which most exhibitors know little or nothing about, Unger said.

Starting from the east, Unger visited Baltimore, Washington, Atlanta, Dallas, Los Angeles, San Francisco, Seattle, Denver, Salt Lake City, Kansas City and Chicago. He also talked to circuit owners in Los Angeles where Fox West Coast is now booking first run French films at its Westwood house. Unger said the Telenews theatres in Oakland, Tacoma and Dallas are trying foreign product.

Distinguished Films may make a film in Italy next winter in both Italian and English language versions. The Italian and French producers expect more from the American market in the future because of the rising production costs, Unger said. He will leave for Europe on a six-week trip in June.

FROM THE FILES OF 20 Years Ago

UNIVERSAL'S building activity embraces 23 theatres, involving $15,000,000, with a number of new houses under consideration, according to Dan Michalove, new manager of the Universal circuit. Continued expansion in Indiana is under way, while theatres in Iowa and Nebraska are to undergo reconditioning. Expansion is progressing rapidly in the Indianapolis, Atlanta, Omaha and Portland territories.

* * *

The third series of "The Collegians," two-reelers is promised by Carl Laemmle jr., who wrote and supervised the first series.

* * *

Sid Grauman's Chinese Theatre in Hollywood opened Wednesday night with a premiere of Cecil B. DeMille's "The King of Kings." A distinguished audience was present and Will Hays acted as master of ceremonies.

* * *

A nationwide search will be instituted for the girl who can best personify Lorelei, the blond heroine of "Gentlemen Prefer Blondes," in the forthcoming Paramount film of the Anita Loos best-seller. Brunets will not be barred, but they must possess what Jesse L. Lasky defined as "the blond personality."

* * *

Sen. Reed Smoot has predicted an early repeal of the federal tax bill on theatre admissions . . . New faces are appearing in Our Gang Pathe comedies. These additions will be used as extra players and some day will be principals.

* * *

Clarence Darrow has accepted the position of legal counsel for the Ass'n Opposed to Blue Laws, which has headquarters in Washington. Darrow's services will be utilized in the more important test cases involving Sunday baseball and Sunday motion pictures.

* * *

The fact that ventilation has permitted theatres to remain open during uncomfortable weather has inspired the installation of many cooling systems throughout the country.



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Break Off Wage Talk In 'Lab' Controversy

NEW YORK—Wage talks between the Motion Picture Laboratory Technicians Local No. 702, IATSE, and 18 eastern film laboratories were broken off during the week. Richard J. Walsh, IA's international president, is expected to intervene.

Negotiations started last March, after the union threatened a strike of approximately 2,000 members. The union seeks wage increases on par with recent hikes won by west coast technicians. The union has rejected a 15 per cent salary increase offered by employers. The coast wage scale is from $1.65 to $2.10 an hour. Eastern workers get about 40 per cent less.

Members of the Screen Office & Professional Employes Guild, Local 109, United Office and Professional Workers of America, CIO, have unanimously approved salary increase proposals of $10, or 30 per cent, which ever is higher. These proposals will be submitted to nine companies under a wage negotiation renewal clause effective this summer. Companies involved include Loew's, 20th-Fox, RKO, Paramount, Columbia, UA, Republic and National Screen. Members also approved a sliding scale assessment for building a defense fund.

Thirty-eight members of the Screen Cartoonists Guild, Local 1461, employed by Terrytoons, Inc., are still on strike. The cartoonists walked out May 16. The union has been negotiating with the company the last two years for a new contract. The old one expired June 30, 1945. Pepe Ruiz, business agent for the local, said the present wage scale for the Terrytoon workers is 30 per cent under salaries granted by other companies.

N.Y. Circuits Bidding To Obtain Better Runs

NEW YORK—Within recent weeks local circuits have started competitive bidding to get better runs. Until that time bidding in New York City had been limited to independent theatres operating in the Court street area of Brooklyn where three independents are in competition and had only been used for the product of 20th-Fox and RKO.

Now MGM has been drawn into the metropolitan bidding as a result of the competition in Queens between the Brandt and Interboro circuits.

The 1,500-seat Elmwood Theatre, Elmhurst, operated by Interboro, follows the 585-seat Drake, operated by Brandt. Thus far Interboro has unsuccessfully bid for the prior run held by the Drake for MGM product.

In spite of these setbacks, Interboro will continue to bid for the run. And if it succeeds, the circuit will then go after the first run now split by the Randforce Maspeth Theatre, Maspeth, and the RKO Midway Theatre, Forest Hills.

Alexandria Amusement Opens Virginia Theatre

WASHINGTON—The Virginia Theatre in Alexandria, Va., latest addition to the Alexandria Amusement Co. chain, opened in grand style Thursday evening. Before the opening Managing Director Frank Stover invited a number of guests to a cocktail party and dinner at the George Mason hotel in Alexandria. Judge Howard Smith of the eighth Virginia district, dedicated the house and Paramount District Manager Earle Sweigert made a five-minute address over Station WPIK.

M. P. Associates Told Foundation Progress

NEW YORK—The Motion Picture Foundation took a front seat at the annual dinner-dance May 16 of the Motion Picture Associates held in the ballroom of the Waldorf-Astoria hotel.

The 700 guests who had come to see Samuel Rinzler, president of the Randforce Amusement Corp., received the 1947 Beacon award, also heard Leonard H. Goldenson, vice-president of Paramount, discuss the value to the industry of the foundation.

Goldenson, chairman of the organizing committee, stated that the foundation will prove of great value in creating better public relations for the industry and also will blaze a trail in industrial relations.

PARAMOUNT PLEDGES $500,000

Although Goldenson discussed the progress made in organizing the foundation in the 31 exchange centers, he did not mention that Paramount had placed $500,000 in escrow toward the start of the foundation. This was reported by Fred J. Schwartz, president of the MPA.

Operational details and plans for a merger of the MPA with the foundation will be discussed as soon as the board of trustees meets.

In addition to 31 exchange area trustees, who will represent exhibitors, there will be ten trustees representing the distributors, plus ten more trustees at large. These ten will be elected by the 41 exhibitor and distributor trustees.

Goldenson stressed the local, or grass roots, nature of the foundation. He reminded his audience that administration of funds for local aid and relief will be handled by the local committees. Each exchange area will receive a revolving fund from which it will be able to draw.

He also emphasized that the foundation is not designed to relieve any of the companies of the obligations which they have assumed in the various employe welfare programs now in existence. The foundation will pick up where the obligation of the companies leaves off.

No other industry has attempted a project like this, said Goldenson. He was told this by the Rockefeller Foundation, which added that other industries would follow the example of the film industry.

He predicted that within five years "the most honored positions in our industry will be membership on the board of trustees."

"The foundation," he said, "can serve as the common meeting ground for everybody in the industry. Here, the differences which sometimes divide us, can be buried."

Presentation of the Beacon award to Rinzler was made by Si H. Fabian, 1946 winner.

The guests on the dais were: Harry Brandt, Gus S. Eyssell, Fabian, Benjamin Fielding, Emanuel Frisch, Francis S. Harmon, William J. Heineman, Ray Moon, E. K. "Ted" O'Shea, Harold Rinzler, Samuel Rinzler, Albert W. Schwalberg, George J. Schaefer, Morris Sanders, George P. Skouras, William A. White, Sol A. Schwartz and Fred J. Schwartz.

LONG LIST OF GUESTS

Among others present were:

Edward W. Aaron, Ben Abner, Leon J. Bamberger and wife, Harold Bennett, Charles Boasberg and wife, Leo Brecher, Irving Dollinger and wife, Oscar A. Doob, Jack Ellis, Joseph Felder and wife, Seymour Florin and wife, Nat Furst and wife, Ben Gladstone, Len Gruenberg and wife, Jack Harris and wife, Walter Higgins and wife, Charles Hodes and wife, Phil Hodes and wife, George Hornstein and wife, Irving Kaplan, Moe Kerman and wife, Arthur Krim, Moe Kurtz and wife, Louis Kutinsky, Edward Lachman and wife, Ralph Lager, Harry Lavine, Sam Lefkowitz and wife, Charles Penser, Eugene Picker, Ralph Pielow and wife, Henry Randel, Walter Reade sr. and wife, Dr. Seymour Rinzler and wife, Montague Salmon, E. M. Saunders, Edward Schreiber and wife, Seymour Schussel and wife, Leslie Schwartz and wife, Joseph M. Seider and wife, M. L. Simons, David Snaper, Wilbur Snaper and wife, Joseph R. Springer and wife, George Stamatis and wife, Gus Stamatis and wife, Milton Stamatis and wife, James Stamatis and wife, Lou Trachtman, Vincent Trotta, Joseph R. Vogel, Al Wakoff and wife, George Waldman, James Watson and wife, Louis Weber and wife, Sidney Weiner, John Wenisch, Max Youngstein and wife and Al Zimbalist and wife.

The following organizations had tables: Alden Theatre Corp., Altec Service, American Theatres Ass'n, Astor Films, Brandt Theatres, Century circuit, Cinema circuit, Columbia exchange, Eagle-Lion-PRC, Fabian Theatres, Loew's exchange, Loew's home office, National Screen Service, National Theatre Supply, Paramount exchange, Paramount home office, Paramount Theatres, President Theatre, Prudential Theatres, Radio City Music Hall, Randforce Amusement Corp., Walter Reade Theatres, Republic home office, Rivoli Theatre, RKO exchange, RKO home office, RKO Theatres; Rugoff & Becker, Skouras Theatres, 20th-Fox exchange, 20th-Fox home office, United Artists home office, Universal home office, Warners exchange, Warners home office.



RECEIVES AWARD—Samuel Rinzler receives the Motion Picture Associates' annual Beacon award for distinguished service to the industry at the MPA dinner and dance at the Waldorf-Astoria. Looking on is Fred J. Schwartz, president, and in the right hand corner is George Skouras. S. H. Fabian is making the presentation.

BROADWAY

Col. Nathan Levinson, sound activities head of Warner Bros., left for the coast after seven weeks of conferences here with sound equipment engineers and manufacturers . . . Eric Hodgins left for the coast for a four to six-week stay to study the film version of his book, "Mr. Blandings Builds His Dream House." The script is being prepared by RKO.

Robert Fellows, William Wister Haines and a Paramount camera crew leave New York for West Point May 25 to photograph the June week festivities . . . Jules Lapidus, eastern division sales manager for Warner Bros., returned from a tour of the Cleveland territory . . . Patrick Hamilton flew from London to confer with Alfred Hitchcock and Sidney Bernstein, heads of Transatlantic Pictures, about the screenplay of his play, "Rope."

Edwin Aaronoff of Warners' publicity department is a pop again. His 4-year-old daughter has a brother, born May 15 at Israel Zion hospital in Brooklyn . . . James Stewart is in from the coast.

Tom O'Brien, general secretary of the National Ass'n of Theatrical and Kine Employes, arrived from England . . . M. Lebovitz, head of Grand Amusement Co., Chattanooga, and his wife are at the Roosevelt . . . George Muchnic, vice-president of Loew's International, is in Europe for a two-month tour of MGM overseas offices.

William Wyler is in New York on his way to Europe to make a survey of story material . . . Nat Liebeskind sailed for Buenos Aires for a two-month visit . . . Laraine Day and Leo Durocher returned to the coast.

Herbert Wilcox, Anna Neagle, E. H. Lundy, general supervisor of Gaumont-British; Mrs. Lundy; Arthur Brown, G-B booker, and Mrs. Brown arrived on the Queen Elizabeth . . . Jean Hersholt is in from Hollywood . . . Bruce Cabot is back on the coast.

Linda Darnell left New York for a three-month vacation in Europe. It's her first in eight years . . . Karl MacDonald, vice-president of Warner International and sales manager for Latin America, left on a six-week tour of Warner branches in South America.

George Bilson, head of RKO short subjects, is in from Hollywood to confer with Harry Michalson and other company officials . . .



FOR OUTSTANDING SERVICE—Lucy Monroe, singer, who has appeared at innumerable charitable and inter-faith gatherings in the past few years, is presented a scroll by Robert M. Weitman, president of Cinema Lodge, B'nai B'rith, just before the opening of the B'nai B'rith film, "This Is B'nai B'rith," in the auditorium of the Museum of Modern Art.



MANHATTAN GUESTS—Richard Wallace, director, who recently completed "Tycoon" for RKO, gets into town with Mrs. Wallace intent upon seeking plays and having a vacation.

Ben Joel, Loew's booker, is back from an Atlantic City vacation . . . Arthur S. Abeles jr., general manager for Warner Bros. in Argentina, is in New York to confer with Wolfe Cohen, vice-president of Warner International, and other home office executives.

John J. Maloney, central sales manager for MGM, is back from a weekend visit to his home in Pittsburgh . . . Charles Mack, Washington representative for News of the Day, arrived from Sweden and Moscow.

Spyros P. Skouras, Murray Silverstone, Andrew Smith jr., William Gehring and Sam Shain returned from the coast . . . Otto Preminger is here from Hollywood . . . Robert Walker is in New York . . . Sam Lefkowitz, Warner Bros. eastern district manager, visited Albany and Gloversville.

Claude Jarman jr. canceled his proposed trip to London for the opening of "The Yearling" . . . Mitchell Rawson of the MGM publicity department is on vacation . . . Roy Haines, Warner Bros. western division sales manager, returned from a midwest tour.

Charles Schlaifer is back from Hollywood . . . Norman Elsom, vice-president of Trans-Lux, is visiting Philadelphia, Washington and Boston . . . Russell Stewart of the MGM publicity staff is back from vacation . . . Rudy Vallee is in town.

Dave Biederman of Carton Films is in New York . . . Beatrice Ramos returned to Mexico City . . . Nate J. Blumberg and Mrs. Blumberg left for the coast . . . Steve Broidy, Allied Artists-Monogram president, will leave for England August 1 . . . I. Rosenfeld, president of Simplex Co., left for Paris. Before returning late in August, he will visit all the capitals of Europe.

Joanne Milniker has been appointed eastern entertainment editor for Look . . . Frederick Gildemeyer, Puerto Rican manager of Western Electric, is in New York to confer with home office executives . . . Eddie Cline, Monogram director, is back in Hollywood.

Claire Manheimer of Loew's returned from a vacation trip to Miami and Havana . . . Antoinette Spitzer is doing the exploitation and publicity for the fashion fair to be held at Madison Square Garden June 12-21. Governor Dewey is honorary chairman of the committee and "Tex" McCrary is chairman.

Bernard R. Goodman, supervisor of Warner Bros. exchanges, is back from a three-week tour of the midwest and southwest territories . . . Margaret O'Brien and her mother left for a Bermuda vacation. They will return to the coast July 1 . . . Stanley Rose of Screen Plays, Inc., is at the Earle for several weeks to confer with publishers, playwrights and novelists on acquiring story properties.

A. J. O'Keefe, U-I assistant general sales manager, is in Kansas City . . . Edward L. Kingsley, vice-president of Oxford Films, is on the coast . . . Lou Rodgers of 20th-Fox visited New Haven . . . Conrad Baker, manager of the Avenue Playhouse, and Raquel Katz will be married June 1.

E. C. Wilsche, Altec operations supervisor, is on the coast . . . Robert Goldfarb of UA left for Cincinnati and Cleveland . . . C. J. Feldman, U-I western division sales manager, is back from Los Angeles.

Samuel N. Burger and David Lewis of Loew's International are in Europe on a business trip . . . Edward A. Golden left for the coast . . . Jules K. Chapman, Film Classics assistant sales manager, is in Atlanta for sales conferences with John Maugham . . . Ed Durwood, Kansas-Missouri circuit owner, is in town.

Marcello Girosi, president of Superfilms, left for Italy and France to line up product for distribution here . . . Maurice White, Cincinnati circuit operator; Nick Schaefer and Robert Libson are in town . . . Harry M. Warner is back on the coast . . . Vernon Caldwell, public relations director for Walt Disney Products and Hank Porter, Disney artist, are in New York to confer with S. Barret McCormick.

Edward Arnold is in town . . . Herman Goldberg of Warners is back from a two-week tour of midwest branch offices . . . Harold Dunn, PRC assistant general sales manager, and Fred Meyers, eastern sales manager, are in Gloversville to confer with Schine circuit executives.

Ben Kalmenson and Harry M. Kalmine are back from Hollywood . . . Arthur Blutreich of the Warner Theatre department is the father of a seven and one-half pound boy, his second, born May 18.

Leo McCarey and Earl Rettig of Rainbow Productions are back on the coast . . . Louis J. Kaufman, Warner circuit executive, returned from a trip from the Cleveland and Pittsburgh areas . . . Jack Harris, New York division manager for Loew's Theatres, is back from Florida.

Joseph Cotten and Mrs. Cotten arrived from the coast . . . Jack Lavin of Walt Disney Productions, is at the Waldorf.



CHECK FOR $48,348—Nick John Matsoukas (left), representing George P. Skouras, presents check to Dr. Howard Rusk, head of the department of rehabilitation and physical medicine of N. Y. University College of Medicine. The check is the result of collections in the metropolitan area in connection with showings of "The Forgotten Casualty."

Heat Melts Grosses Of B'way Theatres

NEW YORK—Grosses wilted with the heat and were washed away by the rains. With few exceptions Broadway first runs ran out at the boxoffice, and in eight situations they were replaced by new product.

The exceptions were "Carnegie Hall" at the Winter Garden; "Duel in the Sun," which barely topped average at the Capitol, and "Honeymoon," which did a brisk business at the Palace despite a lambasting by the daily film critics.

"The Best Years of Our Lives" passed its half-year mark by doing as well as most of the more recent holdovers.

The replacements during the week were "The Imperfect Lady" at the Paramount; "The Brasher Doubloon" at the Roxy; "Great Expectations" at the Music Hall; "The Guilt of Janet Ames" at Loew's State; "The Patient Vanishes" at the Victoria; "Dishonored Lady" at the Broadway; "Backlash" and "Jewels of Brandenburg" at the Rialto, and "Framed" at the Globe.

(Average is 100)

Astor—**The Best Years of Our Lives** (RKO), 26th wk. 90
Broadway—**Monsieur Verdoux** (UA), 6th wk. 50
Capitol—**Duel in the Sun** (SRO), 2nd wk. 101
Criterion—**Odd Man Out** (U-I), 4th wk. 105
Globe—**The Macomber Affair** (UA), 5th wk. 80
Gotham—**The Guilty** (Mono) 95
Hollywood—**The Two Mrs. Carrolls** (WB), 7th wk. 70
Palace—**Honeymoon** (RKO) 115
Paramount—**Calcutta** (Para), plus stage show, 4th wk. 75
Park Avenue—**Carnegie Hall** (UA), 3rd wk. 60
Radio City Music Hall—**The Egg and I** (U-I), plus stage show, 4th wk. 90
Rialto—**Shoot to Kill** (SG) 90
Rivoli—**The Other Love** (UA) 90
Roxy—**The Homestretch** (20th-Fox), plus stage show, 4th wk. 60
Strand—**Love and Learn** (WB), plus stage show, 3rd wk. 78
Victoria—**The Jolson Story** (Col), 3rd wk. of 2nd run 50
Winter Garden—**Carnegie Hall** (UA), 3rd wk. 115

'Framed' Hot in Philadelphia; Holdovers Dominate Picture

PHILADELPHIA—"Framed" is the real hotshot of the week here. It broke house records at the Stanton and provided a spark to an otherwise dull session along the rialto. Most of the other houses are featuring holdovers, with a lot of new shows advertised for opening next week.

Aldine—**It happened on Fifth Avenue** (AA), 2nd wk. 90
Arcadia—**The Best Years of Our Lives** (RKO), 6th wk. 110
Boyd—**The Macomber Affair** (UA) 135
Earle—**Fun on a Weekend** (UA), plus stage show.. 90
Fox—**The Homestretch** (20th-Fox), 3rd wk. 90
Goldman—**The Egg and I** (U-I), 2nd wk. 135
Karlton—**The Egg and I** (U-I), 2nd wk. 110
Keith's—**California** (Para) 75
Mastbaum—**The Farmer's Daughter** (RKO), 2nd wk. 125
Pix—**The Best Years of Our Lives** (RKO), 6th wk. 110
Stanley—**It Happened in Brooklyn** (MGM), 4th wk. 105
Stanton—**Framed** (Col) 175

'Egg' and 'Mrs. Carrolls' Smart In Opening Sessions in Buffalo

BUFFALO—"The Egg and I" at the Lafayette and "The Two Mrs. Carrolls" at the Great Lakes shared honors among first runs last week. "The Yearling" rounded out a three-week stay downtown with a fair figure at the Hippodrome. So did "The Farmer's Daughter" and "Falcon's Adventure" at the 20th Century. Weather has been overcast and humid.

Buffalo—**Blaze of Noon** (Para); **My Brother Talks to Horses** (MGM) 80
Great Lakes—**The Two Mrs. Carrolls** (WB) 125
Hippodrome—**The Yearling** (MGM), 3rd d. t. wk. 85
Lafayette—**The Egg and I** (U-I) 137
Teck—**The Red House** (UA); **Three on a Ticket** (PRC), 2nd wk. 78
20th Century—**The Farmer's Daughter** (RKO); **The Falcon's Adventure** (RKO), 3rd wk. 87

Along New York's Filmrow

By WALTER WALDMAN

THERE will be a delegation of Filmrow notables and persons prominent in Asbury Park civic affairs for the opening of "Dear Ruth" at the Mayfair Theatre May 29. Heading the Filmrow unit will be Henry Randel, Paramount district manager, and Mrs. Randel; Hugh Owen, eastern and southern division manager for Paramount, and Mrs. Owen, known professionally as Arleen Whelan; Walter Reade sr. and Mrs. Reade, Walter Reade jr. and Mrs. Reade, Jack Harris, Reade film buyer; Maj. Gen. Spencer B. Atin, chief signal corps officer of the army, and Mrs. Atin and Brig. Gen. McTager, commanding officer of Fort Monmouth . . . The opening will be tied in to celebrate the 50th anniversary of the incorporation of Asbury Park as a city and the 20th anniversary of the Mayfair Theatre.

Phil Chaiton, manager of the Tuxedo Theatre, Bronx, is working hard for the United Jewish Appeal. Right now he is busy assembling a special show to be presented Monday night (May 26) for the benefit of the UJA. Henny Youngman, Don Tannen, Bess Myerson (Miss America 1945), Ed Marshal, Molly Picone and William S. Gailmore have promised to appear. The screen attraction will be "A Will to Live," starring Paul Muni. Admission has been upped to $1, and the entire proceeds will be turned over to the UJA.

There's another theatre manager in the news this week—Teddy Peck of the Ace Theatre, Bronx. The only reason he's in the news is that his wife gave birth to a girl, Randee Jayne . . . George P. Skouras, president of Skouras Theatres, knew what he was doing when he "angeled" the prize-winning play, "All My Sons." Three of his assistants—Antonia Rossi, Andy Karabetsos and Nick Matsoukas—each contributed a share of the $20,000 the boss decided to invest in the Arthur Miller play. To date they have gotten back 40 per cent of their investment, and the play is still going strong.

Fred Bartholdi, Skouras division manager for Westchester county and the east Bronx, has been appointed manager of the first run Park Plaza Theatre . . . Paul Laube, former manager of the Park Plaza, is in the hospital . . . Bob McGregor, assistant division manager of Jersey City, has succeeded Bartholdi as Westchester and east Bronx division manager . . . George Nichols is back on his old job as manager of the Liberty Theatre, Elizabeth, N. J., following a leave of absence.

The Regent Theatre, Dunkirk, N. Y., reported that a recent Saturday morning package show of 14 cartoons drew better business than the average double feature Saturday afternoon program . . . Allen Grant and Alfred Cohn, manager and assistant manager of the Patio Theatre, Brooklyn, recently became the first three-time winners of the Century Theatres weekly showmanship award.

Dave Fine, manager of the Stanley Theatre, set up a preview Friday night, May 23, for a new Russian documentary—"The Nuremberg Trials." It was a camera report of the famous war crimes trials from the Russian point of view . . . Jerry Sager, publicity director of the Criterion, is still trying to top the success of his recent tieup with the cast of "Finian's Rainbow." The Irish backgrounds of "Odd Man Out," playing at the Criterion, and of the musical "Finian's Rainbow," were just too convenient to overlook. So Jerry invited Ella Logan, Albert Sharpe, Donald Richards and David Wayne of the "Finian's Rainbow" cast to attend a midnight screening of "Odd Man Out." Even at that hour, photographers from daily newspapers showed up. The upshot was excellent picture coverage in several of the afternoon dailies.

Arthur Jeffrey, E-L exploitation manager, is off the sick list . . . Jack Ellis, UA New York district manager, is back from Albany . . . Arnold Grant is recuperating from an appendectomy.

George Gunn, head of the camera department of Technicolor Limited, arrived from London. He will remain here a few days and then will proceed to Hollywood.



AFTER THE SCREENING—Members of the United Artists publicity and advertising departments at the Copacabana club after attending a preview of "Copacabana" at Loew's 72nd St. Theatre. Left to right: Mrs. Howard LeSieur, Howard LeSieur, Mrs. Paul N. Lazarus jr. and Paul N. Lazarus, and Mrs. Francis Winikus and Francis Winikus.

Stay Order Revocation Asked by Goldman

PHILADELPHIA — Circuit owner William Goldman made a double appearance in U.S. circuit court last week, once in connection with the Erlanger antitrust suit and a second time in connection with the litigation over purchase of the 69th Street Theatre.

In the Erlanger affair, arguments were heard on the petition filed by the distributor defendants, excepting 20th-Fox, for a bill of review and stay granted by Judge Maris. The defendants hope to introduce evidence that will result in a modification of damages allowed in the district court.

William A. Gray, counsel for Goldman, pointed out that the defendants' brief on appeal to the circuit court was due April 30 and had not yet been filed, and asked that the stay order be removed. He said it was a delaying action and served as a restraining order that was unjust to Goldman. The distributors' argument on the unsuitability of the Erlanger, he declared, was never mentioned in previous hearings. The issue was brought up, he argued, only as a move to get the case tried again.

Gray said Goldman is anxious to reopen the Erlanger but does not want to do so until he can be assured of an uninterrupted flow of top product.

Bernard Segall, attorney for the distributors, replied that all pictures released since the district court decree-injunction had been offered to Goldman.

The court granted the defendants two weeks more in which to file the appeal brief and set June 3 as the date for rehearing of the defendants' petition for permission to file a bill of review.

In his second appearance in court, Goldman presented arguments in his appeal from the district court decision invalidating his purchase of the 69th Street Theatre in favor of Frank Blum and ordering him to pay damages. The court took the case under advisement.

Leapard Opens on B'dway

NEW YORK — Arnold Leapard, former manager of the Center Theatre in Hartford, has entered the sign and display business here. He has established business headquarters in suite 242 at 1947 Broadway.

Eggstra! Eggstra!

New Haven—The lowly egg was eggsalted at an "Egg and I" breakfast eggsecuted and eggsploited by Manager Morris Rosenthal of the Loew-Poli with the jolly backing of the Egg Dealers Ass'n, sponsors.

Hizzoner the mayor, (William Celentano), made an early morning eggstemporaneous speech at Hotel Garde, as guest of honor, and eggschanged greetings with Judith Ives of Woodbridge, representing the 4H club of New Haven, and crowned Miss Good Egg of New Haven.

Hill Schulman, field representative of the U-I publicity department, was in from Boston all eggcited.

Other guests included Harry F. Shaw, Lou Brown and Charles Gaudino, and the boys from WNHC who saw to it that even the airwaves eggsuded enthusiasm. In short, eggscellent!

Raybond Will Build Recreation Center

NEW YORK—The Raybond Theatre Corp. will build a 1,100-seat theatre, bus terminal, bowling alleys and roller-skating rink on a recently acquired block at Westchester Square, the Bronx.

The property, measuring 202x343, is assessed at $250,000. Part of it is now covered by a three-story building containing nine stores and 18 apartments. It also includes a 22-foot arched opening near the center of the block, originally built to serve as the lobby for a motion picture theatre in the rear, which was never built.

David Weinstock, president of Raybond, does not plan to tear down the building, because there is sufficient unimproved property back of the structure for the proposed theatre and other projects.

No date has been set for construction work.

Variety Club Robbed

ALBANY—The Variety Club was robbed of $23. The money was taken from a cabinet.



AT SRO'S AD MEETING—Among the showmen who attended the advertising and publicity meeting arranged in Philadelphia prior to the premiere of David O. Selznick's "Duel in the Sun," standing, are: Harold Brason, Fox Theatre manager; Irwin Zeltner, Selznick Releasing Organization exploitation representative; Harold W. Seidenberg, Fox Theatres; Richard Pinner, Selznick representative; Harry Freeman, advertising manager, Fox Theatres; Martin Ellis, Ellis Theatres; Albert Fischer, Keswick Theatres; Carl Munzer, Darby Theatre; Al Lidman, Overbrook Theatre; David Milgrim, Affiliated Theatres; Mel Koff, Darby Theatre; George Rubins, Fans Theatre; Jack Kraker, Selznick representative; Frank McNamara, Selznick representative; Phil Gerson, Colonial Amusements. Among those seated: Lew Sablosky, Bristol; Nate Sablosky, Grand Norristown; Harry MacKay, Arcadia Theatre; M. Wuertle, Great Northern; M. Fried, Suburban Theatre; Charles Goldfine, Aldine Theatre.

Taxpayer Plans Suit To Stop N.J. Taxes

ATLANTIC CITY—A local taxpayer will sue to stop the imposition of the three per cent admissions and sales tax, scheduled for local referendum at the June 3 primaries.

He is Thomas J. Karins, who won a N. J. supreme court verdict against Atlantic City in 1945 after the town had passed a sales tax. The court declared the tax unconstitutional.

Karins will maintain that the state law permitting such taxes is class legislation because it applies only to fourth-class coastal cities, and is therefore unconstitutional.

In 1945 he filed his suit on behalf of the New Jersey Taxpayers Ass'n. It is reported the new action also will be filed in the name of the association. The taxpayers group already has gone on record against the tax in local newspaper ads.

To date the various exhibitor organizations which led the legislative fight against the tax have not been asked to intervene in the Atlantic City situation.

The Federation of New Jersey Theatre Owners had promised to help local exhibitors fight the tax if they should ask for such help.

Court Reserves Decision On Reade RKO Appeal

NEW YORK—The appellate division of the New York supreme court reserved decision May 20 on the appeal filed by Walter Reade in his two-year-old contract dispute with RKO.

Reade had appealed the 1945 decision of Supreme Court Justice Samuel Null denying Reade's motion to declare illegal the contract he signed in 1942 with the B. F. Keith Corp. and the estate of the late Frank V. Storrs for the management of the Trenton-New Brunswick Theatre Corp. Thirteen theatres in the Trenton-New Brunswick area are involved.

Reade argued at that time that the B. F. Keith directors on the board of the Trenton-New Brunswick Theatre Corp. had violated the New York state corporation law by permitting Keith to run the circuit. According to the law, the board of directors is supposed to manage a corporation, said Reade.

The New York law was invoked because Keith, as a New York corporation, could not be reached in New Jersey.

Two of the directors were Keith appointees and one each was appointed by Reade and Storrs under the terms of the contract.

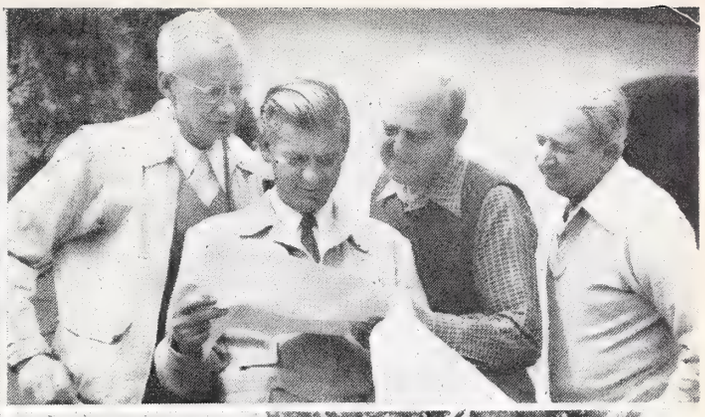
John W. Davis, who argued the appeal May 20 for Reade, repeated the argument advanced by Reade in 1945, that the violation of the corporation law justified calling off the contract.

Washington Will Honor Showman J. L. Fontaine

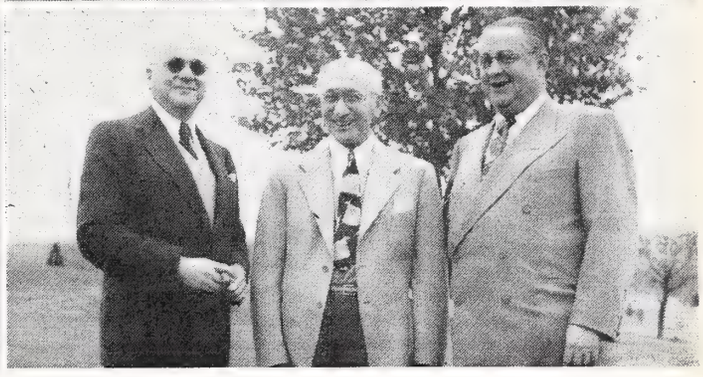
WASHINGTON—J. L. Fontaine, veteran showman, will be given a stag party May 26 at 8 o'clock by members of the industry and other friends. Fontaine is the new division manager of Selznick Releasing Organization.

Sam Galanty and John J. Payette are co-chairmen of the affair. Committee members for the testimonial, to be held in Variety's clubroom, include: Frank Boucher, tickets; Robert Denton and Al Benson, guest committee; Sidney Lust, A. E. Lichtman, Fred Kogod, arrangements; George Crouch, Joe Cronman, Sam Epstein, door prizes; Carter T. Barron and Gene Ford, entertainment and music; Harry Bohmeyer, decorations; Frank LaFalce, publicity; Crouch, LaFalce and Boucher, menu.









SEEN AT THE RKO GOLF TOURNAMENT—More than 400 distribution executives, exhibitors and RKO employes turned out for the 12th annual golf tournament of RKO at the Westchester Country club. The day started off cold and cloudy, but cleared up later. Luncheon was served at noon and dinner at night. Prizes were awarded in all classes.

Top left panel, among those on the dais were Paul Hollister, Charles Boasberg, Frederic Ullman jr., Malcolm Kingsberg, Ned E. Depinet, Robert Mochrie, Sol Schwartz and Maj. L. E. Thompson (the latter two standing). Top right panel, it's no golf score; it's a gross report being studied by Robert Mochrie, Sol Schwartz, Ned E. Depinet and Mike Poller.

Bottom left, athletes all, fresh and cheerful after 18 holes on a wet course. Included are: Charles Boasberg, Nat Fellman, Frank Marshall and Harry Rosenquest. The trio to the right demonstrate what the well dressed spectators are wearing this season. Here are Fred E. Meyers of Universal, Sam Rinzler, exhibitor leader, and Lou Weinberg, Columbia.

Rank Urged to Heed Hinterlands of U.S.

TROY—J. Arthur Rank and other producers of British pictures would do themselves, the film industry and the American public a favor if they toured the key cities to ascertain the viewpoint of exhibitors and managers—"the boys in the field."

This was the suggestion of Larry Cowen, managing director of Proctor's Troy, as he surveyed the week's business for Rank's "Notorious Gentleman." Cowen said the Rex Harrison starrer "died, as have most English pictures played in this territory, because the patrons can't understand the British accents and they dislike the lack of enthusiasm on the part of the actors. British casualness and reserve are carried too far."

"Mr. Rank should remember," said Cowen, "that there are more Troys, Albanys and Schenectadys in the U.S. than there are New Yorks and Park Avenues. We appreciate what Mr. Rank is trying to do; we have a good idea of the money he is pouring into the British product. We also want to make money with his pictures, as with all others. This we cannot do under the present setup. 'The 39 Steps' is the only British picture with which I ever did business, and that had zip and pace."

Cowen suggested that British producers aiming at the American market take a good British actor like Harrison and surround him with American players. "The fans here can understand one such accent, but not 40 or 50," he said. "Harrison was excellent in 'Anna and the King of Siam.' Why? Because American actors supported him. It's the same with Ronald Colman, Charles Laughton, Vivien Leigh and others."

SMPE October Convention Will Have 80 Exhibits

NEW YORK—The 62nd semiannual convention of the Society of Motion Picture Engineers, to be held October 20 to October 24 at the Hotel Pennsylvania, will have exhibition space sufficient to accommodate 80 booths, according to the general committee. The committee for the fall convention consists of James Frank jr., chairman; E. I. Sponable, Don E. Hyndman, Clyde Keith, W. C. Kunzmann, Harry Smith jr. and Boyce Nemec.

The exhibit, tied in with the Theatre Engineering Conference which will feature the fall convention of the SMPE, will be set up in the roof garden of the Pennsylvania. Instead of being merely a display of materials and equipment, this exhibit will be an educational and scientific presentation, with demonstrations of the best recommended practices for comfortable, safe and economical theatre planning, equipping, furnishing and operation.

Demonstrations will include methods of construction, most effective uses of modern materials, best ways of installing seats, laying carpets, hanging drapes, lighting, etc. A committee will be appointed shortly to work with the papers committee in coordinating the discussion topics with the various exhibits and demonstrations.

New Winter Garden Sign

NEW YORK—An illuminated sign, 170x40 feet was erected over the Winter Garden Theatre to spell out the picture title, "Carnegie Hall." The sign was constructed by Artkraft-Strauss. It uses 20,000 lamps, with 20,000,000 candle power and 2,000 feet of neon.

Exhibitors Put Over Torchlight Parade

NEW YORK — Exhibitor showmanship helped put across the first major torchlight parade seen in this city since the turn of the century. Nearly 250,000 persons stood in the rain to see the event.

It was the parade on Fifth avenue held Monday night (19) to open the $5,000,000 drive for a new medical center for the New York infirmary, the first and only hospital in New York staffed entirely by women.

Appropriately enough, most of the 3,000 marchers were women, and the grand marshal of the parade was Lucille Ball, screen actress. Among the marchers, most of whom rode on illuminated floats, were 600 ushers and usherettes from the Capitol Theatre and the Loew's circuit.

Each float honored women famous in American history, past and present. The music of 30 bands and a bugle corps accompanied the paraders.

The entire spectacle was staged by Edward C. Dowden, assistant advertising and publicity director of Loew's. Harry Brandt of Brandt Theatres was chairman of the parade and of a benefit performance held Tuesday night at Madison Square Garden for the infirmary fund.

Among those in the reviewing stand in front of the public library at 42nd street were Mrs. Nicholas M. Schenck, vice-president and treasurer of the campaign; Nicholas M. Schenck, president of Loew's, Inc.; Charles C. Moskowitz, vice-president and treasurer of Loew's; Joseph R. Vogel, Oscar A. Doob, Ernest Emerling and Eugene Picker, also of Loew's, and License Commissioner Benjamin Fielding.

BALTIMORE

Three colored boys, all under 11, broke into the Roosevelt Theatre, operated by Morris Flacks, and were surprised in the act just before they were about to push the safe from the balcony to the first floor . . . Al Vogelstein shopped around for a place to spend his vacation and spent some time at Gibson island . . . Frank Hornig is now on the mend at Bon Secours hospital.

"Odd Man Out," the latest James Mason film, opened at the Century . . . After showing "Bedelia" the hippodrome offered "The Millerson Case" . . . Keith's had "The Egg and I" . . . Little was playing "Ivan the Terrible" . . . "The Yearling" was in its third week at the Valencia . . . "The Homestretch" was playing for a second week at the New Theatre and will follow with "Miracle on 34th Street" . . . After holding over its twin bill of "The Sea Hawk" and "The Sea Wolf" for a second week, the Stanley opened showing "Love and Learn" . . . The next at the Town, which was in its third week of "The Farmer's Daughter," will be "Honeymoon."

Arthur B. Price, Aurora, was one of the two city councilmen who voted against parking meters for Baltimore. The ordinance, which received little public attention until it was approved by the council, is now in the hands of outgoing Mayor McKeldin to sign or veto. A storm of public protest has been showered upon the mayor to induce him to veto the ordinance. Many business organizations throughout the city, supported by several exhibitors, are back of the movement to kill the bill. Several councilmen who voted for the ordinance commented that should it be thrown back into their laps they would vote in the negative.

A freak hailstorm with hail measuring the size of half dollars fell upon Baltimore Sunday (18). At least one theatre reported patrons becoming excited to the point of believing the building was on fire . . . The Pimlico Theatre has installed fluorescents in the theatre and lobby . . . Among those marching in the I Am an American day parade were Al and Harry Vogelstein, Midway Theatre . . . The death of Archbishop Michael J. Curley was mourned by thousands in Baltimore.

Fred Schanberger, chief barker of the Variety Club, presented the Provident hospital a check for $900 for the maternity ward. Among those present were William K. Saxton, Lauritz C. Garman and Al Vogelstein . . . Morris A. Mechanic, New Theatre, is chairman of the downtown theatre committee for the Baltimore cancer fund.

Jack Stoops Purchases East Arlington Theatre

EAST ARLINGTON, VT. — Jack Stoops, former projectionist, has purchased the Arlington Theatre here from Joseph Ward Bird. Stoops is from Canada. He worked as a projectionist in Montreal and also did sound installation for RCA.

Bird still owns the Modern and Colonial in Manchester Depot, Vt.

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Matcher of Baltimore 30 Years at Rivoli

BALTIMORE—On May 18, 1917, Henry D. Matcher, then a boy of 16, became an usher in Baltimore's Wilson Theatre, now the Rivoli. Three years later the old Church of the Messiah was acquired and the present Rivoli erected under the management of the late Guy L. Wonders. Here Fred Waring's Pennsylvanians made their first stage appearance and Victor Herbert conducted the famous Rivoli orchestra on three different occasions and on one of these visits presented a baby buggy to Matcher's first born. Long before Rudy Vallee became famous he appeared on the Rivoli stage as just another musician.



HENRY MATCHER

During this time Matcher advanced from usher to doorman and on up until he became manager. When Joe Fields bought the Embassy Theatre, directly across the street from the Rivoli, Matcher became general manager of both theatres, a position he still holds.

Sunday, May 18, 1947, marked Henry's 30th anniversary at the Rivoli and in recognition thereof his friends in and out of the theatrical world honored him with a testimonial party together with a suitable gift.

Matcher is 46; he and his wife Dora have three daughters, Janis, Gloria and Rita. His chief hobby is the Rivoli Theatre. His greatest enjoyment comes from the twice weekly visits of the children from St. Leo's orphanage. Matcher arranged several years ago for a special section of the theatre to be reserved for these children as his personal guests.

Tenants on Vine Street To Hang on for Awhile

PHILADELPHIA—More than 800 tenants of properties on Vine street which are scheduled to be razed in connection with the proposed widening of the traffic lane into an express highway received notices last week that they will not be evicted June 30 as previously scheduled.

According to Clarence W. Brinser, superintendent of real estate for the state department of property and supplies, the tenants will receive new leases as soon as his office can prepare them, probably within the next two weeks.

Brinser estimated that the evictions will be stayed from a year to 18 months, until the work on the Reading railroad overpass is completed.

Most of the 800 tenants will receive leases on a month-to-month basis. Some lucky folk nearer to Broad street may receive longer leases.

Philip G. Caldwell Heads GE Transmitter Sales

SYRACUSE—Philip G. Caldwell, formerly sales manager of television equipment for the General Electric Co. transmitter division, has been named manager of sales. In this capacity, Caldwell will have responsibility for sale of all the products of the division.

Child Actress in 'Your Life'

Child actress Marlene Aames has been given a part in United Artists' "The Time of Your Life."

TRENTON

Al Zeigler, manager of the Strand, noticed that weekend patrons did not like to fight their way up to the mechanical candy machine. Last week he installed a larger stand and hired an attendant to do the selling. The idea has paid off. During the first weekend three times as much candy was sold.

A group of Trenton managers enjoyed a get-together at Murphy's Corner. Present were Jim Conklin, Henry Josephich, Bill Marsh, Joe Fitzpatrick, Fred E. Walters, and though Henry Scholl couldn't make it, he was with the boys in spirit . . . The Mayfair will get "Duel in the Sun," but the opening date has not been announced.

The Rivoli in New Brunswick keeps its patrons up to date on world news. Five-minute summaries broadcast over WCTC are amplified in the theatre before each newsreel . . . Several weeks ago a delegation of school teachers asked "Uncle Jack" Bodley to request kids attending his show to stop chewing bubble gum in school. In return for their cooperation the manager of the Reade promised to sponsor a bubble gum contest. Last Saturday 25 youngsters took part in the contest, and the winner took home a portable Victrola donated by a local store.

RKO is using WTTM for spots daily at 12:44 and 6:14 p. m. On Sunday the spots are presented at 10:29 and 5:44 p. m. The announcer gives the name of the theatre, the pictures which are playing, and the featured stars.

The Yardley Theatre, a legitimate house, opens its summer season June 14 . . . The father of James C. Conklin, manager of the Lincoln, died recently . . . William Kerchoff, Lincoln and Trent superintendent, is back after being ill for a week . . . John Bodley, manager of the Reade, was interviewed by Bill Slater on his WOR Luncheon at Sardi's air show last week. Life magazine will take pictures of Bodley's kiddy show at the Reade June 7.

"Citizen Kane," the Orson Welles picture, played the Hamilton this week . . . WTTM will plug "The Egg and I" during its Lincoln run. A contest with live chicks and eggs as prizes is planned . . . The Stacy is playing "Kit Carson" and "Last of the Mohicans," two oldies.

Harry Warner Reduces Holdings of Common

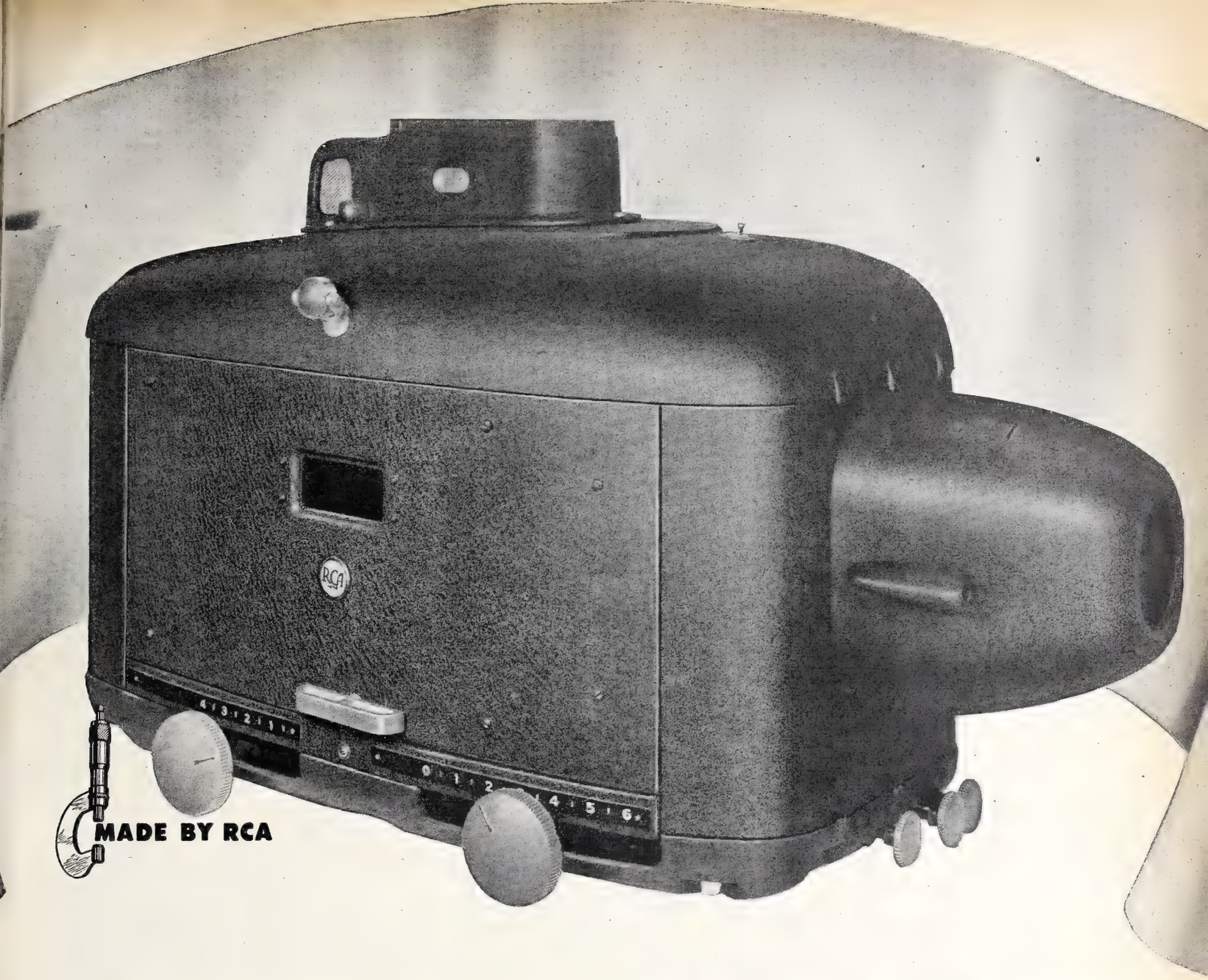
PHILADELPHIA—Activity in film stocks during the past month has been dull, according to the latest report of the Securities and Exchange commission. Top item in the report was the sale of 1,000 shares of Warner Bros. common by Harry M. Warner, bringing his total to 295,000. His trust reported holding is 16,000 shares.

Daniel M. Sheaffer, Philadelphia, disposed of 300 shares of Universal common. He now holds 17,407 shares. Charles D. Prutzman, New York, reported holding 6,100 shares.

Spyros Skouras amended his report of August 1946, revealing that he acquired 42,000 shares of 20th-Fox common through the exercise of option, making his total in this security read 47,250 shares.

Two new directors of Republic Pictures Corp. reported their holdings to the SEC. They were Harry M. Goetz with 27,687 shares, and Edwin Van Pelt with 400 shares of Republic common.

Activity in Monogram common was restricted to the sale of 1,000 shares by W. Ray Johnston, Hollywood, making his holdings 16,617 shares.



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Theatre Union Starts Circuit Pact Talks

ALBANY—Representatives of the new theatre employes union, organized as an affiliate of projectionists Local 324, met last week with Fabian and Warners officials in the Warner zone office for preliminary contract discussions.

The union agreed to put its demands in writing and the meeting will be resumed upon the return of C. J. Latta, Warner zone manager, from the Variety convention in Los Angeles.

Circuit officials attending the meeting were Saul Ullman, upstate general manager for Fabian, and Charles A. Smakwitz, assistant to Ullman. The union was represented by President Ed Foley, doorman at the Strand; Albert Leech, doorman at the Ritz; Kevin Kelsey, president of 324; Eddie Wendt, business agent, and John McMahon, business agent for the affiliate. The union takes in cashiers, doormen, ushers, matrons and cleaning personnel.

I Am an American Week Ends With State Fete

ALBANY—This city's observance of I Am an American week came to a dramatic climax at the Strand Saturday morning (17), with the presentation by students from three local high schools of the tableaux, "Our Common Heritage." Other features were a recitation of the pledge of allegiance, led by State Sen. Peter J. Dalassandro, of Watervliet; an address by former Mayor Frank S. Harris, reading by School Superintendent John W. Park of a message from Gen. Douglas MacArthur, and musical excerpts by Fred Gillespie's high school Band of the Year.

The affair, staged in cooperation with the Times-Union and Decca records, was another in the series of special Saturday performances for children which Manager Al La Flamme has arranged.

Albany Paramounteers Discuss Coming Drive

ALBANY—Paramount employes at an all-day meeting Wednesday heard Hugh Owen, eastern division manager; Al Kane, district manager, and Ed Ruff, branch manager, outline plans for the 35 Years of Leadership drive which opens August 31. It will be on sales and liquidations, with particular attention to the dating of 1947-48 pictures.

Owen, Kane and Arleen Whelan, Owen's wife, arrived here Tuesday night from Buffalo. Ed Wall, director of publicity and advertising for Paramount in the Albany and Buffalo districts, accompanied them to this city. Ruff entertained them at a dinner in Town House.

Following the meeting, Kane drove to Pittsfield, where he was picked up for a journey to New Haven.

E. X. Callahan in Buffalo

BUFFALO—E. X. Callahan, district manager for 20th-Fox, visited the exchange here this week and conferred with salesmen and Branch Manager William Graham.

NEW MIRROPHONIC SOUND

JOE HORNSTEIN, Inc.

630 Ninth Ave., New York City



DISCUSS NEW ZEALAND—Stanley H. Craig (left), Paramount general manager in New Zealand, goes into conference with George Weltner, head of Paramount International, at the New York office.

BUFFALO

Filmrow here was saddened to learn of the death in Pittsburgh of Ira D. Cohn, United Artists district manager. Cohn left Buffalo last January after serving three years as branch manager for 20th-Fox.

George W. Ferguson, for 17 years city salesman for Columbia and one of the best known film salesmen in New York state, left a gross estate of $79,795. He died in March 1946.

James B. Wilson has been appointed regional manager of the American Arbitration Ass'n, succeeding John Lowell. Wilson is an attorney and former football coach . . . The facilities review committee of the housing expediter's office in Washington has approved construction of a third drive-in theatre in Erie county. The theatre will be veteran-operated.

Show 'Children in Trouble' At Two Albany Houses

ALBANY—"Children in Trouble," a documentary short made by March of Time for the New York Youth commission, screened here as part of the regular program at the Strand and Palace, has been rated by observers as "a fair documentary on a vital subject which parents do not like to face."

The picture, spotlighting the cause, prevention and cure of juvenile delinquency, is designed to show the need for psychiatric treatment of children. The Albany Times-Union, conducting a campaign for a child guidance center, tied in with the Strand and Palace showings.

Safecrackers Get $200 At Philadelphia Capitol

PHILADELPHIA — Safecrackers stole $200 at the Capitol Theatre Sunday night (18) but missed a larger amount. The money was in a petty cash box in a locked safe in the manager's office. The burglars dragged the safe from the office into the hallway and broke it open. In their haste to get away, the thieves overlooked a compartment which contained the weekend receipts.

Latta's Daughter in Film

ALBANY—Film colonists are watching for the local showing of "Ever the Beginning," in which Dorothy Latta, daughter of C. J. Latta, Warner zone manager, appears. Dorothy, who worked for a short time in the Warner Theatres offices following study at the Yale School of the Drama in New Haven, recently passed a screen test. A small part in "Ever the Beginning" was then given to her.

Video Group Names Stowman President

PHILADELPHIA—The Television Ass'n of Philadelphia, organized last month to further interest in video, last week elected Kenneth Stowman, director of television for WFIL, as president.

Other officers are: Rolland V. Tooke, WPTZ, vice-president and chairman of the program committee; Roy A. Meredith, production manager of WPEN, secretary; Mrs. William A. Farren, director of radio and television for the Smith and Keene ad agency, treasurer.

Membership in the organization is restricted to television representatives of radio stations, planning video adjuncts, stations already in operation or under construction, motion pictures, manufacturers and distributors of television sets, advertising agencies, educational institutions, public utilities, and the press.

David E. Rose jr. Dies; Was With Paramount

NEW YORK—David Evert Rose jr., 31, a Paramount International theatre department trainee and son of David E. Rose, film producer, and Mrs. Helen H. Rose, died at the French hospital May 17.

Rose, who had been stationed in Havana where he was undergoing Latin American theatre operating training, was taken severely ill three months ago and returned to New York. Besides his parents, he is survived by his wife, Martha; a son, David Evert III, and a brother, Donald.

Private services were held at Campbell's Funeral Parlor, New York.

Morris L. Weiss

PHILADELPHIA — Morris "Murray" L. Weiss, assistant purchasing agent for Warner Bros. Theatres here, died of a heart attack at his home last Saturday (17). He was 42. Weiss was a member of the Warner club and Joshua lodge, B'nai B'rith. He is survived by his mother, Ida; a brother, Goodman, and two sisters, Mrs. Anna Greenberg and Mrs. Frances Straff, all of Philadelphia.

Mrs. Johanna Zeller

NEW YORK—Funeral services will be held Monday May 26 for Mrs. Johanna Zeller, 75, mother of Carl Clausen of the advertising budget department of Paramount, at the John J. Healy Funeral Parlor, Brooklyn. Burial will be at Greenwood cemetery, Brooklyn. Mrs. Zeller is survived by another son, Fred. She died at Kingsway hospital.

Maxwell L. Levine

BUFFALO—Maxwell L. Levine, 60, operator of the Masque Theatre for 20 years and a former UA salesman, died last week. He was a member of the Buffalo Variety Club.

Report on Nazi Films Is Again Delayed

BULLETIN

Washington—The top drawer report on the German film situation, which was to have been released Friday, was delayed again after trade press representatives had cooled their heels in the Pentagon building all day.

It is now expected that the report, dealing with the distribution and export of German pictures, will be reelased some time next week.

ALBANY

The Best Years of Our Lives" closed after a two-week engagement at the Grand. Business the first week was excellent, but dropped the second, due, it is believed, to the advanced admissions scale.

Due here at weekend was Leo Abrams, National Screen's district manager . . . John Bylancik's daughter, Sister Mary Andrew, has been assigned to St. Joseph's school in Cohoes. One of Bylancik's sons, Brother John Capistrano, is teaching in India . . . Charles Dortic and Si Feld, Columbia salesmen, have been pushing themselves to land in the sales personnel drive prize money . . . The 20th-Fox branch here, incidentally, finished in the money in the recently ended branch managers' drive.

Floyd Fitzsimmons, MGM exploiteer, left for a tour of New England cities to work on "The Yearling." At "Yearling" showings at the Schine Theatre in Little Falls and the Paramount in Glens Falls, a live doe, obtained through a farmer, is being used in window displays . . . Herman Ripps is being congratulated on his additional assignment as assistant to the eastern division manager, Jack Byrne. Only recently Ripps was given the Boston exchange to supervise in addition to Albany, Buffalo and New Haven.

Gene Lowe, veteran portfolio carrier, is breaking in Al Myers, new U-I salesman, the latter's maiden tour being taken through the northern country . . . Fred Sliter, 20th-Fox salesman, is recovering from pneumonia in Memorial hospital . . . Joe Swan, Palace electrician, is reported due to be discharged from Memorial.

Jake Crehan, another union electrician, is a patient in the same institution. He was hit by a bus at Rensselaer . . . Chris Pope, Schine feature booker, is reported to have undergone an operation at Littauer hospital in Gloversville.

Jack Bullwinkle, Columbia manager, hopped to New York for a huddle with Harry Brandt of the Brandt circuit . . . With work being done at nights, the Columbia exchange has been redone with silver paint . . . George Goldberg, WB salesman, took a swing through towns in the Plattsburgh-Champlain area.

Among exhibitors making Filmrow rounds were Ernie Dodds, Palace, Lake Placid; Sam Slotnick, Syracuse; Morris Koffsky, Casino manager; Morris Slotnick, Utica, Oriskany Falls and Waterville; Jerry LaRocque, Fairyland, Warrensburg; John Rossi, Strand, Schroon Lake.

Significant sign of the times: Newspaper ads of the Hellman Paramount announced giveaways of glassware. The Paramount mount has not used giveaways since before the war . . . For "Thrill of Brazil," the Saratoga Drive-In billed Evelyn Keyes as "Mrs. Jolson" to take advantage of her popularity in "The Jolson Story."

George Burns, junior exploiteer for RKO, checked into the local exchange for a brief period of study under Lew Allemann, area field representative . . . A letter in the Troy Record ridiculed the sale of popcorn in theatres . . . The American, a downtown Warner house in Troy, carried two large antivivisection posters in the lobby. They were placed there by the Animal Defense league. Other managers are reported to have been approached by the organization for the use of lobby space.

About 50 per cent has been raised in the Albany area's drive to obtain enough money—at $80 each—to pay for adoption of 250 Greek war orphans. Ed Ruff, Paramount manager, who is distributor chairman, called branch managers and salesmen together during the week and asked for renewed effort during the period before the campaign ends two weeks hence.

Exhibitors here on booking trips Monday included Mrs. L. J. Van Buren, Cairo; Harold Stressman, Glens Falls and Fort Edward; Fred Baroudi, North Creek, and Norm Pratt.

Lorand DeGri is studying operations at the MGM exchange prior to taking a foreign assignment . . . Ray Smith, Warner branch manager, is driving a new Buick. He made calls on George Lynch and Lou Goldstein at Schine headquarters in Gloversville and on Harvey English of Hancock, who operates a string of 11 houses in New York and Pennsylvania.

Frank Wieting of the Park, Cobleskill, is the first independent to book the reissues, "The Sea Hawk" and "The Sea Wolf," which have just completed excellent runs in the Troy, Troy, and the Avon, Utica . . . Appointment of Al Myers as Universal salesman in the Albany area was announced by Manager Gene Vogel. Universal has been without a second salesman since Sylvan Leff resigned a year ago to take over the Highland Theatre in Utica.

Publicity pays, evidently. Howard Goldstein, RKO head booker and president of F43, has been broadcasting the need for a traffic light at Bridge street and Broadway, in the heart of Filmrow, and now the city has installed it.



ALBANY, N. Y.—Albany Theatre Supply Co., 1046 Broadway.

ALBANY 4, N. Y.—Empire Theatre Supply Co., 1003 Broadway. Telephone: 5-9507.

AUBURN, N. Y.—Auburn Theatre Equipment Co., 5 Court Street. Telephone: No. 695. Emergency Telephone: 1439.

BALTIMORE, MD.—J. F. Dusman, 2021 N. Charles St.

FORTY FORT, PA.—Vincent M. Tate, 1620 Wyoming Ave.

NEW YORK CITY—Amusement Supply Co., Inc., 341 West 44th St. Telephone: Circle 6-0850.

When the lamps are **STRONG** *the picture is bright!*

WASHINGTON

Jack Fruchtman, owner of the New Theatre in Leonardtown, Md., has been appointed booking and buying representative for Jack Taylor's Charles Theatre in LaPlata, Md. . . . Local F13 held a regular monthly executive board meeting Tuesday evening . . . RKO Office Manager Joe Kushner is very proud of his pedigreed English bull pup which he just purchased . . . Carmen Soto is the new bookkeeper at RKO . . . Ruth Morgan was in the hospital for a minor operation . . . Claude Ringer, assistant RKO shipper, and Inspector Annie Vallone are among the vacationists.

I. William Stempil of the Palm Theatre in Del Ray, Va., underwent a major operation at George Washington hospital Tuesday . . . Ruth Smith is new in the Paramount contract department . . . Ledger Clerk Fred Von Langen is vacationing . . . Helen Schulz is sending post cards from Miami, Fla. . . . The 20th-Fox Family club presented Charles Mendelson with a beautiful briefcase when he resigned . . . Eddie Bracken, motion picture star, was star of the Advertising club jamboree which was held at the Statler hotel Saturday. Other stars who appeared were Hildegarde, Walter O'Keefe and Lanny Ross. Frank Boucher was chairman of the entertainment committee.

MGM items: Office Manager Joe Kronman recently completed 19 years of service with MGM . . . Dorothea Pfluger, who left her position in the accounting department last November because of ill health, visited the office last week . . . On vacation were Hazel McLaran, inspector, and Jack Dean, shipping department . . . An electric toaster was presented to Branch Manager Jerry Adams as a wedding gift.

Mrs. Virginia Stroman, inspector, made a weekend visit to Farmville, Va. . . . Regina Pearlman's in-laws visited from New York over the weekend . . . Hazel McCarthy visited with Roberta Elson, of the New York home office . . . Catherine Murphy's daughter Marsha Gwendolyn participated in a May day procession at Holy Cross academy . . . Sidney Frank, son of Rose Frank, booking department, celebrated his Bar Mitzvah May 17. Relatives from New York, Philadelphia, and Baltimore were in attendance.

Twentieth-Fox Branch Manager Glenn Norris and District Manager C. E. Peppiatt visited Baltimore exhibitors Wednesday . . . Exploiteer Bill Michalson went over to discuss plans for a world premiere of "Moss Rose" at the New Theatre . . . Bookers Sara Young and Anne Griffin weekended in New York. Anne visited Frances Levin, secretary to Universal head William Scully . . . Abraham Cohen will close his Alert Theatre in Essex, Md., on June 1 for repairs.

Local 6 Sues AGVA

PHILADELPHIA—Sued for $1,000,000 by its national headquarters, Local 6 of the American Guild of Variety Artists answered Saturday (17) with two countersuits for $500,000 each. The suits were filed in federal district court by Richard Jones, secretary-treasurer of the local, and 15 of its members. They name Matt Shelvey, national director, and five other officers. The suits accuse Shelvey of collecting tribute in an unlawful manner, of being a "dictator," and of putting the local officers on a blacklist. The national officers originally sued the local for alleged defamation of character.

"Voice of Theatre Speakers"
JOE HORNSTEIN *has them!*



DISCUSS FATHER'S DAY — Jack Eaton (left), producer of the Grantland Rice Sportlights, receives a citation from Babe Ruth (center) at a ceremony held recently in New York. Oscar Morgan, Paramount short subjects sales manager, is looking on. A new Sportlights reel called "Like Father, Like Son" has been selected as the Father's day picture of the year by the National Father's day committee.

Guest List Growing For N.J. Session

NEW YORK—Members and officials of organizations affiliated with Allied are sending in their reservations to the Ambassador hotel for the annual convention of the Allied Theatre Owners of New Jersey June 24-26. Trade practices and the equipment situation will be discussed.

To date the guest list includes: Abram F. Myers, general counsel and chairman of the board of Allied States Ass'n; Sidney E. Samuelson, general manager of the ITO of Eastern Pennsylvania, Inc.; Benny Berger, president of North Central Allied, Minneapolis; Meyer Leventhal, member of the board of the MPTO of Maryland; Jesse L. Stern, general counsel CIEA, and Van Nomikos, vice-president, Allied Theatres of Illinois, Inc.

Reservations for space have been received from the Coca-Cola Co., Stub Rod Control Co., Mayfair Aluminumware, Inc.; Perfo Mat and Rubber Co., Manley, Inc.; Capitol Motion Picture Supply and Blumberg Bros., representing RCA Victor; Joe Hornstein, Inc., representing Motiograph, Inc.; Altec Service Corp., Loew's, Inc.; Monogram, RKO, Universal, Eagle-Lion-PRC, Vanguard, National Screen and Republic.

Arbitrator Sets Clearance Between Pontiac, Palace

ALBANY—The motion picture arbitration board here has fixed a maximum clearance of three days in favor of the Pontiac Theatre, Saranac Lake, over the Palace Theatre, Lake Placid. This clearance is to be effective between February 16 and June 14 and September 16 and December 23.

The clearance complaint was brought by the Adirondack Theatre Corp., was the intervenor. The complainant did not specify what clearance he was subjected to in favor of the Pontiac in his original complaint.

The arbitrator also ruled that the Pontiac can enjoy no clearance over the Palace between December 24 and February 15 and between June 15 and September 15.

PHILADELPHIA

Tenants of the Sheldrake thought the place was falling down last week, but it was only George Balkin exulting. Balkin is manager of the Stanton, which is featuring "Framed," a show which broke house records.

Mrs. Arthur Goldsmith's motion picture preview group held its first postwar luncheon at the Ritz-Carlton last week. More than 200 attended. Vine street was represented by Lewen Pizor, Frank Buehler, Sidney Samuelson, Mrs. Edna Carroll, Edward Gabriel, Addie Gottshalk, Eli Epstein, Milt Young, Ed Rosenbaum, Tom Speck, Ben Zimmerman, Sam Gross, Toby Goldstein, Mrs. John Golder, Bill Brooker, Ulrik Smith, Florence Averell, Jim Dormond, Regina Moskovitz, Mrs. Harry Miller and Edgar Wolfe. A check for $100 was presented to the Settlement music school, proceeds of the sale of programs for the recent revival of "Fantasia." The preview group is 14 years old.

The Trans-Lux inaugurated a special children's hour of short subjects last Sunday matinee. Tom Speck, manager of the house, said it was so successful that the extra hour's show will be continue indefinitely . . . U-I is building itself a new home at 13th and Summer streets, expected to be completed after the new year.

Max Bronow, PRC-Eagle-Lion salesman, had a unique accident. He fell off an operating table and fractured his jaw! . . . Doris Jacobs, Dave Rosen's secretary at Clark Film, was on the sick list last week . . . Clark Film has taken over the old Warners shipping room at 1225 Vine in addition to the present quarters in the second floor . . . U-I exploiteer Ed Rosenbaum arranged an "Egg and I" banquet for the Philadelphia Produce Ass'n.

Elmer Hollander, PRC troubleshooter, returned to New York . . . Harry Brillman, Screen Guild-Film Classics office manager, announced that FC has four 20th-Fox musical westerns for reissue, as well as a featurette version of "Tillie's Punctured Romance," with Charlie Chaplin.

Tom Sweigert is new in the RKO shipping room . . . Norman Ayres, division manager, and Norman Moray, short subjects sales manager, were in at the local Warner offices . . . Earle Sweigert, Paramount mideastern division head, is starting his 31st year with Paramount. He celebrated his anniversary last week . . . A new picture house to be named the Marian Anderson Theatre in honor of the famous Philadelphia singer will be built in Wilmington in the near future.

Television Set Giveaway Is Arranged by Warners

TROY, N. Y.—Four RCA-Victor television sets and four RCA-Victor radio phonographs will be given away May 26 by four Warner theatres here in a tieup with six local radio dealers. Manager Sid Sommers of the Troy took a lead in arranging the $25,000 giveaway. Tickets for a drawing, which will take place on the stage of the Troy, are being distributed at the Troy, Lincoln, American and Griswold, as well as by the merchants. This is second big "gift night" in Troy houses during the past six months. An automobile was among the awards in a joint pre-Christmas promotion by Warners theatres and Proctor's (Fabian).

THE IDEAL THEATRE CHAIRS
JOE HORNSTEIN *has them!*

Marian Jordan Heads MPEA in Germany

NEW YORK—Marian F. Jordan, film distribution veteran of Paramount International for the past 19 years, has been named manager of the Motion Picture Export Ass'n in Germany, according to Irving Maas, MPEA vice-president and general manager. Jordan, whose services were made available by arrangement with George Weltner, president of Paramount International, will proceed to Berlin late this month following two weeks of conferences at the MPEA home office.

Jordan will make immediate preparations for implementing agreements reached in Berlin last month between Maas and AMG officials. He will supervise distribution activities there while Harold Smith, recently appointed MPEA home office representative in Germany, will serve as liaison of MPEA with military authorities on policy and cultural phases of MPEA operations.

Jordan joined Paramount International in 1928 and served successively as branch manager in Poland, manager of Yugoslavia, general manager of Poland, supervisor of western India and, from 1942 to 1946, as general manager of India, Burma and Ceylon. During the past year, he was assigned special duties at Paramount International's New York office.

Progressive Citizens Plan Drive for New Members

NEW YORK—A membership drive is being planned by the film division of the Progressive Citizens of America.

Ed Schreiber, advertising and publicity director for Century circuit, was chairman of the meeting at which the decision was reached. Speakers were: Bosley Crowther, film critic of the New York Times, and Maurice Bergman, eastern advertising and publicity director for Universal-International.

Bergman is chairman of the membership committee. Other members are Morris Helprin, Marvin Rothenberg, Phil Gerard, Ira Tulipan, Max Weinberg, Marie Slate, Jeff Livingston, William E. Kruse, Lora Hays and Jack Bush.

City Investing to Permit Use of Tele Antennas

NEW YORK—The City Investing Co., which controls 14 apartment houses in this city and Washington, D. C., as well as other large structures has reached an agreement with the Television Broadcasters Ass'n to permit installation of television antennas. This is the first break in the unanimous opposition to operators of large structures in this area.

The TBA submitted an "interim plan" to realtors several weeks ago for permission to install temporarily a limited number of dipoles until such time as master antenna systems could be developed. Under this temporary plan one or more set owners can connect with the apparatus.

Marker Opens Own Office; Leaves Justice Division

NEW YORK—Joseph B. Marker, former special attorney in the antitrust division of the Department of Justice, has returned to the private practice of law at 60 Wall St. While with the Justice department, he handled the antitrust suit against the Scophony Corp. of America television patents.

Marker will continue to handle television matters as a private attorney.



HAIL AND FAREWELL! — Gus S. Eyssell, managing director of the Radio City Music Hall, greets Kathleen Mary Hughes on her arrival from Hollywood en route to London. She was chosen "Queen for a Day" on a Mutual Broadcasting System program and is on her way to visit the J. Arthur Rank studios in London where "Great Expectations" was produced.

Visual Education Meet Set for August 3-6

TOLEDO—The 1947 convention and tradeshow of the National Ass'n of Visual Education Dealers will be held at the Sherman hotel, Chicago, August 3 to August 6, according to Bernard A. Cousino, president.

The 1947 program will center around a series of open forum discussions in which those attending will take part. Dr. Robert M. Hutchins, chancellor of the University of Chicago and advocate of audio-visual education, and Arthur H. "Red" Motley, editor of Parade Magazine, will be among the speakers.

The tradeshow will include 89 exhibits of audio-visual equipment, films, materials and supplies. Exhibitors' films will be shown in several preview theatres instead of in the exhibit halls, which proved unsatisfactory at the association's previous meetings. Victor, Bell & Howell, Natco, Ampro and other national equipment manufacturers have scheduled their sales meetings immediately before or after the convention.

Sergio Kogan Is Manager For Columbia in Mexico

NEW YORK — Sergio Kogan has been named Columbia Pictures manager in Mexico by Joseph A. McConville, head of Columbia Pictures International.

Kogan has been with the company 11 years. He started as a booker in Lima, Peru, in 1946. He was made branch manager at Lima in 1942. Last year he was transferred from Lima to Mexico as branch manager under the supervision of Charles Roberts, recently resigned.

Ben Washer, Honored

NEW YORK—Ben Washer, who will become publicity manager for Paramount early in June, was guest of honor at a luncheon tendered by James A. Mulvey, head of Samuel Goldwyn Productions, Inc., and Lynn Farnol, advertising and publicity director, at the Chateaubriand, 121 East 56th St., on Thursday. Those present included S. Barret McCormick, Jack Harrison, Abel Green and James M. Jerauld.

Head Equipment Post To O'Brien of RCA

CAMDEN, N. J.—The appointment of J. F. O'Brien as manager of the theatre equipment section of the Radio Corp. of America has been announced by J. R. Little, sales manager of the company's distributed products and former section head.

O'Brien has been closely associated with the section he heads since the first days of theatre sound and is widely known in the theatre equipment field as a result of the many trips he made as a special representative of the earlier Photophone organization.

Early in 1942 O'Brien came to the company's headquarters here as sales manager of the theatre equipment section and played a leading role in the formation of the firm's dealer organization. In more recent years, O'Brien has held sales positions for the company in New York, Indianapolis, St. Louis, Los Angeles, and Chicago. Just before the war he was New England theatre district manager.

ENGINEERS PROMOTED

Six RCA engineers, all veteran employes of the company, have been appointed to head new sections. They are Virgil E. Trouant, broadcast and industrial section; Robert R. Welsh, communications and specialty section; William J. Morlock, distributed products; Clarence A. Gunther, in charge of government equipment; Horace R. Dyson, government radiation, and Stanley W. Cochran, government sound engineering.

R. L. Cleveland, formerly eastern regional sales director of the Audio-Video Institute of Dallas, has been named district representative for RCA 16mm motion picture equipment sales in the western region. Cleveland will headquarter in Los Angeles and will be responsible for RCA 16mm sales and dealer activities in nine western states.

Richard C. Colton has been named general traffic manager of the RCA Victor division of RCA. Colton formerly was assistant traffic manager of the Western Electric Co., with which he had been associated for 20 years.

NAME CREATO ATTORNEY

Daniel R. Creato, assistant general counsel for the division since 1943, has been named general attorney for the company. Before joining RCA Creato was associated with the law firm of Bleakley, Stockwell and Burling and spent two years in private practice. He joined the division's legal department in March 1935.

Jack M. Williams, with the division for 20 years, has been named advertising manager for the home instrument department. Robert M. Ryan has been promoted to director of the finance department of the division, and Noel D. Stafford has been named director of the accounting department.

AAA Modifies Decision In Gorham, N. H., Case

NEW YORK—The AAA has modified the Boston arbitrator's decision in a clearance complaint brought by Ritz Amusements, Inc., operating the Ritz Theatre, Gorham, N. H., against the Big Five. The board confirmed the 21-day clearance set by the arbitrator in favor of the Strand Theatre, Berlin, N. H., but reduced the 21-day clearance granted in favor of the Albert Theatre, Berlin, to 14 days. Both houses are operated by Allied Theatres of Berlin.

In its original complaint, the Ritz asked that the 30-day clearance granted by the Big Five in favor of the Strand and Albert theatres be reduced to seven days or eliminated.

Technicolor's Output Is on Prewar Basis

NEW YORK—Technicolor Corp. got back to a "prestrike, prewar basis" in April, the most successful business in its history, according to Dr. Herbert T. Kalmus, president, who said that over 18,000,000 feet of printed film was delivered to bring in a profit of over $300,000. Speaking at the annual meeting of stockholders May 19, Dr. Kalmus said that films in black-and-white are still Technicolor's principal competition rather than the other color processes on the market. A black-and-white picture costs five cents less per foot than a Technicolor film, he said.

The principal business of the meeting was the election of Dr. Kalmus, L. G. Clark, Eversley Childs and J. L. Anderson as directors of the corporation for a term of three years each.

Smith, LeVien Go Abroad For RKO Pathe Newsreel

NEW YORK—Two RKO Pathe News executives, Harry W. Smith, director and cameraman, and John D. LeVien, news editor, left for a four-week tour of Europe on Wednesday (May 14) to "tighten up news coverage overseas."

LeVien will visit the company London office and Pathe Journal in Paris. Smith will cover assignments for forthcoming issues of "This is America."

William L. Bell to Take Westrex Post in Paris

NEW YORK—William L. Bell has been appointed European recording manager of the Westrex Corp., foreign motion picture equipment and service subsidiary of the Western Electric Co. Bell, who joined Erpi in 1923 and went to Western Electric when Erpi merged with the parent company, has been a member of Westrex since October 1946. He is en route to Paris, with his wife and two children, to set up headquarters there.

Dalton Here From England

NEW YORK—Emmet Dalton, sales representative for Samuel Goldwyn Productions in Great Britain, is here for conferences with James A. Mulvey, president. He will spend a week at the studio with Goldwyn to discuss plans for the opening of the new company office in London. Before joining Goldwyn, Dalton served as supervisor for Paramount in London.

Nebenzal East for Talks

NEW YORK—Seymour Nebenzal, independent producer for UA, is here from Hollywood for sales meets with UA executives on two of his forthcoming films, "Heaven Only Knows" and "Atlantis." The producer will also confer with Budd Rogers, his eastern representative.

Geiger Imports 'Paisa'

NEW YORK—Rod E. Geiger, who brought the Italian film, "Open City," to this country, has acquired another Italian film called "Paisa," which will be distributed by Mayer & Burstyn.

McGruder to Leader Post

BALTIMORE—Charles McGruder, assistant manager of the Capitol, is the new manager of the Leader, replacing Vincent Cinquegrani, resigned.



WATERS DONATES TROPHY—Waters Theatre Co. at Birmingham has donated a trophy to be presented annually by the Alabama Federation of Women's Clubs to the district doing the most in its community to promote film libraries and otherwise further visual education. The club's program also calls for encouragement of better pictures, organization of finer films for Saturday showings to youngsters and other improvements, including the elimination of drinking scenes. Above, N. H. Waters jr. of the Waters company is shown presenting the trophy to Mrs. Grady Miller, Birmingham, state films director for the federated clubs.

Ampa Quits for Summer To Meet Again in Sept.

NEW YORK—Ampa has adjourned for the summer, with Arnold Stoltz, newly elected president, calling the next association meeting for September. The fall meeting will be devoted to a discussion of the 16mm film market, with Dave Bader as principal speaker.

Charles Alicoate and other members of the Ampa relief fund committee will meet during the summer to consider having the relief fund administered by the Motion Picture Foundation. Ampa reported a profit of more than $4,500 for the past year under the administration of Rutgers Neilson, past president. There is more than $5,000 in the relief fund.

20th-Fox Votes Dividends

NEW YORK—The 20th-Fox board voted a quarterly dividend of $1.12½ per share on the prior preferred stock, payable June 16 to stockholders of record at the close of business June 4. On the convertible preferred a dividend of 37½ cents per share has been voted. This will be payable June 30 to stockholders of record at the close of business June 16. On the common the dividend is 75 cents per share payable June 30 to holders of record at the close of business June 16.

Sperling to Film in N.Y.

NEW YORK—"Ever the Beginning," new Warner picture to be produced by Milton Sperling, will be partly filmed in New York. The picture will star Lilli Palmer and Dane Clark. Elliott Nugent will direct.

Hirliman Will Make 7 for Screen Guild

HOLLYWOOD—Continuing to add to its roster of profit-sharing producers, Screen Guild Productions revealed the signing of a deal with George Hirliman, head of the production company carrying his own name, under which the latter will produce seven pictures for SGP distribution during the next two years. Hirliman, who will shoot his complete schedule in the east, is expected to start his first picture about September 1 for late fall delivery.

Hirliman, from whom SGP acquired 35 Hopalong Cassidy reissues for rerelease, has been in the distribution end of the business for the past several years. At one time he was head of Film Classics, the outfit which Producer Edward Alperson is now taking over.

Samuel Milbourne Heads Export Buying Service

NEW YORK—Samuel C. Milbourne, formerly chief engineer for Eastern Amplifier Corp., has joined K. Streuber & LaChicotte as manager of their new engineering, consulting and buying service, specializing in the electric, electronic and motion picture fields.

Milbourne has also been service engineer and project engineer for Supreme Instruments Corp. and Bendix Aviation Corp. Streuber previously was export manager for National Theatre Supply Co. and later was manager of the theatre and sound division of RCA International, while LaChicotte previously was design engineer, project engineer and domestic sales engineer for RCA.

Harold Wirthwein to Head Paramount Sales Drive

NEW YORK—Harold Wirthwein, assistant west coast district manager for Paramount, has been named captain of the company's 1947 sales drive by Charles M. Reagan, vice-president in charge of distribution.

Wirthwein, who headquarters in Los Angeles, will begin a tour of the company's branches June 16 preliminary to the start of the 13 weeks drive August 31. The tour will follow the termination June 10 of the present series of branch meetings being conducted in the field by division sales managers.

Paramount Holds Meets In Eastern Branches

NEW YORK—Hugh Owen, eastern and southern sales manager for Paramount, conducted branch meetings in Buffalo, Albany and New Haven during the week as part of the series held in advance of the opening of the company's 1947 Celebrating 35 Years of Leadership sales drive August 31.

Earle W. Sweigert, eastern district manager, also conducted a meeting in Cincinnati.

Airline to Make Picture To Stimulate Travel

NEW YORK—Trans-World Airline, in cooperation with Frank Donovan Associates, is preparing a Kodachrome motion picture to stimulate travel interest in the American southwest. Using material gathered by Frank Hargrove of TWA and Frank Donovan on a tour of the area, the picture will be shot partly on location and partly in the studio with a cast of professional actors.

HOLLYWOOD BOXOFFICE

NEWS AND VIEWS OF THE PRODUCTION CENTER

(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Pledge of $1,000,000 Is Met by Industry

HOLLYWOOD—The motion picture industry has filled its pledge of $1,000,000 to support the 152 Red Feather services of the Community Chest.

M. C. Levee, president of the Permanent Charities committee, disclosed that the final allocation to the Chest from the 1947 Annual United Appeal in the film industry totaled $1,002,046.

In a brief ceremony conducted in the offices of A. J. Gock, chairman of the Community Chest campaign, Levee was presented a scroll of appreciation recognizing the contributions of the thousands of workers in the film industry which will help support hospitals, clinics, youth organizations and settlements throughout the 35 associated town and cities of the Los Angeles area.

"The loyal support of the workers of the film industry augurs well for the solid growth of health and welfare services in each community," Gock said. "In the face of rising costs and rapidly growing population, they have recognized the urgency of our needs. We are grateful for their help."

Levee said that final subscriptions to the Permanent Charities campaign had raised the total pledged to $1,330,513 from 20,830 donors and had made possible increasing the allocations to the Chest by $10,792 and to American Red Cross from $245,783 to $248,467.

Both allocations represent approximately 15.43 per cent of the local goals of the two organizations. The Red Cross has turned down its allocation because of a national policy.



SCROLL FOR SERVICE—M. C. Levee, newly elected president of Hollywood's Permanent Charities committee, accepts a scroll of appreciation from 7-year-old Nada Talbert, young patient from the Orthopaedic hospital, representing the 152 agencies of the Los Angeles Community Chest. A total of $1,002,046 was allocated to the Chest from the 1947 fund-raising campaign in the studios. Film workers, who make up about 4 per cent of the Chest's contributors, thus subscribed 15.43 per cent of the Chest's local goal. A. J. Gock, Chest campaign chairman, and Mrs. Robert Burns, leading Chest volunteer, participated in the ceremony.

Joan Fontaine Will Stay At Rampart Productions

HOLLYWOOD—Due to the postponement of Samuel Goldwyn's "Earth and High Heaven," the deal whereby Rampart Productions, U-I sharecropper, was to have loaned Joan Fontaine for the femme lead, has been called off by mutual agreement.

Following her role in U-I's Technicolor production, "Thunder on the Hill," Miss Fontaine will appear in either "Letters From an Unknown Woman" or "Possession," both Rampart features for U-I release.

Three Stars Go to Denver, Cheyenne for Premiere

HOLLYWOOD—Dennis Morgan and Janis Paige went to Denver for a series of personal appearances and in connection with the world premiere in Cheyenne of Warner's "Cheyenne." The two stars were joined by Jack Carson and visited veterans and childrens hospitals, following which they drove to Cheyenne for the three-house premiere festivities there.

Martin Mooney to Make Two Adventure Stories

HOLLYWOOD—With the addition of two new features, "Martinique" and "Port Said," both adventure yarns with exotic settings, to the slate of Columbia Producer Martin Mooney, he has five pictures in preparation. These two features replace "Delinquency" and "End of Devil's Island" recently placed on his production schedule. Irwin Franklyn has been set to develop the original story for "Martinique" while Louis Pollock will handle the same chore on "Port Said." Other three pictures in order of production are "Devil Ship," "The Hi-Jackers" and "I Shoot the News."

Selznick Signs Coach

HOLLYWOOD — Florence Cunningham, founder of one of the first community theatres in the U.S., "Playhouse-on-the Moors," and the Gloucester School of the Theatre in Boston, has been named diction and drama coach of Selznick studio.

Disney and Lou Bunin Race to Film 'Alice'

HOLLYWOOD—Li'l Alice is not the only one beset with wonderment. There seems to be some slight bewilderment among cartoon producers—and those who publicize and report on their activities—over who is going to produce a pen and ink screen version of "Alice in Wonderland."

The two entries in the race to bring "Alice" to the screen are Walt Disney and a newcomer independent, Lou Bunin Productions.

Bunin some time ago revealed his plans for making the feature-length cartoon in color with the actual filming to be done in Paris, France. That original announcement recently was followed by Bunin's disclosure that he is all set to take off for the French capital, taking with him "virtually an entire American studio" complete with his "staff of 20 artists and technicians."

Whereupon Disney issued a statement declaring, "The position of the Walt Disney studio regarding its production of 'Alice in Wonderland' is quite clear. We are fully confident as to our legal rights, not only with respect to copyright and title registration; but we also have other equitable protection. The picture is actually in work now and our production plans are such as to make it the largest-budgeted feature in the history of our studio."

Which makes li'l Alice the most sought after screen star ever to come from an ink bottle.

Director Douglas Sirk Forms His Own Firm

HOLLYWOOD—Director Douglas Sirk, currently handling the megging chore on Triangle Productions' "Sleep My Love," has formed his own production concern to be called Douglas Film Corp. Associated with Sirk are Dr. Marcel Frym and Robert Erlik, former European motion picture executive.

The first venture for the new firm will be "Two Hearts in Three-Quarter Time," a remake of the Viennese screen operetta of 15 years ago. Robert Stolz, composer of the waltz of the same name, is slated to write new music and score for the film.

Curtiz Signs Lucas

HOLLYWOOD—John Meredyth Lucas, managing director of the Gryphon Players, summer stock theatre in Laguna Beach, has been signed to a three-way contract as director, writer and dialog director by Michael Curtiz Productions, sharecropping outfit at Warners.

To Air Condition Arvada Theatre

ARVADA, COLO.—Lem Lee, manager of the Arvada Theatre here, has installed a new air conditioner.

At Hollywood 'Avenue' Premiere







'FIFTH AVENUE' GOES WEST—When Allied Artists, Monogram's running-mate company, with "It Happened on Fifth Avenue," made its first bid for premiere glamor, a la Hollywood, the cameraman caught: Top: A portion of the crowd of fans that gathered at Grauman's Chinese Theatre to see the stars. Center: Roy Del Ruth, who produced and directed the picture (left), and his son Richard. Bottom: Monogram executive Scotty Dunlap (left), Lucille Ryman and John Carroll.

Makins and Putnam Pilot Four Bremerton Houses

BREMERTON, WASH.—Murt Makins and Dan Putnam now are managing the four local theatres in the Evergreen circuit. Lynn L. Peterson resigned a few weeks ago as city manager for the Osran Theatre Corp., an Evergreen subsidiary operating the Admiral, Rialto, Bay and Rex theatres, necessitating the change. Makins is now manager of the Admiral and has been associated with Evergreen as Peterson's assistant for ten years. Putnam has been manager of the Bay since its opening and now takes over the Rialto and the Rex. He was affiliated with Evergreen Theatres in Spokane before he came here two years ago.

Stars in Operetta

HOBBS, N. M.—Claribel King, pretty young employe of the Scout Theatre here, had the starring role in the local high school operetta.

'Fifth Avenue' Given Glittering Premiere

HOLLYWOOD—Although it is one of Hollywood's newer production companies and to date has released only one picture, Allied Artists, Monogram's sister company, completely usurped that part of the film capital limelight which plays upon one of Cinemania's more popular pastimes—the gala premiere. The occasion was the local debut of AA's "It Happened on Fifth Avenue" at Grauman's Chinese Theatre.

The affair drew a large crowd of cinema celebrities and a capacity sidewalk and bleacher audience of spectators in addition to a packed house.

Members of the picture's cast, including Don DeFore, Ann Harding, Charlie Ruggles and Gale Storm, arrived at the premiere in one of three double-deck buses retired last year from active service on Manhattan's Fifth Avenue.

Among prominent film folk who attended the premiere, in addition to the stars of the picture, were:

Scott R. Dunlap
Roy Del Ruth
Charles Skouras
Darryl F. Zanuck
William Bendix
Rosalind Russell
Eddie Cantor
Maria Montez
Jean Pierre Aumont
Merle Oberon
Eddie Albert
Donald O'Connor
Danny Thomas
Belita
Dan Duryea
Diana Lynn
Danny Kaye
Andrea King
Mary Healy
Peter Lind Hayes
Audrey Long
Elyse Knox
William Demarest
Joan Caulfield
Michael O'Shea
Virginia Mayo
Charles Coburn
Sydney Greenstreet
Robert Alda
Sonny Tufts
Jerry Colonna
June Preisser
Barry Sullivan
Gilbert Roland
Robert Mitchum
John Lund
Arthur Lake
Penny Singleton
Alan Hale
Angela Greene
Alan Hale jr
Eddie Ryan jr.
Robert Stack
Cathy Carter
Warren Douglas
Leo Gorcey
Huntz Hall
J. Carrol Naish
Jack Wrather
Bonita Granville
Jane Withers
Marie McDonald
Gail Patrick
James Dunn
Gale Sherwood
Olga San Juan
Gail Russell
Roddy McDowall
Jacqueline White
Rod Cameron
Esther Williams
Paul Kelly
Lon Chaney jr.
Brenda Joyce
Richard Arlen
Binnie Barnes
Teresa Wright
Helen Forrest
Johnny Mack Brown
Jimmy Wakely
Joe Kirkwood jr.
Leon Errol
Freddie Stewart
Gig Young
Forrest Tucker
Philip Dorn
Jackie Cooper
Steve Broidy

Screen Plays, Inc., Buys Yarns by Ring Lardner

HOLLYWOOD—Screen Plays, Inc., recently organized independent headed by Stanley Kramer, has concluded a package deal for purchase of stories by the late Ring Lardner, including Lardner's novel "The Big Town" and the short story "Champion." Screen Plays, the deal provides, is given first call on all other available Lardner short stories.

This is the first time the Lardner estate has agreed to relinquish rights to a group of the author's works. Warners some time ago purchased screen rights to Lardner's "Alibi Ike" and "Haircut."

Kramer said that Screen Plays will head its program of independent production with "The Big Town" and "Champion."

Academy Gets Old Films From Edward Nassour

HOLLYWOOD — Edward Nassour, producer and owner of the Nassour studios, has donated 500 reels of rare and historic films to the Academy of Motion Picture Arts and Sciences which has been requesting such films for Academy archives. The gift includes full length features, some starring Mary Pickford stock shots, sound tracks and footage of early day California.

Spencer Will Head MPA's India Office

HOLLYWOOD—The Motion Picture Ass'n soon will open an office in India. Gerald M. Mayer, managing director of the association's international division, has appointed Frederick Spencer to head the new office.

As a commander in the navy, Spencer was in charge of public relations photography on the atom bomb tests. During most of the war he was with Capt. John Ford's O.S.S. unit and later he headed motion picture production at Anacostia, D. C. Before his war service, Spencer was in motion picture production for 11 years. He went into the navy directly from the Paramount studio in 1941.

Spencer is spending three weeks in Hollywood in a general survey and study of conditions. He then will spend a month at the New York offices of MPA before leaving for India.

Two More Members Join Film Festival Committee

HOLLYWOOD—Mary C. McCall jr. and Delmer Daves have joined the special committee consisting of Jean Hersholt, Walter Wanger and Donald Nelson of the Academy of Motion Picture Arts and Sciences to meet with a three-man group selected by Eric Johnston of the Motion Picture Ass'n to work out various matters in which both the academy and the association are interested, including cooperation with educational groups and plans for an international film festival which is being considered for Hollywood in 1948.

First meeting will take place as soon as Johnston announces his committee.

Eric Johnston Will Fete Rank and Young May 29

HOLLYWOOD—J. Arthur Rank and Robert R. Young of Pathe Industries and president of the C&O railroad will be guests of honor at a luncheon May 29 hosted by Eric Johnston, president of MPA. The luncheon will be preceded by a joint press conference, which also will include Nate Blumberg of Universal-International.

Luncheon guests will be executives of the ten major studios and Rank's organization. At a recent dinner in New York a joint standing advisory committee was set up by the British Film Producers Ass'n and the MPA. The western luncheon meeting will further the understandings reached in New York.

Lucile Gleason Buried

HOLLYWOOD—Funeral services for Lucile Webster Gleason, 59, wife of James Gleason, were held in St. Martin's church with burial in Calvary cemetery. Mrs. Gleason's last screen appearances were in "The Clock" and "Don't Fence Me In." She was a Screen Actors Guild vice-president and a member of Hollywood USO and Veterans' council. During recent years, she had been active in state politics. Besides her husband, she is survived by a grandson, Michael Gleason of New York, and a brother, Hugh Webster of Oakland.

To Renovate in Chelan

CHELAN, WASH.—Peter F. Barnes and Dr. D. W. Dewar have leased the Ruby Theatre here from Mrs. Anna Kelsey for ten years. A complete renovation is planned. New sound and projection equipment, new seats and a ventilating system will be installed, and a new facade will be put up.

Spearheads

By IVAN SPEAR

ONE of the minor controversies currently bubbling on the Hollywood scene concerns which of a pair of contentious producers is going to bring to the screen a feature-length cartoon version of "Alice in Wonderland." And thereby again is illustrated another of Cinemania's inexplicable vagaries.

A denizen of the public domain for many years, Alice, on a trio of earlier occasions, was given a tumble by the magi of production. She debuted way back in 1865 when Charles Lutwidge Dodgson, writing under the pen name of Lewis Carroll, created her in his "Alice's Adventures in Wonderland." Under the title "Alice in Wonderland," she has made three screen appearances—in 1927 (Pathe), 1931 (Unique-Fotofilms) and 1933 (Paramount).

For 14 years the magi of production have shunned her. During that period, almost any maker of cartoons sufficiently interested in Alice's charms and exploits probably could have had her—stock, lock and Mad Hatter—for the asking. But true to Hollywood form, the moment one decided to make a pass at li'l Alice, he find himself confronted with a rival for her pen and ink affections.

One Lou Bunin, a newcomer to the independent production field, has been trying to make the Hollywood hills re-echo with brave announcements anent his intentions to animate Alice, in color and in Paris. His most recent proclamation disclosed that he, accompanied by 20 artists and technicians, is all set to take off for the French capital, where the film is to be produced in its entirety.

Such pronouncement brought from Walt Disney, dean of the animated subjects, a reminder that for some time he has had in work a feature of similar theme and title. Disney declared that he is fully confident as to his legal rights with respect to copyright and title registration.

Regardless of the legal facets of the altercation, any bookmaker who pays attention to past performances, probably would lay an attractive price that when Alice returns to the screen via an ink bottle it will be under the banner of Walt Disney Productions and none other.

* * *

From Wonderland, a lassie named Alice
To a pair of producers brought malice
Each says she is hisn
On film to imprison
And they cling to their claims like a callus.

→

A heart-touching note from the Blurbers of Burbank revealed "though still suffering from laryngitis, and under doctor's orders to do no talking, Ann Sheridan reported to Warner Bros. to begin her starring role opposite Errol Flynn in 'Silver River.'"

Apparently silent pictures are on their way back.

→

"NUNNALLY JOHNSON BUYS
THE 'BIG SNOW' FOR
U-I RELEASE"
—John Joseph headline.

The Chamber of Commerce will never permit it to be filmed in California.

→

TRUE CONFESSION HOUR:
Says a tidbit from Paul "Gadgets" MacNamara, "'Duel in the Sun' is destined to be the greatest grossing picture in the history of the film industry, Selznick Releasing Organization executive admitted yesterday."

→

Many observers of the Hollywood scene have been prone to classify as unduly pessimistic the persistent predictions that the film capital is faced with a recession, with accompanying widespread unemployment and general curtailment of production. During recent weeks there have been several incidents which lend substance to the viewers-with-alarm prognostications. Scattered though they have been, they still are indicative straws.

Perhaps the most weighty of them is the decision by Steve Broidy, president of Monogram and its sister company, Allied Artists, to suspend all film making by both companies for an indefinite period. The present labor situation and the inability of independent producers to foresee labor costs until various union-producer contractual arrangements are concluded was given by Broidy as the reason for his drastic action.

If such is the case, film capital unionites would do well to speed up their efforts to adjust jurisdictional and contractual differences lest they emerge from the jungle of disputes through which they have been struggling for too long a time only to find that the lush pastures toward which they have been fighting have gone barren.

→

On the other side of the ledger—and inspiringly encouraging as to Hollywood's future and still-existent opportunities—witness the case of Screen Guild Productions, the industry's youngest, fast-growing company which recently celebrated its first birthday by holding its initial annual sales convention in the film capital.

SGP was organized by groups of distributors and exhibitors throughout the country approximately a year ago. Most of the organizers have a two-way stake in the new outfit. They have established companies to produce features on a profit-sharing basis and they hold territorial distribution franchises. What's more, many of them own and operate theatres or circuits which offer a ready-made nucleus market for their output.

SGP is headed by John J. Jones, president, who formerly was connected with the exhibition and distribution field in Chicago and is still actively affiliated with the Jones, Linick and Schaefer circuit. Robert L. Lippert, head of Robert L. Lippert theatres of northern California and Oregon, is executive vice-president and distribution chief while F. A. Bateman, formerly with Republic, is general sales manager.

Encouraged by a first year in which it was phenomenally successful in attracting substantial independent producers, in opening an impressive number of theatre accounts and in revealing a steady and marked improvement in its product, SGP has launched a second year schedule which calls for at least 30 new feature pictures and a minimum of 12 rereleases.

That's a success story which Hollywood will do well to note because it augurs that, despite dire prophecies of recession, the film capital's present and future cannot be too black.

Executive Travelers

AFTER completing sales conferences in connection with the release of six major productions, Spyros Skouras, president of 20th-Fox, and Tom Connors, vice-president in charge of sales, trained out for their New York headquarters. Other executives here for the powwows and returning to their home offices included Murray Silverstone, president of 20th-Fox International; William J. Kupper, newly appointed manager of 20th-Fox International; William C. Gehring, central division sales manager; Andy Smith jr., eastern division sales manager; Sam Shain, director of trade relations; Christy Wilbert, advertising manager; Louis Shanfield, art director; Harry Ballance, southern division sales manager of Atlanta, and Herman Wobber, western division sales manager.

* * *

Paramount home office executives who have been visiting at the studio and who planed out for Gotham included Barney Balaban, president; Charles M. Reagan, vice-president in charge of distribution; Curtis Mitchell, advertising and publicity director, and Stanley Shuford, advertising manager.

Kathleen Selby, in charge of research for Paramount in Great Britain, checked in at the studio from England for a series of conferences and to observe production operations.

* * *

Archie Herzoff of Columbia's advertising department, left for Gotham for conferences with home office advertising and sales executives.

* * *

In town to work in an advisory capacity on the filmization of his book, "The Miracle of the Bells," was Author Russell Janney. RKO Radio sharecropping producers, Jesse L. Lasky and Walter McEwen, are readying his novel for production.

* * *

Eddie Cline, Monogram director, returned from Manhattan after directing the stage comedy "Heads or Tails."

* * *

William Wyler, producer-director, who soon joins Paramount as a result of that company's acquisition of Liberty Films, trained out for New York accompanied by Lester Koenig, his associate producer. Wyler plans to leave for Europe, after a short visit in Gotham, for a three-month survey of story properties, acting and writing talent for possible use in his future productions.

* * *

Herbert J. Yates, president of Republic, left for the New York home offices to attend a board meeting.

Sidney Myers, managing director of British Lion Film Corp., and distributor of Republic films in England, was visiting at the studio.

* * *

James Allen, newly appointed head of Warners newsreel organization, trained in from Gotham for huddles with Jack L. Warner, studio chieftain, regarding the new project, preparatory to returning to the east where he will assemble his staff.

Col. Nathan Levinson, head of Warners' sound department, arrived from Manhattan after conferring with sound equipment manufacturers and sound engineers for Warner Theatres . . . Entraining for New York was Warner Producer William Jacobs. While in the east he will be on a combined talent hunt and vacation.

* * *

After completing the script for Darryl Zanuck's 20th-Fox production, "Gentleman's Agreement," Playwright Moss Hart, accompanied by his wife Kitty Carlisle, planed out for their home in Gotham.

* * *

Charles Schlaifer, eastern director of advertising and publicity for 20th-Fox, planed out for home offices in Gotham.

* * *

Steve Broidy, president of Allied Artists and Monogram, left for New York to confer with John W. Davis, managing director for J. Arthur Rank, regarding the Canadian franchise for distribution of future product of the two companies. George D. Burrows, executive vice-president and treasurer of the companies, plans to join Broidy in Manhattan soon.

* * *

Paul Hollister, RKO studio representative in New York, arrived for two weeks of huddles with studio executives.

George Glass Is Elected To Screen Plays' Post

HOLLYWOOD—George Glass, independent press agent, has been named executive vice-president of Screen Plays, Inc., newly formed producing outfit headed by Stanley Kramer. Glass, now director of publicity and advertising for Artists Alliance, the Mary Pickford-Lester Cowan combine, is resigning this position as soon as his commitment is fulfilled within a month to devote full time to the new enterprise.

A former newspaperman, Glass at one time or another has been associated with United Artists, Samuel Goldwyn, Russell Birdwell and has represented many of Hollywood's production luminaries.

'Duel' Exploitation Aired At SRO Sales Meeting

LOS ANGELES—First of a series of countrywide sales meetings in connection with the promotion and exhibition of David O. Selznick's "Duel in the Sun" was held at the Selznick Releasing Organization's headquarters here. John Howard, western district sales chief, presided. Those in attendance included the following branch managers: Jim Walsh, Seattle; Harry Hunsaker, San Francisco; Charles Duer, Denver; Howard Cahoon, Salt Lake City, and Paul Walsh, Los Angeles. Also at the meetings were Larry Doyle, office manager in San Francisco; Gail Parker, office manager in Los Angeles, and Morris Abrahams, representing the publicity department.

Frank Orsatti

HOLLYWOOD—Funeral services for Frank Orsatti, 55, talent representative who died of a heart attack at his Santa Monica beach home, were held in the Church of the Good Shepherd, Beverly Hills. Orsatti, born in Philadelphia, entered the talent field in 1930, when he formed a partnership with Milton Bren under the firm name of Orsatti and Bren, which gave way to the present Orsatti agency. He recently became one of the backers of Signet productions, which he founded in collaboration with Irving Cummings. He is survived by his father Morris; two sisters, Mrs. Stella Burress and Mrs. Carmen Cosgriff, and three brothers, Victor, Ernest and Alfred, all associates in the Orsatti agency.

Visits Mrs. J. J. Parker

PORTLAND—Henry Herbel, western district manager for Warner Bros., visited Mrs. J. J. Parker of the Parker Theatres here recently, discussing new production releases.

HCC Is Busier Than Ever With Benefit Programs

HOLLYWOOD—Screen colony personalities contributing their services for military, veterans, charity and other benefits during April had their most active month since the Hollywood Coordinating committee was formed early in 1946 to succeed the wartime Hollywood Victory committee in handling gratis appearances.

George Murphy, HCC president, disclosed that stars and other performers made 255 appearances in April, 88 per cent more than in March and 63 per cent more than the monthly average since January 1946.

A total of 149 different artists appeared in 84 separate events, including 50 shows for army and navy hospitals, army recruiting programs, and entertainment and information programs for the armed forces overseas network. Sixty-three artists made their first appearances through the HCC during the month.

Upon special invitation from Governor Earl Warren, four players went to Sacramento to attend the Governor's ball May 14. They were Van Johnson, Jeanette MacDonald, Lina Romay and Frankie Daye.

William Hebert, director of advertising and publicity for Samuel Goldwyn, introduced Harold Russell at a special dinner in Russell's honor tendered by the San Francisco Press club May 16.

Jack Carson, Warner star, emceed a banquet for the Pasadena Junior Chamber of Commerce. Funds from the banquet went toward improving juvenile recreation facilities in Pasadena.

Nicodemus and nine other members of an all-colored USO-Camp Shows entertainment unit left for Seattle to begin a three-month tour of GI bases in Alaska. The three months in Alaska and the Aleutians will be followed by a three-month swing through Caribbean bases. Other members of the troupe are singer Mae Johnson, dancers Earl and Francys, singer Julia Webb and Red Mack and his orchestra.

Nine stars were set by HCC to take part in an entertainment program in the Hollywood Bowl to raise funds for the Catholic Youth Organization. Appearing with Frank Sinatra on the show were Jimmy Durante, Dinah Shore, Jane Powell, Danny Thomas, Jo Stafford, Peter Lawford, Keenan Wynn, Peggy Lee and the Bob Mitchell boys choir.

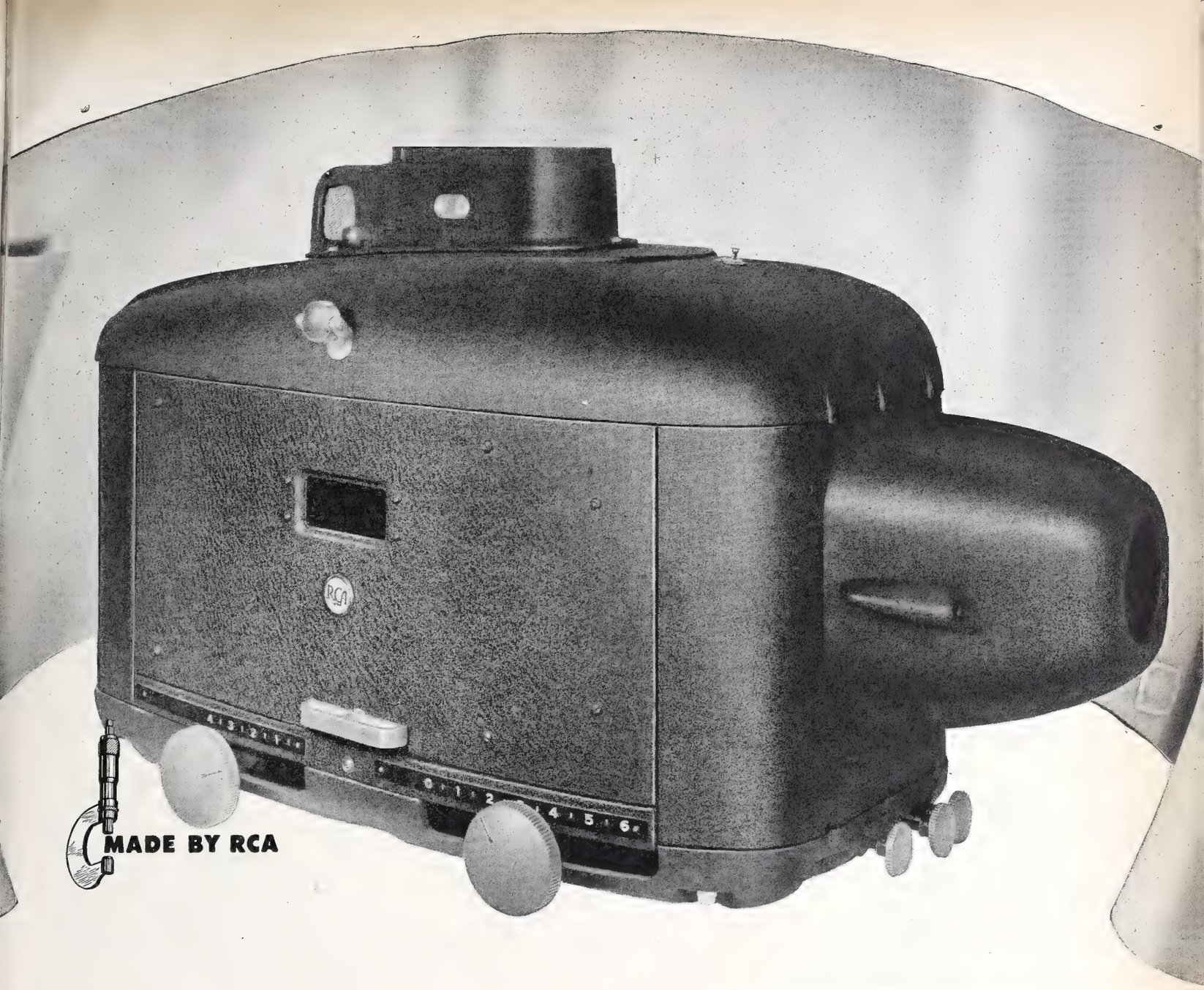
Continue Showing 'Oldies' At the Academy Award

HOLLYWOOD—Showings of yesteryear's best photoplays Sunday evenings at the Academy Award Theatre will be continued as a result of the popularity of the first series.

"Don Q, Son of Zorro," starring Douglas Fairbanks and Mary Astor, inaugurated the new schedule May 25. "Flesh and the Devil," co-starring John Gilbert and Greta Garbo, will be offered to Academy membership June 1; "Metropolis," June 8; "What Price Glory,' June 15; "Monsieur Beaucaire," starring Rudolph Valentino and Bebe Daniels, June 22; "The Covered Wagon," June 29, and "Stella Dallas," July 6.

Salem Theatre Sold

SALEM, ORE. — George H. Wilcox and M. A. Nelson have sold the Hollywood Theatre here to E. H. Dickinson of Portland. Dickinson, who has been in the theatre business for 20 years, says he plans no changes in policy or staff. He will live in Salem and manage the house himself. Nelson and his father-in-law Wilcox bought the Hollywood 16 months ago from Al Myers Theatres.



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WESTERN THEATRICAL EQUIPMENT CO.
337 Golden Gate Ave., San Francisco 2, Calif.

STUDIO PERSONNELITIES

Blurbers

Independent

Duncan R. Underhill, J. Fleetwood Alley and Daniel Wheelan, ex-publicist, exploiteer and ad man, respectively, have formed a publicity-exploitation service for personalities and independent producers.

Paramount

WILL FOWLER, son of Gene Fowler, has joined the publicity department. Fowler formerly was on the editorial staff of the Los Angeles Examiner and with the 20th-Fox publicity department.

Briefies

Paramount

Ken Carpenter set to narrate Jerry Fairbanks' newest Unusual Occupations two-reeler, "Arctic Artisan," which features Paul Larson, Lapland knife maker.

Cleffers

Columbia

THE TEXAS RANGERS, radio western octet, signed for featured spot in Gene Autry Productions' first picture "The Last Roundup."

Loanouts

Columbia

EVE MILLER borrowed from 20th-Fox for femme topline in the first of the new series of Durango Kid pictures, "Buckaroo From Powder River." Miss Miller replaces Virginia Hunter, who had been set for the part but will not finish her current chore in time to take the role.

RKO Radio

Sharecropping Producer Frederick Brisson, head of Independent Artists, borrowed SYDNEY GREENSTREET from Warners for top featured role in "Lucky Penny" in which Rosalind Russell stars.

20th Century-Fox

Borrowed from Metro, DEAN STOCKWELL will play role of "Tommy," the son of Gregory Peck in "Gentleman's Agreement."

Meggers

Columbia

Sharecropper Sam Katzman will produce "Brick Bradford" as the first of four serials on his 1947-48 program. Serial will be based on the character in the daily comic strip, the film rights to which Katzman recently acquired.

Directorial chore on the second Gene Autry Productions feature, "The Strawberry Roan," given JOHN ENGLISH. Armand Schaefer produces this western musical in Cinecolor.

Republic

"Come and Get Me," a romantic comedy by Milton Gunzberg, added to the slate of Producer STEPHEN AUER. Story is of a young girl who has a wartime romance with a GI in Europe, then follows him to the United States and proceeds to woo him away from his hometown sweetheart.

GORDON KAY set as producer on "Last of the Westerners."

Universal-International

Producer Mark Hellinger named JULES BUCK as associate producer on "Homicide," story of the New York police force.

New three-picture contract handed writer-producer CHESTER ERSKINE. No story has yet been selected as his first under his new deal.

Options

Columbia

Femme topline in "When a Girl's Beautiful" set for ADELE JERGENS. Wallace MacDonald produces.

Comedian ERIC BLORE handed featured role in "The Lone Wolf in London" in which Gerald Mohr plays the title role.

GLENDA FARRELL signed by Cornell Pictures for featured role in "The Double Take," mystery, with Franchot Tone, Janet Blair, Janis Carter and Adele Jergens in the leads. JOHN IRELAND inked for featured role.

PAMELA BLAKE signed for role in "The Sea Hound."

MARK DANIELS set for featured role in the Gene Autry Productions' initialer "The Last Roundup." Part handed LEE BENNETT.

Metro

ROSE HOBART inked for featured role in the Lana Turner-Spencer Tracy starrer "Cass Timberlane." JOSEPH HUTCHINSON inked for role.

Part in "If Winter Comes" handed English Actress VIRGINIA KEILEY.

DICK SIMMONS set for featured role in the Judy Garland-Gene Kelly co-starrer "The Pirate."

Moppet BUTCH JENKINS inked for featured role in the Van Johnson-June Allyson co-starrer "Virtuous."

Part in the Wallace Beery starrer, "Alias a Gentleman," handed JOHN QUALEN.

Featured role in "The Kissing Bandit" set for CLINTON SUNDBERG.

Monogram

"Mysterious Island," adventure novel by Jules Verne, selected by Producer Lindsley Parsons as a RODDY McDOWALL starrer.

CANNONBALL TAYLOR signed as featured comedian with Jimmy Wakely in all future Wakely westerns.

KANE RICHMOND inked to an extended-term contract.

CHARLES SULLIVAN, ROBERT CONWAY, JAY NORRIS, DANNY MORTON, HARRY STRANG, BERNIE ADAMS, DAVID HOFFMAN and GEORGE HICKMAN added to the cast of "A Guy Named Joe Palooka." Reginald LeBorg is directing for producer Hal E. Chester.

Paramount

Set for the cast of "Dream Girl" were JEAN ACKER, FRANKLIN FARNUM and CHARLES MEREDITH.

Role in "Whispering Smith" handed LESTER DORR.

ALAN LADD will star in "The Long Grey Line," epic story of a World War II veteran at West Point which Robert Fellows will produce.

CHARLES ARNT signed for role in "Big Town After Dark," third in the Pine-Thomas series. VINCE BARNETT will continue his role of the bail bondsman.

BARBARA BREWER, 18-year-old swimming champion, given option lift.

RKO Radio

Cast additions to "Return of the Badmen" include STEVE BRODIE, RICHARD POWERS and ROBERT BRAY.

Featured role in the Samuel Goldwyn production "The Bishop's Wife" set for ISABEL JEWELL with Moppet GEORGE NOKES also handed part.

Republic

SHEPPARD STRUDWICK handed featured role in the Charles K. Feldman-Lewis Milestone production "The Red Pony."

WILLIAM ELLIOTT and JOSEPH SCHILDKRAUT given leading male roles in "Monterey" with ANDY DEVINE handed top comedy part.

20th Century-Fox

COLEEN GRAY and LYDIA McKIM added to the cast of "Nightmare Alley," which Edmound Goulding directs.

MARTHA STEWART set by Producer-Director Otto Preminger for role in "Daisy Kenyon," a Joan Crawford-Dana Andrews-Henry Fonda starrer.

United Artists

Signed by William Cagney, MARLENE AAMES, child actress, will have part in "The Time of Your Life." JIMMY LYDON, juvenile player, ticketed for featured role.

Star role ticketed for CLAUDETTE COLBERT in "Sleep My Love," a Triangle production. Robert Cummings and Don Ameche have male starring roles. RITA JOHNSON inked for role.

Universal-International

FRANK WILSON, currently playing in the Pacific coast company of "Anna Lucasta," signed by Producer Walter Wanger for a featured role in James Street's "Tap Roots."

Warners

SID TOMACK signed for featured role in United States Picture's "Ever the Beginning." Role ticketed for HUGO HASS.

SAM HAYES, sports announcer, set to portray himself in "Whiplash," a fight film.

Part in the Dennis Morgan-Jack Carson starrer, "Two Guys From Texas," handed CLEATUS CALDWELL.

Story Buys

Independent

"Ada," play by Carl Foreman, purchased by Screen Plays, Inc., as third production of the recently formed company. Play is based on the life of Ada Menken, U.S. actress of the 1860s. Foreman will write the screenplay of this musical drama.

20th Century-Fox

"Pawnee Bill," novel on the life of the famous scout and gun fighter of the old west by Herman Edwin Mootz, purchased by Alson Productions, independent producing outfit headed by Edward L. Alperson and Jack Jungmeyer jr. Acquisition of "Bill" brings to seven the number of story properties firm has as a backlog.

"Beautiful Joe," classic dog story, purchased from the estate of the late Marshall Saunders by Edward L. Alperson, president of Alson productions.

Universal-International

"The Man Who Couldn't Lose," novelet written by Journalist Richard Harding Davis, has been acquired. A race track yarn, the story concerns the adventures of a struggling young writer who finds himself the idol of thousands of people because of his infallible ability to forecast horse races.

Technically

Columbia

IRA MORGAN set by Sam Katzman to handle the camera on "The Sea Hound."

Metro

Production crew assignments on "If Winter Comes" include CHARLES LEVIN, unit manager; JACK GREENWOOD, assistant director; HANS PETERS, art director, and GEORGE FOLSEY, cinematographer.

Film editor chore on "The Kissing Bandit" set for ADRIENNE FAZAN.

Paramount

Head cameraman assignment on Pine-Thomas' "Big Town After Dark" given ELLIS CARTER. Film editor chore slated for HOWARD SMITH.

RKO Radio

Production manager chore on Argosy Pictures' "War Party" slated for BERNARD F. McEVEETY.

Republic

Crew assignments on the Charles K. Feldman-Lewis Milestone production "The Red Pony" include NATE WATT, unit manager, and HARRY KELLER, film editor.

Warners

Crew assignments on Milton Sperling's "Ever the Beginning" include CHUCK HANSEN, unit manager; ERNIE HALLER, cameraman; ART LUEKER, assistant.

ELWOOD BREDELL given lensing chore on Technicolor musical, "Romance in High C," a Michael Curtiz production.

Title Changes

Eagle-Lion

RAINBOW RIDGE is the new title for "Wild Horse Round-Up."

Republic

Final handle for "It's Murder, She Says," starring Adele Mara and Robert Scott, is EXPOSED.

Universal-International

THE MORTAL COIL is the new title for the Aldous Huxley story, "The Giaconda Smile," which Zoltan Korda will direct.

Warners

New handle for "That Hagen Girl" is MARY HAGEN.

Film Firm in Honolulu Opening Orient Branch

HONOLULU—E. J. Young, owner and manager of Motion Picture Enterprises, and his assistant, Miss Ferne Jebens, are flying to the Orient. In Hong Kong they will be met by their representative and the party will continue to Shanghai, Nanking and Manila on a survey in preparation for the opening of a branch in the Far East.

While in China and the Philippines, they will contact government officials, educational and business institutions to find out their needs in the motion picture field. They plan to spend from six weeks to two months in the Orient.

No Unemployment For Carpenters

HOLLYWOOD — A development which might have a significant bearing on studios' future labor relations was the California Department of Employment's ruling that approximately 70 members of Local 946, United Brotherhood of Carpenters, who were involved in "hot set" strikes at the major studios in September 1946, are not entitled to unemployment insurance benefits. The decision was the first issued by the department on claims filed by participants in the eight-month-old Hollywood studio strike.

Films Use for Peace Urged by UNESCO

DENVER—Resolutions were adopted at the regional United Nations educational, scientific and cultural organization meeting here that call for the full utilization of films for the cause of peace and better understanding between nations as well as for better relationship between majority and minority groups.

The meeting is one of several being held through the country to better acquaint people with the aims of the United Nations, especially as it applies to the cause of peace. More than 1,600 delegates were registered from the eight states represented.

The film section, which held several sessions, recommended:

1. The UNESCO national commission, at the earliest possible date, take the necessary steps to facilitate the maximum production, procurement, distribution, and skillful utilization of films for international understanding.

2. Local communities be encouraged by the representatives to this conference to form film organizations to carry out the purposes of the national commission.

3. Community surveys be made for the purpose of determining sources of films, projectors, trained projectionists, and program services, including speakers, resource leaders, study and discussion guides.

4. Films be made available by the national commission that are descriptive of the organization of the UN, UNESCO, and other specialized agencies.

5. Local communities encourage local theatre managers to show all types of films, both feature and short, for international understanding.

6. That the national commission and local communities encourage the use of films for understanding on all educational levels.

Another Spokane Theatre Is Planned by Inland

SPOKANE—Inland Theatres will erect a second neighborhood house here at a cost of $300,000, according to Frank Harris, manager, whose firm erected the Garland Theatre here some 18 months ago.

The new house will follow the Garland motif, but will embrace six stores instead of two. The Garland property is recognized as one of the finest suburban projects in the Pacific northwest.

Roy Blair, James R. Crick sr., Lester Johnson and E. W. Johnson are owners of Inland Theatres.

The new house is designed by G. A. Pehrson, will seat 900 and will be of a stadium type.

Jack Matlack Is Chairman Of Rose Festival Event

PORTLAND—J. J. Parker's Broadway Theatre here was again chosen as the site for the finals in the Junior Rose Festival Ass'n's contest to choose a prince and princess. Those titles were won respectively by Frank Tarsia and Kathryn York from a field of 28 entrants.

Jack Matlack of the Parker circuit, and chairman of the festival elimination committee, presented the program with the assistance of others from the Junior Court of Rosaria.

To Install Air Conditioning

LOS ANGELES—Authorization has been obtained for the installation of a new air-conditioning system at Bard's Adams Theatre here, to cost $3,000.

Foundation Selections At Salt Lake Roundup



TRANSFERRED—Earl W. Long, formerly manager of the Norshore Theatre in Duluth, now is managing the Paramount Theatre in San Francisco. He is working under Jerry Zigmond, recently named division manager of Paramount Theatres in the San Francisco area.

Competition From Majors No Worry to 16mm Men

HOLLYWOOD—Narrow-gauge operators in the west so far have encountered little competition from the 35mm major companies now engaged in 16mm operations in this country, according to a forum discussion by 16mm men at the recent convention of the National Ass'n of Visual Education Dealers. The three-day meeting was held at the Hollywood-Roosevelt Hotel.

About 120 members of the narrow-gauge field heard Bert Willoughby of Ideal Pictures recommended that 16mm dealers cooperate with the major companies by subrenting films to them whenever possible. Willoughby said his company had surveyed the 16mm product available from 35mm exchanges and found them lacking in many subjects. He advised 16mm dealers to concentrate on subjects not available from the major firms.

One of the highlights of the convention was a round-table report on visual education progress in various western states.

The state reports were as follows:

Arizona—There are now six educational film libraries operating in the state, with approximately 125 films each. Before the war there was only one library. Approximately eight per cent of the churches are equipped with projectors.

California — The California Audio-Visual Education Dealers Ass'n is successfully fostering closer relationships between the educators and 16mm dealers.

Oregon—Schools and churches are "squarely" behind a visual education program.

Utah—Nearly all high schools and junior high schools have sound projectors. Salt Lake City schools are 100 per cent equipped.

Washington—About three-quarters of the schools have visual programs. Churches are showing interest.

SALT LAKE CITY—A meeting to effect permanent organization of the Motion Picture Foundation in this area will be held here in connection with the exhibitors-distributors roundup, June 10-12.

More than 400 distributors and exhibitors from all over the U.S. are expected, according to the committee, headed by C. Clare Woods. Frank H. Smith, chairman of the activities committee, said applications for reservations are coming in from all over the country, and he expects the attendance to break all records.

OPENS WITH LUNCHEON

The affair will open with a luncheon June 10 for Utah, Idaho and Montana exhibitors. New officers of the Intermountain Theatres Ass'n, probably will be chosen at this luncheon. The two principal positions in the organization are due to go to Montana men, succeeding Sam Gillette of Tooele, president, and Ralph Trathen of Salt Lake City, secretary-treasurer. Gillette is temporary national director for the Foundation in this area, and likely will be chosen to one of the top posts when the welfare organization is permanently formed.

Open house will be held at the Motion Picture club Tuesday evening.

A stag cocktail party, tea and luncheon for the women and a stag Calcutta buffet dinner are scheduled for Wednesday. The golf tournament is slated for Thursday, and the Roundup will conclude with a victory dance and presentation of prizes at Hotel Utah Thursday evening. Continuous screenings are planned for three days. All exchanges will display "welcome exhibitor" cards and flags, and a large welcome sign is scheduled to be placed across Filmrow.

The general committee includes C. Clare Woods, chairman; Clyde Blasius, Giff Davison, Si Sanders and Warren Butler. Members of the individual committees follow:

INDIVIDUAL COMMITTEES

Finance—Blasius, chairman; Dave Edwards, Hall Baetz, Tracy Barham, Vincent Gilhool, Irving Gillman, W. G. Seib, Harry Swonson, "Bus" Campbell, Kenny Lloyd, Keith Pack, Wayne Theriot, W. W. McKendrick, Charles L. Walker, Frank Smith, Carl Nedley, Carroll Trowbridge, Art Jolley, Emil de Nuff, Oren Hazen, Al Knox, Phil Guss, Butler, Chester L. Price, Trathen, Harry Ashton and Harold Chesler.

Attendance—Smith, chairman; Blasius, Davison, William F. Gordon, Jolley, Nedley, Joe Nercissian, T. A. McMahon, Mr. Seib, Trowbridge, Don Tibbs and C. R. Wade.

Calcutta and victory dinner—Baetz, chairman; Tibbs, Roy Pickrell, Howard Pearson and Joe Madsen.

Tournament—Wade, chairman; Nedley, McMahon, George Derrick and Ed Montague.

Handicap and rules—Shirl Thayne, chairman; Ray M. Hendry, Theriot, Jack, K. Swonson.

Publicity and program—Fred Weimar, chairman; Stan Evans, Jerry Burns, Russ Morgan and Howard Pearson.

Prizes—Davison, chairman; Sanders, Butler, Blasius, Wood.

Change at Choteau

CHOTEAU, MONT.—Hugh Reid, manager of the Royal here, will go to Hollywood, where he will be advance agent for Cal Shrum and his Rhythm Rangers. He is succeeded by Mrs. Cecil Huffman.



PORTLAND SET FOR DRIVE—At Paramount's Portland branch meeting in advance of the start of the company's 1947 "Celebrating 35 Years of Leadership" sales drive, which opens August 31. Left to right: Luman Hummel, assistant booker; Lester Lieberman, office manager; Hugh Braly, district manager; Harold Wirthwein, assistant district manager; Glenn Brogger, sales representative; Henry Haustein, Portland branch manager; Archie Hold, sales representative; Louis Stang, booking manager.

Colonial Style Retained By Lithia in Ashland

ASHLAND, ORE.—Plans to streamline the exterior of the Lithia Theatre here by the use of tile, plastics and glass brick have been abandoned on the advice of Gale Santocono, well-known west coast decorator, and the original colonial design be restored, Jameson Selleck, city manager for the Varsity and the Lithia, said.

Exterior alterations therefore have been quite simple—but effective. Four white poster frames of colonial design have been erected, cathode tubes have been installed on and under the marquee, and the marquee and the vertical sign have been repainted in white with blue and red trim.

Major changes have been made inside the building. A concrete floor has been put inside the orchestra section and new flooring laid in the balcony to provide a base for new seats. Stairways have been rebuilt and the lobby enlarged by moving the auditorium wall. The walls and the ceiling have been redecorated and repainted.

Howell's Starlite Theatres Will Open Drive-In July 1

BELMONT, CALIF.—James B. Howell jr., president of the Starlite Theatre Corp., hopes to open his company's new $225,000 drive-in theatre on Harbor boulevard between here and San Carlos on July 1. The site is 12 acres in extent and will park 700 cars on inclined ramps. Individual speakers and sound control will be provided for each car.

Howell says Starlite will build two more drive-ins soon, one in San Mateo county and the other in San Francisco.

Denver Wholesaler Plans De Luxe First Run House

DENVER—As soon as conditions permit, another first run theatre will be built in Denver. Panayes G. Dikeyou, tobacco and candy wholesaler, has commissioned architects to prepare plans for a 1,700-seat, half-million dollar theatre on Welton between 16th and 17th, where he has bought three and a half lots. Latest features will be used throughout. Preparations will be made for television.

Standard to Build Three

BURBANK, CALIF.—Preliminary plans are being prepared by architects A. R. Walker & Associates of Los Angeles for construction of three new reinforced concrete theatre buildings in Burbank, Bellflower and Indio, Calif., for Standard Theatres, Inc.

McCarthy Upped

LOS ANGELES—M. J. E. McCarthy, sales manager of Monogram's exchange here, has been upped to the position of branch manager of that office. McCarthy takes over the post vacated by Marty Solomon, now recuperating from a lengthy illness.

Don Armitage Buys Liberty

PORTLAND—Allen Burt of the Theatre Exchange Co. here reports the sale by Irvin Westenskow of the Liberty Theatre in Condon, Ore., to Don Armitage, who has been in the motel business the last several years.

C. T. Smith Transferred

LOVINGTON, N. M.—C. T. Smith has taken over as manager of the Griffith-operated Mesa Theatre. Smith came here from Carlsbad, where he was assistant manager of the Tower and Cactus theatres.

Race on to Build First In Theatreless Town

Bingen, Wash.—Two groups are racing to see who will be first to erect a theatre here. Bingen has been without a theatre since the Gorge was closed by George Goldstein when he went into the army. The building burned after he left.

Goldstein is seeking to build a new house and has applied to the CPA office in Portland for permission to erect a $50,000 house.

Notice of intention to build a 503-seat theatre has been filed with the city council by Wally Stevenson, who with his brother Bruce and Frank Daubenspeck are partners in the venture. They plan to make formal application for a building permit as soon as architects' plans are ready.

Western Amusement Buys in McKenzie

SPRINGFIELD, ORE.—Austin Dodge and Roy Carpenter, builders of the new McKenzie Theatre here, have sold a half interest in the house to the Western Amusement Co., operating theatres at LaGrande and Milton-Freewater in Oregon and in various cities in California, Arizona, New Mexico and Colorado. The circuit has transferred Harrison Dohrman here from Roswell, N. M., to manage the McKenzie.

Western Amusement is a cooperative concern, all of whose managers own stock in the company. Tom Blair of LaGrande is district manager in this area.

Carpenter and Dodge first became interested in theatres here in August 1943 when they bought the old Playmore Theatre from Cleve Durkee, with a lease on the building, which belonged to Coldren-Rogers, former managers of the Crest, and V. Davies of Gervais, Ore. Carpenter operated the house; Dodge was running a house in Myrtle Point, Ore.

In 1945 the two started work on the McKenzie. Dodge moved here when the theatre opened in September 1946. With the house now in Dohrman's charge, Dodge will take a long vacation this summer to travel over the country, then return to Myrtle Point next winter.

Carpenter will stay here to supervise the building of another theatre, close to the present McKenzie on Main street. This newest theatre as well as the McKenzie will be operated jointly by Dodge, Carpenter and the Western Amusement Co.

The Playmore closed the night of April 30 after 30 years of operation.

SEATTLE

Irving Barry, Evergreen booker who recently sold a screenplay to E-L, is reported working on a new one . . . Filmrow was shocked last week by the death of Chalmer Sinkey, Fox Movietone photographer . . . Celia Estill, assistant booker at 20th-Fox, is off for a vacation in Florida and way points.

Jack Engerman, director of advertising and publicity for Sterling, has taken on more duties as assistant to Zollie Volchek, city manager . . . Returning from California last week were Frank Christie, Evergreen film buyer; Lionel Brown, Edmonds exhibitor; James Walsh, SRO branch manager, and Oscar Chiniquy, local head of National Theatre Supply.

J. T. Sheffield is on a ten-day pleasure trip to Skagway, Alaska . . . Carl Mahne, Washington district manager for Evergreen, had a group of out-of-town managers in for a meeting . . . Sam Davis, MGM branch manager, and Don Hiatt, booker, are back from a sales conference in New York . . . U-I's "The Egg and I" has been booked day and date June 19 for Evergreen's Orpheum and Sterling's Palomar.

Ben and Florence Shearer are back from Palm Springs where they spent the winter . . . The biggest newspaper publicity campaign in years was spread for the opening of MGM's "The Yearling" at the Music Hall . . . Out-of-town visitors to Filmrow during the week included Bill Evans, Chehalis; Emma Ridgeway, Sedro-Wooley; Charles Grieme, Wenatchee; W. A. Cochrane, Snoqualmie, and Eddie Snow, Mount Vernon.

'Duel' and 'Daughter' Stay in Top Bracket

LOS ANGELES—Holdovers, notably "Duel in the Sun" and "The Farmer's Daughter," shared with a pair of newcomers, "High Barbaree" and "It Happened on Fifth Avenue," what small brightness was to be found in another week of unimpressive business done by local first run houses.

(Average is 100)

Belmont, El Rey, Orpheum, Beverly and Vogue—**Duel in the Sun** (SRO), 2nd wk.....150
Chinese, State, Uptown and Loyola—**It Happened on Fifth Avenue** (AA-Mono).....150
Downtown Paramount—**Northwest Outpost** (Rep); **The Fabulous Suzanne** (Rep), 2nd wk..... 65
Egyptian, Wilshire and Los Angeles—**High Barbaree** (MGM).....150
Four Music Halls—**The Macomber Affair** (UA), 3rd wk. 100
Four Star—**The Homestretch** (20th-Fox), 3rd d. t. wk.....150
Guild, Ritz, United Artists, Studio City, Iris and Carthay Circle—**Odd Man Out** (U-I), 2nd wk.....125
Hillstreet—**The Farmer's Daughter** (RKO), 2nd wk.; **The Millerson Case** (Col).....150
Hollywood Paramount—Same as Downtown..... 90
Million Dollar—**The Scarlet Pimpernel** (UA); **The Return of the Scarlet Pimpernel** (FC), reissues....100
Pantages—Same as Hillstreet.....150
Warners Downtown, Hollywood, Wiltern—**The Two Mrs. Carrolls** (WB), 2nd wk.....100

'DITS' Is Record-Smashing 250 In Second Week at Seattle

SEATTLE—"Duel in the Sun" continued to smash records at the Fifth Avenue in the second week of its roadshow engagement as it racked up 250. But neither was there anything wrong with the opening week of MGM's "The Yearling," which did a wholesome 200 after a whirlwind campaign.

Blue Mouse—**Stairway to Heaven** (U-I)..... 50
Fifth Avenue—**Duel in the Sun** (SRO), 2nd wk., roadshow 250
Liberty—**It's a Wonderful Life** (RKO), 3rd wk.....100
Music Box—**The Westerner** (FC), reissue..... 80
Music Hall—**The Yearling** (MGM) 200
Orpheum—**Odd Man Out** (U-I) 75
Paloma—**Michigan Kid** (U-I); stage show..... 80
Paramount—**Suddenly It's Spring** (Para); **The 13th Hour** (Col) 80
Roosevelt—**Stallion Road** (WB), 2nd d. t. wk..... 70

'Egg and I' Continues to Take Top Honors at Frisco

SAN FRANCISCO—"The Egg and I" continued to take top honors with a high of 260 per cent in its second week at the Orpheum Theatre. Up in the top brackets was the opening of "Duel in the Sun" at the Fox and United Nations theatres.

Esquire-Tivoli—**Buck Privates Come Home** (U-I); **Bulldog Drummond at Bay** (Col) 130
Fox—**Duel in the Sun** (SRO) 250
Golden Gate—**The Farmer's Daughter** (RKO), stage show 135
Orpheum—**The Egg and I** (U-I), 2nd wk.....260
Paramount—**Bedelia** (E-L); **It's a Joke, Son** (E-L)....100
St. Francis—**Calcutta** (Para), 4th wk. 110
United Artists—**Fun on a Weekend** (UA).....115
United Nations—**Duel in the Sun** (SRO).....175

Earl Stein to PRC-E-L Post in San Francisco

SAN FRANCISCO—Earl Stein, formerly with RKO at San Francisco and Los Angeles, has been named branch manager of the PRC-Eagle-Lion exchange here. He replaces Ralph Clark, whose new position has not yet been disclosed.

Sam Milner, district manager; L. E. Goldhammer, division manager; Harold Dunn, assistant sales manager, and Frank Soule, in charge of branch operations, all of PRC, attended a conference held last week at the exchange.

Nick Reck Sells Kalama

KALAMA, WASH.—Charley E. Maggard, a Vancouver electrician, has purchased the Kalama Theatre from Mr. and Mrs. Nick Reck, who bought it last October.

'Better Producer-Exhibitor Relations Should Result From Variety Session'

LOS ANGELES—Closer understanding between producers and exhibitors should result from the fact that the Variety clubs' convention was held in the film capital, in the opinion of Donald M. Nelson, president of the Society of Independent Motion Picture Producers.

In a statement of welcome to the barkers, Nelson said:

"From the Hollywood viewpoint, it is particularly good that Variety Clubs International are holding their convention in Los Angeles this year.

"I have long felt that the production end of motion pictures should be in closer relation to the distribution and exhibition fields.

"It is my firm belief that when our producers get to know Variety, motivated as it is by such laudable humanitarian purposes, that a warmer, closer understanding will result.

"I am sure that every independent producer in Hollywood will recognize the far-reaching significance of this conclave, and that each joins me in extending a warm hand of greeting and welcome to every barker who attends the convention."



DENVER 9, COLO.—Graham Bros., 546 Lincoln St. Telephone: TAbor 5467.

LOS ANGELES 7, CALIF.—Breck Photoplay Supply Co., 1969 So. Vermont Ave. Telephone: REpublic 3151.

PORTLAND, ORE.—Portland Motion Picture Supply Co., 916 N. W. 19th Ave.

PORTLAND 9, ORE.—Theatre Utilities Service Co., 1935 N. W. Kearney. Telephone: BE. 4488.

PORTLAND, ORE.—Western Theatre Equipment Co., 1923 N. W. Kearney St.

SALT LAKE CITY 1, UTAH—Service Theatre Supply Co., 256 E. 1st South St.

SALT LAKE CITY 1, UTAH—Inter-Mountain Theatre Supply Co., 142 East 1st South. Telephone: 4-7821.

SAN FRANCISCO 2, CALIF.—Walter G. Preddey Theatre Supplies—R. O. Bemis, Manager, 187 Golden Gate Avenue. Telephone: UNdrhil 7571.

SAN FRANCISCO, CALIF.—Western Theatrical Equipment Co., 222 Golden Gate Ave.

SAN FRANCISCO 2, CALIF.—United Theatre Equipment Company, 121 Golden Gate Avenue. Telephone MArket 1488, MArket 8986. "24 Hour Service."

SEATTLE, WASH.—Western Theatre Equipment Co., 2224 Second Ave.

When the lamps are **STRONG** *the picture is bright!*

SAN FRANCISCO

Fred Abelson, former Universal representative in Minneapolis, who has taken over the Film Classics branch here under the new setup, said a series of Korda pictures will be released within ten days. Al Grubstick, who sold the franchise to the parent company, will devote his time to representing Screen Guild Productions.

Guy W. Meek, owner of the San Jose Drive-In Theatre, opened another auto spot, the Peninsula Drive-In, on Bayshore south of Palo Alto May 14. It accommodates 750 cars . . . The drive-in being built by Starlite Theatre Corp. midway between El Camino Real and Bayshore is expected to open about July 1. James Howell, head of the company, is planning others in San Francisco and San Mateo county.

The Marysville city council last week tabled a communication from the local merchants association urging a municipal amusement tax . . . Daylight savings time was approved by the assembly's governmental efficiency and economy committee. The bill is being fought by the California Theatres Ass'n.

Gordon Kister is showing pictures three nights a week in the Newcastle community hall . . . North Beach Theatres, Inc., invoked an option recently to purchase the Palace Theatre Bldg. on Powell street. Cost was about $100,000. The 1,300-seat house is operated by Golden State.

Clem Layritz has been made house manager of the Park in Menlo Park . . . Bob Varney, publicist here for Paramount Theatres, is hunting an apartment and would appreciate any leads. He can be reached at PR. 5800.

Les Immerman, manager of the State in South San Francisco, has offered to help the city solve its parking problem. The State's parking lot is the only free one in the city and Immerman said he would open it to daytime use if the cost of an attendant and maintenance can be raised. He specified, however, that the lot would have to be cleared for theatre patrons in the evening.

Milton Samis, theatre operator in the Hester district, and Jay McCabe, manager of the San Jose municipal auditorium, have run into a block in an effort to build a theatre in San Jose's south side. The county planning commission refused to rezone the proposed site to permit a theatre.

So confident was the St. Francis that critics would be kind to "Odd Man Out" that ads were taken in the various newspapers directing attention to the reviewer's story elsewhere in the same edition. The St. Francis also offered passes to the writers of the best letters on "Why I would like to join the James Mason Fan club."

Matt Freed, district manager for Lippert Theatres in Oregon, planed in last week from Honolulu after a few days' vacation with his wife and children, who are remaining in the islands. Matt was here a few days before returning to Oregon.

Bill and Dick Rose of the Four Roses exchange were in Los Angeles for a few days . . . Jay Golden is returning to San Francisco to become west coast division manager of RKO Theatres. He will have headquarters here . . . M. McAlexander of the State Theatre, Martinez, has a contest to keep the boys and girls interested. He posts group photos taken of the kids inside of the theatre and encircles some of them. The kids identify themselves and get in free the next Saturday.

Joe Wilson, who started as a relief doorman at the Tulare Theatre in Tulare, has been appointed manager of the El Rey there.

William Bendix was around town last week . . . Mrs. Carrie Petersen, Alice Lane and May McCurdy, all of the Petersen Theatres, are vacationing in New York and Chicago . . . E. I. Rubin, western division manager of Interstate Popcorn Co., left to attend sales meetings in Chicago and Omaha . . . Charles Sadler is the new shipper at Republic exchange. His wife, Nancylee Sadler, is secretary at the local Monogram exchange.

Frieda Fleishman returned to National Screen after an absence of about two years . . . Grace Heller of United Artists exchange is going to New York on her vacation . . . Nancy Johnson is the new biller at United Artists . . . Office Manager Harry Kaiser is recovering from his recent illness . . . Leo Adler, auditor, is at the UA office . . . Matilda Voaklander of Republic is going to Los Angeles on her vacation.

Passing through town on their way home from the Paramount Theatres meeting last week at Arrowhead Springs were Edward L. Hyman and Leon Netter, vice-presidents of Paramount Theatre Service Corp. and Max Fellerman and Evan Perkins, home office executives . . . RCA and Western Theatrical Equipment Co. held a sales meeting at the Sir Francis Drake. Among those present were: Jack O'Brien, theatre equipment section manager of RCA; Bill Jones, vice-president RCA service; Ed Auger of the RCA office, New York; Hal Mag, western regional manager of RCA; C. A. LaHar, Los Angeles sales manager, and Stub Schultz and Bob Schultz, local RCA representatives.

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WE HAVE IT!
CAN GET IT!
OR WILL MAKE IT!
Western Theatrical Equipment Co.
337 GOLDEN GATE AVE.
SAN FRANCISCO 2, CALIF.
★ Phone HEmlock 8302

Chore on 'Key Witness'

Mischa Bakaleinikoff has been given the background scoring chore on "Key Witness" by Columbia.

"CENTURY"
THE MODERN PROJECTOR
Walter G. Preddey
THEATRE SUPPLIES
187 Golden Gate Ave.,
San Francisco 2, Calif.
Phone Underhill 7571

LOS ANGELES

After a four-week trip through Texas on business concerning "It Happened on Fifth Avenue," Marty Ingram and Harry Hollander, Allied Artists exploiteers, are back at their studio desks . . . Fred Abelson was installed as manager of Film Classics' San Francisco office by his brother Bob, Film Classics' local manager . . . Back from a tour of exchanges made in connection with Shirley Temple's latest picture, "Honeymoon," is Dave Cantor, RKO-Radio's Pacific coast exploitation manager. He has promoted a tieup with Western air lines to give honeymoon couples free trips.

Kroger Babb, Hygienic Productions advertising manager, here on business, revealed, before departing for home via Kansas City, St. Louis and Toronto, that his company will hold a convention in Hollywood next December 8-14. Representatives from five nations will attend. Babb said also that his company would place a new educational picture in production shortly.

Dick Currier has joined Hygienic as a special representative. He was formerly chief film editor at Monogram studio . . . When Johnny Kenlo, unit manager for the same outfit, opens a "Mom and Dad" show in Bakersfield June 2, it will make a total of six simultaneous bookings on the west coast. The feature opens at the Mayan Theatre, Los Angeles, June 2, and at the Tivoli and Esquire theatres, San Francisco, in September.

Sherrill Corwin, Metropolitan Theatres, and Seymour Peiser and staff, Fox West Coast Theatres, are being praised by friends for the great job they did in publicizing the Variety convention . . . Roy Dickson, Cooperative Theatres, returned from a San Diego business trip . . . Edward Seeins has taken over the La Salle Theatre, North Long Beach, from E. E. Owens . . . New owner of the Aero Theatre, Santa Monica, is C. A. Kennell . . . After giving Paramount's local exchange a look see, Henry Goldberg, home office auditor, left for Seattle . . . Giving the Row the once over were Joe and Abe Blumenfield, San Francisco circuit operators . . . Booking and buying for the La Tosca Theatre has been taken over by Exhibitors, Inc. . . . Jack Goldberg, supervisor for Eastland Theatres, trained out to spend his vacation with his elderly parents in New York.

Visiting friends on the Row were Myer Stern, Hollywood Pictures Co., Omaha; Leonard Kaplan, Kaplan Theatre circuit, Des Moines; Sam Levishon, Chicago Used Chair Mart, and Bill Forman, northwest theatre operator . . . Visiting respective local exchanges were Jimmy Spears, Paramount home office representative; Charles Feldman, U-I division manager, and Oscar Morgan, Paramount short subjects manager.

In this country on a six-week visit to observe production and exhibition methods, Sam S. King, of Shipman and King, operators of a 35-theatre circuit in Great Britain, and active in production, was a visitor on the Paramount lot. Accompanying King was Edward F. Lyons, joint managing director of Gaumont-British Kalee, manufacturer of projection equipment in Britain, and J. Arthur Rank affiliate.

Named chairman of a theatre committee of the Academy of Television Arts and Sciences, R. H. McCollough, National Theatres television director and Fox West Coast executive in charge of construction, maintenance and purchasing, will head a group investigating developments of theatre television and which will set standards for theatre-housed video.

Five New Drive-Ins For Salt Lake Area

SALT LAKE CITY—Five drive-ins are scheduled to open in the Salt Lake exchange area before the end of this month.

Stealing a march on all other builders of the outdoor spots, Lawrence Beach and Marvin R. Cox opened the Pioneer Drive-In on a 29-acre tract south of Provo May 23. Eighty miles to the north, Roy Tullis and J. W. Naylor opened the Riverdale Drive-In just south of Ogden on the same night. A second outdoor theatre is scheduled to open in this area within a week or two.

First drive-in to open in Salt Lake proper will be the Motor-Vu Drive-In, to be operated by Eric Peterson, just southeast of the city. Roy Allsop is building a similar amusement spot in the western part of the city which should be opened within a few weeks. Still another drive-in is scheduled to be opened May 28 in Richfield. Alvie Peterson will operate that house.

Drive-in operators here say they aren't worried about the inclement weather and believe they can remain open seven months out of the year.

Woodlaw Sells Circle, Portland, to Gamble

PORTLAND—Ted Gamble has bought the Circle Theatre here from Col. G. T. Woodlaw. Ralph Wood will remain as manager of the house under Willard Gamble, who directs the Gamble enterprises in this part of the country.

Remodeling of the Downtown Theatre here, recently acquired by Gamble and renamed the Century, is about half completed and the house will be ready for opening May 31 as a de luxe first run house. The first attraction will be "Ramrod."

Television Station Manager Addresses MP Engineers

LOS ANGELES—Members of the Pacific coast section of the Society of Motion Picture Engineers were given an insight into the operations of television station KTLA when Klaus Lansberg, manager of the station, appeared as principal speaker at a regular meeting of the organization. Lansberg demonstrated his station's facilities, including studio installation and remote pickup equipment. Wallace Wolfe was chairman of the meeting.

Meiers Buy at Harrison; Stallmans Go to Lingle

HARRISON, NEB.—Mr. and Mrs. Melvin Meier, grocery store owners, have purchased the theatre here from Joe and Eva Stallman and are remodeling, with reopening set for early June. The Stallmans then purchased a lot on the main street of Lingle, Wyo., and will erect a 300-seat theatre there.

Earl Berens Gives Party For Employes of Hugo

HUGO, COLO.—Earl Berens, retiring owner of the Gem Theatre, gave a dinner here for his employes and the new owner, Clarence Martin.

Fire Destroys Craig

CRAIG, COLO.—The Craig Theatre was destroyed by fire recently. The house was closed for extensive alterations. It is owned by Gibraltar Enterprises.

List of 'Sins' Quells Youngsters

From Mideast Edition

COLUMBUS, OHIO — Listing 13 offenses committed by children and teen-agers in theatres, Fred Rowlands of the Main Theatre here reports that since he placed the list in his boxoffice there has been a decline in the number of violations with greater peace and comfort for his more sedate patrons.

The list:

1. **Talking.**
2. **Running up and down aisles.**
3. **Gathering in groups.**
4. **Cracking gum or disturbing noise.**
5. **Whistling.**
6. **Property damage.**
7. **Throwing things.**
8. **Smoking.**
9. **Using flashlights or lighting matches.**
10. **Everlastingly changing seats.**
11. **Using bean shooters, water guns or cap pistols.**
12. **Roaming the theatre for dates.**
13. **Disrespect to employes.**

Violation of these rules means that the guilty person is told to leave the theatre without refunds.

Kenyon Talbott Named Knutson Circuit Aide

LIVINGSTON, MONT.—Kenyon Talbott of Livingston has been appointed manager of the State Theatre here. Talbott will also work with H. W. Knutson, owner of the State, in conducting the several Knutson theatres in Montana and Idaho.

Peases to Build in Exeter

EXETER, CALIF.—A building site on East Pine street here has been purchased by Mr. and Mrs. C. E. Pease, owners and operators of the Exeter theatre, who will build a new 1,000-seat theatre on the property. The structure will be of fire-resistant basalt block, of stadium-type architecture, with modern colonial interior decoration. Construction will begin as soon as building restrictions permit. New sound, projection and cooling equipment will be installed. Harvey Construction Co. of San Francisco will erect the house.

Cooper Takes Over Avalon

GRAND JUNCTION, COLO.—Pat McGee, general manager of Cooper Foundation Theatres, announced during a recent visit here that the Avalon Theatre here soon will be renamed the Cooper and converted into a streamlined motion picture house of severely plain ultramodern design. The Cooper will seat 1,500.

Selznick Seeks Location

BOZEMAN, MONT.—Bert Griffin, secretary of the Bozeman Chamber of Commerce, announced that he had been requested to cooperate with the Selznick Studios in selecting a locale for a picture to be filmed in this part of Montana. Details concerning the new production have not yet been given out.

Building in Monte Vista

MONTE VISTA, COLO—A new 800-seat theatre is being built here for George Kelloff and Mitchell Kelloff jr., cousins, who several months ago bought a choice site on First avenue from Everett Cole, former Alamosa theatreman.

Indoor Swimming Pool Converted Into Theatre

Fullerton, Calif.—Mr. and Mrs. Bell Kay have converted a former indoor-swimming pool here into a 650-seat theatre which they have named the Wilshire. The Kays at one time owned the Keva Theatre in Los Angeles.

Berens Sells Hugo Gem

HUGO, COLO.—Earl Berens of Denver, operator of the Gem Theatre here for the past four months, has sold the house to Clarence Martin of Beverly, Mass. Martin already has taken over.

Signs Ray Heinz

Production manager assignment on RKO's "Tarzan and the Mermaids" has been handed Ray Heinz.

Paramount studios paid the top price in 1946 for a produced Broadway play. It was "State of the Union," by Howard Lindsay and Russel Crouse. The price was $300,000. plus 50 per cent of gross after production.

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Extra Popcorn Dollars .... FOR YOU!
Users of Manley's Supreme grade hybrid popcorn are getting MAXIMUM POPCORN PROFITS. It pays to buy quality!
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Manley, Inc
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• ALWAYS SOMETHING DIFFERENT

Filmrows of America in BOXOFFICE



The heart of Indianapolis, showing Monument Circle. Filmrow is located three blocks above the Circle.

FILMROWS OF AMERICA

Here is the story of the film business in the Hoosier state, the third in a series of articles about the men who sell and exhibit motion pictures America produces.

INDIANAPOLIS

By HOWARD RUDEAUX

IN INDIANAPOLIS, along that three-block stretch on North Illinois street known as Filmrow, you can step into almost any office and find an old hand at the business regaling the "younger set" with [illegible] own personal line of astonishing [illegible] what went on in show [illegible] nickel bought a [illegible] Great [illegible]

Claude McKean, who presides over the sanctum sanctorum known as the branch manager's office at Warners, was virtually raised amidst arguments over film rentals. His father [illegible] ted the Independent Exhibitors, and when young McKean entered the distribution in 1906 he [illegible] of the answers.

[illegible] Marcus and McKean [illegible] nogram's branch manager was with the Standard [illegible] icago, and the three [illegible] years of service, are [illegible] bution on the Row. [illegible] ludes Sam Abrams, [illegible] n't begin his career [illegible] S. H. Brauer, who [illegible] 1919, and Foster [illegible] and UA's Elmer [illegible] rk in distribution [illegible]

[illegible] ow, Indianapolis [illegible] however, comes [illegible] C. Zaring, who [illegible] e city continuously [illegible] North Star in [illegible] began posting [illegible] and is still [illegible] ntertainment [illegible]

[illegible] 1920 when [illegible] throughout [illegible] r pounded [illegible] ise of the [illegible] keep the [illegible] he trend [illegible] offices [illegible] started [illegible] did in [illegible] apolis. [illegible] ed by [illegible]

the bitter experience of a film building fire which took several lives and destroyed thousands of feet of film. Within two years of the fire, the first buildings were up on the Row.

The distributors couldn't have chosen an area which could better facilitate their services. The Filmrow stretch along North Illinois street is three blocks from the center of town and convenient for both Indianapolis and out-of-town exhibitors. Indianapolis itself is an ideal spot for an exchange center. It is almost directly in the center of the state, and is served by six railroads, approximately 80 truck lines and five airports. The job of buying pictures

(Continued on page 36)

View on Filmrow, showing the Warner building (L) which also houses United Artists, and the Paramount building.



They're All Talking About This Series

The most talked-about series of articles in the motion picture trade press is "Filmrows of America," currently running in BOXOFFICE.

Now, for the first time, the story of the men and women who run the motion picture business of the country is being graphically told in articles written by a skilled staff of field correspondents and through hundreds of photographs taken by staff cameramen who are visiting every film exchange city in the United States and Canada to photograph the filmrow personalities you read and hear about.

"Filmrows of America" is another special BOXOFFICE feature—that extra dividend subscribers receive from the No. 1 magazine in its field.

Jack Benny Very Big At Chicago Theatre

CHICAGO—Show business has never experienced a boxoffice gold rush like the one Jack Benny and his troupe brought to the B&K Chicago Theatre.

Doing 50 shows last week at 95 cents admission, he bettered the house's old mark set by Danny Kaye and grossed an all-time record for Loop theatres. Other Loop houses got the overflow from the Chicago and they also did well.

The only new bill was the RKO Palace with a twin program, "Born to Kill" and "Likely Story," which had a fair week. The Oriental did nicely in a second week with a stage show headed by the Andrews Sisters plus "Michigan Kid" on the screen. "The Jolson Story," at the Apollo, and "Best Years of Our Lives" at the Woods are still boxoffice in a big way.

"It Happened in Brooklyn" at United Artists and "Carmen" at the World Playhouse did okay and other holdovers bowed out to make way for new attractions, which included "Duel in the Sun," "Calcutta" and "The Farmer's Daughter."

(Average is 100)

Apollo—**The Jolson Story** (Col), 20th wk. 120
Chicago—**Easy Come, Easy Go** (Para), plus stage show 195
Garrick—**Angel and the Badman** (Rep), 3rd wk. 105
Grand—**The Macomber Affair** (UA), 3rd wk. 110
Oriental—**Michigan Kid** (U-I), plus stage show, 2nd wk. 140
Palace—**Born to Kill** (RKO); **A Likely Story** (RKO) 115
Roosevelt—**Stallion Road** (WB), 3rd wk. 105
State-Lake—**California** (Para), 5th wk. 110
Studio—**Sins of Bali** (Rosenberg); **She Devil Island** (R), 5th wk. 100
United Artists—**It Happened in Brooklyn** (MGM), 2nd wk. 120
Woods—**The Best Years of Our Lives** (RKO), 21st wk. 145
World Playhouse—**Carmen** (Superfilms), 2nd wk. 115

Buyer Resistance in Milwaukee: Only Top Pictures Pull Crowds

MILWAUKEE—First runs and neighborhoods alike report patrons definitely shopping for their entertainment. Exhibitors say their patrons will attend regularly only if given top flight pictures. Warmer weather has chased patrons to the country. "The Yearling," in the second week at the Wisconsin, and "The Best Years of Our Lives," in the seventh week at the Alhambra, were the only pictures to better par.

Alhambra—**The Best Years of Our Lives** (RKO); 7th d. t. wk. 130
Palace—**My Favorite Brunette** (Para); **Her Sister's Secret** (PRC) 100
Riverside—**Buck Privates Come Home** (U-I); **Spoilers of the North** (Rep) 95
Strand—**Dead Reckoning** (Col); **For the Love of Rusty** (Col), 2nd d. t. wk. 90
Towne—**Dishonored Lady** (UA) 90
Warner—**The Two Mrs. Carrolls** (WB); **Winter Wonderland** (Rep) 100
Wisconsin—**The Yearling** (MGM), 2nd wk. 125

'Duel' Best in Indianapolis; Week Is Rather Spotty

INDIANAPOLIS — Business was spotty, First run houses, with what the public wanted to see, fared well to excellent. Loew's topped the list with "Duel in the Sun."

Circle—**The Late George Apley** (20th-Fox); **The Brasher Doubloon** (20th-Fox) 80
Indiana—**Boomerang** (20th-Fox); **Backlash** (20th-Fox) 85
Keith's—**The Best Years of Our Lives** (RKO); 2nd wk. 120
Loew's—**Duel in the Sun** (SRO) 225
Lyric—**My Favorite Brunette** (Para) 75

Takes Over at Bloomfield

BLOOMFIELD, MO.—Mrs. William Sherman, the former Mrs. Margaret Bizzell of Dongola, Ill., has taken over the State here, recently purchased by her husband, manager in St. Louis for PRC, from the Tobin-Goldwyn-Leventhal interests. Mr. and Mrs. Sherman were married early this month.

Popcorn Boxes 'Menace,' She Charges in Suit

Fort Wayne, Ind.—Leora Lunsford has filed suit for $2,500 damages against the Harrison Theatre and Realty Corp. She declares that while patronizing one of the company's houses, she got up to allow another patron to pass by. As she did so, she charges, she slipped on a cardboard popcorn box, fell against a seat, and was severely hurt.

She declared the company permits popcorn to be sold in its theatre, and charges that it knew, "or should have known, that patrons would scatter the popcorn boxes about on the floor of the theatre to become a menace to the safety of patrons."

This is the second suit of its kind to be filed against the firm.

Bernard Van Borssum, 72, Dies of Traffic Injuries

TERRE HAUTE, IND. — Bernard Van Borssum, 72, owner of the Savoy Theatre and a figure in the theatre business 33 years, died last week in St. Anthony's hospital of injuries suffered when he was struck by an automobile May 3. According to the driver of the car, rain obscured his sight and he did not see Van Borssum. The theatreman is survived by the wife, one daughter and a son.

Sues for $25,000

MILWAUKEE—Cudahy Theatres, Inc., and owners, Charles W., Raymond W. and Oliver C. Trampe, have been named in a $25,000 damage suit in circuit court by Mrs. Susanne T. Adams, La Jolla, Calif. Mrs. Adams has charged that she slipped on the tile walk leading to the Majestic entrance on Apr. 11, 1945, and fractured her hip. Cudahy Theatres, Inc., operate the Majestic.

Tiny Palmyra Greets Opening of Theatre

PALMYRA, WIS.—Chilling winds and threatened rain failed to deter sturdy townsfolk of Palmyra (pop. 800) from attending the opening of Jack Yeo's Myra Theatre. The event created more excitement than the recent return of the village war ace. Every shop in town shuttered for the affair.

As the Palmyra high school band paraded out front, patrons clutching advance sale tickets stormed the doors. The Myra's 400 seats were filled for two shows, with many standing in the aisles. Well-wishers kept Yeo fluttering about like a whirling dervish. Of course, the air conditioning failed to function and the screen arrived just in time for installation, but that was nothing. This town hadn't had an honest-to-goodness cinema in years. Yeo gave to the people in the Myra, one of the most attractive small town houses in the state.

Flowers filled the outer lobby, with more inside on stage and near the stage. Incidentally, the Myra resembles the venerable Whitehouse in Milwaukee, in that the picture is projected at the front of the house.

Jimmie McCarthy, just out of the army, is house manager. A girl from Patricia Stevens' modeling school in Milwaukee greeted patrons with cigars and candy. Engineered by Louis Orlove, MGM exploiteer, the picture was "Gallant Bess."

Odette Oberlander, cashier from Yeo's Plaza, Burlington, was in the boxoffice. Mrs. Jack Yeo welcomed first nighters from her vantage point near the outer doors.

Yeo is constructing a modern bowling plant beneath the Myra that will further enhance the building as a community center.

Drake in 'Cass Timberlane'

Tom Drake has been ticketed for a role in "Cass Timberlane" by Metro.



THE WINNAHS!—Two Fox Wisconsin managers, Harry Boesel, downtown district pilot in Milwaukee, and Brad Stiles of the Braumart Theatre, Iron Mountain, Mich., won awards in the MGM pictorial promotion contest, Boesel for a "Gallant Bess" campaign, Stiles for a ditto on "They Were Expendable." Pictured here looking over the awards are standing: Boesel; Bill Koster, FW theatre operation head; Louis Orlove, MGM exploiteer; Stiles. Sitting is Harold J. Fitzgerald, FW president.

INDIANAPOLIS

Robert Harned, operator of the Empire Theater, Sellersburg, Ind., has started construction on his new Theatair Theatre on state road 31-E just north of Jeffersonville, Ind. . . . Herman Hallberg, booker at 20th-Fox, went on a one-week vacation . . . The Drive-In Theatre, Anderson, being built by the Alliance Theatre Corp. of Chicago, is nearing completion . . . Alex C. Kalafat, Gala, Garrett, booked.

Laddy Hancock is recovering from an attack of flu . . . Sam Oshrey, U-I salesman, spent the weekend in Cincinnati visiting friends . . . Owen Lindley of French Lick, brother-in-law of George T. Landis, 20th-Fox manager, died recently after a long illness . . . K. T. Ball, Royal at Brownstown, was on the Row booking.

Ed L. Ornstein, operator of theatres in Kentucky and Indiana, has returned after a short vacation in Florida . . . Mildred Winer, Monogram booker and office manager, is vacationing in Florida with her mother . . . Sam H. Abrams, manager for Eagle-Lion-PRC, went to Tennessee on business and will return to Indianapolis by way of Evansville . . . Pete Panagos, Alliance, Chicago, booked.

Harold Russell of "The Best Years of Our Lives" visited the RKO branch for a general handshake with employes . . . There is a new bronze name plaque at the entrance of the MGM exchange here . . . S. W. Goodman, Marion, Poseyville, booked and set dates . . . Herman Black, RKO salesman, is driving a new car . . . Claude McKean went to Chicago to visit circuit offices there . . . F. C. Kohlhorst, Fairy, Napanee, booked . . . Ed Campbell, Williston circuit, Louisville, booked and set dates.

T. D. Hammer, Eagle-Lion-PRC salesman, made his first business trip in northern Indiana territory and was charmed by the beautiful farm lands and scenery . . . R. L. Hudson jr. of the Hudson circuit in Richmond was on the Row to book . . . Bob Hesseldenz, oldtimer in the theatre business, was one of the speakers at the annual meeting of the Indianapolis Indorsers of Photoplays, held in the Columbus club Tuesday. "Theatres of Yesterday" was his subject.

Glen Schnarr, operator of the Daisy Theatre on West Michigan street, has installed new speakers, projectors and sound . . . Harry Watts, Alhambra, Knightstown, was on the Row booking.

Pauline Neese is substituting on the booker's desk at Monogram exchange during the absence of Mildred Winer . . . Joe Schilling, Auditorium, Connersville, booked . . . The new screening room at the U-I branch is nearing completion. It will accommodate 60 persons, more than any other in Indianapolis . . . A. B. Thompson, Park-Ritz, North Vernon, booked.

Lido Remodeling Program To Double Size of House

INDIANAPOLIS—An extensive remodeling and enlarging program has begun at the Lido Theatre here. The present 400-seat capacity of the house will be doubled, and the interior will be redecorated. The engineers' plans will enable the workmen to build the new house without interrupting daily presentations except in the last stages of the work.

The front of the Lido will be refinished in glass and a porcelain marquee illuminated by neon and indirect lighting will be installed.

Some jobs on the inside of the house already have been completed. The booth has been completely overhauled and new Simplex E-7 projection and sound equipment installed.

When the work is complete, the Lido will feature first run attractions. The house will become the second largest all-Negro patronage theatre in downtown Indianapolis. The Walker, operated by the same owners, Williston Enterprises, is the largest.

Enterprise Signs Bickford

Charles Bickford has been signed by Enterprise to star with Frances Dee and Joel McCrea in "They Passed This Way."

BOXOFFICE INSURANCE

For Your OFF NIGHTS—
INCREASE YOUR BOXOFFICE RECEIPTS—
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THEATRE EMPLOYMENT NIGHT
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(Note: Both Copyrighted Plans provide for the use of "Proxy Cards" for the night and matinee ahead of the night of selection.)

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5780 Washington Blvd. Indianapolis, Indiana

Bruce, Wis., Gets Theatre; Robert Zielke Is Manager

BRUCE, WIS.—Townspeople here are enjoying their first home town theatre.

The 379-seat Bruce Theatre was opened by H. E. Zielke, operator of the theatre at Hawkins, and his son Robert, who is managing the local house. The theatre is modern is design and construction and contains a cry room, oil heating unit, and air cooling system. The interior of the auditorium is of nuwood and knotty pine.

The Bruce's dedication program was broadcast by station WJMC of Rice Lake and included talks by Harold Mills, school principal; Claire Towers, village president; Gordon McConnell, Fred Conover, George Hagerty and other citizens of the community. Businessmen here paid for a full page ad in the News-Letter congratulating the new owners on their enterprise.

Sam Taft Soon to Open Drive-In at Springfield

SPRINGFIELD, MO.—The S. M. Taft Amusement Co. of St. Louis, headed by Sam Taft, now manager of the drive-in at Des Peres on the Manchester road, will soon open a 750-car drive-in near the junction of Sunshine and Glenstone roads here.

Complete RCA drive-in equipment, including the newest type in-the-car speakers, projection machines, screen and sound system, will be installed. Taft purchased the equipment through Lou H. Walters of Cine Supply Co. at St. Louis. Taft will remain with the St. Louis drive-in until his new project here is in operation. He has been associated with Phillip Smith Theatrical Enterprises at Boston in the operation of drive-in theatres in the midwest area for several years, also supervising its Drive-In Theatre at Indianapolis.

Drive-In at New Albany To Be Called 'Theatair'

NEW ALBANY, IND.—The new drive-in being constructed between Jeffersonville and New Albany is expected to open in mid-June. The theatre will have a 700-car capacity, and will be called the Theatair. This is the first time this name has been given to a drive-in unit, and the name is being copyrighted.

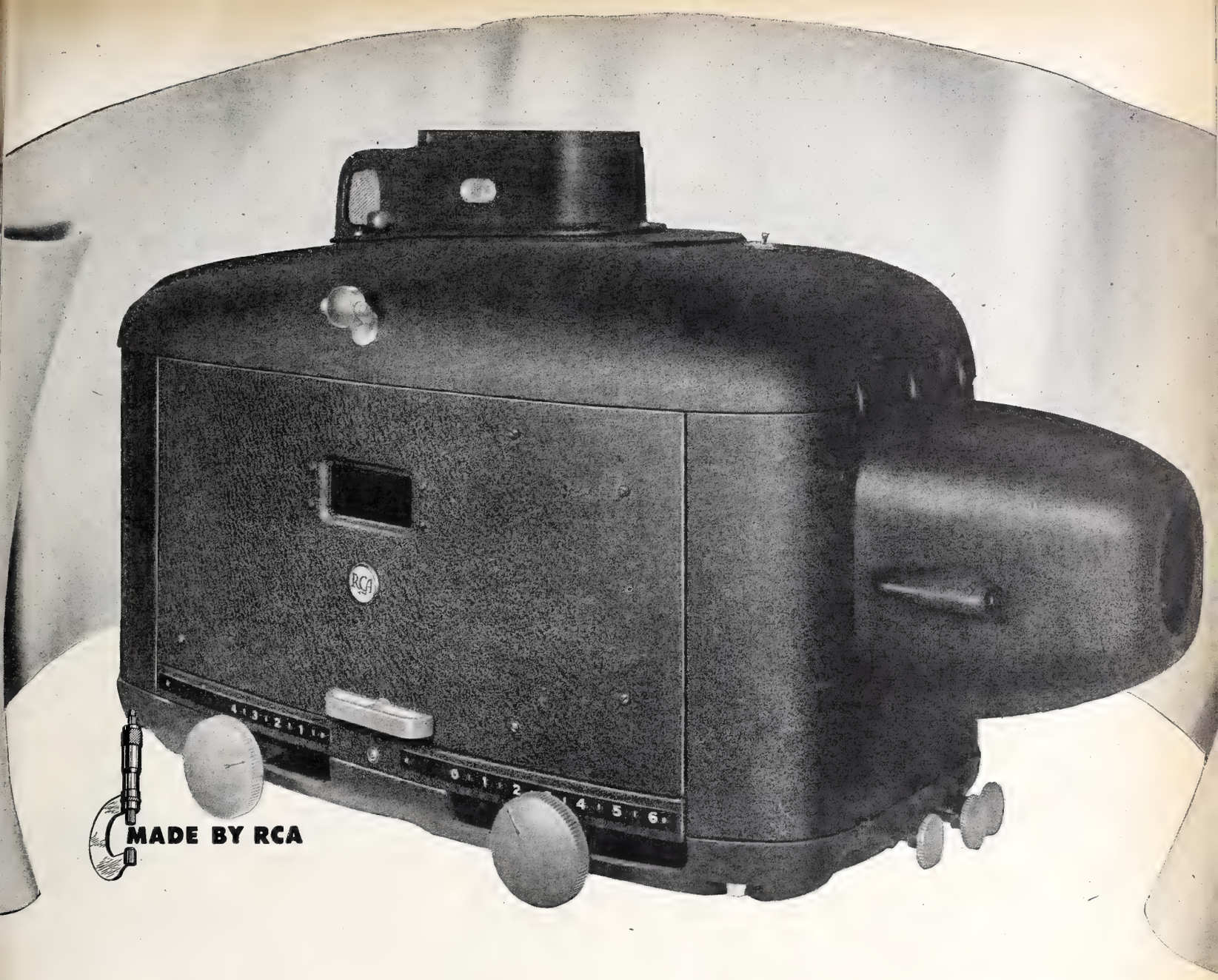
The Theatair will be operated by Municipal Enterprises, Inc. of New Albany, headed by R. L. Harned and will serve the Falls Cities area. In addition to his Theatair interests, Harned also owns the Empire at Sellersburg, Ind.

Fire Destroys the American, Rodgers Unit in Charleston

CHARLESTON, MO.—The 600-seat American Theatre, a unit of the Rodgers Theatres of Cairo, Ill., was destroyed by fire May 12. The fire was discovered about 11 a. m. and had gained considerable headway before the firefighters reached the scene. The Rodgers circuit also owns the 300-seat New Theatre here.

Mono Meeting July 18-20

MILWAUKEE—Monogram managers and franchise holders will meet here July 18-20, immediately preceding the Browns lake outing sponsored by the ITO of Wisconsin and Upper Michigan. Monogram personnel are expected to stay over for the ITO event.



New

BRENKERT

1 Kilowatt

High-Intensity Arc Lamp

NOW . . . PURE WHITE LIGHT FOR SMALL THEATRES

Brenkert's Radarc is the only one-kilowatt, direct current, high-intensity projection lamp in volume production, specially designed from top to bottom for this field alone.

Now medium-sized theatres, with seating capacity up to 800 seats and screens up to 18 feet wide, can have a truly high-intensity arc lamp of superior design and construction.

RCA THEATRE SUPPLY DEALER

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1255 S. Wabash Ave.
Chicago 5, Ill.

CINE' SUPPLY COMPANY
3310 Olive St., St. Louis 3, Mo.

CHICAGO

J **Arthur Rank,** dominant figure in the British motion picture industry, and John Davis, his managing director, were in town last weekend consulting with J. H. McNabb, head of the Bell & Howell Co., and A. N. Rauland, television expert. They also attended a press conference at the Blackstone and were interviewed by some 40 newsmen. They were accompanied by Mrs. Rank and Mrs. Davis and Jock Lawrence, press representative. The party left for Canadian points, thence to Hollywood. The group will return here next month for a series of meetings and to make a survey of television progress.

Joe Cotten, one of the stars of "Duel in the Sun," is the first actor ever featured simultaneously in four Loop houses. The film premiered last weekend at the State-Lake and Roosevelt theatres. Cotten also appears in "The Farmer's Daughter," currently at the RKO Palace and Grand. All four houses had sidewalk holdouts . . . Charles Schlaifer, director of ad-publicity and radio for 20th-Fox, conferred with local flacks on exploitation plans for "The Ghost and Mrs. Muir," and "Miracle on 34th Street." He was en route to the Hollywood studio . . . Al Dezel, head of Dezel Roadshow Productions, came in from Detroit headquarters for a chat with local executives Sam Kaplan and Sol Cohen. Dezel was en route for Hollywood to attend the Screen Guild convention. Sol Cohen went to Kansas City for a week on business.

Claude Morris, Selznick field exploitation chief, was at the opening of "Duel in the Sun," and left for Des Moines to spark 20 openings for Tri-States there . . . Will Scranton, advertising director of Ampro Corp., returned from a three-week vacation at Hot Springs and found he had twice become a grandpa. Will jr. is the father of a boy, named Will Scranton III, and another son Paul is the daddy of a baby girl named Virginia Elizabeth.

These press agents can fix anything! Chilly weather prevailed in Chicago for days and days. The coldest April and May in 20 years, the weather man said, then on May 15, a mild heat wave greeted the formal presentation of the air conditioning award from the Modern Theatre section of BOXOFFICE to Balaban & Katz. Scribes and photographers perspired as they crowded into John Balaban's office to see Jack Benny present the award in behalf of J. Harry Toler—and B&K publicist Ed Seguin beamed! Seguin had further reason to beam when Benny gave him a nifty award for the publicity campaign that resulted in Benny's record-breaking gross at the Chicago Theatre!

First customer in to see "Calcutta" at the Chicago Theatre was Bob Lee, emcee at the Latin quarter. Bob was stationed in Calcutta for three years while in the army . . . Chris Demos has been appointed assistant manager of Warners Avalon Theatre . . . Dr. Morton A. Berman of Temple Isaiah Israel was principal speaker at the meeting May 15 of Cinema B'nai B'rith lodge with Jack Kirsch presiding. The membership quota is 1,000 and Kirsch expects to attain this number by July 1.

F. W. Anderson was elected president of the newly organized Anderson Theatre Corp. at Morris, Ill. Irma L. Anderson is vice-president and secretary of the new firm.

Billy De Wolfe has signed for two weeks of personals at the Chicago Theatre, beginning June 8, sharing billing with the Mills Bros. . . . Ben Lyon, head of 20th-Fox's talent department, looked over local talent and scouted Herb Shriner, Empire room star, who has the makings of another Will Rogers . . . Henry Kaufman, Columbia executive, visited the exchange.

James J. Donohue, western sales manager of Paramount, will preside at the Chicago exchange meeting June 2, 3 . . . Harold Mann has been appointed chief industrial engineer for the Farnsworth Corp. at Fort Wayne, Ind. . . . "Jacare," a full-length feature picture of Frank Buck's trip to the Amazon river jungles, was presented to a teen-age audience at the Chicago Academy of Sciences in Lincoln Park.

B&K executives, John Balaban, Walter Immerman, Henry Stickelmier and Dave Wallerstein attended the Paramount partners convention at Arrowhead Springs, Calif. . . . Jerry Weiss, Paramount booker here for the last four years, has been shifted to Minneapolis in the same capacity . . . It will be wedding bells August 3 for Pauline Barron of the B&K accounting department and Phil Wittert . . . Mrs. Joseph Chesser, president of the Better Films Council of Chicago, announced the annual benefit literary tea will be held Tuesday, June 10 at 1:30 p. m. in the Woodrow Wilson room, International Relations center, 64 East Randolph St.

Herbert Crane, recently out of service and now assistant to Manager Ed Masters at the Lamar Theatre, Oak Park, was married to Weth Baker . . . Dave Biederman, Cartoon Film Productions, Hollywood, was a stopover en route to New York . . . Burglars forced a wall safe in the Tiffin Theatre and made off with $500. They missed $1,800 more in another safe. Howard Beck, owner, said the burglars entered the theatre by sawing bars off the window.

Richard Felix is now assistant to Norman Kassel, Essaness publicity department . . . Sam Wanamaker, youthful Chicagoan who took Broadway by storm when he played opposite Ingrid Bergman in "Joan of Lorraine," was a visitor here last week. He told the press at a cocktail luncheon in the Polo room that he was en route to Hollywood to discuss the lead role in "Ever the Beginning."

Jack Benny and his all-star show hit a high mark at the B&K Chicago Theatre, bettering the old record hung up by the Andrews Sisters, who, incidentally, played a two-week engagement at the Oriental last week. Previously Frank Sinatra held the record at the Chicago.

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Chicago Union Selecting Miss Filmrow of '47

CHICAGO—All glamor girls aren't in front of the cameras, the Film Exchange Employes Union has decided. Accordingly, girls "in back of the cameras" were to be given their opportunity Saturday (24), when local F45 selects its own Miss Filmrow of 1947.

Girls employed in the industry or affiliated fields entered the finals, held at the union's dinner-dance in Hotel Midland. Among the entrants were Betty Small of MGM, Ruth Nagg, Columbia; Jeanette Dalton, 20th-Fox, and Shirley Grant, UA.

Leo T. Schauer, 20th-Fox, was chairman, assisted by Florence Cohen, Warner Bros.; George Rose, MGM; Mary Tulek, RKO, and Norma Boyle, 20th-Fox.

McMahons Buy Theatre At Granville, Illinois

GRANVILLE, ILL.—Mr. and Mrs. LeRoy McMahon of Chicago have purchased the Granda Theatre here from Mr. and Mrs. Francis Ernat. The new owners are installing upholstered seats, new screen and projectors, and air conditioning.

The sale was made through the Chicago office of Savereide Theatre Brokers, with offices in Minneapolis, Minn., and Waterloo, Iowa.

Feld Back in St. Louis As E-L Area Manager

ST. LOUIS—William Feld, former Republic manager in Pittsburgh, has resumed his duties here as district manager for Eagle-Lion, succeeding Mark Raymon, who resigned to enter another line of business on the west coast. His territory includes St. Louis, Kansas City, Omaha and Des Moines.

Feld is no stranger to St. Louis, having at one time been a salesman here for Republic before going to Pittsburgh.

Second House Is Planned By Cave-In-Rock Partners

CAVE-IN-ROCK, ILL. — Tom Partain, owner of the 300-seat Ohio Theatre here, and Carl Humm, a business associate, contemplate the erection of a new 500-seat theatre here. They hope to have the house ready by August 1.

Opening at Percy, Ill.

PERCY, ILL.—The New Princess Theatre, owned by H. E. Webster, opened last week, replacing the old Princess, destroyed by fire Dec. 11, 1945. The new house of modern construction is 36 by 110 feet and has a seating capacity of 500.

Buy at Manito, Ill.

MANITO, ILL.—The 250-seat Lamar here was sold by A. C. Struck of Mason City to Harold Meyer and Harold Willett of Manito. Struck owns the Arlee in Mason City.

Purchases the Alamo

STEWARDSON, ILL.—Harlan E. Renshaw is the new owner of the 200-seat Alamo here.



CORN-er

EXTRA PROFITS IN YOUR LOBBY!

'POP' CORN SEZ: "My new, automatic vending machine is the slickest way you theater managers can make more money on popcorn. Does away with all sorts of extra expenses. No rancid grease smellin' up the place. It's so dog-gone good-looking you'll want a couple of 'em in your lobby. Why don't you drop me a letter today for the full story?"

POP'CORN'S

AUTOMATIC VENDING MACHINES

The modern and profitable method of serving your customers crisp, fresh, better tasting popcorn.

NO ATTENDANT NEEDED: Fully automatic and vends crisp, hot popcorn faster than any attendant can pop and box it. Your patrons will appreciate this quicker service. You will make bigger profits.

LESS LOBBY SPACE: Requires only 18 inches of floor space. No bulky equipment cluttering up the lobby.



OPERATORS! Contact your nearest distributor

T. & C. Co.
Box 5998
Dallas, Texas

"CALL — WRITE — WIRE —STOP IN"

'POP' CORN SEZ INC. OF CHICAGO

5755 W. OGDEN AVENUE

CICERO 50, ILLINOIS

CRAWFORD 1042-3-5 OLYMPIC 8345

"POP" CORN SEZ:

"My Chicago office is Johnny-on-tha-spot to take care of your needs."

Machines available for immediate delivery.

MILWAUKEE

Due to atmospheric conditions, the initial performance of Lou Elman, RKO manager, as a concert pianist was not heard by many Row well-wishers. Elman's program, while aired over WRJN, Racine, was interrupted by the earth tremor.

Horace Guthrie of the "kerosene" circuit way up north toured the exchanges . . . Paul Horwitz, veteran Milwaukee showman, currently runs a burlesque house for Charley Fox in St. Paul . . . Hank Tolette, S&M Theatres executive, was in town . . . Max Mazur is now at Film Classics as manager. Fred Good is handling sales in the territory.

The hard way to get some sleep: Johnny Mednikow, National Screen Service manager, was out working the territory and ran into Lou Orlove, the MGM exploiteer. Comes time to retire and Orlove said, "Don't worry about a thing. I'll get a room." So the two made practically a circuit tour of the state searching for a hotel room, but everything was completely filled up. Finally, about 3:30 a. m., they arrived in Wausau and, as elsewhere, all spots were full. So the exhausted gentlemen roused a theatre manager and ended up sleeping on the balcony.

Things are moving on that Oldtimers club since this scribe dropped the suggestion a few editions back. Acceptance of the proposed club has met with surprisingly favorable reaction. According to present plans, the first meeting of the organizing committee consisting of at least one representative from every branch of the industry, comes up shortly. Meanwhile, keep those suggestions coming and remember that anyone with 25 years service in the industry is eligible.

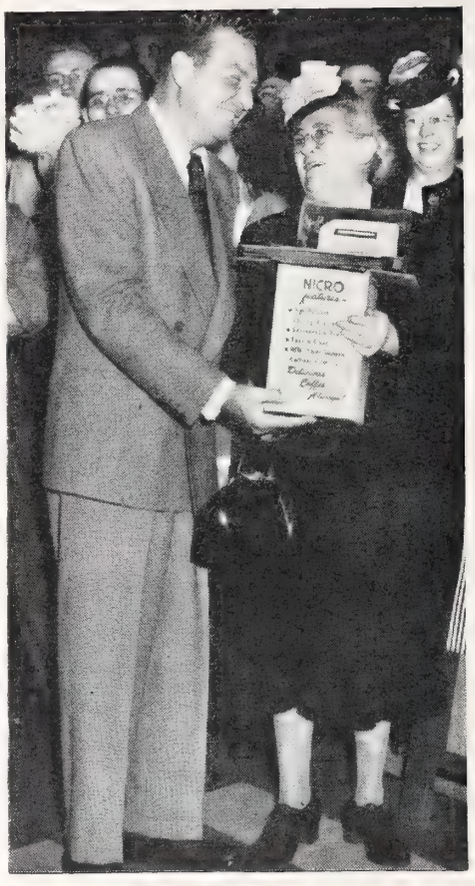
Fred Brown of the Plymouth Theatre in Plymouth toured the Row with his recently acquired California suntan. Other exhibitors on the Row were L. V. Bergtold of the Westby in Westby; Joe Malits, Eighth Street Theatre; Sam Miller, Rialto, Gladstone; Floyd Albert, Strand, Mount Horeb; George Panka, Metro, Prairie du Chein; Sid Goldberg, Hollywood, Wausau; F. J. McWilliams, Home, Portage; Max Krofta, Capitol and Granada, Racine.

Also Don Deakin, Wisconsin Dells; "Red" Erickson, Loyal, Loyal; Bob Guiterman, Capitol, Manitowoc; Bill Exton, Roosevelt, Kenosha; Danny Kelliher, Sprague, Elkhorn; Walter Baier, Fort, Fort Atkinson; Bill Ainsworth, Fond du Lac; Clem Kramer, Mars and Fern, Milwaukee, and Barney Sherman, Douglas, Racine.

The outing at Browns lake sponsored by the Independent Theatre Owners of Wisconsin and Upper Michigan is set for July 21. Golf, boating, horseback riding, fishing, luncheon, and dinner-dance in the evening will be the major attractions . . . Mika Colla and Joe Di Giorgia of National Screen caught Chicago's jive combos over the weekend . . . Next meeting of the board of the ITO of Wisconsin and Upper Michigan comes up at Charley Trampe's Phantom lake summer home.

Exhibitors dodged paint brushes and scaffolding at United Artists while decorators gave the offices a complete new paint job . . . Speaking of remodeling, Columbia's carpentry is done and Dave Chapman slides his chair from Harry Olshan's office to the shipping department regularly.

Joe Neger, 20th-Fox manager, worked the territory . . . Patricia Jacobs joined Theatre Service's expanding secretarial staff . . . Jack Sullivan of the Carl Thelin Sign firm, who was burned in the fire that destroyed the plant, is still recuperating in St. Michael's hospital . . . Carl Thelin and his entire staff are doing a mountainous job in filling theatrical sign commitments, working with practically no stock or supplies.



GRANDMA WINS—Phil Harris, who was at the Chicago Theatre with the Jack Benny troupe, presents awards to Mrs. Clara O'Leary, 70-year-old grandmother. She was the 500,000th patron to approach the boxoffice for a ticket to "The Jolson Story," now in its 21st week at the Balaban & Katz Apollo Theatre. She was awarded numerous gifts including a radio, a coffee brewer, nylon raincoat, Jolson album of records and other gifts. This was the 1,000th performance of "The Jolson Story." The affair, planned by Dave Arlen of the B&K publicity staff, got much free newspaper space.

Lorraine Williams was given a farewell party by fellow 20th-Fox employes at the Towne room prior to leaving the firm . . . Max Wiesner was in town and reports his throat condition improving as the result of X-ray treatments in Chicago . . . Louis Machat informs that the Radio, operating as a straight foreign film house, will go all-American June 26. A 25-cent adult price will prevail. Machat is offering $50 as a prize for a new name for the Radio.

Sanford Vincient of Denmark and Winneconne and Irving Vincent, Ocoto Falls, were in town . . . Mae Dalton, 20th-Fox ad sales manager, celebrated a birthday.

Attending the board conclave of the ITO were Bill Ainsworth, Fond du Lac; F. J. McWilliams, Portage; L. V. Bergtold, Westby; Sig Goldberg, Wausau; George Panka, Prairie du Chein; Russ Leddy, Green Bay; Jack Yeo, Burlington; Charles Trampe, George Langheinrich, George Fischer, all Mliwaukee, and Floyd Albert, Mt. Horeb.

Bob Albert, son of Norma Albert, RKO inspector, recently attended an audience with the Pope in the Vatican. Bob is on the USS Providence . . . Joe Baish is doing a great job managing the Pix, Avon and Park in Waukesha. Your scribe dropped in following the opening of Jack Yeo's Myra Theatre and found Joe buried in reports . . . Later the same night we helped Rudy Koutnik lock the Paradise doors out in West Allis. Rudy has the town hopping with his top drawer exploitation. His latest stunt was a leg contest.

Charley, Ray and Oliver Trampe, commuting between Rivermore and Tuckaway Country clubs, showed up late for the Myra Theatre opening at Palmyra. They arrived just in time for refreshments . . . Eph Rosen, Lou Orlove and Johnny Mednikow kept things humming at the opening after a hair-raising trip with Orlove at the wheel. Jack Yeo, operator of the Myra, was kept busy rushing from the Myra to the town's hotel, where festivities were held. Your scribe got the business and his nationality was questioned for drinking soda. Palmyra people all but buried the Myra under flowers. Orlove functioned as doorman and general utility man. Candy and cigars furnished by MGM were dispensed by a tall, attractive lass from Patricia Stevens' modeling school.

Walter Baier of the Fort Theatre, Fort Atkinson, shoved off for a month's stay in California . . . Roy Bernier, projectionist and publicist for a local brewery, is general chairman of the current naval recruiting drive in Milwaukee . . . A feminine boxer has loomed on the Row horizon in the person of charming Esther Glowacki, RKO "hello gal." No, she doesn't bounce exhibitors. Just a hobby.

A. K. "Hypo" Hadley of Film Arts, led a party consisting of son Roy and a few friends on a northern Wisconsin fishing jaunt . . . Milt Abram of Film Arts spent a week in Ohio and Pennsylvania on a film location commitment . . . Jack Kahn, United Artists publicist, left his tub thumping for the Towne for UA duties in Detroit, and is due to transfer to Ohio later.

Mrs. Ross Is Re-Elected As Indorsers' President

INDIANAPOLIS—New officers installed at the 33rd annual meeting of the Indianapolis Indorsers of Photoplays Tuesday at the Columbia club included Mrs. David Ross, president; Mrs. Lee Wadell, first vice-president; Mrs. Harry Rice, second vice-president; Mrs. A. J. Hueber, third vice-president; Mrs. Laura Bates, corresponding secretary; Mrs. John Petry, recording secretary; Mrs. Alice P. Ellison, treasurer; Mrs. Adam Honderich, parliamentarian, and Mrs. Fred Duckwall, membership chairman.

Earl Cunningham, general manager of Fountain Square Theatres, gave a short talk on theatre community service, and Rex Carr, general manager, told of the advantages of the Children's Film Library and children's matinees. Officers were installed at the meeting, which was attended by prominent persons in the industry including Miss Marie Lauk of the Legion of Decency, William Carroll and Miss Christine Kirk of the ATO of Indiana. Mrs. Paul New of Greenfield, Ind., state president of the Indiana Indorsers of Photoplays, spoke on service to the state.

More than 70 persons registered and were greeted by Mrs. David Ross, now in her 33rd year as president of the organization, and one of the founders.

In 'Gentleman's Agreement'

Anne Revere has been signed for a featured role in 20th-Fox's "Gentleman's Agreement."

St. Louis Tax Commission Suggests Amusement Tax

ST. LOUIS—Mayor Aloys P. Kaufmann's citizen's tax commission in its final report recommended, among some eight other measures to increase revenue, a 5 per cent tax on amusements, which would yield from $750,000 to $1,000,000 per year.

The commission also recommended a wide range of economies and revision of the city charter to permit a modern method of administration.

The commission asked that the city consider four taxes before adopting any others. They were a city-imposed state-collected income tax or a city earnings tax to raise $2,500,000 to $5,000,000, depending on the rate; an increase in the city liquor license fees to raise $500,000; a 5 per cent tax on amusements to yield from $750,000 to $1,000,000, and a sewer service tax of 25 per cent of the water bills to yield $1,000,000.

Other suggestions included extension of the principle of city-imposed state-collected taxes to gasoline taxes, driver's licenses and automobile licenses.

If all the suggested new taxes were adopted the additional revenue would be about $10,000,000.

Lou H. Walters Resigns As Head of Cine Supply

ST. LOUIS—Lou H. Walters, president and manager of the Cine Supply Co. here, has resigned effective May 31. He is expected to announce a new connection soon.



LOU H. WALTERS

The Cine Supply Co., a Missouri corporation, opened for business in September 1945 when Walters came here from Cleveland, where he had served for ten years as manager for NTS and its drive-in theatre department. Walters sold his stock in Cine Supply some time ago to RCA of Camden, N. J., which company now owns Cine Supply 100 per cent.

Walters started his motion picture career in St. Louis as a rewinder and general handy boy at Lou Wagner's the Alps, a tent show on Easton avenue at Whittier street, some 38 years ago. Later he met Sam Lears, owner of the Lears Theatre Supply Co., and was employed as an office boy for that company. During the following ten years he moved up through the service and repair departments. When Lears decided to abandon his policy of selling only through the mails to the out-of-town trade, Walters became the first motion picture equipment salesman to travel out of St. Louis, making eastern Missouri, southern Illinois and portions of Arkansas and Kentucky for Lears.

When the Lears company was sold Walters took a position with the St. Louis Equipment Co. and later was with the Exhibitors Supply Co. of St. Louis, which was absorbed in 1926 by National Theatre Supply Co. He remained with the new owners for nine years as a salesman in the St. Louis territory and in 1935 was transferred to Cleveland to take over the management of the NTS branch in that city.

New Equipment at Milltown

MILLTOWN, IND. — Complete new booth equipment has been installed in the State Theatre here by the Ornstein circuit. The equipment was purchased through the Falls City Theatre Equipment Co. at Louisville.

S & M Opens New Erwin Theatre



After extended delay due to materials shortages, the Erwin Theatre, operated by Ben Marcus, head of S&M Theatres, was formally opened at Tomah, Wis. Construction began in 1945 and the opening was scheduled months ago.

The Erwin, of fireproof construction, with concrete sidewalls and ornamental brick front, designed along highly modern lines inside and out, is an outstanding building in Tomah. Elaborately decorated, the inviting lobby displays rich pile carpets, as well as notable lighting effects. Equipped with the most comfortable seats obtainable, the main auditorium seats 632.

Clarence Holtze shifts from managerial chores at the Tomah Theatre, also operated by S&M Theatre, to similar duties at the Erwin.

ST. LOUIS

A tie, usually in a glen plaid, equipped with two tiny red or pink bulbs connected with a battery in the wearer's pocket, and provided with a switch that permits the wearer to blink the lights at will, is proving quite effective in attracting the attention of ushers in darkened theatres or waiters at restaurants, roadhouses, etc. The tie was originally intended as a children's item, but a local department store that sold 1,000 very quickly said practically all of the buyers were adults.

The Esquire Theatre in Cape Girardeau, controlled by Memphis interests, is now using vaudeville acts in conjunction with first run pictures. The house had been operating on a basis of opening if and when first run pictures were available . . . Lester Bona, Warner manager, was calling on exhibitors in Paducah, Ky., and Cairo, Metropolis and Harrisburg, Ill. . . . Barney Rosenthal, Monogram manager, has returned from Springfield, Ill.

In the $600,000 antitrust suit of W. D'Arcy vs. Fanchon & Marco et al., one of the defendants, Monogram Pictures, has been granted 20 days additional time from May 15 in which to plead.

Word comes from Jefferson City that Bing Crosby recently contributed $50 as the initial offering in a campaign to raise funds to defray the cost of redecorating the chapel at the Missouri state penitentiary. Ernest Aspinwall, an inmate artist, became interested in the plans of Rev. Edward B. Schlattmann, Catholic chaplain, to redecorate the chapel and wrote a letter to Bing asking for a donation to help buy materials. Crosby replied very quickly. Aspinwall is now working on a series of 20 paintings to adorn the chapel walls.

Mrs. Catherine Pasmezoglu, mother of the late Hector M. E. Pasmezoglu, who at one time operated the Delmar (now the Uptown) and Criterion theatres here, and prior to that Delmar Garden, died May 17 . . . John W. Potter, 50, editor and co-publisher of the Rock Island, Ill., Argus and president of the Rock Island Broadcasting Co., operators of radio station WHBF, died May 17 in Minocqua, Wis., where he had gone with his wife May 14 preparatory to opening their summer home for the season.

Kahan Handling Selznick; Makes Room for Others

ST. LOUIS—Harry Kahan Film Delivery Service here is handling the inspection and shipment of Selznick Releasing Organization in the St. Louis territory and also their distribution, in conjunction with the National Film Carriers Ass'n.

Kahan, who will continue film delivery services in the St. Louis territory, has provided facilities for vault space, inspection and shipping facilities for other independent film distributors in addition to Selznick, he stated.

Gives Machine to School

JASONVILLE, IND.—William Passen, operator of the Amus-U Theatre here, has presented the local high school with complete booth equipment to be used for educational purposes. The equipment is not to be removed from the school building.

George Faith Buys the Linn

LINN, MO.—George L. Faith has purchased the 210-seat Linn Theatre from Earl Anderson.

Additional 1% Sales Tax Proposed in Missouri

JEFFERSON CITY—The house of representatives has adopted a resolution calling for the submission to Missouri voters of a proposed constitutional amendment authorizing payment of a state soldier bonus estimated to cost from $150,000,000 to $200,000,000, to be financed through the state income tax and the imposition of an additional 1 per cent sales tax. Vote on the measure was 111 to 8.

The resolution now goes to the senate and if approved will be put on the ballot at the general election in November 1947 or voted upon at a special election to be called by Gov. Phil M. Donnelly.

Story purchases by Hollywood studios in 1946 totaled $6,750,000.

Keeps Home Reels Turning

SHELBYVILLE—That part of the family often referred to as "the little woman" is keeping the Shelby Theatre going here. F. W. Hamilton, manager, and son, Billy, who is 14, have been doing radio and school entertaining with the marimba and the piano. This entertaining entails quite a bit of traveling; hence Mrs. Hamilton has the theatre on her hands and those galivantin' boys of hers on her mind.

Jean to Resume Studies

COLUMBIA, MO.—Actress Jean Arthur, who has returned to Hollywood to resume motion picture work, plans to return to Stephens college here to continue studies in psychology, philosophy, English literature and biology when her new picture is finished.



CHICAGO 5, ILLINOIS—Abbott Theatre Equipment Co., 1311 S. Wabash Ave. Telephone: Calumet 6160.

ST. LOUIS 3, MO.—Exhibitors Supply Co., 3236 Olive St. Telephone: Jefferson 5913.

LOUISVILLE 2, KY.—Falls City Theatre Equipment Co., 427 Third St. Telephone: JAckson 7559.

UNION CITY, IND.—Projection Equipment Co.

When the lamps are **STRONG** *the picture is bright!*

$75,000 Fire Loss By Thelin Sign Co.

MILWAUKEE—A three-alarm fire resulting in a $75,000 loss for the Carl Thelin Sign Co., specialists in theatrical advertising, was the most spectacular blaze in Milwaukee for some time.

Jack Sullivan, partner of Carl Thelin, was working in the spray room when he noted the blaze. Before getting out Sullivan received burns on the hands, face and knees. Thelin sustained slight burns. His son and Afton Crump, an employe, escaped without injury. First Assistant Fire Chief Arthur G. Pohl escaped being trapped and suffocated while making an inspection as the fire raged.

New Granite City House On Site of Old Rialto

GRANITE CITY, ILL.—Construction is progressing on the $200,000 theatre being erected here by the St. Louis Amusement Co. on the site of the old Rialto which was razed after it had been closed as unsafe last year.

The New Rialto, designed by Leo F. Abrams, St. Louis architect in association with Raymond G. Johnson, local architect, will seat about 750 and will be fireproof and contain the latest type of projection and sound equipment, seats, etc.

Merchants Welcome Reopening

KANSAS, ILL.—The Joy Theatre, reopened by Mr. and Mrs. M. W. Jessup May 2, has been doing fine business. The house was damaged by fire early in the year. Mercantile interests welcomed the reopening, since there was a noticeable falling off in out-of-town business after the theatre closed.

From the BOXOFFICE FILES
(Twenty Years Ago)

A REPRESENTATIVE of United Artists was in St. Louis recently, investigating prospects for the erection of a new theatre with seating capacity of 3,000. There is also a possibility that the Fairbanks-Pickford, Chaplin-Swanson combination may purchase a theatre already constructed.

* * *

The Dempsey-Tunney fight pictures are now available to exhibitors in Missouri, according to Sam Miller, distributor . . . The Kingsland and Woodland theatres on Gravois avenue, St. Louis, have now definitely come under the banner of Skouras Bros. and Harry Koplar. The Skouras-Koplar-Goldman combination now has about 40 of the leading St. Louis theatres under their wings.

* * *

A tornado at Poplar Bluffs, Mo., on May 3 killed 110 persons and injured hundreds of others, but the picture houses operated by Mr. and Mrs. T. W. Rodgers were not seriously damaged.

* * *

Julius K. Johnson, organist, has returned to the St. Louis Theatre, Grand boulevard at Morgan street. He formerly was solo organist at the Grauman Egyptian Theatre in Hollywood.

* * *

Police in St. Louis prevented the showing of "Breaking Chains," a Russian film. The chief had not seen the film, but received a letter which reported it as extremely radical. Morros Becker, manager for the film in St. Louis, has arranged to show the film and will obtain a court injunction, if necessary, to prevent interference.

Reinstatement Plea Is Refused by ITA

MINNEAPOLIS—Martin Lebedoff, operating two de luxe neighborhood houses here, has twice been refused readmission to Independent Theatres Ass'n since being expelled because he made a personal deal for "The Jolson Story."

ITA directors turned thumbs down on Lebedoff's appeals to have his membership reinstated, ruling that "Lebedoff's breach of his contract with the combine" has rendered him ineligible to any further membership, it was announced.

When the combine failed to make a deal for "The Jolson Story" Lebedoff bought it alone and did smash business with it in his two theatres.

Following Lebedoff's action, the combine announced that it would forego "The Jolson Story" permanently for the other 27 theatres, many of them leading Minneapolis and St. Paul houses, although the picture has been proving one of the best boxoffice attractions in years. The reason for the decision, it was stated, was dissatisfaction with Columbia's terms. The group is also passing up "Best Years of Our Lives" and "Duel in the Sun" for the same reason.

Another of the territory's leading buying combines, Theatres Associates, also has one less prominent member. Jack Heywood, owner of theatres at New Richmond and Stanley, Wis., has resigned because of a desire "to speed up deals" for his situations.

Verndale Has Face Lifted; House to Reopen June 15

VERNDALE, MINN.—Remodeling of the Verndale Theatre, recently purchased by William Payne from the Verndale Booster club, is progressing and the house will reopen about June 15. Payne said the theatre will have a new front, all new seats, and an air conditioning unit. The remodeling is taking about six weeks.

Schwangler Will Manage Theatre in Breckenridge

FARGO, N. D.—Joseph Schwangler has resigned as a laboratory worker at the veterans hospital here to take over management of the Ridge Theatre at Breckenridge, Minn. He was formerly assistant manager of the Valley and Ridge theatres there.

Theatre in Eddyville, Iowa, Sold to Earl D. McConkey

EDDYVILLE, IOWA—The Eddy Theatre here has been sold to Earl D. McConkey of Ottumwa by Milton Paul. Paul plans to leave for California after a visit with relatives in Klemme, Iowa. He has made no business plans for the future.

Baby Girl to Bullises

HARTLEY, IOWA—Mr. and Mrs. Perl Bullis are celebrating the arrival of their first baby girl, Bonita May. Bullis is projectionist at the Capitol Theatre. The couple has been married 20 years.

E. L. Doherty Advances

DES MOINES—E. L. Doherty, formerly assistant manager of the Strand, has been promoted to manager of the Garden. He replaces Harry Brewer, who resigned. The theatres are Tri-States operations.

M. P. Foundation Group Named at Minneapolis

MINNEAPOLIS—With the election of a permanent committee at an all-industry luncheon at Hotel Nicollet this week, wheels have been set in motion for this exchange area's participation in the Motion Picture Foundation. The committee was to meet later to choose a chairman, a member of the national board of trustees and a welfare subcommittee.

Elected to the committee for two-year terms are Harry French and Charlie Winchell, Minnesota Amusement Co. heads; Art Anderson, Warner Bros. branch manager and former Northwest Variety Club chief barker; LeRoy J. Miller, U-I branch manager; Walter Palm, representing labor; Bennie Berger, North Central Allied president; Eddie Ruben and Bill Elson, independent exhibitors.

The one-year members selected are W. H. Workman, MGM branch manager; Tom Burke, buying combine executive manager; Maitland Frosch, equipment company owner; T. E. Mortenson, tradepaper publisher, and Harold Field, Ernie Peaslee, Henry Greene and Leo Peterson, independent exhibitors.

BALABAN, GOLDBERG SPEAK

John Balaban of Chicago, a member of the national board of trustees, and Arthur Goldberg, also of Chicago, Balaban & Katz counsel, were principal speakers at the luncheon meeting which attracted a record crowd of 140 and which was presided over by French and Berger, co-chairmen of the temporary committee.

French said he considered the meeting one of the most important ever held here by the industry. Berger asserted he was strongly for the Foundation because its prime purpose was benevolence. Balaban and Goldberg explained the Foundation's purposes, the manner in which it is being organized and the suggested setup for the local area.

"My fervent hope is that the Foundation will become a strong reality, as I am sure it will," said Balaban. "Those in the Minneapolis exchange area can be pioneers in this finest effort ever undertaken by this industry—something that will give them much spiritual and mental satisfaction."

Balaban said his presence at the meeting was due to a desire to be an individual part of an industry that wants to do great humanitarian work. He acclaimed the Foundation as the "grandest, most progressive step" that the industry has ever taken and said that such organizations as the Rockefeller Foundation had been high in its praises and had expressed the hope that other industries would follow the motion picture industry's suit. He suggested that the committee to be elected should be a cross-section of the industry, with distributors, exhibitors, equipment companies, the trade press and labor represented.

WILL BE INSPIRATION

It will be an inspiration to everybody to know that there's an organization within the industry to which a person in need can come for help, asserted Goldberg. Berger agreed that it was time that the industry had an intelligent way to handle its own members' distress.

When questions were invited, Martin Lebedoff, independent circuit operator, said he agreed that the Foundation was "a fine step forward for the industry," but that he had "a feeling of apprehension and distrust." He said he feared that it might become a "pressure and lobbying group" for the distributors "the same as the War Activities committee and the Variety clubs."

Lebedoff complained that North Central Allied, the independent exhibitors' organization in the territory, hadn't been consulted and he felt that it should elect the exhibitor members of the Foundation committee.

"North Central Allied was never contacted or asked if it wishes to participate," said Lebedoff, who is secretary of the body.

Bill Elson pointed out that the distributors and Minnesota Amusement Co. had a larger representation at the meeting than North Central Allied and that Lebedoff "probably feared they'd sway the election."

"But don't get me wrong," explained Elson. "I'm wholly in favor of the Foundation and pledge myself to do everything I can to help it along. Also, I myself am not a member of North Central Allied."

"LAY POLITICS ASIDE"

Lebedoff made a motion to have the committee constituted with a specified number of members representing the various industry's branches. Berger, however, said he wouldn't entertain the motion, although he felt the same as Lebedoff about the Foundation "becoming a distributor tool."

"In electing the committee, however, I feel that political considerations should be laid entirely aside and the members chosen solely on the basis of their fitness and ability," explained Berger. "I don't want this to fall apart for political reasons."

There was no further objection from Lebedoff and the balloting then proceeded.



DECADE WITH LEO—Diamond-studded ten-year service pins go to two Omaha MGM employes, salesman Howard Clark (left) and head booker Fred Fejfar (right). Branch Manager G. E. McGlynn makes the presentation. Both ten-year men have spent all their careers in Omaha with MGM.

Harrison Bagley Buys Parkersburg House

PARKERSBURG, IOWA—Charlie Hunerberg has sold the Princess Theatre here to Harrison Bagley, who will take over the management June 1. Hunerberg will continue to live in Parkersburg.

For Musical Numbers

Marilyn and Janis Malone have been ticketed for musical numbers in Monogram's "A Guy Named Joe Palooka."

They Believe in Goodwill

Walter Lovans, Are Named 'Good Neighbors'

EL DORADO SPRINGS, MO.—During the 11 years Mr. and Mrs. Walter Lovan have operated the Park Theatre here they have earned the respect and friendship of the public at large, which shows up in increased revenue at the boxoffice.

This success, they believe, is due largely to the goodwill relations maintained with their patrons, prospective patrons and other residents of this town of 2,500 and its trade territory.

As tokens of remembrance each year from the Lovans, town children of gradeschool age and those from nearby rural schools receive, on their birthdays, free tickets to the theatre. Through the teachers, Mr. and Mrs. Lovan learn the birthday of each child.

Cooperating with El Dorado Springs merchants during the holiday season in December, Mr. and Mrs. Lovan present free shows on the two Saturdays before Christmas, one for adults and one for children.

Only recently Mr. and Mrs. Lovan were selected as "Good Neighbors" on the Tom Breneman's Breakfast in Hollywood radio program.

Personally acquainted with most of their customers, Mr. and Mrs. Lovan are on hand each evening to welcome them to the theatre. Special consideration is given elderly and retired folks when they come to see a picture.

An ardent advocate for civic betterment, Lovan is active in community affairs. He is a member of the chamber of commerce and Rotary club. In World War II he served as county chairman for the war bond campaigns.



MR. AND MRS. WALTER LOVAN

Teen-Agers Picket Theatre Protesting 40-Cent Ticket

HAWLEY, MINN.—The Hawley, only theatre here, was picketed by 14 high school students last Friday night in protest against present admission prices of 40 cents for all over 12 years old.

The juvenile pickets, who said they represented the entire student body of the local high school, claimed that only 14 or 15 persons passed through their lines, bought tickets and entered the theatre last Friday.

"Our folks are backing us up," said 13-year-old Charles McDonald, spokesman for the group. "It's a sort of secondary boycott with them."

The high school students first presented a petition to R. H. Vieths, owner of the theatre, asking for a reduction in the admission price.

"I'm ignoring them," was Vieth's only comment.

Policemen in Des Moines Must Be Different Breed

DES MOINES—Harold Lyon's contest to pick Des Moines' friendliest person ended last week with the choice of Anthony Mihalovich, policeman. Lyon, manager of the Des Moines Theatre, sponsored the contest to promote the picture, "It Happened on Fifth Avenue." Mihalovich will receive a wrist watch as his prize. In addition he and his wife will be taken to dinner and the show as guests of Lyon and Tribune columnist Gordon Gammack.

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714-LUMBER EXCHANGE BLDG.-MINNEAPOLIS, MINN.
Qualified
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Tri-States Finds Slogan For Safety Competition

DES MOINES—Tri-States Theatre Corp. will use the slogan, "Safety Pays in Many Ways" in its statewide $1,000 traffic safety contest this summer. The slogan was selected in a contest entered by hundreds in Des Moines after citywide publicity in newspapers and over the air. Winner of the $100 prize for the slogan was Mrs. Osborn W. Johnson. Tri-States will award its cash prize on September 1 to the city in Iowa which has maintained the best safety record.

Samuel J. Clark Buys Finley, N. D., House

FINLEY, N. D.—Samuel J. Clark, an instructor in the Dakota Business college in Fargo for 12 years, has purchased and taken possession of the Finley Theatre. He made the purchase from A. L. Archer whose home he also bought.

The Archers are planning an extensive trip through the west and southwest and will return here to make their home.

Ball Players See Short

OMAHA—The Omaha Cardinals of the Western league had something of a busman's holiday here one afternoon—courtesy of Gene Rich of MGM. They were guests at a special screening of the short, "Diamond Demon."

'Egg' Draws Flocks At Omaha Opening

OMAHA—Theatre patrons here, alerted by a loud publicity cackle, turned out in flocks for "The Egg and I" at the Orpheum. "The Best Years of Our Lives" carried through fourth week at the RKO-Brandeis. Weather was generally fair.

(Average is 100)

Omaha—**I'll Be Yours** (U-I); **Madonna of the Seven Moons** (U-I) 100
Orpheum—**The Egg and I** (U-I) 190
Paramount—**Ramrod** (UA) 100
RKO-Brandeis—**The Best Years of Our Lives** (RKO), 4th wk. 105
State—**Her Sister's Secret** (PRC); **Bringing Up Father** (Mono); split with **The Dark Mirror** (U-I); **Temptation** (U-I), 2nd runs 105
Town—**Dangerous Intruder** (PRC), 2nd run; **Danger Signal** (WB), 2nd run; **Kid Courageous** (STI), reissue; split with **Blue Montana Skies** (Rep), reissue; **Confidential Agent** (WB), 2nd run 100

'Boomerang' Sharp in Minneapolis; Frankie Carle Band a Big Draw

MINNEAPOLIS—With Frankie Carle's orchestra and acts on the stage and the screen offering "Easy Come, Easy Go," Radio City was far out in front the past week. Second honors went to "Boomerang," which gave the State seven big days. In a surprise move, "The Outlaw" was shifted from the Lyceum, legitimate roadshow house, where it had played three weeks, to the Pix, newsreel house, which has been using a subsequent run, dual feature policy, for a fourth downtown week. Other holdovers were "Farmer's Daughter," "Open City," "Macomber Affair" and "Song of Scheherazade."

Aster—**Bulldog Drummond at Bay** (Col); **Blondie's Holiday** (Col) 100
Century—**The Macomber Affair** (UA), 2nd d. t. wk. 90
Gopher—**Last of the Mohicans** (PRC), reissue 90
Lyric—**Song of Scheherazade** (U-I), 2nd d. t. wk. 90
Pix—**The Outlaw** (UA), 4th d. t. wk. 80
Radio City—**Easy Come, Easy Go** (Para), stage show 200
RKO-Orpheum—**The Farmer's Daughter** (RKO), 2nd wk. 110
RKO-Pan—**Buck Privates Come Home** (U-I) 90
State—**Boomerang** (20th-Fox) 150
World—**Open City** (Mayer-Burstyn), 2nd wk. 125

'Blaze' Brightens K. C. Picture; 'Bedelia' Week's Only Holdover

KANSAS CITY—Except for "Blaze of Noon" at the Newman, the average for the downtown first runs was exactly average this week. The Newman's feature brightened the scene somewhat, but could not be held over due to previous bookings.

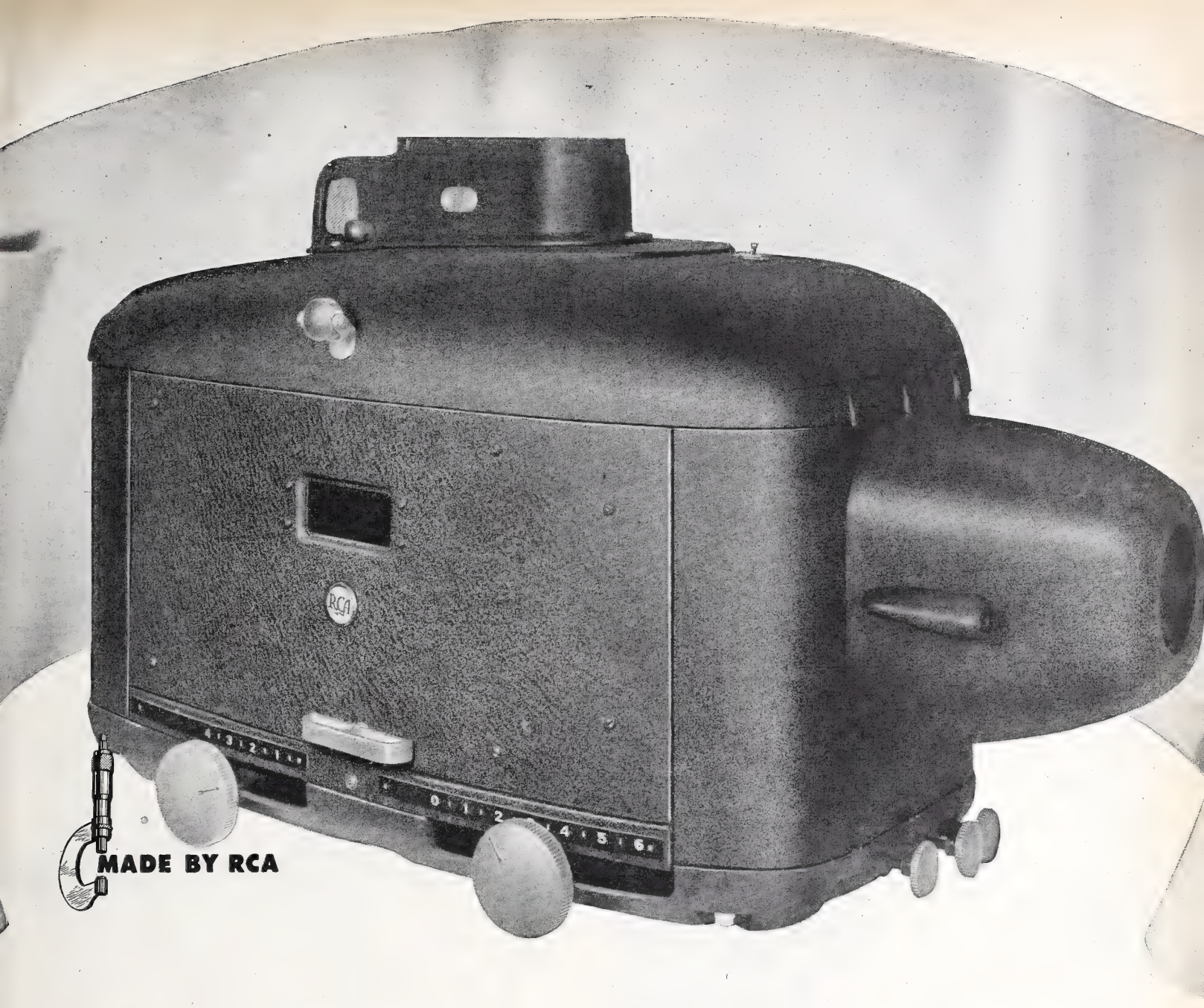
"Bedelia" led the field for all first run houses this week when the Kimo's attraction scored 200 on the barometer clock. "Ravaged Earth" at the Tampico marked the end of the foreign art policy for that Dickinson house. At the end of the week, Spanish-American films exclusively once more moved into the 39th street house.

Esquire—**The Fabulous Dorseys** (UA); **Strange Journey** (20th-Fox) ..... Avg. not set
Kimo—**Bedelia** (Eagle-Lion) 200
Midland—**Boom Town** (MGM), reissue; **The Mighty McGurk** (MGM) 110
Newman—**Blaze of Noon** (Para) 130
Orpheum—**Tarzan and the Huntress** (RKO); **Easy Come, Easy Go** (Para) 90
Tampico—**Ravaged Earth** (Crystal) 135
Tower, Uptown, Fairway—**Carnival in Costa Rica** (20th-Fox) 100

Des Moines Goes Strong For 'Farmer's Daughter'

DES MOINES—"The Farmer's Daughter" kept the crowds thronging to the Orpheum Theatre here, as "Best Years" had done for the four previous weeks. The Loretta Young picture did 150 per cent business and went into a second week Thursday.

Des Moines—**It Happened on Fifth Avenue** (AA) 100
Orpheum—**The Farmer's Daughter** (RKO); **The Devil Thumbs a Ride** (RKO) 150
Paramount—**Alexander's Ragtime Band** (20th-Fox), reissue; **Blondie's Big Moment** (Col) 100



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DES MOINES

Calvin Leeder, home office representative for Warner Bros., was a visitor at the exchange here last week . . . Home office auditors now at Columbia are Gene Sichelman and Jules Needleman . . . Tony Fursee, Columbia salesman, and Donna Badger, stenographer, are both owners of blue parakeets—making the hobby almost 100 per cent at Columbia.

Jim McCann, MGM salesman, spent last weekend in Davenport . . . **Maxine Bird** traveled to Pella, Iowa, where she observed the tulip festival.

Lucille Wesp, advertising department secretary at Tri-States, is a candidate for the May Frolic queen here. **Lucille** is being sponsored by Orville Lowe, East Des Moines Ford dealer . . . Russ Fraser spent several days in Waterloo attending the United Commercial Travelers convention.

Ed Heiber, Universal district manager, visited the exchange . . . Helene Jacobs is back at her desk after several weeks absence . . . Bill Dippert, Universal booker, is on vacation, and Doris Wolf has returned from hers.

Nat Steinberg, Republic district manager, visited the exchange here . . . **The girls at** Republic and Zora Fini of Monogram had a picnic Sunday at Greenwood Park . . . George Smith, division manager from Los Angeles; R. C. Libeau, district manager; Jim Castle, exploiteer, and Howard Wirthman, assistant district manager in Los Angeles, were all here Wednesday attending a contest meeting at the Paramount exchange . . . New switchboard operator at Paramount is Camella Cardamon . . . Bee Porter, Paramount inspector, is vacationing.

MGM announced several Photo-of-the-Month winners last week. They include Ted Emerson of the Orpheum, Omaha; Jimmie Pickett of the Rivoli, Hastings, and Don Shane of the Paramount, Omaha. All are Tri-States men . . . Marvin Graybeal of the Capitol, Sioux City, won a blue ribbon medallion award from MGM for his stunt of a man on the street radio program which was arranged with an interviewer asking pedestrians, "Which movie star is the 'Secret Heart' of your life?"

Don J. Smith, W. C. Arts and Delbert Farrell of Carroll, Iowa, recently attended a managers meeting of Pioneer Theatres in Storm Lake, Iowa . . . Barbara Boustead of NSS was married May 23 to Duane Frye. She will continue to work after a short honeymoon . . . Eileen Tilton resigned her job at NSS and Phyllis Berry is the new biller.

Herman Coffman, PRC, has returned from a fishing trip which Branch Manager Mike Lee calls expensive but not too successful from the number of fish caught . . . Jack Siegel has set up his office at the rear of Monogram's rooms for his own candy business.

Tri-States Drive Pushes Summer Showmanship

DES MOINES — The Tri-States Theatre Corp. has announced a theatre managers' "Back to Okoboji" contest to run from May 10 to July 31.

The three Tri-States districts will compete for a $150 first prize, $100 second prize and $50 third prize. In addition to these prizes, there are special showmanship awards on a circuit-wide basis with first prize in the A houses being $100 and second prizes $50. In the B houses, first prize is $65 and second prize $35.

For all managers, the executives are planning a three-day outing at Lake Okoboji, similar to the one which was held in September 1946.

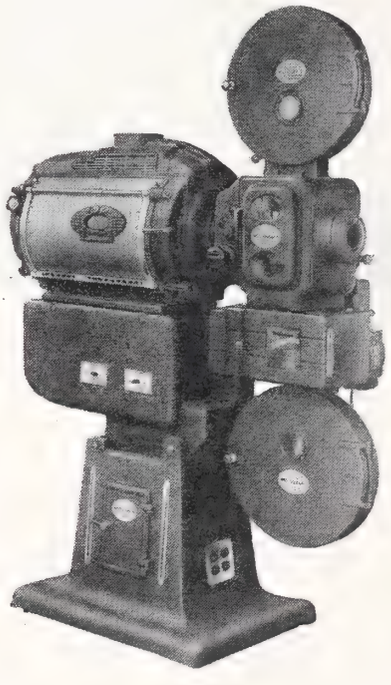
Webster City to Be Locale Of Monogram Production

DES MOINES—Webster City, Iowa, will be the locale of Monogram's juvenile delinquency film, "Gun Crazy." Members of the staff of King Bros., a producing unit of Monogram Pictures, visited the Webster City area early this month to survey the site. The film will be based on the story by MacKinlay Kantor, formerly of Webster City, who will serve as an associate producer. It is expected work will begin on the film early in the summer.

Joins Beloit Staff

BELOIT, KAS.—Carl Gildersleeve has joined the staff of the Beloit Theatre here. He is a brother of Marion Gildersleeve, assistant manager for the Theatre Enterprises, Inc., houses in Junction City, Kas.

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Berger Praises Anderson For Heart Hospital Work

MINNEAPOLIS—The national Variety Club award to the Minneapolis tent for philanthropic endeavor led Bennie Berger, presiding chairman at the Motion Picture Foundation luncheon meeting, to single out Art Anderson, Warner branch manager and former chief barker here, for commendation. Anderson got a big hand and took a bow.

Anderson was chief barker during the successful campaign to raise $300,000 for a heart hospital on the University of Minnesota campus, the achievement which led to the award.

"Art Anderson is at least 90 per cent responsible for the Minneapolis tent's winning this national award," Berger told the 140 guests present, representing all industry branches. "He's entitled to a big hand. In behalf of the industry, Art Anderson, I want to thank you. You've done a wonderful job."

John Balaban of Balaban & Katz, Chicago, here to address the meeting, congratulated the Minneapolis tent and said he was eager to know Anderson.

"The Variety Club in Minneapolis and everyone in the territory who had a part in bringing the $300,000 heart hospital to realization are entitled to much gratitude and many congratulations," said Balaban. "The achievement has caused industry members in Chicago to marvel."

Monogram Sales Drive Will Honor Steinman

MINNEAPOLIS—Jack Schlaifer and Sol Francis, Monogram director of sales and district manager, respectively, are staging a Morrie Steinman tenth anniversary drive in connection with the company's "Sweet 16" campaign which started February 1 and continues through August 30 of this year. The last 90 days, from June 1 to August 30, is being set aside to commemorate the tenth year in the film business for Steinman, now Monogram branch manager here and one of the territory's best-liked and loveliest film men.

Steinman started in the film business with Monogram, going there from the St. Paul Dispatch editorial department in July 1937 when Ben Nathanson was local Monogram franchise holder. Except for a year and a half with the Republic sales department, Steinman has been associated with Monogram in a sales or executive capacity for the entire ten years. In July 1945 Tom Burke, then branch manager, appointed him sales manager. When Burke resigned in July 1946, Steinman was promoted to the post and has occupied it ever since.

Pointing out that July apparently is his lucky month, Steinman says he expects his drive to get impetus from such releases as "It Happened on Fifth Avenue," "Black Gold," "The Hunted," "Tragic Symphony," "Sweetheart of Sigma Chi" and "Kilroy Was Home."

Paramount Ups Mussman

MINNEAPOLIS—Bill Mussman, who has been a salesman since he joined Paramount in 1943, has been promoted to sales manager. He fills a post that has been vacant since the resignation of Joe Loeffler several months ago.

John Spencer to Manage Strand

HASTINGS, NEB.—John Spencer, former manager of the Rivoli Theatre here, has been appointed manager of the Strand. He succeeds Raymond Johnson, resigned. Both houses are Tri-States theatres. C. L. Knudsen has sold the 275-seat State Theatre to A. L. Stevens and G. H. Downey.

Frank Goff, Omaha Film Centenarian, Recalls When Indians Were Patrons

OMAHA—Frank E. Goff, Omaha's grand old man of the film industry, turned 100 May 20.

It was celebrated by open house at the home of his daughter. Two days before the event he told reporters:

The first hundred were fine. I want to start my next hundred good and plump. I'm God's man and I've had a good life."

Goff spoke as members of the family and oldtimers in show business were seated around them. He couldn't see them any more. His eyesight has grown too dim. But the memories of yesterday—of tent shows pitched from here to Seattle and back and of Omaha's nickel movies at the old Alhambra were as fresh as ever.

"The Indians used to give us more trouble than anybody," he said. "They'd carry guns inside the tent, and when some shooting picture was playing like 'The Great Train Robbery,' they would join in the fight.

"But they were good customers. When the show ended, they'd file outside and get back in the ticket line. They'd keep it up all night."

Goff came here 78 years ago to enter the carnival business. After a decade on the road he decided to settle down in Omaha and invested in that flickering novelty of the day—the motion picture theatre. He ran the first 5-cent theatre in Omaha, the Franklin. Later he managed the Alhambra.

Almost 40 years ago he built two outdoor theatres, the Airdomes. One was at 20th and Clark streets, the other at 40th and Hamilton.

New Glass Front

PARKSTON, S. D.—A new glass front, designed by the owner, A. P. Wuebben, has been completed on the Alvero Theatre here. The black glass facade has an ivory glass trim. A large ivory glass diamond is centered above the display case in the middle panel. Showcases are mounted on both sides of the chrome doors. A white neon sign, combined with the black glass front, makes the theatre one of the most distinctive buildings in the business district.

Roy Mundin Sells Okeh

LAKE ANDES, S. D.—Roy Mundin, who has spent 27 years in the theatre business, has sold the 250-seat Okeh Theatre here to W. E. Wuest of Lake Andes, a newcomer to the industry. Mundin will devote his time to other local business interests.

FMW Closes Circus

KANSAS CITY—The local Circus Theatre, owned by Fox Midwest, has been closed for the summer. Move was necessitated by lack of fans and air conditioning equipment.

'Gator Snubs Proteins; Popcorn? Yes, Indeed

Lawrence, Kas.—Everybody's eatin' it, and alligators are no exception here. C. A. Carmichael, manager of Commonwealth's Varsity Theatre, imported a live alligator from PRC in Kansas City to attract patrons to "Untamed Fury" playing at his house. Placed in a large tank in the lobby, the 'gator attracted children from six to 60.

Carmichael, however, ran into a bit of trouble: his exploitation wouldn't eat. Beef, pork, fish, horsemeat—all were rejected. Then Sunday night Carmichael noticed a very remarkable thing. The 'gator, which for some time had lain peacefully in his tank, began snapping at white, fluffy objects floating on the water.

Stooping to see just what was proving such a delicacy, Carmichael was astounded to learn that the one thing craved by this creature of the swamp was popcorn! And the 'gator ate boxes of it. Carmichael gave a sigh of relief and the children from six to 60 had the time of their lives feeding a live alligator from the nearby concessions stand.

(P. S.: Carmichael said that the 'gator would eat only Varsity popcorn, grown by Commonwealth Theatres.)

Sharon Theatre Owners Buy Adjacent Building

NEW SHARON, IOWA—Robert Fridley and Beverly Mahon, Sharon Theatre owners, have purchased the Archie Long office building here and will remodel it as a part of the theatre which adjoins it.

The new proprietors will connect the two buildings on the main floor from the lobby of the Sharon and on the second floor will cut a doorway leading from the theatre offices to living quarters in the Long Bldg.

The waiting room of the Long structure will be used as a confectionery and coffee shop. Fridley and his mother will occupy the apartment.

Everything Into 'Egg' Drive, Even the Kitchen Stove

OMAHA—Now at last Rollin K. Stonebrook, Orpheum manager, has gone and done it—thrown everything including the kitchen stove into the exploitation of a picture. That is true literally, for Stonebrook has a kitchen stove in the Orpheum lobby as one of a dozen stunts that are making Omaha conscious of "The Egg and I."

'Egg' Breaks Liberty High

LIBERTY, MO.—"The Egg and I" played its second engagement in the Kansas City exchange territory at the local Plaza last week to capacity houses. Normally a split-week house, the Plaza, managed by M. S. Heath, held the film six days to break all existing records. Holdover was warranted by Wednesday's business being within $35 of Sunday's opening gross.

Cashier Gets an Earful

OSAWATOMIE, KAS.—"Song of the South" made a vast impression on the small-fry patrons of the Osa Theatre here. Joan Grimes, cashier, had these two comments on one of her daily reports: "Mama, can I come to the show again tomorrow?" And "Boo-hoo, I don't want to go home!"

Promote Baby Contest

MONTEZUMA, IOWA—A baby contest was sponsored here recently by the Monte Theatre. Children from five weeks to six years were eligible to enter. Each contestant was photographed and his picture shown on the screen.

KANSAS CITY

Bob Hickey, RKO district exploitation chief from Chicago, was in the local exchange conferring with Gil Canfield . . . Mrs. Dorothy Norton of the local United Artists exchange visited the UA office in Omaha over the weekend. Dorothy used to work there before coming to Kansas City . . . William Truog, chief of the UA office here, had a nasty infection in his right eye during the week.

Frank Plumlee, Theatre Enterprises manager here, is in Dallas working on the circuit's first general convention, to be held at the Baker hotel there May 28-30. Doing advance preparation for the conclave, Plumlee does not yet know that upon his return about June 2 he is expected, along with Earl E. Jameson, Lees Summit exhibitor, to ramrod quarters for another convention, the October roundup of KMTA.



FRANK PLUMLEE

A. G. Smith, manager of the circuit contact department of National Theatre Supply and former manager of the office here some 20 years ago, was in the local branch this week. During the war Smith was directly under Elmer Davis in the motion picture division of the OWI. Conferring with Manager Arthur "Count" de Stefano, Smith was to be in town all week.

Joe Garrison, Universal district manager from St. Louis, and Jules Weill, J. Arthur Rank representative from the same city, were in the local U-I exchange Monday. Garrison was district manager here until last fall . . . Phyllis Whitecarver, bookkeeper at Warner Bros., went to Atlanta, Ga., for her vacation.

Dorothy Kobby, stenographer at RKO, married Charles Stampfel last Saturday. She will return to her desk after the honeymoon . . . Mrs. Betty Leahy of 20th-Fox had to undergo an operation at St. Mary's hospital last Friday. She hoped to return to her home at the end of this week.

Local representatives attending the PRC-Eagle-Lion meeting in Chicago Saturday (24) were Beverly Miller, district chief for PRC; M. G. Shackelford, branch manager; Gene Snitz, city salesman, and C. E. Erickson, Al Lies and Johnny Johnson, salesmen. Bill Feld, Eagle-Lion district manager, also attended.

Ed Mansfield, city manager for Commonwealth Amusement Co. and manager of their local Regent Theatre, turned trucker over the weekend when he hired a truck and hauled his front for "Untamed Fury" to the Varsity in Lawrence, Kas., for the opening there. In the truck was a live alligator, also employed at the Regent during the run there.

Another visitor at NTS was John Goshorn, manager of the seating division, here from Canal Fulton, Ohio, Wednesday. Goshorn, who serves as liaison between NTS and American Seating Co., was to be at the local office for three or four days.

Manager Russell Borg of Warner Bros., who is in charge of distributor contributions for the Greek War Orphans Relief drive, reports that all exchanges in his territory have not sent in returns. All who have reported, however, have adopted a child. Any exhibitor or distributor who wishes to send in a contribution may do so by mailing his check to Borg at the local Warner exchange, 17th and Wyandotte, or to Tom Connors, general chairman of the drive, at the 20th-Fox home office in New York City.

Helen Asbury, receptionist for the TEI home offices here, is to be married to Dean "Brownie" Olson June 22. Helen and Brownie both are from Hudson, Kas. . . . Mr. and Mrs. Michael J. Cullen (he's the Loew's Theatres district manager here) were visitors in Albany last week. Mrs. Cullen, the former Kay Steinbach, served as secretary to Moe Silver, Warner zone manager there, before being married a year and a half ago.

Theatre Enterprises managers in during the week were Bill Hauber of Slater and Alex Rogers of Fayette, Mo. Both were in town for the Shriners meeting Monday . . . Vernon Smith, office manager at MGM, was preparing to leave for the Metro office managers meeting in Denver on the 26th.

A. J. O'Keefe, Universal assistant sales manager from New York, was in the local office Tuesday during a pause en route from Los Angeles to New York . . . Wilma White, assistant cashier at MGM, is spending her honeymoon in California. She and Eddie Edwards of Kansas City were married in Texas last Saturday . . . The MGM Pep club held its spring picnic in Swope park Monday afternoon. With a wary eye on the weather, a pleasant time was had by all . . . Mrs. Betty Kalikow celebrated her first wedding anniversary that night and was unable to attend.



A. J. O'KEEFE

Visiting NTS were Lewis Hickok of the Dream in Effingham, Kas.; Harley Fryer of the Orpheum, Neosho, Mo.; Mr. and Mrs. Howard Larsen, Civic, Webb City, Mo.; Rudy F. Rose, Swan, La Cygne, Kas.; Mrs. O. A. Russell, Ness, Ness City, Kas.; George Nescher, Rio, Valley Falls, Kas.; Gene C. Michael, Michlo, Braymer, Mo.; C. C. McCollister, Nomar, Wichita, Kas.; O. A. Dickson, Colonial, Elma, Kas.; W. W. Weldon, Joy, Lathrop, Mo.

Glenn Hall and Bill Ward of the Hall Theatre in Cassville went fishing last Friday at Cecil Mayberry's Lake Leatherwood. According to witnesses, their prize catch was a seven-and-a-half-pound bass, but by the time they got the fish to the scales, the bass weighed only five pounds. Robbed, they were, said they.

Bill Feld, new Eagle-Lion district chief, arrived Tuesday to spend several days with Beverly Miller. They spent Wednesday and Thursday in Omaha and then went to Chicago for the Saturday PRC-Eagle-Lion conclave.

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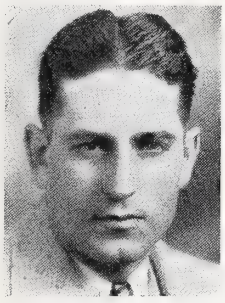
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Exhibitor Is Success As Writer for Films

KANSAS CITY—Forrest E. Judd, native of Kansas City who is well known in the film trade of this area, has been doing well in Hollywood the last two years as a screenplay writer. He is now story editor for Allied Artists-Monogram, on loanout to Roy Del Ruth Productions for the screenplay of "Manhattan Love Song" by Cornell Woolrich. The film, which will be produced by Allied Artists, will be made as a high-budget affair to follow "It Happened on Fifth Avenue."



FORREST E. JUDD

Three Monogram screenplays have been written by Judd, "Below the Deadline," "Gates of San Quentin" and "Sixteen Fathoms Deep." Judd did additional dialog on "Mrs. Hoyle and the Hotel Barclay."

Judd resides in Northridge, Calif., where he built a house last year. One of the close neighbors is Bill Youngclaus, erstwhile exhibitor of Grand Island, Neb.

Former posts held by Judd have been exploitation manager at Monogram studios, Monogram franchise holder for Iowa and film distributor in Omaha. He was a wartime sergeant with a signal photographic production detachment stationed in Long Island, N. Y., where he helped produce "Personal Victory." Approximately 20 years ago he managed the old Maple Theatre in Kansas City and was advertising accessories manager at the old Fox Film exchange around 1929.

PTA Benefit at Midway

KANSAS CITY—A stage show to raise funds for a local PTA group was held last Tuesday and Wednesday nights at the Midway Theatre, managed by Philip Blakey for Commonwealth Theatres. Produced by Joseph Allard, who is associated with R. R. "Dick" Biechele, the vaudeville skits, dances and recitals were held between showings of "Rolling Home," chosen by the PTA group, and "The Man Who Dared." On the program were Melda and Jo-Ann Allard, 16- and 17-year-old daughters respectively of the show's producer, and Virginia Brockman, 17-year-old daughter of Fern Brockman, display artist at the local Tower Theatre.

Gathers Gum by Gallon

Lipsticks and Nitwits Also Plague Larry Day

CLARION, IOWA—Members of the Rotary club learned the theatre business is not a bed of roses from Larry E. Day, manager of the Clarion Theatre.

Day, whose topic as luncheon speaker was "The Headaches of a Theatre Manager," told club members of some recent experience he had with gum.

Gum, Day said, is No. 1 on the headache list. For example, he recently set a crew of boys to work "de-gumming" the seats in his theatre. In one day, the crew gathered up about four gallons of wads! A follow-up campaign the next day brought in another quart!

Day spoke feelingly of female patrons and lipstick. He told of how they are inclined to write with the red stuff on the walls of the restrooms. It seems, Day said sadly, that the stuff is impossible to remove.

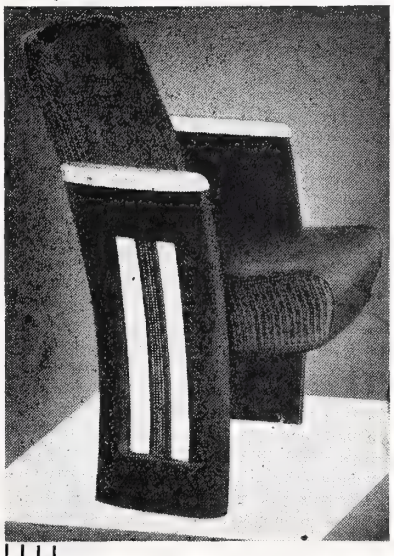
Among the theatre's lost and found articles, Day said, are a Bible, 15 billfolds, 133 assorted gloves, 26 scarfs, an apron, and 14 hats. One patron lost a Bull Durham sack with $150 carefully tucked inside. Day found the sack intact.

Along with the theatre manager, Day said, the cashier has her share of grief. This is particularly true in Clarion, he explained, because of a certain class of wits who like to call the cashier and ask the title of the current showing.

When the reply is, "Do You Love Me" in the lady cashier's most pleasing voice, the wit's answer is not too difficult to guess. Or perhaps, if the program has just changed to "I've Always Loved You," the man on the phone becomes even more excruciating. Still another picture title, "Too Young to Know," brought a lot of prompt rebuttal, Day explained.

Day hastened to assure his audience that despite its headaches, the theatre business is fascinating and that while problems come and go, people go on and on just being people. And Day likes people very much!

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See Pages 10-11, *Modern Theatre Section*

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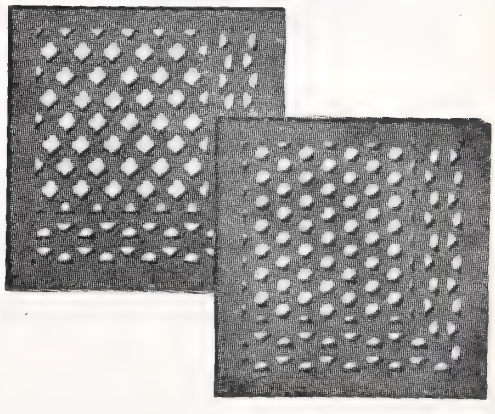
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OMAHA

The stork is having quite a play at the company that advertises itself as the prize baby. National Screen's Allen Jacquist is the father of a girl, Jean Sandra, and Secretary Maxine Kemp will leave the office June 7 to await a blessed event.

Dr. and Mrs. John C. White and their two babies are visiting his parents, Mr. and Mrs. Carl White, Quality Theatre Supply owners. John is stationed with the army at Little Rock, Ark. . . . Carol Bisson, Warners booking clerk, has been shifted to ledger clerk. Vivian Thompson, a former employe, has taken over the booking clerk spot.

R. D. Goldberg, owner of the theatre circuit bearing his name, is en route to New York City . . . Ching Allen, United Artists district manager from Kansas City, was in town . . . R. E. Bradshaw, who recently sold the Clay in Clay Center, Neb., will continue to do the booking for the theatre.

Dorothy Pratt, secretary to Columbia Branch Manager Joe Jacobs, will marry Joe Linn of Omaha . . . M. E. Lee, Central States Theatres booker who headquarters in Des Moines, stopped here and in Fremont . . . Bill Miskell, Tri-States Theatres district chief, spent a day at Hastings and Grand Island theatres.

Phillip Lees, Selznick representative from California, arrived in town to work on "Duel in the Sun," which opens June 12 at the Omaha . . . Columbia's Omaha office is retaining its second sectional spot in the sales personnel drive . . . Ruth Kruger, Warner Bros. inspector who has been ill for four weeks, returned to her job.

Joe Jacobs, Columbia district manager, will be in Chicago June 2 for a sales meeting . . . Mr. and Mrs. Carl White recently celebrated a 29th wedding anniversary.

Harold Clingman has completed redecorating the Prim, Primghar, Iowa, and has reopened . . . Omaha's Community Playhouse awards "Oscars," too. Harriet Walker and Rudyard Norton are winners for the 1946-47 season.

Local theatres should get a boost from Iowa business this fall when toll charges are dropped on the Omaha and South Omaha bridges . . . Sidney Meyers, one of the builders of the swank new Miami Theatre, was a 20th-Fox manager in Omaha some 20 years ago . . . Riding boots used in "Stallion Road," now showing here, were made by the Dehner Boot Co. of Omaha.

Theatres can expect a dent in business starting next week with the opening of the Ak-Sar-Ben racing season for six weeks . . . Spike Jones and his gang, who usually spend a week at a local theatre, will be at the City Auditorium for a one-day stop June 8 . . . Gene Rich, MGM exploiteer, reports hearing plenty of favorable comments on the BOXOFFICE Showmandiser section from exhibitors in the territory.

A three column picture in the local press is headlined: "Omaha Grows as a Motion Picture Equipment Distributor." It shows a ten-ton pile of projection and sound equipment stacked in front of the Ballantyne Co. They are headed for Bombay, India. More than 30 tons have been shipped to that point by the Omaha firm so far this year, General Manager J. R. Hoff reported.

"The Egg and I" goes along with "Alexander's Ragtime Band" and "Blue Skies" as the only pictures to ever play more than one week at the Orpheum, the city's largest theatre . . . Circuit Owner R. D. Goldberg is continuing to bring in the so-called arty pictures by scheduling "The Overlanders," "The Last Chance" and "Open City."

"Brief Encounter" will go into the Dundee Theatre for a single performance the afternoon of May 28 as a premiere showing. It will be brought back later in the summer for a longer run.

Visitors along Filmrow included: W. E. Wuest and Roy Mundin, Lake Andes, S. D.; Raymond Brown, Harlan, Iowa; Eddie Kugel, Holstein, Iowa; Robert Bertram, Schleswig, Iowa; Mr. and Mrs. John Noffsinger, Madison; Mr. and Mrs. Arnold Johnson, Onawa, Iowa; Andy Anderson, Sloan, Iowa; Tom Sandberg, Anthon, Iowa; Carl Johnson, Red Oak, Iowa, and Martin Fetch, Macedonia, Iowa.



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Film News Is Interesting To Readers of Tribune

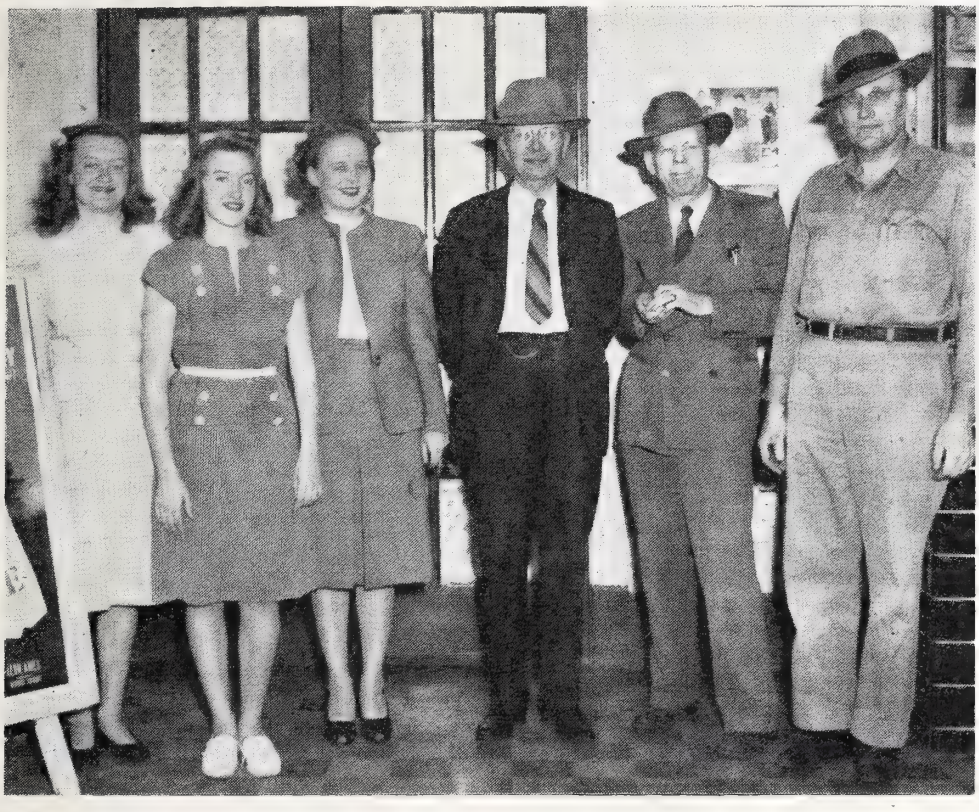
From Central Edition

CHICAGO—Drama, music and motion picture news ranks high among the popular features in the Chicago Tribune, a survey of the Tribune's 1946 reader response disclosed recently.

Tribune readers contacted the newspaper 5,795,048 times during the year, the study showed, which is an increase of more than 100,000 over the 1945 total of 5,652,301. Interest in Tribune news and features accounted for 3,199,017 of the 1946 total.

Interest in drama and music figured in 8,516 reader responses. Motion picture reviews were factors in 6,907 comments or inquiries.

Larned, Kas., Honors John Schnack On 45th Year as an Exhibitor



CELEBRATE ANNIVERSARY—John Schnack, who this month celebrated his 45th anniversary as owner of the Electric Theatre in Larned, Kas., is shown with his staff here in front of the theatre. Left to right are Alberta Knupp, Barbara Knupp, Mrs. Vivian Cook, Schnack, Manager M. E. Bybee and projectionist Oscar Almquist.

LARNED, KAS.—Forty-five years in exhibition is a distinction held by few showmen. John Schnack of Larned is one of the distinguished few and this month Larned proclaimed John Schnack week in honor of his long years as a "square shooter."

By way of tribute to this oldtime showman, the May 8 issues of the Tiller and Toiler and the Chronoscope, local newspapers, ran special pages of photographs and feature stories on Schnack's career as well as several columns of congratulatory ads from local merchants and friends.

Owner of the Electric Theatre here since 1912, Schnack began his film career in 1902 after seeing a primitive roadshow marking the first appearance of motion pictures in Larned. The following spring he and the late R. T. Webb formed the Edison Exhibition Co. and started on the road with a show of their own. In 1906 Schnack moved into the Larned opera house to give this town its first permanent picture house. Six years later the Electric Theatre was opened.

CALCIUM LIMELIGHTS USED

In 1904 R. R. Smith replaced Webb in the partnership. The two men toured the north central states for the next two years, using an Edison Kinetoscope with calcium limelight. Presenting their shows as self-styled experts from the Edison factory at Orange, N. J., Schnack and his partner offered 2,000 feet of 50- and 200-foot films for 10 and 25 cents in opera houses in such towns as Sleepy Eye, Blue Earth and Pipestone, Minn.

According to Schnack, the public was skeptical of motion pictures in those days and theatre managers were not receptive to the idea. A typical theatre manager would say: "You can't do business with a picture show in this town; we have had them before."

"Then we asked him what cash rent he would take for the theatre and he would feel sorry for us and always made it pretty cheap," Schnack says.

The Larned men devised a novel method of advertising to sell their wares in towns where no one had heard of motion pictures and to advertise "moving picture shows" meant nothing. Schnack and his partner gave a free show on the street a night or two before the showing in the theatre. They set up their projector on a transfer truck and threw pictures on a screen erected on the side of a building. As soon as a crowd had gathered, one of the partners announced that the complete show would be given a night or two later in the local opera house.

CARRIED FIVE REELS

Their first films were short, 50 to 100 feet long. Schnack and Webb carried five reels with them, representing in those days a big investment as all films had to be bought outright. Each reel contained from five to ten separate and distinct pictures, mostly scenic and of a freakish nature. In 1903 they bought "The Great Train Robbery." With Schnack turning the crank on the projector and his partner acting as narrator and announcer, the partners opened the season in the spring at Larned and closed with a final showing here in the fall.

The roadshow continued until 1906 when the partnership was dissolved, Schnack becoming sole owner. At that time he opened his first permanent theatre on the second floor of the Larned opera house, which was owned by his father and of which Schnack had been manager since 1891. Later the theatre was moved to the first floor, which had a seating capacity of 150. Capacity was subsequently enlarged to 250 seats.

In 1912 Schnack moved into his present location at the Electric, across the street from the old opera house. In the early days he rented film from St. Joseph and Joplin, Mo., and the General Film Co. in Denver. There were not many pictures and prints were often in bad condition. Usually, Schnack says, it took most of the day to patch up the film for the show that night.

But after nearly half a century John Schnack still thinks show business is fascinating. "I am glad to have been a small part of it for the last 45 years," he says.

Stagecoach Rolls Again For 'Cheyenne' Stunt

DEADWOOD, S. D.—Oldtimers in this former gambling town of the Black Hills couldn't believe their eyes when they saw the original Cheyenne-Ft. Laramie-Deadwood stagecoach arrive in front of the local post office just as it did in the good old days. As the cloud of dust rose on the outskirts of the town May 16, several old pioneers wiped a nostalgic tear from their crinkled eyes.

It was all a stunt to publicize the western opus, "Cheyenne," which was scheduled to have its premiere in Cheyenne, Wyo., May 22.

The stagecoach arrived here from Cheyenne after a slightly different trip than it used to make in the 70s. The coach was in such a rickety condition that it was carried from town to town along the route in a truck. Then it was unloaded at the outskirts of each town along the way, hitched to a four-horse team and driven through the community.

Film, Newspapers Burn When Truck Takes Fire

DES MOINES—Fire destroyed a truckload of motion picture film and newspapers on the highway east of Marengo recently, causing an estimated damage of over $4,000.

David Gehrt, Des Moines, driver of the Iowa Film Delivery Co. truck, said he tried to extinguish the fire but was halted when the front gas tank exploded. The fire apparently started near the engine, he said. He was uninjured.

Al Narland, manager of the film company, said the truck was loaded with 50,000 feet of motion picture film and 5,250 Des Moines Registers. The truck was a total loss, he said.

Fargo Hears I. S. Deer

FARGO, N. D.—Irvin S. Deer of Chicago, field representative of the Motion Picture Ass'n of America, has spoken three times recently here and in Moorhead, Minn. Deer addressed a Minnesota State Teachers college convocation, a joint luncheon meeting of Fargo service clubs and a PTA-sponsored public school meeting.

Big Day for Mothers

DAYTON, IOWA—All mothers in this city were guests of the Dayton Theatre and the Dayton Review at a special showing of "Three Little Girls in Blue" on Mother's day. The free show is a yearly feature here. In connection with the show, free ice cream and coffee were served by cafes adjoining the theatre.

Change Site at Hays

HAYS, KAS.—W. A. Snell has sold a prospective theatre site here to another person who plans to build a garage. Snell and his partner F. L. Lowe, who operate the Star, are expected to acquire a different site for their proposed house.

Chore on 'Remember Mama'

John Morris has been given the assistant director chore on RKO's "I Remember Mama."

Opening Kansas City, Omaha Drives







Top: Mock hanging of Manager Ray Copeland at Kansas City Paramount exchange opens local 35 Years of Leadership drive.

Bottom right: Kansas City Salesman M. G. "Andy" Anderson receives 100 Per Cent club award from George A. Smith, western division sales manager.

Bottom left: Paramount committee to welcome Smith at the Omaha airport. Bottom row, left to right: Jack Andrews, Wayne Stephenson and Frank Westbrook, salesmen; Manager Don Hicks, and George Smith. Also shown is Marilyn Cupp, Midcontinent hostess, flanked by two members of Mayor Charles Leeman's official delegation.

Two More Bills Dropped In Missouri Committees

JEFFERSON CITY—Missouri legislation affecting theatre owners so far has a batting average of .000 for 1947. Two more bills were killed in committee last week. They were house bill 250, proposing fire wardens in all theatres, and the senate measure asking a school tax on all retail sales in Kansas City.

Only one other bill, senate bill 252 proposing establishment of a state fire marshal's office, is pending. Final decision on this measure will be postponed until the legislature reconvenes next January.

Film Player Booked

OMAHA—Olga San Juan, singing and dancing star who was seen on the screen here recently in "Blue Skies," will be one of two nationally known guests artists featured with the Midwest summer music festival June 12.

Screen Guild Incorporates

JEFFERSON CITY—Incorporation papers have been filed here by Screen Guild Productions of Kansas City. The firm will have 100 shares of no par value stock and is to commence business with $5,000 paid capital. Incorporators are Julian H. King and M. L. King of Des Moines and Walter Lambader, manager in Kansas City.

Paramount Leaders Open 35-Year Drive

KANSAS CITY—Visiting the Kansas City and Omaha Paramount exchanges this week were George A. Smith, western division sales manager, and Harold Wirthwein, national drive captain in the firm's new 35 Years of Leadership campaign. Some sidelights of their visit are shown in the accompanying photos.

Kansas City Paramounteers were shown what might happen to Manager Ray Copeland of Kansas City if his exchange does not win first place in the drive. (This statement is by Jim Castle, exploiteer at the exchange.) Sentence in the mock ceremony (top photo) was pronounced by "Chief Justice" Ralph C. LiBeau, district manager (far right), and "Associate Justices" Smith and Wirthwein, all attired in their robes of office. Hangman appointed by the tribunal was Arthur Cole, industry representative. Opinion of those Paramounteers attending the dry run was that the local sales manager would be acquitted when drive results are tabulated.

M. G. "Andy" Anderson, salesman from the Kansas City exchange, received a sapphire pin from Smith after being elected to the 100 Per Cent club (bottom right photo). This is the second pin Andy has received. Still the only salesman in this district to receive the award, Andy first achieved the distinction in 1932 when he was booking manager in the Des Moines branch. Beside the double membership in the 100 Per Cent club, Andy was given his prize money, in the form of a check, for ranking third in the Paramount national contest for salesmen in 1946. Witnessing the presentation were salesmen Walt Clark, Jim States, Earl Ogan and Frank Thomas.

From the BOXOFFICE FILES

* * *

(Twenty Years Ago)

LOUIS COPOULAS, Kansas City exhibitor, provided a good laugh on Filmrow in Kansas City recently by flourishing a big black razor before Harry Taylor, Universal manager, and demanding a "cut" on something or other . . . Lawrence Cantrall has made a number of improvements in the way of ventilating, redecorating and seats at the Palace, Spring Hill, Kas.

* * *

The Star at Warrensburg, Mo., is redecorating and improving the lobby . . . The Prescott, Prescott, Kas., has a new ventilating system, new lighting and miscellaneous improvements . . . The Olympic, Ness, Kas., has a new ventilating system . . . New seats have been added to the Empress Theatre, Fort Scott, Kas. . . . A ventilating system has been installed at the Lyric Theatre, Glasco, Kas. . . . Ed Smith has made extensive improvements in the Cozy Theatre, Minneapolis, Kas.

* * *

The Golden Belt, Ellsworth, Kas., is being redecorated . . . The Palace, Cowgill, Mo., has a new ventilating system . . . The Banny at Mansfield, Mo., is installing ventilation and is being redecorated . . . The Kelley, Iola, Kas., is getting a new ventilation system . . . At the Republic, Republic, Mo., a cooling system and new equipment are being put in . . . Seats and general refurnishing are the order of the day at the Gem, Baldwin, Kas. . . . The Strand, Greenfield, Mo., is being improved with ventilation and equipment.

* * *

Exhibitors seen on Filmrow: L. Brueninger, Topeka; Ed Peskay, St. Joseph; Frank Weary, Richmond; Hugh Gardner, Neosho; Frank Wittam, Bonner Springs; W. H. Weber, Great Bend; George Montray, St. Joseph.

MINNEAPOLIS

John Balaban of the Balaban & Katz Chicago circuit, here to explain the Motion Picture Foundation to industry members, revealed that back in 1932 he was a film salesman in Minneapolis for eight or nine months. He was surprised to see at the meeting many of the boys he knew at that time. This was his first visit to Minneapolis since his departure.

At the dinner meeting Bennie Berger, presiding chairman, singled out "the little judge," Ben Meshbesher, salesman, as the man who had done the best job in this territory for the industry's Greek orphans relief drive. It was the second time he had complimented Meshbesher for his efforts in the campaign's behalf. The other occasion was the North Central Allied convention.

When L. J. Ludwig, former assistant manager of the Minnesota Amusement Co., attended the Motion Picture Foundation luncheon, it marked the first time he had been in the Variety Club in four years. Ludwig owns and operates theatres at Jamestown, N. D., but lives in Minneapolis. Because of ill health he keeps his activities at a minimum.

Joe Gines, J. Arthur Rank's representative, was in town to confer with LeRoy J. Miller, U-I manager. He was jubilant because of the boxoffice reception the Rank pictures have had in the Twin cities and throughout the territory.

Arthur Zuelch, MGM office manager in Denver, attended his company's office managers' meeting . . . A. R. Thompson, Kennedy, Minn., exhibitor, visited Filmrow . . . Ida Shartin, Warner Bros.' contract clerk, was vacationing at Cleveland . . . Maury Orr and Rud Lohrenz, United Artists' western sales and district managers, respectively, were visitors . . . Joe Wolf, local Screen Guild franchise owner, returned from the company's sales convention at Hollywood . . . North Central Allied directors at their meeting this week speculated about the impending new MGM deal and also talked about ways and means to fight increased admission demands for pictures.

Confronted by applications for two additional theatre construction permits in addition to that of Gordon E. Greene, former Minnesota Theatre manager, councilmen of suburban Golden Valley, deferred action, returning the applications to the planning commission for further consideration and recommendation. The applicants, in addition to Greene, were Archie Whetstone and Paul K. Enghauser.

Word has reached here that Fred Ableson, who resigned as U-I city salesman in order to make his home in California, has been appointed San Francisco manager by his brother, Art Ableson, FC district manager. Art formerly was RKO city salesman here.

Ralph Maw, W. H. Workman and Melvin Turner, MGM district branch and office managers, respectively, returned from the New York sales meeting . . . Harry French and Charlie Winchell, Minnesota Amusement Co. heads, returned from the Paramount Theatres meeting in Los Angeles.

Warner Bros.' new exchange building here is expected to be ready for occupancy in July . . . Indications are that Sherman Fitch's RKO branch in Sioux Falls, S. D., has finished first nationally in the annual Ned Depinet drive . . . Harry Dryer is spending $15,000 to improve his Bijou, lower loop grind house here . . . New nominee for the title of Queen of Filmrow is Rita Gieske, beautiful addition to the PRC office staff.

Newman Theatre's Quiz Kid Panel Making Name for Itself on Air

KANSAS CITY—"The high schools must be offering a course in cinema lore now." This suggestion was facetiously made by Chuck Frizzell when his Newman Theatre quiz kids responded brilliantly to questions sent in by their listening public. But the board of four experts, all high school students, have made their own course. They delve into all conceivable phases of filmland and in versatility are close competitors of Joe Kelly's famous quiz kids or of the Information Please panel.

The program is broadcast at 10 o'clock every Saturday morning over KCMO and is sponsored by the Newman Theatre, soon to be known as the Paramount.

Each person whose questions are used receives two free tickets, and if his questions stump the experts he receives $4. The program is being used both to sell the Newman as an institution and the current feature.

Most of the senders use the system of from three to five questions in a group. They ask for such information as this: "Do you know where these stars were born—Robert Young, Rex Harrison, Rita Hayworth, Olivia de Havilland, Jimmy Stewart?" And it takes a well-versed youngster to respond promptly with the proper answers—America, England, Mexico, Japan, America.

Then there comes one such as this: "Name stars portraying a plumber, a milkman, an author, cellist, psychiatrist." Correct answers again. Others call for identification of tunes and the pictures in which they were used, emblems of motion picture theatres, actors who began their careers in childhood, three features with angels in them, and father and son combination.

But questions are not limited to film stars, names of pictures, characters, song hits and the like. To the inquiry, "What is the meaning of ASC after a cameraman's name?" One member of the board of experts was well enough informed to answer without hesitation: "American Society of Cinematographers."

Every month a high school student is permitted to be a guest of the Newman as a member of the board, achieving this desire by writing 50 words telling why he or she would like to appear on the program.

Set Tentative KMTA Date

KANSAS CITY—At a meeting last week of the directors of KMTA, Frank Plumlee of Theatre Enterprises and Earl Jameson, area exhibitor, were chosen to find quarters for the annual fall convention of the exhibitor association. Tentative date for the conclave was set for October. Also on the agenda of the meeting was a report on legislation proposed or pending in the Missouri and Kansas legislatures. No theatre legislation was passed by the Kansas representatives during their recent session and two fire-control measures are still pending in the Missouri house and senate.

No Fast Time in Omaha

OMAHA—Theatre owners breathed a little easier recently with Mayor Charles Leeman's announcement that Omaha will not have daylight saving time. The local newspaper conducted a poll at the mayor's request. Results were so close the mayor said he did not feel that any effort should be made this year to make the change.

Paynes Buy Verndale

VERNDALE, MINN.—The Verndale Theatre, for 13 years operated by the Verndale Booster club and Verndale Commercial club, has been sold to Mr. and Mrs. William Payne of Bertha. The new owners plan to completely remodel the building.

Run Contest on 'Duel'

COLUMBUS, GA.—The Georgia Theatre sponsored a word contest in connection with the showing of "Duel in the Sun." Ten tickets were awarded those listing the most words made from the title of the picture.

Ipswich Improvements

IPSWICH, S. D.—New sound has been installed in the State Theatre here and Gilbert Roberts, owner, said new chairs had been ordered for the entire house. The theatre is managed by Robert Schwall jr.

Minnesota Amusement Co. Denies Change in Policy

MINNEAPOLIS — Denying a report that the circuit is going from two to three changes a week in most of its present two-a-week situations outside the larger cities, Charlie Winchell, assistant to the general manager and president of the Minnesota Amusement Co., says the chain's policy "will continue to be to give pictures playing time that their boxoffice value merits.

"As hitherto, it all will depend on pictures in the majority of our situations as to whether there will be two or three changes a week," says Winchell. "When pictures are strong enough to hold up they'll be played three or four days or even longer, the same as always. When necessary, there'll be three changes a week."

Wyman Upholds Decision In Hancer Damage Case

SIOUX FALLS, S. D.—Federal Judge A. Lee Wyman has upheld a jury decision of March 26 which awarded Hannah Hossack, administratrix of the James W. Hancer estate, $8,500 damages from Roy C. Metzger, theatre owner at Gregory, S. D. Hancer lost his life in a fire at the Gregory Theatre Oct. 28, 1943. Attorneys for Metzger said they would appeal to the circuit court of appeals. If the appeal is made it will be the second time the case has gone to that tribunal.

The two-year fight on the $10,000 damage action presages a second suit which has developed out of the fire.

Mrs. Hancer, injured in the fire which took her husband's life, is asking $50,000 damages from Metzger, charging negligence.

Arnold Thompson to Open In Kennedy, Minn., June 15

KENNEDY, MINN.—This town in the northwest corner of Minnesota will have its own motion picture theatre for the first time in two years when Arnold Thompson opens his new Play House June 15.

Harold Russell's Toughest Problem Was Dropping His Boston Accent

DES MOINES—Harold Russell, handless star of "The Best Years of Our Lives," spent several days here during the height of the picture's record run at the Orpheum. His reception by the press was unprecedented.

"Of all the celebrities who have visited Des Moines, I can't recall a single one who made a more solid impression than Russell," one columnist wrote enthusiastically.

While here, Russell kidded himself about his Massachusetts accent. He told how no amount of coaching could rid him of it. In one scene, he was supposed to say, "Look at all the cars." This word is a dead give-away for a New Englander, and of course Russell said it "cahs." Director William Wyler had him do it over and over, but it still came out "cahs." Finally Wyler gave up. "Oh, hell," he decided. "Change it to 'Look at all the automobiles.'"

Russell also told about the time he went to the Astor in New York to see "Best Years." Two women sat in front of him and when Russell's "hooks" were first shown on the screen, one of the women said to the other, "Isn't it wonderful what they can do in Hollywood? Why, you'd almost think that man really didn't have any hands."

Bad Publicity Hurts Films, Says John Balaban

MINNEAPOLIS—The motion picture industry is suffering from too much notoriety caused by publicity given its divorces and other unfavorable matters, according to John Balaban of Balaban & Katz, Chicago, member of the Motion Picture Foundation's national board of trustees.

"Too often the blacker side of the industry is painted," said Balaban, addressing a luncheon meeting to launch the foundation in this area. "It's high time the industry's better side be told."

The Foundation is one of the steps being taken to combat the unfavorable publicity that the motion picture industry has been receiving and it should go far to put the industry in a favorable light with the public, Balaban asserted.

"We must also try to free the industry from activities within it which give rise to adverse criticism and place it in a bad light with the public," Balaban said.

Carl Larsens Will Operate Auditorium in Volga, S. D.

VOLGA, S. D.—Mr. and Mrs. Carl Larsen, operators of the theatre in Onida, S. D., for several years, have taken over the Auditorium Theatre here from H. J. Givens.

Free Concerts No Menace To Minneapolis Theatres

MINNEAPOLIS—Free concerts at the Municipal auditorium with 71 members of the Minneapolis Symphony orchestra, sponsored by the musicians union here, are not pulling many people away from theatres. The first attracted only 3,000 persons and the second one less than 2,500. Three more are scheduled.

The union is making a gift of the concerts to the public and is spending $6,000 additional for a series of dances for young people in the city's parks.

Californians Buy Winthrop From W. T. Reinhold

WINTHROP, IOWA—W. T. Reinhold has sold the Winthrop Theatre to Patrick Reilly and Steve Ogburn, both of Los Angeles. The men took over the building and equipment May 16. Plans are under way to show pictures Friday, Saturday, Sunday, Monday and Wednesday evenings, with roller skating on Tuesday and Thursday evenings. Ogburn is a native of Osceola.

Film Query to Burlington

BURLINGTON, IOWA—Burlington is being considered as the locale of a motion picture, according to word received by the chamber of commerce. The message from William M. Rankin, West Los Angeles, Calif., requested information about Burlington, which he said is being considered as a film locale. A guide book of Burlington, a folder containing factual information about the city and a city map have been sent to the writer. In his communication, Rankin did not identify himself with any studio or give any particulars concerning the proposed picture.

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SRO Men Arranging Openings for 'Duel'

KANSAS CITY—In town this week to work on area openings of "Duel in the Sun" were Claude Morris of New York and Ben Babb and John Berry of Los Angeles, all representing David O. Selznick. The local SRO office, managed by R. R. "Tommy" Thompson, said this week that 60 day-and-date openings have been set up throughout the territory. Howard Burkhardt, manager of the local Midland Theatre, said this week that the film will open at his showcase June 12 at advanced admission prices, probably 90 cents for matinees and $1.25 for evenings.

Real Speed Is Employed In Mullen's Reopening

MULLEN, NEB.—There's a story behind the reopening of the remodeled Mullen Theatre owned by J. E. Macke.

It was ready to do business again just one year after it closed. The date also was an anniversary of the original opening of the theatre.

To meet this schedule called for some fancy last-minute teamwork by Carl White, owner of Quality Theatre Supply Co., and the DeVry Co. DeVry, to meet the deadline, rushed its own truck from Chicago with the first of a series of new projectors. White timed his trip west and arrived to help the company's chief engineer with the installation.

The new theatre seats 325.

St. Joseph Primping Ends; Remodel in Jefferson City

KANSAS CITY—Redecoration of the Orpheum, Missouri and Electric theatres in St. Joseph has now been completed, according to the home office of Durwood Theatres. These houses reopened recently during Durwood Theatre week, proclaimed by the mayor of St. Joseph.

The circuit also will reopen the Gem in Jefferson City on or about June 1 after extensive remodeling. The theatre, shuttered for more than seven years, will operate on a second run action policy.

Wins 'Stallion' Award

CEDAR RAPIDS, IOWA—Ronald Reagan, Warner Bros. star, recently awarded a "Stallion Road" trophy to C. Russell Davis, owner of Startling Kalarama 19272. The horse had been judged national champion saddle horse at the recent National Stallion show in Waterloo. Work on "The Voice of the Turtle" kept Reagan, a former Iowa resident, from presenting the trophy in person, so Don Walker, Kansas City Warner exploiteer, and Francis Gilon, manager of the Paramount Theatre here, made the award.

Silliphant Works 'Miracle'

KANSAS CITY—Stirling Silliphant, executive assistant to Charles Schlaifer, 20th-Fox chief of exploitation, advertising and publicity, was here Thursday to aid Sy Freedman, local exploiteer, in arranging a special screening of "Miracle on 34th Street" for all local department store executives. A sneak preview and tradeshowing was held at the Uptown Theatre Wednesday night. Both Freedman and Silliphant left Friday for a similar performance in St. Louis.

Ohio House Votes To Kill State Tax

COLUMBUS—By vote of 82 to 43, the Ohio house passed the bill to repeal the present 3 per cent state admissions tax, leaving this field wide open to cities without limitation. The measure now goes to the senate. If it becomes law, repeal would become effective October 1.

Theatremen are supporting senate Bill 250, which would continue the present state tax but return the money raised to the county of origin. Considerable administration pressure is expected to be brought to bear to induce the senate to concur in the house bill.

In his most recent bulletin to members of the Independent Theatre Owners of Ohio, P. J. Wood, secretary, declared that members of the house responded to "tremendous pressure" exerted by Gov. Thomas J. Herbert to win passage of the repeal measure. "With but few exceptions, all members of the Cuyahoga, Hamilton, Lucas and Franklin county delegations voted for the bill," said Wood. He promised a "complete record" of the vote for ITO members.

Cleveland Mayor Says City Is Set for 3 Per Cent Tax

CLEVELAND—With the repeal of the state 3 per cent amusement tax passed by the house and now up to the senate, Mayor Thomas A. Burke of Cleveland says that the city is ready to levy its own 3 per cent amusement tax. Burke estimates the tax will add $700,000 to the city's coffers. He wants the money for city official pay raises amounting to approximately $1,000,000.

City officials are also soliciting Gov. Thomas J. Herbert's aid in getting the state to return to the cities the money collected from this source for the first nine months of this year.

Cleveland exhibitors have been worried over the amusement tax situation. They fear a city tax in excess of the present 3 per cent. "With business on a steady down grade, we will be forced to pass on any increased tax to the public—a move which will only serve to grease the boxoffice skids," according to a prominent theatre owner.

Exhibitors agree that although there is a downward price trend in many commodities, it is impossible for them to cut admissions under present operating costs. If the city sees fit to enact a 3 per cent amusement tax, then the admission prices will stay as they are. If, however, the admission tax should exceed the present 3 per cent, then this increase will have to be passed on to the public.

P. R. Touney Sells Theatres In Wauseon to N&N

KENTON, OHIO—The N&N Management Co., Inc., operators of the Ohio Theatre here, has bought the Chief and Princess theatres in Wauseon from P. R. Touney, veteran exhibitor who is retiring from the industry to go into another field of endeavor. N&N plans to build another theatre here when restrictions are lifted.

David Silverman Named

PITTSBURGH — David Silverman was named by RKO to be city sales representative here. This is in keeping with company policy of advancing members of the staff. Silverman is a veteran of more than 20 years with RKO and predecessor companies here. He succeeds Irwin Sweeney, who resigned to become Republic manager here.



ANNIVERSARY APPROACHES—Mr. and Mrs. Fred J. Herrington, who will be honored on the occasion of their golden wedding anniversary at a banquet in the William Penn hotel, Pittsburgh, June 4, are pictured together on a recent Sunday afternoon. The veteran AMPTO secretary has spent most of the last 16 weeks in Harrisburg fighting legislation adverse to the industry. The Herringtons are planning a vacation in California this summer.

Hygienic Productions Gives Quarterly Contest Awards

WILMINGTON, OHIO—Hygienic Productions, producer-distributor of "Mom and Dad," this week announced first-quarter contest leaders among agents and lecturers for 1947. Top ranking advance agents: January, Bill Weinberg of Chicago; February, Floyd Lewis, Seattle; March, Rocky Andrus, Joliet, Ill., and April, Bob Hicks Page, Los Angeles. Lecturer's ratings showed Robert L. Halstead of Flint, Mich., manager of the Canadian unit, in first place in January, February and March, and Everett Adams of Wilmington as the April leader.

Edward Salzberg Named SRO Man in Cincinnati

CINCINNATI—Edward Salzberg has been appointed special sales representative in this area for Selznick Releasing Organization. He will have offices at 317-19 Keith Bldg. Salzberg resigned as branch manager for Film Classics.

Lease Decision Postponed

CLEVELAND — The Cleveland Baptist Ass'n has postponed until June 13 a final decision on offers by local interests to lease the Euclid Avenue Baptist church at Euclid avenue and East 18th street for use as a motion picture theatre. The association originally was to have announced its decision May 15.

Install New Seats at Marlette

MARLETTE, MICH.—New seats have been installed in the Ashmun circuit's Center Theatre here. The house recently was redecorated.

Iris Makes Its Debut In Cochranton, Pa.

COCHRANTON, PA. — This community's first theatre, the Iris, was opened May 12 and there was a large turnout for the premiere. The theatre is an enterprise of W. L. "Cubby" Dunn, Cochranton businessman, and is named for his wife Iris. The firemen's band of Cochranton furnished music for the opening and civic and education leaders spoke in appreciation of the beautiful structure. Initial feature was MGM's "Gallant Bess."

The Iris started in March 1946, is located at Adams and Smith, across the street from Dunn's contracting office, garage and locker plant. The neat brick structure is worthy of the community's pride. Capacity is 456 seats, all on the auditorium floor in three sections and all comfortably upholstered. Feature is a modern cry room. There are four attraction frames in the front and a marquee with the theatre name on three sides, all with neon trim. In the front is a coke and candy bar.

Mark Kirkpatrick, named manager and operator of the Iris, is an experienced exhibitor, formerly employed by the Johnsonburg Theatre Corp. for 11 years and manager of the Main Street, Galeton, for many years. He expects to bring his family here in the near future.

The Iris will make three changes of program weekly, on Wednesdays, Fridays and Mondays. There will be two shows each evening and a Saturday matinee. Prices are 17 cents for children and 44 cents for adults, tax included. Equipment was installed by National Theatre Supply.

The Cochranton Times, local weekly, published a special edition in connection with the opening. The front page contained seven cut illustrations and heavy type. Seventy-three merchants and organizations purchased 950 column inches of display space in extending congratulations to W. L. "Cubby" Dunn, owner of the Iris.

Andrew R. Cherry, 68, Dies; Ex-Film Man, Pittsburgh

PITTSBURGH — Andrew R. Cherry, 68, former film distributor here, died Monday morning (19) as the result of a heart attack. For eight years he had been receptionist at the district attorney's office. He was at his desk as usual shortly after 9 a. m., when he collapsed.

Cherry's film career began more than 30 years ago. He was connected with various independent companies here as salesman and manager, and also had experience in exhibition. He was Universal manager here, later joining the old Columbia Film Service, which became Alexander Film Service, and later Monogram Pictures. Before accepting a political appointment, he had offered fight pictures and other films in the state rights market. His daughter Margie had just celebrated her 12th birthday.

Drive-In Nears Opening

CRANBERRY, PA.—A drive-in will be opened here by Dr. R. B. Herrick, Meadville, who is opening several other outdoor theatres in this area. The Cranberry unit is located between Oil City and Franklin.

Paul Clark Gets Supplies

SUTERVILLE, PA.—Atlas Theatre Supply has installed new Motiograph lamps, Motiograph-Mirrophonic sound system and screen in the Rex for Paul Clark.

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CINCINNATI

Dean Dennis and William Clingman are opening the Xenia Auto-In Theatre on the Cincinnati-Xenia pike June 6. Midwest Theatre Supply Co. installed RCA in-a-car speakers, complete sound equipment and Brenkert projectors.

Gordon Edginton, Odeon Theatre, Augusta, Ky., treated the girls with the scarce item—bubble gum . . . Louis Knostman, Crescent Theatre, Minster, Ohio, visited Filmrow . . . Georgia Ray of the RKO Midwest, had her mother, who lives in Atlanta, as a weekend visitor.



LOUIS KNOSTMAN

Chakeres Theatres, Springfield, has assumed booking and buying for Mrs. Minnie Dwyer, Lake Theatre, Celina . . . An addition to the Chakeres booking staff is Bill Giner, who accompanied Ray Frisz and Bill Luibel to Cincinnati . . . Columbia home office representatives Martin Grogreen and Raymond Brooks are working in the Cincinnati exchange at this time . . . Neva Gronotte, Columbia cashier, is vacationing at home.

Al Thalheimer of Logan, Frank Allara of Matewan and Milt Levine of Williamson, W. Va., made the rounds of the exchanges the first of the week . . . Adele Haburton has joined Film Classics as cashier . . . Ruth Huelsman, formerly with Paramount, began her new duties as secretary to Ed Salzberg, recently appointed sales representative for SRO.

Hymie Wheeler, Monogram manager in Pittsburgh, and his wife were guests of brother Ed Wheeler of Astor Pictures here. The new offices of Astor Pictures will be on the fourth floor of the Film Bldg., the present location of Popular Pictures.

Max Milbauer, F. F. Doll and Joe Flory will open their new Belmont Drive-In Theatre, Dayton, in about 60 days. Midwest is installing the sound and projection equipment . . . Mr. and Mrs. Ralph Sacker, Liberty Theatre, Lawrenceburg, Ind., spent Monday (12) in Cincinnati attending to booking and buying.

Price Hill will have a new 600-seat theatre as soon as the Pure Oil Co. receives the go-ahead signal for construction of a filling station, parking lot and theatre on West Eighth street, east of Elberon avenue . . . Mrs. M. M. Weinig, owner of the Western Plaza Theatre, Price Hill, was ordered to the Good Samaritan hospital on advice of a physician, but her condition is improving.

Mike Spanagel of the White-Libson circuit is the hero of the recent bowling match between the theatre managers and the office girls. He followed his bowling ball right down the alley, to be sure of a strike for his side—which, incidentally, won . . . Arnold Berger, district manager for the Phil Smith Drive-In Theatres, visited the exchanges . . . Maury White, Nick Shafer and Bud Libson flew to New York on business.

Mr. and Mrs. J. C. Baldwin, Paxton Theatre, Bainbridge, Ohio, have changed their residence from Mechanicsburg to Bainbridge . . . Ed White, formerly at the RKO Capitol, is the new floor manager at the RKO Palace, Cincinnati . . . Rube Shor, business manager of the West Virginia Theatre Managers Ass'n, visited members in central West Virginia. A new member of the organization is Abealon Buzlea, Bradshaw, W. Va.

E. R. Custer, Charleston, W. Va., made a trip to Washington on theatre business . . . Florence Herrmann, MGM cashier, underwent an operation Saturday (17) at Good Samaritan hospital . . . Paramount co-workers of Franklin Sheppard presented him a traveling bag as a farewell gift, and gave to Ruth Huelsman a ball point pen.

Virginia Meyer, assistant cashier at 20th-Fox, is leaving for a vacation in Florida . . . Mr. and Mrs. Fred May, Royal Theatre, Carrollton, Ky., were visitors on Filmrow . . . Bob Stern is short subject booker for the local Schine circuit . . . Myla Tacett is the new secretary to Marvin Arent, the local Schine booking manager.

Walter Wiens, branch manager of Paramount, made a trip in the Kentucky territory with salesman James Doyle . . . Macklin and Hill are opening their new drive-in in Florence, Ky., about June 1 . . . Sam Haber, formerly West Virginia salesman for Republic, is traveling the Dayton, Columbus and Cincinnati territory for PRC-Eagle-Lion . . . Larry Brown, previously with MGM, is traveling the West Virginia territory for Republic.

MGM home office executives held an office managers' convention here May 21-23 at the Hotel Netherland Plaza with all offices east of the Mississippi represented. Mike Berger, local office manager, and Ed Booth, branch manager, were in attendance. The western offices will meet in Denver May 26-28.

E. W. Sweigert, division manager, and Harry Goldstein, district manager of Paramount, held a sales meeting in the Cincinnati branch Monday and Tuesday . . . The National Screen office girls, in their efforts to institute a regular bowling team, had a swimming and bowling party Thursday night (15) at the Friars club.

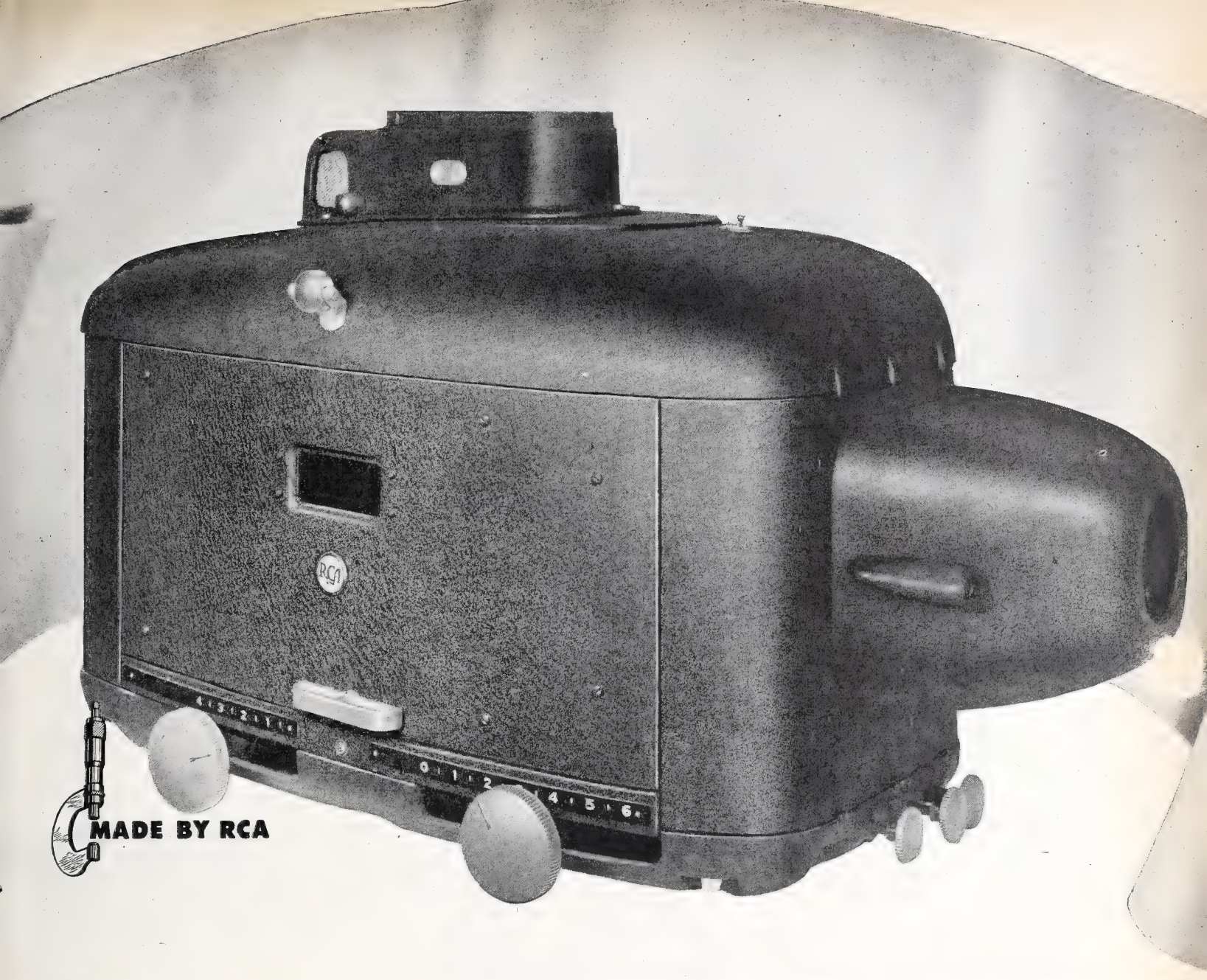


HARRY GOLDSTEIN

The offices of Altec Service are undergoing a "paint up and clean up" campaign. Altec has new servicing and parts commitments with Winston Hamilton, Sandra Gay, Louellen, Ky., who recently installed new Simplex sound and projection equipment; and with A. G. Constant, Rex Theatre, Steubenville . . . Richard Logan, Paramount, was promoted from the shipping department to booker. Norman De Witt is a new employe in the shipping department.

Dave Stenger, Kentucky salesman for 20th-Fox, suffered a broken rib and fractured leg in an automobile accident at Sharonville May 10. His car was demolished . . . Charles Touchon, UA home office representative, is carrying on in Cincinnati at present . . . Sophie Rakosi, Universal billing clerk, will be a bride in June . . . Midwest Theatre Supply is installing RCA sound equipment and new chairs in the Lyric, New Boston, operated by Jim Malavazos.

Hoy O. Simons, Fayette Theatre, Washington Courthouse, Ohio, is confined in the Mount Sinai hospital, Columbus, with pneumonia.



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DETROIT

Along the Rialto: Jake Hirschfield, recently elected president of the Costumers Ass'n of America, is making big plans for Detroit to play host at the four-week convention next spring . . . Grant Harris of Jam Handy was host to groups of University of Detroit students for two days, when classes in industrial relations and personnel administration were taken to see commercial films and studio facilities in the flesh.

Paul S. and George H. Amber are organizing the Amber Theatre Co. at 15889 Princeton Ave. . . . James Niederlander of the Shubert-Lafayette was out in the front row seats for the opening of Barnes Bros. circus. Harry Kelley was in from Hillsdale for the occasion . . . Lee Johnson, USO director, was a good understudy for the circus bandmaster . . . Jack Dickstein, Michigan Showmen's president, and Mrs. Dickstein, who has been ill, and Jim Bennett of the Chandler were visiting over the coffee cups.

Harry Lee of Amusement Booking Service was ribbing Vinegar Bill's equine accomplishments and trying to entice Alex Bagley for a game of golf . . . Max Berbaum of Film Drugs is keeping close tab on live shows around town.

Exchanges: Earle Sweigert and Harry Goldstein, Paramount executives, were in town for a sales conference preliminary to the drive starting August 31 . . . Robert Lamb, Paramount booker, became the father of a baby girl, his first, May 9 . . . Edward M. Schnitzer, UA's eastern and Canadian sales manager, in town en route to Canada.

Josephine Costyn is new secretary to the office manager at PRC . . . Don Fill is moved back to the general office, while Clair Townsend, branch manager, moves into the inner office formerly Anne O'Donnell's sanctum for years—all to enlarge PRC's booking facilities . . . Sid Turer of Universal has a hard time getting together with a certain office manager on the seventh floor.

A. Krikorian of the Holly Theatre at Holly was in town visiting Charlie Garner . . . Helen Parrish of MGM's shipping department is the perplexed owner of a whole acre all her own out in the "Sea of Grass" . . . Kenneth Vogelheim is at the helm of the Rogers at Rogers City, taking over May 15.

Under the Marquee: Philip McNamee has resigned as manager of the Paradise, ace house of the Cohen circuit, now closed for the summer . . . Thomas MacFarlane, operator at the Downtown, and his wife have returned from a six-week trip to southern California, Oregon and Mexico . . . Wilson Elliott, former assistant manager of the Fox, took motion picture shots of Bob Anthony's wedding at the Little Flower chapel . . . That new theatre designed by Charles N. Agree at Seven Mile and Mack roads, is well under way . . . The Komer and Goldberg families, partners in Community Theatres, were hosts Saturday evening at Variety Club . . . William Cadmus, manager of the Annex, will be married June 28 to Balera Keenan of Detroit.

Up in the Booths: Edgar Douville of the Linwood La Salle says there's nothing to those reports of his retirement—he's again the very active president of the Nightingales . . . E. Clyde Adler and Jerry Bric of the stagehands local left for a Michigan IATSE meeting . . . William J. Bayer of the Lakewood has moved out to the suburb of Grosse Pointe Woods.

Theatrical Post notes: The grand ball in Hotel Fort Shelby drew an outstanding gathering . . . Max Kolin, theatrical barrister, knocked off work early to come down . . . Wayne Roberts and Buddy Fields are taking turns at doing that post column . . . Warren Carmer, former manager of the Cinema, now of Los Angeles, will stop kidding his Detroit friends about the weather now . . . George Fredericks, formerly of the Times Square, is still with the City . . . Diane Dale is opening at the Burgundy room for Buddy Fields . . . Jerry Siddock, former Times Square manager, turned up, although he's now out of show business . . . Harry Carson, past commander, was in Chicago.

Drug Store stuff: Charles McFeggan of the Red Comet is developing a new model for the market . . . Lester E. Martin, Arnold F. Martin, and Gilbert E. Barge, who have taken over the United Theatre Equipment Co., have a background in the 16mm field with the M.B.M. Motion Picture Co., which they also continue to operate, moving that company's offices at 2501 Cass Ave. William Clark, former partner in United, remains with the new owners as a salesman, in addition to operating his booking business.

Jack Zide, Variety Club's property master, informs your scribe he is on the club's tradepaper committee . . . Robert Nevin, manager of Technical Service, Inc.,—former Bromel & Sons—reports the company settled in its new plant on West Five Mile road, although phones aren't in, because of the strike . . . Leo Carrillo headed west by plane for Las Vegas after one week at the Bowery—where he played a near double for the owner, Frank Barbaro.

John Loder, appearing at the Lafayette with K. T. Stevens, saw a special preview of "Dishonored Lady"—with himself and his wife—Hedy Lamarr—over at UDT's screening room.

Leonard Brooks and Ralph Forman dining in state at Variety clubrooms during the convention . . . Edward Zablocki, former owner of the Arcadia, is now operating a machine shop with his brother on Charlevoix avenue . . . David Flayer, rushing up Cadillac Square on a cold morning—he's busy being a bachelor, with his wife visiting her family down in Florida.

'Safety Oscar' Is Won By 'Priceless Cargo'

DETROIT—The National Committee on Films for Safety has announced that "Priceless Cargo," a two-reel sound picture produced by Jam Handy for the Superior Coach Corp., is the best nontheatrical motion picture on traffic safety produced during 1946.

Award for "Priceless Cargo" is the fourth "safety oscar" within the last decade to be presented to a Jam Handy production.

The film dramatizes the importance of increased education for safe transportation of school children and outlines one community's development of improved roads, safe crossings and turns, woven into a story told by a school bus driver.

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Detroiters See Need For Business Hypo

DETROIT—Business reports were not encouraging in Detroit houses. Spring weather inspired the public to take to outdoor amusements on a grand scale for the first time this year. Average business level is down in both the first runs and the small houses. Many exhibitors, off the record, are discussing changes of policy, ranging from dishes to stage shows and cut prices, to meet the situation. Detail for week ending May 22:

Adams—**The Locket** (RKO); **Dick Tracy vs. Cueball** (RKO), 3rd wk. 85
B'way Capitol—**Ramrod** (UA); **Hard-Boiled Mahoney** (Mono) 110
Cinema—**Carmen** (Superfilms) 120
Downtown—**The Best Years of Our Lives** (RKO), 6th wk. 140
Fox—**Johnny O'Clock** (Col); **So Dark the Night** (Col) 110
Michigan—**The Farmer's Daughter** (RKO); **The Big Fix** (PRC) 120
Palms-State—**Blaze of Noon** (Para); **Violence** (Mono) 95
United Artists—**It Happened on Fifth Avenue** (AA); **Riding the California Train** (Mono) 95

Pittsburgh Grosses Depressed; 'Daughter' Holds Up Strong

PITTSBURGH—Springtime grosses are depressed at theatres throughout the area. RKO's "The Farmer's Daughter" turned in an excellent second week performance at the Warner.

Fulton—**The Shocking Miss Pilgrim** (20th-Fox) 90
Harris—**Dead Reckoning** (Col), 2nd wk. 90
Penn—**The Imperfect Lady** (Para) 60
Ritz—**The Sea of Grass** (MGM), 2nd d. t. wk. 110
Senator—**The Last of the Mohicans** (SR); **Kit Carson** (SR), reissues 150
Stanley—**The Sea Hawk** (WB); **The Sea Wolf** (WB), reissues 70
Warner—**The Farmer's Daughter** (RKO), 2nd wk. 125

'Smash-Up' Opens Big, Rates A Holdover in Cleveland

CLEVELAND—First spring weekend of the season hit the weak pictures, but "Smash-Up" opened big at the Hippodrome and held strong, ending its first week with a big 115 per cent and a guarantee of a holdover for another week. "Sea of Grass" was strong with 115 per cent in its third week and second moveover, going from the State to the Stillman and then to the Ohio for a final showing on the main stem. "Best Years" continued to draw in its sixth day-and-date week at the Lower Mall and University. Other theatres came through with about average takes.

Allen—**Stairway to Heaven** (U-I) 90
Hippodrome—**Smash-Up** (U-I) 115
Lake—**Buck Privates Come Home** (U-I), 2nd d. t. wk. 100
Mall—**The Best Years of Our Lives** (RKO), 6th wk., roadshow 75
Ohio—**The Sea of Grass** (MGM), 3rd d. t. wk. 115
Palace—**Beat the Band (RKO)**, plus Louis Jordan on stage 85
State—**Suddenly It's Spring** (Para) 85
Stillman—**The Macomber Affair** (UA), 2nd d. t. wk. 105
University—**Best Years of Our Lives** (RKO), 6th wk., roadshow 100

Cincinnati Slump Apparent; Fine Weather One Reason

CINCINNATI—A slump was apparent here last week. Only two current pictures were held for additional weeks: "The Farmer's Daughter" for a second at Shubert's, and the third in town; and "The Sea of Grass," for a third at the Capitol.

After a siege of cool weather, and excessive rainfall, two fine days at the weekend brought folks out in their cars for drives and picnics instead of into the theatres.

Albee—**The Late George Apley** (20th-Fox) 110
Capitol—**The Sea of Grass** (MGM), 2nd wk. 100
Grand—**It Happened in Brooklyn** (MGM), 2d wk. 80
Keith's—**The Egg and I** (U-I), 6th wk. 175
Lyric—**Ladies' Man** (Para); **Bulldog Drummond at Bay** (Col) 90
Palace—**Stallion Road** (WB) 110
Shubert—**The Farmer's Daughter** (RKO), 2nd d. t. wk. 140

Shows CFL Programs

AKRON — Another neighborhood house holding Saturday afternoon shows from the Children's Film library is the Cameo. This is the fifth theatre adopting such a program in the Akron area.



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CLEVELAND, OHIO—Cleveland Projector Co., 1723 E. 86th St.

CLEVELAND 14, OHIO—Ohio Theatre Equipment Co., 2108 Payne Ave.

DAYTON 6, OHIO—The Dayton Film, Inc., 2227 Hepburn Ave.

GRAND RAPIDS 2, MICH.—Ringold Theatre Equipment Co., 106 Michigan St., N. W. Telephone 6-8515.

LOUISVILLE 2, KY.—Falls City Theatre Equipment Company, 427 South Third St. Telephone: JAckson 7559.

PITTSBURGH 19—Atlas Theatre Supply Co., 425 Van Braam St.

PITTSBURGH 19, PA.—Superior Motion Picture Supply Co., 84 Van Braam St. Telephone: Grant 0724-25.

TOLEDO 2, OHIO—General Theatre Equipment & Supply Co., 109 Michigan St.

TOLEDO 4, OHIO—American Theatre Supply Co., 519 E. Broadway.

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PITTSBURGH

Rudy Navari, busy trying to open the beautiful new Eastwood in Penn township, took time off to attend at least one of last week's operas. Another evening we spotted the M. N. Shapiros, Hazelwood exhibitors. Frances Dana, wife of Peter Dana, UI district manager, and Mrs. Perry Nathan, wife of the NSS manager, are members of the opera guild's general committee. Bart Dattola, New Kensington exhibitor, staged a party for some of the opera stars, one of whom was employed at his theatres not many years ago.

George Stern, formerly identified with Filmrow and the South Park Drive-In, graduated this week from the engineering school at the University of Pittsburgh . . . E. L. Oakley, National Theatre Supply auditor, has been on duty at the local office . . . Excavation work was started on the drive-in near Irwin for Outdoor Theatre, Inc. . . . William Grande, veteran roadshow distributor, who has been booking his offerings in West Virginia, is the father of a son born here May 6.

"Col." Jim McGowan, 81-year-old uncle of Jim Alexander, is touring the south following his attendance at the annual convention of the Knights of the Road, Hoboes of America, Inc., which was held in Miami. Colorful "Uncle Jim" stole the show, as usual, from Jeff Davis, "King of the Hoboes."

Hymie and Yetta Wheeler visited in Cincinnati with the local Monogram salesman's brother Eddie, who operates the Wheeler Film Co.. Astor distributor . . . Nick Dipson, circuit exhibitor, is back on the job after another visit in his native Greece . . . David and Ruth Hadburg of the Hazelwood are vacationing in Florida.

Mr. and Mrs. David Fineman, as in years past, tagged Filmrow for the Home for Jewish Babies fund . . . W. Stewart McDonald, Warner circuit vice-president, was a visitor . . . Joe Cevario, Brackenridge exhibitor, is bringing his family to the Roy Rogers circus and he will have several guests, children patrons of the Valley Theatre.

Mr. and Mrs. M. A. Rosenberg report they enjoyed their Atlantic City vacation . . . The H. R. Cromwells, Bedford exhibitors, say they had a grand time at the Hollywood studios . . . National Theatre Supply reports that Robert C. Wilson has changed the name of his new theatre at Rowlesburg, W. Va., from the Wilson to the Rowlesburg.

C. C. Kellenberg of Filmrow announces that Gen. Brehon B. Somervell will be in charge of arrangements for the state convention of the American Legion here in August. "Kel" is county Legion commander.

Fred A. Beedle, Canonsburg exhibitor and AMPTO vice-president, spent most of last week in Harrisburg, where he and Fred J. Herrington, local Allied secretary, put up a fight against house bill No. 800 . . . At the PRC-EL exchange, Ed "Goodie" Good has the newest and roomiest shipping quarters on Filmrow.

Arthur Greenblatt, Monogram's district representative, was here on business . . . Crown exchange's "Heart of New York," with Al Jolson, and "The Road to Hollywood," with Bing Crosby, opened in the Art Cinema . . . Corning Glass Works, Charleroi, has embarked on a half-million-dollar construction project to expand its plant and manufacture television bulbs for RCA, Du Mont and other television companies.

Chuck Reichblum, son of the Leon Reichblums, a junior at the University of Syracuse, has been selected as one of five students who will manage WJIV, new FM station set up on the campus by General Electric. His father, Leon, who operates LeRich Theatres, and his uncle Sam, Youngtown showman, were in attendance at the Variety convention in Los Angeles.

Mrs. M. A. Silver was in the cast of a dramatic production presented last week in the YM&WHA auditorium . . . Local friends of William J. Kupper, Fox manager here some years ago, were pleased that "Bill" continues on the "up" with 20th-Fox, having been named company head in Great Britain.

The RKO boys held a farewell dinner in the Playhouse grill last Friday evening for Irwin "Ike" Sweeney, who has joined Republic here as manager. Present were Morris E. Lefko, David Silverman, Irving Frankel, Russ Zebra, Paul Reith, Allen Weider and Sanford Miller. Following a gift presentation to Sweeney, the gang took in a Pirate night game.

Bill Scott, who resigned UA sales duties after upward of a quarter of a century, was the first distributor to purchase a ticket for the Herringtons' 50th wedding anniversary banquet. Bill departs for a Florida vacation June 8 . . . Joe DeMann, Warner projectionist, who had been laid up with arthritis, attended the Variety convention in Los Angeles. Just before the local delegation pulled out for California, it was reported that he would be unable to go, but he made it. Barkers of tent No. 1 have returned from the big affair.

If you want the baseball lineup and all the "dope" just get in touch with Bobby Lefko, son of the RKO manager, who is a great Pirate fan . . . Jimmy O'Keefe, veteran film man, was a visitor on the celluloid market . . . Eddie Singer has resigned as an assistant RKO shipper to embark upon the auto parts-accessories business in McKeesport, and Louis Mastracci, formerly with Columbia here, has replaced him.

Opening of the Iris, Cochranton, was attended by a number of members of the industry, including George H. Sallows, Morgantown, W. Va., showman; Dewey Kelley, veteran Morgantown projectionist; Bob Lynch, Warner sales representative; Edgar E. Shaffer, Slippery Rock exhibitor; Newt Williams, National Theatre Supply; Ted Perrine, Sandy Lake exhibitor, and others.

Charles Baron, MGM's local area exploiteer, is working on his 2,501st campaign for old Leo the Lion. The assignment is "The Sea of Grass" . . . Sam Seplowin, Republic district manager, was here looking after the branch office until "Ike" Sweeney assumed duties as manager May 19 . . . William Nesbitt, Republic auditor, was here on business.

John Mayer, Loew's office manager, will attend a company meeting in Cincinnati . . . Tommy Bello jr., son of the Nanty-Glo showman, isn't joining the Silverman Bros. Strand, Altoona, staff, but will join the Blatt Bros. circuit in Altoona when the Blatt drive-in theatre is opened late next month.

Harold Friedlander reported at the local MGM office this week as a student salesman. Formerly in New York with the company for more than six years, he was in Uncle Sam's service for more than four years. After several weeks in the office, Friedlander will accompany branch sales representatives on business trips.

The Pittsburgh board of education is petitioning the state legislature for the right to levy a $5 head tax in 1948 to help support the city's public schools . . . Victor F. Cuneo, Stanley stagehand for upward of 20 years, died recently after a long illness . . . Roy Rogers will bring Bob Nolan and the Sons of the Pioneers here for the outdoor circus at Forbes field in July.

Miss M. E. Shively of the Midstate circuit invited friends in the trade to a beauty contest she staged the evening of May 23 in the Ritz, Clearfield, to select a Miss Clearfield and Miss Moshannon Valley.

The Max Ungers were hosts at the last Variety Club family party.

Mrs. Oliver A. Kihchel, owner and manager of the Princess, Jeannette, since the death of her husband, was in Washington last week to see her ill grandson, Jimmy, 3-year-old son of O. A. "Buster" Kihchel jr. and Mrs. Kihchel.

LOUISVILLE

The Dudley Williston Enterprises of Indianapolis, operating a chain of colored theatres in Kentucky and Indiana, will construct a theatre here with 1,400 seats. The building will also contain two stores and eight office units. The proposed house has been designed by architects Ossian P. Ward and Walter B. Rueve of Louisville. The Williston Enterprises also operate the Lyric, Palace and Dixie theatre here, with A. E. Campbell as resident manager.

"The Farmer's Daughter," after a successful week's run at the Rialto, was moved over to the Brown for a second week . . . Still going strong at the National was "Smash-Up" . . . After completing the run of "Duel in the Sun," Loew's brought in "Dishonored Lady" and "Bulldog Drummond at Bay" on a double bill . . . At the Mary Anderson was "Love and Learn" and at the Strand "Trail Street" and "Beat the Band."

Recent visitors included Bob Enoch, Elizabethtown Amusement Co., Elizabethtown, Ky.; M. H. Sparks, New Strand, Edmonton, Ky.; Clyde Marshall, Columbian, Columbia, Ky.; Oscar Hopper, Arista, Lebanon, Ky.; A. N. Miles, Eminence Theatre, Eminence, Ky.; D. G. Steinkamp, Dream, French Lick, Ind.; T. N. Luckett, French Lick Amusement Co., French Lick.

William R. Williams, executive director of the Savoy Amusement Co., has returned from Oklahoma City, where he renewed old acquaintances. Williams was formerly a resident there.

Strand in Altoona Outbids Publix on 20th-Fox Films

ALTOONA, PA.—The Strand here entered successful bids for two 20th-Fox productions, "Carnival in Costa Rica" and "Homestretch," the latter opening May 29. The 20th-Fox product formerly was licensed to the Altoona-Publix Corp. A. N. Notopoulos circuit, and these are the first films from this company to be licensed to the Silverman Bros' theatre.

Opening at David, Ky.

DAVID, KY.—Virgil Warex has opened his new theatre here.

On the Life of Joan of Arc

Andrew Solt has been set to work on the screenplay of the Metro production based on the life of Joan of Arc.

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Roger Garrett, University Manager, Doubles as the Theatre Organist

COLUMBUS—Roger Garrett, manager and featured organist at the University, new Academy house opposite the campus of Ohio State University, believes he is one of the very few managers who also double as entertainers.



ROGER GARRETT

Something of a throwback to the days when managers might be cashiers, doormen, ushers and pianists, Garrett plays the Hammond organ twice nightly in the theatre which he manages. Garrett's songfests are popular with his audiences, composed largely of Ohio State students. For 10 years he played similar song sessions at the console of Loew's Ohio.

Garrett started his theatre career at the age of 12, still in knee pants, in his native Springfield, Ohio, as pianist in silent movie houses. He played with one eye on the screen and the other watching for employment inspectors who might discover his tender years.

"Those were really the days," Garrett reminisced. "You had to be able to change the mood of the music to fit the action. Tom Mix, Buck Jones, Bill Hart and Hoot Gibson were the popular stars and they certainly went in for action."

Garrett is the only local entertainer ever made honorary cheerleader of the Ohio State university cheer leading staff. As such, he is entitled to wear the official uniform and tote the huge scarlet and gray megaphone. That's just what he used to do at the huge football rallies held at the Ohio and it's a fairly safe bet he'll be doing just that come next football season.

Garrett's first organ program each weeknight is broadcast over WCOL at 6:45. Sponsored by all the Academy theatres, the 15-minute program gives news of current and coming attractions. Patrons are admitted for the broadcast and the first evening show begins immediately after the broadcast. Garrett uses slides in his organlogues and specializes in novelty and comic songs.

The organist-manager or manager-organist would like to hear from other managers throughout the country who also double behind the footlights.

During the war, Garrett, who enlisted in the marines in 1942, played the organ at Parris Island, marine recruit training base, and later joined a marine entertainment unit, headed by Bob Crosby, in Hawaii.

YOUNGSTOWN

Park Theatre offered the Shubert production "Student Prince" on May 17, for matinee and evening performances, with top of $2.50 and $3.10, respectively.

The Don McNeill Breakfast club, heard daily over WFMJ, will come to Stambaugh auditorium for two shows Saturday, June 7, at 7 p. m. and 9:30 p. m., sponsored by the Youngstown Newspaper Guild. Seats are $1.50 and $2.

Earl Peitz, 51, manager of Craig Beach park at Lake Milton, was burned in a gas explosion which wrecked the park's office building . . . Downtown Youngstown theatres are showing a newsreel of the four Youngstown Symphony orchestra concerts played in Stambaugh auditorium April 30-May 1 for approximately 10,000 school children.

To Open at Van Lear

VAN LEAR, KY.—Herman Packs contemplates opening his new Van Lear Theatre June 1.

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COLUMBUS

Roger Garrett, manager-organist at the University, featured the song, "I Had a Wonderful Time in Columbus," by Kermit Goell, in a recent Sunday performance at the theatre. The song tells the story of a vaudeville performer who had a gala time during a short stay in Columbus. Goell is the composer of "Huggin' and Chalkin'" and "Slowly."

The Palace has inaugurated a weekly series of "Stars of the Future" stage shows and radio broadcasts in cooperation with **KHKC.** The stage show, in which local amateurs participate, is held Saturday mornings . . . Charles Richards, assistant manager of the University, will wed Geneva Hinkle June 6. Music for the ceremony will be played by Roger Garrett, organist and manager of the University.

Eleven-year-old Jimmy Lowery is winner of the bicycle offered in the Claude Jarman jr., resemblance contest conducted by Manager Walter Kessler of the Ohio and the Columbus Citizen . . . Bobby Jones, past chief barker of the Variety Club, is back in town after many months spent in Central America, where he was a stellar night club attraction . . . That Philco radio recently installed in the Variety Club lounge is a gift of Fred Oestreicher, Loew's publicist.

Work on the multimillion-dollar Franklin county veterans' memorial is not expected to start until 1949. High cost of material and labor is delaying construction, although plans are being drawn for the monumental structure, which will be in the Civic Center near the theatre section.

Ultrahigh speed films which slow mile-a-minute action to 26 feet a minute on the screen were demonstrated at a meeting of the Columbus section, American Institute of Electrical Engineers. The demonstration was given by H. D. McLarty, Buffalo, N. Y., who has developed a camera which takes motion pictures at the rate of 3,200 frames per second.

The new Esquire Theatre on East Broad Street in the Bexley-Eastmoor suburban area is the first new theatre here to benefit directly from expanding transit lines. The Columbus and Southern Ohio Electric Co. during the past week inaugurated a semiexpress bus service on East Broad, with James road, several blocks beyond the theatre, as the eastern terminus.

P. J. Wood, ITO secretary, urges members planning to attend the state ITO convention July 14-16 at Cedar Point, Ohio, to make immediate reservations with Tom Sabrey, manager of the Breakers, Cedar Point, mentioning the theatre owners convention. "And don't forget to bring your wife," says Pete. "It'll be a second honeymoon."

More Shea Houses Book 'Repeat Performance'

NEW YORK—"Repeat Performance," which opened at Shea's Liberty Theatre in Zanesville, Ohio, May 22, has been booked into eight additional first run Shea circuit theatres in Ohio, according to A. W. Schwalberg, E-L vice-president and general sales manager. The first run situations already set are at the State Theatre, Cambridge, May 29; Midland, Newark, June 1; Hippodrome, Marietta, June 1; State, Conneaut, June 1; Bexly, Dover, June 1; Shea, Geneva, June 1, and Quaker, Philadelphia, midnight show May 31, followed by the regular run June 1.

PRC-Eagle-Lion Members At Cleveland Sales Meet

CLEVELAND—A. W. Schwalberg, Eagle-Lion general sales manager, with his assistant, Harold Dunne, conducted a sales meeting at the Statler hotel Saturday to outline policies for forthcoming E-L and PRC product.

Present at the meeting were E-L district managers Joe Minsky of Philadelphia, Harry Mandel of Chicago, William Feld of Cincinnati and William S. Shartin of Cleveland. Also present were PRC district managers Max Roth of Chicago, James Hendel of Pittsburgh, and Al Herman of Buffalo.

While Saturday was given over to business, Sunday was a day of festivities. All of the officials, as well as guests from Los Angeles, Minneapolis, Chicago, San Antonio, Seattle, Chicago and New York, were guests of Mr. and Mrs. William S. Shartin at the marriage of their daughter Iris to Howard Goldstone of Chicago.

The ceremony was performed in the Statler hotel by Rabbi Harry Kaplan of Columbus, a cousin of Bill Shartin. Geri Shartin, sister of the bride, was maid of honor. A luncheon was served after the ceremony.

Following a honeymoon in New York the couple will live in Chicago, where they have an apartment.

Old Friends in Pittsburgh Attend Rowland Funeral

WILKINSBURG, PA.—Oldtimers, friends and business associates, attended the service here for Richard A. "Dick" Rowland, motion picture pioneer. James B. Clark, brother-in-law and business partner of Rowland through the years, and Mrs. Clark, arrived at the funeral home with Mrs. Rowland and members of the family.

Alice S. Ziegler was the first of the oldtimers here to view the remains of the noted motion picture industry pioneer. Then came Ben Burke, an original partner with Rowland and Clark.

Others present for the service included such veterans and friends as Alexander Parke, Thomas A. Gilbert, Arthur Vossberg, Anthony Engstler, Thomas Edward Rhodes, Mr. and Mrs. George F. Rhodes jr., Russ Wehrle, Alex P. Gillespie, William M. Wood, Dr. A. I. Wise, Mrs. Paul B. Jones, N. M. McDowell, Mr. and Mrs. W. A. Morton, Paul Qualtrough, Mrs. Hunt Miller and Robert F. Klingensmith.

Rowland, ill for upward of a year, died in New York.

Franklin Film Exchange Moves to New Quarters

PITTSBURGH—Franklin Film exchange is occupying a Filmrow office at 70 Van Braam St., second floor, above the LeViant Printing Co. Louis E. Hanna and Franklin Anderson, owners of the exchange, state they are a number of weeks late moving in due to the telephone strike. Shipping quarters remain at 1027 Gibbon St., in the rear of old Filmrow on Forbes street.

Post No. 357 Nominates Blough as Commander

DETROIT—H. Owen Blough was nominated as commander of theatrical post No. 357 of the American Legion, at a meeting here last week, with Gilbert Lubin as senior vice-commander.

Other nominations: Junior vice-commander, John Grubaugh and Robert Goldstaff; adjutant, Welbert Haartge; finance officer, George Turner; chaplain, Wayne Roberts; historian, Lee Crowell; sergeant at arms, Francis Light; trustees for three years, John Williams and Bob Henri; delegates to the Detroit districts, Carson, Grubaugh. Stolz, Goldstaff and Brewer; delegates to the department, Gil Light, Harry Carson, Owen Blough, George Fredericks, Bill Stolz, Bud Cusick, Ed Waddell and Francis Light.

Annual school awards will again be given to the St. Francis Home for Boys. A resolution to raise dues to $7.50 a year was passed. Next meeting will be held June 11.



GRAND RAPIDS BARKERS—Come out from behind those phony mustaches—we know you. It's the delegation from Tent 27, Grand Rapids, Mich., arriving to attend the Variety convention in Los Angeles.

'Years' Leaves University

CLEVELAND—"The Best Years of Our Lives," playing a day-and-date run at the Lower Mall and University theatres for the past six weeks, is now showing only at the Lower Mall. The picture was withdrawn from the University Theatre to make way for "Fantasia," which opened May 22.

Harold Russell Visits Dayton

DAYTON—Harold Russell, handless winner of two Academy awards for his first professional motion picture appearance in "The Best Years of Our Lives," came to Dayton for press and radio interviews during showings of the film at the RKO Colonial Theatre.

In 'The Sea Hound'

Columbia has signed Pamela Blake for a role in "The Sea Hound."

Kentucky Group Opposes Usherettes Pay Hikes

LOUISVILLE — Guthrie Crowe, president of the Kentucky Ass'n of Theatre Owners, has sent out a call to showmen to appear at a hearing in Frankfort Monday morning (26) in opposition to an order from the commissioner of industrial relations sharply increasing compensation of minors and women throughout the state. The order would raise wages of usherettes, candy girls, etc., to an extremely high figure, the theatre owners say.

The meeting was called in compliance with a statute which requires the commissioner to conduct a hearing before making a wage order enforceable by punishment.

'Fifth Avenue' in Stanley

PITTSBURGH—Sam Fineberg, Monogram manager, reports that the demand for Allied Artists' "It Happened on Fifth Avenue" has increased from month to month since the first of the year. Soon to be released, the picture has been booked into the Stanley, downtown, and will play early dates in key cities in the area. The Roy Del Ruth comedy is believed to be the second independent film ever booked for the Stanley.

Gets Musical Chore

MGM has handed the musical director chore on "Cass Timberlane" to Herbert Stothart.

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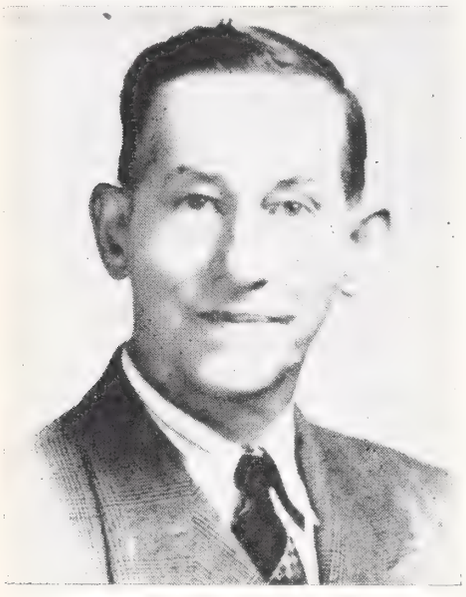
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Four Decades at Arcanum

Chancellors Date Back to Nickel Admission Days

By LILLIAN SELTZER

ARCANUM, OHIO—Admission was a nickel, 5 cents, the 20th part of a dollar, when the Dreamland opened here May 9, 1907. Patrons not only were regaled with that delightful novelty, moving pictures, but they were further entertained with illustrated songs.



HARRY CHANCELLOR



WILLIAM CHANCELLOR

A yellowed copy of the Arcanum Times, carrying the first ad for the new theatre, reveals that Helen Robbins was the singer, with Charles Lowder at the piano. Said the advertisement:

"High class entertainment given each evening and matinee Saturday evening."

Ever since that day more than 40 years ago, Harry and William Chancellor have been running the Dreamland, or, as it became known after a remodeling process in 1927, the Ritz. They had their ups and downs, but they stick it out and today have a prosperous business and enjoy the respect of residents over a wide area.

Says the editor of the Times in a front page story a few weeks ago congratulating the Brothers Chancellor:

". . . The writer can remember when, as a kid, he sneaked in the back door, with the help of his bosom buddy, Dick Ault, who pumped away at the old player piano that sat near the exit, just to the right of the screen.

"There was a hand-operated picture machine, which was used for several years. The film ran loose into a large metal tank. Programs consisted of one 10-minute reel and one set of colored song slides . . . Usually the management did not know the title of the next picture to be shown until the film can was opened.

"Handbills for the opening show, 'Dick the Newsboy,' were passed over town by Joe Troxel and Howard Siler.

"The first feature-length picture to be shown was Pathe's hand-colored 'Passion Play.' It was in three reels and was run as serials are today. Part one was exhibited Wednesday and Thursday, August 7, 8, 1907; part two August 9, 10; part three August 12, 13.

"In 1927 the Dreamland gave way to the march of progress, and complete remodeling transformed it into a modern theatre which was named the Ritz.

"The Chancellor brothers still own and operate the Ritz, a record probably unequalled except in very few instances. The Times congratulates these veteran show operators on their fine record in the business life of Arcanum, and extends to them best wishes for many more years of 'showing the shows' to this community."

Babb Makes Arrangements For Hygienic's Convention

WILMINGTON, OHIO—Hygienic Productions general manager Kroger Babb has completed arrangements for the 1947 convention to be held at the Roosevelt hotel, Los Angeles, during the week of December 7-14.

The company's entire personnel of approximately 150 persons will attend and receive their annual bonuses. Nightly entertainment is planned for the entire convention period.

Last year Hygienic distributed $63,000 in bonus bonds to employes. Company officials estimate the employes' extra dividends for 1947 will exceed $100,000, as there are now 15 units of "Mom and Dad" on tour.

'Miracle' Previewed

PITTSBURGH—"Miracle on 34th Street" was sneak-previewed Thursday evening (22) in the J. P. Harris, and 20th-Fox also announced this as a tradeshowing. Rodney Bush, exploitation head for 20th-Fox, was here in connection with the sneak-preview and local members of press and radio were dinner guests prior to the exhibition of the comedy.

Nortons Acquire Two

KENTON, OHIO—Mr. and Mrs. N. A. Norton, owners of the Ohio Theatre, have purchased two additional houses, the Princess and the Chief, in Wauseon, Ohio.

Bob Hope to Do Benefit For Hospital in Toledo

TOLEDO—Bob Hope's benefit show for the St. Vincent's hospital campaign fund will be held in Swayne field, home of the Toledo Mudhens, Wednesday evening (28). Hope is donating his troupe's services. The comedian promised St. Vincent officials he would come here to do a show for them several years ago, when his brother Sidney was a patient in the hospital.

Dr. Leo P. Dolan has been named honorary chairman and Mitchell Woodbury, the Blade's theatre editor, chairman of the committee staging the event.

Aiding Woodbury, who presented 75 shows for service men under USO auspices during the war years, are the following: Mrs. Flora Ward Hineline, Sunny Miller, Dorman Richardson, Paul Spor, William Graesser, William Bray, Glenn Jackson, Karl Nelson, William Carlson, and the following theatre managers —Howard Feigley, Rivoli; Marvin Harris, Paramount; Giles Robb, Princess; Jack Lykes, Colony; Abe Ludacer, Loew's Valentine; Jack O'Connell, Loop and Ohio; Stephen Toth, Esquire, and Jack Armstrong, State and Carl, Schwyn circuit.

Jay Jason, master of ceremonies at Kasee's night club, will do similar chores at the Bob Hope show.

20th-Fox May Make Film At Miami Fairgrounds

TROY, OHIO—The Miami county fairgrounds here may be the setting of a future motion picture. Eight representatives from 20th-Fox studios recently inspected the grounds. They are planning a picture along the lines of "Home in Indiana."

Name Council Officers

DETROIT—The Greater Detroit Motion Picture council has elected the following new officers for 1947-48: President, Mrs. Wayne Mohr; vice-presidents, Mrs. Roy Riddle and Mrs. C. Lundy; recording secretary, Mrs. F. C. Van Deusen; corresponding secretary, Mrs. Clifford Reynolds; treasurer, Mrs. L. W. Forrester.

SPRINGFIELD

M H. "Mike" Chakeres, city manager of Chakeres Theatres, is honeymooning in Miami Beach, Fla., for several weeks with his bride, the former Anne Katris, daughter of Mr. and Mrs. William Katris of Mount Vernon, Ohio. They were married May 18 in the Greek Orthodox church in Columbus. The Rev. John Kapenekas of Akron, great uncle of the bride, officiated, assisted by the Rev. S. Lavriotes of Columbus and the Rev. Zanos Gougoutas of Mansfield. Preceding the exchange of vows, Oliver Nicklas, manager of the State Theatre here, played a half hour of organ wedding music. Duties of best man were performed by George Settos, Indianapolis theatre executive. Chakeres is the son of Mr. and Mrs. Harry Chakeres of Springfield.

Phil Chakeres, president of Chakeres Theatres, left for a trip to New York City . . . O. R. Bellamy, formerly an account executive with the Frederick Ziv radio program agency of Cincinnati, has been appointed general manager of WWSO, new standard broadcasting station which begins operations here this summer. Gus Sun, head of the Gus Sun booking agency here, is owner of the station.

CLEVELAND

Earle Sweigert, Paramount eastern division sales manager, held a two-day sales meeting of the local exchange personnel during the past week. Discussion centered on plans for the Paramount 35-year anniversary drive. A meeting in Detroit preceded the one in Cleveland, which in turn was followed by another in Cincinnati.

Howard Rutherford is the new manager at Loew's Park Theatre, where he succeeds Abe Ludacer, transferred to the Valentine, Toledo, succeeding Ted Teschner, who went into the theatrical sign business. Rutherford, a Loew veteran of 17 years, comes to Cleveland from New Orleans, where he was assistant to Loew's manager Rodney Toups. He also served a tour of Loew duty in Louisville and Atlanta.

Vaughan O'Neill, recently appointed manager of Loew's Ohio here in Cleveland, has finally assembled his family under one roof. He, his wife and two children have moved into the apartment vacated by the Abe Ludacers . . . Mike Blattner, Co-Op booker, was called to Columbus last week by the death of his father-in-law, Ernest Rhodes.

William S. Shartin, E-L district manager, announces that he has set deals for "Bedelia," "Lost Honeymoon" and "It's a Joke, Son" with Warners in Akron, Canton and Youngstown . . . In spite of rain every day last week, a few hardy exhibitors ventured forth. They included Jerry Anderson, Union Theatre, Richwood; Albert Lucas, Grafton Theatre, Grafton; Harry Crim, City Theatre, Bergholz; H. C. Waggoner, Star Theatre, Amsterdam, and the "regulars" from Akron.

Jules Lapidus, Warner eastern division sales manager, visited Cleveland last week on his routine tour of the territory, conferring with district manager Charles Rich, branch manager Jerry Wechsler and the Warner sales personnel.

Louis Gross of Central Shipping Terminal has changed his sports hobby. A former enthusiastic golfer, he now concentrates on fishing. Gross says he doesn't have to do so much walking . . . Louis Van Baalen, out of the industry since the start of the war, is playing a return engagement. He has joined the PRC sales force.

Following the opening of "The Best Years of Our Lives" at Ed Prinsen's Palace Theatre, Youngstown, the Youngstown Vindicator came out with an editorial comparing it with "GWTW," saying " 'The Best Years of Our Lives' is by far the finer play."

Oscar Ruby, Columbia branch manager, will be among those present at the Columbia sales meeting in Chicago June 3-5 . . . Roger Marsh, son of W. Ward Marsh, Plain Dealer motion picture editor, is arms and ammunition editor of Hunting and Fishing Magazine . . . P. J. Wood, ITO secretary, reminds all exhibitors that July 14 isn't so far off and urges all who plan to attend the ITO convention on that date in Cedar Point to make their reservations immediately.

Sol Gardon has resigned from United Artists to join the local Selznick Releasing Organization as office manager and booker. Dick Dowdell, previously with Warners, succeeds him as UA booker . . . Condolences to Mary Presley of the Film Grille restaurant, whose mother Mrs. Sillia Presley died recently.

Bob Snyder, assistant to Albert Dezel of Albert Dezel Roadshow Attractions, was a weekend visitor . . . Kroger Babb of Hygienic Productions is now on the west coast completing preliminary arrangements for a new feature production to get rolling in the fall. On his flight west he stopped off to visit "Mom and Dad" units and agents at St. Louis, Kansas City, Denver, Salt Lake City, Seattle, Portland, Oakland and San Francisco. On his return trip east he will make stops at San Diego, Phoenix, El Paso, Fort Worth, New Orleans and Memphis.

The Detroit Theatre here has installed a new dual channel sound system . . . A new projector mechanism has been installed at the University Theatre . . . The University has ordered new carpets which will be laid as soon as delivery can be made.

Gus Sun at 80 Isn't at All Worried Over the Future of Show Business

COLUMBUS—Gus Sun, Ohio's grand old showman, isn't worried about the future of show business.

So reported Dud Chamberlain, Marietta editor and Sunday columnist for the Columbus Citizen. Chamberlain visited Sun in Miami recently. "Show business will be different, of course," Gus says, "as it always has been. But it will still have its up and downs; be lots of fun for everyone, make good money for the good and a lot for the good and lucky."

"Mr. Sun has weathered the good and bad of the business for almost 60 years, (writes Chamberlain), and has enjoyed every minute of it—juggling in refined vaudeville at Tony Pastor's, bucking the long muddy Ohio roads with his own early wagon-circus, trouping the forlorn one-night opry houses with the famous Sun Minstrels and then his own chain of theatres and the Gus Sun booking office.

"Now Mr. Sun, nearing 80, winters in Miami and battles the surf every morning before 8. The great of the show world are guests at his gracious home. Sophie Tucker dined en famille recently. Our own too short evening was filled with fascinating reminiscence and anecdote. His is an epic story, which some bright young reporter ought to write down. But much as he relishes these latter days, Mr. Sun is sure he enjoyed the making of his first million far more than he has its ownership or spending.

"My only regret is that I can't do it all over again," he said in parting.

AKRON

The Highland Theatre, in accordance with long custom, was donated for the annual Children's hospital benefit show last Saturday (17). Arnold's animal frolics was presented for the children, who contributed to the benefit fund . . . "The Best Years of Our Lives" moved into the Colonial May 23, replacing "The Late George Apley."

One of the few films to be held over at the Colonial for more than two weeks was "The Farmer's Daughter," which opened its third week May 16 . . . Next stage show set for the Palace is Louis Prima, coming June 26. Desi Arnaz will arrive July 10 . . . "Abie's Irish Rose" began a first run showing at the Allen May 22.

Modernize in Bentleyville

BENTLEYVILLE, PA.—Alex Silay and Steve Medve have renovated and modernized the Roosevelt here and have installed a complete U.S. air conditioning system and a dual-channel Motiograph-Mirrophonic sound system, furnished by Atlas Theatre Supply.

Juvenile in 'The Sea Hound'

Juvenile lead in "The Sea Hound," a Columbia production, has been given Ralph Hodges.

Nightingale Club Elects Douville for 1947-1948

DETROIT—Edgar Douville of the Linwood-LaSalle Theatre was elected president of the Nightingale club for 1947-48.

Other new officers: Floyd Akins, Circle Theatre, vice-president; Michael Badarak, Nortown Theatre, treasurer; Jack Colwell, Lincoln Theatre, financial secretary; Eddy Waddell, Arcade Theatre, recording secretary.

The Nightingale bowling league, now built up to a full ten-team league, will resume bowling early in the fall.

Fight Tax Measure

HARRISBURG—Theatre owners and other merchants this week were staging a fight against Pennsylvania house bill 800. Property owners charged that a "joker" in the bill would exempt "nearly every" business from a possible new tax. This real estate group states that the amendment means that a city seeking more revenue under this act will not be able to tax any enterprise which pays a state corporation tax, gross receipts tax or income tax, or any type of state tax. Thus, cities will not be able to tax utilities or transportation companies. This exemption also would extend to most theatres as the majority pay the state corporation tax.

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TOLEDO

The housing shortage is troubling Abe Ludecar, manager of Loew's Valentine, recently transferred here from the Park in Cleveland. Bert Sokol, assistant manager, has found a room, though his extensive belongings are crowding him somewhat, he says. Sokol comes from Loew's in Harrisburg.

Next stage revue at the Paramount will be headed by Louis Prima and his orchestra, who are dated for June 21-23 . . . Fire in the projection room of the Alan Theatre, a neighborhood, caused an estimated loss of $2,150. About 200 patrons were watching Bette Davis in "Deception" and at first weren't convinced of the existence of the blaze. Frank Vanden Eynden, operator, stopped the projector and persuaded the patrons to leave in orderly fashion.

"Open City," the Italian film hailed by New York critics, has been booked for the Palace in the near future, said Howard Feigley, manager of the Skirball houses here . . . Ann Myers reported to police that someone cut her coat, while she was wearing it, in the Paramount Theatre. This is the first case of its kind in a long time . . . Charles Smith, Chicago advertising man, has been named director of the Toledo Aquarama, an entertainment festival to be held August 7-16.

New Face at Meyersdale

MEYERSDALE, PA.—The State Theatre, recently renovated and redecorated, soon will install a two-story glass front, according to Lawrence Lowstetter, proprietor.

To Portray Himself

Warners has set Sam Hayes, sports announcer, to portray himself in "Whiplash."



CINCINNATI U-I HEAD—Irving Sochin, newly appointed U-I manager in Cincinnati, hails from Boston where he had many friends among film folk through his show business affiliations. His film career started in Cincinnati in 1938 when he joined United Artists as West Virginia salesman; and from there went to 20th-Fox as salesman in 1940. In 1942 Sochin was promoted to sales manager for the 20th-Fox Cincinnati branch, and in 1945, assistant branch manager in Indianapolis. In July 1946 Sochin became general manager for Theatre Owners Corp. in Cincinnati, a booking and buying combine. He is chief barker of the Cincinnati Variety Club for 1947, is married and has two children.

Bill Scott to Be Honored By Filmrow Friends

PITTSBURGH—Filmrow friends of Bill Scott will give him a stag party in the Webster Hall hotel Monday evening (26). Scott recently resigned sales duties with United Artists after nearly 25 years with the company here. Saul Perilman, Monogram, and David Silverman, RKO, were in charge of the dinner.

Homer Modernized

HOMER CITY, PA.—The Manos circuit theatre here, known for a number of years as the Empire and now named the Homer, has been modernized with the installation of Poblocki porcelain front, boxoffice, poster cases and marquee.

Ideal Renovates Vernon

BARNESBORO, PA.—Ideal circuit's Vernon here has been renovated and modernized with a new glass front, electric sign and a marquee. C. E. Picard, contractor, was in charge of the remodeling.

Joins Film Industry

PITTSBURGH—From lawyer to film exchange student is the step taken by Aaron Rosenzweig. The local attorney has joined the PRC-Eagle-Lion branch and is applying himself to general office duties.

Kanawha Theatre Modernized

GRANTSVILLE, W. VA.—The Kanawha here has been modernized by John M. Cook, proprietor. National Theatre Supply installed Simplex sound equipment and projectors.

TOP HITS *of the Week*

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BOXOFFICE BAROMETER

First Run Reports

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Regulations Revised By Publicists Group

BOSTON—Revision of the constitution and bylaws to take care of the growth of the national organization was decided upon at the May meeting of Boston tub No. 1 and the Tub Thumpers of America.

Rules for operation of the national organization as well as its subsidiaries were set down. The changes were made necessary, it was said, because the organization has grown to such an extent that the national group felt the need for better representation in each of the local units.

Delegates to the national convention, who will be known as pitchmen, must be the chief tub thumper from each unit or a member elected by the body at large. Nominees for national officers, who will be known as hi thumpers, must be a chief tub thumper or past chief tub thumper. Tubs not represented at the convention by a pitchman will not be entitled to a vote.

Rules also were set down for local elections and committee organization.

Garbose Bros. Take Lease On Athol Capitol Theatre

ATHOL, MASS.—Garbose Bros., operators of the York and Capitol theatres, has negotiated a 20-year lease with the Charles H. Cooke estate for the Capitol.

Garbose Bros. has managed the theatre for the past 15 years. The management plans to renovate the theatre in the near future, with a new marquee, and plans drapes as well as stage and sound improvements.

A new emergency lighting system has just been completed at the theatre.

Garbose Bros. may soon announce a new policy at the Capitol. The theatre has been in operation since 1930, all but the first two years under the present management.

Peter Latchis Will Build New House in Newport

NEWPORT, N. H.—Peter Latchis, operator of theatres in Keene and Claremont and proprietor of the Newport House will build a new theatre here when materials and labor are more plentiful. A barn at the rear of the hotel is being removed to make room for the proposed theatre.

Appointment of a committee to study plans for a municipally owned and operated theatre was authorized by the voters at the annual town meeting held in March.

Eddie Maranski Appointed As Manager of Plainfield

HARTFORD—Mickey Daly of the Daly Theatres Corp. here has announced the appointment of Eddie Maranski as manager of the Plainfield Theatre, Plainfield, succeeding Eddie Pelinan, resigned. Maranski in the past has been doing maintenance work for the Daly interests in Hartford. At one time, he was assistant manager at the Plainfield.

Needles Names Fantanello As Manchester Assistant

HARTFORD—Henry Needles, district manager for Warner theatres, reports Joe Fantanello has been named assistant manager of the State, Manchester, succeeding Harold Freeman, resigned. Fantanello has been with roadshows in the past.

New Britain Clearances Revised in Lob-Lee Case



VARIETY SHOWS ITS HEART—Joe Cifre, Variety Club assistant chief barker (background, left); Al Goldman, projectionist (center), and Mrs. Mary Curley Donnelly, daughter of Mayor Curley, are shown entertaining the children at the Industrial School for Crippled and Deformed Children, Boston, with an afternoon of films. Samuel Lowe jr. of Theatre Candy Co. donated refreshments for the affair. The special screening was made possible by a personal donation of Mayor Curley to aid the campaign for the Children's hospital drive. Bill Koster, Variety Club executive secretary, and Cifre have arranged for home motion pictures to be shown to anyone who will donate a minimum of $100 to the Children's hospital medical center fund.

Stanley Sinskie Promoted To District Managership

NEW BRITAIN—Brookie LeWitt of the Glackin & LeWitt Theatres has announced the promotion of Stanley Sinskie, assistant manager at G&L's Arch Street Theatre, New Britain, to the position of district manager over New Britain, Plainville, and Sound View. Sinskie will work under LeWitt.

Sinskie has been on the Arch Street staff for a number of years.

LeWitt's Strand Theatre in Plainville will drop matinees on Tuesdays, Wednesdays and Thursdays in about a month.

Admission prices have been dropped five cents at the Arch Street, New Britain, and Strand, Plainville. The New Britain house is the first local theatre to come down on theatre admissions.

Walter Flowers has rejoined the Arch Street staff as assistant manager. He was on the staff before the war.

Du Pont Opens New Office

BOSTON—E. I. Du Pont de Nemours & Co.'s photo products department has opened a new New England district sales office here. Frederick B. Astley, former eastern district X-ray sales manager, has been named district manager. William J. Cannon succeeds Astley.

NEW HAVEN—A constant award in the arbitration action of Lob-Lee Theatres vs. five major distributors, now awaiting signature and final disposal, fixes maximum clearances of New Britain theatres and provides that failure to book within a certain period set for any theatre, waives that theatre's clearance.

Accordingly, the Palace follows the first run Strand and Embassy seven days, and must book within 35 days or waive its clearance; the Arch Street follows the Palace seven days, and must book within 21 days; the State follows the Arch Street seven days, and must book within 21 days, and the Music Box follows the State seven days.

The hearing, at which Lou Ginsberg and Bernard Levy of the complainant corporation spoke, revealed that many pictures were not available to them until 420 days and 450 days after first run, in one instance, 530 days. The complaint sought to have the Music Box availability altered to seven days after the Palace and not later than 37 days after first run.

PERSONNEL IN PROCEEDINGS

Intervenors were Connecticut Theatre Corp., for the Embassy and Strand, represented by Attorney Morris Ruff; Peter Perakos for the Palace Theatre, represented by Herman M. Levy; Richardson & Teffs, for the State Theatre. John Dunne appeared for 20th-Fox, George Sharf for Loew's, Inc., Henry Germaine for Paramount, and Barney Pitkin for RKO. The arbitrator was Herbert S. MacDonald, New Haven attorney, judge of the town court of North Haven.

In the matter of the Princess Theatre, Hartford vs. the five major distributors, the complaint is reported settled and dismissed. The complaint stated that the seven-day clearance over the Princess by the Colonial caused hardship in booking, and sought to have its clearance set at 30 days after first run. The complaint was filed Feb. 26, 1947, and no hearing was had.

RIVOLI MATTER HANGS FIRE

The Rivoli (Hartford) complaint against the five majors still awaits appointment of an arbitrator and setting of a hearing date. Joseph Shulman states the run and clearance granted the Hartford Theatre circuit is unreasonable and arbitrary.

The Lyric plays 37 days after the first run, with seven days' clearance over the Rivoli, thereby preventing the Rivoli from booking or playing pictures prior to 47 days after first run, the complaint alleges, and a clearance of 30 days after first run is sought for the Rivoli. It is explained that the Rivoli and Lyric are in separate neighborhoods, more than 1 1/10 miles apart, separated by a park, factories and railroad crossing occupying one-half mile along Park street.

It is further complained that the companies by licensing pictures to the Lyric 37 days after first run, with seven days' clearance over the Rivoli, are preventing the Rivoli from buying or competing with a 30-day run or with any other run with an availability earlier than 47 days after first run, and the Rivoli is, as a result, placed at a competitive disadvantage to all five theatres operated by the Hartford Operating Co. and all other subsequent theatres having an availability earlier than that of the Rivoli.

Elimination is sought of the clearance as between the Lyric and Rivoli, and granting to the Rivoli a clearance of 30 days after first run.



HARTFORD STAGEHANDS CELEBRATE—More than 100 persons attended a dinner in Hartford which marked the 45th anniversary of the establishment of stagehands Local 84 of IATSE. Shown here at the head table are, left to right, Richard Walsh, international president; Hy Fine, district manager for M&P Theatres, who served as toastmaster; Tom Shea, assistant to Walsh, and Ed Comminsky of the Hartford city council.

WORCESTER

Albert J. Dulmaine of the Elm Street and Mrs. Dulmaine announce the engagement of their daughter, Shirley T. Dulmaine, to James C. Gillespie jr., of this city, a naval air corps veteran . . . Nate Goldberg, manager of the Plymouth, had the parents of Rita Johnson in to see her latest, "The Michigan Kid."

Guy Palmerton has changed the date of the opening of the Playhouse to May 26 . . . The Whalom in Fitchburg may have Miriam Hopkins and Frank McHugh in this summer to make guest appearances . . . Tommy Tucker, the maestro, was in Marlboro.

Edward McEvoy, Universal's short subjects chief, who is inaugurating a series of two-reel westerns, is a former Leominster man and his family still operates the Plymouth and Rialto there . . . Mary Roche of this city has left the ingenue lead of "Sweethearts" in New York because of a strep throat.

Leo Lajoie, manager of the Capitol, purchased a new bicycle for his son, who then was made unhappy by ten consecutive days of rain . . . White City park has started its regular season, playing a new circus act each week . . . Albert Hill has resumed at the Plymouth after a leave of absence due to illness.

A man approached another in a restaurant recently, according to Worcester Yank, as the latter was struggling into a topcoat that had been hanging on a hook. "Are you Bob Portle?" the first inquired. "No, I'm not," answered the other. "Well, I am and that's my coat you're putting on," said Portle, manager of the Elm Street, as he took over the coat.

Fred Waring's vaudeville date at the Auditorium was no success and left everybody, including the audience, in an upset frame of mind. Playing at a $4.80 top, the band drew a skimpy crowd of 2,200 in the 3,500-seater. Waring spoke sarcastically to the audience on the poor attendance and rubbed it in until the audience obviously became nettled. Name bands usually are sure-fire in Worcester but theatremen figure Waring's $4.80 top scared 'em away.

Phil Bissell has resigned as chief of service at Loew's Poli and Angelo Pappas has been promoted to succeed him . . . Henry Sullivan of this city has completed the score for "Auld Lang Syne," which John Murray Anderson will direct either in New York or London in the fall.

Nate Goldberg of the Plymouth was interviewed by the Telegram on his recollections of Bert Fitzgibbon, the zany stage comedian . . . With the Park in Spencer having been taken over by the Champ Amusement Corp. of Worcester, the theatre's name has been changed to the Champ . . . Harold Maloney, manager of Loew's Poli, is a sun-lamp devotee.

Mrs. Carolyn K. Staff has been re-elected president of the Better Films Council. Others named are: Mrs. Harris A. Smith, vice-president; Mrs. Stephen P. Foster, corresponding secretary; Mrs. Eric W. Nygren, recording secretary, and Mrs. Leslie B. Philips, treasurer. The revised bylaws were accepted.

Norwich Dailies Cooperate With Contest on 'Sinbad'

NORWICH, CONN.—Joe Boyle, manager of the Broadway, recently worked out a contest with the Norwich dailies on "Sinbad the Sailor."

Names of a number of local residents were scattered on a classified ad page in the Norwich papers, with this note in a box near the top of the page:

"Would you like to attend Loew's Poli Broadway Theatre as the guest of the Bulletin Record?

"Scattered on this page are five names and addresses taken at random from local directories. Read the page thoroughly Sunday and Monday and if you find your name and address listed, simply call at the Bulletin office, identify yourself, and receive two free tickets, good for any day this week, up to and including Wednesday."

Following were picture plugs.

Topline in 'Virtuous'

Van Johnson and June Allyson will topline in Metro's "Virtuous."

'Duel' Bow in Boston Grabs Top Position

BOSTON—"Duel in the Sun" was the big news here last week as it got off to a record-breaking first week at Loew's State and Orpheum. Second in line is "This Happy Breed," in its second week at the Exeter Street. With the closing of "The Best Years of Our Lives," the Esquire went dark for a few weeks for renovations. "The Farmer's Daughter" earned a fourth week at the Memorial.

(Average is 100)

Boston—**Smash-Up** (U-I), plus stage show.....160
Esquire—**The Best Years of Our Lives** (RKO), 20th wk. 95
Exeter Street—**This Happy Breed** (U-I), 2nd wk.....165
Majestic—**The Corsican Brothers** (UA); **International Lady** (UA), reissues.....110
Memorial—**The Farmer's Daughter** (RKO); **Banjo** (RKO), 3rd wk.....120
Metropolitan—**The Homestretch** (20th-Fox); **San Demetrio, London** (20th-Fox).....130
Old South—**Carmen** (Superfilm), 2nd wk..... 95
Paramount and Fenway—**The Sea Wolf** (WB); **The Sea Hawk** (WB), reissues.....100
State and Orpheum—**Duel in the Sun** (SRO).....220

New Haven Has Poor Week; 'Duel' Below Expectations

NEW HAVEN—Business was average or below in downtown and neighborhood houses last week. "Duel in the Sun," at 90 cents and $1.25 admissions, held up on the weekend at Loew's Poli but was under expectations otherwise. At doubled prices it rated 210 on the boxoffice barometer. The feature moved to the College for a second week where it opened big. The rodeo at the Arena, laying to from 4,000 to 5,000 customers nightly, cut deeply into theatre grosses. Detail for the week ended May 14:

Bijou—**The Fabulous Dorseys** (UA); **God's Country** (SG) 90
College—**Sinbad the Sailor** (RKO); **Dick Tracy vs. Cueball** (RKO), 2nd d. t. wk..... 80
Loew's Poli—**Duel in the Sun** (SRO).....210
Paramount—**Buck Privates Come Home** (U-I); **Shoot to Kill** (SG)..... 90
Roger Sherman—**The Locket** (RKO); **Code of the West** (RKO)..... 90

'DITS' Held Over for 2nd Week At Hartford Palace Theatre

HARTFORD—Holding over at the downtowns were "Duel in the Sun," "The Guilt of Janet Ames" and "Sinbad the Sailor." First temperatures in the 80s really hit the trade.

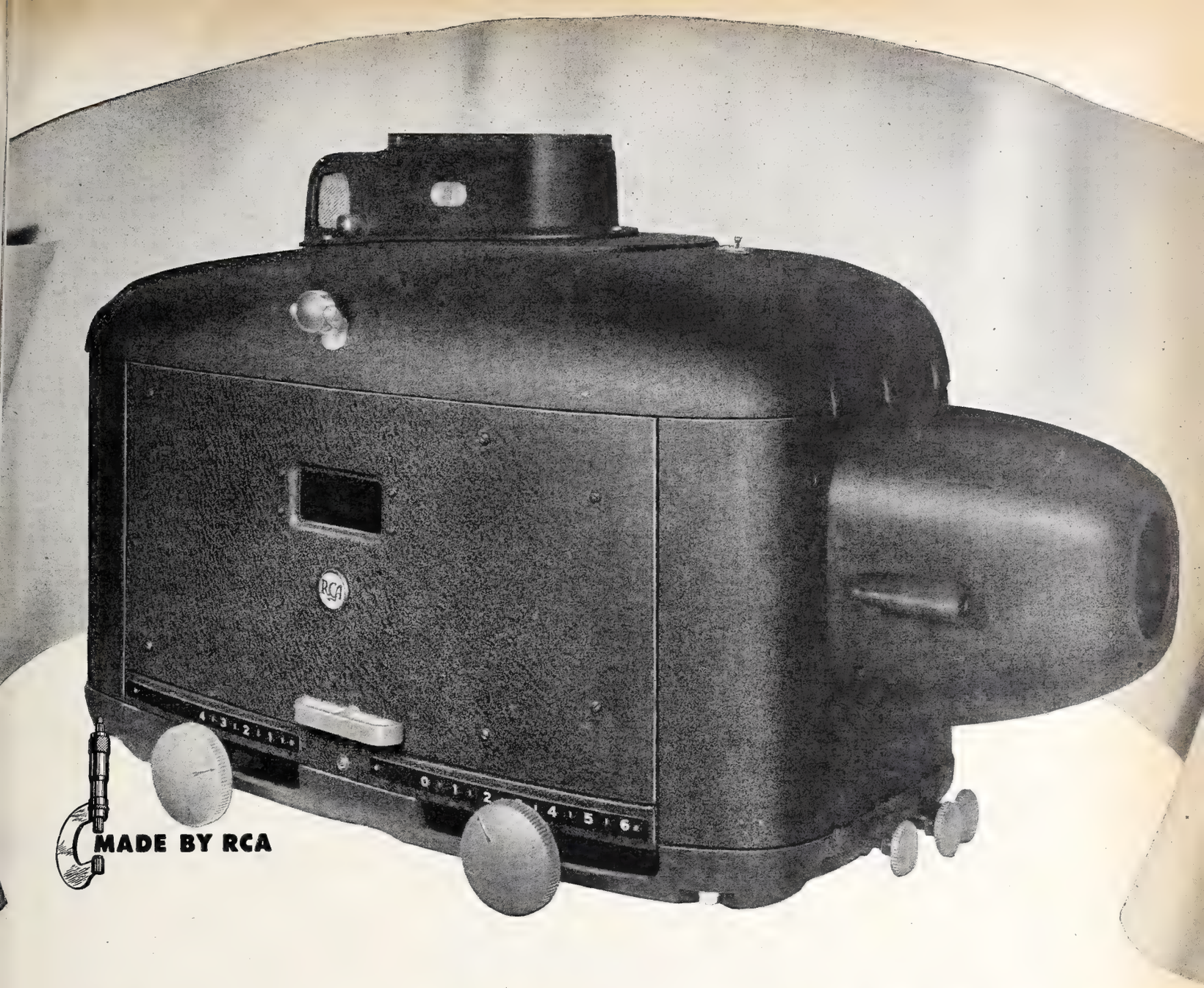
Allyn—**Blaze of Noon** (Para); **Fear in the Night** (Para) 140
E. M. Loew's—**The Guilt of Janet Ames** (Col); **Blind Spot** (Col), 2nd wk.....160
Poli—**Carnival in Costa Rica** (20th-Fox); **The Brasher Doubloon** (20th-Fox).....125
Palace—**Duel in the Sun** (SRO), 2nd wk.....175
Regal—**Sinbad the Sailor** (RKO), 2nd wk.....110
Strand—**The Egg and I** (U-I).....150

Music Box Is Rendezvous For Old Industry Friends

NEW BRITAIN—One of those unscheduled "industry conferences" took place in front of the Music Box Theatre here one night last week.

Bernie Levy and Lou Ginsburg of Amalgamated Theatres were talking with Les Markoski, Music Box manager, when Joe Spivak of the Connecticut Theatre Candy Co. happened to come on the scene. A little later, Nick Kounaris, partner in the Newington Theatre, happened to walk by.

It seems that the Music Box is a gathering spot for old pals. The next day, Allen M. Widem, Hartford area correspondent for BOXOFFICE, was talking with Markoski in the Music Box lobby when Joe Rader, a theatre sign artist a number of years back when Les was assistant manager at the Proven Pictures Theatre, Hartford, came by to say hello. Joe is a cigar salesman now.



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Boston 16, Mass.

NEW HAVEN

Milton Hyams, MGM salesman here the last 14 years, has been promoted to the New York exchange . . . When the new PRC Boston-New Haven district manager comes around to visit the Elm city, film men will see a familiar face, Tom Donaldson, former MGM manager here, and more recently Leo's manager in Boston.

Sports department: Barney Pitkin, RKO manager, was a guest at the RKO annual golf tournament in Westchester . . . Exploiteer Bob Kaufmann of 20th-Fox and Nick Franzone, Stamford Theatre publicist, saw the possibilities of Circle E dude ranch, and promoted a week's riding vacation as prize for the winner of a contest run in connection with "Homestretch" at the theatre.

The Poli, New Haven, baseball nine refuses to take defeat from the College team, captained by William Ferrigno, and a return engagement to wipe out that 13-8 score was scheduled . . . Auto race enthusiasts at the Rock will see bannered cars and boys in special sweatshirts, all ballyhooing "Duel in the Sun" . . . For indoor sports: MGM has padded gin rummy score sheets headed "Can you beat this score? 17 Oscars in 11 years!" . . . The SPCA prohibited the pony drawing at the Stamford.

Mike Nuzzola, 20th-Fox salesman, just refused $7,000 for his wonder dog, Boot, recently discharged from the marines . . . Rosalyn Schiff of Modern Theatre Supply and Caroline Marra of Republic are sunbathing at their adjoining cottages at Prospect beach, and even listening in on the same party line . . . Belief is the rodeo's success was no help to boxoffices last week, to say nothing of the boys from the audience who tried to ride the bucking bulls and won't be able to go to the films or anywhere else for weeks!

Travelog: The Dr. J. B. Fishmans are back from a whirlwind 19-day trip to the Grand Canyon; San Francisco and Los Angeles, where the Allied president addressed the west coast exhibitors in convention, and where they saw the stars and the studios; New Orleans, and points between . . . Lou Cohen, manager of the Poli, Hartford, is off for an auto trip to Maryland and Virginia, while Fred Greenway keeps one eye on each of the two Poli houses.

The Lou Browns of the Bijou will spend their 29th anniversary doing a few New York high spots . . . Joe Mansfield of Eagle-Lion was in town to prepare the town for "Adventuress" at the Bijou; also visiting his old friend, Sid Kleper . . . Tom Duane, district manager of Selznick, and Assistant Frank Lydon were in from Boston . . . Ed Fitzgerald, former booker at New Haven Paramount exchange, more recently on the Boston sales staff, is now in Atlanta as booker at that branch . . . Harry Germaine came in from Boston aglow with popcorn activity . . . Arthur Ehrlich, student auditor, was in from New York for a few months' stay at the New Haven MGM exchange.

Paul Glasso, on furlough from the marine corps, stopped in to say hello to his former 20th-Fox buddies . . . E. X. Callahan was also in to see the Foxites on a regular district manager's call from Boston . . . Allen Widem, BOXOFFICE correspondent at Hartford, breezed in for a visit . . . Lou Rogers, eastern ad sales supervisor, was another visitor at 20th-Fox.

Groundwork: Special screening last Friday for top exhibitors in the area was arranged by Bucky Harris of RKO on "Long Night," due here in August. Following the showing the showmen were guests at a Hotel Taft luncheon, hosted by Terry Turner of York, RKO field head, and Harry Reiners, eastern supervisor of the field staff.

For "The Best Years of Our Lives," Bucky Harris landed a six-town tiein with First National Stores, including Madison, Saybrook, Deep River, Essex, Clinton and Guilford, arranging for these stores to place heralds on the two engagements in each grocery bag. The picture will play Madison and Saybrook each four days, following three weeks at the Klein Memorial, Bridgeport; two at the Bushnell Memorial, Hartford, two at the Victory, New London, the Shubert, New Haven, has the feature for four weeks. In the window of the I. J. Segal jewelry store at New Haven, Harris planted a large Oscar replica.

Poli managers Matt Saunders, Bridgeport; Morris Rosenthal, New Haven; Ed Fitzpatrick, Waterbury; Mollie Stickles, Meriden; George Freeman, Springfield; Monk Maloney, Worcester, and Joe Boyle, Norwich, will be at Boss Harry Shaw's office for a special meeting and screening of "Homestretch." That same night they will attend a sneak preview at the Strand, Hamden, of "Miracle on 34th Street."

Bob Kaufmann, who racks his brain for dear old 20th-Fox, is getting together 30 merchants for a screening of "Miracle" May 27, since the picture has a department store background. The rest will be easy—just walk in and get the co-op ads . . . Sid Kleper and Norman Levenson at the Bijou piled on tricks to boost the second week of "Duel in the Sun." WNHC and WELI both carried contests. "Duel" trailers and lobby displays were prominent at the Poli and Bijou.

Miscellany: Co-chairman for the women's special gifts division, New Haven Jewish welfare fund, is Mrs. Dan Pouzzner (Middletown theatres); and team commanders include Mrs. Samuel Bailey (Westville Theatre); Herman M. Levy, (Connecticut MPTO executive secretary), and Barney Pitkin, RKO manager . . . Leonard Sampson, cooperator of the Lincoln, was interviewed and "mugged" for Glimpse last week, gave the distaff side a deal: "I'm a sensible person, so why not vote for a woman as mayor? A woman can do a job as well as a man—certainly in politics" . . . The Victory celebrated Mother's day appropriately with "Mamma," starring Beniamino Gigli.

That alert attitude in the PRC office is happiness over attaining third place in the Harry Thomas drive, and determination to wind up first . . . Phil Gravitz, MGM booker, is dreamy about that trip to the coast he may win in the bookers' drive if exhibitors continue to cooperate. Phil is now second, but that doesn't get him far enough west . . . Sam Wasserman opens the Clinton Playhouse for stock June 23, with Carol Hughes as leading lady.

Marc Connelly to Post In Yale Drama Dep't

NEW HAVEN—Marc Connelly, known to Hollywood chiefly as author of "Captains Courageous" and author and director of "The Green Pastures," will be associate professor of playwriting at the Yale university department of drama as of next fall, filling the vacancy caused by the retirement of Walter Prichard Eaton.

"Connelly's interest in helping young playwrights was the deciding factor in his acceptance of the post at Yale," commented Prof. Boyd M. Smith, chairman of the department.

The new appointee is president of the Authors' League of America, director and treasurer of the Dramatists guild and a member of the National Institute of Arts and Letters.

Levy Invites Complaints On Theatre Inspections

NEW HAVEN—Herman M. Levy, MPTO executive secretary, invites exhibitors to register complaints with him on methods, manners or attitudes of state police inspectors. In the past, he states, such complaints have resulted in correction of the situation, since the department is "proud of Connecticut's theatre safety record and the cooperation of the industry toward that end wants nothing to interfere with either of those accomplishments."

Exhibitors are urged to watch refilling of fire extinguishers and reporting by managers of "correction slips."

Town Sues Theatremen For Damage to House

WORCESTER—Following more than two years of controversy between the selectmen of Orange, Mass., and the Garbose Bros., who formerly operated the Orange Town Hall Theatre, the selectmen have brought suit against them, seeking damages of $20,000. The action is returnable August 4. The selectmen say the alleged damage occurred in 1945 when the Garbose Bros. moved out of the town hall following a court eviction order. In the process of moving, they are charged with destroying the projector booth and causing other damage.

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Hartford Columnist Assails Trend to Longer Pictures

HARTFORD — Charles Niles, Hartford Times columnist, had this to say under the heading of "Protest on Seeing Double":

"A present-day trend of thought in picture-making is that a movie to be good must be long. That makes a great many films far too lengthy. Yet there are fine films which require length. Point is, however, that most theatre programs have an extra long feature picture on view and what happens? They are asked by their district offices and exchanges to add a secondary feature which in most cases shouldn't happen to a manager, let alone a moviegoer.

"As a result, countless admirable short films are going to waste because there's no room on the average movie bill. Such a waste ought to be stopped, and could be, if all theatre circuits would get together. Even the small minority—and we believe it is small—which demands double features, would take the single bill and like it.

"There's only one good reason for running a co-feature film, and that is if the main talkie happens to be a 'smellie.' But that isn't very often, and would be less frequent as time went on, under the single bill program. Wonder what other moviegoers think about this?"

Springfield Critic Applauds Influx of British Pictures

SPRINGFIELD — Hailing the advent of British films as "a healthy condition," W. Harley Rudkin, theatre critic for the Daily News, recently said that such productions should provide "competition for Hollywood."

Writing in his weekly column Off Stage, Rudkin discussed the "so-called invasion of foreign movies in the American market." He wrote:

"Of interest to Springfield theatregoers will be the news that a series of English-made films will soon be making their appearance at the Broadway Theatre, starting with Noel Coward's 'Brief Encounter.' Whether the pictures are good or bad, this seems a good omen, particularly in view of the fact that we are hearing a great deal these days about the so-called 'invasion' of foreign movies in the American market.

"These pictures, which are under the aegis of the J. Arthur Rank Organization, will be released largely through a company known as Prestige Pictures, Inc., and according to a representative of that company, who called on me this week, the Broadway showings will consist of the best of the importations.

"He said that Springfield can expect to see such pictures as 'This Happy Breed,' 'The Adventuress,' 'Odd Man Out' (if New York ever gets through with it), 'Great Expectations,' 'Black Narcissus,' 'Daybreak' and others which have been receiving a considerable critical acclaim.

"This advent of British films is a healthy condition, if only to provide competition for Hollywood. I have noticed in the past that English-made movies seem to fall into two distinct categories: Very good and terrible, with nothing in between. I would like to see 'The Scoundrel' come back, if only to discover whether the enthusiasm I lavished on it then can hold over to today."

New Seats Installed at Baltic

HARTFORD—The Jodoin Theatre, Baltic, Conn., was closed several days recently while new seats were being installed.

Hartford Takes No Action On Censorship Proposal

HARTFORD—The city council adjourned its meeting last week without taking action on a request of the Juvenile Commission of Hartford that a board of review be named to pass on motion pictures shown here. Mrs. Robert F. Gadd, a member of the commission, explained in caucus that the request was prompted by showings of the film "Duel in the Sun," which she described as "obscene and full of sex."

Stresses Old Jolson Songs

ALBANY—Paul Wallen, manager of the Leland, arranged a special newspaper advertising campaign for the revival of Al Jolson's old starrer, "Hearts of New York." Copy played up the list of Jolson song hits.



"Playing the market or reading the Selling Seats section in BOXOFFICE?"



BOSTON 16, MASS.—Independent Theatre Supply Co., Inc., 28 Winchester St. Telephone: LIBerty 0051.

BOSTON 16, MASS.—Joe Cifre, Inc., Complete Theatre Equipment, 44 Winchester St. Office Telephone: LIBerty 0445. Emergency Telephone: PREsident 1799.

When the lamps are **STRONG** *the picture is bright!*

BOSTON

Wellesley College is establishing a summer theatre and school to operate under Eldon Winkler, director of the Wellesley Theatre workshop and the Wellesley Barnswallows. Also on the staff will be Professors Frank McMullan and Edward C. Cole of Yale and Prof. Charles Rogers of Amherst. Classroom instruction will be supplemented with actual experience in the college's summer theatre. There will be a small resident company of professional actors and technicians with visiting guest stars. The summer theatre will present five productions in Alumnae hall starting early in July.

Nick Boschetti, manager of the Star in Lawrence and son of Frank Boschetti, owner of the Star and Premiere, is in a hospital after an appendectomy. The Boschettis have had a bit of hard luck lately, as Frank has just been discharged from the hospital after an attack of pneumonia . . . Lionel Irwin, son of Mrs. Helen Irwin of the Palace, Penacook, N. H., was booking . . . Mike Bruno, Tilton, Tilton, N. H., was showing off his box seats for the Red Sox-Yankee game at Fenway park.

Roy Smith, owner of the new Park, East Walpole, accepted congratulations from Filmrow friends after his grand opening. The Park is an attractive suburban theatre.

Construction has started on a new theatre in Enfield, N. H., adjoining Lebanon. The house will seat about 400 and is expected to open in the fall. Mr. and Mrs. Paul Archambeault and Mr. and Mrs. Morris LeBlanc are owners. Archambeault was formerly with the Opera House, Lebanon.

Edward Dobkin, in charge of maintenance at MGM, was presented a 20-year pin by Jack Byrne, eastern division manager, with Herman Ripps, district manager and Benn H. Rosenwald, resident manager, and other members of the MGM family offering congratulations . . . Jasper Hone of Presque Isle, Me., will rebuild his theatre, burned to the ground in April . . . Mrs. Lillian Kegan, Gaiety, Van Buren, Me., has purchased a new Frazer automobile . . . Nellie Shea, of the Wilbur, Eastport, Me., and the Eagle, Lubec, Me., is up and around again after her recent illness. Mrs. Shea is a veteran exhibitor.

A. C. O'Neil of Saco, Me., has reopened the Auto Theatre, Maine's only drive-in . . . "Art" Bowen, Oakfield, Oakfield, Me., and "Dutch" Millett, State, Bridgton, Me., are working on their fishing gear in preparation for a private fishing party as soon as weather permits.

The government's plan to build a huge airport for overseas planes at Limestone, Me., definitely favors Noel Leighton, owner of the Star, the only theatre in the town . . . Wilbur Peterson, who recently sold the Orpheum, Somerville, to Louis Stern, visited his old friend, Sam Horenstein, Manley representative . . . Marion Bell, MGM secretary, is planning a vacation in Bermuda. She and a girl friend are taking a ship to the island, to remain there nine days and will then fly back to New York. They are leaving May 28.

"The Best Years of Our Lives" closed after a 20-week successful run at the Esquire. The house will remain dark for a few weeks for renovations. A major company is reported dickering with the owners to show a top picture on a roadshow basis. "Best Years" opened May 22 at the Keith-Boston at regular prices. The usual vaudeville bill was dropped for the run.

Harry Goldstein, eastern exploitation representative for Allied Artists and Monogram, was in town on the advance for "It Happened on Fifth Avenue," which opened at the Paramount and Fenway . . . Al Fowler, 20th-Fox publicist, arranged a screening of "Miracle on 34th Street," followed by a buffet luncheon at the screening room for members of the Boston Retail Board of Trade.

A get-together meeting and dinner was held in the Statler for representatives of RCA; its New England theatre supply dealers, the Capitol Theatre Supply Co. of Boston, Louis Phillips, Inc., of New Haven, and the RCA Service Co., Inc., of Camden and Boston. Among those present were: M. F. Blakeslee, New York, regional manager of RCA; A. Josephson, New York, regional sales manager; M. H. Bennett, New York, district sales manager; Kenneth Douglass, manager, Capitol Supply; Louis Phillips, New Haven; J. Mauran, Boston, district manager, RCA Service, and C. Johnson, W. W. Jones, F. Gray, W. Hawkins, D. Falco, W. Spear, W. Gliggett, C. Fish, N. Barberi, L. Cimikowski, W. Armstrong, H. Burgess, F. Gookin and L. Lakewitz.

A tradeshowing of Admiral Byrd's "Discovery" was given by Embassy Pictures Corp. Tuesday (20) with Joe Levine, president, and Harry "Zippie" Goldman, vice-president, hosting the affair. A gala opening night is planned for the picture June 5 at the Center Theatre. Admiral Byrd will make a personal appearance.

The condition of Arthur Howard, president of Affiliated Theatres, Inc., who went back to the Newton-Wellesley hospital for a second major operation, is considered encouraging. He is showing marked improvement for the first time since he was taken seriously ill.

Devonshire Film Co. has granted franchise on its reissues to the Capitol Film Co. of Chicago, operated by Henri Elman, and in Pittsburgh to the Crown Film Co., operated by Max Shulgold.

Regal Pictures Corp., headed by Irving "Mac" Farber, announced the first run showing of the Italian film, "The Barber of Seville," will be at the Kenmore starting May 25. The operatic picture stars Tagliavini, Gobbi and Nellie Corradi and has narration by Deems Taylor.

News from United Artists: Mr. and Mrs. Clayton Eastman celebrated their 20th wedding anniversary . . . John Dervin took Mrs. Dervin and two children Brenda and Johnny jr. to the circus . . . Phil Engel spent a few days in New York on company business. While there he went in to see his old friend, Jack Markle, manager of the Broadway Theatre, who is enjoying his first Broadway managerial post. Phil also reports the following UA pictures will play in Boston within the next few weeks: "Ramrod," "The Red House," "Fun on a Weekend," "Carnegie Hall" and "Dishonored Lady."

Frank Meadows, New Haven manager, was in town conferring with District Manager Clayton Eastman . . . Julius Levine, home office auditor, was in for a few days.

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Victoria the Locale For 'Smoke Bellew'

From Canadian Edition

VICTORIA—Sidney Salkow of Columbia Pictures, Hollywood, has been here arranging production of the new Jack London film "Smoke Bellew," a rough-and-tumble novel of the days of the Yukon gold rush of 1898.

"We were faced with either making the picture on the back lots of Hollywood or getting its original background on film," Salkow explained, "and that's why Hollywood, for a time at least, has come to Victoria and the island.

"If we went to the Yukon, the original background of this story, we would be faced with adverse weather conditions as well as the fact that we could not obtain the personnel for the general shots of the story."

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Lou Phillips Acquires Equipment Concern

NEW HAVEN—Lou Phillips, in the theatre equipment business on Meadow street for the last 18 years, has become owner of the Modern Theatre Equipment Corp. of which he has been general manager since 1934 and vice-president since 1937. In addition to equipment lines that have been handled by the concern, the franchise for Connecticut has been acquired for all RCA products. The new setup will operate under the name of Lou Phillips Theatre Supplies, Inc., with Phillips as president.

The business will continue at 130 Meadow St., where the offices will be completely renovated, the inventory considerably enlarged, and the office staff increased. Says Phillips: "Five RCA engineers will be maintained in the field, and we will meet in every respect theatre needs and new ideas for progress which in so many instances have been awaiting the end of the war to be adequately fulfilled."

Phillips looks forward to offering RCA television equipment, in both black and white and color. He feels television is making sensational strides which will later make it of great concern to theatres. Meantime he considers sound, expert equipment installation and modernization as a "must" to the exhibitors who cater to patrons becoming more and more discriminating.

Phillips first learned equipment as booth operator at the old Star, New London, 30 years ago. Discovering he had a definite mechanical flair, as well as a laugh-producing comedy act, he sold himself to the Majestic Theatre Co., operating out of Providence, as a "dual feature," running the motion picture shows from the booth, then snapping into his act on the stage. He later became manager of the Westerly Theatre and of the Opera House in Exeter, N. H., for Sam and Nate Goldstein. His first venture in the supply business was to open a New Haven branch of Harry Asher's Boston Motion Picture Supply Co. on Meadow street; later ventures including the Independent Movie Supply Co.; sale of his business to National Theatre Supply Co. for which he managed here seven years, and association with New York interests in Modern Theatre Equipment Corp.

Theatre Rumors Plentiful In Hartford Trade Area

HARTFORD—Reports of proposed new theatre construction in this area continue.

The usual rumors of impending construction in Bloomfield, Rocky Hill, and other suburbs without theatres are heard persistently. At present none of these projects has gone beyond the conversational stage.

Right now, here's the box score of actual projects in the works in this territory:

E. M. Loew's Drive-In, in suburban Newington, has not opened yet, although construction got under way last year.

A group of businessmen has been going ahead on a new open-air theatre between New Hartford and Winsted.

J. George Schilke, West Hartford realtor, still has a sign on a New Britain avenue, Elmwood, site, announcing that a 1,000-seat theatre and stores will go up.

Just when the above three locations—and rumored others—will open for business remains a question.

Borrows From Warners

United Artists has borrowed Wayne Morris from Warners for a role in "The Time of Your Life."

Deletion of 10% City Tax In Bay State Bill Asked

BOSTON — Theatremen over Massachusetts are breathing somewhat easier since the action last week of Mayor McLean of Beverly, who asked a legislative committee to accept his recommendation that the 10 per cent municipal tax on admissions inserted in house Bill 1,393 be deleted.

With McLean at the state house hearings were proponents of the bill, which has been sponsored by the Mayors Ass'n of Massachusetts. They were introduced by McLean and all spoke.

McLean said that the 10 per cent admission tax clause was inserted into the 42-page bill at a time when there was considerable publicity being given to the possible reduction of the 20 per cent federal impost. Since this latter reduction has not yet materialized, it was McLean's attitude that the additional 10 per cent municipal impost be abandoned.

The bill now will be considered along with a report from Governor Bradford's special commission studying Massachusetts tax structures. Observers say it is doubtful if the admissions tax will be included at that time.

If the governor's commission refuses to recognize the admissions clause, there will be no more legislative matters affecting the industry to come before the present session at the state house.

NEW HAMPSHIRE

Stage and screen celebrities who have visited in New Hampshire were named by Edward J. Gallagher, Laconia newspaper publisher, in a speech at the recent Vacation Business conference in Gilford. Among them were Bette Davis, Will Cressy, Fanny Brice and Billy B. Van . . . The newsprint shortage has forced the Rochester Courier to make drastic cuts in news copy and to advance its advertising deadline.

Riverside Manor, new amusement spot in Farmington, opened May 23 with a floor show and dance music . . . The State Theatre in Manchester was packed during the recent engagement of "The Best Years of Our Lives" . . . "The Jolson Story" has been brought back to the Manchester Palace.

Dates for New Hampshire county fairs to be held next fall have been announced. They are: Sandwich Town and Grange fair, Sandwich, October 13; Union Grange Fair Ass'n, Plymouth, September 9-12; Rochester Agricultural fair, Rochester, September 15-20; Chesire Fair Ass'n, Keene, September 4-6; Coos and Essex Agricultural society, Lancaster, August 29-September 1; Contoocook Valley fair, Contoocook, August 30-September 2; Deerfield Fair Ass'n, Deerfield, September 26-28; Mascoma Valley Fair Ass'n, Canaan, August 26-28, and Pittsfield Agricultural fair, Pittsfield, August 26-30.

Reports of strong support for a proposal to license bookmakers in Massachusetts have started rumors in the New Hampshire legislature that legislation may be introduced to legalize bookmaking in this state . . . A new projector, ordered some time ago for the schools in Barrington, has arrived.

Benjamin F. Swiezynski jr., who has resumed film production work in Exeter after serving as a pilot with the army air corps in the war, entertained a recent assembly of Exeter High school students with a color film taken on the Hump flight from India to China. Swiezynski narrated the 45-minute film and used recordings as musical background.

Lone Star ranch, popular outdoor theatre between Manchester and Nashua, where radio hillbilly troupes are featured, opened for the new season May 18 . . . The New Hampshire Fire Insurance Co. of Manchester insures the jewels and personal property of a number of Hollywood stars, including Sonja Henie, Edgar Bergen and Bette Davis.

School children of Portsmouth recently were given a theatre party at the Civic Theatre as guests of the management and the Exchange club, as a reward for their work in the Portsmouth cleanup campaign.

Joe Levine, president of Embassy Pictures here and also of the newly formed Discovery Pictures Corp. with offices at 1560 Broadway, New York, has returned from New York, where he made arrangements for the world premiere of "Discovery." The picture will open at the Center Theatre, Boston, June 5, with Admiral Byrd appearing in person. "Discovery" is based on the two books, "Alone" and "Discovery," written by Admiral Byrd describing his trips to Antarctica.

To Film Arctic Scenes

From Central Edition

KENOSHA, WIS.—Documentary films of the Caribou Eskimos and the Barren Grounds Caribou of the north territory of Canada will be sought this summer by Lewis P. Rasmussen, local wild-life photographer, and his wife Betty, in a trek that will take them to the Arctic circle. The couple will leave here in June, heading for Eskimo Point, one of the far north outposts of the Hudson's Bay Co.

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HARTFORD

Harry F. Shaw, division manager for Loew's Poli Theatres, visited Lou Cohen of Loew's Poli and Fred R. Greenway of Loew's Poli-Palace . . . Phyllis Selvin, secretary to A. M. Schuman, Hartford Theatres, has returned from vacation.

New faces: Barbara Gelty, candy girl, and Joe Lang, new usher, Loew's Poli . . . The husband of Elsie Jardin, Loew's Poli cashier, is off the sick list.

Howard Harrison, manager of the State Theatre in New Britain, made a nice deal with Birnbaum's furniture store in downtown New Britain on "The Jolson Story." Howard ran a trailer plugging the store on the screen and the store in turn came through with window displays and time on the store's radio program. A record title-guessing contest also was promoted, with winners getting records at the store.

Walter Lloyd of the Allyn reports Milt Milcowitz, who was formerly on Walter's staff at the theatre, is now in the frozen foods business at Barrington, Mass.

Joe Borenstein of the Warner Strand in New Britain and Joe Miklos of the Warner Embassy recently attended a circuit managers meeting in New Haven . . . Ernie Grecula, the Hartford Theatres advertising-publicity director, is noting his 11th wedding anniversary.

Helen Rowinski, cashier at the State Theatre in New Britain, will be married September 6 to Bill Fearn of Meriden.

New lobby transparencies have been installed at the Colonial . . . Jon, 2-year-old son of Gene Caron, Colonial, and Mrs. Caron, has recovered from an illness . . . Pat McMahon, owner of the State Theatre in New Britain, has opened a new tobacco and novelty store on Main street there near the State . . . Ernie Grecula used a street gag on "Blue Skies," playing at the Rialto, in the south end, with an usher carrying a sandwich sign through the streets.

Mr. and Mrs. A. M. Schuman and Ernie Grecula recently attended a special screening of "The Egg and I" at the U-I exchange in New Haven.

Candy prices have been dropped from six cents to five cents at the Arch Street, State and Music Box theatres in New Britain . . . Adeline Miekowski is the new cashier at the Music Box.

Max Abramson, UA praise agent from New York, was here on "The Fabulous Dorseys" . . . George Franklin is new doorman at the Regal . . . Carl Cotia, brother of Jimmie Cotia of the Regal, is recovering after that serious operation.

Johnnie D'Amato, manager of the Palace Theatre in New Britain, reports collection of $70 at the recent personal appearance of actor Charles Quigley at the Palace . . . Johnnie's office has been redecorated.

Marie Lamo has been recuperating from an appendectomy . . . Harry Hoff, the Strand's electrician, tells us that the theatre has a new house cat, called Henry Lord II, and "gymnastically inclined."

John Dubicki, assistant manager of the Palace Theatre in New Britain, and his bride, the former Gloria Rowa, have returned from their honeymoon.

Frank Daly, assistant to Joe diLorenzo, Connecticut district manager for Daly Theatres Corp., had an operation last week . . . "Bones" Hamilton, whose dad Bob, manages the Gem, Willimantic, is singing with a band in northeastern Connecticut.

Lester Markoski, manager of the Music Box Theatre in New Britain, and Herm Doucette, assistant manager, have bought a two-family house in New Britain and soon will move their families into town.

Pat Buccheri, manager of the Rialto Theatre here, was married last week to Estelle J. Wendish . . . Lou Cohen of Loew's Poli and Mrs. Cohen were on a one-week vacation . . . Mr. and Mrs. Homer Ball, old friends of Ernie Grecula, visited Hartford briefly last week. Ball was a fellow usher of Grecula's 15 years ago at the Cameo Theatre down in Bridgeport. Mrs. Ball is godmother of Penny Grecula, one of the two Grecula girls.

Mr. and Mrs. A. M. Schuman, Ernie Grecula and Jim McCarthy were among Hartford area show folk attending a special luncheon and screening of "The Long Night" given by RKO in New Haven last week.

Dean Barrett, formerly manager of the Rialto here and the Astor in East Hartford, is now a junior partner and vice-president of Maurice Zell's Theatrical Enterprises, New York. Zell handles theatre promotions.

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4 Insertions for the Price of 3

Sound View House to Reopen

SOUND VIEW, CONN.—Mrs. Margaret Glackin will reopen the local Strand Theatre, a summer film house, some time in June.

Dunn Replaces Haley

Alla Dunn has been set by Douglas Fairbanks jr., to replace Michele Haley in Universal's "The Exile."

Restrictions on Materials Don't Faze Drive-In Men

WORCESTER, MASS.—Any plans for new theatres in Worcester must remain in the formative stage because of official restrictions, but the shortage of critical materials is not holding up the building of open-air film theatres. Three new ones are under way in the area.

Down in Millbury, Wilfred Bernard is almost ready to open a 500-car drive-in on the Worcester-Providence turnpike. It will be known as the Motor Inn. In Mendon, Fred Parker of Bellingham will operate a drive-in opposite the Mendon airport. And in Lunenburg, near Whalom Park, two Leominster war veterans are working on a drive-in that they expect will be ready for the warm weather.

North Grafton is looking ahead to the day when it will have its own indoor theatre. George W. Johnstone has announced that the Johnstone building, destroyed by fire in February, will be rebuilt to include a film theatre seating 450 persons.

The plan of E. M. Loew to erect a theatre on Grafton hill in this city is being held up by the Office of the Housing Expeditor, which does not permit scarce building materials to be used for new amusement enterprises. Max Finn, general manager for E. M. Loew, said he does not know of a new theatre being built in New England due to restrictions. However, the Grafton hill house, seating about 1,200, will get under way as soon as the government drops its limitations.

Another indoor theatre is planned in the new business building at Southbridge and Cambridge streets here.

Name Stays With Theatre, Judge Goodnow Decides

MANCHESTER, N. H.—Mrs. Catherine Bruno, who recently reopened the former Empire Theatre here as the East Manchester Neighborhood Theatre, still retains the right to exclusive use of the name "Empire Theatre" in Manchester, according to a decision recently handed down in superior court here by Justice John R. Goodnow, who permanently enjoined Lucien Descoteaux, who formerly operated the house, from using the name.

Mrs. Bruno has announced she soon will change the name of her theatre back to the Empire. It was reported that Descoteaux had planned to give the name to a new theatre which he intended to build in the same section.

To reach his decision Goodnow went through a maze of leases dating back to 1914, when Andrew Bruno built the first Empire Theatre. Descoteaux, who also owns the Rex Theatre here, leased the Empire from 1930 to 1946, when he and the Bruno heirs reportedly disagreed on the terms of a new lease.

Bruno fought the use of the name "Empire" when Mrs. Bruno reopened the theatre, on the ground that he had spent considerable money on advertising the name, and Mrs. Bruno decided to call it by another name.

Goodnow's decision said: "The name Empire, as placed upon the building originally by Mr. Bruno, was intended to describe the theatre building erected and owned by him, and not the person who might be carrying on the theatre business in the building from time to time."

Variety Meeting Set

NEW HAVEN—Variety Club members will have luncheon May 26 at the Seven Gables Towne House here. Barney Pitkin, president, urges members to attend so that club events may be discussed. Permanent quarters also will be considered.

New Houston Drive-In Is Officially Opened

HOUSTON—The Shepherd, Houston's newest drive-in, located on North Shepherd drive just beyond the city limits, was opened Friday, May 23.

It is the second de luxe drive-in to be opened in Houston by Underwood & Ezell this year and the third operated in Houston by this company. They also operate drive-in theatres in Dallas, Fort Worth, San Antonio, Waco and Pharr.

The modern design of the Shepherd combines both beauty and operating efficiency. Designed by Jack Corgan of Dallas, it offers the newest developments in drive-in theatre engineering. The arena is paved throughout and each ramp has been engineered to a fraction of an inch to insure perfect vision for each patron. Special lighting makes it possible for cars to move in and out of the theatre with safety. Each car is provided with an individual speaker with a sound-volume-control button to adjust the sound to the exact volume desired.

A snack bar is located in the center of the park where cold drinks, popcorn and candy may be sold.

The Shepherd will change programs four times each week.

Sales Tax Shows Rise In Oklahoma Theatres

OKLAHOMA CITY—Theatres and tent shows recorded an increase in sales tax and a decrease in use tax for the month of March as compared to the same month in 1946, according to the Oklahoma Tax commission's research division.

There was an increase in both sales tax returns and sales tax collections for theatres and tent shows. The report showed 363 returns filed for $28,488.30 as compared to 308 returns for $26,118.79 for March 1946. This is a 9.07 per cent increase.

Other amusements and athletic events also showed an increase of 1.17 per cent in sales tax returns.

Theatres, tent shows, other amusements and athletic events, all showed a loss in use tax collections for the month.

C. W. Owens' Giant Project Approved by Washington

NEW ORLEANS—Chester W. Owens, prominent New Orleans real estate owner, has received federal permission to begin work on a $7,600,000 building project on Paris avenue at Mirabeau and Duplessis streets, to include 1034 apartment dwellings and a tremendous shopping center, in which there will be a theatre seating about 5,000, a super market, a department store, a beauty parlor, a barber shop, a laundry, and a dry cleaning shop.

Meeting of Gulf Allied In New Orleans June 3

NEW ORLEANS—The recently organized Allied Theatre Owners of the Gulf States will meet here June 3 at the Jung hotel.

The new association will open a permanent office in New Orleans and will engage a full-time office staff to coordinate the group's work on legislation and on exhibition problems confronting the industry. The organization will be affiliated with National Allied.

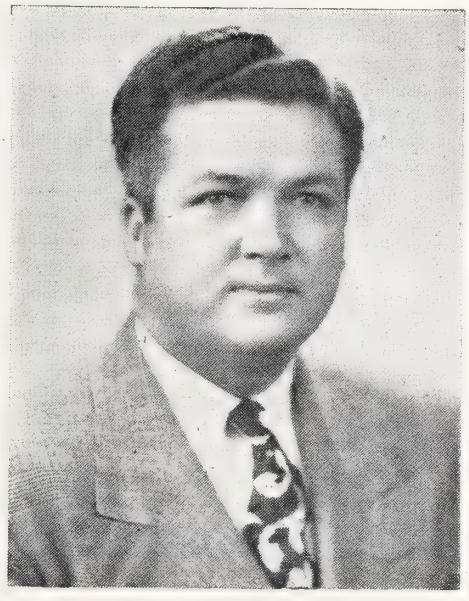
The first meeting of the group was held May 6, 7 at the Bentley hotel in Alexandria. Officers elected were W. A. Prewitt jr., New Orleans, president; Don George, Shreveport, La., vice-president, and Abe Berenson, New Orleans, secretary-treasurer. Directors elected were Max A. Connett, Newton, Miss.; Milton Guidry, Erfath, La.; Nick Lamantia, Bogalusa, La.; Joe Guillory, Oakdale, La.; D. B. Fiske, Oak Grove, La.; Harold Bailey, New Orleans; Frank Corbitt, Laurel, Miss., and Bill Butterfield, Ruston, La.

These officers and directors will serve for a period of six months. At the end of this time new officers will be elected at a general meeting to be attended by all exhibitor members from the gulf states area, covering all theatres served out of the New Orleans exchanges. Prewitt also has invited all theatre owners in the gulf area who do not use the New Orleans exchanges to join the organization.

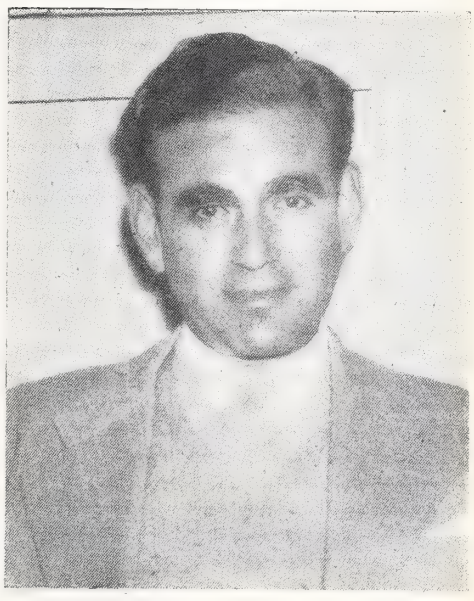
Prewitt is president of Associated Theatres, a circuit of ten houses, and sales manager of the American Desk Mfg. Co., for whom he came to New Orleans in 1937. He built his first theatre in Francisville in partnership with Lionel J. Langlois of New Roads, La., and since has built seven other theatres, most of them in Mississippi. During the war Prewitt was active with the Civil Air Patrol, joining in December 1941 as a buck private and emerging in 1946 as commander of the Louisiana wing with the rank of lieutenant colonel.

He is a director of the local chapter of the National Aeronautics Ass'n and a member of the Rotary club, Variety Club, Young Men's Business club and Filmrow Social club. He flies his own twin-engine Cessna plane, holds a flight instructor's rating, and is a special deputy sheriff of McClellan county, Texas.

Berenson, who owns the Tower and Hollywood theatres in Gretna, La., is a member of the Louisiana Bar Ass'n. He served as a lieutenant in the navy, doing duty in the motion picture division in the western Pacific and China.



W. A. PREWITT JR.



ABE BERENSON

Goodwill Gesture Brings Latin Star to Houston

HOUSTON—Fernando Rosas, radio and film star of Mexico, was presented at the Uptown Theatre all this week under the sponsorship of the Mexico Bello club, Lulas club and the Latin-American Goodwill club. He was invited to Houston by city officials, who heard him in Monterrey when they were there for the recent Cinco de Mayo celebration.

Rosas started his career when he won a contest in his home town of Acapulco, which resulted in an engagement on the Mexico City radio station XEW. Later he won a contest which gave him an opportunity to appear on NBC in New York.

He is popular in Mexico as a recording artist, having already made more than 300 records of popular Mexican songs. He is under contract to make records in this country for RCA and Decca.

His best known pictures are "Holiday in Mexico," in which Walter Pidgeon was starred, and "The Garcias Have Come Back," a Mexican-made picture.

Texas City Given $2,719 By Jefferson Amusement

BEAUMONT, TEX. — The Jefferson Amusement Co.'s check for $2,717.20 has been sent to the Texas City relief fund. This amount, less federal tax, was collected at benefit shows held in company theatres in Beaumont, Silsbee, Orange and Anahuac.

Anadarko's New Theatre Includes Radio Station

ANADARKO, OKLA.—The Miller Theatre, a new de luxe house, will open May 27 with "It's a Wonderful Life." Morris DeFord, owner, has booked "Song of the South" for his second bill.

The Miller is the latest in theatre construction. It has about 800 seats, a snack bar with fountain, and Indian paintings are used for decor. DeFord also is opening a 100-watt radio station in connection with the theatre.

Plan Cottondale Opening

COTTONDALE, FLA.—Preston D. Sawell expects to open his new theatre here June 9.

Colonel McCraw Honored For Pacific War Work

DALLAS—Col. William McCraw, executive director of the Variety Clubs International, has been notified by Maj. Gen. Edward F. Wetsell that he has been awarded the Bronze Star for his outstanding work in supervising the repair of fighting planes in the Pacific.



COLONEL McCRAW

During the war, McCraw was commanding officer of the Second aircraft repair unit, which was located on a large ship. He and his men were given much credit for keeping both bombers and fighters in the air with their speedy and efficient repair service.

Pelican Corp. to Produce Shorts in New Orleans

NEW ORLEANS—A producing company to be known as Pelican Pictures Corp. is being organized here by Jack Auslet of Dixie Films Corp. A prominent New Orleans businessman is associated with Auslet in the enterprise. Production will start soon on both white and colored shorts. The white subjects will be set in the bayou country and the colored shorts will be plantation comedies.

Films will also be available in 16mm for nontheatrical and foreign use. Auslet says that the talent in New Orleans, especially that for colored pictures, is the best to be had. He has secured the services of a colored producer known to the profession as Memphis. Memphis has produced many colored shows for leading colored theatres. Negotiations are being conducted for productions, prints, etc., as well as posters and accessories.

Distribution in the New Orleans territory will be handled through the Dixie Film Corp., and in Dallas, Oklahoma City, Memphis, and Atlanta by the Astor Pictures offices in those cities.

To Appear in 'Cass Timberlane'

Josephine Hutchinson has been inked for a role in Metro's "Cass Timberlane."

Colemans Sell Hico; Other Texas Deals

DALLAS—Several Texas theatres have changed hands in the last few days.

Miss Anna Coleman and Tom Coleman have sold their Hico Theatre to J. T. Hitt. The Colemans have their eyes set for a small two-theatre Texas town.

Don Buffo of Deport has purchased the Bogata Theatre in Bogata from Mrs. Effie Blankenship.

Mrs. J. B. Joyce sold her Parkway Theatre in Iowa Park to Leroy Daniel and Albert Reed.

School Patrol at Preview

KNOXVILLE—Approximately 800 Knoxville and Knox county school safety patrol members, concluding a parade through the city, attended a private first showing of "Devils on Wheels" at the Pike Theatre here. Free prizes were given and refreshments served.

Projectionist Drowns

SILSBEE, TEX.—Charles Lindbergh Bush, 19, motion picture operator for the Jefferson Amusement Co. here, drowned in Village creek May 11.

Cartons reduced in price
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Oils
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Ask for—
full price list on any popcorn supplies you need.

IN STOCK—
6 thoroughly rebuilt machines.
Guaranteed as good as these machines were originally.

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SELECTED SEED—Purdue Hybrid No. 38 is the only area adapted hybrid seed to any agricultural conditions in the whole of the United States. Irrigation-controlled moisture—a dry climate which precludes even the presence of weevil, makes it possible for us to guarantee to you that

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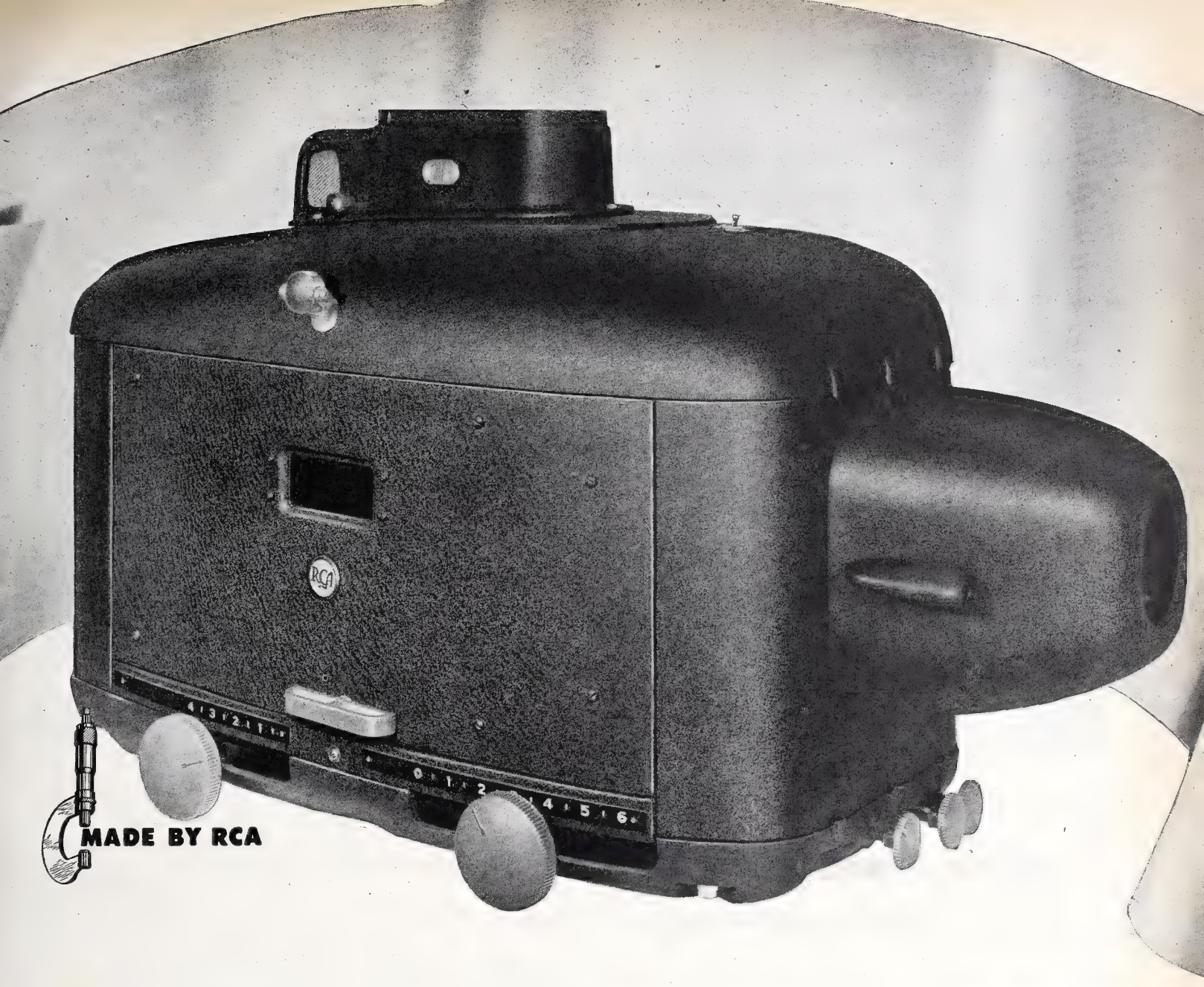


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Now medium-sized theatres, with seating capacity up to 800 seats and screens up to 18 feet wide, can have a truly high-intensity arc lamp of superior design and construction.

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Floyd Barton at Radio Day and Night Helping Texas City During Disaster

REFUGIO, TEX.—Doing a job of public relations frequently involves the theatreman in an all embracing program of activities. Floyd Barton, manager of the Griffith circuit's Rialto Theatre here, is a radio amateur and member of the South Texas Emergency Net, an organization of "hams" who voluntarily assist in handling messages during emergencies when no other means of communication exist.

The recent Texas City disaster was just such an emergency, and a big one. The theatre manager played an important role in facilitating messages during and after the emergency. In his own words he tells the story in "Contact," house organ published by Griffith Theatres in Oklahoma City. Says Floyd:

"Primarily, the South Texas Emergency Net is a hurricane and storm net but can serve in any emergency. We hold drills every week at which time we practice handling messages. All operators are capable of handling messages, either by phone or international code, and most have portable emergency equipment which can be taken to any disaster area and set up.

"As for Texas City . . . the control station alerted our entire net and within three hours we had three men in Texas City with portable equipment. I was control station for one zone and handled all traffic going into Texas City from Galveston. My transmitter was on the air almost continuously for three days and nights, with relief operators sent up here from the Corpus Christi radio club.

"Most of the messages we handled at first were inquiry messages, with a few offering assistance from agencies.

"The Federal Communications commission restricted certain frequencies in the amateur bands to provide us with clear channels to operate on. We also received assistance from the Oklahoma state net. We handled several thousand messages and I believe we served a real need during the chaotic time before commercial facilities were restored. The Red Cross recognizes us as a useful agency in time of need. I am still receiving answers to messages sent out during the emergency and relaying them to the station of origin."

Modest Campaign Pays

BURKBURNETT, TEX.—A wooden horse, life size and saddled, was an attraction-getting lobby display for the showing of "Gallant Bess" at the Palace Theatre. The horse, promoted from a saddle shop, was background for a large sign bearing this copy: "Bess the Smartest Horse in the World Is Coming (playdates)." Louis Littlefair, Palace manager, had horseshoe prints stenciled on all sidewalks of Burkburnett, particular attention being paid to sidewalks around schools. Also stenciled on the sidewalks was this copy: "Gallant Bess Has Been Here on Her Way to the Palace Theatre (Playdates)." Window cards, a cutout taken from the film's six-sheet, and a few teasers in the want-ad section of the local paper were also used. Littlefair asserts this modest campaign really paid off.

Moppets in 'Silver River'

Moppets Robert Anderson and Buddy Burroughs have been inked for roles in Warner's "Silver River."



And the PROFITS Are Good, Too—

When R-B BRAND POPCORN

Is the *"Added Attraction"* at Your Theatre

You build profits two ways when you pop R-B Brand Mammoth Yellow Hybrid Popcorn. R-B's greater popping volume means extra income . . . $120 to $125 from a 100-lb. bag. And R-B's greater taste appeal adds to the favorable impression your theatre makes . . . helps to bring customers back again and again! For higher popcorn yield and better popcorn flavor, get R-B Brand.

Try just one bag, to see for yourself the superiority. Only $9.80 per 100 lb. bag.

$8.90 Per 100 lb. bag in orders of 500 lbs. & up.

R-B Brand Golden Liquid POPCORN SEASONING

and

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Available in gallons at 32 lbs. per case, 5-gallon tins at 40 lbs. per case, steel drums at 420 lbs.

Morton's popcorn salt, $1.80 per case; ¾-lb. printed white bags, $1.50 per thousand.

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Designed for Drive-Ins and theatres desiring the very best.

These lamps with the new Strong 80 ampere tube rectifier give a picture so bright on a 48 foot screen you can see all details 500 feet back — at 65 amps on a 24 foot screen they will knock your eye right out.

Get away from that yellowish tint in your picture by replacing old lamps with the new improved Strong 1-KW medium high utility lamp— for small theatres this is the ultimate in projection.

Write in for further details and prices.

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All Kinds of Theatre Equipment

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DALLAS

Charles Cooper reports he will open his new theatre, the Mart, in Mart, Tex., about July 8. Cooper already has one house, the Queen, in Mart . . . Bob Yancey says he will have his new house in Oakwood ready to go into operation in about two weeks.

Vic Barroce is remodeling his Rex Theatre in Houston . . . Olivia Stock of the Relax in Muenster was on the Row last week looking mighty good. It was the first time she had been on the Row in several weeks . . . Jerry Jobe recently opened a new colored house in Terrell.

Julius H. Gordon, president, and S. L. Oakley, vice-president, of the Jefferson Amusement Co., were in town for a couple of days en route from California to their homes in Beaumont . . . J. Weldon Jones, native of Farmersville who is now assistant director of the U.S. budget, was in town last week and was given a dinner at the Variety Club by Raymond F. Cornes, owner of the Cornes and Palace theatres in Farmersville.

Among visitors on the Row were R. M. Freed of Royce City; Johnnie Fadel of the Crystal in Hubbard, Roy Deviney of the Hawk in Hawkins, Posey Williams of the Roxy in Munday, Mary Spears of the State in Sherman, L. T. McDaniel of the Rains in Emory, C. E. Pacey of the Texan in Sanger, L. C. Dennis of Gainesville.

Also Dale Wilson of the Eltex in Elgin, Frank Benson of the Bowie and Majestic in Bowie, Cleddie Webb of the Texas in St. Joe, W. L. Embrey of the Queen in Ferris, C. R. Sandridge of the Village in Fort Worth, Stephen Curley of Bridgeport, W. T. Ash of the Ford in Big Lake, W. C. Dorbandt of Athens, James Riggs of the Texas in Mesquite, J. C. Chatmas of the Palace and Strand in Marlin, Aubrey Cox of Lamesa, Ralph Labutis of San Antonio.

Also W. O. Bearden of Lubbock, John Foster of Odessa, J. Howard Hodge of Midland, C. E. Crockett of the Como in Fort Worth, C. C. Hamm of the Majestic in Vernon and Jack Jackson of Interstate's Texan in Houston.

Bill Arthur is remodeling his Grand Theatre in Granger . . . Leslie Moore, operator of the Alamo in Bartlett, is in the hospital in Temple . . . Walter L. Titus jr., vice-president and divisional sales manager of Republic Pictures, was here for a conferenec with N. J. Colquhoun, district manager, after which they left for Mexico City . . . Nancy Simmons, daughter of the Haywood Simmonses, is in the hospital . . . Leonard Duckworth, representative of the Charles E. Darden Co., in New Orleans, was in the home office last week for conferences.

The entire sales force of PRC-Eagle-Lion was in the branch office here Monday, including the east Texas salesman, Clyde Houston, who recently was discharged from Baylor hospital. Also on hand were Arthur Sauls, west Texas; Raymond Willie jr., north Texas, Fort Worth and Dallas; Al Pickens, south Texas, and Robert Cox.

Full of enthusiasm, the sales contingent of Screen Guild of Texas returned from the simultaneous conventions of Screen Guild Productions and Variety International in Los Angeles. John L. Franconi, franchise holder, remained over to check with John J. Jones and other officers of Screen Guild on new product and to visit with Robert L. Lippert, general manager, producer and holder of the San Francisco franchise. Franconi will return about June 1. W. J. "Dutch" Cammer, who headed the contingent returning here, said the company will have from 26 to 40 new features for release next season. Other SG men at the meeting were Connie Dreher and J. M. "Soda" Reynolds.

Charles E. Darden remained over after the Variety convention to huddle with his west coast representative, Roy C. Garland of Oxnard, Calif.

R. L. "Bob" Bostick, manager of the Memphis Theatre Supply house, was in town last week . . . Ray Parnell and Victor Cornelius of Eastland were on the Row . . . F. W. "Doc" Allen received a special delivery letter one day last week notifying him that he is now a special deputy constable of Precinct No. 1. Better watch that jay walking.

The Starlight operetta season seat sale opened Monday (19). The season runs from June 16 through August 24.

Happy birthday to the Filmrow gang. Celebrating this month are: May 19, Neweta Hart, MGM, and Pauline Morris, Paramount; May 21, Lillie Mae Sexton, MGM, and Hazel Bryom; May 23, I. B. Adelman, Adelman Theatres; May 25, Eulalie Sample, MGM; May 27, Harry Suttle, Manley, Inc., and C. M. Miller, Universal; May 28, Helen Lichtenwald, Paramount, and Lloyd Rust, Monogram; May 29, E. B. Coleman, MGM exploiteer, and Mildred Hope, Universal; May 30, Ola Morgan, RKO; Frank Rule, Paramount, and W. R. Taylor, Charles E. Darden Co.; May 31, G. E. Wiltse, branch manager of Altec Service.

The trip home from the Los Angeles convention was the first J. M. "Soda" Reynolds ever made by air. He says he is not against flying and won't refuse another ride, but "I will not go out of my way to buy space on a plane."

Fort Keith of the Palace, Granbury, was in town for a week buying and booking . . . Mary Williamson has resigned from the Leon Theatres and Beulah Bess Bell is replacing her . . . Charlie Brent, who recently bought the Sunset Theatre, is doing a complete remodeling job, including enlarging the house.

W. V. Ratcliff, Epsom Drive-In, Houston, was on the Row. Ratcliff has added a rodeo

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arena in the rear of his grounds. The arena seats 15,000. He held a successful opening rodeo and plans a big celebration for July 4, 5.

M. Benitez of Weslaco has opened a new theatre, the Roxy, at Elsa, in the Rio Grande valley . . . A new second run house, the Sunshine, has been completed in Clovis, N. M., by Lloyd Franklin . . . W. T. Ash is the new owner of the Majestic, Amherst, purchasing that house from H. A. Hubbard . . . W. R. Barclay recently bought the Star in Florence.

Southeast Breezes

MIAMI—Brandt Theatres soon will open a new 1,300-seat theatre here. It will be known as the Venetian.

MIAMI—Paramount's Beach Theatre here recently was voted the "perfect theatre" by 100 architects.

BLANDENBORO, N. C.—Owner W. G. Fussell of the Lyric Theatre here has been elected mayor.

ROCK HILL, S. C.—Jesse Cox and Hy Suritz were to open their new Carver Theatre here, a 494-seat quonset hut structure for Negroes, on May 26. Cox will manage.

CHARLOTTE—Everett Olson of Minneapolis has been named Paramount field representative in the Carolinas, replacing Leonard Allen, transferred to Atlanta.

ATLANTA—Bill Holliday, Paramount salesman in Charlotte, has been named sales manager here.

MONTGOMERY, ALA.—Marvin Warren, former house manager of Wilby-Kincey's Paramount Theatre here, who married Eleanor Rushing Meriwether of this city May 7, has succeeded Sam Davis as the circuit's city manager in Elizabethton, Tenn. George Loften, former chief usher, succeeds Warren at the Paramount.

LOXLEY, ALA.—Judge H. T. Childress, owner and manager, will rebuild the Victory Theatre here, which was virtually destroyed by a recent $16,000 fire. The house was built in August 1945. The Fred T. McLendon circuit owns two-thirds of the equipment.

KNOXVILLE, TENN. — Imported name bands find tough going here. Promoters have lost money on six of 12 top bands brought to Chilhowee park here since last November.

PENSACOLA, FLA.—The Twin Theatre here, which recently started admitting two on each ticket two days a week, now has reduced its whole price scale in line with President Truman's request for lower prices.

Gets Top Comedy Part

Andy Devine will play the top comedy part in Republic's "Monterey."

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Theatre Seat and Equipment Co.

4020 MacArthur Oklahoma City, Okla.

'Two Mrs. Carrolls' Best In So-So Dallas Session

DALLAS—"The Two Mrs. Carrolls" had a nice week at the Majestic, but business was pretty spotty elsewhere along Elm Street.

(Average is 100)

Capitol—**Stars Over Texas** (PRC); **Spoilers of the North** (Rep) 110
Majestic—**The Two Mrs. Carrolls** (WB) 115
Melba—**Bedelia** (E-L) 75
Palace—**It Happened in Brooklyn** (MGM) 100
Rialto—**Apache Rose** (Rep); **Beat the Band** (RKO) 80
Telenews—**This Happy Breed** (U-I) 75
Tower—**Michigan Kid** (U-I) 100

To Topline in 'Sea Hound'

Buster Crabbe will topline in Columbia's "The Sea Hound."

NEW SEATS, YES!

21 Day Delivery

We represent the

GRIGGS EQUIP. CO.

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CECIL DAVIS

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EXCITING ADVENTURE IN THE NORTH WOODS



Here is one that will satisfy and entertain the entire family! "RENFREW OF THE ROYAL MOUNTED" with Jimmy Newill and Carol Hughes. Fabulous scenic beauty in the Canadian Northwest. Highly recommended family entertainment. Also, featuring "LIGHTNING," the almost human dog star.

But that isn't all, for as an added attraction with "RENFREW OF THE ROYAL MOUNTED," you give them "WAY UP THAR," one of the funniest comedies ever produced, featuring Sons of the Pioneers and Joan Davis! It is a guaranteed program.

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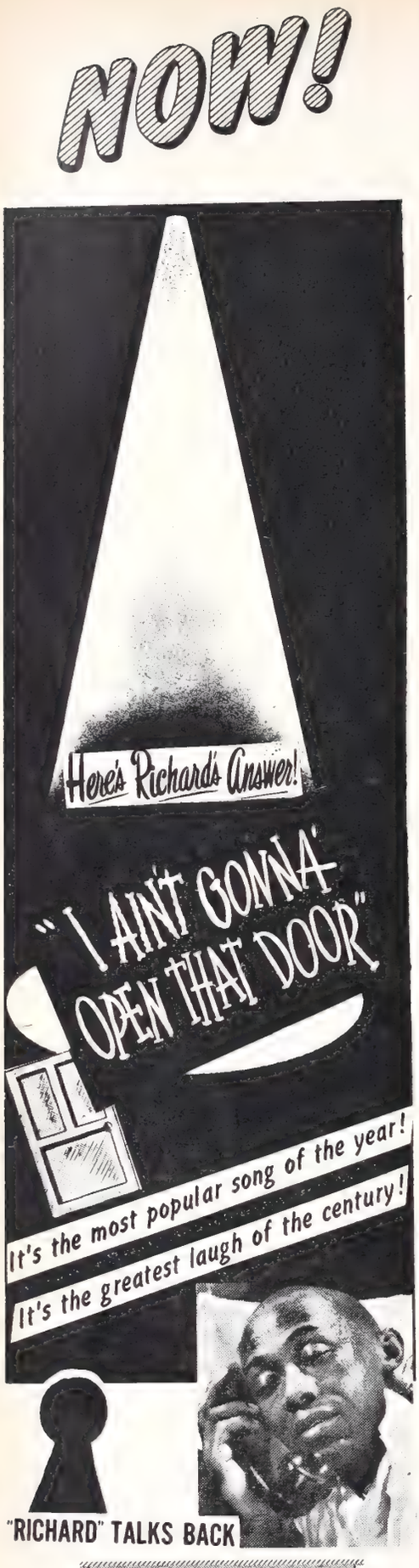
MANLEY'S '47 PERFECTION

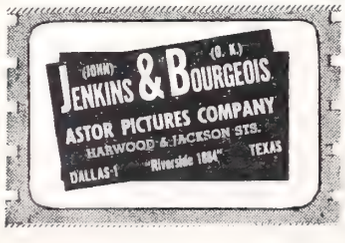
IN POPCORN MACHINES

MANLEY

BOB WARNER DIVISIONAL MANAGER

302 So. Harwood C-7536 Dallas, Texas





NEW ORLEANS

W A. Prewitt jr. of Associated Theatres, New Orleans, left May 17 for Washington to attend a Congressional dinner as one of the 48 wing commanders. Prewitt is commander of the Louisiana wing of the Civil Air patrol. He will be host to senators and representatives of Louisiana. Many high ranking officers will attend, including Gen. Carl A. Spaatz and the new CAP national commander, Brig. Gen. F. H. Smith jr. Colonel Prewitt will also attend a four-day conference of the commanders, to be held at Bolling field and the Pentagon Bldg.

The Saenger featured "Stallion Road" with "The Imperfect Lady" as its next attraction. Loew's State had "The Red House." "Trail Street" completed its run at the Orpheum as did "The Farmer's Daughter" at the Liberty, and "Smash-Up" was billed as the next attraction for both houses. "Carnival in Costa Rica" was at the Joy, and at the Strand "The Jolson Story" began its seventh downtown week. "Suddenly It's Spring" was offered at the Tudor; "Apache Rose" at the Globe. The St. Charles returned temporarily to vaudeville, and offered four acts together with the screen attraction, "Les Miserables." At the Center was "Dangerous Millions," while the Rio offered a double bill, "In Old Sacramento" and "Crimson Canary."

George Pabst, local franchise holder for Screen Guild; J. Y. Jernigan, Memphis franchise holder; Mr. and Mrs. Landaich and daughter Janet, and Joy Houck, all of whom attended the Screen Guild convention in Hollywood, returned to New Orleans after stopping over in Texas on their return flight in Houck's plane. They are all pepped up and state that they will have 35 new pictures for the coming season.

A small fire at Consolidated Popcorn Supply Co. ruined a small quantity of corn . . . Tom Watson, RKO salesman at Charlotte, has been transferred to New Orleans where he replaces Collins Reilly, who in turn replaces Watson in Charlotte . . . V. Smolcich, manager of the Roxy, Biloxi, was in town . . . Mr. Brown, who operates Brown's roadshow in Oak Ridge, La., has purchased the Ace Theatre at Ferriday, La. . . . Cecile Robbins, with Dixie Films for several years in the inspection department, has returned to her old position after an absence of about two months. A new addition to the department is Marie Carite . . . A tradescreening was held of "Duel in the Sun" with many exhibitors present.

R. M. Savini, president of Astor Pictures, was in Hollywood for the Variety Club convention, and mixed business with pleasure. John Jenkins, also of Astor at Dallas and New Orleans, took care of business while enjoying the social aspects of the convention.

Ike Katz of the Kay Films office in Atlanta stopped over at the local office for a few hours Wednesday on his way to the Variety Club convention in California. Katz expects to remain on the coast a few days after the convention ends to transact business.

The first motion picture theatre in this section of the country to sponsor a bowling team is the Joy, Canal street's newest house. Manager Ed McKinnon has made a deal with Mrs. Ruth Bohne, daughter of Jack Auslet of Dixie Film Corp., to sponsor her team, which won the championship last season, for the coming season. The first meet was held May 14 at Fazzio's bowling alley and the Joy team won three straight games, again leading the league in their class. Mrs. Bohne, formerly Ruth Auslet, was once cashier of the Pathe exchange in Kansas City and was also bookkeeper for Exhibitor's Delivery Service of that city.

Scroll Pays Tribute To Larned Memory

DALLAS—Paying tribute to the memory of Fred Larned, former branch manager of Paramount here who was killed in a California auto accident, a scroll entitled "In the Heart of Variety" has been presented to Tent 17 here by Johnny Long, head of a south Texas theatre circuit.

Written by Verne Trembley, the tribute reads:

"Not an obituary nor a eulogy, for neither would be in keeping with the Fred Larned his brothers and sisters of Tent 17 knew so well. An obituary is not in order for a man who always lives. So long as there is one beating heart in the Tent 17 of yesterday and today, to be quickened with warmth and laughter when the talk of showfolk turns to the things he said and in things he did, Fred Larned will yet be with us.

"Not a eulogy . . . for Fred was not the sort of guy one could praise with impunity. He looked at himself and his fellows with complete honesty. He had no pretenses. Without vanity or affectation, but with genuine candor, he called the turn as he saw it. You could like him or dislike him; he left that choice to you, but of his sincerity there could never be any doubt. The fact that his friends were legion is sufficient attestation to his way of life.

"Not an obituary, not a eulogy . . . but a modest salute to a beloved comrade from those who carry on until they, too, will lay aside the barker's hat and cane to 'Go on the Road.' You were a swell guy, Fred, and you did a grand job, a real barker who lived Variety's code—that of making folks happy. You're playing the 'Big Time' now and we know that same pixy-like spirit we knew so well is getting the laughs and applause at every show. Do us a favor, will you Fred? Reserve some seats for us, front row center? . . . We know it's a sellout and we know, too, that Fred Larned is doing his best to give all the boys a break on the playdates.

"So long, fellow. Thanks for the memories, and until the Big Boss sends us our bookings, keep 'em laughing."

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Belton, Texas

Heavy Mill City Play For Foreign Films

From Midwest Edition

MINNEAPOLIS—Because of their marked improvement in quality and boxoffice value, foreign films are in record demand in this territory, whereas a few years ago most of the territory's exhibitors fought shy of them like poison.

The improvement in the quality and boxoffice worth of foreign pictures has caused the World, local sure-seater, to revert in part to its original policy of devoting a large part of its season to them. Other first run houses also are playing a considerable number of them.

In recent years, the World has been largely a moveover house, playing American films almost exclusively. A few months ago, however, it played "Brief Encounter" for three weeks to big business and its current attraction is "Open City," which is also getting a large play from the public. Ted Mann, who now is operating the theatre, has announced he will go to New York later this month to try to clinch deals for more foreign product.

Among the foreign pictures that have done well at the Minnesota Amusement Co. and RKO Theatres first run houses recently are "Wicked Lady," "Notorious Gentleman" and "Bedelia."

Neighborhood exhibitors also are grabbing up the foreign pictures eagerly. A factor, of course, has been the decreased production of Hollywood pictures, causing somewhat of a product shortage.

Foreign films regarded as unsuitable for regular theatres are getting a play from the University Film society at the University of Minnesota.

Interstate's 16th Theatre in Houston, The Broadway, Makes Formal Bow

HOUSTON—Sixteenth in a group of theatres opened here by Interstate circuit, the Broadway, named for that thoroughfare, made its bow recently. It is equipped with the latest developments in sound, projection and air conditioning and seats 1,200, with an arrangement designed to afford plenty of knee room and give an unobstructed view of the screen.

One service offered by the Broadway is a hard-surfaced parking lot accommodating 500 cars, a brilliantly lighted area offered without charge to patrons.

The theatre front is decorated with green structural glass and enameled porcelain. A V-shaped marquee features the latest type attraction board and letters. A 60-foot vertical sign on the theatre front, enhanced by several hundred feet of varicolored neon tubing, affords a brilliant nighttime spectacle.

The cashier's booth, located at the left side of the entrance to the theatre, is a departure from the conventional theatre design where the boxoffice is placed in the center of the theatre entrance.

The entrance and inner lobbies have been finished with beautifully designed terrazzo floors. Inside the auditorium, the walls are decorated with unusual floral murals. The red velour seats blend with the dark carpets. Indirect lighting is featured throughout.

L. E. Newton, a native Houstonian and resident of the east end since 1921, is manager of the Broadway. A veteran showman, he began his managerial career at the original Broadway Theatre in 1927. In 1928 he became manager of the Bluebonnet and since 1942 he has been manager of the Wayside. He will be replaced at the Wayside by his son, L. C. Newton, who has been serving as assistant manager of the Eastwood. He started his association with Interstate ten years ago, and after four years in the armed forces, resumed his career at the Eastwood.

The new theatre will follow the same policy of other Interstate neighborhood houses, Newton announced. It will open daily at 12:45 p. m. The opening attraction was Walt Disney's version of the Uncle Remus tales, "Song of the South."

The theatre was designed by architects Pettigrew and Worley, and built by the O'Rourke Construction Co. Eugene Gilboe, nationally known decorator, executed the murals.

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OKLAHOMA CITY

Filmrow visitors: T. H. Peterson, Reydon; John Gray, Chickasha; E. V. Weaver, Shidler; L. A. White, Weatherford; L. D. Burns, Temple; H. P. McKelroy, new owner of the Alamo and White Way theatres in Marlow; Jack Pierce, Stigler; Wesley Hodges, Anadarko; Eddie Jones, Sand Springs; Mr. and Mrs. Claud Thorpe, Ryan; S. P. Doss, Eufaula; P. H. Houck, Eldorado; Oda Terry, Konawa; J. B. Terry, Perry; John D. Carter, Commerce; Virby Conley, Perryton, Tex.; J. R. Smith, Mountain View; L. B. Warren, Yukon.

The Victoria Theatre changed its screen bill Thursday (22) from "Magic Bow" to "Man in Grey," a Rank film . . . The Tower opened Tuesday (20) with "My Favorite Brunette" after two weeks of "Suddenly It's Spring." The latter film played one week at the Criterion before it was moved over to the Tower . . . "The Egg and I" returned Sunday (25) to the Home for its second appearance in the city.

Carr Scott, Screen Guild branch head here, and Paul W. Myers, salesman, returned Monday from Los Angeles where they attended a company convention . . . C. A. Gibbs, Columbia manager, will be in Chicago for his company's convention which starts June 1 and continues three days . . . Max Frost, assistant shipper at Columbia, a recent bridegroom, is on a week's holiday . . . C. F. Motley, operations head for Griffith Theatres, spent ten days recently in Warm Springs, Ga., with his wife.

Charles Smith of Independent Poster Service and Ruth Reynerson were married Saturday (24) here. They planned to honeymoon at Lake Spavinaw near Tulsa . . . Ed Kidwell, general manager of C&R Theatres here, returned Monday night (19) from Los Angeles where he attended Variety's international parley . . . Martin Feinstein, publicist with the United Artists release, "Carnegie Hall," left Tuesday night (20) for New York. The film, which played the Villa Theatre one week, did a poor business here, partly due, perhaps, to the bad weather. Daily downpours have been recorded the past week.

Advance sales for the appearance here of Spike Jones and his orchestra, a Boyle and Cravens show, is reported fine. He's booked for the Municipal auditorium June 1 . . . Also good is the advance sale for "Bloomer Girl," slated for the auditorium, under the auspices of Boyle and Cravens, May 26, 27 . . . Paul Rice and family left Friday (16) on a two-week vacation to California. Rice is first booker for the Paramount exchange here . . . C. H. "Buck" Weaver, Paramount exchange head, returned Tuesday (20) from Los Angeles where he attended the Variety confab.

Ramona Yergler, secretary to S. B. Rucker, Paramount office manager, and Earl Stone, Chickasha, were married Saturday (17) in a large wedding here. Mrs. Stone, a Delta Delta Delta sorority member and affiliate of the French Heels club here, was replaced at Paramount by Kay Bowie, who was promoted to the secretarial post from the office staff. The Stones will live in Chickasha.

Leonard Jones, Lawton, who sold his theatre in Lawton recently to Harry McKenna, Horace Falls and Eb Walker, was on the



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NEW ORLEANS 8, LA.—Electrical Supply Co., 201 Magazine St. Telephone: Raymond 7272.

OKLAHOMA CITY 2, OKLA.—Oklahoma Theatre Supply Co., 708 W. Grand Ave. Telephone: 7-8691.

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No. 4—Central Texas, 380 cushion seats, latest equipment, all modern, making plenty money, good lease, $19,950.

No. 5—Two Theatres in good central Texas town, large trade area, both first run houses. One other theatre in the town. Long lease on both bldgs. Best theatre buy on the market—$35,950.

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Row closing his film accounts. He said he planned "to take it easy for three or four years."

The rains have slowed down construction work on the Odom Drive-In Theatre, originally scheduled to open in May. R. Lewis Barton, who has controlling interest in the 1,000-car theatre, said the Odom would open soon after June 15. Also interested in this theatre are two Wichita, Kas., men, H. A. Swim and H. R. McCollister . . . New carpets are being laid in the Home Theatre and a new $165,000 refrigeration plant is to be installed within the next week . . . Maj. and Mrs. Harry Reed of Glenview, Ill., are visiting here. Mrs. Reed is the former Lillian Edwards of the Griffith home office. An open house Sunday (25) honored the newlyweds.

James E. Coston of Warner Bros. Theatres, Chicago, made a brief stop here en route to the west coast . . . Harold Russell, star of "Best Years," and his wife stopped here briefly en route to San Francisco where he went to appear on the American day program.

Margaret Snell, RKO cashier, spent the weekend in Kansas City . . . The Morris Loewensteins returned Wednesday (21) from Los Angeles where they attended the Variety convention . . . "Homestretch" moved into the Midwest Theatre Wednesday. "The Two Mrs. Carrolls," which played this house a week, moved over to the Liberty for its second week in the city.

Leo Young of RKO returned from a junket which included Oklahoma and the panhandle of Texas, in connection with "Best Years." He visited all Griffith towns in this area and some towns having independent houses . . . "San Quentin" closed at the Warner in favor of "Lost Honeymoon" and "Spoilers of the North" which opened Friday (23) . . . M. W. Osborne, 20th-Fox branch manager, left Tuesday (20) to attend a sales meeting in Atlanta . . . Sam Caporal has installed Manley popcorn machines in his Yale and Bison theatres, and plans to install one later in the Mayflower.

The rains and high water didn't stop Ralph Warner last weekend when he started for Lawton. At Chickasha, Ralph was stopped and informed that the roads were impassable. He hired a plane to ease the situation, and after flying down the road a piece, discovered how to get through to Medicine Park, and on to Lawton—so he returned to the Chickasha airport, picked up his car and passengers and drove on through to Lawton. With him were Harry McKenna, Mrs. Dink Dyer of 20th-Fox, who went to Lawton to visit her husband over the weekend, and Mrs. Warner. The Warners celebrated Mrs. Warner's birthday Saturday (17) fishing at Lake Lawtonka where they hooked bass and channel cat. They returned to the city Sunday.

"The Farmer's Daughter" was held a second week at the State. Next in this house will be "The Red House" . . . Ralph Warner of Manley, Inc., announces a price reduction in all popcorn supplies.

Combination barometers and thermometers were installed in front of several Cuero business houses through courtesy of the Trot and Rialto theatres, Griffith operations in Cuero. The barometer indicates what the weather will be for the next eight to 24 hours and also has space for the advertising of coming attractions to the two theatres.

The Liberty, Griffith house in Holdenville, has reopened for full-time operation. It is playing second run at admission of 10 and 25 cents, according to Horace Clark, manager. This Hughes county community, once a boom

(Continued on next page)

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OKLAHOMA CITY

(Continued from preceding page)

town, is lively again with extensive oil operations in the vicinity. The Liberty, closed about five years ago, was remodeled and reopened during the town's seventh annual Arkansas day celebration.

Tom Kirkham, manager of the Griffith's Tower in Drumright, entertained 604 elementary school children at a Saturday morning show as a reward for their assistance in the recent cancer drive . . . Abe Rosewall, manager of Griffith operations in Vinita and president of the Chamber of Commerce in that city, spoke on the program of the White Oak high school junior-senior banquet and also gave the welcome address at the commencement program of the Craig county eighth grade.

"Duel in the Sun" will open in Oklahoma City June 4, playing day and date in the Criterion and Tower, C&R houses, at roadshow prices . . . Pat McGee, head of the Cooper Foundation, Denver, left Saturday (17) after a business visit here . . . "Sea of Grass" was held a second week at the Criterion . . . Jack Swigert, who went into the Victoria recently as manager, has resigned and is reported in Texas. W. A. Smith, his assistant, is acting manager. The Victoria shows foreign films.

Rex Ochs, formerly of the Victoria Theatre, is now assistant manager at the Criterion, Robert A. "Bob" Hynes, Criterion manager, announced this week. Also new at the Criterion is Bob Osmond, treasurer. He was assistant manager at the Liberty . . . M. D. Brazee of Warner Bros. Theatres made a business trip to Chicago . . . Elvera Oetken, relief cashier at the Brauntex in New Braunfels, Tex., is valedictorian of the New Braunfels high school graduating class of 1947. Another feather in this young lady's cap, Manager Mac H. Wood informed the Griffith home office here, is possession of third place award in the Texas state high school shorthand competition . . . The front of the building, the marquee and inner lobby and foyer of the Brauntex have been repainted.

LETTERS

COMPLAINT ON ROADSHOWS

To BOXOFFICE:

Exhibitors and exchange men of the New Orleans territory are facing a menace which should be rectified immediately.

It has come to my attention that two states, Louisiana and Mississippi, have been flooded with 16mm roadshows which are going beyond the limits, actually playing duplicate shows several days ahead of 35mm houses in the same towns. For instance, at Maringouin, La., where we (Dixie Films) had booked "New Adventures of Tarzan" and "Open the Door, Richard," a traveling show came in and played the same program on 16mm film at three shows in and near this town prior to our playdate.

The roadshows play anywhere, at night clubs, in empty buildings, schoolhouses and tents. They pay practically no taxes. Naturally, the exhibitors and exchange men feel the injustice of this. Having no Film Board of Trade, the exchange men are not organized; however, the recently organized Allied Theatre Owners of the Gulf States may to some extent offer protection for the exhibitor.

The seriousness of this situation must be called to the attention of the producers who sell 16mm film indiscriminately to any and all buyers. Further example of the extent to which these roadshows are hurting the exchange end of the business is indicated by the fact that an exhibitor who owns theatres in four towns recently made the statement to me that it was foolish for him to pay for 35mm films when he can show the same subjects on 16mm. When I talked with one distributor of this product I was told that it "won't hurt anybody." Naturally, it will not hurt the distributor. It will, however, hurt the exchange men in loss of bookings.

I think that BOXOFFICE, with its powerful influence over exhibitors and exchange men alike, should lend its aid in bringing the importance of governing this situation to the attention of all concerned. It is quite possible that just such a condition exists in other territories.

There is still another menace confronting us and one which we must overcome quickly. The 16mm operators have called on the poster exchanges and bought up the product on hand for the distribution to 35mm bookings. These items of advertising have been ordered by our exchanges, yet when we request one-sheets, etc., we are told that the supply is exhausted or has been junked.

Mr. Exhibitor and Mr. Exchange Man, let's get together and do away with this terrible menace confronting our financial well-being.

JACK AUSLET

Dixie Films,

New Orleans, La.

U.S. features planned for 1947 production totaled 501, divided as follows: MGM, 24; Warners, 20; Universal-International. 26; Paramount, 27; United Artists, 36; RKO Radio, 46; Columbia, 44; Republic, 60; Monogram, 53; PRC Pictures, 43; Eagle-Lion, 10; SRO, 7-10; Samuel Goldwyn, 4.

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Jacksonville Branch Will Open June 9

ATLANTA—Paramount's branch office in Jacksonville, Fla., will be opened June 9 or thereabout. The office staff for the Florida branch is being trained here.

Bob Stevens, transferred from Boston, will be office manager, with Bert Tergeon as sales representative.

Among others definitely billed for the branch are Jack Riggs and Ken McCarthy, booking department; Tony Hansman, accounting department; Jeannette Hollister, Jewel Nelson, Virginia Japoun, Clarice Holland and Mary Dietz.

Virginia Hardwick, president of the Paramount Pep club, says May 30 has been selected as the date for the barbecue and dance honoring employes of the new branch. The affair will be held at the Venetian club.

Wometco Shifts Pilots, Promotes From Within

MIAMI—Pursuing their policy of building up executives from within the organization, Wometco Theatres has made the following promotions: Gordon Spradley has become manager of the Capitol, William Goller manager of the Tower and Dana Bradford manager of the Grove. Claude Woods was transferred to assistant manager of the Capitol. Jack Kernell, absent for some time, has been re-employed as relief manager for the colored theatres. George West temporarily filled in at the Capitol while changes were being made. West is relief manager for the downtown theatres, Tower, Capitol and State.

Cartoon Show Is Given As Goodwill Gesture

CORAL GABLES, FLA.—Bugs Bunny, Donald Duck, Mickey Mouse, Popeye and a host of other cartoon favorites were presented in a 90-minute cartoon carnival at the Coral Theatre for the benefit of the South Florida Children's hospital. Admission was 25 cents, but any amount over and above was acceptable. Adults, too, were admitted at the "25-cents or more" price.

The performance was a goodwill gesture on the part of the theatre management.

W. J. Brackins in L. A.

OZARK, ALA.—Mr. and Mrs. Walter J. Brackin of Ozark attended the Variety Club convention in Los Angeles. Brackin is owner of the Dale and Brackin theatres here. The Brackin brought "Duel in the Sun" to its screen on May 22-23.

T. G. Coleman Named

ANNISTON, ALA.—T. G. Coleman, city manager for Wilby-Kincey Theatres here, has been named a member of the educational committee of the Anniston Chamber of Commerce.

Savannah House Opens

SAVANNAH—The Rico Theatre, owned by Ruben Seigel, was opened May 23. It is for Negro patronage and seats 400.

In-Car Speakers at Shaw's Skyway

CHATTANOOGA—Don Shaw, manager of the Skyway Theatre here, a drive-in, has installed in-car speakers.

The theatre grounds have been extended to provide space for approximately 485 automobiles. There are two shows nightly.

Sidewalk Club Formed By Theatre Builder

Eutaw, Ala. — Building a new theatre in a small town?

Why not form a Sidewalk Superintendents' club?

Roth E. Hook, owner of the new Hook Theatre here, found such an organization successful in stimulating interest in the new house.

"Advice on all last-minute changes in plans for construction of the new theatre was furnished by holders of the following card." Hook said:

Sidewalk Superintendent Club . . . Eutaw Chapter No. 3 . . . Eutaw, Ala. . . . J. E. Johnson, Contractor, York, Ala. . .

The Best Pilots Stand on the Shore . . . Small, medium and large peepholes available by appointment. (Signed) Roth E. Hook, Entrepreneur.

Ritter's Horse Whiteflash Bruised in Trailer Upset

ATLANTA—Western star Tex Ritter's horse Whiteflash was bruised severely May 16 when a trailer in which he was being transported from Waycross to Columbus overturned near Sylvester, Ga.

The animal was taken from the trailer after the top was removed and was led about a mile into Sylvester.

In Sylvester a second accident occurred. The trailer broke loose from Ritter's automobile and struck a telephone pole and another automobile. Ritter is traveling with a stage crew of nine.

Ella Raines Vacations

PANAMA CITY, FLA.—Ella Raines, Universal star, is vacationing here with her husband of three months, Maj. Robin Olds, who is a member of the new class at Tyndall field's army air force tactical school. Olds was an all-America football star at West Point in 1942.

Court Battle Looms Over Republic Runs

BIRMINGHAM—Possibility of a booking battle was seen here after Acme Theatres succeeded in obtaining at least three Republic first runs which the Birmingham Theatre previously had announced for June showings.

Harry W. Roberts, Birmingham manager, said the films were booked into the house on an oral contract with Republic offices in Atlanta. Roberts said, however, that when the time came to set the dates for the films, he learned that the Republic offices in New York had declined to approve the pact.

Roberts added that the matter had been referred to the theatre's attorney.

It was understood that the action of Republic's New York office was taken after Frank V. Merritt, Acme general manager, had lodged a strong protest.

Acme has announced that one of the films, "Angel and the Badman," had been booked into the Melba, while the other two, "Hit Parade of 1947" and "Calendar Girl," would be shown at the Empire.

Roberts two weeks ago announced he had obtained those three films along with two other Republic first runs, "Sioux City Sue" and "Apache Rose," Whether Acme would go after the latter two films remained to be seen.

Visitors Coming and Going In Coral Gables Region

CORAL GABLES, FLA.—Visitors keep coming and going with a regularity that shows they like peninsula state sunshine and hospitality. Among recent arrivals was Nat Levy, RKO eastern division sales manager. He planned a two-week vacation in this area. Back to Hartford and a belated spring went A. M. Schuman, general manager of the Hartford Theatres circuit. He was accompanied by his wife.

Joseph M. Franklin, president of Franklin & Herschorn Theatres, Ltd., operators of a Canadian circuit, who was in southeastern Florida for a time, has returned to his Canadian home.



VERY FIRST CUSTOMER—Nationally known Wally Butts, football coach for the University of Georgia, buys the first box of popcorn sold over the new concessions counter at the Palace Theatre, Athens, Ga. Dan Hill is Athens city manager for the Georgia Theatre Co.

ATLANTA

Guy Brown, manager here for Motion Picture Advertising Co., a great handicapper, picked Faultless to cop the Preakness, then had a bad moment when Clem McCarthy overlooked the Jones' horse in the stretch, naming Jet Pilot, an also-ranner, as the winner. It was the prize radio boner of this or any other year. Everything turned out all right, however, when Clem corrected his mistake, and Guy is now being accused of having a Brother Who Talks to Horses.

"Carnegie Hall," which had its southern premiere at the Peachtree Art Theatre, and was originally scheduled for an extended run here, was discontinued after a week's run . . . Kate Wright, for years with Monogram Southern exchanges, is leaving for an extended tour of Europe and will visit her native home in County Cork, Ireland . . . Mrs. Danny Etheridge, another MSE employe, is spending a vacation in Savannah.

Among visitors on the Row were Mr. and Mrs. Wallace Smith of the Gem in Barnesville, Ga. . . . J. K. Chapman, assistant general manager of Film Classics, was a guest of John W. Mangham, head of Film Classics of Georgia . . . Arleen Whelan, willowy flame-haired film beauty, spent two days in Atlanta, not under that name, but simply as Mrs. Hugh Owen, wife of Paramount's sales manager. During a luncheon here she listened eagerly as Mrs. Leonard Allen, wife of Paramount's southern public relations chief, describe southern skillet biscuits, while Mrs. Fred D. Moon, wife of the Journal's film editor, told how to fry golden-brown fried chicken.

Fred Moon, incidentally, was among those flying to Zanesville, Ohio, for the premiere of E-L's "Repeat Performance" . . . Z. C. "Curt" Shreve, southeastern district manager of Manley Popcorn Co., back from a swing over the territory, says that theatres are selling more popcorn than ever and that it looks like a tremendous summer season for the confection.

Sidney Laird, general manager of Al-Dun Amusement Co., West Point, Ga., and Clyde Samples, general manager of the Duncan Amusement Co., Carrollton, Ga., were in the city on a booking trip. Other visitors included Howard Schuessler, Lam Amusement Co., Rome; Fred Jack, southern district manager, UA; O. C. Lam, Rome; Carl Floyd of the Floyd & Stein circuit in Florida; R. L. Bailey, Eagle, Blountstown, Fla.; M. C. Hartman, Victory, Louisville, Ala.; Mr. Tankersley, Ellijay, Ga.; D. L. Bogbel, Ritz, Dadesville, Ala.; K. K. Timberlake, Stevenson, Ala.; E. P. Clay, Clay's circuit in Georgia.

Columbia clippings: Grace Woolley, secretary to R. J. Ingram, southern district manager, has returned after spending some time in Key West on company business . . . Nell Almond is back from a vacation at St. Marys, Ga. . . . Estelle Turner has been added to the booking department . . . Walter Walker, special sales representative, is all smiles over the arrival of a new baby boy at his home.

Nash Weil, vice-president of Wil-Kin Theatre Supply Co., flew to Dallas to spend Mother's day with his mother, remaining for a few days on business . . . Fred Young, Atlanta popcorn representative, has returned from a Hollywood visit . . . O. B. Corley, Monogram's Alabama representative, came here for a few days' rest . . . Walter Hickey, former sales manager for Film Classics and Screen Guild, has resigned . . . E. E. Whitaker, Georgia Theatre Co. official, has named his new country place "Whit-acres."

Kate Tanner and Ruby Tumlin have resigned from Columbia Pictures and joined PRC . . . Flossie Kile has been added at Film Classics . . . Leonard Allen, publicity director for Paramount in Atlanta, and his wife entertained Mr. and Mrs. Babe Cohen and Herman Silverman at a cocktail party . . . Johnny Harrell, booker for Martin Theatres, and his wife have returned from Hollywood . . . C. T. Kantor, general manager of Bach Theatres, Atlanta, will go to Florida for his health . . . Seventy strong, barkers of Atlanta Variety have returned from the VCI convention in Hollywood.

William M. Richardson, president of Astor Pictures of Georgia, returning from a trip to Florida, says the fish are really biting in Peninsula state waters . . . Henry Krumm, southern district manager for SRO, has moved into his new offices in the Walton Bldg. . . . Velma Crooks of Martin Theatres' booking office, has welcomed home her husband, returned from overseas.

Wil-Kin Theatre Supply notes: Joe Reeves and T. C. DeLoache have returned from a trip through south Georgia . . . Jimmy Wilson of the sales department attended the opening of the new Grand Theatre in Montezuma, and the opening of the new Davy Crockett Theatre . . . An addition to the Atlanta sales department is Joe Meyer . . . Carl Campbell has joined the Charlotte sales force.

J. Partlow of U-I has returned from Miami and Jacksonville, Fla.

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"Everything for the theatre except film"

New Savage Theatre Opens in Booneville

BOONEVILLE, ARK.—"Finest in western Arkansas" is the manner in which residents of this area are describing the beautiful new Savage Theatre, which was officially opened with appropriate ceremonies Tuesday, May 20.

Symbol of their belief in the future of this fast-growing town, the Savage is named for the local owners, Mr. and Mrs. E. W. Savage. It seats 624 downstairs and incorporates latest improvements from street to sheet.

In honor of the opening the Booneville Democrat published an 18-page special edition, filled with merchants' congratulatory ads, among these being a large space from J. Eldon Peek of Oklahoma Theatre Supply Co., Oklahoma City, which furnished the Heywood-Wakefield seats.

A malt shop is on the ground floor, offering a variety of soft drinks.

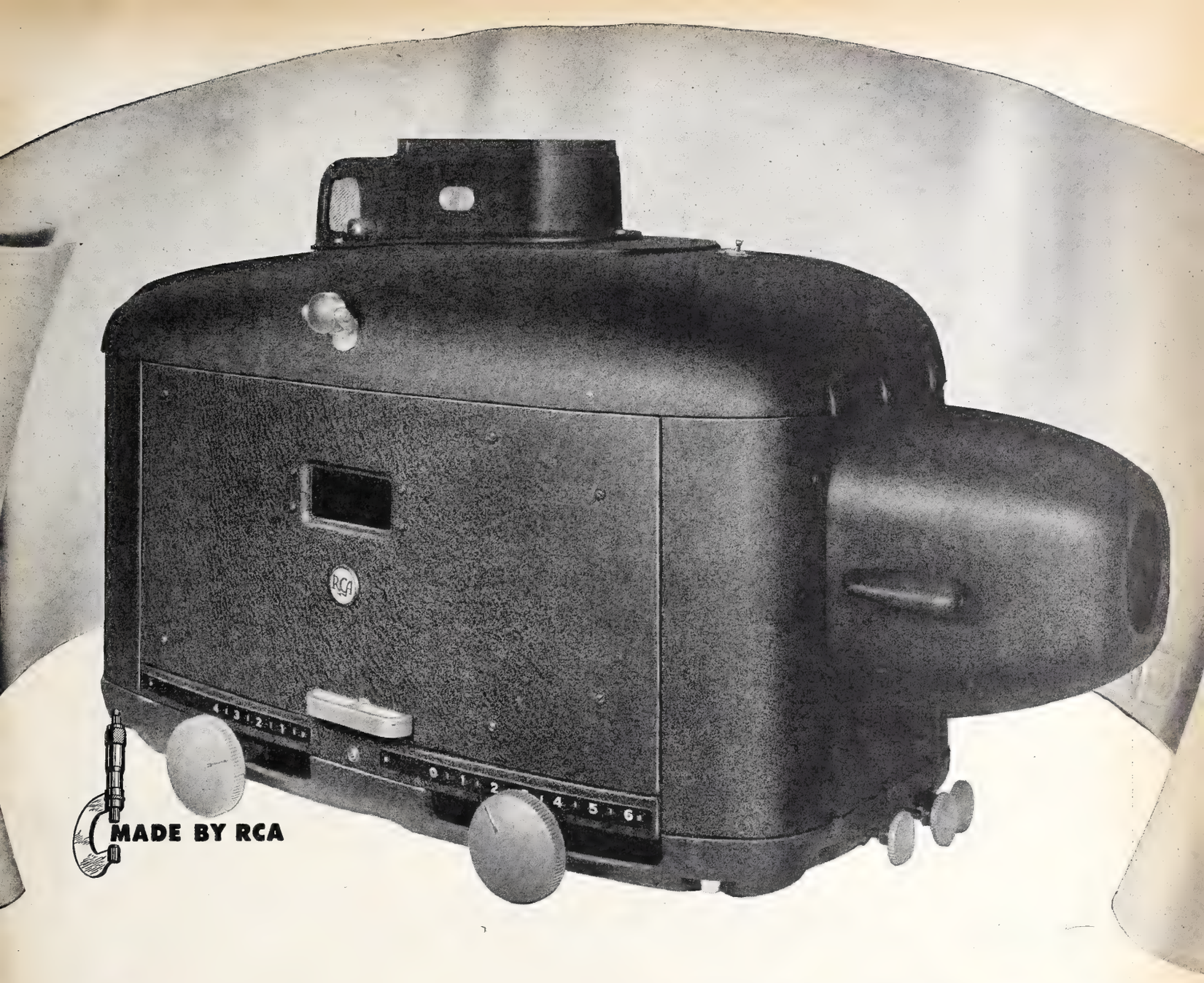
MIAMI

The sports trend in pictures is beginning to be noticed in Miami where the current fare includes "The Homestretch," "Rolling Home" and "Stallion Road" . . . Ernest Fanton Pegram, member of the Coral Gables police department who has been writing songs off and on all his life, has had two of his latest accepted by a Hollywood firm for recording. They are "The Lost Weekend" and "On Mother's Mind."

Sonny Shepherd, managing director of Wometco's Miami, had a nice note from an RKO executive congratulating Wometco on the opening, but pointing out a slight billing error. The souvenir programs printed a salute to Latin American republics, listing General Manuel Avila Camacho as president of Mexico instead of Miguel Aleman, who succeeded him.

Herb Elisburg, who is trying to promote a legit theatre for Miami Beach, is basically a film man. His father, Louis A. Elisburg, was a pioneer in the film business, starting with the Baird Theatre in Oak Park, Ill., in 1910. Later, according to George Bourke, Herb pioneered the talkies with the Essaness outfit in Chicago.

Miamians who have seen "The Chase" at the Miami and the Lincoln agree it must be a very thrilling life they lead down here. Locale is laid in Miami, starts on Flagler street and takes in island homes, gangsters and other local flora and fauna . . . Edward Claughton, who owns a chain of theatres, distributed free popcorn and passes to the youngsters at the Fiesta Teen-Ager dance.



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492 S. 2nd St., Memphis, Tenn.

CHARLOTTE

Arleen Whelan, the actress, was in Charlotte last week with her husband, Hugh Owen, eastern sales manager of Paramount. No personal appearance tour was involved. She was accompanying her husband on a business trip throughout the southern states.

Rovy F. Branon, RKO manager, and his wife entertained last week for their son Frost on his fifth birthday anniversary . . . "Open City," the Italian picture, opened at the Dilworth Sunday for a five-day engagement . . . The new Drive-In at Lancaster, S. C., opened last week.

The Carolinas premiere of "The Yearling" was held Sunday at the Carolina.

Mrs. Tiller White Arenson, mother of Herman Arenson, is dead . . . Mr. and Mrs. Worth Stewart, Stewart-Everett Enterprises, have moved their home from Dunn to Charlotte.

Col. J. B. Harvey of the Carolina, Clover, S. C., and his family have returned from a weekend in Jacksonville, Fla. . . . The Pastime Theatre, the smaller theatre in Boone, N. C., will open for the summer June 7. R. E. Agle is city manager in Boone and will manage the Pastime as well as the Appalachian Theatre. C. H. Trotter is circuit manager. The theatres are owned by A. Fuller Sams jr.

The Pelzer Theatre at Pelzer, S. C., is closed. Fire destroyed the roof. It was operated by L. A. Linder of Williamston, S. C. . . . John F. Kirby, Warners district manager; Norman Ayers, division manager and I. M. Dolid, assistant general sales manager, conferred here with the local manager, Ralph Iannuzzi, and circuit heads.

S. B. van Delden, general sales manager of Wil-Kin Theatre Supply Co., Atlanta, was here and made a trip into the territory with W. F. Harris, local manager . . . Hank Hearn is still attending to business despite a bad cold . . . National Screen Service notes: Mary Vidol Geel, head booker, recently married and has resigned to join her husband, a salesman traveling out of Asheville, N. C. . . . Mrs. Pauline Culp, second booker, resigned because of approaching motherhood . . . Emily Lowe, preparer, has been promoted to head booker and Viola Fender, Elliott-Fisher operator, was promoted to second booker . . . Manager Bob Simril is adding another trailer shipper and general office clerk to his staff.

Visitors on the Row: Mr. and Mrs. J. B. McIntyre, Raeford, Raeford; Harold Armistead, Lyric, Easley; Harold Hall, Dixie, West Columbia; Charles E. Myers and Charles E. Myers jr., Myers, Rich Square; H. P. Howell, Howell, Smithfield; Bill Webb, Imperial, Kings Mountain; R. Glenn Davis, Louisburg, Louisburg; Lyle M. Wilson, Peoples, Roanoke Rapids; Roy P. Rosser, Temple, Sanford; L. B. Richardson, Wallace, Jonesville; Chester Glenn, Criterion, Greensboro.

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Former Berlin Showman Heads Wometco's State

MIAMI—Eugene Racz, who recently assumed managership of Wometco's State Theatre in the heart of Miami, formerly ran some of the largest picture houses in Berlin and Paris. Since his arrival in this country a few years ago he has been associated with Wometco Theatres. During the war he managed the Grand, a colored theatre in West Palm Beach, where he made an outstanding record of war bond sales and of other drives in connection with the war effort.

Royal Goes to Creek

WEST TAMPA, FLA.—N. E. Creek, owner of the Casino Theatre at Ybor City, has taken over the Royal in West Tampa.

Mrs. Rouss to Roshon Post

LITTLE ROCK—Mrs. M. Rouss, former booker and office manager for PRC here, has been appointed branch manager for the Roshon 16mm exchange in Little Rock, replacing Ernest K. Pearson, who is being transferred to New York as branch manager.

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Miami Construction Gets U.S. Approval

MIAMI—Approval has been given by Frank R. Creedon, housing expediter in Washington, for an early start on construction of a 1,000-seat downtown theatre here.

Charles Abel, Miami agent for Amman Bros. of Bluefield, W. Va., said work would be started quickly on the foundation and framework. The permit was issued for that much of the construction in order to relieve "excessive unemployment among heavy construction trades."

The theatre, which will be known as the Dixie, will be on First avenue between N. E. Second and Third streets and will be operated on lease by Bernstein Southern Theatres, with Bob Bernstein, vice-president, as managing director. The Bernsteins operate a circuit in the midwest.

It is planned to keep the theatre on a schedule running to 3 a. m. A moderate schedule of prices was promised.

CPA Approves Building Of Birmingham Theatre

BIRMINGHAM—Following CPA approval of a new $75,000 neighborhood theatre in the Woodlawn district, construction is expected to start immediately.

The building, located at 5531 First Ave. south, will be built of steel and reinforced concrete, seating about 1,000. It is being built by J. C. White and Mrs. Ethel M. White under 15-year lease to Waters Theatre Co., which operates 17 other suburban houses here.

Construction features include a nursery room, party room and a shopping area in the front of the building.

Waters is awaiting CPA approval of a $75,000 theatre in East Lake and has announced plans for a $100,000 house in Fairfield. The circuit has older houses in the Woodlawn, East Lake and Fairfield districts in operation.

Loxley House Destroyed; Owner Plans to Rebuild

LOXLEY, ALA.—Judge H. T. Childress, owner and manager, has announced plans for immediate rebuilding of the Victory Theatre, which was virtually destroyed by fire. Damage was estimated at $12,000 to the building and $4,000 to equipment.

The fire was believed by Judge Childress to have started in a stack of paper bags in the rear of the theatre and was discovered by his 12-year-old daughter, Pearl Childress, as she was sweeping out the building.

Firemen extinguished the blaze after a battle lasting an hour and a half.

Childress said he owned one-third of the equipment, with the remainder belonging to the Fred T. McLendon circuit. The equipment was insured, but the building was not, Childress said. The Victory, Loxley's only theatre, was built in August 1945.

Another McLendon house in Baldwin county, the Rex at Bay Minette, was destroyed by fire in 1943.

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Opening at Montezuma

MONTEZUMA, GA.—J. E. Martin opened his new house here May 15 with "The Farmer's Daughter" as the initial attraction. Filmrow executives from Atlanta, press and radio representatives attended.

'Years' to Chattanooga

CHATTANOOGA—The State Theatre here will show "The Best Years of Our Lives" one week beginning May 24 at $1.20 top.

Land Leased for Drive-In

WINTER HAVEN, FLA.—Land has been leased on the Auburndale road for a new drive-in. Work is to start soon.

Price Schedule Trimmed By Twin in Pensacola

PENSACOLA, FLA.—The Twin Theatre, which recently announced two admissions for the price of one each Tuesday and Wednesday, has adopted a new scale in line with President Truman's request for lower prices. New prices for adults are 25 cents for matinees and 35 cents at night, with children being admitted for 15 cents at all times. The Twin announced a return showing of "The Outlaw."

New House for Belle Glade

BELLE GLADE, FLA.—Plans for the erection of a new theatre here have been approved and work is scheduled to start immediately.



ATLANTA 3, GA.—Capitol City Supply Co., 161 Walton St., N. W. Telephone: Walnut 1244.

BIRMINGHAM 3, ALA.—Queen Feature Service, Inc., 1912½ Morris Ave. Telephone: 3-8665.

CHARLOTTE 1, N. C.—Bryant Theatre Supply Co., 227 South Church St. Telephone: Day, 2-4242; Night, 2838.

GREENSBORO, N. C.—Standard Theatre Supply Company, 215 E. Washington St.

MEMPHIS, TENN.—Monarch Theatre Supply Co., 492 So. Second St.

MIAMI 36, FLA.—Joe Hornstein, Inc., 714 N. E. First Ave.

TAMPA 1, FLA.—United Theatre Supply Co., 110 Franklin Street. Telephone: 3045.

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MEMPHIS

The Downtown club's treasury was swelled by $2,552 after Promoter Joe Gunther staged a wrestling match for benefit of the press-radio-amusement-advertising organization. The American Legion, Veterans of Foreign Wars and Disabled American Veterans, sponsors of the matches at Municipal auditorium, donated their share of the gate and employes donated their services . . . Local theatre circuits are planning benefit attractions in the near future for the homeless organization, which still is seeking downtown quarters.

Frank V. Merritt, general manager of Acme Theatres; Mrs. Mildred Geiger, his secretary; Mr. Geiger and Miss M. Smith attended the recent Strawberry festival in Cullman, Ala., where Acme operates the Cullman and Lyric theatres. Geiger was a judge for the "battle of bands" which was a feature of the festival. He also was director of the band which played at the Gene Autry rodeo at the state fairgrounds here.

J. K. Jackson, Georgia Tech student and chief engineer at radio station WMOC at Covington, Ga., flew here for a weekend visit with his father J. A. Jackson, Empire manager, and Mrs. Jackson . . . Harry M. Curl, Melba manager; Mrs. Curl, assistant manager at the Royal, and John Merritt of Acme Theatres helped Ida Mary Martin celebrate her first anniversary as Melba cashier with an impromptu party at a downtown night spot.

Ray Stegall, former manager of the Strand here, who is now in the banking business in Johnson City, Tenn., visited acquaintances in the industry. Stegall also formerly managed Wilby-Kincey houses in Chattanooga and Elizabethton, Tenn . . . Other recent visitors included O. L. Redfern of the Star Theatre, Parrish, Ala., and Mrs. Watson, Lincoln, Ala., exhibitor.

N. L. Mower, branch manager for Altec Service Corp., Atlanta, and Paul Thomas, general secretary and treasurer of the firm in New York, called here . . . Julian L. Harper jr., projectionist who has been operating a jewelry store at Five Points, returned to the booth at the Royal.

Harry M. Paul, division manager for Southeastern Theatre Supply and RCA in Atlanta, was seen making the rounds here. He is former district manager for Wil-Kin Theatre Supply . . . Jerry Wilkey has been named chief usher at the Lyric, succeeding Mack Russell, who has been named assistant manager at the Strand.

B. E. Patterson, owner-manager, has reopened the Pinson theatre at nearby Pinson. The house was heavily damaged by fire several months ago . . . Irene McDanal, Capitol cashier, was off several days due to illness.

Claudine Harmon is new cashier at Acme's Galax, replacing Betty Posey, who resigned to enter other work . . . Galax Theatre, announcing a new policy, said the house would show outstanding first run pictures, changing programs only once each week instead of thrice weekly. First picture shown under the new policy was "The Locket," moved over from the Melba for a second downtown week . . . Only other holdover was the surprising film, "The Farmer's Daughter," which went into a fourth downtown week at the Capitol after three weeks at the Empire.

Harry W. Roberts, Birmingham Theatre, reported the house did "better than expected" during the four-day run of "Henry V" at roadshow prices. The Birmingham followed the attraction with a reissue, "Alexander's Ragtime Band" . . . "It Happened on Fifth Avenue" was reported doing unusual business at the Alabama. Other attractions on downtown screens: Melba, "Framed;" Ritz, "Boomerang;" Empire, "The Guilt of Janet Ames;" Lyric, "If I Had My Way," and Strand, "The Beast With Five Fingers."

Sue Donegan of Gadsden, Ala., who was chosen "Miss Birmingham of 1946" in the contest sponsored by the Alabama Theatre, Birmingham News and Age-Herald, and station WSGN, has won new honors. A 19-year-old freshman at the University of Alabama, she was chosen Miss Dixie Belle over 43 other Southern finalists in the Cotton carnival at Memphis. She received a five-day, expense-paid trip to Hollywood as a result of her triumph.

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Variety in Charlotte Names Committees

CHARLOTTE—Under the sponsorship of Chief Barker Cy Dillon and his crew, the Variety Club is making ambitious plans for a full summer season of activities.

Recently the personnel of a dozen committees was announced, with James V. Frew as chairman of the important house committee. He is being assisted by Al Burks, Bob Jeffress, Norman Jackter, Bill White, Harry Jones and Cecil McCommons.

Other committees, the chairman being given first:

Heart—Frank Beddingfield, and George Roscoe, co-chairman; Tom Little, Bert Adams, Max Bryant, Skinner Williamson, Barney Slaughter, John Vickers, Earl Mulwee, Lester Sipe.

Clinic—John Vickers, Byron Adams.

Polio—George Roscoe, Jay Schrader, Bob Saunders, Hap Bell, Norman Jackter, Roy Bradley.

Mobile—Don Graham, Sam Hinson, Hank Hearn, Hickey Lawing, Bob Kidd, Bill Baynard, Bob Saunders.

Membership—Hal Keeter, Skinner Williamson, Jack London, George Ebersole, Sam Hinson.

Special Events and Outside Entertainment—Scott Lett, Marsh Funderburk, Carl Patterson, A. B. Craver, Byron Adams, Barney Ross, Max Holder, Charlie Leonard.

Ways and Means—Bob Jeffress, Walter Griffith, Olin Mock, Cecil McCommons.

Publicity—Walter Griffith, Emery Wister, Dick Pitts.

Bulletin—Emery Wister, Dick Pitts, Walter Griffith.

Seventh Anniversary and Party—Heck Everett, Lester Sipe, Frank Beddingfield.



EMULATING GABRIEL—With the king and queen of the Cotton Makers jubilee, Negro version of the Memphis Cotton carnival, in attendance, Prof. W. C. Handy, "daddy of the blues," raised his golden trumpet and started a tune. The event was the opening of W. C. Handy Theatre, named for the famous Memphis Negro, in the Tennessee metropolis. Handy came to Memphis to help dedicate the new $200,000 showhouse. He has no financial interest in the theatre.

Marvin Warren Promoted, Wed in Period of Days

MONTGOMERY, ALA.—Marvin Warren, former house manager of Wilby-Kincey's Paramount here won himself a promotion and a bride within a period of a few days.

The promotion came when Warren was made city manager for the circuit at Elizabethton, Tenn. He succeeded Sam Davis, who resigned recently. Wilby-Kincey operates the Ritz and Bonnie Kate theatres in Elizabethton.

Warren and Eleanor Rushing Meriwether, were married at Trinity Presbyterian church Wednesday, May 7, by the pastor, Dr. Henry Edward Russe. Miss Meriwether, daughter of Mr. and Mrs. Elbert R. Meriwether of Montgomery, was given in marriage by her brother Thomas. W. D. Lagomarsino jr. was best man.

Immediately after the wedding, the couple left for a wedding trip to include visits in Tennessee before making their home in Elizabethton.

George Loften, former chief usher at the Paramount here, has succeeded Warren as house manager.

Pen in Pensacola Starts Saturday Kiddy Klub

PENSACOLA, FLA.—The Pen Theatre, owned and operated by Clinton Vucovich, inaugurated a series of Kiddy Klub programs here Saturday (17). Club sessions last from 9:30 until 11 a. m.

Stage programs held in connection with a feature picture are broadcast over station WEAR, with Jack Petree as master of ceremonies. Prizes are awarded the young winners in the talent contests.

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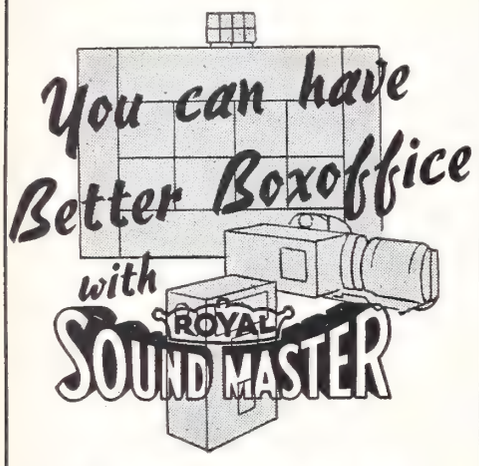
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MEMPHIS

Midsouth exhibitors on the Row included J. F. Singleton, Tyro, Tyronza, Ark.; Leon Roundtree, Grand, Water Valley, Miss.; W. F. Sonneman, Ozark, Fayetteville, Ark.; Cliff Peck, Gem, Covington, Tenn.; Louis Haven jr., Imperial, Forrest City, Ark.; Louise Mask, Luez, Bolivar, Tenn.

Also J. J. Sharum, Metro, Walnut Ridge, Ark.; Roy Cochran, JuRoy, North Little Rock, Ark.; Mr. and Mrs. A. Azar, Harlem, Greenville, Miss., and C. N. Eudy, Ackerman, Ackerman, Miss.

The Memphis delegation to the Variety Clubs International convention was heard from almost the day of arrival. The Los Angeles Times for May 13 carried on its first page a picture of Herb Kohn, Memphis chief barker, and Tommy Baldridge, Flexer Theatres, Inc., with Maria Arias passing them some California oranges. These clippings came home by air and friends are passing them around.

R. B. Gooch, owner of the Savannah at Savannah, Tenn., and Ritz, Selmer, Tenn., was on the Row with his chief booker, Neely Bradford.

Leonard Shea, branch manager for PRC, was in Little Rock on business . . . Addie Addison, Atlanta, PRC and Eagle-Lion, is in town with "Last of the Mohicans" and "Kit Carson," which have received the okay of Memphis censors.

W. J. MacKemie, Ripley, Tenn., is the new salesman at RKO. He succeeds R. V. Reagin, promoted to branch manager. Reagin recently succeeded A. M. Avery. The latter has gone to Flexer-Drive-In Theatres, Inc. A farewell party for Avery, also honoring Reagin, was given by employes.

Warner Bros. exchange has two new employes, Margaret Vetteo, stenographer, and Ilah Shelton, information desk . . . P. H. Holmes, office manager, MGM, was to attend an office managers' convention May 21-23 at Cincinnati.

More exhibitors on the Row included W. C. Kroger, Shannon, Portageville, Mo.; Roy Dillard, Dillard, Wardell, Mo.; Moses Sliman, Lux, Luxora, Ark.; J. B. Adams, Tate, Coldwater, Miss.; Mr. and Mrs. Bill Malin, Lura, Augusta, Ark.; Dr. R. W. Johnson, Shelby, Shelby, Miss.; J. F. Wofford, Eupora, Eupora, Miss.; J. M. Mounger, City, Calhoun City, Miss.; C. J. Collier, Globe, Shaw, Miss.; Bem Jackson, Delta, Ruleville, Miss., and G. H. Goff, Rustic, Parsons, Tenn.

Charles Regenald, manager, announces his new open air (but not a drive-in) Rosalie Theatre on Highway 61 south of Memphis is open for business. And the first few days of business has been fine. The theatre consists of a high wooden fence around a grassy plot filled with benches and chairs. The projection booth and equipment and screen are quite modern. And patrons like it so well another such airdome will be erected on Peeples avenue soon, he says.

Often a publicity man comes to town with a picture. Sometimes, he has a couple of pictures. But Perry Spencer, U-I, Atlanta, is in town with four pictures. They are: "Stairway to Heaven," at Strand; "Song of Scheherazade," at the Malco; "Odd Man Out," which opens soon at one of the Loew's theatres and "White Tie and Tails," now showing at the Ritz.

First run business was off during the Cotton carnival in Memphis in spite of well selected pictures and thousands of visitors who came from all parts of seven states for the week's festivities. Only one theatre reported good business and that was Loew's Palace with "The Yearling." Attendance has, however, picked up since close of the carnival.

Howard Rutherford, who started as an usher and worked his way up to assistant manager of Loew's Palace in Memphis, has been promoted to manager of Loew's Park, Cleveland. Rutherford goes to Cleveland from New Orleans where he has been assistant manager for some time. Buford Cranch, assistant manager of Loew's Palace in Memphis, has been transferred to New Orleans to succeed Rutherford, Col. Cecil Vogel, Palace manager, said.

Stuart Terrin has resigned as a salesman for RKO and has gone to work for Monarch Theatre Supply Co. as salesman in the Arkansas territory. Terrin formerly worked for Republic and Alexander as a salesman.

Paul Smith and Louis Lawson have bought the Jug Theatre in West Helena, Ark., from Ed Blair. Smith and Lawson plan to open a new showhouse in West Helena soon, to be known as the Silver Star Theatre.

Two new employes started work at Monogram this week. They are Frances Savakerly and Velma Welch, stenographers . . . James Smith, shipper at Paramount, is vacationing . . . Rachel Wess, branch manager's secretary at Columbia, is ill.

Two new theatres, the Joy at Nettleton, Miss., and the Jan at Como, Miss., are doing a fine business, according to reports reaching Filmrow. Charles Boren jr. is owner of the Joy, and Franklin Fisher owns the Jan . . . Poppers Supply Co. opened its new clubrooms at 408 S. Second St., this week for visiting exhibitors from the midsouth who come to the Row to visit and shop. There are comfortable chairs, writing pads and pencils and fans to keep visitors cool. A fine place to chat about this and that.

The Kay Film is remodeling its Memphis offices and will have the job finished in a few weeks . . . MGM tradescreened "Cynthia" at the 20th-Fox screening room May 15.

The Ritz Theatre, one of the David Flexer chain, has reduced its prices. Adult matinee tickets were reduced from 50 cents to 40 cents and adult night admissions from 60 to 50 cents. Admission for children remains 12 cents at all times. Officials of Flexer Theatres, Inc., said the reduction was made in response to President Truman's request for reductions in prices.

Lloyd T. Binford, often criticized in the newspapers for his activities as chairman of the Memphis board of censors, recently was praised from the pulpit of the First Baptist church here. Dr. R. Paul Caudill, pastor, said: "There is a tragic unconcern on the part of movie producers for the moral and spiritual welfare of the youth of our land. Unless they are willing to provide adequate censorship for their own productions, then the public will have to provide its own censorship. I would like to pay tribute to Lloyd T. Binford for his decision in regard to 'Duel in the Sun.'" Binford and the members of the Memphis board banned "Duel in the Sun," in Memphis.

The Ritz Theatre at Hickman, Ky., operated by the W. F. Ruffin circuit, was damaged recently by fire . . . May 30 and 31 have been set as dates for Paramount's 1947 sales drive meeting in Memphis.

Col. William W. Goodman, Variety Club attorney and worker, has been made an officer of the Order of the British Empire, another decoration to add to several he already has received for war service. The award was made at the British Embassy in Washington.

Morbid Themes Hit By Manitoba Board

WINNIPEG—Cruel, morbid, antisocial themes led the Manitoba board of censors to reject 32 motion pictures last year as compared with only seven the year before, according to the board's annual report issued last week.

Of the 32 pictures rejected, three were later approved on appeal but three others that were appealed were turned down.

DOCUMENTARIES GET APPROVAL

While much of the year's offerings was viewed as "distressing," the board said of documentary-background films, "Personality is at least being caught and interpreted by the camera. This is the outstanding contribution of the year."

Said the board in its year-end report:

"New and very serious social comment began to be shown on the screen, such as spectacular adventures in postwar areas. Returned men were highlighted in mischance.

"Psychiatric situations arising out of broken marriages, fear neurosis and all its aftereffects, became the atmosphere of this type of film.

"Accompanying this distressing and very disturbing screen fare, was an increasing number of clinical situations, cruel and antisocial, and totally morbid in effect.

REVIEWERS ALMOST BAFFLED

"The continuing exploitation of the neurotic drew into its sinister presentation cruelty and criminal menace and abnormal terrifying monster scenes that during the year built up a type of picture that almost baffled the reviewers. This increased our rejections from seven in the previous year to 32 in this period. Three of these were later passed by the appeal board, and three were also rejected by the appeal board.

Besides rejecting 32, the board altered 44 pictures and passed 1,739 without change. Of those rejected, 15 were dramas, seven were episodes of serials, and ten were trailers.

The board's report also covered is work in the 16mm field. Only one narrow-gauge picture was rejected during the year.

Check on New Film Pacts Asked by Ontario MPTA

TORONTO—Members of the Motion Picture Theatres Ass'n of Ontario have been advised of the decision of N. A. Taylor to request all film distributing companies to submit copies of their new rental contracts to the association before they are used for the coming film year. Taylor is chairman of a special committee which will check the clauses of new contracts to determine any objections, the findings to be passed on to MPTA members for their guidance.

Until the present, the major exchanges had used a standard form of rental license agreement but this document has been dropped following a strong protest last winter over the inclusion of subsidiary income of theatres in determining percentage.

Taylor is the head of 20th Century Theatres, a circuit affiliated with Famous Players Canadian.

Four Films for Adults

TORONTO—In April, the first month of the government's fiscal year, the Ontario board of moving picture censors classed four features as "adult entertainment," these being "Backlash," "Destry Rides Again," "Fall Guy" and "I Stole a Million." Exhibitors are required to advertise these pictures as suitable for adult audiences.

British Film Expansion Elates J. Arthur Rank

TORONTO—J. Arthur Rank, film magnate, at a press conference following his arrival here from England on a tour of North America, voiced open satisfaction with the steady expansion of the British film industry. Unlike his uncertainty when interviewed here two years ago, Rank was frank and confident in his expressions this time.

Rank declared that British product was outgrossing American pictures in England by £100 a theatre each week on the average, adding that bookings of British films had reached a ratio of 30 per cent which would be increased as the pictures showed continued improvement. The required film quota was 17½ per cent.

The British trade leader said he was gratified, but not yet satisfied, with the reception which had been accorded British films in the United States and other overseas markets. The reaction was about the same throughout the world, he said.

"VEIL" BEST ALL-AROUND FILM

The largest returns from North America had been secured with "Henry V" but the greatest all-around success had been recorded by "The Seventh Veil." He admitted that "Anthony and Cleopatra" would not meet its high production cost of $6,000,000 which had been largely caused by wartime conditions and problems. Rank emphasized the economic benefit accomplished by the British film industry in bringing U.S. dollars to England.

In contrast with American-made pictures, British films possess realism, Rank said, but admitted that British themes were inclined to be "rather grim." Comedy has been lacking but this situation was receiving attention, he asserted.

Pictures must be entertainment, but personally Rank would like to present some themes such as religion and imperialism.

Rank revealed a number of production developments. Some cartoon pictures have been produced largely for commercial advertising, but a studio will start turning out entertainment cartoons in June, he revealed. A start also was being made on certain types of religious pictures. Plans have been prepared for a studio to produce children's features, and special juvenile programs will be available in due time.

NO NATIONALIZATION SOON

Rank said he did not believe there would be nationalization of the film industry by the British government for the present, at least. An educational film is being produced each week under the cooperative supervision of a committee of the British Ministry of Education. Incidentally, Canada eventually will be represented in the Modern Age series of releases which deal with topical situations, he disclosed.

There has been some drain by Hollywood on British talent but Rank said he did not oppose the migration of British players to Hollywood because they gained experience there. Considerable talent is retained in England under contract, usually for ten years. A few directors but practically no producers are under contract in Britain.

A school for talent has been established in England with contract players being paid while training and while gaining experience in minor pictures.

Considerable progress has been achieved in British television and two theatres in London will play television features starting in the fall. Television rights have not yet been settled with the British Broadcasting Co., he said.

Rank's companies will produce 30 pictures this year, including eight Technicolor productions. He expects to get more theatre outlets in both Canada and the United States and, as the quality of British product improved, more playing time will be assured. He said that resistance to British pictures in the U.S. has dropped appreciably.

In addition to competing with American product, a purpose of British films was to present to the world the British commonwealth life and outlook, he asserted.

He had no comment to make regarding the lawsuit of Paul L. Nathanson, Rank's former associate in Odeon Theatres of Canada, regarding distribution rights in the Dominion.

Traveling with Rank is John Davis, managing director of J. Arthur Rank Organization.

Dorothy Patrick Sponsors Show for Needy Kiddies

WINNIPEG—Winnipeg-born star Dorothy Patrick played hostess to the city's underprivileged children at a special screening of her musical, "Till the Clouds Roll By" at the Capitol.

The star was a hostess by proxy since she was not present at the screening, but it was arranged at her request by the Tribune. The paper acted on Miss Patrick's behalf in reply to the following wire from her from Culver City:

"You will make me very happy indeed by acting as host on my behalf at a private showing for Winnipeg orphans at the Capitol Theatre on Saturday morning, May 17, of the MGM Technicolor production 'Till the Clouds Roll By,' in which I appear as English bride of composer Jerome Kern. Metro-Goldwyn-Mayer has graciously given their permission and the theatre has been made available by Famous Players. I regret that I will be unable to be there personally, and assure you of my sincerest appreciation of your efforts to provide a special entertainment treat for those who unfortunately are unable to attend the movies regularly. With best wishes to the people of my native city."

Falls 80 Feet to Death

VANCOUVER — Dennis MacCarthy, 65-year-old electrician, plunged to his death at the Orpheum Theatre. He was working atop a vertical sign when he fell 80 feet to the marquee in broad daylight. The accident went unnoticed and his body was not found until two hours after the plunge.

To Build at Kelowna

KELOWNA, B. C.—Contracts for the construction of the new Famous Players theatre here have been asked, Frank Gow, district manager, announced.

Visits Parents in England

VANCOUVER—Cecil Neville, B. C. district booker for Famous Players, has left for a long-delayed trip to England to visit his parents, both more than 90 years old. He will be away about two months. Lou Karp is pinch-hitting for him.

OTTAWA

An important construction development in the heart of Ottawa was revealed in the announcement of the purchase of a large business property adjacent the Centre Theatre by the Centre Amusement Co., of which Donn B. Stapleton is president. The transaction is the forerunner to enlargement of the Centre. This theatre has long been operated by the Stapleton family, first by Donn's father, the late Ben Stapleton, a pioneer Ottawa exhibitor. The Centre operates in partnership with the Odeon circuit.

"Exercise Musk Ox," government film recording the Arctic military expedition last year, had its Canadian theatre premiere at the Nelson along with a reissue of "The Private Life of Henry VIII." I. H. Allen of Astral Films announced that "Exercise Musk Ox" had been set for showing in the Odeon circuit across Canada, which gives it approximately 100 dates.

Manager Henry Marshall of the Famous Players' Regent has promised early completion of an attractive ladies' retiring room, construction of which has been under way for a considerable time.

The Imperial entered the Saturday-morning juvenile arena with a bang May 17 with the staging of a film-stage program to start the Young Ottawa club in cooperation with radio station CKCO, through which the boys and girls obtained free admission. There were prizes for the new club members and it was announced that the shows would be continued each Saturday morning with the programs including stunts as well as entertainment.

Two exchange visitors were Harry Ginsler of Astral Films and Irving Herman of Producers' Releasing Corp., both Toronto. Herman worked on advance promotion for "Her Sister's Secret," which opened at the Nelson May 19. He ran a newspaper teaser campaign and had a special screening for local women's organizations . . . Mrs. J. W. Delaney of Delaney's Theatre, Gananoque, has branched out into stage presentations, starting with an amateur night scheduled for May 29.

Harry Yuden, manager of the Centre in Peterborough, has been elected president of the Optimists' Service club, which is prominent in community work . . . The new Figaro in Hull is showing both English and French films, starting with "La Premiere Romance" . . . The Eastview, new suburban house in Ottawa, is also playing occasional French product and the Rideau is playing French programs one day each week.

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WINNIPEG

H A. Morton, managing director of Manitoba Theatres, Ltd., went to Toronto where he met J. Arthur Rank, British film magnate. Morton said that plans for future Odeon activities would be discussed at the conference with the head of the British film industry.

J. McPherson, Eagle-Lion branch head, announced that his exchange will handle This Modern Age, the equivalent of the March of Time series, now being produced by the Rank organization in Great Britain. First of the series to be shown here, "Palestine," is booked for an early run at the Garrick.

James Mason, English actor, is getting a strong run here. Besides starring in "Odd Man Out" at the Odeon, Mason is also on the Rialto's bill in "They Were Sisters" and the Dominion has taken extra space to run advance ads announcing the coming showing at that house of his "Secret Mission" . . . "The Jolson Story" is returning for a downtown engagement after its sensationally successful Easter run, when it played the Met and Uptown simultaneously.

Pictures have been getting some stiff opposition this week from the E. J. Casey shows circus.

A group of Winnipeg Ukrainians are seeing themselves on the screen this week at the Dominion. They took part in the making of a National film board short, "Ukrainian Festival," made quite a while ago . . . "Odd Man Out" opened at the Odeon to rave reviews and enthusiastic word-of-mouth comment is building up the picture . . . "Stone Flower," the Soviet color film which won a special prize at the International Cinema Festival at Cannes, is being shown at Mesho Triller's Dominion.

Borrowed for "Palooka"

Billy House, under contract to Universal, has been borrowed by Producer Hal E. Chester for a featured role in "A Guy Named Joe Palooka."

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'Suddenly It's Spring' Is Balmy in Toronto

TORONTO—"The Jolson Story," continued as the only holdover of the week in Toronto, remaining on the screen of the Tivoli and Eglinton for a ninth week. The boxoffice leader was "Suddenly It's Spring" at Shea's. "Smash-Up" brought nice traffic to the Uptown. The Capitol and Victoria had an attractive short in "Heir to the Throne" to go along with "Murder in Reverse."

(Average is 100)

Capitol—**Murder in Reverse** (PRC) 85
Eglinton—**The Jolson Story** (Col), 9th wk. 80
Imperial—**The Shocking Miss Pilgrim** (20th-Fox) 105
Loew's—**Love Laughs at Andy Hardy** (MGM); **The Westerner** (SG), reissue 90
Shea's—**Suddenly It's Spring** (Para) 115
Tivoli—**The Jolson Story** (Col), 9th wk. 85
Uptown—**Smash-Up** (U-I) 110
Victoria—**Murder in Reverse** (PRC) 80

Vancouver Still on Downbeat; Most Spots Below Average

VANCOUVER—Show business still was on the downbeat here. Most spots were below average. The best patronized offerings were "Smash-Up" in its second week at the Vogue; "Johnny O'Clock" at the Hastings and "The Jolson Story" on a moveover at the Strand.

Capitol—**Nora Prentiss** (WB) ..... Fair
Dominion—**Gallant Bess** (MGM); **The Shocking Miss Pilgrim** (20th-Fox), moveovers ..... Fair
Hastings—**Johnny O'Clock** (Col); **Down Missouri Way** (Col) ..... Good
Orpheum—**Lady in the Lake** (MGM) ..... Average
Plaza—**Calendar Girl** (Col); **Winter Wonderland** (Rep) ..... Moderate
Strand—**The Jolson Story** (Col), moveover ..... Good
Vogue—**Smash-Up** (U-I), 2nd wk. ..... Good

Quebec Rejects Picture Made by Film Board

OTTAWA—J. J. McCann, minister of national revenue and committee chairman of the National Film board admitted in the house of commons that the Quebec provincial government had banned the NFB release, "Our Northern Neighbor," which deals with the history of the Soviet Union and relations between Russia and Canada.

Strongly Catholic in policy and principles, the Quebec authorities took exception to some of the Communist references.

This is not the first time that a National Film board subject had been prohibited by a provincial government in Canada. Early in the war, the Ontario government, then headed by Mitchell Hepburn, rejected a film on the ground that it was political in nature and had been produced to extol the Canadian premier, W. L. M. King. Hepburn said at the time that the screens of Ontario theatres would not be used for political purposes.

There has been no discussion between the federal and provincial governments regarding the banning of "Our Northern Neighbor" and the film will probably remain on Quebec's prohibited list.

Alice Finlayson Elected By Calgary Film Club

CALGARY—The Film Exchange club held its annual meeting and banquet last week and the following executives were appointed for next season:

President, Alice Finlayson, Warner Bros.; vice-president, Maurice Cohen, Columbia; treasurer, Alice Madorsky, Monogram, and secretary, Shirley Stevens, Sharp's Theatre Supplies.

A social and sports organization for the personnel of the film exchanges, the club busied itself during the war with contributing for overseas work and gifts. Such donations still continue but are now confined to local welfare funds.

Ten Theatres Started For Famous Players

MONTREAL—With ten new theatres under construction, others in the blueprint stage and extensive renovation of a number of theatres in progress, the postwar program of Famous Players Canadian is well under way. Theatres are being built for the company and associates in Chilliwack and Kelowna, B. C.; Port Arthur, Peterborough, Toronto, Rouyn, St. John, N. B. and New Waterford, N. S.

In Toronto, the Nortown, a de luxe neighborhood house, has progressed to the stage where the walls and roof are completed. Work on the Vaughan, being built for the company's associates, B&F Theatres, has been proceeding for several months and with the walls and roof completed, work on the interior has been started. Excavation for the foundation of the new University has been finished and footings installed. A contract has been let for the Donlands for B&F Theatres. Steel and walls have been erected for the Glendale, being built for 20th Century Theatres. At the Paramount in St. John, excavation for the foundation has started. A new theatre is being built for associates in New Waterford, N. S. The Orpheus is being rebuilt in Halifax. A new theatre will be erected at Port Arthur and foundations are in for the Centre in Windsor for associates. A new drive-in theatre is planned for Windsor this summer and work will proceed on the building of a theatre at Rouyn, Que.

Canada's largest theatre, the Imperial in Toronto, is undergoing a face-lifting job. The Alhambra is being practically rebuilt, while extensive renovations are planned for the Palace, Cornwall, Imperial Sarnia, and Runnymede, Beach and Capital in Toronto.

TORONTO

Sympathy from the whole industry was extended to Jack Allen, proprietor of the Tivoli in Thorold, and Mrs. Allen, in the death of their son John Samuel, 6, at the St. Catharines General hospital. There was a large attendance at the funeral in St. Andrews Presbyterian church in Thorold.

Howard Wilson Elliott, 40, projectionist at the Metro, died in St. Michael's hospital. A native of Toronto, he had been an operator for 15 years . . . Considerable interest was aroused by screen fare at the big Imperial by reason of the fact that the whole program, with exception of the newsreel, was in Technicolor. The feature, "The Shocking Miss Pilgrim," was augmented by three shorts.

Head office officials of Famous Players Canadian have given up hope for Victor Armand, western supervisor of construction and maintenance and a member of the company's 25-year club, who was one of 15 passengers on a trans-Canada airplane which disappeared four weeks ago on the Pacific coast . . . Albert Glazer, president of Peerless Laboratories, is celebrating the arrival of a son—which makes a grandfather of Sam Glazer, general sales manager of Columbia Pictures of Canada.

After touring the western provinces, "Mom and Dad" has returned to the screens of eastern Canadian theatres with a five-day engagement at the Biltmore, Oshawa . . . I. H. Allen, president of Astral Films, has returned from a business trip to New York where he signed up a number of British and European films for Canada . . . Haskell M. Masters, Canadian general manager of Warner Bros., and Mrs. Masters, have returned from a vacation trip to England and the continent . . . I. "Babe" Coval, manager at Warners, was in New York for a few days.

Recent visitors were Ed Schnitzer and Joe Unger from the New York home office of United Artists . . . H. J. Bailey of 20th Century-Fox has been elected president of the Film Board of Trade and the vice-president is Garfield Cass of Regal Films Corp. . . . Odeon Theatres of Canada has started construction of a new unit at Yonge street and St. Clair avenue, its third theatre project here.

Collect Food for Britain

KITCHENER, ONT.—The Capitol conducted a Saturday morning show for juveniles for which the admission was one or more cans of foodstuff which were contributed to the "Help the Kids in Britain" drive. The screen program was topped by a western feature.



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VANCOUVER

Strawhat theatre companies are springing up this summer in British Columbia. This is something new out this way. One will play at the Island Theatre on Bowen island and another at the Community hall, Horseshoe Bay, both in the Vancouver district . . . Frank Soltice, British Columbia manager for Eagle-Lion, has done such a good selling job here that he has been transferred to cover the three prairie provinces for E-L. He expects to be away three months.

Phyllis McLeod, Paradise Theatre cashier, was married to Gerry Ross, and Edith Pahl, Orpheum cashier, married Jerry Williams, both on May 17 . . . Maud Smith, Odeon's manager at the Capitol, Duncan, is doing a first class job in the Vancouver island town and is quite popular in this very English spot. She is on her toes with publicity and is successful with the youngsters attending the Odeon Movie club. Many of her juvenile patrons are from the three Indian reservations near Duncan.

Leo Devaney, RKO Canadian manager, is on his annual visit to the coast, conferring with his new British Columbia manager, Jimmy Davie, and visiting circuit heads . . . Odeon officials report that Norman Reay, manager of the Odeon Theatre at Ladysmith, Vancouver Island, is making a success of the theatre . . . The new twin action bills and reduced price policy at the Odeon-Hastings Theatre is proving a success and seems to be what the doctor ordered for this East End house.

Kiddies picketing the Van Isle Theatre at Campbell River accomplished their objective: admissions were reduced from 75 cents for adults to 60 cents, and the juvenile price was set at 25 cents.

Trixie Thompson, 20th-Fox cashier, has resigned and is moving to Qualicum Beach, a summer resort on Vancouver Island, where she will be secretary at a resort hotel . . . The Vancouver city council approved an amendment permitting cabarets to remain open, while daylight saving is in effect, until 2 a. m. The Lord's Day Alliance had made a protest over Sunday laws being broken, so the clubs will close at midnight Saturdays . . . Saturday night film entertainment will be provided at the Community hall in the upcoast town of Van Anda, made possible through the mining company there.

Amusement interests will hold a fishing derby this summer at Horseshoe Bay, near here. Anyone interested should get in touch with Lou Karp, Famous Players; Jack Jackson, Regal Films; Fred Stone, Sovereign Films, or Max Sheine of Monogram.

Day-Date Policy Dropped; Hastings Prices Are Cut

VANCOUVER—The Odeon Hastings, which has operated day and date with the Vogue since its opening several months ago, got a new manager and new operating policy recently, and a new, lower price schedule, too.

The Hastings, located in the east end of town, will hereafter play first run double features. Opening program under this arrangement consisted of "Angel and the Badman" and "Blonde for a Day." The new price schedule is 25 cents to 4 p. m., 35 cents until 6, and after that hour, 50 cents on the lower floor and 40 in the upper balcony.

In making the operating change, Odeon shifted Roy McLeod from the Hastings to the Vogue, the circuit's ace house here, and moved Al Jenkins from the Vogue to the Hastings.

Ottawa Avalon Shifts To First Run Policy

OTTAWA—At the close of a three-week engagement May 17 of "The Best Years of Our Lives" at the Avalon, Manager F. H. Gallop announced the adoption of a permanent first run policy for the Odeon unit, the next atttraction being "I See a Dark Stranger." Previous to "Best Years," which drew fair attendance at $1.20 top, the theatre had played subsequent run programs for years. The new admission scale is 30 cents at matinees and 35 cents at night for adults, 15 cents for children at any time and 25 cents for high school students.

Mrs. Lennox Retires From Censor Board

WINNIPEG — Mrs. Gertrude Lennox, a member of the Manitoba board of moving picture censors for the last 19 years, retired last week. She will be succeeded by Mrs. Norman Young.

The censor board will consist of C. Rice-Jones, chairman, Mrs. D. L. McLeod and Mrs. Young.

Mrs. Lennox, who is retiring on pension, has been employed on a temporary basis since 1944, when she reached the retiring age under the civil service act.

She is a native of Huron county, Ont., where she was born on Feb. 8, 1879. She was educated at Winnipeg Collegiate and graduated from the University of Manitoba, later getting a master of arts degree from Columbia university. Mrs. Lennox taught public and high school students at Winnipeg and Brandon for a number of years, and was a general tutor in English and modern languages. She was appointed to the censor board March 16, 1928.

Mrs. Young is the widow of Capt. Norman Young who was killed at Dieppe in August, 1942. She is a graduate of Kelvin Technical high school and attended McGill university where she majored in English. From 1920 to 1924 she was reference librarian at the Winnipeg public library, and in charge of the library from 1924 to 1925. She married in 1925.

With her husband, she carried on educational work at Achimota college in the Gold Coast colony between 1925 and 1928, returning to Winnipeg the following year. She was associated with Captain Young in founding Ravenscourt school, a boy's school here, of which he was headmaster. From 1942 to 1945, Mrs. Young was war services secretary of the YWCA.

Canadian Theatres Paying More Taxes Than Wages

TORONTO—Arch H. Jolley, executive secretary of the Motion Picture Theatres Ass'n of Ontario, told the Lions club in Brampton that Canada has 1,323 theatres which directly employ 11,000 persons and have an annual payroll of $10,000,000.

"Last year the dominion government collected more than $14,000,000 in the amusement tax," he continued. "It can be seen that from a start with a nickelodeon in Ottawa in 1896, the motion picture industry is really grown up."

Secretary Jolley was introduced at the meeting by Keith Wilson, recently appointed manager of the Odeon Capitol in Brampton.

Previously, Jolley addressed a Rotary club meeting at Thamesville, Ont., which was attended by 35 members. This was the fifth time in comparatively recent weeks that he had spoken before a community organization in centers in the Chatham district of western Ontario.

MONTREAL

Dan Wallace, 36-year-old Rhodes scholar, and native of Halifax, resigned last week as secretary of the National Film board. Wallace offered his name for nomination as Liberal candidate for Halifax by election but ran second and gave his support to the leading candidate.

Warner Bros. has tentatively scheduled a convention for July 15 at the Mount Royal hotel . . . The Warner drive is still on and the Filmrow staff is on its toes . . . A reception at the Ritz social club followed the opening of the Ritz, a new theatre at Granby, owned and operated by R. Robert . . . Gisele Morency, reviser at Warners, is on holiday.

Armand Champagne of Asbestos, owner of several theatres in the eastern townships, was a visitor at 20th-Fox . . . Other Filmrow visitors included Mr. and Mrs. George Oullahan of Toronto and Dr. Armand Gingras of the Canada Theatre in Levis . . . The local office of RKO moved into first place in the Ned Depinet drive and expects to remain in that position when final results are made known in New York. "The Best Years of Our Lives" is running its sixth week at the Kent.

Isidore Feldman of PRC is leaving Filmrow and will be replaced as booker by Douglas Bray, formerly with RKO, who by a coincidence has just had his engagement to Audrey Cowley announced. Feldman has been ill for some time but returned to his desk for a few days before severing his connection . . . Hearing an unfounded rumor that subversive films were to be shown on St. Helen's island, a squad from the local police made a descent on the entertainment only to find it consisted of a Frank Sinatra film.

United Amusement Corp. directors declared semiannual dividend of 50 cents a share on the "A," "B" and voting trust shares, payable May 31 to shareholders of record May 16 . . . Lady Yule, wealthy Scottish widow of an East Indian nabob, is reported to be financing a studio to produce British films in Canada. The manager of her British National Films, Louis Jackson, is expected in Montreal shortly.

The Bijou, new theatre on Papineau avenue, opened its doors with a French language production, "L'Eternel Retour." It claims to be the first theatre in Montreal equipped with push-back chairs. It is managed by J. B. Morin.

Toronto Suburb Refuses Drive-In Theatre Permit

TORONTO—Bedlam broke forth at a meeting of the township council in the Scarborough suburb when a resolution was adopted to forbid the erection of a drive-in theatre within 1,000 feet of the main highway, Kingston road, and to reject the application for a permit for a private entrance to the theatre site from that highway. There were cries of "dictatorship" and "lack of confidence" at Reeve R. H. Palmer when the subject reached a climax.

Deputy Reeve O. E. Crockford told the meeting that he "had every reason to believe" that the promoter, James Brandon of the Drive-In Theatre Co., would go to court to enforce its rights, pointing out there were no building restrictions for the area where the proposed theatre was to be erected.

Previously a deputation of property owners are protesting against the theatre project.

The MODERN THEATRE

MECHANICAL MAINTENANCE SECTION of BOXOFFICE



presents

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ISSUE OF
MAY 24, 1947

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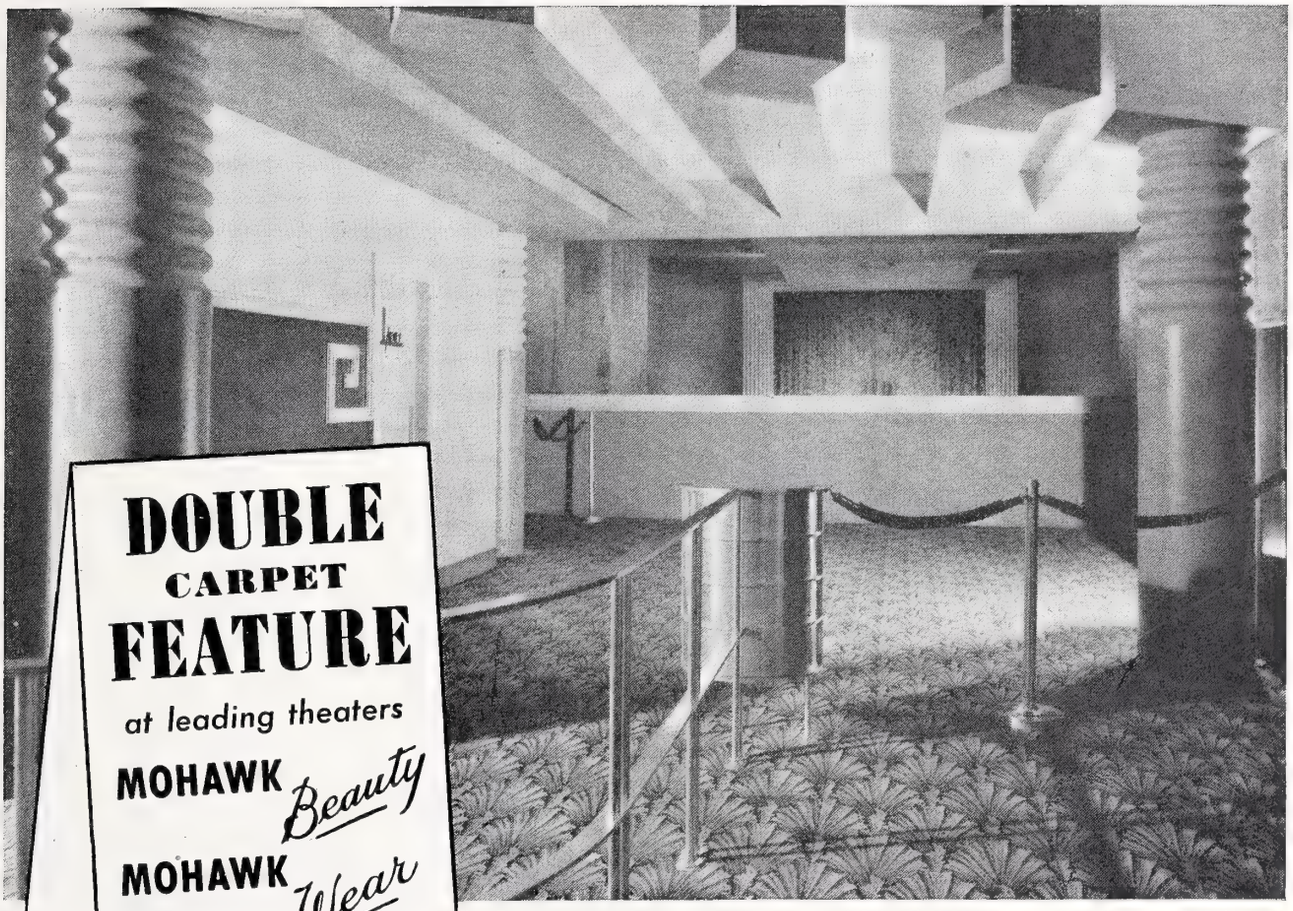
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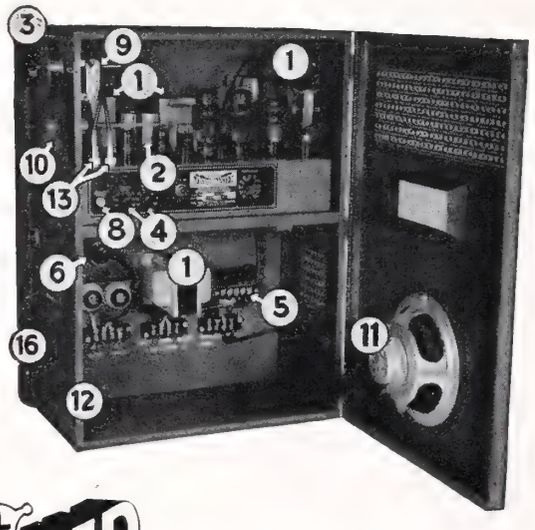
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★ A THEATRE MANAGER

March 8, 1947

"Thank you for so promptly complying with our request for the advertising mats. We have been featuring in our newspaper ads the installation of THE ROYAL SOUNDMASTER Sound System.

"Now that we have had ample opportunity to test the equipment with several types of recording, both music and dialogue, we find ourselves completely satisfied with the results. Of more importance, however, is the response from our patrons to the improvement. We have had nothing but praise from them.

"We especially like the clarity of tone from the lowest bass notes to the highest treble notes and without the slightest trace of flutter or fuzziness. Dialogue is reproduced clear and sharp, but with perfect naturalness at all times.

"In other words, we're sold on THE ROYAL SOUNDMASTER and so are our patrons.

"With best regards, we are

M. R. Harrington, Manager
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Clatskanie, Oregon"

★ A THEATRE OWNER

January 31 1947

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"Any adjective you can use, lifelike, brilliant, realistic, etc., is none too much for this remarkably fine 'ROYAL SOUNDMASTER' complete unit.

"I will be only too glad at any time to have you refer to my installation for demonstration, as I feel I have finer sound than any theatre.

Very sincerely,

Leo J. Guerrein,
HILLCREST THEATRE
Erie, Pa."

★ A THEATRE DEALER

April 15, 1947

"Just a word to let you know that we received the sound equipment for the Joyner Theatre, Emporia, Virginia, on schedule.

"The installation was made without any difficulty and when the theatre opened on Easter Sunday, we found that the equipment worked perfectly and gave excellent satisfaction. The customer was highly pleased.

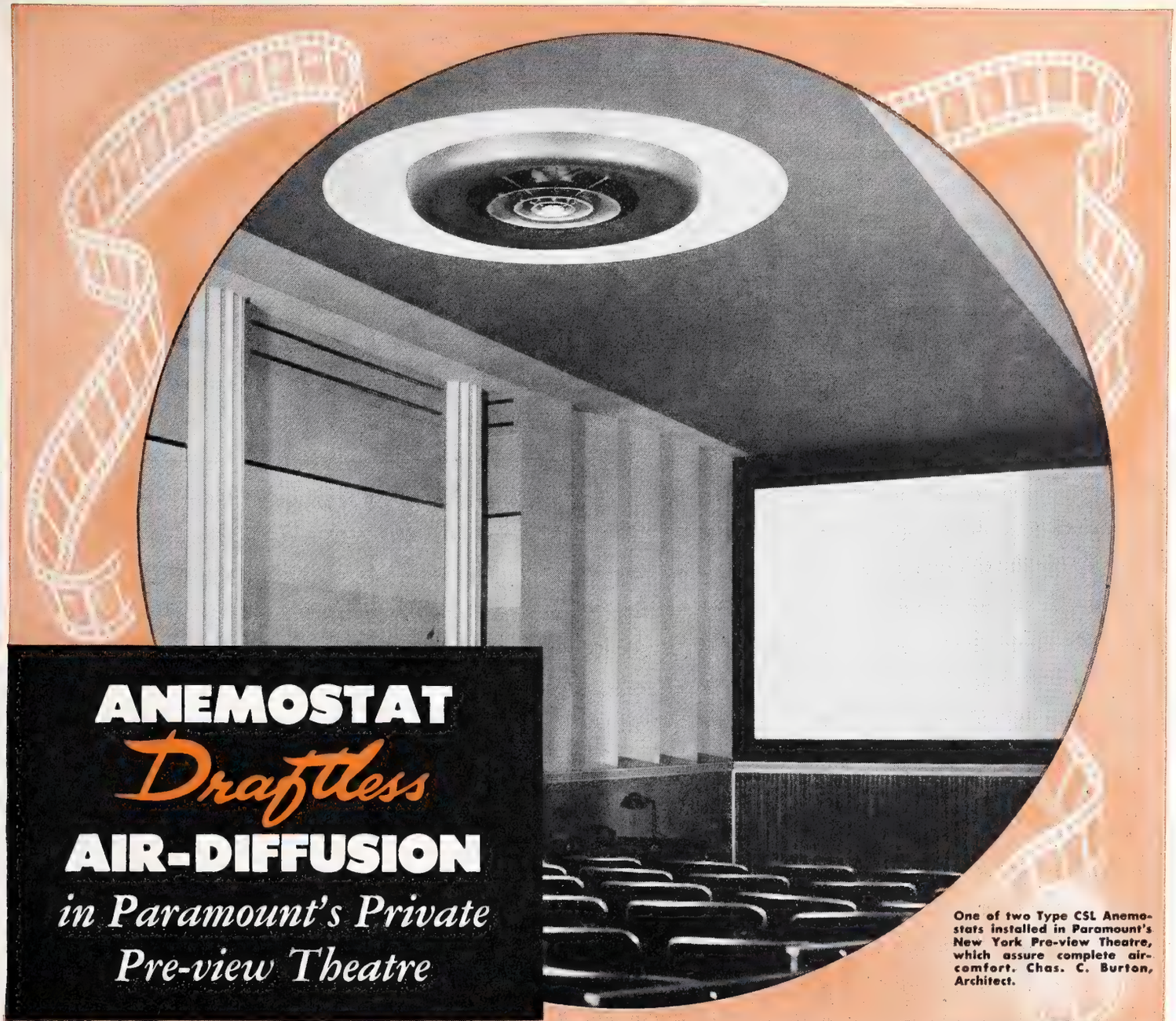
"We were handicapped in getting the installation started, because power was not cut into the building until noon on Friday and the theatre opened at noon on Sunday.

"The excellent manner in which the equipment arrived and the quality of the equipment made it possible to make this hasty installation without difficulty.

"Kindest regards.

Yours very truly,

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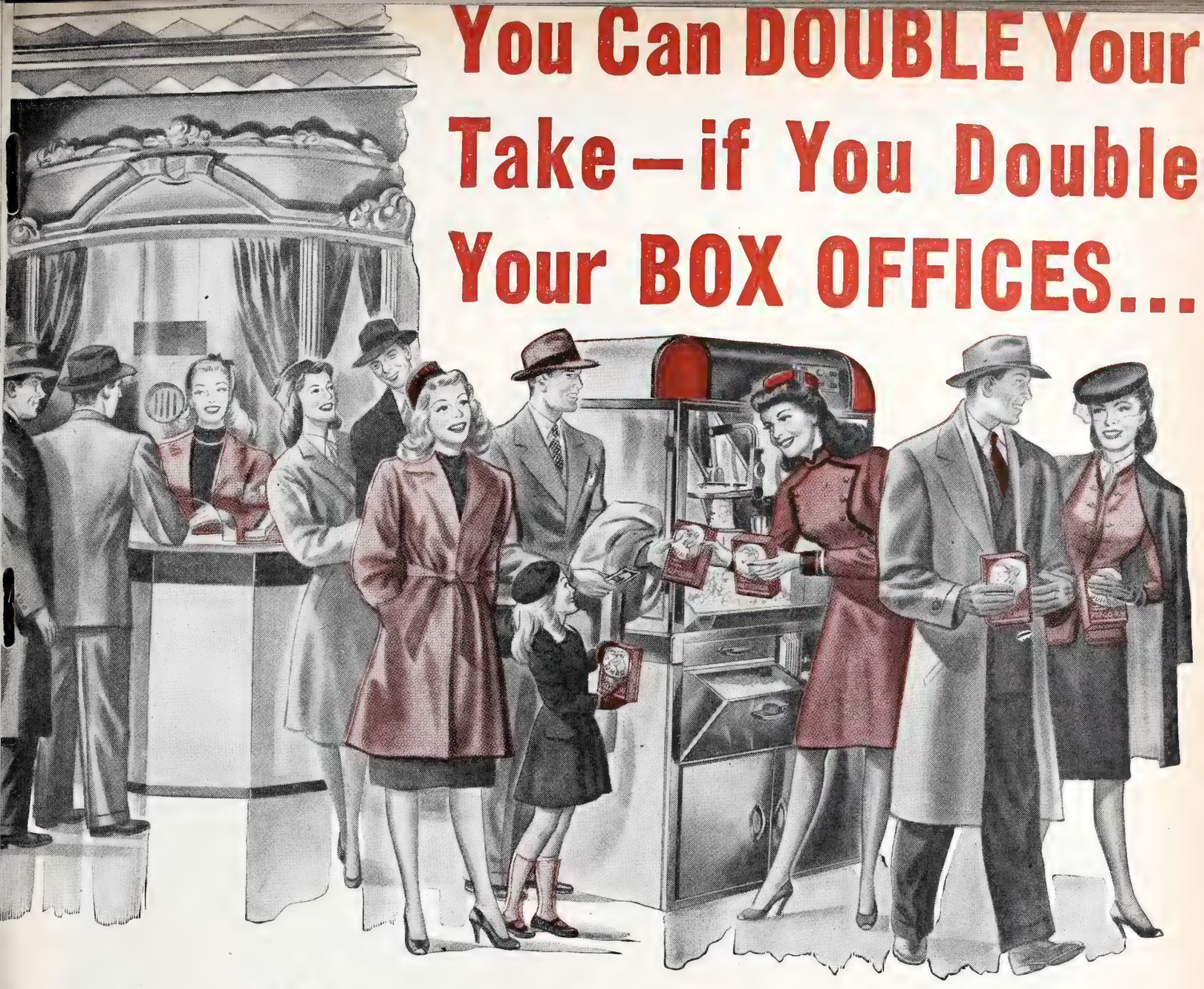
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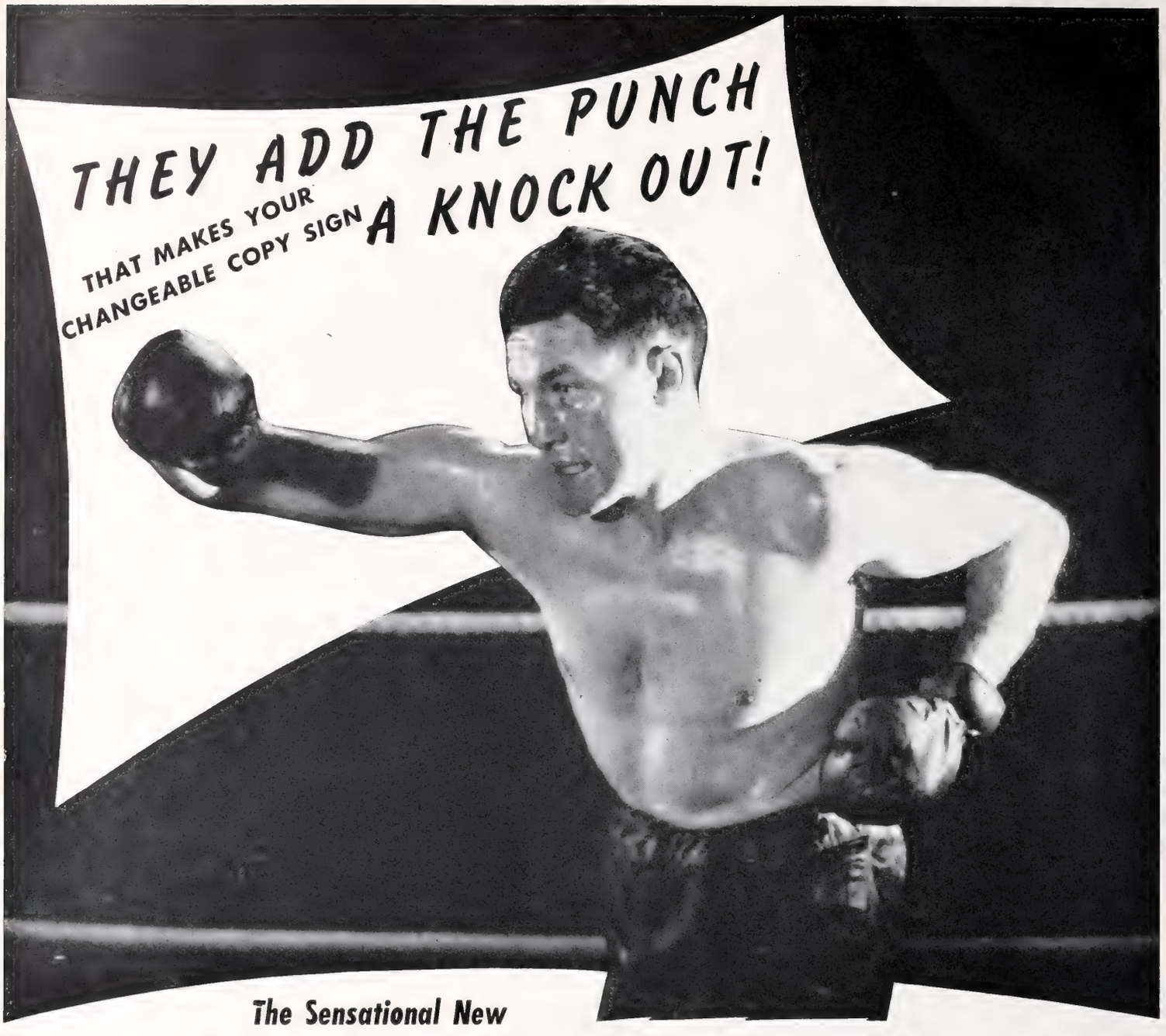
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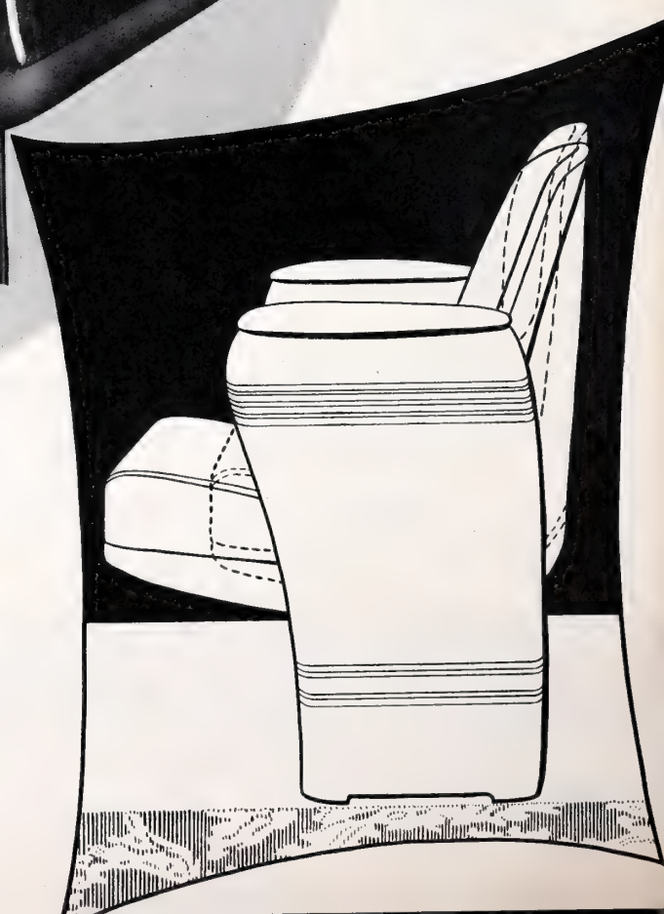
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NOTE: The illustrations at the right show chairs spaced only 32 inches back to back!

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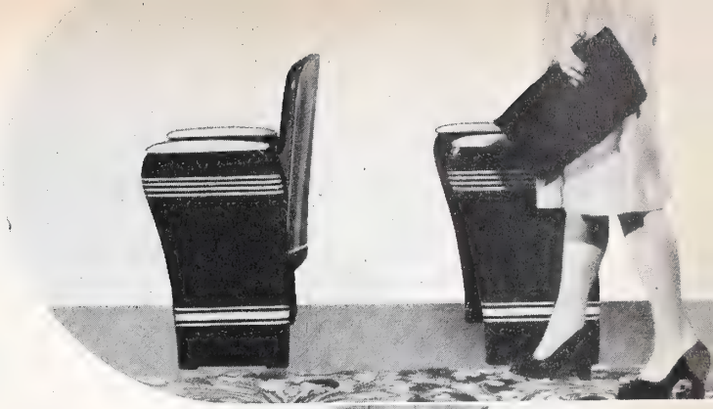
Easily installed. No specialized mechanics necessary.

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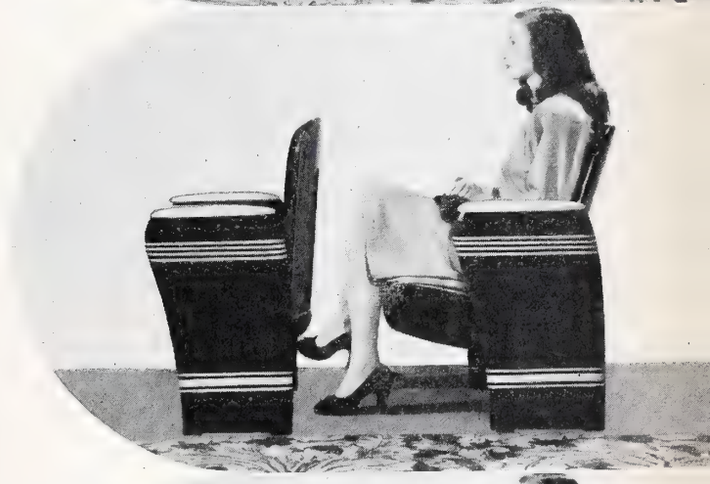
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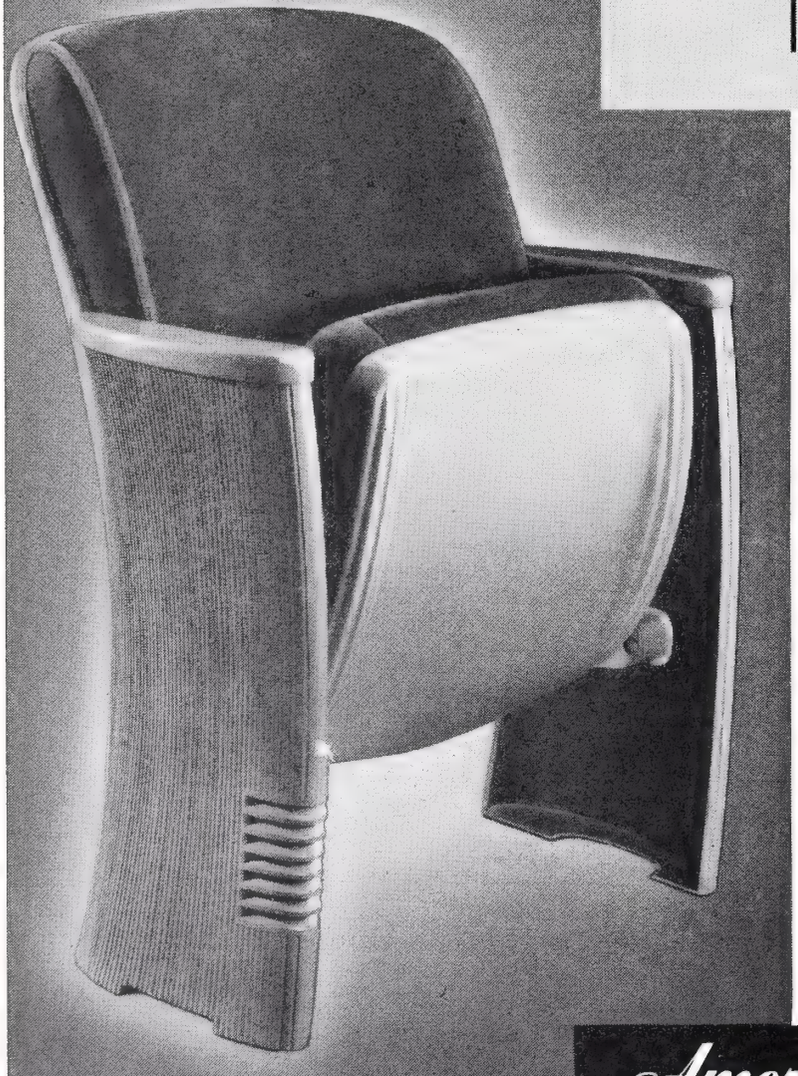
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The MODERN THEATRE

MECHANICAL MAINTENANCE SECTION of BOXOFFICE

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Published 13 times yearly by Associated Publications every fourth Saturday as a section of BOXOFFICE and included in all Sectional Editions of the AP group.

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All editorial or general business correspondence relating to The MODERN THEATRE section should be addressed to Publisher's Representative Harrison Toler Company, 332 S. Michigan Ave., Chicago (4), Ill., or Eastern Representative: A. J. Stocker, 9 Rockefeller Plaza, New York (20), N. Y.

Poll the Neighborhood Before You Prepare to Build

Millions of dollars have been squandered on misfit theatres in the past, because the builders neglected to apply a cardinal safety rule of good business—prospecting!

No theatre of any type or size, regardless of location, should even be projected on paper until after the immediate neighborhood and its surrounding area has been carefully polled, person to person, to find out what the people want in the way of amusement facilities.

The old system of clocking street corners for pedestrian traffic and checking highway intersections for transportation trends is ineffective because it doesn't go far enough. It doesn't tell the prospective investor what he needs to know. There is but one way he can find out with certainty, and that is by putting it up to the public point blank.

Obviously, therefore, if the prospective builder would first go to the public with his idea of what the community needed in the way of an entertainment plant, he would be able to plan and build what the majority of his future patrons have expressed their preference for. Or, he might even decide, before it's too late, not to build at all.

Polling the populace should be the first preliminary step toward the planning of a new theatre, or the modernization of an old one. No plans should be drawn prior to the poll. If the right questions are asked, it will determine the size of the house, its proper locations, the style of its architecture, what it should provide in the way of entertainment, refinements, conveniences and finally, whether or not and to what extent it will pay off as an investment.

Going directly to the public in this manner, the investigator will learn also what it takes, besides motion pictures, to attract the maximum number of shekels from the family amusement budget. In fact, he may find in polling the pastime habits of his potential patrons that a model candy shop, bowling lanes, billiard room, ballroom, roller rink or numerous other highly profitable amusement or commercial enterprises might be added to his theatre building plans before it becomes too late to change them.

The community might not be in urgent need of just another movie theatre. Or perhaps it might not be possible to secure suitable picture product for the area. But a first-hand feel of the public pulse may disclose that a community center multiple-enterprise amusement plant, with a modern second or third run theatre as its drawing card, would be the correct answer to local public demand.

At any rate, investigate! This entire industry needs to get closer to the public, thus to find out what it wants.

Toler

Scientific Research PRODUCES

PUBLIC SEATING IMPROVEMENTS

by **HELEN KENT**



PAMPERING THE PUBLIC must be the motive of those who produce public seating of all types. It is obvious that the comfort we know in public seating did not just happen. Chairs were just chairs for thousands of years. Even Chippendale couldn't make a chair that was actually comfortable, although the old boy put enduring style and beauty into the ones he turned out.

It remained for American ingenuity to turn the chair from an instrument of refined torture into a seat which really caresses the body and envelopes it in billowing comfort. Scientific research into the ways and means of best achieving bodily comfort led the way to the perfect chairs we have today for public occupancy.

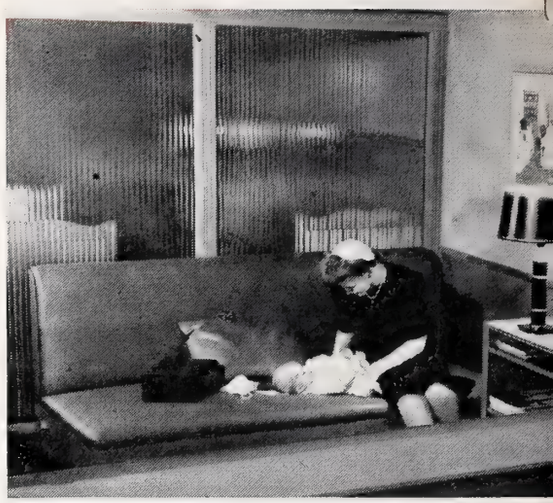
When it was discovered that seating comfort exerted such tremendous influence upon patronage, it did not take the producers of this commodity long to utilize all that science could offer toward improving their products. Theatres were among the first in which this patronage trend was noted. Hence, theatre owners were prompt in their demand for comfortable auditorium chairs. We have all seen and felt the changes that have taken place in theatre seating since the early days of operation.

PUBLIC WISES UP

Transportation companies also soon noted the trend toward public demand for comfort. In the old days, trains and busses were notably lacking in comfort; but when auto and airline travel threatened, the older forms of transportation outdid themselves to catch up. Now we find all forms of public conveyance wooing the public through comfortable seats.

Anything less than the utmost in seating comfort offered to the public today simply will not be acceptable, be it in amusement places, transportation, restaurants or elsewhere. Patronage can actually be gauged by the amount of posture-correct comfort provided in public seating. Inasmuch as the public has sampled the best that scientific research can provide in this respect, it is not surprising that the demand is for the best everywhere.

In theatres, this increasing demand for comfort on the part of patrons has been particularly notable. Perhaps that is one reason why the improvement in theatre chairs has been so marked and steady. It is not beyond most people's memories to recall the small beginnings of the theatre industry, when benches first served the spectators. The benches were forthwith replaced by the earliest individual theatre chairs of veneer, shaped somewhat to conform to the supposed average shape.



More than 25,000 babies have had their diapers changed in this Firestone Velon upholstered nursery room of the Pennsylvania Station in New York, but the upholstery apparently will never need a change. Plastic fiber Velon upholstery was used in the nursery lounge and pillows because it was moisture-proof and stain-proof and sanitary. It can be kept cleaner than fabrics previously used. (Picture by Firestone)



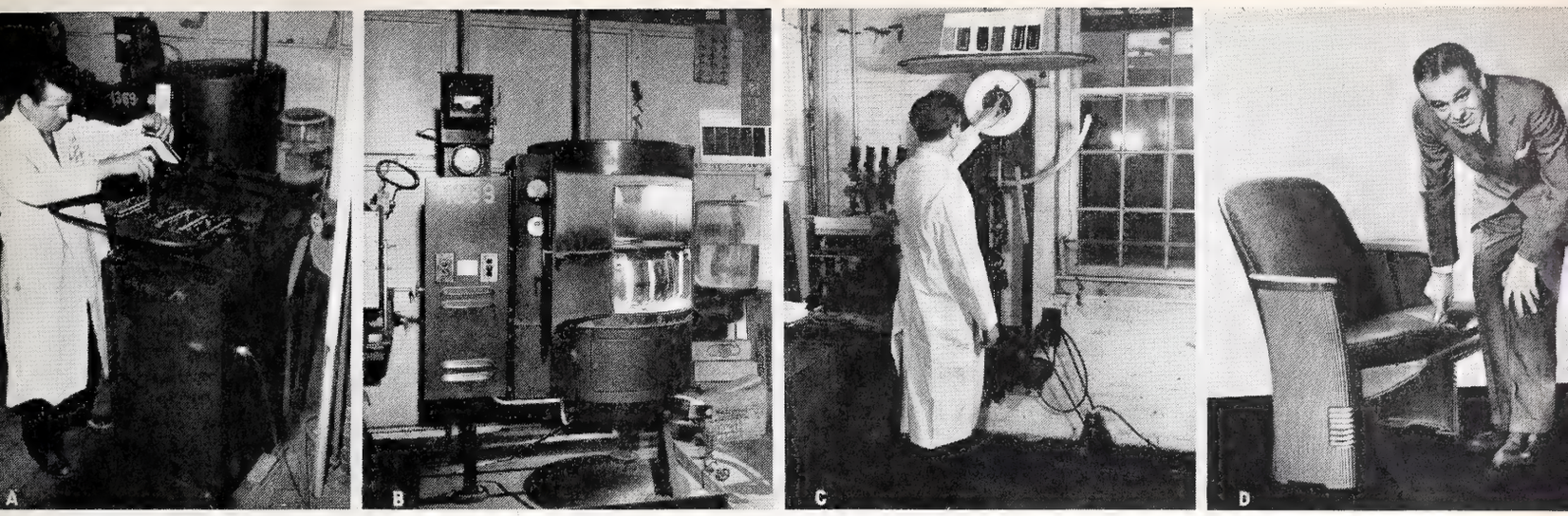
The lush Park Avenue Theatre in New York City is furnished for comfort with spacious love seats that are cushioned with Firestone's Foamex. In addition to the completely cushioned comfortable love seats, the new theatre provides hearing aids, telephone service direct to seats, art exhibits, free coffee and cookies and free cosmetics. (Picture by Firestone)

COMFORT EMERGES

Thence we came to the stage where a little comfort was added by padding the seats—and just the seats. The chairs remained rather skimpy, with hard backs at varying angles and few pretensions toward posture. They were rickety, ill-spaced and unbearable under present standards—but they were cheap, and the standards of the public were not very high either.

Shortly thereafter, the theatre industry began taking comfort seriously and the seating companies decided to take it seriously too. About this time, scientific research was brought into the picture. With theatre owners finally wanting to provide comfort for their patrons, who were vociferously demanding more of it, the producers of theatre seats were quick to counter with the best their scientific minds could offer. Posture-correctness and comfortable upholstery of seats for theatres became the motives behind production.

The design of theatre chairs really underwent great changes when science took a hand. As a matter of fact, the design for comfort and posture has altered but little since its inception. But from that time, great improvements have been made in upholstering for comfort, beautification and modernization of lines. When scientific research dictated, theatre chairs were made roomier, they were adjusted to the



THE CAVALON TESTS referred to in the accompanying article: (A) Edge Wear Test: Electrically operated pad rubs over upholstery secured to metal edge of machine. Action is comparable to edge-wear of theatre seat, but more destructive. (B) Accelerated Age Test, in violet ray exposure machine, subjects sample to same effects as natural aging. Upholstery samples are secured to strips which revolve around violet ray lamp. (C) Adhesion Test, measures pounds of pull per inch necessary to strip the coating from the base fabric. (D) Bodiform Theatre Chair with "Cavalon" seat upholstery. Pictures by American Seating Company.

average figure, but with room to spare; their backs, seats and arms were correlated to fit the ideal sitting posture, comfortably, and without strain.

Seats Influence Theatres

New theatres which were built and others in which it was desired to provide the utmost in comfortable seating had layouts and floor plans adjusted to accommodate the better seats. For perhaps the first time, proper sight-lines could be assured in all parts of an auditorium, because seats were standard in posture and built to remain that way. Since that time, scientific research has recommended much wider back-to-back spacing of theatre chairs for both comfort and convenience. Seats such as the popular "push-backs," slide-backs and retractibles and three-quarter risers have been developed to assure convenience of patrons and provide a more comfortable width between rows of seats.

In the beginning, of course, the better type theatre seats went into the better and more pretentious houses. Obviously, they had to be more expensive than their predecessors. Not only had the original scientific research to be paid for, but the materials which went into the new chairs were of better quality. Spring construction and luxurious upholstery materials added to the cost of really comfortable chairs. But it was soon discovered that the investment in good seating was wise because they outlived the former chairs several times over and were a tremendous draw to patronage as well.

Today, with costs of production on comfortable seats at a fair par, even the smallest theatres can provide the finest for their patrons. Indeed, the most modest small house cannot afford to provide anything less than comfortable seats. In this day when bodily comfort reigns supreme and the public is used to sitting easily in their own fireside chairs as well as in automobiles, trains and busses, the demand for equal comfort in their places of amusement is but natural.

Comfort in Small Houses

The small theatre, in which many of the luxury items of decoration and furnishings have to be passed up because of prohibitive cost, can get by very well with the public if only the auditorium chairs are up to expectations. Even the finest theatre seats are never a luxury item; because what has been put into their construction repays the expense many times over in long wear and easy maintenance. The theatre, large or small, which is not well-seated is wasting one of its most inviting and exploitable qualities.

Of course, there are grades and price lists in the latest models produced by the seating companies. However, it will be found that value is never superseded by price. The scientific research that has brought about improvement in theatre chairs applies to practically all models now produced. The sliding scale in price largely affects finishing materials and ornamental devices. Hence, the most modest budget can be met with comfort and wearability, if not with luxury finishes.

Current models of theatre chairs are beautiful. They have the sleek, streamlined appearance which lends decorative effect and is easily maintained in original glory. Everything that intensive research can thus far attain has gone into the design and efficiency of the postwar seats. Many small refinements have resulted from discoveries made during the war years which set these new models a bit ahead of their prewar predecessors.

Serviceability of the new public seating has advanced greatly due to many new materials now available. Among upholstering materials, for example, the war brought about many findings and severe tests through which greater service and wearability may be expected henceforth. Plastics were formerly just a bright spot on the horizon, yet now we see these fabricated materials being put to work in a wide variety of ways.

Material Considerations

Among the new materials particularly adaptable to the beautification and increased efficiency of public seating is a thermo-plastic called "Velon." This versatile discovery may be used as a fila-

(Continued on page 20)

Frontispiece

Theatre Seating *has long been a subject of intense research and product development for the greater comfort of motion picture patrons. Since physical relaxation is now recognized as the determining condition for complete enjoyment of motion picture presentation, the quest for ways and means of making theatre chairs ever more comely to look at, convenient to reach and comfortable to sit in, may be expected to continue . . . Our cover picture shows Henry A. Nordmark, noted theatre chair designer, reviewing with William A. Gedris, (standing), president of Ideal Seating Company, the several unique features of the new Ideal "Slide-Back" theatre chair, which makes its debut with this issue. Thus another postwar product, in which the design motive is more house appeal, emerges auspiciously for the attention of the theatre industry.*

Coming Event

A new line of theatre chairs will be introduced to theatre trade next month by Heywood-Wakefield Company, in which several outstanding achievements in styling for beauty and comfort are to be announced.

Details concerning the new products were not available at the time of going to press with this, our Theatre Seating issue; but we are informed that pictures and full particulars of the new H-W theatre chair models will be released in time to appear in the forthcoming (June 21st) issue of The Modern Theatre—Editor.

The Drawing Power OF THIS THING CALLED COMFORT

by **ANSEL M. MOORE**

FOR SEVERAL YEARS now smart motion picture theatre operators have been exploiting their places of business as *good places* in which to rest and relax, forget all worries and wrap oneself contentedly in the film fare provided on the screen.

Unfortunately, such sales promotion falls far short of its potential effectiveness in many instances, simply because the house fails to back up the advertising on that very important selling point. In fact, we know of many theatres where one may find but small comfort in the patronage thereof.

But more unfortunate still is the fact that comparably few of those exhibitors who can truthfully boast about the comfort-giving facilities of their theatres, rarely ever devote any of their advertising space to telling the public about it.

The entire exhibition branch of our industry is entirely too lax in the promotion of *that thing called comfort,* without which no theatre can now successfully compete for public favor. Of the relatively few who ever make any reference to comfort in their exploitation, too many fail to provide it; others ignore it entirely in their advertising and a very few ever give it top billing over the pictures they play; and even then on but rare occasion.

House Appeal—sensible provision of all things that induce mental and physical relaxation—is the most exploitable attraction a theatre can have, particularly in this day and age when people are accustomed to comfort as a part of entertainment. Yet, pictures are superlatively exploited in our newspaper ads and on our marquees and the comfort-conscious public is left to find out for itself where it may best go for its relaxation.

The "better mouse trap" theory that the customers need not be told about the physical refinements and comforts of our theatres is no good. Exploitation of house appeal—provided the theatre has it—has been known to create a beaten path to the boxoffice, when all other methods have proved of no avail. There should be more of it.

This thing called COMFORT has more to do with the true enjoyment of that superlatively exploited picture than you may think. Matter of fact, many a feature picture has been turned into a flopperoo locally, because comfort was the missing link in its screen presentation. In other words, comfort, as hereinafter defined, is the thing that creates a receptive mood for the picture, which may be either a "socko" or a "stinker." It works for or against either of them as well as the "so-and-so's" in between the two extremes.

This thing called comfort is the principal ingredient of what we call "House Appeal." It is the essence of relaxation, which modern theatres have for sale; but which management seldom tries to sell. It is the thing that makes patrons easier to please with pictures and consequently induces them to come again, and more often. How do we get it?

First, let's consider the matter from the standpoint of the patron as he approaches the theatre. Admitting that picture advertising may have induced his first visit to your theatre, what happens thereafter? Will he be sufficiently impressed and pleased with the picture (plus the comfort you may have provided) to decide on a return visit?

A pleasant atmosphere; a clean well-kept theatre front starts a train of impressions that add up to the final answer. Decorations, lighting, air conditioning, acoustics, projection—most everything has something to do with the comfort needed to set the mood for the patron's enjoyment of the picture. Little things and seemingly inconsequential things all count.

But the final pay-off is the chair you have provided for him (or her) to sit in for an hour or two of the performance. All other things are atmospheric and as such they are mighty important; but the chair is a cardinal physical "must" requirement. It can either cap or uncap the climax.

The theatre chair is the one piece of theatre property with which the bodies of the customers come into actual physical contact, to remain that way throughout the entire show. Because of this most intimate relation, a theatre chair must look comfortable at the patron's first approach and it must not fool him in that particular at the end of an hour or so in its close embrace.

Theatre seating is properly the most expensive part of furnishing a modern theatre—and by modern, we mean a theatre that provides comfort plus. Poorly designed and cheaply constructed seats are not comfortable and are therefore a poor investment in a theatre of any size or situation.

If theatre chairs were made only to look at, there might be some reason for buying them on the basis of "beauty at a bargain." But since our patrons are the ones who give them the acid test for that thing called comfort, there must be no doubt concerning both the good looks of the chair and the comfort it gives.

Some owners of small theatres complain about the high cost of seating. Like all things today, theatre chairs are costly and represent a major portion of the installation budget. But the most costly purchase is the one in which low price is the chief selling point. A high quality theatre chair may cost a bit more in the beginning; but the comfort it contributes in behalf of the boxoffice more than compensates for the difference in cost.

The small theatre, to be successful financially, must provide seating comfort comparable, if not more pronounced than that of the large-capacity metropolitan theatre. At so much per seat, which is the standard price all must pay for House Appeal, there seems no good reason why a house of small capacity can't have all of what it takes to make big theatres successful.

A really comfortable theatre seat, even at the higher price a theatre owner must pay for it at the beginning, more quickly amortizes and pays back its investment than a cheaper product. This is so because the comfort *quality* gives has a continuous favorable reaction at the boxoffice. It not only produces prestige for the theatre, inducing return patronage and creating word-of-mouth publicity for the house; but actually increases the appreciation of all pictures presented on the screen.

It has been proven time and again that the reseating of theatres for greater comfort, in fact as well as in appearance, has increased business at the boxoffice to such an extent that the seat which cost a bit more in the beginning, was by far the best bargain in the end.

It is well to bear in mind when buying theatre chairs that here is one item of equipment on which it is dangerous to skimp, because you can't kid the public into believing a chair is comfortable when it isn't.

This thing called comfort has become highly important to all sizes and classes of houses wherein motion pictures are delivered to the public. It's a thing no longer to be trifled with in outfitting the theatre of the future.

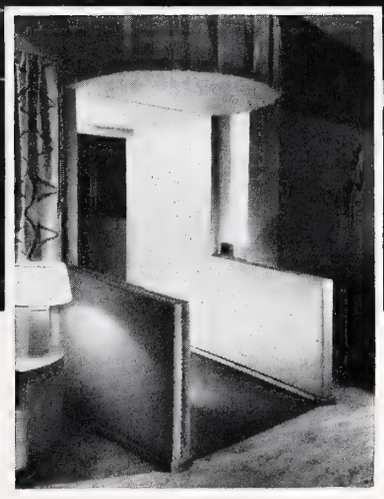
CENTERS OF ATTRACTION

will be the theme of Moore's article for the June 21st issue, in which he will further interpret the Multiple-Enterprise idea of modern theatre planning for more profit and greater public service. It's the "Floor Covering" issue for 1947.

BREAKING ALL RECORDS FOR

Smartness and Long Wear!





TOLEX makes a distinctive doorway—used as wall covering and wainscoting.

TOLEX* UPHOLSTERY

You can be *sure* of the results—rich-looking... long-wearing... wherever you have TOLEX upholstery or wall covering!

Backed by Textileather's 35 years of leadership in leathercloth manufacture... TOLEX is ideal for theater seating and decoration! Easy to clean... washable... vermin-proof... stain-resistant... can be flame-proofed. (Meets New York City's and Boston's fire resistant requirements). Striking range of colors and effects.

Specify TOLEX upholstery for new equipment or replacement. Write for samples and more details. Textileather Corporation, Toledo, Ohio.



35 Years of Public Acceptance

TEXTILEATHER* NOT LEATHER

**Reg. U.S. Pat. Off.*

A Slide-Back Theatre Seat

MAKES ITS BID FOR ATTENTION

★ ★ ★

DEVELOPMENT AND COMPLETION of a new type of theatre chair, known as the Ideal "Slide-Back" chair, is formally announced in this issue by William A. Gedris, president of the Ideal Seating Company, Grand Rapids, Michigan.



WILLIAM A. GEDRIS

The announcement climaxes more than two years of product designing and engineering launched by Mr. Gedris as a post-war contribution to improvement in theatre seating. Early pattern models were privately exhibited and demonstrated to Ideal Seating Company's distributors at the TESMA National Trade Show held in Toledo, Ohio, last fall. Since then numerous improvements and refinements have been added to the finished product.

The new Ideal Slide-Back theatre chair now makes its bow as the most radical change in theatre seating for several years, and as will be noted from the following description supplied by its producer, its innovations are most practical and interesting.

Retractability Described

Spaced the customary 32 inches, back-to-back, the new Slide-Back chair affords more than six inches of smooth, effortless seat retraction on a horizontal plane, with no humps and no jarring. The chair when occupied, allows 100 per cent more passing space than do conventional chairs. When unoccupied, there is a gain in space of over 50 per cent. Thus, the necessity of standing to allow others to pass is actually, and not just theoretically, eliminated. Furthermore, the operation of the chair in no way disturbs those in the row behind. Normal position of the chair is automatically resumed after a person passes.

When unoccupied, the seat automatically and silently slides back, rises and locks into position, thus making it the only chair of any type that affords complete safety in case of emergency. The seat automatically disengages as the patron lowers it for occupancy.

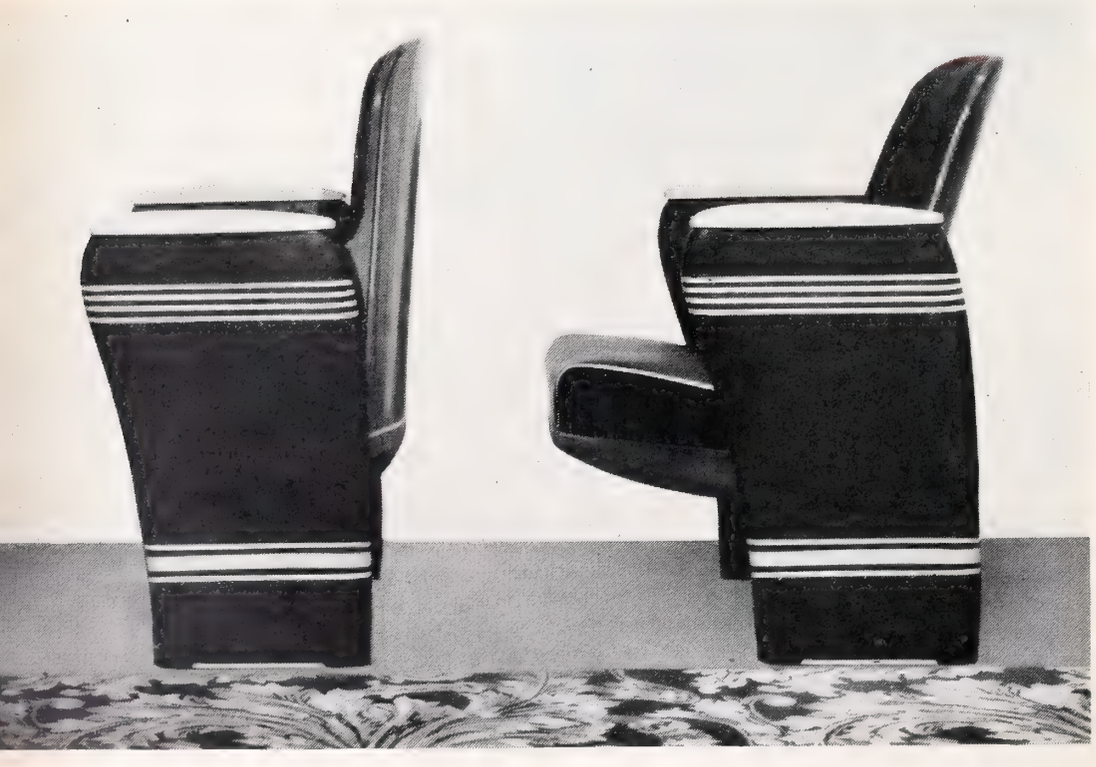
A full-length, die-formed steel back panel entirely covers the back edge of the seat cushion. There are no pinching hazards, no sharp edges to bump shins and no understructure to hamper cleaning.

Simplified Construction

Simple in construction, the Ideal Slide-Back chair has only three more moving parts than conventional theatre chairs. It has been sturdily built for long and positively trouble-free service, without maintenance, adjustments, or replacements of any moving parts. The special bearings require no lubrication. Easy to install, the chair does not require the services of specialized mechanics.

The Ideal Slide-Back chair is adjustable to meet all theatre seating requirements, all arrangements, all floor inclines, and can be used as a stationary chair in balconies with high risers.

Providing good posture, the chair has cushions of comfortable deep-spring construction. It is being offered in a variety of models, with a wide selection of end standards and upholstering materials. Distribution will be through independent theatre equipment and supply dealers.



Two of the new Ideal Slide-Back chairs in juxtaposition, spaced 32 inches back to back, as they will appear in installation. At left the chair is shown as unoccupied, while the other is shown in occupied position for correct posture of the patron.

OPEN IT, RICHARD!

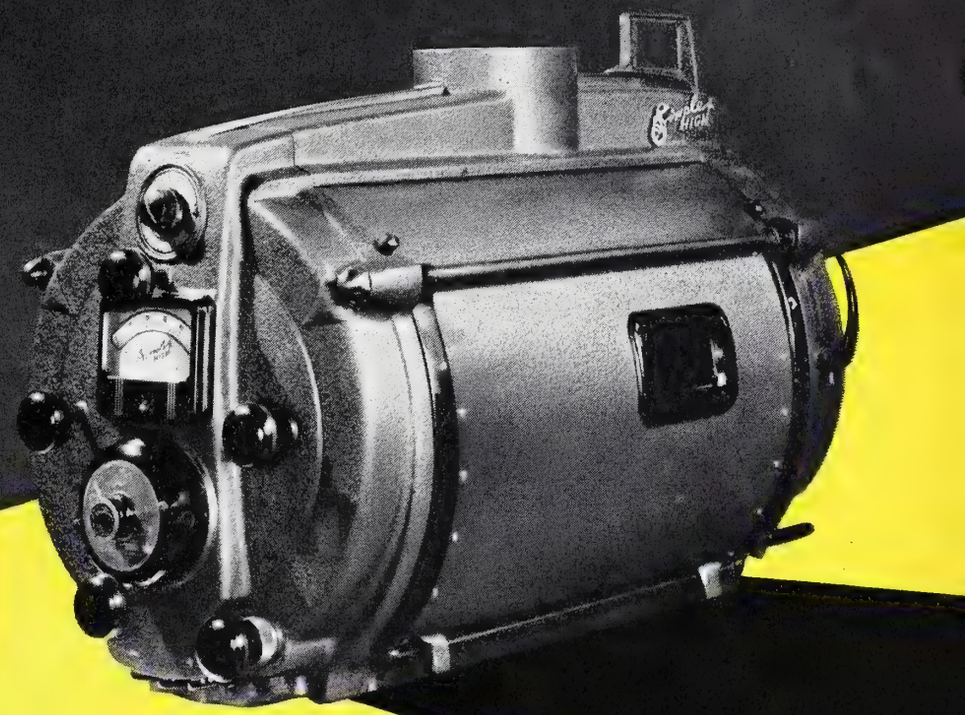


"Make the old door more attractive with an application of Tolex plastic leathercloth," is now suggested as a solution to the recent national problem of how to get Richard to cooperate.

As shown above, the results are quite pleasing and practical. "Tolex," a new material being widely used for seating upholstery and wall covering, is rich-looking and colorful. It is available in a great variety of colors, patterns and finishes to harmonize with most any decorative scheme. It is also claimed to be outstanding in ability to withstand many types of rough-and-tough wear, including flexing and abrasion. It doesn't scuff, cleans easily with a damp cloth and is stain-resistant, and flame-proofed so that it meets New York City's and Boston's fire-resistant requirements.

A product of Textileather Corporation, Toledo, Ohio, "Tolex" is available through distributors in principal cities. The company has been a leader in the development and manufacture of leathercloth for 35 years.

MAKE YOUR PICTURES TWICE AS BRIGHT!



Simplex HIGH

PROJECTION ARC LAMPS

—deliver the snow-white light essential to satisfactory projection of Technicolor. Low intensity light is yellow by comparison and changes the color values.

Distributed Exclusively by **NATIONAL THEATRE SUPPLY** Division of National • Simplex • Bladworth, Inc. *"There's a Branch Near You"*

NOW CELEBRATING OUR 20TH YEAR

Scientific Research Produces Public Seating Improvement

(Continued from page 15)

ment which is woven into a fine upholstery material or it may be formed into a sheet which is either embossed to simulate leather or gloss finished as a heavy upholstery. As a textile or as a sheet, the plastic product offers many maintenance and wear qualifications. It is stainproof, non-absorbent and fire-resistant. A myriad colors and color combinations are obtainable, and because of easy cleanability even the popular light colors are practical.

An important feature of the American Seating Company's Bodiform theatre chair is the new postwar "Cavalon" upholstery, now being used for most Bodiform seats.

"We have tested the new 'Cavalon' both in our own laboratory and on many installations," the American Seating Company reports, "and we find that it meets the requirements very well. Research and scientific development since the war have resulted in great improvement of this product, some of its outstanding qualities being flexibility, resistance to perspiration and to the effects of age, especially cracking. It has also measured up exceptionally well in surface-wear, edge-wear and adhesion tests. It is especially satisfactory in its resistance to 'peeling' or separation of coating from the fabric base.

"Our tests are purposely severe, far more rigorous than the hardest actual wear: 2,000,000 cycles in the surface-wear test, for instance, and another 40,000 cycles in the edge-wear test. 'Cavalon' survives these tests without appreciable wear."

Since its introduction over a year ago, "Duran," an all-plastic upholstery covering, has been helping to provide distinctive house appeal for many show places throughout the country.

This new covering is entirely a plastic, not a coated fabric, and comes in a range of rich colors and finishes to blend with every type of lighting effect and keynote every style of auditorium decor. Because of its remarkable resiliency, the material makes possible new and striking upholstery effects. On theatre seating it relaxes gently to bodily weight at the right places to permit soothing relaxation. Subjected to flex and scrub tests, the material withstands an unusual degree of surface abrasion and flexing without visible failure.

Besides being highly resistant to wear, scuffing, fading and damage by water, grease, alcohol and body acids, it requires only the minimum of maintenance. Soap and water removes dust, grime and ordinary stains to quickly restore Duran's fresh colorful beauty.

With today's widespread emphasis on greater house appeal through renovation, redecoration and new installation, Duran is expected to play an ever-increasing role for theatre owners in providing the kind of appeal that means steady satisfied patrons and a new source of pride in smart showmanship.

One of the original plastic upholstery materials, introduced even before the war for use on theatre seats, is "Naugahyde." This is one of the toughest materials ever devised and has withstood hardest usage in theatres as well as on bus seats. It is deep-grained with a heavy leather appearance and comes in a range of colors from bright to pastel. Typical of all plastic materials, it is completely washable and fire-resistant.

New long-wearing seating materials such as "Tolex" plastic leathercloth are getting wide acclaim today among theatre operators in all parts of the country. "Tolex" is a vinyl-coated fabric developed by Textileather Corporation, which was among the first to introduce this type of super-tough plastic coated material.

As one of the leading producers of leather-like fabrics since the early days of pyroxylin coating 35 years ago, this company had started its research and proving-ground work on vinyl-coated materials before the war. Hence, war's outbreak found the product all ready for duty. Military demands soon required the entire production for uses such as Army and Navy rainwear, aircraft and weasel upholstery, and a host of other wartime requirements.

Vinyl-coated fabrics for seat upholstery, wall covering and decoration offer several reputed advantages: 1) They are becoming increasingly available today despite the shortage of vinyl resins, plasticizers and stabilizers; 2) Cinyl-coated fabric compares favorably in price with other upholstery materials; 3) It can be cut like cloth with little waste; 4) It does not crack, crock or stain—alcohol, blood, acids can be easily wiped off without staining; 5) It can be flameproofed, attested by the fact that "Tolex" meets New York City's and Boston's stringent requirements for fire resistance; 6) It has brilliant and permanent color appeal.

In there still pitching in the seat upholstery field, however, are the beautiful pile fabrics. Distinctive and indicative of what is offered in the fabric line is "Velmo," a new material of selected fibers which are blended and woven into a porous pile. Soft pile upholstery materials have always had perfect acoustical properties which are highly desirable in many theatre installations; there is also a decided luxury appeal to such fabrics. The new materials now available have a number of plus values as well; such as special fiber construction for dire-resistance, insuring ease of maintenance, perfected dyes assuring color-fastness in a wide variety of bright, clear shades, and guaranteed mothproofing.

Cushioning Revolution

What goes underneath the upholstery material is also highly important and largely a determinant of the comfort to be found in any chair. Outstanding as an example of improvement through scientific research along this line is foam rubber cushioning. This perfect product, from the standpoint of public seating comfort. was introduced before the war and was gaining wide usage. Then came the inevitable bottleneck. But now once again the natural rubber product is available,

(Continued on page 36).

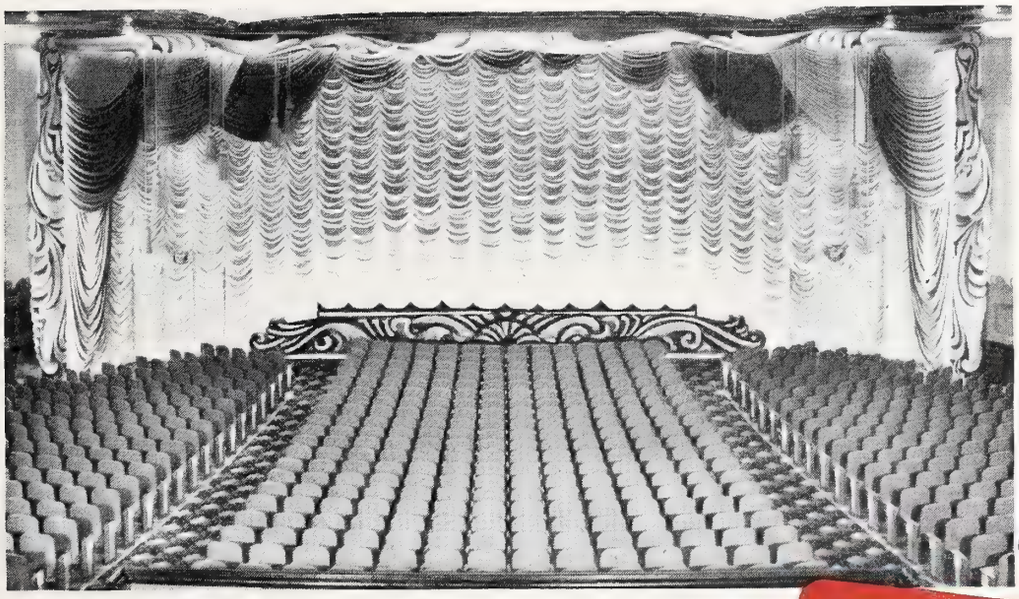
A POSTWAR CONCEPTION OF THEATRE SEATING



The auditorium of the beautiful Midwest Theatre at Scottsbluff, Nebraska, one of the earlier postwar theatre completions (1946), provides an example of the rising regard for seating comfort in theatres of moderate and small capacity. The Midwest, a property of the Gibraltar Enterprises, Inc., has 930 Kroehler Push-Back chairs of the model shown in close-up by inset. Pictures by Kroehler.

Duran
ALL PLASTIC

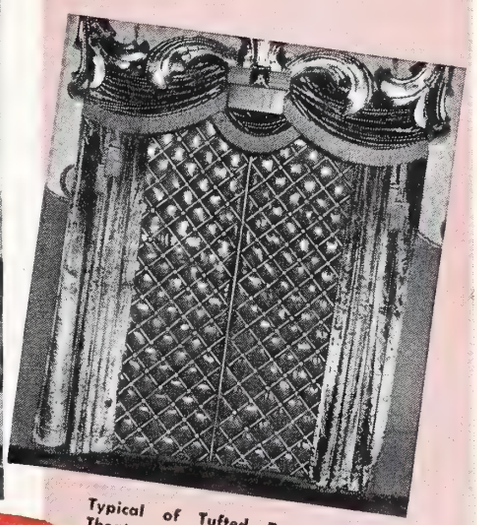
a feature attraction for every theatre



Duran Upholstered Panel in Front of Stage in Crest Theatre, Long Beach, Calif.



Tufted Paneling, Crest Theatre Loges, Long Beach, Calif.



Typical of Tufted Doors in Crest Theatre, Long Beach, Calif.



Duran Upholstered Ceiling and Paneled Door, Crest Theatre, Long Beach, Calif.

Contractor for Duran Upholstered Work was Theatre Upholstering Co., Los Angeles.

Upholstered with masland Duran all plastic

A sensation among showmen everywhere, the new prefabricated Crest Theatre of Long Beach, California, is a model of outstanding showmanship. It was natural that Duran should be selected to emphasize the interior decor of lobby, lounge and auditorium in this unique showplace.

Duran is all-plastic, not a coated fabric, consequently, will not chip or peel.

Arrestingly beautiful, resilient and marvelously resistant to wear, fading and perspiration, Duran provides a compelling invitation to luxurious ease for theatre seating . . new and unusual effects on doors, walls and ceilings.

Duran is scuff resistant and easy to wash. Available now in many beautiful colors to harmonize with your interior styling. Consult your contractor, designer or decorator.

masland

MASLAND DURALEATHER COMPANY, 3234-90 Amber Street, Philadelphia 34, Pa.

JUST OFF THE BOARDS

Architectural renderings in early-stage visualization of new theatre building projects soon to be erected or now under construction. The completed projects will be pictured and described in greater detail in forthcoming issues of The MODERN THEATRE section.



Pictured above is a perspective by S. R. Marsh, theatre architect, of Charlotte, N. C., visualizing a new modern theatre to be erected in Union, S. C., for Rialto Theatres, Inc. Of modern design, brick, concrete and frame construction, seating 875 on main floor and balcony, the estimated cost of the project is $95,000 for the building and $65,000 for equipment and furnishings.

Located on a lot 55x200 feet in the downtown section of Union, a textile center, the new Rialto will have ample parking facilities, plus all the modern provisions for the convenience and comfort of its patrons. The balcony reserved for Negroes will seat 250 patrons, who are to be served from a separate boxoffice.

Confectionery room provisions include a modern candy bar and popcorn sales space located just off the lobby to serve white patrons from one side and Negro patrons from the other. Another candy bar will be located in the foyer.

The entire building will be air conditioned for both summer and winter seasons, using refrigerated cooling and steam heat, interchangeably supplied through the same duct system. Architect Marsh is a member of the Advisory Staff of The Modern Theatre Planning Institute.

TO BE CONTINUED

THE MODERN THEATRE ★ PLANNING INSTITUTE MEMBER

Architectural Advisory Staff

THE PLANNING INSTITUTE is conducted in collaboration with the following theatre architects, structural designers and engineers who have agreed to act as technical advisers to the Institute and editorial text contributors to The MODERN THEATRE section of BOX-OFFICE from their respective localities.

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NOTE: The Institute does not undertake the professional functions of an architect or designer. Its service is intended merely to place our readers in touch with reliable local sources of preliminary information and advice on theatre planning and structural problems.

"What's going on inside that sells so many tickets?"





IT'S THE EVER-FRESH COLORS OF

Firestone Velon*

There's more to *Velon fabrics* than eye-appeal! These fabrics can't split, crack or fray with use . . . don't crease, buckle, fade or stain with abuse! And short of vandalism, fabrics woven of *Velon* fibres will outlast the furniture . . . wipe clean with a damp cloth. What could be better for you than these low-maintenance, minimum-cost fabrics?

IT'S THE EVER-LASTING COMFORT OF

Firestone FOAMEX*

There's more to *Foamex cushioning* than deep-down comfort. This modern one-piece foamed latex is self-cleaning . . . moth, disease and vermin-proof! No springs, no stuffings to need repairs . . . *Foamex*, too, outlasts the furniture it's on. Ask your resources about *Velon* and *Foamex* or write Firestone, Akron for full-color booklets.

BEST TODAY... STILL BETTER TOMORROW

LISTEN TO THE VOICE OF FIRESTONE MONDAY EVENINGS OVER NBC

*TRADE MARK

Some Rules of Conduct FOR CANDY VENDING IN THEATRES

by **OSCAR TRUDEAU**
Vice-Chairman, Council on Candy



THEY'RE NEVER TOO YOUNG TO BUY CANDY, although the young fellow in the foreground seems to be having difficulty in deciding which type of sweetmeat he would enjoy the most. This clean, well-stocked candy counter is maintained by the Des Plaines Theatre located in Des Plaines, Illinois. The "Candy Cupboard" next door is also operated for theatre patrons' enjoyment. Greater profits are grossed from this counter than from the adjoining "sweet shop." A wide variety of candy is offered to appeal to the tastes of both young and old by Robert S. Currier, who manages both the theatre and the sweet shop next door.

THE VENDING OF CANDY in theatre lobbies has changed from an insignificant sideline to an integral part of the operation of any motion picture house. Theatre vending has reached proportions of a major industry and the sale of candy to patrons is still increasing. Approximately 85% of the nation's 16,000 movie houses are selling candy to satisfied customers. So large is this phase of theatre management that some of the larger chains of theatres have established separate warehouses and set up special staffs to handle the merchandising of candy alone.

Since the beginning of the war in 1941, shortages and restrictions placed on the various ingredients of candy have held the supply far below the demands for candy products. With the increase of sugar quotas from 60% in 1946 to 75% in the second quarter of this year, and with possibility for another 10% increase before the close of 1947, the outlook for an increase in candy production seems definitely brighter.

An Extra Measure

Theatre managers appear to agree that candy goes hand-in-hand with one's enjoyment of a picture. "By making candy available in the theatres," they assert, "we are adding an extra measure of enjoyment for our patrons." A greater interest is being shown in the latest method of merchandising, for the weekly gross from candy sales ranges from $50 in the smaller establishments to several thousand dollars in the larger movie houses. As an example, the Fox Theatre in St. Louis, a theatre seating 5,000 people, reported gross averages of $4,000 a week from sales to its candy-buying customers.

Many a theatre takes in more at the candy booth than at the boxoffice during the Saturday matinees. Of course, at these matinees, children are the big customers and the increase in volume of sales probably is a direct result of the favorable publicity given to candy as a food and to the part candy played in the battle rations of our fighting forces overseas. Parents have become war-educated to the nutritional values of candy.

An Impulse Item

In the vending of candy it should be remembered that candy is an "impulse" item. Although many people enter theatres planning to purchase candy, a majority make such a purchase on the spur of the moment. This means that the better the merchandising, the greater the profits. After all, people are people even when they go to the movies. The same principles of good merchandising which sell candy in the drug store, candy store, grocery or super-market, will sell candy in the theatre lobby. How elaborate your display should be depends largely on the clientele your theatre attracts and the selling ability of the persons in charge. Highly trained personnel are not necessary, for after all, common sense is a prerequisite of clever merchandising.

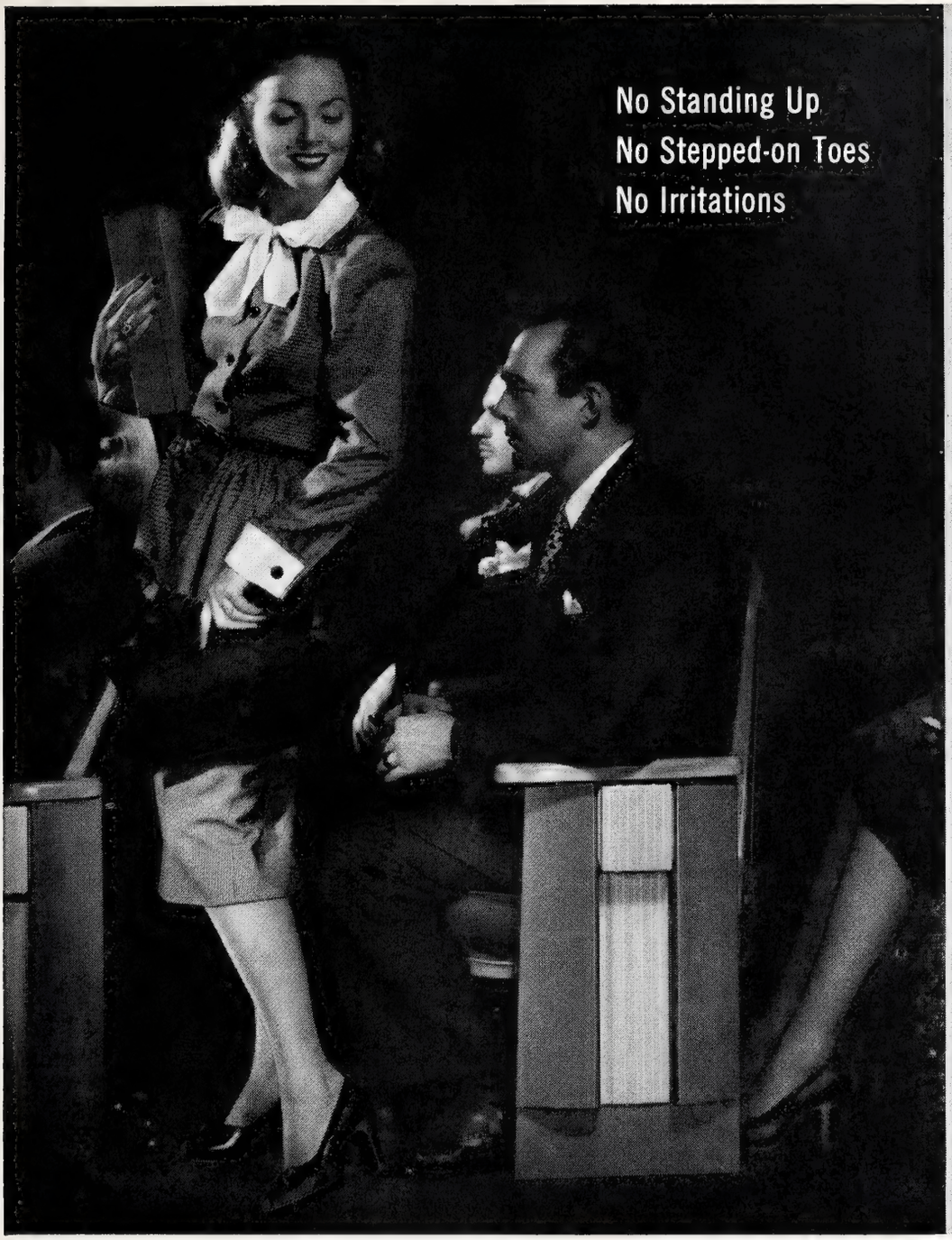
Location of the candy display, seasonal "touches" and even psychology greatly affect candy sales. One of the best locations in a theatre lobby for a candy display is as close to the boxoffice as possible. This is done so that the prospective customer has no chance to stow away his change too securely. Make this display as attactive as possible. In the Midwest and along the Pacific Coast, lavish candy displays and service counters often make use of neon tubing lights to attract patrons.

One large circuit of Western theatres features "sweet treat" intermissions. After each performance, the houselights are turned up and pretty "candy butchers," dressed in evening growns, pass up and down the aisles. These are but two methods of crea-

(Continued on page 36)



A RATHER UNIQUE METHOD OF MAKING CANDY AVAILABLE to theatre patrons is utilized by the Des Plaines Theatre, at Des Plaines, Illinois. The theatre managed by Robert S. Currier, also owns and operates the candy and coke shop next door. This well-stocked display counter is placed immediately behind the ticket taker and opens into the "Candy Cupboard" next door. Management need not employ additional sales personnel since the sales girls may serve customers at both locations without difficulty.



The World's Finest Theater Chair

No Theater Is Truly Modern Without **KROEHLER**

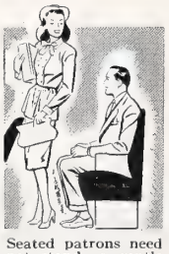
Push-Back Seats

PUSH-BACK, the greatest theater improvement since air conditioning! It's the only seat that combines real lounge-chair comfort with the box-office attractions of the exclusive Push-Back feature.

FREE BOOKLET gives all details. Write to one of our Kroehler Public Seating Division Offices: 666 Lake Shore Drive, Chicago 11, Illinois; 2028 South Vermont Avenue, Los Angeles 7, California; 206 Lexington Avenue, New York 16, New York.



Here's the normal, comfortable lounge-chair position of the Push-Back Theater Seat. When a patron enters or leaves—



Seated patrons need not stand—a gentle movement of the body slides the seat back, providing adequate passing space.



Relax, chair slides back to normal, comfortable position—no standing up, no interrupted vision and no inconvenience.

PLANNING

INTERESTING COMMENTARIES ON CONTEMPORARY PLAN PROCEDURE

Assured Income: The Plan Motive of the Multiple Enterprise

In years past the principal object of theatre planning was to contrive something which, because of its size or beauty or spectacularity, would awe the public into a state of complete submission and cause them to form long waiting lines for admittance to the inner chambers of our cinemas of art.

The wonder cycle soon passed, however, with the discovery that small and less pretentious motion picture houses could be built, not to daze the passerby with synthetic beauty alone, but to create more lasting effect with the practical provisions of comfort, convenience, safety and all other known constituents of House Appeal. Functional theatre architecture has gradually replaced all former flights of florid imagination in theatre building.

The functional theatre building is here to stay and will grow still more functional with the times. The rhyme of good reason for everything in theatre planning has become familiar to most all of those who now successfully practice the profession of theatre architecture.

The Main Problem

There is, however, one discordant note in the process of planning our functional theatres of today—and perhaps those of tomorrow, too. The persistent attempts to plan theatre buildings solely for the exhibition of motion pictures is creating the discord; because it is doubtful that such theatres can be realized as profitable paying investments.

The high cost of construction and the necessary provision of modern conveniences and refinements that must go with successful theatre operation, rather effectively prohibits the erection of one-purpose theatre buildings.

To compensate for higher costs of construction, maintenance and operation, admission prices would have to be raised far above their present status. And that event is most unlikely, because to remain the popular form of amusement, movie admission prices must go no higher than they are at present.

The most sensible and dependable answer to the problem would be to provide more income possibilities for theatre operators than can be secured from picture exhibition alone. A safe and satisfactory return on investment hinges directly on planning and building for greater income from plant operations.

The functional theatre above referred to need not be replaced. It is still what the public wants; but unless it can be most unusually located, it will be hard-pressed to pay off as an investment. Hence, it needs the support of kindred amusement or commercial enterprises that usually congregate in the vicinity of a popular picture theatre. Isolated theatres are risky investments.

The multiple-enterprise idea in theatre planning is a practical approach to relief from the present high cost of initial construction and outfitting as well as to the need for greater drawing power and more profit from theatre operation. It simply means adding other income-bearing enterprises, which ordinarily compete with the theatre for the amusement dollar.

Example Solution



M. J. DeANGELIS
Architect

We have for example, at this writing, a modified example of multiple - enterprise planning by Theatre Architect Michael J. DeAngelis of Rochester and New York City, a member of the Advisory Staff of The Modern Theatre Planning Institute. The example stresses the point that multiple-enterprise amusement center planning can be modified and made adaptable to most any situation. The idea is widely flexible as to size of project and the elements it may contain is equally adaptive to metropolitan areas, suburban communities and smaller towns.

We here illustrate the preliminary front elevation perspective of a combination modern theatre and an implement show room as the principal elements, designed by Mr. DeAngelis, to be located in a suburb of Rochester, New York. The project was planned for George E. Hazard & Co., manufacturers and distributors of all types of farm equipment. The show room will be reserved for their own use and the theatre portion will be leased to a theatre operating company.



Front elevation perspective of a modified multiple-enterprise project for a suburb of Rochester, New York, in which a modern theatre is the main attraction. Reciprocating will be the beautiful equipment show room seen at the rear. A huge parking area lies behind. A candy store is located in the lobby and there is a possibility that the final plan, executed by Theatre Architect Michael J. DeAngelis, will include other enterprises and innovations for public interest and service.

Obviously, the builder in this instance, properly evaluates the theatre as a crowd-gathering attraction for his equipment displays and sales rooms, and with good judgment and foresight he has allowed the theatre to dominate the scene. Yet, it is a

(Continued on page 31)

I am AMERICA'S AVERAGE EXHIBITOR



- MY THEATRE SEATS 617
- I PLAY TO 822 PEOPLE A DAY
- I TAKE IN $224.41 DAILY, AFTER TAX
- I HAVE HIGH INTENSITY PROJECTION
- I BUY PROJECTION LAMPS MADE BY..

THE STRONG ELECTRIC CORPORATION

WORLD'S LARGEST MANUFACTURER OF PROJECTION ARC LAMPS

TOLEDO 2, OHIO

When the lamps are **STRONG** *the picture is bright!*

AIR · CONDITIONING

DEVOTED TO A BETTER UNDERSTANDING
OF TEMPERATURE CONTROL IN THEATRES

Greater House Appeal Depends on Scientific Air-Diffusion

by LEONARD R. PHILLIPS*
Consulting Engineer



Metal cones of this Anemostat air-diffuser are designed so that the passage of incoming air (black arrows) through them siphons a series of counter-currents of room air (white arrows) back into the cones. Simultaneously, air-expansion within the cones greatly reduces the incoming air-velocity. In his way the supply air is pre-mixed with about a third of its volume of room air within the diffuser before the mixture is slowly and thoroughly spread throughout the room in a draftless pattern.

BEGINNING THIS YEAR, motion picture exhibitors will spend $12-million annually to install air-conditioning in their theatres for greater House Appeal, according to authenticated reports recently released. This will be the largest annual expenditure made for air-conditioning equipment by any single classification of American business. Evidently, then, motion picture executives need not be sold on the importance of air-conditioning to House Appeal.

However, air-conditioning is constantly being improved like any other mechanical equipment. And, just as in other equipment, the purchaser of air-conditioning gets only what he pays for.

Systems Obsolete

Yet oddly enough, theatre owners who would laugh at the idea of using projection and sound equipment designed in the early 1930s, often try to "get by" with air-conditioning that is just as obsolete. Sometimes these systems have become obsolete only because owners have neglected to modernize them. But even a new system can be obsolete when installed if it fails to utilize modern methods of distributing the conditioned air.

The public knows the difference between modern and old style air-conditioning, just as it knows the difference between new and old pictures. However, a movie revival can be amusing and may bring a fair box-office; but there is nothing amusing about obsolete air-conditioning, as the box-office will invariably show.

Early air-conditioning—with *cooling* as its primary function—increased box-office receipts merely because it was a novelty. Now, with air-conditioning so common in theatres and elsewhere, a system must do much more than cool the air if it is to increase theatre profits.

Comfort is now the key to successful air-conditioning. And, according to modern standards, efficient air-conditioning affords maximum comfort during performances, while enabling patrons to enter or leave the theatre without feeling the impact of sudden climatic change.

Complications make this a difficult air-conditioning problem. One of the first factors to be considered is that interior climatic conditions must be changed as exterior conditions change.

Comfort Formula

Here are the typical indoor and outdoor climatic comparisons for maximum theatre comfort:

Outdoor average maximum conditions		Indoor conditions to be maintained		
dry bulb °F.	wet bulb °F.	dry bulb °F.	wet bulb °F.	r.h.* %
75	61 to 70	73	63	59
80	65 to 75	74	63	55
85	68 to 77	75	63	52
90	70 to 79	76	64	52
95	72 to 80	78	65	50
100	72 to 80	82	67	45

* Relative humidity.

After studying the above table, it becomes obvious why such signs as "20 De-

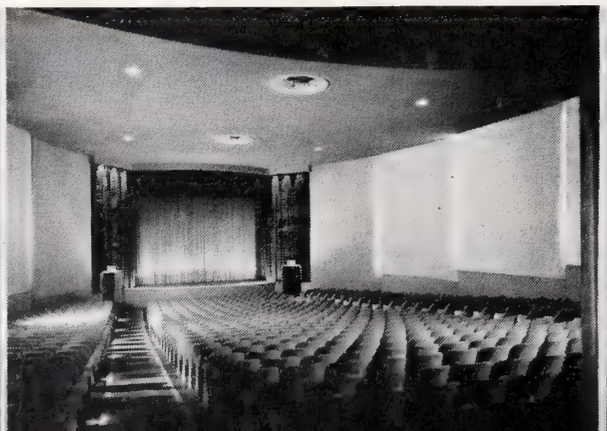
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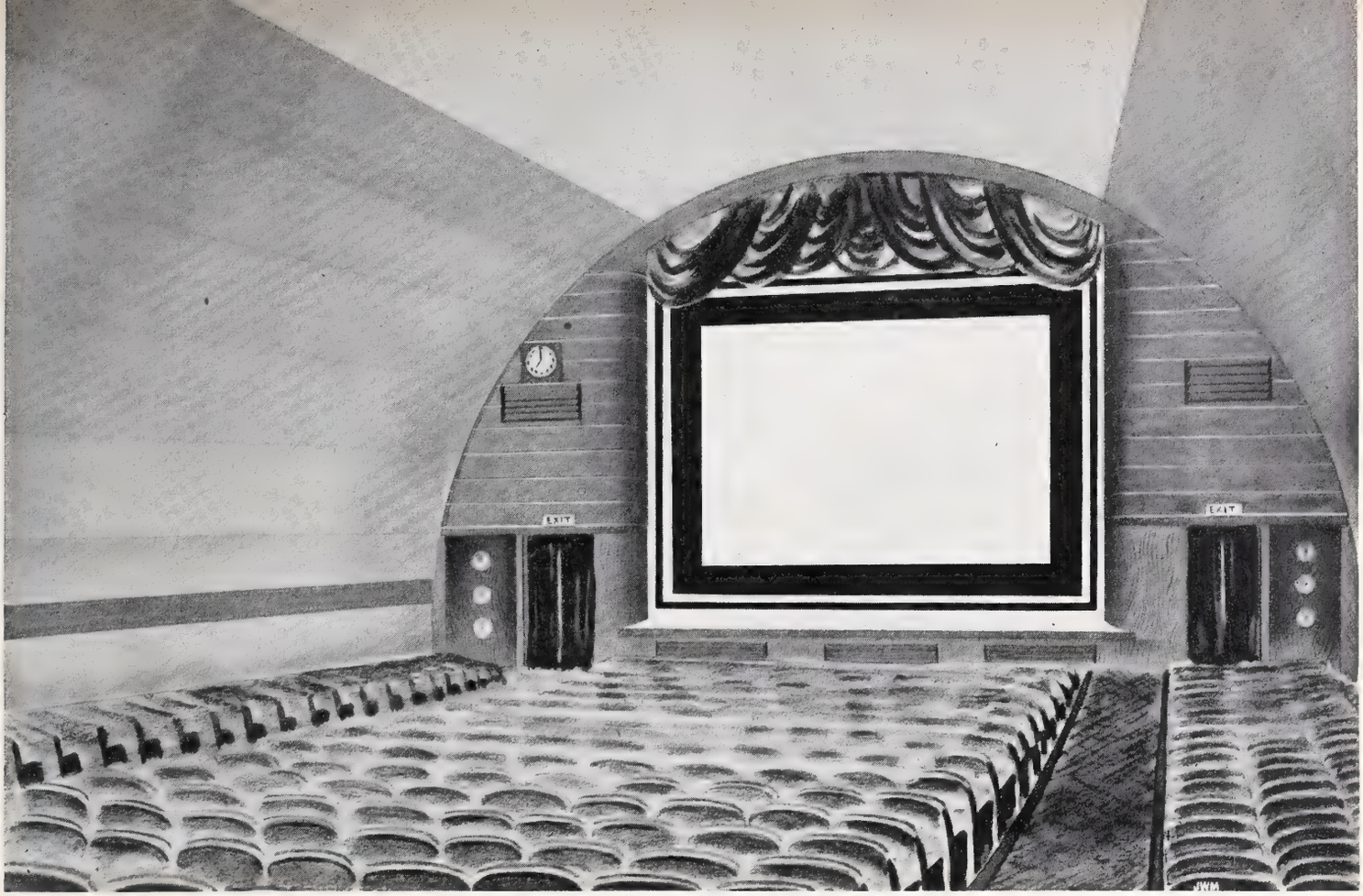
*Mr. Phillips is a member of the American Society of Heating and Ventilating Engineers, and the New York Society of Professional Engineers. For many years, in partnership with an associate engineer, he was engaged in the cold storage insulation construction business and his firm became a leader in its field. In an early association with the Dry Ice Corporation of America, he contributed importantly to the original development of applications and equipment for refrigeration with solid carbon dioxide. For several years before the war he did considerable consultant work in the commercial refrigeration and air-conditioning field. Since 1942 Mr. Phillips has been in charge of the Research and Development Department of the Anemostat Corporation of America, guiding the development of new methods of controlling air with air-diffusion devices.

At left: Efficient air-diffusion insures ideal climatic conditions throughout the Naylor Theatre, the most modern neighborhood movie house in Washington, D. C. An Anemostat can be seen here in the "Congressional Room"—for private parties. Additional Anemostats can be seen over the orchestra. Center: The Anemostat air-diffusers on this ceiling of the Hollywood Theatre, Sioux Falls, South Dakota, insure uniform, draftless distribution of conditioned air. At right: Wall-type Anemostats provide draftless, uniform distribution of conditioned air here in the Luna Theatre, Chicago. These devices replaced conventional grilles when patronage began to fall off because of drafts.









"THE INSIDE STORY" *of Prefab Success...*

Owners and managers of successful theatres throughout the country know that spacious, attractive and comfortable interiors are as vitally important to boxoffice receipts as appealing outside construction and decoration. Because Poblocki prefabricated theatres combine inside and outside perfection with low cost and durability, prospective buyers have swamped the office with inquiries and orders. That's the inside . . . and the "outside" . . . story of prefab success. Here are the reasons why you, too, should look into the matter:

- You can get 323, 423, 550, or 689 seat theatre plans and specifications, perfect and complete in every detail.
- Peacock and Belongia, a firm of architects with twenty-five years of experience in theatre design behind them, created the plans and specifications.
- Any good contractor can erect the theatre in 1/2 the time and at 1/3 less than the cost of the conventional type theatre.
- The building is a permanent structure where nothing has been sacrificed in good construction, luxury, convenience, or functional utility.
- The inside shape of the building is perfect for sound, heating, air conditioning and ventilation.

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CONFECTIONS

Shall Our Theatre Lobbies Become Merchandise Marts?

THEATRE LOBBIES are mighty fine places to sell merchandise—consumable or otherwise — because motion pictures produce crowds and wherever the crowds collect is a good place to "get the money." The extra "take" is becoming more temptatious to picture showmen day by day.

But, exhibitors who are the least bit concerned about the future of the business they're in (or are they?) must surely soon begin to view with alarm what outsiders have been saying about our industry for some time.

THIS, FOR INSTANCE

For instance, suppose we now quote verbatim an inspired article which appeared in the magazine BUSINESS WEEK of March 15, 1947. Boldly captioned *"Cash in the Lobby,"* it sub-heads its topic with "Movie theatre operators may add phonograph records and cosmetics to candy and popcorn—already big profit-makers" and then goes on to say:

"Candy and popcorn sales in the lobby have long been an important source of additional revenue for the movie theatre operator. Now, threatened by a decline in boxoffice receipts, some operators are considering adding other merchandise which could be handled without appreciable increase in overhead.

"Maybe Even Cosmetics — Phonograph records seem first in line for a tryout. They have a logical tie-in, they are easily handled, and they are pre-sold by juke boxes and radio programs. Other likely products are popular-priced cosmetics and toilet articles.

"One theatre chain executive has suggested that lobby displays of such goods be tied in with advertising trailers plugging them on the screen.

"Substantial Profits — Promotions such as these would add substantially to candy and popcorn profits, which already total millions of dollars annually. In deluxe, first-run houses with adult clientele paying about $1 admission, candy and popcorn sales average 3% to 6% of the weekly gross of $12,000 to $30,000. But in small, neighborhood houses they are proportionately higher: from 12% to 25% of the boxoffice.

"Since these sales involve little increase in operating expense, net profits are figured at about 25%. In lean times many an exhibitor paid his rent from lobby sales.

"Margin Favors Popcorn—The wartime candy shortage prejudiced many theatre operators in favor of popcorn. It was a bonanza in 1941 and 1942, when the price of corn allowed an 8c profit on a 10c bag. Even later, when higher corn prices reduced the profit to 5c or 6c, it was still more profitable to sell popcorn than candy.

"Most major circuits and many independent exhibitors operate their own candy counters or vending machines and purchase supplies from wholesalers. Others farm out the candy concession to a vending machine and take 25% of the gross.

"Huge Volume—In either case it's no small-time business. In one large theatre circuit, candy and popcorn sales average a 5c purchase for every admission.

"Another chain estimates that one out of eight patrons buys candy or popcorn. Still another, with more than 500 houses across the country, showed annual net profits of over $500,000 for its candy department even during the war when candy was scarce.

"Paramount acknowledges that its gross intake from lobby sales in its 1,900 theatres runs into millions of dollars annually."

PUBLIC REACTION

And now, may we recite a reader's reaction to the foregoing tirade against present methods of dispensing the toothsome confection, which appeared in a later (April 5, 1947) issue of BUSINESS WEEK. We hardly think the letter to the editor of B. W. represents a prevalent public feeling; but it certainly suggests the need for some constructive thinking on the part of theatre men. Under the title *"Sound Effects"* the letter follows:

"Sirs: In reading your report on the rising sale of candy, popcorn and other items in motion picture theatre lobbies (B.W.—Mar. 15, 1947, Page 22), I am reminded that, after several disagreeable experiences with popcorn crunchers in local movie houses, this family has cut down on its attendance at the picture shows by 75% to 90%. If theatre managers have no more consideration for the pleasure of their patrons than to tempt every kid and bobby-soxer—and their parents—to fill up on popcorn during the presentation of the pictures, we are just one family in a million that can get along quite nicely without the movies.

"Not content with raising prices 75% to 100%—and running Grade D films—theatre management must further impose on the public with the popcorn racket. We can take our films or leave them. Under the circumstances, we are leaving them—to empty seats.—H. Tom Collord, Protective Coatings, Inc., Detroit, Mich."

The B. W. editor's comment thereon:

"The motion picture houses—feeling that their boxoffice receipts may soon drop off —are employing every device they can to keep their revenues up."

COMMENTARY

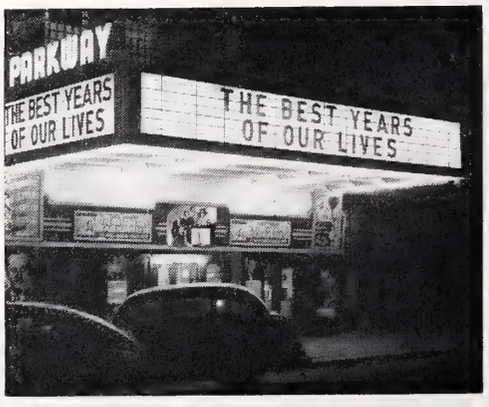
We're neither going to dispute nor confirm the foregoing. We frankly admit there is "pay dirt" aplenty in and around our theatres and the goose hangs high; BUT we wonder how much longer it will take to slay the old bird and stop this temporary flow of golden eggs.

With our already cramped lobbies full of vending machines, sales counters and display cases and shoppers and consumers, there may be little room left in which to exploit attractions, sell admission tickets or even show motion pictures. At this point the old goose will expire, and with her the last opportunity to sell motion picture entertainment or anything else.

Let's be sensible about commodity selling in our theatres from now on. Do it by all means—even more of it; but for Pete's sake, let's first plan for it and build for it.

The Multiple - Enterprise Amusement Center plant is advocated for those theatre men who want to profitably supply merchandise and services to their patrons without destroying the thing that creates all the patronage—*motion pictures.*

DOMINANT DISPLAY



Pictured above is the new marquee display board of the Parkway Theatre, Madison, Wisconsin, on which the new Wagner 17-inch colored translucent plastic changeable letters are used.

Assured Income: The Plan Motive of the Multiple Enterprise

(Continued from page 26)

foregone conclusion that the implement exhibition will feed many new patrons to the theatre. A fully reciprocating project is the result.

MECCA FOR MOTORISTS

Located on a well-traveled thoroughfare, the main building, pleasingly integrated in design, will have a huge auto parking lot at the rear. While the project is only now in the preliminary stage, Mr. DeAngelis reports the possibility that other income-bearing enterprises may be added in final plans. A smart confectionery sales room, accessible to outgoing and incoming theatre patrons, as well as to passersby, is an example of several other innovations which may be included later.

Present theatre owners who are prospective builders of new houses would do well to look into the matter of multiple-enterprise planning, which has for its motive the raising of income to meet the high cost of theatre construction and operation. Present intentions to build need not be abandoned. They should be changed to suit the situation; before some smart investor discovers from the outside what every smart showman ought to know, i.e. *Where the Crowds Gather is the Right Place to Do Business at a Profit.*

Jack O'Brien Made RCA Theatre Equipment Mgr.



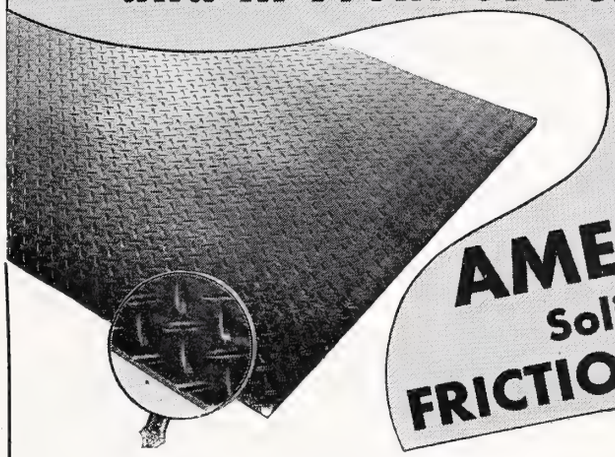
JACK O'BRIEN

The appointment of Jack O'Brien as manager of RCA's Theatre Equipment Section is announced by J. R. Little, sales manager of RCA distributed products. Formerly manager of RCA theatre equipment sales, O'Brien succeeds Mr. Little as manager of the section.

Jack O'Brien has been associated with the RCA Theatre Equipment section since the very first days of theatre sound, and is widely known throughout the theatre equipment field. As a special representative of the RCA Photophone Company, he visited practically every town in the country in which a theatre was located.

Early in 1942, Mr. O'Brien came to RCA's Camden headquarters as sales manager of the theatre equipment section and in this capacity, played a leading role in the formation of the RCA dealer organization. In more recent years, he has held sales positions for RCA in New York, Indianapolis, St. Louis, Los Angeles and Chicago. Just prior to the war, he was RCA New England theatre district manager. Mr. O'Brien will leave shortly for the west coast to visit RCA theatre equipment dealers, RCA district offices, and several of the film studios.

An Ideal Mat for Theatre Entrances and in Front of Box Offices!



AMERITRED
Solid Plastic
FRICTION MATTING

Also fine for use on stairs. Good scrapeage. Lies flat. Comes in sections 29" x 62" x 9/64". Can be laid side by side for larger areas or trimmed for smaller or odd-shaped areas.

— ALSO —

AMERICAN COUNTER-TRED MATTING for use at candy counters and popcorn machines.

TUF-TRED TIRE FABRIC MATTING for safety on wet floors.

EZY-RUG RUBBER LINK MATTING for lobbies.

"WALRUS HIDE" ROLL RUBBER MATTING for aisles, as carpet protection and at fountains.

For prices and folder, "A Mat for Every Purpose" for promoting safety and sanitation, write

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"America's Largest Matting Specialists"
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Advertisements are NEWS! . . .

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High quality will always be descriptive of POBLOCKI poster cases. Owners of these superb cases realize their value as an investment in patron attraction.

Shown here is the Poblocki-designed Model A (EASEL TYPE) poster case. It, like all Poblocki poster cases, has (1) stainless steel construction, (2) watertight, dustproof, can't-sag doors, (3) cold cathode round-the-case lighting, (4) the 10-second set screw for quick removal of the entire door, and (5) is completely wired, ready for use. Alert exhibitors readily recognize its use in brightening up unattractive spots and its adaptability to unusual displays. Remember POBLOCKI for high quality.

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Because of greater demand and increased volume, Poblocki & Sons is happy to announce price reductions on the Model A (EASEL TYPE) poster case, in trend with the times. Now is the time to redecorate and take advantage of the same high quality at new low prices.

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DECORATING

THE ARTISTIC SIDE OF ARCHITECTURE AS APPLIED TO THEATRE DECORATION

The Starting Point of Successful Theatre Planning

by **HANNS R. TEICHERT***



THERE HAS BEEN increasing interest throughout the industry in the new theatre of the smaller cities and towns. These have been the centers where war-time expansion has brought acute need for up-to-date movie entertainment. While the flood of post-war building of this type has not materialized to the extent of the need, mostly due to unsettled labor and material costs, still a few courageous and farsighted managements have pushed their houses through ahead of competition and stand ready to profit on their enterprise.

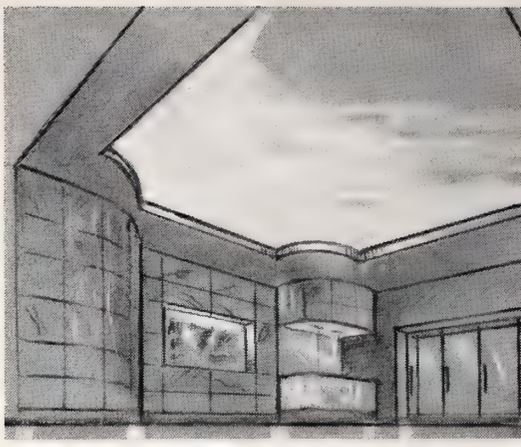
One of these is the Dipson's Batavia Theatre of Batavia, New York, one of a chain owned and operated by The Dipson Theatres. The interest of this house to others in the same field lies in the fact that it is no re-hash of formulas worn thin before the war outdated them, but is truly a postwar house in every sense of the word. And the first and most important sense of that word is "planning."

Strategic Plotting

It is that factor alone that we wish to refer to in this article, for it is the starting point of every successful theatre, large or small, and, unfortunately, one that is given the quickest possible brush-off before getting down to the business of putting up walls and some sort of color on them. In this case, Dipson's Batavia Theatre was under the supervision, from the idea stage, of Mr. William Dipson, with architecture handled by Mr. Russell Larke, of Niagara Falls, N. Y., and interior design and color coordination by Mr. Rex Davis, of the Hanns R. Teichert Studios of Chicago. Right at the beginning these men got together and put down on paper their concepts of what this specific house should offer this specific community.

From the very first it was decided that this would not be just another theatre, impossible to differentiate from the thousands of its fellows in other similar communities. This theatre was to express the best tastes of its patrons, cater to the particular needs and comforts, and make them feel like honored guests in their favorite club. But above all, it was to key in with Batavia's past and be a part of its future. Let us see how all these requirements and conditions were met, while still confining ourselves to the *planning* aspects. For that reason, we submit the preliminary sketches made for Dipson's Batavia Theatre, and in a later article we will offer photographs of the finished house with descriptions of its equally dynamic color schemes.

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SKETCH NO. 1

Effects Visualized

The first illustration shows what was planned for the outer lobby. In general, this included a free vista from the sidewalk to the interior, an interior so attractive in warm color and smart design as to prove an active drawing power, a candy and popcorn counter at the point of greatest convenience without disturbing the aesthetics of the area, indirect but brilliant lighting as a built-in feature of ceiling and coming attraction boards rather than dust-catching additions, and recessed advertising matter compellingly presented but also with reference to the whole design.

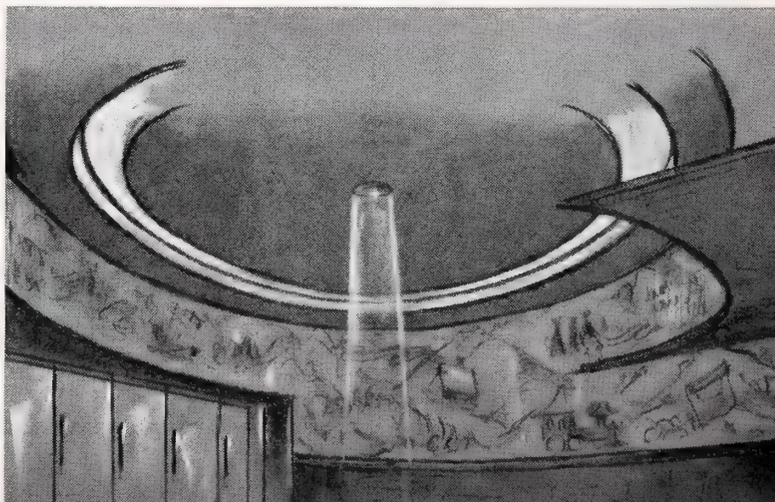
The second illustration will show the candy lobby, an area extending back from the aforementioned candy counter and a unique feature of the theatre. This lounge offers the patron various kinds of refreshment, a convenient waiting place out of traffic, and a club-like atmosphere of pleasant comfort. This thumb-nail sketch shows only the lounge wall of the area, the refreshment counters being opposite.

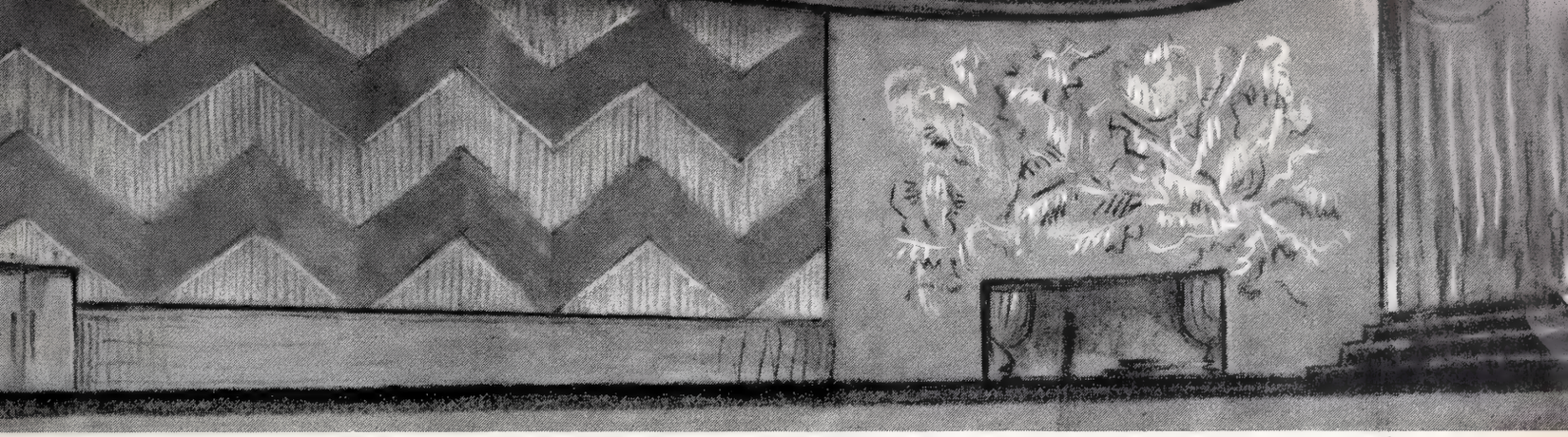
Reference to the third illustration will show the inner lobby where, tickets bought, refreshments purchased, and comfortably sheltered from whatever weather may lay outside, the patron is in the mood to relax and really notice what lies about him as he progresses. This room is therefore the logical key-in with the community, so in great bands on the surrounding walls a mural is painted depicting the interesting points of Batavia history up to date. Every community has some distinctive story of its own that sets it apart from all others, and Batavia's is especially so, being rich with early Indian history, picturesque

SKETCH NO. 2



SKETCH NO. 3





SKETCH NO. 4

pioneers and first settlers, and historical incidents and personages that give it great flavor.

CIVIC PRIDE APPEAL

It is just a matter of presenting these facts as dramatically and interestingly as possible to have them at once recognized and appreciated by all who see them. There rests a very natural pride in these things among the populations of communities this size where leading families and events are a matter of interest to all, and it rebounds as a great satisfaction and credit to the theatre when some incident can be uncovered from the local library or old newspapers or other records that is not generally known. The interest aroused over such a find, and the mural generally, is of really gratifying nature.

The fourth illustration shows the preliminary planning for the auditorium where the first requirements were a feeling for dynamic simplicity, with again great emphasis on distinctiveness. Without going into the details of the color scheme, which is a major feature of the room, it will be seen that the simplicity is not bareness, and that there is a very fine feeling of balance in the design without even registering the colors to complete that feeling.

What is more, while lightness has been logically confined to where it will not be an undue care, it can be seen that the areas likely to show the greatest wear are the darkest in tone. Lighting is indirect from the troughs running the lengths of the side auditorium walls, and this is adequate to pick out the decorative black light murals that flank the proscenium. That last area is played up as the focus of attention with luxuriant color and draping but still adheres to the planning for restrained good taste.

These were the over-all first ideas, and while something of texture has been added here, and something of line to balance there, in the main the general draft has been held not only adequate but good.

ADVISORY SERVICE

As Decorative Consultant to the MODERN THEATRE section, Hanns R. Teichert wi be gad to correspond with any of our readers who may wish information and advice on decorating procedure. All such inquiries will be given proper attention. Address your inquiry to The MODERN THEATRE, 322 S. Michigan Avenue, Chicago, Ill. It will be immediatey referred to Mr. Teichert for analysis and advice, without obligation.

TESMA BOARD SETS PLANS FOR BIG TRADE SHOW



TESMA BOARD MEMBERS (left to right, clockwise): H. H. Engel, Erwin Wagner, E. J. Vallen, Roy Boomer, Sec'y-Treas.; Oscar F. Neu, Pres.; W. A. Gedris, Vice-Pres.; Carl M. Weber, V. J. Nolan. Harry Strong, ninth member of the board, was absent because of illness in the family.

THE BOARD OF DIRECTORS of TESMA (Theatre Equipment & Supply Manufacturers Association, Inc.) convened at the Drake Hotel in Chicago, on Sunday, April 20th. Members present included V. J. Nolan, National Carbon Corp.; Carl M. Weber, Weber Machine Corp.; E. J. Vallen, Vallen, Inc.; H. B. Engel DeVry Corp.; Erwin Wagner, Wagner Sign Service, Inc.; Oscar F. Neu, president; W. A. Gedris, vice-president; Roy Boomer, secretary. Harry Strong, president of Strong Electric Corp., was unable to attend.

Final arrangements for the 1947 Trade Show and Convention were completed. Ray G. Colvin, president of The Theatre Equipment Dealers Protective Association, whose organization, representing the supply dealers of the industry, will meet jointly with TESMA, was present to discuss mutual problems concerning the convention.

The meeting was presided over by Oscar F. Neu, president of TESMA. Rates for exhibit space, registration fees, entertainment activities and many other convention matters were discussed and decided upon.

Roy Boomer, secretary of TESMA, announced that invitations to foreign theatre supply dealers and theatre owners have already been extended and that invitations to all theatre supply dealers, theatre owners, architects, theatre builders, projectionists and maintenance engineers in the United States and Canada will soon be issued. In addition, building materials and furnishings will also be displayed at the International Trade Show which will be held at the Shoreham Hotel in Washington, D. C., September 24-25-26-27-28-29, 1947.

It is the plan of TESMA to conduct one giant trade show annually, in which all mechanical interests of the motion picture industry will be represented. Here the theatre owner and his architect will be able to see the various types of modern equipment and building materials and obtain first-hand information from the manufacturer as to the installation methods and merits of the product.

Although the 1946 trade show enjoyed a record attendance, the exposition this year will, according to a statement issued by the TESMA board of directors, far exceed any other ever held in the industry.

Information and reservation details regarding the TESMA Trade Show may be obtained by addressing Roy Boomer, Sec'y., 4356 Washington Blvd., Chicago 24, Ill.

News of what's NEW in Modern Theatre Equipment

Dispensing Machine for Women's Rest Rooms

Tampax, Incorporated, of Palmer, Massachusetts, has announced the appointment of The Hospital Specialty Company, Cleveland, Ohio, as exclusive distributors of "Tampax," internally-worn sanitary protection, through dispensing machines.

The Tampax Vendor, designed, manufactured and distributed by The Hospital Specialty Company, leading distributors of sanitary napkin vending machines for almost 30 years, is now ready for distribution to theatre trade.

The entry of The Hospital Specialty Co., into this field marks the first time internally worn sanitary protection has been available in women's rest rooms on a nation-wide scale.

Dispensing 25 individually sealed cylindrical tubes, each containing one regular Tampax and instructions for use, the vendor is a streamlined, sparkling white machine 25" high, 6½" wide and 4½" deep. All metal, the dispenser is finished in baked white enamel with chrome trim on lock and handle. Features of the unit include locked compartment for coins, separate keys for outside and inside locked compartments and guaranteed coin return if machine is empty.



In adding this new line, The Hospital Specialty Company becomes the first distributor to offer a complete line of sanitary protection equipment for women's rest rooms in motion picture theatres. Inquiries may be addressed to the Hospital Specialty Co., Cleveland, Ohio.

New Fluorescent Lamp Folder Available

"A Miracle of Light" is the title of a new folder on fluorescent lamps just issued by Lustra Corporation of America, describing the four classes of Daylight, 3500° white, soft-white and 4500° white Lustra tube combining the blue-white of daylight with the warmness and liveness of white light; providing a proper balance of both for display and interior illumination.

For illumination in theatres, the soft-white tube is recommended and described as slightly tinged with a warmness of tone that is exceedingly flattering to decorative effects, as well as to the human complexion.

The daylight is recommended for use where color correction and blending with normal daylight is necessary, while the 3500° white, reported as having a higher light output than the previous three types, is offered as the standard tube most commonly used for all general and commercial illumination.

Sizes range from 14 up to 100 watts in all four types, and in blue, green, pink, gold and red colors from 15 to 40 watts. Two types of Lustra fluorescent starters are also described in this folder, a copy of which may be obtained by addressing requests to Lustra Corporation of America, 40 W. 25th St., New York 10, N. Y.

Crowd Control Equipment and Theatre Hardware

Such hard-to-get crowd control and theatre hardware items as chain core ropes, posts, rope ends, sand urns and ticket office and stair railings are now said to be available at reasonable prices.

This is explained in "Crowd Control Equipment and Decorative Hardware," an illustrated brochure put out by the Hupp Metals Works Company. Thousands of these brochures already have been sent out

A RESEARCH BUREAU
for MODERN THEATRE PLANNERS

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The MODERN THEATRE PLANNING INSTITUTE 5-24-47
Room 334—332 S. Michigan Avenue
Chicago 4, Illinois

Gentlemen:

Please enroll us in your RESEARCH BUREAU to receive information regularly, as released, on the following subjects for Theatre Planning:

- ☐ Acoustics
- ☐ Air Conditioning
- ☐ Architectural Service
- ☐ "Black" Lighting
- ☐ Building Materials
- ☐ Carpets
- ☐ Coin Machines
- ☐ Complete Remodeling
- ☐ Decorating
- ☐ Heating Equipment
- ☐ Lighting Fixtures
- ☐ Plumbing Fixtures
- ☐ Projectors
- ☐ Projection Lamps
- ☐ Seating
- ☐ Signs and Marquees
- ☐ Sound Equipment
- ☐ Television
- ☐ Theatre Fronts
- ☐ Vending Equipment
- ☐ Other Subjects:

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Theatre ..... Seating Capacity .....

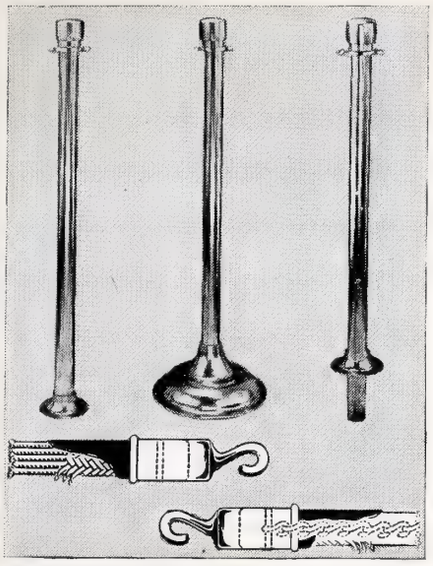
Address .....

City ..... State .....

Signed .....
(Owner-Manager)

and are said to have been received enthusiastically by theatres all over the country.

Founded on the policy of maintaining quality, but keeping prices down by eliminating middleman mark-ups, the company's stocks also include door grips and



"Push" and "Pull" bars in a variety of styles and metals.

Complete merchandise and price information may be had by writing for the brochure on your letterhead, addressing it Hupp Metal Works Co., 1123 Broadway, New York 10, N. Y.

Lotion Dispenser Helps to Build Good Will

An inexpensive device for creating good will among lady patrons is the new Bobrick hand lotion dispenser, here illustrated. Installed in theatres and wherever favorable public relations are vital, the new dis-



penser is designed for convenience in women's washrooms and other appropriate places.

Customers receive a measured amount of

(Continued on page 40)



News of What's New and Needed!

The Research Bureau of The MODERN THEATRE PLANNING INSTITUTE is continually combing the equipment and materials markets in order to keep you informed What is New and What is Needed to make your theatre more profitable.

A limited number of

Reynolds BLOWERS

available for immediate shipment.

For cooling, ventilating, exhaust, circulating of warm air in winter and with washed air and refrigeration. Quiet, vibrationless, economical.

Model		Price F.O.B. Grand Rapids
Master No. 36	30,000 CFM	$290.00
Master No. 32	20,000 CFM	190.00
Model M	12,500 CFM	175.00
Model G	10,000 CFM	150.00
Model F	7,500 CFM	102.50
Model A	5,000 CFM	82.50

Prices include belts and motor pulleys.

Reynolds Manufacturing Co.

412 Prospect N. E. Grand Rapids, Mich.



Scientific Research Produces Public Seating Improvements

(Continued from page 20)

and with a number of war-proved improvements. Costs are a bit too high; but the value is there.

In principle, the material consists of latex whipped into millions of tiny air bubbles, which form an odorless air cushion. Because of its valve-like construction, the material is relatively air-cooled, dust-free, dampproof, mothproof, vermin-proof, sagproof and lump-free. Now the new product also has two added advantages which improve its efficiency. It contains the rubber vitamin *Vitalin;* and it is vulcanized by a new and superior electronic process. Foamed rubber cushioning can be made in any degree of softness and can be molded to any shape, size or contour.

Scientific research has wrought numerous other important improvements in public seating within the past few years. Among them are better spring and hinge construction. The seating manufacturers have achieved completely noiseless operation of all mechanical parts of their chairs. Most mechanical or moving parts of the chairs are completely enclosed to avoid maintenance problems as well as the inevitable cloth-tearing hazard.

Because of continuous research into better production methods, better materials and better design, the theatre seating now being produced is more beautiful in appearance, more practical and longer wearing. The new models will give better value in service than any seats that have ever been installed in theatres, and they will promote return patronage in a bigger way than has even been contemplated.

Rules of Conduct for Candy Vending in Theatres

(Continued from page 24)

tive selling planned to stimulate sales and increase gross candy profits.

The latest innovation in merchandising used at many theatre counters is the featuring of seasonal displays. That is, on Easter, Mother's day, Halloween, Christmas and other local and national holidays, displays of candy specialties are placed in the counter. Today it's nothing out of the ordinary to sell special, attractively wrapped pound boxes of candy for $2 or even $3.

There is a psychological approach to vending in theatres also. It has been demonstrated that the type of picture a theatre is showing has a great deal to do with the type and amount of candy sold. For example, if the feature for the week is a blood-curdler, soft-centered candies which are not individually wrapped will sell the greatest quantity. The reason given for this is that theatregoers don't want to be

distracted to the extent of unwrapping each piece separately. Musicals, on the other hand, are rated among the type of features that promote general candy sales.

Rules of Conduct

A few basic precepts of good merchandising that apply to selling in lobbies as well as in other phases of candy selling, include: 1) keeping a full assortment of good quality, fresh candy that will appeal to a variety of consumer tastes; 2) having a neat, clean display; 3) making frequent change in display areas, and 4) the use of selling aids to promote sales.

The first of these, keeping a full assortment of good quality, fresh candy allows customers to buy the item they desire to fill their craving for a definite type of candy. Candy tastes vary from season to season and it is best to experiment with a variety of stock now available to determine the candy preferences within a certain locality during a definite season.

Also of basic importance is the necessity for maintaining a clean, neat display area. Display counter glasses should be kept spotless and personnel making candy sales must be neatly groomed. In connection with a clean, neat appearing display, show cases should not be allowed to get an empty look. Bars and small packets of candy sell better when the counters are nearly full. Replenish display stocks often.

From time to time, displays should be shifted so that customers may recognize the fact that stocks are constantly moving and are not becoming stagnant. Placement of stocks within the show cases themselves often aids in moving slower items. The best "selling space" lies in the front areas of the display, nearest to sight and reach. Articles placed in this area will move much faster than items in other locations of the display.

Be sure to use selling aids such as counter cards, etc., for these are "silent salesmen" that will greatly increase sales volume. Counter cards featuring reprints of Council on Candy advertising messages are available through the National Confectioners' Association headquarters, 1 N. LaSalle St., Chicago 2, Ill. These counter cards emphasize candy's nutritional and quick-energy values. They contain no manufacturers' names or products, but stress the values of all types of candy. The prices for these selling aids is nominal, 15c for single cards and when larger quantities are desired special rates are made.

Automatic Vending

The use of coin-operated vending machines in connection with theatre operations must also be stressed for coin machines play a part in most theatre candy set-ups. The demand on the part of the public for the various popular brands of candy bars is filled by the design of selective type vending machines. The extent of profits from automatic units as far as the theatres are concerned is limited only by the size of the theatre itself.

Vending machines long have been accepted by many of the smaller theatre owners as a method of supplying their patrons' demands. The whole population frequenting the theatre will patronize the confectionery machines, for most people, young and old, male and female, like and buy candy. They will not only buy candy from machines to eat on the premises, but to take home as well.

The installation of coin-operated machines in a theatre already equipped with a candy counter, will not conflict with vendors and lobby counters. Each helps the other. In many theatres located in America's larger cities, coin-operated machines are placed in niches along the balcony and mezzanine halls for the use of patrons who do not wish to leave the feature to go down into the foyer or lobby to visit a candy counter. By placing these vending machines in spots where attention is drawn to them, additional profits may be grossed by increased candy sales that would have otherwise been missed. Placement of additional machines in smoking and rest rooms will also show greater profits.

Wagner Reduces Prices On Plastic Sign Letters

Effective this month a general price reduction on translucent plastic sign letters in all sizes is announced by Wagner Sign Service, Inc., Chicago.

According to E. Wagner, head of the company, the list price reduction is made possible by four favorable factors, i.e., 1) original mold costs for the plastic letters have now been virtually amortized; 2) a new building and expanded factory facilities has, and will further, increase volume of sales; 3) the continued one-price-no-discount policy of the company has reduced sales cost, and 4) a desire to cooperate with the national effort to reduce prices wherever possible.

"Let Me Show You HOW TO INCREASE POP CORN PROFITS"



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President

JUST clip the coupon from this ad, mail it to me today, and I'll show you how many machine operators have actually doubled their pop corn profits my easy way.

I have no special equipment to sell, no extras of any kind. I just want the opportunity to tell you about my improved methods and amazing BIG POPPING CORN.

The Only VOLUMIZED POP CORN

This special strain pop corn pops up 25% to 35% MORE than ordinary kinds. Easily steps up your profits that much. The only VOLUMIZED pop corn sold. Processed under exclusive patent rights and produced by world's largest pop corn company. Strategically located branch offices give you speedy service, minimum transportation costs. Write today. Get complete details, free.

PATENTED PROCESS

No other pop corn is like it. Produced under our own exclusive, patented VOLUMIZING PROCESS. Pops enormous volume. More tender, delicious. Everyone who tries it wants more.

NATIONAL ADVERTISING

Also, I will send you details of national advertising plan to help you increase sales. Send coupon now. No obligation of any kind, and no salesman will call. Just clip the coupon and mail it to me today. I'll reply by return mail.

MAIL COUPON NOW!

FREE

HOWARD C. SMITH, Pres.
AMERICAN POP CORN CO.
SIOUX CITY 6, IOWA

You bet we want to know about your special methods and exclusive BIG POPPING CORN. Send details and sales plans today. We use a.....Popping Machine.

NAME.....

TITLE.....THEATRE.....

STREET.....

TOWN.....STATE.....

Greater House Appeal Depends on Scientific Air-Diffusion

(Continued from page 28)

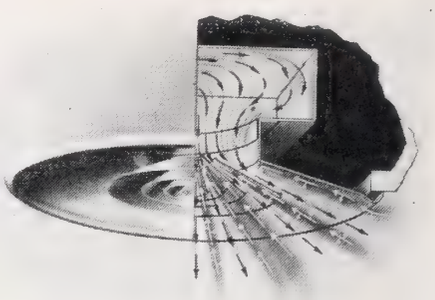
grees Cooler Inside" have almost disappeared from marquees.

Maintaining these recommended climatic conditions is no easy task. For one thing, most municipalities have regulations governing minimum fresh air requirements for theatres. Although ordinances differ, a fair criterion is 15 cfm per person where smoking is prohibited, and 30 cfm per person where smoking is permitted.

Usually, high air-duct velocities cannot be employed because noise levels must be held at 35 to 40 decibels or below. Therefore, main trunk-line velocities are normally kept lower than 1200 fpm, with branch air-duct velocities further decreased. Sound-absorbing material may be used on ducts, but if placed inside them, their interior dimensions are naturally reduced, which further complicates the problem. However, this latter factor can be engineered if larger duct sizes are feasible.

Considerable Factors

Other factors must also be considered if air is to be distributed so that proper climatic conditions are maintained throughout the theatre. These factors include seating capacities of the theatre, maximum and minimum attendance periods, areas of ceilings, height of ceilings, design of ceilings, location of duct openings, duct sizes, duct velocities, the location of columns and balconies, permissible sound levels and permissible air velocities in various parts of the house, appearance, cost, the location, type and heat-load of lighting fixtures, location of exhaust outlets, solar radiation on roof and walls, and other related items.



Temperature and humidity are accurately controlled by scientific air-distribution throughout this Trans-Lux Theatre, Madison Avenue at 85th Street, New York City. In this view, Anemostat air-diffusers are shown over the balcony.

Obviously, by taking all factors into consideration and then solving the problems they present, air-distribution becomes an exact science rather than a hit-or-miss proposition. Yet this has been done only in recent years, and perhaps in too few instances.

Prior to the development of scientific air-diffusion about ten years ago, cooled air was usually discharged into a theatre through grilles, registers, and other conventional fixtures. On leaving such air-duct openings, the cold air generally sweeps to the floor and forces warmer room air to the ceiling.

Until the velocity of the cold incoming air subsides, it cannot mix with the warmer

RUN IT ONCE...
and Sweep up the ROACHES!



Just one spraying of West Vaposector Fluid through the *new West Vapomat* will make "panic-stricken" roaches, within an area of 50,000 cubic feet, come crawling out of their hiding places to be killed easily. Other crawling insects get a taste of the same "medicine."

Also, a "once over" with this 2-weapon offensive has enough concentrated killing power to *achieve a "positive kill" of flying insects within areas of 500,000 cubic feet.*

Perfected by West as the perfect partner to Vaposector Fluid . . . quick, light to handle, automatic and economical . . . the new electrically operated West Vapomat requires no manual attendance in operation. Just fill it . . . plug it into AC or DC outlet and set the time clock for sure guaranteed results. ODORLESS Vaposector Fluid is harmless to food and fabrics.

One of over 475 West representatives throughout the country will be glad to discuss with you the merits of both the West Vapomat and Vaposector Fluid. Fill in coupon below for free demonstration!



WEST Disinfecting Company

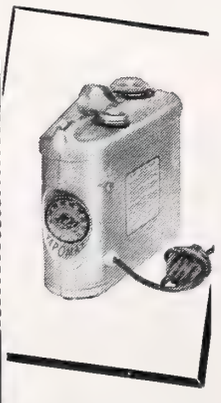
CLIP TO YOUR LETTERHEAD

42-16 WEST STREET
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We are interested in a demonstration of the new West VAPOMAT ☐ Please send Literature ☐

Free!

Name_____ Position_____



CLEANSING DISINFECTANTS • INSECTICIDES • KOTEX VENDING MACHINES
PAPER TOWELS • AUTOMATIC DEODORIZING APPLIANCES • LIQUID SOAPS

MAKES THEATRE AIR AS PURE AND REFRESHING AS A MOUNTAIN BREEZE

ELECTRO-AIRE OZONE EQUIPMENT

Cleans the air electrically. Positively eliminates all odors, including those prevalent in restrooms and from popcorn concessions.

No Chemicals
No Refills
No Extras Required

For literature and prices write

THE ELECTROAIRE CORPORATION
41-38 37th Street
LONG ISLAND CITY 1, N. Y.

room air. This results in drafts—the sensation caused by impact on the human skin of low temperatures combined with high air-motion. Where there are drafts, temperature differentials are great throughout the room; humidity is unequalized, and stuffy air-pockets are prevalent.

"Tinkering" Futile

Long ago, attempts were made to rectify such conditions by placing baffle plates or plaques in front of air-duct openings, by closing old openings, by making new ones, by increasing or decreasing duct velocities, and by various other means—in sheer desperation. However, nothing brought the desired results, for when conditions improved in one section of the theatre, new trouble-spots usually developed elsewhere as a result of the "tinkering."

Eventually air-conditioning specialists determined that such unsatisfactory conditions could be rectified only by the thorough mixing of the theatre air with incoming air from ducts *well above the audience occupancy level.* They also determined that air-duct velocities should be simultaneously reduced. Only then could conditioned air be distributed in a uniform, draftless pattern.

These conclusions, followed by exhaustive research and experimentation, eventually led to the development of a device that met all their requirements: the Anemostat air-diffuser.

This patented device is attached to an air-duct opening. Though seemingly simple, its scientific design instantly causes a velocity-reduction of the incoming air passing through it. Simultaneously, air from the room—equal to about 35 per cent of the incoming air—is siphoned into the diffuser, where it is mixed with the incoming air stream.

A "Settling" Effect

The pre-mixed air then leaves the device in a series of planes traveling in all directions at low velocity. It might be said that the air-mixture then "settles" into the room (instead of "sweeping" in, as it often does when conventional fixtures are used at duct openings). Therefore, such obstacles as columns do not deflect the airflow. Since air can then be rapidly changed without drafts resulting, auras around human bodies are dissipated and stuffy air pockets are eliminated.

The over-all result is even, draftless air-distribution that causes both temperature and humidity to be equalized promptly throughout the theatre. This is important to the maintenance of maximum comfort, but it must be remembered that interior climatic conditions should be changed as exterior conditions change.

As previously stated, theatre owners are now investing large sums in air-conditioning. The percentage of return on individual investments will vary, depending on how much an air-conditioning installation builds up boxoffice. But it's a safe bet that maximum returns on air-conditioning investments—Greater House Appeal—will come from installations that distribute air scientifically.

Use more mirrors as decorative spice in your theatre. Their practicability is always appreciated by the patrons and they are smartly modern in effect.

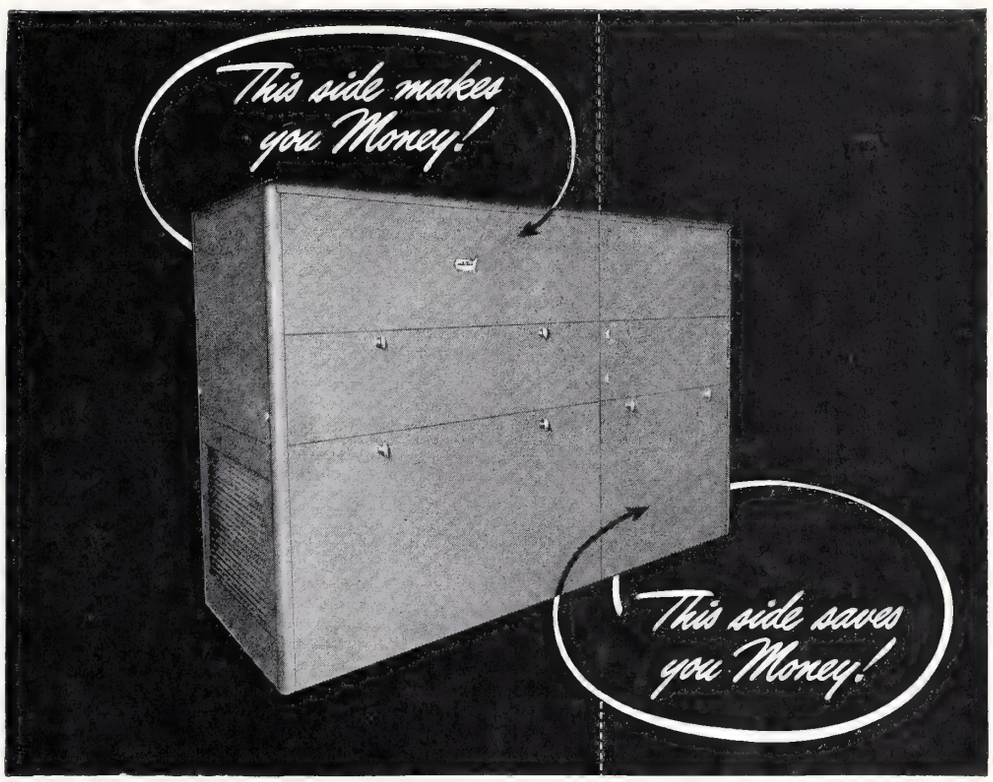
Reveals Innovations in Chair Factory Methods

The mass-production methods of the automotive industry has come to theatre trade with the announcement by the International Seat Corporation of a complete assembly-line installation of new factory equipment for cleaning, painting and drying of all metal chair parts. In addition, the company, whose line of theatre chairs is distributed nation-wide by the RCA Theatre Equipment Section, through independent RCA theatre supply dealers, reveals a number of innovations in new products.

Featuring automatic paint-spraying and drying equipment, International's new factory techniques have provided a baked enamel finish on the company's current line of chairs, which is said to be far superior to the prewar lacquer finish commonly used in the theatre chair industry.

Theatre chairs undergo considerable damage when youngsters brace their feet on the chair backs and push until something gives. A new structural improvement in International chair backs promises to end this damage. Steel supports have been welded to the inside of the back shell at strategic points to provide strength equal to the demands of this kind of treatment.

A "finger-saver" design for ushers and others charged with the changing of light bulbs in aisle lights is included in the latest International aisle seats.



● One single compact unit has every major part of a *complete refrigerated air conditioning system.* This complete, balanced unit construction offers advantages in *lower first cost, lower installation costs* and *lower operating costs.* The refrigeration and compression units combine to give efficient refrigeration cooling—the evaporative condensing section saves water, saves money in operation.

Here's *Air Conditioning at its best* — self-contained — self-supporting—self-sufficient.

Cooperative engineering counsel gives you the experience and knowledge of usAIRco engineers. Get acquainted with your nearest usAIRco representative. United States Air Conditioning Corporation, Como Avenue S.E. at 33rd, Minneapolis 14, Minn.

USAIRCO

News of What's New in Modern Theatre Equipment

(Continued from page 35)

hand lotion quickly and cleanly. Using the dispenser permits easy application of the lotion, and saves carrying in the purse—two features that encourage repeat visits.

Management favors the lotion dispenser because it avoids waste and mess, and dispenses any of the numerous brands of lotion obtainable in bulk at moderate cost. Where employees need protective or germicidal lotion, Bobricks are installed for both men and women.

All working parts of this smartly-styled, wall-type dispenser are of durable stainless steel. The device is manufactured by the Bobrick Manufacturing Corp., Los Angeles, Calif., and is available through all leading sanitary supply dealers.

Cretors Offers Two New Improved Corn Poppers

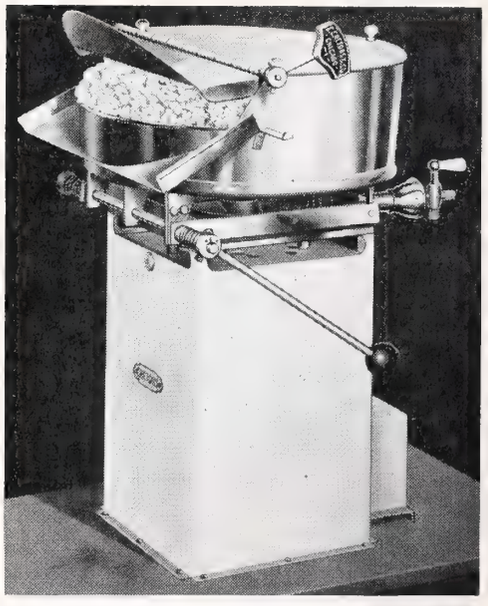
C. Cretors and Company of Chicago, pioneer maker of corn-popping machines since 1885, announces two modern, improved models "that cover every phase and need of popcorn making."

A certain "show stealer" in any theatre lobby is Cretors' Super 60 Model. Its eye-appeal beauty and streamlined features make it an outstanding machine. Available in a natural walnut finish that will harmonize with any location, its attractiveness is further enhanced through ingenious concealment of unsightly wiring and mechanism.



Super 60 Model

The other Cretors development is the new auxiliary Giant Model 41, which provides large production *quickly* and *easily*. It is a fast, efficient, trouble-free popper that pops corn direct in the seasoning and salt, popping approximately two pounds of raw corn each popping. With a capacity for popping about 50 pounds of raw corn per hour, the Giant Model gives about 13 bushels of popped corn during that period.



Giant Model 41

Both the Super 60 and Giant Model 41, here pictured, assure speedier production and guaranteed freshness, with all kernels seasoned alike. Further information may be obtained from C. Cretors & Co., 604 W. Cermak Road, Chicago 16, Ill.

"TACTFUL SANITATION" IN THEATRE HOUSEKEEPING







FORT-A-CIDE

Reg. U.S. Pat. office. Patents applied for.

"MULTI-PURPOSE" ODORLESS ANTI-INFECTIVE AND BACTERIAL DEODORANT

DISINFECTS AS IT DEODORIZES. LEAVES NO FRIGHTENING OR EMBARRASSING ODOR.

"IT'S ODORLESS"

NON-DAMAGING ON FINE SURFACES, FABRIC AND COLOR.

Mix One Part "Fort-A-Cide" Solution with Ten Parts Plain Water. Use in Sprayer on Malodorous and Infected Plumbing. Leaves Microscopic inhibiting residue on surfaces after water evaporates. Replaces unsightly urinal blocks.

EFFECTIVE IN HOSPITAL AND PUBLIC LABORATORY TESTS ON "SCALP RINGWORM," TUBERCULOSIS, STAPHYLOCOCCUS, STREPTOCOCCUS, DYSENTERIC-TYPHOID AND VENEREAL GERMS — ALL COMMON IN RESTROOMS AND AUDITORIUMS.

Ideal for vomit eradication on seats and carpets, bacterial accumulations in air-conditioning systems that cause foul odors, "stink bombs." A few ounces added to pail of soap water performs dual action on floor and mop. Compatible with and reduces amount of soap. Contains detergents and penetrants.



ECONOMICAL: ONE CASE OF 4 GALLONS MAKES 40 GALLONS OF "ON CONTACT" 1:10 DILUTION.



ORDER FROM YOUR SUPPLY DEALER OR CIRCUIT

FORT-A-CIDE CORPORATION, 160 East Illinois St., Chicago, Ill.

Send me FREE Your 4-Page Colored, Illustrated Folder, Showing How to Use "Fort-A-Cide."

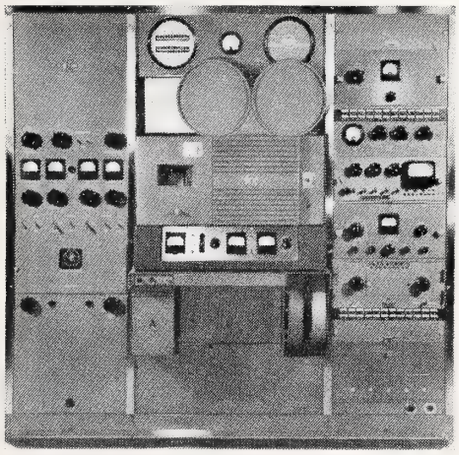
NAME OF THEATRE..... ADDRESS.....

CITY..... STATE.....

Packaged Recorder Unit Unveiled in Chicago

Weight-saving methods of the aircraft industry are being applied to the production of motion picture sound recording equipment, it was revealed last month when the RCA Film Recording Department exhibited for a group of motion picture producers at the Drake Hotel in Chicago, a new line of magnesium alloy recorders and associated equipment.

Following a luncheon for more than 25 leaders in the motion picture production field who use RCA film recording equipment, two new 35mm recorders, 16mm recorder and a unit-construction recording rack were shown, as well as new light microphones, and current models of an RCA



This streamlined unit-construction film recording rack, embodying power supply, amplifiers and recorder in a compact assembly of matched units, was shown to motion picture producers for the first time at an exhibit of new equipment staged by the RCA Film Recording Department at the Drake Hotel, Chicago, last month. RCA's new deluxe 35mm recorder is seen in the center of the assembly.

16mm projector and a Brenkert 35mm projector.

The use of magnesium alloy, it was explained by Barton Kreuzer, manager of RCA film recording activities, has made it possible to reduce the weight of recorders to as little as one-fifth the weight of prewar models. The 35mm recorder here shown weighs only about 40 pounds.

The unit construction rack constitutes a complete recording equipment in a single "package," including power supply and amplifiers. It can be used as a stationary unit in studios, or, placed in a truck, it becomes the heart of a "studio on wheels" such as the custom built mobile unit which RCA recently delivered to Coronet Films, of Chicago. The Coronet truck was also displayed on Walton Place across from the Drake Hotel.

In addition to reduced weight, all of the new equipment shown features high-fidelity performance, sturdy construction and simplified operation. The visiting producers, who in addition to local studios, included Col. Nathan Levinson, Sound Director of Warner Bros. Studios, and Ernest Royls, Warner Bros. Technical Supervisor in England, were also briefed on plans for future additions to the RCA's recording equipment line.

Representatives who acted as hosts included, in addition to Mr. Kreuzer, H. D. Bradbury, Manager of RCA Film Recording Sales, Harold A. Renholme and C. M. Lewis, Chicago regional executives.

Six More Manufacturers Become TESMA Members

The roster of the Theatre Equipment and Supply Manufacturers Ass'n, Inc., increased by six new members in April, to a total of 86 and applications are coming in at an accelerated pace, according to TESMA secretary, Roy Boomer.

New members include: Dependable Manufacturing Co., Omaha, Neb., chrome furniture, boxoffice chairs and stools; Dunlop Tire & Rubber Corp., Buffalo, N. Y., Pillo-Foam seat cushioning; Champion Moulding Manufacturing Co., New York City, metal moulding, display frames, easels, etc.; Mitchell Camera Corp., Glendale, Calif., 35mm-16mm projectors, cameras, etc.; Mole-Richardson Co., Hollywood, Calif., studio lighting equipment, microphone booms, power equipment, etc.; Vocalite Screen Corp., Roosevelt, N. Y., motion picture projection sound screens.

Foam rubber cushioning for theatre seats and furniture is the latest pure comfort medium devised. It is softer and more practical because it *gives!*

Here's why **YOU CAN'T DO WITHOUT THE NEW AUTOMATICKET**

NO BREAKDOWNS... NO SERVICE DELAYS...

because

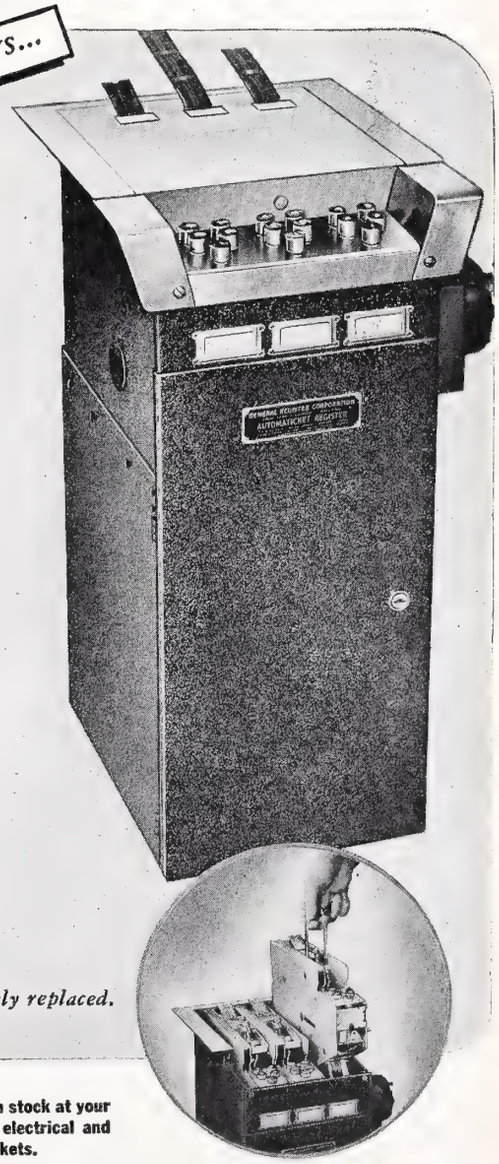
AUTOMATICKET
IS UNIT-DESIGNED
Individual ticket issuing units operate independently. This enables your register to function smoothly even though a unit may fail. Extra units may be added as needed.

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SERVICE IS CONTINUOUS
No breakdowns. Your register never stops functioning. Units may be replaced without interrupting service.

AUTOMATICKET
NEVER LEAVES THE BOX OFFICE
No time lost in repairs. Defective units can be replaced without shifting your register from its position. So simple, anyone can remove a unit and slide another into place.

AUTOMATICKET
IS SERVICE GUARANTEED FOREVER
Your dealer always has new factory-sealed units in stock. He will replace any unit free of charge for the first year. Thereafter, units are replaced at a cost based on length of service.

Ticket issuing units are easily and quickly replaced.



* **AUTOMATICKETS in one to five unit sizes are now in stock at your Theatre Supply Dealer. Registers are available in electrical and non-electrical models for 1 inch and 2 inch wide tickets.**

GENERAL REGISTER CORPORATION
36-20 33rd Street Long Island City 1 New York

The New AUTOMATICKET... A Triumph of General Register Engineering!

Tough to scuff



NAUGAHYDE IS "BOX OFFICE" WITH THEATRE OWNERS

You may not be able to keep your patrons from putting their feet on the seats, but here's what you can do:

Have seats covered with Plastic Naugahyde. This deep grained fabric is tough to scuff because it "gives" with every indentation, then snaps back for more.

Naugahyde is safe because it's flame resistant. It's a clean cover, too. Chemicals, dirt and grease easily and quickly removed with soap and water. Naugahyde is beautiful. In rich colors or gay pastels, it stays fresh and luxuriant year after year. Your upholsterers like to work with Naugahyde because it lets them do their *best* work.

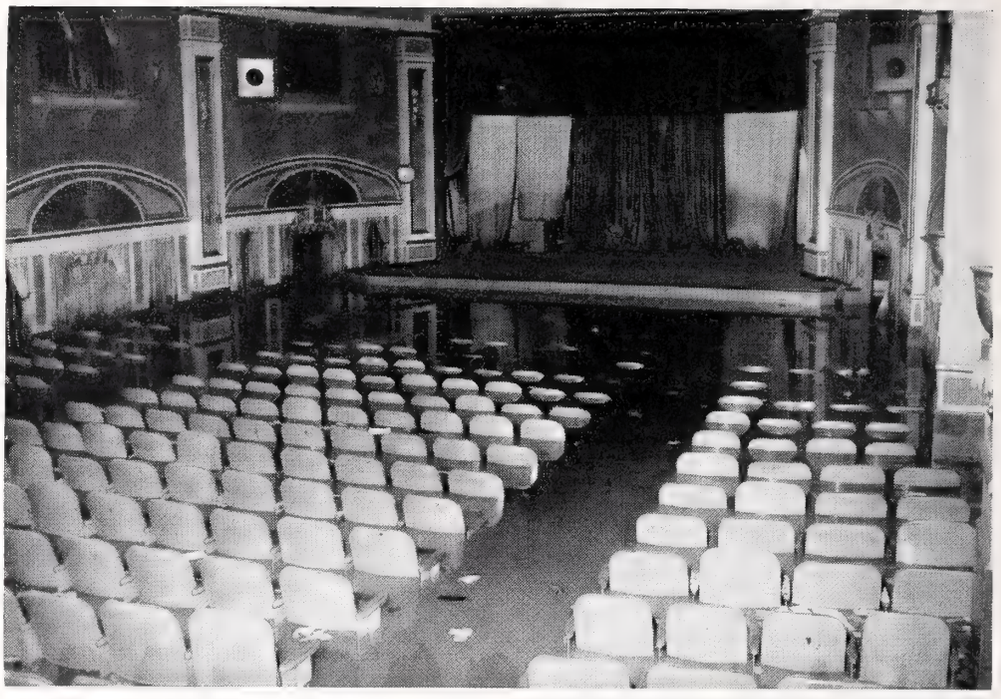
Distributors in all principal cities

★

U.S. PLASTIC Naugahyde

UNITED STATES RUBBER COMPANY
Coated Fabrics Division Mishawaka, Indiana

H - - - AND HIGH WATER; BUT ON WITH THE SHOW



Auditorium of the Rialto Theatre at Flint, Michigan, during the big Spring Flood. Push-back chairs were inundated for a period of four days; but were quickly reclaimed.

An example of service in emergency, unusual in these turbulent times, is afforded by what happened to the Rialto Theatre in Flint, Michigan. As a result of the recent deluge of spring rains, the following action took place, as related by H. W. Peterson, of the Public Seating Division of Kroehler Mfg. Co., producers of "Push-Back" theatre seating.

"On Wednesday April 8th, we received an emergency call from Max Gealer, Flint City Manager for Associated Theatres (Alex Schreiber) of Detroit, to the effect that his Rialto Theatre at Flint had been under water for four days and they were then getting it pumped out of the auditorium. He was interested in finding out what could be done to get the chairs back in condition so they could reopen the theatre. I took the first available plane to Flint, surveyed the job and found that 307 seats had been submerged and saturated with silt and floodwater for the four-day period.

"We removed one chair and flew it back to Chicago by PCA airline for factory tests to determine how much of the seat could be salvaged. We ran the units through oven and research tests and found that the metal parts were in good shape; but that the upholstery materials were damaged beyond repair. We notified the owners of our findings on Thursday evening, and by Friday night the seat and back units were on their way to Chicago by truck. We ran overtime at the plant, taking the units apart, cleansing and repainting all metal parts to prevent rust, manufacturing new seat and back units to replace those saturated by floodwater.

"By the following Wednesday, the seat units were back at the theatre and reinstalled. By that time, Mr. Gealer had the theatre cleaned out, the stage rebuilt, new wiring, and also was in the process of redecorating the theatre. The theatre was reopened by the end of that week in good shape."

All of which elicited the following appreciative message from Mgr. Max Gealer:

"And now in behalf of the Associated Theatres, I want to take this opportunity to offer my sincere thanks for the wonderful service you rendered to us. There is no doubt in my mind that you went to a lot of trouble and inconvenience to see that we got our seats back in the shortest possible time, and only by your quick action were we able to open again as soon as we did. I also want to thank your Mr. Peterson for his help and understanding of our desperate situation."

Good seating is a bulwark of your business. With it, success is almost assured; without it, failure is inevitable.

Theatre Confections

Bars — Box Chocolates — Gum

NEW LOW PRICES:

ALL TOP STANDARD

5 & 10c BARS

90 Cents a Box

f.o.b. Chicago, per case..... $10.80

KAYLINE COMPANY

Hollycourt 9009

1538 W. Jarvis Ave. Chicago 26, Ill.

Seating Installations Steadily Increasing

Current reports indicate that the worst is past, respecting the long-endured shortage of theatre seating. Manufacturers are steadily reducing their back-logs of orders and delivery time in being reduced substantially as the result of increasing production.

An example of such improvement is given by a report from B. B. Buchanan of the Public Seating Division of Kroehler Manufacturing Company, who lists the following recent installations of Kroehler Push Back theatre chairs: Center Theatre, Detroit, Mich., for Associated Theatres; Rex Theatre, Havana, Cuba; University Theatre, Columbus, O., for Academy Theatres; Karlton Theatre, Philadelphia, Pa., for Wm. Goldman Theatres; Catalina Theatre, Tucson, Ariz., for Paramount-Nace Theatres; Avenue Theatre, Montreal, Canada; Edgewood Theatre, Jacksonville, Fla., for Florida State Theatres; Arden Theatre, Lynwood, Calif., for Albert Hanson; Chief Theatre, Omaha, Nebr., for Ralph Blank, Park Theatre, East Walpole, Mass.; Steelton Theatre, Steelton, Pa.; Grove Theatre, Groveland, Fla.; Miami Theatre, Miami, Fla.; Huber Theatre, Hicksville, Ohio; Jarvis Theatre, Binghamton, N. Y.; Holly Theatre, Medford, Oregon; Lithia Theatre, Ashland, Oregon; Walworth Theatre, Walworth, Wis.; Esquire Theatre, Columbus, Ohio; Bijou Theatre, Montreal, Canada; El Lago Theatre, Minneapolis, Minn.; Adams Theatre, Adams, Mass.; Strand Theatre, Freehold, N. J.; Hillside Theatre, Jamaica, L. I.; Oriental Theatre, Brooklyn, N. Y.

Benham Made Managerial Assistant to Brenkert

The appointment of H. J. Benham as assistant to the president of the Brenkert Light Projection Company, RCA Victor Division subsidiary in Detroit, Mich., is reported by J. R. Little, sales manager of RCA's Distributed Products section. In his new capacity, Mr. Benham will make a general study of the Detroit plant and take an active part in its management, reporting directly to Karl Brenkert, president of the company.

Formerly commercial engineer for RCA's Theatre Equipment section in Camden, N. J., Mr. Benham has been with RCA since 1930 when he joined the field organization of the RCA Service Company, servicing theatre sound systems. In 1937, he was promoted to the position of service manager of the Cleveland region, and in 1940 became district sales engineer for RCA's Commercial Sound Department in Cleveland. During the early negotiations for the Brenkert plant in 1941, Mr. Benham was assigned to make a study of the plant for RCA. In 1942, when the facilities of the Brenkert plant were turned over to war work, Benham became the commercial engineer for the theatre equipment section working closely with the government on the distribution of sound systems for Armed Forces theatres.

Equipment Exhibition At Next SMPE Meeting

Exhibition and demonstration of theatre materials and equipment will be one of the features of the 62d Semiannual Convention of the Society of Motion Picture Engineers, to be held October 20-24 at the Hotel Pennsylvania, New York. Arrangements have been made for exhibition space sufficient to accommodate 80 booths, it is announced by the general committee for the convention.

The exhibit, tied in with the Theatre Engineering Conference which will feature the Society's fall convention, will be set up in the Penn Top (roof garden) of the Hotel Pennsylvania. Instead of a mere display of materials and equipment, the exhibit will be an educational and scientific presentation, with demonstrations of the best recommended practices for comfortable, safe and economical theatre planning, equipping, furnishing and operation, according to the committee.

HAPPY LANDING



In keeping with the traditional slogan "The Show Must Go On," Altec Lansing Corporation carved another notch in the records of the motion picture industry recently in connection with the opening of Charlie Chaplin's new picture "Monsieur Verdoux," which had its world premiere at the Broadway Theatre, New York, last month.

Due to the shortness of time between the scheduled opening date and the final arrangements for equipment, which included a "Voice of the Theatre" loudspeaker system, it appeared for a while as though time and distance from the West Coast would be a major stumbling block to the arrival of the equipment for the premiere performance. However, United Artists insisted on the opening date as set.

As a result, immediate arrangements were made to transport the equipment by overnight air freight from the Altec Lansing plant in Hollywood. Other methods of transportation would not have met the opening date. The shipment was made via the famous Flying Tiger air freight service, arriving at Teterboro airport in Hasbrook Heights, New Jersey, where it was met by a truck, as pictured above, and transported quickly to the Broadway Theatre. The total time involved from departure to the delivery at the stage door of the theatre was a little more than 36 hours.

YOUR SUNROC IS READY

Now



SUNROC is ready to make immediate delivery of 10-gallon-per-hour pressure-type water coolers at the lowest retail price for any such cooler on the market—$235 F.O.B. Glen Riddle, Pa.

SUNROC is ready with water coolers that provide trouble-free service and low-cost operation.

SUNROC is ready with the most complete line of water coolers in America—10 different models in a wide range of sizes and capacities.

SUNROC is ready to send you complete details. Write Dept. BO-7, Sunroc Refrigeration Company, Glen Riddle, Pa.

Sunroc

Water Coolers

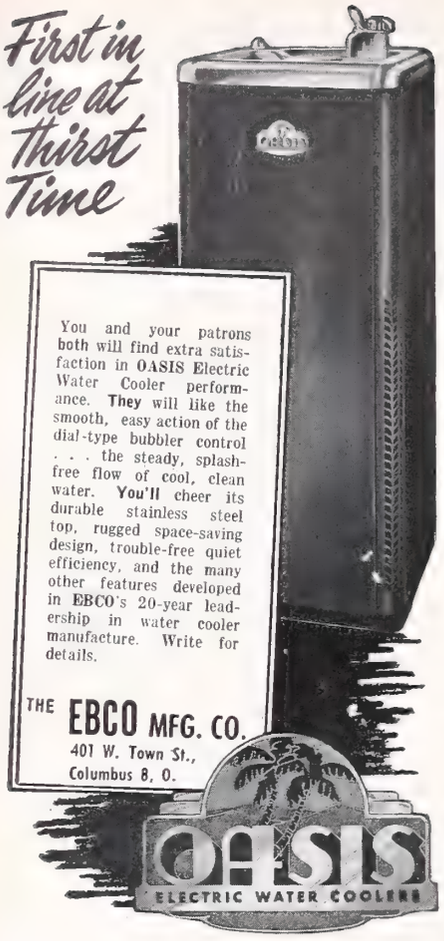
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Standard Model Water Cooler NM2B $235 F.O.B. Glen Riddle, Penna.



"SUNROC SERVES THE WORLD... a cool drink of water"



American Seating Co. Elects 3 New Officers



MR. VerMEULEN

At the annual meeting of the directors and stockholders of the American Seating Company, April 16th, Harry M. Taliaferro, president, announced that Jas. M. VerMeulen, general sales manager, and Geo. H. Roderick, research and development engineer were named vice-presidents. E. M. Mootz, treasurer, was elected a director and made secretary of the company. Mr. VerMeulen was also elected a director.

Mr. VerMeulen started with the company in the factory, in 1927. He was for a number of years sales manager of the Eastern Division in New York City. During the war he returned to Grand Rapids to become superintendent of manufacturing operations and became general sales manager in 1945. VerMeulen was graduated from Hope college in 1926.



MR. RODERICK

Geo. H. Roderick, who for a period of 14 years was works engineer, was in charge of the company's war products division during the war. Mr. Roderick was graduated as a mechanical engineer from the University of Michigan in 1921.

E. M. Mootz has been treasurer since 1923. He has come up through the general accounting departments of the company since he started in the Chicago office back in 1904.



MR. MOOTZ

The following directors were re-elected: Harry M. Taliaferro, Grand Rapids, president and general manager; R. K. Merrill, Grand Rapids, works manager; Heber W. Curtis, Grand Rapids, president of Old Kent Bank; John E. Martin, Birmingham, Mich., banker; W. B. Turner, Dayton, Ohio, senior partner of E. H. and W. B. Turner, attorneys.

President Taliaferro reported that although there is a very satisfactory demand for public seating products and the company has a sizable backlog of orders, operation has been seriously handicapped by material shortages, particularly sheet steel.

NOW 3-DIMENSIONAL MURALS

For centuries artists have searched, unsuccessfully, for a way to achieve three-dimensional realism on a flat surface; for the blazing color of sunsets; the glowing silver of moonlight and stars; the shimmering of sunlight through tree leaves; and other subjects beyond the power of paints.

Now that dream has come true. Scenery can be painted on the walls of your auditorium in mysterious glowing colors of unearthly, beauty, that very nearly rival the brilliance of a technicolor film, with the added attraction of having so much depth, that your walls, instead of being an empty blackness and a strain on the eyes in contrast to the picture, become filled with the reality of Nature and disappear altogether in miles of distance. Figures appear so real and solid that they almost move.

You have not seen Black Light until you have seen Don Hill's Black-Light Murals. They are not limited to auditoriums, but can be used in lobbies, foyers, lounges, and other places with some artificial illumination. They do not affect acoustics and, though brilliant enough to be used for illumination, thus eliminating groping in the dark, it has been proved that they will not affect projection on the screen or distract the attention of patrons from the screen.

Don Hill
BLACK LIGHT MURALS
7358 Santa Monica Blvd., Hollywood 46

For the impression of
Complete Remodeling
YOU CAN NOW USE
BLACK LIGHT DECORATION

- Fascinating murals
- Dramatic atmospheric effects
- Illusion of spaciousness are all easily and inexpensively created with

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PERMANENT FLUORESCENT PAINTS AND LACQUERS
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THEATRICAL BLACK LIGHT EQUIPMENT
AVAILABLE NOW!
Free Advisory Service
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"Farsighted, he said, like the men who designed and built STABILARC."



Long recognized as one of the most efficient motor generators in the trade, STABILARC is constantly being improved upon by engineers whose ideas are modern and farsighted toward future trends.

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Mfd. by Automatic Devices Co., Allentown, Pa.

Every issue of The MODERN THEATRE section of BOXOFFICE is a Most Effective BUYERS' GUIDE. There are no "regular" issues in The MODERN THEATRE schedule. Feature subject for June 21st:

"Floor Covering"

Tradewinds

THE EDITOR'S MONTHLY WEATHERVANE ON CURRENT EVENTS IN THIS AND OTHER INDUSTRIES AFFECTING THE INTERESTS OF THEATRE OPERATION

TESMA Moves Against Black Market in Basic Materials

Currently, one of the chief discouragements to theatre building, modernization and equipment replacement is a shortage of a few basic materials, the principal of which is known to be steel, and a few other critical metals needed for building fabrication as well as the manufacture of equipment.

Steel may be purchased, of course, by the highest bidders from warehousing concerns who have practically cornered the market, but at stratospheric prices. The average equipment manufacturer and building contractor must either "pay through the nose" or pass up the business.

The board of directors of Theatre Equipment and Supply Manufacturers' Ass'n, Inc., took special cognizance of the situation at their meeting in Chicago last month. Roy Boomer, secretary-treasurer of TESMA, wrote a letter to the Small Business Committee at Washington, D. C., of which Senator Martin is chairman. Omitting salutation, Mr. Boomer's letter follows:

"The above association is composed of approximately 100 manufacturers whose products are used in theatres and the theatrical industry.

"During the war years the majority of these manufacturers devoted their entire time and production to the war effort, and many received the highest awards from our government. For this reason very few theatres were built and very little theatre equipment was manufactured. In order to build new theatres and manufacture new equipment for these theatres, steel and other materials must be made available for this use.

"Our members find it extremely difficult to purchase steel at **mill** prices and we believe an effort on the part of the Small Business Committee could make this material available to our industry, so that theatres could be built and this needed equipment manufactured on a basis that would keep the price from being prohibitive to the purchaser.

"We will be glad to know what action your committee will take on this matter and a reply to this letter will be greatly appreciated."

Members of TESMA were also urged to write senatorial members of the Committee from their states and ask specifically for investigation of and action for possible relief from what practically constitutes a stalemate on theatre building and property improvement at this time.



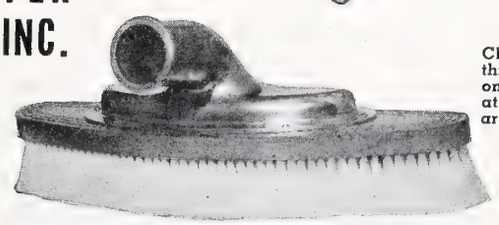


Don't Let Dirt Keep Folks Away

Protect your patrons light summer clothes with a Specialized Super Theatre Cleaner. Delicate colors and fabrics can be ruined in one visit to a dirty theatre. There will be no dirt, dust or grime to come off on light summer outfits if you keep your floors, carpets, upholstered furniture, drapes, and other furniture spic and span with a Super. It's easy. Works fast. Picks up even popcorn. Try a Super 5 days free—all risk ours. Ask your wholesaler or write.

NATIONAL SUPER SERVICE CO., INC.

1941 N. 12th Street
Toledo 2, Ohio



Clean your screen with this Super Screen Brush, one of many special theatre cleaning tools which are standard equipment.

HEYWOOD-WAKEFIELD EST. 1826
HALLMARK OF BETTER SEATING
Theatre Seating Division
666 Lake Shore Drive, Chicago, Ill.

ADLER "THIRD DIMENSION" MULTIPLE SIZE SILHOUETTE LETTERS
and Exclusive
"REMOVA-PANEL" Glass-in-Frame Units
ADLER SILHOUETTE LETTER CO.
3021 W. 36th St., Chicago 1451 B'way, N.Y.C.

CINE' CLINIC

PRACTICAL DISCUSSIONS ON MODERN PROJECTION AND SOUND PRACTICES

Projection Lighting Effects to Dress Up Screen Presentation

by THE CONDUCTOR

Our Clinical Discussions of the past, have covered many angles of the subject of screen presentation, mechanical and otherwise, all with the avowed purpose of bringing to the attention of our readers every possible means of making motion pictures more pleasing to the patrons.

Through the years we have treated herein, with a minimum of technicality, such contributory subjects as projection room planning, new product developments, installation and wiring data, sound reproduction, fire safety, film splicing, current transformation, film mutilation, and numerous other phases of mechanical aptiture, including many worthy "kinks and gadgets" contributed by our projectionist readers. Not a few of the "kinks" have suggested needs for mechanical improvements that have since been adapted as standard equipment.

Management-projectionist relations — the idea of greater cooperation between the projection room and the business office— have also been given frequent expression in these clinical discussions, all for the purpose of exciting mutual interest in the better screen presentation of motion pictures in all of our theatres—*including the very smallest of them!*

We feel fortunate at this time in being able to present another of those interesting instances to indicate the ingenuity and willingness of most projectionists to work for the advancement of their craft toward better screen presentation and hence greater returns at the boxoffice.

Proj. Fred Bendell, 533 N. Alfred St., Kingston, Ont., Can., now takes over the columns for a discussion of his hobby, which we believe is worthy of coverage in The Clinic. We quote:

"I'm submitting an idea to you for publication, if you think it of sufficient interest to your readers.

"My hobby around the projection room at the Biltmore Theatre is lighting effects. I have worked out at least one original idea, a 'Star Effect,' described here along with other effects I have produced.

"I have only a 1,000-watt Golde Stereopticon, rigged up with two lenses, one for slides, the other an 11-inch lens to flood the entire proscenium opening. You can see the setup in accompanying snaps of it; also a 'mug shot' of myself that I once sent in to 'Sound Track.'

"I deplore the idea common in most theatres of just slapping from one feature to the next, without any attempt to dress up the screen or curtains with light. I've visited theatres where there have been footlights, effect projectors and curtains, all of which were operated from the booth, *and none of them being used.*

"I follow much the same projection procedure with effects as Proj. J. W. Toler of the Santa Maria Theatre, Santa Maria, Calif., does, as he described in his article in the Cine Clinic of August 17, 1946.

"I make up my own slides, using different designs for the various holidays, etc., using Vitrolite glass patterns which gives some variety from just colors.

"The enclosed snaps illustrate some of the designs I have made. Needless to say, the juvenile trade gets a big kick out of Halloween, Valentine and Easter designs. I designed a star die, picture of which is enclosed, which punches out stars in blue gelatin and when projected on the screen around main feature titles, using blue foots, it is very effective. I have two rheostats taken from an N .E. motor control cabinet wired to the stereopticon and consequently I fade the stars in and out. I strive to vary the effects as much as possible, as we do not have a transient audience; but entertain the same patrons nearly all the time.



Star die. Punches out stars in blue gelatin.

"I took a few lectures on physical optics at Queens University here, endeavoring to get new ideas and a better understanding of light, optics and color effects. In the physics lab I witnessed an experiment in colors that I thought was astounding. Here is what I've tried with it to date:

"I bought a Polaroid sun visor, which gave me enough material to work with. I cut one piece out of it the size of a standard slide and another round piece as large as I could get from what was left of the

(Continued on page 50)

1) Special effect for "Black Angel"; curtains flooded blue, also blue footlights on; white stars faded in and out on feature titles. 2) Design for special picture, "Captain Kidd"; green back background, yellow eye sockets, etc. 3) Easter design; curtain flooded yellow; grass made from green gelatin at bottom. 4) Valentine design; curtain flooded pink; red heart. 5) Hallowe'en: curtains flooded orange; ran Saturday before Hallowe'en for kid shows and matinees. 6) Christmas design; blue flooded on curtains. 7) Christmas design; curtain flooded green, using red footlights. 8) New Year's Eve design; figures black silhouettes; balloons made from various colored gelatin, also confetti colored gelatin.



Review of Papers Presented at the S.M.P.E. Conference

YOUR CONDUCTOR attended the 61st Semi-Annual Convention of the Society of Motion Picture Engineers, held April 21-25, at the Drake Hotel in Chicago, with his nose and ears slanted for news and views that would be of interest to readers of, and contributors to, the CINE CLINIC.

Our search was not entirely unavailing, although a majority of the papers and proposals included in the well-packed program covered subjects quite foreign to the field of professional motion picture projection as presently constituted.

Visual education (8mm and 16mm sound and cinematography) seemed to have stolen the show at this session, although there were interesting discussions on television, color photography, studio techniques and practices and other subjects not too far remote from problems now or later to be encountered in theatre projection rooms.

To briefly catalog some of the high points of the convention in reference to those papers presented which are closest to the interests of our readers at this time —meaning 35mm theatre screen presentation—we present the following resume of papers presented:

J. G. FRAYNE, Chairman of the S.M.P.E. Sound Committee, opened the technical sessions with a report on "Flutter Definitions and Measurement Standardization."

R. J. CASHMAN, Northwestern University, Evanston, Ill., discussed "Lead Sulfide Photoconductive Cells for Sound Reproduction." Lead sulfide photoconductive cells developed at Northwestern University during the war show considerable promise in sound reproduction. These cells in contrast with Caesium oxide phototubes used in present systems exhibit a much higher signal to noise output and a lower impedence. The cell noise is not increased in the presence of background radiation. The frequency response is excellent and the sensitive surface is undamaged by high light levels. As a result of the high infrared sensitivity of these cells, an indirectly heated exciter lamp has been developed which operates with an ordinary 60-cycle filament transformer. Rf or dc heating of exciter lamps is thus not required. A demonstration of the cell and lamp was given.

F. T. BOWDITCH, Research Laboratories, National Carbon Co., Cleveland, O., presented "Elements of the Theory and Performance of Carbon Arcs." The fundamental behaviour of the carbon arc as used in motion picture photography and projection was described, with particular relation to the importance of proper circuit and equipment design, the phenomena associated with striking the arc, and the physical processes responsible for the spectral character and high brilliance of the source. Manufacturing processes and industrial applications were reviewed.

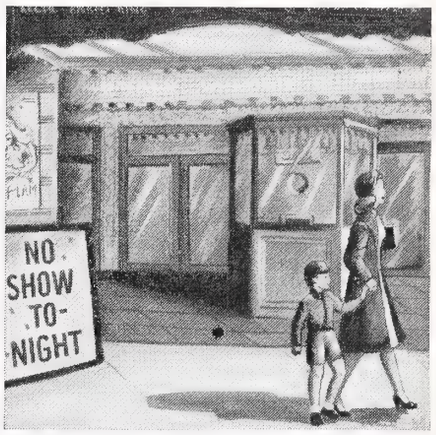
ROBERT G. HUFFORD, Eastman Kodak Co., ROBERT V. MCKIE, RCA Victor Division, Radio Corporation of America and NORWOOD L. SIMMONS, Eastman Kodak Co., Hollywood, Calif., collaborated in presenting "35mm Black-and-White Variable Area Sound Track Requirements for Optical Reduction Printing Onto 16mm Duplicating Kodachrome." Cross-modulation and listening tests have been made on 16mm Kodachrome printed at carying exposure levels by optical reduction from 35mm black-and-white variable area sound prints. The 35mm black-and-white prints were made at densities ranging from that used for normal release prints upward to extremely high values. The data indicate the need for a black-and-white print containing considerable image spread

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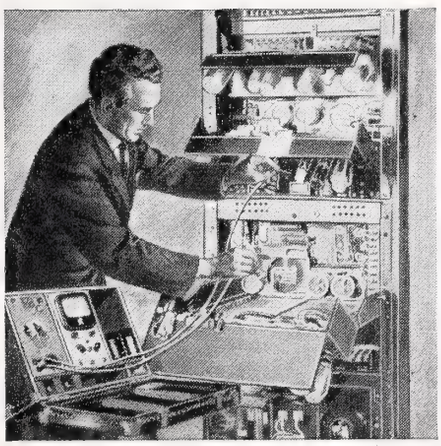
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Review of Papers Presented at the S.M.P.E. Conference

(Continuation of the CINE CLINIC)

in order to give satisfactory cancellation on the Kodachrome print when it is printed to the proper density to give sufficient output.

OTTO HEHN, Nu-Screen Corp., New York, N. Y., explained a "New Concave-Convex Fiberglas Screen for Exhibiting Motion Pictures." The purpose of this paper was to tell of the new concave-convex fiberglas screen, which is a scientifically and mathematically designed surface based on the teachings of Helmholtz. According to Mr. Hehn, this screen, specially constructed, eliminates distortion, hot spot, and improves sound. It produces a more brilliant, clear picture, enhancing whatever illusion of depth is inherent in the film being projected.

CAPT. WILLIAM C. EDDY, USN (ret.), Director of Television, WBKB, Chicago, Ill., presented "Television Studio Lighting." The three basic laws of television, i.e., mobility, flexibility, and instaneity, are best represented in the requirements for a satisfactory lighting system for the Video medium. While the fundamentals of lighting techniques for the stage and for motion pictures remain unchanged, the presently accepted system of remote control overhead lighting in television relegates to one operator both the control and complete operation of the entire system. By flying equipment from a unique gridiron, the studio floor is left clear for camera operation and stage settings, while from an overhead observation and control position, the lighting control engineer can, at a flick of the finger, create and recreate at will, the lighting effects required at a given moment.

Captain Eddy also acted as host to members and guests of the Society invited for a visit to Television WBKB to witness a television show. The program was opened with an introduction and a short survey of television progress by Captain Eddy.

O. E. CONKLIN, E. I. du Pont de Nemours & Co., Inc., Parlin, N. J., discussed "Two Microscopes for Measuring the Dimensions of 35mm Cine Film." In this paper two microscopes designed for factory control of the dimensions of 35mm cinefilm were described. One microscope measures the transverse dimensions of films such as width, width pitch and the centering of the perforations. The other microscope measures length pitch and its variations from perforation to perforation.

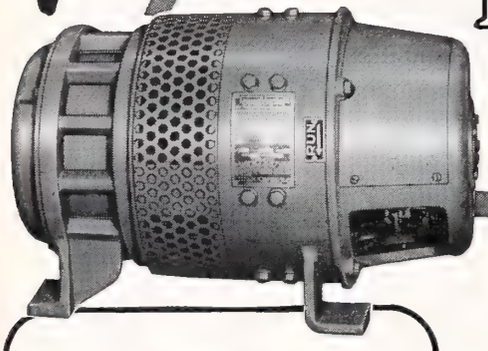
A SYMPOSIUM on Picture and Sound Test Films for Maintenance and Manufacturing Control was conducted at the Esquire Theatre at which 35mm and 16mm picture and sound test films for maintenance and repair of projectors and sound reproducers in the field and for controlling the quality of such equipment in manufacture, were described. This section was of particular interest to engineers, equipment manufacturers, and those who maintain 16mm and 35mm projectors in theatre circuits and for vocational use.

M. T. JONES, Research Laboratories, National Carbon Co., Cleveland, O., offered "Calculation of the Light Distribution on a Motion Picture Screen from Brightness Measurements of the Carbon Arc Crater." A method for computing the distribution and amount of light projected on a motion picture screen from suitable brightness measurements of the carbon arc crater. These brightness data are combined with the characteristics of the light collection system to determine the light distribution over the film gate. The present treatment is confined to a consideration of the ellipsoidal mirror and the light collecting elements, although generalization to condenser systems can be made with reasonable accuracy.

J. K. ELDERKIN, Forest Manufacturing Corp., Newark, N. J., presented a paper describing "An Electronic Carbon Arc Feed Mechanism." An electronic means for effecting the individual and separate feeding of arc carbons. A simple and compact electronic generator is utilized to vary the number of feeding impulses from 20 to 120 per minute, encompassing the required range of any arc lamp used presently or now contemplated. Once the control is set for the individual average condition, it will maintain that setting indefinitely without requiring any attention. This feed mechanism uses no reduction gears, clutches, or fast-moving parts, thus reducing frictional wear to a minimum. A demonstration of the control was given during the presentation.

R. W. LEE, General Precision Laboratory,

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Inc., Pleasantville, N. Y., offered "Some New Uses of Inverse Feedback in Theatre Sound Systems." The use of negative feedback in audio amplifier systems has become standard rather than a novel feature. However, the application of feedback has been more or less restricted to the reduction of distortion, hum, noise, etc., associated with the vacuum tubes which make up the amplifier. It was the purpose of this paper to present a number of arrangements where negative feedback has been found quite useful in other respects, i.e., for the cancellation of capacity in high-impedance circuits, for the reduction of distortion in gas photocells, etc. A full realization of the usefulness of a cathode follower as an impedance changer also leads to some new circuitry, the advantages and disadvantages of which were discussed.

HARRY HOLLANDER and L. KENNETH MAYER, Manufacturers' Machine & Tool Co., Mt. Vernon, N. Y., presented "A New 35mm Projector Mechanism," embracing a new and different design for the proper presentation of the film and improving on all projector mechanisms currently used. The method used is new, yet simple and is designed to simplify the work of the projectionist. Other engineering characteristics were described and parts of the mechanism exhibited.

ARTHUR HAYEK, General Precision Laboratory, Inc., Pleasantville, N. Y., discussed "Design Factors in 35mm Intermittent Mechanisms." Reducing pulldown time permits the use of smaller width shutter blades, thus increasing screen brightness. If the pull-down time is reduced too much, however, the film will be subjected to excessive acceleration, resulting in too much wear and shortened film life. Several methods of reducing the pulldown time were discussed which will permit the use of smaller shutter blades and yet not subject the film to more stress than does the present four-slot Geneva intermittent now commonly used for 35mm projection.

LLOYD MANNON, Control Engineering Corp., San Francisco, Calif., presented "Elimination of the Fire Hazard of Projectors Using Nitrate Film." An automatic safety sprocket was described together with attachments and adapters to fit it to all types of 35mm projector mechanisms. The conditions which cause the mechanism to operate to prevent film fires were discussed and a detailed description of the operations required to successfully prevent projector fires was given.

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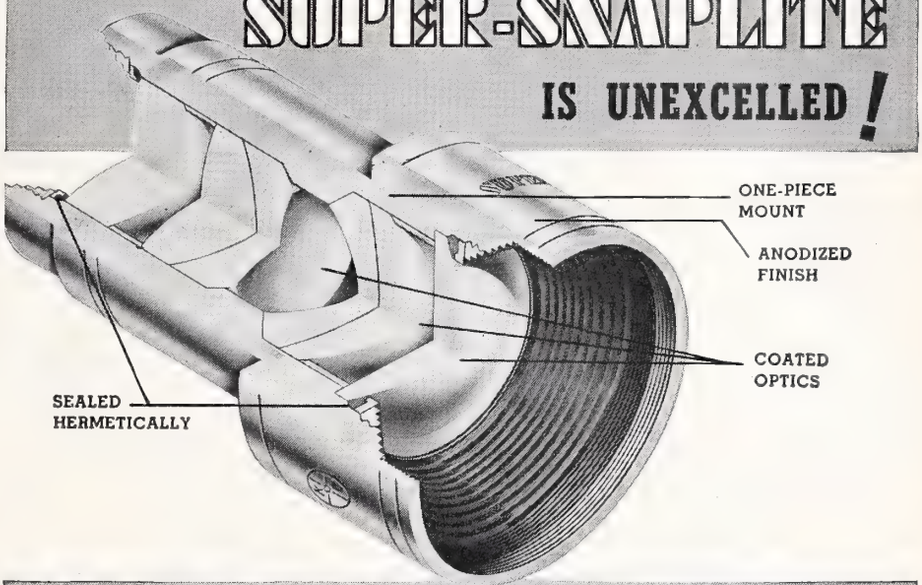
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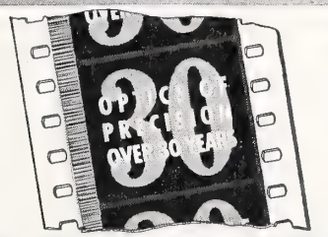
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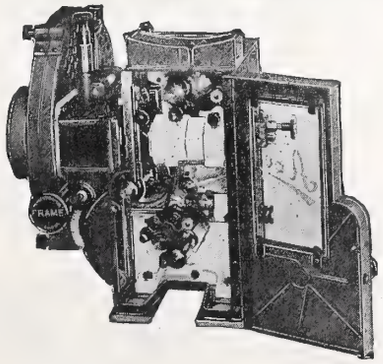
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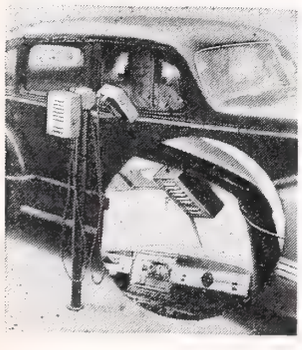
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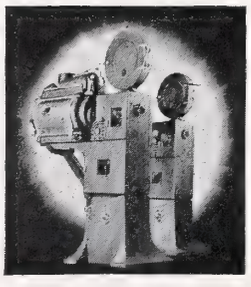
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Projection Lighting Effects to Dress Up Screen Presentation

(Continuation of CINE CLINIC)

visor. In case you would like to try it, here is the procedure: Hold one piece of the Polaroid over another and up to a light. Rotate one piece. In one position the two pieces are transparent and transmit light. As one of the pieces is rotated through 90°, the light gradually fades to virtual extinction; keep rotating it and it again transmits light.

"Now take a piece of Cellophane, which is colorless, and fold it three or four times and place it between the two pieces of Polaroid. The colorless Cellophane appears brilliantly colored; the colors depending on the number of layers into which it is folded. When either piece of Polaroid is rotated through 90° the colors change to their complementary, giving a beautiful effect.

"I put one piece, the side of a slide, in the slide carrier, and the round piece I attached to a Honeywell motor, which drives it very slowly. I placed this in front of the lens. The Cellophane was folded differently and placed in front of the Polaroid in the slide carrier and when projected I had a different color effect than when held up to the light, as the cellophane had been folded a few more times. It's as simple as that to change your color pattern when you are tired of it.

"As I had only a 1,000-watt light source and a throw of 105 feet, the effect was lost due to insufficient light. Next I put a small piece of Polaroid in the aperture of my Motiograph projector with folded Cellophane in front of it and the other piece in front of objective lens. When the Cyclex arc was struck, dowser opened and projector run so shutter would have some cooling effect, I got a beautiful effect; but the heat was terrific and the Polaroid in the aperture melted out to a white crystalline lump.

"So there is my problem, to get sufficient light to make the effect stand out and yet cut down heat by a jet blast of cool air, or some such setup. Any of you boys who have a Brenkert F7, or a rigged-up arc reflector type slide projector, or a short throw, could get some wonderful effects with this material after a little experimenting.

"Cellophane and Celenite are doubly refractive materials, and used with Polaroid or crystals of sulphate of sodaquinine in a film base (sun visor) creates the color effect. The theory is rather involved and it would serve no useful purpose in discussing it here. Celenite may be procured from Ward's Museum of Natural Science at Rochester, N. Y., for about 40 cents a pound and it can easily be cut into various thicknesses and shapes. It seems to be more doubly refractive than the Cellophane and gives better results. It is easier to glue on a slide to make up designs.

"For example, sketch out a maple leaf on glass, blank out all of slide except its outline, draw in viens with India ink, then

build up leaf and stem with pieces of Celenite cut into different thicknesses. Place in front of Polaroid in slide carrier and project on curtain a beautifully colored maple leaf. As front piece of Polaroid is revolved, the leaf will change colors, giving a startling effect. I can readily think of a hundred designs that would be effective—a bowl of flowers, outline of a Gothic window, etc.

"So there it is fellows. I hope some of you who make a hobby of effects will give it a try and let me know what type of light source you used and the results on color effects from colorless materials you get. I'm now trying to dig up some old equipment to continue my own experiments with.

"To you, Mr. Conductor, next time you visit a garage, ask to see two Polaroid sun visors and slip some folded Cellophane between them. Hold them up to the light and revolve one and see the effect for yourself."

Thank you, Fred, for a very interesting contribution to the Clinic. In our opinion, you have brought up a subject that deserves further consideration in these columns. Lighting effects for screen presentation have noticeably declined in popularity during the war years and prior thereto. We think the practice should be revived and improved by our projectionists.

National Carbon Co.'s Service Group Expanded



MR. HEPPBERGER

Announcement is made by National Carbon Company, Inc., of the appointment of C. E. Heppberger of National Carbon's Chicago Division office to the Technical Specialist Group that offers special service to the industry in technical matters pertaining to all lighting carbon applications. Others in this group are C. W. Handley, who serves the Western portion of the country, P. D. Ries, who serves the East, and W. C. Kunzmann, who covers nation-wide general activities. The group is directed by E. R. Geib from the company's Cleveland office.

Mr. Heppberger's activities will parallel those of Mr. Handley and Mr. Reis, but he will operate in the middle west with headquarters in Chicago. Mr. Kunzmann, part of whose work has covered the middle west, will now devote all of his time to his nation-wide activities. A graduate of Ohio State University in 1931, Mr. Heppberger first joined National Carbon Company, Inc., in 1940. He entered the Navy in June, 1943, and returned to the company on January 1st, 1946.

The Technical Specialists Group acts with projectionists and distributors on the scientific aspects, best utilization and unusual applications of the carbon arc for projection in all kinds of existing and new equipment, and works with motion picture studio technicians. In general, the work of the group supplements that of the lighting carbon salesmen.

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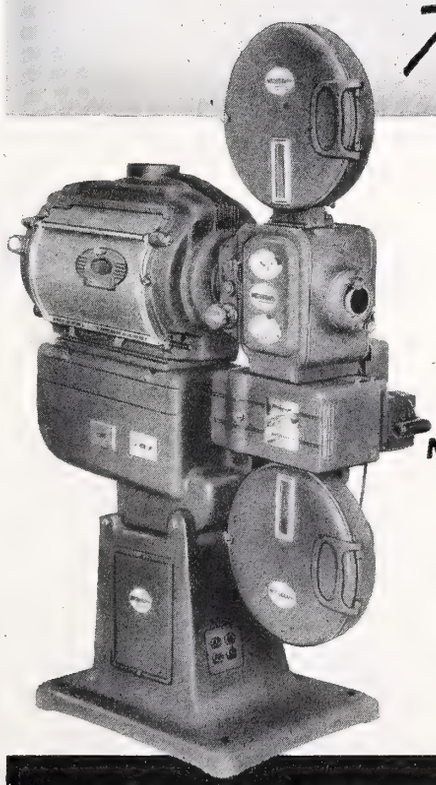
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Proj. RICHARD N. BERG, of the New Lake Theatre at Rib Lake, Wis., comes in with the following:

"In answer to Proj. Laverne Townsend in April 26th issue, I might say about the clutch trouble he talks of, no doubt his leathers are badly burned, if there is very much left of them. Get two new ones for each machine and put them in a small dish of neatsfoot oil. Then change them each week. Let one leather soak in the oil while running the other. When you take them out to put on, wipe as dry as possible so no oil will drip on the floor or fly around the projection room. Then when you put on a new set of leathers, put just as little tension on them as possible.

"When I take hold of my take-up sprocket, I can spin it with an empty spool on it; yet I never have any excess pull or jumping at the film, and my clutches never even get warm, because I have so little tension on them. But remember, neatsfoot oil is the only oil that feeds leather and keeps it alive.

"I am operating a pair of Brenkert '80's' and brother, they are tops in operation; equipped with round belts in a V pulley so I never have any clutch or take-up trouble. But my pet peeve is the shipping spools I sometimes receive. They are so badly bent at times, it is almost impossible to get the film off them.

"About vacuum cleaning for lamphouses, if you have them piped to an adequate exhaust fan, no fumes or dirt will be left in the lamphouse. I have a turbine-type fan and brother, you can really keep them clean with a minimum of effort.

"You who are operating H. I. lamps and using the old type carbons and not the processed type, don't know what fun you are missing. I never have any ends left, nor do I shut down during a reel because I thought the carbon was long enough to take it through. Better look up the ad of the company that sells processed carbons, and enjoy them. They're sure tops."

Thanks, Richard, for "opening the door" and letting in some more light on problems encountered by Bro. Townsend and other colleagues of the craft. Come in again sometime.

Proj. JAMES E. HUCKLEBERRY, 252 N. Hancock St., Gary, Ind., also tenders some advice to a brother craftsman, in the following:

"I am sending in a few comments anent Mazda lamps, which I hope will be of some aid to our Canadian friend, Proj. Sid Coffey.

"It has been several years since I worked with Mazda equipment, but I believe the equipment can still be had. The equipment I have in mind is the G. E. Mazda lamp which uses a 900-watt, 30-volt, 30-ampere lamp, which will give a satisfactory light on a short throw and a moderate sized picture of up to 12 feet in width. If possible to still obtain a pair, and if they were equipped with Bausch and Lomb Cinephor lenses, they would be okay; but the ones having the corrugated condenser will still give much more light than his present direct-off-the-line 1000-watt lamps.

"These results are due to the more concentrated filament of the lower voltage lamp and are therefore able to concentrate more of the effective light on the aperture. These lamps come equipped with a controller (auto transformer) and the voltage used and line frequency would be necessary information to give when ordering.

"It is impossible, I think, now to buy these lamps new; but some time ago they could be had through S.O.S. Cinema Sup-

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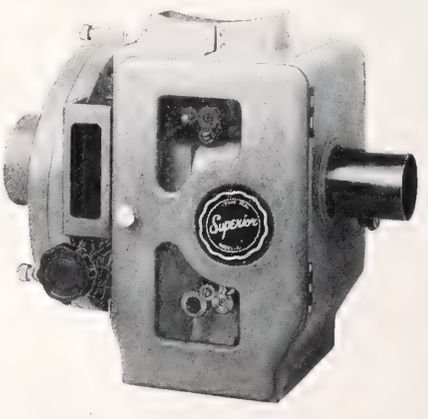
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ply in New York and in all probability still can be.

"I hope the above information will be of assistance to Mr. Coffey, and if there is any other information I can give him, or find for him, a personal letter to my home address will be answered."

Very good, Huck, and we're sure Sid Coffey will appreciate your communique. It may be helpful to others, too.

Proj. JAMES ROBERT KNIGHT, of the U.S.S. Shangri-La, c/o Fleet Postoffice, San Francisco, Calif., and a member of I.A.T.S.E.M. P.M.D., Local 584, wants info. He writes:

"I have been informed that there is such a thing as a 60mm motion picture machine.

"We, the motion picture projectionists of the U.S.S. Shangri La, all having been projectionists in civilian life prior to entering the Navy, have never heard of one. We are wondering if you could inform us on the subject."

Okay, Jim. We'll try to get some answers. Come on gang. Give for the gobs.

And, by the way, Proj. FRED BENDELL of 533 N. Alfred St., Kingston, Ont., Can., whose article on Color Effects appears in the Cine Clinic just ahead of this, wants to read more about "Third Dimensional Pictures." He says:

"Would appreciate reading in the CINE CLINIC some time soon an article on the socalled 'Third Dimensional Picture.' There seems to be very little data on it.

"Do you know if Hollywood is working on it? I see by press reports the Russians have it and one correspondent reported it was very good. They showed "Robinson Crusoe" in Moscow, and he compared it to the first Jolson talking picture and says it has a lot of technical handicaps to overcome.

"I imagine we'll see it in the average theatre before television. If a slump comes after this boom, it would sure draw them in between now and the arrival of theatre television. What information have you on the whole subject? Or is it all hush hush?"

There's your cue, men. Let's give Fred (these Canadian boys are sure on the beam) something to read on third dimension. You Hollywood Helpers, please note. Or is it still too hush hush? Be seeing you all in June with more of *What Would You Do About It?*

Television Intrigues SMPE Delegates

The Balaban & Katz Television Station, WBKB, in Chicago, entertained its largest studio audience last month when more than 250 members of the Society of Motion Picture Engineers inspected the studios as guests of Capt. William C. "Bill" Eddy, managing director of the station, and witnessed a special show produced and telecast to WBKB's audience of 22,000 in the Chicago area, as a feature of SMPE's 61st semianual convention, in progress at the Drake Hotel, April 21-25.

The station's evening television program opened with a half hour show starring Oscar B. Depue, pioneer motion picture cameraman and partner of Burton Holmes, of travelogue fame. Following an interview conducted by Russ Davis of WBKB, Mr. Depue, who is a member of SMPE, appeared in a skit dramatizing the advances in photography in the last half century.

In the televised skit, Mr. Depue was seen operating the first Burton Holmes motion picture camera, which he purchased from Leon Gaumont in Paris in 1897, while Art Kambs, WBKB cameraman, appeared at the controls of the ultra-modern RCA Image Orthicon television camera. Both cameras were focused on a beach scene glamorized by bathing beauties Gladys Keig and Marge Mahoney, in costumes of vintage 1897 and 1947, respectively.

Also featured in the show, which was produced by Beulah Zachary of the WBKB staff, were Paul Battenfield and Echo Hawk, cartoonists of the Chicago Times. The 1897 camera was loaned for the occasion from the historical collection of the Burton Holmes Laboratories of this city.

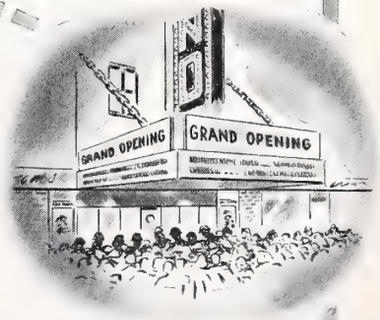
A later show the same evening featured Loren L. Ryder, president of SMPE, in an interview on early motion pictures, conducted by Dave Garroway, WGN radio personality, and illustrated by televised sequences from the "Great Train Robbery" and an early Chaplin comedy.

Nothing reflects so tellingly upon the appearance of a theatre as the condition of its floor coverings. Now that new carpet is becoming available again, get your order in for earliest improvement in your theatre's appearance.



In 21 of the 28

New Theatres . . .



Of the 28 new theatres described in the 1946-47 issue of Theatre Catalog, 21 are equipped with Bausch & Lomb projection lenses of the Cinephor and Super Cinephor series.

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about PEOPLE and PRODUCT

Emil A. Kern has been appointed President and General Manager of J. E. Robin, Inc., New York, export and domestic distributors of theatre equipment and supplies.

L. D. (Larry) Strong, founder and owner of the Essannay Electric Manufacturing Company, Chicago, died at the age of 58 on Sunday, April 27th. Death was caused by a heart condition resulting from a stroke suffered shortly after his return from Florida late in January. Born in South Bend, Indiana, Mr. Strong came to Chicago 35 years ago. He worked as a projectionist in Chicago's early motion picture theatres until he started his own business 27 years ago, devoted to building equipment designed to help projectionists attain the high goal of "a perfect show."

H. B. (Bob) Engel, general sales manager and Marvin Paarmann, service engineer, for the DeVry Corporation, Chicago, are on an extended sales-service trip through the southwestern part of the country.

Herbert R. Ebenstein, executive director of ABC Group Service Agency, theatre concessionaires, was in Chicago early this month to confer with Thos. A. Ryan, local manager and others concerning plans for service expansion. Mr. Ebenstein's organization now services the confectionery sales of more than 3,200 theatres throughout the United States.

James A. Frank, jr., New York branch manager for National Theatre Supply, attended the SMPE annual convention in Chicago last month. Mr. Frank is chairman of the Theatre Engineering Conference of SMPE to be held at the Pennsylvania Hotel in New York City, October 20-24, 1947, an official announcement of which is to be made shortly.

Erwin Wagner of Wagner Sign Service, Inc., and Elizabeth Day, sales manager for the company, were united in marriage on Tuesday, April 22nd. Many friends throughout the industry will extend congratulations to a swell couple.

Oliver N. Wilton is announced as general sales manager for Da-Lite Screen Co., Chicago, by Chester Cooley, president of the pioneer screen company.

Blue Seal Cine Devices, Inc., reports recent removal to a new, modern factory at 5-45 49th Ave., Long Island City, N. Y.

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BOXOFFICE BAROMETER

FIRST RUN REPORTS

This chart shows the records made by pictures in five or more of the 21 key cities checked. As new runs are reported, ratings are added and averages revised.



TOP HITS OF THE WEEK

*Duel in the Sun—
Indianapolis 225

The Farmer's Daughter—
Los Angeles 175

Computed in terms of percentage in relations to normal grosses. With 100 per cent as "normal," the figures show the percentage above or below that mark.	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DES MOINES	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MILWAUKEE	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
Backlash (20th-Fox)	100	71							90	85			100		100					100	80	91
Big Town (Para)							90			95								105		100	90	96
Boomerang (20th-Fox)	130	89	140	150	140		120		110	85	82	175	115		148	117		170		130	80	124
Born to Speed (PRC)		100	110			100	100		80					100			95					98
Buck Privates Come Home (U-I)			120		70							150	95		90	108		75		130		105
Bulldog Drummond at Bay (Col)	100			90							100	100								100		98
Carmen (Superfilm)	95		120						120		175	100										122
Dangerous Money (Mono)	100	84	100			110	100		100	100	100						100			100	75	97
Don Ricardo Returns (PRC)	100					100			105								100				95	100
***Duel in the Sun** (SRO)	220					150				225		275			210	118				213	260	209
Egg and I, The (U-I)				250					150	250	220	200				108		163		300		205
Fabulous Suzanne, The (Rep)	100	79				85	100	100	95	95	90	90	100		100			115		100	105	97
Falcon's Adventure, The (RKO)	140	100	100	240	125	100	100		100	115	100		100	100	100	95	100	150		120	75	114
Farmer's Daughter, The (RKO)	170	120		160			130		120		115	175	95	150		108		150	130	125		134
God's Country (SG)	100			80	115	105	100		100		105		100	80	90		105				100	98
Imperfect Lady, The (Para)	100	60				85			90		85			110				150	60	125		96
It's a Joke, Son (Eagle-Lion)	100	92				100			100			100		120	85			115	50	100	60	93
Late George Apley, The (20th-Fox)	95	100		110	100		125		90	80	100	150	130			113		85		100		106
Love Laughs at Andy Hardy (MGM)	140	108	115	100	80		100	100	80	95	110	150	130	140	103	110	90	80	80	120	95	106
Macomber Affair, The (UA)	140	90	120		85		120		110	100	115	175	100	115	140	135	135		85	165	120	121
Red House, The (UA)	100	100		80							100	100		100				150				104
My Favorite Brunette (Para)	175	114	145	160	95	135	150		130	75	150	195	100	165	150	110		180	120	150	160	140
Open City (Mayer-Burstyn)	170		135		160		300		120		175	100		140							150	161
Perfect Marriage, The (Para)	150	112	120	80	110		110		90	90	110		100	125	145	80	100	120		110	90	108
Plainsman and the Lady (Rep)	100	56		130		125	120	95	90	100	100		100	100	100	97	100	100		100	70	99
Pursued (WB)	130	88	125	140	100		153	95	105	110	100	175	120	130	135	120	95	180	100	120	110	122
Red House, The (UA)		145	140	120	130	100			100	105	110	175		100		130		140		190		130
Sea of Grass, The (MGM)	130	130		130	90		140	105		100	130	175	140	150	140	108		150	85	130		127
Seven Were Saved (Para)							75		100				100	100				100		100	100	96
Smash-Up (U-I)	150	125	130		115			95		85		200	140			100		140	120	185	125	132
So Dark the Night (Col)	100	90				110	100	100	100		100	100	100	100	100	100	100		100	100	100	100
Stairway to Heaven (U-I)	130	150			90				100							102		130		155	50	113
Stallion Road (WB)	110	85	120	110	80			95	115		100	175	130	125	100	105		170	85	120	110	114
Strange Journey (20th-Fox)	100	100					100		140	95			100	100	93					100	90	102
Susie Steps Out (UA)	100	100	100				100	100	100	95	100						100			100	80	98
Sweetheart of Sigma Chi (Mono)	120	85	100	140					100	75	90	100	100		85		105	130		100		102
Tarzan and the Huntress (RKO)	140		115		100							175				125				90		124
That Brennan Girl (Rep)	115	56	140	90		95	100		90	100	85	148	100		140	105	90	100	50	120	110	102
That Way With Women (WB)	100	160		150	60					95	95	100	110	150	85	98		130	65			108
Thirteenth Hour, The (Col)	100		100			90			100		100	100		100	100					100	80	97
Yearling, The (MGM)		118	135		115						150	200	130			118					200	146

*Playing at advanced admission scales

THE EXHIBITOR HAS HIS SAY ABOUT PICTURES

Just as the Barometer page shows first run reports on current pictures, this department is devoted for the most part to reports on subsequent runs, made by exhibitors themselves. A one-star contributor is new, two stars mean the exhibitor has been writing in for six months or longer, and a three-star contributor is a regular of one year or more, who receives a token of our appreciation. All exhibitors welcome.

COLUMBIA

Bandit of Sherwood Forest, The (Col)—Cornel Wilde, Anita Louise, Jill Esmond. I picked this picture up for a preview to our grand opening and did very well. It is definitely fine entertainment. Played Mon., Tues., Wed. Weather: Cool.—Harland Rankin, Joy Theatre, Bothwell, Ont. General patronage. * * *

Return of Monte Cristo, The (Col)—Louis Hayward, Barbara Britton, George Macready. Not so hot. I got fast-talked on this one. Just another "costumer" that is poison at the boxoffice. Some poor sound recording on the print we had. Played Tues., Wed., Thurs. Weather: Good.—Paul Ricketts, Charm Theatre, Holyrood, Kas. Rural and small town patronage. * *

Terror Trail (Col)—Charles Starrett, Smiley Burnette, Barbara Pepper. A nice little western that will suit in any situation and you can buy it right. Westerns are the best shows we can have on a midweek, and that means any on the market today. The "Community Sing" from Columbia was very well liked, too. Played Wednesday. Weather: Good but cold. —W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

That Texas Jamboree (Col)—Ken Curtis, Jeff Donnell, Andy Clyde. This is a good western with lots of shooting—that's what they like. Played Fri., Sat. Weather: Mild.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Throw a Saddle on a Star (Col)—Jeff Donnell, Ken Curtis, Guinn Williams. The Hoosier Hotshots do another bang-up job, and my audience left pleased. These don't bring out the crowds like they should here, but those who do come go away well pleased, and I'd say this is the best of the series that I've run so far. Business was above average on this one for a change. Played Wed., Thurs. Weather: Perfect.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. * *

FILM CLASSICS

Westerner, The (FC)—Reissue. Gary Cooper, Walter Brennan, Dana Andrews. This one was well worth reissuing despite the fact that it was several years (and then some) of age. Gary Cooper is always a big draw in a good western. Most people had forgotten "Casanova Brown" and were willing to forgive him for his role in that picture. As long as he can get on a horse we will keep on playing him. Played Sun., Mon. Weather: Good.—Dinkle & LeMaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

METRO-GOLDWYN-MAYER

Flirty Birdy (MGM)—Technicolor cartoon. Metro really gets the job done on their cartoons, as well as the features. Thanks, Leo, for a job well done. Played Tues., Wed., Thurs. Weather: Cool.—Barney T. Holt, State Theatre, Boynton, Okla. Small town and rural patronage. * * *

Gallant Bess (MGM)—Marshall Thompson, George Tobias, Clem Bevans. An excellent horse picture in Technicolor—a small town natural. Business was very good. Played Wed., Thurs. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Holiday in Mexico (MGM)—Walter Pidgeon, Jose Iturbi, Ilona Massey. I didn't get to see this one, but from all reports the audience was held thoroughly interested throughout the picture with its breath-taking color, excellent music, and the acting of Jose Iturbi, Jane Powell, Walter Pidgeon and Roddy McDowall. Business was poor on the first night but soared to a near record on the second night. Played Fri., Sat. Weather: Moderately cold. —Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Last Chance, The (MGM)—E. G. Morrison, John Hay, Luisa Rossi. After the second reel I placed a banner out front: "You enter at your own risk as this is positively the worst picture I've ever had the misfortune to run." They walked out on this one faster than they came in. Maybe MGM hasn't heard about Warner's 20th anniversary of sound pictures. Anyway, brother exhibitors, here's the first silent picture I've ever played with sound effects—they only expect your audience to listen to every language in Europe. Read the dialog and try to tell what gives. Acting? It stinks. Any critic that raved about this one belongs in a padded cell. Played Wed., Thurs. Weather: Perfect.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. * * *

MONOGRAM

Under Arizona Skies (Mono)—Johnny Mack Brown, Reno Blair, Raymond Hatton. This is a fair western and an inexpensive picture which did a fair business here. I would like to see less shooting, though. Played Saturday. Weather: Stormy.—Harold J. Johnson, Elberta Theatre, Palisade, Colo. Rural patronage. * *

PARAMOUNT

Monsieur Beaucaire (Para)—Bob Hope, Joan Caulfield, Patric Knowles. Low gross for Hope. Costume drama background hurt business, but the audience was satisfied.—Gray Barker, Pictureland Theatre, Glenville, W. Va. Rural, small town and college patronage. * * *

My Favorite Brunette (Para)—Bob Hope, Dorothy Lamour. This is a very good comedy as are all Bob Hope pictures. But this one did not do so well as it should have here. Anyway, it's a good picture and was liked by those who saw it. Played Sun., Mon. Weather: Fair.—Orin J. Sears, New-Tex Theatre, Anthony, N. M. Small town patronage. *

O.S.S. (Para)—Alan Ladd, Geraldine Fitzgerald, Patric Knowles. This one is a war picture but one that you won't have to back down on. It should bring you business. Alan Ladd is very good. This picture will stand alone, any day or days in the week. Played Thurs., Fri. Weather: Fair.—Harold J. Johnson, Elberta Theatre, Palisade, Colo. Rural patronage. * *

Our Hearts Were Growing Up (Para)—Diana Lynn, Gail Russell, William Demarest. This was one of the best pictures shown here for some time and all commented highly on it. Give it your best playing time—plenty of comedy and not a dull moment. Played Sat., Sun. Weather: Good.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

Rainbow Island (Para)—Dorothy Lamour, Eddie Bracken. Grab this by all means if you can, but don't double it, as I did. It's worth a spot by itself if Paramount will give you a good price as they did us. Played with "Prairie Rustlers" (PRC). Played Sat., Sun.—Gray Barker, Lyric Theatre, Glenville, W. Va. Rural, small town and college patronage. * * *

Scared Stiff (Para)—Jack Haley, Ann Savage, Barton MacLane. Pine-Thomas could have done better than this. They must have tried to make Jack Haley into another Bob Hope, but it sure didn't work. The title and preview scared more away from it than came to see it. Played Fri., Sat. Weather: Very good.—Dinkle & LeMaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Searching Wind, The (Para)—Robert Young, Sylvia Sidney, Ann Richards. The price was right, the print was fair—attendance fair except the night of the sandstorm. Maybe it's a little late for this type of picture, but all who saw it enjoyed it very much, especially the women, as the love story is very good. Played Tues., Wed. Weather: Clear, sandstorm, clear.—C. M. Garrett, Yandell, El Paso. Family patronage. *

Two Years Before the Mast (Para)—Alan Ladd, Brian Donlevy, William Bendix. This feature has a powerful cast and the story was well known but the lady customers would not come in. It was well liked by the small crowd that did attend. Played Tues., Wed., Thurs. Weather: Fair.—R. W. Hailey, Lott Theatre, Lott, Tex. Small town patronage. *

RKO RADIO

Bells of St. Mary's, The (RKO)—Bing Crosby, Ingrid Bergman, Una O'Connor. After playing this one, it was the bells (and gongs) for us. The picture was excellent in all respects but it didn't appeal to our patrons in the least. Ingrid Bergman is poison for our boxoffice and Bing brought in the few who did see it, but most favorable remarks received by those who did see it. This picture went over big in the larger cities but not in small towns. Stay away from it unless you are running a free picture show. Played Sun., Mon. Weather: Very good.—Dinkle & LeMaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Crack-Up (RKO)—Pat O'Brien, Claire Trevor, Herbert Marshall. This is really a "crackdown" instead of "up," as far as my boxoffice shows. Pat should retire if that is the best they can offer him after all these grand years of showmanship he has given his public. No good for a small town. Played Saturday only. Weather: Fair.—Harold J. Johnson, Elberta Theatre, Palisade, Colo. Rural patronage. * *

Criminal Court (RKO)—Tom Conway, Martha O'Driscoll, Robert Armstrong. This was a very good feature for Fri., Sat. doubled with a western. Tom Conway really is a good actor when he gets away from the Falcon series. Weather: Warm.—Jim Hanson, California Theatre, Kerman, Calif. Small town and rural patronage. *

Those Endearing Young Charms (RKO)—Robert Young, Laraine Day. An old picture which did well both days. The film in fair

He Recommends Serial To Bring Patrons Back

JESSE JAMES RIDES AGAIN (Rep)—Serial. Judging by the first three chapters of this new serial from Republic, it's an outstanding action thriller that will bring my customers back for more. John Compton is exceptionally good in his role —watch him go places. Played Friday, Saturday.—R. W. Hailey, Lott Theatre, Lott, Tex. Small town patronage.

Tent Show, Fiesta, Circus All Competing at Once

SAN ANTONIO (WB) — Errol Flynn, Alexis Smith, S. Z. Sakall. I bought this one late and at a fair price so I was saving it until business got a little better. However, we got wind of a 16mm tent show coming into town so I revised the booking and threw this in on Sun., Mon. We did average business which, considering the Festival in Los Banos (which drew 35,000 people), a circus in Fresno, and the above-mentioned, cut-rate tent show a block down the street, I think is pretty good. At least I can sincerely recommend "San Antonio" to any exhibitor who hasn't played it, even if it is late. Weather: Fair and warm.—Jim Hanson, California Theatre, Kerman, Calif. Small town and rural patronage. *

condition. Robert Young and Laraine Day make a very good couple. I noticed my attendance both days was two-thirds women. This would do well on a double. Played Sun., Mon. Weather: Fair—slight wind.—C. M. Garrett, Yandell Theatre, El Paso. Family patronage. *

REPUBLIC

Earl Carroll Sketchbook (Rep)—Constance Moore, William Marshall, Bill Goodwin. Earl Carroll has always been in the doghouse and he still is as far as business is concerned. Played Wed., Thurs. Weather: Mild.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Under Fiesta Stars (Rep)—Reissue. Gene Autry, Smiley Burnette. We had the biggest crowd in our theatre—broke all of our box-office records. Other theatres can have Roy Rogers but we will take good old Gene Autry, the original and first singing cowboy, who has more on the ball than Roy Rogers will ever have. We would also like to thank Mr. Autry for the kind letter he sent us. Now if he will only send us an autographed picture to put in our lobby, we will be happy. Played Fri., Sat. Weather: Very good.—Dinkle & LeMaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

20th CENTURY-FOX

Black Beauty (20th-Fox)—Mona Freeman, Richard Denning, Evelyn Ankers. This is a good picture which they enjoyed on the week-end with selected shorts. Played Thurs., Fri., Sat. Weather: Mild.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Claudia and David (20th-Fox)—Dorothy McGuire, Robert Young, Mary Astor. I think this was a pretty good picture if we had been able to see and hear it—7,020 feet of film and 7,070 splices. This is the condition of most Fox film we have had in recent months. We have written them about it, even sending an inspection seal and a sample of film that was doubled back over itself and almost tied in a bow knot, but apparently they didn't get the letters, as we got no reply and no improvement in film. Played Sun., Mon. Weather: Good.—Paul Ricketts, Charm Theatre, Holyrood, Kas. Rural and small town patronage. * *

Home Sweet Homicide (20th-Fox)—Peggy Ann Garner, Randolph Scott, Lynn Bari. A new and different formula for a murder story, this feature was a very pleasant surprise to our customers. The kids were great as amateur sleuths. Some of the dialog was missing from the print served us. Played Sun., Mon. Weather: Fair.—R. W. Hailey, Lott Theatre, Lott, Tex. Small town patronage. *

Wake Up and Dream (20th-Fox)—John Payne, June Haver, Charlotte Greenwood. A nice picture in color which will please the average family trade. This is no super-duper, but it is worth showing. Played Wed., Thurs. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

UNITED ARTISTS

Abie's Irish Rose (UA)—Joanne Dru, Richard Norris, Michael Chekhov. This is a good comedy but it lacks star power. Business was average. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Night in Casablanca, A (UA)—Marx Bros., Lois Collier. The price was too high for a neighborhood last run house but the film was in very good condition and enjoyed by all. Sunday had very good attendance—Monday no good. Weather: Clear.—C. M. Garrett, Yandell Theatre, El Paso, Tex. Family patronage. *

Red House, The (UA)—Edward G. Robinson, Lon McCallister, Judith Anderson. Here is a swell suspense picture that pleased the few that saw it, but it won't stand against a carnival, two church revivals, etc. Played preview, Sun., Mon. Weather: Rain.—Barney T. Holt, State Theatre, Boynton, Okla. Small town and rural patronage. * * *

Sundown (UA)—Reissue. Gene Tierney, Bruce Cabot, George Sanders. This is an excellent reissue and we did an outstanding business on it. Other exhibitors may have their say-so too, but we will take an old picture any old day in preference to the new ones. Our money has always been made with old pictures—never new ones. Played Tuesday. Weather: Snow—and how!—Dinkle & LeMaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Susie Steps Out (UA)—David Bruce, Cleatus Caldwell, Ann Hunter. This is just another program picture which wasn't worth what I paid for same. Good-looking girls but some over-acting. Played Thurs., Fri., Sat. Weather: Good.—Terry Axley, New Theatre, England, Ark. Rural and small town patronage. * *

Susie Steps Out (UA)—David Bruce, Cleatus Caldwell, Ann Hunter. A nice program picture we played with a western. Played Fri., Sat. Weather: Rain.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Toccata and Fugue (UA)—Short. It took courage to make such a short and courage to show it here, but it didn't hurt us any and pleased a music-loving minority. The Cinecolor effects are amazing and Bach's symphonic background is something not heard often from the screen. Book it, then sue me.

Bouquet of the Week To Western 'Corn'

ROCKIN' IN THE ROCKIES (Col)—Mary Beth Hughes, Jay Kirby, Three Stooges. If we played pictures like this every day, our income tax would be as high as L. B. Mayer's. It was all corn but do they love it in Raceland! These Stooge boys are always a big draw down here and this time they outdrew our expectations. We surely hope Columbia will put them in some more features such as this one. The songs which were in the picture ("Rockin' in the Rockies" especially) are still being hummed around our town. Played Wed., Thurs. Weather: Rainy.—Dinkle & LeMaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Played Tues., Wed.—Gray Barker, Pictureland Theatre, Glenville, W. Va. Rural, small town and college patronage. * * *

Unexpected Guest (UA)—Bill Boyd, Randy Brooks, Patricia Tate. These new Cassidys are tops in westerns and this one is no exception. Played Thurs., Fri., Sat. Weather: Good.—Terry Axley, New Theatre, England, Ark. Rural and small town patronage. * * *

UNIVERSAL-INTERNATIONAL

Destry Rides Again (U-I)—Reissue. James Stewart, Marlene Dietrich, Charles Winninger. A reissue which brought the customers in pleasing numbers and sent them away very happy. I believe that reissues are good for business, as long as they don't bring back too many of them and stick to pictures as good as this one. Played this with "Black Angel" (U-I) to above average Fri., Sat. business. Weather: Rain.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Shadow of a Doubt (U-I)—Joseph Cotten, Teresa Wright, Macdonald Carey. This is a good picture but business was light on this reissue, as it is the wrong type of picture for a small town. Played Tuesday. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

WARNER BROS.

Kings Row (WB)—Reissue. Ann Sheridan, Robert Cummings, Ronald Reagan. This is a reissue but it is still a good picture. Business was average. Played Wed., Thurs.

Brickbat of the Week Goes to a Newsreel

MOVIETONE NEWS, No. 58 (20th-Fox)—Newsreel. The most biased piece of newsreel reporting I have ever seen. Under a heading "Academy Awards Oscars," they show only the minor awards which went to Fox studios, completely ignoring all the major awards. Is the purpose of a newsreel to report the news or to plug the distributor's pictures? If they couldn't stand to give credit to rival producers, wouldn't it have been better to leave it out altogether? This sounds like the Russians' newsreel coverage of the Jap surrender, as reported in a recent issue of Reader's Digest. Played Tues., Wed., Thurs. Weather: Good.—Paul Ricketts, Charm Theatre, Holyrood, Kas. Rural and small town patronage. * *

Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Kings Row (WB)—Reissue. Ann Sheridan, Robert Cummings, Ronald Reagan. A repeater that is a little too long and heavy for small town fare. I played it to the best Wed., Thurs. business yet by exploiting the MGM short, "Traffic With the Devil," on the same program. Weather: Rain.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Last Ride, The (WB)—Richard Travis, Eleanor Parker. This is an oldie I substituted for "Of Human Bondage" and did above average business. I still can't figure out why but ran an hour's program of shorts with this and the people left satisfied. Played Wed., Thurs. Weather: Fair.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Never Say Goodbye (WB)—Errol Flynn, Eleanor Parker, Lucille Watson. I thought that this would surely break my house record after Easter but due to all the night clubs and big dances taking place, this feature failed to do average business. It pleased all those that saw it. Played Sun., Mon. Weather: Warm.—Ralph Raspa, State Theatre, Rivesville, W. Va. Rural patronage. * * *

Night and Day (WB)—Cary Grant, Alexis Smith, Jane Wyman. This is a lavish Technicolor production with plenty of names and good music, but for my theatre it was just too high class. Business below average. Played Sun., Mon. Weather: Cold.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Nobody Lives Forever (WB)—John Garfield, Geraldine Fitzgerald, Walter Brennan. This proved only mediocre attraction. We haven't been getting the crowds on war product of late. Played Mon., Tues. Weather: Mild.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Polo Joe (WB)—Reissue. Joe E. Brown, Carol Hughes, Gordon Elliot. For once we are going to give Warner Bros. a good comment and it is on this picture. We had the biggest Wed., Thurs. crowd ever yet. Wednesday was average but Thursday they really poured in. Those who saw it the first night told everyone else—result, full house the next. It was the funniest picture we have ever played and for once we take off our hats to WB for giving us a good picture. Weather: Rainy.—Dinkle & LeMaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Verdict, The (WB)—Sydney Greenstreet, Peter Lorre, Joan Lorring. It took a lot of publicity to lift the midweek business to near average, although the audience found the item satisfactory. The price was almost right and we made enough to buy meals until Saturday. Played Thurs., Fri. Weather: Fair.—Gray Barker, Pictureland Theatre, Glenville, W. Va. Rural small town, and college patronage. * * *

FEATURE CHART

Feature productions, listed by company, in order of release. Number in square is national release date. Production number is at right. Number in parentheses is running time, as furnished by home office of distributor; checkup with local exchanges is recommended. R—is review date. PG—is Picture Guide page number. Symbol ◎ indicates BOXOFFICE Blue Ribbon Award Winner, Symbol ◎ indicates color photography.

	JULY 20	JULY 27	AUGUST 3	AUGUST 10	AUGUST 17	AUGUST 24	AUGUST 31	SEPTEMBER 7
COLUMBIA	18 (67) Act-Mus 7223 COWBOY BLUES Ken Curtis Jeff Donnell Hoosier Hotshots Guy Kibbee R—July 13—PG-736	25 (73) Musical 7033 SING WHILE YOU DANCE Ellen Drew Robert Stanton Andrew Tombes R—Aug. 10—PG-741		8 (68) Comedy 7039 PERSONALITY KID Anita Louise Michael Duane Ted Donaldson R—Aug. 10—PG-742	16 (54) Western 7201 HEADING WEST Charles Starrett Smiley Burnette R—Aug. 24—PG-745			
M-G-M	Block 17 18 (97) Drama 625 BOYS' RANCH James Craig "Butch" Jenkins R—May 4—PG-720	Special: 25 (110) Drama 624 ◎EASY TO WED Esther Williams Van Johnson R—Apr. 13—PG-714		8 (93) Drama 626 ◎COURAGE OF LASSIE Lassie Elizabeth Taylor Frank Morgan Tom Drake R—May 11—PG-721		22 (81) Drama 627 FAITHFUL IN MY FASHION Tom Drake Donna Reed R—June 15—PG-729	29 (92) Drama 628 ◎THREE WISE FOOLS Margaret O'Brien Lionel Barrymore Lewis Stone Edward Arnold Thomas Mitchell R—June 15—PG-730	
MONOGRAM	20 (65) Act-Com 511 BOWERY BOMBSHELL Huntz Hall Bobby Jordan R—Aug. 10—PG-742	27 (64) Mys-Dr 518 SHADOWS OVER CHINATOWN Sidney Toler Victor Sen Young	3 (65) Act-Dr 520 BELOW THE DEADLINE Warren Douglas Ramsay Ames R—Oct. 5—PG-755	10 (57) Western 567 SHADOWS ON THE RANGE Johnny Mack Brown	17 (60) Mys-Dr 525 MISSING LADY Kane Richmond Barbara Reed	24 (68) Comedy 512 SPOOK BUSTERS Leo Gorcey Huntz Hall Bobby Jordan Billy Benedict David Gorcey R—Aug. 24—PG-745		7 (74) Com-Mus 517 HIGH SCHOOL HERO Freddie Stewart June Preisser R—Aug. 24—PG-745
PARAMOUNT		Block 6 26 (107) Act-Dr 4526 O.S.S. Alan Ladd Geraldine Fitzgerald R—May 11—PG-721		Block 6 9 (107) Drama 4527 THE SEARCHING WIND Robert Young Sylvia Sidney R—May 11—PG-722			Special: 30 (93) Comedy 4532 MONSIEUR BEAUCAIRE Bob Hope Joan Caulfield R—May 11—PG-721	Block 6 6 (69) Act-Dr 4528 SWAMP FIRE Johnny Weissmuller Buster Crabbe
P-R-C	17 (55) Western PRAIRIE BADMEN Buster Crabbe Al "Fuzzy" St. John R—Aug. 10—PG-741	24 (67) Drama QUEEN OF BURLESQUE Evelyn Ankers Carlton Young R—July 6—PG-733		14 (55) Drama TERRORS ON HORSEBACK Buster Crabbe R—Apr. 27—PG-717	15 (75) Drama DOWN MISSOURI WAY Martha O'Driscoll R—July 13—PG-735 15 (58) Drama SECRETS OF A SORORITY GIRL R—Aug. 24—PG-745	21 (54) Act-West OVERLAND RIDERS Buster Crabbe Al "Fuzzy" St. John R—Aug. 31—PG-747	29 (68) Mys-Dr BLONDE FOR A DAY Hugh Beaumont Kathryn Adams R—Aug. 10—PG-742	2 (56) Drama STRANGE HOLIDAY Claude Rains R—Nov. 9—PG-764
RKO RADIO		Group 6 (105) Drama 626 TILL THE END OF TIME Dorothy McGuire Guy Madison Robert Mitchum Bill Williams R—June 15—PG-730	Group 6 (68) Musical 630 THE BAMBOO BLONDE Frances Langford Ralph Edwards Russell Wade R—June 22—PG-732				Special: (103) Drama 761 NOTORIOUS Ingrid Bergman Cary Grant Claude Rains Louis Calhern R—July 27—PG-739	Group 6 (93) Drama 627 CRACK-UP Pat O'Brien Claire Trevor Herbert Marshall R—June 15—PG-729
REPUBLIC	22 (56) Western 568 CONQUEST OF CHEYENNE Bill Elliott Bobby Blake Alice Fleming	22 (89) Comedy 525 RENDEZVOUS WITH ANNIE Eddie Albert Faye Marlowe R—Aug. 17—PG-744	25 (55) Western 557 RED RIVER RENEGADES Sunset Carson Peggy Stewart	7 (57) M'drama 526 THE INNER CIRCLE Adele Mara Warren Douglas William Frawley 9 (67) M'drama 527 LAST CROOKED MILE R—Aug. 24—PG-746	12 (69) Com-Dr 528 G.I. WAR BRIDES Anna Lee James Ellison R—Aug. 24—PG-746	19 (57) Mys-Dr 529 THE INVISIBLE INFORMER Linda Stirling William Henry Gerald Mohr R—Aug. 24—PG-746	26 (69) West-Mus 541 UNDER NEVADA SKIES Roy Rogers R—Aug. 31—PG-748	3 (56) Mystery 531 THE MYSTERIOUS MR. VALENTINE William Henry Linda Stirling
SCREEN GUILD			1 (75) Act-Dr 4605 FLIGHT TO NOWHERE Evelyn Ankers Alan Curtis		15 (72) Outdr-Dr 4604 ◎DEATH VALLEY Robert Lowery R—Dec. 14—PG-771			
20TH-FOX			(102) Drama 633 ◎CENTENNIAL SUMMER Jeanne Crain Cornel Wilde Linda Darnell William Eythe R—June 8—PG-728	(128) Drama 634 ◎ANNA AND THE KING OF SIAM Irene Dunne Rex Harrison Linda Darnell R—June 8—PG-727	(65) Drama 635 DEADLINE FOR MURDER Paul Kelly Kent Taylor Sheila Ryan Jerome Cowan R—June 22—PG-732			(74) Drama 636 BLACK BEAUTY Mona Freeman Richard Denning Evelyn Ankers R—July 20—PG-737
UNITED ARTISTS	19 (100) M'drama A SCANDAL IN PARIS George Sanders Signe Hasso Carole Landis R—July 20—PG-738		2 (84) M'drama MR. ACE George Raft Sylvia Sidney Sid Silvers R—Aug. 31—PG-748		Special: 16 (126) Drama ◎◎CAESAR AND CLEOPATRA Vivien Leigh Claude Rains Stewart Granger R—Aug. 17—PG-744			6 (90) Comedy THE BACHELOR'S DAUGHTERS Gail Russell Claire Trevor Adolphe Menjou R—Sept. 14—PG-752
UNIV.-INTL.	19 (59) Drama 540 THE DARK HORSE Phillip Terry Ann Savage Allen Jenkins R—July 20—PG-738	26 (92) Drama 541 ◎CANYON PASSAGE Andrews-Hayward R—July 27—PG-740 26 (61) Musical 542 CUBAN PETE Desi Arnaz R—July 27—PG-739	2 (80) Drama 543 THE BLACK ANGEL Dan Duryea R—Aug. 10—PG-741 2 (63) Drama 544 SLIGHTLY SCANDALOUS Fred Brady	9 (61) Drama 545 WILD BEAUTY Don Porter Lois Collier Jacqueline De Wit R—Aug. 17—PG-743	16 (82) Comedy 546 THE TIME OF THEIR LIVES Abbott and Costello Binnie Barnes Jess Barker R—Aug. 17—PG-743	22 (76) Drama 547 DEAD OF NIGHT Mervyn Johns Roland Culver Frederick Valk R—July 6—PG-734	30 (102) Drama 548 THE KILLERS Burt Lancaster R—Aug. 17—PG-743 30 (61) Drama 549 LITTLE MISS BIG R—Sept. 7—PG-750	30 (74) Drama 550 WHITE TIE AND TAILS Dan Duryea Ella Raines William Bendix R—Sept. 14—PG-751
WARNER-F.N.	20 (105) Drama 522 OF HUMAN BONDAGE Paul Henreid Eleanor Parker Alexis Smith Edmund Gwenn Janis Paige R—July 6—PG-734		3 (128) Drama 523 ◎NIGHT AND DAY Cary Grant Alexis Smith Monty Woolley Mary Martin R—July 13—PG-736		17 (90) Drama 524 TWO GUYS FROM MILWAUKEE Dennis Morgan Jack Carson Joan Leslie Janis Paige R—July 27—PG-739		31 (114) Drama 601 THE BIG SLEEP Humphrey Bogart Lauren Bacall Martha Vickers Dorothy Malone R—Aug. 17—PG-744	
MISCELLANEOUS	ASTOR (57) Mus (New Rel) BEWARE Louis Jordan (30) M-Rev (New Rel) EBONY PARADE Cab Calloway Count Basie	(72) Comedy Reissue FLYING DEUCES Laurel and Hardy (10) Mus (New Rel) (1 Reel Spec) HERE'S RICHARD'S ANSWER Stepin Fetchit	(57) M-Dr (New Rel) HOLLYWOOD BOUND Betty Grable (89) Reissue JIMMY STEPS OUT Jimmy Stewart (83) Drama Reissue LITTLE MEN	(86) Drama Reissue ONE ROMANTIC NIGHT Ilona Massey (67) Mus. (New Rel) REET, PETITE AND GONE Louis Jordan June Richmond	(100) Drama Reissue SCARFACE Paul Muni George Raft (86) Mus-Dr Reissue SECOND CHORUS Paulette Goddard Fred Astaire	(55) M-Dr (New Rel) STAIRWAY FOR A STAR Cornel Wilde (48) Mus (New Rel) TALL, TAN AND TERRIFIC Mantan Moreland Francine Everett	(50) M-Dr (New Rel) THAT MAN OF MINE Harrel Tillman Ruby Dee Anna Mae Winburn (58) O'd-Dr (New Rel) WHITE STALLION Eddie Dean	

SEPTEMBER 14	SEPTEMBER 21	SEPTEMBER 28	OCTOBER 5	OCTOBER 12	OCTOBER 19	OCTOBER 26	NOVEMBER 2
12 (63) Comedy 7038 IT'S GREAT TO BE YOUNG R—Sept. 7—PG-749 12 (69) Western 7224 SINGING ON THE TRAIL R—Sept 14—PG-752		24 (68) Drama 7002 GALLANT JOURNEY R—Sept. 14—PG-752 26 (70) M'Dr-Mys 7041 SHADOWED Anita Louise R—Oct. 5—PG-756	30 (91) Musical 7006 THE THRILL OF BRAZIL Evelyn Keyes Keenan Wynn Ann Miller Allyn Joslyn R—Aug. 31—PG-747	10 (71) Psych-Dr 805 SO DARK THE NIGHT Steven Geray Micheline Cheirel Eugene Borden Ann Codee R—Nov. 23—PG-765	17 (69) Comedy 806 BLONDIE KNOWS BEST Singleton-Lake R—Oct. 5—PG-755 17 (53) Western 861 LANDRUSH Charles Starrett	24 (61) Mystery 816 CRIME DOCTOR'S MANHUNT Warner Baxter Ellen Drew William Frawley Frank Sully R—Dec. 28—PG-776	
	19 (127) Mus-Com 701 HOLIDAY IN MEXICO Walter Pidgeon Jane Powell Ilona Massey Jose Iturbi R—July 27—PG-740			(81) Comedy-Dr 703 THE COCKEYED MIRACLE Frank Morgan Keenan Wynn Audrey Totter R—July 20—PG-737	(117) Musical 704 NO LEAVE, NO LOVE Van Johnson Keenan Wynn Pat Kirkwood R—Aug. 31—PG-747	Reissue (84) Drama 705 RAGE IN HEAVEN Robert Montgomery Ingrid Bergman George Sanders	
14 (76) Mys-Dr 601 DECOY Edward Norris Jean Gillie R. Armstrong R—Sept. 14—PG-751	21 (54) Western 568 TRIGGER FINGERS Johnny Mack Brown Raymond Hatton		5 (72) Act-Dr 602 GENTLEMAN JOE PALOOKA Joe Kirkwood jr. Elyse Knox Leon Errol R—Sept. 28—PG-753	12 (66) Mys-Dr 603 DANGEROUS MONEY Sidney Toler Gloria Warren Victor Sen Young R—Oct. 12—PG-758			2 (73) Drama 605 WIFE WANTED Kay Francis Paul Cavanagh R—Nov. 2—PG-762
Block 6 13 (117) Drama 4529 THE STRANGE LOVE OF MARTHA IVERS Barbara Stanwyck Van Heflin Lizabeth Scott R—Mar. 16—PG-706			Reissue R5-3624 (113) Outdr-Drama THE PLAINSMAN Gary Cooper Jean Arthur	Reissue R5-3620 (84) Adven-Drama JUNGLE PRINCESS Dorothy Lamour Ray Milland			
		23 (86) Drama SP71 HER SISTER'S SECRET R—Sept. 28—PG-753 22 (56) Act-West OUTLAW OF THE PLAINS Crabbe-St. John	1 (55) Outdr-Mus 741 DRIFTIN' RIVER R—Oct. 12—PG-757 1 (58) Drama 714 THE BRUTE MAN R—Nov. 2—PG-761				28 (68) Drama GAS HOUSE KIDS Billy Halop Robert Lowery Peala Loring R—Oct. 19—PG-759
Group 1 (61) Drama 703 STEP BY STEP Lawrence Tierney Anne Jeffreys Lowell Gilmore R—July 20—PG-737	Group 1 (59) Western 704 SUNSET PASS James Warren Nan Leslie John Laurenz Jane Greer R—July 20—PG-738	Group 1 (97) Comedy 702 LADY LUCK Robert Young Barbara Hale Frank Morgan R—July 27—PG-739	Group 1 (116) Drama 701 SISTER KENNY Rosalind Russell Alexander Knox Dean Jagger R—July 20—PG-738	Group 1 (68) Drama 705 GREAT DAY Eric Portman Flora Robson R—July 20—PG-737	Group 2 (62) Drama 709 CRIMINAL COURT Tom Conway R—Aug. 10—PG-742 15 (62) Com-Chiller GENIUS AT WORK W. Brown-A. Carney R—Aug. 10—PG-741		Group 2 (62) Drama 708 CHILD OF DIVORCE Sharyn Moffett Regis Toomey Madge Meredith Una O'Connor R—Oct. 19—PG-760
9 (56) Western 558 RIO GRANDE RAIDERS Sunset Carson 12 (68) Outdr-Mus 542 ROLL ON TEXAS MOON Roy Rogers-Dale Evans R—Sept. 28—PG-754							
			1 (71) Drama 4607 ROLLING HOME Jean Parker Russell Hayden R—Oct. 19—PG-760		15 (41) Out-Dr 4606 'NEATH CANADIAN SKIES Russell Hayden Inez Cooper		
(78) Drama 637 CLAUDIA AND DAVID Dorothy McGuire Robert Young Mary Astor John Sutton Gail Patrick R—July 27—PG-740	(78) Musical 638 IF I'M LUCKY Vivian Blaine Perry Como Harry James Carmen Miranda Phil Silvers R—Sept. 7—PG-750	Reissue (86) Musical 641 SUN VALLEY SERENADE Sonja Henie John Payne Milton Berle Glenn Miller & Orch. Joan Davis	(90) Musical 639 THREE LITTLE GIRLS IN BLUE June Haver George Montgomery Vivian Blaine Celeste Holm R—Sept. 14—PG-751	(90) Drama 640 HOME SWEET HOMICIDE Peggy Ann Garner Randolph Scott Lynn Bari Dean Stockwell R—July 27—PG-740	Reissue (84) Drama 642 THE BOWERY Wallace Beery George Raft Jackie Cooper Fay Wray		(91) Drama 644 WANTED FOR MURDER Eric Portman Dulcie Gray Derek Farr Roland Culver R—Nov. 9—PG-763
	20 (101) M'drama ANGEL ON MY SHOULDER Paul Muni Anne Baxter R—Sept. 28—PG-754			11 (57) Comedy LITTLE IODINE Jo Ann Marlowe Eve Whitney Marc Cramer R—Oct. 19—PG-759		25 (101) Drama STRANGE WOMAN Hedy Lamarr George Sanders Louis Hayward R—Nov. 2—PG-762	
	20 (108) Drama 1065 THEY WERE SISTERS Phyllis Calvert James Mason Hugh Sinclair R—Aug. 31—PG-747					(85) Drama 601 THE DARK MIRROR Olivia de Havilland Lew Ayres Thomas Mitchell R—Oct. 12—PG-758	1 (108) Com-Dr 1066 NOTORIOUS GENTLEMAN Rex Harrison Lilli Palmer R—Nov. 2—PG-761
14 (78) Drama 602 SHADOW OF A WOMAN Andrea King Helmut Dantine William Prince R—Aug. 17—PG-744		28 (106) Drama 603 CLOAK AND DAGGER Gary Cooper Robert Alda Lilli Palmer R—Sept. 14—PG-752		12 (100) Drama 604 NOBODY LIVES FOREVER John Garfield Geraldine Fitzgerald Walter Brennan Faye Emerson R—Oct. 5—PG-755		26 (112) Drama 605 DECEPTION Bette Davis Paul Henreid Claude Rains R—Oct. 19—PG-760	

FILM CLASSICS

(101) Drama Reissue
DODSWORTH
Walter Huston
John Payne
Reissue
(109) Drama Reissue
NORTH STAR
Dana Andrews

(80) Mus-Com Reissue
PALMY DAYS
Eddie Cantor
George Raft
(81) Reissue
THE RETURN OF THE SCARLET PIMPERNEL
Barry Barnes

(90) Musical Reissue
ROMAN SCANDALS
Eddie Cantor
Ruth Etting
(98) Drama Reissue
SCARLET PIMPERNEL
Merle Oberon
Leslie Howard

(107) Drama Reissue
STELLA DALLAS
Barbara Stanwyck
John Boles
(100) Musical Reissue
STRIKE ME PINK
Eddie Cantor
Brian Donlevy

(109) Drama Reissue
THE THIEF OF BAGDAD
Sabu
Conrad Veidt
(77) Drama Reissue
THE UNHOLY GARDEN
Ronald Colman

(83) Drama Reissue
WEDDING NIGHT
Gary Cooper
(102) Western Reissue
THE WESTERNER
Gary Cooper
Walter Brennan
Dana Andrews

(104) Drama Reissue
WUTHERING HEIGHTS
Laurence Olivier
Merle Oberon
(71) Comedy Reissue
WOMAN CHASES MAN
Joel McCrea
Miriam Hopkins

COLUMBIA · M-G-M · MONOGRAM · PARAMOUNT · P-R-C · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH FOX · UNITED ARTISTS · UNIV. · INT'L · WARNER · E.N. · MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

COLUMBIA · M-G-M · PARAMOUNT · MONOGRAM · P-R-C · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER-F.N.

NOVEMBER 9	NOVEMBER 16	NOVEMBER 23	NOVEMBER 30	DECEMBER 7	DECEMBER 14	DECEMBER 21	DECEMBER 28
7 (65) Mystery 818 SECRET OF THE WHISTLER Richard Dix Leslie Brooks R—Nov. 2—PG-761		21 (55) Western 862 TERROR TRAIL Charles Starrett Smiley Burnette R—Nov. 9—PG-764	28 (72) Musical 824 BETTY CO-ED Jean Porter Shirley Mills R—Nov. 30—PG-767		12 (69) Mystery 822 BOSTON BLACKIE AND THE LAW R—Dec. 14—PG-772 12 (68) West-Mus 854 LONE STAR MOONLIGHT R—Jan. 4—PG-777	19 (61) Western 863 THE FIGHTING FRONTIERSMAN Starrett-Burnette 19 (69) M'drama 828 ALIAS MR. TWILIGHT Michael Duane R—Jan. 4—PG-777	26 (64) Mus-Com 804 SINGIN' IN THE CORN Judy Canova R—Jan. 4—PG-777 28 (91) Mel'drama 829 THE RETURN OF MONTE CRISTO R—Nov. 30—PG-767
	(115) Drama 707 UNDERCURRENT Katharine Hepburn Robert Taylor Robert Mitchum R—Oct. 5—PG-756	(93) Drama 706 TWO SMART PEOPLE Lucille Ball John Hodiak R—June 15—PG-730			(97) Drama 709 THE SECRET HEART Claudette Colbert Walter Pidgeon June Allyson Robert Sterling R—Nov. 30—PG-767	21 (83) Comedy 708 THE SHOW-OFF Red Skelton Marilyn Maxwell R—Aug. 17—PG-743	
9 (71) Outdr-Mus 531 BEAUTY AND THE BANDIT Gilbert Roland Ramsay Ames Frank Yaconelli	16 (55) Western 563 SILVER RANGE Johnny Mack Brown Raymond Hatton	23 (68) Comedy 604 BRINGING UP FATHER Joe Yule Renie Riano R—Oct. 19—PG-759	30 (68) Mystery 607 THE TRAP Sidney Toler Manton Moreland Victor Sen Young R—Jan 11—PG-779	7 (63) Act-Com 608 MR. HEX Leo Gorcey Huntz Hall R—Dec. 21—PG-773	Reissue: 14 (57) Western 612 SILVER STALLION David Sharpe Leroy Mason	21 (76) Dr-Mus 606 SWEETHEART OF SIGMA CHI Elyse Knox Phil Brito Phil Regan R—Dec. 7—PG-770	28 (55) Outdr-Mus 681 SONG OF THE SIERRAS Jimmy Wakely Lee "Lasses" White Jean Carlin
		22 (98) Sea Drama 4601 TWO YEARS BEFORE THE MAST Alan Ladd William Bendix Brian Donlevy Barry Fitzgerald R—Aug. 31—PG-748					27 (104) Musical 4602 BLUE SKIES Bing Crosby Fred Astaire Joan Caulfield Billy De Wolfe Olga San Juan R—Sept. 28—PG-754
5 (78) Drama DON RICARDO RETURNS Fred Coby		18 (57) Western 745 STARS OVER TEXAS Eddie Dean Roscoe Ates Shirley Patterson R—Dec. 28—PG-775	25 (74) Drama LADY CHASER Robert Lowery Ann Savage	1 (73) Outdr-Mus 706 WILD WEST Eddie Dean Al La Rue Robert "Buzzy" Henry R—Dec. 7—PG-769			
	Group 2 (87) Drama 706 NOCTURNE George Raft Lynn Bari R—Oct. 12—PG-757	21 (172) Drama 751 THE BEST YEARS OF OUR LIVES Myrna Loy Fredric March Dana Andrews Teresa Wright R—Dec. 7—PG-769	28 (95) Mus-Dr 791 SONG OF THE SOUTH Bobby Driscoll Luana Patten Ruth Warrick R—Nov. 2—PG-762			21 (132) Com-Dr 781 IT'S A WONDERFUL LIFE James Stewart Donna Reed Lionel Barrymore R—Dec. 21—PG-774	Group 3 (62) Drama 714 DICK TRACY VS. CUEBALL Morgan Conway Anne Jeffreys Lyle Latell R—Nov. 9—PG-764
8 (72) Special 5542 HOME IN OKLAHOMA Roy Rogers George "Gabby" Hayes Dale Evans R—Nov. 9—PG-763	16 (56) Western 661 SANTA FE UPRISING Allan Lane-Bobby Blake 15 (82) Drama 532 PLAINSMAN AND THE LADY William "Bill" Elliott R—Nov. 9—PG-763	18 (68) Com-Mus 603 AFFAIRS OF GERALDINE R—Nov. 30—PG-768 21 (69) Outdr-Mus 681 SIOUX CITY SUE Gene Autry R—Dec. 7—PG-770		2 (117) Drama 601 I'VE ALWAYS LOVED YOU R—Sept. 7—PG-749 5 (67) Outdr 5503 OUT CALIFORNIA WAY R—Dec. 21—PG-773		15 (71) Dr-Com 604 FABULOUS SUZANNE Barbara Britton R—Dec. 28—PG-775 16 (70) Outdr-Mus 543 HELDORADO Roy Rogers R—Jan. 4—PG-777	23 (95) Drama 533 THAT BRENNAN GIRL R—Dec. 14—PG-772 23 (56) Western 662 STAGECOACH TO DENVER Allan Lane R—Jan. 11—PG-780
	15 (46) Out-Dr 4610 NORTH OF THE BORDER Russell Hayden			1 (60) Drama 4609 MY DOG SHEP Tom Neal William Farnum R—Dec. 21—PG-774			25 (65) Drama 4612 RENEGADE GIRL Ann Savage Alan Curtis R—Feb. 8—PG-787
(97) Drama 645 MY DARLING CLEMENTINE Henry Fonda Linda Darnell Victor Mature Walter Brennan Tim Holt R—Oct. 12—PG-758	(94) Drama 646 MARGIE Jeanne Crain Glenn Langan Lynn Bari Alan Young R—Oct. 19—PG-760			(92) Mus-Fant 649 WAKE UP AND DREAM June Haver John Payne Charlotte Greenwood Connie Marshall R—Nov. 30—PG-768		(69) Drama 648 DANGEROUS MILLIONS Kent Taylor Dona Drake Tala Birell James Tinling Leonard Strong R—Dec. 14—PG-771	
	15 (65) Western THE DEVIL'S PLAYGROUND William Boyd R—Sept. 28—PG-753	22 (86) Drama THE CHASE Robert Cummings Michele Morgan R—Oct. 19—PG-759			14 (65) Comedy SUSIE STEPS OUT Cleatus Caldwell David Bruce Nita Hunter R—Nov. 23—PG-766		28 (96) Com-Dr ABIE'S IRISH ROSE Joanne Dru Richard Norris R—Nov. 30—PG-767
	(95) Drama 602 MAGNIFICENT DOLL Ginger Rogers Burgess Meredith David Niven R—Nov. 23—PG-766				(98) Drama 604 TEMPTATION Merle Oberon George Brent Charles Korvin Paul Lukas R—Nov. 2—PG-761		
9 (97) Drama 606 NEVER SAY GOODBYE Errol Flynn Eleanor Parker Lucile Watson S. Z. Sakall R—Nov. 2—PG-762		23 (86) Drama 607 THE VERDICT Sydney Greenstreet Peter Lorre Joan Lorring George Coulouris Rosalind Ivan R—Nov. 23—PG-766		Reissues: 7 (127) Drama 608 KINGS ROW Sheridan-Reagan 7 (72) M'drama 609 WILD BILL HICKOK RIDES Bruce Cabot-C. Bennett			28 (105) Musical 61 THE TIME, THE PLAC AND THE GIRL Dennis Morgan Jack Carson Janis Paige Martha Vickers R—Dec. 14—PG-772

SRO

(140) Drama
DUEL IN THE SUN
Jennifer Jones
Gregory Peck
Joseph Cotten
Lionel Barrymore
R—Jan. 11—PG-780

BRITISH

(85) Drama — Prestige
BRIEF ENCOUNTER
Celia Johnson
Trevor Howard
R—Aug. 31—PG-748

(70) Melodrama — English
THE RAIDER
R—Sept. 28—PG-754

(89) Drama — Eng. Films
MAN FROM MOROCCO
Anton Walbrook
R—Jan. 4—PG-778

(80) Melodrama — Four Cont.
MURDER IN REVERSE
R—Jan. 4—PG-778

(40) Doc-Dr — Eng. Films
DIARY FOR TIMOTHY
John Gielgud
Dame Myre Hess
R—Jan. 18—PG-782

MISC.

(69) Mus-Com — Herald
BOY, WHAT A GIRL!
R—Feb. 15—PG-790

(65) Doc-Dr — Elliott-St. Rts
CITIZEN SAINT
R—May 10—PG-818

FOREIGN

JANUARY 4	JANUARY 11	JANUARY 18	JANUARY 25	FEBRUARY 1	FEBRUARY 8	FEBRUARY 15	FEBRUARY 22
COLUMBIA							
	9 (69) Comedy 807 BLONDIE'S BIG MOMENT Penny Singleton Arthur Lake Larry Simms Marjorie Kent R—Dec. 21—PG-773	16 (69) Mystery 823 LONE WOLF IN MEXICO Gerald Mohr Shirley Ryan Jacqueline De Wit Eric Blore R—Jan. 11—PG-780	25 (128) Mus-Dr 831 THE JOLSON STORY Larry Parks Evelyn Keyes William Demarest Bill Goodwin R—Sept. 28—PG-753	30 (58) Western SOUTH OF THE CHISHOLM TRAIL Charles Starrett Smiley Burnette Nancy Saunders R—Feb. 1—PG-786	6 (73) Myst-Dr BLIND SPOT Chester Morris Constance Dowling Steven Geray R—Feb. 8—PG-787	13 (67) Mus-Dr CIGARETTE GIRL Leslie Brooks R—Feb. 15—PG-789 13 (63) West-Mus OVER THE SANTA FE TRAIL R—Mar. 1—PG-796	(100) Mys-Dr 830 DEAD RECKONING Humphrey Bogart Lizabeth Scott R—Jan. 18—PG-781
(135) Mus-Dr 710 TILL THE CLOUDS ROLL BY obert Walker an Heflin ucille Bremer an Johnson dy Garland —Nov. 23—PG-765	(99) Drama 702 GALLANT BESS Marshall Thompson George Tobias Clem Bevans Donald Curtis R—Jan. 25—PG-784	17 (85) Drama 711 THE MIGHTY McGURK Wallace Beery Dean Stockwell Edward Arnold Aline MacMahon R—Apr. 12—PG-809	24 (103) Mystery 712 LADY IN THE LAKE Robert Montgomery Audrey Totter Lloyd Nolan R—Nov. 30—PG-776		7 (93) Comedy 714 LOVE LAUGHS AT ANDY HARDY Mickey Rooney Lewis Stone Bonita Granville R—Dec. 7—PG-769	14 (93) Drama 715 MY BROTHER TALKS TO HORSES Butch Jenkins Peter Lawford Beverly Tyler R—Nov. 23—PG-766	
1 (67) Drama 609 INGER rank Albertson arbara Reed ohnny Calkins —Apr. 19—PG-812	11 (61) Cisco Kid 610 RIDING THE CALIFORNIA TRAIL Gilbert Roland Inez Cooper Frank Yaconelli	18 (58) Western 568 RAIDERS OF THE SOUTH Johnny Mack Brown Raymond Hatton Reno Blair	20 (68) Teen-Ager 611 VACATION DAYS June Preisser Freddie Stewart Frankie Darro R—Apr. 5—PG-808		8 (54) West-Mus 683 RAINBOW OVER THE ROCKIES Jimmy Wakely Lee "Lasses" White Pat Starling	15 (54) Western 675 VALLEY OF FEAR Johnny Mack Brown Raymond Hatton Reno Blair	
	10 (83) Comedy 4603 CROSS MY HEART Betty Hutton Sonny Tufts Michael Chekhov R—Nov. 23—PG-765		24 (87) Rom-Com 4604 THE PERFECT MARRIAGE Loretta Young David Niven Eddie Albert Virginia Field R—Nov. 23—PG-765		7 (91) Comedy 4605 LADIES' MAN Eddie Bracken Cass Daley Virginia Welles Spike Jones Virginia Field R—Jan. 11—PG-780		21 (97) Outdr-Dr 4606 CALIFORNIA Ray Milland Barbara Stanwyck Barry Fitzgerald R—Dec. 21—PG-774
EAGLE-LION							
	10 (74) Drama LIGHTHOUSE John Litel June Lang	Eagle-Lion 15 (63) Comedy 102 IT'S A JOKE, SON R—Jan. 25—PG-783		Eagle-Lion 29 (95) Drama 101 BEDELIA Margaret Lockwood Ian Hunter Barry K. Barnes R—Feb. 1—PG-786			
	12 (56) Drama 705 BORN TO SPEED R—Jan. 25—PG-783	17 (57) Western 744 WILD COUNTRY R—Feb. 1—PG-785					
Group 3 (61) Drama 715 THE FALCON'S ADVENTURE Tom Conway Madge Meredith Edward S. Brophy R—Dec. 28—PG-775	Group 3 (60) Comedy 713 VACATION IN RENO Jack Haley Anne Jeffreys Wally Brown R—Oct. 12—PG-757	Group 3 (66) Melodrama 712 SAN QUENTIN Lawrence Tierney Barton MacLane Marian Carr R—Dec. 7—PG-769	Group 3 (85) Drama 711 THE LOCKET Laraine Day Brian Aherne Robert Mitchum R—Dec. 21—PG-774				Group 3 (117) Fantasy 762 SINBAD THE SAILOR Douglas Fairbanks jr. Maureen O'Hara Walter Slezak R—Jan. 18—PG-782
			22 (67) Comedy 602 THE PILGRIM LADY R—Jan. 25—PG-784	31 (88) Musical 607 CALENDAR GIRL Jane Frazee R—Feb. 15—PG-789		15 (100) Western 608 ANGEL & THE BADMAN R—Mar. 1—PG-796	15 (56) Outdoor 663 VIGILANTES OF BOOMTOWN Allan Lane R—Mar. 8—PG-799
			25 (67) Western 682 TRAIL TO SAN ANTONE Gene Autry R—Feb. 1—PG-785	1 (67) Western 5504 LAST FRONTIER UPRISING Monte Hale		15 (74) Comedy 606 MAGNIFICENT ROGUE R—Mar. 22—PG-803	15 (75) Outdr-Mus 641 APACHE ROSE R—Mar. 22—PG-803
		15 (62) Drama 4611 QUEEN OF THE AMAZONS Robert Lowery Patricia Morison R—Mar. 29—PG-805					
M-G-M							
(95) Drama 702 3 RUE MADELEINE ames Cagney innabella Richard Conte Walter Abel Frank Latimore t—Dec. 28—PG-775	Rerelease (109) Drama 704 LES MISERABLES Fredric March (101) Drama 705 STANLEY AND LIVINGSTONE Spencer Tracy	(146) Drama 701 THE RAZOR'S EDGE Tyrone Power Gene Tierney John Payne Clifton Webb Anne Baxter R—Dec. 7—PG-770	(85) Mus-Com 703 THE SHOCKING MISS PILGRIM Betty Grable Dick Haymes Anne Revere Allyn Joslyn R—Jan. 11—PG-779	(88) Mystery 706 BOOMERANG Dana Andrews Jane Wyatt Lee Cobb R—Feb. 1—PG-786	(72) Mystery 707 THE BRASHER DOUBLOON George Montgomery Nancy Guild Conrad Janis R—Feb. 15—PG-790	(67) Drama 708 STRANGE JOURNEY Paul Kelly Osa Massen Hillary Brooke R—Sept. 14—PG-751	
				1 (63) Western FOOL'S GOLD William Boyd Andy Clyde R—Oct. 12—PG-758	8 (93) Drama THE RED HOUSE Edward G. Robinson Lon McCallister R—Feb. 1—PG-785		22 (88) Mus-Dr THE FABULOUS DORSEYS Tommy Dorsey Jimmy Dorsey Janet Blair R—Mar. 1—PG-794
	(86) Drama 606 SWELL GUY Sonny Tufts Ann Blyth R—Dec. 14—PG-771	(93) Drama 607 I'LL BE YOURS Deanna Durbin Tom Drake William Bendix R—Jan. 25—PG-783	(98) Drama 605 THE WICKED LADY Margaret Lockwood James Mason Patricia Roc R—Dec. 14—PG-771				
PARAMOUNT							
	11 (96) Drama-Mus 611 THE MAN I LOVE Ida Lupino Robert Alda Andrea King Bruce Bennett R—Dec. 28—PG-776		25 (125) Dra-Mus 612 HUMORESQUE Joan Crawford John Garfield Oscar Levant R—Dec. 28—PG-776		8 (88) M'drama 613 THE BEAST WITH FIVE FINGERS Robert Alda Andrea King Peter Lorre Victor Francen J. Carrol Naish R—Nov. 30—PG-766		22 (111) Drama 614 NORA PRENTISS Ann Sheridan Kent Smith Bruce Bennett Robert Alda Rosemary DeCamp R—Feb. 8—PG-787
P-R-C							
RKO-RADIO							
REPUBLIC							
SCREEN GUILD							
20TH FOX							
UNITED ARTISTS							
UNIV.-INT'L.							
WARNER-F.N.							
MISCELLANEOUS							

FOREIGN Language

(74) Rom-Dr
Vog
POSTMASTER'S DAUGHTER
R—Sept. 7—PG-749

(105) Comedy
Azteca
AHI ESTA EL DETALLE
Cantinflas
R—Sept. 7—PG-750

(105) Musical
Azteca
SOTA CABALLO Y REY
R—Sept. 7—PG-750

(105) Drama
Azteca
HASTA QUE PERDIO JALISCO
Jorge Negrete
R—Oct. 5—PG-755

(112) Drama
Siritzky-Int'l
WELL-DIGGER'S DAUGHTER
Raimu-Fernandel
R—Oct. 5—PG-756

(107) War-Dr
Artkino
TURNING POINT
R—Nov. 9—PG-763

(60) Docum.
Brandt-Chapel
STORY OF THE POPE
R—Dec. 28—PG-776

(162) Drama
Tricolor
CHILDREN OF PARADISE
R—Jan. 4—PG-778

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

	MARCH 1	MARCH 8	MARCH 15	MARCH 22	MARCH 29	APRIL 5	APRIL 12	APRIL 19
COLUMBIA	(82) Mys-Dr 832 MR. DISTRICT ATTORNEY Dennis O'Keefe Marguerite Chapman Adolphe Menjou Michael O'Shea R—Jan. 11—PG-779	6 (65) Mystery THIRTEENTH HOUR Richard Dix R—Feb. 22—PG-792 6 (54) Western 866 LONE HAND TEXAN R—Mar. 8—PG-799		20 (70) Drama MILLIE'S DAUGHTER R—Mar. 8—PG-798 (95) Mys-Dr JOHNNY O'CLOCK Dick Powell Evelyn Keyes R—Jan. 18—PG-781	27 (57) Western WEST OF DODGE CITY R—Mar. 29—PG-806 27 (79) Outdr-Dr 809 KING OF THE WILD HORSES R—Mar. 22—PG-803		10 (67) Comedy 808 BLONDIE'S HOLIDAY Penny Singleton Arthur Lake Larry Simms R—Mar. 8—PG-798	(83) Drama 836 THE GUILT OF JANET AMES Rosalind Russell Melvyn Douglas Sid Caesar R—Mar. 8—PG-798
M-G-M	Reprint 28 (115) Drama 713 BOOM TOWN Clark Gable Spencer Tracy Hedy Lamarr	(112) Drama 716 THE BEGINNING OR THE END Robert Walker Tom Drake Brian Donlevy Audrey Totter R—Mar. 1—PG-794				4 (103) Musical 718 IT HAPPENED IN BROOKLYN Frank Sinatra Jimmy Durante Kathryn Grayson Peter Lawford R—Mar. 8—PG-797	11 (92) Drama 719 LITTLE MR. JIM Butch Jenkins James Craig Frances Gifford R—June 15—PG-729	
MONOGRAM			15 (64) Drama 613 FALL GUY Cliff Penn Teala Loring Robert Armstrong R—Mar. 8—PG-800	22 (71) Drama 676 THE GUILTY Bonita Granville Don Castle John Litel R—Mar. 22—PG-804	29 (58) Western 676 TRAILING DANGER Johnny Mack Brown Raymond Hatton Peggy Wynne	5 (55) Western 684 SIX GUN SERENADE Jimmy Wakely Lee "Lasses" White	11 (72) Drama 615 VIOLENCE Nancy Coleman Michael O'Shea R—Apr. 19—PG-812	Allied Artists 19 (116) Comedy IT HAPPENED ON FIFTH AVENUE Don DeFore Ann Harding Victor Moore R—Feb. 8—PG-788
PARAMOUNT		7 (77) Comedy 4607 EASY COME, EASY GO Barry Fitzgerald Diana Lynn Sonny Tufts R—Feb. 1—PG-786		21 (88) Rom-Com 4608 SUDDENLY IT'S SPRING Paulette Goddard Fred MacMurray Macdonald Carey Arleen Whelan R—Feb. 15—PG-789	28 (72) Drama 4620 SEVEN WERE SAVED Richard Denning Catherine Craig Russell Hayden R—Mar. 1—PG-795	4 (88) Comedy 4609 MY FAVORITE BRUNETTE Bob Hope Dorothy Lamour Peter Lorre Lon Chaney R—Feb. 22—PG-791		Pine-Thomas Prod. 18 (72) Drama 4621 FEAR IN THE NIGHT Paul Kelly Kay Scott DeForest Kelley Ann Doran R—Mar. 1—PG-795
R-K-O	28 (54) Western 751 LAW OF THE LASH Al LaRue Al "Fuzzy" St. John R—Mar. 8—PG-799	2 (67) Drama 701 DEVIL ON WHEELS Noreen Nash Darryl Hickman Jan Ford James Cardwell R—Feb. 8—PG-788	17 (54) Western 745 RANGE BEYOND THE BLUE R—Mar. 15—PG-802 Eagle-Lion 17 (98) Drama 103 ADVENTURESS R—Mar. 15—PG-801	22 (59) Drama SP72 UNTAMED FURY R—Apr. 5—PG-808 Reissue 22 (97) Western 731 KIT CARSON D. Andrews-J. Hall	Eagle-Lion (74) Drama 104 LOST HONEYMOON Franchot Tone R—Mar. 15—PG-801 Reissue 22 (94) Western 732 LAST OF THE MOHICANS	5 (64) Drama 715 THREE ON A TICKET Hugh Beaumont Cheryl Walker Paul Bryar Ralph Dunn R—Apr. 12—PG-809	12 (61) Western 746 WEST TO GLORY Eddie Dean R—May 3—PG-816 12 (62) Mystery 707 PHILO VANCE'S GAMBLE R—May 3—PG-815	19 (63) Drama 702 THE BIG FIX James Brown-Sheila Ryan R—May 12—PG-817
REPUBLIC	Group 4 (67) Mus-Dr 718 BEAT THE BAND Frances Langford Ralph Edwards Phillip Terry Gene Krupa R—Mar. 1—PG-794	Group 4 (63) Drama 719 THE DEVIL THUMBS A RIDE Lawrence Tierney Ted North R—Mar. 8—PG-797	Group 4 (94) Com-Dr 716 THE FARMER'S DAUGHTER Loretta Young Joseph Cotten Ethel Barrymore R—Feb. 22—PG-792		Group 4 (84) Western 717 TRAIL STREET Randolph Scott Robert Ryan Anne Jeffreys R—Mar. 1—PG-794		Group 4 (57) Western 720 CODE OF THE WEST James Warren Debra Alden R—Mar. 8—PG-799	Group 5 (72) Adventure 723 TARZAN AND THE HUNTRESS Johnny Weissmuller Brenda Joyce John Sheffield R—Mar. 29—PG-806
SCREEN GUILD		8 (66) Com-Mus 605 THE GHOST GOES WILD James Ellison Anne Gwynne Edward Everett Horton Ruth Donnelly Stephanie Bachelor R—Apr. 12—PG-810		22 (90) Musical 610 HIT PARADE OF 1947 E. Albert-C. Moore R—May 3—PG-816 19 (78) Mus-West 642 BELLS OF SAN ANGELO Roy Rogers-Dale Evans	1 (71) West-Mus 683 TWILIGHT ON THE RIO GRANDE Gene Autry Adele Mara Sterling Holloway R—Apr. 19—PG-811	1 (58) Outdoor 664 HOMESTEADERS OF PARADISE VALLEY Allan Lane R—Apr. 26—PG-813 1 (71) Com-Dr 611 YANKEE FAKIR R—Apr. 12—PG-810		
20TH-FOX			Rerelease 15 (60) Western HC07 RUSTLER'S VALLEY William Boyd George Hayes Russell Hayden			5 (69) Outdr-Dr 4614 BELLS OF SAN FERNANDO Donald Woods Gloria Warren R—Apr. 5—PG-807	Rerelease 12 (59) Western HC08 TEXAS TRAIL William Boyd Russell Hayden George Hayes	19 (66) Outdr-Dr 4613 BUFFALO BILL RIDES AGAIN Richard Arlen Jennifer Holt R—Apr. 5—PG-807
UNITED ARTISTS	Rerelease (106) Mus-Dr 709 ALEXANDER'S RAG-TIME BAND Tyrone Power Alice Faye Don Ameche Ethel Merman		(66) Drama 711 BACKLASH Jean Rogers Richard Travis Larry Blake John Eldredge Leonard Strong R—Mar. 29—PG-805			(95) Musical 710 CARNIVAL IN COSTA RICA Dick Haymes Vera-Ellen Cesar Romero Celeste Holm R—Mar. 29—PG-805	(98) Drama 712 THE LATE GEORGE APLEY Ronald Colman Peggy Cummins Vanessa Brown Richard Haydn Charles Russell R—Feb. 8—PG-788	(76) Drama 714 SAN DEMETRIO, LONDON Walter Fitzgerald Mervyn Johns Ralph Michael Robert Beatty Charles Victor R—Apr. 5—PG-808
UNIV.-INT'L		8 (112) Drama THE PRIVATE AFFAIRS OF BEL AMI George Sanders Angela Lansbury Ann Dvorak R—Mar. 1—PG-793	15 (93) Comedy FUN ON A WEEKEND Eddie Bracken Priscilla Lane	22 (89) Drama THE MACOMBER AFFAIR Gregory Peck Joan Bennett Robert Preston R—Jan. 25—PG-784	5 (60) Western UNEXPECTED GUEST William Boyd R—Dec. 14—PG-772			19 (89) Musical NEW ORLEANS Arturo de Cordova Dorothy Patrick R—May 3—PG-815
WARNER-F.N.	Reissue (81) Outdoor-Drama WHEN THE DALTONS RODE Randolph Scott Kay Francis	(106) Dra-Mus 608 SONG OF SCHEHERAZADE Yvonne De Carlo Brian Donlevy Jean Pierre Aumont Eve Arden R—Feb. 1—PG-786	(103) Drama 609 SMASH-UP Lee Bowman Susan Hayward Marsha Hunt Eddie Albert Carl Esmond R—Feb. 15—PG-789	(103) Drama 611 STAIRWAY TO HEAVEN David Niven-Kim Hunter R—Dec. 21—PG-773 Reissue (94) Outdoor-Drama DESTRY RIDES AGAIN Dietrich-Stewart	(70) West Dr 610 MICHIGAN KID Jon Hall Victor McLaglen Rita Johnson R—Feb. 22—PG-792	(78) Comedy 612 BUCK PRIVATES COME HOME Bud Abbott Lou Costello Tom Brown Joan Fulton R—Mar. 15—PG-802	Reissue (73) Comedy 2793 YOU CAN'T CHEAT AN HONEST MAN W. C. Fields Edgar Bergen Charlie McCarthy	Reissue (78) Drama 2794 I STOLE A MILLION George Raft Claire Trevor Victor Jory
MISCELLANEOUS		8 (101) M'drama 615 PURSUED Teresa Wright Robert Mitchum Judith Anderson Dean Jagger Alan Hale R—Feb. 22—PG-791			29 (84) Com-Dr 616 THAT WAY WITH WOMEN Dane Clark Martha Vickers Sydney Greenstreet R—Feb. 22—PG-791		12 (97) Drama 617 STALLION ROAD Ronald Reagan Alexis Smith Zachary Scott R—Mar. 29—PG-805	

FOREIGN Language

(80) Drama
Lopert
MAN'S HOPE
R—Jan. 11—PG-779

(89) Operetta
Saga
QUEEN FOR A NIGHT
R—Jan. 18—PG-782

(93) Mus-Dr
Saga
APPASSIONATA
Viveca Lindfors
R—Jan. 18—PG-782

(85) Drama
West. Hem.
CLANDESTINE
R—Jan. 18—PG-781

(80) Fant-Dr
Distinguished
DEVIL'S HAND
R—Jan. 18—PG-781

(89) Fant-Com
Vog Film
FRANCIS THE FIRST
Fernandel
R—Jan. 25—PG-784

(112) Melodrama
Azteca
ROSALINDA
Maria Antonieta Pons
R—Jan. 25—PG-783

(88) Fantasy
Artkino
STONE FLOWER
R—Feb. 8—PG-788

APRIL 26	MAY 3	MAY 10	MAY 17	MAY 24	MAY 31	JUNE 7	JUNE 14
(82) Drama RAMED lenn Ford-Janis Carter —Mar. 8—PG-798	1 (69) Drama FOR THE LOVE OF RUSTY Ted Donaldson Tom Powers Ann Doran	(77) Outdr Drama LAST OF TH' REDMEN Jon Hall Michael O'Shea Evelyn Ankers	15 (70) Mystery BULLDOG DRUMMOND AT BAY Ron Randell Anita Louise Pat O'Moore R—May 12—PG-818	(..) Outdr Drama GUN FIGHTERS Randolph Scott Barbara Britton Bruce Cabot	29 (72) Mystery THE MILLERSON CASE Warner Baxter Nancy Saunders 29 (54) Western PRAIRIE RAIDERS Starrett-Burnette		
4 (59) Western AW OF THE CANYON tarrett-Burnette							
5 (131) Drama 720 EA OF GRASS pencer Tracy atharine Hepburn obert Walker elvyn Douglas —Feb. 15—PG-790	2 (91) Drama 721 HIGH BARBAREE Van Johnson June Allyson Claude Jarman jr. Thomas Mitchell R—Mar. 15—PG-801		16 (90) Comedy 722 UNDERCOVER MAISIE Ann Sothern	Reprint (103) Musical 723 THE GREAT WALTZ Luise Rainer Fernand Gravet			
6 (59) Western 671 AND OF THE LAWLESS hnny Mack Brown	Reissue 3 (73) Drama QUEEN OF THE YUKON Charles Bickford	10 (63) Melodrama 616 HARD BOILED MAHONEY Leo Gorcey Bowery Boys Teala Loring R—May 3—PG-816	17 (63) Teen-Ager 618 SARGE GOES TO COLLEGE Alan Hale jr. June Preisser R—May 12—PG-817	24 (..) Western LAW COMES TO GUNSIGHT Johnny Mack Brown Raymond Hatton 24 (48) Drama THUNDERBOLT James Stewart	31 (..) Western SONG OF THE WASTELAND Jimmy Wakely Lee "Lasses" White		
5 (97) Drama 4610 MPERFECT LADY ay Milland eresa Wright irginia Field r Cedric Hardwicke —Mar. 15—PG-802	2 (91) Drama 4611 BLAZE OF NOON Anne Baxter William Holden Sonny Tufts William Bendix Sterling Hayden R—Mar. 8—PG-797			23 (60) M'drama 4622 BIG TOWN Philip Reed Hillary Brooke Robert Lowery R—Feb. 22—PG-791	30 (83) M'drama 4612 CALCUTTA Alan Ladd William Bendix Gail Russell R—Apr. 19—PG-811		
3 (38-39) Westerns X BRONCO BUCKAROO REISSUES with Buster Crabbe and Fuzzy St. John with Tex O'Brien and Jim Newhill		10 (55) Western 752 BORDER FEUD Al LaRue Al "Fuzzy" St. John R—May 24—PG-822	24 (60) Drama 716 TOO MANY WINNERS Hugh Beaumont Trudy Marshall	Reissues 24 (111) Drama 733 CORSICAN BROTHERS Douglas Fairbanks jr. Akim Tamiroff 24 (102) Drama 734 INTERNATIONAL LADY G. Brent-I. Massey	31 (63) Drama 717 KILLER AT LARGE Robert Lowery Anabel Shaw	7 (70) Drama 703 STEPCHILD Brenda Joyce Donald Woods	14 (64) Mystery 708 PHILO VANCE RETURNS R—May 3—PG-815
	Group 5 (89) Comedy 724 A LIKELY STORY Barbara Hale Bill Williams R—Apr. 19—PG-812	Group 5 (68) Musical 725 BANJO Sharyn Moffett Jacqueline White Walter Reed Una O'Connor R—Apr. 26—PG-814	Group 5 16 (92) Drama 722 BORN TO KILL R—Apr. 26—PG-814	(74) Comedy 721 HONEYMOON Shirley Temple Guy Madison Franchot Tone R—Apr. 19—PG-812			
4 (66) Drama 612 POILERS OF THE NORTH aul Kelly drian Booth velyn Ankers —May 12—PG-817			15 (58) Out'dr-Dr 665 OREGON TRAIL SCOUTS Allan Lane-Bobby Blake R—May 24—PG-821 17 (71) Drama 614 WINTER WONDERLAND 15 (66) Drama 609 THAT'S MY GAL			1 (99) Com-Dr 613 THAT'S MY MAN Don Ameche Catherine McLeod R—Apr. 12—PG-810	10 (58) Drama 616 WEB OF DANGER Adele Mara Bill Kennedy
erelease 6 (71) Western HC09 ARTNERS OF THE PLAINS illiam Boyd arvey Clark ussell Hayden	3 (65) Horror-Dr 4608 SCARED TO DEATH Bela Lugosi Joyce Compton	Rerelease 10 (59) Western HC10 CASSIDY OF BAR 20 William Boyd Russell Hayden Frank Darien	17 (60) Drama 4615 SHOOT TO KILL Russell Wade Susan Walters R—Apr. 12—PG-809			7 (60) Outdr-Dr 4616 BUSH PILOT Rochelle Hudson Jack LaRue	Rerelease 14 (68) Western HC11 HEART OF ARIZONA William Boyd George Hayes Russell Hayden
	3 (94) Out'r-Dr RAMROD Joel McCrea Veronica Lake Don DeFore Donald Crisp R—Mar. 1—PG-793	10 (65) Drama ADVENTURES OF DON COYOTE Richard Martin Frances Rafferty R—May 3—PG-815	17 (85) Drama DISHONORED LADY Hedy Lamarr Dennis O'Keefe John Loder R—Apr. 26—PG-813	24 (59) Western DANGEROUS VENTURE William Boyd Andy Clyde R—Mar. 1—PG-793	31 (92) Musical COPACABANA Groucho Marx Carmen Miranda Andy Russell Gloria Jean		
	(88) Drama 614 TIME OUT OF MIND Phyllis Calvert Robert Hutton Ella Raines R—Mar. 22—PG-804	(..) Drama THE WEB Edmund O'Brien Ella Raines William Bendix	(..) Drama VIGILANTES RETURN Jon Hall Margaret Lindsay	Reissue (101) Drama MAGNIFICENT OBSESSION Irene Dunne Robert Taylor	Reissue (84) Mus-Dr 100 MEN AND A GIRL Deanna Durbin Leopold Stokowski Adolphe Menjou		
eissues: 6 (109) Drama 618 HE SEA HAWK rrol Flynn-Claude Rains 6 (87) Drama 619 HE SEA WOLF dward G. Robinson da Lupino-John Garfield	(83) Comedy 620 LOVE AND LEARN Jack Carson Robert Hutton Martha Vickers Janis Paige R—Mar. 29—PG-806			24 (99) Drama 621 TWO MRS. CARROLLS Humphrey Bogart Barbara Stanwyck Alexis Smith R—Mar. 29—PG-806			

FOREIGN Language

(110) Mus-Dr
Superfilm
BEFORE HIM ALL ROME TREMBLED
Anna Magnani
R—Mar. 8—PG-800

(87) Mus-Com
Lopert
CAGE OF NIGHTINGALES
R—Mar. 8—PG-800

(85) Drama
A.F.E.
ANGEL AND SINNER
R—Mar. 8—PG-800

(90) Comedy
Distinguished
HER FIRST AFFAIR
Danielle Darrieux
Louis Jourdan
R—Mar. 15—PG-801

(95) Drama
Oxford
TORMENT
R—May 10—PG-818

(110) Opera-Com
Exelsior
BARBER OF SEVILLE
Ferruccio Tagliavini
R—May 10—PG-817

COLUMBIA · M-G-M · MONOGRAM · PARAMOUNT · P-R-C · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER-F.N. · MISCELLANEOUS

P. G.	Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
		A											
767	Abie's Irish Rose (96)	UA			11-30-46	+	=	−	±	+	±		4+ 6−
815	Adventures of Don Coyote (66)	UA			5- 3-47	+		±	∓	∓			5+ 2−
801	Adventuress, The (98)	E-L			3-15-47	+	±		±	∓	∓	∓	9+ 2−
766	Affairs of Geraldine (68)	Rep.			11-30-46	±	∓	∓	∓	∓	±		6+ 6−
777	Alias Mr. Twilight (69)	Col.			1- 4-47	±	±		±	+	∓		6+ 3−
796	Angel and the Badman (100)	Rep.			3- 1-47	+	±	+	+	+	∓	±	8+ 2−
754	Angel on My Shoulder (101)	UA			9-28-46	+	+	∓	+	+	∓	+	9+
803	Apache Rose (75)	Rep.			3-22-47	±		+	+	∓	+		5+ 2−
790	Arnelo Affair, The (86)	MGM			2-15-47	+	+	+	+	±	±		6+ 2−
		B											
752	Bachelor's Daughters, The (90)	UA			9-14-46	±	+	+	∓	+	±	+	8+ 2−
805	Backlash (66)	20-Fox			3-29-47	∓	±	±	±	−	±		5+ 6−
814	Banjo (67)	RKO			4-26-47	±	∓	±	±	∓			5+ 5−
766	Beast With Five Fingers, The (88)	WB			11-30-46	∓	±	+	∓	−	−	±	5+ 6−
794	Beat the Band (67)	RKO			3- 1-47	∓	∓	∓	±	±	±		6+ 6−
		Beauty and the Bandit (71)	Mono.							±		∓	2+ 2−
786	Bedelia (95)	E-L			2- 1-47	+	±		+	±		+	5+ 2−
794	Beginning or the End, The (112)	MGM			3- 1-47	∓	+	∓	+	∓	+	∓	11+
807	Bells of San Fernando (74)	SG			4- 5-47	±		−	±	±			3+ 4−
755	Below the Deadline (65)	Mono.			10- 5-46	±	±	+	±	∓	±	∓	7+ 6−
769	Best Years of Our Lives, The (172)	RKO			12- 7-46	∓	∓	∓	∓	∓	∓	∓	14+
767	Betty Co-Ed (71)	Col.			11-30-46	±	∓	±	+	±	±		6+ 5−
817	Big Fix, The (63)	PRC			5-10-47	+	±		+	±		∓	5+ 3−
744	Big Sleep, The (114)	WB			8-17-46	+	∓	∓	+	+	∓	+	10+
791	Big Town (60)	Para.			2-22-47	±	±	∓	±	±	±		6+ 6−
741	Black Angel (80)	U-I			8-10-46	±	±	±	+	+	∓	±	8+ 4−
737	Black Beauty (74)	20-Fox			7-20-46	±	±	∓	+	+	+	±	7+ 4−
797	Blaze of Noon (90)	Para.			3- 8-47	±	±	+	±	+	+	+	7+ 3−
787	Blind Spot (73)	Col.			2- 8-47	∓	±		+	+	∓		5+ 3−
742	Blonde for a Day (68)	PRC			8-10-46	∓	±	∓	∓	∓		∓	6+ 6−
755	Blondie Knows Best (69)	Col.			10- 5-46	+	±	±	+	+	±		6+ 3−
773	Blondie's Big Moment (69)	Col.			12-21-46	±	±				±	∓	4+ 4−
798	Blondie's Holiday (67)	Col.			3- 8-47	±	±	±			±	∓	5+ 5−
754	Blue Skies (102)	Para.			9-28-46	∓	∓	∓	∓	+	∓	∓	13+
786	Boomerang (88)	20-Fox			2- 1-47	+	∓	∓	+	+	∓	∓	11+
		Border Feud (..)	PRC									∓	1+ 1−
814	Born to Kill (92)	RKO			4-26-47	∓	±	±	±	±	±	±	7+ 7−
783	Born to Speed (59)	PRC			1-25-47	±	±	±	±	±	±	∓	7+ 7−
772	Boston Blackie and the Law (69)	Col.			12-14-46	±	±	+		±	±	∓	6+ 5−
742	Bowery Bombshell (65)	Mono.			8-10-46	±	±	∓	±	∓	∓	∓	7+ 7−
790	Brasher Doubloon, The (72)	20-Fox			2-15-47	+	±	∓	+	±	±		6+ 4−
748	Brief Encounter (85)	U-I			8-31-46	±	+		+		∓	∓	7+ 1−
759	Bringing Up Father (68)	Mono.			10-19-46	±	±	±	±	±	+		6+ 5−
761	Brute Man, The (58)	PRC			11- 2-46	∓	±	∓		±	−	=	4+ 7−
802	Buck Privates Come Home (78)	U-I			3-15-47	∓	±	+	+	∓	±	∓	9+ 3−
807	Buffalo Bill Rides Again (70)	SG			4- 5-47	−		−					2−
818	Bulldog Drummond at Bay (70)	Col.			5-10-47	∓				±			2+ 2−
		C											
744	Caesar and Cleopatra (126)	UA			8-17-46	∓	+	+	∓	±	∓	+	10+ 1−
811	Calcutta (83)	Para.			4-19-47	±	±	+	±	∓	±	+	8+ 4−
789	Calendar Girl (88)	Rep.			2-15-47	±	±	∓	±	∓	±	+	7+ 6−
744	California (97)	Para.			12-21-46	+	±	±	+	∓	+	∓	9+ 2−
740	Canyon Passage (92)	U-I			7-27-46	+	±	±	+	+	∓	∓	9+ 2−
816	Captive Heart, The (87)	U-I			5- 3-47	∓	±		+	±		∓	6+ 3−
797	Carnegie Hall (136)	UA			3- 8-47	±	±	+	∓	∓	∓	∓	11+ 2−
805	Carnival in Costa Rica (96)	20-Fox			3-29-47	±	±	+	+	+	+	±	7+ 3−
759	Chase, The (86)	UA			10-19-46	+	±	±			±	+	5+ 3−
813	Cheyenne (100)	WB			4-26-47	∓	±	+	+	∓	+		8+ 1−
760	Child of Divorce (62)	RKO			10-19-46	+	±	±	±	+	+	±	7+ 4−
789	Cigarette Girl (67)	Col.			2-15-47	±	±		±	±	±	∓	6+ 6−
740	Claudia and David (78)	20-Fox			7-27-46	+	+	+	+	+	∓	∓	9+
752	Cloak and Dagger (106)	WB			9-14-46	∓	∓	+	+	∓	∓	+	11+
799	Code of the West (57)	RKO			8- 8-47	+	±	±	±	∓	±		6+ 5−
776	Crime Doctor's Manhunt (61)	Col.			12-28-46	±	±	∓		+	±	±	6+ 5−
742	Criminal Court (62)	RKO			8-10-46	±	±	±		+	+	∓	6+ 4−
765	Cross My Heart (83)	Para.			11-23-46	+	±	±	±	±	−	+	6+ 5−
739	Cuban Pete (61)	U-I			7-27-46	±	∓	±		∓	±	+	6+ 5−
819	Cynthia (102)	MGM			5-17-47	∓	+	+		∓			6+
		D											
796	Danger Street (66)	Para.			3- 1-47	∓	±	∓	±	±	∓		6+ 6−
771	Dangerous Millions (68)	20-Fox			12-14-46	±	±	±	+	±	±	∓	7+ 6−
758	Dangerous Money (66)	Mono.			10-12-46	+	∓			±	∓	±	5+ 5−
793	Dangerous Venture (59)	UA			3- 1-47	±		∓	±	+	+		5+ 3−
809	Dark Delusion (90)	MGM			4-12-47	+	±	±	±	+	±		6+ 4−
738	Dark Horse, The (59)	U-I			7-20-46	−	±	±		−	±		3+ 5−
758	Dark Mirror, The (85)	U-I			10-12-46	+	+	±	+	∓	∓	+	9+ 1−
781	Dead Reckoning (100)	Col.			1-18-47	+	+	+	+	+	+	+	7+
760	Deception (112)	WB			10-19-46	+	±	+	+	+	+	+	7+ 1−
751	Decoy (76)	Mono.			9-14-46	±	±	+	+	+	−	+	6+ 3−
820	Desperate (73)	RKO			5-17-47	+	±	±					3+ 2−
788	Devil on Wheels (67)	PRC			2- 8-47	∓	∓		±	±	∓	±	7+ 5−
797	Devil Thumbs a Ride, The (63)				3- 8-47	+	±	+	+	±	±	±	7+ 4−
753	Devil's Playground, The (60)	UA			9-28-46	±		+	±	±	±		5+ 4−
765	Dick Tracy vs. Cueball (62)	RKO			11- 9-46	±	±	+	±	±	−	±	6+ 6−
		Dick Tracy's Dilemma (60)	RKO				±	±		+			3+ 2−
813	Dishonored Lady (86)	UA			4-26-47	+	±	±	+	∓			6+ 2−
		Don Ricardo Returns (78)	PRC				∓						1+ 1−
757	Driftin' River (55)	PRC			10-12-46	±			±	∓	±		4+ 4−
780	Duel in the Sun (140)	SRO			1-11-47	∓		+	∓	∓	+	+	9+
		E											
746	Earl Carroll Sketchbook (90)	Rep.			8-24-46	∓	±	+	+	∓	±	+	7+ 4−
785	Easy Come, Easy Go. (77)	Para.			2- 1-47	±	∓	±	±	±	+	±	7+ 6−
808	Egg and I, The (108)	U-I			4- 5-47	∓	+	+	+	∓	+	+	9+
		F											
794	Fabulous Dorseys, The (90)	UA			3- 1-47	±	±	±	+	±	+		6+ 4−
775	Fabulous Suzanne, The (71)	RKO			12-28-46	±	±	±	±	±	±	−	6+ 7−
775	Falcon's Adventure, The (61)	RKO			12-28-46	∓	±	±	±	+	±	±	7+ 6−
800	Fall Guy (64)	Mono.			3- 8-47	∓	±		±	+	±	∓	6+ 5−
792	Farmer's Daughter, The (94)	RKO			2-22-47	+	+	+	+	+	∓	+	8+
795	Fear in the Night (71)	Para.			3- 1-47	+	±	+	+	+	±	±	7+ 3−
		Fighting Frontiersman, The (61)	Col.							±			1+ 1−
758	Fool's Gold (63)	UA			10-12-46	±		±	±	+	+		5+ 3−
		For the Love of Rusty (69)	Col.				∓				±	∓	3+ 3−
798	Framed (80)	Col.			3- 8-47	±	±	+	+	±	+		6+ 3−
		Fun on a Weekend (96)	UA				+	+	+	∓			5+
		G											
784	Gallant Bess (101)	MGM			1-25-47	±	±	+	+	+	+	±	7+ 3−
752	Gallant Journey (86)	Col.			9-14-46	±	∓	∓	+	±	+	±	7+ 5−
759	Gas House Kids (68)	PRC			10-19-46	∓	±		±	∓	±	∓	6+ 6−
741	Genius at Work (62)	RKO			8-10-46	∓	−	∓	∓	∓	∓	=	5+ 8−
753	Gentleman Joe Palooka (72)	Mono.			9-28-46	±	±		±	±	+		5+ 4−
810	Ghost Goes Wild, The (66)	Rep.			4-12-47	±	±		±	±	∓		5+ 5−
812	Ginger (67)	Mono.			4-19-47	∓	∓				∓	∓	4+ 4−
746	G.I. War Brides (69)	Rep.			8-24-46	+	±	±	±	±	+	±	7+ 5−
807	Great Expectations (115)	U-I			4- 5-47	+	∓		∓	∓	∓		9+
798	Guilt of Janet Ames, The (81)	Col.			3- 8-47	+	±	±		+	+		5+ 2−
804	Guilty, The (71)	Mono.			3-22-47	+	+		+		±		4+ 1−
		H											
816	Hard-Boiled Mahoney (63)	Mono.			5- 3-47	±				−		∓	2+ 3−
745	Heading West (54)	Col.			8-24-46	±				−	+		2+ 2−
777	Heldorado (70)	Rep.			1- 4-47	±		+	±	±	+		5+ 3−
753	Her Sister's Secret (86)	PRC			9-28-46	±	±	±	+	+	+	±	7+ 4−
801	High Barbaree (92)	MGM			3-15-47	±	±	+	+	∓	∓		8+ 2−
804	High Conquest (83)	Mono.			3-22-47	+	+	+	+	±			5+ 1−
745	High School Hero (74)	Mono.			8-24-46	+	±	∓	±	±	∓	∓	7+ 6−
816	Hit Parade of 1947 (90)	Rep.			5- 3-47	+	±	±	+	+		+	6+ 2−
740	Holiday in Mexico (128)	MGM			7-27-46	∓	∓	∓	∓	∓	∓	∓	14+
763	Home in Oklahoma (72)	Rep.			11- 9-46	±		+	±	±	±		5+ 4−
740	Home Sweet Homicide (90)	20-Fox			7-27-46	+	+	+	+	+	∓	+	8+
813	Homesteaders of Paradise Valley (58)	Rep.			4-26-47	±				+	±		3+ 2−
814	Homestretch, The (106)	20-Fox			4-26-47	∓	±	±	±	∓		+	8+ 3−
812	Honeymoon (74)	RKO			4-19-47	+	±	−	±	∓	+		5+ 4−
		Hoppy's Holiday (60)	UA					±		±			2+ 2−
776	Humoresque (125)	WB			12-28-46	+	+	∓	∓	+	∓	∓	11+
		I											
795	I Cover Big Town (63)	Para.			3- 1-47	±	±	+	±	±	±		6+ 5−
756	I Know Where I'm Going (91)	U-I			10- 5-46	±				±			2+ 2−
750	If I'm Lucky (78)	20-Fox			9- 7-46	+	±	±	+	±	±	±	7+ 5−
783	I'll Be Yours (83)	U-I			1-25-47	±	±	+	±	±	+	±	7+ 5−
802	Imperfect Lady, The (97)	Para.			3-15-47	∓	±	±	+	∓	+		7+ 3−
746	Invisible Informer, The (57)	Rep.			8-24-46	−	±	∓	±	−	−	∓	4+ 7−
797	It Happened in Brooklyn (103)	MGM			3- 8-47	∓	+	+	∓	∓	+	+	10+
788	It Happened on Fifth Avenue (116)	Allied Artists			2- 8-47	∓	∓	+	∓	+	+		9+
783	It's a Joke, Son (63)	E-L			1-25-47	+	±	−	+		±		4+ 3−
774	It's a Wonderful Life (132)	RKO			12-21-46	+	∓	∓	∓	∓	∓	∓	13+
749	It's Great to Be Young (63)	Col.			9- 7-46	±	−	∓		±	±	∓	5+ 6−
749	I've Always Loved You (117)	Rep.			9- 7-46	+	±	±	+	+	∓	+	8+ 2−
		J											
811	Jewels of Brandenburg (65)	20-Fox			4-19-47	+	±		±	±			4+ 3−
781	Johnny O'Clock (95)	Col.			1-18-47	±	+	+	±	+	+	∓	8+ 2−
753	Jolson Story, The (128)	Col.			9-28-46	∓	∓	∓	∓	∓	∓	∓	14+
795	Jungle Flight (67)	Para.			3- 1-47	±	±	±	±	∓	∓		6+ 6−
		K											
819	Killer Dill (72)	SG			5-17-47	+		±		+			3+ 1−
743	Killers, The (102)	U-I			8-17-46	+	∓	+	+	+	+	±	8+ 1−
803	King of the Wild Horses (79)	Col.			3-22-47	±	∓		±	+	±		5+ 4−
		L											
780	Ladies' Man (91)	Para.			1-11-47	+	±	±	+	±	±	∓	7+ 5−
		Lady Chaser (74)	PRC				∓					±	2+ 2−
766	Lady in the Lake (103)	MGM			11-30-46	+	+	+	+	∓	+	+	8+
739	Lady Luck (97)	RKO			7-27-46	+	+	±	+	+	+	+	7+ 1−
757	Lady Surrenders, A (113)	U-I			10-12-46	±				±			2+ 2−
		Land of the Lawless (..)	Mono.									±	1+ 1−
746	Last Crooked Mile, The (67)	Rep.			8-24-46	∓	±	±	±	±	∓	∓	7+ 7−
		Last Frontier Uprising (67)	Rep.							±			1+ 1−
788	Late George Apley, The (98)	20-Fox			2- 8-47	+	+	+	+	+	+	∓	8+
799	Law of the Lash (54)	PRC			8- 8-47	±		±		∓	∓	∓	5+ 5−
		Lighthouse (74)	PRC									∓	1+ 1−
812	Likely Story, A (88)	RKO			4-19-47	−	±	+	±	∓			5+ 3−
759	Little Iodine (57)	UA			10-19-46	±	∓	∓	±	+	∓		6+ 5−
750	Little Miss Big (61)	U-I			9- 7-46	∓	±	±	∓	−	+		5+ 5−
		Little Miss Broadway (..)	Col.				∓						1+ 1−
774	Locket, The (85	RKO			12-21-46	+	+	∓	+	+	∓	±	9+ 1−
799	Lone Hand Texan, The (57)	Col.			3- 8-47	±		∓		±	±		4+ 4−
777	Lone Star Moonlight (67)	Col.			1- 4-47	∓							1+ 1−
780	Lone Wolf in Mexico (70)	Col.			1-11-47	±	∓			±	±		4+ 4−

An interpretative analysis of opinions deduced from the language of lay and trade press reviews. The plus and minus signs indicate the degree of favor or disfavor of the review. This department serves also as an ALPHABETICAL INDEX to feature releases. Numeral preceding title is Picture Guide Review page number. In parentheses after title is running time. Date following distributor is BOXOFFICE review date. Listings cover current reviews. It is brought up to date regularly. The meaning of the various signs and their combinations is as follows:
ǂ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor.
In the summary ǂ is rated as 2 pluses; = as 2 minuses.

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
801	Lost Honeymoon (71)	E-L		3-15-47	±	±	+	+	ǂ	ǂ		8+ 2−
806	Love and Learn (85)	WB		3-29-47	±	±	±	±	−		∓	5+ 6−
769	Love Laughs at Andy Hardy (93)	MGM		12- 7-46	±	±	+	±	∓	ǂ	±	8+ 5−
	M											
794	Macomber Affair, The (90)	UA		1-25-47	+	±	∓	+	+	±	ǂ	8+ 3−
	Magic Bow, The (..)	U-I							−	+		1+ 1−
766	Magnificent Doll, The (94)	U-I		11-23-46	+	±	+	+	+	ǂ	ǂ	9+ 1−
803	Magnificent Rogue, The (75)	Rep.		3-22-47	∓				+	∓		3+ 2−
776	Man I Love, The (96)	WB		12-28-46	±	±	+	±	∓	+	±	7+ 5−
760	Margie (94)	20-Fox		10-19-46	+	ǂ	+	+	+	ǂ	ǂ	10+
792	Michigan Kid (70)	U-I		2-22-47	±	±	±	±	∓	∓	±	7+ 7−
809	Mighty McGurk, The (85)	MGM		4-12-47	+	±	+	+	+	+	±	7+ 2−
	Millerson Case, The (72)	Col.							∓			1+ 1−
798	Millie's Daughter (70)	Col.		3- 8-47	±	±		+	−	±		4+ 4−
818	Miracle on 34th Street (96)	20-Fox		5-10-47	ǂ	ǂ	ǂ	ǂ	ǂ			10+
748	Mister Ace (84)	UA		8-31-46	+	±	±	+	+	±	+	7+ 3−
779	Mister District Attorney (81)	Col.		1-11-47	±	±	+	±	∓	±	±	7+ 6−
773	Mister Hex (63)	Mono.		12-21-46	±	±	±	±	+	±		6+ 5−
813	Monsieur Verdoux (120)	UA		4-26-47	ǂ	±	∓	ǂ	∓		±	8+ 4−
766	My Brother Talks to Horses (93)	MGM		11-23-46	+	±	ǂ	+	±	+		7+ 2−
758	My Darling Clementine (97)	20-Fox		10-12-46	+	+	+	+	+	ǂ	±	8+ 1−
791	My Favorite Brunette (87)	Para.		2-22-47	+	+	+	+	+	ǂ	ǂ	9+
	My Heart Goes Crazy (..)	U-I					∓					1+ 1−
	N											
762	Never Say Goodbye (97)	WB		11- 2-46	+	±	±	+	∓	±	±	7+ 5−
815	New Orleans (89)	UA		5- 3-47	+	+	+	ǂ	±	±		7+ 2−
755	Nobody Lives Forever (100)	WB		10- 5-46	+	±	+	+	+	±	+	7+ 2−
757	Nocturne (87)	RKO		10-12-46	±	±	+	±	+	±	+	7+ 4−
747	No Leave, No Love (120)	MGM		8-31-46	+	+	ǂ	+	±	+	+	8+ 1−
787	Nora Prentiss (111)	WB		2- 8-47	±	±	±	+	∓	+	±	7+ 5−
819	Northwest Outpost (91)	Rep.		5-17-47	+	±	±		±			4+ 3−
739	Notorious (103)	RKO		7-27-46	ǂ	ǂ	ǂ	ǂ	+	+	ǂ	12+
761	Notorious Gentleman (108)	U-I		11- 2-46	+	+		+	+	ǂ	ǂ	8+
	O											
793	Odd Man Out (118)	U-I		3- 1-47	ǂ	+		ǂ	ǂ	ǂ	ǂ	11+
810	Other Love, The (95)	UA		4-12-47	+	+	+	ǂ	ǂ	ǂ	+	10+
773	Out California Way (67)	Rep.		12-21-46	±		∓	±	±	+		5+ 4−
796	Over the Santa Fe Trail (63)	Col.		3- 1-47	±			+		∓		3+ 2−
778	Overlanders, The (91)	E-L		1- 4-47	±	±	+	±		ǂ	+	7+ 3−
	P											
765	Perfect Marriage, The (87)	Para.		11-23-46	±	±	∓	+	+	±	±	7+ 5−
742	Personality Kid (68)	Col.		8-10-46	±	∓	∓		∓	+	±	6+ 5−
815	Philo Vance Returns (64)	PRC		5- 3-47	±	∓	±	+	±			5+ 4−
815	Philo Vance's Gamble (62)	PRC		5- 3-47	−	−	±	±	±		±	4+ 6−
784	Pilgrim Lady, The (67)	Rep.		1-25-47	±	±	±	±	∓	±		6+ 6−
763	Plainsman and the Lady (82)	Rep.		11- 9-46	±	∓	±	+	+	±	±	7+ 5−
741	Prairie Badmen (55)	PRC		8-10-46	∓			±	±	∓	∓	5+ 5−
793	Private Affairs of Bel Ami, The (115)	UA		3- 1-47	±	±	±	+	±	ǂ		7+ 4−
791	Pursued (101)	WB		2-22-47	+	+		+	+	+	ǂ	7+
	Q											
805	Queen of the Amazons (61)	SG		3-29-47	∓			±	±		−	3+ 4−
	R											
	Raiders of the South (58)	Mono.							±	±	∓	3+ 3−
	Rainbow Over the Rockies (54)	Mono.							∓	±	∓	3+ 3−
793	Ramrod (94)	UA		3- 1-47	+	±	+	+	+	+		6+ 1−
802	Range Beyond the Blue (54)	PRC		3-15-47	±		+	±		±		4+ 3−
770	Razor's Edge, The (146)	20-Fox		12- 7-46	ǂ	±	+		ǂ	+		7+ 1−
785	Red House, The (93)	UA		2- 1-47	+	±	+	+	+	ǂ	ǂ	9+ 1−
744	Rendezvous With Annie (90)	Rep.		8-17-46	+	+		+	+	+	+	6+
787	Renegade Girl (65)	SG		2- 8-47	±				∓			2+ 2−
767	Return of Monte Cristo, The (91)			11-30-46	±	±	+	+	±	ǂ	∓	8+ 4−
	Riding the California Trail (61)	Mono.							+		∓	2+ 1−
796	Road to Hollywood (61)	SG		3- 1-47	±							1+ 1−
754	Roll On Texas Moon (68)	Rep.		9-28-46	±		±	±	+	+		5+ 3−
760	Rolling Home (71)	SG		10-19-46	±				±			2+ 2−
	S											
808	San Demetrio, London (78)	20-Fox		4- 5-47	±	±	ǂ	+	∓			6+ 3−
769	San Quentin (66)	RKO		12- 7-46	∓	±	+	±	+	±	±	7+ 5−
	Santa Fe Uprising (56)	Rep.							±	±		2+ 2−
817	Sarge Goes to College (63)	Mono.		5-10-47	∓	±	±	±	±			5+ 5−
738	Scandal in Paris, A (100)	UA		7-20-46	+	±	±	±	∓	±	+	7+ 5−
790	Sea of Grass, The (123)	MGM		2-15-47	+	±	+	+	+	ǂ	ǂ	9+ 1−
767	Secret Heart, The (97)	MGM		11-30-46	+	±	ǂ	+	+	+		7+ 1−
761	Secret of the Whistler (65)	Col.		11- 2-46	∓	∓			±	∓		4+ 4−
745	Secrets of a Sorority Girl (58)	PRC		8-24-46	∓	∓		∓		±	=	4+ 6−
795	Seven Were Saved (72)	Para.		3- 1-47	∓	∓	∓	±	+	+	+	7+ 4−
744	Shadow of a Woman (79)	WB		8-17-46	±	±	∓	±	±	∓	∓	7+ 7−
756	Shadowed (70)	Col.		10- 5-46	±	±			+	±	±	5+ 4−
779	Shocking Miss Pilgrim, The (55)	20-Fox		1-11-47	+	±	±	+	+	+		6+ 2−
809	Shoot to Kill (65)	SG		4-12-47	±		+	+	±			4+ 2−
743	Show-Off, The (84)	MGM		8-17-46	+	+	+	±	±	+	∓	7+ 3−
	Silver Range (55)	Mono.							±		±	2+ 2−
792	Sin of Harold Diddlebock, The (94)	UA		2-22-47	+	+	+	+	+	+		6+
782	Sinbad the Sailor (117)	RKO		1-18-47	+	+	+	+	+	+	+	7+
741	Sing While You Dance (73)	Col.		8-18-46	±	∓			±	±	∓	5+ 5−
777	Singin' in the Corn (64)	Col.		1- 4-47	∓	±	±			−	∓	4+ 5−
752	Singing on the Trail (69)	Col.		9-14-46	±				±			2+ 2−
770	Sioux City Sue (69)	Rep.		12- 7-46	∓		±	±	±	+		5+ 4−
738	Sister Kenny (116)	RKO		7-20-46	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
	Six Gun Serenade (53)	Mono.							+			1+
789	Smash-Up (103)	U-I		2-15-47	+	ǂ	+	+	+	ǂ	ǂ	10+
765	So Dark the Night (70)	Col.		11-23-46	+	±	±	+	+	+	∓	7+ 3−
786	Song of Scheherazade (106)	U-I		2- 1-47	+	±	±	+	+	+	±	7+ 3−
	Song of the Sierras (55)	Mono.						+	±			2+ 1−
762	Song of the South (95)	RKO		11- 1-46	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
786	South of the Chisholm Trail (58)	Col.		2- 1-47	±			±		∓		3+ 3−
817	Spoilers of the North (66)	Rep.		5-10-47	∓	±	±	+	∓		−	5+ 5−
745	Spook Busters (68)	Mono.		8-24-46	±	±	∓	±	±	∓	±	7+ 7−
780	Stagecoach to Denver (56)	Rep.		1-11-47	∓		±	±	+	±		5+ 4−
773	Stairway to Heaven (104)	U-I		12-21-46	+	+		ǂ	ǂ	ǂ	ǂ	10+
805	Stallion Road (97)	WB		3-29-47	±	±	±	+	+	+	+	7+ 3−
775	Stars Over Texas (57)	PRC		12-28-46	±			±				2+ 2−
764	Strange Holiday (56)	PRC		11- 9-46	±	±	∓		±	+		5+ 4−
751	Strange Journey (67)	20-Fox		9-14-46	±	∓		±	±	∓		5+ 5−
762	Strange Woman, The (101)	UA		11- 2-46	+	±	+	+	+	+	+	7+ 1−
789	Suddenly It's Spring (87)	Para.		2-15-47	+	±	+	+	+	+	+	7+ 1−
738	Sunset Pass (59)	RKO		7-20-46	∓	±	±	±	±	±		6+ 6−
766	Susie Steps Out (65)	UA		11-23-46	±	±	±	±	∓	±		6+ 6−
770	Sweetheart of Sigma Chi (76)	Mono.		12- 7-46	±	±	+	±	±	+		6+ 4−
771	Swell Guy (87)	U-I		12-14-46	±	+	+	+	+	±	ǂ	8+ 2−
	T											
806	Tarzan and the Huntress (72)	RKO		3-29-47	+	±	±	+	+	±	−	6+ 4−
761	Temptation (100)	U-I		11- 2-46	+	±	±	±	ǂ	+	±	8+ 4−
764	Terror Trail (55)	Col.		11- 9-46	∓				±			2+ 2−
772	That Brennan Girl (95)	Rep.		12-14-46	±	+	±	+	±	±	±	7+ 5−
791	That Way With Women (85)	WB		2-22-47	±	±	±	±	+	ǂ	±	8+ 5−
810	That's My Man (104)	Rep.		4-12-47	+	+	±	+	+	±	+	7+ 2−
747	They Were Sisters (108)	U-I		8-31-46	+	±		+	±	+	+	6+ 2−
820	They Won't Believe Me (95)	RKO		5-17-47	ǂ	+		ǂ	ǂ			7+
775	13 Rue Madeleine (95)	20-Fox		12-28-46	+	+	+	+	+	ǂ	ǂ	9+ −
792	Thirteenth Hour, The (62)	Col.		2-22-47	±	±		±	−	∓		4+ 5−
811	This Happy Breed (110)	U-I		4-19-47	+	±	+	+	∓	ǂ	ǂ	9+ 2−
751	Three Little Girls in Blue (90)	20-Fox		9-14-46	+	+	+	ǂ	+	ǂ	ǂ	10+
809	Three on a Ticket (62)	PRC		4-12-47	+	±	±	±	+			5+ 3−
747	Thrill of Brazil, The (91)	Col.		8-31-46	+	±	±	+	−	+	+	6+ 3−
	Thunder Mountain (60)	RKO				±	+		ǂ			4+ 1−
765	Till the Clouds Roll By (120)	MGM		11-23-46	ǂ	+		ǂ	ǂ	ǂ	ǂ	11+
743	Time of Their Lives, The (82)	U-I		8-17-46	+	±	±	+	+	ǂ	±	8+ 3−
804	Time Out of Mind (89)	U-I		3-22-47	∓	∓	∓	±	∓	±	±	7+ 7−
772	Time, the Place and the Girl, The (105)	WB		12-14-46	±	±	+	+	+	+	±	7+ 3−
794	Trail Street (83)	RKO		3- 1-47	±	±	+		±	±	+	6+ 4−
785	Trail to San Antone (67)	Rep.		2- 1-47	±		±	+	±	+		5+ 3−
	Trailing Danger (58)	Mono.									±	1+ 1−
779	Trap, The (68)	Mono.		1-11-47	∓	−		±	∓		−	3+ 5−
819	Trouble With Women, The (80)	Para.		5-17-47	+	∓			ǂ	+		5+ 1−
764	Tumbleweed Trails (57)	PRC		11- 9-46	∓		±	±		±		4+ 4−
811	Twilight on the Rio Grande (71)	Rep.		4-19-47	+		±	±	−	±		4+ 4−
739	Two Guys From Milwaukee (90)	WB		7-27-46	+	+	+	+	+	±	+	7+ 1−
806	Two Mrs. Carrolls, The (100)	WB		3-29-47	+	±	±		+	+	+	6+ 2−
748	Two Years Before the Mast (98)	Para.		8-31-46	±	±	ǂ	+	+	ǂ	ǂ	10+ 2−
	U											
748	Under Nevada Skies (69)	Rep.		8-31-46	∓		±		∓			3+ 3−
	Undercover Maisie (93)	MGM				+	+	+	∓	+		5+ 1−
756	Undercurrent (113)	MGM		10- 5-46	+	±	+	ǂ	+	ǂ	+	9+ 1−
772	Unexpected Guest (60)	UA		12-14-46	±		±	±	±	±	±	6+ 6−
808	Untamed Fury (61)	PRC		4- 5-47	∓	±	∓	+	+		±	6+ 4−
	V											
808	Vacation Days (68)	Mono.		4- 5-47	±	±			−		∓	3+ 4−
757	Vacation in Reno (60)	RKO		10-12-46	∓	±	±	±	∓	±	∓	7+ 7−
	Valley of Fear (54)	Mono.							−		±	1+ 2−
766	Verdict, The (86)	WB		11-23-46	+	±	±	+	±	+	+	7+ 3−
799	Vigilantes of Boomtown (96)	Rep.		3- 8-47	+		±	+	+	±		5+ 2−
812	Violence (72)	Mono.		4-19-47	±	±	+	±	±		∓	6+ 5−
	W											
766	Wake Up and Dream (92)	20-Fox		11-30-46	±	∓	∓	+	∓	ǂ	±	8+ 5−
763	Wanted for Murder (97)	20-Fox		11- 9-46	±	±		+	+	+	+	6+ 2−
814	Welcome Stranger (106)	Para.		4-26-47	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ		12+
806	West of Dodge City (57)	Col.		3-29-47	±			±	+			3+ 2−
816	West to Glory (61)	PRC		5- 3-47	±		±	±				3+ 3−
	Whispering City (..)	E-L					ǂ					2+
751	White Tie and Tails (74)	U-I		9-14-46	±	±			+	+	±	5+ 3−
771	Wicked Lady, The (98)	U-I		12-14-46	+	±		±	∓	+	+	6+ 3−
762	Wife Wanted (73)	Mono.		11- 2-46	∓	±		±	±			4+ 4−
743	Wild Beauty (61)	U-I		8-17-46	∓	∓			∓	+	±	5+ 4−
785	Wild Country (57)	PRC		2- 1-47	±		∓	∓	∓			4+ 4−
769	Wild West (73)	PRC		12- 7-46	±		+	±	∓	±		5+ 4−
820	Woman on the Beach, The (71)	RKO		5-17-47	−	±	+	+	−			3+ 3−
	Y											
810	Yankee Fakir (71)	Rep.		4-12-47	+	∓	±	±	+			5+ 3−
770	Yearling, The (135)	MGM		12- 7-46	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
802	Years Between, The (88)	U-I		3-15-47	±	±		±	±	+	ǂ	7+ 4−

SHORTS CHART

Short subjects, listed by Company, in order of release. Running time follows title. First date is National release, second the date of review in BOXOFFICE. Symbol between dates is rating from the BOXOFFICE review: ‡ Very Good, + Good, ± Fair, ∓ Mediocre, − Poor, = Very Poor. ◎ Indicates color photography.

Columbia

Prod. No. Title Rel. Date Rating Rev'd.

ALL-STAR COMEDIES

8421 Pardon My Terror (Schilling, Lane) (16½) 9-12 + 4-19
8431 Society Mugs (Howard) (16) ..... 9-19 ± 4-19
8433 Slappily Married (J. De Rita) (16½) .....11- 7 ± 4-19
8423 Reno-Vated (V. Vague) (18½) .....11-21 ± 1- 4
8434 Moron Than Off (S. Holloway) (17) .....11-28 + 2- 8
8403 Three Little Pirates (Stooges) (18) .....12- 5 + 1-25
8435 Andy Plays Hookey (Andy Clyde) (18) .....12-19 ± 2-15
8404 Half Wits' Holiday (Three Stooges) (17½) 1- 9 ....
8436 Meet Mr. Mischief (H. Von Zell) (17½).. 1-23 ± 4- 5
8424 Hot Heir (H. Herbert) (16½) ..... 2-13 ± 3-22
8437 Scooper Dooper (S. Holloway) (18) ..... 2-27 ....
8405 Fright Night (Stooges) (17) ..... 3- 6 ....
8438 The Good Bad Egg (J. DeRita) (17)..... 3-20 ....
8439 Bride and Gloom (S. Howard) (16) ..... 3-27 ....
8440 Two Jills and a Jack (A. Clyde) (18) .... 4-17 ....
8406 Out West (Stooges) (17½) ..... 4-24 + 4-12
8425 Cupid Goes Nuts (16).. 5- 1 ....
8426 Nervous Shakedown (15½) 5- 8 ....

COLOR PHANTASIES

8701 Fowl Brawl (6)..... 1- 9 + 3-29
8702 Uncultured Vulture (6).. 2- 6 ± 5- 3
8703 Wacky Quacky (6)..... 3-20 ....
8704 Leave Us Chase It (6½) 4-24 ....
8705 Tooth or Consequences (..) ..... 6- 5 ....

COLOR RHAPSODIES
(Technicolor)

8501 Loco Lobo (6)..... 1- 9 + 4-19
8502 Cockatoos for Two (6)...2-13 + 5- 3
8503 Big House Blues (7)..... 3- 6 ....
8504 Mother Huba-Huba-Hubbard (6) ..... 5-29 ....

COMMUNITY SING

8652 No. 2 It's a Pity to Say Goodnight (Baker) (10½)..10-10 + 11-16
8653 No. 3 Surrender (Leibert) (9½) .....11-14 + 4-19
8654 No. 4 Pretending (Baker) (10) .....12-19 + 4-19
8655 No. 5 Rumors Are Flying (Leibert) (9½) ..... 1-23 ± 5-10
8656 No. 6 Ole Buttermilk Sky (Baker) (10) ..... 2-27 ....
8657 No. 7 The Coffee Song (Leibert) (9) ..... 3-13 ....
8658 No. 8 I'll Close My Eyes (Baker) (10) ..... 4-17 ....
8659 No. 9 Mr. Leibert at the Organ (10) ..... 5-22 ....

SCREEN SNAPSHOTS

8852 No. 2 Looking Down on Hollywood (10) .....10- 3 + 11-30
8853 No. 3 Rodeo (10) .....11- 7 ‡ 5-10
8854 No. 4 Skolsky Party (10) .....12-26 ± 4-19
8855 No. 5 Movie Columnists (9) ..... 1-23 ± 5-17
8856 No. 6 Behind the Mike (9) 2- 6 ± 5-17
8857 No. 7 Holiday in Las Vegas (10) ..... 3-13 + 4-19
8858 No. 8 My Pal Ringeye (10) ..... 4-10 ....
8859 No. 9 Famous Hollywood Mothers (10) ..... 5- 1 ....
8860 So This Is 'Ollywood (..) ..... 6-12 ....

SPORT REELS

8802 Ten Pin Magic (10)....10-24 + 4-19
8803 Hi Li (9½) .....11-21 + 4-19
8804 Best in Show Dogs (10)..12-12 + 5-10
8805 Polo (10) ..... 1-30 ‡ 5-17
8806 Cue Tricks (9)..... 2-20 ....
8807 Tennis Wizards (9)..... 3-20 ....
8808 Goofy Golf (..) ..... 4-24 ....
8809 Grappling Groaners (9).. 5-29 ....

THRILLS OF MUSIC

8952 Machito & Orch. (10½) 10-17 ± 12-14
8953 Les Elgart & Orch. (10)..11-28 + 4-19
8954 Ray McKinley & Orch. (9½) .....11-28 + 1-11
8955 Shorty Sherock & Orch. (8½) ..... 1-23 ± 5- 3
8956 Buddy Morrow & Orch. (9½) ..... 2-27 ....
8957 George Towne & Orch. (10) 3-27 ....
8958 Ray Anthony & Orch. (10) 5-22 ....

SERIALS

8120 Son of the Guardsman....10-24 ± 10-19
15 Chapters
8140 Jack Armstrong ..... 2- 6 ‡ 2- 8
15 Chapters
8160 The Vigilante ..... 5-22 ....
15 Chapters

Metro-Goldwyn-Mayer

Prod. No. Title Rel. Date Rating Rev'd.

FITZPATRICK TRAVELTALKS
(Technicolor)

T-713 Land of Mayas (9)... 1-26 ....
T-714 Glimpses of Guatemala (8) ..... 2- 9 + 2-16
T-715 Visiting Vera Cruz (10) 3-16 ‡ 2- 9
T-716 The Mission Trail (10).. 4-13 ....
T-717 Looking at London (10). 6- 1 + 6- 1
T-718 Over the Seas to Belfast (9) ..... 8-31 ....
T-811 Glimpses of California (9) .....10-26 + 4-19
T-812 Calling on Costa Rica (10) ..... 3-15 + 3-29
T-813 Around the World in California (9) ..... 5-17 ....

MINIATURES

M-783 Musical Masterpieces (10) ..... 4-20 ‡ 4- 6
M-784 Bikini—The Atom Island (10) ..... 6-15 + 6-15

NEWS OF THE DAY
(Released Twice Weekly)

SPECIALS

A-702 Purity Squad (20)....11- 3 ‡ 10- 3
A-703 Traffic With the Devil (17) ..... 8-31 ‡ 9-14
A-801 Luckiest Guy in the World (21) ..... 1-25 ± 2- 1

TECHNICOLOR CARTOONS

W-734 Lonesome Lenny (8)... 3- 9 + 4- 6
W-737 The Hick Chick (7).... 6-15 ....
W-739 Northwest Hounded Police (8) ..... 8- 3 ....
W-831 Henpecked Hoboes (7)..10-26 ‡ 4-19
W-834 Hound Hunters (7).... 4-12 ‡ 5-10

TOM & JERRY CARTOONS
(Technicolor)

W-735 Springtime for Thomas (9) ..... 3-30 + 4-13
W-736 The Milky Waif (7).... 5-18 + 7- 1
W-738 Trap Happy (7)..... 6-29 ....
W-740 Solid Serenade (8).... 8-31 ....
W-832 Cat Fishin' (8)..... 2-22 ‡ 4-19
W-833 Part Time Pal (8).... 3-15 ‡ 5- 3
W-835 Cat Concerto (7)..... 4-26 ‡ 5-10

PASSING PARADE

K-775 Magic on a Stick (10).. 1- 9 ‡ 2-16
K-776 Our Old Car (10)..... 5-11 ‡ 4- 6
K-871 A Really Important Person (10) ..... 1-11 ± 3-15

PETE SMITH SPECIALTIES

S-757 Fala at Hyde Park (9).. 1-19 ‡ 1-26
S-758 Studio Visit (10)..... 5-11 + 7- 1
S-759 Equestrian Quiz (10).. 5-18 ‡ 7- 1
S-760 Treasures From Trash (10) ..... 6- 8 ± 6- 1
S-851 Football Thrills No. 9 (9) ..... 9- 7 ....
S-852 Sure Cures (9).....11- 2 ....
S-853 I Love My [illegible] But (9) .....12- 7 ....
S-854 [illegible] (10)....12-28 ‡ 1-25
S-855 Athletiquiz (9) ..... 1-11 + 4-19
S-856 Diamond Demon (9).... 2- 1 ± 2-22
S-857 Early Sports Quiz (9)... 3- 1 ‡ 4- 5
S-858 I Love My Wife But (9) 4-15 ‡ 4-12
S-859 Neighbor Pests (9).... 5- 3 ± 4-26

Paramount

Prod. No. Title Rel. Date Rating Rev'd.

GEORGE PAL PUPPETOONS
(Technicolor)

U5-4 Together in the Weather (7) ..... 5-24 ‡ 6- 8
U5-5 Jasper's Derby (8)..... 9-20 ‡ 5-18
U5-6 John Henry and the Inky Poo (7) ..... 9- 6 ....
U5-7 Jasper in a Jam (7)....10-18 ‡ 12-14
U5-8 Shoe Shine Jasper (7)... 2-28 + 2-15
U6-1 Wilbur the Lion (10).... 4-18 + 5-17
U6-2 Tubby the Tuba (10).... 7-11 ....

GRANTLAND RICE SPORTLIGHTS

R5- 8 Riding the Hickories (9) 5-17 + 7- 1
R5- 9 Birds Make Sport (9).. 6-21 + 6-29
R5-10 Feminine Class (10)... 7-19 + 7-20
R6- 1 Race Horses Are Born (9) ..... 10- 4 ± 10- 5
R6- 2 Dive Hi Champs (10)..10-11 ‡ 12-14
R6- 3 Queens of the Court (10) 11-15 + 1-18
R6- 4 Like Father, Like Son (10) .....12-13 ‡ 5-17
R6- 5 Jumping Jacks (9½)... 1-10 ....
R6- 6 Selling the Sun (10).... 1-31 ....
R6- 7 Under White Sails (9).. 2-28 ‡ 5-17
R6- 8 Iced Lightning (10).... 4-18 ....
R6- 9 Making the Varsity (10). 6-13 ....
R6-10 Running the Hounds (10) 7-18 ....

LITTLE LULU
(Technicolor)

D5-3 Bored of Education (7).. 7-26 ± 5-18
D5-4 Chick and Double Chick (6) ..... 8-16 ± 7-27
D5-5 Musica-Lulu (7) ..... 1-24 ‡ 2- 1
D5-6 Scout With the Gout (7) 3- 7 ± 3-15
D6-1 Loose in the Caboose (8) 5-23 ‡ 5-10
D6-2 Cad and Caddie (7).... 7-18 ....

MUSICAL PARADES
(Technicolor)

FF5-3 College Queen (19).... 5-17 ± 5-25
FF5-4 Tale of Two Cafes (18) 7- 5 + 7- 1
FF5-5 Double Rhythm (20)... 8-23 + 7-20
FF5-6 Golden Slippers (17)..12-13 ± 12-13
FF6-1 Sweet and Low (19).... 3-28 ± 4- 5
FF6-2 Champagne for Two (20) 6-13 ....

NOVELTOON
(Technicolor)

P5-2 Cheese Burglar (7)..... 5-17 + 4-13
P5-3 Old MacDonald Had a Farm (7) ..... 6- 7 + 5-18
P5-4 Sheep Shape (7)..... 6-28 ‡ 7- 1
P5-5 Goal Rush (6)..... 9-27 ....
P5-6 Sudden Fried Chicken (7) 10-18 + 12-28
P6-1 Spree for All (7).....10-18 + 10-26
P6-2 Stupidstitious Cat (7).. 4-25 ± 5-10
P6-3 The Enchanted Square (10) ..... 5- 9 ‡ 5- 3
P6-4 Madhattan Island (..).. 6-27 ....

PACEMAKERS

K6-1 Brooklyn, I Love You (10) .....10- 4 ‡ 11- 2
K6-2 Love in Tune (9½)....10-25 ‡ 11- 9
K6-3 Radio, Take It Away (11) 1-31 ‡ 4-19
K6-4 Try and Catch Me (9)... 2-14 + 5-10
K6-5 Brains Can Be Beautiful (9) ..... 5-30 ....

PARAMOUNT NEWS
(Released Twice Weekly)

POPEYE CARTOONS
(Technicolor)

E5-3 Klondike Casanova (8)... 5-31 + 5-25
E5-4 Peep in the Deep (7)... 6- 7 ‡ 7- 1
E5-5 Rocket to Mars (6)..... 8- 9 + 6-29
E5-6 Rodeo Romeo (6)..... 8-16 + 7-20
E5-7 The Fistic Mystic (6).. 2- 7 ‡ 11-30
E5-8 The Island Fling (7)... 3-14 ‡ 12-21
E6-1 Abusement Park (7)..... 4-25 ‡ 5- 3
E6-2 I'll Be Ski-ing Ya (8)... 6-13 ....

POPULAR SCIENCE
(Color)

J5-5 No. 5 (10)..... 6-21 + 6-29
J5-6 No. 6 (10..... 8-16 ....
J6-1 No. 1 (11).....11- 1 ‡ 12- 7
J6-2 The Sponge Divers (11).. 1-17 ± 4-19
J6-3 Air-Borne Pastures (11).. 2-28 ± 5-17
J6-4 Marine Miracles (10).... 4- 4 ....
J6-5 Moon Rockets (10)..... 6- 6 ....

SPEAKING OF ANIMALS

Y5-5 The Lonesome Stranger (10) ..... 6-14 + 6-29
Y5-6 Be Kind to Animals (10) 8-30 ....
Y6-1 Stork Crazy (10).....10-18 ± 1- 4
Y6-2 Pooch Parade (10).....12-27 + 3-22
Y6-3 In Country Life (9).... 2-21 + 4-19
Y6-4 They're Not So Dumb (8) 3-28 + 5- 3
Y6-5 In Love (10)..... 5-30 ....

TWO-REEL SPECIAL

T5-2 Don't Be a Sucker (18).. 7- 4 ‡ 5-11
37 Two Decades of History (22½) ..... 1- 4 ....

UNUSUAL OCCUPATIONS
(Color)

L5-4 No. 4 (10)..... 5-24 + 4-13
L5-5 No. 5 (10)..... 7-12 + 6-29
L5-6 No. 6 (10)..... 8-30 ....
L6-1 No. 1 (10).....12-13 ‡ 11-23
L6-2 Swedish Glass Makers (10) 2-14 ....
L6-3 G.I. Hobbies (11)..... 3-14 + 3-29
L6-4 The Stunt Girl (10).... 5- 2 ....

RKO Radio

Prod. No. Title Rel. Date Rating Rev'd.

DISNEY CARTOONS
(Technicolor)

64,106 Squatter's Rights (7).. 6- 7 + 6-15
64,107 Donald's Double Trouble (7) ..... 6-28 ‡ 7- 6
64,108 The Purloined Pup (7). 7-19 + 8-17
64,109 Wet Paint (7)..... 8- 9 + 9-17
64,110 Dumb Bell of the Yukon (7) ..... 8-30 + 5-25
64,111 Lighthouse Keeping (7) 9-20 + 1-25
64,112 Bath Day (7).....10-11 ....
64,113 Frank Duck Brings 'Em Back Alive (7).....11- 1 ± 7-27
64,114 Double Dribble (7)....11-29 ± 11-23
64,115 Pluto's Housewarming (7) .....12-20 + 2-15
64,116 Rescue Dog (7)..... 3-21 ‡ 4-19
64,117 Straight Shooters (6).. 4-18 + 5-17
64,118 Sleepy Time Donald (7) 5- 9 ± 4-19
74,101 Figaro and Frankie (7) 5-30 ....
74,102 Clown of the Jungle (7) 6-20 ± 5-10

EDGAR KENNEDY COMEDIES

63,404 Wall Street Blues (17) 7-12 ± 7-27
63,405 Motor Maniacs (18).. 7-20 ± 9-17
63,406 Noisy Neighbors (18).. 9-20 + 10-12
73,401 I'll Build It Myself (15) .....10-18 + 10-12
73,402 Do Or Diet (18)..... 2-10 ± 4- 5
73,403 Social Terrors (18).... 4-11 ....

RAY WHITLEY WESTERN MUSICALS

73,501 Bar Buckaroos (16).... 9- 6 ± 11- 9
73,502 Cupid Rides the Range (18) .....10-11 ....
73,503 Bandits and Ballads (17) .....11-15 ± 11-16
73,504 Buckaroo Broadcast (18) .....12-20 + 1- 4

SPECIAL

73,901 Football Highlights of 1946 (18) .....12-10 + 12-21

FLICKER FLASHBACKS

74,201 No. 1 (9)..... 9-13 ....
74,202 No. 2 (9).....10-25 ....
74,203 No. 3 (8).....12- 6 ....
74,204 No. 4 (10) ..... 1-17 ± 4-19
74,205 No. 5 (8) ..... 2-28 ± 4-19
74,206 No. 6 (9)..... 4-11 ± 5-10

HEADLINER REVIVALS

53,201 Songs of the Colleges (15) ..... 9- 8 ....
63,201 The Derby Decade (22) 9-21 ....
63,202 Russian Dressing (18)..11-23 ∓ 12-29
63,203 Twenty Girls and a Band (18) ..... 1-18 + 2- 2
63,204 Sea Melody (19)..... 3-15 ∓ 4-13
63,205 Follow That Music (18) 1-31 ± 2- 8

LEON ERROL COMEDIES

63,705 I'll Take Milk (18).... 7-19 + 7-27
63,706 Follow That Blonde (18) 9-27 ± 9-28
73,701 Borrowed Blonde (15).. 3- 7 − 3-22
73,702 Wife Tames Wolf (17)..3-28 ± 4-12

MUSICAL FEATURETTES

73,201 Melody Time (18)....11-29 + 12-28
73,202 Follow That Music (18) 1-31 ....

PATHE NEWS
(Released Twice Weekly)

PATHE SPORTSCOPE

64,310 Aqua Queens (8)..... 5-17 + 6-15
64,311 Ben Hogan (8)..... 6-14 + 7- 6
64,312 Palmetto Quail (8).... 7-12 + 8-24
64,313 Steeplechasers (8) .... 7-31 ± 12- 7
74,301 Skating Lady (8)..... 8-30 ‡ 10-26
74,302 Hail Notre Dame (8) 10-18 ± 12-28
74,303 Bowling Fever (9)....11-22 ± 11-30
74,304 Kentucky Basketeers (8) 1-13 ‡ 1-11
74,305 College Climbers (8).. 1-10 ± 4-19
74,306 Ski Champion (8)..... 1-10 ‡ 5-10
74,307 Ice Skippers (8)..... 3- 7 + 5-17
74,308 Wild Turkey (8)..... 4- 4 ....
74,309 Racing Sleuth (8) .... 5- 9 ....

THIS IS AMERICA

63,108 Panama (16) ..... 5-31 ± 6-15
63,109 Port of New York (16) 6-28 ‡ 7- 6
63,110 Courtship to Courthouse (16) + 8-17
63,111 Highway Mania (17).. 8-23 ‡ 9-17
63,112 White House (17).... 9-20 + 10- 5
63,113 Northern Rampart (17) 10-17 ‡ 11- 2
73,101 Beauty for Sale (17)..11-22 + 11-16
73,102 Germany Today (16)...12-13 ‡ 12-21
73,103 A Nation Is Born (17) 1-17 ‡ 2- 1
73,104 Campus Boom (16).... 2- 7 ‡ 3- 8
73,105 San Francisco (16).. 3- 7 ‡ 3-15
73,106 Forgotten Island (18). 4- 4 ‡ 4-26
73,107 Big Party (18)..... 5- 2 + 5-17

20th Century-Fox

Prod. No.	Title	Rel. Date	Rating	Rev'd.
DRIBBLE PUSS PARADE				
6902	Muscle Maulers (8)	5-31		....
7901	Monkey-Tone News (9)	1-17		....
7951	Fisherman's Nightmare (8)	5- 2	+	2-22
SPORTS				
7301	Football Fanfare (9)	8-23	+	9-14
7351	Winter Holiday (8)	9-27		....
7352	Summer Trails (8)	11- 8	±	5-10
7353	Playtime's Journey (8)	12-13	±	5-17
7302	Style of the Stars (10)	2- 7		....
7303	Tanbark Champions (8)	5-23		....
MOVIETONE NEWS (Released Twice Weekly)				
MARCH OF TIME				
	Vol. 12, No. 9 Wanted—More Homes! (20)	4-19	++	4-20
	Vol. 12, No. 10 Tomorrow's Mexico (20)	5-17	++	5-18
	Vol. 12, No. 11 Problem Drinkers (19)	6-14	++	6-15
	Vol. 12, No. 12 The New France (19)	7-12	++	7-20
	Vol. 12, No. 13 Atomic Power (19)	8- 9	+	8-10
	Vol. 13, No. 1 Is Everybody Happy? (17½)	9- 6		....
	Vol. 13, No. 2 World Food Problem (17)	10- 4	+	10-12
	Vol. 13, No. 3 The Soviet's Neighbor (17¾)	11- 1	+	11- 2
	Vol. 13, No. 4 The American Cop (18)	11-29	++	11-30
	Vol. 13, No. 5 Nobody's Children (17)	12-27	++	12-28
	Vol. 13, No. 6 Germany—Handle With Care (19)	1-24	+	1-25
	Vol. 13, No. 7 Fashion Means Business (18)	2-21	++	2-22
	Vol. 13, No. 8 The Teachers' Crisis (16½)	3-21	++	3-22
	Vol. 13, No. 9 Storm Over Britain (18)	4-18	++	4-19
MOVIETONE ADVENTURES (Color)				
6259	Cradle of Liberty (8)	6-21		....
6260	Across the Great Divide (8)	7- 5		....
7251	Sons of Courage (8)	8- 2	+	10- 5
7252	Jamaica (8)	9-13		....
7253	Historic Capetown (8)	10-18		....
7254	Girl and Gags (8)	11-22	±	4-12
7201	Fantasy of Siam (8)	1- 3	+	1-18
7202	Royalty of the Range (9)	3- 7	+	4-19
7255	The Cape of Good Hope (8)	4-11	+	4-19
7256	Zululand (8)	6- 6	±	4-26
7257	Gardens of the Sea (..)	6-13		....
7258	Romance of the Fjords (..)	6-27		....
7203	Harvest of the Sea (9)	7- 4	+	5- 3
TERRY-TOONS (Technicolor)				
6515	Mighty Mouse in Throwing the Bull (7)	5- 3	+	5- 4
6516	Mighty Mouse in the Trojan Horse (7)	7-26	+	6- 8
6517	Dinky Finds a Home (7)	6- 7	±	7-20
6518	Mighty Mouse in the Johnstown Flood (7)	6-28	+	6- 8
6519	Gandy Goose in Peacetime Football (7)	7-19	++	6- 8
6520	Gandy Goose in the Golden Hen (7)	5-24	±	4-27
7501	Mighty Mouse in Winning the West (7)	8-16	+	10-19
7502	The Tortoise Wins Again (7)	8-30		....
7503	Mighty Mouse in the Electronic Mouse Trap (7)	9- 6		....
7504	Mighty Mouse in the Jail Break (7)	9-20	+	9-21
7505	The Snow Man (7)	10-11		....
7506	The Housing Problem (7)	10-25		....
7507	Mighty Mouse in the Crackpot King (7)	11-15		....
7508	Talking Magpies in the Uninvited Pests (7)	11-29	+	2-15
7509	Mighty Mouse and the Hep Cat (7)	12- 6		....
7510	Beanstalk Jack (7)	12-20	±	5-10
7511	Mighty Mouse in Crying Wolf (7)	1-10		....
7512	The Talking Magpies in McDougal's Rest Farm (7)	1-31	++	4-19
7513	Mighty Mouse in Dead End Cats (7)	2-14		....
7514	The Talking Magpies in Happy Go Lucky (7)	2-28	±	5-10
7515	Gandy Goose in Mexican Baseball (7)	3-14		....
7516	Mighty Mouse in Aladdin's Lamp (7)	3-28		....
7517	The Talking Magpies in Cat Trouble (7)	4-11		....
7518	Mighty Mouse in Sky Is Falling (7)	4-25		....
7519	Talking Magpies in the Intruder (7)	5- 9		....
7520	Mighty Mouse Meets Deadeye Dick (7)	5-30		....

Universal-International

Prod. No.	Title	Rel. Date	Rating	Rev'd.
ANSWER MAN SERIES				
2391	Answer Man No. 1 (10)	10-21	+	9-21
2392	No. 2 Nature's Atom Bomb (10)	12-30	+	1- 4
2393	No. 3 The Jungle Gangster (9)	3- 3	±	4-19
2394	No. 4 Red Fury (8)	3-24	±	5- 3
JUVENILE JURY SERIES				
2361	No. 1 (11)	12-16	+	2- 8
2362	No. 2 (10)	3-31	+	4-19
LANTZ CARTUNES (Technicolor)				
2321	Fair Weather Fiends (7)	11-18	++	1-25
2322	Wacky Weed (7)	12-16	+	2-15
2323	Musical Moments (7)	2-24	++	5- 3
2324	Smoked Hams (7)	4-28	±	5-10
2325	Coo-Coo Bird (7)	6- 9	±	5-17
2326	Overture to William Tell (7)	6-16		....
NAME BAND MUSICALS				
1308	Takin' the Breaks (15) Russ Morgan & Orch.	5-22	+	7- 1
1309	Banquet of Melody (15) Matty Malneck & Orch.	5-29	+	4-27
1310	Swingin' Down the Scale (15) Alvino Rey & Orch.	6-26	+	7- 1
1311	Breakin' It Down (15) Del Courtney & Orch.	8-28	+	8-17
2301	Frontier Frolic (15) Bob Wills & Orch.	10- 9	+	1- 4
2302	Champagne Music (15) Lawrence Welk & Orch.	11-20	++	1-18
2303	Tumbleweed Tempos (16) Spade Cooley & Orch.	12- 4	±	2- 1
2304	Moonlight Melodies (15) Frankie Carle & Orch.	12-18	+	1-11
2305	Tex Beneke and the Glenn Miller Orch. (15)	3-26	++	4-19
2306	Melody Maestro (15)	4- 2		....
2307	Tommy Tucker & Orch. (15)	4- 9		....
2308	Charlie Barnet & Orch. (15)	4-16		....
2309	Charlie Spivak & Orch. (15)	5-14	++	5-17
2310	Jitterumba (15)	6-25		....
PERSON-ODDITIES (Now Classified as VARIETY VIEWS)				
SING AND BE HAPPY SERIES				
2381	Bit of Blarney (10)	9-30	+	10-26
2382	The Singing Barbers (9)	2-17	+	2-22
2383	Let's Sing a College Song (10)	4-14		....
2384	Let's Sing a Western Song (10)	5-19	+	5-17
SPECIAL FEATURETTES (2 REELS)				
1201	Tiny Terrors of the Timberlands (20)	6-26	++	4- 6
UNIVERSAL NEWS (Released Twice Weekly)				
VARIETY VIEWS				
1349	Dog of the Seven Seas (9)	6-17	+	7- 6
1350	Magic Mineral (9)	7- 1	+	6- 1
1351	Mr. Chimp at Home (9)	8-12	±	7- 6
1352	Operation Holiday (9)	8-26	++	10- 5
1353	Mr. Chimp to the Rescue (9)	8-26	±	11- 9
1354	Mr. Chimp on Vacation (10)	8-26	±	9-28
2341	Bear Facts (9)	2-24	+	4-19
2342	Pelican Pranks (9)	2-24	±	4-26
2343	Wild West Chimp (9)	3-17	±	5- 3
2344	Rhumba Holiday (9)	4-21	+	5-10
(Formerly PERSON-ODDITIES)				
1369	Scientifically Stung (9)	6-10	+	7- 1
1370	Lone Star Padre (9)	6-17		....
1371	Artist's Antics (9)	6-24	+	7- 6
1372	Picture Pioneer (9)	7- 1	+	7- 6
1373	Hobo Hound (9)	8-19	+	9-28
1374	Sampson Junior (9)	8-19	±	10-19
1375	Rural Rhapsody (9)	8-26	±	10-26
SERIALS				
1781-1793	The Scarlet Horseman 13 Chapters	1-22	++	2-16
1881-1893	Lost City of the Jungle 13 Chapters	4-23	±	4-27
2581-2593	Mysterious Mr. M... 13 Chapters	7-23	+	8-10

Warner Bros.

Prod. No.	Title	Rel. Date	Rating	Rev'd.
BLUE RIBBON HIT PARADE (Technicolor)				
2312	Robin Hood Makes Good (7)	7- 6	+	8- 3
2313	Little Red Walking Hood (7)	8-17	±	9-14
3301	Fox Pop (7)	9-28	++	10- 5
3302	Wacky Worm (7)	10-12	+	11- 9
3303	You're an Education (7)	10-26	+	11-16
3304	Have You Got Any Castles (7)	2- 1	++	5- 3
3305	Pigs Is Pigs (7)	2-22	+	4-19
3306	Cat's Tale (7)	3-29	+	5-10
3307	Goofy Groceries (7)	4-19	+	5-17
3308	Doggone Modern (7)	6-14		....
BUGS BUNNY SPECIALS (Technicolor)				
2722	Acrobatty Bunny (7)	6-29	+	6-22
2723	Racketeer Rabbit (7)	9-14	++	9-21
2724	Big Snooze (7)	10- 5	+	12-28
2725	Rhapsody Rabbit (7)	11- 9	++	1- 4
2726	Hare Grows in Manhattan (7)	3-22		....
3719	Easter Yeggs (7)	6-28		....
FEATURETTES				
3101	Okay for Sound (20)	9- 7	++	7-20
3102	Minstrel Days (20)	11-30	++	11-23
3103	Alice in Movieland (20)	12-21		....
3104	Dog in the Orchard (20)	1-11	++	3-29
3105	Keystone Hotel (20)	2- 8	++	4-12
3106	Remember When (20)	4- 5	+	5- 3
JOE McDOAKES COMEDIES				
3401	So You Want to Keep Your Hair (10)	12- 7	±	11-30
3402	So You Want to Play the Horses (10)	10- 5	++	10-26
3403	So You Think You're a Nervous Wreck (10)	12-28	±	4- 5
3404	So You're Going to Be a Father (10)	5-10		....
3405	So You Want to Be in Pictures (10)	6- 7		....
MELODY MASTERS				
2609	Musical Memories (10)	7- 6		....
2610	Enric Madriguera & Orch. (10)	8-10	±	8-24
3601	Desi Arnaz & Band (10)	10-12		....
3602	Melody of Youth (10)	12-14	++	4-19
3603	Big Time Revue (10)	1-25	+	3- 8
3604	Stan Kenton & Orch. (10)	2-22	±	4-19
3605	Vaudeville Revue (10)	4-12	±	5- 3
MERRIE MELODIES (Technicolor)				
2703	Eager Beaver (7)	7-13	±	8- 3
2704	Great Piggy Bank Robbery (7)	7-20	+	8-10
2705	Bacall to Arms (7)	8- 3	±	8-24
2706	Of Thee I Sting (7)	8-17	+	8-31
2707	Walky Talky Hawky (7)	8-31	++	9-14
2708	Fair and Wormer (7)	9-28		....
2709	Mousmerized Cat (7)	10-19	++	12-21
2710	Mouse Menace (7)	11- 2	±	12-14
2711	Roughly Squeaking (7)	11-23	±	4-19
2712	One Meat Brawl (7)	1-18	±	5-10
2713	Goofy Gophers (7)	1-25	++	5-10
2714	Gay Anties (7)	2-15	±	4-19
2715	Scent-imental Over You (7)	3- 8	+	5-17
2716	Birth of a Notion (7)	4-12		....
2717	Tweetie Pie (7)	5- 3		....
2718	Rabbit Transit (7)	5-10		....
2719	Hobo Lobo (7)	5-17		....
SPECIALS (Technicolor)				
2007	Down Singapore Way (20)	7-20	±	8- 3
2806	Adventures in South America (10)	8-10	±	8-31
2008	Men of Tomorrow (20)	8-24	++	7- 6
TWO-REEL SPECIALS (Technicolor)				
3001	Cinderella's Feller (20)	9-21	±	9-21
3002	The Last Bomb (20)	11- 2	±	9-21
3003	A Boy and His Dog (20)	4-26	++	4-26
3004	Saddle Up (20)	3- 1	+	5- 3
3005	Song of a Nation (20)	5-31		....
SPORTS PARADE				
2511	Beach Days (10)	7-13		....
2512	Ranch in White (10)	8- 3	±	8-31
2513	Dominion of Sports (10)	8-31	±	8-31
3501	King of the Everglades (10)	9-14	±	9-28
3502	Lazy Hunter (10)	10-26	±	12- 7
3503	Battle of Champs (10)	1-18	±	5- 3
3504	American Sports Album (10)	3- 8	+	3-22
3505	Let's Go Swimming (10)	1- 4	±	4-19
3506	Arrow Magic (10)	3-22	±	5-10
3507	Harness Racing (10)	5- 3	+	5-17
3508	Flying Sportsmen in Jamaica (10)	5-24		....
3509	A Day at Hollywood Park (10)	6- 7		....
3510	Tennis Town (10)	6-21		....
TECHNICOLOR ADVENTURES				
3801	Star Spangled City (10)	10-19	++	11- 2
3802	Rubber River (10)	11-16	±	12-14
3803	Kingdom of the Wild (10)	3-15	+	4-19
3804	Circus Horse (10)	6-28		....

Miscellaneous

Republic

SERIALS

584	The Crimson Ghost 12 Chapters	10-26		....
691	Son of Zorro 13 Chapters	1-18		....
692	Jungle Girl (rerelease) 15 Chapters	4-19		....
	Jesse James Rides Again... 13 Chapters	3-21		....
	The Black Widow 13 Chapters	6-10		....
	G-Men Never Forget 13 Chapters			....

United Artists

DAFFY DITTIES

...◎	The Lady Said No (8)	4-26	++	4-27
...◎	Choo Choo Amigo (8)	7- 5	++	7-20
...◎	Pepito's Serenade (10)	8-16	++	9-14

LOEW MUSICOLOR

...◎	Toccata and Fugue (10)	10-15	++	10-19

THE WORLD TODAY

...	Wonder Eye (10)	516	++	5-17

IN THE NEWSREELS

Movietone News, No. 74: UN committee hears Jews and Arabs on Palestine problem; film reports from Japan—democratic elections, fire in heart of Tokyo; visitors from abroad—J. Arthur Rank, Egypt's queen mother; photographic show picks model girl for pictures; mama cat runs into a peck of trouble over her kittens; sports—the Preakness.

News of the Day, No. 272: UN hears pleas for Palestine; Communists in Japan defeated as nation elects—parliament; Egypt's queen mother arrives in Boston; Chicago's champion Mom; Buchenwald avenged; Preakness turf classic; crackup champs.

Paramount News, No. 75: Presenting death dodgers with a new twist; veteran finds new way of panning gold; UN hears both sides on Palestine; Nazi loot—U.S. army takes inventory; Tokyo—30 buildings leveled in downtown blaze; Preakness.

Pathe News, No. 77: Japanese at polls; British film mogul in N. Y.; Jews and Arabs on Palestine; fire sweeps Tokyo main street; Preakness.

Universal News, No. 38: Forty thousand fans see Faultless win Preakness at Pimlico; J. Arthur Rank, British film leader visits U.S.; colorful ceremony of Swiss guards at Vatican city; blessing of animals at Barcelona; Tokyo shopping district gutted by fire; mother honored by her 18 children; death dodgers stunt woman badly hurt during dynamite explosion stunt.

●

Movietone News, No. 75: Churchill awarded France's highest military medal; England gives royal family tremendous welcome; navy pictures just released of Byrd at South Pole; sports.

News of the Day, No. 273: With Admiral Byrd in the Antarctic; millions in Britain hail royal family ending tour; Winston Churchill gets French military honors; sport carnival in Africa thrills French president.

Paramount News, No. 76: France honors Churchill; collapsible auto makes debut; people in the eyes of the world; Byrd expedition report from Antarctica; England's royal family welcomed home.

Pathe News, No. 78: Royal family returns; pageant portrays Christ's life; set up film advisory committee; Churchill honored by France; new film on Byrd expedition; 31 on trial for lynching; Australia rides to the hounds.

Universal News, No. 39: Royal family greeted on return from South Africa tour; highlights of the Byrd expedition to the South Pole; British film producer honored by film leaders; President Auriol witnesses natives taunting fierce hyenas; Churchill receives French medal in Paris; life of Christ re-enacted in Bruges, Belgium; new Polish envoy approved.

●

All American News, Vol. 5, No. 239: House of Promise at Indianapolis; GI songfest, Birmingham; National Institute of Science meets in Washington; big man-big steel, Pittsburgh; female and the fighter; honors from Liberia.

Famous Hollywood Mothers

Col **(Screen Snapshots)** **10 Mins.**

Good. Here is a bevy of Hollywood actresses shown with their children. The list is made up of Ginny Simms, Rosalind Russell, Eleanor Powell, Constance Moore, Judy Canova, Rosemary DeCamp, Bebe Daniels, Nancy Coleman, Georgia Carroll Kyser, Brenda Marshall, Gale Storm, Leslie Brooks, Lynn Roberts, Jeff Donnell, Eve Arden, Elyse Knox, and a grandmother, Irene Rich.

Goofy Golf

Col **(Sport Reels)** **9 Mins.**

Good. Nongolfers as well as golfers will get a laugh out of this amusing short. It features Joe Ezar, a trick-shot artist, who impersonates various types of golfers. There is the dub, the slugger, the player with lots of form and no results, and the drunk. In addition, Ezar performs golf miracles that will be the envy of any player who has ever tried a trick shot.

The Vigilante

Col **(Serial)** ——

Good. Surefire kid attraction based on the widely distributed Action Comics magazine character. The opening chapter is 30 minutes; the average length of the 14 subsequent chapters will be 23 minutes. The title role is handled by Ralph Byrd who doubles as a government agent and cowboy singing star. He operates against a modern western background. The chief "heavy" is Lyle Talbot, who poses as a respectable ranch owner. Feminine interest is provided by Ramsay Ames, an attractive rodeo rider. Columbia is pushing the serial via a full line of accessories and press book.

The Enchanted Square

Para **(Noveltoon)** **10 Mins.**

Excellent. Appealing Raggedy Ann returns in a charming tale of a poor little blind girl who finally sees the world around her. A heart-tugging song, "You Can See With Your Heart," is sung by Raggedy Ann. Saddened because she cannot see her mother's face, Billie, a blind girl, meets Raggedy Ann, who tells her to use her imagination to open her eyes. Both of them imagine a Technicolor world of ice cream, carnivals and beautiful flowers, and Billie sees her mother as a beautiful lady dressed in shimmering clothes. The picture has all the charm of a fairy tale.

Jumping Jacks

Para **(Grantland Rice Sportlight)** **10 Mins.**

Good. Stand-out athletes from the Lone Star state and a remarkable group of teen-age youngsters from Dallas put on a spectacular show doing all variations of flip flops and even double somersaults. Among those shown are Byron Nelson and Ben Hogan, golf champions, and Babe Didrickson, the greatest "all-around" woman athlete the world has ever known. Unusual photographic angles and the humorous comment make this an entertaining filler for average patrons as well as sports-lovers.

Marine Miracles

Para **(Popular Science)** **10 Mins.**

Interesting. Magnacolor scenes of scientific research under water are featured in this film. Scientists of the Institutum Divi Thomae are shown on board a floating laboratory in southern waters, where a diver stalks the deep sea creatures. Once the fish are brought on board they are carried to a laboratory where they are carefully studied by scientists. Some experiments have resulted in the development of a healing salve for humans. Other scenes deal with the latest gadgets to make milady beautiful.

Swedish Glassmakers

Para **(Unusual Occupations)** **10 Mins.**

Good. Glassmaking by highly skilled artisans living in the Swedish village of Orrefors on the Baltic sea is only a small portion of this interesting short photographed in Magnacolor. Quaint and artistic wood-carvings fashioned by an old westerner known only as "Andy" and some forerunners of our modern devices, recently disposed of by the U.S. patent office, are also shown and women patrons will enjoy the intimate glimpses of the elaborate hairdos worn by Nipponese women.

Donald's Dilemna

RKO **(Disney Cartoon)** **7 Mins.**

Very good. Walt Disney cleverly satirizes the current craze for psychiatry in this entertaining Donald Duck cartoon. Daisy Duck tells her psychiatrist how she and Donald were in love until a sudden blow on his head makes him believe he is the world's greatest singer. He ignores Daisy completely while autograph hounds besiege him. The psychiatrist tells her another blow will cause his transformation. Daisy does this and Donald's voice changes back to a duck's quack for a happy fadeout.

Wild Turkey

RKO **(Sportscope)** **8 Mins.**

Fair. Wild turkey hunting in the wooded hills along the Potomac River in Maryland is featured in this reel. Two expert game hunters of the Woodmont Rod and Gun Club of Hancock, Md., are shown stalking the wily woodland birds. It takes a sharp eye and steady trigger finger to bag these birds. The average wild turkey tips the scale at 25 pounds.

Gandy Goose in Mexican Baseball

20th-Fox **(Terrytoon)** **7 Mins.**

Hilarious. A clever take-off on the Anglo-Mexican baseball games, this reel should keep audiences in a constant state of laughter. Gandy Goose and his feline friend, Sourpuss, take on the Mexican League Bulls. As the band plays "Yankee Doodle," our friends continue scoring home runs until the bulls are snorting with anger. When the band switches to a fast conga beat, Gandy and Sourpuss join the Bulls in a conga line around the baseball diamond.

Mighty Mouse and the Hep Cat

20th-Fox **(Terrytoon)** **7 Mins.**

Fair. Unable to win by fair means, a cat poses as the Pied Piper and lures the mice away from their happy homes and into a cauldron over a fire. Other cats are sitting around the table ready for a feast when Mighty Mouse appears and rescues the mice. The cats attack him with a steam shovel, but he wins the fight.

Mighty Mouse in the Electronic Mousetrap

20th-Fox **(Terrytoon)** **7 Mins.**

Fair. A group of evil cats use modern science to develop an electronic mouse-catcher which draws the mice into the machine, and packs them into boxes. The machine has a snout like a dragon and a body like an army tank. Mighty Mouse rushes to the rescue and is caught by the machine, but he turns it on its owners and triumphs in the end.

The Talking Magpies in Cat Trouble

20th-Fox **(Terrytoon)** **7 Mins.**

Amusing. The talking magpies run into trouble when they attempt to save a young bird from a hungry cat. The baby bird excuses the scrapes he gets into with the comment that he is only "three-and-a-half years old." The cat rigs up several intricate devices to trap the bird and manages to scare off the magpies. When it looks as though the cat has cornered his quarry, the little bird gives him a thorough trouncing.

Tanbark Champions

20th-Fox **(Movietone Sports Review)** **8 Mins.**

Good. The finest horseflesh in the country is paraded across the arena at the American Royal Horse Show in Kansas City. The thoroughbreds are paced before critical judges, and the winning owner is presented with flower wreaths and cash prizes. Highlight of the reel is a riding exhibition by a three-year-old girl, who fearlessly mounts a prancing horse.

Charlie Barnet & His Orch.

U-I **(Name Band Musical)** **15 Mins.**

Good. Interesting photograph treatments and Barnet's popular orchestra should be well received. Igor and Tania, expert dance team, perform an exotic rumba. Sentimental ballads are sung by Rita Shore and Della Norell, singing wife of Andy Russell, crooner. Jeanne Blanche does a tap ballet to "I Believe in Miracles." In one sequence Miss Norell leads the audience in a community sing. The reel closes with Barnet and the orchestra playing "Murder at Peyton Hall."

Desi Arnaz & His Orch.

U-I **(Name Band Musical)** **15 Mins.**

Excellent. With dynamic Desi Arnaz carrying most of the proceedings, this reel turns out to be one of the best in the series. The band leader possesses remarkable singing, dancing and comedy talent. The reel is filmed in a night club setting, with Desi singing "El Cumbanchero" and "I'll Take the Rumba," aided by beautiful Dulcina, formerly vocalist with Xavier Cugat's orchestra. Highlight of the reel is the musical number, "Managua Nicaragua." The scene fades to a classroom, with Arnaz, in cap and gown, giving a musical geography lecture. A rumba by Dulcina and Arnaz is effective.

Birth of a Notion

WB **(Merrie Melodies)** **7 Mins.**

Good. Daffy Duck, who is becoming almost as popular with movie patrons as Donald Duck, has another of his fantastic adventures. Daffy decides to defy his normal instincts by not going south with the normal ducks, since he can be house guest in the warm home of a scientist. But the latter turns out to be Peter Lorre, who has a definite use for Daffy in his experiments. Daffy finally spouts jet-propelled wings and joins his feathered friends.

What's on Your Mind

(Canada Carries On)

Nat'l Film Board of Canada **10 Mins.**

Very good. Dramatic and factual presentation of the progress being made in the field of psychiatrics in Canada's major hospitals, this should provide interesting film fare. The picture touches on problems of modern living as they affect emotionally unstable individuals. Several amusing sequences deal with "quack" fortune tellers and advisers on matrimonial relationships. Closing scenes emphasize the importance of proper emotional development during childhood to insure mental stability in later life.

Perils of Pauline

F Comedy

Paramount (4615) **93 Minutes** **Rel. ————**

In the quantity and quality of nostalgia and comedy content the picture delivers, it appraises as excellent entertainment. Alone, those two ingredients are sufficient to guarantee great popularity and paralleling profits in all showings. As a second line of assurance, however, there are brilliant Technicolor photography, handsome production values and a characteristically vital and ingratiating performance by Betty Hutton. Slightly discounting those aforementioned assets, however, is the weak support given La Hutton and the fact that the story goes serious—and in the end a bit maudlin—through the introduction of an inevitable backstage boy-meets-girl twist. The screenplay is based on and roughly adheres to the life and career of Pearl White and that affords hilarious glances into picture-making methods of three decades ago. Ably directed by George Marshall.

Betty Hutton, John Lund, Constance Collier, Billy De Wolfe, William Demarest, Frank Faylen.

Dick Tracy's Dilemma

F Melodrama

RKO Radio (729) **60 Minutes** **Rel. May 26, '47**

Those who are ardent followers of the exploits of Chester Gould's indomitable pen-and-ink hero will love this episode, which rates high among the best of the series. Furthermore, it has plenty of action, suspense and excitement for average seekers of cops-and-robbers films even though they may not be regular readers of the newspaper career of Tracy and his entourage of fantastically named playmates. Ralph Byrd again demonstrates that he was a happy choice for the title role and delivers a characteristic, square-jawed, rugged performance. This time the super sleuth goes out to outwit and capture a dastard called "The Claw" among whose many accomplishments are murder—four, no less—robbery, bilking insurance companies and other assorted nefarious pursuits. Does Tracy miss? Certainly not! He gets his man in a whirlwind climax. Directed by John Rawlins.

Ralph Byrd, Lyle Latell, Kay Christopher, Jack Lambert, Ian Keith, Bernadene Hayes, Jimmy Conlin, William Davidson.

Thunder Mountain

F Western

RKO Radio (730) **60 Minutes** **Rel. May 28, '47**

There's a Martin-Coyish family feud to add a fillip to sagebrush saga formula No. 4-B, that one in which the ruthless saloon keepers, aided and abetted by a crooked sheriff, are trying to gobble up the ranch which is soon to become valuable because of an impending irrigation project. Need it be recorded that right prevails? And in bringing the villains to their well-earned violent end, Tim Holt will greatly please the juveniles and the action lovers as a hard-hitting, fast-riding, straight-shooting, strong, silent "our hero." Other assets which accent the standard boots-and-spurs ingredients (all of which are present in satisfactory quantities) include unusually breathtaking natural backgrounds, an above-average supporting cast and the fact that the picture stems from a Zane Grey novel. Where such westerns hit pay dirt, this won't miss. Directed by Lew Landers.

Tim Holt, Martha Hyer, Richard Martin, Steve Brodie, Virginia Owen, Harry Woods, Jason Robards, Robert Clarke.

Border Feud

F Western

PRC Pictures (752) **55 Minutes** **Rel. May 10, '47**

Here is a fast moving film with enough action to please avid western fans. It tells the story of a gold town feud between mine owners, the Condens and Harts, who are egged on by an outlaw, plotting to take over their mine after the partners kill each other off. Just when it seems the outlaw will succeed, along comes "Lash" La Rue to expose the plot and capture the outlaw. He is aided by Al "Fuzzy" St. John, the sheriff of the town. La Rue plays the role of a marshal in a tough, tight-lipped fashion. His acting and mannerisms remind one of Humphrey Bogart. The outlaw chief, Ian Keith, would be more at home in a British film than he is here. His henchman, Bob Duncan, is in the real western tradition as a slick, gun-slinging saloon operator. Ray Taylor directed.

"Lash" La Rue, Al "Fuzzy" St. John, Bob Duncan, Brad Slavin, Kenneth Farrell, Gloria Marlen, Casey MacGregor, Ian Keith.

The Ghost and Mrs. Muir

F Drama

20th-Fox (715) **104 Minutes** **Rel. May '47**

Fantasy with a delightfully human approach, this unusual picture is noteworthy for its sly, satiric touches and expert characterizations. Rex Harrison, who contributes another splendid portrayal which should increase his popularity in this country. Gene Tierney and George Sanders will insure strong grosses generally. As directed by Joseph L. Mankiewicz, the story has great charm and an imaginative quality throughout. Only the action-minded fans may find it occasionally slow moving and overburdened with dialog. Laid in London, around the turn of the century, the story deals with a defiant young widow who moves into a mansion by the sea determined to meet the ghost who has long haunted the place. The ghost collaborates with the widow on a swashbuckling autobiography which rescues her from financial difficulties. Only death finally reunites them.

Rex Harrison, Gene Tierney, George Sanders, Edna Best, Vanessa Brown, Natalie Wood, Robert Coote, Anna Lee.

Moss Rose

F Mystery Drama

20th-Fox (717) **82 Minutes** **Rel. June '47**

On this rose grows several velvety luxurious petals which will make its beauty and fragrance a joy for those who like to talk about and, in some cases, appreciate good cinema. Foremost among them are a pair of sterling performances by Peggy Cummins and Ethel Barrymore and meticulous attention to atmosphere and period. But like all its species, the lush bloom from the 20th-Fox gardens is not without its thorns and they are very apt to lodge themselves firmly and unpleasantly in the sides of confirmed mystery fans. Not the least of these are the many loose ends that the screenplay fails to gather up, comes the denouement. So eager was the script to project a surprise finish that whodunit devotees will leave the theatre asking themselves plenty of questions. Probably best for first runs with subsequent showings, depending on the cast magnetism. Gregory Ratoff directed.

Peggy Cummins, Victor Mature, Ethel Barrymore, Vincent Price, Margo Woode, Patric O'Moore, Rhys Williams.

Hoppy's Holiday

F Western

United Artists (562) **60 Minutes** **Rel. ————**

As its title implies, the latest Hopalong Cassidy western is less concerned with riding, shooting and fisticuffs than it is with the lighter side of cowboy life. While not up to the high action standard set by William Boyd's recent films, his name and that of the series will guarantee good business wherever westerns are favored. Although Andy Clyde's irascible old codger gets much of the footage in the introductory scenes, Boyd takes over later with some detecting work which reveals the identity of the bank robbers. A novel touch in the climactic chase has the robbers using a horseless carriage (early-day auto) to effect their escape. Hoppy's planned holiday in a frontier town is interrupted when he finds that the natives are victims of a swindling racket. Mary Ware's minor feminine role is devoid of romantic interest. George Archainbaud directed.

William Boyd, Andy Clyde, Rand Brooks, Andrew Tombes, Mary Ware, Leonard Penn, Jeff Corey, Donald Kirke.

Oregon Trail Scouts

F Western

Republic (665) **58 Minutes** **Rel. May 15, '47**

No matter what line of endeavor Red Ryder engages in, he's a leadpipe cinch to be top dog and to eventually outsmart, outride, outfight and outshoot those rapscallions who are trying to turn his business into a racket. This time he's a fur trapper and his fight is to outwit the heavies in trading with the Indians for trapping rights. And, oh, boy, those Indians. Their presence gives the adventure an added luster which will make it rate high in the estimation of oater fans. There is a standard quota of gunplay, chases, fisticuffs and what do you want from a western? One slant to the story will plant a question mark in the minds of Ryder followers. It tells of how he first meets Little Beaver which seems a bit inconsistent since that moppet redskin appeared as his saddle pal in several preceding chapters. Directed by R. G. Springsteen.

Allan Lane, Bobby Blake, Martha Wentworth, Roy Barcroft, Emmett Lynn, Edmund Cobb, Earle Hodgins.

EXPLOITIPS

Suggestions for Selling; Adlines for Newspaper and Programs

SELLING ANGLES: **"The Ghost and Mrs. Muir"**

Rex Harrison, since his appearance in "Anna and the King of Siam" and "Notorious Gentleman," has become a top star. Use large-size cutouts of him as the King, the gentleman and the bearded sea captain of "The Ghost" to show his versatility. A young girl dressed in widow's weeds like Gene Tierney wears could be used to distribute handbills. Stress the romantic angle between Miss Tierney and George Sanders to attract women fans.

CATCHLINES:

The Spirit Was So Willing But the Flesh Was So Weak . . . Torn Between Her Love for Two Men—a Fascinating Ghost and an Attractive Man About Town . . . He Was Out of This World and She Was Down to Earth.

When She Met the Delightful Ghost Her Earthly Lover Didn't Have a Ghost of a Chance . . . That Notorious Gentleman, King of Siam Rex Harrison in His Latest and Most Engaging Portrayal . . . The Strangest Story Ever Told—by the Man Only She Could See.

SELLING ANGLES: **"Moss Rose"**

Flood town with throwaways on which is printed a moss rose and this copy: "Warning!—Beware of this Flower!" In small type in lower corner print: "Until you have seen the 'Moss Rose' at the Blank Theatre." Place an ad under the personal column in the classified section of your newspaper reading: "Information wanted that will lead to apprehension of murderer who leaves a moss rose at scene of crime." Make a display of flowers—centering a moss rose—that have figured in murder mysteries, real or fictive, such as "Blue Dahlia," etc.

CATCHLINES:

That's How It All Began—a Moss Rose . . . A Bible . . . And a Corpse . . . His Arms Offered Love But His Kiss Meant Death . . . A Mouth Like Hers Was for Kissing Not for Telling.

Have You Ever Been Wanted for Murder? . . . No! . . . But Suppose the Evidence Was Enough to Have You Convicted . . . A Story So Deep in Hatred It Brought Death to Innocent Women . . . They Took Their Lives in Their Hands When They Took Him in Their Arms.

SELLING ANGLES: **"Hoppy's Holiday"**

The title suggests numerous tieups with local travel agencies for window cards reading "Hoppy's Holiday" is at ..... Theatre. Take your holiday in California, Florida or nearby spots. As the action employs an old horseless carriage in the chase sequences, try to hire an early type of motor vehicle to drive through the streets with passengers in western outfits and appropriate theatre copy. Or give free tickets to any patron who can drive up to the theatre in an ancient vehicle.

CATCHLINES:

Here Comes Hoppy, the Fightingest, Shootingest Man in the Old West . . . The Greatest Cowboy of Them All Rides the Range to Right a Wrong . . . Hoppy's Holiday Turns Into Hair-Raising Adventure.

All the Thrills of a Rip-Roaring Western With Some Smart Detecting by Hoppy for Good Measure . . . Hoppy's Horse, Topper, Overtakes the Bad Men in Their Horseless Carriage.

SELLING ANGLES: **"Oregon Trail Scouts"**

As there are an unusual number of Indians in this Red Ryder western, give the lobby an Indian atmosphere by setting up a tepee outside the theatre with a smoke pot inside it for added realism. At night use lighting to illuminate a silhouette of an Indian. Plant spot announcements, in connection with the radio program, and stuff western magazines. For a kids' matinee have a toy horse-riding race, promoting three or four hobby horses from your local store and offering free ducats as prizes.

CATCHLINES:

It's Red Ryder and Little Beaver Riding Rampant Over the Western Territory to Outwit an Unscrupulous Gang Who Tried to Steal the Indian's Fur Trapping Lands . . . The Kind of Outdoor Action That Thrills You . . . It's a Battle of Survival and the Best Men Win.

Rip-Roaring Action Against Lawlessness and Treachery . . . As Red and Little Beaver Capture a Gang of Outlaws Who Tried to Put the Blame on Peaceful Indian Tribes . . . Thrills, Chills, Blazing Excitement.

SELLING ANGLES: **"The Perils of Pauline"**

In an early vintage open car, plant a group dressed and equipped as an oldtime camera crew. Have car following pretty blonde on motorcycle, apparently photographing her. Car carries sign: "See this scene in 'Perils of Pauline' at the Ritz tonight." Over public address system constantly play "Poor Pauline" and spot that ancient song on radio programs. In foyer, line up wheel chairs with message: "If you can't take the thrills and/or laughs, we'll send you home in one of these."

CATCHLINES:

You Have a Date With Danger! . . . Shades of Pearl White, Hutton's on a Mad Rampage of Thrills, Laughter and Excitement . . . Peerless Pauline's Biggest Peril Is Man Trouble . . . He Was a Hard Guy to Catch Until She Trapped Him in a Runaway Balloon.

She Could Hurl Pies . . . Knock Down Props . . . Bowl Over Actors and Kick Lions—But She Met Her Match When She Met That Lund Lad . . . Hutton Will Make Your Spine Chill With Her Daredevil Stunts!

SELLING ANGLES: **"Dick Tracy's Dilemma"**

As the insurance racket on furs is the basis of the picture, tie in with insurance outfits using the slogan "Insure Your Furs With Us and Dick Tracy Won't Have to Solve Your Problems." In various parts of the lobby have claws reaching out as if to grab patrons as they walk by. Use spot announcements of the picture's playdates in connection with the radio program. Stage an amateur cartoonist contest, awarding free ducats to the entry that most closely resembles the Dick Tracy strip character.

CATCHLINES:

America's Top Detective Alive on the Screen! . . . The Mighty Man Who Holds Millions Breathless Every Day, Here in the Biggest, Bravest, Fastest and Most Baffling Crime Story of Them All! . . . Dauntless Dick's Most Daring Adventure . . . The Detective Hero of a Hundred Million Hearts.

It's Dick in the Flesh! . . . Your Favorite Detective of the Cartoon Come to Life on the Screen, in His Most Exciting Adventure of All . . . The Reckless Hero of a Thousand Thrills.

SELLING ANGLES: **"Thunder Mountain"**

Stills of scenes shot in the High Sierra country near Mt. Whitney lend themselves to tieups with travel agencies. Dress theatre front to resemble oldtime gambling house and saloon. Offer a prize for the best juvenile impersonators of Tim Holt. Have usherettes dressed as dance-hall girls. Have three men dressed in western clothes, one as a sheriff, walk through the streets with signs on their backs, "'Thunder Mountain' is getting too hot for us. We're getting out of town!"

CATCHLINES:

A-feudin' and a-fightin'—in Thunder Mountain Country You're Either an In-Law or an Out-Law . . . She Was Out to Get Him—But With a Gun . . . He Gets Involved in an Old Feud With a Pretty Girl and Her Two Brothers—Really Involved—He Falls in Love With the Gal.

Watch How Those Dance-Hall Cuties Tumble for That Rough, Rugged Tim Holt Guy . . . He Never Carried a Gun But He Pulled the First Punch . . . See the Crooks, Those Meanies, Get Caught in Their Own Trap.

SELLING ANGLES: **"Border Feud"**

Most of the familiar stunts used to sell a second feature western could be effectively applied to this picture. These could include lobby displays of western regalia, stills of action shots, an usher dressed as a cowboy. Play up the fact that "Lash" La Rue is the toughest film gunman since Humphrey Bogart. Use stills of La Rue in some of the action poses. His resembance to Bogart is striking.

CATCHLINES:

"Lash" La Rue, the Toughest Gunman Since Bogart, Tames the Roughest Gang Since the Daltons . . . Here's Action for the Most Avid Western Fan . . . Blazing Guns Bring Law to the Lawless West . . . A Fast Moving Film Packed With Excitement.

A Western That's Different . . . A Western That Will Lift You Out of Your Seat . . . A Western That Will Set Your Heart Pounding . . . Here's a Feud More Murderous Than the Battles of the Hatfields and the McCoys.

CLEARING HOUSE

GENERAL EQUIPMENT—USED

Heavy Duty blowers, ball-bearing equipped, 5,000 cfm to 50,000 cfm. Air washers, all zes. Hydraulic drives two and four speed motors id controls. Immediate delivery. Dealers wanted. ational Engineering and Mfg. Co., 213 W. 19th ., Kansas City, Mo.

For Sale: Two semiportable Simplex Projectors. 1 ft. Magazines, Amplifier and Speaker, $500. od condition. Victory Theatre, Marcola, Ore.

Sell—pair WE 35mm projectors, 2,000 ft., 900W, V complete; transformers, amplifier $250. &T, Wickes, Ark.

Victor 16mm sound projector, Model 40! New, :tory-guaranteed. First check for $449 takes it. arlie Poorman, Schuylkill Haven, Pa.

War surplus sound outfits. Sharp reductions. mm RCA $149.50; Relbowell, Ampro, Victor, Vry, $195 up. Amproarc HI, $1,295. 35mm lmes LI arc equipments, $1,295. DeVry HI :atre equipments, $2,495; rebuilt super Simplex A sound, $3,850; Simplex E7 ditto, $4,500. D.S. Cinema Supply Corp., 449 W. 42nd St., w York 18.

Fireproof booth shutters, 8 in sq., $7.97; x14 in., $10.95; General two unit H ticket chines, $99.50; Brenkert 50A HI rectifiers, 9.75; series O lenses, $2.95; rebuilt projectors, ntury, Brenkert, Super Simplex, at low prices; egel arcspot, 100 amps., $125; footlights, 4.50 section. Send for catalog. S.O.S. Cinema pply Corp., 449 W. 42nd St., New York 18.

'As is" for sale, used theatre equipment: ling, electric motors, projection, sound, pop- n machines. List furnished upon request. lco Theatres, Inc., 207 Adams Ave., Memphis, n.

35mm and 16mm Sound Films and 16mm Sound chines and other equipment. Send stamps for ings. Mertz Film Service, Springfield, Ill.

Will trade 35mm Sound Film for 16mm film. at have you? Box 32, Springfield, Ill.

2 Holmes 35mm Projectors, Mazda lamps, 2,000 reels, metal bases, sound, complete with aker, monitor speaker and connections. Good dition, $775. Union Theatre, Uniontown, Ky.

For Sale: Practically new pair of DeVry port- e 35mm projectors, complete with amplifier speaker. Price $1,000. Write to Lane Audio- ual Co., Carroll, Iowa.

Three coin-operated 16mm movie machines noramas). Perfect working condition. Solo-vue Open Screen. The 16mm RCA sound projector, ning 6 PM speakers with continuous self- ding reel, worth more than price. Profitable line or ideal for advertising. $275 each. ity of film. P. O. Box 98, Gassaway, W. Va.

One pair Simplex-Acme projectors, completely nditioned. Hertner Converter, Strong Lamps, 6 RCA sound, H. L. Speakers, rewinds and ces, $1,950. Box 2742, Boxoffice, 825 Van nt Blvd., Kansas City 1, Mo.

Powers Intermittent $12; lower Simplex maga- ; $5; 9,000 Film & Instructions, $1.50. ley Trout, 575, Enid, Okla.

Complete booth equipment, including Simplex ectors, double channel Picturefone sound, en and accessories. Bargain, $2,500. D. lo, 3547 East 147th St., Cleveland, Ohio. ne LOngacre 3648.

Army Surplus: Late DeVry and Holmes pro- ors at bargain prices! Gold Seal 2 unit ticket hines, rebuilt, $175; General H2 unit, $90; ny others; Golde ticket boxes, $12.50; Weaver ngeovers, complete, $24.50; Simplex intermit- s, $4.95; pair Brenkert Suprex lamphouses Benwood-Linze rectifiers, excellent, $425. Cinema Supply, 459 West 46th St., New k City 19.

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Wanted: Experienced theatre manager for per- ent position. State age, experience, references, ried or single. Hudson Theatre Co., Rich- d, Ind.

Wanted: Experienced booker and buyer. State experience and recommendations. Location in eland. Independent circuit. Excellent op- unity for young man seeking permanent con- ion. Write Box 2724, Boxoffice, 825 Van nt Blvd., Kansas City 1, Mo.

Projectionist (small town). Must be coopera- Milo DeHaven, Waterville, Ohio.

Excellent job for experienced theatre manager ble of handling towns with two or more thea- Send applications and references to: Wallace atres Circuit, 2701 21st St., Lubbock, Tex.

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New "Victor 60" 16mm Sound Projector. Princeton Theatre, Princeton, Wis.

New low intensity rectifiers, Strong, Delaware or Forest LD-30, per pair, $127. Graham Bros., 546 Lincoln St., Denver 9, Colo.

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North Texas town 1,450. Well equipped. Only theatre. RCA, Century. 1947 Manley. Showing $10,000 yearly profit. Perfect lease. $12,500 down. Also very nice three bedroom home to theatre buyer, $4,000 with terms. Permanent retirement forces sale. Wonderful opportunity, invites thorough investigation. Box 2727, Box- office, 825 Van Brunt Blvd., K. C. 1, Mo.

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1,000 Heywood-Wakefield full upholstered back, boxspring cushion chairs, excellent, $4.95 (rebuilt $6.50); 340 General full upholstered back, boxspring cushion, rebuilt, $7.95; 200 ve- neers, excellent, $3.95. Wire for list. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

1,623 American Seats, late model, insert panel, spring edge cushions, immediate delivery. Also 255 late model American seats, full upholstered back, spring edge cushions, 8 months old. Also veneer chairs. Wire, write or phone, HARrison 4219. Ace Chair & Carpet, Inc., 1428 S. Wabash Ave., Chicago 5, Ill.

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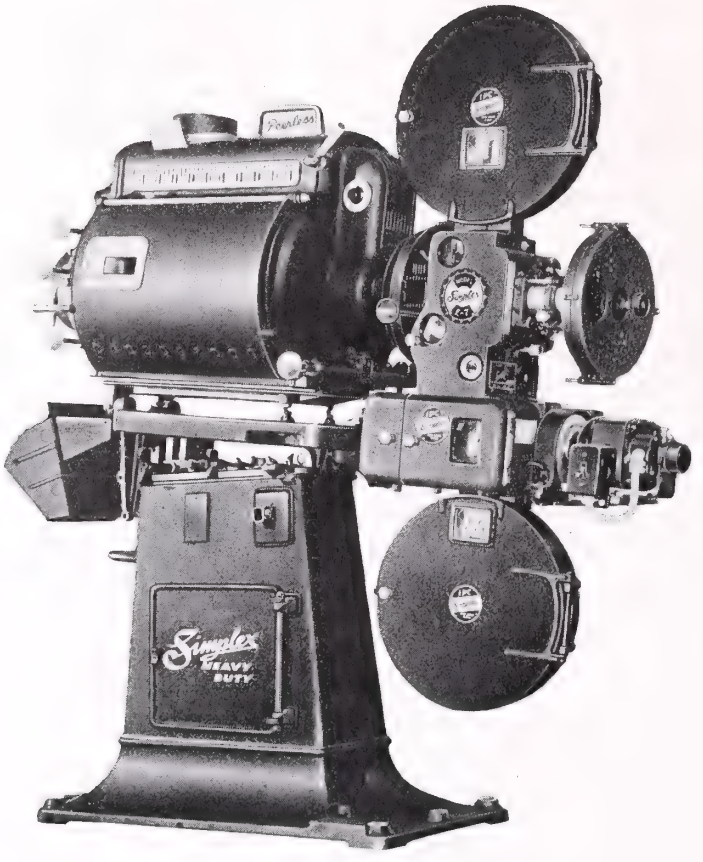
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FILM LEADERS OPEN FIGHT ON 20% TAX

See Page 8

FILMROWS OF AMERICA: Detroit

Ninth in a series of articles telling the story of America's exchange cities.

.... IN THIS ISSUE



NATIONAL EXECUTIVE EDITION
Including the Sectional News Pages of All Editions

MAY 31, 1947





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Published Every Saturday by
ASSOCIATED PUBLICATIONS

Editorial Offices: 9 Rockefeller Plaza, New York 20, N. Y.; Raymond Levy, General Manager; James M. Jerauld, Editor; A. J. Stocker, Eastern Representative. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."

Central Offices: 332 South Michigan Blvd., Chicago 4, Ill. J. Harry Toler, Editor Modern Theatre Section. Telephone WABash 4575.

Western Offices: 6404 Hollywood Blvd., Hollywood 28, Calif. Ivan Spear, Manager. Phone GLadstone 1186.

Washington Offices: 930 F Street, N. W. Lee L. Garling, Manager. Telephone NAtional 3482. Filmrow: 932 New Jersey, N. W. Sara Young.

Publication Offices: 825 Van Brunt Blvd., Kansas City 1, Mo. Nathan Cohen, Associate Editor; Jesse Shlyen, Managing Editor; A. Jules Benedic, Field Editor; Morris Schlozman, Business Manager. Telephone CHestnut 7777.

Other Publications: BOXOFFICE BAROMETER, published in November as a section of BOXOFFICE; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

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Entered as Second Class matter at Post Office, Kansas City, Mo. Sectional Edition, $2.00 per year; National Edition, $7.50

Vol. 51 No. 4
MAY 31, 1947

BOXOFFICE

Guest Editorial

By FRED WEHRENBERG

President, Motion Picture Theatre Owners of America

A YEAR has now elapsed since the momentous decision in the case of the U.S.A. vs. Paramount, et al., was handed down by the New York statutory court, and confusion and anxiety still grips the industry in all of its branches; with little indication of developments in the immediate future which will lift that confusion and anxiety.

I believe there has been a sincere effort on the part of all branches of our industry to adjust themselves to a decision and decree which leave much to be desired. We are in an industry which is based on both genius and fantasy. It is not mechanical; it does not lend itself to being governed and controlled by the judicial process any more than by the legislative process. It is stifled by both, and its only hope lies in honest self-regulation.

Stays have now been granted by the supreme court on the more stringent provisions of the decree, and that is good news. The dissolution of the arbitration machinery has been halted, and competitive bidding—attacked on all sides and by all interests, with the attacks varying only in degree—is not compulsory.

Naturally, the question of what the supreme court decision on the appeals will be is completely in the realm of wild conjecture. No one at this point is able to predict the final determination of the many questions involved; and the statements of predictions being indulged in by some are dangerous.

Whatever the results, however, one thing is certain: The industry will, for purposes of self-preservation, have to unite in the era that lies ahead. If chaos is to be averted, distribution and exhibition will have to sit around the table to hear complaints, to solve the immediate and long range problems,

Ben Shlyen, publisher and editor-in-chief of BOXOFFICE, is in Europe and during his absence guest editorials written by a number of well-known executives will appear on these pages.

and to formulate plans for the common good and for the betterment of our industry.

At the moment, we remain at the crossroads. One path leads to litigation and to more litigation; the other, to at least an opportunity for amicable adjustment of differences and for harmony. We shall have to have either a sacrifice of sovereignty by all, or an industry good for none. Whether this movement for unity is patterned after the idea of a Motion Picture Forum, proposed by MPTOA last September, and deferred temporarily until the supreme court acts on the anti-trust case, or some other form, is not too material. But such a plan must be carried forward, it seems to me. The hearty and cooperative response received from almost all segments of the industry when the Forum idea was first projected disclosed the almost universal appeal of this program.

The total collapse of plans for creating a system of industry arbitration to take the place of the one discarded by the final decree, and the absence of a united front to fight aggressively against unjust invasions such as the proposed Ascap assessment increases, both highlighted the manifestly sad lack of a united industry front.

These expressions may sound a cynical and defeatist note. This has not been my intention. There is in me now, as always, a fundamental feeling of optimism regarding the future of the motion picture industry. The industry is growing and blossoming from deep pioneer roots. It has withstood many major blows, and it has conquered seemingly insurmountable obstacles. All of this it did with great effort and energy along lines dictated by circumstances and necessity. In the future, confronted by new obstacles and problems arising out of the supreme court decision, we will again be required to meet and conquer many obstacles.

Passivity and indifference will lead only to chaos and ruin. I ask only, and hope, that the pathway to be followed will be that which leads to the peace table, where all interests will be represented for action along the lines already discussed. This industry must be spared its countless, wasted trips to the courthouse, trips which threaten to sap its lifeblood. But I must frankly admit that this in the only available alternative, if distribution and exhibition do not get together.

Pulse Beats

Delay Probe of Pressure By Government on Films

Un-American Committee cancels immediate investigation to determine extent and responsibility of alleged influence on "Communist propaganda" in motion pictures.

★

Detailed Theatre Figures From MPA to Start Soon

Buffalo scheduled to be first exchange area completed as result of Robert W. Chambers' study; others will follow at rate of one each week.

★

American Theatres Ass'n Member Drive Delayed

Directors vote to suspend campaign for present time because of unsettled trade conditions while antitrust case is pending, Ted R. Gamble, board chairman, disclosed.

★

Sales Meetings Scheduled By Warners, Columbia

Warners session of district managers and home office executives set June 5, 6, in New York; Columbia confab to be at the Drake hotel in Chicago June 3-6.

★

Harold J. Mirisch Becomes Official of Allied Artists

Former head buyer for RKO Theatres named vice-president and will act as producer-contact with the sales department; will make his headquarters in Hollywood.

★

Edward Small Will Start Valentino Film July 9

Scenes for "The Life of Rudolph Valentino" will be made in Rome, Paris and London; Archie Mayo will direct most of the picture in Hollywood for UA release.

★

Delay German Film Talks Until Petersen Returns

Undersecretary of war now in Germany for conferences with the American military government and his return is scheduled for the middle of June.

★

Eric Pommer Says 'Bel Ami' German-Made, Asks Ban

Declares it is Nazi film in report to Department of Justice; also insists some prints here are unauthorized and that the film is barred in Germany.

★

'Henry V' Is Going Back To B'way After 47 Weeks

Already has played 12 weeks at City Center and 35 weeks at Golden Theatre; resumes June 17 at Broadway Theatre after absence of 45 days.

FILM INDUSTRY OPENS FIGHT TO KILL WARTIME TICKET TAX

MPTOA and ATA Leaders Are the First to Testify Before House Group

WASHINGTON—The motion picture industry, with its biggest guns trained on the federal excise amusement tax of 20 per cent launched its drive for a reduction to the prewar rate of 10 per cent before the house ways and means committee this week. A. Julian Brylawski of Washington, vice-president of the MPTOA, made the first presentation.

The very least Congress should do is restore the prewar rate, Brylawski declared, stating that "posting an admission tax schedule on the boxoffice is a constant reminder of the excessive cost of government."

GAMBLE TESTIFIES

Ted R. Gamble, president of the American Theatres Ass'n, in a prepared statement released on Thursday, declared that "the 20 per cent admissions tax is discriminatory legislation in that it is tantamount to a 20 per per cent gross sales tax and forces the motion picture industry to compete with other industries under an unfair handicap."



A. JULIAN BRYLAWSKI

Brylawski and Gamble were but two leaders scheduled to appear before the committee, in a hearing which will not wind up until next week. Joining with film executives to fight continuation of the wartime tax are representatives of other amusement associations.

Brylawski emphasized that the MPTOA exhibitors were not trying to get out of paying their fair share of the necessary taxes, nor to oppose any and all taxes on them. He said that the exhibitors wanted the committee to get a clear picture of their situation today, so that the committee would realize how much of a tax burden theatres can carry, and that there is a limit to the amount of taxes they can pay and stay in business.

REALIZES RESPONSIBILITY

"We realize the tremendous responsibility this committee has in trying to raise the huge revenues necessary to carry on the government, and how difficult your job is. We know the need and we expect to pay our share—and more. But, it is quite obvious that there is a limit somewhere to the amount of special excise taxes on admissions that the motion picture theatres can carry. We doubt if anyone knows exactly where that limit is even in a particular theatre, but we believe that the present federal tax, which takes about 20 per cent of our total cash intake, is definitely exceeding that in all too many instances and should be abolished completely or at the very least go back to prewar rates of 1 cent on each 10 cents."

The witness pointed out that this is not a tax on the producers of motion pictures or on Hollywood salaries, but a levy on the theatres and the theatre patrons and on the boxoffice cash receipts of every theatre, taken out before any of the gross receipts can be used by the theatre owner for payroll, film rental, or operating expenses.

Meanwhile, the Treasury department reported federal commission tax collection in April, based principally on March boxoffice receipts, totaled $33,412,813, an increase of $4,615,988 over the previous month. Treasury officials explained, however, that it is sometimes misleading to compare succeeding months since the carryover from month to month is often large. They also pointed out that February has fewer days than March. The April total was the first time the Treasury department released official figures solely for admission taxes. The current figures include sporting events, concerts, stage shows and some other events, in addition to film admissions but exclude cabaret and other taxes.

The over-all figure for April collections, including cabaret and other taxes, was $38,619,325, compared with $36,472,413 in April 1946.

Gamble's Statement on 20% Levy

The following statement on the need for reduction in theatre taxes was prepared for presentation to the House ways and means committee by Ted R. Gamble, president of the American Theatres Ass'n.

"The 20 per cent admissions tax is discriminatory legislation in that it is tantamount to a 20 per cent gross sales tax and forces the motion picture industry that bears it to compete with other industries under an unfair handicap.

"The position I take concerning the present 20 per cent tax is motivated primarily by the fact that it is bad for the theatre business, which has seen decreases ranging from 15 per cent to 35 per cent in the last few months.

"The theatre business is quite unique among industries. It differs from many businesses in that, in most businesses, smaller grosses mean smaller profits with the businesses involved capable of telescoping down in labor costs, overhead, etc., to some degree in synchronism with decreased revenue. It is almost singular to the theatre business that profit is confined to the top layer of the gross business. Any factor affecting the top layer of aggregate revenue cuts sharply and disproportionately into the area of profit. We see, therefore, the example of a 20 per cent decrease in admission totals wiping out not 20 per cent of the profit but the entire profit.

"The average motion picture theatre is a small business with seating capacities averaging less than 600. The admissions question should not be judged by the $1.00 and more admissions charged in a few de luxe theatres. The average admssion today, less tax, is 34 cents. It should not be assumed that a 20 per cent tax automatically makes available 20 per cent more dollars to be spent on the movies. It can be reasonably assumed that there exists a more or less fixed number of entertainment dollars and the 20 per cent tax is, directly or indirectly, absorbed by the industry. Indeed, this is borne out with emphasis where an additional 5 per cent levy has been followed by an immediate decrease in business of 15 per cent.

"Far from being a luxury, as the warrant for admissions taxes presupposes, the movies today are a necessity in the life of ordinary people. They are as much a part of the average life as are radio and magazines and books. This is borne out by their subsidy by colleges and government in those locations where the motion picture theatre is not commercially feasible. Their morale building values are attested by military authorities, educators and civic and political leaders.

"With the exception of a downward revision in personal income taxes, there is no tax reduction that would be so popular with so many people as elimination of the 20 per cent admission tax on movie tickets. Such tax elimination would be brought to the attention of millions of men, women and children constantly, week after week.

"Any tax elimination would be immediately reflected in reduced admission costs to the public. Theatres would naturally use their screens, lobbies, boxoffice signs and all other means of publicity to inform the millions of moviegoers of the tax elimination and the resultant saving to them. No tax change would be more conspicuous for so long and constantly affect so large a portion of the public."

65.4% Rise in Admissions Since 1940, Study Shows

WASHINGTON — Admission prices of United States theatres are 65.4 per cent above the index normal of 100 established by the U.S. Bureau of Labor Statistics for 1936 through 1939, a report released by the agency for the first quarter of 1947 shows. This is in comparison with a 56 per cent above-normal average for the first quarter of 1946.

At the end of 1946 the index was 163.7, rose to 164.9 in January, to 165.1 in February and 165.4 in March. The adult price index rose from 161.3 last November to 164 in December, 165.1 in January, 165.3 in February and 165.7 in March. The children's price index was 162.5 in January, 162.8 in February and dropped to 162.5 in March. In compiling the admission price index, the bureau weighs adult prices at approximately seven-to-one against children's prices.

REISSUES IN CURRENT YEAR FOUR TIMES OVER 1945-46

Major Companies List 33 Revivals, Compared to 8 During Last Year

NEW YORK—There are four times as many reissues scheduled by the major companies during the current season as there were during 1945-46.

A total of 33 reissues has been set by seven companies for 1946-47. Last year four companies, Republic, 20th-Fox, UA and Warners, listed eight. This year PRC set ten reissues, almost twice the number listed by any other company. The breakdown for the current season is as follows: MGM—3; Monogram—3; Paramount—2; PRC—10; 20th-Fox—5; U-I—6; Warners—4. MGM, Monogram, Paramount, PRC and U-I did not have any reissues last year.

OPINION IS DIVIDED

Industry opinion is divided on the value of reissues. One Detroit exhibitor recently was quoted as attributing the estimated 15 per cent drop in attendance in the area to revivals. In New York seven out of 16 first run theatres gave reissues or revivals a total of 32 weeks playing time up to the first week in June.

Jacques Kopfstein, executive vice-president of Astor Pictures Corp., declared reissue business has increased "tremendously" over last year. Film Classics reported no startling increase in reissue bookings over 1945-46.

Reissues have been strongly criticized by several exhibitor groups. Some share the opinion of the Detroit exhibitor and blame reissues for falling business. North Central Allied recently issued a warning that the "current flood" of reissues is a threat to the boxoffice and trade relations. The exhibitor group conceded that outstanding pictures of former years with big names have been doing very well, but declared many of the present reissues did not draw when originally released. Some industry members point out there is a reissue market in the youngsters that have become regular filmgoers in the past few years.

The reissue lineup for 1946-47 includes: MGM—"Rage in Heaven," "Boom Town," "The Great Waltz."

Monogram—"Silver Stallion," "Queen of the Yukon," "Wolf Call."

Paramount—"The Plainsman," "Jungle Princess."

PRC—"Kit Carson," "Last of the Mohicans," six Bronco Buckaroo reissues, "Corsican Brothers," "International Lady."

Twentieth-Fox—"Sun Valley Serenade," "The Bowery," "Les Miserables," "Stanley and Livingstone."

U-I PRODUCT LISTED

U-I—"When the Daltons Rode," "Destry Rides Again," "I Stole a Million," "You Can't Cheat an Honest Man," "Magnificent Obsession," "100 Men and a Girl."

Warners—"Kings Row," "Wild Bill Hickok Rides" and the double bill, "The Sea Hawk" and "The Sea Wolf." The Warner Bros. reissue dual has been booked at 150 first run houses.

Toward the end of last year first run reports from BOXOFFICE correspondents in Kansas City, Vancouver, Des Moines, Cleveland and Minneapolis showed reissue bills were playing to capacity audiences. In Cleveland during the week of December 21, three first run houses turned to reissues. During November an Astor Pictures double bill reissue, "Captain Caution" and "Captain Fury," both originally released in the early '30s, topped the weekly first run grosses in Kansas City at the Orpheum Theatre. The runnerup that week was the Midland Theatre, which played the MGM reissue, "Rage in Heaven," with "Shadowed" (Col).

The following month two reissues running at the Orpheum Theatre, Des Moines, led gross reports. The pictures were "The Westerner" (FC) and "The Secret of the Whistler" (Col).

The week of May 30 found three Broadway theatres playing reissue double bills. The Strand Theatre booked "The Sea Hawk" and "The Sea Wolf" for two weeks starting May 23 and dropped its stage show; the Gotham booked "Magnificent Obsession" and "I Stole a Million," starting May 30; the Rialto opened with an RKO horror double bill, "The Body Snatcher" and "Isle of the Dead."

Eighteen weeks, or more than one-third of the Victoria Theatre playing time since June, 1946, has been given over to reissues or return engagements. Starting with Film Classics' "The Westerner," which ran for eight weeks in October and November 1946, the theatre played "Kings Row," a Warner Bros. reissue, for three weeks in December and Film Classics' "The Thief of Bagdad" for four weeks in March and April. These were followed by a return engagement of "The Jolson Story" for three weeks in May, less than six months after it had its first run engagement at the Radio City Music Hall and then played the entire Loew's circuit.

The Capitol played "Rage in Heaven," an MGM reprint starring Ingrid Bergman and Robert Montgomery for three weeks in November 1946. Business was above average for the first two weeks and near average for the third stanza. It was a different story at the Roxy, where "Alexander's Ragtime Band" played only one week in April of this year.

The Park Avenue, which started a reserved seat, first run policy on Christmas, 1946, brought in a return engagement of "Dead of Night." It played one week. The Republic, which plays an occasional first run, has been faring well during most of the year with double bills of reissues, the latest being "Kit Carson" and "The Last of the Mohicans," two Edward Small productions.

Only the Radio City Music Hall and the Paramount, both screen and stage show houses, and the Astor, Criterion, Globe, Hollywood, Palace, Rivoli and Winter Garden, played new pictures exclusively during the 1946-47 season.

Pickford, Chaplin Mull $12,000,000 UA Offer

NEW YORK—A decision on whether or not United Artists will be sold to a group headed by S. H. Fabian, head of the Fabian circuit and president of the American Theatres Ass'n may be known within the next two weeks.

Charles Chaplin and Mary Pickford now have a detailed offer before them which is said to total $12,000,000 for the distribution company.

Payment of $5,000,000 in cash with the remaining $7,000,000 to be paid over a period of years for an issue of preferred stock are said to be the principal features of the offer.

The details of the offer were agreed upon Wednesday night at a meeting at the home of Arnold Grant, Miss Pickford's attorney, in Rye, N. Y. Arnold has been recovering from an operation, hence the session at his home. Present at the meeting besides Fabian and Grant were Charles Schwartz of the firm of Schwartz and Froelich, Chaplin's attorneys, and Serge Semenko, vice-president of the First National Bank of Boston which is involved in the financing program.

Past attempts to buy United Artists have foundered when the partners have failed to agree. Chaplin and Miss Pickford are now the only two remaining partners.

Meanwhile, in Hollywood, Miss Pickford declared that she has "an open mind" and is "interested" in the offer made in the east by Si Fabian and his associates. She said that if negotiations were consummated to her satisfaction, she was willing to give her immediate approval to the sale.

While the producer-owner refused to discuss what she considered satisfactory terms, sources close to her amplified on her position with the information that she had set a value of $15,000,000 on the company.

It was reported in Hollywood that if at the conference at Attorney Grant's home, the original offer was upped to meet Miss Pickford's $15,000,000 evaluation, Grant had authority to accept for her. In the event a compromise offer was made—which probably would be the case—Grant would then submit the new offer to Miss Pickford for further consideration. In view of which, her associates were of the opinion that it was unlikely the deal could be closed at this time.

Chaplin, her partner in UA, was not available for comment on the deal. It is generally known, however, that he is willing to settle for a figure under the $15,000,000 set by Miss Pickford. Consequently, it is probable that any compromise offer which she might find acceptable will be satisfactory to him.

Warner Sets Double Bill Of Reissues for Summer

NEW YORK—Warner Bros. has scheduled another combination reissue double bill for release this summer. "Go Into Your Dance," with Al Jolson, originally released in April 1935, and "Sing Me a Love Song," first released in December 1936, comprise the bill.

The latter feature stars James Melton and features ZaSu Pitts, Hugh Herbert, Allen Jenkins, Patricia Ellis. Both are musicals.

Not to Enter Production In U.S., Rank Declares

HOLLYWOOD—J. Arthur Rank has no intentions of entering the American production field, he declared upon his arrival here amplifying such declaration to completely discount the currently prevalent rumors that one purpose of his visit to America is to purchase Republic and/or Monogram.

The British film magnate answered questions as to his plans, policies and viewpoints at a press conference which was the most widely attended of any in Hollywood's history. Much of the information he disclosed was repetitious of that coming out of a recent similar gathering in New York.

Rank said that his organization has no plans for acquiring additional theatre holdings on this continent over and above the Canadian houses whose purchase already has been revealed. Any expansion of his interest in American exhibition will be through his affiliation with Universal, he said.

He repeated that he is not satisfied with the playing time American screens are according his British-made pictures but commented that some progress was being made to improve that situation.

Also available for questioning at the gathering was Robert Young, principal owner of Pathe industries of which Eagle-Lion and PRC are subsidiaries.

Young pointed out that the friendly and cooperative relationships between the British and American motion picture industries sets an example which other businesses must follow and which the film trade must expand to stop the current degeneracy of foreign trade, which, unless checked, will result in complete disruption of worldwide trade and economics. He deplored America's tendency toward unilateral foreign trade practices and argued that they must be put on a bilateral basis before the world can enjoy economic improvements.

Indicative of how important was considered the press huddle for Rank and Young was the presence of Eric Johnston, president of the Motion Picture Ass'n, to supervise and emcee the gathering. Other industry leaders who shared the podium with the distinguished visitors were J. Cheever Cowdin, chairman; Nate J. Blumberg, president, and William Goetz, production chief of Universal-International; Arthur Krim, president; Bryan Foy, vice-president, and Aubrey Schenck, executive producer, Eagle-Lion Films.

Montana Exhibitors Join PCCITO, With Clarence Severson as Head

BOULDER HOT SPRINGS, MONT.—The state's exhibitors, meeting here in convention Wednesday and Thursday, voted unanimously to affiliate with the Pacific Coast Conference of Independent Theatre Owners (PCCITO) and adopted the name, Independent Theatre Owners Ass'n of Montana.

Clarence Severson of Wolf Point, who headed the Montana Theatre Owners Ass'n, was elected president; Rex Flint, Baker, vice-president, and J. M. Suckstorff, Sidney, secretary. Elected to the board were Herb Bonifas, Chinook; H. E. Wells, Hardin; Carl Anderson, Kalispell; Fred Arnst, Fort Benton; Joseph Moore, Havre; Ed Davison, Glasgow; J. H. Moran, Laurel; H. W. Knutson, Livingston, and N. M. Stubblefield, St. Ignatius.

Action to affiliate with PCCITO came after presentations by Rotus Harvey, San Francisco, and William Graeper, Portland, trustees for the conference.

The exhibitors at their business session protested the poor condition of prints being shipped to Montana theatres, and themselves pledged to take the best possible care of prints.

M. L. Simons, assistant to H. M. Richey, head of MGM exhibitor relations, was the principal speaker at the session. Speaking on the public relations job to be done in the industry, he said MGM believes that the distributor and the exhibitor should work together to iron out troubles "which beset our common ambitions."

By adhering to this practice, he said, the film business can take its troubles out of the courts and legislative halls and "keep it out." Few law suits, he said, in the long run have benefited neither the exhibitor nor the distributor.

"The war boom is over," Simons said, "but showmanship can maintain the patronage that the war years built up for us and theatre grosses can level off at a much higher point than the prewar years—if every picture is sold to every potential patron.

"Ours is not a 'feast or famine' business. It is a good, steady, dependable business—worthy of your continuing best efforts every day in the year, whether in the buying of your product, its advertising and promotion to your public, the maintenance of your theatre as truly the showplace of your town, the settlement within our ranks of our own family problems or the protection of our industry's good name. These are the principles which we submit can—and eventually will—bring stabilization and more happiness to our business and to everyone in it."

Minnesota Teen-Agers Picket for Price Cut

MINNEAPOLIS—Picketing of the Garrick Theatre, Hawley, Minn., by teen-agers demanding a cut in the present admission price of 40 cents for all persons over 12 years of age, still in progress, is "a straw in the wind," it's felt by North Central Allied heads here.

Heads of the independent exhibitor body believe that this is a precursor of a general move on the public's part to bring down motion picture theatre admission prices. They call it an indication of the mounting pressure for reductions.

W. Va. Theatre Destroyed

GRAFTON, W. VA.—An entire city block here was in ruins Wednesday morning following a disastrous fire which destroyed numerous business properties, including the Grafton Theatre owned by Gene Basle and Ted Laskey.

End to Building Ban By Sept. 1 Forecast

CHATTANOOGA, TENN.—Federal restrictions on building and building supplies will be removed within the next two or three months and the CPA will be out by Sept. 1.

Those predictions were made before the Southern Wholesale Lumber Ass'n's annual convention here by U.S. Rep. Estes Kefauver, (Dem., Tenn.).

Before hearing Mr. Kefauver, the convention had adopted a resolution petitioning the national housing expediter to "remove immediately all federal restrictions on construction."

Rep. Kefauver is a member of the lumber subcommittee of the House Small Business committee. He said a consensus of the subcommittee membership at recent hearings was that restrictions should be removed immediately.

"I have talked to officials of the Civilian Production Administration and found that in their opinion the CPA will be out by Sept. 1," Rep. Kefauver said.

Salesmen's Union Ruling Is Expected in June

NEW YORK—The National Labor Relations Board will decide late in June whether the Colosseum of Motion Picture Salesmen of America will be recognized as the official bargaining agent of approximately 1,000 film salesmen throughout the country, according to Arthur Younger, field examiner for the second region of the NLRB.

The board recently held informal hearings in New York with David Beznor, attorney for Colosseum, and home office representatives of Paramount, Loew's, Republic, UA, Universal, 20th-Fox, Columbia, Monogram, Warners, RKO, PRC and National Screen.

Younger said the board may make its decision after studying documents to be submitted by Colosseum and the film companies, instead of holding a second hearing here.

The proposed salesmen union has headquarters in Chicago and says it has set up lodges in Albany, Des Moines, Denver, Pittsburgh and Philadelphia. A new lodge in Charlotte is now being formed, according to Collosseum.

FWC Employes Form New Theatre Union

LOS ANGELES—Fox West Coast Theatres, already being intensively harassed by the fight for recognition by the Associated Theatre Operating Managers, now faces a similar campaign by a new organization of cashiers, doormen, candy girls and ushers. As a result of activities by ATOM, many FWC workers in those classifications have been organized into a new union calling itself Associated Theatre Employes. Admittedly, ATOM's move in organizing the other theatre employes was designed to strengthen its hand in the game it is playing with the circuit. While there exists no direct affiliation between ATOM and the new ATE, the manner in which the latter was set up indicates that the two groups will cooperate in efforts to win recognition and demands for upped pay and improved working conditions.

De Rochemont Signs Pact For 72 U-I Teaching Films

NEW YORK—Louis de Rochemont, 20th-Fox producer, has signed a two-year contract with United World Films, U-I educational film subsidiary, to produce 86 geographical teaching shorts in color. Negotiations have been going on for two months.

THE BIGGEST FIGURE IN THE INDUSTRY IS

20th CENTURY-FOX

THE BIGGEST ROMANTIC TRIUMPH IS.....



THE BIGGEST COMEDY SMASH IS.....



THE BIGGEST SUSPENSE HIT IS.... ....



THE BIGGEST OUTDOOR ADVENTURE IS....



THE BIGGEST MUSICAL SENSATION IS..



CORNEL WILDE • MAUREEN O'HARA in "THE HOMESTRETCH" in TECHNICOLOR with GLENN LANGAN • HELEN WALKER • James Gleason • Henry Stephenson Margaret Bannerman • Ethel Griffies • Tommy Cook • Directed by BRUCE HUMBERSTONE • Produced by ROBERT BASSLER • Original Screen Play by Wanda Tuchock

MAUREEN O'HARA • JOHN PAYNE in "MIRACLE ON 34TH STREET" with EDMUND GWENN • Gene Lockhart • Natalie Wood • Porter Hall • William Frawley • Jerome Cowan • Philip Tonge • Written for the Screen and Directed by GEORGE SEATON Produced by WILLIAM PERLBERG • Story by Valentine Davies

PEGGY CUMMINS • VICTOR MATURE • ETHEL BARRYMORE in "MOSS ROSE" with VINCENT PRICE • Margo Woode • George Zucco • Patricia Medina • Rhys Williams Directed by GREGORY RATOFF • Produced by GENE MARKEY • Screen Play by Jules Furthman and Tom Reed • Adaptation by Niven Busch • From the Novel by Joseph Shearing

"BOB, SON OF BATTLE" in TECHNICOLOR • Starring LON McCALLISTER with Peggy Ann Garner • Edmund Gwenn • Reginald Owen • Charles Irwin • Directed by LOUIS KING • Produced by ROBERT BASSLER • Screen Play by Jerome Cady Based on the Novel by Alfred Ollivant

"I WONDER WHO'S KISSING HER NOW" in TECHNICOLOR • Starring JUNE HAVER MARK STEVENS with MARTHA STEWART • REGINALD GARDINER • Lenore Aubert William Frawley • Gene Nelson • Truman Bradley • George Cleveland • Directed by LLOYD BACON • Produced by GEORGE JESSEL • Original Screen Play by Lewis R. Foster • Additional Dialogue by Marion Turk • Dances Staged by Hermes Pan

THE HOMESTRETCH IN TECHNICOLOR



Miracle on BROADWAY 34TH Street



Moss Rose



Bob, Son of Battle in TECHNICOLOR!



I wonder who's kissing her now in Technicolor!

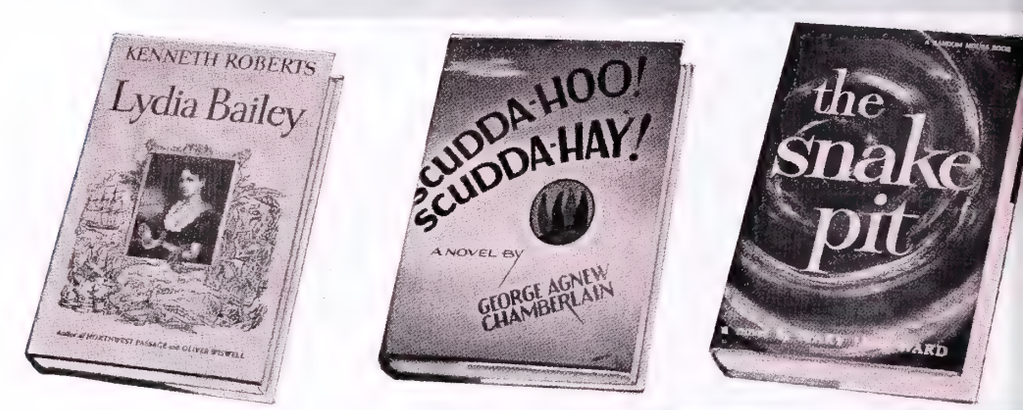


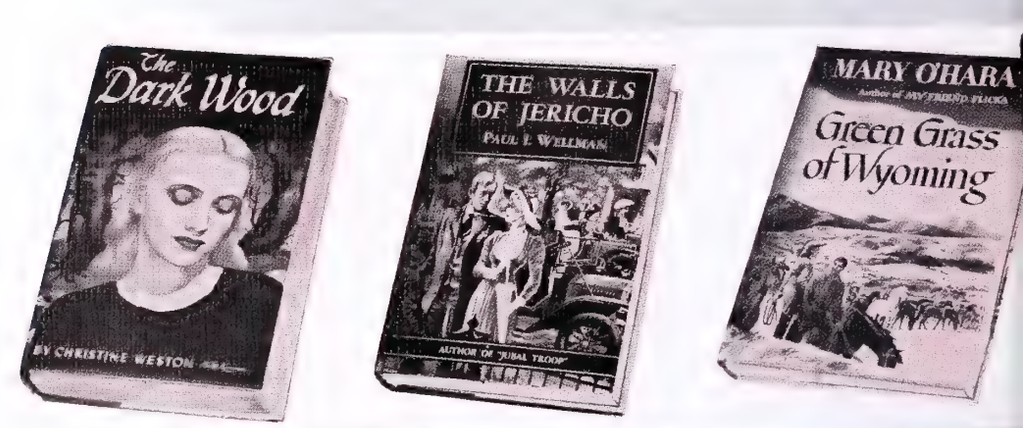
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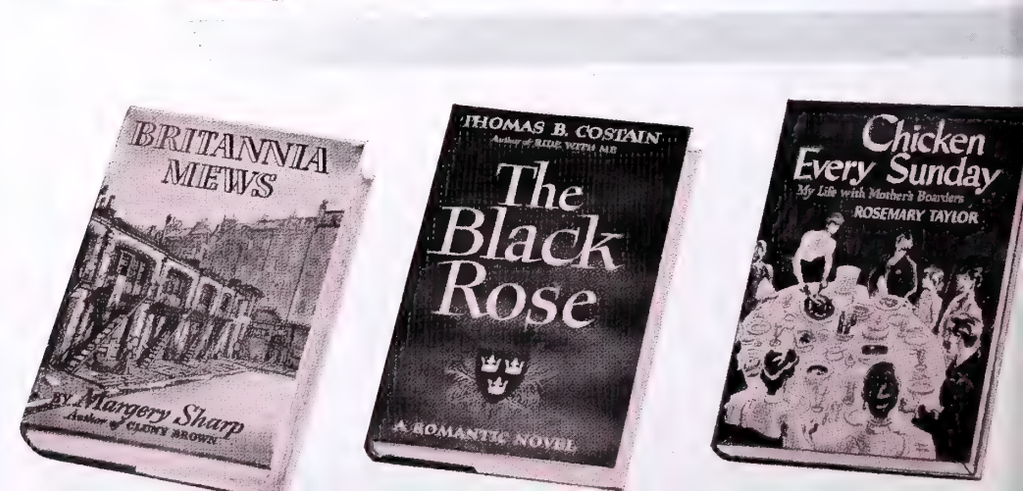
20th CENTURY-FOX











IOWA IN FOUNDATION PARADE; 'BULWARK AGAINST SOCIALISM'



TALLCORN FOUNDATIONITES—Eleven members of the Des Moines area Motion Picture Foundation, plus a temporary co-chairman, are depicted in this shot, taken immediately after the panel was formed Monday noon. Standing, l. to r.: Charles Iles, J. H. Foley, D. C. Kennedy, William Johnson, Ted Mendenhall, G. Ralph Branton, Lou Levy and Laurence Dunn, all of Des Moines. Sitting: Leo F. Wolcott of Eldora, temporary co-chairman and organizer; A. H. Blank, elected area trustee; Nathan Sandler, named permanent chairman, and Rudy G. Faulds. The latter three are from Des Moines. Six other panel members are not shown.

By A. JULES BENEDIC
Field Editor, BOXOFFICE

This Motion Picture Foundation might well serve as an industry bulwark in a country headed for social legislation in one form or another, said Nathan Sandler of Des Moines at a meeting held Monday in that city.

Sandler was elected permanent chairman of that area's MPF panel, the trusteeship going to A. H. Blank, veteran head of Tri-States and Central States circuits, following a lively session attended by some 40 Tallcorn staters whose from-the-floor remarks virtually stole the show away from a quartet on the rostrum there to make the pitch.

Owner of a circuit of four theatres in small Iowa towns, Sandler presented his refreshing viewpoint on the Foundation in arguing against a motion to postpone formation of a panel until a "more representative" meeting could be assembled, with "big shots" from the Foundation invited to address the Iowans.

During the discussion a lone but representative exhibitor, backed by a lone distributor, remarked that what he had read of the Foundation's aims were simply "too fantastic and Utopian" for him to assimilate.

Whereupon the rostrum quartet, consisting of the two Blanks—"A. H." and son Myron—plus Leo F. Wolcott and your correspondent, did their homespun best to convince the minority segment that the millions of dollars in sight for the Foundation, pegged for welfare purposes, is a project based more on fact than fantasy, and that searchers for "the gimmick" would find that device nonexistent. In this they were aided by a rapidly-growing-more-numerous "amen" corner.

In fact, so contagious was the combined enthusiasm any Foundation meeting seemingly generates, that the very proponents of postponement later gave the green light to immediate organization, effected with the addition of their own names on the panel, plus the congregation's blessing anent the latter: "and they'll be good workers, too."

Thus a tongue-in-cheek session ended in what might be termed a lovefeast, with friendly balloting deciding Sandler winner of the chairmanship over a second nominee, Rudy Faulds. The senior Blank, one of the original suggesters (two years ago), of the Foundation idea, and a stanch supporter ever since, was swept into the trusteeship unanimously.

One-year Class A members along with Sandler are:

G. Ralph Branton, general manager of Tri-States; D. C. Kennedy, MGM manager; J. H. Foley, Paramount Pictures' booking manager; Eddie Faulks, president of Local No. 286; William Johnson, Monogram salesman, all of Des Moines; Mrs. A. M. Black, Grand Theatre, Knoxville, and L. A. Kuhl, American Theatre, Corning.

Serving with Blank as two-year Class B members:

Lou Levy, U-I manager; Rudy G. Faulds, co-owner of the Des Moines Theatre Supply Co.; Charles Iles, co-owner, Film Transportation Co.; Laurence Dunn, business agent, Local B39; Ted Mendenhall, UA salesman, all of Des Moines; Nate Rosenthal, Iowa Theatre, Waterloo, Iowa; Wesley Mansfield, Mills Theatre, Tama, Iowa, and Barney Brotman, Brotman circuit, Moline, Ill.

At Memphis this week a midsouth chapter of the Foundation was set in motion with Edward P. Sapinsley as chairman of a committee of 11 which will administer the Foundation's affairs in those portions of Missouri, Mississippi, Arkansas, Tennessee and Kentucky served by the Memphis exchanges. M. A. Lightman sr. was named area trustee.

Seventy-five industry leaders attended the meeting, called under auspices of Variety Club's Tent 20. It was decided, due to the wide geographical setup of the Memphis exchange area, to hold regional meetings in various cities, the first planned for next week at Little Rock.

In Minneapolis Harold Field, elected chairman at the first meeting, was this week named permanent chairman of the Foundation panel, with Bill Elson as trustee and LeRoy J. Miller, vice-chairman. Harry B. French is treasurer and S. D. Kane is secretary.

Vision NT Support for Foundation

LOS ANGELES—Executives high in the councils of National Theatres admitted the likelihood that Charles Skouras, NT president, might decide within the next few weeks to throw the support of his company behind the proposed Motion Picture Foundation. Such admission resulted from reports that Spyros Skouras, president of 20th Century-Fox, and E. V. Richards, Paramount partner in New Orleans, would make an effort to convince the NT chief to get behind the movement.

To date Charles Skouras has been noncommittal as concerns the Foundation. While he has ever openly declared his or his company's policy toward the project, those in a position to know his viewpoint say that he has been, at best, luke warm on the proposition. His indifference, they say, stems from an opinion that the Foundation plans to do something for industry workers which each company in itself should do for its own employes. In which connection, it was pointed out, many of the proposed functions of the Foundation already are an established part of National Theatres' policies in its employe relationships.

Despite such beliefs, his associates say, Skouras has an open mind on the matter and, if the pressure from his brother and Richards is sufficiently strong, he probably can be sold the idea of tossing his support to the Foundation.

Johnston to Un-American Committee:

'Let's Have a Fair Trial Before Convicting Films'

HOLLYWOOD—Eric A. Johnston, president of the Motion Picture Ass'n, who arrived in Hollywood simultaneously with the issuance of the widely printed report of the house committee on un-American activities took immediate steps to challenge the charges that Communists have captured the American screen. Johnston urged that the Thomas committee bring its investigation into the open.

In his official MPA statement, Johnston said:

"In the best American tradition, Hollywood is entitled to a fair trial before it is convicted.

"The millions of Americans who go to the movies every week would not tolerate Communism on the screen. Neither would Hollywood producers. They have come up the hard way. They know the benefits of the American system and are deeply concerned with protecting and advancing it. That is the reason they are offering the fullest cooperation to the committee. They are just as anxious as any member of the committee to expose any threat to the screen and the American design of living.

"We know that there are Communists in Hollywood as in other American industries. They would like to capture the American screen as they would like to capture the screen of any free country. But we are alert to this threat. Awareness is the first step to combat Communism, and Hollywood is aware.

"We agree with the house committee on un-American activities that the proper way to fight Communism in this country is to expose it fearlessly. Turn the spotlight on a Communist and he becomes ineffective. Like any termite, he works best in the dark.

"Nothing can be accomplished by script-burning, head-hunting and publicity-seeking. Only a fair, dignified and objective investigation will reveal the facts. We wholeheartedly invite such an investigation and pledge our complete aid."

Thomas, earlier in the week, had issued another blast at Communism in Hollywood, stating he was calling a full-scale hearing in Washington, but his public announcement carried no evidences to document his charges.

Chicago Times Chides Latest Hunt for Reds

Chicago—In both cartoon and editorial, the Chicago Times has been kidding the house un-American activities committee for its alleged exposure of Communism in Hollywood. In its latest editorial, the Times points out that "whenever the panting professional Red-hunters ran out of other quarry, they can always whip up the horses and hounds and start running Hollywood to earth."

Commenting on the committee's charge that "Song of Russia" was Soviet propaganda, the Times says that anyone who can read "pro-Communist" into the picture "could qualify as a master gnat-strainer in any league."

"Sure," comments the Times, "there are 'Reds' in Hollywood. There are Communists in the Screen Writers Guild and among the actors and directors. If there weren't it would be most astonishing. Creative writers and artists generally tend toward 'left of center' and some of them, naturally, go too far left.

"And it is not the writers who control the Hollywood output. Producers and studio heads do that. At his palmiest day not even Martin Dies could make 'Reds' out of such persons as Louis B. Mayer of MGM, Y. Frank Freeman of Paramount, any of the Warners brothers, Sam Goldwyn or any of the others who actually dictate the form and substance of the Hollywood product."

Fortune's Profile on Paramount Hails a 10-Year Success Story

NEW YORK—Paramount and Barney Balaban are profiled in the June issue of Fortune magazine in an article which pays high tribute to the executives of the organization for the ten-year job of raising a $100,000,000 bankruptcy to the top earning film company.

Some of the points revealed through the article are:

Paramount's theatre properties are carried on the books at $65,000,000 but are actually worth much more, some estimates ranging as high as five times as much.

The theatre affiliates made from 60 to 65 per cent of Paramount's profits last year.

While no one can predict what is the company's policy in carrying out theatre-owning provisions of the decree, the most intelligent guess is that the company will buy up most of its circuits, theatre by theatre, after intensive study of the economic prospects of local situations.

Stanton Griffis, chairman of the board, calls Balaban a "devil with figures" because of the company president's penchant for having available at all times the most minute details about the Paramount operation on every level, and in every section of the country. According to Fortune, Balaban gets daily reports on all checks over $100 paid out the previous day by the parent company in Manhattan, on cash on hand in New York banks, on gross receipts of all theatres compared to the same day previous year. Once a week, he gets a detailed cost report on every phase of operation showing where every dollar went and why. Balaban's comment on his desire to get every detail is "You can bury a lot of dead bodies under a total."

Fortune gives high praise to Balaban. Of him, the magazine says: "Barney Balaban is an extraordinarily modest man. In a business where flattery is a business, his supreme immunity to it is eccentric. He treats praise as dandruff, to be brushed off unobtrusively; he nips eulogies by changing the subject. In an industry whose brief history is the record of countless Napoleons, he is the least Napoleonic."

$960,000 Damage Suit Filed in New Orleans

NEW ORLEANS — Treble damages amounting to $960,000 were asked in federal district court here this week in an antitrust action filed by Lakeview Theatres, Inc., against E. V. Richards jr., head of Paramount-Richards Theatres, the United Theatre circuit, and the RKO, Paramount and Warner Bros. distributing organizations.

Lakeview Theatres, which is headed by Robert E. Smith, also asked for an order to restrain the defendants from continuing present film distribution practices, which he alleged are in violation of the Sherman and Clayton antitrust acts and the Robinson-Patman act.

FIFTEEN MILLION TOTAL

With the filing of this suit, the total of damages asked in theatre antitrust suits throughout the country in the last three months rose to $15,745,000.

The suit revolves around the Lakeview Theatre at 800 Harrison Ave., which is about 400 feet from United's Beacon. Lakeview contends it has been discriminated against in leasing of pictures, and charges further that it was threatened with being forced to close.

After setting forth that Richards is the principal stockholder in United Theatres, whose president is Harry Jacobs, and that he also is a stockholder and member of the board of directors of Paramount, the complaint charges:

1. That, when the Lakeview corporation was formulating plans for the erection of the theatre, it received assurances from the defendant producers that pictures would be available at reasonable terms.

2. That "as soon as plaintiff's intention to erect was generally known, United purchased a lot approximately 400 feet away and erected the Beacon."

3. That threats were made to force the Lakeview out of business unless it was consolidated with the United chain in New Orleans.

A THREAT IS ALLEGED

4. That Jacobs told Smith unless satisfactory arrangements of consolidation were reached, United, with the other defendants, would force the plaintiff out of business "at a substantial loss." Jacobs also was charged with having told Smith that New Orleans independent motion picture operators "had to clear through Richards."

As a result of discrimination by the defendants in favor of the Beacon, the complaint continues, the Lakeview was forced to exhibit inferior pictures of little boxoffice value, causing the owners to suffer losses totaling approximately $320,000. Treble damages were asked.

Monogram 39-Week Profit Up 5% Over Last Year

NEW YORK—Monogram Pictures Corp. reported a consolidated net profit of $260,991 for the 39 weeks ended March 29, 1947, an increase of $12,015 over a net profit of $248,976 for the corresponding period last year. Before provision for federal income taxes the net profit for the period just ended was $414,042, compared to $511,176 for the 39 weeks ended March 1946.

Steve Broidy, president of Monogram and Allied Artists Prod., Inc., said the company subsidiary has completed five pictures. "It Happened on Fifth Avenue," the first, has opened at Grauman's Chinese in Los Angeles and is booked for a June opening at the Rivoli Theatre here.

Reprinted in its entirety from

MOTION PICTURE DAILY

"Miracle on 34th Street"

[20th Century-Fox]—Laughter and Sentiment

THE solemn question of whether there really is a Santa Claus comes in for some highly mirthful consideration in "Miracle on 34th Street." A rare blend of laughter and sentiment, it is the type of picture that casts a warm and pleasant glow over an audience. Were the universal appeal of the story not enough for an exhibitor to work with in exploitation, there are also on hand such performers as Maureen O'Hara, John Payne and Edmund Gwenn, the latter as a white-whiskered man with a benign smile and a conviction that he really is Santa Claus.

Locale of the story is mostly Macy's at New York's 34th Street, and the period between Thanksgiving and Christmas serves as the time. Watching Macy's annual holiday parade, Gwenn suddenly finds himself drafted into the role of Santa Claus. So popular does he become with the kiddies that a job in the store's toy department is his next step. Miss O'Hara, the store executive who did the hiring, soon becomes a bit unhappy about it when she learns that Santa, who shuns commercialism, has the rather unorthodox custom of recommending that the kiddies try Gimbel's if his store does not have the desired object.

The idea, considered commercially shocking at first, soon reveals its enormous value for advancing the reputation of the store, with farcical complications ensuing when other stores start indulging in the same practice.

There is a good deal of on-the-spot realism in the camerawork, as well as the dialogue, that will evoke recognition in all who have seen New York City. Along with the Santa theme, there is blended into the story a romantic angle involving Miss O'Hara and Payne. It seems that Miss O'Hara in her "modern" desire to rid her precocious little daughter, Natalie Wood, from all fantasies, tells her there is no Santa Claus and, also, that fairy tales are false. Payne has conventional ideas about the matter and gets to work on both ladies.

The screenplay, written by George Seaton, who also directed, pokes gay satire at pseudo psycho-analysis. Under the store psychologist's examination, Santa's desire to spread kindness is interpreted as a "delusion for good," but with maniacal tendencies to boot. A few more developments in plot result in Santa becoming a candidate for a mental institution.

At a court hearing Payne, an attorney, defends Santa against the "realistic" offensives of the district attorney. The Solomonic decision which the judge must render, is not an easy one. If there is no Santa, millions of kids must face cold disenchantment, and besides, the chances of the judge's reelection grow slender.

There is a rich bounty of wholesome chuckles before the judge renders a verdict that paves the way for the restoration of little Miss Wood's faith in Santa Claus. At this point Payne realizes he would like to be Miss Wood's stepfather and whispers the words to Miss O'Hara's receptive ears. Others in the ably-performing cast are Gene Lockhart, Porter Hall and Jerome Cowan. William Perlberg produced, from a story by Valentine Davies.

Running time, 96 minutes. General audience classification. Release date, June.

MANNY HERBSTMAN

The NEW Boxoffice Miracle from 20th Century-Fox

"MIRACLE ON 34TH STREET"

WORLD PREMIERE · ROXY THEATRE · JUNE 4th

World Theatres: 86,640; 21% Increase Since '40

WASHINGTON — Emphasizing that American motion pictures today are facing the most intensive competition that they have ever confronted in markets abroad, Nathan D. Golden, motion picture consultant for the Department of Commerce, this week released results of a governmental world survey of theatres.

The data gathered by United Foreign Service representatives and forwarded to Washington by cable shows that, as of Jan. 1, 1947, the world had a total of 86,640 motion picture theatres, an increase of 18,643 over the aggregate of 67,997 recorded on Jan. 1, 1940. Total seating capacity of the 86,640 theatres was 38,353,678 persons. The report stated that accurate data on seating capacity as of 1940 was not available.

Golden said that the United States industry, in its effort to present the Hollywood product to world audiences is compelled to cope with a variety of perplexing problems. "Chief among these, of course, is the competitive situation arising from the manifest aim in numerous world areas of fostering domestic production."

He said the survey of the number of theatres in foreign countries was undertaken to provide key information in answer to the following questions about the worldwide motion picture problem.

"If competition is thus obviously heightening, what compensatory factors exist?"

"Is the market as a whole expanding notably?"

"Is there a general broadening of potential or actual opportunities abroad?"

"Do the physical facilities now exist for a much larger number of showings of entertainment films of every sort than was the case before World War II?"

The survey shows that Europe in 1947 has 51,227 theatres having 16,708,907 seats. This is in comparison with 36,779 theatres in 1940. The large increase in Europe is attributed to more accurate figures from Russia which 1940 reports listed as having but 3,000 commercial motion picture theatres whereas the 1947 survey total is 17,500.

The comparative 1940 and 1947 figures for other major countries includes: United States, 17,003 and 18,765; United Kingdom, 5,300 and 4,800; France, 4,650 and 5,403; Germany, 5,506 and 3,703; Italy, 4,013 and 5,400; Spain, 2,852 and 3,143; Australia, 1,400 and 1,600; India, 1,030 and 1,605; China, 225 and 163, and Japan, 1,875 and 1,603.

RKO to Stress Star Values In Two-Reel Comedies

NEW YORK—RKO is aiming for higher quality shorts with better star value on the theory that exhibitors are willing to pay extra rentals for shorts with definite boxoffice appeal, according to George Bilson, producer of RKO two-reel comedies. Bilson arrived from Hollywood recently to discuss short subject advertising and publicity plans with S. Barret McCormick.

He pointed out that short subjects must not only reflect entertainment qualities of an entire film program, but also must contain definite boxoffice values to attract additional business. In line with this, RKO's program for next season "will be designed to give exhibitors ticket-selling values with increased star power, subject matter and timely novelty," he added.

Commercial Picture Matinee Shows Start at San Francisco Theatre

SAN FRANCISCO — The Vogue Theatre, 375-seat neighborhood house operated by San Francisco Theatres, Inc., has started regular matinee showings of industrial and educational films for various firms. Anyone who wants to show a film for business purposes can rent the house for $100 an afternoon. In the evening the theatre reverts to theatrical fare.

The idea was originated by Samuel H. Levin, president of the circuit. He claims it serves a double purpose by giving business firms a chance to show films inexpensively with comfortable accommodations and by providing additional revenue for the theatre.

John C. Mitchell, manager of the theatre, says smaller houses are best suited to these showings. You can't fill a larger house for business film showings, and a small audience gets lost in a big theatre, he explained. A business organization can show a picture to more people at less cost than by putting on a screening in a hotel, he declared. The Vogue has been showing commercial pictures for the past four weeks.

The first client was Cresta Blanca Wine Co., which approached the circuit asking for a small theatre to show a documentary film. Other bookings have come from an oil company, a paper products concern and a welfare agency, with additional companies showing considerable interest. More than six showings already have been booked.

Once the film is provided, the theatre does the rest. Projection equipment, ushers and projectionists are provided. Lobby displays are set up by the theatre staff at the request of a client. Two 16mm machines have been installed in the projection booth, in addition to the two 35mm projectors.

Mitchell feels every large city will eventually adopt the Vogue business show policy. He believes the business film is growing up. The one handicap, he says, is the lack of distribution facilities in the industrial film field.

Levin gave the industrial film showings a strong buildup. He mailed 20,000 brochures to all prospective clients and placed ads in trade journals. He also secured a list of all firms that have produced 16mm films and contacted them. He keeps in close touch with the San Francisco Convention and Tourist bureau in order to keep up on trade association meetings.

Review >> << Flashes

LONG NIGHT, THE (RKO)—So eager were the creators to establish moods and background characterizations that the film resembles more a surrealist painting than a motion picture. The story is hysterically, noisily and vertiginously told and is unusually difficult to follow because of the use of flashbacks within flashbacks within still other flashbacks. Henry Fonda, Barbara Bel Geddes, Ann Dvorak, Vincent Price. Anatole Litvak directed.

NUREMBERG TRIALS, THE (Artkino)—The trials of the chief Nazi war criminals dragged on for ten months, but here, in a little over an hour of running time, is a vivid presentation of the highlights surrounding the prosecution of Hitler's henchmen. It is the first complete film report in English of the event. The "stars" are familiar to the American public. They include some of the Nazi chiefs who terrorized the world for years—Goering, Hess, Von Ribbentrop, Streicher, Jodl, Keitel, Frank and Doenitz.

POSSESSED (WB)—Joan Crawford has another magnificent opportunity to run the gamut of emotions in this dramatic story in the psychological film cycle. Her fine portrayal of a possessive, frustrated woman is matched by Van Heflin's convincing performance as an attractive heel and by Raymond Massey, who adds power and dignity to the role of a middle-aged suitor. Joan Crawford, Van Heflin, Raymond Massey. Curtis Bernhardt directed.

THAT'S MY GAL (Rep)—What might have developed into considerable of an asset, to wit, a refreshing new slant on the inevitable film musical boy-meets-girl-backstage situation, is completely discounted through lack of persuasiveness of most performances. Weighing its vices against its virtues, the picture assays as nothing better than a tail-ender on the less important double bills. Lynn Roberts, Donald Barry, Pinky Lee, Jan Savitt's band. George Blair directed.

VIGILANTES RETURN, THE (U-I)—Because of the picture's length and paucity of marquee dynamite in its cast, the offering probably will find itself in the supporting spot in most bookings—and it seems a pity that its worth should be wasted there. As sagebrush entertainment goes, it is thoroughly qualified to go topside in most situations—and with a fanfare accompaniment in the houses which specialize in action programs. Jon Hall, Margaret Lindsay, Paula Drew, Andy Devine. Ray Taylor directed.

WINTER WONDERLAND (Rep)—Here's another illustration of how a film maker, confronted with a limited budget, turned to the beauties of nature for enhancement of productional values and found that those beauties became the star of his picture—an entirely happy development for all concerned. Many thrilling skiing sequences highlight the picture. Lynn Roberts, Charles Drake, Roman Bohnen. Bernard Vorhaus directed.

These reviews will appear in full in a forthcoming issue of BOXOFFICE

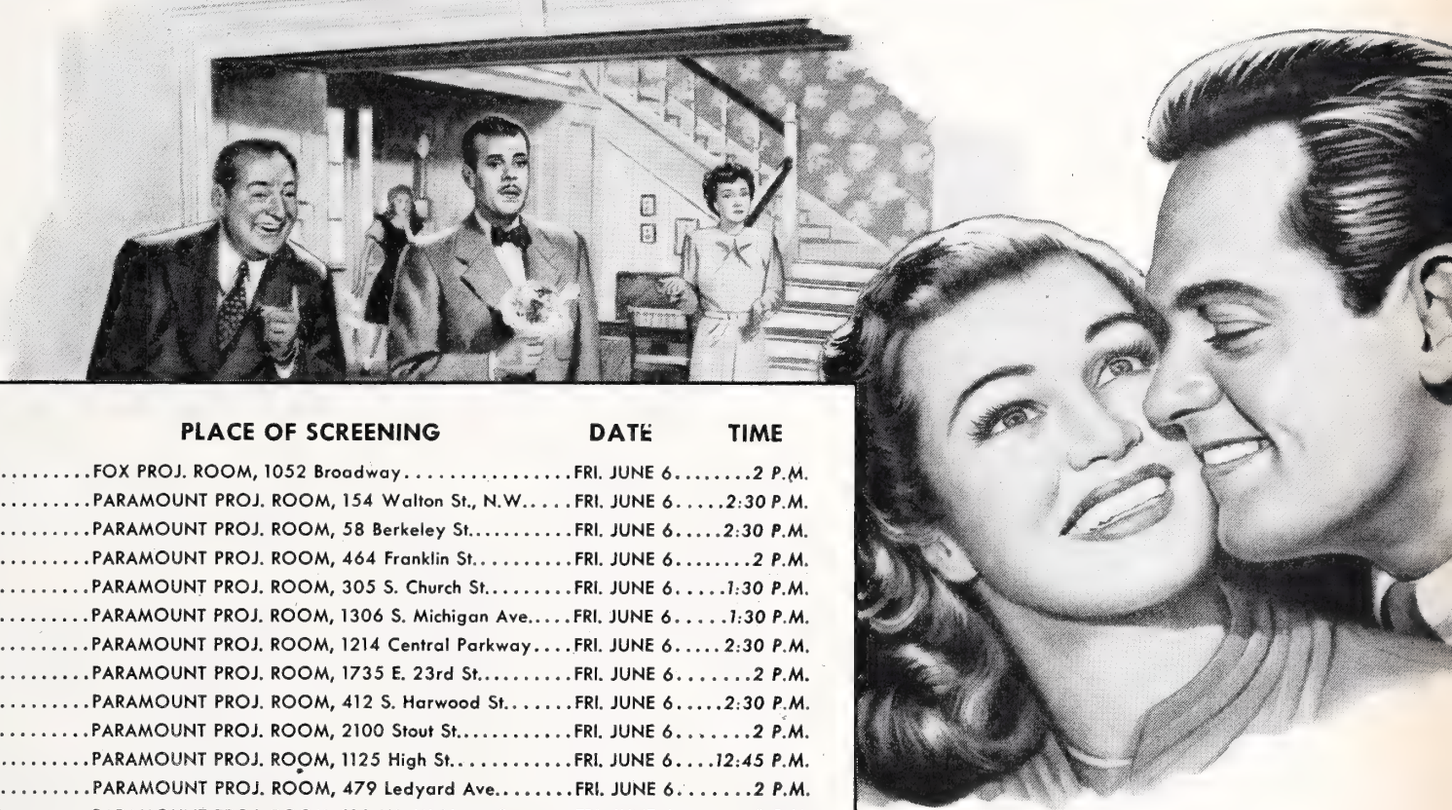
"Dear Ruth"

"You'll have America's outstanding exhibitors flocking to see you at the PARAMOUNT coast-to-coast

TRADE SHOWS

FRIDAY, JUNE 6th

because they know that ten million tickets were sold on Broadway and on the road to see you as a smash stage comedy hit—and the word's gone out that you're going to be an even bigger sensation on the screen!"



CITY	PLACE OF SCREENING	DATE	TIME
ALBANY	FOX PROJ. ROOM, 1052 Broadway	FRI. JUNE 6	2 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton St., N.W.	FRI. JUNE 6	2:30 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58 Berkeley St.	FRI. JUNE 6	2:30 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin St.	FRI. JUNE 6	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305 S. Church St.	FRI. JUNE 6	1:30 P.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 S. Michigan Ave.	FRI. JUNE 6	1:30 P.M.
CINCINNATI	PARAMOUNT PROJ. ROOM, 1214 Central Parkway	FRI. JUNE 6	2:30 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 E. 23rd St.	FRI. JUNE 6	2 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 412 S. Harwood St.	FRI. JUNE 6	2:30 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout St.	FRI. JUNE 6	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High St.	FRI. JUNE 6	12:45 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Ave.	FRI. JUNE 6	2 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 W. Michigan St.	FRI. JUNE 6	2 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte St.	FRI. JUNE 6	2 P.M.
LOS ANGELES	BOULEVARD THEATRE, Washington & Vermont Sts.	FRI. JUNE 6	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 S. Second St.	FRI. JUNE 6	2:30 P.M.
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 N. 8th St.	FRI. JUNE 6	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Ave.	FRI. JUNE 6	1:30 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State St.	FRI. JUNE 6	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 S. Liberty St.	FRI. JUNE 6	10 A.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 W. Grand Ave.	FRI. JUNE 6	10:30 A.M.
OMAHA	PARAMOUNT PROJ. ROOM, 1704 Davenport St.	FRI. JUNE 6	1:30 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 No. 12th St.	FRI. JUNE 6	2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Blvd. of Allies	FRI. JUNE 6	2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N.W. 19th Ave.	FRI. JUNE 6	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949 Olive St.	FRI. JUNE 6	1:30 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 E. 1st So. St.	FRI. JUNE 6	1 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.	MON. JUNE 2	2 P.M.
SEATTLE	PARAMOUNT PROJ. ROOM, 2330 First Ave.	FRI. JUNE 6	2 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H St. N.W.	FRI. JUNE 6	2:30 P.M.

Previously Trade Shown in New York City

WILLIAM HOLDEN
JOAN CAULFIELD
in
"Dear Ruth"
with *BILLY DEWOLFE*
EDWARD ARNOLD
MONA FREEMAN
Mary Phillips • Virginia Welles
Kenny O'Morrison • Produced by Paul Jones
Directed by WILLIAM D. RUSSELL
Screen Play by Arthur Sheekman
Based on the Play by Norman Krasna

Men and Events

By JAMES M. JERAULD

Interesting, If True

ANY ATTEMPT to analyze the theatre statistics released by the Department of Commerce last week will lead the analyst into a maze of contradictions. He may wind up with the conclusion that the whole thing is cockeyed.

Nathan Golden's report states that world theatres increased from 67,997 to 86,640 from 1940 to 1947. He lists world areas by regions—Europe, Central and South America, Far East, South Pacific, Middle East, Africa, Caribbean, Atlantic Islands, Canada, United States and Puerto Rico. This does not make sense.

Europe, he reports, had 36,770 theatres in 1940 and 51,227 in 1947. How come? The war started in 1939. What combination of European countries built 14,457 after that?

One explanation offered is a mistaken report on the number of Russian theatres existing in 1940. That figure was given as 3,000. Now it is claimed there are 17,500, but this total is for all of Russia, which takes in Asia. Obviously Russia did not build theatres during the war. Other authoritative sources estimate that the total of Russian theatres is 15,000. No official figures are available.

In France, before the war, there were 5,000 theatres, with 347 in the North African French area. More than 400 were destroyed in France during the war. No new ones were built. In Czechoslovakia there were 1,400 theatres at the start of the war. Today it is estimated that about 800 are open.

In Italy 20 per cent of the theatre were destroyed and many large ones were requisitioned by the government and are still used for various governmental purposes.

In Poland the prewar theatre total was about 800. Only about 120 remained at the close of the war.

Sweden had a business boom during the war and had building materials available. At the end of 1944 a total of 107 new houses had been added to the existent 2,351.

In England, Scotland, Wales, North Ireland and Eire there are now 5,455. This is lower than the prewar total of hundreds of theatres, due to bombings. The exact losses are not available, but are believed to be about 400. No new houses have been built.

Belgium, Holland, Hungary and Austria lost theatres during the war.

The Commerce department figures list the total for the United States as 18,765. During the war the War Activities committee assembled a mailing list of theatres with the cooperation of all the distributors and found there were 16,891 houses which received mail. This is the list now being used by the American Theatres Ass'n.

* * *

Ads on Per Seat Basis

FIGURING advertising costs on a per seat basis for regional mass showings of films is something new in this business. It is a variation of the co-op ad idea with a powerful punch.

Instead of using the standard distributor formula of offering to pay 50 per cent of a theatre's ad costs over the normal budget, Robert M. Gillham, eastern ad and publicity head for Selznick, has been slapping full page ads into leading newspapers along with the other varied features of the regional campaigns. Because so many theatres in each area are used day-and-date this stunt gives an advertising smash that dwarfs competing attractions.

Figured in relation to the revenue possibilities per seat the costs are not excessive. The results will be studied carefully.

* * *

Commercial Showings

SMALL centrally located theatres—especially the so-called art houses which have light matinee attendance—may find a new and unlooked for source of revenue opening to them. Makers of sponsored films, whether for advertising, for instruction of dealers, or welfare projects, or other purposes have been hiring halls or large hotel rooms for their screenings. Often the sound has been bad.

In San Francisco Irvin M. Levine, district manager of San Francisco Theatres, Inc., has been leasing the Vogue, a 375-seat house, for $100 an afternoon to firms desiring to put on business film shows. The Vogue personnel goes with the house.

* * *

Stolen Prints

BLACK market psychology, common throughout the world, has been applied to the circulation of 16mm prints of entertainment features. Australia is now having the same trouble in this connection that developed here some months ago when it was discovered that prints of films originally intended for army use were being sold or rented in various parts of the country. The Australian Motion Picture Distributors Ass'n has discovered that some of the unauthorized prints in circulation there were imported from Pacific islands where they were sent originally for entertainment of the armed forces.

As 16mm distribution of major company product spreads throughout the world, this trouble probably will increase, because the places where 16mm films are shown are not supervised as closely as permanently located theatres.

Goldwyn-RKO Extension

HOLLYWOOD—Samuel Goldwyn's output will be released by RKO Radio for another year. The existent distribution deal between the two companies has been extended to cover the year beginning July 1, 1947. This marks the seventh consecutive year that RKO has released Goldwyn product, starting with "The Little Foxes" in 1941 and culminating in the current "The Best Years of Our Lives."

Bernhard Is Elected To Wanger Board

NEW YORK—Joseph Bernhard, president of Film Classics, has been elected a director of Walter Wanger Pictures, Inc., and David Tannenbaum, treasurer and secretary of the latter producing company, has become a member of the board of Film Classics.



JOSEPH BERNHARD

Wanger has producing deals with both Universal-International and United Artists. He recently completed "Lost Moment" and will shortly start filming "Tap Roots" for U-I. His distribution deal with United Artists, announced last October, calls for two to four features. Reports that Wanger will produce for Film Classics could not be confirmed in New York.

Maurice Green Is Named FC's District Manager

BOSTON—Maurice Green has been named district manager for Film Classics here, and will build up his own organization with appointments to be announced later. Headquarters will be maintained at 56 Piedmont St., with Screen Guild and Federal Film. Al Swerdlove remains as manager of the latter companies.



MAURICE GREEN

Green has been with Paramount as assistant to Al Kane, district manager, since 1943. Granted a 14-month leave of absence, he served as director of recreation for the War Production board. Formerly he was an exhibitor and was associated with his brother in operation of the Irving Green circuit.

Lane J. Patton Appointed Altec Atlanta Manager

NEW YORK—Lane J. Patton, who has had approximately 20 years of experience in the sound motion picture industry, has been named district manager for Altec in Atlanta by H. M. Bessey, vice-president.

In 1928, Patton was transferred to Erpi from the engineering department of the Western Electric Co. where he had previously been employed for several years. His first Erpi assignment was with the operating department and he later transferred to the service department in Detroit and in Pittsburgh.

In 1931, when Erpi organized a divisional setup, he was transferred to Washington as southern division superintendent and, in 1936, he was given a special assignment to travel over the country conducting technical sessions for field engineers. After being assigned to the field engineering group of Erpi, he went to Altec in 1937 to continue this activity. Later, Patton became branch manager of the New York district.

While located in Washington, Patton started the "Melting Pot," a house organ which later became nationwide in scope under the title of "Altec Exchange."



FILMROWS OF AMERICA....IX

DETROIT

The motor city has had a long and illustrious history in distribution and exhibition of motion pictures: competition often is intense, but in a pattern of friendly operation.

Looking west on Bagley avenue in Detroit, from Grand Circus park—the United Artists Theatre (2,024 seats), in the foreground and the Michigan Theatre (4,029 seats) in the background. These first run theatres opened at nearly the same time twenty years ago and are characteristic of the city's best in super de luxe construction and operation. (All photos for BOXOFFICE by Harry Kaufman.)

By H. F. REVES

DETROIT'S film industry is integrated into a little world of its own, operating so smoothly most of the time that the average citizen has little knowledge of its existence, aside from his contacts as the ultimate consumer in the theatres. The people who work in the industry include pioneers who have seen history made, and newcomers of recent years who usually fit into a pattern of friendly operation. There is competition, plenty of it, sometimes intense personal rivalry, but the bitterest competitors and hardest bargainers often meet later for a game of cards over at the Variety Club or a cup of coffee in the Film Drug store.

Typifying this unity of feeling was the close cooperation that characterized wartime activities. This was in large measure a direct product of the personal attitudes of and relations between local industry leaders—notably, in the exhibition field, Ray Branch of Allied Theatres, Earl Hudson of United Detroit, David M. Idzal of the Fox, James F. Sharkey of Co-Operative, the late Edward C. Beatty of Butterfield, and Carl W. Buermele of General Theatre Service. A few minutes on the telephone network could secure virtual 100 per cent support for any worthy cause.

Exhibitor organization as it is known today was a Michigan contribution to the industry, according to A. J. "Bert" Moeller, who headed the early group here at the time of World War I, and went on to become national manager of MPTOA, and has returned here to live. James C. Ritter and Henderson M. Richey, now assistant to the sales manager of MGM who later held top posts in National Allied, were other exhibitor leaders from Detroit.

Michigan Allied has long been the predominant trade organization here with Ray Branch as president—for 16 years—and Jack Stewart as general manager. The late Edward C. Beatty, president of Butterfield—some of whose individual houses or partners are affiliated with Allied—was long vice-president of MPTOA. Recently there has been some proliferation of trade associations, with the Michigan Independent Theatre Owners, now practically dormant, organized under the aegis of Joseph P. Uvick, now a director of Allied, and the Independent Theatre Owners, headed by Sam Carver, taking shape a year ago with a membership largely in the Detroit independent field. There is cooperation of effort and overlapping of membership rather than rivalry here.

Film booking and buying services are especially characteristic here, with probably 75 per cent of Detroit's independent theatres so grouped. The pattern of booking cooperatives, originated here and spread to other key cities. Largest group is Co-Operative with 105 theatres, followed by Mutual Theatres and General Theatre Service with about 40 each, and the newly organized Allied Theatre Service now being established directly for Allied members. MITO is discussing plans for still another buying service.

CO-OPERATIVE, the true pioneer in its field, started as a booking service for the Kunsky circuit, and also served about 50 other local theatres, until the circuit was taken over by Paramount, about 1930. The name was changed to Mid-States when it was bought out by the independents then, under the management of Carl W. Buermele, and later switched back to Co-Op.

Oldest theatre in the state is the Avenue, dating from the '70s, now showing pictures in combination with burlesque. Earlier it was the Wonderland, a combination museum, hippodrome and music hall, succeeded later by a new house of that name, where the first motion pictures were shown in Detroit, about 1898, in the old Edison view machines by the late Gus Greening. Later, the new Wonderland dropped the other attractions and became the Temple Theatre, where some of the first projected films were shown as afterpieces to a high class vaudeville show, early in the century. The Temple was later taken over by the Keith circuit—a tradition carried forward today in RKO operation of the Uptown, a suburban second run house, and RKO's stock interest in the Butterfield circuit resulting from their former operation of some upstate houses.

Next in Series: New York

This is the Film Exchange building which houses all except three distributors. It was built in 1927 at a cost of $1,500,000 by Walter R. Stebbins.



Michigan's outstanding early contribution to the industry was a butcher boy on a train running from Detroit to Port Huron, who was reading through a semipublic library—located in one of the buildings constituting the Avenue Theatre group—shelf by shelf, for his education — Thomas Edison. Interestingly enough, Detroit's first theatre building was operated in 1833, again on the Avenue site.

Motion pictures became a business instead of a vaudeville trailer in 1905. There is some dispute between the memories of oldtimers over the first motion picture theatres in Detroit, and prior rights are sometimes claimed for one or more upstate theatres which had pictures in addition to other attractions, like the Temple. Research by the present writer some years ago among the records and memories of still older oldtimers then active, resulted in the statement that "Arthur Caille and John H. Kunsky opened the Casino Theatre in Detroit, next door to the present Bijou, said to be the second program movie house in the country (following only Harry Davis' Pittsburgh house)." (This was in March 1906.) Other early Detroit exhibitors included William Klatt with the Bijou, Tom Lancaster with the Grande, and Sam Ackerman with the East Side, which he still operates on the same site, though the present structure is new.

Kunsky (now King) and Caille, deceased, clearly established the first circuit here, and probably the first film exchange. The circuit grew, and has been the leading factor in motion picture exhibition in Detroit for 42 years. Today it operates four of the city's seven regular first run houses—the Michigan, United Artists, Palms-State and Broadway-Capitol—and 16 other second run and key or subkey houses, as United Detroit Theatres, operated by Paramount.

The tradition of continuity is also represented by the mammoth 6,000-seat Fox Theatre, which follows the earlier Fox-Washington, as a major first run. The Balaban interests operate the Adams and Downtown, also first runs. Only the Downtown and, rarely, the Michigan, has occasional stage shows. At one time there were a dozen downtown stage show houses, at about the dawn of talking pictures.

THERE are two specialized first runs—the Paradise, operated by the Lou Cohen circuit, devoted to all-colored stage shows and, normally, B pictures, and the Cinema, operated by Sam Baker Enterprises, to foreign and specialized appeal films.

There are a number of various-sized circuits operating houses around Detroit—As-

(Continued on page 25)

Visiting the Detroit Exchanges

MGM's district manager, Frank Hensler (seated left), with Frank Downey, branch manager, and (standing) Jack Morgan, sales manager, and Charles Dietz, exploiteer.



Joseph J. Lee, 20th-Fox manager, meets with Jack Sturm, salesman (L) and James F. Sharkey jr., son of the Co-Op Theatres executive.



At United Artists: (seated), Moe Dudelson, district manager; Sydney Bowman, branch manager; Sid Cooper, salesman; (standing) Ralph Forman, salesman; Jack Lothamer, booker.





Robert Dunbar, who is Warners' branch manager.

Irwin Pollard, Republic manager, flanked by two of his bookers, Margaret Studebaker, Bert Holmes.



At Paramount: Mary Lou Coles, secretary; Lloyd Henrich, office manager; John Gentile, booking manager, and H. Edward Stuckey, who is the branch manager.





Hatton Taylor (seated), RKO branch manager, makes a point that is interesting to Marian Coley, Walter Goryl, Eric Clarry, Harvey Trombley.



Jack Zide, owner and manager of the Allied Film Exchange, with Booker Dorothy Harrison.



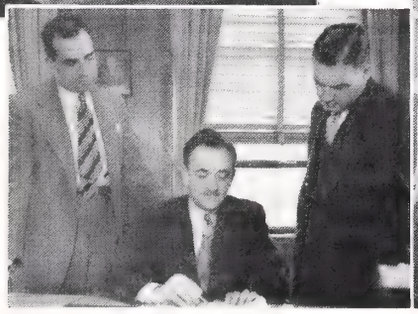
Arvid Kantor, manager of National Screen Service, who recently dropped his reign as chief barker of Variety.



LEFT—Columbia's force looks over sales reports—Raymond Brooks, auditor; Edward Hochstim, branch manager; George Rossman, office manager.

RIGHT—Don Fill, booker at PRC, points out some selling features of new product to his branch manager, Clair Townsend.





Ben Robins, Universal's branch manager (center), with Milton Zimmerman (L), salesman, and Eugene Alexander, of Vanguard.



Charles Garner, the dean of independent exchange operators.

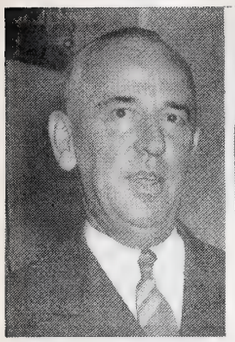


M. Harlan Starr (R), Monogram manager, Filmrow dean, with Jack Saxe and Gertrude Applebaum.



Albert Dezel, top independent film exchange operator, with Ethel Hale and Margaret Rice, head booker.

Leaders in Detroit Exhibition



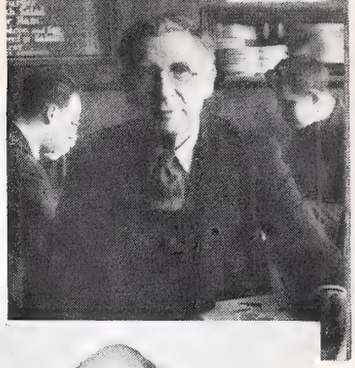
Earl J. Hudson, president of United Detroit Theatres, and a leading Detroit civic figure.



Four executives of the Associated Theatres circuit, which operates 19 theatres, L to R, George Bremen, supervisor; Harold Smilay and Alex Schreiber, partners, and Sam Greisman, supervisor.



David M. Idzal, managing director of the 6,000-seat Fox Theatre, and prominent industryite.



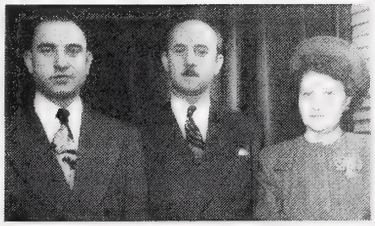
Jacob E. Stocker, pioneer exhibitor, who owns the Maple Theatre and is a long-time director of Michigan Allied.



Boris Bernardi, general manager of Midwest Theatres, schooled in legitimate theatre as well as in motion pictures.



Father and son team—Milton London confers with father Julius, who is one of Detroit's famed original London brothers, pioneer exhibitors.



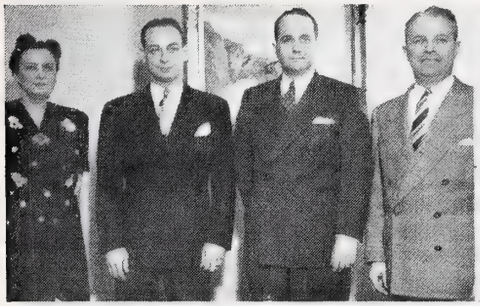
The Krass family—all exhibitors. Marvin, the son, manages the Dix Theatre; Jack Krass manages the circuit and Mrs. Krass has run the Coliseum Theatre for years.



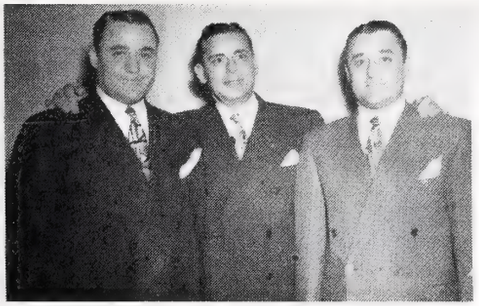
Saul Korman (L), operator of a sizeable string of theatres, talks over new properties in Miami and Cleveland with Sam Green, his manager.



Raymond Schreiber, head of Midwest Theatres, operates neighborhoods, comes from a pioneer theatre family.



A quartet of United Detroit Theatres executives—Alice Gorham, advertising manager; Frank Upton, assistant supervisor; Harold Brown, film buyer; and Joseph Busic, supervisor.



Three partners in the operation of Community Theatres, a circuit of six theatres, operating in four communities. L to R, Adolph Goldberg, A. Komer, Irving Goldberg.



Sam Carver, president of Michigan ITO, is author of a comprehensive textbook on operating a theatre.









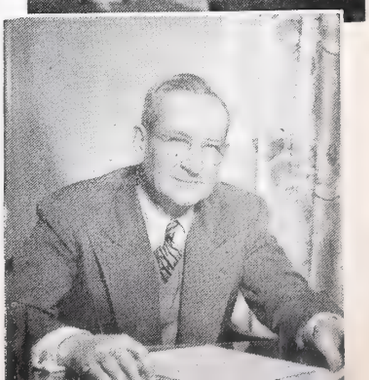


At top left are the key figures in Co-Operative Theatres of Michigan, buying and booking for over 100 theatres. Left to right, Leland Sanshie, Henry Zapp and Sam Barrett. Top right: A busy moment at Cooperative Pictures with Fred Sturgess, Myrtle Clements, David Newman and Daniel Lewis.

Bottom left, Allied Theatres executives—Jack Stewart, general manager; Lawrence Shubnell, manager, and Joseph P. Uvick, director; center, Alden Smith and Allen Dowzer of Mutual Theatres, another buying-booking firm; and lower right, at General Theatre Service, Carl W. Buermele (L), general manager, talks a contract with Al Ruttenberg as son Robert Buermele looks on.



Arthur Leazenby, manager of the Cinema Theatre, which has been successful in playing foreign films.



Charles Perry, managing director of the first run Downtown and Adams theatres, operated by Harry and Elmer Balaban.

A Page of Detroit Filmrow Snapshots



Snapshot Personalities

Beginning with photo at the left: (1) Pete Simon of Film Service, unchallenged local leader in preparation of special trailers; (2) Max Blumenthal, who has operated Filmrow's projection studio for 25 years; (3) Charles Dietz, brother of MGM's Howard Dietz, Metro's exploiteer in Detroit; (4) Ralph Raskin, long a premium distributor; (5) Ralph Ruben, head of Amusement Supply Co.

(1) Mrs. Julia Sturdevant, Ernie H. Forbes and son Howie Forbes, at the Forbes supply house; (2) Clarence Williamson (C), National Theatre Supply manager confers with Julius London and son, Milton; (3) the NTS staff—Serge Carpenter, George Hackett, Gus Studebaker, Jerry Boehm and Clarence Rowston.

(1) At the Film Exchange drug store, Vinegar Bill looks on as Max Bernbaum makes a sale to Leonard Soskin, theatrical insurance man; (2) Fred Dickley, Altec's district manager; (3) The ladies run the business at Film Truck Service—three of staff with Jane Robinson who with a sister, Mrs. Gladys Pike, owns the service. (L to R) Mrs. Laura Hunt, Edith Hicks, Mrs. Edwin Cox, Jane Robinson.

(1) Detroit's censor board—Inspector Charles Snyder (seated), George Forsythe, John Fleishans, and Lieut. Herbert Case; (2) the McArthurs, George and James, who run the McArthur supply house, the only such firm owning its own building; (3) Charles Simpson (center) of Central Shipping Bureau, which handles physical loading of all film for exchanges in Film Building, confers with Arthur Lehr and Frank Kashin.

(1) Officers of the projectionists union—Roger M. Kennedy, business agent and an international vice-president; Ray Gagnon and Frank Kinsora, the president; (2) Variety barkers at a committee meeting—Arthur Robinson, Paul Broder, Ralph Raskin, Irwin Pollard, Harry Gilbert, Hatton Taylor, Irving Belinsky, Jack Zide, Lou Mitchell, Charles Perry and (with backs to camera) Leonard Soskin and Arvid Kantor; (3) A group of Variety members meet for a noonday chat—Harry Lush, Arthur Robinson, Sol Krim, Harold Sandelman, Irving Belinsky, Paul Broder, and Lou Mitchell.

(Continued from page 21)

sociated Theatres (William A. London, Alex Schreiber, Harold H. Smilay), 19 houses; Broder Theatres, 9; Lou Cohen, 7; DeLodder Theatres, 7; Raymond Schreiber, 6; Community Theatres, 6; Saul Korman, 7; William Schulte, 20, mostly smaller upstate houses, and Wisper & Wetsman, 20, nearly all among the most important independent neighborhood houses in the metropolitan area, making this by far the leading independent circuit in the state. Other circuits operating in the state include Harry Hobolth, William A. Cassidy and Michael J. Chargot. Medium-sized circuits are the rule here, with plenty of small operators with only one house, or two at most.

Associated Theatres operates in Cincinnati and Minneapolis, as well as upstate. Saul Korman recently took over houses in Cleveland and Miami, and is currently negotiating to go into independent production on the coast. Jack and Paul Broder recently went into independent distribution, as well as production, with Melrose Productions and Broder-International, now being established.

Through the state, the dominating factor is the Butterfield circuit, with 119 theatres, in most cases including the first run houses in medium size and smaller towns, and an outstanding city group of balanced runs in larger cities. Butterfield operates no houses in Detroit or suburbs. This circuit was started about 1909, when the late Col. W. S. Butterfield opened the Bijou in Battle Creek. The circuit later became affiliated with Paramount, in addition to the RKO interest mentioned, but is, for all practical purposes, operated as an independent circuit, peculiarly "Michigan's own." Heading the organization is Laurence E. Gordon, who became president on Beatty's death a few months ago.

LATEST tabulations show 703 theatres in Michigan, with 487,755 seats. Approximately 600 of these are in the Lower Peninsula—200 of them in the Detroit metropolitan area. The remaining houses are in the upper peninsula, and are served by Milwaukee exchanges, rather than Detroit, with the exception of one house in Saint Ignace, on the Straits of Mackinac, and one or two scattered exceptions with individual exchanges. Reason is the great distance caused by funneling of traffic through the straits—some remote towns in Michigan are farther from Detroit than New York, Washington, or even Boston, over 750 miles.

Detroit's position as the only great city on the border of Canada, which paradoxically, lies south at this point, gives it an international perspective, that has been felt in the industry occasionally, as in the plans projected by Lloyd Hammond, early Detroit independent producer, still active, for establishment of a production center for the British empire in Windsor, just across the river.

The exchanges that serve this area include all the national companies and three independents — Albert Dezel Productions whose home office was moved here from Chicago two years ago, Jack Zide's Allied Films, and Charles A. Garner. All these exchanges, except three, are located in the Film Exchange Bldg. at 2310 Cass Ave., on the fringe of the downtown district. Across the street is the 20th-Fox building, while the Paramount exchange building is three blocks up and around the corner. Selznick just opened up in the Donovan building on Woodward avenue, the only one to break away from this center.

Delivery, supply and premium companies are located in or near the seven-story Film building. All booking group offices, several major circuits, and a large number of other firms, including BOXOFFICE, doing business with showmen are located in the Fox Theatre building on Woodward, two blocks from the Film building.

The present structure was built by Walter R. Stebbins in 1927 at a cost of one and a half million dollars. Architect was C. Howard Crane and the contractor, H. G. Christman. The building is now owned by Mrs. Walter Stebbins. On completion of the Film building, exchanges were moved from the Joseph Mack (now Red Cross) building at 153 East Elizabeth St. This building, more commonly known then as the (old) Film Exchange Bldg., was occupied about 1916, when exchanges were centralized. Earlier exchanges were scattered in various buildings, and were ultimately declared a fire hazard, leading to modern exchange provision in the Mack building, itself condemned for this purpose a few years later as fire prevention became more important.

CREDIT for the first state film exchange is probably due to H. A. Gilligham, who established the Vaudette exchange in Grand Rapids about 1910, according to M. Harlan Starr, Monogram manager, who came into the territory with fight pictures at that time. Gilligham also had the first picture house in Grand Rapids. The Vaudette was combined with the General Film Co. in Detroit, which bought up a number of local independent exchanges, in the early phase of industry consolidation. Gilligham came to Detroit as manager of General, and also bought the Empire Theatre. The latter house, with Starr as manager, was one of the three first runs in town, about 1910; the others were the Empress, now operated by Joseph Ellul as a burlesque house without pictures, and the Princess.

The Detroit territory has contributed many leaders to the national industry, men who grew up, at least in a business sense, here. Among them are Sam K. Decker, treasurer of Screen Guild; George W. Weeks, producer; Otto Bolle, 20th-Fox managing director in London; Joseph Friedman, Columbia managing director in London; C. Howard Crane, designer of many major Detroit houses, now leading London theatre architect, whose firm still carries on his name here; Harry Ross, head of Ross Federal Service; John Flynn, midwest sales manager for Loew's; Jack Goldhar, former eastern division manager for United Artists; Jules Levey, producer, and his brother, Nat Levy, eastern divisional manager for RKO; Raymond E. Moon, Fox district manager, New York City; David Palfreyman, MPA executive, and John McPherson, National Screen Service executive.

Another national leader still active in Detroit is Roger M. Kennedy, vice-president of the IATSE who, together with President Frank Kinsora, has led the Detroit local as business agent for 19 years. Comparatively smooth, mature labor relations have characterized this phase of the industry for years, with both sides able to arrive at an acceptable solution after thoroughly two-fisted negotiations.

Among other pioneers of the industry still active here are Edgar E. Kirchner, who has run the Family Theatre for 37 years; Wesley Schram, circuit operator, and Harry Irons, early booker, now with Ernie Forbes Theatre Supply.

Local showmen have grouped in numerous special organizations, including Daylight Masonic lodge, which meets at 11 a. m.; Russell Johnson Theatrical post of the American Legion, which formerly met at midnight, named for a veteran killed in World War I, who was projectionist at the Frontenac (now Ace) Theatre; a special chapter of the American Veterans committee; a newly organized B'nai B'rith lodge; the Nightingales, an operators' bowling club, which used to roll at 1 a. m., believed to be the first bowling league in the industry; Film Bowling league, and the Screencraft club, another projectionists' bowling group, inactive during the war.

ON THE COVER
View of Detroit from water front. By Manning Bros. Courtesy Detroit Convention and Tourist Bureau.

Do you know of any picture that was ever received more enthusiastically than "Great Expectations"?

Kate Cameron in the DAILY NEWS

• "'Great Expectations' is as brilliant a transposition of novel to screen as any in the history of moving pictures. . . . I recommend with all my heart to those to whom Dickens is still a closed book, a visit to the Music Hall, where they may make a short cut to the acquaintance of one of the great novelists of the Victorian era. The picture is an enchanting reproduction of the book in that it demands your full attention . . . The story is guaranteed to keep you enthralled during its two hours of running time."

Archer Winsten in the N. Y. POST

• "The arrival of the British film, 'Great Expectations' at the Music Hall marks nothing less than a new era in the transfer of literary masterpieces to the screen. . . . For delight in sheer perfection of movie making, the movie 'Great Expectations' is breath-taking."

Cecelia Ager in PM

• "'Great Expectations' is a lovable giant of a picture, great in conception, great in execution, great in the thousands of satisfactions it accords. Rich, substantial, savory: soundly built, beautifully lucid, infinitely tender, it is a masterpiece of the story telling art, a great movie that does a great novel full justice, and more: It takes a classic of English literature and out of its appreciation and enjoyment of it, out of its understanding love for it, dramatizes, points up, and intensifies its values. The basic quality of 'Great Expectations' is romantic entertainment: it is full of the joy and richness of life. . . . In direction, mood, production, acting, writing, sound, photography, it is very nearly flawless."

Eileen Creelman in the N. Y. SUN

• "'Great Expectations' is one of the top English films, a pleasure to Dickens' readers, a picture that may send millions back to re-reading the classics."

We regret that space does not permit us to reprint the reviews of the New York motion picture critics in full, but we believe that these chosen excerpts will give you a general idea of the superb quality of this fine motion picture...

Of course, this reception by the press is a
being done by "Great Expectations" a

Bosley Crowther in the N. Y. TIMES

● "If there is any lingering necessity of inspiring more Charles Dickens fans—not to mention more fans for British movies—the thing that should certainly do the job is the film made from 'Great Expectations', which came to the Music Hall yesterday. For here in a perfect motion picture, made in England (where it should have been made), the British have done for Dickens what they did for Shakespeare with 'Henry V': they have proved that his works have more life in them than almost anything now written for the screen."

Howard Barnes in the N. Y. HERALD TRIBUNE

● "A celebrated novel has been served superlatively in the screen adaptation of 'Great Expectations'. The new British film at the Music Hall realizes the heart, humor and dramatic excitement of the Dickens work in engrossing cinematic terms. . . . In short, this J. Arthur Rank Cineguild Production is a rare and memorable motion picture. Good sense and artistry have gone into every reel of the film. . . . A screen entertainment of stature and irresistible appeal has come to town."

Frank Quinn in the DAILY MIRROR

● "The Universal-International release of the British-filmed novel has the quality of enduring greatness. All the characters get the breath of life in this celluloid rebirth. . . . 'Great Expectations' is a great picture, fulfilling, with no trace of dissapointment, the promise of its title."

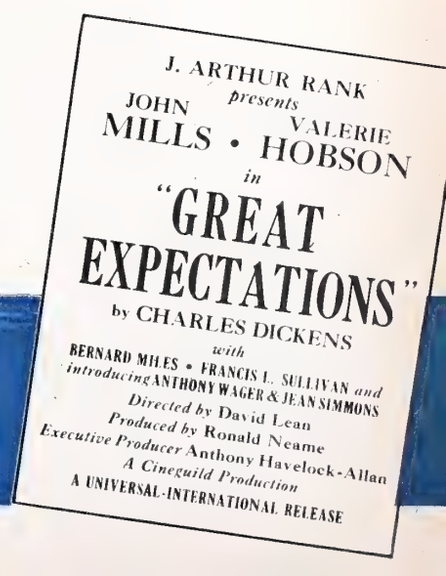
Rose Pelswick in the N. Y. JOURNAL-AMERICAN

● " 'Great Expectations' is a screen classic, a beautiful, sensitive translation of the novel by Charles Dickens. All the characters, the quiet charm and the well-knit melodramatics of the novel are spun out with wondrous skill."

Alton Cook in the N. Y. WORLD-TELEGRAM

● "Hail to the luck and the art that have made the English version of 'Great Expectations' such a good picture. The people at the Music Hall choose carefully, with an inspectorial eye about stars and box office values. But as the Music Hall people knew when they booked 'Great Expectations', the news of a good picture gets around in phenomenally short time . . . Here is the realm of great movie entertainment—and, why don't we have more of it."

being reflected in the wonderful business
the Radio City Music Hall.



Hollywood Report

By IVAN SPEAR

Director Douglas Sirk Forms Own Outfit

The obvious growing tendency on the part of top producers to steer a cautious financial course, failed to act as a deterrent to the steady flow of newcomer independent film-making companies. Most recent of the creative fraternity to hang out his shingle is Director Douglas Sirk. He organized a company under the banner of Douglas Film Corp., in which proposition his associates are Dr. Marcel Frym and Robert Erlik, erstwhile European film executive. Douglas' kickoff film will be a new screen version of the operetta "Two Hearts in Three-Quarter Time." Sirk and his partners apparently plan to launch their celluloid waltz without a releasing deal—which is usually the case with most of the new independent units.

Screen Guild Signs Deal With Hirliman for Seven

Another in-and-out veteran of production has chosen Screen Guild Productions as the affiliate through which he will make his next pitch. A releasing deal has been signed between SGP and George A. Hirliman which provides for Hirliman to produce seven pictures during the next two years.

Hirliman started in the motion picture business in 1916 and for a number of years operated his own laboratories. He has produced for MGM, RKO-Radio and Grand National but during the past few years has operated his own distributing company. In 1943 he organized and became head of Film Classics, Inc., which Joseph Bernhard is now operating.

Another SGP unit, Somerset Pictures, seems to have crept up on a sleeper with the launching of the first picture dealing with the present-day Ku Klux Klan. Titled "The Burning Cross," shooting is under way at the new Motion Picture Center, making it the first film to be photographed at that studio. Somerset's organizer, Walter Colmes, is producing and directing from a story by Aubrey Wisberg.



A CENTURY BEHIND THEM—Here are three men with a century of Hollywood history behind them and a close relationship of 30 years. On the set of Sol M. Wurtzel Productions' "The Invisible Wall" Producer Wurtzel (left) celebrates his 30th anniversary in pictures. At one time head of Fox studios, he now heads his own production unit, and is embarking on his 1,000th picture in 30 years. Next to him is Wurtzel's longtime associate, Howard Sheehan, brother of the former Fox head, Winfield Sheehan, and one-time executive vice-president of Fox West Coast Theatres. He has been associated with Wurtzel in one capacity or another for some 25 years and this year is celebrating his 30th year in the business. On the right is Director Eugene Forde who has been making pictures—or acting in them—for Wurtzel for a quarter of a century.

Out of Four Story Buys For Week UA Buys Pair

Only the openhandedness of United Artists producers saved the story peddlers from a trip to the breadline. Out of four story buys recorded during the week, two of them were by UA film makers.

Enterprise purchased from galley proofs Lion Feuchtwanger's forthcoming novel, "Proud Destiny." Lewis Milestone will produce and direct the film version. It is a romance set in France, and is the story of the love of French Dramatist Beaumarchais and Actress Desiree. A succession of historical characters flow through the book, including Benjamin Franklin, King Louis, Marie Antoinette and Silas Deane. Picture will be Milestone's first production for Enterprise under his new contract . . . United California Productions acquired the Charles Marquis Warren Saturday Evening Post story "Bullhead." The film, like the story, will deal with the sports editor of a metropolitan daily whose nickname provides the title.

One of the remaining pair of story buys was made by the recently formed Screen Plays, Inc., which closed a deal for Carl Foreman's play, "Ada," based on the life of Ada Menken, U.S. actress of the 1860s. Foreman will tackle the screenplay of his opus. It will be third on program set up by Stanley Kramer, president and executive producer of Screen Plays . . . Last of the quartet, "California Firebrand," an original screenplay by Royal Cole, was bought by Republic and assigned to Associate Producer Mel Tucker as the third in studio's series of Trucolor musical westerns starring Monte Hale and Adrian Booth.

MGM Schedules "Red Mill" With Skelton and Wynn

In the golden days of the theatah, a pair of popular comedians, Dave Montgomery and Fred Stone, attained the pinnacle of their musical comedy stage success in a Victor Herbert operetta, "The Red Mill," a film version of which is on MGM's future production slate. Leo has decided that two of his funnymen contractees, Red Skelton and Keenan Wynn, are best equipped to recreate the Montgomery and Stone roles. Skelton will appear as Kid Conner and Wynn as Con Kidder. The film will be produced by Samuel Marx . . . Edward G. Robinson will star in Paramount's psychological drama, "Night Has a Thousand Eyes," which John Farrow will direct, and John Lund draws a topline in the same film . . . Edgar Bergen, absent from the screen for some time, was inked by RKO Radio to portray the timid, lovelorn Norwegian undertaker in George Stevens' production of "I Remember Mama" . . . John Garfield was signed by 20th-Fox for a co-starring role with Gregory Peck in Darryl Zanuck's production of "Gentleman's Agreement" . . . U-I Producer Mark Hellinger assigned to Howard Duff the romantic lead opposite Dorothy Hart in "Homicide" . . . Warners pacted Shirley Temple for the title role in "Mary Hagen." Peter Godfrey directs and Alex Gottlieb produces.

PRODUCERS WATCH BUDGETS CLOSELY

From two sources came further indications that producers are keeping a sharper eye on budgets than at any time during the past several lush years, and that they are prepared to trim sails when production squalls seem to threaten.

Indicating that long engagements apparently are as hazardous in film making as they are in romances, Universal-International and Michael Todd by mutual consent have torn up the deal which provided for the Broadway producer to make a pair of features for the company on a profit-sharing basis. First of Todd's screen efforts was to have been based on Edna Ferber's best seller, "Great Son," which he acquired many months ago, and reportedly at a princely price. Since then, while the Broadwayite headquartered on the U-I lot (in the studio's newest and lushest bungalow) the forthcoming screen version of the Ferber yarn has been given a top-drawer publicity buildup, as, betimes, a number of writers were said to be sweating over a script. Failure to squeeze a satisfactory screenplay out of the comparatively brief novel and everyone's disinclination to gamble a top budgetary bankroll on the venture was given as the reason for the amiable termination of the U-I-Todd betrothal. Whether Todd will return his affections to his first love, the stage, or will start flirting with another connection to launch his career as a film producer was not disclosed. The future of "Great Son" as a celluloid property was comparably obscure.

The second application of productional brakes came from a more seasoned maker of films. Darryl F. Zanuck, head man at 20th-Fox, revealed his decision to abandon plans to make—at a planned cost of several millions — "The Black Rose," which was slated as a Technicolor starrer for Cornel Wilde and Peggy Cummins. Zanuck frankly admitted that "the uncertainty of prevailing business conditions throughout the country" was the reason why "Rose" would not be permitted to bloom at this time. The 20th-Fox executive declared that the venture was not being permanently shelved and that it might be revived under more promising conditions — but it appeared certain that a lot more financial fertilizer from the nation's boxoffices would have to be delivered before the ebony posie would again start sprouting.

Tim Whalen to Meg Film At Fox British Studio

Further emphasizing the growing tendency on the part of the British and American film industries to exchange top thespic and creative talent, Tim Whalen has been set to direct "That Was a Woman," based on an English stage play, for Producer Marcel Hellman at 20th-Fox, Ltd., in London . . . A pair of piloting chores at Columbia: John English signed by Armand Schaefer, president of Autry Productions, to direct "The Strawberry Roan;" and Frank McDonald assigned to direct "When a Girl's Beautiful," romantic comedy to be produced by Wallace MacDonald . . . Lawrence Hazard drew the scripting chore on Republic's forthcoming "Wake of the Red Witch" to follow "The Fabulous Texan" on the schedule of Associate Producer Edmund Grainger . . . At the same studio "Pride of Kentucky" and "City Slicker" were assigned to Associate Producer Sidney Picker.

FIRST FILM NEWSPAPER

MOTION PICTURE DAILY

Accurate Concise and Impartial

NEW YORK, U.S.A., THURSDAY,

Another U-I hit becomes page one news!

MPA Studies British Films' Playing Time

Directors Discuss Rank's Plea for Better Deals

Board members of the Motion Picture Association met here yesterday with Eric A. Johnston, president, in a discussion of international trade with particular consideration given to J. Arthur Rank's declaration of a week ago that "we will have to have more playing time" for British pictures in the U. S. market.

The meeting is believed to have been the first concerted effort in that direction and will be followed next week by a series of conferences between Rank and Johnston on the Coast. Johnston will leave Washington for Hollywood this weekend.

Last week Rank declared he had

(Continued on page 5)

Argentine Quota Law Is 'Imminent'

Adoption of a 50 per cent quota on foreign film imports by the Argentine government was described here yesterday as "imminent" by Ignacio Kronenberg, a leading independent distributor of that country, who has arrived in New York from Buenos Aires. Legislation for such a quota is now before the Argentine Congress, and although President Juan Peron is

(Continued on page 5)

ABPC Aims at World Market Through WB

London, May 21. — Associated British Pictures Corp., in which Warner Brothers has a 37½ per cent interest, is embarking on a new long-term "star-making" policy, thereby hoping, through Warner distribution, to achieve a world market. Last January, Jack Warner disclosed plans for ABPC to produce six pictures which will be shown "throughout the Warner circuit in America and all other theatres in the U. S. and Canada which the WB distribution organization services."

Mochrie to Preside At RKO Convention

RKO Radio's 16th annual sales meeting will be held July 7-9 in the Waldorf-Astoria Hotel here. It will be presided over by Robert Mochrie, vice-president and general sales manager, and it will be the first national RKO sales convention to be conducted by Mochrie since assuming his present post on Feb. 2, 1946.

Three sales divisions to be represented include the Western and Eastern divisions, headed by Nat Levy and Walter Branson, respectively, and the North-South division, headed by Charles Boasberg. District managers, branch managers, salesmen and field men will attend from all of the company's exchange centers in the U. S. and Canada. About 500 delegates are expected.

Winners of the 1947 "Ned Depinet Drive" will be announced at the meeting and prizes will be awarded by Depinet, RKO executive vice-president.

Memphis Meet Mon. For Foundation Unit

MEMPHIS, May 21—A meeting of Variety Club Tent 20 is set for May 26 to form a Memphis committee for a Motion Picture Foundation unit. The meeting was called by Chief Barker Ben Kohn. M. A. Lightman has sent letters to distributor representatives and to exhibitors urging that they attend.

Postponement of ATA Convention Favored

Further postponement of the first convention of the American Theatres Association since its organization in St. Louis in April, 1946, is favored by a good number of the board members whose views on the subject have been solicited by New York headquarters. Unsettled conditions within the industry because of the New York anti-trust decision and pending appeals is given as the principal reason.

Lewis Quits UA for SRO Post in Europe

Louis Lewis will take charge of all financial and related matters of the Selznick Releasing Organization in the United Kingdom and on the Continent, it was announced here yesterday by Neil F. Agnew, SRO president.

Lewis has resigned as director and secretary of United Artists Corp., London, and affiliated companies, with which he has been connected for over 12 years. Before joining United Artists, Lewis was an accountant in the Paris office of Price, Waterhouse and Co.

Fabian Group In $15 Million Bid for U. A.

First of Boston Would Finance, If Owners Sell

The First National Bank of Boston, represented by Serge Semenenko, is reliably reported prepared to finance acquisition of United Artists by a syndicate headed by S. H. Fabian, president of the Eastern Seaboard circuit bearing his name, to the tune of $15,000,000.

Of this total, $10,000,000 would apply to the purchase of the two-thirds interest held by Mary Pickford and Charles Chaplin and to the final one-third now held in the company's treasury. The remaining $5,000,000 would be set up as a revolving fund under an arrangement which would make it possible for UA, as distributor, to participate in production financing.

Thus, the Fabian negotiations are not cold. But whether or not the Pickford-Chaplin control will be available for final sale is highly uncertain. Both partners, down through

(Continued on page 5)

To Report Later On Industry Series

HOLLYWOOD, May 21—Representatives of the Motion Picture Theatre Owners of America, the American Theatres Association, Allied States and the Pacific Coast Conference of Independent Theatre Owners, who met here this week with producers, talent guild representatives and Mo-

(Continued on page 5)

Johnston Trip May Bar Tax Testimony

WASHINGTON, May 21.—With Eric Johnston, Motion Picture Association president, slated to be on the West Coast next Wednesday and Thursday —the days set aside by the House Ways and Means Committee for testimony on admission taxes—plans to

(Continued on page 5)

"The Web"

[*Universal-International*] — Tip Top Entertainment

WITH William Bendix, Vincent Price, Ella Raines and Edmond O'Brien co-starred against an admirably balanced cast, "The Web," first Jerry Bresler production for U-I, and the first screen directorial undertaking by Broadway's Michael Gordon, rates high among the year's best melodramas. Interest holds as tight as a fiddle string from start to finish, with all principals turning in top portrayals. The picture may be expected to prosper as it plays.

The screenplay, by William Bowers and Bertram Millhauser, opens in humorous vein, with O'Brien, a struggling attorney, hiring out to Price, millionaire industrialist, as bodyguard for a fortnight. Almost immediately he saves his employer's life by slaying an ex-convict assailant, and then finds himself under suspicion of murder as policeman Bendix, his personal friend, digs into the dead man's past and fails to discover the million dollars which he is supposed to have stolen. Miss Raines, Price's secretary, finally decides to assist O'Brien in sifting the background, and both are accused of a second murder committed by Price. In contrast to most melodrama, this one lets the audience know the guilty party, but builds suspense by making a case against the innocent seem too tight to be upset.

Production is superb in every respect, from balanced dialogue to richly accoutered sets, the whole equaling tip-top entertainment.

Running time, 91 minutes. General audience classification. May release.

WILLIAM R. WEAVER

In This Issue

"Copacabana" is reviewed on page 4; "Moss Rose" and "Dick Tracy's Dilemma" on page 7. Key city reports are on page 6.

Washington Report

By LEE GARLING

WITH THE FAVORABLE "reporting out" of the Mundt bill the past week by the house foreign affairs committee, sentiment is changing favorably toward State department's much debated Office of International Information and Cultural Affairs which distributes documentary films.

The Mundt bill would legalize the activity by creating a new and similar office to be known as the Office of Information and Educational Exchange—OIEE. Under the bill "private agencies" would be used.

Chances of its becoming law are good. A new appropriation would have to be asked for but Representative Taber (Rep. N.Y.), chairman of the appropriations committee, who has been its chief opponent, now would favor it with reservations.

Taber told BOXOFFICE that he would approve about $5,000,000 for the program if all "leftists" were dismissed from State department and that the propaganda disseminated is all favorable to U.S.

Appropriation asked for was $31,000,000. Taber's new attitude is considered a good sign, however.

* * *

AS EVIDENCED by this column some time ago suggesting a resignation by Assistant State Secretary William Benton, if Congress eliminated his office by budget cut, indications now are that he will return to private business in July.

Benton virtually owns Encyclopaedia Britannica and Britannica Films. He possesses all common stock, is board chairman and president of the corporation. Encyclopaedia Britannica had been given to the University of Chicago by Sears, Roebuck, while Benton was an officer of the university.

* * *

WITH ALL THE APPELLANTS in the industry equity case having filed their "statements of points" with the supreme court, the next step is to await the completing of the printing of the record.

This printing is said to be one of the biggest in court history. As soon as it is finished the court is expected to "note" jurisdiction in the case. The date will be either June 2 or 9, according to the clerk.

* * *

MOTION PICTURE SETS will be more easily designed and painted from now on. A demonstration here of a newly perfected color system which produces 1,000 different tints, tones and shades of paint, made-to-order on the spot, proved successful.

The new machine showed how anyone can match paint colors with microscopic accuracy. Top national figures attended the demonstration in the basement of Woodward and Lothrop department store.

* * *

ERIC JOHNSTON, president of the Motion Picture Ass'n, left Washington, for Chicago, arriving May 26 for a board of directors meeting of the United Airlines of which he is a director. He arrived May 28 in Hollywood for the J. Arthur Rank dinner on May 29.

He will stay there until June 7, when he will go to Milwaukee for a talk before the Young Republic National Federation. Then to Spokane, Wash., his home, on June 8, where he will stay until June 16 when he will go to Pullman, Wash., to make the commencement address at Washington State college. He then goes back to Spokane until he returns to Washington on June 21 and leaves the next day for New York and Europe.

* * *

TOM O'BRIEN, general secretary of the NATKE—National Ass'n of Theatrical and Kine Employes — from Britain, had dinner with Eric Johnston and congressmen this week. Nothing significant is seen in the meeting with Johnston. O'Brien is here principally to confer with Richard F. Walsh, IATSE president.

* * *

FIVE NEW PERMITS for theatre construction approved by the housing expediter this week were: $52,000—Northern Arizona Theatres, Inc., Flagstaff, Ariz.; $52,000—Dayshore Amusement Co., Millbrae, Calif.; $90,000—Thomas E. Orr, Attalia, Ala.; $10,000—Morris Kleinman and Millard Jones, Odessa, Tex.; $5,000—Elmer C. Rhoden jr., Joplin, Mo.

* * *

REP. J. PARNELL THOMAS, chairman of the house un-American activities committee, will begin full committee hearings here June 16 on alleged Communist activity in Hollywood.

Thomas said the results of his investigation in Hollywood "have caused the committee to broaden its field investigations which certainly will result in hundreds of Hollywood Communists being subpoenaed for the public hearing in Washington."

Lowell Mellett here denied the charge of Robert Taylor before the committee that Mellett forced him to act in the pro-Soviet film "Song of Russia."



CHESTER FRIEDMAN
EDITOR

HUGH E. FRAZE
Associate Editor

BOXOFFICE Showmandiser SECTION

PRACTICAL IDEAS FOR SELLING SEATS BY PRACTICAL SHOWMEN

Coming Up

James Salmans, manager of the Warner Sixth Street Theatre in Coshocton, Ohio, is the first showmandiser to come to our attention who has revived the special cooking school matinees which were so successful just prior to the recent war.

Salmans lined up what he calls "Household Hints" matinees on four successive Thursdays and increased his business on those days over 100 per cent. A department store sponsored the entire promotion. Pressure cooking, ironing, Bendix washing and range cooking were demonstrated at each session.

Gifts and prizes were awarded to women for suggesting time-saving household hints. Women observing their birthdays, the oldest and youngest mothers present and others in the audience were singled out to receive special gifts.

This type of promotion is an excellent method of increasing business and solidifying merchant relations with the theatres. It has the added advantage of being especially influential during the hot weather months just ahead.

In keeping with a company policy of advancement within the ranks, William K. Jenkins, president of Georgia Theatre Co., Atlanta, recently announced the promotion of Holt D. Gewinner jr., to publicity director.

In moving ahead from his former position as publicity manager in Macon, Ga., Gewinner carries with him the well wishes of all who are familiar with his accomplishments.

The latest issue of the company's house organ carries a message from the new publicity chief to his associates. "Experience," he says, "has taught me the paramount characteristic of working together. I am happy that my experience in Macon has made me familiar with the hardships confronting you in the field; therefore I feel I can understand your problems . . . By working together and sharing ideas, we can overcome difficulties."

That, Mr. Gewinner, is the formula for success in any business venture. In our industry it is a primary qualification, and as you so accurately conclude your message, "It keeps the boxoffice humming."

--- Chester Friedman

Miami Votes Title, Prizes To 'Favorite Brunette'

Promotion for "My Favorite Brunette" in Miami Beach included one of the strongest forms of theatre tieup, the highly valuable fashion contest.

The contest itself was a personal tribute to the efforts of Tom Jefferson, advertising and publicity director for the theatres of Paramount Enterprises which played the picture simultaneously in its three local houses—the Sheridan, the Paramount and the Beach. Carl Jamorga, manager of the Sheridan; Art Schwartz, manager of the Beach, and Charlie Whitaker, manager of the Paramount, worked together on the over-all campaign, with Jefferson concentrating on the contest.

The contest was first sold to the Miami Beach Fashion council, nationally recognized group of Miami dress manufacturers. The organization immediately adopted the idea and agreed to give $10,000 worth of wardrobes for women in prizes to winners of the "Favorite Brunette" contest. In exchange, the council received screen and lobby advertising in affiliated theatres of the Paramount circuit in greater Miami.

The Miami Herald and the Miami Daily News cooperated with daily announcements as the contest got under way, and invited readers who could qualify as brunets between the ages of 18 and 26 to enter the contest. The theatres' radio time was also utilized at this stage to publicize the event. All facets of theatre advertising, including the screen and lobby, were employed. Three hundred silk-screened cards inviting entries were placed near schools and stores, at YWCA branches and other prominent locations.

All promotion carried announcements that first prize would be a complete wardrobe valued at $1,000, second a wardrobe valued at $500, third and fourth $250 in merchandise, and fifth, $150. Thirty additional prizes of clothing and accessories were awarded to runnersup.

The theatre managers then got busy tying up every women's store and department store which features Miami Fashion council wardrobes. The result was some outstanding window displays, cooperative newspaper advertisements and many other tieups.

The national Pepsodent campaign was tied in through lobby displays, with streamers placed in 60 drug stores, and a new Chevrolet which Art Schwartz placed on exhibition in the lobby of the Beach Theatre. Jamorga of the Sheridan got two Chevrolet dealers to run a three-column by 11-inch cooperative newspaper ad playing up the picture and tying in the car giveaway with prominent picture and theatre credits. This ad ran in the Miami Daily News.

He also promoted from Zissen's Bowery, a night club which uses amusing ads, humorous copy on how they handle brunets at the club.

Whitaker made important window tieups with beauty shops and music stores, and set up an actual beach scene in the lobby of the Beach Theatre, with a live brunet handing out entry blanks for the contest.

Decals, bumper strips, 60 additional window displays, imprinted matchbook covers and an illuminated ballyhoo sign on the back of a car also helped to sell the attraction.

More than 300 girls entered the contest from which 80 were chosen to take part in the final balloting. Their pictures were displayed in the lobbies of all Paramount theatres in this city. Theatregoers were urged through every media of advertising and publicity to vote for their favorites.





Theatre lobby display exhibits photos of entrants in "My Favorite Brunette" contest. At right, typical of merchant support is this beautiful window display in Hartley's, leading women's shop, in Miami.

STRONG BALLYHOO IS SCORED FOR NEW PICTURE OPENINGS

The exploitation for "Repeat Performance," which was world premiered at the Weller, Quimby and Liberty theatres in Zanesville, Ohio, May 22, aroused statewide interest and received the personal support of Gov. Thomas J. Herbert of Ohio and Mayor William G. Watson of Zanesville.

All of the activities centered around the personal appearance of Richard Basehart, a native of Zanesville, who makes his starring debut in the picture. Basehart made personal appearances at numerous parties, dances and dinners given to honor him as a native son and to celebrate the world premiere of the picture.

All local business concerns and civic organizations enthusiastically supported the opening. The Retail Merchants Ass'n contributed several thousand dollars to help finance a citywide decoration of flags, bunting, banners and signs. Almost every store in downtown Zanesville displayed posters and blowup art of Basehart and the other stars with picture and theatre credits.

BASEHART AT BALL GAME

On the Tuesday before opening, Basehart appeared at a baseball game between two local teams, threw out the first ball, auctioned off a baseball autographed by himself and posed for photographs. Chili Williams and Frances Rafferty, recently placed under contract to Eagle-Lion, also attended the game. The starlets kissed Zanesville's outstanding players, which event was duly recorded by the photographers for publication in local papers.

The following day a series of events was set up, including a cocktail party for the stars and Hollywood and New York newspaper and radio representatives and others invited to the premiere. In the evening the group attended a dance at the Municipal auditorium attended by almost a thousand persons. The stars made personal appearances. Governor Herbert was introduced to the audience. All receipts from the premiere dance went to the Junior Chamber of Commerce's program to curb juvenile delinquency.

BIG PARADE STAGED

WHIZ of Zanesville kept up a running commentary of each event. The newspaper space in all three local papers included front page stories and art which began almost a week before the opening and continued right through to the day following the premiere.

On the day the picture opened a citywide parade was staged in honor of the stars and the premiere, which culminated in the selection of "Miss Repeat Performance" who is to be given a screen test by Eagle-Lion.

In addition to the festive air about town provided by the bunting and banners, all buses and taxis carried tieup cards.

The over-all campaign was the joint work of Zanesville Theatres, Inc., under John T. Woodward, general manager, and the publicity and exploitation staff of Eagle-Lion under the direction of Max E. Youngstein, director of advertising and publicity, and his assistant, Jerry Pickman.

Big Ads Pay Off

G. E. Rathman of the New Marion Theatre in Marion, Iowa won first prize money in a contest for business increases among nine houses, using page ads in his home town newspaper as well as the Gazette at nearby Cedar Rapids. He also used house-to-house heralds and window cards placed in his own and surrounding towns.



Cheyenne, Wyo., newsboys help to exploit "Cheyenne" opening with bike panels.

Broadway Rebooking Of 'Jolson' Given Big Campaign

A precedent was established recently when "The Jolson Story" was rebooked on Broadway at the Victoria Theatre directly following bookings of circuit and subsequent run theatres in New York City. The picture received an extensive advertising and exploitation campaign comparable to that given a new release.

"What makes Jolson one of the greatest entertainers of all time?" was used as the basis of a citywide contest conducted over the radio, in newspapers and with the cooperation of record dealers throughout the city. Station WNEW plugged the contest for two full weeks on its Anything Goes program. Heralds on the contest were distributed by the Decca company to record dealers, and newspapers carried publicity stories. A 40x60 display giving details of the competition was featured in the Victoria lobby.

Decca Jolson albums were awarded as prizes for those submitting the best letters of 50 words or less. Window promotion was extensive, with many large establishments in the Times Square area providing space to tieins on all forms of merchandise and music. During the current engagement of the picture, a record player featuring Jolson records was played in the lobby and ballyhooed over loudspeakers in the street.

Maurice Mowrer, manager of the Victoria, working in collaboration with Columbia exploiteers, handled the campaign.

70 Blow Gum on Stage

Fourteen-year-old Susan Tyler is today bubble gum champion of Ocala, Fla., after besting 70 other bubble gum blowers in a competition on the stage of the Ritz Theatre there. Susan huffed and puffed her bubble gum until she had a "balloon" that measured 12 inches in diameter. The runnerup, a boy, could only produce a ten-inch balloon. Susan collected a two-week theatre pass for her efforts. Local merchants donated prizes of candy and gum to other contestants.

An official celebration marked the world premiere of "Cheyenne" May 22 at the Lincoln, Paramount and Princess theatres in Cheyenne, Wyo. The city was the focal point of a ballyhoo campaign designed to promote the picture's opening in 150 theatres during the next few weeks in the western states. The governor of Wyoming, Lester G. Hunt, and the mayor of Cheyenne, J. J. McInerney, headed the list of officials who paid special tribute to the film.

"Cheyenne day," proclaimed by the governor, was marked by many special events starting with the arrival of Warner stars Dennis Morgan, Jack Carson and Janis Paige. The stars were met at the station by a reception committee, paraded to the state capitol where the governor received them, and later taken to city hall where the mayor presented them the keys to the city.

STARS INTO INDIAN TRIBE

During the afternoon the stars attended a barbecue at which they were inducted into an Indian tribe, participated in square dances and awarded special prizes to winners of several contests conducted in advance of the premiere.

In the evening the Hollywood guests made personal appearances at the three theatres where the film premiered.

The buildup and ballyhoo was begun several weeks in advance with Warner exploiteers and Fox Intermountain theatremen collaborating.

Among the newspaper and radio features promoted for the film was a limerick contest which ran for more than two weeks. Special awards were offered to art students for original paintings depicting the history of "Cheyenne." Merchants competed for additional awards given for outstanding window displays dedicated to the picture. A rodeo was one of the advance ballyhoos which added extra interest.

CONTINUOUS RADIO MENTION

Newspapers and radio commentators maintained a steady flow of comment concerning the premiere activities. Wire services also covered many of the events.

On the day before opening, the Wyoming Eagle published a special section which included art and stories on the film and merchant advertising welcoming the stars and the picture. The Wyoming State Journal also came through with outstanding news coverage and art, supplemented by congratulatory messages from local advertisers.

Cuban Radio Promotion Aids 'Child of Divorce'

Pedro Saenz, RKO manager in Cuba, created unusual local interest in "Child of Divorce" at the Radio Cine Theatre in Havana by means of a radio promotion. The story of a little girl whose life is uprooted by the divorce of her parents was serialized and ran for nine consecutive days over Cuba's leading RHC Blue network. It was so effective that the station prepared added angles to the story and continued broadcasting it, giving credit to the picture.

A letter-writing contest sponsored in conjunction with the broadcasts brought in the record total of more than 40,000 letters. Much interest in the picture was worked up throughout the entire island as a result of the promotion.

Press Book Masthead On 'Spring' Used as Kroger Stuffer

A merchant's co-op masthead was one of the Paramount press book ideas put to effective and novel use in the campaign for "Suddenly It's Spring" at the Kentucky Theatre in Lexington, Ky., by Bob Cox, city manager for Schine's Theatres.

The masthead, measuring 17x4¼ inches, was employed as a window streamer and package stuffer at all the Kroger markets in the city in advance and throughout the run of the film. Twenty thousand of the mastheads were distributed, and they were paid for by Kroger. The promotion built up a big following for the picture among housewives.

Except for an announcement of the engagement, which was in small type, the copy read: "'Suddenly It's Spring' . . . Wise birds will get ready for it by shopping for Kroger values every day."

Also of aid to the engagement was a co-op ad on the opening of a smart bar and restaurant, the Golden Horseshoe. The copy read: "'Suddenly It's Spring' and time to announce the gay opening of the Golden Horseshoe."

Other copy called attention to the engagement of the film at the Kentucky Theatre. One corner of the six-column ad contained a reproduction of a Varga painting of Paulette Goddard. The ad ran for two days at the start of the run and was paid for in full by the restaurant.

The campaign spread publicity on the picture into thousands of homes all over the city, and because of the seasonal timeliness of the film there was excellent response in patronage at the Miller Theatre.

'Blaze of Noon' Localized At Birthplace of Airmail

Nevin McCord, manager of the Ada Theatre, an Intermountain house in Boise, Idaho, developed a novel local idea to exploit "Blaze of Noon."

The airmail service had its beginning in the Utah-Idaho area, and McCord obtained permission from Paramount's home office to localize his ads on the picture, playing on the history of the service in this area. His ads carried stories and pictures of early fliers in this territory, tying them up with "Blaze of Noon," a picture of those who pioneered with airmail. He also set up a large display of pictures of pioneer fliers of the past in this area and large blowups of the stars from the film.

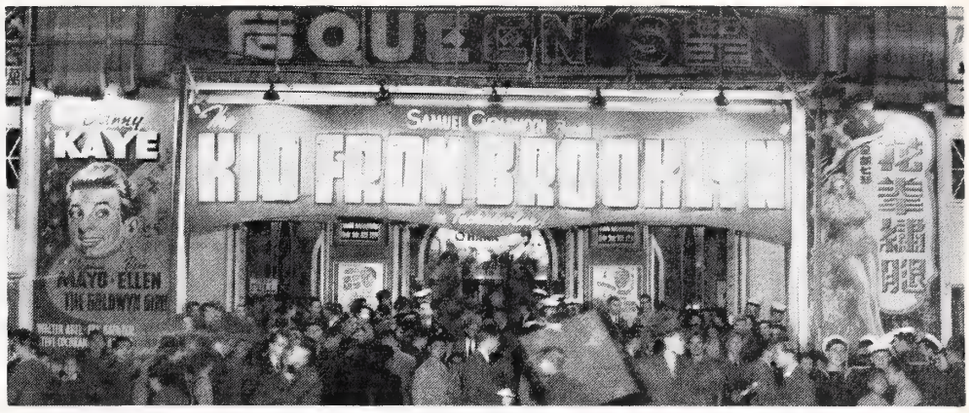
Intermountain's office in Salt Lake City said his idea paid off at the boxoffice, too.

Overtime Parking Nickel In 'Nora Prentiss' Stunt

Charlie Doctor, manager of the Capitol Theatre, Vancouver, B. C., spent 50 cents on a last minute stunt which resulted in plenty of news space and air time by local news commentators. For "Nora Prentiss," Doctor delegated his ushers to scour the town in search of cars parked overtime in the city's new metered curb stalls. Finding such delinquents, the ushers dropped nickels into the meters, saving them from receiving parking tickets, and left a card stating that "Nora Prentiss," now at the Capitol Theatre, was their guardian angel.

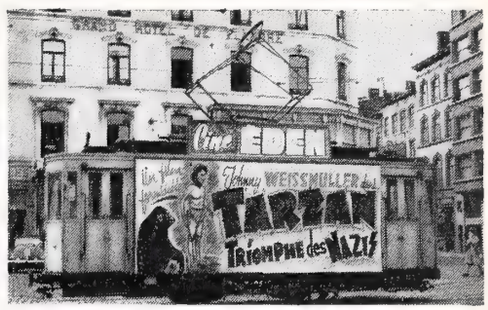
Because of the fact that the meters only recently had been installed in their city, both newspapers and radio commentators gave the stunt wide publicity.

With RKO Overseas



RKO Radio foreign branch managers are exerting special influence over exhibitors abroad to promote their attractions as illustrated in these photographs. Above, theatre front designed by Wu Shun Tak, manager of the Queen's Theatre, Hong Kong, China.





Street ballyhoo, left, employed by Siro Raissi, manager of the Cinema Diana, Cairo, Egypt, was inspired by RKO Manager Gregory Georgoussy. Right, in Namur, Belgium, the Eden Cinema had 24-sheets mounted on trolley to exploit "Tarzan's Triumph." L. E. Piret, RKO Brussels manager, and M. Courtois of the Eden worked together on this stunt.



In Nathania, Palestine, posters and stills substitute for scarce accessory items and art work in the lobby of the newly opened Studio Theatre. Owner Ben Resnick, shown above, finds it advantageous to work closely with his local exchange men.

Lobby Ideas



Advance setpiece for "California" at Malco Theatre, Memphis, was designed by Elliott Johnson, advertising director.



Laff week display used on "The Show-Off" by Rollie Stonebrook, Orpheum, Omaha. Keystone cop helped carry out the comedy idea.

Ballyhoo



Right: Manager Mike Guttmann hired five-piece orchestra to call attention to "Alexander's Ragtime Band" at Century Theatre in Minneapolis. Band entertained crowds at busy corners.

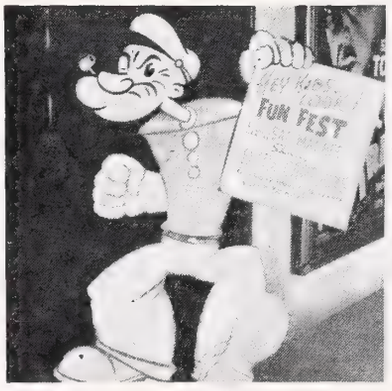
Left: "Stallion Road" ballyhoo for Bill Methe at the Roosevelt in Chicago. Had local riding club making its first spring ride down State street with banners plugging picture.



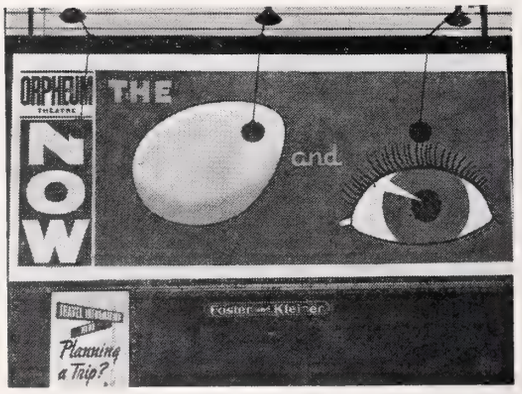
Poster and Art Work



At Paramount Theatre, Denver, this colorful front was designed by Bernie Hynes to exploit "Carnival in Costa Rica."



T. W. Hanlon, State in Bridgton, Me., dusted off old Popeye cutout to publicize kid shows.



This 24-sheet traffic-stopper in San Francisco was the idea of Jack Blumenfeld of the Orpheum. The film—"The Egg and I."



JEALOUSY BREWS MURDER!

COLUMBIA PICTURES presents

Warner BAXTER

in

The MILLERSON CASE

A CRIME DOCTOR PICTURE





Based on the radio program "Crime Doctor" by Max Marcin

with

NANCY SAUNDERS · CLEM BEVANS · GRIFF BARNETT · PAUL GUILFOYLE

Screenplay by Raymond L. Schrock

Directed by GEORGE ARCHAINBAUD

Produced by RUDOLPH C. FLOTHOW

Radio Song Hit Event And Page Ad Tieup Sell 'Clouds'

Radio tieups highlighted a series of promotions for "Till the Clouds Roll By" at the Miller Theatre, Augusta, Ga. Manager P. E. McCoy hooked up with radio station WEDW and the Colonial Baking Co., which sponsors the Showboat Hour every Thursday night, in a singing contest featuring the song hits from the film exclusively.

Listeners wrote in votes for their favorites. Winners were presented cash awards by the sponsor on the theatre stage on the opening night of the picture. The cooperating station made transcripts of the broadcasts which were played back on other station-sponsored programs. McCoy also arranged for the hit tunes to be featured on several popular programs over WBBQ.

Five attractive young women were engaged to stage a daily umbrella parade in the downtown district with each umbrella carrying special copy on the theatre and picture.

A tieup was set with the Davison Pakon department store for window displays and large co-op ads tying in the music score with the playdates.

The Augusta Chronicle came through with another fine tieup in which a full page of merchant ads were interspersed with plugs for the picture. Readers were offered free theatre tickets by the paper if they presented the ad and made a purchase at any of the stores listed on the page. Intended as a promotion for and by the Chronicle, the theatre benefited widely.

Express trucks carried theatre banners and an illuminated 24-sheet was hung over the entrance to the Western Union Bldg.

Reviewing Contest Stirs 'Strange Woman' Interest

An amateur Movie Reviewing contest, sponsored by the Evening Citizen in Ottawa, Canada, attracted exceptional attention in connection with the showing of "The Strange Woman" at the Elgin Theatre. Prizes totaling $50 and 12 pairs of passes were awarded to the best reviews among the scores received by the newspaper.



P. E. McCoy, manager of the Miller Theatre in Augusta, Ga., put five girls on the streets carrying umbrellas properly imprinted with "Till the Clouds Roll By" copy.

Anniversaries' Research Pays Off for Marshall

How a little time spent in research will pay dividends in word-of-mouth advertising and community goodwill was demonstrated recently by Bill Marshall of the Wareham Theatre, Manhattan, Kas. Marshall, house manager of the Theatre Enterprises, Inc., showcase, prior to the billing of "The Perfect Marriage" at his theatre, searched the records in the local courthouse for the names and addresses of couples whose anniversaries fell on the film's playdates.

A week prior to playdate he sent to each such couple a letter of congratulations and invited them to be the theatre's guest on the night of their anniversary. The signed letter read:

"Dear Mr. and Mrs.....:

"We of the Wareham Theatre are taking this opportunity to congratulate you on your anniversary, May..... We want you to be our guest that evening to see 'The Perfect Marriage.' It is, we think, the 'perfect' picture for a 'perfect' occasion. Once again, congratulations and best wishes."

Chicago Equestrians, Humane Group Aid 'Stallion Road'

Promotion for "Stallion Road" at the Roosevelt Theatre in Chicago was concentrated on local equestrian groups, the Humane society and riding academies.

The campaign started with two screenings, one for Col. E. E. Wentworth, president, and other officers of the Town and Country Equestrian Ass'n, and prominent Chicago persons.

The other screening was arranged for representatives of 43 riding academies in the city and suburbs.

At the screening for the equestrian organization, which has 6,000 members, a "Stallion Road" award for the finest stallion in Chicago was announced.

Ray Knotts, chief editorial writer of Herald-American, attended the screening and wrote an editorial on how the picture was made under the sponsorship of the American Humane Ass'n.

Wayne Dinsmore, Chicago socialite and head of the Horse and Mule Ass'n, offered the cooperation of his organization in behalf of "Stallion Road."

George Scott, head of the Illinois Humane Society, recommended the picture by special letter to all members of his group.

Cirasio Edits Fight Film For Main Attraction

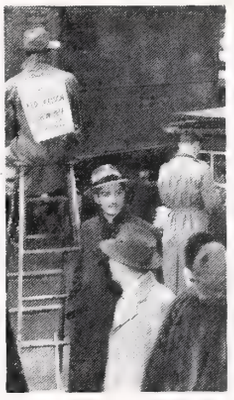
Tom Cirasio, manager of the Alhambra Theatre, Philadelphia, dipped into his showman's portfolio recently and came up with an idea that paid off handsomely at the box-office.

Cirasio gathered prints of official fight films taken during the past 20 years. He edited them, spliced them together and made a complete 40-minute subject from them. He then sold this as a main attraction on a double feature bill.

In addition to his regular media of exploitation, Cirasio created a special display board for his lobby that attracted unusual attention.

Exploitation in Times Square







"The Adventuress," currently being exhibited at the Victoria Theatre, received special art treatment, as illustrated in photo at right. Maurice Mowrer is manager. In center is a street ballyhoo arranged by publicist Jerry Sager at Loew's Criterion for "The Show-Off." Right, the eye-catching Rivoli Theatre front heralds "The Other Love." The huge display stretches from the sidewalk to the top of the theatre. Monty Salmon is manager and Syd Gross handles publicity.

School's Out Party Expands Goodwill For Theatre

South Carolina's Darlington county school children are rarely absent from lessons, and rarely tardy, for there's a big prize at the end of the term for all those who miss fewer than six days of school. They go to a free picture show, are entertained by Uncle Ray's Kiddy Hour over the Hartsville, S. C., radio station, and finally enjoy a picnic lunch.

On a recent Saturday, more than 1,200 children were entertained at the Center Theatre by Bacot Allston, manager, who showed "My Dog Shep," a feature furnished by Scott Lett of Screen Guild. Just before the picture went on the Kiddy Hour was broadcast from the stage, with actors selected from juveniles in the audience.

This tiein with the school authorities and radio station, Allston reports, is one of the finest goodwill gestures his theatre has ever undertaken. It wins the gratitude of the parents, and the youngsters are simply overwhelmed by one of the biggest days in their young lives.

Three-Foot Wedding Cake In Lobby for 'Marriage'

Spencer Bregoff, manager of the Palace in Staten Island, N. Y., tied up with a local bakery for his engagement of "The Perfect Marriage." A three-foot wedding cake with the picture's title was displayed in the foyer ten days in advance. A 30x40-inch wedding invitation, inviting patrons to the "Perfect Marriage," was set up next to the cake. During the run, the display was set up in the bake shop window. In addition, Bregoff used strips on his balcony stair risers with this copy: "What Makes the Perfect Marriage? . . . Is Yours the Perfect Marriage? . . . When Is the Perfect Marriage? . . . See It Here," etc.

Bike Giveaway Swamps Theatre and Merchants

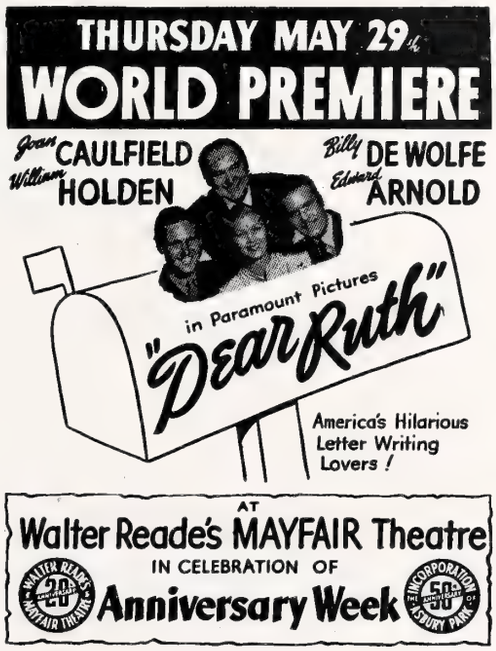
James Morgan, manager of Warners' Delaware in Albany, N. Y., promoted in cooperation with four neighborhood pharmacists a bicycle and ice cream giveaway that drew a capacity Saturday matinee audience. Each merchant contributed $10 to help defray the expense of the promotion, and also gave 50 dixie cups or cones apiece. Youngsters received tickets for the drawing from the pharmacists, who were swamped. The stores received advertising on a trailer and also were furnished cards announcing the promotion. Morgan arranged the gift performance as part of the C. J. Latta business stimulator drive.

Personal Endorsement In 'Boomerang' Display

A personal endorsement of "Boomerang," publicized through a special lobby display, helped to boost business on that film for Manager Mark Allen of the Austin Theatre, Kew Gardens, N. Y. Allen recommended the picture to his patrons in flattering tones.

For his recent showing of the dual, "Perfect Marriage" and "Cross My Heart," Allen designed a special accordion fold herald, on the front page of which was a provocative illustration of Betty Hutton and copy, "Cross My Heart—The Perfect Marriage IS Possible." The inside fold carried illustrative material from the press sheets.

Press Sheet Not Available, Steve Brener Designs Own





Steve Brener, advertising director for Walter Reade Theatres, New York, faced the problem, not uncommon to showmen, of how to sell a world premiere before press material is available from the distributor. Steve designed his own press sheet, made his own ad layouts, two of which are illustrated above. These were two columns in width. The premiere was coincident with the circuit's 20th anniversary week, for which occasion Paramount provided "Dear Ruth" at the Mayfair Theatre, Asbury Park, N. J.

Shirley Fishman's Track Tieups Assure Run for 'Homestretch'

Lady Luck may not smile on everybody every day, especially in the sport of kings, but she certainly did her best for Shirley Fishman, publicity director for the RKO Theatres in Cleveland recently. A benign combination of circumstances set the local first run opening of "Homestretch" at the Palace Theatre a day prior to the opening of the season at the Randall race track.

Immediately aware of the rich possibilities in this event, off she went like a thoroughbred and came up with a number of fine promotions.

On the opening day of the races Miss Fishman set up a registration booth in the theatre lobby. All who registered were transported from the Palace to the track free of charge. Race track officials cooperated by permitting all occupants of the special Palace bus to enter the grounds without paying admission.

A "Homestretch" handicap, with picture and playdate credits printed on the program, were sold or handed out in and around the track. Credits were also used on racetrack forms. Large "Homestretch" signs were erected at the entrance of the track a week in advance.

Radio was used extensively. The broadcast of the opening day race described the "Homestretch" handicap. Track spot announcements on the handicap were carried by Cleveland and Akron stations four days before the picture opened.

Rounding out the campaign, several elaborate window displays were promoted at leading department stores, including Halle Bros., Higbee Co., the May Co. and Newman Stern Co. A spicy touch was added by planting pretty usherettes from the Palace at the race track, handing out heralds to each car as it came along.

Miss Fishman was rewarded by seeing the picture open to fine business.

Exploits Stage Special

George Kemp, Paramount Theatre manager, Staten Island, N. Y., got behind the personal appearance of Bob Eberly on Kemp's regular Thursday night vaudeville show with good boxoffice results. Announcements from the stage by the emcee on two previous Thursdays, a special lobby display and a trailer stressing Eberly's popular prewar recordings, and talking to patrons personally as they came in and telling them of the personal appearance, created advance word-of-mouth advertising.

Thank you, Thank you,

"A good bet." . . . . . FILM BULLETIN

"Hit Parade of '47 will hit." . . . . . HOLLYWOOD REPORTER

"Exceptionally good songs . . . sprightly comedy." . . SHOWMEN'S TRADE REVIEW

"Marquee names . . . add a box-office fillip." . . . . . N. Y. VARIETY

"Flows along easily . . . aimed at escape and relaxation." . MOTION PICTURE DAILY

"Should be one of big grossers." . . . . . DAILY VARIETY

"Should find favor among all types of audiences." . . . . . THE EXHIBITOR

"Far and away the best to date . . . a bevy of catchy new songs." . . . BOXOFFICE

"A half-dozen points of good exploitation caliber." . . . . . FILM DAILY

"Sparkling . . . bright and fresh and new." . . . . . HOLLYWOOD REVIEW

"Tops in entertainment. All 'round box office." . . . . . INDEPENDENT

"Pleasant and lilting." . . . . . MOTION PICTURE HERALD

Hit Parade of

is a great big wonderful


Thank you!
1947 show!
HIT PARADE of 1947
Starring
Eddie ALBERT · Constance MOORE · Joan EDWARDS
with Gil LAMB · Bill GOODWIN · William FRAWLEY
Woody HERMAN and his ORCHESTRA
BOB NOLAN and THE SONS of the PIONEERS
and REPUBLIC GUEST STARS ROY ROGERS and TRIGGER
Screen Play by Mary Loos • Original Story by Parke Levy • Songs by JIMMY McHUGH
and HAROLD ADAMSON • Associate Producer and Director FRANK McDONALD
A REPUBLIC PICTURE

BOXOFFICE NUGGETS

Al Wheeler, manager of the Ambassador Theatre in St. Louis, promoted a "Love and Learn" dance contest. He tied up with a local dance studio and representatives of Arthur Murray who acted as judges. The theatre received wide publicity on the stunt.

Election day in Nova Scotia recently gave Tiff Cook, assistant manager of the Capitol Theatre in Halifax, an opportunity to promote his current attraction through special election posters. With "Margie" dated for four days, Tiff floated several thousand circulars tagged "Vote for 'Margie,'" and followed up by mounting 50 of these on cards and spotting them in windows and tacking them on lamp poles.

Booking two Tarzan pictures on one program proved a business boom for Manager Bill Hamborsky of the Capitol Theatre, Staten Island, N. Y. Bill plugged the show by personally contacting schools, arranging lobby displays and using special newspaper ads.

Giant banners posted on local Royal Crown Cola trucks were a big help in exploiting "Humoresque" for Manager Curtis H. Miller of the State Theatre, Tampa, Fla. The bottling company also distributed 300 reprints to its dealers of the full page color ad recently run in Life magazine.

To help promote the showing of "It's a Wonderful Life" at the Penn Theatre, New Castle, Pa., Manager James G. Bell tied up with the First Federal Savings bank in that city for an outstanding display with full credits in the main lobby of the bank. An advance teaser newspaper campaign also helped to publicize the attraction.

Grant Martin, manager of the RKO Virginia Theatre, Champaign, Ill., turned in a neat cooperative display ad in connection with "It Happened in Brooklyn." A piano company devoted a major share of the space in the ad to cut of Frank Sinatra who stars in the film, with picture and theatre credits. The balance of copy referred to records from the picture's song hits, which were available for purchase.

During the engagement of "Alexander's Ragtime Band" at the Joy Theatre in New Orleans, Manager McKennon hired Phil Zitto's ragtime band and had them in front of the theatre playing numbers requested by passersby.

Herb Sumby, assistant manager of the Grove Theatre in Brooklyn, used a tailor's dummy to sew up a smart piece of lobby exploitation for "It's a Wonderful Life." The dummy was dressed in suit coat, topcoat, and a bow tie that flashed on and off. Head and arms of the dummy were missing. Copy read: "Have just seen 'It's a Wonderful Life.' I lost my head with enthusiasm, clapped my hands off applauding, and ran my legs off telling friends about this wonderful picture."

Ben Mindlin, manager of Century's Valley Stream Theatre, Valley Stream, N. Y., used a peek show to exploit "Strange Woman." Using his former Bond booth, with a cutout slit, copy read: "Take a peek. Preview of scenes from the coming film hit." Inside was a set of 11x14 color stills and insert cards.

A local bank sponsored a herald plugging "It's a Wonderful Life" for Lou Hartmann, manager of the Floral Theatre, Floral Park, N. Y. The circular tied in copy for the banking institution, the picture, and a special kiddy show promotion.

File It

*** Don't discard your BOXOFFICE. The Showmandiser section has been designed to serve as a permanent handbook of theatre merchandising.**

*** The pages will be numbered consecutively throughout the year.**

*** An index to these pages will be published at regular intervals, thus providing easy reference to the various articles on showmandising of individual pictures, to types of pictures, and to all the various phases of promotion.**

*** Theatremen and executives who have long felt the need for an up-to-the-minute, yet permanent guide to boxoffice promotion material, will recognize this latest service innovation in BOXOFFICE as an invaluable aid in their daily showmandising efforts.**

Nurse Promotes 'Kenny' As Entertainment Dose

A prescription that turned out to be a shot in the arm for the boxoffice was compounded by Manager Cliff Mann of the El Rancho Theatre, Deming, N. M., for the showing of "Sister Kenny." Two days prior to opening with this film Mann stationed a girl, dressed in nurse's uniform, to pass out cards at the door of his house. Cards bore this copy:

"Your prescription for 3 days of Good Entertainment: 3 parts: Sun-Mon-Tues. 1 part: (Admission Price), 1 part: Rosalind Russell . . . The dose for Adults and Children.

'SISTER KENNY,'
El Rancho Theatre."

In addition to this stunt, Mann tied in with a local drug store for a window display. Against a background of pestles, mortars, graduated glasses, bottles, etc., he placed stills from the film, date strips and a cast listing.

SELLING THE HORROR SHOW

A recent horror program booked at the Gary Theatre in Gary, Ind., by Manager Al England was well publicized. Advance lobby piece, below; at right is reproduction of an 8x14-inch circular also printed on card for display in store windows and on counters.







M-G-M presents

CLARK GABLE
DEBORAH KERR
SYDNEY GREENSTREET
ADOLPHE MENJOU
AVA GARDNER
KEENAN WYNN
EDWARD ARNOLD
in

"THE HUCKSTERS"

Screen Play by Luther Davis
Adaptation by Edward Chodorov and George Wells
Based on the Novel by Frederic Wakeman

Directed by JACK CONWAY
Produced by ARTHUR HORNBLOW, Jr.
A Metro-Goldwyn-Mayer Picture



M-G-M TRADE SHOWS

CITY	PLACE AND ADDRESS	THE HUCKSTERS	ROMANCE OF ROSY RIDGE
ALBANY	20th-Fox Screen Room, 1052 Broadway	TUES. 6/17 8 P.M.	TUES. 7/1 8 P.M.
ATLANTA	20th-Fox Screen Room, 197 Walton St., N. W.	TUES. 6/17 10 A.M.	TUES. 7/1 10 A.M.
BOSTON	M-G-M Screen Room, 46 Church Street	TUES. 6/17 10:30 A.M. and 2:15 P.M.	TUES. 7/1 10:30 A.M. and 2:15 P.M.
BUFFALO	20th-Fox Screen Room, 290 Franklin Street	TUES. 6/17 2:30 P.M.	TUES. 7/1 2:30 P.M.
CHARLOTTE	20th-Fox Screen Room, 308 South Church Street	TUES. 6/17 1:30 P.M.	TUES. 7/1 1:30 P.M.
CHICAGO	H. C. Igel's Screen Room, 1301 South Wabash Ave.	TUES. 6/17 2 P.M.	TUES. 7/1 2 P.M.
CINCINNATI	RKO Screen Room, 16 East Sixth Street	TUES. 6/17 8 P.M.	TUES. 7/1 8 P.M.
CLEVELAND	20th-Fox Screen Room, 2219 Payne Avenue	TUES. 6/17 1 P.M.	TUES. 7/1 1 P.M.
DALLAS	20th-Fox Screen Room, 1803 Wood Street	TUES. 6/17 2:30 P.M.	TUES. 7/1 2:30 P.M.
DENVER	Paramount Screen Room, 2100 Stout Street	TUES. 6/17 2 P.M.	TUES. 7/1 2 P.M.
DES MOINES	20th-Fox Screen Room, 1300 High Street	TUES. 6/17 1 P.M.	TUES. 7/1 1 P.M.
DETROIT	Max Blumenthal's Screen Room, 2310 Cass Ave.	TUES. 6/17 1:30 P.M.	TUES. 7/1 1:30 P.M.
INDIANAPOLIS	20th-Fox Screen Room, 326 North Illinois Street	TUES. 6/17 2 P.M.	TUES. 7/1 2 P.M.
KANSAS CITY	20th-Fox Screen Room, 1720 Wyandotte St.	TUES. 6/17 1:30 P.M.	TUES. 7/1 1:30 P.M.
LOS ANGELES	20th-Fox Screen Room, 2019 So. Vermont Ave.	TUES. 6/17 2 P.M.	TUES. 7/1 2 P.M.
MEMPHIS	20th-Fox Screen Room, 151 Vance Avenue	TUES. 6/17 10 A.M.	TUES. 7/1 10 A.M.
MILWAUKEE	Warner Screen Room, 212 W. Wisconsin Ave.	TUES. 6/17 1:30 P.M.	TUES. 7/1 1:30 P.M.
MINNEAPOLIS	20th-Fox Screen Room, 1015 Currie Avenue	TUES. 6/17 2 P.M.	TUES. 7/1 2 P.M.
NEW HAVEN	20th-Fox Screen Room, 40 Whiting Street	TUES. 6/17 2 P.M.	TUES. 7/1 2 P.M.
NEW ORLEANS	20th-Fox Screen Room, 200 South Liberty St.	TUES. 6/17 1:30 P.M.	TUES. 7/1 1:30 P.M.
NEW YORK / NEW JERSEY	M-G-M Screen Room, 630 Ninth Avenue	TUES. 6/17 10:30 A.M. and 2:30 P.M.	TUES. 7/1 10:30 A.M. and 2:30 P.M.
OKLA'MA CITY	20th-Fox Screen Room, 10 North Lee Street	TUES. 6/17 1 P.M.	TUES. 7/1 1 P.M.
OMAHA	20th-Fox Screen Room, 1502 Davenport St.	TUES. 6/17 1:30 P.M.	TUES. 7/1 1:30 P.M.
PHILADELPHIA	M-G-M Screen Room, 1233 Summer Street	TUES. 6/17 11 A.M.	TUES. 7/1 11 A.M.
PITTSBURGH	M-G-M Screen Room, 1623 Blvd. of Allies	TUES. 6/17 2 P.M.	TUES. 7/1 2 P.M.
PORTLAND	B. F. Shearer Screen Room, 1947 N.W. Kearney St.	TUES. 6/17 2 P.M.	TUES. 7/1 2 P.M.
ST. LOUIS	S'Renco Screen Room, 3143 Olive Street	TUES. 6/17 1 P.M.	TUES. 7/1 1 P.M.
SALT LAKE CITY	20th-Fox Screen Room, 216 East First Street, So.	TUES. 6/17 1 P.M.	TUES. 7/1 1 P.M.
S. FRANCISCO	20th-Fox Screen Room, 245 Hyde Street	TUES. 6/17 1:30 P.M.	TUES. 7/1 1:30 P.M.
SEATTLE	Jewel Box Preview Theatre, 2318 Second Avenue	TUES. 6/17 1 P.M.	TUES. 7/1 1 P.M.
WASHINGTON	20th-Fox Screen Room, 932 New Jersey, N.W.	TUES. 6/17 1 P.M.	TUES. 7/1 1 P.M.

THEATREMEN BURN UP CITIES WITH HOT TIEUPS ON 'DUEL'

"Duel in the Sun" exploitation continues to be big news for theatremen, with showmen in all sections of the country reporting big grosses when effort has been placed behind the picture.

At Loew's State in Providence, R. I., Manager J. G. Samartano put over a well-rounded campaign which reflected its results at the boxoffice. The highlight was a "casting director's contest" arranged with the cooperation of the W. T. Grant store in which the public was invited to submit names of stars who might fit into the various roles portrayed in the picture. This focused interest in the engagement and accounted for lavish displays in the store, distribution of 1,500 entry blanks and special eight-page tabloid heralds.

Co-op ads, all carrying full credits on "Duel" were arranged with Gerber's jewelry store, Antone's beauty shop, Arthur Murray dance school, Lincoln book shop and RCA dealers on the music albums. Attractive window displays, utilizing scene stills, were placed in many downtown locations.

"Duel in the Sun" cloth banners were carried on both sides of the Royal Crown Cola trucks, and the Rhode Island News Co. used posters on its 11 trucks in conjunction with the Popular Library book. More than 70 spot announcements were used on three local stations. Several days prior to the opening, feature stories with art were placed in the Journal-Bulletin, Pawtucket Times and all suburban papers. The front of the house was decorated with special "Duel" cards hung from electric light bulbs and a 12x8-foot shadowbox was used in the lobby.

5,000 BOOK SALES

In Corpus Christi, Tex., Manager Sam Stokes built his campaign for the opening at the Palace Theatre around strong radio promotion. Spot announcements saturated local radio stations, and Stokes tied in important merchants for music and jewelry displays. A restaurant displayed balloons, which spelled out the picture title and theatre playdate. On opening day a private plane dropped special "Duel" heralds on the city.

At the Martini Theatre, Galveston, Manager John Browning promoted an advance sale of 5,000 copies of the "Duel in the Sun" book with proceeds going to survivors of victims of the recent Texas City disaster.

Another Texas showman, John Hausman, manager of the Ora Theatre in Freeport, arranged for the distribution of 3,000 special heralds on "Duel," mailed out 2,000 post cards with a message on the film and theatre playdates and arranged for the display of a 3x10-foot banner over the Missouri-Pacific trestle. Hausman had a mounted cowboy in full regalia parade the city streets with signs heralding the picture opening.

Morris Rosenthal, manager of Loew's Poli Theatre, New Haven, was another who utilized every possible medium of promotion to roll up record grosses.

T-SHIRTS AT PARKS

Supplementing extra-budget newspaper and radio advertising, Rosenthal hooked up with merchant displays and co-op advertisements, placed posters on the bulletin board of the Winchester factory, imprinted bags for a dozen music shops with theatre copy; hooked in on the national bowling tieup with four alleys for displays of art and posters and had his usher staff wear badges for ten days prior to opening.

He also set up a display of stills and art at the library, arranged for employes of amusement parks to wear "Duel" T-shirts; posted 24-sheets in prominent locations and had 5,000 heralds inserted in newspapers sold on stands in the business section.

Rosenthal also was successful in promoting two radio contests and special art features both in local dailies and an Italian publication in addition to utilizing national tieups for window and counter displays.

At the Poli Palace Theatre, Meriden, Conn., Manager Mollie Stickles also connected for a record number of tieups with merchants on books, music and nationally set promotions.

Miss Stickles provided shoe shine boys in the downtown area with aprons imprinted with title and playdates. Sidewalks were stenciled, 5 and 10 cent stores wrapped purchases in imprinted bags and utilized lobby and mirrors to exploit the opening well in advance. Three businessmen came through with two-column newspaper co-op advertisements, two 40x60 displays were placed in the railroad station, announcements were obtained over the public address system at a local fight arena and restaurants and taverns in the city used coasters publicizing the film.



One of the co-op ads promoted by J. G. Samartano, Loew's State, Providence, R. I.



"Duel in the Sundae" was a concoction offered at soda fountains in Nashville, Tenn., to help manager Tommy Delbridge exploit the picture at the Vendome Theatre.

Seazo
COCONUT OIL
POPCORN SEASONING

. . . has that rich, golden color that makes 'em buy!

★ Uniform Quality always—in color —in flavor—in consistency.
★ Colored at the refinery by expert chemists*
★ Packed in Open Head Pails and drums for better accessibility.
★ Backed by 70 years "know how".

* For those states where colored oil is not sold — use SIMKO brand, natural color coconut oil seasoning.



Warehouses in Principal Cities — Coast to Coast

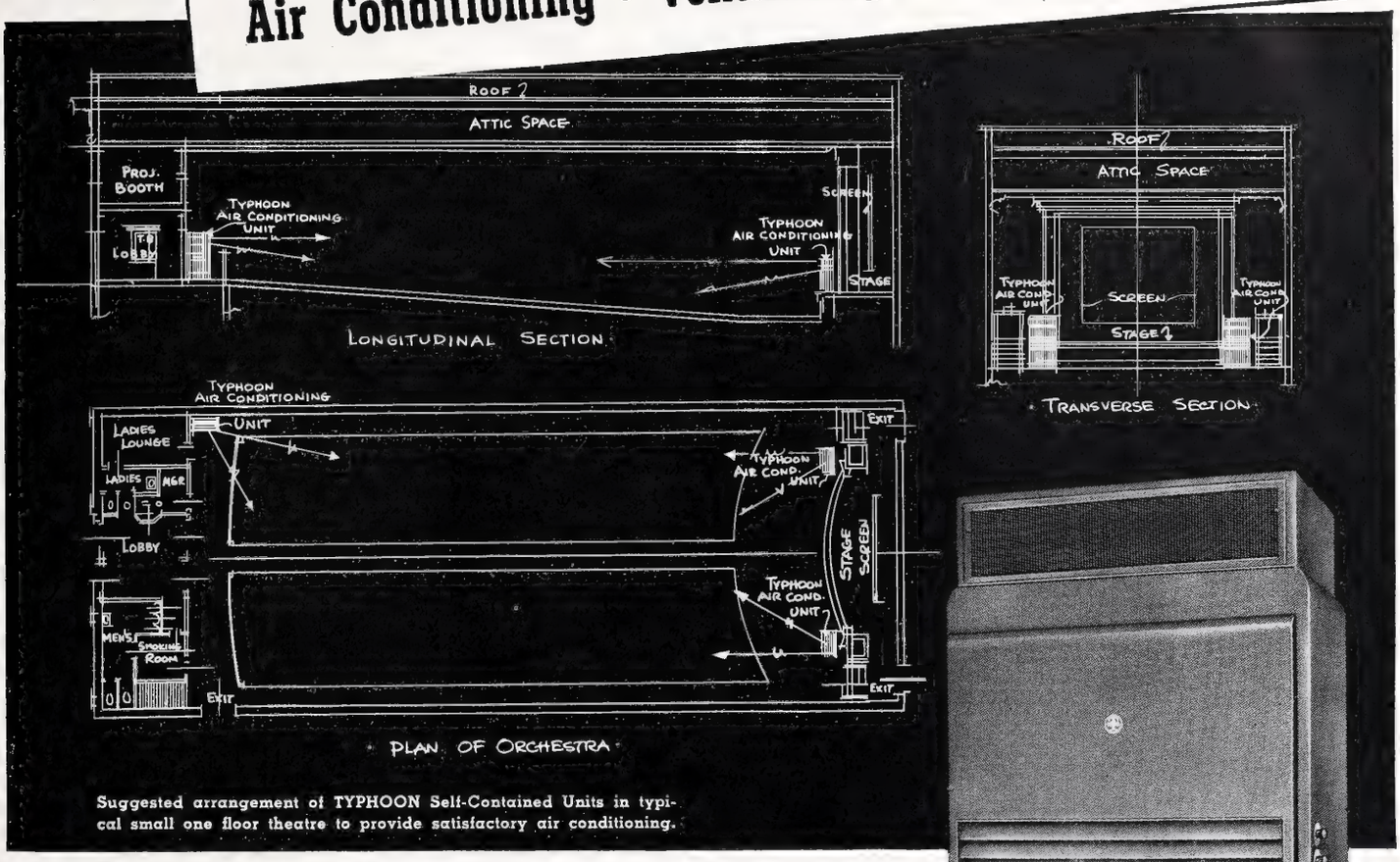
C. F. Simonin's Sons, Inc.
Refiners
ESTABLISHED 1876

2550 E. TIOGA ST. PHILADELPHIA 34, PA.

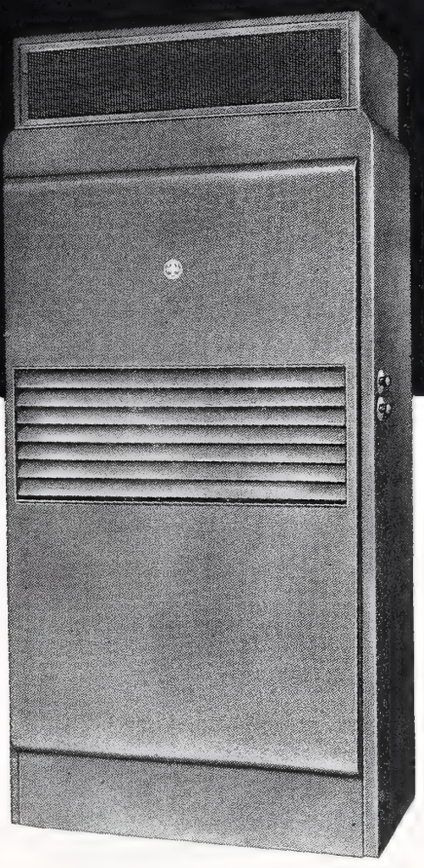
SEASONING SPECIALISTS TO THE NATION

TYPHOON PROP-R-TEMP UNITS
SELF-CONTAINED

The Economical Answer to Small Theatre Air Conditioning • Ventilating • Heating Problems



Suggested arrangement of TYPHOON Self-Contained Units in typical small one floor theatre to provide satisfactory air conditioning.



Available in 3, 5, 7 ton sizes.

TYPHOON self-contained air conditioning units embody engineering achievements resulting from over 35 years experience in theatre and allied fields. They combine rugged construction, with dependable, trouble-free performance at a modest cost.

These attractive self-contained units are ideally suited for air conditioning and heating the small and Quonset-type theatres with seating capacities up to 600 seats. The same units cool, filter, de-humidify and circulate the air in the summer, and heat in the winter. The large coils, condensers and other oversized parts are built to give service and deliver full rated capacity under the most trying conditions.

Compact, efficient, flexible, easy to install, inexpensive to operate, moving parts completely accessible. Self-contained units operate smoothly and quietly with a minimum of servicing.

Note: *Owners, builders and architects of small theatres (200-600 seats) write TYPHOON for suggested theatre arrangements of self-contained units.*

For Complete Information Write

TYPHOON AIR CONDITIONING CO., INC.

Division of ICE AIR CONDITIONING CO., INC.

794 Union Street • Brooklyn 15, N. Y.

Outstanding Radio Coverage Helped Bring Back 'The Jolson Story'

By WALTER WALDMAN

NEW YORK—The boxoffice payoff reaped by "The Jolson Story" was stimulated to a great extent by the widespread radio publicity given the film and Al Jolson, according to advertising and publicity executives of Columbia Pictures.

Although the company exceeded all its previous radio commercial budgets to advertise this film, the sum spent could have bought only a fraction of the free air time received between May 1946, and May 1947, the promotion men pointed out.

During this 12-month period, the title of the picture and the name and voice of Al Jolson were heard over the air on 460 separate occasions over 29 network and 74 local programs, according to Columbia estimates.

These programs included some of the most expensive on the air broadcast during the most popular listening hours. They were the Jack Benny, Bing Crosby, Eddie Cantor, Walter Winchell, Lux Radio Theatre, Amos 'n' Andy, Burns and Allen, Kate Smith and Kay Kyser programs.

Jolson appeared on all but the Kate Smith and Kay Kyser programs. And each time he appeared, five times with Bing Crosby, he managed to work in a plug for "The Jolson Story" or to sing a number from its score.

One of the most impressive examples of network promotion was the coast-to-coast Mutual broadcast last October of the testimonial dinner given Al Jolson by the American Veterans committee. The broadcast originated in New York, Hollywood and San Francisco, and featured Jolson, George Jessel, Eddie Cantor and the late ex-Mayor James J. Walker of New York.

Coverage on the 74 local programs also has been extensive. These local programs have included some of the most popular disc jockey shows in their areas. In New York these have been The Make Believe Ballroom, Milkman's Matinee, Robert Q. Lewis and the 1280 Club. Time and again these record programs have devoted entire sessions to the album of Decca records featuring songs from "The Jolson Story" with Jolson handling the vocals. There is hardly a disc jockey who hasn't played "The Anniversary Song" at least once.

In addition to this musical promotion, Jolson and the film have received hours of publicity on breakfast and gossip programs. Among the big names in this field have been Hi Jinx, Dorothy and Dick Kollmar, Louella Parsons, Adrienne Ames, Maggi McNellis, Paula Stone, Erskine Johnson, Margaret Arlen, Allen Prescott and Dorothy Day. Some of these programs have plugged the film or Jolson on four or five separate occasions.

A Columbia statistician figured out that Jolson and the film received publicity breaks on a total of 4,049 stations in the course of one year. There are only about 1,200 stations in the country, but the statistician reached his figure by adding all the stations covered in each network broadcast plus each local station that ever carried Jolson publicity.

Jolson Reissue Set by WB

NEW YORK — "Go Into Your Dance," starring Al Jolson, will be reissued by Warner Bros. during the summer.



Still the most Economical because of NEW DRASTICALLY REDUCED PRICES

Our government has requested price reductions to stem inflation and we are going to help— EFFECTIVE IMMEDIATELY THE PRICE OF POPSIT PLUS IS REDUCED APPROXIMATELY 15% — This brings the cost of POPSIT PLUS close to the price level of solid seasonings.

Warehouses in principal cities— coast to coast

C. F. Simonin's Sons, Inc.
Refiners
ESTABLISHED 1876
2550 E. TIOGA ST. PHILADELPHIA 34, PA.
SEASONING SPECIALISTS TO THE NATION

Flash Point?

Users of POPSIT PLUS the *liquid* popcorn seasoning made from Peanut Oil, are not worried about flash point.

POPSIT PLUS has a flash point over 650°F. and a fire point over 700°F.

CLEARING HOUSE

(Continued from inside back cover)

POPCORN MACHINES

Burch—Manley—Cretors—Advances—All electric French fry types. Karmelkorn Equipment, 120 S. Halstead, Chicago 6, Ill.

Rebuilt Popcorn Machines for sale. Fully guaranteed. Price from $150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill.

Blevins is national headquarters for popcorn machines. Silver Stars, Super Stars, Corn Cribs. Old machines taken in trade. Blevins Popcorn Co., Nashville, Tenn.

Real Bargains used popcorn machines. Burch, Cretors, Advance, guaranteed. Poppers Supply, Box 838, Atlanta, Ga.

Star popcorn machines. All models. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo.

Lost concession lease. Sacrificing 10 Advance, Cretors and Burch machines (reconditioned). Free supplies corn, seasoning, bags and salt when sold will pay for machine. Send for list. P. W. Littlejohn, Box 231, LaGrange, Ga.

Manley Lifetime Popcorn Machine, like new. Priced to sell, $385. Star Theatre, Natchez, Miss

For Sale: Counter model Advance popper. Good condition; new motor, heating element. $100 cash. Owen Theatre, Seymour, Mo.

POPCORN SUPPLIES

Write for our special contract which guarantees you more profits and greater savings on all your popcorn and popcorn supplies. Blevins Bee Hive Popcorn Co., Nashville, Tenn.

Home of "Rush Hour" popcorn and popcorn supplies. Send for price list. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo. Established 1874.

All-Electric Popcorn Units, popping kettles, copper caramelcorn, candy kettles, peanut roasters, display cases, lowest prices. Northside Popcorn Co., Indianola, Iowa.

Popcorn: It pops! Our customers have popped $133 out of one bag. Try it! Price f.o.b., $8.75. Ohio Popcorn Co., Arcanum, Ohio.

Increase popcorn sales and profits. Today hundreds of theatres are using our stunning flexglass heating and selling counters. Eliminate waste, carpet damage and fire hazards. $225 gives you de luxe popcorn merchandising. A few choice territories still open to distributors and dealers. H. M. McLaren Specialties, 3625 W. 26th Ave., Denver 11, Colo.

AIR CONDITIONING

For Sale: Cooling System—water washer and fan, fan motor 7½ H.P., fan blades, dia. 39 in., width blades, 34 in. Washer tank 7½ ft. x 42 inches, height of louvers—5 ft. 3 H.P. Fairbanks Morse motor and pump, all motors 220 volt. Fan and washer not assembled. Priced to sell quick, $750. J. P. Lannan, West Point, Neb.

Brand New. Never Out of the Crate. U.S. Airco Blower. 35,000 cfm, vertical discharge. One 7½ h.p. motor, 60 cycle, 3 phase, 220V, V-belt, hydraulic controls. $750. Hollywood Theatre, Eau Claire, Wis.

1 Used washed air condition system. Includes blower, pumps, sprays, motors. Will cool up to 300-seat theatre. Good condition. $500. Universal Sound Movie Co., Ft. Branch, Ind.

1 Factory crated 7½ ton U. S. Air Conditioning Unit. Ready to connect to power, water and air duct. $2,500. Universal Sound Movie Co., Ft. Branch, Ind.

Prompt Shipment—Allsteel Blowers with motor, 5,500 cfm, $127.80; 8,500 cfm, $172.20; 11,000 cfm, $228.90; 13,500 cfm, $276; other sizes available. Latest Dual Air Washers, 5,000 cfm, $138; 7,000 cfm, $168; 10,000 cfm, $204; 15,000 cfm, $240; 20,000 cfm, $276. Diffusers, recirculating pumps, exhaust fans, available. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

REAL ESTATE

Consisting of: Grocery Store, Drug Store, Service Station, 3 Complete Office Suites, Stock Warehouse, Radio Shop, 3 bedroom residence; easily converted to Clinic. Conservative rental income, $9,700 annually. Located in one of the fastest growing industrial and seaport cities in the south. For a quick sale, a sacrifice at $85,000. Terms. Box 2757, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

M O R E CLASSIFIED INSIDE BACK COVER

Reade Will Construct Largest N.J. House

NEW YORK—Walter Reade, who now operates 42 theatres in New York and New Jersey, will rebuild the Main Street Theatre, Asbury Park, directly opposite the entrance to Ocean Grove, as soon as necessary permits and materials are made available. Plans call for 3,500 seats, the largest theatre in the state.

Work, in the form of demolition and cleaning up, has already commenced on this site and application has been made for permits to proceed with construction. The theatre will have complete air conditioning and the latest type of seating arrangement and cosmetic and play rooms. One of the features will be an elevator and escalator to the mezzanine and second floors.

The exterior will be similar to the Jeffersonian-Virginia atmosphere employed in Walter Reade theatres in other cities. The five-story office portion of the structure will be occupied by the general offices of the Walter Reade Theatre Enterprises, which will move to Asbury Park and conduct all auditing, bookkeeping and general office work from this location. The theatre will be of the "community type," similar to theatres Reade has constructed in Morristown, Toms River and Trenton, and will be used for first run pictures and other attractions available to coincide with the profitable seasonable periods of the year, Reade said.

$60,000 Home Purchased By Cleveland Variety

CLEVELAND—The Variety Club has exercised its option and has completed arrangements for the purchase of Greystone Mansion, a 20-room, three-story house at 3730 Euclid Ave., as a permanent home. Purchase price is approximately $60,000. This includes the furnishings, valued at $45,000, which were purchased last year by the present tenant.

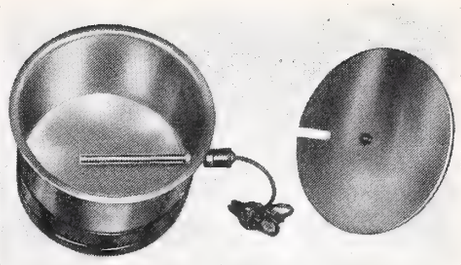
Harry Schreiber, chief barker, says that Cleveland is the first Variety Club in the country to purchase permanent club space. Heretofore, space has been leased variously in the Statler, Hollenden, Allerton and Carter hotels.

It is the aim of the club to maintain a restaurant for its members, and to provide recreation rooms. The mansion has a spacious ballroom on its third floor.

NAVED Membership Is 275, Report Shows

NEW YORK—The National Ass'n of Visual Education Dealers now has 275 dealer members, 52 advisory members and 175 associate members, according to a membership report submitted at the recent quarterly meeting of the association directors. The meeting was held in connection with the Allied Non-Theatrical Film Ass'n convention.

Two new directors were elected to fill vacancies caused by resignations. A. K. Evers of Sunray Films, Cleveland, is the new midwest regional director; A. H. Rice is the new New England regional director.



Popcorn Seasoning

MELTING URN

CRETORS Melting Urn is easy to use. No mess . . . no fuss. Approximately 25 pounds capacity. When full, maximum temperature approximately 180 degrees F.

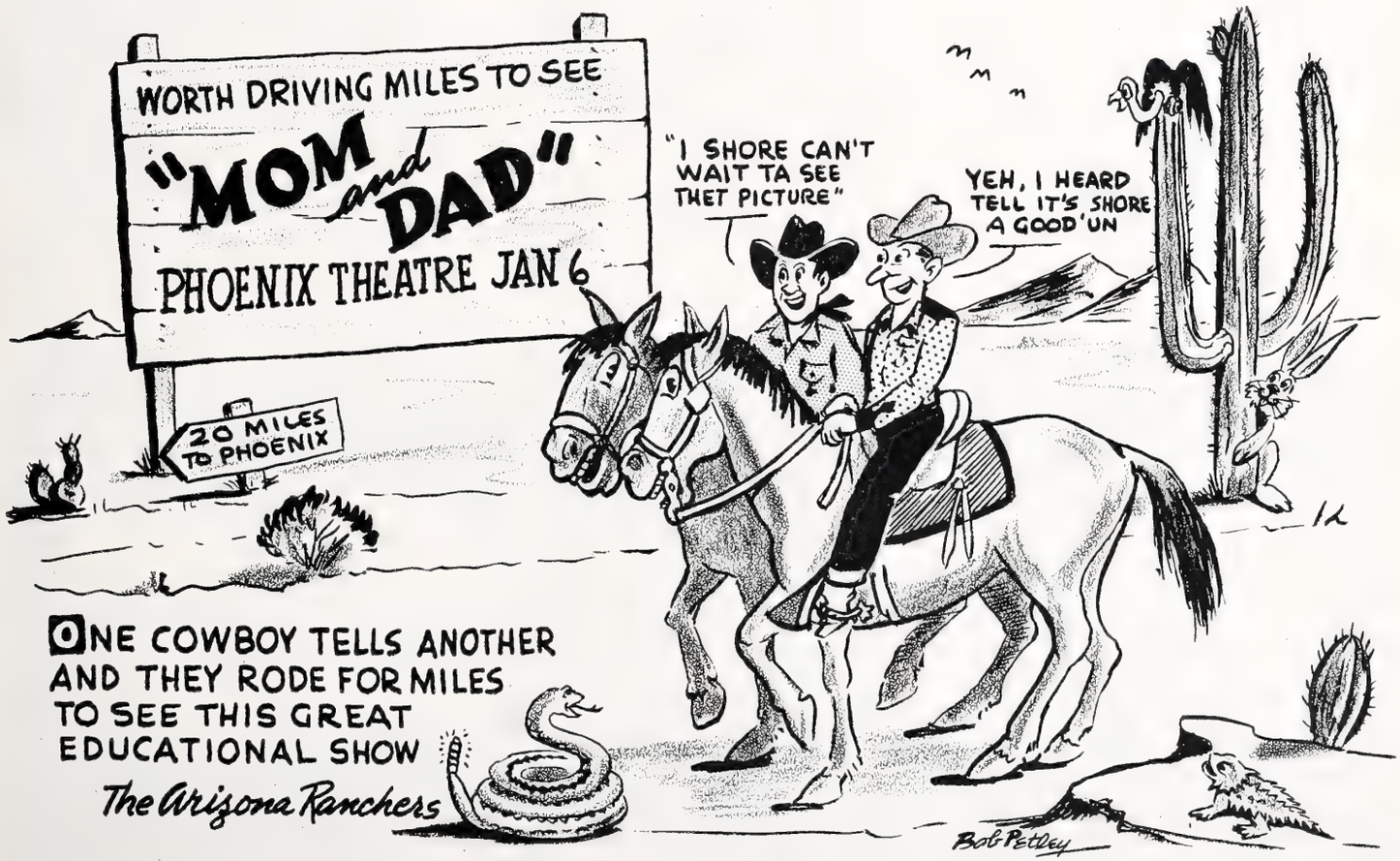
Priced at only $29.50 less thermostat

C. CRETORS & CO.
604 W. Cermak Road Chicago 16, Ill.

Joins 'Big Town' Cast

John Travis has joined the cast of Paramount's "Big Town After Dark."

(*Advertisement*)



OUR SINCERE APPRECIATION to the famous western artist Bob Petley for thinking so much of "MOM AND DAD" he made it the subject matter of a series of cartoons. Mr. Exhibitor—you can render your community a genuine public service and also make your bank balance a bit more healthy by booking this tremendously popular educational attraction. WRITE OR WIRE TODAY for available dates in your state. HYGIENIC PRODUCTIONS: Home Offices—Hygiene Bldg., Wilmington, Ohio. Branch Offices: Cleveland, Los Angeles, Seattle, Chicago, Toronto and Mexico City.

Tradeshows Scheduled June 3-Aug. 5 by MGM

NEW YORK—MGM will hold ten tradeshows between June 3 and August 5. Dates have been set on nine.

"Gone With the Wind" will be screened June 3 in all but the New York and San Francisco branches. "Living in a Big Way" will be screened in Washington June 10 and in all other exchanges June 9; "The Hucksters," nationally, June 17; "Fiesta," in Washington June 24, in all other exchanges June 23; "The Night Raiders," formerly titled "The Romance of Rosy Ridge," nationally, June 1; "Song of the Thin Man," nationally, July 17; "Merton of the Movies," nationally, July 22; "Tenth Avenue Angel," in Washington July 29, elsewhere July 28, and "Unfinished Dance," nationally, August 5.

June 17 tradeshows for "Song of Love" have been cancelled. A new date will be announced shortly.

Liner Is Back on Service

NEW YORK—The Cunard White Star liner, Queen Mary, will resume transatlantic service on July 31, when she sails from Southampton, England, for New York. The ship has accommodations for approximately 2,100 passengers. She is scheduled to make two round-trip crossings per month. The ship will sail from New York on August 8, August 27, September 11, September 26, October 11, October 29.

Set 'Thunderbolt' Aug. 1

NEW YORK—"Thunderbolt," Monogram Technicolor film produced by Carl Kreuger, will be released nationally on August 1. The date marks the annual celebration of the founding of the army air forces. Jimmy Stewart did the narration. William Wyler directed.

FROM THE FILES OF *20 Years Ago*

PARAMOUNT will release 297 pictures as the output for the new year, which includes 80 features and 217 shorts. The new "whole show" policy has been described by Sidney R. Kent, general manager of the Paramount organization, as "Paramount's 100 per cent program." One of the attractions is "Abie's Irish Rose," which has been a Broadway attraction over five years. Anne Nichols, author, will supervise production.

Prominent names on the actor list: Richard Dix,. Thomas Meighan, Clara Bow, Wallace Beery, Bebe Daniels, Adolphe Menjou, Eddie Cantor, Esther Ralston, Florence Vidor, W. C. Fields, Jack Luden, Raymond Hatton, Chester Conklin, George Bancroft, Poli Negri, Fred Thomson.

* * *

MGM will release 50 two-reel Hal Roach comedies during the coming year, 10 Hal Roach westerns, 10 Max Davidson character comedies, 10 Hal Roach all-star comedies, 10 Hal Roach-Charley Chase comedies, 10 Hal Roach Our Gang comedies. In addition, there will be 104 issues of the MGM newsreels, 25 MGM oddities, 6 great events in Technicolor.

* * *

Ivan Mosjukine, whose name was shortened by Universal at the time of his arrival here from Russia to Ivan Moskine, has again had his name changed to Mosjukine. The final change was made because of the similiarity of the name to that of Ivan Moskvin. Mosjukine starred in the French production, "Michael Strogoff."

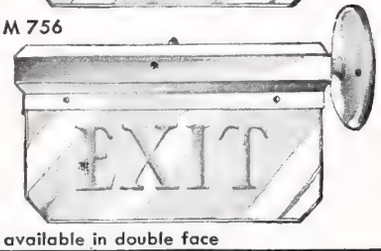
outstanding

SIGNS...by Art Metal

Cat. No. M 756½



Cat. No. M 756



This style available in double face

Immediate delivery — beautifully designed, aluminum finish, indirectly lighted directional signs. Complete with interchangeable, etched glass name plates. Ideal for use in theatre interiors, lobbies, corridors.

Distributors and jobbers write for quantity price list.

ART METAL MFG. CO.
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1

Special SHOWMANSHIP TRAILERS
★ SPEEDY SERVICE ★ TOP QUALITY ★
MOTION PICTURE SERVICE Co.
125 HYDE ST. · · San Francisco (2) Calif.
GERALD L. KARSKI General Manager

Manley POPCORN SUPPLIES — POPCORN MACHINES Manley
FINEST QUALITY . . . TESTED — UNIFORMITY . . . DEPENDABLE PERFORMANCE

CARTONS
Boxes—No. 10 cartons:
$8.50 M (Eastern & Middle-West)
9.00 M (Western)
Bags—¾ lb. $2.10 M in lots of under 10 M
2.00 M over 10 M
1½ oz. Trademark, 10c seller,
$3.30 per M
(Available only at Western Warehouses)

POPCORN
Manley's Jumbo Popcorn $8.00
Manley's Premium 9.25
Manley's Supreme (Middle-West) 10.50
(Eastern) 10.75
(Western) 11.00
Packed in double lined moisture proof bags to preserve quality, high volume, and to assure you of a tasty, tender product.

SEASONING
Manley's Pop-Co-Better ..... 40c per lb.
The best that money can buy.

SALT
Refined and processed according to our own specifications. Brings out the natural flavor of your popcorn.
10c per 2-lb. box, in cases of 12 or 24.

FOR IMMEDIATE SERVICE
WRITE NEAREST WAREHOUSE

EASTERN
Atlanta, Ga., Southern Sales & Warehouse Co., 171 Peters St., S. W.
Binghampton, N. Y., Manley, Inc., Box No. 826
Boston, Mass., Wiggin Terminals, Inc., 50 Terminal St.
Charlotte, N. C., Carolina Transfer & Storage Co., 1230 W. Morehead
Roanoke, Va., Roanoke Public Warehouse

MIDDLE-WEST
Columbus, Ohio, Merchandise Warehouse, 370 W. Broad St.
Dallas, Texas, Zanes-Ewalt Warehouse, 420 Laws St.
Des Moines, Iowa, Merchants Transfer & Storage Co.
Detroit, Mich., Edgar's Sugar House No. 2, 1900 Alfred Street
Indianapolis, Ind., Strohm Warehouse & Cartage Co., 230 W. McCarty St.
Kansas City, Mo., Manley, Inc., 1920 Wyandotte St.
Memphis, Tenn., United Warehouse & Terminal Corp., 137 E. Calhoun
New Orleans, La., Douglas Public Service Corp., 118 N. Front St.
Oklahoma, City, Okla., O. K. Transfer & Storage Co., 531 W. Main
Peoria, Ill., Federal Warehouse Co., 800 South Adams
St. Paul, Minn., Central Warehouse Co., University & Pillsbury Ave.

WESTERN
Denver, Colo., Weicker Transfer & Storage Co., 1700 15th St.
Los Angeles, Calif., Jennings-Nibley Warehouse Co., Ltd.
Oakland, Calif., Haslett Warehouse Co., 51 Webster St.
Salt Lake City, Utah, Central Warehouse, 520 West 2nd South St.
Seattle, Wash., American Warehouse Co., 95 Connecticut St.

Payette and Barron Head Capital MPF

WASHINGTON—Organization of a Motion Picture Foundation panel for the Washington exchange area was completed Wednesday with the naming of John J. Payette as permanent chairman, the vice-chairman being A. Julian Brylawski.

Carter T. Barron of Washington was elected area trustee with Morton Thalhimer of Richmond as alternate.

New members elected are Edward Evans of Milford, Del.; Benjamin T. Pitts, Fredericksburg, Va.; Hunter Perry, Charlottesville, Va.; Elmo Heins, Roanoke, Va., and Rudy Berger, Thomas Reed and Morton Gerber, all of Washington.

Other members, elected at a previous meeting, are Sam Galanty and Sidney Lust of Washington; A. J. DeFiore, Wilmington, Del.; William Crockett, Virginia Beach, Va., and Lawrence Schanberger and Lauritz Garman of Baltimore.

Musicians Will Assist United Jewish Appeal

NEW YORK—The musicians division of the United Jewish Appeal of Greater New York will hold a luncheon at the Park Central hotel June 4 to launch a drive for the UJA, according to Richard McCann, president of the Associated Musicians of Greater New York, Local 802.

Charles R. Iucci, secretary of Local 802, is chairman of the group. Members of the executive committee are: Jerry Alexander, Max Arons, Edwin Bachman, Emil G. Balzer, Howard Barlow, Blue Barron, Leonard Bernstein, Abram Chasins, Jack Downey, Al Goodman, Morton Gould, Isidore Gusikoff, Guy Lombardo, Roy Shields, Don Voorhees and Fred Waring.

Robert M. Weitman, managing director of the Paramount Theatre, is chairman of the cinema group, and members of the executive committee are: John Dugan, Nat Kalcheim, Harry Levine, Harry Mayer, Sidney Piermont and Sam Rauch.

William Feinberg of General Artists Corp. is chairman of the talent agency group, and members of the executive committee are: Nat Abramson, Moe Gale, Joe Glaser, Sol Hurok, Arthur Judson, Harry Romm, Mary L. Shank and Stan Zucker.

'Duel' Into the Victoria After Run at Capitol

NEW YORK—"Duel in the Sun" will open at the Victoria Theatre on Broadway some time after June 12. The film is scheduled to end its current Broadway run June 5 at the Capitol Theatre, where it is now in its third week.

The picture was originally scheduled to open day-and-date at the Victoria and Astor theatres last fall. At that time David O. Selznick and Samuel Goldwyn leased the Astor jointly from the City Entertainment Corp., operator of both theatres. Selznick, however, could not get "Duel" ready when it was his turn to put a picture into the house, so Goldwyn took over with "The Best Years of Our Lives," which is now in its 27th week.

Selznick's lease with City Entertainment expired April 15. Goldwyn's will continue as long as "Best Years" remains at the Astor.

When "Duel" opens at the Victoria, the theatre will be the only one in the metropolitan area showing the film, according to the present booking schedule of the Selznick Releasing Organization.

The film is now at three metropolitan Loew's theatres in addition to the Capitol.

1 Per Cent Sales Tax Voted in Erie County

Maryland MPTO Head, Frank Hornig Is Dead

BALTIMORE—Frank A. Hornig, president of the MPTO of Maryland for the last 14 years, died Friday, May 23, at Maryland General hospital and was buried May 26.

Native of Baltimore and owner of the Horn Theatre here for the last 37 years, Hornig was 68 years old and one of the best known independent exhibitors in this area.

He is survived by his wife, Mrs. Helen M. Hornig and a son, Frank A. Hornig jr.



FRANK A. HORNIG

Dr. Tipton of WB Receives Army Meritorious Awards

PRINCETON—Dr. Laurence B. Tipton, Warner Bros. home office executive, was given a citation and the Army Commendation Ribbon in recognition of exceptionally meritorious services during World War II at special ceremonies on the Princeton university campus May 24. The presentation was made by Col. Miles A. Cowles, head of the department of military science and tactics, representing Secretary of War Robert Patterson.

Dr. Tipton, who is the recipient of various medals and citations for his work during World War II, was formerly a colonel with the office of the Chief of Staff, Washington, D. C.

Air Conditioning in Arbutus

ARBUTUS, MD.—New air conditioning has been installed in the Hollywood, it was announced by V. H. Savadow, manager.

ALBANY—Erie county, including the city of Buffalo, voted Tuesday to levy a sales tax of 1 per cent, but opinion is expressed by William J. Embler, executive director of the Citizens Public Expenditure Survey, Inc., that there is little present likelihood that other countries, or cities with population of 100,000 or more, will vote imposts under the Burney law, with possibly one or two exceptions.

In the meantime the State Tax commission prepared to release copies of suggested model local ordinances for a sales levy and compensating use tax, as well as a tax on motor vehicles.

Embler added that Yonkers might elect to impose some of the taxes, because its budget is out of balance. It is reported that Westchester officially decided against voting the taxes.

Under the Burney bill, which Governor Dewey supported, a city of 100,000 or more may vote a sales tax, a tax on food and drinks costing more than $1; an admissions tax, a tax on retail liquor licenses and motor vehicles, if the county in which it is situated does not chose to make the impost.

A front page story in the May issue of New York State Taxpayer, said that a drive had been launched by educators in several parts of the state to have a special session of the legislature called to provide "still more state aid for schools."

Actors Group Plans Shrine

NEW YORK—The Genesians, newly organized group of Catholic radio, stage and screen performers, is outlining plans to build a shrine to St. Genesius, patron saint of actors. The first site under consideration is the former Charles M. Schwab estate, Loretto, Pa. George Buck, executive secretary of the Catholic Actors Guild of America, is serving as temporary chairman of the new group, with headquarters at the Hotel Astor here.



AT THEATRE OPENING—Century Theatres recently opened its new 600-seat Alan Theatre, New Hyde Park, L. I. Present opening night were, left to right, Martin H. Newman, circuit controller; Mrs. Leslie R. Schwartz; J. R. Springer, general theatre manager; Mrs. Leonard Satz; Leslie Schwartz, head of Andrews, Inc., Century circuit affiliate; Leonard Satz, purchasing and maintenance director.

BROADWAY

Rudy Burger, MGM southern sales manager, and his assistant, John S. Allen, are at the Oklahoma City branch office . . . William Jacobs, Warner Bros. producer, returned to the coast . . . P. F. Thomas, Altec Service Corp. treasurer, is back from a southern trip.

Leon J. Bamberger, RKO sales promotion manager, will speak at the convention of the ITO of Ohio June 3, 4 . . . Anne Jeffreys has returned to Hollywood following the summer closing of "Street Scene," in which she had one of the leading roles.

Carol Brandt, eastern story head for MGM, flew in from London . . . Norman Ayers, southern division sales manager for Warner Bros., is visiting New Orleans and Memphis . . . Sid Goldstein of the MGM publicity department had his appendix removed.

Dean Stockwell is in New York . . . H. M. Bessey, vice-president of Altec Service Corp., and L. J. Patton, district manager, drove to Atlanta. On the way they visited several territory inspectors.

Ann Strauss of the MGM studio publicity department is spending her vacation in New York.

Dick Wright of the Warner Theatres Cleveland office was in town . . . H. Alban-Mestanza, president of Foreign Screen Corp., and Mrs. Mestanza are vacationing at Cape Cod . . . J. J. Unger, general sales manager for UA, is in Chicago for sales conferences with Rud Lohrenz, midwest district manager.

Bert Sanford, theatrical sales manager for Altec Service Corp., is touring the midwest . . . Edward M. Schnitzer, eastern and Canadian sales manager for UA, is back from Philadelphia . . . Maury Orr, western sales manager for UA, is in Los Angeles.

Nat D. Fellman, Warner Theatres executive, is back from Cleveland . . . Jules Lapidus, eastern division sales manager for Warner Bros., was in Pittsburgh Tuesday . . . Ben Joel, Loew's out-of-town booker, is on vacation in Carolina.

Jesse L. Lasky and Irving Pichel were in town to interview actors for featured roles in "Miracle of the Bells" . . . Uric McCleary of the Ass'n of Motion Picture Art Directors is in from Hollywood.

Donald Nelson, president of the SIMPP, is here from the coast . . . Charles H. Rose of Four Roses Film Exchange is at the Astor . . . Eugene Frenke, Robert Cummings and Philip Yordan for United California Productions are here to confer with eastern representatives of Discovery, Inc.

Bill Ornstein of MGM is in Chicago . . . Al Zimbalist, publicity director for Film Classics, left for the coast . . . Ika and Harry Katz, executives of Kay Film Exchanges, are at the Astor.

Ed Beloin, who wrote the screenplay for "A Connecticut Yankee," is in New York . . . Hal Horne, executive producer for Story Productions, and Mrs. Horne will attend the graduation of Mrs. Horne's daughter at Durham, N. C., June 2 . . . James R. Grainger, executive vice-president in charge of sales and distribution for Republic, returned from a visit to the coast and Mexico City.

William M. Levy, UA division manager for Europe and the Near East, is in London en route to Paris and Brussels to represent UA at the Belgian film festival in June. Levy's assistant, Maj. Harold William Auten, is in Athens for discussions with local distributors.

Alfredo Holguin Is Named SRO Mexican Sales Head

NEW YORK—Alfredo Holguin, formerly manager of Francia Films de Mexico, has joined Selznick Releasing Organization as manager in Mexico. He will set up headquarters in Mexico City, working under Manny Reiner, Latin American general sales head for the company.



ALFREDO HOLGUIN

Holguin started in the industry in 1930. Before joining Francia Films he worked as assistant manager in Mexico for MGM and Pan-American Films.

Harry Smith Leaves SMPE

NEW YORK—Harry Smith jr., executive secretary of the Society of Motion Picture Engineers and editor of the monthly journal for the past four years, will leave the organization July 1 to go into business for himself. Smith joined the society as executive secretary in March 1943, after being associated with the Hays office for several years. In October 1943, he also took over the editorship of the SMPE journal.

Local 306 Asks Boost

NEW YORK—Motion picture machine operators union, Local 306, IATSE, is seeking a 34 per cent wage raise and five per cent for a welfare fund from Loew's, RKO, Skouras and Randforce circuits, with time and one-half for Saturday work and double time for Sundays. The union contract will expire August 31.

Strausberg Services Held in Brooklyn

NEW YORK—Funeral services were held at the Brooklyn Jewish Center Tuesday, May 27, for Samuel Strausberg, president of Interboro Circuit, Inc., who died May 23 after a four-month illness. He was 65.



SAMUEL STRAUSBERG

At the time of his death Strausberg headed a circuit, which owned or operated approximately 50 theatres in Brooklyn, the Bronx, Westchester county and Long Island. He also was president of Beth-El hospital, Brooklyn.

Strausberg came to this country from Poland 40 years ago. He first earned his living here as a tailor, but in 1913 opened a nickelodeon on Myrtle avenue, Brooklyn. This theatre failed, but he soon opened another, also on Myrtle avenue.

UNDETERRED BY CRASH

This theatre proved to be the first of a chain of 30 theatres that Strausberg eventually leased to William Fox in 1927.

A few years later, after the 1929 crash, Strausberg was back in the theatre business, and remained a theatre operator until his death.

Before he died, he had approved plans for 12 additional theatres in the metropolitan area.

However, the Beth-El hospital and philanthropic affairs claimed most of Strausberg's time during the last years of his life. He left many of the details of operating the circuit to his sons, Morris O. and Solomon M., and his son-in-law, Stanley Kolbert, who were officers of Interboro.

Since 1933, Strausberg had been a member of the board of directors of Beth-El hospital, and president of that institution for the past seven years.

INTERESTED IN HOSPITAL

He was chairman of the $2,500,000 building fund campaign for the hospital. During his administration as president, a new nurses' home, and a training school for practical nurses was built. An addition to the maternity hospital was constructed and two floors of the hospital were modernized. A new medical library also was added.

Other posts held by Strausberg include membership on the board of governors of the Brooklyn Jewish Center, membership on the Brooklyn war memorial committee, membership on the Brooklyn citizens committee of the navy relief fund.

For these activities, Strausberg was selected Brooklyn's outstanding citizen of 1946 by the Brooklyn Daily Eagle.

In addition to his two sons, he is survived by his wife, Rebecca, and two daughters, Mrs. Stanley Kolbert and Mrs. Elias Bloomgarden.

During the services Tuesday, all Interboro theatres were closed until late afternoon.



HANG 'EM FROM THE BALCONY with WAHOO

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ASTOR PICTURES COMPANY

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Benny Big at Roxy; Broadway in Slump

NEW YORK—Jack Benny and his radio show sent the Roxy grosses soaring. But they did not quite reach the record-breaking figure set last winter during the second week of "The Razor's Edge." Elsewhere the midtown picture was gloomy with three exceptions—the Music Hall, where "Great Expectations" did excellent business; the Winter Garden, which had a good fourth week with "Carnegie Hall," and the Globe, where "Framed" opened strong.

Replacements during the week were "Possessed" at the Hollywood; "The Fabulous Dorseys" at the State, and reissue bills consisting of "Magnificent Obsession" and "I Stole a Million" at the Gotham, and "Isle of the Dead" and "Body Snatchers" at the Rialto.

(Average is 100)

Astor—**The Best Years of Our Lives** (RKO), 27th wk. 90
Broadway—**Dishonored Lady** (UA) 60
Capitol—**Duel in the Sun** (SRO), 3rd wk. 60
Criterion—**Odd Man Out** (U-I), 5th wk. 95
Globe—**Framed** (Col) 110
Gotham—**The Guilty** (Mono), 2nd wk. 50
Hollywood—**The Two Mrs. Carrolls** (WB), 8th wk. 70
Loew's State—**The Guilt of Janet Ames** (Col), plus stage show 95
Palace—**Honeymoon** (RKO), 2nd wk. 95
Paramount—**The Imperfect Lady** (Para), plus stage show 82
Park Avenue—**Carnegie Hall** (UA), 4th wk. 50
Radio City Music Hall—**Great Expectations** (U-I), plus stage show 120
Rialto—**Backlash** (20th-Fox); **Jewels of Brandenburg** (20th-Fox) 85
Rivoli—**The Other Love** (UA), 2nd wk. 82
Roxy—**The Brasher Doubloon** (20th-Fox), plus stage show 170
Strand—**The Sea Wolf** (WB); **The Sea Hawk** (WB), reissues 87
Victoria—**The Patient Vanishes** (FC) 65
Winter Garden—**Carnegie Hall** (UA), 4th wk. 115

'Yearling' Smash in Philadelphia; Other New Offerings Are Weak

PHILADELPHIA—For the second week in succession, house records were smashed here. First it was the Stanley-Warner Stanton featuring "Framed," which by the way, was doing swell in its second week. Last week "The Yearling" smashed the house records at William Goldman's Karlton. The only other bright spot in the local picture was "Calcutta" at the Stanley. Only other newcomers were "The Private Affairs of Bel Ami" at the Aldine where it got a poor reception, and the reissue of "Alexander's Ragtime Band," which was weak at the Fox.

Aldine—**Private Affairs of Bel Ami** (UA) 70
Arcadia and Pix—**The Best Years of Our Lives** (RKO), 8th wk. 110
Boyd—**The Macomber Affair** (UA), 2nd wk. 110
Earle—**Undercover Maisie** (MGM), plus stage show 100
Fox—**Alexander's Ragtime Band** (20th-Fox) reissue 90
Goldman—**The Egg and I** (U-I), 3rd wk. 120
Karlton—**The Yearling** (MGM) 230
Keith's—**Sea of Grass** (MGM), 2nd run 140
Mastbaum—**The Farmer's Daughter** (RKO), 3rd wk. 100
Stanley—**Calcutta** (Para) 170
Stanton—**Framed** (Col), 2nd wk. 160

Buffalo Has Soggy Week; 'Fifth Avenue' Top Film

BUFFALO—A dull week was reported here in consistently rainy weather. Top picture was "It Happened on Fifth Avenue" at the 20th Century. "The Egg and I" held up fairly well in its second week at the Lafayette.

Buffalo—**Carnival in Costa Rica** (20th-Fox); **Undercover Maisie** (MGM) 80
Great Lakes—**The Two Mrs. Carrolls** (WB), 2nd wk. 80
Hippodrome—**Love and Learn** (WB); **The Big Fix** (PRC) 70
Lafayette—**The Egg and I** (U-I), 2nd wk. 108
Teck—**The Thief of Bagdad** (FC); **The Ghost Goes Wild** (Rep) 80
20th Century—**It Happened on Fifth Avenue** (AA-Mono); **Mr. Hex** (Mono) 110

Along New York's Filmrow

By WALTER WALDMAN

THE DEATH last Friday of Samuel Strausberg, president of Interboro Circuit, Inc., was deeply mourned by employes and ex-employes who remembered his many gracious deeds . . . For example, there is a former Interboro manager, active as a union organizer when he worked for the circuit. This manager called a strike that cost the circuit thousands of dollars daily in lost boxoffice revenues . . . After the strike was over and the men returned to work, this manager resigned and left New York for several months. When he returned to the city, he was unable to get a job with any circuit or independent because of his union activities. Word of this situation reached Strausberg. The circuit president was indignant. He summoned his sons, Solomon and Morris, and ordered them to rehire the former manager. "No capable theatre manager should be without a job because of his social or political views," Strausberg declared.

Another favorite story told about the late Interboro president concerns a cashier. Some years ago Strausberg added four theatres to his circuit. Just a few weeks after the deal was signed, one of his district managers overheard this cashier talk about her daughter, who had suddenly become desperately ill. The girl needed an operation and the mother was panicky. The district manager called the home office and told the story to Strausberg, who immediately ordered an ambulance from Beth-El hospital, Brooklyn.

The girl was taken to the hospital and operated on by the personal surgeon of the president of the hospital—Samuel Strausberg. When she recovered, the girl was sent to a convalescent home for four weeks. All the bills were paid by Strausberg . . . The managers of Interboro will not forget that while other circuits and independent theatres were cutting salaries by as much as 40 per cent during the depression, their wages remained at predepression levels . . . And the office girls remember Strausberg for still another reason. Every December 24 he held a big Christmas party for the home office staff. There was dancing, and Strausberg conga-ed and rhumba-ed with all the girls before he called it a day.

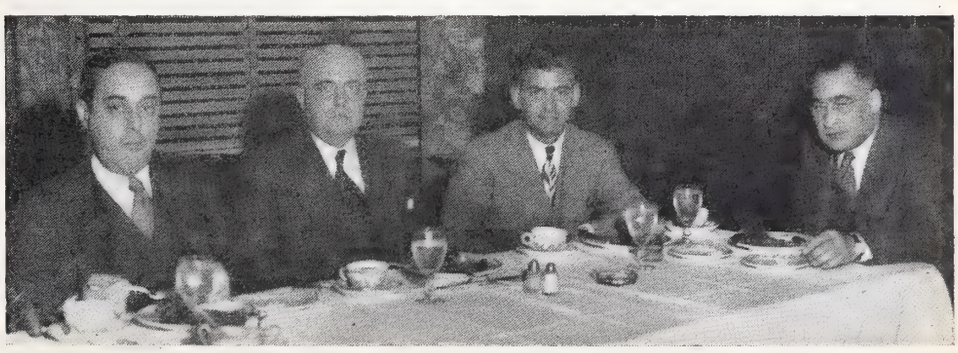
Louis Sattenstein, father-in-law of Harry Brandt, circuit exhibitor, died Monday. He was president of American Book, Stratford Press, a publishing company. Services were held Wednesday at the Temple Rodeth Sholem, New York, and the burial was at the Union Field cemetery, Queens . . . The deaths of Strausberg and Sattenstein forced the directors of the Metropolitan Motion Picture Theatres Ass'n to postpone a meeting scheduled for the week of May 26. Brandt and Solomon Strausberg, son of the Interboro president, are directors. The meeting is now tentatively scheduled for the first or second week in June . . . The directors will discuss plans for a local health week drive next fall, with metropolitan theatres holding charity collections.

The MGM New York branch ranks first on seven out of 12 features, according to the last consolidated sales report. These pictures are: "Holiday in Mexico," "The Cockeyed Miracle," "Rage in Heaven," "Undercurrent," "The Secret Heart," "Till the Clouds Roll By" and "Lady in the Lake" . . . Rose Morgan, secretary to Jack Byrne, eastern sales manager of MGM, is still wondering who sent her a gold heart charm bracelet for her birthday. There was no card, only a friendly inscription . . . MGM birthdays soon to be celebrated will be those of Esther Ackerman, Rose Fusso, Carmen Trink, Abe Negrin and Eleanor Moserowitz . . . On June 7, William F. Rodgers, vice-president in charge of sales and distribution, also will celebrate his birthday.

A. J. Balaban, managing director of the Roxy Theatre, reported that 1,005 comment cards were turned in following the recent preview there of "Miracle on 34th Street" (20th-Fox). The picture will open at the Roxy June 4 . . . Twentieth-Fox also held a preview at the Academy of Music on East 14th street. The picture was "Meet Me at Dawn," and 783 comment cards were filed.

At the last official tally, New York was in second place, or .6 of a point behind San Francisco on contracts signed for "The Razor's Edge" . . . Stanley Yentes, student booker at 20th-Fox, has been assigned to the Albany branch . . . Joe Rosen, Albany branch manager, visited Ray Moon and Seymour Florin in New York.

Henry Sattler, Paramount branch manager, and Henry Randel, new district manager, huddled this week with Hugh Owen, eastern and southern division manager, on the 1947 sales drive which will begin in August . . . There have been two additions to the Paramount 25-Year club, bringing the total to 12. The new members are Albert Gebhardt, New Jersey salesman, and Harriet Costello, supervisor of film inspectors.



FAREWELL LUNCHEON—Jay Golden (seated on extreme right), newly appointed west coast division manager for RKO Theatres, was guest at a luncheon at the Warwick hotel before his departure for the coast. Left to right: Malcolm Kingsberg, president; Alvin W. Dawson, treasurer, and Sol A. Schwartz, general manager.

U.S.-British Unions Work on Swap Deal

NEW YORK—An Anglo-American agreement on the interchange of motion picture technicians is being worked out here by Richard F. Walsh, president of the IATSE, and Tom O'Brien, general secretary of the National Ass'n of Theatrical and Kine Employes of Great Britain.

They seek a reciprocal labor agreement so British and American companies can swap studio personnel. They want to include actors, directors, cameramen and special studio technicians.

British technicians walked out recently when Paulette Goddard arrived at a British studio with her own hairdresser from the U.S. O'Brien settled this row.

The studio unions of France and Czechoslovakia are working on similar agreements. O'Brien has come out in favor of cooperating with these unions.

First he wants to settle the Anglo-American pact, which actually has been under consideration since last fall, when O'Brien first opened discussions in New York with Walsh.

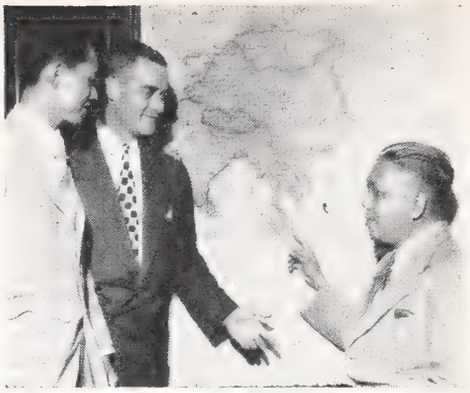
Walsh also would like to work out an exchange agreement with Mexican unions. He sent out feelers for such arrangement when he was in Mexico last March, but discovered that the time was not ripe for an agreement. The matter is still being studied.

Walsh and O'Brien were guests of honor at a luncheon given by Gerald Mayer, managing director of the MPA international division, on Thursday (May 29) at the Harvard club. Film company and MPA executives attended.

Those present were: Columbia—Joseph A. McConville, J. Segal, A. M. Picker; Loew's—Charles Goldsmith; Paramount—J. W. Piper, Albert Deane; RKO—Robert K. Hawkinson, Bev D. Lion; 20th-Fox—Murray Silverstone, Emanuel Silverstone; Universal—Joseph H. Seidelman, Alfred A. Daff, C. A. Kirby; Warners—John J. Glynn; Walt Disney Productions—Leo F. Samuels, William Levy; MPA—Francis Harmon, Sidney Schreiber, Fred W. DuVall, Theodore Smith, Glendon Allvine.

Lloyd Goes to Uptown

BALTIMORE — Charles Lloyd, former doorman at the Pimlico, has been upped to assistant manager of the Uptown. Lewis E. Hamley replaces Lloyd.



MALAYA HEADS IN N. Y.—Ong Chin Kun, left, and Paul Domingo, far right, director and manager, respectively, of Malaya Film Service, distributor for Monogram in Malaya, Siam, Borneo and Sarawak, are stopping off for talks at the Monogram home office on their three-month trip around the world. They are discussing distribution with Norton V. Ritchey, center, president of Monogram Int'l Corp.

Blue Seal Devices Moves

NEW YORK—Blue Seal Cine Devices, Inc., manufacturers of projectors and sound recording and reproducing equipment, has transferred its offices and shops to new headquarters at 4-45 49th Ave., Long Island City, N. Y. The new factory site is 10,000 square feet. The company was previously located at 137-74 Northern Blvd., Flushing.

'New Orleans' Set for N.Y.

NEW YORK—"New Orleans," Jules Levey's production for United Artists release, will open at the Winter Garden following the current UA release, "Carnegie Hall." "New Orleans" has also been set for early June openings at the Majestic, Dallas; the Music Hall, Los Angeles, and the United Artists, San Francisco.

'Copa' Opening Postponed

NEW YORK—Loew's Criterion Theatre has postponed the opening date of "Copacabana" (UA) until June 4. The film was originally scheduled to open on May 28. The film features Groucho Marx and Carmen Miranda.

Century Offers NYC Additional Houses

NEW YORK—Century Theatres has offered the board of education the use of 20 additional theatres as motion picture classrooms, if the board decides to continue the educational project recently tested at the Rialto Theatre, Brooklyn.

Fred J. Schwartz, vice-president of the circuit, made the offer May 28 in a letter to the board.

Acceptance of the offer will depend upon a report now being prepared on the experiment by representatives of the board, principals of the schools involved and members of parent-teacher associations, according to Paul A. Kennedy, an assistant superintendent of schools.

Arthur Bowie, a superintendent, will supervise the report which is expected to be completed by the end of June. Before it reaches the board, the report will first have to be okayed by Stephen S. Bayne, director of audio-visual instruction.

Kennedy said that the board of education wants the report to answer a number of questions. Were the two hours spent by the 4,800 pupils who participated in the four-month experiment used to the best advantage? Would the students have gotten more out of two hours spent in the classroom on formal school subjects? Would a long-range theatre classroom program make better behaved audiences of the children? Would it improve their taste in films? Have the film versions of school books ("The Adventures of Tom Sawyer," "The Adventures of Mark Twain," etc.) helped the students understand the books or stimulated classroom discussion?

Teachers and members of parent-teacher associations are divided on the program. In informal discussions, some were in favor of bringing the classroom to the theatre, others were against it.

If the final report advises the board to continue the program, Century will be able to get sufficient product to extend the project. Distributors have said they will continue to provide film at nominal flat rental prices, as they had been doing since February.

Schools and school boards outside of New York City are interested in the project. They have been asking Century for details of the program.

Subways Pick 'Miracle'

NEW YORK—"Miracle on 34th Street" has been selected as the "Go See" picture for June by the New York Subways system. Posting of cards in all cars of the metropolitan underground transit system will be timed to coincide with the opening of the picture at the Roxy June 4.

'Jolson Story' Back in N.Y.

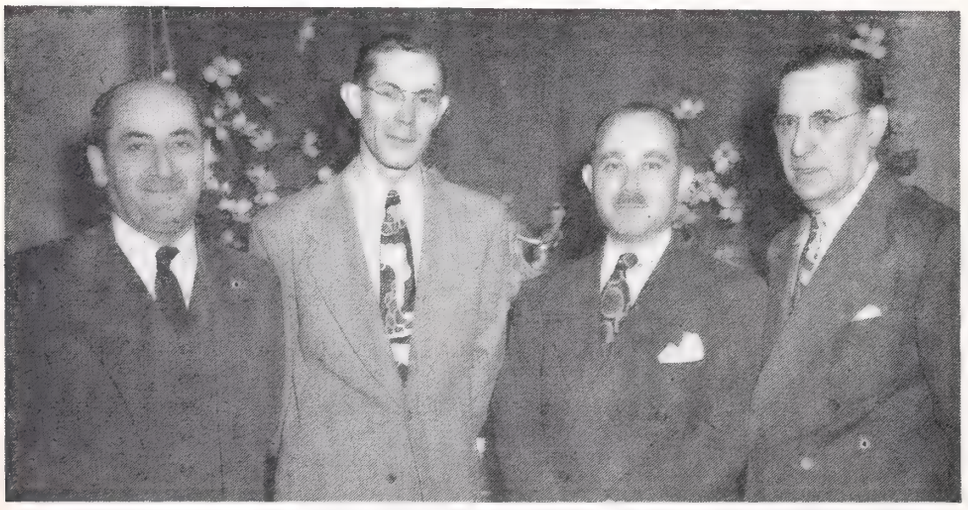
NEW YORK—"The Jolson Story" opened at the Fox Theatre, Brooklyn, May 21 after a three-week engagement at the Victoria Theatre. Sharing the bill is "The Thirteenth Hour" (Col), starring Richard Dix.

'Jealousy' to Open in N.Y.

NEW YORK—"Jealousy," Italian film with English titles released by Film Rights International, will open at the Times Theatre following the completion of the run of "Two Anonymous Letters."

WB After Drive Prize

ALBANY—The local WB exchange finished on top in two of the first three weeks of the 13-week 20th anniversary drive for billings.



SEE PERILS OF PAULINE—Attending the recent Paramount tradeshow of "The Perils of Pauline" at the Normandie Theatre, New York, were, left to right, Sidney Gottlieb, general manager of the Cosmo Theatre; Jack Gelber, booker for Interboro circuit; Sam Einhorn, booker and buyer for the Rosenblatt-Welt circuit; Ed Bell, Paramount salesman.

Aiding German Morale Role of U.S. Films

WASHINGTON—A proposal that arrangements be made to release American films "as quickly as possible" in the French, British and United States occupation zones in Germany was advanced here by Rep. Gordon L. McDonough (R) of California.

McDonough, representative of the Hollywood district, said that he believed that the release of American films in Germany for general distribution would prove a "terrific factor" in rebuilding the morale of the people. By portraying the advantages of life under a democratic government, American films would educate the German people and prove a means of accomplishing the goal which our government is seeking, he added.

SCAN ALLIES' ATTITUDE

The representative said that a probable first step in carrying out his proposal would be for Secretary of War Patterson to suggest that the United States commander in the American zone communicate with the Allied commanders in the British and French zones and ascertain their attitude toward the release of our films. McDonough continued that he also would like to see the movies released in the Russian zone but doubted if the Soviets would grant permission.

His statement followed an exchange of correspondence with Patterson in which the secretary of war advised him that there is "little likelihood" of German-made films reaching this country "in the near future." In reply to McDonough's inquiry, the secretary wrote that it will be necessary to allow export of "acceptable" German films in order to obtain foreign currency and credits.

WATCH GERMAN PICTURES

He added that no German films will soon be exported to this country "due to the many difficulties inherent in the development of the German industry." Continuing, he said: "To date, no German films have been exported to the States from the United States-occupied-zone of Germany. However, it is believed that one very effective means of re-educating the German people along democratic lines is through the medium of German-made motion pictures. In order to bring this industry to an eventual self-sustaining level, it is necessary that acceptable films be exported to obtain foreign currency and credits.

"Under such a program, pictures made in Germany would be carefully supervised by the occupation authorities to eliminate any traces of German propaganda." McDonough said he was awaiting a reply to a later letter which he wrote the secretary in which he asked whether motion pictures produced in Germany prior to the war would be exported, as well as new films produced there.

Meanwhile release of a war department report on the entire German film situation appeared to have been postponed "indefinitely." This release originally scheduled for May 23 was held up when Assistant Secretary of War Howard C. Petersen's "okay" was not forthcoming.

Kodak Donates WB Prizes

NEW YORK—Eastman Kodak Co. has donated four prizes to be awarded to winners in the Warner club photographic exhibit. Winners will be announced shortly after the contest closes on June 6. Prizes include a Kodak reflex with field case, kodak 35mm camera with range finder, Kodak "620" monitor and a 35mm lens.



ATTEND PARAMOUNT CONCERT—Three Paramount executives and their wives as they arrived for Paramount Pictures Choral Society's sixth annual concert, given in the grand ballroom of Hotel Plaza, New York, for the benefit of European refugees. Left to right: Louis Phillips of the company's legal department and Mrs. Phillips; Austin C. Keough, vice-president in charge of legal affairs, and Mrs. Keough; Claude Lee, director of public relations, and Mrs. Lee. In the evening gown is Marion J. Bell, secretary to Keough. (Photo by Jimmy Powers).

School Decision Expected On Century Kid Showings

NEW YORK—The board of education will shortly announce its decision on whether the visual education showings sponsored by Century Theatres at its Rialto Theatre, Brooklyn, will be continued and expanded. The circuit has held four monthly showings of films with educational value for school children. The last picture shows was "The Adventures of Mark Twain" (WB).

Fred J. Schwartz, vice-president of the circuit, expressed hope that the board will "broaden the base of the program by increasing the number of schools and children participating." He is convinced the showings have a strong educational value. He feels the children who saw "Tom Sawyer" and other films used in the experiment will have a greater appreciation for the books from which they were adapted. "The value of this experiment in public relations for the industry seems beyond question," he declared.

Five UA Pictures to Play Six Broadway Theatres

NEW YORK—With the opening of "Copacabana," produced by Sam Coslow, at the Criterion May 28 and "The Fabulous Dorseys," produced by Charles R. Rogers, at Loew's State May 29, United Artists will have five pictures playing in six Broadway first run houses.

"Dishonored Lady," produced by Hunt Stromberg, opened at the Broadway May 23. "The Other Love," produced by Enterprise, is at the Rivoli, while "Carnegie Hall," produced by Boris Morros, is at the Winter Garden and Park Avenue.

Approximately 800 Persons Attend Malverne Opening

NEW YORK—A crowd of close to 800 persons attended the opening of the new Malverne Theatre, Malverne, L. I. It is operated by Charles H. Kenney, who also owns a drapery studio in Malverne. The house seats 700.

The opening night program included "It's a Wonderful Life" (RKO), a cartoon and newsreel. Tickets to the opening sold for $1.00. Proceeds went to the Malverne Police Benevolent Ass'n.

Industry Pays Tribute To 'Eddie' Fontaine

WASHINGTON—Veteran showman J. E. "Eddie" Fontaine was honored by more than 200 members of the industry and friends at a stag testimonial Monday, May 26, in the Variety Club rooms at Hotel Willard.

The testimonial marked Fontaine's new position as division manager of the Selznick Releasing Organization. He was formerly with Paramount. In presenting the honor guest with a scroll bearing the signatures of Variety Club members, and a radio, Judge Alvin L. Newmyer said "Eddie Fontaine has endeared himself to all with whom he has come in contact." Fontaine in expressing thanks paid tribute to the spirit of club members.

Heading the entertainment program were Walter O'Keefe, screen, stage and radio comedian, and Larry Stewart, singer. Committee chairmen for the testimonial were: Frank Boucher, tickets; George Crouch, Joe Cronman and Sam Epstein, door prizes; Carter T. Barron and Gene Ford, entertainment and music; Robert Denton and Al Benson, guests; Harry Lohmeyer, decorations; Frank LaFalce, George Crouch and Boucher, menu; LaFalce, publicity, and Sidney Lust, A. E. Lichtman and Fred Kogod, arrangements. John J. Payette and Sam Galanty were co-chairmen for the affair.

R. E. Thompson Decorated

NEW YORK—Robert E. Thompson, market research manager of the international division, Carrier Corp., Syracuse, air conditioning and refrigeration manufacturer, was awarded the U.S. army's Legion of Merit medal Wednesday at a ceremony in here. Thompson, a lieutenant colonel in the signal corps, was in charge of supply and procurement on General MacArthur's staff from Australia to Tokyo. Thompson also has the Purple Heart.

Randforce Gets Citation

NEW YORK—Randforce Amusement Corp. has been awarded first prize in the theatre division in a statewide accident reduction contest conducted by the State Insurance fund. A bronze trophy and a citation was presented to the circuit at a recent dinner at the Hotel Commodore.

WASHINGTON

Joan Spero resigned from the Warner exchange . . . Booker Frank Gormley is enjoying his new farm in Virginia these days . . . Mr. and Mrs. Jack Foxe, Loew's Columbia, will vacation in Atlantic City next week.

Columbia Chatter: Home office executive Rube Jackter, assistant general sales manager, spent the weekend with Sam Galanty, mideast division manager, discussing current product and forthcoming releases . . . Willa Mae Ford, assistant biller, is resigning.

Sam Galanty has returned from California where he attended the Variety convention and is now getting ready to attend the forthcoming division and branch managers' meeting in Chicago the week of June 2. Ben Caplon will accompany Galanty. Other branch managers in Galanty's division who will attend are Oscar Ruby, Cleveland; Arthur Levy, Pittsburgh; Alan Moritz, Cincinnati.

Sid Zins, Columbia publicity representative, was honored at a surprise party Saturday evening, May 24, to celebrate Sid's 20th year in the show business. Party was planned and executed by his brother Les Sands of station WWDC. Guests representing the film industry included Rube and Mrs. Jackter, Mr. and Mrs. Sam Galanty, Warner publicity director Frank LaFalce and Mrs. LaFalce, Rick LaFalce, Mr. and Mrs. Nelson Bell, and Dave Polland, United Artists publicity representative. Big surprise of the evening was the presence of Sid Zins' parents, who came from New York for the party.

The Henry Hisers will celebrate their 15th wedding anniversary June 2 . . . Joe DeMaio, for many years home office auditor for National Screen, is now selling for Equity Film out of Washington . . . William Spates, Frostburg, Md., is hospitalized at Garfield.

Ira Sichelman sold his Sykes Theatre, Sykesville, Md., to Max Goodman who also owns the Earle and Ellicott theatres, Ellicott City, Md., and the Taneytown Theatre, Taneytown, Md. Incidentally, he is closing his Taneytown Theatre for remodeling and redecorating.

Frank Falls, Craver and Falls circuit, underwent an operation in Maryland General hospital May 22 . . . William Stempil, New Palm Theatre, Del Ray, Va., is home from the hospital . . . Ben Lust was taken ill and had to be hospitalized in Banff while en route home from the Variety convention in Los Angeles. He and Mrs. Lust are now home in Washington . . . The Frank Stortys have returned after an extended trip through the Canadian Rockies.

Customary Memorial day matinees were held in all Sidney Lust suburban theatres with special feature films starting at 2 o'clock . . . "Brief Encounter" is still playing at Lust's Hippodrome with many patrons returning to see the show several times. One patron, Mrs. P. Potter, has already seen the Noel Coward screen opus five times.

Metro Items: Edward Arnold visited the office and made a big hit with his casual and friendly manner. The office echoed to his booming laughter as he joked and chatted with the staff. Belying his jocular remark that "I quit playing romantic roles 40 years ago," Arnold looked fit and trim and was as enthusiastic and energetic as a newcomer to the screen. He is firm in his insistence, however, that he wants no more "he-man" roles such as the part he played in "Come and Get It," which had a setting in a northern lumber camp. "I can't lift heavy logs any more," he says.

Helen Strojny, secretary to Tom Baldridge, publicity director, found in comparing notes with Arnold that she is attending the same dramatic school as he did several years ago.

Mrs. Josephine Byrnes, inspection department, won a Chrysler car last week . . . Office Manager Joe Kronman attended the office managers conference in Cincinnati, accompanied by auditor Carl Gentzel . . . Mrs. Hazel McLeran, chief inspector, has returned from her vacation. Ditto Jack Dean, shipping department . . . Stanley Thompson, home office legal department, was a visitor . . . Charles Mack, Washington MGM News of the Day cameraman, returned last week from Russia where he represented the American newsreel pool.

Ben Pitts has acquired the Bryant Theatre, Emporia, Va. . . . Sally Lloyd is the new "hello girl" at 20th-Fox . . . Lou Lichtenstein has completed his audit at 20th-Fox . . . Millie Layden is entertaining her mother from Norwich, Conn.

Murray Chikofsky, 20th-Fox home office legal department, visited the local exchange . . . Sara Young spent the weekend in New York visiting her son and daughter-in-law . . . Harley Davidson jr., son of Paramount's Harley Davidson, will be graduated from Augusta Military academy, Fort Defiance, Va., next week.

Mr. and Mrs. Hy Bettinger are the proud parents of their first-born—a son . . . List of the prize winners of the Salesmen's club drawing will be printed in the next issue . . . Jack Safer, local Monogram manager, treated his gang to a delicatessen luncheon Tuesday.



HONOR ANITA COLBY—Honor was paid to Miss Anita Colby, assistant to Paramount's production head, at a luncheon in Washington at which preparations for the forthcoming playwriting festival at Catholic university were discussed. Shown with Miss Colby are: Walter Kerr, playwriting instructor, and Fleet Adm. Chester W. Nimitz.

Trivision Lens Delivered

ROCHESTER—Bausch & Lomb Optical Co. has delivered its first television lens for three-dimensional photography to the Naval Experimental Aeronautical laboratory in Washington, D. C. A second lens will be shipped to the laboratory in a few weeks. The new lens may be used in aerial reconnaissance, motion pictures, X-ray and clinical work.

THE IDEAL THEATRE CHAIRS
JOE HORNSTEIN *has them!*

BALTIMORE

Maryland's Motion Picture Censor board showed a net profit of $23,593 in 1946 on the basis of companies paying $2 for each 1,000 feet of 35mm film and $4 for 16mm . . . Rodney Collier, manager of the Stanley, has been appointed to the board of examiners of the Moving Picture Operators . . . Mr. and Mrs. Irving Wolf, Apex Theatre, announce the birth of a daughter, Susan Carol.

"High Barbaree" is the new Century feature . . . The Hippodrome is showing "The Corpse Came C.O.D." with George M. Cohan jr. heading the stage bill . . . Keith's will follow "The Egg and I" with "Calcutta" . . . Noel Coward's "This Happy Breed" follows "Ivan the Terrible" at the Little . . . The world premiere of "Moss Rose" was held at the New Theatre Thursday (29) . . . The Stanley is showing "The Two Mrs. Carrolls" . . . Current attraction at the Town is "Honeymoon" . . . The Mayfair is showing "Ramrod."

Lucille Ball gave up a radio engagement to appear in "GI Follies" Friday night (23) at the Lyric in a benefit performance for the Disabled American Veterans.

The following is a quote from the column of Louis Azrael of the Baltimore News-Post: "The days when a movie owner could do big business merely by showing a movie are over, one of them tells me. People are beginning to shop for entertainment. Consequently, attendance has dropped about 10 per cent in Baltimore. But big hit films aren't affected. Business never drops off as far as they're concerned" . . . Herman Weinberg, a Baltimorean and former manager of the Little, composes subtitles for most of the foreign films shown in the United States.

Fellows in N.Y. to Shoot West Point Exercises

NEW YORK—Robert Fellows, Paramount producer, and a camera unit of 14 persons arrived here during the week for location work on "The Long Grey Line." The film stars Alan Ladd and is about the U.S. Military academy at West Point.

Fellows and his crew plan to shoot the June week exercises at West Point, May 30-June 3, as background material for the picture.

Doorman Beaten

PHILADELPHIA — Emil Booker, 50-year-old doorman at the Crescent Theatre, was beaten unconscious Tuesday by four thugs who attacked him near his home. Booker, who is in Mercy hosiptal with a possible skull fracture, told police that he ejected a Negro from the theatre after several other patrons complained that he was noisy, and that the man threatened, "I'm going to get you." Booker was walking home from work when a car containing four Negroes pulled up to the curb. One of the men got behind him and knocked him to the pavement. They continued to beat him until he was unconscious.

Lust Installs Nu-Screen

NEW YORK — Three Sidney Lust theatres in Maryland, the Cheverly in Cheverly, the Kaywood in Mount Rainer and the Hyattsville in Hyattsville, are installing the concave-convex motion picture screen, Nu-Screen. These installations are the first in Maryland, according to Herman Gluckman, president of Nu-Screen.

ALBANY

Jack Goldberg, manager of the MGM exchange here, went to Gloversville to close a deal with Louis Schine of the Schine circuit and his chief buyer George Lynch. Goldberg also visited Cooperstown for a conference with William C. Smalley of Smalley Theatres. Smalley recently returned from a winter vacation in Florida.

William A. Scully, general sales manager for Universal, and Fred Meyers, eastern division manager, were in the territory for a huddle with Louis W. Schine. The three met at the Ten Eyck hotel here. After the conference Scully and Meyers went in Schine's Cadillac to the Union station, where they boarded an evening train for New York.

Herman Ripps, new assistant to MGM's Eastern Division Manager Jack Byrne, spent a week in the Boston territory. The Boston exchange had been added to Ripps' supervision before the appointment as field representative. It is reported on Filmrow that the new MGM setup will eliminate the title of district manager. Ripps, who had Albany, Buffalo, New Haven and Boston, now will go into New York City as well. Ripps once operated out of New York as a salesman.

Jack Ellis, United Artists district manager, came to town for a huddle with Ray Wylie, Albany representative, and conferences with executives of several circuits, including William E. Benton Theatres in Saratoga, and Max Friedman, chief buyer for Warners . . . Bill Perry, United Artists salesman for Hudson river valley towns, was reported in Albany for a huddle with Neil Hellman on a drive in dates.

Sam Rosenblatt has booked "The Outlaw" for a third engagement at the Lake, Lake George. The picture played the Lake to very big business for three days last summer, came back later for a two-day repeat, and then ran three days at Harry Lamont's Lake George Drive-In. It has been screened in about 20 Albany area towns, most of them small, and did exceptional business everywhere. The film has not played any cities in this territory because of opposition from the Legion of Decency, the Knights of Columbus, and the Evangelist, Albany Catholic diocesan weekly.

Carl Nilman is making repairs to the Valatie at Valatie . . . Mrs. Christopher Buckley of the General Stark, Bennington, Vt., spent a week in New York . . . Jack Bullwinkle, Columbia manager, made a selling trip to Smalley headquarters in Cooperstown . . . George Goldberg, veteran Warner salesman, is ill and may have to undergo surgery. Manager Ray Smith pinch-hit for him on a swing through the north country.

Gene Vogel, U-I manager, hopped to Pawling . . . Howard Goldstein, head booker at RKO, flew to New York for one-day visit. Goldstein is also vice-president and business agent of F-43 . . . Andy Roy, manager of the Stanley, Utica, has been drawing extra business through three-day bookings of name bands. He also spotted Freddie Bartholomew of the films for an engagement.

Yentes to Albany Post

ALBANY—Stanley L. Yentes has been promoted from the booking department in the 20th Century-Fox New York exchange to office manager and head booker of the Albany branch. He replaces Tom Barry, who resigned. Barry also had been a booker for the company in New York before his advancement to head booker here, succeeding Dan Houlihan, who became a salesman.



ON VACATION—Robert Young, who recently finished work in "They Won't Believe Me" for RKO, reaches Manhattan with Mrs. Young intent on some sightseeing.

Tent No. 9 to Hold Dinner For Hollywood Delegates

ALBANY—Variety Club Tent 9 will hold a "welcome back" dinner for delegates to the recent Hollywood Variety clubs convention at Jack's restaurant on Monday night (June 2). Albany delegates to the convention included C. J. Latta, Harry Lamont and Nate Winig. A complete convention report will be made by the delegates, according to Neil Hellman, chief barker. A general membership meeting will follow at the tent club rooms.

Hellman also said the Albany tent annual golf tournament will be held June 18 at the Colonie Country club. Out-of-town guests, including exhibitors and distributors, are expected to attend.

'Two Mrs. Carrolls' Run Tied In With Art Show

ALBANY—The third annual Greenwich Village art show at Warners' Strand drew a total of 143 paintings, water colors, pastels and crayons. The entries ranged from the works of professionals to beginners, the majority being described as "good." A committee from the Albany artists' group, which cooperates with the Strand management, was to select the best painting for a $50 prize.

Manager Al La Flamme arranged the exhibition in connection with the engagement of "The Two Mrs. Carrolls." The Knickerbocker News tied in.

Exhibitors Become Mayors

ALBANY—Frank Wieting of the Park Theatre, Cobleskill, and Harvey English, with a theatre in Hancock, have become mayors of respective communities. Both have been active in the civic and business life of their small towns. English also owns houses at Windsor and Roxbury. Another exhibitor, Walter Keenholts of Altamont, who books for the Masonic hall there, has served as mayor of his village.

Abandon Theatre Project

ATLANTIC CITY—Plans for a theatre and hotel, similar to several like structures in Miami, to be erected in nearby Wildwood Crest, were abandoned after property owners descended upon the city commission and protested against the rezoning on a beach front section to allow the buildings. The builders were listed as Bernard Solomon and William C. Hunt.

Albany Barkers Plan Big Golf Jamboree

ALBANY—Arthur Newman, Republic manager, and Alton Mendelson, local business man, are circulating a big card advertising the annual Variety Club golf jamboree at the Colonie Country club June 16. The starting times for linksmen will be from noon to 4:30 p. m. Following a tournament round of 18 holes, dinner will be served. The fee for the round and dinner, including entertainment, will be $5 per person. No one is eligible for the golf and door prizes unless he or she holds a dinner ticket.

A handicap system, equally fair to low and high scorers, will be followed. The prize and handicap committee has chosen many unusual methods of making awards, including an abundance of prizes for dubs. Arrangements also have been made to provide afternoon fun for nongolfers. Dinner will start at 7 p. m. and there will be a number of door prizes. Reservations close June 7.

Many members and friends have donated prizes this year as in the past. Newman and Mendelson have invited those who want to offer prizes to notify the committee.

Health Department's Short Screened in 27 Theatres

ALBANY—A child safety trailer prepared by the state health department's office of public health education was shown in 27 upstate theatres during the last week in April and the first week in May, according to a story in the latest issue of Health News, publication of the department.

"One of the most effective means of publicizing the campaign against accidents to children," said the Health News, "was the preparation and distribution of a one-minute motion picture trailer." Tom Stowell, acting director of the public health education division, supervised the production of the short.

Plan 'Unfaithful' Tiein With Cancer Campaign

ALBANY — Warner Bros.' upstate offices and the Strand are working to tiein the Damon Runyon cancer fund drive with a premiere of "Unfaithful" in June. They hope to make an arrangement with local leaders in the drive to sponsor a special showing of the Ann Sheridan picture, the Runyon fund to share in the profits. The Times-Union carried Runyon's column for years and ran his life story in serial form after his death a few months ago.

Summer Situations Opening

LAKE GEORGE, N. Y.—Sam Rosenblatt has opened the Lake here on a part time schedule. Morris Shulman planned to open the Gaiety, Inlet, on Memorial day. He usually has one or two changes weekly during June, and goes to full-time operation in July. Both Inlet and Lake George are Adirondack mountain situations.

'Smash-Up' Good in Albany

ALBANY—"Smash-Up" drew good business at the Strand. Women showed a strong liking for the United Artists release, their word of mouth comment building patronage.

"Voice of Theatre Speakers"
JOE HORNSTEIN *has them!*

Says Film Competition Keen in Singapore

NEW YORK—There is keen competition for the film market in Singapore, with American and British pictures almost in complete control, according to Ong Chin Kun and Paul Domingo, director and manager, respectively, of the Malaya Film Service. The company handles Monogram product in Malaya, Siam, Borneo and Sarawak. They feel the government might require theatre owners to play a larger quota of British product.

Both men are stopping off here for a few weeks on their three-month trip around the world.

The entertainment tax has been increased in Singapore, and censorship is very strict, particularly in regard to gunplay and nudity, they said. Of ten shorts the Malaya company recently imported, six were thumbed down by the censors.

The construction of several large theatres is planned, but the lack of materials may hold up the building program for several years, they declared.

As far as production in the Far East is concerned, Ong and Domingo said there are two Chinese studios operating in Singapore, with all other Chinese product coming from Shanghai and Hongkong. Other pictures playing in Malaya are produced in India or Java and the Dutch East Indies. Occasionally, they said, a picture in Javanese or Balinese is released with English narration. The few Egyptian films released in Malaya have been very unpopular, Ong and Domingo declared, because of the songs and dances in them. There are also several films coming in from the Manila studios in the Philippines.

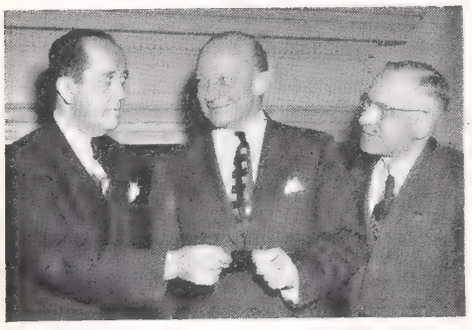
Soviet Documentary Film Opens at N.Y. Stanley

NEW YORK—"The Nuremberg Trials," a Soviet documentary film being released in the U.S. by Artkino Pictures, opened at the Stanley Theatre May 24.

The feature-length documentary has been distributed throughout the Soviet union since last February and is currently being shown in the Russian occupied zone in Germany.

'Dorsey' Set for Loew's

NEW YORK—"The Fabulous Dorseys" (UA) will play the Loew's metropolitan circuit early in June. The picture will open at Loew's State Theatre on May 29.



GOVERNOR BECOMES BARKER—A gold membership card was presented to Gov. W. Preston Lane jr. of Maryland at a special induction ceremony of the Baltimore Variety Club. Shown here presenting the card is Fred Schanberger jr., chief barker. At the right is William K. Saxton.



ON EASTERN FILM TREK—Gregory Peck reaches LaGuardia Field. He has come east to make scenes for Darryl F. Zanuck's 20th-Fox production, "Gentleman's Agreement." Mrs. Peck is on the right. Anne Revere, who will have the leading role in the film, is on the left.

RKO's 13-Week Net Profit Drops Off Around 33%

NEW YORK—Radio-Keith-Orpheum Corp. and subsidiary companies reported a net profit of $2,270,683 for the 13 weeks ended March 29, 1947, after all charges and taxes. This is a decrease of $1,405,270 under the net profit for the first quarter of 1946, which was $3,675,953.

Net profit for the 13-week period ended last March is equal to 58 cents per share on 3,899,912 shares of common stock outstanding, compared to 97 cents for the corresponding period last year on 3,791,661 shares outstanding.

Profit for the first quarter of this year was $3,866,683, compared to $6,195,953 for the first 13 weeks of 1946.

Loew's Quarterly Dividend

NEW YORK—Directors of Loew's, Inc. have declared a quarterly dividend of 37½ cents per share on common stock, payable June 30, 1947, to stockholders of record June 13.

United California Heads Confer With N. Y. Group

NEW YORK — Eugene Frenke, Robert Cummings and Philip Yordan, representatives of United California Productions, have arrived from Hollywood to confer with Messmore Kendall, Frank Hale and Barbara Boston, officials of Discovery, Inc., who will represent them in the east and find talent and story properties.

"Joe Macbeth," first United production, is slated to go before the cameras August 1 and the second, "The Glass Heart," which will star Cummings, will start about September 1. Both will be released by United Artists.

Paramount Meetings Held in Five Cities

NEW YORK—Five regional meetings were held during the week by Paramount sales officials in connection with the 1947 "Celebrating 35 Years of Leadership" sales drive, which will begin August 31.

Meetings in Boston and New York took place under the supervision of Hugh Owen, eastern and southern division sales manager. Meetings in Dallas, Oklahoma City and Memphis were supervised by J. J. Donohue, central division sales manager.

SMPE Committees For Session Named

NEW YORK—A special papers committee, including four theatre circuit representatives, has been named by Clyde R. Keith, editorial vice-president of the Society of Motion Picture Engineers, to obtain papers from experts for a theatre engineering conference. This will be a feature of the 62nd semiannual convention of the society, to be held at the Hotel Pennsylvania October 20-24. Leonard Satz of the Century circuit will act as committee chairman and will be assisted by Seymour Seider, Prudential Playhouses; Henry Anderson, Paramount; Charles Bachman, Warner Theatres; Ben Schlanger, architect, and D. E. Hyndman, Eastman Kodak.

The regular papers committee, under the chairmanship of Gordon A. Chambers, will solicit papers for the general sessions of the convention. He will be assisted by Herbert Barnett, New York; R. T. Van Niman, Chicago; W. L. Simons, Hollywood, and H. S. Walker, Montreal.

James Franks jr., chairman of the general committee, has also appointed an exhibit committee consisting of W. W. Simons, Altec Service Corp., chairman; Sidney B. Moss, Amusement Supply Co., and J. W. Servies, National Theatre Supply. Harry B. Braun of Radio City Music Hall has been named public address consultant.

Paramount Australian Men Complete Stay in N. Y.

NEW YORK—Stanley H. Craig, general manager for Paramount in New Zealand, and William Hurworth jr., assistant manager for Sydney, Australia, have completed a 17-day stay here during which they attended home office conferences with George Weltner, president of Paramount International, and other executives.

Accompanied by Mrs. Craig, Craig and Hurworth will stop at various cities en route to Hollywood, where they will visit the Paramount studios. They will return to Australia by air from San Francisco June 25.

Aileen Brenon to SRO

NEW YORK—Aileen Brenon, head of magazine publicity for Paramount, has resigned her post effective June 6 to join the advertising-publicity staff of Selznick Releasing Organization. She has been with Paramount for the last 15 years.

Holds WB Ad Meetings

NEW YORK—Harry Goldberg, director of advertising and publicity for Warner Theatres, held meetings with theatre managers and advertising men in the Milwaukee and Los Angeles areas during the week.



RIVOLI SIGNS UP—Morey Goldstein, general sales manager of Allied Artists, watches as Montague Salmon, managing director of the Rivoli, signs a contract to show Roy Del Ruth's "It Happened on Fifth Avenue" on an indefinite run.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(*Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager*)

Autry Wins His Suit To Nullify Contract

HOLLYWOOD—While at this late date it is little more than a moral victory—and perhaps one which might have a significant bearing on future producer-star contractual relationships—Gene Autry has emerged the winner in his three-year court battle with Republic. The California state supreme court handed down a final ruling in the crooning cowpoke's favor in the action through which he had sought to have his contract with the studio nullified because of his wartime hitch in the army.

The supreme court decision, which reversed a ruling of the lower court, has no bearing on Autry's future film making status. While the decision was pending the actor and the studio got together in an amicable settlement which provided that, regardless of what the court's final decision might be, Autry would make two more films for Republic before launching his own outfit, Gene Autry Productions, which will release through Columbia.

Levinson-Finney Enterprises, Inc., will continue to distribute their imported version of "Bel Ami" as result of a decision handed down by Judge Paul J. McCormick of the United States district court. An order to show cause was discharged and a temporary injunction refused in an action brought against Levinson-Finney and Mike J. Levinson and Edward Finney individually by Casino Film Exchange of New York. Joseph Scheinman, plaintiff in the action, contended he had exclusive rights to the film but the defendants produced two copyright registrations establishing their right to distribute the imported films.

Case Against Joan Leslie Goes to Supreme Court

HOLLYWOOD—Warner Bros. has been granted a hearing before the California supreme court in its suit against Joan Leslie. A year ago superior court Judge Alfred E. Paonnessa rendered decision in favor of Miss Leslie with respect to minors' contracts. Subsequently the California district court of appeals upheld the lower court's decision. The lower court's ruling was in effect that an actor or actress upon attaining majority was not bound by a contract entered as a minor.

Signs Sam Wanamaker

HOLLYWOOD—Sam Wanamaker, director and co-star of Ingrid Bergman's Broadway play, "Joan of Lorraine," has been signed to a seven-year acting contract by Producer Milton Sperling, head of United States Pictures. First assignment for Wanamaker is the topline opposite Lilli Palmer in "Ever the Beginning," which will be released by Warner Bros.

Studio Workers' Ballot Smashes Peace Hopes

HOLLYWOOD—Just as the dove of peace was hovering closely over Hollywood's troubled labor scene and seemed about to find a permanent roosting place, the feathery harbinger of tranquillity was scared away, and settlement of the jurisdictional disputes from which stemmed the current long-drawn strike seemed as far away as ever.

Members of two groups belonging to the Conference of Studio Unions-Motion Picture Painters Local 644, and Screen Set Designers, Illustrators and Decorators Local 1421, in secret ballots overwhelmingly turned down a proposition submitted by their international officers which, if accepted, would have authorized the international representatives to take over negotiations with the producers and effect the best possible settlement and return-to-work terms.

The negative vote was in effect an expression of confidence in Herbert Sorrell, president of CSU, and keeps producer-union negotiations in the hands of the local union leaders.

Earlier, the producers met with representatives of the set designers and the painters. The producers repeated their position as to recognizing Local 1421 as the collective bargaining agent covering the following classifications of work—set designers, assistant set designers, apprentice set designers, set model builders, assistant set model builders, apprentice set model builders, sketch artists, assistant sketch artists, apprentice sketch artists, assistant costume designers, costume illustrators, and apprentice costume illustrators.

PETITION BEFORE NLRB

The producers informed the Local 1421 representatives that they were unable to bargain with respect to interior decorators and assistant interior decorators because there is a petition before the NLRB filed by the IATSE which seeks representation over these two classifications of interior decorators. The unionites further were told that when the appropriate bargaining agent for interior decorators and assistants has been determined by the board the producers would bargain with that designated agent.

Sorrell at that time took the position that the employers would bargain for interior decorators or none at all.

Olivia de Havilland, Lloyd Nolan and Tyrone Power have been appointed to the board of directors of the Screen Actors Guild, replacing directors who resigned.

Membership of the Screen Extras Guild re-elected the incumbent officers and members of the board of directors, disclosed Executive Secretary H. O'Neil Shanks.

SDG RE-ELECTS GEORGE STEVENS

George Stevens was unanimously re-elected to serve another year as president of the Screen Directors Guild. Other chosen officers for 1947-48 were: Lewis Milestone, first vice-president; John Huston, second vice-president; George Sidney, secretary; George Marshall, treasurer. The board of directors in addition to the officers will include Frank Capra, John Ford, Clarence Brown, Henry King, Alfred E. Green, William Wyler, Leo McCarey, William Wellman, Irving Pichel and Billy Wilder.



THAT'S A LOT OF TICKETS—Vera Stokes, 23, pretty Hollywoodian and formerly of Portland, Ore., won a jeweled wrist watch from veteran Showman Sid Grauman (with whom she is shown) and a dinner and dancing date last night with Don DeFore, one of the stars in "It Happened on Fifth Avenue," which was showing at Grauman's Chinese. The watch and the date with a film star were her rewards for being the 24 millionth person to buy a ticket at the theatre which currently is celebrating its 20th anniversary.

Bill Elliott to Woodward

HOLLYWOOD—William "Bill" Elliott planned to leave for Woodward, Okla., June 7 to appear there at a special tornado relief show being given for those who suffered losses in the recent Oklahoma tornadoes.

STUDIO PERSONNELITIES

Barnstormers

Metro

LAURITZ MELCHIOR will leave June 23 on a flying trip to six eastern cities for open-air concerts.

Monogram

Jimmy Wakely, sagebrush singing star, opened his personal appearance tour at the Palomar Theatre, Seattle. From there he will go to theatres in Yakima, Portland and Longview.

Republic

DALE EVANS planed to San Francisco to begin a series of personal appearances, first of which will be at the Golden Gate Theatre there. From San Francisco she is slated to go to Chicago where she has been booked to appear for two weeks at the Oriental.

Blurbers

Columbia

Reorganization of the studio publicity department was effected by Lou Smith, who returned as head man following his resignation as publicity chief for Liberty Films. Chip Cleary, who had taken over Smith's job at Liberty, and Jimmy O'Toole of Enterprise were added to the pay roll while those leaving the lot include Bob Sill, Charlie Webb, Bill Watters and Jack Daily.

Metro

FRED STANLEY will serve as publicity head for Sierra Pictures, the Walter Wanger-Ingrid Bergman-Victor Fleming company, that is to make "Joan of Arc," with Miss Bergman in the title role.

Monogram

Advertising campaign on the King Bros.' production, "The Gangster," an Allied Artists release, will be handled by the Buchanan and Co. ad agency.

United Artists

WALTER COMPTON signed to head the publicity department of Triangle Films. Sam Abarbanel, publicity head of Seymour Nebenzal's Nero Films, has been handling Triangle as a side job and with the advent of Compton will devote his entire time to Nero.

Briefies

Paramount

Ken Carpenter set as narrator of Jerry Fairbanks' two-reeler, "Our Friends," one of the Speaking of Animals series.

Cleffers

Columbia

Cleffing chore for "Bulldog Drummond Strikes Back" handed MISCHA BAKALEINIKOFF.

Metro

Musical score assignment on "Alias a Gentleman," starring Wallace Beery, given DAVID SNELL.

Paramount

TROY SANDERS assigned as musical adviser of "Whispering Smith."

Loanouts

Universal-International

JULIE LONDON borrowed from Producer Sol Lesser for featured role in the Walter Wanger production "Tap Roots." Van Heflin and Susan Hayward star in the feature.

Meggers

Columbia

FRANK McDONALD ticketed for megging chore on "When a Girl's Beautiful" which Wallace MacDonald produces.

Republic

"Pride of Kentucky," an original by Jerry Sackheim; "City Slicker," also by Sackheim and "Hideout," by John K. Butler, assigned to Associate Producer SIDNEY PICKER.

20th Century-Fox

Option lifted on contract of Producer MACK GORDON, who is prepping "Wabash Avenue" and "Missouri Waltz."

Directorial chore on "That Was a Woman," which Marcel Hellman will produce in London, handed TIM WHALEN.

LLOYD BACON, veteran director, inked to new long-term contract to handle the megging chores on two pictures a year. He is currently shooting "Off to Buffalo," Nancy Guild-Dan Dailey starrer.

JAMES TINLING signed to meg Sharecropper Sol Wurtzel's production "Roses Are Red."

Options

Columbia

ANNA Q. NILSSON, star of the silent film era, added to the cast of the Ginger Rogers-Cornel Wilde starrer "It Had to Be You."

Femme topline opposite Gerald Mohr in "The Lone Wolf in London" set for NANCY SAUNDERS.

BOBBY BLAKE, moppet who plays Little Beaver, ticketed for featured role in initialer for Gene Autry Productions, "The Last Round-Up." JOHN HALLORAN inked for featured role.

Role in "The Black Arrow" assigned GEORGE MACREADY. Grant Whytock will act as associate producer for Producer Edward Small.

STEPHEN DUNNE ticketed for role in "When a Girl's Beautiful."

Romantic lead in the Charles Starrett-Smiley Burnette western, "Buckaroo From Powder River," slated for PAUL CAMPBELL.

Supporting role in Cornell Pictures' "The Double Take" slated for TOM POWERS.

EVELYN ANKERS ticketed for one of two femme toplines opposite Gerald Mohr in "The Lone Wolf in London."

Metro

GERO MALY, European comedian, inked for featured role in "The Kissing Bandit" which Joe Pasternak produces.

RED SKELTON and KEENAN WYNN will be teamed in "The Red Mill," screen version of Victor Herbert's operetta which will be produced by Samuel Marx.

DICK SIMMONS added to cast of "On an Island With You," a Jimmy Durante starrer.

RENE RAY, English actress, assigned role in "If Winter Comes," a Walter Pidgeon-Deborah Kerr starrer. Supporting role handed JOHN ABBOTT, English actor.

Paramount

EDWARD G. ROBINSON inked to topline in "Night Has a Thousand Eyes," novel by George Hopley. Yarn is a psychological drama and tells the story of a man who has the powers of prevision. The gift turns to tragedy when he foresees the death of the woman he loves, and years later he is under suspicion when a scheme to murder her daughter is unearthed. John Farrow will direct. One of the top spots ticketed for JOHN LUND.

WILLIAM HAADE set for featured part in Pine-Thomas' "Big Town After Dark." JOHN TRAVIS joins cast.

RKO Radio

EDGAR BERGEN inked to portray lovelorn Norwegian undertaker in George Stevens' production of "I Remember Mama." HOPE LANDIN and EDITH EVANSON, character actresses, handed featured roles.

Signed recently to a long-term contract, DANTE FERRANTE has been cast in "Return of the Badmen." ROBERT ARMSTRONG and TOM TYLER join cast.

Republic

Moppet PATTY KING inked for featured role in the Charles K. Feldman-Lewis Milestone production "The Red Pony." Role of "Tom" ticketed for nine-year-old PETER MILES.

STEPHANIE BACHELOR had option on her contract picked up for another year.

Screen Guild

JOEL FLUELLEN signed by Somerset Pictures for role in "The Burning Cross."

20th Century-Fox

JOHN GARFIELD toplines with Gregory Peck in Darryl Zanuck's personally supervised production, "Gentleman's Agreement."

LLOYD NOLAN inked for supporting role in the Technicolor production, "Green Grass of Wyoming," in which Peggy Cummins, Charles Coburn and Burl Ives hold the top roles.

Role in the Tyrone Power starrer "Nightmare Alley" handed ESTHER BRODELET. George Jessel produces.

United Artists

Feature roles in Triangle Productions' "Sleep, My Love" handed KEYE LUKE and MARIA SAN MARCO.

Universal-International

AUDREY YOUNG ticketed for femme topline, replacing Patricia Alphin originally slated for the role, in the Abbott and Costello comedy, "The Wistful Widow of Wagon Gap." Miss Alphin underl went an appendectomy which necessitated her giving up the part.

Topline in Producer Mark Hellinger's "Homicide" handed DOROTHY HART, first role under her new U-I contract. HOWARD DUFF given romantic lead opposite Miss Hart.

Supporting role in the William Powell starrer "The Senator Was Indiscreet," handed RAY COLLINS. Nunnally Johnson produces and George S. Kaufman directs.

Warners

SHIRLEY TEMPLE inked for title role in "Mary Hagen." Picture is based on Edith Robert's novel "That Hagen Girl." Peter Godfrey directs for Producer Alex Gottlieb.

Cast additions to "Whiplash" include WALLY ROSE, LARRY ANVALONE and PAUL BAXLEY.

TOM DILLON and MARTIN BERLINER signed by Producer Milton Sperling for his United States Pictures' production "Ever the Beginning." STELLA ADLER, CHARLES JORDON and GEORGE SHERWOOD added to the cast.

Scripters

Columbia

JACK HENLEY inked to scribble original story to serve as the basis for the 22nd picture in the Blondie series, starring Penny Singleton and Arthur Lake.

Screenplay assignment on "The Gallant Blade" handed WALTER FERRIS. Irving Starr produces this cloak-and-sword film based on a Dumas story.

Scripting assignment on "The Crime Doctor's Gamble" handed EDWARD BOCK who will collaborate with Jerry Warner.

RKO Radio

LAWRENCE KIMBLE assigned to write script for "Mystery in Mexico," which Sid Rogell will produce.

Republic

Scripting assignment on "Wake of the Red Witch" handed LAWRENCE HAZARD.

Story Buys

Enterprise

"Proud Destiny," forthcoming novel by Lion Feuchtwanger, acquired and set as Producer-Director Lewis Milestone's first production under his new contract. Yarn is a classic story of the great love of the French dramatist Beaumarchais and the Actress Desiree.

Republic

"California Firebrand," an original screenplay by Royal Cole, acquired and assigned to Associate Producer Mel Tucker as the third in the series of Trucolor musical westerns starring Monte Hale and Adrian Booth.

United Artists

United California Productions acquired "Bullhead," Saturday Evening Post story by Charles Marquis Warren. It is the story of a sports editor of a metropolitan daily whose nickname provides the title.

Universal-International

Cameraman CURLEY LINDEN borrowed from Paramount to lens the Walter Wanger production "Tap Roots" which co-stars Van Heflin and Susan Hayward.

Warners

Editor chore on "Mary Hagen," Ronald Reagan-Shirley Temple starrer, handed DAVE WEISBART.

Technically

Metro

SIDNEY WAGNER named head cameraman on "Virtuous."

Assistant directorial chore on "The High Wall" given AL RABOCH. BOB BARNES named unit manager on the picture. Chief lenser and art director's chore handed PAUL VOGEL and LEONID VASIAN, respectively.

AL JENNINGS set as assistant director on "On an Island With You." CHARLES ROSHER assigned chief cinematographer.

EDDIE IMAZU named art director on the Mickey Rooney starrer "Killer McCoy."

RKO Radio

Assistant director chore on George Stevens' production "I Remember Mama" given JOHN MORRIS.

20th Century-Fox

LEE GARMES, borrowed from David O. Selznick to handle the lensing chore on Producer George Jessel's "Nightmare Alley."

Title Changes

Monogram

SONG OF MY HEART set as final handle for the production formerly known as "Tragic Symphony."

20th Century-Fox

New title for Independent Producer Sol M. Wurtzel's production "Flamingo" is THE INVISIBLE WALL.

Western Into Covina

COVINA, CALIF. — Operation of the Covina Theatre has been taken over by Western Amusements. The big circuit bought the house from William E. Knotts, who has operated it for 18 years.

Cinecolor Capacity Grows 65 Per Cent

HOLLYWOOD—Cinecolor's production capacity increased by 65 per cent in one month, it was revealed by William T. Crespinel, company president, the upped figure being for the four-week period ending June 6, as compared with a similar period ending May 10.

Crespinel further said that the company's Burbank plant now has a capacity of approximately 6,000,000 feet of film per month which will increase to 9,000,000 when the current expansion program is completed. Cinecolor's capacity two years ago was 500,000 feet of film per month.

Academy's Music Branch Revises Eligibility Rules

HOLLYWOOD—At the first meeting of the music branch of the Academy of Motion Picture Arts and Sciences since the recent election, important revisions in eligibility requirements for music honors in future Academy awards were presented by the music branch projects committee. Committee members are Eddie Powell, 20th-Fox, chairman; Constantin Bakaleinikoff, RKO; Ted Cain, Society of Independent Motion Picture Producers; Robert Dolan, Paramount; Cy Feuer, Republic; Irving Friedman, Eagle-Lion; Ray Heindorf, Warner; Rudolph Kopp, MGM; Rudolph Polk, Enterprise; Milton Schwartzwald, U-I, and Charles Wolcott, Disney.

It was recommended that the committee make a study to change music title credits on future pictures in order to give proper recognition to traditional music when it is used as basic theme music by the composer of the film score. The membership went on official record as opposing the practice of being given sole credit for a musical score for which they have partially provided original music to accompany previously composed melodies.

It was voted to supply the U. S. Library of Congress with musical scores of all pictures nominated for Academy music awards.

Work to Start in Europe On 'Life of Valentino'

HOLLYWOOD—After having shuttled around on Edward Small Productions' future slate for several years, "The Life of Rudolph Valentino" apparently is approaching the starting gate at last. A second unit company plans to start shooting background material for the film July 9 in Italy and then Paris and London. Crew will sail from New York on the SS Saturnia June 23. Despite this promising development, a mummer to portray the late screen star is still not selected.

Coronet Opens

HOLLYWOOD—After several construction delays the Coronet Theatre opened here with the showing of Greta Garbo in "Camille," first picture in the series sponsored by the newly organized Hollywood Film society. Following a two-day run of "Camille," the society presented a program of four Chaplin comedies as part of its History of Film series. Bell & Howell's new type of 16mm arc projection is being employed by the new theatre in conjunction with special Altec-Lansing sound equipment.

Drive-In for Monrovia

MONROVIA, CALIF.—Plans have been disclosed here for a drive-in theatre to be built by the Edwards Theatre Corp. on a 14-acre plot of ground at the intersection of Live Oak avenue and Peck road.

Spearheads

By IVAN SPEAR

LIKE Mark Twain's weather, Hollywood's Communistic leanings — if any — seem destined for an eternal maximum of talk and minimum of action. But unlike that constant palaver anent the elements, the verbal search for Reds lurking in the Hollywoodlands can do great harm to the industry. At the same time its further hackneyed pursuit easily can defeat its own purpose and entirely frustrate any sincere, democratic intentions which might be motivating the would-be exposers of subversive factions in the film capital.

Came to an end the ten-day probe of Cinemania by Rep. J. Parnell Thomas and his committee on un-American activities. If publicity seeking was the prime object of the inquiry—and many observers of the Thomas group and its modus operandi opined that such was the case—the witch hunt was a glowing success; a space-snatching field day, in fact, not only for Representative Thomas and his entourage but for the many of filmdom's top names who appeared to testify and on whose behalf every precaution was taken to make sure that they be designated as "friendly witnesses."

But despite the impressiveness of those witnesses and despite the columns of printed reports on the inquiry, much of which was patently ludicrous, there was absolutely no indication of discovery of widespread un-American activities in the celluloid vineyards. It is possible, of course, that Representative Parnell is awaiting the final, coup de grace meeting of his committee, scheduled to be held in Washington in June, before disclosing details of the damning testimony supplied by his parade of glittering "friendly witnesses."

Nonetheless, local railbirds who have witnessed several similar preceding investigations come and go are betting that the congressman and his cohorts failed to uncover any double-dyed plot to have Hollywood secede from the nation to become one of the USSR. In fact, they might even risk a few bob on the proposition that nary an arrest, nary an indictment or nary a trial will result from the Thomas Hollywood jaunt—made, presumably, at taxpayers' expense.

Perhaps the most ridiculous tidbit to emerge from the probe was the report that actor Robert Taylor had testified that he had been pressured by a "representative of the War Production board" into accepting the male lead in MGM's "Song of Russia." That droll attestation was so completely refuted in a resultant statement by Louis B. Mayer that further discounting seems unnecessary.

Also worthy of consideration was the logic contained in a statement by Emmet Lavery, president of the Screen Writers Guild, which declaration was an answer to Congressman Thomas' charge that "90 per cent of Communist infiltration in Hollywood is to be found among screen writers."

→

Another manifestation of the inconsistent and hysterical heights to which is being carried the fanatical search for a Red behind every Hollywood bush is the review on RKO Radio's "The Farmer's Daughter" which appeared in Tidings, official organ of the Catholic diocese of Los Angeles.

Although the Catholic Legion of Decency gave the Dore Schary production its top rating as to acceptability (Unobjectionable for Adults and Children), and although he himself appraised the picture as "good," William H. Mooring, film reviewer for Tidings, opined, "'Katie for Congress,' the play by Juhni Tervataa, adapted to the screen, under this innocent-sounding title ("The Farmer's Daughter") by Allen Rivkin and Laura Kerr, becomes 'Katie for Communism' if you care to look at it squarely." Such appraisal appeared under a headline, "'Katie for Communism' in Hilarious Comedy."

In view of the Catholic church's position on Communism, the paradoxical Tidings' review is self-evident.

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And irresistible is one last word about Dr. John R. Lechner, he who, in one easy lesson, became a full-fledged member of Hollywood's neck-out fraternity. It readily will be recalled that Dr. Lechner, in his first public appearance after assuming the directorship of the extreme-rightist Motion Picture Alliance, named a list of ten pictures—headed by Samuel Goldwyn's "The Best Years of Our Lives"—which were to be reported to the Thomas committee as purveyors of Communist propaganda. The storm of protest from all quarters engendered by that initial Lechnerian plaint needs no recapitulation.

Ergo: Dr. Lechner is no longer director of MPA.

→

There are other examples to establish that the professional hunters of Reds within the industry have wolf-cried themselves into a position where further discussion and additional viewing-with-alarm will make a farce of the entire situation. If one may be permitted the jargon of the poolroom, the time has come for them to put up or shut up.

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Inform Howard Strickling's Rover Boys, "In connection with exploitation of 'The Yearling' opening at London's Empire Theatre, a live deer has been flown across the Atlantic, a gift by the children of the State of New York to the children of London."

Considering the food situation in Britain, they should have sent along a recipe for venison a la chasseur.

→

IN A RUT DEPARTMENT

Alex Evelove division.

"Joseph Crehan, who has played President Grant nine times in his acting career, went before the camera in the familiar role once more at Warners in the Errol Flynn-Ann Sheridan starrer, 'Silver River.'"

→

From Gallup, N. M., comes a press-stopping dispatch filed by Bob Taplinger's publicity representative on location with the Enterprise-Harry Sherman production, "They Passed This Way."

It seems that George Budany, mayor of Gallup, in official proclamation, requested all citizens to forego baths for two days so that there could be enough water on hand in the event a fire sequence being shot should get out of hand.

With memory of New Mexico's summer climate, fervently it is hoped that the picture's final aroma will not approximate that of the Gallupians after two bathless days.

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"DE MILLE HONORED BY VENICE FESTIVAL"

—George Brown headline.

By him a gondola should be becoming.

Executive Travelers

DONALD M. NELSON, president of the Society of Independent Motion Picture Producers, entrained for New York and Washington to spend two weeks on SIMPP business. He plans to meet with the American Bar Ass'n president, Harold Rix, and the ABA committee which is investigating the effects of screen, air shows and newspaper strips in their relation to the increase in crime in the United States.

* * *

In town from his New York headquarters for discussions regarding production on "Texas, Heaven and Brooklyn" was Edward A. Golden, head of United Artists sharecropping outfit, Golden Productions.

* * *

Producer Seymour Nebenzal, head of Nero Films, another UA producing outfit, accompanied by Attorney Herbert Silverberg and Publicity Director Sam Abarbanel, planed out for Manhattan with a print of Nebenzal's latest feature, "Heaven Only Knows," for screening for UA home office executives.

* * *

Jesse Lasky, RKO Radio independent producer, entrained for Chicago and New York where he plans to line up additional actresses for tests before selecting the player for the femme topline in his forthcoming production, "Miracle of the Bells."

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Following a three-week business trip to New York, John Harkins, director of advertising and publicity for Riskin Productions, was back at his desk.

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After a month's stay in England, Ben Goetz, MGM executive, returned to the studio. While in Britain he checked on the company productions in that country.

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Universal toppers who arrived from their New York headquarters included J. Cheever Cowdin, chairman of the board of directors, and Nate Blumberg, president of the company. Blumberg plans to remain here for the summer.

* * *

Huddling at Eagle-Lion were President Arthur Krim, who trained in from his New York headquarters, and Bryan Foy, vice-president in charge of production, who returned from a Mexico trip. J. Arthur Rank, head of the British company bearing his name, and Robert R. Young, who handles the controls of Pathe Industries, parent company of E-L, also were in town for these conferences.

* * *

Spyros Skouras, president of 20th-Fox, accompanied by his assistant Lem Jones planed in for conferences. They were accompanied by E. V. Richards, head of the Paramount-Richards circuit in New Orleans, one of the leaders in setting up the Motion Picture foundation . . . Joseph Mankiewicz, 20th-Fox director, left for Manhattan, where he will attend the premiere of his film, "The Ghost and Mrs. Muir."

* * *

Colin Miller, assistant to President Charles Einfeld at Enterprise, checked back at his desk after two weeks in New York.

* * *

Mitchell Hamilburg, vice-president of Gene Autry Productions, sharecropping outfit at Columbia, returned to his desk after a week in Gotham where he conferred with A. Montague, Columbia sales chief, regarding distribution of the Autry pictures.

* * *

George Bilson, RKO short subjects producer, was in New York for conferences with Ned Depinet, executive vice-president in charge of distribution, and Harry Michalson, eastern short subjects manager.

* * *

Ben Lyon, 20th-Fox executive talent director, and his wife, Bebe Daniels, Eagle-Lion producer, went to Chicago for personal appearances.

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In from their New York headquarters for studio conferences were John M. Whitaker, RKO vice-president, and S. Barret McCormick, director of publicity and advertising. They were accompanied by two executives from Foote, Cone and Belding's Gotham office, William E. Berchtold, executive vice-president in charge of plans, and Harold Webber, vice-president in charge of research.

* * *

Merian C. Cooper, president of Argosy Pictures, independent producing outfit at RKO, returned from Honolulu. Cliff Lewis, that company's publicity director, headed for Manhattan for a month of huddles with RKO's executives on budget and schedules for Argory's lates production, "The Fugitive."

* * *

Jack Cohn, vice-president of Columbia Pictures, trained in from his New York headquarters for conferences.

* * *

Si Borus, contract manager for Monogram and Allied Artists in New York, planed in for a week of conferences on contract matters with William Z. Porter, who holds a similar position at the studio.

* * *

Joyce O'Hara, executive assistant to Eric Johnston, president of the Motion Picture Ass'n, flew in ahead of Johnston, who also arrived by plane, for the luncheon honoring J. Arthur Rank and Robert R. Young of Pathe Industries.

Stars to Mexico City For Spring Fiesta

HOLLYWOOD — Off-campus activities of Hollywoodians took on an international tone when, responding to an invitation from the Mexican government, a slice of top talent flew by chartered plane to Mexico City to participate in the Mexican government's annual charity Fiesta de Primavera for benefit of the milk fund for undernourished children.

A highlight of the springtime festival was a one-night charity premiere of "The Best Years of Our Lives," selected by the Mexican government and donated for the occasion by Producer Samuel Goldwyn.

Making the goodwill junket were Brian Donlevy and John Payne from 20th-Fox; Joan Caulfield and Olga San Juan from Paramount; Robert Walker, Gloria De Haven, Marie McDonald and Betty Garrett from MGM; Jane Greer from RKO; Danny Kaye, Virginia Mayo and Cathy O'Donnell from Goldwyn; Ann Miller and Larry Parks from Columbia, and Ann Blyth from Universal-International.

Alejandro Buelna jr., head of the Mexican government tourist department, whose request for Hollywood participation was approved by the Association of Motion Picture Producers' International committee and the Hollywood Coordinating committee, plans to make the charity showing of each year's Academy award-winning picture an annual event for the festival.

Cheyenne Receives Two Big Premieres

HOLLYWOOD—When the promoters of out-of-town premieres decide to give a community a tumble they don't fool. Consequently Cheyenne, Wyo., which the debut impresarios have been overlooking for many years, drew a double dose of Hollywood glamor. A coincidence in title was responsible for the sudden recognition given the Wyoming metropolis.

Republic's "Wyoming," starring William Elliott, Vera Ralston and John Carroll, will make its world bow in Cheyenne July 23 in connection with the celebration of that city's annual Frontier Days celebration. Mort Goodman, director of publicity for Republic studio, went to Denver to work out premiere plans with Rick Ricketson and Frank Davis, executive of Fox Intermountain Theatres, which circuit operates Cheyenne theatres.

The gala debut will follow closely on the heels of a similar glamorfest in connection with Warners' "Cheyenne," which also was given a world premiere in the city from which it derived its name.

Approximately 15,000 persons attended the premiere at the Lincoln, Paramount and Princess theatres. Dennis Morgan, Janis Paige and Jack Carson made personal appearances at the trio of houses in succession.

A representative of high-ranking army and air corps officers was to be on hand for the world premiere of "Thunderbolt," documentary feature filmed in Technicolor by William Wyler during World War II. The picture, to be released by Monogram through arrangement with Carl Krueger Productions and the United States army air forces, has a special introduction by Jimmy Stewart. The premiere was set for June 4 at the Ambassador Theatre and will be part of the official agendum of the Aviation Writers Ass'n of America, whose 120 members were to hold their annual convention in Los Angeles June 1 to 5.

Henry Henigson to Handle Independents for Metro

HOLLYWOOD—Henry Henigson, veteran production executive, has been named MGM's representative and liaison man between the company and independent production units which will distribute through Metro. A few minor details are still to be ironed out before the actual signing of the contract. First assignment under the new deal will be on Walter Wanger's Sierra Pictures production, "Joan of Arc." Henigson was at one time general manager for Universal and recently resigned a similar post with Howard Hughes' California Pictures.

Western Circuit Building House in Springfield, Ore.

SPRINGFIELD, ORE. — Construction is under way on a theatre building here for Western Amusements. The company also owns the McKenzie here through a recent purchase. The new house will be about the same size as the McKenzie.

Vernon Clark to Produce

HOLLYWOOD—Vernon Clark, ex-GI and assistant to sharecropper Harry Sherman at Enterprise, has been upped to a producership by Sherman and will serve in that capacity on Bret Harte's "Tennessee's Partner," next Sherman production to go into work. Clark has been associated with Sherman since his discharge from the army in 1945 and currently is working on "They Passed This Way," now on location in Gallup, N. M.

Competition Gets Stiff In Salt Lake District

SALT LAKE CITY—Show business in the Salt Lake, Provo and Ogden area last week ran into unprecedented competition to cut falling grosses even more.

Theatres in this area had this to contend with: A nearby summer resort opened, night baseball games opened for the season, Orson Welles and a troupe presented "Macbeth" in the University of Utah stadium as a centennial attraction, canyon resort spots officially opened, and a centennial "Message of the Ages" pageant, which is being presented free, continued to attract nearly 5,000 persons a night.

JUST A BEGINNING

But the headaches for theatre operators of this area are just beginning. Next Monday (2) the midway at the state fairgrounds here will be opened to the public, the ice follies will begin an undetermined run at the fairgrounds on the same day, the pageant will continue beyond its originally scheduled closing time, a new pageant will be opened in the University stadium to run through the summer, rodeos are scheduled in Salt Lake City, Ogden and Provo, wrestling and boxing matches apparently will continue throughout the summer in Salt Lake City, and numerous other events connected with the centennial will open within the next few days.

This unprecedented competition is a result of Utah's celebration of its Centennial. Aside from the wholly legitimate shows being presented in conjunction with the celebration, there are several attractions being brought in, claiming Centennial committee backing, and cashing in on the affair.

THEATREMEN COMPLAIN

Theatres in the three largest cities of the area, Salt Lake, Ogden and Provo, are suffering horribly, according to some showmen. Grosses are down 30 to 50 per cent in some cases. Showhouses in smaller towns in the area also are suffering. It is only 84 miles from Provo to Ogden, and Salt Lake City is in between. This means an area of 150 miles from north to south, the most densely populated in the Salt Lake exchange territory, is now being deluged with various shows and attractions in numbers to give the more than 350,000 persons of the area several places to spend their money.

Add to the aforementioned attractions opening of three drive-in theatres in the region and plans to open three more and you really have some headaches to offer operators of showhouses. Exhibitors of the area are buying up all the aspirin they can find. The loud groans every time a new attraction opens in this area come from the showmen.

OPERA TROUPE, TOO

Another blow to theatre business came this week with announcement that the American Savoy Comic Opera Co. would bring a troupe into Salt Lake to present a series of Gilbert and Sullivan operas at the fair grounds beginning June 6. It is expected this company will be in Salt Lake for several weeks, drawing more blood from the flickers.

One circuit manager noted the effect of the Salt Lake shows was being felt all through the southern part of Utah and northward into southern Idaho. The pageant in the tabernacle in Salt Lake, he pointed out, is receiving publicity through the ward bishops of the Mormon church. The pageant, being a church offering, naturally is being pushed by the church, and since much of this area is Mormon-populated, the attractions are receiving free publicity through the bishops. This, needless to say, is something with which theatremen cannot compete. In fact, in some cases, they run trailers on their screen, advertising the Centennial attractions so they can keep the goodwill of the community. Also, theatremen are champing under a self-imposed gag. They realize that to point out the harmful effect to established theatre business from so many entertainment attractions might win them the enmity of many people who matter.

Again, showmen point out that all the Centennial business coming in here is directed at the theatres. There are no Centennial-sponsored motor tours to show off the beauties of the state, and other established businesses are not meeting with the competition it has been the fate of the theatremen to suffer.



DENVERITES DETERMINED—A spirit of enthusiasm swept the Celebrating 35 Years of Leadership meeting in the Paramount exchange at Denver, which was addressed by Harold Wirthwein, drive captain, who is second from the right in the rear of the photograph. The celebration starts August 31, but preliminary plans are being formulated now. Hugh Braly, western district manager, is fourth from right in the rear, while Branch Manager C. J. Bell is at extreme left in the rear row.

Leo, Monogram Take Bows For Runs in Los Angeles

LOS ANGELES—Both MGM and Monogram were taking bows for the respective number of bookings they were enjoying in first run houses during Memorial day week.

Four MGM pictures were playing de luxe local engagements: "The Great Waltz" at the Four Star; "Undercover Maisie" and "My Brother Talks to Horses" at the Egyptian, Los Angeles, and Wilshire; and "Little Mr. Jim" at Loew's State.

Allied Artists and Monogram had five films in first runs: "It Happened on Fifth Avenue" and "Fall Guy" were at Loew's State, Chinese, Uptown and Loyola. "The Guilty" and "Violence" were at the Million Dollar, and "Decoy" at the United Artists.

Theatre-Poor Puente Has Visions of Plenty

Puente, Calif.—This Los Angeles county town, which has never had a theatre of its own, is surprised at the possibility of having three of them before long. Steve Chorak has announced plans to build one as soon as OPA building restrictions are lifted, L. W. Moses and Vincent Hinnenkamp, who say they have a site selected, have asked the Chamber of Commerce for guidance in building another, and Harold Pearson is trying to overcome opposition to a proposed drive-in.

Expect Counteroffer To IA's Local 150

LOS ANGELES—Demands of Projectionists Local 150, IATSE, for a 32 per cent pay increase and improved working conditions will be given further consideration June 16 when the union's negotiating committee again meets with representatives of circuit and independent theatres concerned with the pact.

Local 150's current contract, which covered a two-year period, expires June 20. The new pact being sought by the boothmen is for one year only.

Attending the first negotiations huddle over the upcoming contract, held in the headquarters of Fox West Coast Theatres, were Wallace Crowley, president; George Schaffer, business agent; Charles Vencill, secretary; George Evans and Don Gallant, representing the union; and George Bowser, Dick Dickson, Joseph Tuohy and John Hughes, FWC; Marco Wolff, Fanchon and Marco; M. A. Anderson, RKO Hillstreet; Rodney Pantages, Pantages; Cliff Giesseman, Music Halls; and Paul Williams, general counsel of Southern California Theatre Owners.

At the June 16 conclave, representatives of the theatres are expected to confront union officials with a counteroffer. Meanwhile, the union leaders made known their intentions of surveying existent projectionists' contracts in other cities as far east as Chicago.

Two Drive-Ins Projected In Richland, Wash., Area

RICHLAND, WASH.—Two drive-in theatres are in the offing here. One of them will be built by Midstate Amusement Corp., which also operates the Richland and Village theatres here and 15 others in the state, and the other will be built by a company composed of Fred W. Hair and George Featherstone of Walla Walla and Sheldon Wilson of Spokane. The latter outfit already has one drive-in under construction at Walla Walla and Midstate also has announced one for that community. The Hair-Featherstone-Wilson outfit plans a 700-car layout and Midstate is planning to build one for 800 cars.

Role for Moppet

Republic has inked moppet Patty King for a featured role in "The Red Pony."

SAN FRANCISCO

Joe Longo, publicist for RKO, did a tremendous job on "The Farmers Daughter." He selected daughters of four farmers in the area, placed them on cars and floats, and paraded them around the local farm markets, where the girls gave away fruit and vegetables to patrons. The stunt cracked all the local dailies and one right on the front page. This paper used a three-column six-inch picture of the girls and the caption told about the picture and where it was playing.

Sam J. Gardner, assistant west coast sales manager for MGM, is settled now in his new offices at the local exchange. George Hickey, Gardner's boss, was in town briefly . . . Gerald Karski's little boy Bobby broke his foot and will be laid up for six weeks. Karski is top man at Motion Picture Service.

Clarence Brown, director of the film, was in town for the opening of "The Yearling" at the Warfield. The theatre put up a natural outdoor front for the occasion. The outdoor scenes and woods effect was the result of the talents of Ted Galanter, Lew Singer and Faye Reader. Galanter, MGM publicist, spent some time last week at the studio in Los Angeles.

Eddie Jacobs, operator of the lift in the Golden Gate Theatre Bldg. for many years, is known to all theatre men as the man who swims every day at 4 a. m. in the Pacific for relaxation. Well, Eddie took a vacation last week and spent the time swimming around Catalina island. Helen Wabbe, publicist for the Golden Gate, and Min Levy of PRC-Eagle-Lion, left for a weekend in Las Vegas . . . Clint Meecham, booker at Monogram, is playing the part of shipper these days while the regular man is vacationing . . . Thad Sheridan is now on the sales force of PRC.

Alice Kinnard, availability clerk at Warner Bros., is back with the organization after an absence of three years . . . Carl Milton, the bank night king, seen on the Row meeting old friends . . . Ed Kuster of the Playhouse, Carmel, was in town . . . Mr. and Mrs. Sid Hogen of the San Pablo Theatre, San Pablo, also were on the Row, as were Andy Goblish and his wife of Visalia.

Ed Morris, film salesman formerly with PRC, is now associated here with the Film Classics . . . Kellie Taylor, an author of note, was on the Row last week saying hello to friends . . . D. J. McNerney of Blumenfeld Theatres returned from a New York trip.

Charles Rose of the Four Roses Exchange is off to New York to buy product . . . Louis B. Mayer, MGM boss, was in town . . . Esther Williams, Hollywood star, was guest of honor at the recent awards dinner of the dress manufacturers.

The Motor-In in Walnut Creek, owned and operated by the Robert L. Lippert Theatres, will be managed by Leonard T. Willinger . . . Anthony J. Rondoni, operator at the St. Francis, and Daisy Oppenheim were married in the Oriental Tea Gardens in Golden Gate park.

The PRC-Eagle-Lion exchange is undergoing remodeling . . . The lobby of the Golden Gate got a new coat of paint . . . Warner Bros. exchange held its annual picnic last week in Mills Valley . . . Jesse Wright, booker at WB, purchased a jeep. "With cross ventilation," he says.

Quentin Lacey, representative for "Henry V," left the Stage Door Theatre to work on the forthcoming Los Angeles showing . . . S. M. Pariseau, district manager of Altec, was in town last week from Los Angeles . . . Jack Frazier, boss of Film Messenger Service, proudly announces "the fastest film delivery in San Francisco." In addition to his run of cars, Frazier has a new plane with which he makes deliveries.

Birthdays were celebrated at MGM last week by biller Elaine Adams and cashier May Costa . . . Cashier Bess Huntoon has a case of poison oak . . . J. W. Coyne, office manager for MGM, attended the office managers convention in Denver.

Hal Honore, assistant to George Mann, has left the Redwood Theatres organization . . . Bob Patton of the Uptown, Sonora, had a complete new equipment job done by Preddey . . . Bob Bemis, manager of the Preddey company, was in Angels Camp during the world-famous frog jumping contest.

George Stamm of El Campanel Theatre, Antioch, was in town last week. Also in were S. Enea of the Eneas Theatres, Pittsburg, and Joe Huff of the Esquire and Sierra, Stockton . . . M. Mirako who formerly operated the Mission in Sacramento, plans to build a new theatre in the capital city.

Arthur Barnett of the Rex, Oakland, is back from a vacation in Honolulu . . . The entire gang at Redwood Theatres went to Modesto for the weekend . . . The local offices of the Screen Guild will soon be transferred from 125 Hyde to the building being vacated by the navy motion picture division . . . Selznick Releasing Organization moved its local offices from McAlister street to the Golden Gate Theatre Bldg.

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'Duel' and 'Yearling' Hold Seattle Lead

SEATTLE—Summer opened with a vengeance here to keep most offerings down to a loss gross. However, the two exceptions, third week of "Duel in the Sun's" roadshow engagement and MGM's "The Yearling," were booming right along. The first hit 200 at the Fifth Avenue while the latter marked up 175 in the second week at the Music Hall.

Blue Mouse—**Suddenly It's Spring** (Para); **The 13th Hour** (Col), 2nd d. t. wk. 90
Fifth Avenue—**Duel in the Sun** (SRO), 3rd wk., Roadshow 200
Liberty—**It's a Wonderful Life** (RKO), 4th wk. 120
Music Box—**The Westerner** (FC), 2nd wk. reissue 85
Music Hall—**The Yearling** (MGM), 2nd wk. 170
Orpheum—**The Two Mrs. Carrolls** (WB) 100
Palomar—**That Way With Women** (WB), plus stage show 90
Paramount—**Trail Street** (RKO); **The Devil Thumbs a Ride** (RKO) 95
Roosevelt—**Odd Man Out** (U-I), 2nd d. t. wk. 75

With Many Holdovers, Business In Los Angeles Is Poor

LOS ANGELES—Business was generally bad. Holdovers—most of them in their third week—occupied more than 50 per cent of the screens and barely managed to keep their heads above water. Only bright spot was the debut of U-I's "The Web," which did fairly well at five showcases. Other newcomers failed to make the grade and local showmen cried quietly into their beer.

Belmont, El Ray, Orpheum, Beverly and Vogue—**Duel in the Sun** (RKO), 3rd wk. 125
Chinese, State, Uptown and Loyola—**It Happened on Fifth Avenue** (AA-Mono), 2nd wk. 115
Downtown Paramount—**Bells of San Angelo** (Rep); **Trail to San Antone** (Rep) 75
Egyptian, Wilshire and Los Angeles—**High Barbaree** (MGM), 2nd wk. 115
Four Music Halls—**Fun on a Weekend** (UA); **Susie Steps Out** (UA) 125
Four Star—**The Homestretch** (20th-Fox), move-over, 2nd wk. 100
Guild, Ritz, United Artists, Studio and Iris—**The Web** (U-I) 150
Hillstreet—**The Farmer's Daughter** (RKO), 3rd wk.; **The Millerson Case** (Col), 2nd wk. 140
Hollywood Paramount—Same as Downtown 100
Million Dollar—**Violence** (Mono); **The Guilty** (Mono) 95
Pantages—Same as Hillstreet 140
Warners Downtown, Hollywood, Wiltern—**The Two Mrs. Carrolls** (WB), 3rd wk. 100

'Yearling' Strong in Denver, Holds for Second Week

DENVER—"The Yearling," doubled with "Crime Doctor's Manhunt," packed the Orpheum enough to warrant holding over. "My Brother Talks to Horses" and "Lighthouse" drew a third week at the Broadway.

Aladdin—**The Late George Apley** (20th-Fox); **The Magnificent Rogue** (Rep), 3rd d. t. wk. 130
Broadway—**My Brother Talks to Horses** (MGM); **Lighthouse** (PRC), 2nd wk. 90
Denham—**Ladies Man** (Para) 75
Denver and Webber—**Song of Scheherazade** (U-I); **Blind Spot** (Col) 135
Esquire and Paramount—**Stallion Road** (WB); **Millie's Daughter** (Col) 135
Orpheum—**The Yearling** (MGM); **Crime Doctor's Manhunt** (Col), 2nd run 120
Rialto—**Johnny O'Clock** (Col); **The Ghost Goes Wild** (Rep), 2nd d. t. wk. 120
Tabor—**Abie's Irish Rose** (UA), plus stage show 125
Webber—**Song of Scheherazade** (U-I); **Blind Spot** (Col) 125

'Egg and I' Takes Honors At San Francisco

SAN FRANCISCO—"The Egg and I" took top honors for the week with 240 per cent in its third week.

Esquire-Tivoli—**Buck Privates Come Home** (U-I); **Bulldog Drummond at Bay** (Col), 2nd wk. 100
Fox—**Duel in the Sun** (SRO), 2nd wk. 150
Golden Gate—**The Farmer's Daughter** (RKO), stage; 2nd wk. 125
Orpheum—**The Egg and I** (U-I), 3rd wk. 240
Paramount—**Love and Learn** (WB); **Lost Honeymoon** (E-L) 120
St. Francis—**Odd Man Out** (U-I) 165
United Artists—**Dishonored Lady** (UA); **The Case of the Baby Sitter** (SG) 140
United Nations—**Duel in the Sun** (SRO), 2nd wk. 150

DENVER

Gibraltar Will Erect Nine New Theatres

DENVER—Gibraltar Enterprises, consisting of the holdings of several outstanding showmen of the Denver territory with Charles Gilmour as president and general manager, will erect at least nine theatres when conditions permit.

One of them, a 1,000-seat, $150,000 house, will be built at Santa Fe. This has CPA approval, and construction is expected to start by June 1.

The group will build another in Santa Fe later.

Others planned include a 600-seat $70,000 job at Craig, Colo., to replace the Craig, recently destroyed by fire; 800-seats, $150,000, at Silver City, N. M.; 550-seats, $70,000, Ordway, Colo.; 780-seats, $85,000, Loveland, Colo.; 550-seats, $70,000, Socorro, N. M.; 800-seat, $125,000, Raton, N. M.; 800-seat, $125,000, Alamosa, Colo.

Cooper Spending $80,000 On Grand Junction Job

GRAND JUNCTION, COLO.—The Cooper Foundation's Avalon Theatre has been closed and is now undergoing complete redecoration that will alter its exterior and interior radically. The theatre will reopen in late summer or fall and will then be known as the Cooper in honor of the late J. H. Cooper, founder of the foundation, according to Vern Austin, city manager for the circuit. The new theatre will seat 1,500. The foundation also has plans for reseating the Joy. The Avalon job is estimated to cost $80,000.

Griffith Circuit Acquires Los Alamos Theatre

LOS ALAMOS, N. M.—Theatre No. 1 at the atomic bomb laboratory here has been taken over by Theatre Enterprises, Griffith outfit with headquarters in Dallas, and has been renamed the Hill. A second theatre on the base remains under military supervision. Griffith will enlarge the place and improve the acoustics. Roydell J. Edwards, has been shifted here from the circuit's theatres in Post, Tex., to take charge.

Children's Prices Are Cut By Chief in Gallup, N. M.

GALLUP, N. M.—Children's prices have been reduced from 25 cents to 10 cents at the Chief Theatre here, Manager E. F. "Tex" Stanford announced.

'Fifth Avenue' Moveover

LOS ANGELES—"It Happened on Fifth Avenue" was set by Fox West Coast for moveover to the Carthay Circle Theatre for an indefinite run. First to be released by Allied Artists, the picture had a two-week stand at Grauman's Chinese, Loew's State, Fox Uptown and Loyola theatres, a quartet of FWC first run houses.

Plans Arvada Project

ARVADA, COLO.—J. J. Goodstein, Denver businessman, has disclosed plans for a building development here that probably will include a theatre. He has purchased a plot of land 270 feet wide and 172 feet deep.

Jay Golden, newly appointed district manager for RKO Theatres, was in Denver getting acquainted with the town and William Hastings, manager of the RKO Orpheum, before going on to his San Francisco headquarters. He was accompanied here by William Howard, assistant general manager of RKO Theatres. Howard returned to his New York headquarters. While here Golden was guest at a luncheon attended by Gov. Lee Knous and representatives of the press, radio and theatres.

Oscar A. Morgan, chief of the newsreel and shorts division of Paramount, was in Denver conferring with C. J. Bell, Paramount branch manager. Morgan said that Paramount was experimenting with news coverage from the feature angle. He declared present forms of newsreels could not compete with television, and that Paramount wanted to anticipate the time when the newsreel would become passe.

A. P. "Tony" Archer, president of Civic Theatres, who suffered a broken shoulder as well as three broken ribs in a recent auto accident, is back at work . . . June McTee has been named private secretary to Harry Huffman, Fox Intermountain Theatres district manager. She succeeds Frances Belford, who is spending the summer at Central City, Colo.

The Rocky Mountain Screen club is scheduling a full summer of activities. The golf calcutta auction will be held at the clubrooms June 6, with Walt Ibold as chairman. The tournament is scheduled for Lakewood Country club June 17. Gold Rush days, with President Milt Hossfeld at the head of the committee, will be held at the club rooms June 28, and the summer roundup, featuring horseback riding, barbecue and other entertainment, will be held July 18, with Fred Knill as chairman. The annual picnic will be held at Eldorado Springs August 14.

On their return from the National Screen Service convention in Chicago, Manager Charles Du Ryk and salesman Sebe Goodlett conducted a miniature convention for the local staff. The affair included a dinner at the Park Lane hotel . . . Lucille King, Warner Bros. stenographer, resigned to be married to George Langdon.

S. J. Gardner, assistant sales manager of the western division for Metro, spent three days in Denver for a study of the local branch and a discussion of new films and sales policies. His visit is a part of a survey he is making of all offices in his division. While here he conferred at length with H. A. Friedel, district manager; Mike Cramer, sales manager of the Denver branch, and with managers of theatres using Metro product.

Mr. and Mrs. Joseph Stallman, recently of the Summitt, Harrison, Neb., are building a theatre, of concrete block and stucco exterior, at Lingle, Wyo. This will be the first theatre in the town.

Excitement reigned at the Universal exchange when that office undoubtedly set an all-time record for marriages in one day. Mayer Monsky, manager, was married to Lillian Fine of Denver. Harold Michaels, salesman, was married to Betty Flaks. And to make it good measure, Barbara Pellish, confirmation clerk, eloped with Allan Wandell.

The RKO sales force are making plans to attend the RKO sales convention to be held at the Waldorf-Astoria, New York, July 7-9. Attending from Denver will be Al Kolitz, district manager; Tom Bailey, branch manager; Bidwell McCormick, publicity, and Joe Emerson, Ed Greene, Merle Gwinn and Frank Childs, salesmen . . . Kolitz, recently named district manager here, is returning to Cleveland, where he was branch manager, to move his family here. He has accomplished what many thought was impossible—he has found a place to live in Denver.

Pauline Hall, Paramount branch manager's secretary, is spending her vacation in California. On her return she will bring her mother to Denver from Yuma, Ariz. . . . Word received in Denver is to the effect that Jerry Safron, Columbia district manager, has been married, and the couple are now on their honeymoon . . . Robert Davis of Theatre Enterprises, Dallas, was in town setting bookings for the government theatre taken over by his company at Las Alamos, N. M. The theatre has been renamed the Hill.

Ed Mapel, owner of the Gem, was reelected to city council by a large majority . . . Hugh Braly, district manager, Paramount, and Harold Wirthwein, assistant, both of Los Angeles, were in Denver for conferences regarding product, policies, and plans for the forthcoming Paramount sales drive . . . Don Davis, sales representative for RCA, and Mrs. Davis, spent a few days in Denver. While here Davis conferred with Sam Langwith, RCA agent.

For their new drive-in theatre, first in Denver, the Denver Drive-In Theatre Corp. bought complete Brenkert booth equipment and RCA sound from Western Service and Supply . . . Barney Shooker, Columbia salesman, recovering from an operation, has a new Buick 8 to help boost his morale . . . Derald Hart has his amusement park at Lamar in operation.

Mrs. J. H. Cooper, widow of the late owner of the J. H. Cooper Theatres, died in a New York hospital. She is survived by a son, Joseph . . . In a story in BOXOFFICE of May 17, it was made to appear that the Cooper Foundation was set up at the death of J. H. Cooper, when in fact it was set up by him 11 years ago.

Jack Blosser, Charles City, Iowa, has been added to the Paramount exchange as assistant booker . . . Joe Stone, National Theatre Supply branch manager, is on an inspection trip to the Dallas and Memphis branches . . . Tom Knight is one of those exhibitors that takes little time to get to Denver when he has some booking or other business to attend to. He flies his own plane.

Exhibitors from out-of-town seen on Filmrow included F. A. Weiss, Mesilla Park, N. M.; George Nescher, Springfield, Colo.; A. J. Dwuer, St. Louis, U.S. motion picture Service; R. L. Stanger, Windsor, Colo.; Mrs. Esther Cleveland, Newcastle, Wyo.; Chuck Flower, Estes Park; Lynn Zorn, Julesburg; Mrs. John Steele, Limon; Kenneth Powell, Wray.

Also A. N. Beezley, Burlington, Colo.; Larry Starsmore, Colorado Springs; R. D. Ervin, Kremmling; Chick Kelloff, Aguilar; C. E. McLaughlin, Las Animas; George Allan jr., North Platte; F. O. Anderson, Eaton; Mr. and Mrs. Tom Vilnave and Sam Rosenthal, Buffalo, Wyo., and Herbert Gumper, Center, Colo.

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KE 8041 Denver 2, Colo.

Two Theatres Close In Carlsbad Strike

CARLSBAD, N. M.—Pickets are walking again at Carlsbad's four theatres. Fifteen days of negotiation between ten striking projectionists, Theatre Enterprises, Inc., and a citizens' committee came to an impasse and the truce on picketing ended with the conversations.

The Corral and Eddy theatres now have closed. The Tower is operating on a reduced schedule, offering double features on Friday and Saturday and Mexican pictures on Sunday and Monday. The Cactus continues as usual.

Officials of Theatre Enterprises in Dallas have rejected the union's proposed contract demanding reinstatement of all employes, a closed shop and $63 for a 37-hour week.

The picket lines formed early in February. Motion picture machine operators said they were fired for organizing a union and making wage demands. The company said some of the ten men were fired for cause and others quit. The men were receiving an average of $45 a week when they left their jobs. Henry Brackhahn, business agent for the local, said the $45 was for a 57-hour week.

Russell Allen, Farmington, Ends Long Vacation Trip

FARMINGTON, N. M.—Manager Russell Allen of Allen's Theatre here, his wife, his daughter Rosiland and Mrs. Allen's sister Joan Foutz returned May 11 from a 7,500-mile auto trip through the southern and eastern parts of the U.S.

Leaving here April 10 the party went to see the Carlsbad caverns, went across the line into old Mexico, then visited friends in Austin, Tex., then down to Port Arthur, Tex. The Allens then went on to New Orleans, took a steamboat ride on the Father of Waters, then on to Pensacola and Jacksonville, Fla.

A trip up the eastern coast took them to Philadelphia, Washington, New York, and then over the turnpike to Pittsburgh. They journeyed through Ohio, and in Kentucky, missed the Derby by a day, and as Russell says, also by several dollars. A visit through the Mammoth caves was disappointing after having seen Carlsbad caverns. They saw the Tennessee Valley power dams in that state, crossed the Mississippi river at Memphis, went through Hot Springs, then back down to Louisiana. Then through Texas past Fort Worth and Amarillo and home again.

It was a wonderful trip, the Allens say, one they will remember a long time. Russell is ready now to settle down to managing his theatre; he saw a lot of country on the trip, but still likes Farmington best.

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BUYS RUNYON RIGHTS — Marshall Grant Pictures, new Hollywood independent film company, financially backed by Chicago businessmen, has obtained the rights to produce the life story of Damon Runyon, the author and newspaperman. William D. Saltiel (left), Chicago attorney and chairman of the board of Grant Pictures, congratulates Damon Runyon jr. on the consummation of the deal in New York.

Two More Drive-Ins Set at Los Angeles

LOS ANGELES—Two more new drive-in theatres are being planned by Pacific Drive-Ins, Inc., one at Rosemead and Rush, near suburban El Monte, and the second on Roscoe, between Sepulveda and Van Nuys, in the San Fernando valley.

The company, in association with California Drive-In Theatres, now operates four outdoor theatres in or near Los Angeles and has another under construction at 182nd and Vermont in Los Angeles.

C. A. Caballero, president of the company, estimates the cost of the new theatres at $250,000 each.

Shopping Center Mapped By Spokane Company

SPOKANE, WASH.—Inland Theatres has prepared plans for a new shopping section here and plans to spend $300,000 on the project, according to C. Frank Harris, manager. The development will include a 900-seat stadium-type theatre and six stores. Plans have been drawn by G. A. Pehrson, architect. The theatre group, which built a similar project, including the Garland Theatre, a year and a half ago, is composed of Roy Blair, James R. Crick sr., Lester Johnson and E. W. Johnson.

Plans Made at Lone Pine By Western Amusements

LONE PINE, CALIF.—Western Amusements will build a 505-seat theatre here as soon as arrangements for construction can be made, it was announced here by Barnes Perdue, circuit official. It would be the circuit's 49th theatre. Architect's plans for the house, which will be known as the Valley, have already been completed. It is planned to operate seven days a week, with matinees on Saturday and Sunday, and three to four program changes a week, Perdue said.

Gather in Salt Lake To View 'Miracle'

SALT LAKE CITY—A sneak showing of "Miracle on 34th Street" at the Centre Theatre this week was the occasion for a gathering of exhibitors and distributors and their wives at the Hotel Utah. Before the screening 20th-Fox and Fox Intermountain Theatres sponsored a dinner.

Included among the guests were Charles L. Walker, 20th-Fox division manager, and Mrs. Walker; Clyde Blasius, 20th branch manager, and Mrs. Blasius; Hall Baetz, Fox Intermountain division manager, and Mrs. Baetz; Vincent Gilhool, operator of the Huish-Gilhool theatre circuit, and Mrs. Gilhool; Mr. and Mrs. Claude Hawk; Tracy Barham, vice-president and general manager of Fox Intermountain Theatres; Ray Hendry, Barham's assistant; Sid Cohen, Fox Intermountain booker; Jesse Chinnich, Fox Intermountain legal counsel, and their wives; Si Sanders of Fox Intermountain, and Mrs. Sanders; Gene Manzanaris of Fox Intermountain and Mrs. Manzanaris; Helen Garrity of Fox Intermountain Theatres, and several newspaper writers.

Eddie Yarborough of 20th-Fox's publicity department also was present and explained that he hoped exhibitors would realize they had a fine picture in "Miracle," but warned them against tying up with department stores on their publicity. Blasius and Walker also spoke. A special treat was provided in the presence of Actor Roddy McDowall, who was in Salt Lake City with Orson Welles for a stage presentation of "Macbeth." Roddy, who got his start with 20th-Fox, told the exhibitors he was happy to be back in Utah and said he hoped to have the same success with his newer pictures that he had with the earlier ones made in Utah.

Bagdad to Be Reopened As Refurbished Ballard

SEATTLE—After new seating, renaming and general refurbishing, the 20-year-old Bagdad Theatre in the bustling Ballard district will reopen some time in June under lease to Frank L. Newman jr.

Newman obtained the lease a year and a half ago. Up until that time it had been operated by Jensen & Von Herberg. Newman took possession May 29. Newman has sold his interest in a theatrical booking agency to Joe Daniels and will devote his time to operation of the house, which is to be renamed the Ballard. Jensen & Von Herberg still operate the Roxy Theatre in the same neighborhood.

Berkeley House Reopens; Was Dark Six Years

BERKELEY, CALIF.—The Strand Theatre, dark for six years, is being reopened here as the Elmwood. The Golden State circuit will operate it on a seven-day schedule, with matinees on weekends. Hugh D. Duke is manager. Renovation of the theatre has been going on for almost a year, according to David J. Bolton, division manager for Golden State. The Elmwood seats 620.

Form Idaho Film Council

BOISE, IDA.—The Idaho Film council, an organization designed to promote the use of 16mm film for educational and informational purposes, has been organized in Idaho. The second to be established west of Texas, the council is headed by O. D. Cole, who said he is establishing branches in northern and southeastern Idaho.

Two New Taxes Hit In Salt Lake Area

SALT LAKE CITY—Two new taxes have appeared in the Salt Lake film exchange area. One is a seat tax in Preston, Ida., and the other is a business levy in Salt Lake City.

The Preston tax, amounting to not less than 50 cents a seat nor more than $1 a seat each year, was passed by the mayor and city council recently, effective April 2, but has just come to light. It hits the Grand, 438-seat house, and the Isis, 736-seat theatre, both operated by Intermountain Theatres, Inc., with offices in Salt Lake City. The Grand operates nightly and the Isis only two days a week, but if it opens once during the year, it must pay the levy.

Not only is Intermountain more than a little concerned about the license, but all theatremen in the state are watching the situation with grave concern lest other communities get ideas along the same line. And although they say there is a possibility of the tax spreading, they note with some optimism a recent law allowing communities to license and tax slot machines, and they expect this to relieve the situation somewhat.

The Salt Lake City levy came suddenly. A city business franchise tax had been authorized last April, but no collections had been made. Then, last week, the city commission passed a measure providing for levies on gross business and for license fees on the employes concerns have in Salt Lake City. The levy on business apparently will not affect either the exhibition or distribution end of the motion picture business, since neither comes within the provisions of the law. But both distributors and exhibitors will shell out for the employes licenses, which range from $2.50 a year for companies with one to ten workers on up. Some distributing companies with more than ten employes and less than 21 will have to pay $5 a year, and those with between 21 and 30 will shell out $7.50.

Pioneer Juvenile Show Passes First Birthday

From Mideast Edition

CLEVELAND—Lakewood, suburb of Cleveland, recently celebrated its first anniversary of presenting special children's matinees on Saturday. Lakewood was the pioneer in this move, with complete cooperation of the Hilliard Square Theatre, the superintendent of schools and the PTA.

Paul A. Rehmus, superintendent of the Lakewood schools, was the prime mover in establishing the children's matinee and is largely responsible for its success throughout its first year.

"We have come to the conclusion," said Rehmus, "that the only effective long run censorship against low-grade films is to build up in each individual boy and girl such good taste that he'll want to see only the best films."

It was from that angle that all of the Lakewood schools, both public and parochial, under the guidance of Rehmus and Mrs. C. F. Brewer, head of the Lakewood PTA, have cooperated in selecting programs and then publicizing them in the schools.

Manager Fred Holzworth of the Hilliard Square Theatre has established a policy of submitting his Saturday program to the group backing the children's matinees. If his regular Saturday picture is satisfactory to this group, it stands as is. If it is not satisfactory, he changes it.

The original plan of presenting these programs on Saturday morning was not successful. When they were shifted to Saturday afternoon they boomed.

Australian Show Business Slips; Juvenile Film Debate Continues

By WILLIAM BEECHAM

Australian Bureau BOXOFFICE

PERTH, W. A.—Exhibitors in all parts of the country are reporting a drop in business. Saturday and holiday business continues good, but there has been a decided drop in boxoffice returns on weekdays.

At the same time there is an all around increase in newspaper advertising rates, and some managements are now cutting down on their space, being inclined to find the best result-getting mediums and cutting out other avenues.

In prewar days in Perth it was not unusual for ads by city and suburban exhibitors to fill a full page of nine 25-inch columns, and sometimes more, in the morning newspaper. Now a checkup made on Saturday, the main advertising day, showed the total to be only 104 column inches, with ten city cinemas taking 22½ inches, and 34 suburban houses totaling 81½ inches. There still is a little advertising appearing in the evening and weekend publications. In some cases even billboard space is being reduced.

* * *

The debate on suitable programs for children's matinees shows no sign of abating. Recently in the Australian house Representative Gullett of Victoria, a Liberal, complained that films being screened at children's matinees in his home state were "harmful to children." He said, "efforts to rectify the situation are being suppressed because they clash with the interests of powerful advertisers."

Such a statement, at a time when many of the leading exhibitors are forming special children's clubs and working in with various social bodies to offer youngsters the most suitable in film fare, seems to have been made regardless of facts. Such statements can do the industry nothing but harm.

* * *

In this respect it would seem that it is high time the film industry in Australia secured the services of an able and independent (as far as being tied up with any particular house is concerned) public relations officer. Too many loose and rash statements calculated to do the industry harm continue to go unchallenged.

* * *

The Motion Picture Distributors Ass'n is seriously concerned at the number of stolen films, both standard and sub-standard which are being hawked around the country both for sale and for hire. The association is asking exhibitors to cooperate in efforts to locate persons dealing in this material. Particularly serious is the matter of 16mm features which were originally imported from the U.S. for screening to troops in the Pacific islands.

* * *

A fire recently destroyed the cinema at Taralga, N.S.W. and all equipment. The building was mainly of corrugated iron lined with timber. The damage was estimated at $10,000.

* * *

Eric Porter, whose "A Son Is Born" is still doing nice business in all states, reports that his next feature, "Storm Hill," will go into production in June. The film will be a "suspense drama" of the timber country. Peter Finch has been cast in the leading male role. Interiors will be filmed in the Figtree studios.

* * *

N. D. Perry of Columbia states that he will start on another big Australian feature before the end of the year. He says that a theme has been selected, but a script has yet to be prepared, and he will not disclose any further particulars. The last feature made by Perry was "Smithy."

* * *

"The Overlanders" is repeating its Australian run of boxoffice successes throughout New Zealand. Records have been established in Wellington, Auckland, Dunedin and Christchurch. Extended seasons are also being played in Hastings, Palmerston North and Napier.

* * *

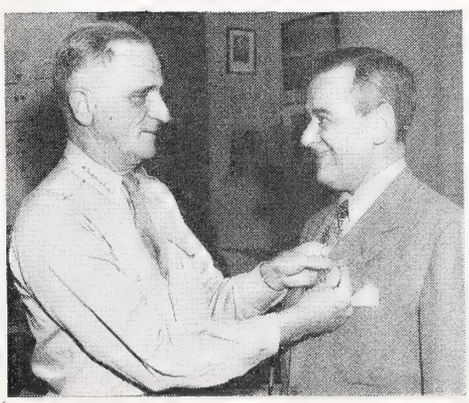
The way the Australian government runs anything having to do with the film industry is generally pretty poor. Recently, at the Sydney Royal show, two free cinema attractions were noted. One was run for the Canadian government, and at this comfortable seats were provided for patrons. But at the other, run by the Australian government, the patrons were expected to stand.

* * *

The latest racket here is the stealing of projection lenses. The lenses from two projectors at the Odeon Theatre, Drummoyne, Snyder, were stolen recently and the show was delayed for almost an hour while replacements were obtained from the Capitol Theatre.

* * *

West's Theatre, Adelaide, recently won third prize for decorated boats at the Henley-on-Torrens regatta. The same entry also secured first prize among the boats entered by local cinemas. The entry was an excellent advertisement for the firm's house.



FOR WARTIME SERVICES — Gen. Carl Spaatz, commanding general, army air forces, presents the Legion of Merit medal to William Wyler for his work as film director with the Eighth air force. Two of Wyler's wartime films were "Memphis Belle" and "Thunderbolt."
(Army Air Forces photo)

Portola Changes Hands; To Show Foreign Films

SAN FRANCISCO—The Portola Theatre, formerly operated by the Blumenfeld circuit, has been taken over by the Premier Theatre Co., headed by Sidney Pink and Al Baranov of the Trans-International Picture Co., Los Angeles.

Following the showing of "Best Years of Our Lives," the Portola will run foreign films exclusively.

Manager of the house is Mickey Gross, formerly district manager in Seattle for the Sterling Theatres and prior to that time connected with RKO exchanges.

LOS ANGELES

George Smith, Paramount's western division sales head, was back from a complete swing around his territory for local meetings on the forthcoming 35 Years of Leadership sales drive . . . After attending the Variety Club convention and visiting the local office of National Screen Service, George Dembow, vice-president and sales manager of NSS, returned to New York.

Harry Vinnicof of the local Vinnicof Theatres circuit was the winner of the console radio given away at the benefit held for the Los Angeles Salesman's Ass'n . . . Lloyd Katz, PRC and Eagle-Lion salesman, was showing his mother and father the sights around the town. They were here on a visit from New York City.

Visiting on the Row were Bert Stearn, Cooperative Theatres, Pittsburgh, Pa., and John Franconi, Screen Guild and Film Classics franchise owner, Dallas . . . Foster Blake, Universal's division manager, was off on a tour of exchanges . . . Formerly a booker for Fox West Coast Theatres, Chuck Piercy joined the roster of Russel Rogers Preferred Pictures as booker and buyer.

Jack Morse, Viking popcorn machine franchise owner in New Orleans, dropped in at the local office to visit Harry Taylor and Morrie Smead . . . Joe Venable, owner of the Huntington Theatre, Huntington Park, left for a San Francisco visit.

Cliff Chellew, manager of the Downtown Music Hall, is a proud new grandpop . . . After giving the local office the once over, A. J. O'Keefe, Universal-International sales executive, took off for Seattle . . . Jack Shriner, Gem Theatre, Kansas City, received a warm welcome from old friends when he paid a visit to the Row . . . Jack Velpy, office manager at MGM, is back at his studio desk after attending an office managers meeting in Denver.

It's a new address for the Western Amusement Co. and the Jones Enterprises. Having outgrown their rooms in the Film Bldg., they will now hold forth at 432 N. La Brea . . . Hall Shields, United Artists salesman, took a four-month leave of absence and is now happily touring the country in his car.

J. J. O'Loughlin, branch manager of United Artists, is back on the job after being hospitalized for a couple of days . . . Frank Castle, theatreman of St. Joseph, Mo., dropped in on the Row for a visit.

Now a Denverite, Bud Lewis, Manley, Inc., representative, was transferred to that city from Indianapolis . . . After a flying trip to San Francisco, W. H. Turpie, western division manager for Manley, is back . . . James E. Grainger, vice-president, Republic Pictures, came up from Mexico City to visit the local exchange on his way back to the home office in New York . . . Earl Collins, western division manager for Republic, is in Denver to set up the world premiere of Republic's "Wyoming," to be held in Cheyenne.

Marcus Gutt, general manager of the Gutt Cinema circuit in Bogota, Colombia, accompanied by his wife, visited Warner Bros.' studio as guest of Lilli Palmer on the set of "Ever the Beginning" . . . George A. Hickey, MGM west coast sales manager, took the Lark to San Francisco to attend the MGM sales conferences there . . . As guest of Errol Flynn and Ann Sheridan, Joseph Cohen, managing director of the Jacey Cinema circuit, headquartered in Birmingham, England, visited the set of Warners' "Silver River."

During his visit to the film capital, O. F. Collins, owner of the Capital and Majestic theatres, Paragould, Ark., dropped in on the sets of Pine-Thomas' "Big Town After Dark." Richard Travis, player in the cast, at one time worked as advertising manager for Collins' theatres . . . Harry Hollander, who has operated and booked a group of theatres in California for several years, has been appointed special sales representative by Monogram. He will work out of the Los Angeles exchange, which is headed by Howard Stubbins.



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W. H. Turpie, Western Division Manager
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REpublic 7528

Town Sues Theatremen For Damage to House

From New England Edition

WORCESTER—Following more than two years of controversy between the selectmen of Orange, Mass., and the Garbose Bros., who formerly operated the Orange Town Hall Theatre, the selectmen have brought suit against them, seeking damages of $20,000. The action is returnable August 4. The selectmen say the alleged damage occurred in 1945 when the Garbose Bros. moved out of the town hall following a court eviction order. In the process of moving, they are charged with destroying the projector booth and causing other damage.

'Sun Valley' Completed

Warners' "Fun at Sun Valley," Technicolor one reeler on all-year sports at Sun Valley, has been completed.



SALT LAKE CITY

Dan Goldin, New York representative of NSS, visited the local office . . . Fred Weimer was happy to receive word from his shipper, Eddie Vranizen, who is undergoing eye treatment in New York, that Vranizen is now able to distinguish objects for the first time in months. Eddie will return to Salt Lake City for further treatment . . . Marjorie Thompson is the new billing clerk at NSS.

Howard Cahoon has moved his Selznick Releasing Organization offices to 532 Atlas Bldg. . . . Harry Kerer, who has set up his Premier Film offices at Associated Films headquarters, says he is now releasing "City Without Men" and "Prison Without Bars" in the Denver-Salt Lake area.

C. Clare Woods, district manager for Intermountain Theatres, has been named to the committee on arrangements for the 1949 convention of the National Editorial Ass'n, to be held in Salt ake City . . . Two exchange offices, Columbia and Associated, are being repainted for the summer, and other will follow . . . Grass is being planted on the empty north corner of Filmrow.

Charles Walker and Clyde Blasius of 20th-Fox were in San Francisco this week to attend a division meeting of their company . . . Hall Baetz of Fox Intermountain was in the Idaho territory . . . Bill Seib of Columbia went to Chicago to attend a meeting of branch managers of his company.

After the world premiere of "Cheyenne" in the Wyoming city, Jack Carson and Janis Paige left by streamliner for the coast. At Ogden, Utah, they were met by a group from Salt Lake City, including WB Branch Manager Bill Gordon, Helen Garrity of Intermountain, and newspaper and radio reporters. They rode back into Salt Lake City with the stars after recording an interview in Ogden . . . Coincidentally with their Utah visit came an announcement that the Rocky mountain premiere of "Cheyenne" will be held in more than 100 theatres in this area beginning May 29.

Eagle-Lion's new product in this area went first to the Rialto, which double billed "Bedelia" and "It's a Joke, Son." Presence of the new company in this area rated a column in a local newspaper . . . The Lawrence Theatres, same group that operates the Rialto, also took Allied Artists' first picture in this area, "It Happened on Fifth Avenue," slated for the Uptown June 10.

J. Arthur Rank Teaches Sunday School Class

Commenting on the award recently presented to J. Arthur Rank, English motion picture producer, by the World's Sunday School Ass'n for his work in the field of religious films, the Christian Union Herald calls attention to the fact that Rank regularly teaches a Sunday school class and is chairman of the British committee of the association. The award is referred to as "a kind of Oscar in the field of religion."

Referring to the enthusiasm displayed in this country for Rank's outstanding "secular" film now showing, "Henry V," and to the similar advance notices on "Great Expectations," the Herald adds:

"Britain is fortunate in having her film production so firmly in the hands of an earnest Christian leader. Would that we might hear of some famous Hollywood producer equally devoted to the best traditions of Christian education."

SEATTLE

Frank Walker, former postmaster general and theatre owner in New York and Pennsylvania, was dinner guest of the J. G. Von Herbergs last week . . . The Metropolitan Theatre has announced it will play a series of foreign films including "The Bachelor Brothers' Battleax," "The Stone Flower," "I Live as I Please," "Sirocco," "Children of Paradise," "Ivan the Terrible" and "Man's Hope."

Miriam Dickey, assistant to Capt. A. E. Lathrop, theatre owner and capitalist of Fairbanks, Alaska, was here for a visit . . . Paul Malvern, Monogram producer, is spending his vacation in the northwest . . . James Ewing has purchased Joe Rosenfield's interest in the Avenue Theatre in Auburn, Wash. . . . Oscar Morgan, Paramount's head of short subjects, was in town.

M. B. Orr, western division sales manager for UA, visited A. J. Sullivan, local manager. W. E. Calloway, western district manager, was with him . . . Jack Reeves, RKO field man, was here from New York for a visit with Jack Douglas, northwest publicity representative . . . Harry Ulsh has bought the Chief Theatre in Tonasket, Wash., from his partner L. A. Gillespie.

Chilt Robinette and Joe Furse, Seattle; Milton Odum, Redmond, Ore., and Bert Shelton, Portland, Ore., spent a four-day vacation in Victoria, B. C. . . . Lee Scott, with National Theatre Supply for the last 12 years, has resigned . . . Eddie Walton, Republic's general sales manager, flew back to New York after a session with Paul McElhinney, Seattle branch head.

The sale of his Caribou Theatre in Brewster, Wash., to Jerome B. Davis leaves L. A. Gillespie with only four houses in hs Okanogan circuit — the Avalon, Okanogan; the Orada and Ossoyees, in Oroville, and the Vale in Cashmere . . . Helen Sullivan, Film Classics office staff, is recovering from an operation in Doctors hospital . . . Sarah France has joined the SRO office as secretary to Manager James Walsh.

Hartford Columnist Assails Trend to Longer Pictures

From New England Edition

HARTFORD — Charles Niles, Hartford Times columnist, had this to say under the heading of "Protest on Seeing Double":

"A present-day trend of thought in picture-making is that a movie to be good must be long. That makes a great many films far too lengthy. Yet there are fine films which require length. Point is, however, that most theatre programs have an extra long feature picture on view and what happens? They are asked by their district offices and exchanges to add a secondary feature which in most cases shouldn't happen to a manager, let alone a moviegoer.

"As a result, countless admirable short films are going to waste because there's no room on the average movie bill. Such a waste ought to be stopped, and could be, if all theatre circuits would get together. Even the small minority—and we believe it is small—which demands double features, would take the single bill and like it.

"There's only one good reason for running a co-feature film, and that is if the main talkie happens to be a 'smellie.' But that isn't very often, and would be less frequent as time went on, under the single bill program. Wonder what other moviegoers think about this?"



SEATTLE COPS A PRIZE—Second-place money was won by Paramount's Seattle branch in the company's 1946 sales drive. The presentation was made at a meeting during which the company's 35 Years of Leadership drive, which opens August 31, was discussed. Checks were handed out by Harold Wirthwein, this year's drive captain, third from left in front row, and Hugh Braly, western district manager, seated beside him. At extreme left in front row is Herb Kaufman, branch manager.

Showman Recalls Biggest Scare

From New England Edition

WORCESTER—Bob Portle, manager of the Loew-Poli Elm Street, is the dean of Worcester theatremen and can look back on 43 years in show business as an actor and manager.



BOB PORTLE

As advance man for musical shows and as a vaudeville performer, he toured back and forth across the country for 12 years. He has served for 31 years in the front offices of theatres, usually as manager.

Looking back on that long experience, he recalls two thrilling events that stand out most vividly in his memory.

"One was the time in Boston when I smashed my hand hitting a man who was molesting a chorus girl, and the other was when I was kidnaped by the Millen brothers in the robbery of Poli's in Franklin Square."

The Millens were as cold-blooded a pair of murderers as New England ever knew, so it's natural Portle still shudders at the thought of them.

KNUCKLE STILL OUT OF PLACE

A knuckle in his left hand that is still out of place serves as a reminder of the chorus girl incident. He was traveling with the "Parisian Belles" at the time. The show was playing in a Boston theatre.

One night after the performance, he and three of the chorus girls were passing Hollis street when a fellow emerged from the shadows, grabbed one of the girls and attempted to drag her away.

Bob hit the fellow with a crashing left. He went sprawling into the gutter, then arose and fled. That would have been that, except that Bob discovered he had broken a knuckle, driving it back four inches from the joint. A doctor placed it in a cast and eventually brought the knuckle closer to its mooring, but it never was right again. It still is an inch away from the joint.

The episode of the Millens not only was more exciting but it was more serious and might have been fatal. For the Millens, along with their accomplice, Abe Faber, never hesitated to kill.

Bob was assistant manager of the Poli back in 1932 when the Millens were at large. The manager was Ralph McGowan, now a film booker in New York.

One Sunday night after the last performance when the safe was bulging with the weekend receipts, the Millen brothers kidnaped Mr. and Mrs. McGowan as they were driving home. When they found that only Portle knew the combination to the safe, they drove to his home and forced him into their automobile.

A machine gun held against Bob's ribs by the Millens convinced him it was no time to argue.

The Millens drove to the theatre and went to the office. A policeman was on duty inside but when he heard the familiar voices of McGowan and Portle telling him to open up, he did so innocently and found two machine guns pointing at him.

HELPED IDENTIFY BANDITS

Bob unlocked the safe, the Millens scooped several thousand dollars from it, locked Portle and the others in a tiny closet and fled. The holdup remained a mystery for several weeks. In the meantime, the Millens and Faber were robbing banks, theatres and stores, leaving a trail of dead men. Eventually the three were captured and sent to the electric chair. Bob helped identify them.

While a senior at Classical high school in September 1903, Bob entered show business as chief usher at Lothrop's Opera House, now the Olympia. After attending Hinman's Business college, he became treasurer of the house in 1904. That was the year young Al Jolson came to Lothrop's with "High Flyers" and was stranded here briefly when the show flopped.

Lothrop's closed in 1904 and Bob moved to the old Park as treasurer. The next year, he moved to Brooklyn to manage the Columbia. After that, he went on the road as lecturer with the Gans-Nelson and O'Brien-Burns fight films. Bob delivered the lectures so many times that he still remembers them word for word.

Portle spent a year as advance man for "Parisian Belles." He left San Francisco four days before the great fire. It was in this show that he turned actor. One night the straight man was taken ill and Bob substituted. He liked it, and stayed on.

In 1911 he went into vaudeville, taking the name of Bob Thatcher and serving as straight to a Jewish comic, Jack Burns, who is living in Providence now.

Two years later he acquired a new partner, and the billing read: Melvin and Thatcher, the Baseball Fans.

• ALWAYS SOMETHING DIFFERENT

Filmrows of America in BOXOFFICE



The heart of Indianapolis, showing Monument Circle. Filmrow is located three blocks above the Circle.

FILMROWS OF AMERICA

Here is the story of the film business in the Hoosier state, the third in a series of articles about the men who sell and exhibit motion pictures America produces.

INDIANAPOLIS

By HOWARD RUDEAUX

IN INDIANAPOLIS, along that three-block stretch on North Illinois street known as Filmrow, you can step into almost any office and find an old hand at the business regaling the "younger set" with his own personal line of astonishing what went on in show... nickel bought a... Great...

Claude McKean, who presides over the sanctum sanctorum known as the branch manager's office at Warners, was virtually raised amidst arguments over film rentals. His father... ted the Independent Ex... us, and when young Mc... istribution in 1906 he ... y of the answers.

... Marcus and McKean ... ogram's branch man... as with the Standard ... icago, and the three ... years of service, are ... bution on the Row. ... ludes Sam Abrams, ... n't begin his career ... S. H. Brauer, who ... 1919, and Foster ... and UA's Elmer ... rk in distribution ...

... w: Indianapolis ... however, comes ... C. Zaring, who ... a city continu... North Star in ... began posting ... and is still ... ntertainment ...

... 1920 when ... throughout ... pounded ... se of the ... keep the ... he trend ... offices ... started ... did in ... apolis. ... ed by ...

the bitter experience of a film building fire which took several lives and destroyed thousands of feet of film. Within two years of the fire, the first buildings were up on the Row.

The distributors couldn't have chosen an area which could better facilitate their services. The Filmrow stretch along North Illinois street is three blocks from the center of town and convenient for both Indianapolis and out-of-town exhibitors. Indianapolis itself is an ideal spot for an exchange center. It is almost directly in the center of the state, and is served by six railroads, approximately 80 truck lines and five airports. The job of buying pictures

(Continued on page 36)

View on Filmrow, showing the Warner building (L) which also houses United Artists, and the Paramount building.



They're All Talking About This Series

The most talked-about series of articles in the motion picture trade press is "Filmrows of America," currently running in BOXOFFICE.

Now, for the first time, the story of the men and women who run the motion picture business of the country is being graphically told in articles written by a skilled staff of field correspondents and through hundreds of photographs taken by staff cameramen who are visiting every film exchange city in the United States and Canada to photograph the filmrow personalities you read and hear about.

"Filmrows of America" is another special BOXOFFICE feature—that extra dividend subscribers receive from the No. 1 magazine in its field.

Court Battle Starts On Theatre Leases

BLUFFTON, IND.—The Marion Theatre Corp. of Marion, Ind., has brought suit in Wells county circuit court here against William O. Connors and others, seeking a lease on the Indiana and Lyric theatres in Marion and $100,000 damages for alleged conspiracy to deprive the company of the lease.

Both the Indiana and Lyric, along with the Paramount in Marion, were operated until a year ago under a pooling agreement. Connors served as city manager under this arrangement.

When the pooling agreement expired, Connors obtained a 15-year lease on the Indiana and Lyric. The Marion Theatre Corp. seeks to have this lease transferred to them, contending that Connors was an officer and director of the Marion Corp. at the time the lease was negotiated. Marion Corp. held a lease on the theatres for ten years prior to June 30, 1946, the complaint states.

The defendants contend that the Washington Theatre Co., which owns the real estate on which the Indiana and Lyric are located, served notice it would not renew the lease with the Marion Corp. because the corporation, through interlocking ownership, also controlled the Paramount. Defendants besides Connors are the Washington Theatre Co.; the Hohman-Clinton Realty Corp., which holds the lease on the Paramount; Paramount Pictures, and Balaban & Katz circuit of Chicago.

Merchant Marine Veteran Appeals Building Denial

WOOD RIVER, ILL.—George Evanoff, who served in the merchant marine during World War II, plans an appeal to the higher officials at Springfield from a ruling by the district office of the housing expediter denying him a permit for the construction of a motion picture theatre in the 100 block of Ferguson avenue. He had hoped to start actual construction within the next few weeks. Wood River is now served by the Wood River Theatre, 1,072-seat house operated by the Publix Great States circuit, which has several other houses in this area.

Mike Horne Gets Permit For Theatre in Bethalto

BETHALTO, ILL.—Mike Horne of Gillespie has been granted a building permit to erect a 500-seat $45,000 motion picture theatre here at the corner of Butcher and North Prairie streets. Construction will be started just as soon as the necessary clearance has been obtained from the office of housing expediter, Horne told Mayor Henry Gerdes at the time he received the building permit. The house should be completed within 90 days after the construction contracts are awarded, Horne estimated. The building proper will cost about $30,000, and the equipment and furnishings another $15,000.

Suburban House in Alton Is Planned by Partners

ALTON, ILL.—Plans for the erection of a $60,000 motion picture theatre in the Milton suburban district have been announced by W. A. Solterman of Alton and Ralph H. Welsh of Wood River. Solterman and Welsh have selected a plot of ground at the intersection of Milton road and Rodgers avenue as the site of the theatre, which is to be of modern design and equipped with the best of projection and sound equipment, seats and air conditioning. The Milton is the name selected for the new theatre.



PREPREMIERE PARTY — Max Roth (left), PRC district manager; Richard Basehart (center), starring in Eagle-Lion's "Repeat Performance," and Harry Mandell, Eagle-Lion sales representative, at a cocktail party in Chicago. Basehart was en route to Zanesville, Ohio, for the world premiere of "Repeat Peformance."

Republic, Universal Start Row Shuffle

ST. LOUIS—Republic opened its new offices at 3320 Olive St. here Monday in the building occupied by U-I before the latter moved into its present home at the corner of Compton avenue and Olive street.

Nat Steinberg, district manager for Republic, and John Houlihan, local manager, supervised the move from 3214 Olive St.

The quarters at 3214 Olive will be readied for early occupancy by PRC, now located at 3334 Olive. Shortly after PRC moves, Film Classics, now using space in the Screen Guild Production exchange quarters at 3326 Olive, plans to move to 3334 Olive, Sol Hankin, FC manager, has announced.

Hankin will be back in very familiar quarters. Back in 1923 when Hankin was St. Louis manager for Educational Pictures, he supervised remodeling of 3334 Olive for use by Educational, the first occupant of the building.

Permit Issued for Repair Of Closed Lee Theatre

ST. LOUIS, MO.—A building permit has been issued for $5,000 worth of alterations and improvements to the Lee Theatre. The building is owned by P. Firito. The house is dark at present. The office of the housing expediter has granted the Exhibitors Supply Co. clearance for $4,500 in repairs to its one-story building at 3238 Olive St.

Charles Conn Buys Out Herb Watson in Canalou

CANALOU, MO.—The 350-seat Conn Theatre has again been taken over by Charles Conn, a local banker. He recently purchased the interest of Herbert Watson in the house. Watson hasn't announced his future plans.

Crossville Gets Theatre

CROSSVILLE, ILL.—Delbert Wagner of Carmi has announced plans for opening a 450-seat theatre. The house will have modern equipment and an air conditioning system. Crossville has been without a theatre for some 20 years. Wagner owns and operates the Nox Theatre in Eldorado, Ill.

E-L Sales Policy Aired At Chicago Parley

CHICAGO—Eagle-Lion held a two-day sales meeting at the Blackstone last weekend with A. W. Schwalberg, vice-president and general manager, and Harold Dunn, assistant general manager, in charge.

Schwalberg, who attended the three-theatre world premiere of E-L's "Repeat Performance" in Zanesville, Ohio, said he would depart for Atlanta after the Memorial day holiday for another E-L sales convention.

In addition to screening "Repeat Performance" here for the visiting delegates, Schwalberg mentioned other E-L films soon to be released. They include "Red Stallion," "Texas Story" and "Captain Casanova." The release of "The Adventuress," however, has been postponed.

Among midwestern exchange representatives who attended the meeting:

Harry Mandell, sales executive; Max Roth, midwestern district manager; Clarence Phillips, branch manager, and Jack Schwartz and Charles Miller, salesmen, of Chicago.

M. Shackelford, branch manager; Beverly Miller, district manager, and G. Suitz, O. Lies, J. H. Johnson and C. Erickson, salesmen of Kansas City.

Sam Abrams, branch manager, and C. Kemp and Ted Hammer, salesmen, of Indianapolis.

Abbott M. Swarts, branch manager, and Don Anderson, Richard Stahl, C. Krieburg and W. Hallorhan, salesmen of Minneapolis.

F. Lee, branch manager, and S. Trueslow, J. Kunath, and C. Olson, salesmen, of Des Moines.

Sol Reif, branch manager, and J. Gibson and R. Dinehein, salesmen, of Omaha.

The St. Louis branch manager, William Sherman, was accompanied by William Feld, special sales representative, and H. Schwartz, H. Gorelick and G. Phillips, salesmen.

Leo Brandt, midwest publicity director for E-L, arranged and supervised the details of the meeting.

Indiana ATO Elects Zaring To Lifetime Membership

INDIANAPOLIS—A. C. Zaring, former operator of the Zaring Theatre here, was elected a lifetime honorary member and director of the ATO of Indiana at a recent meeting of the board of directors.

Zaring recently leased his theatre, but the board wanted him to stay with the organization because of his years of experience and his untiring interest in the organization's welfare and in its affairs. He is one of the oldest motion picture theatre operators in the state.

Zaring will retire from active affairs, although he has retained desk space at the Zaring, where he spent most of his life.

Louis Kerasotes to Wed Champaign Girl in July

SPRINGFIELD, ILL.—Louis G. Kerasotes, son of Gus Kerasotes, president of Kerasotes Brothers Theatres, will marry Anastasia Katsinas, daughter of Mr. and Mrs. John H. Katsinas of Champaign July 10 in Emmanuel Memorial Episcopal church, Champaign.

Kerasotes is a graduate of Springfield high school, and the University of Illinois college of commerce. He served as a lieutenant with the infantry in the Pacific area during the war and now is associated with the theatre chain.

1,000 Enjoy Gay Evening at Dance Of Chicago Filmrow Employes

CHICAGO—Jack Eckhardt, president of Film Exchange Employes local F45, IATSE, personally greeted over 1,000 persons at the gala May dance held Saturday night (24) in the Midland hotel.

Highlighting an evening of fun and frolic was the selection and crowning of "Miss Filmrow of 1947." More than 25 contestants paraded before a panel of seven judges, which included Jack Kirsch, president of Allied Theatres of Illinois, motion picture critics, and members of the trade press.

Judging was no easy matter as the field was twice narrowed down, first to nine, and then to five smartly attired and pretty young ladies. After careful consideration the judges selected Leatrice Husband, 18-year-old Paramount lovely, as the winner. As such, Miss Husband was presented a sleek and shining radio-phonograph and other gifts. The runnersup, Jean Eggert, 19, a steno at Paramount, and Nancy Omick, 20-year-old contract clerk for Warner Bros., received gift certificates from local department stores.

After the contest, the merrymakers danced till the wee hours of morning to the music of the Johnny Jones orchestra, and were entertained by "The Rhythm Rockets."

Taking well deserved bows for the success of the affair is the dance committee, which included Leo T. Schauer, chairman of 20th-Fox; George Rose, MGM; Alice Fortonski, 20th-Fox; Florence Cohen, Warners; Mary Turek, RKO; Jim Flaherty, Paramount; Art Rosenthal, PRC, and Alice Dubin, Capitol Film. Norma Boyle of the 20th-Fox publicity department handled the publicity chores.



MISS FILMROW OF 1947—Leo Schauer, chairman of the dance committee for local F45 May dance at the Midland hotel, Chicago, crowns "Miss Filmrow of 1947," Leatrice Husband, employed as biller at Paramount exchange.

'Jolson Story' Makes St. Louis Film History

ST. LOUIS—"The Jolson Story" continues to make new motion picture history in this territory, rising to new boxoffice marks and sustained runs that previously were unheard of.

Last Friday, for example, 15 neighborhood theatres, strategically located throughout the city and suburbs, opened day-and-date seven-day engagements.

C. Densmore Hill, local Columbia manager, departed from all former run schedules in booking "The Jolson Story," and the film already has "in the sack" more business than was done by Columbia's former boxoffice top pictures, "Kiss and Tell" and "Song to Remember."

SET FOR A SOLID YEAR

A check of bookings indicate that the Jolson film will have 50 per cent more playing time in this area than any previous picture. At present Columbia has 365 days of time set, a solid year.

Right from the start the film set a record pace. It played in Loew's State four weeks, then moved to Loew's Orpheum for another four, becoming one of the only three films to obtain an eight-week first run engagement in these two first run houses. The other two were MGM films, so "The Jolson Story" is the first "outside" picture to equal the mark.

OFF SCREENS TWO WEEKS

The film closed its first run April 2 and opened second run April 9. The second run bookings wound up May 9, so the 15-theatre neighborhood opening last Friday meant Columbia held the film off local screens two weeks.

On May 31 the picture will open five-day day-and-date engagements. And Manager Hill and Art LaPlante, city salesman, are now lining up a group of three-day day-and-date runs.

INDIANAPOLIS

L **J. McGinley,** sales manager of Prestige Pictures, and L. Audrayn, exploiteer, were here . . . Gerald Haugh has been added to the sales organization of Film Classics . . . Sol Greenburg, office manager for Film Classics, and Carl Niesse, operator of the Vogue, returned by plane from the Variety convention.

J. B. Stine, operator of the Garfield, Terre Haute, has gone to the lake regions of northern Wisconsin for the summer . . . Sam H. Abrams, manager of Eagle-Lion-PRC, returned from Nashville where he visited exhibitors . . . Joseph Schilling, Connersville, operator of the Auditorium, spent his birthday in Lima, Ohio, with his son and grandchildren.

Claude McKean, manager of Warners, was one of the judges in the Miss Indiana pageant at the Indiana Teachers college in Terre Haute, May 23 . . . Charles Acton, Republic salesman, has a new car . . . Film Classics opened a ten-week sales drive May 17.

Roy Rogers, Republic star, will appear in Indianapolis June 27 through July 3 with his thrill circus at the State Fair Coliseum building . . . Jack Dowd, Warner Bros. salesman; Burdette Peterson, National Theatre Supply Co.; Claude McKean and Tom McCleaster, 20th-Fox sales manager, can be found any Sunday morning, rain or shine, on the Speedway golf course.

Don S. MacLeod, office manager for MGM, attended the office managers convention in Cincinnati . . . Mrs. Hilda Long, Hippodrome, Sheridan, was a visitor on Filmrow.

Hobart Hart, operator of the Court Theatre, Auburn, is planning his annual fishing trip in northern Michigan and southern Canada . . . Vance Schwartz of the Grand, Louisville, was here booking and buying . . . George Mallers of the Mallers circuit, Fort Wayne, left for California for a vacation.

Jim Keefe, exploiteer for 20th-Fox, was here on business . . . J. E. Whitley, Colonial, Kokomo, booked and bought . . . Mary Wehrling, secretary to Manager George T. Landis of 20th-Fox, is taking a six-month leave of absence . . . Harry Watts, Alhambra, Knightstown, booked . . . Mrs. Norma Lattimore of the MGM staff has returned to her post after an appendectomy.

Mrs. Eva Harris, operator of the Zionsville Theatre, Zionsville, and Chris Harin, Indianapolis, were married May 9 . . . A shower was held at the L.V.L. club in honor of Bernice Gabe and Mary Wehrling, 20th-Fox office personnel, both of whom are blessed eventing. The girls of the exchange presented them with many beautiful gifts appropriate for the occasion . . . Mrs. W. K. Embleton, wife of the Monogram salesman, is convalescing at home after a major operation.

Lockwood Gets Dolton

DOLTON, ILL.—The Dolton Theatre has been taken over by the Lockwood circuit, which operates in Chicago and East Chicago. It is being managed by Robert Polfus.

To Supervise Photography

William Daniels will act as supervising director of photography on all Mark Hellinger films for Universal.

Egg Is Given Exalted Chicago Treatment

CHICAGO—The egg, as a commodity, was the subject of special attention last week at a rally arranged by the National Egg and Poultry board and U-I Pictures.

More than 1,000 persons, including Gov. and Mrs. Dwight H. Green, Mayor Martin H. Kennelly and 200 industrial, social, educational, civic and professional leaders, sat down at the Chicago Mercantile exchange and heard kind words said about eggs, and U-I's motion picture "The Egg and I." Green said some of them himself, and Mayor Kennelly greeted the guests and spoke briefly. Telegrams were read from the stars of the picture, Claudette Colbert and Fred MacMurray.

After the guests had partaken of cranberry eggnog, egg rustique, egg salad, tomatoes stuffed with eggs, and the white and golden Claudette Colbert cake, which was served by 20 Vance models, they enjoyed a floor show headed by Don McNeil of Radio Breakfast club fame, who emceed the festivities.

A model dressed like a chicken passed out colorful plastic eggs which contained free tickets to the midwest premiere of "The Egg and I," which opened at the RKO Palace and Grand May 28. Adrian's original Egg and I gown was modeled by a Marshall Field & Co. beauty. Two slick-chicks hopped out of a giant egg to give out with prizes and add to the gayety. Ben Katz, special representative for U-I, and Cliff D. Carpenter, chairman of the Egg and Poultry board, arranged the eggceedingly great stunt.

'Duel' and 'Daughter' Start Off Briskly

CHICAGO—Business started off pretty good last week with "Duel in the Sun" showing simultaneously at two B&K houses, the Roosevelt and State-Lake, at a top admission price of $1.50. The RKO Palace and Grand had a very good week playing "The Farmer's Daughter" day and date. "Dishonored Lady," plus a stage show headed by the Ink Spots, did nicely at the Oriental, and the Chicago with "Calcutta" on the screen, plus Jack Durant heading the stage show, had a fair week. Over the weekend the weather suddenly turned warm and outdoor attractions both night and day gave the Loop houses plenty of opposition. "Duel" was withdrawn from the Roosevelt after a week's run to make way for "The Two Mrs. Carrolls." The two banner holdovers, "The Best Years of Our Lives" and "The Jolson Story," sagged a bit. "Carmen" going into a fourth week at the World Playhouse did nicely.

(Average is 100)

Apollo—**The Jolson Story** (Col), 21st wk.....115
Chicago—**Calcutta** (Para), plus stage show.....135
Garrick—**The Mighty McGurk** (MGM).....110
Grand—**The Farmer's Daughter** (RKO).....120
Oriental—**Dishonored Lady** (UA), plus stage show.....135
Palace—**The Farmer's Daughter** (RKO).....125
Roosevelt—**Duel in the Sun** (SRO).....135
State-Lake—**Duel in the Sun** (SRO).....140
Studio—**Sins of Bali** (Rosenberg); **She-Devil's Island** (R), 6th wk.....100
United Artists—**It Happened in Brooklyn** (MGM), 3rd wk.....105
Woods—**The Best Years of Our Lives** (RKO), 22nd wk.....125
World Playhouse—**Carmen** (Superfilms), 3rd wk...115

Milwaukee Still on Skids; Reissues, Hope Fare Best

MILWAUKEE—The boxoffice trend here continued generally downward, with most situations reporting grosses off considerably. Weekend weather was sunny and warm for the first time in quite a spell, sending the populace into the country, but the balance of the week was on the chilly side. The Strand, innovating with false fronts, did right well with reissues of "Kit Carson" and "Last of the Mohicans." "My Favorite Brunette" in the second stanza at the Palace where it was doubled with "Her Sister's Secret," remained above average.

Alhambra—**The Farmer's Daughter** (RKO); **Step by Step** (RKO), 2nd run.....90
Palace—**My Favorite Brunette** (Para); **Her Sister's Secret** (PRC), 2nd wk.....110
Riverside—**The Thief of Bagdad** (FC); **Hard Boiled Mahoney** (Mono).....95
Strand—**Kit Carson** (UA); **Last of Mohicans** (UA), reissues.....100
Towne—**The Private Affairs of Bel Ami** (UA); **Adventures of Don Coyote** (UA).....95
Warner—**The Two Mrs. Carrolls** (WB); **Winter Wonderland** (Rep), 2nd wk.....100
Wisconsin—**High Barbaree** (MGM); **My Brother Talks to Horses** (MGM).....95

'Duel' Best in Indianapolis; Cold and Rain Cut Gate

INDIANAPOLIS—Cold, rainy weather cut into business last week and outdoor amusement spots, roller rinks and other pleasure spots are also getting a cut of the amusement dollar. "Duel in the Sun" at Loew's, in its second week, led the rest of downtown spots.

Alamo-Ambassador—**Six Gun Serenade** (Mono); **Vacation Days** (Mono).....85
Circle—**The Magnificent Rogue** (Rep), plus Sammy Kaye on stage.....100
Indiana—**Stallion Road** (WB).....100
Keith's—**The Best Years of Our Lives** (RKO), 3rd wk.....125
Loew's—**Duel in the Sun** (SRO), 2nd wk.....150
Lyric—**My Favorite Brunette** (Para), 2nd wk.....90

Revamp Muncie Marquee

MUNCIE, IND.—The marquee of the Hoosier here has been remodeled. Manager Roger Callis says the job is part of a general reconditioning program.

CHICAGO

A capacity crowd attended the sneak preview of 20th-Fox's "Miracle on 34th Street" last weekend at the United Artists Theatre. The balcony was reserved for invited guests and the press, who gave the picture plenty of orchids on the comment cards which were passed out to all those present. The picture bows at the Woods Theatre June 11, following "The Best Years of Our Lives."

Lou Abramson, secretary to Jack Kirsch, Allied president, is rounding out 25 years in the industry. He started way back when with Film Board of Trade and has been associated with Allied in various capacities for 18 years . . . Herb Lyons of UA is in Milwaukee working on a special exploitation campaign for the opening of the Groucho Marx, Carmen Miranda opus, "Copacabana." A galaxy of stars planed in from Hollywood to thrill a huge crowd at the Stadium last weekend for the I Am an American day spectacle which was staged by the Chicago Herald-American. The stars who took part in the event included, Edward G. Robinson, Ben Lyon, Bebe Daniels, Joe E. Brown, Marilyn Maxwell and Dale Evans.

The DeVry Corp., headed by 34-year-old Bill DeVry, is installing its "GI" motion picture sound equipment aboard Matson Line ships now being converted from troop transports. Chicago is the world headquarters for this type of equipment.

Anna Krafcisin, daughter of John Krafcisin, was married to Peter Xelisko May 25. After a California honeymoon, Xelisko will return to assist his father-in-law in the operation of his Apollo and Cornell theatres . . . Jean Hersholt, president of the Academy of Motion Picture Arts and Sciences, accompanied by Mrs. Hersholt, were stopovers for a visit with friends. They were en route to New York . . . Ben Katz, U-I exploiteer, went to Detroit to drum-beat for "Odd Man Out," and then to Milwaukee for the opening of "The Egg and I."

Sid Blumenstock, 20th-Fox exploiteer, came in from New York for a confab with local 20th-Fox publicity staff, and to arrange an advance campaign with Norman Kassel, Essaness circuit publicity head, for the premiere of "Miracle on 34th Street" at the Woods.

Tony Trankino, local boy whose singing at the Chicago Theatre has brought him acclaim, has been contacted by Paramount and 20th-Fox so you'll probably be seeing him in pictures before long. Tony's father is president of the American Bible college of Chicago.

Julius Drazin of the B&K publicity department is holidaying in California . . . Harold Russell, handless hero who won two screen Oscars, passed through town with his wife after inspecting more than 100 veterans hospitals. As he strolled down Randolph street, he greeted Manager Jack Belasco of the Woods and was all smiles when he saw persons still clamoring to get into the Woods to see "The Best Years of Our Lives."

Frank Sinatra and other Hollywood stars will headline the 10th annual Knights of Columbus barbecue and youth benefit ball in the Chicago Stadium June 11. Proceeds of the affair will go to Bishop Bernard J. Sheil's Underprivileged Youth fund . . . J. J. Donohue and Harold Wirthwein of Paramount, will preside at a three-day sales meeting here starting June 2.

Jack Kirsch journeyed to New York on personal business and then to Washington for a meeting with Attorney General Tom Clark.

Waterproofs Basement

MICHIGAN CITY, IND.—Waterproofed concrete has been poured in and around the basement of the Tivoli Theatre. Manager Harry Rubin said the concrete would correct a problem of seepage that has been bothersome in years past.

Powers in 'Double Take'

Columbia has slated Tom Powers for a supporting role in "The Double Take."

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MILWAUKEE

Indications are that the initial meeting of the proposed Oldtimers club will come up within three weeks. Keep those suggestions coming, fellows, and remember, it's your club, with no ulterior motives or directing pressure from any individual or group.

Gordon Hewitt has not been seen around town since he hustled into a golf match at North Hills with Billy Sixty, Milwaukee Journal sports editor and golfer par excellence . . . If you have any cigaret or pipe lighters that need repairing, you might contact Johnny Mednikow at National Screen. He repairs any and all types just for the asking.

Bryn Griffiths, Fox Wisconsin exploiteer, worked on "California" so tirelessly that Harry Boesel considers dressing Griffiths in regulation Bing Crosby attire . . . Eddie Lipson, MGM salesman for years, pulled a surprise and resigned. He is taking things quiet for a time, with future plans uncertain.

Ralph Maw, Minneapolis, MGM district manager, huddled with Eph Rosen, acting manager here . . . "The Little Flower" Provinzano of Fox Wisconsin gives "Carnation Charley" Koehler a bad time regularly now . . . Roy Picus and S. Johnson, New Adams Theatre, Adams, were in town . . . Bob Allen, United Artists branch manager, worked the territory . . . Jack L. Warner jr. was a stopover and toured Warner Theatres houses in town and outstate . . . N. Provencher, United Artists salesman, cracked his noggin on some of the heavy scaffolding while the exchange was receiving a paint job.

As everyone knows, showmen spend their days off right at their job. Well, somehow, Harry Boesel, Fox Wisconsin downtown district manager, got a half day off and drove to Chicago. Returning about 3 a. m., he ran out of gas 15 miles out of Milwaukee. With no station within miles and all the agriculturists slumbering, he finally flagged down an automobile transport truck and got towed in. He says he would rather work on his off day.

That Clipper cruise for all the exchanges is still in the works . . . If you have any suggestions contact R. Baker, RKO salesman . . . Elsie Seidel was at the Continental welcoming John Kirby and band back. The Port Players open their summer "straw hat" season at Oconomowoc high school June 18. This year's offerings include "Joan of Lorraine," "Barretts of Wimpole Street," "Dear Ruth" and "State of the Union" . . . Al Gale will manage the new radio station WEXT.

Jack Flynn, Minneapolis, of the MGM reprint and reissue department, was in town . . . Carl Thelin still carries on with his theatrical sign work, the three-alarm fire that ruined his place . . . Jack Sullivan, who received severe burns, is on the mend . . . Len Freid manages the Hollywood Theatre, Eau Claire, that opened early last month. Freid managed theatres in Wisconsin, South Dakota and Rochester, Minn., prior to his current assignment.

Dave Chapman, Columbia salesman, can't forget the time a prospective exhibitor cornered him saying he'd looked through the telephone directory, saw Columbia's name, and decided to buy his film there. Said Dave: "Mister, you came to the right place. Don't go any farther. We've got the pictures!" The man bought some and hasn't been heard from since.

During the showing of "The Best Years" at the Alhambra, a patron informed Ed Friedwald, manager: "I'm certain your cashier gave me too much change." As Ed swooned he breathed, "This is, indeed, the 'Best Years of Our Lives'" . . . Bob Guiterman, Capitol Theatre, Manitowoc, left for a New York visit . . . Isabelle Matecki, Film Classics booker, vacationed in Detroit . . . J. Juell, Garden Theatre, South Milwaukee, was on the Row . . . Same for George Gonis, Liberty Theatre, and Nick Michaels, Main Street Theatre, Racine.

Lillian Sweitzer, who won the vocalist-glamour gal contest conducted locally by Buck Herzog, Milwaukee Sentinel amusement columnist, in a pitch on "Smash-Up," has been warbling at Blatz Palm Garden . . . Joe Neger, 20th-Fox branch manager, pulled a sneak preview of "Miracle on 34th Street" at the Wisconsin Theatre, and audience reaction indicated the picture means ready money. Sid Blumenstock, 20th-Fox exploiteer; Charley Hacker, Wisconsin Theatre manager, and Fred Stanger, local photographer, spent the evening photographing laughing patrons. Jack Frackman, Republic manager; Mrs. Harley Huebner, Strand Theatre, Oconomowoc, and Joe Strother of S&M Theatres were in the audience.

Sid Margoles, Regal operator, had canopy copy reading "Get Heat With 'Cuban Pete'" . . . Joe Malits, Eighth Street Theatre, booked product . . . Morey Anderson, RKO salesman, is right at home with those Swedish people in his territory . . . Milt Abram of Film Arts returned from Ohio, where he was shooting industrials for a Racine client.

W. C. Fischer, Campo Theatre, Campbellsport, says his recent air jaunt to St. Paul was about the fastest ride he has had in years . . . Danny Kelliher, Sprague Theatre, Elkhorn, says: "In 33 years in th business, I've never shown a double feature or featured giveaways" . . . The Telenews scheduled for early opening, won't bow in until July.

Nomikos, RKO Split Over Grand Lease

CHICAGO—Federal Judge Walter La Buy Monday issued a temporary order restraining the Troy Theatre Co. from canceling the RKO lease on the Grand Theatre until a motion for preliminary injunction can be argued in the district court here June 4.

The Winston Theatre Corp., subsidiary of RKO Theatres, expended $50,000 for improvements at the Grand. The Troy Theatre Co., headed by Van A. Nomikos, which operated the Grand prior to RKO, claims improvements were made without express consent, therefore Winston Corp. is unjustified in charging for alterations under the terms of the lease.

Miles Seeley is attorney for RKO interests and Seymour Simon represents Troy Theatre Co.

Roof Garden Featured In Rodgers Theatre

Poplar Bluff, Mo.—The Rodgers Theatre, being erected here by the Rodgers circuit of Cairo, Ill., includes a distinct innovation in motion picture theatre construction, featuring a roof garden over the stores which will occupy part of the front. Refreshments are to be served on the roof garden.

The theatre, designed by Hugo Graf, St. Louis architect, will have an unusually spacious lobby to provide protection to patrons during inclement weather. The house will seat well in excess of 1,000 persons.

The Rodgers circuit also owns and operates the 700-seat Criterion and the 500-seat Jewell theatres here. Their opposition is the 400-seat Strand, operated by G. Carey, who also owns the 480-seat Stadium in Caruthersville, Mo.

ST. LOUIS

Noah Bloomer, owner of the Rex and Ritz theatres in Belleville, Ill., who now is a realtor in Los Angeles, is here with his wife on a vacation. He reports he made some good deals on the coast and is going to take life easy now. His sons now operate the Belleville theatres. Bloomer once operated a film exchange on Filmrow.

Exhibitors on Filmrow: Tom Baker, Bunker Hill, Ill.; Charley H. Weeks jr., Dexter, Mo.; Russell Armentrout, Louisiana, Mo.; Bill Zimmerman, Warrenton, Mo.; Justus Garard, Carthage, Ill.; Charley Rudolph, Troy, Mo.; Oscar L. Turner, Harrisburg, Ill.; L. A. Mercier, Fredericktown, Mo.; Dean Davis, West Plains, Mo., and Harold Larkin, Ellington, Mo.

Fred Wehrenberg, president of the MPTOA, went to Washington for a White House conference . . . The Rialto Theatre in Paducah, Ky., reopened after being closed a week for redecorating and repairs. It is a Columbia Amusement Co. house.

Mrs. John Luther Jones of Jackson, Tenn., said to be the widow of "Casey" Jones, the brave engineer of the song by the same name, who was here to attend the National Folk festival at the Kiel auditorium May 22 revealed that she will leave shortly for Hollywood to sit in on the production of a motion picture based on the career of her husband, who was killed in a train wreck at Vaughn, Miss., in 1900. She wears the wedding ring that Casey put on her finger on Nov. 25, 1886 in Jackson, Tenn.

Another visitor to the Folk festival was W. C. Handy, now blind and 74 years old, who wrote the "St. Louis Blues" in 1914. The Negro author revealed there really isn't anything "blue" about the song since it nets him $25,000 a year. He credited the title of "St. Louis Blues" to the late Russell E. Gardner, who operated the old Banner Buggy Co. in St. Louis and later manufactured the Gardner and the original Chevrolet automobiles. Handy now resides in New York.

The former Rodgers Theatre in Cairo, a 460-seater, recently was renamed the Lincoln and now caters to the Negro trade, replacing the old Opera House, destroyed by fire some weeks ago . . . Warners presented a trophy to the outstanding dance team at the Tune Town ballroom here as part of the exploitation for "Love and Learn" at the Ambassador Theatre. When "Stallion Road" was shown at the Fox, Warner's awarded a trophy to the owner of the outstanding horse at the Western Trails horse show at the Missouri Stables.

The local office force of Eagle-Lion went to Chicago for a regional meeting May 24, 25 . . . "Sinbad the Sailor" opened a ten-day run at the 2,766-seat Orpheum in Springfield, Ill., May 30 after a fine exploitation campaign, including a treasure hunt contest sponsored by both the local newspapers, with many local stores being tied in.

John B. McCullough of the conservation department of Motion Picture Ass'n, is expected to visit St. Louis early in June . . . Producer W. Lee Wilder of Republic will visit St. Louis on an exhibitor-press tour in behalf of "Mad Venture" . . . The Grand Theatre, burlesque house, has closed for the summer.

Out-of-town exhibitors seen along Filmrow include Charley Beninati, Ritz, Carlyle, Ill., and C. H. Frobase, Frobase, Benton, Mo. . . . Hall Walsh, prairie district manager for Warner Bros., was in Omaha this week.

Benefit Show Marks Change at Newman

KANSAS CITY—Preliminary plans have been arranged for a premiere-benefit show to be held at the Newman the night of June 17. The occasion will mark a change in the theatre name to the Paramount.

In a tieup with the Jackson County Cancer committee whereby the local society will offer 1,000 seats at a minimum of $5, M. D. "Babe" Cohn, manager of the theatre, will present Paramount's "Perils of Pauline" in its mid-west premiere. General admission for the performance will be $1.24, tax included.

The premiere will have proportions similar to the festivities staged 28 years ago when the Newman first opened as one of the city's first de luxe houses. Cohn said he had been assured by Paramount executives that an outstanding star would be present for the benefit if plans progress as outlined in conferences with A. B. Eisenhower, chairman of the local cancer committee.

Bob Marchbank Elevated By Commonwealth Chain

KANSAS CITY—Bob Marchbank, Commonwealth city manager in Washington, Mo., for the last several years, has been named southern division manager for the circuit. He succeeds Rex P. Barrett of Columbia, Mo., who will devote his time to managing Columbia locations and making future plans for that area. For the time being Marchbank will make his headquarters in Washington. His territory includes Washington, Columbia, Waynesville and Monett, Mo., and Harrison, Ark. Assisted by Clarence Schultz, president of Commonwealth, Marchbank held his first division meeting at Harrison May 29.

An Exhibitor's Daughter Complimented on Voice

MAPLETON, MINN.—Harriet Blubaugh, daughter of Harry Blubaugh, owner of the Ritz Theatre here, is developing into quite a songstress. At a recent musicale Miss Blubaugh was presented, along with two other local musical prodigies, and sang eight numbers, four of them in foreign languages.

A local newspaper critic wrote of her: "She has the combination of natural ability and a well-trained voice flowing easily from one range to another."

W. G. Horstman Decorates Princess in Odebolt, Iowa

ODEBOLT, IOWA—A new marquee has been installed at the Princess, W. G. Horstman, manager, reports. Horstman is planning to redecorate the lobby as well.

Alfred Wurl Makes Plans For Napoleon Renovation

NAPOLEON, N. D. — Extensive improvements are planned by Alfred Wurl for his Miller Theatre. They include the installation of air conditioning.

W. L. Webber Expands

WINFIELD, KAS.—Warren L. Webber, owner of the local Nile Theatre, has bought an interest in a new restaurant and bar in Wichita. Of modernistic design with lavish appointments, the restaurant will have its foodstuffs flown in from Chicago and St. Louis in order to provide dishes not usually available in Wichita.

New Tower to Open Soon In Suburb of Wichita

WICHITA—The Tower, one of the most modernistic theatres in the southwest, is nearing its completion in this city, according to George Laham, one of the officials. Laham says the theatre will open about June 30 and will be the finest in the state.

Located at Oliver and Central, one of the thriving suburban sections of the city, t theatre is designed to give patrons the utmost in comfort, beauty and quality.

"The theatre has been under construction for many months because we insisted on having the best of equipment," Laham stated. He estimates the cost will be around $250,000.

OVER MILE OF FLUORESCENT

The front of the theatre, with its huge marquee and tower sign, is of unusual design. More than a mile of fluorescent tubing will be used. New Bevelite letters will make up the attraction panel.

By use of special bowl-incline floor the auditorium will seat 1,000 persons, all on one floor. Staggered seating arrangement will enable the customer to see the picture clearly, no matter where he sits. Scientifically Bodiformed seats insure comfort.

Cold cathode lighting, ultramodern heating and ventilating system and fine acoustics are among the features of this luxurious house. Laham stated that projection equipment of the latest and finest type has been bought.

LOT FOR 500 CARS

Artists and manufacturers from New York, Chicago, Minneapolis, Grand Rapids, St. Louis, Kansas City, Los Angeles and Wichita have participated in the designing and building of the Tower which will include a fine lobby, beautiful foyer with indirect lighting, a ladies' lounge with luxurious appointments, men's lounge and smoke rooms and a snack bar.

An adjoining parking lot will accommodate close to 500 cars.

First class pictures of the major studios will be used. Admission will be in line with downtown theatre prices.

Manhattan TEI Men Attend Circuit Meeting at Dallas

MANHATTAN, KAS. — Harry Wareham, theatre owner and partner in Theatre Enterprises, Inc., operations here; David Dallas, city manager, and James Keller, assistant manager, last week attended the managers convention of TEI held in Dallas, Tex.

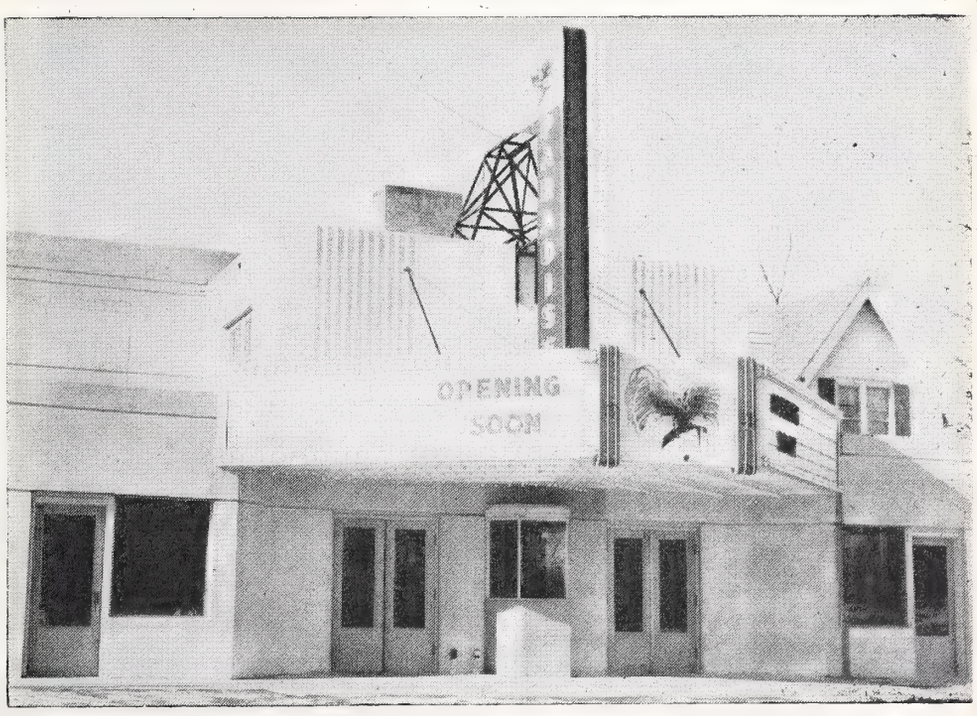
Dallas escorted his daughter, Gloria Rae, to the home of her grandmother near Comanche, Tex., before proceeding to the convention.

College Tenor on Stage Adds to Theatre Gross

SIOUX FALLS, S. D.—Stage attractions were revived here last week when Manager Joe Ryan presented William Abbott, Augustana college tenor, twice nightly and four times Sunday in conjunction with "The Sea of Grass." Ryan reported favorable results from the experiment and stimulated returns at the boxoffice.

Lionel Semon Sells

CIMARRON, KAS.—Lionel Semon has sold his Cimarron Theatre here to Mr. Blakeman of the local Standard Oil Co. office.



NEW THEATRE IN MORA—Ben Krawiecki spent $100,000 building this new theatre, the 604-seat Paradise, in Mora, Minn. The building houses a beauty shop and confectionery store besides the theatre. The theatre contains four rest rooms, a spacious general lounge, smoking room and powder room, and a cry room with 26 seats. The booth is equipped with Simplex E-7 projection machines and Four-Star sound. The house is operating first run, with four changes a week.

KANSAS CITY

Wedding bells rang Thursday for Elsa Lang of Universal. Groom was Keith Reynolds. The girls of the office gave a party Monday afternoon at which they presented a gift bond to the then prospective bride . . . Mrs. Lydia Wilson of U-I returned from her vacation and Mrs. Elva McFarland left for her rest period this week.

Between Tommy Lawson and Gene Ragan of Universal, all talk in that office is about their trip to the Ozarks. Tommy and his wife went first, then Gene and his missus . . . Leo McEvoy, short subjects sales manager for Universal, was in the local office Friday and Saturday. He was on his way to New York after producing some streamliners in Texas.



LEO McEVOY

Ben Marcus, Columbia district manager, was in Des Moines Monday . . . Sue La Rue, Columbia contract clerk, has been in the hospital for a serious operation . . . Velda Nesbit, office manager's secretary, is on vacation . . . Mary Lou Jardes, former biller and now bookkeeper, was in New York recently . . . Irene Hunsicker, cashier at United Artists, was on vacation recently and came back with an honest report: she caught one fish.

Ed Hartman, local booking agent; Charles Potter, former exhibitor; Les Durland, Film Classics manager; Winston Brown, head booker at RKO, and Andy Anderson, Paramount salesman, went fishing May 15 at Mountain Home, Ark. Luck was lousy, said Hartman.

Dale Danielson of the Dream and Mecca theatres in Russell, Kas., went to the Rotary governors convention at Sun Valley, Idaho, and then on to San Francisco for the international meeting there early in June . . . Fox Midwest held its spring El Zorro club dance at the American Legion hall last Friday night to a pretty fair turnout.

Paul Back, former RKO office manager here and now home office representative for this district, was stricken with appendicitis Sunday in St. Louis. Bill Burke, present office chief here, says Back is getting along fine . . . Earl E. Jameson, National Film Service district head, left May 22 for Atlantic City to attend the international Shriners convention there. He will return June 7, according to Marti Boyer, girl Friday.

Arlie Crites of Theatre Enterprises has gone to Dallas for the first TEI convention there May 28-30. Clifford Kein and Eddy Erickson of the local office also went down . . . M. D. "Babe" Cohn, Newman Theatre manager, flew to Chicago last Thursday on business. He returned Sunday (25).

Filmrow visitors at NTS included W. W. Weldon of the Joy in Lathrop, Mo.; Mr. and Mrs. Jerry Drake of the Ritz, Bolivar, Mo.; John Goshorn of the American Seating Co.; Isobel Burch of the Star Mfg. Co., St. Louis; Earl W. Shutt of the Canton, Canton, Kas.; Lewis Hickok, Dream, Effingham, Kas.; Evelyn Bowers, Cozy, Girard, Kas.; Mr. and Mrs. M. W. Ward, Star, Douglas, Kas.; Bob Hilton and Bert Sanford of Altec in Chicago, and Mr. and Mrs. Lee Sproule, Novelty, Wichita, Kas.

Walter Lambader, local Screen Guild manager, and Julian King of King Enterprises in Des Moines have returned from the Screen Guild convention in Los Angeles. Walt reports that the two men and their wives had to sweat a little to earn the gala time had in the film capital. Driving through rain and then hail, plus mud all over the desert, the Lambaders and the Kings finally ran into four inches of snow at Flagstaff, Ariz. The Lambaders came back by train, leaving the Kings with more automobile fun.



WALTER LAMBADER

PRC representatives returned from the get-together in Chicago May 24. They were Beverly Miller, district manager; M. G. Shackelford, local manager; Gene Snitz, city salesman; C. E. Erickson, Johnny Johnson and Al Lies, salesmen, and Bill Feld, Eagle-Lion district manager from St. Louis.

Other recent Filmrow visitors included Walt Talbutt of the Victory in Rogers, Ark.; Charles A. Meeker of the Roxy, Everton, Mo.; Dave Williams, Royal, King City, Mo.; Ralph Winship, Majestic, Phillipsburg, Kas.

Surprising results from the sneak preview of "Miracle on 34th Street" at the Tower, Uptown and Fairway theatres last week included nearly 1,000 post cards commenting on the film. Reading many of the opinions, this correspondent found not one judging the film as low as "Fair" . . . James Chapman, manager of the Kimo Theatre, is feeling better after a week of "feelin' mighty poor." It was just health, not business.

Cecil Mayberry of the Basin Theatre at Eureka Springs, Ark., was a visitor on the Row and at the Kimo Theatre. Recently recovered from a severe illness, Mayberry looked fine . . . Hal Parker, local Universal newsreel cameraman, has been breathing only in his spare time since President Truman arrived. Grandview is becoming a second home by now, he says.

Eddie Green of MGM went to California Saturday (30) for two or three weeks. He planned to visit San Diego and Los Angeles for his birthday . . . Vernon Smith, MGM office manager, was in Denver this week for the office managers meetings there . . . M. G. "Shack" Shackelford, PRC manager here, went to the hospital Wednesday for a tonsillectomy.

"Stairway to Heaven," J. Arthur Rank's command-performance film starring David Niven and Kim Hunter, will open at the Esquire Theatre June 5. "Odd Man Out," starring James Mason, will open June 19 . . . The marquee at the Uptown Theatre got a new makeup boost Tuesday . . . Don "Hi Fi" Davis returned from a thorough scouting tour through Kansas and part of Colorado.

Mrs. Eleanore C. Walton, city censor, left Saturday night (24) for a two-week vacation in Durham, N. C. She will visit her son Dr. Loring B. Walton of Duke university and attend the graduation of her only granddaughter and namesake from Chatham Hall at Chatham, Va. Loring B. Walton III will return with Mrs. Walton and spend the summer with her.

Joan Harrison, Producer, Looks at 'Bloomer Girl'

KANSAS CITY—Joan Harrison, former girl Friday to Alfred Hitchcock and now Universal-International producer, was in town Saturday night to review "Bloomer Girl," popular Broadway musical then playing at the local Music hall.

Sent here by U-I production officials, Miss Harrison told Manager Jack Langan of the U-I exchange, who escorted her to the theatre, that the company is planning to make a film of the musical.

Miss Harrison's current release is RKO's "They Won't Believe Me," starring Robert Young. A forthcoming feature is "Ride a Pink Horse."

Book for Eldon Peek

KANSAS CITY—The Ed Hartman Booking agency has taken over booking and buying for the Roxy Theatre, Wichita, Kas. The house is owned by Eldon Peek.

Zimmerman Adds Marquee

CABOOL, MO.—The State Theatre, managed by E. F. Zimmerman, has added a new marquee.

R. A. Davis Buys 'Voice'

ROCKWELL CITY, IOWA—Voice of the Theatre sound has been installed in the Empress by R. A. Davis, manager.

Haade in 'After Dark'

Paramount has set William Haade for a featured part in "Big Town After Dark."

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Showman Dallas Pens Rabbit Journal Story

MANHATTAN, KAS.—Dave Dallas, TEI city manager and amateur rabbit fancier, is the author of a feature article in a forthcoming issue of Small Stock, a widely read trade journal among rabbit breeders.

Under the title "Rabbits and Rehabilitation," the Dallas story tells how a teacher at the Boys Industrial school, Topeka, Kas., formed a rabbit club, got the youthful inmates interested in it as a profitable hobby, and now is guiding the boys toward ultimate rehabilitation. This project, according to the Manhattan showman, is receiving the hearty support of all Kansas rabbit raisers.

Dallas is president of the Kaw Valley Rabbit and Cavy Breeders Ass'n and publicity director for the parent group, the Kansas State R&C Breeders Ass'n.

Air Plants Put in Shape At Fox Midwest Houses

KANSAS CITY—Fox Midwest is revamping the summer atmosphere plants in several of its local theatres. Work on new refrigeration plants has been completed at the Rockhill and Granada and those in the Waldo, Apollo and Carver will be back in operation in two or three weeks following extensive reconditioning.

Other new plants are being installed at the Jayhawk in Topeka, Kas.; the Grand at Moberly, Mo., the Eldorado, Eldorado, Kas., and the Burford in Arkansas City, Ark. The equipment at the Broadway in Cape Girardeau, Mo., is being replaced.

Fox Midwest also is taking bids on rebuilding the Royal Theatre in Atchison, Kas. Present plans call for the house to seat about 1,000 persons following reconstruction.

Ex-Schoolteacher Buys Orpheum in Timber Lake

TIMBER LAKE, S. D.—The Orpheum Theatre, operated here by Mrs. Lee Elder since the death of her husband, has been sold to Henry Humann of Eureka, a former school teacher. Elder purchased the theatre about ten years ago and operated it until his death in February, when his widow took over.

Samuel Davidson Dies

KANSAS CITY—Samuel Americus Davidson, 85, died here this week. At one time a member of the Kansas State Theatre Managers Ass'n, Davidson owned a chain of houses in Cherryvale, Neodesha and Great Bend, Kas., in the 1920s. Retired for about a year, Davidson had been a room clerk at a local apartment hotel.

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From the BOXOFFICE FILES

• • •

(Twenty Years Ago)

LOEW'S MIDLAND Theatre, under construction in Kansas City, will be "the last word" in theatre efficiency. The cooling system has a compressor with a capacity of 500 tons of ice daily. It will be 95 feet from the floor of the main auditorium to the top of the dome. The main lobby is 55 feet high and extends the entire width of the building.

* * *

The Midland circuit will build a new theatre in Lyons, Kas., in the near future, according to M. B. Shanberg, general manager . . . Harry Strickland, manager, and M. C. Sinift, city representative of Warners, were out in the territory last week . . . Tom Baldwin, formerly of Universal, is now cashier for Educational Pictures . . . The Fox sales force in Kansas City attended a convention in Chicago this week. Those who went from Kansas City: M. Bradley Fish, manager; Lewis Bloomfield, assistant manager; Stanley Mayer, Fred Horn, K. G. Howe, M. A. Tanner,, Gus Kubitzki.

* * *

J. A. Masters, assistant manager at Film Booking Offices branch in Kansas City, has been busy. Irene Kanatzar, booker and bill clerk, was ill, so Masters took over her work in addition to his own.

* * *

The new Mystic Theatre at Cedar Dale, Kas., has been rebuilt and Mr. and Mrs. W. W. Leonard, owners, have opened the new house . . . F. L. Collins, who recently took over the management of the Diana Theatre, Ninth and Troost, Kansas City, plans improvements and redecorations.

* * *

The Ritz Theatre, Springfield, Mo., has been transformed into a house for Negroes. George Scoville is manager . . . C. W. Rodebaugh, oldest film salesman in point of service who travels in the Kansas City territory, has joined the sales force of the Midwest Film Distributors. "Rodey" has been selling film for 17 years.

* * *

J. F. Baker, formerly with United Artists and Warner Bros., has joined the sales organization of the Midwest Film Distributors.

* * *

Midwest Theatres, Inc., of which L. M. Miller of Wichita is president and E. C. Rhoden, vice-president and general manager, opened the new Rockhill Theatre at 46th street and Troost avenue in Kansas City May 21. The Rockhill is the largest neighborhood house in the city, having 1,600 seats. A free parking station adjacent to the theatre has space for 100 cars, and the community commercial club will provide more space as needed. The policy is four pictures a week. W. O. Lenhart, formerly of the Linwood, is manager. Morrill Moore, popular radio organist, will play the organ.

A Lipman refrigerated air conditioning system has been installed. The air washer has a capacity of 12,000 gallons of water an hour.

* * *

From the Seven Years Ago Column of the Reel Journal: Richard & Flynn announce plans to organize a producing company . . . George Hinton, formerly of Universal, becomes the manager of American Film Co. in Kansas City . . . Adolph Eisner resigns as president of the Kansas City Exhibitors Ass'n . . . The NCD Amusement Co. was formed in Kansas City by Sponsler and Goldstein . . . Bill Jacobs, manager of Loew's Garden, originates a four-page weekly newspaper for patrons. He calls it Loewgrams.

Rhoden Drive Is Charted At Fox Midwest Parleys

KANSAS CITY—Following their usual policy for this time of year, Fox Midwest last week held pre-Rhoden week meetings of managers and district chiefs in order to outline plans and make pledges for the E. C. Rhoden section of the annual spring showmanship campaign.

The custom of redoubled efforts for the final two weeks of the drive originated during the depression when managers and circuit officials strove to register at least one week in the black during the spring season.

Meetings this week included H. E. Jameson's western Kansas huddle in Wichita Friday. Fred Souttar's southern Illinois group Monday in St. Louis, Ed Haas of eastern Kansas Tuesday in Kansas City, and Jim Long's meeting for the Missouri district in Kansas City Wednesday. Leon Robertson, city district chief, will hold the concluding session here June 2.

Attending all district discussions were E. C. Rhoden, president; Lon Cox, film buyer; Charles Chafer, treasurer; Senn Lawler, advertising manager, and Howard Milton, secretary.

McVille Hollywood Is Open

McVILLE, N. D.—The Hollywood Theatre here is now open.

Topline to Frances Dee

Femme topline in Enterprise's "They Passed This Way" have been handed Frances Dee.

In Your Service Since 1899

STEBBINS THEATRE Equipment Co.

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POPCORN . . Best Quality . . Guaranteed Volume

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Kansas City Libraries and Schools May Open Doors to News on Films

By VELMA WEST SYKES

KANSAS CITY—It will soon be possible to "disseminate information about motion pictures of the highest educational and cultural values in the local schools and libraries" if the recommendation along that line from the panel on "Movies, Radio and Press" of the Mayor's Youth conference goes through. This discussion panel was held on Thursday, May 22, at the First Christian church, with Mrs. Henry Arthur, panel chairman, presiding, assisted by Miss Dorothea Hyle, librarian, acting as co-chairman. Active representation of "the press" was taken over by Miss Jacqueline Cravens, supervisor of branches of the public library, with a talk on the work now being done in the Youth Corner at the main library. In the discussion which followed, it was brought out that such libraries as Cleveland have approved lists of motion pictures available there for public information, but because of a ruling by the local board of education, that is not possible here.

NOT A DEFENDER

Arthur Cole, veteran of the local Filmrow, was the main speaker on the formal discussion of motion pictures conducted by the panel in the afternoon. While he deplored the fact that he was only there because Senn Lawler had to be some place else, he made it clear in the beginning that he was not there "to defend motion pictures, with which I have been associated for 33 years—there is nothing to defend. I'm proud of my connection with the motion picture industry."

"But if I were a producer and wanted to make a lot of money," he said, "I'd pay some group around the country to tell people not to go to see a picture I had made. Then I'd be sure to get big crowds."

One of the young women present (there were a number of both sexes who had come from the local high schools and colleges, many eagerly joining in the discussions) deplored the fact that motion picture newspaper advertising is misleading in that such wholesome films as "The Farmer's Daughter" are depicted as lavishly sprinkled with sex. Cole admitted that some of the advertising did not bring out the best points in each picture, but suggested the public could read reviews of the picture and form a fairly accurate estimate of its appeal, adding:

"In Kansas City we are barred from using many resources for letting people know anything constructive about the best pictures. There was a fine little brochure on that picture but the exhibitor was not allowed to put these in the libraries or schools. Managers have a certain number of seats to fill and sometimes I guess they do resort to a type of advertising that does not appeal to our best class of people."

ASKS CONSTRUCTIVE SUGGESTIONS

Cole then turned the discussion to asking for some constructive suggestions on how to combat vandalism in the theatres, and how to keep parents from parking their children in theatres while they go to parties, and forget to pick up the children and harassed managers find themselves unable to close up at their regular time. It was a dramatic touch which sent a surprised current of interest through the little gathering. Some of those present had come with the sole purpose of arguing that some movies are a harmful influence on youth—here was a veteran from the motion picture industry pointing out that some youth are a harmful influence on theatre property because of vandalism practices—and that these are often in the better districts of Kansas City.

"Couldn't you flash something on the screen about it?" someone hopefully asked.

"That has been tried," Cole replied, "but those screens are expensive and in one or two instances, rocks have been thrown through the screens."

In the discussion which followed one youth admitted the situation along that line was bad in other places, too, for in one city he had visited he had had to "park" matches, knives and sharp instruments from his pockets at the door of a show. This calling of attention to a serious side of youth in relation to the motion picture theatre had shifted the focus of criticism to one of the industry's biggest headaches. It turned the tables on the expected trend for the panel discussion, and made for a thoughtful realization of both the public's and the industry's stake in youth's relationships to motion pictures.

The conference closed Friday morning, May 23, at the Music Hall, where Attorney General Tom Clark addressed the combined ten discussion panels, after which they made their recommendations. These recommendations, among which is the one about being able to publicize the better pictures through school and library contacts, will be turned over to the Central Coordinating Youth Council for further action.

Sunday Matinees Resume

CASEY, IOWA—Sunday matinees have been resumed at the Casey Theatre for the first time since Wayne Parrott, manager, entered the service.

Kansas City Film Code Overlooked in Report

Kansas City—There was much surprise at the Mayor's Youth conference held here last week when a recommendation from the Recreation Panel was read by Grover Milam, that Kansas City draft a motion picture and theatre code. The recommendation stated that there was none in the city, whereas in reality it does have a motion picture code and a city censor under which it operates.

The recommendation is causing some very red faces now and explanations from panel members. In the first place, the regular chairman was called out of town and Mrs. Robert Dominick was asked to preside. She was unable to read the report and recommendations on the following day, because of previous plans, so Milam, who was not even on the panel, was hurriedly drafted into reading it before the assembly.

The reasons for making the recommendation through this panel rather than leaving it for the panel regularly formed to take up motion pictures, and having the advantage of information from the industry as to what Kansas City has along such lines, seems to have been prompted by an objection made in the Recreation Panel about "murder mysteries."

"If I wanted to learn how to commit a murder," the one who started the discussion remarked, "that would be the ideal way to learn."

When such a recommendation as later drafted was suggested, some thought it should be left to the panel on motion pictures. But others thought "it would make it all the stronger" to have both. Now they are busy apologizing.

'Apley' Leads Field In Moderate Week

MINNEAPOLIS—"The Late George Apley" was out in front here last week. Other newcomers making moderately good boxoffice showings were "Blaze of Noon," "Smash-Up" and "Private Affairs of Bel Ami." In its third week, "The Farmer's Daughter" continued to pull exceptionally well. "The Outlaw" was in its fifth week downtown and "Macomber Affair" in its third, while "Boomerang" rounded out a second prosperous stanza.

(Average is 100)

Aster—**Backlash** (20th-Fox); **My Dog Shep** (SG)....100
Century—**The Private Affairs of Bel Ami** (UA).....100
Gopher—**Fear in the Night** (Para) 120
Lyric—**Boomerang** (20th-Fox), 2nd d. t. wk.....130
Pix—**The Outlaw** (UA), 5th d. t. wk.....100
Radio City—**The Late George Apley** (20th-Fox)....135
RKO-Orpheum—**Smash-Up** (U-I) 100
RKO-Pan—**The Farmer's Daughter** (RKO), 3rd d. t. wk. 125
State—**Blaze of Noon** (Para) 125
World—**The Macomber Affair** (UA), 3rd d. t. wk.....100

'Bedelia' 2nd Week Still Strong; 'Calcutta' Kansas City's Best

KANSAS CITY—For the second week in a row, the attraction offered by the Newman was top grosser downtown. This week "Calcutta" rang up 150 per cent on the barometer clock and will be held for a second week's run.

High figure, however, went to "Bedelia" at the neighborhood Kimo where the second week of the film continued at near capacity business. It, too, was held over for an additional stanza.

Pictures moving in at midweek held hopes for a better showing throughout first run situations at next report. They included "The Homestretch" at the FMW day-and-date locations, "Abie's Irish Rose" at the Esquire, "High Barbaree" on a double bill at the Midland and "The Two Mrs. Carrolls" and "Big Town" at the Orpheum.

Esquire—**Michigan Kid** (U-I); **Trail to San Antone** (Rep).....Avg. not set
Kimo—**Bedelia** (Eagle-Lion), 2nd wk.....175
Midland—**Dishonored Lady** (UA); **Undercover Maisie** (MGM).....100
Newman—**Calcutta** (Para) 150
Orpheum—**Ladies' Man** (Para); **San Quentin** (RKO)..... 90
Tower, Uptown, Fairway—**Song of Scheherazade** (U-I) 95

'Daughter' Shows Stamina; Has Strong Second Week

DES MOINES—"The Farmer's Daughter" ended its second week at the Orpheum with the receipts almost as high as the first week. Business held up despite unfavorable weather conditions. "The Farmer's Daughter" was the third consecutive picture to run for extra days at the Orpheum. Tri-States' big houses otherwise had a poor week. Following a flood of advance advertising, "The Egg and I" was set for a triple opening May 29 at the Des Moines, Paramount and Roosevelt.

Des Moines—**Boomerang** (20th-Fox) 90
Orpheum—**The Farmer's Daughter** (RKO); **The Devil Thumbs a Ride** (RKO), 2nd wk.....125
Paramount—**Angel on My Shoulder** (UA); **King of the Wild Horses** (Col)..... 90

Beauty Contest Staged For Legion Convention

SIOUX FALLS, S. D.—Joe Floyd, manager of the Hollywood Theatre here, seized the opportunity May 29 and 31 to reap some publicity from the South Dakota American Legion convention scheduled here June 9, 10. He conducted a local elimination beauty contest to pick a Sioux Falls entrant in the state tournament. Forty girls competed, 20 appearing on the stage each night.

Aneta Theatre Is Open

ANETA, N. D.—The Aneta Theatre here is now open.

OMAHA

Because the RKO-Brandeis has waiting lines almost all its open hours, Manager Will Singer says the theatre decided to install air conditioning in the lobby as well as in the theatre itself. A 25-horsepower unit has just been completed at a cost of $15,000.

Hazel Anderson, MGM office manager, attended a regional meeting of office managers in Denver . . . Virginia Murphy has been added at RKO with no set assignment . . . Joella Cohen, daughter of Universal salesman Edward Cohen, has been appointed associate editor of the Creightonian, weekly newspaper of Creighton university.

Sid Rose, owner of a string of 26 Chicago and neighborhood houses, stopped off here to look up friends en route home from the Variety Club convention . . . Sol Francis, Monogram district manager, was in town briefly. He arrived from Minneapolis and then went on to Des Moines, working mainly on "It Happened on Fifth Avenue."

Ralph Falkinburg, Lexington exhibitor, went to Salt Lake City to see an eye specialist . . . Georgia Greenlee has resigned as chief of staff at the RKO-Brandeis to move to McCook. Her successor is Fern Martin, who is graduating from Abraham Lincoln in Council Bluffs . . . Beverly Spence, ticket girl at the theatre, was graduated from Technical high school with honors. The question now is—Who sent Beverly the orchid?

The State Theatre, PRC Manger Sol Reif reports, will bring in a live alligator as lobby display for "Untamed Fury" . . . Bob Holdridge, son of the exhibitor at Shenandoah, Iowa, has returned to his theatre work following a honeymoon in Chicago.

Eddie Heiber, Universal district manager from Kansas City, visited Omaha . . . Evelyn Machmuller, 20th-Fox contract clerk, spent the weekend at Humphrey, Neb. . . . Joyce Ingwerson, hello girl of the same office, came back one recent weekend wearing a diamond.

Bill Olive has come here from Des Moines as 20th-Fox booker succeeding Tod Kuntzleman, now executive secretary of the Nebraska Wholesale Beer Distributors Ass'n . . . Happy Mohler, Hamburg, Iowa, who had such a wonderful time on his trip to Omaha last summer, plans to visit friends here in June.

Byron Hopkins, Sidney, Iowa, exhibitor who has been in the hospital at Council Bluffs, is back home and recovered . . . Dorothy Weaver, assistant cashier at 20th-Fox, left for a California vacation. She planned to visit two former employes there—Mrs. Thomas Hall (formerly Marjorie Wilinson) and Francis Thorpe.

C. M. Worl of Dunlap, Iowa, exhibitor, reports that tires are now on the plentiful side at his tire shop and filling station . . . Robert Johnson of Logan, Iowa, exhibitor, and Bob Hirz, manager of the Cass Theatre in Plattsmouth, have returned from a nine-day fishing trip in Minnesota. They say they got the limit daily.

Hans Habe, author and lecturer, stopped here a night on his way to Hollywood where his story, "Aftermath," is being filmed . . . Lyon & Healy, big record shop here, took co-op ads with the Orpheum for Frankie Carle's appearance here. Carle made a personal appearance at the store.

James L. Pace of Chadron, Neb., retired theatre owner, died there . . . Ernie Bihler, local photographer, is exhibiting a flock of pictures he took 15 years ago at the request of MGM. They were taken at Sam McKelvie's ranch and helped MGM along with the "Sea of Grass" idea.

Thirteen theatre concessioners arrived here by plane from Chicago for a day in Omaha as guests of the Interstate Popcorn Co. . . . Harold Johnson, Universal manager, has a new Pontiac . . . Phil Monsky, Universal salesman who has been ill, is taking a four-week leave of absence. He will visit Denver and California.

Henry Leriger is breaking ground for his new theatre at Lyons, Neb. It will seat 400 . . . Visitors along Filmrow included E. G. Gannon, Schuyler; Blanche Colbert, North Bend; Mrs. Fred Schuler, Humboldt; Eddie Kugel, Holstein, Iowa.

Other visitors: C. J. Riggs, Central City; Frank Good, Red Oak, Iowa; F. "Doc" Naulteus, Mapleton, Iowa; Robert Johnson, Logan, Iowa; J. E. Doyle, Lennox, S. D.; Carl Powers, Glenwood, Iowa; Delmar Heyne, Hooper; Bert Beams, Red Cloud; Mr. and Mrs. Charles Gibson, Sutton; M. Biemont and son Corky, Ord; William White, Utica, and Bruce Holdridge, Shenandoah, Iowa.

Sponsor Free Shows

KIRON, IOWA—Free motion pictures will be shown each Saturday night to members of this community, it was announced last week. The pictures will be sponsored by a group of Kiron business men.

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DIVISION MANAGER

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DES MOINES

Mike Lee, Carl Olson, Jim Kunath and Ed Trueslow are back from an Eagle-Lion meeting in Chicago. While there they saw a screening of the new Eagle-Lion picture "Repeat Performance" . . . William Feld, Eagle Lion district manager, was a visitor here last week. Feld was formerly branch manager of Republic.

Mrs. A. M. Black, exhibitor in Knoxville, is vacationing in Arizona . . . "Butch" DeFrenne, RKO salesman, is back from the Variety Club convention . . . Sol Francis, Monogram district manager, visited the local exchange.

Dave Nelson, Republic branch manager, is back from a meeting in St. Louis . . . Fred Armington, MGM, is in Denver attending an office managers convention . . . Office employes at MGM had a farewell party for A. J. MacGough last week. Mac has resigned his job as exploiteer.

Maxine Bishop, secretary to A. H. Blank at Tri-States, will leave her position on June 13. The next day she will be married to Leonard B. Lauritzen. The ceremony will take place in Kansas and they will make their home in Cedar Rapids where Lauritzen is associated with Pioneer Litho Co.

Three district meetings of Central States managers were scheduled for late May and early June. On May 19 and 20, managers met in Fremont, Neb. M. E. Lee and Dorothy Day of the Des Moines office attended. On May 27 a meeting was held in Burlington, with Jerry Greenbaum, district manager, in charge. Attending from the home office were M. E. Lee, Bill Toney, Marie Frye, L. J. Wegener and Dorothy Day. A third meeting will be held at Clear Lake June 3, with Jess Day, district manager, in charge.

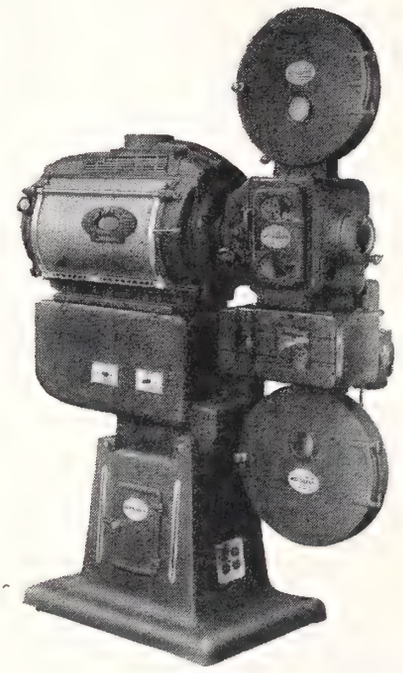
John Pilmaier, MGM shipper, is spending his spare moments painting his house . . . A sneak preview of "Miracle on 34th Street" was held at the Des Moines Theatre last Monday night . . . Among the visitors on the Row last week were Tim Evans, Clinton; Clifford Niles, Anamosa; A. M. Black, Knoxville, and Walter Carroll, Colfax.

Jack Harris, Warner Bros. salesman, had his young son visiting him last week, and the lad made many acquaintances among the office staff . . . Hall Walsh, Warner district manager, visited the exchange here last week.

Naomi Sroufe, cashier for NSS, is moving to Chicago and will work for NSS there . . . E. L. McEvoy, Universal short subject manager, was here for a meeting Sunday . . . The office staff at Universal had a farewell picnic for Doris Wolf last Tuesday night. She is leaving for Seattle.

Lew Ayres, screen star, visited relatives in Milford, Iowa, last week en route to Minneapolis.

In advance of its times . . .



The new Motiograph MODEL "AA"

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Usherette in Grand Island Is Busiest Girl in Town

GRAND ISLAND, NEB.—An usherette at the Capitol Theatre here is probably the busiest girl in town.

She is Stella Wieczorek, pretty 17-year-old high school pupil.

Stella spends the mornings and afternoons as a senior at school. At 4 p. m. she leaves to carry papers for the Grand Island Daily Independent. From 7 to 10 p. m., she is an usherette, except on Saturdays and Sundays and holidays, when she works almost the entire day.

Stella's outside work came naturally. When her brother dropped the newspaper route, she decided she would like to take it on, and became the only girl carrier in town. She hasn't missed a day since, regardless of weather.

Because she likes to watch the screen stars, she applied to Tri-States Theatres City Manager Wally Kemp for a job. He believed she would do a good job so put her to work.

Stella is not only making good in her jobs, but also has high grades in school. In her "spare" time she likes to slip around to one of the two other Tri-State houses to see a picture she has missed.

Parkersburg Theatre Sold To H. B. Bagley, Farmer

PARKERSBURG, IOWA—H. B. Bagley, farmer of Milford, Iowa, has purchased the Parkersburg Theatre and will take over the management June 2.

Lays Tile in Lobby

CLEAR LAKE, IOWA—A new asphalt tile floor has been laid in the Lake lobby. The new floor is a marbled black and cream in design with a black border. A new $750 popcorn machine is now in use, according to Manager C. E. Mosher.

COMPLETELY NEW
HORKY'S CAFE
Bigger and Better Than Ever
— Featuring 'Delish' Steaks
1202 High St. — Des Moines, Iowa
"Where Filmrow Friends Gather"
Open Daily at 4 p. m.

'Egg' on Front Burner For Second Week

OMAHA—A second week for "The Egg and I" at the Orpheum beat out other first runs for the best comparative business. Not far behind was the double bill at the RKO-Brandeis, "The Farmer's Daughter" and "The Devil Thumbs a Ride." Sunshine and showers alternated through the week.

(Average is 100)

Omaha—**Ramrod** (UA), 2nd d. t. wk.; **The Man Who Dared** (WB), reissue 85
Orpheum—**The Egg and I** (U-I), 2nd wk 140
Paramount—**Stallion Road** (WB) 90
RKO-Brandeis—**The Farmer's Daughter** (RKO); **The Devil Thumbs a Ride** (RKO) 120
State—**Queen of the Amazons** (SG); **Magnificent Doll** (U-I), 2nd run; split with **Larceny in Her Heart** (PRC); **Bedelia** (E-L), 2nd runs 100
Town—**Song of the Sierras** (Mono); **Bar 20 Rides Again** (Para), reissue; **Mr. Ace** (UA), 2nd run, split with **Danger Ahead** (Mono), reissue; **Talk About a Lady** (Col), 2nd run; **Three Strangers** (WB), 2nd run 105

Three Theatres Boycotted For Showing 'Outlaw'

MINNEAPOLIS — Three theatres in this exchange area, the Lyceum and Pix here and the new Hollywood, Eau Claire, Wis., are on the Legion of Decency list because they have played "The Outlaw."

The Lyceum, legitimate roadshow house here, ran the picture for three big weeks after the Minnesota Amusement Co. turned it down for its Twin City theatres. As a result of the boycott, Manager Leo Murray of the Lyceum says that two of the subscribers for "The Magnificent Yankee," final New York Theatre Guild offering, canceled their reservations.

The picture is now in its second week at the Pix, formerly the Newsreel. It ran five days at the Hollywood, Eau Claire.

Omaha Should Be in Films, Mayor Leeman Believes

OMAHA—Mayor Charles Leeman believes that Omaha ought to be in pictures.

He wrote a letter to Paramount Studios in Hollywood telling them that in his contact with many local organizations "it has been called to my attention that Hollywood has sort of neglected the great state of Nebraska as well as the important city of Omaha."

He pointed out that pictures honoring such states as Texas, Arizona, Wyoming, California and Missouri have been made. He urged that Omaha and Nebraska be remembered in making future Paramount films.

Churches Oppose Opening Of South Dakota House

CORSICA, S. D.—The Christian Reformed churches at Corsica, Harrison and New Holland, S. D., are protesting the proposed establishment of a motion picture theatre at Corsica. The churches declared that Hollywood pictures generally exploit sex, foster crime and delinquency and lead to the idolizing of men and women stars whose example is morally degrading.

Howard Burkhardt in East

KANSAS CITY—Ted Barker, public relations and publicity director of Loew's Theatres in St. Louis, is filling in at the local Midland Theatre while Manager Howard Burkhardt is on vacation in the east. Burkhardt is visiting his native city, Baltimore, and, according to Barker, is "doing some great trolling off Cape Cod."

Theatremen Will Like This Critic; Asks Readers to See Films Twice

MINNEAPOLIS — Bob Murphy, the Star-Journal's critic, believes the proper way to appreciate a picture is to see it twice or more and in his Sunday column he proposed, in jest, forming an organization to be known as SFSMT, ELO, or Society for Seeing Movies Twice, Even Lousy Ones.

"At the risk of being accused of shilling for the film trade," he wrote, "I hold that in many cases it is impossible to get everything out of a movie in one look. This applies, of course, more aptly if you are sincerely interested in films, and even more if you consider yourself a student of them.

NOT ENOUGH EYES

"If you belong in one of those categories, or even if you don't, you might find it an interesting experiment to pick any film at random and determine to see it twice, come what may.

"In the past I have voluntarily gone to see certain films a second time, and in some cases more than that. 'Intermezzo' I saw no less than five times, a couple of them by accident. 'Long Voyage Home' and 'Citizen Kane' I saw four times apiece, once each by accident . . . In a first look at a movie, you merely skim off the cream.

"In an initial gaze at any picture, you find your attention centered on the principals and on the foreground. From them the story emerges and you are interested or not, as the case may be. But in a second look you find that a lot has been going on that you didn't have eyes enough to watch the first time.

GOOD FILM SEEMS BETTER

"I have found that in many cases a good film seems better the second time I see it. In some cases I begin to perceive evidences of phoniness with a second look. In a few my opinion of the goings-on is completely revised.

"In the case of a film which stacked up as a bore, in a few instances it has delivered an added something in a second look. In most, it has provided an opportunity to figure out definitely what was wrong.

"The movies of medium grade seem to benefit in most cases from the second-look treatment. You may find yourself getting more interested in the technical aspects of movie-making just from the lack of anything more titillating going on. Kids can sit for hours in bug-eyed satisfaction catching the intonations of Roy Rogers clucking at his horse, Trigger.

"Membership in SFSMT, ELO is not restricted. If you don't like the initiation, don't sue me."

Kennedy to Be Reopened; Was Dark Two Years

KENNEDY, MINN.—The Kennedy Theatre will be reopened by Arnold Thompson in June. It has been closed for two years.

Truck Hits Marquee

SPRINGFIELD, S. D. — Local authorities have been trying to trace a truck which knocked off part of the marquee of the Virginia Theatre here recently. The driver pulled into town about midnight with a load of metal culverts on his truck. He inquired about road directions and then attempted to make a U-turn in the middle of the block. Part of the load hit the marquee and tore off a section of it. The driver did not stop after the accident.

Knoxville Dresses Up

KNOXVILLE, IOWA—Workmen have begun repair work on the glass front of the Grand. Most of the glass will be replaced.

Bird Island House Closes For Extensive Remodeling

BIRD ISLAND, MINN.—The Roxy Theatre, owned by Michael Gisi, is being remodeled and renovated. It will be closed for six weeks while the improvements are being made.

Rays on Auto Tour

NORTH KANSAS CITY—Clarence Ray, assistant manager of the Armour Theatre here, and Mrs. Ray, cashier at the house, left last week for an automobile trip to the Grand Canyon and the west coast. In North Hollywood, Calif., they will visit Mr. and Mrs. George W. Harttmann, owners of the theatre.

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MINNEAPOLIS

Wedding bells are ringing out for two members of the MGM office staff. Lois Aldrich, bookers' secretary, will march to the altar with Al Sandvit, a University of Minnesota student, June 14, and Jay Lapham, a booker, will seal his vows to Joyce Metzger June 27.

W. G. "Buck" Kidwell, Warner Bros. traveling auditor, was a visitor . . . The local RKO branch is confident that it finished either first or second nationally in the recently concluded Ned Depinet drive, although first place might have gone to Sherman Fitch's Sioux Falls, S. D., exchange. The results and prize awards will be made known at the company's sales convention at the Waldorf-Astoria in New York July 7-9.

Exhibitors visiting Filmrow included Mr. and Mrs. Chet Werner, LeSeur and Jordan, Minn.; L. E. Ledum, Elbow Lake, Minn., and Mr. and Mrs. Floyd Perkins, Mora, Minn. . . . M. A. Levy, 20th-Fox district manager, visited the Des Moines branch.

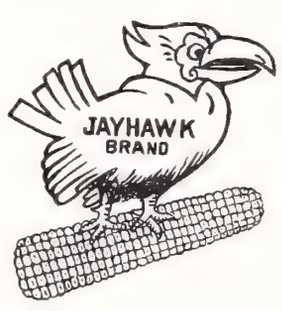
Saul Krugman, Goldwyn division manager, dropped in on the local RKO branch, conferring with Fay Dressell, manager . . . E. L. Walton, Republic assistant general sales manager, was in town last week, and Michael Fallon, home office auditor, is here currently. Joe Loeffler, manager, calls attention to the fact that the Roy Rogers' Technicolor "Bells of San Angelo" has been spotted into two Hollywood de luxe houses as the top feature—the Paramount Uptown and the Paramount Downtown. It goes into the Gopher here in June.

Herb Greenblatt, RKO district manager, was a visitor . . . Jack Cohen, 20th-Fox manager, is plenty proud of that new Buick he is sporting. Jack lost his secretary, Jean Levy, who is retiring to devote herself to domestic duties. Ardis Dartz, a newcomer to Filmrow, succeeds her.

Norman Pyle, MGM exploiteer, is beating the drums at Sioux Falls . . . Twentieth-Fox gave "Miracle on 34th Street" a sneak invitation preview at Radio City here . . . Sid Blumenstock of the 20th-Fox home office publicity department was in town to help Walter Hoffman, exploiteer, arrange for the picture's Twin City campaign.

Sol Francis, Monogram district manager, was in town . . . The town's leading Little Theatre group is taking a leaf from Hollywood and presenting golden keys to its actors and actresses adjudged to have done the best work during the season just ended. The awards were made at a dinner, a la the Motion Picture academy, to which 2,000 members and newspaper people were invited at $3 a throw.

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Howard Henry Acquires Westhope, N. D., Theatre

WESTHOPE, N. D.—Howard Henry, Westhope farmer, has purchased the Arcade Theatre from Glen Jensen, who remains as manager.

Educator Taylor Speaks

OMAHA—James W. Taylor of the University of Nebraska, speaking here, told his listeners, "Eighty per cent of our learning comes through hearing and seeing." Taylor was in charge of audio-visual instruction at Randolph Field, Tex., during the war. He predicted that library patrons soon may borrow records and films as well as books. He said libraries probably will have booths and projection rooms.

PTA Okays Pictures

SIOUX CITY, IOWA—Pictures which have been approved for grade and junior high students in Sioux City by the PTA film committee include: "The Beginning or the End," "Strange Voyage" and "Vacation Days." For senior high students: "The Best Years of Our Lives" and "Sea of Grass."

To Reopen Monett Strand

MONETT, MO.—Commonwealth Theatres will reopen the local Strand June 14. The house, which has been closed for several months following the recent flood, will have a new floor and new seats. Glenn Deeter, manager of the Gillioz here, will also manage the Strand.

McDonald Theatre Sold

TRIBUNE, KAS.—Earl Halfman, employed in the local Western Hardware and Supply Co. store, has bought a motion picture theatre in McDonald, Kas. Halfman and his family will move to McDonald June 1 to take over the house.

Will Scott to St. Joseph

ST. JOSEPH, MO.—William Scott is the new manager of the Jo Theatre, a Dickinson house. Formerly of Kansas City, Scott was recently a manager for Fox Midwest in Wichita, Kas. He replaces Henry Stetina who has been transferred.

Burned in His Booth

FRAZEE, MINN.—Elmer Fisher, owner of the Lynn, is recovering from hand burns. They were suffered during a booth fire at his showhouse.

Columnist Urges Support For Children's Programs

ST. PAUL—In his Sunday column, Jules L. Steele, Pioneer Press picture editor and critic, appeals to the St. Paul public to encourage and support the special Saturday matinees for children now being tried out in a number of neighborhood theatres. He points out that the managements need much encouragement to keep the project going.

"Parent-Teacher associations should get behind it wholeheartedly as well as the parents themselves," he wrote. "It should spread all over the city because the movies have become an integral part of the child's life—as much as are the school and the playground.

"Managers in St. Paul, as well as in every city, have been appealed to from time to time by distracted mothers who criticized the type of movie shown their youngsters. Now, however, a way has been found to combat what was once thought an impossibility. A Children's Film library has been established. It aims to furnish appropriate feature films to exhibitors for children's matinees. Moreover, the library is constantly being increased. Upward of 100 splendid movies, all of them made within the last decade, are now available.

"But the kids won't go to these matinees staged especially for their benefit until they get into the habit. It is up to the parents and teachers, therefore, to use a little persuasion."

Open West Plains House

WEST PLAINS, MO.—The Butler Theatre here was opened May 4. It is located in the building formerly occupied by the old Famous and Dickinson theatres and has been completely remodeled and redecorated. Operated by Bob Butler, Everett Malcolm and John O. Young, who now operate houses in Mammoth Springs and Mountain View, Ark., the owners of the Butler plan to operate on a first run policy. Closed since 1930, the building seats 600.

Joe Faith Buys Linn

LINN, MO.—Earl Anderson, operator of the Linn Theatre for the last year, has sold the house to Joe Faith of St. Louis. Faith is an experienced theatreman, having been connected with the Ambassador Theatre in St. Louis for several years. Anderson and his family will take a vacation through the western states but plan to return to Linn.

Merchants Sell Theatre

BATTLE CREEK, NEB.—Herbert Sanderson has purchased the Community Theatre here from merchants of the town, including Charles Zimmerman, who handled the booking for the theatre. Sanderson is changing the name of the house to the Gem.

'Best Years' Returning

KANSAS CITY—"The Best Years of Our Lives" will play a return engagement here at the neighborhood Apollo, Waldo and Circus theatres June 3-5. Prices will be $1.20 evenings, 75 cents matinees, and 55 cents for children.

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All Zanesville Hails Film Bow

Four-Day Welcoming for Native Son Basehart and 'Repeat Performance'

ZANESVILLE, OHIO—Almost all of this town's 40,000 persons turned out last week to participate in the four-day "Welcome Home" festivities in honor of its favorite son, Richard Basehart, who went out into the world to seek his fortune on the stage and returned as a star in the motion picture, "Repeat Performance," which was given a world premiere at three theatres here Thursday evening. Seats were sold in advance and the demand was so great that Shea's Liberty, Quimby and Weller theatres were drafted for the occasion.

Not only the people, but the local Merchants Ass'n, the Junior Chamber of Commerce, the Basehart Boosters club, the Kiwanis club, the American Legion and all public officials participated in the celebration. Newspapers came out with a 20-page Basehart supplement.



Coming to Zanesville from all parts of the country for the world premiere of Eagle-Lion's "Repeat Performance" were, among many other celebrities, Benny Rubin, stage and screen star now producing for E-L; Fred D. Moon, Atlanta Journal; Richard Basehart, star in the film; Harry Martin, Memphis Commercial Appeal; W. Ward Marsh, Cleveland Plain Dealer, and Earl Wilson, columnist.

CHILI WILLIAMS ALSO THERE

From Hollywood came Chili Williams, famous as the Polka Dot girl, and Frances Rafferty, on the Eagle-Lion acting roster.

Gov. Thomas Herbert came from Columbus. Louis Bromfield, author whose new book, "Kenny," soon to hit the bookstands, has been purchased by Eagle-Lion, and a personal friend of E-L President Bryan Foy, contributed unstintingly to the festivities. Other celebrities who attended from all parts of the country included columnist Earl Wilson and his wife; Robert Ruark, Scripps-Howard columnist; Louis Messolonghitis, King Features editor; Dick Connors, Press Ass'n feature writer; Inez Gerhardt, syndicated columnist; Maggi McNellis, NBC commentator, listed as one of the ten best dressed women of America; Bill Leonard, CBS air columnist; Dolores Craig of WINS; Jay Breen, United Press feature writer; Douglas Anderson, UP feature writer; Shana Agar of PM; Betty Etter, editor of Movie Life magazine, and Col. Philip Cochran, the "Flip Corkin" of Milt Caniff comic strip fame.

The newspaper fraternity was also represented, among them W. Ward Marsh, Cleveland Plain Dealer; Fred Moon, Atlanta Journal; Harry Martin, Memphis Commercial Appeal, and representatives of most of the motion picture tradepapers.

BUSINESS AREA AFLUTTER

Zanesville's entire business area was aflutter with banners of welcome and pictures of Basehart strung across the streets at intervals of about 25 feet. Every store window shared its merchandising space with photos of the star, stills from his first picture, "Repeat Performance," and welcome signs. On the day of the premiere a parade of officials, stars and guests, which took more than an hour to pass, was held. Schools were dismissed for the occasion. Banks and stores were closed. Zanesville really made it a "welcome day" for the star whose sensitive and sincere work in "Repeat Performance" gives high promise of great performances to come.

The Eagle-Lion campaign got off to a start on May 19 with the arrival from Hollywood of Benny Rubin, stage comedian, now a producer for Eagle-Lion, with Chili Williams and Frances Rafferty. They were met at the city limits by Mayor William Watson and officials of the city and service clubs.

From then on it was a 24-hour-a-day merry-go-round of interviews, broadcasts, luncheons, more interviews, dinners and more luncheons. The Retail Merchants Ass'n sponsored a dinner for more than 100 guests at the famed Headly inn. Louis Bromfield, in chef's cap, assisted in serving not only the specialties of the inn, but also his own famous hominy souffle, which he himself prepared.

The Junior Chamber of Commerce dance at the Municipal auditorium was the next port of call. Governor Herbert shared the spotlight on the stage with the Hollywood stars and helped in the selection of Miss Zanesville, one of the main events of the evening. With very little time out for sleep, the E-L boys plotted another full program for Wednesday, with a luncheon at the YWCA, the parade, and selection of "Miss Repeat Performance." Contestants were finalists in beauty contests held in Ohio colleges. The winner was Zanesville's own Alice Burgess. Her prize is a trip to New York, where she will be given a screen test.

Richard Basehart, the cause of all the shouting, was born in Zanesville in 1919. He is a son of the late Harry T. Basehart, former managing editor of the Sunday Times Signal, weekly newspaper. Dick was graduated from the Zanesville high school, worked on the Times Signal for a while, and then switched to radio. His stage training came playing stock at the Hedgerow Theatre in Philadelphia. Then he appeared on Broadway in a series of plays. He gained his big success on Broadway in the play "The Hasty Heart." His work in this play attracted the attention of screen scouts and now he has a seven-year contract with Eagle-Lion.



Louis Bromfield, author and chef de luxe, serves a platter of chicken to Richard Basehart (L) and Gov. Thomas Herbert at a dinner for 100 guests at the famous Headly inn in Zanesville, one of the events of the four-day celebration.

PREDICT BRIGHT FUTURE

Newspapermen attending the celebration agreed with Eagle-Lion that Basehart has a great future on the screen. "Seems to me Richard Basehart has a long and famous future in the movie business," said Robert Ruark. W. Ward Marsh of the Cleveland Plain Dealer thinks he'll be a screen success.

E. C. Grainger, president of the Shea chain, was accompanied at the premiere by his beautiful wife. Grainger, John Woodward, Shea city manager, and Ed Hiehle were largely responsible for the success of the premiere. Their three theatres were oversold by some 400 seats for the triple premiere.

The Hollywood stars, with Benny Rubin as master of ceremonies, put on some acts at the Liberty and Weller theatres before the start of the picture. Rubin did some of his famous soft shoe dancing and Louis Bromfield, with Maggi McNellis as his partner, brought down the house with an impromptu dancing act, as a change from their many preceding formal introductions.

And what about "Repeat Performance"? Joan Leslie is given the chance to relive a year of her life. Things don't turn out the same way both times. It has never happened, but seeing the picture, everyone will immediately begin to wonder what their lives would have been had they had the chance to revise one year.

A. W. Schwalberg Eagle-Lion general sales manager, was on hand to receive congratulations at the close of the picture. Bryan Foy, scheduled to attend, was called to Mexico City on business.

Sidelights on Zanesville Premiere

ZANESVILLE, OHIO—Sidelights on the world premiere here of "Repeat Performance":

The whole thing started very innocently when John Woodward, Zanesville city manager for Shea Theatres, suggested to Shea circuit President E. C. Grainger that it would be nice to have the premiere in Zanesville, inasmuch as Richard Basehart featured in the picture, is a Zanesville boy. Grainger passed the suggestion on to Eagle-Lion President Bryan Foy. Foy sent his scouts to Zanesville to see what the possibilities were and his answer, as now known, was affirmative. At this point the entire Eagle-Lion exploitation and publicity staff from Max Youngstein, head of the department, down to the field men got busy and they never stopped until Thursday night when the premiere was held in a blaze of glory.

Benny Rubin and Ed Hiehle, manager of the Weller Theatre, swapped reminiscences of the days when Rubin, then in vaudeville and not so well known as he is today, played Hiehle's theatre.

Betty Basehart, sister of the Eagle-Lion star, had a four-day vacation from the bank where she is employed, so that she could share in the doings.

Frances Rafferty was the favorite of the sidewalk audience of the big parade on Thursday afternoon.

Bill Shartin, E-L district manager, and Harry Bugie, Cincinnati manager, skipped the Wednesday doings and blew in for the Thursday premiere.

Maggi McNellis, NBC radio commentator, took a 3:20 a. m. plane out of Columbus to make her 11 a. m. broadcast in East Orange.

Addie Addison jr., with Eagle-Lion in Atlanta, was on hand. He is the son of H. M. Addison, one-time manager of Loew's State in Cleveland. Addison sr. is now retired and living at ease in Florida.

Betty French was on hand, so as to give her Akron Beacon Journal readers a blow by blow description of Dick Basehart, the picture "Repeat Performance" and all the doings, both fore and aft.

Chili Williams, first saw the light of day in Minneapolis. Her name was Marion Sorenson until Harry Conover thought up the more glamorous one.

Frank V. King, general representative for the Shea Theatres and assistant to E. C. Grainger, president, was very much in evidence.

Dale Tysinger, district manager for the Midland Theatre Co. of Newark, Ohio, came up to enjoy the food and the festivities.

Photographers were everywhere—no shortage of film or flash bulbs.

Jerry Pickman, assistant director of exploitation, publicity and advertising for Eagle-Lion, on whose shoulders rested the responsibility for the smooth running of the four-day program, seemingly was the only unruffled person present.

George Bennett, Robert Condon and Peter Hynes of the E-L publicity staff and Milton Overman of Kansas City earned the kudos of the visiting guests for meeting their various and specialized demands, such as finding mislaid baggage and delivering guests to plane and railroad terminals at such crazy hours as 3:30 a. m.

F. L. Sieveking Plans Louisville Drive-In

LOUISVILLE — Louisville's first drive-in theatre will have stadium-type seats for patrons without cars as well as parking space for 725 cars. The new drive-in will be located at Preston highway and Fern Valley road, about seven miles from downtown Louisville.

Franklin L. Sieveking jr. of New Albany, Ind., has leased 16 acres for the project from Anton Recker of Louisville and Fred Recker of Preston highway and Fern Valley road. The property has been taken for 15 years at a total rent of $25,000.

Sieveking, who has been connected with the Cantor circuit of Indianapolis for 12 years, intends to spend about $125,000 on the property, which he will call the Southway Movie Park. He hopes to have the theatre open by July 15.

After the theatre has been completed and operating, Sieveking intends to add an amusement park which will include outdoor bowling facilities, a miniature golf course, archery and table tennis. Complete concessions are to be maintained at both the theatre and park.

There will be in-car speakers at each parking space, and some of the spaces will be equipped with additional hearing aids for the hard-of-hearing. The number of seats for patrons not in cars has not yet been determined.

Kresge Building to Replace Rex Theatre in Louisville

LOUISVILLE—A Fourth street real estate transaction involving more than $2,000,000 in rentals over a 25-year period has been announced by the S. S. Kresge Co. The Kresge addition will replace a Louisville landmark, the Rex Theatre, 408 South Fourth St., formerly the Novelty Theatre, which oldtimers say has been on the site since about 1910.

The Rex is owned and operated by the Fourth Avenue Amusement Co. of Louisville and is managed by William Metzger.

Located in the Rex Theatre building are the screening room for the Fourth Avenue Amusement Co. and also the offices of Amusement Enterprises, which operates a number of Louisville theatres.

C. D. Arnold of Bardstown Retires From Exhibition

BARDSTOWN, KY.—C. D. Arnold, part owner and general manager of the Arco and Crystal theatres here, has turned over his interests to his son C. K. Arnold and has moved to Florida. Arnold has bought an apartment building in Florida. It can be assumed that about 90 per cent of his time will be spent fishing.

Wakeman Wins Approval For Frankenmuth House

FRANKENMUTH, MICH. — CPA has approved Albert Wakeman's application for permission to build a new theatre here. Work will begin at once and the house is expected to open about August 1. The job was begun last year after Wakeman had received verbal approval from the Detroit office of CPA. CPA later ordered the work halted when a local citizen complained. Wakeman and other local businessmen have been fighting ever since for another approval.

Ohio City Tax Bill Unfair Says ITO Scribe Wood

COLUMBUS — The amusement business should not be selected as the only business upon which a new city tax should be levied declared P. J. Wood, secretary of the Independent Theatre Owners of Ohio, in a letter to the editor printed in the Columbus Citizen.

Wood listed five reasons why the legislature should not pass house bill 398, now up for consideration by the senate after passing the house. The bill as passed by the house would repeal the present state 3 per cent admissions tax effective October 1. Cities would be allowed to take over the tax with no top limit set.

Wood's five points include: Loss to the state of approximately $2,000,000 per year; discrimination in favor of such out-of-city limits as night clubs, racetracks and baseball parks; passing on to the public of any city admissions taxes in excess of 3 per cent; singling out the amusement business for new taxes to the exclusion of other businesses, and, finally, the admissions tax alone would not give cities the financial assistance they need.

The ITO secretary urged that the admissions tax be given the same treatment as the cigaret license tax and the tax on deposits in financial institutions; namely that the state continue to collect the tax and that it be returned to the county of origin, as is covered in senate bill 250.

Dave Brown Appointed To Sales Post for UA

PITTSBURGH—Dave Brown, a popular member of the industry here for more than a score of years, has been named sales representative for United Artists, succeeding William Scott, resigned. Brown, who has been office manager and head booker at the local UA branch for a decade, will be succeeded by Jane Patterson, booker. Stepping into the assistant booking post is Roy Davis, another veteran employe with UA.

David Leff, who came here prior to the death of Ira H. Cohn, was named Pittsburgh manager.

Brown, one of the founders of the Variety Club, started in the film business with Paramount in Chicago. Later he was with the Warner theatre department in booking capacities here and in St. Louis, returning to Pittsburgh ten years ago to join UA.

Charles Bullock, 59, Dies; Led Cleveland IATSE

CLEVELAND—Charles Bullock, 59, who since 1932 was president and chairman of executive committee of Local 160, IATSE, was buried Wednesday (28) in Sunset Memorial park. He died Monday at his home here after an illness of several months. Son of Sam Bullock, pioneer exhibitor and one of the founders of the Cleveland Motion Picture league, forerunner of the Cleveland Motion Picture Exhibitors Ass'n, he was a motion picture operator for his father at the Columbia and Boulevard theatres and since 1919 he was with the local Loew circuit. Surviving are his wife Patricia; daughters, Mrs. Edythe Skody and Miss Lynn Bullock; sons, Robert G., Charles H. and Russell R.; his mother, two brothers and a sister.

Florence Drive-In Opens

FLORENCE, KY.—The new Drive-In Theatre built here by the Broadway Amusement Co. of Covington opened May 22.

'Smash-Up' Bounds To Cincinnati Top

CINCINNATI—The seasonal slump in box-office receipts was apparent here with but few of the attractions reaching par. "The Farmer's Daughter" gave a good account of itself in the third week, and rated another holdover. With the exception of this picture and "Smash-Up" at Keith's, which reached top rating, there was new screenfare in the other downtown houses.

(Average is 100)

Albee—**The Imperfect Lady** (Para) 90
Capitol—**The Sea of Grass** (MGM), 3rd wk. 80
Grand—**The Sea Hawk** (WB); **The Sea Wolf** (WB), reissues 110
Keith's—**Smash-Up** (U-I) 185
Lyric—**The Thief of Bagdad** (FC); **The Ghost Goes Wild** (Rep) 80
Palace—**The Guilt of Janet Ames** (Col) 70
Shubert—**The Farmer's Daughter** (RKO), 3rd d. t. wk. 120

Rain Hurts in Cleveland, But 'Egg' Registers Big

CLEVELAND—Rain cut attendance heavily everywhere except at the Allen where "The Egg and I" did big business. Crowds continued during the entire first week's run of this heavily advertised picture with grosses soaring to a high 230 per cent, outstripping anything since "The Razor's Edge" ran last December. Second week of "Suddenly It's Spring" on a moveover went over the line to a good 110 per cent, but these were the only pictures to register a better than average showing.

Subsequent run theatres also report a consistent drop in attendance, but some of it is seasonal.

Allen—**The Egg and I** (U-I) 230
Hippodrome—**Smash-Up** (U-I), 2nd wk. 85
Lake—**Stairway to Heaven** (U-I), 2nd d. t. wk. 85
Mall—**The Best Years of Our Lives** (RKO), 7th wk. at advanced prices 80
Ohio—**The Thief of Bagdad** (UA), reissue 95
Palace—**The Homestretch** (20th-Fox) 70
State—**Dishonored Lady** (UA) 80
Stillman—**Suddenly It's Spring** (Para), 2nd d. t. wk. 110

Theatre Business in Detroit Steady With No High Spots

DETROIT—The general level of business showed a steady trend last week with no marked highs or lows. "Best Years of Our Lives" went into its eighth week at the Downtown. "Song of Scheherazade" stayed on at the Fox for the second week, and "Carmen" was held over for the third week at the Cinema.

Adams—**Blondie's Holiday** (Col); **The Guilt of Janet Ames** (Col) 105
B'way Capitol—**Ramrod** (UA); **Hard Boiled Mahoney** (Mono), 2nd wk. 100
Cinema—**Carmen** (Superfilm), 2nd wk. 110
Downtown—**The Best Years of Our Lives** (RKO), 7th wk. 135
Fox—**Philo Vance's Gamble** (PRC); **Song of Scheherazade** (U-I)) 130
Michigan—**The Farmer's Daughter** (RKO); **The Big Fix** (PRC), 2nd wk. 110
Palms-State—**Unexpected Guest** (UA); **Dishonored Lady** (UA) 120
United Artists—**The Sea of Grass** (MGM); **My Brother Talks to Horses** (MGM) 125

Maurice Cammack Buys Theatre in Menominee

MENOMINEE, MICH.—Maurice E. Cammack acquired the Menominee Theatre when he turned over to the city a check for $15,000 to exercise an option to buy provided in the lease under which he has been operating the theatre since Dec. 1, 1945.

Under terms of the sale, Cammack must operate the premises as a theatre for a period of five years and must make the theatre available to civic functions at least 20 nights a year for a period of not more than ten years. If in the first five-year period he should fail to operate the theatre, the premises are to be taken over and operated by the city for the remainder of the five-year period, after which the title goes to Cammack.

Cammack leased the theatre Dec. 1, 1945, and made extensive improvements. During the first year of his lease he paid the city $50 a month and before the year was up he offered to buy for $12,000. After negotiations the $15,000 figure was decided upon and the deal was approved at a referendum.

In the last few months Cammack has been operating under a lease which required him to pay a monthly rental of $100 plus 5 per cent of the gross, less federal taxes. For the month of March his payment to the city amounted to $244.



PUSH PARAMOUNT DRIVE—Leaders of the Paramount setup in Cleveland got together May 16 and 17 for a meeting at which they opened the company's campaign which is being conducted under the title, Paramount's 35 Years of Leadership. Left to right are: Seated, George Bressler, Art Young and S. Frifield, branch manager; standing, Aaron Wayne, District Manager Harry H. Goldstein, Rudy Norton, Les Irwin, Division Manager Earle W. Sweigert, Jim Levine and Irvin Sears.

'Abie's Irish Rose' Pulled When Clergymen Protest

AKRON—The scheduled showing of "Abie's Irish Rose" at the Allen was postponed on receipt of a letter of protest from Akron religious leaders. This is the second time these interests have succeeded in their attacks on the play. A proposed Little Theatre production of "Abie's Irish Rose" was canceled here early this spring as the result of protests by the same religious leaders.

Rabbi Efraim Rosenzweig of the Akron Jewish Community Council, the Rev. William Robinson of the Akron Ministerial Ass'n and the Rev. Edward B. Conroy of the Akron Catholic deanery wrote to the Cooperative Theatres Co., Cleveland, owner of the Allen, urging that it cancel booking of the picture "in the interests of community goodwill and friendly understanding."

Cooperative Theatres decided to postpone showing of the film until Milton Mooney, company president, returns from his vacation.

Three Theatres Refurbish

DETROIT—The following theatres are being redecorated and adding a new marquee: Family Theatre, East Tawas, Mich., Ashman Bros., redecorated inside and out; Old Rivola at Tawas, Mich., Ashman Bros., being redecorated, and reopened under the name Bay; Gem Theatre, Flint, Mich., Herb Blankenship, new marquee.

Pennsylvania City Tax Bill Off Calendar Temporarily

HARRISBURG—The Pennsylvania municipal tax bill H800 has "passed over" for several weeks, but the act is not killed, although it is off calendar at present.

A major issue and political fight this week in the waning days of the legislative session is the proposed increased salary measure for school teachers. One tax bill permits Pittsburgh to boost school real estate taxes 15 cents per $100 of assessed valuation and imposes a per capita tax of from $1 to $5 on all persons over 21. Also there is a revenue bill giving all other school districts the right to levy a wide variety of local taxes to permit salary increases above the state's mandated schedule. Gov. James Duff disapproves taxes on pinball machines, juke boxes and amusements, proposed to finance this act, H766.

Schools, FEPC and new labor laws are the last issues to be decided by the assembly. The governor's $140,000,000 new tax program has cleared the legislature and has been signed into law. The general appropriation bill, carrying $382,000,000 for expenses of state government in the next two years, has been introduced.

A boost in the state cigaret tax from 2 to 4 cents a pack is effective June 1. Beer tax doubles and there is an increased levy on soft drinks at the same time.

Charles Harper, 67, Dies; Columbus, Ohio, Veteran

COLUMBUS—Charles W. Harper, 67, veteran of 47 years in local theatres, died of pneumonia after a six-week illness. At the time of his death he was treasurer of the Hartman theatre, a post he had held for the past ten years. A native and lifelong resident of the city, Harper had been manager of the old High Street Theatre and the Lyceum for a quarter of a century before joining the Hartman staff. Oddly enough, just a few months ago he told friends that he couldn't die during the busy winter season. He would wait until the slack spring or summer, he said, half-jokingly. He is survived by his wife, Mrs. Minnie Harper, and a sister, Mrs. Pansye Perkins.

CLEVELAND

Herb Ochs, the drive-in theatreman is the grandpappy of Michael Peter, born to his daughter Pat and husband Peter Hill in Cambridge, Mass., where Peter is a student at MIT. Herb and his wife Liz also have a granddaughter . . . Richard Rieger has been promoted from assistant manager to manager of the Embassy Theatre, downtown subsequent run house owned and operated by the Community circuit. Rieger succeeds Eugene Frank, resigned.

Don Gregory, RKO exploiteer in Cleveland, and Jack Tucker, RKO exploiteer in Buffalo, have exchanged territories for a ten-week period . . . Harold Greenberger of the Community circuit is mourning the loss of a new Pontiac. It was damaged beyond repair when another car smashed into him. No one was seriously injured.

Guido Spayne, Akron, is putting the finishing touches to his new Lyn Theatre, a 998-seat house situated on Waterloo road on the outskirts of the city. Said to cost in excess of $200,000, the new Lyn, scheduled to open during the first week of June, has many novel features, chief of which is a soda bar. A 17-acre parking lot adjoins the building.

The Ridge Theatre here has changed hands. Mrs. Helen Fanchley recently acquired it from Bernard Cole . . . Another local woman who is taking an active interest in theatre operations is Mrs. Max Weinstein. Since the death of her husband early in May, she has taken over the booking and is personally in charge of the theatre.

"Duel in the Sun" is all set to open at the Loew theatres in this territory June 12. Theatres involved are the Stillman, Cleveland; Valentine, Toledo; Loew's Akron and Loew's Canton. An extensive advertising and publicity campaign is in progress under the direction of Paul Blaufox. To start with, SRO is using in Cleveland 25, 24-sheets, 1,000 one-sheets and 50 six-sheets.

Howard Roth, Paramount head booker just back from a vacation in Texas, brings back to the Cleveland film folk greetings from Harry Sachs and Duke Clark. Sachs, who left Warner Bros. in Cleveland about ten years ago to join Interstate in Texas, is now the owner of his own chain in Texas with headquarters in Dallas. Duke Clark is Paramount southwest district manager at Dallas.

Elayne Haerman and "Bud" Friedman, manager of the new Warners' Vogue Theatre in Shaker Heights, were to be married May 31 in the chapel of the Euclid Avenue temple. After a wedding dinner and reception at Wade Park Manor, the newlyweds were to leave for a honeymoon in Florida. After their return they will reside at the Wade Park Manor.

Grover C. Schafter, SRO district manager, is moving his headquarters from Cincinnati to Cleveland. This means that the carpenters, who just finished putting the SRO Film Bldg. exchange in working order, are back to redesign the space to provide an office for Schaefer . . . Belatedly comes word that Sara Shapiro London, long with Monogram here, is the mother of a baby son.

Morton Van Praag, whom oldtimers will remember as Universal manager in Cleveland, was in town last week. He is now connected with All American News, which produces newsreels, short subjects and features with all-Negro casts. Van Praag says there are 700 theatres in the country catering to Negro patronage and the demand for special films for these theatres is rapidly expanding. While in Cleveland, he arranged with the Washington circuit for an engagement of Cab Calloway in High-De-Ho at the Globe Theatre.

Milton Grant, head of the Silk Screen Process Co., which has perfected a process to print photographs on silk, and who specializes in screen processed advertising for theatre displays and street car advertising, has acquired a new location at St. Clair avenue and East 21st street. The new building is expected to be completed in early fall. Grant says that his entire operating personnel is composed of ex-servicemen.

Dave Sandler, president of Drive-In Theatre Equipment Co., manufacturer of Auto Voice in-car speakers, reports his plant is now working at capacity and he is planning a fishing trip . . . Remember to make reservations for the ITO convention, July 14 to 16 in Cedar Point, P. J. Wood reminds all exhibitors. Rickie Labowitch of the Cleveland Motion Picture Exhibitors Ass'n, will handle reservations for theatre owners of northern Ohio.

M. B. Horwitz, general manager of the Washington circuit, is back from California where he attended the Variety convention as a delegate from Cleveland's Tent 6 . . . Charlie Gottlob of the Mount Pleasant Theatre and Mrs. Gottlob flew back from California. They drove out but sold their car out there. The desert heat of 114 in the shade was not Mrs. Gottlob's idea of a vacation. Charlie says there never was anything to compare with the Variety convention and he's all set to attend next year's gathering of the Tents.

George Aylesworth, manager of the Windameer Theatre has taken a leave of absence to take over the management of his Aylesworth's gift shop in Mackinaw City, Mich. This has been a sideline with Aylesworth for the past seven years. Heretofore his son has taken care of it. During his absence, Sheldon Silverman, son of the late Si Silverman, will have charge of the Windameer. Aylesworth will return in the fall.

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Coulter Dinnerware | **Theatre Films** 403 Film Bldg. Cleveland 14, Ohio | Theatre Games

Steve and George Rodnok Buy New Site in Oakmont

OAKMONT, PA.—Steve and George Rodnok have purchased a lot here at Allegheny and Delaware avenues from the Desmond family of Hulton road as the site for a proposed theatre. Plans for a modern building are in the design stage. The lot is 65x150 feet, centrally located.

The Rodnoks intend to convert the Lehigh Theatre into a storeroom and to sell it.

Their father, Steve Rodenok, built the Oaks Theatre here in 1939. The present Lehigh is deemed unsuited for conversion into the modern type of theatre the two sons would like to operate as a companion theatre to the Oaks.

Shooting 'Off to Buffalo'

Lloyd Bacon, veteran director, is shooting "Off to Buffalo" for 20th-Fox.

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PITTSBURGH

Sam Yakish, Coverdale exhibitor, has served on a criminal court jury for the past two weeks . . . Jackie and Didi Fields, who are to take up residence in Philadelphia, were hosts at the May 23 family night party in the Variety Club . . . Adolph Haas, MPA eastern division manager in the theatre relation department, and A. W. Goodyear, MPA divisonal sales manager, of Mechanicsburg, Pa., were Filmrow visitors.

Mr. and Mrs. Steve Rodnok jr. of the Oaks, Oakmont, are moving into their apartment in Rosedale . . . John Bello, who joined the Warner circuit several weeks ago as assistant manager of the Rowland, Wilkinsburg, has been transferred to the Enright, East Liberty, as assistant to Charles Comar . . . Al and Aurora Panza, former Russelton exhibitors, are parents of a third child, a son, born last week. They have a daughter and another son. Mrs. Panza is a daughter of the Elmer Dattolas, Springdale exhibitors.

The Harry Rachieles will be grandparents in the fall. Their son Arthur and his wife have dated the stork for September. Art manages local area theatres for his father . . . Art Cinema is exhibiting the noted French film, "Children of Paradise" . . . Warner theatres in the area will present the Grand Ol' Opry radio show with the Duke of Paducah . . . John Loder, playing at the Nixon in the stage version of "Laura," made a special personal appearance at Loew's Penn in connection with the showing of "Dishonored Lady," in which he is featured with his wife Hedy Lamarr.

Henry and Marie Schmitt, Imperial exhibitors, will attend the Stowe township high school graduation exercises within the next few days to extend their love to their granddaughter, Lois Pagin, a member of the '47 class. She is a piano student of Homer Ochsenhirt and they are very proud of her . . . Mr. and Mrs. James G. Balmer have been vacationing in Atlantic City. He's attending the Shrine convention.

Morris Kaufman, former local exhibitor, has just opened a men's store in Etna . . . A certain man, who resides not far from Pittsburgh, has been visited by postal authorities and has been notified to cease placing mail orders. He wrote to all the theatre equipment houses, the branch film exchanges, home offices, etc., regarding purchase of materials, licensing of films, etc., although it developed he had no money or backing. His letter-writing got him in trouble when he ordered a fleet of trucks.

George Dillon arrived here from New York to join RKO as Erie area sales representative, succeeding Dave Silverman, who has been promoted to city salesman . . . Dolores "Dolly" Bosko, Paramount contract clerk, celebrated a birthday May 18 and received an engagement ring from Tom Ragan, ex-GI . . . A. A. Schubart, RKO manager of exchange operations, and Bob Folliard, district chief, were visitors.

Charles and Dale Warner were here from Bridgeport, W. Va., last weekend . . . Jerry Castelli, Library exhibitor, is departing for Canada and a fishing trip . . . Bill Walker, Crafton, was in Saginaw, Mich., last week, returning for the funeral of his uncle, Andrew R. Cherry, former film man.

The Norman Fleishmans of the Brighton added to their family May 21. It's a daughter and she has been named Sheila . . . Navari Amusements has enrolled the new Eastwood, Penn township, with the AMPTO. Navari's Penn in Universal also is an Allied member . . . Frank Fairgraves, Erie, is attending the Shrine convention in Atlantic City.

Edna Shatum, RKO contract clerk, and James R. Thompson will be married in the Morningside Methodist church the evening of June 4, with a reception following—in the church . . . Lawrence Lowstetter, Meyersdale, has entered his "Miss Economy" for the racing season in Charles Town, W. Va. . . . John Lengyel, member of Local 171, is on the projection job this season at Herb Ochs' drive-in on Route 22.

Don D'Carlo, theatrical agent, and his wife Beatrice are parents of a daughter born at the Shadyside hospital . . . Jimmy Stewart spent a few days at his home in Indiana, Pa. . . . WPIT, Pittsburgh's sixth radio station, went on the air May 18 . . . Juel A. Sheffler is opening the Eastwood beauty salon in the beautiful new Eastwood Theatre, Penn township, within the next few days.

Milton Gibson of Atlas Supply is looking for a used Solovox to attach to his piano . . . Harry Koch, manager of Warner's South Hills, Dormont, is vacationing in California and Dave Smith of the circuit's nearby Hollywood is substituting for him . . . Forrest Jarvis, former West Virginia exhibitor, again is on tour with his magic act, the Great Jarvis.

Rube Robinson, Wheeling bill posting-advertising executive, died May 16 in Cincinnati. He was a brother of Claude Robinson, Clarksburg, W. Va., showman. Funeral was in Louisville, Ky. . . . Gimbels and other store officials here attended a special screening of 20th-Fox's "Miracle on 34th Street."

Maurice "Red" Silverberg, U-I city salesman, and Shirley Darling, Frank & Seder fashion coordinator, are honeymooning after their marriage here May 18 . . . C. L. Hall, Clarence exhibitor, is recuperating from a serious illness . . . Mr. and Mrs. Israel Roth of the Penn, Penn avenue, are at home after vacationing in Orlando, Fla., and visiting a daughter in Birmingham . . . For the second season, Catherine Del Tondo is taking a leave of absence from Warner circuit booking duties to join the Civic Opera chorus for the outdoor season in Pitt stadium.

R. Allison, Rivoli and Hollywood circuits' managing director, suffered a jaw infection but he is, recuperating . . . The Norman Fleishmans of the Brighton are awaiting Doc Stork. They have a 4-year-old son.

The AMPTO committee which has arranged the golden wedding anniversary dinner in honor of Mr. and Mrs. Fred J. Herrington says the event will be the best testimonial ever presented here by the motion picture industry. Dated just a day or two after you receive this issue, the dinner time is 6:30 p. m. Wednesday (4) and the place is the Urban room of the William Penn hotel. It will be an evening to be remembered.

Lew Hepinger, ill for several months, has recuperated and he is back on the job, renovating and modernizing his Orpheum, Clarion . . . Bill Brooker, Paramount's exploitation representative at Philadelphia, who assumed added duties here when Jim Levine was transferred to Cleveland, was here last week.

Charles Baron, one of the best known and most productive exploiteers in the country, resigned at MGM last week. With his sister, Mrs. Cora B. Henderson, Charlie went to New York for a few days . . . Roy G. Bostwick, Wilkinsburg lawyer who died a week ago, represented various film companies in litigations here . . . The Plaza Theatre, Bellefonte, operated by the Midstate circuit, has been newly painted . . . C. E. Picard, contractor, is remodeling Ideal circuit's Ideal and Rivoli theatres, Johnstown.

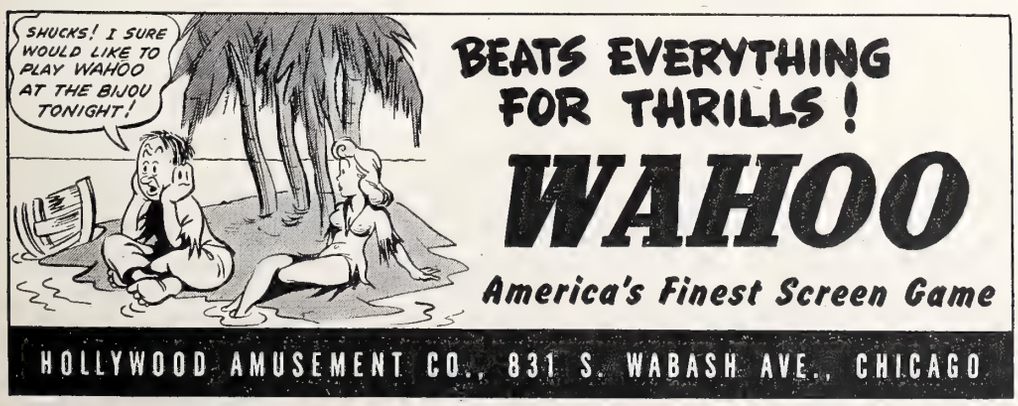
Fred J. Herrington, who had planned to get started on a trip to Hollywood with Mrs. Herrington next weekend, will delay the holiday because of legislative matters pending in Harrisburg. The assembly may not adjourn until late in June.

Lou and Roberta Hanna were in New York on business with Acme Distributing Co. . . . Emanuel Feldman, formerly of the Warner circuit and Filmrow, is mourning the death of his father Harry, retired employe of Carnegie-Illinois Steel Corp.

Bill Jervis of National Theatre Supply, ill for three weeks, is not expected to resume any duties for some time . . . Dave Brown, UA's new salesman and Filmrow fire marshal for six months, completed inspection tours last week . . . Bob Lynch, veteran Warner salesman, is checking out on his vacation . . . Ike Sweeney, Republic's new manager, has purchased one of those new Philco radio and record players.

David Barnholtz, former local Universal salesman and city exhibitor, is here from his home in Los Angeles. He holds an interest in several Mervis Bros. theatres in the uptown and hill district near Filmrow . . . Jim O'Gara, Republic eastern manager, and Sam Seplowin, district manager, were visitors . . . Matt Ray, Paramount shipper, won a new Chevrolet last Saturday in a contest sponsored by the Bellevue Volunteer Fire department.

Variety Club will dedicate the swimming pool at Camp O'Donnell June 15 and the pool will be formally opened for the use of the children at the camp a week later. Variety's golf tournament at Chartiers Heights Country club June 16 is progressing under the co-chairmanship of Tim Birks and Art Levy.



Scripts 'Mystery in Mexico'

RKO has signed Lawrence Kimble to write the script for "Mystery in Mexico."

CINCINNATI

J. L. Hall has taken over the Blue Bell Theatre, Oceana, W. Va., from J. Roberts . . . Lawrence Johnson has opened the Rex Theatre in East Jenkins, Ky., a 350-seat house . . . Floyd Price, Newark, Ohio, spent several days in Cincinnati attending to theatre business . . . Amy and Robert Banker, both with U-I, are motoring to Miami, Fla., for a vacation.

Harmon Snyder, who operates theatres in Hi Hat and Ligon, Ky., has taken over operation of the Weeksbury Theatre, Weeksbury, Ky. . . . Twentieth-Fox sneak-previewed "Miracle on 34th Street" at the Albee Theatre May 20. Attendance was good.

Mitchell Blachschleger, State, Middletown, Ohio, has taken over the Roxy Theatre, Lockland, Ohio.

Rex Carr has been appointed general manager for Theatre Owners Corp. Carr formerly was associated with the Manny Marcus circuit . . . Leonard Katz has resigned as booker for RKO and assumed a similar position with SRO, effective June 2.

A son was born May 17 to Mr. and Mrs. Grant J. Thomas of the Fayette Theatre in Fayetteville, W. Va. . . . Stage, Inc., a new civic theatre project in Cincinnati, plans to produce five plays for the season 1947-48. The organization also will have a laboratory theatre to train actors. It is being incorporated as a nonprofit organization under Ohio laws.

Frank Allara, Matewan, W. Va., made a crash landing in Ross, Ky., May 20 after circling over Lunken airport waiting for the fog to lift. Allara suffered several cuts and bruises and the plane was damaged to the extent of about $300.

Theatre Owners Corp. has bought the Overlook Theatre here from Charles Penn . . . Al Sugarman, Columbus, visited the exchanges. The new World Theatre, Columbus, in which he and L. J. Hofheimer are partners, had its grand opening May 21 and Sugarman was enthusiastic about the public's response to the foreign picture policy.

Pearl Mann, inspector at MGM, has received a ten-year loyalty pin . . . Clyde Humphries has taken over the Dream Theatre in Mason, Ohio, from W. E. Hall . . . Helen Grob is the new cashier at Film Classics.

The Midwest Theatre Supply Co. has installed new seats and sound equipment in the Hartford Theatre, Hartford, W. Va., for W. T. Stone . . . It is rumored that a new drive-in theatre will be built in Kentucky between Nicholas and Stanford.

Jane Weber of the 20th-Fox cashier's department was given a dinner party and shower by her sister Rosella Schalk May 22. All the 20th-Fox girls were invited. Jane's wedding is set for June 14.

National Theatre Supply has completed installation of sound and projection equipment in the St. Paul Theatre, Dayton, Ohio, for Roy Wells . . . Dick Miller, office manager for Paramount, is the proud possessor of a 1947 Ford.

Nate Wise, publicity director for RKO Theatres in Cincinnati and Dayton, made a trip to New York recently to receive an award for outstanding showmanship . . . Joe Small, home office auditor for Warners, is making a routine check of the Cincinnati branch.

Visitors on Filmrow: E. T. Denton, Majestic Theatre, Owingsville, Ky.; F. H. Clemens, Beckley Open Air, Beckley, W. Va.; J. H. Davidson, Associated Theatres, Lynchburg, Ohio; Max Goldberg, Pastime, Falmouth, Ky.; Art Miller, Miles circuit, Columbus; Dr. A. B. McCrum, Village, Charleston, W. Va.; Earl and John Hewitt, Bethel, Ohio; Fred Rowlands, Columbus.

H. J. "Pop" Wessel of Film Service Co., chairman of the heart committee of the Variety Club, left for a several weeks stay in the east. "Pop" and Mrs. Wessel will attend the confirmation of their two grandsons in Philadelphia, and will also attend to personal and business matters in New York . . . Frank Mandros, Best Theatre, Charleston, W. Va., was a visitor on Filmrow.

Guests at the Variety Club supper dance June 7 at Pavilion Caprice will be entertained by performers from Kentucky night clubs. Pep Golden is also preparing a skit for the occasion.

TOLEDO

Chief Barker Jack Lykes of the Variety Club and Jack Armstrong, Bowling Green managers of the Colony and Schwyn circuits, respectively, have returned from the Variety convention in Los Angeles. Milt Tarloff, the third delegate from Tent 30, remained in the west for a vacation and will motor back.

The Paramount has booked "Sugar Chile" Robinson, youthful piano wizard, for a four-day engagement starting June 5, Marvin Harris reports . . . A three or four-week season of light opera in the Walbridge park zoo amphitheater is practically assured. Sponsors will be out-of-town interests. They plan to open their attractions on Wednesday and play until Saturday night each week, with a Sunday night performance scheduled only in case rain postpones a regular show.

Despite a pouring rain, 1,000 of the Toledo Blade's 1,800 newspaper carrier boys turned out for the special show held for them at the Rivoli. Howard Feigley, theatre manager, was host.

Bob Hope gave his benefit show in Swayne field May 28, proceeds going to the St. Vincent's hospital building fund. Several theatre managers—Howard Feigley, Marvin Harris, Giles Robb, Jack Lykes, Abe Ludacer, Jack O'Connell, Stephen Toth and Jack Armstrong—helped Mitch Woodbury, Blade theatre editor, arrange the program.

Charles Smith, Chicago advertising man, has been named director of the Toledo Aquarama, summer civic festival which will be held under the sponsorship of the city welfare department August 7 through 16.

Mary Summer, formerly an usherette, has been promoted to secretary to Abe Ludacer, manager of Loew's Valentine. The housing shortage being what it is, Ludacer, who came to Toledo recently from Cleveland where he managed the Park, is considering buying a home here.

Plans Dawson Springs House

DAWSON SPRINGS, KY.—Arthur Morris will build a new theatre here. A site has been located and the plans have been drawn. Construction is expected to start soon.

Assigned on Dumas Story

Screenplay assignment on "The Gallant Blade," based on a Dumas story, has been given Walter Ferris by Columbia.

Warners Open Vogue, Cleveland Deluxer

CLEVELAND—The Vogue, Warner Bros.' de luxe 1,565-seat theatre on South Moreland boulevard, threw open its doors to the public for the first time at 6:30 p. m. Thursday (29). Situated in a newly developed restricted residential neighborhood, the Vogue is the first theatre to be built and completed here since the war.

Since it is a neighborhood house the main purpose of its designers was to create an intimate atmosphere of charm rather than to stress size and glamour. Built of red brick with colonial wood trim, the Vogue was planned by Maxwell H. White and further developed and brought to completion under the supervision of the architectural firm of Weinberg, Laurie & Teare. Throughout the entire period of planning, designing and construction, D. Leonard Halper, architect for Warner Bros. Theatres, directed its progress.

RCA high fidelity sound has been installed. Chairs are Mercury Streamliners, set at a distance to provide ample leg room. Concealed ceiling downlights eliminate glare and reflections during the time the theatre is operating. Lobby lighting is of the indirect neonized type while the exterior flood of brilliance combines neon and electric bulb illumination.

The powder room is furnished in shades of soft rose and pearl gray and is provided with cosmetic tables and mirrors. The men's lounge has plastic covered furniture in shades of biege, rust and green. Air conditioning and hearing aids are provided.

Parking space for 300 cars and specially designed bicycle racks take care of both adult and juvenile patrons.

Harold Friedman, who has been with the Warner Theatres for 11 years, is manager of the Vogue.

Projectionists Files Appeal In Dispute With Union

TOLEDO—Sam Seligman has filed notice of appeal against a recent decision of Judge Harvey J. Straube in Lucas county common pleas court which resulted in dismissal of a $10,000 damage suit against the Toledo Moving Picture Operators union, Local 228. Judge Straub ruled that Seligman, seeking damages for being deprived of work as a motion picture operator, had not exhausted all possible recourse within the union's constitution.

Seligman's original suit, filed in January 1943, charged he had been denied membership in the union and therefore was unable to work at the trade.

Halsted Manages Crescent

LOUISVILLE, KY.—Kenneth Halsted is the new manager of the Crescent Theatre here, owned by S. D. Weinburg. Halsted replaces Jack Powell, who resigned to accept the managership of the local Airway Theatre.

Son to the John Urses

FAIRMONT, W. VA.—Mr. and Mrs. John Urse, local exhibitors, are parents of a son, born May 16, the third son for the Urses besides two daughters.

Copley to Give Children's Shows

AKRON—The Copley has joined the list of neighborhood houses in Akron showing special Saturday afternoon children's programs. The Highland, Nixon and Falls already have such shows.

Film Star Is Variety Door Prize!

PITTSBURGH—Barkers of Variety Club Tent 1 and guests who were delegates to the convention in Los Angeles had a grand time renewing acquaintances with a number of former Pittsburgh people who now reside in the Los Angeles area.

Among the former Pittsburghers who turned out to greet the local gang were Abe Schnitzer, Mr. and Mrs. Al Glazer, Mayer Silverman, Jake Richman and sons, Vince Josack, Jack White, Mr. and Mrs. Milton Lefton, Mr. and Mrs. Jack Lefton, "Uncle" Lou Kreiger, Mark Browar, Henry Herbel, Mr. and Mrs. Pete Alderman, Mr. and Mrs. Samuel Fleishman, David Barnholtz, Clyde Eckhardt, Bryan D. Stoner, Dick Lange, Sid Lehman, Dora Steinberg, George Lefko, Ed Lebby and Lou and Max Cransfield. Among other former Pittsburghers, the local Variety delegates greeted William J. Kupper, Ben Kalmenson, Harry M. Kalmine, William Kunzman. Also they greeted Brian McDonald, Chuckie Stein and Jerry Malhall of Pittsburgh and other stars of Johnny Harris' "Ice-Capades."

Mrs. C. P. Church of Mannington, W. Va., received considerable publicity at the convention in connection with the premiere of Allied Artists-Monogram's "It Happened on Fifth Avenue." Attending the Variety events with her husband, Dr. C. P. Church, and their daughter, Mrs. Church was interviewed on the radio by columnist George Fisher after she won Robert Alda, screen star, as a door prize. The Mannington exhibitors had a grand time in Los Angeles, but Mrs. Church hasn't told us what happened to her door prize.

Jake Soltz of the Rhumba stayed over in Los Angeles to visit with his old friend Mayer Silverman. Art Morrone, Bob McCalmont and Jake Soltz were chosen by the Los Angeles newspapers as representative barkers and they had their pictures published there.

Theodore Grance, Everett exhibitor who motored to Los Angeles, brought his sister home with him. The Joseph C. Shapiro family of Mount Union are motoring home after attending the Variety affair. The Lee Conrads, Meadville, returned on the regular trip train and continued on to Johnstown. The Reichblum brothers, Leon and Sam, continued vacationing in California.

The K. A. Vaverises, Johnstown, stopped over in Chicago . . . The R. B. Allison jrs. motored through the west and were expected to return this week. John Walsh, Fulton manager, flew home. Bert Stearn and Harry Hendel stayed in Hollywood in connection with a picture they produced. The Andrew Battistons had a grand time seeing the Hollywood sights and stars. The Mort Englands stayed over in Los Angeles. The Joseph Gellmans motored home by easy steps.

Ben Amdur continued vacationing in California. Best event of the convention was Gene Autry's luncheon, Variety delegates agreed. Newsreels of the Warner banquet were screened here May 23.

Mr. and Mrs. Steve Rodenok sr., who had spent the winter in Florida, enjoyed the Variety convention and are now home here. Their sons George and Steve jr. operate their Oakmont theatres.

He Wants to See First, Pay If It's No Turkey

COLUMBUS—Protesting vigorously against being asked to pay $1.20 for the local showing of "The Best Years of Our Lives," Adam Scofflaw wrote to the editor of the Citizen that movies "are the only thing I am forced to buy sight unseen."

"I have been paying 65 cents to see Class C pictures highly touted as colossal Class A," writes Scofflaw. "Then along comes a picture I'd class a B which the producers class as an A-plus and what happens? They forget I've been enriching their treasury, paying their overhead, etc., for 18 months by watching their cheap offerings. Then they hit me for a buck 20. Gosh! I ought to participate in any dividend, but NO! A buck 20? I walk away.

"Movies are the only thing I am forced to buy sight unseen. I am forced to buy a pig in the poke with no recourse except to the fair-minded public through your columns. I wish I could sell pork chops, porch chairs and corsets sight unseen—would I clean up, too!

"Newspapers are to blame in part. In return for a seasonal Annie Oakley they deliberately have their movie reviewer copy verbatim releases from the movie press agents praising the film to the skies . . . then foist it upon the trusting public as their own opinion. Newspapers insist upon truth in advertising. They have gained the respect and confidence of the public in all advertising except—you guessed it: The movies!

"Let's either have a true review of some of the stinkers we have been fooled with or dispense altogether with the services of servile reviewers. In the meantime, consider my radical innovation: that we pay after we see a first run stinker and not before."

Audrey Young in 'Wagon Gap'

Audrey Young has been ticketed by Universal for the femme topline in "The Wistful Widow of Wagon Gap."

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COLUMBUS

Senator John W. Bricker and Rep. Robert Jones of Lima would be affected by a bill offered in the senate which would prohibit members of Congress or their wives from holding radio station licenses. Companies in which both Bricker and Jones are partners have applications for station permits now pending before the Federal Communications commission.

Clubrooms of Tent 2 are closed on Sundays for the summer season . . . Barker Bill Pullin attended the national convention in Hollywood and was heard here on Tom Breneman's Breakfast in Hollywood program. While there "Uncle Bill" had a reunion with Barker Byron Stouder, who is attending an aircraft school in Hawthorne, Calif.

Richard Basehart, Zanesville native, featured in Eagle-Lion's "Repeat Performance" which had its world premiere last week in his home town, stopped off with his wife before attending the premiere. Benny Rubin, Frances Rafferty and Chili Williams, who also attended the premiere, were local visitors, too. Local film critics who attended the gala opening included Bud Kissel of the Citizen, Mary McGavran of the Journal and Dayle Frazier, Dispatch news editor.

The Cleve, a neighborhood Academy house, has been redecorated . . . E. C. "Bud" Benjamin was in town in advance of the Ohio's showing of "Dishonored Lady." One of his stunts which attracted attention was a tieup with the WHKC Housewives I. Q. quiz show on which ladies were invited to relate the most exciting five minutes in their lives.

Lee Hofheimer and Al Sugarman received an editorial bouquet from the Citizen on the opening of the World, devoted exclusively to British and foreign-language films. It read, in part: "The World will give discriminating fans a chance to see films produced in other countries. The World is designed to attract people who do not care for 'mass appeal' movies. The World deserves to succeed. Patrons who are unmoved by so many of Hollywood's mass production class B films will enjoy seeing some pictures carefully chosen from among the best produced all over the world. These will include, we hope, some of the pictures which we read about but which we haven't had a chance to see in Columbus."

Mrs. Bertha Ochs, mother of Herbert, Albert and Vincent Ochs of various Ohio theatre interests, and of Mrs. Amelia Deshetler of Columbus, died in Cleveland and was buried in Fremont.

New Scottsburg House

SCOTTSBURG, IND. — Construction has begun on the new 600-seat theatre here being erected by Ethel Luckett Walsh. It will be called the Scott. In addition to the new Scott and Indiana theatres in Scottsburg Mrs. Walsh also operates the Austin in Austin, Ind.

'Ice-Capades' Premiere

PITTSBURGH—September 3 has been announced as world premiere date of the new "Ice-Capades" in The Gardens here.

Ascap Area Extended

PITTSBURGH—William O'Brien, Ascap district manager for the area, has had West Virginia added to his territory.

Propose Drive-In Theatre

EVERETTVILLE, W. VA.—Construction of a drive-in theatre here is in prospect.

Industry Will Honor Herringtons June 4

PITTSBURGH—Former members of the motion picture industry are joining with today's theatre owners, film distributors and allied tradesmen and their wives in honoring Mr. and Mrs. Fred J. Herrington on the occasion of their golden wedding anniversary at a banquet which will be held Wednesday evening (4) in the Urban room of the William Penn hotel. Messages of congratulation and good wishes were being received for the AMPTO secretary at the exhibitor headquarters and reservations for the event were accepted by the committee throughout the week.

M. A. Rosenberg, former local and national Allied president and chairman of the board of directors of the AMPTO of W. Pa., was named to make the presentation. William Finkel will be toastmaster. Abram F. Myers, national Allied's general counsel and board chairman, is expected to be present to salute the Herringtons, and other Allied leaders will be in attendance to express their sincere good wishes.

Morris M. Finkel, AMPTO president, and committee members including Norman B. Mervis and William J. Blatt, stated that a large attendance is assured and that a delicious dinner will be served. On the dais will be numerous oldtime friends of the pioneer exhibitor and veteran Allied unit secretary, including A. P. Way, 50-year showman, Dubois; Nathan Katz, AMPTO counsel; James H. Rankin, Bridgeville; M. A. Silver, Warner circuit zone manager; John J. Maloney, MGM central division manager, and Michael Manos, Greenburg.

With their wives, those present will include representatives of the state and city government, supply and accessory dealers, theatre service organizations, exhibitors, distributors and agents of producers.

This week, as for the past 17 consecutive weeks, Fred Herrington was in Harrisburg in connection with Pennsylvania tax problems and other issues in the general assembly pertaining to the motion picture industry. He has represented independent exhibitors in legislative matters for 40 years.

Automatic Foot Wiper

NEW PHILADELPHIA, OHIO — Frank Carnahan, local mushroom grower, has invented a motor-driven door mat which wipes shoes, automatically lights the porch light, and rings the door bell. The device can be adapted to commercial needs and Carnahan is preparing to manufacture models for commercial and home use.

Plans Fort Huron Drive-In

FORT HURON, MICH.—Morris Weisel of Detroit will build a drive-in theatre here after plans have been approved by the local zoning administrator and building inspector. Weisel bought a site here in 1946.

Blatt Managers Meet

EAST BRADY, PA.—Blatt Bros. Theatres managers met in monthly session here May 23 with Charles R. Blatt in charge. "It Happened on Fifth Avenue" was screened.

Hoesel Leases El Rancho

CULVER, IND.—Evert Hoesel has leased the El Rancho Theatre here from George Graf of La Porte. Hoesel will install a cooling system this summer.

LOUISVILLE

Paul Sanders, owner and executive director of the Alhambra and Cozy theatres in Campbellsville, Ky., still keeps up his hobby of collecting match covers. Paul now has an enormous collection of 20,000 covers of various sizes, shapes and colors, which have been gathered up and sent to him from the four corners of the globe. The covers have been mounted on paneling, covered with a clear varnish, and have been inserted in the walls of his office. The paneling has a patch work effect.

In addition to collecting match covers, Paul also has a collection of the 8x10 and 11x14 stills used in advertising pictures shown at the two theatres. He possesses all the stills used at his theatres over a period of 20 years. The stills are dated according to use and filed accordingly.

Guthrie Crowe, president of KATO, is back in town following a circuit trip through the state. He advises that quite a number of new members have been added to the fast-growing organization . . . A new 80-ton Carrier cooling system has been installed in the Vogue Theatre in St. Matthews, Ky. The Vogue is owned by the William Rosenthal Enterprises of Indianapolis and is managed by Ira Allen.

Silver Raley soon will build a new theatre in Tell City, Ind. The blueprints already have been drawn and the building should start in the very near future. The proposed structure will be called the William Tell Theatre . . . Harry Woodson of the Falls City Theatre Equipment Co. staff is back on the job following a siege of flu.

Recent visitors to Louisville: Luther Knifley, Art Theatre, Knifley, Ky.; L. R. Smith, Pekin Theatre, Pekin, Ind.; Sam Giltner, New Washington Theatre, New Washington, Ind.; Robert Enoch, Elizabethtown Amusement Co., Elizabethtown, Ky.; Bruce Aspley, Trigg and Plaza theatre, Glasgow, Ky.; Paul Sanders, Alhambra and Cozy theatres, Campbellsville, Ky.; F. X. Merkley, Rialto Theatre, Columbia, Ky.; M. H. Sparks, Strand Theatre, Edmonton, Ky.; Morris Smith, New Ace Theatre, Taylorsville, Ky.

Otto Marcum reports that the construction of his new St. Clair Theatre at Lebanon Junction, Ky., is progressing according to schedule and from all indications the July 1 opening date can be made.

A special screening of "Odd Man Out," starring James Mason, was held by U-I in the Model Theatre of the Falls City Theatre Equipment Co. here. On hand for the screening were several U-I executives, as well as local showmen, possible bookers of the film.

Holdovers were on tap for three of the Louisville first runs. "Trail Street," coupled with "Beat the Band," is going for a second week at the Strand, while "Love and Learn" has been held for a second at the Mary Anderson. "The Farmer's Daughter" is in its third week at the Brown. "The Great Waltz" was reintroduced at the Loew's, coupled with "Undercover Maisie." The new films were "The Red House," which opened at the National, and "Homestretch," opening at the Rialto.

Outdoor film programs aided the Navy Reserve week drive here. Motion pictures of Naval Reserve activities were shown to the public in Lincoln park in downtown Louisville as a means of boosting the membership in the voluntary reserve. The pictures were very well received and drew exceptionally large crowds at all the scheduled showings.

Four Theatres Sold In Prairie District

CALGARY—A number of theatres in the prairie district changed hands recently. No mention of prices paid were available, but overvaluation of theatre property in the west has passed its peak.

J. R. Whitney, owner of theatres in Bashaw and Mirror, has disposed of both properties. The Whitney in Bashaw was bought by Joe Dick of Lacombe. The Grand in Mirror was purchased by the Messrs. Elliott and Holmes, residents of that town.

B. R. Headley of the Empress in Ponoka sold out to Hector Labrie, a local garage man.

R. G. Wallace of the Eatonia in Eatonia, Sask., sold out his interest to his partner, Chin Wong. The new owner has appointed George D. Melville as his manager.

Teen-Aged Vandals Invade Army Theatre at Halifax

HALIFAX—The Garrison Theatre, opened recently at a nearby army camp to give Sunday night programs for servicemen and their friends and relatives, soon became a target for the teen-aged vandals of this area.

Over 100 youngsters crashed the second program, entering through doors, trapdoors and windows. Considerable damage was done. Military authorities admit they cannot cope with the young invaders and have asked local police for protection.

St. John Mono to Abandon Odd Fellows Building

SAINT JOHN—Monogram soon must vacate its offices and vaults in the old Odd Fellows hall building here. Local and provincial fire protective authorities have condemned the building as unsafe for film storage. New offices are now being sought, and meanwhile films are being stored at other local exchange vaults. The hall is a big brick building over 80 years old and a pioneer location for film distribution in the maritimes.

Provincial Tax May Grow When Dominion Tax Ends

HALIFAX—Elimination of the 20 per cent Dominion tax on amusements, including theatres, may be followed by an increase in the provincial tax, now 10 per cent. The excuse for such a boost is the increased cost of old age pensions and health insurance.

"Short" on FPC Dividends

TORONTO—Famous Players Canadian Corp. added a "short" to its presentation of a dividend for the current quarter of the year on its common shares. The regular quarterly dividend of 20 cents per share was declared and the added attraction was a five-cent bonus, both payable June 21 to stockholders of record June 7.

Leger Sells Iron Mine

BATHURST, N. B.—Peter Leger, longtime owner and manager of the Opera House, is reported to have sold his iron mine in Gloucester county to U.S. interests for $200,000. The sale is said to call for a royalty to Leger on future production.

Susan Fletcher to Air Film Program on CBC

Vancouver — Susan Fletcher, motion picture commentator on radio station CJOR in Vancouver, will be heard on a coast-to-coast program over CBC every Monday at 7:30 p. m., Vancouver time.

Miss Fletcher is now in Hollywood lining up radio interviews with the stars. Her program, which is an elaboration of the Flicks and Flashes program she has had here, will be styled somewhat like that of Hollywood's Louella Parsons.

Miss Fletcher has had 12 years of radio training in Vienna, London and New York. Her adaptability and charm over the air were recognized here by local publicity men and exhibitors who have given enthusiastic support to her broadcasts.

Rank Is Considering Western Picture

WINNIPEG—J. Arthur Rank is thinking of producing a full-length picture about western Canada, to be made in the west, providing he gets the right story. This is what the British film magnate told the press here this week when he stopped over briefly on his way to Vancouver.

The "right story" so far as Rank was concerned, meant one that would combine entertainment with a feeling of reality, he told the newspapers. There was nothing more than this somewhat vague remark to indicate any plans he might have about picture-making in the Dominion, and particularly in the west.

In reply to a question asking whether he thought that as the British film industry expands it may get out of hand and lose the personal touch which distinguishes British pictures, Rank said: "No. We give film people who are making individual movies a creative immunity, and we have a number of producers who give individual care to each picture."

He indicated that there would be no more "stealing" of Rank talent by Hollywood. "We have them all under contract, but we expect to exchange players with Hollywood."

Rank was accompanied by John Davis, managing director of the Rank organization; Jock Lawrence, vice-president of Rank's American holdings, and Mrs. Rank. The party was met at the station by J. McPherson, Winnipeg manager for Eagle-Lion; Harry Hurwitz, supervisor of Odeon theatres in Manitoba and Saskatchewan, and Tom Pacey, manager of the Garrick.

The party passed through Winnipeg en route to Vancouver and later to Hollywood, where the Ranks will visit their daughter, Mrs. Fred Packard.

New Home for Censors

TORONTO—A building on Millwood road in Leaside, a suburb, is being remodeled for the use of the censorship and theatre inspection branch of the provincial government in fulfillment of a wartime plan for the removal of the censor board from the parliament buildings in central Toronto, which are not fireproof. The Millwood road structure formerly was occupied by the department of highways. A 30-foot addition is being constructed at the rear to provide a building with a depth of 100 feet. Fireproof vaults of the latest approved type have been constructed and it is expected that the new quarters will be as safe as the local film exchanges, for which rigid regulations have been enforced.

High Court Rejects Desmond Appeal

HALIFAX—In rejecting an appeal by Mrs. Viola Desmond of Halifax, judges of the full bench of the Nova Scotia supreme court said the wrong method had been used in efforts to obtain redress for Mrs. Desmond in the case involving her ejection, arrest, conviction, fining, at New Glasgow in the one-cent tax evasion charge, concerning the Roseland Theatre and Manager Henry McNeill.

Mrs. Desmond's counsel had applied for a writ of certiorari to quash the conviction and review the evidence taken in the magistrate's court. The single judge hearing the case, M. B. Archibald, refused to grant the writ. The appeal was heard by four judges. In announcing the decision, three of the judges made statements, as follows:

R. H. Graham: "The judge dismissed the application because the magistrate had jurisdiction and therefore the evidence was not reviewable, and in any event, her proper course was to have appealed."

W. L. Hall: "Had the matter reached the court by some method other than certiorari, there might have been opportunity to right the wrong done this unfortunate woman. One wonders if the manager of the theatre who laid the complaint was so zealous because of a bona fide belief there had been an attempt to defraud the province of one cent, or was it a surreptitious endeavor to enforce a 'Jim Crow' rule by misuse of a public statute."

W. F. Carroll: "The charge in the magistrate's court was not substantiated by the evidence because she (Mrs. Desmond) actually did pay the tax required by one purchasing a ticket as she was sold."

The Association for Advancement of Colored People had been supporting Mrs. Desmond, who operates a beauty shop in Halifax, and also travels in her car through the maritime provinces selling supplies to beauticians. A damage suit is now rumored.

Quebec Ass'n Asks Court To Grant Theatre Permit

QUEBEC—Refused a permit for the construction of a film theatre in their ward by city hall officials, the Limoilou Recreation Ass'n has taken court action.

Officials of the association presented their request for a permit to City Engineer Edouard Hamel some time ago but were refused in accordance with a city bylaw which states that no theatres are to be constructed in Limoilou, Montcalm, St. Sauveur or St. Coeur de Marie divisions.

The association went to court and requested the court to grant them a writ of seizure which would force the city to accord them the permit to build a theatre in Limoilou between 10th and 11th streets. The action is taken against the city and Engineer Hamel.

The association alleges that the bylaw is null and that it constitutes an abuse of the law.

Solon Makes Query on Short

OTTAWA—Why did the National Film board make a short subject for J. Arthur Rank of England? This information was demanded of the government in the house of commons by Solon Low of Alberta, leader of an opposition party. The picture is "The Boy Who Stopped Niagara," on which NFB employes had been working for more than a year and which has been entered by the J. Arthur Rank organization in the Belgian film festival, which opens at Brussels June 8. Low asked for information as to the terms on which the picture was made and by whose authority.

CALGARY

E Zorn, director for the Famous Players Canadian circuit, said here recently that business has dropped this past quarter. He had hopes, however, that the summer season, with its backlog of good pictures still to play, would hold up above the low of prewar summer seasons on the prairies, when vacationists generally flocked to the coast or across the border.

Max Phillet, partner in the Forrest-Phillet circuit of theatres extending from Dawson Creek to northern Manitoba, has been hospitalized by his injured fingers, the result of an accident many weeks ago. Phillet was a partner in the Saskatoon hotel which was burned out and while he was examining the wrecked building the wind blew a hanging door shut on his hand.

E. C. Watkiss of the Uptown in the summer resort of Sylvan Lake, spent a day on Filmrow . . . I. F. Shacker, mayor and theatre owner of Hanna, Alberta, was busy along Filmrow last week booking pictures for his houses.

H. E. Murat of Donalda, Alberta, died of a heart ailment recently. He operated the Donalda for many years . . . Lee Brewerton, operator of the Capitol in the thriving town of Raymond, spent a day in the city en route to visit his son in Edmonton. Young Brewerton is completing his medical course at Alberta U.

Floyd Rogers, theatre owner and rancher at Creston, B. C., attended the Calgary horse show. He also brought his bookings up to date while in the city . . . Saul Stone, accompanied by his wife, was here booking film from the summer season. Stone operates a theatre at Eston, Sask.

Warners Will Distribute Newsreel in Dominion

TORONTO—The Warner Bros. newsreel, announced in New York for distribution starting in November, will be simultaneously released in Canada. The Canadian process of preparation and release has not been revealed but it may follow an already-established procedure of some other companies in having a Canadian version of each issue run off at the Montreal studio of Associated Screen News, Ltd. The Ontario government requires a reasonable quota of Canadian and British empire clips in each edition of a news weekly, and it is expected that Warner Bros. Pictures Distributing Co. at Toronto will supervise a Canadian edition of its tropical releases.

Starrer in 'Sleep My Love'

Claudette Colbert has been ticketed by United Artists for a star role in "Sleep My Love."

Victoria Day No Help To Toronto Theatres

TORONTO—The observance of Victoria day, a long-established statutory holiday in Canada, did not help Toronto theatres a great deal because there were too many counterattractions, including the running of the historic King's Plate which drew an immense crowd to Woodbine race track. Amusement parks were opening, there was a circus and a stream of residents left the city for lake resorts. The end came to "The Jolson Story" at the Tivoli and Eglinton after ten weeks. The only other holdover was "Smash-Up" at the Uptown. Three of the theatres had double bills which shows the trend of business, one set being at Loew's.

(Average is 100)

Capitol and Victoria—**Easy Come, Easy Go** (Para); **Fear in the Night** (Para) 95
Eglinton and Tivoli—**The Jolson Story** (Col) 10th wk. 85
Imperial—**Dead Reckoning** (Col) 105
Loew's—**Dishonored Lady** (UA); **The Cockeyed Miracle** (MGM) 105
Shea's—**Nora Prentiss** (WB) 110
Uptown—**Smash-Up** (U-I) 100

Vancouver Business Light; 'Odd Man Out' Strong

VANCOUVER—Business in first run houses is still on the light side. There is much competition from beaches and outdoor sports. The only pictures to do average were "The Jolson Story" on its moveover to the Strand, where it remains as a holdover, and "Odd Man Out" at the Vogue.

Capitol—**Sea of Grass** (MGM) ..... Moderate
Dominion—**School for Danger** (Brit.); **My Favorite Brunette** (Para) ..... Fair
Hastings—**Swell Guy** (U-I) ..... Fair
Orpheum—**Love Laughs at Andy Hardy** (MGM) ..... Poor
Paradise—**Gas House Kids** (Mono); **Twilight Rio Grande** (Rep) ..... Fair
Plaza—**Man of Two Worlds** (E-L) ..... Average
Strand—**The Jolson Story** (Col), 2nd wk. ..... Very good
Vogue—**Odd Man Out** (E-L) ..... Good

Slump at Calgary Laid To Daylight Time

CALGARY—A decided slump struck both downtown and suburban theatres, attributed by managers to the prevailing "fast time" and increasing outdoor attractions.

Capitol—**It's a Wonderful Life** (RKO) ..... Fair
Grand—**The Macomber Affair** (UA) ..... Poor
Palace—**Love Laughs at Andy Hardy** (MGM) ..... Fair

Show Brandon Fair Film

WINNIPEG—The National Film board's fieldmen are showing throughout the board's rural circuits in the province a short entitled "Winter Fair," shot several months ago at the Brandon fair.

Signs Juvenile Player

United Artists has ticketed Jimmy Lydon for a juvenile role in "The Time of Your Life."



VANCOUVER

J Arthur Rank addressed the ad and sales bureau of the Board of Trade and the Canadian club at Hotel Vancouver May 26. Rank was here one day on his way to Hollywood, where he will visit his daughter, married to a film director . . . A specially built theatre will be a feature of the first postwar Pacific National exhibition at Hastings park in August. The National Film board, the provincial government and industrial firms will supply motion pictures.

Vancouver's voluntary citizen committee in charge of last year's elaborate diamond jubilee celebrations can take a bow with the announcement that the big show finished without a deficit. Though the celebrations cost more than $136,000, the committee was able to announce a profit of $226, setting a record in the Dominion for civic celebrations. The stars, Eddie Cantor and John Charles Thomas, were rewarded with more than $16,000 each. They were the mainsprings and undoubtedly did draw the crowds and put the show over. Cost of the jubilee show originally planned at $80,000 was $172,959 of which $102,942 was returned from ticket admission sales.

Charles Nelson, British Columbia manager for Foto-Nite and owner of the Mandarin Gardens, a night spot, was badly cut in an automobile accident. He is out of the hospital and doing nicely.

Showman Hymie Singer's conviction for allowing an "indecent performance" has tolled the death of burlesque here. When Singer's theatre license was cancelled for the strip tease show, he and Jack Aceman, co-owner of the property, leased the State to Keith Linforth of Seattle. Singer has now reassumed charge of the house, after closing out Linforth, but will offer only double bill films for the future . . . Balmy weather hit filmrow this week and apparently sent exhibitors fishing or golfing since none of them was seen around . . . Nellie Gath, secretary to Frank Gow, Famous Players district manager, is in a local hospital for a major operation.

Plans have been drawn up by North American Productions of Vancouver to build a studio that will contain the best in picture-producing facilities. It will be the first studio west of Toronto . . . Exhibitors in British Columbia and the prairie provinces are buying fewer percentage pictures this season, it is reported. This is true particularly in the smaller situations where business has fallen off during the present seasonal slump.

Vancouver interests will erect a new neighborhood theatre at Sixth and Main streets. Buildings have been torn down and construction is expected to get under way this summer. The location is between two Famous Players theatres, the Broadway and the Windsor . . . The father of Cecil Neville, FPC district booker for British Columbia, died in Leeds, England. He was over 90 years old. Neville is in England at the present time.

Leo Devaney, RKO's Canadian head, spent four days here last week and reports that he is very pleased with business conditions across the Dominion. He said his new manpower lineup is doing a top-rate job. The three leaders in the recent Depinet sales drive are all rookie managers: Jim Davie, Vancouver; Myer Nackinson, Winnipeg, and Murray Devaney, Montreal. Jack Bernstein has been appointed Toronto manager, Devaney also said.

Now 'Song of My Heart'

Monogram has set "Song of My Heart" as the new title for "Tragic Symphony."

Showfolk Ease Lot Of Maritime Waifs

ST. JOHN—The Famous Family club, composed of employes of the Orpheus in Halifax, which is being replaced by a new FPC theatre, the Paramount, engages in charitable as well as social activities.

The girls in the club sew and knit garments for foundlings in Halifax, and have supplied hundreds of sweaters, vests, underwear, socks, mitts, gloves, windbreakers, hats, etc., to tiny tots housed in Protestant and Catholic institutions. The club also distributes candy, ice cream, fruits, cakes and soft drinks to the children and sponsors entertainments, chiefly motion picture shows at the Orpheus.

At the Mayfair, St. John, flagship of the Franklin & Herschorn circuit, the welcome sign has been on the mat the last dozen years for boys from a local home for orphans. Not content with this, Mitchell Franklin, secretary of the chain, has supplied 16mm films, a projectionist, sound equipment, screen and even transportation for special programs at the children's home. Mitts, gloves, caps, scarves, mufflers, wallets, etc., found in the Mayfair and not retrieved in 30 days, are turned over to the boys.

An isolated section about 23 miles east of St. John is supplied with 16mm films and an operator for house parties among fishermen and farming families. Last Christmas Mitchell Franklin sallied out from the Mayfair garbed as Santa Claus, toting big bags of toys for children in lower income families at Tynemouth creek, where he has his summer home.

At the local Strand, flagship of the Spencer-FPC lineup, boys from a local reform school have been admitted to a special reserved section in the balcony one night a week for years. The Strand also hosts at times other boys and girls from Protestant and Catholic shelters.

At the Majestic, New Waterford, Fred M. Gregor gives away 200 tickets each week to families of striking coal miners.

Prairie Salesmen Report Doldrums Hit Alberta

CALGARY—According to salesmen returning to Filmrow here, area business has run into a severe case of doldrums. Main complaint by exhibitors is daylight saving time and summer weather in general. However, many showmen admit that since both these conditions were prevalent during the war, an apathy toward standard, run-of-the-mill product is probably a more sure clue to empty seats. Some agree that oldtime aggressive showmanship and originality in both product and exploitation of product are time-tested remedies for shrinking grosses.

Economy Steps Promised By NFB Commissioner

OTTAWA—In answer to statements in the house of commons that the National Film board had become an expensive luxury for the taxpayers of the Dominion and that it should be abolished, Ross McLean, national film commissioner, said a policy of retrenchment had been adopted for the board, pointing out that the staff had been reduced from a wartime peak of 787 to 640 employes. He said there would be a further gradual reduction of the staff to a personnel of between 550 and 600.

Take Roles in 'Mama'

Hope Landin and Edith Evanson, character actresses, have been handed roles by RKO in "I Remember Mama."

ST. JOHN

George Richardson of the Capitol Theatre in Yarmouth may be the first projectionist to referee a boxing match, but Charlie Bamford of Ottawa enjoys a no less glorious distinction. Bamford was referee at several wrestling matches while he was in charge of the booth at the Mayfair Theatre in St. John. Bamford had done some groaning and grimacing himself in his earlier years in Ottawa, but later decided to limit his holds to the projection and sound equipment. While in St. John Bamford was known as a projectionist with a plus-fours complex. He was rarely seen without his stems packaged in knickers.

Joe Lieberman, Columbia district manager here and partner in B&L Theatres, probably will be in bed for some time recovering from a heart attack suffered at Moncton . . . Dan Wallace, who resigned as National Film Board secretary at Ottawa before entering his name at a Liberal party nominating convention at Halifax, was runnerup in the convention balloting. Wallace and two others sought a candidacy for a seat in the Dominion house.

Callers who phone the offices of the Spencer-FPC circuit here and ask for "Mr. Spencer" are asked whether they want (1) the older one, Fred G. Spencer, founder and president; (2) the larger one, Gordon Spencer, Fred's elder son and general manager of the circuit, or (3) the thin one, Gerald Spencer, second son, who manages the Strand, basic unit in the circuit.

Famous Players new Paramount Theatre in Halifax, successor to the Orpheus, will seat 1,242 as compared to the Orpheus' 879. The Orpheus is one of those Halifax theatres which originally were churches. The Paramount will be of stadium design, with main entrance from Barrington street and exits on Blower and Granville streets. The building is to be of reinforced concrete, steel and brick, and will be completed by late December. Another old ex-church, the Community Theatre in the north end, has been demolished and a new theatre is being erected on the site.

Gerry Hoyt of Renforth, exchange manager for Empire-Universal at St. John, is building a new rural theatre about two miles east of Rothesay, N. B. The house, which will seat almost 400, will cater chiefly to motorists living within about 15 miles and may have a lunch counter and bowling alleys. The building is of wood with brick facing and will open around August 1. Art Fielding of East Riverside is rumored to have a piece of the project.

Bill Caswell of Halifax, whose Hoedowners troupe has been giving stage shows at film theatres in Nova Scotia, says his outfit will take off soon for Hollywood, playing theatres on the way. He reports a screen test has been arranged with Republic. Caswell sings and yodels western songs.

It was 40 years ago on a May day that the first films were screened at a stationary theatre in Halifax, the Nickel. The projectionist was Monty Lanigan, now on the city hall staff, who admits he rarely visits a theatre any more. The Nickel was predecessor of the present Family. Lanigan was also in the booths at the Casino, Orpheum, Strand (now the Garrick), the discontinued Acker's Community and Empire. He contends he was the first projectionist here to handle sound, at the recently razed Community. Lanigan marvels at the advances made in projection. He says he used to wear himself out cranking the old machines.

George Richardson, projectionist at the Odeon Capitol in Yarmouth, N. S., recently made his debut as a boxing referee in Yarmouth . . . Although bingo and similar games have been barred in some sections, they are still on the velvet in the St. John district. In some spots, cash prizes are being given in the open and in others, the merchandise, chiefly jewelry, is handed over to winners and then "sold" back to the bingo promoters.

Introduction of a one night a week film show in East St. John and at Grand Bay, about ten miles out of St. John, has brought complaints from theatre owners to the maritime film board. Halls are being used in both cases. St. John theatres are supposed to be protected from such competition within a ten-mile radius, say exhibitors.

Featured spot in patronage promotion for "The Best Years of Our Lives" at maritime theatres is going to Harold Russell, handless actor, because of his having been born at Sydney, N. S. Stories and pictures are being used in maritime dailies and weeklies, in biographical treatment of Russell, and it is always stressed that he is maritime-born. The picture is being roadshown and in most cases the theatres are being rented outright.

Somewhat of a reign of terror has been prevailing at the Orpheus (FPC) in Halifax, which recently started demolition preparatory to erection of a new and larger building. Boys and girls have torn metal bars off the fire escapes and other equipment and used these on exit doors in trying to break into the theatre, not only after dark but during the daylight. The young vandals have even attacked Orpheus employes who attempted to stop them. Manager Freeman Skinner has been much concerned over the hostility manifested by the vandals to the employes.

The first soup kitchens in many years for the maritime provinces have been established at Stellarton, N. S., by the Salvation Army, with about 300 adults and children participating in the distribution of the warm soup and milk. The Salvation Army made a survey and found considerable malnutrition among children. The condition is attributable to payless weeks since mid-February in the soft coal mines, where a strike is in progress. The strike has had a deleterious effect on patronage at theatres in Glace Bay, New Waterford, Dominion, Sydney and Inverness on Cape Breton Island; Stellarton, New Glasgow, Westville, Springhill and River Herbert on the mainland.

Theatre Properties, Ltd., Bonds to Be Redeemed

TORONTO—Directors of Odeon Theatres of Canada voted to redeem a block of bonds in an affiliated company, Theatre Properties, Ltd., which owns the Capitol and Palace in Hamilton, Ont.

Directors, meeting here, drew by lot a proportion of the 5 per cent 1959 first mortgage issue to be redeemed August 21 here or in Montreal with interest. Cash for the purpose was taken from the sinking fund.

A legal battle developed several years ago when previous shareholders of Theatre Properties offered to sell the stock, the directors accepting the bid of the group then headed by Paul L. Nathanson. Famous Players Canadian Corp. applied for an injunction to halt the sale on the ground that an FPC offer was higher than that which was accepted. The injunction was refused.

The Capitol and Palace are two of the best paying first run theatres in Hamilton.

TORONTO

Odeon Theatres had expected to open the Fairlawn, its first new theatre in Toronto, by the time of the arrival of J. Arthur Rank from England with "The Best Years of Our Lives" on the screen. However, the theatre will not open until July because of construction delays.

A visitor from England was Sir Robert Watson-Watt, British radar expert, who said he was experimenting with improvements for theatre projection but the result would probably not be seen by film fans for another two years . . . Canadian Odeon units are to be fitted with the latest projectors through Gaumont-Kalee, one of Rank's Canadian companies.

When Manager Ken Johnston of the Palace in Galt, Ont., played "The Magic Bow," he hung a huge model of a bass violin from the outer edge of the marquee, where it attracted much attention . . . The Brock at Niagara-on-the-Lake, Ont., has notified Toronto bookers of the adoption of a full-time policy with performances every night of the week and program changes three times weekly. Since last fall the theatre has been on part time.

When the convention of the International Advertising and Sales clubs opened at Windsor, two local members had taken an active part in arranging details. They were J. A. Ducharme, manager of the Park, and Ed Lamoureux, manager of the Windsor Empire.

Permission has been granted by the provincial government for the reopening of the Skyway Drive-In Theatre at Stoney Creek, after officials were reported to have checked traffic arrangements to relieve highway congestion. The Skyway at Windsor was opened for the season several weeks previously. Skyway has secured a building permit from the London township council for a third open-air theatre near London, the council having been ordered to grant permission by the court despite a zoning bylaw.

George H. Beeston was guest at a luncheon given by film friends following his resignation as a member of the Canadian Odeon board of directors . . . The Norgan at Palmerston, a gift to the community of a former resident, J. W. Norgan of Vancouver, is approaching completion and arrangements are under way for a gala opening with the donor attending in person.

Buys Classic Story

Enterprise has bought "Proud Destiny," classic story of the great love of the French dramatist Beaumarchais and the actress Desiree.

FOR SALE: THEATRE CHAIRS

We now have a very large stock of excellent reconditioned (as new) Theatre Chairs

Quantities up to 1200 of a kind

IMMEDIATE DELIVERY

NOW — New all-steel construction spring-edge, highest quality theatre chairs available.

7500 yards of imported carpet direct from England and Scotland

Inquiries Respectfully Solicited

LA SALLE RECREATIONS LTD.

(Theatre Seating and Carpet Division)

S. A. LECHTZIER, Pres.

945 Granville St. Vancouver, B. C.

No Canadian Television For Years, Says CBC Head

OTTAWA — Canadians cannot expect to have television for a number of years, A. D. Dunton, chairman of the Canadian Broadcasting Corp., told the radio committee of the house of commons here.

"The great problem here is the high cost," he declared, the factors including the scattered population and the limited range of television transmitters. It was impossible for the CBC to undertake any television operations, nor was there an economical basis for sound development of television in Canada in the public interest, he said.

"We are, however, continuing to study the question and to watch developments in the United States and in Great Britain."

Dunton's report came on the heels of an announcement in Toronto by J. Arthur Rank that two of his London theatres were scheduled to start television programs next fall, although he had not completed license arrangements with the government.

In Canada, the CBC enjoys sole control of television developments and the ultimate issue of licenses to theatres and other private enterprises. As yet, nothing has been done regarding permits for television. A very few private radio operators have even applied for licenses to operate frequency modulation stations.

OTTAWA

Two local managers made a trip by air to Hamilton May 29 for the farewell dinner to Lloyd Gurr, who has resigned from the management of the Century to go into the hotel business in the Muskoka lakes district. Ernie Warren of the Elgin flew his own plane and took along John Kirk, manager of the Imperial. Many officials and managers of 20th Century Theatres paid tribute to Gurr.

In line with the new first run policy of the Avalon under the management of F. H. Gallop, "Pagliacci," the Italian-made opera film, has been booked from Alliance Films for early showing. The change in policy was made with the presentation of "I See a Dark Stranger" for one week.

The Imperial was jammed with juveniles Saturday morning (24) for a free show given under the auspices of station CKCO, to which admission was by club membership ticket. Likewise CFRA, newly opened in Ottawa, has cooperated with Jack Snow, local jeweler, in the staging of Saturday morning rallies for juveniles at the Somerset. Prizes and stunts are featured at both theatres.

Morris Berlin, proprietor of the Nelson, was in Toronto to arrange for a series of special bookings for this comparatively new house . . . Norah McFarlane, local high school student, is featured in the short subject, "The Boy Who Stopped Niagara," which was written, produced and directed by her father, Leslie McFarlane of the National Film board.

A visitor over the Victoria day weekend was Bing Crosby, Paramount film star. His program was purely informal and one enjoyable feature was a game of golf at the Seigniory club on the Ottawa river. Crosby was in Canada last year to appear in outdoor sequences for "The Emperor Waltz," many of which were taken in the vicinity of Jasper Park.

Two theatres are going up side by side in Peterborough and the residents are interested in the unusual building race. One is being erected by Odeon Theatres, its first in that center, and the other is a prospective unit of Famous Players Canadian Corp., which already has a theatre in Peterborough.

MONTREAL

Maurice Chevalier gave a press reception at the Ritz-Carlton prior to his personal appearances here. It was described as "the largest press conference ever held in Montreal." Every newspaperman and newspaperwoman in town wanted to be there, and most of them were . . . Parents are turning the education of their children over to Hollywood, Dr. S. R. Laycock told the Alexander Home and School Ass'n at Sudbury. He linked with the cinemas as community teachers the dance halls, bowling alleys, gymnasia and romantic fiction.

The Avenue, United Amusements' new theatre on Green avenue, opened May 28. The Avenue is Westmount's first theatre, the cinema named Westmount being actually located in Montreal just outside of the boundaries of the fashionable westend suburb . . . Murray Devaney, manager of RKO's local office, was treated in hospital for an infected throat.

"The Jolson Story," Columbia's epic, established a record for Standard Amusement Co.'s Park Theatre, Verdun. It ran in the Church avenue house for 18 days and nights . . . "La Forteresse," an Eagle-Lion release produced in French at the St. Hyacinthe studio of Quebec Productions, Ltd., is in its fourth week at the Orpheum.

Monogram, Eagle-Lion and Hanson 16mm were scheduled to open their new office today (31). It is located on St. Alexander street, and exhibitors will be advised of the telephone number when the phone is installed . . . RKO will move immediately to the offices on Filmrow vacated by Monogram.

A young deer said to have been used in filming "The Yearling" has been dispatched by transatlantic plane from Gander, Newfoundland, to England, as a gift to the children of London from the children of the State of New York. It will find a home in the London zoo.

Exhibitors visiting Filmrow included Carl Brock of the Princess, Cowansville (partner with Leo Choquette) and Eugene Poirier, proprietor of the Caro Theatre, Windsor Mills.

Film Board's Secretary Upholds Canada's Role

MONTREAL—Canada's role in the United Nations' economic and social council is "significantly that of a leader," because the Dominion is "far to the front of most nations in progressive democratic developments," Dan Wallace, secretary of the National Film board, said.

In an address prepared for delivery to a regional meeting of the Rotary clubs of Watertown, N. Y., Wallace said other nations were watching "with interest" the operation in Canada of family allowance, old age pensions, and unemployment insurance.

The strength of the Dominion's contribution to the United Nations lay in a common belief with the United States in universal suffrage, civil liberties, racial and religious tolerance and the rights of labor.

The United Nations' first year had been largely formative and experimental. There had been loud and bitter debate but there was "good evidence of a willingness (in the face of failure) to submit to checks that mean some sacrifice of sovereignty for the common good," he added.

"We must muster our forces to see that to the extent that its success is dependent on our interest and support, this new organization that holds so much hope for humanity shall not fail," Wallace said.

WB Theatres Drops Four Houses July 1

BOSTON—Leases on four houses in this area controlled by the Warner circuit will terminate July 1 and the theatres will be turned back to their original owner, Adolph Burroughs, who will operate them. The houses are the Strand and Premier, Newburyport, the Strand, Amesbury, and the Strand, Belmont.

Operator of Nickelodeon In Early Hub Days Dies

BOSTON — Salvador M. Cifre, pioneer showman, died recently at the Boston city hospital after a long illness. He was 83 years old.

In 1904, Cifre opened what is believed to have been the city's first nickelodeon on Green street at the corner of Hale street. It was known as the Monaco Theatre. He called his 20-minute show "The World in Motion" and played fight pictures as well as short subjects. He was the father of Joe Cifre, head of Joe Cifre, Inc., supply dealers, and of Charles Cifre, operator of the Allston Theatre. He is also survived by a sister. Funeral services were held in Dorchester with burial in the family lot in Plaistow, N. H.

Boston Salesmen Honor PRC, Eagle-Lion Pilots

BOSTON—A luncheon honoring two pioneers in the motion picture industry here was held at the Hotel Statler. Harry Segal, newly appointed Eagle-Lion sales representative, and Albert Fecke, new manager for PRC, were the guests. The luncheon was sponsored by the Motion Picture Salesmen's club with Saul Simon serving as chairman. Seated at the head table were Tom Duane, SRO division manager, who was the emcee; Martin Toohey, Pawtucket exhibitor; Tom O'Brien, Columbia sales manager; Joe Wolfe and Saul Simons, Columbia; and Nathan Levin, Monogram, vice-president of the Motion Picture Salesmen's club, who presented checks to the guests as a tribute from the group.

Amusement Names Filed

HARTFORD—The following trade names have been filed in Connecticut.

All-State Amusement Co., Bridgeport, by A. F. Sturchio of Bridgeport; Entertainment Enterprise, Bridgeport, by Edward T. Coleman of Bridgeport; Merit Films, Bridgeport, by Jacob Goldring of Bridgeport.

New Haven Nite Life, New Haven; Connecticut Nite Life, Hartford; and Hartford Nite Life, Hartford, have been filed by J. P. Fenton and Frank Papillo of Hartford, and L. R. Beiser of West Hartford.

Glackin & LeWitt to Build

NEW BRITAIN—Glackin & LeWitt Theatres of New Britain, Plainville, and Sound View will purchase land for the construction of a 2,000-seat theatre here. According to Brookie LeWitt, building will start as soon as materials are available.

Donald Hall to Wed

CLAREMONT, N. H.—Mr. and Mrs. Vernon F. Whitcomb have announced the engagement of their daughter Elizabeth Marie to Donald Herman Wall, assistant manager of the Ritz and Tiffin Theatres, Tiffin, Ohio. An August wedding is planned.

To Build Theatre-Ballroom In Suburb of Fall River

FALL RIVER—Henry J. Curt of Somerset Centre, a suburb of Fall River, plans immediate construction of an edifice to be known as the Somerset Theatre-Ballroom, a license for which was unanimously approved by the selectmen of the town at a recent special meeting.

Curt says the building may not be completed for a period of ten months to one year because of the scarcity of materials. In describing the proposed structure, Curt said it will include permanent seats for 1,100 with an over-all capacity of 3,000.

The building, to be built of cement blocks and steel, will be 200 feet by 100 feet and will be situated just south of the Fall River-Providence highway, a short distance from the Brayton Point road.

Air conditioning, a spacious dance hall and soda fountains will be other features, Curt declared.

FC Buys Hub Franchise; Morris Green in Charge

BOSTON—Film Classics has acquired its Boston franchise and has set up a new exchange at 54-58 Piedmont St. Morris Green, formerly with Paramount as branch manager and supervisor of the New Haven territory, has joined the company as branch manager. The first film to be released by the new exchange is "The Patient Vanishes," British picture featuring James Mason. Sam Wheeler, sales manager, spent several days here setting up distribution plans for the picture.

Circuit Court in Boston To Hear Findlay Appeal

BOSTON—The appeal of Jack Findlay in the case of Findlay vs. Westerly Theatres Operating Co., Inc., in which Findlay was held guilty of breach of trust, will be argued in the first circuit court of appeals here June 10. The case was heard last winter by Judge Hartigan in U.S. district court, Providence. Judge Hartigan found Findlay guilty of breach of trust in connection with the lease of the United Theatre Co. of Westerly.

Mary Jane Douglas Weds

NORTH ADAMS, MASS.—Mary Jane Douglas, cashier at the local Paramount Theatre, recently became the bride of Eugene A. Lapine.

Alhambra Theatre Asks 50-Day Ceiling

NEW HAVEN—Asking a 50-day ceiling after first run in Waterbury, Henry W. Smith has filed an arbitration complaint on behalf of the Alhambra Theatre there with Oliver W. Bishop, secretary of the AAA. The five major distributors and the Carroll Theatre, operated by Roger Mahan, are named as respondents.

The complaint reads: "We claim that due to the peculiarities of the Carroll operation, pictures become available extremely late to the Alhambra and cause the Alhambra too severe a hardship in booking. The Alhambra Theatre requests that a 50-day ceiling after first run be installed, in order that this hardship be alleviated."

Lou Ginsburg and Bernard Levy of Amalgamated Buying Service represent the complainant.

Garbose Bros. Get Okay From Orange Council

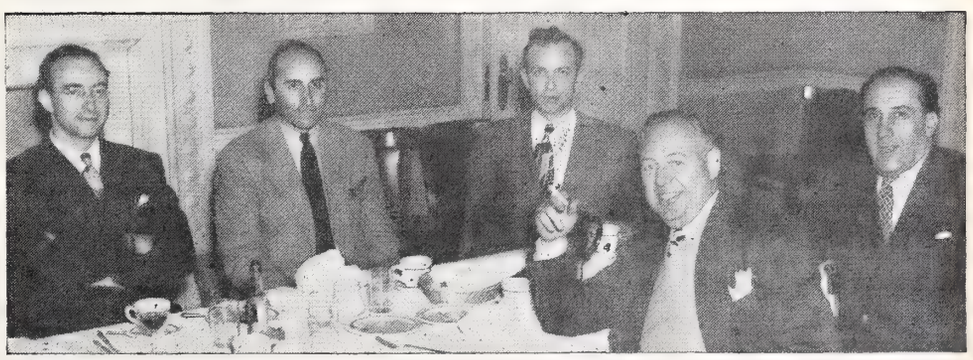
ORANGE, MASS.—The selectmen of this town and the Garbose Bros., who formerly conducted film shows in the town hall, have finally reached a settlement of their differences. The selectmen, denying they had refused to grant the Garboses five Sunday licenses and a confectioner's license for their new theatre to be opened in June, said the permits have been turned over to the brothers. He stated the brothers also have paid $1,403.37 to the town, this representing rent incurred during court action between the town and the Garboses in 1945.

Hartford Boosts Ad Rates

HARTFORD—Both local dailies — the Courant and the Times—have increased amusement advertising rates. The Times, afternoon daily, has increased fees from $2.66 per inch to $2.94. The Courant, morning and Sunday paper, has gone from $2.10 to $2.52, daily, and $2.52 to $2.94 Sunday.

Popcorn Vendors Popular

NEW HAVEN—Popcorn vending machines have achieved a new popularity in this area. In general poppers have been replaced by warming and vending machines. Among the recent installations by Connecticut Theatre Candy Co. are the Music Box and State, New Britain; Astor, Hartford; State, Springdale, Fairmount and Forest, New Haven.



AT SPECIAL SCREENING—Exhibitors from all parts of Connecticut attended a special screening at New Haven of RKO's "The Long Night," which was preceded by a luncheon. Left to right: Lou Ginsberg and Bernie Levy of the Amalgamated buying and booking service; Bill Brown, film buyer for the Pickwick Theatre, Greenwich; Hugh Maguire, office manager, and Sidney Swirsky, New Haven RKO salesman.

NEW HAMPSHIRE

Walter E. Young, owner of the Strand in Farmington and a summer motion picture theatre at Alton Bay, was named a vice-president and director at the recent annual meeting of the Farmington Building & Loan Ass'n.

The Henry W. Savage block in Alton, named for the famous oldtime theatrical producer who was a native of that town, has been taken over by the American Legion post there. It contains halls, banquet rooms and apartments and will be modernized by the veterans.

Several films were shown free at a public program presented by the Farmington Fish and Game club in the Farmington town hall May 27. They dealt with protection of the purity of lakes, brooks and ponds in the state, as well as hunting and fishing.

More than 6,000 school musicians from all over New England participated in the recent New England Music Festival in Portsmouth. The groups included about 72 bands, 14 orchestras, 46 choral groups and 120 soloists . . . Benson's wild animal farm in Hudson, which breeds a number of wild beasts for motion picture productions and circuses, was to be opened to the public for another season on Memorial day. The establishment, where Josef Walch is again the wild animal trainer, will remain open through Columbus day.

Vaughn Monroe's dance band recently drew large crowds to the Casino at Hampton Beach and the Canobie Lake Park ballroom in Salem, where amusements and rides have started operating for the summer. The Baboosic Lake amusement center has also been opened . . . "Fighting Lady" recently was shown at a Naval Reserve rally in Manchester.

William Foster and his English war bride, the former Pamela Smith, a native of Birkenhead, England, have settled in Alton. Foster has played with several topnotch dance bands in this country and became acquainted with his future wife when she appeared as a soloist with his GI band during the war.

After a recent trip to New York, a Manchester newspaperwoman related in her column how a group of Gotham businessmen contribute funds for theatre parties and Broadway restaurant dinners for disabled veterans from hospitals in and around New York, and suggested a similar plan in New Hampshire.

A move which would have set June 12 as the tentative date for adjournment of the state legislature was rejected by an overwhelming voice vote in the house . . . Arthur P. Reed of Winchester has been named as general manager of the Cheshire fair to succeed the late Hiram O. Bolton of Ashuelot. He is vice-president of the Cheshire Fair Ass'n. Harold J. Adams was chosen to succeed Reed as ticket chairman, and Joseph Kershaw was named as treasurer of the association, another post left vacant by Bolton's death.

Fail to Ban 'Duel'

LACONIA, N. H.—Meeting to act on a proposal to ban showing of "Duel in the Sun," city council voted, 4 to 2, not to bar the showing. A second ordinance would have barred all under 21 from seeing the picture. That, too, was killed.

To Handle Camera

Ira Morgan has been set by Columbia to handle the camera on "The Sea Hound."

A. C. Chadwick Sells Theatre in Newport

NEWPORT, N. H.—E. Harold Stoneman, president of Interstate Theatres Corp., and Allard M. Graves report that the Coniston Theatre here has been acquired by them from Arthur C. Chadwick, who has owned and operated the property for the past 25 years. The theatre will be a joint operation of Interstate and Graves.



ARTHUR C. CHADWICK

Chadwick is a pioneer showman in New Hampshire. He started his first theatre, the old Empire, July 26, 1912, in Newport. Eight years later he moved to the Coniston where he has continued until the present date. He has announced his plans to retire from the theatrical business.

Graves is well known throughout New Hampshire and Vermont as he operates five other Interstate houses. He is the son of the late Homer A. Graves. Both father and son were born and educated in Newport.

The new owners have signed with William Riseman Associates, Boston architects, to prepare plans for redesigning the Coniston. Ersley R. Blanchard, who has been with the Coniston for 25 years, will continue as manager. The new owners will take over June 1.

PORTLAND

Eugene Geary has been transferred from the Capitol in Somerville, Mass., to be assistant manager of the State Theatre in Portland . . . Special shows at the M&P State included a special children's offering during vacation, also prizes Saturday morning preceding Mother's day. The prizes included gift candy, nylon stockings, handkerchiefs, etc. . . . Twenty-two spot announcements were made over WGAN, in connection with the run of "Imperfect Lady" at the State.

Manager Ralph Tully of the State and John Divney of the Maine attended the recent M&P managers meeting in Boston. Special columns were devoted on the newspaper's theatre page to Phyllis Thaxter, local girl playing in "The Sea of Grass," a picture that did big business at the State . . . Rudy Vallee's father was an honored guest at the State opening of "Fabulous Suzanne," in which Rudy played.

Faith Scanlon, New York model, named "Miss Duel in the Sun" at Portland, pinned a good-luck token on the manager of the Portland Pilots in their opening baseball game of the season. Greeted by Manager Harry E. Ashton of the Empire Theatre, she was met at dinner, cocktails, etc., by local press and radio representatives, all in connection with "Duel in the Sun," showing at the Empire.

Donald Jollotta is the new student manager at the Capitol and William Stinson is now head usher . . . Manager Frank Clements, Portland and Jollotta, attended the 50th birthday celebration of the Loew organization, held recently in Boston.

New Title Is 'Mary Hagen'

The new handle for Columbia's "That Hagen Girl" is "Mary Hagen."

WORCESTER

Glen Allvine, eastern director of publicity for the motion picture industry, spoke on the Children's Film library at a meeting of the Better Films council at the Sheraton, at which several young persons were guests of the council . . . The Modern in Marlboro had a booth for the sale of poppies for disabled veterans.

An article in the Evening Gazette said, "It is no secret that attendance at the widely heralded 'Duel in the Sun' has been disappointing in Worcester. Blamed are the increased prices, its poor rating on morality grounds (several clergymen here denounced it publicly) and the disappointment of those who did see the picture."

Dr. John T. Kennedy, a dentist here for 42 years and father of film actor Arthur Kennedy, died of a heart attack while riding on a bus. His son came here from New York for the funeral. He has been playing the leading role in "All My Sons" on Broadway . . . Manager Alec Davis of the Warner reports a holdover on "It's a Wonderful Life."

Harold Maloney, manager of Loew's Poli, says audiences got a bang out of the Worcester references in "The Late George Apley" . . . The Rialto in Leominster was the scene of the minstrel show of the Masonic lodge . . . Guy Palmerton of the Playhouse has been attempting to get Rita Johnson, Worcester film actress, to come home and make a guest appearance in his stock company.

Leo Lajoie, manager of the Capitol, had so many patrons trying to overpay his candy clerks that he posted a sign reading, "All nickel candy is five cents" . . . "Up in Central Park" drew a good house on a one-nighter at the Auditorium.

Robert E. Perry, formerly of Fitchburg, will stage the operettas this summer at the St. Louis Municipal Opera Co. . . . Ernest Sharaf, manager of the Rialto here, has started a giveaway of dinnerware sets . . . Jack Kenney, widely known vaudeville player of a generation ago (Kenney and Hollis) underwent an operation in City hospital. In recent years he has operated film houses in Lewiston and Auburn, Me.

Leo Lajoie placed a story in the dailies when he discovered that Grandon Rhodes, who plays Thomas Jefferson in "The Magnificent Doll," formerly was a stock company actor here at the Plaza . . . Duke Ellington, the band leader, was in town.

Alec Davis made a tieup with a federal savings bank for "It's a Wonderful Life" . . . The Motor-In at Sutton held a preview for invited guests and then opened to the public the next night . . . Miriam Hopkins will come to Fitchburg in August to appear in "The Guardsman."

The Champ Amusement Corp., which recently took over the Park in Spencer, has plans to extend its circuit . . . Janet Russell (Miss Worcester) is modeling for the Worcester Film Corp. . . . Claude Hopkins and his quartet closed at the Sheraton and were succeeded by the George Koch trio of New York.

Stuart Nedd, formerly of Westboro, is joining the Port Players in Wisconsin as actor and director . . . A dance recital for the benefit of the Marlboro Boys club was presented on the stage of the Modern in Marlboro . . . Vaughn Monroe was in town.

Massachusetts Taxes In Big Boost Over '46

SPRINGFIELD—Huge jumps in property taxes for theatre owners in western Massachusetts appear to be the order of the day, as community after community announces new highs in tax rates. The increase is caused, in the main, by increased cost-of-living adjustments in the salaries of municipal employes.

Highest tax rate jump for any western Massachusetts community thus far has been an $11 boost in the rate at Athol, pushing it up to $49 per each $1,000 valuation. The big increase there was caused by exceptionally high budgets for all town departments, along with wage increases up to 20 per cent for town employes.

North Adams has set a tax rate of $47—$7 above last year's—and the highest in the city's history. The rate is exactly double that of 1919, making a 100 per cent increase in 28 years. At the same time, assessors raised property valuations about 6 per cent, in order to keep the tax rate from going to $52.

In Springfield, Mayor Daniel B. Brunton has not set the 1947 tax rate, but a jump of at least $3 from the 1946 level is anticipated. Early in the year, when city officials began considering the new budget, fears were expressed in municipal circles that the local tax rate would jump $10 as the result of reducing hours for firemen and city workers, necessitating new additions to city payrolls. However, careful pruning of budget items, plus a windfall of tax refunds from the state, have helped to cut this figure.

In Chicopee, the tax rate has jumped only $1, hitting the $37-a-thousand mark. A similar boost of only $1 was effected in Holyoke, where the rate went to $30.

Williamstown recorded a $4 jump, with the 1947 assessments being figured on a $36 rate, while Pittsfield set $45.40 for the current year—a jump of $5 from the 1946 figure.

Another major jump occurred at Greenfield where a $6 boost pushed the rate up to $36. Bolton recorded a $2.80 increase per thousand, for a new rate of $32.80.

Theatre Ads Will Go Into Homes By Springfield Facsimile Paper

SPRINGFIELD — Theatres here, in the future, may place their display advertising copy directly into the homes of local residents, under a plan announced this week to publish a facsimile newspaper here.

The electronic dissemination of news will permit the transmission of pictures, drawings or printed copy, according to Harry Bliven, president of Film Group, Inc., which has formed a subsidiary company to publish the modern newspaper. To be known as New England Facsimile Corp., the new company plans to publish its newspaper "some time in the fall."

Other incorporators, besides Bliven, are Eugene C. Zack, formerly of the editorial staff of the Daily News and one-time managing editor of the WSPR news bureau, and J. Kendall Brigham, assistant treasurer of Film Group.

AD RATES NOT SET

The facsimile newspaper, Bliven said, will not be transmitted via FM, as is customary elsewhere with this type of news dissemination. "Our paper will not be an adjunct either to radio broadcasting or newspaper publication. It will be a completely independent newspaper, supplying news and advertising copy on an around-the-clock basis."

The service has not yet set up advertising rates, but they are expected to be based on the number of home receiver-recorders in operation.

The company will place receivers in homes on a monthly fee basis that will include the costs of paper and of servicing the machines. Under the plans for news publication, theatre advertisements and motion picture reviews would be transmitted during the afternoon, at the same time that comics and the business section are published. "If people read the theatre ads and reviews in the morning," Bliven explained, "they won't be interested in them. So we plan to put them on their machines in midafternoon—just the time that they'll begin to make their plans about what to do that evening."

NEW TABLOID TOO

Because of strict limitations on paper that can be used daily, it may be necessary to limit theatre ads for the present, Blevin said. Actual limitations on paper use will depend on the amount of paper that can be placed on the machines at any one time. "It's not a question of shortage as it is with newspapers, but rather of how frequently we'll have to service the machines."

The inauguration of facsimile will mean three-way competition in the Springfield news and advertising markets for the first time in the city's history.

At present, two of the city's four metropolitan dailies—the evening News and the morning Union—are publishing with full quotas of advertisements, despite an eight-month-old strike of AFL and CIO unions. After refusing for three months to place ads in the nonunion dailies which resumed publication in defiance of the strike, local theatremen have begun placing display ads in the strike-breaking dailies.

Next month, a new afternoon daily is due to enter the field, with Roger L. Putnam, ex-mayor and prominent industrialist, launching the Sentinel, a tabloid.

New Hampshire Assembly Kills Two Dog Racing Bills

CONCORD, N. H.—Two separate bills which would have legalized dog racing in this state have been defeated by overwhelming votes in the house of representatives here.

The first measure was killed by a vote of 226 to 105, and a couple of days later the other measure went down to defeat on a roll call vote of 189 to 58. In defending the last measure, House Bill 278, its sponsor, Rep. Harold G. Sackett of Albany, stated he did not believe the earlier bill was fairly understood. The second defeat precluded any possibility of greyhound racing legislation this year, and the legislature's next regular biennial session will not be held until 1949.

Following the doom of dog racing, Sen. Aldege A. Noel of Nashua announced that he had abandoned his plan to introduce a measure for the licensing of "bookies," but insisted that he was sincere in believing that such a system would be a producer of needed state revenue and would stop underhanded traffic in gambling and associated corruption in connection with horse racing in the state.

Meanwhile, the House defeated 246 to 95 a move by Rep. Burritt H. Hinman of Stratford to transfer the money from race track revenue now distributed to New Hampshire's country fairs to public education purposes. The apportionment to the fairs amounts to more than $200,000 a year, he pointed out.

During these race track legislation developments, the Lalumiere bill, which puts more teeth into the law against the operation of lotteries and "bookies," was being engrossed for Gov. Charles M. Dale's signature or veto.

Connecticut Industries Needing More Workers

NEW HAVEN—According to the Connecticut Department of Labor, several employers during April made reductions in their working staffs. However, it is reported that shortages in other fields thus far have absorbed the workers, who in most cases were not unemployed for more than a few weeks.

Metal industries and others which have been holding back production because of materials now beginning to come through, are, on the other hand, in need of 11,000 workers within the next few months. With manufacturing employment leveling off generally, however, a greater demand for specialized jobs in services and sales is appearing.

Although the number of men unemployed decreased from 25,700 in March to 23,300 in mid-April, the number of women out of work increased from 6,700 to 7,200. Increased employment is expected in construction lines from now on through the summer.

Theatres, Equipment Firm Organize in Connecticut

HARTFORD—The following certificates of organization have been filed with the secretary of state's office here:

The People's Drive-In Theatre Corp., 11 Elm St., Winsted: amount paid in cash, $6,000; president-treasurer, Vincent W. Youmatz; vice-president, John Youmatz; secretary, Joseph Youmatz; directors, same as officers.

The D&M Amusement Corp., 35 Center St.; New Haven; amount paid in cash, $1,000; in property, $5,000; president, Louis Blenner; vice-president, Richard L. Hershalter; treasurer, Alexander C. Hershalter; secretary, Milton A. Hershalter; directors, the officers.

Lou Phillips Theatre Supplies, Inc., 136 Meadow St., New Haven: amount paid in cash, $20,000; president, Louis Phillips; secretary-treasurer, George Comden; vice-president, Charlotte Comden; directors, same as officers.

Connecticut Amusement Corp., 85 Pixles Place, Bridgeport: amount paid in property, $35,000; president-treasurer, Louis Jossick; vice-president, Helen Jossick; secretary, Edward W. McPadden; directors, same as officers.

Columbia Recording Corp., a New York corporation.

BOSTON

Summer stock theatres are opening throughout this territory . . . The first community-sponsored playhouse will open at West Newbury in July. Peter Frye of New York will be the director. Edmund and William Scotti will open the summer season at the Beverly high school June 24 with Basil Rathbone in the first attraction . . . Constance Bennett has been signed by Richard Aldrich to open the 21st summer season of the famous Cape Playhouse, Dennis . . . The North Shore Players will open their fifth season at the Marblehead high school with M. Blake Johnson as managing director . . . There will be a new summer theatre at the Austin Playhouse of St. Michael's college, Burlington, Vt.

George Solomon, owner of the Columbia, Boston, reports that a winter's rest in Florida was of great benefit to his health. He is back for the summer . . . Al Vonc of the York Beach Theatre in York Beach, Me., has reopened his summer house of 485 seats . . . Maine's only drive-in, the Saco Auto Theatre, Saco, has opened for the summer. A. C. O'Neill is the owner.

Bill Harwood, Avon, Hartland, Me., has completed renovating his chicken farm and farm house, doing much of the alterations himself . . . Mrs. Lucy Gaigasant manages the Colby Theatre, Colby, Me., for her brother, Colby Robinson of Portland. Robinson spent two weeks in Bingham supervising the renovating of the theatre.

Leonard Goldberg, president of Independent Exhibitors, Inc., attended the Variety convention in Los Angeles but did not go with the Boston group on the train. Instead he went down to the South station to see them off on Friday afternoon, took a plane on Sunday evening from Boston and was in Los Angeles in time to greet his pals as their train came in. The plane trip took nine hours each way.

Film Exchange Transfer Co., members of National Film Carriers, have entered into the field of physical distribution and inspection of films. The first picture being handled under this arrangement is Selznick's "Duel in the Sun."

District Manager Clayton Eastman has announced that the UA top musical feature, "Carnegie Hall," has been booked at the Esquire Theatre for a roadshow two-a-day engagement at advanced prices. The picture will open June 17. The Esquire, one of the city's most attractive theatres, has played two other successful roadshow engagements within the past year. "Henry V" ran 35 weeks and "The Best Years of Our Lives" remained 20 weeks. Carl Goldman who was manager for the latter engagement, will continue as manager for "Carnegie Hall."

The Jamestown circuit is remodeling the Palace, Manchester, N. M. There will be no matinees while the renovation is going on . . . Fred Stone, head booker at E. M. Loew's, is spending his vacation at Portland, Me. . . . Al Rudenstein of the Stoneham in Stoneham and Capitol in Bridgewater has purchased a retail furniture store in Stoneham.

Walter E. Mitchell of the Morse, Franklin, has gone on a ten-day fishing trip with six insurance friends . . . Abe Barry, head booker at Columbia, is busily engaged in working on his garden. He reports that the tulips and roses are in full bloom and that he has completed the replanting of his vegetable garden.

John Mahoney has been named assistant manager at B&Q's Coolidge Corner Theatre, Brookline, to work under Bernard Stewart, manager. Mahoney comes from the Laffmovie Theatre, where he had been co-manager . . . Wilbur Peterson, formerly operator of the Orpheum, Somerville, which he recently sold to Louis Stern, has joined Manley, Inc., as salesman in the New England territory, working under the direction of Sam Horenstein, Boston representative.

Borrows From Paramount

Universal has borrowed Curley Linden from Paramount to lens "Tap Roots."

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POST-WAR
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'Duel' Gets 3rd Week; Hub Grosses Skid

BOSTON—A downward slide in grosses was reported here last week. "Duel in the Sun," which broke in its opening records at Loew's State and Orpheum, slumped in its second week. It was held a third stanza at both houses, however. "The Two Mrs. Carrolls" opened to fair business at the Met and also held over. "The Farmer's Daughter," remaining a fourth week at the Keith Memorial, is holding up well.

(Average is 100)

Boston—**Born to Kill** (RKO), plus stage show.....110
Exeter Street—**This Happy Breed** (U-I), 3rd and final week.....130
Majestic—**The Corsican Brothers** (UA); **International Lady** (UA), reissues, 2nd wk.....95
Memorial—**The Farmer's Daughter** (RKO); **Banjo** (RKO), 4th wk.....110
Metropolitan—**The Two Mrs. Carrolls** (WB); **Big Town** (Para).....110
Paramount and Fenway—**It Happened on Fifth Avenue** (AA-Mono); **Violence** (Mono).....100
State and Orpheum—**Duel in the Sun** (SRO), 2nd wk.....140

Bad Weather Slows Business At First Runs in New Haven

NEW HAVEN—With only one fair day in five, the week was slow. Only exception was the Shubert, a legitimate theatre with only occasional film bookings. "The Best Years of Our Lives" played to good crowds all week and probably will stay for another three weeks.

Bijou—**Daring Desperadoes** (Embassy); **Sea Bandits** (Embassy).....85
College—**Duel in the Sun** (SRO), 2nd d. t. wk.....200
Paramount—**Blaze of Noon** (Para); **Hit Parade of 1947** (Rep).....93
Loew's Poli—**The Late George Apley** (20th-Fox); **My Brother Talks to Horses** (MGM).....98
Roger Sherman—**I'll Be Yours** (U-I).....90

Hartford 'Egg' Top Boxoffice; 'Time Out of Mind' Runnerup

HARTFORD—Only downtown holdover was "The Egg and I." Openings included "The Farmer's Daughter," "Time Out of Mind" and "The Fabulous Dorseys."

Allyn—**The Private Affairs of Bel Ami** (UA); **Hit Parade of 1947** (Rep).....110
E. M. Loew's—**Time Out of Mind** (U-I); **Michigan Kid** (U-I).....160
Poli—**The Farmer's Daughter** (RKO); **Devil on Wheels** (RKO).....125
Regal—**The Fabulous Dorseys** (UA); **Devil's Playground** (UA).....125
Strand—**The Egg and I** (U-I), 2nd wk.....175

WTHT Holds Forum Talk On Censorship Question

HARTFORD—Motion picture censorship came up for discussion recently in a radio forum broadcast by WTHT. The question "Does Connecticut Need a Motion Picture Censorship Law?" was hashed over by a panel consisting of Herman M. Levy, general counsel of MPTOA and executive secretary for the Connecticut MPTO; Albert I. Prince, promotion-aviation editor of the Hartford Times; Mrs. Allen W. Yorke of the local PTA; Charles Niles, Hartford Times columnist, and the Rev. Fletcher D. Parker.

Levy explained to the other panel members the moral safeguards set up by the Eric Johnston office. He also discussed other ways and means by which the industry exercises self-control.

Mrs. Yorke, however, came in with the opinion that Connecticut should have a motion picture review board consisting of 12 persons, representing clergy, police, courts, juvenile commissions, etc., to check on pictures coming into Connecticut.

Levy maintained that environment is a far bigger factor in juvenile delinquency than motion pictures. He added that the theatre owner wants his townspeople's good will and will cooperate with parents. He also discussed the problem of selecting suitable films for special children's shows.

FALL RIVER

A three-day outdoor rodeo starring Ken Maynard, western star, dug deeply into grosses at motion picture theatres here . . . Assistant Manager John McAvoy of the Durfee Theatre gave a talk on motion pictures and the legitimate theatre at a recent meeting of the Beta Sigma sorority here.

General Manager William S. Canning of the Yamins circuit presided at festivities at which an automobile was presented to Coach Luke Urban of the B.M.C. Durfee high school. Wrist watches were given to members of the school's basketball team, which has won the Massachusetts state championship and has taken second place in the New England basketball tournament.



WILLIAM S. CANNING

Manager Norman Zalkind of the Park Theatre here has written a letter to Police Chief Edward McMahon thanking the police department for its efficient handling of the big crowds and heavy traffic about the theatre during the recent extended run of "The Jolson Story."

Nathan Yamins of Newton Centre, circuit theatre man and operator of several motion picture houses here, attended the recent annual reunion and banquet of his Durfee high school class of 1907 . . . John Stanton has replaced Neil Wagner as night maintenance man at the Capitol.



NATHAN YAMINS

William S. Canning was a guest at the RKO premiere of "The Long Night," held recently in Boston, and attended the dinner given for exhibitors following the showing.

Enlisted personnel of the destroyer USS Joseph Kennedy jr., which visited this port in observance of Naval Reserve week, were guests of the Empire Theatre during their stay here . . . Rodger Ferry, of the Fox New York publicity office, was a recent visitor to the Empire.

Improvements planned for the Strand Theatre here will necessitate closing the house for several weeks this summer. Plans have been drawn by Israel Almy, architect. Minor alterations are being made at present while the house is in operation . . . Paul Slayer, manager of the Durfee, recently visited his daughter, who was ill in New York.

Springfield's Kickoff Day Brings Critic's Protest

SPRINGFIELD—A slap on the wrist for the city's four downtown theatres for opening all first run films on the same day has come from W. Harley Rudkin, theatre editor of the Daily News. Writing in his weekly Off Stage column, Rudkin chided them for a "policy I still consider short-sighted."

He said: "I have talked with theatre managers about this, but all I get is a shrug. The houses which have been accustomed to opening on Wednesday don't want to give an inch, and the others will tell you that they have nothing to do with it—they get their orders from higher up."

Worcester Theatres Hold Two Shows For Children Saturday Mornings

WORCESTER, MASS.—Both the Park and Greendale theatres are holding two Saturday morning showings of product from the MPA Children's Film library to accommodate large crowds of children and parents. Henry Cummings and William Brown, managers of the Greendale and Park, respectively, originally planned one morning show in each house. Attendance was so great during the first performance on May 3, both managers decided to run two shows each week.

The second week of the library film showings, children began lining up in front of both theatres at 8 a. m. At 9:40 a. m. the Park and Greendale were sold out for the first shows.

The library film showings were started at the request of the head of the Worcester public library. The Better Film Council, PTA, public schools and public libraries began sponsoring the program during the latter part of April. A special trailer was made under Brown's supervision. The superintendent of schools arranged for printing and distribution heralds. Announcements of the program were made from the stages of both houses.

The public began showing interest, and Brown and Cummings briefed their theatre staffs on all details of the shows so they could answer patrons' inquiries. The first shows start at 9:30 a. m. Tickets are sold for a half-hour after opening. The second shows start at 11:30 a. m., with no tickets on sale after noon. The children's shows postpone the start of the regular shows from one o'clock to two o'clock.

Theatres Get Reminder On Safety Precautions

From Central Edition

ST. LOUIS—Fred Wehrenberg, president of MPTOA, has sent a special bulletin covering the subject of fire precaution and drills to the manager of every motion picture theatre in the St. Louis territory.

The bulletin contains the following suggestions:

1. Clear all store rooms, stages and basements of combustible materials, such as paint, oil rags, gas or naphtha. Paint, oil rags, gas or naphtha should be placed in a metal container.

2. Check all fire extinguishers. Be sure they are in working condition and that they are in appropriate places and that all employes know where extinguishers are placed.

3. Familiarize yourself with closest fire alarm box or fire department number.

4. Check all exit doors before the theatre opens each day. Be sure they open freely and that the panic bars are in working condition. Also, that all hasps are open and not larger than 3 inches.

5. Drill your staff regularly in preparation for an emergency. Instruct each employe what to do and what post to take in case of a fire or an emergency. Also familiarize them with the nearest fire alarm box and extinguishers. You and your staff should know how to control the house lights in the event of an emergency, to open exit doors, to put out fires and to handle extinguishers for efficient operation. It will be the duty of the manager or assistant manager to make announcement telling everyone to take his time —not to rush but to walk slowly to nearest exit.

"This is very important . . . therefore give it your immediate attention."

Exhibitors Assert Staffs Can Cope With Fire Peril

From Midwest Edition

JEFFERSON CITY, MO. — Exhibitor spokesmen from St. Louis and Kansas City appeared before the house criminal jurisprudence committee recently to offer testimony at a hearing on house bill 250 providing for employment by amusement places of uniformed watchmen to safeguard patrons in an emergency.

The theatremen told the committee that the motion picture theatres of the state for years have drilled their workers to handle fires and other emergencies and that from five to 35 workers in each theatre have been training through these drills. The bill was killed in committee.

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NEW HAVEN

Alhambra's (Waterbury) arbitration complaint asking for a 50-day ceiling after first run, makes four cases filed locally since January 1947. Secretary Oliver Bishop reports several labor cases on file currently awaiting arbitration . . . Star's reissues, "Mutiny on the Elsinore" and "Forty Thousand Horsemen," will play the Cameo, West Haven, first run with 30 days' clearance, beginning Memorial day, for three days.

Hugh Owen, Paramount eastern sales manager; Al Kane, New England district manager, and Henry Germaine, Connecticut manager, held a sales meeting at New Haven May 22, on "Perils of Pauline," "Dear Ruth" and "Desert Fury." The office is readying itself for its 13-week Paramount's 35 Years of Leadership drive . . . Loew's Poli A house managers and several others were guests of 20th-Fox at dinner at Colonial House, preceding a sneak preview of "Miracle on 34th Street" at the Strand. The mayor couldn't make it but was represented by Mrs. Celentano and son.

At the Paramount new structural glass and wainscoting are going into the outer lobby; the ladies' rest room is being renovated and the new spun glass stage drops are calling forth admiration . . . Three modernistic fixtures have been installed in the Poli's outer lobby and considerable rewiring is in progress.

Rumors are flying that a new open airer will be constructed near Winsted . . . The E. M. Loew drive-in near Newington is rapidly nearing completion . . . The Poli, Meriden and Lyric, Bridgeport, will close for the summer either Decoration day weekend or the following week.

Val Borger is training under Arthur Greenfield and Eva Cooperstack at U-I for exchange work in South America. John Carpenter recently finished two months here and sailed for Bombay . . . Report is Angelo Tomasino, of the White Way and Victory, plans to go to Rome with 20th-Fox.

First on the Loew-Poli vacation list is Lou Cohen, manager of the Poli, Hartford, who started with a week in May. Al Domain of the Lyric, Bridgeport, took his first week, ending June 1, after which Harry Rose of the Globe, Bridgeport, starts out June 9 . . . Bob Carney of the Lyric, Bridgeport, will do relief duty all summer at Norwich and Springfield, while Ruth Bolton of the New Haven office will relieve for the New Haven managers and for Charlotte Sitzer, Harry Shaw's secretary . . . High tariff at most summer resorts threatens to keep many film vacationers right at home.

Morris Rosenthal of the Poli, New Haven, will celebrate a wedding anniversary (they won't say which) with a weekend in New York . . . Ed Lynch, manager of the Roger Sherman, New Haven, is having his car tuned for an eight-week trip to the coast via the southern route, and return via the northern.

The A. M. Schumans of Hartford Operating Co. left May 23 for California . . . Floyd Fitzsimmons, MGM exploiteer, and Manny Waronoff, special representative from Syracuse, were in the Elm city for a few days.

Milton Hyams, former MGM New Haven salesman, is now selling in New York state, out of the New York exchange . . . Sid Brown, new to film business, is the new booker and salesman for Star Film Distributors.

Estelle Rosenberg is the new secretary at Amalgamated Buying Service . . . Phil Gravitz has his eye on the Golden Gate as he moves up from third to second place in the eastern bookers drive . . . At PRC the boys and girls have also shot up from third to second in the Harry Thomas sales drive . . . Bill Pavone, once with National Theatre Supply, is on the new enlarged staff at Lou Phillips'.

Lou Rosenberg, Poli engineer, is back on the job after an operation at St. Raphael's . . . Gloria Parente of 20th-Fox was out a few days with those cold germs which are causing absences everywhere . . . Joe Romano, assistant shipper at Columbia, resigned . . . Robert John Savage, new son of the Connecticut Theatre Candy Co.'s shipper, Jack Savage, born in Minneapolis, will take his first air trip when he flies in to New Haven June 10 at the age of one month.

Morey Goldstein, Monogram district manager, was a guest at the Meadowbrook Country club for the weekend . . . On the links for an early season warmup were Henry Germaine, Barney Pitkin, Larry Germaine, I. J. Hoffman and Maxwell Hoffman . . . A threesome on the course these days consists of Tony Terrazano of the Forest, Ralph Civitello of the Devon and Joe DeFrancesco of the Cheshire.

Russell Hess ran children's matinees at the Groton Theatre, with "Rebecca of Sunnybrook Farm" and cartoons . . . Colonial, Canaan, had a drawing for the Cancer fund awards . . . Mrs. Barney Pitkin, wife of the RKO manager, has been elected president of Hadassah for the coming year . . . Mike Tomasino's middle initial "P," stands for Patrick!





Connecticut Children Now Admitted Alone

HARTFORD—Following a special meeting of exhibitor representatives and police authorities, provisions of the new state law concerning admission of children to theatres will be sanctioned at once instead of October 1 as originally announced.

The measure, sponsored by the Connecticut MPTO and recently signed by Governor McConaughy, was passed to permit admission of children under 14 years of age without a parent or guardian until 6 p. m. After that time boys and girls under 14 still must be accompanied by an adult.

In Hartford, where enforcement of the former law was strictest because of the tragic loss of life in the circus fire several years ago, special children's shows and morning shows have not been feasible for some time.

Wood Protests Tax As Discriminatory

From Mideast Edition

COLUMBUS—Creation of a new tax and discrimination against city theatres in favor of circuses, baseball, dog tracks, race tracks, outdoor theatres and other amusements outside city limits would be among the results of repeal of the present 3 per cent state admissions tax, P. J. Wood, secretary of the Independent Theatre Owners of Ohio, said in an open letter to house members of the Ohio general assembly.

"Up to now theatres have absorbed the state tax," said Wood, "but in the event that the statewide levy is repealed, any local admission tax in excess of 3 per cent will be passed on to the public, thus creating a new tax. While the repeal of state tax will benefit theatres and other amusement enterprises in some counties, the eventual result will be to impose a new tax on the theatregoing public in those cities which enact local admission taxes."

"No provision is made in house bill No. 398 for the right to tax amusement enterprises such as circuses, baseball, dog tracks, race tracks, outdoor theatres, etc. outside of municipal corporations or on state-owned property, which now pay the 3 per cent tax. Permitting cities to impose their own amusement taxes will result in a hodgepodge of tax rates in the same county. As a matter of fact, in many instances only the width of a street will be the difference between a taxed theatre and an untaxed one."

Wood pointed out that since film theatres in Ohio contribute 75 to 80 per cent of the present state admission levy, any change in the law is of vital concern to theatre owners. He said that repeal would only partly solve financial difficulties of cities and that it would be unfair to place the entire burden upon the customers in one line of business.

He urged house members to support senate bill No. 250 under which the state would continue to collect the admissions tax but return the same to the county of origin.

Any Love Interest Good

L. H. R., in New York Times magazine.

"Critics of the current atom bomb film write scornfully of the love interest forced into it by its makers. Our personal feeling is that any love at all, including brotherly love, that can possibly be packed into public discussion of this ferocious invention is all to the good. The more the better."

From Silent Film Era

Anna Q. Nilsson, star of the silent film era, has been added to the cast of Columbia's "It Had to Be You."

Distributors Take Beating From Newspaper Critic

From Southeast Edition

CHATTANOOGA—Marschal Rothe, amusement editor for the Chattanooga Times, had some pertinent things to say in a recent column regarding motion picture distribution and advertising, titled "Cinema Confusion."

Quoting Roth:

"Though the theatre managers don't like to draw any farfetched conclusions—quite understandably—things look to them to be in a deuce of a mess when it comes to film distribution and exhibition these days. A number of film makers have taken to marketing their own product instead of releasing through the old established channels and distributors, probably in the hope of cutting down middleman costs.

"Accordingly, they are able to rent films to small chains and houses for a higher percentage take inasmuch as such exhibitors are anxious for the prestige of getting such flickers. Too, there seems to be the feeling on many theatremen's part that many highly touted films may be publicized beyond their worth due to the new trend.

"But for the poor bedraggled viewer who creeps into a quiet corner for two hours of escape, all this palaver about exhibitors and rentals will make little difference. All he wants to see are the latest films obtainable and the best ones.

"The complicated strings of the industry, which are maneuvered by a few deft jerks in Hollywood, are poor reading for a man who realizes he has been high-pressured down to the boxoffice by magazine ads, radio spots, Oscar winners and newspaper predictions."

New Title for 'Flamingo'

The new title for 20th-Fox's "Flamingo" is "The Invisible Wall."

HARTFORD

Al Schuman, Hartford Theatres general manager, and Mrs. Schuman, have left for a vacation in California. Ernie Grecula, advertising-publicity director, is filling in as relief . . . Pat Bucherri, manager of the circuit's Rialto, and Mrs. Bucherri, are home from a New York honeymoon.

Tom Carey is home from the Ohio territory, where he handles kiddy shows . . . Mrs. Anthony J. Kus, formerly of suburban Rocky Hill, went to Los Angeles to spend several months with her daughter, Mrs. William Thompson, who's connected with the RKO studios.

Mrs. Estelle O'Toole, secretary of Henry L. Needles of Warner Theatres, received a letter from Frank Ramsey, former manager of the Warner Lenox here, now in publicity work in Hollywood. Frank wrote that he had John Callahan of Hartford as guest for a week . . . Roger Dion, former assistant at the Warner Regal, has been named assistant at the Webb Playhouse in Wethersfield, succeeding Jim Williams.

Larry Kent, Center assistant manager, had a couple of old pals dropping in for visits: Capt. Eddie Downs, former Loew's Poli chief of service, and Tom Dunphy, now in ball park concessions in upstate New York and former Poli Palace student assistant . . . Paul O. Klinger, manager of the Poli Strand, Waterbury, and Tito Lazerri, assistant at Loew's Poli in Springfield, were in town.

It's a baby boy for the Joe Proutys. Mother is a former Strand cashier . . . Jack Gordon was in New York on bookings . . . George Landers of E. M. Loew's took a business trip to New York . . . Russ Grant, formerly with both Loew's houses here and now with the publicity department of Loew's Theatres home office, hit the current issue of Lo, the theatre house paper. Russ is guest editor of the quiz page in the book.

Tom Carey reports Herman Bamberger, well known in the New England trade, was in recently. Bamberger formerly was with the Poli, Springfield; Victory, Holyoke; Paramount, Springfield, and Paramount, North Adams. He's now in the manufacturing business in western Massachusetts . . . Al Green of USO Camp Shows stopped in to see George Landers, E. M. Loew's.

Howard K. Richardson, State Theatre manager, and Mrs. Richardson are observing their 18th wedding anniversary . . . Steve Mikowski, Warner Embassy doorman, and Mrs. Mikowski observed their 25th wedding anniversary by visiting New York.

Stan Szandrocha, formerly with Warner Theatres in New Britain, is now stationed with an army entertainment unit in Korea . . . The Music Box Theatre has started a new dish deal . . . Joe Allard, Music Box projectionist, became a granddad . . . Stan Sinski, district manager for Glackin and LeWitt Theatres, has a new car.

The Arch Street has a new candy girl, Victoria Gryguc, daughter of Vic Gryguc, manager of the Strand at Plainville . . . Howard Richardson of the State is using radio time to promote the theatre's newly installed air conditioning system.

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Texas Variety Gives $123,616 for Charity

DALLAS—The Variety Club of Texas dispensed $123,616.62 to charity from March 1946 through February 1947, the tent's "heart report," just issued, shows.

Expenditures listed in the report are: $91,722.71 to Boys Ranch; $7,076.20 to Freeman Memorial clinic; $7,089.46 to the Veterans hospitals in Texas and Louisiana; $4,495.93 to R. E. Griffith farm; $4,500 to St. Michael's home for girls; $1,200 to Hope Cottage; $1,200 to St. Agnes church of San Antonio; $1,200 to the Texas Police Ass'n for a traffic safety campaign. Miscellaneous contributions totaling $5,132.32 were made to a wide variety of civic and charity projects such as four indigent showmen, $2,275.28; Red Cross $600; Boys Town, $500; Boys Ranch of Amarillo, $520; Rebel Pennant fund, $200, and donations to minor charities, $1,037.04.

Two Partners Taken On By 'Pop' Haines in Dallas

DALLAS—David T. "Pop" Haines, owner of Associated Industries, distributors here for DeVry products, announced that Charles Williams and James "Red" Rountree have bought into the Texas DeVry distributorship.

Williams was with the Jefferson Amusement Co. of Beaumont for 14 years and later became city manager for East Texas Theatres, Inc. in Gladewater. Rountree, a war veteran, has had experience in the selling and business field of Texas.

Haines will remain general manager of Associated Industries, Williams will become office manager and buyer, and Rountree will be sales manager. Joseph Quijda has been added to the staff to handle the Spanish-speaking trade.

Road Closing for Drive-In Brings on $74,500 Suit

HOUSTON—The Winkler Drive-In Theatre Corp. and the Interurban Realty Co. were named defendants in a $74,500 damage suit filed in district court Friday (23) by Mrs. W. E. Leach, owner of 9.4 acres at Winkler and Rustic lane. She claims her property was damaged by that amount when Rustic lane was closed as a public throughfare when the new drive-in theatre was built. In her petition she said she had protested to the city as well as the defendants. Permanent structures were built on the street, she said, and ditches were dug across it. As a result of the theatre job all access to part of her land was blocked, she claimed, and the value of her land as a business property was reduced.

Cartoon Show as Reward

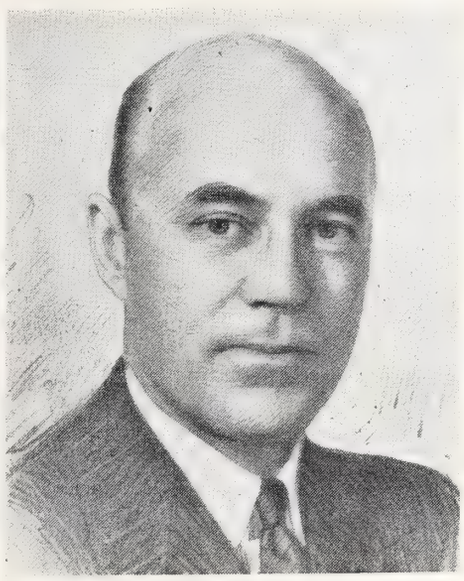
DRUMRIGHT, OKLA. — Manager Tom Kirkham of the Griffith Tower Theatre here recently gave a free cartoon and comedy show for all the local school children and those in surrounding territory. Kirkham said the show was given to show appreciation for the work of the youngsters during the cancer drive.

Anniversary Remembered

BROUSSARD, LA.—In connection with the first anniversary celebration of the Acadian Theatre here May 18, Manager R. A. Conrad jr., presented each persons attending "Till the Clouds Roll By," a souvenir of the occasion.

Griffith Groups Hold Three-Day Convention

DALLAS — Theatre Enterprises, Inc., a Griffith operation with home offices in the Tower Petroleum Bldg. here, held its first postwar general convention at Hotel Baker Wednesday through Friday. Attendance was confined to company personnel, including 130 managers, partners, department heads and members of the home office staff.



H. J. GRIFFITH



R. I. PAYNE

Theatre Enterprises, Inc., became the adopted name on January 1 for the operation of the late R. E. Griffith and his affiliate holdings in Texas and New Mexico combined with the many theatre properties of H. J. Griffith and associates in Kansas and Missouri. H. J. Griffith moved his home office here from Kansas City to become president of the entire operation. R. I. Payne is executive vice-president.

MILESTONE IN OPERATION

A 16-page program outlined the convention schedule. The president's photograph was on page one, followed by this message: "Your presence at this meeting marks another milestone in the progress of Griffith Theatres operation. You are associated with some of the top ranking showmen in the motion picture industry. We are together to exchange ideas (old and new alike)—the essence of show business.

"There are many new faces among us. It is good to renew old friendships and make new ones. The purpose of this meeting is to reacquaint ourselves and the new managers with our methods of operation and to take up new problems. We all speak the same language, fellows, so if there is something bothering you maybe one of us can offer a solution which will aid you in straightening out your grievances."

WELCOME FROM "RIP"

Registration during the morning, a luncheon at noon and a closed business session until five, rounded out the first day. Paramount's district manager, Duke Clark, branch Manager Heywood Simmons, and Sales Manager Tom Bridge, hosted the Griffithites at a cocktail party.

Payne gave the official welcome. David Dallas of Manhattan, Kas., talked on the history of the theatre. R. A. Higdon and R. E. Davis discussed buying and booking.

Blanche Boyle, who watches program balance for the circuit, explained the theatre's added selling power through this process.

Hardy H. Cluck, former film man and Griffith theatre affiliate at Belton for 15 years, agreed that the best is accomplished with a balanced program.

Lynn Smith of Gonzales told about training theatre help. Lynn Stocker, a circuit district manager, stressed inspection and housekeeping. W. H. Wagner of Independence, Kas., told how to eliminate fire hazards and was followed with comment from the Dallas fire marshal, B. V. Hilton.

Thorough coverage of operation followed with Frank Nelson's treatment of booth maintenance, cooling systems and care of equipment. C. E. McSwain, manager at Plainview, detailed outdoor advertising and R. W. Ferguson of Hobbs, N. M., art work and lobby display.

E. R. Hardwick of Clovis, N. M., treated exploitation, publicity and advertising, and F. L. Wolf of Clarksville, told how goodwill pays dividends.

Other talks were by Louis Higdon of Roswell, N. M., Earl Worley of Quanah, Frank Plumlee, J. V. Beauchamp, Larry Linck, Joe Caffo and Arlie Crites.

ENTIRE STAFF ATTENDS

Registered were:

Alamogordo, N. M.: Morris Robertson.
Texarkana: Walter Cox, Carrollton Allman, R. L. Robertson, K. Lee Williams.
Alpine, Tex.: C. W. Davis.
Auburn, Neb.: Glenn Leonard, James Miller.
Ballinger, Tex.: Leonard Scales, Jack Scales.
Beckville, Tex.: R. C. Beauchamp.
Belen, N. M.: Frank Justice.
Beloit, Kas.: L. O. Gill.
Belton, Tex.: H. H. Cluck, Clifton Durham.
Brackettville, Tex.: Payne Kilbourn.
Brady, Tex.: Charles Baker, Clinton Newlin.
Burkburnett, Tex.: Louis Littlefair.
Canadian, Tex.: Leon Peeples.
Carlsbad, N. M.: Frank Maxey, Bill Bartlett.
Chillicothe, Mo.: John Newcomer.
Clarksville, Tex.: F. L. Wolf, Cab Wolf, Alvah Haley.
Clovis, N. M.: E. R. Hardwick, Elmo Courtney.
Crane, Tex.: W. G. Pettit.
Deming, N. M.: George Dowdle.

(Continued on next page)

Griffith Men Meet in Dallas

(Continued from preceding page)

Denver City, Tex.: H. G. Lloyd.
Eunice, N. M.: Robert Marshall.
Fayette, Mo.: Alex Rogers.
Fort Stockton, Tex.: C. C. Moses.
Fredonia, Kas.: R. C. Jacobi.
Gallup, N. M.: Elbert Stanford.
Georgetown, Tex: O. A. Engelbrecht, Andrew Englebrecht.
Gonzales, Tex.: Lynn Smith, Robert Barrow.
Hereford, Tex.: Fred Pierce, Francis Hardwick.
Hiawatha, Kas.: Bern Wilson.
Hobbs, N. M.: R. W. Ferguson.
Independence, Kas.: W. H. Wagner, Paul Brown.
Jal, N. M.: Jean Hearne.
Junction City, Kas.: Francis Wright, Marion Gildersleeve.
Lampasas, Tex.: S. T. Donnell.
Lockhart, Tex.: Laddo J. Piwetz, Bill Andrewartha.
Lovington, N. M.: Tom Smith.
Luling, Tex.: George Stein.
Manhattan, Kas.: David Dallas, J. R. Keller, Harry Wareham.
Marceline, Mo.: Harold Grant.
Maria, Tex.: P. M. Thomas.
McCamey, Tex.: Howell Johnson.
Merkel, Tex.: Norman T. Hodge, Holt Vaughn.
Monohans, Tex.: George Duesler.
Mountainair, N. M.: Clarence Heston.
Nebraska City, Neb.: Stanley McSwain, Foster McSwain.
New York, N. Y.: J. F. Inglis.
Odessa, Tex.: O. B. Laird, J. C. Foster.
Olney, Tex.: Mrs. Ethelene E. Erwin, "Spec" Lunceford.
Osage City, Kas.: Max Thomas.
Osawatomie, Kas.: Jack Campbell.
Paola, Kas.: Earl Plumlee.
Parsons, Kas.: Mark Cadle.
Pecos, Tex.: Al Cook.
Plainview, Tex.: C. E. McSwain, J. B. Hendon.
Pleasant Hill, Mo.: Jim Bell.
Portales, N. M.: Russell Ackley.
Post, Tex.: B. J. Edwards.
Quanah, Tex.: Earl Worley.
Roswell, N. M.: Louis Higdon.
Sanderson, Tex.: Carlton White.
San Saba, Tex.: B. L. Haley, W. C. Dofflemyer.
Slater, Mo.: W. F. Hauber.
Springfield, Mo.: Melvin Bigley, Noel Weaver.
Spur, Tex.: J. D. McCain.
Stamford, Tex.: Sanford Hodge.
Sunflower, Kas.: Parker Melluish, Robert Fulkerson.
Winters, Tex.: Homer Hodge jr., Homer Hodge sr.
Waelder, Tex.: A. J. Blanton.
Kansas City office: F. L. Plumlee, Arlie Crites, Eddy Erickson, Cliff Kiem, Frank Bayles.
Lubbock, Tex.: C. C. Caldwell.
Oklahoma City: Leonard Bateman, Henry S. Griffing.
Ardmore, Okla.: Harry Lowenstein.
Midland, Tex.: J. Howard Hodge.
Dallas office: H. J. Griffith, R. I. Payne, R. A. Higdon, R. E. Davis, J. V. Beauchamp, J. S. Caffo, N. M. Edwards, F. P. Hoenscheidt, Fred Morley, F. L. Stocker, Larry Linck, M. J. Dowling, Vernon Watkins, Frank Nelson, Weldon Strelsky, Dick Whitley, Blanche Boyle, Oakley Reesman, Weldon Scott, C. F. Wilson, F. A. Giggal.

NOTHING MORE THRILLING ON ANY SCREEN—N.Y. Sun



We have just come out of the screen room and we can tell you that "FORTY THOUSAND HORSEMEN" is definitely one of the most thrilling motion pictures we have ever seen!

It's real drama . . . romance, too, with Betty Bryant and Grant Taylor, and exactly as the N. Y. Sun says, "nothing more thrilling on any screen."

We think so much of the possibilities of "FORTY THOUSAND HORSEMEN" as one of the outstanding boxoffice attractions available, we recommend it to you without any reservations whatever.

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5 M and over per 1000..... $8.25
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GROWN-IN POPPING VOLUME
A QUALITY OF TASTE
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HOUSTON — BEAUMONT — LUBBOCK

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De Luxe Inwood Opens in Dallas

Interstate Circuit Launches $200,000 Theatre in New Neighborhood Area

DALLAS—Interstate circuit's 12th neighborhood theatre here, the Inwood, opened with two packed performances. Hundreds couldn't get in. The theatre is located in the northwestern section on Lovers lane near the intersection of Inwood road and in what is known as the Inwood shopping village. The area is described as being in the center of the city's greatest growth.

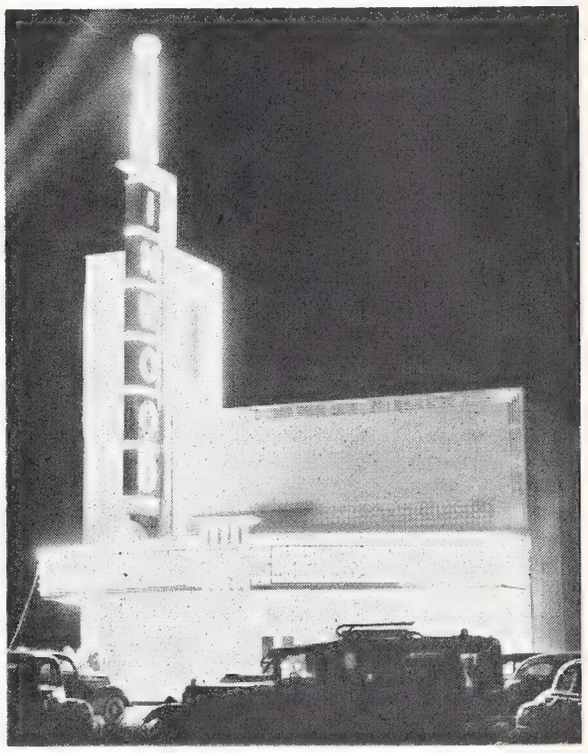
The theatre was well over a year in building. There were all sorts of delays due to work stoppages and material scarcities. The house stands today a total investment of $200,000, including parking facilities, and is probably the circuit's most advanced neighborhood house.

The Inwood sign is a huge towering affair topped by a 20-foot antenna-like fluorescent-lit structure and a flashing ball of fire. The big marquee is three-sided and has as many attraction boards. There is an over-all reddish brown cast to the front. On the east is a large paved, curbed and shrubbed parking lot for 350 cars. The capacity will be increased to 500 later.

The lobby is lined with carrarra in shades of ivory and tan, giving a mirror-like effect. The boxoffice is to one side and is indirectly illuminated from the ceiling. A series of folding doors make for a wide opening from the lobby into the largest theatre foyer in Dallas, 50 by 55 feet. A gradually inclined double aisled stairway leads to a mezzanine and balcony. Marine murals by artist Eugene Gilboe, noted for his work in the south and east, cover the foyer walls.

Capacity of the Inwood is 1,100. Bodiform seats are placed in staggered formation with the double love seats at intervals. Wide rows permit passing in front of seated patrons. The walls are treated with a special acoustical plaster. Mulberry red carpet is on the floors.

Restrooms and offices are located on both floors. A large stage is flanked by solid blue curtains. Exit doors are on either side and above them are additional marine murals. There is a refrigeration and purification air conditioning plant. Latest sound and projection equipment are installed. Fire escapes are built into each side of the building.







A night view of the front and lighted tower of the new Inwood Theatre in Dallas is seen to the right above. Below left shows opening night patrons lined behind the balcony railing, looking down upon the spacious lobby. At right is a view of the luxurious lobby itself, with some of the flowers which decorated the theatre on opening night.

Long lines formed early on opening night. A 15-minute broadcast from out front told of the theatre's advantages and patrons were ushered by name into the house. Hollywood lights, glamor galore, a fireworks display, and a manually played electric organ in the lobby were top-notch preopening features. A series of out-of-the-ordinary display ads with illustrations sold just about everything the theatre had to offer. Inwood's prices are 44 cents nights and Sundays, 35 cents week days and Saturday matinee, and 12 cents for children. These prices coincide with eight other neighborhood theatres in this city.

Paul P. Scott, managing supervisor of the circuit's neighborhood houses in north Dallas, adds the Inwood to his group. Joe Jackson is house manager after a promotion from the Village.

Interstate is strategically locating a series of big neighborhood houses in a circle around the outer sections of Dallas proper. The Wilshire was completed last year. A house on Hines boulevard at Five Points is under construction. An Interstate sign signals early construction on Northwest highway at Preston, and another house will rise further east on the same highway at Abrams road. A closer-in new theatre has been announced for South Dallas on Forrest avenue.

To Topline in 'Thousand Eyes'

Edward G. Robinson will topline in Paramount's "Night Has a Thousand Eyes."



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"JOE" JOSEPH
THEATRES
Let "Joe" Sell Your Show.
Theatres bought—sold—equipped—fire inventories—consultant and equipment.
1003 Galloway St. Dallas, Tex.
Phone Yale 2-7650

In 'Tomorrow You Die'

Jane Randolph and Peggy Converse have been added to the cast of PRC's "Tomorrow You Die."

Griffith Circuit Refurbishes Three Holdenville Houses

HOLDENVILLE, OKLA.—New projection machines and sound equipment have been installed in the Dixie Theatre here. Under construction is a new marquee and a balcony for Negroes. The Dixie is a Griffith operation. Griffith also has made many improvements on the Grand Theatre here and is completely remodeling the old Liberty.

Turns Over Theatre to Girls

VINITA, OKLA.—The Girl Scouts and Brownies held a court of awards on the stage of the Lyric Theatre here recently. Awards were given more than 253 girls. Abe Rosewall is manager of the Lyric.

Role to English Actress

Rene Ray, English actress, has been assigned a role in Metro's "If Winter Comes."



And the PROFITS Are Good, Too—
When R-B BRAND POPCORN
Is the *"Added Attraction"* at Your Theatre

You build profits two ways when you pop R-B Brand Mammoth Yellow Hybrid Popcorn. R-B's greater popping volume means extra income . . . $120 to $125 from a 100-lb. bag. And R-B's greater taste appeal adds to the favorable impression your theatre makes . . . helps to bring customers back again and again! For higher popcorn yield and better popcorn flavor, get R-B Brand.

Try just one bag, to see for yourself the superiority. Only $9.80 per 100 lb. bag.

$8.90 Per 100 lb. bag in orders of 500 lbs. & up.

R-B Brand Golden Liquid POPCORN SEASONING
and
R-B Brand Pure COCOANUT OIL

Available in gallons at 32 lbs. per case, 5-gallon tins at 40 lbs. per case, steel drums at 420 lbs.
Morton's popcorn salt, $1.80 per case; ¾-lb. printed white bags, $1.50 per thousand.
Write TODAY for Complete List of POPPERS' SUPPLIES.

Consolidated POPCORN COMPANY
BUILT ON EXTRA VALUE and SATISFACTION
2401 South Ervay St. ★ Dallas 1, Texas

DALLAS

Fred Jack of United Artists has returned from a three-week business trip to New York, where he also got to spend some time with his daughter Mary Beck . . . Mrs. Don McGinty of Plains, Tex., has opened her new theatre, the Mack . . . W. V. Adwell, Ozona, has been under the weather, but the latest report is that he is doing very well. Tommie White, Burntex Theatre, Burnet, who got a severe fall while remodeling his theatre, is recovering nicely. He received a broken pelvis, several fractured ribs and a broken hand.

J. L. Eatmon has opened a new theatre in Springtown, called the Dale . . . The Leakey Theatre in Leakey has been changed to the Canyon . . . Sidney Hale of Italy has sold his Elk Theatre to Ted Waggoner of Tahoka, Tex.

J. W. Curly and son Stevan of Bridgeport were on the Row last week. Other visitors were Mrs. C. W. Matson and daughter Dorothy of Rockdale, Shipman Bullard of Durant, R. Q. Coleman of the Maytex in Mabank, and George Likens of Abilene . . . Tony Couch, formerly with Alexander Film Co., is now in the booking department of Columbia . . . Joe Stone of National Theatre Supply, Denver, spent a few days in the local office . . . Jack Underwood, Columbia branch manager, is in Chicago attending a sales meeting.

Sue Donegan of Gladsen, Ala., who was

(Continued on next page)

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POPCORN SUPPLY PRICES SLASHED
BIGGER PROFITS TO YOU

Manley's Hybrid Supreme Corn, 100 Lb.	$9.50
Manley's Hybrid Premium Corn, 100 Lb.	8.00
Cocoanut Oil Popcorn Seasoning, per lb.	.35
Vegetable Oil Popcorn Seasoning, per lb.	.30
Salt, per case of 12 — 2 lb. Boxes	1.20
Salt, per case of 24 — 2 lb. Boxes	2.40
Popcorn Bags, Kraft Printed, ¾ lb., per M.	1.50
Popcorn Bags, Kraft Printed, 1½ lb., per M.	3.00
Red & White Hi-Pop Cartons, 1½ oz., per M.	7.50
Red & White Hi-Pop Cartons, 2 oz., per M.	8.50

ALL PRICES — F.O.B. DALLAS, TEXAS
MANLEY'S QUALITY IS NEVER REDUCED
BOB WARNER
Divisional Manager
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Investigate these for a good sound investment.

No. 1—North Texas Town, all cushion seats, nice brick bldg. Good equipment. Sell Bldg., and all for $6,950.

No. 2—East Texas, near big Rockland Dam Project, good payroll year around, also large lot for future theatre site, $13,900.

No. 3—East Texas, making good profit. Good equipment. Three bedroom apartment in theatre bldg. Will sell theatre, bldg., apt., and all for $21,500.

No. 4—Central Texas, 380 cushion seats, latest equipment, all modern, making plenty money, good lease, $19,950.

No. 5—Two Theatres in good central Texas town, large trade area, both first run houses. One other theatre in the town. Long lease on both bldgs. Best theatre buy on the market—$35,950.

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W. A. PREWITT
223 So. Liberty
Magnolia 6571

DALLAS

(Continued from preceding page)

queen of the Memphis cotton carnival, arrived here aboard American Airlines plane en route to Hollywood for an MGM screen test. She was welcomed at the airport by her cousin, Mrs. P. A. "Bob" Warner, wife of the divisional manager of Manley, Inc., Warner, and Charles G. Manley of the Manley company.

A deal of considerable interest was closed last week when L. J. Dean purchased the partnership interest of Fred Gildart in the Dixie Theatre. Dean opened the Dixie in 1936. Plans are under way for moving into a larger building with improvement in projection and seating arrangements . . . Buddy Harris and Ernest Herber report a fine time and plenty of grub at the barbecue they attended at a ranch near Kauffman last week. Harris says he can eat barbecue as much as he wants because "it isn't fattening."

Oscar Neu, president of Neumade Products Corp., New York, was in town last week en route home from the west coast . . . H. A. Goldstein, president of the Electroaire Corp. of New York, has been in town with Mrs. Goldstein on business. They also visited Mrs. Goldstein's brother and wife, Ben and Mrs. Camack.

J. B. Beeson, until recently an exhibitor in Lubbock, is now a salesman for Columbia Beeson is traveling west Texas. Burnadine Brown, who was with Columbia for 18 years, resigned to go into another field.

Signed as Musical Adviser

Troy Sanders has been signed as musical adviser for Paramount's "Whispering Smith."

Cactus Drive-In Is Opened By M. Kleiman in Odessa

ODESSA, TEX.—Maurice Kleiman of San Angelo has opened a new drive-in theatre here. It is known as the Cactus.

Announcing the opening of

A New Studio for the Complete Renovation of Theatres

— including —

decorating in its entirety, draperies, carpets, acoustical treatment, lighting fixtures, scale plans, and colored sketches submitted.

No Obligation — Call, Write or Wire

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214 So. St. Paul St. Phone: Riverside 5009 Dallas, Texas

COMPLETE THEATRE EQUIPMENT & SERVICE

NEW ORLEANS

Colonel" **Bob Kelly,** office manager at Republic, lost his title recently. He now is a lowly corporal. It seems that a prominent businessman of this city was caught short of funds a short time ago, and a police corporal Kelly came to the rescue with a quick loan. Then later the Filmrow Kelly received a check signed by the business executive, together with an expression of gratitude for his aid.

Isabelita, recently featured in Club Havana, and Don Ricardo visited the local PRC office . . . Other PRC visitors were Tom Guinan, field representative, and his wife Mabel, who is booker in the Dallas branch, and Tom Owens, publicity director for Eagle-Lion.

Gov. Jimmie Davis soon will begin production of a new picture to be released by Monogram. This will be the second production by Louisiana's governor, the first having been "Louisiana," which is not yet released.

Twentieth Century-Fox started the picnic season. The staff chartered a bus and traveled to Fontainbleu state park near Covington for a day of merrymaking. Enjoying the event were: Billy Briant, Don Griessan, Merian Benson, Rollie Indert, Jean McDonald, Marine Rodman, Martha Cooke, Heloise Teche, Doris Gantenbein, Marcella Voth, Alton Duready, Jerry Kennedy, Jack Kuffman, Henry Harrell, Rebecca Jones, Joseph Silver, Walter Desforges, Lionel Cazaubon, Ethel Holton, Evelyn McNulty, Helen Simonsen, Mary Ancona and Edward Bois Clair.

Seen on the Row: Mr. Savoy of the Savoy Theatre, Basile, La.; V. Lampo, Jeanerette, La.; Mr. Fontenot, Ville Platte Theatre, Ville Platte, La., and H. B. Guillory, Ville Platte. Miss Molzon from Labadieville was here on her first visit in several months. She suffered injuries in an automobile accident and her friends on Filmrow are glad that she is able to resume her visits. Exhibitor Dossett, Hattiesburg, Miss., was a visitor.

Dave W. Wilbert soon will open his new colored theatre in Columbia, Miss. . . . T. L. McElroy was to open the Broadmoor Theatre in Shreveport May 29 . . . Rouben Mamoulian, producer of "Oklahoma!" and a string of other Broadway shows, and his wife, Azadia Newman, portrait painter, were here last week en route to South America, where Mamoulian plans to study the South American technique in films.

Hank Everett, who operates over 40 theatres in the Carolinas, stopped here on his way home from the Variety Club convention in California. He called on old friends on Filmrow.

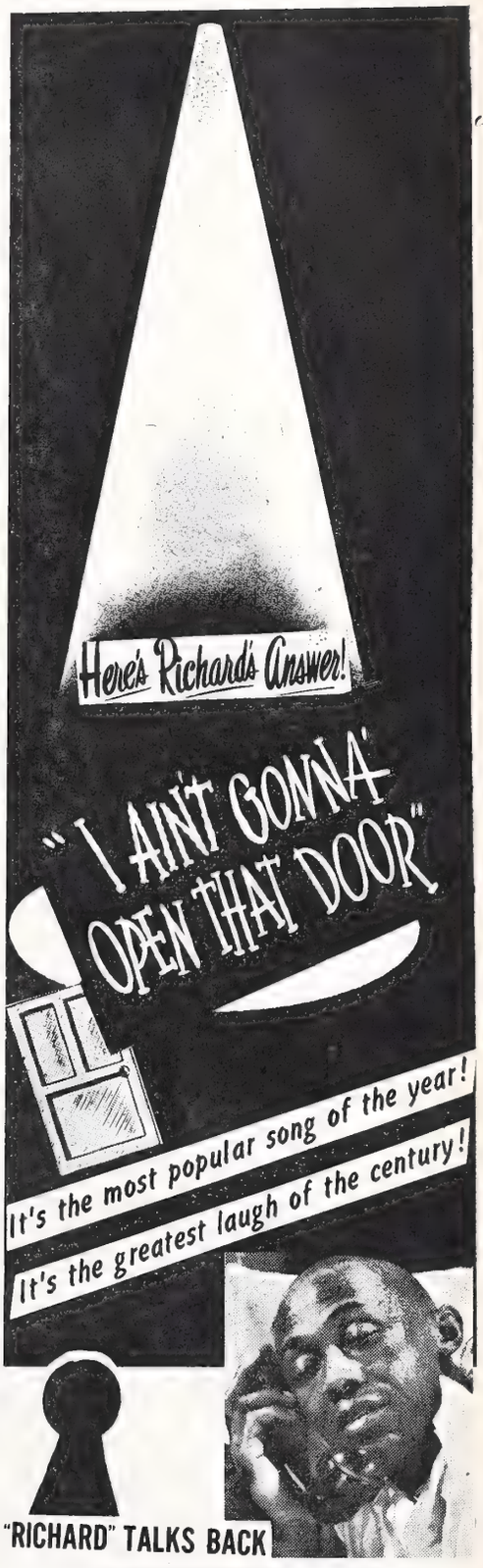
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OKLAHOMA CITY

"The Farmer's Daughter" closed a two-week engagement at the State Tuesday in favor of "Ramrod" . . . To install its air conditioning system, the Home closed for about a week, reopening May 30 with a repeat run of "The Egg and I." This picture played an extended run in the Home in April.

Roy and Marvin Staton opened their new Spring Lake amusement center May 30 . . . The Black Hawk Amusement park held its grand opening for the summer May 30 . . . "Bloomer Girl" played the Municipal auditorium as a Boyle and Cravens attraction Monday and Tuesday nights.

After two weeks at the Criterion "Sea of Grass" moved out to make way for "Blaze of Noon" . . . Margaret Truman cancelled her concert appearance which was scheduled here on May 30 because of the serious illness of her grandmother in Grandview, Mo.

George Stovall, manager of Griffith Theatres operations in Sayre, is the new president of the 41 Highway Ass'n, a newly organized group . . . The Grand, Griffith house in Holdenville, received second prize of $10 in the wagon and buggy division of a parade held in connection with the town's seventh annual Arkansas day celebration.

Fire Chief James Powell of Henryetta who is conducting a fire inspection program for the town's major buildings, placed the Blaine and Morgan theatres at the head of the inspection agenda, and after a personal inspection found both to be "in fine shape."

From Vinita comes the news that Savanna Lee Smith and Jean Earlena Wallis, Griffith employes, were among the candidates receiving graduation diplomas at the May 22 exercises of the Vinita high school. Savanna also was one of the nine seniors chosen from the upper 10 per cent of the class for membership in the National Honor society . . . Louise Wesson of the Griffith circuit's home office has returned from a business trip to Lubbock. She was feted with a theatre party while there, and reports that Mrs. Clark Abbott, wife of the manager, served a delicious popcorn pie for refreshments.

Monty Woolley, en route from Hollywood to his home in Saratoga Springs, N. Y., "to rest," stopped here Saturday for the night . . . "The Two Mrs. Carrolls" closed at the Midwest after a one-week stand in favor of "The Homestretch."

Mr. and Mrs. J. Eldon Peek of Oklahoma Theatre Supply were among the Cityans at Anadarko Tuesday night (27) for the formal opening of the Miller Theatre, owned by M. H. DeFord. The new house had a radio tieup for its opening . . . Bob Amos of RCA, Dallas, was a recent visitor to the Row . . . "Man in Grey" closed at the Victoria in favor of "The Raider," an English film, opening Thursday (29) . . . Leonard Bateman of the Griffith home office here went to Dallas for the Theatre Enterprises, Inc., convention.

Darwin Barnes, chief operator of the Ellis in Perryton, Tex., is spending a two-week vacation in Oklahoma, visiting relatives here and in Wewoka. He visited Bill Slepka's two theatres in Okemah . . . Ruth Bateman of 20th-Fox here flew to Houston Wednesday (28) to visit her sister . . . Bob Egbert, MGM booker, has returned from a vacation . . . Row visitors: Don Abernathy, Fairview; Clyde Campbell, Beaver; Mr. and Mrs. F. M. Robinson, Hydro; Wesley Hodges, Anadarko, and Ida Hanes, Wanette.

Rudolph Berger, division sales manager for MGM, New Orleans, and his assistant, John Allen, Dallas, visited the MGM exchange Tuesday . . . Also on the Row booking and buying were Mrs. W. T. Henderson, Medford; Charles Campbell, Wynnewood; L. E. Brewer, Pauls Valley; G. E. Ortman, Hennessey; W. T. Kerr, Sulphur . . . Emma Joy Brantley, assistant office manager for the MGM branch here, has returned from Denver where she attended the national meeting of MGM office managers.

Fern Williams and WeeGee Thedford of the Griffith home office leave Saturday (31) for a ten-day vacation in Carlsbad, N. M. C. B. Akers, another Griffithite, attended the convention of Theatre Enterprises in Dallas. Akers will leave Monday (June 2) for Little Rock to address the Theatre Owners of Arkansas on "Our Legislative Problems."

Members of the "Bloomer Girl" cast were guests of the Oklahoma club at the Sunday evening (25) buffet supper in the Flamingo room . . . "Homestretch" was held for a second week at the Midwest . . . The Warner Theatre bill changed Friday to "Hit Parade of 1947," plus "King of Wild Horses" . . . "Mirth of a Nation" and "Affairs of Geraldine" opened Tuesday at the Tower.

SIGNATURE CUTS $3.50
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Four Wichita Falls Theatres Are Sold

WICHITA FALLS, TEX.—R. B. Montgomery and Jack McCullough have sold their four theatres here, the Roxy, the Texan, the Ritz and the Tower, to C. C. Parfet, Garret Parker and Dr. Gaylord Schwartz. Montgomery has been ill and has been staying in the Scott-White hospital at Temple.

2nd San Angelo Drive-In Opened by P. V. Hendricks

SAN ANGELO, TEX.—P. V. Hendricks recently opened his second drive-in theatre here, the Starlight. Hendricks opened the first one, the Twilite, about a year ago.

Brewer and Britten Sell One of Pharr Houses

PHARR, TEX.—Brewer and Britten have sold the Texas Theatre here to M. Linn and M. A. Smith. Brewer and Britten retain the Espana Theatre here.

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Miami's Lawmakers Ask Amusement Tax

MIAMI—Under a seven-column head in the Herald, it was stated that the city of Miami had asked the state legislature to open up to it a vast new source of revenue by legalizing a municipal tax on amusements. The city commission passed a resolution asking the Dade delegation to press for passage of a bill prepared by City Attorney J. W. Watson jr. It would open the way for collecting levies from every form of amusement the city might wish to designate.

The request was made as three city officials prepared to fly to Tallahassee to bolster forces already there, including Mayor Perrin Palmer jr., who seek to kill a bill which would knock out Miami's tobacco tax, estimated to return $720,000 in the next year. City Manager R. G. Danner described the requested amusement tax law as an insurance policy should the city lose its tax on tobacco.

Specifically mentioned in the draft of the bill are "night clubs, athletic contests, pageants, exhibitions, concerts . . . or any program or any place where amusement is offered to the public." Watson said he drew the measure because the supreme court has ruled out the city's night club head tax. The Watson bill would make it possible to slap the night club tax back on.

City officials said that it was not the intention of the city to extend the tax field to include athletic events or theatres. When a theatre tax was threatened by the city a year ago, theatre officials said they might erect separate boxoffices for the collection of the tax. That plan has been worked in other cities, they said, to focus attention on the measure by inconveniencing the public.

A further tax on athletic events would work a hardship on college football because there already is so much tax on the tickets. There also is a bill coming up for a vote in the senate which would impose a 10 per cent state tax on athletic events as well as on other amusements.

Garfield in 'Agreement'

John Garfield will topline with Gregory Peck in 20th-Fox's "Gentleman's Agreement."

Restraining Order Holds 'Carnegie' at Peachtree

ATLANTA—"Carnegie Hall," now showing at the Peachtree Art Theatre, will remain there three more weeks, as the original contract provided.

The B&B Theatre Corp., operators of the house, obtained a temporary restraining order against United Artists charging that UA has sought to recall the picture after a week's engagement. The feature had been scheduled for a month's stand and advance tickets were sold.

A hearing on the restraining order was scheduled for May 19, but was called off after representatives of United Artists and the B&B Corp. agreed that the picture would remain at the Peachtree until June 7. The theatre operators said there had been a public demand for its continuance.

'Pop' Goodale Gives $500 To Fight Tuberculosis

Rome, Ga.—George "Pop" Goodale runs a newsstand here now, but years ago he was a "big shot" around Atlanta. In the "good old days" he was with various film companies in the distributing center. He also trouped for years with the "big top" and avidly follows show business by reading the various tradepapers.

Pop the other night called into his kiosk a passing representative of the Rome News-Tribune.

"How's the tuberculosis drive coming along?" he asked.

Upon being told that it wasn't doing so well, Pop handed the astonished newsgatherer a check for $500.

That check is to be used to purchase streptomycin, a rare drug now being used as a cure at Battey State hospital.

Pop's out of show business now, but he still has that show business heart.

Three Who Stole Tickets Arrested Using Them

SILOAM SPRINGS, ARK.—Three youths who robbed the Scott Theatre here of a roll of tickets were not so bright. They decided to see the show, using tickets from the stolen roll, and were arrested.

I. T. Bagley Opens House In Norlina, N. C., June 4

NORLINA, N. C.—I. T. Bagley will open his new 500-seat Norlina Theatre Thursday (4). It is the town's first theatre.

Manager Jumps the Gun On 'No Smoking' Move

TALLAHASSEE, FLA.—Tallahassee has a new city ordinance which limits smoking in theatres to certain areas. Manager A. P. Talley, supervisor of the Florida, Ritz and State, jumped the gun by a week before the ordinance went into effect, and has prohibited smoking anywhere but in the lounges.

This action was taken as the result of a small blaze in the Florida, believed to have started from a cigar or cigaret. Not much damage was done.

Sponsor Beauty Pageant

UNION SPRINGS, ALA.—The Lilfred Theatre, one of the McLendon circuit, is sponsoring a beauty pageant in June, with the winner going to Panama City, Fla., to compete in the southeast finals on July 3-5. Winner of the southeast contest will compete in the "Miss America" finals in Atlantic City.



RCA ALL THE WAY—RCA home office representatives, sound engineers, dealers and salesmen gathered at Atlanta's Hotel Biltmore for a business session and funfest, during which the cameraman snapped the entire crew. Back row, left to right: Henry Geers, Bill Hofmann, Bob Cobble, Bob Ware, Davis Hornibrook, H. M. Van Devender, Johnny Lomax, P. D. Colson, Fred Bassett, Frank Ingals, Walt Woodward, Bill Murphy and Fred Bearden. Second row: W. E. Kyle, Charles Swinney, Bally Ballinger, Elmer Eades, Ed Cahill, Jack Dumestre II, Bill White, George Sandore, Jim Davie and Dave Gould. Third row, sitting: Nelson Speck, Guy Campbell, Joe Thornton, Bill Bradley, Jack Faulstich, Harry Paul and Jack Dumestre III.

'Duel' Opens Despite Women's Protest Push Starts for Columbus Censorship

COLUMBUS, GA.—"Duel in the Sun" played at the Georgia Theatre here despite a storm of protest leveled by women's civic and religious groups.

Protesting groups showered letters on the theatre management, charging the Selznick picture was "immoral, indecent and suggestive."

At least one of the protestants forecast a move to create a film censorship board here. Mrs. A. I. Simpson, president of the Women's Society of Christian Service at Wynnton Methodist church, suggested the board be manned by PTA, church and other civic groups.

"Perhaps we are too late in making our protest, but maybe this will result in the forming of a film censorship board in Columbus," she said. She admitted she had not seen the picture and did not intend to.

Mrs. Evelyn McGehee, regent of the Oglethorpe chapter of the DAR, each week submits a list of recommended films for publication in the Columbus Ledger-Enquirer. She said she "slipped up" on Sunday, May 18, when she put "Duel in the Sun" on her list as recommended for adults. She said she understood the love scenes were "lurid and suggestive."

The DAR regent said her group has a board of 12 which reads all reviews of current movies. She expressed hope that officials of the Georgia Theatre would resume a previous practice of inviting civic and religious groups to private showings of "controversial" pictures so they could offer first-hand constructive criticism.

Jack Hodges, Georgia manager, charged that "none of the people protesting it has had an opportunity to see it. They're basing their opinions on the radio remarks of Jimmy Fidler and Gene Autry."

Hodges said the show would open in spite of protests and it did—to capacity business.

Police Chief in Birmingham Makes Three Cuts in 'Duel'

BIRMINGHAM—Police Chief Floyd Eddins, after a private preview, permitted "Duel in the Sun" to open a two-week showing at the Ritz here, but only after ordering three cuts.

Chief Eddins, Birmingham's one-man board of censors, said he was worried by the "sin killer" scenes, but after careful consideration permitted two of them to remain in the picture. He decided to let the picture run after deletions of material that was religiously offensive.

The picture opened to heavy business, with the Ritz opening up its balcony, which customarily is closed on week-day afternoons. The film hardly got what could be called good reviews in the press.

Howard Pearl, SRO exploiteer, was here to help Ritz Manager Bill Coury with the campaign.

The film also was booked into numerous other Alabama theatres for late May showings. Included were: Ritz, Dothan; Lyric, Huntsville; Gadsden, Gadsden; Roxy, Fayette; Ritz, Scottsboro; Lanett, Lanett; Riviera, Lanett, and Elba, Elba.

Tampa's Florida Theatre To Undergo Remodeling

TAMPA, FLA.—A summer program of remodeling of the Florida Theatre will soon get under way. The lobby will be enlarged; there will be a new and larger stage and screen, and new fixtures and decorations will transform the interior into an up-to-date theatre. One thousand new seats are to be installed. The program calls for an expenditure of approximately $20,000.

Donald Holcomb is manager of the theatre. The contract has been awarded to George T. Taylor, Inc.

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Columbus Tax Fails To Meet Estimates

COLUMBUS, GA.—Based on collections for the first quarter of 1947, Columbus theatres will fall far short of raising the $8,000 in estimated tax revenue under the new gross receipts levy.

Last year, before the gross receipts plan was adopted, theatres paid a total of $4,200 in license fees. And with the first quarter collections already in, City Manager Marshall Morton has scaled the estimated total receipts for this year down from $8,000 to $4,610.

Theatres pay a tax of ½ of 1 per cent on their gross receipts.

Huyler's Plans Restaurant Adjoining Miami Theatre

MIAMI—Local dining and entertaining facilities will have a new twist in the very near future when Huyler's opens the nation's first continental-style restaurant adjoining the Miami, newest of the Wometco chain.

According to D. G. Volkert, vice-president of Huyler's, who has been commuting from his Roslyn, L. I., home to supervise the four-floor restaurant which serves over-the-counter to theatre patrons, the continuous belt service from the basement will be the most modern in Miami. Patrons in the restaurant itself will be served in a room with two-story ripple glass windows, with the latest type of cove lighting.

Hours of operation, said Volkert, will be from 8 a. m. to 1 a. m. with approximately 250 employes on duty to give patrons the "sort of service so far found only in Europe."

The company, in business since 1876, maintains 30 units in 14 cities as far west as Chicago. This is its first in the Miami area.

Permit Given for Theatre Construction in Attalla

ATTALLA, ALA. — Congressman Albert Rains has announced CPA approval of the application of Amusement Enterprises, Inc., to build a modern theatre here.

The new house will be built immediately behind the present Liberty Theatre, which is owned by Amusement Enterprises. Seating capacity of the new house, it was learned, will be approximately 1,100, with main floor and balcony.

Col. Thomas E. Orr, of Albertville, Ala., is president of Amusement Enterprises. Work on the new house is expected to start immediately.

Curtis Davidson Becomes Manager of the Shaw

QUINCY, FLA.—Curtis Davidson, who was for some years assistant manager of the Shaw Theatre before entering the service, has been named manager. He replaces F. C. Marxsen, transferred to Thomasville, Ga., to become manager of the Rose Theatre there. Both houses are units of the Interstate Enterprises, Inc., group.

Marxsen is immediate past president of the Quincy Rotary club, and has been identified with a number of local civic projects.

Fire Drills in Pensacola

PENSACOLA, FLA. — Employes of the Saenger Theatre have been receiving instruction in the proper use of fire extinguishers. Fire Chief Claude Wright is the instructor. Similar practice drills are being arranged for other theatres.

Southwest Briefs

OKLAHOMA CITY—Jack Craig has replaced W. G. MacKemie as PRC and Eagle-Lion salesman in eastern Oklahoma.

DALLAS—Sales Manager Heywood Simmons has been named manager of the Paramount exchange here succeeding Fred Larned, killed in an automobile accident. Succeeding Simmons as sales manager is Tom Bridges, formerly sales manager in San Francisco.

DALLAS—George W. Thornton, 60, general manager of the Buffalo Engineering Co. here, died recently in Oklahoma City.

DALLAS—Col. William McCraw, executive secretary of Variety Clubs International, has been awarded the Bronze Star for his work in supervising the repair of fighting planes in the Pacific during the war.

BURKBURNETT, TEX.—Louis Littlefair, manager of the Palace Theatre here, used a wooden horse promoted from a saddle shop in a lobby display for "Gallant Bess," and attracted a lot of attention by stenciling horseshoe prints on sidewalks all over town.

HOUSTON—W. V. Ratcliff, manager of the Epsom Drive-In here, has added a 15,000-seat rodeo arena in the rear of his grounds and plans a big celebration July 4, 5.

ELSA, TEX.—M. Benitez of Weslaco has opened his new Roxy Theatre here.

AMHERST, TEX.—W. T. Ash has bought the Majestic here from H. A. Hubbard.

FLORENCE, TEX.—W. R. Barclay recently bought the Star Theatre here.

CUERO, OKLA.—Combination barometers and thermometers installed in front of several business houses here by courtesy of the local Trot and Rialto theatres indicate the weather for the next 24 hours and also carry space for advertising coming attractions.

HOLDENVILLE, OKLA.—Oil operations have begun again in this onetime boom town and the Griffith circuit's Liberty Theatre here, closed five years ago, has been remodeled and reopened under the management of Horace Clark, who is collecting 10 and 25 cents admission.

NEW ORLEANS — Chester W. Owens, prominent New Orleans real estate owner, has received federal permission to begin work on a $7,600,000 building project here, to include 1,034 apartment dwellings, a 5,000-seat theatre, and a vast shopping center.

NEW ORLEANS—A producing company to be known as the Pelican Pictures Corp. is being organized here by Jack Auslet and a prominent local business man to film both white and colored short subjects. Astor will handle distribution in Atlanta and Memphis.

NEW ORLEANS—Gov. Jimmie Davis soon will begin production of a second picture to be released by Monogram. His first was "Louisiana," not yet released.

HOUSTON—Interstate's new Broadway and Underwood & Ezell's big new drive-in, the Shepherd, both opened here May 23.

DALLAS—Interstate's 12th neighborhood theatre here, the Inwood, is now open.

PHARR, TEX.—Brewer and Britten have sold the Texas Theatre here to M. Linn and M. A. Smith. Brewer and Britten retain the Espana Theatre here.

KERMIT, TEX.—Griffith Theatres has filed application for CPA permission to build a 1,000-seat theatre here.

DALLAS—David T. "Pop" Haines, owner of Associated Industries, distributors here for DeVry products, announced that Charles Williams and James "Red" Rountree have bought into the Texas DeVry distributorship.

SAN ANGELO, TEX.—P. V. Hendricks has opened a second drive-in theatre here.

ODESSA, TEX.—Maurice Kleiman of San Angelo has opened a new drive-in theatre here to be known as the Cactus.

HICO, TEX.—Tom Coleman and Miss Anna Coleman have sold their Hico Theatre here to J. T. Hitt.

BOGATA, TEX.—Don Buffo of Deport has bought the Bogata Theatre here from Mrs. Effie Blankenship.

IOWA PARK, TEX.—Mrs. J. B. Joyce has sold her Parkway Theatre here to Leroy Daniel and Albert Reed.

NEW ORLEANS—The recently organized Allied Theatre Owners of the Gulf States will meet here June 3 at the Jung hotel.

ANADARKO, OKLA.—Morris DeFord will open his new 800-seat de luxe theatre here, the Miller, May 27. DeFord also is opening a 100-watt radio station in connection with the theatre.

Handles Advertising Campaign

The advertising campaign on Monogram's "The Gangster" will be handled by Buchanan & Co. ad agency.

Florida Circuit Drive Honors Frank Rogers

JACKSONVILLE, FLA.—Throughout the far-flung Florida State Theatres circuit there is being conducted the Frank Rogers Spring Festival celebration.

The celebration serves two purposes: to pay tribute to the head of the circuit, Frank Rogers, who in 1947 is celebrating his 40th year in show business, and to "get managers back into the habit of selling their attractions."

Frank Rogers' long tenure in show business is a Horatio Alger story of a boy who rose to the top despite all obstacles. Come good times or bad, Rogers stuck to a single purpose. Over the years he successively went from one important post to another until he reached the top.

Industry folk all over the nation are congratulating Rogers on having gone through four decades with colors flying.

Tempest Over Peanuts Ends in Court Fines

Memphis—Deputies report this "added attraction" took place at the Millington Theatre:

Fred Hill, Lucy, Tenn., was annoyed at two other patrons pitching popcorn and peanuts. He asked them to stop and they wouldn't.

He invited them to "come outside." One—it isn't quite clear whether it was Leon Maharrey or Rose Burt Flynn—went outside, then changed his mind about "settling things."

They returned to the theatre. But, according to Hill, they left before he did. He followed them and caught them letting air out of his tires.

Judge Holmes fined Maharrey and Flynn $15 each on charges of disturbing the peace.

Name Bands Lose Money In Knoxville Appearances

KNOXVILLE—Imported name bands are finding tough sledding in Knoxville. Reason for financial losses, promoters agree, is a combination of things, including too frequent appearances at too high prices. The University of Tennessee, it was reported, lost $2,000 on a series of recent weekend dances featuring Claude Thornhill. Of 12 "top" bands brought to Chilhowee park since last November, promoters took a licking six times. On only three occasions was any appreciable profit realized.

Fire Wipes Out Roxie

LIBERTY, S. C.—The Roxie Theatre, owned and operated by J. E. Albertson, was destroyed by fire Saturday night (24).

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MEMPHIS

Duel in the Sun," banned in Memphis by the board of censors, had its first mid-south showing this week, Monday through Friday, at the Frances Theatre, Dyersburg, Tenn., 78 miles from here. Many Memphians attended, Manager Jack Marshall reported.

Another victim of the Memphis board of censors, the double bill reissue of "Destry Rides Again" and "When the Daltons Rode," will be shown June 2 to 4 at the Gem, Covington, Tenn., Manager Cliff Peck reports. Covington is 38 miles from Memphis.

Harry Martin, amusements editor of the Commercial Appeal, attended the world premiere of "Repeat Performance," in Zanesville, Ohio, home town of the film newcomer, Dick Basehart . . . The Memphis Open Air Theatre's eight weeks of summer shows in Overton Park's shell, starting June 30, has already sold $23,000 worth of tickets, Manager Joe Cortese reports.

Midsouth exhibitors visiting on the Row included Cliff Peck, Gem, Covington, Tenn.; K. K. Kinney, Hays and Beale Street, Hughes, Ark.; Nathan Flexer, Linden, Linden, Tenn.; Jack Rhodes, Harlem, West Memphis, Ark.; W. C. Kroeger, Shannon, Portageville, Mo.; Floyd James, Cotton, Marion, Ark.; Jeff Singleton, Tyro, Tyronza, Ark.; Sam Kirby, Nabor, Little Rock, Ark., and W. L. Moxley, Chickasaw, Blytheville, Ark.

L. J. Lenhardt, Commonwealth Amusements Co., Kansas City, was a Memphis visitor . . . Robert Rimer, assistant shipper, Paramount, resigned and was replaced by Tommy Willette . . . D. V. Riley, New, Bruce, Miss., was shopping on the Row.

Milton Anderson, New York, auditor, was working at Paramount's Memphis exchange . . . "Unfaithful" was screened for the trade by Warner Bros. at 20th-Fox screening room May 26.

Tom Young, branch manager of 20th-Fox, is back from a company sales meeting in Atlanta . . . The 20th-Fox Family club, composed of all employes of the exchange and their families, will go to Reelfoot lake for a weekend of fishing and frolic June 14.

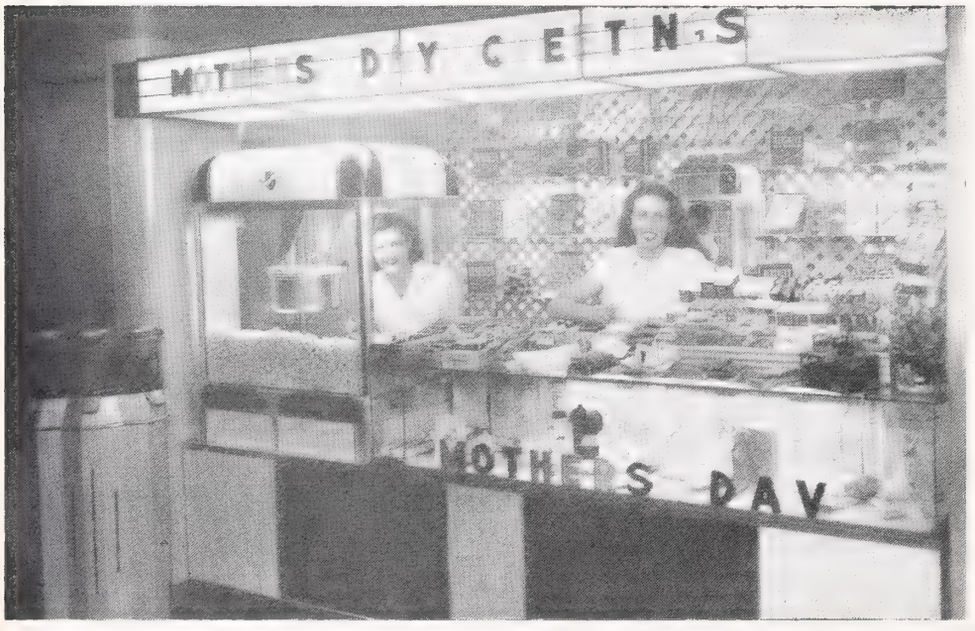
Mrs. Wilma Bryant, branch manager's secretary at Warner Bros., is back from a vacation . . . Janice Long, Warner biller, is on a vacation trip to Louisville . . . Mrs. Martha Summers, Warner contract clerk, and her husband have returned from a fishing trip to Reelfoot . . . W. T. Mackemie, Dallas, has gone to work as a salesman for RKO out of the Memphis exchange.

Emma Cox, Gem, Osceola, Ark., recently in the hospital for a spell, is back on the job and was on the Row this week booking . . . Also on the Row were W. C. Sumpter, Cotton Bowl, Lepanto, Ark.; Roy Dillard, Dillard, Wardell, Mo.; Jesse H. Moore, Ritz, Crenshaw, Miss.; R. B. Cox, Eureka, Batesville, Miss.; Leon Roundtree, Grand, Water Valley, Miss.; H. J. Williams and Bert Bays, Grenada, Grenada, Miss., and Herod Jimerson, Liberty, North Little Rock, Ark.

Neil Blount, manager of the Monarch Theatre Supply Co., has returned from an extended trip into Arkansas . . . Bailey Prichard, branch manager, and F. K. Kaiser, salesman of Monogram, are back from several visits in Arkansas . . . Jean Rimer, inspector at Columbia, is on vacation.

Jack Tunstill, manager of Malco, and his wife, are back from a Washington and New York vacation . . . Marvin Morris, manager of the Peabody, is vacationing in Dallas. William Sumpter, assistant manager, Ritz, is acting manager at the Peabody during his absence. The theatres are operated by Flexer Theatres, Inc.

Bob Rimer, shipper at Paramount, resigned and agreed to become booker at PRC . . . Mary Mildred Piercy, chief cashier, Ritz, is back on the job after a week's illness . . . A slump in attendance at first runs and neighborhoods hit Memphis. Ritz, with a reissue of "Rebecca," reported the best business among first runs. Only fair attendance was reported by Loew's State with "High Barbaree," Loew's Palace with "Dishonored Lady," Malco with "Song of Scheherazade," Strand with "Stairway to Heaven," and Warner with a double feature, "The Last of the Mohicans" and "Kit Carson."



MOTHER'S DAY DISPLAY—This display at the confection counter in the Center Theatre in Miami, Fla., was set up by Walton Oakerson, manager of the house, and his sales help. Oakerson trains his salesgirls carefully, and a new display is set up each day. The result is a sizable gross for the candy counter alone. The counter at the Center is similar to candy counters at other houses in the Wometco circuit.

Hollywood Enjoyed By Memphis Barkers

MEMPHIS—Hollywood rolled out the red carpet for the Memphis delegation at the Variety Clubs International convention, returning delegates report.

Gene Autry was their host at one luncheon. Paramount gave another one with Bob Hope, Dorothy Lamour, Gary Cooper, Betty Hutton, Alan Ladd and Diana Lynn among the stars attending. The stars came to the party direct from the set, still wearing their costumes.

Warner Bros. gave a party on the set. A circus theme was the setting. Errol Flynn, Wayne Morris, Pat O'Brien, Sydney Greenstreet, Bette Davis, Dennis Morgan and Jack Carson attended. In a skit on film making Morris appeared as a star and Carson as his standin. Carson stepped in to take a beating when the time came for it in the script and then the directors and technicians crowded around Morris and congratulated him. Carson had to be hit in the face with a pie. Then it was discovered the whole thing would have to be repeated so that a Technicolor pie could be used.

Mr. and Mrs. Herb Kohn, Mr. and Mrs. Orris Collins and Mr. and Mrs. B. Haberfeld, of the Memphis delegation, stayed over and extended their California visit. Those returning included Mr. and Mrs. David Flexer, Joe Simon, Tommy Baldridge, Bill Ramsey, Tom O'Ryan, and Mr. and Mrs. M. A. Lightman sr.

Baldridge, a Flexer press agent, got a cinder in his eye on the trip but said he saw plenty with the other eye.

Claude Jarman's Picture Opens in Home Town

NASHVILLE, TENN.—"The Yearling," starring Nashville-born Claude Jarman jr., Academy award winner, opened a run at Loew's Theatre May 21.

Ernie Emerling, head of Loew's advertising-publicity department in New York, formerly managed a Memphis theatre. No one is more proud of young Jarman's success than Emerling. He wired that "The Yearling" would be followed in a few weeks in Nashville by "High Barbaree," in which Jarman plays Van Johnson as a boy.

The Jarmans—mother, father and young Claude—have applied for passports to England at the local customs house and are soon to sail for Liverpool, where Jarman will play opposite Margaret O'Brien in "Secret Garden."

In a bit of publicity for "The Yearling," Loew's Manager Tommy Delbridge arranged for display of the original Oscar won by Jarman in Kay's, a Church street jewelry store.

E. Claughton Sues Miami For Lands on Bay Bottom

MIAMI—A suit has been brought by Edward Claughton, theatre owner, which contests the validity of various acts and grants under which the city of Miami obtained bay-bottom lands, including some used for Bayfront park, Virginia Key, and the spoil banks along the ship channel. Claughton is seeking to fill in the bay-bottom land surrounding Burlingame island in order to double its size.

ATLANTA

Bob Hope is coming to Atlanta to give a one-night show June 4 under auspices of the Crippled Children's League of Georgia. Entire proceeds will be turned over for the operation of the league's hospital, Aidmore, in Atlanta . . . William Richardson, president of Astor Pictures of Georgia, is on a trip through Tennessee . . . Z. C. "Curt" Shreve, southeastern manager of Manley, Inc., says popcorn business over Georgia is fine.

Congratulations are being showered on Helen Hardy, secretary to William K. Jenkins, for her engineering of a surprise birthday party for Tommy Read . . . Kate Wright, for two decades and more with Monogram Southern Exchanges here, is on an extended tour of Europe which will include a visit to her native Ireland . . . John W. Mangham has returned from Hollywood, where he attended the Screen Guild convention..

Mose Lebovitz, president of the Grand Amusement Co., Chattanooga, and his wife have returned from a pleasure trip to New York . . . Theatres Realty Corp. is drawing preliminary plans for erection of a new Negro theatre at Butler street and Vernon place. It will seat 1,508 . . . Blanche Teague, formerly with Warner Bros. here, now living in New York, is visiting local friends . . . Emily Franco, in the booking department of Monogram Southern, is vacationing in Montgomery, Ala.

"Going to Glory," the all-Negro spiritual released here and in other parts of the country by Toddy Pictures, so far has been booked in 85 colored theatres over the United States. The picture opened at the Harlem, Baltimore, and played three houses day and date in Washington, and is now playing at the Regent, Brooklyn, and other houses, says Ted Toddy, president of the company, which has headquarters here.

Ken Smith, office manager of Screen Guild of Georgia, was called to Los Angeles on account of the serious illness of his mother . . . Your representative has a card from Walter Brackin, Alabama theatreman, dated Los Angeles, indicating Walter is having a marvelous time on the coast . . . Harry Paul, southern division manager for RCA, and Paul Jones, amusement editor of the Constitution, are both on Florida trips.

Frankie English of Paramount Pictures was off to Ellijay, Ga. . . . Charlie Durmeyer, local chief barker, says a full report of the VCI convention in Hollywood will be given at the next meeting.

E. E. Whitaker has been elected dough guy by Atlanta barkers, replacing Walter Speight, who resigned. The latter's resignation also caused a vacancy on the board of directors, which has been filled by John W. Mangham. Incidentally, Variety Club is planning a big outing in August. Eddie Melniker is chairman of the committee in charge.

Visitors to Filmrow included Frank Merritt, Acme Theatres, Birmingham; R. J. Ingram, Ashland, Ala.; M. C. McCravey of the Riverside and Dale theatres, Clarksville, Ga.; Bob Dunn, south Georgia showman; Harry Greene, Orr circuit, Albertville, Ala.; Mack Jackson, Alexander City, Ala., and R. E. Hooks of the Alabama theatre circuit bearing his name . . . Grace Hammond has been added to the accounting department of U-I.

'Song' Plays Encore

MONTGOMERY, ALA.—"Song of the South" was brought back here for a two-day run at the Rogers Theatre, with owner Foreman Rogers offering free bubble gum for kiddies. Rogers announced that Uncle Remus had sent a limited amount of the gum, which would be given to children when they left the theatre, as long as the supply lasted.

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ATLANTA

CHARLOTTE

A reunion of local Variety members and former Charlotteans took place in Dallas last week when the Charlotte delegation stopped off there for a couple of days en route home from the Los Angeles convention. They were met at the train by Phil Longdon and Jimmy Pritchard, who had already made hotel arrangements. After they checked in, they were rushed to the Longdon home for a cocktail party and buffet dinner. They were joined there with Burtus Bishop and his wife. The next day Mrs. Pritchard was hostess at a luncheon for the ladies and Bishop entertained the men at the Variety Club. Phillip and Steve Longdon, sons of Phil and Myra, would not let young Duke Lett stay at the hotel but insisted he stay with them. Others in the Charlotte party were Mr. and Mrs. Scott Lett, Mr. and Mrs. Francis White jr., and Mr. and Mrs. George Roscoe.

Max Bryant of Bryant Theatre Supply Co., who has been seriously ill at his home in Rock Hill, is slightly improved . . . Everett Olson is the new Paramount exploiteer here. He comes here from Minneapolis, where he was connected with the Minnesota Amusement Co., Paramount affiliate, in advertising and publicity.



EVERETT OLSON

Bob Pinson of Astor Pictures is now buying and booking for the Morris Field Theatre in Morris Field, Charlotte . . . The CPA has halted construction of the new theatre in Fort Mill, S. C. . . . J. R. Patterson has plans to completely remodel his Majestic in Fort Mill . . . "Buffalo" Boiling, manager of National Theatre Supply, reports that new American seats have been installed in Webster and Culpepper's Carolina in Elizabeth City, N. C.

Cy Dillon, Republic manager, is a patient in Memorial hospital, where he was to be operated on Saturday (31). Mrs. Dillon is at home after several days in Presbyterian hospital . . . Milton Casey, Republic auditor, left Thursday for New York after two weeks at the local exchange.

M. H. Schenck of New York, Paramount sales representative, huddled here with Harry Haas, branch manager . . . Gene Prophet is now working in the booking department at Republic. Jim Simpson has been made head of the shipping department.

Visitors on the Row: Fin Lee, Duplin, Warsaw; Harry Cooke, Center, Mount Olive; Mr. and Mrs. Joe Anderson, Ritz, Tabor City; I. T. Bagley, Henderson; Henry Stellings, Embassy, Henderson; Ben L. Strozier, Stevenson, Rock Hill; J. C. Holland, Lyman; Henry Nelson, State, Loris; Pete Howell, Howell, Smithfield; Mr. and Mrs. J. B. McIntyre, Raeford; T. L. Little, Camden; Roy P. Roser, Temple, Sanford; J. K. Whitley, Swanee, Kannapolis; L. R. Richardson, Wallace, Jonesville; D. W. Ramsey, Rose Hill; E. L. Carroll, Roxie, Bessemer City; B. C. Williams, Midway, Lancaster; Bill Webb, Imperial, Kings Mount; J. B. Harvey, Carolina, Clover.

Knoxville Tax Estimated To Hit 350,000 a Month

KNOXVILLE—Based on first month collections of the new city-county 5 per cent amusement tax, more than 350,000 persons attended Knox county theatres in April.

Estimates of attendance were made by the city finance office after amusement tax collections of $4,613.34 from 13 theatres within the city. There are 21 theatres in the county, two outside the city.

Knoxville Theatres, Inc., were largest contributors, with $2,615.07 from the Tennessee, Bijou, Park and State. Second highest was the $1,343.41 collected by Eastenn Theatres, Inc., at the Riviera and Strand.

Pending outcome of a chancery court suit filed by theatre interests questioning constitutionality of the tax, receipts cannot be used by either the city or the county. The tax, which applies only to Knox county in the state, had been expected to raise $200,000 annually.

Booneville Savage Opens

BOONEVILLE, ARK.—The Savage Theatre was to open here May 20.

Blowing Rock Theatre Opens June 2

BLOWING ROCK, N. C.—The Yonahlosee Theatre will open here June 2.

Shirley in Title Role

Shirley Temple has been inked for the title role in Warners' "Mary Hagen."

JACK DUMESTRE, Jr.
Southeastern Theatre Equipment Co.
ATLANTA
CHARLOTTE
JACKSONVILLE

RCA THEATRE SUPPLY DEALER

Four Theatres Sold; Colonial Buys Two

CHARLOTTE—Changes in ownership in several theatres in the Charlotte exchange area were reported this week.

Bob Pinson of Astor Pictures bought the Waxhaw in Waxhaw, N. C., from Max Holder and Holder joined Astor as a salesman. Pinson also announced sale of the Astor Theatre, now being converted from a store building in north Charlotte, to Colonial Theatres, Inc., of Valdese. Conversion of the structure is expected to finish about August 1. The house will be air conditioned and modern in all respects, and will seat 500. All materials are on hand.

Colonial also purchased the Louisburg Theatre in Louisburg, N. C., from R. Glenn Davis. J. Sam Hinson, general manager, said the circuit would take over operation on July 15. The Louisburg seats 750. It was built about six years ago.

The Norwood Theatre in Norwood, N. C., has been taken over from R. L. Johnson by Mr. and Mrs. R. A. Goodman, owners and operators of the Mae in Oakboro, N. C.

Sam Raine Plans House For Negroes in Bessemer

BESSEMER, ALA.—A second new theatre for Bessemer, to be built when restrictions on construction materials are eased, has been announced here.

Builder of the theatre, a $75,000 house for Negroes, will be Sam Raine, who has been identified with the theatre business in Bessemer for 20 years. Raine has announced that he will continue to operate his present Frolic, another theatre for Negroes, when the new house is completed.

The theatre will seat 800. It will be named the Famous.

According to Raine, the new theatre will be fireproof and will be the finest colored theatre in Alabama. Charles H. McCauley of Birmingham is architect. The building will be of brick and steel construction.

Wilby-Kincey also has announced plans for a new theatre for white patrons in Bessemer when building restrictions are eased. R. M. Kennedy, district manager for the circuit, said that plans have not advanced far enough to give an estimate of the size or cost of the new house.

Bessemer has two other theatres, the State and Grand.

700-Seat Danca Opened By Cary Caudell May 23

WALLACE, N. C.—Formal opening of Cary Caudell's 700-seat Danca took place here May 23. W. F. Harris, manager of Wil-Kin Theatre Supply in Charlotte, served as master of ceremonies at the opening. Other film men here for the occasion were George Graves of 20th-Fox, D. B. Kizziah of Alexander Film Service, L. D. Terrell of Paramount, and R. W. Ramsey of Sound Service, all of Charlotte, and Fin Lee of Warsaw, N. C.



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Berler-Meiselman Case Ahead June 2

CHARLOTTE—Argument will be resumed in superior court here June 2 in the request of Phillip Berler and E. M. Loew for appointment of a receiver for certain properties jointly owned by Berler and H. B. Meiselman, Charlotte circuit operator.

Judge Luther Hamilton last week refused to name a receiver and told the litigants he hoped they would be able to come to a settlement of their controversy. The squabble revolves about the Manor Theatre here and the Strand in Asheville. Berler sought to transfer his share of the holdings to E. M. Loew, Boston theatre magnate, who had originally backed him in his enterprises with Meiselman. The latter objected to the transfer of property to Loew and the court case resulted.

Meiselman has made offers to return Berler's investment, plus a profit of $25,000, or to split ownership of the theatres, and there have been counteroffers from Berler and Loew, but so far no settlement has been agreed to.

Pilot Howard Hickok Asked To 'Thunderbolt' Premiere

MIAMI—Howard Hickok of this city, whose exploits, along with those of two other pilots, are featured in the army air forces film "Thunderbolt," has been invited to the premiere of the picture in Los Angeles June 4.

The picture depicts the part played by P47s in the Italian campaign. Many of the pictures were taken by automatic cameras set up in various parts of the planes and show pilots "blacking out" after dive bombing attacks.

Hickok is a member of the Miami army air reserve detachment. The films are of actual combat scenes, both in the planes and on the ground.

Another person who may fly out to the Monogram premiere is Bill Carey, the Herald's radio reporter. Bill recently received a Bronze Star for secret work accomplished in the invasion of France as a Thunderbolt jockey.

Well-Balanced Personality

MIAMI—Miss Bea Bonfield, bookkeeper for the Community Chest, was surprised to see a paragraph about herself on the front page of the News as a "whirligig" recently. Miss Bonfield discovered that she had received 30 cents too much change when she attended the Miami the other evening, so she mailed that amount to Manager Sonny Shepherd. Shepherd promptly mailed her two passes. The News suggests that Miss Bonfield, being a bookkeeper, couldn't bear the thought of the theatre being 30 cents off-balance.

We have a large stock of upholstering materials.

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BIRMINGHAM

Oliver Naylor, Lyric manager, was honored at a party given by employes at the Thomas Jefferson hotel May 24. Naylor resigned, effective May 28, to join his brother in the 16mm film and equipment business here. Ollie Haynes, former manager of the Noble in Anniston, Ala., arrived here Wednesday to replace Naylor.

Ben Butler of MGM, Atlanta, was a visitor here. He handles distribution of reprints for the southeast . . . Elizabeth Turner is new cashier at the Lyric, replacing Lois Gibson, resigned.

Francis Falkenburg, Alabama manager, is handling publicity for the East-West baseball game to be sponsored at Rickwood field by The Birmingham News-Age-Herald June 20 for the Alabama Sight Conservation Ass'n. All downtown theatres will show trailers plugging the game.

Mrs. Martha Snowden, Melba cashier, spent a recent weekend in Montgomery . . . Isolene Mann has resigned as Royal cashier and has been replaced by Helen Pendleton . . . William Griffin, manager of Acme's Cullman Theatre in Cullman, Ala., and Mrs. Griffin have returned from the Variety Club convention in Los Angeles. They were gone two weeks.

"The Farmer's Daughter" went into a fifth downtown week at the Capitol, while "Framed" held for a second week at the Melba . . . Other competition for "Duel in the Sun" at the Ritz was: "It Happened on Fifth Avenue," moved over to the Lyric from the Alabama; "Nora Prentiss" at the Alabama, "Trail Street" at the Empire; "That Way With Women" at the Strand; "King of the Wild Horses" at the Galax, and "Alexander's Ragtime Band" at the Birmingham.

Birmingham Theatre donated use of the house on Wednesday and Thursday, May 28, 29, to the Birmingham Civic Theatre for its production of "Boy Meets Girl."

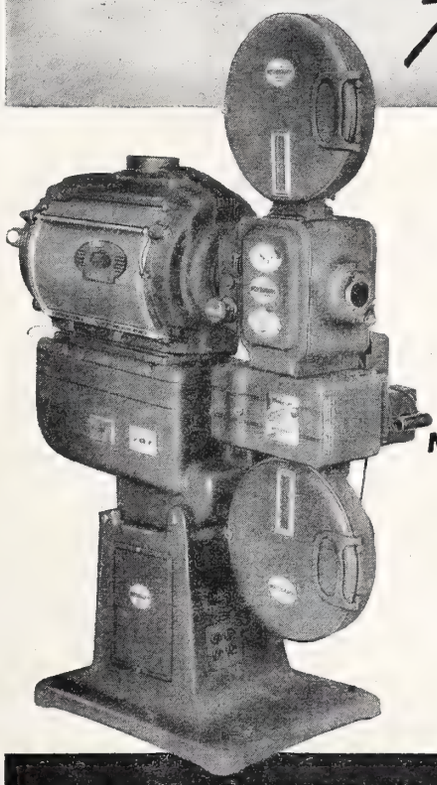
Jacksonville Preparing Drive-In License Fee

JACKSONVILLE—A proposed city ordinance defining and fixing the license fee for drive-in theatres has been drafted and placed in the hands of the license committee of the council for discussion. The city at present does not have an occupational tax for this type of business, and the measure has been drafted because a drive-in theatre is planned.

The proposed measure states that a drive-in theatre is a place of business where motion pictures are shown. The annual license fee has been tentatively set for $1 for each automobile that can be accommodated.

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ATLANTA, GA.

CHARLOTTE, N. C.

"Everything for the theatre except film"

MIAMI

Homestretch," showing at the Lincoln and Miami, was represented on the woman's page of the Herald with a definite feminine slant. A picture of a film actress wearing a blouse decorated with a racehorse design bore the caption: "Here's your chance to own a blouse just like one worn by a popular movie star in 'The Homestretch.' now showing at local theatres." A description followed.

Al Weiss, manager of the Olympia, has arranged to give bubble gum free to the first 600 youthful patrons Saturday morning. The boys and girls are requested not to stick it under the seats, please . . . Sabu's righthand man is now Ed Wall, ex-editor of the Herald's school department.

Ray Walker, well known locally, will play an important role in the world premiere of Paramount's "Perils of Pauline." Ray wrote the song of the same name . . . A giant cartoon carnival, running 90 minutes, headlining the popular MGM "Tom and Jerry" color series, and including all the other standard cartoon favorites, was a recent Saturday morning presentation at the Dade and Tivoli. Regular admission prices applied. An extra feature was free bubble gum.

Arthur Bookbinder, manager of the Colony, was amazed to have a colored maid apply for a job under the tuneful name of Carolina Moon . . . It's said the not-yet-built Tropic Theatre is already being scouted by would-be powder room concessions aspirants . . . Art Mooney is resting here before a $5,000-a-week date at the Capitol in New York.

Wometco Theatres will be hosts at the Miami Theatre showing of "Homestretch" to the Projector club, composed of the boys who operate Kinloch Park school's visual education machines.

Mr. and Mrs. Earl M. Holden and daughter Linda Lee, of Hickory, N. C., are expected at the Beach for a ten-day vacation starting June 5. They will be guests at Hotel Glades. Holden was formerly manager of the Paramount Theatre in Miami at the time it was the Fairfax and is now resident manager for North Carolina Theatres, Inc., at Hickory, N. C. This is the first Miami visit for the Holdens in nine years.

Theatre's 'Weather Man' Given Full Page Story

St. Petersburg—Frank O. Ericson, the weather man who produces the just right temperature for the Florida Theatre, was the subject of a full-page story anent the work he does in the local theatre. Ericson has been chief engineer of the air conditioning plant since 1926.

For the fun of it, Ericson keeps records of the water "squeezed" from heat-laden air. In ten hours one day he removed 503 gallons!

A hit picture means more work for Ericson and his machines. When crowds fill every seat the total body heat shoots temperatures way up.

The Carrier centrifugal system installed in 1926 was among the first for theatre use.

Allied Expels Member For Columbia Deal

From Midwest Edition

MINNEAPOLIS—Local trade circles believe the recently launched North Central Allied cooperative buying setup received a setback with the expulsion of Martin G. Lebedoff, operator of two de luxe Minneapolis neighborhood theatres, from Independent Theatre Ass'n, nonprofit buying combine that comprises most leading Twin City theatre owners.

Lebedoff was expelled because he defied other members and made a deal with Columbia for "The Jolson Story" for his two theatres. He acceded to terms which other members disapproved. "Hy" Chapman, Columbia branch manager, said it wasn't a percentage deal, but nevertheless one that the company "wanted."

The rift is considered all the more significant because Lebedoff is North Central Allied secretary. At its recent convention here, the independent exhibitor body decided on a drive to bring all independent exhibitors into buying combines and then to try to effect a merger of as many of the groups as possible in order to create greater buying power. That power is essential in the fight to force down film prices and eliminate percentage, President Bennie Berger believes.

Before Lebedoff went ahead on his own and made the deal for "Jolson," Casper Chouinard, Independent Theatre Ass'n manager, had threatened suit to force Columbia to deliver "The Jolson Story" to Lebedoff at terms which he claimed the company had accepted. Columbia branch manager Chapman charged Chouinard with trying to dictate terms.

Is Selling Seats a Problem?

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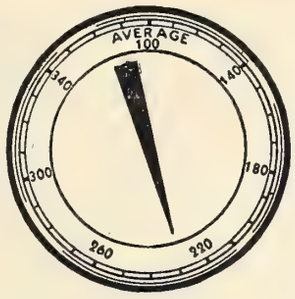
Actual experiences in exploitation, regular advertising and keeping the public sold on the theatre are reported with profuse illustrations in BOXOFFICE each week. This section on practical ideas on merchandising the motion picture is alone worth the price of a year's subscription.

Keep at the head of the procession and make more money. Read and use the numerous features in BOXOFFICE to improve your showmanship and your earning power.

BOXOFFICE BAROMETER

FIRST RUN REPORTS

This chart shows the records made by pictures in five or more of the 21 key cities checked. As new runs are reported, ratings are added and averages revised.



TOP HIT OF THE WEEK

The Egg and I—
Cleveland 230

Computed in terms of percentage in relations to normal grosses. With 100 per cent as "normal," the figures show the percentage above or below that mark.	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DES MOINES	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MILWAUKEE	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
Abie's Irish Rose (UA)							125		80			105		90		108	100			160	50	102
Angel and the Badman (Rep)	120		120		100	130	130		95	110	112	153	100		90	125		120		140		118
Apache Rose (Rep)			150	90		90		90			105											105
Beast With Five Fingers, The (WB)	140	90	115		100	115	100		125	95		125	120	125	140	95	95	160	140	110	110	117
Beat the Band (RKO)	170		100		85	70	100	100	100		100	100	100	200	85		100			120	100	109
Bedelia (Eagle-Lion)	130	92	120	150		75			110		200	150			85	110	105	135		100		120
Blaze of Noon (Para)	100	80							95		130				93	90				110		100
Blondie's Big Moment (Col)	100	100				85	100	100	100	100	100		100	110	100		100			110	85	99
Blondie's Holiday (Col)	100	90		80					105	100	100		100	100							80	95
Carnival in Costa Rica (20th-Fox)	100			120	100	80	110		90		100	150	115			96		170	125	100	80	110
Devil Thumbs a Ride, The (RKO)	115		100			90	100	100	100	95		100			100	105	100			130	95	102
Dick Tracy vs. Cueball (RKO)	100	80	100			90		100	100	95	100	100	100	100	100	100				90	100	97
Dishonored Lady (UA)			125		80				100				90							140		107
Duel in the Sun (SRO)	220		138			150				225		275			210	118				213	260	201
Easy Come, Easy Go (Para)	115	100	140	70			110		100	110	90	93	95	175		105		120		100		109
Egg and I, The (U-I)		137		250					150	250	220	200				108	190	163		300		197
Farmer's Daughter, The (RKO)	170	120	123	160			130	150	120		115	175	95	150		108	120	150	130	125		134
Ghost Goes Wild, The (Rep)	100		100	80		85	100		100	100			100		90					100		96
Guilt of Janet Ames, The (Col)		90	130	70	75				100			75								150		99
Hit Parade of 1947 (Rep)	100						80					85			93	95						90
Homestretch, The (20th-Fox)	130				70							175				98		150				125
I'll Be Yours (U-I)	120	100	120	150	80		117	90	115	85	90	125	115	90	90	100	100		75	120	80	103
Imperfect Lady, The (Para)	100	60		90		85			90		85			110				150	60	125		96
It Happened in Brooklyn (MGM)	130	88	125	110	95	100		100	120		100	150	130	160	130	110		145	80	120	100	116
It Happened on Fifth Avenue (Mono)	100			100				100	95			150						135				113
Ladies' Man (Para)	140	165	135	90	65		75		150	95		93	95	125	145	100		135	90	100		112
Larceny in Her Heart (PRC)						105	100		100	80		90		100	100		100			100	110	99
Love and Learn (WB)					90		105									95		100		120		102
Macomber Affair, The (UA)	140	90	120		85		120		110	100	115	175	100	115	140	135	135	135	85	165	120	121
Michigan Kid (U-I)		100	135	95	100	100	110		110			125			100	150				125	80	111
Mighty McGurk, The (MGM)	100	110	110	100	115		100	105	80		100	100		125	100	100	110	100	100	125	125	106
My Brother Talks to Horses (MGM)		80					120		100	95	100		95		98							98
Private Affairs of Bel Ami, The (UA)			120		85							180	95							115		119
Ramrod (UA)			115				130	95	110		100		100				100			160		114
Sea of Grass, The (MGM)	130	130		130	90		140	105	125	100	130	175	140	150	140	108		150	85	130		127
Song of Scheherazade (U-I)	120	150	125	250	110	90	133	95	130			175	110	120	106	125		110	100	175	160	132
Spoilers of the North (Rep)						100	80		100			83	95									92
Stallion Road (WB)	110	85	120	110	80		133	95	115	100	100	175	130	125	100	105	90	170	85	120	110	113
Trail Street (RKO)	105		115	120	90		115	125	100		125	135	100			106	135			150	95	115
Two Mrs. Carrolls, The (WB)	110	125				115						150	100			150					100	121
Yearling, The (MGM)		118	135		115		120				150	200	130			118					200	143

*Playing at advanced admission scales

THE EXHIBITOR HAS HIS SAY ABOUT PICTURES

Just as the Barometer page shows first run reports on current pictures, this department is devoted for the most part to reports on subsequent runs, made by exhibitors themselves. A one-star contributor is new, two stars mean the exhibitor has been writing in for six months or longer, and a three-star contributor is a regular of one year or more, who receives a token of our appreciation. All exhibitors welcome.

COLUMBIA

Betty Co-Ed (Col)—Jean Porter, Shirley Mills, William Mason. This little picture was well received and showed to average attendance. It held the interest well and received many favorable comments. Played Sat., Sun.—A. D. Laurence, Apex Theatre, Tioga, Tex. Small town and rural patronage. *

Pardon My Past (Col)—Fred MacMurray, Marguerite Chapman, Akim Tamiroff. This is extra good and all that came enjoyed the picture to its utmost—played it somewhat late but it drew better than many pictures would have in as busy a season as we now have. A good comedy throughout. Played Sat., Sun. Weather: Good.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. ***

Singing on the Trail (Col)—Ken Curtis, Jeff Donnell, Guy Kibbee. For some reason these Ken Curtis pictures do not please my weekend patrons, as they like more of a gun-slinging opera. Next time I'll play Curtis as my feature attraction and a knock-down, drag-out western on my double bill program and this time I'm sure this series will click. Played Fri., Sat.—J. C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. ***

METRO-GOLDWYN-MAYER

Holiday in Mexico (MGM)—Walter Pidgeon, Jose Iturbi, Jane Powell. A beautiful Technicolor production. One of the best pictures we have run into for a long time. Played it three rainy nights—Sun., Mon., Tues. What people braved the weather enjoyed the picture very much.—Bill Leonard, Leonard Theatre, Cedarvale, Kas. Small town and rural patronage. *

Letter for Evie, A (MGM)—Marsha Hunt, John Carroll, Hume Cronyn. Here's a good little programmer without much draw, but it will make your audience happy. The cast is not too well known, but they do a nice job. It's entertaining, even though it didn't draw well. Played Wed., Thurs. Weather: Fine.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. **

Music for Millions (MGM)—Margaret O'Brien, Jose Iturbi. We played this in '45 and brought it back for a one-night free anniversary show, and it went over big—beth the "free" and the picture. It is still a swell show and we had lots of comment on it. The print was in excellent condition. Played Tuesday. Weather: Perfect.—Paul Ricketts, Charm Theatre, Holyrood, Kas. Rural and small town patronage. **

No Leave, No Love (MGM)—Van Johnson, Keenan Wynn, Pat Kirkwood. This is an excellent fast-moving musical comedy which holds your interest from start to finish. Keenan Wynn is at his best. Of course "Sugar Chile" Robinson stole the show. Business average. Played Sun., Mon. Weather: Cool and clear.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Nothing But Trouble (MGM)—Laurel and Hardy. We did average Fri., Sat. business on this comedy, which pleased all. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ***

Up Goes Maisie (MGM)—Ann Sothern, George Murphy, Hillary Brooke. This doesn't come up to the usual standard of the Maisie series for comedy. But when Ann Sothern takes off in the helicopter she gives her fans enough thrills and laughs to send them away happy. It's still better than most of the "junk" you can afford to midweek. Business average. Played Wed., Thurs. Weather: Fine.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. **

MONOGRAM

Ginger (Mono)—Frank Albertson, Barbara Reed, Johnny Calkins. This is another boy-and-dog story. This type usually does well but this one seemed to fall short—no draw. Played Wednesday. Weather: Good.—W. S. Funk, Star Theatre, St. Stephen, S. C. Small town and rural patronage. *

Rainbow Over the Rockies (Mono)—Jimmie Wakely, Lee "Lasses" White, Pat Starling. This is the third Jimmy Wakely western I've played and after the first one was a flop, I was doubtful, but after the second, I was for Jimmy 100 per cent. This music was better, picture was better, sound better, and Jimmy was better. Now that he is beginning to be a favorite, I wish he would send us his picture. Played Fri., Sat.—J. C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. ***

PARAMOUNT

Swamp Fire (Para)—Johnny Weissmuller, Carol Thurston, Buster Crabbe. And how could any small town exhibitor go in the hole on a picture like this? Weissmuller is famous as Tarzan and Crabbe famous as Billy Carson (to the western fans). They really liked this picture and it was by far the best Pine-Thomas production we have had the pleasure of playing. The price was right, the weather was perfect, and the crowd was excellent. Enough said. Played Wed., Thurs. Weather: Very good.—Dinkle & LeMaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Well Groomed Bride, The (Para)—Olivia de Havilland, Ray Milland, Sonny Tufts. Even though this picture did have two Academy winners (Milland and de Havilland), the main attraction of this picture was Sonny Tufts, who has built quite a name for himself in our fair community—and he did steal the picture despite the competition from the other stars. It was most amusing and enjoyed by all who saw it. Played Tuesday. Weather: Rain, April showers, Jolson style.—R. V. Dinkle, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

PRC PICTURES

Colorado Serenade (PRC)—Eddie Dean, Mary Kenyon, Roscoe Ates. Eddie Dean is doing okay and the color adds to the popularity of these westerns. Played Fri., Sat. Weather: Rain.—Bill Leonard, Leonard Theatre, Cedarvale, Kas. Small town and rural patronage. ***

Wife of Monte Cristo, The (PRC)—John Loder, Lenore Aubert, Fritz Kortner. This was the first PRC picture in a long time which let us down at the boxoffice. It was fairly good but our patrons don't go for that French accent. They want good old American players. The cast was full of foreign players, which hurt in a big way. They should have found a spot for Al St. John in this as it would have given us a name to work with. If you play it, then double bill same, as it won't stand alone in a small town. Played Tuesday. Weather: Very good.—Dinkle & LeMaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

RKO RADIO

Bamboo Blonde (RKO)—Frances Langford, Ralph Edwards, Russell Wade. I played it for a Saturday night late show and wish I had played it on Mon., Tues. This picture drew many favorable comments. Everyone was well pleased. Played Wed., Thurs., Fri., Sat. Weather: Cold and rain.—W. S. Funk, Star Theatre, St. Stephen, S. C. Small town and rural patronage. *

Nocturne (RKO)—George Raft, Lynn Bari, Virginia Huston. This is adult entertainment. It is a good picture enjoyed by our farm and rural people. Played Mon., Tues. Weather: Mild.—Harlan Rankin, Plaza Theatre, Tilbury, Ont. General patronage. ***

Notorious (RKO)—Cary Grant, Ingrid Bergman, Claude Rains. This is a very good picture. As usual Ingrid Bergman did put forth some very fine acting for her public. Played here on Sun, Mon., but did not have the business we should have had. Weather: Cool.—Harold J. Johnson, Elberta Theatre, Palisade, Colo. Rural patronage. **

Notorious (RKO)—Cary Grant, Ingrid Bergman, Claude Rains. A very good feature, although I went in the red, because word-of-mouth advertising made almost everyone see it before I was able to play it. It's still a good feature for anyone. Played Sun., Mon. Weather: Clear.—C. M. Garrett, Yandell Theatre, El Paso, Tex. Family patronage. *

Radio Stars on Parade (RKO)—Wally Brown, Alan Carney, Frances Langford. This is just no good. We would have been ahead if we had been dark the second night. Played Wed., Thurs. Weather: Rain.—Bill Leonard, Leonard Theatre, Cedarvale, Kas. Small town and rural patronage. ***

Radio Stars on Parade (RKO)—Wally Brown, Alan Carney, Frances Langford. A dandy picture which was seen only by a few—too much work now seeding and they work all night. No time for entertainment on weekdays

Not 'Year of Yearling' On the Western Slope

"We are told that 'This is the year of The Yearling,' but we have yet to see it offered to a small town. What is MGM holding it up for? This will be a good picture here, but because we are small, we will probably have to wait until the sun goes down the last time before even given a bit of consideration. Metro calls itself 'the friendly company,' and it is to most of us except that, like the others, when it has a real picture that really would bring us some of the real dough, it wants to forget us until every one of its pet situations has played it. Then the company will give us small theatre situations 'a break' at a high price.

"This might be a break all right for MGM, always to push us into the background, but as the saying goes, the day will come when that little dirt worm might turn and go the other way. I'm sure there are other showmen here on the western slope who feel the same way I do about these 'big, colossal, sensational and outstanding' pictures.

"Yes, this is supposed to be 'the year of "The Yearling."' I hope so but the year is pretty well along, and so far it hasn't opened up and shown on the slope yet."—Harold J. Johnson, Elberta Theatre, Palisade, Colo.

An Old Film Selected To Open Rankin's Joy

STATE FAIR (20th-Fox)—Jeanne Crain, Dana Andrews, Dick Haymes. We had our grand opening with this picture, which, although a little old, was much appreciated. Played Thurs., Fri., Sat. Weather: Cool.—Harland Rankin, Joy Theatre, Bothwell, Ont. General patronage. ***

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Harland Rankin has long been a contributor to this department on pictures played in his Plaza Theatre at Tilbury. We congratulate him on adding the Joy Theatre at Bothwell to his holdings.

—the books show red and more red. Played Wednesday. Weather: Cold but good.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. ***

Sister Kenny (RKO)—Rosalind Russell, Alexander Knox, Dean Jagger. This is a good picture, rather on the educational line, but Rosalind Russell's acting is most outstanding. Business not so hot, but will blame the weather instead of the picture. Good acting—a bit on the tear-jerking side, but worth it. Played Sun., Mon. Weather: Hot—very hot.—Harold J. Johnson, Elberta Theatre, Palisade, Colo. Rural patronage. **

Song of the South (RKO)—Ruth Warrick, Bobby Driscoll, James Baskett. This was a wonderful picture. My patrons said that it was better than "Snow White." Business was a little above average but not what it should have been. National Screen Service could not supply me with a Technicolor trailer. This may account for business being off. We also had rain. Played Wed., Thurs.—A. D. Laurence, Apex Theatre, Tioga, Tex. Small town and rural patronage. *

Vacation in Reno (RKO)—Jack Haley, Anne Jeffreys, Wally Brown. A good little comedy but not strong enough to stand alone. Business was light. Played Tues. Weather: Good. —E. N. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ***

REPUBLIC

French Key, The (Rep)—Albert Dekker, Mike Mazurki, Evelyn Ankers. This is a fair mystery that went all right on a double bill. Not too bad a plot—lots of laughs. Played Tues., Wed. Weather: Hot.—Harold J. Johnson, Elberta Theatre, Palisade, Colo. Rural patronage. **

Rendezvous With Annie (Rep)—Eddie Albert, Faye Marlowe, Gail Patrick. This was in Republic's top bracket and we paid their top price for it. The result was that we dug down into our pockets some $20 to pay for the damages it did. Only 50-some people came to see it, and most of them were kids who didn't know any better. How can a company charge so much for so little? No cast, no story, no nothin'. Played Tuesday, thank goodness. Weather: Very good.—Dinkle & LeMaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Sioux City Sue (Rep)—Gene Autry, Lynn Roberts, Sterling Holloway. I was expecting to reap rich rewards from this one but I am sorry to say that attendance was only average for a midweek western. The people here say that this is Autry's home town. However, my last Roy Rogers proved better for the boxoffice. The weather was good. I would like to say that all who saw this picture enjoyed it. Played Mon., Tues. Our admissions are 30 and 12 cents.—A. D. Laurence, Apex Theatre, Tioga, Tex. Small town and rural patronage. *

SCREEN GUILD

Renegade Girl (SG)—Alan Curtis, Ann Savage, Jack Holt. Very good melodrama from an up-and-coming company, Screen Guild. The acting was just a little amateurish (with the exception of Alan Curtis and Jack Holt, who are veterans in the acting business). Surprising as it may seem, we had a lot of oldtimers who just came to see Jack Holt. Edward Brophy was also funny as funny can be. Played Fri., Sat. Weather: Good.—R. V. Dinkle, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

20th CENTURY-FOX

If I'm Lucky (20th-Fox)—Vivian Blaine, Perry Como, Carmen Miranda. If I'm lucky I won't play any more shows like this at a top price. We think Fox is the lucky one to be able to sell this show at such a price. Played Thurs., Fri. Weather: Good.—W. S. Funk, Star Theatre, St. Stephen, S. C. Small town and rural patronage. *

Jesse James (20th-Fox)—Reissue. Tyrone Power, Henry Fonda, Nancy Kelly. Our first picture from Fox and a very good starter. It was as old as Roosevelt's stay in Washington, but it outdrew many of the newer releases. A lot of people had seen it before but came to see it again (it played our house years ago). Pictures like this should be rereleased, as this is the kind that has made the motion picture industry what it is today. Power and Fonda were excellent as the James brothers, and Randolph Scott good as the marshal. Played Fri., Sat. Weather: Heavenly.—Dinkle & LeMaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Margie (20th-Fox)—Jeanne Crain, Glenn Langan, Lynn Bari. Technicolor. A small town natural but our roads were bad so we didn't get our usual patronage. Played Mon., Tues., Wed. Weather: Mild.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. ***

My Darling Clementine (20th-Fox)—Henry Fonda, Linda Darnell, Victor Mature. A superwestern with the wrong title. The direction and acting are tops. Bad weather, the bad title, and muddy roads killed it at the boxoffice. I plan to bring it back for a Fri., Sat. change. Played Sun., Mon. Weather: Raining. —R. W. Hailey, Lott Theatre, Lott, Tex. Small town patronage. *

Three Little Girls in Blue (20th-Fox)—June Haver, George Montgomery, Vivian Blaine. A pleasing musical in beautiful color which pleased the customers. While the print wasn't anything to brag about, it was the best one we have had from Fox in many a moon. Maybe they did get my letters after all. Played Sun., Mon. Weather: Good.—Paul Ricketts, Charm Theatre, Holyrood, Kas. Rural and small town patronage. **

Bouquet of the Week; Glad to Pay Percentage

CANYON PASSAGE (U-I)—Dana Andrews, Brian Donlevy, Susan Hayward. A great western, a great cast and Technicolor. You can't go wrong on this feature. A percentage feature but I was glad to pay the percentage because it brought new faces to my theatre. Played Sun., Mon. Weather: Clear.—C. M. Garrett, Yandell Theatre, El Paso, Tex. Family patronage. *

UNITED ARTISTS

Abie's Irish Rose (UA)—Joanne Dru, Richard Norris, Michael Chekhov. This was well received and would have drawn well if it hadn't rained the two days it played. Played Wed., Thurs.—J. C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. ***

Breakfast in Hollywood (UA)—Tom Brenaman, Bonita Granville, Beulah Bondi. After playing this one we weren't able to eat breakfast for three days. In fact, our appetite was gone for dinner and supper. Those who did see it (who could be counted on your fingers) didn't think much of it. We didn't have to run a second show as only four or five sat the picture out. It was terrible and the print was in such terrible condition that the sound could hardly be understood. A few more like this one and we'll be back in the 52-20 club. Played Tuesday. Weather: Good.—Dinkle & LeMaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Rebecca (UA)—Reissue. Laurence Olivier, Joan Fontaine, George Sanders. We bought this at a high flat allocation and didn't even make film rental. The first night was fine but after that we couldn't drive them in with a whip. This drags too much and is too deep for small town patrons. Weather: Fair and warm.—Jim Hanson, California Theatre, Kerman, Calif. Small town and rural patronage. *

Unexpected Guest (UA)—Bill Boyd, Randy Brooks, Patricia Tate. Hopalong always brings them in on Fri., Sat. and sends them out pleased. Played on those days, and the weather was good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ***

Brickbat of the Week Hurled From Colorado

SEARCHING WIND, THE (Para)—Robert Young, Sylvia Sidney, Ann Richards. Robert Young really must have lost something, as my customers couldn't figure what in hell he was searching for. A poor picture for a small town. Your customers come out with a sort of flat feeling. No good—Young really missed the boat this trip. Played Thursday, Friday. Weather: Warm.—Harold J. Johnson, Elberta Theatre, Palisade, Colo. Rural patronage. **

UNIVERSAL-INTERNATIONAL

If I Had My Way (U-I)—Reissue. Bing Crosby, Gloria Jean, Charles Winninger. Played this one to the best Fri., Sat. business yet. This is a reissue which should do above average business in any location. It will stand by itself. I played it with "Shadow of a Woman" (WB) and had an excellent double feature all the way through. Weather: Fair.—Carl E. Pehlman, Rio Theatre. Rural and small town patronage. *

Runaround, The (U-I)—Rod Cameron, Ella Rains. Doubled with "Wild Beauty." The first is a very good comedy and everyone enjoyed it—enough comedy and enough fights to keep the feature entertaining. The kids really went for the second one, but both features need help if run in the suburban area. Played Tues., Wed., Thurs. Weather: Clear.—C. M. Garrett, Yandell Theatre, El Paso, Tex. Family patronage. *

Scarlet Street (U-I)—Edward G. Robinson, Joan Bennett, Dan Duryea. This is an excellent picture, full of suspense and superb acting. Knowing that heavy drama such as this would not draw in my location, I booked "Riders of the Dawn" (Mono) as a second feature, and enjoyed far above average business for a two-day run. Played Fri., Sat. Weather: Moderately cold.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

WARNER BROS.

Janie Gets Married (WB)—Joan Leslie, Robert Hutton, Robert Benchley. Everyone who saw this picture liked it, but business was slightly below average, due to the heavy atmosphere. I don't believe the names in this picture rated top rental. However, I didn't lose so I can't complain. This is a good comedy. Played Fri., Sat. Weather: Cold.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Stolen Life, A (WB)—Bette Davis, Glenn Ford, Dane Clark. This was an excellent show and Bette Davis deserves much credit for the manner in which she carries two roles. Credit is also due Warner's technicians for having Miss Davis appear many times in both roles without any apparent flaw. We did less than average business on this but it was well liked by those who saw it. Played Wed., Thurs. Weather: Rain.—Paul Ricketts, Charm Theatre, Holyrood, Kas. Rural and small town patronage. **

Torrid Zone (WB)—Reissue. James Cagney, Ann Sheridan, Pat O'Brien. A very good picture with a top-notch cast. However, the cold and heavy winds knocked this one in the head and we dug down in our pockets again. Otherwise we would have done better on it, if the weather hadn't been so bad. Played Tuesday. Weather: Cold and wind.—Dinkle & LeMaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Verdict, The (WB)—Sydney Greenstreet, Peter Lorre, Joan Lorring. I've yet to see the time Lorre and Greenstreet will draw in an average attendance. It's a good murder mystery but why not have it take place in America once in a while? Played Tues., Wed. Weather: Cold.—Ralph Raspa, State Theatre, Rivesville, W. Va. Small town patronage. ***

FEATURE CHART

Feature productions, listed by company, in order of release. Number in square is national release date. Production number is at right. Number in parentheses is running time, as furnished by home office of distributor; checkup with local exchanges is recommended. R—is review date. PG—is Picture Guide page number. Symbol ◐ indicates BOXOFFICE Blue Ribbon Award Winner, Symbol ◎ indicates color photography.

COLUMBIA · M-G-M · MONOGRAM · PARAMOUNT · P-R-C · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INTL · WARNER-F.N. · MISCELLANEOUS

JULY 20	JULY 27	AUGUST 3	AUGUST 10	AUGUST 17	AUGUST 24	AUGUST 31	SEPTEMBER 7
18 (67) Act-Mus 7223 COWBOY BLUES Ken Curtis Jeff Donnell Hoosier Hotshots Guy Kibbee R—July 13—PG-736	25 (73) Musical 7033 SING WHILE YOU DANCE Ellen Drew Robert Stanton Andrew Tombes R—Aug. 10—PG-741		8 (68) Comedy 7039 PERSONALITY KID Anita Louise Michael Duane Ted Donaldson R—Aug. 10—PG-742	16 (54) Western 7201 HEADING WEST Charles Starrett Smiley Burnette R—Aug. 24—PG-745			
Block 17 18 (97) Drama 625 BOYS' RANCH James Craig "Butch" Jenkins R—May 4—PG-720	Special: 25 (110) Drama 624 ◎EASY TO WED Esther Williams Van Johnson R—Apr. 13—PG-714		8 (93) Drama 626 ◎COURAGE OF LASSIE Lassie Elizabeth Taylor Frank Morgan Tom Drake R—May 11—PG-721		22 (81) Drama 627 FAITHFUL IN MY FASHION Tom Drake Donna Reed R—June 15—PG-729	29 (92) Drama 628 ◎THREE WISE FOOLS Margaret O'Brien Lionel Barrymore Lewis Stone Edward Arnold Thomas Mitchell R—June 15—PG-730	
20 (65) Act-Com 511 BOWERY BOMBSHELL Huntz Hall Bobby Jordan R—Aug. 10—PG-742	27 (64) Mys-Dr 518 SHADOWS OVER CHINATOWN Sidney Toler Victor Sen Young	3 (65) Act-Dr 520 BELOW THE DEADLINE Warren Douglas Ramsay Ames R—Oct. 5—PG-755	10 (57) Western 567 SHADOWS ON THE RANGE Johnny Mack Brown	17 (60) Mys-Dr 525 MISSING LADY Kane Richmond Barbara Reed	24 (68) Comedy 512 SPOOK BUSTERS Leo Gorcey Huntz Hall Bobby Jordan Billy Benedict David Gorcey R—Aug. 24—PG-745		7 (74) Com-Mus 517 HIGH SCHOOL HERO Freddie Stewart June Preisser R—Aug. 24—PG-745
	Block 6 26 (107) Act-Dr 4526 O.S.S. Alan Ladd Geraldine Fitzgerald R—May 11—PG-721		Block 6 9 (107) Drama 4527 THE SEARCHING WIND Robert Young Sylvia Sidney R—May 11—PG-722			Special: 30 (93) Comedy 4532 MONSIEUR BEAUCAIRE Bob Hope Joan Caulfield R—May 11—PG-721	Block 6 6 (69) Act-Dr 4528 SWAMP FIRE Johnny Weissmuller Buster Crabbe
17 (55) Western PRAIRIE BADMEN Buster Crabbe Al "Fuzzy" St. John R—Aug. 10—PG-741	24 (67) Drama QUEEN OF BURLESQUE Evelyn Ankers Carlton Young R—July 6—PG-733		14 (55) Drama TERRORS ON HORSEBACK Buster Crabbe R—Apr. 27—PG-717	15 (75) Drama DOWN MISSOURI WAY Martha O'Driscoll R—July 13—PG-735 16 (58) Drama SECRETS OF A SORORITY GIRL R—Aug. 24—PG-745	21 (54) Act-West OVERLAND RIDERS Buster Crabbe Al "Fuzzy" St. John R—Aug. 31—PG-747	29 (68) Mys-Dr BLONDE FOR A DAY Hugh Beaumont Kathryn Adams R—Aug. 10—PG-742	2 (56) Drama STRANGE HOLIDAY Claude Rains R—Nov. 9—PG-764
	Group 6 (105) Drama 626 TILL THE END OF TIME Dorothy McGuire Guy Madison Robert Mitchum Bill Williams R—June 15—PG-730	Group 6 (68) Musical 630 THE BAMBOO BLONDE Frances Langford Ralph Edwards Russell Wade R—June 22—PG-732				Special: (103) Drama 761 NOTORIOUS Ingrid Bergman Cary Grant Claude Rains Louis Calhern R—July 27—PG-739	Group 6 (93) Drama 627 CRACK-UP Pat O'Brien Claire Trevor Herbert Marshall R—June 15—PG-729
22 (56) Western 568 CONQUEST OF CHEYENNE Bill Elliott Bobby Blake Alice Fleming	22 (89) Comedy 525 RENDEZVOUS WITH ANNIE Eddie Albert Faye Marlowe R—Aug. 17—PG-744	25 (55) Western 557 RED RIVER RENEGADES Sunset Carson Peggy Stewart	7 (57) M'drama 526 THE INNER CIRCLE Adele Mara Warren Douglas William Frawley 9 (67) M'drama 527 LAST CROOKED MILE R—Aug. 24—PG-746	12 (69) Com-Dr 528 G.I. WAR BRIDES Anna Lee James Ellison R—Aug. 24—PG-746	19 (57) Mys-Dr 529 THE INVISIBLE INFORMER Linda Stirling William Henry Gerald Mohr R—Aug. 24—PG-746	26 (69) West-Mus 541 UNDER NEVADA SKIES Roy Rogers R—Aug. 31—PG-748	3 (56) Mystery 531 THE MYSTERIOUS MR. VALENTINE William Henry Linda Stirling
		1 (75) Act-Dr 4605 FLIGHT TO NOWHERE Evelyn Ankers Alan Curtis		15 (72) Outdr-Dr 4604 ◎DEATH VALLEY Robert Lowery R—Dec. 14—PG-771			
		(102) Drama 633 ◎CENTENNIAL SUMMER Jeanne Crain Cornel Wilde Linda Darnell William Eythe R—June 8—PG-728	(128) Drama 634 ◐◎ANNA AND THE KING OF SIAM Irene Dunne Rex Harrison Linda Darnell R—June 8—PG-727	(65) Drama 635 DEADLINE FOR MURDER Paul Kelly Kent Taylor Sheila Ryan Jerome Cowan R—June 22—PG-732			(74) Drama 636 BLACK BEAUTY Mona Freeman Richard Denning Evelyn Ankers R—July 20—PG-737
19 (100) M'drama A SCANDAL IN PARIS George Sanders Signe Hasso Carole Landis R—July 20—PG-738		2 (84) M'drama MR. ACE George Raft Sylvia Sidney Sid Silvers R—Aug. 31—PG-748		Special: 16 (126) Drama ◐◎CAESAR AND CLEOPATRA Vivien Leigh Claude Rains Stewart Granger R—Aug. 17—PG-744			6 (90) Comedy THE BACHELOR'S DAUGHTERS Gail Russell Claire Trevor Adolphe Menjou R—Sept. 14—PG-752
19 (59) Drama 540 THE DARK HORSE Phillip Terry Ann Savage Allen Jenkins R—July 20—PG-738	26 (92) Drama 541 ◎CANYON PASSAGE Andrews-Hayward R—July 27—PG-740 26 (61) Musical 542 CUBAN PETE Desi Arnaz R—July 27—PG-739	2 (80) Drama 543 THE BLACK ANGEL Dan Duryea R—Aug. 10—PG-741 2 (63) Drama 544 SLIGHTLY SCANDALOUS Fred Brady	9 (61) Drama 545 WILD BEAUTY Don Porter Lois Collier Jacqueline De Wit R—Aug. 17—PG-743	18 (82) Comedy 546 THE TIME OF THEIR LIVES Abbott and Costello Binnie Barnes Jess Barker R—Aug. 17—PG-743	22 (76) Drama 547 DEAD OF NIGHT Mervyn Johns Roland Culver Frederick Valk R—July 6—PG-734	30 (102) Drama 548 THE KILLERS Burt Lancaster R—Aug. 17—PG-743 30 (61) Drama 549 LITTLE MISS BIG R—Sept. 7—PG-750	30 (74) Drama 550 WHITE TIE AND TAILS Dan Duryea Ella Raines William Bendix R—Sept. 14—PG-751
20 (105) Drama 522 OF HUMAN BONDAGE Paul Henreid Eleanor Parker Alexis Smith Edmund Gwenn Janis Paige R—July 6—PG-734		3 (128) Drama 523 ◎NIGHT AND DAY Cary Grant Alexis Smith Monty Woolley Mary Martin R—July 13—PG-736		17 (90) Drama 524 TWO GUYS FROM MILWAUKEE Dennis Morgan Jack Carson Joan Leslie Janis Paige R—July 27—PG-739		31 (114) Drama 601 THE BIG SLEEP Humphrey Bogart Lauren Bacall Martha Vickers Dorothy Malone R—Aug. 17—PG-744	

ASTOR

(57) Mus (New Rel)
BEWARE
Louis Jordan

(72) Comedy Reissue
FLYING DEUCES
Laurel and Hardy

(10) Mus (New Rel)
(1 Reel Spec)
HERE'S RICHARD'S ANSWER
Stepin Fetchit

(57) M-Dr (New Rel)
HOLLYWOOD BOUND
Betty Grable

(89) Reissue
JIMMY STEPS OUT
Jimmy Stewart

(83) Drama Reissue
LITTLE MEN

(86) Drama Reissue
ONE ROMANTIC NIGHT
Ilona Massey

(67) Mus. (New Rel)
REET, PETITE AND GONE
Louis Jordan
June Richmond

(100) Drama Reissue
SCARFACE
Paul Muni
George Raft

(86) Mus-Dr Reissue
SECOND CHORUS
Paulette Goddard
Fred Astaire

(55) M-Dr (New Rel)
STAIRWAY FOR A STAR
Cornel Wilde

(48) Mus (New Rel)
TALL, TAN AND TERRIFIC
Mantan Moreland
Francine Everett

(50) M-Dr (New Rel)
THAT MAN OF MINE
Harrel Tillman
Ruby Dee
Anna Mae Winburn

(58) O'd-Dr (New Rel)
WHITE STALLION
Eddie Dean

EPTEMBER 14	SEPTEMBER 21	SEPTEMBER 28	OCTOBER 5	OCTOBER 12	OCTOBER 19	OCTOBER 26	NOVEMBER 2
3 (63) Comedy 7038 'S GREAT TO BE YOUNG —Sept. 7—PG-749 2 (69) Western 7224 NGING ON THE TRAIL —Sept. 14—PG-752		24 (68) Drama 7002 GALLANT JOURNEY R—Sept. 14—PG-752 26 (70) M'Dr-Mys 7041 SHADOWED Anita Louise R—Oct. 5—PG-756	30 (91) Musical 7006 THE THRILL OF BRAZIL Evelyn Keyes Keenan Wynn Ann Miller Allyn Joslyn R—Aug. 31—PG-747	10 (71) Psych-Dr 505 SO DARK THE NIGHT Steven Geray Micheline Cheirel Eugene Borden Ann Codee R—Nov. 23—PG-765	17 (69) Comedy 806 BLONDIE KNOWS BEST Singleton-Lake R—Oct. 5—PG-755 17 (53) Western 861 LANDRUSH Charles Starrett	24 (61) Mystery 816 CRIME DOCTOR'S MANHUNT Warner Baxter Ellen Drew William Frawley Frank Sully R—Dec. 28—PG-776	
	19 (127) Mus-Com 701 HOLIDAY IN MEXICO Walter Pidgeon Jane Powell Ilona Massey Jose Iturbi R—July 27—PG-740			(81) Comedy-Dr 703 THE COCKEYED MIRACLE Frank Morgan Keenan Wynn Audrey Totter R—July 20—PG-737	(117) Musical 704 NO LEAVE, NO LOVE Van Johnson Keenan Wynn Pat Kirkwood R—Aug. 31—PG-747	Reissue (84) Drama 705 RAGE IN HEAVEN Robert Montgomery Ingrid Bergman George Sanders	
4 (76) Mys-Dr 601 ECOY dward Norris an Gillie . Armstrong —Sept. 14—PG-751	21 (54) Western 568 TRIGGER FINGERS Johnny Mack Brown Raymond Hatton		5 (72) Act-Dr 602 GENTLEMAN JOE PALOOKA Joe Kirkwood jr. Elyse Knox Leon Errol R—Sept. 28—PG-753	12 (66) Mys-Dr 603 DANGEROUS MONEY Sidney Toler Gloria Warren Victor Sen Young R—Oct. 12—PG-758			2 (73) Drama 605 WIFE WANTED Kay Francis Paul Cavanagh R—Nov. 2—PG-762
lock 6 3 (117) Drama 4529 HE STRANGE LOVE OF MARTHA IVERS arbara Stanwyck an Heflin izabeth Scott —Mar. 16—PG-706			Reissue R5-3624 (113) Outdr-Drama THE PLAINSMAN Gary Cooper Jean Arthur	Reissue R5-3620 (84) Adven-Drama JUNGLE PRINCESS Dorothy Lamour Ray Milland			
		23 (86) Drama SP71 HER SISTER'S SECRET R—Sept. 28—PG-753 22 (56) Act-West OUTLAW OF THE PLAINS Crabbe-St. John	1 (55) Outdr-Mus 741 DRIFTIN' RIVER R—Oct. 12—PG-757 1 (58) Drama 714 THE BRUTE MAN R—Nov. 2—PG-761				28 (68) Drama GAS HOUSE KIDS Billy Halop Robert Lowery Peala Loring R—Oct. 19—PG-759
roup 1 (61) Drama 703 TEP BY STEP awrence Tierney nne Jeffreys owell Gilmore —July 20—PG-737	Group 1 (59) Western 704 SUNSET PASS James Warren Nan Leslie John Laurenz Jane Greer R—July 20—PG-738	Group 1 (97) Comedy 702 LADY LUCK Robert Young Barbara Hale Frank Morgan R—July 27—PG-739	Group 1 (116) Drama 701 SISTER KENNY Rosalind Russell Alexander Knox Dean Jagger R—July 20—PG-738	Group 1 (68) Drama 705 GREAT DAY Eric Portman Flora Robson R—July 20—PG-737	Group 2 (62) Drama 709 CRIMINAL COURT Tom Conway R—Aug. 10—PG-742 15 (62) Com-Chiller GENIUS AT WORK W. Brown-A. Carney R—Aug. 10—PG-741		Group 2 (62) Drama 708 CHILD OF DIVORCE Sharyn Moffett Regis Toomey Madge Meredith Una O'Connor R—Oct. 19—PG-760
9 (56) Western 558 IO GRANDE RAIDERS unset Carson 2 (68) Outdr-Mus 542 OLL ON TEXAS MOON oy Rogers-Dale Evans —Sept. 28—PG-754							
			1 (71) Drama 4607 ROLLING HOME Jean Parker Russell Hayden R—Oct. 19—PG-760		18 (41) Out-Dr 4606 'NEATH CANADIAN SKIES Russell Hayden Inez Cooper		
(78) Drama 637 LAUDIA AND DAVID orothy McGuire obert Young lary Astor ohn Sutton ail Patrick —July 27—PG-740	(78) Musical 638 IF I'M LUCKY Vivian Blaine Perry Como Harry James Carmen Miranda Phil Silvers R—Sept. 7—PG-750	Reissue (86) Musical 641 SUN VALLEY SERENADE Sonja Henie John Payne Milton Berle Glenn Miller & Orch. Joan Davis	(90) Musical 639 THREE LITTLE GIRLS IN BLUE June Haver George Montgomery Vivian Blaine Celeste Holm R—Sept. 14—PG-751	(96) Drama 640 HOME SWEET HOMICIDE Peggy Ann Garner Randolph Scott Lynn Bari Dean Stockwell R—July 27—PG-740	Reissue (84) Drama 642 THE BOWERY Wallace Beery George Raft Jackie Cooper Fay Wray		(91) Drama 644 WANTED FOR MURDER Eric Portman Dulcie Gray Derek Farr Roland Culver R—Nov. 9—PG-763
	20 (101) M'drama ANGEL ON MY SHOULDER Paul Muni Anne Baxter R—Sept. 28—PG-754			11 (57) Comedy LITTLE IODINE Jo Ann Marlowe Eve Whitney Marc Cramer R—Oct. 19—PG-759		25 (101) Drama STRANGE WOMAN Hedy Lamarr George Sanders Louis Hayward R—Nov. 2—PG-762	
	20 (108) Drama 1065 THEY WERE SISTERS Phyllis Calvert James Mason Hugh Sinclair R—Aug. 31—PG-747					(85) Drama 601 THE DARK MIRROR Olivia de Havilland Lew Ayres Thomas Mitchell R—Oct. 12—PG-758	1 (108) Com-Dr 1066 NOTORIOUS GENTLEMAN Rex Harrison Lilli Palmer R—Nov. 2—PG-761
1 (78) Drama 602 HADOW OF A WOMAN drea King elmut Dantine illiam Prince —Aug. 17—PG-744		28 (106) Drama 603 CLOAK AND DAGGER Gary Cooper Robert Alda Lilli Palmer R—Sept. 14—PG-752		12 (100) Drama 604 NOBODY LIVES FOREVER John Garfield Geraldine Fitzgerald Walter Brennan Faye Emerson R—Oct. 5—PG-755		26 (112) Drama 605 DECEPTION Bette Davis Paul Henreid Claude Rains R—Oct. 19—PG-760	

FILM CLASSICS

(101) Drama Reissue
DODSWORTH
Walter Huston
John Payne
Reissue
(109) Drama Reissue
NORTH STAR
Dana Andrews

(80) Mus-Com Reissue
PALMY DAYS
Eddie Cantor
George Raft
(81) Reissue
THE RETURN OF THE SCARLET PIMPERNEL
Barry Barnes

(90) Musical Reissue
ROMAN SCANDALS
Eddie Cantor
Ruth Etting
(98) Drama Reissue
SCARLET PIMPERNEL
Merle Oberon
Leslie Howard

(107) Drama Reissue
STELLA DALLAS
Barbara Stanwyck
John Boles
(100) Musical Reissue
STRIKE ME PINK
Eddie Cantor
Brian Donlevy

(109) Drama Reissue
THE THIEF OF BAGDAD
Sabu
Conrad Veidt
(77) Drama Reissue
THE UNHOLY GARDEN
Ronald Colman

(83) Drama Reissue
WEDDING NIGHT
Gary Cooper
(102) Western Reissue
THE WESTERNER
Gary Cooper
Walter Brennan
Dana Andrews

(104) Drama Reissue
WUTHERING HEIGHTS
Laurence Olivier
Merle Oberon
(71) Comedy Reissue
WOMAN CHASES MAN
Joel McCrea
Miriam Hopkins

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FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

COLUMBIA · M-G-M · PARAMOUNT · MONOGRAM · P.R.C. · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER-F.N. · MISCELLANEOUS

NOVEMBER 9	NOVEMBER 16	NOVEMBER 23	NOVEMBER 30	DECEMBER 7	DECEMBER 14	DECEMBER 21	DECEMBER 28
7 (65) Mystery 818 SECRET OF THE WHISTLER Richard Dix Leslie Brooks R—Nov. 2—PG-761		21 (55) Western 862 TERROR TRAIL Charles Starrett Smiley Burnette R—Nov. 9—PG-764	28 (72) Musical 824 BETTY CO-ED Jean Porter Shirley Mills R—Nov. 30—PG-767		12 (69) Mystery 822 BOSTON BLACKIE AND THE LAW R—Dec. 14—PG-772 12 (68) West-Mus 854 LONE STAR MOONLIGHT R—Jan. 4—PG-777	19 (61) Western 863 THE FIGHTING FRONTIERSMAN Starrett-Burnette 19 (69) M'drama 828 ALIAS MR. TWILIGHT Michael Duane R—Jan. 4—PG-777	26 (64) Mus-Com 80 SINGIN' IN THE CORN Judy Canova R—Jan. 4—PG-777 28 (91) Mel'drama 82 THE RETURN OF MONTE CRISTO R—Nov. 30—PG-767
	(115) Drama 707 UNDERCURRENT Katharine Hepburn Robert Taylor Robert Mitchum R—Oct. 5—PG-756	(93) Drama 706 TWO SMART PEOPLE Lucille Ball John Hodiak R—June 15—PG-736			(97) Drama 709 THE SECRET HEART Claudette Colbert Walter Pidgeon June Allyson Robert Sterling R—Nov. 30—PG-767		
9 (71) Outdr-Mus 531 BEAUTY AND THE BANDIT Gilbert Roland Ramsay Ames Frank Yaconelli	16 (55) Western 563 SILVER RANGE Johnny Mack Brown Raymond Hatton	23 (68) Comedy 604 BRINGING UP FATHER Joe Yule Renie Riano R—Oct. 19—PG-759	30 (68) Mystery 607 THE TRAP Sidney Toler Manton Moreland Victor Sen Young R—Jan 11—PG-779	7 (63) Act-Com 608 MR. HEX Leo Gorcey Huntz Hall R—Dec. 21—PG-773	Reissue: 14 (57) Western 612 SILVER STALLION David Sharpe Leroy Mason	21 (76) Dr-Mus 606 SWEETHEART OF SIGMA CHI Elyse Knox Phil Brito Phil Regan R—Dec. 7—PG-770	28 (55) Outdr-Mus 68 SONG OF THE SIERRAS Jimmy Wakely Lee "Lasses" White Jean Carlin
		22 (98) Sea Drama 4601 TWO YEARS BEFORE THE MAST Alan Ladd William Bendix Brian Donlevy Barry Fitzgerald R—Aug. 31—PG-748					27 (104) Musical 4602 BLUE SKIES Bing Crosby Fred Astaire Joan Caulfield Billy De Wolfe Olga San Juan R—Sept. 28—PG-754
5 (78) Drama DON RICARDO RETURNS Fred Coby		18 (57) Western 743 STARS OVER TEXAS Eddie Dean Roscoe Ates Shirley Patterson R—Dec. 28—PG-775	25 (74) Drama LADY CHASER Robert Lowery Ann Savage	1 (73) Outdr-Mus 706 WILD WEST Eddie Dean Al La Rue Robert "Buzzy" Henry R—Dec. 7—PG-769			
	Group 2 (87) Drama 706 NOCTURNE George Raft Lynn Bari R—Oct. 12—PG-757	21 (172) Drama 751 THE BEST YEARS OF OUR LIVES Myrna Loy Fredric March Dana Andrews Teresa Wright R—Dec. 7—PG-769	28 (95) Mus-Dr 791 SONG OF THE SOUTH Bobby Driscoll Luana Patten Ruth Warrick R—Nov. 2—PG-762			21 (132) Com-Dr 781 IT'S A WONDERFUL LIFE James Stewart Donna Reed Lionel Barrymore R—Dec. 21—PG-774	Group 3 (62) Drama 71 DICK TRACY VS. CUEBALL Morgan Conway Anne Jeffreys Lyle Latell R—Nov. 9—PG-764
8 (72) Special 5542 HOME IN OKLAHOMA Roy Rogers George "Gabby" Hayes Dale Evans R—Nov. 9—PG-763	15 (56) Western 661 SANTA FE UPRISING Allan Lane-Bobby Blake 15 (82) Drama 532 PLAINSMAN AND THE LADY William "Bill" Elliott R—Nov. 9—PG-763	18 (68) Com-Mus 603 AFFAIRS OF GERALDINE R—Nov. 30—PG-768 21 (69) Outdr-Mus 681 SIOUX CITY SUE Gene Autry R—Dec. 7—PG-770		2 (117) Drama 601 I'VE ALWAYS LOVED YOU R—Sept. 7—PG-749 5 (67) Outdr 5503 OUT CALIFORNIA WAY R—Dec. 21—PG-773		15 (71) Dr-Com 604 FABULOUS SUZANNE Barbara Britton R—Dec. 28—PG-775 15 (70) Outdr-Mus 543 HELDORADO Roy Rogers R—Jan. 4—PG-777	23 (95) Drama 53 THAT BRENNAN GIRL R—Dec. 14—PG-772 23 (56) Western 66 STAGECOACH TO DENVER Allan Lane R—Jan. 11—PG-780
	15 (46) Out-Dr 4610 NORTH OF THE BORDER Russell Hayden			1 (60) Drama 4609 MY DOG SHEP Tom Neal William Farnum R—Dec. 21—PG-774			25 (65) Drama 461 RENEGADE GIRL Ann Savage Alan Curtis R—Feb. 8—PG-787
(97) Drama 645 MY DARLING CLEMENTINE Henry Fonda Linda Darnell Victor Mature Walter Brennan Tim Holt R—Oct. 12—PG-758	(94) Drama 646 MARGIE Jeanne Crain Glenn Langan Lynn Bari Alan Young R—Oct. 19—PG-760			(92) Mus-Fant 649 WAKE UP AND DREAM June Haver John Payne Charlotte Greenwood Connie Marshall R—Nov. 30—PG-768		(69) Drama 648 DANGEROUS MILLIONS Kent Taylor Dona Drake Tala Birell James Tinling Leonard Strong R—Dec. 14—PG-771	
	15 (65) Western THE DEVIL'S PLAYGROUND William Boyd R—Sept. 28—PG-753	22 (86) Drama THE CHASE Robert Cummings Michele Morgan R—Oct. 19—PG-759			14 (65) Comedy SUSIE STEPS OUT Cleatus Caldwell David Bruce Nita Hunter R—Nov. 23—PG-766		28 (96) Com-Dr ABIE'S IRISH ROSE Joanne Dru Richard Norris R—Nov. 30—PG-767
	(95) Drama 602 MAGNIFICENT DOLL Ginger Rogers Burgess Meredith David Niven R—Nov. 23—PG-766				(98) Drama 604 TEMPTATION Merle Oberon George Brent Charles Korvin Paul Lukas R—Nov. 2—PG-761		
9 (97) Drama 606 NEVER SAY GOODBYE Errol Flynn Eleanor Parker Lucille Watson S. Z. Sakall R—Nov. 2—PG-762		23 (86) Drama 607 THE VERDICT Sydney Greenstreet Peter Lorre Joan Lorring George Coulouris Rosalind Ivan R—Nov. 23—PG-766		Reissues: 7 (127) Drama 608 KINGS ROW Sheridan-Reagan 7 (72) M'drama 609 WILD BILL HICKOK RIDES Bruce Cabot-C. Bennett			28 (105) Musical 61 THE TIME, THE PLAC AND THE GIRL Dennis Morgan Jack Carson Janis Paige Martha Vickers R—Dec. 14—PG-772

SRO

(140) Drama
DUEL IN THE SUN
Jennifer Jones
Gregory Peck
Joseph Cotten
Lionel Barrymore
R—Jan. 11—PG-780

BRITISH

(85) Drama
Prestige
BRIEF ENCOUNTER
Celia Johnson
Trevor Howard
R—Aug. 31—PG-748

(70) Melodrama
English
THE RAIDER
R—Sept. 28—PG-754

(89) Drama
Eng. Films
MAN FROM MOROCCO
Anton Walbrook
R—Jan. 4—PG-778

(80) Melodrama
Four Cont.
MURDER IN REVERSE
R—Jan. 4—PG-778

(40) Doc-Dr
Eng. Films
DIARY FOR TIMOTHY
John Gielgud
Dame Myre Hess
R—Jan. 18—PG-782

MISC.

(69) Mus-Com
Herald
BOY, WHAT A GIRL!
R—Feb. 15—PG-790

(65) Doc-Dr
Elliott-St. Rts
CITIZEN SAINT
R—May 10—PG-818

JANUARY 4

(135) Mus-Dr 710
ILL THE CLOUDS ROLL BY
bert Walker
n Heflin
ille Bremer
n Johnson
y Garland
-Nov. 23—PG-765

(67) Drama 609
NGER
nk Albertson
bara Reed
nny Calkins
-Apr. 19—PG-812

up 3
(61) Drama 715
E FALCON'S ADVENTURE
n Conway
dge Meredith
ward S. Brophy
-Dec. 28—PG-775

(95) Drama 702
RUE MADELEINE
nes Cagney
nabella
hard Conte
lter Abel
nk Latimore
-Dec. 28—PG-775

JANUARY 11

9 (69) Comedy 807
BLONDIE'S BIG MOMENT
Penny Singleton
Arthur Lake
Larry Simms
Marjorie Kent
R—Dec. 21—PG-773

(99) Drama 702
GALLANT BESS
Marshall Thompson
George Tobias
Clem Bevans
Donald Curtis
R—Jan. 25—PG-784

11 (61) Cisco Kid 610
RIDING THE CALIFORNIA TRAIL
Gilbert Roland
Inez Cooper
Frank Yaconelli

10 (83) Comedy 4603
CROSS MY HEART
Betty Hutton
Sonny Tufts
Michael Chekhov
R—Nov. 23—PG-765

10 (74) Drama
LIGHTHOUSE
John Litel
June Lang

12 (56) Drama 705
BORN TO SPEED
R—Jan. 25—PG-783

Group 3
(60) Comedy 713
VACATION IN RENO
Jack Haley
Anne Jeffreys
Wally Brown
R—Oct. 12—PG-757

Rerelease
(109) Drama 704
LES MISERABLES
Fredric March

(101) Drama 705
STANLEY AND LIVINGSTONE
Spencer Tracy

(86) Drama 606
SWELL GUY
Sonny Tufts
Ann Blyth
R—Dec. 14—PG-771

11 (96) Drama-Mus 611
THE MAN I LOVE
Ida Lupino
Robert Alda
Andrea King
Bruce Bennett
R—Dec. 28—PG-776

JANUARY 18

16 (69) Mystery 823
LONE WOLF IN MEXICO
Gerald Mohr
Shirley Ryan
Jacqueline De Wit
Eric Blore
R—Jan. 11—PG-780

17 (85) Drama 711
THE MIGHTY McGURK
Wallace Beery
Dean Stockwell
Edward Arnold
Aline MacMahon
R—Apr. 12—PG-809

18 (58) Western 568
RAIDERS OF THE SOUTH
Johnny Mack Brown
Raymond Hatton
Reno Blair

Eagle-Lion
15 (63) Comedy 102
IT'S A JOKE, SON
R—Jan. 25—PG-783

17 (57) Western 744
WILD COUNTRY
R—Feb. 1—PG-785

Group 3
(66) Melodrama 712
SAN QUENTIN
Lawrence Tierney
Barton MacLane
Marian Carr
R—Dec. 7—PG-769

15 (62) Drama 4611
QUEEN OF THE AMAZONS
Robert Lowery
Patricia Morison
R—Mar. 29—PG-805

(146) Drama 701
THE RAZOR'S EDGE
Tyrone Power
Gene Tierney
John Payne
Clifton Webb
Anne Baxter
R—Dec. 7—PG-770

(93) Drama 607
I'LL BE YOURS
Deanna Durbin
Tom Drake
William Bendix
R—Jan. 25—PG-783

JANUARY 25

25 (128) Mus-Dr 831
THE JOLSON STORY
Larry Parks
Evelyn Keyes
William Demarest
Bill Goodwin
R—Sept. 28—PG-753

24 (103) Mystery 712
LADY IN THE LAKE
Robert Montgomery
Audrey Totter
Lloyd Nolan
R—Nov. 30—PG-776

20 (68) Teen-Ager 611
VACATION DAYS
June Preisser
Freddie Stewart
Frankie Darro
R—Apr. 5—PG-808

24 (87) Rom-Com 4604
THE PERFECT MARRIAGE
Loretta Young
David Niven
Eddie Albert
Virginia Field
R—Nov. 23—PG-765

Group 3
(85) Drama 711
THE LOCKET
Laraine Day
Brian Aherne
Robert Mitchum
R—Dec. 21—PG-774

22 (67) Comedy 602
THE PILGRIM LADY
R—Jan. 25—PG-784

25 (67) Western 682
TRAIL TO SAN ANTONE
Gene Autry
R—Feb. 1—PG-785

(85) Mus-Com 703
THE SHOCKING MISS PILGRIM
Betty Grable
Dick Haymes
Anne Revere
Allyn Joslyn
R—Jan. 11—PG-779

(98) Drama 605
THE WICKED LADY
Margaret Lockwood
James Mason
Patricia Roc
R—Dec. 14—PG-771

25 (125) Dra-Mus 612
HUMORESQUE
Joan Crawford
John Garfield
Oscar Levant
R—Dec. 28—PG-776

FEBRUARY 1

30 (58) Western
SOUTH OF THE CHISHOLM TRAIL
Charles Starrett
Smiley Burnette
Nancy Saunders
R—Feb. 1—PG-786

Eagle-Lion
29 (95) Drama 101
BEDELIA
Margaret Lockwood
Ian Hunter
Barry K. Barnes
R—Feb. 1—PG-786

31 (88) Musical 607
CALENDAR GIRL
Jane Frazee
R—Feb. 15—PG-789

1 (67) Western 5504
LAST FRONTIER UPRISING
Monte Hale

(88) Mystery 706
BOOMERANG
Dana Andrews
Jane Wyatt
Lee Cobb
R—Feb. 1—PG-786

1 (63) Western
FOOL'S GOLD
William Boyd
Andy Clyde
R—Oct. 12—PG-758

FEBRUARY 8

6 (73) Myst-Dr
BLIND SPOT
Chester Morris
Constance Dowling
Steven Geray
R—Feb. 8—PG-787

7 (93) Comedy 714
LOVE LAUGHS AT ANDY HARDY
Mickey Rooney
Lewis Stone
Bonita Granville
R—Dec. 7—PG-769

8 (54) West-Mus 683
RAINBOW OVER THE ROCKIES
Jimmy Wakely
Lee "Lasses" White
Pat Starling

7 (91) Comedy 4605
LADIES' MAN
Eddie Bracken
Cass Daley
Virginia Welles
Spike Jones
Virginia Field
R—Jan. 11—PG-780

(72) Mystery 707
THE BRASHER DOUBLOON
George Montgomery
Nancy Guild
Conrad Janis
R—Feb. 15—PG-790

8 (93) Drama
THE RED HOUSE
Edward G. Robinson
Lon McCallister
R—Feb. 1—PG-785

8 (88) M'drama 613
THE BEAST WITH FIVE FINGERS
Robert Alda
Andrea King
Peter Lorre
Victor Francen
J. Carrol Naish
R—Nov. 30—PG-766

FEBRUARY 15

13 (67) Mus-Dr
CIGARETTE GIRL
Leslie Brooks
R—Feb. 15—PG-789

13 (63) West-Mus
OVER THE SANTA FE TRAIL
R—Mar. 1—PG-796

14 (93) Drama 715
MY BROTHER TALKS TO HORSES
Butch Jenkins
Peter Lawford
Beverly Tyler
R—Nov. 23—PG-766

15 (54) Western 675
VALLEY OF FEAR
Johnny Mack Brown
Raymond Hatton
Reno Blair

15 (100) Western 608
ANGEL & THE BADMAN
R—Mar. 1—PG-796

15 (74) Comedy 606
MAGNIFICENT ROGUE
R—Mar. 22—PG-803

(67) Drama 708
STRANGE JOURNEY
Paul Kelly
Osa Massen
Hillary Brooke
R—Sept. 14—PG-751

FEBRUARY 22

(100) Mys-Dr 830
DEAD RECKONING
Humphrey Bogart
Lizabeth Scott
R—Jan. 18—PG-781

21 (97) Outdr-Dr 4606
CALIFORNIA
Ray Milland
Barbara Stanwyck
Barry Fitzgerald
R—Dec. 21—PG-774

Group 3
(117) Fantasy 762
SINBAD THE SAILOR
Douglas Fairbanks jr.
Maureen O'Hara
Walter Slezak
R—Jan. 18—PG-782

16 (56) Outdoor 663
VIGILANTES OF BOOMTOWN
Allan Lane
R—Mar. 8—PG-799

15 (75) Outdr-Mus 641
APACHE ROSE
R—Mar. 22—PG-803

22 (88) Mus-Dr
THE FABULOUS DORSEYS
Tommy Dorsey
Jimmy Dorsey
Janet Blair
R—Mar. 1—PG-794

22 (111) Drama 614
NORA PRENTISS
Ann Sheridan
Kent Smith
Bruce Bennett
Robert Alda
Rosemary DeCamp
R—Feb. 8—PG-787

FOREIGN Language

(74) Rom-Dr
Vog
POSTMASTER'S DAUGHTER
R—Sept. 7—PG-749

(105) Comedy
Azteca
AHI ESTA EL DETALLE
Cantinflas
R—Sept. 7—PG-750

(105) Musical
Azteca
SOTA CABALLO Y REY
R—Sept. 7—PG-750

(105) Drama
Azteca
HASTA QUE PERDIO JALISCO
Jorge Negrete
R—Oct. 5—PG-755

(112) Drama
Siritzky-Int'l
WELL-DIGGER'S DAUGHTER
Raimu-Fernandel
R—Oct. 5—PG-756

(107) War-Dr
Artkino
TURNING POINT
R—Nov. 9—PG-763

(60) Docum.
Brandt-Chapel
STORY OF THE POPE
R—Dec. 28—PG-776

(162) Drama
Tricolor
CHILDREN OF PARADISE
R—Jan. 4—PG-778

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	MARCH 1	MARCH 8	MARCH 15	MARCH 22	MARCH 29	APRIL 5	APRIL 12	APRIL 19
COLUMBIA	(82) Mys-Dr 832 MR. DISTRICT ATTORNEY Dennis O'Keefe Marguerite Chapman Adolphe Menjou Michael O'Shea R—Jan. 11—PG-779	6 (65) Mystery THIRTEENTH HOUR Richard Dix R—Feb. 22—PG-792 6 (54) Western 866 LONE HAND TEXAN R—Mar. 8—PG-799		20 (70) Drama MILLIE'S DAUGHTER R—Mar. 8—PG-798 (95) Mys-Dr JOHNNY O'CLOCK Dick Powell Evelyn Keyes R—Jan. 18—PG-781	27 (57) Western WEST OF DODGE CITY R—Mar. 29—PG-806 27 (79) Outdr-Dr 809 KING OF THE WILD HORSES R—Mar. 22—PG-803		10 (67) Comedy 808 BLONDIE'S HOLIDAY Penny Singleton Arthur Lake Larry Simms R—Mar. 8—PG-798	(83) Drama 8 THE GUILT OF JANE AMES Rosalind Russell Melvyn Douglas Sid Caesar R—Mar. 8—PG-798
M-G-M	Reprint 28 (115) Drama 713 BOOM TOWN Clark Gable Spencer Tracy Hedy Lamarr	(112) Drama 716 THE BEGINNING OR THE END Robert Walker Tom Drake Brian Donlevy Audrey Totter R—Mar. 1—PG-794				4 (103) Musical 718 IT HAPPENED IN BROOKLYN Frank Sinatra Jimmy Durante Kathryn Grayson Peter Lawford R—Mar. 8—PG-797	11 (92) Drama 719 LITTLE MR. JIM Butch Jenkins James Craig Frances Gifford R—June 15—PG-729	
MONOGRAM			15 (64) Drama 613 FALL GUY Cliff Penn Teala Loring Robert Armstrong R—Mar. 8—PG-800	22 (71) Drama 676 THE GUILTY Bonita Granville Don Castle John Litel R—Mar. 22—PG-804	29 (58) Western 676 TRAILING DANGER Johnny Mack Brown Raymond Hatton Peggy Wynne	5 (55) Western 684 SIX GUN SERENADE Jimmy Wakely Lee "Lasses" White	11 (72) Drama 615 VIOLENCE Nancy Coleman Michael O'Shea R—Apr. 19—PG-812	Allied Artists 19 (116) Comedy IT HAPPENED ON FIFTH AVENUE Don DeFore Ann Harding Victor Moore R—Feb. 8—PG-788
PARAMOUNT		7 (77) Comedy 4607 EASY COME, EASY GO Barry Fitzgerald Diana Lynn Sonny Tufts R—Feb. 1—PG-785		21 (88) Rom-Com 4608 SUDDENLY IT'S SPRING Paulette Goddard Fred MacMurray Macdonald Carey Arleen Whelan R—Feb. 15—PG-789	28 (72) Drama 4620 SEVEN WERE SAVED Richard Denning Catherine Craig Russell Hayden R—Mar. 1—PG-795	4 (88) Comedy 4609 MY FAVORITE BRUNETTE Bob Hope Dorothy Lamour Peter Lorre Lon Chaney R—Feb. 22—PG-791		Pine-Thomas Prod. 18 (72) Drama 462 FEAR IN THE NIGHT Paul Kelly Kay Scott DeForest Kelley Ann Doran R—Mar. 1—PG-795
P-R-C	28 (54) Western 751 LAW OF THE LASH Al LaRue Al "Fuzzy" St. John R—Mar. 8—PG-799	2 (67) Drama 701 DEVIL ON WHEELS Noreen Nash Darryl Hickman Jan Ford James Cardwell R—Feb. 8—PG-788	17 (54) Western 745 RANGE BEYOND THE BLUE R—Mar. 15—PG-802 Eagle-Lion 17 (98) Drama 103 ADVENTURESS R—Mar. 15—PG-801	22 (59) Drama SP72 UNTAMED FURY R—Apr. 5—PG-808 Reissue 22 (97) Western 731 KIT CARSON D. Andrews-J. Hall	Eagle-Lion (74) Drama 104 LOST HONEYMOON Franchot Tone R—Mar. 15—PG-801 Reissue 22 (94) Western 732 LAST OF THE MOHICANS	5 (64) Drama 715 THREE ON A TICKET Hugh Beaumont Cheryl Walker Paul Bryar Ralph Dunn R—Apr. 12—PG-809	12 (61) Western 746 WEST TO GLORY Eddie Dean R—May 3—PG-816 12 (62) Mystery 707 PHILO VANCE'S GAMBLE R—May 3—PG-815	19 (63) Drama 70 THE BIG FIX James Brown-Sheila Ry R—May 12—PG-817
RKO RADIO	Group 4 (67) Mus-Dr 718 BEAT THE BAND Frances Langford Ralph Edwards Phillip Terry Gene Krupa R—Mar. 1—PG-794	Group 4 (63) Drama 719 THE DEVIL THUMBS A RIDE Lawrence Tierney Ted North R—Mar. 8—PG-797	Group 4 (94) Com-Dr 716 THE FARMER'S DAUGHTER Loretta Young Joseph Cotten Ethel Barrymore R—Feb. 22—PG-792		Group 4 (84) Western 717 TRAIL STREET Randolph Scott Robert Ryan Anne Jeffreys R—Mar. 1—PG-794		Group 4 (57) Western 720 CODE OF THE WEST James Warren Debra Alden R—Mar. 8—PG-799	Group 5 (72) Adventure 72 TARZAN AND THE HUNTRESS Johnny Weissmuller Brenda Joyce John Sheffield R—Mar. 29—PG-806
REPUBLIC		8 (66) Com-Mus 605 THE GHOST GOES WILD James Ellison Anne Gwynne Edward Everett Horton Ruth Donnelly Stephanie Bachelor R—Apr. 12—PG-810		22 (90) Musical 610 HIT PARADE OF 1947 E. Albert-C. Moore R—May 3—PG-816	1 (71) West-Mus 683 TWILIGHT ON THE RIO GRANDE Gene Autry Adele Mara Sterling Holloway R—Apr. 19—PG-811	1 (58) Outdoor 664 HOMESTEADERS OF PARADISE VALLEY Allan Lane R—Apr. 26—PG-813 1 (71) Com-Dr 611 YANKEE FAKIR R—Apr. 12—PG-810		15 (78) Mus-West 64 BELLS OF SAN ANGELO Roy Rogers-Dale Evans R—May 31—PG-824
SCREEN GUILD			Rerelease 15 (60) Western HC07 RUSTLER'S VALLEY William Boyd George Hayes Russell Hayden			5 (69) Outdr-Dr 4614 BELLS OF SAN FERNANDO Donald Woods Gloria Warren R—Apr. 5—PG-807	Rerelease 12 (59) Western HC08 TEXAS TRAIL William Boyd Russell Hayden George Hayes	19 (66) Outdr-Dr 461 BUFFALO BILL RIDES AGAIN Richard Arlen Jennifer Holt R—Apr. 5—PG-807
20TH-FOX	Rerelease (106) Mus-Dr 709 ALEXANDER'S RAG-TIME BAND Tyrone Power Alice Faye Don Ameche Ethel Merman		(66) Drama 711 BACKLASH Jean Rogers Richard Travis Larry Blake John Eldredge Leonard Strong R—Mar. 29—PG-805			(95) Musical 710 CARNIVAL IN COSTA RICA Dick Haymes Vera-Ellen Cesar Romero Celeste Holm R—Mar. 29—PG-805	(98) Drama 712 THE LATE GEORGE APLEY Ronald Colman Peggy Cummins Vanessa Brown Richard Haydn Charles Russell R—Feb. 8—PG-788	(76) Drama 71 SAN DEMETRIO, LONDON Walter Fitzgerald Mervyn Johns Ralph Michael Robert Beatty Charles Victor R—Apr. 5—PG-808
UNITED ARTISTS		8 (112) Drama THE PRIVATE AFFAIRS OF BEL AMI George Sanders Angela Lansbury Ann Dvorak R—Mar. 1—PG-793	15 (93) Comedy FUN ON A WEEKEND Eddie Bracken Priscilla Lane	22 (89) Drama THE MACOMBER AFFAIR Gregory Peck Joan Bennett Robert Preston R—Jan. 25—PG-784	5 (66) Western UNEXPECTED GUEST William Boyd R—Dec. 14—PG-772			19 (89) Musical NEW ORLEANS Arturo de Cordova Dorothy Patrick R—May 3—PG-815
UNIV.-INT'L.	Reissue (81) Outdoor-Drama WHEN THE DALTONS RODE Randolph Scott Kay Francis	(106) Dra-Mus 608 SONG OF SCHEHERAZADE Yvonne De Carlo Brian Donlevy Jean Pierre Aumont Eve Arden R—Feb. 1—PG-786	(103) Drama 609 SMASH-UP Lee Bowman Susan Hayward Marsha Hunt Eddie Albert Carl Esmond R—Feb. 15—PG-789	(103) Drama 611 STAIRWAY TO HEAVEN David Niven-Kim Hunter R—Dec. 21—PG-773 Reissue (94) Outdoor-Drama DESTRY RIDES AGAIN Dietrich-Stewart	(70) West Dr 610 MICHIGAN KID Jon Hall Victor McLaglen Rita Johnson R—Feb. 22—PG-792	(78) Comedy 612 BUCK PRIVATES COME HOME Bud Abbott Lou Costello Tom Brown Joan Fulton R—Mar. 15—PG-802	Reissue (73) Comedy 2793 YOU CAN'T CHEAT AN HONEST MAN W. C. Fields Edgar Bergen Charlie McCarthy	Reissue (78) Drama 279 I STOLE A MILLION George Raft Claire Trevor Victor Jory
WARNER-F. N.		8 (101) M'drama 615 PURSUED Teresa Wright Robert Mitchum Judith Anderson Dean Jagger Alan Hale R—Feb. 22—PG-791			29 (84) Com-Dr 616 THAT WAY WITH WOMEN Dane Clark Martha Vickers Sydney Greenstreet R—Feb. 22—PG-791		12 (97) Drama 617 STALLION ROAD Ronald Reagan Alexis Smith Zachary Scott R—Mar. 29—PG-805	
MISCELLANEOUS	FOREIGN Language (80) Drama Lopert MAN'S HOPE R—Jan. 11—PG-779	(89) Operetta Saga QUEEN FOR A NIGHT R—Jan. 18—PG-782	(93) Mus-Dr Saga APPASSIONATA Viveca Lindfors R—Jan. 18—PG-782	(85) Drama West. Hem. CLANDESTINE R—Jan. 18—PG-781 (80) Fant-Dr Distinguished DEVIL'S HAND R—Jan. 18—PG-781	(89) Fant-Com Vog Film FRANCIS THE FIRST Fernandel R—Jan. 25—PG-784	(112) Melodrama Azteca ROSALINDA Maria Antonieta Pons R—Jan. 25—PG-783	(88) Fantasy Artkino STONE FLOWER R—Feb. 8—PG-788	

APRIL 26	MAY 3	MAY 10	MAY 17	MAY 24	MAY 31	JUNE 7	JUNE 14
(82) Drama AMED nn Ford-Janis Carter -Mar. 8—PG-798 (59) Western W OF THE CANYON rrett-Burnette	1 (69) Drama FOR THE LOVE OF RUSTY Ted Donaldson Tom Powers Ann Doran		15 (70) Mystery BULLDOG DRUMMOND AT BAY Ron Randell Anita Louise Pat O'Moore R—May 12—PG-818		29 (72) Mystery THE MILLERSON CASE Warner Baxter Nancy Saunders 29 (54) Western PRAIRIE RAIDERS Starrett-Burnette		
(131) Drama 720 A OF GRASS ncer Tracy harine Hepburn ert Walker vyn Douglas -Feb. 15—PG-790	2 (91) Drama 721 HIGH BARBAREE Van Johnson June Allyson Claude Jarman jr. Thomas Mitchell R—Mar. 15—PG-801		16 (90) Comedy 722 UNDERCOVER MAISIE Ann Sothern Barry Nelson	Reprint (103) Musical 723 THE GREAT WALTZ Luise Rainer Fernand Gravet	31 (128) Drama 717 THE YEARLING Gregory Peck Jane Wyman Claude Jarman jr. R—Dec. 7—PG-770	7 (90) Melodrama DARK DELUSION James Craig Lucille Bremer Lionel Barrymore R—Apr. 12—PG-809	
(59) Western 671 ID OF THE LAWLESS nny Mack Brown mond Hatton istine McIntyre	Reissue 3 (73) Drama QUEEN OF THE YUKON Charles Bickford Irene Rich	10 (63) Melodrama 616 HARD BOILED MAHONEY Leo Gorcey Bowery Boys Teala Loring R—May 3—PG-816	17 (63) Teen-Ager 618 SARGE GOES TO COLLEGE Alan Hale jr. June Preisser R—May 12—PG-817	24 (56) Western LAW COMES TO GUNSIGHT Johnny Mack Brown Raymond Hatton	31 (58) Western SONG OF THE WASTELAND Jimmy Wakely Lee "Lasses" White		
(97) Drama 4610 PERFECT LADY Milland esa Wright ginia Field Cedric Hardwicke -Mar. 15—PG-802	2 (91) Drama 4611 BLAZE OF NOON Anne Baxter William Holden Sonny Tufts William Bendix Sterling Hayden R—Mar. 8—PG-797			23 (60) M'drama 4622 BIG TOWN Philip Reed Hillary Brooke Robert Lowery R—Feb. 22—PG-791	30 (83) M'drama 4612 CALCUTTA Alan Ladd William Bendix Gail Russell R—Apr. 19—PG-811		
(38-39) Westerns BRONCO UCKAROO REISSUES ith Buster Crabbe and uzzy St. John with Tex O'Brien and im Newhill		10 (55) Western 752 BORDER FEUD Al LaRue Al "Fuzzy" St. John R—May 24—PG-822	24 (60) Drama 716 TOO MANY WINNERS Hugh Beaumont Trudy Marshall	Reissues 24 (111) Drama 733 CORSICAN BROTHERS Douglas Fairbanks jr. Akim Tamiroff 24 (102) Drama 734 INTERNATIONAL LADY G. Brent-I. Massey	31 (63) Drama 717 KILLER AT LARGE Robert Lowery Anabel Shaw	7 (70) Drama 703 STEPCHILD Brenda Joyce Donald Woods	14 (64) Mystery 708 PHILO VANCE RETURNS Alan Curtis Terry Austin R—May 3—PG-815
	Group 5 (89) Comedy 724 A LIKELY STORY Barbara Hale Bill Williams R—Apr. 19—PG-812	Group 5 (68) Musical 725 BANJO Sharyn Moffett Jacqueline White Walter Reed Una O'Connor R—Apr. 26—PG-814	Group 5 16 (92) Drama 722 BORN TO KILL Lawrence Tierney Claire Trevor Walter Slezak R—Apr. 26—PG-814	(74) Comedy 721 HONEYMOON Shirley Temple Guy Madison Franchot Tone R—Apr. 19—PG-812			
(66) Drama 612 OILERS OF THE NORTH il Kelly rian Booth lyn Ankers -May 12—PG-817			15 (58) Out'dr-Dr 665 OREGON TRAIL SCOUTS Allan Lane-Bobby Blake R—May 24—PG-821 17 (71) Drama 614 WINTER WONDERLAND 15 (66) Drama 609 THAT'S MY GAL			1 (99) Com-Dr 613 THAT'S MY MAN Don Ameche Catherine McLeod R—Apr. 12—PG-810	10 (58) Drama 616 WEB OF DANGER Adele Mara Bill Kennedy
release (71) Western HC09 RTNERS OF THE PLAINS lliam Boyd rvey Clark ssell Hayden	3 (65) Horror-Dr 4608 SCARED TO DEATH Bela Lugosi Joyce Compton	Rerelease 10 (59) Western HC10 CASSIDY OF BAR 20 William Boyd Russell Hayden Frank Darien	17 (60) Drama 4615 SHOOT TO KILL Russell Wade Susan Walters R—Apr. 12—PG-809			7 (60) Outdr-Dr 4616 BUSH PILOT Rochelle Hudson Jack LaRue	Rerelease 14 (68) Western HC11 HEART OF ARIZONA William Boyd George Hayes Russell Hayden
	3 (94) Out'r-Dr RAMROD Joel McCrea Veronica Lake Don DeFore Donald Crisp R—Mar. 1—PG-793	10 (65) Drama ADVENTURES OF DON COYOTE Richard Martin Frances Rafferty R—May 3—PG-815	17 (85) Drama DISHONORED LADY Hedy Lamarr Dennis O'Keefe John Loder R—Apr. 26—PG-813	24 (59) Western DANGEROUS VENTURE William Boyd Andy Clyde R—Mar. 1—PG-793	31 (92) Musical COPACABANA Groucho Marx Carmen Miranda Andy Russell Gloria Jean		
	(88) Drama 614 TIME OUT OF MIND Phyllis Calvert Robert Hutton Ella Raines R—Mar. 22—PG-804			Reissue (101) Drama MAGNIFICENT OBSESSION Irene Dunne Robert Taylor	Reissue (84) Mus-Dr 100 MEN AND A GIRL Deanna Durbin Leopold Stokowski Adolphe Menjou	(87) Drama THE WEB Edmund O'Brien Ella Raines William Bendix R—May 31—PG-823	(116) Drama ODD MAN OUT James Mason Kathleen Ryan R—Mar. 1—PG-793 (..) Drama VIGILANTES RETURN J. Hall-M. Lindsay
issues: (109) Drama 618 E SEA HAWK rol Flynn-Claude Rains (87) Drama 619 E SEA WOLF ward G. Robinson a Lupino-John Garfield	(83) Comedy 620 LOVE AND LEARN Jack Carson Robert Hutton Martha Vickers Janis Paige R—Mar. 29—PG-806			24 (99) Drama 621 TWO MRS. CARROLLS Humphrey Bogart Barbara Stanwyck Alexis Smith R—Mar. 29—PG-806			

FOREIGN Language

(110) Mus-Dr
Superfilm
BEFORE HIM ALL ROME TREMBLED
Anna Magnani
R—Mar. 8—PG-800

(87) Mus-Com
Lopert
CAGE OF NIGHTINGALES
R—Mar. 8—PG-800

(85) Drama
A.F.E.
ANGEL AND SINNER
R—Mar. 8—PG-800

(90) Comedy
Distinguished
HER FIRST AFFAIR
Danielle Darrieux
Louis Jourdan
R—Mar. 15—PG-801

(95) Drama
Oxford
TORMENT
R—May 10—PG-818

(110) Opera-Com
Exelsior
BARBER OF SEVILLE
Ferruccio Tagliavini
R—May 10—PG-817

COLUMBIA · M-G-M · MONOGRAM · PARAMOUNT · P-R-C · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER · F. N. · MISCELLANEOUS

P. G.	Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
		A											
	767	Abie's Irish Rose (96)	UA		11-30-46	+	=	−	±	+	±		4+ 6−
	815	Adventures of Don Coyote (66)	UA		5- 3-47	+		±	∓	∓			5+ 2−
	801	Adventuress, The (98)	E-L		3-15-47	+	±		±	∓	∓	∓	9+ 2−
	766	Affairs of Geraldine (68)	Rep.		11-30-46	±	∓	∓	∓	∓	±		6+ 6−
	777	Alias Mr. Twilight (69)	Col.		1- 4-47	±	±		±	+	∓		6+ 3−
	796	Angel and the Badman (100)	Rep.		3- 1-47	+	±	+	+	+	∓	±	8+ 2−
	754	Angel on My Shoulder (101)	UA		9-28-46	+	+	∓	+	+	∓	+	9+
	803	Apache Rose (75)	Rep.		3-22-47	±		+	+	∓	+		5+ 2−
	790	Arnelo Affair, The (86)	MGM		2-15-47	+	+	+	+	±	±		6+ 2−
		B											
	752	Bachelor's Daughters, The (90)	UA		9-14-46	±	+	+	∓	+	±	+	8+ 2−
	805	Backlash (66)	20-Fox		3-29-47	∓	±	±	±	−	±		5+ 6−
	814	Banjo (67)	RKO		4-26-47	±	∓	±	±	∓			5+ 5−
	766	Beast With Five Fingers, The (88)	WB		11-30-46	∓	±	+	∓	−	−	±	5+ 6−
	794	Beat the Band (67)	RKO		3- 1-47	∓	∓	∓	±	±	±		6+ 6−
		Beauty and the Bandit (71)	Mono.							±		∓	2+ 2−
	786	Bedelia (95)	E-L		2- 1-47	+	±		+	±		+	5+ 2−
	794	Beginning or the End, The (112)	MGM		3- 1-47	∓	+	∓	+	∓	+	∓	11+
		Bells of San Angelo (78)	Rep.						∓				2+
	807	Bells of San Fernando (74)	SG		4- 5-47	±		−	±	±			3+ 4−
	755	Below the Deadline (65)	Mono.		10- 5-46	±	±	+	±	∓	±	∓	7+ 6−
	769	Best Years of Our Lives, The (172)	RKO		12- 7-46	∓	∓	∓	∓	∓	∓	∓	14+
	767	Betty Co-Ed (71)	Col.		11-30-46	±	∓	±	+	±	±		6+ 5−
	817	Big Fix, The (63)	PRC		5-10-47	+	±		+	±		∓	5+ 3−
	744	Big Sleep, The (114)	WB		8-17-46	+	∓	∓	+	+	∓	+	10+
	791	Big Town (60)	Para.		2-22-47	±	±	∓	±	±	±		6+ 6−
	741	Black Angel (80)	U-I		8-10-46	±	±	±	+	+	∓	±	8+ 4−
	797	Blaze of Noon (90)	Para.		3- 8-47	±	±	+	±	+	+	+	7+ 3−
	787	Blind Spot (73)	Col.		2- 8-47	∓	±		+	+	∓		5+ 3−
	742	Blonde for a Day (68)	PRC		8-10-46	∓	±	∓	∓	∓		∓	6+ 6−
	755	Blondie Knows Best (69)	Col.		10- 5-46	+	±	±	+	+	±		6+ 3−
	773	Blondie's Big Moment (69)	Col.		12-21-46	±	±				±	∓	4+ 4−
	798	Blondie's Holiday (67)	Col.		3- 8-47	±	±	±			±	∓	5+ 5−
	754	Blue Skies (102)	Para.		9-28-46	∓	∓	∓	∓	+	∓	∓	13+
	786	Boomerang (88)	20-Fox		2- 1-47	+	∓	∓	+	+	∓	∓	11+
	822	Border Feud (55)	PRC		5-24-47	±		±	±			∓	4+ 4−
	814	Born to Kill (92)	RKO		4-26-47	∓	±	±	±	±	±	±	7+ 7−
	783	Born to Speed (59)	PRC		1-25-47	±	±	±	±	±	±	∓	7+ 7−
	772	Boston Blackie and the Law (69)	Col.		12-14-46	±	±	+		±	±	∓	6+ 5−
	742	Bowery Bombshell (65)	Mono.		8-10-46	±	±	∓	±	∓	∓	∓	7+ 7−
	790	Brasher Doubloon, The (72)	20-Fox		2-15-47	+	±	∓	+	±	±	±	7+ 5−
	748	Brief Encounter (85)	U-I		8-31-46	±	+		+		∓	∓	7+ 1−
	759	Bringing Up Father (68)	Mono.		10-19-46	±	±	±	±	±	+		6+ 5−
	761	Brute Man, The (58)	PRC		11- 2-46	∓	±	∓		±	−	=	4+ 7−
	802	Buck Privates Come Home (78)	U-I		3-15-47	∓	±	+	+	∓	±	∓	9+ 3−
	807	Buffalo Bill Rides Again (70)	SG		4- 5-47	−		−					2−
	818	Bulldog Drummond at Bay (70)	Col.		5-10-47	∓				±			2+ 2−
		C											
	744	Caesar and Cleopatra (126)	UA		8-17-46	∓	+	+	∓	±	∓	+	10+ 1−
	811	Calcutta (83)	Para.		4-19-47	±	±	+	±	∓	±	+	8+ 4−
	789	Calendar Girl (88)	Rep.		2-15-47	±	±	∓	±	∓	±	+	7+ 6−
	744	California (97)	Para.		12-21-46	+	±	±	+	∓	+	∓	9+ 2−
	740	Canyon Passage (92)	U-I		7-27-46	+	±	±	+	+	∓	∓	9+ 2−
	816	Captive Heart, The (87)	U-I		5- 3-47	∓	±		+	±		∓	6+ 3−
	797	Carnegie Hall (136)	UA		3- 8-47	±	±	+	∓	∓	∓	∓	11+ 2−
	805	Carnival in Costa Rica (96)	20-Fox		3-29-47	±	±	+	+	+	+	±	7+ 3−
	759	Chase, The (86)	UA		10-19-46	+	±	±		±	+		5+ 3−
	813	Cheyenne (100)	WB		4-26-47	∓	±	+	+	∓	+		8+ 1−
	760	Child of Divorce (62)	RKO		10-19-46	+	±	±	±	+	+	±	7+ 4−
	789	Cigarette Girl (67)	Col.		2-15-47	±	±		±	±	±	∓	6+ 6−
	740	Claudia and David (78)	20-Fox		7-27-46	+	+	+	+	+	∓	∓	9+
	752	Cloak and Dagger (106)	WB		9-14-46	∓	∓	+	+	∓	∓	+	11+
	799	Code of the West (57)	RKO		3- 8-47	+	±	±	±	∓	±		6+ 5−
		Copacabana (92)	UA				+	±	∓				4+ 1−
	776	Crime Doctor's Manhunt (61)	Col.		12-28-46	±	±	∓		+	±	±	6+ 5−
	742	Criminal Court (62)	RKO		8-10-46	±	±	±		+	+	∓	6+ 4−
	765	Cross My Heart (83)	Para.		11-23-46	+	±	±	±	±	−	+	6+ 5−
	819	Cynthia (102)	MGM		5-17-47	∓	+	+	+	∓			7+
		D											
	796	Danger Street (66)	Para.		3- 1-47	∓	±	∓	±	±	∓		6+ 6−
	771	Dangerous Millions (68)	20-Fox		12-14-46	±	±	±	+	±	±	∓	7+ 6−
	758	Dangerous Money (66)	Mono.		10-12-46	+	∓			±	∓	±	5+ 5−
	793	Dangerous Venture (59)	UA		3- 1-47	±		∓	±	+	+		5+ 3−
	809	Dark Delusion (90)	MGM		4-12-47	+	±	±	±	+	±		6+ 4−
	758	Dark Mirror, The (85)	U-I		10-12-46	+	+	±	+	∓	∓	+	9+ 1−
	781	Dead Reckoning (100)	Col.		1-18-47	+	+	+	+	+	+	+	7+
	760	Deception (112)	WB		10-19-46	+	±	+	+	+	+	+	7+ 1−
	751	Decoy (76)	Mono.		9-14-46	±	±	+	+	+	−	+	6+ 3−
	820	Desperate (73)	RKO		5-17-47	+	±	±	±	+			5+ 3−
	788	Devil on Wheels (67)	PRC		2- 8-47	∓	∓		±	±	∓	±	7+ 5−
	797	Devil Thumbs a Ride, The (63)			3- 8-47	+	±	+	+	±	±	±	7+ 4−
	753	Devil's Playground, The (60)	UA		9-28-46	±		+	±	±	±		5+ 4−
	765	Dick Tracy vs. Cueball (62)	RKO		11- 9-46	±	±	+	±	±	−	±	6+ 6−
	822	Dick Tracy's Dilemma (60)	RKO		5-24-47	∓	±	±	±	+			6+ 3−
	813	Dishonored Lady (86)	UA		4-26-47	+	±	±	+	∓			6+ 2−
		Don Ricardo Returns (78)	PRC				∓						1+ 1−
	757	Driftin River (55)	PRC		10-12-46	±			±	∓	±	∓	5+ 5−
	780	Duel in the Sun (140)	SRO		1-11-47	∓		+	∓	∓	+	+	9+
		E											
	746	Earl Carroll Sketchbook (90)	Rep.		8-24-46	∓	±	+	+	∓	±	+	7+ 4−
	785	Easy Come, Easy Go. (77)	Para.		2- 1-47	±	∓	±	±	±	±	±	7+ 6−
	808	Egg and I, The (108)	U-I		4- 5-47	∓	+	+	+	∓	+	+	9+
		F											
	794	Fabulous Dorseys, The (90)	UA		3- 1-47	±	±	±	+	±	+		6+ 4−
	775	Fabulous Suzanne, The (71)	RKO		12-28-46	±	±	±	±	±	±	−	6+ 7−
	775	Falcon's Adventure, The (61)	RKO		12-28-46	∓	±	±	±	+	±	±	7+ 6−
	800	Fall Guy (64)	Mono.		3- 8-47	∓	±		±	+	±	∓	6+ 5−
	792	Farmer's Daughter, The (94)	RKO		2-22-47	+	+	+	+	+	∓	+	8+
	795	Fear in the Night (71)	Para.		3- 1-47	+	±	+	+	+	±	±	7+ 3−
		Fighting Frontiersman, The (61)	Col.							±			1+ 1−
	758	Fool's Gold (63)	UA		10-12-46	±		±	±	+	+		5+ 3−
		For the Love of Rusty (69)	Col.				∓				±	∓	3+ 3−
	798	Framed (80)	Col.		3- 8-47	±	±	+	+	±	+		6+ 3−
		Fun on a Weekend (96)	UA				+	+	+	∓			5+
		G											
	784	Gallant Bess (101)	MGM		1-25-47	±	±	+	+	+	+	±	7+ 3−
	752	Gallant Journey (86)	Col.		9-14-46	±	∓	∓	+	±	+	±	7+ 5−
	759	Gas House Kids (68)	PRC		10-19-46	∓	±		±	∓	±	∓	6+ 6−
	741	Genius at Work (62)	RKO		8-10-46	∓	−	∓	∓	∓	∓	=	5+ 8−
	753	Gentleman Joe Palooka (72)	Mono.		9-28-46	±	±		±	±	+		5+ 4−
	821	Ghost and Mrs. Muir, The (104)	20-Fox		5-24-47	∓	+	+	∓	∓			8+
	810	Ghost Goes Wild, The (66)	Rep.		4-12-47	±	±		±	±	∓		5+ 5−
	812	Ginger (67)	Mono.		4-19-47	∓	∓				∓	∓	4+ 4−
	746	G.I. War Brides (69)	Rep.		8-24-46	+	±	±	±	±	+	±	7+ 5−
	807	Great Expectations (115)	U-I		4- 5-47	+	∓		∓	∓	∓		9+
	798	Guilt of Janet Ames, The (81)	Col.		3- 8-47	+	±	±		+	+		5+ 2−
	804	Guilty, The (71)	Mono.		3-22-47	+	+		+		±	±	5+ 2−
		H											
	816	Hard-Boiled Mahoney (63)	Mono.		5- 3-47	±				−		∓	2+ 3−
	745	Heading West (54)	Col.		8-24-46	±				−	+		2+ 2−
	777	Heldorado (70)	Rep.		1- 4-47	±		+	±	±	+		5+ 3−
	753	Her Sister's Secret (86)	PRC		9-28-46	±	±	±	+	+	+	±	7+ 4−
	801	High Barbaree (92)	MGM		3-15-47	±	±	+	+	∓	∓		8+ 2−
	804	High Conquest (83)	Mono.		3-22-47	+	+	+	+	±			5+ 1−
	745	High School Hero (74)	Mono.		8-24-46	+	±	∓	±	±	∓	∓	7+ 6−
	816	Hit Parade of 1947 (90)	Rep.		5- 3-47	+	±	±	+	+		+	6+ 2−
	740	Holiday in Mexico (128)	MGM		7-27-46	∓	∓	∓	∓	∓	∓	∓	14+
	763	Home in Oklahoma (72)	Rep.		11- 9-46	±		+	±	±	±		5+ 4−
	740	Home Sweet Homicide (90)	20-Fox		7-27-46	+	+	+	+	+	∓	+	8+
	813	Homesteaders of Paradise Valley (58)	Rep.		4-26-47	±				+	±		3+ 2−
	814	Homestretch, The (106)	20-Fox		4-26-47	∓	±	±	±	∓		+	8+ 3−
	812	Honeymoon (74)	RKO		4-19-47	+	±	−	±	∓	+	+	6+ 4−
	821	Hoppy's Holiday (60)	UA		5-24-47	±		±	±	±			4+ 4−
	776	Humoresque (125)	WB		12-28-46	+	+	∓	∓	+	∓	∓	11+
		I											
	795	I Cover Big Town (63)	Para.		3- 1-47	±	±	+	±	±	±		6+ 5−
	756	I Know Where I'm Going (91)	U-I		10- 5-46	±				±			2+ 2−
	750	If I'm Lucky (78)	20-Fox		9- 7-46	+	±	±	+	±	±	±	7+ 5−
	783	I'll Be Yours (83)	U-I		1-25-47	±	±	+	±	±	+	±	7+ 5−
	802	Imperfect Lady, The (97)	Para.		3-15-47	∓	±	±	+	∓	+	+	8+ 3−
	746	Invisible Informer, The (57)	Rep.		8-24-46	−	±	∓	±	−	−	∓	4+ 7−
	797	It Happened in Brooklyn (103)	MGM		3- 8-47	∓	+	+	∓	∓	+	+	10+
	788	It Happened on Fifth Avenue (116)	Allied Artists		2- 8-47	∓	∓	+	∓	+	+		9+
	783	It's a Joke, Son (63)	E-L		1-25-47	+	±	−	+		±		4+ 3−
	774	It's a Wonderful Life (132)	RKO		12-21-46	+	∓	∓	∓	∓	∓	∓	13+
	749	It's Great to Be Young (63)	Col.		9- 7-46	±	−	∓		±	±	∓	5+ 6−
	749	I've Always Loved You (117)	Rep.		9- 7-46	+	±	±	+	+	∓	+	8+ 2−
		J											
	811	Jewels of Brandenburg (65)	20-Fox		4-19-47	+	±		±	±			4+ 3−
	781	Johnny O'Clock (95)	Col.		1-18-47	±	+	+	±	+	+	∓	8+ 2−
	753	Jolson Story, The (128)	Col.		9-28-46	∓	∓	∓	∓	∓	∓	∓	14+
	795	Jungle Flight (67)	Para.		3- 1-47	±	±	±	±	∓	∓		6+ 6−
		K											
	819	Killer Dill (72)	SG		5-17-47	+		±	+	+			4+ 1−
	743	Killers, The (102)	U-I		8-17-46	+	∓	+	+	+	+	±	8+ 1−
	803	King of the Wild Horses (79)	Col.		3-22-47	±	∓		±	+	±		5+ 4−
		L											
	780	Ladies' Man (91)	Para.		1-11-47	+	±	±	+	±	±	∓	7+ 5−
		Lady Chaser (74)	PRC				∓					±	2+ 2−
	766	Lady in the Lake (103)	MGM		11-30-46	+	+	+	+	∓	+	+	8+
	757	Lady Surrenders, A (113)	U-I		10-12-46	±				±			2+ 2−
		Land of the Lawless (58)	Mono.							+		±	2+ 1−
	746	Last Crooked Mile, The (67)	Rep.		8-24-46	∓	±	±	±	±	∓	∓	7+ 7−
		Last Frontier Uprising (67)	Rep.							±			1+ 1−
	788	Late George Apley, The (98)	20-Fox		2- 8-47	+	+	+	+	+	+	∓	8+
	799	Law of the Lash (54)	PRC		3- 8-47	±		±		∓	∓	∓	5+ 5−
		Lighthouse (74)	PRC									∓	1+ 1−
	812	Likely Story, A (88)	RKO		4-19-47	−	±	+	±	∓			5+ 3−
	759	Little Iodine (57)	UA		10-19-46	±	∓	∓	±	+	∓		6+ 5−
	750	Little Miss Big (61)	U-I		9- 7-46	∓	±	±	∓	−	+		5+ 5−
		Little Miss Broadway (..)	Col.				∓						1+ 1−
	774	Locket, The (85)	RKO		12-21-46	+	+	∓	+	+	∓	±	9+ 1−
	799	Lone Hand Texan, The (57)	Col.		3- 8-47	±		∓		±	±		4+ 4−
	777	Lone Star Moonlight (67)	Col.		1- 4-47	∓							1+ 1−
	780	Lone Wolf in Mexico (70)	Col.		1-11-47	±	∓			±	±		4+ 4−

An interpretative analysis of opinions deduced from the language of lay and trade press reviews. The plus and minus signs indicate the degree of favor or disfavor of the review. This department serves also as an ALPHABETICAL INDEX to feature releases. Numeral preceding title is Picture Guide Review page number. In parentheses after title is running time. Date following distributor is BOXOFFICE review date. Listings cover current reviews. It is brought up to date regularly. The meaning of the various signs and their combinations is as follows:

Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor.

In the summary ## is rated as 2 pluses; = as 2 minuses.

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
801	Lost Honeymoon (71)	E-L		3-15-47	±	±	+	+	##	##		8+ 2−
806	Love and Learn (85)	WB		3-29-47	±	±	±	±	−		∓	5+ 6−
769	Love Laughs at Andy Hardy (93)	MGM		12- 7-46	±	±	+	±	∓	##	±	8+ 5−
	M											
794	Macomber Affair, The (90)	UA		1-25-47	+	±	∓	+	+	±	##	8+ 3−
	Magic Bow, The (..)	U-I							−	+		1+ 1−
766	Magnificent Doll, The (94)	U-I		11-23-46	+	±	+	+	+	##	##	9+ 1−
803	Magnificent Rogue, The (75)	Rep.		3-22-47	∓				+	∓		3+ 2−
776	Man I Love, The (96)	WB		12-28-46	±	±	+	±	∓	+	±	7+ 5−
760	Margie (94)	20-Fox		10-19-46	+	##	+	+	+	##	##	10+
792	Michigan Kid (70)	U-I		2-22-47	±	±	±	±	∓	∓	±	7+ 7−
809	Mighty McGurk, The (85)	MGM		4-12-47	+	±	+	+	+	+	±	7+ 2−
	Millerson Case, The (72)	Col.							∓			1+ 1−
798	Millie's Daughter (70)	Col.		3- 8-47	±	±		+	−	±		4+ 4−
818	Miracle on 34th Street (96)	20-Fox		5-10-47	##	##	##	##	##			10+
748	Mister Ace (84)	UA		8-31-46	+	±	±	+	+	±	+	7+ 3−
779	Mister District Attorney (81)	Col.		1-11-47	±	±	+	±	∓	±	±	7+ 6−
773	Mister Hex (63)	Mono.		12-21-46	±	±	±	±	+	±		6+ 5−
813	Monsieur Verdoux (120)	UA		4-26-47	##	±	∓	##	∓		±	8+ 4−
821	Moss Rose (82)	20-Fox		5-24-47	+	±	+	+	+			5+ 1−
766	My Brother Talks to Horses (93)	MGM		11-23-46	+	±	##	+	±	+		7+ 2−
758	My Darling Clementine (97)	20-Fox		10-12-46	+	+	+	+	+	##	±	8+ 1−
791	My Favorite Brunette (87)	Para.		2-22-47	+	+	+	+	+	##	##	9+
	My Heart Goes Crazy (..)	U-I					∓					1+ 1−
	N											
762	Never Say Goodbye (97)	WB		11- 2-46	+	±	±	+	∓	±	±	7+ 5−
815	New Orleans (89)	UA		5- 3-47	+	+	+	##	±	±		7+ 2−
755	Nobody Lives Forever (100)	WB		10- 5-46	+	±	+	+	+	±	+	7+ 2−
757	Nocturne (87)	RKO		10-12-46	±	±	+	±	+	±	+	7+ 4−
747	No Leave, No Love (120)	MGM		8-31-46	+	+	##	+	±	+	+	8+ 1−
787	Nora Prentiss (111)	WB		2- 8-47	±	±	±	+	∓	+	±	7+ 5−
819	Northwest Outpost (91)	Rep.		5-17-47	+	±	±	+	±			5+ 3−
761	Notorious Gentleman (108)	U-I		11- 2-46	+	+		+	+	##	##	8+
	O											
793	Odd Man Out (118)	U-I		3- 1-47	##	+		##	##	##	##	11+
821	Oregon Trail Scouts (58)	Rep.		5-24-47	±		±	+	±			4+ 3−
810	Other Love, The (95)	UA		4-12-47	+	+	+	##	##	##	+	10+
773	Out California Way (67)	Rep.		12-21-46	±		∓	±	±	+		5+ 4−
796	Over the Santa Fe Trail (63)	Col.		3- 1-47	±			+		∓		3+ 2−
778	Overlanders, The (91)	E-L		1- 4-47	±	±	+	±		##	+	7+ 3−
	P											
	Patient Vanishes, The (78)	FC						+				1+
765	Perfect Marriage, The (87)	Para.		11-23-46	±	±	∓	+	+	±	±	7+ 5−
822	Perils of Pauline (93)	Para.		5-24-47	+							1+
742	Personality Kid (68)	Col.		8-10-46	±	∓	∓		∓	+	±	6+ 5−
815	Philo Vance Returns (64)	PRC		5- 3-47	±	∓	±	+	±			5+ 4−
815	Philo Vance's Gamble (62)	PRC		5- 3-47	−	−	±	±	±		±	4+ 6−
784	Pilgrim Lady, The (67)	Rep.		1-25-47	±	±	±	±	∓	±		6+ 6−
763	Plainsman and the Lady (82)	Rep.		11- 9-46	±	∓	±	+	+	±	±	7+ 5−
741	Prairie Badmen (55)	PRC		8-10-46	∓			±	±	∓	∓	5+ 5−
793	Private Affairs of Bel Ami, The (115)	UA		3- 1-47	±	±	±	+	±	##		7+ 4−
791	Pursued (101)	WB		2-22-47	+	+		+	+	+	##	7+
	Q											
805	Queen of the Amazons (61)	SG		3-29-47	∓			±	±		−	3+ 4−
	R											
	Raiders of the South (58)	Mono.							±	±	∓	3+ 3−
	Rainbow Over the Rockies (54)	Mono.							∓	±	∓	3+ 3−
793	Ramrod (94)	UA		3- 1-47	+	±	+	+	+	+		6+ 1−
802	Range Beyond the Blue (54)	PRC		3-15-47	±		+	±		±		4+ 3−
770	Razor's Edge, The (146)	20-Fox		12- 7-46	##	±	+		##	+		7+ 1−
785	Red House, The (93)	UA		2- 1-47	+	±	+	+	+	##	##	9+ 1−
744	Rendezvous With Annie (90)	Rep.		8-17-46	+	+		+	+	+	+	6+
787	Renegade Girl (65)	SG		2- 8-47	±				∓			2+ 2−
767	Return of Monte Cristo, The (91)			11-30-46	±	±	+	+	±	##	∓	8+ 4−
	Riding the California Trail (61)	Mono.							+		∓	2+ 1−
796	Road to Hollywood (61)	Astor		3- 1-47	±		+					2+ 1−
754	Roll On Texas Moon (68)	Rep.		9-28-46	±		±	±	+	+		5+ 3−
760	Rolling Home (71)	SG		10-19-46	±				±			2+ 2−
	S											
808	San Demetrio, London (78)	20-Fox		4- 5-47	±	±	##	+	∓			6+ 3−
769	San Quentin (66)	RKO		12- 7-46	∓	±	+	±	+	±	±	7+ 5−
	Santa Fe Uprising (56)	Rep.							±	±		2+ 2−
817	Sarge Goes to College (63)	Mono.		5-10-47	∓	±	±	±	±			5+ 5−
790	Sea of Grass, The (123)	MGM		2-15-47	+	±	+	+	+	##	##	9+ 1−
767	Secret Heart, The (97)	MGM		11-30-46	+	±	##	+	+	+		7+ 1−
761	Secret of the Whistler (65)	Col.		11- 2-46	∓	∓			±	∓		4+ 4−
745	Secrets of a Sorority Girl (58)	PRC		8-24-46	∓	∓		∓		±	=	4+ 6−
795	Seven Were Saved (72)	Para.		3- 1-47	∓	∓	∓	±	+	+	+	7+ 4−
744	Shadow of a Woman (79)	WB		8-17-46	±	±	∓	±	±	∓	∓	7+ 7−
756	Shadowed (70)	Col.		10- 5-46	±	±			+	±	±	5+ 4−
779	Shocking Miss Pilgrim, The (55)	20-Fox		1-11-47	+	±	±	+	+	+		6+ 2−
809	Shoot to Kill (65)	SG		4-12-47	±			+	+	±	±	5+ 3−
743	Show-Off, The (84)	MGM		8-17-46	+	+	+	±	±	+	∓	7+ 3−
	Silver Range (55)	Mono.							±		±	2+ 2−
792	Sin of Harold Diddlebock, The (94)	UA		2-22-47	+	+	+	+	+	+		6+
782	Sinbad the Sailor (117)	RKO		1-18-47	+	+	+	+	+	+	+	7+
741	Sing While You Dance (73)	Col.		8-18-46	±	∓			±	±	∓	5+ 5−
777	Singin' in the Corn (64)	Col.		1- 4-47	∓	±	±			−	∓	4+ 5−
752	Singing on the Trail (69)	Col.		9-14-46	±				±			2+ 2−
770	Sioux City Sue (69)	Rep.		12- 7-46	∓		±	±	±	+		5+ 4−
	Six Gun Serenade (53)	Mono.							+			1+
789	Smash-Up (103)	U-I		2-15-47	+	##	+	+	+	##	##	10+
765	So Dark the Night (70)	Col.		11-23-46	+	±	±	+	+	+	∓	7+ 3−
786	Song of Scheherazade (106)	U-I		2- 1-47	+	±	±	+	+	+	±	7+ 3−
	Song of the Sierras (55)	Mono.						+	±			2+ 1−
762	Song of the South (95)	RKO		11- 1-46	##	##	##	##	##	##	##	14+
786	South of the Chisholm Trail (58)	Col.		2- 1-47	±			±		∓		3+ 3−
817	Spoilers of the North (66)	Rep.		5-10-47	∓	±	±	+	∓		−	5+ 5−
745	Spook Busters (68)	Mono.		8-24-46	±	±	∓	±	±	∓	±	7+ 7−
780	Stagecoach to Denver (56)	Rep.		1-11-47	∓		±	±	+	±		5+ 4−
773	Stairway to Heaven (104)	U-I		12-21-46	+	+		##	##	##	##	10+
805	Stallion Road (97)	WB		3-29-47	±	±	±	+	+	+	+	7+ 3−
775	Stars Over Texas (57)	PRC		12-28-46	±			±				2+ 2−
764	Strange Holiday (56)	PRC		11- 9-46	±	±	∓		±	+		5+ 4−
751	Strange Journey (67)	20-Fox		9-14-46	±	∓		±	±	∓		5+ 5−
762	Strange Woman, The (101)	UA		11- 2-46	+	±	+	+	+	+	+	7+ 1−
789	Suddenly It's Spring (87)	Para.		2-15-47	+	±	+	+	+	+	+	7+ 1−
766	Susie Steps Out (65)	UA		11-23-46	±	±	±	±	∓	±		6+ 6−
770	Sweetheart of Sigma Chi (76)	Mono.		12- 7-46	±	±	±	±	+			6+ 4−
771	Swell Guy (87)	U-I		12-14-46	±	+	+	+	+	±	##	8+ 2−
	T											
806	Tarzan and the Huntress (72)	RKO		3-29-47	+	±	±	+	+	±	−	6+ 4−
761	Temptation (100)	U-I		11- 2-46	+	±	±	±	##	+	±	8+ 4−
764	Terror Trail (55)	Col.		11- 9-46	∓				±			2+ 2−
772	That Brennan Girl (95)	Rep.		12-14-46	±	+	±	+	±	±	±	7+ 5−
791	That Way With Women (85)	WB		2-22-47	±	±	±	±	+	##	±	8+ 5−
810	That's My Man (104)	Rep.		4-12-47	+	+	±	+	+	±	+	7+ 2−
747	They Were Sisters (108)	U-I		8-31-46	+	±		+	±	+	+	6+ 2−
820	They Won't Believe Me (95)	RKO		5-17-47	##	+		##	##			7+
775	13 Rue Madeleine (95)	20-Fox		12-28-46	+	+	+	+	+	##	##	9+ −
792	Thirteenth Hour, The (62)	Col.		2-22-47	±	±		±	−	∓	±	5+ 6−
811	This Happy Breed (110)	U-I		4-19-47	+	±	+	+	∓	##	##	9+ 2−
751	Three Little Girls in Blue (90)	20-Fox		9-14-46	+	+	+	##	+	##	##	10+
809	Three on a Ticket (62)	PRC		4-12-47	+	±	±	±	+		±	6+ 4−
747	Thrill of Brazil, The (91)	Col.		8-31-46	+	±	±	+	−	+	+	6+ 3−
822	Thunder Mountain (60)	RKO		5-24-47	±	±	+		##			5+ 2−
765	Till the Clouds Roll By (120)	MGM		11-23-46	##	+		##	##	##	##	11+
743	Time of Their Lives, The (82)	U-I		8-17-46	+	±	±	+	+	##	±	8+ 3−
804	Time Out of Mind (89)	U-I		3-22-47	∓	∓	∓	±	∓	±	±	7+ 7−
772	Time, the Place and the Girl, The (105)	WB		12-14-46	±	±	+	+	+	+	±	7+ 3−
794	Trail Street (83)	RKO		3- 1-47	±	±	+		±	±	+	6+ 4−
785	Trail to San Antone (67)	Rep.		2- 1-47	±		±	+	±	+		5+ 3−
	Trailing Danger (58)	Mono.									±	1+ 1−
779	Trap, The (68)	Mono.		1-11-47	∓	−		±	∓		−	3+ 5−
819	Trouble With Women, The (80)	Para.		5-17-47	+	∓		+	##	+		6+ 1−
764	Tumbleweed Trails (57)	PRC		11- 9-46	∓		±	±		±		4+ 4−
811	Twilight on the Rio Grande (71)	Rep.		4-19-47	+		±	±	−	±		4+ 4−
806	Two Mrs. Carrolls, The (100)	WB		3-29-47	+	±	±		+	+	+	6+ 2−
748	Two Years Before the Mast (98)	Para.		8-31-46	±	±	##	+	+	##	##	10+ 2−
	U											
748	Under Nevada Skies (69)	Rep.		8-31-46	∓		±		∓			3+ 3−
	Undercover Maisie (93)	MGM				+	+	+	∓	+		5+ 1−
756	Undercurrent (113)	MGM		10- 5-46	+	±	+	##	+	##	+	9+ 1−
772	Unexpected Guest (60)	UA		12-14-46	±		±	±	±	±	±	6+ 6−
808	Untamed Fury (61)	PRC		4- 5-47	∓	±	∓	+	+		±	6+ 4−
	V											
808	Vacation Days (68)	Mono.		4- 5-47	±	±			−		∓	3+ 4−
757	Vacation in Reno (60)	RKO		10-12-46	∓	±	±	±	∓	±	∓	7+ 7−
	Valley of Fear (54)	Mono.							−		±	1+ 2−
766	Verdict, The (86)	WB		11-23-46	+	±	±	+	±	+	+	7+ 3−
799	Vigilantes of Boomtown (96)	Rep.		3- 8-47	+		±	+	+	±		5+ 2−
812	Violence (72)	Mono.		4-19-47	±	±	+	±	±		∓	6+ 5−
	W											
766	Wake Up and Dream (92)	20-Fox		11-30-46	±	∓	∓	+	∓	##	±	8+ 5−
763	Wanted for Murder (97)	20-Fox		11- 9-46	±	±		+	+	+	+	6+ 2−
814	Welcome Stranger (106)	Para.		4-26-47	##	##	##	##	##	##		12+
806	West of Dodge City (57)	Col.		3-29-47	±			±	+			3+ 2−
816	West to Glory (61)	PRC		5- 3-47	±		±	±				3+ 3−
	Whispering City (..)	E-L					##					2+
751	White Tie and Tails (74)	U-I		9-14-46	±	±			+	+	±	5+ 3−
771	Wicked Lady, The (98)	U-I		12-14-46	+	±		±	∓	+	+	6+ 3−
762	Wife Wanted (73)	Mono.		11- 2-46	∓	±		±	±			4+ 4−
743	Wild Beauty (61)	U-I		8-17-46	∓	∓			∓	+	±	5+ 4−
785	Wild Country (57)	PRC		2- 1-47	±		∓	∓	∓			4+ 4−
769	Wild West (73)	PRC		12- 7-46	±		+	±	∓	±		5+ 4−
820	Woman on the Beach, The (71)	RKO		5-17-47	−	±	+	+	−			3+ 3−
	Y											
810	Yankee Fakir (71)	Rep.		4-12-47	+	∓	±	±	+			5+ 3−
770	Yearling, The (135)	MGM		12- 7-46	##	##	##	##	##	##	##	14+
802	Years Between, The (88)	U-I		3-15-47	±	±		∓	±	+	##	7+ 4−

SHORTS CHART

Short subjects, listed by Company, in order of release. Running time follows title. First date is National release, second the date of review in BOXOFFICE. Symbol between dates is rating from the BOXOFFICE review: ⧺ Very Good, + Good, ± Fair, ∓ Mediocre, − Poor, = Very Poor. ◎ Indicates color photography.

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	ALL-STAR COMEDIES			
8421	Pardon My Terror (Schilling, Lane) (16½)	9-12	+	4-19
8431	Society Mugs (Howard) (16)	9-19	±	4-19
8433	Slappily Married (J. De Rita) (16½)	11- 7	±	4-19
8423	Reno-Vated (V. Vague) (18½)	11-21	±	1- 4
8434	Moron Than Off (S. Holloway) (17)	11-28	+	2- 8
8403	Three Little Pirates (Stooges) (18)	12- 5	+	1-25
8435	Andy Plays Hookey (Andy Clyde) (18)	12-19	±	2-15
8404	Half Wits' Holiday (Three Stooges) (17½)	1- 9		....
8436	Meet Mr. Mischief (H. Von Zell) (17½)	1-23	±	4- 5
8424	Hot Heir (H. Herbert) (16½)	2-13	±	3-22
8437	Scooper Dooper (S. Holloway) (18)	2-27		....
8405	Fright Night (Stooges) (17)	3- 6		....
8438	The Good Bad Egg (J. DeRita) (17)	3-20		....
8439	Bride and Gloom (S. Howard) (16)	3-27		....
8440	Two Jills and a Jack (A. Clyde) (18)	4-17		....
8406	Out West (Stooges) (17½)	4-24	+	4-12
8425	Cupid Goes Nuts (16)	5- 1		....
8426	Nervous Shakedown (15½)	5- 8		....
	COLOR PHANTASIES			
8701	Fowl Brawl (6)	1- 9	+	3-29
8702	Uncultured Vulture (6)	2- 6	±	5- 3
8703	Wacky Quacky (6)	3-20		....
8704	Leave Us Chase It (6½)	4-24		....
8705	Tooth or Consequences (..)	6- 5		....
	COLOR RHAPSODIES (Technicolor)			
8501	Loco Lobo (6)	1- 9	+	4-19
8502	Cockatoos for Two (6)	2-13	+	5- 3
8503	Big House Blues (7)	3- 6		....
8504	Mother Huba-Huba-Hubbard (6)	5-29		....
	COMMUNITY SING			
8652	No. 2 It's a Pity to Say Goodnight (Baker) (10½)	10-10	+	11-16
8653	No. 3 Surrender (Leibert) (9½)	11-14	+	4-19
8654	No. 4 Pretending (Baker) (10)	12-19	+	4-19
8655	No. 5 Rumors Are Flying (Leibert) (9½)	1-23	±	5-10
8656	No. 6 Ole Buttermilk Sky (Baker) (10)	2-27		....
8657	No. 7 The Coffee Song (Leibert) (9)	3-13		....
8658	No. 8 I'll Close My Eyes (Baker) (10)	4-17		....
8659	No. 9 For Sentimental Reasons (10)	5-22		....
	SCREEN SNAPSHOTS			
8852	No. 2 Looking Down on Hollywood (10)	10- 3	+	11-30
8853	No. 3 Rodeo (10)	11- 7	⧺	5-10
8854	No. 4 Skolsky Party (10)	12-26	±	4-19
8855	No. 5 Movie Columnists (9)	1-23	±	5-17
8856	No. 6 Behind the Mike (9)	2- 6	±	5-17
8857	No. 7 Holiday in Las Vegas (10)	3-13	+	4-19
8858	No. 8 My Pal Ringeye (10)	4-10		....
8859	No. 9 Famous Hollywood Mothers (10)	5- 1	+	5-24
8860	So This Is 'Ollywood (..)	6-12		....
	SPORT REELS			
8802	Ten Pin Magic (10)	10-24	+	4-19
8803	Hi Li (9½)	11-21	+	4-19
8804	Best in Show Dogs (10)	12-12	+	5-10
8805	Polo (10)	1-30	⧺	5-17
8806	Cue Tricks (9)	2-20		....
8807	Tennis Wizards (9)	3-20		....
8808	Goofy Golf (..)	4-24	+	5-24
8809	Grappling Groaners (9)	5-29		....
	THRILLS OF MUSIC			
8952	Machito & Orch. (10½)	10-17	±	12-14
8953	Les Elgart & Orch. (10)	11-28	+	4-19
8954	Ray McKinley & Orch. (9½)	11-28	+	1-11
8955	Shorty Sherock & Orch. (8½)	1-23	±	5- 3
8956	Buddy Morrow & Orch. (9½)	2-27		....
8957	George Towne & Orch. (10)	3-27		....
8958	Ray Anthony & Orch. (10)	5-22		....
	SERIALS			
8120	Son of the Guardsman (15 Chapters)	10-24	±	10-19
8140	Jack Armstrong (15 Chapters)	2- 6	⧺	2- 8
8160	The Vigilante (15 Chapters)	5-22	+	5-24

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	FITZPATRICK TRAVELTALKS (Technicolor)			
T-713	Land of Mayas (9)	1-26		....
T-714	Glimpses of Guatemala (8)	2- 9	+	2-16
T-715	Visiting Vera Cruz (10)	3-16	⧺	2- 9
T-716	The Mission Trail (10)	4-13		....
T-717	Looking at London (10)	6- 1	+	6- 1
T-718	Over the Seas to Belfast (9)	8-31		....
T-811	Glimpses of California (9)	10-26	+	4-19
T-812	Calling on Costa Rica (10)	3-15	+	3-29
T-813	Around the World in California (9)	5-17		....
	MINIATURES			
M-783	Musical Masterpieces (10)	4-20	⧺	4- 6
M-784	Bikini—The Atom Island (10)	6-15	+	6-15
	NEWS OF THE DAY (Released Twice Weekly)			
	SPECIALS			
A-702	Purity Squad (20)	11- 3	⧺	10- 3
A-703	Traffic With the Devil (17)	8-31	⧺	9-14
A-801	Luckiest Guy in the World (21)	1-25	±	2- 1
	TECHNICOLOR CARTOONS			
W-734	Lonesome Lenny (8)	3- 9	+	4- 6
W-737	The Hick Chick (7)	6-15		....
W-739	Northwest Hounded Police (8)	8- 3		....
W-831	Henpecked Hoboes (7)	10-26	⧺	4-19
W-834	Hound Hunters (7)	4-12	⧺	5-10
	TOM & JERRY CARTOONS (Technicolor)			
W-735	Springtime for Thomas (9)	3-30	+	4-13
W-736	The Milky Waif (7)	5-18	+	7- 1
W-738	Trap Happy (7)	6-29		....
W-740	Solid Serenade (8)	8-31		....
W-832	Cat Fishin' (8)	2-22	⧺	4-19
W-833	Part Time Pal (8)	3-15	⧺	5- 3
W-835	Cat Concerto (7)	4-26	⧺	5-10
	PASSING PARADE			
K-775	Magic on a Stick (10)	1- 9	⧺	2-16
K-776	Our Old Car (10)	5-11	⧺	4- 6
K-871	A Really Important Person (10)	1-11	±	3-15
	PETE SMITH SPECIALTIES			
S-757	Fala at Hyde Park (9)	1-19	⧺	1-26
S-758	Studio Visit (10)	5-11	+	7- 1
S-759	Equestrian Quiz (10)	5-18	⧺	7- 1
S-760	Treasures From Trash (10)	6- 8	±	6- 1
S-851	Football Thrills No. 9 (9)	9- 7		....
S-852	Sure Cures (9)	11- 2		....
S-853	I Love My Husband But (9)	12- 7		....
S-854	Playing by Ear (10)	12-28	⧺	1-25
S-855	Athletiquiz (9)	1-11	+	4-19
S-856	Diamond Demon (9)	2- 1	±	2-22
S-857	Early Sports Quiz (9)	3- 1	⧺	4- 5
S-858	I Love My Wife But (9)	4-15	⧺	4-12
S-859	Neighbor Pests (9)	5- 3	±	4-26

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	GEORGE PAL PUPPETOONS (Technicolor)			
U5-4	Together in the Weather (7)	5-24	⧺	6- 8
U5-5	Jasper's Derby (8)	9-20	⧺	5-18
U5-6	John Henry and the Inky Poo (7)	9- 6		....
U5-7	Jasper in a Jam (7)	10-18	⧺	12-14
U5-8	Shoe Shine Jasper (7)	2-28	+	2-15
U6-1	Wilbur the Lion (10)	4-18	+	5-17
U6-2	Tubby the Tuba (10)	7-11		....
	GRANTLAND RICE SPORTLIGHTS			
R5- 8	Riding the Hickories (9)	5-17	+	7- 1
R5- 9	Birds Make Sport (9)	6-21	+	6-29
R5-10	Feminine Class (10)	7-19	+	7-20
R6- 1	Race Horses Are Born (9)	10- 4	±	10- 5
R6- 2	Dive Hi Champs (10)	10-11	⧺	12-14
R6- 3	Queens of the Court (10)	11-15	+	1-18
R6- 4	Like Father, Like Son (10)	12-13	⧺	5-17
R6- 5	Jumping Jacks (9½)	1-10	+	5-24
R6- 6	Selling the Sun (10)	1-31		....
R6- 7	Under White Sails (9)	2-28	⧺	5-17
R6- 8	Iced Lightning (10)	4-18		....
R6- 9	Making the Varsity (10)	6-13		....
R6-10	Running the Hounds (10)	7-18		....
	LITTLE LULU (Technicolor)			
D5-3	Bored of Education (7)	7-26	±	5-18
D5-4	Chick and Double Chick (6)	8-16	±	7-27
D5-5	Musica-Lulu (7)	1-24	⧺	2- 1
D5-6	Scout With the Gout (7)	3- 7	±	3-15
D6-1	Loose in the Caboose (8)	5-23	⧺	5-10
D6-2	Cad and Caddie (7)	7-18		....
	MUSICAL PARADES (Technicolor)			
FF5-3	College Queen (19)	5-17	±	5-25
FF5-4	Tale of Two Cafes (18)	7- 5	+	7- 1
FF5-5	Double Rhythm (20)	8-23	+	7-20
FF5-6	Golden Slippers (17)	12-13	±	12-13
FF6-1	Sweet and Low (19)	3-28	±	4- 5
FF6-2	Champagne for Two (20)	6-13		....
	NOVELTOON (Technicolor)			
P5-2	Cheese Burglar (7)	5-17	+	4-13
P5-3	Old MacDonald Had a Farm (7)	6- 7	+	5-18
P5-4	Sheep Shape (7)	6-28	⧺	7- 1
P5-5	Goal Rush (6)	9-27		....
P5-6	Sudden Fried Chicken (7)	10-18	+	12-28
P6-1	Spree for All (7)	10-18	+	10-26
P6-2	Stupidstitious Cat (7)	4-25	±	5-10
P6-3	The Enchanted Square (10)	5- 9	⧺	5- 3
P6-4	Madhattan Island (..)	6-27		....
	PACEMAKERS			
K6-1	Brooklyn, I Love You (10)	10- 4	⧺	11- 2
K6-2	Love in Tune (9½)	10-25	⧺	11- 9
K6-3	Radio, Take It Away (11)	1-31	⧺	4-19
K6-4	Try and Catch Me (9)	2-14	+	5-10
K6-5	Brains Can Be Beautiful (9)	5-30		....
	PARAMOUNT NEWS (Released Twice Weekly)			
	POPEYE CARTOONS (Technicolor)			
E5-3	Klondike Casanova (8)	5-31	+	5-25
E5-4	Peep in the Deep (7)	6- 7	⧺	7- 1
E5-5	Rocket to Mars (6)	8- 9	+	6-29
E5-6	Rodeo Romeo (6)	8-16	+	7-20
E5-7	The Fistic Mystic (6)	2- 7	⧺	11-30
E5-8	The Island Fling (7)	3-14	⧺	12-21
E6-1	Abusement Park (7)	4-25	⧺	5- 3
E6-2	I'll Be Ski-ing Ya (8)	6-13		....
	POPULAR SCIENCE (Color)			
J5-5	No. 5 (10)	6-21	+	6-29
J5-6	No. 6 (10)	8-16		....
J6-1	No. 1 (11)	11- 1	⧺	12- 7
J6-2	The Sponge Divers (11)	1-17	±	4-19
J6-3	Air-Borne Pastures (11)	2-28	±	5-17
J6-4	Marine Miracles (10)	4- 4	±	5-24
J6-5	Moon Rockets (10)	6- 6		....
	SPEAKING OF ANIMALS			
Y5-5	The Lonesome Stranger (10)	6-14	+	6-29
Y5-6	Be Kind to Animals (10)	8-30		....
Y6-1	Stork Crazy (10)	10-18	±	1- 4
Y6-2	Pooch Parade (10)	12-27	+	3-22
Y6-3	In Country Life (9)	2-21	+	4-19
Y6-4	They're Not So Dumb (8)	3-28	+	5- 3
Y6-5	In Love (10)	5-30		....
	TWO-REEL SPECIAL			
T5-2	Don't Be a Sucker (18)	7- 4	⧺	5-11
	37 Two Decades of History (22½)	1- 4		....
	UNUSUAL OCCUPATIONS (Color)			
L5-4	No. 4 (10)	5-24	+	4-13
L5-5	No. 5 (10)	7-12	+	6-29
L5-6	No. 6 (10)	8-30		....
L6-1	No. 1 (10)	12-13	⧺	11-23
L6-2	Swedish Glass Makers (10)	2-14	+	5-24
L6-3	G.I. Hobbies (11)	3-14	+	3-29
L6-4	The Stunt Girl (10)	5- 2		....

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	DISNEY CARTOONS (Technicolor)			
64,106	Squatter's Rights (7)	6- 7	+	6-15
64,107	Donald's Double Trouble (7)	6-28	⧺	7- 6
64,108	The Purloined Pup (7)	7-19	+	8-17
64,109	Wet Paint (7)	8- 9	+	9-17
64,110	Dumb Bell of the Yukon (7)	8-30	+	5-25
64,111	Lighthouse Keeping (7)	9-20	+	1-25
64,112	Bath Day (7)	10-11		....
64,113	Frank Duck Brings 'Em Back Alive (7)	11- 1	±	7-27
64,114	Double Dribble (7)	11-29	±	11-23
64,115	Pluto's Housewarming (7)	12-20	+	2-15
64,116	Rescue Dog (7)	3-21	⧺	4-19
64,117	Straight Shooters (6)	4-18	+	5-17
64,118	Sleepy Time Donald (7)	5- 9	±	4-19
74,101	Figaro and Frankie (7)	5-30		....
74,102	Clown of the Jungle (7)	6-20	±	5-10
	EDGAR KENNEDY COMEDIES			
63,404	Wall Street Blues (17)	7-12	±	7-27
63,405	Motor Maniacs (18)	7-20	±	9-17
63,406	Noisy Neighbors (18)	9-20	+	10-12
73,401	I'll Build It Myself (15)	10-18	+	10-12
73,402	Do Or Diet (18)	2-10	±	4- 5
73,403	Social Terrors (18)	4-11		....
	RAY WHITLEY WESTERN MUSICALS			
73,501	Bar Buckaroos (16)	9- 6	±	11- 9
73,502	Cupid Rides the Range (18)	10-11		....
73,503	Bandits and Ballads (17)	11-15	±	11-16
73,504	Buckaroo Broadcast (18)	12-20	+	1- 4
	SPECIAL			
73,901	Football Highlights of 1946 (18)	12-10	+	12-21
	FLICKER FLASHBACKS			
74,201	No. 1 (9)	9-13		....
74,202	No. 2 (9)	10-25		....
74,203	No. 3 (8)	12- 6		....
74,204	No. 4 (10)	1-17	±	4-19
74,205	No. 5 (8)	2-28	±	4-19
74,206	No. 6 (9)	4-11	±	5-10
	HEADLINER REVIVALS			
53,201	Songs of the Colleges (15)	9- 8		....
63,201	The Derby Decade (22)	9-21		....
63,202	Russian Dressing (18)	11-23	∓	12-29
63,203	Twenty Girls and a Band (18)	1-18	+	2- 2
63,204	Sea Melody (19)	3-15	∓	4-13
63,205	Follow That Music (18)	1-31	±	2- 8
	LEON ERROL COMEDIES			
63,705	I'll Take Milk (18)	7-19	+	7-27
63,706	Follow That Blonde (18)	9-27	±	9-28
73,701	Borrowed Blonde (15)	3- 7	−	3-22
73,702	Wife Tames Wolf (17)	3-28	±	4-12
	MUSICAL FEATURETTES			
73,201	Melody Time (18)	11-29	+	12-28
73,202	Follow That Music (18)	1-31		....
	PATHE NEWS (Released Twice Weekly)			
	PATHE SPORTSCOPE			
64,310	Aqua Queens (8)	5-17	+	6-15
64,311	Ben Hogan (8)	6-14	+	7- 6
64,312	Palmetto Quail (8)	7-12	+	8-24
64,313	Steeplechasers (8)	7-31	±	12- 7
74,301	Skating Lady (8)	8-30	⧺	10-26
74,302	Hail Notre Dame (8)	10-18	±	12-28
74,303	Bowling Fever (9)	11-22	±	11-30
74,304	Kentucky Basketeers (8)	1-13	⧺	1-11
74,305	College Climbers (8)	1-10	±	4-19
74,306	Ski Champion (8)	1-10	⧺	5-10
74,307	Ice Skippers (8)	3- 7	+	5-17
74,308	Wild Turkey (8)	4- 4	±	5-24
74,309	Racing Sleuth (8)	5- 9		....
	THIS IS AMERICA			
63,108	Panama (16)	5-31	±	6-15
63,109	Port of New York (16)	6-28	⧺	7- 6
63,110	Courtship to Courthouse (16)	7-19	+	8-17
63,111	Highway Mania (17)	8-23	⧺	9-17
63,112	White House (17)	9-20	+	10- 5
63,113	Northern Rampart (17)	10-17	⧺	11- 2
73,101	Beauty for Sale (17)	11-22	+	11-16
73,102	Germany Today (16)	12-13	⧺	12-21
73,103	A Nation Is Born (17)	1-17	+	2- 1
73,104	Campus Boom (16)	2- 7	⧺	3- 8
73,105	San Francisco (16)	3- 7	⧺	3-15
73,106	Forgotten Island (18)	4- 4	⧺	4-26
73,107	Big Party (18)	5- 2	+	5-17

20th Century-Fox

Prod. No.	Title	Rel. Date	Rating	Rev'd.
DRIBBLE PUSS PARADE				
6902	Muscle Maulers (8)	5-31		....
7901	Monkey-Tone News (9)	1-17		....
7951	Fisherman's Nightmare (8)	5- 2	+	2-22
MOVIETONE NEWS (Released Twice Weekly)				
MARCH OF TIME				
Vol. 12, No. 9	Wanted—More Homes! (20)	4-19	‡	4-20
Vol. 12, No. 10	Tomorrow's Mexico (20)	5-17	‡	5-18
Vol. 12, No. 11	Problem Drinkers (19)	6-14	‡	6-15
Vol. 12, No. 12	The New France (19)	7-12	‡	7-20
Vol. 12, No. 13	Atomic Power (19)	8- 9	+	8-10
Vol. 13, No. 1	Is Everybody Happy? (17½)	9- 6		....
Vol. 13, No. 2	World Food Problem (17)	10- 4	+	10-12
Vol. 13, No. 3	The Soviet's Neighbor (17¾)	11- 1	+	11- 2
Vol. 13, No. 4	The American Cop (18)	11-29	‡	11-30
Vol. 13, No. 5	Nobody's Children (17)	12-27	‡	12-28
Vol. 13, No. 6	Germany—Handle With Care (19)	1-24	+	1-25
Vol. 13, No. 7	Fashion Means Business (18)	2-21	‡	2-22
Vol. 13, No. 8	The Teachers' Crisis (16½)	3-21	‡	3-22
Vol. 13, No. 9	Storm Over Britain (18)	4-18	‡	4-19
MOVIETONE ADVENTURES (Color)				
6259	Cradle of Liberty (8)	6-21		....
6260	Across the Great Divide (8)	7- 5		....
7251	Sons of Courage (8)	8- 2	+	10- 5
7252	Jamaica (8)	9-13		....
7253	Historic Capetown (8)	10-18		....
7254	Girl and Gags (8)	11-22	±	4-12
7201	Fantasy of Siam (8)	1- 3	+	1-18
7202	Royalty of the Range (9)	3- 7	+	4-19
7255	The Cape of Good Hope (8)	4-11	+	4-19
7256	Zululand (8)	6- 6	±	4-26
7257	Gardens of the Sea (..)	6-13		....
7258	Romance of the Fjords (..)	6-27		....
7203	Harvest of the Sea (9)	7- 4	+	5- 3
SPORTS				
7301	Football Fanfare (9)	8-23	+	9-14
7351	Winter Holiday (8)	9-27		....
7352	Summer Trails (8)	11- 8	±	5-10
7353	Playtime's Journey (8)	12-13	±	5-17
7302	Style of the Stars (10)	2- 7		....
7303	Tanbark Champions (8)	5-23	+	5-24
7304	Wings of the Wind (..)	7-25		....
TERRY-TOONS (Technicolor)				
6515	Mighty Mouse in Throwing the Bull (7)	5- 3	+	5- 4
6516	Mighty Mouse in the Trojan Horse (7)	7-26	+	6- 8
6517	Dinky Finds a Home (7)	6- 7	±	7-20
6518	Mighty Mouse in the Johnstown Flood (7)	6-28	+	6- 8
6519	Gandy Goose in Peacetime Football (7)	7-19	‡	6- 8
6520	Gandy Goose in the Golden Hen (7)	5-24	±	4-27
7501	Mighty Mouse in Winning the West (7)	8-16	+	10-19
7502	The Tortoise Wins Again (7)	8-30		....
7503	Mighty Mouse in the Electronic Mouse Trap (7)	9- 6	±	5-24
7504	Mighty Mouse in the Jail Break (7)	9-20	+	9-21
7505	The Snow Man (7)	10-11		....
7506	The Housing Problem (7)	10-25		....
7507	Mighty Mouse in the Crackpot King (7)	11-15		....
7508	Talking Magpies in the Uninvited Pests (7)	11-29	+	2-15
7509	Mighty Mouse and the Hep Cat (7)	12- 6	±	5-24
7510	Beanstalk Jack (7)	12-20	±	5-10
7511	Mighty Mouse in Crying Wolf (7)	1-10		....
7512	The Talking Magpies in McDougal's Rest Farm (7)	1-31	‡	4-19
7513	Mighty Mouse in Dead End Cats (7)	2-14		....
7514	The Talking Magpies in Happy Go Lucky (7)	2-28	±	5-10
7515	Gandy Goose in Mexican Baseball (7)	3-14	‡	5-24
7516	Mighty Mouse in Aladdin's Lamp (7)	3-28		....
7517	The Talking Magpies in Cat Trouble (7)	4-11	±	5-24
7518	Mighty Mouse in Sky Is Falling (7)	4-25		....
7519	Talking Magpies in the Intruder (7)	5- 9		....
7520	Mighty Mouse Meets Deadeye Dick (7)	5-30		....

Universal-International

Prod. No.	Title	Rel. Date	Rating	Rev'd.
ANSWER MAN SERIES				
2391	Answer Man No. 1 (10)	10-21	+	9-21
2392	No. 2 Nature's Atom Bomb (10)	12-30	+	1- 4
2393	No. 3 The Jungle Gangster (9)	3- 3	±	4-19
2394	No. 4 Red Fury (8)	3-24	±	5- 3
JUVENILE JURY SERIES				
2361	No. 1 (11)	12-16	+	2- 8
2362	No. 2 (10)	3-31	+	4-19
LANTZ CARTUNES (Technicolor)				
2321	Fair Weather Fiends (7)	11-18	‡	1-25
2322	Wacky Weed (7)	12-16	+	2-15
2323	Musical Moments (7)	2-24	‡	5- 3
2324	Smoked Hams (7)	4-28	±	5-10
2325	Coo-Coo Bird (7)	6- 9	±	5-17
2326	Overture to William Tell (7)	6-16		....
NAME BAND MUSICALS				
1308	Takin' the Breaks (15) Russ Morgan & Orch.	5-22	+	7- 1
1309	Banquet of Melody (15) Matty Malneck & Orch.	5-29	+	4-27
1310	Swingin' Down the Scale (15) Alvino Rey & Orch.	6-26	+	7- 1
1311	Breakin' It Down (15) Del Courtney & Orch.	8-28	+	8-17
2301	Frontier Frolic (15) Bob Wills & Orch.	10- 9	+	1- 4
2302	Champagne Music (15) Lawrence Welk & Orch.	11-20	‡	1-18
2303	Tumbleweed Tempos (16) Spade Cooley & Orch.	12- 4	±	2- 1
2304	Moonlight Melodies (15) Frankie Carle & Orch.	12-18	+	1-11
2305	Tex Beneke and the Glenn Miller Orch. (15)	3-26	‡	4-19
2306	Melody Maestro (15)	4- 2		....
2307	Tommy Tucker & Orch. (15)	4- 9		....
2308	Charlie Barnet & Orch. (15)	4-16	+	5-24
2309	Charlie Spivak & Orch. (15)	5-14	‡	5-17
2310	Jitterumba (15)	6-25		....
PERSON-ODDITIES (Now Classified as VARIETY VIEWS)				
SING AND BE HAPPY SERIES				
2381	Bit of Blarney (10)	9-30	+	10-26
2382	The Singing Barbers (9)	2-17	+	2-22
2383	Let's Sing a College Song (10)	4-14		....
2384	Let's Sing a Western Song (10)	5-19	+	5-17
SPECIAL FEATURETTES (2 REELS)				
1201	Tiny Terrors of the Timberlands (20)	6-26	‡	4- 6
UNIVERSAL NEWS (Released Twice Weekly)				
VARIETY VIEWS				
1349	Dog of the Seven Seas (9)	6-17	+	7- 6
1350	Magic Mineral (9)	7- 1	+	6- 1
1351	Mr. Chimp at Home (9)	8-12	±	7- 6
1352	Operation Holiday (9)	8-26	‡	10- 5
1353	Mr. Chimp to the Rescue (9)	8-26	±	11- 9
1354	Mr. Chimp on Vacation (10)	8-26	±	9-28
2341	Bear Facts (9)	2-24	+	4-19
2342	Pelican Pranks (9)	2-24	±	4-26
2343	Wild West Chimp (9)	3-17	±	5- 3
2344	Rhumba Holiday (9)	4-21	+	5-10
(Formerly PERSON-ODDITIES)				
1369	Scientifically Stung (9)	6-10	+	7- 1
1370	Lone Star Padre (9)	6-17		....
1371	Artist's Antics (9)	6-24	+	7- 6
1372	Picture Pioneer (9)	7- 1	+	7- 6
1373	Hobo Hound (9)	8-19	+	9-28
1374	Sampson Junior (9)	8-19	±	10-19
1375	Rural Rhapsody (9)	8-26	±	10-26
SERIALS				
1781-1793	The Scarlet Horseman (13 Chapters)	1-22	‡	2-16
1881-1893	Lost City of the Jungle (13 Chapters)	4-23	±	4-27
2581-2593	Mysterious Mr. M... (13 Chapters)	7-23	+	8-10

Warner Bros.

Prod. No.	Title	Rel. Date	Rating	Rev'd.
BLUE RIBBON HIT PARADE (Technicolor)				
2312	Robin Hood Makes Good (7)	7- 6	+	8- 3
2313	Little Red Walking Hood (7)	8-17	±	9-14
3301	Fox Pop (7)	9-28	‡	10- 5
3302	Wacky Worm (7)	10-12	+	11- 9
3303	You're an Education (7)	10-26	+	11-16
3304	Have You Got Any Castles (7)	2- 1	‡	5- 3
3305	Pigs Is Pigs (7)	2-22	+	4-19
3306	Cat's Tale (7)	3-29	+	5-10
3307	Goofy Groceries (7)	4-19	+	5-17
3308	Doggone Modern (7)	6-14		....
BUGS BUNNY SPECIALS (Technicolor)				
2722	Acrobatty Bunny (7)	6-29	+	6-22
2723	Racketeer Rabbit (7)	9-14	‡	9-21
2724	Big Snooze (7)	10- 5	+	12-28
2725	Rhapsody Rabbit (7)	11- 9	‡	1- 4
2726	Hare Grows in Manhattan (7)	3-22		....
3719	Easter Yeggs (7)	6-28		....
FEATURETTES				
3101	Okay for Sound (20)	9- 7	‡	7-20
3102	Minstrel Days (20)	11-30	‡	11-23
3103	Alice in Movieland (20)	12-21		....
3104	Dog in the Orchard (20)	1-11	‡	3-29
3105	Keystone Hotel (20)	2- 8	‡	4-12
3106	Remember When (20)	4- 5	+	5- 3
JOE McDOAKES COMEDIES				
3401	So You Want to Keep Your Hair (10)	12- 7	±	11-30
3402	So You Want to Play the Horses (10)	10- 5	‡	10-26
3403	So You Think You're a Nervous Wreck (10)	12-28	±	4- 5
3404	So You're Going to Be a Father (10)	5-10		....
3405	So You Want to Be in Pictures (10)	6- 7		....
MELODY MASTERS				
2609	Musical Memories (10)	7- 6		....
2610	Enric Madriguera & Orch. (10)	8-10	±	8-24
3601	Desi Arnaz & Band (10)	10-12	‡	5-24
3602	Melody of Youth (10)	12-14	‡	4-19
3603	Big Time Revue (10)	1-25	+	3- 8
3604	Stan Kenton & Orch. (10)	2-22	±	4-19
3605	Vaudeville Revue (10)	4-12	±	5- 3
MERRIE MELODIES (Technicolor)				
2703	Eager Beaver (7)	7-13	±	8- 3
2704	Great Piggy Bank Robbery (7)	7-20	+	8-10
2705	Bacall to Arms (7)	8- 3	±	8-24
2706	Of Thee I Sting (7)	8-17	+	8-31
2707	Walky Talky Hawky (7)	8-31	‡	9-14
2708	Fair and Wormer (7)	9-28		....
2709	Mousmerized Cat (7)	10-19	‡	12-21
2710	Mouse Menace (7)	11- 2	±	12-14
2711	Roughly Squeaking (7)	11-23	±	4-19
2712	One Meat Brawl (7)	1-18	±	5-10
2713	Goofy Gophers (7)	1-25	‡	5-10
2714	Gay Anties (7)	2-15	±	4-19
2715	Scent-Imental Over You (7)	3- 8	+	5-17
2716	Birth of a Notion (7)	4-12	+	5-24
2717	Tweetie Pie (7)	5- 3		....
2718	Rabbit Transit (7)	5-10		....
2719	Hobo Bobo (7)	5-17		....
2720	Along Came Daffy (7)	6-14		....
SPECIALS (Technicolor)				
2007	Down Singapore Way (20)	7-20	±	8- 3
2806	Adventures in South America (10)	8-10	±	8-31
2008	Men of Tomorrow (20)	8-24	‡	7- 6
TWO-REEL SPECIALS (Technicolor)				
3001	Cinderella's Feller (20)	9-21	±	9-21
3002	The Last Bomb (20)	11- 2	±	9-21
3003	A Boy and His Dog (20)	4-26	‡	4-26
3004	Saddle Up (20)	3- 1	+	5- 3
3005	Song of a Nation (20)	5-31		....
SPORTS PARADE				
2511	Beach Days (10)	7-13		....
2512	Ranch in White (10)	8- 3	±	8-31
2513	Dominion of Sports (10)	8-31	±	8-31
3501	King of the Everglades (10)	9-14	±	9-28
3502	Lazy Hunter (10)	10-26	±	12- 7
3503	Battle of Champs (10)	1-18	±	5- 3
3504	American Sports Album (10)	3- 8	+	3-22
3505	Let's Go Swimming (10)	1- 4	±	4-19
3506	Arrow Magic (10)	3-22	±	5-10
3507	Harness Racing (10)	5- 3	+	5-17
3508	Flying Sportsmen in Jamaica (10)	5-24		....
3509	A Day at Hollywood Park (10)	6- 7		....
3510	Tennis Town (10)	6-21		....
TECHNICOLOR ADVENTURES				
3801	Star Spangled City (10)	10-19	‡	11- 2
3802	Rubber River (10)	11-16	±	12-14
3803	Kingdom of the Wild (10)	3-15	+	4-19
3804	Circus Horse (10)	6-28		....

Miscellaneous

Republic

SERIALS

584	The Crimson Ghost (12 Chapters)	10-26		....
691	Son of Zorro (13 Chapters)	1-18		....
692	Jungle Girl (rerelease) (15 Chapters)	4-19		....
	Jesse James Rides Again (13 Chapters)	3-21		....
	The Black Widow (13 Chapters)	6-10		....
	G-Men Never Forget (13 Chapters)			....

United Artists

DAFFY DITTIES

...◎	The Lady Said No (8)	4-26	‡	4-27
...◎	Choo Choo Amigo (8)	7- 5	‡	7-20
...◎	Pepito's Serenade (10)	8-16	‡	9-14

LOEW MUSICOLOR

...◎	Toccata and Fugue (10)	10-15	‡	10-19

THE WORLD TODAY

...	Wonder Eye (10)	516	‡	5-17

IN THE NEWSREELS

Movietone News, No. 76: Variety clubs honor James Byrnes for peace efforts; news flashes—new commercial air records; Winchell spurs cancer drive; woman rescues boy from drowning and finds that he is her son; chimps of St. Louis ride like wind in wild west show; golf fans thrilled by tournament of celebrities.

News of the Day, No. 274: Fleets of super forts invade N. Y.; contest for home aids Runyon cancer fund; Variety clubs honor J. Byrnes; new citizens welcomed at "I Am an American Day"; Paris schools make models toe the mark; sports; St. Louis zoo.

Paramount News, No. 77: Stunt pilot risks neck for new girl; slogan contest aids Runyon cancer fund; golf celebrities swing it; humanitarian award—Variety clubs honor J. Byrnes; "Operation Pacific" B29s raid N. Y.

Pathe News, No. 79: B29 fleet over N. Y.; Memphis cotton carnival; Byrnes gets Variety award; labor protests parade; Australia's banana crop; celebrities golf tournament.

Universal News, No. 40: Presentation of Variety Club award; thousands celebrate "I Am an American Day" in N. Y. C.; cotton festival in Memphis; spectacular Spanish fiesta in Valencia; chimps stage circus jamboree at St. Louis zoo; celebrities play golf in Washington to aid youths; traditional festival in Holland, Mich., during tulip time.

●

Movietone News, No. 77: Film highlights of world news—England, royal family attends luncheon; duke and duchess of Windsor visit England; Chicago—two largest steel plants in world invite people to open house; children of circus performers learn the ropes early; Florida mermaids compete for title, but underwater; sports.

News of the Day, No. 275: Labor peace brings boom in nation's steel industry; U.S. fleet holds open house for visitors in Alexandria; lighter side of Soviet life revealed in latest films; circus school for kids; queen of mermaids crowned in underwater beauty pageant; something new in baseball; Italy's oldest horse race.

Paramount News, No. 78: Baseball blasts backstop; furs for all—m'lady looks ahead; attention, philatelists! 100 million dollar stamp show; news from the deep; France's great power project.

Pathe News, No. 80: Duke and duchess in England; Fifth avenue torch light parade; fair marks Europe comeback; collective farms in Russia; glass backstop protects fans; U.S. wins Walker cup in golf; school for circus children.

Universal News, No. 41: Twenty-six dead in Rome studio fire; Marta Thoren, Swedish dramatic star arrives in U.S.; duke and duchess visit England; Gandhi conducts prayer meeting in India; circus tots learn acrobatics in Newark, N. J.; Florida stages underwater bathing beauty contest; glass baseball backstop demonstrated in San Francisco; 2½-year-old braves knife tossing in mother's knife-throwing act; U.S. wins Walker cup in St. Andrews, Scotland.

●

All American News, Vol. 5, No. 240: Memphis turns out to honor the daddy of the blues; Townsend report; research marches on; ex-politico honored; recreation in Africa; FBI Agent James Amos.

SHORTS REVIEWS

Opinions on the Current Short Subjects

Two Jills and a Jack

Col **(All-Star Comedy)** **18 Mins.**

Fair. A routine slapstick job with Andy Clyde handling the main role. The story revolves around a marital mixup. Clyde thinks his girl friend has married his best friend. The best friend thinks Clyde is fooling around with his wife, and he tries to kill Clyde. Murder is averted and friendship preserved when the girl friend and the wife convince both men they have been faithful.

Wacky Quacky

Col **(Color Phantasy)** **6 Mins.**

Good. This story of a hunter and the duck is good for a few laughs. The usual roles are reversed when Quacky grabs the hunter's gun and starts chasing him across the countryside. Recommended for all groups.

Iced Lightning

Para **(Sportlight)** **10 Mins.**

Exciting. Hockey as it is played by experts is a fast, bruising game, according to the thrilling action sequences in this reel. The film traces the development of hockey in Montreal, Can., and shows how youngsters are trained in the city's 144 rinks. Closing scenes feature a hair-raising game between the Montreal Canadiens and the Canadian Maple Leafs. Some of the arguments that break out in the course of the game are reminiscent of the free-for-alls at Ebbetts Field.

Selling the Sun

Para **(Grantland Rice Sportlight)** **10 Mins.**

Good. A glimpse at Florida's sun-soaked beaches and resorts, where glamour girls relax on the white sands or go through some lively beach routines, make this an especially timely short for the winter months. On the smooth firm surface of Daytona Beach, the unique sport of sand sailing shows "How to Get a Sun Tan at Forty Miles an Hour," and John Robert Powers, famous selector of models, judges some local beauties competing for the title of Florida's grapefruit queen.

Racing Sleuth

RKO **(Sportscope)** **8 Mins.**

Good. An interest-holding short which shows how the Thoroughbred Racing associations have taken an enlightened step to protect racing from the fixers, the thieves, the touts, the swindlers and the dopers who seek to infect it. Spencer J. Drayton, president of the protective bureau, was an FBI agent for 14 years and he and his crack agents swing into action as soon as they get wind of substitutions in important races. It will make America's racing fans think.

Mighty Mouse in Aladdin's Lamp

20th-Fox **(Terrytoon)** **7 Mins.**

Excellent. Mighty Mouse, defender of unfortunate rodents, saves an Arabian princess from the arms of a ruthless cat, in a highly imaginative adventure. The princess is unhappy with all the riches her father, Sultan Aladdin, can provide and dreams of marrying Mighty Mouse. When the cat steals her from the palace the super-mouse takes to the air and brings her safely home. As the reel closes Mighty Mouse and the beautiful princess clinch.

CORRECTION

A review of the musical short, "Desi Arnaz and His Orchestra," appeared in the May 24 issue as a U-I Name Band release. Instead, it is one of the Melody Master series, released by Warner Bros.

Mighty Mouse in the Crackpot King

20th-Fox **(Terrytoon)** **7 Mins.**

Good. Mighty Mouse rescues a fair damsel from the arms of the Crackpot King (who sounds very much like Hugh Herbert), after she has been kidnaped by the sorceror and is about to be married to the king. Loyal friends of the girl are driven back by the magic of the sorcerer, but Mighty Mouse bests him in a lively duel.

Mighty Mouse in Crying Wolf

20th-Fox **(Terrytoon)** **7 Mins.**

Good. A quaint little fable in Technicolor about the one black sheep in an otherwise dutiful flock. Little Blackie scares the faithful, but slow-thinking sheep dog by his trick of shouting, "Wolf, Wolf!" but when a real wolf appears the little sheep appears doomed. Just as he seems ready for the wolf's chopping block, the little white sheep pray for aid from Mighty Mouse, who appears from the skies and vanquishes all the menacing wolves.

Style of the Stars

20th-Fox **(Movietone Sports Review)** **10 Mins.**

Good. Of special interest to sports enthusiasts is this three-part short showing, first, some splendid close-ups of the stance, style and green shots of Patty Berg, Babe Didrikson and other top women golfers. Next, the American League's baseball stars are shown in action during an all-star game and then five swimming and diving queens, Anne Curtis, Suzanne Zimmerman, Nancy Merki, Zoe Ann Olsen and Vicki Draves, show off their fine form in the championships at Shakamak state park in Indiana.

Melody Maestro

U-I **(Name Band Musical)** **15 Mins.**

Good. Skinnay Ennis and his orchestra will be familiar to millions of Bob Hope radio fans. Ennis was with the Hope program for five years, handling vocal and orchestral chores. This short features Carmene and Mildred Law, along with the Ennis combination. The selections include "I Don't Know Why I Love You Like I Do," sung by Ennis and Carmene; "I'm Looking for a Girl Like You," as a dance accompaniment for Miss Law, and "All That Glitters Is Not Gold," sung by Carmene.

Overture to William Tell

U-I **(Walt Lantz Cartune)** **7 Mins.**

Very good. One of the bright spots on the musical cartoon horizon. Clever situations and effective art work put this short across. The animal orchestra and its leader, Sir Wally Walrus, go to town with the "Overture to William Tell." The "musicians" complete their assignment despite a flood and a destructive horse fly.

Flying Sportsman in Jamaica

WB **(Sports Parade)** **10 Mins.**

Entertaining. Beautiful Technicolor shots of the lush vegetation and scenery in Jamaica add to the appeal of this latest Sports Parade release. The camera follows an airliner to Jamaica, where various sports activities are enthusiastically pursued by the natives. The film shows cricket, baseball, golfing, soccer, field hockey, basketball, polo, fishing, rafting, motor and sail boating and swimming in a setting of blue skies and towering mountains.

Hobo Bobo

WB **Merrie Melodies** **7 Mins.**

Excellent. A whimsical tale of a baby elephant who realizes his ambition to join a circus in America is highly amusing. Bobo tires of toting logs with his trunk in India. In order to stow away on a U.S. bound ship he paints himself pink. He is studiously avoided by the passengers who believe he is a product of delirium tremens. When he reaches land a passing department of sanitation truck washes the pink paint from his body. Bobo is trapped and committed to hard labor in the circus, where he serves as bat boy for the elephant baseball team. His final comment is: "Bat boy, schmat boy, I'm still carrying logs."

Rabbit Transit

WB **(Bugs Bunny Special)** **7 Mins.**

Very good. The carrot-munching rabbit challenges Cecil Turtle to a race in an attempt to offset the bad publicity in the old fable of the race between the tortoise and the hare. The turtle is no slouch—he has jet propulsion equipment installed in his shell. Bugs wins the race, but the turtle has him arrested for speeding.

The Song of a Nation

WB **(Technicolor Special)** **20 Mins.**

Fair. The story of the birth of our national anthem should appeal primarily to younger audiences. Donald Woods plays Francis Scott Key. The introduction of a lovers' spat between Woods and his wife detracts from the patriotic theme. Because of the picture's historic background tieups with local elementary schools may be made to boost matinee attendance. Claire Dodd plays the wife. She sings a sentimental ballad.

So You're Going to Be a Father

WB **(Joe McDoakes Comedy)** **10 Mins.**

Fair. Joe McDoakes takes the news of impending fatherhood with considerable apprehension. The film dwells at length on the mental tortures he endures while waiting for the "little visitor" to arrive. He takes the usual courses on baby care. Sixteen years are passed over and the audience is given a glimpse of McDoakes' child, a gum-chewing, jitterbugging girl.

The Toy That Grew Up

A. F. Films, N. Y. C. **20 Mins.**

(Animated Cartoons)

Very good. Produced in France, but with English narration which explains the very early history of animated pictures from the days of the lantern slides, this is both informative and entertaining. The dreams of Plateau, a Belgian physicist who developed a crude machine to animate static drawings, and Emile Reynaud, who made further scientific developments, led to the realization of today's animation studios. Available on both 35mm and 16mm.

The Biography of the Motion Picture Camera

A. F. Films, N. Y. C. **20 Mins.**

Very good. Another instructive and entertaining documentary film made in France, but with English narration and some stock shots of Thomas A. Edison and his early motion picture cameras. This is a film record of the crude, but successful, inventions by Marey, Edward Muybridge and Louis Lumiere which led up to Edison's great invention, the forerunner of the modern picture camera that opened up a new industry for the world. Available on both 35mm and 16mm.

The Unfaithful

F — Drama

Warner Bros. (623) — **111 Minutes** — **Rel. July 5, '47**

Timely as tomorrow's newspaper—and just as inflammable—is this problem play concerning a soldier's bride who, although sincerely in love with her husband, is unfaithful to him just once during the long, lonesome months of his absence overseas. Added to the inherent dramatic and emotional facets of such not uncommon situation is the self-defense slaying, by the wife, of the man of her indiscretion, and her subsequent trial on a murder charge. That expertly contrived story in itself should be sufficient to assure the film substantial patronage, most especially from the women customers. Considering, additionally, that the picture is strongly cast, lavishly mounted, delineated with walloping excellence and, above all, directed with consummate skill and understanding, it should finish on a majority of patrons' and critics' "must see" lists. Directed by Vincent Sherman.

Ann Sheridan, Lew Ayres, Zachary Scott, Eve Arden, Jerome Cowan, Steven Geray, John Hoyt, Peggy Knudsen.

Dear Ruth

A — Comedy

Paramount (4616) — **95 Minutes** — **Rel. July 18, '47**

An engaging farce-comedy which falls back on tried-and-true comic situations to get laughs. While the wartime correspondence romantic theme is not as fresh as when the play scored a two-year Broadway run, the story has the down-to-earth qualities that average audiences best appreciate. Neighborhood patrons will howl at the slapstick antics while the title and cast names will insure good returns generally. The action is fast-moving and William D. Russell's direction keeps matters in a state of amusing confusion throughout. Joan Caulfield does nicely in the title role and Mona Freeman is convincing as a blase teen-ager, but Billy De Wolfe's uproarious portrayal of a stuffy, straight-laced suitor captures most of the acting honors. A small-town teen-ager starts a mixup by writing loving letters to a lieutenant and signing her sister Ruth's name.

Joan Caulfield, William Holden, Mona Freeman, Edward Arnold, Billy De Wolfe, Mary Philips, Kenny O'Morrison.

Bells of San Angelo

F — Western

Republic (642) — **78 Minutes** — **Rel. Apr. 15, '47**

Through the past several seasons, Roy Rogers' pictures have assayed several cuts above average program gallopers without quite attaining that category so fondly described within the trade as super-westerns. This entry boosts the tried-and-proven series one notch closer to such designation. Added to the music, action and wholesomeness that are basic in all Rogers starrers are several additional assets, most mentionable of which are richer production values, a new-twist comedy sequence and Trucolor photography, which reveals some slight improvement over earlier demonstrations. Also noteworthy is the initial appearance of Andy Devine as Roy's mirth-contributing saddle pal, replacing "Gabby" Hayes. Whether the fans will consider this switch in casting an improvement will be dependent upon individual tastes in humor. Directed by William Witney.

Roy Rogers, Dale Evans, Andy Devine, John McGuire, Olaf Hytten, David Sharpe, Fritz Leiber, Hank Patterson.

The Great Betrayal

F — Documentary

Screencraft Pictures — **73 Minutes** — **Rel. June 4, '47**

With Palestine in the headlines, this documentary proves a timely report of the land and the people behind those headlines. It is a controversial film, one that makes no pretense of impartiality. As anti-British, pro-Jewish propaganda, the picture should go over well as a second feature in predominantly Jewish neighborhoods. Filmed mostly in Palestine, the production highlights the struggles of the modern Jewish pioneers to cultivate the arid soil covering most of the Holy Land. It also plays up cooperation between Jews and Arabs to make the country habitable. The film ends with shots of the British striving to keep Hitler's victims from entering their ancient homeland. William S. Gailmor, a radio commentator, handles the narration. Some of the effectiveness of the film is spoiled by arty photography, but the cameras manage to catch the spirit of Palestine's pioneers and the land. Released by Screencraft Pictures, Inc., of New York.

William S. Gailmor, Martin Blaine, Leslie Reade.

The Web

F — Crime Drama

Univ-Int'l (——) — **87 Minutes** — **Rel. ————**

As crisp, bright and exciting as a newly printed $1,000 bill is this suspenseful, lightning-paced story of crime, intrigue and torrid romance, presented in the modern, hard-boiled manner so effectively used in several preceding film hits of the past few years. In that category this latest entry need make way for none. The screenplay boasts several new angles which will hold audience interest at fever height from main title to fadeout. Dialog is brilliantly brittle and despite its leaning toward the sardonic is good for several well-placed laughs. With so much at their disposal, the members of a carefully selected cast couldn't miss delivering sterling performances. That the picture will be a solid scorer in all bookings seems inevitable. An excellent production and directing job, being the initial chores of Jerry Bresler and Michael Gordon, respectively, under the U-I banner.

Ella Raines, Edmond O'Brien, William Bendix, Vincent Price, John Abbott, Maria Palmer, Fritz Leiber.

Repeat Performance

A — Drama

Eagle-Lion (——) — **93 Minutes** — **Rel. May 22, '47**

An engrossing film with a novel and fantastic plot twist which sets it apart from the average romantic drama. It is the most ambitious production to date from Eagle-Lion and it has good production values, an outstanding musical score by George Antheil and a strong cast headed by Joan Leslie who gives an excellent performance in her first dramatic role. Louis Hayward and Tom Conway also have marquee draw and Richard Basehart makes his screen debut with a sensitive portrayal. If not seen from the beginning, the story will seem confusing, but Director Alfred Werker maintains audience interest right up to a somewhat implausible climax. The film starts with a New Year's eve tragedy. As the heroine prays to live the past year over, the story is unfolded in flashback style. Although she attempts to correct the past year's mistakes, destiny brings about the same results.

Joan Leslie, Louis Hayward, Richard Basehart, Virginia Field, Tom Conway, Natalie Schafer, Benay Venuta.

The Patient Vanishes

F — Mystery

Film Classics (——) — **78 Minutes** — **Rel. July '47**

A minor British detective thriller produced several years ago, this presents a younger and more romantic-looking James Mason as the chief reason for a belated American release. Bolstered by Mason's terrific marquee draw, the picture is bound to do good business generally. The title and its exciting and suspenseful climax make it ideal fare for the action houses. The star employs the velvet tones that have made him a favorite with women patrons and Frederick Valk and Mary Claire are excellent as a pair of heartless blackmailers. The story follows the pulp magazine pattern with shootings, kidnapings and torture scenes aplenty. A young private detective, son of a Scotland Yard inspector, horns in on one of his father's cases. He rescues a titled lady from a blackmailing gang and wins a handsome reward. Directed by Lawrence Huntington.

James Mason, Mary Clare, Frederick Valk, Margaret Vyner, Gordon McLeod, Barbara Everest, Brefni O'Rourke.

The Queen's Necklace

A — Drama

Siritzky International (——) — **105 Minutes** — **Rel. May 14, '47**

A brutal, sensational climax makes this otherwise rambling French film based on Alexandre Dumas' novel a memorable screen experience. It is best suited for audiences accustomed to the frankness of European product. But even they may get more than bargained for as they witness an amazingly realistic performance by Viviane Romance in the closing sequences of the picture. She may be familiar to patrons of French film for her sultry interpretation of "Carmen." In "The Queen's Necklace" she is a scheming aristocrat, caught and sentenced to be whipped and branded for stealing a diamond necklace intended for Queen Marie Antoinette of France. The audience is spared neither her blood-curdling screams, when she hears her sentence, nor the sight of lash and branding iron biting into her flesh, as sentence is carried out. English titles are inadequate. Marcel L'Herbier directed.

Viviane Romance, Marion Dorian, Maurice Escande, Jaques Dacqmine, Jean Hebey, Pieree Dux, Pierre Bertin.

EXPLOITIPS

Suggestions for Selling; Adlines for Newspaper and Programs

SELLING ANGLES: **"The Web"**

Have members of the local police force cast ballots to nominate their "ideal" from their own ranks. Winner would be recipient of prize you can promote plus being honored guest at your opening. Construct clue board in foyer. Have police department give a demonstration of crime detection in lobby. Mail postcards with message: "My last chance for life is murder . . . So I must kill again . . . Or hang!" Signed: "The Web." Round up a group of law students and have them comment on the theme: "When is a 'murderer' not a 'murderer.'"

CATCHLINES:

Hang on, Baby! . . . When You're Kissing Murder—It's Hard to Let Go . . . He's Got a Gun in His Hand—and Murder in His Mind! . . . He Can't Make Love With Bullets, Baby—and You Can't Kill a Guy With a Kiss!

It's That Ruthless, Reckless Tamer . . . With a Gun in His Hand . . . And a Penthouse Woman in His Mind! . . . He Was Framed Oftener Than Whistler's Mother.

SELLING ANGLES: **"Repeat Performance"**

Play up the novel story angle by stressing the fact that the picture must be seen from the beginning and cautioning patrons not to divulge the surprise ending. Sell Joan Leslie, in her first dramatic portrayal after a series of Warner Bros. comedies, and mention that Richard Basehart won the N. Y. drama critics' award for his performance in "The Hasty Heart." The title suggests tieups with local merchants using copy such as "Get Values Here This Week and Make a Repeat Performance Next Week."

CATCHLINES:

Please Don't Tell Your Friends the Surprise Ending to the Tale of the Girl Who Wanted to Live the Past Year Over Again . . . Destiny Doesn't Care About the Pattern—as Long as the Result Is the same . . . Love-Wrecked by the One Man She Cared About.

A New Year's Eve With Regret for the Past Year Instead of Hope for the New . . . She Won Fame and Fortune But Lost the Man She Loved.

SELLING ANGLES: **"The Patient Vanishes"**

The name James Mason on your theatre marquee will be enough to draw the crowds. Stress the fact that this is the first showing of "The Patient Vanishes" in America in contrast to other old Mason films now playing neighborhood spots. Use a cutout of Mason's romantic-appearing young detective contrasted with cutouts of him as the reckless bandit of "The Wicked Lady" and the scowling guardian of "The Seventh Veil."

CATCHLINES:

The Man You Love to Hate in One of His Most Adventurous and Romantic Portrayals . . . A Private Detective Outdoes Scotland Yard in Solving One of London's Most Baffling Cases . . . The Patient Vanishes but a Resourceful Sleuth Brings Her Back.

That Mason Man Goes Through Hell and High Water to Rescue the Vanished Titled Lady . . . Mick Cardby, David Hume's Famous Detective Character, Re-Created by England's Outstanding Star . . . It's Mason With His Magic Voice.

SELLING ANGLES: **"The Queen's Necklace"**

Since her recent appearance in "Carmen," Viviane Romance has been a hit with foreign-language audiences. Play her up with stills and lobby displays. The necklace she steals is the crux of the story; this angle lends itself to tieups with jewelry stores and counters. There also is a natural tieup with public libraries carrying copies of this Alexandre Dumas classic, or other works by the same author.

CATCHLINES:

Shockingly Sensational . . . Scenes You Will Never Forget . . . A Magnificent Performance by the Great Star of "Carmen" . . . Intrigue and Intimacies of Marie Antoinette's Court . . . Romance in the French Style.

A Beautiful Woman Meets an Unbelievable Fate . . . A Missing Necklace, Reckless Lovers, Tottering Empire . . . History's Greatest Impersonation Helped Bring On the World's Bloodiest Revolution.

SELLING ANGLES: **"The Unfaithful"**

On stage, and with a radio hookup if possible, hold a round-table discussion among civic leaders, domestic court and family relations authorities as to the best solution of the issue posed by the picture. The title lends itself to merchandising tieups, such as "A Suit from Finks Will Never Be Unfaithful to Your Appearance." An essay contest for the wives of ex-GIs on "should a soldier's wife tell" theme should attract interest.

CATCHLINES:

With an Emotional Wallop That Will Leave You Limp . . . Squarely Posing a Burning Issue Which Many a Returned Hero Was Made to Face . . . A Loving Wife Who Through the Long, Lonesome Months Committed One Indiscretion.

The Truth Would Cost Her Her Husband While a Lie Could Cost Her Life . . . So She Chose to Lie, Because of Her Great Love for a Man to Whom She Had Been Unfaithful.

SELLING ANGLES: **"Dear Ruth"**

The fame of the original stage play, which played on Broadway for two years, toured all the larger cities and also played abroad through the USO, will be the picture's strongest selling point. Joan Caulfield, William Holden and Edward Arnold are good marquee names, but also play up Billy De Wolfe, who scored in "Blue Skies" and is invariably greeted with roars of approval from audiences. Invite any engaged or married couples who met through wartime correspondence to appear on the stage of your theatre to receive prizes from local merchants.

CATCHLINES:

It's a Merry Mixup When Soldier Boy Finally Meets Girl—After 60 Overseas Letters . . . Broadway's Gayest Long-Run Comedy Becomes the Screen's Most Riotous Farce . . . They Planned to Get Married Before They Formally Met.

Kid Sister Promotes a Romance—and Pandemonium Breaks Loose . . . She Had to Choose Between a Handsome Soldier She Had Never Met and a Stuffy Suitor She Knew Too Well.

SELLING ANGLES: **"Bells of San Angelo"**

Have horseback riders carrying banner with picture billing and dressed as cowboys deliver the can of film to your theatre opening day. Have a trick roper in cowboy costume stage exhibition in front of theatre. Let him teach roping to members of the sidewalk audience. Silver mine angle suggests jewelry store tieup and display. Over public address system play western songs. String large cutout bells from marquee, each of which carries one letter of the film's title.

CATCHLINES:

Roy Rogers and Trigger Are Back Again—Matching Wits and Daring With Ruthless Outlaws . . . What Is the Mystery of the Deserted, Forgotten Spanish Mine Under the Border? . . . He Was a Fast-Riding . . . Fast-Punching . . . Fast-Shooting Border Investigator—With a Beautiful Gal on His Mind.

It Was an Old Latin Legend on the Silver Bells of the Church at San Angelo, But It Was the Key to the Spanish Mine as Well. She Was a Beauty . . . A Writer . . . And She Had Lots of Other Talents, Too.

SELLING ANGLES: **"The Great Betrayal"**

For months the newspapers have been filled with stories of Palestine. These stories are still being headlined on the front pages. Make up a lobby display of those pages containing reports of the Holy Land. Arrange tieups with local Jewish organizations to sponsor the film. They might be willing to hold and judge essay contests dealing with Palestine and the entire question of Jewish refugees. The winners would receive passes.

CATCHLINES:

Behind the Headlines of Palestine . . . The Dramatic Story of Modern Pioneers . . . You Will Discover the Real Reason Why Britain Fights for Palestine . . . See Why the Jews Are Driven to Terrorism.

Here is the Story Behind Tomorrow's Headlines . . . The Gripping Story of a Brave People . . . They Hold the Key to the Future of Britain's Empire . . . The Answer to the Miracle of Modern Palestine.

The Industry's Market for Purchase or Sale of Equipment, Theatres, Service

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CLEARING HOUSE

GENERAL EQUIPMENT—USED

Guaranteed Good—Surplus Sound Outfits—Reduced, Too! 16mm **RCA,** $149.50; Bell & Howell, Ampro, Victor, DeVry, $195 up; Amproarc HI $1,295. 35mm Holmes LI Arc Equipments, $1,295; DeVry HI theatre equipments, $2,495; rebuilt Super Simplex outfits with RCA Sound, $3,850. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

Latest Motiograph K Projector Mechanisms with changeover, rebuilt, $695; Brenkert, $795; Century, $595; Super Simplex, $650; ticket machines, 2 unit, hand operated, $99.50; 3 unit, $135; Brenkert 50A High Intensity Rectifiers, $99.75. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

Heavy Duty blowers, ball-bearing equipped, 15,000 cfm to 50,000 cfm. Air washers, all sizes. Hydraulic drives two and four speed motors and controls. Immediate delivery. Dealers wanted. National Engineering and Mfg. Co., 213 W. 19th St., Kansas City, Mo.

"As is" for sale, used theatre equipment: cooling, electric motors, projection, sound, popcorn machines. List furnished upon request. Malco Theatres, Inc., 207 Adams Ave., Memphis, Tenn.

35mm and 16mm Sound Films and 16mm Sound Machines and other equipment. Send stamps for listings. Mertz Film Service, Springfield, Ill.

Will trade 35mm Sound Film for 16mm film. What have you? Box 32, Springfield, Ill.

For Sale: Practically new pair of DeVry portable 35mm projectors, complete with amplifier and speaker. Price $1,000. Write to Lane Audio-Visual Co., Carroll, Iowa.

Three coin-operated 16mm movie machines (Panorams). Perfect working condition. Solo-vue or Open Screen. The 16mm RCA sound projector, running 6 PM speakers with continuous self-winding reel, worth more than price. Profitable sideline or ideal for advertising. $275 each. Plenty of film. P. O. Box 98, Gassaway, W. Va.

Complete booth equipment, including Simplex projectors, double channel Picturefone sound, screen and accessories. Bargain, $2,500. D. Grillo, 3547 East 147th St., Cleveland, Ohio. Phone LOngacre 3648.

Army Surplus: Late DeVry and Holmes projectors at bargain prices! Gold Seal 2 unit ticket machines, rebuilt, $175; General H2 unit, $90; many others; Golde ticket boxes, $12.50; Weaver changeovers, complete, $24.50; Simplex intermittents, $4.95; pair Brenkert Suprex lamphouses with Benwood-Linze rectifiers, excellent, $425. Star Cinema Supply, 459 West 46th St., New York City 19.

2 Holmes 35mm Projectors, Mazda lamps, 2,000 ft. reels, metal bases, sound, complete with speaker, monitor speaker and connections. Good condition, $775. Union Theatre, Uniontown, Ky.

Complete booth equipment, Simplex Projectors rear shutters, Universal Western Electric Sound, Brenkert Low Lamps, Rectifiers, $1,850 cash. Box 1639, **Columbus, Ga.**

Two completely rebuilt Simplex Mechanisms, rear shutters, and double bearing movements, $850. Box 1639, Columbus, Ga.

Complete Powers equipment, with sound, Peerless Low Lamps, Forest Rectifier, film cabinet and screen, all in good condition, $750. May be seen in operation. Alamo Theatre, New London, Iowa.

For Sale: Two Powers mechanisms, stands, magazines, lenses, soundheads, operadio amplifier, low intensity lamps, rectifiers, Jensen speaker. Excellent condition, $700 complete. Also pair Peerless High Intensity Arcs and Transformers, $400. Jimmy Barnes, 1123 Pennock Ave., Nashville, Tenn.

Pair 35mm Portable Projectors, Simplex Acme, RCA Sound. Sacrifice for $400. G. G. Coplan, 1333 N. E. Bayshore Place, Miami, Fla.

Complete booth equipment, less than 300 hours operation. Two DeVry Projectors Model XDC with 35mm Sound, Zipper Changeovers, sound and picture. Strong Lamps 40 amp. High Intensity. Strong Rectifiers 40 amp. D.C. Main Amplifier DeVry Model NDC, with Pre-Amplifiers and Lansing cellular horn speaker system. Wollensak Lenses, Series I, size 5½. Also spare parts cabinet, film cabinet "Sealtite" 10-reel unit, Neumade rewind, Griswo'd film splicer, Neumade rewind table. Includes all necessary wiring, conduit, switches. Inspection invited. $3,600 cash. Write or wire Roy Parnell, Malakoff, Tex.

For Sale: Like new, one pair completely rebuilt Simplex Projectors, very late type. Box 2747, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

For Sale: At a bargain. One pair Model XDC DeVry Projectors with sound. Several ticket machines and ticket changers. Box 2748, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

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Poster Cases—Stainless steel, 40x65 glass size, equipped with cold cathode tube illumination around entire case. Immediate delivery. All other sizes, delivery in 10 days. Literature upon request. Ben B. Poblocki & Sons, 2159 South Kinnickinnic Ave., Milwaukee 7, Wis.

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Drive-In Theatre Projection and sound equipment. Brand new; nothing else needed, $2,974. Theatre equipment $2,794, and $2,280, complete and installed. Ace Camera Supply, 116 N. Dargan, Florence, S. C.

Refrigeration: Two 25-ton U. S. Airco packaged units. Still in original crate. Immediate delivery. Al Hauetter, Bonner Springs, Kas.

STUDIO EQUIPMENT

BH Silenced Studio Single System Camera with galvanometer; rackover; 1,000 ft. magazine; 6 lenses and vertical viewfinder, $4,250; Cinemart Hollywood Recording outfit complete, $2,250; Eyemo Turret 3, lenses; rackover; magazine; freehed tripod; motor, etc., $1,395; Eyemo Bombspotter Cameras, $119.50 less lens; WE Dynamic Microphones, $39.50; new Bell & Howell 16mm Sound Printers, $3,250; 2,000 W Studio Spots, $67.50; New Mitchell 24V Motors, $295; new 35mm Film Phonograph, $795. Send for latest stocklist. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

THEATRE SEATING

200 Veneer Chairs, rebuilt, $3.95; 1,050 Heywood-Wakefield full upholstered back, boxspring cushion chairs, excellent, $4.95; (rebuilt $5.95); 340 General full upholstered back, boxspring cushion, rebuilt, $7.95. Wire for list. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

Several thousand used upholstered opera chairs on hand. We are headquarters for the cream of the used chair crop. We pick the lots that we think you will like. We furnish proper slope and sections desired to fit your theatre. Our many years experience in the seating business is your guarantee. Write for exact photo and price. We have parts for all makes of chairs. Also, leatherette 25x25 in. all colors, 55c ea. Good quality. Chicago Used Chair Mart, 829 So. State St., Chicago 5, Ill.

Fensin Chair maintenance headquarters has all parts and accessories for all chairs. Also upholstery fabrics and theatre chair supplies. Send us your sample for quotation. Repair service available right in your theatre also. Fensin Seating Co., 62 E. 13th St., Chicago 5, Ill.

1,200 Used Spring cushioned theatre chairs, $1.50 ea., and $3.50 ea., complete. Immediate delivery. Russell Chair, 2567 McClellan, Detroit, Mich. Phone LENox 3445.

Leatherette: Standard run, first quality, assorted colors, 50 to 54 in. wide, suitable for theatre seating, sold by yard or roll. All orders shipped within 24 hours. Leatherette Mart of Chicago, 1153 Belmont Ave., Chicago 13, Ill. Phone BUCkingham 0030.

Theatre Chairs, 3,000 used spring cushioned part full upholstered back and part insert panel back, with spring edge and box spring cushions, 1,000 veneer chairs, 800 good backs, 500 spring cushions and hinges. Write for prices and photographs. Immediate delivery, advise how many you need. We export chairs anywhere. Jesse Cole, 2565 McClellan Ave., Valley 2-3445, Detroit, Mich.

Sewn Delux seat covers and sewn slip covers, reversible type, for all brands seats. Fred's Theatre Service, Vina, Ala.

1,623 American Seats, late model, insert panel, spring edge cushions, immediate delivery. Also 255 late model American seats, full upholstered back, spring edge cushions, 8 months old. Also veneer chairs. Wire, write or phone, HARrison 4219. Ace Chair & Carpet, Inc., 1428 S. Wabash Ave., Chicago 5, Ill.

Why look all over the country for chair parts? Send your worn or broken parts to us. If in stock, quick service assured on backs, seats and brackets Original patented Patch-A-Seats available including one quart of coating, any color. The original Firmastone obtainable in 6 and 12 lb. boxes. We carry a complete line of leatherette. General Chair Co., 1308-22 Elston Ave., Chicago 22, Ill.

402 Boxspring cushions. 126 Matching Veneers, all 20 in. Heywood-Wakefield Chairs. Perfect condition. Available now. Best offer takes. Phone 1040 or Box 468, Clinton, Mo.

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Window Cards, 3-sheets, photo offset house programs, heralds, passes, etc. Cato Show Printing Co., Cato, New York, or Tribune Press, Fowler, Ind.

THEATRES FOR SALE

Only Drive-In theatre southern city 52,000. $500 weekly profit. $20,000 down. Box 2730, 825 Van Brunt Blvd., Kansas City 1, Mo.

Only theatre southern New Mexico town 2,500. New building, equipment. Perfect climate, $23,000 handles. Arthur Leak, 3422 Kinmore, Dallas, Tex.

West Texas city, 17,000. 450 cushion seats. De luxe booth, RCA high lamps; action policy; continuous. Neglected. $10,500. Terms. Arthur Leak, 3422 Kinmore, Dallas, Tex.

Southwest Oklahoma, thriving town 1,300. Four elevators, four gins. Large territory. 360 seats. Simplex. $11,500 down. Small home available. Illness. Arthur Leak, 3422 Kinmore, Dallas, Tex.

Texas town 1,000. New booth, sound, screen, air conditioning. Good return on investment. $3,500 down. Box 2744, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Only theatre, town slightly less than 1,000. Price less than year's gross. Excellent possibilities. Now clearing $500 monthly. Western Missouri. Box 2745, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Theatre for Sale: Building containing three business rooms, three modern apartments, 300-seat capacity theatre. Located in Ohio county seat town of over 40,000. For details write Trenton M. Bridge, Broker, 50½ No. Detroit St., Kenton, Ohio.

One of best small town theatres in state; doing good business; will stand rigid investigation; health only reason for selling. Box 2749, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Three theatres, latest equipment, one in county seat, one air conditioned. No competition, $125,000. Box 471, Summerville, S. C.

Will lease my theatre 30 days with option to buy. Box 2750, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

250 Seats, town 1,000, near Dallas, Tex. Simplex projectors, Ballantyne sound. Long lease. $5,000 down, balance terms. W. A. Shaw, 1931 Alabama, Dallas 16, Tex.

3 Small town, profitable theatre circuit. Buildings included in two; cheap lease rent ($15 per mo.) on third. All modern equipment and air conditioned, all upholstered chairs, Simplex mechanisms and High Lamps. New Ballantyne Sound, U. S. Air Conditioning, New Super Star Pop Corn machines. Excellent concession business. Three building rentals. 1946 net gross $76,000, with gross profit of $40,000. This year running better than last. Price $90,000 for everything. One-third down with 5 to 10 years on balance with interest. Owner going into equipment sales and service. Box 2751, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Only theatre Southern Michigan resort town. Brick building. Well equipped. Operating six nights weekly. Exceptional opportunity. Other business reason for selling. Price $25,000. Box 2758, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

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Only theatre rich Northeast Texas town 2,000. 430 seats, mostly new. New Century RCA. First time offered. Exceptional. Arthur Leak, Theatres Exclusively, 3422 Kinmore, Dallas, Tex.

Colored theatre, Southwest Arkansas town 8,000; nearest other colored theatre 25 miles; 260 seats, brand new sound system. For quick sale, $6,000, including all equipment and new ten-year lease at $30 month. Box 2752, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

THEATRES WANTED

Sell Your Theatre Privately. Confidential correspondence invited. References. Arthur Leak, Theatres Exclusively. 3422 Kinmore, Dallas, Tex.

Veteran—Buy (cash) or lease theatres in Indiana, Kentucky, Illinois, Ohio. Box 172, Linton, Indiana.

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Will lease, or buy, small town theatre. Write Ray Peacock, Cathlamet, Wash.

EQUIPMENT WANTED

Spring cushion seats and one kilowatt Suprex Strong Lamps. Highest cash prices. Bruno Theatrical Enterprises, 260 Knickerbocker Ave., Brooklyn 21, N. Y.

Wanted to Buy: Oneradio Amplifiers Models 350C or 175C or 1030; also used Simplex mechanisms. Jonesville Theatre, Jonesville, S. C.

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Excellent job for experienced theatre manager capable of handling towns with two or more theatres. Send applications and references to: Wallace Theatres Circuit, 2701 21st St., Lubbock, Tex.

Theatre Supply House Manager—We need an aggressive sales manager for complete charge of Theatre Supply Division. Commission basis. Century, Weber equipment, seats and accessory franchises for Ohio, Indiana, Kentucky and Michigan areas. Opportunity of lifetime for the right man. See pages 124 through 128 of 1947 Theatre Catalog. Dayton Film, Inc., 2227 Hepburn Ave., Dayton 6, Ohio.

Wanted: Manager acquainted small town operation. Permanent position theatre in Illinois. State marital status, age, salary expected. Include photo. Box 2756, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

POSITION WANTED

Projectionist desires connection in Carolinas. Other locations considered. Age 42. Sober, reliable. References. Available two weeks notice. Lucius Bateman, Stone Mountain, Ga.

Manager: Age 37, experienced projectionist; sound technician. Married, sober, dependable. Ed Wilkins, Beeville, Tex.

Experienced theatre man interested in theatre management in small theatre chain operations or for a reliable exhibitor who prefers one thoroughly experienced in booth equipment, or will accept an assistant managerial position in a large theatre chain. Executive type, reliable, forcefully energetic, do not drink. Will go anywhere in U.S.A. and Canada. Salary in accordance with theatre and town. Give particulars and state the wages you're willing to pay in first letter. Floyd E. Birmingham, Hotel Kaukauna, Kaukauna, Wis.

Young ex-navy man desires job as projectionist. 21 years old, single. Has been operating Simplex machines in country town. References furnished. Write E. E. Leatherman, Fowler, Kas.

Couple: Twenty years small town experience, booth to basement. Maintenance, management. Interview any distance. Projectionist, 2212 Orchard, Chicago.

Projectionist, service man, ten years experience. All types of equipment. Age 35. Sober, reliable. Major Cory, 1601 Jackson St., Palo Duro Apt. No. 33, Amarillo, Tex.

Projectionist: 22 years experience on all types of equipment. Desires permanent employment. Anywhere in U.S.A. Box 2754, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Projectionist, experienced, steady, desires change. Address Box 4, Madison, S. Dak.

Manager: Age 32, 12 years experience in large and small town situations. Reliable. With present company ten years. Desires change. Married. Best references. Box 2755, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Manager: At liberty after June. 25 years experience. Knows theatre business and publicity; city manager of several theatres. Now employed by West Coast chain. Single, no bad habits; bonded; guaranteed satisfaction. Write Box 2759, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

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Comic books again available as premiums, giveaways at your kiddy shows. Large variety latest 48-page newsstand editions. Comics Premium Co., 412B Greenwich St., New York City.

Bingo with more action, $2.25 thousand cards. Also other games. Novelty Games Co., 1434 Bedford Ave., Brooklyn 16, N. Y.

Bingo Games. No license necessary. Screen Dial $20. Cards for 75 or 100 number game, $2.75 per thousand. Ten thousand or more, $2.50 per thousand. Premium Products, 354 West 44th St., New York City.

Comic books given free. Increases kiddy matinee business. Identical books selling for 10c. Available now to theatres only for 3c each. Sidney Ross, 334 West 44th St., New York.

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Prompt Service—Special printed roll tickets, 100,000, $19.90; 10,000, $5.95; 2,000, $3.75. Each change in admission price, including change in color, $2.50 extra, double numbering extra. Shipping charges paid to 1,000 miles. Cash with order. Kansas City Ticket Co., Dept. 9, 1819 Central, Kansas City, Mo.

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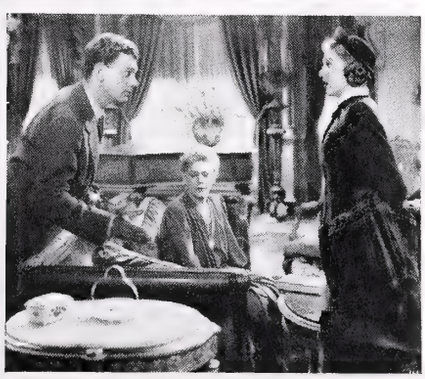
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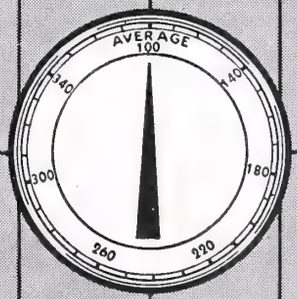
My Favorite Brunette (Para)



Sinbad the Sailor (RKO)



The Farmer's Daughter (RKO)



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JUNE 7, 1947



WHO IS CYNTHIA?

Walter Winchell said: "I fell in love with Cynthia." Hedda Hopper said it and so did Louella Parsons, and Jimmy Fidler said it on his nationwide broadcast. Everybody's saying it including Earl Wilson, Louis Sobol, Dorothy Kilgallen, Erskine Johnson, Sheilah Graham and many other nationally syndicated columnists whose names carry weight from Coast to Coast.

You too will say: "I fell in love with Cynthia" and so will your patrons because "Cynthia" is the joy of living. She is sweet young womanhood experiencing the first kiss, the first romance, the first heart-ache. The trade press says:

"Up front among season's hits." —**Boxoffice**

"An unusual film for wide and popular appeal." —**M. P. Herald**

"Blanket approval from family audiences. Word of mouth build-up will be reflected at box-office." —**Showmen's Trade Review**

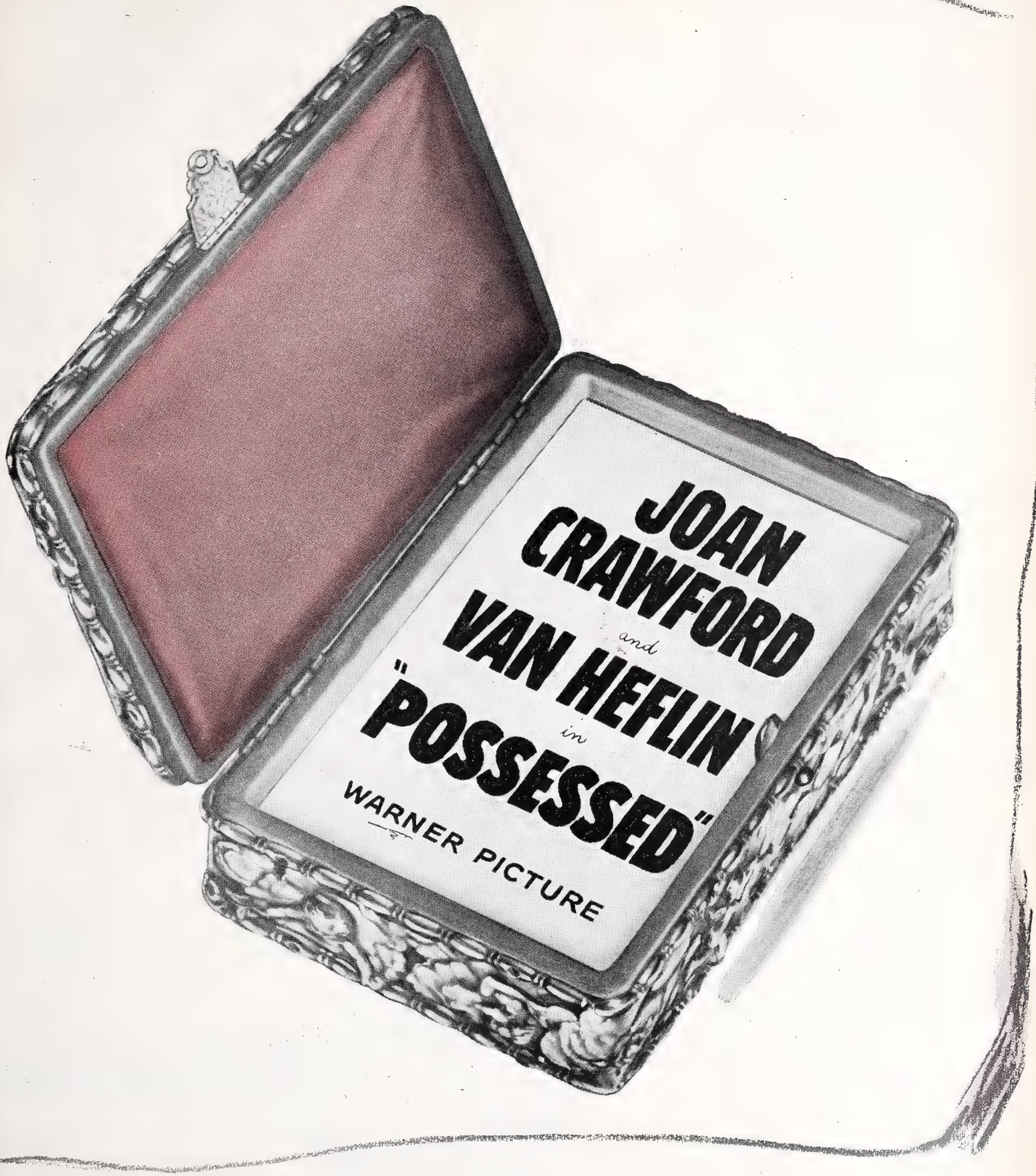
"Homey quality promises well for box-office returns." —**Variety**

"Packs plenty of entertainment." —**The Exhibitor**

That vast American audience which packed theatres in big cities and small towns for "The Green Years" will recognize that in "Cynthia" M-G-M has again made a wonderful motion picture of real people, their joys and their troubles and their dreams. It is the first starring role for beautiful Elizabeth Taylor, the "National Velvet" girl, and her portrayal of "Cynthia" is something to take to your heart.

★

M-G-M's "CYNTHIA"—ELIZABETH TAYLOR, George Murphy, S. Z. Sakall, Mary Astor with Gene Lockhart, Spring Byington, James Lydon, Scotty Beckett • A Robert Z. Leonard Production • Screen Play by Harold Buchman and Charles Kaufman • Based on a Play by Vina Delmar • Directed by ROBERT Z. LEONARD • Produced by EDWIN H. KNOPF • A Metro-Goldwyn-Mayer Picture



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(WE OPENED IT ONLY IN NEW YORK)

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DAY WEEKEND

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CURTIS BERNHARDT · PRODUCED BY JERRY WALD

Screen Play by Silvia Richards and Ranald MacDougall • Based Upon a Story by Rita Weiman • Music by Franz Waxman • Director of Photography Joseph Valentine, A.S.C.

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THE NATIONAL FILM WEEKLY

PUBLISHED IN NINE SECTIONAL EDITIONS

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Published Every Saturday by
ASSOCIATED PUBLICATIONS

Editorial Offices: 9 Rockefeller Plaza, New York 20, N. Y.; Raymond Levy, General Manager; James M. Jerauld, Editor; A. J. Stocker, Eastern Representative. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."

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Publication Offices: 825 Van Brunt Blvd., Kansas City 1, Mo. Nathan Cohen, Associate Editor; Jesse Shlyen, Managing Editor; A. Jules Benedic, Field Editor; Morris Schlozman, Business Manager. Telephone CHestnut 7777.

Other Publications: BOXOFFICE BAROMETER, published in November as a section of BOXOFFICE; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—163 Walton, N. W., P. H. Savin.
BALTIMORE—Uptown Theatre, A. J. Wolf.
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MEMBER AUDIT BUREAU OF CIRCULATIONS

Entered as Second Class matter at Post Office, Kansas City, Mo. Sectional Edition, $2.00 per year; National Edition, $7.50

Vol. 51 No. 5
JUNE 7, 1947

BOXOFFICE

Guest Editorial

By WILLIAM F. RODGERS

Vice-President, Loew's, Inc.

INTERESTED as I am in the future of this great industry, I was glad to accept the invitation of Ben Shlyen to write an article of my choice. However, I make no claim as a writer, much less an editorial writer. In expressing my observations, they must be accepted as my own, as they do not necessarily represent the opinions of the company with which I am associated.

It is said that time passes fast, yet when awaiting a decision that will affect the future of individuals and groups, time does not pass fast enough to suit the impatient. Such is the frame of mind in which many interested in the future of our industry find themselves — awaiting the supreme court decision. When handed down, we will know whether there is to be divorcement, competitive bidding, pictures sold one at a time, abandonment of old customers by decree, etc. Whether or not we as individuals or members of an industry like the decision, does not matter. It will be the yardstick by which the motion picture business is to function from that point on.

From what I am told by many of our customers, they do not like competitive bidding, do not want single picture selling, are dismayed at the proposed rule that disregards old customers and are fearful of a disorganized and unjustified building of new theatres. Many fail to see in divorcement the promised cure-all for a troubled industry.

I have experimented with the principles of the proposed decree and have experienced the result of the consent decree and find the industry further apart and more confused than at any time in my recollection, and that is a long, long time — since 1910, to be exact.

To me, therefore, the most important question that must be uppermost in the minds of all thinking people should be — What of the future of the business? Will it prosper under the new order, or will the industry even with these changes, continue to be beset by those whose perspective is litigation and legislation and who have made their main interest that of continuing the turmoil to the eventual injury of every element of the business? Will the majority adopt as a rigid business creed what is said to be the first law of nature — self-preservation?

I do not believe swearing at the operator improves telephone service; neither do I believe that long distance "sniping" is going to bring about harmony and, without harmony in any

Ben Shlyen, publisher and editor-in-chief of BOXOFFICE, is in Europe and during his absence guest editorials written by a number of well-known executives will appear on these pages.

business, everyone is working at a handicap. While the investments of producers may be scuttled, to do so will not enhance the investments of theatre owners, very few of whom, of those I have met, want any part of legislation or near-government control. Fair trade regulations, yes, but not government formulas.

There is an ever increasing desire, it seems, on the part of some to "moan" and "groan" themselves into the reality of a recession. The facts are directly opposite. Good pictures continue to attract large patronage — poor pictures never did pay off and probably never will. At the first sign of a drop in business, some think hysterically about admission price reductions, forgetting entirely our commodity is the greatest in entertainment value and, even at present admission price levels, the cheapest. At this very time when some think and talk recession, producers are competing with each other, as never before, in a desire to give even greater entertainment value.

Outstanding personalities in the financial world do not seem to share these pessimistic views of a certain depression; theirs is, as ours should be, an optimistic outlook on the future. Its brightness will depend largely upon the manner in which all elements present their message to their customers. As a matter of fact, we should now be carrying the message to a waiting public of the good things that are in store for them.

Oh, yes, we have a job on our hands!

For a long time, I have thought of the great loss that exists in this business as a result of the distrust to be found so often one toward the other. Even though we have all contributed generously to a great job so far in producing, distributing and exhibiting motion pictures, the rewards are trivial when compared with what will be possible through harmony — and I do not believe it will ever be accomplished by government regulations. So far, I have seen nothing beyond confusion, necessitating the diverting of minds to other channels — minds which are trained and should now be engaged in further developing this great industry.

Even before the decree is settled — we have a choice: To follow separate paths as of old, or face the complex problems of this industry as a solid industry and not as a divided industry; find time to harness the brains of production, exhibition and distribution toward better selling our commodity to the public; find the time by giving sincere interest to welding a strong defense against outside forces who attack us unfairly and others who are bent on burdening the industry with all kinds of taxation and other regulations; giving the time necessary to work out ways and means of meeting the stronger competition. Will we with pride of association and as good salesmen, repair the damage that disunity has wrought toward that common security that this great business is big enough to furnish to all of us?

I hope so.

Pulse Beats

Copyright on Performances Termed a Threat to Films

Chairman Kilroe of MPA copyright committee files brief with house judiciary committee, objecting to proposed law; says it would harass the industry.

★

S. H. Fabian Awaiting Word From Chaplin-Pickford

Decision expected soon from United Artists owners on offer to purchase company; Gradwell Sears, vice-president, back from coast conferences.

★

Film Bills Are Forgotten As Conn. Assembly Quits

Censorship measure and admission tax threat had kept exhibitors worrying for two months; new sales tax law does not apply to theatre tickes.

★

Hal Horne Sells Interest Story Productions, Inc.

Armand Deutsch, president, acquires 100 per cent of stock; will produce "This Side of Innocence." Horne acquires full stock of Marquee Productions, subsidiary of Story Prod.

★

Spyros P. Skouras Assures Rank of More Screen Time

Tells British producer on coast that National Theatres, 20th-Fox unit, will cooperate after hearing general discussion of motion pictures faults.

★

Britton Asserts U.S. Firms Need Far East Showcases

RKO supervisor says flood of films made by independents; frozen funds and general instability make expansion move necessary to protect interests.

★

Sol A. Rosenblatt Returns To Garment Industry Job

Former NRA administrator for film industry and well-known lawyer mustered out as air force colonel and returns to post he quit in 1940.

★

Theatre Candy Sale Ban Rejected in Wisconsin

Proposed bill to oust sale of popcorn, candy and soft drinks by theatres defeated by an overwhelming vote of 77 to 10 in the state legislative assembly.

★

Film Carriers to Service PRC-E-L in Four Cities

Deal for Philadelphia set during the week; storage and delivery of product already covered for Washington, Kansas City and Des Moines; truckers also handle "Duel."

CONNORS RESIGNS FOX POST; A. W. SMITH JR. SUCCEEDS HIM

W. C. Gehring Also Upped In General Upheaval in Sales Department

NEW YORK—Resignation of Thomas J. Connors as vice-president in charge of distribution for 20th-Fox caused a holiday weekend upheaval in the sales organization after a series of conferences attended by Spyros P. Skouras and all the leading figures in the sales department.

TOP CHANGES LISTED

Here are the changes which followed:

ANDREW W. SMITH JR., eastern division manager, was named general sales manager.

WILLIAM C. GEHRING, central division manager, was named assistant general sales manager.

MARTIN MOSKOWITZ, executive assistant to Kupper, was chosen as executive assistant to Smith.

PETER LEVATHES, who has been assistant to Connors, was appointed short subjects sales manager, a post that had been vacant since the death of William C. Clark.

CLARENCE HILL, who has been Smith's executive assistant, was given a new post—supervisor of exchanges.

MORRIS CAPLAN, statistical aide to Connors, was put in charge of statistics.

EDWARD COLLINS, home office aide for the southern and western divisions, is now also aide in the Canadian division, and Jack Bloom was given a similar post for the mideast and central divisions.

NO NEW VICE-PRESIDENT

No new vice-president in charge of distribution was named.

The four principal sections of the sales department were divided into six divisions.

It was probably the fastest reorganization of a major company sales organization ever attempted.

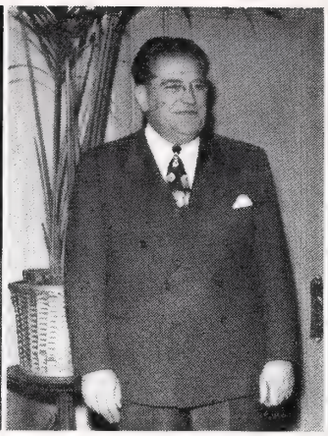
There was already a vacancy in the top ranks of the department as a result of the recent transfer of William Kupper, general sales manager, to the post of managing director in Great Britain. Kupper will not leave for his new job until early in July. He sat in on the reorganization conferences.



LEFT TO RIGHT: Martin Moskowitz, promoted to executive assistant to the general sales manager; Clarence Hill, new supervisor of exchanges; and Morris Caplan, now in charge of statistics.



A. W. SMITH JR.



W. C. GEHRING



TOM CONNORS

Connors' resignation was a complete surprise to most persons not connected with the company, although there had been some speculation recently as to why Kupper should be taken from the job of general sales manager for the U.S. and transferred to Great Britain. The only explanation that had been offered was that Otto Bolle has not been in good health and has wanted to return to this country.

WAS RE-ELECTED TO BOARD

Connors' five-year contract would have expired in September. He was recently re-elected to the board of directors for a one-year term, but there has been no statement as to whether or not discussions had taken place on a renewal of his contract. A friend of his says these negotiations had taken place, however, and that Connors had made requests for changes which had not been met.

Under the terms of his contract the company was required to take up its second five-year option on June 15 at an increase from $2,000 to $3,000 per week. Connors had an option to continue for five years at $1,000 per week in an advisory capacity. The first announcement of his resignation said he would continue on this basis.

It was also stated that Connors would leave immediately for a fishing trip. He did not leave, however, and was at the office during the first half of the week. It was reported that he would become "chairman of a strong advisory committee."

The swift moves which followed Connors' resignation gave the impression that it was a surprise in the company as well as outside.

Herman Wobber, western division sales manager, rushed east from San Francisco, and Harry G. Ballance, southern division manager, came up from Atlanta. There also were a number of long distance telephone conversations to the coast.

Conferences were carried on all during the weekend and continued all day Monday and Tuesday. Late Tuesday Skouras left by plane for Hollywood, accompanied by Lem Jones, his assistant, and Herman Wobber.

It was explained that the increase in number of divisions from four to six was to bring about closer contacts between the home office and the men in the field.

Under the new setup there are six divisions with six exchanges to each division, except in the new Yankee division, where there are five, and the western, where there are eight.

The new divisions are:

YANKEE: Ray Moon, division manager; Albany, Boston, Buffalo, New Haven and New York.

All these exchanges were taken out of the old eastern division. Ray Moon, who was made a district manager several weeks ago, has been supervising New York and Albany. Now he becomes a division manager in a territory with a highly concentrated population.

Frank Carroll, former assistant to Smith, has been named as assistant to Moon.

William Graham, who has been temporary manager in Buffalo, has been transferred to Chicago as office manager. Charles Kasko, Pittsburgh salesman, has been named Buffalo branch manager.

MIDEASTERN: C. E. Peppiatt, division manager; Cincinnati, Cleveland, Indianapolis, Philadelphia, Pittsburgh and Washington, D. C.

Of these, Cincinnati, Cleveland and Indianapolis were taken out of the old central division.

Peppiatt, the new division manager, has been a district manager with headquarters in Philadelphia. He will continue there. His new division has two districts—Atlantic and river. The Atlantic district will be headed by Sam Gross, who has been Philadelphia exchange manager. Herb Gillis, a salesman,

(Continued on page 10)



LEFT TO RIGHT: Frank Carroll, named assistant to Ray Moon, Yankee division manager; Jack Bloom, home office aide for mideast and central divisions; Peter Levathes, short subjects sales manager.

Field Gets Full Authority For 20th-Fox Decisions In New Sales Policy

New York—Twentieth Century-Fox division managers have been given full authority to approve contracts and make adjustments with exhibitors in the field in a revision of sales policy made by Andrew W. Smith jr., new general sales manager, and William C. Gehring, assistant sales head.

This decentralized policy aimed at closer relations with exhibitors has already been put into effect, Smith said at a press conference held Friday. Smith also said the division managers would have responsibility for "all other local distribution problems."

"The practice heretofore in the field of submitting all matters for final determination to home office officials has been discontinued," Smith said.

He described this as an "open door" policy. It was agreed upon at the home office conferences at which all the principal field and home office executives were present. All men in the field will have access to his office at all times, he said.

Harry G. Ballance, southern division manager, will continue to have his headquarters in Atlanta; Raymond E. Moon, Yankee division manager, will be in New York; C. E. Peppiatt, mideastern, will have headquarters in Philadelphia; Jack H. Lorentz, central division, will be in Chicago and Sydney Samson, Canadian, will continue at Toronto.

Decisions on contracts resulting from "competitive negotiations" also will be made in the field. This is the term applied to competitive bidding at 20th-Fox. Twentieth-Fox is the only company which did not apply for an injunction covering this subject, and the company is observing all the antitrust decree.

Wherever an exhibitor asks for the privilege of bidding he gets it.

Smith admitted that in some places new problems have risen in this connection, as some exhibitors have submitted bids above figures which would enable them to get a profit, simply for the purpose of taking pictures away from competitors.

In reply to a question Smith said that anybody who wants to buy a 20th-Fox picture can do so. This point was raised when it was pointed out to him that some companies have refused to sell reissues to theatres which do not buy new pictures.

While discussing reissues, he said that he was suggesting to some exhibitors that dual bills of good reissues are better for them than old films combined with new ones. This has been proved by experience, he said.

Dual bills, he said, are hoped for on "Alexander's Ragtime Band," "Western Union," a Jolson picture, "Swanee River," and "Drums Along the Mohawk." Some of these were originally Technicolor, but the reissues will be in black and white because of the difficulties in connection with getting Technicolor prints, he said.

Smith also announced that Sam Shain, director of trade relations, has been named director of exhibitor and public relations for the distribution department. He said Shain would be his personal representative in the new setup.

Byrnes in MPA Role As Johnston's Aide

HOLLYWOOD—Washington again proved a recruiting ground for top executive personnel for the organized motion picture industry with the appointment of James F. Byrnes, former secretary of state and justice of the supreme court, as counsel for the Ass'n of Motion Picture Producers. Eric Johnston, AMPP president, disclosed the Byrnes appointment and at the same time outlined the immediate problems with which the newly appointed executive will be confronted. Those immediate matters of major importance are:

PROGRESS IS LISTED

1. Undertake the development of a set of fair trade practices for member companies of the association.
2. Protect freedom of the American screen.

While Byrnes' official position will be counsel for AMPP, and while his salary will be paid by that Hollywood organization, association spokesmen declared that his services, when needed, will be available to the Motion Picture Ass'n, of which Johnston is president also, and which functions in close liaison with AMPP. Byrnes will headquarter in Washington but plans to spend as much time in Hollywood as necessary.

Obviously the current investigation by the house committee on un-American activities and the prominent part Hollywood has played in the publicity thereon was a potent factor in precipitating the Byrnes appointment, which has been in the discussional stage for some time. In which connection, Byrnes will work with Johnston in preparing the association's case before that committee.

TO PROTECT SCREEN

In commenting on Byrnes' appointment, Johnston said, "American films are interwoven in the fabric of our whole economic and social life. Hollywood's pictures inevitably reflect democratic habits of thought and action. They are potent forces for freedom everywhere. A free screen has made that possible. It is our sacred obligation to protect that free screen. We are determined that subversive propaganda, government pressure, or political censorship will never undermine this freedom—which, like freedom of press and radio, is indispensable to a free America."

At the same time, Johnston revealed that Y. Frank Freeman, vice-president of Paramount Pictures, had been elected chairman of the board of AMPP, which position has remained unoccupied since Byron Price left the association last March.

Byrnes to Represent 20th-Fox on Appeal

WASHINGTON — Former Secretary of State James F. Byrnes revealed this week that in addition to his agreement to advise Eric Johnston, president of the Motion Picture Ass'n, on industry matters, he would represent 20th Century-Fox before the supreme court when their appeal from the New York antitrust decision comes up sometime next fall or winter.

Ask Upped Rates

NEW YORK—Interstate Commerce commission has scheduled a hearing in Washington June 10 on an application of the Railway Express Agency to increase rates on all first and second class shipments by an average of 17 per cent. The increase, if granted, will affect producers, distributors and equipment firms shipping film to exchanges and theatres.

GAMBLE TO SUBMIT TAX PLAN AT REQUEST OF HOUSE GROUP

ATA Polls Its Directors For Views on Slashes In Admissions Levy

By WALTER WALDMAN

NEW YORK—The house ways and means committee has invited Ted R. Gamble, chairman of board of the American Theatres Ass'n, to submit a plan for reduction of admission taxes. The invitation was extended following the hearing before the committee in Washington Thursday, May 28, at which time Gamble and A. Julian Brylawski, vice-president of the MPTOA, urged a reduction in admissions taxes.



TED R. GAMBLE

As a result of this offer, the ATA is now polling its directors as to their views on a fair tax plan. The ATA will also welcome suggestions from exhibitor sources outside the association, said Gamble.

FAVOR 50% REDUCTION

Early responses from ATA directors favor a 50 per cent tax reduction on adult admissions and the elimination of taxes on children's tickets.

Gamble believes that the exhibitors stand a good chance of winning a 50 per cent reduction from Congress, which probably would turn down a more drastic cut.

He was encouraged by the statement of Harold Knutson, chairman of the ways and means committee, who admitted that admission taxes are too high and must come down.

Gamble predicted that the house of representatives would consider the downward revision of admissions taxes when it convenes next January. The matter is high on the house docket, said Gamble. He also predicted some reduction from the present 20 per cent level, but held little hope for complete elimination.

Elimination of admissions taxes is the ATA goal, said Gamble. It will never relax in its fight to win that objective. He said that all exhibitors should support any organization engaged in fighting federal, state or local admissions taxes.

ANTIDOTE FOR RECESSION

Gamble emphasized that a reduction in the ticket levy may be an antidote for the declining grosses he mentioned at he ways and means committee hearings May 23. (He said then that the theatre business has decreased from 15 to 35 per cent in the last few months.)

Since theatre admissions have advanced very little, reductions would not be justified at this time, Gamble says. The logical readjustment in the total admissions cost should be made in the reduction of the tax, he believes.

The ATA will hold its national convention as soon as the supreme court decides whether or not the ATA along with the Confederacy of Southern Ass'ns and the Southern California Theatre Owners Ass'n are to be allowed to appeal the antitrust decree.

Originally, the convention was to have been held in April, but since has been delayed several times.

Allied Tax Memorandum To Go to House Group

WASHINGTON—Abram F. Myers, general counsel for Allied States, said that his organization would probably file a memorandum with the house ways and means committee, on reduction of ticket taxes. A hearing was held here last week at the request of ATA and MPTOA. Allied States did not testify before the house committee at the time.

Myers said that they "certainly were for some reduction of the federal admission tax." He added that he thought the problem coming up now was "untimely." He gave as his reason the fact that the present Congress is going to adjourn next month and will do nothing about it anyway. It will only have to be brought up again at the next session of Congress when there may be a chance of getting something done.

The GOP tax schedule is now complete for this session of Congress and nothing in the excise tax field will be done this session, according to Republican policy makers.

Myers asserted that he thought it not a good idea for industry representatives to "subject themselves to interrogations" at this time. He pointed to the Treasury department reports for the current months which showed that theatre admissions are still very high in spite of the fact that business has dropped off some.

Congressional committees in the past have been known when shown statistics, on business trends, to take a cold view if at the same time profits are high for that business. Myers pointed out that the boxoffice is slouching, but at present it can't be shown.

"Nobody has polled the exhibitors yet on the subject," Myers revealed to BOXOFFICE, "so how can anyone make recommendations."

Allied already has taken action to have all their members and boards of directors meet to determine how they feel on the subject, Myers reported.

May Seek an Injunction On Proposed 3% Tax

ELDORADO, ILL.—Owners of the three local theatres will probably seek a circuit court injunction if the Eldorado city council goes through with the new tax of 3 cents on each theatre admission, involved as "an emergency ordinance" to fill the empty city treasury and provide funds for the payment of back salaries to policemen, firemen and other city employes. The theatres affected are the Grand and Orpheum, operated by the Turner-Farrar circuit, with headquarters in Harrisburg, Ill., and the Nox, owned by D. Wagner.

5 Per Cent Tax Asked By Chicago Leaders

CHICAGO—A 5 per cent admission tax was among the recommendations of a committee of business, labor and civic leaders set up by Mayor Kennelly to help solve the city's financial troubles. The 5 per cent tax probably would cover all theatres and sports events.

20th-Fox Changes

(Continued from page 8)

has been promoted to exchange manager. The river district takes in Cincinnati, Cleveland and Indianapolis. This was formerly the mideast district. J. J. Grady continues as district manager with headquarters in Cincinnati.

CENTRAL: J. H. Lorentz, division manager; Chicago, Des Moines, Detroit, Milwaukee, Minneapolis and Omaha.

Lorentz, the new central division manager, has been Great Lakes district manager. The new division is divided into two districts—Great Lakes—Chicago, Milwaukee and Detroit; and prairie — Minneapolis, Omaha and Des Moines. Tom Gilliam, Chicago branch manager, has been promoted to Great Lakes district manager, succeeding Lorentz; Joe Neger, Milwaukee branch manager, has been made Chicago branch manager, succeeding Gilliam, and Joe Woodward, Kansas City salesman, has been promoted to Milwaukee branch manager. M. A. Levy continues as prairie district manager.

WESTERN DIVISION: Herman Wobber, division manager; Denver, Los Angeles, Portland, Salt Lake City, San Francisco, Seattle, St. Louis and Kansas City.

St. Louis and Kansas City have been in the central division. This gives this division eight exchanges, the largest in point of number as well as extent of territory. It will be divided into three districts—mountain, with Salt Lake City and Denver, and with C. R. Walker continuing in this post; Pacific—Los Angeles, Portland, San Francisco and Seattle, with B. B. Stoner as district manager. His headquarters are in San Francisco. The new district will be called the midwest district and will include Kansas City and St. Louis. W. E. Scott is district manager. This district thus remains unchanged, except that it comes under Wobber's general supervision.

SOUTHERN: This division remains unchanged with Ballance as division manager and with two districts—southeast and southwest. Paul Wilson is southeast district manager and Phil Longdon is southwest district manager.

CANADIAN: Sydney Samson, division manager; Calgary, Montreal, St. John, Toronto, Vancouver, Winnipeg.

This division has been a part of the central division and heretofore has been called a district. Sydney Samson continues in charge, but will be a division manager hereafter and will continue to make his headquarters in Toronto.

WARNER BROS. TRADE SHOWINGS OF

JOAN CRAWFORD · VAN HEFLIN

in

"POSSESSED"

with

RAYMOND MASSEY · GERALDINE BROOKS

Directed by
CURTIS BERNHARDT

Screen Play by Silvia Richards and Ranald MacDougall
Based Upon a Story by Rita Weiman • Music by Franz Waxman
Director of Photography Joseph Valentine, A. S. C.

Produced by
JERRY WALD

MONDAY, JUNE 16th, 1947

CITY	PLACE OF SHOWING	ADDRESS	TIME
Albany	Warner Screening Room	79 N. Pearl St.	12:30 P.M.
Atlanta	20th Century-Fox Sc. Rm.	197 Walton St. N.W.	2:30 P.M.
Boston	RKO Screening Room	122 Arlington St.	2:30 P.M.
Buffalo	Paramount Exchange	464 Franklin Street	2:00 P.M.
Charlotte	20th Century-Fox Sc. Rm.	308 S. Church St.	10:00 A.M.
Chicago	Warner Screening Room	1307 So. Wabash Ave.	1:30 P.M.
Cincinnati	RKO Screening Room	Palace Th. Bldg. E. 6th	8:00 P.M.
Cleveland	Warner Screening Room	2300 Payne Ave.	8:00 P.M.
Dallas	20th Century-Fox Sc. Rm.	1803 Wood St.	10:00 A.M.
Denver	Paramount Sc. Room	2100 Stout St.	2:00 P.M.
Des Moines	20th Century-Fox Sc. Rm.	1300 High St.	12:45 P.M.
Detroit	Film Exchange Bldg.	2310 Cass Ave.	2:00 P.M.
Indianapolis	Paramount Sc. Room	116 W. Michigan St.	1:00 P.M.
Kansas City	20th Century-Fox Sc. Rm.	1720 Wyandotte St.	1:30 P.M.
Los Angeles	Warner Screening Room	2025 S. Vermont Ave.	2:00 P.M.
Memphis	20th Century-Fox Sc. Rm.	151 Vance Ave.	10:00 A.M.
Milwaukee	Warner Th. Sc. Rm.	212 W. Wisconsin Ave.	2:00 P.M.
Minneapolis	20th Century-Fox Sc. Rm.	1015 Currie Ave. N.	2:00 P.M.
New Haven	Warner Th. Proj. Rm.	70 College St.	2:00 P.M.
New Orleans	20th Century-Fox Sc. Rm.	200 S. Liberty St.	10:00 A.M.
New York	Home Office	321 W. 44th St.	2:30 P.M.
Oklahoma	20th Century-Fox Sc. Rm.	10 North Lee St.	1:30 P.M.
Omaha	20th Century-Fox Sc. Rm.	1502 Davenport St.	1:00 P.M.
Philadelphia	Vine St. Sc. Room	1220 Vine St.	2:30 P.M.
Pittsburgh	20th Century-Fox Sc. Rm.	1715 Blvd. of Allies	1:30 P.M.
Portland	Jewel Box Sc. Room	1947 N.W. Kearney St.	10:30 A.M.
Salt Lake	20th Century-Fox Sc. Rm.	216 East 1st South	2:00 P.M.
San Francisco	Republic Sc. Room	221 Golden Gate Ave.	1:30 P.M.
Seattle	Jewel Box Sc. Room	2318 Second Ave.	10:30 A.M.
St. Louis	S'renco Sc. Room	3143 Olive St.	1:00 P.M.
Washington	Earle Th. Bldg.	13th & E Sts. N.W.	10:30 A.M.

Columbia Will Release Four Autrys This Year

CHICAGO—Home office executives and branch and district managers attended the Columbia four-day sales meeting at the Drake hotel, Tuesday through Friday (June 3-6). A. Montague, general sales manager, presided.



A. MONTAGUE

Montague told the meeting Columbia will release eight musical westerns, seven in color, during the next two years. All will be produced by Gene Autry Prod. Four films, including "The Last Roundup," will be released this year. "Roundup" is the only black and white picture in the western group. Filming has started at Tucson, Ariz. The picture features Jean Heather, Carol Thurston, Bobby Blake and Mark Daniels. Gene Autry will sing the title song in the film.

The company sales head emphasized that the westerns will not comprise a series. No characters or situations will be repeated in the pictures. The "Roundup" budget is set at $500,000. Succeeding westerns will be allotted larger budgets, Montague said. He stressed the importance of western musicals to the company and to exhibitors. Armand Schaefer is president of Autry Prod.; Mitchel Hamilburg is vice-president.

Highlight of the sessions was a promotion and distribution talk on "Down to Earth." The ad campaign for this film will be similar to the radio plugs and tieups arranged for "The Jolson Story." The sales meeting also concentrated on selling plans for current and forthcoming product, including "The Jolson Story," "Dead Reckoning," "Johnny O'Clock," "The Guilt of Janet Ames," "Framed," "Down to Earth," "Assigned to Treasury," "The Mating of Millie McGonigle," "Her Husband's Affairs" and "It Had to Be You."

Also discussed were second-release dates for "Jolson," similar to the reopening of the picture at the Victoria Theatre, New York. Bookings are planned for reopenings in Baltimore subsequent houses in addition to either the Hippodrome or Town theatres there. First run reopening bookings include the Modern Theatre, Lawrence, Mass.; Virginia Theatre, Wheeling, W. Va., and Little Theatre, Rochester, N. Y.

A portion of the meeting was devoted to individual discussions of field problems between branch and district managers and home office representatives.

E. K. O'Shea to Distribute Paramount Top Films

NEW YORK—E. K. "Ted" O'Shea will handle distribution of top-budget films in his new post at Paramount. He will work under Charles M. Reagan, vice-president in charge of distribution. O'Shea was general sales manager for Liberty Films before Paramount purchased the independent company.

Mort Nathanson, eastern publicity director for Liberty, has been added to the Paramount publicity staff along with William W. Johnston, former special press representative for Bob Hope. Nathanson, Johnston and other publicists, soon to be appointed, will form a new department for special productions.

Bert Ennis also was added to the Paramount staff during the week. He will work as assistant to Stanley Shuford, advertising manager. Ennis, at one time publicity and advertising director for the Roxy Theatre, New York, and Columbia, succeeds William Schneider. He first worked for Paramount from 1934-36 as a member of the eastern writing staff.

Broidy Blames High Labor Costs For Closing Monogram Studio

NEW YORK—Steve Broidy, Monogram president, says he would like to make 32 features and 16 westerns for next year, but can't do it unless it is possible to reach some kind of an agreement with studio unions so that costs can be estimated.

"There is a ceiling on B pictures," he says, "and we have reached that ceiling. Exhibitors just won't pay more, because they can't and make money with grosses slipping."

Broidy said he wanted to make it plain that he was not "fighting" the unions on the coast. We want to make pictures; we hope to make them see the light. It is impossible to operate at a loss and we can compute the loss when production costs go beyond a certain point.

"Under recently prevailing conditions, with demands for retroactive pay, we have not even been able to fix costs in advance."

Broidy left for the coast late in the week with the intention of presenting his proposals to the unions. He would not say in advance what they were.

He reported that he has signed a two-year extension on his distribution deal in Canada. The new deal will start in September. It is with Monogram Pictures of Canada, an affiliate of the Odeon circuit, which is controlled by J. Arthur Rank. Earl I. Lawson is head of the organization. The arrangement also includes the Allied Artists product.

Based on figures already in, Broidy predicted a gross in excess of $2,000,000 for "It Happened on Fifth Avenue." This would be a company record, he said. He also said sales as of May 2 were running 11 per cent ahead of the same period for 1946-47, but that profits were running ahead in this ratio due to increased production costs.

He referred to the studio shutdown as a "curtailment of production."

Allied Artists-Monogram To Meet July 18-20

HOLLYWOOD—Allied Artists and Monogram will hold their annual sales conventions July 18, 19, 20 at the Hotel Shroeder in Milwaukee. In addition to Steve Broidy, president of both companies, west coast contingent will include George D. Burrows, Scott R. Dunlap, Louis S. Lifton, John Harrington, George West, Howard Stubbins and Mel Hulling. Transportation arrangements have been made for the group to take over a private car on the Santa Fe Super-Chief.

'The Warner News' Chosen as Title

NEW YORK—"The Warner News" has been selected as the official title of the newsreel to be introduced by Warner Bros. in November, Ben Kalmenson, vice-president and general sales manager, announced at the two-day meeting of district managers and home office executives June 5 and 6.

Sales and distribution plans for the newsreel were outlined to the district managers who subsequently will hold meetings in their respective territories to acquaint their sales staffs with the setup. Norman H. Moray, short subjects sales manager, whose department will have charge of selling and distributing the newsreel, outlined the machinery being set up to handle the new project.

Major Albert Warner addressed the opening session and Mort Blumenstock gave a preliminary talk on campaign plans for the forthcoming product, including "Life With Father," which was screened at the meeting.

James Allen, who was appointed by Harry M. Warner to head the newsreel editorial staff, arrived from the coast in time for the second day of the meeting. Others who attended were Samuel Schneider, vice-president; Roy Haines, western division sales manager; Jules Lapidus, eastern and Canadian sales manager; Norman Ayers, southern division sales manager; I. F. Dolid, assistant to Kalmenson; Bernard R. Goodman, supervisor of exchanges; Ed Hinchy, head of the playdate department; and Gil Golden, Larry Golob, Charles A. Bailey, Bill Brumberg, Sam Lefkowitz, Henry Herbel, Robert Smeltzer, Haskell Masters, Harry A. Seed, Hall Walsh, Charles Rich, Doak Roberts, John F. Kirby and Howard Levinson.

Telenews to Release Film In Late June or July

NEW YORK—Telenews Productions, Inc., will release its first documentary production in late June or July. The 14-minute documentary film is titled "Divorce, U.S.A." The picture will be shown in all Telenews houses.

Robert Kingsley, in charge of production for Telenews, says the film is different from most documentaries because the scenes are not re-enacted. All of the sequences in the short were filmed in courtrooms during actual divorce proceedings.

Video Cable Network To Make Summer Debut

WASHINGTON — Scheduled installation dates of the coaxial cable for relaying television broadcasts, will be set at an informal engineering meeting on June 9 in Washington it was decided at a conference here this week of the Federal Communications commission. Tariff charges for the use of the cables will also be decided, it was learned.

Plans of the common carriers for relaying broadcasts between cities will be revealed during the conference. Discussion also is expected to bring out the needs of broadcasters for intercity relay service. The common carriers and those who supply them will benefit from this information, said the commission.

All intercity problems of transmission, such as costs, networking, etc., will be discussed, it was decided.

Meanwhile, AT&T filed with the FCC a proposed tariff for "inter-exchange channels." The schedule of charges covers comprehensively the use of the coaxial cable for relaying television broadcasts between cities in the U.S.

Unless the FCC sees fit to suspend the tariffs as filed, or unless other interested and affected parties see fit to protest, the charges will become effective August 1.

Read

The Dramatic Thirteen-Page Success Story of

PARAMOUNT

"The No. 1 U. S. Motion Picture Company"

In the June Issue of



JUST OUT
One Dollar Per Copy
Ten Dollars Per Year

16 SPRING QUARTER RELEASES REACH HIT CLASSIFICATION

72.8% of Year's Output Doing 100% or Better At the Boxoffice

Sixteen feature films released in the third quarter of the current season reached the hit class by doing 120 per cent or better or average business in the country's key runs, sending to 46 the number of pictures released since August which have paid off in top business at the boxoffice this year.

Since August, distributors have released 187 features of which there have been sufficient key runs to indicate their popularity and of these 134, or 72.8 per cent, have done average or better business for exhibitors. These figures are based on reports made to BOXOFFICE by correspondents in 21 important first run situations across the country. Last year at this point in the season's business, a total of 193 features had been released and 146, or 76.6 per cent, had been reported at 100 per cent or better. At this stage last year, 56 of the features had reached the hit class for an average of 29.5 per cent; this season's hit average is 24.6 per cent.

PERCENTAGES GO DOWN

Although the percentage of hit pictures and films doing average or better at the boxoffice is not down considerably from last year's phenomenal business, the individual marks of the top business-getters is down. Whereas the top three hits have, for the last 12 months, been rated from 160 to 190 per cent of normal business, none of the top features released in the March-April-May period of this year reached 150 per cent. Paramount's "My Favorite Brunette" which led the quarterly first run report averaged 146 per cent in 21 key runs. "Sinbad the Sailor," an RKO release, did 136 and the company's "The Farmer's Daughter" was recorded at two points less. The combined average for hit features released in the first half of the current season was 141.5 per cent, whereas the average of the 16 hit films of the third quarter dropped to 127 per cent.

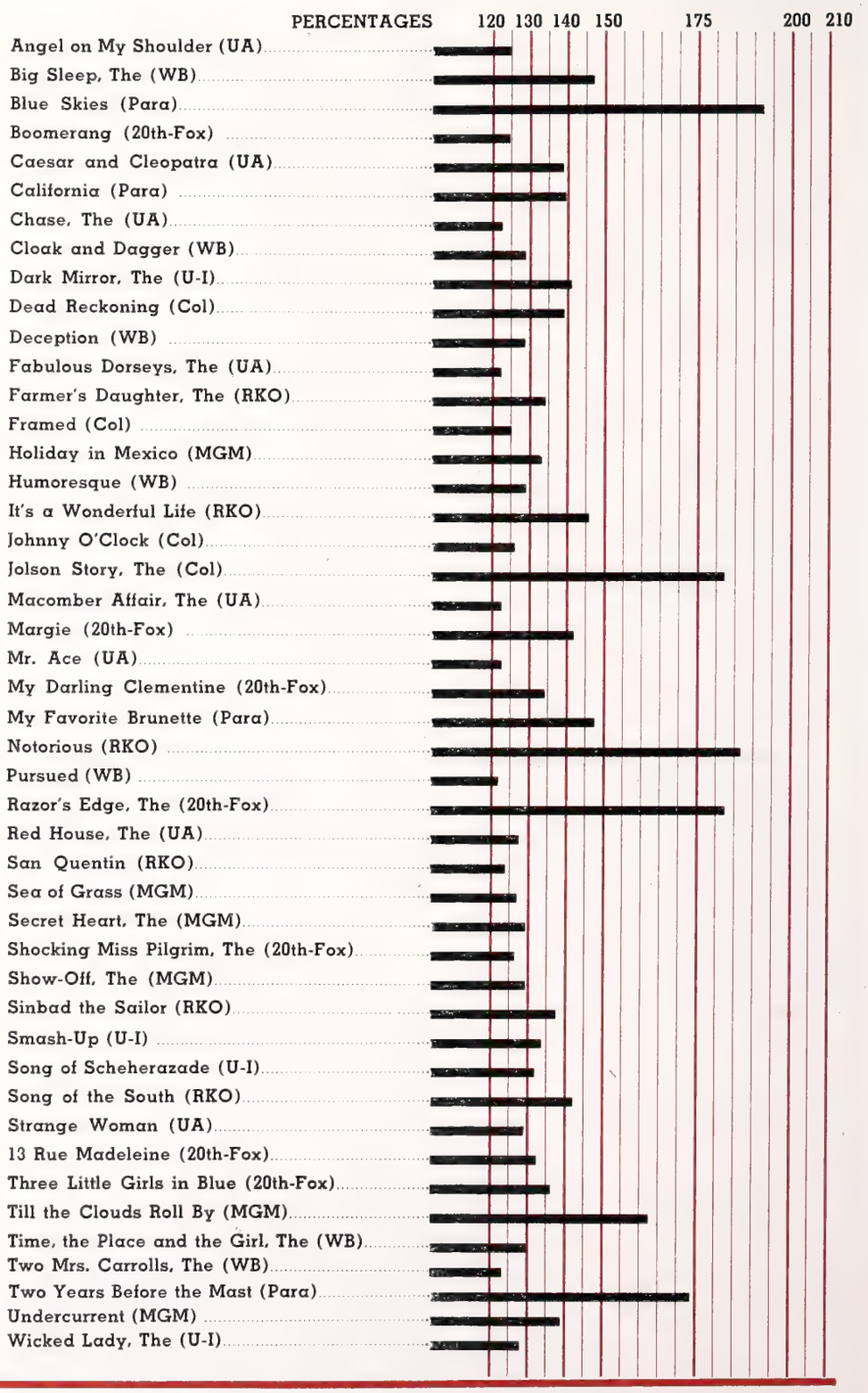
Long runs are still on the wane, a trend indicated in the last quarterly report. "My Favorite Brunette" opened with five weeks at the Paramount Theatre in New York, ran for four weeks in San Francisco and had a three-week day-and-date engagement in Los Angeles. "Sinbad the Sailor" played eight weeks at the Palace in New York, and had five weeks at the Grand in Chicago, followed by four at Goldman's in Philadelphia. "The Farmer's Daughter" enjoyed its top business in Los Angeles and Boston and ran for seven weeks in its New York opening.

QUARTER'S TOP FILMS

The 10 top grossers for films released in the spring quarter are: "Boomerang" (20th-Fox); "The Fabulous Dorseys" (UA); "The Farmer's Daughter" (RKO); "Framed" (Col); "Johnny O'Clock" (Col); "The Macomber Affair" (UA); "Mr. Ace" (UA); "My Favorite Brunette" (Para); "Pursued" (WB); "The Red House" (UA); "San Quentin" (RKO); "Sea of Grass" (MGM); "Sinbad the Sailor" (RKO); "Smash-Up" (U-I); "Song of Scheherazade" (U-I); "The Two Mrs. Carrolls" (WB).

Top Hits of 1946-47 Season

(September 1946 Through May 1947)



First Run Reports on Season's Films

Based on Playdates in 21 Key Cities as Reported to BOXOFFICE

(100 Is Average Business)

COLUMBIA

Alias Mr. Twilight 96
Betty Co-Ed 99
Blind Spot 103
Blondie Knows Best 100
Blondie's Big Moment 99
Blondie's Holiday 94
Boston Blackie and the Law 111
Bulldog Drummond at Bay 98
Cigarette Girl 95
Crime Doctor's Manhunt 98
Dead Reckoning 138
Framed 124
Guilt of Janet Ames, The 104
Johnny O'Clock 125
Jolson Story, The 181
Lone Wolf in Mexico 103
Millie's Daughter 105
Mr. District Attorney 110
Return of Monte Cristo, The 106
Secret of the Whistler 100
Singin' in the Corn 95
So Dark the Night 100
Thirteenth Hour, The 100

METRO-GOLDWYN-MAYER

Beginning or the End, The 113
Cockeyed Miracle, The 102
Gallant Bess 108
High Barbaree 102
Holiday in Mexico 132
It Happened in Brooklyn 115
Lady in the Lake 119
Love Laughs at Andy Hardy 106
Mighty McGurk, The 106
My Brother Talks to Horses 98
No Leave, No Love 118
Sea of Grass, The 126
Secret Heart, The 128
Show-Off, The 128
Till the Clouds Roll By 161
Two Smart People 99
Undercurrent 137

MONOGRAM

Beauty and the Bandit 94
Bringing Up Father 105
Dangerous Money 97
Decoy 111
Gentleman Joe Palooka 98
Ginger 98
Guilty, The 98
Mr. Hex 97
Sweetheart of Sigma Chi 104
Trap, The 98
Vacation Days 96
Wife Wanted 98

PARAMOUNT

Blaze of Noon 99
Blue Skies 191
California 139
Cross My Heart 105
Easy Come, Easy Go 102
Fear in the Night 108
Imperfect Lady, The 91
Ladies' Man 111
My Favorite Brunette 146
Perfect Marriage, The 108
Seven Were Saved 95
Suddenly It's Spring 117
Two Years Before the Mast 171

PRC PICTURES

Accomplice 96
Bedelia 118
Blonde for a Day 96
Born to Speed 95
Brute Man, The 94
Devil on Wheels, The 96
Don Ricardo Returns 100
Gas House Kids 92
Her Sister's Secret 100
It's a Joke, Son 92
Lady Chaser 95
Lighthouse 92
Three on a Ticket 97

RKO RADIO

Beat the Band 109
Child of Divorce 96
Criminal Court 104
Devil Thumbs a Ride, The 102
Dick Tracy vs. Cueball 97
Falcon's Adventure, The 114
Farmer's Daughter, The 134
Genius at Work 106
It's a Wonderful Life 145
Lady Luck 107
Locket, The 113
Nocturne 114
Notorious 186
San Quentin 123
Sinbad the Sailor 136
Sister Kenny 111
Song of the South 140
Step by Step 104
Tarzan and the Huntress 119
Trail Street 115
Vacation in Reno 101

REPUBLIC

Affairs of Geraldine 99
Apache Rose 105
Calendar Girl 101
Fabulous Suzanne 97
Ghost Goes Wild, The 94
Heldorado 98
Hit Parade of 1947 90
I've Always Loved You 109
Out California Way 96
Pilgrim Lady, The 98
Roll On Texas Moon 102
Spoilers of the North 92
That Brennan Girl 102
Winter Wonderland 95

SCREEN GUILD

My Dog Shep 100
'Neath Canadian Skies 102
Queen of the Amazons 104
Renegade Girl 96
Rolling Home 96

20TH CENTURY-FOX

Backlash 91
Black Beauty 109
Boomerang 123
Brasher Doubloon, The 101
Carnival in Costa Rica 108
Claudia and David 118
Dangerous Millions 97
Deadline for Murder 100
Home Sweet Homicide 102
If I'm Lucky 115
Late George Apley, The 107
Margie 142
My Darling Clementine 133
Razor's Edge, The 182
Shocking Miss Pilgrim, The 125
Strange Journey 102
Three Little Girls in Blue 135
13 Rue Madeleine 131
Wake Up and Dream 102
Wanted for Murder 92

UNITED ARTISTS

Abie's Irish Rose 102
Angel on My Shoulder 124
Bachelor's Daughters, The 114
Caesar and Cleopatra 138
Chase, The 121
Dishonored Lady 90
Fabulous Dorseys, The 121
Fun on a Weekend 105
Little Iodine 99
Macomber Affair, The 121
Mr. Ace 121
Private Affairs of Bel Ami 109
Ramrod 114
Red House, The 127
Scandal in Paris, A 110
Strange Woman 128
Susie Steps Out 97

UNIVERSAL-INTERNATIONAL

Buck Privates Come Home 105
Dark Mirror, The 140
I'll Be Yours 103
Little Miss Big 99
Magnificent Doll 111
Michigan Kid 111
Notorious Gentleman 117
Smash-Up 133
Song of Scheherazade 130
Stairway to Heaven 109
Swell Guy 116
Temptation 102
They Were Sisters 108
White Tie and Tails 115
Wicked Lady, The 126

WARNER BROS.

Beast With Five Fingers, The 117
Big Sleep, The 146
Cloak and Dagger 128
Deception 128
Humoresque 128
Love and Learn 95
Man I Love, The 114
Never Say Goodbye 104
Nobody Lives Forever 118
Nora Prentiss 118
Pursued 121
Shadow of a Woman 101
Stallion Road 113
That Way With Women 105
Time, the Place and the Girl, The 129
Two Mrs. Carrolls, The 123
Verdict, The 115

NOW THE GREATEST TRADE REVIEWS SINCE "GOING MY WAY" CONFIRM THE TRADE-SHOW AUDIENCES' VERDICT—

"GOING-MY-WAY DAYS ARE HERE AGAIN!"

"'Welcome Stranger' has what it takes to run up the same grosses as 'Going My Way.' A picture for all the members of the families of all the cities, towns and hamlets of this or any other country."—*M. P. Herald*

"A record-breaker comparable to 'Going My Way.' Should be seen by every member of the family. The two stars are just as excellent as they were in their previous picture." —*Showmen's Trade Review*

"As warming and commercially promising as 'Going My Way.' The picture gives an audience the rare privilege of leaving the theatre glad to have gone, uplifted in spirit and minded to tell friends to go and see Bing and Barry together again. The attraction figures to roll up handsome grosses." —*M. P. Daily*

"Follows the appealing lines of 'Going My Way' with its two stars scoring again. A must for every exhibitor." —*The Independent*

"Fits the 'Going My Way' pattern of story-telling with sock human interest, comedy and drama. Solid entertainment for sock boxoffice potential." —*Variety*

"Set controls for sock business. Crosby and Fitz click solidly." —*Film Daily*

"One of the season's most popular and most profitable offerings."—*Boxoffice*

"Unquestionably destined for staggering grosses." —*Daily Variety*

"Crosby and Fitzgerald click on all four...to please everybody."—*Exhibitor*

"If your patrons liked 'Going My Way,' they'll go for this."—*Film Bulletin*



BING AND BARRY ARE BACK AGAIN

In Paramount's

"Welcome Stranger"

BING CROSBY · starring JOAN CAULFIELD · BARRY FITZGERALD

with Wanda Hendrix · Frank Faylen · Elizabeth Patterson
Robert Shayne · Larry Young · Percy Kilbride

Directed by
ELLIOTT NUGENT

Screenplay by Arthur Sheekman • Adaptation by Arthur Sheekman and N. Richard Nash • Story by Frank Butler • Produced by Sol C. Siegel • Lyrics by Johnny Burke • Music by James Van Heusen

Intermountain Groups May Join PCCITO

SALT LAKE CITY—The Intermountain Theatre Owners Ass'n may be disbanded and the Utah and Idaho sections may join the Pacific Coast Conference of Independent Theatre Owners, it appeared here this week. This possibility was seen as the result of the decision last week of the Montana Theatre Owners Ass'n to join PCCITO.

Utah exhibitors say they feel they must now join some other organization, since Intermountain has been broken up by Montana's action. Some said it would be best for the mountain area if all states join the same organization—PCCITO.

A decision on disbanding the ITOA and the Utah and Idaho groups joining the Pacific Coast organization probably will be made at the Exhibitors-Distributors Roundup here June 10, 11 and 12. At this get-together, Intermountain will hold a meeting for election of new officers. The group also will hear a report from its president, Sam Gillette, on the Los Angeles convention of the PCCITO, and from Montana exhibitors who attended the coast parley.

Idaho already is split as an organization, exhibitors in the northern half of the state belonging to PCCITO. Theatres in the southern part of the state fall within the Utah orbit but it is believed they would favor going over to the Pacific coast group. If Idaho and Utah exhibitors do join the PCCITO, it is likely they will operate henceforth as separate units rather than as an Intermountain organization.

Fox Intermountain Theatres, largest circuit in Montana, has resigned from the Montana ITOA as a result of the organization's decision to join the PCCITO. This leaves Fox Intermountain unrepresented in any exhibitor organization other than the Intermountain Theatre Owners Ass'n and may be a factor in keeping the latter organization together.

Mississippi TOA Merger With Allied Probable

NEW ORLEANS—Possibility of a merger of the Mississippi Theatre Owners Ass'n with the Allied Theatre Owners of the Gulf States was visualized here Tuesday when the amalgamation was discussed at a meeting of the latter organization.

President W. A. Prewitt jr. of ATOGS, presiding at a well-attended session, said agreement had been reached to attend the Mississippi showmen's meeting scheduled at the Edgewater Beach hotel, Biloxi, July 6-8.

He added that the local Allied organization already includes a number of Mississippi members and that the merger would strengthen both organizations.

Announcement was made that charter membership in ATOGS will be granted all applicants filing before August 1.

Headquarters of the new Allied unit have been established at 223 South Liberty street, with Miss Joyce Yaeger as office secretary.

Discuss Effect Portrayals of Crime, Law Officials Have on the Public

WASHINGTON—Representatives of three media, motion pictures, radio broadcasting and comic strips met here this week in the Hotel Mayflower to discuss:

1. Portrayal of criminal exploits and criminal actions by the three media.
2. Portrayal of judicial processes by officials concerned; e.g.: police, attorneys, judges, etc.

The representatives of the three media came and met at the request of the Committee on Motion Pictures, Radio Broadcasting and Comic Strips in Relation to the Administration of Justice, of the American Bar Ass'n.

ANOTHER MEETING PLANNED

Arthur J. Freund of St. Louis, chairman of the committee, said that "we are mainly interested in the effect of the portrayals" of the two points mentioned above "on juveniles and adolescents."

"I believe this is the first exploratory discussion of its type ever held," Freund asserted. Agreement was reached at the meeting, for each representative of each media to report back to their respective organizations and then to meet again for another discussion on the same subject. No time or place has been set for the next meeting.

Purpose of discussing the subjects was said to be to try to determine the impact of the portrayal of crime on audiences.

Motion Picture Ass'n representatives who were Robert Chambers, Sidney Schriber and Theodore Smith, said that very few 1946 pictures showed unsympathetic portrayals of officers of the law.

The meeting, which was a closed session, was attended by many important figures in their respective industry. Donald Nelson of the Society of Independent Motion Picture Producers also was present.

Milwaukee Towne Theatre Slashes Night Prices

MILWAUKEE—In a drastic admission reduction, the Towne Theatre sliced prices for evenings shows in the initial such price drop in night prices since World War II in Milwaukee. New prices are 74 cents, including tax, compared with 90 cents prevailing generally for night first runs.

Commenting on the change, Papas stated there was "no justification for the 90 cents price top," pointing out that first runs in other cities charge from 65 to 70 cents, tax included.

Papas indicated that during the last ten years motion picture theatres in Milwaukee increased their gross income 62 per cent, while attendance increased just 12 per cent. Said Papas:

"The downtown show houses are not playing to capacity audiences. We would rather fill our theatre than make the same amount of money playing to smaller audiences."

E. W. Savage Elected Head of Ark. ITO

LITTLE ROCK—E. W. Savage, Booneville exhibitor, was elected president of the Arkansas Independent Theatre Owners Ass'n at the annual convention here this week, succeeding Claude C. Mundo, Little Rock circuit owner. Mundo becomes chairman of the board.

E. F. Busby, of Little Rock, was elected vice-president, and Sam Kirby, also of this city, was re-elected secretary-treasurer.

As has become an annual custom, outstanding theatremen in this area are honored at the convention. Mundo was given the award of merit, on a ballot taken by exchange executives at Memphis, for his cooperation with exchange people; and Busby was presented with an award of appreciation for outstanding civic work.

The convention took no action on the Motion Picture Foundation, although the Foundation plan was presented by Tom Young, 20th-Fox district manager in Memphis; and John Rowley, Dallas exhibitor.

Maurice Wolf of MGM; Leon Bamberger of RKO, and C. B. Akers, an Oklahoma City exhibitor, were among the speakers at the meetings.

Two Trust Cases Settled At Undisclosed Terms

CHICAGO — Settlement at undisclosed terms was announced here Monday in antitrust suits brought against Fox Wisconsin, Warners Theatres, the Minnesota Amusement Co. and major distributors by former operators of the Riverside Theatre in Milwaukee and the Minnesota in Minneapolis.

Former operators of the theatres were suing 28 defendants for a total of $2,650,000, alleging conspiracy to deprive them of suitable first run product. The cases were filed in U.S. district court here January 20.

Suit for damages totaling $1,750,000 was brought in the Milwaukee case by the Riverside Operating Co., which ran the Riverside from 1934 to 1939, and the Middle States Theatre Corp., which operated the house from 1939 to 1941. Middle States was also the plaintiff in the Minneapolis situation, having operated the Minnesota from 1939 to 1941. Damages of $900,000 were asked in this case.

The 4,025-seat Minnesota since has become the Radio City and is now being operated by the Minnesota Amusement Co., a Paramount affiliate.

Walsh to Britain on More Labor Swap Discussions

NEW YORK—Richard F. Walsh, IATSE international president, will leave for England with Tom O'Brien, general secretary of the National Ass'n of Theatrical and Kine employes, to continue talks on a plan to exchange film technicians. The labor heads will sail on the Queen Elizabeth June 11.

Walsh and O'Brien have been discussing the reciprocal labor agreement since the latter's arrival in this country several weeks ago.

Walsh believes an agreement will be reached during his stay in England. The IATSE head expects to spend two months in Britain studying labor conditions in studios and theatres where NATKE members are employed.

The proposed labor exchange will include actors and directors as well as cameramen and studio technicians.





M·G·M TRADE SHOWS

CITY	PLACE AND ADDRESS	SONG OF LOVE	THE HUCKSTERS
BANY	20th-Fox Screen Room, 1052 Broadway	FRI. 6/27 8 P.M.	THURS. 6/26 8 P.M.
LANTA	20th-Fox Screen Room, 197 Walton St., N. W.	FRI. 6/27 10 A.M.	THURS. 6/26 10 A.M.
STON	M-G-M Screen Room, 46 Church Street	FRI. 6/27 10:30 A.M. and 2:15 P.M.	THURS. 6/26 10:30 A.M. and 2:15 P.M.
FFALO	20th-Fox Screen Room, 290 Franklin Street	FRI. 6/27 2:30 P.M.	THURS. 6/26 2:30 P.M.
ARLOTTE	20th-Fox Screen Room, 308 South Church Street	FRI. 6/27 1:30 P.M.	THURS. 6/26 1:30 P.M.
ICAGO	H. C. Igel's Screen Room, 1301 South Wabash Ave.	FRI. 6/27 2 P.M.	THURS. 6/26 2 P.M.
NCINNATI	RKO Screen Room 16 East Sixth Street	FRI. 6/27 8 P.M.	THURS. 6/26 8 P.M.
EVELAND	20th-Fox Screen Room, 2219 Payne Avenue	FRI. 6/27 1 P.M.	THURS. 6/26 1 P.M.
LLAS	20th-Fox Screen Room, 1803 Wood Street	FRI. 6/27 2:30 P.M.	THURS. 6/26 2:30 P.M.
NVER	Paramount Screen Room, 2100 Stout Street	FRI. 6/27 2 P.M.	THURS. 6/26 2 P.M.
S MOINES	20th-Fox Screen Room, 1300 High Street	FRI. 6/27 1 P.M.	THURS. 6/26 1 P.M.
TROIT	Max Blumenthal's Screen Room, 2310 Cass Ave.	FRI. 6/27 1:30 P.M.	THURS. 6/26 1:30 P.M.
DIANAPOLIS	20th-Fox Screen Room, 326 North Illinois Street	FRI. 6/27 2 P.M.	THURS. 6/26 2 P.M.
NSAS CITY	20th-Fox Screen Room, 1720 Wyandotte St.	FRI. 6/27 1:30 P.M.	THURS. 6/26 1:30 P.M.
S ANGELES	20th-Fox Screen Room, 2019 So. Vermont Ave.	FRI. 6/27 2 P.M.	THURS. 6/26 2 P.M.
MPHIS	20th-Fox Screen Room, 151 Vance Avenue	FRI. 6/27 10 A.M.	THURS. 6/26 10 A.M.
LWAUKEE	Warner Screen Room, 212 W. Wisconsin Ave.	FRI. 6/27 1:30 P.M.	THURS. 6/26 1:30 P.M.
NNEAPOLIS	20th-Fox Screen Room, 1015 Currie Avenue	FRI. 6/27 2 P.M.	THURS. 6/26 2 P.M.
W HAVEN	20th-Fox Screen Room, 40 Whiting Street	FRI. 6/27 2 P.M.	THURS. 6/26 2 P.M.
W ORLEANS	20th-Fox Screen Room, 200 South Liberty St.	FRI. 6/27 1:30 P.M.	THURS. 6/26 1:30 P.M.
W YORK / W JERSEY	M-G-M Screen Room, 630 Ninth Avenue	FRI. 6/27 10:30 A.M. and 2:30 P.M.	THURS. 6/26 10:30 A.M. and 2:30 P.M.
LA'MA CITY	20th-Fox Screen Room, 10 North Lee Street	FRI. 6/27 1 P.M.	THURS. 6/26 1 P.M.
AHA	20th-Fox Screen Room, 1502 Davenport St.	FRI. 6/27 1:30 P.M.	THURS. 6/26 1:30 P.M.
LADELPHIA	M-G-M Screen Room, 1233 Summer Street	FRI. 6/27 11 A.M.	THURS. 6/26 11 A.M.
TSBURGH	M-G-M Screen Room, 1623 Blvd. of Allies	FRI. 6/27 2 P.M.	THURS. 6/26 2 P.M.
RTLAND	B. F. Shearer Screen Room, 1947 N.W. Kearney St.	FRI. 6/27 2 P.M.	THURS. 6/26 2 P.M.
LOUIS	S'Renco Screen Room, 3143 Olive Street	FRI. 6/27 1 P.M.	THURS. 6/26 1 P.M.
LT LAKE CITY	20th-Fox Screen Room, 216 East First Street, So.	FRI. 6/27 1 P.M.	THURS. 6/26 1 P.M.
FRANCISCO	20th-Fox Screen Room, 245 Hyde Street	FRI. 6/27 1:30 P.M.	THURS. 6/26 1:30 P.M.
ATTLE	Jewel Box Preview Theatre, 2318 Second Avenue	FRI. 6/27 1 P.M.	THURS. 6/26 1 P.M.
ASHINGTON	20th-Fox Screen Room, 932 New Jersey, N.W.	FRI. 6/27 1 P.M.	THURS. 6/26 1 P.M.

← NOTE!

NEW DATE FOR "THE HUCKSTERS"

Men and Events

By JAMES M. JERAULD

International Seesaw

TRYING to keep the discussion of international film problems on a business basis, with a minimum of nationalistic emotionalism, is going to require plenty of patience and tact. Almost on the day that J. Arthur Rank began discussing the need for more playing time for British films in this country, the Film Producers Ass'n of Great Britain began an advertising campaign in newspapers asking film patrons to "Buy British."

It is a direct appeal to stop patronizing American films, a public display of tactlessness that can't benefit British production.

At present there is no prejudice against British films as such in this country. If they are not booked as freely as Rank thinks they should be, it is due to a lack of public DEMAND. Continued improvement of the quality of British pictures, the development of star names, and a persistent effort to sell the pictures to the public by advertising will solve the problem. Exhibitors want boxoffice product regardless of where it comes from, but they have to be sold on the product just as their customers have to be sold.

Rank holds to the theory that if the major circuits book the pictures all the independent theatres will follow their example. They will, if the independents find out the circuits made money on the films. Everybody in the business in this country knows how the grapevine quickly spreads the story of hits and flops.

In the meantime a campaign against American films in England and a continued limitation on the playing time of American films in England's leading theatres regardless of how much they are grossing will not contribute to pleasant international relations.

American distributors admit they need the British market. British distributors have the same need for the American market.

* * *

That Recession!

MAYBE some of this talk about a recession exaggerates the facts. Fear is contagious. The Treasury department admission tax figures for April (which are collected in March) went up to $33,412,813. For the previous month the total was $28,796,825. The March figures were for February collections.

February is a short month, but the increase of $4,615,988 can't be explained by an additional three days. Business must have been definitely better. It was an exceptionally cold winter in many northern areas, with heavy snow. This may have had an adverse effect on business.

* * *

O'Brien Talks Out

TOM O'BRIEN, member of parliament and general secretary of the National Ass'n of Theatrical and Kine Employes, in his public appearances in this country turned out to be the most refreshing ambassador of goodwill film and leaders in this country have met to date. What he had to say he said in plain, old-fashioned Anglo-Saxon that anybody could understand.

Among other things he declared that politicians and diplomats know less about the film tastes of the public than anybody else. He went further and remarked: "We must educate our governments in the knowledge and the tastes of the common people of the world, as reflected in their reception of motion pictures."

At one luncheon he described the British advertising campaign with the theme "Save Dollars and See British Films" as stupid and unfair.

* * *

Blow to Tax Hopes

CHAIRMAN KNUTSON of the house ways and means committee lost no time in dashing the growing hopes for a cut in the federal admission tax. At one of the hearings during the week he told a witness that Congress probably would raise some of the excise taxes before reducing them. He said the 25 per cent tax on telegrams and the 20 per cent tax on furs probably would be the only levies to be cut this year.

This means that there will have to be an industry battle if any cuts are made either this year or next year. Most congressmen have been concentrating their efforts on income taxes on the theory that in that direction lie the most votes.

* * *

Record for Speed

MILTON KUSELL, general sales manager for Selznick Releasing Organization, says that in the first three weeks of the release of "Duel in the Sun" the gross (May 28) was $5,500,000 as a result of the mass playing time at advanced admissions. This is pretty close to the cost of production. Another three weeks even at a greatly reduced rate and the producer will have back the cost of production and the distribution as well.

From there on domestic showings probably will be subsequent runs, but there is still Canada and the foreign market as a source of straight profit.

Progress of the experiment is being watched widely.

Ask 16mm 'Gifts' End, To Protect Exhibitor

Hollywood — United Artists producers who have been gifting stars and other personalities with 16mm versions of their pictures have received communiques from UA asking that they discontinue this practice as some of these narrow-gaugers have gotten out of the hands of the original owners and are being exhibited in a number of 16mm houses, long before the picture goes into general release.

The notice explains that such a situation of prerelease showings jeopardizes future playing time and contractual agreements with regular 35mm exhibitors.



TALK WORLD PREMIERE—Joseph E. Levine, president of Embassy Pictures Corp., Boston, and Discovery Pictures Corp. of New York, worldwide distributors of "Discovery" pictured with Admiral Richard E. Byrd at the admiral's Boston home discussing plans for the world premiere of "Discovery," which will be held at the new Center Theatre, Boston, on the evening of June 12.

Industry Heads to Attend Jack Kirsch Testimonial

NEW YORK—Spyros P. Skouras, president of 20th-Fox; Joseph Bernhard, president of Film Classics; Ben Kalmenson, vice-president in charge of distribution for Warner Bros.; Abram F. Myers, national chairman of Allied States Theatre Owners, and Col. Harry A. Cole of Dallas are among the industry leaders who will attend the testimonial banquet in honor of Jack Kirsch, national president of Allied States Ass'n of Motion Picture Exhibitors, to be given by Allied Theatre Owners of N. J., Inc., at the Ambassador hotel, Atlantic City, June 26.

Others who are expected to attend, according to Edward Lachman, president of New Jersey Allied, are Martin G. Smith, Toledo; M. A. Rosenberg, Pittsburgh; Sidney Samuelson, Philadelphia; Nathan Yamins, Boston; Leon Goldberg, Boston; Max Alderman, New Haven; Mike Leventhal, Baltimore; Walter Mitchell, Boston; Benny Berger, Minneapolis; Jesse L. Stern, New York City; Van Nomikos, Chicago; Irving Dollinger, Linden, N. J.; H. W. Robertson, Covington, Va.; C. B. Wolf, Baltimore; Harry Fried, Ardmore, Pa.; Robert Goldblatt, Tarrytown, N. Y.; James Papayanakos, Gouverneur, N. Y.; Bob Pascoe, Newark; Lee Newbury, Manasquan, N. J.; David Snaper, New Brunswick, N. J.; William Schnopper, Centerdale, R. I., and Don Jacocks, Boston.

The banquet will be held in conjunction with the convention of the ATO of N. J. which begins June 24 and runs through June 26. One of the features will be an open forum for discussion of industry problems.

Phone Conference Is Held By Paramount Executives

NEW YORK—Charles M. Reagan, Paramount vice-president in charge of distribution; Curtis Mitchell, advertising, publicity and exploitation director, and Sid Mesibov, assistant exploitation manager, held a telephone conference on the exploitation of new product simultaneously with all the Paramount special representatives in branch territories in this country and Canada June 3.

D. L. Turner Rejoins Altec

NEW YORK—Donald L. Turner, who was with Altec until early in 1945 when he resigned to accept an executive post with International Business Machines Co., has rejoined Altec as branch manager of the Atlanta area, according to H. M. Bessey, vice-president. Lane J. Patton was named district manager last week.

Washington Report

By LEE GARLING

HEARINGS BY the house judiciary committee have been completed on legislation to regulate the purchase of assets of one corporation by another. Such antimonopoly moves are gaining support in the senate by the introduction sporadically of resolutions to investigate different industries for violation of the Sherman antitrust law, thereby preventing monopoly.

With the reporting out by the senate finance committee tax reduction bill, agreed on by both houses, concern has developed among the GOPsters of its effect on government finances for the last half of the current fiscal year.

Expect the reduction, which only covers personal income, if it becomes law, to be made effective July 1. Previously the thinking was to make it retroactive to January 1.

"A tax reduction at the present time should appear particularly desirable to those who hold the view that a downturn in business conditions is likely during the fiscal year 1948." This from the report on the new tax bill by the senate finance committee.

* * *

DON'T EXPECT final printing of the record of the New York antitrust case until next fall. After the supreme court "notes" jurisdiction which will probably be June 9, then the compiling of all records will get into stride, with the printing late this summer.

Copies of this record which will be one of the thickest in the supreme court history can only be obtained from arrangements made with John W. Davis, an attorney for one of the defendants in the case in New York City.

* * *

AS THE JOINT CONGRESSIONAL committee is working feverishly over the restrictive labor bill, speculation centers on the veto. Both the house and senate versions prohibit jurisdictional strikes like the one which has tied up Hollywood studios so long.

The house bill is the one which is the tougher and indications now are that the house will have to yield on their version. The senate's is much milder. Reason is GOP wants to be sure to get a labor bill on the statute books which will override a veto.

The U.S. Chamber of Commerce announces that as soon as the joint committee approves a version of the bill, businessmen should record their views with senators and representatives. Said the national Chamber, "Congress should pass the bill and enact it over a Presidential veto, if that step becomes necessary."

* * *

TESTIFYING BEFORE the house appropriations committee, the Department of Agriculture showed that 360 copies of its films, produced in its film section, were purchased from commercial film distributors. All purchases were by foreign countries during 1946. Seventeen more films have been produced since July of last year until now.

The Agriculture department asserts that any cut in appropriations by Congress of its Information Office would seriously hurt its film program. It is generally admitted that it has done the best job on instructive films of any government agency. Its latest release for this month is a soil conservation film, "It's Your Land," available for local theatres. In spite of these assertions, the appropriations committee cut $125,000 off its $700,000 budget.

Oddly enough, and in spite of the huge budget cut which the whole Agriculture department got, Senator Byrd, chairman of the joint committee on reduction of nonessential federal expenditures, told BOXOFFICE that during the month of April the Agriculture department had the highest increase in personnel. Five thousand and twelve employes were added to the payroll.

* * *

ERIC JOHNSTON, president of the Motion Picture Ass'n, will not appear before the house ways and means committee to testify on the ticket tax reduction. Reports that a brief may be forthcoming from him, setting forth his views on the subject, are unfounded. A spokesman for Johnston said no action or comment is contemplated. Johnston represents producers. Ticket taxes are the main concern of exhibitors.

* * *

CHAIRMAN KNUTSON (R-Minn.) said he thought the house ways and means committee would freeze social security taxes at present rates for another year. This means considerable savings in money for employers. Reason is that as of last December, the old age and survivors trust fund was more than eight billion dollars.

* * *

DALLAS HALVERSTADT of the Office of Government Reports film section reports that his office has just finished aiding MGM during production of a new short of their public service series. It is called "Give Us This Earth" and will be screened this week in the national archives for representatives of the government, the United Nations and the Mexican embassy. The film is strictly a commercial production and depicts the activities of Dr. Spencer Hatch, an American scientist who bought and reclaimed a farm in Mexico. The less educated Mexican Indians watched and learned much from him about how to grow food and feed themselves.

MGM plans more of these "message" films.

* * *

PEOPLE WITH EXPERIENCE in the motion picture industry will be able to get jobs galore in the television industry in about 18 months, according to Paul Mowrey, head of American Broadcasting Co. television activities.

"It takes 77 persons to handle a television show which four people could handle in radio," Mowrey told a group of American university students here at the U.S. Chamber of Commerce.

Best qualified employes would be those with a third of their experience in each of the three fields, the theatre, radio and motion pictures.

Predicting that television would never be competition to motion pictures because it will never be a formal medium, he cited an analogy he once made for Helen Hayes when she was curious about television's possibilities.

He suggested she imagine trying to act her best scene in a theatre with all the house lights on, 50 telephones ringing in the audience, 65 children in the audience, 20 per cent of the audience reading newspapers and five people walking in and out.

* * *

NEW PERMITS ISSUED for theatre construction by the housing expediter this week were James Bienvenu of St. Martinville, La.; Castle National Theatres Co., Fairview, Ohio, and Harold Nusbaum, Richland County, Ohio.

$250,000 MPEA Debt Repaid to Members

NEW YORK—The Motion Picture Export Ass'n has repaid to 20th-Fox, MGM, RKO, Warners, Paramount, Columbia, Universal and United Artists the $250,000 it borrowed from these companies when it was organized in December 1945.

These companies are members of the MPEA which was established to distribute their product in the following 13 foreign nations: Austria, Bulgaria, Czechoslovakia, Hungary, the Netherlands, the Netherlands East Indies, Poland, Romania, USSR, Yugoslavia, Germany, Japan and Korea.

Receipts from these countries are being shared by the member companies on a percentage basis pegged to their share of the total domestic gross reported for the preceding year.

Dissatisfaction with the results of this arrangement was registered last Thursday (May 29) by Seymour Nebenzal, independent producer releasing through UA. He said it discriminated against independents. He also said the arrangement offered little protection against competitors, not members of the MPEA, who had set profitable deals in some of these 13 foreign countries.

Irving Maas, vice-president of the MPEA, answered these criticisms by stating that the organization paved the way for American product in nations hostile to U.S. films. The MPEA broke down restrictive trade barriers, he explained.

Government Agency Show MGM Fact-Film Short

WASHINGTON—The Office of Government Reports showed "Give Us the Earth," an MGM Theatre of Life fact-film, to officials of the food and agricultural organizations of the United Nations and Department of Agriculture personnel at the National Archives Bldg. during the week.

Another showing for delegates to the YMCA convention in Buffalo, was held at the Erlanger Theatre June 6. The film was made with the cooperation of the YMCA International committee.

Commander Will Release Martin Johnson Films

NEW YORK—Commander Pictures, Inc., has acquired the U.S. reissue rights to a series of pictures made by Martin Johnson. The first unit show will be composed of "Congorilla" and "Borneo, Land of the Devil Beast," both originally distributed by 20th-Fox.

He Generates Goodwill, Sans All Electricity

Atlantic, Iowa—Art Farrell, manager of the Pioneer circuit's house here, made some kind of history and some community goodwill in Atlantic during the recent electric power curtailment.

A city generator blew out. This forced electric service for all businesses and public buildings to be limited to every two hours.

Art got an idea. He rushed into Omaha and arranged for a special portable unit, brought it back home and kept pace with the old show-must-go-on adage.

He gained the goodwill by allowing organizations in the city to hold meetings in the theatre during nonshow periods.

Hollywood Report

By IVAN SPEAR

Warners and MGM Buy Two Current Scripts

Although the production lineup for June further indicates that producers are continuing to trim sail as concerns their studio activities, both Warners and MGM came out of the Memorial day weekend with revelations of important additions to their respective future production plans. The Burbank film emporium added to its slate "To the Victor," a melodrama with a European background which shows the effects of the late war upon individuals. It came from the typewriter of Richard Brooks who authored also "The Brick Foxhole," and Brooks has been set to do the screenplay. Viveca Lindfors, Swedish importation, will star for Producer Jerry Wald. Also on the dramatic side is the newcomer to the lair of Leo where Jose Iturbi and Ricardo Montalban have been set for the role of father and son in the story of a great pianist, "His Only Son." In the story, an original by Myles Connolly, Iturbi portrays a pianist whose genius and passion for greatness make him a slave to his piano and his public, and blind him to the importance of living.

Six New Cassidy Films Set for UA Release

Sagebrush fans and the exhibitors who cater to their celluloid tastes will find no paucity during the coming season of the screen exploits of one of their best beloved and most widely known boots-and-saddles heroes, Hopalong Cassidy. Recently Screen Guild Productions announced that its 1947-48 lineup would include 12 Cassidy reissues and now comes word from Hopalong Cassidy Productions that it has launched a new series of six of the William Boyd starrers for United Artists release. Boyd also functions as executive producer of the current setup in which he is affiliated with Producer Lewis Rachmil. Initialer of the new series is to be "Without Honor" to be closely followed by "Coward's Castle." Both gallopers will be filmed on location at Lone Pine, with George Archainbaud wielding the megaphone as he will on the entire series. Andy Clyde and Rand Brooks will continue as Hoppy's saddle pals.

Carl Krueger to Produce 'Command Performance'

How sleepy can a sleeper get before some enterprising film maker pounces upon it? Here's one which has been kicking around on the Hollywood scene for lo! these many years. All through the war and even now, the cream of the screen's talent was and is recruited every week to record a radio program which is beamed by the Armed Forces Radio Service to U.S. service personnel throughout the entire world. As to its history, talent potentialities and title, it should have seemed a natural for a feature picture. Yet, it remained for an independent producer, Carl Krueger, to be the first to take advantage of the situation. His planned feature, to be titled, most naturally, "Command Performance," will probably be released by Allied Artists, inasmuch as that sister company of Monogram is handling the distribution of Krueger's forthcoming "Thunderbolt," army air force documentary, which was filmed in Italy at war's close by Lieut. Col. William Wyler, and which Krueger subsequently acquired for commercial distribution. Whether or not Producer Krueger has the blessing of the army in his enterprising undertaking was not disclosed. Probably such blessing is necessary, as well as the approval of the Hollywood Coordinating committee through which is recruited the talent for the time-honored weekly broadcast . . . Another timely item from Monogram, and one which again establishes that no week shall pass without the organization of at least one new independent production company, concerns Director John Reinhardt and Screen Writer Robert Presnell, sr., who have been associated with Producer Jack Wrather on the latter's initial monogram films; "The Guilty," and "High Tide," and who have formed their own company, to be called Arpi Productions. Pair will start negotiations shortly for a releasing deal.

Katzman on 'Dixieland' As Columbia Musical

New on the boards at Columbia is "Dixieland" which Independent Producer Sam Katzman has selected as the title of one of the four musicals he will make for that company's distribution during the 1947-48 season . . . MGM seems determined to have a diversified cast for "The Red Mill," screen version of the Victor Herbert operetta. Opera Stars Lauritz Melchior and Marina Koshetz have been selected to join Red Skelton and Keenan Wynn, who are set for the leading roles . . . Regis Toomey and Ann Doran were signed by Robert Riskin for top featured roles in his first independent production, "Magic Town," which RKO Radio will distribute . . . Una Merkel, comedienne, will continue her screen comeback with a role in Republic's "The Fabulous Texan" . . . Peggy Knudsen signed by Sol M. Wurtzel to play the lead opposite Don Castle in "Roses Are Red," a 20th-Fox release . . . Edmond O'Brien was signed by Producer Michael Kanin for a part in "Imagination." Picture is first Kanin production for Universal-International release . . . George Coulouris set for one of the featured leads in the Pickford-Rogers-Cohn Triangle production, "Sleep, My Love," which Douglas Sirk directs and which will carry a United Artists banner.



NEW CHARLIE CHAN—Pictured above is Roland Winters, New York stage actor, who has been selected by James S. Burkett, Monogram producer, to succeed the late Sidney Toler as Charlie Chan in the film series based on that Oriental detective of fiction. Winters, according to Burkett, was the 47th actor tested for the role first made famous on the screen by Warner Oland, who died Aug. 7, 1938, and later carried on in more than 30 pictures by Toler, who died last February 12. The first in the new Chan series will be "Murder by Alphabet," written by Samuel Newman.

'JOAN OF LORRAINE' STARTS JULY 14

Regardless of production slumps, Hollywood refuses to divorce itself from dramatic timing. July 14 has been selected as the kickoff date for a production which is attracting considerable attention on several counts. The film is "Joan of Lorraine," to be produced by Sierra Pictures, one of the many newcomer sharecropping companies, distinguished because its initial film is to be distributed by MGM. Even a casual observer will note that the starting date is Bastille day, the French national holiday. Ingrid Bergman plays the title role and she is a co-owner of Sierra with Victor Fleming and Walter Wanger who will direct and produce, respectively. The historical opus wil be filmed at the Hal Roach studio. Maxwell Anderson, who wrote the Broadway play in which La Bergman starred during the past season, is collaborating with Andrew Solt on the screenplay.

Henigson to Be Liaison For MGM and Sierra

Henry Henigson, veteran production executive, who was at one time general manager of Universal and more recently occupied the same position with California (Howard Hughes) Pictures, has been inked by MGM to serve as liaison officer between the studio and Sierra Pictures, which will produce at least one film for Leo on a sharecropping basis . . . Hal Wallis, who makes features for Paramount on a profit-splitting basis, has re-signed John Mock to function as story department chief for another year.

MGM Signs Jimmy Durante For Romantic Type Role

At long last, love comes to the Schnozzola. Jimmy Durante, he of the schnabel, vaudeville, radio and the cinema, booked a double winner when mighty Leo handed him a new contract and at the same time tagged him to head the cast of a forthcoming feature just added to MGM's future production slate. The film is to be called "You're Beautiful," which Joe Pasternak will produce in Technicolor. To distinguish the feature, Durante will undertake a romantic role and—stop the presses—in this one, he'll win the girl.

Entire 'Escape' Filming In Britain by 20th-Fox

The march toward England as a production ground for American films continues. Darryl Zanuck, 20th Century-Fox production head, disclosed that John Galsworthy's "Escape," based on the stage play, and a newie at the Westwood plant, will be filmed entirely in Britain, its locale, late this summer with Rex Harrison as the male star. William Perlberg will produce and Joseph Mankiewicz will direct. They will leave for London in July.

DAVID O. SELZNICK'S

DUEL

in the SUN

IN TECHNICOLOR

Directed by
KING VIDOR

from
Coast to Coast,
it's the SUNsation
of the Nation

Pacific Northwest

The SUN came up like thunder in the Pacific Northwest, cracked all-time money records in many theatres.

California

There's been nothing like it under California's sun, where David O. Selznick's SUN hits new money highs — plays to over half a million people in Los Angeles alone.

Southwest

The SUN is hot in the Southwest. Dollars pour through Texas theatre tills as DUEL rides high, wide and handsome in setting new money records.

VANGUARD FILMS, INC.
NEW YORK, N. Y.

. . . . Have just finished first week grosses in multiple run day and da California and 19 in Northern California . no such thing as a box office recessi to see.

Midwest

The SUN pours it on in the Midwest, making the long green grow! Loops the loop in Chicago; beats Jet Pilot in Louisville; a money sensation in Nashville; Indianapolis and way points.

New England

The SUN blazes thru rain and snow in New England to new money tops. Three weeks in two houses in Boston to smash coin—three in Providence at Loew's State—They go for the West in the East!

New York

The SUN shines all over town in New York! It's dough! dough! dough! all over Loew! More than a million in one week see it in New York.

JEL IN THE SUN and it has set record
howings in 25 theatres in Southern
rcibly drives home the fact that there's
hen we have pictures the public wants

Charles P. Skouras

DAVID O. SELZNICK'S

DUEL

in the SUN

IN TECHNICOLOR

Directed by
KING VIDOR

A NEW LOW OF 39 FEATURES SET AS STARTERS FOR JUNE

HOLLYWOOD—Summer slump or recession, we got it, ain't we?

Such paraphrasing of a widely circulated morsel of pornography was current at the film capital's wailing wall as Hollywood faced June with 1947's shortest schedule of pictures set for starts. Of the new-low 39 features slated for camera debuts, 15 were carried over from earlier months, while a mere 24 were newcomers to studio agenda.

Further accenting the fact that June was due to be a dull month for the film makers is the fact that at month's beginning five studios, a record number, had scheduled no starts for the ensuing 30-day period. They are Enterprise, Monogram, PRC, Selznick Releasing Organization and Screen Guild.

Another probable reason for June's wavering lineup was the heavy program undertaken during May. Hollywood launched that month with a slate of 63 scheduled starters, and of that number more than 40 actually got under way. Many of these were started late in the month and work thereon will carry into June.

From among those failing to take off as advertised in May, largely come the 15 carryovers entering into June's calculations.

By studios, they stack up as follows:

Columbia

Even though this studio cut nearly in half the number of films slated to roll in June, as compared to its 11 scheduled starters in May, it still tops all other producing organizations in number of pictures ready to go, with six at the starting gate. Of the sextet poised for starts, three are sagebrushers of the "they went thataway" variety, while one is a romantic comedy and two are carryovers from the May schedule. The other nine of May's slate of 11 all went before the cameras during the previous month. Busiest single character on the lot will be the Durango Kid, the saddle-and-spurs hero, who is to ride and shoot his way through two cactus melodramas, "Six Gun Law" and "Last Days of Boot Hill." Both will be produced by Colbert Clark and Ray Nazarro is slated to direct the latter. At month's beginning no pilot had been assigned to "Six Gun Law." As usual, Charles Starrett and Smiley Burnette will have the toplines in both, Starrett in his now-familiar assignment as the Durango Kid. Third western on the list is "The Strawberry Roan," which is No. 2 on the schedule of eight to be made for Columbia release by Gene Autry Productions. With Autry starring the sagebrusher will be filmed in Cinecolor by the producer-director team of Armand Schaefer and John English. Autry shares the billing, as usual, with Champion, his eddicated horse. The romantic comedy on the agenda, to be produced by Wallace MacDonald, is "When a Girl's Beautiful." It will feature Adele Jergens, who fills the bill as far as the title is concerned, and is to be directed by Frank McDonald. The two carryovers on the agenda—making the third time at bat for both of them—are "The Mating of Millie McGonigle" and "The Crime Doctor's Gamble."

Eagle-Lion

Maintaining a steady, if unspectacular, picture-making pace, this production organization has four properties up for camera work during the month—three of them brand new offerings, the other a holdover from May. Busier than the proverbial paperhanger will be Producer Aubrey Schenck, who is handling all four vehicles. First to get under way probably will be the Joan Leslie starrer, "New Girl in Town," which is based on a novel by Aubrey Wisberg. Strongly dramatic, the story is of two sisters, one of whom has been permanently crippled as the result of an automobile accident, incurred through the faulty driving of her intoxicated sister, and the effect the crippled girl has on the lives of the people around her. No other casting has as yet been made, and no directorial assignment was set in the early days of the month. Also on Schenck's schedule is "Rainbow Ridge," an outdoor opus to be filmed in Cinecolor. The story, based on a Saturday Evening Post article by Jean Muir, is equine in content, dealing with the history of horses on the American continent since the days of Cortez. The picture is scheduled to be filmed largely on location in southern Montana, where the wild nags abound. Number three on the slate is "T-Man," a newly acquired property which is described as semidocumentary in scope. An expose of counterfeiting, it is to be made in cooperation with the Treasury and Post Office departments. Henry Blankfort wrote the original, John C. Higgins did the screenplay and Anthony Mann will be the director. Holding down the fort in the title role is Dennis O'Keefe. The studio's holdover picture is "Clemmy."

Metro-Goldwyn-Mayer

The mighty Leo, who recently promised big things productionwise by announcing a substantial increase in the number of pictures to be made for the 1947-48 slate, had better take a healthy shot of adrenalin and begin to get going. The studio is letting another month slide by with only three films listed to start—and of them only one is a new entry, the others being holdovers. The new one is "On an Island With You"—undoubtedly a tentative title—in which Esther Williams, Jimmy Durante and Peter Lawford have the toplines. It will be produced in Technicolor by Joe Pasternak, with Richard Thorpe wielding the megaphone. A musical comedy, the plot concerns the plight of a motion picture company which has been cast away on an uncharted island. The carryovers include "Killer McCoy," a Mickey Rooney starrer, with Mickey in the title role as a prizefighter, and "High Wall," another in the psychological whodunit bracket. It is listed as a Robert Taylor vehicle.

Paramount

On the comparatively busy Marathon Street lot four properties are on the roster for the starting gun during June. It's a 50-50 arrangement, since two are new and two were held over from their original May starting dates. Carried over from last month are the Betty Hutton starrer, "Sainted Sisters," to be produced by Val Lewton and directed by Mitchell Leisen; and "My Own True Love," co-starring Phyllis Calvert, of British screen fame, and Melvyn Douglas. This, too, is a Lewton production and is to be piloted by Compton Bennett, noted English megaphonist. Since the studio's monthly slate would hardly be complete without an opus from Sharecroppers Pine and Thomas, those busy film makers have scheduled "Big Town Scandal" for camera work as the third is their Big Town series. William Thomas will direct and Philip Reed and Hillary Brooke have the featured roles. They yarn is another melodrama of racketeers and crusading newspaper folk, based on the popular Big Town radio programs. Second new entry is "The Night Has a Thousand Eyes," a suspense mystery starring Edward G. Robinson. It is to be directed by John Farrow, but as yet no producer has been assigned. Based on George Hapley's novel of the same name, the story casts Robinson as a man who develops extraordinary powers of prevision, based on

U-I's 'The Senator Was Indiscreet' Makes Camera Debut This Month

Because of its provocative title, its intriguing and timely subject matter and the impressive budget allotted to it, probably the most ambitious celluloid undertaking scheduled by Hollywood's film factories during June is Universal - International's political comedy, "The Senator Was Indiscreet."



WILLIAM POWELL

From advance descriptions, the Nunnally Johnson production is another in the cycle noted of late in which the film makers have been taking a poke or two at the nation's law-making organizations—witness, for example, "The Farmer's Daughter."

"The Senator Was Indiscreet" is further notable because it marks the directorial debut of George S. Kaufman, renowned stage director and playwright, who will work from a script by another celebrated stage technician, Charles MacArthur. The original was a novel by Edwin Lanham.

Portraying the indiscreet senator will be William Powell, borrowed from MGM for the part, with Ray Collins, Peter Lind Hayes and Ella Raines in support.

The role appears made-to-order for Powell's comedy talents, since the script calls upon him to portray an old-line senator who has presidential aspirations. Unfortunately for his campaign, the fact that he has meticulously kept a diary upsets his entire plan, since the day-to-day record of the senator's private life and love falls into unscrupulous hands and is used as potent ammunition against him.

a psychologist's experiments with a subject described as extra-sensory perception, whatever that may be. His gift turns to tragedy when he foresees the death of the woman he loves. Years later Robinson is ensnared in a web of suspicion, because of his prevision, when a scheme to murder the woman's daughter is uncovered. The only other player so far cast is John Lund.

RKO Radio

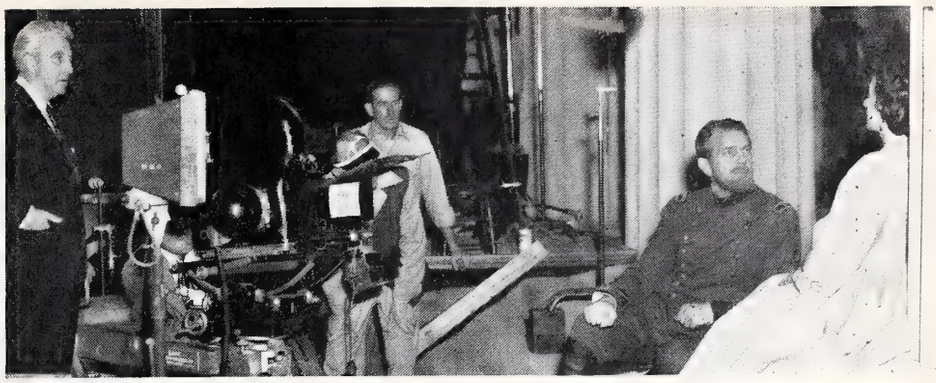
If nothing else, this Gower Street film plant's slate for June is at least varied, including as it does a musical, a western (of the super variety) and a story of juvenile delinquency. What's more, all three are brand new entries, with no carryovers on the hook from last month. First to go, probably, will be a Samuel Goldwyn production, "That's Life," starring Danny Kaye. Howard Hawks is listed as the director, with Virginia Mayo and Steve Cochran cast in Kaye's support. The tunefilm, to be photographed in Technicolor finds Kaye portraying the role of a long-haired music professor who emerges from a life of seclusion and sonatas to acquire a working knowledge of jazz. He is helped musically and romantically by Miss Mayo. The scheduled sagebrusher, to be produced by Richard Berger, is "Roughshod," a story of California during the rough-and-ready 'eighties. Mark Robson will handle the directorial reins, but at month's beginning no cast had been selected. Third and last on the roster is "Your Red Wagon," to be produced by John Houseman and directed by Nicholas Ray. Adapted from Edward Anderson's novel, "Thieves Like Us," it spins a story of two youngsters who were brought up in squalid surroundings, become sweethearts and, because of incipient criminal tendencies, land in the pokey. The girl is released at the end of her sentence but the boy, in for a longer term, breaks out of jail to be with her. From then on they play hide-and-seek with the gendarmerie until the girl is captured and the boy is killed. As with "Roughshod," this had not been cast early in the month.

Republic

It's to be expected that this Valley film plant's slate devotes a substantial proportion of its celluloid quota to filming stories of the west. Two such are on tap for the current month out of a total of three properties being readied for starts. An Edmund Grainger production, "The Fabulous Texan," is a story of the famed Texas State Police in the era immediately following the Civil War. William Elliott, John Carroll and Catherine McLeod are starred and Edward Ludwig will direct. Second outdoor opus is "Under Colorado Skies," another in the Trucolor series starring Monte Hale and Adrian Booth. Mel Tucker is the producer and the film will be piloted by R. G. Springsteen. As radical a departure from the sagebrush school as could be imagined is the third scheduled starter—the Charles K. Feldman-Republic production of "Macbeth," the Shakespeare classic. Orson (Four-Way) Welles will produce, direct and star in the offering, as well as contributing the screen adaptation—and, in his spare time, will probably help design the sets, costumes and assist the film editor.

20th Century-Fox

By dint of carrying over two films originally slated to start last month and adding two new entries to the list, the Westwood cinema citadel bobs up with a total of four vehicles ready to go during June. The holdovers include the Joan Crawford starer, "Daisy Kenyon," to be produced and directed by Otto Preminger, and "The Snake Pit," from the controversial novel by Mary Jane Ward, which will co-star Olivia de Havilland and Rex Harrison, with Robert Bassler producing and Anatole Litvak directing. Newcomers on the agenda include "Green Grass of Wyoming," a story which combines harness-racing and young love in about equal quantities. Also a Bassler production, it stars Peggy Cummins, Charles Coburn and Lloyd Nolan and will be directed by Louis King. Listed as a Sol Wurtzel production (to be made on a sharecropping basis) is "Roses Are Red," a semidocumentary based on an incident which occurred a quarter of a century ago in a large European city. It concerns an honest city prosecutor who is kidnaped and replaced in office for a month by his exact physical double—the tool of a corrupt political machine. Don Castle and Peggy Knudson have the leads and James Tinling will direct. Irving Elman did the script.



IN PREPARATION AT RKO—Surrounded by his camera crew, Director Dudley Nichols (dark suit and white mane), rehearses Raymond Massey, as a Union general, and his wife, Mme. Katina Paxinou, for a scene in RKO's post-Civil War drama, "Mourning Becomes Electra."

United Artists

For release by this company, Hopalong Cassidy Productions is readying the latest in the venerable series starring William Boyd as Hoppy. Titled "Without Honor," it will be produced by Lewis Rachmil and directed by George Archainbaud, with Andy Clyde and Rand Brooks in support. The sagebrusher is the only picture slated to go into work for UA release during the month.

Universal-International

Nothing if not consistent, this company equalled its May schedule by slating a total of five to go into work, two of which are carryovers which did not get under way last month. Most pretentious of the new vehicles, which is described more fully in the box on these pages, is "The Senator Was Indiscreet." Also being prepared to roll in June is "Black Bart," otherwise known as "The Adventures of Black Bart," which concerns the saga of a historically infamous highwayman. To be produced by Leonard Goldstein, it will topline Dan Duryea, Yvonne De Carlo and Edmond O'Brien, with George Sherman as the director. Being readied by Producer Mark Hellinger is "The Naked City" with plans calling for the entire film to be shot in New York City—a logical decision, since it is the story of the New York police department. The officials of that crime-busting organization have promised Hellinger complete cooperation. Jules Dassin will direct, with a vast headed by Barry Fitzgerald, Don Taylor, Dorothy Hart and Howard Duff. Carryovers include "Tap Roots," the Walter Wanger production, and "Imagination," a Garson Kanin production to be directed by George Cukor.

Warner Bros.

The Burbank lot's June lineup comprises five vehicles, of which three are holdovers from last month. First of the newcomers is a romantic comedy, "Head Over Heels," with Joyce Reynolds and Robert Hutton in the starring roles. Hutton portrays a struggling author with whom Miss Reynolds is in love. The film, with musical interludes, will be produced by Alex Gottlieb and directed by Frederick De Cordova. The other new entry is "Christopher Blake," film version of Moss Hart's successful Broadway play. It was adapted for the screen and will be produced by Ranald MacDougall, but neither director nor cast members had been selected in the month's early days. Carryovers include Michael Curtiz Productions' Technicolor musical, "Romance in High C," with Curtiz directing and Gottlieb as the producer. Starring Doris Day, Jack Carson, Janis Paige and Don DeFore, the film has a Latin-American locale and was scripted by Phillip and Julius Epstein. Another holdover is "Mary Hagen," formerly titled "That Hagen Girl," in which Shirley Temple and Ronald Reagan have the starring roles. It is also a Gottlieb production—his third for the month. Held back, also, from its original May start is "The Persian Cat," story of international intrigue among the French underground in Iran during World War II. It is to be produced by William Jacobs, but no cast or director had been allocated as June got under way.

Siritzky Int'l to Release Eleven Films in 1947-48

NEW YORK—Siritzky International will release nine new French-language productions, including a trilogy, and two reissues during the 1947-48 season, according to Leon Siritzky, president.

The new films are "The Well-Digger's Daughter," starring Raimu; "Nais," starring Fernandel; "Queen's Necklace," starring Vivian Romance; "Volpone," with Louis Jouvet and Harry Baur; "Colonel Chabert," starring Raimu, and "Cabassou," starring Fernandel. The trilogy, which stars Riamu and Pierre Fresnay, is composed of "Marius," directed by Alexander Korda; "Fanny," directed by Marc Allegret, and "Cesar," directed by Marcel Pagnol. The reissues are "The Baker's Wife," starring Raimu, and "Red Head," starring Harry Baur.

Siritzky was host at a cocktail party to celebrate the opening of the company's new suite of offices in the Fisk building. Among those who attended were Arthur Mayer, Ilya Lopert, Dr. Juan Negrin jr., Paul Moss, Simon Schiffrin, Alfred Katz, Billy Friedberg, Max Rosenzweig, Seymour Florin, Irving Lesser, Jacques Chabrier and Dorothy Gerstein.

The Scandal of the



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COLUMBIA PICTURES

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Directed by HENRY LEVIN · Produced by SAMUEL BISCHOFF

COLUMBIA PICTURES

International Preselling Has Many Headaches

Enough Blood, Sweat and Ulcers For National Campaign but When Extended to Overseas Promotion, Setbacks Develop For U-I's 'Great Expectations.'

NEW YORK — Few exhibitors are aware of the blood, sweat and ulcers (the blood is what the press agents sweat and the ulcers are the result of the almost daily aggravation to which they are subjected) that go into the preselling of a film by the distributors through national exploitation and promotion.

These days, by the time the key city first run exhibitor starts to play a film, it has received the benefit of at least one national promotion with radio being used more and more extensively since it provides an opportunity to reach millions of potential patrons rather than the limited thousands who can be reached in key city promotions. This applies to America. When the campaign is extended to England new complications set in.

Somewhere along the line, the key city, first run exhibitor becomes aware that a film is being presold.

INGLEWOOD MOTHER CHOSEN

Universal-International has just completed one of the first international radio promotions on a film involving Hollywood, New York and London with plenty of blood, sweat and ulcers going to make the venture a success under the direction of John Joseph, U-I national director of advertising and publicity; Maurice A. Bergman, eastern director of advertising and publicity, and Jock Lawrence, public relations head for J. Arthur Rank in America. The film was Rank's "Great Expectations," which was given its American premiere at Radio City Music Hall.

The Mutual Broadcasting System "Queen for a Day," network radio show, voted one of the best daytime shows in radio in many radio polls, is broadcast five times weekly, Mondays through Fridays over 245 radio stations in the U.S., reaching an estimated audience of 5,000,000 persons. It reaches a good portion of an exhibitor's customers and many others who have to be "sold" on special films.

The format of "Queen for a Day" is simple. The program originates from Earl Carroll's restaurant in Hollywood. Contestants for the crown of "Queen" are selected by a combination of chance, questions and audience applause in the restaurant with a jury of women making the final selection. Thirty-five-year-old Mrs. Kathleen Mary Hughes, a housewife from nearby Inglewood and mother of three children, was chosen "Queen" in just this manner. Her answer to the question, "What are your 'Great Expectations' in life?" had a strong note of sincerity. She said that she hoped that good fortune would smile on her neighbors in Inglewood who had come to the rescue of herself and her husband. You see, Mrs. Hughes and her family had been living in an army tent pitched in the backyard of a neighbor, a carpenter who was building a house for them, since they had been evicted from their previous domicile. The other neighbors had been exceedingly helpful.

But Mrs. Hughes was to be a very special "Queen." Ordinarily she would have been afforded a whirl at Hollywood studios and Hollywood night life, but Universal-International had made arrangements to give one of the queens a different type of coronation ceremony. Only Jack Bailey, emcee of the program, was in on the secret. In connection with the premiere of Rank's "Great Expectations," at the Music Hall, the special queen was to receive the first free trip to London ever afforded a contestant on a radio quiz program. And Mrs. Hughes proved to be that very special "Queen." The "Queen for a Day" program was going to follow her trip daily for a two-week period—of course plugging "Great Expectations." And to make things more complete, Mrs. Hughes' husband was given a leave of absence by his employer so he could accompany his wife to New York by plane and visit his family in Niagara Falls while she was in London. Neighbors undertook to take care of the three Hughes children. The U-I boys took over—Bob Rains, in charge of radio promotion at the studio and Charlie Simonelli, special events director in New York.



Mrs. Kathleen Mary Hughes, chosen "Queen for a Day," is met at an airport in London by Valerie Hobson (right), star of "Great Expectations," to help promote the U-I film.

PASSPORT COMPLICATIONS

And then the international complications began.

Mrs. Hughes, it developed, was a Canadian by birth so she could not leave the United States with the same ease as an American citizen. The first requirement was a British passport which had to be secured in a few hours. She volunteered the necessary information to help secure a copy of her marriage license which she no longer had in her possession. The wires and the telephone hummed and in a few hours a U-I representative in Buffalo and another in Albany came up with a copy of her marriage license. She had been married in Niagara Falls.

A few more ulcers were added to get Mrs. Hughes her British passport but then it was discovered that she would need a re-entry permit. The office of the American Immigration and Naturalization Service in Los Angeles was cooperative. They had Mrs. Hughes fill out the necessary forms and told her she should get her permit when she arrived in New York. They gave her the address of the New York office, little knowing that it had been closed ten years ago. It was not until Mrs. Hughes had arrived in New York that this fact was discovered. She was to leave the following afternoon at 2 p. m. on a British Overseas Airways Corp. Constellation.

At 7 a. m. that morning, accompanied by a U-I representative, Mrs. Hughes hurried to Philadelphia, the nearest immigration permit office, to get a permit. The enterprising U-I representative called the Philadelphia papers when he arrived there to tell them of Mrs. Hughes' plight. There was a news break in the Philadelphia papers. Mrs. Hughes had been photographed with Gus S. Eyssell, president and managing director of the Music Hall, on her arrival in New York. This photograph was serviced to papers throughout the United States.

WEATHER DELAYS FLIGHT

Mrs. Hughes would have been hard-pressed in making the BOAC plane which was to take her to London if weather conditions had not intervened to delay the start of the flight to 7 p. m. She made it and was photographed again on her takeoff. Her husband took off by plane for Niagara Falls at about the same time as Mrs. Hughes headed for London.

Mrs. Hughes' arrival in London was an event. She was met at the airport by Valerie Hobson, star of "Great Expectations." To the less jaded British press, Mrs. Hughes was good news copy. The Rank Organization in America had paved the way magnificently for Mrs. Hughes' reception and the Rank representatives took over in grand style in London. The British office of one of the major American wire services cabled its American office to get details on Mrs. Hughes and her story. There were many breaks in the British press on Mrs. Hughes' arrival.

Then started a four-day whirl through London, visiting the Rank studios, meeting the stars of "Great Expectations" and other Rank personalities. Mrs. Hughes was cut in from London on one of the "Queen for a Day" broadcasts. Daily cables from her telling of her stay in London were read on the program. She was interviewed by the London press at a special interview.

N. Y. PREMIERE CLICKS

After four hectic days in London, Mrs. Hughes headed back by BOAC plane for New York to attend the American premiere of "Great Expectations," at the Music Hall. She almost missed the opening when the plane was delayed more than two hours in landing at LaGuardia field due to congested conditions at the field.

Then a trip to Niagara Falls to join her husband and finally back to Hollywood to reappear on the "Queen for a Day" show to tell about her great experience.

Oh, yes! The U-I and Rank people had some compensation for their blood, sweat and ulcers—outstanding business for "Great Expectations" at the Music Hall.

Prestige to Distribute 'Nicholas Nickelby'

NEW YORK—"Nicholas Nickelby," based on Charles Dickens' novel, will be released in the U.S. by Prestige Pictures, a unit of Universal-International. The film was produced by Michael Balcon for J. Arthur Rank's Ealing Studios. It will be the tenth Rank film to be released in this country by Prestige.

'The Ghost and Mrs. Muir' Review Board's Choice

NEW YORK—"The Ghost and Mrs. Muir" (20th-Fox) has been given starred selected features rating, the top honor of the National Board of Review, in the weekly guide to selected pictures.

Selected features rating has been awarded to "Copacabana" (UA), "The Romance of Rosy Ridge" (MGM) and "The Web" (U-I).

CHESTER FRIEDMAN
EDITOR

HUGH E. FRAZE
Associate Editor

BOXOFFICE Showmandiser SECTION

PRACTICAL IDEAS FOR SELLING SEATS BY PRACTICAL SHOWMEN

More Truth

Last week, at the concluding exercise of the program in motion picture management at New York university, students who completed the course were addressed by Si Fabian, president of Fabian Theatres and American Theatres Ass'n. Said Mr. Fabian:

"With the expansion of the theatre business there has set in a 'department store' point of view that augurs ill for the future . . . Good showmanship has proved time and again to be the difference between a successful theatre and failure . . . The industry needs virility and a return to the concepts of basic showmanship.

"A grave error was found in a trend toward constituting the theatre manager a mere 'key carrier.' This trend was reversed when its fallacy became apparent."

What Mr. Fabian emphasized is that allowing Fabian managers to inject their individuality and initiative into the theatre operation was found to be a more practical and profitable policy than attempting to run the circuit from a swivel chair in the main office.

The pity is that all of Mr. Fabian's listeners were undoubtedly in agreement but none is in a position to establish or alter the present policy of "department store" operation which is common with many theatre circuits.

Eleven weeks of hard work had its culmination in a successful food and fashion show at the Skouras Roosevelt Theatre, Flushing, N. Y., last week. Mildred FitzGibbons, one of the best known women managers in the New York metropolitan area, spent almost three months organizing local merchants and nationally prominent manufacturers in one mammoth promotion guaranteed to top all previous mammoth promotions.

Miss FitzGibbons' show included all the trappings of a state fair with numerous food, cosmetic and cooking ware exhibits; a de luxe fashion show of milady's apparel and children's clothing, $600 in merchandise giveaways, the personal appearance of stars of stage, screen and radio, and an over-all tiein with the Flushing Council of Women's Organizations which handled the distribution

(Continued on next page)

'Exploitation Makes Up For Low Budget on Ads'

—JAMES MARCHESI

"For years I have looked forward each week to receiving BOXOFFICE and other trade magazines because of the valuable news and promotional suggestions they contain," writes James Marchesi, manager of Marchesi Bros. Theatres in Amboy, Ill.

"Quite often these promotions are beyond our reach because the cost is prohibitive in the smaller situations such as we operate, for we operate on three changes a week.

"However, many can be done over to fit our situations, if and when one has a mind to, and each of our theatres receives BOXOFFICE and is constantly reminded to read and study it to encourage them in putting greater efforts into their work and avoid getting into a rut.

"We believe in a clean, quiet and restful theatre; that the manager who achieves this has come a long way toward getting the customers in and keeping them satisfied. However, we also realize that this business of ours is changing all the time and must be well advertised, despite the fact that we in the smaller situations get the benefit of the national and first run advertising. We keep constant watch over our managers' ads and try to encourage them to use mats, and lay out well-balanced, easily read and informative ads.

"I get a kick out of trying to lay out an ad just a bit different, maybe better than the last, or a display that looks well enough to merit a second glance from the patrons. That is what gives one the incentive to go on trying."

All Marchesi theatres use display boards, stock three-sheets and other accessories. The cost of blowups has been found to be excessive. On the other hand, proper use of the exchange accessories with compo board and water colors has achieved effective results.

Weekly programs have also been found beneficial. These go out to a preferred mailing list and are inserted in Sunday newspapers through an arrangement with a local news dealer. About once a month, a large circus herald is prepared and this also is included as an insert in the Sunday papers. One big advantage of this method of distribution is that it gets the message directly into the home on Sunday morning.

Window cards have proved themselves in-

(Continued on next page)



Easily constructed display boards made from accessories serve double duty as advance lobby displays and currently as part of the theatre front.

Lost Purses Spread 'Janet Ames' Bally In Harrisburg

One of the most unusual stunts perpetrated here in the name of promotion in quite a while had considerable success for "The Guilt of Janet Ames" which played a full week at the State in Harrisburg, Pa. E. Gerard Wollaston, manager, conceived and carried out the stunt, assisted by Spike Todorov, assistant manager.

Wollaston, tying in with a city department store, obtained six women's purses which Todorov "lost" in the business section. Each purse contained $1, and a card asking the finder to return it to Janet Ames at the State. Advance publicity for several days in newspaper theatre columns advised the finders that if they returned the bags to the State, they not only could keep the purse but would receive two passes. In addition, Wollaston would add $4 to each of the $1 bills returned, and give the total to the Boys' club of Harrisburg for its building fund.

Big Ad Proclaims Record: 'Jolson' Held Third Week

When E. C. Johnson of the Washington Theatre, Bay City, Mich., held "The Jolson Story" for a second week he took cognizance that only two other pictures had ever played Bay City a second frame. Business held up so well that he decided at the last minute to hang onto the picture for a third week. He rushed into print with a three-column nine-inch ad saying:

"Our apologies for stating last night was positively the last night. We bow to the demand of Bay City to break every record in our history—28,162 happy patrons who have seen 'The Jolson Story' are telling 28,162 friends not to miss the finest musical picture ever screened."

In a corner of the ad was a cut of Ginger Rogers and copy reading: "Hey, Mr. Johnson. When am I coming to Bay City? You've put me off twice now. 'The Magnificent Doll.'"

Youth in Sandwich Board Offers Girls Free Kisses

Street ballyhoo with a fresh twist was used by Manager Remmel Young of the Malco Joie Theatre in Fort Smith, Ark., for "Love Laughs at Andy Hardy." He sent out a tall young man, face smeared with lipstick imprints, and a sandwich board with copy reading, "Free Kisses!" and giving picture and theatre credits.

More Truth

(Continued from preceding page)

of tickets. The giant project included free refreshments to everyone who attended. To top it off, the theatre staff sold $400 worth of advertising for a program which helped to defray expenses.

Considering that the Roosevelt is a late run theatre and that admission was by invitation only, we doubt if the good people of Flushing ever got so much for so little.

On the other hand, the Roosevelt Theatre probably never received as much publicity and goodwill in one package.

---Chester Friedman

Start a File

★ Don't discard your BOXOFFICE. The Showmandiser section has been designed to serve as a permanent handbook of theatre merchandising.

★ The pages will be numbered consecutively throughout the year.

★ An index to these pages will be published at regular intervals, thus providing easy reference to the various articles on showmandising of individual pictures, to types of pictures, and to all the various phases of promotion.

★ Theatremen and executives who have long felt the need for an up-to-the-minute, yet permanent guide to boxoffice promotion material, will recognize this latest service innovation in BOXOFFICE as an invaluable aid in their daily showmandising efforts.

Better Exploitation Holds Down Budget

(Continued from preceding page)

valuable. These are placed in shop windows adjoining towns.

Newspaper advertising presents a problem and business establishments all around the as there is on'y a local weekly and a Farm Bureau biweekly. The latter is particularly good as it insures 75 per cent coverage throughout the rural areas.

Giveaways were discontinued during the war years in the Marchesi theatres because of the shortage of merchandise. Whenever merchant tieups are made on special occasions, such as Christmas or other holidays, an attempt is made to give the cooperating merchant the full benefit of the promotion.

One of the finest goodwill builders around the circuit is a children's birthday club, started seven years ago. Children receive an application for membership, which includes such pertinent information as name, address and date of birth. When filled out, the card is turned in to the theatre and the child receives a free ticket, good for an entire week at the theatre. The children look forward to receiving this pass annually, and comments from parents indicate the enormous value of this promotion.

Coast Guard Lobby Setup On N.Y. Strand Revivals

A tieup with the coast guard recruiting division was arranged in connection with the special two-week engagement of the combination revival bill, "The Sea Hawk" and "The Sea Wolf," at the Strand Theatre in New York.

Under the cooperative deal worked out with Zeb Epstein, managing director of the Strand, a coast guard display was set up in the mezzanine, consisting of lifesaving equipment, ship models and stills depicting coast guard life. A recruiting officer was assigned to be on hand at the exhibit to answer questions and accept applications for enlistment.

Ten posters tying in the coast guard with "The Sea Hawk" and "The Sea Wolf" also were placed at vantage points around the city.

'Mrs. Carroll' Sundaes Sold in Drug Chain Ducat Contest

Lawrence Lehman, manager of the RKO Orpheum Theatre in Kansas City, and Jack Tierman, publicity director, made a "sweet" tieup with the Katz Drug Co. in their campaign on "The Two Mrs. Carrolls."

Arrangements were made for all 13 Kansas City stores in the drug chain to feature a "Two Mrs. Carrolls" fresh peach sundae at all soda fountains. Several thousand counter tent cards were distributed to the fountains as promotion for the stunt, and in addition a large number of special 17x22 posters were put up in prominent locations, including store windows and on fountain mirrors.

The drug chain also used tieup advertising copy, and the theatre set up prizes of free passes to be awarded the fountain clerks in each store who promoted the largest sales of "Two Mrs. Carrolls" sundaes.

Society Column Box Offers Passes to Equestriennes

The day before "Stallion Road" opened at the Montauk Theatre in Passaic, N. J., Joseph Geller, Warner Bros. relief manager for the northern New Jersey area, placed a bold bordered box in the lead society column of the Herald News offering free admission to the picture to the first ten girls who showed up the following afternoon in full western riding outfits.

The newspaper ran a story the following day listing the girls who appeared.

'Laff Ticket' Stunt

An old but tried-and-true "laff ticket" was distributed by Charlie Brewer of the Clay Theatre in Green Cove Springs, Fla. The ticket entitled the bearer to "a barrel to cover his body" in case all buttons were lost from his clothing. Of course, the "catastrophe" would come from laughing at Barry Fitzgerald in "Easy Come, Easy Go."



Norman Kassel, advertising, publicity director for Essaness circuit in Chicago, and well known for his originality in advertising layouts, is responsible for this three-column reduction. The theatre manager is cleverly introduced to newspaper readers as a means of impressing record-breaking performance of "The Best Years of Our Lives."

HERE'S WHAT THEY SAY ABOUT BOXOFFICE SHOWMANDISER

JACK MATLACK,
Manager and Advertising Director,
J. J. Parker Theatres, Portland, Ore.

I like the new Showmandiser section and think it has many possibilities. Look forward to seeing how the new index system will work as this is something which I believe all showmen have wanted for a long time.

The BOXOFFICE Bonus plan should stimulate a lot of interest among showmen. It isn't the money which will attract them but rather the fact that they will be chosen to receive a special award every month. It should also serve to give plenty of showmen that necessary "push" to become active exploiteers.

HAROLD J. JOHNSON,
Manager, Elberta Theatre,
Palisade, Colo.

I wish to add a few words to the many letters, telegrams and phone calls you undoubtedly have received congratulating the BOXOFFICE staff for the new and outstanding issues of the Showmandiser section.

I have a very small theatre situated in a population of about 900 people in a farming community which calls for salesmanship every minute of the time. May I say thanks, and thanks again, for giving us new ideas and stunts in every issue of BOXOFFICE Showmandiser. From a little guy with a small theatre in a grand little town.

JEROME PICKMAN,
Publicity Manager, Eagle-Lion Films, Inc.
New York, N. Y.

After a careful appraisal of the Showmandiser section in BOXOFFICE, I think it is one of the most important contributions to the picture business that have come along during my experience. The new format and the BOXOFFICE Bonus should add both to the theatreman's and home office publicity man's store of knowledge, and prove an incentive for bigger boxoffice results.

EDGAR GOTH,
Director of Advertising and Publicity,
Fabian Theatres, Harrisburg, Pa.

I like the improvements and makeup of the BOXOFFICE Showmandiser section very much. In the future it will be a frequent source of reference for me.

MARK ALLEN,
Manager, Austin Theatre,
Kew Gardens, N. Y.

It is not often a fellow changes his bible, but the decided change in the BOXOFFICE Showmandiser is something I shall appreciate from now on. In the future, when needing exploitation assistance, I shall consult my bible of Showmandiser issues which I have started with the first issue.

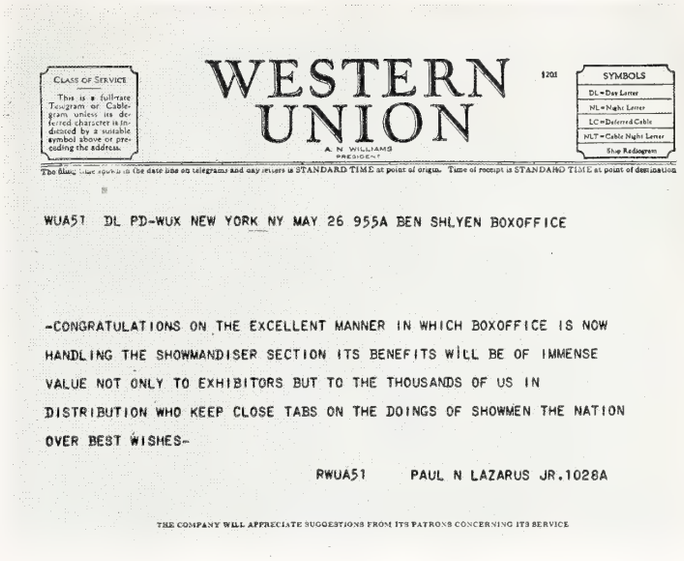
LOU BROWN,
Advertising and Publicity Manager,
Loew's Poli New England Division, New Haven, Conn.

Congratulations on your new index idea for the BOXOFFICE Showmandiser. Our men will be in there pitching for the BOXOFFICE Bonus.

It looks as if you have something in the idea of saving the issues for future reference. That is something every manager should take advantage of. These ideas come in handy and we are most likely to pick up the section and get ideas that can be adapted to our own situations. Right now we need all the exploitation we can get and the index idea should certainly prove invaluable.

SOL L. SORKIN,
Managing Director, RKO Keith's Theatre,
Washington, D. C.

I never realized what complete coverage BOXOFFICE gives to the theatre manager until I saw the new Showmandiser section. I am amazed at the suggestions, thoughts and ideas that are all so helpful. You may be assured that I shall read this section religiously and that I shall contribute any ideas which may be of help to other theatremen.



CLASS OF SERVICE
This is a full-rate Telegram or Cable-gram unless its de-ferred character is in-dicated by a suitable symbol above or pre-ceding the address.

WESTERN UNION

A. N. WILLIAMS
PRESIDENT

1201

SYMBOLS
DL = Day Letter
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

The time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

WUA51 DL PD=WUX NEW YORK NY MAY 26 955A BEN SHLYEN BOXOFFICE

-CONGRATULATIONS ON THE EXCELLENT MANNER IN WHICH BOXOFFICE IS NOW HANDLING THE SHOWMANDISER SECTION ITS BENEFITS WILL BE OF IMMENSE VALUE NOT ONLY TO EXHIBITORS BUT TO THE THOUSANDS OF US IN DISTRIBUTION WHO KEEP CLOSE TABS ON THE DOINGS OF SHOWMEN THE NATION OVER BEST WISHES-

RWUA51 PAUL N LAZARUS JR.1028A

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

M. D. COHN,
Managing Director, Newman Theatre,
Kansas City, Mo.

Congratulations on your revised exploitation section in BOXOFFICE. I think this is a swell start . . . I will certainly try for a Bonus in some phase of advertising.

STEPHEN W. BRENER,
Advertising and Publicity Director, Walter Reade Theatres,
New York, N. Y.

Thought you would be interested to know that at our weekly managers meeting I discussed the new Showmandiser section with some of our city managers. They had all seen it and expressed the thought that it is the best ever to appear in a trade magazine.

MORRIS ROSENTHAL,
Manager, Loew's Poli Theatre,
New Haven, Conn.

The new Showmandiser section in BOXOFFICE is the first big thing any tradepaper has done for the managers. The section is full of good ideas and stunts.

GEORGE DARANSOLL,
Manager, Granby Theatre,
Norfolk, Va.

The new Showmandiser section is a step in the right direction and reflects plenty of constructive thought in planning and layout. The BOXOFFICE Bonus should prove highly attractive to theatremen.

MATT SAUNDERS,
Manager, Loew's Poli Theatre,
Bridgeport, Conn.

Congratulations to the new Showmandiser section. The BOXOFFICE Bonus should certainly serve to stimulate showmandising.

BOB COX,
City Manager, Schine Theatres,
Lexington, Ky.

It looks as though you really have the answer on how to get practical ideas from and for showmen. There's a real incentive for the boys to send in material and the chances look equal for the man in Kansas and the hot-shot from a metropolis like New York. I think the smart showman will set up an active file. As for myself, I am sure I want to save the section for future use.

Reprinted in its entirety from

VARIETY

"Miracle on 34th Street"

Hollywood, May 3.

"Miracle On 34th Street" is one of the most appealing, heart-warming films to come out of Hollywood in many a day. Its word-of mouth potential is the strongest and grosses should react bullishly when the word gets out on entertainment content.

So you don't believe in Santa Claus? If you want to stay a non-believer don't see "Miracle." Such a theme as whether or not there is a Kris Kringle seems hardly the thing for popular entertainment but George Seaton's scripting and direction sock it over with laughs, tears and all the other ingredients that spell ticket sales.

Film is an actor's holiday, providing any number of choice roles that are played to the hilt. Edmund Gwenn's Santa Claus performance proves the best in his career, one that will be thoroughly enjoyed by all filmgoers. Straight romantic roles handed Maureen O'Hara and John Payne as co-stars also display pair to advantage. Miss O'Hara has more opportunity to show acting talent and Payne makes a fine hero without a scowl.

Valentine Davies' story poses question of just how valid is the belief in Santa Claus. Gwenn, old man's home inmate, becomes Santy at Macy's Department Store, events pile up that make it necessary to actually prove he is the McCoy and not a slightly touched old gent. Gwenn is a little amazed at all the excitement because he has no doubt that he's the real article.

Before it's all over, ticket buyers are likely to believe he is, too, even without the difficult decision reached by Gene Lockhart, as New York supreme court judge who has to try the case, that Santa Claus does exist. Events build logically to get Gwenn into his legal jam and the plot is unfolded so realistically that it might actually have happened.

Gene Lockhart's performance as judge is a gem, as is Porter Hall's portrayal of a neurotic personnel director for Macy's. Surprise moppet performance is turned in by little Natalie Wood as Miss O'Hara's non-believing daughter who finally accepts Santy. It's a standout, natural portrayal. William Frawley spots solid bit as a shrewd politician, Jerome Cowan is good as the prosecuting attorney, and Philip Tonge registers as store executive. Others showing effectively include Alvin Greenman, James Seay, Harry Antrim, Theresa Harris.

Seaton's direction garners every possible bit of human drama, chuckles, heart-tugs and interest from the story and the cast. Film has been given top showmanly production values by William Perlberg. Art direction by Richard Day and Richard Irvine, the fine lensing by Charles Clarke and Lloyd Ahern (much of it actual New York footage), Cyril Mockridge's excellent score, editing and other credits lend strong backing to make this a thoroughly enjoyable screen treat.

Brog.

The NEW Boxoffice Miracle from 20th Century-Fox

"MIRACLE ON 34TH STREET

WORLD PREMIERE NOW · ROXY THEATRE

All Angles Exploited For 'Jolson Story' In St. Charles

Every possible angle—juke box and window tieups, stage and street ballyhoo, heralds and program cards, and school and city hall cooperation—augmented an enlarged newspaper and radio advertising campaign to make for tremendous business on "The Jolson Story" at the Anderson circuit's Arcada Theatre in St. Charles, Ill. The well-rounded campaign was worked out by Manager Earl J. Logan.

A Salute Jolson week proclaimed by the mayor was publicized in newspapers in St. Charles, Elgin and Aurora newspapers. The superintendent of schools added his voice to the buildup by advising all students at the high school, junior high school and two grade schools that they should see the picture. Window displays were used by the library and five downtown stores, and window cards were carried by 100 shops in the three-city area.

STUFFERS IN NEWSPAPERS

Daily newspapers were stuffed with 1,000 heralds each week for three consecutive weeks and newspapers carried readers on the picture every day for two weeks. The Arcada used daily ads for three weeks.

Three colored boys were used for street ballyhoo a week ahead of opening, and another was used on stage in a Jolson gag. Stage announcements of the opening were used every day for two weeks in advance and one week ahead of opening an act on stage had a young man singing one of the hit tunes in the Jolson manner.

Juke boxes all around town used Jolson records. The high school played the Jolson album on its lunchroom juke box. National tieups were exploited wherever possible.

Just to make sure no one was overlooked, Logan chalked the sidewalk with "Jolson" copy for ten days in advance.

"Needless to say," he commented after the run, "we were pleased with the results."

SHAWNEE CAMPAIGN PAYS OFF

When Elmer Adams jr., manager of the Bison Theatre in Shawnee, Okla., learned that his house was booked to play "The Jolson Story," he lost no time getting an advance publicity campaign moving which helped roll up exceptional grosses.

Screen trailers, newspaper stories and transcription broadcasts started the ball rolling more than two weeks ahead of opening. In the lobby, on the mezzanine and outside the theatre huge banners were posted with teaser copy, "It's Coming—Watch for 'The Jolson Story.'"

Setpieces were prepared and displayed in every available spot, each emphasizing one of the picture's salient selling angles.

Adams hooked up with a local disc jockey who asked listeners to write in and identify the voices of oldtime favorites whose recordings were broadcast. Winners received guest tickets and the theatre got some excellent publicity.

Paper napkins, imprinted with the title of the film, stars, and playdates were distributed among cafes, restaurants and hotels.

Adams also capitalized on the music tieins. Three music shops featured records and albums in addition to sheet music of song hits heard in the picture and each sponsored a co-op newspaper ad with theatre mention.

Additional tieups were set with numerous merchants for window and counter cards tied in with merchandise and prominent theatre credit. Newspaper publicity on the attraction was extensive.

Willis Shaffer Introduces 'Art in Advertising' Idea

"Art in Advertising" was the unique selling pattern introduced by Willis Shaffer, manager for Fox Midwest Theatres in Atchison, Kas., to exploit "The Late George Apley" at the Orpheum Theatre.

Shaffer observed that John Falter, well-known artist and local boy, had been commissioned by the film producer to do an original portrait of Ronald Colman as "The Late George Apley." Believing that midwest theatre patrons would have a special interest in this famous localite, Shaffer decided to obtain and exhibit this portrait.

TWO BIG SELLING POINTS

Contacting 20th-Fox officials, arrangements were made and thus the portrait came to Atchison to be exploited along with the midwest premiere as the two main selling points of the campaign.

Interest was aroused among school heads. On opening night the high school band paraded to the theatre entrance accompanied by a police escort. In a ceremony on the stage city officials unveiled the portrait.

Willis promoted from 18 businessmen a double truck newspaper spread of congratulatory messages to the theatre and the artist. The Daily Globe devoted front page publicity to the artist and theatre for almost a week prior to the opening.

Stills were placed on exhibition at the city library and in all city high schools. Art and accessories with theatre mention were placed in each of the supporting merchants' windows.

JINGLE ON RADIO

Radio promotion entailed the use of a slogan to impress listeners with the date of opening, "Remember the Day . . . the Seventh of May," which caught the fancy of the radio audience as was apparent by mail and phone comments.

When the portrait was placed on exhibition in the theatre lobby, suitable unveiling ceremonies marked the occasion. Shaffer distributed several hundred autographed copies of the painting signed by the artist.



High school band parades to Orpheum Theatre for premiere ceremonies in connection with "The Late George Apley" in Atchison, Kas.

When Shaffer states that he believes "Art in Advertising" gives a new and distinct form of exploitation to show business, he is only half correct. The thought, energy, initiative and imagination necessary to carry out such an idea is obvious. But the idea of selecting some direct avenue of approach with local interest is not entirely new. This however does not distract from Shaffer's fine performance. It is the type of showmanship which usually distinguishes the alert, on-his-toes manager who is quick to recognize an opportunity for stimulating added interest in his attractions, with the necessary determination and initiative to see it through to a successful climax.

PRESELLING: 'Miracle on 34th St.'

An around-the-clock radio tribute by WOR, Mutual's key station in New York, started 20th-Fox's comedy-romance, "Miracle on 34th Street," off at the Roxy Theatre June 4, with one of the most intensive radio promotions ever accorded a motion picture. Starting at 6:35 a. m. June 3, and continuing throughout the morning and afternoon, 11 topflight programs hailed the motion picture as "a miracle of entertainment." Listening audience penetration, in 16 cities of seven states reached by the station, was estimated at 2,000,000 persons per program.

This mass tribute was prepared in cooperation with the 34th Street-Midtown Ass'n which sponsored the promotion of the film in the shopping center via hundreds of window displays, in-store promotions, mass mailings, and newspaper display and dropline advertising. Several of the most important WOR shows were to emanate from the Herald Square area, with guest appearances of executives, retailers and employes scheduled. In addition, news programs on the Mutual station called attention to the picture and its tribute throughout the day.

A letter contest leading to prizes contributed by members of the 34th Street Ass'n were plugged on all of the programs heard, while prominent department stores took special tunein ads in the metropolitan papers announcing the radio programs taking part in the tribute to the picture.

Monaghan's Morning Watch at 6:35 a. m. started the June 3 air tribute. Then followed Gambling's Musical Clock, Breakfast with Dorothy and Dick, Alfred McCann Pure Food Hour, Martha Deane, Luncheon at Sardi's, Listen Here Ladies, the Answer Man, Barbara Welles, Rambling with Gambling and the Human Side of the News with George Carson Putnam.

Strip on 'Dishonored Lady'

The story of "Dishonored Lady" was told serially in a four-column strip inserted in the society pages of the Reading, Pa., Times by Manager Larry R. Levy of Loew's Colonial. The strip ran Saturday, Sunday and Monday mornings, and in word and picture told the story of the film. Each installment carried theatre credits and the second and third installments ran a synopsis of the previous ads.



Ballyhoo Rides The Haywagon

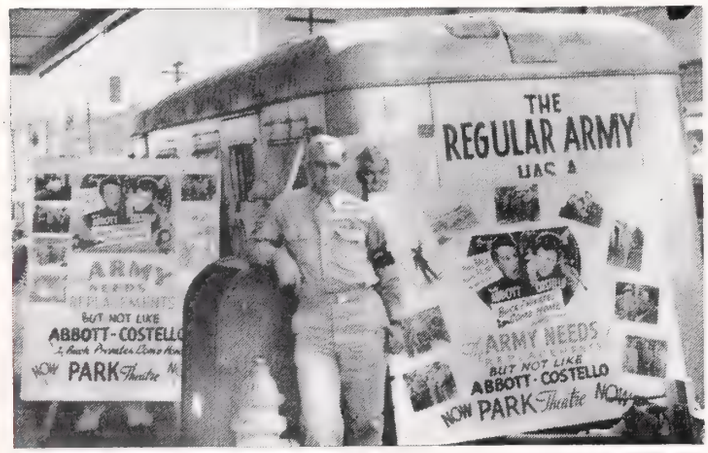
A CITY ORDINANCE PROHIBITING STREET BALLYHOOS IN LINCOLN, NEB., FAILED TO STOP WALT JANCKE, MANAGER OF THE VARSITY THEATRE, FROM GETTING HIS PLAYDATES ON "THE FARMER'S DAUGHTER" BEFORE THE PUBLIC. WALT INVITED THE SENIOR CLASS OF A HIGH SCHOOL LOCATED 14 MILES OUT OF TOWN TO BE HIS GUESTS. THE GROUP TURNED THE PARTY INTO A HAY RIDE, WALT OBLIGINGLY PROVIDING BANNERS WITH ABOVE RESULT.



RECENT EXPLOITATION BY M. R. BLAIR, MANAGER OF THE REGENT, CEDAR FALLS, IOWA. INCLUDED THE OLD BARREL GAG, ABOVE LEFT, FOR "THE MIGHTY McGURK," AND A LIVE FOX WHICH HELPED TO PROMOTE "THE SHOW-OFF."



ALLEN GRANT, MANAGER OF THE PATIO THEATRE, BROOKLYN, TOOK ADVANTAGE OF CONSTRUCTION WORK ADJOINING THE THEATRE PREMISES TO GET THIS NEAT PLUG ON "IT'S A WONDERFUL LIFE." SIGNS PLACED ON SCAFFOLDING.



TIEUP WITH ARMY RECRUITING DRIVE BY HARVEY FLEISCHMAN, MANAGER OF THE PARK, TAMPA, FLA., NETTED THIS FINE BALLYHOO FOR "BUCK PRIVATES COME HOME." HARVEY ALSO SET POTATO PEELING DISPLAY IN LOCAL WINDOW.



TIEUP WITH BUS COMPANY PAYS OFF EVERY WEEK FOR JOHN CORBETT OF THE PARK, TAUNTON, MASS. BANNERED BUSES BRING YOUNGSTERS TO SATURDAY KIDDY SHOWS FROM NORTH, SOUTH END OF CITY.

Solons and Merchants Join 'Egg' Bandwagon In Washington, D. C.

Tying up with the egg division of the Washington Merchants and Manufacturers Ass'n, effective promotions were worked out for "The Egg and I" showing at the RKO Keith Theatre managed by Sol Sorkin.

An egg luncheon was held at the Hotel Statler, to which were invited egg and poultry dealers representatives of the Department of Agriculture, congressmen and food editors of local newspapers. This resulted in wide publicity for the film.

Through the National Restaurant Ass'n, 100 streamers were placed in member hotels and restaurants. In addition each member featured a special egg dish on the menu with picture and theatre credit.

The Egg and Poultry Ass'n distributed several thousand "Egg and I" recipe books and window cards in all its member shops.

Sorkin started his campaign well in advance. Ushers were garbed in farmer costumes. An incubator and live sitting hens, both hatching eggs, made up an unusual lobby exhibit.

Four boys dressed as farmers were used as a street ballyhoo prior to the opening and during the run with signs announcing the picture, theatre and playdates.

Window displays were landed at the Hecht, S. Kann & Sons, Brentano's and G. C. Murphy's stores.

HUGE CHICAGO EGG BREAKFAST

Chicago hatched a golden "Egg and I" breakfast 11 days before the opening of the film at the Palace and Grand theatres.

More than 1,000 persons gathered at the Chicago Mercantile exchange, including Gov. Dwight H. Green; Mrs. Theodore S. Chapman, president of the Illinois Federation of Women's clubs; Arnold P. Benson, Illinois director of agriculture; Wilfred Sykes, president of the Chicago Ass'n of Commerce, and Don McNeil of the Breakfast Club radio program to call attention to the opening of "The Egg and I."

The huge trading floor was converted overnight into a banquet hall. Long tabletops covered the lines of brokers' desks and occupied all other available open space. The menu featured cranberry eggnog, egg rustique, stuffed tomato-egg salad and a Claudette Colbert cake, the last item being full of eggs.

Master of ceremonies McNeil supervised the following stunts:

A huge egg was wheeled out in front of the main speakers' table and twin girls emerged from the huge egg for what was called the "double yolker" part of the entertainment."

An Adrian "Egg and I" gown was modeled on the floor through the courtesy of Marshall Field & Co.

MESSAGE IN AN EGG

A message from Claudette Colbert was taken from a hard-boiled egg and read to the group. The message, written on ticker tape paper, was inserted in the egg while still being conceived. Timing the activity of a hen, scientists at Purdue university waited for the opportune moment, then operated on the hen, inserting the message into the still-to-be-laid egg. Then closing up the operational wound, they allowed the hen to lay the egg with the message in it.

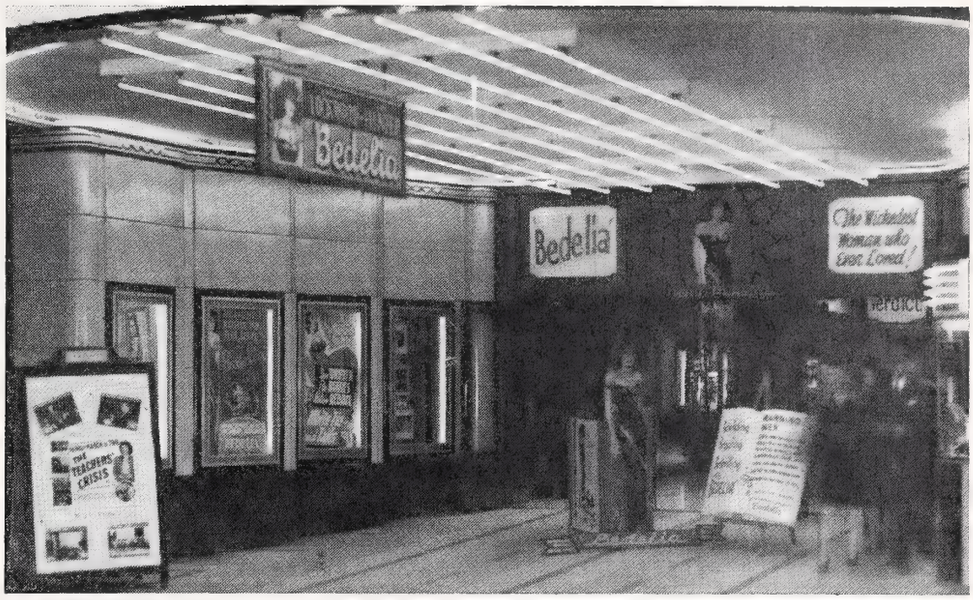
The Vance Guild model agency provided a dozen models who paraded through the exchange in black evening dresses serving Claudette Colbert cake.

The promotion was arranged by Matt Plunkett, RKO Theatre publicist, and Universal-International exploiteers in cooperation with the National Poultry and Egg Ass'n board.



Sitting hens and incubator in the lobby help build advance interest in "The Egg and I" at the Keith Theatre, Washington.

Ad Space Rationed, Ralph Dillard Solves Problem by Exploitation



Theatre front shows Ralph Dillard's "Bedelia" setpiece and a 40x60 selling "The Teachers' Crisis" at the Avon Theatre in Savannah, Ga.

With Savannah, Ga., theatres limited on newspaper space for their daily ads, Ralph Dillard, manager of the Avon Theatre, turned to other exploitation to promote the showing of "Bedelia." The campaign paid off in a big way as evidenced by above average business.

Ralph used small teaser ads to build advance interest, running these daily for a week prior to opening. A radio contest was set with station WSAV which netted 26 free announcements. Transcript records were used over WTOC, WCCP and WSAV.

An inexpensive yet attractive lobby setpiece was constructed, following out the idea of an open book with a warning to men that "Bedelia" was "bewitching, beguiling and bedeviling" with art and star credits.

For street ballyhoo, a regular walking book device was used in advance and current window cards were spotted in prominent locations about town, and six stores tied up for special window displays. One hundred fifty bus cards in two colors were placed on the sides of local conveyances.

Dillard injected a neat bit of showmanship into his campaign after he learned that 4,000 teachers were holding a convention in the city during the engagement of "Bedelia." He booked the March of Time subject, "Teachers' Crisis" and notified the teachers' association that the film would be on exhibition during their visit in Savannah. This resulted in extra business and earned for the theatre manager a letter of thanks from the president of the teachers' group.

Dummy Horse Talks Back In Stunt for 'Brother'

For "My Brother Talks to Horses" John Wolfberg, manager of the Broadway in Denver, rigged up a device that had children talking to a horse, and what's more, the horse talked back!

Wolfberg obtained a full-sized equine dummy, placed it in front of the theatre and wired it to a nearby car, where Bill Gaines, assistant manager, had a mike. Gaines always could get some youngsters to talk to the horse. They were plenty surprised when the horse would answer their questions.

The climax came when a drunk got into an argument with the dummy. After a while the drunk stumbled on completely bewildered, probably swearing off strong drink forever.

'Duel' Contest in Weekly

Art and copy covering a half page of the weekly magazine Glimpse, in New Haven, Conn., was devoted to a contest on "Duel in the Sun." Winners got free passes from Manager Sid Kleper of the College Theatre for preparing the longest lists of words made up from letters in the picture's title.

Girls Match Their Charm For 'Farmer's Daughter'

A Loretta Young charm contest was the highlight of a strong exploitation campaign executed by Bill Morton, publicity director, of the RKO Albee Theatre in Providence, R. I., for "The Farmer's Daughter."

The contest was open to all young women over 16 years of age. All contestants were photographed free by a downtown photographer who turned the prints over to the theatre. Photographs were displayed on a 9x7 foot lobby piece, along with the rules for the contest. Morton promoted $300 in merchandise for the winners, including a fur scarf, jewelry, flowers, shoes, handbags, etc.

Ten finalists were selected who appeared on the stage of the theatre on the opening night. Finalists were selected by audience applause.

FINALISTS MODEL NEW STYLES

Morton also arranged for a leading women's dress shop to supply the latest spring fashions which were modeled by the ten finalists. Morton hooked in with the national Max Factor tieup, arranging for special window displays in Liggett's downtown store which featured a 40x60 colored blowup of the two stars of the film, with tiein copy for the picture and theatre.

Free air plugs were promoted on radio station WHIM's Hollywood News Show. The station featured both production and sidelight notes on the picture liberally. The Providence Sunday Journal devoted a five-column art break to the picture four days prior to opening. Downtown restaurants received special menus carrying pictures and theatre copy, which were used both in advance and during the current run of the picture.

A spot radio campaign was spread out over three Providence radio stations three days prior to opening, and more than 550 street cars and buses serving Providence and nearby cities carried double-size car cards announcing the film.

In Denver, the picture opened to special fanfare including a novel contest effected by W. T. Hastings, manager of the RKO Orpheum Theatre. Two weeks in advance of the opening, Hastings dressed his service staff in farmer and farmerette costumes of blue jeans, plaid shirts and wide brimmed straw hats with badges carrying starting dates of the picture.



Advance lobby display used in the lobby of the Albee, Providence, R. I., on its Loretta Young charm contest.

The contest tieup was set by the Cambridge Dairy Co. which collared all its milk bottles for one week with copy on "The Farmer's Daughter." The dairy also included a jingle about the picture attached to all monthly statements it mailed out.

A MAGIC WAND CONTEST

The Rocky Mountain News ran a Magic Wand mystery girl contest which was inspired by Loretta Young's role in the film. Almost 6,000 lines of free space were devoted by the newspaper to the contest, which drew more than 1,300 entries. Approximately $3,000 worth of gifts were promoted from Denver merchants who devoted much of their own advertising, both newspaper and radio, to promoting the contest.

More than 80 radio spots were purchased and a 15-minute radio show was built around the appearance of the Magic Wand contest winner as a mystery girl. She was interviewed by a KLZ announcer two days before her identity was disclosed at the coronation ceremonies on the stage. Following the coronation, the cooperating merchants devoted extra window space to exhibiting a picture of the winner and accessories advertising the films at the Orpheum.

Governor Knous of Colorado officiated at the coronation exercises and Acme Photo serviced pictures of the proceedings to newspapers all over the country. Hastings also received a nightly plug over KLZ from the sports announcer broadcasting the events at the Rocky Mountain sports show.



Window display used by a merchant cooperating in Magic Wand Girl contest on "The Farmer's Daughter" in Denver. The display featured photos of the winner and appeared for one week after opening night.

Assistant Makes Tieup

Lile Gant, assistant manager of the Newman Theatre in Kansas City, Mo., arranged for a number of window displays in connection with the showing of "Suddenly It's Spring" which were unusual for their attention value. An outstanding exhibit of luggage surrounded by illustrative advertising material from the picture with theatre credits was used by the John Taylor department store.

Rankin Capitalizes On Civic Pride for Gala Joy Debut

Harland Rankin, Canadian exhibitor, recently built and opened the new Joy Theatre in Bothwell, Ont. To commemorate the opening, Harland got out a 60-page souvenir program for distribution throughout the city. The program related interesting stories in connection with the town of Bothwell, its mayor and other officials, and the theatre staff.

As a tribute to his community-minded venture, every merchant in Bothwell, plus many from surrounding towns, took ads in the program. A sufficient profit was realized on the book to enable Rank into give a dinner for all officials of the town with an entertaining floor show. In turn, Rankin was presented a key to Bothwell.

Flowers and telegrams were received from many parts of the province, and the theatre opening proved to be one of the biggest events Bothwell has had in many years.

In addition to the new enterprise, Rankin operates the Plaza Theatre in Tilbury, the Beau in Belle River and the Erie in Wheatley, all in Ontario.

The Bothwell Times prepared a special congratulatory section of the theatre's opening, devoting eight entire pages to news and information concerning the theatre, its attractions, and felicitation advertisements from local merchants.

Manager's Stunt Reconciles Divorced Visalia Couple

Larry Pilegard, manager of the Fox Theatre in Visalia, Calif., is a showman with wit and inspiration. To publicize "Child of Divorce," Pilegard wrote the following slides:

"Another Big Free Show . . . Every divorced person in Visalia is invited to see 'Child of Divorce,' next Wednesday or Thursday, absolutely free . . . But—(Slide 2) YOU MUST BE ACCOMPANIED BY YOUR EX-WIFE OR EX-HUSBAND."

Reports say that Pilegard brought one couple together again.



This attractive directory advertisement was drawn by Hank Harold, advertising manager for RKO Theatres in Cleveland. Careful selection of type and plenty of white space enhance the layout within a minimum of space.

Have YOU submitted YOUR entry for a

BOXOFFICE BONUS

HERE'S THE IDEA!

- To develop, on a broader scale, the exchange of exploitation ideas, both new and old, and to encourage showmandising, BOXOFFICE offers $100.00 in cash as a Bonus every month to theatremen, for promotions of special merit.
- The $100.00 Bonus will be divided among theatremen for promotional efforts in each of ten phases of merchandising. (Ten Bonuses of $10.00 each.)
- Bonus payments will be made on the basis of material submitted to The Showmandiser.
- Theatre managers, their assistants and publicity and advertising managers are eligible to receive one or more Bonus payments each month.
- There is no limit on the number of promotions which may be submitted in any month.
- A promotion may consist of a single idea substantiated by a photograph, house program, newspaper ad or any other evidence to be eligible for a Bonus; or it may include a complete campaign on any picture, institutional accomplishment or public relations endeavor which would be eligible for one or more Bonus payments.
- The exhibitor with a small or no-advertising budget has the same opportunity to receive a Bonus as the key-run manager with a substantial appropriation.
- Bonus payments will be made on the basis of individuality, originality and merit—with full consideration for size of theatre, run, location and other local factors.
- Recipients of Bonus payments for each month will be announced in the second regular issue of BOXOFFICE during the following month.

HERE'S THE PAYOFF!

A $10.00 Bonus for Exceptional Promotions in Each of the Following:

1. House Program
2. Lobby Display
3. Window Tieup
4. Theatre Front
5. Newspaper Ad
6. Ballyhoo
7. Original Idea
8. General Tieup
9. Cooperative Ad
10. Public Relations

$100.00 CASH

EVERY MONTH

HERE'S WHERE:

The Showmandiser, BOXOFFICE, 9 Rockefeller Plaza, New York 20, N. Y.

Theatre Helps to Build Community, Si Fabian Tells Class at NYU

NEW YORK—The motion picture theatre is today, more than ever, a center of community activity, said Si H. Fabian, president of Fabian Theatres, speaking before the class in motion picture theatre management at New York University.

Fabian reviewed the role of the theatre during the war and its present role in promoting civic and philanthropic causes. The theatre has taken its place with the newspapers and radio as a community-building institution. The Hutchins committee on freedom of the press placed motion pictures in the same class as the press and radio as an organ of mass communication. As such, films have the same obligations as the radio and press toward the public, Fabian said.

The theatre owner or manager today, "must know his community and have the confidence of those who run it," Fabian added.

Fabian also told the budding theatre managers that they should not neglect the showmanship side of the business. He deplored the "department store" point of view that has developed with the expansion of the theatre business. What the industry needs, instead, is "virility and a return to the basic concepts of showmanship. We are not merchandisers! We sell the intangibles and, when we forget that, we miss the whole point of view of the theatre purpose," he declared.

Theatre showmanship has gotten away from the school of Barnum, and superlatives will no longer fill auditoriums, Fabian said. There are still trails to blaze in the field of exploitation and publicity. The new order, he pointed out, calls for "honest, but imaginative and intriguing, publicity and exploitation."

"We should face this evolution and welcome it, for it means the entertainment world has moved off the midway in the public esteem and has become a substantial community institution," he stated.

FROM THE FILES OF 20 Years Ago

THE NATIONAL Theatre Supply Co. reports that the sale of organs has shown a steady increase. The Kilgen Wonder and the Seeburg are popular makes marketed by NTS . . . Press books on "The Big Parade" and "Ben Hur" have been released. Both are of record size, each containing 26 full newspaper-size pages. Eight full pages are devoted to publicity material. The two films will be roadshown this fall, with MGM release.

* * *

Dave Silverman introduced an innovation at the Ambassador Theatre in St. Louis recently, in the form of an "orchestral production." Stage atmosphere is furnished for the orchestral numbers, such as the overture. Every week Silverman has something new to introduce at the Ambassador, where the music represents an annual investment of more than $150,000. Musical directors in the Skouras theatres are transferred from one to another of the company's theatres from time to time as a matter of policy.

Set MGM 'Song' Tradeshow

NEW YORK—"Song of Love" (MGM) will be tradeshown in all exchange areas June 17. "The Hucksters," previously scheduled for showing that day, has been set back to June 26. "Song" features Katharine Hepburn and Robert Walker.

Seazo
COCONUT OIL
POPCORN SEASONING

. . . has that rich, golden color that makes 'em buy!

★ Uniform Quality always—in color —in flavor—in consistency.
★ Colored at the refinery by expert chemists*
★ Packed in Open Head Pails and drums for better accessibility.
★ Backed by 70 years "know how".

* For those states where colored oil is not sold —use SIMKO brand, natural color coconut oil seasoning.



Warehouses in Principal Cities — Coast to Coast

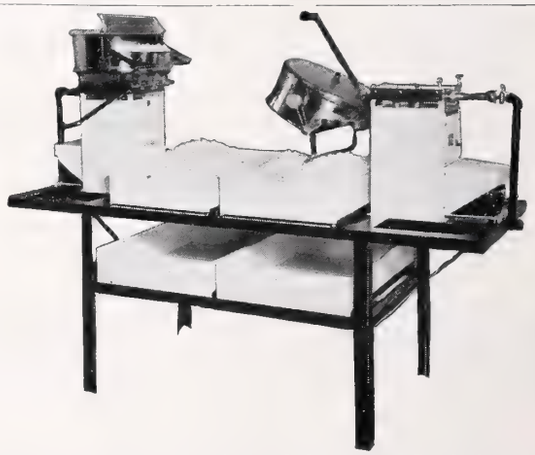
C. F. Simonin's Sons, Inc.
Refiners
ESTABLISHED 1876

2550 E. TIOGA ST. PHILADELPHIA 34, PA.

SEASONING SPECIALISTS TO THE NATION

SAVE!
Use Filmack's Prevue
TRAILER SERVICE
CUTS COSTS IN HALF!
Filmack
1327 S. WABASH AVE. CHICAGO 5, ILL.
$4.50 a week

Double
POPCORN OUTPUT
POPCORN PROFITS
with Auxiliary
CRETORS
since 1885
Improved
Twin Giant
Floor Model 42



Two improved Giant Model 41 poppers mounted on a welded steel stand . . . speedy, dependable large production poppers that pop twice as much corn as the single model. One operator should pop approximately 100 pounds of raw corn per hour. The popped corn is emptied into two removable steel trays with perforated bottoms. A shake or two of the trays causes the unpopped kernels to fall through into drawers below. Used by wholesale operators everywhere. Machine operated by bottle gas or natural gas. Motor driven by electricity. Gasoline extra. Overall dimensions 78 in. long by 30 in. deep.

C. CRETORS & CO.
604 W. Cermak Rd. Chicago 16, Ill.

To Produce Westerns In San Antonio, Tex.

HOLLYWOOD—Comes now San Antonio as a new competitor to Hollywood, and with the advent of that Texas city as a production center the establishment of a brand new distributing organization also is revealed.

Signed in Hollywood was a contract under which Paul Willett will produce six western specials a year in San Antonio, under the company name of Western Adventure Productions Corp. Entering the pact with Willett was John Franconi, one of the founders of Screen Guild Productions.

The picture will be released by Western Adventure Pictures Corp., which newly formed distributing company is headed by John Mangham, Atlanta; Franconi, Dallas, and J. Francis White jr., Charlotte. Mangham is president, Franconi vice-president and western sales manager, and White is secretary-treasurer. While all three are Screen Guild franchise holders, the Texas-made features will not bear the SGP banner.

Willett was working to line up his cast and production staff here in the film capital and plans to start production in San Antonio about July 1. His first picture is scheduled for delivery in the early fall, Franconi said before returning to Dallas.

Plan Mayor O'Dwyer Film

HOLLYWOOD — Marathon Pictures, recently organized producing firm, will film the life story of Mayor William O'Dwyer of New York under the title, "Pride of New York." The picture will be released by PRC. Harry Brandt is chairman of the board of Marathon.

The World's Most Amazing Attraction!

HYGIENE'S SUPER-SHOCKER

"MOM AND DAD"

All-Star Hollywood Cast

ON STAGE • IN PERSON

ELLIOT FORBES

AMERICA'S MOST FAMOUS HYGIENE COMMENTATOR

NOTHING LIKE IT Ever BEFORE!

Endorsed By CLERGY · PRIESTS · CIVIC OFFICIALS EDUCATORS · · · HEALTH LEADERS

WRITE • PHONE • WIRE . . . for PLAY DATES

HYGIENIC PRODUCTIONS

J. S. JOSSEY *and* KROGER BABB

Producers and World-wide Distributors "MOM *and* DAD"

Home Offices . . . . . Hygiene Building . . . . . Wilmington, Ohio

BRANCH OFFICES

CLEVELAND • HOLLYWOOD • LOS ANGELES • CHICAGO

TORONTO • MEXICO CITY • SEATTLE

FOR Special Announcement

FILM TRAILERS

TRY

MOTION PICTURE SERVICE Co.

125 HYDE ST. · San Francisco (2) Calif.

GERALD L. KARSKI *General Manager*

Manley POPCORN SUPPLIES

POPCORN MACHINES Manley

FINEST QUALITY . . . TESTED

UNIFORMITY . . . DEPENDABLE PERFORMANCE

CARTONS

Boxes—1½ oz. $7.50 M
2 oz. $8.50 M
Printed

(Available only at Eastern and Middle-West Warehouses)

Bags— ¾ lb. $1.50 M
1½ lb. Trademark, 10c seller $3.00 M

POPCORN

Manley's Premium ..... $ 8.00
Manley's Supreme (Middle-West) 9.50
(Eastern) 9.75
(Western) 10.00

Packed in double lined moisture proof bags to preserve quality, high volume, and to assure you of a tasty, tender product.

SEASONING

Manley's Pop-Co-Better..... 35c per lb.
(The best that money can buy)

SALT

Refined and processed according to our own specifications. Brings out the natural flavor of your popcorn.
10c per box, in cases of 12 or 24

FOR IMMEDIATE SERVICE
WRITE NEAREST WAREHOUSE

EASTERN

Atlanta, Ga., Southern Sales & Warehouse Co., 171 Peters St., S. W.
Binghampton, N. Y., Manley, Inc., Box No. 826
Boston, Mass., Wiggin Terminals, Inc., 50 Terminal St.
Charlotte, N. C., Carolina Transfer & Storage Co., 1230 W. Morehead
Roanoke, Va., Roanoke Public Warehouse

MIDDLE-WEST

Columbus, Ohio, Merchandise Warehouse, 370 W. Broad St.
Dallas, Texas, Zanes-Ewalt Warehouse, 420 Laws St.
Des Moines, Iowa, Merchants Transfer & Storage Co.
Detroit, Mich., Edgar's Sugar House No. 2, 1900 Alfred Street
Indianapolis, Ind., Strohm Warehouse & Cartage Co., 230 W. McCarty St.
Kansas City, Mo., Manley, Inc., 1920 Wyandotte St.
Memphis, Tenn., United Warehouse & Terminal Corp., 137 E. Calhoun
New Orleans, La., Douglas Public Service Corp., 118 N. Front St.
Oklahoma, City, Okla., O. K. Transfer & Storage Co., 531 W. Main
Peoria, Ill., Federal Warehouse Co., 800 South Adams
St. Paul, Minn., Central Warehouse Co., University & Pillsbury Ave.

WESTERN

Denver, Colo., Weicker Transfer & Storage Co., 1700 15th St.
Los Angeles, Calif., Jennings-Nibley Warehouse Co., Ltd.
Oakland, Calif., Haslett Warehouse Co., 51 Webster St.
Salt Lake City, Utah, Central Warehouse, 520 West 2nd South St.
Seattle, Wash., American Warehouse Co., 95 Connecticut St.

Gets Dramatic Role

Martha Montgomery will take a dramatic role in Columbia's "The Double Take."



Still the most Economical because of NEW DRASTICALLY REDUCED PRICES

Our government has requested price reductions to stem inflation and we are going to help— EFFECTIVE IMMEDIATELY THE PRICE OF POPSIT PLUS IS REDUCED APPROXIMATELY 15% — This brings the cost of POPSIT PLUS close to the price level of solid seasonings.

Warehouses in principal cities— coast to coast

C. F. Simonin's Sons, Inc.
Refiners
ESTABLISHED 1876
2550 E. TIOGA ST. PHILADELPHIA 34, PA.
SEASONING SPECIALISTS TO THE NATION

Flash Point?

Users of POPSIT PLUS the *liquid* popcorn seasoning made from Peanut Oil, are not worried about flash point.

POPSIT PLUS has a flash point over **650°F.** and a fire point over **700°F.**

CLEARING HOUSE

(Continued from inside back cover)

POPCORN MACHINES

Burch—Manley—Cretors—Advances—All electric French fry types. Karmelkorn Equipment, 120 S. Halstead, Chicago 6, Ill.

Rebuilt Popcorn Machines for sale. Fully guaranteed. Price from $150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill.

Blevins is national headquarters for popcorn machines. Silver Stars, Super Stars, Corn Cribs. Old machines taken in trade. Blevins Popcorn Co., Nashville, Tenn.

Real Bargains used popcorn machines. Burch, Cretors, Advance, guaranteed. Poppers Supply, Box 838, Atlanta, Ga.

Star popcorn machines. All models. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo.

Lost concession lease. Sacrificing 10 Advance, Cretors and Burch machines (reconditioned). Free supplies corn, seasoning, bags and salt when sold will pay for machine. Send for list. P. W. Littlejohn, Box 231, LaGrange, Ga.

Manley Lifetime Popcorn Machine, like new. Priced to sell, $385. Star Theatre, Natchez, Miss.

Star popcorn machine, cabinet type. Profit model. Cost $180 rebuilt, used three months. Is in good condition. Price $110. John R. Harrell, Louisville, Ill.

Super Star, one year old, 4,000 10c cartons and supplies, all for $400. Tex Theatre, Poth, Tex.

POPCORN SUPPLIES

Write for our special contract which guarantees you more profits and greater savings on all your popcorn and popcorn supplies. Blevins Bee Hive Popcorn Co., Nashville, Tenn.

Home of "Rush Hour" popcorn and popcorn supplies. Send for price list. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo. Established 1874.

All-Electric Popcorn Units, popping kettles, copper caramelcorn, candy kettles, peanut roasters, display cases, lowest prices. Northside Popcorn Co., Indianola, Iowa.

Popcorn: It pops! Our customers have popped $133 out of one bag. Try it! Price f.o.b., $8.75. Ohio Popcorn Co., Arcanum, Ohio.

Give your Popcorn that real butter flavor and color. Economical to use. The Perfection Co., Ltd., Waco, Tex.

AIR CONDITIONING

For Sale: Cooling System—water washer and fan, fan motor 7½ H.P., fan blades, dia. 39 in., width blades, 34 in. Washer tank 7½ ft. x 42 inches, height of louvers—5 ft. 3 H.P. Fairbanks Morse motor and pump, all motors 220 volt. Fan and washer not assembled. Priced to sell quick, $750. J. P. Lannan, West Point, Neb.

Prompt Shipment—Allsteel Blowers with motor, 5,500 cfm, $127.80; 8,500 cfm, $172.20; 11,000 cfm, $228.90; 13,500 cfm, $276; other sizes available. Latest Dual Air Washers, 5,000 cfm, $138; 7,000 cfm, $168; 10,000 cfm, $204; 15,000 cfm, $240; 20,000 cfm, $276. Diffusers, recirculating pumps, exhaust fans, available. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

Air Washers. Two U.S. 22,500 in excellent condition. $400 each. 3142 Olive St., St. Louis 3, Mo.

BUSINESS STIMULATORS

Comic books again available as **premiums**, giveaways at your kiddy shows. Large variety latest 48-page newsstand editions. **Comics Premium Co.**, 412B Greenwich St., New York City.

Bingo with more action, $2.25 thousand cards. Also other games. Novelty Games Co., 1434 Bedford Ave., Brooklyn 16, N. Y.

Bingo Games. No license necessary. Screen Dial $20. Cards for 75 or 100 number game, $275 per thousand. Ten thousand or more, $2.50 per thousand. Premium Products, 354 West 44th St., New York City.

Comic books given free. Increases kiddy matinee business. Identical books selling for 10c. Available now to theatres only for 3c each. Sidney Ross, 334 West 44th St., New York.

CONFECTIONS

Candy Bars, assorted nuts, popcorn seasoning. In quantities. Also, popcorn machines, new and used. Cinephone Distributing Co., 717 W. 119th St., Chicago.

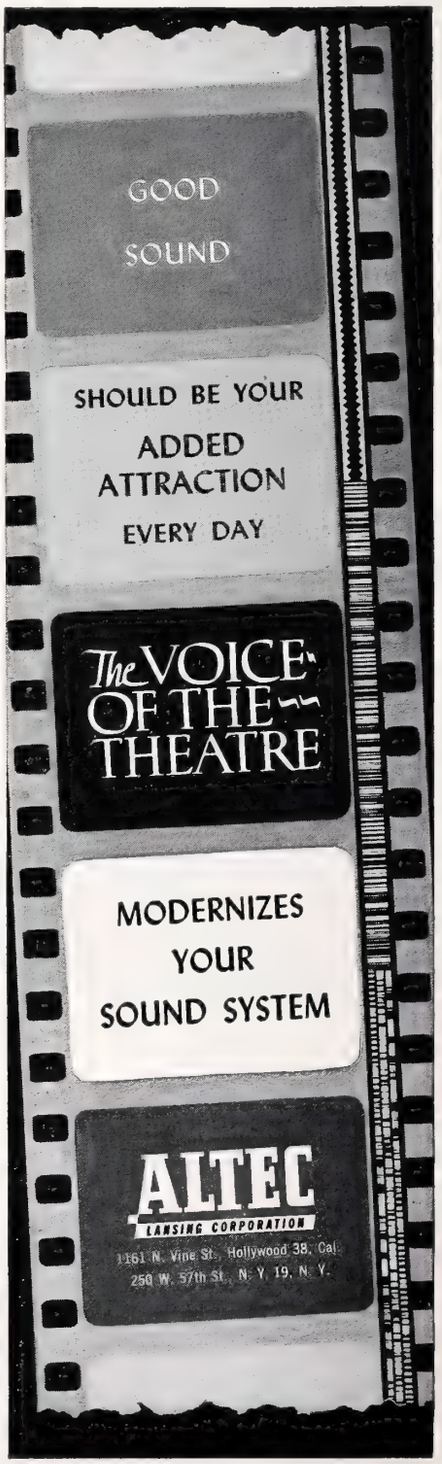
MORE CLASSIFIED INSIDE BACK COVER

Trailer for Father's Day Distributed Free by NSS

NEW YORK—National Screen Service is distributing a free Father's day trailer, featuring Bob Hope. The reel was produced by the National Father's Day Committee. Hope delivers a Father's day message in the film. In addition to the trailer, the committee also is offering two 11x14 posters for lobby displays.

'Wolf' Tradeshow June 30

NEW YORK—Warner Bros. will tradeshow "Cry Wolf" in all exchange centers on June 30. The film is scheduled for general release the middle of August. It stars Errol Flynn and Barbara Stanwyck.



Atlantic City Votes For a Ticket Tax

ATLANTIC CITY—A large majority of the voters here approved the local ordinance to levy a 3 per cent tax on admissions, hotel rooms, liquor and tobacco. The votes were cast at a referendum held last Tuesday, June 3.

The future of the tax is, however, uncertain. The state supreme court is expected to hand down soon a decision on a writ filed recently by the New Jersey Taxpayers' Ass'n to retain the city from collecting the tax until the court decides upon the constitutionality of the state law permitting the imposition of such a levy.

The association argued that the state bill is unconstitutional because it is class legislation. It applies only to fourth class cities in the coastal counties, the association lawyers contend.

In 1945 the association won a suit against Atlantic City when the local council passed a sales tax. The supreme court agreed with the association at that time that the tax was unconstitutional.

Grant Cameramen in East Wage Increases of 25%

NEW YORK—The International Photographers of the Motion Picture Industry, Local No. 644, IATSE, has won wage increases of more than 25 per cent for approximately 100 cameramen in 15 eastern states. The wage hikes went into effect Monday (June 2) and are retroactive to July 1, 1946. Salary increase talks began under a wage reopening clause in the union five-year contract with the major producers.

The cameramen also won a 40-hour week and an eight-hour day. The union contract with the producers will expire in July 1948.

Pat Casey has been representing the producers in these negotiations for the past year.

The new wage scales are as follows: First cameramen will get $87.50 daily and $325 weekly; additional cameramen, $62.50 daily and $240 weekly; still cameramen, $45 daily and $175 weekly; assistant cameramen, $26.25 daily and $105 weekly.

Walter Reade to Install Tele Sets in 18 Theatres

NEW YORK—Walter Reade sr. has ordered television sets for 18 of his 40 theatres. The sets will be supplied and installed by the Allen B. Du Mont Laboratories, Inc., at a cost of approximately $36,000.

Sets have already been delivered to the St. James Theatre, Asbury Park, and the Strand Theatre, Freehold, N. J.

If the idea goes over with the public, Reade will place television receivers in as many of his theatres as lounge space permits.

The original idea for this mass installation developed as a result of the favorable response to the television broadcasts seen by patrons of the Park Avenue Theatre. Reade installed a set last fall in the lounge of this new house, now under lease to Universal-International.

The sets will be in operation during the regular showing of the film program.

Holman Back From Europe

NEW YORK—Russell Holman, Paramount eastern production head, returned to the home office during the week from a four-week tour of production in Great Britain and on the continent. While in England, Holman held conferences with Frank Farley, director of Paramount British Prod., Ltd.

Gentle Cat Now Vicious; WB Is Sued for $1,500

Philadelphia — Warner Bros. Circuit Management Corp. is involved in one of the most fascinating damage cases of all time.

Myer Apfelbaum told the municipal court through his attorney that Frank Wolf, manager of the 333 Theatre, took a cat owned by Apfelbaum and put it in the cellar of the theatre. The cat was sweet and gentle then, according to Apfelbaum.

Two months later, his testimony continued, after several requests for the return of the animal, Wolf told him to get the cat from the cellar.

Wolf, according to Apfelbaum, knew by this time the cat had become vicious, for when Apfelbaum went to the cellar, he was "attacked, scratched and bitten painfully, and possibly permanently hurt, lacerated and wounded on the left hand and fingers." In addition, he added, he suffered great shock.

So Apfelbaum is suing Warner Bros. Circuit Management Corp. for $1,500.

Yellen and MacKenna Head Buffalo MPF



MAX H. YELLEN



VINCENT McFAUL

BUFFALO—Electing 24 committeemen instead of the maximum of 17 permitted under national bylaws, the Buffalo area panel of the Motion Picture Foundation was formed here Monday at a meeting of 66 industry folk in Hotel Statler. A later meeting will determine the final panel.

Temporarily elected as chairman was George H. MacKenna; the trusteeship going to Max H. Yellen, while Vincent R. McFaul and Elmer Lux were named treasurer and secretary respectively.

Other members are Lester Pollock, Guy Basil, Myron Gross, Charles B. Taylor, Robert Hayman, Dalton Burgett, Mike Kallet, Robert Murphy, George Gammel, Merritt A. Kyser, Harry Berinstein, C. C. Young, Fred Schweppe, Matt Sullivan, William Dipson, Albert Ryde, Andrew Gibson, Tom J. Walsh, Sidney Grossman and Dave Miller.

Louis A. Novins, assistant to Barney Balaban, president of Paramount Pictures, outlined the Foundation's plans to provide for the needy within the industry.

Novins said the immediate objective will be to raise a capital fund of $10,000,000. Purpose of the Foundation, he said, will be to provide aid and relief to needy within the industry—going beyond the work of industry-established welfare foundations.

"This will not relieve present relief organizations of their obligations, however," he said.

Novins listed these other aims: To endow hospital wings to be set for workers in the industry, to establish scholarships and endow chairs in universities, to accomplish projects of general good to the community.

More U-I Showcases Sought in N.Y. City

NEW YORK—Matthew Fox, executive vice-president of Universal-International, is on the lookout for additional suitable showcases for U-I product.

His current interest is in a 2,500-seat theatre planned by the City Investing Co. to replace the present Astor or Victoria theatre on Times Square. City Investing will build two theatres—one a 2,000-seat house and the other with 2,500 seats—on the sites of the Astor and Victoria. U-I now has two New York showcases, the Winter Garden and the Park Avenue.

Fox said the outcome of his present talks with the City Investing management depend upon the speed with which that company can start construction work on its projected theatres. City Investing people are still waiting for the price of building materials to come down before they raze the Astor and Victoria and get to work on the two new houses.

At different times they have said construction will begin in the spring, the summer and the fall of 1948.

Meanwhile City Investing is still looking for product for the Astor. Samuel Goldwyn's lease of that theatre will end with the completion of "The Best Years of Our Lives" run. The film is grossing above the control figure, and will remain at the Astor as long as it continues to exceed that sum. It is now in its 28th week.

City Investing would like to get "Life With Father," but Warners will probably book the film into its Strand or Hollywood, according to a Warners spokesman. The picture is scheduled to open in New York next fall.

MMPTA Shelves Plan For Health Campaign

NEW YORK—The Metropolitan Motion Picture Theatres Ass'n has shelved its plan for a local health drive which had been proposed in April. This decision was made by directors at a meeting Tuesday (3) in the office of Harry Brandt, chairman of the board.

Brandt said the directors decided against the local drive after a poll by the American Theatres Ass'n showed that exhibitors are opposed to a national drive and divided on local campaigns. The proposal for a local drive will be studied again next fall, he added.

The directors also discussed the problem of firecrackers. They decided to make a trailer warning children and parents that possession of fireworks in New York City is against the law. This trailer will be shown in all theatres in the hope that it may stop the children from setting off firecrackers on theatre premises. Exhibitors also will ask police cooperation. It is of special significance now with the July 4 holiday approaching, several directors pointed out.

Edward N. Rugoff of Rugoff & Becker was elected to fill a vacancy on the board of directors created by the resignation of George P. Skouras of Skouras Theatres. Skouras pulled out of MMPTA shortly after it was organized last year. The board now has its full quota of 13 members.

Ivan Lemkowitz Weds

PORT JERVIS, N. Y.—Ivan Lemkowitz, chief projectionist at the Fabian Strand and business representative of local 353, IATSE, has returned with his bride from a Canadian honeymoon. She is the former Edna Lesser of Brooklyn.

BROADWAY

Oscar A. **Doob** and John Murphy were in Washington to attend the House ways and means committee's hearing on admission tax revision . . . Florence Gribetz, secretary to Stanley Shuford of Paramount, is on vacation.

Marilyn Nash is making her first visit to New York. Her husband, Philip Yordan, arrived from the coast last week . . . J. J. Unger, UA general sales manager, returned from Chicago . . . Clark Gable is at the Waldorf.

E. Z. Walters, controller for Altec Service Corp., returned to the coast after three weeks here . . . N. Peter Rathvon left for California Friday . . . Arthur Sachson, general sales manager for Samuel Goldwyn, had his appendix removed.

Caryl Barrett of the motion picture division of the March of Dimes is on the coast . . . Edward Arnold is in town . . . Spyros P. Skouras, Lem Jones and Herman Wobber are on the coast . . . John Eberson was in Washington.

Constance Bennett is in town . . . Paul Jarrico, who will do the screenplay for "The White Tower," flew to Paris . . . Cliff Lewis has arrived in New York.

Victor Moore will fly from Hollywood to attend the June 10 opening of "It Happened on Fifth Avenue" at the Rivoli Theatre . . . Jules Lapidus and Sam Lefkowitz were in Boston during the week . . . Steve Broidy is back in Hollywood after a ten day business trip to New York.

George D. Burrows, executive vice-president and treasurer of Allied Artists and Monogram, returned to the coast . . . Frank E. Cahill jr., director of sound for Warner Bros., attended the opening of the new Vogue Theatre in Cleveland.

Hugh Findlay, MGM publicity director for England, and Alfred Junge, art director, are in Hollywood . . . Si Borus, Monogram-Allied Artists contract manager, is on the coast to confer with William Z. Porter . . . Isador M. Rappaport, owner of the Hippodrome Theatre, Baltimore, visited New York.

Harry Maizlish, general manager of KFWB, the Warner Bros. station in Hollywood, returned to the coast . . . Fred M. Wilcox, MGM director, returned to California . . . Marjorie Kane, formerly with the Paramount publicity department, is vacationing on the coast.

George Pal is in town . . . Nat Levy, RKO eastern division manager, returned from Florida . . . Arthur Pincus of Loew's International publicity staff, returned from a tour of Europe . . . Richard Basehart and Mrs. Basehart will return to the coast next week . . . Harry Goldberg, director of advertising and publicity for Warner Theatres, is on the coast.

John Ford is in New York for a five-day stay . . . Mitchell Rawson of the MGM publicity department returned from a two-week vacation . . . Sam Marx will arrive in New York the latter part of June . . . Lewis J. Lieser, PRC branch manager in Buffalo, and Mrs. Lieser are spending their honeymoon here. Mrs. Lieser is the former Jeannette Berliner, Buffalo office manager for Universal.

John E. Flynn of MGM will leave on a fishing trip June 15 . . . Terry Turner, RKO exploitation manager, and Don Prince, foreign publicity director, are in Hollywood . . . Robert Taplinger, vice-president in charge of advertising and publicity for Enterprise, returned to Hollywood after a six-week visit with UA executives and George Schaefer, vice-president in charge of distribution for Enterprise.



IT'S AN ANNIVERSARY—At the Midwood Theatre, Brooklyn, a few days ago they celebrated the 21st anniversary by passing out birthday cake and ice cream. Left to right: L. B. Freund, district manager, Century circuit; George Amos, manager of the Midwood, and Bill White, assistant manager.

William G. Brenner, head of MGM's checking department, is back from Cincinnati . . . Marian J. Jordan, MPEA manager for Germany, flew to Berlin . . . Maurice A. Bergman, Al Horwits and Charles Simonelli returned from Cincinnati . . . Robert Chambers, MPA research department head, is back from the coast . . . Rube Jackter, assistant general sales manager for Columbia, and Sam Galanty, mideast division manager, were in Washington recently.

James Geller, E-L producer, is in New York to attend the wedding of his daughter, Janet, to Robert Edelman. While here Geller will confer with sales heads . . . John Ford received an honorary Master of Arts degree from Bowdoin college.

J. Cheever Cowdin is back from the coast . . . Herman Robbins is a grandfather for the fifth time. Mrs. Norman Robbins gave birth to a boy, Andrew Bruce, on Decoration day . . . Russell Holman, Paramount eastern production head, is back from Europe.

Theatre Opening Causes Big Row in Lions Club

Pennington Gap, Va.—Opening of the new Lee Theatre here, giving the town its first movies in 15 months, was greeted with joy by citizens, although the opening almost caused disintegration of the local Lions club.

Nearly 2,000 persons purchased tickets the opening day, and Manager Perle Stewart, who has worked 18 hours a day for months getting the house ready, was smiling broadly. He announced that the show would be open the following Sunday.

When the Lions club met, a vote was taken to approve and sponsor the Sunday shows. It carried 31 to 22, but eight members resigned, leaving their buttons on the president's table before dessert was finished.

Sorry to see a smoothly functioning organization become shaky, the Lions later voted to rescind the action, dropping the hot potato in the lap of the city council.

Lee county's two other incorporated towns, St. Charles and Jonesville, show on Sunday to large crowds, not without strong objections from the churches, however.

Stage Shows Resumed By Capitol, Strand

NEW YORK—The Capitol and the Strand, two of the leading presentation theatres on Broadway, last week resumed their stage shows which had been dropped for special film programs. The Capitol had no stage show during the four-week run of "Duel in the Sun," and the Strand had a two-week twin film bill, comprising "The Sea Wolf" and "The Sea Hawk," Warner reissues.

Joseph R. Vogel, vice-president of Loew's, operator of the Capitol, said his company will continue a stage show policy for the theatre as long as the policy continues to pay off.

FLESH AND FILMS TOO

A spokesman for Warners said that stage shows have been booked for the Strand until August 1 along with three new first run films. After that date, there may be occasional double bills of reissues, but the house will remain basically a presentation theatre.

Neither the Warners' nor Loew's representatives would draw any conclusions as to the success or failure of the recent all-film programs as compared to a presentation policy.

Vogel pointed out that Loew's dropped the Capitol stage show because "Duel" was a long picture (140 minutes). There was no stage show when the Capitol ran "Gone With the Wind" in 1939.

The fact that grosses were below average during the last two weeks of the "Duel" run bore no relationship to the absence of a stage show, said Vogel. The picture played in 38 Loew's theatres throughout the metropolitan area, where patrons were able to see the film in their neighborhoods at $1.25 top in contrast to the $1.50 top prevailing at the Capitol.

The regular weekday top of $1.25 has been resumed by the Capitol along with the stage show.

As for stage shows in general, Vogel had this to say: "A good stage show usually cannot carry a bad picture, but a good picture will usually carry a poor stage show." The exception would be the personal appearance of an outstanding film or radio personality, but even such personality will only be able to draw the crowds for a maximum of two or three weeks if the picture is poor, Vogel added.

SAVE MONEY WITH FILMS

The Strand also did below average business with its twin-reissue bill, but Warner Bros. was satisfied. In the first place, the company saved $10,000 to $12,500 a week, the usual cost of a name band booked by the Strand. In the second place, admissions were cut for the run of the reissue bill. Prices were 55 cents until 1 p. m., 85 cents until 5 p. m. and $1.10 until closing. The usual scale, which has been resumed with the stage show, is 70 cents until 1 p. m., 95 cents until 5 p. m. and $1.25 until closing.

A spokesman for the company said that the theatre may book "Sing Me a Love Song," starring James Melton, and "Go Into Your Dance," with Al Jolson, two 1935-36 reissues. These films will be shown beginning June 15 in many of the 150 first run key situations that played the "Sea Wolf"-"Sea Hawk" bill.

The new double bill cannot be booked by the Strand until after August 1 because of stage show commitments.

RKO to Pay 30 Cents

NEW YORK—The board of directors of Radio-Keith-Orpheum Corp. has declared a quarterly dividend of 30 cents a share on common stock, payable July 1, 1947, to stockholders of record at close of business June 16.

Three B'way Theatres Skim Holiday Cream

NEW YORK—Business ranged from great to poor, with the weekend holiday crowds concentrating at the Music Hall, the Roxy and the Hollywood. At the Music Hall, "Great Expectations" was the attraction; at the Roxy, it was Jack Benny and his radio show, and at the Hollywood the lure was Joan Crawford in "Possessed."

The Gotham did nicely with two reissues, "I Stole a Million" and "Magnificent Obsession." The Winter Garden also reported above average business with "Carnegie Hall." The picture has been there five weeks.

(Average is 100)

Astor—**The Best Years of Our Lives** (RKO), 28th wk. 94
Broadway—**Dishonored Lady** (UA), 2nd wk. 50
Capitol—**Duel in the Sun** (SRO), 4th wk. 55
Criterion—**Odd Man Out** (U-I), 6th wk. 86
Globe—**Framed** (Col), 2nd wk. 90
Gotham—**Magnificent Obsession** (U-I); **I Stole a Million** (U-I), reissues 108
Hollywood—**Possessed** (WB) 126
Loew's State—**The Fabulous Dorseys** (UA), plus stage show 95
Palace—**Honeymoon** (RKO), 3rd wk. 70
Paramount—**The Imperfect Lady** (Para), plus stage show, 2nd wk. 75
Park Avenue—**Carnegie Hall** (UA), 5th wk. 50
Radio City Music Hall—**Great Expectations** (U-I), plus stage show, 2nd wk. 120
Rialto—**Isle of the Dead** (RKO); **The Body Snatcher** (RKO), reissues 85
Rivoli—**The Other Love** (UA), 3rd wk. 75
Roxy—**The Brasher Doubloon** (20th-Fox), plus stage show, 2nd wk. 128
Strand—**The Sea Wolf** (WB); **The Sea Hawk** (WB), reissues, 2nd wk. 78
Victoria—**Jungle Book** (FC), reissue 90
Winter Garden—**Carnegie Hall** (UA), 5th wk. 110

'Duel' Wallops Philadelphia In Mass-Theatre Opening

PHILADELPHIA—The hottest strip of film to hit this town in a long, long time was "Duel in the Sun." The blistering attack by the Evening Bulletin seemed to have impressed Philadelphians with only one thing—that "Duel" was opening. The film was well on its way to setting a new house record at the Fox, the third new record in as many weeks, and although accurate figures were not available, many managers of neighborhood houses where it opened day and date claimed as much business for the opening weekend of "Duel" as they usually do in two or three weeks. After eight weeks "Best Years" dropped out at the Pix but continued at the Arcadia. "The Two Mrs. Carrolls," in spite of bad reviews, and the combination of "Lost Honeymoon" and Tex Beneke's band at the Earle, was doing pretty well in the middle of a slight business slump.

Aldine—**Dark Delusion** (MGM) 70
Arcadia—**The Best Years of Our Lives** (RKO), 9th wk. 105
Boyd—**Dishonored Lady** (UA) 110
Earle—**Lost Honeymoon** (E-L), plus stage show 150
Fox—**Duel in the Sun** (SRO) 275
Goldman—**The Egg and I** (U-I), 4th wk. 105
Karlton—**The Yearling** (MGM), 2nd wk. 200
Keith's—**It Happened in Brooklyn** (MGM), 2nd run 125
Mastbaum—**The Two Mrs. Carrolls** (WB) 145
Stanley—**Calcutta** (Para), 2nd wk. 130
Stanton—**Framed** (Col), 3rd wk. 105
Pix—**Hotel Reserve** (RKO) ..... No estimate available

Business Perks Up in Buffalo; 'Calcutta' Strong in Opener

BUFFALO—Rain continued to fall here last week but business perked up at theatre boxoffices nevertheless. "Calcutta" was a strong leader at the Great Lakes. "High Barbaree" did excellent business at the Buffalo, and the reissue of "Boom Town" demonstrated pulling power at the Hippodrome.

Buffalo—**High Barbaree** (MGM); **Little Mr. Jim** (MGM) 110
Great Lakes—**Calcutta** (Para) 129
Hippodrome—**Boom Town** (MGM), reissue; **Too Many Winners** (PRC) 100
Lafayette—**The Egg and I** (U-I), 3rd wk.; **Bulldog Drummond at Bay** (Col) 85
Teck—**The Fabulous Dorseys** (UA); **The Guilty** (Mono) 100
20th Century—**It Happened on Fifth Avenue** (Mono); **Mr. Hex** (Mono), 2nd wk. 86

Along New York's Filmrow

By WALTER WALDMAN

SOLOMON M. STRAUSBERG, son of the late Samuel Strausberg, president of Interboro circuit, says that Interboro will carry through the expansion program set by his father. This program calls for 12 new theatres in greater New York.

Lewis J. Lieser, PRC branch manager in Buffalo, spent his honeymoon in New York. He married the former Jeannette Berliner, office manager of the U-I exchange in Buffalo . . . Conrad Baker of the Avenue Playhouse was married June 1 to Raquel Katz. The newlyweds are honeymooning at Lake Placid and in Canada.

Harry Greenman, managing director of the Capitol, made sure that Guy Lombardo and his orchestra would have pleasant surroundings when they resumed playing at the Capitol Thursday (5). Greenman had the dressing rooms redecorated, and put in new furniture and window hangings. Greenman also sanded and stained the entire backstage.

Pincus Tell, former film critic of the Bronx Home News, has joined Noel Meadow Associates, film publicity organization . . . More than 2,000 local lawyers and law students have been invited to see "The Nuremberg Trials" at the Stanley Theatre. Admission will be gratis . . . Herman Becker and Ed Rugoff of Rugoff & Becker are getting ready for the summer season at Long Beach, L. I. They have renovated the Lido Theatre inside and out. The 600-seat house will have a new marquee when it reopens during the latter part of this month . . . The Crest Theatre in the same town also is getting a new coat of paint and face-lifting. Rugoff & Becker will reopen the Crest as a legitimate theatre July 1. "Dear Ruth" and "Dream Girl" will be the first two plays of the season.

Paramount will hold its annual outing June 25 at the New Longshore country club, Westport, Conn. Exchange and home office employes will head for Westport on a special train from Grand Central station . . . Milton Kusell, head of domestic distribution for the Selznick Releasing Organization, is still looking for Filmrow office space for the SRO New York branch . . . The sales personnel, now stationed in the home office on Madison avenue, is in restricted quarters . . . SRO officially has 21 branches, but because the home office and New York branch have to double up, the boys count only 20 branches.

The president of the ministerial ass'n of Plainfield, N. J., has endorsed the "Go to Church" trailer now being shown at all the Walter Reade theatres . . . John Kohler, manager of the Paramount Theatre, Plainfield, is back at work fully recovered from his recent operation . . . The mayors of Plainfield, North Plainfield and the ex-mayor of Plainfield are participating in a special July 4 campaign arranged by Murray Meinberg and Hal Martz of the Strand Theatre there.

Bill Howard, assistant general manager of RKO Theatres, was in Denver during the week to install Jay Golden as the new division manager for RKO theatres in the west . . . Bill Brown, manager of Loew's Poli-Bijou, New Haven, and Mrs. Brown visited New York to celebrate their 29th wedding anniversary . . . E. Thornton Kelley, convention manager for the Allied Theatre Owners of N. J., spent the Memorial day weekend in Atlantic City checking arrangements for the Allied convention which will be held there June 24-26.

Century Theatres has made plans to hold the second in a series of open forums to establish a closer relationship between the field and home office at the Waldorf-Astoria hotel June 10. J. R. Springer is general manager. The previous forum was held March 4.

Fred J. Schwartz, vice-president, will preside and department heads will attend with district and house managers.

William Orr of the Warner Bros., studio talent department is in New York to confer with home office talent officials and to look for new screen possibilities . . . Leon Britton, Far Eastern supervisor for RKO, has arrived from Singapore for conferences with home office executives . . . Gradwell L. Sears is back from the coast.



GET SET FOR DRIVE—Paramount's New York exchange staff meets to lay plans for the 35 Years of Leadership drive due to start August 31. Left to right: Nat Stern, booking manager; Albert Gebhart, salesman; Phil Isaacs, booker; Al Trilling, booker; Eddie Bell, salesman; Gerald Frankel, booker; Gene Newman, assistant office manager; Henry Randel, New York district manager; Hugh Owen, eastern and southern division manager; Jack Perley, office manager; Richard Magin, booker; Sam Lake, top salesman in the 1946 drive; Myron Sattler, branch manager; Jerry Horowitz, booker. Seated: Kitty Flynn, who led all the Paramount bookers last year.

Set Retirement Plan For 1,000 in Circuit

NEW YORK—The Century Theatre has established a retirement plan covering approximately 1,000 employes. Details of the plan were explained June 5 in a joint statement issued by Albert A. Hovell, president, and Fred J. Schwartz, vice-president, and in a special booklet distributed to all employes.

Century will pay for the cost of the plan out of a retirement fund to be administered by a special employes committee consisting of Martin H. Newman, controller, as chairman; Jack Weinstein, Flatbush district manager; Charles Call, manager of the Bliss Theatre; Mrs. Justine Hudish, secretary to Fred J. Schwartz, and Peter Elarde, operator at the Grove Theatre.

GETS AN OFFICIAL O. K.

The plan was submitted to the U.S. treasury department in 1942 for approval, and received the official okay August 1946.

Those eligible for the plan are employes who had been in continuous service of the company for at least three years on March 1, 1946, and who received a regular salary for at least 20 hours work a week for at least nine months a year. Employes who have not met those requirements will become members of the plan on any subsequent March 1 when the requirements are met.

The minimum payment under the plan is $15 a month. The maximum is 40 per cent of the average annual earning over the last ten years of employment.

The normal retirement age is 65, but an employe can retire ten years earlier at a reduced monthly income if he has been with the company a specified period of time. If an employe becomes totally and permanently disabled before reaching 65, he will receive full benefits from the plan, if he has been with the company for at least 20 years.

HOW THE PLAN WORKS

The normal retirement income will consist in part of funds paid by the federal social security with the balance from the retirement plan. The total of these payments on an annual basis will equal 1½ per cent of the average annual compensation during the last ten years of employment, multiplied by the number of years of continuous employment with the company.

This plan, said Hovell, is over and above other employe benefits which include free group insurance, hospitalization, Christmas bonuses, incentive checks, the welfare fund and the vacation plan.

RKO Re-Elects Rathvon Depinet to Top Posts

NEW YORK—All the present officers of Radio-Keith-Orpheum Corp. were re-elected at the annual meeting of the RKO board in New York June 5. They were Peter N. Rathvon, president; Ned E. Depinet, executive vice-president and general counsel; J. Miller Walker, secretary; Garrett Van Wagner, controller; William H. Clark, treasurer, and A. W. Dawson and A. E. Reoch, assistant treasurer.

Named directors the preceding day were Rathvon, Depinet, Walker, Harry M. Durning, Frederick Zehrman, L. Lawrence Green, L. Boyd Hatch, Floyd B. Odlum, and George H. Shaw.

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Seymour Nebenzal, left, independent producer for UA, met the trade press during his recent New York visit. Budd Rogers, the producer's eastern representative, joined the conferences.

7 Drive-Ins by 1948 Plan of Eastern Corp.

NEW YORK—Eastern Drive-In Corp. will complete construction of seven drive-in theatres in New York City and New Jersey by 1948, according to Monroe Stein, attorney for the circuit. The company is headed by James J. Thompson, former operator of Cocalis Theatres.

The first situation in the group is operating in Union, N. J., and the second is now being built in Morristown. The third New Jersey open air theatre will be started in three weeks. Thompson has purchased a 40-acre tract of land in Totowa, N. J.

Thompson holds franchise rights to build drive-in theatres throughout New Jersey and five boroughs of New York City in addition to Westchester and Long Island.

Additional drive-ins will be started in Queens, Westchester, Staten Island and New Jersey before the end of the year, Stein said.

WB Int'l Shifts Abeles; Five Others Promoted

NEW YORK—Arthur H. Abeles jr., at present manager for Warner Bros. in the Argentine and supervisor of the company operations in Chile, Uruguay and Paraguay, has been named as executive assistant to Max Milder, managing director in Great Britain. Abeles will leave Buenos Aires for London about August 1. The shift was made known by Harry M. Warner over the weekend.

Following this appointment, Wolfe Cohen, vice-president of Warner International in charge of Latin America, Australia and the Far East, made five promotions in his territory. Ary Lima, manager in Brazil, becomes supervisor for that country, Argentina, Chile, Uruguay and Paraguay, with headquarters in Rio de Janeiro. Armando Trucies, in charge of Peru, Colombia, Ecuador and Boliva, becomes general manager for Argentina, with headquarters in Buenos Aires, effective July 1.

Arl Heumann, assistant manager in Colombia, will be manager in that territory with headquarters in Bogota. Louis Lipsky, manager in Colombia, is being transferred to Santiago as manager for Chile, succeeding Douglas J. Granville, who will arrive in New York shortly for a supervising assignment in the Far East.

Peggy Knudsen for Topline

Peggy Knudsen has been ticketed to topline opposite Don Castle in 20th-Fox's "Roses Are Red."

Costs Are Still Rising, Nebenzal Declares

NEW YORK—Production costs, particularly labor prices, are still rising, according to Seymour Nebenzal, independent producer for UA. If prices continue to soar, production will slow down and unemployment will follow, just as in any other industry, he warned. Nebenzal recently spent several days in New York. He brought with him a print of his latest picture, "Heaven Only Knows."

He cited the recent wage increase demands by the Screen Actors Guild as an example of continued cost increases, but said these demands will only affect salaries of bit players. The principals' salaries are one of the independent producer's chief expenses, he added.

GOING WILL BE ROUGH

Discussing the future of independent production and the recent merger of Liberty Films with Paramount, Nebenzal predicted many smaller independents will find the going rough as costs continue to rise and will be forced to join the major companies to continue in production.

Concerning speeding up production to keep costs down, the producer feels quality is sacrificed by indiscriminate speedups. Another UA independent, Benedict Bogeaus, is stepping up production to cut down extra expenses. Nebenzal said time is the chief worry as far as expenses go. However, he doesn't feel he can rush pictures through without cutting down on quality.

The producer said he is aware of a general drop in business—in fact he finds banks are tightening up on money loans to the industry. While on the subject of finances he declared he finds it difficult to work on a specific budget for a picture. "You always find some union contract has expired during shooting, and sometimes the retroactive wage increases granted will increase costs by as much as $3,000."

Nebenzal also touched on the foreign market. He is one of 90 per cent of the UA producers who have signed with the Motion Picture Export Ass'n. Budd Rogers, his eastern representative who joined him in a press interview, said that while the idea of presenting a united front to the overseas film monopolies is sound, many independents have not joined the MPEA. Because of this, he feels the MPEA has no advantages for independents as a whole. Nebenzal shares his views.

MAKE BIOSCOOP DEALS

Rogers said several outfits have made distribution deals with Bioscoop Bond, Dutch monopoly, since the MPEA took over distribution there. He mentioned Hunt Stromberg, Howard Hughes, Edward Small, David O. Selznick and Monogram.

The MPEA bases distribution profits on a picture's domestic gross. Nebenzal feels every picture should get what it earns in the foreign market, since some films do better overseas.

The producer reported that the coast jurisdictional strike has not hampered production for the past six to eight months. Studio space, tight during the war, is now available to independents, he said.

Nebenzal's current three-year contract with UA calls for five pictures, budgeted at $7,000,000. The first of these is "Heaven Only Knows." Others include "Atlantis," to be delivered in four to five weeks; "Madame Butterfly," being prepared for shooting; "Mayerling," awaiting Technicolor prints, and a fifth, as yet untitled.

CONFERENCE OF INDEPENDENT THEATRE OWNERS

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JUNE 24 - 25 - 26 1947

28th
ANNUAL CONVENTION
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to

JACK KIRSCH, National President

ALLIED STATES ASSOCIATION
OF MOTION PICTURE EXHIBITORS,
WASHINGTON, D. C.

Films of 19 Nations Compete in Belgium

BRUSSELS—Films from 19 nations are competing in the Brussels World Film Festival, which opened June 2. Three juries of prominent Belgian writers, artists and art critics will select winners in the full-length feature classification, cartoons and short reels covering scientific education or information. Awards will be made June 30. The main award for the best picture entered in the festival will be a 16-foot figure of St. Michael, patron saint of Brussels.

Film leaders from various nations are expected to attend the competition. Eric Johnston, president of the Motion Picture Ass'n, is due to arrive here June 24, when Regent Prince Charles will hold a dinner for 60 producers and stars. Alexander Korda also will be present. U.S. film stars attending the festival include Rita Hayworth, Linda Darnell and Paulette Goddard.

U.S. feature entries total ten, including "The Razor's Edge," "Humoresque," "Song of the South," "The Yearling," "The Best Years of Our Lives," "Down to Earth," "It's a Wonderful Life," "To Each His Own," "Carnegie Hall" and "The Egg and I." Cartoons and shorts reels also have been entered from the U.S. Britain, France and Italy have entered six features each, plus shorts.

Features of the festival include an MPA information center and an exhibition of Walt Disney cartoons.

Other countries represented include Argentina, Canada, Mexico, Denmark, Greece, the Netherlands, Poland, Portugal, Sweden, Czechoslovakia, Yugoslavia, Belgium, Australia, South Africa and Morocco. The Soviet Union was invited, but has not formally accepted.

All films entered were produced between Jan. 1, 1946, and April 13, 1947. All pictures will be shown at Brussels Palais Beaux Arts.

Latest British entries include "The Courtneys of Curzon Street" and "Great Expectations." Both pictures were selected by a board of British film leaders. "Courtneys" recently won first prize in the Pictorial Monthly film award, followed by "The Yearling," "Duel in the Sun" and "Panique," French film.

Phil Reisman, RKO vice-president in charge of foreign distribution, was guest of honor at the first reception to be held at the American information center on Wednesday (June 4). More than 300 persons including high Belgian officials, directors of the festival and delegates from the participating nations attended.

Saul Abrams, 55, Dies

NEW YORK—Saul Abrams, 55, operator of the Nassau Theatre, Roosevelt, L. I., died at the South Nassau Communities hospital June 1 following an illness of seven weeks.

Abrams entered the film industry as a salesman for Big U in 1918. Later, he turned to exhibition and managed Skouras houses in New Jersey, as well as a theatre in Hempstead. Abrams took over the Nassau Theatre 13 years ago.

Survivors include his wife, Ada; a brother, Leo Abrams of National Screen Service; a son, Norman, and a daughter, Mrs. Frances Heyman.

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Buffalo Paramounteers Honor 'Mannie' Brown

BUFFALO — The local Paramount exchange will dedicate the months of September, October and November to Manager M. A. "Mannie" Brown, who is rounding out a colorful 35 years in film distribution. The drive will be concurrent with the company's 35 Years of Leadership drive.



MANNIE BROWN

Brown got into distribution at the age of 13 in his native Toronto when he worked with J. H. Martin in a so-called traveling film exchange, distributing European product. In 1914 he joined Ascher and Adler of New York as a lecturer for their programs, being billed as Prof. E. A. Brown, the noted young Canadian traveler, lecturer and social worker. He toured the country with pictures and slides with such lurid titles as "Exposing the White Slave Traffic" and "Hunting Gunmen in a Large City."

Two years of this and Brown was off to Europe to buy up films for himself and on his return he set up the Brown Feature Film Co. in Montreal. Stationery warned customers that paper on the features was available but orders must be prepaid.

Brown later linked up with various independent distributing companies in Canada and in 1932 he joined Paramount as Montreal branch manager. He went to Denver as manager in 1941 and came to Buffalo in 1943.

Automatic Ticket Box A Cinema Experiment

NEW YORK—Cinema circuit has been experimenting with an automatic ticket box developed by George Shapiro, a former aeronautical engineer. Shapiro has organized the Automatic Ticket Collector Corp. to market the box.

The box operates like an automatic fare machine on a bus or subway. Individual tickets are inserted in a slot. The ticket is chopped in half, and the patron retains his stub. The section that falls into the box is illuminated under a magnifying glass. Each time a ticket is inserted it registers on an automatic counter. The number on the counter should coincide with the number of sales reported by the cashier. Only the manager or a supervisory employe has access to the box and to the locked panel covering the counter. The doorman has nothing to do with the tickets.

During the past two weeks, Cinema has used the box in two of its theatres on West 42nd street, the New Amsterdam and the Anco. After another week's trial at the Anco, the box will be installed in the Prospect Theatre, the Bronx.

The box is in its final experimental stages. Shapiro plans several modifications before he places it on the market.

Herb Berg Is Appointed To E-L Publicity Staff

NEW YORK—Herb Berg, until recently with the SRO staff, has been appointed to the Eagle-Lion publicity staff in New York, Max Youngstein, director of publicity and advertising, announced Friday afternoon (6).

WASHINGTON

MGM Items: Cashier Anna Ridgely's son, Howard jr., was married last week to Nadine Bryant of Arkansas, where the couple left for their honeymoon. Present at the wedding were Eddie Kushner, Catherine Murphy, Hazel McLeran and Esther Blendman . . . Regina Pearlman's brother-in-law died in New York . . . Bob Ellsworth jr. visited his sister in New York who will be married June 21.

More from MGM: Sam Richer, cashier's department, visited his family in Atlantic City over the Memorial day holiday . . . Josephine Byrnes, inspector, is vacationing . . . Ida Barezofsky entertained friends from New York . . . Jack Dean, shipping department, returned from a vacation . . . Vivien Kelly and hubby went fishing in southern Maryland . . . Hazel McLeran entertained friends from Richmond over the holiday.

Harley Davidson jr., son of the Paramount salesman, was graduated this week from Augusta Military academy, Fort Defiance, Va., and will enter the University of Virginia in the fall . . . Nick Weems, for the last 20-odd years salesman with Columbia Pictures, has resigned . . . The Harley Davidsons will celebrate a wedding anniversary next week . . . Mary McConnells' father has returned home from the Naval Medical hospital in Bethesda where he has been for several months.

C. E. Peppiatt, recently appointed eastern division manager for 20th-Fox and the newly promoted district manager, Sam Gross, visited Branch Manager Glenn Norris and the Washington exchange Friday . . . Little Maureen and John jr., children of Office Manager John O'Leary, underwent tonsillectomies . . . Student Booker Dick Norris is vacationing . . . Bookkeeper Virginia Haggerty is vacationing in Indiana and E-50 clerk Edith Feinberg has returned from a week's vacation.

Warner News: Jane Zink, advertising department, flew home to Indiana, Pa., for the Memorial day weekend . . . Ed Camp, assistant manager at the Metropolitan, vacations this week and Lillian Gibson, longtime Earle cashier, leaves for a Bermuda vacation.

'Miracle' Opens With Big 34th St. Store Campaign

NEW YORK—"Miracle on 34th Street" opened at the Roxy Theatre Wednesday (4) after a campaign bordering on a civic celebration in the midtown retail area. The National Retail Dry Goods Ass'n cooperated and the general pattern of the campaign is to be used for openings elsewhere. The association has 7,500 member stores.

The 34th Street Midtown Ass'n furnished store and window displays and there was plenty of cooperative advertising street decorations and radio promotion.

WOR, Mutual station, had an around-the-clock tribute to the picture a day before the opening. It took the form of on-the-spot broadcasts from stores and windows along 34th street on 11 programs.

This campaign was arranged by Charles Schlaifer and his advertising, publicity and exploitation aides at 20th-Fox.

Direct theatre promotion included newspaper, radio and transportation advertising in both the city and suburban areas.

"Voice of Theatre Speakers"
JOE HORNSTEIN *has them!*





He takes the words right out of her mouth...

BY his interpretive use of equipment —his skill in anticipating motion— the microphone boom man takes the words "right out of the mouth" of actor or actress . . . correlates sound with action so that clarity and proper perspective are always maintained.

Thanks to him, today's motion pictures have the freedom of action which was lost when sound was first introduced on the screen. A great part of the reality which is so essential to a picture's success depends on the boom man's skill and on his close cooperation with the sound mixer.

And equally essential to the boom man's success are superior sound films . . . films which have the quality, so uniformly found in Eastman Films, of assuring faithful reproduction.

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PHILADELPHIA

The Berwyn Theatre, Berwyn, Pa., will be returned to its original purpose when the Main Line Civic Light Opera Co. opens a season of operettas with Rudolph Friml's "The Firefly" June 23. Each musical production will run for two weeks.

Ev Callow, Warner executive, sure looked sharp in his major's uniform for Operation Reunion, a get-together of marine corps reserve officers held here over the holidays . . . Charley Coltzer, assistant manager at the Stanley, will coach the Boyd-Mastbaum-Stanley girls' softball team this summer.

Just another "Duel" stunt: Peggy Eagen, elected Miss Duel in the Sun, presented a ten-gallon Stetson to Ferris Fain, first baseman of the As, before a Memorial day crowd in the 30,000s. Fain was the winner in a drawing of names . . . Clark Film will handle physical distribution for PRC-Eagle-Lion.

Name Three Independents To Council of Equity

NEW YORK—Aline MacMahon and Ilka Chase, who ran for re-election to the council of Actors Equity Ass'n on an independent ticket after being refused renomination by the organization's nominating committee, were among the 11 actors chosen for the council in the balloting at the Hotel Astor June 2. The council, the governing body of Actors Equity, consists of 50 members, ten elected each year for five-year terms.

Ralph Bellamy was also elected on the independent ticket while the winning candidates on the regular ticket were Elliott Nugent and Raymond Massey, both of whom were elected by wide margins, and Philip Ober, Margalo Gillmore, Bert Lahr, Marjorie Gateson and Frank Thomas sr. Eddie Nugent was named as a replacement councilor for a one-year term.

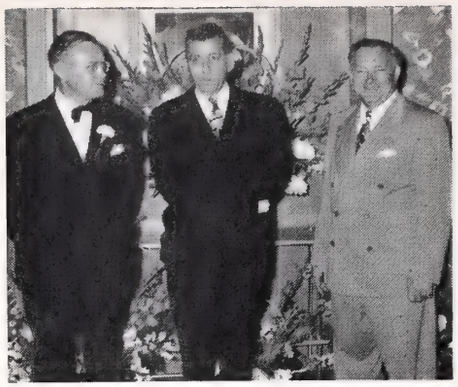
Approximately 65 per cent of the total senior membership in good standing voted, said to be the largest percentage for an Equity election. Sidney Blackmer, who was among the leaders in the fight against the independent ticket, claimed that one of the candidates has Leftist tendencies and that the council needed "hard workers not Daily Workers." He was answered by Margaret Webster, who denied the allegations and said "the state of the American theatre is nothing short of desperate. We have many things to fight for. Must we fight against each other?"

Paul Dulzell, executive director and treasurer, said that Equity was in a stronger financial position today than it ever had been with total assets of $1,409,957, which took more than 30 years to accumulate.

'Two Mrs. Carrolls' Has 100 Holiday Openings

NEW YORK—"The Two Mrs. Carrolls," Warner Bros. picture starring Humphrey Bogart and Barbara Stanwyck, averaged 22 per cent better than normal business in approximately 100 Memorial day holiday weekend openings.

Among the situations where the picture topped former Bogart releases were: Palace, Columus; Empress, Danbury, Conn.; Fabian, Paterson, N. J.; Montauk, Passaic, N. J.; Columbia, Sharon, Pa.; Ohio, Sandusky; Warner, Reading, Pa.; Playhouse, St. Petersburg, Fla.; Lincoln and Palace, Trenton; Rialto, Amsterdam, N. Y.; Warner, Aberdeen, Wash.; Hoquiam, Hoquiam, Wash.; West Coast, Crest and Long Beach, Long Beach, Calif.; Warner, San Pedro, and Roxy, Springfield, Ill.



AT VIRGINIA OPENING—Posing for the cameraman at the opening on May 22 of the Virginia, a new theatre at Alexandria, Va., left to right: Valentine Smith, theatre manager; Elliot Hoffman, president of the Alexandria Amusement Co., and Frank B. Stover, chain manager. The new ultramodern theatre, which seats 1,000, is the sixth in the Alexandria company chain. The theatre boasts the largest stage and most complete dressing rooms in the Washington metropolitan area.

James Stewart Stars On B'way in July

NEW YORK—James Stewart will take over the star role of Elwood P. Dowd in the Pulitzer Prize play, "Harvey," for six weeks in July and August, according to Brock Pemberton, producer. Stewart will join the cast either July 14 or July 21 when the original star, Frank Fay, will take his vacation. The play is now in its third year at the 48th Street Theatre.

Stewart is now making some retakes on "Magic Town," a Robert Riskin production for RKO, before coming to New York for rehearsals for "Harvey."

His last stage appearance was in "Journey by Night" in 1935. He had also played in "Yellow Jack," "Page Miss Glory" and "Goodbye Again" before making his first screen appearance in "Next Time We Love" for Universal in 1936.

Ingrid Bergman recently completed a limited engagement of 25 weeks on Broadway in "Joan of Lorraine," which set a new record by playing to capacity attendance and the limit of standees for every performance. Fredric March also completed a 25-week run in "Years Ago" May 31. Other screen stars who have appeared on the New York stage during the current season are: Anne Jeffreys, in "Street Scene"; William Prince and Nina Foch, in the current "John Loves Mary"; James Mason in "Bathsheba" for a brief run; Martha Scott, Diana Barrymore, Martha Sleeper, Otto Kruger, Jean Parker, Miriam Hopkins, Annabella, Raymond Walburn, Philip Dorn, Claire Trevor, Dorothy Gish, Kent Smith, J. Edward Bromberg, Henry Daniell, Marjorie Gateson, June Duprez, Basil Rathbone, Billy Gilbert, Burgess Meredith and Mary Boland, who opened in "Open House" June 3.

Norman McKay Killed

NEW YORK—Norman McKay, 47, manager of radio station WDAY, Miami, was killed in the Eastern Airlines plane crash in Maryland May 30. He was returning to Miami from New York, where he had been one of a group of news and radio men who made a record-breaking Miami-to-New York plane flight last week.

BUFFALO

A new motion picture projector has been purchased by Public School 81 through the pupils' salvage paper drives . . . Sam Lefkowitz, WB eastern district manager, has returned to New York after a visit here and in Binghamton.

Film Classics Distributing Corp. and Buffalo Film Classics Corp. have been merged into Film Classics, Inc. . . . A midnight show featuring vaudeville acts and the film "Show Business" was sponsored by Riverside American Legion Post 1,010 at Schine's Riverside Theatre.

In the face of declines in patronage, operators of motion picture and legitimate houses here are joining the American Theatres Ass'n in a drive to eliminate or at least reduce the 20 per cent amusement tax . . . Joseph Gerl, president of Sonora Radio & Television Corp., said in a talk here that unless television blazes a new path in the direction of enlightened home entertainment, there is real danger that the medium "may degenerate into a series of animated radio commercials."

Former operator of the old Venus Theatre, Sebastiano DiTondo died here recently . . . Export sales of jukeboxes are at an all-time high at the Rudolph Wurlitzer Co.'s North Tonawanda division.

A capacity audience at Shea's Buffalo enjoyed the sneak previews of 20th-Fox's "Miracle on 34th Street," which was added to the regular bill. Return cards asked judgment of the picture, scheduled for a regular showing next month at a Shea house. Many out-of-town executives, including Rodney Bush, exploitation director for 20th-Fox, attended the preview.

Paramount N.Y. Branch Meets for Sales Drive

NEW YORK—Hugh Owen, Paramount eastern and southern division sales manager, presided at the first New York branch meeting May 29-31 in advance of the company's 1947 "Celebrating 35 Years of Leadership" sales drive, which starts August 31.

In addition to Owen, Oscar Morgan, short subjects sales manager; Henry Randel, New York district manager; Claude Lee, public relations director, and Myron Sattler, New York branch manager, spoke at the meeting. Others who attended were: Gordon Lightstone, general manager of Paramount Film Service, Ltd., of Canada; Monroe Goodman, assistant to Morgan; Jack Roper, assistant to Owen; Sam Boverman, company attorney, and Joseph Walsh, in charge of branch accounting and sales statistics in the distribution department.

At the meeting, Owen inducted Nat Stern, New York booking manager, into the company's One Hundred Percent club. Sam Lake, of the New York sales staff, was presented first-prize money by Owen for topping all the company's salesmen in the 1946 sales drive. Other checks went to Eddie Bell, who placed sixth among the salesmen in the 1946 contest; Kitty Flynn, who came out first among the bookers, and Jerry Horowitz, who was the No. 2 booker last year.

Found Dead in Theatre

PHILADELPHIA—A patron of the Bluebird Theatre was found slumped in his seat unconscious by an usher, Robert Otter. He was taken to the hospital where he was pronounced dead. Other patrons in the house were unaware of the occurrence.

Thinks Admissions Cut Inadvisable

Smakwitz Says Ticket Rise Negligible; Other Commodities Soar

ALBANY—A reduction in admission prices is unwise and unlikely, in the opinion of Charles A. Smakwitz, assistant zone manager for Warner Theatres and a veteran of 30 years in show business. "I do not think there is any present likelihood of reducing prices, especially in the Albany area," Smakwitz said.

"I do not put much stock in such talk," he continued. "Cutting the scale would not help matters at all, as I see it. Movies are the poor man's entertainment, and they still are very cheap. The top charge here is 65 cents, 11 of which goes for the federal tax. Our prewar price was 50 cents. The present base price is 54 cents. In other words, we have gone up only 4 cents, despite large increases in labor and other costs.

FILMS VS. FOODSTUFFS

"Compare this with the advances in food and clothing. A year ago spring, I bought a summer suit for $35. Do you know what the same store is asking for the identical suit this year? Sixty-five dollars. Maybe the manufacturer increased the price to the store; I don't know. I do know the price to the consumer jumped $30."

"There is no depression and none in sight," pointed out the Warner Theatres executive, "despite predictions to the contrary. There are no breadlines, as was the case in the early 1930s—when film theatres operated at a profit. I agree that people are not making as much money as they did at the wartime peak.

"But that was an abnormal time, a lavish and lush period. We lose perspective if we judge business and profits by wartime standards. People as a whole are still comfortably off. Sure, some are out of work; unemployment always has existed and always will. Part of it may be due to changed economic conditions, but a sizable portion of unemployment is caused by the fact that certain individuals don't like to work or won't work unless their salary demands are met. Take a glance, any day, at the Help Wanted pages of papers in Albany, Troy, Schenectady or any other city. Literally hundreds of jobs are open. It was not this way when I was a youngster."

FOLKS STILL HAVE MONEY

"Nobody can convince me," asserted Smakwitz, gathering steam, "that—except for a few dire cases—any adult in this city lacks the money to attend a movie at least once a week, or that parents haven't enough to permit a child to do likewise." He declared that if patrons find the 65 cents charged at A houses excessive, they could go somewhere else. He went on to say, "There may be a shift in patronage from the deluxers to the neighborhoods."

Smakwitz attributed the present boxoffice slump to three factors: the arrival of warm weather, an insufficient supply of first class pictures, and buyers' caution. "The first two of these factors," he observed, "will not prevail indefinitely. By July 4, people will have had their principal fling at outdoor recreation. It's understandable why they want to play, drive and enjoy themselves outdoors now. This was a tough winter. The seasonal phase will pass."

Smakwitz felt confident that more good features would be released in late summer or early fall.

"Would you expect an expensive film to be distributed, except in selected spots perhaps, at present?" he inquired.

"I realize acutely the necessity for strong product," declared the veteran showman. "I would tell the president of any film producing company that we need top-drawer films right along. There is no substitute for good pictures. It is possible that some product deterioration developed during the war—just as deterioration occurred in other fields. Perhaps too much money was made on average or mediocre stuff. That's out now, at any rate. Hollywood knows that fine pictures are essential to profitable business. We could use more films like 'Going My Way,' 'Saratoga Trunk' and 'Road to Utopia.' We have not had them this year."

"I reiterate," concluded Smakwitz, "that the film business is a paying one today; that the net is still substantial. Cutting prices is no solution to the situation. Overemphasis has been placed on a reduction in the morning scale at the Paramount in New York, a city with 7,000,000 population. You can't give away a poor picture. The good ones will continue to click. I feel confident we in the theatre end will be given more of them in the next year. There will be no price shaving now, and I don't look for any in September."

Hellman Wants a Ban On Double Features

Albany—Harry Hellman, independent exhibitor since the days of the nickelodeon, for 38 years in fact believes the circuits should take the lead in abolishing double features.

This militant exhibitor declares that twin bills are the bane of the industry, in this and other areas, and points to the success of southern showmen in running single bills. He mentions Miami and Miami Beach in this connection.

Hellman operates the Royal and Paramount here, the Palace in Troy and is pooled with the Fabian interests in some drive-in operations. He adds:

"It's time for the circuits to wake up and stop fooling themselves. They must take the leadership; the subsequent runs, the little fellows, the 'depression houses,' can do it. More money would be made and patrons better satisfied if a good single feature is shown along with selected shorts."

The Albanyite closed with the assertion that if the circuits ban double features, the little fellow will surely fall into line.

Buffalo Variety Plans Sister Kenny Clinic

BUFFALO—Work on behalf of underprivileged children has been pledged anew by members of Buffalo Variety Club after reviewing the work of the organization at the recent international convention in Hollywood. said Elmer Lux, national canvasman and head of Buffalo's RKO office.

Lux said members of the Buffalo caravan were impressed by documentary films and exhibits depicting Variety's assistance to needy children all over the country.

Participating in the effort, Tent 7 has completed plans for establishment and support of a Variety Club-Sister Kenny clinic and additional help for cerebral palsy victims. It also has begun a special service to provide regular motion picture showings for shutins in various western New York institutions.

Among those who accompanied Lux to the convention were Mrs. Lux, Mr. and Mrs. Joseph C. Davis, Andrew Gibson, Myron Gross, Murray Whiteman, Stanley Kozanowski, Marvin Atlas and Foster Brooks.

The club held a free venison dinner Saturday night in the Delaware avenue clubrooms. A "jamboree" followed.

Girl Locked in Theatre

PHILADELPHIA—A 23-year-old girl dozed off during a performance at the Byrd Theatre and awakened at 2 a. m. to find herself locked in the theatre. Passersby heard her screams and called firemen who climbed through a second story window and finally unlocked a door. Then she went home and back to sleep.

INCORPORATIONS

ALBANY

Riethof Productions: To manufacture, import and export motion picture films, projecting machines and cameras; $20,000, $100 par; G. Lester W. Curry, Frances Kneitel, Esther Edelman, 70 Pine St., New York.

Motion Picture Planning Corp.: To engage in the motion picture business; 300 shares, no par; Gerald Meyer, 250-06 Thornhill Ave., Little Neck; Christine Corbett, 230 West 72nd St., New York; Geraldine Kesciagno, 21-68 24th St., Long Island City.

Film Classics, Inc., changed capital stock from 7,000 shares, 3,000 of them preferred at $100 par and 4,000 common at no par to 4,000 no par.

Roselle Theatres, Inc.: To conduct business in Kings county; 200 shares, no par; George T. Gunsher, Joseph G. Kaplan and T. Kenneth Tyson, 277 Broadway, New York.

Albany House Admits Homeless Kids Free

ALBANY—Warners' Strand Theatre here now is giving free admission once a week to 25 youngsters from the nearby La Salle School for Boys. The boys, who are either without parents or separated from them, march to the theatre every Saturday accompanied by a Christian Brother. Their behavior is excellent, according to Manager Sherburne Hutchinson.

When Cartoonist Hy Rosen of the Times-Union visited the theatre one Saturday to give some of his drawings to members of the audience chosen by lot, Hutchinson told the audience that among the guests were boys who did not have tickets, but who should be eligible to receive one of Rosen's drawings. The audience approved, whereupon Hutchinson asked the brother to send a boy up on the stage to receive a cartoon.

The brother says the theatre outing is the big event of the week for the boys, and they look forward to it with great eagerness. The 25 boys who make the best records during the week are chosen to go to the theatre.

Al Jennings Directs

Metro has set Al Jennings as assistant director on "On an Island With You."

ALBANY

"The Yearling" drew fine business at Proctor's Troy. It was single-featured there, as it was at the Palace here. One middle-aged Albany couple, who missed the film at the Palace, went to Troy to see it.

Mrs. Michael J. Cullen, the former Fay Steinbach, who was secretary to Warner Zone Manager Moe Silver, first in Albany and later in Pittsburgh, visited Proctor's Troy on Memorial day. Mrs. Cullen stopped after the show to chat with Manager Larry Cowen. Her husband is a Loew Theatres division manager in the midwest. Cullen was managing a Loew house in Pittsburgh at the time of their marriage more than a year ago.

Circus and carnival opposition was felt in Troy and Cohoes. The Cole circus played a Wednesday date at Laureate Park in Troy, while the James E. Strate Shows, which had played a week at Schuyler Beattie Flats, near the Watervliet city line, moved on to Cohoes for a week's engagement. The big railroad show drew heavily from Albany and Troy the first week. The carnival uses rotating searchlights to illuminate the night sky for miles.

Johnny Duffy, assistant manager of the Madison, has returned home from Albany hospital, where he was treated for a minor ailment. Duffy played outfield for the Albany club in the old New York State league many years ago. He was introduced from the stage by Manager Sherburne Hutchinson at the recent "Meet the Senators" baseball party for the Albany Eastern league club.

The following prayer appears in bold black type under the glass top of Charles A. Smakwitz's desk in the Warner Theatres office: "May the good Lord give me the strength to keep my big mouth shut until I know what I am talking about—and why. Amen." The whimsical prayer, which meets every visitor's eye as he approaches the desk, causes considerable comment.

Present at a recent MGM screening for Fabian and WB officials were Max Freedman, chief buyer and booker for Warners; Joe Saperstein, buyer and booker for the Fabian circuit in the upstate offices; Charles A. Smakwitz; Joe Weinstein, short subjects booker for Warners; Jack Goldberg, MGM manager; Mrs. Goldberg, and Nate Winig, an active member of the local Variety Club.

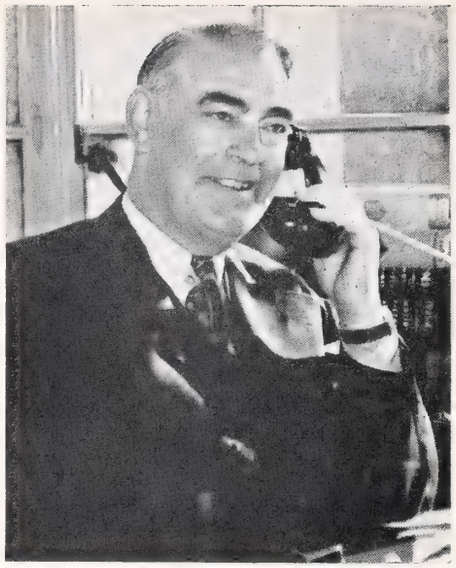
Johnny Gutusso, assistant manager of the Palace, is reported in fairly good condition at Albany hospital. He underwent a serious operation three weeks ago . . . Larry Cowen of Proctor's Troy is wearing normal shoes now for the first time in six months. A specialist at Mount Sinai hospital in New York decided at a recent checkup that the condition of his big toe, affected in recent months by circulatory difficulties, has improved enough to permit him to wear shoes the top half of which has not been cut. Cowen immediately bought a pair of flexible two-tone oxfords. He has more than recovered the weight lost during six months of intense pain, and is still on a diet.

Kay Mulholland, also of Proctor's Troy, also on a diet, has lost five pounds . . . John Ducharme of Cohoes, a veteran of both army and navy service, has succeeded Frank Coetzel as assistant manager of the Troy.

Neil Hellman, who has been in Philadelphia with Fabian officials supervising construction of a new Fabian-Hellman drive-in at north Philadelphia, has returned to Albany. Neil built the Saratoga Drive-In on the Albany-Saratoga road in 1941. It was the most successful open-air house yet launched in this section. Hellman's father Harry ran an open air-theatre two blocks from his old Whiteway one season more than 35 years ago. Capacity was small and patrons sat on benches. The elder Hellman, one of Albany's earliest nickelodeon impresarios, says he saw the first talking-picture drive-in at Los Angeles in the early 1930s. The Hellmans are financially interested, with Fabian, in the Saratoga, Mohawk and Tri-City drive-ins (the latter opened last August on the outskirts of Binghamton), as well as the one under construction near Philadelphia.

Jerry Atkin of the Warner publicity-advertising department worked on a campaign for "It Happened on Fifth Avenue," which played at the Strand. The film recently was sneak-previewed at the Delaware. Twentieth-Fox's "The Miracle on 34th Street" also was sneaked in at the Delaware. It's coming to the Strand.

Lew Allemann, Albany district exploiteer for RKO, has gone to Detroit. Maury Passero has come here from the Motor city to take Allemann's place. The transfer is temporary. Allemann will return about August 1. Allemann went to work at the local exchange March 1 replacing Maurice "Bucky" Harris, who was shifted to New Haven. RKO exploiteers normally remain in a territory only one year. Allemann had been in Salt Lake City and Charlotte before coming to this zone. Before the war he worked with Terry Turner in the home offices.



MILDER BACK AT WORK — Max Milder, managing director for Warner Bros. in Great Britain, is back at his London headquarters after a two-month illness.

Hope Puts on a Benefit For Salvation Army

PHILADELPHIA—Bob Hope and his radio company put on a show at Convention hall May 29 for the benefit of the Salvation Army.

On hand to greet the star upon arrival were William F. Brooker, district advertising manager for Paramount, who is chairman of the motion picture division of the Salvation Army fund drive, and James H. Begley, program director of KYW. May 29 being Hope's birthday, 50 Western Union boys assembled on the train platform, and when Hope got off they broke into "Happy Birthday to You."

A near capacity crowd paid up to $5 to see the show.

BALTIMORE

The last Baltimoreans to return from the Variety Club convention in Los Angeles were Mr. and Mrs. Chauncey B. Wolf and son Morris, and Mr. and Mrs. Benjamin Beck of the Uptown Theatre. The Wolfs and Becks visited Chicago, Detroit, Windsor, Ont., and attended a wedding in Buffalo prior to returning . . . Among those who flew home were Joe Poltilove, Will Sacks and Lauritz Garman. At the Variety Club Saturday night those who attended the convention gave glowing reports to the stay-at-homes. "A good time was had by all" seemed to be the final opinion of the delegates.

Cliff Jarrett, former assistant manager at the Town, has resigned to become the new Equity salesman . . . Fred Sandy is now with Kay Films in Washington . . . Jim Gladfelter, manager of the Town, reports his car was stolen from in front of his home in the Park Heights section . . . Everywhere there is talk of a slump, although with the aid of cool weather Memorial day business was better . . . The Durkee houses are showing the films of the local "I Am an American Day" parade.

Blond Laura Wells, representative of the Hollywood Enterprise, was in town in an attempt to find a young man for a screen test in conjunction with the forthcoming film, "The Other Love" . . . Zero Mostel is at the Chanticleer . . . Willie Shor, currently appearing at Club Charles, wowed Variety's audience Saturday night and really went out of his way to entertain the folks.

The much talked-about "Duel in the Sun" finally opened at the Century minus a few sequences . . . The Hippodrome is showing "A Likely Story" . . . "Moss Rose," now showing at the New Theatre, will be followed by "Miracle on 34th Street" . . . "It Happened on Fifth Avenue," which had its local sneak preview at the Uptown Theatre last spring, will follow "The Two Mrs. Carrolls" at the Stanley . . . Keith's is showing "The Egg and I" for a second week and will follow this with "Calcutta."

N.Y. Board of Education Endorses UA's 'Henry V'

NEW YORK—The city board of education has endorsed "Henry V" (UA) for school children. John E. Wade, superintendent of schools, has notified all principals to recommend the film. The picture opened on a continuous performance basis at popular prices at the Broadway Theatre Friday (6). Last year "Henry V" played 47 weeks at the City Center and Golden theatres here on a reserved seat policy.

UA is offering a discount of 20 per cent on all tickets to school children attending performances during the day. A total of 500,000 tickets has been set aside for school use.

Ruth Gillis, MGM, Killed; Was Aide to M. L. Simons

NEW YORK—Ruth Gillis, 34, secretary to M. L. "Mike" Simons, assistant to H. M. Richey, in the MGM home office, was among the 41 passengers killed in the United Airlines plane disaster at LaGuardia Field May 29.

Miss Gillis, who assisted Simons in his editorial work on the Distributor, Loew's sales publication, is survived by her parents, Mr. and Mrs. Monroe Gillis, and a brother, Sylvester. Services were held June 1 at the I. J. Morris Funeral Home, Rockaway Park, Brooklyn.

Universal Board Sued On '45 Stock Deals

NEW YORK—Stephen Truncale, Universal stockholder, has filed suit in New York federal court on behalf of stockholders similarly situated, against Universal directors asking for an accounting of certain stock transactions which he claims constituted an unjustified and improper benefit to the executive group.

Defendants named in the action include Universal Pictures, N. J. Blumberg, Paul G. Brown, J. Cheever Cowdin, Preston Davie, Matthew Fox, William J. German, John J. O'Connor, Ottavio Prochet, Charles D. Prutzman, J. Arthur Rank, Budd Rogers, Daniel M. Shaeffer, G. I. Woodham-Smith, D. C. Collins, W. H. Taylor jr., Robert S. Benjamin, W. A. Scully, Joseph H Seidelman and Clifford Work. All, except Collins, Taylor and Work, are still directors of Universal while Benjamin and Woodham-Smith became directors in 1946, according to the complaint.

The action charges that Blumberg, Cowdin, Fox, Prutzman, Work, Scully and Seidelman, referred to as the executive group, made a profit of $1,230,500 on option stock deals prior to February 1945, and still hold options to acquire 148,285 additional shares of stock which, if exercised, could result in an additional profit to the group of $5,041,690.

Under the income tax law, Truncale claims, profits realized would be reportable by each of the executive group members as compensation and would be taxable at rates in excess of 75 per cent. Under the tax law. he claims, Universal had the right to deduct, from its own taxable income, amounts equal to the profits reportable.

Truncale charges that the board dominated the corporation and approved stock options.

TRENTON

The Greenwood, Mayfair, Stacy, Bijou and Strand will all show "Duel in the Sun" beginning June 11. No other picture has ever been scheduled for simultaneous showing in more than two theatres here. A news story announcing that the picture was coming to Trenton appeared in the papers last week. Since then daily ads have played up the picture. Tie-ups are being arranged with stores and industries.

Michael Zsizeri, tavern owner who hopes to build a theatre in Ewing township, is beginning to wonder how long he will have to wait before seeing a show at the proposed house. Two scheduled meetings of the zoning board were postponed and another delay has caused a third postponement until late in June.

Theatre patrons who looked askance at parking meters installed in the downtown area were reassured by the following front page story in the Trenton Times. "Night moviegoers won't have to worry about running out to drop a second nickel in order to see the finish, as the meters operate only until 6 p. m. But the matinee crowd might have to interrupt their viewing of a movie."

Three members of the Lawrence township zoning committee have resigned following a decision to ban a proposed open-air theatre. The split decision caused a rift in the committee and resulted in what committee chairman Foster D. Jemison called, "Ebbett's Field demonstrations."

Actress Helen Parrish, now living at Three Bridges, near Trenton, was selected as queen of an American Veterans Committee dance . . . Women listeners to WTTM's "Davy and Mary" program were guests at a showing of "The Guilt of Janet Ames" at the Capitol.

Roosevelt's Food and Fashion Show Draw Large Feminine Attendance



COFFEE AND EVERYTHING—Jinx Falkenburg, center in left photograph, one of the guest stars at the Food, Fashion and Farberware show, serves two Flushing fashion models with Nescafe from a booth set up in the lobby of the Roosevelt by Nestle Milk Products, Inc. At right, another attractive lobby display engineered by Mildred FitzGibbons, Roosevelt manager, who lined up local merchants, national manufacturers and talent.

FLUSHING, L. I.—Members of 72 women's groups here turned out for the Food, Fashion and Farberware show at the Skouras Roosevelt Theatre. The program was engineered by Mildred FitzGibbons, manager of the house, who spent 11 weeks lining up local merchants, talent and national manufacturers to help promote the show. Admission was by invitation only.

A total of $600 worth of prizes was given away. Jinx Falkenburg of the Hi-Jinx radio show and her husband, Tex McCrary; Bill Leonard of the WCBS So This Is New York program; Alfred W. McCann, home economist on station WOR; Prudence Penny, food columnist for the Daily Mirror, and Vyvyan Donner, fashion editor for Fox Movietone News, appeared on the program.

TOPFLIGHT MODELS THERE

Miss Donner served as commentator for a fashion parade of millinery and gowns by leading designers. Three women's apparel shops, three children's wear shops, two millinery shops and two fur salons participated in a showing of local apparel. Topflight models from New York agencies and local talent paraded the fashions.

Miss FitzGibbons promoted 48 cooking utensils from S. W. Farber, Inc., manufacturers of Farberware. The Boulevard Beauty shop of Flushing offered free beauty treatments. Nestle milk products also cooperated by setting up a booth in the theatre lobby and serving Nescafe from 11:30 a. m., when the doors opened, right through until the evening, when the regular film show was resumed. Cookies were provided by the Purity Bake shop of Flushing, which also set up a lobby booth.

Tickets to the event were distributed by the Flushing Council of Women's Organizations, representing 54 member clubs, the Queensboro Federation of Mothers' Clubs and the Long Island and New York City Federations of Women's Clubs.

To help defray costs of the show, the Roosevelt Theatre staff sold $400 worth of advertising for a program book. These were mailed to all women invited to attend.

In addition to the scheduled prizes, several local merchants contributed clothing items.

One month before the event an exhibit of Farberware was set up in the lobby. Prizes donated by the local merchants were displayed in addition to a cosmetic exhibit by Beauty Counsellors and a home savings display by the Whitestone Savings and Loan Ass'n.

GETS PUBLICITY BREAKS

The show was held from 1 p. m. to 3:15 p. m. It garnered a good deal of publicity breaks in local newspapers and on radio stations. Weeks before the event Miss FitzGibbons held meetings at the theatre with the committee of women that lined up guests for the affair.

The show was planned as a community activity. Miss FitzGibbons always has stressed the theory that a theatre should be a community center. She sponsored the Broadway-Flushing Civic Ass'n. This group is comprised of members of local women's clubs and merchants.

Sid Kramer Cited by USN

NEW YORK—Sid Kramer, assistant to Harry Michalson, RKO short subjects sales manager, has been given a certificate of appreciation by Comdr. J. A. E. O'Handley, USN. The award was issued by the navy department for "meritorious personal service during World War II." In addition to Michalson, others present for the occasion were Robert Mochrie, RKO vice-president and general sales manager, and Lieut. Philip Des Jardins and Edna Thomas, chief yeoman, USN.

Pizor Urges All Theatres To Observe Flag Day

PHILADELPHIA—Lewen Pizor, UMPTO president, urged all theatres to cooperate in the observance of Flag day. "Theatres can help by displaying the flag in front of the house from June 8 to 14," he said. He also suggested between-the-shows playings of the Star-Spangled Banner.

Serving on the Flag day committee with Pizor are George W. Elliott and David Triester.

Television Tariffs Filed by Phone Co.

NEW YORK—Intercity television transmission will be made available on a commercial basis August 1, according to the American Telephone & Telegraph Co.

The company has filed coaxial cable and connection rates with the FCC. At present coaxial cables adapted to television are in operation between New York, Philadelphia and Washington. Within the next few months they will be extended to Chicago. Furthermore, a New York-to-Boston radio relay system is now being installed, and there soon will be a New York-to-Chicago radio system to supplement the New York-to-Chicago coaxial cable system.

By the end of this year, the AT&T plans to have coaxial cables for television linking New York, Washington and Philadelphia with Atlanta, Miami, New Orleans, Dallas, Fort Worth, El Paso, Pittsburgh, Buffalo, Cleveland, Detroit, Chicago, St. Louis and Los Angeles. Approximately 6,500 miles of cable will be used.

These cables can carry multiple telephone calls for television programs.

The rates filed with the FCC call for $1.25 per circuit mile for the first hour, on a part-time basis . . . There will be additional monthly station connection charges of $250, plus $15 for each hour of use.

Other monthly charges will be $40 per circuit mile for eight consecutive hours each day, plus $2 a month for each additional consecutive hour. Stations hooked up on a monthly basis will have to pay $750 for an eight-hour day, plus $50 a month for each additional consecutive hour.

MPEA to Take Over Films In Germany in Summer

NEW YORK—Final decision on the date when the Motion Picture Export Ass'n will take over the distribution of American film product from the American Military government in Germany will be made late in June, following a report to be filed by Marian F. Jordan, recently named manager of the MPEA in Germany. Jordan arrived in Berlin during the week to confer with AMG officials about their willingness to cooperate in regard to stipulations laid down by Irving Maas, MPEA vice-president, during his visit there in April.

Although July 1 was originally announced as the date for the MPEA to take over film operations in Germany, Jordan will be able to complete his report before mid-June after which Maas will confer with army officials in Washington. MPEA probably will not be able to start distribution activities in Germany before late summer, a spokesman at the New York office said.

F. H. Gildemeyer Is Named To WE Post in Brazil

NEW YORK—Frederick H. Gildemeyer, formerly Puerto Rican manager of the Western Electric Co., has been named vice-president of the Western Electric Co. of Brazil, motion picture equipment and service subsidiary of the Westrex Corp., with headquarters in Rio de Janeiro.

Gildemeyer joined Electrical Research Products, Inc., a former Western Electric subsidiary, in June 1929, supervising theatre installations in the midwest during the early days of talking pictures. He transferred to the San Juan, Puerto Rico, office of Westrex in 1937.



BENNY GETS AN OSCAR — Jack Benny, who has been master of ceremonies at many Academy award dinners in Hollywood, finally receives an award in the form of an "Oscar" from A. J. Balaban, executive director of the Roxy, New York, at the conclusion of his "in person" engagement. The gold statuette is inscribed "To Jack Benny for the Outstanding Boxoffice Achievement of any Stage Attraction, May 21 to June 3, 1947."

Ascap Adds Songwriters, Publishers as Members

NEW YORK—Ten songwriters and two publishers of popular songs were elected to membership in Ascap at a meeting of the board of directors held during the week.

Writers include Edmund Goulding, Barbara Belle, George R. Henninger, Jack Manus, Leonard Ware, Clay Warnick, Boris Koutzen, Ivan Langstroth, Marks Levine and Arsene Siegel. The publishers are Beaux-Arts Music, Inc., and Lombardo Music, Inc.

The committee on elections certified to the Ascap board the following results of the election for the board of appeals: Abel Baer and Peter De Rose, writers in the popular division, and Douglas Moore, standard division. Popular production publishers elected are Max Mayer of Paull-Pioneer Music Corp. and Sam Stept of Stept, Inc. John Sengstack of Clayton F. Summy Co. was elected in the standard division.

William Schneider Feted By Paramount Co-Workers

NEW YORK—William Schneider, who resigned from Paramount to join the Donahue & Coe advertising agency, was guest of honor at a farewell luncheon given by his former associates at Paramount.

Among those present from the Paramount home office were Stanley Shuford, Sid Mesibov, C. N. Odell, Rex Taylor, Aileen Brenon, Louis Pelegrine, Milton Mohr, George Harvey, Virginia Morris, Jeraldine Cooper, Joseph Rosner, Armand Cardea, John Cicero, Frances Simon, Milton Hoffman, Leo Heller, Edith Stone, Ed Sullivan, Paula Weiss Fraser, Tess Klausner, Frances Weil, Charles Strobel, Edith Talcott, Linda Salzberger, Julia Sullivan, Mary Butler, John Joseph Guilfoyle, Peggy Fewer, Charlotte Malamud, Sada Snyder Seeff, Loretta Landrigan, Lottie Vorchheimer, Edna Higgins and Priscilla Nathan.

Attending from Buchanan & Co. advertising agency were Charles Friedman, Earnest Mueller, George Richardson, Roy Winkler and William Ard, while others present were Vincent Trotta, head of the National Screen Service art department, and George Fraser, Herb Berg, Leo Brody and Hal Danson, all Paramount alumni.

John McNeil Joins Du Mont

NEW YORK—John H. McNeil, manager of radio station WJZ for the past six years, has been named general manager of the Du Mont television station, WABD, by Leonard F. Cramer, executive vice-president. McNeil will enlarge the program services of the station.

N.Y. Film Men Discuss 16mm Competition

NEW YORK—Problems of nontheatrical 16mm competition in the New York area were discussed by representatives of the Metropolitan Motion Picture Theatres Ass'n and the New York Film Board of Trade Wednesday night (June 4).

Local exhibitors are becoming worried by the increase of such competition offered chiefly by social clubs and church groups. These organizations have been showing films, some of which are only a year or two old, at a fraction of regular admission prices. Ten to 20 cents is the usual scale for these nontheatrical performances.

Although some films are old, this competition is felt by theatres featuring reissues.

Farewell Luncheon Given Honoring Aileen Brenon

NEW YORK—Aileen Brenon was guest of honor at a farewell luncheon given by her associates at the Paramount home office on Thursday (June 5) at Sardi's restaurant. She recently resigned as head of the magazine publicity department to join Selznick Releasing Organization.

Those attending the luncheon included Ben Washer, Stanley Shuford, Sid Mesibov, C. N. Odell, George Harvey, Burt Champion, D. John Phillips, Rex Taylor, Bill Johnston, Louis Pelegrine, Milton Mohr, Carl Clausen, Virginia Morris, Agnes Mengel Grew, Frances Simon, Ed Sullivan, Fred Goldberg, Edith Stone, Peggy Fewer, Milton Hoffman, Leo Heller, Paula Weiss Fraser, Linda Salzberger, Mary Butler, Tess Klausner, Julia Sullivan, Lotte Vorchheimer, Sada Snyder Seeff, Charlotte Malamud and Harriet Hess. Also present were former members of Paramount including Alec Moss, Leo Brody and Nick Mamula.

Paramount Home Office Welcomes Ben Washer

NEW YORK—Ben Washer, who began his duties as Paramount publicity manager June 2, was welcomed to the company by the home office publicity, advertising and exploitation force at a luncheon at Sardi's.

Among those attending were Curtis Mitchell, publicity, advertising and exploitation director, and Stanley Shuford, Sid Mesibov, C. N. Odell, Paul Ackerman, D. John Phillips, Aileen Brenon, Rex Taylor, George Harvey, Louis Pelegrine, Burt Champion, Ed Sullivan, Milt Mohr, Carl Clausen, Frances Simon, Tess Klausner, Peggy Fewer, Edith Stone, Charles Strobel, Edna Higgins, Loretta Landrigan, Evelyn Seeff, Selma Stoff, Jimmy Powers, Joseph Rooney and Charlotte Malamud.

Favorite Gets Four More

NEW YORK—Favorite Films has taken over four more features for distribution through franchise holders. They are: Boris Karloff in "The Man They Could Not Hang" and "Man With Nine Lives"; George Bancroft in "Hell Ship Morgan," and Bruce Cabot in "The Murder Mob."

Snyder Funeral Services

ROCHESTER—Funeral services have been held for Meyer Snyder, father of Sada Snyder Seeff, secretary to Sid Mesibov, assistant exploitation manager of Paramount. Snyder died at New Rochelle hospital, New Rochelle, N. Y.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(*Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager*)

Reissue of 'Hamilton' To Be Roadshown

HOLLYWOOD—Hollywood's most glamorous technique, the gala premiere, will be employed to launch a reissue on a new career when "That Hamilton Woman," produced by Alexander Korda for United Artists release, opens a roadshow engagement at the Canon Theatre, Beverly Hills. Being put back into distribution by Film Classics, the Vivien Leigh-Laurence Olivier starrer, will be roadshown in all bookings. The usual trappings of a Hollywood first night are being planned. Al Zimbalist, director of advertising and publicity for Screen Classics, came to Hollywood to arrange the kleiglighted kickoff.

World premiere of Allied Artists' Black Gold" has been set for Louisville, Ky., during latter part of July. Picture, filmed in Cinecolor and produced by Jeffrey Bernerd with Anthony Quinn starred, is second to be released by AA, sister company to Monogram.

The world premiere of Paramount's "Dear Ruth" at Walter Reade's Mayfair Theatre, Asbury Park, N. J., was a highlight of that city's semicentennial. The premiere also marked the 20th anniversary of the theatre.

Adrienne Ames, 39, Dies; Former Film Actress

NEW YORK—Adrienne Ames, 39, radio commentator and former screen actress, died at her home here May 31. Miss Ames had been ill for a long time but had kept up her daily broadcasts, dealing with Broadway and Hollywood, for Station WHN, until mid-May.

Stars Fly to Woodward To Aid Tornadoed Town

Hollywood—A contingent of screen luminaries left on a specially designed American Airlines flagship—the Woodward, Okla., relief special—for Oklahoma City, where on June 7, 8 they were to do a benefit rodeo for the relief of the residents of tornado-torn Woodward. Those making the trip included Kirby Grant and Rod Cameron, U-I; Adele Mara, Republic; Eddie Dean, Jennifer Holt, Nancy Gates, Jack Holt, Roscoe Ates, PRC; Nan Leslie and Kay Christopher, RKO, and Gene Autry and the Cass County Boys, Columbia.

Bill Elliott, Republic western star, and Gene Bascou, representing Governor Turner of Oklahoma and the Woodward relief association, preceded the party to make arrangements for the rodeo.

Johnston Tells Writers U. S. Reds Mere Dupes

HOLLYWOOD—There is little of news in the fact that Eric Johnston, president of the Motion Picture Ass'n, "doesn't like American Communists." But when Johnston bearded the Screen Writers Guild to air his philosophies and views on ideologies, it became an interest commanding event in the film capital. Johnston's talk before the SWG was considered significant because of recent accusations by Rep. J. Parnell Thomas, chairman of the house committee on un-American activities, to the effect that 90 per cent of Communist infiltration in Hollywood was to be found in that guild.

To the screen scriveners, Johnston said, in part:

"WARNED" BY HIS FRIENDS

"This is my first appearance before a Hollywood guild . . . There is no reason why we shouldn't be friends, even though we may disagree on some things . . . My best friends warned me that it would be a mistake to appear before the Screen Writers Guild. They said I would run into several hundred of the keenest verbal sharpshooters, the most profound intellects and facile tongues in all Hollywood . . . But I am here because I wanted you to know my viewpoint. If I get slaughtered in the process, that's all right with me.

"I said I wanted you to know me. So let me tell you some of the things I stand for. . . . We live in a capitalist society and I am a believer in capitalism. I am conscious of its weaknesses, of its imperfections, of the hardships caused by the boom and bust cycle, of the inequities and the injustices. But let's stand back and take an over-all look at it and compare it with other systems, past and present. It is by far the best I know of. It has done more for the people than any other system in all history. And it must and will do even better. We have got constantly to improve it, and make it a people's capitalism —a participating capitalism—a partnership capitalism.

ADVOCATE OF UNIONS

"I am a stanch advocate of strong democratic unions and guilds—because they help make capitalism work. I am a believer in social legislations, in an ever-expanding middle class, with fewer at the top and fewer at the bottom.

"Now, let me tell you what I am against. I don't like American Communists. They are a disruptive force in American government, American industry and American labor. They would destroy all that we have achieved.

"Bluntly, I think American Communists are treasonable and subversive. They are potential foreign agents—they are dupes and suckers for the 14 men who sit in the Kremlin and pull strings which make Communists toe the party line everywhere.

"I want to explode the myth that Communists are radicals. They are radical only when it is in the interest of Soviet foreign policy that they be radical. They swing slavishly from left to right as the pendulum swings in the Kremlin.

"Let me make it clear that I do not mean to imply that an American citizen has no right to advocate a collectivist form of society for America, if he so desires. That's his privilege under our Constitution. But there is no constitutional immunity for sedition, subversion, or treason.

"The American Communist of today has no more claim to our democratic tolerance than the German bund or the Ku Klux Klan.

"The American Communist travels as a 20th century democrat, but he's nothing of the sort. He's a hangover from the old Ptolemies of Egypt and the shoguns of old Japan. Once let him get in power and we'd see a reincarnation of the first mate on a Liverpool slaver.

DEMOCRATIC CAPITALISM HERE

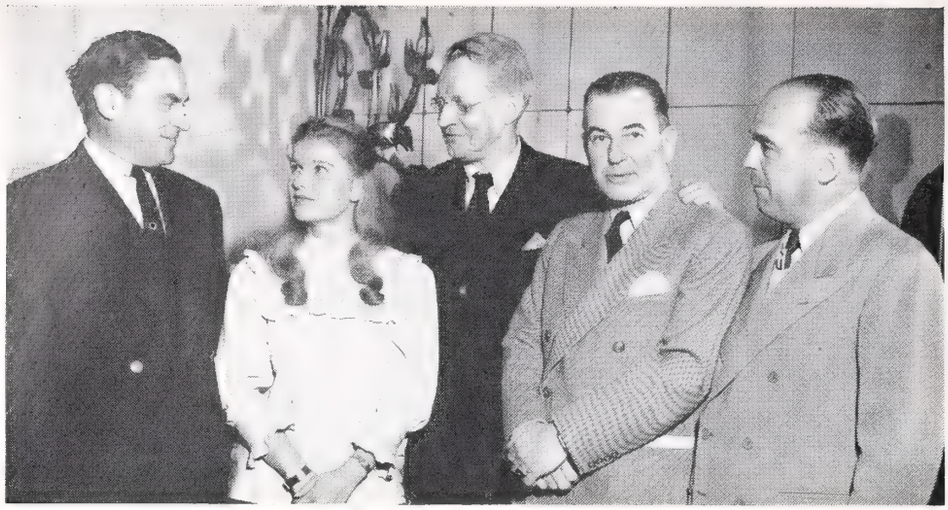
"I want to see it become a joke to be a Communist in America. I want it to be fashionable to radiate conviction and pride in our democratic capitalism. We ought to ridicule the so-called intellectuals who have made a good living denouncing those who believe in the American system as having economic halitosis and political B.O.

"Hollywood can take the lead. Hollywood stars and Hollywood's creative personalities—the whole of glamorous Hollywood—can throw their weight into the scales for a free America and American freedom."

Young Republicans Hear Johnston in Milwaukee

HOLLYWOOD—Eric Johnston, president of the MPA, flew to the national convention of Young Republican clubs in Milwaukee, where he was to be a speaker. From Milwaukee, Johnston planned to fly to Spokane, Wash., where he has private business interests, before going to Pullman, Wash., June 16 to deliver the commencement address for Washington State college and to receive an honorary degree. He is scheduled to leave New York by plane June 22 to represent the American motion picture industry at the International Film Festival in Brussels.

Johnston's assistants, Joyce O'Hara and Edward Cheyfitz, also left for the east, O'Hara proceeding to MPA headquarters in Washington and Cheyfitz to New York.



BARBARA'S BOW—Attending a reception following a press showing of her first RKO Radio release, the Hakim-Litvak production, "The Long Night," Barbara Bel Geddes is congratulated by RKO executives (left to right) John Whitaker, Paul Hollister, S. Barret McCormick and Perry Lieb er.

Enterprise Production To Halt for Summer

HOLLYWOOD—Enterprise studio is the most recent to disclose plans which add to mounting indications of the summer production slump being more drastic in 1947 than at any time during the last several years.

With completion of Producer Harry Sherman's "They Passed This Way" in about two weeks, the company will suspend all picture making activities until fall. A skeleton staff of various maintenance and executive departments will be retained throughout the summer, but otherwise the studio will be closed.

Curtailment results from the fact that Enterprise has completed its picture making program for the season, which schedule a recent decision cut from six to five features. That quintet of films will be in the cans when the Sherman western finishes. The sixth and canceled picture is "Wild Calendar," a Ginger Rogers starrer, which will be carried over as one of the six pictures the Charles Einfeld-David Loew company plans for next season. Miss Rogers' unavailability, because of other acting commitments, was the reason for postponing the film.

Firm Completes Series On Ten Commandments

HOLLYWOOD—Church-Craft Pictures has completed "The Ten Commandments—Visualized," a series of 10 black and white filmstrips depicting the meaning of the commandments in terms of life today. Prepared by the Committee on Visualizing Luther's Catechism, and produced for it by Church-Craft, the filmstrips are particularly geared for children between the ages of 11 and 14, and will be shown in churches as visual weapons in the fight against juvenile delinquency.

Hollywood Canteen Gives $25,000 to Vets Hospital

HOLLYWOOD—Salt water therapy will be available to disabled veterans at the Birmingham army hospital as the result of $25,000 donated for a pool by the Hollywood Canteen Foundation. The check, which was presented by Bette Davis, chairman of trustees of the foundation, was the first of a series of gifts the organization is making to charitable enterprises.

20th to Film in England Galsworthy's 'Escape'

HOLLYWOOD—Taking another step in picture making cooperation between Hollywood and England, 20th-Fox will film entirely in England John Galsworthy's "Escape," with Rex Harrison in the topline. The film, a newcomer to the production schedule, has been slated for Producer William Perlberg. Joseph Mankiewicz will handle the megging chore, from a screenplay by Philip Dunne.

Perlberg and Mankiewicz will go to England in July and Darryl F. Zanuck, studio production chieftain, plans to be in London in August, remaining there long enough to launch the start of the film.

Iturbi and Montalban Set To Portray Father, Son

HOLLYWOOD—Jose Iturbi and Ricardo Montalban have been set to portray roles of father and son in the story of a pianist, "His Only Son," an original by Myles Connolly, just added to the studio's production slate.

The yarn tells the story of a pianist whose genius and passion for greatness make him a slave to his piano and his public, and blinds him to the importance of living. Joe Pasternak will produce.

'To the Victor' Is Added To Warner Bros. Slate

HOLLYWOOD—"To the Victor," a melodrama set in Europe showing the effects of war upon individuals, by Richard Brooks, author of "The Brick Foxhole," has been added to Warners' productional agendum.

Viveca Lindfors, Swedish actress, is slated to enact the starring role and Brooks will prepare the screenplay. The film has been placed on the production schedule of Jerry Wald.

Durante to Win the Girl In Coming MGM Opus

HOLLYWOOD—Jimmy Durante, he of the well-known nose, has been given a new long-term contract by MGM. And, as his first assignment, he will top line in a new production, "You're Beautiful," which Joe Pasternak will produce. "Beautiful" will be a Technicolor musical comedy and, the studio informs, for the first time in his career Durante will win the girl.

Mexican Fiesta Tour Attracts Top Stars

HOLLYWOOD—It proved to be the film capital's outstanding extracurricular event of the early summer season—that goodwill junket 18 top motion picture stars made to Mexico City for the purpose of participating in the four-day Fiesta de Primavera, government-sponsored charity festival held to raise funds for underprivileged children.

The film stars were honor guests at all events of the fiesta.

Actresses Alexis Smith and Dorothy Malone and actor Craig Stevens were the last to be added to the list of stars, joining Ann Blyth, Joan Caulfield, Gloria De Haven, Brian Donlevy, Betty Garrett, Jane Greer, Danny Kaye, Virginia Mayo, Marie McDonald, Ann Miller, Cathy O'Donnell, Larry Parks, John Payne, Olga San Juan and Robert Walker.

Events in which they took part included a luncheon at Churubusco studios, a charity premiere of the Academy award-winning "The Best Years of Our Lives," a Mexico City Lions club ball, a city hall reception by the federal district governor, a luncheon and reception in the floating gardens, a rodeo and dinner dance, a parade of flowered floats, a special bullfight and a float parade on Chapultepec lake.

Eddie Dean, star of PRC's outdoor musical action series, acted as grand marshal of the annual Cherry festival parade at Beaumont, Calif., May 31, June 1. Jerry Thomas, producer of Dean's pictures, accompanied the star to Beaumont.

Jane Withers, star of "Danger Street," Pine-Thomas film for Paramount release, flew to Indianapolis to be guest of honor at the Indianapolis Speedway races Memorial day. Miss Withers presented the trophy to the winner.

War Combat Pilots Aid In 'Thunderbolt's' Bow

HOLLYWOOD—Three of the four World War II combat pilots featured in "Thunderbolt," Technicolor documentary feature, were in Hollywood for the picture's world premiere at the Ambassador Theatre Wednesday. They are Col. Archie J. Knight, commanding officer of Shaw field, South Carolina; Maj. Francis Manda, Hq., 10th Air force; and Capt. Howard Hickok, Miami, Florida. The Fourth pilot, Lieut. Col. Gilbert O. Wymond jr. is now a GI student at the University of Kentucky.

"Thunderbolt" was directed by William Wyler while on active duty with the air corps, and Monogram is releasing through arrangement with Carl Krueger, independent producer.

Wyler Brussels Delegate

HOLLYWOOD—William Wyler, enroute to Europe on private business, will represent the Academy of Motion Picture Arts and Sciences at the International Film festival to be held in Brussels in June. Wyler, recently elected a vice-president of the Acadamy, was designated by President Jean Hersholt to appear in response to a request received from the festival.

Donald Hyde Re-Signed

HOLLYWOOD — Donald Hyde has been signed to serve for another year as vice-president and general manager of the United States Pictures, independent unit releasing through Warners. Milton Sperling, chief of USP, inked the new ticket for Hyde.





He takes the words right out of her mouth . . .

BY his interpretive use of equipment —his skill in anticipating motion— the microphone boom man takes the words "right out of the mouth" of actor or actress . . . correlates sound with action so that clarity and proper perspective are always maintained.

Thanks to him, today's motion pictures have the freedom of action which was lost when sound was first introduced on the screen. A great part of the reality which is so essential to a picture's success depends on the boom man's skill and on his close cooperation with the sound mixer.

And equally essential to the boom man's success are superior sound films . . . films which have the quality, so uniformly found in Eastman Films, of assuring faithful reproduction.

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STUDIO PERSONNELITIES

Barnstormers

Enterprise

PRESTON FOSTER set for personal appearances in connection with the opening of Harry Sherman's "Ramrod" at the Century Theatre in Portland, Ore.

Paramount

JOAN CAULFIELD, who stars with William Holden in "Dear Ruth," set for personal appearances in connection with the west coast premiere of the picture at the St. Francis Theatre in San Francisco.

PRC Pictures

ROSCOE ATES, comedian, set for a month of personal appearances in Texas. His latest picture was the musical action film starring Eddie Dean, "Shadow Valley."

Blurbers

Metro

DON McELWAINE has rejoined the publicity department and will concentrate his attention on forthcoming high-budget pictures.

BILL ORNSTEIN of the New York publicity department is vacationing here.

Briefies

Metro

WILLIAM DELATORRE and RICHARD, former members of Walt Disney's staff, joined cartoon department where they will direct the Barney Bear Technicolor series under the supervision of Fred Quimby, head of the short department.

Warners

"So You Want to Be a Detective," sixth of current series teaming Actor George O'Hanlon and Director Dick Bare, went before the cameras.

Cleffers

Screen Guild

Somerset Pictures signed RALPH STANLEY to score its production "The Burning Cross."

United Artists

LOUIS FORBES signed by Producer Sam Bischoff as musical director for Star Film production, "Intrigue."

Universal-International

MIKLOS ROZSA named musical director of "Imagination," a Kanin production starring Ronald Colman with Signe Hasso.

Warners

PAIGE CAVANAUGH TRIO signed for featured spot in "Romance in High C," a Michael Curtiz production.

Loanouts

RKO Radio

CLAUDE JARMAN JR., youngster who skyrocketed to stardom in his first film role in "The Yearling," borrowed from MGM for a topline in "Roughshod."

LINDA CHRISTIAN will play the second feminine lead in "Tarzan and the Mermaids," having been borrowed by Sol Lesser.

Universal-International

Borrowed from 20th-Fox, JESSICA TANDY joins the cast of "The Mortal Coil." The picture, adapted from Aldous Hutley's "The Giaconda Smile," stars Charles Boyer and is slated for a July starting date with Zoltan Korda directing.

Warners

RORY CALHOUN borrowed from David O. Selznick for leading role in "Mary Hagen," Ronald Reagan-Shirley Temple starrer.

Meggers

Columbia

Producer SAM KATZMAN selected "Dixieland" as one of the previously announced untitled musicals on his 1947-48 slate. Yarn deals with the adventures of a Mississippi show boat troupe.

Paramount

"Web of Days" and "Jed Blaine's Woman" added to the slate of Producer P. J. WOLFSON.

RICHARD MAIBAUM set to replace Val Lewton as producer on "The Sainted Sisters."

RKO Radio

SIDNEY LANFIELD signed to direct "Stations West," the Luke Short western adventure story.

IRVING PICHEL borrowed from U-I by Jesse Lasky and Walter MacEwen, independent producers, to direct "Miracle of the Bells."

Universal-International

JERRY BRESLER named produced on "The Tin Flute," Gabrielle Roy's novel, which is a drama with a Montreal, Canada, setting.

Options

Columbia

MARY FORBES, veteran character acress, added to the cast of "It Had to Be You," which stars Ginger Rogers and Cornel Wilde.

Role in "When a Girl's Beautiful" handed STEVEN GERAY. Comedy part assigned to MARC PLATT.

ROBERT BARRAT draws a topline in Cornell Pictures' "The Double Take." MARTHA MONTGOMERY, one of the Goldwyn Girls, gets a dramatic role.

Metro

Toplines in "The Triumph of Music," romantic story of the lives of Mozart and Dr. Mesmer, set for ROBERT WALKER and KATHRYN GRAYSON. Walker will portray the role of Mozart.

JACK MERIVALE, son of the late Philip Merivale and Gladys George, makes his screen debut in featured role in "If Winter Comes."

HUME CRONYN signed for comedy role in "Virtuous" which co-stars Van Johnson and June Allyson. Norman Taurog directs for Producer William H. Wright.

LAURITZ MELCHIOR and MARTINA KOSHETZ, opera stars, ticketed for featured roles in "The Red Mill."

Monogram

GLORIA SHARAFF, 23-year-old concert pianist, who devoted four years to entertaining members of the armed forces before resuming her professional career, has been ticketed by Allied Artists to star in a forthcoming production as yet untitled.

Paramount

SANDRA SPENCE, 20-year-old blond model, signed to a term contract.

GLADYS BLAKE, MARY YOUNG, BURT HANLON, FRANK PUGLIA and ANTONIA MORALES added to the cast of "Dream Girl." Role given PAUL OMAN.

RICHARD TRAVIS signed to four pictures in two years contract by Pine-Thomas. His first starring assignment under the new deal will be in "Dynamite," a story of dynamiters and demolition workers on construction projects.

DICK KEANE and JOHN HOLLAND signed for the cast of Pine-Thomas' "Big Town After Dark."

RKO Radio

SUZI CRANDALL assigned role in "Memory of Love."

PEGGY McINTIRE, 15-year-old Hollywood high school student, signed for role in the George Stevens production of "I Remember Mama." Also added to the cast was 10-year-old June Hedin.

REGIS TOOMEY and ANN DORAN signed by Robert Riskin for featured roles in his first independent production, "Magic Town," which co-stars James Stewart and Jane Wyman.

Republic

Commedienne UNA MERKEL slated for featured role in "The Fabulous Texan," with JOHNNY SANDS borrowed from David O. Selznick for a supporting part in the same production. Featured roles slated for RUSSELL SIMPSON and GRANT WITHERS.

RICHARD SALE, who in collaboration with his wife, Mary Loos, wrote the original story and screenplay for "Driftwood," set for role in the film.

20th Century-Fox

Topline opposite Don Castle in the Sol M. Wurtzel production, "Roses Are Red," slated for PEGGY KNUDSEN.

United Artists

Supporting role in Star Films' "Intrigue" ticketed for HASSAN EZZAT, Egyptian actor.

Role in "The Time of Your Life," which is being made by William Cagney Productions, given NATALIE SCHAFER.

GEORGE COULOURIS inked to featured part in "Sleep My Love" which is being made by Triangle Productions. QUEENIE SMITH signed for role.

Universal-International

ARLEEN WHELAN signed by Producer Nunnally Johnson for femme heavy in "The Senator Was Indiscreet." ELLA RAINES toplines opposite William Powell.

Supporting part in the Ronald Colman-Signo Hasso co-starrer "Imagination" handed EDMOND O'BRIEN. Picture is first Kanin production at this studio. George Cukor directs.

WHITFIELD CONNER, Broadway actor, given featured role in Walter Wanger's production "Tap Roots."

Warners

LILA LEEDS, 19-year-old native of New Mexico, inked to a term contract.

LOIS MAXWELL, one of the seven new players signed by the studio this season, makes her film debut in a role in "Mary Hagen," with CHARLES KEMPER, veteran character actor, handed featured part.

JOHN BANNER signed for featured role in "Ever the Beginning" which is being produced by United States Pictures.

ROSEMARY PETTIT, 21-year-old Conover model, assigned role in "Romance in High C," a Michael Curtiz production.

Scripters

Columbia

ARTHUR HOERL, LEWIS CLAY and HARRY FRASER signed by Producer Sam Katzman to prepare the screenplay of an untitled serial with a western background which will be based on an original story by George Plympton.

Independent

HENRY MYERS set by Lou Bunin Productions to collaborate with ALBERT E. LEWIN on the screenplay of "Alice in Wonderland," full-length color picture combining live action with three-dimensional animation. Film will be shot in Paris.

HERBERT BAKER, Broadway writer and son of Belle Baker, stage star, signed to collaborate with Carl Foreman on two Screen Plays, Inc., features. First is Foreman's "Ada" and second is the Ring Lardner yarn, "A Great Place to Visit."

Paramount

Screenplay assignment on "Jed Blaine's Woman" given CHARLES MARQUIS WARREN.

ARTHUR SHEEKMAN inked to write the screenplay of Edna Lee's Civil War novel "Web of Days."

Story Buys

Monogram

"Murder by Alphabet," by Samuel Newman, purchased by Producer James S. Burkett as a future starring vehicle for Roland Winters who takes over the Charlie Chan role in the series. Newman signed to do polish job on his original story.

Technically

Paramount

HERBIE COLEMAN named first assistant director on "Night Has a Thousand Eyes," mystery drama starring Edward G. Robinson with John Lund. Unit business manager chore given ROY BURNS.

RKO Radio

McCLURE CAPPS signed as art director for "Tarzan and the Mermaids," a Sol Lesser production.

RALPH BERGER set as art director and FRED FLECK as unit manager for "Miracle of the Bells," a Jesse Lasky and Walter MacEwen production.

Warners

Crew assignments on "Mary Hagen" include CARL FREUND, cinematographer; FRANK MATTISON, unit manager; STANLEY FLEISCHER, art director, and CLAUDE ARCHER, assistant director.

LEO K. KUTER assigned art director for "Head Over Heels." Crew assignments include CARL GUTHRIE, camera; ERIC STACEY, unit manager; ROLAND HILL, art director, and JAMES McMAHON, assistant director.

Title Changes

Columbia

Final handle for Cornell Productions "My Awful Wife" is HER HUSBAND'S AFFAIRS. Film was formerly known by the latter title and also carried three other handles—"The Lady Knew How," "The Yes Woman" and "The Mating Call."

Independent

A GREAT PLACE TO VISIT is the new handle for "The Big Town," a Screen Plays, Inc., production.

Republic

New handle for the W. Lee Wilder production, "Mad Venture," is BACKFIRE.

Screen Guild

"Dark Bullet," a Maurice Conn production, retitled WOMAN HUNT.

Universal-International

THE NAKED CITY replaces "Homicide" as the title of Mark Hellinger's latest production.

New Independent Set Up For Program Pictures

HOLLYWOOD—Most recent recruits to the ever-growing army of independent production companies are Robert Presnell and John Reinhardt who have organized under the title Arpi Productions. The two were identified with Jack Wrather in his initial picture-making efforts for Monogram. With no release established, Arpi plans a group of program features on which Presnell will do the writing, his partner the megging.

Lou Bunin Will Film 'Alice' Epic in Paris

HOLLYWOOD—Lou Bunin, head of a production company bearing his name, has rented space in Paris for his color film, "Alice in Wonderland," which will combine live action with three-dimensional animation. Bunin just returned from Paris where he leased a complete studio from Henry Niepce which is located on the Seine in the Billancourt section of the city. Remodeling and alterations are now under way in preparation for the arrival of Bunin's staff of 20 American technicians late next month.

Harry H. Thomas, president of PRC, has completed a deal for the rental of the Highland studios from Filmusic, Inc. Rental is for a long term period and space will be used for interior shooting of the Eddie Dean and Lash RaLue western features.

SAG Negotiations Go On; New Extension Likely

HOLLYWOOD — Indications at midweek were that another time extension will be necessary to the existing contract between the Screen Actors Guild and the producers because it appeared virtually impossible that current negotiations could be completed by the June 15 deadline.

SAG's contract expired May 15 and originally it was hoped that the conclaves on a new pact would be over by that date. When the negotiations dragged beyond mid-May, SAG officials and producers—both major and independent—agreed to a 30-day extension, with the understanding that all provisions of the new contract will be retroactive to May 15. Probably a comparable and additional 30 or 60-day extension will prove necessary.

Meanwhile, the Screen Set Designers have approached the producers with a request for renewed negotiations in the jurisdictional situations from which first stemmed the present studio strike. SSD's standpat position on those disputes, solidified last week, proved the stumbling block in the path to Hollywood labor peace which prior to then seemed imminent.

Donald M. Nelson Denies Plan to Jump to Mexico

HOLLYWOOD—Donald M. Nelson's liaison —if any—with the Mexican government, which has been a favorite football of film capital dopesters during recent weeks, will be decided when the head of the Society of Independent Motion Picture Producers visits Mexico City shortly after June 15.

At various times it has been reported that Nelson plans leaving his post with SIMPP to accept a job as economic adviser to President Miguel Aleman of the southern republic. Spokesmen for Nelson say that, while he has on several occasions talked with the Mexican president regarding the possibility of being of service, anything that might develop will be of an extracurricular nature. Nelson says he has no intention of leaving SIMPP but admits the possibility that he may have a connection with President Aleman on a part-time basis.

Accompanying Nelson on his trip will be Francis Alstock, formerly coordinator of inter-American affairs.

Biddell Checks Out

HOLLYWOOD—Sidney Biddell asked for and received his release from his Paramount producer ticket. He checked off the lot and left for Gotham where he will negotiate for a new connection.

Spearheads

By IVAN SPEAR

CREEPING into The Screen Writer, official monthly publication of the Screen Writers Guild, is a petulant, whiny note which materially lowers the high literary plane upon which the magazine was launched two years ago. At the same time it does little to earn admiration for screen scriveners, individually or collectively.

It seems that the screen writers—or, at least, those who edit their monthly organ—are considerably agitated because they and their contributions to the motion picture industry are not receiving the rocognition or publicity to which they feel they are entitled. Most recent and a typical manifestation of the lament is found in an editorial appearing in the May issue of The Screen Writer. Parts thereof follow:

"Now that April's gone, and the fiscal year, in terms of annual awards for achievement in motion pictures, is ended, a screen writer may sit down to examine his balance sheet and to face once again the fact that his role in the creation of pictures is still regarded as a walk-on.

"A scouring of the nation's press after the recent Academy awards, for example, reveals no bannerlines proclaiming: 'Sherwood Oscared for "Best Years,"' no bold-face 'Muriel and Sidney Box Mobbed by Fans as Best Original Screenplay Award Announced,' or 'Thousands Cheer Clemence Dane.'

"A checkup on the New York papers finds the writer awards tucked away in newspaper limbo, hard by the classified ads and the obituaries. The Sun, after distributing actor, director and producer Oscars on its front page, tells us on page 15 that 'minor awards were announced first.' Half a column later a diligent reader of small type comes upon the writing awards. The Times, on page 5, also buries us under a 'minor awards' heading. And the News and the Post simply looked the other way.

"Actually, the newspapers took their cue from the Academy, which has consistently allowed itself to categorize writing awards among the least of its disbursements.

"In recent years, to add insult, a number of publications have issued annual awards, and in practically every case there was no indication that so-called 'best pictures' were ever written by anyone. Scripts were manifestly found under a rose, or, in the light of their regard, under a rock."

As a remedy to this deplorable slighting of Cinemania's literati, SWG is toying with the idea of establishing an annual Writers' Film Award to be bestowed by members of the Guild. Opines the above-mentioned editorial, "Only through such a medium, it seems, can we make the public—and perhaps even the Academy—aware that the writer's contribution to pictures is as significant as that of the producer, the actor and the director, and slightly more valuable artistically than a line on page 45 of the Daily Blotter would indicate."

It is indeed a strange perspective toward public and press relations that gives birth to the opinion that such an award will prove the panacea to cure the writers' publicity—or deficiency thereof—ailments. Why should newspapers that minimize the writing kudos when they are a part of the heavily accented Academy annual glamorfest, pay any more attention to them when they make a lone play for recognition?

There is no denying that writers as individuals and as a group receive less recognition than any other of the industry's talent or creative crafts. Furthermore, what little newspaper space the scribblers command is usually devoted to bad publicity. Example: The recent statement by Rep. J. Parnell Thomas of the house committee on un-American activities that "90 per cent of Communist infiltration in Hollywood is to be found among the screen writers," and countless other recent accusations of similar theme.

But in approaching the problem the editorialist for The Screen Writer seems to be confusing cause and effect. The writers, individually and collectively, during recent years have done less to garner favorable publicity than the members of any other of Hollywood's guilds. Under SWG's code of ethics they are not permitted to advertise. A survey among Hollywood's top free-lance blurberies reveals that rare indeed is the writer who retains the services of a press agent. Both advertising and press agentry are standard equipment to the career building by prominents among producers, directors and actors.

No one will quarrel with the literary ladies and gentlemen for their noble desire to conduct their business with ethics and dignity. But, it must be remembered that, for all their efforts to keep their profession on an exalted plane, while they are writing for the screen they still are a part of show business—and show business and its people have always thrived and prospered on publicity, advertising, ballyhoo and exploitation.

It may be that the master minds whose active imaginations sire screen stories can conceive some system by which press relations water can be carried on both hips; a system which will permit writers to adhere to the dignity and ethics of the medical profession and at the same time enjoy the hoopla that is the desirable lot of other industry toilers, less hampered by such ethics.

But an annual award of their own hardly appears to be the shining light that will attract to their self-built ivory towers an avid press clamoring for news of their brilliance and achievements.

→

United States postal inspectors banned Kathleen Winsor's "Forever Amber" from the mails because of alleged obscenity. The taboo came 31 months after the book was first published but just a few months before the release of 20th Century-Fox's screen version thereof. For which propitious timing Harry (Palsy) Brand, 20th-Fox's head space-snatcher, probably will take an undeserved bow.

→

BUM STEER DEPARTMENT:

Robert Taplinger Division.

It seems time that some kindly soul should acquaint the boys and girls in Taplinger's Enterprise praisery with the facts of zoological life. In a heart-rending story about an alleged hazardous encounter between Joel McCrea and a bovine quadruped, a Taplinger aide alternately refers to the animal as a bull and a steer.

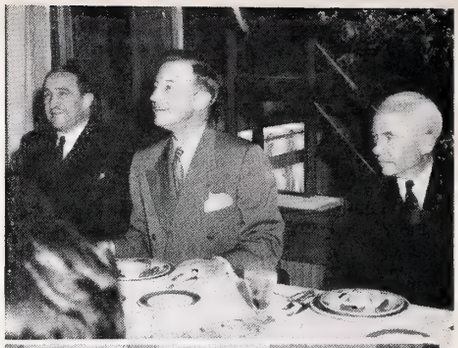
Sidney Myers Predicts Hike in British Quotas

HOLLYWOOD—Great Britain probably will enact a new and more drastic film quota law when the present one expires in 1948, in the opinion of Sidney Myers, assistant managing director of British Lion Films, distributor for Republic throughout the United Kingdom. Myers expressed his views at a press conference prior to his departure for New York where he planned to spend a fortnight before returning to England.

His prognostication anent the future of the quota setup is opposed to the views thereon of J. Arthur Rank, currently being entertained here. At an earlier press conference Rank voiced the opinion that the new law should not be more restrictive than existent regulations and that eventually all restrictions should be removed.

Rank Guest on Filmrow

LOS ANGELES—Taking time out from the round of business conferences and fetes to which Hollywood is subjecting him, J. Arthur Rank came to Filmrow to attend a luncheon hosted by Charles P. Skouras, National Theatres president. Guests included Robert Young, Arthur Krim, Robert Benjamin, Nate Blumberg, William Heineman and Jock Lawrence. Also attending were Spyros Skouras, 20th-Fox president; Harold Fitzgerald, Rick Ricketson, Frank Newman and Elmer Rhoden, NT's division presidents currently in Los Angeles; Eddie Zabel, head of the film buying department.







ALL OUT FOR RANK — Seldom, if ever, in the history of Hollywood has a visitor been so generally feted as J. Arthur Rank, British film magnate, currently in the film city for a series of business conferences. On the first day of his stay he was the subject of the most widely-attended press conference in Hollywood annals and later was guest of honor at a luncheon hosted by the Motion Picture Ass'n, at which functions the cameraman snapped:

Top, left to right: Visitor Rank; Eric Johnston, president, MPA; Robert R. Young, railroad executive and head of Pathe Industries, Inc., mother company of PRC and Eagle-Lion.

Center, seated: William Goetz, head of production, Universal-International studio; Nate J. Blumberg, Universal president; Rank; standing: Arthur Krim, president, Eagle-Lion; Kenneth Young, Pathe Industries.

Bottom: Robert R. Young, railroad executive and head of Pathe Industries, Inc., mother company of PRC and Eagle-Lion; Louis B. Mayer, MGM studio chief; Producer Samuel Goldwyn; Charles Skouras, president, National Theatres.

Executive Travelers

PETER RATHVON, president of RKO Radio, left for Gotham to confer with home office executives. He was accompanied by his assistant, Norman Freeman.

* * *

Don Prince, director of foreign publicity for RKO, arrived from New York. It is his first visit to the coast since assuming his present position about the first of the year. While here Prince will reorganize and enlarge the foreign publicity setup at the studio and coordinate its activities with similar departments at his Manhattan headquarters.

* * *

After a ten-day business trip to New York, Steve Broidy, president of Allied Artists and Monogram, and George Burrows, executive vice-president and treasurer, checked in at their desks. While in the east they conferred with John W. Davis, managing director for J. Arthur Rank, regarding the Canadian franchise for distribution of their companies' product.

* * *

Robert S. Taplinger, Enterprise vice-president in charge of advertising and publicity, returned to the studio after two months in Gotham. While in the east Taplinger set up the American premiere of "The Other Love" and handled the national release setup on "Body and Soul."

* * *

Irene, MGM executive designer, returned from her semiannual business trip to Gotham, where she attended more than a dozen fashion shows.

* * *

United Artists Producer Seymour Nebenzal trained in from the east after attending huddles there.

* * *

En route to his eastern headquarters, Robert R. Young, Pathe Industries' head man, stopped for visits with W. R. Hearst at San Simeon, and at Vancouver.

* * *

William Jacobs, Warner producer, checked in at his desk after a Gotham visit in search of new talent for his next production, "Barbary Host."

* * *

James Geller, Eagle-Lion producer, planed out for New York to attend the wedding of his daughter, Janet, to Robert Edelman. While in the east he will confer with sales heads on the release date and distribution of "Love From a Stranger" which he produced for E-L.

* * *

Spyros Skouras, president of 20th-Fox, accompanied by his assistant, Lem Jones, planed in from New York for studio conferences with Joseph M. Schenck and Darryl F. Zanuck.

* * *

Jesse Lasky, head of his own production company which releases through RKO Radio, returned from a Gotham business trip.

* * *

En route from Honolulu to New York for huddles with RKO executives on the distribution of "The Fugitive," Producer Merian C. Cooper, co-owner of Argosy Pictures with John Ford, stopped off here to confer with the latter on their forthcoming picture, "War Party."

* * *

Arthur W. Kelly, personal distribution representative for Charles Chaplin, arrived from Manhattan for conferences.

* * *

Producer Nunnally Johnson planed out for New York for the location filming of his U-I production, "The Senator Was Indiscreet."

* * *

Director Robert Florey flew to Mexico City, where he will direct "Tarzan and the Mermaids," which Sol Lesser is producing for RKO release.

* * *

Composer Leith Stevens addressed the film reviewers of the National Federation of Music clubs on the subject: "The Increasing Importance of Good Music in Motion Pictures."

* * *

Mary Pickford made a 15-minute transcription for the Canadian Broadcasting Co. for the Dominion network coast-to-coast Hollywood show which will emanate from Toronto. Susan Fletcher, CBC representative, is in Hollywood lining up 13 similar shows for the Canadian series.

* * *

Gradwell Sears, United Artists distribution head, arrived from his eastern headquarters for a week of huddles with UA producers on new product. He was accompanied by Byd Orstein of the company's foreign department.

* * *

In from Manhattan visit was Dr. Herbert T. Kalmus, president and general manager of Technicolor, accompanied by Kay Harrison, managing director of Technicolor, Ltd., of London.

* * *

Hal Roach sr., president of the company bearing his name, left for Gotham. He made the trip piloting his own plane and was accompanied by Mrs. Roach, Freeman Gosden, radio comedian, and Mrs. Gosden.

* * *

Sophie Rosenstein, dramatic coach and test director at Warners, left for Manhattan for a survey of the new talent.

Salt Lake Roundup To Open Tuesday

SALT LAKE CITY—With a large entry list assuring the finest Exhibitor-Distributor Roundup in history, the committee in charge of the event was making final arrangements this weekend for the June 10-12 affair.

A final meeting was held at the Motion Picture club where C. Clare Woods and his committee chairmen went over details with club members, most of whom are helping out with arrangements.

The effect of Utah's centennial celebration on the Roundup remains to be seen. Whether the fear of inadequate accommodations or the attractiveness of some centennial events would have any effect on attendance was not known. Many tourist courts reported vacancies ranging to 50 per cent, and not all hotel rooms had been taken this weekend. There also was another event planned for the same days as the Roundup, which could cut the number of accommodations. This was the annual June conference of the Mormon church.

Dramatic School Named For Reagan and Wife

HOLLYWOOD—Eureka College, Eureka, Ill., will be the home of a newly formed dramatic school to be known as the Wyman-Reagan School of Speech and Dramatic Art. Plans for the new undertaking were jointly revealed by Jane Wyman and Ronald Reagan, man and wife and contractees at Warner, and trustees of the college.

The project calls for erection on the campus of a new building to cost $150,000, of which Reagan, a Eureka alumnus, and his wife will contribute half. The balance is to be sought in subscriptions from other graduates.

Barstead Buys Nu-Rex

SPOKANE—A. P. Barstead, ex-newspaperman of Harvey, N. D., has purchased the Nu-Rex Theatre from James Pike. His wife will act as manager.

NOTICE!

THEATRE EXCHANGE CO.

has moved from 217 Governor Bldg. into new and larger quarters at 201 Fine Arts Bldg. The telephone is the same, BRoadway 0531.

Our new location is handier to both the downtown shopping center and Film Row. This move is in line with our policy of continuous improvement in service to the industry, to make THEATRE EXCHANGE CO. truly "the best place to buy or sell a theatre."

THEATRE EXCHANGE

201 Fine Arts Bldg. Portland 5, Oregon

$2-an-Hour Pay Demand Stirs Theatre Owners

SALT LAKE CITY

Bad weather came to Salt Lake City this week and had a two-way effect on local theatres. The rain and electrical storms kept many people home, but most of those that did come into town for entertainment went to the shows instead of nearby resorts or to the fairgrounds. Grosses were down, nevertheless.

"It Happened on Fifth Avenue" was given a sneak preview at the Uptown for local drama critics and others, and rated good reviews. Missing at the preview was the Uptown's manager, Harry Ashton, who has been at home quite ill lately . . . Illness also has kept Nina Scott, Republic office manager, from putting in her full days of work lately. Miss Scott comes down to the office for an hour or two a day when she can make it. It's just a case of all those late working nights she put in recently catching up with her.

Walt Hull, Ely exhibitor, who has been ill lately, was on Filmrow for the first time in more than a year and a half last week. He is looking much better. His daughter is graduating from nearby St. Mary's of the Wasatch.

Art Jolley, PRC and Eagle-Lion branch manager here, abandoned ranks of the bachelors and was married this week. His staff threw a party for the handsome Art.

Frank Jenkins, 20th-Fox field representative, was in town to plug "Miracle on 34th Street," which opens June 19 at the Centre. He is using recordings and spot announcements liberally . . . Jan Rubini, concert violinist, will appear on the Lyric stage next week . . . Martell's Marvels, local small fry dancing group, will hold their annual dance concert on the stage of the Utah . . . Charles Walker and Clyde Blasius have returned from a company meeting on the coast.

The Rialto, a Lawrence house, gained a plug for "Bedelia" in one of the choicest spots in town. The Anderson Jewelry Co., which opened a large new store at Second South and Main, used a large picture of Margaret Lockwood wearing pearls in a special window for its opening . . . Pictures and comments obtained at the sneak preview of "Miracle on 34th Street" two weeks ago are being used in large ads to publicize the opening of the picture at the Centre . . . First Monogram product to go into Main Street Theatres is "It Happened on Fifth Avenue," which opens June 10 at the Uptown. It was sneak previewed at the Uptown this week.

Improvement at Gunnison

GUNNISON, COLO.—Workers on George Besse's Unique Theatre have practically completed interior decorations and now will refurbish the outside.

LOS ANGELES—Terming the $2 per hour basic minimum rate being demanded by the IATSE Projectionists Local 150 "impossible for most small theatre owners to meet," Paul Williams, general counsel of the Southern California Theatre Owners Ass'n, has called a general meeting of his membership to discuss the many provisions of Local 150's new contract demands. In his bulletin calling the meeting, Williams pointed out that "other of the provisions specified by the union, when considered in the light of small theatres' own business, will be just as onerous."

Williams is a member, along with representatives of southland circuits, of the overall committee dealing with union representatives to effect the new pact.

CALLS FOR UNITED FRONT

In his advice to SCTOA members, he expressed the opinion that it was of the utmost importance that all members of the association organize as a whole in order to combat successfully what he termed "these drastic conditions."

In order to assist SCTOA members in the renegotiation of their labor contracts, Williams has appointed a committee consisting of Harry Vinnecof, chairman; Jack Brower, Evert Cummings and Roy Wolff.

He informed members that the union was willing to deal with this committee providing that a substantial number of association members designated it as their bargaining agent.

HIGHLIGHTS OF DEMANDS

Highlights of the working conditions being demanded by Local 150 include: Two weeks' vacation with pay for projectionists employed for one year or more; time and one-half for all overtime; a minimum basic scale of $2 per hour in all theatres; overtime rate for all performances after 12:30 midnight; a six-day week; overtime rate for special matinees or other performances; employment of an extra projectionist if any manipulation of the public address system is required during the stage performance, if the theatre uses sound dummies, or if it has an auditorium fader; and the presence of a projectionist, at the time and one-half rate, whenever the projection room is opened for repairs, maintenance, or installation of new equipment.

The next meeting between representatives of the theatres and the union's negotiating committee will take place June 16, at which time the theatre owners are expected to make a counteroffer.

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REpublic 7528

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Popsit Plus Popcorn Seasoning Cocoanut Oil in 50-lb. Cans.

Popcorn Salt—Scoops—Bags—Seasoning Measuring Cups

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MGM OFFICE STAFFS MEET—Office managers, field auditors and master bookers from MGM exchanges assembled for three-day confabs recently in Denver and Cincinnati to discuss streamlining operations. In the top photo is the western and southwestern group who met at the Cosmopolitan hotel, Denver. Usual left to right order, in the first row are field auditors and master bookers Willard Gillilan, Ed Urschel, John Ash, Tom F. Grady and Oliver C. Broughton. In the second row are office managers Edna Frank, Chicago; Andrew C. McCarl jr., Portland; Walter Bennin, Milwaukee; Wilton W. Spruce, Dallas; Hazel Andersen, Omaha; Joseph E. Comer, Seattle; Arthur Zuelch, Minneapolis; Fred Armington jr., Des Moines. In the third row, office manager Alvin Gross, Denver; Jack L. Valpey, Los Angeles; John Coyne, San Francisco; Emma Joy Brantley, acting for Ward Royalty, Oklahoma City; Jay H. Zimmerman, St. Louis; George A. Derrick, Salt Lake City; Vernon Smith, Kansas City. On the dais: Charles D. O'Brien, Harold Postman, Alan F. Cummings, Charles K. Stern, M. L. Simons and Bill Ornstein, home office. Standing behind dais: Henry A. Friedel, Denver resident manager, and William Prass, exploiteer.

Bottom photo shows office managers for branches east of the Mississippi who met at the Netherlands Plaza in Cincinnati. Seated: Sam Perloff, Atlanta; Mary Ryan, Buffalo; Donald S. McLeod, Indianapolis; Ben Wolf, Boston. Standing, first row: Joe Kronman, Washington; Sidney Stockton, New York-New Jersey; Dorsey H. Brown, Cleveland; Andrew J. Mayer, Pittsburgh; Edward Susse, Albany; Hollis Holmes, Memphis. Standing, last row: Lattie R. Gilland jr., Charlotte; Joseph E. Farrow, Philadelphia; Michael Berger, Cincinnati; Gilbert L. Becker, Detroit; Helmer P. Mosley, New Orleans, and George Weber, New Haven.

Helena Mothers Critical Of Early Saturday Shows

HELENA, MONT.—Helena mothers, although happy to know that their children have the advantage of good clean entertainment through the special children's shows, would prefer having these shows at some other time, rather than Saturday mornings.

Said one mother, "Ten o'clock in the morning is psychologically wrong, for neither a child's nor an adult's mind is receptive for such entertainment at this time." Another said they interfere with household chores and duties and one mother suggested that Friday evening would be the logical time for children's shows.

On the subject of children's shows, Dan Driscoll, manager of the Marlow, voiced the opinion that more mature pictures, featuring such subjects as "Smoky" and "Thunderhead, Son of Flicka" appeal to older children and he believes that they will be especially popular in such towns as Helena, where horse pictures and westerns are more than usually appreciated.

Linkletter Gives Show For Hospital Benefit

SAN DIEGO—The Fox Theatre here was the scene of a gala benefit performance that netted $7,000 for the Crippled Children's Orthopedic hospital to be built here soon.

Three thousand jammed the Fox to see Art Linkletter of People Are Funny fame, stage a lengthened facsimile of his radio attraction. The show ran for two hours and was topped by a preview staged as a donation of Fox West Coast Theatres and the local manager, Dick Smith.

Huish Theatre Opens In Richfield June 18

RICHFIELD, UTAH—The Huish Theatre, a memorial to the late Charles E. Huish, will be opened here June 18.

It is the last word in theatre construction and equipment, according to those who have seen it, bearing out the advance publicity by its builder and owner, Vincent Gilhool, manager of the Huish-Gilhool circuit. Gilhool said every practical feature of a theatre has been incorporated into the new house, a three-story building of cast stone, trimmed and interlaced with wine-colored structural glass.

A 56-FOOT MARQUEE

The marquee, the most modern available, stretches 56 feet, the entire width of the front of the theatre, and is arranged in a manner that makes it possible to tell almost an entire story. It has plastic tracks for the plastic letters, eliminating dark lines that show around the letters on some marquees.

A distinctive feature is the electric elevator at the front. Here, all deliveries of film and other materials are made and conveyed to the storage room on the second floor and to the projection room on the third. This, Gilhool explained, eliminates chances of chipping decorations or damaging the carpet by making deliveries.

A soft drink, ice cream, popcorn stand, known as the Candy Stick Corner, is situated in one corner of the lobby, and is advertised by a three-color sign of plastic letters.

BIG MIRROR IN FOYER

The center of the foyer features a 4x6-foot mirror scored in one-foot squares. Carpets are dark red, and the walls are brown and rust. Indirect lights in the auditorium are of modernistic design in stainless steel. The blue stage curtain has gold side drapes. American Bodiform seats average 32 to 34 inches from back to back. The house is air conditioned.

A civic ceremony is planned for the opening. Gilhool has invited the mayor of Richfield and other prominent civic and business leaders to attend. Gilhool will make brief remarks dedicating the showhouse to the memory of Huish, who died last year.

Petition to Bob Hope Says Gentlemen Prefer Blonds

ROSWELL, N. M.—In promoting "My Favorite Brunette," Louis Higdon, manager of the Griffith theatres here, set up a card in the lobby of the Plains, addressed to Bob Hope, stating that gentlemen still preferred blonds. He invited patrons to sign, and hundreds did.

Later the card was sent to Hope, who wired back:

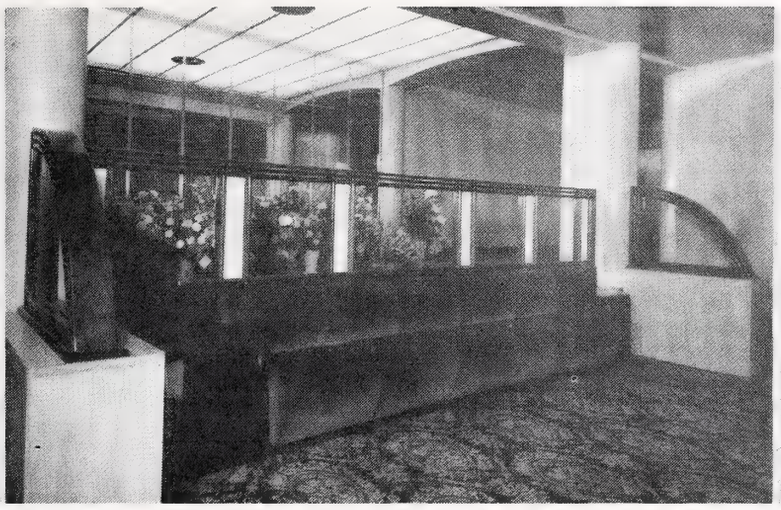
"Thanks for the card, you sure do grow things big in Roswell. At first I thought it was Crosby's relatives writing me a chain card. Happy to see so many gentlemen still preferring blonds. Let me in the gentleman act, too, friends, as after all, 'My Favorite Brunette' doesn't prejudice me against blonds and redheads."

Eggs Hatch in Window As People Guess When

SAN DIEGO—As a promotion tiein on "The Egg and I," the Spreckels had 100 eggs placed in an incubator in a Broadway show window, posting a prize for the person guessing nearest the time when the first egg would hatch. Hundreds entered their guess, two coming within two minutes of the exact time. Each was awarded an annual pass to the Spreckels.

New Wilma Theatre a Memorial to Billy Simons







Built as a memorial to her late husband, W. A. "Billy" Simons, depicted at the right, Edna Wilma Simons, left, who directs a western theatrical and ranching empire, opened recently the Wilma Theatre and the W. A. Simons Bldg. in Wallace, Ida., which calls itself "the biggest little city in the world." In center is a corner of the lobby lounge in the $200,000 structure.

WALLACE, IDA.—People out here say the life of the late Billy Simons is a western saga that might well be labeled "The American Story," but in the same breath they remark that his widow, who has greatly expanded the broad empire she inherited, is doing a fine job that reflects credit upon the career of her adventurous husband.

With the recent opening here of the Wilma Theatre, part of the W. A. Simons building, Edna Wilma Simons gave Wallace a monument to the memory of her late husband, prominent businessman of the northwest and Alaska, who started with nothing and wound up with "wealth and influence and high standing in many cities and in many states."

THEATRE HOLDINGS EXPANDED

Since her husband's death a decade ago at Missoula, Mont., headquarters of the W. A. Simons theatre circuit, Mrs. Simons, who had a considerable share in her husband's success before his death, has managed the many ranches, with thousands of sheep, which Billy Simons left, as well as his other real estate holdings, and has expanded his theatrical empire to include a score of houses in a dozen towns throughout Idaho and Montana.

The new Wilma is a stadium type theatre 100 feet long by 60 feet wide. Seats are of the most modern type as are all other accessories. The stage is ample for flesh attractions, since Mrs. Simons, an actress for years, insisted upon that feature. For she thoroughly believes that the stage will experience a comeback.

The building, entirely modern in design, decoration, heating, ventilation and lighting, has space for three stores and was erected by the Central Construction Co. of Spokane. The B. F. Shearer Co. of Seattle did the decorating, while Whitehouse & Price were the architects.

"I'm very proud to present this memorial structure to Wallace," said Mrs. Simons at the opening, "because Wallace is the place we started our lives together and Wallace is the town Billy loved most of all. This theatre, incidentally, is also dedicated to the memory of my sister Edith, with whom I was so long associated, who was also a remarkably fine person and grand trouper."

Billy Simons was a native West Virginian who at 13 took care of his mother and five brothers and sisters after his father was drowned in a logging accident. Migrating to Kansas, he bought a small lunchroom, sold out and started west with $5,000 in his pockets, long before he was 21. He settled in Missoula, built the first electric light plant there, then a small theatre, a drug store and other enterprises.

After a short interlude back east, Simons returned to Missoula, organized a wild west show, with Indians, cowboys and buffalo from western Montana. Al G. Barnes, later the noted circus man, was his master of ceremonies; Mrs. Barnes did a feature act. Bad weather closed the show, then came the Dawson gold rush and adventurous Billy went to Nome, erecting the famous Standard Theatre there, locale for Rex Beach's "The Spoilers."

Returning to the U.S., Billy built the Orpheum Theatre at Portland, playing outstanding entertainers. He engaged the Wilma sisters, outstanding in musical comedy, to play leading roles in one of his summer shows. More important is the fact he married one of them.

SOLD TO PANTAGES

He sold the Orpheum to Alexander Pantages, came to Wallace in 1909, erected the Wallace hotel, later remodeling a storeroom and running pictures and vaudeville. Then he took over the Masonic opera house and soon had theatres in a number of other Idaho towns.

In 1920 he went back to Missoula, becoming interested in Northwest Theatres Co., becoming its president. There, too, in partnership with W. H. Smead, he built the Smead-Simons building, the city's most pretentious structure, including the Wilma Theatre, which seats 1,400.

Expansion followed with control of the Yellowstone Amusement Co., and Simons was a very wealthy man upon his death in 1937.

Since that time, the widow followed in the footsteps of her adventurous husband, displaying ability and acumen in business dealings, culminating in erection of the Wilma.

Plan Television Facilities For San Francisco Ritz

SAN FRANCISCO—With the steel framework completed for the de luxe new 1,400-seat Ritz Theatre on Geary boulevard, District Manager Irving M. Levin of San Francisco Theatres, Inc., is now preparing interior plans which include provision for special television facilities.

Levin conferred with television technicians before formulating his plans to equip the Ritz with the latest developments in the video field. According to Levin the theatre will be prepared to present on the screen all special events that are transmitted from the scene by cable to the Ritz.

The new house will be the first in the bay area equipped with television. "This development marks a new trend in motion picture cooperation with radio in presenting the public with a wider range of entertainment and service," Levin declared.

Trek to 'The Outlaw'

HELENA, MONT.—Many persons motored from Helena to Townsend, Mont., to see "The Outlaw," banned in the capital city.

For 10 Cents Kids Get Show and Popcorn

Gallup, N. M.—Saturday morning shows for children were instituted at the Chief June 1 by Manager Tex Stanford. Price is 10 cents and each child gets a bag of popcorn besides. Each program is followed by a radio broadcast. Stanford organized the first of these shows in cooperation with Kastning's music store in order to stir up interest in organization of a drum and bugle corps. Nearly 1,200 children showed up.

Drive-In Near San Diego By Next Year Is Planned

SAN DIEGO—This city will have one of America's finest drive-in theatres by spring of next year providing plans now being formulated mature.

Two veteran theatremen, Sam Russo and Ford Bratcher, have petitioned the local planning commission to rezone property in the vicinity of 62nd and El Cajon boulevard to allow for the structure.

The owners plan to call their new theatre the Campus because of its proximity to San Diego State college.

Gary Cooper's Contribution

POLSON, MONT.—A generous contribution has been made to Camp Aqua, Lake county recreation project, by Gary Cooper, a native of Montana and former resident of Helena.

SAN FRANCISCO

John Scribner, manager of the State Theatre in Tulare, says the house soon will undergo a new remodeling job . . . Excavation for Fox West Coast's new theatre on the Hyde Park site in Watsonville has begun.

Former Lieut. Gae Faillace's full-length color film "Australia to Tokyo," a documentary, was shown here last week on a two-day engagement. The picture covered the activities of the Pacific forces from the beginning of their long island-hopping campaign from the first base in Australia, through the wilds of New Guinea and the Dutch East Indies, to the surrender and occupation of Japan.

Memorial day weekend found Filmrow locked tighter than a drum. Many Row personalities spent the weekend in the great outdoors.

On their way from Tokyo to Washington, D. C., were the following army motion picture service personnel: H. W. Farmer, assistant fiscal branch; Fred Bund jr., chief, and George H. Whisenhunt, engineer . . . M. J. Carney, assistant regional manager for the service, left for Yuma, Ariz., where he opened a new outdoor theatre.

Congratulations to the Blumenfeld circuit on its efforts in the "Save a Ranch" benefit showing last week for ex-marine George Whitaker, blind father of seven children. The circuit, in conjunction with the Disabled American Veterans, put on a benefit show to enable George to save his Fresno ranch from foreclosure. Several Hollywood stars, local entertainers and a major feature were on the program.

Gloria Naify, daughter of Fred Naify of Golden State Theatres, announced her engagement to Eddie Sutro . . . The Kearney Theatre is switching from Mexican films to burlesque . . . The Golden Gate Theatre had the whole town talking last week with its booking of two revivals, "The Magnificent Obsession" and "I Stole a Million," in addition to its usual stage presentation, and amazingly enough did an average of 30 per cent over its normal business . . . Incidentally, with the coming of Jane Russell to the Golden Gate, the theatre has been using six-sheet posters advertising La Russell. It's the first time since 1941 that the Gate has used outdoor postings.

A telephone at long last has been installed in the new offices of the California Theatres Ass'n. It's EXbrook 0892 . . . Walter Blanchard, formerly manager of the Portola Theatre, is now running the Oakdale Theatre in Oakdale for the Blumenfeld circuit.

Betty Gamble, Universal booker, looks very smart in her red-framed sun glasses as she hurries along Filmrow . . . Eddie Skolak, president of the Follies Theatre, is rocking the town with his laugh-provoking Beef Trust chorus . . . Mrs. Helen Smith, office manager for Nassar Brothers Theatres, headed toward Grand Canyon for her vacation . . . Ximena Watson of Blumenfeld has just returned from a vacation at Lake Tahoe . . . L. C. Tavolara, former manager of the Paramount Theatre here, has gone to Stockton as city manager for Fox West Coast Theatres.

Betty Merritt, bookkeeper at Paramount, left for Santa Barbara to attend a reunion of her sorority, which is celebrating an anniversary . . . Ted Gelbar, booker at Paramount, recently was married to Ruth Landerson . . . "Man's Hope," prize-winning film based on Andre Malraux's novel about the Spanish Civil war, had a single showing in Oakland last week, sponsored by the Spanish Refugee Appeal, Inc.

Gordon Allen's new Motor Movies Drive-In at Hayward will open June 27. A CPA permit has been received. No one was more surprised than Gordon when he realized that ground was broken for the drive-in only two weeks ago. Allen recently was married to Helen McCoy of the Robert L. Lippert circuit.

Mark Alling, manager of the Golden Gate, has a new daughter named Mary Francis, born May 26. It's the third child for Mark and his wife . . . "Dear Ruth" was given its west coast premiere at the St. Francis Theatre. Joan Caulfield and Edward Arnold, stars of the picture, were in the lobby giving out autographs on opening day.

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Careful Drivers Awarded Passes by Intermountain

SALT LAKE CITY—The most careful driver here each day gets a pair of tickets to one of the houses operated by Intermountain Theatres. The stunt is promoted in cooperation with the Deseret News, which has been running a safety campaign, and has already brought the circuit at least a column of free publicity. A prowl car is designated each day to hand out the ducats. The campaign will continue indefinitely.

Three Circuits Sponsor Greek Relief Showing

PORTLAND—Gamble Theatre Enterprises, Hamrick Evergreen Theatres and J. J. Parker Theatres were sponsors of a program featuring a preview of a 20th-Fox picture for a Greek war relief benefit fund.

Bill Gamble, general manager of Gamble Theatres, is state chairman of the Greek War Relief campaign and Jack McCallum, also a Gamble employe, is Portland chairman.

Paramount and F&M Sign Booking Truce

LOS ANGELES—With the opening of "Suddenly It's Spring" at the Paramount Hollywood and Downtown theatres, Paramount product again has a local first run outlet, a booking arrangement which for several weeks was denied because of the litigation between the company and Fanchon & Marco, operators of the two Paramount-owned houses.

A temporary peace in that battle was declared, at least so far as concerns local bookings. The issues involved, which kept Paramount product out of the houses, their normal first run outlet, stem from the New York court decree and suit filed by Paramount seeking cancellation of the leasing deal with F&M.

During the time that Paramount pictures were missing from the two screens, Republic had a field day. Ten features were booked on dual programs into the two houses.

Jerry Fairbanks to Make Films Designed for Video

HOLLYWOOD—Production of films designed especially for television has been added to the activities of Jerry Fairbanks Productions, which makes two series of shorts for Paramount distribution as well as commercial subjects.

In preparing the films for television, Fairbanks will use new lighting techniques developed during three years of research. Scripts have been carefully broken down so that an entire series can be photographed with a minimum of production costs.

Patterned after radio's usual format, Fairbanks' video pictures will be designed to play individually or serially. Each show will be approximately 15 minutes in length and there will be 17 such programs in each package.

Hugh Reid Leaves

CHOTEAU, MONT.—Mrs. Cecil Huffman has taken over management of the Royal Theatre here for the Yellowstone Amusement Co. Hugh Reid, former manager, left to become advance agent for Cal Shrum and his Rhythm Rangers.



ALL-WESTERN SHOWHOUSE—This is the Vigilante, Fox Intermountain house in Billings, Mont. The theatre has adopted a new program of showing only action pictures. It is open three days a week.

'Great Waltz' Reissue Cuts Fancy Figure

LOS ANGELES—The Memorial day weekend, plus the fact that the California sunshine wasn't as prevalent as the chamber of commerce would like the other 47 states to think, combined to give a noticeable lift to first run grosses. While newies to the de luxe screens did okay, it was a reissue, "The Great Waltz," that stole the top spot in the lineup.

(Average is 100)

Belmont, El Rey, Orpheum and Vogue—**Stairway to Heaven** (U-I); **The Vigilantes Return** (U-I)....150
Chinese, State, Uptown and Loyola—**Moss Rose** (20th-Fox) 175
Downtown Paramount—**Suddenly It's Spring** (Para); **Seven Were Saved** (Para)....110
Egyptian, Wilshire and Los Angeles—**My Brother Talks to Horses** (MGM); **Undercover Maisie** (MGM) 150
Four Music Halls—**Ramrod** (UA)....180
Four Star—**The Great Waltz** (MGM), reissue....200
Guild, Ritz, United Artists, Studio City and Iris—**The Web** (U-I), 2nd wk....100
Hillstreet—**The Farmer's Daughter** (RKO), 4th wk.; **The Millerson Case** (Col), 3rd wk....140
Hollywood Paramount—Same as Downtown....150
Million Dollar—**It Happened on Fifth Avenue** (AA-Mono), 3rd d. t. wk.; **Fall Guy** (Mono)....100
Pantages—Same as Hillstreet....140
Warners Downtown, Hollywood, Wiltern—**Love and Learn** (WB)....125

Denver Fishes and Plays, Theatre Grosses Suffer

DENVER—With fishing season opening, fine weather, and with thousands in city parks and in the mountains, grosses were mostly off here last week.

Aladdin—**Song of Scheherazade** (U-I); **Blind Spot** (Col), 2nd d. t. wk. 130
Broadway—**My Brother Talks to Horses** (MGM); **Lighthouse** (PRC), 3rd wk. 80
Denham—**The Imperfect Lady** (Para) 80
Denver and Webber—**Smash-Up** (U-I); **Sarge Goes to College** (Mono) 115
Esquire and Paramount—**Stallion Road** (WB); **Millie's Daughter** (Col), 2nd wk.... 95
Orpheum—**The Yearling** (MGM), 2nd wk.; **Crime Doctor's Manhunt** (Col), 2nd run.... 90
Rialto—**Bedelia** (E-L); **It's a Joke, Son** (E-L)....150
Tabor—**Kings Row** (WB); **Wild Bill Hickok Rides** (WB), reissue 90

'Egg' Stays Hot in S. F.; 'Duel' Also Holds Pace

SAN FRANCISCO—"The Egg and I" in its fourth big week, took boxoffice honors with a gross of 210 per cent. In there for second place was "Duel in the Sun" in its third week at the United Nations. "Odd Man Out" took a dip in its second week at the St. Francis.

Fox—**The Homestretch** (20th-Fox); **That Way With Women** (WB) 120
Golden Gate—**The Farmer's Daughter** (RKO), 3rd wk. 120
Orpheum—**The Egg and I** (U-I), 4th wk....210
Paramount—**The Two Mrs. Carrolls** (WB); **Danger Street** (Para) 150
St. Francis—**Odd Man Out** (U-I), 2nd wk....110
United Artists—**Dishonored Lady** (UA); **The Case of the Baby Sitter** (SG), 2nd wk....110
United Nations—**Duel in the Sun** (SRO), 3rd wk....200
Warfield—**The Yearling** (MGM) 140

'Fifth Avenue' Is Booked For Three-Way Opening

SAN DIEGO—"It Happened on Fifth Avenue," Roy Del Ruth's Allied Artists film, was booked for day and date opening at the State, Fox, and Loma theatres for the week of June 10. Other towns booked for June openings are Long Beach, Santa Ana, Pomona, Avalon, Redondo, Santa Monica, Hermosa, Ventura, San Pedro, Ontario, Anaheim and Hemet.

To Remodel the Lee

LONG BEACH—Plans are being prepared by architect Hugh Gibbs for remodeling the Lee Theatre here for Cabart Theatres Corp., owned by Milton B. Arthur. New restrooms and treatment of the lobby and foyer, a new air conditioning system, and acoustical work are planned.

Australian Defies Ban on Gimmicks; Exhibitor Group Plans Next Move

By WILLIAM BEECHAM
Australian Bureau BOXOFFICE

PERTH, W. A.—Although the Motion Picture Exhibitors Ass'n of New South Wales frowns heavily on any type of gift scheme to attract business, at least one exhibitor in its territory is featuring a guessing competition each week with cash prizes. The association has warned this showman that it dislikes the practice, but so far it has been defied, and it is now looking to the distributors association to do something in the matter. Probability is, however, that the distributors will refuse to take any action—and the outcome will be well worth watching.

* * *

When a fire broke out recently in the Redfern (Sydney) store of Cinesound Productions, Ltd., the entire contents were destroyed. Included were about 20 complete films, the majority of which will be difficult to replace.

* * *

There is talk that British studio equipment to the value of some £400,000 will be shipped to Sydney for the production of films by the Rank-Rydge interests. Producer Harry Watt, accompanied by his assistant producer, Leslie Norman, and script writer Walter Greenwood, returned recently, and will soon get "Eureka Stockade" under way. Following this "Robbery Under Arms" will be made, and this will be in turn followed by a modern story, the title and theme as yet undisclosed. It is expected that several British performers will come to Australia later in the year to take part in these productions.

* * *

MGM BUYS DOI SHORTS

Despite the general apathy and even dislike shown by the industry to the department of information shorts, MGM has now purchased three of these—"Journey of a Nation," "Native Earth" and "Watch Over Japan"—for its own programs and also for release to exhibitors throughout the commonwealth. Managing Director Freeman states that he has purchased these purely on their merits, and as Freeman knows his business thoroughly we suspect that these three must be of at least fair caliber. But he tells local exhibitors that they will be under no obligation whatever to rent these films, and he leaves it entirely to them whether they consider the shorts to be worth offering to their patrons.

* * *

Ozone Theatres, Ltd., Adelaide, has obtained a controlling interest in the Colonel Light Gardens Theatre, and it is on the cards that yet another local cinema may soon be added to the chain. It is rumored that Greater Union Theatres, which some time ago purchased the Adelaide Clifford circuit, has now added the Seaview and Strand theatres, Glenelg, to its lineup.

* * *

ARNHEIM LAND IN SPOTLIGHT

Gaumont British intends to make a documentary on Arnheim Land, and its primitive aborigines. This was recently announced by the administrator of the Northern Territory, who said permission had been granted for two of the company's cameramen to enter Arnheim Land, which is strictly a native reserve. The film, we understand, will be titled "Primitive Peoples." At the same time Keith Young, who says that he has had Hollywood experience, announces his intention of making a color film of the initiation ceremonies, tribal rites and various weird customs of the Australian aborigines. He has left for the far north, and he intends going into a country where a number of spearings have recently taken place. What is more, he intends to make the journey unaccompanied. He says that his film will not be in the form of a documentary, but will have "popular appeal."

* * *

A screening of "The Blind Beggar of Jerusalem" was recently given in St. Peter's cathedral, Adelaide, before a congregation of more than 600. Australian-made religious films, including "Augustine and Canterbury" and "The Story of Rebecca" will be offered later. We understand that the latter film has been sold to overseas distributors.

* * *

Charles Chauvel reports that excellent progress is being made on location with "Sons of Matthew." A new cameraman, Karl Kayser, was recently added to this unit.

Robert L. Lippert Reopens Studio, Renamed as Guild

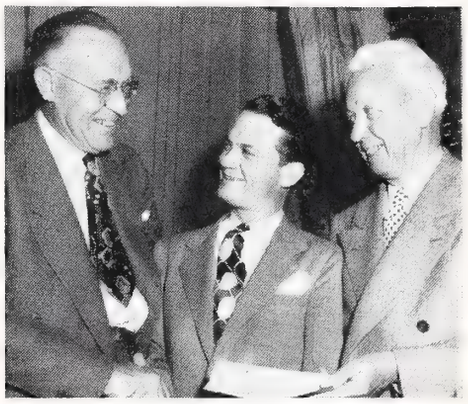
SAN FRANCISCO—Robert L. Lippert, theatre circuit owner with headquarters here, has opened his Guild Theatre here between Sixth and Seventh streets. Lippert opened the theatre with "The Great Waltz." The house formerly was called the Studio. Remodeled and retitled, the Guild now will inaugurate a series of distinguished films.

Harry Goldberg in L.A.

LOS ANGELES—Harry Goldberg, director of advertising and exploitation for Warner Theatres, was here from New York for a week of conferences with theatre managers and advertising men in Pacific zone.

From 'Yearling' to 'Roughshod'

Claude Jarman jr., who skyrocketed to fame in "The Yearling," will topline in RKO's "Roughshod."



CIVIC CONGRATULATIONS — When Chester Price, manager of the Centre in Salt Lake City, received an award for showmanship from MGM recently, the city's chamber of commerce head was on hand to congratulate him. Price, center, receives a handshake and smile from Gus P. Backman, executive secretary of the Chamber of Commerce, while Tracy Barham, vice-president and general manager of Intermountain Theatres, hands him the check. This is the sixth showmanship award for the popular Centre manager.

DENVER

Sam Langwith, owner of Western Service and Supply, and Paul Allmeyer, Paramount booker, will appreciate it when June 26 rolls around. They live in Idaho Springs and commute daily. The town is celebrating Gold Rush days June 21-25, and all males that refuse to let at least a portion of their beards grow are thrown in an open air jail. Sam's beard is showing up in fine shape but Paul is having a tough time proving he is even growing a beard, it's coming on so slowly. The town will be wide open those five days and a special invitation is extended all theatre and film folk to see a western town with fu'l steam up on those days.

Grand Junction will have a drive-in theatre if city fathers approve. The theatre will be built by Floyd Files, newspaperman, and Roy French, who is in the auto parts business . . . Albert Coppell of Azteca Films, San Antonio, and Reuben Caldron of the Los Angeles office, spent a few days here on a selling trip.

Bryan Hendricks, former theatreman, is selling for Service Theatre Supply . . . After operating the Lake, Johnstown, Colo., for one year, Dewey Gates has sold to W. B. Parks, recently of Wyoming . . . Robert Hill, Columbia manager, went to Chicago for a district and branch managers meeting.

F. A. Boggess was on Filmrow buying and booking for the Chautauqua Theatre, Boulder, Colo., which operates two and a half months each summer . . . C. T. "Tommy" Charack, assistant to Nicky Goldhammer, district manager for Eagle-Lion, and Louie Falkoff, PRC auditor, spent some time at the PRC exchange.

Earl Collins, Republic district manager, and Mrs. Collins were in town and while here went over to Boulder, Colo., where their son is attending the University of Colorado.

Helen Spiller, Esquire manager, spent her vacation in New York City . . . Wives of the northern district managers for Fox Intermountain Theatres have organized and are planning a convention, which will coincide with the managers meeting, but in a different city. So while the managers are learning better to manage the theatres, the wives will be putting their heads together on how to manage the managers. Eleanor McGee, Cheyenne, Wyo., is president, with Dot Pennock, Ft. Collins, Colo., secretary-treasurer.

Martin Winant, Columbia auditor, is checking accounts at the local exchange . . . A. G. Edwards, PRC office manager, is spending part of his vacation attending the Exhibitors Roundup at Salt Lake City . . . Mr. and Mrs. Frank Barnes and son Billy are on a trip to Lawrence, Kas., to help his mother celebrate her 80th birthday.

Ned Greenslit, Aladdin manager, was placed in the Denver Post's weekly Hall of Fame for his work as chairman of the cancer drive.

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Alpine 1787

River Theatre Is Opened At Guerneville, Calif.

GUERNEVILLE, CALIF.—The River Theatre opened here auspiciously as one of the showplaces of this resort area. It is owned by Dave Williams and J. A. Rock. The building also houses a modern cocktail lounge and restaurant. Theatre equipment was furnished by the B. F. Shearer Co.

Williams came here from San Francisco to retire some years ago, but found the restful life was not for him, so with his partner he erected the amusement enterprise.

Linds to Spend $100,000 On New House at Rifle

RIFLE, COLO.—Mr. and Mrs. Fred Lind have started construction on a new theatre here to cost $100,000. The last word in theatre construction, the new house will be built of concrete, tile, ornamental glass blocks and stainless steel.

Staggered arrangements in seating, a cry room, and the latest type heating and cooling plant are other features.

The Linds will live in a five-room apartment being constructed over the theatre.

Paul R. Sprague Retires; 35 Years an Exhibitor

QUINCY, CALIF.—After 35 years as an exhibitor, Paul R. Sprague is going into well-earned retirement. He has sold his Quincy Log Cabin Theatre to Edward Claeys of Martinez, Calif., who takes over June 8. Claeys is a veteran of World War II.

Joseph Emerson Becomes RKO Pilot in Denver

DENVER—Joseph C. Emerson, RKO salesman, has been named manager of the local exchange, succeeding Thomas Bailey, resigned. Emerson joined RKO in 1941.

'Ruth' Stars at Hospital

SAN FRANCISCO—Joan Caulfield and Edward Arnold, here for the west coast premiere of Paramount's "Dear Ruth," visited with and entertained the vets at Letterman General hospital. They were the first Hollywood personalities to visit the hospital in six months.

J. A. Becker a Visitor

LOS ANGELES—President Truman's home town exhibitor, J. A. Becker, president and general manager of Associated Theatres, Independence, Mo., was a visitor at Paramount studio. Becker recently was elected a trustee of the Motion Picture Foundation and is slated to be the next president of the Kansas-Missouri Theare Owners Ass'n.

LOS ANGELES

Up from San Diego to visit friends along the row came Leo Hamacher, who operates the Ramona Theatre in the southern city and ranches as a sideline. He was handing out cigars, but not because there was an addition to the Hamacher family. It seems one of Leo's mares recently foaled . . . Another Row visitor was J. Burger, Del Mar Theatre, Carpenteria, who dropped in for a day of booking and buying . . . Others seen on the Row: Leon Levy, manager, the local Century; Harry Maupin, Morro Bay Theatre, Morro Bay, and Frank Martin, owner of houses in Clifton and Morenci, Ariz.

Business has dropped off a little in northern California, reports G. E. "Red" Galbraith of Associated Theatre Advertisers, who just got back from a business trip up there. Incidentally, "Red" just can't get over the Variety convention . . . Another returned traveler was Herb Turpie, western division manager for Manley, Inc. Herb's jaunt to Mexico was strictly for fun, however . . . "Little" Joe Hartman, National Screen Service salesman, was out of town making a tour of his territory around Bakersfield.

George Lefko, PRC-E-L manager, has deserted the local film mart for Indianapolis to take up new duties as branch manager for Film Classics . . . In Los Angeles for confabs was Oscar Morgan, short subjects manager at Paramount's home office . . . Ed Lawson and Quentin Lacy, exploiteers for "Henry V," got together with Al Galston and Jay Sutton of the Marcal Theatre to map strategy for the British opus which opened at the Marcal June 4 for an extended run.

Hal Hallman, manager of the local Oriental, returned from a four-week sojourn in the Hawaiian islands to let owner Harry Wineberg go on his vacation, which was to consist of one week at Murietta . . . Al Boodman, Columbia booker, is back from the same place—Murietta, that is . . . Weekending at Arrowhead were Jack and Milt Lefton and Manny Williams of "Duchess of Hollywood" cosmetics.

Off to Chicago for confabs were Wayne Ball, local manager, and Jerry Safron, division manager of Columbia . . . The Manley factory in Kansas City was the destination of W. H. Turpie, the company's western division manager . . . Henry Herbel, district manager of Warner exchanges, planed to New York for a meeting.

New manager of the Los Feliz is Hal Davis . . . Harold Gimble, formerly owner of the Mission here, is now southern California franchise holder for the film, "The Birth of a Baby" . . . Joe Fredericks was about ready to open his new 500-seat theatre, the Rio, in Soledad.

Al Zimbalist, home office publicist for Film Classics, was in town to set the "That Hamilton Woman" campaign . . . Bob Hicks Page flew in from San Francisco to plan the launching of "Mom and Dad" at the Mayan.

L. A. Gillespie Sells Two Okanogan Valley Spots

BREWSTER, WASH.—L. A. Gillespie has sold the Caribou Theatre here to Jerome B. Divis, a student at the University of Washington, and also has disposed of the Chief in Tonasket. Gillespie, who owns a string of houses in the Okanogan valley, also will have other of his theatres on the market in a short time. Until a year ago, Gillespie operated the Caribou here in partnership with Harry E. Elsh, whose interest he bought out. The new owner, Divis, said he would renovate the house completely.

Foster Goodwill in St. Louis District

Circuit Heads and Individual Showmen Realize Value of Community Activity

By DAVE BARRETT

ST. LOUIS—Motion picture folk of this trade territory are alive to the possibilities of community goodwill activities.



GUS KERASOTES

Locally, for example, Fanchon & Marco interests, and Fred Wehrenberg, president of the MPTOA, were among the first in the country to form Youth Cinema clubs.

Harry C. Arthur, head of the Fanchon & Marco organization here, has encouraged members of his organization to take an interest in community affairs in the vicinity of their theatres. Frequently, F&M first run managers have appeared as speakers before service clubs, educational groups and the like. Wehrenberg since about 1907, has been an active part of community life along Cherokee street, Michigan avenue, South Grand boulevard, etc.

Exhibitors in the territory are also alive to the possibilities and necessity for proper public relations. In Springfield, Ill., hardly a local civic welfare committee is formed without some motion picture man being a member. Kerasotes Bros. and the Frisina Amusement Co. personnel as well as Publix Great States managers in Springfield and other southern Illinois towns always take an active interest in community affairs.

Two fine examples of how to get along with folk who patronize the theatre came to our attention recently.

Through the courtesy of the Fox Midwest circuit and Dick Wright, manager of the Capitol, Benton, Ill., a free motion picture show for children was given in the 1,200-seat Capitol, with a Joe E. Brown picture on the screen.

Recently Benton conducted a ten-day citywide Cleanup, Paintup, Fixup campaign. Manager Wright was co-chairman for that campaign and later announced that the Fox Midwest organization would give the show as a reward for the children who worked to make the campaign a success. The projectionists and other employes of the theatre donated their services as an expression of their willingness to cooperate.

Naturally the mothers and fathers and aunts and uncles, of the children who saw the free show feel kindly toward the management of the Capitol.

A somewhat different but also a very effective goodwill-builder was the address made by Pete Nepote, resident manager for the Frisina Amusement Co. in Olney, Ill., before the Rotarians at their weekly luncheon meeting.

Pete outlined the role of the motion picture in promoting international understanding, stressing the increase of knowledge and goodwill that can be attained with motion pictures as a medium. He also told of the advantageous use of films in training army and navy personnel in World War II.

Nepote told the Rotarians that China with a population of 450 million has only 150 motion picture theatres, while Russia is reputed to have more than 18,000 cinemas, about the same number as in the United States. However, in Russia the pictures are filmed and edited by the government and many are shown without charge. In the United States we have a "free screen" instead of free shows in which the people are fed governmental propaganda as in Russia, he added.

Nepote expressed the belief that U.S. films could sell the American way of life all over the world, and, of course, will promote international goodwill and understanding where the people are permitted to see them.

Beninatis Close Capitol For Remodeling

PINCKNEYVILLE, ILL.—The 372-seat Capitol Theatre, owned by Beninati Bros., was closed May 20 so that an extensive program of remodeling the interior of the theatre can be carried through without interruption.

The Beninati Bros. also own the Court Theatre, a 240-seat house, and they reopened that house on May 20 so that the community will have motion picture entertainment until the improvements for the larger theatre are completed.

T. D. Beninati, manager, said new floors, new seats and up-to-date projection equipment and drapes will replace the old equipment in the Capitol. The seating capacity will be increased to 492 and Kroehler push-back seats will be provided. The screen will be moved back to afford better vision to those in the front seats. The rail in the front of the house will be removed to make room for two modern restrooms and the building will be air conditioned. The old stage will be eliminated. New lighting fixtures, new carpeting and redecorated walls are other items included in the improvement budget.

DuQuoin in Compromise After Hiking Licenses

DuQUOIN, ILL.—City officials have decided to reduce the increased license fees for local theatres. Instead of asking the management of the Grand, a Fox Midwest unit, to pay a fee of $800, and the State, owned by John Fiorino, $600 per year, a compromise was worked out under which the 900-seat Grand will pay $300 per year, and the 312-seat State $200.

The old license fees were $100 for the Grand and $75 for the State.

Phil Zeller Resigns

CHICAGO—Phil Zeller, who was on the managerial staff of the Woods Theatre and was recently advanced to publicity director for the Oriental, has resigned.

Clubwomen's Anticensorship Talks Praised by President of MPTOA

ST. LOUIS—Pleas made before Missouri solons by Mrs. Arretus F. Burt, honorary president and founder of the Better Films Council of Greater St. Louis, and Mrs. Robert Collyer, Legion of Decency representative, against passage of the Schendel state censorship bill, were warmly praised by Fred Wehrenberg, MPTOA president, at a meeting of the council here.

Wehrenberg thanked the women for their appearance before the education committee of the Missouri house. The measure later was killed, and the system of voluntary selective acceptance or rejection of pictures, in vogue for the last 18 years, was retained.

Wehrenberg also complimented the council for its accomplishments in behalf of better pictures.

DR. R. N. DUTTON SPEAKS

Guest speaker was Dr. R. N. Dutton, pastor of Delmar Baptist church, who illustrated his address, "The Land of the Free," with lantern slides of scenes from various parts of the world.

These officers were installed:

President, Ernest R. Evans; vice-presidents, Mrs. William H. Broeder, Mrs. V. Ray Alexander, Mrs. W. H. Reals, Eleanor Freund and W. L. Schwer; recording secretary, Mrs. Robert Collyer; corresponding secretary, Mrs. Albert Toma; treasurer, Miss Hildegarde H. Cunnliff, and auditor, Mrs. R. M. Jordan. State Sen. Milton Napier is counsel and sixth vice-president.

Presentation of awards was made to the four winners in a recent motion picture poster contest conducted on behalf of the council. Twenty posters were displayed at the meeting. Each was based upon a picture that the high school boy or girl artist had seen or would like to see produced, and each stressed the life, customs and occupations of the American people.

Mrs. Burt said the winning posters will be taken to the triennial convention of the General Federation of Women's Clubs in New York.

POSTERS GO TO NEW YORK

During the year the council reviewed 599 features and 542 shorts in the first run houses of St. Louis. The features were rated as follows: For family shows, 146; for adults and young people, 208; for adults, 240. Two features were designated "waste of time." One was considered of questionable quality, and only two of the 599 features were "not recommended."

Thirty of the features shown during the year were classified as "outstanding pictures."

To insure the continuation of better pictures from Hollywood, the council endeavors to encourage public patronage of good pictures. During the last year 310 weekly reports and 2,428 monthly picture ratings were mailed to exhibitors, public, private and parochial schools, organizations and individuals.

The libraries of St. Louis and St. Louis county have cooperated in publicizing its lists of approved pictures, placing these lists on bulletin boards.

Air Conditioning Installed In Strand in Carmi, Ill.

CARMI, ILL.—The Turner-Farrar interests have announced plans for the installation of a $10,000 air conditioning system in their 500-seat Strand Theatre here. Workmen have already started on the job and the system will be ready for operation within the next few days. Jesse E. Lee is manager of the Strand.



PEPPING THEM UP—Midwest District Manager Harry Seed, right, gives the old pep talk to his Chicago branch winning team which captured first place second, third and fourth weeks in Warner sales drive. The bookers and salesmen are, left to right, back row: Rasty Herman, George Benson, Florence Cohen, A. J. Shumow, Grace Blaney, Harry Goldman, George Weinberg and Harry Seed. Front row: Aaron Shlesman, Mike Seravo and John Sokley.

CHICAGO

The phenomenal run of "The Jolson Story" at the B&K Apollo is finally drawing to a close, with "Stairway to Heaven" set to open in a fortnight. The "Jolson" run will be a week short of a solid six months, a record rivalled at B&K only by Jolson's "Singing Fool," which carried on for half-a-year at the McVickers away back in '27.

Arch Herzoff, former B&Ker and now ad man at the Columbia studio, flew through town Decoration day en route to the coast after huddling in the New York office. Ben Serkowich accompanied Herzoff as far as Chicago, taking advantage of the holiday weekend for a chat with his brother Jules, and a fast visit to his old Peoria homestead . . . The EAR Theatre of H&E Balaban circuit has installed 900 International seats and also will have a new heating plant ready for fall operation.

T. C. Riddel of Riddel Theatre Supply Co. was here for a conference at the DeVry plant . . . W. F. Scranton, advertising manager of Ampro Corp., has returned from an eastern business trip . . . Jules Serkowich, Columbia exploiteer, returned from the Minneapolis and St. Paul area and says "Johnny O'Clock" opened there to big business . . . The Outdoor Theatre, Harlem and Irving Park road, has started a policy of midnight shows Friday and Saturday and they are going very big.

Edward Brown, manager of the Gayety, south Chicago, had 600 patrol boys of 21 schools as his guests last week at a party in his theatre. They were honored as heroes of south Chicago for keeping alive a 20-year record of no fatal accidents to schoolmates while they were on duty. It was the highlight in a "Save a Life" campaign . . . Al Raymer, Manta & Rose executives left for California for a two-week holiday.

Jesse Lasky, who will produce "The Miracle of the Bells," spent the weekend here in search of new faces for the picture. He was en route to New York to continue the search . . . Marvin Carlson, formerly of the Sioux Falls, S. D., exchange, has joined the local RKO booking department. He is also trying to book an apartment . . . The Cleveland & Buffalo Steamship Co., is showing a 30-minute Technicolor film, "Fun Afloat," to clubs, social groups and other organizations. The showings are free, and they even provide the union operator.

Whit Hillyer has resigned as assistant advertising manager of Bell & Howell Co. and will become editor of the Camera Digest, a new annual to be issued to the trade by Paul Richmond Co. . . . N. S. Barger, owner of the drive-in on Waukegan road, has completed alterations which give it the largest screen in the world. The screen is fitted to a framework nine stories high and proportionately as wide . . . Erwin Wagner, president of Wagner Sign Service, is honeymooning in Canada. He recently was married to Elizabeth Day, for years vice-president of the company.

Sid Blumenstock, assistant exploitation manager of 20th-Fox, had a busy week here and another couple of days in Milwaukee, before returning to New York. He was here to shape exploitation plans for the flock of 20th-Fox flickers due for sudden release, "Homestretch," "The Late George Apley," "The Ghost and Mrs. Muir," "Miracle on 34th Street," which critics previewed at the UA, and a world premiere of "I Wonder Who's Kissing Her Now."

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Business in Chicago Is Slow But Steady

CHICAGO—Business here continued at a mild and steady pace. "Duel in the Sun" was still big at the State-Lake, though slightly off from expected business. The Chicago had a fair second week with "Dishonored Lady" on screen, plus a stage show headed by Jack Durant, and the Oriental had no complaints with a second week of a fine stage show headed by the Ink Spots with "Dishonored Lady" on the screen.

New entries included the La Salle's twin bill, "Buffalo Bill Rides Again" and "Bells of San Fernando," which did okay. "The Sea of Grass" opened nicely at the United Artists; likewise "The Two Mrs. Carrolls" at the Roosevelt.

"The Jolson Story" at the Apollo and "The Best Years of Our Lives" at the Woods were still doing nicely in final weeks. "Carmen" at the World Playhouse, with sensational reviews by the critics, was still doing fine in a fifth week. The three-day Memorial day holiday, with the Loop jammed with out-of-towners, gave all houses a good break, especially the RKO Palace and Grand with "The Egg and I," which opened very big.

(Average is 100)

Apollo—**The Jolson Story** (Col), 22nd wk. 115
Chicago—**Calcutta** (Para); stage show, 2nd wk. 130
Garrick—**The Mighty McGurk** (MGM), 2nd wk. 100
Grand—**The Farmer's Daughter** RKO), 2nd wk. 110
La Salle—**Buffalo Bill Rides Again** (SG); **Bells of San Fernando** (SG) 110
Oriental—**Dishonored Lady** (UA); stage show, 2nd wk. 130
Palace—**The Farmer's Daughter** (RKO), 2nd wk. 110
Roosevelt—**The Two Mrs. Carrolls** (WB) 110
State-Lake—**Duel in the Sun** (SRO), 2nd wk. 135
Studio—**City Without Men** (Capitol); **Prison Without Bars** (C) 105
United Artists—**The Sea of Grass** (MGM) 110
Woods—**The Best Years of Our Lives** (RKO), 23rd wk. 125
World Playhouse—**Carmen** (Superfilm), 4th wk. 115

Holiday Saves Milwaukee From Sinking Into Mire

MILWAUKEE—The long Memorial day weekend was a hypodermic to waning first run grosses. Though Milwaukeeans left town in great numbers, out-of-towners were here in crowds. "California" bowed at the Palace Sunday and came through with average returns. Others were just under the 100 per cent line.

Alhambra—**Bedelia** (E-L); **It's a Joke, Son** (E-L) 90
Palace—**California** (Para); **Fear in the Night** (Para) 100
Riverside—**Honeymoon** (RKO); **The Devil Thumbs a Ride** (RKO) 90
Strand—**Kit Carson** (PRC); **Last of the Mohicans** (PRC), reissues 100
Towne—**Copacabana** (UA) 95
Wisconsin—**The Homestretch** (20th-Fox); **Jewels of Brandenburg** (20th-Fox) 90
Warner—**Love and Learn** (WB); **Hit Parade of 1947** (Rep) 90

Indianapolis Has Bad Week; Only 'Daughter' Gets Along

INDIANAPOLIS—Boxoffice grosses hit a deep low last week. Only one first run picture was average and the others were far below. Inclement weather and generally unsettled conditions were blamed for one of the poorest weeks in a long time.

Circle—**The Imperfect Lady** (Para); **Seven Were Saved** (Para) 60
Indiana—**The Farmer's Daughter** (RKO) 110
Loew's—**Dishonored Lady** (UA); **Undercover Maisie** (MGM) 50
Lyric—**The Locket** (RKO) 70

Plan Bowling Alleys

DAVENPORT, IOWA—The old Grand Theatre, 1,000-seat playhouse that was the home of legitimate plays here for more than half a century, will soon be converted into bowling alleys. The theatre is owned by the Davenport Central Turner Ass'n and has not been used since last fall.

W. H. Trunick Heads RCA Cine Supply

ST. LOUIS—W. H. Trunick, who has been a district manager for RCA theatre equipment sales in Chicago, Monday assumed his new duties as president and general manager of the RCA-owned Cine Supply Co. here. He succeeds Lou Walters, who resigned to accept a new position in the motion picture equipment field in the southwest.

Trunick has been with RCA since 1930, starting in the Pittsburgh area as a salesman. For several years he traveled for the company in Pittsburgh, Buffalo and West Virginia. About 1938 he was transferred to Chicago, and traveled for RCA in the Chicago, Milwaukee, Omaha and Des Moines areas. During the war Trunick worked in the RCA factory at Indianapolis, and in 1944, he was made district manager in Chicago.

Walters has gone to Chicago and an official announcement of his new connection is expected within the next several days.

Sol Banks and Sons Plan Third Theatre in Fulton

FULTON, MO.—Sol Banks and his sons Marvin and Preston, operators of the Fulton and Gem theatres here, have announced plans for a new quonset-type theatre which they hope to open here early in 1948. Banks says he will buy a site on Highway 50 inside the city and will call the house the Hiway Theatre.

In addition to the Fulton and the Gem, the Bankses operate four other houses in Missouri, five in Kansas and one in Illinois. They plan to build new theatres in Cherryvale, Kas., and Oswego, Kas., where they have leased buildings.

Banks and his sons lease their two theatres here. The Fulton is owned by the Glenn Realty Co., the Gem by John and Bill Zickos.

Mallers Circuit Will Build 1,000-Seater in Warsaw

WARSAW, IND.—Workmen have started wrecking the building at the northwest corner of Main and Buffalo streets this week to make way for the 1,000-seat Lake Theatre which will be built by the Mallers Bros. circuit.

Nick Mallers, manager of the Centennial, said the Lake will cost about $200,000. It will be modernistic in design and will be outfitted with completely new equipment. Mallers said the circuit would continue to operate the Centennial after the Lake is open.

Mallers Bros. also has houses in Fort Wayne, Bluffton, Portland, Tipton, Greenfield and Defiance, Ohio.

Antisegregationists Picket Four St. Louis First Runs

ST. LOUIS—A group of some 50 or more Negroes and a few white persons have been picketing the Fox, Missouri, St. Louis and Shubert theatres on Grand boulevard here, all first runs, as part of a local campaign against segregation in amusement places. The picketing is similar to that at the American Theatre at 7th and Market streets.

Joseph W. B. Clark, chairman of the Anti-Jim Crow committee of the Civil Rights Congress of St. Louis, says the picketing is a protest against the management's policy of excluding Negroes.

'Voice' Installed

INDIANAPOLIS—Voice of the Theatre sound has been installed in the Lincoln, according to Bernard L. Nickberg, owner.

INDIANAPOLIS

Mrs. Helen Haney, who operates the Milan at Milan, Ind., is confined at home by a broken rib, the result of a fall in front of her theatre . . . Herbert Johnson, operator of the Ohio and Madison at Madison, went to New Jersey for the funeral of his father-in-law . . . Barney Brentlinger, Idaho and Swan, Terre Haute, was booking.

Larry Jacobs, Screen Guild manager, visited exhibitors in northern Indiana . . . J. B. Render, new salesman for Screen Guild in southern Indiana and northern Kentucky, reports the opening of 42 new accounts on his first trip . . . Mildred Winer, Monogram office manager and head booker, has returned from her Florida vacation.

Frank Paul, manager of the Lyric here, was on vacation . . . The Lyric is showing the midwest premiere of "That's My Man" . . . Edwin Brauer, Republic manager, left for Norman, Okla., to attend the graduating exercises at the University of Oklahoma, where his son Leslie G., is graduating . . . Jack Van Burssen, Savoy and West theatres, was buying and booking.

Kenneth Law, Cozy Theatre, Argos, Ind., is remodeling his house . . . John A. Hirons, Star, Fremont, Ind., reports a record catch of bluegills while fishing in Lake James . . . Sam Weinberg, Louisville exhibitor, is lingering on the west coast after attending the VCI convention . . . John Allison, Vivian, Carlisle, Ind., spent a day in Indianapolis buying equipment.

William S. Conway, Irwin, Cannelton, Ind., has returned from a six-week vacation in Fort Lauderdale, Fla. . . . Harry Douglas, Dana, Dana, Ind., is leaving for a tour in the west including California . . . Joe Schilling, Connersville, was on the Row booking . . . Earl Herndon, Affiliated Theatres buyer, spent the weekend in Brown county at the Boy Scouts camp.

John A. Schwin, operator of the Wigton, La Grange, Ind., is looking forward with anticipation to the annual film party to be held June 17 at Adams lake. Schwin for many years has given film salesmen and Filmrow bigwigs a day of celebration at his summer cottage at the lake. If course, everybody always has a good time.

Christine Kirk, secretary of the Associated Theatre Owners of Indiana, was entertained at a birthday party at the Grayland hotel . . . Harris & Morgan have opened their Drive-In near Muncie . . . Herbert Gaines, booker for Warner Bros., is spending his vacation in the east . . . The Indiana Theatre was open all night Thursday to give persons attending the Speedway races an opportunity to see "Calcutta."

Clark Gable was one of the stars who attended the Speedway races . . . Sam H. Abrams, Carl Kemp and Ted Hammer of the local Eagle-Lion-PRC branch attended a regional sales meeting at the Blackstone in Chicago. Al Schwalberg, vice-president in charge of sales, presided . . . Mary Jane Larson, typist at Eagle-Lion-PRC, left to attend exercises at Annapolis, Md., where her brother Howard will graduate from the Naval academy.

Visitors on Filmrow included Vance Schwartz, Grand, Louisville; J. E. Whitley, Colonial, Kokomo; Harry Watts, Alhambra, Knightstown; William Passen, Amuzu, Jasonville; J. B. Sconce, Sconce circuit, Edinburg; F. C. Kohlhorst, Napanee; Hilda Long, Hippodrome, Sheridan, and Sam Switow, Switow circuit, Louisville.

Eva Harris, operator of the Zionsville Theatre, Zionsville, Ind., and Christian Herm, were married . . . Robert Meyer, head booker at U-I, has resigned and will join Affiliated Theatres, Inc. . . . El Dean Thompson and Earl Herndon of Affiliated Theatres, will be married June 9 at a vesper service in the Second Presbyterian church. They will spend their honeymoon on the west coast . . . Arthur Baker, manager of Keith's, has resigned.

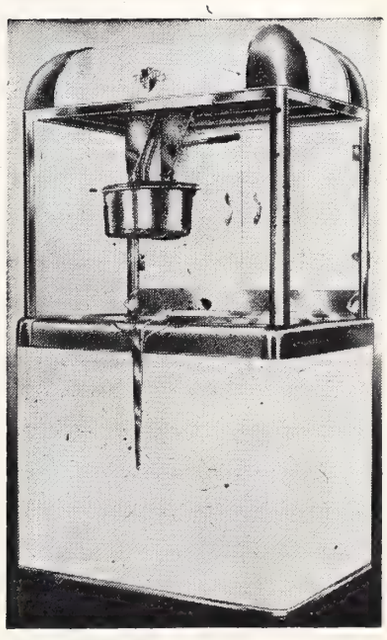
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ST. LOUIS

Henry Halloway, local theatre owner, is visiting with his brother in Hawaii . . . Subscriptions to the Municipal Opera guarantee fund for the 1947 season, which opened in the Municipal Theatre in Forest park June 5, totaled $137,095. This business of guaranteeing the municipal opera is about as safe a thing as a human can do. In its 28-year history, the municipal opera has refunded 100 per cent all the guarantee subscriptions, a record unmatched anywhere in the entertainment world by a civic venture.

Ted Barker, publicity man for Loew's State and Loew's Orpheum theatres here, has been promoted to advertising and publicity for the five Loew's houses in Cleveland. Barker, who has been serving as a theatre relief manager during the summer vacation at Kansas City, will go to New York before moving on to Cleveland to assume his new duties, probably about June 15.

George Reilly, short subjects representative here for MGM, reports an increased use of short subjects in conjunction with single features as a substitute for the standard double feature bills in motion picture theatres in the St. Louis area.

The Laclede and Regal theatres, operated by George Pliakos, have been closed for repairs and improvements. Both cater to the Negro trade.

B. Temborius of Breese and Lebanon, Ill., and his family will leave soon for a trip to Canada, where they hope to enjoy some real fishing. He was along the Row telling the boys and girls about his vacation plans. Other out-of-towners seen along Filmrow included Russell Armentrout, Louisiana, Mo.; V. L. Davis, Galconda, Ill.; E. E. Maxfield, Summersville, Mo.; Eddie Rosecan, Hannibal, Mo., and Paul Horn, Edwardsville, and Jerseyville, Ill.

Hall Walsh, district manager for Warner Bros., was scheduled to attend a meeting of district managers in New York June 5, 6 . . . Clarence D. Hill, manager for Columbia, entrained for Chicago June 1 to attend a gathering of Columbia exchange managers at the Drake hotel.

The wedding of Marie G. Hynes, daughter of Jack Hynes, a salesman for RKO, and Louis J. Caimi took place at St. Gabriel's Catholic church May 31. The RKO staff was on hand to witness the nuptials . . . Another wedding of interest to film folk in this area took place in East Orange, N. J., the morning of May 31 when Frances Jacque Kilcran became to bride of Leto Joseph Hill jr. of Maplewood, N. J. The father of the groom, until about seven years ago, managed theatres in this territory for Warner Bros.

W. G. Carmichael has joined the U-I sales staff here as sales manager. He was U-I manager in Cincinnati for a year and before that was a salesman in the Memphis territory several years.

Funeral services for Brother George E. Rueppel, S. J., founder of radio station WEW at St. Louis university, the oldest radio station west of Pittsburgh, were held Monday. He was 82. He started WEW, with the dial letters 9YK, about the time KDKA took the air in Pittsburgh.

Clarence M. Turley, secretary-treasurer of the St. Louis Amusement Co. and manager of the Ambassador and Missouri theatre-office buildings, has been elected to the board of directors of the Building Owners and Managers Ass'n of St. Louis, Inc. . . . Ben Reingold, St. Louis manager for 20th-Fox, was to leave June 6 to spend three weeks in Florida fishing and enjoying his first vacation in four years. He was to be accompanied by Jules Leventhal, St. Louis theatre owner.

The 20th-Fox Family club picnic was held at Suburban Gardens in St. Louis county June 2 . . . Raymond J. McCafferty of Alton has been added to the 20th-Fox booking staff as third booker. McCafferty is the father of two-month-old twin daughters.

Gloria Nikki Caporal, daughter of Mr. and Mrs. John Caporal, is engaged to William George Manders of Detroit. The father of the bride-to-be is an owner of the Wellston Theatre . . . The U.S. engineers office here soon will receive bids on the construction of an army motion picture service depot.

Eva Wassen of the 20th-Fox office is going to California for a month's visit . . . MGM will screen "Living in a Big Way" at the S'Renco screening room at 1 p. m. June 9 and "Fiesta" at 1 p. m. June 23 . . . Helen Bliss, soprano, just back from London, is visiting here with her mother, Mrs. Albert Lipp of the Congress hotel. Next week they will drive to Los Angeles, where the singer will read the script for a new musical, "Allegro," in which Richard Rodgers of "Oklahoma!" fame has offered her a leading role.

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Jack Flynn Dinner Is Set for June 30

CHICAGO—A working committee met at the Variety Club to further discuss plans for the dinner to be held in honor of Jack Flynn, retiring Midwestern sales manager of Loew's, Inc. Eddie Burnell served as chairman. The group decided upon June 30 as the date and Boulevard room of Continental hotel as the place. Members of the committee are: James Coston, Warner Bros. Theatres; John Balaban of B&K Corp.; Arthur Schoenstadt, Schoenstadt circuit; S. J. Gregory, Gregory circuit; W. F. Banford, MGM; B. J. Lourie, Columbia; Will Baker, Republic; A. J. Shumow, Warner Bros.; Tom Gilliam, 20th-Fox, and M. M. Gottlieb, Universal.

Chicago Ticket Tax Authorized by Bill

SPRINGFIELD—Representative James J. Ryan of Chicago has presented a bill in the Illinois house to permit Chicago to impose a series of special taxes, including a levy on amusement admissions. The new taxes are intended to bolster the Chicago treasury which is facing a threatened deficit of large proportions.

Mid-June Opening Seen For Richmond Drive-In

RICHMOND, IND.—A mid-June opening is planned by Robert L. Hudson for the drive-in theatre he is building west of here on highway 40. Work on the project is in its finishing stages. Hudson also plans to build a theatre in Kendallville.

MILWAUKEE

Gordon Hewitt, California's gift to golfdom, became involved in sand traps, water holes and things on his last round and shot 176 . . . W. D. Young of SRO is in town arranging screenings on "Duel in the Sun," for circuits and independents. Young is seeking office space, and will reside here . . . While on the coast Benny Benjamin purchased an $18.75 sport shirt for $8, and has all the boys bidding for it . . . Gene Ernstein, Film Classics treasurer, was in for talks with M. E. Mazur, local manager.

Lou Elman planed to Minneapolis . . . Isabelle Matecki returned from vacation . . . Hugo Vogel spent the holiday in Minneapolis and toured the golf links while there . . . W. C. Fischer, Campo, Campbellsport, was in town . . . Joe Imhof, PRC manager, attended a sales conference in Chicago . . . All exchanges shuttered except for skeleton crews over Memorial day . . . Milt Abram of Film Arts is waking up screaming these days. Seems the Film Arts phone number is identical with that of the Railway Express Co. except for the exchange. Abram constantly gets calls to pick up trunks, dogs, cats and tractors.

Helen Harsh of RKO vacationed . . . Harry Goldberg of the Warner Theatres home office advertising and publicity department was in for confabs with Al Kvool, H. Mintz and Sonny MacDonald . . . Walter Blaney, RKO office manager, is residing at his lake summer home once more . . . The Oldtimers club is moving along nicely and it won't be long now before the committee sits down to formulate plans for future meetings. The club limits membership to showmen with 25 years service . . . Towne Theatre tied in with Patricia Stevens models, Hixon's clothes and Orrin Tucker's band in a style show at Hotel Schroeder in connection with the premiere of "Copacabana" at the Towne.

"Kit Carson" Markowitz, Strand manager, and Art Stanish of the Garfield and your scribe were caught between drops near the Schroeder during the late Saturday cloudburst. After about an hour's wait for a cab a highly sun-tanned lass approached Markowitz and said, "Look, Doc, we're one boy friend short and you don't seem to be very busy. How's about it?" Markowitz was so flustered he muttered, "Well, you see, miss, I'm not angry with anybody, but I'm short on folding money" and dashed for cover.

Betty Dieringer, onetime Milwaukee lass, is making the Hollywood grade . . . Louis Calhern, playing here in "The Magnificent Yankee," told interviewers about his latest picture, "Arch of Triumph" . . . Sid Margoles, Regal Theatre operator, is selling half pounds of candy with Regal passes for the lucky finders.

When Heinz Roemheld, former Milwaukeean and now Hollywood music composer, was in town, he huddled with Harold J. Fitzgerald relative to a symphony Roemheld plans to write for Wisconsin's Centennial in 1948.

Charley Trampe is busy with plans for the national Monogram managers and franchise holders convention to be held at Hotel Schroeder here July 18, 19 and 20. Many of the Monogram people will stay over for the ITO-sponsored outing at Brown's Lake July 21.

Joe Reynolds, Oriental manager, was out on the pitch and putt course the other day . . . Lou Elman toured Lincoln Park armed with a putter and six iron, scoring a neat 45 . . . George Gonis of the Liberty and Bill Exton of the Roosevelt, Kenosha, were among the Row visitors last week.

Pioneer Circuit Airs Business Outlook

STORM LAKE, IOWA—The spring meeting of the Pioneer Theatre Corp. was held at Cobblestone Inn here last week with representatives of all Iowa houses in the string present. Plans for the summer and fall were outlined with a discussion of present conditions as they affect the theatre outlook. All Storm Lake theatres are members of the Pioneer organization.

Present were the following: Art Downard, manager of the Arrow, Cherokee; James Gray, manager of Casino and Chieftain, Sac City; Percy Long, manager of Webster and Iris, Webster City; Del Farrell, assistant manager, and Bill Arts, manager, Carroll theatres; Lee Beckley, manager Grundy, Grundy Center; Bill Hill, manager, Storm Lake houses; Tony Podolinski, assistant manager, Webster City houses; Ray Walters, manager Iowa and Howard, Jefferson; Don Smith, Carroll, district manager; Herman Fields, associate owner of Pioneer Theatres and manager of the Clarinda theatre; Gertrude Framhein, St. Louis Park, Minn., office manager of Pioneer headquarters; Harold Field, president of Pioneer; Truby Bell, manager, Grand, Atlantic; Gordon McKinnon, manager of Spencer houses; Al Hansen, manager of Perry theatres; Art Farrell, manager of Atlantic theatres; Jack Bateman, assistant manager of Spencer theatres; and Roy Hildebrand, Sac City, maintenance engineer for the circuit.

'Dick' Phillips Takes Over Rockwell City Theatre

ROCKWELL CITY, IOWA—The Phillips Theatre Co. has been organized here by R. M. "Dick" Phillips of Cherokee and Oky Goodman, formerly of Rockwell City but now of Villisca.

The Phillips Theatre Co. will operate the local theatre under its present name, Empress. Phillips is buying a major share of the business, taking over all the interest of former Manager R. A. David. Goodman will retain an interest in the theatre but will leave the active management entirely up to Phillips.

Phillips was manager of the Arrow at Cherokee prior to his resignation early this spring.

Bill Boyd to Lead Parade In Des Moines July 2

DES MOINES—William Boyd, "Hopalong Cassidy" of the films, will come to Des Moines to act as marshal for the July 2 parade opening Hawkeye Holiday—an all-Iowa celebration inaugurated this year. Boyd will bring his famous horse, "Topper," and will ride at the head of the parade. Boyd's last appearance here was during the war in connection with a bond drive. He was almost mobbed as he sold bonds at a public rally on a downtown street.

Iowa Exhibitors Invited To Des Moines Picnic

DES MOINES—Variety Club tent 15 is sponsoring a picnic to be held Monday, June 30, at Riverview park for all film exchange employes, circuit employes, exhibitors and theatre owners throughout the state—and their families. The exchanges will close at 1:30 p. m. and the picnic will begin at 2. Individuals will bring their own picnic dinners, or arrange to eat at the park. Further plans will be announced in a week or two.

Rodeo Queen to Ride With Eddie Dean



BRONC-BUSTIN' RODEO QUEEN—Before thousands of Kansans and 11 disappointed contestants in the Topeka Municipal auditorium, Mrs. Eileene Hardin of Hepler, Kas., was greeted by Gov. Frank Carlson, who read a telegram from Eddie Dean, PRC star, saying that she had been chosen to ride with Dean as queen of the Santa Fe Trails diamond jubilee rodeo to be held in Topeka July 4.

The blond queen from Hepler breaks her own horses and sometimes rides as cowpuncher on her father's 3,000-acre ranch. She will ride with Dean at the gala festival and will appear with him in scenes from "Fighting Kansans," to be shot during the celebration. She will also be offered a screen test by PRC. Promoters of the stunt appear above with the winner. They are, left to right, Art Holbrook, WIBW studio manager, Topeka; Ben Ludy, general manager of Capper radio stations; Mrs. Hardin; Beverly Miller, PRC district manager from Kansas City; Milton Overman, PRC publicist from Kansas City, and Billy Baucom, publicity chief of WIBW and KCKN in Kansas City, Kas.

Cold Retards Farm Crops, May Show at Boxoffice

MINNEAPOLIS—Industry leaders here are worried over the unseasonable cold weather which has carried over into June and affected crop prospects unfavorably.

With the territory mainly dependent upon farm prosperity for its boxoffice welfare, small crop yields undoubtedly would injure business substantially, even though agriculture, generally speaking, is well heeled financially and able to withstand some rough going.

Farm prices remain at a high level and all that's needed to insure another good year for exhibitors, it is believed, is good crops. It is still too early to determine what the yields will be this summer and fall, and even though crops have been retarded by the low temperatures, there is nevertheless a chance for at least near-normal returns, according to agriculture experts.

Nate Sandler to Enlarge Coed in Fairfield, Iowa

FAIRFIELD, IOWA—Nate Sandler has announced that plans are under way for the remodeling of the Coed Theatre here. In addition to the redecorating, the work calls for an increase in the seating capacity of the house. Robert Dunnack is manager of the Coed.

Klug Brothers Retire; Sell at Kenyon, Minn.

KENYON, MINN.—A brother combination, Howard and John Klug, has sold the Time Theatre here and the State Theatre, Zumbrota, Minn., to another brother combination, Orphield and Arnold Gilbertson of Willmar, Minn. The new owners have already taken over.

The Klug brothers are veteran exhibitors. They entered the business in Zumbrota 26 years ago. Ten years ago they built the Time in Kenyon. Since then, Howard has operated the Kenyon and John has remained in Zumbrota. They will retire now.

Under the new management, an identical arrangement between the Gilbertson brothers will be maintained.

Hattie Elder Sells Orpheum

TIMBER LAKE, S. D.—The Orpheum Theatre here, owned and operated by Mrs. Hattie Elder since the death of her husband Lee Elder, has been sold to Henry Humann of Eureka, S. D. Humann will take possession early in June.

Harlan Cozy to Close

HARLAN, IOWA—The Cozy Theatre here will close during July and August.

Industry Undisturbed; Price Cuts Unlikely

MINNEAPOLIS—The "rebellion" against admission prices at Hawley, Minn., the first in the territory, apparently is not causing any undue concern in the industry here and no serious consideration is being given at this time to lowering of scales, even though North Central Allied heads, commenting on the Hawley incident, declared "the handwriting is now on the wall." Major and minor circuits and individual exhibitors can see no justification or reason for reduced admissions at present.

The Hawley outbreak started when high school students picketed the Garrick in protest against the 40 cent admission price for children over 12. They had to call off the picketing when town officials ruled it illegal. In its place, however, they have instituted a boycott against the showhouse. Manager R. H. Veiths is still refusing to accede to the demand for a lower price.

Industry leaders here say that, due in large part to farm prosperity and high agricultural purchasing power, business in the majority of the territory's situations is holding up relatively well so far. They do not foresee any important early decline.

These leaders justify the present admission scales on the basis of high operating costs, with film, labor and other items of expense at record levels. They deny "excessive profits and earnings" from present-day operations.

Paramount Puts Weiss In Northern Minnesota

MINNEAPOLIS—Jerry Weiss, transferred from Chicago, is an addition to the Paramount sales staff, replacing William Mussman in northern Minnesota. Mussman was elevated to the post of sales manager at the local exchange by Ben Blotcky, branch manager.

L. G. Ballard Sells the Rio To Fayette, Iowa, Grocer

WALL LAKE, IOWA—L. G. Ballard has sold the Rio here to R. C. DeBow of Fayette. DeBow has been in the grocery business in Fayette and this will be his first venture as a theatre owner. Ballard has operated the Rio for the last ten years. He will assist the new owner in management of the business.

'Sim' Heller New Owner Of Northfield Theatres

NORTHFIELD, MINN.—It now develops that E. O. Olson, former Deer River, Minn., superintendent of schools, did not buy the Grand and West theatres here, but that the purchaser is S. A. "Sim" Heller, Grand Rapids, Minn., circuit owner. Olson, however, will manage the houses.

Back After Vacation

MANHATTAN, KAS.—William Marshall, house manager of the Wareham Theatre here, has returned to work after a week's vacation in Wichita. Marshall was in charge of the four TEI houses here during the time Dave Dallas, city manager, and James Keller, assistant manager, attended the TEI managers convention in Dallas.

Sproules to Build Drive-In

HUTCHINSON, KAS.—Sproule Bros., who have theatres here and in Wichita, will build a local drive-in theatre as soon as material can be purchased and other arrangements made. The location for the 500- to 600-car open-airer has been selected. Lee Sproule of Wichita said he hopes to open the situation by early September.

Stanley Schwartz Injured

KANSAS CITY—Mr. and Mrs. Stanley Schwartz, the owners of the local Southtown and Tivoli theatres, were critically injured in an automobile accident near Columbia, Mo., during their return from New York City. Both are in a hospital in Columbia.

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From the BOXOFFICE FILES

• • •

(Twenty Years Ago)

FOR the second time in two consecutive months, Russell C. Borg, booker and city salesman, for Educational Films in Kansas City, has won the hall of fame contest. Salesmen from 36 Educational exchanges competed . . . Ed Peskay has been appointed manager of the Kansas City branch of the Producers Distributing Corp., succeeding C. D. Schultz, who has joined the Midwest Film Distributors. Peskay has been an exhibitor at St. Joseph.

* * *

Joe Manfre, city salesman for Paramount in Kansas City, has been appointed a member of Paramount's 100 Per Cent club. Joe led the salesmen in the western division from August to December 31 of last year . . . Billy Andlauer, photographer, has been appointed Kansas City representative for Paramount News and will now serve Paramount exclusively.

* * *

R. R. Biechele was re-elected president of the Motion Picture Theatre Owners of Kansas and Western Missouri at the ninth annual convention of the organization at Topeka, recently. The convention was considered highly successful and it was decided to hold such a convention semiannually.

* * *

W. P. Bernfield, Kansas City, has joined the PDC sales force . . . Eph Rosen, Tiffany branch manager, went to Tulsa . . . A. H. McLaughlin, recently appointed midwest division manager for Tiffany, visited Kansas City.

Broker Leak Entering Kansas-Missouri Area

DALLAS—Arthur B. Leak, theatre broker with headquarters here, announces the following theatre sales through his office:

The Fort Theatre in Fort Gibson, Okla., to V. R. Vermylas of Lubbock, Tex.

The Rialto of Lyndon, Kas., to H. B. Johnson of Paola, Kas.

The Ritz in Jenks, Okla., to Paul Kirkham of Kansas City, Mo.

The Bogata, Bogata, Tex., to Dom Buffo, Hartshorne, Okla.

The Royal, Henrietta, Tex., to Jesse O. Young jr. of Oklahoma City.

The Broncho Theatre, Benning, Okla., to James Davis, Los Angeles.

The Bryson, Bryson, Okla., to J. M. Shade, Sweetwater, Tex.

The Majestic, Amherst, Tex., to W. T. Ash, Big Lake, Kas.

The Roxy, San Angelo, Tex., to Les Dollison, Vaughan, N. M.

The Star, Abilene, Tex., to Paul K. Sharpe Mount Carmel, Calif.

Leak recently extended his territory to include the Kansas and Missouri area.

National Screen Moves

KANSAS CITY—National Screen Service here has completed its moving project from its former Wyandotte street location to quarters at 1800 Baltimore avenue. Offices are temporarily on the fifth floor. Until such time as the firm gets settled in its new building, Hazel Buell, office manager, says, perhaps by way of apology: "We're still a little confused here."



BETTER DRIVE-INS CHOOSE RCA ---WORLD'S FINEST EQUIPMENT

You must see and hear to really appreciate the superior quality

Behind-the-Screen Sound in Your Own Car!

The RCA in-car speaker gives sound on a par with the best RCA-equipped theatres.

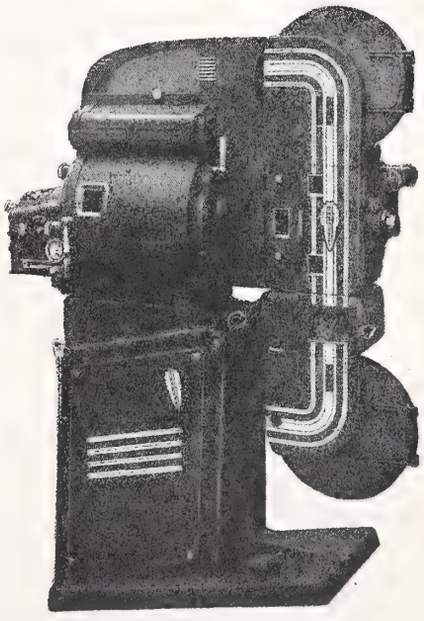
Now is the time to start planning drive-in theatres — a few months this year will pay big dividends.

RCA, as the field's first drive-in supplier, continues to lead all through the years. RCA laboratories in Princeton, N. J. and RCA engineers throughout the world continue to work on drive-in equipment improvement.

By all means arrange to see and hear this miracle equipment.

At this time we can take care of your COMPLETE theatre equipment needs.

This same high-quality equipment is available for theatres of all kinds and types.



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The following area drive-ins are being equipped with RCA drive-in equipment from Missouri Theatre Supply:

Kansas City, Mo.
Kansas City, Kas.
Topeka, Kas.
St. Joseph, Mo.
Springfield, Mo.
Joplin, Mo.
Enid, Okla.
Okla. City, Okla.
Tulsa, Okla.
and two in Wichita, Kas.

DES MOINES

The meeting of the Motion Picture Foundation panel and a Variety Club dinner brought several out-of-town theatre owners to Des Moines last Monday. Barney Brotman of Moline, who attended both meetings, was feeling chipper because his daughter Lucille and granddaughter Elaine Ruth have arrived in Moline from their home in Detroit to spend the summer. Barney's other daughter, Lala, will spend the summer in Iowa City attending the University of Iowa.

Barney was also spreading the news about the Variety Club outing to be held in East Moline July 31. This is the annual Tri-City all-day outing, and it is expected that some national Variety Club representatives will be on hand to help celebrate.

Jack Greenberg, NSS, spent last weekend in Minneapolis . . . Ethel McNichols of NSS is on vacation . . . Jim McCann, MGM salesman, is being transferred to the Milwaukee branch . . . Three Warner's employes are vacationing this week, Norman Holt, booker; Bernice Lee, availability clerk, and Donald Beal, shipper.

Verneal Anderson is a new girl at Universal, replacing Dottie Wolf . . . Bernice Lower and Mable Magnusson of Universal are on vacation. Mable is spending hers in Minnesota, fishing.

Herb Berman, Columbia salesman, was host at luncheon Monday for three Universal salesmen—the result of a bad golf game on Herb's part, we understand . . . The Sol Yeagers have named their new son William Lawrence, and Sol is really the proud father . . . Bill Feld, Eagle-Lion district manager, visited the PRC and Eagle-Lion exchange . . . Thelma Jolliffe, Republic, spent the Memorial day holidays in Havelock, Iowa.

Don Rockwell, manager of the Danbury, Iowa, theatre, writes in to say that in western pictures he has never seen the saloon patrons pay for their drinks. Maybe they are all on the house, Don!

Lucille Wesp, secretary in Tri-States advertising department for several years, has been appointed secretary to A. H. Blank, filling the shoes of Maxine Bishop, who leaves soon to be married. Isoline Woodruff will take over in the advertising department. Isoline has been with an advertising agency and prior to that was a secretary at the Register and Tribune.

Bill Hill, manager of the Storm Lake theatres, has won acclaim for his Saturday matinee policy. Hill has scheduled wholesome pictures for the younger crowd—"crime pictures and other undesirable films are strictly taboo."

The Harry Warrens are back in Des Moines for three months and have rented a house . . . J. C. Sandler, son of Nate Sandler, was married May 30 to Esther Kroloff. The ceremony took place at the Standard club and the couple is honeymooning in Chicago. Sandler is connected with Columbia records here.

Howard Goldin Operating Sex-Angle Films at Folly

KANSAS CITY—Howard Goldin, old-time showman in this area, is running a summer program of films at the Folly Theatre, normally a burlesque house during the winter months. Policy will be off-brand films with a sex angle, one or two changes a week. Prices for the double bills is 60 cents, no children admitted.

This summer policy marks the first time that films have made up the entire warm-months program. The first bill offered under this setup was "Probation" coupled with "Girls of the Underworld." Succeeding films include "Sins of Love" and "Fig Leaf for Eve." Warren Irons is owner of the theatre.

Mrs. Mary McGuill Sells

KENNEBEC, S. D.—Mr. and Mrs. Richard Wagner, farmers living a few miles northeast of here, have purchased the Gala Theatre from Mrs. Mary E. McGuill. The Wagners plan no immediate changes in operating procedure.

Bob Malek a Shriner

INDEPENDENCE, IOWA—Manager Bob Malek of the Malek was one of a class of 165 initiated into the Shrine in Cedar Rapids recently. About 2,000 Shriners were present. Malek is also a member of the local Blue lodge, Chapter and Commandery.

COMPLETELY NEW
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"Where Filmrow Friends Gather"
Open Daily at 4 p. m.

Eddie Dean to Appear

KANSAS CITY—Eddie Dean, PRC player who will be grand marshal at the Santa Fe Trails rodeo in Topeka July 4, will appear in Ellsworth, Kas., for the 80th anniversary of that community. According to Beverly Miller, PRC district chief here, other dates for Dean are available. "Although bookings are available, no exact dates can be set at this time," Miller said.

Opens Lotawana Airdome

KANSAS CITY—Martin Stone, co-owner of the Screenland cafe on Filmrow, has opened an airdome theatre, the Lotawana Outdoor Theatre, at nearby Lake Lotawana. Policy will be single bills, "the best of the old ones," on weekends only. Projectionist is George Barrett of the local Folly Theatre.

Horror for Friday 13th

MINNEAPOLIS—As a Friday the 13th stunt this month, the Orpheum here is presenting a special midnight "double horror" show at regular 70 cent admission prices. The pictures for the one show only will be "Brighton Strangler" and "Body Snatcher." Both are reissues.

Buys Star, Harden Theatres

MILLER, MO.—Charles A. Meeker, owner of the Roxy in Everton, has taken over the local Star Theatre from Byron Elliott, who is now attending Missouri university. Meeker has also bought the Hardin Theatre in Hardin from Glenn Lentz.

New House at Ulysses

ULYSSES, KAS.—Ben H. and Bo Crocker are building a $115,000 theatre here. Completion date is not announced. Busbeem and Raugh of Salina are the contractors.

Des Moines Variety Sets Charity Sights

DES MOINES—Plans for a big charity program, including the sending of 50 boys to Y camp this summer and providing a hospital room in each of the three Des Moines hospitals to take care of needy cases, were discussed at a meeting of the Variety Club Monday in the Standard club.

As part of its fund-raising program to finance the charities, the club will give away prizes at its dance in the Val-Air ballroom August 15. First prize will be a Ford station wagon, second a combination radio, and third a refrigerator.

A report on the national convention in Los Angeles was received at the meeting from Nate Sendler, Butch DeFrenne and Gordon Halloran, delegates of the local tent. Recordings of the meeting were played for the members.

Des Moines Plans Made By Foundation Panel

DES MOINES—The first meeting of the local Motion Picture Foundation panel was held here June 2 at a luncheon given by A. H. Blank, national trustee and president of Tri-States Theatre Corp. Tentative plans were set up for the permanent organization of the panel. Those attending were Nate Sandler, president; G. Ralph Branton, D. C. Kennedy, J. H. Foley, W. C. Johnson, Lou Levy, Charles Iles, Lawrence Dunn, Ted Mendenhall and Barney Brotman.

L. Z. Henry's 20th Year

PLATTSBURG, MO.—L. Z. Henry, owner of the Lyric Theatre here, celebrated his 20th year in show business June 1. Before moving here in September of last year, Henry operated several Iowa and Minnesota theatres. His first house was the Palace in Exira, Iowa, and he installed the first sound equipment in southwestern Iowa 19 years ago at Creston. Henry said that he would wait another five years before having a celebration.

Granada's 18th Birthday

KANSAS CITY, KAS.—Celebrating the 18th birthday of the Granada Theatre here, Manager Charles Barnes gave a party last Wednesday night for his "guests." Between the two evening showings of "The Egg and I," Barnes had cup cakes passed out to each member of the audience. One of the cakes contained a capsule housing a $100 gift bond convertible at a local jewelry store.

Sale at Knob Noster

KNOB NOSTER, MO.—R. F. Ramsey of Holden has purchased the Victory Theatre here from E. B. Kaiser. Kaiser bought the house from Commonwealth a short time ago.

Fire Extinguisher Fails: Four Reels Destroyed

Clarence, Mo.—Four reels of film were destroyed and other damaged was caused by fire in the Silver Theatre projection booth. Charley Pollard, operator, and W. C. Silver, owner, found after fruitless attempts to use the fire extinguisher that the extinguisher was defective. The fire-resistant booth prevented the flames from spreading. Patrons who had to leave were given free admission to a subsequent program.

'Yearling' Rides Crest Of Minneapolis Swell

MINNEAPOLIS—Helped by the Memorial day holiday, business boomed the past week. There were only three major newcomers, but each was well in the money. "The Yearling" sent Radio City's gross skyward and "Calcutta" zoomed at the State. "Honeymoon" also did nicely for the Orpheum. It was the sixth week downtown for "The Outlaw," the fourth for "The Farmer's Daughter," an especially topnotch boxoffice attraction here, and the second for "The Late George Apley," "Blaze of Noon" and "Smash-Up."

(Average is 100)

Aster—**Tall Timber** (Indie); **Black Stallion** (Indie)....100
Century—**The Late George Apley** (20th-Fox), 2nd d. t. wk. 110
Gopher—**The Brasher Doubloon** (20th-Fox)....120
Lyric—**Blaze of Noon** (Para), 2nd d. t. wk....110
Pix—**The Outlaw** (UA), 6th wk. 110
Radio City—**The Yearling** (MGM) 190
RKO-Orpheum—**Honeymoon** (RKO) 115
RKO-Pan—**The Farmer's Daughter** (RKO), 4th d. t. wk. 125
State—**Calcutta** (Para) 150
World—**Smash-Up** (U-I), 2nd d. t. wk....100

Kansas City Has Quiet Week; 'Mrs. Carrolls' Held Over

KANSAS CITY—Except for "The Two Mrs. Carrolls" at the Orpheum, downtown houses again suffered through an average week. The Orpheum bill, which also included "Big Town," was good enough to warrant a second week, but a completely new program moved into all other houses at midweek. These included "Cheyenne" at the Newman, "Copacabana" at the Midland, "Smash-Up" at the FMW day-and-date houses, and "Hit Parade of 1947" at the Esquire. "I Met a Murderer," English film starring James Mason, moved into the Kimo.

Esquire—**Abie's Irish Rose** (UA); **Backlash** (20th-Fox)....Avg. not set
Kimo—**Bedelia** (Eagle-Lion), 3rd wk.....120
Midland—**High Barbaree** (MGM); **Two Smart People** (MGM)....114
Newman—**Calcutta** (Para), 2nd wk....100
Orpheum—**The Two Mrs. Carrolls** (WB); **Big Town** (Para)....125
Tower, Uptown, Fairway—**The Homestretch** (20th-Fox) 105

Frankie Carle Big in Omaha; 'Daughter' Cozy in Second Week

OMAHA—Frankie Carle didn't break his own house record at the Orpheum, as was predicted, but billed with "Calendar Girl" he did come close. "The Egg and I," doubled with "For the Love of Rusty," was fair in its third week moveover at the Omaha. "The Farmer's Daughter" had a nice second week at the RKO-Brandeis.

Omaha—**The Egg and I** (U-I), 3rd d. t. wk.; **For the Love of Rusty** (Col) 95
Orpheum—**Calendar Girl** (Rep), plus **Frankie Carle** on stage 150
Paramount—**It Happened in Brooklyn** (MGM)..... 95
RKO-Brandeis—**The Farmer's Daughter** (RKO); **The Devil Thumbs a Ride** (RKO), 2nd wk....110
State—**Suddenly It's Spring** (Para), 2nd run; **Out California Way** (Rep) 105
Town—**Valley of Fear** (Mono); **Probation** (CHE), reissue, split with **If I had My Way** (U-I), reissue; **Thundering Desert** (Rep) 100

'Carrolls' Average at Des Moines; Other Percentages Unavailable

DES MOINES—Boxoffice percentage figures were unavailable at the two downtown Tri-States theatres. However, reports along Filmrow indicated that "The Egg and I," playing at the Des Moines, as well as at the outlying Roosevelt and Ingersoll, was doing a terrific business. Predictions were that the picture would be held over for another week at possibly two Tri-States houses. "Abie's Irish Rose" was playing at the Paramount.

Only downtown theatre reporting on business the past week was the Orpheum.

Orpheum—**The Two Mrs. Carrolls** (WB); **Blondie's Holiday** (Col)....100

New House for Bevier

BEVIER, MO.—This community soon is to have its first theatre for sound films. A 227-seat house, plus a modern canteen, is being built by Clifford Byler and Lloyd McHenry. The frame building with a stucco front will be completed the middle of this month and will be named the L-C. Byler and Warren Carter opened the CB Theatre in Bucklin last fall.

Dickinson to Be Cooler

TOPEKA—A permit for remodeling and installation of a new air conditioning plant in the local Dickinson Theatre has been issued by the city building inspector. Cost was estimated at $5,000 and the work will be completed by October 1.

Paddy Picks Up the Purse; His Owner Goes Betless

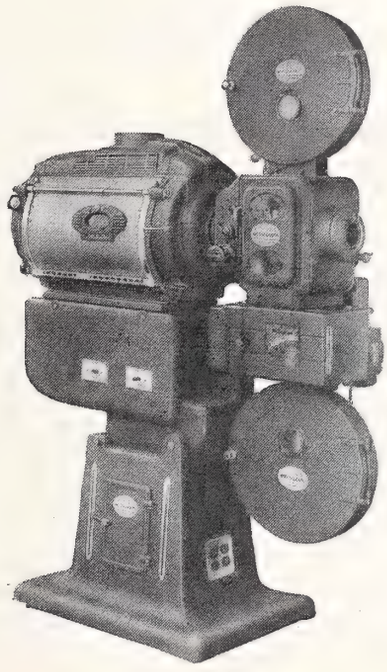
BEATRICE, NEB.—Frank Hollingsworth, owner of the Victory Theatre here, is an especially popular man during the Ak-Sar-Ben horse racing season.

When he isn't horsing around the theatre, he's watching his own ponies run in the Ak races. That should make him a pretty good source for inside dope—that is, except when his own nags are running.

One exception came last week. Frank refused to tout his own horse, Paddy D. Neither did he bet on him.

Iz Weiner, U-I salesman, knew all this. But for some reason—maybe it was the name—he had confidence in Paddy D. It paid—on the nose.

In advance of its times . . .



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KANSAS CITY

Charles Oliver, Warner Bros. head booker, is in Arkansas on vacation . . . Mrs. Bessie Buchhorn, head inspector at the exchange, lost her husband May 31. Almost the entire office staff attended the funeral Monday afternoon . . . On Filmrow were Ward Spielman of the Gem in Baldwin, Kas., and Frank Weary of the Farris, Richmond, Mo.

O. K. Mason, vice-president of Commonwealth, was on a fishing trip in Canada . . . Eight-year-old Linda Baker, daughter of George Baker, won fifth place in the horsemanship class at the Saddle and Sirloin club horse show. Riding Valjean of the Highlands in the class for children 17 years old and under, Linda was the youngest rider in the event.



O. K. MASON

Dewey Gates, who recently sold the Lake Theatre in Johnstown, Colo., and who at one time was located in this territory, was a visitor at Pennington Poster Service Tuesday morning . . . Mrs. Delma DeHart, branch manager's secretary at United Artists, is on vacation . . . So are Mary Jeffries, contract department; Woody Walker, booker; Bernice Tighe, inspector, and Evelyn Bressel, bookers' secretary, all of MGM. Miss Bressel is making her first trip to New York during her leave.

Visiting Filmrow and National Theatre Supply this week were Frank W. Meade of the Meade Theatre in Kingman, Kas.; Gene C. Michael of the Michlo, Braymer, Mo.; Ray Miner, Miner, Moran, Kas.; W. W. Weldon, Joy, Lathrop, and Mrs. G. W. Moskow, Regal, St. Joseph, Mo.

Kisses, made of candy, were part of the exploitation Bernie Evens, MGM publicist, used on "High Barbaree," playing this week at the Midland. Two girls, one wearing a large portrait of Van Johnson on her back and the other wearing a likeness of June Allyson, passed out the sweets downtown the day before opening and opening day.

R. R. "Dick" Biechele returned from his continuous siesta in the Ozarks . . . Parke Agnew, home office master booker, and John Ash, auditor, were guests of Bernie Evens, MGM publicist, at a special screening of "Cynthia" . . . M. B. Presley of the Globe in Savannah, Mo., is celebrating his 17th year as an exhibitor in that town. He has been in exhibition well over 20 years.



M. B. PRESLEY

Harold Hume, district booker for Fox Midwest, spent the recent holiday at his farm in California, Mo. Fishing was to have been the chief form of relaxation but luck just wasn't with Harold last weekend. He stood on a sand bar from a little after midnight until 6:00 a. m. and caught one catfish. Catfish had gone out of season half an hour before Harold dropped his first line.

Gladyce Penrod and Barbara Willman of Paramount returned from vacations. Gladyce took quite a jaunt during her two-week absence, visiting high spots in California, Arizona, New Mexico and Nevada. She even got to Nogales, Mexico.

National Carbon Co. visitors at Stebbins Theatre Supply were Bill Kunzman of Cleveland and C. E. Heppberger of Chicago . . . Amy Armstrong, bookkeeper at Universal and Tommy Lawson, district booker at the same office, were on vacation . . . Ed Heiber, district manager at U-I, returned from a business jaunt to Omaha.

Ralph Morrow, city salesman at Universal, and his son Ralph jr., are on vacation at Lake Taneycomo fishing with Bill Pinet of the Forsyth at Forsyth, Mo. . . . Evelyn Kessler, secretary to Bob Shelton, film buyer at Commonwealth, is on vacation . . . Gretchen Brown, secretary to Clarence Schultz at the circuit's home office, spent the Memorial day holiday in Brunswick, Mo., her old home town.

Don "Hi-Fi" Davis of RCA returned last Saturday from a trip to St. Louis and points west . . . Ben Marcus, district manager, and Tom Baldwin, local manager, went to Columbia's semiannual district and branch managers meeting in Chicago. The sessions began Sunday and ended Friday . . . Hugh Norbell is the new assistant shipper at Columbia.

Cal Bard, former theatre builder and now of the Kwizz Kard Co. of Tulsa, was in the PRC exchange talking over old times with Larry Larsen of Webb City and Milt Overman, publicist at the exchange . . . Exploitation invaded the Screenland cafe this week with a special "Duel in the Sundae" for 25 cents. Frozen strawberries over vanilla ice cream, it was.

Ted Barker, publicist for Loew's Theatres in St. Louis, who has been filling in for Howard Burkhardt at the Midland here during the latter's vacation, has been promoted to advertising and publicity chief of the five Loew's houses in Cleveland. Leaving here Thursday, Barker went to New York before assuming his new post. Mike Cullen, district supervisor, will fill in until Burkhardt's return from the east.

Delbert Farrell Promoted To Jefferson Houses

CARROLL, IOWA—Delbert Farrell, manager of the State, has been named manager of the two Pioneer circuit houses in Jefferson, Iowa, according to an announcement by Don J. Smith, Pioneer district manager.

"In line with the company's policy of promotions, Farrell is now being promoted to a town of his own," Smith said.

Smith has been with the company since 1938, first in the capacity of operator, then assistant manager, and later, manager. On his return from army service, he was placed in charge of the State.

Farrell will replace Ray Walter who has resigned and is planning to retire and live in Minneapolis.

Owners to Convert Garage For Sioux City Theatre

SIOUX CITY, IOWA—A motion picture theatre is to be established here in the north side business district in a building formerly occupied by the Cleveland garage. Announcement of plans for the theatre was made by Albert M. Seff, attorney for the owners of the project. Seff said that about $60,000 will be spent for seats and equipment exclusive of the remodeling costs. The theatre is expected to be ready for opening about August 1. Seating capacity of the house is to be 500. Plans call for air conditioning.

7-Day Operation Started At Sun, Woodward, Iowa

WOODWARD, IOWA—The Sun Theatre here will be open seven nights a week during the summer months, according to the manager, Mrs. Norman Hanson. Mrs. Hanson said the new schedule will be in the nature of an experiment and if successful will become a permanent policy. Heretofore the Sun has been closed Wednesday and Thursday. Mrs. Hanson said also that the Sun would drop newsreels and add a second comedy to its programs.

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'Duel' Bow to Blanket Midwest Next Week

KANSAS CITY—Nine exploitation representatives, tieups with merchants ranging from ice cream producers to juke box operators and 103 day-and-date bookings will help David O. Selznick make a mighty splash when his "Duel in the Sun" breaks throughout the midwest June 12.

Sixty simultaneous openings in this exchange area will include 31 Fox Midwest theatres, 13 Commonwealth situations, five Dickinson houses, three Durwood theatres, and one Theatre Enterprises location. In addition, six independent theatres will show the super-western day and date with the Midland Theatre here. These are the Temple in Yates Center, Kas.; the Ritz, McPherson, Kas.; Lido, Downs, Kas.; Ozark, Eldon, Mo.; Roxy, Bethany, Mo., and the Rigney, Albany, Mo.

Tieups include the Franklin Ice Cream Co., Crown Drug stores, RCA Victor distributors, Arthur Murray dance studios, juke box operators, and windows in seven retail stores in Kansas City alone. A "Duel in the Sun" night at the local El Casbah room June 10 will feature the Varsoviana, folk dance from the film. Juke box operators will release Tommy Dorsey's "Got to Get Somebody to Love" featured song from the show, in all their machines June 7.

Selznick publicity men in this area during the week were Claude Morris, chief of exploitation for Selznick studios; Ben Babb of the Hollywood office, George Wood of the St. Louis office, and Max Bercutt, Phil Lees, Milton Watt, Julian Bowes, Herb Jennings and John Barry.

Twelve Iowa Cities Get 'Duel' Day and Date

DES MOINES — "Duel in the Sun" will open simultaneously in 12 Iowa cities, including Des Moines, June 10.

It will run at advanced prices under a roadshow policy that will break precedent by introducing the western drama to these Iowa cities on the same date: Cedar Rapids, Decorah, Vinton, Winterset, Boone, Clinton, Burlington, Mason City, Ames, Fort Dodge and Charles City.

During the same week, "Duel" will open in Davenport, Waterloo, Ottumwa, Sioux City, Muscatine, Shenandoah, Red Oak, Council Bluffs and Marshalltown.

In Des Moines, "Duel" will play at two Tri-States houses: the Strand (downtown) and the Ingersoll (neighborhood).

OMAHA

Tri-States Theatres are giving district managers a try at general manager duties during the summer campaign. A. G. Stolte, Des Moines, was in charge during May and spent last week in the Omaha territory with District Manager William Miskell. Now Miskell takes over for June and will headquarter in Des Moines. It will be District Manager Herb Grove of Davenport at the helm in July.

RKO employes were to picnic at Peony park Saturday . . . Boff Hoff, Ballantyne Co. business manager, is in Chicago on business . . . Jake Mitchell of the Larezzi Machine Works, Chicago, was in the city.

Heavy rains and high wind at a number of spots through the territory made traveling difficult for film salesmen; cut grosses in a number of towns. Newsreels were late in arriving here . . . Don Smith, general manager from Carroll, Iowa, and Herman Fields, partner in the Pioneer circuit, were in town.

Fanny Miller is new as the general clerk at Columbia. She succeeds Pat Daly who returned to Carroll, Iowa, because of illness in the family . . . Joe Jacobs, Columbia manager, left for a Chicago meeting . . . Don Shane, Paramount Theatre pilot, had his arm in a sling for a week. It resulted from a tonsil infection.

Mr. and Mrs. Ira Crane are vacationing in Minnesota. He is manager of the Bonham Theatre, Fairbury . . . Wedding date for Fred Aliano, Columbia shipper, is June 21 . . . W. H. Cooley, father-in-law of MGM's head booker, Fred Fejfar, was buried at Mount Vernon, S. D. Fred was in South Dakota for several days.

Betty Berndt, MGM, became Mrs. Lester Peterson at Spaulding, Neb. . . . Wally Kemp, Tri-States city manager at Grand Island, was laid up several days when a cold settled in his ear.

Visitors along Filmrow included Bruce Jones, Beemer; Mr. and Mrs. C. A. Craig, Plainview; Elmer Wulf, Kingsley, Iowa; Al Wuebben, Parkston, S. D.; Bert Beams, Red Cloud; Eddie Kugel, Holstein, Iowa; John Fisher, Valley; Max Schumaker, Tabor, Iowa; William Tammen, Yankton, S. D.; Arnold Johnson, Onawa, Iowa; E. G. Gannon, Schuyler; Carl Johnson, Red Oak, Iowa, and William Bache, Davenport, Neb.

Two Tri-State city managers in the Omaha territory lost their fathers. L. E. Davidson, Sioux City, attended services for his dad at Cherryvale, Kas. . . . The father of James Redmond, Falls City, died at Beatrice . . . Margie Gagnon, secretary to Branch Manager Frank Hannon at Warner Bros., is vacationing at her home in Yankton, S. D.

John Cannella, Orpheum Theatre, Minneapolis, had some tough luck en route here by auto on vacation. His car rolled, damaging it, injuring him slightly but not hurting his wife and baby. He formerly was treasurer at Omaha's RKO-Brandeis . . . Josephine Maguire, Warners biller, is dividing her vacation between Grand Island and Des Moines.

Ruth Meyers, head inspector at United Artists, leaves for a three-week vacation . . . Norm Nielsen, RKO office manager, will spend his vacation at home awaiting a new car which probably will arrive about the time his vacation ends.

The RKO-Brandeis, which usually has a waiting line most of the time the boxoffice is open, is working on plans to add 400 seats to its present 1,100 capacity. It is also understood that the entire office building may be remodeled, which might mean a new front, etc., for the theatre, although it is in excellent shape at present.

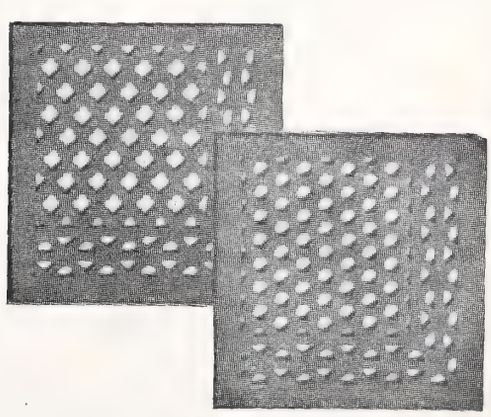
Earl M. Campbell, Trenton (Neb.) exhibitor, rated considerable space with his views in a recent column from Hollywood by Sidney Skolsky. The columnist cites his comments as evidence that the exhibitors "really let a picture have it" when given an opportunity to criticize it from a boxoffice angle.

As Chief Cinematographer

Metro has signed Charles Rosher as chief cinematographer for "On an Island With You."

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MINNEAPOLIS

Richard Wilson, MGM South Dakota salesman, was here over the weekend on his return from a California vacation . . . Bennie Berger, North Central Allied president, and his wife backed Mayor H. H. Humphrey heavily for re-election, even to the extent of running advertisements for him in various publications. The election takes place Monday and it looks as though the Bergers have backed a winner.

A neat spring stunt was that of the Radio City Theatre. On the opening day of "The Late George Apley" a dozen plants were given to the first 400 patrons.

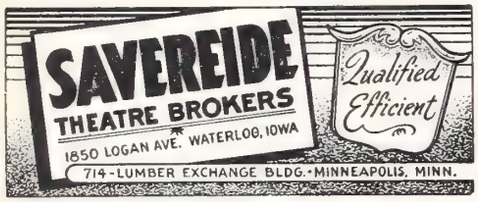
Many Filmrowites took advantage of the three-day Memorial day holiday to visit lake resort spots . . . "Hy" Chapman, Columbia manager, attended the Chicago sales convention this week . . . M. A. Levy, 20th-Fox district manager, reports that the territory's exhibitors are responding "magnificently" to his silver anniversary drive. Business is fine, he says. All the booking combines have bought "Razor's Edge."

More than 100 film industry friends will join together to toss a farewell dinner June 9 for Billy Evidon, Columbia Twin City salesman, who has been transferred to Los Angeles. It will be held at the Hotel Nicollet. The committee in charge of the affair comprises Sid Lax, Bill Elson, Martin Lebedoff and Lowell Kaplan.

The University of Minnesota Film society presented "Portrait of a Woman," a French film, and "Toscanini," a short, on one bill . . . A big advance campaign is in progress for "The Egg and I," underlined for the Orpheum.

E. J. McEvoy, Universal shorts sales manager, was a visitor. Also M. J. McDermott, Universal traveling auditor. It was the first trip here for the latter . . . The sensational business being chalked up by "The Farmer's Daughter" is the talk of local film circles. It has been held over at the RKO Pan for a fifth week.

Bill Woods is now ensconced as Columbia office manager. He replaced Sid Lax, who was promoted to salesman. Woods quit the ranks of independent exhibitors to take the Columbia post. He was with Paramount here before he became a theatre owner . . . It was announced that 91,200 saw the "Ice Follies" here during the show's 26 performances. It was a new record for the attraction. The Arena had to return more than $100,000 in mail orders. Each performance was a sellout.



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Roy Mundon Retires At Lake Andes, S. D.

LAKE ANDES, S. D.—Roy Mundon, operator of the O. K. Theatre here since 1920, has sold out to William E. Wuest, a young war veteran, and plans to spend his time hunting and fishing for a while.


ROY MUNDON

Wuest, a local boy, is married and the father of a young daughter.

Mundon has been a civic leader here for many years and served since 1930 as city fire chief. He is a member of the Commercial club. Only two other businesses in Lake Andes have remained under one management as long as the O. K. Theatre.

Milford Theatre Offered For Series of Benefits

MILFORD, IOWA—The Strand has donated the use of the house to the Milford Youth Center each Saturday afternoon for an indefinite period. Pictures will be shown under the sponsorship of the Milford Commercial club with proceeds going to the Youth Center. Admission of 15 cents for children and 45 cents for adults will be charged.

New Sound at Strand

LANCASTER, MO.—James Russell has installed new DeVry projection and sound equipment in his Strand Theatre here.

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Rex Carr to Pilot Cincinnati Group

CINCINNATI—Rex A. Carr takes over June 15 as general manager of the Theatre Owners Corp., booking and buying combine here, succeeding Irving Sochin, who resigned to become branch manager for Universal-International.

Carr has been with the Manny Marcus Enterprises of Indianapolis for the past 18 years, 10 as general manager. "The organization is fortunate in securing the services of a man with Carr's experience and ability," said Louis Wiethe, president of TOC.

The combine was organized in July 1946, as a booking and buying service for the 24 Cincinnati theatres operated by Wiethe, Ralph Kinsler, Willis Vance, Frank Huss, Herman H. Hunt and Maurice Chase. Other members have been added since and the corporation now is servicing 44 theatres. TOC has moved into larger quarters in the Keith Bldg. and will soon be ready to take on new accounts, Wiethe said.

Charles Kosco to Buffalo As 20th-Fox Manager

PITTSBURGH—Charles Kosco, veteran film sales representative of this city, assumed duties in Buffalo this week as 20th-Fox manager. The promotion for the local area 20th-Fox salesman had been confirmed last weekend. Kosco represented Columbia here for a number of years before joining 20th-Fox, covering the area north of Pittsburgh. He resides at Brockway, Pa., which is the same distance from Pittsburgh as is Buffalo. A brother, Joseph Kosco, is a lumberman and exhibitor in Brockway.

Rube Shor Assails W. Va. Exhibitor Indifference

CHARLESTON, W. VA.—Rube Shor, executive manager of the West Virginia Theatre Managers Ass'n, an Allied unit, scored indolent exhibitors with a little irony. He said that, with the municipal elections over and the legislature adjourned, "we are going to take it easy and forget our legislative problems, so that when they arise we will be unprepared. This is our usual manner of doing things."

Ted Barker Takes Place Of Ed Fisher, Cleveland

CLEVELAND—Ted Barker has been appointed publicity and advertising manager for Loew's Theatres here. Barker, former publicist for Loew's State and Orpheum in St. Louis, succeeds Ed Fisher, resigned.

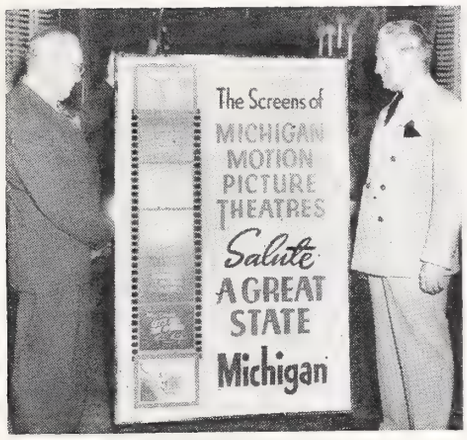
J. C. Platt, Schine Manager In Mount Vernon, Dies

MOUNT VERNON, OHIO—James C. Platt, 62, city manager for the Schine circuit and a Mount Vernon theatreman more than 30 years, died May 26 of a heart attack. He leaves a wife and daughter.

To Build in Union City

UNION CITY, PA.—Union City Theatre Corp. will erect an 800-seat theatre here. Marshall W. Peterson of Jamestown, N. Y., president of the corporation, and John C. Friburg, vice-president, state that the new Union City theatre will adjoin the post office on a lot 80x240 feet. Peterson and Friburg also operate a theatre in Johnsonburg, Pa.

Shaker Heights Vogue Is Opened by Warners



MICHIGAN MANEUVER—Ray Branch, left, president of Allied Theatres of Michigan, shows an advertising board to Gov. Kim Sigler. The board boosts a series of special shorts on the advantages of Michigan. These films are being run by theatres over the entire state as a public service.

Kentucky Building Boom Awaiting Green Light

LOUISVILLE—Construction of many new theatres in Kentucky, Louisville in particular, has been held up pending government approval. When the green light is flashed, a theatre building boom is expected throughout the state. While it is true many theatres have been completed, and a large number are in the process of being finished, there are many in the blueprint stage.

New Sign in Kane, Pa.

KANE, PA.—The Temple here will be modernized with the installation of a new marquee and sign. Under construction at the factory of Poblocki & Sans, Milwaukee, the marquee is A-shaped, with three lines of letters, recessed lights with the ceiling continued into the theatre doors. C. S. Brown expects the installation within a few weeks.

Neat Burglar Cleans Up Theatre and Its Money

Akron—If the money weren't missing, nobody would have known that the Dayton Theatre was robbed of $354 some time after midnight May 24. The thief was very tidy and put everything back as he found it, revealing that he knew his way around the theatre.

There was only one thing he forgot—to close the curtain on the window he presumably used to get into the theatre.

He used a ladder from the fan room of the theatre to climb into the offices, which are on the mezzanine floor, and thoughtfully put the ladder back. The money sacks, after they were emptied, were neatly folded and put back in place. Rifled desk drawers were closed. Everything was nice and neat, but the money was gone.

By ELSIE LOEB

CLEVELAND—Opening of the Vogue, new 1,565-seat Warner house in the residential suburb of Shaker Heights, was a community and social event.

City officials, members of the industry and the press were guests of Warner Theatres at an elaborate buffet supper served in Gruber's restaurant, occupying space in the new theatre building. Nat Wolf, Warner zone manager, was host although the famous film brothers had a personal representative present in the person of Jack Warner jr., who came in from New York for the occasion. Also here from New York to share in the celebration were Nat Fellman and Louis Kaufman.

IN SHOPPING CENTER

The Vogue is the first theatre in Cleveland to be completed since building restrictions were imposed by the war. It occupies the most conspicuous location in a new shopping center. Conforming with the Shaker Heights building requirements, it is simple in design, using straight, modernistic lines both in the exterior and interior. Beyond the usual entrance lobby is an informal L-shaped foyer, furnished with easy chairs and conversation benches. The auditorium, all on one floor, presents a clear vision from all parts of the house. Indirect ceiling lights provide a constant glow which never interferes with the screen. The predominant color is rose. The walls are in rose stripes, with silk tapestry, unrelieved by decorations.

All equipment is of the latest, the aim of the company being to present the best pictures to the best advantage.

A specially built candy bar installed by Berlo Vending Co. attracted attention. With a tufted wall background in harmony with the theatre coloring, the candy bar, for which space was provided in the plans, is recessed and does not protrude as is usual.

CUTS WHITE RIBBONS

Formal opening ceremonies started when Mrs. C. C. Meyers of Cleveland Heights, cut the white ribbons stretched across the entrance doors. Mrs. Meyers gave the theatre its name, being the winner in a city-wide naming contest sponsored by the Press.

Insofar as the Warner heads were concerned, it was a formal occasion. Nat Wolf, zone manager, Dick Wright, his assistant, and Harold "Bud" Friedman, manager, wore tuxedos. The closely knit cooperation of members of the Warner organization, under the leadership of Nat Wolf, was demonstrated when Eddie Miller, manager of Warners' Hippodrome, took a turn at the door, and Nat personally took care of a patron's minor request.

Cleveland welcomed the Vogue with a full house. Opening feature was "Stallion Road."

Harvey Emermans to Mark 25th Year of Marriage

ERIE, PA.—Bea and Harvey Emerman of the State here, observing their 25th wedding anniversary, have announced a "week-end jamboree" will be staged June 21 at "Emerman's No-Sleep Manor."

To Direct 'Stations West'

RKO has signed Sidney Lanfield to direct "Stations West," a western adventure story.

CINCINNATI

Irene Sagel, secretary to J. J. Grady, 20th-Fox district manager, received a cable from her sister and brother-in-law, in Bad Manheim, Germany, announcing the birth of a son, Roger Thomas Hanlon, May 14. Capt. David W. Hanlon, the father, is with the army of occupation . . . William Queen of the Wilmar Theatre in Columbus is spending several weeks in New York.

R. A. Emrick of the By Jo Theatre, Germantown, was a visitor on Filmrow . . . Hugh MacKenzie, Cincinnati field representative for RKO, left for Boston, where he will assist in the preparations for the New England and upper New York state territorial premiere of the new picture, "The Long Night," which will be launched in August. During his absence Bob Haley of Indianapolis will carry on for him.



RONALD EMRICK

Milt Cohen, RKO district manager, and Stanley Jacques, branch manager, made a trip to Huntington, W. Va. Cohen, who has been commuting from his residence in Detroit to his headquarters in Cleveland, has been successful in renting a home in Cleveland and will move July 1.

Sally Dudelson, daughter of Harris Dudelson, district manager for Film Classics, will be married June 29 to Robert Brisker of Cincinnati. Brisker is a student at Ohio State university, and the couple will reside in Columbus until completion of his studies . . . The Keith Theatre had a special preview of the James Mason picture, "Odd Man Out," May 29, immediately following the last showing of "Smash-Up."

Mrs. M. Boschian, English, W. Va., is giving her theatre a complete renovating and painting . . . D. R. Law, Roseville, Ohio, was a visitor on Filmrow . . . W. C. Pullin of the Linden Theatre, Columbus, and his bride attended the Variety Club convention in Los Angeles. While in Los Angeles they appeared on the Breakfast in Hollywood radio program.

A. W. Alexander, engineer for the Altec Service Corp., is a proud grandpa—for the first time. Mrs. Alexander just returned from Pasadena, Calif., home of their new granddaughter, Diana Penelope Beacon . . . O. D. Hopper of Liberty, Ky., left June 1 for a trip to California, where he hopes to visit some of the studios . . . T. V. Field of Tazewell, Va., made the rounds of the local exchanges.

Walter Wiens, branch manager for Paramount, who visited his family in Dallas over Memorial day, soon will be able to bring them to Cincinnati to live. He has found a furnished apartment at last . . . June Reis, newcomer on Filmrow, is a stenographer for Republic . . . Jack Bloom, 20th-Fox home office representative and assistant to William Gehring, division manager, spent Wednesday and Thursday in Cincinnati. With J. J. Grady, Bloom made a trip to Hamilton, Middletown and Dayton to visit houses in that area.

Pete Rosian, district manager for U-I, is vacationing in Atlantic City . . . Miriam Voss, 20th-Fox contract clerk, left for California, on her first plane trip . . . John Eifert, Warner sales representative, and Mrs. Eifert were guests of Mr. and Mrs. E. L. Keesling, Bramwell, W. Va., over Memorial day weekend.

Franklin Jividen has a small 250-seat theatre under construction at Eleanor, W. Va. . . . David Wilson, Miami, W. Va., is operating a soda-candy bar next door to his Wilson Theatre . . . Abe Hyman, Huntington, W. Va., is preparing to leave shortly with Mrs. Hyman to spend the summer at his home in Canada.



ABE HYMAN

Joe Oulahan, district representative for the J. Arthur Rank Organization, formerly manager of the local Paramount branch, has been made branch manager for U-I in Washington . . . Midwest Theatre Supply Co. is installing International seats, draperies, etc., for Harold McCloud in his new theatre in Chapmanville, which will open some time in August.



JOE OULAHAN

L. C. Sayres of the Miami Theatre, Morrow, is renovating the house after a recent fire . . . Two Wapakoneta businessmen, Presar and Melton, are opening the new Sunset Drive-In on Route 33 between Wapakoneta and St. Marys in July. It will park approximately 350 cars . . . Dolores Hunter is a new employe in the Warner accounting department.

The Universal office girls gave a miscellaneous shower May 28 at the Kemper Lane hotel for Sophie Rakosi, who is to be married shortly . . . Office Manager Virgil A. Miller, Paramount, left with his wife and son to visit relatives in Texas . . . Florence Wilder, Paramount accounting department, is spending her vacation with her folks in Pineville, Ky.

One of the major projects in the $2,750,000 bond issue to be requested by Cincinnati zoo trustees is a $500,000 opera house at the zoo, where the board of trustees feels the permanent home of Cincinnati opera should be. Other plans for the bond issue include modernizing the zoo, to put it on a par with the St. Louis and Detroit zoos.

H. J. Ochs of Cleveland and his son Jack, who operate a number of drive-ins here and in other territories, made the rounds of the local exchanges. Ochs had a bad ankle and was using a cane to navigate . . . June Shelton, Paramount ledger clerk, is resigning her duties at the office in order to concentrate on her household duties. Marie Klag, RKO cashier, will attend a bowling league party in Pittsburgh June 13.



H. J. OCHS

Lloyd Rogers, Welch, W. Va., attended the funeral of his aunt in Scarbro, W. Va. . . . A new theatre is under construction in Westmoreland, Va. . . . Pete Albrecht, Warner assistant shipper, was married May 31 to Ruth Hicks of Camp Washington . . . Dorothy Bosse of WB is vacationing out west . . . Bill Turner, one of the original Dead End Kids, is heading a new show at the Latin Quarter . . . Harry James made a one-night appearance at Castle Farm June 1.

Cleveland M. P. Council Re-Elects Mrs. Carran

CLEVELAND—Mrs. E. F. Carran has been re-elected president of the Motion Picture Council of Greater Cleveland. Other officers: Vice-president, Mrs. William M. Gregory; treasurer, Ruth Thompson; recording secretary, Mrs. Fred T. Dewey; corresponding secretary, Mrs. J. C. Hilton.

Committee chairmen are: membership, Mrs. Lester L. Swift; bulletin, Mrs. Frank R. Anderson; review, Mrs. William Roger Thomas; program, Mrs. Margaret Brown; publicity, Mrs. J. R. Inman; procedure and rules, Mrs. Florence Craig.

Mrs. Carran in accepting the presidency of the Council for another year, said that an organization of its scope covers all subjects pertaining to the industry, such as children's matinees, family type pictures, adult pictures, educational films and theatre behavior of juveniles.

'Years' Breaks All Records In Runs at Cleveland

CLEVELAND—Between 150,000 and 175,000 persons saw "The Best Years of Our Lives" during the extended run of the picture which has just come to a close. Showing simultaneously at the Lower Mall, a downtown house and the University, an uptown house, for six weeks, and then two more weeks at the Lower Mall, the picture had the equivalent of a 14-week run, a record.

It is expected that this Academy award picture will hit the screens again in the fall, but only at the present advanced price scale.

Plan Drive-In Near Waterford

WATERFORD, PA.—Plans are completed for a new drive-in here, approximately eight miles from Erie.

Signed for 'Indiscreet'

Arleen Whelan has been signed by Universal for the femme heavy in "The Senator Was Indiscreet."

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CLEVELAND

Three Drive-Ins Set For Grand Rapids

GRAND RAPIDS, MICH.—Construction of three drive-in theatres has been announced for Grand Rapids.

Jack Loeks, operator of the Foto-News Theatre, said he would build two of them at a cost of $100,000 each. One will be on the north side and one on the south side of town, and each will accommodate 650 cars on ten banks of ramps. Loeks said he would install in-a-car speakers in both places.

The third project was announced by I. R. Blandford, realtor, who said he was acting for the Triangle Drive-In Theatre Co. of Wilmington, Ohio, headed by Herbert J. Ochs. The Paris township zoning board is scheduled to meet June 16 to take up his request for rezoning a portion of land on Division avenue South at 56th street to permit the construction. An 800-car layout is planned, he said.

Hygienic Is Expanding

WILMINGTON, OHIO—Hygienic Productions, producers and distributors of "Mom and Dad," is suffering from growing pains. In order to take care of its rapidly increased personnel, J. S. Jossey and Kroger Babb, heads of Hygienic, have purchased two large residential properties which are being remodeled into three and four-room suites for Hygienic employes.

Broder Reseats Castle

DETROIT—New Heywood-Wakefield seats were installed in the Castle Theatre by the Broder circuit.

HEYWOOD-WAKEFIELD EST. 1826

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DETROIT

Exchanges: Jack Young of Paramount, who formerly had headquarters at Wayne, has moved up to Bay City . . . Mary Lou Coles, secretary to Paramount's H. E. Stuckey, says all the business Cupid is doing around the exchange is big news . . . Filmrow's wartime honor roll has been placed in a permanent position in the lobby facing the elevators . . . Roy McDougall is busy keeping Filmrow's cars rolling . . . Sid Blumenstock, 20th-Fox executive, is due in town . . . Milton Kussell, SRO sales manager, and Assistant Sid Denau were in town to set a deal for "Duel in the Sun."

Drug Store Stuff: John B. Murphy is establishing the Murphy Theatre Service at 1009 Majestic Bldg. . . . Dan Salada, Sofronio Presquito, and Cresencio Escribano are forming the Three Stars Theatre Co. at 636 Conner Ave. . . . Burton A. Richmond and Harry C. Commodore are forming the Michigan Popcorn Co. at 954 West Seven Mile Rd.

Gertrude Tracy is reported managing the Knickerbocker in Cleveland. She used to boss the Van Dyke here, and left for the west coast . . . Your scribe has returned from a vacation trip at Virginia Beach.

Wallace Cross is back on the job at Cross machine shop, after several months illness and removal of a kidney. His son, Wallace jr., has joined him in the business and they are again starting production on the Cross carbon savers for the first time in five years. Cross jr. is just back from his honeymoon in the Smoky mountains, after marrying the former Joyce Partlow.

Ned Oglesby, Heywood-Wakefield representative, is moving his office to 14021 Greenview Rd. in Rosedale park . . . Joseph and Victoria Stois of Dearborn, William A. Shilling of Pinckney and Ezra H. Frye of Detroit are establishing the Paragon Educational Films at 12715 West Warren Ave. . . . Bob Hope, in town to do a broadcast, reminisced over the time he played the Krul circuit's Home Theatre, booked by the late Art Rowland, at $5 a night.

Jack Zide and Arthur Robinson were slated to be special bartenders Tuesday night at the Variety Club, with all the gang getting set to cross them up by ordering fancy drinks, on Bob Dunbar's initiative.

Up in the Booth: Leo Daverman, operator at the Strand in Lowell, Mich., was in town, visiting our office.

Under the Marquee: Harold Sandelman of the Broder circuit reports business off generally all around town—if that's any news! . . . L. E. Hoag has opened the new Swing at Athens—one of the new quonset-type houses. Carl W. Buermele of General Theatre is booking the house.

James Stathis is taking over the Century at Coopersville from Albert Hefferan . . . Jack Broder is headquartering at the Ambassador hotel, New York, cooking up distribution deals . . . Paul Broder reports redecorating, installation of new washrooms, and new advertising boards at the Seville Theatre.

Saul Korman has registered the title of the Pix Theatre for his planned new 1,500-seat house to cater to Detroit's colored clientele . . . James Welch and Mary Welch, who ran the old Park Theatre on Woodward avenue, taking over from A. J. Gilligham in 1911, have left for their summer stay at their childhood home in Spring Lake, where they will celebrate their 72nd wedding anniversary. Welch just turned 92.

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PITTSBURGH

Werner "Fuzzy" Lund of the Lund Directed Theatres is the big "gas" man of the local trade. He struck it rich the other day when his well gushed in . . . A Sunday motion picture referendum will be conducted at Butler . . . Sabina Maltesta and Charles Mergen, who several months ago qualified for Paramount's 25-Year club, will be honored at an event here next month.

Lew and Jennie Lefton, who will reside in Dallas, are here to attend the June 29 marriage of their son Seymour and Clara Gordon. The Seymour Leftons will reside in Albuquerque where he will attend the University of New Mexico. With Jennie Lefton is her sister, Mrs. Edythe Gold, New Orleans antique dealer, and her son Michael. Mrs. David Lefton, wife of the Cinema Distributing proprietor, and Mrs. Gold staged a shower in honor of the bride-elect. Lew Lefton, veteran independent film man of this city, has withdrawn from the motion picture industry and he has joined Metal Syndicate, Inc., of Cleveland, manufacturers of all-aluminum storm windows and screens, as distributor for 22 states west of Chicago. Following the June 29 ceremony, the Lew Leftons will make a north and northwest tour in their new car.

Maurice S. Silverberg, U-I city salesman, and his bride, the former Shirley Marcus Darling, are at home following a honeymoon. The bridegroom is a brother of Minnie Silverberg, Universal branch secretary here for many years.

Joe Feldman, Warner circuit's assistant to M. A. Silver, delivered an address at the WM&WHA Wednesday on "What's Wrong With the Movies?" . . . Mrs. Florence Fisher Parry, Press columnist, writes: "I cannot reconcile the Johnston office's rigorous attention to certain features of its code that relate to the most basic facts of life, and on the other hand be so indifferent about adolescent love scenes, in which our movies now abound."

Russ Zebra has resigned sales duties with RKO . . . The Filmrow Bowling league dinner will be held in the Roosevelt hotel Saturday (14) . . . Allan Tolley of the MGM office has resigned to enter the sporting goods business.

Maurice Gordon, manager of the Herb Ochs-directed drive-in east of Wilkinsburg was a Cleveland-area Ochs drive-in manager before coming here . . . Mrs. John P. Harris, "mother" of the No. 1 tent, Variety Clubs International, was 75 last week . . . Barney Poblocki of Poblocki & Sons, Milwaukee prefabricators of complete theatres, was a visitor at Alexander Theatre Supply, local representatives . . . Stanley Rawson, Edinboro exhibitor, has built several motor boats which he launched on the lake there last week.

Ellwood Ohleger, Ted Tolley and Mildred Kindlin will represent Filmrow Employes B11 at the Tri-State Ass'n convention of the IATSE in Uniontown June 15. Local F11 will be represented by Marion Willett and Claire Niederberger . . . Mr. and Mrs. W. L. Zedaker, Claysville exhibitors, and son David will spend the week of June 6 at Annapolis, where they will attend the graduation of W. L. Zedaker jr., from the Naval academy. William jr. will return home on leave, then receive an assignment to a ship in the Pacific, embarking from San Francisco July 2.

Arthur James Hodder jr., son of the Homestead Theatre owners, also graduates from the Naval academy this week and his folks will be on hand for the exercises. His father, a brother of Clyde Hodder of the Leona Theatre, was ill with neuritis.

Mr. and Mrs. J. E. Huckelberry were guests of Gordon and Bertha Gibson. "Huck" is a field engineer for Motiograph and the Gibsons are distributors of this equipment . . . Louis Averbach, Paramount city salesman, has joined the company's 100 Per Cent club.

Larry Puglia, Waynesburg exhibitor, is in South Bend, Ind., visiting his son-in-law and daughter, the E. J. Nugents, and greeting his first grandchild, Edward Nugent III, born May 15 . . . David Silverman, RKO's new city sales representative, has a new Hudson . . . Norbert Wojtkiewicz, assistant manager of the Leona, Homestead, is attending the ordination of his brother Raymond, who studied for the priesthood at St. Vincent's.

Monogram exchange is being remodeled to handle increased business. The inspection room is being turned into a new film vault. The former storage room on the second floor will be the new inspection department quarters . . . Theodore Mikolowsky, Masontown exhibitor, has a new motor boat on the Cheat river at Lake Lynn . . . Milton Broudy, formerly of Filmrow, joined Eagle-Lion as a salesman in Philadelphia . . . Henry Schmitt and his Imperial Theatre have resigned from the Co-Op setup.

Arthur H. Levy, Columbia manager, attended the company sales convention in Chicago this week . . . Ethel Ornata of Warners became Mrs. Alfred Miller May 17 . . . Leona Ecker and Ruth Nichols, Warner exchange, returned from vacations . . . Anthony Antonopolos, East Pittsburgh exhibitor, who appeared on Filmrow with a new mustache, is flying to Greece within a month. His wife is there on a visit.

The Harry Stahls of Sharon headed for Battle Creek and a vacation . . . Donald Chaban resigned from the RKO booking department to join the Wheeler exchange in Washington, operated by his uncle Sam, sales manager for Film Classics . . . Lou Perretta, Mahoningtown, is driving a new Cadillac . . . The Herman Stahls, Oil City, are home after vacationing in New York . . . Fred Wallace, assistant manager at the Fulton, and Mrs. Wallace are vacationing in Denver . . . Audrey Dee, Columbia biller, is an aunt for the first time.



TEEN-AGER IN PITCH—Robert Kendall, teen-ager who played the role in "Song of Scheherazade" that was first intended for Sabu, made a personal appearance in the lobby of the Fox, first run house in Detroit, in a pitch for the picture. Dressed in oriental costume, he distributed autographed photographs and explained his part in the picture. Kendall also made a tour of schools in Michigan, Wisconsin and Illinois and was scheduled to go to New York from Detroit.

Clyde Waugaman, Slickville and Bolivar exhibitor, visited his mother who is hospitalized here . . . Jake Soltz returned from vacationing in California . . . Cuba Walker of the Ideal Amusement Co., Johnstown, who has recuperated from pneumonia, was a Filmrow visitor with George McClelland, associate executive of the theatre circuit . . . Sammy Abrams, former local exhibitor, expects to erect a new city neighborhood theatre . . . Warner circuit managers of the area will be called into the zone office for a special two-day conference early in August.

Mr. and Mrs. B. J. Redfoot, Windber and Central City, have returned from a vacation in California. They visited Hollywood and the Burbank studio of Warner Bros., but spent most of their three weeks at the home of Bert's mother in San Francisco . . . Hymie Goldberg, Beaver Falls, who has been recuperating from illness, and Mrs. Goldberg have been vacationing in Atlantic City for the past month.

Leo (Monogram) and Mary (Universal) Wayne drove to New York for the long weekend . . . Saul Bragin, Warner circuit booker, was in Chicago . . . Werner Lund, circuit exhibitor, and Danny and Jerry Castelli, Library exhibitors, are in Canada on a fishing trip . . . George Marlier, Harris Amusements artist, is occupying his new home in Emsworth . . . Bill Engstler, Allentown district service representative for RCA, is the father of a son. Bill is a brother of George, local projectionist, and the grandfather is the veteran Anthony Engstler.

M. A. Silver and Joseph Feldman, Warner circuit executives, visited the three Wilkinsburg theatres in connection with plans for renovations and redecorating . . . The Vanity crew hosted the family night "Welcome Home from the Convention" party May 30 . . . Frank Panoplos, Clairton, has plans for his new fishing retreat near Ohiopyle.

Mrs. Irene Kessler, daughter of the Fred J. Herringtons, held open house for them in honor of their golden wedding anniversary . . . Mr. and Mrs. W. L. Zedaker of the Clay, Claysville, spent the week in Annapolis at the graduation of their son Bill jr. from the Naval academy . . . The Fred A. Beedles, Canonsburg, were busy with high school events. They have a son in the graduating class.

Second season of all-star operettas opened this week in Pitt Stadium with "Desert Song." For the week of June 9 the attraction will be "The Cat and the Fiddle," with Allan Jones, Dorothy Sandlin, Sibyl Bowan, Gabor Carelli and others. "Balalaika," with Irene Manning, John Brownlee, Al Sheen, Violet Carlson and others, is the offering for the week of June 16 . . . Pittsburgh Press editorial: "Television would sell faster if there were more things going on that were worth looking at."

Daylight saving time was voted in Wheeling, W. Va., approximately 10 to 6 . . . The Joe Gellmans and the Mort Englands have returned from California. They vacationed there following the Variety convention . . . Gordon Gibson, Atlas Theatre Supply, attended the beauty pageant staged at the Ritz, Clearfield, by Miss M. E. Shively. Also looking over the beauties was J. E. Huckelberry, Motiograph field engineer.

Art Cinema is featuring an Italian musical film, "I Live as I Please," starring Ferruccio Tagliavini, new tenor who was given great acclaim during his recent appearance here in "La Boheme" . . . Joseph Lawler, U-I exploiteer, was a visitor . . . Variety Club date book: June 15, dedication of swimming

pool at Camp O'Connell; June 16, golf tournament at Chartiers Heights country club; October 11, 20th anniversary of founding of club.

Bill Thomas, Zelienople exhibitor and hotel proprietor, is vacationing in Canada . . . Former PRC building at 415 Van Braam street, which will be occupied by Screen Guild-Film Classics, has been newly painted . . . June Tolley Hill of the RKO office and her husband Eddie are vacationing in the south.

Eddie Fontaine, SRO district manager and former film man in this city, was given a dinner last week by the Variety tent of Washington . . . Ken "G-String" McGuire is being kept busy at the National Theatre Supply branch . . . Rose Ventrone, Warner inspector, is vacationing.

George Maxwell Dillon is making the rounds in the Erie area for RKO, meeting the exhibitors and getting acquainted in the territory. A veteran of a quarter-of-a-century in the industry, he came here recently from New York to take over Dave Silverman's duties when the latter was promoted to the city sales post.

The Max Arnolds, Verona and Pitcairn exhibitors, are expecting a visit from the stork in the fall . . . Local U-I exchange has been newly painted . . . Warner reissues, "Sing Me a Love Song" with James Melton, and "Go Into Your Dance" with Al Jolson, will go into the Stanley as a double bill.

Jack Lange, Columbia assistant shipper, has resigned to join RKO as assistant booker, succeeding Donald Chaban, resigned . . . Mrs. John S. Stahl received her divorce from the Homestead Theatre manager . . . John O. Hooley, pioneer showman and one of the original employes of the Harris-Davis enterprises, is vacationing from duties at the Newsreel. He's in Canada.

Former local Warner exchange girls have been visiting on vacations. Here from California were Helen Lynch Hageter and Ruth McGough. Ruth Waag Brennan of Shadyside was another visitor, and Grace O'Neil is expected from Los Angeles. Hilda Burick, another former Warner girl, is the mother of a daughter Anna Marie.

Variety barkers, family and friends are invited to attend the dedication of the new swimming pool at Camp O'Connell June 15 at 2 p. m. . . . Henry Friedman, Ambridge exhibitor, returned from the Variety convention in Los Angeles without having made arrangements for producing the two-reel westerns he had planned. He found no encouragement.

Newt Williams in Charge Of NTS in Pittsburgh

PITTSBURGH—With Bill Jervis continuing on the inactive list due to illness, "National Newt" Williams is in charge of the office of National Theatre Supply Co. here. Newt has been with NTS since its inception more than a score of years ago and has been in the theatre equipment field practically all of his business career, having started in the "long ago" with the late Richard A. Rowland. Jervis, who has been branch manager for several years and who formerly had been connected with RCA for a number of years, is recuperating, but he will not be able to resume any work for some time.

Role to Veteran Actress

Veteran character actress Mary Forbes has been added to the cast of Columbia's "It Had to Be You."



PREPARE FOR CAMPAIGN — Detroit sales staff of Paramount Pictures is shown here as it met with district and division leaders to plan the forthcoming Paramount campaign. In the picture, left to right, back row, H. H. Goldstein, district manager; T. L. Henrich, office manager; John Himmelein, salesman; Jack Young, salesman; Robert Lamb, salesman; E. C. Murphy, salesman, and E. W. Sweigert, division manager. Front row—John Gentile, booking manager; Jack Thompson, salesman; H. E. Stuckey, branch manager; Julius Pavella, booker, and Robert Bufford, booker.

Pittsburgh Bowlers Hold Annual Dinner June 14

PITTSBURGH—Filmrow Bowling league's season has ended and the annual banquet will be staged the evening of June 14 in the Gold room, Roosevelt hotel. Paul Reith, RKO office manager, president of the league, will preside at the event.

The Costello team, captained by Pete Quiter of U-I, was the league's leader, having a three-game lead over the Coleman team, captained by Betty Kearns. Third was the Abbott team, headed by Donald Chaban, four games behind the Colemans.

Pete Quiter had the season's highest average, 136.26. Also he had the highest score for three games, 529. Betty Kearns, with 459 was highest for three games among the girls. Bob Green had the best score for one game, 233. Betty Kearns copped this honor among the girls, turning in a 182.

Plans for the 1947-48 season will be announced at the banquet and officers will be named that evening.

Final standing of the teams:

	Won	Lost		Won	Lost
Costello	47	16	Gable	29	34
Coleman	44	19	Wilde	28	35
Abbott	40	23	Hayworth	27	36
Bogart	36	27	Garson	27	36
Grable	33	30	Davis	26	37
Rogers	29	34	Lamour	23	40
Kaye	29	34	Crosby	22	41

Individual Standings

	Avg.		Avg.
Pete Quiter	136	Marjorie Botsford	91
Donald Chaban	131	Anne Simon	91
Bob Green	125	Marion Willett	90
Jake Pulkowski	125	Dorothy Schmidt	90
George Bierer	121	Phoebe Homer	89
Jack Weltner	120	Helen Garlitz	89
Betty Kearns	120	Rita Perfri	89
Paul Reith	118	Lois Meinbresse	88
Jim Young	114	June Hill	88
Slam Boyle	113	Marie Eckerman	87
Matt Ray	111	Eleanor Manz	87
Jack Lange	109	Jay Angel	85
Frank Marino	109	Grace Thomas	85
Joe Stack	108	Julia Paulus	84
Walter McCloskey	107	Frances Miller	84
Francis Burke	106	Martha Valanci	84
Roy Davis	106	Ruth McKnight	84
Joe McCormick	103	Rose Demma	83
Marjie Vater	103	Roseanne Feinberg	82
Marjorie Otten	101	Gertrude Hungerman	81
Eddie Reith	101	Cecelia Barr	80
Sam Speranza	98	Mildred Kindlin	80
Margaret Cronin	97	Rose Semplice	79
Lois Eggert	96	Cecelia Kieselbach	79
Jim Sippey	95	Peg O'Connell	78
Wahneta Gardner	94	Claire Niederberger	78
Joe Miller	94	Dorothy McArdle	77
Mary Faulis	93	Lucille Wirth	77
Jane Patterson	93	Lena Caruso	77
Grace Niederberger	92	Dolly Bosko	76
John Navoney	92	Marion Shuster	76
Grace Benitz	92	Margaret Krauss	73
Gertrude Boyle	92	Madeline Caruso	72
Ann Zinsmeister	91	Ann Quinn	71
Ida Wolfe	91	Maureen Kieselbach	69
Peg McArdle	91	Beverly Forman	67

Farewell Dinner Held For Bill Scott of UA

PITTSBURGH—No one in local film distribution ever listened to more deserved testimonials than those heaped upon Bill Scott at a farewell dinner in Webster Hall on a recent Monday evening. More than 100 exhibitors and exchange employes attended.

Scott, who resigned as salesman for United Artists after nearly 25 years, has made no plans for the future other than a vacation in Florida starting June 8.

Harry Rees, who has been UA representative since the company first opened here, and who has known Scott since the retired salesman was a youngster assisting his late father in exhibition in McDonald, Pa., climaxed the many warm and friendly speeches of the evening when he presented, in behalf of all of Scott's friends, a traveling case to Scott.

Thoughtful, sincere and an efficient salesman, Scott responded with words of thanks, but to various proposals for him to remain in the motion picture industry he had no comment.

Sam Fineberg, Monogram manager, was toastmaster, and among the many speakers were Bill Mack, National Screen; Dave Leff, United Artists, and various exhibitors, film salesmen and managers. David Silverman, RKO, and Saul Perilman, Monogram, were in charge of arrangements for the dinner.

The local United Artists staff staged a luncheon for Scott and gave him a wallet.

Girl for Joseph Cevarios

BRACKENRIDGE, PA.—The Joseph Cevarios of the Valley Theatre are parents of a daughter, Linda Lou. She is their fourth child.

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Detroit Feels Pinch; 'Yearling' Best Bet

DETROIT—Business has been seriously off at local first runs, reflecting generally uncertain conditions. Some of the ace houses pulled their shows a day early to bring in stronger attractions Thursday for the holiday trade. At neighborhood theatres, business is a little better, but far from satisfactory. Detail for week ending May 29:

(Average is 100)

Adams—**The Yearling** (MGM) 135
B'way Capitol—**The Sea Wolf** (WB); **The Sea Hawk** (WB), reissues 105
Cinema—**Carmen** (Supertilm), 3rd wk. 90
Downtown—**The Best Years of Our Lives** (RKO), 8th wk. 135
Fox—**Philo Vance's Gamble** (PRC); **Song of Scheherazade** (U-I), 2nd wk. 90
Michigan—**That Way With Women** (WB), plus Sammy Kaye and his orchestra on stage 95
Palms-State—**Love and Learn** (WB); **The Verdict** (WB) 85
United Artists—**The Sea of Grass** (MGM); **My Brother Talks to Horses** (MGM), 2nd wk. 90

'Framed' Good in Cleveland; 'Egg' Strong in Second Frame

CLEVELAND—Only two pictures were able to rise above average. They were "The Egg and I," hitting a good 125 per cent in its second week at the Allen, and "'Framed," with a score of 110 at the Hippodrome. "Smash-Up" held to par in its third week. "The Best Years of Our Lives" brought its eight-week run to a close. Business generally was off. Rain Saturday and Sunday hurt the downtown houses. Report for week ending May 27-28:

Allen—**The Egg and I** (U-I), 2nd wk. 125
Hippodrome—**Framed** (Col) 110
Lake—**Smash-Up** (U-I), 3rd d. t. wk. 100
Mall—**The Best Years of Our Lives** (RKO), 8th wk. 80
Ohio—**Last of the Mohicans** (PRC), reissue 95
Palace—**The Farmer's Daughter** (RKO) 70
State—**The Great Waltz** (MGM), reissue 90
Stillman—**The Fabulous Dorseys** (UA) 95

'Yearling' and 'Barbaree' High In Cincinnati Week

CINCINNATI—"The Yearling," a newcomer at the Capitol, made the strongest showing downtown, and held over. "High Barbaree" likewise held up for a second week at the Grand. The Keith attraction, "Smash-Up," completed its engagement Thursday night (29), and was followed by the English picture, "Odd Man Out," starting Memorial day.

Albee—**Ramrod** (UA) 80
Capitol—**The Yearling** (MGM) 130
Grand—**High Barbaree** (MGM) 90
Keith's—**Smash-Up** (U-I), 2nd wk. 125
Lyric—**The Scarlet Pimpernel; The Return of the Scarlet Pimpernel** (Film Classics) 70
Palace—**Blaze of Noon** (Para) 65
Shubert—**The Farmer's Daughter** (RKO), 4th d. t. wk. 100

Pittsburgh Sings the Blues; Not One Film Up to Par

PITTSBURGH—Sluggish boxoffice returns were registered at the first run theatres. Reasons for the depressed condition, "experts" report, are very ordinary pictures, poor attraction value of stars, grand spring weather, outdoor events, school and college gatherings, and, importantly, the hard realization that money is tight and is vanishing rapidly from the purse of Mr. and Mrs. Public.

Fulton—**Stairway to Heaven** (U-I) 70
Harris—**Framed** (Col) 80
Penn—**Dishonored Lady** (UA) 65
Ritz—**High Barbaree** (MGM), 2nd d. t. wk. 85
Senator—**Swell Guy** (U-I); **Michigan Kid** (U-I) 90
Stanley—**Calcutta** (Para), 2nd wk. 60
Warner—**San Quentin** (RKO) 90

Drive-In Opens Near Grove City

GROVE CITY, PA.—The Larkfield Drive-In between Harrisville and here opened May 26. William DeMarsh is proprietor and Frank Gilfilen is manager.

COLUMBUS

Norman Nadel, music critic of the Columbus Citizen, has been named theatre editor, replacing Bud Kissel, resigned. Nadel will continue as music critic in addition to his new duties.

Theatres planning remodeling may be affected by provisions of the new city building code, expected to be adopted by city council before July 1. As outlined by John S. Stith, chief building inspector, the code would provide for rigid inspection in the event of a change of tenants. This, he said, would permit eradication of many fire hazards. Another provision is that buildings being remodeled at a cost of 50 per cent of their appraised valuation be made to conform to modern standards.

"Brief Encounter" was held over for a second week at the World, new foreign language and British single feature house operated by Lee Hofheimer and Al Sugarman. Manager Charles Radow of the World said business has been excellent for the attraction . . . Gene Ragle, who conducts the RKO matinee program broadcast from the Palace lobby, has been named assistant general manager and program director of WCLT, Newark, Ohio. This new station will go on the air July 1.

A new $40,000 cooling plant has been installed at the RKO Grand, reports Manager Larry Caplane. Two 40-ton compressors are being utilized in the Grand plant, one of the most modern installations in this area.

James C. Platt, 62, manager of the Schine Theatrical Co., Mount Vernon, died of a heart attack. He had been a leader in Mount Vernon theatre circles for a third of a century.

Leroy Parsons, executive secretary of the Ohio Ass'n of Real Estate Boards, was more than casually interested in the Broad's showing of the Butch Jenkins' feature, "Little Mr. Jim." Parsons, then public relations officer at Kearns army air base in Utah, was asked to supply 1,000 soldiers for scenes in the picture filmed at Fort Douglas, near Salt Lake City . . . "Duel in the Sun" will open at Loew's Broad June 12, Manager Carl Rogers reports.

Referendum on Fast Time Scheduled Nov. 4 in Detroit

DETROIT—Local exhibitors are faced with a new threat to summer attendance as the result of the decision of the city council to call for a referendum vote of the people on daylight saving time. The council did not decide on the issue itself but passed it along to the November 4 election. If adopted, the change will become effective next year.

Sentiment of exhibitors appears to be generally against any time change.

The city has not used daylight saving time in about 25 years. Oldtimers recall that it became a headache when it was in force. Wartime was accepted as a patriotic necessity, but many exhibitors were dissatisfied with it. Detroit itself has been running on fast time since World War I, using eastern time in preference to the central time which prevails in the state. The additional move would set Detroit nearly two hours ahead of sun time.

Emergency Power Plant Installed

SLIPPERY ROCK, PA.—A complete emergency power plant has been installed in Edgar E. Shaffer's Roxy. The plant takes care of everything on the premises, including the popcorn machine.

Belinsky Adds Two And Releases One

DETROIT—Irving Belinsky, independent circuit owner, took over two additional houses Sunday (1), at the same time releasing one recently acquired house to another circuit.

New additions are the Shores in the suburb of Saint Clair Shores, and the Emsee in Mount Clemens, which he is taking over from Roy R. Shook, who is retiring from active show operations. Belinsky will manage both of the new acquisitions himself.

At the same time, the Savoy, centrally located house catering to the colored clientele, for which Belinsky recently dickered, passes under the banner of the Saul Korman circuit, which has become one of the largest groups specializing in colored operations in the midwest. Donald B. Lovewell, former owner of the house, who was also associated with Belinsky during his brief interest in the house, remains as manager, also retaining an interest in the house.

Korman is changing the name of the Savoy to the Pix, originally designed for a new house which he planned to build at Hastings and Palmer avenues, and will tentatively rename the new project the Hill Theatre.

Parking Law Opposed By Detroit Exhibitors

DETROIT—The proposed new city parking ordinance establishing rigid requirements on parking space for all new buildings which may be erected hereafter is being opposed by exhibitors and other local businessmen.

Leading the fight on behalf of theatre operators is United Detroit Theatres, which proposes a special modification of the proposed law to the effect that rezoning of property shall be made automatically whenever a new theatre is built, so that a parking lot can be laid out within 1,000 feet of the theatre.

The projected ordinance requires provision of car space for all potential seating in a theatre, roughly one car space, with necessary lanes and clearances, for every six patrons.

Because of the united opposition to various provisions of the plan from important business groups, it is probable that some modification will be made before it is finally adopted.



Clearance Plaints Set for Hearings

CLEVELAND—Three of the six cases filed with the local AAA clerk, J. E. Camden, have been set for hearing.

On June 10 at 10 a. m. William B. Woods, arbitrator, will hear the plea of R. D. Stone of the Idol Theatre, Lodi, against Loew's, Inc., defendant, and the Schine Ashland Corp., as intervenor. The complainant claims as unfair the clearance granted Loew's Ashland and Schine's Medina over Lodi and asks that Loew's, Inc., conform to the policy of other distributors and grant Lodi pictures regardless of Ashland, which is 22 miles distant from Lodi.

On June 11, also at 10 a. m., the case of the Orrville Theatres Co., operating the Orr and Grand theatres, Orrville, will be heard. Defendants are Loew's, Inc., Paramount Pictures, 20th-Fox, RKO and Warners. Complainant charges as unfair conflicting clearances involving Canton, Wooster and Massilon, and requests that pictures become available to Orrville, first run, irrespective of these three towns. The arbitrator is Sidney D. L. Jackson.

On June 13, at 10 o'clock, R. A. Momm, owner of the Ohio Theatre, Loudenville, will present his plea before Arbitrator William R. Fairgrieve, to require Loew's, Inc., to serve his theatre seven days after Mansfield, irrespective of Ashland, as is the policy of other distributors. At present Loew's, Inc., insists that Loudenville must follow seven days after Mansfield and Ashland.

Cincinnati Terminal Starts Full-Length Feature Policy

CINCINNATI—The Terminal Theatre here now is showing full-length features as well as newsreels and short subjects. The first feature shown was "Song of the South," which opened June 1.

The theatre, located in the Cincinnati Union terminal, seats 119 and is operated by Scoop News Theatres of Louisville, Ky. According to Manager Harold Hoffert the Terminal will operate from 8:30 a. m. to 12 midnight under the new policy. The theatre is air conditioned and offers ample parking facilities. In addition to the transient trade, local patronage will be solicited by advertising—another innovation in the management of the house.

Penalty for Fake Stories Asked in Pennsylvania

HARRISBURG—Under a proposed amendment to the revised Pennsylvania penal code, a $1,000 fine or a year in prison would be the penalty for planting a fake story in newspapers. The house judiciary committee accepted this amendment, requested by the state Newspaper Publishers' Ass'n. The code, already approved by the senate, tightens provisions to curb ticket scalping, sports event "fixers," gambling device operations, and outlaws display of the red flag at public gatherings.

Ruthorn Drive-In Ready

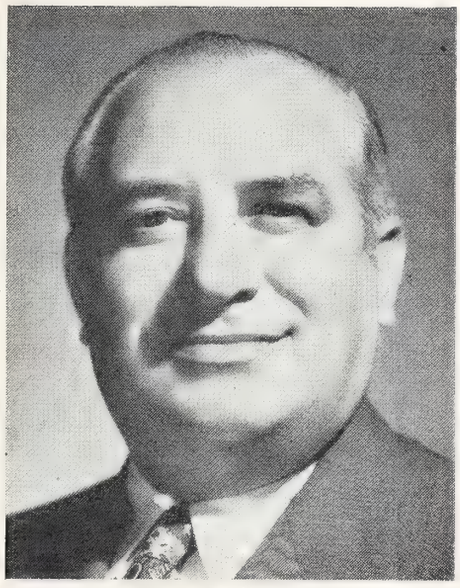
MOUNT PLEASANT, PA.—Donald Ruth and R. M. Thorne of Ruthorn Enterprises say their new drive-in theatre in East Huntington township will open soon. The new drive-in parks 550 cars and is located between Mount Pleasant and Scottdale.

New Title for 'Homicide'

Universal has selected "The Naked City" as the new title for "Homicide."

CLEVELAND

Nat Lefton, who formerly operated the Standard Film Service in partnership with Harry Charnas, and at various times was



NAT LEFTON

Ohio franchise owner of Monogram, Republic and PRC, was a visitor here a few days. Now retired, Lefton divides his time between his winter home in Florida and his summer home in Michigan.

The Abe Kramers (Associated circuit) are making plans for a June 22 wedding when their daughter, Roslyn, will become the bride of Herbert Browar of Los Angeles, son of Mark Browar, now of Los Angeles, but prior to his retirement a prominent film man in Pittsburgh.

Saul Menick, Goldwyn representative who was here the last ten weeks supervising the engagement of "The Best Years of Our Lives," has returned to Washington following the close of the run . . . Bernie Rubin was handing out cigars after the birth of a daughter named Helene. Her sister Marcia is 2 . . . Art Isaacs has moved from the seventh floor of the Film Bldg. where he was a salesman for Film Classics, to the fourth floor, where he is with Republic, covering the Toledo territory. He succeeds Bob Mumm, transferred to Pittsburgh's Republic office.

Milton Ausman, son of Ruth Gardinier, booker for Cooperative Theatres of Ohio, is to be married June 7 to Shirley Smith of this city at St. Thomas church. His education, interrupted by military service, is being continued at Cleveland college. The bride is a graduate of Notre Dame college in Cleveland.

Moe Dudelson, United Artists district manager, says that the Chaplin picture, "Monsieur Verdoux" will probably be put into general release in August . . . The Port Clinton Theatre, Port Clinton, a new house built by the Associated circuit, will open June 12, according to present plans.

Harry Horwitz, manager of the Astor of the Washington circuit, was recently presented an interesting souvenir by a patron. It was a pass which Horwitz had given to him on Jan. 24, 1930, in return for a window card display. He had never used it. No, he was not asking that it be made good after 17 years, but Horwitz will invite him to the show as his guest the next time he sees him.

Robert Porter, manager of the Haltnorth Theatre, was married June 5 to Gloria Charlotte Krieg at the Euclid Congregational church. A reception followed . . . Variety Club moved into its own clubhouse at 3730 Euclid Ave., which it recently purchased. Harry Schreiber, chief barker, is planning a housewarming party, and also a special midshow preview, all receipts to be turned over to this club's charity project, Paradise Valley boys camp, operated by the bureau of juvenile court of the police department.

Wade M. Carr, district manager for Manley, Inc., has discarded his third leg—the crutch used until his broken leg mended—and is moving around under his own steam . . . Jack Gertz of Theatre Films, has appointed the Franklin Film exchange as his Pittsburgh distributor of games and premiums. Bill Graner is in charge of sales. Newest business builder put out by Gertz is Zippo, a game to boost juvenile attendance.

Julius Lamm, manager of Warners' Uptown Theatre, and his wife have returned from what Julius calls a "glorious vacation" on the west coast. They visited their eldest son Irving, manager of the Ramona and Holly theatres in Los Angeles, and were guests at the studios . . . Milo De Haven has changed the name of the Marblehead Theatre, Marblehead, Ohio, which he recently acquired, to the Town . . . Louise Jade, MGM cashier, is using her vacation time to try to make her new garden grow. The Jades recently built a new home.

Jack Walsh, MGM city salesman, is back to wearing two shoes that look alike. For the last several weeks he has worn one bandaged foot. He injured it with the ax he was wielding to cut down some trees on his property.

Howard Burkhart, former manager of Loew's in Kansas City, stopped off between planes the other day, and visited with Don Abeles at the airport before going on to New York. Burkhart inquired about his Cleveland friends and asked Abeles to relay his regards. Abeles' resignation from the Loew circuit took effect last Friday. On June 1 he was married to Marie Horvath in Old Stone church. After a honeymoon, the newlyweds will live in Cincinnati.

"Watch Us Grow" is the slogan of Hygienic Productions, producers and distributors of "Mom and Dad." The company added 21 new employes last week. They are serving as advance agents, members of the lecture staff and nurses.

Altec Installs Equipment

DETROIT—The following Michigan installations were supervised by Altec Service Corp., according to F. C. Dickely, district manager.

Crystal Theatre, D. Gregory, Beulah, Motio M-911.

Colonial Theatre, Ray Schreiber, Detroit, B-60-4X.

Duke Theatre, Ferndale, B-60-4.

Arcade Theatre, C. W. Bennett, Middleville, M-9-B.

Strand Theatre, Homer Cox, Union City, M-9-B.

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Coulter Dinnerware | **Theatre Films** 403 Film Bldg. Cleveland 14, Ohio | Theatre Games

LOUISVILLE

It has been determined that admission prices at first runs here are comparatively lower than those in the majority of other cities and from all indications there is little likelihood of an immediate reduction. First run theatres are charging 40 cents for matinees and 60 cents at night, seemingly nominal under existing conditions.

With the new drive-in proposed for Preston Street road, Louisville now has an open-airer scheduled for every major highway leading to and from the city. The east drive-in is on Shelbyville road, the west drive-in is on the Dixie highway, the Skyway Theatre is on Bardstown road; another is on U.S. 31, plus the new proposed Ozoner on Preston Street road. The drive-ins are well spaced in the suburbs and each has an excellent drawing territory.

Louisville theatres are feeling the effect of consumer resistance. Patrons are becoming more and more choosy. When there is a good picture, theatremen report good business, but when a poor quality picture is shown, patrons stay away.

Theatre folk on recent visits to Louisville: Foster Lane, Dixie Theatre, Williamsburg; Ralph and Herbert Clausen, Bonnieville Amusement Co., Bonnieville; A. N. Miles, Eminence, Eminence; Clyde Marshall, Columbian, Columbia; George Barr, Chakeres Theatres, Springfield, Ohio; Gene Lutes, Capitol, Frankfort; C. K. Arnold, Arco and Crystal Theatres, Bardstown; R. L. Harned, Empire, Sellersburg, Ind.; Otto Marcum, St. Clair, Lebanon Junction; M. H. Sparks, Strand, Edmonton.

Mr. and Mrs. E. L. Ornstein of Ornstein Theatres, Marengo, Ind., have returned following an extensive vacation in Florida . . . New chairs have been installed in N. H. Quante's Star Theatre, Ferdinand, Ind. . . . New Strong projection equipment has been installed in the Kentucky State College Theatre, Frankfort, Ky.

Victor Mature, former Louisvillian and prominent Hollywood star, paid a visit to his mother, spending several days . . . Unable to find suitable living quarters for himself and his family, Kenneth Kaiser, Altec Service engineer, recently transferred to Louisville from Texas, found the only way to obtain such accommodations was to make an outright purchase. So he bought a new home in St. Matthews, residential suburb.

Following a siege of holdovers and reissues, Louisville burst out all over with new films. The Rialto brought in "Blaze of Noon" coupled with "Fear in the Night." Also opening with a double program was the Strand with "Hit Parade of 1947" and "Trail to San Antone," and Loew's with "Ramrod" and "Little Mr. Jim." The National has "The Fabulous Dorseys" and the Mary Anderson "The Two Mrs. Carrolls." The Brown picked up "Homestretch" after it was run a week at the Rialto. The Scoop, ordinarily a newsreel or first run house, brought back "It's a Joke, Son!" which had a successful run at the Strand several weeks ago.

'Green Grass' Being Shot At Town Near Columbus

COLUMBUS—Lloyd Nolan, Robert Arthur and Geraldine Wall head the cast of 20th-Fox's Technicolor production of "The Green Grass of Wyoming," scenes for which are being filmed at the Fairfield county fairgrounds at Lancaster, near here. Nolan plays Rod McLaughlin, owner of the Goose Bar ranch; young Arthur plays Ken, his son, and Miss Wall is the wife and mother. These parts were played in "My Friend Flicka" and "Thunderhead, Son of Flicka," previous pictures in the Mary O'Hara series, by Preston Foster, Roddy McDowall and Rita Johnson.

Peggy Cummins, the young English actress imported to play Amber on the screen but later replaced by Linda Darnell, is cast as the romantic lead. Charles Coburn plays her grandfather. Burl Ives is cast as Gus, the ranch foreman. Several members of the cast and crew will be quartered in Columbus during the shooting at Lancaster.

Harness racing scenes, climax of the story, will be shot June 7, 8 at the fairgrounds track. Much of the credit for filming of the picture in Lancaster goes to R. Kenneth Kerr, publisher of the Lancaster Eagle-Gazette. Kerr, in a conversation with studio officials several months ago, suggested the Lancaster site with Mount Pleasant in the background, as an ideal location for such a film.

Newspaper men from Columbus, Cleveland, Cincinnati, Dayton and other Ohio cities are expected to cover the location scenes. James Keefe, 20th-Fox exploitation manager, Cincinnati, is working with studio officials in arranging coverage.

Look Over B&K Site

TOLEDO—Executives of Balaban & Katz were here to examine the site for the new $2,000,000 Paramount Theatre to be built next year at the northwest corner of Jackson and Superior streets. Among the group were Helmuth Bartsch, architect; Henry Stickelmaier, former Paramount manager here and new divisional manager, and Marvin Harris, present manager of the Paramount. Stickelmaier said the architect's plans were not completed. The house will have 2,500 seats with 36-inch spacing and television will be an integral part of the theatre's potential offering.

Fire Chief Lauds Theatre; 'Safest Building in Town'

Warrensburg, Mo.—Praise was heaped on the shoulders of Roy Tucker, manager of the local Star Theatre, when Fire Chief C. R. Copas said that he had never seen a building more safe from fires in this community or a man so anxious to cooperate in protecting lives and property from fire loss.

"The Star is the cleanest and the safest building in town," said Copas after his annual spring inspection.

The structure recently was remodeled. Rewiring of electrical circuits and installation of a new gas furnace in a fireproof basement room were special features that caught the eye of Chief Copas.

"If the public could have walked with me through that building today and noted the improvement that has been made in the past year and a half, they would agree Roy Tucker deserves a pat on the back," he said.

Mrs. Thomas Is Cinema Head

CLEVELAND — The Cleveland Cinema club, now in its 31st year, last week elected Mrs. William Roger Thomas as president. She succeeds Mrs. Ralph D. Kittle. Re-elected for a second term were Mrs. Herbert E. Smith as first vice-president, and Mrs. Louis Zettlemeyer as second vice-president. Mrs. H. L. Hamilton was named recording secretary; Mrs. A. C. Gilchrist, corresponding secretary, and Mrs. W. M. Murphy, treasurer.

Municipal Tax Issue Hot in Pennsylvania

HARRISBURG—Passed over for several weeks and then removed from the legislative calendar, house bill 800 again is up for passage as the general assembly prepares to complete its work and adjourn within two weeks.

Drastically revised at Gov. James H. Duff's insistence, the measure gives local governments virtually unlimited taxing powers. The municipal corporations committee reported the bill to the house floor and the measure is on calendar for a final vote. It would allow admission sales, wage, per capita and occupation taxes on the local level.

Herbert P. Soorg, 36-year-old majority floor leader in the house of representatives, spoke up against measures permitting boroughs to impose amusement taxes. He termed them "bad" bills. Fred J. Herrington, AMPTO of W. Pa. secretary, observing the actions of the general assembly this week, declared that John Mazza, Washington county, has been very cooperative.

Buckeyes Vote to Limit Admissions Tax to 5%

COLUMBUS—The senate taxation committee of the Ohio legislature voted informally to limit the admissions tax, if the state abandons that field, to 5 per cent. The present state admissions tax is 3 per cent. The house-approved bill, which sets no limit which municipalities might levy, was referred to a subcommittee of the taxation committee. If repeal of the state tax is approved by the senate, it would become effective October 1.

The senate also approved the bill, previously passed by the house, to exempt trailers from state censorship. The bill now goes to Governor Herbert.

Fair Site Bill Advances

COLUMBUS—The Ohio house of representatives voted 82-36 to create a nine-member commission to acquire a new State fair site. All six members of the Franklin county delegation voted against the bill. The bill now goes to the senate.

Detroit's Newest A House, The UA, Is 19 Years Old

DETROIT—With the 30th anniversaries of two major houses, the Adams and Madison, rolling around, there has been much discussion on Filmrow lately on the age of the first run houses here.

A check shows that Detroit has not had a new A theatre since the United Artists opened in 1928, unless the special-purpose Telenews is taken into consideration. Most of the houses were built during the lush '20s, with the failures of 1929 cutting off all subsequent investments of this type.

Opening dates of the first run houses, a check discloses, are: 1917, Adams and Madison; 1922, Broadway-Capitol (formerly Paramount); 1925, Palms-State; 1926, Michigan, Fox and Downtown (formerly Oriental), and 1928, United Artists.

Plan Negro House

LOUISVILLE—Plans have been drawn by Ossian P. Ward and Walter B. Rueve, architects, for a 1,400-seat theatre to be built here for Williston Enterprises of Indianapolis, operators of a circuit of Negro theatres. The building will also contain two stores and eight offices.

'Welcome' Premiere Is Set for Portland

PORTLAND—"Welcome Stranger," Paramount's new picture starring Bing Crosby and Barry Fitzgerald, will be given its world premiere at M&P's State Theatre here. The date is tentatively set for July 16. Crosby is expected to appear in person. As the picture is set in a small Maine town, the premiere is causing no end of anticipation and excitement in the Pine Tree state.

Tom O'Brien Is Promoted To Columbia Manager

BOSTON—Tom O'Brien, Columbia sales manager, has been made branch manager. Harry Rogovin, district manager, made the appointment.

O'Brien entered the industry in 1939 in a clerical position with Vitaphone Corp. He has been with Universal and Monogram and joined Columbia as a salesman in 1943. Last year he was promoted to sales manager.

The branch managership had remained open since last year when Rogovin was promoted to district manager.

Lester Hughes Quits PRC

BOSTON—Lester Hughes, former Maine salesman for PRC and Eagle-Lion, has resigned to spend all his time in the operation of the Nordica in Freeport, Me., the theatre that he and his wife took over last year. Sidney Shumsker, a native Bostonian and navy veteran who helped entertain the boys as emcee and comedian, has been added to the sales staff of PRC with his territory as yet unassigned.

June Havoc in Stock

HARTFORD—Actress June Havoc will come east from Hollywood in June to open the Theatre Guild's summer stock season at Westport, as star of "Girl of the Golden West."

John F. Mackey Dies

HARTFORD—John F. Mackey, 53, at one time in charge of music for Warner Theatres in Hartford, Waterbury, and New Britain, died at his Hartford home.

Levy to Attend Reunion

HARTFORD—Herman M. Levy, general counsel for MPTOA and executive secretary for the MPTO of Connecticut, will attend the 20th annual reunion of his Yale class of 1927 at New Haven June 14. Levy said that among classmates of '27 are Rudy Vallee, Herb Lazarus of the Paramount legal staff in New York and Joe Podeloff, 20th-Fox manager in San Francisco.

Handless Star at Hartford

HARTFORD—Harold Russell, star of "The Best Years of Our Lives," was here as guest of the Unknown Soldier chapter, Disabled Veterans, to aid in furthering plans for raising funds for the local Disabled Veterans center drive.

New Equipment at Rialto

LANCASTER, N. H.—Interstate Theatres, Inc., operator of the Rialto Theatre, has installed new projection equipment consisting of a Hertner Transverter, new Century projection heads on Century bases and the latest Snap Light projection lenses.

Shulman Loses in Appeal Over ADT Installation

HARTFORD — Judge Thomas J. Wall denied the petition of Albert Shulman, owner of the Rivoli Theatre, for a writ of mandamus requiring Fire Chief Henry Thomas to permit the installation of a direct telephone connection between the theatre and fire department headquarters. The action was brought after the fire and building departments had ordered local theatres to install American District Telegraph alarm systems.

The judge found that 15 other theatres had complied with the order and no rights of Shulman had been invaded by it. He said the system was for protection of the public.

Alhambra Names Big Five In Clearance Complaint

NEW HAVEN—H. W. Smith, operator of the Alhambra, Waterbury, has filed a clearance complaint against the Big Five with the arbitration board here. He seeks a clearance of not more than 50 days after first run Waterbury. The complaint did not specify the existing clearance granted the Alhambra. Smith named the Carroll Theatre in Waterbury as intervenor. He claims that due to the "pecularities of the Carroll's operations, pictures become available to the Alhambra extremely late, resulting in hardship in booking."

Meets Old Team Mate

WORCESTER—Bob Portle, manager of the Elm Street, encountered his old vaudeville partner at a carnival here the other night. He was Lou Dean, blackface singer and dancer, who teamed with the Worcester theatreman on the stage prior to the first world war. The men had not seen each other for many years. Dean is traveling through New England with the carnival.



Aside from provoking howls of mirth from passersby, this stunt served as a good ballyhoo for "It Happened on Fifth Avenue" in connection with the engagement of that production at the RKO Palace Theatre in Rochester, N. Y. Francis Anderson, manager of the Palace, located the old lamp post and had the display built by his sign man.

Quonset Theatre Ban To New Haven Court

NEW HAVEN—Leonard E. Sampson and Robert C. Spodick, operators of the Lincoln, have filed an appeal in the New Haven county court of common pleas against refusal of Henry G. Falsey, building inspector, to issue a permit for the construction of quonset type theatre building.

Application had been made March 25 for permission to construct a quonset building on Meadow street to seat 300. In a letter to the architect, Carl R. Blanchard jr., the building inspector said that the strict New Haven building code requires the walls be of masonry and of a fireproof nature. Appeal to the city board of examiners also failed.

The court of common pleas is asked to "review all proceedings." The action of the building inspector and of the board of examiners is termed "arbitrary, illegal and an abuse of discretion based on a misconception of building rules."

Sampson and Spodick are the most recent additions to exhibitor ranks in the state, having taken over the Lincoln only a year ago. Sampson had then just returned from army service. He was previously connected with the Fifth Avenue Playhouse and the Ascot in New York. Spodick had previously been at the Little Carnegie, New York.

New Haven Art Theatre May Operate in Summer

NEW HAVEN—The 286-seat Lincoln may remain open throughout the summer season for the first time in its history, according to Leonard Sampson, one of its operators. Last year the little art and foreign film house braved the heat and the absence of the regular Yale university colony of 9,000, from which it draws much support, until August. Up to that time, Decoration day was the usual deadline. The house this week played "Carmen," French film, first run for Connecticut, together with an all-Disney revue.

Poli's Summer Lineup

NEW HAVEN—Harry F. Shaw, Loew-Poli division manager, reports that Bob Carney of the Bridgeport Lyric, which is closed for the summer, will do relief summer managing at Norwich June 30 to July 20 and at Springfield July 26 to August 17. Ruth Bolton of the Loew-Poli division office, former manager of the College here, will relieve at the Poli, New Haven, June 16 to 29; at the Palace, Meriden, June 30 to July 20; at the College, New Haven, July 21 to August 10; at the Bijou, New Haven, August 11 to 17. In addition, Miss Bolton will substitute for Charlotte Sitzer, secretary to Harry Shaw, August 18 to September 1. Managers this year receive three-week vacations.

Back to Boyhood Scenes

WEST NEWBURY, MASS.—Milton Parsons, Hollywood screen actor, has expressed a desire to return to the scenes of his boyhood and appear with the summer theatre here. Parsons, a cousin of the late Lester Pierce, spent several years here during his boyhood.

Form Hanover Film League

HANOVER, N. H.—Several college professors, influential townspeople and members of the Dartmouth student body, have organized a better films council here, to be known as the Hanover League for Better Movies.

NEW HAVEN

Metro Pep club presented Milt Hyams, salesman here for the past 14 years, a portable radio. Hyams is now selling in New York state . . . The Morris Rosenthals of the Poli, New Haven, will motor to Kansas City starting June 16, and radiate to various points of interest from there, fortified by some famed Kansas City steaks.

Lou Cohen of the Poli, Hartford, is just back from Virginia Beach, and June 9 Harry Rose of the Globe, Bridgeport, begins his vacation. While Rose is on the boardwalk at Atlantic City, Matt Saunders will sub at the theatre . . . John Shields at the Capitol, Ansonia, is eagerly awaiting the return of John jr., at present touring the Mediterranean with the U.S. navy as an ensign.

Maurice Bailey of the Bailey circuit, New Haven, and Sam Calechman of the Howard fished off Greenport, Long Island . . . Norman Levenson, assistant at the College, New Haven, left this week for a vacation in Canada . . . George Weber, Metro office manager, back from a five-day meet in Cincinnati, says there was very little time for diversion in the well-known night spots across the border in Kentucky.

Joe Urdang, of Aetna Cleaning, servicing Loew's Poli houses, made the rounds of the territory with Harry Shaw . . . The Shaws had a large weekend in New York Decoration day, including two weddings and a confirmation party . . . Isabel Toce, United Artists inspector, is lady of leisure at home this week . . . The Barney Pitkins of RKO, acquired that ruddy complexion at Eddie Rahm's Westbrook hotel.

Abe Bernstein, Columbia exploiteer, handled the opening last Friday (30) of "Framed" at the Majestic, Bridgeport . . . Correction: It was the Bill Browns of the Bijou, and not the Lou Browns, who celebrated their recent anniversary in New York . . . Stagehands' local has changed its meeting date from third Monday of the month to third Thursday, says business agent Mat Kennedy . . . New light oak wainscoting is gradually getting 'round the Paramount.

Lou Phillips is interviewing customers from the top of a ladder these days, as hectic renovation activities go forward in his offices . . . Fire escapes and exit doors are being surveyed and painted in Poli houses, and greens are decorating boxoffices to create a come-hither summer atmosphere.

Bob Hamilton of the Gem, Willimantic, is recovering from a tough pneumonia case at the Backus hospital, Norwich, while George Haddad, assistant at the Capitol, relieves at his theatre . . . Jack Williams, assistant shipper at Metro, was "hurt in action" and required a little bone-setting.

Sid Kleper of the College, was awarded a plaque by Floyd Fitzsimmons, Metro exploiteer, for the best pictorial promotion on "The Mighty McGurk" . . . Jim Darby arranged a series of Monday afternoon contests in cooperation with the Elm City Beauty Academy, which treated the matinee customers to hairstyle shows and giveaways of permanent waves, facials, manicures and shampoos. Jimmy Morgan plays the organ and Darby announces the winners; otherwise the Academy does the work . . . At the Empress and Norwalk, tieups in the M&P "over-the-hurdles" contest, were arranged with A. J. Collins and Sears, Roebuck.

Led by playing coach Johnny DiBendetto, Loew-Poli assistant, the theatre softball team defeated the College team, 10 to 6. On the mound for Poli was Bruce Branchini. Among other members of the team were Vic Toplitsky, Bob Koswitz and Bob Ritzert, ex-Hillhouse high stars . . . For the first time in 15 years, the Jim Darbys of the Paramount, New Haven, decided to play golf on their 14th wedding anniversary, and it rained.

Report is that some shots for 20th-Fox's "Gentleman's Agreement" are being readied at nearby Darien, and Gregory Peck is there . . . Signs of summer: The 1,657-seat Shubert will close June 7, although Manager Benjamin H. Segal and the staff will be finishing up administrative detail for some time after . . . The 1,005-seat Poli, Meriden, and the 2,149-seat Lyric, Bridgeport, closed for the dog days as of June 8.

The Poli theatres in Bridgeport, New Haven, Waterbury, Hartford and Norwich, will have school's out shows consisting of 17 cartoons June 14. The Poli in Meriden and Springfield will have the same show June 21. Admission will be 25 cents, tax included . . . The Groton Theatre is playing Children's Library films in a series of Saturday morning shows.

Student auditor Arthur Ehrlich is in the Metro office, training for foreign service. Stanley Miller, who also trained here, is now in Cairo, Egypt, assisting Maccabi Attes, who also "finished off" at New Haven . . . Jack Simon, former Loew manager in Providence, is now at Martin Lewis' 1,200-seat Center, Hartford . . . Estelle Rosenberg is assisting Herbert Coleman in the Amalgamated booking department.

The Poli and College theatres, New Haven, will have new enclosed candy stands in their lobbies . . . Seen about town: Sal Adorno, formerly of the Astor, East Hartford, who is now selling cars in Middletown; Buster Bonoff, booking for the Madison, who was in town with his fiancee, Barbara Wasserman; John Perakos of the Palace, New Britain; Sam Hadelman, Colonial, Bridgeport, and Tom Donaldson, new district manager of PRC, who was doing the rounds with Max Salzburg.

Birthday greetings to: Paul Klingler of the Strand, Waterbury; Lou Brown, Loew-Poli publicity man; Shirley Brown; Harry Shaw, Poli division manager, and Barney Pitkin of RKO.

Sid Kleper and Norman Levenson made a lot of noise on "Boom Town" at the College. They bannered the hot dog boys at the Arena picturesquely, had pretty babies wheeling carriages, and distributed 5,000 imprinted shoe and hosiery bags . . . The Milt Fishman who won first prize for boys in the biology prize exams is son of Harry, member of the Fishman circuit.

Writes Screenplay

RKO has set David Lang to write the screenplay for "Bodyguard."

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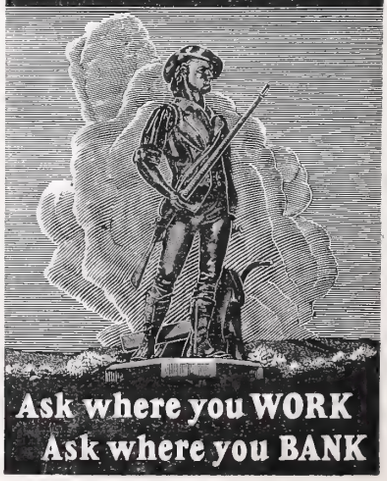
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'Egg' Boils in Boston; 'Stairway' Rebounds

BOSTON — It was another dull week here, except for "The Egg and I," which may play three weeks at the Memorial. That house took most of the business. At the Keith-Boston, across the street, "The Best Years of Our Lives" was well received in spite of its 20 weeks at the uptown Esquire. The Boston has canceled its stage shows for the summer and will hold "Best Years" as long as possible. At the Exeter Street "Stairway to Heaven" had a good first week in its second run. It was at the Copley for a roadshow engagement early in the winter.

(Average is 100)

Boston—**The Best Years of Our Lives** (RKO), 2nd run 120
Exeter Street—**Stairway to Heaven** (U-I), 2nd run 150
Majestic—**Johnny O'Clock** (Col); **Over the Santa Fe Trail** (Col) 130
Memorial—**The Egg and I** (U-I) 170
Metropolitan—**The Two Mrs. Carrolls** (WB); **Big Town** (Para), 2nd wk 90
Paramount and Fenway—**That's My Man** (Rep); **Love and Learn** (WB) 100
State and Orpheum—**Duel in the Sun** (SRO), 3rd wk. 90
Tremont—**Fun on a Weekend** (UA); **Three on a Ticket** (PRC) 100

Seasonal Slump Sharper Than Usual in New Haven

NEW HAVEN—Unseasonably hot weather alternating with heavy downpours slowed up business everywhere. Exhibitors reported the slump was a little worse than the usual seasonal decline beginning about now. The third week of "Best Years of Our Lives" at the Shubert, legitimate theatre, continued good, however. "The Egg and I" moved from the Loew-Poli to the College for a second week. Detail for the week ended May 28:

Bijou—**The Adventuress** (E-L); **Accomplice** (PRC) 80
College—**Boom Town** (MGM), reissue; **Yankee Fakir** (Rep) 95
Loew Poli—**The Egg and I** (U-I) 110
Paramount—**The Imperfect Lady** (Para); **Winter Wonderland** (Rep) 89
Roger Sherman—**The Red House** (UA); **Susie Steps Out** (UA) 90

Night Baseball, Warm Weather Affect Boxoffices in Hartford

HARTFORD—"The Farmer's Daughter" and "The Egg and I" were held over in the downtowns. Night baseball games and warm weather combined to hit downtown and neighborhood grosses. "The Yearling" led.

Allyn—**Calcutta** (Para); **Big Town** (Para) 115
E. M. Loew's—**Framed** (Col); **Blondie's Holiday** (Col) 150
Poli—**The Yearling** (MGM) 200
Palace—**Farmer's Daughter** (RKO); **Devil on Wheels** (PRC), 2nd wk 110
Regal—**The Egg and I** (U-I), 3rd wk 125
Strand—**The Two Mrs. Carrolls** (WB); **Sarge Goes to College** (Mono) 150

Report Expected June 19 On Variety Club Rooms

NEW HAVEN—The Variety Club of New Haven will hold a special luncheon meeting Thursday (19) at Seven Gables Towne House with Barney Pitkin, chief barker, in the chair. Report of the committee on club quarters is expected at that time, and a final decision may be reached in the matter. Other program and policy matters will also be considered.

Stanton Griffis Speaks

HARTFORD—Stanton Griffis, industry executive, and newly appointed ambassador to Poland, addressed a Connecticut rally for relief for Poland at Bushnell Memorial last week. In New Britain, a similar rally was held at the Music Box Theatre, with Mayor Henry Gwiazda heading the stage event.

BOSTON

Negotiations between the E. M. Loew circuit and the present owners of the Rialto Theatre at Brockton, Judge Harry Stone and Harry Chabby, are expected to end soon. Before March 15 the house had been on a long term lease to M&P, but was returned to the owners at the expiration of the lease on that date. The E. M. Loew office soon will announce the new policy and personnel of the Rialto.

An advance screening of "Carnegie Hall" for film and musical critics will be held June 10, followed by a cocktail party and dinner at the Hotel Statler. UA officials and Martin Finestein, special publicity representative from the home office, are giving the affair. An earlier advance screening will be held for Columbia record album distributors from this sector. The New England premiere of "Carnegie Hall" is scheduled for the Esquire Theatre June 17.

Colby Robinson, owner of the Colby Theatre, Bingham, Me., recently made one of his rare visits to Filmrow. He was in town for two days and visited his old friends in the district . . . Etta Glazen, popular Paramount booker, is recuperating at home after her recent hospitalization.

Wendell Prouty has been appointed house manager of the Uptown Theatre here, owned by the Giles circuit. Prouty, whose home is in Everett, has been manager of the Rothenberg circuit's Rialto in Everett. Previously he had managed the University, Cambridge, under Stanley Sumner and the Granada, Malden, a George Ramsdell theatre. He assumed his new duties May 22.

J. E. Charbonneau, owner and operator of of the Concord, Concord, N. H., for many years, has disposed of the property to Theresa Cantin, who has been booking and managing the house for some time. Charbonneau will retire from active business . . . Ray Salisbury, manager of the Opera House, Presque Isle, Me., which burned to the ground in March, was in town on insurance business for the property. The Hone Bros., owners of the theatre, plan to rebuild as soon as materials are available.

Two visitors over the holiday were Louis Baurer and Sid Stern of the State in Elizabeth, N. J., associates of the B&Q circuit. The double-header at Braves field was the main recreation . . . Mrs. Doris Paul, wife of Sam Paul, head shipper at PRC, gave birth to a daughter at Allerton hospital in Brookline, named Suzanne Ruth. There is a son Joel, past 4.

Abner Eilenberg, a director of the Middlesex Amusement Co., was in Maine for a week's vacation . . . Mrs. Vincent Mollica, Opera House, Lebanon, N. H., was in town to attend the funeral of a member of her family . . . Al McAvoy, manager of the Union and Bates theatres, Attleboro, before the B&Q circuit took over, visited old friends in the district . . . Mr. and Mrs. Al Anders, operators of the Bijou, Springfield, dropped into Columbia to chat with head booker Abe Barry . . . Sympathy to Harry Aaronson, Rialto Scollay Square, Boston, in the recent death of his mother.

Arthur Howard, president of Affiliated Theatres who underwent two major operations in less than a month, is back at home definitely on the road to recovery . . . Benn Rosenwald, new manager at Metro, is still hunting for an apartment. Mrs. Rosenwald is expected to arrive from Charlotte, N. C., early in June to continue the search.

Ruth Cummings, Rhode Island and Vermont booker at Metro, and Jerry Crowley, Massachusetts circuit booker, will be married June 7. A small reception at the bride's home will follow the church ceremony in Quincy. After a two-week honeymoon trip, the couple will live in East Braintree, where they have rented a house for the summer. Ruth expects to continue work.

Rosamond Jaffe, secretary to Irving "Mac" Farber of Regal Pictures, spent the holiday weekend in New York visiting friends.

Leonard Goldberg of the Adams in Quincy has purchased "Duel in the Sun" to play first run beginning June 11 for seven days. This marks the first time in the history of his theatre that he has upped the prices to $1.25 top.

Phil Engel, publicist at UA, is working with Al Tamarin, Martin Finstein and Carl Goldman on the campaign for the opening of "Carnegie Hall" at the Esquire Theatre. Goldman is the Esquire manager and Julian Eaton is assistant. Eaton came from Everett, a Warner circuit situation . . . The UA office is a busy place these days with four pictures opening first run in the city. "Ramrod" and "Dishonored Lady" will open at the Paramount and Fenway; "The Red House" will appear at the Loew's State and Orpheum while "Carnegie Hall" will have its New England premiere at the Esquire June 17.

Milford Drive-In Reopens

MILFORD, CONN.—E. M. Loew's Drive-In has reopened for the season. Carl Halprin is manager. New speakers and ramps have been installed.

Takes Romantic Lead

Howard Duff has been given the romantic lead in Universal's "Homicide."

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HARTFORD

Tom Duane of Vanguard Pictures, was a visitor . . . The Ernie Greculas of Hartford Theatres circuit visited Bridgeport and were entertained by the Mike Carrolls of the American Theatre.

New glassware giveaways have started at the Rialto and Lyric in the south end . . . Evelyn Hurlburt is the new Colonial cashier, replacing Marjorie Hurley, resigned . . . The Hartford Times held a baseball rally at the State . . . Martin Kelleher ran a special Saturday morning kiddy show, at 20 cents top . . . Johnny Crockett, former motion picture columnist for the Hartford Times, has been discharged from the army.

At Rockville the East School Teachers club sponsored a benefit film at the Interstate Palace for two days . . . Edwin Schuman, son of Leon Schuman of Hartford Theatres circuit, has been awarded a Yale scholarship . . . Frank Daly, assistant to Joe diLorenzo, Connecticut district manager for Daly Theatres Corp., is recuperating at home from a hernia operation.

Mrs. Victoria Battalino is the new M&P Allyn cashier, replacing Betty Miller, resigned . . . Lillian Kelleher, Martin Kelleher's secretary at the Princess, held a party at her home for the theatre staff . . . Jack Simons, manager of the Center, says Eleanor, his daughter, will be a senior in a Providence high school next fall . . . The Warner Hartford district offices in the American Industrial Bldg. have been redecorated.

In advance of the June 8 Pearl Needles-Morris Tonken wedding, several showers were held for the Warner district manager's daughter . . . Estelle O'Toole, Henry Needles' executive secretary, is the first of the downtown Warner executives to take a vacation.

Dan Finn and Jim Bracken of Warner zone offices were in . . . Tommy Maller was also here . . . Warm month note—Charlie Atamian of the Warner Strand has been doing a terrific job of beating Bennie Lamo on the golf course.

Les Markoski, Music Box manager and his wife are the parents of a baby girl—their second—born last week at the New Britain general hospital . . . Dan Finn and Jim Bracken of the Warner zone offices were in New Britain.

Art Gaudette, former New Britain Strand assistant, has been released from the army, and is clerking at the Stanley hotel. Dan Perchin, Strand maintenance chief, has been ill, with Freddie Pinto handling relief duties.



Herman Levy Is Honored By Preferri Society

HARTFORD—Herman M. Levy of New Haven, executive secretary of the MPTO of Connecticut and general counsel of the MPTOA, has been elected an honorary member of the Preferri Society here.

The announcement was made by William G. Raynsford, member of the Connecticut house of representatives from Salisbury, who is also president of the society which has been in existence since 1921. The house of representatives members are all elected to the society.

WORCESTER

Bill Brown, managing director of the Park and Greendale, can be seen these days at the wheel of a shiny new automobile, and he adds to his friends' envy by admitting he got it at a nice buy . . . Norman Stearns and Howard Louis have resigned from the staff of the Elm Street.

Charles Grace, who heads the corporation that recently bought the Park in Spencer, announces the name of the house has been changed to the Champ and alterations have started, including a new front . . . Bob (Elm Street) Bergin's dog has just undergone a siege at a veterinary hospital . . . Duke Ellington, the band leader, was in town.

Milton King, who has been scenic artist at the Playhouse several years, has joined the MGM studios in Hollywood in the art department . . . Bob Portle, manager of the Elm Street, used a covered wagon ballyhoo on the streets for "Last of the Mohicans" and "Kit Carson."

New York drama critics honored two actors from Worcester and environs in their annual poll. They named Arthur Kennedy, Worcester stage and screen actor, as the most promising young actor, and their second choice was Peter Cookson, stage and screen actor from Westboro. Both appeared on Broadway in plays this past season.

The Park will change over during the summer from a coal stoker to oil heating . . . Roger Kavanaugh and James Mahoney keep it hot backstage at the Elm Street with their discussions of big league baseball . . . Vaughn Monroe's band drew 2,500 to a dance at the Auditorium.

Manager Harold Maloney of Loew's Poli is arranging to have the 14 outside brass doors changed to oak doors . . . White City park has been having a brutal time of it with the incessant rain . . . Because "The Guardsman" won't be available to summer stocks, Miriam Hopkins will do "By Candlelight" when she appears in Fitchburg this summer.

Arthur Pettit has joined the Greendale's staff . . . The Elm Street is now taking its own ballyhoo pictures . . . Jay Rogers came on from Hollywood, where he appeared in Seymour Nebenzal's "Atlantis," for the opening of the Playhouse . . . A new candy bar has been built into the Park.

George N. Beede, chairman of the Westboro selectmen and builder of the Strand there, which he operated for 25 years until two seasons ago, died while visiting in Pennacook, N. H. He was 67. Ten weeks ago, he and his wife were in an automobile collision in Middleboro that took the life of his wife. Beede suffered fractures of both kneecaps and other injuries, but it was the shock of his wife's death that was blamed for his own demise.

NEW HAMPSHIRE

Karl Green jr. of the Portsmouth navy base, served as projectionist at a showing of the War department film "Fury in the Pacific," depicting the American invasion of Peleliu island, at a meeting of the Somersworth Kiwanis club.

On Memorial day, a two-day showing of a double feature program, "Thief of Bagdad" and "'Neath Canadian Skies," was started at the Scenic in Rochester, with evening prices prevailing all day on the holiday . . . The Dover Film Corp. aided Dover police in the recovery of an automobile stolen in Massachusetts when officials of the concern reported a mysterious car parked in the factory parking lot.

Arthur E. Chadwick, an exhibitor in Newport since he opened the first motion picture theatre in that town 35 years ago, has announced his retirement. He has leased his Coniston Theatre to Allard M. Graves of White River Junction, Vt., and E. Harold Stoneman of the Interstate Theatre Corp. of Boston. Chadwick has served his town as water commissioner and member of the board of selectmen.

Mrs. Edward A. MacDowell, 89-year-old widow of the famous composer and founder of the MacDowell colony in Peterborough, well known to actors, musicians, writers and artists, spoke briefly at the 31st annual convention of the New Hampshire Federation of Music Clubs, held in Peterborough. Kenneth Jewett of Sharon was elected president of the federation.

After tacking on amendments to clarify the measure, the house judiciary committee in the legislature has unanimously approved a bill creating the office of state fire marshal, with broad powers to enforce more stringent fire safety regulations in theatres and other public buildings.

A continuous motion picture show, including the navy submarine film "Silent Service," was one of the features of Naval Reserve Sunday, observed at the Portsmouth navy base, with 3,000 to 4,000 persons attending the public program.

The Palace in Manchester, which has dropped vaudeville for the summer, has announced that the first motion picture program now starts at 12:30 p. m. . . . Radio station WMUR's big radio-dance party, "Groovin' at the Grove," has been moved to the Bedford Grove Ballroom near Manchester.

Gov. Charles M. Dale has signed the Lalumiere bill increasing penalties for operating lottery rackets and illegal horse race betting rooms in this state. Under the new law, violators face fines up to $500, a year in prison, or both. Previously, the maximum was a $100 fine—mere chicken feed to lottery men and bookies.

The legislature's house bill 318 restricting billboard advertising apparently has been doomed by a report from the judiciary committee terming the bill "inexpedient to legislate."

There is much speculation as to who will be appointed U.S. internal revenue collector for New Hampshire succeeding the late Peter M. Gagne, veteran exhibitor, who formerly held the post . . . An adverse house committee report is expected to lead to defeat of house bill 155, which would establish a state commission to keep an eye on amusements along country fair midways.

WESTERN FILM STARS UNITE IN WOODWARD RELIEF RODEO

Two-Day Show Is Expected To Raise $100,000 for Tornado Victims

OKLAHOMA CITY—Gene Autry will bring his radio show cast to the benefit rodeo here Saturday and Sunday (7, 8) in Taft stadium to help raise funds for Woodward tornado relief.

Autry, an Oklahoma boy, will appear at all three performances, which will have a troupe of western motion picture stars and top hands in professional rodeo. The singing cowboy will broadcast his weekly Sunday afternoon radio show from here, but it won't be open to the public.

Autry was contacted at Tucson, where he is making a picture and readily agreed to come to the city for the show. With him will come Allen Massey and the Westerners; Autry's current leading lady, Adele Mara, and Nan Leslie and Kay Christopher, film actresses.

Louisiana's governor also will appear at the rodeo. The singing and composing Jimmy Davis, has accepted the invitation. Wild Bill Elliott, western film star, will be announcer.

150 WILL PARTICIPATE

At least 150 performers will participate in the show. All stock for the rodeo is being donated. No expenses are being deducted from ticket sales, and it is estimated that about $100,000 will be raised.

A contingent of Hollywood luminaries were to arrive here by special plane to participate in the rodeo. Scheduled to make the trip were Kirby Grant, Rod Cameron, Adele Mara, Eddie Dean, Jennifer Holt, Nancy Gates, Jack Holt, Roscoe Ates, Nan Leslie and Kay Christopher. American Airlines furnished free transportation for the Hollywood stars and the Autry troupe.

Roy Rogers was unable to take part in the rodeo because of picture commitments.

Patrons of Griffith Consolidated Theatres have contributed $3,037.80 to the Woodward relief fund through attendance at special midnight benefit previews in 26 of the circuit's Oklahoma towns, it was announced by C. F. Motley, director of theatre operations.

Checks totaling that amount have been turned to the relief committees in the respective towns which were set up for a statewide $500,000 campaign for rehabilitation work of the western Oklahoma town devastated by an early April tornado which killed 101 persons there.

An additional $224.35 was added by the Drumright Lions club, which rented the Griffith Tower Theatre there for the staging of a men's bathing revue and "womanless wedding" benefit show.

MORE FUNDS POUR IN

The Woodward cause also shared in the $1,239.20 turned in to the west Texas Good Neighbor fund for aid to that state's tornado victims, all of which was raised in a Kiwanis club-sponsored benefit at the Griffith La-Nora Theatre in Pampa.

Film exchanges gave prints for the previews, employes donated their time for the shows, and the only deductions were state and federal taxes, Motley said.

All previews were held in the A houses, features were top productions not previously shown in the town, and a minimum of 50 cents admission was charged.

One of the best examples of the cooperation with a local manager, Motley pointed out, was at Blackwell, where Phil McMullen and W. F. Bickford of the Journal-Tribune took the lead in publicizing the benefit show, at the same time furnishing tickets and breaking a journalistic precedent by using ad copy on the front page at no cost.

Blackwell, according to final tabulations, turned in the second largest Oklahoma preview with a figure of $380.78, surpassed only by Bartlesville with the winning figure of $628.63.

16 ACTS AT PAMPA

The Pampa show, conceived and staged with only five days planning and publicity, had 16 acts on the stage featuring talent from Pampa, Borger and Amarillo, and included an advance showing of "The Farmer's Daughter." Admission was $1.50 a seat. The entire show was broadcast over KPDN.

Films provided by the Oklahoma City exchanges for the previews included "It Happened in Brooklyn," "The Show-Off" and "Gallant Bess" from MGM; "Love and Learn," Warners; "The Farmer's Daughter" and "Trail Street," RKO; "The Shocking Miss Pilgrim," 20th-Fox, and "Suddenly It's Spring," Paramount.

Theatres in which the previews were held were the McSwain at Ada, Tivoli at Ardmore, Osage at Bartlesville, Rivoli at Blackwell, H&S at Chandler, Washita at Chickasha, Yale at Claremore, Del Rio at Clinton, Tower at Drumright, Elk at Elk City, Aztec at Enid, Tall Chief at Fairfax, Ramona at Frederick, Blane at Henryetta, Grand at Holdenville, Pettit at Hominy, Erie at Hugo, Temple at Mangum, Orpheum at Okmulgee, Ki-He-Kah at Pawhuska, Poncan at Ponca City, Yale at Sapulpa, Seminole at Seminole, Bison at Shawnee, Aggie at Stillwater and the Key at Wewoka.

An editorial in the Pampa Daily News credited the show industry for the stand in this effort to help the unfortunate, and concluded with the statement that "all these things come as a heartening sign that the idea of the Good Samaritan is not entirely dead, not by a great deal."

Variety Club of Oklahoma sent the Woodward relief fund a $1,000 check Wednesday. The $1,000 check was sent by Horace R. Falls, chief barker, after the club's directors voted to help rebuild Woodward. This additional donation brought the fund-raising drive for $500,000 to about $331,000, according to a tabulation of contributions Wednesday morning.

Exhibitor Tells Escape From Death; Lost His Home in Leedey Tornado

LEEDEY, OKLA.—George Smith, theatre owner and cafe operator here, lost his home in the tornado which struck his town a few months ago and barely escaped death when the cellar door blew off and the walls of the cellar caved in.

He told the press Sunday that he was busy popping corn for the Saturday night show when the fire whistle sounded its warning of the approaching twister.

Soon he heard shouting and people running down the street. Cars began speeding away with a great roaring of gears. He popped out on the street to ask what was the matter and immediately saw the big black twister off in the distance.

"I just let that popcorn go," he told reporters, "and I hustled right on down to my house a block away from here and got my wife in the cellar.

"There were about 16 of us in there and I pulled the door down and we sat there. We heard the roaring for three to five minutes. The wind tore the door off and the concrete sidewalls of the cellar caved in. Why we had to hold our hands over our ears to keep from busting our eardrums."

"Uncle" George, who has been a business man in Leedey for 30 years, added: "When we got up and found our house gone, I didn't know what to say. Why I don't have anything but what I'm wearing now, except the cafe and theatre."

"What about those pants of yours, Mr. Smith? The ones your wife gave to Woodward?" his waitress asked.

"That sure does beat all," Smith said. "I had two pair of pants pressed and those were the ones she gave away."

Night Baseball Affecting New Orleans Area Takes

NEW ORLEANS — All theatremen over the territory, with a few exceptions, report that boxoffices suffered a definite setback in the last few weeks. Much of this is due to night baseball games being played by the American Legion, college and high school teams. That sport is attracting not only the youngsters, but many grownups as well.

One exhibitor in a small town in this territory found it necessary to close on Sunday, the best day of the week, because most of his patrons are going to adjoining towns where night baseball is being played.

$7,850 Asked in El Paso For Blocking of Street

EL PASO, TEX.—An injunction suit seeking to prevent the Lone Star Theatres from blocking Harper and Wickham streets, where they are building a drive-in, has been filed in district court here. The property owners bringing suit also ask damages of $7,500 and $350 in attorney's fees. Four residents of Logan Heights filed the action, charging that the construction is blocking their way and that no other road or street gives them access to Newman road.

New Negro Theatre

JACKSON, ALA.—Waterall Theatres circuit of Prichard, Ala., has started construction of a theatre for Negro patronage here.

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Religious Film With 3,000 in Cast Is Under Way in Oklahoma City

OKLAHOMA CITY—Production of "An Idea, Its Life and Progress" will start here Monday (2).

"The idea," fostered and nurtured by the Rev. William H. "Bill" Alexander, pastor of the First Christian church, is based on the theme that "Christianity is not a theology, but a way of life."

Alexander, 32, a native of Shelbyville, Mo., says his idea began to flower while he was commuting between classes at Tulsa university and his pastorate in Stroud. That was 11 years ago. He says his idea is spreading into neighboring states, and with release of the film, he hopes it will reach and become rooted in every part of the world.

"We have to find some medium other than mere preaching from the pulpit," he explained. "In Oklahoma City 65 per cent of the people aren't darkening anyone's church door."

APPROVED BY CONGREGATION

Alexander's congregation has approved the project, and four city men are backing him with money and talent. They are Frank Buttram, Edward L. Fretwell, C. R. Anthony and R. Lewis Barton, the latter a theatre exhibitor.

H. K. Carrington, Dallas short subject producer, has been chosen to handle the technical end. He has been making short subjects 15 years and has been in show business much longer than that. For the last four years he has been turning out Texas features in a series called This Is Texas. Currently he owns Nationwide Pictures. Carrington has set up offices here, and has hired a secretary to interview local talent. Some selections have been made, but there are still openings to be filled.

Carrington said the acting talent will be entirely local. It must be what he terms "semiprofessional." There will be about 3,000 persons appear in the finished film, although there are probably fewer than a dozen speaking parts.

60 PER CENT DIALOG

Carrington estimates the film will be about 60 per cent dialog and 40 per cent narration. The story is by Marian Walker, professional scenario writer.

Over the weekend, Carrington's crew of 15 technicians moved into town with two trucks and three cars loaded with cameras, lights and equipment.

Paul Dalton, a local makeup man, who is a graduate of the Max Factor and Schanard schools, will do the cosmetic work.

In promoting the project, Alexander speaks for himself and backers in saying, "We believe we have an idea in our positive approach to young people to which the future belongs."

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Sunset Plays the Joy

JACKSON, MISS.—Sunset Carson appeared with his troupe at the New Joy Theatre here.

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Montgomery & McCollum Sell at Wichita Falls

DALLAS—R. B. Montgomery and Jack McCollum have sold the four theatres in Wichita Falls which they have operated since just before the war, according to reports received here. The Tower, Texan, Roxy and Ritz theatres there were transferred to three local men, C. C. Parfet, Dr. Gaylord Schwartz and Garrett Parker, the trio now operating the houses.

Montgomery and McCollum operated a small circuit in Oklahoma until a few years ago. They sold out and came to Texas, buying the Texan, Roxy and Ritz from V. E. Hamm. They then built the de luxe Tower, the town's first neighborhood house, which was highly profitable during the war years. Montgomery has been ill, with doctors apparently uncertain as to the cause.

Bijou Adds 49th House, Ace in Alexandria, La.

NASHVILLE—Evans Sprott, general manager of the Bijou Amusement Co. of Nashville, announced this week that the circuit had taken on its 49th theatre with acquisition of the Ace in Alexandria, La. The theatre became part of the Bijou operation May 30.

To Build in Kermit

KERMIT, TEX.—Application for CPA permission to build a 1,000-seat theatre here has been filed by Griffith Theatres, according to Kenneth Blackledge, district manager for Griffith. The move for a new theatre was started a few weeks ago by the Kermit Chamber of Commerce and officials of the chamber are working with Griffith to secure the permit.

Gruver Palace to Open

GRUVER, TEX.—The Palace Theatre here will open June 1.

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DALLAS

B. Adelman Theatres will open the circuit's newest theatre, the Delman, 3319 Hackberry St. within the next few weeks. It seats 1,200 . . . Mimi Westland is the new availability clerk and Ena Shrader a contract clerk for PRC-Eagle-Lion. Linford Pitts is the new PRC-Eagle-Lion salesman in the Houston territory . . . Ann Burch has gone with U-I.

Ray Jennings and wife of Hondo are with their son at the Chicago university and taking in the sights of the Windy city . . . H. A. Daniels of Seguin is remodeling his theatre at Crystal City and is building a new Mexican house there, the Alameda.

L. J. Dean of Camp Wood has bought out his partner, E. E. Gildard, in the Dixie Theatre . . . Raymond Willie jr. certainly looks mighty important in that 1947 Ford he just purchased . . . D. Gillingham, Manley, Inc., representative in Mexico City, was in town last week en route to the Manley home office in Kansas City.

Mable Guinan of PRC-Eagle-Lion spent last weekend with her husband, Tom Guinan, in New Orleans . . . Max E. Youngstein, head of advertising, public relations and exploitation for Eagle-Lion, was in town for a few days and is making a swing around the territory with Dick Owen. Herman Beiersdorf, district manager of Eagle-Lion, has returned from New Orleans.

Charles Walsh opened his new theatre in Moran, the Moran . . . P. E. Konemann will soon open his new theatre, the Springs, at Roaring Springs . . . W. L. Schilling has just sold the Avon Theatre in Wortham to Truett Fulcher.

Charles Boasberg, division sales manager for RKO, New York, was here for dicussions with Sol Sach and Ben Cammack . . . Ted O'Shea, with Liberty Films, was also here . . . F. W. McGilvery sold the Plaza Theatre, Evant, to Glynn Shave.

The Variety Club held a buffet supper and made plans for the 1947 Turtle derby, an annual event. Bill O'Donnell, chief barker, presided and Chill Wills and Monte Hale, film actors, were present.

When Forrest Dunlap opened his new Port outdoor theatre at Port, Ark., recently, he and his fishing associate, Bob Warner, got in on a big run of mackerel just off the island. They shipped back several barrels for distribution along the Row and elsewhere. Dunlap sent a barrel to American Desk employes at Temple and a barrel to his friends at Midlothian.

A. M. "Buck" Morgan of Grand Prairie was the top figure during the annual meeting of Lions International in Marshall. He relinquished the governorship after traveling 50,000 miles during the year, building new local chapters and increasing membership of the district to more than 9,000, largest of any Lions district. Morgan is a widely known Texas exhibitor although inactive the last year. He holds a prime interest in the Texas at Brady, operated by Bob Shanks.

The Major Theatre, newest of the Phil Isley circuit, opened May 30. Chill Wills, Hollywood character actor, and Monte Hale, cowboy screen actor, were here for the opening. The feature was "California." The Major, located at 2830 Samuell, is a 1,200-seat house built in balcony style with winding stairway and staggered seating plan. Latest equipment in projection and sound effects, cry room and free parking are features of the new theatre. Edward Carlton is manager.

J. L. Schultz recently sold the Canyon Theatre, formerly the Leakey Theatre, to J. H. Chisum . . . J. L. Eatmon has just finished his new Dale Theatre in Springtown . . . R. B. Weatherall recently opened his new Town Theatre in Huntsville. Weatherall has been in the show business for many years prior to joining the navy in World War II.

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Dallas Holds Up Well Despite Graduations

DALLAS—First runs did not fall to an all-year low during graduation week as was predicted. In fact they were just a little above the previous week. Runs on Elm Street start at midweek. Graduations laid grosses low the first half but there was a pickup Saturday and Sunday. Only one house was below average. "Henry V" played one week at the Melba at $2 top with reserved seats. The gross was a little over average for the house.

(Average is 100)

Capitol—**Homesteaders of Paradise Valley** (Rep); split with **Vacation in Reno** (RKO); **Courageous Avenger** (Supreme), reissue.....100
Majestic—**The Farmer's Daughter** (RKO).....115
Palace—**Dishonored Lady** (UA).....100
Rialto—**King of the Wild Horses** (Col), split with **Backlash** (20th-Fox).....85
Telenews—**The Magic Bow** (U-I).....110
Tower—**Pursued** (WB), 2nd d. t. wk.....110

Gainesville Dennis High on RKO Bids

DALLAS—L. C. Dennis was the successful bidder for seven RKO pictures for showing in his Dennis Theatre at Gainesville. In the group were "It's a Wonderful Life," "Song of the South," "The Farmer's Daughter" and "Trail Street." Other bidders were the Wade-Texas Theatres, operator of the State there.

The Dennis seats about 450, charging 30 cents weekdays and 35 cents Sundays and holidays. The State seats about 800. Two months ago Dennis outbid Wade-Texas for eight 20th-Fox pictures which included "The Razor's Edge." His prices then were 35 and 44 cents but were since reduced.

Dennis also made high bid and got additional pictures from 20th-Fox, among them being "Alexander's Ragtime Band" and "The Late George Apley." "Carnival in Costa Rica" in this group, however, went to Wade-Texas on a higher bid. Dennis has now submitted new bids to RKO on a second group and to 20th-Fox on a third.

This has been considered the most active example of competitive bidding in Texas or the southwest for pictures as provided under the decree. There were some singular cases of bidding in test spots by other companies which seem to have withdrawn only recently from accepting bids. RKO and 20th-Fox are said to be the only companies now testing this new situation. Additional information with authority on this subject here has been practically unobtainable.

Edgar Bergen as Undertaker

RKO has inked Edgar Bergen to portray a lovelorn Norwegian undertaker in "I Remember Mama."

Excited Without Cause

TEXARKANA, TEX. — An unexplained "smoke smell," said to have been drawn into the Ritz Theatre by the ventilating system, caused a majority of patrons to rush to the exits. Since no nearby fire was reported, firemen were unable to explain the smell.

New Broadmoor Theatre Opened at Shreveport

SHREVEPORT—"I'll Be Yours," was the opening feature at the new Broadmoor Theatre. The new house seats 850 and is owned and operated by O. D. Harrison and Tom E. McElroy, with the latter as general manager.

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OKLAHOMA CITY

L. C. **Griffith** continues to show improvement. He is at his San Antonio home. He is able to take long walks and to go fishing, according to his office here . . . Visiting the Griffith home office recently were C. E. Leachman, Stillwater; E. R. Slocum, El Reno; Don Hall, Ponca City; Boyd Scott, Bartlesville; Jim Worstey, Picher, and Elmer Adams jr., Shawnee. All are with Griffith Theatres.

Griffith Gleanings: Relief projectionist Carrol Gearhard, Picher, is the father of a baby girl . . . Alex Denton, Miami A&M branch medical student and former Griffith employe, will work the vacation shifts for projectionists Bob Grayson and Raymond Wood at Picher . . . Jim Worsley, Picher, attended the Lions club state convention at Ardmore . . . Foster McSwain, Ada, was elected president of the Oklahoma Public Expenditure council.

Emmett Passmore, Griffith manager at Wink, Tex., was recently named secretary-treasurer of the Lions club in his home town . . . Clark Abbott, manager of Griffith-Lindsey theatres in Lubbock, Tex., reports 20 guests of the convention of Auxiliary Veterans of Foreign Wars were entertained at theatres there.

"Buck Privates Come Home" opened June 6 at the Home, following a return one-week engagement of "The Egg and I" . . . "Duel in the Sun" opened June 4 to play day and date in the Criterion and Tower . . . "Blaze of Noon" closed at the Criterion in favor of "Duel" . . . A double bill, "Mirth of a Nation" and "Affairs of Geraldine" preceded "Duel" at the Tower . . . "High Barbaree" went on the Midwest screen June 4, succeeding "Homestretch," a two-weeker.

Shirley Akers, daughter of Mr. and Mrs. C. B. Akers (he's in charge of Griffith's assignments and construction), was chosen for a ten-week singing assignment in the choral section of the Dallas Starlight Operetta Ass'n. Miss Akers is a graduate of Oklahoma City university . . . Roger Rice of the Griffith home office attended his alma mater's commencement exercises, Blackwell high school, May 22. Rice attended the exercises with Griffith Manager and Mrs. Gus Hoenscheidt. Rice reports that 10 per cent, or 14 candidates, were current service staff members of the Rivoli, Palace and Midwest theatres in Blackwell. Eight others who had been Griffith employes within the past year also graduated.

"Madonna of the Seven Moons," a British film, opened June 5 at the Victoria . . . Spike Jones and his band played at the Tinker field employes welfare show June 1 at Lincoln park amphitheatre. Spike Jones and his band appeared that night in the Municipal auditorium as a Boyle and Cravens show . . . Tinker Field is staging a bathing beauty contest. Eighteen have entered the contest so far. The contestants who reach the finals will have their pictures sent to Hollywood where Actor Ronald Reagan will select the winner who will win a trip to the Warner Bros. studio in Hollywood. The contest is set for June 8 at Blackhawk park.

Retha Littlefield is the new secretary to Republic Manager Dave Hunt . . . Myrtle Noland, Republic inspector, is having a two-week holiday in Arkansas . . . Back in circulation is Bob Malone's auto which was damaged recently in a wreck. Malone is a booker for Republic.

Eddie and Lois Greggs were remarried April 15 in Kansas City, it came to light this week. Eddie, a Republic salesman, and Lois, formerly associated with film exchanges on the city Row, had been married 13 years when they were divorced more than a year ago. They have two children.

Clyde LeBlanc will open a new colored theatre in Crowley, La., early next month in partnership with Sarvey Broussard of Crowley. LeBlanc and Broussard visited Filmrow last week.

Eddie Dean, PRC singing star, will join the Woodward relief rodeo at Taft stadium June 7, 8 . . . Jimmy Burge, Municipal auditorium manager, plans to attend the International Auditorium and Arena Managers Ass'n meeting July 20-23 in New Orleans. The city council approved the trip for Burge.

Pat McClarney, a former Oklahoma girl, has one of the stellar roles in "Bloomer Girl," the Broadway hit which played here Monday and Tuesday in the Municipal auditorium. She was born in Haileyville, near McAlester. However, she moved to Shawnee when just a baby, so considers that home. Her father, W. C. McClarney, is at the naval base in McAlester. Her mother travels with her. Pat went to New York to get into show business immediately after graduating from Texas university in 1945.

Film comedian Roscoe Ates will be here June 7, 8 as one of the features of the Woodward relief rodeo . . . Mayor Street's newly appointed planning commission includes R. Lewis Barton, operator of a theatre circuit including the Knob Hill and Home . . . Green Bond of Griffith Theatre's auditing department here has a new granddaughter.

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Popcorn Bags, Kraft, Trademark, 3/4 oz., per M.	1.50
Popcorn Bags, Red & White Hi-Pop, 1 1/2 oz., per M.	3.00
Red & White Hi-Pop Cartons, 1 1/2 oz., per M.	7.50
Red & White Hi-Pop Cartons, 2 oz., per M.	8.50
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83,638 Theatres in World

There are 83,638 motion picture theatres in the world, of which only about 20 per cent are in the United States. Therefore the world market is of vital importance to the U.S. film industry.

Wichita Airdome Opens Soon

WICHITA FALLS, TEX.—The Open Air Theatre here will open in two or three weeks.

Don George Incorporates

SHREVEPORT—Articles of incorporation were filed here by Don George, Inc., with the following listed as incorporators: Don George, Royal H. Frost jr., and Eddie S. Tiffin jr. The corporation will rent, lease and operate motion picture theatres, as well as own their own theatres. George is president, Tiffin is vice-president and Frost, secretary-treasurer. Headquarters will be in Alexandria.

Beaumont's Tivoli Opens; Loew Admissions Prevail

BEAUMONT—Beaumont's first run, low-priced family theatre, the Tivoli opened its doors to the public June 1. "Tiger Woman," was the feature. Admission is 25 cents for adults; children 9 cents.

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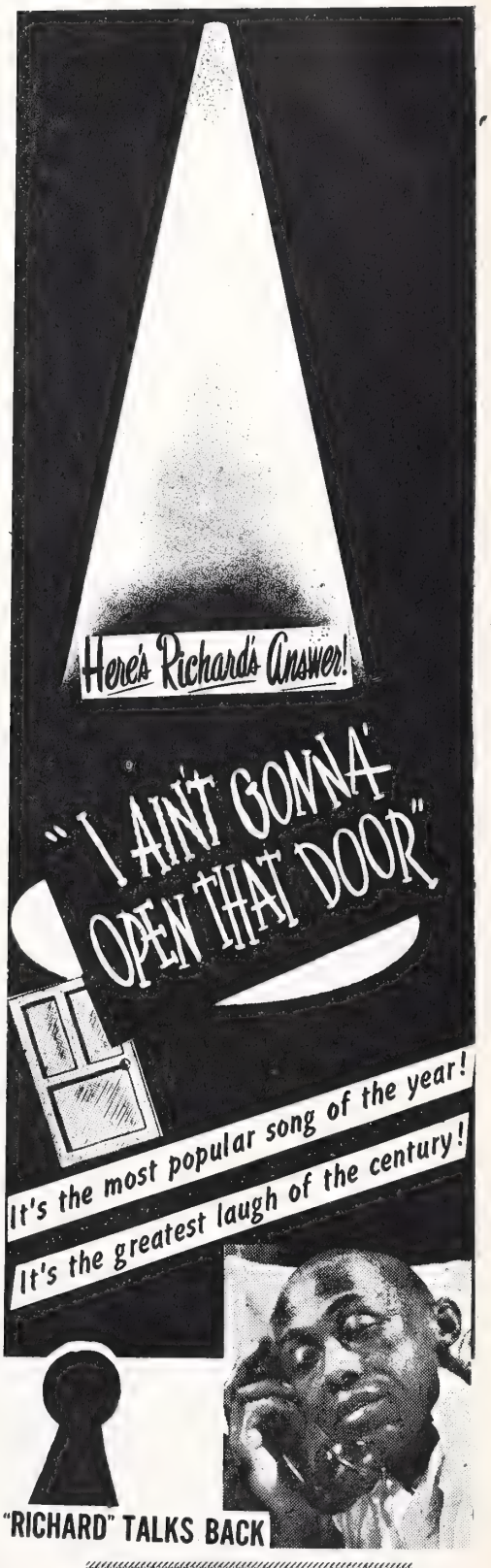
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No. 3—East Texas, making good profit. Good equipment. Three bedroom apartment in theatre bldg. Will sell theatre, bldg., apt., and all for $21,500.

No. 4—Central Texas, 380 cushion seats, latest equipment, all modern, making plenty money, good lease, $19,950.

No. 5—Two Theatres in good central Texas town, large trade area, both first run houses. One other theatre in the town. Long lease on both bldgs. Best theatre buy on the market—$35,950.

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NEW ORLEANS

Melvin J. Savoy, owner of the Savoy in Basile, La., is opening a trailer and tourist camp on Highway 190, just out of Basile . . . Lafayette's newest theatre, the Drive-In, opened June 1. Talks were made by several townspeople, including the mayor. Owner and operator is Lois Michot jr. . . . The Twilight Theatre in Mobile has shuttered.

Among the many new theatres being opened in this territory is the new airdome in Fairhope, Ala. This theatre, the Beach Walk-In, is located just 70 feet from the water line of Mobile bay, at the foot of a 60-foot bluff. It has a seating capacity of 460. Modern rest rooms and lobby accessories are maintained, together with a fully equipped concession booth. The roof is the sky and nature's own air conditioning is assisted by huge fans. Smoking is permitted. It is owned by Stephen S. Riggs and Raymond A. Cartman.

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Transway, Inc., a motor transportation service which has been picking up and delivering films in New Orleans exchange areas for some time, has moved to a new location at 235 Genois St. The new building is quite spacious. Plans are being made for a shipping and inspection department. Personnel, as listed by D. M. Brandon, general manager, is as follows: R. D. Gallagher, traffic manager; Louis Warren, night dispatcher, L. E. Johnson, day dispatcher, and Mike Heck jr., head mechanic.

The Brandon tent show has begun operations in Mississippi, with headquarters in Brandon . . . Milton White, former booker and office manager for PRC, is now with Bill Cobb's Exhibitors Poster Exchange in an executive capacity . . . Lydia Sculley, Columbia booker, has been a patient at Hotel Dieu, but is now recuperating at her home . . . Rosemary McCraw, secretary to E. V. Landaiche of Independent Booking Co., resigned last week. She is moving to Baton Rouge shortly where her parents will be engaged in business. She has been replaced by Virginia Hogan, formerly of Screen Guild . . . The Royal Theatre at Picayune, Miss., closed June 1 . . . John Jarvis of Kay Films returned from a short stay in Atlanta.

The new Broadmoor Theatre opened May 28 in Shreveport. Owned and operated by T. E. McElroy and O. D. Harris, this house is modern in every respect. It seats 850. Many out-of-towners attended the opening, among them were Tom Neely of National Theatre Supply, Gordon Ogden of Baton Rouge, Ken Prichard, MGM publicity director; John Winnbery, of Columbia Pictures, and Curtis Matherne of National Screen. The opening attraction was "I'll Be Yours," from U-I. A first run policy will be maintained.

A. D. Brown, who has been operating a roadshow in Oak Ridge, has purchased the Ace Theatre at Ferriday, a colored house . . . An old Filmrow landmark was torn down last week. A building which has stood for decades at Cleveland and Loyola streets recently the office of Transway, Inc., was razed. The property, together with adjoining lots, will be the location of a medical foundation.

Downtown theatres last week offered mild bills as a whole and business slumped. This week's attractions, however, were more promising. The Saenger had "That's My Man." Loew's State held "Sea of Grass" for a second week. At the Orpheum and Liberty the feature attraction was "Honeymoon." The Tudor presented "The Beast With Five Fingers," and the Globe had "Big Town." The Center offered "San Quentin," while the Joy held "Lost Honeymoon" for a second week. The St. Charles featured a double bill, "Queen of the Yukon," and "Call of the Wolf." Also double billing, the Strand offered "Spook Busters" and "Sagebrush Law."

Mrs. George Sanders, who operates the Pix here for the Joy circuit, left for a four-month vacation. She will first visit her daughter, who is a theatre manager at Olla, La., and will then go on to Texas to visit her mother and other relatives. While Mrs. Sanders is away, Mrs. Zelda Crois is taking her place.

It has been announced that C. T. Haynes is the new owner of the Varsity and Lyric theatres in Ellisville, Miss. . . . John Jarvis of Kay Films left for a trip through his territory.

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Two Circuits Hold Beauty Contests

PANAMA CITY, FLA.—Martin theatres in four states and houses of the Fred T. McLendon circuit in Alabama and Florida are currently conducting elimination contests to select their representatives in the Southeastern Bathing Beauty pageant here July 3-5.

The queen will be crowned in ceremonies at the Beach Theatre here July 5. The winning contestant and her chaperon will be sent to New York with all expenses paid. Second prize winner will receive a wristwatch, while third place winner will receive a fitted cosmetic traveling kit.

Cities and towns which will conduct eliminations through Martin Theatres, Affiliated, are: Americus, Bainbridge, Baxley, Bremen, Calhoun, Canton, Cartersville, Cochran, Dalton, Dawson, Douglas, Dublin, Eastman, Fitzgerald, Forsyth, Fort Valley, Hawkinsville, Manchester, Marietta, Milledgeville, McRae, Perry, Shellman, Tifton, Valdosta, Warner Robins, Washington, and Winder, all in Georgia; Athens and Etowah, Tennessee; Atmore, Brewton, Childersburg, Dothan, Eufaula, Greenville, LaFayette, Phenix City, Piedmont, Roanoke, Sylacauga and Talladega, in Alabama, and DeFuniak Springs, Marianna and Port St. Joe, Florida.

Fred McLendon Theatres are cooperating in staging eliminations in Union Springs, Clayton, Brundidge, Luverne, Georgiana, Monroeville, Bay Minette, Fairhope and Foley, Ala., and Milton, Fla.

Film Stars in Asheville For 'Taproots' Filming

ASHEVILLE, N. C.—Director George Marshall and Susan Hayward and Van Heflin are in Asheville for the filming of James Street's novel of the Civil war, "Taproots."

Boris Karloff, Wilfield Conner, Julie London, Ward Bond, Richard Long and Arthur Shields, also playing parts in the picture, are scheduled to arrive later.

Miss Hayward was presented with a bouquet of roses when she arrived at the Knoxville airport from Hollywood. The presentation was made by Carolyn Keister Dennis, 13-year-old daughter of Mr. and Mrs. Kenneth Dennis, on behalf of the Knoxville Better Films committee.

'School's Out' Parties Draw at W-K Houses

BIRMINGHAM—"School's Out" parties drew throngs of juveniles when held the weekend of May 31 by Wilby-Kincey theatres here, in Montgomery and in Anniston.

A children's fashion revue, featuring 75 talented youngsters, featured the Mickey Mouse club's party at the Alabama Theatre May 31. The revue was arranged through Loveman's department store, which also donated two bicycles for presentation to lucky boys and girls. The screen attraction was "Huckleberry Finn."

Free ice cream, soft drinks and doughnuts were given at the party for youngsters at the Empire Theatre, Montgomery. They were furnished by Foremost Dairies, Inc., Lime Cola Bottling Co., and Spears Best Made Donut Co.

At the Ritz Theatre, Anniston, children attending the ninth annual vacation party were give free chocolate milk and cookies supplied by Myown Creamery Co. and Electrik Maid Bake Shop.

Cost Is Low, Returns High

Receipts Prove Value of Stunts in Spring Drive

MIAMI—The promotion that pays off highest dividends at the boxoffice necessarily doesn't require a lot of money to execute. Managers of the Paramount circuit in this area are proving this in their Spring Festival showmanship drive.

Bill Dock of the Dade came through with a campaign on "Calendar Girl," featuring a contest to choose the local favorite. He used heralds, newspaper stories, window tieups, lobby 40x60 advance marquee line, trailer, and prizes consisting of a seven-week $100 charm course, free professional photos, and a $25 permanent. Twenty girls took part. All advertising and prizes were paid for by the merchants, putting Dock in line to win Paramount's $50 prize for the best no-cost promotion bringing cash returns to the boxoffice.

Tom Manning pulled a flash stunt at the Boulevard, putting up a 50-foot banner playing up "Till the Clouds Roll By." He had recordings advertising the film played in the lobby ten days in advance and a radio store tieup plugged the film. Holdover business resulted.

LITTLE COST ON BADMAN

For "Angel and the Badman," Tom stenciled popcorn bags in advance, using the follow-the-arrow-to-see gag, and put out novelty tickets on the windows of 500 cars, reading, "This is not a traffic violation, but you should be arrested if you fail to see John Wayne and Gail Russell in 'Angel and the Badman' at the Boulevard." The only extra exploitation cost was to the art shop for painting the banner.

Jimmy Barnett at the Rex sold "Trail to San Antone" with a number puzzle that asked patrons to subtract 45 from 45 and still have 45, also with a dart game that invited them to hit the date of the picture's showing, for a pass. He tied up with a custard emporium next door to the theatre to give away cups of custard to people who clipped out his newspaper ad and brought it to the boxoffice. Barnett also put out window cards playing up Autry in big, bold letters.

For "The Falcon's Adventure," a tieup was made with three bookshops, using cards that announced the store had plenty of mystery books for reading pleasure, and mentioning the picture and dates. Several 22x28s were placed in stores, there were imprinted paper napkins for downtown restaurants, and 18 free radio spots were promoted over WKAT, the station which plays the national Falcon show.

RUBBER STAMP PROMOTION!

Harry Brown of the Cinema, got comprehensive coverage for "Easy Come, Easy Go" and "Ladies' Man" at small cost. For the former he rubber-stamped doilies and napkins, had his miniature golf course cards imprinted, used the colored-card stunt for grocery stores, put out 25 window cards, had a special display of diving equipment (tied into story of picture), and put stuffers into big packages of laundry.

For "Ladies' Man" a lobby stunt was used. A chair with shoes on the legs carried the sign, "How would you like to be in Eddie Bracken's shoes? He's a real ladies' man." On all theatre furniture appeared the sign, "Reserved for ladies' man."

Arthur Bookbinder, promoting "Duel in the Sun" had a "Duel" sundae in all the Whelan stores, and 25,000 imprinted tabloids were distributed to Miami Beach hotels for mailboxes. Soda men in Whelan stores won prizes for selling the most "Duel" sundaes.

Norman Atwood, manager of the beautiful new Shores, advertised "It's a Wonderful Life" by snapping pictures of passersby and posting them for tickets of admission. Windshield throwaways were left in cars, stating that "It's a Wonderful Life" if you live in Miami Shores (location of the theatre). Lobby teaser posters and a street ballyhoo were other devices.

GARTER ON GIRL ON STREETS

For "Getting Gertie's Garter" an old, but effective, method was used. A pretty girl, wearing a fancy garter, promised that the first person in town who spotted her and said, "You're wearing Gertie's Garter," would receive a $5 bill. It took 'em three days to spot her and caused considerable talk.

For "Cross My Heart," Atwood took a giant post card to nearby Edison high school and asked students to sign it, sending good wishes to Catherine Craig, who was a former student there.

Good stage show selling, with incidental advertising of "Pursued," characterized the campaign of Al Weiss, manager of the Olympia. Well-written ads and column plugs were used, and Associated Stores used a cooperative ad on one of the acts. The Red Cross drug department store took a cooperative ad on another act. Ronrico Rum put out 100 window cards all over town on an act featuring a mixologist. The usual Olympia radio show, 15 minutes of backstage news, also was used.

CONTEST GETS BIG PLAY

Dan Boone put on a contest for "It's a Wonderful Life," at the Gables, that had the whole municipality talking. People were asked to tell in 25 words or less why it's a wonderful life in Coral Gables. Replies were so numerous and enthusiastic that the local paper, Riviera, wrote a story about it. Another contest for school children was put on. Children were asked to make up sentences using song titles from the picture. Scooter-bikes carried copies of songs from the picture.

Dave Goyen of the Tivoli advertised "The Return of Frank James" by hanging a dummy from the marquee, with a warning of the bandit's return. For "Nora Prentiss" teaser slips were given out asking patrons to construct the longest list of words that could be made from the letters of the title. Response to this was excellent. Post cards were mailed to men patrons advising them to call concerning Nora's arrival in town.

At the Regent, Curry Andrews effectively used a telephone campaign for "Angel on My Shoulder." He called 150 persons, asking if Mr. Mephistopheles was there. The negative reply brought, "Oh, I thought this was the Regent," as the answer. The result was many calls to the theatre asking the name of the feature. The week's highlight was the stage giveaway of ten chickens, the second night of "Criminal Court." There was also a special door prize.

Boxoffice receipts proved the value of all these ideas.

Hugh Martin Honored

LEESBURG, FLA.—Hugh Martin, manager of the M&M Theatres, has been installed as commander of the Leesburg American Legion post.

ATLANTA

Carnegie Hall," acclaimed as one of the finest musicals to hit Atlanta in years, is playing a fourth week at the Peachtree Art Theatre . . . Paramount Pep club members greatly enjoyed the "bon voyage" party they gave for the employes who will staff Paramount's new Jacksonville exchange.

Mrs. Gus King of Capitol Theatre Supply Co. is enjoying a well-earned vacation . . . M. C. Moore of the Riverside Theatre in Jacksonville came up for a short visit . . . N. Emile Savini, Astor Pictures' special representative out of New York, expects to leave soon for a visit to the Kansas City branch.

Ralph McCoy, Eagle-Lion special representative, is back in his office after a road tour . . . Barbara Jameson of Screen Guild of Georgia is confined to her home on account of illness . . . Ben Butler, MGM's special representative, came into Atlanta for a visit with friends . . . Frank Jones, head of accounting in Monogram Southern, has returned to his desk after being ill.

Bob Hope's appearance at North Fulton park in the interest of raising funds for the crippled children at Airmore is the comedian's own idea. He won't even take his expenses out of the gross, which is expected to hit the $12,000 mark. He is bringing his entire radio show with him . . . Gregory Voja is the new office manager for Columbia Pictures in Atlanta. He formerly was an auditor for the company.

Salem Applegate, former representative for Rank in the southern states, has resigned because of ill health and is now in a hospital at Philadelphia . . . J. A. Partlow, U-I manager, is all smiles since "The Egg and I" was held over at the Bibb Theatre in Macon . . . Spence Pierce, 20th-Fox publicity chief, returned from a four-week trip to New Orleans and Miami, then left for Nashville . . . Mrs. Bill Talley, formerly with Republic, has joined Screen Guild.

W. H. Rudisill, Atlanta manager for Kay Films, lost his brother, S. Ernest Rudisill . . . Ike and Harry Katz of Kay Films upon returning from the VCI convention at Los Angeles left for their Charlotte and Washington offices, thence to New York to make deals for additional product. David Katz, who was also at the VCI confab, stayed in Atlanta to look after things here.

Jack Elwell of Dixie Drive-Ins is back after a trip through the Carolinas . . . Visitors to Filmrow included D. R. Regan, Roxy, Selma, Ala.; R. H. Brannon, Holly, Dahlonega, Ga.; Abe Borisky, Birmingham Theatres, Birmingham; J. E. McLeroy, Monogram Southern, Charlotte; Charles Saphvo, special representative for SRO; F. C. Maxsen, Shaw Theatre, Quincy, Fla. . . . Mary Bridges of Martin Theatres' booking office is recovering from an illness.

Leola DeLong of the booking department in Monogram Southern has returned after spending some time on her farm near Toccoa, Ga. . . . Babe Cohen, Monogram Southern branch manager at Atlanta, has returned to the city after a sales trip over Alabama with Ben Jordan . . . William Richardson of Astor Pictures is back from a fishing trip in Florida and says they really were biting.

Owners of the Cordele Theatre in the Georgia town of that name will construct a new theatre there as soon as materials are available . . . Ann Mauldin has been added to the office forces of PRC . . . Grover Parsons, southern district manager, and Ralph McCoy, Eagle-Lion special representative, have returned here from Memphis . . . Ken Smith has returned from Los Angeles, where he was called on account of the illness of his mother.

Tidbits from Toddy: The all-Negro spiritual, "Going to Glory," has just completed its southern premiere at the Liberty and Harlem Theatres, Chattanooga, under the aegis of Toddy Pictures Co. It was a tremendous success, reports Ted Toddy, who adds that three new Mantan Moreland pictures released by the company are getting numerous bookings from white theatres as well as colored.

Bernice Wadsworth, secretary to Arthur C. Bromberg, head of Monogram Southern, spent the weekend in the mountains of north Georgia, along with her sister, Mildred Castleberry, Martin Theatres' booker . . . Louise Bramblett of Wil-Kin's candy department is attending the convention of the National Confectioners Ass'n in Chicago.

More Wil-Kin Whisperings: S. B. van Delden, branch manager, has returned from Florida . . . Jimmy Wilson, sales department, has left for Florida . . . Joe Meyer is back at his desk after a week of illness . . . A. C. Alexander has been appointed head of the accounting department . . . Gwendolyn Smith, secretary to Nash Weil, vice-president, is vacationing at Daytona Beach.

New Goodwater House

GOODWATER, ALA.—A new theatre is under construction here by Frank Nail of Goodwater. The house will boast the latest equipment. Opening date will be announced soon.

Bob Hope at Chattanooga

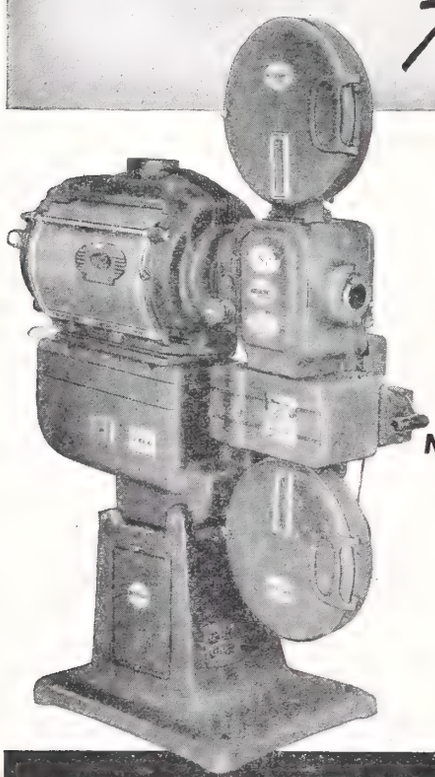
CHATTANOOGA—Bob Hope paid his first visit to this city June 2, 3, when he presented two free shows at Chattanooga high school under the direction of station WAPO.

Producer for 'Sainted Sisters'

Paramount has set Richard Maibaum as producer on "The Sainted Sisters."

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B. Ward Wright Heads New Auto-Movie, Inc.

GADSDEN, ALA.—Articles of incorporation have been filed by Auto-Movie, Inc., with B. Ward Wright, local theatre owner, as president. Capital stock of $20,000 is specified.

Wright several weeks ago announced plans for a $50,000 drive-in on a ten-acre site on the Burns Park road. Facilities would accommodate 400 cars. Wright is head of a corporation which operates the new Coosa Theatre in East Gadsden and the new Bama Theatre in Alabama City. He said that construction difficulties have held up plans for the drive-in, but it is hoped to proceed within a few weeks.

Other officers are Dwight Lee, vice-president, and A. B. Reese, secretary-treasurer. Stockholders were listed as Rosalie A. Wright, Inez Reese, Dwight Vlee and Wayne Prince.

MONTGOMERY

Ralph Mann of the Rogers Theatre put on a coloring contest for his run of "Song of the South," the film's second showing in Montgomery. Reproductions of Walt Disney cartoons were printed by the daily newspaper. First prize was $5, while second was a two-week pass.

Manager Mann and his family will move into their recently completed home soon. They had hunted for an apartment for months before deciding to build . . . Recent visitors included Fred Bearden jr. of Southeastern Supply Co. and Jim Read of Wil-Kin Supply, both of Atlanta.

Roger Albright of the Motion Picture Ass'n of America was here to attend the conference at Maxwell field of civilian leaders and military air authorities, including Roger Firestone, H. C. Burks of Standard Oil and Arthur Sulzberger of the New York Times.

The Charles, usually a 15-cent second run house, showed "The Best Years of Our Lives" for prices up to $1.50 for the night show. It had been claimed that Montgomery would not pay higher prices for better pictures but the Charles was crowded during the entire week.

The Clover recently completed five weeks of Better Film Forum pictures, with excellent attendance. Another five weeks will be put on during the summer.

Manager Barns of Drive-Inn found business good right through the winter and, of course, it is picking up now.

George R. Beers Dies

CORAL GABLES, FLA.—George R. Beers, member of the Miami Showman's Ass'n, died in a Baltimore hospital where he had gone for treatment. The body was returned to Miami for Masonic burial.

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★ ★ ★

Complete Theatre Equipment and Supplies

'South' Matinee for Five Children

From Midwest Edition

Webster City, Iowa—A special matinee was held at the Webster Theatre one day recently for an audience consisting of five children, their teacher and her husband.

Percy Long, manager, found the group from Dayton, Iowa, standing in front of the theatre waiting to see a showing of "Song of the South." Some of the 8 to 10-year-olds were on the verge of tears when Long explained that the Webster had matinees only on Saturdays and Sundays.

The teacher explained that she had promised her charges she would bring them to the show as a reward for their good work in school. Her husband, a farmer, had left his work to drive them here.

As the teacher had promised the parents she would have the children back in Dayton by evening, they couldn't accept the invitation which Long promptly extended for them to be his guests at the regular evening performance. Sensing the keenness of the children's disappointment, Long located an operator, put on the special matinee with the group as his guests, and everyone was happy.

After the performance, Long learned only one of the five had seen a film before!

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Sea Lions — Whale — Hyenas
Savages and Wild Life in the Ragged
Edges of the World—



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COME AND SEE US

MEMPHIS

Norman Ayers, division sales manager from New York, was at the local Warner Bros. exchange on business . . . Midsouth exhibitors visiting on the Row included J. F. Adams, Tate, Coldwater, Miss.; Leon Roundtree, Holly, Holly Springs, and Grand at Water Valley, Miss.; J. T. James, James, Cotton Plant, Ark.; Mr. and Mrs. A. D. Fielder, Steele, Steele, Mo.; Mr. and Mrs. Don Landers, Radio, Harrisburg, Ark.; A. N. Rossie, Roxy, Clarksdale, Miss., and W. R. Ringer, New, Leachville, Ark.

New Theatre, a new showhouse at Des Arc, Ark., was opened May 30 by W. R. Lee, who also operates the Gem at Heber Springs, Ark. . . . Grover Parsons, division manager of PRC, Atlanta; Ralph McCoy, special sales representative, Eagle-Lion, Atlanta, and Elmer Hollander, home office representative, PRC, New York, were here.

Louise Mask, who operates the Luez at Bolivar, Tenn., is building a new showhouse there. The foundation has been finished and construction is expected to proceed rapidly . . . More exhibitors on the Row: R. R. McCormick, Gloria, Senatobia, Miss.; J. W. and Joe Wofford and Mark Mounger of the Mart at Calhoun City, and the Eupora and Jomac at Eupora, Miss.; Jimmy Sharum, Shandell and Metro, Walnut Ridge, Ark.

Lewis Bloomburg of New York, representative of J. Arthur Rank, was a visitor at U-I . . . Phil Longdon, district manager, Dallas, dropped in at 20th-Fox . . . Lillian Arnold, inspector Warner Bros. and Allie Mae Jernogan, inspector at MGM, are vacationing.

John Mohrstadt, who operates the Joy at Hayti, the Missouri at Campbell, and the Missouri at Parma, Mo., was on the Row. So were W. A. Rush, Houston, Houston, Miss.; C. N. Eudy, Ackerman, Ackerman, Miss.; Moses Sliman, Lux, Luxora, Ark.; Wake Newsome, Dixie, Marmaduke, Ark.; B. V. McDougal, Dew, Monticello, Ark; John L. Lowery, Lowery, Russellville, Ark.; Morris Brow, Webb, Ripley, Tenn.; Herod Jimerson, Liberty, North Little Rock.

Also G. H. Goff, Rustic, Parsons, Tenn.; Gordon Hutchins, State, Corning, Ark.; E. R. Gillett, Main, Russellville, Ark.; John Harper, Harper, White Oak, Mo.; Bob Kilgore, Harlem, Union City, Tenn.; Ethel Lobdell, Talisman, Rosedale, Miss.; Grady Green, Union, Grenada, Miss., and O. L. Lewis, Von, Hernando, Miss.

American Theatre, Charleston, Mo., owned by O. W. McCutchen, burned to the ground recently, according to salesmen returning to Memphis . . . Neil Blount, manager, Monarch Theatre Supply Co., is on a business trip in Mississippi.

Earle Crotchett, veteran Universal Newsreel cameraman here has been awarded a certificate for outstanding service as a war correspondent in the southwest Pacific by the secretary of war. Crotchett, who has been with Universal 18 years, spent three years in overseas service.

Harry Martin, amusements editor of the Commercial Appeal, drove to Dyersburg, Tenn., to review "Duel in the Sun," now showing at Frances Theatre there and wrote his review under a Dyersburg dateline. "Duel" was banned in Memphis by the board of censors.

Cecil Wildes, manager of the Lucianne Theatre, has been promoted to succeed Augustine as manager of Rosemary. Julian L. Huie, formerly manager at the Lucianne, has returned to this post, Cianciola announced.

First run business in Memphis has about recovered from a recent slump and attendance for the last two weeks has been pretty good, managers report.

O. F. Collins, owner of the Capitol and Majestic in Paragould, Ark., dropped in on the set of Pine-Thomas' "Big Town After Dark" while visiting in Los Angeles and talked with Richard Travis, a member of the cast who used to be his advertising manager.

J. J. Donohue, division manager of Paramount, and Duke Clark, district manager, were here for a meeting with Paramount officials in connection with the 35 Years of Leadership drive. Donohue came from New York and Clark from Dallas. George Henger, Dallas district advertising representative, also attended.

Jim Barnes, well remembered as the former manager of the Warner Theatre here, has been transferred from the manager's job at the Warner in Oklahoma City to the larger Midwest in the same city. Barnes, a Memphis boy, will be here on vacation in July.

Rehearsals for the Open Air Theatre's eight weeks of summer shows in Overton Park's shell are under way. Joe Cortese, manager, predicts the greatest season yet . . . The all-Negro show built around Count Basie and his noted jazz orchestra was scheduled to open Wednesday at the W. C. Handy Theatre. Arrangements were worked out for several performances of the show at the Airways Theatre for white people at 11 p. m. Thursday, Friday and Saturday.

Abraham I. Slabosky, 78, Dies in Chattanooga

CHATTANOOGA—Abraham Isaac Slabosky, 78, Chattanooga, died May 25 in a local hospital. One of the organizers of the Amusement Co. of Chattanooga, which operated motion picture theatres locally, he was a partner until his retirement in 1927.

Out of some cold figures, came a story to warm America's heart

NOT LONG AGO, the Secretary of the United States Treasury studied a figure-covered sheet of paper.

The figures revealed a steady, powerful upswing in the sale of U. S. Savings Bonds, and an equally steady decrease in Bond redemptions.

But to the Secretary, they revealed a good deal more than that, and Mr. Snyder spoke his mind:

"After the Victory Loan, sales of U. S. Savings Bonds went down—redemptions went up. And that was only natural and human.

"It was natural and human—but it was also dangerous. For suppose this trend had continued. Suppose that, in this period of reconversion, some 80 million Americans had decided not only to stop saving, but to spend the $40 billion which they had *already* put aside in Series E, F & G Savings Bonds. The picture which *that* conjures up is not a pretty one!

"But the trend did NOT continue.

"Early last fall, the magazines of this country—nearly a thousand of them, acting together—started an advertising campaign on Bonds. This, added to the continuing support of other media and advertisers, gave the American people the facts . . . told them why it was important to buy and hold U. S. Savings Bonds.

"The figures on this sheet tell how the American people responded—and mighty good reading it makes.

"Once more, it has been clearly proved that when you give Americans the facts, you can then ask them for action—and *you'll get it!*"

What do the figures show?

On Mr. Snyder's sheet were some very interesting figures.

They showed that sales of Savings Bonds went from $494 million in last September to $519 million in October and kept climbing steadily until, in January of this year, they reached a new post-war high:

In January, 1947, Americans put nearly a billion dollars in Savings Bonds. And that trend is continuing.

The figures show that millions of Americans have realized this fact: there is no safer, surer way on earth to get the things you want than buying U. S. Savings Bonds regularly.

Save the easy, automatic way—with U.S. Savings Bonds

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Birmingham 'Duel' Stirs Controversy

BIRMINGHAM—The recent showing of "Duel in the Sun" at the Ritz Theatre here has stirred up a controversy between columnists for the Birmingham News on the censorship question.

Developments saw Lily May Caldwell, News' amusement editor, taking issue with Charles N. Feidelson, editorial writer, on the question of what method Birmingham should follow in censoring its amusement attractions.

Miss Caldwell said that she thought the proper method would be to determine whether the films were suitable for children. If not, she suggested, the theatre could post signs stating that children would not be admitted.

Feidelson had proposed that a well selected group be chosen to perform censorship duties here. Police Chief Floyd Eddins is now the city's one-man censor board.

Chief Eddins permitted "Duel in the Sun" to be shown with only a couple of deletions. In recent months, however, he has banned "The Outlaw," "Mom and Dad" and "Scarlet Street."

Springfield Critic Applauds Influx of British Pictures

From New England Edition

SPRINGFIELD — Hailing the advent of British films as "a healthy condition," W. Harley Rudkin, theatre critic for the Daily News, recently said that such productions should provide "competition for Hollywood."

Writing in his weekly column Off Stage, Rudkin discussed the "so-called invasion of foreign movies in the American market." He wrote:

"Of interest to Springfield theatregoers will be the news that a series of English-made films will soon be making their appearance at the Broadway Theatre, starting with Noel Coward's 'Brief Encounter.' Whether the pictures are good or bad, this seems a good omen, particularly in view of the fact that we are hearing a great deal these days about the so-called 'invasion' of foreign movies in the American market.

"These pictures, which are under the aegis of the J. Arthur Rank Organization, will be released largely through a company known as Prestige Pictures, Inc., and according to a representative of that company, who called on me this week, the Broadway showings will consist of the best of the importations.

"He said that Springfield can expect to see such pictures as 'This Happy Breed,' 'The Adventuress,' 'Odd Man Out' (if New York ever gets through with it), 'Great Expectations,' 'Black Narcissus,' 'Daybreak' and others which have been receiving a considerable critical acclaim.

"This advent of British films is a healthy condition, if only to provide competition for Hollywood. I have noticed in the past that English-made movies seem to fall into two distinct categories: Very good and terrible, with nothing in between. I would like to see 'The Scoundrel' come back, if only to discover whether the enthusiasm I lavished on it then can hold over to today."

R. E. Cuthbertson Launches Rio in Sneads Ferry, N. C.

SNEADS FERRY, N. C.—The Rio Theatre was scheduled to open here May 27. It is owned by R. E. Cuthbertson.

Natchez House Again Baker Grand At Request of Admiral, Editor

NATCHEZ, MISS.—The remodeled Grand Theatre resumed its original name, the Baker Grand, due to the suggestion of two former ushers of the theatre; namely, Rear Admiral A. S. "Tip" Merrill, commandant of the Eighth naval district, and George W. Healy jr., managing editor of the New Orleans Times-Picayune. Admiral Merrill and Healy suggested the change in name to E. V. Richards, head of Paramount-Richards Theatres, the operator of the local house.

"Richards, who is head of the company owning the Baker Grand and a large number of other theatres," Merrill related, "is president of the Navy league of Louisiana and through the activities of the league I came to know him well. He had been a guest on my boat and we had various other contacts. One day while with him and George Healy, in the Boston club in New Orleans, Richards asked if there was anything that he could do in appreciation. George and I told him that his company owned a theatre in our home town of Natchez, where we had been ushers as boys and that with many others, we could not become accustomed to the name of 'Grand' and asked if he would consider changing back to the original name—Baker Grand.

"Richards not only made good on this promise, but his company completely renovated the building, at a cost, I understand of $90,000."

Disabled Theatreman Gets Government Auto

England, Ark.—The first disabled veteran in Lonoke county, Ark., to receive a new automobile from the government is theatre owner Jack C. Bain of England. Bain lost his left leg at Cassino.

Relieves Vacationers

TALLADEGA, ALA.—Lester Persall, assistant to T. A. MacDougald, Martin circuit city manager here, has been assigned to relieve managers in Alabama towns who are on vacation, and will be away three months.

Blairsville's New Theatre Retitled

BLAIRSVILLE, GA.—The New Theatre here has been renamed the Mountain.

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BIRMINGHAM

Ollie Haynes, former manager of the Noble Theatre in Anniston, Ala., has assumed his duties as manager of the Lyric Theatre here, succeeding Oliver Naylor, who resigned. Haynes started with Wilby-Kincey Theatres as an usher while still a student in high school and subsequently served as assistant manager of the Ritz and manager of the Cameo in Anniston. Haynes has been succeeded as manager of the Anniston Noble by Claud Stinson jr., who has been manager of the Cameo. Stin's successor at the Cameo will be Lawrence Martin, who has been assistant manager of the Noble.



OLLIE HAYNES

Mrs. W. J. Coury, wife of the Ritz manager, and their son Clay flew to San Diego to spend the summer with her mother . . . Some improvement has been reported in the condition of Lillie Wilson of Acme Theatres' main office, who has been ill at her home for the last two months. During Mrs. Wilson's absence, her place is being filled by her daughter, Mrs. Mae Camp.

Spence Pierce, 20th-Fox; Leonard Allen, Paramount, and Eddie Addison, PRC-Eagle-Lion, were among publicity men spotted in town . . . Robert Mac Howard of the Empire Theatre spent his vacation in Florida. On his return, he will become chief usher to succeed Jack Fealy, resigned. Fealy also is planning a Florida vacation before going to Washington to enter George Washington Medical school.

Harry M. Curl, Melba manager, drove his father, M. J. Curl, to their former home at McMinnville, Tenn. While in McMinnville, Curl visited with Cowan Oldham of the Park and Dixie theatres . . . W. F. Harper, Galax projectionist, and Mrs. Harper are parents of a son born May 25. Mother and child were reported doing fine.

Jimmie Waters, Fairfield theatre manager, was confined to his home with a nasal infection . . . Waters Theatres donated the use of its Five Points house to the Jefferson County Safety council for a meeting of the school safety patrol. More than 800 children attended.

Rush "Pep" Powell of the Powell Photo and Sound Co., Montgomery, and Neil Murphy and R. McDonald, both of Tristate Theatre Service Co., Memphis, were visitors here. Murphy and McDonald were making several installations in the Birmingham area . . . Ralph A. Root, business agent for Local 236, was visited by his brother-in-law and sister, Mr. and Mrs. J. E. Cox of Richmond, Calif. Cox is building inspector for the city of Richmond . . . Fred Pinkard, Lyric projectionist, is on vacation and attended the 500-mile Memorial day speedway race at Indianapolis.

R. M. Kennedy, Alabama-Tennessee district manager for Wilby-Kincey, was interviewed by Lily May Caldwell for her amusement column in the Birmingham News on his impressions of the Variety convention and Paramount executives' meeting. The industry, Kennedy told Miss Caldwell, is definitely heeding the requests for less drinking on the screen. Plenty of first rate entertainment is coming from Hollywood in the months ahead, he added, pointing out that Paramount alone has sufficient backlog pictures to last for a full year.

Henry King, 20th-Fox director and aviation enthusiast, will be among celebrities to come here for Birmingham's 13th National Air carnival June 7, 8 . . . Jimmy Dorsey and his dance band played for the Aviation ball at Municipal Auditorium June 7. Nearly 500,000 saw the two-day show last year . . . Clyde Jones has been named assistant manager of Waters' North Birmingham Theatre . . . Willie Bunch, cashier at the Delmar, is on a month's leave of absence due to illness and is being relieved by Florence Brewer.

Harry Willoughby, manager of the East Lake, was a recent Atlanta visitor . . . Shirley McElroy, formerly with Waters Theatres, has returned from St. Louis and will serve as relief cashier during vacations . . . Louise Wells, former Fairfield cashier, has been re-employed there. Noviest Tidwell, formerly at Fairfield, has been transferred to the Five Points.

"Duel in the Sun" held for a second week at the Ritz on a four-a-day schedule, while "The Farmer's Daughter" went into a sixth downtown week at the Capitol . . . Other holdovers were "Trail Street" for a second week at the Empire and "Nora Prentiss," which moved to the Lyric after a week at the Alabama . . . Downtown marquees listed the other attractions: "San Quentin" at the Melba, "13 Rue Madeleine" a the Alabama, "The Wicked Lady" at the Strand, and "Untamed Fury" at the Galax. The Birmingham had a double feature at 25 cents, "Night Train to Memphis" and "The Road to Hollywood."

Four New Houses Billed For Spots in Carolinas

CHARLOTTE—Three theatres in the Carolinas are among construction projects approved this week by the housing expediter's office.

Danville Enterprises, Inc., at Lexington, N. C., received permission to build a $200,000 theatre to replace one destroyed by fire.

Star Theatres of Clemson, S. C., will erect a $50,000 theatre at Clemson, and Harold Armistead will build a $35,000 theatre at Easley, S. C.

T. F. Bullard Dies

BIRMINGHAM — Troy Franklin Bullard, 59, doorman at the Capitol Theatre, died at a local hospital after a long illness. Bullard, who had been in the automobile business here for 35 years, had been employed by Acme Theatres for the last four years.

Chosen for Comedy Role

Metro has signed Hume Cronyn for a comedy role in "Virtuous," in which Van Johnson and June Allyson co-star.

JACK DUMESTRE, Jr.
Southeastern Theatre Equipment Co.
ATLANTA
CHARLOTTE
JACKSONVILLE
RCA THEATRE SUPPLY DEALER

James Augustine Buys The Memphis Rialto

MEMPHIS—The Rialto Theatre on Jackson avenue has been sold for an undisclosed price to James Augustine by Paul Zerilla and Joe Maceri. Augustine plans to remodel the house and put in new seats as rapidly as they become available.

The Rialto is one of the theatres which the Zerilla-Maceri partnership retained when L&L Theatres was dissolved last month in an action which gave M. A. Lightman sr. possession of the Memphian and Linden Circle, leaving the Rialto, Lamar, Capitol and Joy theatres to the Zerilla-Maceri combination.

L&L Theatres is one of the defendants in the $2,910,000 monopoly suit brought by a group of neighborhood theatres against Lightman, some of his associates and eight major film distributing companies.

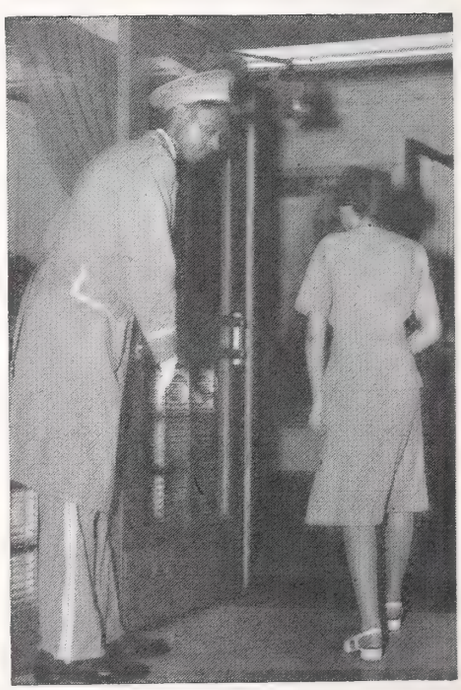
Augustine has been manager of Rosemary Theatre, owned by Augustine Cianciola, for the last three years. Cecil Wildes, manager of Luciann Theatre, has been transferred to manage the Rosemary to succeed Augustine. Julian L. Huie, former manager of the Luciann, has returned to this post to succeed Wildes, Cianciola said.

A. C. McSwain Lights Up The Rose in Hamlet, N. C.

HAMLET, N. C.—The 312-seat Rose Theatre has been opened here by A. C. McSwain.

New House for Woodruff

WOODRUFF, S. C.—Plans are under way for a $60,000 theatre building on Main street. It is to be built by S. J. Workman, owner of the Hollywood Theatre here.



SOMETHING SPECIAL—The W. C. Handy Theatre has that "something special"—says the management—which makes the new showhouse in Memphis the "finest Negro theatre in the world." That "something special" is a footman, six-and-a-half foot Sidney Lee Hassell, shown here opening the door for a woman customer.

Dinner Party Precedes '34th Street' Showing

CHARLOTTE—Hi Holston, 20th-Fox manager, hosted a number of Carolina exhibitors and their wives with a cocktail party and steak dinner at Hotel Mecklenberg. This was followed by a sneak preview of "The Miracle on 34th Street" at the Plaza Theatre.

Among Charlotte exhibitors attending were Mr. and Mrs. T. A. Little, Mr. and Mrs. A. B. Craver, Mr. and Mrs. F. H. Beddingfield, Mr. and Mrs. Harry Pickett, Mr. and Mrs. H. H. Everett, Mr. and Mrs. Jack Austin, Mr. and Mrs. M. A. Ballagh, Mr. and Mrs. Ernest Stellings, Mr. and Mrs. Harry Hardy, Charlie Freeman, Max Reinhardt and Bob Saunders.

Among out-of-town exhibitors present were Fred and James Curdts of Greenville, S. C.; Pete Lassiter of Conway, N. C.; Mr. and Mrs. Sonny Baker of Valdese, N. C., and Mr. and Mrs. Ben L. Strozier, Rock Hill.

Dinner Party Is Given For City's Best 'Mom'

ST. PETERSBURG—Florida State Theatres sponsored a dinner party for the best "mom" in St. Petersburg. The party was for the entire family, followed by a show at any of the Florida theatres, the Florida, Plaza, Pheil, Cameo or Roxy.

Selection of the best mom was made from an assortment of letters, under 50 words, submitted by boys and girls of the city. Thousands of entries were received and the winner was one written, or rather printed in crooked letters, by a 7-year-old girl. The youngster gave ten reasons why her "mom" was the best: "She keeps us clean; teaches us our manners; is a good cook; takes time to play with us; spanks us when we need it; takes us to church and Sunday school every Sunday; teaches us not to be naughty to others and say naughty words, and she loves us all."

New Maxie Will Open Soon at Trumann, Ark.

TRUMANN, ARK.—Grand opening of the new Maxie Theatre has been set for approximately July 1. The house cost $60,000, seats 700 and will be air conditioned. Parking space has been provided for a number of cars.

Owners of the new project are Zell Jaynes, Lonnie Jaynes and John Hurd, all local businessmen.

Bijou Adds 49th House, Ace in Alexandria, La.

NASHVILLE—Evans Sprott, general manager of the Bijou Amusement Co. of Nashville, announced this week that the circuit had taken on its 49th theatre with acquisition of the Ace in Alexandria, La. The theatre became part of the Bijou operation May 30.

Showcase for Lead Hill

LEAD HILL, ARK.—The Holt Theatre, a new showhouse, was set for a grand opening June 7. J. R. Holt, owner, was in Memphis this week doing some last minute booking.

Midland City Opening

MIDLAND CITY, ALA.—H. R. Smitherman has opened his new Napier Theatre here.

Takes Film Editor Chore

Paramount has chosen Howard Smith for the film editor chore on "Big Town After Dark."

CHARLOTTE

Max W. Bryant of Rock Hill, head of the Bryant Theatre Supply Co. of Charlotte, has improved after being seriously ill. Bryant is now able to be in a wheel chair part of the time . . . Bill Mattingly has been transferred here from Dallas as salesman for MGM . . . George Royster of the U-I booking department is to be married June 28 to Jeanette Black.

Seen along Filmrow recently: Pete Lassiter, Conway, N. C.; Finn Lee, Warsaw, N. C.; Hal Justice, Cliffside, N. C.; Mr. and Mrs. J. H. Anderson, Tabor City, N. C.; Jody Holland, Lyman, S. C.; Harry Cook, Mount Olive, N. C.; R. D. McGowan, Spring Hope, N. C.; I. T. Bagley, Norlina, N. C.; H. J. Stallings, Henderson, N. C.; Cary Caudell, Wallace, N. C.; Mrs. B. B. Anderson and Howard Anderson, Mullins, S. C.; W. D. VanDerburgh, Pageland, S. C.

The Robeson, a colored theatre at Lumberton, N. C., closed June 7. It is owned by W. W. Snow . . . A. T. O'Berry has opened the Evergreen Theatre in Evergreen, N. C. It seats 300 . . . J. W. McMillan, owner of theatres in Latta, S. C., Maxton, N. C., and Hartsville, S. C., left Sunday for a two-month vacation in California.

C. Prosser, New Theatre, Johnsonville, S. C., has been elected mayor of that town. In addition to operating the only theatre there he is executive vice-president of the Johnsonville State bank and operates the only ice plant in the town . . . Ben L. Strozier, president of the Theatre Owners of North and South Carolina, and in charge of Stevenson Theatres in Rock Hill, left for Cleveland June 7 to represent the Rock Hill chapter at the National Red Cross convention.

Francis J. White, owner of the Charlotte branch of Screen Guild Productions, has been named secretary-treasurer of Western Adventures Productions Corp., a new firm which will make pictures in San Antonio. The first production will go before the cameras about July 1 and will be released by early fall.

Ike and Harry Katz, owner of Kay Film Exchanges, visited the Charlotte branch to confer with Manager Ed Heller, mixing in many courtesy calls to various exhibitors' offices. Both were en route to New York after attending the Variety convention in Los Angeles . . . W. G. Driver, Screen Guild salesman, has returned from the funeral of his sister at Middlesex, N. C.

RKO News: Manager Rovy Branon and his family are spending two weeks at Crescent Beach . . . RKO's softball team defeated National Screen 18 to 3. This was the second game of the schedule. In a previous game Wilby-Kincey bowed to RKO . . . Seline Martin, assistant booker at RKO, spent the weekend in Knoxville, Tenn. . . . RKO now has new refills for date books and they are available for the asking.

Lester Sipe, Bryon Adams, D. B. Kizziah, J. D. Hexamer and Tommy Thompson have returned from a weekend fishing trip at Lake Fontaine, N. C. . . . The annual outing of the Colonial Theatres Co. of Valdese, N. C., will be held at Eseeola lodge, Linville, N. C., June 10-12. Invitations have been sent to members of the industry by George D. Carpenter, CTC's president.



GROVER WISE IS WINNER—Grover Wise (left), owner of the West End Theatre, Birmingham, is shown as he was presented a gold key for his service in the 1947 March of Dimes campaign. H. Pat Russell, county campaign chairman, presented the award to the theatre having made the greatest percentage of increase in contributions collected.

Southwest Briefs

DALLAS—J. B. Beeson, until recently an exhibitor in Lubbock, is now a salesman for Columbia, traveling west Texas.

DALLAS—Mrs. Don McGinty of Plains, Tex., has opened her new Mack Theatre.

ITALY, TEX.—Sidney Hale has sold his Elk Theatre here to Ted Waggoner of Tahoka, Tex.

DALLAS—L. J. Dean has bought Fred Gildart's partnership interest in the Dixie Theatre here. Dean opened the Dixie in 1936.

DALLAS—Theatre Enterprises, Inc., a Griffith circuit operating in Texas and New Mexico, recently held its first postwar general convention here. Attending were 130 managers, partners, department heads and members of the home office staff, including H. J. Griffith himself.

SPRINGTOWN, TEX.—J. L. Eatmon has opened his new Dale Theatre here.

GAINESVILLE, TEX.—L. C. Dennis, operator of the Dennis Theatre here, recently outbid Wade-Texas Theatres' 800-seat State Theatre here for seven RKO pictures including "It's a Wonderful Life," "The Farmer's Daughter" and "Song of the South." Dennis also outbid the State for several top films from 20th-Fox, and several months ago outbid the State for eight 20th-Fox films including "The Razor's Edge." Since then he has cut prices.

NEW ORLEANS—Night baseball definitely is cutting grosses in this area. One small town exhibitor had to close on Sunday.

LAFAYETTE, LA.—The new Drive-In Theatre here has opened.

Lease Lancaster Houses

LANCASTER, S. C.—The Stewart-Everett Enterprises have leased the Imperial and Parr theatres here from George W. Parr, veteran exhibitor.

Queenie Smith in 'My Love'

Queenie Smith has been ticketed by United Artists for a role in "Sleep, My Love."

Huyler's Opens Giant Restaurant In New Miami Theatre Building

MIAMI—Restaurant and theatre operators are closely watching the Huyler restaurant-Miami Theatre arrangement, among the first to be introduced in the United States. A preview luncheon preceded the formal opening June 2. The restaurant occupies a 60-foot front, adjacent to the theatre, and expands to the full width of the theatre with which it connects on its second and third floors. The three floors are air conditioned throughout.

The basement, which houses a stainless steel kitchen, has half a dozen walk-in refrigerators and four reach-in refrigerators and is ventilated by forced air. A 100-foot tunnel connects the Flagler street kitchen with N. E. First street, providing an entrance and exit for all food and merchandise, and also serves as an employes entrance. The tunnel actually is an air duct with a 40-mile-an-hour gale continuously rushing through it. The air is drawn from the roof by huge fans which send it along the basement tunnel and into individual air ducts which ventilate the model kitchen.

Fifteen employes carry on the kitchen work under a head chef. Complete locker and shower facilities are provided for all the workers engaged in cooking and baking for the three floors. A continuous conveyor operating between all floors and the kitchen carries prepared food upward and used dishes down to the kitchen, where automatic dish and glass washing machines cleanse them thoroughly.

Horseshoe counters serve 60 persons on the street floor, providing snacks, breakfast, lunch and dinner. The retail candy and gift department also is on the first floor.

An elevator carries diners to the second and third floor dining rooms, which have been decorated in the Huyler colors, blue and white. The third floor will not open until fall.

Outstanding features of the dining rooms are the two large picture windows, 20x40 feet high, running up for the height of the two floors. Ripple-type glass is used to eliminate glare but admits ample outdoor light. Recessed neon lighting is used in the ceilings. The second floor accommodates 275 persons, and the third floor will take 200 more.

New York architect Irvin Berger designed the restaurant. J. Y. Gooch is the Miami contractor. Huyler Vice-President D. Gregory Volkert and Supervisor Norman Grayling have been directing the work on the restaurant. Donald Quallie is the resident manager.

The recently opened Miami Theatre is the newest of the Wometco chain. Sonny Shepherd is managing director.

MIAMI

Sonny Shepherd, managing director of the Miami, wonders whether superstitious fans will patronize "The Ghost and Mrs. Muir," which plays the theatre on Friday the 13th.

A Pan-American travel picture in color recently was shown at a meeting of the Southwest Real Estate Brokers Ass'n at Simpson Park . . . Greater Miami officials attending the preview opening of Huyler's restaurant adjoining the Miami Theatre selected their luncheons from the same menu used for the general opening the next day.

The Brandt theatre chain is rumored to be planning an 11-theatre chain in Florida. The circuit's Flamingo here already is in operation, with two others to follow within the coming year or two.

George Bourke says Ritzie, Harry Richman's pet boxer, is considered by Dean Murphy to be his best audience. Dean dropped into Richman's house in Miami Beach during his absence, and went into his Richman impression for the benefit of Ritzie, who nearly went crazy—the voice and gestures were his master's but the scent was wrong.

Rickey Carmen, the orchestra leader, took one of his teen-age pupils to the Olympia to catch Les Rhode's band. The lad sat on the aisle. A woman, whose eyes hadn't yet become adjusted to the dark, came in looking for a seat and wound up running her palm across the youngster's face. Said he in a loud voice, "Madam, you can't sit there. It's taken" . . . "Duel in the Sun" has started a limited engagement at the Shores.

Burt Lancaster, who starred in "The Killers," is vacationing in Miami Beach. He is accompanied by his wife and their young son. Lancaster says he will play along with a winner, making no films unless under the aegis of his discoverer, Mark Hellinger. Lancaster is due in New York in July for a huddle with Hellinger over the release of their third film, "Brute Force." "The Single Bar," a novel that Lancaster himself authored, soon may be seen on the screen, though under the sponsorship of Universal-International.

Bill Dock, manager of the Dade Theatre, put on a three-unit show recently, the Mae Rose Follies of 1947 on stage and five Bugs Bunny cartoons and "Margie" on the screen.

The Herald's amusement editor says the tango will be in vogue again as soon as Edward Small gets his film, "Life of Rudolph Valentino," ready for release.

Betty Jane Hess, ex-film starlet, became Mrs. "Doc" Robbins last week in a Miami Beach ceremony . . . Miami ought to like the new song written for "Romance in High C." It's named "The Tourist Trade" . . . Dick Thorpe of MGM made his visit here a quick one. He took a look at the old "They Were Expendable" sets on Biscayne Key, gave it a tentative okay for tropical allure, and headed back to Hollywood to gather up his company, headed by Esther Williams, Peter Lawford and Jimmy Durante. They'll be back this month for about two weeks shooting of exteriors. Locations in addition to Biscayne Key may be at Cypress Gardens and Sarasota.

Paramount newsreels shown recently at the Olympia, Beach and Cinema theatres contained shots of Miami university students attending underwater classes in marine biology . . . Les Rhode, music director at the Olympia, received congratulations on his birthday this week.

More signs that filmdom is gradually invading the Miami area: Richard Tharpe, screen star, made a trip to the Florida Keys over the weekend, with several producers . . . Searle Cogan, young actor, headed for the coast the other day, where he has several propositions with studios. Cogan played in the highly successful "Hope for the Best."

New Houses Scheduled In Palm Beach Area

WEST PALM BEACH—Plans for the erection of a new theatre here have been announced by Bernard Wall, southern representative of Telenews Theatres. To be known as the Surf, it will be built on the site of the Gruber arcade.

The theatre will be operated by Clemco Enterprises, a subsidiary of Telenews Theatres, now operating a large chain throughout the United States. Plans are being prepared by Frederick G. Seelmann, Palm Beach architect.

Incorporating the latest ideas in theatre design, the Surf, a 750-seat house, will be air conditioned and have seats of the push-back type.

Edited newsreel programs and selected short subjects will be offered, films being selected both from Hollywood and the foreign markets. The house will be adaptable for television when that medium becomes a reality.

Wall, with headquarters in Miami, said he is negotiating for another Palm Beach site with the view of erecting another luxury type theatre with a seating capacity of at least 1,000. Construction is scheduled to begin as soon as possible. It is planned to have the theatre in operation by Jan. 1, 1948. Estimated cost is $200,000 to $250,000.

Little Man Will Pay Tax On Tickets, Papers Say

TALLAHASSEE — Florida's legislature, seeking revenue which will make it possible to balance the budget, is once more looking toward the motion picture industry as a source of supply.

But the theatre owners point out that it will be the little man who will have to pay. The industry already bears a burden of a 20 per cent government tax on gross receipts, plus city, state and county taxes, observers point out. An additional tax will hit the wage-earner who looks to the motion picture theatre for recreation.

One newspaper has this to say about the matter, pointing out that a motion picture is not a luxury:

"The movies were not considered a luxury when they served the nation during bond, charity and recruiting drives, and in the dissemination of essential war information to the American public. They were not considered a luxury at Oak Ridge. Simultaneously with the construction of schools and churches, seven theatres were erected as part of the normal community life during the development of the atom bomb."

Newspapers throughout the state have taken up the defense of the industry. In editorials they are pointing out that the films were not considered a luxury when they were served GIs at every outpost in the world to give relief from the horrors of war. They were considered as essential and as necessary as the church.

If the legislature thinks seriously enough about the matter, it will admit that the theatre is not a luxury to be taxed, local theatremen declare.

Anniversary Month in Dade City

DADE CITY, FLA.—Johnny Jones, manager of the Crescent, has designated June as Floyd Theatres Anniversary month. This is to mark the completion of seven years of entertainment for residents through programs offered at the Crescent.

Vandalism Eliminated By Good Deed Club

CALGARY—Pete Egan had a most successful windup of his Saturday morning matinees for kiddies with a show that left a good taste with the juveniles. These matinees were started some 16 weeks ago as a tieup with the local branch of the T. Eaton Co.

Called the Good Deed club, members joined from city and country points. A jeweled wrist watch and gold membership pin was awarded each week to the doer of the best deed. These were reported by parents or teachers, the winners getting a great reception from the juvenile audience. Started with 175 members, it expanded to nearly 3,000.

The theatre was packed with over 1,000 at closing and all members received a free guest ticket for the last show.

The usual stage show of the club choir and talent selected from the membership was augmented by some professional performers supplied by the T. Eaton Co. A ventriloquist, a magician and harmonica clown were what the kids enjoyed.

Egan said he has received much appreciation from parents, teachers and authorities for these matinees. As the stage show is broadcast for the benefit of country members, the announcer at the mike has so trained his audience that they are completely disciplined and obedient—unusual conduct at a theatre matinee. Egan also remarks that since the club's inception, vandalism has practically disappeared. Youngsters confine their exuberance to community singing and vociferous cheering.

Schoolgirls Play Hooky To Visit 'Mom and Dad'

TORONTO—Some excitement prevailed at nearby Burlington when 40 teen-age girls played hooky from high school to attend a matinee performance of "Mom and Dad," a sex picture, at the local Hume Theatre, the afternoon show being designated for women only.

The truant officer appeared at the theatre but took no action against the manager, Pearl Tyers, because the school girls were 16 or more and were thus eligible to attend a film theatre under Ontario law. The officer did remove two of the girls from the show, however, and the school principal required the attendance of parents at his office before he permitted the girls to resume classes. Although she was not at fault, Miss Tyers apologized to the school authorities for the incident. There was no protest from the parents.

At Toronto, a spokesman for the Ontario censor board indicated no action would be taken for the simple reason there had been no legal offense by the theatre.

Asked how she had liked the picture, one of the students replied: "It was educational."

George Bailey Building New Humboldt House

HUMBOLDT, SASK.—George Bailey, operator of the Lux, is building a new theatre here. The building will cost about $30,000 and will have a seating capacity of 500, new equipment and seats and scientific acoustic treatment. Construction will be of brick, tile and steel with vitrolite front, sloping floor and oil heat. The house will have all modern facilities, such as smoking and powder rooms. Bailey expects to have the new house open near the end of July. An amateur program broadcast over CKBI, Prince Albert, will mark the opening. All proceeds will be donated to the Anti-Tuberculosis league.

Theatre Business Slips, Ottawa West to Coast

OTTAWA—The downward trend of theatre patronage here, has been arousing some comment. One factor has been the departure to their prewar homes of many government employes, and rooms and other living accommodations are available for the first time in years.

Another factor has been the weather. The local meteorological bureau reported precipitation on two-thirds of the days during May, and the spring season has been backward due to chilly temperature. People have become unenthusiastic as a result.

A third reason has been the dwindling income of wage-earners, and there are more unemployed persons than job opportunities, according to government figures. Workers now are getting little overtime. The employment situation is believed to be worse here than in Toronto, Hamilton, Montreal and other cities with the exception of Windsor, and some places in the maritimes.

One local exhibitor admitted that waiting lines, which were the rule at theatres during the war years, are no longer in evidence except for the larger attractions. But even some of the latter fail to maintain good patronage after a strong opening. Like most everything in the commercial line, the public is shopping around for the best value in pictures, it was stated, and no longer go to a theatre without some preparatory thought.

"The Best Years of Our Lives" did not do big business although it played for three weeks at $1.20 top. Comment was heard that it might be a good picture but the price was too high. The same feature is now in its third month at the Odeon Kent in Montreal.



TALKS TO AD MEN—Ross Beesley of Associated Screen News is shown addressing some 500 members of the ad and sales bureau of the Vancouver Board of Trade on the occasion of the group's observance of Movie day. Among others at the head table were Al Williamson of the board of appeal for motion picture censorship in British Columbia; Lloyd Muir, RKO exploiteer; Howard Boothe, Odeon manager in the province; Bob Murphy, Paramount manager; Charles Ramage, manager of Regal Films; Jim Patterson, manager of 20th-Fox; Maynard Joiner, Famous Players district manager; Harvey Hunt of Odeon Theatres of Toronto, and Les Plottel, manager of Empire-Universal.

Theatre Grosses Off Sharply In Winnipeg Territory

WINNIPEG—A serious slump in boxoffice grosses here and throughout the west is reported to have exhibitors and exchanges worried. A number of reasons are being advanced for the falling off in business which, it is claimed, is worse than normal at this time of year. Locally, at least, a long spell of extremely bad weather has kept many theatergoers indoors. Counterattractions have had some effect since patrons are getting tighter with their money for entertainment and pick and choose their attractions.

Mainly, the view taken here is that the boxoffice slump is a reflection of a growing tendency on the part of people to hold on to their dollars. It is felt that the old days of free and easy spending are definitely over.

The industry does not expect that there will be any appreciable improvement until the fall season. It is pointed out that with hot weather due and thousands leaving for the beaches, there is little hope for any change for the better in any immediate future.

First Runs in Calgary Cut to Three Days

CALGARY—First run houses here all cut their programs to three day engagements last week, giving stark evidence of the slump in theatre attendance. Only house showing signs of a pickup was the Grand, where the British film, "Stairway to Heaven," opened in middle of the week to business that assured at least a six-day run. Much of the decline was due to open air attractions and daylight saving time. The week closed on a Dominion holiday, which saw thousands go outdoors for public park openings, the start of a seven-day horse racing season, and evening grandstand show at exhibition grounds.

Capitol—**Humoresque** (WB) ..... Poor
Capitol—**It Happened in Brooklyn** (MGM) ..... Fair
Grand—**The Chase** (UA) ..... Poor
Grand—**Stairway to Heaven** (British) ..... Very good
Palace—**My Brother Talks to Horses** (MGM) ..... Fair
Palace—**Wake Up and Dream** (20th-Fox);
The Brasher Doubloon (20th-Fox) ..... Poor

Slip Shows in Vancouver; 'Daughter' Does Average

VANCOUVER—The theatre attendance slip keeps showing. Not one first run on the main street did really good business. Every house in the city, neighborhood as well as first run, was low, with the exception of the Capitol, where "The Farmer's Daughter" did average after being exploited to the skies and praised by the reviewers. "Odd Man Out," in its second week at the Vogue, was in second spot.

Capitol—**The Farmer's Daughter** (RKO) ..... Average
Dominion—**Daniel Boone** (PRC), reissue;
Sinbad the Sailor (RKO), moveover ..... Fair
Hastings—**Swell Guy** (U-I);
Heldorado (Rep) ..... Moderate
Orpheum—**Pursued** (WB) ..... Poor
Paradise—**Johnny Frenchman** (E-L);
Beauty and the Bandit (Mono) ..... Moderate
Plaza—**Man of Two Worlds** (E-L) ..... Fair
Strand—**The Westerner** (PRC);
Bohemian Girl (PRC), reissues ..... Fair
Vogue—**Odd Man Out** (E-L), 2nd wk ..... Fair

Parents Like Idea of Movie Clubs; Project Is Part of Civic Life

KINGSTON, ONT.—Some 1,841 children who are members of the Odeon Movie club here, sponsored by the theatre of that name, govern themselves and take a serious interest in their organization.

Membership in the club is free and parents like the project because entertainment is interlarded with wholesome instruction on clean living. At every Saturday morning showing, for example, there is a talk by some prominent educator, member of the police force or other authority, and the kids repeat in unison this pledge:

PLEDGE TO TELL TRUTH

"I promise to tell the truth, to help others, to obey my parents, and I shall try to make this great country of ours a better place in which to live."

At the Odeon here Claude A. Hunter, manager, supervises the showings, which have become a part of the civic life of Kingston. He emphasizes that selection of the films is not a haphazard affair, because first the children themselves are consulted, the selections are passed upon by a special Movie club committee, and then, subject to Hunter's approval, a request is sent into Toronto headquarters for the pictures.

A typical Saturday morning program follows:

SHOW IS PUT ON AIR

A program is given on the stage, with the kids themselves participating, and the show is put on the air. Follows a talk by Cpl. M. A. Hicks of the Canadian Mounted Police on the subject, "The Policeman Is Your Friend." Next comes a sing-song short and one of the club "magazines." This is a special one-reeler made either in Toronto or English studios, and financed by Movie club members themselves when they pay admission to the showings. A thrilling western feature is the next event, and the program is brought to a close with a Bugs Bunny cartoon.



CLAUDE A. HUNTER

The Movie club project is comparatively new in the Dominion, although it has been used for years by the Odeon chain in England. Here as in other Canadian communities, it is a Saturday morning "must" for a majority of juveniles old enough to attend the cinema.

Confine Rank Lawsuit To Toronto Hearing

TORONTO—The lawsuit against J. Arthur Rank and eight other defendants named in a petition for damages and an injunction by Empire-Universal and United World Pictures of Canada, Toronto, will be heard only at Toronto next fall, it has been ruled by the master in chambers of the supreme court of Ontario at Osgoode Hall.

This decision was announced after the master G. D. Conant, had disallowed an application by certain defendants to prevent the service of writs to the individuals and companies outside of Canada.

Because a charge of conspiracy is involved in the action, Conant ruled that it was advisable to have the action heard in one court in Toronto, saying, "If it is tried in Ontario and New York state, a multiplicity of proceedings would result. There should not be much difficulty in establishing in our courts the relevant law of the neighboring state of New York."

Of the nine defendants, five have their head offices in New York City, two are in England and two in Canada. The English defendants are J. Arthur Rank and the General Cinema Finance Corp. The American defendants are Universal Pictures, International Pictures, United World Pictures, Eagle-Lion Films and the J. Arthur Rank Organization, Inc. The two located in Canada are Eagle-Lion Films of Canada and Monogram Pictures of Canada.

Plaintiffs are moving for specific performance of alleged contracts which are said to give them the distribution rights in Canada and Newfoundland of certain pictures said to have been produced in the U.S. by the defendants, who are associated with Arthur Rank. The two plaintiff companies are said to be controlled by Paul L. Nathanson, former president and former part owner of Odeon Theatres of Canada.

ST. JOHN

The first step in demolishing the Orpheus in Halifax, to prepare the site for the new Famous Players' Paramount, was the razing of several old wooden buildings adjoining the theatre. These structures will make way for a theatre considerably larger than the Orpheus. John Gray, who recently had charge of wrecking the Community, has the job of tearing down the second theatre converted from a church within a few weeks.

Odeon's remodeling of the Casino in Halifax may cost about $100,000. It will involve new construction on one lot and alteration on the adjoining one. The foundation of the new F&H building is now being built. J. M. Franklin, St. John and Miami Beach, has been making his first inspection of the work, over which Peter Herschorn has had a watchful eye since the start of demolition of the former church. There is a possibility the name of the new theatre will be the subject of a public contest.

Dennis F. Murphy, formerly of the Capitol in Halifax and recently manager of the Vogue at Sackville, N. B., for Walker-Affiliated Theatres, was married at St. Mary's Catholic cathedral in Halifax. The best man was Henry Deveau, manager of the Garrick in Halifax. A breakfast for the families and a reception at night were held at a hotel there.

The Bill Lynch shows made the usual opening in Halifax, home town of this carnival. The stay is to be at least two weeks, possibly three, depending on the business offering. A new illumination is being given attention and it is claimed the light can be seen from as far away as 15 miles.

It must seem strange for Archie Mason, owner of Springhill, N. S., Capitol not to be at the Nova Scotia baseball helm this season. He was president for ten years, during which time he waded through an ocean of hot water . . . United Artists took "Henry V" into the Halifax Casino for four days at $1.30 afternoons and $1.95 nights, tax included.

Seating capacity is being increased and a general renovation is proceeding at the Fairville, N. B., Gaiety. Lancaster Theatres, is the new title of the sponsoring firm. Members are J. Gilmour Armstrong, secretary-treasurer of F. G. Spencer Co.; Les Sprague, manager of Gaiety; Thomas J. O'Rourke, who operates the Gaiety in Minto, N. B., and formerly at Fairville and the Gaiety there.

Gen'l Theatre Investment Redeems Group of Bonds

TORONTO—The capital structure of General Theatre Investment Co., of which George H. Beeston of Toronto is president, is being reduced by the redemption of three groups of first mortgage bonds which are to be deposited with the Royal Bank of Canada at Toronto, Winnipeg, Vancouver and Montreal on or before July 2. The amount involved is not stated but the redemption notice says all outstanding bonds maturing on the three listed dates have been recalled.

Two Holidays in June Will Lift Boxoffices

OTTAWA—Holiday observance of the official birthday in June of King George VI became a wartime casualty in Canada because of a desire to maintain war production at top level. With the crisis a matter of history, the official celebration of the monarch's birthday Monday (9) is providing a holiday occasion this year with the government service practically shut down and a number of business activities being halted, to the benefit of theatres and weekend resorts.

There will also be a general holiday June 24 for French-Canadians in the observance of St. Jean Baptiste day for a patronal festival in French Canada. It will be a bank holiday in Hull and other cities of Quebec and schools and stores will be closed. Ottawa, with a large percentage of French-speaking residents, will also celebrate.

NFB to Make 'Niagara' For Arthur Rank Firm

MONTREAL—The National Film board was commissioned by the children's film department of Gaumont British Instructional Films, a J. Arthur Rank firm, to make the film, "The Boy Who Stopped Niagara." It had originally been part of the board's own program but was taken over by the nonprofit department of the British firm.

The National Film Board has also been commissioned to do certain work in connection with the Marian congress to be held in Ottawa in mid-June.

Avenue at Westmount Is Formally Opened

MONTREAL—The new Avenue Theatre in Westmount opened May 30, the first cinema for that section. The Avenue is owned by Westmount Theatres Co. of which W. Lester is president, and is associated with the United Amusements Corp.

Designed by the architectural firm of Luke, Little & Mace, the theatre has a seating capacity of 965. Costing approximately $250,000, it is of first class construction and fireproofed, involving the use of reinforced concrete. It is of stadium type plan, and was designed with the help of acoustical engineers to assure the utmost possible sound reception.

The lobby is paneled in zebra wood and features a candy bar, full length mirror and a coat checking room. Leading off from the lobby is a ladies' vanity room, with individual vanity tables and mirrors.

An interesting feature of the interior decorations is that the ticket lobby is decorated with a colored relief frieze depicting personalities in Canada's history. It includes Indians, voyageurs, coureurs de bois, Canadian Mounted Police and others.

The theatre is equipped with a modern lighting system and includes an emergency system for use in case of power failure, designed to draw power from storage batteries. The seats are of the latest slideback type, some of the first in Montreal, and the seating arrangement has two aisles. The builders have included a 50-ton air conditioning unit.

Simplex equipment was installed by the General Theatre Supply Co.

The building features a visual front lobby, the whole lower part of the wall, doors included, being made of glass. A parking area for approximately 75 cars is provided.

MONTREAL

Four Verdun theatres—the Park, Fifth Avenue, Savoy and Verdun Palace—have sponsored and are playing a trailer in connection with the city of Verdun's Gift to Britain campaign. Miss E. V. Brennan of Warner Bros. is a member of the publicity committee for the campaign, which opened May 31 and will extend to June 30 . . . John Dydzak, Val d'Or, owner of the Palace Theatre there and of the Palace, Cadillac, visited Paramount's Filmrow office, accompanied by his wife. They are on their way home from a trip to the United States.

Film fans in the gallery at the International Civil Aviation organization assembly here found proceedings rather dull until one bobbysoxer spotted a delegate with a beard. "Oh, look," she exclaimed audibly, "there's Monty Woolley." But it wasn't. The bearded delegate from Belgium was quite unaware of the flutter he caused . . . St. Malo's Citizens league is protesting admission of children to Catholic parish halls where motion pictures are shown.

World premiere at the Orpheum which launched the Quebec Productions film, "La Forteresse," attracted such large French-Canadian audiences that the picture has just completed its third week at that theatre. On the opening night the cast appeared in person and was warmly applauded. Herbert Whittaker, Montreal Gazette critic, describes "La Forteresse" as "a sound technical job, with special credits going to its use of music and to its often brilliant lighting." Effective use of the city of Quebec as background to the story was also praised. The same film in English has been renamed "Whispering City" and will be released shortly.

VANCOUVER

With the decision of the State to discontinue stage shows, Vancouver is without flesh shows for the first time in 15 years. According to the management the new film policy at the State will be in force for at least the summer months.

In selling "The Farmer's Daughter," Charlie Doctor of the Capitol dressed all his girls in farmerette uniforms and had two girls dressed as hayseeds parade the main drag handing out dodgers. He also used a false front. In spite of a record hot spell, the picture did big business while the other theatres had a bad spell.

Earl Hayter, British Columbia supervisor for Odeon, announced several managerial changes effective May 31. Bob Matherson, manager of the Odeon in Haney, moved to the Cambia in Vancouver, succeeding Herb Woolfe, resigned. Albert Moss, assistant manager at Vogue, was promoted to manager of the Haney. Margaret Brewer moved from the Hastings to succeed Moss.

The Ideal Motion Picture Co., with headquarters in Victoria, has been formed to operate a 16mm circuit on Vancouver Island. The company will play one-night stands . . . Two British Columbia exhibitors were awarded prizes in the Warner Bros. campaign on "The Verdict." Carman Gentile of the Odeon in North Vancouver and Charlie Doctor of the Capitol, Vancouver, got special awards . . . Frank McKenzie, who served four years in the Canadian army, has been appointed assistant manager of the Capitol.

Ivan Ackery of the Orpheum and Gay Johnstone of the Paradise are vacationing in New York . . . Eddie Weisberg, UA booker, returned from a two-week holiday in Toronto . . . Tom Heard of the Dominion is in Hollywood for a month . . . Brian Aherne enjoyed his stay in Vancouver so much when he appeared in "The Barretts of Wimpole Street" at the Lyric he dropped Lloyd Muir, RKO exploiteer, a letter saying he would try to get up for a holiday this summer before starting his new film commitments. Fishing and golf are the attractions.

On the recent visit here of J. Arthur Rank, the British producer was in a huddle with Jack Bowdery, president and producer of North American Productions of Vancouver, and rumor has it that the two may be in a deal to make short subjects in British Columbia for empire distribution.

On the sick list here were Nellie Gath, secretary to Frank Gow of Famous Players, Mary Wallace of Warner Bros. and Gordon Dalgleish of the Park Theatre, all of whom underwent operations, and Joe Errington of the Hastings, who has a serious lung ailment. All were coming along nicely at last report . . . Projectionists Local 348 held a farewell party June 1 for Bill Oswald, who is retiring on pension after serving as inspector of theatres in British Columbia for the past 30 years.

Joe Lowden of the Hastings has bought an auto court near Victoria . . . Frank Dunn of the Hollywood has acquired an apartment house in Vancouver . . . Clarence Dowsley of the Bay is leaving for Australia to make his home . . . The second annual picnic of Famous Players employes will be held at Bowen Island Sunday, June 20. On the picnic committee are Lorne Newton of the Orpheum, Bob Harris of the Strand, Jimmy Stewart of the Dominion and Sandy Arenovsky of the Stanley. Five hundred theatre employes and friends are expected to attend.

Howard Boothe, Odeon district manager, returned from a visit to Victoria and reports that the new Odeon in Victoria is coming along rapidly. He expects the theatre to be operating by September . . . Pictures are getting stiff opposition this summer from a raft of carnivals and circuses, the most since before the war.

A drive-in theatre is planned at Chilliwack, 50 miles from Vancouver, by Albert Price. He asked the council for a permit and was informed a franchise could only be given by a vote of ratepayers. A vote is expected to be taken shortly. The Cascade Drive-In near here is the only one west of Toronto. It is doing big business this summer.

Norman Duncan, former manager of the Strand, has been appointed British Columbia and Alberta manager of Services Confections, Ltd., which services theatres across western Canada. Frank Kershaw, former Famous Players district manager here, is the head of SCL. Candy and popcorn are in good supply in British Columbia at present.

WINNIPEG

Only holdover in town was "Till the Clouds Roll By," which Bill Novak was playing for a second week at the Capitol . . . A list of impressive counterattractions coming to town shortly looms as potent opposition for boxoffices already suffering a serious slump.

Menasha Skulnik and his New York stage company will perform here for three nights at the Playhouse . . . The Ink Spots are billed for a one-night stand at the auditorium . . . The E. J. Casey Shows is playing around town for the week . . . Another big night in town will be when Mart Kenny and his Western Gentlemen play for a dance at the auditorium.

Cloverdale Theatre Opens With Benefit Performance

CLOVERDALE, B. C.—The 449-seat Clove, Cloverdale's new $50,000 theatre, opened last week. It features a cry room where mothers can take their babies and watch the show from behind soundproof windows, and hearing aids for the deaf. The Surray Junior Chamber of Commerce cooperated with owners, Les Toffey and Owen Bird in the dedication. Proceeds from the first two performances were donated to the Surray Memorial Hospital society.

Moppet in 'Last Round-Up'

Columbia has ticketed Bobby Blake for a featured role in "The Last Round-Up."

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OTTAWA

The Cartier, a Famous Players unit in Hull, sprang a quick engagement for four days of the Canadian-made feature, "La Forteresse," starring Paul Dupuis and Nicolai Germain, two Canadian players. There has been no word yet regarding the release of the English version of the same production, "Whispering City," which has a cast headed by well known Hollywood personalities. It had been announced recently that the J. Arthur Rank Organization had obtained world distribution rights for both features but the first run in the Ottawa district went to the Famous Players' theatre in Hull, across from Ottawa.

Manager F. H. Gallop of the Avalon here conducted a prerelease screening of the Italian opera feature, "Pagliacci," before a large gathering of critics, music teachers and other interested persons who gave high rating to the picture which is released in Canada by Alliance Films, Ltd.

Paul Gormley of the National Film board and formerly of the Ottawa Citizen news staff has been elected president of the Recreation Ass'n Film club of the federal civil service which conducts a series of film shows at regular intervals in the National Research auditorium.

Manager Ernie Warren of the Elgin and Manager John Kurk of the Imperial returned in quick style to Ottawa in Warren's airplane after attending the sendoff dinner to Lloyd Gurr, retiring manager of the Century at Hamilton. Many executives of 20th Century Theatres, Famous Players, Canadian Odeon and other circuits attended the farewell to Gurr, who has gone into the summer hotel business. He was presented a traveling case and other tokens of esteem. Among those welcomed at the function was Ernie Moule, oldtime exhibitor of Brantford.

After a big week with "Her Sister's Secret," thanks to intensive exploitation, Manager Morris Berlin of the Ottawa Nelson was all smiles when he made a booking trip to the exchanges in Toronto . . . An Ottawa visitor was George Degnon, Canadian exploiteer for RKO . . . Released in Canada through the Lyric Masterpiece Productions, "The Virgin of Guadalupe," from Mexico, is playing a two-week engagement at L'Academie de la Salle, Ottawa, at prices scaling from 15 to 50 cents.

Dawson Creek Manager Visions Northern Mecca

CALGARY—Back from a two-week holiday in Los Angeles, George J. Shafer is spending a week here, his former home town. He received newspaper recognition for his energetic community activity while serving as manager of the Northland Theatre in Dawson Creek, B. C.

The Herald, evening daily, referred to him as an ace publicity man for the north area, a booster for the Alaska highway, its resources and scenery. Shafer was an active member of the Junior Chamber of Commerce in Dawson Creek. He has written many articles for the coast papers on the about-to-be-opened empire. The section is filled with rock-strewn glaciers, dangerous rivers and forbidding mountains, he said, but it also has fertile valleys and plains, hot springs, oil, coal and gold.

The Northland Theatre is a unit of the Forrest & Phillet circuit, which has many houses in northern Manitoba. When his vacation ends, Shafer will go to Dauphin to take up management of another unit in the circuit.

Rank Asks 3 Years To Crack U.S. Mart

VANCOUVER—It will take two or three years before British pictures earn their proper place in the United States and Canadian markets, J. Arthur Rank, British film mogul, said in an interview during his visit here last week.

He expressed satisfaction with the steady expansion of the industry in Great Britain and the worldwide distribution. He said his production of "Caesar and Cleopatra" probably would not return its $6,000,000 cost in North America and he thought "Henry V" would be his biggest overseas grosser.

Production of feature length pictures will be started by the Rank interests in Canada soon, he said. He did not think it likely, however, that production would take place in British Columbia. He added that he hoped "to have the privilege of showing the world some of the beauties of this great country in feature as well as shorter films."

Rank had a good word for American pictures, too. "I would be proud," he said, "to have turned out two films like 'Going My Way' and 'The Bells of St. Mary's.' They were first-class entertainment and gave happiness throughout the world."

All Odeon Theatre managers were here to meet Rank. He was accompanied by Jock Lawrence, his public relations man in the United States, and Jimmy Cowen, public relations man in Toronto.

Before his arrival, Odeon Theatre switchboards were jammed with calls from Sunday schools and religious organizations requesting Rank to talk to them, but he was unable to accept any of these invitations.

Rank Seeking Good Story With Canadian Background

CALGARY—Biggest event of the week in theatrical circles was the short visit of the J. Arthur Rank party, which spent a weekend at Banff and Lake Louise. Members spent over an hour in Calgary, having their private car detached from the early section of the transcontinental train, then attached to the third and last.

About pictures and plans, Rank was noncommittal. He expressed interest in the large elevators seen in the west. "It's been interesting for me to see the grain elevators," he said. "My family has been buying grain for its milling business for years and a good part of it came from Canada. Now I feel I know more about it."

His tour across Canada has given birth to the thought of work, of finding a story with a typical Canadian background. "It may take years before I find just such a story," said the man who is a realist as well as an idealist, "but it will be a good one when I get it."

Three in 20th Circuit Become First-Runners

TORONTO—The Ontario Capital has had two pairs of first run theatres for three months, all four houses being units of Famous Players Canadian Corp. Now in effect locally is a combined trio of first-runners here under the banner of 20th Century Theatres. Commencing June 2, the Esquire, Kenwood and Ace started a day-and-date policy with double bills, programs to change every Monday.

Starting the policy at the three units was the program consisting of "Apache Rose" and "The Ghost Goes Wild." The Ace, recently remodeled, is situated on Danforth avenue in the East End, the Kenwood is in north central Toronto and the Esquire is a West End theatre.

TORONTO

Removal of the Ontario censor board from the parliament buildings here to a fireproof building in suburban Leaside cannot take place until September because of construction delays already encountered, according to later reports. It had been hoped to have the remodeled structure ready before the new filmbooking season.

"The Stone Flower," a Soviet color feature, played as a roadshow at the Royal Alexandra, legitimate house during the week of June 2 . . . The Kent at Windsor kept Toronto bookers busy by changing double bills every day for a week to celebrate its first anniversary. The programs included extra cartoons for the enjoyment of juvenile patrons. The Kent advertised that it was the only cinema in Windsor which had not raised admission prices in recent weeks.

After redeeming its first mortgage bonds, Marcus Loew's Theatres, Ltd., Toronto, operating Loew's and the Uptown, declared a $1 dividend for the second quarter of the year on the company's common stock, payable June 30 . . . Harry Watt, who produced "The Overlanders" in Australia and previously made several wartime shorts in England, once sold balloons on a midway plaisance in Toronto, it has been recalled here in connection with the local release of the Australian opus.

Louis Jackson of British National studios announced during a Toronto visit that he is preparing to produce a series of features in Canada . . . N. A. Taylor and Harry Mandell, associates in a number of companies, are back in Toronto after four weeks on the west coast during which they attended the Variety Club convention at Los Angeles and checked on studio production activities . . . Allan Sharp was given a rousing party by Toronto film men prior to his marriage to the daughter of Michael J. Isman, executive of Empire-Universal.

Larry Bearg of Toronto, western division supervisor of Famous Players, visited Port Arthur where the circuit is erecting a new theatre . . . Harry Ginsler, special representative of Astral Films, Toronto, has brought back enthusiastic business reports to President I. H. Allen following a trip to Quebec and the maritimes . . . The Skyway Drive-In Theatre at Stoney Creek, Ont., has reopened for the summer. The only other drive-in in Ontario at Windsor resumed operations a month ago.

'Jolson' Plays 11 Weeks; 'Overlanders' in Toronto

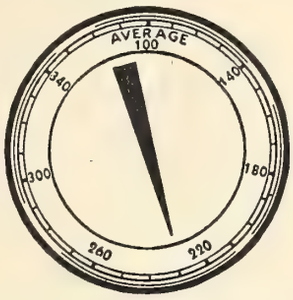
TORONTO—The Eglinton and Victoria gave Toronto still another week of "The Jolson Story," making it the 11th in a row, after saying it was farewell at the end of the tenth week. "Sinbad the Sailor" followed at the two theatres. The boxoffice pick of the week was "The Farmer's Daughter" at Shea's, with "Buck Privates Come Home" also rating honors at Loew's Uptown.

"The Overlanders" opened its Toronto first run at the Capitol and Victoria. For opposition, a lot of people were going to the races at Woodbine park and the Thorncliffe track, a day's attendance record of 48,000 being established at the former oval. Baseball was also drawing well.

(Average is 100)

Capitol—**The Overlanders** (Br)	100
Eglinton—**The Jolson Story** (Col), 11th wk	80
Imperial—**Pursued** (WB)	105
Loew's—**High Barbaree** (MGM)	105
Shea's—**The Farmer's Daughter** (RKO)	120
Tivoli—**The Jolson Story** (Col), 11th wk	80
Uptown—**Buck Privates Come Home** (U-I)	110
Victoria—**The Overlanders** (U-I)	100

BOXOFFICE BAROMETER



FIRST RUN REPORTS

This chart shows the records made by pictures in five or more of the 21 key cities checked. As new runs are reported, ratings are added and averages revised.

TOP HIT OF THE WEEK

The Yearling—

Philadelphia 230
San Francisco 140

Computed in terms of percentage in relations to normal grosses. With 100 per cent as "normal," the figures show the percentage above or below that mark.	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DES MOINES	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MILWAUKEE	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
Angel on My Shoulder (UA)	100	100	135	90	125	100	115	90	110	90	110	200		140	145	130	95	150	110	190	150	124
Backlash (20th-Fox)	100	71							90	85			100	100	100	85				100	80	91
Blaze of Noon (Para)	100	80		65					95		130			125	93	90				110		99
Boomerang (20th-Fox)	130	89	140	150	140		120	90	110	85	82	175	115	150	148	117		170		130	80	123
Brasher Doubloon, The (20th-Fox)				150	100		100			80		100			85	150		100	85	100	60	101
Calcutta (Para)			125			105					150					100		170	100	175		132
California (Para)	190	137	125	150	100	140	165	110	120	85	185	225	100	190	150	125	145	75	110	130	160	139
Code of the West (RKO)			100			95			90			100	100		90					100		96
Dishonored Lady (UA)			125		80				100	50	100		90			60			65	140		90
Egg and I, The (U-I)	170	137		250	230				150	250	220	200			110	108	190	163		300		191
Fabulous Dorseys, The (UA)					95				80			200			90			135	100	150		121
Farmer's Daughter, The (RKO)	170	120	123	160			130	150	120		115	175	95	150		108	120	150	130	125		134
Fear in the Night (Para)		140							100	100			100	120		92		110		100		108
Framed (Col)		120			110				125			150				110		175	80			124
Fun on a Weekend (UA)	100										95	125						90		115		105
Ghost Goes Wild, The (Rep)	100	80	100	80		85	100		100	100			100		90					100		94
Guilty, The (Mono)	100								100			95				95				100		98
High Barbaree (MGM)				90		100						150	95						75			102
Imperfect Lady, The (Para)	100	60		90		85			90	60	85			110	89	82		150	60	125		91
It Happened in Brooklyn (MGM)	130	88	125	110	95	100		100	120		100	150	130	160	130	110	95	145	80	120	100	115
Jewels of Brandenburg (20th-Fox)	100												90			85				100	80	91
Johnny O'Clock (Col)	130	140	140		70	110	118	100	100	85	115	175	110			135	110	170	105	210		125
Late George Apley, The (20th-Fox)	95	100		110	100		125		90	80	100	150	130	135	98	113		85	100	100		107
Locket, The (RKO)	130	120	120		60		115	100	110	70	105	175	120	130	90	110	115	160	105	135	80	113
Love and Learn (WB)	100	70			90		105		85				90			95		100		120		95
Love Laughs at Andy Hardy (MGM)	140	108	115	100	80	90	100	100	80	95	110	150	130	140	103	110	90	80	80	120	95	106
Over the Santa Fe Trail (Col)	100					100					100		100	100								100
Private Affairs of Bel Ami, The (UA)			120		85							180	95	100				70		115		109
Pursued (WB)	130	88	125	140	100	110	153	95	105	110	100	175	120	130	135	120	95	180	100	120	110	121
San Quentin (RKO)	150	93	110	200	130		110	105	135	95	90	150	115	125	145	125	110		90	140	120	123
Sea of Grass, The (MGM)	130	130	110	130	90		140	105	125	100	130	175	140	150	140	108		150	85	130		126
Shocking Miss Pilgrim, The (20th-Fox)	180	71	140	180	150		120	95	110		120	200	100	140	93	130	95	150	90	120	90	125
Smash-Up (U-I)	150	125	130	185	115			95		85		200	140	100		100		140	120	185	125	133
Stairway to Heaven (U-I)	130	150			90				100							102		130	70	155	50	109
Susie Steps Out (UA)	100	100	100				100	100	100	95	100	100			90		100			100	80	97
Swell Guy (U-I)	165	160	125	165	70		125		100	95	50	150	100	100	100	120		100	90	165	100	116
That Way With Women (WB)	100	160		150	60				95	95	95	100	110	150	85	98		130	65	100	90	105
Three on a Ticket (PRC)	100	100					100		95					100	85						100	97
Two Mrs. Carrolls, The (WB)	110	125	110			115						150	100			150				150	100	123
Winter Wonderland (Rep)	100					95		90					100		89							95
Yearling, The (MGM)		118	135	130	115		120		135		150	200	130			118		230		140	200	148

THE EXHIBITOR HAS HIS SAY ABOUT PICTURES

Just as the Barometer page shows first run reports on current pictures, this department is devoted for the most part to reports on subsequent runs, made by exhibitors themselves. A one-star contributor is new, two stars mean the exhibitor has been writing in for six months or longer, and a three-star contributor is a regular of one year or more, who receives a token of our appreciation. All exhibitors welcome.

COLUMBIA

Cigarette Girl (Col)—Leslie Brooks, Jimmy Lloyd, Ludwig Donath. This is a good little musical that pleased on "silver night" on a double bill with Universal's "Pillow of Death."—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. *

Gilda (Col)—Rita Hayworth, Glenn Ford, George Macready. We can't say it's a poor picture, but we can say we didn't do business. Played Mon., Tues., Wed. Weather: Rain and cool.—Harland Rankin, Joy Theatre, Bothwell, Ont. General patronage. * * *

FILM CLASSICS

Hills of Old Wyoming (FC)—Reissue. William Boyd, George Hayes. A fair western filled with "injuns" that are around for scenery only. It is priced too high for the drawing power it has. Be careful—this western is 80 minutes long. Played Fri., Sat. Weather: Good.—Ralph Raspa, State Theatre, Rivesville, W. Va. Small town patronage. * * *

METRO-GOLDWYN-MAYER

Boom Town (MGM)—Reissue. Clark Gable, Spencer Tracy, Claudette Colbert. This is a good reissue that goes to prove that a good, old show is better than a lot of the new dogs that are out. Played Fri., Sat.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. *

Gallant Bess (MGM)—Marshall Thompson, George Tobias, Clem Bevans. Just the type of picture to bring in the people who rarely go to the movies and keep them in suspense as to what is to happen next until the climax. If it's small town and rural patronage you rely on for grosses, fellow exhibitor, take it from me, "Gallant Bess" is one of your best bets. Played Wed., Thurs. Weather: Rainy.—J. George Dubois, Wilfred Theatre, St. Regis Falls, N. Y. Small town and rural patronage. *

Holiday in Mexico (MGM)—Walter Pidgeon, Jose Iturbi, Jane Powell. A good musical show in Technicolor. Business was average, as it was a little old when I played it. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Lady in the Lake (MGM)—Robert Montgomery, Audrey Totter, Lloyd Nolan. Comments were divided on this attraction, where the camera was the star. Not much of a draw. Played Mon., Tues.—J. C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

No Leave, No Love (MGM)—Van Johnson, Keenan Wynn, Pat Kirkwood. This one is a dilly—it's a full meal of wonderful entertainment in any house or place where they can see or hear. Played against baccalaureate and commencement programs at the high school. Played Sun., Mon., Tues. Weather: Stormy.—Bill Leonard, Leonard Theatre, Cedarvale, Kas. Small town and rural patronage. * * *

Two Smart People (MGM)—Lucille Ball, John Hodiak, Lloyd Nolan. This is a fair show but it has no drawing power. No one seemed interested in it and I barely took in film rental. Played Tuesday. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

MONOGRAM

Mr. Hex (Mono)—Leo Gorcey, Huntz Hall, Gale Robbins. This is an excellent comedy that played with a western to a pleased weekend audience. Played Fri., Sat.—J. C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

Trailing Danger (Mono)—Johnny Mack Brown, Raymond Hatton, Peggy Wynne. Up to par in this series of westerns, and my fans on Saturday must have them apparently. Played Thurs., Fri., Sat. Weather: Good.—Terry Axley, New Theatre, England, Ark. Rural and small town patronage. * * *

Wife Wanted (Mono)—Kay Francis, Paul Cavanagh, Robert Shayne. Played on my double bill program and it was okay. Played Fri., Sat.—J. C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

PARAMOUNT

Seven Were Saved (Para)—Richard Denning, Catherine Craig, Russell Hayden. If Paramount gave you a break in big pictures like they do smaller ones such as this, everyone would stay happy in my town all the time. Very good for a double bill. Played Thurs., Fri., Sat. Weather: Good.—Terry Axley, New Theatre, England, Ark. Rural and small town patronage. * * *

Two Years Before the Mast (Para)—Alan Ladd, Brian Donlevy, William Bendix. Here is what the doctor ordered. It brought them in better the second night than the first. Played Mon., Tues. Weather: Cool.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

RKO RADIO

Beat the Band (RKO)—Frances Langford, Ralph Edwards, Phillip Terry. A fair little musical that pleased my Sunday patrons.—J. C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

Bells of St. Mary's, The (RKO)—Ingrid Bergman, Bing Crosby. An old feature still pulling them in. This feature has played here eight times yet I had two good days. No complaints except that the film was in bad shape. Played Sun., Mon.—C. M. Garrett, Yandell Theatre, El Paso, Tex. Family patronage. *

Code of the West (RKO)—James Warren, Debra Alden, John Laurenz. This is very good and Zane Grey westerns are good enough to run in "class" houses. Played Thurs., Fri., Sat. Weather: Good.—Terry Axley, New Theatre, England, Ark. Rural and small town patronage. * * *

Devil Thumbs a Ride, The (RKO)—Lawrence Tierney, Ted North, Nan Leslie. This is a good action picture and business was good, too. Play it. Played Tuesday. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Government Girl (RKO)—Olivia de Havilland, Sonny Tufts, Jean Arthur. Doubled this with "A Lady Takes a Chance"—two comedy features that are worth your time and money. My prints were scratched but not bad. Why can't we have more Jean Arthur pictures? Played Tues., Wed., Thurs. Weather: Clear.—C. M. Garrett, Yandell Theatre, El Paso, Tex. Family patronage. *

Heartbeat (RKO)—Ginger Rogers, Jean Pierre Aumont, Basil Rathbone. Something new in the story angle and the patrons seemed to like it. Played Sun., Mon., Tues. Weather: Rain.—Bill Leonard, Leonard Theatre, Cedarvale, Kas. Small town and rural patronage. * * *

Make Mine Music (RKO)—Disney cartoon with talents of Nelson Eddy, Dinah Shore, Benny Goodman. These cartoon features aren't what the doctor ordered for us. We double billed it with "Renfrew of Royal Mounted" (Astor), a fair picture, but regretted playing the cartoon. Played Fri., Sat. Weather: Warm.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Notorious (RKO)—Cary Grant, Ingrid Bergman, Claude Rains. This is a little deep for small towns but held up fairly well the second night, which shows they must have liked it. Played Sun., Mon. Weather: Good.—Terry Axley, New Theatre, England, Ark. Rural and small town patronage. * * *

Stranger, The (RKO)—Edward G. Robinson, Loretta Young, Orson Welles. Some said "fine." Some said "rotten." So I guess it's a question of likes and dislikes for that type of story. I say it's a good picture and darned well done. Played Wed., Thurs. Weather: Rain.—Bill Leonard, Leonard Theatre, Cedarvale, Kas. Small town and rural patronage. * * *

Stranger, The (RKO)—Edward G. Robinson, Loretta Young, Orson Welles. Here is a picture even the women will like. Orson Welles carries off star honors with his fine performance. I received a bad print but all my patrons enjoyed the show. Played Fri., Sat. Weather: Clear.—C. M. Garrett, Yandell Theatre, El Paso, Tex. Family patronage. *

Truth About Murder, The (RKO)—Bonita Granville, Morgan Conway, Rita Corday. I've played a lot better pictures at much lower prices. Failed to bring in my usual average for the weekend. Played Fri., Sat. Weather: Good.—Ralph Raspa, State Theatre, Rivesville, W. Va. Small town patronage. * * *

REPUBLIC

Home in Oklahoma (Rep)—Roy Rogers, George "Gabby" Hayes, Dale Evans. This is a very good musical western with a little added comedy in the right places. Lanny Rees and Ruby Dandridge are standouts in their roles. Roy Rogers is a big favorite with the kids and brings in the adults, too. Played Tues., Wed. Weather: Good.—R. W. Hailey, Lott Theatre, Lott, Tex. Rural and small town patronage. *

Mexicana (Rep)—Tito Guizar, Constance Moore, Leo Carrillo. I thought this would be a swell musical to play during the midweek but it fell flat—no names to draw them in.

Milo Moody of Marquette Grows Moody Over Film

ALL is not well at the boxoffice when an exhibitor takes what he considers a well-deserved poke at a film which he has played in his theatre, such as this from Milo Moody of the Star Theatre at Marquette, Iowa:

"I always read what the exhibitor has to say so I would like to have my say.

"I just finished with 'Dead of Night' (U-I, Mervyn Jones, Roland Culver, Frederick Valk), and would like to say this picture should win some sort of ribbon for being able to run 76 minutes without one speck of story, plot or sense.

"If you would like to close up the joint and go some place on the second night, play this one."

With Competition High Exhibitors Pick Oldie

GOLD MINE IN THE SKY (Rep)—Rerelease. Gene Autry, Smiley Burnette, Carol Hughes. Despite the fact that the senior class of Raceland High gave its annual play in competition with us, Gene still drew them into our theatre and away from the high school. We heard they were giving their play so knew that Rogers or the other cowboys wouldn't compete with the play, and felt the only thing to do was to get Gene Autry, who has never been a doubt in any situation with us. Thanks again, Gene. The picure was old but very good, as far as westerns go. Played Friday, Saturday. Weather: Good.—Dinkle & LeMaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Played Tues., Wed. Weather: Warm.—Ralph Raspa, State Theatre, Rivesville, W. Va. Small town patronage. * * *

Roll On Texas Moon (Rep)—Roy Rogers, Gabby Hayes, Dale Evans. Another typical Rogers western with the usual cast. The villain in this piece spoke with an English accent; so evidently Hollywood is getting hard up for American villains—or else they can't find any place else to cast them but in a western. Roy and Dale sang several pleasing songs and "Gabby" gave with laughs, with a sheep pet. Played Fri., Sat. Weather: Very good.—Dinkle & LeMaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Rough Riders of Cheyenne (Rep)—Sunset Carson, Peggy Stewart, Mia McKinney. This is another typical western with Sunset Carson. Thanks, Republic, for not signing Carson to another contract. I can't see why this company doesn't give some oldtimers like Bob Steele or Tom Tyler a chance instead of putting Carson or some other cowboys in their pictures. Played Fri., Sat. Weather: Good.—Dinkle & LeMaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Picture Was Good But Patrons Busy

BELLS OF ROSARITA (Rep)—Roy Rogers, George "Gabby" Hayes, Dale Evans. Good, but this is too busy a season for a picture to draw well—only had below average attendance, which is no fault of the picture. Played Wednesday only. Weather: Good.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. ***

Song of Arizona (Rep)—Roy Rogers, George "Gabby" Hayes. Lots of music, not too bad a western, and drew a fair crowd here on lucky seat night. I'd like to have more of Rogers' pictures but it's impossible for me to afford them at the new prices Republic wants here. Played Saturday only. Weather: Hot.—Harold J. Johnson, Elberta Theatre, Palisade, Colo. Rural patronage. * *

SCREEN GUILD

Renegade Girl (SG)—Alan Curtis, Ann Savage, Jack Holt. An action drama of guerrilla warfare during and after the Civil war which pleased our Saturday night crowd. Edward Brophy as a supporting actor was a big boost to the story. Played Fri., Sat. Weather: Good.—R. W. Hailey, Lott Theatre, Lott, Tex. Rural and small town patronage. *

Westerner, The (SG)—Reissue. Gary Cooper, Walter Brennan. This is a western feature with all the stars and story needed to rate it super classification. This feature could have been made in 1947 and would need no changes—tops for entertainment. Played Sun., Mon. Weather: Fair—roads muddy.—R. W. Hailey, Lott Theatre, Lott, Tex. Rural and small town patronage. *

20th CENTURY-FOX

Dolly Sisters (20th-Fox)—Betty Grable, John Payne. We tried booking some old hits for our new house. So far we haven't had results. Most of them claim they have seen it—but it's a good picture. Played Mon., Tues., Wed. Weather: Cool.—Harland Rankin, Joy Theatre, Bothwell, Ont. General patronage. * * *

If I'm Lucky (20th-Fox)—Vivian Blaine, Perry Como, Carmen Miranda. If you are lucky, you may do business with this—we didn't, although we thought the picture was okay. Played Wed., Thurs. Weather: Cool.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Margie (20th-Fox)—Jeanne Crain, Glenn Langan, Lynn Bari. This was a very good musical. Business was far above average. We had rain the second night, but still a good crowd. Played Wed., Thurs.—A. D. Laurence, Apex Theatre, Tioga, Tex. Small town and rural patronage. *

My Darling Clementine (20th-Fox)—Henry Fonda, Linda Darnell, Victor Mature. We played this alone, without our usual western, and did very well—no regrets. Played Fri., Sat. Weather: Mild.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Shocking Miss Pilgrim, The (20th-Fox)—Betty Grable, Dick Haymes, Anne Revere. This is one that I paid dearly for and it did not take in this small town. Many of the few that came went to sleep. Played Wed., Thurs.—A. D. Laurence, Apex Theatre, Tioga, Tex. Small town and rural patronage. *

13 Rue Madeleine (20th-Fox)—James Cagney, Annabella, Richard Conte. This is a very good picture of a leftover war story that pleased all that attended it. Played Mon., Tues.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. *

Three Little Girls in Blue (20th-Fox)—June Haver, George Montgomery, Vivian Blaine. These little girls did okay for yours truly. We all loved them—especially at the boxoffice when we closed it. Played Mon., Tues. Weather: Mild and rain.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Wanted for Murder (20th-Fox)—Eric Portman, Dulcie Gray, Derek Farr. This is another mystery that, as all others, failed to do business. Played Wednesday.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. *

UNITED ARTISTS

Fabulous Dorseys, The (UA)—Tommy Dorsey, Janet Blair. This is an excellent musical but not enough popular music fans in this town to make it pay. The best song, "To Me," will make a hit. Played Wed., Thurs.—J. C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

Bouquet of the Week Goes to a 'Blonde'

BAMBOO BLONDE, THE (RKO)—Frances Langford, Ralph Edwards, Russell Wade. This is an old feature that I passed up which gave me a delightful surprise when I finally played it. A well-made picture with a good plot and popular musical numbers, competent cast. Played Tues., Wed., Thurs. Weather: Cloudy.—R. W. Hailey, Lott Theatre, Lott, Tex. Rural and small town patronage. *

Little Iodine (UA)—Jo Ann Marlowe, Hobart Cavanaugh, Irene Ryan. This is strictly program stuff. We doubled it with a western for Fri., Sat. and very happy about the whole thing. Weather: Cool.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Mr. Ace (UA)—George Raft, Sylvia Sydney, Stanley Ridges. If your patrons are pleased with talk-talk-talk and no acting, then this should do well. My advice is to skip it. Played Sun., Mon., Tues., Wed. Weather: Fair and cool.—W. S. Funk, Star Theatre, St. Stephen, S. C. Small town and rural patronage. *

UNIVERSAL-INTERNATIONAL

Dark Mirror, The (U-I)—Olivia de Havilland, Lew Ayres, Thomas Mitchell. This did not draw average as it had played in a nearby town. The acting was superb by Miss de Havilland. Played Mon., Tues.—J. C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

Gunman's Code (U-I)—Kirby Grant, Fuzzy Knight, Jane Adams. As Kirby Grant's number one fan and the first to forecast his success as a cowboy star I recommend this highly to your weekend fans as this packs plenty of action and comedy. Played Fri., Sat.—J. C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

Home on the Range (U-I)—Monte Hale, Adrian Booth, Tom Chatterton. A good picture, good subject and brought nice results. Played Fri., Sat. Weather: Cool.—Harland Rankin, Plaza Theatre, Tilbury, Ont. * * *

Brickbat of the Week Flays Hillbilly Film

DOWN MISSOURI WAY (PRC)—Martha O'Driscoll, John Carradine, Eddie Dean. It's been a long time since I have written a report on a picture but I had to on this one. If you haven't bought it, if you have any intention of buying it, don't. It is the worst direction, the worst story and the worst picture to play my theatre. If you want singing, you will not only get one song but dozens—one right after the other. Oh, no, not hillbilly, but any song they can think of. The only thing in the whole picture is a mule and it never does perform. Don't be a sucker—lay off.—Dr. F. E. Rider, Chateau Theatre, Wauneta, Neb. Small town patronage. *

House of Horrors (U-I)—Bill Goodwin, Virginia Grey, Robert Lowery. If it's suspense your patrons like, this will be okay. Played Fri., Sat.—J. C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

Magnificent Doll (U-I)—Ginger Rogers, David Niven, Burgess Meredith. Highly recommended by the school teachers but competition both nights knocked this for a loop. It was well received and I would recommend it, although it didn't draw for me. Played Mon., Tues.—J. C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

Man in Grey, The (U-I)—Margaret Lockwood, James Mason, Phyllis Calvert. This is another English film and another flop at the boxoffice. English films just don't go in this town. The Boy Scouts backed up this show and went $10 in the hole. Played Thurs. Weather: Fair.—Ralph Raspa, State Theatre, Rivesville, W. Va. Small town patronage. * * *

Tangier (U-I)—Maria Montez, Preston Foster, Robert Paige. While this is a fairly good picture with a good cast, it is not recommended for small town situations. I couldn't even get a crowd with the first chapter of "Jack Armstrong" (Col. serial) which I advertised heavily on the same program. Played Wed., Thurs. Weather: Fair and warm.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Wild Beauty (U-I)—Lois Collier, Don Porter, Robert Wilcox. This is a very good program action picture—excellent small town fare. It is too bad Universal has stopped making action westerners because they really knew how to make them. Business was excellent on this. Played Fri., Sat. Weather: Rain.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

WARNER BROS.

Big Sleep, The (WB)—Humphrey Bogart, Lauren Bacall, Martha Vickers. We opened the first night very big but the second night dropped 50 per cent. We're still satisfied. Played Wed., Thurs. Weather: Mild.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Humoresque (WB)—Joan Crawford, John Garfield, Oscar Levant. Wow, what a clinker! The worst Sun., Mon. gross since "The Seventh Veil," and brother, that is bad. Not the part for Garfield and much too long. Played Sun., Mon. Weather: Good.—Ralph Raspa, State Theatre, Rivesville, W. Va. Small town patronage. * * *

Nobody Lives Forever (WB)—John Garfield, Geraldine Fitzgerald, Walter Brennan. This picture should stand by itself in almost any location—just the right amount of suspense and action to make the entire picture good

(Continued on page 12)

FEATURE CHART

Feature productions, listed by company, in order of release. Number in square is national release date. Production number is at right. Number in parentheses is running time, as furnished by home office of distributor; checkup with local exchanges is recommended. R—is review date. PG—is Picture Guide page number. Symbol ◎ indicates BOXOFFICE Blue Ribbon Award Winner, Symbol ◎ indicates color photography.

	JULY 20	JULY 27	AUGUST 3	AUGUST 10	AUGUST 17	AUGUST 24	AUGUST 31	SEPTEMBER 7
COLUMBIA	18 (67) Act-Mus 7223 COWBOY BLUES Ken Curtis Jeff Donnell Hoosier Hotshots Guy Kibbee R—July 13—PG-736	25 (73) Musical 7033 SING WHILE YOU DANCE Ellen Drew Robert Stanton Andrew Tombes R—Aug. 10—PG-741		8 (68) Comedy 7039 PERSONALITY KID Anita Louise Michael Duane Ted Donaldson R—Aug. 10—PG-742	15 (54) Western 7201 HEADING WEST Charles Starrett Smiley Burnette R—Aug. 24—PG-745			
M-G-M	Block 17 18 (97) Drama 625 BOYS' RANCH James Craig "Butch" Jenkins R—May 4—PG-720	Special: 25 (110) Drama 624 ◎EASY TO WED Esther Williams Van Johnson R—Apr. 13—PG-714		8 (93) Drama 626 ◎COURAGE OF LASSIE Lassie Elizabeth Taylor Frank Morgan Tom Drake R—May 11—PG-721		22 (81) Drama 627 FAITHFUL IN MY FASHION Tom Drake Donna Reed R—June 15—PG-729	29 (92) Drama 628 ◎THREE WISE FOOLS Margaret O'Brien Lionel Barrymore Lewis Stone Edward Arnold Thomas Mitchell R—June 15—PG-730	
MONOGRAM	20 (65) Act-Com 511 BOWERY BOMBSHELL Huntz Hall Bobby Jordan R—Aug. 10—PG-742	27 (64) Mys-Dr 518 SHADOWS OVER CHINATOWN Sidney Toler Victor Sen Young	3 (65) Act-Dr 520 BELOW THE DEADLINE Warren Douglas Ramsay Ames R—Oct. 5—PG-755	10 (57) Western 567 SHADOWS ON THE RANGE Johnny Mack Brown	17 (60) Mys-Dr 525 MISSING LADY Kane Richmond Barbara Reed	24 (68) Comedy 512 SPOOK BUSTERS Leo Gorcey Huntz Hall Bobby Jordan Billy Benedict David Gorcey R—Aug. 24—PG-745		7 (74) Com-Mus 51 HIGH SCHOOL HERO Freddie Stewart June Preisser R—Aug. 24—PG-745
PARAMOUNT		Block 6 28 (107) Act-Dr 4526 O.S.S. Alan Ladd Geraldine Fitzgerald R—May 11—PG-721		Block 6 9 (107) Drama 4527 THE SEARCHING WIND Robert Young Sylvia Sidney R—May 11—PG-722			Special: 30 (93) Comedy 4532 MONSIEUR BEAUCAIRE Bob Hope Joan Caulfield R—May 11—PG-721	Block 6 6 (89) Act-Dr 452 SWAMP FIRE Johnny Weissmuller Buster Crabbe
P.R.C.	17 (55) Western PRAIRIE BADMEN Buster Crabbe Al "Fuzzy" St. John R—Aug. 10—PG-741	24 (67) Drama QUEEN OF BURLESQUE Evelyn Ankers Carlton Young R—July 6—PG-733		14 (55) Drama TERRORS ON HORSEBACK Buster Crabbe R—Apr. 27—PG-717	15 (75) Drama DOWN MISSOURI WAY Martha O'Driscoll R—July 13—PG-735 16 (58) Drama SECRETS OF A SORORITY GIRL R—Aug. 24—PG-745	21 (54) Act-West OVERLAND RIDERS Buster Crabbe Al "Fuzzy" St. John R—Aug. 31—PG-747	29 (68) Mys-Dr BLONDE FOR A DAY Hugh Beaumont Kathryn Adams R—Aug. 10—PG-742	2 (56) Drama STRANGE HOLIDAY Claude Rains R—Nov. 9—PG-764
RKO RADIO		Group 6 (105) Drama 626 TILL THE END OF TIME Dorothy McGuire Guy Madison Robert Mitchum Bill Williams R—June 15—PG-730	Group 6 (68) Musical 630 THE BAMBOO BLONDE Frances Langford Ralph Edwards Russell Wade R—June 22—PG-732				Special: (103) Drama 761 NOTORIOUS Ingrid Bergman Cary Grant Claude Rains Louis Calhern R—July 27—PG-739	Group 6 (98) Drama 6 CRACK-UP Pat O'Brien Claire Trevor Herbert Marshall R—June 15—PG-729
REPUBLIC	22 (56) Western 568 CONQUEST OF CHEYENNE Bill Elliott Bobby Blake Alice Fleming	22 (89) Comedy 525 RENDEZVOUS WITH ANNIE Eddie Albert Faye Marlowe R—Aug. 17—PG-744	25 (55) Western 557 RED RIVER RENEGADES Sunset Carson Peggy Stewart	7 (57) M'drama 526 THE INNER CIRCLE Adele Mara Warren Douglas William Frawley 9 (67) M'drama 527 LAST CROOKED MILE R—Aug. 24—PG-746	12 (69) Com-Dr 528 G.I. WAR BRIDES Anna Lee James Ellison R—Aug. 24—PG-746	19 (57) Mys-Dr 529 THE INVISIBLE INFORMER Linda Stirling William Henry Gerald Mohr R—Aug. 24—PG-746	26 (69) West-Mus 541 UNDER NEVADA SKIES Roy Rogers R—Aug. 31—PG-748	3 (56) Mystery 5 THE MYSTERIOUS M VALENTINE William Henry Linda Stirling
SCREEN GUILD			1 (75) Act-Dr 4605 FLIGHT TO NOWHERE Evelyn Ankers Alan Curtis		18 (72) Outdr-Dr 4604 ◎DEATH VALLEY Robert Lowery R—Dec. 14—PG-771			
20TH FOX			(102) Drama 633 ◎CENTENNIAL SUMMER Jeanne Crain Cornel Wilde Linda Darnell William Eythe R—June 8—PG-728	(128) Drama 634 ◎ANNA AND THE KING OF SIAM Irene Dunne Rex Harrison Linda Darnell R—June 8—PG-727	(65) Drama 635 DEADLINE FOR MURDER Paul Kelly Kent Taylor Sheila Ryan Jerome Cowan R—June 22—PG-732			(74) Drama 6 BLACK BEAUTY Mona Freeman Richard Denning Evelyn Ankers R—July 20—PG-737
UNITED ARTISTS	19 (100) M'drama A SCANDAL IN PARIS George Sanders Signe Hasso Carole Landis R—July 20—PG-738		2 (84) M'drama MR. ACE George Raft Sylvia Sidney Sid Silvers R—Aug. 31—PG-748		Special: 16 (128) Drama ◎◎CAESAR AND CLEOPATRA Vivien Leigh Claude Rains Stewart Granger R—Aug. 17—PG-744			6 (90) Comedy THE BACHELOR'S DAUGHTERS Gail Russell Claire Trevor Adolphe Menjou R—Sept. 14—PG-752
UNIV.-INTL.	19 (59) Drama 540 THE DARK HORSE Phillip Terry Ann Savage Allen Jenkins R—July 20—PG-738	26 (92) Drama 541 ◎CANYON PASSAGE Andrews-Hayward R—July 27—PG-740 26 (61) Musical 542 CUBAN PETE Desi Arnaz R—July 27—PG-739	2 (80) Drama 543 THE BLACK ANGEL Dan Duryea R—Aug. 10—PG-741 2 (63) Drama 544 SLIGHTLY SCANDALOUS Fred Brady	9 (61) Drama 545 WILD BEAUTY Don Porter Lois Collier Jacqueline De Wit R—Aug. 17—PG-743	16 (82) Comedy 546 THE TIME OF THEIR LIVES Abbott and Costello Binnie Barnes Jess Barker R—Aug. 17—PG-743	22 (76) Drama 547 DEAD OF NIGHT Mervyn Johns Roland Culver Frederick Valk R—July 6—PG-734	30 (102) Drama 548 THE KILLERS Burt Lancaster R—Aug. 17—PG-743 30 (61) Drama 549 LITTLE MISS BIG R—Sept. 7—PG-750	30 (74) Drama 5 WHITE TIE AND TAILS Dan Duryea Ella Raines William Bendix R—Sept. 14—PG-751
WARNER-F.N.	20 (105) Drama 522 OF HUMAN BONDAGE Paul Henreid Eleanor Parker Alexis Smith Edmund Gwenn Janis Paige R—July 6—PG-734		3 (128) Drama 523 ◎NIGHT AND DAY Cary Grant Alexis Smith Monty Woolley Mary Martin R—July 13—PG-736		17 (90) Drama 524 TWO GUYS FROM MILWAUKEE Dennis Morgan Jack Carson Joan Leslie Janis Paige R—July 27—PG-739		31 (114) Drama 601 THE BIG SLEEP Humphrey Bogart Lauren Bacall Martha Vickers Dorothy Malone R—Aug. 17—PG-744	
MISCELLANEOUS	ASTOR (57) Mus (New Rel) BEWARE Louis Jordan	(72) Comedy Reissue FLYING DEUCES Laurel and Hardy (10) Mus (New Rel) (1 Reel Spec) HERE'S RICHARD'S ANSWER Stepin Fetchit	(57) M-Dr (New Rel) HOLLYWOOD BOUND Betty Grable (89) Reissue JIMMY STEPS OUT Jimmy Stewart (83) Drama Reissue LITTLE MEN	(86) Drama Reissue ONE ROMANTIC NIGHT Ilona Massey (67) Mus. (New Rel) REET, PETITE AND GONE Louis Jordan June Richmond	(100) Drama Reissue SCARFACE Paul Muni George Raft (86) Mus-Dr Reissue SECOND CHORUS Paulette Goddard Fred Astaire	(55) M-Dr (New Rel) STAIRWAY FOR A STAR Cornel Wilde (48) Mus (New Rel) TALL, TAN AND TERRIFIC Mantan Moreland Francine Everett	(50) M-Dr (New R THAT MAN OF MI Harrel Tillman Ruby Dee Anna Mae Winburn (58) O'd-Dr (New R WHITE STALLION Eddie Dean	

EPTEMBER 14	SEPTEMBER 21	SEPTEMBER 28	OCTOBER 5	OCTOBER 12	OCTOBER 19	OCTOBER 26	NOVEMBER 2
(63) Comedy 7038 S GREAT TO BE YOUNG -Sept. 7—PG-749 (69) Western 7224 NGING ON THE TRAIL -Sept. 14—PG-752		24 (68) Drama 7002 GALLANT JOURNEY R—Sept. 14—PG-752 26 (70) M'Dr-Mys 7041 SHADOWED Anita Louise R—Oct. 5—PG-756	30 (91) Musical 7006 THE THRILL OF BRAZIL Evelyn Keyes Keenan Wynn Ann Miller Allyn Joslyn R—Aug. 31—PG-747	10 (71) Psych-Dr 805 SO DARK THE NIGHT Steven Geray Micheline Cheirel Eugene Borden Ann Codee R—Nov. 23—PG-765	17 (69) Comedy 806 BLONDIE KNOWS BEST Singleton-Lake R—Oct. 5—PG-755 17 (53) Western 861 LANDRUSH Charles Starrett	24 (61) Mystery 816 CRIME DOCTOR'S MANHUNT Warner Baxter Ellen Drew William Frawley Frank Sully R—Dec. 28—PG-776	
	19 (127) Mus-Com 701 HOLIDAY IN MEXICO Walter Pidgeon Jane Powell Ilona Massey Jose Iturbi R—July 27—PG-740			(81) Comedy-Dr 703 THE COCKEYED MIRACLE Frank Morgan Keenan Wynn Audrey Totter R—July 20—PG-737	(117) Musical 704 NO LEAVE, NO LOVE Van Johnson Keenan Wynn Pat Kirkwood R—Aug. 31—PG-747	Reissue (84) Drama 705 RAGE IN HEAVEN Robert Montgomery Ingrid Bergman George Sanders	
(78) Mys-Dr 601 COY ward Norris n Gillie Armstrong -Sept. 14—PG-751	21 (54) Western 568 TRIGGER FINGERS Johnny Mack Brown Raymond Hatton		5 (72) Act-Dr 602 GENTLEMAN JOE PALOOKA Joe Kirkwood jr. Elyse Knox Leon Errol R—Sept. 28—PG-753	12 (66) Mys-Dr 603 DANGEROUS MONEY Sidney Toler Gloria Warren Victor Sen Young R—Oct. 12—PG-758			2 (73) Drama 605 WIFE WANTED Kay Francis Paul Cavanagh R—Nov. 2—PG-762
ck 6 (117) Drama 4529 E STRANGE LOVE OF MARTHA IVERS rbara Stanwyck n Heflin zabeth Scott -Mar. 16—PG-706			Reissue R5-3624 (113) Outdr-Drama THE PLAINSMAN Gary Cooper Jean Arthur	Reissue R5-3620 (84) Adven-Drama JUNGLE PRINCESS Dorothy Lamour Ray Milland			
		23 (86) Drama SP71 HER SISTER'S SECRET R—Sept. 28—PG-753 22 (56) Act-West OUTLAW OF THE PLAINS Crabbe-St. John	1 (55) Outdr-Mus 741 DRIFTIN' RIVER R—Oct. 12—PG-757 1 (58) Drama 714 THE BRUTE MAN R—Nov. 2—PG-761				28 (68) Drama GAS HOUSE KIDS Billy Halop Robert Lowery Teala Loring R—Oct. 19—PG-759
oup 1 (61) Drama 703 EP BY STEP wrence Tierney ne Jeffreys well Gilmore -July 20—PG-737	Group 1 (59) Western 704 SUNSET PASS James Warren Nan Leslie John Laurenz Jane Greer R—July 20—PG-738	Group 1 (97) Comedy 702 LADY LUCK Robert Young Barbara Hale Frank Morgan R—July 27—PG-739	Group 1 (116) Drama 701 SISTER KENNY Rosalind Russell Alexander Knox Dean Jagger R—July 20—PG-738	Group 1 (68) Drama 705 GREAT DAY Eric Portman Flora Robson R—July 20—PG-737	Group 2 (62) Drama 709 CRIMINAL COURT Tom Conway R—Aug. 10—PG-742 15 (62) Com-Chiller GENIUS AT WORK W. Brown-A. Carney R—Aug. 10—PG-741		Group 2 (62) Drama 708 CHILD OF DIVORCE Sharyn Moffett Regis Toomey Madge Meredith Una O'Connor R—Oct. 19—PG-760
(56) Western 558 O GRANDE RAIDERS nset Carson (68) Outdr-Mus 542 LL ON TEXAS MOON y Rogers-Dale Evans -Sept. 28—PG-754							
			1 (71) Drama 4607 ROLLING HOME Jean Parker Russell Hayden R—Oct. 19—PG-760		18 (41) Out-Dr 4606 'NEATH CANADIAN SKIES Russell Hayden Inez Cooper		
(78) Drama 637 AUDIA AND DAVID orothy McGuire bert Young ary Astor hn Sutton il Patrick -July 27—PG-740	(78) Musical 638 IF I'M LUCKY Vivian Blaine Perry Como Harry James Carmen Miranda Phil Silvers R—Sept. 7—PG-750	Reissue (86) Musical 641 SUN VALLEY SERENADE Sonja Henie John Payne Milton Berle Glenn Miller & Orch. Joan Davis	(90) Musical 639 THREE LITTLE GIRLS IN BLUE June Haver George Montgomery Vivian Blaine Celeste Holm R—Sept. 14—PG-751	(90) Drama 640 HOME SWEET HOMICIDE Peggy Ann Garner Randolph Scott Lynn Bari Dean Stockwell R—July 27—PG-740	Reissue (84) Drama 642 THE BOWERY Wallace Beery George Raft Jackie Cooper Fay Wray		(91) Drama 644 WANTED FOR MURDER Eric Portman Dulcie Gray Derek Farr Roland Culver R—Nov. 9—PG-763
	20 (101) M'drama ANGEL ON MY SHOULDER Paul Muni Anne Baxter R—Sept. 28—PG-754			11 (57) Comedy LITTLE IODINE Jo Ann Marlowe Eve Whitney Marc Cramer R—Oct. 19—PG-759		25 (101) Drama STRANGE WOMAN Hedy Lamarr George Sanders Louis Hayward R—Nov. 2—PG-762	
	20 (108) Drama 1065 THEY WERE SISTERS Phyllis Calvert James Mason Hugh Sinclair R—Aug. 31—PG-747					(85) Drama 601 THE DARK MIRROR Olivia de Havilland Lew Ayres Thomas Mitchell R—Oct. 12—PG-758	1 (108) Com-Dr 1066 NOTORIOUS GENTLEMAN Rex Harrison Lilli Palmer R—Nov. 2—PG-761
(78) Drama 602 ADOW OF A WOMAN drea King lmut Dantine lliam Prince -Aug. 17—PG-744		28 (106) Drama 603 CLOAK AND DAGGER Gary Cooper Robert Alda Lilli Palmer R—Sept. 14—PG-752		12 (100) Drama 604 NOBODY LIVES FOREVER John Garfield Geraldine Fitzgerald Walter Brennan Faye Emerson R—Oct. 5—PG-755		26 (112) Drama 605 DECEPTION Bette Davis Paul Henreid Claude Rains R—Oct. 19—PG-760	

FILM CLASSICS

(101) Drama Reissue
DODSWORTH
Walter Huston
John Payne
Reissue
(109) Drama Reissue
NORTH STAR
Dana Andrews

(80) Mus-Com Reissue
PALMY DAYS
Eddie Cantor
George Raft
(81) Reissue
THE RETURN OF THE
SCARLET PIMPERNEL
Barry Barnes

(90) Musical Reissue
ROMAN SCANDALS
Eddie Cantor
Ruth Etting
(98) Drama Reissue
SCARLET PIMPERNEL
Merle Oberon
Leslie Howard

(107) Drama Reissue
STELLA DALLAS
Barbara Stanwyck
John Boles
(100) Musical Reissue
STRIKE ME PINK
Eddie Cantor
Brian Donlevy

(109) Drama Reissue
THE THIEF OF
BAGDAD
Sabu
Conrad Veidt
(77) Drama Reissue
THE UNHOLY GARDEN
Ronald Colman

(83) Drama Reissue
WEDDING NIGHT
Gary Cooper
(102) Western Reissue
THE WESTERNER
Gary Cooper
Walter Brennan
Dana Andrews

(104) Drama Reissue
WUTHERING HEIGHTS
Laurence Olivier
Merle Oberon
(71) Comedy Reissue
WOMAN CHASES MAN
Joel McCrea
Miriam Hopkins

COLUMBIA M-G-M MONOGRAM PARAMOUNT P-R-C RKO RADIO REPUBLIC SCREEN GUILD 20TH-FOX UNITED ARTISTS UNIV.-INT'L WARNER F.N. MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

COLUMBIA · M-G-M · PARAMOUNT · MONOGRAM · P-R-C · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INTL. · WARNER-F. N. · MISCELLANEOUS

NOVEMBER 9	NOVEMBER 16	NOVEMBER 23	NOVEMBER 30	DECEMBER 7	DECEMBER 14	DECEMBER 21	DECEMBER 28
7 (65) Mystery 818 SECRET OF THE WHISTLER Richard Dix Leslie Brooks R—Nov. 2—PG-761		21 (55) Western 862 TERROR TRAIL Charles Starrett Smiley Burnette R—Nov. 9—PG-764	28 (72) Musical 824 BETTY CO-ED Jean Porter Shirley Mills R—Nov. 30—PG-767		12 (69) Mystery 822 BOSTON BLACKIE AND THE LAW R—Dec. 14—PG-772 12 (68) West-Mus 854 LONE STAR MOONLIGHT R—Jan. 4—PG-777	19 (61) Western 863 THE FIGHTING FRONTIERSMAN Starrett-Burnette 19 (69) M'drama 828 ALIAS MR. TWILIGHT Michael Dua ie R—Jan. 4—PG-777	26 (64) Mus-Com 80 SINGIN' IN THE CORN Judy Canova R—Jan. 4—PG-777 28 (91) Mel'drama 82 THE RETURN OF MONTE CRISTO R—Nov. 30—PG-767
	(115) Drama 707 UNDERCURRENT Katharine Hepburn Robert Taylor Robert Mitchum R—Oct. 5—PG-756	(93) Drama 706 TWO SMART PEOPLE Lucille Ball John Hodiak R—June 15—PG-730			(97) Drama 709 THE SECRET HEART Claudette Colbert Walter Pidgeon June Allyson Robert Sterling R—Nov. 30—PG-767	21 (83) Comedy 708 THE SHOW-OFF Red Skelton Marilyn Maxwell R—Aug. 17—PG-743	
9 (71) Outdr-Mus 531 BEAUTY AND THE BANDIT Gilbert Roland Ramsay Ames Frank Yaconelli	16 (55) Western 563 SILVER RANGE Johnny Mack Brown Raymond Hatton	23 (68) Comedy 604 BRINGING UP FATHER Joe Yule Renie Riano R—Oct. 19—PG-759	30 (68) Mystery 607 THE TRAP Sidney Toler Manton Moreland Victor Sen Young R—Jan 11—PG-779	7 (63) Act-Com 608 MR. HEX Leo Gorcey Huntz Hall R—Dec. 21—PG-773	Reissue: 14 (57) Western 612 SILVER STALLION David Sharpe Leroy Mason	21 (76) Dr-Mus 606 SWEETHEART OF SIGMA CHI Elyse Knox Phil Brito Phil Regan R—Dec. 7—PG-770	28 (55) Outdr-Mus 68 SONG OF THE SIERRA Jimmy Wakely Lee "Lasses" White Jean Carlin
		22 (98) Sea Drama 4601 TWO YEARS BEFORE THE MAST Alan Ladd William Bendix Brian Donlevy Barry Fitzgerald R—Aug. 31—PG-748					27 (104) Musical 460 BLUE SKIES Bing Crosby Fred Astaire Joan Caulfield Billy De Wolfe Olga San Juan R—Sept. 28—PG-754
5 (78) Drama DON RICARDO RETURNS Fred Coby		18 (57) Western 743 STARS OVER TEXAS Eddie Dean Roscoe Ates Shirley Patterson R—Dec. 28—PG-775	25 (74) Drama LADY CHASER Robert Lowery Ann Savage	1 (73) Outdr-Mus 706 WILD WEST Eddie Dean Al La Rue Robert "Buzzy" Henry R—Dec. 7—PG-769			
	Group 2 (87) Drama 706 NOCTURNE George Raft Lynn Bari R—Oct. 12—PG-757	21 (172) Drama 751 THE BEST YEARS OF OUR LIVES Myrna Loy Fredric March Dana Andrews Teresa Wright R—Dec. 7—PG-769	28 (95) Mus-Dr 791 SONG OF THE SOUTH Bobby Driscoll Luana Patten Ruth Warrick R—Nov. 2—PG-762			21 (132) Com-Dr 781 IT'S A WONDERFUL LIFE James Stewart Donna Reed Lionel Barrymore R—Dec. 21—PG-774	Group 3 (62) Drama 7 DICK TRACY VS. CUEBALL Morgan Conway Anne Jeffreys Lyle Latell R—Nov. 9—PG-764
8 (72) Special 5542 HOME IN OKLAHOMA Roy Rogers George "Gabby" Hayes Dale Evans R—Nov. 9—PG-763	15 (56) Western 661 SANTA FE UPRISING Allan Lane-Bobby Blake 15 (82) Drama 532 PLAINSMAN AND THE LADY William "Bill" Elliott R—Nov. 9—PG-763	18 (68) Com-Mus 603 AFFAIRS OF GERALDINE R—Nov. 30—PG-768 21 (69) Outdr-Mus 681 SIOUX CITY SUE Gene Autry R—Dec. 7—PG-770		2 (117) Drama 601 I'VE ALWAYS LOVED YOU R—Sept. 7—PG-749 5 (67) Outdr 5503 OUT CALIFORNIA WAY R—Dec. 21—PG-773		15 (71) Dr-Com 604 FABULOUS SUZANNE Barbara Britton R—Dec. 28—PG-775 15 (70) Outdr-Mus 543 HELDORADO Roy Rogers R—Jan. 4—PG-777	23 (95) Drama 53 THAT BRENNAN GIRL R—Dec. 14—PG-772 23 (56) Western 66 STAGECOACH TO DENVER Allan Lane R—Jan. 11—PG-780
	15 (46) Out-Dr 4610 NORTH OF THE BORDER Russell Hayden			1 (60) Drama 4609 MY DOG SHEP Tom Neal William Farnum R—Dec. 21—PG-774			25 (65) Drama 461 RENEGADE GIRL Ann Savage Alan Curtis R—Feb. 8—PG-787
(97) Drama 645 MY DARLING CLEMENTINE Henry Fonda Linda Darnell Victor Mature Walter Brennan Tim Holt R—Oct. 12—PG-758	(94) Drama 646 MARGIE Jeanne Crain Glenn Langan Lynn Bari Alan Young R—Oct. 19—PG-760			(92) Mus-Fant 649 WAKE UP AND DREAM June Haver John Payne Charlotte Greenwood Connie Marshall R—Nov. 30—PG-768		(69) Drama 648 DANGEROUS MILLIONS Kent Taylor Dona Drake Tala Birell James Tinling Leonard Strong R—Dec. 14—PG-771	
	15 (65) Western THE DEVIL'S PLAYGROUND William Boyd R—Sept. 28—PG-753	22 (86) Drama THE CHASE Robert Cummings Michele Morgan R—Oct. 19—PG-759			14 (65) Comedy SUSIE STEPS OUT Cleatus Caldwell David Bruce Nita Hunter R—Nov. 23—PG-766		28 (96) Com-Dr ABIE'S IRISH ROSE Joanne Dru Richard Norris R—Nov. 30—PG-767
	(95) Drama 602 MAGNIFICENT DOLL Ginger Rogers Burgess Meredith David Niven R—Nov. 23—PG-766				(98) Drama 604 TEMPTATION Merle Oberon George Brent Charles Korvin Paul Lukas R—Nov. 2—PG-761		
9 (97) Drama 606 NEVER SAY GOODBYE Errol Flynn Eleanor Parker Lucile Watson S. Z. Sakall R—Nov. 2—PG-762		23 (86) Drama 607 THE VERDICT Sydney Greenstreet Peter Lorre Joan Lorring George Coulouris Rosalind Ivan R—Nov. 23—PG-766		Reissues: 7 (127) Drama 608 KINGS ROW Sheridan-Reagan 7 (72) M'drama 609 WILD BILL HICKOK RIDES Bruce Cabot-C. Bennett			28 (105) Musical 6 THE TIME, THE PLA AND THE GIRL Dennis Morgan Jack Carson Janis Paige Martha Vickers R—Dec. 14—PG-772

SRO

(140) Drama
DUEL IN THE SUN
Jennifer Jones
Gregory Peck
Joseph Cotten
Lionel Barrymore
R—Jan. 11—PG-780

BRITISH

(85) Drama
Prestige
BRIEF ENCOUNTER
Celia Johnson
Trevor Howard
R—Aug. 31—PG-748

(70) Melodrama
English
THE RAIDER
R—Sept. 28—PG-754

(89) Drama
Eng. Films
MAN FROM MOROCCO
Anton Walbrook
R—Jan. 4—PG-778

(80) Melodrama
Four Cont.
MURDER IN REVERSE
R—Jan. 4—PG-778

(40) Doc-Dr
Eng. Films
DIARY FOR TIMOTHY
John Gielgud
Dame Myre Hess
R—Jan. 18—PG-782

MISC.

(69) Mus-Com
Herald
BOY, WHAT A GIRL!
R—Feb. 15—PG-790

(65) Doc-Dr
Elliott-St. Ri
CITIZEN SAINT
R—May 10—PG-818

JANUARY 4	JANUARY 11	JANUARY 18	JANUARY 25	FEBRUARY 1	FEBRUARY 8	FEBRUARY 15	FEBRUARY 22
	9 (69) Comedy 807 BLONDIE'S BIG MOMENT Penny Singleton Arthur Lake Larry Simms Marjorie Kent R—Dec. 21—PG-773	16 (69) Mystery 823 LONE WOLF IN MEXICO Gerald Mohr Shirley Ryan Jacqueline De Wit Eric Blore R—Jan. 11—PG-780	25 (128) Mus-Dr 831 Ⓒ THE JOLSON STORY Larry Parks Evelyn Keyes William Demarest Bill Goodwin R—Sept. 28—PG-753	30 (58) Western SOUTH OF THE CHISHOLM TRAIL Charles Starrett Smiley Burnette Nancy Saunders R—Feb. 1—PG-786	6 (73) Myst-Dr BLIND SPOT Chester Morris Constance Dowling Steven Geray R—Feb. 8—PG-787	13 (67) Mus-Dr CIGARETTE GIRL Leslie Brooks R—Feb. 15—PG-789 13 (63) West-Mus OVER THE SANTA FE TRAIL R—Mar. 1—PG-796	(100) Mys-Dr 830 DEAD RECKONING Humphrey Bogart Lizabeth Scott R—Jan. 18—PG-781
(135) Mus-Dr 710 'ILL THE CLOUDS ROLL BY bert Walker n Heflin ille Bremer n Johnson y Garland -Nov. 23—PG-765	(99) Drama 702 Ⓒ GALLANT BESS Marshall Thompson George Tobias Clem Bevans Donald Curtis R—Jan. 25—PG-784	17 (85) Drama 711 THE MIGHTY McGURK Wallace Beery Dean Stockwell Edward Arnold Aline MacMahon R—Apr. 12—PG-809	24 (103) Mystery 712 LADY IN THE LAKE Robert Montgomery Audrey Totter Lloyd Nolan R—Nov. 30—PG-776		7 (93) Comedy 714 LOVE LAUGHS AT ANDY HARDY Mickey Rooney Lewis Stone Bonita Granville R—Dec. 7—PG-769	14 (93) Drama 715 MY BROTHER TALKS TO HORSES Butch Jenkins Peter Lawford Beverly Tyler R—Nov. 23—PG-766	
(67) Drama 609 NGER nk Albertson rbara Reed nny Calkins -Apr. 19—PG-812	11 (61) Cisco Kid 610 RIDING THE CALIFORNIA TRAIL Gilbert Roland Inez Cooper Frank Yaconelli	18 (58) Western 568 RAIDERS OF THE SOUTH Johnny Mack Brown Raymond Hatton Reno Blair	20 (68) Teen-Ager 611 VACATION DAYS June Preisser Freddie Stewart Frankie Darro R—Apr. 5—PG-808		8 (54) West-Mus 683 RAINBOW OVER THE ROCKIES Jimmy Wakely Lee "Lasses" White Pat Starling	15 (54) Western 675 VALLEY OF FEAR Johnny Mack Brown Raymond Hatton Reno Blair	
	10 (83) Comedy 4603 CROSS MY HEART Betty Hutton Sonny Tufts Michael Chekhov R—Nov. 23—PG-765		24 (87) Rom-Com 4604 THE PERFECT MARRIAGE Loretta Young David Niven Eddie Albert Virginia Field R—Nov. 23—PG-765		7 (91) Comedy 4605 LADIES' MAN Eddie Bracken Cass Daley Virginia Welles Spike Jones Virginia Field R—Jan. 11—PG-780		21 (97) Outdr-Dr 4606 Ⓒ CALIFORNIA Ray Milland Barbara Stanwyck Barry Fitzgerald R—Dec. 21—PG-774
	10 (74) Drama LIGHTHOUSE John Litel June Lang	Eagle-Lion 15 (63) Comedy 102 IT'S A JOKE, SON R—Jan. 25—PG-783		Eagle-Lion 29 (95) Drama 101 BEDELIA Margaret Lockwood Ian Hunter Barry K. Barnes R—Feb. 1—PG-786			
	12 (56) Drama 705 BORN TO SPEED R—Jan. 25—PG-783	17 (57) Western 744 WILD COUNTRY R—Feb. 1—PG-785					
up 3 (61) Drama 715 E FALCON'S ADVENTURE n Conway dge Meredith ward S. Brophy -Dec. 28—PG-775	Group 3 (60) Comedy 713 VACATION IN RENO Jack Haley Anne Jeffreys Wally Brown R—Oct. 12—PG-757	Group 3 (66) Melodrama 712 SAN QUENTIN Lawrence Tierney Barton MacLane Marian Carr R—Dec. 7—PG-769	Group 3 (85) Drama 711 THE LOCKET Laraine Day Brian Aherne Robert Mitchum R—Dec. 21—PG-774				Group 3 (117) Fantasy 762 Ⓒ SINBAD THE SAILOR Douglas Fairbanks jr. Maureen O'Hara Walter Slezak R—Jan. 18—PG-782
			22 (67) Comedy 602 THE PILGRIM LADY R—Jan. 25—PG-784	31 (88) Musical 607 CALENDAR GIRL Jane Frazee R—Feb. 15—PG-789		15 (109) Western 608 ANGEL & THE BADMAN R—Mar. 1—PG-796	18 (56) Outdoor 663 VIGILANTES OF BOOMTOWN Allan Lane R—Mar. 8—PG-799
			25 (67) Western 682 TRAIL TO SAN ANTONE Gene Autry R—Feb. 1—PG-785	1 (67) Western 5504 Ⓒ LAST FRONTIER UPRISING Monte Hale		16 (74) Comedy 606 MAGNIFICENT ROGUE R—Mar. 22—PG-803	18 (75) Outdr-Mus 641 Ⓒ APACHE ROSE R—Mar. 22—PG-803
		15 (62) Drama 4611 QUEEN OF THE AMAZONS Robert Lowery Patricia Morison R—Mar. 29—PG-805					
(95) Drama 702 RUE MADELEINE nes Cagney nabella hard Conte lter Abel nk Latimore -Dec. 28—PG-775	Rerelease (109) Drama 704 LES MISERABLES Fredric March (101) Drama 705 STANLEY AND LIVINGSTONE Spencer Tracy	(146) Drama 701 THE RAZOR'S EDGE Tyrone Power Gene Tierney John Payne Clifton Webb Anne Baxter R—Dec. 7—PG-770	(85) Mus-Com 703 Ⓒ THE SHOCKING MISS PILGRIM Betty Grable Dick Haymes Anne Revere Allyn Joslyn R—Jan. 11—PG-779	(88) Mystery 706 BOOMERANG Dana Andrews Jane Wyatt Lee Cobb R—Feb. 1—PG-786	(72) Mystery 707 THE BRASHER DOUBLOON George Montgomery Nancy Guild Conrad Janis R—Feb. 15—PG-790	(67) Drama 708 STRANGE JOURNEY Paul Kelly Osa Massen Hillary Brooke R—Sept. 14—PG-751	
				1 (63) Western FOOL'S GOLD William Boyd Andy Clyde R—Oct. 12—PG-758	8 (93) Drama THE RED HOUSE Edward G. Robinson Lon McCallister R—Feb. 1—PG-785		22 (88) Mus-Dr THE FABULOUS DORSEYS Tommy Dorsey Jimmy Dorsey Janet Blair R—Mar. 1—PG-794
	(86) Drama 606 SWELL GUY Sonny Tufts Ann Blyth R—Dec. 14—PG-771	(93) Drama 607 I'LL BE YOURS Deanna Durbin Tom Drake William Bendix R—Jan. 25—PG-783	(98) Drama 605 THE WICKED LADY Margaret Lockwood James Mason Patricia Roc R—Dec. 14—PG-771				
	11 (96) Drama-Mus 611 THE MAN I LOVE Ida Lupino Robert Alda Andrea King Bruce Bennett R—Dec. 28—PG-776		25 (125) Dra-Mus 612 HUMORESQUE Joan Crawford John Garfield Oscar Levant R—Dec. 28—PG-776		8 (88) M'drama 613 THE BEAST WITH FIVE FINGERS Robert Alda Andrea King Peter Lorre Victor Francen J. Carrol Naish R—Nov. 30—PG-766		22 (111) Drama 614 NORA PRENTISS Ann Sheridan Kent Smith Bruce Bennett Robert Alda Rosemary DeCamp R—Feb. 8—PG-787

FOREIGN Language

(74) Rom-Dr
Vog
POSTMASTER'S DAUGHTER
R—Sept. 7—PG-749

(105) Comedy
Azteca
AHI ESTA EL DETALLE
Cantinflas
R—Sept. 7—PG-750

(105) Musical
Azteca
SOTA CABALLO Y REY
R—Sept. 7—PG-750

(105) Drama
Azteca
HASTA QUE PERDIO JALISCO
Jorge Negrete
R—Oct. 5—PG-755

(112) Drama
Siritzky-Int'l
WELL-DIGGER'S DAUGHTER
Raimu-Fernandel
R—Oct. 5—PG-756

(107) War-Dr
Artkino
TURNING POINT
R—Nov. 9—PG-763

(60) Docum.
Brandt-Chapel
STORY OF THE POPE
R—Dec. 28—PG-776

(162) Drama
Tricolor
CHILDREN OF PARADISE
R—Jan. 4—PG-778

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

	MARCH 1	MARCH 8	MARCH 15	MARCH 22	MARCH 29	APRIL 5	APRIL 12	APRIL 19
COLUMBIA	(82) Mys-Dr 832 MR. DISTRICT ATTORNEY Dennis O'Keefe Marguerite Chapman Adolphe Menjou Michael O'Shea R—Jan. 11—PG-779	6 (65) Mystery THIRTEENTH HOUR Richard Dix R—Feb. 22—PG-792 6 (54) Western 866 LONE HAND TEXAN R—Mar. 8—PG-799		20 (70) Drama MILLIE'S DAUGHTER R—Mar. 8—PG-798 (95) Mys-Dr JOHNNY O'CLOCK Dick Powell Evelyn Keyes R—Jan. 18—PG-781	27 (57) Western WEST OF DODGE CITY R—Mar. 29—PG-806 27 (79) Outdr-Dr 809 KING OF THE WILD HORSES R—Mar. 22—PG-803		10 (67) Comedy 808 BLONDIE'S HOLIDAY Penny Singleton Arthur Lake Larry Simms R—Mar. 8—PG-798	(83) Drama 83 THE GUILT OF JANET AMES Rosalind Russell Melvyn Douglas Sid Caesar R—Mar. 8—PG-798
M-G-M	Reprint 28 (115) Drama 713 BOOM TOWN Clark Gable Spencer Tracy Hedy Lamarr	(112) Drama 716 THE BEGINNING OR THE END Robert Walker Tom Drake Brian Donlevy Audrey Totter R—Mar. 1—PG-794				4 (103) Musical 718 IT HAPPENED IN BROOKLYN Frank Sinatra Jimmy Durante Kathryn Grayson Peter Lawford R—Mar. 8—PG-797	11 (92) Drama 719 LITTLE MR. JIM Butch Jenkins James Craig Frances Gifford R—June 15—PG-729	
MONOGRAM			15 (64) Drama 613 FALL GUY Cliff Penn Teala Loring Robert Armstrong R—Mar. 8—PG-800	22 (71) Drama 676 THE GUILTY Bonita Granville Don Castle John Litel R—Mar. 22—PG-804	29 (58) Western 676 TRAILING DANGER Johnny Mack Brown Raymond Hatton Peggy Wynne	5 (55) Western 684 SIX GUN SERENADE Jimmy Wakely Lee "Lasses" White	11 (72) Drama 615 VIOLENCE Nancy Coleman Michael O'Shea R—Apr. 19—PG-812	Allied Artists 19 (116) Comedy IT HAPPENED ON FIFTH AVENUE Don DeFore Ann Harding Victor Moore R—Feb. 8—PG-788
PARAMOUNT		7 (77) Comedy 4607 EASY COME, EASY GO Barry Fitzgerald Diana Lynn Sonny Tufts R—Feb. 1—PG-785		21 (88) Rom-Com 4608 SUDDENLY IT'S SPRING Paulette Goddard Fred MacMurray Macdonald Carey Arleen Whelan R—Feb. 15—PG-789	28 (72) Drama 4620 SEVEN WERE SAVED Richard Denning Catherine Craig Russell Hayden R—Mar. 1—PG-795	4 (88) Comedy 4609 MY FAVORITE BRUNETTE Bob Hope Dorothy Lamour Peter Lorre Lon Chaney R—Feb. 22—PG-791		Pine-Thomas Prod. 18 (72) Drama 4621 FEAR IN THE NIGHT Paul Kelly Kay Scott DeForest Kelley Ann Doran R—Mar. 1—PG-795
P R C	28 (54) Western 751 LAW OF THE LASH Al LaRue Al "Fuzzy" St. John R—Mar. 8—PG-799	2 (67) Drama 701 DEVIL ON WHEELS Noreen Nash Darryl Hickman Jan Ford James Cardwell R—Feb. 8—PG-788	17 (54) Western 745 RANGE BEYOND THE BLUE R—Mar. 15—PG-802 Eagle-Lion 17 (98) Drama 103 ADVENTURESS R—Mar. 15—PG-801	22 (59) Drama SP72 UNTAMED FURY R—Apr. 5—PG-808 Reissue 22 (97) Western 731 KIT CARSON D. Andrews-J. Hall	Eagle-Lion (74) Drama 104 LOST HONEYMOON Franchot Tone R—Mar. 15—PG-801 Reissue 22 (94) Western 732 LAST OF THE MOHICANS	5 (64) Drama 715 THREE ON A TICKET Hugh Beaumont Cheryl Walker Paul Bryar Ralph Dunn R—Apr. 12—PG-809	12 (61) Western 746 WEST TO GLORY Eddie Dean R—May 3—PG-816 12 (62) Mystery 707 PHILO VANCE'S GAMBLE R—May 3—PG-815	19 (63) Drama 702 THE BIG FIX James Brown-Sheila Ryan R—May 12—PG-817
RKO RADIO	Group 4 (67) Mus-Dr 718 BEAT THE BAND Frances Langford Ralph Edwards Phillip Terry Gene Krupa R—Mar. 1—PG-794	Group 4 (63) Drama 719 THE DEVIL THUMBS A RIDE Lawrence Tierney Ted North R—Mar. 8—PG-797	Group 4 (94) Com-Dr 716 THE FARMER'S DAUGHTER Loretta Young Joseph Cotten Ethel Barrymore R—Feb. 22—PG-792		Group 4 (84) Western 717 TRAIL STREET Randolph Scott Robert Ryan Anne Jeffreys R—Mar. 1—PG-794		Group 4 (57) Western 720 CODE OF THE WEST James Warren Debra Alden R—Mar. 8—PG-799	Group 5 (72) Adventure 723 TARZAN AND THE HUNTRESS Johnny Weissmuller Brenda Joyce John Sheffield R—Mar. 29—PG-806
REPUBLIC		8 (66) Com-Mus 605 THE GHOST GOES WILD James Ellison Anne Gwynne Edward Everett Horton Ruth Donnelly Stephanie Bachelor R—Apr. 12—PG-810		22 (90) Musical 610 HIT PARADE OF 1947 E. Albert-C. Moore R—May 3—PG-816	1 (71) West-Mus 683 TWILIGHT ON THE RIO GRANDE Gene Autry Adele Mara Sterling Holloway R—Apr. 19—PG-811	1 (58) Outdoor 664 HOMESTEADERS OF PARADISE VALLEY Allan Lane R—Apr. 26—PG-813 1 (71) Com-Dr 611 YANKEE FAKIR R—Apr. 12—PG-810		15 (78) Mus-West 642 BELLS OF SAN ANGELO Roy Rogers-Dale Evans R—May 31—PG-824
SCREEN GUILD			Rerelease 15 (60) Western HC07 RUSTLER'S VALLEY William Boyd George Hayes Russell Hayden			5 (69) Outdr-Dr 4614 BELLS OF SAN FERNANDO Donald Woods Gloria Warren R—Apr. 5—PG-807	Rerelease 12 (59) Western HC08 TEXAS TRAIL William Boyd Russell Hayden George Hayes	19 (66) Outdr-Dr 4613 BUFFALO BILL RIDES AGAIN Richard Arlen Jennifer Holt R—Apr. 5—PG-807
20TH-FOX	Rerelease (106) Mus-Dr 709 ALEXANDER'S RAG-TIME BAND Tyrone Power Alice Faye Don Ameche Ethel Merman		(66) Drama 711 BACKLASH Jean Rogers Richard Travis Larry Blake John Eldredge Leonard Strong R—Mar. 29—PG-805			(95) Musical 710 CARNIVAL IN COSTA RICA Dick Haymes Vera-Ellen Cesar Romero Celeste Holm R—Mar. 29—PG-805	(98) Drama 712 THE LATE GEORGE APLEY Ronald Colman Peggy Cummins Vanessa Brown Richard Haydn Charles Russell R—Feb. 8—PG-788	(76) Drama 714 SAN DEMETRIO, LONDON Walter Fitzgerald Mervyn Johns Ralph Michael Robert Beatty Charles Victor R—Apr. 5—PG-808
UNITED ARTISTS		8 (112) Drama THE PRIVATE AFFAIRS OF BEL AMI George Sanders Angela Lansbury Ann Dvorak R—Mar. 1—PG-793	15 (93) Comedy FUN ON A WEEKEND Eddie Bracken Priscilla Lane	22 (89) Drama THE MACOMBER AFFAIR Gregory Peck Joan Bennett Robert Preston R—Jan. 25—PG-784	5 (66) Western UNEXPECTED GUEST William Boyd R—Dec. 14—PG-772			18 (89) Musical NEW ORLEANS Arturo de Cordova Dorothy Patrick R—May 3—PG-815
UNIV.-INT'L	Reissue (81) Outdoor-Drama WHEN THE DALTONS RODE Randolph Scott Kay Francis	(106) Dra-Mus 608 SONG OF SCHEHERAZADE Yvonne De Carlo Brian Donlevy Jean Pierre Aumont Eve Arden R—Feb. 1—PG-786	(103) Drama 609 SMASH-UP Lee Bowman Susan Hayward Marsha Hunt Eddie Albert Carl Esmond R—Feb. 15—PG-789	(103) Drama 611 STAIRWAY TO HEAVEN David Niven-Kim Hunter R—Dec. 21—PG-773 Reissue (94) Outdoor-Drama DESTRY RIDES AGAIN Dietrich-Stewart	(70) West Dr 610 MICHIGAN KID Jon Hall Victor McLaglen Rita Johnson R—Feb. 22—PG-792	(78) Comedy 612 BUCK PRIVATES COME HOME Bud Abbott Lou Costello Tom Brown Joan Fulton R—Mar. 15—PG-802	Reissue (73) Comedy 2793 YOU CAN'T CHEAT AN HONEST MAN W. C. Fields Edgar Bergen Charlie McCarthy	Reissue (78) Drama 2794 I STOLE A MILLION George Raft Claire Trevor Victor Jory
WARNER-F.N.		8 (101) M'drama 615 PURSUED Teresa Wright Robert Mitchum Judith Anderson Dean Jagger Alan Hale R—Feb. 22—PG-791			29 (84) Com-Dr 616 THAT WAY WITH WOMEN Dane Clark Martha Vickers Sydney Greenstreet R—Feb. 22—PG-791		12 (97) Drama 617 STALLION ROAD Ronald Reagan Alexis Smith Zachary Scott R—Mar. 29—PG-805	
MISCELLANEOUS	FOREIGN Language (80) Drama Lopert MAN'S HOPE R—Jan. 11—PG-779	(89) Operetta Saga QUEEN FOR A NIGHT R—Jan. 18—PG-782	(93) Mus-Dr Saga APPASSIONATA Viveca Lindfors R—Jan. 18—PG-782	(85) Drama West. Hem. CLANDESTINE R—Jan. 18—PG-781 (80) Fant-Dr Distinguished DEVIL'S HAND R—Jan. 18—PG-781	(89) Fant-Com Vog Film FRANCIS THE FIRST Fernandel R—Jan. 25—PG-784	(112) Melodrama Azteca ROSALINDA Maria Antonieta Pons R—Jan. 25—PG-783	(88) Fantasy Artkino STONE FLOWER R—Feb. 8—PG-788	

APRIL 26	MAY 3	MAY 10	MAY 17	MAY 24	MAY 31	JUNE 7	JUNE 14
(82) Drama RAMED ann Ford-Janis Carter -Mar. 8—PG-798 (59) Western W OF THE CANYON arrett-Burnette	1 (69) Drama FOR THE LOVE OF RUSTY Ted Donaldson Tom Powers Ann Doran		16 (70) Mystery BULLDOG DRUMMOND AT BAY Ron Randell Anita Louise Pat O'Moore R—May 12—PG-818		29 (72) Mystery THE MILLERSON CASE Warner Baxter Nancy Saunders 29 (54) Western PRAIRIE RAIDERS Starrett-Burnette	31 (68) Mystery THE CORPSE CAME C.O.D. George Brent Joan Blondell Adele Jergens	
(131) Drama 720 A OF GRASS ncer Tracy tharine Hepburn ert Walker lyn Douglas -Feb. 15—PG-790	2 (91) Drama 721 HIGH BARBAREE Van Johnson June Allyson Claude Jarman jr. Thomas Mitchell R—Mar. 15—PG-801		16 (90) Comedy 722 UNDERCOVER MAISIE Ann Sothern Barry Nelson R—June 7—PG-826	Reprint (103) Musical 723 THE GREAT WALTZ Luise Rainer Fernand Gravet	31 (128) Drama 717 ☆THE YEARLING Gregory Peck Jane Wyman Claude Jarman jr. R—Dec. 7—PG-770	7 (90) Melodrama 724 DARK DELUSION James Craig Lucille Bremer Lionel Barrymore R—Apr. 12—PG-809	(103) Mus Com 725 LIVING IN A BIG WAY Gene Kelly Marie McDonald Charles Winninger R—June 7—PG-825
(59) Western 671 ND OF THE LAWLESS nny Mack Brown mond Hatton istine McIntyre	Reissue 3 (73) Drama QUEEN OF THE YUKON Charles Bickford Irene Rich	10 (63) Melodrama 616 HARD BOILED MAHONEY Leo Gorcey Bowery Boys Teala Loring R—May 3—PG-816	17 (63) Teen-Ager 618 SARGE GOES TO COLLEGE Alan Hale jr. June Preisser R—May 12—PG-817	24 (56) Western 672 LAW COMES TO GUNSIGHT Johnny Mack Brown Raymond Hatton	31 (58) Western 682 SONG OF THE WASTELAND Jimmy Wakely Lee "Lasses" White	Reissue 7 (61) Drama 619 WOLF CALL John Carroll Movita	
(97) Drama 4610 PERFECT LADY Milland esa Wright ginia Field Cedric Hardwicke -Mar. 15—PG-802	2 (91) Drama 4611 BLAZE OF NOON Anne Baxter William Holden Sonny Tufts William Bendix Sterling Hayden R—Mar. 8—PG-797			23 (60) M'drama 4622 BIG TOWN Philip Reed Hillary Brooke Robert Lowery R—Feb. 22—PG-791	30 (83) M'drama 4612 CALCUTTA Alan Ladd William Bendix Gail Russell R—Apr. 19—PG-811		20 (66) Melodrama 4623 DANGER STREET Jane Withers Robert Lowery R—Mar. 1—PG-796
(38-39) Westerns BRONCO BUCKAROO REISSUES ith Buster Crabbe and Fuzzy St. John with Tex O'Brien and im Newhill		10 (55) Western 752 BORDER FEUD Al LaRue Al "Fuzzy" St. John R—May 24—PG-822	Eagle-Lion 22 (93) Drama REPEAT PERFORMANCE Louis Hayward R—May 31—PG-823 24 (60) Drama 716 TOO MANY WINNERS R—June 7—PG-828	Reissues 24 (111) Drama 733 CORSICAN BROTHERS Douglas Fairbanks jr. Akim Tamiroff 24 (102) Drama 734 INTERNATIONAL LADY G. Brent-I. Massey	31 (63) Drama 717 KILLER AT LARGE Robert Lowery Anabel Shaw R—June 7—PG-828	7 (70) Drama 703 STEPCHILD Brenda Joyce Donald Woods	14 (64) Mystery 708 PHILO VANCE RETURNS Alan Curtis Terry Austin R—May 3—PG-815
	Group 5 (89) Comedy 724 A LIKELY STORY Barbara Hale Bill Williams R—Apr. 19—PG-812	Group 5 (68) Musical 725 BANJO Sharyn Moffett Jacqueline White Walter Reed Una O'Connor R—Apr. 26—PG-814	Group 5 26 (92) Drama 722 BORN TO KILL Lawrence Tierney Claire Trevor Walter Slezak R—Apr. 26—PG-814	(74) Comedy 721 HONEYMOON Shirley Temple Guy Madison Franchot Tone R—Apr. 19—PG-812		(71) Drama 727 WOMAN ON THE BEACH Joan Bennett Charles Bickford Robert Ryan R—May 17—PG-820	
(66) Drama 612 OILERS OF THE NORTH l Kelly ian Booth lyn Ankers -May 12—PG-817			15 (58) Out'dr-Dr 665 OREGON TRAIL SCOUTS R—May 24—PG-821 15 (66) Mus Com 609 ☆THAT'S MY GAL R—June 7—PG-825 17 (71) Drama 614 WINTER WONDERLAND R—June 7—PG-825			1 (99) Com-Dr 613 THAT'S MY MAN Don Ameche Catherine McLeod R—Apr. 12—PG-810	10 (58) Drama 616 WEB OF DANGER Adele Mara Bill Kennedy
elease (71) Western HC09 RTNERS OF THE LAINS liam Boyd ey Clark sell Hayden	3 (65) Horror-Dr 4608 ☆SCARED TO DEATH Bela Lugosi Joyce Compton	Rerelease 10 (59) Western HC10 CASSIDY OF BAR 20 William Boyd Russell Hayden Frank Darien	17 (60) Drama 4615 SHOOT TO KILL Russell Wade Susan Walters R—Apr. 12—PG-809			7 (60) Outdr-Dr 4616 BUSH PILOT Rochelle Hudson Jack LaRue	Rerelease 14 (68) Western HC11 HEART OF ARIZONA William Boyd George Hayes Russell Hayden
	3 (94) Out'r-Dr RAMROD Joel McCrea Veronica Lake Don DeFore Donald Crisp R—Mar. 1—PG-793	10 (65) Drama ADVENTURES OF DON COYOTE Richard Martin Frances Rafferty R—May 3—PG-815	17 (85) Drama DISHONORED LADY Hedy Lamarr Dennis O'Keefe John Loder R—Apr. 26—PG-813	24 (59) Western DANGEROUS VENTURE William Boyd Andy Clyde R—Mar. 1—PG-793	31 (92) Musical COPACABANA Groucho Marx Carmen Miranda Andy Russell Gloria Jean		
	(88) Drama 614 TIME OUT OF MIND Phyllis Calvert Robert Hutton Ella Raines R—Mar. 22—PG-804			Reissue (101) Drama MAGNIFICENT OBSESSION Irene Dunne Robert Taylor	Reissue (84) Mus-Dr 100 MEN AND A GIRL Deanna Durbin Leopold Stokowski Adolphe Menjou	(87) Drama 615 THE WEB Edmund O'Brien Ella Raines William Bendix R—May 31—PG-823	(116) Drama ODD MAN OUT James Mason Kathleen Ryan R—Mar. 1—PG-793 (..) Drama ☆VIGILANTES RETURN J. Hall-M. Lindsay R—June 7—PG-827
ssues: (109) Drama 618 E SEA HAWK bl Flynn-Claude Rains (87) Drama 619 E SEA WOLF ard G. Robinson Lupino-John Garfield	(83) Comedy 620 LOVE AND LEARN Jack Carson Robert Hutton Martha Vickers Janis Paige R—Mar. 29—PG-806			24 (99) Drama 621 TWO MRS. CARROLLS Humphrey Bogart Barbara Stanwyck Alexis Smith R—Mar. 29—PG-806			14 (100) Drama 622 CHEYENNE Dennis Morgan Jane Wyman Janis Paige Bruce Bennett R—Apr. 26—PG-813

FOREIGN Language

(110) Mus-Dr
Superfilm
BEFORE HIM ALL ROME TREMBLED
Anna Magnani
R—Mar. 3—PG-800

(87) Mus-Com
Lopert
CAGE OF NIGHTINGALES
R—Mar. 8—PG-800

(85) Drama
A.F.E.
ANGEL AND SINNER
R—Mar. 8—PG-800

(90) Comedy
Distinguished
HER FIRST AFFAIR
Danielle Darrieux
Louis Jourdan
R—Mar. 15—PG-801

(95) Drama
Oxford
TORMENT
R—May 10—PG-818

(110) Opera-Com
Exelsior
BARBER OF SEVILLE
Ferruccio Tagliavini
R—May 10—PG-817

COLUMBIA · M-G-M · MONOGRAM · PARAMOUNT · P-R-C · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INTL. · WARNER-F.N. · MISCELLANEOUS

SHORTS CHART

Short subjects, listed by Company, in order of release. Running time follows title. First date is National release, second the date of review in BOXOFFICE. Symbol between dates is rating from the BOXOFFICE review: ‡ Very Good, + Good, ± Fair, ∓ Mediocre, − Poor, = Very Poor. © Indicates color photography.

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	ALL-STAR COMEDIES			
8421	Pardon My Terror (Schilling, Lane) (16½)	9-12	+	4-19
8431	Society Mugs (Howard) (16)	9-19	±	4-19
8433	Slappily Married (J. De Rita) (16½)	11- 7	±	4-19
8423	Reno-Vated (V. Vague) (18½)	11-21	±	1- 4
8434	Moron Than Off (S. Holloway) (17)	11-28	+	2- 8
8403	Three Little Pirates (Stooges) (18)	12- 5	+	1-25
8435	Andy Plays Hookey (Andy Clyde) (18)	12-19	±	2-15
8404	Half Wits' Holiday (Three Stooges) (17½)	1- 9		....
8436	Meet Mr. Mischief (H. Von Zell) (17½)	1-23	±	4- 5
8424	Hot Heir (H. Herbert) (16½)	2-13	±	3-22
8437	Scooper Dooper (S. Holloway) (18)	2-27		....
8405	Fright Night (Stooges) (17)	3- 6		....
8438	The Good Bad Egg (J. DeRita) (17)	3-20		....
8439	Bride and Gloom (S. Howard) (16)	3-27		....
8440	Two Jills and a Jack (A. Clyde (18)	4-17	±	5-31
8406	Out West (Stooges) (17½)	4-24	+	4-12
8425	Cupid Goes Nuts (16)	5- 1		....
8426	Nervous Shakedown (15½)	5- 8		....
	COLOR PHANTASIES			
8701	Fowl Brawl (6)	1- 9	+	3-29
8702	Uncultured Vulture (6)	2- 6	±	5- 3
8703	Wacky Quacky (6)	3-20	+	5-31
8704	Leave Us Chase It (6½)	4-24		....
8705	Tooth or Consequences (..)	6- 5		....
	COLOR RHAPSODIES (Technicolor)			
8501	Loco Lobo (6)	1- 9	+	4-19
8502	Cockatoos for Two (6)	2-13	+	5- 3
8503	Big House Blues (7)	3- 6		....
8504	Mother Huba-Huba-Hubbard (6)	5-29		....
	COMMUNITY SINGS			
8652	No. 2 It's a Pity to Say Good-night (Baker) (10½)	10-10	+	11-16
8653	No. 3 Surrender (Leibert) (9½)	11-14	+	4-19
8654	No. 4 Pretending (Baker) (10)	12-19	+	4-19
8655	No. 5 Rumors Are Flying (Leibert) (9½)	1-23	±	5-10
8656	No. 6 Ole Buttermilk Sky (Baker) (10)	2-27		....
8657	No. 7 The Coffee Song (Leibert) (9)	3-13		....
8658	No. 8 I'll Close My Eyes (Baker) (10)	4-17		....
8659	No. 9 For Sentimental Reasons (10)	5-22		....
	SCREEN SNAPSHOTS			
8852	No. 2 Looking Down on Holly-wood (10)	10- 3	+	11-30
8853	No. 3 Rodeo (10)	11- 7	‡	5-10
8854	No. 4 Skolsky Party (10)	12-26	±	4-19
8855	No. 5 Movie Columnists (9)	1-23	±	5-17
8856	No. 6 Behind the Mike (9)	2- 6	±	5-17
8857	No. 7 Holiday in Las Vegas (10)	3-13	+	4-19
8858	No. 8 My Pal Ringeye (10)	4-10		....
8859	No. 9 Famous Hollywood Mothers (10)	5- 1	+	5-24
8860	No. 10 This Is 'Ollywood (..)	6-12		....
	SPORT REELS			
8802	Ten Pin Magic (10)	10-24	+	4-19
8803	Hi Li (9½)	11-21	+	4-19
8804	Best in Show Dogs (10)	12-12	+	5-10
8805	Polo (10)	1-30	‡	5-17
8806	Cue Tricks (9)	2-20		....
3807	Tennis Wizards (9)	3-20		....
8808	Goofy Golf (..)	4-24	+	5-24
8809	Grappling Groaners (9)	5-29		....
	THRILLS OF MUSIC			
8952	Machito & Orch. (10½)	10-17	±	12-14
8953	Les Elgart & Orch. (10)	11-28	+	4-19
8954	Ray McKinley & Orch. (9½)	11-28	+	1-11
8955	Shorty Sherock & Orch. (8½)	1-23	±	5- 3
8956	Buddy Morrow & Orch. (9½)	2-27		....
8957	George Towne & Orch. (10)	3-27		....
8958	Ray Anthony & Orch. (10)	5-22		....
	SERIALS			
8120	Son of the Guardsman (15 Chapters)	10-24	±	10-19
8140	Jack Armstrong (15 Chapters)	2- 6	‡	2- 8
8160	The Vigilante (15 Chapters)	5-22	+	5-24

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	FITZPATRICK TRAVELTALKS (Technicolor)			
T-713	Land of Mayas (9)	1-26		....
T-714	Glimpses of Guatemala (8)	2- 9	+	2-16
T-715	Visiting Vera Cruz (10)	3-16	‡	2- 9
T-716	The Mission Trail (10)	4-13		....
T-717	Looking at London (10)	6- 1	+	6- 1
T-718	Over the Seas to Belfast (9)	8-31		....
T-811	Glimpses of California (9)	10-26	+	4-19
T-812	Calling on Costa Rica (10)	3-15	+	3-29
T-813	Around the World in California (9)	5-17		....
	MINIATURES			
M-783	Musical Masterpieces (10)	4-20	‡	4- 6
M-784	Bikini—The Atom Island (10)	6-15	+	6-15
	NEWS OF THE DAY (Released Twice Weekly)			
	SPECIALS			
A-702	Purity Squad (20)	11- 3	‡	10- 3
A-703	Traffic With the Devil (17)	8-31	‡	9-14
A-801	Luckiest Guy in the World (21)	1-25	±	2- 1
	TECHNICOLOR CARTOONS			
W-734	Lonesome Lenny (8)	3- 9	+	4- 6
W-737	The Hick Chick (7)	6-15		....
W-739	Northwest Hounded Police (8)	8- 3		....
W-831	Henpecked Hoboes (7)	10-26	‡	4-19
W-834	Hound Hunters (7)	4-12	‡	5-10
	TOM & JERRY CARTOONS (Technicolor)			
W-735	Springtime for Thomas (9)	3-30	+	4-13
W-736	The Milky Waif (7)	5-18	+	7- 1
W-738	Trap Happy (7)	6-29		....
W-740	Solid Serenade (8)	8-31		....
W-832	Cat Fishin' (8)	2-22	‡	4-19
W-833	Part Time Pal (8)	3-15	‡	5- 3
W-835	Cat Concerto (7)	4-26	‡	5-10
W-836	Red Hot Rangers (8)	5-31		....
	PASSING PARADE			
K-775	Magic on a Stick (10)	1- 9	‡	2-16
K-776	Our Old Car (10)	5-11	‡	4- 6
K-871	A Really Important Person (10)	1-11	±	3-15
	PETE SMITH SPECIALTIES			
S-757	Fala at Hyde Park (9)	1-19	‡	1-26
S-758	Studio Visit (10)	5-11	+	7- 1
S-759	Equestrian Quiz (10)	5-18	‡	7- 1
S-760	Treasures From Trash (10)	6- 8	±	6- 1
S-851	Football Thrills No. 9 (9)	9- 7		....
S-852	Sure Cures (9)	11- 2		....
S-853	I Love My Husband But (9)	12- 7		....
S-854	Playing by Ear (10)	12-28	‡	1-25
S-855	Athletiquiz (9)	1-11	+	4-19
S-856	Diamond Demon (9)	2- 1	±	2-22
S-857	Early Sports Quiz (9)	3- 1	‡	4- 5
S-858	I Love My Wife But (9)	4-15	‡	4-12
S-859	Neighbor Pests (9)	5- 3	±	4-26

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	GEORGE PAL PUPPETOONS (Technicolor)			
U5-5	Jasper's Derby (8)	9-20	‡	5-18
U5-6	John Henry and the Inky Poo (7)	9- 6		....
U5-7	Jasper in a Jam (7)	10-18	‡	12-14
U5-8	Shoe Shine Jasper (7)	2-28	+	2-15
U6-1	Wilbur the Lion (10)	4-18	+	5-17
U6-2	Tubby the Tuba (10)	7-11		....
	GRANTLAND RICE SPORTLIGHTS			
R5-10	Feminine Class (10)	7-19	+	7-20
R6- 1	Race Horses Are Born (9)	10- 4	±	10- 5
R6- 2	Dive Hi Champs (10)	10-11	‡	12-14
R6- 3	Queens of the Court (10)	11-15	+	1-18
R6- 4	Like Father, Like Son (10)	12-13	‡	5-17
R6- 5	Jumping Jacks (9½)	1-10	+	5-24
R6- 6	Selling the Sun (10)	1-31	+	5-31
R6- 7	Under White Sails (9)	2-28	‡	5-17
R6- 8	Iced Lightning (10)	4-18	+	5-31
R6- 9	Making the Varsity (10)	6-13		....
R6-10	Running the Hounds (10)	7-18		....
	LITTLE LULU (Technicolor)			
D5-3	Bored of Education (7)	7-26	±	5-18
D5-4	Chick and Double Chick (6)	8-16	±	7-27
D5-5	Musica-Lulu (7)	1-24	‡	2- 1
D5-6	Scout With the Gout (7)	3- 7	±	3-15
D6-1	Loose in the Caboose (8)	5-23	‡	5-10
D6-2	Cad and Caddie (7)	7-18		....
	MUSICAL PARADES (Technicolor)			
FF5-4	Tale of Two Cafes (18)	7- 5	+	7- 1
FF5-5	Double Rhythm (20)	8-23	+	7-20
FF5-6	Golden Slippers (17)	12-13	±	12-13
FF6-1	Sweet and Low (19)	3-28	±	4- 5
FF6-2	Champagne for Two (20)	6-13		....
D6-3	A Bout With a Trout (20)	10-10		....
	NOVELTOONS (Technicolor)			
P5-4	Sheep Shape (7)	6-28	‡	7- 1
P5-5	Goal Rush (6)	9-27		....
P5-6	Sudden Fried Chicken (7)	10-18	+	12-28
P6-1	Spree for All (7)	10-18	+	10-26
P6-2	Stupidstitious Cat (7)	4-25	±	5-10
P6-3	The Enchanted Square (10)	5- 9	‡	5- 3
P6-4	Madhattan Island (..)	6-27		....
P6-5	Much Ado About Mutton (7)	7-25		....
P6-6	The Wee Men (7)	8- 8		....
P6-7	The Mild West (7)	8-22		....
P6-8	Naughty But Mice (7)	10-10		....
	PACEMAKERS			
K6-1	Brooklyn, I Love You (10)	10- 4	‡	11- 2
K6-2	Love in Tune (9½)	10-25	‡	11- 9
K6-3	Radio, Take It Away (11)	1-31	‡	4-19
K6-4	Try and Catch Me (9)	2-14	+	5-10
K6-5	Brains Can Be Beautiful (9)	5-30		....
	PARAMOUNT NEWS (Released Twice Weekly)			
	POPEYE CARTOONS (Technicolor)			
E5-5	Rocket to Mars (6)	8- 9	+	6-29
E5-6	Rodeo Romeo (6)	8-16	+	7-20
E5-7	The Fistic Mystic (6)	2- 7	‡	11-30
E5-8	The Island Fling (7)	3-14	‡	12-21
E6-1	Abusement Park (7)	4-25	‡	5- 3
E6-2	I'll Be Ski-ing Ya (8)	6-13		....
E6-3	Popeye and the Pirates (7)	9-12		....
E6-4	Royal Four Flusher (7)	9-12		....
	POPULAR SCIENCE (Color)			
J5-6	No. 6 (10)	8-16		....
J6-1	No. 1 (11)	11- 1	‡	12- 7
J6-2	The Sponge Divers (11)	1-17	±	4-19
J6-3	Air-Borne Pastures (11)	2-28	±	5-17
J6-4	Marine Miracles (10)	4- 4	±	5-24
J6-5	Moon Rockets (10)	6- 6		....
J6-6	Twentieth Century Vikings (10)	7-25		....
	SPEAKING OF ANIMALS			
Y5-6	Be Kind to Animals (10)	8-30		....
Y6-1	Stork Crazy (10)	10-18	±	1- 4
Y6-2	Pooch Parade (10)	12-27	+	3-22
Y6-3	In Country Life (9)	2-21	+	4-19
Y6-4	They're Not So Dumb (8)	3-28	+	5- 3
Y6-5	In Love (10)	5-30		....
Y6-6	As Our Friends (10)	6-27		....
	TWO-REEL SPECIALS			
T5-2	Don't Be a Sucker (18)	7- 4	‡	5-11
	37 Two Decades of History (22½)	1- 4		....
	UNUSUAL OCCUPATIONS (Color)			
L5-5	No. 5 (10)	7-12	+	6-29
L5-6	No. 6 (10)	8-30		....
L6-1	No. 1 (10)	12-13	‡	11-23
L6-2	Swedish Glass Makers (10)	2-14	+	5-24
L6-3	G.I. Hobbies (11)	3-14	+	3-29
L6-4	The Stunt Girl (10)	5- 2		....
L6-6	Arctic Artisan (10)	7- 4		....

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	DISNEY CARTOONS (Technicolor)			
64,106	Squatter's Rights (7)	6- 7	+	6-15
64,107	Donald's Double Trouble (7)	6-28	‡	7- 6
64,108	The Purloined Pup (7)	7-19	+	8-17
64,109	Wet Paint (7)	8- 9	+	9-17
64,110	Dumb Bell of the Yukon (7)	8-30	+	5-25
64,111	Lighthouse Keeping (7)	9-20	+	1-25
64,112	Bath Day (7)	10-11		....
64,113	Frank Duck Brings 'Em Back Alive (7)	11- 1	±	7-27
64,114	Double Dribble (7)	11-29	±	11-23
64,115	Pluto's Housewarming (7)	12-20	+	2-15
64,116	Rescue Dog (7)	3-21	‡	4-19
64,117	Straight Shooters (6)	4-18	+	5-17
64,118	Sleepy Time Donald (7)	5- 9	±	4-19
74,101	Figaro and Frankie (7)	5-30		....
74,102	Clown of the Jungle (7)	6-20	±	5-10
74,103	Donald's Dilemma (7)	7-11	‡	5-24
74,104	Crazy With the Heat (7)	8- 1		....
74,105	Brutal Beetle (7)	8-22		....
	EDGAR KENNEDY COMEDIES			
63,404	Wall Street Blues (17)	7-12	±	7-27
63,405	Motor Maniacs (18)	7-20	±	9-17
63,406	Noisy Neighbors (18)	9-20	+	10-12
73,401	I'll Build It Myself (15)	10-18	+	10-12
73,402	Do Or Diet (18)	2-10	±	4- 5
73,403	Social Terrors (18)	4-11		....
	RAY WHITLEY WESTERN MUSICALS			
73,501	Bar Buckaroos (16)	9- 6	±	11- 9
73,502	Cupid Rides the Range (18)	10-11		....
73,503	Bandits and Ballads (17)	11-15	±	11-16
73,504	Buckaroo Broadcast (18)	12-20	+	1- 4
	SPECIAL			
73,901	Football Highlights of 1946 (18)	12-10	+	12-21
	FLICKER FLASHBACKS			
74,201	No. 1 (9)	9-13		....
74,202	No. 2 (9)	10-25		....
74,203	No. 3 (8)	12- 6		....
74,204	No. 4 (10)	1-17	±	4-19
74,205	No. 5 (8)	2-28	±	4-19
74,206	No. 6 (9)	4-11	±	5-10
	HEADLINER REVIVALS			
53,201	Songs of the Colleges (15)	9- 8		....
63,201	The Derby Decade (22)	9-21		....
63,202	Russian Dressing (18)	11-23	∓	12-29
63,203	Twenty Girls and a Band (18)	1-18	+	2- 2
63,204	Sea Melody (19)	3-15	∓	4-13
63,205	Follow That Music (18)	1-31	±	2- 8
	LEON ERROL COMEDIES			
63,705	I'll Take Milk (18)	7-19	+	7-27
63,706	Follow That Blonde (18)	9-27	±	9-28
73,701	Borrowed Blonde (15)	3- 7	−	3-22
73,702	Wife Tames Wolf (17)	3-28	±	4-12
73,703	In Room 303 (17)	4-25	+	5-17
73,704	Hired Husband (19)	5- 9		....
	MUSICAL FEATURETTES			
73,201	Melody Time (18)	11-29	+	12-28
73,202	Follow That Music (18)	1-31		....
	PATHE NEWS (Released Twice Weekly)			
	PATHE SPORTSCOPES			
64,311	Ben Hogan (8)	6-14	+	7- 6
64,312	Palmetto Quail (8)	7-12	+	8-24
64,313	Steeplechasers (8)	7-31	±	12- 7
74,301	Skating Lady (8)	8-30	‡	10-26
74,302	Hail Notre Dame (8)	10-18	±	12-28
74,303	Bowling Fever (9)	11-22	±	11-30
74,304	Kentucky Basketeers (8)	1-13	‡	1-11
74,305	College Climbers (8)	1-10	±	4-19
74,306	Ski Champion (8)	1-10	‡	5-10
74,307	Ice Skippers (8)	3- 7	+	5-17
74,308	Wild Turkey (8)	4- 4	±	5-24
74,309	Racing Sleuth (8)	5- 9	+	5-31
	THIS IS AMERICA			
63,108	Panama (16)	5-31	±	6-15
63,109	Port of New York (16)	6-28	‡	7- 6
63,110	Courtship to Courthouse (16)	8-16	‡	8-17
63,111	Highway Mania (17)	8-23	‡	9-17
63,112	White House (17)	9-20	+	10- 5
63,113	Northern Rampart (17)	10-17	‡	11- 2
73,101	Beauty for Sale (17)	11-22	+	11-16
73,102	Germany Today (16)	12-13	‡	12-21
73,103	A Nation Is Born (17)	1-17	‡	2- 1
73,104	Campus Boom (16)	2- 7	‡	3- 8
73,105	San Francisco (16)	3- 7	‡	3-15
73,106	Forgotten Island (18)	4- 4	‡	4-26
73,107	Big Party (18)	5- 2	+	5-17

20th Century-Fox

Prod. No.	Title	Rel. Date	Rating	Rev'd.
DRIBBLE PUSS PARADE				
6902	Muscle Maulers (8)	5-31		....
7901	Monkey-Tone News (9)	1-17		....
7951	Fisherman's Nightmare (8)	5- 2	+	2-22
MOVIETONE NEWS (Released Twice Weekly)				
MARCH OF TIME				
	Vol. 12, No. 9 Wanted—More Homes! (20)	4-19	‡	4-20
	Vol. 12, No. 10 Tomorrow's Mexico (20)	5-17	‡	5-18
	Vol. 12, No. 11 Problem Drinkers (19)	6-14	‡	6-15
	Vol. 12, No. 12 The New France (19)	7-12	‡	7-20
	Vol. 12, No. 13 Atomic Power (19)	8- 9	+	8-10
	Vol. 13, No. 1 Is Everybody Happy? (17½)	9- 6		....
	Vol. 13, No. 2 World Food Problem (17)	10- 4	+	10-12
	Vol. 13, No. 3 The Soviet's Neighbor (17¾)	11- 1	+	11- 2
	Vol. 13, No. 4 The American Cop (18)	11-29	‡	11-30
	Vol. 13, No. 5 Nobody's Children (17)	12-27	‡	12-28
	Vol. 13, No. 6 Germany—Handle With Care (19)	1-24	+	1-25
	Vol. 13, No. 7 Fashion Means Business (18)	2-21	‡	2-22
	Vol. 13, No. 8 The Teachers' Crisis (16½)	3-21	‡	3-22
	Vol. 13, No. 9 Storm Over Britain (18)	4-18	‡	4-19
	Vol. 13, No. 10 The Russians Nobody Knows (19)	5-16	±	5-17
MOVIETONE ADVENTURES (Color)				
6259	Cradle of Liberty (8)	6-21		....
6260	Across the Great Divide (8)	7- 5		....
7251	Sons of Courage (8)	8- 2	+	10- 5
7252	Jamaica (8)	9-13		....
7253	Historic Capetown (8)	10-18		....
7254	Girl and Gags (8)	11-22	±	4-12
7201	Fantasy of Siam (8)	1- 3	+	1-18
7202	Royalty of the Range (9)	3- 7	+	4-19
7255	The Cape of Good Hope (8)	4-11	+	4-19
7256	Zululand (8)	6- 6	±	4-26
7257	Gardens of the Sea (..)	6-13		....
7258	Romance of the Fjords (..)	6-27		....
7203	Harvest of the Sea (9)	7- 4	+	5- 3
SPORTS				
7301	Football Fanfare (9)	8-23	+	9-14
7351	Winter Holiday (8)	9-27		....
7352	Summer Trails (8)	11- 8	±	5-10
7353	Playtime's Journey (8)	12-13	±	5-17
7302	Style of the Stars (10)	2- 7	+	5-31
7303	Tanbark Champions (8)	5-23	+	5-24
7304	Wings of the Wind (..)	7-25		....
TERRY-TOONS (Technicolor)				
6515	Mighty Mouse in Throwing the Bull (7)	5- 3	+	5- 4
6516	Mighty Mouse in the Trojan Horse (7)	7-26	+	6- 8
6517	Dinky Finds a Home (7)	6- 7	±	7-20
6518	Mighty Mouse in the Johnstown Flood (7)	6-28	+	6- 8
6519	Gandy Goose in Peacetime Football (7)	7-19	‡	6- 8
6520	Gandy Goose in the Golden Hen (7)	5-24	±	4-27
7501	Mighty Mouse in Winning the West (7)	8-16	+	10-19
7502	The Tortoise Wins Again (7)	8-30		....
7503	Mighty Mouse in the Electronic Mouse Trap (7)	9- 6	±	5-24
7504	Mighty Mouse in the Jail Break (7)	9-20	+	9-21
7505	The Snow Man (7)	10-11		....
7506	The Housing Problem (7)	10-25		....
7507	Mighty Mouse in the Crackpot King (7)	11-15	+	5-31
7508	Talking Magpies in the Uninvited Pests (7)	11-29	+	2-15
7509	Mighty Mouse and the Hen Cat (7)	12- 6	±	5-24
7510	Beanstalk Jack (7)	12-20	±	5-10
7511	Mighty Mouse in Crying Wolf (7)	1-10	+	5-31
7512	The Talking Magpies in McDougal's Rest Farm (7)	1-31	‡	4-19
7513	Mighty Mouse in Dead End Cats (7)	2-14		....
7514	The Talking Magpies in Happy Go Lucky (7)	2-28	±	5-10
7515	Gandy Goose in Mexican Baseball (7)	3-14	‡	5-24
7516	Mighty Mouse in Aladdin's Lamp (7)	3-28		....
7517	The Talking Magpies in Cat Trouble (7)	4-11	±	5-24
7518	Mighty Mouse in Sky Is Falling (7)	4-25		....
7519	Talking Magpies in the Intruder (7)	5- 9		....
7520	Mighty Mouse Meets Deadeye Dick (7)	5-30		....

Universal-International

Prod. No.	Title	Rel. Date	Rating	Rev'd.
ANSWER MAN SERIES				
2391	Answer Man No. 1 (10)	10-21	+	9-21
2392	No. 2 Nature's Atom Bomb (10)	12-30	+	1- 4
2393	No. 3 The Jungle Gangster (9)	3- 3	±	4-19
2394	No. 4 Red Fury (8)	3-24	±	5- 3
JUVENILE JURY SERIES				
2361	No. 1 (11)	12-16	+	2- 8
2362	No. 2 (10)	3-31	+	4-19
LANTZ CARTUNES (Technicolor)				
2321	Fair Weather Fiends (7)	11-18	‡	1-25
2322	Wacky Weed (7)	12-16	+	2-15
2323	Musical Moments (7)	2-24	‡	5- 3
2324	Smoked Hams (7)	4-28	±	5-10
2325	Coo-Coo Bird (7)	6- 9	±	5-17
2326	Overture to William Tell (7)	6-16	‡	5-31
NAME BAND MUSICALS				
1308	Takin' the Breaks (15) Russ Morgan & Orch.	5-22	+	7- 1
1309	Banquet of Melody (15) Matty Malneck & Orch.	5-29	+	4-27
1310	Swingin' Down the Scale (15) Alvino Rey & Orch.	6-26	+	7- 1
1311	Breakin' It Down (15) Del Courtney & Orch.	8-28	+	8-17
2301	Frontier Frolic (15) Bob Wills & Orch.	10- 9	+	1- 4
2302	Champagne Music (15) Lawrence Welk & Orch.	11-20	‡	1-18
2303	Tumbleweed Tempos (16) Spade Cooley & Orch.	12- 4	±	2- 1
2304	Moonlight Melodies (15) Frankie Carle & Orch.	12-18	+	1-11
2305	Tex Beneke and the Glenn Miller Orch. (15)	3-26	‡	4-19
2306	Melody Maestro (15)	4- 2	+	5-31
2307	Tommy Tucker & Orch. (15)	4- 9		....
2308	Charlie Barnet & Orch. (15)	4-16	+	5-24
2309	Charlie Spivak & Orch. (15)	5-14	‡	5-17
2310	Jitterumba (15)	6-25		....
PERSON-ODDITIES (Now Classified as VARIETY VIEWS)				
SING AND BE HAPPY SERIES				
2381	Bit of Blarney (10)	9-30	+	10-26
2382	The Singing Barbers (9)	2-17	+	2-22
2383	Let's Sing a College Song (10)	4-14		....
2384	Let's Sing a Western Song (10)	5-19	+	5-17
SPECIAL FEATURETTES (2 REELS)				
1201	Tiny Terrors of the Timberlands (20)	6-26	‡	4- 6
UNIVERSAL NEWS (Released Twice Weekly)				
VARIETY VIEWS				
1349	Dog of the Seven Seas (9)	6-17	+	7- 6
1350	Magic Mineral (9)	7- 1	+	6- 1
1351	Mr. Chimp at Home (9)	8-12	±	7- 6
1352	Operation Holiday (9)	8-26	‡	10- 5
1353	Mr. Chimp to the Rescue (9)	8-26	±	11- 9
1354	Mr. Chimp on Vacation (10)	8-26	±	9-28
2341	Bear Facts (9)	2-24	+	4-19
2342	Pelican Pranks (9)	2-24	±	4-26
2343	Wild West Chimp (9)	3-17	±	5- 3
2344	Rhumba Holiday (9)	4-21	+	5-10
(Formerly PERSON-ODDITIES)				
1369	Scientifically Stung (9)	6-10	+	7- 1
1370	Lone Star Padre (9)	6-17		....
1371	Artist's Antics (9)	6-24	+	7- 6
1372	Picture Pioneer (9)	7- 1	+	7- 6
1373	Hobo Hound (9)	8-19	+	9-28
1374	Sampson Junior (9)	8-19	±	10-19
1375	Rural Rhapsody (9)	8-26	±	10-26
SERIALS				
1781-1793	The Scarlet Horseman 13 Chapters	1-22	‡	2-16
1881-1893	Lost City of the Jungle 13 Chapters	4-23	±	4-27
2581-2593	Mysterious Mr. M... 13 Chapters	7-23	+	8-10

Warner Bros.

Prod. No.	Title	Rel. Date	Rating	Rev'd.
BLUE RIBBON HIT PARADE (Technicolor)				
2312	Robin Hood Makes Good (7)	7- 6	+	8- 3
2313	Little Red Walking Hood (7)	8-17	±	9-14
3301	Fox Pop (7)	9-28	‡	10- 5
3302	Wacky Worm (7)	10-12	+	11- 9
3303	You're an Education (7)	10-26	+	11-16
3304	Have You Got Any Castles (7)	2- 1	‡	5- 3
3305	Pigs Is Pigs (7)	2-22	+	4-19
3306	Cat's Tale (7)	3-29	+	5-10
3307	Goofy Groceries (7)	4-19	+	5-17
3308	Doggone Modern (7)	6-14		....
BUGS BUNNY SPECIALS (Technicolor)				
2722	Acrobatty Bunny (7)	6-29	+	6-22
2723	Racketeer Rabbit (7)	9-14	‡	9-21
2724	Big Snooze (7)	10- 5	+	12-28
2725	Rhapsody Rabbit (7)	11- 9	‡	1- 4
2726	Hare Grows in Manhattan (7)	3-22		....
2718	Rabbit Transit (7)	5-10	‡	5-31
3719	Easter Yeggs (7)	6-28		....
FEATURETTES				
3101	Okay for Sound (20)	9- 7	‡	7-20
3102	Minstrel Days (20)	11-30	‡	11-23
3103	Alice in Movieland (20)	12-21		....
3104	Dog in the Orchard (20)	1-11	‡	3-29
3105	Keystone Hotel (20)	2- 8	‡	4-12
3106	Remember When (20)	4- 5	+	5- 3
JOE McDOAKES COMEDIES				
3401	So You Want to Keep Your Hair (10)	12- 7	±	11-30
3402	So You Want to Play the Horses (10)	10- 5	‡	10-26
3403	So You Think You're a Nervous Wreck (10)	12-28	±	4- 5
3404	So You're Going to Be a Father (10)	5-10	±	5-31
3405	So You Want to Be in Pictures (10)	6- 7		....
MELODY MASTERS				
2609	Musical Memories (10)	7- 6		....
2610	Enric Madriguera & Orch. (10)	8-10	±	8-24
3601	Desi Arnaz & Band (10)	10-12	‡	5-24
3602	Melody of Youth (10)	12-14	‡	4-19
3603	Big Time Revue (10)	1-25	+	3- 8
3604	Stan Kenton & Orch. (10)	2-22	±	4-19
3605	Vaudeville Revue (10)	4-12	±	5- 3
MERRIE MELODIES (Technicolor)				
2703	Eager Beaver (7)	7-13	±	8- 3
2704	Great Piggy Bank Robbery (7)	7-20	+	8-10
2705	Bacall to Arms (7)	8- 3	±	8-24
2706	Of Thee I Sting (7)	8-17	+	8-31
2707	Walky Talky Hawky (7)	8-31	‡	9-14
2708	Fair and Wormer (7)	9-28		....
2709	Mousmerized Cat (7)	10-19	‡	12-21
2710	Mouse Menace (7)	11- 2	±	12-14
2711	Roughly Squeaking (7)	11-23	+	4-19
2712	One Meat Brawl (7)	1-18	±	5-10
2713	Goofy Gophers (7)	1-25	‡	5-10
2714	Gay Anties (7)	2-15	±	4-19
2715	Scent-imental Over You (7)	3- 8	+	5-17
2716	Birth of a Notion (7)	4-12	+	5-24
2717	Tweetie Pie (7)	5- 3		....
2719	Hobo Bobo (7)	5-17	‡	5-31
2720	Along Came Daffy (7)	6-14		....
TECHNICOLOR ADVENTURES				
2806	Adventures in South America (10)	8-10	±	8-31
TWO-REEL SPECIALS (Technicolor)				
2007	Down Singapore Way (20)	7-20	±	8- 3
2008	Men of Tomorrow (20)	8-24	‡	7- 6
3001	Cinderella's Feller (20)	9-21	±	9-21
3002	The Last Bomb (20)	11- 2	±	9-21
3003	A Boy and His Dog (20)	4-26	‡	4-26
3004	Saddle Up (20)	3- 1	+	5- 3
3005	Song of a Nation (20)	5-31	±	5-31
SPORTS PARADE				
2511	Beach Days (10)	7-13		....
2512	Ranch in White (10)	8- 3	±	8-31
2513	Dominion of Sports (10)	8-31	±	8-31
3501	King of the Everglades (10)	9-14	±	9-28
3502	Lazy Hunter (10)	10-26	±	12- 7
3503	Battle of Champs (10)	1-18	±	5- 3
3504	American Sports Album (10)	3- 8	+	3-22
3505	Let's Go Swimming (10)	1- 4	±	4-19
3506	Arrow Magic (10)	3-22	±	5-10
3507	Harness Racing (10)	5- 3	+	5-17
3508	Flying Sportsmen in Jamaica (10)	5-24	±	5-31
3509	A Day at Hollywood Park (10)	6- 7		....
3510	Tennis Town (10)	6-21		....
TECHNICOLOR ADVENTURES				
3801	Star Spangled City (10)	10-19	‡	11- 2
3802	Rubber River (10)	11-16	±	12-14
3803	Kingdom of the Wild (10)	3-15	+	4-19
3804	Circus Horse (10)	6-28		....

Miscellaneous

Republic

SERIALS

584	The Crimson Ghost 12 Chapters	10-26		....
691	Son of Zorro 13 Chapters	1-18		....
692	Jungle Girl (rerelease) 15 Chapters	4-19		....
693	Jesse James Rides Again 13 Chapters	3-21		....
694	The Black Widow 13 Chapters	6-10		....

United Artists

DAFFY DITTIES

	...Ⓒ The Lady Said No (8)	4-26	‡	4-27
	...Ⓒ Choo Choo Amigo (8)	7- 5	‡	7-20
	...Ⓒ Pepito's Serenade (10)	8-16	‡	9-14

LOEW MUSICOLOR

	...Ⓒ Toccata and Fugue (10)	10-15	‡	10-19

THE WORLD TODAY

	...Wonder Eye (10)	516	‡	5-17

IN THE NEWSREELS

Movietone News, No. 77: Film highlights of world news—England, royal family attends luncheon; duke and duchess of Windsor visit England; Chicago—two largest steel plants in world invite people to open house; children of circus performers learn the ropes early; Florida mermaids compete for title, but underwater; sports.

News of the Day, No. 275: Labor peace brings boom in nation's steel industry; U.S. fleet holds open house for visitors in Alexandria; lighter side of Soviet life revealed in latest films; circus school for kids; queen of mermaids crowned in underwater beauty pageant; something new in baseball; Italy's oldest horse race.

Paramount News, No. 78: Baseball blasts backstop; furs for all—m'lady looks ahead; attention, philatelists! 100 million dollar stamp show; news from the deep; France's great power project.

Pathe News, No. 80: Duke and duchess in England; Fifth avenue torch light parade; fair marks Europe comeback; collective farms in Russia; glass backstop protects fans; U.S. wins Walker cup in golf; school for circus children.

Universal News, No. 41: Twenty-six dead in Rome studio fire; Marta Thoren, Swedish dramatic star arrives in U.S.; duke and duchess visit England; Gandhi conducts prayer meeting in India; circus tots learn acrobatics in Newark, N. J.; Florida stages underwater bathing beauty contest; glass baseball backstop demonstrated in San Francisco, 2½-year-old braves knife tossing in mother's knife-throwing act; U.S. wins Walker cup in St. Andrews, Scotland.

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Movietone News, No. 78: President Truman signs bill to aid Greece and Turkey; Gen. Mark Clark home; Haille Selassie; Linda Darnell, star of feature "Forever Amber"; hero of the week: Lieut. Herbert Gaynor; the U.S. navy on the move; Australia, San Francisco and St. Louis.

News of the Day, No. 276: 45,000 ton dreadnaught Iowa leads fleet into Golden Gate; hundreds flock for help to modern miracle healer; Emperor Selassie builds modern army in Ethiopia; European dispossessed find promised land in Brazil; personalities in the news—President Truman, Ambassador McCaffrey; Chinese beauties in style show; Mutton Marathon; America's top dogs.

Paramount News, No. 79: Flying banshee; navy unveils super jet fighter; people in the eyes of the world; Truman signs Greek-Turkish aid bill; patients flock to Avak, the faith healer; world's biggest dog show; air corps vet wins Hudson River race.

Pathe News, No. 81: Truman doctrine bill signed; refugees find haven in Brazil; Mrs. Earhart about Amelia; students hear Wallace; hordes see faith healer; fishermen battle shark.

Universal News, No. 42: President signs Greek-Turkish aid bill in Kansas City; Europe's refugees find new home in Brazil; tubeless tires tested at Akron, Ohio; Haille Selassie leads his people in liberation; Chinese fashions displayed at Washington, D. C.; magicians thrill invalid children at Seattle, Wash.; Vick Scott wins 130-mile outboard classic on Hudson river; dog show at Madison, N. J.

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All American News, Vol. 5, No. 241: Edith Sampson, first Negro woman assistant state's attorney; horse play in New York; French soldiers take commando training in Algeria; Pittsburgh woman builds doll houses and puts to shame experienced carpenters; Cotton Makers jubilee in Memphis.

SHORTS REVIEWS

Opinions on the Current Short Subjects

The Good Bad Egg

Col **(All-Star Comedy)** **17 Mins.**

Good. In his second two-reeler, Joe De Rita plays in a broad comedy style, with plenty of mugging, which invariably gets laughs from neighborhood audiences. Here he plays an inventor, unhappy over his bachelorhood, who reads a proposal written on an egg from a lonely woman. After he marries her he finds she has a mischievous young son who does his best to wreck all of his inventions.

I'll Close My Eyes

Col **(Community Sing, No. 8)** **10 Mins.**

Entertaining. Average audiences always enjoy joining in the singing of the current popular tunes such as the dreamy ballad, "I'll Close My Eyes," the catchy cowboy novelty, "I Tipped My Hat" and the lovely Kurt Weill tune, "September Song," now having a great revival. The Song Spinners, with Don Baker at the organ, also sing as the lyrics are thrown on the screen.

My Pal Ringeye

Col **(Screen Snapshots)** **10 Mins.**

Good. Audiences are taken to an unusual event on the Columbia lot where Smiley Burnette, rotund cowboy star, is giving a birthday party for his equine pal, Ringeye. Many of the familiar players in western pictures are on hand, including Eddie Dean, Texas Jim Lewis, Lee "Lasses" White, Ken Curtis, Chrispin Martin and Harry Von Zell, as well as Jeff Donnell and Gloria Henry to add some pulchritude. Ringeye also shows off some of his horsey tricks.

Flicker Flashbacks

RKO **(No. 7)** **9 Mins.**

Very good. There are a good many laughs in the revival of two old silent reels. "Double Crossed," first sequence, is the heart-tugging tale of a poor but honest bank clerk, who is falsely jailed for robbery. The narrator's commentary is humorous. The villain is exposed, and the bank clerk clears his name. A few old newsreel shots of Sarah Bernhardt and Ruth Law's airplane flight are included. "The Attack on the Fort," Biograph production, is the highlight of the reel. A group of savages (the narrator refers to them as members of the rag-pickers union) attacks the fort. The general keeps well out of the line of fire and sends a soldier for additional troops. When things look blackest the emergency troops arrive.

Hired Husband

RKO **(Leon Errol Comedy)** **19 Mins.**

Amusing. As usual, Errol is the victim of circumstances. This time his wife's domineering aunt is due for a visit. Because the old woman frowns on divorce, Dorothy Grainger, Errol's wife, persuades him to play the butler while her first husband joins the family circle. Confusion mounts as the aunt, believing Miss Grainger is still married to her first husband, locks them in their room. Errol sees red, and exposes the deception. The aunt forgives Errol and his wife, explaining that she never liked the first husband because he is a heavy drinker.

Stan Kenton and His Orchestra

RKO **(Musical Featurette)** **20 Mins.**

Excellent. A light romance and entertaining musical interludes provide solid entertainment. A young sailor and the pretty operator of a two-way juke box fall in love with each other's voices. The young man, Joe Brown jr., tries to locate the girl, Gale Davis. He pretends to be an electrician and barges into the broadcasting studio where he discovers Miss Davis is as lovely as she sounds. Brown inadvertently blows out several fuses and ruins the broadcasting mechanism. Unable to "pipe" the recorded music into the juke boxes, Miss Davis persuades Stan Kenton and his orchestra to play several numbers until the damage is repaired. All turns out satisfactorily, with Brown and Miss Davis in a clinch. Kenton's band plays "Tampico," and other selections.

Mighty Mouse in The Dead End Cats

20th-Fox **(Terrytoon)** **7 Mins.**

Entertaining. The Superman of the rodents is on the job again, fearlessly protecting the mouse community from a band of marauding cats. The gang leader, a cigar-smoking prototype of Edward G. Robinson, succeeds in getting Mighty Mouse out of the way long enough to continue his flourishing business in black market mouse meat. Our hero escapes the trap set for him and beats the cat gang single handed.

Tweetie Pie

WB **(Merrie Melodies)** **7 Mins.**

Amusing. Tweetie Pie, the mischievous canary with an engaging lisp, makes life miserable for the family cat. The feline does his utmost to liquidate Tweetie, but he gets the worst of the bargain. The little bird sets up a terrific clatter each time the cat approaches his cake. The mistress of the house beats the cat with a broom.

The Bridge

(Documentary)

Czech-Film Co.-Brandon **10 Mins.**

Fair. A record of the reconstruction problem in Czechoslovakia centered about the rebuilding of a railroad bridge. Narrated in Czech without English subtitles.

(Continued from page 3)

entertainment. Business slightly above average. Played Wed., Thurs. Weather: Mild.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Nora Prentiss (WB)—Ann Sheridan, Kent Smith, Bruce Bennett. Ann Sheridan and Kent Smith turn in very fine performances in this true-to-life drama of a doctor who lives a successful, middle-aged family life until he meets the night club singer. No laughs in this one; it's heavy drama and tense moments all the way through. But it has that quality which is missing in so many dramatic films—the ability to hold the audience's interest from start to finish. Played Sun., Mon. to average business. Weather: Rain and cold.—Carl E. Pehlman, Rio Theatre. Rural and small town patronage. *

Rhapsody in Blue (WB)—Robert Alda, Alexis Smith, Joan Leslie. This picture has everything but a story, the lack of which is offset by the excellent music. Business was below average, probably due to a late playing date. Played Fri., Sat. Weather: Fair and cold.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

San Antonio (WB)—Errol Flynn, Alexis Smith, S. Z. Sakall. A top feature for any theatre—good color, action all the way. Some said it was the second or third time they had seen it. Played Fri., Sat. Weather: Clear.—C. M. Garrett, Yandell Theatre, El Paso, Tex. Family patronage. *

San Antonio (WB)—Errol Flynn, Alexis Smith, S. Z. Sakall. They give plenty of action with this picture. Our farmers are very busy with tobacco, so this didn't do much business. Played Tues., Wed., Thurs. Weather: Cool.—Harland Rankin, Joy Theatre, Bothwell, Ont. General patronage. ***

Shadow of a Woman (WB)—Helmut Dantine, Andrea King, William Prince. I don't think this picture would stand very well alone, although it is a very exciting, suspense-filled drama. Played with a reissue, "If I Had My Way" (U-I) to best Fri., Sat. business yet. Weather: Fair.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Stolen Life, A (WB)—Bette Davis, Glenn Ford, Dane Clark. This picture drew above average business for a midweek run. I was surprised because I didn't expect a picture of this type to do even average business. Glenn Ford is very popular here, which is probably the reason. Another thing which surprised me was the fact that this is a very interesting picture. With the right advertising, it should do well anywhere. Played Wed., Thurs. Weather: Rain.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Time, the Place and the Girl, The (WB)—Dennis Morgan, Jack Carson, Janis Paige. This is a good musical show in Technicolor which did average business and pleased. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ***

Time, the Place and the Girl, The (WB)—Dennis Morgan, Joan Leslie, Jack Carson. When you play a feature third run, you can't expect too much. Only average business for this swell musical that pleased. The Morgan and Carson team is tops. Played Sun., Mon. Weather: Perfect.—Ralph Raspa, State Theatre, Rivesville, W. Va. Small town patronage. ***

More Teen-Age Pictures For High School Trade

VACATION DAYS (Mono)—Freddie Stewart, June Preisser, Frankie Darro. A good teen-age picture—all enjoyed it. This is the kind that the high school kids enjoy. They really should turn out more teen-age pictures. Played double bill here on Tuesday, Wednesday. Weather: Hot. —Harold J. Johnson, Elberta Theatre, Palisade, Colo. Rural patronage. **

'Dear Ruth' Correction

The review of Paramount's "Dear Ruth," which appeared in the May 31 issue, should have been labeled F, designation for family suitability. The film is ideal for family audiences and was inadvertently printed A for the adult category.

The Bachelor and the Bobby-Soxer F

Comedy

RKO Radio (——) **95 Minutes** **Rel. ————**

At this intermediate point in her career, Shirley Temple seems destined for delineation of adolescents who fall madly in love with mature bachelors. Despite its repetition, that basic theme herein becomes the peg for one of the most joyful and refreshing comedies to roll from Hollywood's laugh assembly lines in many months. The members of a star-festooned, energetic cast knock out themselves and each other in scrambling for a brimming measure of acting honors, which sweepstake ends in multiple photo finish. They are aided and abetted in their fun-making by a brilliantly contrived script which oozes hilarious dialog and sure-fire situations. With a galaxy of top names to choose from for the marquee, a theatre playing the film will have to post a smallpox sign to keep from doing capacity business. Skillfully directed by Irving Reis and produced personally by Dore Schary.

Cary Grant, Myrna Loy, Shirley Temple, Rudy Vallee, Ray Collins, Harry Davenport, Johnny Sands, Don Beddoe.

Seven Keys to Baldpate F

Mystery

RKO Radio (——) **68 Minutes** **Rel. ————**

Remake of the venerable whodunit—which found its way into celluloid on three previous occasions—the picture adroitly blends the standard quota of chills and thrills with an alleviating dosage of comedy and romance to earn appraisal as above-average supporting fare. While the cast is none too heavy in marquee magnetism, it still boasts sufficient established names to add appeal to programs on which the film appears. Performances are entirely acceptable and the story is unfolded at a speedy clip to assure attentive audiences. Just for those whose memories fail, it's the yarn about the old inn at Baldpate and the sinister surroundings created there to frustrate an author who has wagered that he can turn out a mystery novel in 24 hours. When a pair of real murders develop, he is supplied with plenty of material but doesn't have time to write the book. Directed by Lew Landers.

Phillip Terry, Jacqueline White, Eduardo Ciannelli, Margaret Lindsay, Arthur Shields, Jimmy Conlin, Tony Barrett.

The Long Night F

Drama

RKO Radio (——) **97 Minutes** **Rel. ————**

So eager were the creators to establish moods and background characterizations that the film resembles more a surrealist painting than a motion picture. Perhaps those who recognize and appreciate its possible artistry will find it a source of pleasure but average ticket buyers will find the offering more confusing than entertaining. Its story is hysterically, noisily and vertiginously told and is unusually difficult to follow because of the use of flashbacks within flashbacks within still other flashbacks. The feature's best asset, both as to initial draw and its possibilities of satisfying customers, lies in its cast, most especially in the interest in widely touted Barbara Bel Geddes who herein makes her screen debut. While her performance displays promise of a successful career, the part was far from propitious to showcasing her ability at its best. Directed by Anatole Litvak.

Henry Fonda, Barbara Bel Geddes, Ann Dvorak, Vincent Price, Howard Freeman, Moroni Olsen, Elisha Cook jr.

Undercover Maisie F

Detective Comedy

MGM (722) **90 Minutes** **Rel. May 16, '47**

Ann Sothern gets a policewoman's job in this latest link of MGM's long-lived Maisie chain. The idea is a mine of comic situations. The police training, for instance, which includes marksmanship and wrestling, is very rough on Maisie, and great fun for the customers. As the film opens Maisie is trying to get on a train to New York where she has a job as a bubble bath demonstrator. A motorist offers her a ride, then robs her. When she reports the crime to the police department, she is offered a job as an undercover investigator. Ensues the training, and then her first case, which she botches up. To regain the department's favor, she tackles a tough gang of housing racketeers, brings the bad men to justice after a furious wrestling battle. As light entertainment, it's good enough for the top spot at most neighborhood theatres. Harry Beaumont directed.

Ann Sothern, Barry Nelson, Mark Daniels, Leon Ames, Clinton Sundberg, Dick Simmons, Charles D. Brown.

Living in a Big Way F

Comedy

MGM (——) **103 Minutes** **Rel. ————**

Treating lightly with the postwar housing and marital problems of ex-GIs, this is a thoroughly delightful and wholesome comedy which apparently cannot miss scoring a bull's-eye in critical acclaim and audience appreciation. It's an ideal starring vehicle for Gene Kelly whose considerable talents toward tongue-in-cheek comedy delineations is the picture's thespic highlight. While his even greater talents as a dancer are incidental to the motivation, they too are displayed in sufficient quantities and with noteworthy originality. Throughout he is given support by a wisely selected cast which romps through a screenplay rich in engrossing situations and glittering dialog. Producer Pandro S. Berman mounted the feature tastfully and unstintingly. Directed by Gregory LaCava who collaborated on the screenplay also.

Gene Kelly, Marie McDonald, Charles Winninger, Phyllis Thaxter, Spring Byington, Jean Adair, Clinton Sundberg.

Possessed A

Drama

Warner Bros. (——) **108 Minutes** **Rel. July '47**

Joan Crawford has another magnificent opportunity to run the gamut of emotions in this dramatic entry in the psychological film cycle. Her fine portrayal of a possessive, frustrated woman is matched by Van Heflin's convincing performance as an attractive heel and by Raymond Massey, who adds power and dignity to the role of a middle-aged suitor. The tragic theme will exert a special appeal to women patrons and the three stars will insure strong grosses generally. As in "The Seventh Veil," the film deals with a mentally ill heroine who is placed under narcosynthesis while doctors question her about her past life. Director Curtis Bernhardt skillfully maintains interest during a series of flashback sequences. A nurse to the jealous, ailing wife of a wealthy man is spurned by the devil-may-care architect she is madly in love with. She eventually kills him.

Joan Crawford, Van Heflin, Raymond Massey, Geraldine Brooks, John Ridgely, Stanley Ridges, Moroni Olsen.

Winter Wonderland F

Drama

Republic (614) **71 Minutes** **Rel. May 17, '47**

Here's another illustration of how a film maker, confronted with a limited budget, turned to the beauties of nature for enhancement of productional values and found that those beauties became the star of his picture—an entirely happy development for all concerned. Highlighting this picture, resultantly, and qualifying it as supporting fare which should prove generally pleasing are the many thrilling skiing sequences, against which background the story is told. True, that yarn leaves much to be desired, but its obvious weaknesses are considerably glossed by satisfactory performances. The story concerns a crotchety ruralite whose land adjoins a fashionable winter sports resort whose management and guests constitute the farmer's pet peeve. But a romance between the rube's daughter and the ski instructor straightens out all difficulties. Directed by Bernard Vorhaus.

Lynn Roberts, Charles Drake, Roman Bohnen, Eric Blore, Mary Eleanor Donahue, Renee Godfrey, Janet Warren.

That's My Gal F

Comedy With Music

Republic (609) **66 Minutes** **Rel. May 15, '47**

What might have been developed into considerable of an asset, to-wit, a refreshing new slant on the inevitable film musical boy-meets-girl-back-stage situation, is completely discounted through lack of persuasiveness of most performances. Don Barry was an unfortunate choice for the male topline, and the comedy content, at which Pinky Lee and Frank Jenks make a futile pass, rates no better than Barry's fumbling contribution. In the femme lead, Lynn Roberts is reasonably effective, but the support and unskillful direction combine to hamstring her best efforts. On the asset side are a sprinkling of acceptable specialties, Jan Savitt's band, a lush production number and Trucolor photography which herein attains a new high of efficiency. Weighing its vices against its virtues, the picture assays as nothing better than a tail-ender on double bills. Directed by George Blair.

Lynn Roberts, Donald Barry, Pinky Lee, Frank Jenks, Edward Gargan, Judy Clark, Paul Stanton, John Hamilton.

EXPLOITIPS

Suggestions for Selling; Adlines for Newspaper and Programs

SELLING ANGLES: **"Living in a Big Way"**

If there is a veterans' housing project in your territory, invite all of its residents to opening night and stage a neighborhood get-together for them after the show. It will get publicity and build permanent goodwill. Find the grandmother with the most grandchildren and have her take a bow. Possibility of the title for various merchandise tieups is obvious. A contest for amateur hoofers is always good for a Kelly starrer.

CATCHLINES:

He Married Her Back in Those Good Old Days When All America Had to Worry About Was a War . . . Then Peace Broke Out in All Its Horrors and What It Did to His Romance Shouldn't Happen to a Top Sergeant.

The Romantic, Rollicking Story of the Pitfalls Encountered by So Many Hasty Wartime Marriages . . . He Looked Like a Greek God in Uniform . . . But When He Returned in Mufti—Oh, Brother!

SELLING ANGLES: **"Possessed"**

Put the strongest selling campaign behind Joan Crawford by stressing that her portrayal equals her Academy award performance in "Mildred Pierce." Play up the fact that she is appearing with another Academy winner, Van Heflin, who won it for his best supporting performance in "Johnny Eager" in 1942. Announce a contest, with tickets as prizes, for those who can name the most of Miss Crawford's pictures since her first, "Pretty Ladies," in 1925.

CATCHLINES:

Her Heart Was Possessed by Love—Her Mind Was Possessed by Fear . . . Keep Kissing Me and I'll Keep Loving You . . . He Took His Life in His Hands When He Took Her in His Arms.

The Academy Award-Winning Star, Joan Crawford, in the Greatest Emotional Performance of Her Entire Career . . . Her Love Turned to Jealousy and, Finally, to Hate for the Man Who Ignored Her . . . Possessed by a Love She Could Not Control.

SELLING ANGLES: **"Winter Wonderland"**

Although picture deals specifically with skiing, tieups with sporting goods stores are indicated on any line of equipment seasonal at time of exhibition. In foyer erect a miniature ski jump with puppet skiers on a conveyor belt. If a hot weather booking, make a play on the weather, a la "Hot? Come Into 'Winter Wonderland' at the Little Gem Theatre and Get Cooled Off While Being Entertained."

CATCHLINES:

Down the Snowy Slopes She Sings and Skis . . . Right Into the Heart of the Coldest Man Who Ever Slid Over Snow . . . He Knew Every Trick of Winter But a Mere Slip of a Girl Made It Too Hot for Them to Help.

She Was Only a Farmer's Daughter . . . He Wasn't a Traveling Salesman, But the Rest of the Story Stands . . . Romance, Thrills and Laughs in a Frozen Paradise Which Proved Almost Too Cold for Cupid.

SELLING ANGLES: **"That's My Gal"**

Sponsor a "That's My Gal" contest among high school students by having boys send in photographs of their best girl. Display ten of the best pictures in lobby and have opening night patrons cast vote for prettiest girl. Have press cover stunt. Adhering to the usual man-in-the-street routine, conduct a "That's My Gal" quiz where participants are asked to name the good and bad traits of their best gals. In department store windows plant teaser cards reading: "You'll be happy to say 'That's My Gal' when you see her in this dress."

CATCHLINES:

It's a Field Day for Cupid, Comedy and Chorus Cuties When a Prim Miss With a Legal Mind and a Lethal Smile Is Forced Into Show Business . . . Your Toes Will Jump and Jive With Jan Savitt and His Top Hatters . . . He Was Crooked as a Cornet—But One Bite by a Love Bug Straightened Him Out!

Easy Money Was All That Interested Him Until He Found It Wouldn't Buy Love . . . She Believed the Worst Until She Found Out the Best About the Man She Loved.

SELLING ANGLES: **"The Bachelor and the Bobby-Soxer"**

Promote through recreation centers and other civic authorities, an obstacle race for teen-agers which will take the kids all over town and end up at the theatre where the winners will be awarded prizes. The usual tieups with dress shops, etc., on clothes which Shirley Temple wears, can be made. Have the bobby-soxers vote their favorite "dream boat" in town and vice versa. Contact soda fountains and have them concoct a "Bobby-Soxer" sundae.

CATCHLINES:

He Was Her Knight in Shining Armor, Her Dream Boat, But When He Started Dazzling Big Sister the Boat Hit the Rocks . . . Only by Marrying the Lady Judge Could He Stay Out of Jail . . . Fists and Femmes Were His Weakness and They Both Lead to Durance Vile.

Love Gets the Shock of the Year When a High-Voltage Guy Meets a High-Tension Bobby-Soxer . . . And Tries to Woo a Judge (a Lady That Is) . . . She's Here Again . . . That Adorable, Jiving, Jitterbug—Shirley Temple . . . In a Fast and Furious Funfest.

SELLING ANGLES: **"Seven Keys to Baldpate"**

Use large cutouts of keys, each key carrying a letter of the title and string them across streets and festoon the marquee with them. Same idea can be used for snipes and heralds in the form of keys using picture and theatre advertising. If possible stage a "mock" presentation ceremony on the opening day of the picture, having the mayor of the city present the Seven Keys to the first person to buy a ticket to the show.

CATCHLINES:

There Were Only Seven Keys to Baldpate . . . But by the Number of People Who Got In You'd Think They Had Passed Them Out on 42nd Street . . . She Was Not the Screaming Type Until She Got Mixed Up With Ghosts . . . Every Room a Chamber of Horrors . . . Every Night a Nightmare of Terror.

The Seven Keys Spelled Doom in Seven Ways to Visitors to Baldpate . . . The House That Held a Sevenfold Mystery . . . Swift, Sinister and Silent.

SELLING ANGLES: **"The Long Night"**

In the lobby set up a cutout of a man along side a huge hour glass with sand running through it and placard it "This Man Lived His Whole Life in One Long Night." Contact the police department and have them supervise a display of equipment, etc., used to drive a criminal out of hiding. Sponsor an essay contest on the theme "The Longest Night in My Life." Tie in with shoe merchants using the line, "Your Feet Won't Ache After a Long Night of Dancing If You Wear Blank's Shoes."

CATCHLINES:

To Everything There Is a Season . . . A Time to Love . . . A Time to Kill . . . And a Time to Heal! . . . He Didn't Want Any Part of Her . . . But He Kept Believing Her . . . He Wanted Her in His Arms . . . Yet He Knew He Was Walking Into Purgatory.

Your Hands Will Go Damp With Panic as You Follow His Nightmare of Terror . . . Tormenting . . . Tormented . . . Terrific! . . . This Is the Story of a Crime Against Love . . . And of a Man Who Destroyed to Get That Love.

SELLING ANGLES: **"Undercover Maisie"**

Los Angeles police were willing to cooperate with the makers of this film—if you can interest both your police and your newspaper in this film, the result may be a feature article on the operations of local confidence men. Promote contest on theme, "How I Was Robbed by a Bunco Artist." Tie in with stores selling bedclothes, rainwear, umbrellas, roofing—anything which covers or protects. Title also suggests blind date theatre party.

CATCHLINES:

Don't Pass Up This Pistol Packin' Maisie . . . The Cutest Cop on the Force! . . . She's a Snooper-Dooper—the Shapeliest Limb of the Law.

This High-Heeled Copper Got Caught Flatfooted . . . Bilked by Bunco Artists . . . See Undercover Maisie, the Flippant Flatfoot . . . She's a Copper Undercover . . . A Scatterbrain Under Those Curls.

Killer at Large

F — Mystery

PRC (717) **63 Minutes** **Rel. May 31, '47**

In original screenplay with a newspaper background neatly combines clever dialog, several humorous interludes and a mystery theme. It is a good bet for top midweek billing. While the plot doesn't offer much suspense, and the story is not clearly outlined, there are enough action scenes, standard chills and murders to satisfy mystery fans. Bob Lowery is the crusading reporter with a weakness for blonds. Anabel Shaw, former model, is a decorative romantic foil. Her emoting is less than professional. This is not a psychological picture. Enough laughs are injected to make it suitable for a wide audience. Lowery risks death to expose the head of a phony veterans' housing project. He hesitates to write the story when he discovers the man is Miss Shaw's father. The girl insists the truth be published. They are married. William Beaudine directed.

Bob Lowery, Anabel Shaw, Charles Evans, Frank Ferguson, George Lynn, Dick Rich, Ann Stanton.

Too Many Winners

F — Mystery

PRC Pictures (716) **60 Minutes** **Rel. May 24, '47**

For the more sanguinary of whodunit fans—whether or not they be disciples of venerable Private Eye Michael Shayne—this should prove an entirely acceptable bucket of gore inasmuch as there are no less than four murders in its one hour of running time. The slayings are by-products of a race track swindle that the redoubtable Shayne is retained to expose. It seems that some dough-hungry character is counterfeiting winning tickets (that's probably the only way they are obtainable in profitable numbers) at the Santa Rosita track, thereby throwing both the pari-mutuels and the owners of the establishment for considerable of a loop. And who is the dastard? None other than one of the owners who is doublecrossing his partner, the trusting banker. This Shayne adventure will have little trouble in qualifying as popular fare. Directed by William Beaudine.

Hugh Beaumont, Trudy Marshall, Ralph Dunn, Claire Carleton, Charles Mitchell, John Hamilton, Grandon Rhodes.

Two Anonymous Letters

F — Drama

Film Rights Int'l (——) **90 Minutes** **Rel. May 17, '47**

A tense emotional story of the Italian underground before the Allied invasion of Rome carries enough impact to overcome drawbacks of foreign dialog, uneven soundtrack and poor subtitles. Impressive performances, realistic backgrounds, an action-packed story with romantic elements are a strong bid for Italian neighborhood audiences plus art house patrons. Unlike "Open City," Italian-made picture that won the New York Critics' award, this film avoids horror scenes and stresses the emotional conflicts of a woman torn between love for a German collaborationist and patriotism. Photography is above average for Italian product. Clara Calamai deserts her soldier sweetheart, Andrea Checci, for a German collaborationist. When he betrays the underground she kills him. Mario Camerini directed. Released through Film Rights Int'l, 1600 Broadway, N. Y.

Clara Calamai, Andrea Checci, Otello Toso, Armando Martelli, Carlo Ninchi, Dina Sassoli.

The Little Martyr

F — Drama

Superfilm Distributing Corp. **91 Minutes** **Rel. ————**

A story with strong feminine appeal and a youngster with considerable talent help to overcome the lack of pace, weighty sequences and uneven lighting of this Italian dialog picture. Emphasis is on emotion rather than action in this story of a child victimized by an unfaithful mother. It should prove suitable fare for foreign film houses. Sympathetic performances and intelligent English subtitles help to improve the picture's entertainment value for English-speaking audiences. The sound recording does not measure up to the quality of Hollywood and British product. Luciano De Ambrosis is an appealing child. The traditional happy ending found in American pictures is lacking. Isa Pola, the boy's mother, flees to her lover. The abandoned child is placed in a boarding school. Emilio Cigoli, the father, commits suicide, leaving the boy alone and unwanted. Vittorio De Sica directed.

Emilio Cigoli, Luciano De Ambrosis, Isa Pola, Adriano Rimoldi, Giovanna Cigoli, Ione Frigerio.

The Vigilantes Return

F — Western

Univ-Int'l (——) **67 Minutes** **Rel. ————**

Because of the picture's length and the paucity of marquee dynamite in its cast, the offering probably will find itself in the supporting spot in most bookings—and it seems a pity that its worth should be wasted there. As sagebrush entertainment goes, it is thoroughly qualified to go topside in most subsequent situations—and with a fanfare accompaniment in the houses which specialize in action programs. First, the story gets as far as possible away from formula without losing those basic ingredients that are the backbone of gallopers. Competently and under experienced direction does the cast drain every drop of action and excitement from that yarn. As an additional asset there is Cinecolor photography, which shows improvement in each succeeding film it graces. The offering is handsomely enough mounted to be a king-size western. Directed by Ray Taylor.

Jon Hall, Margaret Lindsay, Paula Drew, Andy Devine, Robert Wilcox, Jack Lambert, Jonathan Hale, Arthur Hohl.

Hollywood Barn Dance

F — Comedy With Music

SG Productions (——) **73 Minutes** **Rel. ————**

Parlaying a hillbilly radio act into a feature length picture is a neat little trick—if one can do it. The producers of this li'l number didn't. In fact, they missed by a wide mile. Without a name that's worthy of space on a marquee, without even a near-hit in its endless list of nasal vocalizing, and with a story that literally drips corn from every one of its gaping seams, the picture will have a struggle justifying booking on the nether side of the most humble dualer. The offering purports to reveal the rise to fame and fortune of an aggregation known as Ernest Tubb and his Texas Troubadors, which accent is the less believable inasmuch as there isn't a voice or a photogenic face in a Tubb-ful. Those few Hollywood mummers who were retained to support Tubb's tunesters vie with them for the booby prize. Directed by Bernard B. Ray.

Ernest Tubb, Lori Talbott, Helen Boyce, Earle Hodgins, Frank McGlynn, Phil Arnold, Larry Reed, Red Herron.

The Nuremberg Trials

A — Documentary

Artkino (——) **68 Minutes** **Rel. May 24, '47**

The trials of the chief Nazi war criminals dragged on for ten months, but here, in a little over an hour of running time, is a vivid presentation of the highlights surrounding the prosecution of Hitler's henchmen. It is the first complete film report in English of the event. It comes at a time when reports of Germany fill the daily newspaper columns, and when some people seem to be forgetting the horrors of the last war. For these reasons the picture should have wider appeal than the average foreign film, and could fit in nicely as a second feature on a midweek bill. The "stars" are familiar to the American public. They include some of the Nazi chiefs who terrorized the world for years—Goering, Hess, Von Ribbentrop, Streicher, Jodl, Keitel, Frank and Doenitz. The camera shows them in the courtroom. In flashbacks from captured Nazi newsreels, the camera also shows them carrying out their crimes. Then it shows how they paid for these crimes. These shots are effective and unforgettable. So is the narration, a translation of the accusations made by the prosecuting attorneys.

The Bellman

A — Drama

Mage Films (——) **95 Minutes** **Rel. ————**

A weird and strangely fascinating, French-language thriller with English subtitles, this is handicapped by a weak title and some overly melodramatic acting. While its macabre doings might attract horror fans, it is best suited to art theatres with a regular foreign film policy. Produced in 1945, the photographic shots of the snow-swept mountains and the period settings are above average for French product, and, after a slow beginning, Christian Jacques' direction builds up to a suspenseful climax. Lucien Coedel gives an exaggerated portrayal of the deranged, unhappy bellman. In the early 1800s the superstitious province of Auvergne maintained a bellman whose ringing assisted travelers in the mountains. The bellman loves a peasant's daughter who scorns him because of his brutality and witchcraft, but he resorts to murder and theft in an attempt to win her.

Lucien Coedel, Fernand Ledoux, Rene Faure, Roger Pigault, Georges Tourreil, Madeleine Robinson, Sinoel.

EXPLOITIPS

Suggestions for Selling; Adlines for Newspaper and Programs

SELLING ANGLES: **"The Vigilantes Return"**

Invite sheriff and his entire organization to be guests on opening night. Have them ride to the theatre on horseback. Provide hitching posts in front of the theatre on which sign "Reserved for the Vigilantes of Blanktown" is tacked. Get the cooperation of police in promoting a "Vigilantes of Safe Driving" campaign. Paint "The Vigilantes Return" plus theatre name on horseshoes and place them on newsstands. Spot snipes which read: "Follow the trail of 'The Vigilantes Return' to the ..... Theatre."

CATCHLINES:

The Vigilantes Are Coming—Terror Cry of the Roaring West . . . Thrills Stampede the Screen When the Vigilantes Return . . . Riding Into the Night . . . Roaring Into Danger!

She Was a Beautiful Gal Who Was Hard to Tame—Hot as a Smoking Gun—With a Heart as Big as All Outdoors . . . The Fearless! . . . The Lawless! . . . Matched in Murderous Fury . . . Thrill-Thundering to the Wildest Days of Western Banditry.

SELLING ANGLES: **"Hollywood Barn Dance"**

Promote an old-fashioned barn dance to be sponsored by civic authorities and local charities, having the proceeds given to a worthy cause. Give prizes for the best square dancers. The usual tiein can be made with music stores, etc., to feature Ernie Tubb and his hillbilly band records. Give the lobby a farm atmosphere and have your employes dress in rural costumes. Hold a competition among the teenagers and select the best guitar player in town, and have him make a stage appearance.

CATCHLINES:

They're Astrummin' and Ahummin' in That Good Ol' Texas Way, Those Sweethearts of Hillbilly Melodies—Ernie Tubb and His Troubadors . . . You'll Beam With Delight When Ernie and His Guitar Go on the Beam.

Nine Was His Lucky Number But He Spent Most of His Time Behind the Eight Ball . . . They Were Three-Way Hits—They Hit Hollywood, Became a Hit and Hit Right Back for the Hills . . . Yokel Boys Make Good With Mirth and Music.

SELLING ANGLES: **"The Nuremberg Trials"**

As a valuable historical document, the film lends itself to tieups with junior and senior high schools and colleges, especially with history and current events classes. Since the trial was supervised by the U. S. army, you might ask local veterans groups to find out if any of the members were stationed at the trial or helped capture the criminals. These veterans could be presented on your stage, and newspapers might run interviews. You might send letters to leading lawyers or bar associations, reminding them of the legal precedents set by the trials.

CATCHLINES:

The First Complete Film of the Famous War Crimes Trials . . . Timely as Tomorrow's Headlines . . . Hear the Shocking Truth About the Nazi Plan of Conquest . . . Do Not Miss the Most Important Picture of Today.

It's Dynamite . . . It's a Startling Study of the Nazi Leaders' Last Days . . . A Remarkable Picture of the Greatest Trial in History . . . Unusual Courtroom Scenes of Goering, Hess and Streicher on the Witness Stand.

SELLING ANGLES: **"The Bellman"**

This weird and unusual thriller should be a strong draw in the art houses and a few class spots where Fernand Ledoux, who starred in "It Happened at the Inn" and other outstanding French films, is known. Elsewhere, its weak title and unfamiliar cast will be a handicap. Play up the fact that Jacques Prevert, who wrote the screenplay, also wrote the more popular French film, "Children of Paradise," to attract college and French-language students. Stress the madman angle by using blowups of the demented bellman to attract horror fans.

CATCHLINES:

Lucien Coedel, as the Lonely, Demented Bellman, and Fernand Ledoux, as the Simple Frightened Peasant, Starred in a Psychological French Thriller . . . Macabre and Mystifying—Terrifying and Thrilling Melodrama.

A Black Horse Roaming the Countryside Becomes the Symbol of Death . . . A Warped Mind Overpowers a Girl's Innocence but Is Unable to Withstand Her Lover's Devotion.

SELLING ANGLES: **"Killer at Large"**

Though the cast offers little marquee draw, the newspaper angle may be played up. An artist can work up a newspaper sheet with the headline, "Killer at Large," for a display board. A small boy may be posted at a busy corner with several old newspapers to hawk the news: "'Killer at Large' at ..... Theatre." A sign advertising the film may be tacked on his back.

CATCHLINES:

Beware! "Killer at Large" . . . The Newspaper Scoop of the Year . . . The Story Behind the Headlines . . . Crusading Reporter Battles Vicious Killers . . . Stop the Presses . . . Here Is the Mystery Chiller of the Century . . . Death Makes a Deadline.

The Scandal That Made Headlines . . . Marked for Murder . . . The Story People Whispered About Until It Made Headlines . . . He Risked Death for the Biggest Story of His Life . . . He Found Love on a Manhunt . . . Thrilling Adventure.

SELLING ANGLES: **"Too Many Winners"**

Floor the town with the throwaway cards in the form of parimutuel tickets with a small percentage of "winners" which are good for free admissions. Dress a lad as a jockey and have him ride a horse through the streets carrying picture billing. Have bookstores feature Michael Shayne detective stories. Dress the outer lobby with equipment found around a racing stable, saddles, bridles, etc.

CATCHLINES:

Hold on Brother, That's a Gun You Feel in Your Back . . . Michael Shayne Is Trying to Catch the Race Track Crooks and They Are Trying to Measure Him for a Halo . . . He Follows So Many Angles He Can See the Back of His Neck.

It's a Thrill-Filled, Gal-Filled Trail That Shayne Is Following . . . She Was a Beautiful Secretary Who Could Hold On to Her Job But Couldn't Hold On to Her Boss . . . The Kind of Game He Was Playing He Was a Cinch to End Up in a Coffin.

SELLING ANGLES: **"Two Anonymous Letters"**

Newspaper ads may compare this film with "Open City." The emotional appeal in the story should prove a good draw for feminine patrons. Envelopes reading "'Two Anonymous Letters,' ..... Theatre," may be distributed. Free passes can be inserted in several envelopes. Photographs of the principals may be set up on a lobby display board with the catchline: "Who Wrote 'Two Anonymous Letters?'" The first ten persons to guess correctly may be admitted free.

CATCHLINES:

Two Anonymous Letters Wrecked Their Lives . . . Who Was the Mysterious Correspondent That Knew Their Darkest Secrets? . . . The Postman Brings Terror in an Envelope . . . Two Letters Turned Love to Fierce Hate . . . She Married a Traitor.

Startling Expose of Italian Underground . . . Is Patriotism Stronger Than Love? . . . Tense, Dramatic, Suspenseful Moments . . . Two Letters Bared Her Soul . . . Gripping Drama of Love in War . . . Vengeance in the Night.

SELLING ANGLES: **"The Little Martyr"**

Despite the adult story the picture is suitable for juveniles due to Luciano De Ambrosis' impressive performances. By playing up the youngster and the emotional angles of the story in ads you can increase feminine attendance. College town "art" houses and foreign film theatres will prove most lucrative situations for the picture. A lobby display board showing the child and parents at different points of a triangle may be used with appropriate catchlines.

CATCHLINES:

Victimized by a Woman's Greed . . . Can a Woman Sacrifice All for Love? . . . A Little Boy Torn by Strange Emotions . . . His Young World Shattered . . . Is Mother Love Stronger Than Temptation? . . . It Tears at Your Heart Strings.

A Story You Can't Forget . . . The Kind of Story They Whisper About . . . Youngster Bewildered by Life . . . Folly Wrecked Three Lives . . . Can a Child Understand Adult Emotions? . . . Could Mother Love Keep Her From the Man She Wanted?

The Industry's Market for Purchase or Sale of Equipment, Theatres, Service

CLEARING HOUSE

• Classified Ads 10c Per Word, Payable in Advance. Minimum $1.00. Display Rates on Request •

GENERAL EQUIPMENT—USED

Guaranteed Good—Surplus Sound Outfits—Reduced, Too! 16mm RCA, $149.50; Bell & Howell, Ampro, Victor, DeVry, $195 up; Amproare HI $1,295. 35mm Holmes LI Arc Equipments, $1,295; DeVry HI theatre equipments, $2,495; rebuilt Super Simplex outfits with RCA Sound, $3,850. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

Latest Motiograph K Projector Mechanisms with changeover, rebuilt, $695; Brenkert, $795; Century, $595; Super Simplex, $650; ticket machines, 2 unit, hand operated, $99.50; 3 unit, $135; Brenkert 50A High Intensity Rectifiers, $99.75. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

Heavy Duty blowers, ball-bearing equipped, 15,000 cfm to 50,000 cfm. Air washers, all sizes. Hydraulic drives two and four speed motors and controls. Immediate delivery. Dealers wanted. National Engineering and Mfg. Co., 213 W. 19th St., Kansas City, Mo.

35mm and 16mm Sound Films and 16mm Sound Machines and other equipment. Send stamps for listings. Mertz Film Service, Springfield, Ill.

Will trade 35mm Sound Film for 16mm film. What have you? Box 32, Springfield, Ill.

For Sale: Practically new pair of DeVry portable 35mm projectors, complete with amplifier and speaker. Price $1,000. Write to Lane Audio-Visual Co., Carroll, Iowa.

Three coin-operated 16mm movie machines (Panorams). Perfect working condition. Solo-vue or Open Screen. The 16mm RCA sound projector, running 6 PM speakers with continuous self-winding reel, worth more than price. Profitable sideline or ideal for advertising. $275 each. Plenty of film. P. O. Box 98, Gassaway, W. Va.

Complete booth equipment, including Simplex projectors, double channel Picturefone sound, screen and accessories. Bargain, $2,500. D. Grillo, 3547 East 147th St., Cleveland, Ohio. Phone LOngacre 3648.

Army Surplus: Late DeVry and Holmes projectors at bargain prices! Gold Seal 2 unit ticket machines, rebuilt, $175; General H2 unit, $90; many others; Golde ticket boxes, $12.50; Weaver changeovers, complete, $24.50; Simplex intermittents, $4.95; pair Brenkert Suprex lamphouses with Benwood-Linze rectifiers, excellent, $425. Star Cinema Supply, 459 West 46th St., New York City 19.

2 Holmes 35mm Projectors, Mazda lamps, 2,000 ft. reels, metal bases, sound, complete with speaker, monitor speaker and connections. Good condition, $775. Union Theatre, Uniontown, Ky.

For Sale: Two Powers mechanisms, stands, magazines, lenses, soundheads, operadio amplifier, low intensity lamps, rectifiers, Jensen speaker. Excellent condition, $700 complete. Also pair Peerless High Intensity Arcs and Transformers, $400. Jimmy Barnes, 1123 Pennock Ave., Nashville, Tenn.

Complete booth equipment, less than 300 hours operation. Two DeVry Projectors Model XDC with 35mm Sound, Zipper Changeovers, sound and picture. Strong Lamps 40 amp. High Intensity. Strong Rectifiers 40 amp. D.C. Main Amplifier DeVry Model NDC, with Pre-Amplifiers and Unsing cellular horn speaker system. Wollensak Lenses, Series I, size 5½. Also spare parts Cabinet, film cabinet "Sealtite" 10-reel unit, Neumade rewind, Griswold film splicer, Neumade rewind table. Includes all necessary wiring, conduit, switches. Inspection invited. $3,600 cash. Write or wire Roy Parnell, Malakoff, Tex.

Holmes factory rebuilt 16mm Arc projector, 30 watt amplifier speaker, $650. Pair Motiograph heads and magazines hardly used, $100. Russell Schlect, 1840 Morse Ave., Chicago 26, Ill.

Two Powers 6B, 35mm projectors and amplifier unit in usable condition. Also new 9x12 beaded screen never used. Reasonable. Dale Miner, Reading Theatre, Reading, Mich.

For Sale—One No. 8 bottom horizontal discharge single inlet, single width Sirrocco Fan, 22,200 cfm. American Blower. James Theatre, Walton, Ky.

$1.25 buys used veneer seats. $8.95 buys new 16-spring Floating Comfort Chair. Portable projectors, $400 up. Powers with sound, $475. Everything for the little theatre. Arkansas Theatre Service and Supply Co., Box 255, Phone 109, Gravette, Ark.

Amprosound UA 16mm Projector with extras, $295. Ampro Speaker in case, $30. Roller Beaded Screens, 5 ft. x 7 ft., $22.50. 7 ft. x 9 ft. Tripods in case, $75. Outdoor Silver 8 ft. x 11 ft. Screen, $25. Misc. 16mm Films. Les Kampa, Blissfield, Mich.

SIGNS

Easy Way to Paint Signs. Use letter patterns. Avoid sloppy work and wasted time. No experience needed for expert work. Write for free sample. John Rahn, B-1329 Central Ave., Chicago 5, Ill.

THEATRE PRINTING

Window Cards, 3-sheets, photo offset house programs, heralds, passes, etc. Cato Show Printing Co., Cato, New York, or Tribune Press, Fowler, Ind.

GENERAL EQUIPMENT—NEW

Poster Cases—Stainless steel, 40x65 glass size, equipped with cold cathode tube illumination around entire case. Immediate delivery. All other sizes, delivery in 10 days. Literature upon request. Ben B. Poblocki & Sons, 2159 South Kinnickinnic Ave., Milwaukee 7, Wis.

New low intensity rectifiers, Strong, Delaware or Forest LD-30, per pair, $127. Graham Bros., 546 Lincoln St., Denver 9, Colo.

Drive-In Theatre Projection and sound equipment. Brand new; nothing else needed, $2,974. Theatre equipment $2,794, and $2,280, complete and installed. Ace Camera Supply, 116 N. Dargan, Florence, S. C.

Must Sell Quick. Pair brand new Brenkert L. I. Arc Lamps. Large 14 in. Mirrors. Complete with Ammeter, and two Benwood-Linze Tube Rectifiers, 115 V, 60 Cy., single phase, AC with tubes. Ideal for small house. Cost $900. Good reason selling. Sell for $550 or highest offer by June 15, or trade for H. I. Lamps. George C. Clanton, Tappahannock, Va.

EQUIPMENT WANTED

Spring cushion seats and one kilowatt Suprex Strong Lamps. Highest cash prices. Bruno Theatrical Enterprises, 260 Knickerbocker Ave., Brooklyn 21, N. Y.

THEATRE SEATING

200 Veneer Chairs, rebuilt, $3.95; 1,050 Heywood-Wakefield full upholstered back, boxspring cushion chairs, excellent, $4.95; (rebuilt $5.95); 340 General full upholstered back, boxspring cushion, rebuilt, $7.95. Wire for list. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

Several thousand used upholstered opera chairs on hand. We are headquarters for the cream of the used chair crop. We pick the lots that we think you will like. We furnish proper slope and sections desired to fit your theatre. Our many years experience in the seating business is your guarantee. Write for exact photo and price. We have parts for all makes of chairs. Also, leatherette 25x25 in. all colors, 55c ea. Good quality. Chicago Used Chair Mart, 829 So. State St., Chicago 5, Ill.

Fensin Chair maintenance headquarters has all parts and accessories for all chairs. Also upholstery fabrics and theatre chair supplies. Send us your sample for quotation. Repair service available right in your theatre also. Fensin Seating Co., 62 E. 13th St., Chicago 5, Ill.

1,200 Used Spring cushioned theatre chairs, $1.50 ea., and $3.50 ea., complete. Immediate delivery. Russell Chair, 2567 McClellan, Detroit, Mich. Phone LENox 3445.

Leatherette: Standard run, first quality, assorted colors, 50 to 54 in. wide, suitable for theatre seating, sold by yard or roll. All orders shipped within 24 hours. Leatherette Mart of Chicago, 1153 Belmont Ave., Chicago 13, Ill. Phone BUCkingham 0030.

Theatre Chairs, 3,000 used spring cushioned part full upholstered back and part insert panel back, with spring edge and box spring cushions. 1,000 veneer chairs, 800 good backs, 500 spring cushions and hinges. Write for prices and photographs. Immediate delivery, advise how many you need. We export chairs anywhere. Jesse Cole, 2565 McClellan Ave., Valley 2-3445, Detroit, Mich.

Sewn Delux seat covers and sewn slip covers, reversible type, for all brands seats. Fred's Theatre Service, Vina, Ala.

1,623 American Seats, late model, insert panel, spring edge cushions, immediate delivery. Also 255 late model American seats, full upholstered back, spring edge cushions, 8 months old. Also veneer chairs. Wire, write or phone, HARrison 4219. Ace Chair & Carpet, Inc., 1428 S. Wabash Ave., Chicago 5, Ill.

Why look all over the country for chair parts? Send your worn or broken parts to us. If in stock, quick service assured on backs, seats and brackets. Original patented Patch-A-Seats available including one quart of coating, any color. The original Firmastone obtainable in 6 and 12 lb. boxes. We carry a complete line of leatherette. General Chair Co., 1308-22 Elston Ave., Chicago 22, Ill.

For Sale: 169 Veneer seats, all in good condition. F. M. Kahle, Brewster, Kas.

1,000 American box spring, cushion panel back for level floor, $4.00 each. F.O.B. Albany, N. Y. Albany Theatre Supply Co., 1046 Broadway, Albany, N. Y.

850 fully padded metal lined back and spring cushions, A-1 condition for sloped floor, 19-20 inches wide, $4.75 each F.O.B. Albany, N. Y. Albany Theatre Supply Co., 1046 Broadway, Albany, N. Y.

1,400 fully padded backs spring cushion, 19-20 inches wide for level floor, $3.50 each, F.O.B. Rochester, N. Y. Albany Theatre Supply Co., 1046 Broadway, Albany, N. Y.

1,000 American full upholstered back spring cushion, 10 years old. 19-20 inches wide, $5.50, F.O.B. Rochester, N. Y. Albany Theatre Supply Co., 1046 Broadway, Albany, N. Y.

Special transportation rates are now available to all exhibitors in southern states and sample chairs can be inspected before purchase. Write, wire or call for details. Jack McGrath, Albany Theatre Supply Co., 1046 Broadway, Albany, N. Y.

THEATRES FOR SALE

West Texas city, 17,000. 450 cushion seats. De luxe booth, RCA high lamps; action policy; continuous. Neglected. $10,500. Terms. Arthur Leak, 3422 Kinmore, Dallas, Tex.

Southwest Oklahoma, thriving town 1,300. Four elevators, four gins. Large territory. 360 seats. Simplex. $11,500 down. Small home available. Illness. Arthur Leak, 3422 Kinmore, Dallas, Tex.

Texas town 1,000. New booth, sound, screen, air conditioning. Good return on investment. $3,500 down. Box 2744, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Theatre for Sale: Building containing three business rooms, three modern apartments, 300-seat capacity theatre. Located in Ohio county seat town of over 40,000. For details write Trenton M. Bridge, Broker, 50½ No. Detroit St., Kenton, Ohio.

One of best small town theatres in state; doing good business; will stand rigid investigation; health only reason for selling. Box 2749, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Three theatres, latest equipment, one in county seat, one air conditioned. No competition, $125,000. Box 471, Summerville, S. C.

Only theatre Southern Michigan resort town. Brick building. Well equipped. Operating six nights weekly. Exceptional opportunity. Other business reason for selling. Price $25,000. Box 2758, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Two De Luxe: Northern Oklahoma town 8,000. Excellent equipment. 1,300 seats. Tremendous trade territory. First and second run. Principal property included. $90,000. $50,000 down. Exceptional opportunity. First time offered. Exclusive with Arthur Leak, Theatres Exclusively, 3422 Kinmore, Dallas, Tex.

Only theatre rich Northeast Texas town 2,200. 425 seats, mostly new. New Century RCA. First time offered. Exceptional. Arthur Leak, Theatres Exclusively, 3422 Kinmore, Dallas, Tex.

Colored theatre, Southwest Arkansas town 8,000; nearest other colored theatre 25 miles; 260 seats, brand new sound system. For quick sale, $6,000, including all equipment and new ten-year lease at $30 month. Box 2752, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Highly equipped action theatre. Oklahoma's finest city; 200,000 population. 415 upholstered seats. E-7s. 4 Star. Simplex High Lamps. $25,000. Half down. Arthur Leak, Theatres Exclusively, 3422 Kinmore, Dallas, Tex.

Don't Miss This! Privately owned Southeast Texas theatre. 380 cushion seats. Only theatre in drawing area of 12,000. New Simplex Projectors and theatre building. Store rental income $300 monthly. Box 2760, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Two subsequent run houses in good West Virginia towns and one coal camp town in Virginia. Will sell separate. Box 2761, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

For Sale: Two small town theatres located in north Mississippi towns of 700 and 1,300 population. Towns 5 miles apart Six gins, corn elevator, garment factory, natural gas. Fine farming section. Eighteen miles closest competition. New Simplex and Powers equipment. Grossing $500 to $700 weekly. Everything goes, buildings, etc. Three popcorn machines. House available. Price $40,000 cash. Shown by appointment only. Address replies to 326 North Broadway St., Tupelo, Miss.

Theatre—300 seats. Equipment and lease. Low rent. County seat town of 2,500 population near coast. Cash price, $14,500. **Theatre**—Near coast. Cement building, 392 seats. Grossing $1,525 month plus candy and popcorn. Total price $20,000. $11,000 cash required. Balance $125 month, interest 4%. J. C. Butler, A.B.C. Brokerage Co., 304 S.W. 4th Ave., Portland, Ore.

Theatre Exchange Co., the only exclusive theatre brokers in the northwest, offer the largest selection of theatres for sale or lease. Write for list. 201 Fine Arts Bldg., Portland 5, Ore.

Theatre Exchange Co. Listing No. 135 in Portland, Ore. 420 seats, mostly new. New carpet and decoration. Soft drinks, candy and popcorn. Steady family trade. Owner says $2,000 gross. Price $32,500. $50 week rent including heat. Terms. 201 Fine Arts Bldg., Portland 5, Ore.

Theatre Exchange Co. Listing No. 134 in Washington county seat. Only theatre. Film circuited with next town. New sound, carpet and seats. Simplex HI Lamps. Owner says $1,600 gross, and increasing. Bldg. included for $42,500. Terms. 201 Fine Arts Bldg., Portland 5, Ore.

Theatre Exchange Co. Listing No. 128 in booming Oregon lumber and farm community. New RCA booth. 320 seats. Gross increasing 20% yearly last 3 years. Modern bldg. included for $22,500. Terms. 201 Fine Arts Bldg., Portland 5, Ore.

Theatre for Sale: Small town, in good farming district in northwest Kansas. Good building, brick front, small living quarters. Many improvements added this year. 377 seats (160 cushioned). Good equipment, showing six nights a week. Showing profit. Sickness reason for selling. Everything sells, price $20,000. If interested, see or write F. M. Kahle, Mgr., Liberty Theatre, Brewster, Kas.

THEATRES WANTED

Sell Your Theatre Privately. Confidential correspondence invited. References. Arthur Leak, Theatres Exclusively. 3422 Kinmore, Dallas, Tex.

Will lease, or buy, small town theatre. Write Ray Peacock, Cathlamet, Wash.

Wanted to buy small theatre in Wisconsin or eastern Minn. from owner. All replies held confidential. Box 2762, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

HELP WANTED

Excellent job for experienced theatre manager capable of handling towns with two or more theatres. Send applications and references to: Wallace Theatres Circuit, 2701 21st St., Lubbock, Tex.

Theatre Supply House Manager—We need an aggressive sales manager for complete charge of Theatre Supply Division. Commission basis. Century, Weber equipment, seats and accessory franchises for Ohio, Indiana, Kentucky and Michigan areas. Opportunity of lifetime for the right man. See pages 124 through 128 of 1947 Theatre Catalog. Dayton Film, Inc., 2227 Hepburn Ave., Dayton 6, Ohio.

Wanted: Manager acquainted small town operation. Permanent position theatre in Illinois. State marital status, age, salary expected. Include photo. Box 2756, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

POSITIONS WANTED

Projectionist desires connection in Carolinas. Other locations considered. Age 42. Sober, reliable. References. Available two weeks notice. Lucius Bateman, Stone Mountain, Ga.

Young ex-navy man desires job as projectionist, 21 years old, single. Has been operating Simplex machines in country town. References furnished. Write E. E. Leatherman, Fowler, Kas.

Projectionist, service man, ten years experience. All types of equipment. Age 35. Sober, reliable. Major Cory, 1601 Jackson St., Palo Duro Apt. No. 33, Amarillo, Tex.

Projectionist: 22 years experience on all types of equipment. Desires permanent employment. Anywhere in U.S.A. Box 2754, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Manager: At liberty after June. 25 years experience. Knows theatre business and publicity; city manager of several theatres. Now employed by West Coast chain. Single, no bad habits; bonded; guaranteed satisfaction. Write Box 2759, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Manager: Family. Trained all phases. Perfect references. Future important. Prefer Texas, adjoining states, independent theatres. Box 2763, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Couple: 32 years combined experience, want permanent small town situation. Projectionist-mechanic, maintenance, machine-sound repairs, cashier, manageress. At liberty June 27. Anything considered, anywhere. Will interview any distance. Box 2764, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Manager: Ten years experience. Desires good connection. Write or wire Box 414, Hamlet, N. C.

For Hire: Twenty years extensive experience in top-notch management, including buying and booking. Can assume complete charge or "take my place on the team." One theatre or circuit. Neat appearing, intelligent, capable. Good health, good habits, married. Box 2765, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Former Manager of retail ready-to-wear stores would like to connect with good theatre organization as assistant manager or manager. Very adaptable, bondable, references, educated, refined, single, free to travel. Am familiar with reports, handling public and employes. Age 30. Salary is important, but secondary to good connection. No kiddin', I'm a hard worker! What say? Please write H. Brenner, 6474 Monitor St., Pittsburgh 17, Pa.

Real manager for you! Young, single, experienced 1st and 2nd run houses. Familiar reports, banking, candy, exploiting. Prefer Pennsylvania, Ohio, New York, New Jersey. We may be of mutual assistance. Please write Wm. Colella, 1014 Viekroy St., Pittsburgh 19, Pa.

STUDIO EQUIPMENT

BH Silenced Studio Single System Camera with galvanometer; rackover; 1,000 ft. magazine; 6 lenses and vertical viewfinder, $4,250; Cinemart Hollywood Recording outfit complete, $2,250; Eyemo Turret 3, lenses; rackover; magazine; freehed tripod; motor, etc., $1,395; Eyemo Bombspotter Cameras, $119.50 less lens; WE Dynamic Microphones, $39.50; new Bell & Howell 16mm Sound Printers, $3,250; 2,000 W Studio Spots, $67.50; New Mitchell 24V Motors, $295; new 35mm Film Phonograph, $795. Send for latest stocklist. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

MORE CLASSIFIED ON PAGE 42

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Get back to SHOWMANSHIP!

says Abel Green Editor of VARIETY



Take a tip from a SHOWMAN!...Get out and SELL! Get out and YELL! Get out and TELL your patrons about your ATTRACTIONS! Use the NEWSPAPERS...the RADIO...BILL-POSTING...HERALDS...your LOBBY and FRONT...use your SCREEN...to let the folks know...there's a *Show going on*...and THEY're *invited!*...Join The PRIZE BABY!...Get Back To SHOWMANSHIP!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

The Pulse of the Motion Picture Industry

BOXOFFICE

WINNER FOR MAY:

'The Farmer's Daughter' Gets Blue Ribbon Award

See Page 31

FIRST BOXOFFICE BONUS WINNERS ARE ANNOUNCED IN THIS ISSUE



NATIONAL EXECUTIVE EDITION
Including the Sectional News Pages of All Editions

JUNE 14, 1947

"HONEY! It's here! The one picture I've got to see! CLARK GABLE and that gorgeous new star DEBORAH KERR in 'THE HUCKSTERS!' Yes! that's the M-G-M picture of the best-seller that everyone is simply crazy to see. Buy me that, toots!"





Coming!

GABLE's NEW STAR IS DEBORAH KERR!

(Rhymes with Star)

SYDNEY GREENSTREET • ADOLPHE MENJOU
AVA GARDNER • KEENAN WYNN • EDWARD ARNOLD

"THE HUCKSTERS"

Screen Play by Luther Davis • Adaptation by Edward Chodorov and George Wells • Based on the Novel by Frederic Wakeman

Directed by JACK CONWAY • Produced by ARTHUR HORNBLOW, JR.

A Metro-Goldwyn-Mayer Picture

The ONE and ONLY
AL JOLSON



In His Celebrated Success!!!
"GO INTO YOUR DANCE"

A WARNER RE-RELEASE

WITH
RUBY KEELER • GLENDA FARRELL
PATSY KELLY • PHIL REGAN
Directed by ARCHIE L. MAYO

2nd Swell Hit!!!
"Sing Me A Love Song"



A WARNER RE-RELEASE WITH
JAMES MELTON

ZASU PITTS • ALLEN JENKINS
HUGH HERBERT • NAT PENDLETON
HOBART CAVANAUGH

Directed by RAY ENRIGHT • MUSIC AND LYRICS BY HARRY WARREN AND AL DUBIN

IN 150 TOP HOUSES JUNE 12TH!



SO RIGHT RIGHT NOW

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IT'S RE-RELEASED RIGHT NOW BY WARNERS!!

THE NATIONAL FILM WEEKLY

PUBLISHED IN NINE SECTIONAL EDITIONS

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Published Every Saturday by
ASSOCIATED PUBLICATIONS

Editorial Offices: 9 Rockefeller Plaza, New York 20, N. Y.; Raymond Levy, General Manager; James M. Jerauld, Editor; Chester Friedman, Editor Showmandiser Section; A. J. Stocker, Eastern Representative. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."

Central Offices: 332 South Michigan Blvd., Chicago 4, Ill. J. Harry Toler, Editor Modern Theatre Section. Telephone WABash 4575.

Western Offices: 6404 Hollywood Blvd., Hollywood 28, Calif. Ivan Spear, Manager. Phone GLadstone 1186.

Washington Offices: 930 F Street, N. W. Lee L. Garling, Manager. Telephone NAtional 3482. Filmrow: 932 New Jersey, N. W. Sara Young.

Publication Offices: 825 Van Brunt Blvd., Kansas City 1, Mo. Nathan Cohen, Associate Editor; Jesse Shlyen, Managing Editor; A. Jules Benedic, Field Editor; Morris Schlozman, Business Manager. Telephone CHestnut 7777.

Other Publications: BOXOFFICE BAROMETER, published in November as a section of BOXOFFICE; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—163 Walton, N. W., P. H. Savin.
BALTIMORE—Uptown Theatre, A. J. Wolf.
BIRMINGHAM—The News, Eddie Badger.
BOSTON—Hotel Vendome, Frances Harding.
BUFFALO—20 St. Margaret's Court, Jim Schrader.
CHARLOTTE—216 W. 4th, Pauline Griffith.
CHICAGO—332 S. Michigan Blvd., Jonas Perlberg, WABash 4575.
CINCINNATI—1634 Central Parkway, Lillian Seltzer.
CLEVELAND—2568 Overlook Road, Cleveland Heights, Elsie Loeb, Fairmount 0046.
DALLAS—408 S. Harwood, V. W. Crisp, Southwestern editor, R-2312.
DENVER—1645 Lafayette, Jack Rose, TA 8517.
DES MOINES—Register & Tribune Bldg., Russ Schoch.
DETROIT—1009 Fox Theatre Bldg., H. F. Reves. Telephones: RA 1100; Night, UN-4-0219.
INDIANAPOLIS—Rt. 8, Box 770, Howard M. Rudeaux.
LITTLE ROCK—1615 West 22nd street, Herod Jimerson.
MIAMI—66 S. Hibiscus Island, Mrs. Manton E. Harwood. 2952 Merrick Rd., Elizabeth Sudlow.
MEMPHIS—707 Spring St., Null Adams, Tel. 48-5462.
MILWAUKEE—5091 Plankinton Bldg., 161 W. Wisconsin Ave., James R. Gahagan. Telephones: BR 4938 and MA 0297.
MINNEAPOLIS—29 Washington Ave., So., Les Rees.
NEW HAVEN—42 Church St., Gertrude Lander.
NEW ORLEANS—218 So. Liberty St., Mrs. Jack Auslet. Telephone MA 5812.
OKLAHOMA CITY—216 Terminal Bldg., Polly Trindle.
OMAHA—Omaha World-Herald Bldg., Lou Gerdes.
PHILADELPHIA—Philadelphia Record Bldg., Broad and Wood Sts., J. M. Makler.
PITTSBURGH—86 Van Braam St., R. F. Klingensmith, c/o Monogram Pictures.
PORTLAND, ORE.—YMCA, Jules Maitland.
RICHMOND—National Theatre, R. W. Eagan, 2-2567.
ST. LOUIS—5149 Rosa Ave., David F. Barrett, Flanders 3727.
SALT LAKE CITY—Deseret News, Howard Pearson.
SAN ANTONIO—531 North St., L. J. B. Ketner.
SAN FRANCISCO—25 Taylor St., Gail Lipman, ORdway 4812-4813.
SEATTLE—928 N. 84th St., Willard Elsey.
TOLEDO—4330 Willys Pkwy., Anna Kline.

IN CANADA

CALGARY—The Albertan, Wm. Campbell.
MONTREAL—4330 Wilson Ave., N. D. G., Roy Carmichael, Walnut 5519.
ST. JOHN—116 Prince Edward St., Wm. J. McNulty.
TORONTO—242 Milwood, Milton Galbraith.
VANCOUVER—411 Lyric Theatre Bldg., Jack Droy.
VICTORIA—938 Island Highway, Alec Merriman.
WINNIPEG—The Tribune, Ben Lepkin.

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Entered as Second Class matter at Post Office, Kansas City, Mo. Sectional Edition, $2.00 per year; National Edition, $7.50

Vol. 51 No. 6
JUNE 14, 1947

BOXOFFICE

Guest Editorial

By J. ARTHUR RANK

Britain's Foremost Motion Picture Figure

MUCH of the road for proper exhibition of British films to the American public still lies ahead, and they must have a pattern of playing time on the major circuits if they are to be generally seen and British personalities are to be developed for the future.

The problem in the United States is no different than in Britain. Our organization controls two of the three major circuits there, and unless an American producer gets proper playing time on one of the three, it is very unlikely that he will receive what will constitute a really appreciable return from our market—a return which is necessary to the continuation of fine production in Hollywood.

Our pictures are in the same boat, so to speak, and must have an appreciable return in dollars from the American market.

There are three basic reasons for this need for proper exhibition of British films on the American market: (1) to enable us to continue producing the quality of films which have brought our producers enthusiastic commendation from your excellent film critics throughout this nation; (2) to give us an increased dollar return to enable the British people in these difficult times for us to be able to buy more food, machinery and raw materials in the United States; and (3) to give us strength in our arguments against those in Britain who would find the present "balance of film" trade so very unbalanced as to seek some method of offsetting it.

This last is no casual situation. Housewives in Britain who have borne the brunt of privations for themselves and children for many years now write thousands of letters to Parliament daily stating that if it is "food versus films," they prefer food for their children.

It is not only a British problem, it is Hollywood's problem as well. Every exhibitor must realize that Hollywood's fine quality depends on the returns from our market, as our quality depends on the returns from your market.

Ben Shlyen, publisher and editor-in-chief of BOXOFFICE, is in Europe and during his absence guest editorials written by a number of well-known executives will appear on these pages.

I feel confident that a reasonable request for reasonable playing time will meet with reasonable response.

For example, we have been running "Great Expectations" at Radio City Music Hall, which has not booked a British picture since 1939. Gus Eyssell, managing director of the Music Hall, looked at "Great Expectations" last winter and booked it for his house. At the present writing, it has been doing very fine business and has justified Mr. Eyssell's faith.

"Odd Man Out," "Brief Encounter," "This Happy Breed," "Stairway to Heaven," "Overlanders," "The Captive Heart," and more and more of our films are, indeed, being shown everywhere throughout the United States.

On my recent trip in the United States and Canada, I have been gratified to find, from conversations with many Americans and Canadians, and from many letters received, that there is a growing appreciation for our style of picture-making.

In fact, in Hollywood itself, I have been deeply gratified to find that the efforts of our producers have been hailed with delight by the creators in the very home of your American film capital.

We do not believe that we can make every picture an outstanding film. The producers with whom I am associated, and I, too, feel, however, that we can TRY to make every picture outstanding.

We believe that over a period of time the public will grow more and more willing to appreciate these efforts of ours and to support us, regardless of the country in which the films are exhibited.

We know what has happened everywhere else in the world already. We see it happening now here in the United States.

In conclusion, let me say a word about our associates in the American film industry, Universal-International Pictures and Eagle-Lion Films. We three are trying to demonstrate, by deeds, that it is possible, not only for our countries to work closely together, but toward our mutual benefit.

We of the British film industry owe much to the foresight and sincerity of Mr. N. J. Blumberg, president of Universal-International Pictures, and his associates. We are also very happy and proud of our relationship with Mr. R. R. Young, the famous industrialist, and his associates of Eagle-Lion Films. Finally, I am personally deeply gratified at the reception I have received in the United States, and for the many words of "Good Will" which I have heard from so many Americans here. May it be the forerunner of a new and even greater era of friendship between our two countries.

Pulse Beats

Supreme Court Puts Off Taking Jurisdiction

Nothing happens in the antitrust decision appeal Monday, June 9; expect action to be taken before the summer recess—either on June 16 or June 23.

★

Theatre Building Control Retained in Rent Bill

Senate-house conference agreement eliminates restraints on commercial structures, but housing expediter can require permit for theatres.

★

MPA Hotly Attacks Move To Lift Express Rates

Says small raise might be justified if improvement in service could be in direct ratio to increase; asserts service slower than before the war.

★

ATA Planning to Continue, Asserts Robert W. Coyne

Never had more definite plans for future than it has now, says executive director in reply to rumors that organization might suspend.

★

Schine Appeal Is Delayed By Search for Attorney

Record cannot be printed until replacement is found for Harold R. Medina, who was to have argued appeal; he has been named to the U.S. bench in New York.

★

Judge Cuts Hughes Charges In MPA Antitrust Action

Rules producer of "The Outlaw" must file an amended complaint eliminating "irrelevant charges" in action resulting from code dispute.

★

Musicians Vote Petrillo Power to End Recording

He can act after December 31 if Taft-Hartley bill passage cuts off union's royalty payments under present contracts with companies.

★

KMTA Annual Convention Set for Sept. 30-Oct. 1

Eric Johnston and the governors of Kansas and Missouri will be invited to attend and address the meeting in Kansas City's Phillips hotel.

★

Grad Sears Goes to London To Speed Up UA Bookings

Company owns 27 per cent of Odeon circuit, but has backlog of product waiting for playdates; according to report, Rank controls circuit.

STATE LEGISLATURES ADJOURN WITH FEW FILM INDUSTRY BILLS

New York and New Jersey Are Alone in Approving Levies on Tickets

WASHINGTON—With the approaching adjournment of the last 11 state legislatures, the industry tax picture throughout the country has been very favorable and no serious enactments are anticipated in the remaining states, according to Jack Bryson, assistant to Eric Johnston, president of the Motion Picture Ass'n.

Of the 32 state legislatures that have adjourned, no laws were passed affecting the industry except in New York and New Jersey. An enabling act was passed by the Empire state with a limit of 5 per cent covering all excises. It may never affect theatre admission, however, inasmuch as it must be ratified by a people's referendum.

NEW JERSEY AT 3%

The New Jersey enabling act was a re-enactment of the same bill they had two years ago and had been declared discriminatory as being out of line with other fourth class cities. It has a limitation of 3 per cent.

The Arizona legislature, which had adjourned, was called back into session by the governor on June 9. No agenda was given for calling the special session, but it is believed the subject will be social security and welfare. Arizona law provides that the legislature must automatically adjourn again in 20 days, but the governor already has indicated he will call them back into session again at the expiration of the time period.

The 11 states still being watched are Alabama, California, Florida, Illinois, Massachusetts, Michigan, Nebraska, Ohio, Pennsylvania, Texas and Wisconsin. All have tax bills before them, but the situation is such that in none will a ticket tax bill reach the floor.

Said Bryson, "Admission tax bills have been introduced in legislatures of these several states and are under observation by the industry." "They are all still in committee and have not been reported out in any form," he added.

All censorship bills remaining in the last 11 states have been defeated except Illinois, where good authority reports defeat is also expected.

THREAT STILL EXISTS

In all the other 32 states that have adjourned, the situation cannot yet be called conclusive. Action by the various governors is still being watched very closely, says Bryson. The numerous bills that have been passed and those which are hanging fire are subject to various actions of the governor, depending on the constitutions in those states. Bills must still be signed in some and vetoes are always watched for. Nothing unexpected is contemplated, however.

Among the various types of legislation which is constantly watched, according to Bryson, are unemployment insurance, workman's compensation, all revenue bills of any type, soldiers bonus, city zoning ordinances (because of the possibility of theatres being excluded in rezoning), ordinances regulating the sale of candy, inspection code changes (because all theatres must meet regulations, such as number of drinking fountains and toilets per theatre per capacity, etc.).

State Control of Checking Asked by Kentucky Ass'n

LOUISVILLE—Legislation to control theatre checkers in the state was proposed by the Kentucky Ass'n of Theatre Owners at a special meeting here last week.

The association will have a bill introduced at the next session of the legislature providing for regulation of checkers through a five-man board composed of the lieutenant governor, attorney general and three exhibitors chosen from a panel of 15 to be submitted by the association.

This board would set up qualifications for checkers and regulations for operation. Cost of the checking services would be borne by the distributors.

With the possibility that the legislature, now adjourned, may be called into special session, the association hopes to be able to introduce the measure at that time, according to Guthrie Crowe, president. If not, the bill would be introduced at the regular session next year.

The meeting also authorized attorneys to represent the ATO at a hearing at which theatres will seek exemption from the new minimum wages invoked by the legislature during its recent session. L. C. Willis, commissioner of the State department of industrial relations, has agreed to set up a special panel to hear the arguments of the theatre owners. They contend that the new scales are out of proportion to what they can pay for usherettes, confection stand attendants, and the like. The scale is on a sliding pattern that varies with the size of the community.

Court Upholds Single Contract Licensing a Block of Pictures

PORTLAND, ORE.—Licensing of a group of pictures on a single contract is still valid unless the contract was forced as a condition for the licensing of an individual picture.

This important ruling, believed to be the first on the subject since the New York antitrust decree, was handed down in state circuit court here by Judge Walter L. Tooze. He said a single contract does not necessarily constitute block booking nor does it establish grounds for voiding a contract.

The decision was made in a suit brought by Monogram against E. Slaney, owner of the Capitol in Multnomah. Monogram made a contract with Slaney in 1945 for its season's product, but Slaney refused to accept the pictures. He contended that the court in New York had outlawed contracts involving a group of pictures when it ruled that block selling was in violation of the antitrust laws.

So far as Slaney is concerned, Judge Tooze ruled, there is no evidence that the pictures had been forced on him or that he was made to buy a full season's product in order to get individual pictures. Rather, he said, the contract was made voluntarily. He pointed out that Slaney had even purchased one of Monogram's pictures on a separate contract.

Order Records Shown in Checking Suit

SUPERIOR, WIS.—George Miner of the Miner Amusement Co. and the Isle Theatre Co. have been ordered to produce books and records covering a period of six years for eight theatres in seven separate percentage fraud actions brought by Warners, Paramount, RKO, 20th-Fox, UA, Universal and Loew's. The order was handed down by Judge Patrick T. Stone of the U.S. district court in the western district of Wisconsin.

It is the second time this year the court has ordered that theatre records be produced in a percentage suit. Last January Judge McVicar of the U.S. district court in Pittsburgh ordered 19 of the 24 exhibitor plaintiffs in a suit against the eight majors to produce all of their daily records of admissions to exhibitions of flat rental pictures.

The court order directs the defendants to produce daily boxoffice reports, cash books, ledgers, bank pass books, statements, invoices of ticket purchases, copies of federal admission and income tax returns, etc., at the main office of the circuits. The plaintiffs' auditors are ordered to start inspecting these records on June 19.

Schoenstadt Damage Hearing Postponed Until July 10

CHICAGO—Hearing of the $6,750,000 triple damage suit filed here last May by the Schoenstadt circuit on behalf of the Piccadilly Theatre against eight distributors and the Balaban & Katz and Warner Theatre circuits, which was to have gotten under way June 11, before Master-in-Chancellery Ian P. MacDonald, has been postponed until July 10. It is believed that a settlement may be reached as negotiations are continuing.

Percentage Fraud Actions Filed by Majors in Oregon

PORTLAND—Eight separate percentage fraud actions have been brought by the majors in U.S. district court here against Walter Leverette, doing business as Leverette's Interstate Theatres; Lithia Investment Co., Inc., and George A. Hunt Theatres, Inc. These are the first percentage fraud suits to be filed in the Portland exchange area.

TELEVISION TO REVOLUTIONIZE FILMS, RCA'S SARNOFF SAYS

RCA President Criticizes Lack of Enthusiasm in Industry for Video

CHICAGO—David Sarnoff, president of RCA, declared Thursday that television might revolutionize film distribution. He also said that it could be a big theatre stimulant by supplying material of timely, dramatic interest.

He repeated the assertion he made in Philadelphia a few weeks ago that most of the leading figures in the film industry were showing an indifference toward the new medium similar to that displayed just before sound was introduced to films.

SPEAKS AT CONVENTION

Sarnoff was speaking before the Radio Manufacturers Ass'n convention.

Some film executives, Sarnoff said, are alive to the promise of television in theatres. These leaders are the same as those who foresaw the possibilities of sound, he asserted.

Editor's Note: There have been reports recently in industry circles that Warner Bros. decision to start a newsreel in the fall was motivated by the prospect that the news pictures could be transmitted to theatres by means of television.

Sarnoff was mildly sarcastic in referring to the industry's outward show of incaution. He said: "Time will tell whether a failure to face the facts is the best possible protection for studio investment and theatre boxoffice.

"In its technical aspect, television as a method of simultaneous distribution of motion pictures to the theatre may revolutionize the trade structure of the motion picture industry.

"It brings into view a new method of booking to theatres the action of live talent, vaudeville, drama, opera, sports and other events, simultaneously distributed to hundreds of movie theatres.

"The newsreel theatre of today could readily become the television theatre of tomorrow."

CHIDES THE INDUSTRY

Sarnoff described the attitude of most film leaders as "strangely indifferent to the new art form—or perhaps they are waiting until television delivers itself on a silver platter to the motion picture industry."

"They have the know-how, the experience and the talent for picture making and their pride is understandable in view of the huge boxoffice they experience," he continued, "but they tend to shut their eyes, as once they shut their ears, to another momentous electronic development—sound on film."

Present television programs cannot be used as a medium for judging their entertainment value, he said.

He declared it would be folly to predict that television would supplant theatres. His theory, he said, was that it would do what standard broadcasting did—multiply audiences for both.

There are about 50,000 television sets now in use, Sarnoff estimated. He said national networks will be in operation before 1950.

UA Considers Alternatives:

To Sell to Fabian Group Or Hire Tom Connors

NEW YORK—The United Artists board of directors met Thursday (12) and transacted "routine business," according to the announcement.

This is another way of saying that Mary Pickford and Charles Chaplin have not yet decided whether to sell control to S. H. Fabian and a group sponsored by the First National Bank of Boston or to retain control and close a deal with Tom Connors to become president.

Some of the experts on inside information insist that Chaplin is willing to sell and that Miss Pickford isn't, but would be willing to take nonvoting stock. According to the partnership agreement, either partner will have to submit any offer to sell to the company before closing the deal. As there are only two partners left, this means that if either partner wants to stick, he or she can become sole owner by buying out the other.

Fabian admits he is still waiting for an answer on his offer. "Negotiations are continuing," he says.

When reports that Connors was being sought for the presidency developed, immediately following his resignation from 20th-Fox, Fabian was asked if he was one of those who had approached Connors. He said he was not.

It was learned indirectly that Miss Pickford's lawyer had conferred with Connors, so this caused observers to conclude that she was not steamed up over the idea of selling out.

In the meantime, Connors is an adviser at 20th-Fox at $1,000 per week and can stay there for five years if he wants to under the terms of his contract. Nobody expects him to do it, however.

During the early part of the week a report spread that Harry Brandt and associates had made an offer for the company, but he has refused to comment.

After the board meeting Thursday, it was stated that there was "no discussion, comment, or any action of any kind or character, either in regard to the reported sale of the company, or reported changes in management."

Arthur Kelly, who has been acting as Chaplin's representative since shortly before the release of "Monsier Verdoux" and has had a production arrangement for some time, was voted an extension of the starting date of his first picture until after Jan. 1, 1948.

The rest of the board's deliberations were confined to production matters. Sam Bischoff's contract was extended to include an additional picture, most of which will be filmed in France and North Africa.

Memphis Bans Another: Now It's Chaplin Film

MEMPHIS—Lloyd T. Binford, chairman of the Memphis and Shelby county board of censors, has spoken again—and Charlie Chaplin's "Monsieur Verdoux" goes the way of "Duel in the Sun," "The Outlaw" and other motion pictures which will not be shown in this city or county theatres. Binford announced he saw "Monsieur Verdoux," a United Artists film, in which Chaplin plays the role of a modern bluebeard. Then his fellow board members, Hodges Honnoll and Mrs. Sid Law, saw it.

"Killing human beings just for the fun of it isn't funny, and besides, we have too many decent writers turning out movies to have to call on a man with Chaplin's reputation for one," Binford told the Press Scimitar in summing up his reasons for banning the first film Chaplin has turned out in some seven years.

Rank Product Gets 12 Million Outlet Through Distributor-Owned Houses

NEW YORK—J. Arthur Rank has been assured by heads of major theatre-owning companies that he will get playdates assuring an income of approximately $12,000,000 per year in this country.

John Davis, Rank's managing director, made the details known in London and they were confirmed here late in the week. According to Davis, major Rank productions will be shown in circuit houses on the same terms as those given U.S. films of comparable value. Those in the agreement are RKO, Warner Bros., 20th-Fox and Paramount.

Rank began discussions on this topic as soon as he arrived in this country recently and received sympathetic attention from Barney Balaban and Spyros P. Skouras. Balaban took up the problem with the theatre partners and was promised their cooperation. A few days later Skouras left for the coast and began discussing the question with National Theatres executives.

Davis was so enthusiastic about the agreement in making his London announcement that he said: "This is the first time there has been a really positive opportunity for British films to play on American circuits. Twelve to 15 Rank-produced films will receive nationwide American distribution during the next year."

Teen-Age Ticket Scale In a Minnesota Bow

MINNEAPOLIS—In what is termed a revolutionary step in motion picture theatre price schedules, the Minnesota Amusement Co. this week created a special teen-age admission price for children between the ages of 12 and 17 inclusive for all first run and neighborhood theatres in Minneapolis and St. Paul. The scale also is to be put into effect in Duluth MAC theatres.

A radical departure in theatre admissions, the reduced price will be known as a "junior admission" and the scale will be between each theatre's minimum for children under 12 years and the admission for adults. Altogether, 22 of the circuit's theatres in the Twin city area will place the new scale into effect.

HAS BEEN EXPERIMENTING

In making the announcement, the circuit revealed that it has been experimenting with the "junior admission" scale in its out-state theatres for some time and found that the plan works satisfactorily. The adoption of the idea on a full-circuit basis did not come, it was explained, as the result of any pressure by parent or youth groups; but, rather, as a result of considerable planning and experimentation.

"It is a move decided upon in fairness to teen-agers," Harry B. French, circuit president, said. "While it is common practice to raise the admission price of a youngster from the minimum of 10 cents immediately after he becomes 12 years of age, we are initiating this new policy in recognition of the limited allowances and legally limited earning capacity of boys and girls of high school age," he explained. There will be no other price changes.

The savings to teen-agers will be considerable, particularly in the first run theatres. In the Radio City Theatre, the circuit's ace house in Minneapolis, for instance, the junior admission for matinees will be 35 cents instead of 50 cents and for evening performances 50 cents instead of 75 cents; and reductions of comparative size are being introduced at other theatres.

The circuit does not anticipate much difficulty in dealing with youngsters over 18 who attempt to take advantage of the teen-age admission price. In small towns, where the experiment on the new price schedule has been under way for some time, the cashier, doorman or an usher usually is acquainted with high school students and can spot the older teen-agers in case of question. There may be some difficulty in the larger cities, and here it will have to be a case of "common sense judgment" on the part of the individual managers.



HARRY B. FRENCH

French pointed out that "going to the movies is a habit," and that once the habit is broken it is difficult to re-establish. Hence, motion picture theatres by charging adult prices for teen-agers in many instances break the theatregoing habit formed in the under-12 years. Minnesota Amusement Co. executives believe that the junior admission policy will do a great deal toward carrying the movie habit through the teen-age years.

While circuit officials have no opinion one way or another as whether the MAC policy will start a national trend toward establishment of junior admissions, they do point to more frequent items in the trade press about teen-age pressures on exhibitors to lower admissions for the high school age group of theatregoers. Theatres in Hawley, Minn., have been picketed in recent weeks by school children, and some Chicago exhibitors have been pressured by youth groups. These actions and the step taken this week by the Minnesota Amusement Co. may be straws in the wind as far as teen-age motion picture theatre prices are concerned.

Typical Reductions of Teen-Age Prices

Here are some typical reductions in admissions in Minneapolis and St. Paul for teen-agers:

MATINEES

Old Price	New Price
$ .50	$ .35
.44	.25
.34	.20
.30	.20

EVENINGS

$ .70	$ .50
.55	.45
.44	.35
.35	.25

NCA Directors Meet On Admissions Plan

MINNEAPOLIS—The three RKO theatres in the Twin Cities are following the Minnesota Amusement Co. in establishing junior admissions. The new schedule goes into effect at the Orpheum and Pan Theatres in Minneapolis and the Orpheum in St. Paul. Bennie Berger, president of North Central Allied, was to meet with NCA directors to discuss the reduced prices. Offhand, Berger said experience in smaller towns has shown that it is "impossible to control" a junior admission scale because too many oversize youngsters and older children try to "horn in" on the rate.

Joint Appeal Brief Studied by Majors

NEW YORK—The five theatre-owning defendants may present a joint brief for their supreme court appeal of the antitrust decree. This suggestion was made June 10 at a meeting of the Big Five attorneys in the office of John W. Davis, lawyer for Loew's. Attorneys for Columbia and Universal also were present. The lawyers also will study ways of working in appeal points raised by UA, Columbia and Universal.

It was brought out that a joint brief would have the advantage of avoiding duplication of arguments, especially on the following issues: appeal for the continuance of arbitration, the ban against price fixing, against fixing runs and clearance, the ban on theatre expansion, and restrictions on what the lawyers call integration—combining the functions of production, distribution and exhibition. The companies have substantially the same argument on these points.

STUDYING SUGGESTIONS

The lawyers for RKO, Paramount, Loew's, Warners and 20th-Fox will study this suggestion during the summer. Then, at a meeting tentatively set for next September, they may set up a committee to work on the appeal which must be in the hands of the supreme court 30 days before hearings are held, probably in November.

The majors have the alternative of submitting a joint brief covering all the points upon which they are in complete agreement, plus a supplementary brief such as Paramount filed when it appealed.

Paramount was the only major to appeal competitive bidding, and this provision was appealed in the supplementary brief.

The little three—UA, Columbia and Universal, may file separate briefs. None of these companies had theatre holdings and consequently did not appeal provisions of the decree covering theatre subjects.

SPECIAL UA ARGUMENTS

In addition, UA may want to present special arguments against the ban on price fixing in connection with its roadshow plans; Universal has special arguments against the ban on franchises; Columbia has special arguments against the ban on block booking.

However, where the major companies cover provisions of the decree in a manner satisfactory to the Little Three lawyers, these provisions will be minimized in the Little Three briefs.

What it all adds up to is a division of labor. The majors carry the ball on provisions of the decree hitting them hardest, and the Little Three argue against those provisions they oppose.

ATA Leads New Move For Intervention

WASHINGTON—The American Theatres Ass'n, the Confederacy of Southern Ass'ns and the Southern California Theatre Owners have filed a new brief with the supreme court defending their right to intervene in the antitrust suit. It is a reply to an attack on the intervention request made by 20th-Fox, Loew's, Inc., RKO, Paramount and Warners.

The five majors had argued that the exhibitor groups were not being deprived of any legal rights without intervention which was answered by the contention that "in the absence of the decree the petitioners would have a clear legal right to enjoin a plan for concerted action by the distributors to enforce competitive bidding which the decree attempts to legalize."



THE WORLD-ACCLAIMED CLASSIC
MILLIONS HAVE READ AND LOVED
COMES TO THE SCREEN!

THE CROWNING ACHIEVEMENT FROM THE MAKERS OF "SMOKY" AND "MY FRIEND FLICKA"!

...A HIT TO STORM THE HIGHLANDS OF YOUR HEART!



Directed by LOUIS KING · Produced by ROBERT BASSLER

Bob, Son of Battle

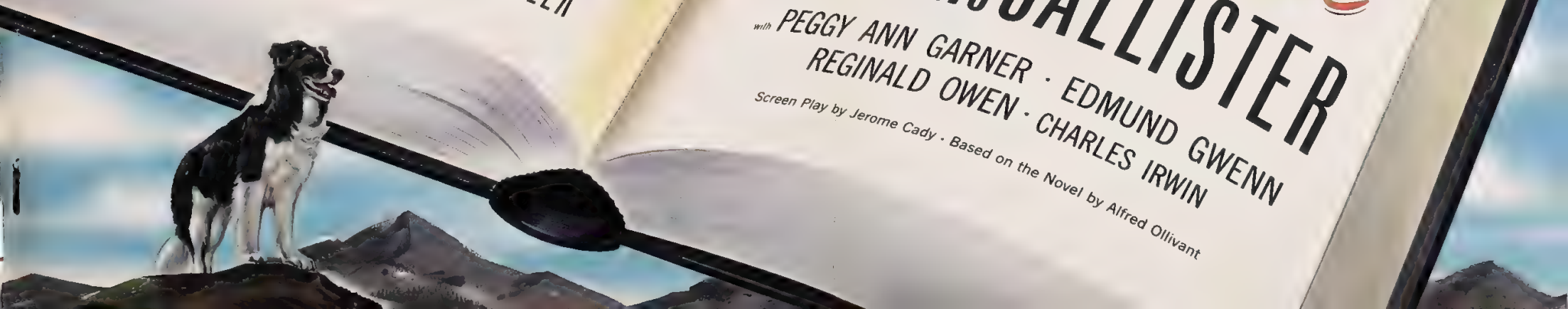
in Technicolor

Starring

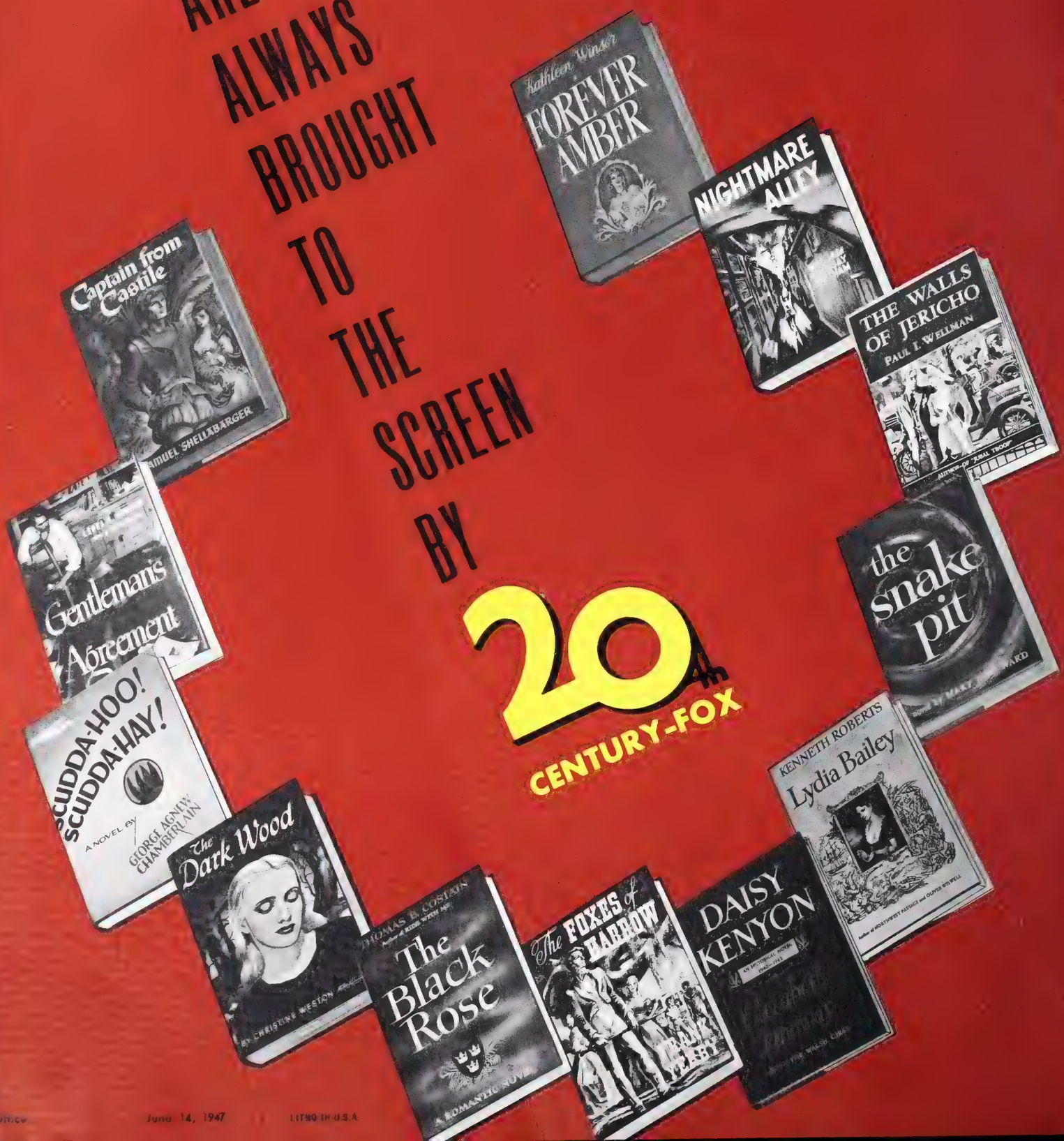
LON McCALLISTER

with PEGGY ANN GARNER · EDMUND GWENN
REGINALD OWEN · CHARLES IRWIN

Screen Play by Jerome Cady · Based on the Novel by Alfred Ollivant



THE BIGGEST BEST-SELLERS ARE ALWAYS BROUGHT TO THE SCREEN BY



20th CENTURY-FOX

MPEA IN FIRST YEAR RETURNS U.S. FILMS TO 10 COUNTRIES

Has Hopes of Adding Three More in Areas Now Under Russian Influence

NEW YORK—In 12 months since it began functioning the Motion Picture Export Ass'n has reintroduced American films into 10 of 13 countries within its orbit and has gone a long way on the road to reorganizing distribution in a war-shattered world.

Both the idea for the association and its purposes were completely new when it was organized under the auspices of the MPA in June 1946, with eight major companies as members. Eric Johnston, president, and Francis S. Harmon, vice-president, were active in getting it started.

MAAS IS VICE-PRESIDENT

Irving A. Maas, aide to Murray Silverstone at 20th-Fox, was chosen as vice-president and general manager, with the international distribution chiefs of eight companies as directors.



IRVING MAAS

A maze of import and finance restrictions and an array of other barriers greeted the first moves, but agreements have been concluded with state-controlled monopolies in Czechoslovakia and Poland; entree for U.S. films has been obtained in Holland through an agreement with the Dutch Bioscoop Bond; a distribution arrangement has been negotiated for the Netherlands East Indies; distribution mechanisms of member companies in Romania and Hungary have been consolidated under the MPEA with new staffs, and Hollywood films are now being shown.

In Japan and Korea and in those zones of Germany and Austria, occupied by the American military government, American films were first shown through the OWI and later through military officers. The aim of the MPEA is to take over this distribution as rapidly as possible. The State department approves the plan, but the transfer has been delayed by red tape.

BRITISH-GERMAN ACCORD

The MPEA is distributing for its member companies in Japan, Korea and Austria, within the restrictions set up by the AMG. Less than two months ago conferences were held in Berlin between Maas and AMG officials with the aim of transferring control in Germany. An accord has been reached with the British for exchange of films in more than 2,000 German theatres.

One of the postwar film factors contended with successfully has been the increase in native film industries and the resulting competition. To meet this competition American companies have been culling the backlog of releases for the most suitable product. Pictures which give a distorted view of American life have been limited. Everything which might be offensive to any foreign country also has been held back. As a result, the MPEA directors feel they are on the way back to their prewar prestige for American films in many places.

Boxoffice figures are running ahead of English, French and Russian product wherever these films come into competition. Heavy publicity pressure is being supplied from this country.

Three European countries are blocked off from American films—Bulgaria, Yugoslavia and the USSR. The MPEA has a representative in Bulgaria trying to gain an entry for U.S. films.

Hopes are even entertained that American pictures may get into Russia.

The member companies are the international subsidiaries of Columbia, MGM, Paramount, RKO, 20th-Fox, UA, Universal-International and Warner Bros. The directors are: Wolfe Cohen, WB; Joseph A. McConville, Columbia International; Philip Reisman, RKO; Gradwell L. Sears, UA; Joseph H. Seidelman, U-I; Murray Silverstone, 20th-Fox International; Morton A. Spring, Loew's International; George Weltner, Paramount International; directors-at-large, Eric Johnston and Donald M. Nelson.

Chronological Record Of the MPEA

Aug. 1946—Interim deal with Netherlands East Indies for release of 40 films until May 1, 1947.

Sept. 1946—Agreement signed with Czech Film Monopoly for release of 80 pictures in 1947-48, effective Oct. 15, 1946.

Sept. 1946—MPEA becomes member of Dutch Bioscoop Bond and arranges for release of approximately 100 features in Holland in 1947. Effective date, Jan. 6, 1947.

Dec. 1946—Pact signed with Film Polski for distribution of 63 films in Poland in 1947-48.

Jan. 1947—American military government turns over film distribution control to MPEA in Austria.

April 1947—Agreement with AMG for early acquisition of film distribution in Germany. Accord with British reached for exchange of films in over 2,000 theatres in Germany.

April 1947—Polish government gives final approval of MPEA film pact, effective May 15, 1947.

May 1947—MPEA establishes office in Batavia and takes over distribution in Netherlands East Indies.

May 1947—MPEA repays, in full, $250,000 originally loaned by member companies.

Britain Raises Specter Of Cut in Film Imports

NEW YORK—Major film company executives are waiting on the edges of their chairs for the next import restriction move of the British cabinet. Some further drastic action which may hit films is expected before the end of this month.

Cuts proposed by various figures outside of the British cabinet have ranged from 25 to 50 per cent on films which provide an income of about $70,000,000 for American films. There has been no official approval of these suggestions.

Great Britain has been spending its $3,000,000,000 American loan so fast that about half of it has been used in 11 months. The original hope was that it would last five years.

American tobacco imports have been sharply cut by the imposition of a heavy tax. Now, according to report, import restrictions are to be put on food items and various other things in a supreme effort to build up an export balance.

Heads of foreign departments of major companies are viewing the situation with deep concern, but are saying nothing because of the delicacy of the situation at present.

J. Arthur Rank's present visit to the country is for the purpose of getting more playing time for British films.

Believe Outlook Is Good For Regaining Prewar Industry Prestige

Three French Companies In Deal With Siritzky

NEW YORK—Siritzky International Pictures Corp. has signed a deal with the three largest film companies in France to distribute a total of 15 pictures a year in this country. The companies involved are Societe Nouvelle Pathe Cinema, Societe Nouvelle Gaumont and Union General du Cinema, official government film organization. These three outfits control 90 per cent of the distribution, exhibition, production and laboratory and studio space in France, according to Sam Siritzky, vice-president of the American corporation.

Siritzky will set up distribution outlets in Chicago and Los Angeles as soon as possible. In addition, six new French film houses will be opened by the company in Washington, Philadelphia, Chicago, San Francisco, Hollywood and New York. These theatres and the distribution setup will be owned outright by Siritzky, the company vice-president said. More houses are planned later on, even in cities where there already are foreign theatres.

Construction on the Washington theatre will be under way shortly. All houses will seat from 500 to 700. The Washington house, to be called the Rex Theatre, will cost approximately $100,000, Siritzky stated. In San Francisco, Hollywood and Philadelphia, Siritzky will take over remodeled theatres.

The official reason for the deal, according to Siritzky, is that the French firms preferred to assign their U.S. distribution to one big outlet, rather than to smaller independent distributors here.

Siritzky explained that the French firms will choose "only better product" for U.S. distribution. Siritzky will have its pick of the crop. Then other American foreign distributors may choose product.

The first three films to be released under the new setup will be announced soon. Siritzky will continue distributing Marcel Pagnol productions. All pictures released under the new arrangement will be subtitled versions, with 16mm distribution planned after films have completed regular theatrical runs.

ATA to Ask End of Tax On Low-Priced Tickets

NEW YORK—The house ways and means committee will be asked to remove the federal tax from children's tickets and from adult admissions under 40 cents, and reduce the tax to 10 per cent on tickets over 40 cents.

These recommendations will be submitted in about two weeks by Ted R. Gamble, chairman of the ATA. The ways and means committee had asked Gamble to submit a new tax schedule following his testimony before the committee May 28 against the present 20 per cent tax.

The plan for the elimination of the tax on low priced tickets and 50 per cent reduction on higher priced admissions represents the views of the ATA, MPTOA, Metropolitan Motion Picture Theatres Ass'n and individual exhibitors.

Theatremen and members of the exhibitor groups have been polled within the past ten days by Robert W. Coyne, executive director of the ATA. Last Tuesday (June 10) Coyne discussed the tax plan with Herman M. Levy, general counsel of the MPTOA, who favored the proposed revision of the present tax rate. A. Julian Brylawski, vice-president of the MPTOA, had also testified against the 20 per cent tax May 28.

Coyne is now working on the formal document to be presented to the members of the ways and means committee by Gamble. First, it will be submitted to Levy and officers of the ATA and MMPTA for approval and last minute changes before the congressmen see it.

Cowdin Named Member Of Tax-Study Committee

WASHINGTON—J. Cheever Cowdin, chairman of the board of directors of Universal-International Pictures, has been appointed by Harold Knutson, chairman of the house ways and means committee, to a special 11-man committee for tax study of the internal revenue code. The new committee, which is an advisory one to the ways and means committee, is headed by former Undersecretary of the Treasury Roswell McGill.

NT Acoustics Experiment May End Use of Plaster in Auditoriums



Divisional purchasing heads of National Theatres met in Los Angeles with R. H. McCullough, the circuit's general purchasing agent and director of television and construction. Clockwise around the table: Elmer Hanks, FWC, San Francisco; L. E. Pope, Fox Midwest, Kansas City; M. C. Glatz, Fox Intermountain, Denver; William H. Foy, assistant to McCullough, Los Angeles; Len Gappa, Fox Wisconsin, Milwaukee; J. W. Bantau, in charge of heating and ventilating for FWC, Los Angeles; Marvin C. Fox, Evergreen, Seattle, and McCullough.

LOS ANGELES—National Theatres is developing a new type of acoustical treatment which will eliminate plastering entirely in the main auditorium, according to R. H. McCullough, the circuit's general purchasing agent and director of television and construction. McCullough revealed the new construction idea during a three-day meeting here of the company's division purchasing heads.

The present method of plastering is unsatisfactory, McCullough pointed out, due to the deterioration of the materials which have been used and many of the theatres which have been acoustically treated are now reverberant due to the plaster's becoming hard.

Round-table discussions centered on standardization of refrigeration and heating systems, lighting, and the combining of purchases of equipment and commodities, and to establish methods of economy. Those attending agreed that labor and materials are now more available in every section of the country and materials which were scarce during the war are now being offered on a competitive basis by many sales organizations. Also discussed were sound equipment and television. McCullough explained at length plans of NT in preparing for television in certain theatres and the standardization of equipment and the method of presentation.

These meetings will be held twice a year so that new ideas and methods may be exchanged for the benefit of the entire company.

Blumberg-Rank Drive Is Launched by U-I

NEW YORK—Universal-International has launched a "Nate Blumberg-J. Arthur Rank Good Business drive" with $50,000 in cash prizes to be distributed among the company's district managers, branch managers, salesmen and bookers who turn in the best performances, according to William A. Scully, vice-president and general sales manager. The drive will run for 22 weeks, ending November 1.

The drive is being dedicated to Blumberg, president of U-I, and Rank, head of the Rank production interests in Great Britain, to signify the international cooperation between the American and British production interests embodied in U-I. The slogan, according to Scully, is "It's Good Business to Do Business with U-I."

In addition to "The Egg and I," which is now playing in many cities, the top budget pictures available to exhibitors during the drive include "Great Expectations," "Odd Man Out," "The Web," "Ivy," "Singapore," "Brute Force," "Something in the Wind," "Slave Girl" and "The Secret Beyond the Door."

Both charges and sales are to be calculated in the computation of standings with more money to be distributed in prizes and more people participating than in any previous U-I sales drive, according to Scully. Other details of the drive were set at a series of meetings of the U-I home office sales cabinet with Scully presiding.

FTC in an Ad Charge Against 'Colonel Blimp'

WASHINGTON—Charges of misrepresentation in advertising on "Colonel Blimp" were brought against United Artists Corp., Mary Pickford, Charles Chaplin, David O. Selznick and Edward C. Raftery, president, by the Federal Trade commission Wednesday (11).

The agency charged the company advertised the British film as "the original complete full-length picture of that name." The picture was released in its original three-hour version June 1, 1945. It later was cut to run a little over two hours.

The commission charged that the cut version was put in circulation about October 1945, after the film had been favorably reviewed by the press in its entirety. The FTC also complained that about 6,000 contracts for the film had been obtained by UA by June 1945.

Raftery condemned the FTC action as "the first attempt on the part of a governmental body to tell a motion picture producer how he must cut a picture for public consumption." He said he had told the commission some time ago that it is his intention to resist any such regulation. He declared that the FTC has no right "under statute or otherwise" to bring this action against UA.

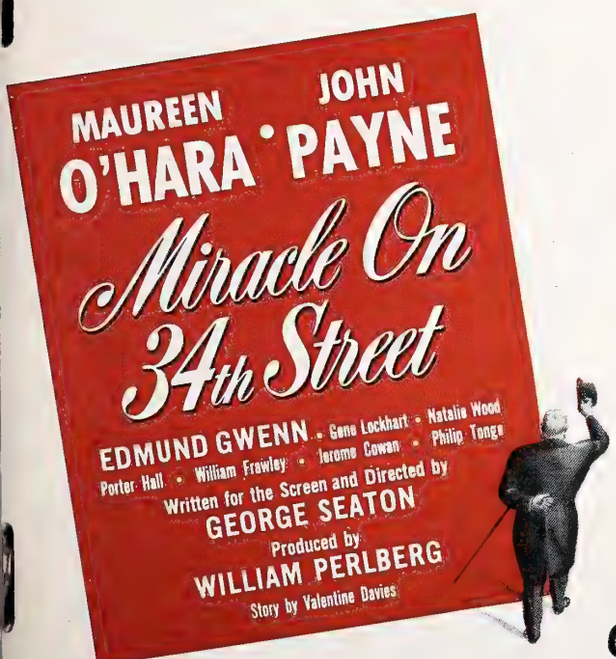
The company and its officers, including Selznick, who has sold his interest in the corporation, were granted 20 days to answer the complaint.

Sypros Skouras Is Named UJA Nonsectarian Head

NEW YORK—Spyros P. Skouras, president of 20th-Fox, has been named nonsectarian chairman for the motion picture industry in the United Jewish Appeal 1947 drive for $170,000,000 by Barney Balaban, national UJA chairman.

MIRACLE GROSSES!

First week at Roxy, N.Y., Miracle On 34th Street tops the miracle records of 'Margie', 'Smoky' and 'State Fair'!



Coming: More Miracle Boxoffice Hits From 20th CENTURY-FOX

MOSS ROSE • BOB, SON OF BATTLE *in Technicolor* **• I WONDER WHO'S KISSING HER NOW** *in Technicolor* **• MOTHER WORE TIGHTS** *in Technicolor* **• FOXES OF HARROW • NIGHTMARE ALLEY • FOREVER AMBER** *in Technicolor* **• DAISY KENYON • GENTLEMAN'S AGREEMENT**

Expect 11,000 Miles of Coaxial Cable By End of '49 for Television Nets

WASHINGTON—One of the revelations at the FCC conference on television network problems held here early in the week was the statement by an AT&T representative that 11,000 miles of coaxial cable will be laid by the end of 1949 and that 4,000 miles are already in the ground. This is a decided speedup since the relief of postwar material shortages began.

It also was stated that the New York-Boston air relay stations are nearing completion and that a similar system is proposed between New York and Chicago with completion set for 1949.

George W. Gilman of the AT&T said that in recent months the company has had enough experience with its experimental microwave radio relay between New York and Murray Hill, N. J., to convince the company officials that the system can operate up to 1,000 miles.

What use will be made by television broadcasters of all these facilities was the principal cause of some agitated comments. One of the prime reasons for the conference was an application from AT&T to impose charges for use of its coaxial cables between New York-Philadelphia-Washington. Service has been free to date. All the speakers agreed the proposed rates were too high under present conditions.

RATES "OUT OF QUESTION"

David Smith, vice-president of Philco, described the rates as "out of the question."

The toll schedule filed with FCC calls for a charge of $1.25 per circuit mile for the first hour plus one quarter of that amount for each additional consecutive 15 minutes. There also will be a monthly station connection fee of $250 plus $15 for each hour of use. On a monthly basis, the toll will be $40 per circuit mile for eight consecutive hours daily, plus $2 a month for each additional consecutive hour. For stations on a monthly basis, the charge will be $750 for eight hours daily plus $50 a month for each additional consecutive hour.

Paul Raibourn, vice-president of Paramount, who also is an officer of Du Mont and of Television Productions, Paramount subsidiary discussed costs and said transmitting pictures costs nine and one-half times more than the simple transmission of sound. He described Paramount's experiments with its Los Angeles station and also the Balaban & Katz station in Chicago. On the latter, relays have been tried from the Notre Dame football stadium to Chicago. The company also is experimenting with an apparatus to transfer television pictures to film so they can be put on theatre screens.

CABLES FOR TELEPHONES

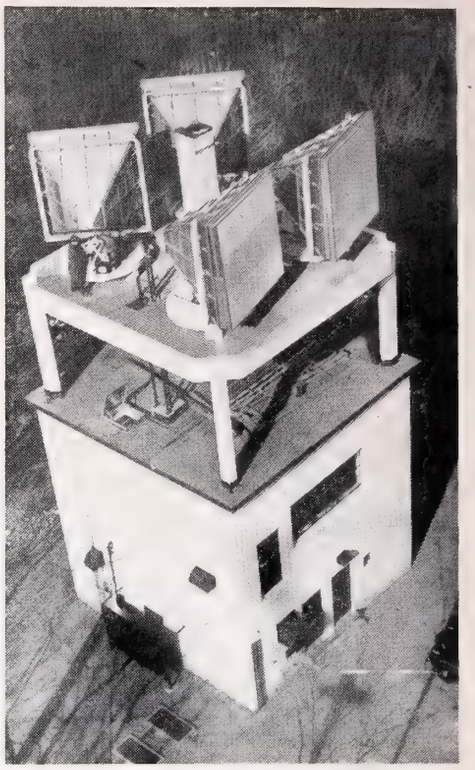
H. H. Nance of the Bell System pointed out that coaxial cables are designed for telephone messages. He gave no indication that the company would restudy the rate problem. Two additional cable circuits will connect New York and Washington and will be available in the summer of 1948, he said. This will bring the total coaxial circuits between the two cities to four. Hundreds of messages can be sent simultaneously on these circuits.

Dr. Tom Goldsmith, Du Mont scientist, discussed the possibility of a television net joining New York, Trenton, Philadelphia, and estimated that transmission charges would run to about $5 per hour. He said these could be raised later as business picked up. Allen B. Du Mont also talked on these lines and said a big network could cut costs.

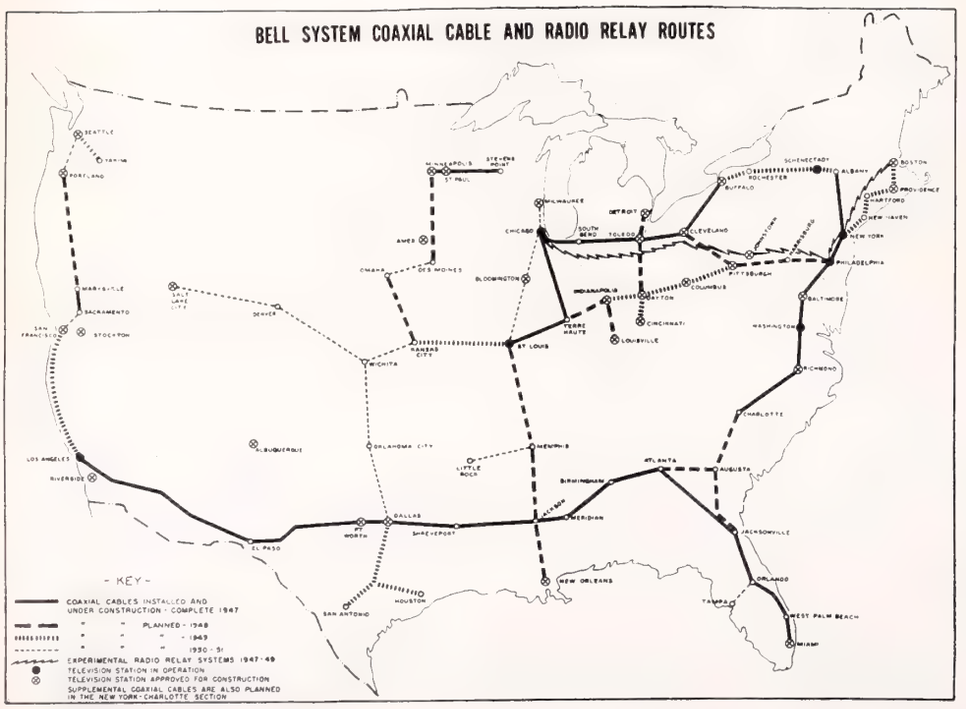
L. S. Appsley of Raytheon Mfg. Co. said the enormous prospective costs made all television uneconomical. He estimated charges would run 10 to 18 times over standard broadcasting.

NBC, ABC and the National Ass'n of Broadcasters had nothing to say. General Electric said it was moving ahead and was satisfied with present frequency bands. Its new Schenectady station will open soon.

CBS plans a network for some time in the future, it testified. Westinghouse hopes to get a station into operation in 1948. Fort Industries, Toledo; Scripps-Howard; Crosley Corp., Cincinnati; William Penn Broadcasting Co., Philadelphia and Albuquerque; Radio Television Co.; Milwaukee Journal, with a tiein to NBC in Chicago; Pulitzer Publishing Co., St. Louis, all said they hoped to have stations in operation this year. The Pulitzer group fixed July 1 as the starting date.



A typical AT&T television radio relay repeater station, photographed from a helicopter, at Jackie Jones Mountain, N.Y.



RCA Ships 1st New Model Television Receivers

CAMDEN, N. J.—RCA Victor has shipped the first group of its new console model television receivers, according to Henry G. Baker, general sales manager of the home instrument department. The new receiver has a ten-inch picture tube and a 52-square-inch screen. The set also has an automatic station selector covering all 13 television channels.

It is made to sell at about $450. Baker says this is the lowest priced console model television receiver on the market.

Six Months for 'Jolson'

CHICAGO—The engagement of "The Jolson Story" at the Apollo has been extended to June 26, when it will round out a run of 26 weeks. This will equal the all-time Chicago record set by Jolson's "Singing Fool" in 1927. The record is threatened, however, by "The Best Years of Our Lives," which is now in its 24th week at the Woods and still holding up.



It's from
Paramount
—and it's the most exciting
news you've heard since
we first announced "Blue Skies"...

THE STAGE HIT THAT GAVE MORE THAN A MILLION PEOPLE MORE LAUGHS THAN YOU CAN COUNT, IS NOW READY FOR YOUR SCREEN!

Dear



3 YEARS OF CHEERS ON THE STAGE BEGAN WITH THIS BROADWAY ACCLAIM:

"Will stampede the boxoffice." . . —*N. Y. Sun*

"It'll gross a fortune." . . . . . —*N. Y. Mirror*

"Sure-fire popular success that never misses a trick." . . . . . —*PM*

"Chalk up a hit on Broadway."—*Herald Tribune*

"Enchantingly funny play." . . . —*Daily News*

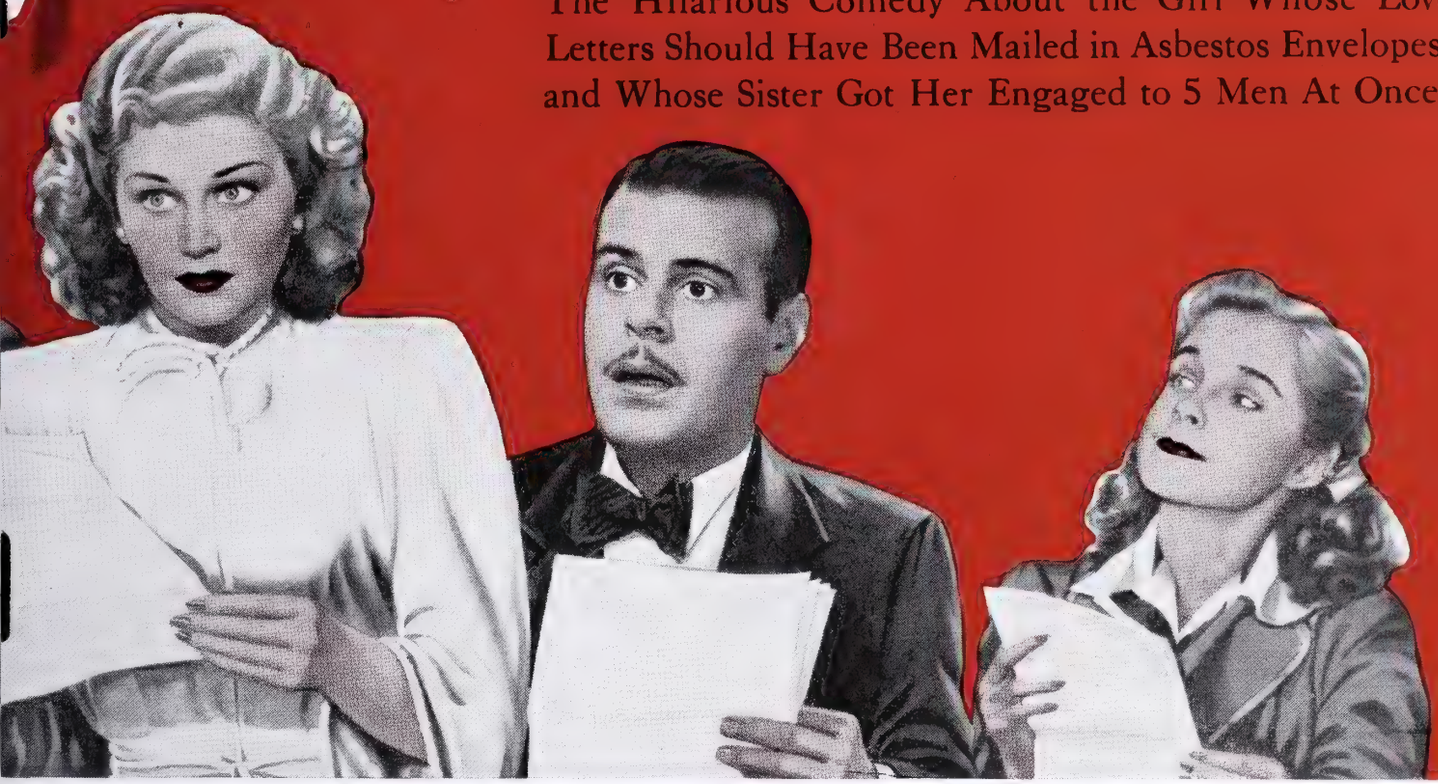
"I'll say 'Yes' to it. So will you."—*Jour-Amer.*

"Delightful comedy. An official reason for going to the theatre." . . . . .—*N. Y. Times*

NOW THE FILM TRADE PRESS SAYS: "IN EVERY WAY, THE MOVIE'S GREATER THAN THE PLAY."

Ruth

The Hilarious Comedy About the Girl Whose Love Letters Should Have Been Mailed in Asbestos Envelopes, and Whose Sister Got Her Engaged to 5 Men At Once!



"Hit of the first order, fit as a fiddle for any man's theatre. Wherever laughter's a marketable commodity, the picture's a cinch. First laugh 60 seconds after opening flash and from there they came fast and loud until 'The End'." —*M. P. Herald*

"A rafter-shaker that should be tagged 'With Love From Paramount.' Stamped for sure success." —*Film Daily*

"One of the year's top laugh-promoters. Works through grins and chuckles and shortly whams into belly-laughs." —*Daily Variety*

"More laughs than the Broadway hit. A 'sleeper' that will have the whole town wide awake the day after it opens. Destined to give audience and exhibitor 100% satisfaction." —*Film Bulletin*

"So funny so often that dialogue lines were lost. The odds appear heavily weighted in its favor." —*M. P. Daily*

"Boxoffice slant sure-fire. An expert job from well-known play." —*Showmen's Trade Review*

"Stage hit turned into socko fun. Should register handsomely at the ticket window." —*Variety*

ALL THE FUNNIEST MEN IN PICTURES SAY

It's the Funniest Picture Ever Made!



JACK BENNY says: "With men who know good pictures best, it's DEAR RUTH two to one!"

BOB HOPE says: "See it—even if you have to hike a mile...because when you do, you'll start rolling in the aisle!"





EDDIE CANTOR says: "DEAR RUTH has thirty-three laughs a minute blended into one great picture!"

GEORGE BURNS says: "I've been raving so much about DEAR RUTH that Gracie is getting jealous!"



WILLIAM HOLDEN
JOAN CAULFIELD

in

"Dear Ruth"

with

BILLY DE WOLFE
EDWARD ARNOLD
MONA FREEMAN

MARY PHILIPS · VIRGINIA WELLES
KENNY O'MORRISON
Produced by PAUL JONES
Directed by WILLIAM D. RUSSELL
Screen Play by Arthur Sheekman
Based on the Play by Norman Krasna



Dear Paramount—

Thanks for "Dear Ruth" and all these other wonderful summer shows: "PERILS OF PAULINE"—"WELCOME STRANGER"—"DESERT FURY" and "VARIETY GIRL". No wonder "Fortune" calls you "The No. 1 U. S. Motion Picture Company"!

— GUS H. EXHIBITOR

Foundation Support Won on West Coast

By A. JULES BENEDIC
Field Editor, BOXOFFICE

Motion Picture Foundation interest was pronounced in the far west over the last fortnight, with panels being formed in Salt Lake City and San Francisco.

Encouraging, too, was the response given the visit of E. V. Richards jr. of New Orleans to the west coast. Richards, one of the prime movers in the new philanthropic organization, was given assurances from coast National Theatres division managers that they would support the Foundation in every way.

ELEVEN SPOTS UNORGANIZED

When Salt Lake and San Francisco complete organization at meetings scheduled to be held in the very near future, only four western exchange centers remain to be organized. These are Los Angeles, Denver, Portland and Seattle.

In addition, seven other centers are as yet unorganized, Cincinnati, Cleveland, Indianapolis, Milwaukee, New Orleans, Oklahoma City and New York.

Meetings in these 11 cities are to be set within a short time.

Approximately 100 from all branches of the industry met at the Center Theatre in Salt Lake and named a tentative panel of 18, with Carl L. Walker, 20th-Fox division manager, as chairman. Election of a permanent chairman, trustee, and panel was left to a meeting called for Monday, June 16. Those named in addition to Walker:

Vincent A. Pifault, Dave Edwards, George Hackett, George Derrick, Don Tibbs, Harold Green, Don Campbell, Si Sanders, Ray M. Hendry, Ralph Trathen, Warren B. Butler and George Smith, all of Salt Lake; Sam L. Gillette, Tooele, Utah; Hugo Jorgenson, Grigsby, Ida.; Norman Stubbelfield, St. Ignatius, Mont., and Jack Moran of western Montana.

ZIGMOND IS FRISCO CHAIRMAN

Jerry Zigmond of Paramount Theatres was named chairman of the San Francisco panel, election of an area trustee and secretary going over to a meeting to be called later. Serving with Zigmond are Neal East, Herman Wobber, Robert L. Lippert, Abe Blumenfeld, Floyd Billingsley, Irving Levin, Roy Cooper, Richard Spier, Ben Levin, Al Maas, Al Schmitken, Homer Tegtmeier, George Nasser, Verne Taylor, R. Harvey and Jay Golden.

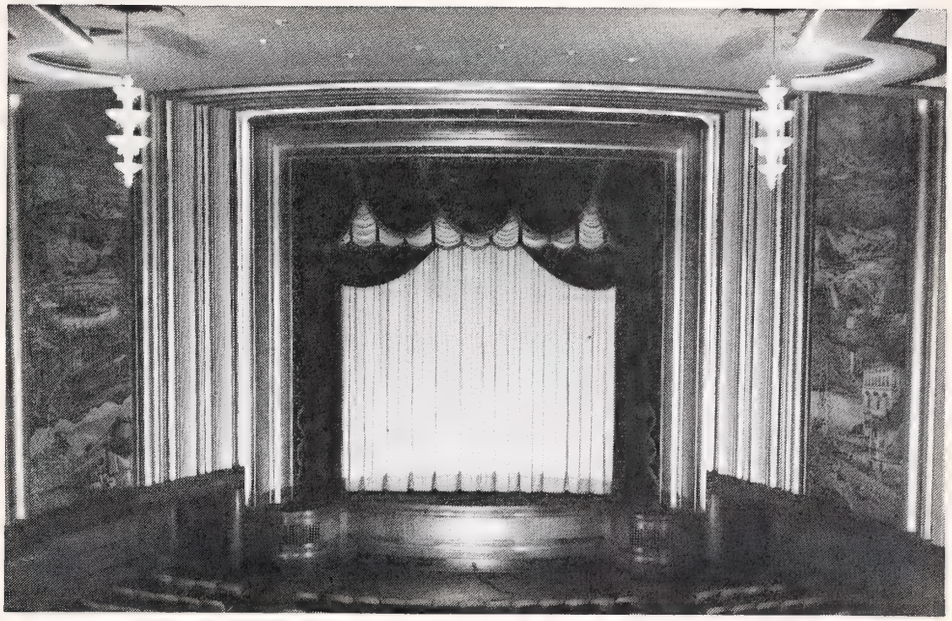
While originally it was planned to call a national meeting of area trustees in May, such a meeting awaits the complete formation of panels in the 31 exchange centers. If speed is observed by steering committees in the remaining 12 cities as yet unorganized, it is believed the national meeting may be called before the end of July.

French to Pay $11,500,000 To U.S. Film Companies

WASHINGTON—Payment to American film companies of $11,500,000 from funds previously frozen has been agreed upon by the French government, according to George S. Canty, film adviser to the State department. The remittance would clear French payments from 1940 through to June 30, 1947, and includes blocked funds for prewar, wartime, North African, OWI and other films.

The agreement, which was reached by representatives of the French government, the American embassy in Paris and the Motion Picture Ass'n, is subject to approval by the U.S. government and the American film companies, Canty said.

Million-Dollar De Luxe Theatre Opens in Anchorage, Alaska



The auditorium of the Fourth Avenue Theatre. The draperies consist of a rich cardinal velour grand drapery with six-inch gold bullion fringe; a teaser border in Austrian puff design of silver satin; a main curtain of cardinal velour which opens in butterfly flash; and a title curtain of silver satin matching the teaser border. The 9x26-foot murals, painted by Tony Heinsberger, show the country's industrial life.

ANCHORAGE, ALASKA—The hardy residents of this town of 3,500 population are still agog over the motion picture theatre opened here last week by Captain A. E. Lathrop, famed Alaskan pioneer and industrialist. It is a million dollar, 1,000-seat de luxe house done up in a style so luxurious that local film goers simply can not believe that such a theatre has actually been put up in their town.

The most disheartening obstacles were placed in the way of the new theatre. It actually was started before the war, but material shortages, the difficulty of transporting materials, the long distances required for normal business relations between builder and materials people kept the job going for more than five years. The 9x26-foot murals, for instance, were hauled over the famous Alcan highway.

Alaska has not seen anything like it. There are murals in the auditorium, in the foyer and lounge. The murals on the mezzanine were done in raised gold leaf and depict Alaska's animal and floral life. The stools in the ladies' powder room have plexiglass bases and are upholstered in a light tan plastic fabric. The carpeting is in a design especially created for the theatre.

The theatre operates on a policy of no confection sales, no double features and no seating after the feature starts. A huge waiting room, designed for patrons' convenience, has been provided for those who arrive late. H. Marcus Pritica, widely known Seattle architect, designed the building.

Intermountain Exhibitors Elect Sam Gillette for Another Term

SALT LAKE CITY—The Intermountain Theatre Organization, which has been an affiliation of exhibitors from Utah, Idaho and Montana will continue to function despite the recent action of Montana theatremen to join the Pacific Coast Conference of Independent Theatre Owners (PCCITO). This was decided at the annual exhibitor-distributor roundup held here this week.

As a result of the Montana action to swing toward the Allied wing of exhibitor organization, the 100 or more delegates re-elected Sam Gillette of Tooele, Utah, as president; Ralph Trathen, Salt Lake City, secretary-treasurer; and Hugo Jorgenson and Hilmer George of Rigby, Idaho, as board members from their state. Montanans had been slated to take over the top positions in the organization this year.

This plan of organization will continue until the ITO is disbanded or another organization is created to take its place. In any event, the separate state groups will be maintained. Whereas there had been some reports that the Utah and Idaho exhibitors would swing to PCCITO along with Montanans, the delegates here this week tied in with the American Theatres Ass'n in fighting theatre taxes. The delegates approved a "stiff fight" against present levies and okayed a plan to clear all recommendations for tax reductions through ATA channels. Trathen was authorized to wire S. H. Fabian, ATA president, to that effect.

Set 'Black Gold' Opening

NEW YORK—Monogram will open "Black Gold," Allied Artists production, in Louisville, Ky., during the latter part of July.

Men and Events

By JAMES M. JERAULD

Public Relations

ONE of the interesting aspects of Andrew W. Smith jr's approach to his new problems as general sales manager of 20th-Fox is his frank desire to cultivate better relations with exhibitors and the public. He has started by decentralizing the department operations so that division managers can approve contracts and make whatever adjustments are necessary to satisfy customers in the field.

Some call it decentralization; it might be described, too, as democratization. William F. Rodgers has been doing it for some time at MGM.

Smith's personality is peculiarly suited to this new approach. He has a boyish, friendly manner. He is not a high-powered, desk-pounding type of executive. Men who have known him for a long time say he is easy to approach and to reason with. His frankness is disarming. At the same time he is a shrewd trader.

It is impossible to make pals out of sellers and buyers, but removing as many points of friction as possible is an objective to test the talents of any man, and much can be accomplished in this business.

At his first press conference Smith announced the appointment of Sam Shain as his right-hand man with the title of director of exhibitor and public relations, another constructive move.

* * *

Byrnes Choice Excellent

SIGNING James F. Byrnes, former secretary of state, as an industry spokesman as well as attorney looks like a smart move. When Wendell Willkie took over a few years ago during a senate investigation of the industry the senators retreated in a hurry. They found Willkie was getting more headlines than they were and that took all the fun out of the investigation. Byrnes says he will not appear before committees of Congress. That's too bad. He is one man who could get the industry views on the record.

* * *

What About Films?

TO date television programs relayed between New York, Philadelphia and Washington over the AT&T coaxial cables have been free. The telephone company wants money—plenty of money. The television companies are protesting.

There was no surprise about this. Nobody likes to spend more money on something that is not turning in a profit. The surprise element was the revelation of how fast the AT&T is laying these coaxial cables. With the exception of a gap between North Carolina and central Georgia there is already a transcontinental line practically ready for use.

Construction of microwave air relays between New York and Boston are advancing rapidly.

National networks are coming faster than anybody expected a year ago, but until somebody figures out how to make money with them it's more than likely that the programmers will turn to films. A number of companies are ready for a start on these lines.

* * *

Young a Busy Man

WHEN Robert R. Young is not announcing some new plan he is busy denying some that have been announced for him. He has been the most talked about man on the coast for the past three weeks. First he said he wasn't trying to get control of the Union Pacific. Then he made a speech saying the Union Pacific could beat the time of the Santa Fe Chief any time it wanted to because the line was 400 miles shorter.

Then he made a ten-day tour of the Eagle-Lion studios and the rumor boys went to work so fast he had to issue a public statement saying he was satisfied with what he had found and had no intention of reorganizing the company or the studio setup.

If he doesn't keep his eye open, some major film company will try to take over his publicity department. It's good.

* * *

Platform?

HAROLD E. STASSEN is the only avowed candidate for the Republican nomination for the presidency, so it cannot be said that Eric Johnston is a contender. It can be said, however, that his talk before the Young Republican National Federation at Milwaukee seemed like a complete platform for a campaign in case he should decide to make one.

His hat may not be in the ring, but his opinions are.

Johnston Itinerary Given For His European Trip

WASHINGTON—Eric Johnston, president of the Motion Picture Ass'n, has announced his official itinerary for his forthcoming European trip in the interests of the industry. He will be accompanied on his trip by assistants Joyce O'Hara, Gerald Mayer, Edward T. Cheyfitz and his secretary, Miss Merrie Smith.

Leaving New York City June 22 via TWA, he arrives in Paris June 23, then on to Brussels, Belgium, on June 24. On June 26 he will be honored by the Brussels Film festival at a dinner given for him and attended by the Belgian prime minister and the foreign minister. Then on to Amsterdam on June 30; Copenhagen, July 1; Stockholm, July 4; Oslo, July 7; Warsaw, July 9; Berlin, July 10; Geneva, July 12, for the International Trade Organization and an indefinite period. Then he will go again to Paris, London, and be back in New York City about July 25.

Selig Head of Board, Denver University

DENVER—Youngest president of a major university in the U.S. is the honor won last week by Robert W. Selig, executive assistant to President Frank H. "Rick" Ricketson of Fox Intermountain Theatres, Denver.



ROBERT W. SELIG

Selig, 36, unanimously was elected president of the board of trustees at the University of Denver, which has an enrollment of 10,500 on two campuses.

Selig is an alumnus of the university, with a long record of distinguished service to his alma mater. He is widely known in the motion picture industry as a result of leadership in many civic and charitable activities, nationally and regionally. Currently he is an executive of the Denver Community Chest and a member of the board of directors of the Central City Opera House Ass'n. As Colorado chairman for the 1947 USO campaign, his efforts pushed the state into first place position in the nation.

SMPE Names Nemec to Post Of Executive Secretary

NEW YORK—Boyce Nemec, engineering secretary of the Society of Motion Picture Engineers for the past 18 months, was named executive secretary on Friday (June 13). He succeeds Harry Smith jr., resigned.

Nemec has been active in motion picture engineering for the past ten years. He has served as a member of the visual education department of the University of Minnesota. In 1941 he joined the regular army and was assigned to the signal corps training film production laboratories at Fort Monmouth, N. J. He helped form the war committee on photography and later served as secretary of the interim armed forces committee on photography. He spent two years as assistant to Maj. Lloyd T. Goldsmith, former director of the army pictorial engineering and research laboratories. He joined the SMPE on his release from the army.

He is a member of the SMPE general committee for the organization 62nd semiannual convention, to be held October 20-24 at the Hotel Pennsylvania, New York.

Richardson-Allen Adds Master to Its Staff

NEW YORK — Warren Master, formerly with the Federal Telephone and Radio Corp. as development engineer on selenium rectifier equipment, has been added to the staff of the Richardson-Allen Corp., where he will continue his developmental work in the rectifier division.



WARREN MASTER

Master has an EE degree from Lehigh university and during the last 20 years has been engaged in the development of special electro-mechanical devices and equipment for the utility, industrial and aviation fields.

Charlie and Jack are a couple of exhibitors

who run into each other
at 72 exhibitor meetings
each summer—and in
Miami each winter...



...and everytime they meet,
Charlie says to Jack,
"HelloJackwhatsnew?"...



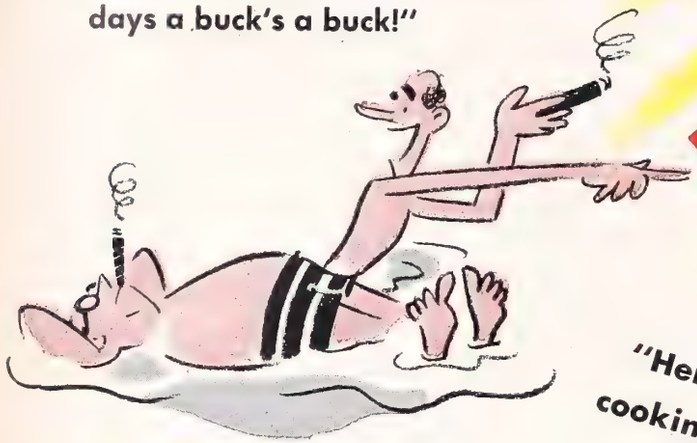
...and Jack says,
"Same old stuff. Some 40%s,
some 30%s, some flat
rentals...some days you
don't make a million!"...

UNTIL TODAY



...when Jack tells Charlie
about the jack that Charlie
can make if, like Jack
(who likes jack), he grabs the...

"Money talks... and it's sayin' Hal Roach. We always make a buck on his stuff, don't we, and these days a buck's a buck!"



"HAL

"Here's what's cooking when you're booking the...



HAL ROACH COMEDY CARNIVAL

One hour-and-forty-two minutes of great Cinecolor comedy. A top feature of fun,

COMEDY

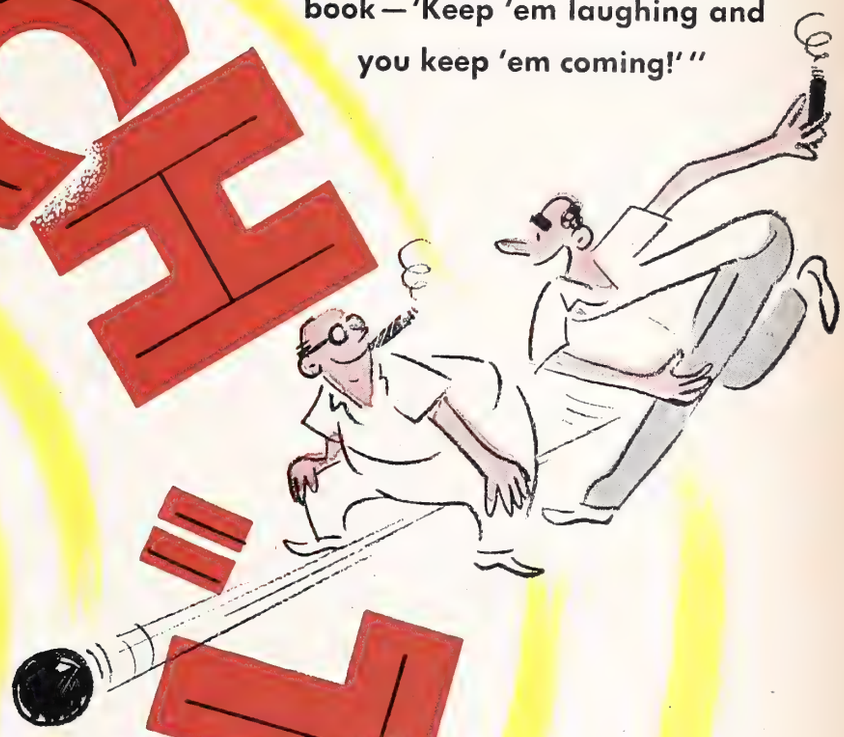
IN COLOR

"Look, here's what the UA salesman told me. Roach has a real sock package of fun. It kills audiences. And it's in Cinecolor. Can it be bad?"



ROACH CARNIVAL

"And laughs! This Carnival has more laughs than a beer has bubbles. Like it says in the book—'Keep 'em laughing and you keep 'em coming!'"



laughful of stars of today and tomorrow. Yes, Brother, with loads and loads of all that's funny in it, there's loads and loads of money in it!"

So, if it's profits you're after... get after UA!



To Avoid 'Ivory Tower' Operations

One Week a Year in the Theatre Decreed for Century Executives

NEW YORK—All home office executives of Century Theatres will spend at least one week each year in some theatre of the circuit to take a "refresher course" in the problems of actual management. The idea is to avoid "ivory tower" operation, says Fred J. Schwartz, vice-president.

The idea came up during a floor discussion at the open forum of the managers of the 37 houses of the circuit at the Waldorf-Astoria this week. Those who are to go out into the theatres will include district managers as well as home office executives and department heads.

"Even with frequent visits to the houses to observe their operation it is my feeling that home office personnel has a tendency to become remote from the 'firing line,'" said Schwartz. "The home officials are concerned with the theory of supplying marketable motion picture entertainment, whereas the men in the field are in direct contact with the public temper and are able to read it firsthand.

"In the falling market that exists today we must make opportunities to watch the public buy its movies, and make an effort to gauge their likes and dislikes, so that we may select and present our shows more intelligently."

Schwartz also says that the stays in theatres will give executives a chance to "refamiliarize ourselves" with the problems that confront managers.

"By viewing the hour-to-hour efforts of the managers we will be in a position to know exactly what to expect from them in the time they have available. In this way we will be less likely to make unreasonable demands."

Boris Morros Sees Roadshows As Hardship on the Industry

NEW YORK—"Roadshow attractions work hardship on the motion picture industry at a time when price resistance is high," according to Boris Morros, producer of "Carnegie Hall," in announcing that United Artists will put the picture into general release in the U.S. in August. The only exception to continuous run engagements will be in Boston, where the picture will open a two-a-day run at the Esquire June 19. Advance sale there is far ahead of "Henry V" and "The Best Years of Our Lives," which played two-a-day at the same theatre during the past year, Morros said.

Morros, who has just returned from a two-month survey of the European film market, maintains that "Carnegie Hall" is of roadshow caliber and could have played more two-a-day engagements if it had been ready for release a year ago, when "Henry V" was playing similar runs throughout the country. Proof of this is the strong business the picture is doing in its reserved-seat engagement at the Theatre de Champs Elysees in Paris, where the opening was sold out four weeks in advance; in Stockholm, where it is now in its eighth week, and in many South American cities, where it is doing 30 per cent more than "Spellbound," according to Morros.

No dubbing was needed for any of these foreign engagements because "music is an international language" and because of the increased understanding of English among the younger people in foreign countries. In France, Belgium and Switzerland, English-language classes are obligatory, according to Morros, who predicts that, in five or ten years, "American producers won't need to put superimposed foreign titles on their product" for release abroad.

The film situation in Europe is "confused," according to Morros, who noted that the British have stepped in ahead of the Americans in many countries with campaigns which proclaim: "It it's a good picture, it's a British picture." The American industry must unite to offset this campaign with "better American pictures and better salesmen," he said.

Morros visited France, Belgium, Holland and Switzerland in addition to England, where he found business was bad because of the record heat wave. There are no refrigerated theatres in all of England, Morros said, and many first run bookings are being made in the resort towns instead of in London.

Morros will return to Hollywood June 19 to start preliminary work on his next two productions for United Artists, "Babes in Toyland," from the Victor Herbert operetta, and "Carmen from Kenosha."



HAL ROACH AND UA PARLEY—The producer of "Comedy Carnival," first of his new releases for United Artists, discusses sales policy with executives of the company at luncheon in New York. Left to right: Maury Orr, western sales manager; Edward M. Schnitzer, eastern and Canadian sales manager; J. J. Unger, general sales manager; Roach and Gradwell L. Sears, vice-president in charge of distribution.

Review > > < < Flashes

COPACABANA (UA)—Groucho Marx, Carmen Miranda and several other bright lights of song and dance, including the Copa girls, are dealt thick slices of screen time for their special talents in this top-budget production and, happy to relate, there is a clever and fast-moving story to tie together the film's many entertainment values. There is every indication the picture will be a winner in all situations. Also in the cast, Gloria Jean, Andy Russell, Steve Cochran, Desi Arnaz. A credit to Producer Sam Coslow and Director Alfred E. Green.

I WONDER WHO'S KISSING HER NOW (20th-Fox)—George Jessel polishes up the successful 20th-Fox Technicolor musical formula with outstanding backgrounds and sparkling production numbers. A name cast, catchy tunes and excellent musical arrangements add appeal to a nostalgic theme. It all makes for solid entertainment for all age groups. June Haver, Mark Stevens, Martha Stewart, Reginald Gardner. Lloyd Bacon directed.

WEB OF DANGER (Rep)—Around some dull stock shots of floods and bridge building an attempt is made to build a drama about the lives, loves and dangers of the men who build bridges. The stock shots, uninteresting though they may be, are the best part of the picture. Adele Mara, Ford Kennedy, Damian O'Flynn. Philip Ford directed.

These reviews will appear in full in a forthcoming issue of BOXOFFICE

All Business Except Films Building Up in Detroit

DETROIT—There are no signs of a business depression here this year, according to the city authority whose job keeps him in close touch with the public's pocketbook. Daniel J. Ryan, superintendent of welfare, has completed a survey of local business conditions which shows that there has been an upturn in conditions over the past 12 months in all lines of business except two—building and show business.

The drop in new building construction is 57 per cent. Ryan confirms the drop in theatre attendance that all exhibitors complain of, but estimates it at 10 per cent, somewhat less than most exhibitors.

According to Ryan, exhibitors are comparatively well off, however. Their fellow showmen here in the night club field have suffered a drop of 35 per cent in the past year.

Omen for the future is the 25 per cent increase in the welfare load. There are now 10,733 people on relief, compared to 8,190 a year ago. In many cases these represent older people who cannot find jobs under postwar conditions. The increase indicates a growing number of people who can no longer afford to attend shows as they did formerly.

"ERROL and KENNEDY COMEDIES ...TOP 'EM ALL"

—say the guys who play 'em!



"Poor Edgar, if he ever outwits his brother-in-law and Mama, we're going to send him orchids. *Our patrons just love to see him pushed around—and shout with glee!*"

—Mattie Kimbrough, Temple, Texas

"Usual good Edgar Kennedy with *plenty of laughs!*"

—Abe H. Kufman, Fountain, Terre Haute, Ind.

"A good comedy which *will make anyone laugh*. Play it!"

—E. M. Freiburger, Paramount, Dewey, Okla.

"Our Kennedy fans said this was his best; he lowered the ice cream freezer on his brother-in-law and *the customers rolled in the aisles!*"

—Roy Reeves, Brockton, New Brockton, Ala.

"Leon Errol in 'Let's Go Stepping' is an *excellent comedy!*"

—James C. Balkcom, Jr., Gray, Ga.

"*A scream for slapstick* and one of his best ever, in my opinion."

—Terry Axley, New, England, Ark.

RKO RADIO PICTURES

Here's down-to-earth, grass-roots laughter for everyone! Year-after-year bookings by more than 8,000 theatres prove that Errol and Kennedy subjects are . . .

THE BEST 2-REEL COMEDIES ON THE MARKET!

IATSE-NATKE Members Will Be Interchanged

NEW YORK—A basic agreement on the interchange of American and British industry technicians has been reached between Richard F. Walsh, international president of IATSE, and Tom O'Brien, general secretary of the National Association of Theatrical and Kine Employes, after two weeks of consultation here. The agreement will regulate the entrance of British technical labor into Hollywood on a reciprocal basis with American technicians going to work in London studios and will be set up in detail with IATSE officials on Walsh's return from England late this summer. The IATSE president and O'Brien left on the Queen Elizabeth June 11 and will continue their discussions in London.

During 1946 and the first three months of 1947, about 20 American technical personnel went over to England to work in British studios, according to O'Brien, while, during this same period, only four British technicians came to visit in Hollywood, none of them to work in the studios there. The feeling in the English studios that American technical personnel is coming over "in too great a number" was the chief reason for a protest strike by British technicians in one studio near London shortly before O'Brien came to this country. Although he succeeded in ending the walkout in a few hours, O'Brien determined to find a solution which would avert future difficulties and prevent production in London from being held up.

While the British have no intention of displacing an American technician with one of their own men, O'Brien said, they believe that, at present, it is "far more difficult for a British technician to get to Hollywood than it is for American technical personnel to get into London." The final details of the cooperative plan will be worked out after Walsh surveys labor conditions in the British studios and theatres employing NATKE members. The British organization has about 60,000 members, according to O'Brien.

O'Brien, who made a firsthand study of conditions in New York City and in New England, where he visited theatres, also discussed with Walsh the possibility of starting a trade union committee to discuss labor problems.

Regarding the deadlock now existing between Local 702, IATSE, and the representatives of 16 film laboratories in New York, Walsh said that "an agreement has been worked out" and there will be no strike. The agreement calls for "a substantial wage increase," Walsh said, but announcement can not be made until final details were worked out.

Midwest Exhibitor Group To Attend Allied Meet

NEW YORK—Exhibitors from Minnesota, Wisconsin and Illinois will attend the Allied Theatre Owners of New Jersey convention at Atlantic City June 24-26, and the testimonial banquet to Jack Kirsch, national president of Allied. The exhibitors will leave Chicago June 23 in four special cars. The convention will be held at the Ambassador hotel.

Those scheduled to attend include Andy Smith, 20th-Fox general sales manager; David Palfreyman, MPA; Harry Brandt, president of ITO of New York; Jack Levin, Confidential Reports; Sam Rinzler, Randforce circuit; Fred Schwartz, Century circuit; Hugh Owen, Paramount; Sam Shain, 20th-Fox; Malcolm Kingsberg, RKO Theatres; Sol Schwartz, RKO Theatres; Sam Frank, New Jersey; Jack Ellis; UA; Fred Myers, Universal; Harry Waxman, New Jersey; Jay Emanuel; Charles "Chick" Lewis; C. E. Peppiatt, 20th-Fox; Maurice Kann, James Jerauld, Sam Gross, Sherwin Kans, Earle Sweigert, Paramount; W. A. Prewitt, Morris Finkle, Al Picoult, Mo Wax, Morton Sunshine and Henry Randel, Paramount.



DISCUSS WARNER SALES—District managers and home office executives at two-day meet in New York presided over by Ben Kalmenson (seated at head of table), vice-president and general sales manager. Details of sales methods on the new newsreel were taken up. Left to right: Robert Smeltzer, Henry Herbel, Roy Haines, Norman Ayres, James Allen, Norman H. Moray, and (standing) Charles Baily. At right, reading down from head of table: Mort Blumenstock, Jules Lapidus, I. F. Dolid, Sam Lefkowitz, Charles Rich, Haskell Masters and Hall Walsh.

'Bert' Moeller Dies; Served MPTOA

DETROIT—Albert J. "Bert" Moeller, 57, died from a cerebral hemorrhage at 3 a. m. Wednesday (11) at his home. Moeller had been in ill health several years. He was early head of the old exhibitor organization in Michigan and later became general manager of MPTOA. He returned to Detroit about three years ago and has maintained contacts with the motion picture industry locally since that time. Last rites and burial took place Friday. He is survived by his wife Vera and a stepson.

Funeral Services Held For Aronson of MPA

NEW YORK—Funeral services were held Thursday (June 12) at Park West funeral chapel for Alexander S. Aronson, 62, assistant to Gerald M. Mayer, managing director of the MPA international division. He is survived by his wife and a daughter, Mrs. Harry Galland.

Aronson was transferred from the MPEA to the MPA last February. He was hospitalized shortly after his appointment.

Aronson first started in foreign distribution in 1914. For several years he served as MGM general distribution representative in Europe. He operated his own distribution setup in Europe for U.S. pictures from 1931 to World War II.

Francis S. Harmon, MPA vice-president, and Irving Maas, vice-president and general manager of the MPEA, lauded Aronson as a friend and business associate. Maas said: "I have lost a personal friend and the industry one of its most capable international sales executives. He devoted many long years of his career as a pioneer in the distribution of American motion pictures abroad and to the early development of the international market."

William J. Lyris, 54, Dies; With Skouras Since 1911

NEW YORK—William J. Lyris, 54, well-known Pacific coast showman, died unexpectedly of a heart attack June 9, while on a business trip here.

Lyris, a native of Greece, came to the U. S. in 1911 and entered the theatre business in St. Louis in association with Charles P. Skouras, now head of Fox West Coast Theatres and National Theatres Corp., and Spyros P. Skouras, president of 20th-Fox. In 1932, Lyris went to Los Angeles to join Fox West Coast and for the past several years has been director of the merchandise department of both Fox West Coast and National Theatres.

Lyris is survived by his wife, Toni, and two daughters, Billie and Marie.

Funeral services were conducted in Los Angeles at the Greek Orthodox Church of Assumption, with interment at Inglewood cemetery.

George Foster, 65, Is Dead; Wehrenberg Brother-in-Law

ST. LOUIS—George Foster, 65, brother-in-law of Fred Wehrenberg, president of the Motion Picture Theatre Owners of America and manager of Wehrenberg's Virginia Theatre, died here Monday (9).

As a young man, Foster was a drummer in theatre orchestras here. He had managed Wehrenberg theatres for the past 30 years. Surviving are his wife Helen and several children.

RKO Radio's 'The Farmers Daughter' Wins the May Blue Ribbon Award

By VELMA WEST SYKES

"THE FARMER'S DAUGHTER," RKO Radio's comedy drama about a winsome Swedish-American country girl who came up to the big city and ran for Congress, is the May choice of the National Screen Council for the BOXOFFICE Blue Ribbon Award. Starring Loretta Young, Joseph Cotten and Ethel Barrymore, and featuring Charles Bickford, the film is an amusing and good-natured satire on certain phases of American politics, but was adapted from a Scandinavian play by Juhni Tervataa. This is the second RKO picture to win the Award this year, the company winning with "Song of the South" for February.

Producer Dore Schary's other Blue Ribbon winners have been with Metro-Goldwyn-Mayer, and for screenplay and original story credits except for "Lassie Come Home," of which he was executive producer. Director H. C. Potter has his first Blue Ribbon picture in this, as does veteran stage-and-screen actress, Ethel Barrymore. For Loretta Young it is the second Blue Ribbon Plaque, though it has been 13 years since "The White Parade" (20th-Fox) brought her the first one by winning for November of 1934. Charles Bickford's two other winners were back in the '30s and Joseph Cotten's more recent of his other two was "Since You Went Away" (Selznick-UA) for November of 1944.

Soap Box Well Hidden

When "The Farmer's Daughter" was reviewed in BOXOFFICE last February 22, the reviewer commented: "It is a Cinderella story told against a background of national politics which permits the injection of preachment in Americanism and democracy. The soap box is so well hidden, however, by brilliant scripting, handsome mountings, skillful direction and sterling performances that it detracts not one whit from the bountiful supply of excellent entertainment." Reports from 19 key cities show that it now has a first run average of 128 per cent, and this may run even higher in the neighborhood shows and small town situations, for it is the kind of picture which usually does good business in those places.

Members of the National Screen Council always find a place on their ballots for comment about the picture of their choice—or about other pictures. This month's comments about "The Farmer's Daughter" included one by Genevieve Hackett, motion picture chairman for the D.C.C.W. at Kansas City:

"This picture presents the American way of life. Splendid—may we have more of them."

Alan Branigan of the Newark News says it this way: "Cheers for an adult, amusing, clever photoplay of life in America." . . . And Patricia Blair, film adviser of the American Library Ass'n, now living in Rochester, N. Y., writes: "Clever satire. Ethel Barrymore is seen to excellent advantage. The film is a good social commentary."

Picture Distinctly Different

According to Marjorie G. Dawson of the MPA, New York office, "Dore Schary deserves palms for a top entertainment picture that combines humor, suspense, superb acting and direction, with an affirmation of American, political and social democracy."

Bettina Gunczy, New York City, secretary of the National Motion Picture Council, calls the winning film "sharp, social satire expertly presented—result, excellent entertainment."

Larry Jonas, radio commentator on KPHO at Phoenix, sends in this comment: "The title may be old hat, but the picture is distinctly different and off the beaten film path."



NEW MAID KATIE (LORETTA YOUNG) OFFERS CONGRESSMAN GLENN MORLEY (JOSEPH COTTEN) ADVICE.



MRS MORLEY (ETHEL BARRYMORE) AND SON WITH CLANCY (CHARLES BICKFORD), BUTLER AND FRIEND.



KATIE LEAVES TO RUN FOR CONGRESS BUT THE HAPPY ENDING INCLUDES HER ELECTION AND HER MARRIAGE.

The Cast

Katrin Holstrom	LORETTA YOUNG
Glenn Morley	JOSEPH COTTEN
Mrs. Morley	ETHEL BARRYMORE
Clancy	CHARLES BICKFORD
Virginia	ROSE HOBART
Nordick	TOM POWERS
Adolph	RHYS WILLIAMS
Sutven	HARRY DAVENPORT
Ward Hughes	WILLIAM HARRIGAN
Sven	LEX BARKER
Holstrom	HARRY SHANNON
Olaf	KEITH ANDES
Johnson	THURSTON HALL
Finley	ART BAKER
Einor	DON BEDDOE
Peter	JAMES AURNESS
Mrs. Holstrom	ANNA Q. NILSSON
Van	JOHN GALLAUDET
Eckers	WILLIAM B. DAVIDSON
Sweeney	CY KENDALL
Maatinaan	FRANK FERGUSON
Window	WILLIAM BAKEWELL
Jackson	CHARLES LANE

Production Staff

Producer ..... DORE SCHARY
Director ..... H. C. POTTER
Suggested from a Play by .... JUHNI TERVATAA
Screenplay .. ALLEN RIVKIN and LAURA KERR
Assistant to the Producer ..... EDGAR A. PETERSON
Director of Photography ..... MILTON KRASNER, A.S.C.
Special Effects by RUSSELL A. CULLY, A.S.C.
Art Directors ALBERT S. D'AGOSTINO, FEILD GRAY
Decorations by ..... DARRELL SILVERA, HARLEY MILLER
Montage by ..... HAROLD PALMER
Makeup Supervision ..... GORDON BAU
Music by ..... LEIGH HARLINE
Musical Director ..... C. BAKALEINIKOFF
Orchestral Arrangements ..... GIL GRAU
Film Editor ..... HARRY MARKER
Sound by ..... FRANCIS M. SARVER, CLEM PORTMAN
Miss Loretta Young's Costumes Designed by ..... EDITH HEAD
Assistant Director ..... JAMES CASEY



This Award is given each month by the National Screen Council on the basis of outstanding merit and suitability for family entertainment. Council membership comprises motion picture editors, radio film commentators, and representatives of better film councils, civic and educational organizations.

Hollywood Report

By IVAN SPEAR

Cooper and Ford Organize Second RKO Sharecropper

When rolls around that rare week when newcomer film makers fail to launch a new venture, the stream is sure to be kept running by formation of another outfit by someone already established in one company or more. Such is the case with Arko, Inc., a brand new unit just organized by Merian C. Cooper and John Ford, respectively producer and director, who already are teamed in Argosy Pictures, making features for RKO Radio release, which distribution arrangement will also be the situation as concerns the new Arko. First undertaking by the newcomer will be "Mr. Joseph Young of Africa," an adventure film based on an original story idea by Cooper and whipped into a script by Ruth Rose. Arko is aiming at an August 1 kickoff for the adventurer of the veld.

Sam Goldwyn to Remake 'Secrets' in the Fall

"Secrets," based on a picture made by Mary Pickford way back in 1932, has been added to the production slate of Samuel Goldwyn. It is being written as a starring vehicle for Dana Andrews and Teresa Wright, which pair carried the ball a good part of the way in Goldwyn's Academy award winning "Best Years." A fall start for the picture is being planned . . . Continuing to manifest predilection for femme names as picture titles, Sam Katzman, who plows a sharecropping acre for Columbia, has selected "Mary Lou" as the title of one of the four musicals he will make for that company's 1947-48 program, as per previous announcement. M. Coates Webster has been ticketed to write an original screenplay for the film . . . Another of Columbia's growing lineup of independents, Irving Cummings, borrowed John Sturges from the mother company to direct his initial profit-splitting venture, "The Sign of the Ram." At the same time, Cummings set Alexander Knox for the male lead opposite Susan Peters . . . Out at Republic, William Witney and Edward J. White were set respectively to direct and produce "The Gay Ranchero," a forthcoming Trucolor starrer for Roy Rogers . . . Harold Greene has been set as associate producer on the Pickford-Rogers-Cohn Triangle Productions, "Sleep, My Love," now shooting at Hal Roach studio for release by United Artists.

Ben Lyon's 20th-Fox Pact Extended Another Year

Ben Lyon, executive talent director and chief of casting for 20th-Fox, will continue in that job for at least another year, having just been handed an option lift . . . Bennett R. Cohen, formerly producer of Republic's Sunset Carson series, was hired by Monogram to produce the series of westerns starring Jimmy Wakely. First film in his new post will be his own original screenplay, "Song of the Winchester" . . . John Hambleton was signed by Universal-International to a term contract as production coordinator. He recently resigned as assistant to Producer William Pereira at RKO Radio, prior to which he was a set designer for the New York theatre . . . MGM took on Producer Paul Jones who recently resigned from Paramount where his last chore was "Dear Ruth."

To Cut Quantity, for Quality Gain, Of Short Subjects Coming Season

Ignored too much of the time by those who keep a more or less jaundiced eye on the production scene, the humble short subject, in one week, made a bid for more attention than usually is accorded the briefie field in months. And, if a conclusion is to be drawn from the various developments, indications are that the forthcoming season will witness a definite curtailment in the number of shorts, which trimming in quantity will be somewhat offset by an upswing in quality.



WALTER LANTZ

First comes a survey by Walter Lantz, president of the Cartoon Producers Ass'n and he whose pen and ink cinema children are distributed by Universal-International. Lantz's poll of the cartoon field brings forth the statistical information that production in the animated field for 1947-48 will be 45 per cent below that of the season now approaching a close. On the agenda of the cartoon concocters are 105 subjects as compared with approximately 200 scheduled for the 1946-47 releasing year. Two principal reasons enter into the trimmed schedule —increasing production expenses, largely due to higher labor costs; and the difficulty in obtaining Technicolor commitments. Lantz's industrywide survey takes into consideration, in addition to his own outfit, Metro, Warners, Paramount, Disney and Terry-Toons, the last named being located in the east. As a result of the curtailment, approximately 50 per cent of the artists and technicians usually employed by the pen-and-inkers will be out of work.

On the brighter side of the picture is word from Pete Smith, MGM's droll veteran of abbreviated entertainment, that one-third of his well-known specialties for 1947-48 will be made in Technicolor. It is the first time that Producer-Commentator Smith has used the tint photography since some of his cooking subjects of several seasons ago were rainbowed.

Also contributing to the silver lining was a revelation that RKO Radio shorts for the forthcoming season will make a play for more attention through the use of increased star power, better subject matter and more novelty. George Bilson, who dreams up most of the briefies at the Gower street celluloid bazaar, told of the change in policy upon his return from business powwows at the home office.

Only Three Producers Buy Stories During the Week

Ol' man Public Domain and a possible growing aversion on the part of the magi of production to continuing their long standing story-buying spree contrived to keep Hollywood's literary mart in the doldrums for another week.

Producer Sol Lesser, who makes pictures for both RKO Radio and United Artists distribution, took a gander at the works of Robert Louis Stevenson and decided to merge two of that author's yarns into a screen vehicle for his contractee, Lon McCallister. The pair of Stevenson stories that will be used for the opus will be "Kidnapped" and "David Balfour," with McCallister portraying the title character of the latter. Lesser plans to put the picture in work this fall for a 1948 release, probably by UA.

Mighty MGM purchased "The Murder Mystery," a mystery story by Charles Jackson, author of "The Lost Weekend." The story tells the psychological effect of a grim murder on an entire community. Studio bought the story after reading a 70-page treatment by Jackson, which is the basis for a novel to be published by Rinehart in the fall. Irving Lazar, to whom Jackson first told his story, will join MGM as associate producer on the picture.

Only other story buy was made by an independent, Jack Bernhard, formerly a Monogramian, who acquired screen rights to "Return of the Navajo," a novel by Manilla Russell. He says he will produce and direct the picture himself or sell the property to a major producer. Story deals with the postwar problems of an Indian when he returns home after serving in the army in the Pacific.

Gene Kelly Cast by MGM For 'Three Musketeers'

To his considerable accomplishments as a hoofer and a mummer, Gene Kelly now can add another distinction. He's about to join the none-too-exclusive list of actors who have portrayed the most romantic of Alexandre Dumas' "The Three Musketeers," to wit, Monsieur D'Artagan. This time it will be MGM where Kelly is under contract essaying still another remake of the immortal Dumas adventure yarn. Pandro S. Berman will produce. At the same time it was revealed that Independent Producer Edward Small had dropped his plan to make "Musketeers" for Columbia release . . . Another noteworthy casting by Leo sets Dame May Whitty in a topline of "If Winter Comes," which is another Berman production . . . Ilona Massey and John Carroll were nabbed to star with William Elliott and Joseph Schildkraut in Republic's "Monterey," to be produced and directed by Joe Kane.

Ciannelli Gets a Topline In 'The Double Take'

Eduardo Ciannelli was signed for a topline in Cornell Pictures' "The Double Take," which stars Franchot Tone, Janet Blair, Janis Carter and Adele Jergens, and which is for Columbia release . . . Dennis O'Keefe will star in Eagle-Lion's "T-Man," to be produced by Aubrey Schenck . . . Claudette Colbert returns to Universal-International to star in MacKinlay Kantor's new novel, "Midnight Lace," which Claude Binyon is scripting and will also direct . . . At the same studio, Jeffrey Lynn was signed for a role with Yvonne De Carlo and Dan Duryea in "Adventures of Black Bart" . . . Jack L. Warner set Ann Sheridan for her next starring vehicle, "Scandalous," a romantic comedy by Norman Krasna, which Vincent Sherman will direct and Jerry Wald produce.

A. H. Blank Enters Drive-In Field

DES MOINES—Construction of six drive-in theatres in Iowa and Nebraska is being undertaken by a company consisting of A. H. Blank, president of Tri-States Theatre Corp.: G. Ralph Branton, Tri-States general manager, and Phil Smith, Boston, president of Midwest Drive-In Theatres.

The operations, which will be among the first of their type in this territory, will be situated in Des Moines, Omaha, Lincoln, Sioux City, Cedar Rapids, and the Tri-Cities (Davenport-Moline-Rock Island).

General contract for a $75,000 drive-in here has been let by the organization. The theatre will cover the larger part of a 20-acre tract on S. W. Fourteenth street near Army Post road, and will accommodate 650 cars. It will open in the spring of 1948.

Contracts have been let and sites selected for the drive-ins in Omaha and the Tri-Cities area, also.

M. Murray Weiss, Boston, who designed the local layout, said construction would require a minimum of critical materials.

Bob Lichtenstein Joins E-L Exploitation Staff

NEW YORK—Bob Lichtenstein, formerly with Warner Bros. in the home office and in Cincinnati, has been added to the Eagle-Lion exploitation staff by Max Youngstein, director of advertising, publicity and exploitation. Lichtenstein will work directly under Lige Brien, assistant to Arthur Jeffrey, exploitation manager.

A 20th-Fox 16mm Unit; Paramount Deal Off

NEW YORK — Paramount and 20th-Fox have dropped plans to form a new 16mm foreign distribution company, and the latter firm is setting up its own 16mm department, according to Emanuel D. Silverstone, home office representative for 20th-Fox International Corp. The new 20th-Fox department will be headed by Daniel Frankel. It will handle narrow-gauge distribution in all countries with the exception of the U.S. and Canada.

Frankel originally was slated to serve as general manager for the Paramount-20th-Fox merger. He resigned as vice-president of Four Continents Films when the new corporation was announced last April. Silverstone was to be president of the distributing company. He will continue in his present post at 20th-Fox.

According to the terms of the proposed merger, Paramount International Films, Inc., and 20th-Fox International each were to own half of the stock of a new corporation. This corporation was to distribute 16mm films in sections of the foreign market where 35mm film is not now available.

Silverstone said all details of the new 16mm unit at 20th-Fox have not been decided. He said the reason the 16mm Paramount deal was abandoned is that 20th-Fox feels it is more economical to carry on narrow-gauge operations alone. "It is a more normal business procedure," he said.

The original idea behind the merger, Silverstone declared, was that both companies could get a better foothold in 16mm foreign markets by offering a combination of their product. "Actually both Paramount and 20th-Fox have a seven-year 16mm backlog, which affords sufficient product for narrow-gauge operation overseas," he said.

When the merger first was announced the proposed corporation was to handle release of a series of educational shorts being produced by Boris Vermont at Movietone News. The series is called "The World Today." Silverstone said there has been no decision on how these pictures will be distributed.

Teaching Film Custodians Going Into Adult Field

NEW YORK—Teaching Film Custodians is extending the distribution of its 16mm prints of educational short subjects to adult organizations engaged in community education projects. Arrangements have been made with the American Library Ass'n, through its committee on audio-visual materials, for the distribution of these subjects through public libraries. Already more than 20 libraries are engaged in this new activity, and industry films are available to newly organized programs.

Members of several adult education groups are appraising films, analyzing their values in adult education and including suggestions for the use of these pictures which will be helpful to group leaders.

During 1946, more than 15,000 prints were licensed to film libraries for redistribution to local situations.



Washington Report

By LEE GARLING

SPOKESMAN for James F. Byrnes, former secretary of state, said that Byrnes had not been asked to represent all major defendants before the supreme court when the New York industry case comes up next fall or winter. Byrnes has been retained by 20th-Fox for that purpose and may also represent the other appellants if asked, the spokesman added.

Having recently opened new law offices in Washington, Byrnes is now taking on clients.

Eric Johnston recently retained Byrnes for assistance in developing a set of fair trade practices and to prepare the industry case for use before the house un-American activities committee when the Hollywood Communist investigation comes up in September.

The spokesman denied Byrnes would testify before the committee for the industry, however.

* * *

DEBATE ON THE MUNDT BILL to authorize an international information and cultural exchange program at the State department continued all week in the house of representatives. Distribution and production of documentary films would be included among the activities under the bill.

House leadership plans to bring it to final vote early this week. Passage seems likely. Producers would be given a chance to make the films under the proposed new programs if the bill passes.

* * *

RESTORATION OF FUNDS for continuing the State department program of sending propaganda films abroad under the present program conducted by Assistant Secretary of State William Benton, still remains in doubt.

Senator Vandenburg, chairman of senate foreign relations committee, when asked by BOXOFFICE, refused to reveal whether he would vote for or against the appropriation. He said he hadn't made up his mind yet.

* * *

GREAT SIGNIFICANCE is attached to a bill in Congress HR 2725, which would create a commission to determine how much the federal government should pay localities in lieu of taxes on public lands.

Need for admission taxes as a revenue-raising project would have little meaning if the U.S. treasury should pay states and localities the equivalent of taxes lost through federal land ownership.

Scores of county and local authorities from many sections of the country appeared before a house public lands subcommittee to urge passage of the bill, but no motion picture industry representatives were in attendance.

Rep. Clair Engle (D-Calif.), sponsor of the bill, says about 500,000,000 acres of untaxable federal land is scattered throughout the country.

In five counties in Utah, 94 per cent of the land is federally owned. Only 26 per cent of the state as a whole is not held under federal title. Upon the occupants of that 26 per cent falls the burden of taxation to support the entire state and local expenditures.

That is only one example.

* * *

SPECULATION CENTERS around why J. Parnell Thomas, chairman of the house un-American activities committee, postponed the open hearing of his Hollywood Communist investigation. Originally he set June 16 to start hearings; now he says it will be September.

John S. Wood (D-Georgia), ranking minority member of the committee, revealed to BOXOFFICE that the question of the date and even whether or not to hold any further hearing on the alleged Hollywood Communist infiltration, has never been brought up before the committee.

This fact, of Thomas not putting such a highly publicized matter as the investigation, before his committee for deliberation and advice, has heightened the speculation. Best bet is that Thomas may have decided to put off full dress show until next session so as to get publicity value then, when it will do GOP more good. Publicity seems to be main reason for the committee's "smear Hollywood" investigation.

* * *

A 15-MINUTE SOUND SLIDE FILM sponsored by the U.S. Chamber of Commerce and titled "It Could Happen Here," is being distributed throughout the country. The film is based on three reports exposing Communism, made by the national chamber.

Price is $10 and film is available from the Economic Research department of the chamber in Washington.

* * *

THE INDUSTRY THIS WEEK took cognizance of another congressional move to legalize copyrights by performing artists making phonograph records. Edwin P. Kilroe, chairman of the copyrights committee for MPA, spoke against the bill at a hearing of the house judiciary subcommittee. Kilroe asserted the industry would be bombarded by unending lawsuits by performers claiming they had been imitated.

* * *

THE FEDERAL TRADE COMMISSION is investigating four of the largest distributor-producer commercial advertising film companies for restraining trade by entering into long-term, exclusive dealing contracts with motion picture exhibitors. They are: Ray-Bell Films, Inc., St. Paul; Alexander Film Co., Colorado Springs; United Film Ad Service, Inc., Kansas City, and Motion Picture Advertising Service Co., Inc., New Orleans.

* * *

THE COMMERCE DEPARTMENT announced that motion picture company dividend payments were up 39.1 per cent for first three months of 1947 over the same period in 1946. Total payments were $11,670,000, compared with $8,392,000 for the same period the previous year.

* * *

ARMY RECRUITING CAMPAIGN new $4,500,000 advertising program has $200,000 set up for motion pictures.

Pathe, Boston Bank Negotiating Loan

NEW YORK—Pathe Industries, Inc., and the First National bank of Boston are negotiating for a $7,000,000 loan. Talks have been going on for several weeks. C. Warren Sharp, Pathe treasurer, has met with bank officials here and in Boston. Further talks will be held soon, Sharp said, and added that the deal "keeps blowing hot and cold."

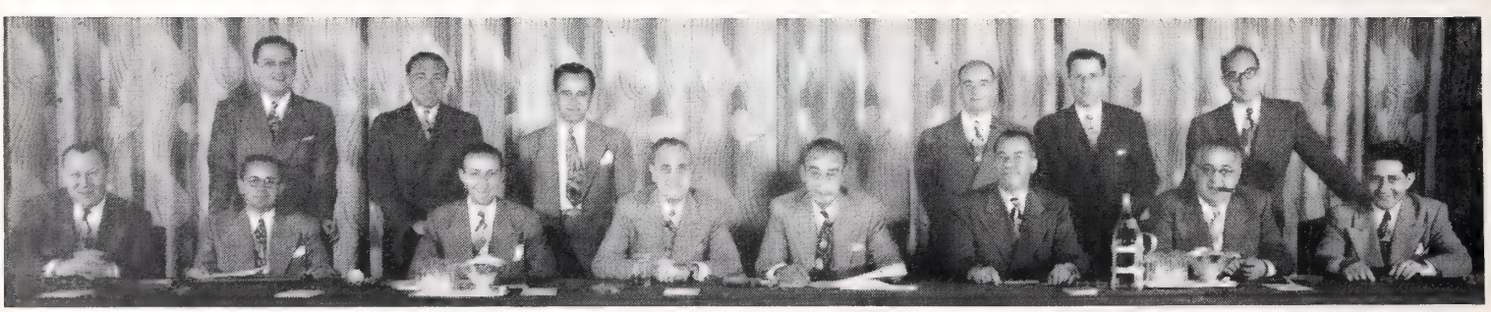
If the loan goes through the money will be apportioned among Pathe Industries subsidiaries, including PRC and Eagle-Lion Films. Sharp pointed out that Pathe is interested in expanding E-L.

The last loan made by Pathe was from the Bank of America during the summer of 1946. Approximately $5,000,000 was borrowed to finance PRC and E-L productions.

The Pathe treasurer flatly denied rumors that PRC operations will be curtailed and that Ralph Clark has resigned as sales manager for the company. He pointed out that PRC with its 31 exchanges in this country is the "backbone of Pathe Industries film distribution."

Clark is on a four-week vacation. Harold Dunn, assistant general sales manager, is filling in during his absence.

Robert R. Young, controlling stockholder of Pathe, recently denied another rumor that Pathe was planning major personnel and operational changes at the Eagle-Lion studio.



COLUMBIA CHIEFTAINS—These executives appeared on the dais at the Columbia sales meeting in Chicago June 3-6. Seated, left to right: I. Wormser, circuit sales executive; Leo Jaffe, assistant treasurer; George Josephs, assistant general sales manager; A. Montague, vice-president and general sales manager; Rube Jackter, assistant general sales manager; Louis Astor, circuit sales executive; Louis Weinberg, circuit sales executive; Maurice Grad, short subjects sales manager. Standing, same order: Irving Sherman; H. C. Kaufman, manager exchange operations; Seth Raisler, sales contract department; Sydney Singerman, assistant to manager of exchange operations; Vincent Borelli, assistant to circuit sales executives; and Joseph Freiberg, manager of sales accounting.

CHESTER FRIEDMAN
EDITOR

HUGH E. FRAZE
Associate Editor

BOXOFFICE Showmandiser SECTION

PRACTICAL IDEAS FOR SELLING SEATS BY PRACTICAL SHOWMEN

Giveaway

Promoting an automobile giveaway is an attainment which many theatremen strive for but which few realize. In Erie, Pa., Ken Grimes, manager of the Warner Theatre, has promoted several car giveaways, the last one only a few weeks ago.

Obviously, Grimes must give the cooperating merchants who pay for the car an equitable amount of advertising which reflects itself in increased sales. Too often in instances such as these, the theatre makes the most of the tieup, while the businessman who sponsored the deal ends up disgruntled and dissatisfied.

The fact that the same merchants are willing to sponsor a car giveaway around Christmas, then repeat the same deal a few months later, indicates how beneficial the promotion must be to both them and the theatre.

Grimes, incidentally, having found that the theatre capacity is not large enough for the night of the drawing, permits his patrons to register for a three-day period when they attend, thus making them eligible to win the car without being present the night of the drawing.

* * *

Included in our list of nice people is Mike Stranger, manager of Loew's State Theatre in White Plains, N.Y. Mike writes to congratulate BOXOFFICE on the Bonus idea. "If and when," writes Mike, "please make out my first Bonus check to the New York infirmary building fund."

* * *

Theatremen are doing a fine public relations job with school graduates. Morgan Duval, manager of the Palace Theatre, Duncan, Okla., ran an attractive 4-column by 10-inch advertisement which simulated a diploma and carried a message of congratulations to every individual in the graduating class of Duncan high school.

Cy Mee, manager of the State Theatre, Harrisonburg, Va., was one of the showmen who used commencement time as an opportunity to felicitate graduates through personal letters. Mee also obtained the enrollment list from Madison college and sent each new student a letter of welcome, suggesting they make the State Theatre their entertainment headquarters.

---Chester Friedman

Individuality, Contests Click in Small Situation

Typical of scores of small communities throughout the country, Ruston, La., has a population of slightly more than 10,000 and two modern theatres. Like so many other showmen, the manager of the first run Dixie Theatre, Tom J. Mitchell, faces the problem of acquiring and maintaining a steady patronage which will keep his 1,000 seats occupied regularly with minimum expenditures for advertising.

"Someone has said," writes Mitchell, "that exploitation is the life, breath and soul of the amusement business, and if that be so, we are living and breathing, and we have a soul!"

The manner in which the entire staff at the Dixie combine their efforts toward promoting the theatre and its attractions is a contributing influence in the popularity and success the theatre enjoys.

ADAPTED FROM SHOWMANDISER

Many of the ideas used have been adapted from those published in the BOXOFFICE Showmandiser section, and the Ruston showman feels that he is repaying in a measure for some of these ideas by submitting a few of his own.

Recently, the theatre had "Ladies' Man" booked. It was decided to interest the student body of Louisiana Polytechnic, which has an enrollment of 2,000 students. A "Ladies' Man" contest was announced and the staff moved into action.

Letters were sent to all active sororities asking each to select a male member of the student body to represent it in the contest. An ad was run in the college paper announcing the details of the contest and a cash award of $10 to the winner, a three-week pass to the runnerup and a one-week pass to every entrant.

The contest was held on the stage on opening night of "Ladies' Man," and the collegians really came to see their favorites parade their muscles and manly pulchritude.

ONE WHEELS BABY BUGGY

The contest proved to be highly entertaining because Mitchell had the forethought to arrange a series of comedy sketches for the youthful contestants. The first boy making his appearance pushed a baby carriage across the stage, and as he came back the audience caught sight of a sign on the near side of the buggy which read: "The Result of Being a 'Ladies' Man'."

One of the entrants paraded with nothing on but his shorts and a barrel which he gingerly toted about. Copy of the barrel read: "Date Me Girls, I'm a Barrel of Fun."

Still another made his appearance chasing an attractive girl across the stage, up the aisle and out of the theatre. When the audience was ready to select the winner, this boy remade his appearance—all bandaged up and supported by a pair of crutches.



Street bally including hillbilly band and rope twirler.

Another highly successful contest was introduced by Mitchell in connection with his engagement of "Ginger." Mitchell decided to capitalize on children's natural love for pets. Using a few passes and a month's supply of dog food, which was promoted, for prizes, he instituted a "Feller and His Dog" contest. To publicize the stunt, an entry coupon was run in the daily newspaper. More than 40 youngsters responded. They were placed in various age groups and presented on the stage.

Mother's day promotions might be sloughed off in some quarters with just a semblance of an effort, but at the Dixie, special care is taken to make the occasion more than just a little eyewash for public consumption.

Last month, Mitchell obtained an expensive orchid from a cooperative florist. A member of the Dixie staff was placed in the lobby who asked each mother who entered to register her name and age in a register book. The eldest mother was singled out, and after the showing of the feature attraction, house lights were put up, an announcement was made and Marshall walked out to where the patron was seated, microphone in hand, and paid tribute to all mothers of the community.

Such gracious treatment of such an occasion makes a marked impression on the audience, which invariably responds in a manner that leaves no uncertainty as to the popularity of both the manager and the theatre.

Every attraction which lends itself to exploitation gets special attention from the alert showman. When the first chapter of a western serial play opened recently, Mitchell looked up a hillbilly orchestra which agreed to give a free performance in front of the theatre.

Radio Goes to Theatre, Tells Behind-Scene Story on the Air

Not one to overlook the fact that people are always interested in behind-the-scenes operation of a theatre, Bill Morton, publicity director of the RKO Albee in Providence, R. I., recently arranged for recorded on-the-spot interviews with theatre personnel.

Morton made arrangements with radio station WHIM to bring a radio tape recorder into the theatre, and to go right into the motion picture booth while the show was on to do an interview with one of the old-time projectionists. The projectionist reviewed his years in the theatre and told what he thought were the outstanding motion pictures he had run off. Asked what he did on his day off, he replied, "Go to the movies."

The recorder was then moved to the box-office where the cashier was interviewed on some of the humorous incidents that happen in the course of a day. During the interview she continued to sell tickets and, of course, all of the boxoffice action was recorded right on the tape.

That night the station put the show on the air, and the authentic sound of the projection machines whirred away in the background, as did the merry sound of ticket register and change machine.

During these interviews no attempt was made to sell the current attraction at the theatre; rather, an attempt was made to sell the theatre and its efficient personnel to the public. That the program was a success was evidenced by the fact that numerous people coming to the theatre commented on hearing the broadcast.

While selling the theatre may be secondary to selling the picture in some situations, Morton believes that both elements should come in for attention. He plans more on-the-spot interviews with theatre personnel.

The Providence Journal, which is not a publicity-minded newspaper as far as motion pictures are concerned, went along with publicizing the RKO Albee, using an institutional story on a stagehand.

Monthly Kodak Club Show Ups Business at Yandell

C. M. Garrett of the Yandell Theatre in El Paso, Tex., is finding new customers for his theatre by cooperative enterprises with civic organizations. Recently he completed arrangements with the local camera club to hold the club's monthly color slide showing at the Yandell, where it complements the regular feature.

"This brought me new customers from the club and outsiders as well," said Garrett. "The newspaper publicity the club gives you is really worth while." He is working out similar programs with the rifle and pistol and flying clubs.

Form Norwalk Movie Club

George Cameron, manager of the Schine Theatre in Norwalk, Ohio, has eliminated gangster, thriller and horror films from his Saturday morning programs and is offering instead films combining entertainment and education. Children who attend are enrolled in the Norwalk Youth Movie club and will be under adult supervision. Boy Scouts patrol the aisles and lead in the salute to the flag and community singing. Members of the club each week receive a notice by mail announcing the next week's show. Cameron's plan has the endorsement of Probate Judge Luther Van Horn, the clergy, city and school officials, and newspapers.

PRESELLING

Paramount studio has completed arrangements for an exploitation tieup with the Chesterfield cigaret company whereby Dorothy Lamour and "Road to Rio," will be publicized in a series of full-page ads in 3,200 newspapers and four-color full-page insertions in 15 national magazines. The circulation of the media in the campaign runs to astronomical figures, that of the newspapers alone being 40 million. The ads are scheduled to break coincident with the release of the picture, in which Miss Lamour is co-starred with Bing Crosby and Bob Hope. The campaign will include plugs on the Chesterfield radio show, 24-sheet billboards, car cards, window displays and dealer and merchandising tieups.

Because of its particular appeal to women, Warners' "The Unfaithful," is being given a special national advertising campaign in publications with high feminine readership. Already scheduled for ads in August issues are 23 fan and women's magazines with total circulation of 60,991,712.

Publications include True Confessions, Modern Romances, True Love and Romance, True Romances, Real Romances, Personal Romances, Screenland, Silver Screen, Movie Show, Movie Life, Movies, Movie Stars Parade, Movieland, Screen Guide, Real Story, Photoplay, Radio Mirror, True Experiences, Movie Story, Motion Picture, Modern Screen, Screen Romances and True Story.

'Telegrams' Sent to Homes In 'Boom Town' Campaign

Five thousand telegrams were delivered house to house in St. Albans, Long Island, N. Y., as part of Manager Herman Berlin's campaign on "Boom Town" at the Cambria.

The messages, which were on a form resembling a commercial telegram, read: "Urgent you leave as soon as possible for 'Boom Town' stop Will meet you at Cambria Theatre Wed, Thurs, Fri or Sat May 28-31 stop You will meet 4 great stars: Clark Gable, Hedy Lamarr, Spencer Tracy, Claudette Colbert, in the exciting film, 'Boom Town' stop Arrange to stop over between stations at 'Young's' St. Alban restaurant, 218-15 Linden Blvd., best quality American and Chinese foods."

Berlin also handed out cards on which season pass appeared in large, bold letters. The full message was "Don't let the spring SEASON PASS without seeing 'Boom Town.'

Start a File!

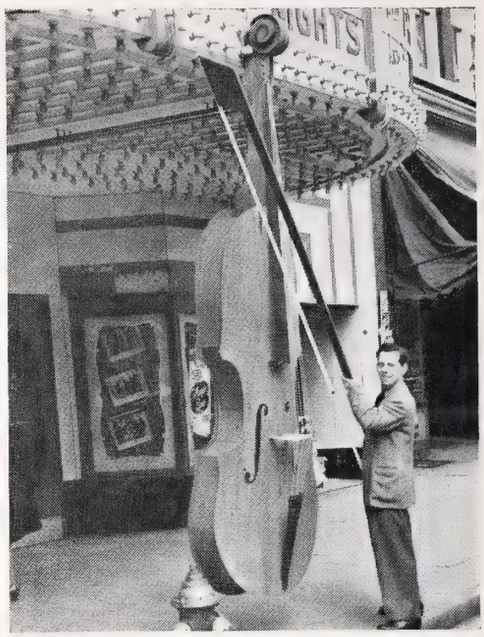
★ Don't discard your BOXOFFICE. The Showmandiser section has been designed to serve as a permanent handbook of theatre merchandising.

★ The pages will be numbered consecutively throughout the year.

★ An index to these pages will be published at regular intervals, thus providing easy reference to the various articles on showmandising of individual pictures, to types of pictures, and to all the various phases of promotion.

★ Theatremen and executives who have long felt the need for an up-to-the-minute, yet permanent guide to boxoffice promotion material, will recognize this latest service innovation in BOXOFFICE as an invaluable aid in their daily showmandising efforts.

Bowing 'Em Big



In Canada, they do things in a big way. Ken Johnston, manager of the Odeon Palace Theatre in Galt, Ont., dug up this giant-sized violin to help him sell "The Magic Bow." The gag did sell many extra tickets. "The Bonus," writes Ken, "can reach me at this theatre." BOXOFFICE will pay Mr. Johnston an extra bonus if he can tuck that violin under his chin.

Parking Meters Fed By Theatre Ushers

Unable to provide off street parking for its patrons, Fox Intermountain's Mayan Theatre in Denver inaugurated a parking meter paying service that is meeting with great response from the customers.

A chart of all meters in an area two blocks on each side of the theatre is maintained in the Mayan boxoffice. When a patron enters, he is informed the time he will be out. He then can deposit the correct number of nickels with the cashier, designate the meter at which his car is parked, and an usher will feed the meter to ward off traffic patrolmen and over-parking tickets.

Frank Ricketson III, manager, said the service is maintained up to 6 o'clock daily.

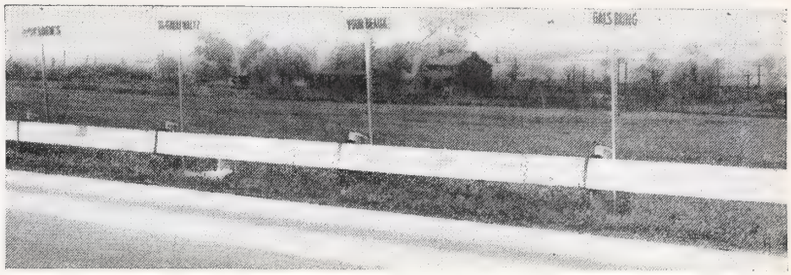
Golf Shorts Preview Boosts Regular Run

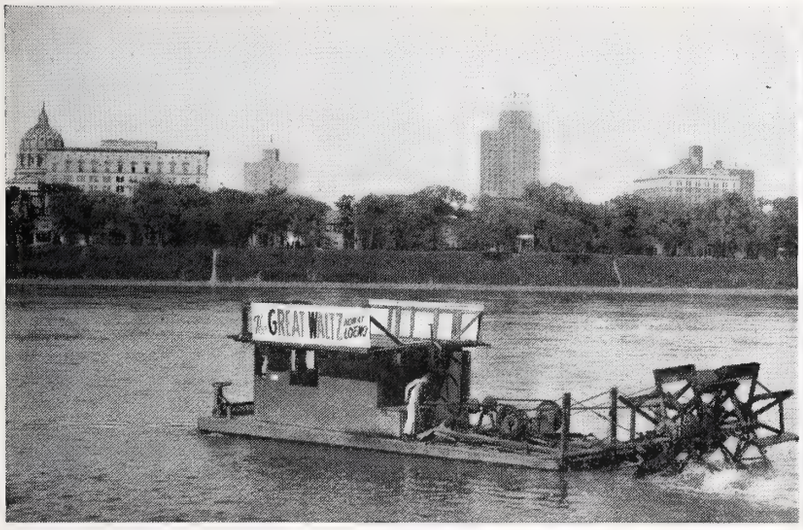
Clyde Allen of the Parkway in Fort Worth got together an all-golf program of shorts, which included the film Ben Hogan made at the Augusta, Ga., masters' tournament last year. He then invited golf professionals and board members of the City Golf Ass'n to a special screening at 11 a. m.

A goodly crowd turned out; later the shorts were added to his program for one night only. His telephone almost rang itself off the wall with inquiries, with business far above average.

BY LAND AND BY SEA

Sam Gilman, manager of Loew's, Harrisburg, Pa., and his assistant, Bob Westerman, decided to step up the exploitation tempo of "The Great Waltz." Here are some of their ideas. At right, roadmarkers similar to Burma Shave displays were placed on all highways. Below left, park benchsitters and motorists along the Susquehanna river are entertained with music from the picture carried over a loudspeaker system on this barge. At right, trailer float.







Gum Deal Ups Trade, Quiets Juveniles

The distribution of bubble gum to increase juvenile attendance at Saturday matinees is almost a standard practice at many theatres. But Joseph Bailey, house manager of the Carlton Theatre, Manhattan, Kas., has given the stunt a new twist. He not only has increased patronage but has cut down, to a great extent, the noise, confusion and running back and forth down the aisles that are the usual part of any showman's Saturday afternoons.

The Carlton's advertisements carry the announcement that to the first 100 children attending the matinee will be given a stick of bubble gum. But it is not handed the youngsters at the door. Instead they are given a card. When the child leaves, if (and here is the important point) in the opinion of the house manager or the doorman the child has caused no disturbance, made no unnecessary trips up and down the aisles, his card is punched and the gum is then presented.

Each card is made with ten numbers. When the numbers are all punched and the youngster's good conduct attested too, he is awarded a pass to the next Saturday's showing. According to Bailey this scheme is working out splendidly and his Saturday attendance has grown remarkably and his mature patrons are pleased with the lessening of confusion and noise.

Dog Plugs 'Lassie'

Ralph G. Tiede, manager of the Granada Theatre in Napanee, Ont., employed a young boy and a large collie dog to help him advertise "The Courage of Lassie." The boy and the dog toured the streets of the small community. On the dog's back were two signs advertising the film.

Selling Sweetheart Trade Profitable for 'Waltz'

Selling a reissue to patrons of a first run downtown theatre in Cleveland requires more than ordinary salesmanship. That is the belief of Maurice Druker, manager of Loew's State in that city.

When "The Great Waltz" was released in 1938, dance contests were used extensively to promote the film, which Druker believed appealed mainly to the older folks. For his recent engagement, Druker decided to use as his main selling line, "See It With Your Sweetheart." A happy choice this turned out to be with business strong enough to warrant a moveover for a second week's engagement.



Alternate seats at the Colonial Theatre, Reading, Pa., carry "reserved" copy "for you and your sweetheart to see 'Great Waltz' together."

A mystery quiz was promoted in conjunction with radio station WGAR, with disc jockeys featuring Strauss waltzes with plugs for the picture and sending out invitations for listeners to guess the titles correctly for free passes. A section of the theatre was roped off for "sweethearts" who wanted to see the film. Couples applying for marriage certificates were handed cards announcing the picture.

All Gray drugstores in the city featured a "waltz-time float" at soda fountains with appropriate tiein copy. Advance and current lobby art sold the film as, "A heart story for every woman who has loved . . . for every man who has strayed."

Larry Levy, manager of the Colonial in Reading, Pa., announced his showing of the attraction as "Sweetheart Week at Loew's."

Levy had ten five-foot heart cutouts placed on his marquee with alternate copy on Sweetheart week and the title of the picture. Four thousand die cut hearts were imprinted on two-color stock, one for men and one for women. Each set of cards was consecutively numbered, and copy called attention to the fact that couples presenting matching numbers would be admitted to the theatre as guests during the run.

Levy used classified ads and a special display ad on the women's page. Station WEEU used a novel promotion, picking up the names of all couples to whom marriage licenses were issued daily and inviting them, on the air, to call at the radio station for free tickets to see the film.

HERE ARE FIRST BONUS WINNERS: 9 SHOWMEN WITH GOOD IDEAS

NINE theatremen from widely separated cities in the U.S. and one from Canada will share in the first BOXOFFICE Bonus of $100 for their outstanding promotions submitted to the Showmandiser section during the month of May.

A Texan, Ross McCausland, manager of the Telenews Theatre in Dallas, qualified for a Bonus in two divisions—theatre front and newspaper advertisement—and will receive $20. The other showmen will receive $10 each. In addition to the cash Bonus, all will receive an attractive Letter of Commendation in recognition of their outstanding performances.

A woman manager, Miss Mildred FitzGibbons of the Roosevelt Theatre, Flushing, N. Y., was among the list of Bonus winners.

ORIGINAL IDEA:
ELMER ADAMS JR., manager, Bison Theatre, Shawnee, Okla.

WINDOW TIEUP:
WALTER CHENOWETH, manager, Alexandria Theatre, San Francisco, Calif.

LOBBY DISPLAY:
AL ENGLAND, manager, Gary Theatre, Gary, Ind.

PUBLIC RELATIONS:
MILDRED FITZGIBBONS, manager, Skouras Roosevelt Theatre, Flushing, N. Y.

BALLYHOO:
SAM GILMAN, manager, Loew's Regent Theatre, Harrisburg, Pa.

HOUSE PROGRAM:
ROBERT GRIFFITH, manager, Plaisance Theatre, Chicago, Ill.

GENERAL TIEUP:
TOM JEFFERSON, publicity director, Paramount Enterprises, Miami, Fla.

THEATRE FRONT:
ROSS MCCAUSLAND, manager, Telenews Theatre, Dallas, Tex.

NEWSPAPER AD:
ROSS MCCAUSLAND, Telenews Theatre, Dallas, Tex.

CO-OP ADVERTISEMENT:
H. F. WILSON, manager, Capitol Theatre, Chatham, Ont.

Those selected to participate in the first BOXOFFICE Bonus were chosen from among hundreds of submissions from every state in the Union and Canada. The decision as to which entries were outstanding was made very difficult by virtue of the originality and general excellence of all the material.

From among scores of good ideas on original promotions, Elmer Adams came up with a novel "Straw Hat Day" which was especially prominent. Adams tied in all local shops selling straw hats and obtained an official declaration from the city mayor proclaiming "Straw Hat Day." The theatre tie-in came from the fact that everyone who purchased a hat from one of the cooperating stores on Straw Hat day was admitted to the theatre upon presentation of a sales receipt. The theatre benefited through word-of-mouth comment, newspaper publicity and window and newspaper space devoted to the promotion by each merchant.

A Bonus was awarded to Miss FitzGibbons on the strength of an unusual campaign which was the most talked-about event in her community. A Fashion and Food Show which she developed won the support of friendly neighborhood shopkeepers who provided the latest wardrobes and accessories in women's fashions, models and refreshments, while a national dealer provided a demonstration in cooking. Six hundred dollars in prizes were given away and prominent luminaries of the entertainment world volunteered their services to complement the program. Attendance at the show was by invitation only, under the direct sponsorship of the Flushing Women's Organization Council which embraces every woman's club in the community.

From the scores of newspaper cooperatives submitted, Harry Wilson was chosen to receive the Bonus for an example typically outstanding in a rural community. Wilson promoted a number of business men to run their advertisements on a separate page dedicated to his attraction, "When the Clouds Roll By." Each merchant tied in his regular sales copy with the title of the film production. A streamer scarehead and a display ad plugging the picture dominated the page. The promotion cost the theatre nothing and resulted in increased business.

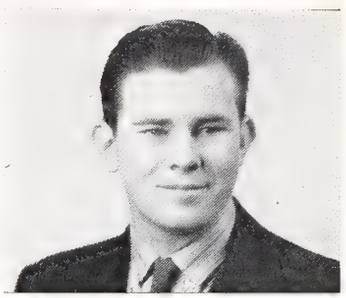
Bob Griffith's theatre program at the Plaisance in Chicago has a distinctive touch which the theatre manager injects by cleverly intertwining philosophy with institutional selling messages on the cover and back page each week.

A tieup made by Tom Jefferson, publicity director for the Paramount Enterprises in Miami, was considered outstanding and won the Bonus in the General Tieup classification. Jefferson promoted a local Fashion Show, with $10,000 in merchandise prizes in connection with the engagement of "My Favorite Brunette."

McCausland's double Bonus was for general excellence of his theatre fronts and newspaper advertisements.

For his extensive ballyhoo in connection with "The Great Waltz," recognition was extended to Sam Gilman, manager of Loew's Regent in Harrisburg, Pa., in the form of a Bonus, while Al England, manager of the Gary in Gary, Ind., indicated a high degree of skill in creative lobby displays at minimum cost, for which he was equally rewarded.

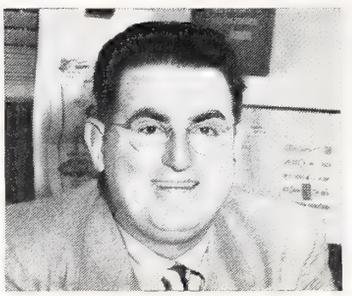
BOXOFFICE initiated the Bonus plan last month as a regular feature of the Showmandiser section to develop the exchange of exploitation ideas among theatremen, with special emphasis on outstanding and original ideas.

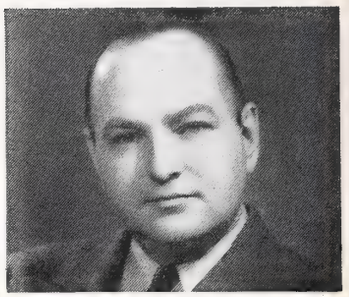

ELMER ADAMS JR.

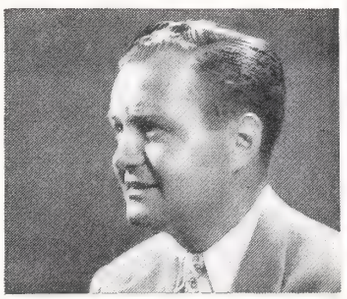

WALTER CHENOWETH


AL ENGLAND


MILDRED FITZGIBBONS


SAM GILMAN


ROBERT GRIFFITH


TOM JEFFERSON


ROSS McCAUSLAND


H. F. WILSON

THEATREMEN SEE GREAT VALUE IN SHOWMANDISER INDEX PLAN

MERLE R. BLAIR
President, Cedar Amusements, Inc.,
Cedar Falls, Iowa.

I think your Bonus idea is very good. It will certainly help to re-energize some of the boys who have been coasting along during the last few years.

MAURICE DRUKER
Manager, Loew's State Theatre,
Cleveland.

I must tell you that I think the new Bonus idea is a darned good idea. I am sure that every theatreman will want to submit his campaigns to you.

D. M. DILLENBECK
Manager, Rialto Theatre,
Bushnell, Ill.

The Showmandiser section of BOXOFFICE, I am sure, will prove most helpful to all the boys in the field. We will be competing for the Bonus from now on.

BILL MORTON
Publicity Director, RKO Albee Theatre,
Providence, R. I.

The Showmandiser permanant exploitation handbook will prove a valuable aid to a legion of theatre managers who have to do their own publicity and exploitation. I say this with good reason as we are continually hearing from managers in smaller situations who comment on seeing our ideas in the tradepapers which help them to sell their attractions to good advantage. With the Showmandiser made up as a permanent handbook, in a matter of minutes we can find just what type of exploitation has been most successful for any particular picture.

MAX MILLER
Field Exploiteer, Eagle-Lion Films,
Philadelphia, Pa.

Congratulations and best wishes to the new Showmandiser section. I can't tell you how invaluable it is to showmen in general and it should prove of tremendous value to exploitation men like myself.

H. W. REISINGER
Manager, Loew's Theatre,
Dayton, Ohio

Personally I like the new Bonus idea and hope I will be able to send in some good promotions.

MEL JOLLEY
Manager, Marks Theatre,
Oshawa, Ontario, Canada

Judging from the new Showmandiser section, it looks as if you have the exploitation section definitely pointed in the right direction. You will be hearing from me.

LOU COHEN
Manager, Loew's Poli Theatre,
Hartford, Conn.

I am sure that with the BOXOFFICE Bonus you will build up a great deal of enthusiasm among showmen and help to make BOXOFFICE the best tradepaper for all theatremen.

WILLIS E. SHAFFER
Manager, Fox Atchison Theatres,
Atchison, Kas.

I am very happy to see BOXOFFICE introduce such a fine incentive plan for the exhibitor which should encourage his efforts in exploitation and promotion. This is undoubtedly the beginning of a plan which will be of great interest to showmen and a real credit to the industry. BOXOFFICE is already a great magazine. It is even a better magazine with the new Showmandiser. I shall keep an accurate file of the section from now on and look forward to receiving the index from time to time.

Suggests Showmandiser Binder

You have made an improvement that I had in mind for some time and that is the idea of keeping a file on the Showmandiser. Beginning with the first issue of the enlarged section, we are using a binder in which to file them each week and have passed word on to the rest of our managers to do likewise. I believe it would be a good idea if BOXOFFICE were to offer, at a small fee, a binder suitable for this purpose to encourage one to keep a file on these.—*JAMES MARCHESI, Marchesi Bros. Theatres, Amboy, Ill.*

HERMAN ADDISON JR.
Field Exploiteer, Eagle-Lion Films,
Atlanta.

You have really hit on something new and good by providing a permanent reference and an index. If a manager will only appreciate its use, it can certainly be developed into a great time-saver and a fast reference book.

LEO RAELSON
Manager, St. Albans Showplace,
St. Albans, N. Y.

The BOXOFFICE Bonus is a swell idea and I firmly believe that most of the managers will benefit by it greatly.

NORMAN H. LOFTUS
Manager, Warner Bros. California Theatre,
Santa Barbara, Calif.

I have always liked BOXOFFICE a great deal and will now look forward to its arrival each week with even greater enthusiasm.

ERNIE WARREN
Manager, Elgin Theatre,
Ottawa, Ont., Canada.

I haven't missed a copy of the new Showmandiser section and am filing them for my permanent reference guide. This is a very good idea and is certainly an improvement. You may be sure that you will be hearing from me frequently now that we in the smaller situations, and with less at our disposal for promotion, will be competing on an equal basis.

WILLIAM F. KATZKY JR.
Manager, Evergreen Theatres,
Vancouver, Wash.

I think your plan to publish the Showmandiser section so that it can be filed for handy reference is something which has been sadly missed in trade periodicals up to now. It's a grand idea and you can bet I'll be keeping my reference copy complete.

PEARCE PARKHURST
Manager, Capitol Theatre,
Pawtucket, R. I.

I have already started saving my copies of the Showmandiser section and believe that these will prove invaluable in time to come. You will start receiving my regular entries for the Bonus and you will hear from me often.

National Tieups Help Set Serial in Washington

Backed by exploitation campaigns across the nation that would do credit to many a feature, "Jack Armstrong," Columbia chapter play, has been proving itself a most saleable serial item. Taking full advantage of the prearranged tieups with the American Broadcasting Co. and General Mills, sponsors of the Jack Armstrong radio program carried over the ABC network, showmen are cashing in on the abundant promotion possibilities.

In Philadelphia, where the film was booked into the Warner circuit, radio proved to be the backbone of the campaign, with a large number of spot announcements accorded the serial over WFIL. Serial credits were given before or following the Jack Armstrong program, with two different theatres credited in each of the spots. In addition, the radio station displayed a huge poster with credits in the building lobby. E. V. Callow, publicity director for Warner Theatres in Philadelphia, arranged the promotion.

MANY IN COLORING CONTEST

In Trenton, N. J., newspaper cooperation made the campaign for the serial's playdate at the RKO Broad Street, one of the most effective ever offered in that city. A coloring contest, suggested in the press book, appeared daily in the Trentonian, with hundreds of young persons entering and much valuable space devoted to it by the newspaper. The Trenton Times was used as the outlet for a cooperative advertising campaign, with all local retailers for General Mills products running serial plugs in their daily ads. James McAllister, manager of the Broad set the tieup.

In Waterbury, Conn., where Roger Mahan manages the Tower and Carroll theatres, another top campaign resulted. In addition to free spot announcements made in conjunction with the Jack Armstrong program, WATR supplied free spots to advertise a bicycle giveaway arranged through the cooperation of a local supermarket. The giveaway was based on the drawing of a name, each contestant being permitted to submit his name on a Wheatie boxtop. The box tops were placed in a container set in the lobby only on the day of the serial showing. The bicycle was displayed at many strategic spots in the town during the running of the contest. Outstanding window and interior displays in the cooperating store were devoted to the serial, with full credits.

James Moyer, manager of the Ritz, Reading, Pa., was another showman who went all-out to sell the serial. Effective lobby displays set to last the entire run of the film, plus full cooperation of the nearby ABC station and the local General Mills merchants assured large audiences of children.

CEREAL TIEUP IN WASHINGTON

An extensive campaign started well in advance by C. J. "Dusty" Rhoades, manager of the Senator Theatre in Washington, helped bring "Jack Armstrong" to the attention not only of regular patrons but also to residents of the city generally.

Rhoades' most spectacular promotion was a 22-inch story in the Washington Daily News, by drama critic Tom Donnelly. The article, illustrated with a scene from the serial and spread across three columns, used the Senator Theatre's showing of "Jack Armstrong" as a takeoff for a history of the motion picture serial. Picture and playdate credit was given, of course, and special praise was given the serial.



A bike giveaway was the highlight of the Washington campaign for "Jack Armstrong." Lobby display set up well in advance helped to exploit the first chapter of the serial.

Theatre personnel distributed 3,000 circus heralds a week in advance of opening at all kiddy matinees. Heralds contained dealer co-ops to defray expenses, and announced a bicycle giveaway. The promoted bicycle giveaway was further emphasized through distribution of 1,200 "Jack Armstrong" club tickets.

More than 3,000 theatre programs were also distributed, calling attention to the picture, to a General Mills giveaway of Wheaties, and to radio station WMAL, which spot-announced the "Jack Armstrong" opening 11 times in the week before opening.

Theatre Joins Contest On Teen-Age Problems

When the Brockton, Mass., Union, a boot and shoe trade publication, conducted an essay contest for teen-agers on the subject of juvenile delinquency and what can be done about it, the winning essayists received their awards at the Modern Theatre there. Manager Morris Perlstein reported the contest created much interest in the city and elsewhere throughout the state, giving the young people themselves an opportunity to express opinions as to what is wrong with today's juveniles.

Laundry Puts Programs In Outgoing Bundles

John Scriber, manager of the State Theatre in Tulare, Calif., found a way to get extra distribution of his weekly programs. He worked out a deal with a local laundry to have one of the programs inserted in each outgoing bundle.

His Ad Is Swedish

For the Scandinavian population in Duluth, Minn., "The Farmer's Daughter" was a natural. Manager "Bud" Blackmore of the Granada capitalized on the angle by using Swedish language copy in his ad announcing a holdover.

Midwood Hosts Party For Patrons in 21st Anniversary Week

When a theatre passes an anniversary mark, the occasion lends itself to special exploitation which usually leads to increased attendance and added patron goodwill.

At the Century Midwood Theatre in Brooklyn, Manager George Amos and his assistant Bill White recently observed the 21st anniversary of the Midwood with special ceremonies, a party for the patrons and an extensive exploitation campaign which paid off handsomely during an entire seven-day Anniversary week celebration

Brooklyn merchants cooperated to make the party, which was the highlight of the campaign, a big success. More than 300 patrons were invited to the party, at which refreshments were served on the mezzanine.

All copy both advance and current plugged Anniversary week. Pennant streamers, hung from top of theatre upright sign to marquee, gave a festive air to front. A valance added its color to the scene, while throughout the week music was played over a public address system atop the boxoffice.

In the lobby and on the screen a message of appreciation to patrons for their patronage through the years pledged the management to a continued policy of "friendly service, family entertainment and bigger and better programs in the future."

An anniversary cake more than two feet in diameter and suitably inscribed with a congratulatory message was donated by a nearby bake shop. The cake was displayed in the lobby prior to the party under a cellophane wrapper. Daily floral decorations of fresh cut flowers were provided by a florist, and another cooperative merchant supplied ice cream in special individual containers.

Two-Week Campaign Pays Dividends for 'Beast'

Two weeks of campaigning for "The Beast With Five Fingers" paid off big at the boxoffice for Manager Adolph Baker of the Malco in Owensboro, Ky. Despite two days of heavy rain and the fact that farmers in the countryside were busy with their planting, the picture did excellent business, Baker said.

He opened his campaign with an ad in the newspaper showing the well-known claw and the name of the theatre. A week before opening the ad was expanded to carry the picture title and other copy. Baker then put out 100 window cards and distributed a throwaway that featured a series of dots which, when connected, outlined the claw. A new Ford toured the city and countryside with a banner reading, "You will be carried away by the new Ford in case you should faint while seeing 'The Beast With Five Fingers.'" Doormen and ushers at the Malco wore Red Cross armbands.

Gag Summons Spearheads Criterion 'Lady' Campaign

Bob Hynes, manager of the Criterion in Oklahoma City, had only five days to publicize "The Imperfect Lady," but he made good use of this time, spearheading the campaign with 30,000 gag "summons to jury duty." The "summons" directed the recipient to join the jury sitting at the theatre in judgment on "a woman with six hours of her life that she dared not reveal, etc." Hynes distributed the summons to homes and at night ball games and on sandlots and pasted them on windshields.

Double Duty

WINDOW DISPLAYS

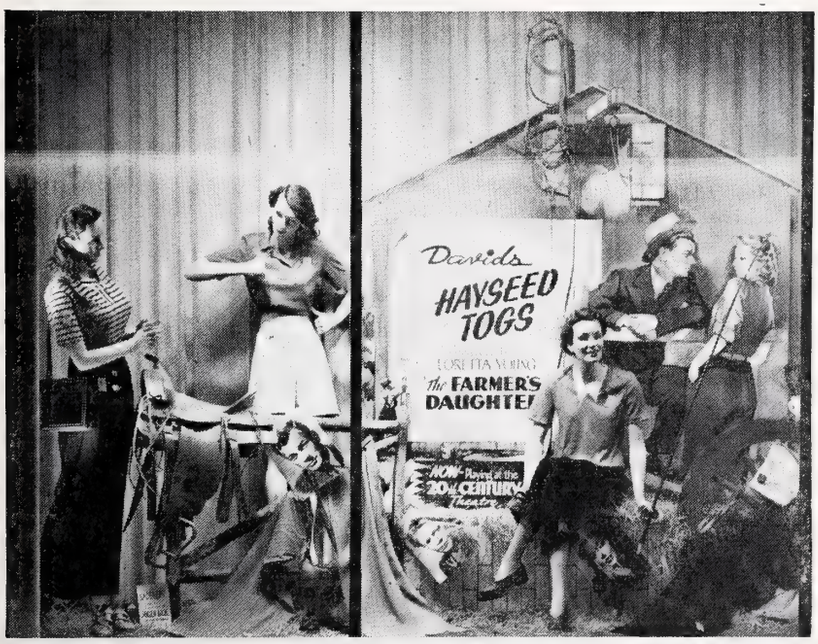
Traffic-stopping ideas for window tieups which serve to sell the theatre attractions and at the same time sell merchandise for the promotion-minded businessman are illustrated in the photographs reproduced on this page. In each instance, the theatre name and playdate have high visibility.



A TRAVEL AGENCY EXPLOITS "DEAD RECKONING" AT THE AZTEC THEATRE, SAN ANTONIO, FOR MANAGER NORMAN SCHWARTZ.



WOMEN'S APPAREL TIEUP BY BABE COHN, NEWMAN, KANSAS CITY, PROMOTING "THE IMPERFECT LADY."

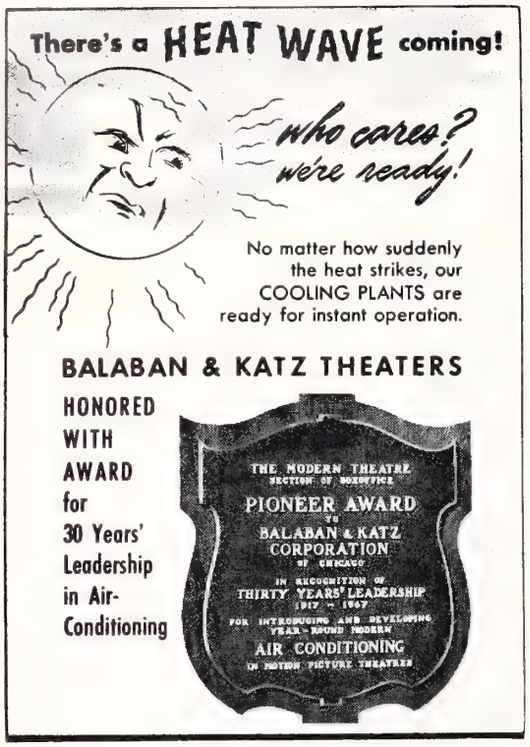


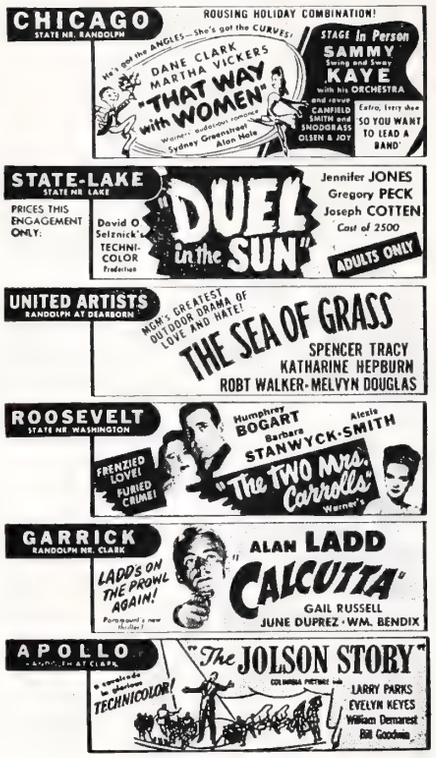
FARM CLOTHING AND SPORTSWEAR MAKE PERFECT TIEIN FOR "THE FARMER'S DAUGHTER." ABOVE WINDOW WAS SET BY EARL HUBBARD, PUBLICIST, 20TH CENTURY THEATRE, BUFFALO.



FIFTH AVENUE WINDOWS TIE IN WOMEN'S HATS AND MEN'S CLOTHING WITH "GREAT EXPECTATIONS" AT THE MUSIC HALL, NEW YORK. CREDIT FRED LYNCH.

Alert Balaban & Katz Ad Office Exploits Air Conditioning Award





The Balaban & Katz Theatres advertising department stole a march on most of the Chicago houses recently, and also stole the amusement page in local papers with an air conditioning advertisement (left), reproducing the trophy received from Modern Theatre section of BOXOFFICE. The message, strictly institutional, gets over the fact that B&K cooling plants are ready for action with the click of a switch. At right is an attractive directory ad reduced from two columns, which commanded attention. Bill Hollander, advertising and publicity director, is credited with both of these smart layouts.

BOXOFFICE NUGGETS

When "Homestretch" recently played at the Metropolitan Theatre in Boston, Bob Sternberg, district manager for M&P Theatres, engaged an airplane to tow a banner advertising the date. The plane circled over the Suffolk Downs race track where thousands of patrons saw the plug, along with those chasing each other around the track.

Through a tieup with the Unique Art Manufacturing Co. of Newark, N. J., Mildred FitzGibbons, manager of the Skouras Roosevelt Theatre in Flushing, N. Y., promoted a Li'l Abner show at the theatre's Saturday Birthday Fun club. Fifteen of the toys manufactured by Unique Art were awarded to lucky children before a large audience of juveniles and adults.

A style show promoted by Harold Norris, manager of the Grand Theatre, Macon, Ga., was an elaborate and profitable idea. The style show was a three-way affair with the theatre, radio station WMAZ and a local department store participating. More than 50 free spot annuncements were used by WMAZ to publicize the show. A low cost rental picture helped to hold down the theatre budget, while the style show boomed boxoffice business above normal.

Dan Hill, city manager for Georgia Theatres in Athens, Ga., is losing no time publicizing the installation of a new cooling system at the local Palace Theatre. Hill has been feeding the newspapers with daily stories apprising patrons of the treat in store for them when the hot weather sends the thermometer zooming.

An opportunist as well as an alert showman, Leo Raelson, manager of the St. Albans Theatre, St. Albans, N. Y., lost little time contacting the owner of a new bootery which opened in his community recently. Leo quickly convinced the merchant on the value of cooperative advertising and arranged a special kiddy matinee sponsored by the newcomer. A cartoon show, special stage attractions and a free gift to every child attending the show were paid for by the sponsor in addition to several thousand special heralds.

To exploit his showing of "Till the Clouds Roll By," Manager Norman W. Lofthus of the California Theatre, Santa Barbara, Calif., had three attractive young women parade the downtown section in broad sunshine carrying umbrellas with copy heralding the picture, theatre and playdates.

Style Show at Hotel Spots Milwaukee's 'Copacabana' Bow

A "Copacabana styles" fashion show was staged in the Empire room of the Schroeder hotel in conjunction with the showing of "Copacabana" at the Towne Theatre, Milwaukee. Hixon's exclusive women's apparel shop in the Schroeder sponsored the show in cooperation with the Patricia Stevens model agency of Milwaukee. Jack Heineman, manager of the Towne, and United Artists field men collaborated on the tieup.

Two national cover girls were brought in from Chicago by the Stevens agency. One had been a New York "Copa" girl. The fashion show was plugged several days in advance with easel and table doilies in the hotel and in the theatre lobby. The show was put on twice, at 1:00 p. m. and 7:00 p. m., running an hour both times with the narrator plugging the premiere of "Copacabana." Orrin Tucker's band, appearing at the hotel, backed the show and the room was sold out at both performances.

COVER GIRLS ON RADIO

Two cover girl models appeared on three radio shows, plugging the picture premiere and style show: WTMJ's noon hour Grenadiers program, which has Milwaukee's highest Hooper rating; Fox Club program over WFOX with Paul Bartell, Milwaukee's favorite disc jockey, and Ann Leslie, conductor of Woman's program on WISN. The girls were interviewed and photographed by the Sentinel and Journal with emphasis on the picture opening. Tucker plugged the show on his regular broadcast show for several days ahead.

RCA-Victor and Capitol records both put out display blowups of Wayne King and Andy Russell in 50 record and department stores with a strip on the premiere of "Copacabana" in Milwaukee. Capitol records rushed copies of Andy Russell's "Je Vous Aime" to all disc jockeys there. Manager Heineman followed through with visits and phone calls and had a barrage of plugs for Russell's work in "Copacabana" on every important disc show in town. WMPC and WMLO, two smaller stations, gave running plugs on the opening in exchange for passes to the theatre, which were given away on key programs during the day for three days prior to opening.

COLOR ADS IN NEWSPAPER

Spots purchased on WTMJ, WISN and WFOX ran about a week in advance. A 1,000-line color ad in the Sentinel on opening day of the picture stressed new low prices. A full-page back-cover ad was used in the Sunday Sentinel. A special 800-line ad in the Journal and a 500-line ad in the Sentinel a day prior to opening called "civic" attention to the new low-price first run policy of Towne Theatre and the premiere.

Patricia Stevens agency and Hixon's mailed postcards to women's clubs lists plugging the fashion show and the premiere. Woman's commentator Ann Leslie also attended the show and did followup 15-minute broadcast on fashions and the premiere.

'Boomerang' Gag Works

A newspaper gag on "Boomerang" worked well for E. Fitzpatrick, manager of the Loew-Poli in Waterbury, Conn. He gives credit to his assistant, Samuel Shubouf, who had 500 strips made up like a banner-line and pasted over the front pages of local newspapers. Three leading downtown newsstands sold the papers on the opening day of the picture.

EPEAT! REPEAT! REPEAT! REPEAT! REPEAT! REPEAT!

"If 'Repeat Performance' is a sample of the calibre of motion picture which can in the future be expected from Eagle-Lion, then the studio is to be depended upon for the very best in entertainment value . . . a suspense-laden thriller . . . highly intriguing . . . smashes to a tremendous climax . . . highlighted by the first screen appearance of Richard Basehart... he should go far."

—HOLLYWOOD REPORTER

"GUARANTEED TO HOLD AUDIENCE INTEREST THROUGHOUT ITS 92 MINUTES . . . SHOULD PROVE FORTUNATE AT THE BOX OFFICE."
—DAILY VARIETY

"OF MAJOR CALIBRE . . . COMMERCIAL OUTLOOK FOR IT BRIGHT."*—MOTION PICTURE DAILY*

" 'DIFFERENT' QUALITY GIVES THIS ONE BOX OFFICE . . . NAME VALUES ARE READILY APPARENT."
—FILM DAILY

"ABSORBING, DRAMATIC ENTRY, HOLDS INTEREST FROM START TO FINISH, REPLETE WITH GOOD PERFORMANCES." ***—THE EXHIBITOR***

"AMAZINGLY DIFFERENT . . . CLIMAXED BY SURPRISE ENDING! ***—MOTION PICTURE HERALD***

"PACKED WITH BRISK DIALOGUE, CONSTANT SUSPENSE, AND A LAST-MINUTE WALLOP."
—FILM BULLETIN



Earl Wilson, to 15,000,000 readers, says of Zanesville, Ohio, opening: "Dadblamedest movie premiere since 'Gone With the Wind!'"

EAGLE-LION FILMS presents

LOUIS HAYWARD · JOAN LESLIE · RICHARD BASEHART

in

"Repeat Performance"

The story of a woman's great love for a scoundrel!

CPEAT! REPEAT! REPEAT! REPEAT! REPEAT! REPEAT!

Future's Uncertainty Will Not Halt 20th-Fox Production, Says Skouras

HOLLYWOOD — Uncertainty of future grosses for motion pictures will not be a deterrent to 20th-Fox's production program, said Spyros Skouras, president of 20th-Fox, following a week of conferences with Darryl F. Zanuck and Joseph Schenck, studio chieftains.

Twentieth-Fox will continue "to make pictures of the highest quality with star casts and production values equaling the popular appeal of the best sellers and timely dramatic subjects on which they are based," Skouras said before departing for his New York headquarters. "This is the time for our industry to exert a greater degree of showmanship than ever before. The public is looking for genuine entertainment, and only by providing attractions which have the entertainment values it demands can our industry hope to succeed."

Earlier during the week of production powwows, it was revealed that the company plans to roadshow the most promising pair of its upcoming pictures—"Forever Amber" and "Captain From Castile." "Amber" will be released first and tentatively is set for a November bow. "Captain" also will be released during November. Both will be treated to the multiple, simultaneous roadshowing technique recently employed by other high-cost features to return as fast as possible a goodly share of production costs.

FROM THE FILES OF 20 Years Ago

ANOTHER film synchronization device, Vocafilms, will make its formal bow to the public soon, and lines are being drawn for what threatens to be a bitter fight for exclusive rights on devices of this type. Dave Hochreich, president of the Vocafilms Corp., claims to control patents on the synchronization of motion picture machines with a phonographic record and that similar instruments are infringements on his company's patents.

* * *

The E. E. Fulton Co., an old and established Chicago supply and accessory organization, will enter the theatre equipment field on a national scale in competition with the National Theatre Supply Co. Chain theatre circuits said to be back of the Fulton organization include Publix, Universal, Stanley, Fox, Loew's, West Coast.

* * *

The first motion picture of the Duncan sisters, "Topsy and Eva," will have its world premiere at Sid Grauman's Egyptian Theatre, Hollywood, on June 11. The sisters will sing and dance on the stage in a prologue to the film. They will make similar appearances in connection with the showing of the film in key cities of the U.S.

* * *

Pioneering in a move to establish Hollywood as a center of distribution for independent motion picture features and short subjects, the Producers Releasing Alliance, Inc., a new independent motion picture distributing organization, was formed last week, with home offices in Hollywood.

* * *

Judge Ben Lindsay is the choice of the national exhibitors' organization to be an adviser to the exhibitors as Will Hays is for the producers and distributors.

* * *

Lilyan Tashman has been chosen for the role of Iris Carroll in "The Woman Who Did Not Care." The title concerns a woman whose mother warned her against men because of the mother's unhappy marital experiences.

outstanding

SIGNS...by Art Metal

Cat. No. M 756½



Cat. No. M 756



This style available in double face

Immediate delivery — beautifully designed, aluminum finish, indirectly lighted directional signs. Complete with interchangeable, etched glass name plates. Ideal for use in theatre interiors, lobbies, corridors.

Distributors and jobbers write for quantity price list.

ART METAL MFG. CO.
3110 Park Ave. • St. Louis 4, Mo.

1

Manley POPCORN SUPPLIES — POPCORN MACHINES Manley

FINEST QUALITY . . . TESTED — UNIFORMITY . . . DEPENDABLE PERFORMANCE

CARTONS

Boxes—1½ oz. $7.50 M
2 oz. $8.50 M
Printed

(Available only at Eastern and Middle-West Warehouses)

Bags— ¾ lb. $1.50 M
1½ lb. Trademark, 10c seller $3.00 M

POPCORN

Manley's Premium ..... $ 8.00
Manley's Supreme (Middle-West) 9.50
(Eastern) 9.75
(Western) 10.00

Packed in double lined moisture proof bags to preserve quality, high volume, and to assure you of a tasty, tender product.

SEASONING

Manley's Pop-Co-Better..... 35c per lb.
(The best that money can buy)

SALT

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Dallas, Texas, Zanes-Ewalt Warehouse, 420 Laws St.
Des Moines, Iowa, Merchants Transfer & Storage Co.
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Denver, Colo., Weicker Transfer & Storage Co., 1700 15th St.
Los Angeles, Calif., Jennings-Nibley Warehouse Co., Ltd.
Oakland, Calif., Haslett Warehouse Co., 51 Webster St.
Salt Lake City, Utah, Central Warehouse, 520 West 2nd South St.
Seattle, Wash., American Warehouse Co., 95 Connecticut St.

'MPA Children's Library Requires More Films If It Is to Survive'

CLEVELAND—Unless more selected pictures are made available for the Children's Film Library, or at least made available through some source, the well-launched MPA special children's Saturday programs will become a thing of the past. This is what Fred Holzworth, manager of the Hillard Square; Frank Cost, manager of the Shore, and Leonard Greenberger, manager of the Fairmount theatres, told Mrs. Leo M. Hedges recently at a luncheon meeting of the local PTA heads, called by Mrs. E. F. Carran, president of the Motion Picture Council of Greater Cleveland.

Mrs. Hedges, executive director of the Educational Film Research Institute, having heard so much about the constructive work of local film and educational groups in cooperation with the schools, the Cleveland public library and the Museum of Art, stopped off on her way to attend the national PTA congress in Chicago, in order to get firsthand knowledge of what progress has been made.

The three theatre managers present at the luncheon told in detail how they have received the constructive cooperation of the PTAs, the schools and the parents with the result that the Saturday children's matinee policy, which just completed its first year, has been an outstanding success.

NEED 52 FILMS A YEAR

"However," Holzworth, manager of the Hilliard Square Theatre in the suburb of Lakewood said, "We have exhausted the films submitted by the Children's Film Library and also the suitable films available through the usual film channels. Now what are we to do? We have made requests at several exchanges for the rerelease, under this policy, of pictures we want. The usual response to our request is a refusal on the ground that the company might want to reissue the picture on a national basis."

"We must have a steady guarantee of at least 52 pictures in order to follow the ground work we have done," Greenberger said. "Parents have become so conscious of our special Saturday programs that they no longer inquire what is being shown. They know it is a hand-picked program."

"If we drop the policy over the summer, we'll have all the ground work to do over again," he said. "And as things now are, we will have to discontinue the policy over the summer, just when the children want it most, because of lack of product."

OFFERS A SOLUTION

The solution, Mrs. Hedges answered, "is to bombard the Johnston office and Joseph Breen's office with letters setting forth this condition . . . The Johnston office is most anxious to make a success of the children's matinees," Mrs. Hedges told the managers and PTA representatives. "This is the industry's answer to those who clamor for film censorship on the basis that many films shown on Saturday are not suitable for youngsters. The children matinee policy is not just a fad. It is a serious project with the film heads, and if you make them acutely aware of the fact that the whole thing will fall through because you do not have the necessary product, they are bound to do something about it.

"We think the Children's Film Library is the most forward step the industry has taken," she said.



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FIFTEEN EXPERTLY HANDLED UNITS OF "MOM AND DAD" ROLLING ACROSS FOUR NATIONS
TO NEW...AND EVER GREATER FAME!
★ BOOK IT ★ EXPLOIT IT ★ PLAY IT ★
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Warehouses in Principal Cities — Coast to Coast

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Switch to Filmack's
PREVUE TRAILER SERVICE

Filmack
1327 S. WABASH AVE. CHICAGO 5, ILL.
$4.50 A week

Broadcasting Campaign On Paramount Films

NEW YORK—Paramount has begun an extensive broadcasting ad campaign on new product. It will continue through June. More than 40 programs have been lined up to publicize, "Dear Ruth," "Welcome Stranger," "Perils of Pauline," "Calcutta," "Road to Rio" and "Variety Girl."

The campaign started Sunday (June 7), with Betty Hutton appearing on the Louella Parsons broadcast on the American Broadcasting network. Other radio spots include Joan Caulfield on Truth or Consequences, June 21 over NBC; Bing Crosby plugging "Road to Rio" on June 18 over ABC; Olga San Juan on the Fiesta program, CBS; William Bendix plugging "Calcutta" on his Saturday program on NBC; William Demarest publicizing "Pauline" on the What's Doing Ladies program, ABC; Virginia Welles plugging "Ruth" on Hollywood Tour program, June 18, and Stars in the Afternoon broadcast on June 14; Edith Head publicizing "Ruth" on the Bride and Groom show on ABC, June 10.

Favorite Adds 2 Films

NEW YORK—Favorite Films Corp. has obtained the distribution rights to "Hangmen Also Die," starring Brian Donlevy, and "It Happened Tomorrow," starring Linda Darnell and Dick Powell, from Arnold Productions. Moe Kerman, president of Favorite, said these films will soon be released through the company's franchise holders.

Magazine Runs WB Article

NEW YORK—Printer's Ink has published an article on the film brochures and educational guides on pictures issued by Warner Bros. The article said the booklets are an exemplary and effective method of promotion.

'Desert Fury' Out Aug. 15

NEW YORK—"Desert Fury," a Hal Wallis production in Technicolor, will be released nationally by Paramount August 15.

ATTENTION: COCOANUT OIL USERS

For best results when using cocoanut oil as a popcorn seasoning it is essential that the kettle be kept completely clean of accumulated char and residue. To keep a clean, "sweet" kettle, try Blevins' KETTLE KLEENING KIT. Contains:

1 gal. Blevins Liquid Kettle Kleener
2 large Non-Abrasive Pads
2 cartons of Char-X
2 cartons of Spanish Whiting
2 pts. of Non-Gumming Divider Oil
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Large Supply of Absorbent Wipes

All in one handy kit that can be stored in the bottom of your popcorn machine.

BLEVINS POPCORN CO.

31st & Charlotte Nashville, Tenn.
Dept. BE

CLEARING HOUSE

(Continued from inside back cover)

POPCORN MACHINE

Burch—Manley—Cretors—Advances—All electric French fry types. Karmelkorn Equipment, 120 S. Halstead, Chicago 6, Ill.

Rebuilt Popcorn Machines for sale. Fully guaranteed. Price from $150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill.

Blevins is national headquarters for popcorn machines. Silver Stars, Super Stars, Corn Cribs. Old machines taken in trade. Blevins Popcorn Co., Nashville, Tenn.

Real Bargains used popcorn machines. Burch, Cretors, Advance, guaranteed. Poppers Supply, Box 838, Atlanta, Ga.

Star popcorn machines. All models. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo.

Super Star, one year old, 4,000 10c cartons and supplies, all for $400. Tex Theatre, Poth, Tex.

For Sale: One brand new 1947 Manley electric popcorn machine, cabinet model, for $510, f.o.b. Austin, Tex. Matthews Specialty Co., 3200 Gonzales, Austin, Tex.

POPCORN SUPPLIES

Write for our special contract which guarantees you more profits and greater savings on all your popcorn and popcorn supplies. Blevins Bee Hive Popcorn Co., Nashville, Tenn.

Home of "Rush Hour" popcorn and popcorn supplies. Send for price list. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo. Established 1874.

All-Electric Popcorn Units, popping kettles, copper caramelcorn, candy kettles, peanut roasters, display cases, lowest prices. Northside Popcorn Co., Indianola, Iowa.

Popcorn: It pops! Our customers have popped $133 out of one bag. Try it! Price f.o.b., $8.75. Ohio Popcorn Co., Arcanum, Ohio.

AIR CONDITIONING

Prompt Shipment—Allsteel Blowers with motor, 5,500 cfm, $127.80; 8,500 cfm, $172.20; 11,000 cfm, $228.90; 13,500 cfm, $276; other sizes available. Latest Dual Air Washers, 5,000 cfm, $138; 7,000 cfm, $168; 10,000 cfm, $204; 15,000 cfm, $240; 20,000 cfm, $276. Diffusers, recirculating pumps, exhaust fans, available. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

Spray Nozzles ¼ in., ⅜ in., ½ in. Have 500 left at 80c each. Cap. ½ to 2½ gal. per min. Water broken to fine misty spray. Can ship at once. G. A. Peterson, RFD No. 2, Clinton, Mo.

BUSINESS STIMULATORS

Comic books again available as premiums, giveaways at your kiddy shows. Large variety latest 48-page newsstand editions. Comics Premium Co., 412B Greenwich St., New York City.

Bingo with more action, $2.25 thousand cards. Also other games. Novelty Games Co., 1434 Bedford Ave., Brooklyn 16, N. Y.

Bingo Games. No license necessary. Screen Dial $20. Cards for 75 or 100 number game, $275 per thousand. Ten thousand or more, $2.50 per thousand. Premium Products, 354 West 44th St., New York City.

Comic books given free. Increases kiddy matinee business. Identical books selling for 10c. Available now to theatres only for 3c each. Sidney Ross, 334 West 44th St., New York.

Attention! Attention! Being a theatre manager you undoubtedly want to increase your boxoffice 100%. You will do so by playing the new amazing program Screen Movie Stars Night. Write for details. Motion Picture Amusement Co., Box 5427, Ybor City Sta., Tampa, Fla.

CONFECTIONS

Candy Bars, assorted nuts, popcorn seasoning. In quantities. Also, popcorn machines, new and used. Cinephone Distributing Co., 717 W. 119th St., Chicago.

SIGNS

Easy Way to Paint Signs. Use letter patterns. Avoid sloppy work and wasted time. No experience needed for expert work. Write for free samples. John Rahn, B-1329 Central Ave., Chicago 51, Ill.

MORE CLASSIFIED INSIDE BACK COVER

Envious Cities Eye Atlantic City Tax

Atlantic City—The new 3 per cent sales tax which applies to theatre tickets will go into effect June 15 because the supreme court has refused to grant an injunction pending a hearing on the New Jersey Taxpayers Ass'n suit next fall.

The tax was approved at a referendum June 3, but Thomas J. Krains, attorney for the taxpayers, contends it is unconstitutional because it applies only to fourth-class cities on the coast.

ATLANTIC CITY—With the Atlantic City luxury tax scheduled to go into effect June 15, already there are signs that it will signal a sweep of similar taxes by municipalities throughout the state.

Under provisions of the enabling act, the only municipalities that can take advantage of the tax, which places a 3 per cent levy on all amusement admissions, are resorts bordering on the Atlantic ocean, namely, Atlantic City, Ocean City, Wildwood and Asbury Park.

Mayor Fred Chapman of Somers Point, an inland resort town, said he would ask the city council to petition the legislature for an amendment enabling third-class cities to impose the levy.

At the same time, Asbury Park has asked for additional information on the legal forms, referendum forms, and tax setup from Atlantic City with a view toward the possible enactment of the tax in that resort.

If Mayor Chapman's petition from Somers Point should be successful, it would lead to an even greater scope of taxation, and what started as a seashore measure may spread throughout the state.

Chapman contends that although Somers Point is inland, it entertains many thousands of visitors during the summer season, and facilities must be provided for them.

Whether to Absorb Tax Atlantic City Problem

ATLANTIC CITY — The Atlantic City Amusement Men's Ass'n, comprising all the motion picture house operators in the resort, were expected to meet before June 15 in order to decide whether to absorb the new luxury tax or pass it on to the public. It is believed that many favor tacking the tax on present prices. George Hamid of Steel Pier, however, announced the pier would absorb the tax.

East Orange Hikes Licenses, Other Towns May Chime In

NEWARK—Following passage of an ordinance to raise theatre license fees in Bloomfield, the city of East Orange held a meeting recently to discuss a proposed bill to double present fees. A compromise was reached whereby it was agreed that there would be a 50 per cent increase.

Irvington is already contemplating a raise in fees and it is expected other towns in the vicinity will take similar action.

Yonkers City Council Studies Imposition of 5% Ticket Tax

YONKERS—The city council is still studying a proposal to impose a 5 per cent admissions tax. Meanwhile the councilmen have received letters sent by the Motion Picture Theatre Owners and Managers of Yonkers urging them not to vote for the admissions levy.

This organization of Yonkers exhibitors is a temporary body set up with the cooperation of the ITOA of New York to fight the admissions proposal.

Building Code Changes In New York Fought

NEW YORK—Proposed revisions in the New York state standard building code were attacked by John J. McNamara, theatre architect, speaking for the MMPTA, and Morton Sunshine, executive secretary of the ITOA, at the first public hearing before the Board of Standards and Appeals June 6. The proposed code would replace the present building code. Theatres must secure new certificates of compliance within two years after it goes into operation.

Theatres which will be affected by the revisions have been conforming to present building code, according to Sunshine, and have been providing adequate safety. The many structural alterations required under the new proposals would bring "undue hardship" on the exhibitor particularly in the smaller houses, he said. Through McNamara, both the MMPTA and the ITOA made recommendations which were favorably received by Raymond Fisher, chairman, for consideration by the board.

DRIVE-INS DEFENDED

Drive-In theatres may constitute a fire hazard, according to Fisher, because of the combustible nature of the gasoline fuel tanks in the cars parked within open air places of public assembly. Philip Harling, assistant to Si Fabian, who owns several drive-in houses in New York state, contended that the fences enclosing drive-ins do not make such places locations of public assembly. Harling also cited the Mohawk Drive-In as an example of fireproof construction as regards screen and projection booth and with each row of cars having its own exit.

Others present at the first hearing were Gen. Rodney Smith of MMPTA, Morton Tracey, Century Circuit; Theodore Jung, Loew's; Henry J. Walters, RKO; Henry Anderson, Paramount, and Fred Haas of Fabian Theatres.

Public hearings were also held in Buffalo June 9, Rochester, June 10, Syracuse June 11 and Albany June 12. McNamara is now preparing written recommendations which must be submitted to the Board of Standards and Appeals before July 15.

Says Code Is Impractical As Applied to Drive-Ins

ALBANY—At a hearing here June 12 Philip Harling and Leon Einhorn, Albany architect specializing in drive-in designing, contended the new code was impractical and that its provisions could not be applied to drive-ins.

After a point-by-point analysis showing how the code's provisions cannot be applied to drive-ins, Harling asked that the code be supplemented with a definition of what constitutes a drive-in and recommended that proper provisions then be formulated governing booth construction, toilet facilities, electrical installations, width of driveways and exit passageways, accessibility of streets, screen housing and fence construction.

SPACIOUSNESS OF DRIVE-INS

Harling declared that bearing in mind the "extremely safe conditions" under which drive-in theatres operate, the code's limitations on seating capacities should be eliminated. He said no one can determine how many patrons occupy each car that comes in.

"The very spaciousness of drive-ins," he concluded, "and the accessibility of quick removal make them one of the safest places of public assembly."

Einhorn, designer of four Fabian-Hellman drive-ins, told Board Chairman William H. Roberts that a study of drive-in design should be made and realistic construction regulations drafted. He added that every state and city where drive-ins are constructed demands observance of standard codes, despite the fact that these codes were drafted before the drive-ins arrived. Roberts replied that the board would be glad to receive written suggestions and comments up to July 15.

CLARIFICATION REQUESTED

Leonard Rosenthal, representing Smalley Theatres of Cooperstown, requested clarification and definition of the code's provision requiring a proscenium fire curtain and also asked for assurance that the state police would be reasonable in enforcing the new code. He asked especially that theatres not be deprived of their certificates of compliance for minor, unintentional violations and then be forced to secure a new certificate, thus bringing into the case the new code, which he said applies only to new construction, leaving old installations under the older code. Police Inspector Annett told Rosenthal that in all violations cases warning would be given, the standards board would be notified and that the board would forward a notice.

John Coggeshall, state labor department expert, said the advisory committee thought operators should not stay in their booths to fight fires but should get out quickly and close the door. Annett insisted that booths should have fire extinguishers near the floor and that operators should stay to fight the fire.

Hearings in other upstate cities were not well attended by theatremen. In Syracuse, Abraham Saul, attorney for Kallet Theatres, appeared.

Roberts said the code probably would become effective before fall.

'Need Tax Unity'—Wehrenberg

St. Louis—Fred Wehrenberg, president of the Motion Picture Theatre Owners of America, reiterated Thursday night that in his opinion all organizations in the motion picture industry should present a united front at Washington in the tax discussion with the congressional committee.

"The MPTOA always has been willing to work with other exhibitor groups and of course with the producers and distributors in matters of mutual concern, such as the question of taxes imposed on the industry and the patrons of our theatres," Wehrenberg stated.

He was certain more can be accomplished by industrial teamwork of this nature than by various individual groups rushing down to the national capital to present their particular views on taxation and other legislative matters.

BROADWAY

Paul Graetz is in Hollywood to complete plans for the opening of "Le Diable au Corps" . . . Edward D. Cohen, Latin America supervisor for 20th-Fox, is in New York for conferences with Murray Silverstone.

Norman Ayers visited Philadelphia and Washington during the week . . . Sidney Blackmer is on the coast . . . Robert L. Lippert, vice-president of Screen Guild Prod., visited Detroit before returning to Hollywood.

Roy Disney and Mrs. Disney are at the Waldorf . . . Leo Seligman, treasurer of Favorite Films, will leave for Canada June 24 to complete plans for Canadian distribution of Favorite product . . . Hal Roach will spend July visiting UA branches throughout the country . . . Max E. Youngstein is in St. Louis . . . Phyllis Calvert, her husband, Peter Murray-Hill and their daughter, Auriol, are on the coast.

Myron Siegel of Century Theatres, and Mrs. Siegel have a son . . . Donna Reed and her husband Tony Owen, are at the Waldorf . . . Carlos Niebla, Loew's International manager for Mexico, and Mrs. Niebla are here for home office conferences.

Arthur F. Baldwin is making a three-month tour of Latin America . . . Claud Morris, exploitation head for SRO, is touring the midwest . . . Gen. William J. Donovan is in England . . . Leonard Goldenson, Edward Hyman, Curtis Mitchell, Earl Hudson, John Balaban, W. K. Hollander, Dave Wallerstein and Henry Stickelmaier were in Chicago on business.

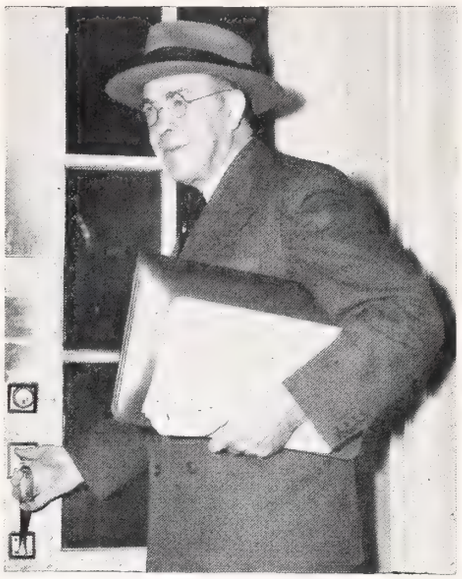
Phil Koury is in New York . . . Samuel N. Burger and David Lewis of Loew's International returned from a tour of MGM offices in Sweden, Denmark, Switzerland, Belgium and France.

Bob Hope flew to Latin America with Mrs. Hope and their children, Linda and Tony. They will return to Hollywood next month . . . Jean Pierre Aumont and his wife, Maria Montez, are here from Hollywood . . . E. J. Mannix, MGM studio executive, is here to confer with home office officials.

Lester Koenig, assistant to William Wyler, returned to Hollywood . . . Abbott Weisbord of the MGM advertising department is vacationing in the Adirondacks . . . Harold Russell addressed the American Medical Ass'n centennial convention in Atlantic City.

Bernard J. Gates, Latin America supervisor for Monogram, is in Mexico City . . . Mrs. Ray Milland and son Danny sailed on the Queen Elizabeth to join Ray Milland. They will remain abroad until late August.

Bing Crosby is back in Hollywood . . . Albert E. Schiller, head of branch operations for Republic, is visiting Memphis, New Orleans and Charlotte . . . Ed Beloin returned to the coast . . . Cecil B. DeMille was in town to address the New York State Chamber of Commerce.



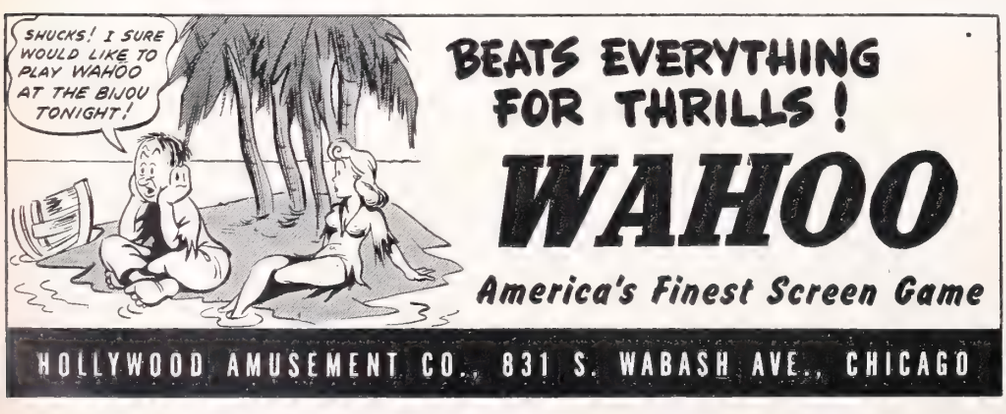
GRIFFIS'S GOODBY—Stanton Griffis, newly appointed ambassador to Poland, is depicted entering the executives offices of President Truman for a conference with the chief executive before sailing. Former chairman of the executive committee of Paramount Picturees and a director of that company, Griffis will confer with American ambassadors in London and Paris before going to Poland.

Joan Caulfield is in New York . . . Dorothy Peterson is on the coast . . . Jules Lapidus and Sam Lefkowitz visited Buffalo and Boston . . . Roy Rogers is in New York . . . Al Zimbalist returned from Hollywood . . . J. Don Alexander, president of Alexander Films and chairman of the board of General Screen Advertising, is at his New York offices.

Priscilla Nathan Halpern has left Paramount to become a full-fledged housewife . . . James E. Coston and L. F. Gran of Warner Theatres returned to the midwest . . . Jules Megeff of the MGM music department is on the coast.

Peter Ustinov is in New York to discuss his new play with Norris Houghton and Nancy Stren of Theatre, Inc. He will spend a month in Hollywood before returning to London.

Sid Blumenstock, 20th-Fox assistant exploitation manager, is in Chicago . . . Daniel T. O'Shea and E. L. Scanlon of SRO are back in Hollywood.



Five N.Y. First Runs Forego New Films

NEW YORK—Reissues and return engagements continued to dot the Times Square area during the first two weeks in June. The week ending June 14 saw five theatres out of 18 first runs playing this type of product, the same number as for the week ended June 7. The number will be increased during the summer months with Loew's Criterion slated to play MGM's reprint of "Gone With the Wind" late in July or early in August.

Meanwhile, the Gotham followed a two-week run of U-I's "Magnificent Obsession" and "I Stole a Million" with another reissue combination, "Drums Along the Mohawk" and "Swanee River," both from 20th-Fox. Following two weeks of "Jungle Book," reissued by Film Classics, "Duel in the Sun" opened at the Victoria June 12, a week after the close of its four-week run at the Capitol. The Broadway is playing a popular-price engagement of "Henry V" six weeks after the close of a 47-week two-a-day run at the Golden.

The Rialto followed a seven-day run of two RKO horror films, "Isle of the Dead" and "The Body Snatcher," with Universal's "Scarlet Street" originally released over a year ago. The Republic is continuing the reissue policy of the last few months with a double bill of "Laura" and "Call of the Wild," both from 20th-Fox.

The Strand has resumed its first run and stage show policy with "Cheyenne" following two weeks of Warner Bros. reissue combination of "The Sea Hawk" and "The Sea Wolf."

Merritt Kyser Re-Elected Buffalo MPTO President

BUFFALO—Merritt A. Kyser of East Aurora was re-elected president and chairman of the board of the Motion Picture Theatre Owners of Buffalo at a recent meeting in the Buffalo Variety Club headquarters.

Others elected were Sidney L. Grossman of Syracuse and George J. Gammel of Buffalo, vice-presidents; Vincent R. McFaul of Buffalo, treasurer; Marian Gueth of Buffalo, secretary, and Jack A. Read of Gowanda, sergeant at arms.

Directors are Harry Berinstein, Meno Dykstra, Raymond Pashley, McFaul, Matt M. Konczakowski, Kyser, Myron J. Kallet, C. J. Basil, Lydia J. Behling, William Benton, Henry G. Dillemuth, Robert C. Hayman, Gammel and Grossman.

Monson Quits Ampro Post; Palmer Is New President

CHICAGO—Axel Monson has resigned as president and general manager of the Ampro Corp., 16mm and 8mm projector manufacturing firm. He will be succeeded by A. J. Palmer, former vice-president of General Precision Equipment Corp., parent company of Ampro.

Monson will remain in the post of chairman of the board and will serve as adviser. He organized Ampro and has headed the firm for the past 32 years.

It's Sir Lawrence Now!

NEW YORK—Laurence Olivier has been knighted by the British king. The star of "Henry V" was included in the list for the monarch's birthday honors and cited for his services to the stage and to the motion picture industry.

'Miracle' Tops B'way First Run Pictures

NEW YORK—Despite a rainy weekend, business in the New York first runs ranged from strong, for such new pictures as "Miracle on 34th Street" at the Roxy and "High Barbaree" at the Capitol, to weak at some of the longer runs and all of the reissues on the main stem.

New films during the week were "Dear Ruth" at the Paramount, "It Happened on Fifth Avenue" at the Rivoli, "The Private Affairs of Bel Ami" at the Globe and "Scared to Death" at the Rialto.

(Average is 100)

Astor—**The Best Years of Our Lives** (RKO), 29th wk. 85
Broadway—**Henry V** (UA), 1st wk. at popular prices 75
Capitol—**High Barbaree** (MGM), plus stage show 119
Criterion—**The Web** (U-I) 115
Globe—**Framed** (Col), 3rd wk. 85
Gotham—**Magnificent Obsession** (U-I); **I Stole a Million** (U-I), reissues, 2nd wk. 68
Hollywood—**Possessed** (WB), 2nd wk. 110
Palace—**Woman on the Beach** (RKO) 80
Paramount—**Imperfect Lady** (Para), plus stage show, 3rd wk. 65
Park Avenue—**Carnegie Hall** (UA), 6th wk. 35
Radio City Music Hall—**Great Expectations** (U-I), plus stage show, 3rd wk. 115
Rialto—**Scarlet Street** (U-I), reissue; **Badman From Red Butte** (Mono) 70
Rivoli—**The Other Love** (UA), 4th wk. 70
Roxy—**Miracle on 34th Street** (20th-Fox), plus stage show 127
Strand—**Cheyenne** (WB), plus stage show 99
Victoria—**Jungle Book** (FC), reissue, 2nd wk. 40
Winter Garden—**Carnegie Hall** (UA), 6th wk. 100

'Duel' Remains Hot, 'Barbaree' Opens Big in Philadelphia

PHILADELPHIA—"Duel in the Sun" was still pulling down top dollar this week. "High Barbaree" opened strong, as did the combination of "I Cover Big Town" and Vaughn Monroe's band at the Earle. Another of the higher lights was the Warner double reissue of "Sea Hawk" and "Sea Wolf" at the Stanton.

Aldine—**The Guilt of Janet Ames** (Col) 90
Arcadia—**The Best Years of Our Lives** (RKO), 10th wk. 105
Boyd—**Dishonored Lady** (UA), 2nd wk. 105
Earle—**I Cover Big Town** (Para), plus stage show 160
Fox—**Duel in the Sun** (SRO), 2nd wk. 200
Goldman—**High Barbaree** (MGM) 180
Karlton—**The Yearling** (MGM), 3rd wk. 180
Keith's—**The Farmer's Daughter** (RKO), 2nd run 150
Mastbaum—**The Two Mrs. Carrolls,** (WB), 2nd wk. 110
Pix—**Brief Encounter** (U-I) ..... No estimate available
Stanley—**Calcutta** (Pr), 3rd wk. 95
Stanton—**The Sea Hawk** (WB); **The Sea Wolf** (WB), reissues 190

Buffalo Has Desultory Week; High Cost of Living Blamed

BUFFALO—First run houses here apparently were suffering from a lack of new product as reissues and holdovers predominated. Best in a dull week was "Honeymoon," coupled with "The Devil on Wheels," at the 20th Century. Rain continued. The high cost of living, principally food, was seen by some observers to have caused the apparent recession in the amusement field.

Buffalo—**The Sea Wolf** (WB); **The Sea Hawk** (WB), reissues 81
Great Lakes—**Calcutta** (Para), 2nd wk. 72
Hippodrome—**High Barbaree** (MGM); **Little Mr. Jim** (MGM), 2nd d. t. wk. 100
Lafayette—**The Egg and I** (U-I), 4th wk.; **Bulldog Drummond at Bay** (Col), 2nd wk. 86
Teck—**Texas** (Col); **Arizona** (Col), reissues 80
20th Century—**Honeymoon** (RKO); **The Devil on Wheels** (PRC) 117

NEW MIRROPHONIC SOUND

JOE HORNSTEIN, Inc.

630 Ninth Ave., New York City

Along New York's Filmrow

By DORIS SULTAN

JACK MELTZER and Oliver Krauss opened their new Playhouse Theatre in Cedarhurst, L. I., Thursday night (12). This is their first independent venture in exhibition. Meltzer is a buyer for Independent Theatre Service, and Krauss formerly was manager of the Cameo Theatre, Jersey City. The Playhouse seats 400 people.

Meltzer and Krauss will operate the theatre on an action picture policy. The theatre is an "intimate house," Meltzer said, with a game room. The new exhibitors have plans for a circuit on Long Island and are looking for sites. The Playhouse was purchased from Martin Lewis and Max Zipperman, operators of the Continental circuit.

National Screen Service shipped approximately 1,600 prints of the official Father's day trailer up to Wednesday (11). Requests for the free trailer came in from circuits and independent operators in all sections of the country. All requests were referred to the National Father's Day committee, which sent out two 11x14 posters for lobby display with each print.

The trailer features Bob Hope in a Father's day message. The reel was produced by the Father's Day committee.

Seen on Filmrow: John Fiorvanti, operator of the Dunellen Theatre, Dunellen, N. J. . . . Arthur Wakoff, buyer for Rariton Theatres N. J. . . . James Gravani, operator of the Fowler Theatre, Keansburg, N. J. . . . John Genis, buyer for Skouras Theatres . . . Herb Nolan and Clifford Smith of the St. Cloud circuit.

Filmack Trailer Co. offers some hints on boosting summer business in its latest issue of Inspiration. Among the suggestions are special serial shows and all western programs for youngsters, plus cartoon shows, treasure hunts, spelling contests, pie-eating contests, harmonica contests, etc.

Walter Reade jr. presided over the recent monthly meeting of the circuit's city and district managers. He discussed the importance of merchant and civic goodwill and emphasized the value of cooperating in community activities. Those attending included Edwin Gage, Jack P. Harris, Jim Watson, Charlie Jacobson, Nick Schermerhorn, Hal Martz, David Nolan, Roy Blumenheim, Tony Hunting, Johnny Balmer, Ralph Lanterman, Guy Hevia, Bob Case, Murray Meinberg, Julius Daniels, Harry Burke and Steve Brenner. Hevia and Sabie Conti, manager of the Oxford Theatre, Plainfield, N. J., were chosen winners of "The Beginning or the End" exploitation contest.

In the last 12 months 326 performers toured the USO-Camp Shows hospital circuit. The acts were lined up by the USO talent advisory committee, which includes Sidney Piermont, chairman, Loew's; Harry Warner, Paramount; Harry Mayer, Warner, and Dan Friendly, RKO.

Many performers were recruited for hospital shows from the stages of the Radio City Music Hall, Loew's State, the Capitol and other Broadway first runs. Among the performers were Gene Sheldon, Johnny Downs, Hal Sherman, Steve Evans, Paul Regan, Jack Waldron, Joe and Jane McKenna, Henry Martin, Harrison Carroll and Lucy Monroe.

Three managers and two assistant managers from Century Theatres were chosen showmen of the week; namely, Allen Grant and Alfred Cohn, Patio Theatre; George Amos and Bill White, Midwood Theatre, and Pete Manzione, Quentin.

Leo Greenfield, former owner of the Borough Hall Theatre, Brooklyn, is now with U-I as salesman in the Brooklyn territory . . . Ben Levine, head booker for UA, celebrated his 11th wedding anniversary during the week . . . The Motion Picture Bookers club will hold its final meeting of the season at Hotel Taft June 30. About 100 people are expected to attend the business meeting and buffet dinner.

Wedding Bells: Antionette Paglianti of the 20th-Fox accounting department was married recently to Robert Anderson of the exchange shipping department . . . Mike Noschese of 20th-Fox was married to Mildred Christman of Paramount . . . Gertrude Dembroff, UA city booker, was married Thursday (12) to Edward Elkind. The couple is honeymooning at Schroon Manor, New York . . . Irene Ellsworth of MGM will be married June 21. She is leaving the company.

Sam Bram of Bram studios is at home recuperating from an illness . . . The Columbia and 20th-Fox exchanges are big draws for visitors. Both offices are air conditioned . . . May Friedman, former MGM employe, and her husband have adopted a baby.

Stork Note: Myron Siegel, assistant to Fred J. Schwartz, vice-president of Century Theatres, is the father of a boy born at the Swedish hospital.

Leonard Sauer, Columbia booker in Philadelphia, was in town during the week.

Funeral services were held for Mrs. Hannah Schneck, mother of Armand Schneck, president of Madison Pictures, Inc., at the Midtown Chapel June 11. Mrs. Schneck, who died June 10 at the French hospital, was a resident of Belle Harbor, L. I.



HOME OFFICE CHAT—H. F. Kincey (left) of Wilby-Kincey circuit, Charlotte, drops into the RKO home office and meets Robert Young, star of "They Didn't Believe Me," and Robert Mochrie, vice-president and general sales manager.

British Family Budget Gives More to Films

NEW YORK—The average British family spends a greater proportion of its income for film entertainment than the average American family, according to Dr. George Gallup, head of Audience Research, Inc.

The well-known poll-taker made this statement upon his arrival here Monday (June 9) aboard the Queen Elizabeth. The passenger list of 2,260 also included Howard Dietz, publicity and advertising director of MGM; Boris Morros, president of Federal Films, Inc.; James E. Perkins, chairman and managing director of Paramount International Films, Inc., in Great Britain; John B. Nathan, general manager of Paramount International in continental Europe, North Africa and the Near East; Otto W. Bolle, former managing director of 20th-Fox International, Ltd., of Great Britain, and Phyllis Calvert and her husband, Peter Murray-Hill of the British screen.

FRENCH SURVEY TO START

Gallup based his statement on a preliminary survey made by the recently organized branch of Audience Research in Great Britain. He went to Europe to get the British branch started and also to organize a French branch. The French office will begin its first study within the next two or three months, said Gallup.

This study will cover the same grounds now being covered in a British survey, he added. The poll takers are asking the British people about types of stories, titles, prices, relative importance of stars or stories, preference as to British, American, French and other continental films.

The Gallup-pollers also are studying British film attendance as to age, sex, income and geographic (city, country) groups. The results of this survey should be known within a month, he said.

The information will be passed on to his clients—RKO, David O. Selznick, Columbia, Universal-International, Walt Disney and Samuel Goldwyn.

While in London he met the representatives of 12 research organizations in northern Europe, the British Commonwealth of Nations, western Europe and Latin America that are associated with his company.

Film surveys will be made in all of the key American cities which provide most of the domestic motion picture revenues, he said.

Bolle said that his future with 20th-Fox depends "on his good friend Spyros Skouras" (president of 20th-Fox). He said he resigned because of an illness aggravated by the British climate. (Bolle will be replaced as managing director for Great Britain by William J. Kupper, until recently 20th-Fox general sales manager.)

FALLING OFF IN BRITAIN

Bolle went to England from South Africa and Australia where he successively headed 20th-Fox offices in those territories.

Bolle pointed out that while business has been generally good in Great Britain, it has fallen a bit during the past few weeks. This decline, he explained, was due to the weather and double summer time.

The people took advantage of the first nice weather in nearly a year to go to the country or just stay out in the sunshine. Under double summer time, it doesn't get dark in England until about 10 p. m. This makes it tough for the exhibitors, he declared.

John B. Nathan, head of Paramount operations in continental Europe, also thought that business in his area has been pretty good. He is here for conferences with George Weltner, president of Paramount International. On Friday, June 13, he left for a five-day visit to Hollywood.

Before he returns to his Paris headquarters next month, Nathan will discuss with Weltner 16mm distribution in France, Italy and the Near East. Paramount has no 16mm sales set up as yet for overseas, he said.

He also said the company has no production plans for France, but "we are keeping our eyes open to such developments."

In addition to supervising the distribution of Paramount product in his territory, Nathan also is head of theatre operations. There has been no theatre building in France since 1939, he said. The three Paramount theatres in France and the one in Belgium will be renovated as much as possible, Nathan added.

Before he sailed for New York he attended the Brussels World Film festival, which opened June 2. Paramount is represented by "To Each His Own," a Paramount Newsreel clip and a George Pal Puppetoon. No decision will be made on the Venice festival set for August until the 1947 film agreement covering distribution in Italy has been set. Discussions have been suspended.

NYC to Hold Examination For Equipment Experts

NEW YORK—The municipal civil service commission is now issuing and receiving applications for the job of visual aid technicians. The deadline for filing the applications is June 25.

The job is open to those with at least two years full time experience in the operation, repair and maintenance of 35mm and 16mm motion picture equipment. There will be a written and performance examination.

The salary ranges from $1,801 to $2,400 plus a $660 cost-of-living bonus. For applications and further details apply or write to the application section, 96 Duane St., Manhattan, New York 7, N. Y. Office hours for the section are 9 to 4 daily, 9 to 12 Saturdays. The filing fee is $1.

MPEA Germany Setup Months Off—Corwin

NEW YORK—The Motion Picture Export Ass'n will not take over film distribution in Germany from the American Military government before the latter part of the summer, according to Alfred Corwin, advertising and publicity director for MPEA. The export group originally planned to start operations there on July 1.

Irving Maas, vice-president and general manager, may leave for Washington in a few days to discuss the turnover with AMG officials.

At present the government operates six exchanges in the American zone in Germany. The government employs from 150 to 200 workers, mostly civilian. With the exception of the Berlin office, which is headed by Marian F. Jordan, MPEA manager in Germany, AMG has hired civilian branch managers in Munich, Frankfurt, Stuttgart, Bremen and Kassel. An army motion picture officer is located at each exchange.

The MPEA will take over all branches. AMG will retain control only of the titles of pictures to be released. Corwin said there will be a free exchange of film between the British and American zones. Exchange with the Russian and French zones also will ease. Currency still will be frozen, Corwin added.

During Maas' recent trip to Europe the exchange problem was settled with British film and government representatives. There are 900 houses in the American zone and 1,100 in the British territory in Germany.

A deal increasing the exchange between the American and French zones will go into effect July 4, when 20 of the entire 31 houses in the French zone will play American pictures for an entire week. The U.S. will reciprocate by playing French product in 20 theatres for the week of July 11, French Bastille day.

Exchange with the Russian zone is limited, Corwin said.

Ary Lima Is in New York

NEW YORK—Ary Lima, Warners supervisor for Brazil, Argentina, Chile, Uruguay and Paraguay, is here from South America for home office meetings with Wolfe Cohen, vice-president of Warner Bros. Pictures International Corp., and other executives.

Englishmen More Film Conscious Than Americans, Dietz Declares

NEW YORK—Howard Dietz, publicity and advertising director of MGM, upon his return here aboard the S.S. Queen Elizabeth commented on what he called growing British film nationalism. The English people are taking more interest and more pride in British pictures, he said. The average person in England struck him as being more film conscious than the average American.

The British are puzzled and disappointed over the boxoffice grosses of some English product in America. The people have read about the critical acclaim won by many British films, yet some of these pictures did poor business, said Dietz.

Although the British seem to be influenced to some extent by American exploitation and advertising techniques, they still are fighting against the Hollywood star system. Their producers and public give relatively more weight to the story than to the individual player, said Dietz.

The MGM official praised the British advertising men for getting the most out of limited ad space. Newspapers are still kept down to eight pages by the newsprint shortage. This offers a challenge to the copy writer who must and does make every word count. The ad men succeed in getting much of their copy read by the public.

The British are going in a lot for special openings with all the trimmings typical of a U.S. premiere, he said.

Dietz declared the MGM studios in England will be ready for operation soon. Films already have been scheduled for the stages there. These include "Young Bess" and "The Secret Garden."

If necessary, the MGM publicity staff in Great Britain will be enlarged to handle the exploitation of the company's films there, he added.

Dietz stopped over in Paris before he returned to New York.

Wirthwein Will Tour All Paramount Spots

NEW YORK—Paramount will make final preparations for the company's 1947 Celebrating 35 Years of Leadership sales drive at branch meetings to be held all over the country by Harold Wirthwein, captain of the drive. Wirthwein, who is assistant west coast district manager, started his tour of the company's branches in Dallas with a three-day meeting starting June 16.

Other meetings to be held by Wirthwein are Oklahoma City, June 19; Memphis, June 20, 21; New Orleans, June 23, 24; Jacksonville, June 25; Atlanta, June 26-28; Charlotte, June 30-July 1; Washington, July 2, 3; Philadelphia, July 5-8, and Pittsburgh, July 9, 10.

Also, New Haven, July 11, 12; Boston, July 14-16; Albany, July 17, 18; New York, July 21-23; Buffalo, July 24, 25; Cleveland, July 26-28; Detroit, July 29, 30; Cincinnati, July 31-Aug. 1; Indianapolis, Aug. 2-4; Chicago, Aug. 5-7; Milwaukee, Aug. 8, 9; Minneapolis, Aug. 11-13; Des Moines, Aug. 14; St. Louis, Aug. 15, 16; Kansas City, Aug. 18, 19; Omaha, Aug. 20; Denver, Aug. 21, 22; Salt Lake City, Aug. 23-25; Seattle, Aug. 26, 27; Portland, Aug. 28; San Francisco, Aug. 29, 30, and Los Angeles, Sept. 2-4.

Wirthwein had three days of conferences in New York with Charles M. Reagan, vice-president in charge of distribution, before starting on his tour. The sales drive will open August 31 and close on November 29.

Union Is Near Agreement With Warner, Universal

NEW YORK—Wage talks between the Motion Picture Home Office Employes union, local No. H63, and Warners and U-I are close to settlement, according to Russell Moss, executive vice-president of the local. The union met Tuesday (10) with U-I representatives and Wednesday with Warners.

Moss said the question of wage increases has been settled, and only "a few minor differences" including a minimum wage scale are still pending. The union executive did not reveal the increase granted by both companies.

As soon as the U-I and Warner negotiations are completed, the union will resume talks with MGM, Paramount, News of the Day; Robbins, Feist & Miller, MGM music publishing firm, and Ace Film Laboratories. Moss feels the agreements reached with Warners and U-I will set a pattern for the other companies.

Contracts covering office workers at News of the Day and the music firm have expired. Salary talks with the other companies were started under a wage reopening clause in existing contracts. The union board originally demanded uniform increases of 20 per cent or a minimum salary rise of $8.

All ITO of N.Y. Officers Re-Elected at Meeting

NEW YORK—All officers of the ITOA of New York were re-elected at the annual meeting held June 12 at Hotel Astor. They are: Harry Brandt, president; David Weinstock, first vice-president; Max A. Cohen, second vice-president; Leon Rosenblatt, treasurer; Joshua J. Goldberg, secretary, and John C. Bolte.

In addition to these automatic members of the board of directors, the following were named: Maurice Brown, Rudolph Sanders, Irving Steiner, Abraham Shenk, Louis Mazze, Samuel Einhorn, Arthur Rapf, Henry Siegel, Abraham Leff, Emanual Hertzig, Ray Rhonheimer, Louis Feld, Gilbert Josephson, Samuel Freedman and Murray Le Boss.

MPA Files a Protest On Express Rate Hike

WASHINGTON—Protest against increased express "rates and charges" was filed here at a hearing at the Interstate Commerce commission by John B. McCullough, director of the conservation department of the Motion Picture Ass'n.

McCullough, in his statement to the commission, asserted that the individual shipment of a motion picture subject totals less than 100 pounds and that according to information he has received, "a premium of approximately 50 cents is to be placed on each shipment of this category."

"BURDEN UNREASONABLE"

"When the volume of separate shipments which are inevitably involved in the multitude of movements of motion picture film among producers, distributors and individual exhibitors is considered," McCullough said, "it would seem clear that an increase of the amount proposed would impose an unreasonable burden on our industry." He estimated that approximately $1,000,000 a year is spent on transportation of motion pictures.

Motion picture film was formerly given a 50 per cent reduction in express charges on all returned shipments, McCullough added, and that this recognized trade practice was rescinded in the war years and has never been restored. "Thus, obviously, Railway Express has been given a self-granted increase of 25 per cent in all shipments of this type," he continued. "Railway Express further increased its rates in the early years of the recent war by imposing a fee of 10 cents on each express shipment in addition to the established and permitted rates," he said.

Approaching a conclusion, McCullough continued that "the increase of over-all expense by these two methods, the denial of accustomed discount on returns, and the imposition of the so-called 'bonus' became a very important cost factor, especially in low revenue-returning shipments."

McCullough reported that an analysis of Railway Express shipments of films during the past year showed a substantial increase in time required for delivery of shipments compared to service which prevailed before the war. Time lag varied from one day to as many as 12, he said.

"MISSOUTS" ARE EXPENSIVE

Delays have caused many "missouts," he charged, and tremendous expense has been involved in attempting to extricate exhibitors from the unfortunate position in which "missouts" placed them.

Summing up, McCullough stated that, "the motion picture industry is fully aware that costs have increased in the operation of any business and, therefore, it is our opinion that a small increase in rate would be justified if it is found that such an increase would guarantee the standard of service heretofore established by the Railway Express agency. However, we are firmly of the opinion that there should be a direct correlation between the increase in rates and the improvement of service. An increase in the rate charge without a substantial improvement in the service afforded would be totally unjustified."

In conclusion, he said, "If the increase allowed is large, the motion picture companies, no doubt, will be compelled to resort to other means of transportation for their films, and the other products of the industry, nullifying any expected increase in revenue by the Railway Express agency from the motion picture industry."

Leonard Goldenson Back From Chicago Meeting

NEW YORK—Leonard Goldenson, vice-president of Paramount in charge of theatre operations, has returned to the home office from Chicago where he participated in a meeting of advertising executives of a number of the company's theatre partners and affiliates. Among the circuits represented were Balaban & Katz, Great States, M&P Theatres, United Detroit Theatres, Tri-States Theatres, Wilby-Kincey, Minnesota Amusement Co. and Famous Players Canadian.

Goldenson was accompanied by Edward L. Hyman, vice-president of Paramount Theatres Service Corp.

Curtis Mitchell, Paramount national advertising, publicity and exploitation director, who went to the Chicago meeting on his way back from the annual sales convention of Paramount Film Service, Ltd., of Canada in Toronto, also is back at the home office.

N.Y. Theatremen to Honor 20th-Fox Sales Heads

NEW YORK—Andrew W. Smith jr., new 20th-Fox general sales manager; William C. Gehring, assistant general sales manager; Ray Moon, Yankee division manager, and other newly-promoted executives of the campany, will be guests of honor at a testimonial luncheon given by motion picture theatre owners in the New York area at the Hotel Astor June 20.

Harry Brandt, president of the ITOA, is chairman of the committee in charge. Sam Rinzler is co-chairman and David Weinstock is in charge of the luncheon arrangements.

Silverstein to Inspect

NEW YORK—Maurice Silverstein, regional director for MGM in Latin America, left last Monday, June 9, for an inspection tour of his territory. He will visit Ecuador, Peru, Colombia, Venezuela, Trinidad, Puerto Rico, Cuba and Mexico.



GETS NAVY HONOR — Sid Kramer, assistant to Harry Michalson, RKO short subjects sales manager, receives certification of appreciation from the Navy department for "meritorious personal service during the war." The presentation was made by Comdr. J. A. E. O'Handley.

WASHINGTON

Bob Hope and Jerry Colonna were in town Tuesday and appeared at Hecht's department store to autograph phonograph records and albums for the benefit of the Cancer fund . . . A large portion of the rain-soaked ceiling of the Lyceum Theatre, Sparrows Point, Md., crashed in front of the screen last Sunday and 565 patrons made a wild dash for safety. No one was hurt.

Warner Theatres' romance dep't: Edna Shelton, acting Earle captain, marries her FBI man . . . Earle usherettes Lucille Basiner and Juanita Pace married two lucky men, Juanita leaving for New York. Olga Rosenbloom took a night usherette job at the Earle and quit two nights later when she got a telegram from her man in Texas saying "come on" . . . Fred McMillan, Earle manager, returned from a vacation in Florida . . . Ed Camp, Metropolitan assistant manager, and wife, went home to Chattanooga, then broke in a new car with a tour of the midwest, all on his vacation . . . Charlotte Duncan, formerly Frank LaFalce's secretary, now married, visited briefly from New York.

The heat wave last week left everyone limp, including visiting exhibitors. Those employes working in air conditioned offices are thankful . . . Cecil Curtis came in from Galax to buy and book and reports he is building a new theatre there. He already operates two houses there, the Rex and Colonial.

Twentieth-Fox Dynamos elected Howard Russell, president, other officers being: Vice-president, Pearl Torney; treasurer, Dick Norris; secretary, Doris Scheer . . . Shipper Howard Russell has returned from a Lynchburg vacation . . . Marina Dixon is the new clerk-typist in the contract department . . . Millie Lodge resigned to await a visit from the stork. Replacing her in the contract department is Joyce Reed, upped from answering telephones . . . Winnie Brunt is Anne Griffin's new secretary.

The Donks Theatre, Hudgins, Va., opened June 9 . . . Bill Crockett contemplates opening his new Beach Theatre at Virginia Beach, July 1 . . . Highway Express Lines will haul film for the Shannon, Emporia, Va., and the Byrd, Alexandria, Va. . . . Mrs. Max Stepkin, wife of the Kay Films office manager, is home from the hospital . . . Mrs. Harley Davidson, wife of the Paramount executive, entered Johns Hopkins hospital to undergo a major operation.



GIFT FOR FONTAINE—Sam Galanty, left, mideastern division manager for Columbia; J. E. Fontaine, new division manager of the Selznick Releasing Organization, and George A. Crouch, assistant zone manager of Warner Theatres representing John J. Payette, are shown at the stag party given for Fontaine in the Variety clubrooms in Washington. The radio was a gift of the more than 200 Washington showmen who turned out to honor the veteran showman. Galanty and Payette were co-chairmen of the event.

MGM Items: Salesman Harry Cohen and Harry Buxbaum were hosts to Bob Tignor, navy film booker in the Washington area, at the Indian Springs Country club golf course . . . John Allen, assistant southern division sales manager, observed a birthday June 3. By a curious coincidence it also was the birthday of his secretary, Marilyn Knoll. Marilyn returned from her vacation, after observing her birthday in Union City, N. J., with her family.

Ida Barezofsky was recently elected treasurer of the Blendman Family club. The organization is a rather unique one and might well be adopted by families which have a tendency to drift apart. The club now has 53 members, has a constitution, bylaws, arranges social events, contributions, etc., and functions like a minor parliament . . . Salesman Frank Scully will vacation at his summer home at Peak's Island, Me.

Vacationing are Vivian Kelly, contract department, and Alice Clarke, inspector . . . Zelda Stough has just returned from hers . . . Ben Melnicker and Earl Beatty of the home office legal department visited last week . . . Harry Buxbaum visited his mother and sister in Lawrence, N. Y. . . . William Smith is a newcomer in the shipping department . . . Ensign S. M. Shefferman, nephew of Rose Frank, recently was discharged from the navy.

Exploiteer Bill Michalson visited Roanoke, Richmond and Norfolk to set up campaigns on "Miracle on 34th Street" . . . Manager Glenn Norris visited Jack Katz and Hunter Perry in Charlottesville . . Mrs. Josephine Deavers' stepfather was killed by an automobile.

Variety Club: Newest members of Tent No. 11 are George Waldman, metropolitan district manager, Film Classics, New York; Sidney Weiner, branch manager, Film Classics, New York; Alvin Ehrlich, radio director for Kal, Ehrlich & Merrick Advertising agency, Washington; Robert Sher, attorney for the Washington MPTO, and member of the firm of Miller, Sher & Oppenheimer; Charles Noake, assistant manager and treasurer, RKO Keith's Theatre, Washington; Jules K. Chapman, assistant general sales manager, Film Classics, New York; Laurence Moore, head film editor, navy department: Jerome Adams, MGM manager; Gerald Sarchet, head of the motion picture library, naval photo center; Ward Besanson, salesman, Columbia.



SALESMEN'S MEMORIAL AWARD—The Motion Picture Salesmen's club of Washington, D. C., recently presented to Mrs. Jean Bobys a posthumous award in remembrance of her late husband, Phil Bobys, who was one of the organizers and one-time secretary-treasurer of the club. He was MGM's leading salesman in 1946.

Present were the following officers and members of the club, reading left to right: Maynard Madden, Jack Eskridge, Sam Taber, Mrs. Bobys, George Nathan (president), Hy Bettinger (secretary-treasurer), Eddie Martin (vice-president) and Joe Walsh (past president and one of the organizers of the club).

Football Game for Charity Will Be Stellar Event

WASHINGTON—Plans are being worked out for the charity football game to be played September 1 in Baltimore between the Washington Redskins and the Green Bay Packers, an annual contest sponsored jointly by the capital and Baltimore tents of Variety Club.

Carter T. Barron and Sam Galanty are co-chairmen of the football committee, with A. E. Lichtman, chairman of the welfare committee of tent No. 11, acting in an advisory capacity.

Representatives of three Washington newspapers and six radio stations attended a meeting here in Variety headquarters at which plans for the coming contest were discussed.

Barron, who presided, said that funds realized from the game will be used for boys' club activities in both cities. Last year's game netted $55,868.45, the largest amount ever raised at a single sporting event for charity in Maryland's history. Barron said the funds constitute a potent weapon in the fight against juvenile delinquency.

Tent No. 11 committees follow:

Gerald Price, resident membership ticket applications; Nathan D. Golden, out-of-town applications; Dr. Sylvan Danzansky, associate members; Fred Kogod and A. E. Lichtman, box seat sales, with Harry Coonin as coordinator.

North Emporia Shannon Is Added by Pitts-Roth

WASHINGTON — The Pitts-Roth Theatre Corp. has added the Shannon Theatre, North Emporia, Va., to its chain, Harry Roth, district supervisor, announced. The theatre, formerly known as the Bryant, was erected in late 1946. It will be operated under the direction of Joe Turner, city manager for Pitts-Roth, beginning June 16. Bookings will be handled by the Washington office under direction of John G. Broumas.

World's Relief Needs Survey Is Advocated

MILWAUKEE — Complete inventory of America's resources and a survey of world needs for relief and reconstruction were urged by Eric A. Johnston, MPA president, before the national convention of the Young Republican National Federation on Sunday (June 8). He proposed a joint council on foreign policy be set up to conduct the surveys and to draft plans for aid to Europe for consideration of the public. Johnston stressed the importance of helping to rebuild foreign economies.

The MPA head suggested that this council be composed of officers of the government executive department and members of congressional committees dealing with foreign affairs, appropriations and taxation. He feels the findings of this "bill of particulars" should be submitted to Congress by the time it convenes after the summer recess. Action is needed now, he declared. Johnston recommended that this joint "bipartisan" council be set up on the initiative of the president or of Congress.

DANGERS TO GUARD AGAINST

"The crisis in Europe exhibits alarming symptoms," he said. He added that the loan to Britain is running out; France and Italy are near bankruptcy; China is desperate and other nations need help. Food, seed, machinery, clothing and raw materials are needed, he declared. "Production in Europe is still 20 to 50 per cent below prewar levels; America's output is double prewar levels."

Johnston listed two dangers the U.S. must guard against today: (1) economic and social collapse in Europe; (2) any possible break or rupture in our bipartisan foreign and economic and political policy.

Touching on domestic problems, he urged the Republican party to strongly advocate three measures which will "contribute substantially to the material, moral and spiritual progress of all our people."

1. Cutting federal taxes to a point where they cease to do mischief to our economy and stimulate new business.
2. Start a program of decent housing for our low-income groups.
3. Redevelop the inland empire of the west, i.e., irrigation, soil conservation, power development.
4. Genuine application of our civil liberties.

Johnston stressed the fact that he does not suggest these points as platform planks for the Republican party.

Getting back to the foreign situation, Johnston emphasized that our people first must have a clear understanding of what the European problem is. Americans want these three things, he declared: A peaceful world of free people and free nations; effective United Nations organization, with its members cooperating for common good; world economic reconstruction, recovery and stability.

HE CHIDES RUSSIA

He struck at Russia for its lack of cooperation. Our foreign task would have been immensely easier if we had been joined in it by Soviet Russia, he said. "Russia, second only to us today in power, has chosen a course of noncooperation in the United Nations. Her refusal to join various agencies of the UN raises the question whether Russia really wants world order.

"Her consistent attempts at pressure and coercion upon small and weaker neighbors have created an unwholesome atmosphere for world economic recovery. It is idle to talk about economic rehabilitation while aggression still stalks world boundary lines."



AT THE COLUMBIA CONFAB—This delegation, composed mostly of eastern executives, attended the Chicago session last week of Columbia's sales personnel.

Seated, left to right: Saul Trauner, New York branch manager; J. C. Bullwinkel, Albany manager; Harry Weiner, southern New Jersey and eastern Pennsylvania division manager; Phil Fox, Buffalo manager. Standing: Nat Cohn, New York division manager; B. J. Lourie, Chicago manager.

U-I International Drive To Honor Seidelman

NEW YORK—Universal-International has launched an 18-week international sales drive to honor Joseph H. Seidelman, head of foreign operations, according to Al Daff, foreign sales supervisor.

The contest includes the 31 countries in which U-I is operating at present, Seidelman drive quotas have been assigned on the basis of past performances, and special consideration has been made for those areas where U-I releases J. Arthur Rank pictures, Daff said.

Ben M. Cohn, manager of U-I overseas operations, has been named captain of the drive. The field has been divided into six zones with Harry Novak directing activities in Europe; Robert Lury, eastern Asia; Michael Bergher, Far East; Americo Aboaf, Latin America; Andre Salib, Middle East, and Herc C. McIntyre, Australasia.

Suit Against Columbia On 'Jolson' Dismissed

NEW YORK—The complaint against Columbia Pictures Corp., producers of "The Jolson Story," by the Shubert theatrical interests, was dismissed by Supreme Court Justice James B. McNally June 7. The Shuberts, who claimed that the film was based on a story, "Winter Garden," which they control, had sought an injunction restraining the showing of the picture and an award of $500,000 damages.

Justice McNally held that sequences in the 36-year-old Winter Garden, as pictured in the film, were only background. "The picture is not a picture of the Winter Garden as the plaintiffs contend," he declared. "It is a picture based on purported episodes in the life of Al Jolson and whether the episodes are true or fictitious is immaterial."

U-I's Far East Head Here

NEW YORK—Michael Bergher, U-I supervisor for the Far East, arrived here Thursday (June 5) for conferences with Joseph H. Seidelman, head of foreign operations, on wider scale distribution of top budget U-I and J. Arthur Rank product.

PHILADELPHIA

Mel Fox is building three new theatres, the High in Burlington, N. J., seating 900, which is slated to open in September, a house in Mount Holly, N. J., and a third in the Mayfair section of Philadelphia.

Receiver of taxes W. Frank Marshall announced that receipts from amusement taxes amounted to nearly a million dollars more for the first five months of this year than for the same period last year. The receipts up to June 1 this year amounted to $1,874,127 as compared with $894,349 for the same period of 1946.

Audiences in Philadelphia saw Gravel Gertie's baby on television June 5 only a few hours after the much-awaited youngster made her debut on the comic pages in the Dick Tracy strip. WPTZ, Philco television station here, picked up the telecast from NBC in New York. The appearance of B. O. Plenty's pride and joy was carried as a surprise extra feature for local television audiences.

Theatre managers threw a swell party for Johnny Roach, their district boss, in honor of his 30th anniversary with Warner Bros. . . . The rumor that Mrs. Edna R. Carroll, chairman of the state board of motion picture censors, would be dropped as a vice-chairman of the Republican city committee was confirmed last week by David W. Harris, chairman of the committee.

UA Tickets for Colleges

NEW YORK—United Artists will distribute 40,000 discount tickets for "Henry V" at the Broadway Theatre to 11 colleges. The tickets will be given to summer students. Colleges include Hunter, City college, Columbia, New York university, Brooklyn, Queens, Manhattan, Long Island university, St. John's, Fordham and the New School for Social Research.

"Voice of Theatre Speakers"
JOE HORNSTEIN *has them!*

Venice Will Sponsor World Film Exhibit

VENICE, ITALY—Under government patronage and auspices of the Commune of Venice, the International Exhibition of Motion Picture Technique will be held in the Biennale D'Arte here from August 14 to September 10 of this year. The Mostra Internazional della Tecnica Cinematografica describes the exhibition thus:

"It is the first time in the history of motion pictures that the possibility is offered to scholars, technicians, industrialists, business men and the public, to find grouped together in one complete review the scientific elements, machinery and technical operations all cooperating to the making of one most modern and lively spectacle of our times."

The exhibition will be divided up into the following nine groups:

Workmanship; presentation; color; cartoons, scientific, educational films and newsreels; substandard field; inventions and research; television; photography; and "all machinery that preceded Lumiere's inventions, tracing scientific progress from these to the sound film."

There also will be a section devoted to motion picture and photographic publications, an exhibition of architecture and one for models and sketches indicating the relation between the films and fashion. The section "film music" will have practical effect in a series of concerts employing scores purposely composed for the films.

Director of the exhibition is Piazza S. Marco of the former Royal Palace, Venice.

Roach 'Comedy Carnival' Discussed at N.Y. Meet

NEW YORK—Hal Roach discussed advertising and distribution plans for his first postwar production, "The Hal Roach Comedy Carnival," with sales executives and the advertising, publicity and exploitation heads of United Artists at a luncheon at Toots Shor's June 6.

Those attending from UA were Edward C. Raftery, president; Gradwell L. Sears, vice-president in charge of distribution; J. J. Unger, general sales manager; Maury Orr, western sales manager; Paul N. Lazarus sr., contract manager; Paul N. Lazarus jr., advertising and publicity director; Tom Waller, publicity manager; Mori Krushen, exploitation manager; Francis Winikus, advertising manager; Jack Ellis, New York district manager, and William Ornstein, Robert Goldfarb, Abe Dickstein, Jack Wrege and John Hughes of the home office sales staff. Edward Mullen, Ray Wylie, Richard Perry, William Schutzer, Dave Burkan and Sam Rifkin were present from UA's New York branch.

The Roach staff was represented by Jules Seltzer, advertising and publicity head: Grace Rosenfield, eastern representative, and Herbert Gelbspan.

Did'ja Know There Are 80,000 Superstitions?

New York—The National Committee of 13 Against Superstition and Fear, founded by Nick John Matsoukas of Skouras Theatres, has started a 13-month campaign to expose about 80,000 superstitions. Matsoukas is executive secretary of the organization, which was started 13 months ago to disprove the ladder and broken mirror theories, etc.

Claudia de Lys was installed as president of the committee at a meeting on Friday, June 13. By the way, reader, count the number of lines in this story!



HOLLYWOOD-BOUND—Phyllis Calvert, British star, reaches New York on the Queen Elizabeth with her husband, Peter Murray-Hill, and four-year-old daughter, Auriol. Miss Calvert will appear opposite Melvyn Douglas in "My Own True Love" for Paramount.

$1 Fee on Motion Pictures Contested in Norristown

NORRISTOWN, PA.—A hearing was to be held Friday (13) in Montgomery county court on the request of the Ambler Theatre to have declared illegal an ordinance providing for the payment of a $1 fee for each motion picture performance.

The complaint was filed on behalf of Northeastern Theatres, Inc., of Philadelphia.

The action is brought against the borough of Ambler and its officers. Borough authorities recently discovered the existence of a licensing ordinance, passed in 1914, and on May 12, 1947, they amended this ordinance to provide for the payment of a $1 fee for each performance.

Buddy to Warner News As Allen's Assistant

NEW YORK—Ned Buddy, former editor and general manager for Paramount News in Europe, has joined warner News as assistant to James Allen, recently named head of the new newsreel. He has started work organizing the newsreel operations with Allen.

Buddy at one time was vice-president and general manager of Television Prod., Inc. During the war he was editor of United Newsreel, the U.S. film pool for overseas distribution.

Greenthal Will Take Over Schine Hotels Account

NEW YORK—Monroe Greenthal will handle the Schine Hotels account with an advertising campaign for newspapers and class magazines starting June 15. David Schine, son of Myer Schine, co-owner of Schine Theatres in upstate New York and head of the hotel chain, has joined the Greenthal agency for the summer. The younger Schine is on vacation from Harvard.

Altec Speakers Shipped

NEW YORK—Altec Lansing has made recent shipments of "Voice of the Theatre" loudspeaker systems to the Majestic, Akron; Roxy, Cavalier, N. C.; Uptown, Victoria, Tex.; Rialto, Beeville, Tex.; Aycock Auditorium, Woman's College, University of N. C., Greensboro; New Culver, Culver City, Calif.; Lynn, Marshall, Tex.; Rita, Longview, Tex.; Fox State, Pasadena, Calif; Ensley, Ensley, Ala.

Theatres Will 'Sell' Michigan to Patrons

DETROIT—Motion picture theatres in Michigan are embarking on a program for publicizing the state to its own citizens through the medium of a series of 17 films calling attention to the state's resources.

The program was undertaken at the request of Governor Sigler. Theatre owners have created a series of sound films showing the advantages of Michigan as a place to live, work and play. They will be shown in hundreds of Michigan theatres during the next five months.

Cooperating in the venture are United Detroit Theatres, Allied Theatres, Cooperative Theatres, Mutual Theatres, Associated Theatres, Wisper & Wetsman Theatres, General Theatres, Butterfield Theatres, Telenews Theatres, Michigan Independent Theatre Ass'n, Fox Theatre, Adams and Downtown Theatres and RKO Theatre.

Theatre owners have worked with department heads of state government and with newspapers to obtain the information and pictorial illustrations.

Map 'Father' Campaign At Warner Sales Meeting

NEW YORK—Warners is prepared to go all-out on its advertising and publicity campaign for "Life With Father," which will open in August, according to Mort Blumenstock, vice-president in charge of advertising and publicity. He outlined the promotion campaign during the final session of the two-day sales meeting held at the home office last week. Ben Kalmenson, vice-president and general sales manager, presided.

The picture will have a special opening before it begins its regular run at the Hollywood Theatre, New York, in mid-August. After the New York opening, the film will play 200 other situations day-and-date.

Other business discussed at the sales meeting was the recently organized newsreel, Warner News. Norman H. Moray, short subject sales manager, outlined the distribution policies for the newsreel.

'Long Night' Heads List Of Nat'l Review Board

NEW YORK—"The Long Night" (RKO), with Henry Fonda, Barbara Bel Geddes and Vincent Price gets starred selected features rating in the latest weekly guide of the National Board of Review. It is rated for mature audiences.

"Moss Rose" (20th-Fox) is listed as a selected feature.

Short subjects given special mention are: "Goofy Golf" (Col), March of Time—"Storm Over Britain" (20th-Fox), and "A Summer's Tale" (RKO).

Start 'Bathtub' Casting; The Payoff Is in Beer!

Toronto—Casting has been started for "History of a Bathtub," for which considerable publicity was gained through a clause in the contract which granted a case of Canadian beer monthly for life to the author, Henry Louis Mencken of Baltimore, Md.

The film, to be made at Arthur Rank's Queensway studios here, is to be produced under the sponsorship of Cinema (Canada) Pictures, Ltd., Toronto, which purchased the film rights on the beer basis, thus gaining wide publicity.

Western Electric Co. Buys Airplane Plant

NEW YORK—The Western Electric Co. has purchased the buildings and land areas adjacent to its Tonawanda Plant from the Curtiss-Wright Corp. as part of a plan of expansion of the company's manufacturing facilities to meet the demands of the Bell System.

The plant, which was formerly designated as Plant No. 1 of the Curtiss-Wright airplane division, was leased by Western Electric June 1, 1946, and operations were started in August. Included in the sale are some 47 acres of land area and 779,000 square feet of building area. The factory includes a large group of one-story manufacturing buildings, a three-story office building and a number of service buildings.

H. V. Schmidt, who was recently transferred from the Western Electric Hawthorne plant on the outskirts of Chicago, is manager of the Tonawanda plant. The 1,850 people now employed at the plant will be increased to 2,600 when the installation of all manufacturing equipment has been completed.

Merrill, UOPWA Leader, Quits After 10 Years

NEW YORK—Lewis Merrill, president of the United Office and Professional Workers of America, CIO, has resigned because of ill health. His doctor ordered him to quit.

The general executive board of the UOPWA will meet June 28 to pick a successor for Merrill, who had been president of the union since it was organized in 1937.

The UOPWA is the parent union of four film labor organizations: the Screen Office & Professional Employes Guild, Local 109; the Screen Office and Professional Employes Guild, Local 113; the Screen Publicists Guild, Local 121, and the Screen Exhibition Employes Union, Local 121.

These unions have approximately 3,500 members in New York working for the home offices, exchanges and exhibitors.

Set 25 'Duel in the Sun' Openings for July 2

MILWAUKEE—Five bookings at Fox-Wisconsin houses here have been added to the mass opening dates for "Duel in the Sun" in Wisconsin and Michigan. The total openings set for July 2 is 25.

The Milwaukee bookings are the Strand, Downer, Venetian, Modjeska and Paradise. In Janesville, Wausau and Madison, Wis., the picture will play simultaneously in two theatres. Ten additional Wisconsin openings are scheduled for July 3.

INCORPORATIONS

ALBANY

James J. Walker Memorial, Inc., has been formed under the membership section of the corporation law.

British American Continental Productions: To produce theatrical shows and motion pictures; capital stock, $50,000, $100 par; incorporators: William H. Bytham, Madeleine Effingham, 120 E. 31st St.; Arthur C. Keleher, 148 E. 48th St.

Interfilm Corp.: To conduct business; 200 shares, no par; Arthur Weiss, Bernard Sack, Roby Rosebaum, 50 Broad St.



50 YEARS TOGETHER—Fred J. Herrington, secretary of the Allied Motion Picture Owners of Western Pennsylvania, and Mrs. Herrington are pictured here, about to cut into their anniversary cake, at a dinner given in their honor on the occasion of their 50th wedding anniversary. The AMPTO affair, held in Pittsburgh June 4, was attended by 275 industry members. The Herringtons will enjoy an anniversary vacation in Hollywood.

Paramount Film Service Assembles in Toronto

TORONTO—Gordon Lightstone, Paramount's Canadian general manager, presided at the annual sales meeting of Paramount Film Service, Ltd., of Canada at the Royal York hotel June 10, 11.

Charles M. Reagan, vice-president in charge of distribution; Oscar Morgan, short subjects sales manager, and Curtis Mitchell, director of publicity, advertising and exploitation, came from the Paramount New York home office to take part in the two-day meeting. W. J. O'Neill, secretary treasurer; H. Q. Burns, advertising and sales head, and Win Barron, in charge of public relations, attended from the Canadian home office.

Sales personnel from Paramount Film Service's six branches who attended included Bob Murphy, branch manager, and M. Stevenson, booker, Vancouver; W. O. Kelly, branch manager, and R. MacLeod, salesman, Calgary; Lyl Gun, branch manager, and R. Lightstone, salesman, Winnipeg; P. J. Hogan, branch manager, St. John; Tom Dowbiggin, branch manager, and R. Goodreau, salesman, Montreal, R. Simpson, branch manager, Arthur Hersch and A. Theurer, bookers, and J. Delaney, salesman, Toronto.

The meeting closed with a 25-Year club dinner in honor of H. Q. Burns.

Italian Film to Open

NEW YORK—Brandt's Apollo Theatre in Manhattan and Atlantic Playhouse in Brooklyn will return to a single-feature policy with "The King's Jester," an Italian-language film based on the opera, "Rigoletto," which will open at both houses June 25.

Alliance, Ltd., Gets Film

NEW YORK—Alliance Films, Ltd. has acquired distribution rights in Canada for "Measure for Measure," Italian picture. The picture is being released in this country by Hoffberg Prod.

Buffalo Tent Donated $22,475 to Charity

BUFFALO—The Variety Club of Buffalo expended $22,475.83 for charity from March 1946 to February 1947, according to a report of activities by the National Heart committee.

For the current year, the Heart committee has recommended a project of supporting the cerebral palsy clinic at Children's hospital. It is estimated that the deficit under which this clinic is operating may run from $17,500 to $20,000 in a year.

In addition to this, the crew has authorized the payment to the Sister Kenny-Variety Club fund of the $15,000 voted last year to support a Sister Kenny clinic, as well as $8,360.11 collected by theatres in last year's Sister Kenny drive. These payments placed a total of $23,360.11 at the disposal of the Buffalo Sister Elizabeth Kenny foundation. The clinic is at present being equipped and will be located in the Children's Aid Society building.

Authorized also are payments during the year amounting to $3,590 to such organized charities as the Red Cross, Catholic Charities, Greek War Relief, Polish War Relief, United Jewish Appeal, American Cancer society, and others. More than $400 has been expended for pictures to shutins and $63 for flowers and fruit baskets.

There will be a general meeting of the club Monday, June 23. Reports will be given by convention delegates, the Heart committee and plans for the summer and fall will be discussed.

Paramount Int'l Heads To Hold Coast Meet

NEW YORK—A group of Paramount International executives, headed by George Weltner, president, have gone to Hollywood to meet with Henry Ginsberg, vice-president in charge of production, and other studio officials to discuss international aspects of future Paramount productions.

Accompanying Weltner are J. E. Perkins, managing director for the British Isles; F. E. Hutchinson, managing director of sales for Paramount Film Service, Ltd., and John B. Nathan, division manager for continental Europe, North Africa and the Middle East. Tony Reddin, director of theatres, advertising and publicity for Paramount Film Service, has also left for the coast.

Portsmouth Lyric Obtains Some First Run Product

PORTSMOUTH, VA.—A. E. Landreth and H. Soroko of the Lyric Theatre here say that due to the new method of selling product in competitive spots they have been successful in obtaining a number of first run features. Some were awarded by the bidding system and others by negotiation. The Lyric is in competition to District Theatres' Bland and Capitol.

Western Electric Dividend

NEW YORK—The board of directors of Western Electric Co. has declared a dividend of 62½ cents per share on its capital stock. The dividend is payable on June 30 to stockholders of record June 24.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN *has it!*

ALBANY

Oscar Morgan, short subjects sales manager for Paramount, was due at weekend to confer with Manager Ed Ruff, the salesmen and bookers, on new product. Richard Morgan, Paramount lawyer and son of Oscar Morgan, was to meet his father here. The younger Morgan is on a booking and buying mission for 1,000 Island Park, situated in the St. Lawrence river, where the Morgans own a summer home . . . Paramount exchange reports it has closed the largest number of contracts in a single week since the new selling plan became effective.



OSCAR MORGAN

Jack Bullwinkle, Columbia manager, was scheduled to visit Rochester over the weekend. Mrs. Bullwinkle is still living in the latter city, due to the fact an apartment has not yet been found in Albany . . . "It Happened on Fifth Avenue" opened strong at the Strand, bringing guffaws that drowned out some of the dialog . . . Special newspaper copy was used for "Operation Nightmare," starring Al Jolson and presented by the United Jewish Appeal over station WTRY at Troy.

Monroe Greenthal, former head of exploitation and advertising for UA, now head of the agency bearing his name handling motion picture accounts, spent a day in Albany . . . Charles A. Smakwitz, assistant zone manager for Warner Theatres, will fly to Hollywood for a week's stay.

Charles Richard Smith, son of Mr. and Mrs. J. Myer Schine of Gloversville, was to be confirmed June 14 in the latter city. That night the Schines will give a dinner-dance in the Hotel Ten Eyck, Albany, in honor of their son.

Gus Schaefer, RKO district manager, and Elmer Lux, Buffalo manager, visited here . . . Mrs. Drew Eberson (the former Peg Latta), wife of the theatre architect, is here visiting her parents . . . Forty Variety Club members heard a comprehensive report on the recent Los Angeles VCI meeting from C. J. Latta, Harry Lamont and Nate Wining, the tent's delegates.

Cold and rainy weather is affecting summer situation operators, who last year had a whopping season. Drive-ins are likewise affected, but are having some good Saturdays . . . "The Jolson Story" played its first repeat date in Johnny Cooney's Union Square at Pittsfield, Mass., and is reported to have grossed in seven days within 80 per cent of the returns the final week of the previous 18-day run. "Jolson" is hanging up records all over the territory, it is reported.

Ed Foley, veteran Strand doorman and president of the new union in Albany for theatre workers, is recovering from an operation performed in Memorial hospital . . . "Duel in the Sun" opened at increased prices at Fabian's Grand Friday (13) . . . Dominick Carbone, Madison doorman, knows by sight some 75 per cent of the neighborhood theatre's patrons and has a cheery word for all.

Mike Mann, publicity man for WDKO and WABY, gave a plug in his Radio Chatter column in the Knickerbocker News to "The Farmer's Daughter," running at the Palace. This was occasioned by the appearance in the film of Art Baker, who does a transcribed program daily over WOKO under the sponsorship of Montgomery Ward.

Dongan Broadcasting To Absorb WOKO

ALBANY—Alton Mendelson, one of the Variety Club's most active members and an executive of B. T. Babbitt, Inc., is a stockholder in the Governor Dongan Broadcasting Corp. of Albany, which has applied to the FCC for the license now held by station WOKO. The station has been ordered off the air August 31.

Supreme Court Justice Isadore Bookstein, for whom the club gave a welcome dinner last winter, is also a stockholder in the new corporation. Its president is James T. "Jim" Healey, long active in capital district broadcasting activities and currently a commentator on station WSNY in Schenectady. Healey, one-time Sunday editor of the Times-Union and author of a column appearing in that paper, said every stockholder in the corporation is an Albanyite and the company will retain all WOKO employes if a license is granted. Chester T. Hubbell, Chamber of Commerce president and friend of film men, is vice-president.

WOKO employes have formed the Joseph Henry Broadcasting Co. and also have applied for a license to operate the station. Harold E. Smith, general manager, would turn over his stock to the employes, who would have a 50 per cent voting interest. Forrest Willis, who has made innumerable tieups with local theatres and has appeared many times on their stages, is one of the Henry company shareholders.

WOKO is often used for spot announcements by film distribution companies.

Clark Film Opens in Albany

ALBANY—Clark Film Distributors, Inc., has opened a branch here for the physical handling of independent film, with Tom Barry, former 20th-Fox office manager, in charge. It is located in the Eagle-Lion-PRC exchange at 443 North Pearl St. At present, the Clark concern is handling Eagle-Lion-PRC prints, but it expects to add several other companies to the list in the near future.



ART SHOW IN THEATRE—Al La Flamme, manager of Warners' Strand, Albany, is depicted showing one of the 150 entries in the theatre's third annual Greenwich Village art show to a patron who inquired about its purchase. Paintings, water colors, crayons and sculptures were displayed from 2 to 9 p. m. daily for one week. The Albany Artists' Group was co-sponsor of the show. A tieup with the Knickerbocker News was arranged.

Philadelphia Sneers At Business Gloom

PHILADELPHIA — The newspapers have been telling us for the last month or so that the amusement business is, as many other businesses are, in a slump. The Philadelphia deluxers have proved an outstanding exception.

In three weeks, three house records have been broken.

The first was the Stanton, featuring "Framed." House Manager George Balkin attributes the supersuccessful engagement to first rate product, excellent reviews by local critics, and strong boxoffice attraction of the cast. The Stanton is following up currently, by the way, with a nearly 200 per cent gross on reissues of "The Sea Wolf" and "The Sea Hawk."

William Goldman's Karlton kept things going with the engagement of "The Yearling," still going strong in its third week. Again the answer proved first class product, top flight stars and good publicity. Goldman took radio spots on several stations plugging the show.

The third house record to be smashed was at the Fox. "Duel in the Sun" was the show. The blast in the local papers is responsible to a large extent. Philadelphians were made completely aware that the film was opening. Whether or not they thought it was a great picture, the controversy was of a kind that made everyone want to see the film. And they did—at the downtown Fox and at 24 other neighborhood and suburban houses. Many of the smaller houses report tremendous weekend business and new house records.

Art Exhibit Held in Theatre Wins Praise and Patrons

ALBANY—A large audience in the Strand Theatre here saw Manager Al La Flamme award prizes to four of the five winners in the third annual Greenwich Village art show presented by the theatre in cooperation with the Albany Artists Group. La Flamme presented Mrs. Lucille Mesick of Chatham, an attractive woman in her early 30s, mother of two small children, with a check for $25 for her picture "Night Life in Harlemville." Harlemville is a small own near Chatham.

Checks also were awarded to Henry J. Albright of Glenmont for the best sculpture; Patricia Klen of Hampton Manor, for the best water color, and Walter Becker of Albany, for the most popular picture, chosen by vote of those who viewed the 143 paintings hung on the Monroe street side of the theatre. The other winners were chosen by a committee of the Albany Artists Group.

La Flamme thanked the entrants for their interest and the Artists Group, which numbers among its members film critic Clif Bradt of the Knickerbocker News, for its cooperation. Both the Strand and Warners, he said, were glad to encourage local artists.

Mrs. Mesick said she had never heard of any theatre putting on art shows such as the Strand has had the last three years.

"It is a wonderful plan," she said. "Motion picture houses throughout the country could well follow a similar one. Many people who never enter an art gallery or museum have seen the paintings at the Strand. Art is for every one, not just a for a select few. Its base must be broad, not narrow."

The management estimated the number of viewers at 5,000. Mrs. Mesick also won first prize in the recent Artists Group exhibition in Richards ehall at State Teachers college, and entered two other paintings in the Strand show in addition to the one which won.

BUFFALO

"Duel in the Sun" opened to record crowds at Shea's Hippodrome. Prices have been increased to 90 cents before 6 p. m. and $1.25 after that hour Monday through Saturday. On Saturdays the price scale will change at 2:30 p. m. . . . Henry D. McLarty, owner of McLarty Films, has purchased the one-story building at 45 Stanley St. from Universal Helicopter Corp. McLarty produces sound and silent 16mm films for industrial, advertising and educational purposes.

Charles B. Kosco, formerly a salesman in Pittsburgh for 25 years, has been appointed branch manager of 20th-Fox here. William Graham, acting branch manager since the resignation of Howard Minsky, has been transferred to the Chicago office. William C. Gehring, who has been named assistant general manager with headquarters in New York, started in Buffalo and rose to western sales manager. Sidney Samson, who was promoted to Canadian sales manager, is a former Buffalo branch manager.

The Midtown Theatre instituted its new foreign picture policy with "A Yank in Rome," Italian-language film, as the first offering. The theatre has also changed its opening time from 10:30 a. m. to 12 noon. A new price schedule sets admissions at 40 cents before 6; 60 cents afterward. The next foreign-made picture will be "The Captive Heart," from Great Britain.

"We feel that, good as the Hollywood films are, moviegoers should not be restricted to seeing them only," said the Midtown's manager, Lloyd M. Mills. "Moviegoers should have the opportunity to enjoy the film drama and music of other lands and to learn more of their art and culture."

The following have been nominated for directorships in the MPTO of New York state: George J. Gammel, Henry G. Dillemuth, Jack A. Read, Gowanda; Sidney L. Grossman, Syracuse; Vincent R. McFaul, Menno Dykstra, Williamsville; L. J. Behling, Mike Kallet, Oneida; Merritt B. Kyser, East Aurora; Raymond Pashley, Interlaken; Robert C. Hayman, Niagara Falls, C. J. Basil, Matthew Konczakowski, William Benton, Saratoga Springs, and Harry Bernstein, Syracuse and Ithaca. The MPTO's annual meeting Tuesday at the Variety Club was addressed by James S. Swist, Veterans Administration training facilities officer.

Elmer F. Lux, manager of RKO Radio here, has been prominently mentioned in Democratic circles here as a likely candidate for president of the common council . . . The State Labor Relations board is investigating an unfair labor practices charge against Basil Enterprises, Inc., theatre operators, filed by Local 1 of the Motion Picture Theatre Operating Managers and Assistant Managers Guild, an independent organization. A hearing conducted late last month on the union's petition for an SLRB bargaining election in the theatre chain was adjourned until June 16.

Dewey Michaels revived silent screen days at his downtown Mercury by playing the new-old film show, "Gaslight Follies." Grosses were surprising . . . Irma Vincent, 58, MGM inspector and recording secretary for Local B9, died last week at Millard Fillmore hospital after a three-week illness.

THE IDEAL THEATRE CHAIRS
JOE HORNSTEIN *has them!*



HONOR 35 YEARS OF SERVICE—Hugh Owen, eastern and southern division chief for Paramount, held a meeting recently in the office of M. A. Brown, Buffalo manager, to formulate plans for the forthcoming Paramount 35 Years of Leadership drive. In Buffalo the contest will be held in conjunction with the Mannie Brown Months contest honoring the Buffalo manager, himself a veteran of 35 years in the industry.

Shown above, left to right: Owen; M. Simon, salesman; Ed Wall, advertising chief; Marvin Kempner, salesman; Brown; A. M. Kane (seated), New England district manager; Dick Etkin, office manager; Ed Walter, salesman, and Dave Friedman, booker.

Wants Industry Views On German Problems

By LEE L. GARLING

Washington Bureau, BOXOFFICE

WASHINGTON—No statement as to our government's future film policy in Germany will be made until after he confers with Eric Johnston, presidient of the MPA, and other leaders of the industry, said the assistant secretary of war, Howard C. Petersen, at a press conference Friday (13).

Petersen, who just returned from an extensive tour of investigation and inspection in Germany, said the War department was anxious to consider the industry's views and obtain its advice as to the German film problem.

Questioned as to whether views of the industry might affect our government's future policy of handling films in Germany, he replied that of course they would receive major consideration. He said he planned to meet with Johnston within the next two weeks.

Byrd Theatre Opens

ARLINGTON, VA.—The Byrd Theatre here was to have opened June 12. The house belongs to Neighborhood Theatres of Richmond, Va.

Clipping in BOXOFFICE Brings Athens Response

Albany—A clipping from BOXOFFICE bearing an Albany dateline, dealing with the Aid to Greek orphans campaign promoted in the industry by Spyros Skouras, brought a touching reply from a young woman and her mother in Athens.

"The clipping from BOXOFFICE was very heartening," she wrote. "We are proud of the Skouras family and all the American people. All pray now that peaceful times be restored to this country. All eyes in Greece look to America and the Allies for our better future."

HARRISBURG

Tex Terry and his stage show, including other luminaries from screen westerns, packed in crowds at the Rio, Francis S. Deverter, manager, reported . . . Mrs. Bertha Olson, veteran cashier at the Rio, was on vacation.

The Wilmer & Vincent circuit sent representatives here last week for a circuit meeting and luncheon in Hotel Harrisburger. Hosts were the local managers, E. G. Wollaston, State; Jack O'Rear, Colonial; Francis Deverter, Rio; and Edgar Goth, publicity and advertising manager. Present were A. Frank Obrine and Floyd Stawls, Richmond; Herman Nowitsky and Earl Westbrook, Norfolk; Fred Osterstock, Easton; Charles Bierbauer, Allentown; Paul Glase, Reading; Ward Kreag, Altoona; and D. J. Shepperd, Johnstown, as well as Fabian home office men, including Lou Golding, Ed Fabian, George Trilling and Gerry Becker.

Visiting Franklin Maury, Colonial assistant manager, and his wife, were Mrs. Clayton Brunner and son of Reading. Mrs. Brunner, a former Embassy, Reading, usherette, is the wife of the former chief of staff at the Astor, Reading.

Bob Sidman, Senate, celebrating the opening of school vacations, held a Saturday morning show for youngsters featuring six Disney cartoons and the full-length "Tarzan and the Amazons." He did extensive advertising. Sidman also arranged a newsstand tieup for "Odd Man Out" which ran at the Senate. Sidman took adventage of the James Mason article in American Magazine, and had all news dealers cooperate with banners and promotions.

1ST CLASS DISTRIBUTION FOR THE ENTIRE SOUTH — thru
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Women Voice Protest On Admissions Tax

CHICAGO—The Better Films council of Chicagoland set out this week to help exhibitors in their campaign to block a proposed 5 per cent admissions tax in Chicago. The tax was recommended by Mayor Martin L. Kennelly's advisory committee.

Mrs. Joseph Chesser, president, asked all members of her organization and the Illinois Federation of Women's Clubs to send letters of protest to the mayor. Pointing out theatre admissions are already heavily taxed, she said "the motion picture theatre is the one means of relaxation within the reach of the low income groups, and they are the ones who will be directly hit."

Morris Leonard, attorney and spokesman for Chicago Theatre owners, said he hoped for an early meeting with Mayor Kennelly to seek some "just means" of replenishing the city's treasury. Theatres feel they are being singled out by the proposal for a ticket tax, he said.

New MOT 16mm Series Set for Special Groups

NEW YORK—March of Time is releasing a new series of 16mm "specials," regular theatrical films suited for showing for study and community groups. These specials will supplement the MOT 16mm forum edition films, which are edited for general educational use.

The first two pictures to be released in the new series are "The American Cop" and "Problem Drinkers." The first picture will be released to vocational groups. "Problem Drinkers" is designed for showing by organizations interested in combatting excessive drinking. The next group of specials will be released Dec. 1, 1947. Release date for the first two pictures is June 1.

These pictures will be available for from one to three-day showings at local film libraries throughout the country. A print also may be rented for a three-day period for $35.

The MOT forum edition now has a total of 29 releases.

N. Peter Rathvon Arrives For Talks on RKO Meet

NEW YORK—N. Peter Rathvon, president of RKO with headquarters in Hollywood, has arrived for sales conferences with home office executives on the company's 16th annual sales meeting to be held July 7-9 at the Waldorf-Astoria hotel. Norman Freeman, Rathvon's assistant, accompanied him to New York.

RKO home office executives who have returned to New York from studio conferences include John Whitaker, vice-president; Paul Hollister, eastern studio representative; S. Barret McCormick, director of advertising, publicity and exploitation; Terry Turner, exploitation manager, and Don Prince, foreign publicity manager.

Walton Tours Branches

NEW YORK—Edward L. Walton, assistant general sales manager of Republic, is making a tour of the company branches in Indianapolis, St. Louis, Kansas City, Des Moines and Chicago.

'New Orleans' Opens in NY

NEW YORK—"New Orleans," Jules Levey's production for United Artists release, will open at the Winter Garden June 19.

Grateful to Censor For 'Outlaw' Ban

Gray, Ga.—This town has a population of 1,000. "The Outlaw" played here three times. Not enough, says the manager of the Gray Theatre.

There's a reason. Nearby Macon, pop. 100,000, has banned the Howard Hughes opus. Maconites swarm over Gray every time "The Outlaw" is played. Local residents ride around the streets, viewing the phenomenon with interest.

"Because Macon people demand a fourth showing," says Showman James C. Balkcom jr., "I'm bringing it back again. Another reason is to bolster my financial standing. I feel quite grateful to the Macon censor."

'Carrolls' Gets Holdovers In 93% of 85 Openings

NEW YORK — "The Two Mrs. Carrolls" (WB) has been set for holdovers in 93 per cent of its first 85 openings. A total of 79 theatres has booked the picture for extended time.

Holdover spots include the Hippodrome, Cleveland; Victory, Dayton; Ohio, Canton; Strand, Hartford; Mary Anderson, Louisville; Branford, Newark; Roger Sherman, New Haven; Stanley, Pittsburgh; Capitol, Springfield, Mass.; Roosevelt, Chicago; Michigan, Detroit; Orpheum, Kansas City; Avon, Stamford; Roxy, Springfield, Ill.; Paramount, San Francisco; Stanley, Baltimore; Warner, Memphis; Mastbaum, Philadelphia; Studio, Salt Lake City; Warner, Reading; Earle and Ambassador, Washington; Warner, Atlantic City; Liberty, New Orleans; Lincoln and Paramount, Trenton; Ritz, Albany; Pantheon, Toledo; Missouri, St. Louis; Durfee, Fall River; Eckel's, Syracuse. In addition the picture has completed extended time in Boston, Buffalo, Wilmington, Milwaukee, Boise, Los Angeles, Long Beach, New York.

WB to Open New Exchange In Minneapolis in July

NEW YORK—Warner Bros.' new exchange building in Minneapolis, the third to be opened by the company this year, is expected to be ready the latter part of July, according to Herman Goldberg, supervisor of maintenance and purchasing agent for Warner exchanges. The company's newly built quarters in New Haven and Philadelphia are already occupied.

Goldberg, who is now on a tour of the Warner branches, will confer with Art Anderson, Minneapolis branch manager, on plans in connection with the construction now going on there. Goldberg will also visit Oklahoma City, Dallas, Omaha, Des Moines and Chicago.

Name Trio for Appearance Before Un-American Body

WASHINGTON—Charles Chaplin, Edward G. Robinson and Dorothy Parker, writer, will appear before the house un-American Activities committee next September on hearings on communist activities in Hollywood.

WB Gives Midyear Bonus

NEW YORK—Warner Bros. home office employes received the customary midyear bonus June 11, slightly ahead of schedule. Payments amounted to a week's salary up to $100. The company has also been distributing a bonus just before Christmas.

'Eight Majors Must Build in Far East'

NEW YORK—The eight majors must begin setting up their own theatres in the Far East to overcome competition from U.S. independents and domestic product, according to Leon Britton, RKO supervisor in the Far East. Britton said that J. Arthur Rank interests have been looking for theatre sites in Hong Kong and Singapore. Restrictive quotas, political unrest, censorship, admission taxes and economic instability in the Far East also are hindrances to U.S. distributors, he said.

Britton arrived in this country from his Singapore headquarters several days ago. He will remain here until the middle of July. He said business in his territory has dropped from 20 to 30 per cent under last year. He attributed this decline to "prohibitive" admission levies, the exodus of military personnel from the Far East and the end of the postwar boom.

Weiss & Geller to Handle Advertising for Hughes

NEW YORK—Weiss & Geller, New York, Inc., has been named to handle the advertising of Howard Hughes Productions and California Pictures Corp., according to Harry L. Gold, general manager of distribution for Hughes.

Among the pictures to receive new campaigns in newspapers, radio and other media are "The Outlaw," "Vendetta" and a new Harold Lloyd picture. Alec Moss is director of advertising for both of the Hughes companies.

Circuit, Warner Exchange To Honor Gayle Black

INDIANAPOLIS—Quimby Theatres, Fort Wayne, has designated June 19-25 as Gayle Black week in honor of the veteran Warner Bros. salesman. Black has been selling film in the Indianapolis territory for nearly 25 years.

In addition to the tribute by the circuit, Claude W. McKean, Warners branch head, has set the week of June 22 to mark Black's association with the company.

Zane Grey Broadcasts Set

LOS ANGELES—Zane Grey will begin his radio broadcast series September 6. The show will be heard over the Mutual network from 8:30 p. m. to 9:00 p. m., eastern standard time. Grey was represented by Stephen Slesinger, Inc. The broadcast will be produced on the coast by Telepictures, Inc., subsidiary of the Slesinger agency. Hawley Publications, publishers of the monthly Zane Grey magazine, will share the costs. The contract calls for 26 weekly broadcasts.

UA to Release 3 in July

NEW YORK—United Artists will release three features during July, including "The Other Love," with Barbara Stanwyck, July 11; "Hoppy's Holiday," featuring William Boyd, July 18; "Lured," starring Lucille Ball and George Sanders, July 25.

Prices Up in Calhoun, Ky.

CALHOUN, KY.—An increased price schedule boosting children's tickets to 20 cents and those of adults to 40 cents was put into effect at the Victory Theatre here June 8. Management said it had held off raising prices as long as it could.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(*Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager*)

SKOURAS AID ASSURED RANK'S DRIVE FOR U.S. SCREEN TIME

HOLLYWOOD—Following a week of hectic feting, interviewing and conferring with its distinguished visitors, Hollywood sat back and relaxed as J. Arthur Rank went vacationing and Robert R. Young returned to his eastern headquarters. The British film magnate and several members of his entourage left for Del Monte and a fortnight of golf and sunshine, following which he plans to return to Hollywood for more business huddles before returning to England.

Among the more impressive and significant of the many hands-across-the-sea gestures toward Rank was the luncheon in his honor hosted by Charles Skouras, president of National Theatres, and at which Young also was an honored guest. Resulting from that gathering came assurance to Rank that he could depend upon NT to cooperate in giving British pictures more playing time, the garnering of which is one of the main objects of the English producer's current visit.

Competition from British pictures should be welcomed by the American exhibitor, Skouras declared.

"Good English pictures are proving a stimulus to the thinking of Hollywood and will result in a finer over-all quality of motion picture entertainment," he said. "The result can only be beneficial to motion picture theatres as audiences respond to better and more original films."

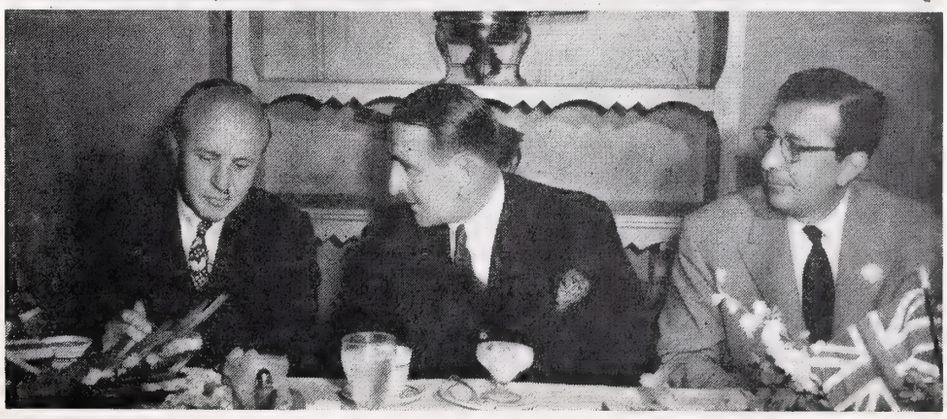
Rank, expressing his appreciation for the cooperation accorded his pictures during the last two years, replied:

"All that we ask is a helping hand in in-

(Continued on next page)







In the Photos:

Obscure indeed the studio or organization that didn't take a turn at feting J. Arthur Rank and his entourage during the Hollywood visit of the British film magnate. Here's photographic testimony:

Top: L. to R.: Spyros P. Skouras, president 20th-Fox; Rank; Robert Young, head of Pathe Industries, and Charles P. Skouras, president of National Theatres, who gave the luncheon in honor of Rank and Young.

Center: A general view of that luncheon. Guests, reading clockwise, include Lem Jones, Cullen Espy, William Heineman, Eddie Zabel, Harold Fitzgerald, Nate Blumberg, Rank, Spyros P. Skouras, Frank Newman sr., Herman Wobber, Fred Pride, John Bertero, George Bowser and Mike Rosenberg.

Bottom: N. Peter Rathvon, president of RKO Radio; Rank; and Dore Schary, executive vice-president, entertain the visitor at a special luncheon in the RKO cafe.

Rank Gets Skouras Help on His Films

(Continued from preceding page)

troducing a new type of product to a new market. With the proper help and return, we can make more pictures of universal appeal to stimulate your boxoffices."

At the same gathering Spyros P. Skouras, president of 20th-Fox Film Corp., pointed out that Rank had played an important part in keeping open the English market for American pictures. He added:

"The cost of American production is now so high that we must have the English market for profitable Hollywood production. If the market that returned to us $80,000,000 last year should be closed to us because the English could not afford to import our pictures, either the quality of American pictures would suffer or the American theatregoer would have to pay more for his entertainment. The alternative is to see that the English market is kept free by cooperating with British pictures."

Before returning east, Young, controlling stockholder of Pathe Industries, Inc., of which Eagle-Lion is a subsidiary, discounted current rumors of impending personnel and operational changes at the E-L studios.

"I am entirely satisfied with the progress made by Eagle-Lion," he said. "In its first year of operation, the company has met its full schedule of pictures and the quality is steadily improving. In addition, a highly efficient producing organization has been set up under the direction of Bryan Foy and the entire studio has been remodeled physically to make it one of the most modern units in Hollywood.

"For the coming year we have substantially increased the over-all budget for our pictures. At the same time we plan to bring additional top creative talent to Eagle-Lion, including producers, directors, writers and artists, to keep the quality of our pictures at the highest level.

"I have been somewhat surprised by rumors in Hollywood to the effect that major personnel changes are contemplated at our studio. These rumors have absolutely no foundation in fact."

Jerry Fairbanks to Make Pictures for Standard Oil

HOLLYWOOD—First of a series of non-theatrical motion pictures depicting the history and accomplishments of the gasoline industry will begin production at Jerry Fairbanks studios early next month. The series, to be photographed in color and to include animation, will be filmed for Standard Oil Co. of Indiana. Pictures will be used for educational showings at schools, industrial gatherings and for customers and employes of Standard Oil.

Screen Plays Uses Lot At Enterprise Studios

HOLLYWOOD—Screen Plays, Inc., Stanley Kramer's independent producing company, has concluded a deal for the leasing of space at Enterprise studios. Outfit already has moved onto the lot and plans soon to launch the first of its program of seven pictures to be shot during the next three and a half years.

MGM Signs Paul Jones

HOLLYWOOD—Paul Jones, who recently left Paramount after 20 years on that lot, has been signed to a producer contract at MGM. No assignment has as yet been announced. His last production for Paramount was "Dear Ruth."

Executive Travelers

AFTER conferences on forthcoming pictures with studio executives S. Barret McCormick, RKO director of advertising and publicity, and Don Prince, head of the foreign publicity department, entrained for their New York headquarters.

* * *

Producer Sidney Buchman planed in from New York where he had been huddling with Columbia executives on the release of his feature, "Assigned to Treasury."

* * *

Jean Louis, chief fashion stylist at Columbia, flew to New York en route to Paris.

* * *

Robert L. Lippert, executive vice-president of Screen Guild Productions, planed to New York to hold powwows with Nat Beier, Gotham branch manager, and to arrange for regional sales meetings . . . Francis A. Bateman, general sales manager of SGP, en route to New York, stopped off at Salt Lake City and Denver for sales conferences.

* * *

Harry H. Thomas, president of Producers Releasing Corp., flew to Manhattan on business.

* * *

Following several days of meetings at the studio, Spyros Skouras, president of 20th-Fox, and Clem Jones, his assistant, headed back to their New York headquarters.

* * *

Monogram Producer Jan Grippo left for Manhattan to seek new properties for his forthcoming productions.

* * *

Al Zimbalist, Film Classics executive, trained out for the east after conferring with various independent producers who will release through the outfit.

* * *

Joseph H. Hazen, president of Hal Wallis Productions, sharecropping outfit at Paramount, arrived from Gotham. He plans to spend most of the summer in southern California while Wallis is in London producing "So Evil My Love."

* * *

Flying to New York for huddles with her attorney, Arnold Grant, on the proposed sale of United Artists, was Mary Pickford, co-owner of UA.

* * *

Daniel O'Shea, president of Vanguard Films, and E. L. Scanlon, vice-president of the same outfit, flew east for meetings with Producer David O. Selznick, who is now in Manhattan.

* * *

Arthur Brown, head film buyer and booker for Gaumont British theatre circuit, and J. H. Lundy, director of circuit operations, arrived with their wives for a short visit.

* * *

British Producer Herbert Wilcox and his actress wife, Anna Neagle, checked in for a visit, their first in a number of years.

* * *

Lou Lilly, head of Jerry Fairbanks short subjects scenario department, planed in from Chicago after story conferences with B. N. Darling, Fairbanks' midwestern sales director.

* * *

Harold Mirisch, newly appointed vice-president of Allied Artists, sister company of Monogram, checked back at his desk after conferences in Gotham.

Over Million Is Collected For Jewish Appeal Fund

HOLLYWOOD—With the film capital's campaign to aid the United Jewish Appeal fund just hitting its stride, more than half of the $2,000,000 goal has been raised, it was disclosed by an initial report from Dore Schary, RKO production chief, who is campaign chairman for Hollywood.

As an example of how far this year's drive is outstripping former campaigns, the radio-actors section, headed by Harry "Parkyakarkus" Einstein, has raised $30,000 so far this year, as against $2,000 for the whole of 1946.

Studio chairmen: Columbia, Lester W. Roth, Ben B. Kahane and Mendel B. Silberberg; Goldwyn, George Slaff; Independent, I. E. Chadwick and Armand Deutsch; Paramount, Jacob H. Karp; Metro, Ben Thau and Lawrence Weingarten; RKO, Leon Goldberg, George Bilson and William Fadiman; Republic, Hy J. Glick, 20th-Fox, Fred S. Meyer and Lew Schreiber; United Artists, Sol Lesser and Edward Small; Universal-International, William Gordon; Warners, James Allen.

Donald Nelson Top Man Of Friars Club Board

HOLLYWOOD—Donald Nelson, president of the Society of Independent Motion Picture Producers, has been chosen to head the board of governors of the Friars club of Hollywood. Serving on the board with him are Judge Lester Roth, Harry M. Warner, Harry James, Tyrone Power, Gene Autry, Cecil B. DeMille, Mark Hellinger, Joseph Schenck, Edgar J. Mannix, David O. Selznick, Al Jolson, Sid Grauman, Jose Iturbi, Kay Kyser, Pat O'Brien, Frank Sinatra and Franchot Tone. The Friars recently opened new headquarters on Sunset boulevard.

Army Brass Shines For 'Thunderbolt'

HOLLYWOOD—Army brass stole the limelight from Hollywood glamor at the premiere of Monogram's "Thunderbolt," documentary film made for the army air forces in Italy by Director William Wyler when he was a lieutenant colonel in the AAF.

Because it was completed virtually simultaneously with the war's end, the film had no distribution then. Rights to it were acquired by Carl Krueger Productions, which arranged for distribution by Monogram after a new introduction, narrated by star James Stewart, had been made in Hollywood.

Preceding the premiere at the Ambassador Theatre was a dinner. Guests of honor were Maj. Gen. Emmett O'Donnell jr., director of information, army air forces; Maj. Gen. B. L. Boatner, executive to the deputy commander of the air forces; Brig. Gen. Glenn O. Barcus, commanding general, 12th air force; Brig. Gen. J. P. Doyle, chief of staff, 12th air force; Brig. Gen. Ned Schramm, chief of staff, 4th air force; Brig. Gen. Donald L. Putt, deputy chief of engineering, Wright field, and Brig. Gen. L. E. Thomas, commanding 62nd wing, California national guard.

Among the civilian guests were Ben Lyon, Bebe Daniels, Carole Landis, Dinah Shore, George Montgomery, Jon Hall and Frances Langford.

Scott R. Dunlap, assistant to the president of Monogram, and Producer Krueger hosted the dinner party.

Take Up Lyon Option

HOLLYWOOD—Ben Lyon, 20th-Fox executive talent director and head of the casting department, has had his option taken up.

Jean Hersholt Feted By 1,500 in Capital

HOLLYWOOD — An honor for which the entire motion picture industry, and most especially the Academy of Motion Picture Arts and Sciences, can take a bow was accorded Jean Hersholt, president of the latter organization, when that veteran actor was guest of honor at a reception and dinner staged at the United National club in Washington. Approximately 1,500 members representing 55 nations attended.

* * *

Ten USO-Camp Show entertainers left Hollywood for a three-month tour of GI bases in Alaska and the Aleutians. The troupe is headed by the Ray Trocke instrumental trio, including Bob Norris and George Olson, with Marica Lenack as Calypso comedy singer. Other performers in the unit are Bobby Gilbert, comedy violinist; the Jumping Jacks, Renee Paul and Robert Perry; George Dunn, cowboy roper; Audrey Allen, acrobatic dancer, and Imogene Reeves, singer.

* * *

Gene Autry flew his rodeo company to Oklahoma City to give three benefit performances for the victims of the Woodward tornado of last April. He joined a group of Hollywood talent that went to Oklahoma for the benefit. Autry was born only 75 miles from the scene of the disaster.

New Move by Local 1421 Halts Peace Negotiations

HOLLYWOOD—"Peace, ain't it wonderful?" continued to be a hollow phrase when applied to the lingering studio strike, as another hurdle confronted current efforts to end the walkouts. Screen Set Designers, Illustrators and Decorators Local 1421, the organization figuring in the jurisdictional disputes which initially started the current strike, has refused to meet with the producers under the circumstances specified. Resultantly, negotiations seem to be stymied until such a time as the NLRB hands down the decision which the producers claim is necessary before they can negotiate on the basis demanded by local 1421.

However, the labor wars are finally settled and toilers in the celluloid vineyards again enjoyed upped incomes during April, according to figures revealed in the California Labor Statistics Bulletin, issued each month by the state labor department.

Average weekly earnings of motion picture workers rose from $93.34 in March to $96.38 during April, these figures show. The higher average in April was established with slightly fewer hours of work per week than in March.

B. R. Cohen Will Produce Jimmy Wakely Westerns

HOLLYWOOD—Bennett R. Cohen, for the past two years producer of Republic's Sunset Carson sagebrushers, has been named producer of the Monogram westerns starring Jimmy Wakely. First assignment under the new deal will be "Song of the Winchester," for which Cohen wrote the original screenplay.

Marathon Settles Down

HOLLYWOOD—Marathon Pictures, one of the newcomers among the independent companies, whose output is earmarked for distribution by PRC, has established headquarters on Van Ness avenue. The offices house Frank Satenstein, executive producer; Robert Joseph, associate producer; Max Wilk, head of story department, and Peter Mayer, director for the unit.

Spearheads

By IVAN SPEAR

IF HOLLYWOOD should develop a latter day Horace Greeley—an extremely unlikely contingency — his considered advice to enterprising youth within the motion picture industry would be, "Go to Washington, young man."

The signing of James F. Byrnes, former secretary of state and justice of the supreme court, by the Ass'n of Motion Picture Producers to function as its counsel, again demonstrates that the master minds of filmmaking consider the national capital the most fertile—in fact, the only—recruiting ground for their executive organizational personnel.

Byrnes, in accepting the important post, joins a long line of others with comparable official or semiofficial Washington experience and background, for example, Will Hays, Donald Nelson, Byron Price, Eric Johnston.

Whether or not filmdom's industry leaders in pursuing such go-to-Washington policy are making the best possible diagnosis of and prescription for the industry's ills—real or imaginary—is a matter for individual opinion. And those opinions will depend upon respective evaluations of the past and present conduct of over-all industry affairs, its legislative liaison, its public and press relations.

That there is a wide variance in such evaluations both within and without the industry, is too basic to require comment.

One cannot help but wonder how much of Washington will have to be drafted by Cinemania before its ranking denizens find the panacea they apparently believe is needed. And one cannot help but conjecture on the possibility that the industry eventually might sufficiently develop from its own ranks a Moses—or, at least, an assistant Moses—to lead the way out of the wilderness.

Probably the answers lie in the fact that such leaders, existent or incipient, are too busy making pictures and princely incomes to be interested in wilderness charting.

→

Informs a release from Lou Smith, recently reinstated as Columbia's chief campanologist, "Through a Paris agent, Jon Hall has taken an option on two postwar French jet planes, and will fly to Paris to inspect the purchase as soon as he finishes his star role in Sam Katzman's 'The Prince of Thieves.'"

Too bad he didn't have one of them on a recent occasion to facilitate his getting away from Tommy Dorsey and his shiv.

→

Hollywood publicists—both studio and independent—might learn a trick or two about the gathering and purveyance of news from J. J. Harty, press agent for American Airlines.

Releases from Harty's office supply the trade press with more information about the movements of motion picture personalities than is forthcoming from the combined efforts of all the film capital's space snatchers.

→

As a sidelight to the feting by Hollywood of J. Arthur Rank there is a local-boy-makes-good facet worthy of a passing thought.

Jock Lawrence when he left Hollywood to don a World War II uniform was no neophyte in the temple of blurb. He had filled some of the film capital's choicest and lushest publicity jobs, such as head of Samuel Goldwyn's department and a similar post with the Ass'n of Motion Picture Producers.

Returning from service, he hung out his own shingle, establishing himself in New York as Lawrence and Associates, whose sole function apparently is the United States publicity and public relations for the Rank organization.

Current visit of the British film magnate to this country has been accorded a precedentary amount of attention and space by both the trade and lay press. Highlight of Lawrence's present campaign for his English client was the cover of Time magazine, with several columns of biographical material amplifying therein. That's the coveted plum for which so many press agents strive and which so few attain. Another example of the excellent job Lawrence is delivering was the press conference staged for Rank upon his arrival in the film capital. As to both the amount of brass assembled on the podium and the number of news outlets represented, it undoubtedly was the most impressive, most largely attended of such gatherings in Hollywood history.

In toto, the campaign was one to engender red cheeks and green eyes in the front offices of most Hollywood flackeries. And crow should be the piece de resistance on the menus of those space snatchers who down through the years have been hypercritical of Lawrence, his modus operandi and what detractors like to term "his propensity toward falling upstairs."

→

TITLE TINKERS CORNER:

President Merian C. Cooper is offering a $100 prize to Argosy employes for the best title to replace "War Party," Argosy's next project for RKO Radio. Unfortunately, "Honeymoon" already has been used as the title of an RKO feature.

Sharecropper Mark Hellinger selected "Naked City" as the new tag for "Homicide," his current production for Universal-International. Gypsy Rose Lee is not starred.

The chronic title changers will add the well-known last straw if they start messing with "Vendetta," the Howard Hughes upcoming opus for United Artists. Never was a moniker more appropriate. Four directors have tried their hands on the film, the first three throwing down their megaphones after feuding with Hughes on how the picture should be made.

→

"'THUNDER ON THE HILL' POSTPONED UNTIL FALL"
—U-I headline.

And John Joseph again is the white-haired boy with the Los Angeles Chamber of Commerce.

→

IN-A-RUT DEPARTMENT
Mort Goodman Division.

"Orson Welles will close his stage version of Shakespeare's 'Macbeth,' which is currently playing to record-breaking crowds at Kingsbury Hall in Salt Lake City on Wednesday when he will return to the coast to begin final preparations for the filming of 'Macbeth' at Republic studios in mid-June."

STUDIO PERSONNELITIES

Barnstormers

Independent

The Hippodrome in Baltimore will be JERRY COLONNA's first stop on a summer-long personal appearance tour, slated to take him to 20 states. Kickoff date is June 11.

Republic

DALE EVANS trained out for Atlantic City to make an eight-day personal appearance at the Steel Pier, following which she'll perform a two-week stint at the Oriental in Chicago.

Blurbers

RKO Radio

JERRY LANE back at her desk after a New York trip during which she set up a national magazine feature campaign on "Mourning Becomes Electra."

Republic

DOROTHY LEE McEVOY, public relations counsel to Roy Rogers, planed out for New York to set up the Roy Rogers Thrill circus campaign.

Briefies

Metro

"You Can't Go Home," a nostalgic story of the old home town, is the latest Passing Parade on which John Nesbitt is now scripting. Fred Quimby will produce.

RKO Radio

FRANKIE CARLE and his orchestra inked to star in the fourth and last of the 1946-47 two-reel musicals.

Paramount

Production called to a halt for two weeks at Jerry Fairbanks studios so employes could go on their vacations. Editing on three short subjects was rushed so films could be turned over for release before the start of the holiday.

"Tots' Toggery," latest in the Jerry Fairbanks Unusual Occupations series will feature the sons and daughters of Hollywood stars participating in a style show at actress Gail Patrick's Beverly Hills clothes shop for children. A new entry in Fairbanks' Popular Science series will reveal detail of the ultramodern kitchens planned for next year's GI homes.

JERRY FAIRBANKS finished off "20th Century Vikings," marking completion of the 75th Popular Science short subject.

Universal-International

TONY PASTOR and his orchestra went before the lenses for the filming of a musical two-reeler, with Producer-Director WILL COWAN overseeing. Headlined in the cast are MILDRED LAW, the CLOONEY SISTERS, and the NILSSON TWINS.

Cleffers

Columbia

Composer GEORGE DUNING signed to a new pact. His recent scores include those for "The Guilt of Janet Ames" and "Her Husband's Affairs."

Republic

HEINZ ROEMHELD ticketed to compose the original score for Producer John Auer's "The Flame."

Loanouts

RKO Radio

JOHN AGAR and SHIRLEY TEMPLE loaned to Argosy by David O. Selznick to team in the John Ford-Merian Cooper production, "War Party." It will be Agar's camera debut.

Meggers

Columbia

JOHN STURGES borrowed by Irving Cummings to pilot his independent production, "The Sign of the Ram."

A tentative title, "Mary Lou," has been selected by Producer SAM KATZMAN as one of the four previously announced filmusicals he will independently produce in the 1947-48 season. M. Coates Webster signed to author original and screenplay.

RAY NAZARRO assigned to direct "Last Days of Boot Hill," first of the new season's Durango Kid sagebrush series. Colbert Clark produces and Charles Starrett and Smiley Burnette topline.

Monogram

LAMBERT HILLYER handed megging chores for "Rawhide Trail," next sagebrusher starring Johnny Mack Brown with Raymond Hatton.

Republic

WILLIAM WITNEY slated to pilot "The Gay Ranchero," Roy Rogers-Tito Guizar starrer. Original screenplay written by Sloan Nibley.

United Artists

Associate producer chores on "Sleep My Love," Triangle production, handed to HAROLD GREENE.

Warners

JEAN NEGULESCO handed megging assignment on "Young Man With a Horn," the Dorothy Baker novel about a jazz musician in the 20s. Edmund North is preparing the screenplay for Producer Jerry Wald.

DELMER DAVES given directorial assignment on Richard Brooks' original, "To the Victor."

Options

Columbia

Supporting role in Cornell Pictures' "The Double Take" handed to EDUARDO CIANNELLI.

JACK LEONARD, former Tommy Dorsey vocalist, set to feature in "When a Girl's Beautiful." PATRICIA WHITE ticketed to join topliners in the upcoming musical. Signing of MONA BARRIE completed the casting.

Metro

MARINA KOSHETZ handed an important assignment in "Luxury Liner." The singing comedienne was also signed to a new contract.

Character actress GLORIA HOLDEN slated for an important role in "Killer McCoy." Roles handed to DOUGLAS CROFT and JAMES DUNN.

DAME MAY WHITTY set as a topliner in "If Winter Comes."

Starring spot in "The Three Musketeers," Alexander Dumas classic, given to Gene Kelly.

Paramount

RAY MILLAND toplines in "The Sealed Verdict," novel by Lionel Shapiro. John Latimer is writing the screenplay for Producer Robert Fellows.

Cast additions to the Pine-Thomas feature, "Big Town Scandal," include HARRY SHANNON and CHARLES C. WILSON.

DOROTHY CHRISTIE inked for featured role in "Dream Girl."

Set for a top role in "My Own True Love" is WANDA HENDRIX, petite 18-year-old player.

RKO Radio

From the New York stage, HELEN CRAIG has been recruited for a topline in "Your Red Wagon," a John Houseman production.

STEVEN BROWN, 16-year-old newcomer, ticketed for role in "I Remember Mama." The youngster, formerly known as "Boots" Brown, picked his new monicker in gratitude to Director George Stevens for giving him his first big chance before the cameras.

"Return of the Badmen" cast adds WALTER BALDWIN, HARRY SHANNON, JASON ROBARDS and LOU HARVEY.

Republic

JAMES BROWN, GEORGE BEBAN JR. and JOHN MILES inked for parts in "The Fabulous Texan."

Starring roles in "Monterey" earmarked for ILONA MASSEY and JOHN CARROLL.

20th Century-Fox

GERALDINE WALL handed supporting role in the Peggy Cummins starrer "Green Grass of Wyoming."

Featured part in "Gentleman's Agreement" given NICHOLAS JOY.

Moppet ROBERT SCOTT ticketed for role in "Off to Buffalo," Technicolor film starring Nancy Guild and Dan Dailey.

Actress BETTY ANN LYNN signed to a contract.

ED MUNDY draws a part in the Tyrone Power vehicle, "Nightmare Alley."

United Artists

VIRGINIA BELMONT, 22-year-old model, set to debut in the femme lead opposite William Boyd in "Without Honor," Hopalong Cassidy episode.

TOM POWERS draws a part in the screen adaption of William Saroyan's "The Time of Your Life," being produced by William Cagney.

Universal-International

RUSS CONWAY, former topliner in the Actor's Lab production of "Broadway," drew a featured role in Producer Leonard Goldstein's Technicolor action romance, "Adventures of Black Bart." JEFFREY LYNN picked to share the limelight with Yvonne De Carlo and Dan Duryea. Lynn replaces Edmond O'Brien. JOHN MacINTIRE, HOWLAND CHAMBERLIN and RAY WALKER added to the cast.

Featured parts in Kanin Productions' "Imagination" and Nunnally Johnson's "The Senator Was Indiscreet" handed RAY COLLINS. Schedules have been arranged so he can work in both films.

Ethel Barrymore's son, JOHN DREW COLT, debuts in a top feature role in "Imagination." MARY YOUNG, GEORGIE CAINE, PERCIVAL VIVIAN and ELLIOT REID draw parts.

RICHARD LONG, ticketed to a top spot in Walter Wanger's "Tap Roots," planed out of Hollywood to join the company, now shooting in Asheville, North Carolina.

Picked for a part in "Ride the Pink Horse" is ART SMITH.

Warners

New seven-year contracts given JOYCE REYNOLDS and ROBERT HUTTON, currently working in "Love at First Sight."

Goldwyn Girl BLANCHE TAYLOR handed a role in the romantic comedy, "Wallflower."

"Scandalous," romantic comedy by Norman Krasna, will be a starring vehicle for ANN SHERIDAN. Vincent Sherman will direct.

Roles in "Romance in High C" tagged for JOHN ALVIN and WILLIAM BAKEWELL.

KYLE MacDONNELL, blonde former model and Broadway actress, set to debut in a key role in "Mary Hagen." JEAN PORTER set to feature in the Ronald Reagan-Shirley Temple starrer.

Newest recruit to the talent ranks is BARBARA BATES, 21-year-old Denver actress, inked to a term contract.

DOROTHY LATTA, New York stage actress recently seen in the Broadway show "Finian's Rainbow," ticketed for feature role in "Ever the Beginning," a United States Pictures film.

SIDNEY BLACKMER, character actor, joins the cast of United States Pictures' "Ever the Beginning."

Scripters

Republic

BRADBURY FOOTE set to do the polish job on "Monterey," original yarn by John K. Butler, which Joe Kane will produce and direct.

Story Buys

Independent

"Return of the Navajo," novel by Manilla Russell, acquired by Jack Bernhard, independent producer formerly connected with Monogram. Bernhard plans to produce and direct the feature himself or sell the property to a major producer. Story deals with the postwar experiences of a Navajo Indian when he returns home after serving in the army in the Pacific.

Metro

"The Murder Mystery," whodunit with psychological slant, bought from Charles Jackson, author of "The Lost Week End." Story will be published as a novel in the fall, with an early filming scheduled.

United Artists

Producer Charles R. Rogers purchased Alfred Noyes' "Dick Turpin's Ride" and scheduled it for far production in Technicolor. Yarn is about England's storied highwayman.

Universal-International

In another case of one producer buying a yarn from a fellow film maker, Douglas Fairbanks acquired the screenplay of "The O'Flynn," story of a soldier of fortune in the Napoleonic era. Purchase was made from Edward Small, independent producer, who gave up his earlier plans to make the film. Fairbanks will star in the feature which brings to six the number of pictures his own company plans to make for U-I distribution. Screenplay was written by Robert Thoeren from book by Justin Huntly McCarthy.

Warner Bros.

"The Children," original story by Peter Viertel narrating the wanderings of Europe's displaced persons, acquired by Milton Sperling for filming by his United States Pictures.

Sidney Kingsley's prize-winning Broadway play, "The Patriots," acquired. It is a drama dealing with the founding of our republic and Thomas Jefferson's struggle to make it a democracy. Bretaigne Windust, Broadway producer, will make his bow as

Sol Lesser to Produce Stevenson Classics

Hollywood—Two literary classics, Robert Louis Stevenson's "Kidnapped" and its sequel, "David Balfour," will be merged into one picture next year by Sol Lesser Productions. The opus, in which Lon McCallister will be starred, will be released in the early autumn of 1948.

Part of the troupe and a crew will be sent to Scotland, where some of the scenes are to be shot.

Probably the film will be a United Artists release, inasmuch as all of Lesser's output is distributed by that company, with the exception of the Tarzan features, which go to RKO Radio.

a picture director on the film, with Jerry Wald holding the producing reins.

Technically

Columbia

FRED JACKMAN JR. set as head cameraman on Gene Autry Productions' "The Strawberry Roan."

JOE WALKER selected to lens Evelyn Keyes' new starring vehicle, "The Mating of Millie McGonigle."

Art director chore on Susan Peters starrer, "The Sign of the Ram," given to STURGES CARNE.

BILL O'CONNOR set as assistant director on "Last Days of Boot Hill," latest in the Durango Kid series.

JAMES NICHOLSON signed to assist Director Frank McDonald on "When a Girl's Beautiful." HENRY FREULICH and GEORGE KELLY draw cameraman assignments on the picture and "Last Days of Boot Hill," respectively.

Monogram

Production crew named for "Rawhide Trail" includes EDDIE DAVIS, assistant; HARRY NOUMANN, camera; TOM LAMBERT, sound; and FRED MAGUIRE, cutter.

Paramount

Art directing chores for "My Own True Love" handed to FRANZ BACHELIN.

Head film editor's chores on Pine-Thomas' "Big Town Scandal" given to HOWARD SMITH. F. PAUL SYLOS signed as art director. ELLIS CARTER signed as head lenser.

RKO Radio

Unit manager chores for "Your Red Wagon" handed to JIMMY ANDERSON. JAMES LANE will assist Director Nicholas Ray.

20th Century-Fox

BEN KLINE inked as cameraman for Sol M. Wurtzel's "Roses Are Red."

JO GRAHAM signed up as dialog director on "Green Grass of Wyoming."

Universal-International

Film editor assignment on "The Senator Was Indiscreet" handed to SHERMAN ROSE.

Crew assignments on "Imagination" include FRANK SHAW, first assistant director, and GEORGE YOHALEN, unit production manager.

Warners

Newly assigned dialog directors include FELIX JACOVES, to "Romance in High C"; HIRSCHEL DAUGHERTY, to "Mary Hagen," and JOHN MAXWELL to "Love at First Sight." MAURICE MURPHY continues on "Silver River."

Title Changes

Columbia

New moniker for the Martin Mooney production, "The Hi-Jackers" is THE DEVIL IS DRIVING, while "Martinique," another feature on his slate, changed to THE WOMAN FROM TANGIER.

"Three Were Thoroughbreds," a Cavalier production, retitled RELENTLESS.

Republic

"The Outcast," formerly titled "Crime Passionelle," will henceforth be known as "The Flame."

Screen Guild

New tag for Producer Maurice Conn's "Dark Bullet" is DRAGNET.

Warners

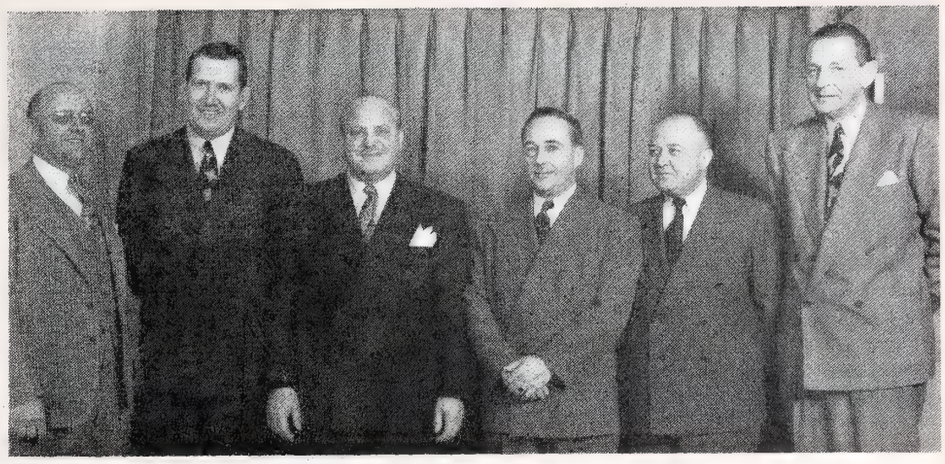
"Head Over Heels," starring vehicle for Joyce Reynolds and Bob Hutton, renamed LOVE AT FIRST SIGHT.

WB Signs Jane Wyman For Ten More Years

HOLLYWOOD—Jane Wyman's association with Warners will attain a total of more than 20 years as a result of a new straight ten-year contract just entered into between the studio and the actress. The new pact will become effective Jan. 1, 1948. Miss Wyman came to Warners more than ten years ago—on May 7, 1936—and since then has worked her way up from obscure "bit player" to starring status.

U-I Inks John Hambleton

HOLLYWOOD—John Hambleton, formerly assistant to Producer William Pereira at RKO, has been signed by Universal-International to a term contract as production co-ordinator. His first assignment will be to co-ordinate set and costume design and set decoration on the Rampart production "Letters From an Unknown Woman." Prior to his connection with RKO, Hambleton was a set designer for the New York theatre.



THAT WESTERN DELEGATION—From all over the country went Columbia's personnel to the Chicago sales session of the company, held June 3-6. The western delegation lined up, left to right: W. W. Seib, manager, Salt Lake City; Wayne Ball, manager, Los Angeles; Jerry Safron, western division manager, and branch managers L. E. Tillman of San Francisco, Jimmy Beale of Portland and Bob Hill of Denver.

Film Industry Will Share In 1948 Portola Festival

SAN FRANCISCO—Motion picture industry participation in the Portola festival's first revival in October 1948 is assured. President Cyril Magnin's nonprofit corporation which will plan the celebration will have the cooperation of a film committee headed by Richard Spier. Other members are Fay S. Reeder, Jack Blumenfeld, Lloyd S. Thompson, Jerry Ziggnan, Rex O. Stevenson, E. D. Yarbrough, Joe Longo, Ted Galanter, Cliff W. Brown and Richard Stephens, all of San Francisco, and Dave L. Cantor and Dick Dickson of Los Angeles. The committee will formulate plans for its participation.

Enterprise Will Produce Two Films in Early Fall

HOLLYWOOD—Shut down productionwise for the summer, Enterprise will put two features before the camera simultaneously early in the fall, company executives have decided. The pair scheduled to go together are David Lewis' production of Nancy Mitford's "Pursuit of Love" and Ginger Rogers in "Wild Calendar." Writer Harry Brown is working on the "Love" script with Lewis. Writer Abraham Polonsky will continue to work with Producer Wolfgang Reinhardt on "Calendar."

Goldwyn Buys 'Secrets,' Mary Pickford Picture

HOLLYWOOD—Sam Goldwyn has bought screen rights to "Secrets" from Mary Pickford and will produce for RKO distribution a film based on the picture she made under the same title in 1932. Goldwyn plans to change the locale from England to the U.S. It will be a starring vehicle for Dana Andrews and Teresa Wright. Borden Chase is already at work on the adaptation. The feature is tentatively set to roll next fall.

Bishop Enlargement Approved

BISHOP, CALIF.—Harry Holland of the Bishop Theatre has received CPA permission to alter and enlarge the house. The width of the auditorium will be doubled and a balcony may be added. A large stage will be built to accommodate an occasional professional stage show or local talent performance.

Firebug Is Hunted After Fourth Fire

OROVILLE, CALIF.—Police here are looking for a firebug believed to be responsible for a series of fires at the State Theatre.

The fourth fire within a month, accidentally discovered at 5 a. m. when an alarm clock rang and awoke Ray Johnson, janitor, who was sleeping on the mezzanine, might have been disastrous, according to Walter Tooley, manager. He reported that Johnson found flames arising about ten feet from a seat. A few more minutes, it was said, and the flames might have got out of control.

On other occasions, Tooley said, smouldering fires in seats have been detected after closing. Examination showed in all cases that someone had cut a small hole in the leather seat covering and inserted a lighted cigaret.

Knights of Columbus Sell Old Regent, San Mateo

SAN FRANCISCO—The old Regent Theatre property in San Mateo, owned by the Knights of Columbus, has been sold to Dr. and Mrs. Lee Shahanian of San Francisco. Located on San Mateo drive, the price of the property was $32,000, according to the stamps on the deed. The sale of the theatre building is subject to a lease held by the San Francisco and San Mateo Amusement Co.

Theatre Gives Compacts

HOBBS, N. M.—At a recent meeting of the staff of the Reel Theatre, a TEI house, three girl graduates of the local high school were given compacts as commencement gifts. The girls are Dorothy Provience, Beverly Amerson and Claribell King.

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'Cheyenne' Off Fast; 'Expectations' Good

LOS ANGELES—Two newcomers to local de luxe screens shared with a reissue, "The Great Waltz," in its second week, what honors were accorded by another week of depressed takes by first run houses. The newcomers showing strength were "Cheyenne" and "Great Expectations."

(Average is 100)

Belmont, El Rey, Orpheum and Vogue—**Stairway to Heaven** (U-I); **The Vigilantes Return** (U-I), 2nd wk. 100
Chinese, State, Uptown and Loyola—**Moss Rose** (20th-Fox), 2nd wk. 115
Downtown Paramount—**Suddenly It's Spring** (Para); **Seven Were Saved** (Para), 2nd wk. 75
Egyptian, Wilshire and Los Angeles—**My Brother Talks to Horses** (MGM); **Undercover Maisie** (MGM), 2nd wk. 100
Four Music Halls—**Ramrod** (UA), 2nd wk. 125
Four Star—**The Great Waltz** (MGM); reissue, 2nd wk. 190
Guild, Ritz, United Artists, Studio City, Carthay Circle, Iris—**Great Expectations** (U-I) 150
Hillstreet and Pantages—**The Farmer's Daughter** (RKO), 5th wk.; **The Millerson Case** (Col), 4th wk. 100
Hollywood Paramount—Same as Downtown 110
Million Dollar—**Leopard Man** (RKO); **White Pongo** (PRC) 100
Warners Downtown, Hollywood, Wiltern—**Cheyenne** (WB) 175

'DITS' and 'Yearling' Tie at 200 In Race for Top Seattle Gross

SEATTLE—"Duel in the Sun" and "The Yearling" ran neck and neck for top honors. Both chalked up 200, the latter in its third week at the Music Hall and "Duel" in the first week of its moveover at the Music Box.

Blue Mouse—**Suddenly It's Spring** (Para); **The Thirteenth Hour** (Col), 4th d. t. wk. 90
Fifth Avenue—**The Late George Apley** (20th-Fox); **San Demetrio, London** (20th-Fox) 90
Liberty—**The Fabulous Dorseys** (UA); **Adventures of Don Coyote** (UA) 85
Music Box—**Duel in the Sun** (SRO), 5th d. t. wk., roadshow 200
Music Hall—**The Yearling** (MGM), 3rd wk. 200
Orpheum—**The Sea Hawk** (WB); **The Sea Wolf** (WB), reissues 100
Palomar—**Untamed Fury** (PRC); **Philo Vance Returns** (PRC), stage show 100
Paramount—**The Homestretch** (20th-Fox); **Fear in the Night** (Para) 85
Roosevelt—**The Two Mrs. Carrolls** (WB), 3rd d. t. wk. 110

'Egg' Packs Two Denver Houses, Does Record Business, Holds

DENVER—"The Egg and I" packed the Paramount and Esquire to record business and held over. "Tarzan and the Huntress" with "A Likely Story" also was held at the Broadway.

Aladdin—**Smash-Up** (U-I); **Sarge Goes to College** (Mono), 2nd d. t. wk. 125
Broadway—**Tarzan and the Huntress** (RKO); **A Likely Story** (RKO) 100
Denham—**Blaze of Noon** (Para) 85
Denver and Webber—**Cheyenne** (WB); **Jewels of Brandenburg** (20th-Fox) 158
Esquire and Paramount—**The Egg and I** (U-I) 238
Orpheum—**It Happened in Brooklyn** (MGM); **Code of the West** (RKO) 90
Rialto—**The Invisible Informer** (Rep); **Strangler of the Swamp** (PRC) 120
Tabor—**Lost Honeymoon** (E-L); **Hard Boiled Mahoney** (Mono) 90

'Framed' Takes Top Honors In San Francisco Opening

SAN FRANCISCO—"Framed," in its opening week at the Orpheum, took top honors for the week with a score of 170. Right in there pitching in its fifth week at the Esquire was "The Egg and I."

Esquire—**The Egg and I** (U-I), 5th d. t. wk. 165
Fox—**The Homestretch** (20th-Fox); **That Way With Women** (WB), 2nd wk. 100
Orpheum—**Framed** (Col); **King of the Wild Horses** (Col) 170
Paramount—**The Two Mrs. Carrolls** (WB); **Danger Street** (Para), 2nd wk. 125
St. Francis—**Odd Man Out** (U-I), 3rd wk. 120
State—**Northwest Outpost** (Rep); **Apache Rose** (Rep) 140
United Nations—**Duel in the Sun** (SRO), 4th wk. 100
Warfield—**The Yearling** (MGM), 2nd wk. 120



SIX-GUN ATMOSPHERE—Having donned a strictly western dress, Helena's Rio Theatre has changed its name to the Vigilante and now caters to those who like their westerns rough and ready, all at reduced prices.

Film Tieups Stressed At Store Convention

HOLLYWOOD—Vast possibilities of merchandising tieups with motion pictures were stressed to publicity directors of 23 large American department stores, affiliated with the American Merchandising Corp., by J. Leslie Kaufman, associated national advertising and publicity director of Universal-International, who was guest speaker at a business session of AMC, in convention at the Ambassador hotel.

"There is so much in common between us that we really cannot afford not to cooperate," Kaufman said, "First, we cater to the masses. Further, we both feature so-called popular prices, establish standards of fashion, standards of living. We both establish the desire to imitate, and to have and to own. And probably most important of all, we both thrive on promotion and merchandising, and wither for lack of it."

Kaufman reminded the delegates that each week 90 million persons in 16,000 theatres see merchandise on the screen similar to items in their own stores. He urged that they make proper efforts on the local level to take advantage of promotion possibilities that so often arise, if they cooperate with exhibitors.

Spokane Empress Renamed

SPOKANE—The Empress Theatre here has been renamed the Studio.

SEATTLE

E. Thompson, who has acquired the lease of the Uptown Theatre in Port Townsend from W. B. McDonald, will reopen it July 14 after extensive remodeling . . . Oscar Chiniquy, National Theatre Supply manager, attended the opening of Ted Gamble's Century Theatre in Portland, Ore. . . . Homer Garvin, manager of B. F. Shearer's Capitol Theatre in Juneau, Alaska, is spending his vacation here.

Fred Girtanner, former owner of the Proctor Street Theatre in Tacoma, visited old friends on Filmrow . . . Sam Gardner, MGM western district sales manager, was in town to visit with Sam Davis, branch head here . . . Chris Casper, manager of the Blue Mouse, and Mrs. Casper sent out unusual cards announcing the birth of their son.



SAM GARDNER

Lowell Parmentier, Evergreen merchandising manager, is back from attending a confectionery industries convention in Chicago . . . Neal Walton, Columbia branch manager, attended a managers conference in the same city . . . Homer Schmidt, Columbia booker, is vacationing in Kansas . . . Filmrow visitors during the week included Bill Evans, Chehalis; W. A. Cochrane, Snoqualmie; W. B. McDonald, Olympia; E. S. Olson, Port Blakeley; Eddie Snow, Mount Vernon; Walter Graham, Shelton, and Walter Coy, White Center.

L. W. Roe reopened his Columbia Theatre in Rainier Valley, Seattle suburb, after giving it a remodeling job including new seating, a ventilating system and larger screen. It formerly was named the Pix . . . Lowell Parmentier, Evergreen merchandising president attended a convention of candy men in Chicago . . . Al O. Bondy, with General Electric Motion Pictures, was a visitor from New York.

The Rex Theatre in Spokane has been sold by Lloyd Lamb and James Pike to A. P. and Louise Barstad, who will reopen it under the name Nu-Rex . . . Ernie Shields, former Kent, Wash., theatre owner, was here from California on a vacation trip . . . Harry Blatt, eastern Washington salesman for U-I, was over from Spokane.

Among those attending the sneak preview of 20th-Fox's "Miracle on 34th Street" at the Paramount Theatre were Senior and Junior Mercy of Yakima, Maury and Lucille Saffle, Pete and Catharine Higgins, Dwight and Lillian Spracher, Vic and Leone Gauntlett, Murry and Ethel Lafayette, Bill Edris, Hugh Becket jr., Herbert Sobottka and F. D. Drew.

Operated by Morris Dunsford, one of the stockholders, the new $60,000 Island Theatre opened last week. It seats 650 and is modern in every respect . . . Out-of-town exhibitors here during the week included Bill Evans, Chehalis; Frank Willard, John Osley and Willard Andre, Tacoma; Art Zabel, Olympia, and Mike Barovic, Puyallup.

Glenn Haviland has joined Paul McElhinney's staff at Republic as eastern Washington salesman after resigning at PRC-Eagle-Lion . . . Jack Blum, National Theatre Supply salesman, attended the convention of the Montana Independent Theatre Owners . . . Sammy Siegel, Columbia exploitation head on the coast, flew back to Los Angeles after a visit here.

Reopens in Grants Pass

GRANTS PASS, ORE.—The State Theatre, closed for many years, has reopened here for operation Friday, Saturday and Sunday. C. H. Mangel, of the Grants Pass Amusement Co. reported that the theatre has been completely modernized. Cal Blayney is house manager.

Moves 3 Times in 1 Day; Some Sort of Record!

HOBBS, N. M.—In these days of housing shortages and no vacancies signs, Jo Baucom, Theatre Enterprises employe, set some kind of a record.

Jo moved three times in one day!

Writer Sues for Pay

HOLLYWOOD—Seeking to recover $13,000 allegedly due him in salary Jay Dratler, screen writer, filed a breach of contract suit in superior court against Cardinal Pictures, owned by Harry Popkin, local exhibitor turned producer. Dratler's complaint avers he was retained by Popkin to work on the screenplay of "Impact," from Dratler's own original, and the amount named in the suit is due him for such services. The picture, one of a pair Cardinal planned to make, was never filmed.

Jack Willard Installs New Sound

ORTING, WASH.—New sound and an air cooling system have been installed in the Orting Theatre by Jack Willard. He also bought fire extinguishers for the projection room.

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SAN FRANCISCO

Mr. and Mrs. C. E. Peasem, owners and operators of the Exeter Theatre in Exeter, have announced their intention to build a 1,000-seat theatre in Exeter as soon as building restrictions are removed. The lot is located between Wheeler's Firestone store and the drive-in. The new house will be of stadium type construction with modern colonial interior decoration. It will be associated with the Westland Theatre Corp.

Harry Weaverling, MGM salesman, is ill but improving . . . Maurice Wolf, public relations man for MGM, arrived in town from the east to spend several days here. While here Wolf will make several appearances in behalf of the industry.



MAURICE WOLF

Laura Ross, astrologer, lectured to the girls of the Film Colony club at their June meeting. A word of comfort to many was "the stars impel—they do not compel." The girls were glad to greet Ruth Moeller Ortiz as a guest at the meeting. Ruth was with Consolidated Amusement Co. before her retirement from the business world.

The new Peninsula Drive-In Theatre, which opened recently, has the largest picture screen and the most powerful projection equipment in the western states, according to Guy Mick, owner and operator. The screen is 70 feet high.

The State Theatre in Sacramento had another incendiary fire last week. It was discovered in time to prevent destruction of the building. Walter Tooley, manager, said it was the fourth such fire in the theatre in a month. An investigation is being carried on.

R. E. Vaughan is the manager of the new drive-in theatre south of Mooney Grove Built at a cost of around $100,000, it is a unit in the Robert L. Lippert circuit. Vaughan previously had been manager of the local Pixley Theatre . . . The local board of supervisors still is considering a tax on admission tickets to amusements . . . Reports have it that the Oaks Theatre management will soon own the Berkeley ice rink.

A writer to the Sacramento Bee asks for better films: "Write to your senators and congressmen and demand better pictures. I have done it, but if all mothers and grandmothers write we soon will get better pictures!—(Signed) A Mother." See! It's really so simple.

Kay Grothman, receptionist at FWC, had a birthday last week. Kay said she's 200 . . . Lilian Siegel, FWC, finally found an apartment . . . Claire Creighton, Navy Motion Pictures, had another birthday last month . . . Celia DeMartini, former secretary at Republic, gave birth to a boy June 2.

Abe Kaplan of New York and Sid Newhoff of Los Angeles, representatives of Kaplan Textiles, were in town promising fabrics to the various equipment houses . . . Barney Gurnette of the Santa Cruz Theatre was on the Row . . . Stan Myers of the Western Theatrical Equipment Co. flew east on business.

Don Beck was in from the Princess Theatre in Modesto . . . Leo Reese was in from his Orpheum Theatre, Lakeport . . . Bill Peters was on the Row booking for his new Salida Theatre in Modesto . . . Seen on the Row were H. S., D. B. and A. E. Levin . . . Sid Kalin also was seen on the Row . . . Frank, Sam, Tony and Salvedore Enea, of the Enea circuit, were in town together last week . . . Ray Hanson of the Kerman Theatre, Kerman, was on the Row . . . Ruth Fox, contract clerk at MGM, has been home ill with a mouth infection . . . Ruth Gogelman, biller at MGM, is vacationing.

Jack Wadsworth, remembered by many as associated with the Heywood-Wakefield Chair Co., is now associated with the Western Theatrical Equipment Co. . . . Harry Sarber, boss man at WTE, flew to Los Angeles for several days . . . Mac McKinstrey, field supervisor for RCA Service Co., rested his weary bones at the WTE office last week. He was just too tired to move anything but his big blue eyes.

Al Shmitken, Warner Bros. manager, went to Los Angeles to attend his daughter's commencement exercises . . . Jack Tillman, manager at Columbia, has returned from a sales meeting held in Chicago . . . Phyllis Cooley, cashier at Republic, married . . . Jack Goodwin, Motion Picture Service, is waiting for an offer for his novel, "Immortal Empire." "Fifty thousand dollars should do it," said Jack "Down payment, you know."



AL SHMITKEN

James Schiller, exploiteer from Monogram, was in from Los Angeles to supervise the opening of "It Happened on Fifth Avenue." Following a screening of the film for the critics, a cocktail party was held at the Mark Hopkins . . . Joyce Johnson, assistant booker at Monogram, will dance in a program to be presented at the Rotary convention here.

Carl Scott, city salesman for Columbia, is still looking for a house. He's being evicted from his present abode . . . Donald Spear opened his outdoor theatre last week in Lane's Redwood Flats, 20 miles this side of Garberville . . . Paul Sprague has turned over the Quincy Theatre to Vernon and Fred Cleays . . . L. Davis has taken over the Lake Theatre in Lower Lake from Mrs. V. Laurie.

Mike Newman, former exploiteer for Columbia, was in town last week on business. Mike has his own agency now . . . Sammy Sigel, exploiteer for Columbia, was in town for a few days.

Robert Borovoy and his wife are off to Los Angeles to see how pictures are made. Borovoy is manager of the Rex Theatre in Oakland . . . Ben Stevenson, manager of the Metro Theatre before the war, has returned to the Golden State circuit . . . Nat Nathanson, UA manager, flew to Los Angeles on business . . . John Leo resigned his position as salesman at the PRC Eagle-Lion exchange.

Visitors to the Golden Gate Smoke Shop at 2:30 p. m. would think Emmett Cannon, former film salesman who is operating the shop, runs his business on credit. Kids rush into the store from the school across the street, grab everything in sight, and yell: "I'll owe it to you, Emmett!"

Hannah Oppie, ITO secretary, formerly associated with MGM, is busy getting her daughter Patsy ready for the big day, June 21. On that date Hannah will become a mother-in-law.

LOS ANGELES

When the Harpers come to town to book and buy for their Conora and Fontana theatres the whole family comes along for the ride. Ernie and Leslie do the booking while Dad Glen just stands around and offers advice . . . Other out-of-towners visiting the local film bazaar recently were J. Burnell of the International Cinema, San Ysidro, Calif.; Gene Bandelier, owner of the Aztec in Phoenix, and Mr. and Mrs. Ray Pierson, Lone Pine Theatre, Lone Pine.

Another father and son, Dick Lemucchi and his son Roy, were in from Bakersfield getting ready to open their new theatre is Tejon, Calif. . . . Making a tour of the exchanges in his territory was Hugh Braley, district manager for Paramount . . . J. P. Filbert of the Filbert Theatre Supply Co. was back in town after an Arizona business trip . . . Harry Auten, J. Arthur Rank representative from New York, lunched with "Cal" Callaway, district manager for United Artists. Auten is handling "Henry V" . . . Wayne Ball, Columbia manager, returned from Chicago confabs.



DICK LEMUCCHI

Paramount's "Whispering Smith" set has been a popular rendezvous for theatremen. H. A. March, executive of the Bernheimer circuit, Washington, D. C., and Homer Smith, who is affiliated with Allied Theatres of Michigan, were among the visitors. C. B. Kirby, owner of the Palace in Roxboro, N. C., also dropped by with his wife and family.

Three brothers put their heads together recently for a little cosmetics shop talk. They were George Alderman, president of the Constance Bennett Cosmetics Co., who is out here from New York, and his brothers Pete and Milt, all of whom were making plans for a new theatre giveaway deal. When George returns to the east he will be accompanied by his son George jr., who just received his diploma from Los Angeles high school and plans to enter his dad's cosmetics business in New York.

The Daly Theatre on North Broadway, for many years owned by Harold Wenzler, has been torn down. Wenzler has taken over the operation of the Lux on West Third.

P. G. Cameron, owner of the Mel-Van here, has given it up as a bad job and returned to Dallas, where he owns a number of theatres. Brokers Sam Klein and "Doc" Barsky took over the management of the Mel-Van . . . Frank Mednick, owner of the local Trojan, was again hospitalized. Pinch-hitting for Frank was Joe Sloate, former owner of the Maynard.

George Pantages, manager of the Leimert Theatre, was on the Row the other day doing his first stint of booking. The Leimert was formerly a Fox West Coast house . . . Ben Fish, Goldwyn representative, and Earl Collins, Republic district manager, were making tours of their respective exchanges . . . Ed Lebby, PRC-E-L salesman, returned from a business trip to San Diego . . . Gordon Forbes, Screen Guild traveling auditor, headed for the home office in New York.

Getting a glimpse of upcoming Mexican film offerings in the making were Gustav Mohme and his son John of the Clasa-Mohme Mexican film exchange. After visiting the studios in Mexico City the pair planned to make stopovers in New York, Denver and Salt Lake City before returning to Los Angeles about the first of August . . . Arnold Schaak, owner of the Ramona and Holly theatres, left for Chicago to visit his daughter and grandchildren . . . Mr. and Mrs. Bill Kay of the Wilshire Theatre in Fullerton, were entertaining their niece, Alma Pugach, of New York.

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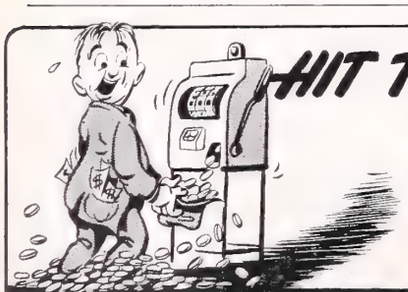
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New House for Lindsay

LINDSAY, CALIF.—A new theatre will be erected here as soon as labor and materials are available for the T&D Jr. Enterprises, it was announced by Marcel Ceresa, manager of the Lindsay Theatre. The new 1,000-seat showcase will be one of the most modern in the San Joaquin valley and will cost approximately $110,000.

To Build in Umatilla

UMATILLA, ORE.—The Midstate Theatre Corp. plans to build new theatres here and in Plymouth, Wash. The circuit operates a number of theatres in this area. Lloyd Moore, Hermiston theatre owner, also is planning a new theatre here, several blocks distant from the Midstate site.


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DENVER

Joe Emerson has been promoted from salesman to branch manager of RKO. He succeeds Tom Bailey, who will take an extended vacation before announcing future connections . . . Robert Selig, assistant to the president of Fox Intermountain Theatres, has been named president of the board of trustees of the University of Denver, from which Selig graduated about 15 years ago.

Virgil Edwards, 38, city manager for Atlas Theatres, Salida, Colo., died at his home there. He is survived by his wife. Dick Dekker, Gothic, Denver, manager, took over the Salida post . . . Cy Lee, Poppers Supply Co., went to Albuquerque on a sales trip . . . Margie Haskins, availability clerk at Warner Bros., married Neal A'Hern, and used her vacation for the honeymoon.

LaVera Betts is the new cashier at the Monogram exchange . . . Winona Neistradt, head inspector at Paramount, is moving into her new home . . . F. A. Bateman, Screen Guild general sales manager, conferred here with R. F. "Bud" Herrell, branch manager, and owners of the franchise.

Hugh Braly, Paramount district manager, spent three days here conferring with Chet Bell, branch manager, and theatremen . . . Edna Ahlers, Paramount contract clerk, is vacationing . . . Fox Intermountain vacationers include Jack Kramer, city manager, Durango; Roy Nelson, service department; Vivian Soderlund, secretary to Milt Hossfeld, and Daviette Hamlett, booking department.

Arlie Beery, Manley popcorn representative, went to Salt Lake City for the Tri-States Theatre Owners convention . . . Seen on Filmrow were James O'Neill, Spearfish, S. D., and Mr. and Mrs. Chuck Flower, Estes Park, Colo.

Gerald Schumm, former manager of the Telenews Theatre in Buffalo, has come here to take over management of the Telenews. Thurston Wayner, former manager here, was shifted to the Telenews in Milwaukee.

New Operators at Chelan Will Improve the Ruby

CHELAN, WASH.—New owners of the Ruby Theatre here, Dr. D. W. DeWar and Peter F. Barnes, are planning many improvements to the house, including a new marquee. Complete redecoration is planned, with new seats and sound.

Bob and Mrs. Kelsey are managing the house.

'Lucky Penny' Scratched

HOLLYWOOD—Independent Artists, planning a program of features for RKO Radio release, has dropped its option on "Lucky Penny," a comedy which was to have been the company's first production, according to Frederick Brisson, executive producer. The reason given was that any of three other IA properties was considered more suitable for the company's curtain raiser.

Future Miss America?

HOBBS, N. M.—Sharon Whitfield, young and attractive daughter of Keith Whitfield, Reel Theatre manager, has staked out a claim on future Miss America honors. Sharon won first prize in a local baby contest. Hobbs, it is understood, is looking forward to having an Atlantic City entrant in 1965 or thereabouts.

Several Theatres Closed by Floods

ST. LOUIS—Flood waters along the Mississippi river and various other rivers in Missouri, Iowa and Illinois already have caused serious losses in a number of communities, notably Eddyville and Ottumwa in Iowa and Canton, Chillicothe, Trenton and Princeton in Missouri.

With rains continuing in various parts of the affected area, it is anticipated that the crest of the floods may not be passed until probably Tuesday or Wednesday of next week.

Just how many motion picture theatres are actually under water or out of operation was not definitely known here June 7 when a check of the situation was made.

Theatres in the towns mentioned include the Eddyville Theatre in Eddyville, where the Des Moines river was 12 feet over its banks and every home in the town of 1,000 population was reported flooded. In Ottumwa, where the Des Moines flows through the center of the town, about 40 blocks were under water. Its theatres are the Capitol, Ottumwa, Rialto, Strand and Zephyr.

Canton, Mo., a town of 2,150 population, was said to be one-half under water, with a valiant effort being made to save the local power plant from inundation. Its lone theatre is the Canton, operated by W. A. Collins of DeSoto, Mo. Train and bus service was cut off June 6 but one highway out of the community was still passable.

At Keokuk, Iowa, the Chicago, Burlington & Quincy railroad on June 6 canceled all trains to the south until further notice. Highway 66 south of Keokuk was under water, halting bus and truck service. Theatres in Keokuk are the Grand and Iowa of the Frisina Amusement circuit of Springfield, Ill.

In northwestern Missouri the Grand River was on a rampage and Trenton and Princeton had been isolated by the high water. Theatres in these communities are the Plaza and Royal in Trenton and the Lambert in Princeton. Princeton was reported in darkness and without water or telephone service for hours, which, of course would mean the theatre also could not run.



FLIES PRINT OF "NOON"—Pilot D. G. Crites of the Civilian Air patrol of Manitowoc, Wis., made a special flight to Milwaukee for a print of Paramount's "Blaze of Noon" as a part of the ceremonies arranged for the picture's opening at the Capitol Theatre in Manitowoc. I. J. Werthamer, Milwaukee Paramount office manager, is seen presenting the print of the aviation film to Crites.

Charles Fiorito Is Dead

ST. LOUIS—Funeral services were held here for Charles Fiorito, 77, owner of the Ashland and Lee Theatre buildings, who died at Alexian Bros. hospital. Fiorito once operated the Lee, the Ashland and the old Criterion. In recent years the Lee and the Ashland have been operated by the Kaimann circuit. The Lee now is closed. Fiorito is survived by his wife Mrs. Lena Fiorito, his two sons Joseph and Carl and two married daughters Mrs. Mary Vick and Mrs. Phyllis Hantack.

New Marquee in Cabool

CABOOL, MO.—A modern design marquee recently was installed on the State Theatre, owned by Mildred Rauth and managed by E. F. Zimmerman.

Rex Carr Assumes Post in Cincinnati

INDIANAPOLIS—Rex Carr, former general manager of the Manny Marcus Enterprises, on Monday takes over management of the Theatre Owners Corp., buying and booking organization, in Cincinnati.

As general manager for Marcus, Carr supervised houses in Indianapolis, Fort Wayne, Dayton and Cincinnati. He has worked for Marcus 18 years, starting as an usher in Fort Wayne and moving to Indianapolis to manage the Ambassador, Alamo and Cozy when Marcus set up his circuit.

In his new position, Carr will buy and book for 40 independent houses. He has offices in the Keith Theatre Bldg., Cincinnati.

Mannie Marcus, head of Marcus Enterprises, announces the following additional changes:

Thomas Campbell, formerly associated with Paramount Theatres in Hamilton and Middletown, Ohio, has been appointed statistician for Marcus Theatres.

Frank Zellen, who formerly was with E. M. Loew, as city manager at Boston, appointed advertising manager.

Edward Zion, for many years with the Zaring Theatre, appointed booker and buyer.

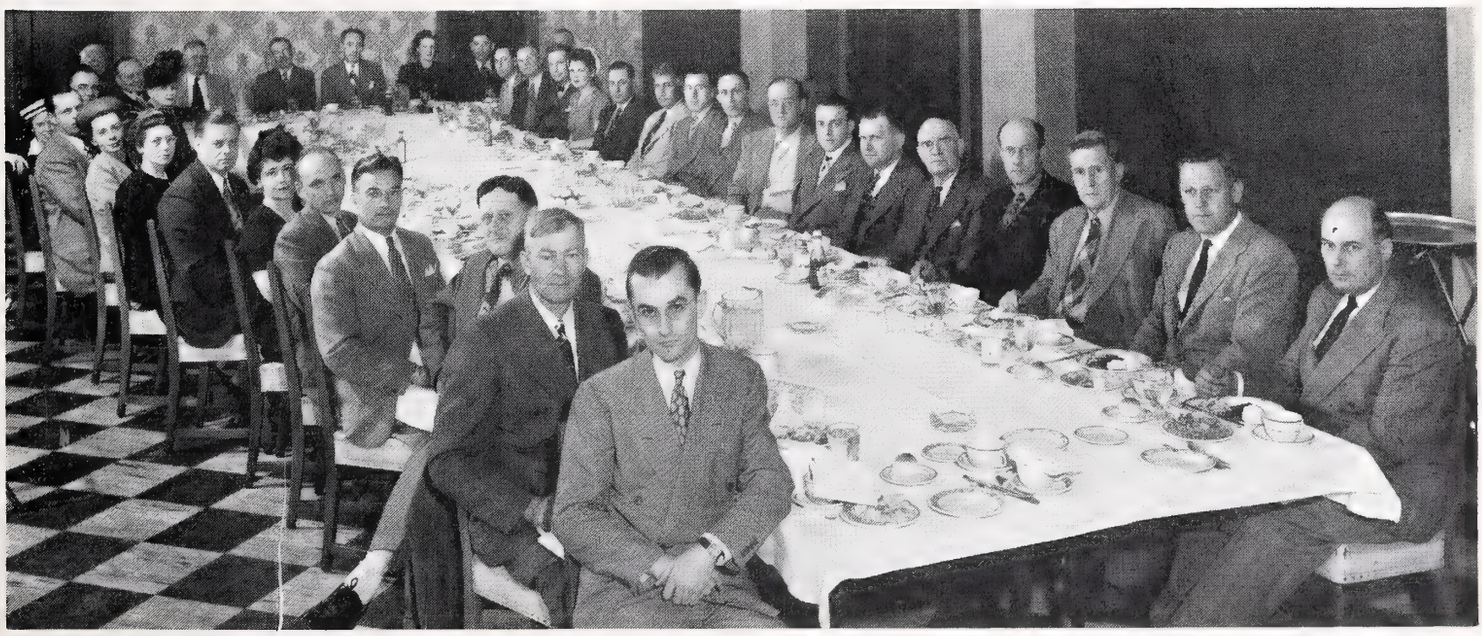
Dorothy Brown named assistant accountant.

Gail Black WB Salesman 22 Years in No. Indiana

INDIANAPOLIS—Gale Black, salesman for Warner Bros., will celebrate his 22nd anniversary as salesman in northern Indiana this month and Clyde McKean, manager of the local branch, has decided to call the last week of the month Gail Black week. Not only will all theatres in his territory run a Warner picture during that week, but hotels and restaurants that have catered to Gale through the years are giving him free lodging and free meals, McKean said.

Cairo Lincoln Operates Part Time

CAIRO, ILL.—The Lincoln Theatre here is operating part time, four days per week.



TALK OVER BUYING PROBLEMS—The full membership of Affiliated Theatres is shown here at the annual meeting held May 22 in the Antlers hotel in Indianapolis. The dinner followed a board meeting at which buying and booking problems were aired. Directors of the organization are W. B. Aspley, Glasgow, Ky.; J. R. Alexander, Lebanon, Ind.; P. H. Meloy, Shelbyville, Ind.; H. H. Johnson, Madison, Ind.; R. E. Harold, Rushville, Ind., and T. C. Baker, Rensselaer, Ind.

MILWAUKEE

Charles Secord, former manager of the Orpheum, Kenosha, has joined the circuit operated by Connie Papas. Second functions as supervisor for the Walworth at Walworth, Wis., and houses at Woodstock and Harvard, Ill. . . . On June 10-12 at the Brin, Menasha, the second annual professional sound film, "Packer Hi-Lites of 1946," will be premiered by Gallager Films of Green Bay . . . Construction of the Muscoda, Muscoda, again is under way, following a prolonged halt due to materials shortage.

Milt Abram of Film Arts has been mumbling to himself since riding herd on Chicago's motion picture film processors. Abram put through his "Ten Day Wonder," a production for a newspaper machinery manufacturing client, in record time, but sleep was something for the poor people while dynamic Producer Abram turned the trick. 'Twas a case of daily Windy city jaunts and night and day sessions at film labs, but the production was delivered on schedule . . . Oliver Trampe, Monogram booker, sharpened his putter and polished off the Rivermore C. C. champion in record time on the watersoaked fairways.

That ITO-sponsored outing at Browns lake, coming up July 21, looks like quite an event, with golf, boating, horseback riding, swimming and dining and dancing on tap. Attendance will be swelled by about 80 Monogram managers and franchise holders, who will be in Milwaukee for a national convention.

Don't give up! R. Baker, RKO salesman, promises that Clipper cruise will really come off. Just a matter now of determining how many intend participating, so contact Baker now . . . Jack Heineman, Towne manager, resigned to go into radio. Publicist Clumb of the Towne takes over Heineman's post . . . Roy Bernier, projectionist and brewery publicist jumped to an executive spot with the local amber fluid firm, and now directs advertising and sales as well.

The Telenews canopy went up and it can't be long now before the unveiling of this straight newsreel house. Materials shortages have delayed the opening . . . Reception of your scribe's Oldtimers club is sweeter than Bobby Byrne's trombone. Suggestions are coming in so rapidly that the mailman cries for assistance. Notice of the initial meeting will be out before long. Meanwhile, let's hear your wishes.

Al Bondy of General Electric was a stopover while handling things on those gratis GE reels . . . Joe Neger, 20th-Fox manager, was wined and dined, honoring his transfer to Chicago as manager.

Must be that those cloudbursts have kept Bob Gross, drive-in manager, marooned. Haven't heard from that busy showman for some time . . . "Boots" Scharun, wife and brood, were visitors at the Winnie De Lorenzo's. Boots was formerly associated with Winnie in the premium business and Celebrated Films.

Joe Reynolds, Oriental manager, is considering starting his own How to Win Friends and Influence People bureau, as a result of his many talks before women's organizations in public relations efforts on special films for children . . . Have you ever heard Fred Ford, RKO tub thumper, tell about his favored hobby—just relaxing on the beach under his sun lamp? . . . Several MGM lassies enjoyed the attractions at Lake Lawn, which took Elsie Seidel away from the Continental.

Jules Gerelick says we've had so much rain he's making his territory gondola fashion, and that his hip boots have saved many a day . . . Columbia salesman Dave Chapman took time off to see one of his pictures at a local theatre the other night. Extremely tired after the day's toil, Dave fell asleep and awakened about 4:30 a. m. to find he was the only patron left in the house. Making his way to a phone Dave contacted Bill Griffiths, Columbia booker, who in turn disturbed the house manager . . . The manager, "Shamrock" Kelly, grumbled about just getting to bed, but opened the door and released Chapman.

Harry Boesel and Bryn Griffiths are knocking themselves out on fronts . . . Roy Pierce, Riverside manager, wonders if stage shows are here to stay . . . Jimmie Shufflebotham, Warner Theatre sign man, is a Grand Rapids plane commuter . . . Ed Friedwald, Alhambra manager, has been working so hard lately he's on the verge of installing a cot in his private office. Says Ed: "Why, not?—I'm at the theatre all the time."

George Levine tells us he's installing air conditioning units at the Park, with renovation completed at the Pearl, as well as front and lobby touchups at the Layton and Grace . . . Jerry Brandt, busy with voice instruction stuff, supplemented by style show commentation for the Patricia Stevens modeling school, was on the Wisconsin Theatre staff a while back. Brandt cornered a screen test and later participated in summer theatre work . . . Incidentally, those Pat Stevens lookers add considerable charm at local theatre affairs and are open for commitments.

"The Outlaw," in a week's run at both the Capitol and Granada, Racine, with Max Krofta at the controls, had patrons standing on each others shoulders waiting for a peep at La Russell. Racine Catholics steamed things up prior to the opening, but the police chief gave his blessing and Bob Allen, UA manager, reports exceptional business.



HANG 'EM FROM THE BALCONY with
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Dispute Over Grand Ended in Chicago

CHICAGO—An out-of-court settlement was reached last week in the controversy between the Winston Theatre Corp. and Troy Theatre Co. involving improvements to the RKO Grand.

When the Winston Theatre Corp., which is a subsidiary of RKO, invested $50,000 in improvements on the RKO Grand, they charged the Troy company, of which Van A. Nomikos is head, one half the amount, deductible from Troy's percentage of the profits. Troy, however, said the terms of the lease specified that consent must be obtained prior to any structural alterations and that the Winston Corp. had not done this.

Therefore, Nomikos contended, RKO was in default under the terms of the lease unless they effected an immediate refund of the money withheld to stand the repairs of the Grand. When the case first appeared in court May 26, Troy served notice that unless the default was corrected they would cancel Winston's lease. Settlement papers were drawn up and signed by both parties June 6. The amount of the settlement was not disclosed.

MADISON

Manager Fred Reeth of the Capitol is rounding out 35 years in the show business. He has been manager of the Capitol since January 1946 . . . Desi Arnaz, Cuban film player and band leader, is scheduled for the Orpheum early in July. He is the husband of Lucille Ball, and local fans are hoping she comes along with him to Madison.


FRED REETH

Louis Orlov, Milwaukee, MGM representative, had a stainless steel, bracket-like ornament stolen from the front of his Buick here recently. Local teen-agers have taken to wearing these ornaments as a fad, which probably accounts for the theft . . . The Viola Commercial club is scheduling free outdoor movies Thursday nights for that city during the summer.

Pinckneyville's Capitol Open After Remodeling

PINCKNEYVILLE, ILL. — The Capitol Theatre, owned by Beninati Bros., with its seating capacity raised from 372 to 492 seats, since it was closed for modernization May 20, opened June 11 with "Carnival in Costa Rica" as the feature attraction. New push-back seats, a new air conditioning unit and other improvements have been installed.

New Front Being Built On Capitol in Madison

MADISON—Work has been started on the construction of an ultramodern front for the Capitol Theatre here. The metal installation will include panels for advertising and new lighting equipment. The present canopy will remain. The front will be completed within 90 days, according to Manager Fred Reeth.

ST. LOUIS

Three More Drive-Ins Loom for St. Louis

ST. LOUIS—Sudden interest has developed here in drive-in theatres and it appears that three new ones may materialize in the near future. Only one exists now, the 500-car open airer at Des Peres, Mo. It is operated by the Midwest Theatre Corp., of which Phil Smith of Boston is president, and is managed by Sam Taft.

A permit to erect a drive-in at Sappington road and Highway 66 in St. Louis county has been granted by the county court in Clayton to Flexer Theatres, Inc., of Memphis. It is announced that the corporation plans to spend $100,000 on the project, which would be built on a 15-acre tract and have accommodations for 700 automobiles.

The county planning commission has given its approval to an application for a permit for another drive-in to be located at the northeast corner of Lindbergh drive and Baptist Hill roads. The county court has yet to pass on this application, which was filed by Fred Wehrenberg, president of the Motion Picture Theatre Owners of America, who operates a number of theatres in St. Louis and St. Louis county. This drive-in project would be located on a 27-acre tract.

A third new drive-in project for the county is contemplated by Henry Halloway, who operates the Overland, Overland, Mo.; the Gem, St. John's Station, and the Beverly, University City, all in the county. It would accommodate about 700 automobiles and be located on St. Charles Rock road (U.S. 40) west of the Gem Theatre.

Sam Komm Purchases Norside Bldg., St. Louis

ST. LOUIS—The Norside Theatre Bldg. has been transferred by interests holding title to the property in the name of Ruth Kemp to Sam Komm, prominent St. Louis motion picture theatre owner. The deed of trust filed in the recorder of deeds, office indicates the consideration of $67,500. The 1,319-seat Norside Theatre, which occupies most of the building is under lease to the Leko Realty Co., in which Sam Komm, Sam Levin and Sam Shuchart are interested. The house operates second run and books with Ansell Bros. houses.

Sanitarium Gets Prize In 'Sinbad' Promotion

SPRINGFIELD, ILL.—An unusual angle developed in a contest sponsored by the Orpheum to promote "Sinbad the Sailor." The first prize of $15 was awarded to an anonymous person who requested that if the entry won a prize it was to be sent to the rehabilitation department, St. John's sanitarium. The request was followed. The contest was conducted through the local newspapers. M. E. Berman is manager of the theatre.

ATTENTION!
Drive-In
★ Theatre Operators ★
For special trailer copy for your opening write to
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Producers of Showmanship Trailers

Barney Rosenthal, manager for Monogram, reports he has closed contracts for "It Happened on Fifth Avenue," with the Fox Midwest circuit, operating in 11 cities of southern Illinois and eastern Missouri, and the I. W. Rodgers Theatre circuit, with houses in eight towns.

Word comes from Paris, Ill., that a satisfactory out of court settlement has been reached by Mrs. Laura Jarodsky and her son Leon Jarodsky, concerning the ownership and operation of the Lincoln and Paris theatres in that city.

Out-of-town exhibitors seen on Filmrow included Tilden Dickson, Crystal City, Mo., and A. G. Struck, Arlee Theatre, Mason City, Ill. Dickson returned recently from Phoenix, Ariz. He reports that his mother, who had been seriously ill at her home in California, is now well on the road to recovery. John Dickson of the Elmo Theatre in St. Elmo is a brother of Tilden.

Margaret J. Bona, daughter of Lester Bona, manager for Warners, and Scott G. Kramer of St. Paul, Minn., who recently completed his medical internship at St. John's hospital here, were married June 5 at St. Margaret of Scotland Catholic church. The wedding breakfast and a reception for friends and relatives took place at the Gatesworth hotel. The couple have gone to Denver for their honeymoon.

Bert Sanford, Altec's theatrical sales manager, is due in St. Louis on his extended tour of midwestern points . . . Park Commissioner Palmer B. Baumes has announced that 27 free band concerts will be given in St. Louis parks this summer.

Music emanating from the juke box in Ike Finkelstein's tavern at 1300 South Eleventh St. must be played in more subdued tones or Finkelstein will be fined for unnecessary noise, City Judge Joseph B. Catanzaro has warned him. Neighbors have complained about the volume of the music and about Ike's habit of firing his pistol into the floor of the tavern to punctuate his remarks.

Baum Distributing Co., Inc., 2332 Locust St., St. Louis, has been incorporated to conduct a pin-ball machine and games business. The company is authorized to issue 300 shares of $100 par value stock. Incorporators were D. Baum, W. Baum and M. Schoen.

A sneak preview of Monogram's "It Happened on Fifth Avenue" at Fanchon & Marco's 5,300-seat Fox Theatre here May 31 indicated a very fine audience reaction, judging from cards returned by those in attendance.

Clarence Turley, secretary-treasurer of the St. Louis Amusement Co., and manager of the Ambassador and Missouri buildings, has returned from a trip to California. He visited with Charles Skouras, president of National Theatres, in Palm Springs . . . The Daily Star-Journal in Warrensburg, Mo., has been purchased by William C. Tucker, former Columbia and Kansas City newspaperman . . . Bob Marchbank, formerly city manager for the Commonwealth Amusement Co. in Washington, Mo., has been named southern division manager.

Al Stetson of the Fanchon & Marco-St. Louis Amusement Co. organization, and Mrs. Stetson are back from a motor trip to California. After attending the Variety convention they went to Phoenix, Ariz., where his brother Harold operates the 525-seat Studio in partnership with Paramount . . . Jim Castle, Paramount exploiteer, is looking for an old-fashioned long distance balloon, complete with basket, ropes, sandbags, etc., for a "Perils of Pauline" exploitation stunt.

Just to give an idea of the kind of competition the Mississippi river excursion boats provide: Passage revenue for the two Streckfus steamers for July, August and September, 1946, amounted to $431,230. The Admiral operated out of St. Louis and the President out of New Orleans . . . Tony Peluso, manager of the Fox, shot a fairly good 85 over the Bellerive Country club's 18-hole course June 2 in the qualifying round for the U.S. open championship tourney to be held here June 12-14. Then he and all the other contestants were advised "to do it over" June 3. It seems there was a slight mixup as to whether to tee or not to tee in driving.

Bob Halliday, an apprentice booker for Warners, came here from New York to pursue his training . . . Plans are under way for the opening of a new motion picture theatre in Freeburg, Ill. . . . Ray Mitchell, principal of the public school in Auburn, Ill., and his sons plan to erect a new theatre there by August 1. It will provide opposition for the 385-seat American, operated by Mrs. C. G. Redford.

Chris Zotos, owner of the Roosevelt Theatre, will leave for Europe to visit relatives and friends in Greece. He also plans to visit Turkey and other countries along the Mediterranean before returning to this country.

Mrs. Louis J. Caimi, the former Marie G. Hynes, daughter of Jack Hynes, RKO salesman, will return to her duties as a biller at Paramount after a two-week honeymoon . . . Joe Feld, assistant manager and city salesman for 20th-Fox, is holding the fort while B. B. Reingold, manager, vacations in Florida. Reingold was accompanied to the southland by Jules Leventhal, St. Louis exhibitor.

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Paramounteers Make Predictions







Paramount's Chicago branch is determined to win in the company's 35 Years of Leadership drive. In the top picture District Manager Allen Usher, seated, tells the boys and girls just what they'll have to do to win. At the left is J. Harold Stevens, branch manager; at the right James H. Donohue, division manager. Others in the picture are Sam Stoll, Harold Schneider, James Flaherty, Gene Smith, Alice Enright, Gordon Wilcox, Joseph Friedman, Bill Hamm, William Dorsey, Louis Goldberg, Herman Busch, Louis Aurelio and Jim Ondracek.

In center, "Producer" Stevens presents his all-star cast of beauties spelling out a prediction, while Donahue and Usher beam approval.

At bottom Salesman Aurelio for the second consecutive year is presented with a prize-winning check for his efforts in the company's selling drives.

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To Enlarge in Naperville

NAPERVILLE, ILL.—Plans are being prepared by Axel Claesson, theatre designer for the Anderson circuit, for remodeling and enlarging the Naperville Theatre, according to F. W. Anderson, circuit general manager. The circuit has renewed its lease on the house to 1965.

Chicago Houses Enjoy Good Business Week

CHICAGO—Business started off very well here, with cold weather and plenty of visitors in town for the three-day Memorial holiday. Among the newcomers, "The Egg and I" opened up big at two RKO houses, the Grand and Palace. Another new entry, "Dillinger," with plenty of advance publicity, opened nicely at the Oriental, with a variety show to help things along. The Chicago showing, "That Way With Women," with Sammy Kaye and band on stage, had a fair week. The first warm weather of the season bowed in over the weekend. Outdoor attractions got a good play and theatre business sagged. Among the holdovers "Duel in the Sun" is getting top coin, with "The Jolson Story" and "The Best Years of Our Lives" doing very well in final weeks. "Calcutta" moved from the Chicago to the Garrick for a third week and did fair. Other holdovers, including "Sea of Grass," "The Two Mrs. Carrolls" and "Carmen" did above average.

(Average is 100)

Apollo—**The Jolson Story** (Col), 23rd wk. 120
Chicago—**That Way With Women** (WB); stage show 135
Garrick—**Calcutta** (Para), 3rd d. t. wk. 105
Grand—**The Egg and I** (U-I) 120
Oriental—**Dillinger** (Mono); stage show 130
Palace—**The Egg and I** (U-I) 125
Roosevelt—**The Two Mrs. Carrolls** (WB), 2nd wk. 105
State-Lake—**Duel in the Sun** (SRO), 3rd wk. 130
Studio—**City Without Men** (Capitol); **Prison Without Bars** (C), 2nd wk. 105
United Artists—**The Sea of Grass** (MGM), 2nd wk. 105
Woods—**The Best Years of Our Lives** (RKO), 24th wk. 120
World Playhouse—**Carmen** (Superfilms), 5th wk. 110

Milwaukee First Run Business Is Still on Steep Downgrade

MILWAUKEE—Still on the downgrade, first runs here are so depopulated, especially on off nights, that the ushers are falling over each other to see who can give patrons the best service. Rain and cold have helped things a bit, but continued unsettled conditions keep patrons worried about vital things. They are shopping for entertainment and most of the time they don't buy. "The Egg and I," at the Warner, rode in on ample national publicity and was top dog, though critics blasted it. "California" at the Palace gave way to "Cross My Heart." Most other situations were on the sad side.

Alhambra—**Destry Rides Again** (U-I); **When the Daltons Rode** (U-I), reissues 90
Palace—**Cross My Heart** (Para); **Apache Rose** (Rep) 90
Riverside—**Honeymoon** (RKO); **The Devil Thumbs a Ride** (RKO), 2nd wk. 95
Strand—**California** (Para); **Fear in the Night** (Para), 2nd d. t. wk. 90
Towne—**Copacabana** (UA), 2nd wk. 90
Warner—**The Egg and I** (U-I) 100
Wisconsin—**Calcutta** (Para); **The Devil on Wheels** (PRC) 90

Indianapolis Grosses Rise; 'Yearling' Bounds to Top

INDIANAPOLIS — Grosses at downtown first run theatres were somewhat better last week than in the previous session. "The Yearling" at Loew's topped the list.

Circle—**The Sea Hawk** (WB); **The Sea Wolf** (WB), reissues 100
Indiana—**Calcutta** (Para); **Beat the Band** (RKO) 100
Keith's—**The Farmer's Daughter** (RKO), 2nd wk. 90
Loew's—**The Yearling** (MGM) 115
Lyric—**Ramrod** (UA); **That's My Gal** (Rep) 95

Bell City to Reopen

BELL CITY, MO.—The local theatre, destroyed by fire several months ago, will reopen soon.

Retitle Spring Valley House

SPRING VALLEY, WIS.—The Hollywood Theatre here has been renamed the Valley.

INDIANAPOLIS

Richard Coffey of National Screen will be married to Mary Beeson July 19 in Greenfield . . . Frank Greenland, home office representative of National Screen, was a visitor at the local branch . . . Arthur Clark, Vonderschmitt circuit, Bloomington, booked on the Row.

Larry Jacobs, manager for Screen Guild, was headed for Louisville and southern towns in Indiana on a business jaunt . . . Guy Craig, Columbia manager, spent several days in Chicago attending a sales conference . . . Harry Watts of the Alhambra in Knightstown, Ind., was booking and buying . . . Joseph Gins, field representative for J. Arthur Rank, was a visitor at U-I.



W. GUY CRAIG

John Micu, Fort Wayne operator of the Indiana and State theatres there, was on the Row booking and buying . . . Frank Taylor, operator of the Community Theatre in Morgantown, is vacationing . . . Frances Dulberger is the new typist at Republic . . . Philip W. Nesbit of Bloomington has been made secretary to Manager Ed Brauer at Republic . . . Paul Meloy of the Strand in Shelbyville was booking . . . Other exhibitors on Filmrow were E. H. Austin of Versailles; John Doerr, Gregory circuit, Chicago, and H. G. Reckley, Chateau, Greencastle.

Ed Campbell, who manages the Lyric, Palace and Dixie in Louisville for Williston Enterprises of Indianapolis, performed his usual duties at the Speedway races. Ed has been a scorer at the races since he was 16 years old and has not missed a race since.

Clarence Ritzler, head booker at 20th-Fox, is on vacation . . . S. Iozzo, PRC booker, spent the weekend in Cincinnati . . . Joe Finneran, Rembusch circuit, Columbus, Ind., was on the Row . . . Angelo Chiarenza, who operates the Grand Theatre in Cambridge City, is contemplating building a new theatre. Plans for the 600-seat house are being drawn.

E. E. Horton, who hails from La Junta, Colo., is the new student booker at Warner Bros. . . . Ora Jolly, shipper at Warners, is vacationing in his home town of Crawfordsville, Ind. . . . Robert Hudson of the Hudson circuit in Richmond, booked and bought . . . Florence Whelan, secretary to Ted Mendelssohn, manager at Universal, is spending her vacation on the west coast.

To Assist Small Business

ST. LOUIS—U.S. Senator Edward Martin of Pennsylvania, chairman of the committee on small business and also of its subcommittee on steel, has assured Ray G. Colvin, president of the Theatre Equipment Dealers Protective Ass'n, that the committee is doing all it can to assure an adequate supply of steel at reasonable prices to the small business concerns of the country, including those supplying the needs of the motion picture industry. For many months there has been a vicious black market in many steel lines with prevailing prices from 200 to 500 per cent above warehouse prices.

Indianapolis Keith To Moveover Runs

INDIANAPOLIS—A change in the first run setup here was announced this week.

Keith's, 1,320-seater which is the newest addition to the Ted Gamble chain, will take over the 2,000-seat Lyric's role as a moveover house for the Indiana. On those weeks that the Indiana does not have anything suitable for a moveover, Keith's probably will be playing reissues.

First reissues booked for Keith's under the new setup are "Mr. Smith Goes to Washington" and "Adam Had Four Sons."

Changes in the organization of the Greater Indianapolis Amusement Co. as announced by Kenneth Collins, general manager for the company, place Thomas Newcomb, former assistant manager at the Lyric, to manager at Keith's.

Gordon Harrell, former assistant manager at the Lyric, has been appointed assistant manager at the Indiana, and Edward Garner, has been named assistant at the Lyric. The Greater Indianapolis Amusement Co. operate the Indiana, Circle, Lyric and Keith's theatres.

Fred Reeth's Wishing Well To Aid Children's Charity

MADISON—The Capitol Theatre here is cooperating with the Capital Times, local newspaper, in a drive for funds to support a camp for children suffering from rheumatic fever. A realistic old-fashioned "wishing well" has been fashioned by Manager Fred Reeth, along with an "old oaken bucket," and theatre patrons have been contributing liberally.

Is Selling Seats a Problem?

BOXOFFICE

Tells you how! Every issue has a wealth of ideas.

Actual experiences in exploitation, regular advertising and keeping the public sold on the theatre are reported with profuse illustrations in BOXOFFICE each week. This section on practical ideas on merchandising the motion picture is alone worth the price of a year's subscription.

Keep at the head of the procession and make more money. Read and use the numerous features in BOXOFFICE to improve your showmanship and your earning power.

From the BOXOFFICE FILES

(Twenty Years Ago)

A $250,000 THEATRE for Columbia, Mo., is planned by J. Dozier Stone, capitalist, who has decided to return to the motion picture field.

* * *

With big steam shovels busy on the site of William Fox's proposed 5,000-seat theatre at Grand and Washington boulevards in St. Louis, the big question is: "Where will patrons be found to fill the seats profitably?" Also, gossip has it that United Artists will build a 3,000-seat house in the Grand boulevard district, and, further, that the Orpheum circuit will build a 4,000-seat house. Within a few months the new house under construction on Gravois avenue at Ellenwood avenue will be ready for its opening. It is reported that the St. Louis Amusement Co. will be in charge of it. Sigoloff Bros. also plans to start construction soon on a new house at 18th and Park avenue.

* * *

Harry Redmond, owner-manager of the Majestic Theatre in East St. Louis, was held up in the driveway at his home recently and robbed of a $150 and a ring valued at $2,000.

* * *

Sidney O. Wall, assistant manager of the St. Louis Theatre, and Mrs. Leila M. Keasy of Chicago were married June 6 . . . Harry Redmond, owner-manager of the Majestic, East St. Louis, has awarded a contract for construction of a 2,000-seat theatre on Collinsville avenue. The cost will be about $750,000. Boller Bros., Kansas City, are the architects.

* * *

Closings: The Baxter, Novinger, Mo.; Idle Hour, Seymour, Mo.; Majestic, West Frankfort, Ill. The Coy, Columbia's oldest theatre, has been closed by the Columbia Theatres Co. and a mercantile company will occupy the building.

* * *

The St. Louis Amusement Co. is being sued by Andrew Troll for $25,000 for injuries sustained in a fall over a crumpled rug in the Shenandoah Theatre . . . Loew's State, St. Louis, turned over $2,113 to the Red Cross flood fund, representing the receipts from a midnight benefit show given at the Washington Avenue Theatre. About 150 theatres in the St. Louis territory have donated 25 per cent of the receipts of a regular show given on one recent day for this fund.

* * *

John Franconi, manager of the Film Booking offices at Memphis, with salesmen Dodson and Blake, stopped off in St. Louis en route home from the Chicago convention of the FBO.

* * *

Steve Major, who operates the Opera House at Girard, Ill., has taken over the Arcade Airdome, West Pine boulevard at Sarah street . . . G. E. McKean, for eight years manager of the St. Louis exchange for Fox Films, has assumed the duties of the newly created office of district manager for St. Louis, Kansas City and Omaha. His son, Claude McKean, is being brought to St. Louis from Memphis to take over the management of the St. Louis exchange. The younger McKean is president of the Memphis Film Board of Trade.

'Miracle' Draws Crowds

INDIANAPOLIS — The Indiana Theatre was packed to overflowing last Wednesday night when 20th-Fox staged a sneak preview of "Miracle on 34th Street." Even the aisles were crowded and standing room was at a premium. Audience reaction was excellent.

Women in Film Industry Receive Achievement Awards in St. Louis

ST. LOUIS—A number of women connected with the motion picture industry and entertainment world were among the 48 St. Louis women honored in the Women of Achievement reception and dinner at Hotel Jefferson, attended by 832 women. The affair was sponsored by the Group Action Council of Metropolitan St. Louis. The 48 were selected from some 3,000 nominees submitted by council members.

Among those honored were: Marjorie Lang, invalid director of the Volunteer Film Ass'n, which brings motion pictures to shutins; Fannie Hurst, several of whose stories have been filmed; Helen Traubel, St. Louis-born Wagnerian star of the Metropolitan Opera; Jean Browning, San Carlo Opera Co. prima donna, now residing in New York City; Virginia Mayo, St. Louis-born film star; Mary Wickes (Wickenhauser), Broadway comedienne, St. Louis native; Kay Morton Castle (wife of James S. Castle, Paramount exploiteer, commentator); Sue Cost, the Mary Lee Taylor of the network homemakers radio programs, and Frances Buss, director of a CBS television program in New York City.

Justus Garard Anticipates Aug. 1 Opening in Warsaw

WARSAW, ILL.—Justus Garard, who operates the 300-seat Royal here, hopes to be able to open his new theatre about August 1, but he is not too optimistic about that date. The frame of the quonset-type building has virtually been completed but there still remains a vast amount of work to be done before the doors can be opened to the theatregoing public. Garard has ordered the necessary equipment, including seats, projection and sound.

Out of some cold figures, came a story to warm America's heart

NOT LONG AGO, the Secretary of the United States Treasury studied a figure-covered sheet of paper.

The figures revealed a steady, powerful upswing in the sale of U. S. Savings Bonds, and an equally steady decrease in Bond redemptions.

But to the Secretary, they revealed a good deal more than that, and Mr. Snyder spoke his mind:

"After the Victory Loan, sales of U. S. Savings Bonds went down—redemptions went up. And that was only natural and human.

"It was natural and human—but it was also dangerous. For suppose this trend had continued. Suppose that, in this period of reconversion, some 80 million Americans had decided not only to stop saving, but to spend the $40 billion which they had *already* put aside in Series E, F & G Savings Bonds. The picture which *that* conjures up is not a pretty one!

"But the trend did NOT continue.

"Early last fall, the magazines of this country—nearly a thousand of them, acting together—started an advertising campaign on Bonds. This, added to the continuing support of other media and advertisers, gave the American people the facts . . . told them why it was important to buy and hold U. S. Savings Bonds.

"The figures on this sheet tell how the American people responded—and mighty good reading it makes.

"Once more, it has been clearly proved that when you give Americans the facts, you can then ask them for action—and *you'll get it!*"

What do the figures show?

On Mr. Snyder's sheet were some very interesting figures.

They showed that sales of Savings Bonds went from $494 million in last September to $519 million in October and kept climbing steadily until, in January of this year, they reached a new post-war high:

In January, 1947, Americans put nearly a billion dollars in Savings Bonds. And that trend is continuing.

The figures show that millions of Americans have realized this fact: there is no safer, surer way on earth to get the things you want than buying U. S. Savings Bonds regularly.

Save the easy, automatic way—with U.S. Savings Bonds

Contributed by this magazine in co-operation with the Magazine Publishers of America as a public service.

A PUBLIC SERVICE PROJECT — The Advertising Council



PIED PIPER APPROACH—Kids will always fall in with a parade and Henry Halloway used this approach to pull big crowds for his cartoon show at the Gem in St. Johns, Mo. Youngsters carrying banners advertising the show approached from all directions, bringing crowds with them.

CHICAGO

An **MGM** location party, numbering about 60, with Al Jennings, assistant director, came in from the west coast en route to Winter Haven, Fla. In the party were Peter Lawford, Cyd Charisse, Ricardo Montalban and Jennings. Esther Williams will join the group later. They will start shooting "On an Island With You."

Sid Blumenstock, assistant exploitation manager for 20th-Fox, returned here from New York to assist the local staff in priming arrangements for the world premiere of George Jessel's "I Wonder Who's Kissing Her Now" at the Oriental July 3 . . . Billy De Wolfe was completely submerged by Mrs. Murgatroyd in his arrival publicity here. Chicago Theatre press agent Ed Seguin had a flock of gals from the millinery class of a local school at the station bearing whimsical new bonnets for "her." And before his first day in town ended De Wolfe had appeared on five radio programs and supped with the critics and columnists. All of which had the Chicago turnstile spinning merrily June 6.

Adolph W. Roth, 84-year-old co-owner with Charles Lindau of the Kedzie and Annex theatres, was guest of Joe E. Brown at "Harvey" last weekend. Roth booked Brown's acrobatic act into the Kedzie some 35 years ago. He is the oldest exhibitor in Chicago . . . Jack Belasco, Woods manager, who spent three days deep in Texas, has returned here and said he saw a sign on a tavern window in Dallas, "The Best Beers of Our Lives."

Jack Benny passed through town after a record-breaking engagement in New York at the Roxy. He was en route to Kansas City to headline the entertainment for the reunion of President Truman's 35th division.

Bob Griffith, manager of the Plaisance Theatre, Banowitz circuit, moves over to the Ken and is replaced by Henry Hill, former theatre checker and accountant with film distributors on the Row . . . Joe Freidman has joined the sales department of Paramount here. He replaces Jerry Weiss, who is now with Paramount, Minneapolis . . . Byron Lynn, executive of Comerford-Publix Theatres, Scranton, Pa., was here for a visit with Irving Mack . . . E. G. FitzGibbon, Paramount, went to Minneapolis territory to tub-thump for "Perils of Pauline."

Jack Mylott, assistant at the Woods, resigned to engage in the taxicab business at Elkart, Ind. . . . Ernest Crosson, father of Frances Crosson of the Essaness circuit personel department, died last weekend. He was 60 years old and had been ill for a long time. Burial took place at Joy, Ill. . . . Al Raymer, Manta & Rose circuit executive and his wife, are vacationing in Hollywood . . . Saul Goldman, Variety Pictures, is off to Detroit territory on a business trip.

Jack Rose, chief barker of the local tent of Variety, Irving Mack and Les Simansky have returned from a long stay on the west coast, and telling everyone on the Row what a wonderful time they all had.

The city council adopted a resolution commending George Jessel for his motion picture efforts and generous contributions to all charitable events. Jessel will be honored here July 3 when his latest picture, "I Wonder Who's Kissing Her Now," world premieres. Jessel has made arrangements with the Sherman hotel management to shoot some of the sequences here for "Nightmare Alley," which goes into production soon.

Paul Montague is telling of his conversation with Joe Frisco on Randolph street. "Y-y-y-y-you k-k-know, I made a movie . . ." stuttered Frisco. "What's the name of it?" Paul asked. "The-the-that's My Man," replied Joe. "It's a-a-a h-h-horse race flicker, with D-d-d-don Ameche. And s-s-say P-paul, b-b-b-before y-y-you look at it, s-s-see me, I'll t-t-tell y-y-you w-wh-which h-h-horse t-t-to bet on."

Looks like a summer-long parade of stage stars for the Chicago Theatre. Neatest booking coup brings Jo Stafford to the Chicago July 11, followed by Perry Como. Both singers alternate as stars of radio's Chesterfield Supper club. This week's star, Billy De Wolfe, will be followed June 20 by Desi Arnaz. Then, July 4, Hildegarde takes over for her annual one-week stand. Chicago Theatre publicist Ed Seguin will have to outdo his past performances giving all these stars fanfare.

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Banks New Report Says Employment Still Grows

ST. LOUIS—Employment in the eighth federal reserve district, which includes St. Louis, continued to increase last month but at a slower rate than heretofore, the Federal Reserve bank of St. Louis stated in its monthly review of business conditions. Demands for labor are not so large as at this time last year.

A clear definition of the trend of economic conditions in the area could not be made from the report, because the prices of basic commodities in the cash and futures markets moved within a very narrow range in May, the bank reported, and provided meager evidence upon which to predict either the direction or strength of business trends.

Some wholesale prices declined but others held firm. In the retail field a rash of price reductions by individual dealers appeared, but too often such price cuts were applied largely to slow-moving items on which the markdowns were inevitable, the report said. Motion picture admission prices remained unchanged for the month.

Recreation Areas Menace St. Louis Show Business

ST. LOUIS—Development of large-scale recreational areas near three dams and locks on the Mississippi river, including Dam 26 at Alton, Ill., was indorsed here at a public hearing conducted by the War department's corps of engineers.

A. P. Greensfelder, chairman of the recreation and conservation committee of the Metropolitan Plan Ass'n of St. Louis, said new recreational facilities were of special importance to residents of the St. Louis area, because of five-day week and vacation-with-pay plans of the area.

Representatives of the City of Alton pointed out that on the Illinois side of the river the recreational center would provide a holiday haven for some 75,000 industrial workers in that region. J. Edward Travis jr., of St. Charles, Mo., representing the Alton Lakeway Ass'n, also spoke in favor of the plan. The recreational areas, of course, would provide tough competition for theatres on both sides of the river.

Wisconsin Assembly Kills Bill to Outlaw Popcorn

MADISON—The Wisconsin assembly last week voted overwhelmingly to kill a bill which would have forbidden the sale of food and drinks in theatres. The vote was 77 to 10. The measure had been strongly opposed by theatremen, and was defended only by its author, Assemblyman Westfahl of Milwaukee, who said popcorn makes some theatre customers nervous.

Harry Rubin Seeking Miss Michigan City

MICHIGAN CITY, IND.—Harry Rubin, manager of the Tivoli Theatre here, is holding a contest to select Miss Michigan City, lucky girl who will reign over the Columbia club yacht race to be held the weekend of June 21. Preliminary contests are being held each Thursday until June 12. The finals are June 19.

The premiums offered the fair contestants are enough to make the contest worth while even for Gravel Gertie or Lena the Hyena. All entrants receive a compact, a special lipstick and a month's pass to the Tivoli, and will be guests at a banquet to be held at the Spaulding hotel June 19. Preliminary winners receive a bathing suit from the J. C. Penney store and a six-month pass to the Tivoli. Miss Michigan City will receive a formal, a wrist watch and a one-year pass.

Edward Campbell Plans Lexington Negro House

LEXINGTON, KY.—Incorporation papers have been filed by the Lyric Theatres, Inc., who plan to build a $60,000 theatre here for Negro patronage. Among the incorporators is Edward Campbell of Williston Enterprises, which operates the Lyric, Palace and Dixie in Louisville and several theatres in Indianapolis. Lexington does not have a Negro theatre now. Williston Enterprises also has plans prepared for a new colored house at the corner of Eighth and Walnut streets in Louisville.

250-Car Drive-In Opens At Lake Hollybrook, Ind.

GOSPORT, IND.—A drive-in theatre accommodating 250 cars was opened at Lake Hollybrook last week by John Robinson and Robert Chevalier of Indianapolis. The theatre is operating with two shows on Friday, Saturday and Sunday nights. Construction of the drive-in was started two years ago by Lyman Winkley and was taken over by Robinson and Chevalier after Winkley was killed in an Indianapolis automobile accident.

New Law to End Discount For Early Tax Payment

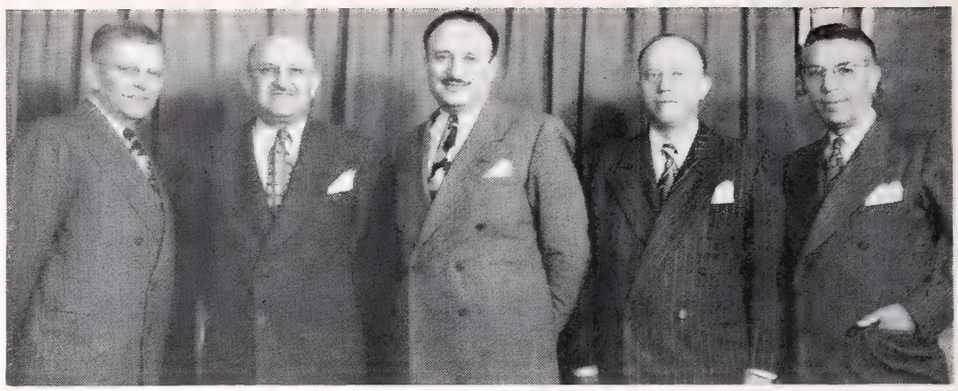
JEFFERSON CITY—A bill abolishing the discount of 1 per cent heretofore allowed St. Louisans who paid their city and school taxes on or before November 30 of the year has been signed by Gov. Phil M. Donnelly. The new law becomes effective September 10. It also increases the penalties for delinquent city and school taxes from 8 per cent to 10 per cent.

Tax Reports in Missouri To Be Taken Quarterly

JEFFERSON CITY—Gov. Phil M. Donnelly has signed the bill providing that merchants, amusement places and other business establishments shall make returns on a quarterly basis instead of monthly, as heretofore, under Missouri's 2 per cent sales tax law. In particular cases, the state may insist upon monthly payments, but old, established business concerns will report only quarterly.

In 'Pink Horse'

Art Smith has been picked by Universal for a role in "Ride the Pink Horse."



COLUMBIANS IN CHICAGO—The quintet above was caught by the cameraman at Columbia's four-day sales meeting in Chicago last week. Left to right: Harry Olshan, Milwaukee manager; Clarence Hill, St. Louis manager; Carl Shalit, central division manager; Ed Hochstim, Detroit manager; and W. Guy Craig, Indianapolis manager.

Showmen Get Injunction

HARRISBURG, ILL.—Judge Harold Zimmerman has issued a temporary injunction restraining the city of Eldorado from making further levies under an ordinance imposing a tax of 3 cents on each theatre admission.

Delbert Wagner, owner of the Nox Theatre, and the Turner-Farrar interests which operate the Grand and Orpheum theatres in Eldorado, brought the suit against the tax.

The city council passed the ordinance last month as part of a program of raising funds to pay back salaries to police, firemen and other municipal employes.

Install New Screen at Arthur

ARTHUR, ILL.—William Lindenau recently installed a new screen and new sound equipment in his Arthur Theatre here. He has placed orders for a new marquee and lobby.



WINS "ANGEL" CONTEST — Along with the title went a bouquet, set of luggage, a personal appearance at the Apollo in Chicago during the showing of "Stairway to Heaven." The stunt resulted in plenty of publicity in the Chicago papers and an air trip to Bermuda for the winner. Ben Katz of the Chicago U-I publicity department is presenting the luggage. The winner is Joan DuPre.

Record Budget Approved By Missouri Assembly

JEFFERSON CITY—The 64th Missouri general assembly wound up its affairs for 1947 on May 23 with approval of a $250 million budget, the largest in the state's history, and began a series of recesses which, for all practical purposes, will continue until January 7. The series of recesses are intended to keep alive a number of bills still pending in committees. However, none of these are of special interest to the motion picture industry, since such important matters as the Schendel state censorship bill, the Madison bill to increase the minimum safety requirements in all newly constructed places of amusement and in older theatres if and when structural changes are made, and the house bill providing for the employment by amusement places of uniformed watchmen to safeguard patrons in an emergency have all been killed in committee.

Ronald Reagans Sponsor Eureka Drama School

EUREKA, ILL.—Ronald Reagan and his wife, Jane Wyman, will help establish a drama school and theatre at Eureka college here. Reagan graduated from Eureka in 1932.

The school will be known as the Wyman-Reagan School of Speech and Dramatic Art. The Reagans will contribute half of the $150,000 required for the project. The rest of the money will be sought from other graduates.

The theatre included in the project actually will be a chapel building. It will have motion picture, television and broadcasting facilities, and will seat 350. Construction is scheduled to begin in 1949.

Television Into Indiana

CHICAGO—Construction of WBKB's relay link to Michigan City and South Bend will probably be completed in July, Capt. Bill Eddy, director of Balaban & Katz television station, predicts. New 1850 megacycle equipment arrived this week and is being installed in the 125-foot experimental tower at Michigan City to record reception phenomena.

Reopen in Coulterville

COULTERVILLE, ILL.—The Roxy, 400-seater owned by Sparta Theatres, Inc., and managed by Charles W. Wells, has reopened after closing about January 1 for extensive remodeling and installation of new equipment.

Theatre Associates Up Lowell Kaplan

MINNEAPOLIS—With inclusion of more theatres currently and plans for still further expansion, Theatre Associates, the territory's largest nonprofit buying and booking combine, has created a new post, that of assistant general manager. Lowell Kaplan has been promoted from head booker to the newly created post, Tom Burke, general manager, announces.

John Farley has resigned as Republic office manager and head booker to replace Kaplan as head booker. He also formerly was with the Minnesota Amusement Co. (Paramount circuit) in theatre managerial and booking capacities. Kaplan was head booker for the Eddie Ruben circuit before he entered the armed services.

Theatre Associates now comprises nearly all of the territory's largest independent circuits, including those of Bennie Berger, Eddie Ruben, Ben Friedman, W. R. Frank and the Volk brothers. It buys for approximately 60 theatres.

Purpose of the new post is to improve and expand service, Burke says. Burke resigned as Monogram branch manager here to join Theatre Associates. He at one time was United Artists branch manager here.

Gus Baehr has signed up his three Bemidji and Alexandria, Minn., theatres with the nonprofit Theatre Associates combine.

The Bemidji houses are the Chief and Bemidji. The Alexander in Alexandria is operated for Baehr by Jacobson & Peterson.

North Central Allied has committed itself to bring all of the territory's independent exhibitors into the combines. It is also trying to effect a merger of the groups in order to create one strong and influential buying body.

Sees Film for First Time; 'Wonderful,' She Gasps

MINNEAPOLIS—Bob Murphy, Minneapolis Star and Sunday Tribune film critic, ended a quest of many years when he finally found an adult who had never seen a motion picture. She is Mrs. Lily Ray, mother of Elmer Ray, heavyweight pugilistic title contender, who recently moved to Minneapolis from Hastings, Fla., where her church tabooed any sort of show.

After finding Mrs. Ray, Murphy arranged with 20th-Fox to set up a special screening of "Boomerang" for her. He reported that Mrs. Ray, whose previous experience with "films" had been limited to lantern slides, was floored by what she saw.

"Repeatedly," says Murphy, "she gasped 'It's wonderful,' and her absorption with the goings-on was complete. Chief effect, however, was this: She's now plaguing her son to take her to see some more movies."

To Projectionist Post

BELOIT, KAS.—L. O. Gill, TEI city manager, has appointed Milton Rasdal as projectionist at the Beloit Theatre. Rasdal has just been released from military service.

Jewell Strand Remodeled

JEWELL, IOWA—The Strand has been completely remodeled and redecorated and had its opening June 4.

Westhope House Sold

WESTHOPE, N. D.—The Arcade Theatre here has changed hands. The new owner is Howard I. Henry.

In Tribute to Engineer

Screen Darkened in Memory of 'Scoop' Krippner

CEDAR RAPIDS, IOWA—The show stopped for a minute at the Paramount last week. It halted to honor George "Scoop" Krippner, who had died the same morning.

This was the tribute, written by Paramount Manager Francis Gillon:

"Those of you who have attended the Paramount Theatre have often noticed a little man in a blue uniform bustling about, doing every sort of a job. You won't see that little man any more. George Krippner, known to thousands in Cedar Rapids by his familiar nickname of Scoop, passed away at St. Luke's hospital this morning at 6:20. Scoop was the Paramount's engineer for 18 years. This theatre had become his home. We can think of no more fitting place than his home to ask you to join those who worked with Scoop in a moment of silence in tribute to this wonderful little man whom we will never forget."

Scoop's theatre work dated back to the days of the Majestic and Green's opera house. Although his chief duties had been at the Paramount in recent years, he also looked after the State and was ready to pitch in any place his knowledge was needed.

Scoop's interest in his job was more than mechanical. The Paramount was a point of pride with him. His basement office and workshop was spotless (most of the tools were his own—he sold two of his lathes to war plants at a loss just because the plants needed them).

He rode a bicycle from his home to the theatre each day, parked it backstage and dug in. A uniform lasted him only about a month.

When the war came, Scoop carried on a correspondence with every man or woman who left Tri-States Theatres in Cedar Rapids for service. He maintained that correspondence until the time of his death.

Equine Stars Visit

CEDAR RAPIDS, IOWA—Two Hollywood stars stopped here over the weekend. They were Trigger and Trigger jr., horses owned by Roy Rogers. Rogers was not with the horses, which were traveling by special van from Hollywood to New York City for a rodeo. The stopover was at the Ray Gaddis stables to give the "stars" a rest.

New Lamps in Belleville

BELLEVILLE, KAS. — Peerless Magnarc high intensity lamps were installed at the Blair, according to George Willhoite, manager.

'Dixieland' Is Title

Columbia has selected "Dixieland" as the title for a musical on its 1947-48 slate.



EXPLOITEERS' FRIEND—Anytime a theatre exploiteer in Kansas City can furnish a still of a star smoking a pipe, he can get a display in the window of Englander's Pipe shop on Kansas City's bustling Twelfth street. All he has to do is promise to let the proprietor, Arthur Englander, keep the still for mounting in the shop after it has completed its mission in the window. Englander, who has been interested in pipes for 21 years, has been saving the stills in his collection for two years and has quite a layout now. He is shown here with part of his collection.

Waterloo Drive-In Plans Revealed by Ohio Men

WATERLOO, IOWA—Plans for a drive-in theatre to be erected one mile west of the city limits on highway 218 were announced by Stephen A. Oellerich and Philip E. Winslow. Oellerich has established residence in Waterloo, and Winslow will come here from Middletown, Ohio. The theatre is expected to open about August 1. Landscaping and final decoration will be completed next spring. The theatre will occupy 14 acres of land and will be known as the Starlite Drive-In.

Central Theatre Pilots Huddle in Clear Lake

CLEAR LAKE, IOWA—The Fort Dodge district of Central Theatres Corp. met here last week for its regular business meeting. Those attending included M. E. Lee, booker, and Dorothy Day, publicity, both of the home office, Des Moines, and Jess Day, district manager, Fort Dodge. Managers attended from Algona, Mason City, Forest City, Clarion, Eagle Grove, Estherville, Boone, Fort Dodge and Clear Lake.

AITO Conducts Regional Meeting in Waverly, Ia.

WAVERLY, IOWA—The Allied Independent Theatre Owners of Iowa and Nebraska held a regional meeting here June 3. There was a luncheon followed by a business meeting at Hotel Fortner. Verne Hagemann, Waverly Theatre manager, was host.

Sauk Rapids Reopening

SAUK RAPIDS, MINN. — The old State Theatre here, closed for several years, is being remodeled for reopening under the management of C. Anderson, giving this small town two houses. The Rapids, owned by Leo Ross, is the only theatre at present.

Glenn Dulacs Have Twins

OMEGA, KAS.—Mrs. Glenn Dulac, wife of the local Omega Theatre owner, gave birth to twins here recently. A boy and a girl, the children have been named Gregory and Elizabeth.

E. W. Kerr, Circuit Owner, Divides Midwest Theatres

DES MOINES—E. W. Kerr, owner of theatres in Missouri and Iowa, has moved from Des Moines to the Isham Jones ranch near Denver, and has divided his circuit of six theatres into two districts.

George D. Hart, manager of the Iowa Theatre in Winterset, is district manager for the Iowa houses located in Vinton, Bedford and Winterset. F. F. Chenoweth, city manager in Bethany, is district manager of the three Missouri theatres, the Noll and Roxy in Bethany, and the Rigney in Albany.

Ray Langfelt Promoted To Post in Dubuque

MINNEAPOLIS—Promotions from within the ranks are announced by John D. Redmond, RKO Theatres district manager, with Ray Langfelt, St. Paul Orpheum assistant manager, advancing to the post of Orpheum manager at Dubuque, Ia. Thomas Kiewatt, from the RKO-Pan here, succeeds Langfelt in St. Paul, and Arthur Romano, St. Paul Orpheum treasurer, moves over to the RKO-Pan as assistant manager.

K. C. Drive-In Robbed

KANSAS CITY—A young man held up the cashier of the local Drive-In Theatre early Monday night and escaped with about $30. Mrs. Joann Jones, cashier, said the bandit had asked earlier when the next film would be shown. Becoming suspicious of the man at that time, she hid most of the evening's receipts out of sight in her cage. Fifteen minutes later the man accosted her with an automatic pistol. She handed him the $3(and he fled in a car driven by another man. Mrs. Doris Boyle, a ticket seller, notified the manager, C. O. Kirby, who was in the theatre office. About 1,000 persons were in the theatre at the time.

ATTENTION!
Drive-In
★ Theatre Operators ★
For special trailer copy for your opening write to
Motion Picture Service Co.
125 Hyde St., San Francisco 2
Producers of Showmanship Trailers

Satisfaction — Always
Missouri Theatre Supply Co.
L. J. KIMBRIEL, Manager
Phone GRand 2864
115 W. 18th Kansas City 8, Mo.



AT ANNIVERSARY SHOW — Three free shows were given by Paul Ricketts to celebrate his second anniversary as owner of the Charm Theatre in Holyrood, Kas. He booked a return run of "Music for Millions." "A good time was had by all and we received many fine expressions of appreciation which made it well worth the trouble and expense," said Ricketts. Shown here outside the theatre before the free shows are Mr. and Mrs. Ricketts and their daughter Judy, and Mr. and Mrs. W. A. Kahle and their son Larry Lee. Kahle, who is a brother of Mrs. Ricketts, operates the Pix Theatre in Hoxie, Kas.

Mann Seeks Foreign Films For His World Theatre

MINNEAPOLIS—Ted Mann, now operating the World here, is in New York in quest of foreign films for his house, formerly owned and operated by the late W. A. Steffes.

Mann wishes to devote his theatre more to foreign films. When it was first opened it played the foreign pictures almost exclusively, but in recent years has been largely a move-over house.

Recent engagements of such foreign films as "Open City" and "Brief Encounter" at the World were highly successful. This decided Mann to try to buy or book additional British, French and Italian productions.

Signs Tax Return Bill

JEFFERSON CITY—Gov. Phil M. Donnelly has signed the bill providing that merchants, amusement places and other business establishments shall make returns on state sales tax on a quarterly basis instead of monthly, as heretofore. In particular cases the state may insist upon monthly payments but old, established business concerns may report only quarterly.

Northwest Openings Of 'Duel' Total 55

MINNEAPOLIS — This territory has been "invaded" by no less than five Selznick exploiteers, headed by A. B. Babb from New York, who are making the area "Duel in the Sun" conscious to help the picture's opening June 20 in 55 situations, day and date, including two Loop first run houses here, lined up by Charlie Weiner, local Selznick representative.

This represents a new all-time high for the territory in number of simultaneous openings and it will be the same in exploitation and publicity, according to Weiner. The feat is believed by the industry to be all the more notable in view of the fact that all openings will be at increased admissions —90 cents matinees and $1.50 nights in the Twin cities and 75 cents and $1.20 for out-of-town houses.

No picture has ever run before day and date in more than one Minneapolis downtown first run house. The local theatres which will have "Duel" simultaneously are the Century and Lyric.

The Minnesota Amusement Co. has arranged the heaviest radio campaign in its history for "Duel." It also will give the picture one of its most elaborate advertising and exploitation campaigns, along with the heaviest billing.

Teaser 24 and six-sheets already have been posted and various other advertising stunts, including cards and trailers, are being used. Full page newspaper ads have been scheduled. The June 20 opening will be in 24 of the circuit's houses in 23 cities.

Industry Executives Off On Annual Fishing Trip

MINNEAPOLIS—A group of industry executives gathered here this week for its annual fishing jaunt to Lake of the Woods on the Minnesota-Canadian border. Eddie Ruben, circuit owner, one of the group, hosted the others at a dinner at Hotel Nicollet prior to the shoveoff and also had as his guests Johnny Branton, Minnesota Amusement Co. booking manager, and Tom Burke, Theatre Associates general manager.

The group also included Tom Connors, 20th-Fox sales adviser; Sam Shirley, MGM district manager; James Costen, Warner Bros. Theatres head in Chicago; Ralph Branton, Tri-States circuit general manager, Des Moines; Myron Blank, Central States circuit president, Des Moines; Jack Flynn, former MGM western sales manager, and Tom Coyne, Chicago.

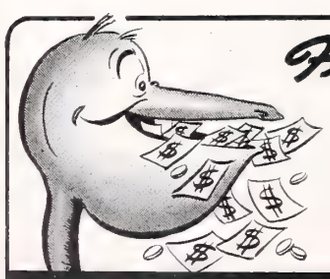
MAC's Pool at Hibbing With Edelsteins Ends

MINNEAPOLIS—Taking another step toward compliance with the consent decree decision, the Minnesota Amusement Co. has ended its pool at Hibbing, Minn., with Max and Julius Edelstein. At Hibbing the big affiliated circuit will operate the State and Gopher, A and B houses, respectively, and will retain the Homer, now closed, while the Edelsteins will take back their Lybba Theatre.

The circuit previously had ended its pool with RKO in Minneapolis and St. Paul.

Buys Famous Opera House

McPHERSON, KAS.—The four story brick opera house building here has been purchased by Lee Sproule, manager of the Mac Theatre, from Mrs. W. P. Barker. The old theatre was once a famous Kansas showcase. Behind its footlights played some of the best known stars of 60 years ago. The structure was built in 1888.


Fill The Bill With
WAHOO
America's Finest Screen Game
HOLLYWOOD AMUSEMENT COMPANY
831 South Wabash Avenue • Chicago, Illinois

From the BOXOFFICE FILES

* * *

(Twenty Years Ago)

A SALARY was voted by the board of directors to R. R. Biechele, president of the Motion Picture Theatre Owners of Kansas and western Missouri for his services. A finance committee was appointed to supervise the collection of dues. The membership of the committee: E. C. Rhoden, A. F. Baker, Glen Dickinson, T. D. Block and G. L. Hooper.

* * *

C. E. "Doc" Cook is now feature sales manager for Pathe in the Kansas City territory. Art Levy, former feature representative, is now managing city sales. Jack Auslet is representing Pathe on the road.

* * *

Joe Rosenberg, Universal salesman, has won a prize for leading in sales in four consecutive weeks . . . Stanley Koch is now with the MGM sales force in Kansas City . . . Bertha Dubinsky is handling the bookings at Warner Bros. exchange while Ed Solig is on a vacation . . . J. D. Stetson, Enterprise salesman and Bob Withers, Enterprise manager in Kansas City, returned from a successful trip through the territory.

* * *

Harry Taylor, Universal manager in Kansas City, has been ill with tonsillitis . . . Dan Truog, son of W. E. Truog, assistant sales director for Universal, is beginning to learn his father's business. He is working in the poster department at the local branch.

* * *

Sam Blair has bought the Strand Theatre at Osage City, Kas., from J. S. Bunch. He now has the Opera House and Standard at Mankato, Kas.; Majestic, Belleville, Rialto at Clyde and the Princess at Scandia.

* * *

On Filmrow in Kansas City: G. L. Hooper of Topeka and Glen Dickinson of Lawrence; T. D. Block, Odessa, Mo.; C. R. Wilson, Liberty, Mo.; Ed Frazier, Pittsburg, Kas.; L. M. Miller, Wichita; Charles McVey, Herington, Kas.

* * *

A 20-year lease on the Tootle Theatre, St. Joseph, has been taken by Barney Dubinsky. The theatre will be remodeled after September 1 . . . The new South Main Street Theatre in Joplin was opened to the public on June 4. Harold Gibbons and C. W. McAlbee are joint owners . . . F. R. Broom, formerly manager of the Isis Theatre in Kansas City, is at Sedalia, Mo., to manage the Sedalia and Liberty theatres.

* * *

The Twilight Theatre, recently purchased from the Lefferts by Burr & Zimmerman of Dodge City, Kas., has been resold to A. C. Wooten and R. F. Rickart of Elkhart, Kas A new pipe organ is being installed.

* * *

An exhibitor in Kansas dressed his usherettes to blend with the locale and mood of the film. All went well till he booked a film, "The Garden of Eden" . . . Frank Weary, Richmond, Mo. exhibitor, was not on Kansas City's Filmrow last week—which is regarded as news . . . George Hinton, formerly a salesman for First National and Paramount in Kansas City, visited Filmrow recently . . . Bob Gary, Universal exploiteer, is arranging a big reception for Snookums, star of the "The Newlyweds and Their Baby." Bob has arranged to have the police band and the mayor greet the baby star.

* * *

W. A. Hartung is the new manager at the Mainstreet Theatre, Kansas City, succeeding S. H. Hess, who has gone to Chicago . . . Georgene Preble is the new booker at PDC exchange in Kansas City . . . Ruth Auslet of the Pathe office received a parking ticket for her car on a downtown street. Later she received a phone call that the patrolman would tear up the ticket if he could have a date. She consented, but the cop did not show up. She lost a bet with George Tawson, assistant booker, who had wagered the cop would not appear.

* * *

On Kansas City Filmrow last week: Sam Austin, Garden City, Kas.; O. C. Wooten, Elkhart, Kas. (who is reported to have opened theatres in Larned and Great Bend); John Thomas, Winfield, Kas.; W. D. Bearce, Hume, Mo.

* * *

Paul Stonum, manager of the Star at Nevada, Mo., has been redecorating and refurnishing the theatre and adding a cooling system . . . Warren Bays of Newton, Kas., has purchased the motion picture theatre at Lyons, Kas.

'Egg and I' Isn't Tied In With 'Eggburger' Feast

GRAND ISLAND, NEB.—Sixty-five Tri-State Theatres Corp. employes from here and Hastings gathered for an "eggfest"—whatever that may be.

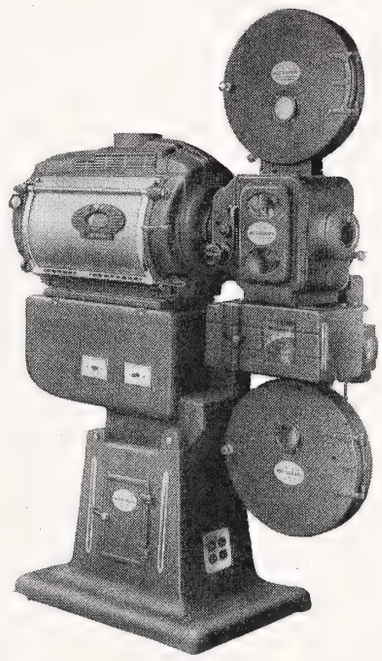
The party was arranged by Wally Kemp, Grand Island city manager, and Jimmy Pickett, Hastings city manager. The feature menu item was "eggburgers."

But, most amazing of all, Tri-State officials swear there was no tieup with "The Egg and I."

New Ledum Opens

ELBOW LAKE, MINN.—The new Ledum Theatre has been opened here. The owner is Leonard Ledum.

In advance of its times . . .



The new Motiograph MODEL "AA"

"The Golden Anniversary Projector"

Des Moines Theatre Supply Co.

1121 High Street — Des Moines, Iowa

Telephone 3-6520

DES MOINES

A farewell party for Jim McCann, MGM salesman who has departed for his new post in the Milwaukee branch, was held last Friday night at Wayside inn, with all MGM office employes attending. Jerry McGlynn, Omaha branch manager and former salesman here, was a guest. The exchange presented Jim with a set of toiletries.

Maxine Bird, MGM, will be married June 20 in her home town of Mount Ayr. She will continue with her job on the Row here after the big event . . . Helen McGregor, MGM, spent the weekend in Red Oak, Iowa . . . Zeldene Seidenfeld, MGM, and her twin sister Helene, of 20th-Fox, are vacationing in Texas.

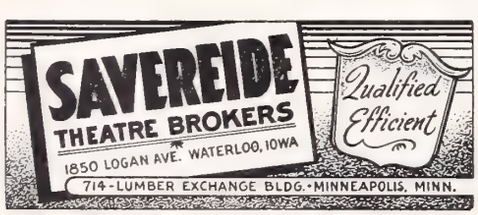
Four Paramount employes are on vacation. They include Marjorie Winburn, branch manager's secretary; Hillis Carlton, booker; Billie Mackey, cashier; and Wanita Goddard, inspector . . . Henry Petersen, piano-playing booker at RKO, is also on vacation. Pete performed recently for an East high alumnae meeting in Des Moines, and as usual won great praise.

Ed Heiber, district manager for Universal, visited at the exchange . . . Lou Levy, Universal branc hmanager, acquired his suntan on a fishing trip . . . Eloise Kamraz of Universal is on vacation . . . Mel Evidon, Columbia manager, attended the sales meeting of branch and district managers in Chicago . . . Don Allen and Russ Fraser of the Tri-States publicity department were also in Chicago attending advertising meetings . . . Doris Butenhoff is a new Tri-States employe in Bill Toney's office.

Harold Lyon, manager of the Des Moines, is vacationing and will spend part of his time at Herb Wengel's resort in the Ozarks . . . The girls at Tri-States had a party honoring Maxine Bishop, A. H. Blank's secretary, last Thursday. A dinner was served at the office and Maxine was showered with wedding gifts. The group then went to the Paramount screening room for a showing of "Perils of Pauline."

Julian H. King jr., son of the King Enterprises president and Screen Guild franchise holder, graduated from the Pasadena Playhouse, Pasadena, Calif., June 7. King and his wife visited their son recently when they were in California for the Screen Guild convention. There they saw him in the opening of the play "Oh Susannah" at the Playhouse. All three visited the set of "The Burning Cross," Screen Guild production now before the cameras.

COMPLETELY NEW
HORKY'S CAFE
Bigger and Better Than Ever
— Featuring 'Delish' Steaks
1202 High St. Des Moines, Iowa
"Where Filmrow Friends Gather"
Open Daily at 4 p. m.



A. J. Swanton Sells Theatre Interest

EMMETSBURG, IOWA—A. J. Swanton has sold his interest in the Iowa Theatre here to the Emmetsburg Theatre Corp. of Des Moines, composed of R. G. Fauld, Arthur Theile and E. M. Garbett. The circuit also operates the Humota, Humboldt; Wayne, Corydon; Malek, Independence; Grand, Wellman; Avalon, Lincoln, Varsity and Forest, Des Moines; Elkader; Hardacre, Tipton; Marion, Marion; Castle, Manchester, and theatres in Iowa Falls and Hampton.



A. J. SWANTON

Public Inspects Painting At Nevada, Iowa, House

NEVADA, IOWA—Open house was held here June 5 to allow public inspection of an unusual job of redecoration just completed at the Circle Theatre.

Highlight of the remodeled interior is a 16-foot mural above a fireplace in the foyer, which depicts an Iowa agricultural theme. The figures are done in bone white and gray against a deep red background.

Most of the interior is painted in vermilion, aqua and gold. A frieze of ornamental medallions extends around the wall directly below the ceiling. Acoustical panels have been installed in the back wall under the balcony. A glass block panel is another decorative feature.

The boxoffice has been moved out to the front line of the house and new doors added. The decorative work was done by Dahlstrom and Weinberger of Minneapolis.

Picture Made in Omaha Will Premiere July 1

OMAHA—An Omaha-produced film will have its home-town premiere July 1. It is the Nebraska State Employment Service's short showing the advantages of hiring disabled persons.

Ten Omaha and three Lincoln firms contributed the time of one or more disabled employes in making the film. Harold Russell, Academy award winner, was filmed in some of the scenes on his recent visit here.

Bad Politics

MARSHALLTOWN, IOWA—Marshall county supervisors admit they like something for nothing as well as the next man, but they were a little miffed recently when they all got theatre passes. The reason? The passes bore the names of members of the city council. The embarrassed manager of the theatre which sent the ducats confessed, the board said, that he thought supervisors and councilmen were one and the same.

Theatre Girls Graduate

BELOIT, KAS.—Two staff members of the Beloit Theatre graduated from the local high school this month. They are Mona Miller, the Beloit high school track queen and Phyllis Hazen, who had the stellar role in the senior class play.

OMAHA

Burtus Bishop jr., Chicago, MGM divisional sales manager, made his first trip to Omaha. He spent several days here with Ralph Maw, his assistant, visiting the local exchange . . . RKO employes had to postpone their picnic due to bad weather. It may not be held now until late summer.

While the local press is still wondering if there is anything to the rumor, we can report that Mary Leary, United Artists, was married June 5 to Nelson "Blinky" Boyce, Omaha hockey star, at his home in Stratford, Ont. Mary is back at work and probably will stick at her job until Blinky begins his hockey travels in the fall.

Installation of the second air condition unit in the RKO-Brandeis (for lobby) was completed just at the first heat wave of the season. Almost all theatres have been lucky in that prior to the past weekend their air conditioning expense has been almost nil . . . Minnie Nixon, Paramount report girl, has returned from a vacation.

Leon Mendelson, Warner salesman, was not at work Monday due to the death of his father . . . Marilyn Clark, booking stenographer, is taking a week's vacation from Paramount . . . Catherine Theiler, secretary to Branch Manager Don Hicks, is beginning her vacation.

The grapevine has it that Carl Knudsen, formerly at Hastings, will take over Bert Beam's 500-seat Auditorium Theatre at Red Cloud in September . . . Joyce Butler, secretary to Mort Ives at Columbia, is vacationing in New Mexico and Texas . . . Minn Lonergan, MGM inspector, is devoting her vacation to house cleaning.

Jules Serkowich, former Omahan and Columbia exploiteer from Chicago, arrived in town to work on "Framed," which will open at the RKO-Brandeis June 18 . . . Samuel Deutch, Universal booker, is en route to San Francisco to spend a vacation with his father.

Lela Kunze, former contract clerk for Universal, is taking a two-week vacation before moving to Los Angeles. She will join her parents there and work in the Universal office . . . Mrs. Carl Rye, the former Mildred Williams, 20th-Fox office manager, stopped off here en route from her home in Mason City, Iowa, to visit a sister in Hawaii.

Mrs. Harold Martin, former Tri-States Theatres secretary and district accountant here, is the mother of a seven-pound boy. The name is Richard Walter. She is at Emmanuel hospital . . . Tex Ritter was at the Auditorium for a one-night stand.

Visitors along Filmrow: Mr. and Mrs. Arnold Johnson and daughter, Judy, Onawa; Jean Lepovitz, Seward; George March, Vermillion, S. D.; Phil March, Wayne; Frank Hollingsworth, owner of the Victory Theatre, and Chance Day, Beatrice; J. V. Fleming, Beatrice; Eddie Kugel, Holstein, Iowa; D. W. Hayne, Hooper; Cliff Sherron, Genoa; Robert Johnson, Logan, Iowa; Tom Sandberg, Anthon, Iowa.

Can't Argue With Bees!

OSAWATOMIE, KAS. — Sporting a closed eye, various bumps, contusions and a badly swollen hand, Royce Bray, projectionist at the Osawa Theatre here, looked like a man who had lost an argument. He had. Bray, who raises bees as well as working in the Osawa booth, was badly stung when some of his honeymakers escaped their hives, and spurned his attempts to get them homeward bound.

NC Allied Protests University Shows

MINNEAPOLIS—A protest is being drawn up by North Central Allied to the University of Minnesota against the latter's showing of foreign films in its campus auditorium and advertising them in downtown newspapers in an effort to attract the general public.

It is claimed by North Central Allied that the University Film society, sponsoring the showings and charging a slightly lower admission than that of Loop A houses, is not functioning "purely as a University of Minnesota project" and is offering direct competition to regular theatres.

The organization's protest will request the society to restrict its advertising to the college newspaper and to limit attendance to university students, faculty and employes.

Free showing of 16mm feature films for floor show entertainment in a Twin City suburban night club is also being opposed by North Central Allied. The night club uses two projectors and runs the shows continuously, offering new features.

Fire Chief Lauds Theatre; 'Safest Building in Town'

WARRENSBURG, MO.—Praise was heaped on the shoulders of Roy Tucker, manager of the local Star Theatre, when Fire Chief C. R. Copas said that he had never seen a building more safe from fires in this community or a man so anxious to cooperate in protecting lives and property from fire loss.

"The Star is the cleanest and the safest building in town," said Copas after his annual spring inspection.

The structure recently was remodeled. Rewiring of electrical circuits and installation of a new gas furnace in a fireproof basement room were special features that caught the eye of Chief Copas.

"If the public could have walked with me through that building today and noted the improvement that has been made in the past year and a half, they would agree Roy Tucker deserves a pat on the back," he said.

Fox Books Puppets

KANSAS CITY—Fox Midwest has booked Ethel Hanley's Merry Marionettes throughout their circuit. Beginning in Fort Madison, Iowa, June 16, every town in the chain will have a showing. Morning and afternoon performances will be held in conjunction with a film. In this city, "Puppets on Parade" will play at the Uptown, Granada, Isis and Gladstone theatres.

Chain to Build in Branson

BRANSON, MO.—Dickinson Theatres has purchased a lot on the main street here for the purpose of erecting a new theatre. Robert O. Boller of Kansas City will be the architect.

Start Building Theatre

MONMOUTH, IOWA—Ralph and Roy Propst have started the construction of a building on Main street which is to be a theatre and office building.

Kellers Vacationing

MANHATTAN, KAS.—James R. Keller, assistant manager for TEI, left Monday (2) on a two-week vacation. Mr. and Mrs. Keller will visit friends in Ohio and New York.

Stunt on 'Egg and I' Lays an Egg, But Gets Plethora of Publicity

GRAND ISLAND, NEB.—The newspapers described it as a publicity stunt that flopped. Maybe that's true but the last cackle must go to Wally Kemp, manager of the Capitol Theatre, who saw the story of the fizzle rate front-page play in local and state papers.

Here's what happened: Kemp, a Tri-States Theatres manager, and Dent Holcomb, Chamber of Commerce president and hatchery man, got together and hatched up an idea.

Kemp got on the phone and called Hollywood.

Would Claudette Colbert, star of "The Egg and I," write a friendly note to Arch Jarrell, film lover and editor of the Grand Island Daily Independent, inviting him to see the show?

Of course, Miss Colbert would. The note, written specially on a very tiny thin piece of parchment, came airmail.

Then Kemp and Holcomb enlisted the services of a poultry veterinarian. He carefully inserted the tightly wrapped bit of paper inside a hen in such a manner that it presumably would become part of the egg.

The idea was that the recipient, amid fanfare, would break the egg open, extract the note, and read the tender missive from Claudette.

The hen eventually laid an egg. In three following days, she laid three more. The four, carefully collected, went to Kemp's office. There, one by one, in the presence of witnesses they were reverently opened and searched.

In front of them were four broken eggs, a full dish of yolks and eggs.

But no letter.

'School's Out' Parties Draw at W-K Houses

From Southeast Edition

BIRMINGHAM — "School's Out" parties drew throngs of juveniles when held the weekend of May 31 by Wilby-Kincey theatres here, in Montgomery and in Anniston.

A children's fashion revue, featuring 75 talented youngsters, featured the Mickey Mouse club's party at the Alabama Theatre May 31. The revue was arranged through Loveman's department store, which also donated two bicycles for presentation to lucky boys and girls. The screen attraction was "Huckleberry Finn."

Free ice cream, soft drinks and doughnuts were given at the party for youngsters at the Empire Theatre, Montgomery. They were furnished by Foremost Dairies, Inc., Lime Cola Bottling Co., and Spears Best Made Donut Co.

At the Ritz Theatre, Anniston, children attending the ninth annual vacation party were give free chocolate milk and cookies supplied by Myown Creamery Co. and Electrik Maid Bake Shop.

Work Resumed on House

BOWDLE, S. D.—Work has been resumed on the theatre being built here by Vincent Hoven. The construction was stopped last year after excavation work had been completed. The theatre entrance will be flanked by stores.

POPCORN . . Best Quality . . Guaranteed Volume
Paper Lined Bags—From New Processor
$9.25 per 100 Lbs., FOB. Kansas City
Shreve THEATRE SUPPLY • COMPANY •
217 W. 18th St. Kansas City 8, Mo.

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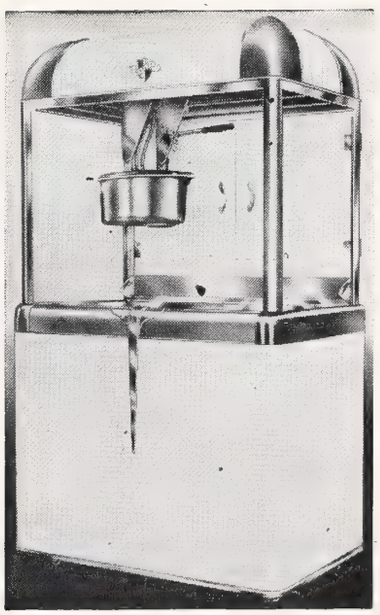
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For Pride, Profits and Popcorn Perfection

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812-824 Mulberry St., Des Moines, Iowa

KANSAS CITY

Eric Green, ex-GI and student at the local art institute, is the new assistant booker at PRC. Green worked for two years before the war in a theatre in Charleston, Ill., advancing from usher to second assistant manager. His association with PRC here gives Harlan Everett, regular booker, a welcome relief.

The new Paramount vertical sign has been installed at the Newman. It is about three stories high and has white letters on a bright red background. Neon tubes will illuminate the letters at night . . . E. C. Rhoden, president of Fox Midwest, returned from California where he met J. Arthur Rank.

Bill Feld, Eagle-Lion special representative (district manager) from St. Louis, was at the local PRC exchange conferring with Beverly Miller, local district chief for PRC, and M. G. "Shack" Shackelford, branch manager . . . Alvin Denebeim, Omaha salesman for PRC, visited his family here over the weekend.

Woody Longan, formerly with Walter Lambader at Screen Guild here, is now head booker for the Dickinson circuit. Longan was office manager for the circuit until last August when he went with the film company . . . Hazel Doddy of Dickinson was on vacation . . . Likewise Cora Carter, National Theatre Supply stenographer.

Mrs. Bernice Sandler of Universal gave a party at her home for Fern Bumgardner, secretary to Larry Klein at the exchange. Miss Bumgardner will marry Virgil Majeski June 28 . . . Jean Concannon and Gretchen Brown of Commonwealth, and Ruby Pasley of Republic spent the weekend at the Lake of the Ozarks.

Bill Bradfield of the Delphus Theatre in Cathage is well along in his remodeling project. Larry Larsen of Webb City is handling the project . . . Beverly Miller, PRC district manager, played his first game of golf over the weekend. "Alligator muscles," strictly a Miller term, kept him from being stiff and sore the following day. Miller, who had been given a set of clubs as a Christmas present from his managers, teamed up with "Shack" Shackelford, his local manager, and Jack Braunagel and Stanley Durwood of Durwood Theatres. Playing 18 holes on his first tour of the links, Bev shot one par hole in the round.

Jack Tiernan, publicist for the Orpheum Theatre, left for Cincinnati Saturday after receiving an emergency phone call telling him of his father's serious illness . . . Mary Ward is the new clerk at RKO . . . The Warner club had its early summer picnic at Swope park Monday afternoon . . . Charles Crawford, salesman at 20th-Fox, left for a two-week vacation, most of which he and his wife will spend in Mexico. They were there last while on their honeymoon.

"Miracle on 34th Street" will open at the Fox Midwest Tower-Uptown-Fairway day and daters July 3. June 26 will see the opening of "The Ghost and Mrs. Muir" at those same houses . . . Carl Bain, booker at United Artists, was on a three-day vacation the first of the week . . . Les Durland, Film Classics manager, was in southern Missouri last week looking over the territory.

Al Zimbalist, Film Classics publicist, was in town for an hour Sunday morning while flying from the coast to New York . . . Larry Biechele, Film Classics booker, and "Uncle Dick" Biechele were at the Lake of the Ozarks over the weekend.

Visiting Filmrow were Arnold Simmons of the Plaza in Lamar; Robert Martin of the Chetopa, Chetopa, Kas.; Hiram Danberry, Lucile, King City; D. E. Lisbona, Maitland, Maitland; "Curly" Wilson, Byers, Excelsior Springs; F. L. Norton, Ritz, Caldwell, Kas.; Mr. and Mrs. L. A. McDaniel, Rex, Wetmore, Kas.; A. N. Brown, Roxy, New Franklin; Frank Samples, Conway, Conway Springs, Kas.; Jim Nutz, Nutz, Joplin; L. L. Mahan, Ritz, Burlington, Kas.; E. J. May, Uptown, Strong City, Kas.

Arthur "Count" deStefano, National Theatre Supply manager, was a visitor at Stebbins Theatre Supply, according to Clyde Badger, manager there . . . Mrs. Merle Shelton of Paramount is on a two-week vacation in Mexico.

Strand Makes Its Bow

GRAFTON, N. D.—The new Strand Theatre made its bow here. Oscar Henriksen is owner-manager.

Newman Change Fete Includes Ladd, Lake

KANSAS CITY—Final plans for the benefit premiere of "The Perils of Pauline" and the Paramount name on the downtown Newman Theatre include personal appearances by Veronica Lake, Alan Ladd and William Demarest. Manager M. D. "Babe" Cohn said this week that with ticket sales by the Jackson County Cancer society getting off to a good start, the cooperative program should put the drive over the top. One thousand seats at $5 and up have been allocated for this purpose.

The occasion marks the changing of the Newman name after 28 years under its present banner. Frank L. Newman, who opened the theatre, built the Newman under the condition that it could be converted into a mercantile establishment in the event motion pictures failed to prove enduring entertainment. Newman is now president of the Evergreen State Amusement Corp. in Seattle, Wash. Milton H. Feld, now a Hollywood producer, was the first manager of the showcase and Leo Forbstein, Warner Bros. music department head, was conductor of the Newman concert orchestra.

TEI Leases Warner Floor For New Quarters Aug. 1

KANSAS CITY—Theatre Enterprises has leased the northwest half of the third floor in the Warner Bros. building and plans to move its new offices there by August 1. Frank Plumlee, general manager, said this week that the new quarters, to be over twice the size of present offices in the Congress Bldg., will feature an air conditioning plant, carpeted floors and soundproofed ceiling. Private offices will be included for Plumlee and Arlie Crites, field representative.

Art Bowman to Pilot Arbo As Partnership Is Ended

NEVADA, MO.—Due to the New York decree, Art Bowman and Fox Midwest Amusement Co. have been forced to dissolve their partnership in the local Arbo Theatre. Bowman, who has owned the theatre with Fox for 14 years, will operate as sole owner beginning June 20. Fox will take over the local Star and the as yet unfinished Nemo.

Stages 'Egg' Campaign

MINNEAPOLIS—Ben Katz, U-I field exploiteer, is here to stage a big campaign for "The Egg and I." The picture will go into the Minneapolis and St. Paul RKO Orpheums June 26.

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'Great Waltz' Smooth In Reissue Debut

MINNEAPOLIS—Business held up well last week. The reissued "Great Waltz" gave the Century exceptionally good patronage. Holdovers occupied five houses.

(Average is 100)

Aster—**Affairs of Geraldine** (Rep); **Jewels of Brandenberg** (20th-Fox)....100
Century—**The Great Waltz** (MGM), reissue....130
Gopher—**Fun on a Weekend** (UA)....125
Lyric—**Calcutta** (Para), 2nd d. t. wk....135
Pix—**The Outlaw** (UA), 7th wk....100
Radio City—**The Yearling** (MGM), 2nd wk....130
RKO-Orpheum—**Johnny O'Clock** (Col)....120
RKO-Pan—**The Farmer's Daughter** (RKO), 5th d. t. wk....110
World—**Honeymoon** (RKO), 2nd d. t. wk....90

Rains, Heat Drown K. C. Grosses; 'Cheyenne' Tops, a Holdover

KANSAS CITY—Excessive heat and humidity, together with severe rains Wednesday and Thursday of last week, caused theatre attendance to fall off somewhat during the first days of the new films. Success of the week was "Cheyenne" at the Newman. Racking up 130 per cent on the barometer clock, the film proved the week's only holdover. Failure of the stanza was "Hit Parade of 1947" at the Esquire. The Republic film played only two days and was quickly replaced by "Kit Carson" and "Last of the Mohicans."

New films moving in at midweek included "It Happened on Fifth Avenue" at the FMW day-and-date houses, "Honeymoon" at the Orpheum, and "Duel in the Sun" at advanced prices at the Midland. "Angel and Sinner," an AFE release, replaced "I Met a Murderer" at the Kimo.

The "Aid to France" benefit shows, starring Jack Benny, played at the Music Hall and Arena of the Municipal auditorium to nearly empty houses Thursday night and Friday afternoon.

Esquire—**Kit Carson** (PRC); **Last of the Mohicans** (PRC), reissues....Avg. not set
Kimo—**I Met a Murderer** (Classic Pictures)....120
Midland—**Copacabana** (UA); **The Millerson Case** (Col)....100
Newman—**Cheyenne** (WB)....130
Orpheum—**The Two Mrs. Carrolls** (WB); **Big Town** (Para), 2nd wk....100
Tower, Uptown, Fairway—**Smash-Up** (U-I)....100

Holiday Buoys Omaha Grosses; 'Sea of Grass' Is Outstanding

OMAHA—The Memorial day holiday pulled all theatres above par. Bad weather stopped some vacation plans but generally tended to keep a lot of patrons from leaving their homes.

Omaha—**Song of Scheherazade** (U-I); **The Invisible Informer** (Rep)....115
Orpheum—**Mr. District Attorney** (Col); Henry Busse on stage....105
Paramount—**The Sea of Grass** (MGM)....130
RKO-Brandeis—**The Two Mrs. Carrolls** (WB); **Blondie's Holiday** (Col)....125
State—**Daniel Boone** (RKO), reissue; **Windjammer** (RKO), reissue; split with **Mr. Hex** (Mono); **My Dog Shep** (SGP)....105
Town—**Scarface** (UA), reissue; **Stagecoach to Denver** (Rep)....110

Reissued Sea Stories Prove Best Des Moines Draw

DES MOINES—Two reissues at the Orpheum drew the largest crowds to downtown A houses here last week. "The Sea Hawk" and "The Sea Wolf" were scheduled for the first week of school vacation, and Manager Jerry Blaedow reported that the "kids" helped to make the percentage normal for the week.

Des Moines—**The Egg and I** (U-I), 2nd wk....95
Orpheum—**The Sea Hawk** (WB); **The Sea Wolf** (WB)....100
Paramount—**Angel and the Badman** (Rep)....95

New Manager at Glen

KANSAS CITY—O. R. Karr from the Roxy Theatre in Wichita is the new manager of the Glen Theatre. He replaces Norris Cresswell at the local Dickinson house.

Floods Strike Theatres In Several Iowa Areas

Berger's Latest Venture: Buys a Basketball Team

MINNEAPOLIS—Bennie Berger, president of North Central Allied and theatre circuit owner, continues to increase his business activities which now include one of the city's leading eateries and night spots as well as real estate. His latest venture is professional basketball. He has purchased the Detroit franchise of the National Professional Basketball league and is moving it to Minneapolis, where he'll operate it.

Joe Hendrickson, Minneapolis Morning Tribune sports editor, interviewed Berger about the latter's interest in sports and ran a lengthy article about it.

Advertising Rates Rise

MINNEAPOLIS — The Minneapolis Star-Journal and the daily and Sunday Tribune, local newspapers under the same management, are boosting their advertising rates starting July 1. The new rate for downtown first run theatres for the evening and morning combination will be 80 cents per agate line daily and 90 cents on Sunday. Neighborhood theatres will have to pay 53 cents per agate line daily and 66 cents Sunday.

Ralph Blank Honored

OMAHA—Ralph Blank, builder of the new Chief Theatre in South Omaha, received the "outstanding citizen's" award presented by the South Omaha Eagles lodge. William R. Milner, superintendent of the Omaha municipal airport, made the presentation. Blank also owns another de luxe neighborhood house here, the Admiral.

Bellevue to Get Theatre

BELLEVUE, NEB.—This historic town, which enjoyed a war boom that zoomed its population to about 5,000, will have its first theatre. Paul V. Bell, Omaha, has received approval of the OHE to build a $15,000 structure.

Forrest White Modernizes

SKIDMORE, MO.—Forrest White, owner of the local theatre, has installed a new screen and DeVry sound and projection equipment. Equipment was from Stebbins Theatre Supply in Kansas City.

DES MOINES—Floods which inundated Iowa cities and farmlands, bringing death to 12 and leaving thousands homeless, had their effect on motion picture theatres.

Many were forced to close because of high waters and scores suffered damage—a great share of it to basements. Most theatres in Ottumwa—hardest hit of all Iowa cities—escaped damage, however, being located in the heart of the business center which was not reached by the floods.

The Eddyville, Iowa, theatre was not so fortunate. The house, advertising "Ambush Trail," offered a main aisle good for a shoot-the-chutes. The water covered the seats in the back row—above street level—and you can imagine where the down-front seats were. The entire inside was covered with mud when the water finally subsided.

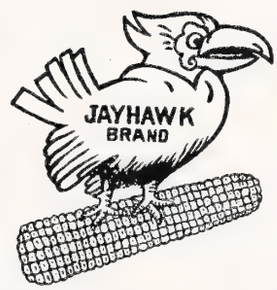
Only One Missout Reported In Kansas City Territory

KANSAS CITY—Spouting skies and surging rivers caused no little worry to riverside exhibitors in Kansas, southern Iowa and western Missouri this week, but as of June 10 no exhibitor in this exchange territory had been seriously inconvenienced by high waters.

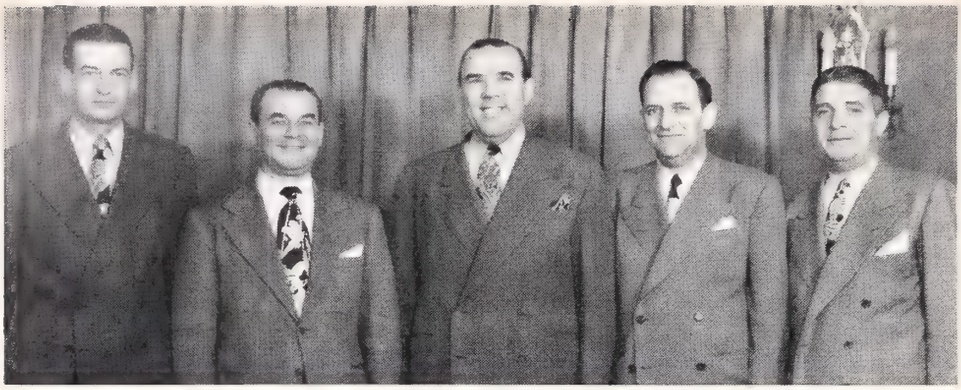
Sam Abend of Film Delivery said all shipments got through as scheduled although Railway Express service to several locations had been suspended. Where this proved true, highway transportation was utilized for the remainder of the route.

Most serious inconvenience in this area was when Bob Spencer, manager of the Strand and Uptown theatres in Creston, Iowa, drove to Kansas City to pick up his film. He was unable to drive back by the route used on his southward trip due to rapidly rising streams. The Strand and Uptown missed matinee showings that day.

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COLUMBIA'S MIDWEST DELEGATES—The quintet above smiled for the cameraman during a recess at Columbia's sales meeting in Chicago June 3-6. All from the midwest area, they are, left to right: Tom Baldwin, Kansas City branch manager; Mel Evidon, Des Moines branch manager; B. C. Marcus, midwest division manager; H. J. Chapman, Minneapolis branch manager, and Joe Jacobs, Omaha branch manager.

MINNEAPOLIS

Top grossing combination of PRC "Kit Carson" and "Last of the Mohicans," has been booked into 22 Minnesota Amusement Co. theatres following its sensational business at the Strand in St. Paul . . . "Hy" Chapman, Columbia manager, has started a survey to decide what towns he wishes to book in "The Jolson Story" for return engagements. He reports that the picture broke house records at Roy McMinn's Beacon, Superior, Wis., where it is in its second week. To his knowledge, no picture has ever run for more than a week before in Superior.

Most of the local RKO sales staff has been assigned to North Dakota for an intensified sales drive there . . . When a recent rainstorm caused a power shutoff at Clearbrook, Minn., Conrad "Kilroy" Kriedberg, PRC salesman, was forced to close his deal with Orville Anvinson, Roxy Theatre there, by flashlight . . . Bill Crystal, U.S. Air Conditioning theatre representative, went to Texas on sales trip.

Red Edinson, Eagle-Lion exploiteer, trekked to Milwaukee for the opening of "Lost Honeymoon" at the Riverside there . . . J. J. Donahue and Allen Usher, Paramount western sales and district managers respectively, are here for a sales meeting in advance of the Paramount 1947 35 Years of Leadership sales drive which starts August 31.

Bennie Berger, North Central Allied president and theatre circuit owner, is a bidder for the local film industry's fishing championship following a trip to Lake of the Woods, Minn., where he pulled in a 20-pound northerner.

Tom Burke, general manager of Theatre Associates, the territory's largest nonprofit buying combine, just back from his annual North Dakota tour, reports that theatre business generally is good in the Flickertail state, although May witnessed a slight decline in grosses. He also reports exhibitor optimism because, despite late seeding, the crop outlook is considered bright. If the expected good crops materialize and present high prices hold, as indicated, the showhouses should have another relatively good year, exhibitors there believe.

The local PRC office staff again has been enlarged with the addition of Roy Cohen and Harold Rosenberg . . . Dapper Herman Field, Clarinda, Iowa, exhibitor, was a visitor . . . Republic still is in quest of an office manager and head booker, Joe Loeffler, branch manager, advises.

Burtus Bishop jr., MGM midwest sales manager, succeeding J. J. Flynn, who retired, paid his first visit to the local exchange and then planed to Omaha, accompanied by Ralph Maw, district manager.

Bill Soper, Paramount booking manager, had a bad scare the other morning at 4:30 o'clock when he and his wife awoke to find their home smoke-filled. He called the fire department and then set out to try to locate the cause. The electric refrigerator, probably struck by lightning during a heavy storm, was found to be afire and Soper pulled out the plug to stop it. The box was ruined.

Mary Ellen O'Rourke is the new booking stenographer at Paramount, replacing Ann Teener, promoted to sales manager secretary . . . PRC's contract clerk, Virginia Pierzinski, is sporting a diamond ring on a certain finger . . . Recent heavy rains have improved crop prospects and made the outlook for the industry in this territory much better.

Armed With Wet Mops, Showmen Fight Sparks

Manhattan, Kas. — William Marshall, manager of the Wareham here, a TEI showcase, spent a busy and uncomfortable night on the roof of his theatre recently. Marshall, aided by Ed Fitzgerald, State Theatre manager, battled sparks, carried by a high wind, from a department store fire across the street.

Armed with wet mops the two showmen put up a vigorous defense and report not a sign of damage to the Wareham roof. But they stood guard from midnight until late the next morning before they considered the danger over.

Red-eyed and tired, Marshall said: "Anyhow we had a ringside seat for the biggest fire here in years. It was plenty exciting."

The blaze destroyed the Montgomery Ward store located almost directly across from the Wareham.

Buys Cimarron Theatre

CIMARRON, KAS.—Mrs. L. M. Biakeman is the new owner of the Cimarron Theatre here. She bought the 319-seat house from Lionel R. Semon.

Variety Head in Appeal For Old Clothes Week

MINNEAPOLIS—John Branton, Twin City Variety Club chief barker, calling attention to Old Clothes week July 21, has sent an appeal to all members to deliver discarded clothes to Variety headquarters, which will turn them over to Little Sisters of the Poor, charitable institution.

"There is no need for us to tell you how worthy this cause is," Branton says in his appeal. "As you no doubt know, it takes care of old people of all denominations and one of its biggest needs is wearing apparel.

"The size or style of the apparel makes little or no difference. They can use clothing of any description, so when you are cleaning out your closets this spring, bundle up your clothes and get them to the Variety Club."

Obtains License to Erect Golden Valley Theatre

MINNEAPOLIS — Golden Valley, local suburb, has issued a license to Gordon Greene, one-time manager of the local Minnesota Theatre, now Radio City, to build a new theatre. He was one of three seeking such a license, and competition was long and bitter.

The license is contingent upon Greene's evidence that he will be able to go through with the undertaking. He is now having plans drawn for the theatre. Upon their completion he will apply immediately for government approval.

Merchants Sponsor Shows

AURORA, S. D.—Free motion pictures, sponsored at the local theatre by Aurora businessmen, had their first showing recently. The free performances will be continued every Friday evening.

Art Shop Is Added

BELOIT, KAS.—The basement beneath the stage of the Beloit Theatre has been remodeled to make room for new art and work shops.



WOODWARD TO MILWAUKEE—Joe Woodward, former 20th-Fox salesman in Kansas City, is the new manager for the firm in Milwaukee. With 20th-Fox since 1935, Woodward began his career as salesman with RKO-Pathe in Chicago in 1925. Before joining Fox in Kansas City he was with Warner Bros. as salesman. In Milwaukee he replaces Joe Neger, who has taken over the Chicago branch office.

Same Availability For Lodi, Ashland

CLEVELAND—First case heard by the Cleveland arbitration tribunal since June 1943 was presented June 10 before William B. Woods, arbitrator, and ended in a consent award granting the requested relief sought by R. D. Stone, complainant and operator of the Idol Theatre, Lodi, Ohio.

In the consent award, attorneys for Loew's, Inc., defendant, and Schine Ashland Corp., intervenor, agreed with Max M. Jacobs, representing Stone, that there shall be no clearance granted by Loew's to the Ashland Theatre, Ashland, over the Idol, and also that the Idol's availability shall not be based upon Mansfield. Ashland is 22 miles from Lodi.

The award is made subject to the right of the defendant distributor or any exhibitor affected to institute further arbitration proceedings for a modification of the award in the event of changes in conditions as they exist at present. All other companies except Loew's and United Artists have previously granted pictures to Lodi seven days after Akron, irrespective of Ashland.

W. C. 'Bill' Jervis Dies; Pittsburgh NTS Head

PITTSBURGH—W. C. "Bill" Jervis, manager of National Theatre Supply Co., in poor health for a number of months, died at his home following a series of heart attacks. He had been ill a month.

Although only 40, Jervis was a veteran in the theatre supply trade. He was a sales representative for RCA in the early days of sound pictures and later was manager for that company. He was also an RCA factory representative and was connected with that company in Indianapolis for several years. He returned here two years ago as National Theatre Supply manager.

Surviving are his wife, Amanda, W. C. jr. and Paul Jervis, sons by his first wife, and a brother, Norman, of Newark, N. J. The funeral was held in Newark, N. J.

$198,518 Lawsuit Develops From Toledo Capitol Fire

TOLEDO—Mrs. Margery B. Soltz, Shaker Heights, Ohio, and the Home Insurance Co., New York, have brought suit for $198,518 against the Colony Recreation Center, Toledo, in the Lucas county common pleas court. The three operators of the Colony block bowling alley, Mrs. Dorothy Berman, Toledo; Mrs. Maybelle K. Fine, Shaker Heights, and Mrs. Marian K. Friedlander, Cleveland, were charged with negligence in the fire which damaged the building, including the Colony Theatre, on Jan. 12, 1944. Mrs. Soltz, owner of the building, contends that employes were negligent in their use of an inflammable fluid to clean bowling pins, and that the fire could be traced to that cause.

Modern House in Shively Is Planned by Settos

SHIVELY, KY.—One of the most modern theatres in the country will be erected here by George Settos as soon as materials are available and government approval is given. It will seat 1,200, have air conditioning and every modern convenience. Settos will spend about $200,000 on the project.

Reopen at Saugatuck

PENNVILLE, MICH.—The Big Pavilion Theatre at Saugatuck opened for the summer season on Decoration day.

Tribute to Herrington

Veteran AMPTO Secretary and Wife Honored on 50th Anniversary of Marriage

By ROBERT KLINGENSMITH

PITTSBURGH—Unanimous opinion of the 275 in attendance at the golden wedding anniversary banquet honoring Mr. and Mrs. Fred J. Herrington was that it was the finest event ever staged here by the industry. The Urban room of the William Penn was crowded with friends of the AMPTO secretary and Mrs. Herrington; a delicious dinner was enjoyed and many tributes were paid to the guests of honor.

M. A. Rosenberg, former local and national Allied president, made the summary address and in behalf of the AMPTO of W. Pa., presented a check for $1,000 to the Herringtons, stating that it was for them to use in enjoying a vacation.

PROMINENT ON DAIS

On the dais in addition to the honor guests were the Rev. W. H. Hanna, Knoxville Christian church; Morris M. Finkel, AMPTO president; Dr. C. E. Herman, Carnegie, former AMPTO president; Fred A. Beedle, Canonsburg, former AMPTO president; A. P. Way, DuBois, who celebrated his golden anniversary in show business six months ago; Nathan M. Katz, AMPTO counsel; M. A. Silver, Warner circuit zone manager; John Mazza, Pennsylvania legislator from Washington county; Alexander Parke, world's first barker for moving pictures and oldest man in service in the industry; M. A. Rosenberg, AMPTO board chairman, and William Finkel, toastmaster.

Among other oldtimers in attendance were Harry E. Reiff, pioneer in distribution and exhibition and originator of illustrated songs in the nickelodeon days, now retired; Alice Ziegler of old Filmrow and now secretary of the Variety Club; Mr. and Mrs. Ed Kelley (he is a veteran of 30 years on Filmrow and has been incapacitated for three years) and many others.

Facing the dais at a center table were members of the Herrington family, two daughters and sons-in-law; two sons and daughters-in-law, and others.

Speakers lavished praise on Fred and Mrs. Herrington who entered the banquet room to the orchestra strains of "Our Golden Wedding Day." A tenor solo was given by James H. Nash, former film salesman, and now owner of the Girard at West View.

John Mazza, member of the state general assembly, flew in from Harrisburg to congratulate the honor guests and the local Allied exhibitor organization. Herrington has been looking after legislative matters for exhibitors for two score years, and Mazza extended the good wishes of both the Pennsylvania house of representatives and the senate.

M. A. Silver told of Herrington's cooperation with affiliated theatres in matters pertaining to legislation, public relations, and in the various WAC campaigns. Attorney Katz stated that he never questioned the sagacity and wisdom of the AMPTO secretary's actions in organization matters.

MYERS PAYS A TRIBUTE

Abram F. Myers, national Allied counsel, in a telegram, termed Herrington "a constructive thinker and a conciliator." He also stated that many of the local Allied secretary's achievements, especially in the legislative field, have been of lasting benefit to the industry.

Among others sending telegrams were Earle W. Sweigert and Sidney Samuelson, Philadelphia; Arthur H. Levy, Hawthorne, Ill.; Jack Kirsch, Chicago; Leonard Goldberg, Boston; Andy Smith jr., Bob Mochrie, Ben Kalmenson, Mr. and Mrs. John Maloney, Jules Lapidus, Claude F. Lee, W. A. Scully, George F. Dembow and H. M. Richey, New York; Betty, Charlotte, Milton and Leo Yassenoff and P. J. Wood, Columbus, Ohio; Mr. and Mrs. H. Goldberg, Beaver Falls; R. Allison, Jake and Ike Silverman, Altoona; Charles Kosco, Buffalo, and Mr. and Mrs. T. J. Hicks, Saxton.

Bill Advances to Permit Sabbath Church Shows

HARRISBURG—The senate adopted without dissent legislation paving the way for churches to exhibit religious motion pictures on Sundays. Introduced in the house, the bill was returned to the lower chamber for concurrence in the senate-inserted amendment prohibiting admission charges by the churches.

Kill Sunday Hockey Bill

HARRISBURG—The house law and order committee finally buried the Sunday hockey bill by a vote of 7 to 5. The act would have permitted the sport between 2 and 6 p. m. on Sunday following community approval.

The Swing Is Opened

ATHENS, MICH.—This city's new theatre, the Swing, has opened under the management of L. E. Hoag. A Motiograph-Mirrophonic sound system has been installed.

Irving Opens July 1

IRVINE, KY.—Russell McClanahan has announced he will open his New Irving Theatre July 1. McClanahan also operates the comparatively new Estill Theatre here.

Jack Frisch Opens House for Negroes

CINCINNATI—Jack Frisch reopened his Freeman Theatre here June 8. During the short period it was closed it was given new coats of paint and other improvements. The house now caters strictly to colored patronage, which is a complete change from its former policy.

Realizing the difficulties involved in a changeover of this type, Frisch enlisted the services of Ernest Waits, a candidate for state representative in the last election, and highly esteemed in colored circles, for public relations promotional work.

Edward Campbell Plans Lexington Negro House

LEXINGTON, KY.—Incorporation papers have been filed by the Lyric Theatres, Inc., who plan to build a $60,000 theatre here for Negro patronage. Among the incorporators is Edward Campbell of Williston Enterprises, which operates the Lyric, Palace and Dixie in Louisville and several theatres in Indianapolis. Lexington does not have a Negro theatre now.

CLEVELAND

Abe Kramer of Associated circuit acquired a new title when his daughter Hope, wife of Dr. Manning Cohen, gave birth to his first grandchild, a girl. As Hope Adams the young mother was well launched on a film career which she gave up for domestic duties.

Ray Brown, Warner Theatres southern district manager, is spending his vacation on the golf course across the street from his home in Springfield . . . Eva Urdang, secretary to the Washington circuit general manager, M. B. Horwitz, spent last week in New York, where she attended the wedding of her nephew, Dr. Richard Urdang.

Dave Kaufman, Warner salesman, is accepting congratulations on the engagement of his daughter Joan to Stafford Barr of Woodmere, L. I. Mr. and Mrs. Kaufman spent the weekend in New York with the young people . . . Filmrow's popular bachelor was taken off the eligible list last week when it became known that George Delis of Canton, district manager for the A. G. Constant circuit, will be married. Delis has made plans to visit Greece this summer but whether it is a solo or honeymoon trip remains to be seen.

Edward Lurie, Monogram exploiteer, is here working with the Warner publicity director, J. Knox Strachan, on a campaign for "It Happened on Fifth Avenue," opening at Warners' Hippodrome June 25 . . . Harry Schreiber, RKO Theatres city manager, has booked three consecutive weeks of stage shows at the Palace, starting July 3 with Louis Prima and followed by Freddy Martin and Perry Como. It is the Palace policy to interrupt the straight picture policy whenever top stage attractions are available.

John Manos, manager of the Carol Theatre, Newton Falls, during the summer, a son of circuit owner George Manos, was married recently. An ex-GI, he is a student at Kent college during the school year . . . An industry romance culminated June 11 when Harvey Mandell, son of Lazarus Mandell of Local 160, was married to Mildred Ginsberg of the Community Theatres circuit.

David Sandler, president of Drive-In Theatre Equipment Co., has finished making a complete Auto Voice in-car equipment installation in the West Side Drive-In here, a Phil Smith operated project, replacing the former equipment. Included are the patented theftproof cables used with Auto Voice speakers . . . Maurice Druker, manager of Loew's State, and his wife are vacationing in Florida.

Martin Polster of the Community circuit, and the former Blanche Selman of this city are honeymooning . . . Clyde Hissong, state director of education and head of the Ohio Censor board, gave the graduating address at John Adams high school . . . Jerry Lamm, roadshow manager for one of the "Henry V" engagements, and his wife are visiting his parents, the Julius Lamms of the Uptown Theatre . . . While Harold "Bud" Friedman, manager of the new Warners' Vogue Theatre, is honeymooning in the south, Dan Kunish, assistant manager at the Uptown, is taking over.

"Open City" is breaking house records at the Strand, Cincinnati, and at the State, Dayton, according to E. C. Stutz, state distributor. The picture is scheduled to open at the Grand, Columbus, June 23, and in Cleveland is slated for a return engagement at the Lower Mall where it ran five weeks starting Sept. 11, 1946.

Howard Senor has been added to the Loew theatres publicity staff of which Ted Barker, recently arrived from St. Louis, is the head . . . Word has been received that George Roberts, former 20th-Fox district manager with headquarters in Cleveland, now with the March of Time, has attained the status of grandfather. His daughter Jane recently gave birth to a little girl . . . Charles Rich, Warner district manager, was among those present at the Warner district managers' get-together in New York.

Bernie Payne jr. has dusted off his 26-foot cruiser, treated it to a new coat of paint and has launched it at the Mentor Harbor Yacht club. He plans periodic lake trips . . . Visitors are more conspicuous by their absence than by their presence these days of co-op booking. Spotted along Filmrow were Nat Charnas, Toledo; Sam Reichblum, East Liverpool; F. H. Hathaway, Struthers; Leo Jones, Upper Sandusky; Ray Riding, Alliance; Bill Twigg, Youngstown; John Matti, Amherst; George Manos, Manos Amusement Co.

Howard Reif has closed his Miami Beach winter home and settled in Cleveland for the summer. His last trip south was to fetch his mother . . . Nearly 75 members of the Bookers and Cashiers club of Cleveland attended the club's testimonial dinner given Tuesday for Herbert Horstemeier. The latter organized the club two years ago and his been its only president.

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Pittsburgh Sound Service Takes Weber Distribution

PITTSBURGH — Pennsylvania distributor for Weber Machine Corp. products is the Pittsburgh Theatrical Sound Service, 1203 Lynn avenue, Turtle Creek, Pa. The appointment was coupled with announcement of the availability of a new sound and projection single trouble-free unit.

Pittsburgh Theatrical Sound Service has been established here 15 years. Partners in the enterprise are Nick Passero and T. C. McCullough, both veteran sound engineers. Since 1932 they have maintained this business and now they have taken over the Weber agency. Passero has serviced local area theatres for many years. McCullough was a field engineer for RCA in the early days of sound pictures and was a service repair man for National Theatre Supply.

New Equipment Installed

INDIANAPOLIS—The Daisy Theatre has installed Voice of the Theatre speakers and new Motiograph AA projection equipment and Motiograph sound. Glenn Schnarr operates the house.

Detroit Snaps Back, Aided by Weather

DETROIT—Exhibitors enjoyed a modest upturn last week, partly as a result of bad weather, which drove amusement-seekers into the theatres and seriously injured outdoor amusements. With Decoration day in the week under report, grosses were naturally up. Detail for week ending June 5:

(Average is 100)

Adams—**The Yearling** (MGM), 2nd wk. 130
B'way Capitol—**The Sea Hawk** (WB); **Sea Wolf** (WB), 2nd wk., reissues 100
Cinema—**Fantasia** (RKO), reissue 125
Downtown—**The Best Years of Our Lives** (RKO), 9th wk. 135
Fox—**The Homestretch** (20th-Fox); **Jewels of Brandenburg** (Indie) 140
Michigan—**The Two Mrs. Carrolls** (WB); **Hit Parade of 1947** (Rep) 140
Palm-State—**Copacabana** (UA); **Too Many Winners** (PRC) 130
United Artists—**Honeymoon** (RKO); **Philo Vance Returns** (PRC) 120

Cleveland Grosses Lifted By Holiday and the Rain

CLEVELAND—Boxoffices profited by threatened rain Memorial day, which kept the majority from taking the high road, and rain Sunday helped to maintain patronage. "The Two Mrs. Carrolls" was the hit attraction of the week at the Hippodrome, where it stayed for a second week. Another hit picture was "Blaze of Noon" at the Stillman. "Framed" held so well in its second week on a move-over to the Lake that it continued for a third week on the avenue. "The Egg and I," still on the plus side in its third week at the Allen, held a fourth consecutive week there, a run bested only by "The Razor's Edge." Report for week ended June 3 and 4:

Allen—**The Egg and I** (U-I), 3rd wk. 115
Hippodrome—**The Two Mrs. Carrolls** (WB) 140
Lake—**Framed** (Col), 2nd d. t. wk. 120
Ohio—**The Great Waltz** (MGM), reissue, 2nd d. t. wk. 95
Palace—**The Farmer's Daughter** (RKO), 2nd wk. holdover 60
State—**High Barbaree** (MGM) 100
Stillman—**Blaze of Noon** (Para) 120

Four Pictures Are Held Over In Brisk Cincinnati Frame

CINCINNATI—A "back to normal" business trend was indicated in the results at the boxoffices of most of the downtown houses. Four of the attractions were retained for holdovers and moveovers. "The Homestretch" at the Albee was moved to the Lyric for a week; "The Yearling" is continuing at the Capitol; "Odd Man Out" stays at Keith's, and "Honeymoon" moves from the Palace to the Shubert.

Albee—**The Homestretch** (20th-Fox) 160
Capitol—**The Yearling** (MGM), 2nd wk. 140
Grand—**High Barbaree** (MGM), 2nd wk. 90
Keith's—**Odd Man Out** (U-I) 140
Lyric—**The Fabulous Dorseys** (UA); **The Devil's Playground** (UA) 80
Palace—**Honeymoon** (RKO) 120
Shubert—**Undercover Maisie** (MGM) 80

'Angel' Only Par Buster In Slow Pittsburgh Session

PITTSBURGH—It's the same old story here: no pictures, no business. Only strong showing was made by "Angel and the Badman," which bettered par for the Fulton.

Fulton—**Angel and the Badman** (Rep) 110
Harris—**Buck Privates Come Home** (U-I) 75
Penn—**The Red House** (UA) 70
Ritz—**Dishonored Lady** (UA), 2nd d. t. wk. 80
Senator—**Mr. District Attorney** (Col); **The Millerson Case** Col) 80
Stanley—**Love and Learn** (WB) 60
Warner—**Trail Street** (RKO) 90

Enforce Sandusky Curfew

SANDUSKY, OHIO.—Police have warned residents that the 9 p. m. curfew will be enforced for children under 16 this summer.

Michigan to Turn Out For Big Golf Tourney

DETROIT—Michigan's film business and all other branches of the amusement industry will turn outdoors for the major annual event of its kind Monday, June 23, the annual golf tournament sponsored by Variety club of Michigan. This affair has been noted for years as the top drawer turnout for Filmrow figures, exhibitors from all parts of Michigan, in addition to district and home office executives of the major film companies, radio and stage figures, and other friends of show business.

It will be held this year at the Birmingham Country club—located on 14-Mile road, west of Woodward and Southfield roads. (Woodward avenue figures as Highway US 10 on the road maps, for those driving in from a distance.)

A tremendous assortment of prizes, both for competition and for door awards, dinner, and a number of special events are on the cards. Tickets are $10 each with sales in charge of Syd Bowman, United Artists branch manager.

COLUMBUS

Television relay network connecting Columbus, Cincinnati and Dayton has been asked of the Federal Communications commission by the Crosley Broadcasting Corp. The firm already has received permits for building regular video stations in the three cities.

Admission fee for adults at the 1947 Ohio state fair, to be held here August 23-29, will be down 15 cents to 60 cents, the state fair manager, Edwin J. Bath, announced. Admission for children will remain at 25 cents . . . Jean Peters, East Canton coed named Miss Ohio State last year, has been cast in her second 20th-Fox film "Julie," with John Payne and Clifton Webb. She has completed work in the Fox Technicolor high-budget film, "Captain From Castile," which will be released this fall.

"Brief Encounter," Noel Coward film starring Celia Johnson, went into a third week at the World, neighborhood English and foreign language theatre, with Manager Charles Radow reporting excellent business. Next attraction is Beatrice Lillie's "On Approval" . . . "The Egg and I" went into a third week at the Grand.

The Gayety, burlesque theatre, has discontinued its stage policy for the summer. First dual film attraction included two "adults only" features — "Fig Leaf for Eve" and "Youth Aflame" . . . Roy Rogers will bring his thrill circus to town at Red Bird stadium June 24-26.

Russell Janney, author of "The Miracle of the Bells," to be produced by Jesse Lasky for RKO release, probably by Christmas, was a local visitor. He left for Londonderry, Ohio, to visit his mother, Mrs. Reynold Janney. Janney is a native of Wilmington, Ohio.

Manufacturing establishments in Columbus at present total 788, greatest number in the city's history, according to a new Chamber of Commerce survey. This figure represents an increase of 323 firms here during the past eight years, according to Wilbur R. Bull, manager of the chamber's industrial department.

Sam Conrad, who uses the screen name Mikel Conrad, has the male lead in PRC's "Untamed Fury," according to word received here by his cousin, Chuck Conrad . . . "The Affairs of a Cheat," which played first run here under that title, is being shown around the neighborhood circuit under its original title, "The Private Affairs of Bel Ami."

Murray Lewis, advance representative for the Selznick Releasing Organization, was in town for the Broad's showing of "Duel in the Sun." While here Lewis had a reunion with an Ohio university fellow alumnus, Columnist Ben Hayes of the Columbus Citizen . . . Verna Myers is the new cashier at the Ohio.

Jam Handy Firm Scores 'Double-Billing' Feat

DETROIT—A series of six training films is being produced by Jam Handy for the army, to be used in recruiting centers. The first picture was completed and approved by military authorities this week.

Jam Handy scored a theatrical "double billing" at Pittsburgh last week when two of the company's films were booked at downtown theatres. "Traffic Can Be Tragic," a safety film, was run at every first run spot, and is going on to the subsequent runs. "Joe's Kids," produced for the Veterans of Foreign Wars and being widely used by them throughout the country for special screenings, was booked in its 35mm version at the Harris Newsreel Theatre.

Abrams Wins Long Fight For Wickliffe Drive-In

CLEVELAND — Castle National, Inc., headed by Horace Abrams, last week won a two-year fight to build a drive-in on Craneing road in nearby Wickliffe Village.

The firm applied for a building permit May 14, 1945. Its issuance was blocked when residents petitioned the village to rezone the area for residential use. The lower courts held that council could not make the ordinance retroactive. The state supreme court last week dismissed the appeal.

Abrams is interested in drive-ins at Toledo, Buffalo and Rochester and now has under construction a new one in Fairview Village.

McCoy to Be Nominated To IA Tristate Post

NEW KENSINGTON, PA.—Francis Patrick Michael McCoy, secretary of Local 444, will be nominated as secretary-treasurer of the IATSE's Tristate Ass'n at the 23rd meeting of the organization at Uniontown June 15. McCoy's name will be placed before the association by William "Blacky" Bordonaro, president of Local 444.

Bordonaro says delegates at the last two meetings proposed certain legislation for a reorganization of the association, and to date the propositions have been neglected.

Lawrence Johnson Opens Rex in East Jenkins, Ky.

EAST JENKINS, KY.—The Rex Theatre has been opened here by Lawrence Johnson. The house has a seating capacity of 350.

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DETROIT

Along the rialto: Edward A. Long of Long Sign Co. reports United Detroit Theatres is installing a new sign on the Ramona, key east side house . . . That much-debated regulation of theatre signs along Woodward avenue is still pending before the common council . . . The Family at East Tawas has had its name changed to the Bay by the Ashmun Bros.

Art Narlock is going ahead with plans for the new Empire he is building at Bay City. New in the business, he is now running a bowling alley as the initial step of a big amusement project . . . Bernard and Leonard Brooks are installing a new marquee on their new Melody, under construction for colored patronage at Inkster.

Ray Schreiber, Associated chieftain, is remodeling the front of the Center, including a new sign and marquee . . . The Ashmun Bros.' Garden at Frankfort will have a new marquee . . . Herb Blankenship is putting a new marquee on the Gem at Flint, as is C. M. Hovey of the Elsie at Elsey.

Clark Gable was in town to get a new car . . . Snuffy McGill has become the father of twins . . . Nat Kaufman longs for the fun on the Row in the old days, and Max Blumenthal concurs it's not exciting any more . . . George McArthur, theatre supply man, is No. 2 in a unique succession of living Georges—his father, his son, and his new grandson are all named George . . . Eleanor Nevin, formerly with a major film company, is opening a theatre and radio publicity and exploitation office on the fifth floor of the Film Exchange Bldg.

Up in the Booths: The mother of Leon Crowell of the Fox is dead . . . Harry G. Brewer of the Downtown Theatre is still in Grace hospital, Earl McGlinnen reports . . . Cecil Cox of the Colony is just coming out from under the pile of painting he's been doing around home . . . Louis G. Havens of the Fine Arts is anxiously waiting the end of the rainy season . . . Houston S. Morton, formerly of the Paradise, is much better. He has been in ill health . . . Glenn Harnden of the Cinderella, back from an extended stay in California for his health, is having trouble finding a home to rent.

Exchanges: James Levine, Paramount exploiteer, is here to work on "The Perils of Pauline" . . . Bill Green, MGM exploiteer, in from Chicago for the weekend, visited his mother at Edgewater . . . John Gentile of Paramount looks for renewed activity on the booking front.

Under the Marquees: Ned Oglesby, Heywood-Wakefield representative, has reseated the Castle for Jack Broder, and will start work on the Lafayette at Bay City for Harold D. Bernstein . . . Maxie Gealer, manager for Associated Theatres at Flint, left for a long vacation in California, taking his wife and child . . . Harold Heffernan reports Dave Idzal had two doctors take the blood pressure of some two score guinea pigs (human) viewing "Homestretch," and proved Harold was right—the pulses went up more when the love scenes came on than for the race bits.

Wilson Elliott, former assistant at the Fox, lately in the hospital, is back as assistant at the Royal, a post formerly held by Evelyn Harbs and Karl Forsythe . . . John Laica, son of Vincent Laica, partner with John Igna and J. V. Ladoiu in the Berkley Theatre at Berkley, has been named manager of the house. He succeeds Lester Connelly, who is establishing his own sign painting business . . . Vincent Laica is breaking ground soon for his new New Theatre at New Baltimore, to replace the old 250-seat New.

Claude Sanderson of the Van Dyke has moved over on Warren avenue . . . The Al Westaways are leading a quiet east side life, while Al contemplates a return to active show business . . . Vera Willis, cashier at the Highland Park, took a few days off to entertain friends from Florida . . . Mom and Pop Epstein, who run the candy stand at the Highland Park, were hosts to the whole staff upon the occasion of their daughter's wedding at Hotel Wardell-Sheraton.

Drug Store Stuff: Harriet Greene is organizing the Movie-Ad Co. to deal in projectors at 6541 Grand River Ave., with a capitalization of $75,000 . . . Alban J. Norris, veteran operator of the Michigan Film library, reports increased activity in the road-show field . . . Fred C. Dickely of Altec is getting back in the swing on his letter-writing.

Lawrence Lasky, producer of "Carnival on Ice" at the Cass, came in to visit—he's a Filmite, too, from the top hierarchy at the E. M. Loew circuit in Boston . . . Joe Grossman, company manager for "Carnival," was called to New York twice by the illness and death of his mother, and Boris Bernardi of the Midwest circuit took his place meanwhile.

Mrs. Minnie B. Banash reports a number of small theatre jobs are keeping the Artisan Decorators busy . . . Charles Holloway has replaced Frank Crowe as manager of the Monroe, downtown house, for Archie Gayer and Harry Lewiston . . . All downtown houses are uniting to play host to the gathering of the American Federation of Musicians, drawing some 3,000 delegates and guests.

Paul Broder was back in town for a day and left for New York again. Harold Sandelman opines that the cause of poor boxoffice

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is poor pictures . . . Thomas Beeton is managing the Kramer, replacing Mickey Zellak, who left to get married . . . Her sister, Smiley Zellak, assistant at the Senate, is taking a leave of absence.

Stewart Graff, former manager of the Monroe, and with RKO before the war, is new manager of the Rainbo, replacing Saul Saxon, who becomes night manager of the Times Square . . . Dave Magesson, ex-manager of the Seville, is bossing the Times Square . . . Lewis Stavale, Meyer Reznik and Robert Elliott have left the Times Square staff, Elliott to go into theatre brokerage business.

Marilyn Nash of the "Monsieur Verdoux" cast was a visitor. She hails from Washington, a few miles out Van Dyke Avenue . . . Stanley Lazarus is managing the Downtown in place of John Ferger.

At the exchanges: Lavonne Friend, Paramount switchboard operator, will marry Bill Morrison of Royal Oak June 21 . . . Mary Jane Thompson, bookkeeper at Paramount, married Bob Henry of Detroit June 7 . . . Wanda Oszustowicz will be married June 21 to Bob Wise of Detroit. Wanda is secretary to Paramount's office manager, T. H. Henrich . . . Elaine Miller, booker's clerk at 20th-Fox, has announced her engagement to Marty Weintraub. The wedding will be some time in the fall.

Theatrical post No. 371 presented awards to the two outstanding students at the St. Francis Home for Orphans. Father O'Donnel and the Sisters aided in making this party one of the finest. Judge John Maher made the presentations. Mrs. Waddell brought the four young Waddells and Mamie Comella brought grandson Tommy, visitor from Buffalo. Eddie O'Flynn sang. Refreshments were served . . . Commander Brewer is still confined in the hospital . . . Sympathy to Lee Crowell and his family on the death of Mary Ellen Crowell, mother of Lee.

More Drug Store Stuff: Al Hefferan, former owner of the Century at Coopersville, is building a new house, the Crown, in the theatreless town of Marne . . . Carl Shalit and Eddie Hochstim of Columbia left for a sales meet in New York . . . Harold Morrison, Columbia booker, is recovering from painful injuries received when his midget racer cracked up on a fast turn.

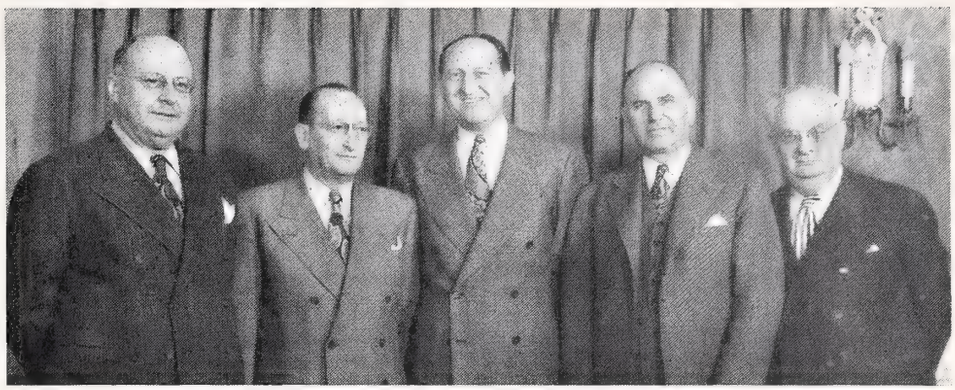
Dezel Visits Cleveland; Enthuses Over Product

CLEVELAND — Albert Dezel of Film Classics and Albert Dezel Road Show Attractions, and his assistant Robert Snyder, were in town to confer with local Manager Sam Weiss on forthcoming product. Dezel is enthusiastic over the reception given both his new and reissued product. "Film Classics has made phenomenal strides in the few years it has been in business," Dezel stated.

Bob Snyder, former local manager, now represents the Dezel interests in New York. Sam Weiss recently took over the position vacated by Snyder's promotion. He came to Cleveland from St. Louis where he was PRC branch manager.

C. A. Vogelheim Regains Rogers City Theatre

ROGERS CITY, MICH.—Operation of the Rogers Theatre has been taken over by C. A. Vogelheim, who built the house ten years ago. In the period since then it has been operated on lease by Walter Kelley, whose lease expired May 15. Tom Hawkins remains as manager.



AT CHICAGO CONFAB—The five men above were among those attending the Columbia sales meeting in Chicago June 3-6. Left to right: Allan Moritz, Cincinnati manager; Oscar Ruby, Cleveland manager; Sam Galanty, mideast division manager; Arthur Levy, Pittsburgh manager, and Ben Caplon, Washington manager.

Stars Besieged by Lancaster Fans

LANCASTER, OHIO—Sidelights on the location company, shooting scenes for 20th-Fox's Technicolor picture, "The Green Grass of Wyoming," at the Fairfield county fairgrounds here:

Central Ohio newspapermen and women were well-represented during the first days of shooting. From Columbus, Tod Raper and Mary McGarey of the Dispatch, Jeanne James, Pete Fleming and Norman Nadel, the Citizen, and Richard Rodgers, Journal, were among the scribblers. All papers gave extensive photo and news coverage to the stars and scenes at the track.

Rain, which delayed the start of shooting, cost Fox $15,000 a day, it was estimated. More than $300,000 is expected to be spent during the 19-day location trip here.

Paul MacPherson, who annually campaigns a stable of trotters and pacers, is technical adviser for the picture. He served in a similar capacity for 20th-Fox's "Home in Indiana," scenes for which were shot at Marion, Ohio.

Lancaster kids have had a field day getting autographs of such celebrities as Charles Coburn, Lloyd Nolan, Peggy Cummins, Robert Arthur, Burl Ives and Geraldine Wall. "The people here in Lancaster are so nice and hospitable," said Miss Cummins. She pronounced in the English manner, Lancaster. The natives call their home town LAN-caster.

'Sugar Chile' Barred

TOLEDO—The child piano prodigy "Sugar Chile" Robinson, who had been booked in the Paramount for a week beginning June 5, has been barred from performing in Ohio under the regulations concerning the employment of minors.

Union Clamps Down

AKRON, OHIO.—Civic groups and luncheon clubs which meet at the Mayflower hotel here have been notified that they can't see any more films at their weekly meetings unless they hire a union projectionist.

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CINCINNATI

Louis Wiethe, Cincinnati circuit exhibitor and president of Theatre Owners Corp., and Mrs. Wiethe, attended the graduation of their son Louis jr. from the Asheville, N. C., Preparatory college. The boy will enter the Massachusetts Institute of Technology next fall. Louis jr. received a Plymouth convertible as a graduation present. His grandparents also attended the exercises.

Jack Bannan, former Cincinnati U-I manager, who now is manager at Chicago, and Mrs. Bannan were guests of Mr. and Mrs. Rube Shor. The graduation of their daughter from St. Mary's high school brought the Bannans to the Queen city.



JACK BANNAN

CPA approval has been received for the construction of the drive-in near Belle, W. Va., by Floyd Price, Gene Custer and Rube Shor. Work is proceeding, and the theatre will open early in July.

James S. Fennell, Dry Ridge, Ky., has discontinued operation of his Kentucky Theatre there . . . Clayton Bowen is operating a 150-seat house in Stanton, Ky., making two changes a week, with no Sunday shows.

Ben T. Cohen is chairman of arrangements for the dinner for Irving Sochin and William G. Carmichael Monday (16) in the Variety clubrooms. Sochin is the new manager for U-I here and Carmichael in St. Louis . . . F. C. Hensler, district manager for MGM, spent a few days at the local branch conferring with Manager Ed Booth . . . Now that the golfing season has started, Charlie Cassinelli, Mullens, W. Va., has announced to the film salesmen that their appointments with him will be kept on the golf course.

George Revelis of the Palace, Washington Courthouse, Ohio, is sporting a new Lincoln sedan. Revelis is vehement in his assertion that the car was purchased with profits from his store, and not his theatre . . . Larry McDonough is a newcomer on Filmrow, having joined United Artists as availability clerk . . . Florence Shoemaker, U-I cashier, left for a three-week vacation trip which will take her as far south as New Orleans.

Hoy O. Simons of the Fayette, Washington Courthouse, who recently was discharged from Mount Sinai hospital, Columbus, has suffered a relapse and is again confined to his bed at home . . . Larry Kaho of the Orient, West Jefferson, Ohio, has added to his other business interests distributorship of a deep-freeze icebox and aluminum awning. Larry has announced special price concessions to film men—the same as he receives from them on his film deals.

C. E. Peppiatt, newly appointed division manager for 20th-Fox, was introduced to the Cincinnati personnel Monday (9) by William Gehring, his predecessor, who has been appointed assistant general sales manager. Also in Cincinnati for the meeting were I. J. Schmertz of Cleveland and G. T. Landis of Indianapolis.

Jack Frisch has acquired the property on the corner of Ninth and Baymiller streets, Cincinnati, which he will convert into a modern colored theatre of between 800 and 1,000 seats as soon as CPA and city building approvals are secured. The old Hippodrome Theatre, which was dismantled approximately 15 years ago, formerly was located on this site, and the space was subsequently utilized for storage and service garage purposes.

Exhibitor Andrew Edwards, Hindman, Ky., suffered heavy losses when his Hindman Theatre burned to the ground recently . . . Lou Holleb, manager of the Majestic, Columbus, has returned from a two-week vacation in Chicago where he visited his mother . . . Bill McQueen, Columbus, has returned from a pleasant vacation trip to New York, his enjoyment of which was greatly enhanced by the winnings he acquired at various racetracks he visited. During McQueen's absence, Pat Russell, pioneer exhibitor in central Ohio, kept the wheels in motion at the Wilmar Theatre. Friends of Russell were happy to see him feeling so well again and active in the business.

Harris Dudelson, district manager of Film Classics, departed for Cleveland Monday (9) and during the latter part of the week attended a Screen Guild meeting in Detroit.

Exhibitors visiting Filmrow: Mr. and Mrs. Robert Epps, Dayton; Frank Mandros, Charleston, W. Va.; C. E. Harvey, Greenfield, Ohio; W. D. Smith, Alhambra, Columbus; Jim Shanklin, Ronceverte, W. Va.; Ray Phelan and daughter Carol, Clendenin, W. Va., and Charlie Behlen, Lexington.

Velma Sebree, head inspector at RKO, and her husband Bud celebrated their 20th wedding anniversary June 4 with a dinner-dance at the Kemper Lane hotel to which they invited the girls and boys of the RKO shipping and inspection departments. The Sebrees were presented with a record cabinet as an anniversary present.

Friends and business associates of Mrs. Walters, wife of John Walters, theatre circuit operator in Huntington, W. Va., were shocked and saddened to hear of her death June 1 at the Cleveland clinic. Burial was at Genesee, Pa. Mrs. Walters had been in poor health a number of years.

Harry McWilliams, New York director of publicity for Columbia, was here in the interests of the company's new production, "Framed." The local Columbia exploitation representative, Harry Bernstein, accompanied McWilliams around the city . . . United Artists and the local RKO Palace are cosponsors of a contest in which amateur or professional artists may compete for the best picture of Hedy Lamarr as she appears in "Dishonored Lady" opening June 18 at the Palace. June 18 is the postmark deadline. Cash and theatre tickets constitute prizes.

John Knoop, salesman for National Theatre Supply, has recovered from his back injury and has resumed his duties . . . Myron Price, son of Floyd Price, exhibitor in Newark, Ohio, was a visitor in Cincinnati . . . Clara Duecker, assistant to Wes Huss, Associated Theatres, spent an enjoyable holiday weekend in Washington.

The wife of Frank Mandros, Charleston, W. Va., left with their two children for a visit with her brother in Weirton, W. Va. When leaving, two specific instructions were issued to husband Frank, namely, no dishes to be left in the sink, and no gin rummy games after 12:00.

Mr. and Mrs. Roy Letsinger, Amherstdale, W. Va., attended their son's graduation at Angola, Ind., after which, with their son and daughter, they spent the weekend in Cincinnati. Among other activities, they enjoyed the ice show at the Netherland Plaza with Lida and Mark Cummins, Columbus, Ohio; and also were guests at the Variety Club supper dance.

William Hitchcock, Winchester, Ohio, left June 6 for a month's fishing and hunting trip which will take him to Wisconsin and parts of Canada . . . J. N. Brandenburg, Kentucky Theatre, South Shore, Ky., will construct a new theatre in the town. The ground has already been broken . . . Midwest Theatre Supply Co. has installed a new sound system in William Settos' Liberty Theatre, Springfield.

Mr. and Mrs. Charlie Behlen, Lexington, Ky., brought their son Charles jr. to Cincinnati with them for the weekend. Their 15-year-old daughter Betty remained in Lexington and was hostess to several of her girl friends at her home during the Behlens' absence. While in Cincinnati they were guests at the Variety Club supper dance Saturday night . . . Bertrand A. Daumeyer was recently appointed assistant manager of Keith Theatre, of which Ed Riesenbeck is manager.

A. Goldfinger Telenews Theatres, Chicago, made a flying trip to Cincinnati Tuesday (3). He was accompanied on his visit to Filmrow by Ben Cohen, manager of the local Strand Theatre . . . Clara Rumke, RKO inspector, received the condolences of her friends and co-workers on the death of her father Tuesday night (3).

C. E. Duff, Elder Theatre, Jackson Center, Ohio, has resumed the booking and buying of pictures for his theatre . . . Dorothy Haffey, inspector at RKO Radio, has taken a leave of absence to await the stork . . . "Brief Encounter" has entered its third week at the new World Theatre, Columbus, a Sugarman-Hofheimer operation.

National Guard Is Called To Control Bing's Crowd

CINCINNATI—Bing Crosby took Cincinnati by storm Saturday (7) from the time he arrived in the morning until the close of his golfing, singing and ad-libbing performances late in the afternoon.

A crowd of over 5,000 persons assembled at the Hyde Park Country club to watch Bing and four of the topnotch golfers in the land, Byron Nelson, Tony Penna, Ben Hogan and Jimmy Demaret, play an exhibition match for the cancer fund benefit. It required the services of 300 Boy Scouts, 50 national guardsmen and many Cincinnati police, plus four miles of rope, to keep the crowd in tow.

H. G. Fetick, manager of a circuit of five theatres in this area, and a member of the Hyde Park Country club, assisted. Bing, clowning and wisecracking his way around the course, carded 76, which was not bad.

Bing and Demaret put on a songfest at the close of the golf match which lasted nearly an hour. The cancer fund was richer by $10,000.

Harmond Snyder Acquires Weeksbury, Ky. Theatre

WEEKSBURY, KY.—Operation of the Weeksbury Theatre has been taken over by Harmond Snyder, who also operates houses in Ligon and Hi-Hat, Ky.

A. E. Larned, 76, Dies

DETROIT—Abner E. Larned, 76, an outstanding Detroit civic leader, died last week in Harper hospital after a long illness. For 35 years he was closely associated with civic promotions here and was well known among theatre people, with whom he cooperated in numerous charitable, civic and patriotic campaigns.

Midwest Supply Co. Opens New Offices

CINCINNATI—H. B. Snook, and his associates, J. P. Ware and Tom Fisher, of Midwest Theatre Supply, held open house Monday on the occasion of the opening of their new store and offices at 1638 Central Parkway, above 20th-Fox. Refreshments and favors were the order of the day, from 9 a. m. until 10 p. m.

Midwest is the exclusive dealer of RCA theatre equipment in the Cincinnati area. It also has taken on distribution of RCA Victor radios and has been appointed dealers for RCA public address sound equipment.

Snook is from Camden, N. J., where he was sales manager of the theatre equipment section for RCA. Midwest was purchased by Snook and his partners on August 1, 1946. Among the company's assets which Snook secured from the previous owner, J. A. Stallings, were a number of employes of long standing, including Lucille Schmolt, bookkeeper, and Tom Stallings, J. A.'s son, who is a salesman. Woodrow Bressler recently joined the staff as salesman.

Ed Novak has been with Midwest 15 years, making him the oldest employe in years of service.

Limitless Local Tax Gets Ohio Committee Okay

COLUMBUS—The senate taxation committee of the Ohio legislature recommended for passage house bill 398 which would repeal the state admissions tax as of October 1, leaving this tax field open to cities without limit. Earlier it was reported that the committee was in favor of a 5 per cent limit. It is expected that the senate will approve repeal and send the measure to Gov. Herbert, who has repeatedly expressed his approval of repeal.

P. J. Wood, ITO secretary, sent a special bulletin to members urging them to contact their state senators immediately and urge them to vote against repeal.

Senate labor and commerce committee recommended passage of the Kowalk bill, already approved by the lower house, which would relax hours of work permitted women and minors. Only provision directly affecting theatres is the provision that women over 21 may work as ticket sellers after 10 p. m.

Voting Machine Records Choice of Old Films

AKRON, OHIO—Patrons of Loew's are being given a chance to vote for favorite old pictures they'd like to see again. A voting machine was installed in the lobby, with 12 old films listed on the ballot. Customers are to select the two they want most to see again.

Films on the list are "Great Waltz," "The Women," "The Philadelphia Story," "Captain Courageous," "Great Ziegfeld," "Mutiny on the Bounty," "China Seas," "San Francisco," "Goodby, Mr. Chips," "Boys Town," "Mrs. Miniver" and "Random Harvest."

Pictureland Reopened After a Booth Blaze

GLENVILLE, W. VA.—The Pictureland Theatre here has installed new DeVry projection and sound equipment, obtained through D. E. Lovett, representative of the DeVry Corp. at Clarksburg.

The Pictureland was closed for three weeks as a result of a fire in the booth. Pictureland bookings were moved to the Lyric, which ordinarily operates mainly on an action policy.

C. W. Marsh, veteran exhibitor, owns both houses, with Gray Barker as manager.

Oliver Nicklas Relaxes at Organ After Night Audience Departs

SPRINGFIELD, OHIO—When the sound equipment is silenced and the darkened theatre deserted, Oliver Nicklas sits down at the State Theatre organ and replays the music he once provided as atmospheric background in the days of the silents. Nicklas serves as both organist and manager of the State.

Recently he revived 15-minute organ-singing programs at 9 p. m. Saturdays and Sundays with words of the music and humorous sketches flashed on the screen for the audience to join in singing. This has proved a popular weekend feature at the State.

"I like to sit by myself sometimes at night before going home and go over some of the old tunes," he says.

Nicklas started his career as organist of background music for silent films in the old Alhambra here in 1917, later worked in the old Columbia, went to the navy in World War I, returned to work in the Fairbanks and then the Regent before becoming a movie organist in Montgomery, Ala., for three years. Returning to Springfield he worked at the Majestic and then as organist at the State from 1927 until the first talkie arrived in 1929.

Nicklas once had at least 3,000 pieces of music in his collection, filed under such classifications as fight music for screen brawls, mysterious music, pathetic, merry-making, fires, dances and foreign lands. He also had files on appropriate music for storms, hurricanes and tempests, the latter with simulated sounds of storms at sea. Chase was another variety, he recalls, as the hero or heroine fled the villain on horseback or in buggy. Airplane music was a classification added later, with "The Flight of the Bumblebee," a popular piece for such uses.

Nicklas also serves as substitute organist at a number of Springfield churches.

New Charter Sunday

DETROIT—Presentation of the new charter to the Cinema lodge of B'nai B'rith was to be made Sunday (15) in the Hotel Tuller, with Leo Henderson, Chicago exhibitor, president of the district lodge, officiating. The program will be built around a dinner with Joseph J. Lee, pioneer showman, and now local manager for 20th-Fox, as toastmaster. The film "This Is B'nai B'rith" will be shown. An exceptional turnout was assured by President Harry Gilbert.

Arthur E. Kruse Dies

AKRON—Arthur E. Kruse, 70, orchestra leader and musician who did theatre work before the arrival of motion pictures, died here May 24.

Agnes Moorehead Honored

NEW CONCORD, OHIO.—Agnes Moorehead, film and radio actress, was awarded an honorary degree of doctor of literature at the commencement exercises of Muskingum college here. Miss Moorehead received her bachelor of arts degree from Muskingum.

To Build in Sheffield

SHEFFIELD, PA.—H. H. Baldensperger, exhibitor here for more than a quarter of a century, plans to erect a 500-seat companion theatre to his Utopian as soon as materials are available.

Conway in 'Black Bart'

Russ Conway has drawn a featured role in Universal's picture, "Adventures of Black Bart."

Lester Zukor Is New Cleveland U-I Head

CLEVELAND—Lester Zucker, for the last year special representative for J. Arthur Rank pictures released through Universal - International, has been appointed manager of the Cleveland U-I exchange.



LESTER ZUCKER

Prior to joining Rank, Zucker was local manager for Columbia. He succeeds Max Cohen, who came here last September from Washington.

Cohen has resigned from U-I, after having been with Universal for the last 23 years. He returned to Washington.

Charles Kosco to Buffalo As 20th-Fox Manager

PITTSBURGH—Charles Kosco, veteran film sales representative of this city, assumed duties in Buffalo this week as 20th-Fox manager. The promotion for the local area 20th-Fox salesman had been confirmed last weekend. Kosco represented Columbia here for a number of years before joining 20th-Fox, covering the area north of Pittsburgh. He resides at Brockway, Pa.



PITTSBURGH

Jack Gertz, theatre premiums and games specialist of Cleveland visited his local distributors, Lou Hanna and Franklin Anderson, on the opening of their new Filmrow office in the LeViant Printing Co. Bldg.

Variety Club is outfitted with new furniture . . . Charles Rich, Warners district manager, was here . . . Melvin Mann, who rejoined RKO's booking department several weeks ago, has been wearing a glove on his left hand as the result of an infection . . . Bert Ennis, local film man, has joined the home office advertising department of Paramount.

The Meade, Meadeville, was closed for several days as the result of a fire caused by defective wiring . . . Dave Wald, Warner circuit booker, was on Filmrow checking playdates . . . Exhibitor Peter Antonoplos who has been ailing was unable to attend the Herrington golden wedding dinner . . . Morris M. Finkel, AMPTO president, and his wife will be in Atlantic City June 24-26 to attend Allied of New Jersey's 28th convention . . . Lew Lefton couldn't get the Packard he wanted, so he has a new Chrysler. With his wife, he will leave for Dallas after the June 29 wedding of their son Seymour and Clara Gordon.

Jacquelyn Wheeler, daughter of Hymen and Yetta Wheeler, was confirmed.

Mr. and Mrs. Earl G. Rees, Cameron, W. Va., exhibitors, are vacationing . . . N. A. Malanos, East Pittsburgh, is much improved in health at Atlantic City where he has been resting for three months . . . The E. M. Stuves, who have resided in Coral Gables several years, have been visiting a daughter in Ohio. The veteran retired Paramount representative is expected to make a stop on Filmrow . . . The H. H. Baldenspergers of the Utopian, Sheffield, have been vacationing in Philadelphia.

Mrs. G. K. Haddow, wife of Paramount's maintenance manager who devoted much time to the opening of the company's new exchange in Jacksonville, Fla., was a guest of the Guy Petersons at their home in Morgantown, W. Va., last week. Mrs. Peterson, wife of the local area Paramount salesman, flew to California.

The MGM girls staged a luncheon at the Fort Pitt hotel for Mrs. Dorothy Osvirk Munich, recent bride, and two brides-elect, Helen Jeskevic, who will become Mrs. Joseph Joyce, and Marion Heerman, who will be Mrs. John Moran. Rita Perri and Meercy Braff were in charge . . . Maurice "Mike" Simon, former Paramount salesman here and now city representative for the company in Buffalo, and Mrs. Richard E. Jacobson were married in Buffalo June 3.

Mr. and Mrs. William Finkel, southside exhibitors, announce the engagement of their daughter Sally Eileen to Arnold H. Miller of Charleroi . . . MGM Pep club surprised Saal Gottlieb, manager, at a birthday cake party in the exchange . . . John H. Harris will be back from Los Angeles next weekend and will leave soon thereafter for his summer home on the New Jersey coast . . . Herb Browar, son of Mark Browar, former veteran exhibitor here, and Roslyn Kramer, daughter of Abe Kramer of the Associated circuit in Cleveland, will be married June 22.

Clare Krumenacker, daughter of the Paul Krumenackers, graduated this week from the University of Pittsburgh. Her father is city representative for Warner Bros. Pictures . . . Jay Reich and his bride, the former Doris Jacobs, are honeymooning. She is the daughter of Sidney Jacobs, Warner circuit district manager for West Virginia.

Allegheny Amusement Co. has been incorporated by Robert G. Haser . . . Mrs. Mary Karolcik, 76, mother of Michael Karolcik, Perryopolis theatre owner and merchant, died last week in Perryopolis . . . With the closing of the Casino's burlesque season, the theatre continued in operation as the Funmovie, offering several single and double comedy reels. Ted Garden, registered at the William Penn, listed as owner, states that similar Funmovie theatres are successful in Boston, Washington, Baltimore and New York. Associated with Garden in the summer enterprise is Walter Gettinger.

Laff shows designed for children, were presented last Saturday morning in ten Warner circuit theatres . . . Dorothy Giovanazzi of MGM exchange is ill.

Charles, son of Abe Kalmenson, is new student booker at the PRC exchange. He is a nephew of Ben Kalmenson, Warner sales chief . . . MGM's annual picnic will be held Monday afternoon at the Lodge, South Park. The exchange closes at noon that day . . . Mrs. Art Levy, wife of the Columbia manager, and son Jules returned this week from Florida where they spent the winter.

New members of Variety Club Tent 1 include James V. O'Gara, George F. Callahan jr., Emanuel W. Palas, John Tarn Kirby IV, Charles H. Gorley jr., Barry Wood, David N. Lewis, Sanford T. Miller, Charles P. Richardson and Jimmy Spitalny . . . Bob Stahl of the Park, Munhall, attended the Shrine convention in Atlantic City.

Nathan Tepper, newcomer to exhibition, has acquired the Pastime, Herron avenue, from Sol Brown. Tepper plans extensive remodeling and renovations . . . William Anast, Millvale exhibitor, has been vacationing in New York . . . Tom Bello jr., son of the Nanty-Glo theatre man, was on the sick list with a strep throat, but his condition was improved this week.

Ray Allison jr., Altoona theatre man, returned from California wearing cowboy boots . . . Abe Rothenstein, West Aliquippa exhibitor, reports that his children again are in good health after an attack of chickenpox . . . The Hyman Goldbergs, Beaver Falls, are home after vacationing in Atlantic City.

C. C. Kellenberg, 20th-Fox sales manager here, celebrated a birthday June 5 and the following day he and his wife observed their 20th wedding anniversary. The anniversary was celebrated that evening at the Variety Club family night party which was hosted by the 20th-Fox gang.

Alton Whitney, Irwin Seating Co. sales representative, was a visitor at Atlas Theatre Supply . . . Mr. and Mrs. Perry Nathan, National Screen, will leave June 28 for a vacation in Los Angeles . . . Mrs. A. E. Andrews, widow of the late Emporium exhibitor, is hospitalized.

The Bob Leibers, Braddock and Rankin exhibitors, report it was their 4-year-old son Billie, and not daughter Trudi, who had the tonsillectomy in Montefiore hosital . . . Guido Ricci, nephew of Tony Civitaresi, owner of the Strand, Pitcairn, and who is a projectionist there, was a Filmrow visitor. Tony's apartment house there, destroyed by fire several years ago, has been rebuilt, with five stores and six apartments, and is in operation.

Fred and Mrs. Herrington, accompanied by a daughter, Mrs. A. L. Kessler, and her daughter, Arlane, left on a vacation. They will be welcomed at the Hollywood studios by production executives and stars. Stops will be made in Chicago, Denver, Colorado Springs, Salt Lake City and Los Angeles. They will take side trips to Catalina, San Diego and Mexico. Later they will go to Portland and Seattle and visit in Yellowstone National park, returning to Chicago and Pittsburgh.

Mrs. Louise Muir of the Grand, Elizabeth, was on Filmrow last week inquiring if she, "the ghost of Mrs. Muir," could book the new 20th-Fox film, "The Ghost and Mrs. Muir."

Lou Hanna hurried to Edenburg last week to grab some RKO-Pathe newsreel footage from the scene of the powder plant explosions . . . Paul Becker opened the Sky, formerly the Ohio, northside, which formerly had been operated by Sam Gould. Alexander Theatre Supply installed new equipment in the Sky . . . The new Filmrow office of the Franklin Film exchange was opened June 4. Refreshments were served by the proprietors, Lou Hanna and Franklin Anderson.

Mrs. David Fineman, wife of the city exhibitor, has been named president of the auxiliary of the new Bilu chapter, B'nai B'rith . . . Charles Bell, MGM auditor, is here on business . . . Mr. and Mrs. Jack Kalmenson will be in New York next month to attend the July 6 wedding of their niece, Diane, daughter of the Benjamin Kalmensons.

Russ and Dotty Zebra are visiting the Charles E. Warners at Bridgeport, W. Va., during this week. Russ has withdrawn from RKO film duties and has joined Westinghouse as distributor of their 16mm films . . . Ben Amdur of the Garden, northside, has returned from California. Also back from the Golden state is Harry Handel, who with Bert M. Stearn produced a picture for Screen Guild release.

The Production Code Administration approved over 248 short subjects in 1946.

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Special Parley Held By Kentucky ATO

LOUISVILLE — A special meeting of the Kentucky Ass'n of Theatre Owners called by its president, Guthrie Crowe, was held Friday (6), in the Model Theatre of the Falls City Theatre Equipment Co.

Among those in attendance were Charles R. Mitchell, Barbourville; Andy Anderson, Hartford; Willard Gabhart, Harrodsburg; J. E. Isaacs, Cumberland; Lew Hensler, Lexington; John W. Keiler jr., Paducah; Leon Pickle, Henderson; Mrs. Frances Wessel, Carrollton; James Howe, Carrollton; A. J. Sexton, Ashland; C. M. Caldwell, Cave City; Mrs. O. J. Minnix, London; C. S. Caldwell, Scottsville.

W. H. Townsend, attorney, Lexington; Beverly Jouett, attorney, Winchester; Floyd Miller, Mount Vernon; Frank Collins, Chakeres Theatres, Springfield, Ohio; Gene Lutes, Frankfort, and the following Louisville delegation; Johnson Musselman, Cliff Buechel, Fred Dolle, Dennis Long, Charlie Krebs, Eddie Huber, Charles Wentzell, Mrs. Gratia Locke and Col. Henry J. Stites.

Joe Goldberg of Popular Pictures, who happened to be in town, sat in on the meeting. In between sessions of the meeting a luncheon was held at the Pendennis club, which was arranged by Col. Henry J. Stites.

Usherette in Grand Island Is Busiest Girl in Town

From Midwest Edition

GRAND ISLAND, NEB.—An usherette at the Capitol Theatre here is probably the busiest girl in town.

She is Stella Wieczorek, pretty 17-year-old high school pupil.

Stella spends the mornings and afternoons as a senior at school. At 4 p. m. she leaves to carry papers for the Grand Island Daily Independent. From 7 to 10 p. m., she is an usherette, except on Saturdays and Sundays and holidays, when she works almost the entire day.

Stella's outside work came naturally. When her brother dropped the newspaper route, she decided she would like to take it on, and became the only girl carrier in town. She hasn't missed a day since, regardless of weather.

Because she likes to watch the screen stars, she applied to Tri-States Theatres City Manager Wally Kemp for a job. He believed she would do a good job so put her to work.

Stella is not only making good in her jobs, but also has high grades in school. In her "spare" time she likes to slip around to one of the two other Tri-State houses to see a picture she has missed.

No Canadian Television For Years, Says CBC Head

From Canadian Edition

OTTAWA — Canadians cannot expect to have television for a number of years, A. D. Dunton, chairman of the Canadian Broadcasting Corp., told the radio committee of the house of commons here.

"The great problem here is the high cost," he declared, the factors including the scattered population and the limited range of television transmitters. It was impossible for the CBC to undertake any television operations, nor was there an economical basis for sound development of television in Canada in the public interest, he said.

Dunton's report came on the heels of an announcement in Toronto by J. Arthur Rank that two of his London theatres were scheduled to start television programs next fall, although he had not completed license arrangements with the government.

LOUISVILLE

Andy Anderson of Photoplay Theatres, Hartford, appears to be full recovered from his recent operation at Lahey clinic in Boston and is ready to put his full energy into his campaign for a seat in the state house of representatives. Anderson controls the Lincoln in Hodgenville, Majestic in Beaver Dam and Kentucky in Hartford in addition to various other enterprises throughout the state.

Mrs. S. C. Tabor of the Tabor Theatre, Olive Hill, is recovering from an operation . . . James Howe of the Richland Theatre, Carrollton, is home after attending the Variety convention in Los Angeles . . . Another Variety conventioneer was S. D. Weinburg, owner of the Crescent and Shelmar theatres here.

Charles R. Mitchell of the Barbourville Amusement Co., Barbourville, attended the Kentucky ATO meeting Friday and also managed to sit in on Governor Willis' first highway safety conference the same day . . . The East Drive-In, which recently installed in-a-car speakers, is running a special trailer telling how the devices are operated, which should be a big help in prolonging the life of the speakers.

Mrs. Gratia Locke of the Savoy Amusement Co., made a flying trip to Chicago recently and while there took in the Jack Benny show . . . Kroehler push-back seats have been installed in the Airway, which Vernon Powell manages for the Airway Amusement Co. of Memphis.

Exhibitors in town last week included George Settos of the Settos Theatres, Indianapolis; D. G. Steinkanp of the French Lick Amusement Co., French Lick, Ind.; George Peyton of the Griffith, LaGrange, Ky.; Luther Knifley of the Art, Knifley, Ky., and Bob Enoch of the State and Grand, Elizabethtown, Ky. . . . Another visitor was Curt Butler of Columbia Pictures.

A special screening of "Great Expectations" was given Sunday (8) at the Memorial Auditorium in connection with the national network premiere broadcast. Complete sound and projection equipment was installed for the occasion by the Falls City Theater Equipment Co. and was removed after the single performance. "Great Expectations" was scheduled to open Thursday (12) at Loew's. In connection with the picture, Loew's is running a contest for expectant parents offering a total of $100 in cash prizes for the best letters on what "Great Expectations" he or she has for the heir-to-be.

Loew's ran two midnight horror shows featuring Dr. Silkini's "Asylum of Horrors," plus the film, "The Face of Marble." Admission was $1, and tickets were sold in advance. Loew's used a monster as street ballyhoo for the show and had a special booth set up in the lobby to handle advance ticket sales.

The Brown played two reissues last week, "100 Men and a Girl" and "Magnificent Obsession," on a double bill . . . The Mary Anderson held "The Two Mrs. Carrolls" for a second week . . . The National played "Time Out of Mind" and Loew's had "The Yearling."

The National had a special screening of "Welcome Stranger," which was well received . . . "The Jolson Story" is making the rounds of the neighborhoods and is playing extended dates in many situations . . . The federal tax on amusement admissions in Kentucky during April amounted to $257,341.

Popular Pictures of Cincinnati has made arrangements to show "Meet John Doe" at Eastern Kentucky State Teachers college in Richmond.



DISCUSS PRODUCT — Albert Dezel seated), Dezel Productions, is shown here going over the lineup of new product with Sam Weiss (left) Cleveland Film Classics branch manager, and Robert Snyder, his assistant and New York representative for Albert Dezel Road Show Attractions.

Picture Based on Fishing Suggested by Author

From Southeast Edition

MIAMI—"Cinemoguls" were invited to take as a hint the recent piece, "The Private Lives of Crunch and Des," written by author Philip Wylie for the Miami Daily News' Sunday magazine. Wylie who has sold about 50 fishing stories to the Saturday Evening Post says:

"Often in my early deep-sea years, I suggested to magazine editors that they let me write about salt water fishing. I pointed out that fishing, not baseball, is the true American sport—for 20,000,000 of us take out fishing licenses every year and perhaps as many more go fishing without official sanction. I argued that the pond and river anglers would like to hear about the giant catches of their sea-going colleagues. I tried to describe the glamor and excitement of the Gulf stream. It was in vain—not one editor whom I approached was a fisherman.

"Likewise there has never been a Crunch and Des film, doubtless because Hollywood, like the magazines, does not know about the angling zeal of 30 or 40 million Americans."

SRO Moves Its Offices; Markey to Booker Post

PITTSBURGH—Selznick Releasing Organization, managed here by Joseph Kaliski, moved this week from the second to the sixth floor of the Clark building on Liberty avenue.

Art Markey has assumed duties as SRO office manager and booker. He came here from New York where he had been connected with the office of Howard Dietz, MGM executive. Kaliski's secretary is Lennie Caplan, the former Lenore Goldstein, who had been secretary to the Paramount booker here.

SRO's initial release is "Duel in the Sun," which goes into Loew's Penn at $1.25 top.

'Dragnet' Is New Tag

"Dragnet" has been selected by Screen Guild as the new tag for "Dark Bullet."

Miss Shively Due to Take a Bow For Success of Beauty Pageant

CLEARFIELD, PA.—Staging a beauty contest is no picnic, especially in a small town, but the Miss America Pageant presented at the Ritz here was a marked success, and Miss M. E. Shively of the Midstate Theatres, Inc., may take a bow.



MISS M. E. SHIVELY

The event which crowned Doris Bloom of Curwensville Miss Clearfield County, and Jo Ann Bratton of Irvona Miss Moshannon Valley, was the area's first such pageant and was sponsored by the Clearfield American Legion band and the theatre circuit operated by the veteran exhibitor, Howard J. Thompson. Proceeds will be used to purchase new band uniforms and instruments and the theatre's share will go to a local charity.

Miss Shively, well known in the Pittsburgh film area for a number of years in connection with general executive duties for Mid-State Theatres, stressed the scholarships involved in urging Clearfield county girls to enter the contest. This was a major appeal to girls, Miss Shively was pleased to discover, and she received excellent cooperation from the contestants and from local merchants in tieups. The Daily Progress exploited the pageant and contest events on the front page.

Handled sincerely and in perfect taste, there was not one word of criticism, as frequently happens in small towns. The whole town was very complimentary regarding the pageant. Larry Woodin, Wellsboro exhibitor, who holds a franchise in Pennsylvania for official Miss America contests, was master of ceremonies. Appearing on the Ritz stage was Joyce Thomas, who was selected Miss Bradford County in a recent contest. The Pennsylvania finals will be staged at Harrisburg August 20, 21.

Promotional Wave Sweeps Fox Pittsburgh Office

PITTSBURGH—A number of promotions have been made at the 20th-Fox branch exchange following the appointment of Charles Kosco, veteran salesman, to the post of Buffalo branch manager.

George Ball, city salesman, has been named main line representative succeeding Kosco, and Jack Ellstrom, booker, has been named to the city sales post. Joe Vandergrift, manager of the accessory department, has been promoted to the booking department, and Marie Eckerman, clerk, has been assigned to the general office.

Asks Drive-In Permit

YOUNGSTOWN, OHIO.—The city zoning commission is studying the request of August DiPiere for permission to construct a drive-in on McCartney road.

Joins 'Badmen' Cast

Walter Baldwin has joined the cast of RKO's "Return of the Badmen."

There are 325 correspondents and staff photographers on duty in Hollywood as of January 1, 1947.

Screen Guild Session Is Held in Detroit

DETROIT—Screen Guild's mideastern convention, following the national confab in Los Angeles, was held here Thursday (12) drawing the sales staffs of the Detroit, Cincinnati, Cleveland, Indianapolis, Buffalo and Pittsburgh offices.

Highlight of the convention was the discussion of sales plans for Block 3 releases. Major executives scheduled to attend were to be the general sales manager, Francis Bateman, and Robert Lippert, vice-president in charge of distribution, who were flying to New York for a short visit from the west coast, and returning here.

Coincident with the regional meeting, the newest SG release, "Shoot to Kill," was booked for a premiere at the Palms-State, United Detroit's first run showcase.

Albert Dezel of Dezel Productions, just returned to Detroit from the west coast, was host to the entire gathering at his central offices in Detroit. Dezel made a flying visit to Cleveland and Cincinnati territories just prior to the meeting here.

Russ Zebra at Westinghouse

PITTSBURGH—Russ Zebra, who resigned sales duties with RKO, has joined the Westinghouse Electric & Manufacturing Co.'s sales promotion division as distributor of company 16mm films for exhibition in schools and industrial plants. After June 16 his office will be in the Peoples National Bank Bldg. His wife "Dotty," formerly of Filmrow, who has been connected with Westinghouse's film division for a year and a half, is resigning there next month.

If It's Good Promotion . . .

some one will report it in . . . BOXOFFICE

Fresh from the scenes of the activities each week come constant reports of merchandising of films. Most of these are ideas you can use for your own promotion. All of them are interesting and most of them are profitable in other similar circumstances. Make full use of these practical ideas by practical showmen, many of whom you may know.

Motion pictures lend themselves ideally to good advertising. The public interest is high. Capitalize on the interest that already exists and increase your attendance with proved ideas.

Drive-In Will Offer Section of Seats

GROVE CITY, PA.—The newly opened Larkfield drive-in near here, named for the Larkfield farm, will have accommodations for 25 "seated" patrons in addition to a 400-car capacity. The seating plan was completed this week and the section will be installed at once, and another section or two may be added later, depending upon demand.

The Larkfield's equipment was furnished by National Theatre Supply. Frank Gilfilen, former manager of the Kayton, now the Lee, Grove City, is managing, and the proprietor is Chester DeMarsh, son of William DeMarsh, Grove City auto accessory distributor.

Soap Box Derby Tied In With 'Copacabana' Run

CLEVELAND—In the interim prior to the arrival of Ted Barker to succeed Ed Fisher as Loew's publicity director, E. C. Pearson, United Artist exploiteer, planted a whopping campaign for "Copacabana," soon to open at Loew's State. Tying in with the Soap Box derby, Pearson arranged with Groucho Marx to present a special prize to the Cleveland winner.

He arranged with the Higbee Co., one of the leading department stores, for a Copagirl contest and also for window displays in connection with the advertised Arrow bra. The Higbee jewelry counter is also displaying "Copacabana" stills.

Howard Goldin Operating Sex-Angle Films at Folly

From Midwest Edition

KANSAS CITY—Howard Goldin, old-time showman in this area, is running a summer program of films at the Folly Theatre, normally a burlesque house during the winter months. Policy will be off-brand films with a sex angle, one or two changes a week. Prices for the double bills is 60 cents, no children admitted.

This summer policy marks the first time that films have made up the entire warm-months program.

TOLEDO

Milton Tarloff, who went to the west coast for the Variety convention as a delegate from the Toledo tent, remained in Los Angles to see the home show there. He is the promoter of the Toledo sports and home show every spring.

Toledo will have a series of outdoor musical operettas in the Walbridge Park Zoo amphitheater after all, with Fontaine Productions of New York planning to show "Naughty Marietta," "Blossom Time" and "Vagabond King" in the shell, beginning July 9. Performances will be given Wednesday through Saturday each week, with a Sunday night show if weather cancels any earlier performance.

Bob Hope and his troupe earned $15,000 for the St. Vincent's hospital building fund by their benefit show at Swayne Field. Several Toledo theatre managers helped make the affair a big success. Mitch Woodbury, theatre editor of the Blade, was chairman for the event. Hope played opposition to himself when he appeared here, "My Favorite Brunette" being on view that night in both the Westwood and Eastwood.

Many Film Industry Folk Attend Opening of Roxy at Ford City





Pictured here are some of the industry people who attended the opening of the Roxy Theater in Ford City, Pa. Top photo, left to right, front, Alfred Rich, Bob Klingensmith, Bart Dattola, Franklin Anderson, Dominick Serrao, Dave Silverman, Martin Terner, Max Shulgold, Anthony H. Simboli and William G. Serrao; back row, Lou Hanna, Lou Auerbach, Allen Terner and Sam Finberg.

The Serrao family, operators of theatres in Ford City, Arnold and New Kensington, are shown in the second group. They are, seated, Mrs. F. A. Viggiano, Mr. and Mrs. Dominick Serrao, and standing, Dr. F. A. Viggiano, Mr. and Mrs. William G. Serrao, A. Fred Serrao, Mr. and Mrs. Rox Serrao, Bertha Smail, Mrs. A. Fred Serrao, R. H. McMaster and L. C. Gregory.

The small photo shows the ribbon-cutting ceremony which opened the theatre. The children are Billy, son of the William G. Serraos, and Merlene Susan, daughter of the Rox Serraos.



Tribute to Frank Rogers

From Southeast Edition

JACKSONVILLE, FLA.—Throughout the far-flung Florida State Theatres circuit there is being conducted the Frank Rogers Spring Festival celebration.

The celebration serves two purposes: to pay tribute to the head of the circuit, Frank Rogers, who in 1947 is celebrating his 40th year in show business, and to "get managers back into the habit of selling their attractions."

Frank Rogers' long tenure in show business is a Horatio Alger story of a boy who rose to the top despite all obstacles. Come good times or bad, Rogers stuck to a single purpose.

Lawrence J. Tidrick Joins Visual Communications

CLEVELAND—Dr. Lawrence J. Tidrick, former educational director for RCA in the Cleveland district, has joined Visual Communications, Inc., as sales manager. His personnel consists of John Urbansky, covering the Akron, Canton and Massilon territory; Harry Henderson, covering Lorain and its environs, and Robert Huber, in charge of the Ashland, Mansfield and Wooster sales.

Visual Communications distributes RCA 16mm sound projectors, and 16mm film, in entertainment and educational fields.

Former Actor Shifts To Theatre Booking

SPRINGFIELD—From leading roles in Broadway stage plays, William M. Garner



WILLIAM M. GARNER

Garner made his debut on the legitimate theatre stage at 15, when he played a role with the St. Louis Municipal opera in the famous Forest park outdoor amphitheatre. Prior to his service in has turned to the business end of motion pictures. He becomes assistant booker for Chakeres Theatres, inc., which has 33 theatres in Ohio and Kentucky.

World War II, he played leading roles in su' stage hits as "Nina Rose," "Band Wagon," "The Great Waltz," "St. Helena," "Winterset," "High Tor," and "The Star Wagon."

In 1941 he went into the army as a private and four years later retired as a major. Wounded five times in Pacific fighting, he was sent to Nicholas General hospital, Louisville, for treatment and recuperation. Then Garner returned to the stage for benefit of those in service. He took the show "Junior Miss" to Europe, landing in Naples on VJ-Day, and toured military camps in Italy, France and Germany.

Upon his return to this country, he and Mrs. Garner took the same show to the Pacific, where they played before military audiences in Japan, Korea, the Philippines and Okinawa. They returned to the States in March. Mrs. Garner is a star in her own right. She was one of the trio of skating stars known as the Three Hollywood Blondes. who toured Europe and parts of the United States. Now they are settling in Springfield to rear a family.

Opening at McKee

McKEE, KY.—Bud Hughes opened his new McKee Theatre here with a double feature program.

Role for 16-Year-Old

Steven Brown, 16-year-old newcomer, has been ticketed by RKO for a role in "I Remember Mama."



SPRINGFIELD

Mike Chakeres, city manager of the Chakeres Warner Theatres, has a healthy coat of tan to show for his three-week honeymoon trip to Miami Beach.

The children's photo contest at the Majestic, just concluded, gave a big boost to the boxoffice, according to Woodrow Owens, manager. The contest ran for four weeks and three days, with theatre patrons voting on photos of children posted in the lobby. Each photo was numbered and the votes were by number instead of names. Merchants contributed the prizes.

A meeting of all Ohio managers of Chakeres Theatres was held in Hotel Shawnee June 4 with 35 in attendance. Frank Collins, general manager for Chakeres in Ohio and Kentucky, conducted a general meeting of all managers in the morning and individual meetings with managers in the afternoon. Policies for summer months were discussed and campaigns planned on several pictures.

Collins was in Louisville June 5, 6 attending the KATO meeting. After the session he visited managers of Chakeres houses in Shelbyville, Frankfort and Williamstown. Next week Mr. and Mrs. Collins and their two sons plan to leave for a vacation of several weeks in northern Wisconsin.

Chakeres is letting bids for construction of the Celina Theatre at Celina, Ohio. It will seat 1,000. Opening of the 1,200-seat Chakeres Theatre, now under construction at Fairfield, Ohio, is planned for fall.

Ed Paul, manager of the Logan in Logan, Ohio, is leaving on a vacation trip to California. During his absence John Edwards of the Lyric, Urbana, will assist in management of the Logan . . . Douglas Campbell, associated with Chakeres Theatres more than six years, has resigned to become advertising director of WJEL, new Springfield radio station. He has been managing the Murphy in Wilmington and previously was manager of the Gloria in Urbana. Joe Murphy, formerly in charge of repairs and maintenance for Chakeres, is taking over as manager of the Murphy.

Jack Frazee, manager of the Gloria in Urbana, is back from a two-week vacation in New England. His brother Grant, manager of the State in Greenville, Ohio, is back from a vacation in Miami Beach, where he was guest of Mr. and Mrs. Phil Chakeres at their winter home . . . Jim Hibbert, manager of the Xenia in Xenia, Ohio, is leaving next week on his vacation.

Jane Bauer, daughter of Mr. and Mrs. George H. Bauer, will be married June 20 in the Little Church Around the Corner, New York City, to Alfred C. Hall, state editor of the Springfield Sun. Miss Bauer, also employed by the Sun, formerly was a Chakeres employe. Her father is in charge of repairs and maintenance for Chakeres. The parents will be in New York for the ceremony.

James Stathises Acquire Cooperstown House

COOPERSVILLE, MICH.—The Century Theatre has been taken over by Mr. and Mrs. James Stathis, who also operate the Century soda bar and bowling alleys. They have changed the policy to include two shows Tuesday, Wednesday and Thursday nights instead of one.

New Boston's Lyric Closes

NEW BOSTON, OHIO.—The Lyric Theatre here has closed for remodeling.

Bergman, Crosby Highest In Springfield Popularity

SPRINGFIELD, OHIO—Bing Crosby and Ingrid Bergman are the top male and female attractions of moviegoers in Springfield, according to a citywide cross-section poll conducted by the Daily News. The poll also revealed Spencer Tracy and Bette Davis as next in favor.

More than three out of every ten persons questioned said they attended the theatre once a week or more. Less than one in ten never attended. Seven out of ten persons turned thumbs down on double features, women opposing them as strongly as men.

Veteran actors more than held their own against the newcomers to the screen. The ten top actors named in order of their popularity are: Bing Crosby, Spencer Tracy, Bob Hope, Walter Pidgeon, Gregory Peck, James Stewart, Gary Cooper, Van Johnson, Dana Andrews and Ray Milland.

The ten top actresses, named in order, are Ingrid Bergman, Bette Davis, Greer Garson, Claudette Colbert, Olivia de Havilland, Katharine Hepburn, Barbara Stanwyck, Helen Hayes, Joan Bennett and Shirley Temple.

Dinner Party Is Given For City's Best 'Mom'

From Southeast Edition

ST. PETERSBURG—Florida State Theatres sponsored a dinner party for the best "mom" in St. Petersburg. The party was for the entire family, followed by a show at any of the Florida theatres, the Florida, Plaza, Pheil, Cameo or Roxy.

Selection of the best mom was made from an assortment of letters, under 50 words, submitted by boys and girls of the city. Thousands of entries were received and the winner was one written, or rather printed in crooked letters, by a 7-year-old girl. The youngster gave ten reasons why her "mom" was the best: "She keeps us clean; teaches us our manners; is a good cook; takes time to play with us; spanks us when we need it; takes us to church and Sunday school every Sunday; teaches us not to be naughty to others and say naughty words, and she loves us all."

Air Conditioning Installed

FALMOUTH, KY.—Air conditioning has been installed at the Pastime by Max Goldberg, owner of the two local houses.



HEARTS ATOP MARQUEE — Larry Levy, manager of the Colonial in Reading, Pa., had colorful heart cutouts atop the marquee for his "Sweetheart week" showing of the reissue, "The Great Waltz."

Embassy Corp. Gives Dinner for Admiral

BOSTON—Embassy Pictures Corp. gave a dinner in honor of Adm. Richard E. Byrd at the Boston Art club Tuesday preceding the world premiere of "Discovery," new film about Byrd's explorations. The premiere was held at the Center Theatre. David E. Levine, president of Embassy Pictures, was host.

The premiere was a special benefit for the Massachusetts General Hospital Nurses Alumnae Sick Relief Ass'n. The film was to open at the Bushnell Memorial in Hartford June 14, at the Capitol Theatre in Lynn June 18 and at the Plymouth, Worcester, June 19.

Billboard Ad Bill Killed; Advertisers Cooperate

CONCORD, N. H.—Gratified by the defeat of the house bill which would have restricted roadside advertising in this state, the advertisers have adopted a voluntary plan for improving conditions.

Under the voluntary plan, which would be in effect for two years, a committee consisting of Rep. Charles V. Kimball, sponsor of the bill, and heads of several interested organizations, would coordinate its efforts with the state highway department in carrying out a five-point program providing for removal of objectionable or illegal signs, or those that might conflict with public interest in historic shrines or scenic beauty; for periodic inspections, etc.

An effort to put through a motion for indefinite postponement, which would have killed a bill to clean up amusements along the midways of New Hampshire's country fairs, failed when less than the required two-thirds majority voted for the move and the measure was held over for further action.

Rabinowitz Takes Over Ownership of Kameo

PITTSFIELD, MASS.—James J. Rabinowitz has taken over individual ownership of the Kameo Theatre, following the dissolution of the Allen Enterprises Corp., which, since April 1946, owned the theatre and of which Rabinowitz was president. The new owner has signed a ten-year lease on the building space and equipment with Peter Cimini, owner. Cimini's son Eugene was treasurer of the old corporation.

Rabinowitz, who heads a corporation operating the Keith Theatre in Brockton and another operating the Framingham, Bowladrom, has plans for recarpeting and reseating the theatre and changing the marquee.

A native of Marlboro, Rabinowitz formerly operated the Modern Theatre in that city, was district manager of a group of E. M. Loew theatres, and managed a theatre chain in Rhode Island.

Raymond Porter Cleared In Burglary of Theatre

GREENFIELD, MASS.—Raymond Porter has been found not guilty of the $400 burglary of the Lawler Theatre a year ago. The jury was out five hours.

Porter, now of Brattleboro, had been employed at the theatre and lived in Greenfield at the time of the robbery. It was his second trial. Last fall a jury was unable to agree.

Prosecution evidence showed that Porter knew the combination of the theatre safe, which was opened by the burglar, and that subsequently he spent considerable sums of money.

Porter explained the spending by saying that he found $320 on a train.

Connecticut Is Jubilant As Harmful Bills Die



AT COLUMBIA MEETING—The above trio was among those attending Columbia's sales meeting held in Chicago June 3-6. Left to right: Thomas O'Brien, Boston manager; Harry Rogovin, New England division manager; and Tim O'Toole, New Haven, manager.

HARTFORD—Connecticut showmen are jubilant, for, with the adjournment of the state legislature late June 3 a number of measures inimical to the industry failed of passage.

Summing up the legislative session, Herman M. Levy, executive secretary of the Connecticut MPTO, gave this outline:

No admissions tax was enacted; a sales tax became a reality but does not include admissions or a levy on film rentals.

A proposed bill for state censorship died, as did a measure for state aid to towns for motion pictures in schools.

A law was repealed which prohibited corporations from deducting rentals paid in arriving at new income for taxing by the state. This results in a substantial savings for theatremen and also removes a film rental tax potential.

Also repealed was a law prohibiting employment of women after 10 p. m. and extending the time limit to 1 a. m. and until 6 a. m. under certain conditions.

JUVENILE BILL PASSES

A bill sponsored by the state MPTO liberalizing admission of children to theatres was passed. This measure provides it is no longer necessary for children under 14 to be accompanied by an adult up to 6 p. m.; thereafter the law remains the same except that the girls' age was lowered to 14 to conform with that of the boys.

In his bulletin to members Levy said one of the major victories was the exclusion from the sales tax bill, effective July 1, of theatre admissions for four years thereafter through an amendment deleting a provision calling for a tax on property "leased" or "rented."

However, Levy pointed out, candy, popcorn and any items sold in theatres are subject to the tax if the amount of the sale is over 12 cents. The schedule provides a one cent tax on sale of 13 to 35 cents; two cents on 36 to 70 cents; and three cents on 71 cents to $1.12. Permits to carry on retail sales must be obtained from the tax commissioner's office at $1.

CENSORSHIP BILL WITHDRAWN

The industry was successful in having the proposed state censorship board bill withdrawn by the sponsor.

The use tax passed calls for a tax of 3 per cent on the "storage, use or other consumption in Connecticut of tangible personal property" purchased from any retailer, in or out of the state. This would include purchases of equipment to be used in exhibitors' theatres.

The general corporation tax was increased in this session from 2 per cent to 3 per cent.

Passing of the bill to permit children under 14 to attend picture theatres before 6 p. m. unaccompanied by an adult, is also considered a great victory of the session for the industry.

Levy further points out that all "featherbedding" bills, such as those requiring licensed boiler operators and licensed elevator construction, maintenance and repairmen, were not enacted. Similarly, the bill granting state aid to municipalities for the purpose of purchasing motion picture equipment, films, etc., was not enacted, nor was the proposal to require theatres to purchase a certain type of fluorescent exit sign. The bill proposing an annual $100 tax on candy vending machines, and that proposing granting local option to permit dancing after 6 p. m. Sundays also failed.

Support Indicated For Tax on Tickets

BOSTON—Strong support for a 5 per cent amusement tax was indicated as members of the taxation committee went into closed session to prepare its final recommendations for the state legislature.

An amusement tax would yield about $6,000,000 annually.

The committee was to decide by midweek (11) on the type of revenue-raising measures it recommends.

As the committee went into session indications were that the proposals receiving preference included the governor's plan to raise the corporate income tax, a levy of five cents a gallon on soft drinks and the amusement tax.

Other proposed levies include a 2 per cent sales tax, an increase of the two-cent gasoline tax, increases on horse and dog racing fees and hikes in liquor and beer licenses.

The Massachusetts Coordinating committee, headed by Frank Lydon, is working out a strong campaign to fight the admissions tax if decided on. Ray Feeley, business manager of Independent Exhibitors, Inc.; Joe Brennan of Allied Theatres, Edward Cuddy of M&P Theatres, and Nathan Yamins and Leonard Goldberg, have been chosen to oppose any such plan when brought up at public hearing.

H. C. Newcomb Is Dead

WILLIMANTIC, CONN.—Henry Clay Newcomb, 69, well known in the radio and theatrical world as Abner Keene, father of Hank Keene, with whose entertainment ventures he had been associated, died last week at the Windham Community Memorial hospital here.

Hamilton Hospitalized

HARTFORD—Bob Hamilton, manager of the Gem, Willimantic, has been a patient at the Backus hospital in Norwich.

BOSTON

The recently inaugurated helicopter service from the roof of the Motor Mart Bldg. at the edge of Filmrow to the Boston airport has met with complaints from the Park Square sector because of the terrific noise resulting from the plane. Discontinuance of the first "air-cab" service in the country was asked at a hearing before the Massachusetts aeronautics commission. The manager of the Statler Bldg. said that he had received 30 to 40 complaints, three notices of cancellations and warning from other tenants that they would not renew their leases because of the noise.

Walter E. Mitchell of the Morse, Franklin, chairman of the board of Independent Exhibitors, is serving jury duty of six weeks at Dedham court, Norfolk county. He has been assigned to the civil session . . . John Dervin, branch manager of UA, is planning short motor trips to see exhibitors in this territory on coming UA releases . . . A baby daughter, Jo-Ann Kumins, was born June 2 to Mr. and Mrs. William Kumins at the Allerton hospital, Brookline. There is one son, Barry, aged 2 in the family. The father is western Massachusetts and Vermont salesman for Warners.

Dominic Turturro of the Elms, Millbury, has turned over the theatre for a benefit performance June 10 for the St. John's Episcopal church in Millbury. The church committee handled the advance sales of tickets for a complete sellout. The picture was "The Late George Apley."

Dan Murphy of the Loring Hall, Hingham, vice-president of Independent Exhibitors, dropped into the offices of the organization and disclosed that he has decided against turning his theatre over to stock for the summer season. "Too many headaches," said Murphy. "I'm going along with my regular film policy."

Al Swerdlove, manager of Screen Guild, went to New York for a special sales meeting June 14-15. Attending with him were his salesmen, Sig Horowitz, Bill Trayers and Hymie Levine of New Haven.

In connection with the opening of "Odd Man Out" at the Keith-Boston Tuesday (12) publicist Bill Schulman of U-I arranged for a screening of the film for Superintendent of Police Thomas F. Sullivan and a Boston police officer, Peter Fury, a former member of the Irish constabulary. After the show a telephone call from Officer Fury to his 87-year-old mother and an uncle in Ireland was put through. The stunt was publicized by the press.

George Kraska, manager of the Kenmore, where the Italian opera film, "The Barber of Seville," opened to capacity and turnaway business in its first week, maintains that one of the reasons for the success of the film is the unusual advance campaign. Flyers were distributed in the mails to a list of 10,000 music lovers in greater Boston from the records of a private opera and symphony listing. Large ads were placed in the local Italian papers which brought out the opera devotees from that sector. Kraska expects the picture to stay for a long engagement.

Applications for membership into Independent Exhibitors, Inc., have been received from Marie Bruno of the Empire, Manchester, N. H., and Maurice L. London, Gem, East Boston. They will be voted on at the next meeting . . . Independent Exhibitors, incidentally, is conducting a poll for reaction and comments regarding Ascap's proposed increase on royalties. The results will be sent to Washington to Amram Myers, National Allied chairman, who will coordinate similar polls made by other Allied units for presentation to Ascap . . . Lester W. Ross of Manco Service Supply Co. recently acquired distributorship for Airkem, a new air freshener.

Henry Schwartzberg, district manager for M&P Theatres, was installed as president of the Temple Sinai Brotherhood, Brookline, at a meeting Wednesday night.

"CORSAGE"
POST-WAR
PATTERN



IMMEDIATE DELIVERY
from
CAMEO SCREEN ATTRACTIONS, INC.
50 Melrose St. Boston, Mass.
Samuel J. Davidson, Pres.



Brother, you can Shout that again!
WAHOO
America's Finest Screen Game
HOLLYWOOD AMUSEMENT CO., 831 S. WABASH AVE., CHICAGO

New Product Boosts Grosses in Boston

BOSTON—New product helped to boost slackening trend with a record broken at the Kenmore in uptown Boston. "The Barber of Seville," playing the second first run in the history of the house, had capacity audiences each evening and the picture may stay for a month or two. In downtown Boston "High Barbaree" was well received at Loew's State and Orpheum, as was "Ramrod," playing first run at the Paramount and the Fenway. "Calcutta" opened to fine business at the Metropolitan. "The Egg and I" stood up well in its second week and will be held for a third. "The Best Years of Our Lives" was still doing well at the Boston, in its second week at lower prices after a 20-week roadshow engagement at the Esquire.

(Average is 100)

Boston—**The Best Years of Our Lives** (RKO), 2nd wk. 125
Exeter Street—**Stairway to Heaven** (U-I), 2nd wk., 2nd run 125
Majestic—**Johnny O'Clock** (Col); **Over the Santa Fe Trail** (Col), 2nd wk. 110
Memorial—**The Egg and I** (U-I), 2nd wk. 140
Metropolitan—**Calcutta** (Para); **A Likely Story** (RKO) 140
Paramount and Fenway—**Ramrod** (UA); **The Big Fix** (PRC) 140
State and Orpheum—**High Barbaree** (MGM); **My Brother Talks to Horses** (MGM) 140
Kenmore—**The Barber of Seville** (Excelsior) 270

State Theatre in Hartford Shifts to All-Film Policy

HARTFORD—There were four holdovers downtown. "Calcutta," "Framed," "The Yearling" and "The Two Mrs. Carrolls" stayed for two weeks each.

The State, downtown vaudefilm house, has gone into an exclusive motion picture policy temporarily, according to Managing Director Ted Harris. The house usually features big name stage shows in addition to films. First twin bill under the new temporary policy was "It Happened on Fifth Avenue" and "High Conquest." "It's a Joke, Son" and "Her Sister's Secret" were booked for seven days starting June 13.

Allyn—**Calcutta** (Para); **Big Town** (Para), 2nd wk. 125
E. M. Loew's—**Framed** (Col); **Blondie's Holiday** (Col), 2nd wk. 160
Loew's Poli—**High Barbaree** (MGM); **My Brother Talks to Horses** (MGM) 150
Palace—**The Yearling** (MGM), 2nd wk. 130
Regal—**Song of Scheherazade** (U-I) 110
Strand—**The Two Mrs. Carrolls** (WB), 2nd wk. 175

'Carrolls' Garners Best Gross, Is Held Over in New Haven

NEW HAVEN—"The Two Mrs. Carrolls" at the Roger Sherman worked up the best over-average margin of the first runs and stayed over for a second week. "The Yearling" moves for a second week from the Loew-Poli to the College. Fourth week of "The Best Years of Our Lives" held up as expected at the Shubert.

Bijou—**When the Daltons Rode** (U-I); **Destry Rides Again** (U-I), reissues 75
College—**The Egg and I** (U-I), 2nd d. t. wk. 85
Loew's Poli—**The Yearling** (MGM) 90
Paramount—**Calcutta** (Para); **Big Town** (Para) 100
Roger Sherman—**The Two Mrs. Carrolls** (WB); **Hard-Boiled Mahoney** (Mono) 108

Levy Plans Western Trip

HARTFORD—Herman M. Levy, general counsel for MPTOA and executive secretary of the Connecticut MPTO, says he is planning a trip to California this fall, probably in October, to attend a national convention of the National Ass'n of Wholesale Frozen Food Distributors, of which he is executive secretary. Levy acted as toastmaster at last week's banquet of the Connecticut Ass'n of Public Accountants.

Prop Man Terry Marks 45th Year in Business

HARTFORD—Jack Terry, 67, property man at the Bushnell Memorial here, is observing his 45th year in show business. He is a member of IATSE Local 84.

Terry says his years in the business have been a great experience, but adds that show business in 1947 isn't like the good old days.

Terry has been on the Bushnell staff since the theatre opened back in 1930. Two brothers, Tim and Bill, started out in the business in 1902 at the same time he did. Tim was a doorman at the Poli Theatre. Today he's working for a Bond clothes store out in Detroit. The other brother, Bill, now dead, was a Poli propman.

Terry's wife works for a local insurance firm. The couple has a summer home at Old Saybrook, Conn.

WORCESTER

Richard Engvall of the Capitol is on a leave for the summer . . . Robert Webber joined the Playhouse . . . The Garbose brothers, who recently put through a lease of the Capitol in Athol, have installed a new emergency lighting system and plan many renovations.

Elmer R. Daniels, former manager of the Capitol here, likes Miami so well after spending the winter there that he plans to remain until August . . . Billy De Wolfe, motion picture comedian, was in town a few days visiting his brother, Robert Jones.

John Conte, Palmer native and former network announcer, has been set for a featured role in the forthcoming Rogers and Hammerstein stage musical, "Allegro" . . . Charles Tobias, who has written many hit songs for films, was in town for the centennial of the Oxford Street school, where he used to study.

Allan Dalzell, who was on the road last winter as press agent for "Life With Father" and "The Ice Man Cometh," has joined the Playhouse in the publicity department . . . Charlie Spivak, the orchestra leader, was in town . . . Leo Lajoie, manager of the Capitol, has been suffering from a painful infection of the thumb, caused when he cut the member while preparing his window screens.

Harold Maloney, manager of Loew's Poli, is pleased with the fine new macadam road that has been laid throughout Franklin Square, on which the theatre fronts . . . The Royal, managed by Lawson Daniels, has been undergoing redecoration . . . When Miriam Hopkins guest-stars in Fitchburg in July, the play will be "There's Always Juliet."

When Loew's Poli played "Johnny O'Clock," Manager Harold Maloney got a story into the dailies on Thomas Gomez when he was a member of Walter Hampden's touring company that played this city . . . Helen Marcy of Shrewsbury will be with the Newport, R. I., Casino this summer.

Robert Daggett announces his acting company at the Red Barn in Westboro will be the largest this summer that the theatre ever has had. William Corrigan returns as director. The house set its opening for June 17 . . . Manager Bob Portle of the Elm Street reports a holdover on "The Yearling."

A double committal service was held in Penacook, N. H., for George M. Beede, former owner of the Strand in Westboro, and his wife, both of whom died as a result of an automobile accident in Middleboro.

HARTFORD

Tommy Grace, manager of the Eastwood Theatre in East Hartford, is quite a showman. The other night an irate male patron, disgusted over a grade B picture, demanded his money back from Grace. After Tommy got through talking to the patron about theatre services, telling him "we don't make the pictures, we only show 'em," etc., the patron said he wouldn't take his money back, and would be a regular patron henceforth.

Pearl Needles, daughter of Henry L. Needles, district manager for Warner Theatres, was married June 8 at the Hotel Bond here to Morris Tonken, a Hartford lawyer.

Johnnie D'Amato, manager of the Palace Theatre in New Britain, drove down to Sound View on a recent day off . . . The Bushnell Memorial staff held its annual party at the Heublein hotel last week. Dan Levine was toastmaster. William H. Mortensen, managing director, spoke briefly.

Bob "Spike" Repass, son of the late manager of the Crown Theatre here, is now playing ball with the Hartford Chiefs in the Eastern baseball league. Repass until recently was with the Baltimore Orioles . . . Joe Miklos, manager of the Warner Embassy in New Britain, got radio breaks on a "man in the street" broadcast for "Smash-Up."

Early June bookings of SRO's "Duel in the Sun," outside Hartford, included the Webb Playhouse, Wethersfield; Plaza, Windsor; Strand, Winsted, and State, Torrington. The film recently played two weeks at downtown Loew's houses here.

New Britain visitors: Mike Nuzzola, 20th-Fox; Earl Wright, UA . . . The Strand, Plainville, has started a new dish giveaway. The same house has cut out matinees on Tuesday, Wednesday, Thursday and Friday.

John Dubicki, Palace assistant manager, resigned . . . Joe Kiklos got radio breaks with "Smash-Up," at the Warner Embassy . . . Tom Duane and Frank Lydon of Vanguard Pictures were in New Britain.

Lou Cohen, manager of Loew's Poli, and Mrs. Cohen are back in town following a vacation at Virginia Beach, Va. Fred R. Greenway, manager of Loew's Poli Palace, supervised both houses during Cohen's absence from the city.

Freddie Matthews of the Warner Embassy in New Britain has been re-elected business agent of IATSE Local 301. Newly elected officers are: Joe Kneeland, president; Dan Grenier, vice-president; Felix Stepanik, secretary, and Howard Richardson, recording secretary. Kneeland, Grenier, Matthews and Stepanik are on the executive board.

A luncheon in honor of Dorothy Ford, six-foot-four-inch star of "Love Laughs at Andy Hardy," was held at the Villanova-Empire restaurant last week, with Manager Lou Cohen of Loew's Poli acting as host to local press and radio representatives. The occasion was UA's "A Miracle Can Happen."

Nathan O. Friedman, former Hartford lawyer, has been appointed attorney and manager for Abbott and Costello.

Tom Grogan, veteran of theatres for more than 20 years, is now managing a hardware store in Thompsonville, Conn. The last theatre spot Tom managed was the Perakos Strand in Thompsonville . . . Jim McCarthy, manager of the Warner Strand, plans to vacation the latter part of July . . . Denny Rich, manager of the Warner Cameo, Bristol, is a grandfather for the first time.

Fred Greenway of the Palace Theatre here had a pretty girl pull a toy fawn borrowed from a department store through downtown streets as a plug for "The Yearling." The fawn was mounted on wheels.

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New England Representative

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NEW HAVEN

Even the air is washed now at the 714-seat Strand, Hamden. Lou Phillips put in the latest model air conditioning unit for Adolph and Howie Johnson . . . At the almost-completed drive-in near Newington, to be operated by E. M. Loew's, progress seems to have been stymied by the material shortage . . . At the Metro office the staff is defying the weather with its new air conditioning unit.

The Poli and Strand theatres, Waterbury, and Palace, Hartford, will be recarpeted for summer . . . Gold-colored damask for the walls is a new addition at the New Haven Poli . . . New walnut display front was installed this week at the Poli, Worcester . . . Modern's remodeled offices will be ready in a few weeks.

Temporary leisure class: Edgar Lynch of the Roger Sherman leaves on the 20th for a trip to Baltimore, the Great Smokies, New Orleans, and points west to the coast, with a return trip via Sun Valley, Yellowstone and other high spots . . . Norman Levenson of the College is taking a look at Canada.

Terrific tieup stunt of Bob Kaufmann's with the aid of Lou Cohen, Hartford Poli manager, landed promotion of one week vacation prizes at the Tumbleweed Dude ranch in Westkill, N. Y., for contests on "Homestretch" in each of the five Connecticut opening towns—Bridgeport, Hartford, Meriden, Waterbury and Norwich.

The Perakos family of New Britain is showing seasonal interest in the cottage at Indian Neck . . . Vacationers enjoying the June weather include Edna Smith of 20th-Fox; M. Robinson, manager of the Capitol, Danbury; Lee Alderman of Warner Bros. exchange, who will be at Totem lodge, and Leona Lynch of Paramount exchange.

Congratulations department: The new light in Don Jacocks jr.'s eyes is that proud father look, because of Linda, born last week in Caldwell, N. J. . . . Barney Pitkin, RKO manager, was recently elected president of the Probus club of New Haven at a dinner-meeting climaxing the organization's silver jubilee celebration . . . Barney assumes his new duties the first Tuesday in October . . . Lady Luck smiled on Elizabeth Toce of United Artists last week and she won $510 on a 30-cent ticket. That once-in-a-lifetime thrill came just as Elizabeth was leaving the office for her vacation . . . Fred and Fay Spadoni (20th-Fox contract clerk) celebrated their 16th year of wedded bliss at the Colonial house.

Among the Yale boys in caps and gowns this month will be Donald Schine, son of Louis Schine of the circuit by the same name. Mr. and Mrs. Louis Schine and Mr. and Mrs. Myer Schine will be down from Gloversville for the exercises.

Donald Urdang, son of Bob Urdang of the Loew-Poli theatre cleaning service, was married in New York this week to Helen Kartoon of Tarrytown, N. Y. . . . Proud dad George Weber of Metro reports his daughter Ernestine, a Hamden high graduate, has been accepted at Simmons college, Boston.

New student trainee at 20th-Fox is Sidney Landau, who in accordance with the usual procedure, starts from shipping department and goes through the works . . . Bucky Harris, RKO exploiteer, has been temporarily transferred to Philadelphia, to return here in August. Douglas Beck of Philadelphia comes to New Haven in the shift.

Angelo Tomasino of the White Way is off for Rome and 20th-Fox soon . . . Oliver Hull, one of Harry Rosenblatt and George Weber's trainees at Metro, is off for Mexico . . . Robert Ritzert is relieving for Norman Levinson, vacationing assistant of the College.

Comments on "Miracle on 34th Street," taken at the sneak preview, were selected by Manager Morris Rosenthal and printed, along with the author's photograph, in Loew's Poli newspaper ads. Authors of the comments were guests of the management for "Johnny O'Clock."

For Father's day, Bill Brown and Tony Masella of the Bijou promoted a giveaway of 1,000 razor blades from Marlin's here.

Ten boys in a row, whose imprinted sweaters spelled out "Dillinger," were an attractive street ballyhoo for the Bijou.

At the Strand, Plainville, new inducement to patrons is the Monday-Tuesday giveaway of Sweetheart Rose china. The 67-week deal was sold by Adolph Johnson.

Seen about town: Paul Tulis of Newington; Bob Elliano, Colonial, Walnut Beach; William Sirca, Lido, Waterbury; Howard Richardson, State, New Britain; William Vuono, Palace, Stamford; Steve Panor, 20th Century, New Milford; Frances Boscardine and Betty Knickerbocker of the Colonial, Canaan . . . Mrs. Ida Shaw was in from Bridgeport to visit son Harry F. Shaw, and Mrs. Shaw.

Metro Pep club presented Milt Hyams, now salesman in New York, with a beautiful Zenith portable radio . . . 20th-Fox Family club came to no decision, but the planned outing may turn out to be a picnic in July . . . Dr. J. B. Fishman will represent Connecticut Allied at the June 21 Atlantic City convention. His remarks at the Los Angeles exhibitor convention have been widely quoted . . . Harry Shaw traveled Hartford, Meriden, Worcester, Waterbury and Bridgeport the past fortnight and squeezed in a hilarious weekend in New York.

"The Hucksters" opens July 2 across the Poli board . . . Friday, the 13th, a sneak preview of "Miracle on 34th Street" was held at the Poli, Hartford. The picture is getting some good department store cooperation . . . The Lyric, Bridgeport, wound up with a new legitimate show, "Dark Memory," June 6, 7 . . . The Shubert, New Haven, closed for the summer following the fourth week of "The Best Years of Our Lives."



Warners Puts New Paint On Connecticut Houses

NEW HAVEN — Extensive spring renovation is in progress at several Warner Connecticut houses. At both the 1,595-seat Garde, New London and the 1,313-seat Empress, Danbury, complete ladies' rest room remodeling and refurnishing are being completed, as well as lobby and display renovation. Candy stands are also being enlarged and built in in attractive new arrangements. At the 1,668-seat Capitol, Ansonia, a new two-story addition to the theatre building will house new men's rooms.

Director on 'Imagination'

Universal has signed Frank Shaw as first assistant director on "Imagination."

More Drive-Ins Soon For Hartford Area

HARTFORD—Outdoor or drive-in theatres continue to furnish much talk for the trade in this area.

Although there is only one drive-in operating in the Connecticut territory at present, E. M. Loew's at Milford, indications are that the number of Connecticut's outdoor theatres soon will be increased several times.

As yet unopened is the E. M. Loew's Drive-In in suburban Newington.

Just this spring work was begun between Winsted and New Hartford on another outdoor theatre, this one backed by an independent group of businessmen.

Pittsfield, Mass., is quite a distance from Hartford, but the news that a businessman has been given zoning approval to put up an outdoor theatre in the Pittsfield area has caused some comment in the Hartford trade area.

When the Newington drive-in finally opens, the immediate Hartford area will have two open-airs operating, the Newington and the Riverside Open Air at Agawam, Mass., about 25 miles out of Hartford. The Newington location is less than ten miles from downtown Hartford. The Winsted-New Hartford area is about 20 miles from Hartford. Milford is about 40 miles from here.

Attorney Is Named to Hear Hartford Clearance Case

NEW HAVEN—Arthur W. Chambers jr., local attorney, has been agreed upon as the arbitrator in the matter of the Rivoli, Hartford, complaint against the five majors, hearing on which is expected about mid-July.

In the complaint, Joseph Shulman seeks elimination of the clearance as between the Lyric and Rivoli theatres, and granting of a clearance of 30 days after first run to the Rivoli.

The Alhambra, Waterbury, complaint, asking a 50-day ceiling after first run for the theatre, also awaits arbitration in the local board office.

FALL RIVER

The recent resignation of Joseph Keefe as student assistant manager at the Empire has resulted in several transfers in the Yamins circuit. William Hughes of the Park goes to the Empire; Dennis Sullivan of the Capitol is assigned to the Park to serve under Norman Zalkind and Herman Duquette is promoted to assistant manager at the Capitol.

Nathan Yamins, who operates several houses here, was host at dinner to his classmates of the B.M.C. Durfee high school, class of 1904. Yamins and his family recently spent a few days yachting in the Cape Cod area on his 65-foot cabin cruiser.

The Center Theatre, Ray Allard, manager, has closed for the summer. The personnel will be absorbed by other Yamins houses in the area while Allard will continue to manage the Dartmouth Auto Theatre.

New on the Embassy usher staff are Earl Allen and Edmond Desmarais, who replace Jose Medeiros and Albert Boivin . . . Installation of new lighting fixtures and paneling throughout are among renovations being made at the Capitol under the supervision of Manager James McNamara.

OKLAHOMA CO-OP ORGANIZED TO BUY SUPPLIES, HAUL FILMS

Ruby Pannell Wins Trip to Mexico; Theatre Led in Service to Patrons

DALLAS—Ruby Pannell, manager of the Aztec Theatre in Albany, Tex., is winner of a good management contest conducted by Leon Theatres.

Mrs. Pannell's reward consists of two round-trip tickets to Mexico City via American airlines for herself and her husband, Rae Pannell, and a two-week vacation with all expenses paid.

C. D. Leon, owner of the circuit, highly praised Mrs. Pannell's managerial ability, and her accomplishments in making the Aztec Theatre a leader in service to its patrons.

"Mrs. Pannell had some awful tough competition," Leon said. "Theatres of our chain were graded on a number of points including the obvious ones such as courtesy and cleanliness, but what it all added up to was a test of good management. Mrs. Pannell proved that she is an exceptional manager, and we certainly are happy that she and her husband will be our guests on this flight to Mexico City.

"They will board an American airlines ship at Abilene in June to fly to Dallas, where they will change planes for a nonstop flight to Mexico City. I know their thousands of friends in Albany will join in wishing them a wonderful trip."



Manager Pannell and her husband.

It will be the first airplane ride for the Pannells, and their first visit to Mexico.

Shreveport Leaders Seek 'Louisiana' World Debut

HOLLYWOOD—Ralph Leaderbrand, president of the Louisiana State Chamber of Commerce, and Albert J. Meek, member of board of directors of the Shreveport Junior Chamber of Commerce, were here last week to confer with Steve Broidy, Monogram president, in an effort to set the "Louisiana" world premiere for Shreveport, home town of Gov. Jimmie Davis, star of the picture, and seven other members of the cast. Similar proposals have already been received from Baton Rouge and New Orleans.

Interstate Publicist Shifts To Dallas Athletic Club

DALLAS — Mary Alice Browne, formerly connected with the publicity department of Interstate Theatres, assumed new duties Monday as director of publicity at the Dallas Athletic club. Miss Browne, a graduate of Texas State College for Women, joined the staff of Interstate in 1942 as publicity head of the College Capers. In her new connection she will edit the DAC monthly magazine and work with the club's entertainment committee in the selection of attractions for the club.

At Paramount Meet

OKLAHOMA CITY—J. J. Donohue, divisional manager for Paramount, and Duke Clark, district manager, presided at a meeting in the Paramount exchange here. Donohue, Clark and C. H. "Buck" Weaver, local manager, made talks, and a special film, "Paramount's 25-Year Club," was shown. This 49-minute short deals with the history of Paramount. Featured in the short are parties held in various exchanges, including one held by the local exchange for S. Ben Rucker, the only member of the branch in the 25-Year club. He was a charter member. Eligible for this club next year will be Tom McKean, Sam Brunk and Weaver.

Title of 'Best Teacher' To Jackson Door Girl

JACKSON, MISS.—Aline Neal, teacher at Duling public school here, has just won the title of Best Teacher of 1947. After school and on Saturdays Miss Neal acts as doorgirl at the Pix Neighborhood Picture Show.

The local teacher won over 33,000 other contestants, selected from letters sent in by their pupils. Miss Neal's awards include $2,500 to improve her own education and a trip to Chicago. There she will appear on the Quiz Kids air program.

Charter Being Drawn for Group of Independents In Western Section

ANADARKO, OKLA.—Independent exhibitors from western Oklahoma met here and formed an organization to cooperatively purchase advertising and supplies, arranging, too, to haul film as well as accessories.

Cecil Davis, Oklahoma City Supply dealer, was named operations manager for the group.

CALLED BY NORCROSS

This meeting was arranged at the call of C. E. Norcross of the Cordell theatres and a speaker was J. I. Gibson, Oklahoma City attorney, who discussed the benefits to accrue from independents associating themselves to take advantage of mass film shipments and the buying of supplies and advertising in like manner.

A committee composed of Norcross; Wesley Hodges of Anadarko; Rudolph Smith, Mountain View; Frank Hodges, Granite, and Earl Rains, Fort Cobb, met later with representatives of the state corporation commission at Oklahoma City, who approved the legality of the association, a charter for which is being drawn up by Norcross.

THOSE IN ATTENDANCE

Others in attendance at the Anadarko meeting included LeRoy Hodges of Anadarko; H. T. Burns of Apache, Fletcher and Grandfield; H. O. Merriott, Altus; Hasten Snow, Hinton; Will Austin, Lawton; Howard Francis, Blair and B. F. Johnson, Virden.

From Oklahoma City's Filmrow came Tom McKean and C. H. Weaver of Paramount, and Eddie Griggs of Republic.

Christian and Lee Form New Amusement Firm

TUCKERMAN, ARK.—A new amusement company has been formed, with a circuit of seven theatres to start, by Carl Christian of Tuckerman and W. R. Lee of Little Rock, with headquarters in the latter city. Both have been in show business many years.

The circuit is erecting a new 400-seat house at Des Arc, Ark.

Lanier Richey to Erect New Theatre at Linden

LINDEN, TEX.—A large modern theatre will be erected here by Lanier Richey of Atlanta, Tex., owner of the Ritz Theatre here. Richey has purchased a site on Main street for the new house.

Singing 'Saves' a Blackout

Elk City, Okla.—The unexpected but welcome cooperation of six members of his audience during a power failure blackout saved Dale Davis, manager of the Griffith Elk Theatre here, from having to make numerous refunds.

A severe storm caused the darkening of the house and as time passed Davis was certain that many patrons would not appreciate the interruption of the feature film. However, before the audience became too restless a group began to harmonize with all the old favorites. So good were the voices, so keen the appreciation of the listeners that Manager Davis was not asked for a single ticket refund.

Several New Houses Going Up in Texas

DALLAS—A number of new theatre openings are scheduled in Texas in addition to announcements of new enterprises.

Theatre Enterprises, Inc., is ready to start on a new theatre at Crane, in far western Texas.

NEW HOUSE FOR WOODVILLE

J. Wood Fain, veteran exhibitor at Woodville, will start work on his new house within the next few weeks. Frank Fain is erecting a new theatre at Livingston which should be ready to open in early July.

H. Ford Taylor, owner of the Ford Theatre in Big Lake, is readying his new Ford in Ballinger, which will be opened approximately July 1.

W. J. Wooten of the Olympic, Canyon, is ready to start construction of a new house there. At nearby Happy the chamber of commerce has inaugurated a drive for someone to build there.

THREE OWNERSHIP CHANGES

Langdon and Parker are erecting a new theatre in Van Horn, while Abraham Levine is getting ready to open his new house at Grand Saline within the next few weeks.

Three changes in ownership have been announced. J. Willingham purchased the Texan in Sanger from C. E. Pacey, while L. T. McDaniel sold the Emory in Quitman to Joseph W. Cole. Mr. and Mrs. J. T. Hitt purchased the theatre at Hico from Tom Coleman.



AT NEW THEATRE BOW—Lawrence Fontana, owner and manager of the new Hollywood Theatre, Port Arthur, Tex., receives congratulations from projectionist Clinton Tankered at the formal opening of one of the state's finest colored theatres. Fontana formerly operated the Dreamland, colored theatre in Port Arthur, from 1925 to 1941.

Salesmen Gibson and Penn Buy Two Decatur Houses

DECATUR, TEX.—H. S. Usry has sold the Majestic and Ritz theatres here to B. C. Gibson and Walter Penn, both salesmen for Columbia for many years. Gibson has several houses, including the Naveway in Houston, and has others in project.

Usry was owner and editor of the Midlothian News for many years. He had a short experience as owner and operator of the Dixie Theatre there. Some 12 years ago he sold out and bought the Majestic here. He later opened a second house and bought the Majestic building. Fostering a de luxe theatre for the town, Usry bought a building across the square and had plans to build. Then Gibson came along with his offer.

Usry retains ownership in the buildings. L. R. Kincaid held a minority interest with Usry and had assisted in managing the houses.

Broadway Actor in 'Roots'

Universal has given Whitfield Conner, Broadway actor, a featured role in "Tap Roots."

Program of Remodeling For the Strand, Dallas

DALLAS—The Strand Theatre on lower Elm is undergoing a $75,000 remodeling program. Frank Nick is owner of the building. The front will be of brown stone with stores on either side of the lobby. A new marquee is being installed and posts under the auditorium balcony are being replaced by steel beams. The entire building is being air conditioned.

The theatre has been operated since January 1 by Joy N. Houck of New Orleans.

The Strand originally was the Hippodrome. It since was operated as the Joy, the Wade and by other names before Houck called it the Strand. O. B. Bridges is manager.

J. K. Gillette Purchases Vue at Mountain View

MOUNTAINVIEW, OKLA. — The Vue Theatre, a 350-seater, has been sold to J. K. Gillette by Mr. and Mrs. Ted Parnell. Gillette, associated with the Rock Island railroad in Oklahoma City for almost 30 years, resigned as division passenger agent to go into the theatre business for himself.

Gillette, native Texan, was first hired by the Rock Island as a messenger when he was 16 and a student at Central high school here. He remained in the city office during his service with the company. At the time of his resignation he was passenger agent for the entire state.

'Dick' Phillips Takes Over Rockwell City Theatre

From Midwest Edition

ROCKWELL CITY, IOWA—The Phillips Theatre Co. has been organized here by R. M. "Dick" Phillips of Cherokee and Oky Goodman, formerly of Rockwell City but now of Villisca.

The Phillips Theatre Co. will operate the local theatre under its present name, Empress. Phillips is buying a major share of the business, taking over all the interest of former Manager R. A. David. Goodman will retain an interest in the theatre but will leave the active management entirely up to Phillips.

Phillips was manager of the Arrow at Cherokee prior to his resignation early this spring.

$9,000 for Texas City

HOUSTON—Jose Iturbi's benefit concert here for Texas City relief netted that disaster-struck city $9,000. The 5,000-seat City Auditorium, where the concert was held, was sold out and seats were placed on the stage for more than a hundred additional persons. Iturbi presented the $9,000 check to Gov. Beauford Jester, who came from Austin for the occasion.

'Duel' Opens in Texarkana

TEXARKANA, ARK.—Leo Bounds, owner and operator of the Joy Theatre, installed special projection equipment for the Arkansas premiere of "Duel in the Sun," which opened a seven-day run June 1.

Announcing the opening of the

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LESTER DOLLISON

May 23rd 1947

Mr. Johnny Hardin
Hardin Theatre Supply Co.
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Dear Johnny:-

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I have had a pair of these Century Projectors in use from 1 P.M. till 11:30 P.M. daily, and 11 A.M. 'till Midnight on Saturdays, in continuous use for two and one half years, and as you know haven't even replaced a sproket, and in all my years in the theatre business can't remember getting this kind of service from any projector.

Furthermore, the Centuries are still running like new, and give no indication of a part needing to be replaced.

There may be more expensive projectors on the market, but none better for smooth projection, and service.

Kindest personal regards,

Yours very truly
Lester Dollison
Lester Dollison

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HOUSTON

Like father, like son: Fred Canata jr., who is in his second year of pre-med school at the University of Houston, has show blood in his veins. This summer the 19-year-old boy told his dad, who has been in show business for 35 years, that he wanted to get on the job. So young Fred was made swing man at the Uptown and he will also handle other jobs during the summer. Fred jr. was practically born in a motion picture house, for Fred sr. was general manager to the late Will Horwitz from the time Horwitz opened his first show until his death a few years back. Fred then purchased an interest in the Uptown.

THEATRE SEAT INSTALLATION
20 years experience — Satisfaction guaranteed.
Write or Phone 5327
Johnnie Boutwell
Temple, Texas

Business has picked up here. Canata said "The Yearling," which closed last Sunday, did the best business of any picture shown at the Uptown this season . . . B. C. Gibson, owner of the Navaway and representative of Columbia pictures, was a visitor in Houston this week.

The Metropolitan, first run Interstate house, opened Thursday with a stage revue, the first of the summer. Hal McIntyre and his orchestra provide the music. On the stage are Gil Lamb, the Winter Sisters and George Prentice. The screen attraction is "Two Smart People."

Jimmy Menutis, assistant publicity director for Interstate, underwent a tonsillectomy . . . Ray Hay, manager of Interstate's Kirby, is back this week from a vacation in California . . . Mrs. Lillian Trammell, secretary to Fred Canata at the Uptown, is vacationing in the Davis mountains.

SAVE 10%

By Sending Your Popcorn Orders to Our New HOUSTON BRANCH

The Blevins Popcorn Company of Nashville, Tenn., takes pride in announcing the opening of a branch office at the Quick Service Warehouse, 102 San Jacinto Street, Houston, Texas, to serve the Southwest. You will find there ample stocks of Famous BEE HIVE hybrid popcorn, each bag guaranteed to pop out $125 or more, and seasoning and supplies. Check these net prices and then send your order to our new Houston branch and save.

	List	10% Disc.	Net
BEE HIVE Hybrid Popcorn, 100 lb.	$10.95	$1.10	$ 9.85
COCOANUT OIL, 1/5 gallon container	15.50	1.55	13.95
POPSRITE LIQUID POPPING OIL, 1/5 gallon container	16.65	1.66	14.99
SAVOROL, powdered seasoning, 70-lb. container	10.00	1.00	9.00
POPCORN SALT, 18 3-lb. cartons	2.00	.20	1.80
BOXES, 10c size, red and white (4½x2x7), per M	8.30	.83	7.47
BOXES, carnival size (4x1⅝x5½), per M	6.50	.65	5.85
BAGS, 5c Johnny Boy (3x1⅞x7), 10,000 to case	1.82	.18	1.64
BAGS, 10c Johnny Boy (3x2x9), 3,000 to case	2.35	.23	2.12
BAGS, Kraft 10c size, 6,000 per bale	2.20	.22	1.98
KETTLE KLEENING KIT (contains Char-X, Liquid Kleener, Spanish Whiting, Pot Sweetener, and Spatula)	6.00	.60	5.40

Write our Nashville office for samples of boxes and bags in stock at Houston. If a special size is needed you will find what you want among the 15 different sizes and styles of boxes and bags stocked at the main plant.

Come in and See the New 1947 "SUPER STAR" Popcorn Machine and the All-Steel Corn Crib.

(Note: Blevins also maintains complete stocks of Bee Hive popcorn, seasoning, and salt in the following public warehouses: Atlanta Service Warehouse, 377 Whitehall SW, Atlanta; Poston Warehouse, 671 S. Main St., Memphis; Hiern Warehouse, 1053 Constance, New Orleans.)

BLEVINS POPCORN CO., INC., OF NASHVILLE
HOUSTON BRANCH

Quick Service Warehouse, 102 San Jacinto St.

'Henry V' Gross in Houston Doubles That of Dallas

HOUSTON—"Henry V" closed June 11 at the Kirby after a week of outstanding business. Bill Johnston, publicity director for Interstate Theatres, said Houston doubled the business Dallas did on this picture. All seats were reserved and there were two performances daily. Matinee prices were $1.50 and $1, and night prices, $1.50 and $2. Hans Kolmar, Theatre Guild representative for "Henry V" was here with the roadshow. He was accompanied by Mrs. Kolmar.

Three Oaters on Screens Of Houston A Houses

HOUSTON—Westerns are getting a heavy play in Houston A houses this week. Gene Autry in "Sioux City Sue" is at the Uptown; "Cheyenne," starring Dennis Morgan and Jane Wyman, is at the Majestic, and "Lone Hand Texan," starring Charles Starrett, is at the Iris. Houston always is a good western town.

Dance Tiein on 'Duel'

OKLAHOMA CITY—The Arthur Murray studio here tied in with "Duel in the Sun," using large posters in the Criterion Theatre's lounge and in front of the house. Dancing teachers taught the Varsoviana dance which is featured in the film, from 7 until 9 p. m. nightly. The studio also tied in with the picture in displays at Brown's record department, Larsen's music store, Katz drug and Jenkins music stores. Arthur Murray ads in local newspapers used a still from the picture which showed the stars doing the Arthur Murray creation.

George Stovall Heads '41'

SAYRE, OKLA—Newly elected president of the 41 Highway Ass'n is George Stovall, city manager of the Griffith theatres here.

Tempest Over Peanuts Ends in Court Fines

From Southeast Edition

Memphis—Deputies report this "added attraction" took place at the Millington Theatre:

Fred Hill, Lucy, Tenn., was annoyed at two other patrons pitching popcorn and peanuts. He asked them to stop and they wouldn't.

He invited them to "come outside." One—it isn't quite clear whether it was Leon Maharrey or Ross Burt Flynn—went outside, then changed his mind about "settling things."

They returned to the theatre. But, according to Hill, they left before he did. He followed them and caught them letting air out of his tires.

Judge Holmes fined Maharrey and Flynn $15 each on charges of disturbing the peace.

Crockett Appointed Sack Dallas Chief

DALLAS—James C. Crockett has been named local manager for Sack Amusement Enterprises now that the branch here has moved to its new downstairs location at the corner of Jackson and Pearl streets.

Crockett joins Sack following 17 years with Affiliated Distributors in Atlanta, Charlotte and New Orleans, where he was general manager for Tom Branon before the latter turned over his exchange system to Film Classics.

The new quarters are located in the corner building which Alfred N. Sack, general manager, bought several years ago. In the heart of Filmrow, the structure has been redecorated and remodeled to include a large front booking and sales office and several private offices. Better service is made possible by the more spacious quarters and the enlarged staff.

The head office of the firm will remain in its present quarters in the Film Exchange Bldg. Enlarged quarters are also contemplated in Atlanta, Chicago and New York where the Sack firm now maintains branch offices.

In addition to Crockett, several new employes have been employed in Dallas and several promotions announced. John Mitchell has been named cashier; Albert Flores, following his return from service, has been promoted from booker to salesman, and Al Levy has arrived from Los Angeles to become ad sales manager. Mrs. Margaret Harris continues on as head inspector and John C. Wojtasik is the new billing clerk.

Bob Moscow, son of the late Sam Moscow, southern division manager for Columbia, recently joined the Sack organization as manager in charge of all Negro production, in which the Sack firm specializes, and Jerry Musgrave, former office manager here, has been promoted to a similar position in the home office as personal assistant to Alfred Sack.

A program of ten new Negro features for the 1947-48 season was announced by Sack early in 1947. Six have already been completed and are in distribution. Production on "Jesus and the Devil," from an original story and screenplay by True T. Thompson, former Dallas circuit operator, will start soon according to Moscow.

Sack Amusement Enterprises was founded in San Antonio Aug. 14, 1919, and still remains under its original ownership and management.

Referendum on Fast Time Scheduled Nov. 4 in Detroit

From Mideast Edition

DETROIT—Local exhibitors are faced with a new threat to summer attendance as the result of the decision of the city council to call for a referendum vote of the people on daylight saving time. The council did not decide on the issue itself but passed it along to the November 4 election. If adopted, the change will become effective next year.

Sentiment of exhibitors appears to be generally against any time change.

The city has not used daylight saving time in about 25 years. Oldtimers recall that it became a headache when it was in force. Wartime was accepted as a patriotic necessity, but many exhibitors were dissatisfied with it. Detroit itself has been running on fast time since World War I, using eastern time in preference to the central time which prevails in the state.

Theatre Sponsors 'Miss'

GADSDEN, ALA.—Joan Thomas, sponsored by the Capitol Theatre, was a candidate recently for "Miss Air Show" laurels at the aviation carnival sponsored by the Junior Chamber of Commerce.

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New Miami Group Revives Legitimate Theatre Talk

MIAMI—There's an interesting pro and con discussion going on here about a proposed legitimate theatre for this area. Although many attempts have been made via stock and Little Theatre groups, none except the University of Miami has succeeded. The Tropic Theatre group, however, thinks it has the answer.

The project has been conceived by Herb Elisburg and Sam Swerdloff, and will depend on prominent location to insure financial success. Basis of the plan is the subscription society idea, with top theatre names to be brought here. Since Miami has some of the most important motion picture premieres, the group thinks it logical that the city should also support the best in live theatrical fare. A board of directors will furnish a community guide to policy. Offices for the project have been opened in the Albion hotel.

Laurence Schwab, Miami Beach resident and famous Broadway producer, has long been advocating good musical shows for this area and at one time outlined a plan which he considered practical and workable. Although an ardent booster of theatre for Miamians, Schwab states in his column in the News that the Tropic Theatre group is up against cold hard facts which make their ideas impractical.

Palomino Horse Training Gets Into the Newsreels

ORLANDO, FLA.—Two national newsreel company units, Fox Movietone and Paramount, have been in Orlando making motion pictures of palomino horse training at Magnolia ranch. The horses were raised in Orlando, and one of the stallions, Orlando Gold, has been termed by experts one of the most nearly perfect in existence.

Vernon Hunter, manager of Florida State Theatres in Orlando, is enthusiastic over the publicity this filming will bring to Orlando as the newsreels are shown to millions over the country.

Wewahitchka Air Conditioned

WEWAHITCHKA, FLA.—Air conditioning is being installed in the Iona Theatre. A block concrete building has been erected at the rear to house the automatic heating and cooling unit.

'Black Gold' Debut At Oklahoma City

OKLAHOMA CITY—The premiere is set here July 16 for the picture based on Black Gold, a race horse. The film, "Black Gold," will play the Midwest Theatre.

Black Gold was a Kentucky Derby winner with a lot of Oklahoma background. This background is told graphically in the new picture, an Allied Artists production.

Oklahoma Business Falls; Say Public Is 'Shopping'

OKLAHOMA CITY—A general slump in theatre business is reported over Oklahoma. As a result exhibitors are doing some close buying. The change in season, from spring to summer, ball games and other outdoor sports are being held responsible for some of the drop.

However, many still say that the public is shopping and wants only top pictures.

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Sooner Rodeo Adds $50,000 for Relief

OKLAHOMA CITY—The show world, with a goodly representation of Hollywood western stars, went to the aid of the Woodward and Leedey tornado victims last weekend and boosted the lagging relief fund by at least $50,000 in one of the most colorful rodeos held in this part of the country.

The rodeo which drew around 125 topnotch stock and cowboy performers of the nation, plus an array of Hollywood western players headed by Gene Autry, was staged Saturday-Sunday (7-8) in Taft stadium.

The Woodward twister was April 9; the Leedey, May 31.

Weekend festivities in connection with the rodeo kicked off Friday night with a large dinner and benefit party in the Biltmore hotel at which the visiting Hollywoodites performed.

One of the most colorful parades in the history of Oklahoma City was held Saturday noon. It drew a record crowd. The movie players rode convertibles in the hour-long parade.

BILL ELLIOTT IS EMCEE

Wild Bill Elliott, Republic star, was emcee for the rodeo. Also here from Hollywood were Gene Autry who put his horse Champion through the paces, then sang a song; Adele Mara, Autry leading lady; Rod Cameron, Kay Christopher, Jennifer Holt, Kirby Grant, Ruth Upham, Roscoe Ates, Nancy Gates, Eddie Dean, Connie Haines, Nan Leslie, Bob Nolan of the Sons of the Pioneers, the Kettle Sisters, Johnny Band and the Cass County Boys, and Allen Massey and the Westerners.

All entertainers donated their services and even paid to get in the rodeo.

Governor Davis of Louisiana appeared at the benefit to sing and lead group singing. He also presented Governor Turner a check for the fund from the employes of the Louisiana capitol.

The cowboys who risked their necks to put on three performances for the benefit contributed almost every cent of the $5,000 prize money, plus the purse made up of entry fees.

ROD CAMERON HURT IN FALL

Rod Cameron, western star, was taken to Oklahoma City General hospital Sunday night after tumbling from a midget Shetland pony at the rodeo.

The husky six-footer-plus estimated he outweighed the critter that threw him "a hundred pounds." He said it was his first serious injury.

The mishap occurred at the rodeo when Cameron decided to add a specialty act. After a big buildup from the announcer that Cameron would tackle the wildest horse in the corral, the western star burst from the chute atop the Shetland, his feet dragging on the ground. He rode a few feet and took a tumble. Stretcher-bearers came and picked him up. The crowd applauded what it thought was a funny gag.

From his hospital bed Wednesday he said he would be laid up ten days. He underwent an operation the preceding day for strained ligaments in his shoulder.

Cameron recalled that he once fell down a 50-foot tunnel shaft without a scratch, and that he recently crashed and demolished his plane, but that he walked away without any injury.

Too, he's had his share of spills before the cameras while making more than 50 pictures, and received plenty of action while playing professional football and hockey in the east. However, he claimed Wednesday that this rodeo spill gave him his first injury. He said the spill was somewhere between six inches and two feet. The Shetland pony he used was borrowed from one of the rodeo clowns.

Auslet Engages Monroe For Series of Shorts

NEW ORLEANS—J. A. Auslet of the Pelican Producing Co. has engaged Al Monroe, who will produce and star in a number of short subjects. Monroe is a novelty comedy singer and for a score of years was on Orpheum time. Auslet also states that he has his colored units, which feature Memphis Lewis, supported by Lollypop and his company, ready to begin shooting in a few days.

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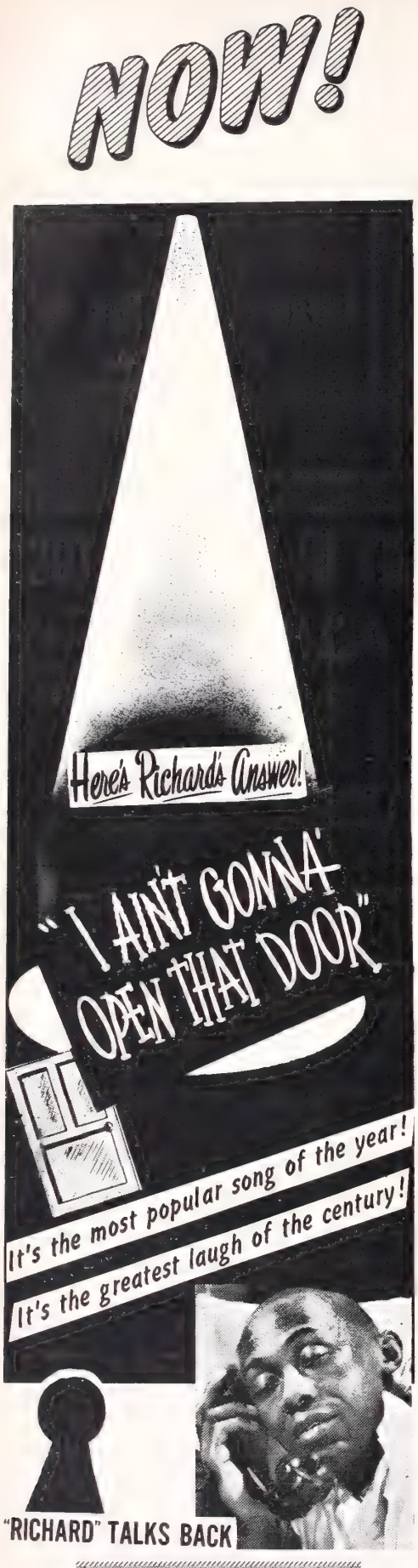
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'Alexander' Dallas Top 'Grass' Score Is Big

DALLAS—"Alexander's Ragtime Band," a reissue, registered 50 per cent above normal business at the Telenews, leading the town for the week.

Closely following, however, was "The Sea of Grass" at the Majestic, which did 140 per cent.

(Average is 100)

Capitol—**West of Dodge City** (Col); **Wolf Call** (Mono), reissue 100
Majestic—**The Sea of Grass** (MGM) 140
Melba—**San Quentin** (RKO) 105
Palace—**Smash-Up** (U-I) 90
Rialto—**The Fabulous Dorseys** (UA) 85
Telenews—**Alexander's Ragtime Band** (20th-Fox), reissue 150
Tower—**The Farmer's Daughter** (RKO), 2nd d. t. wk 115

DALLAS

The Plantation club here, one of the top night spots of the state, was sold by Joe Landwehr to the Armstrong Cork Co., which will take over control in the fall. Landwehr has gone to Houston to take charge of the Plantation there, but will spend some time here.

Cab Calloway is booked for the Yacht club for a one night stand July 18 . . . Mischa Auer was the topnotcher at Pappy's Showland last week, where Bernie Cummins and his orchestra opened for a 12-week run . . . Roscoe Ates, stuttering comedian, was the feature attraction at Abe's Colony club.

Sol Sachs, RKO manager, has been named general chairman here of the Children's Film Library . . . The W. W. Spurlocks of the Texas Theatre in Richland Springs were visitors on the Row, as was P. W. Cloud of Snyder and Albert Milentz of Liberty, accompanied by his son.

Peggy Maurine Dorbandt, daughter of Mr. and Mrs. Ed Newton Dorbandt of Athens, and Donald Washburn Carroll were married. The Rev. Kermit Hollingsworth officiated at the double ring ceremony in the home of the bride's parents. Miss Dorbandt is a former SMU student.

Paul Garza of San Antonio, who operates the Obrero and Progreso theatres, lost his mother . . . Jack Underwood, Columbia manager, returned from the Chicago sales meeting.

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Breezes From the Southeast

BIRMINGHAM — Promoter Joe Gunther recently staged a wrestling match here for the benefit of the Downtown club, new press-radio - amusement - advertising organization here.

PINSON, ALA.—B. E. Patterson, owner-manager, has reopened the Pinson Theatre here, heavily damaged by fire several months ago.

LITTLE ROCK—Mrs. M. Rouss, former booker and office manager for PRC here, has been appointed branch manager for the Roshon exchange here succeeding E. K. Pearson, transferred to New York as branch manager.

BIRMINGHAM—A three-sided court fight among Acme Theatres, the Birmingham Theatre, and Republic Pictures is shaping up here. Three Republic first runs which Manager H. W. Roberts says were booked into the Birmingham on oral contract with Republic offices in Atlanta now have been obtained by the Acme circuit after strong protests lodged with Republic's New York office by Frank V. Merritt, Acme general manager.

BIRMINGHAM—CPA has approved construction of a 1,000-seat $75,000 theatre for the Waters Theatre Co., in the Woodlawn district.

ATTALLA, ALA.—The application of Col. Thomas E. Orr's Amusement Enterprises, Inc., to build a new 1,100-seat house behind its present Liberty Theatre here has been approved by CPA. Work starts immediately.

MEMPHIS—Salesman Stuart Terrin, formerly with Republic and Alexander, has left RKO here and is now selling for Monarch Theatre Supply Co. in the Arkansas territory.

WEST HELENA, ARK.—Paul Smith and Louis Lawson have bought the Jug Theatre here from Ed Blair. Smith and Lawson soon will open their new Silver Star here.

MEMPHIS—David Flexer's Ritz Theatre here has cut admissions in response to President Truman's plea for lower prices.

MIAMI—Eugene Racz, who recently assumed managership of Wometco's State Theatre here, once ran some of the film houses in Berlin and Paris. Since coming to this country he has been with Wometco.

MIAMI—Frank R. Creedon, housing expediter in Washington, has approved an early start on construction of a 1,000-seat downtown theatre here to be known as the Dixie. The house will be operated on lease by Bernstein Southern Theatres, with Bob Bernstein, vice-president, as managing director, and will be open every night until 3 a. m.

MEMPHIS—Charles Regenald has opened an airdome theatre on Highway 61 south of Memphis.

'Soda' Reynolds to Sell Darto Game in Texas

DALLAS—Effective immediately, J. M. "Soda" Reynolds begins service as exclusive sales representative in Texas for Darto, the audience participation game of skill, designed as a sales stimulant for boxoffices.



J. M. REYNOLDS

Reynolds has acquired an interest in the distribution franchise for Texas and has transferred from his late position as salesman for Screen Guild Productions of Texas. Others associated in the Texas franchise are John L. Franconi, W. J. "Dutch" Cammer, Ed Green, Connie Dreher, Don Clark, Don Cole, and Johnny Greer.

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OKLAHOMA CITY

Another Boyle attraction booked for the Municipal auditorium is Duke Ellington and his band. He is slated to appear there June 25 . . . "Duel in the Sun" was playing three C&R houses Sunday (8), the Criterion, Tower and Capitol. Adult tickets were $1.25. The Daily Oklahoman ad didn't mention the boost in the price of tickets . . . The Criterion's screen bill changed Wednesday to "Calcutta" . . . "Blaze of Noon" moved over to the Vic after its one-week engagement at the Criterion.

Green Bond, Griffith bookkeeper in the home office, announces that his new granddaughter's name is Mary Anna. She is the daughter of Mr. and Mrs. George Walstad, who reside in Idaho . . . The Yale Theatre has undergone an extensive job of remodeling . . . Thomas Nelson, assistant manager of Griffith Theatres in Altus, and his wife were honored recently by Altus Griffith employes. The farewell party was held at the Cactus club. Nelson is being transferred to Oklahoma City where he will be attached to the home office force.

More about Griffithites—Manager Dick Klein, Henryetta, received a letter from the Teen-Town club members in Henryetta which thanked him for his support to the organization . . . Manager Melvin L. Blackledge, Cushing, cooperated with Boy Scouts and Den mothers in their request for the return of the short subject on scouting, ""Men of Tomorrow." Blackledge returned the film and also wrote personal letters to all interested persons.

The B-Liner, Braniff airlines publication for employes, carried a report and pictures of the Easter fashion parade held in the Griffith-Lindsey theatre in its mid-May issue . . . Ponca City, city of the month, also was featured in this issue of the magazine . . . Herald "Cuz" Goodman and his 1947 Saddle Mountain Roundup presented their newest production, "Rainbow Trail," on two Griffith theatre stages last week . . . The show was presented at the Agnew Sunday and Monday (8 and 9) and at the Gaiety on Tuesday (10).

"The Yearling" will move into the Midwest June 18 after a two-week run of "High Barbaree." However, the management showed this film at a special screening June 11 at 10 a. m. in Crippled Children's hospital, and plans another special at 9 a. m. June 19 at the theatre, for children from the nearby orphanages, according to Jimmy Barnes, manager.

The winner of the current Tinker field beauty contest will be presented from the stage of the Midwest July 2 and will be named Miss Cheyenne after the picture of the same name which will be showing in the theatre at that time. The winner will be entertained by Warner Bros. here before she flies to the west coast where she will be entertained on the Warner Bros. lot.

Mrs. Charles Ferris, wife of the Uptown and Villa owner, has returned from an extended trip to California . . . Don Hall, Ponca City Griffith manager, was on the Row Tuesday. He brought his 5-year-old son, Robert, to the city for a medical checkup. Young Robert underwent a tonsillectomy here last week . . . Thomas Nelson, formerly assistant manager for Griffith in Altus, has assumed his new duties with the Griffith home office. He is in charge of art and utilities for Griffith's local theatres and is operating from the closed Pix Theatre for the time being.

The Tower Theatre in Tulsa will change its policy to foreign films only, says J. C. Duncan, Griffith's city manager there. J. Arthur Rank pictures will be featured chiefly . . . Mrs. Robert Busch, wife of the Uptown and Villa manager, is just back from a holiday to Old Mexico . . . The subsequent run theatres here are already on their summer policy. They are opening at 1:45 and 2 p. m.

Oldtimers say the day and date booking of a first run film in three theatres here sets a precedent. They can't remember when, if ever, three theatres, including a downtown house, played day and date on a first run. The houses are Criterion, Tower and Capitol; the film, "Duel in the Sun."

Exhibitor Claude Thorpe of Ryan, who is in the naval reserve, reported for a cruise of six weeks to South America . . . Ray Russ of Stillwater was booking and buying on the Row . . . John Terry of Perry returned from an eastern trip lasting four weeks . . . George Henger, Paramount, Dallas, was in town . . . Here for a couple of weeks is M. S. Anderson, Paramount, New York.

The LaMonte Kings of Marietta went to Wichita recently to show off their new daughter Mary Kay to her grandparents . . . Ed Crews of Waurika isn't having too much time for his theatre exhibition business. He has 172 brand new whitefaced calves and a beautiful colt and is happily involved in taking care of his new family.

Mrs. John Gray of the Pix in Chickasha can't understand it. She purchased a new 1947 Buick and it caused no comment whatsoever. Then she bought a 1920 Ford and became the topic of conversation . . . Mr. and Mrs. Truman Ellerd of Blanchard are parents of a new baby girl, Linda Sue . . . "High Barbaree" went into its second week at the Midwest . . . Jolson opened Friday, June 13, at the Warner in the picture, "Go Into Your Dance," which also stars Ruby Keeler. It is playing on a double bill with "Sing Me a Love Song."

10-Year Old in Cast

RKO has added 10-year-old June Hedin to the cast of "I Remember Mama."

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NEW ORLEANS

Two new colored theatres are opening in this territory. P. C. Simpson's Star at Homer, La., will open on or about June 19, and Harold Bros. L&A Theatre at Winnfield, La., will open June 20. Both accounts are represented in the New Orleans district by J. G. Broggi, who will handle the buying and booking. Additional colored houses are being opened at Homer and Tallulah, La.

A. N. "Tony" Pelliteri, owner of the Universal building on Filmrow, recently purchased the Warner Bros. building from L. C. Montgomery. Tony received much national publicity several years ago when his horse Bayview won the $100,000 Santa Anita handicap . . . Maurice Barr, general press representative for Paramount-Richards, is nursing a broken arm . . . Mrs. Jeff Davis, wife of the United Artists manager, was on the Row. She recently recovered from a serious illness.

Herman Beiersdorf, district manager for Eagle-Lion, conferred with executives of the local office . . . Visitors to the Row included Milton Guidry of Lafayette, La., Charlie Walthal of Mobile, Charles Lamantia of Hammond, Roy Pfeiffer of Baton Rouge, L. E. Downing of Brookhaven, Sidney Harp of Donaldsonville, and Jim Tringas of Fort Walton, Fla.

Transway, Inc., local film transfer company, entertained shipping clerks of the various exchanges, together with its own personnel, at Mike and Mary's . . . Joy Theatres circuit, which occupy the fourth floor of the Film Bldg., is installing a new and larger air conditioning system . . . Aubrey Chaddick, special representative for Motion Picture Advertisers, returned from an extended trip over the country.

Robert Taylor, the screen star, was interviewed Thursday at a local hotel. Taylor, a former navy lieutenant, flew to New Orleans in a studio plane with Ralph Couser, MGM technician. Both Taylor and Couser were stationed in New Orleans during the war. The trip was on business.

Local theatres offered varied selections. The Saenger presented Jack Carson in "Love and Learn." Loew's State, had "Copacabana." "The Two Mrs. Carrolls" went into its second week at the Liberty, and "Honeymoon" was the attraction at the Orpheum. The Joy presented "The Late George Apley." "It Happened on Fifth Avenue" was the feature attraction at the Tudor, and "Suddenly It's Spring" at the Globe. The St. Charles presented "The North Star" and "The Lost Jungle." "Hard Boiled Mahoney" played at the Center. The Strand offered "Objective Burma" and "Thunder Gap Outlaws."

Bob Pinson Buys Waxhaw

WAXHAW, N. C.—Bob Pinson of Astor Pictures has bought the Waxhaw Theatre here from Max Holder, who has joined Astor as a salesman.

In 'Triumph of Music'

Robert Walker and Kathryn Grayson will topline in Metro's "The Triumph of Music," portraying Mozart and Dr. Mesmer.

SAM LEWIS

Remodeling and Decorating Theatres

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Pabst Named President Of New Filmrow Club

NEW ORLEANS—The Filmrow Social club, formed about a year ago, has been reorganized under a different name, to be selected in a contest, and George Pabst was elected president of the new group.

Meeting at Mike and Mary's, Milton Guidry was named vice-president. Connie Black, secretary, and Evelyn Roser, treasurer.

Meetings will be held at Mike and Mary's the last Monday in each month and all who join before July 30 will not be required to pay an initiation fee.

Whoever picks the winning name will be awarded a six-month free membership.

Sells Louisburg Theatre

LOUISBURG, N. C.—R. Glenn Davis has sold his Louisburg Theatre here to Colonial Theatres, Inc.

Screenplay for Western

Columbia has signed Arthur Hoerl, Lewis Clay and Harry Fraser to prepare the screenplay of a western story by George Plympton.

- N O W -

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$8.90 Per 100 lb. bag in orders of 500 lbs. & up.

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Morton's popcorn salt, $1.80 per case; ¾-lb. printed white bags, $1.50 per thousand.

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Jefferson Co. Opens Beaumont Peoples

BEAUMONT, TEX.—Jefferson Amusement Co.'s new $125,000 Peoples Theatre featured "Abilene Town" at its opening June 13. The house is one of the most modern in this section and has a seating capacity of 1,200. It is a second run situation, changing features three times a week, and replaces the old Peoples Theatre, destroyed by fire in 1945.

Kentucky Building Boom Awaiting Green Light

From Mideast Edition

LOUISVILLE—Construction of many new theatres in Kentucky, Louisville in particular, has been held up pending government approval. When the green light is flashed, a theatre building boom is expected throughout the state. While it is true many theatres have been completed, and a large number are in the process of being finished, there are many in the blueprint stage.

Booker to Open June 20

BOOKER, TEX.—The Booker Theatre here will open June 20.



NEW INTERSTATE UNIT—The de luxe Broadway, newest unit in the Interstate circuit, went into operation last week in suburban Houston. The house is being managed by L. E. Newton (inset).

From the BOXOFFICE FILES

• • •

(Twenty Years Ago)

THE QUANNAH Theatre at Comanche, Okla., burned last week . . . Ernest Ameen will open his new Grand Theatre at Asher, Okla., soon . . . The Criterion Theatre at Tonkawa, Okla., which burned last week, is being rebuilt . . . C. R. Bridges has purchased the Auditorium Theatre at Tupelo, Okla. . . . The Liberty Theatre, Alva, Okla., has been remodeled and redecorated.

* * *

The Criterion, Capitol, Empress and other Oklahoma City theatres raised over $700 for flood sufferers at a special midnight show, while about 200 other theatres throughout the state raised the amount to $7,000.

* * *

The Nusho Theatre, Randlett, Okla., is making projection changes and adding improvements to the lobby . . . The Jewel, Hooper, Okla., has added a ventilating machine . . . The Orpheum Theatre at Tulsa raised over $700 for flood sufferers at a special matinee . . . Incorporation: Guthrie Theatre Co., Guthrie, Okla. Capital stock, $10,000. Incorporators: A. B. Momand, C. E. Momand and C. Mueller . . . Malcom Cook will open his Rex Airdome at Oklahoma City soon.

* * *

Fred Picker and associates have purchased the Pedigo Theatre at Guthrie, Okla., from Ned Pedigo . . . A new 500-seat theatre is being erected at Wamego by Phil Isley . . . J. F. Norman is erecting a new theatre at Fordyce, Ark. . . . C. E. Beard, auditor for the Empress, Folly, Liberty and Orpheum at Oklahoma City, died recently . . . W. D. Metcalf is making extensive repairs on his Rex Theatre at Pond Creek, Oklahoma.

* * *

Griffith Bros. is erecting a new 1,500-seat theatre at Maud, Okla. . . . L. E. Brewer has purchased the Vendome Theatre at Pauls Valley, Okla., which will be remodeled and added to the Brewer Amusement Enterprises circuit . . . A new $40,000 theatre to be named the Meteor, is being built at Bentonville, Ark., by Harry Kelly, to be completed about July 1.

* * *

The Rialto Theatre at Fort Cobb, Okla., was damaged by fire last week . . . Dan Myers, PDC salesman at Oklahoma City, has a new Studebaker car . . . Carl Burton is the new salesman for Liberty Specialty. D. K. Kelly is booker, Harry Lockhart office man and Paul Keans is poster clerk . . . R. E. Griffin, manager of the Griffin Amusement Co., Oklahoma City, is the father of a son, born May 10 . . . Elmer "Red" Slocum won three prizes and $300 and an increase in salary from Liberty Specialty for sales work in southern territory.

Griffith Girls Graduate

VINITA, OKLA.—Two Griffith Theatres employes here, Savanna Smith and Jean Earlena Wallis, were among the recent graduates of the local high school. Miss Smith was one of the seniors chosen from the upper 10 per cent of the class for membership in the National Honor society.

THE KING OF ITS KIND

MANLEY'S '47 POPCORN MACHINE

YOUR PROFIT POPPER

MANLEY

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America's Finest Screen Game

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LUPE ROMERO

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Diminutive Margaret Welcomed in Miami

MIAMI—Tom Jefferson, Paramount Enterprises' public relations man, and Emory Austin, field manager from Atlanta, met diminutive star Margaret O'Brien as she arrived here for a brief stop, accompanied by her mother and uncle. Mrs. Perrine Palmer, wife of the mayor, and her daughters, Kitty and Nancy, were also on hand at the station and welcomed Margaret with a thermos of cold orange juice and a large key to the city.

Pigtails swinging and hat on the back of her head, the youthful actress had to be protected from a swarm of young fans, but she signed autographs and acknowledged greetings like a veteran. Shepherded by a motorcycle escort to her hotel, she was later whisked by clipper to Havana.

Margaret is due back in Hollywood July 1, to make "Brothers of the East Side," then she will go to England to make "The Secret Garden" for MGM of London. Two of her pictures scheduled for release soon are "Tenth Avenue Angel" and "Unfinished Dance."

While in Miami, Margaret went up to the News, local paper in which her daily column appears, sat down at a typewriter, put on eyeglasses (with no lenses), and banged out her copy for the day.

"I wish I could stay longer," said the little star.

Kennedy Tells Rotarians About Theatre Problems

BIRMINGHAM—R. M. Kennedy, Alabama-Tennessee manager for Wilby-Kincey Theatres and retiring president of the Birmingham Rotary club, was guest speaker before Rotarians in Troy, Ala., and Selma, Ala., recently.

At the Troy meeting, Kennedy spoke on the topic, "That's My Business." He discussed the problems, operations and everyday incidents of the theatre business. He explained the policies of the company and the reasons and basis for them. He was introduced by Jimmy Gaylard, manager of Wilby-Kincey's Enzor Theatre in Troy. William Wolfson, city manager for Wilby-Kincey in Montgomery, was a guest at the meeting.

Roger Butler sr., Selma City manager for Wilby-Kincey, made the program arrangements for Kennedy's appearance before the Selma Rotary club.

Rubinstein Troupers Head

MIAMI—Herb Rubinstein has been elected president of the Troupers club, organization of Wometco Theatres employes. Other officers are Frieda Goldberg, vice-president; Joe Masteroff, secretary; Wally Becker, treasurer; Mel Haber, spear carrier; Labe Mell, Bernie Schaft, Virginia Krueger and Malcolm Tait, directors.

Bar Children From 'Duel'

CAMP HILL, ALA.—No children were admitted during the four-day run of "Duel in the Sun," June 8 to 11, at the Crown Theatre here. A special midnight show was held June 11 for second shift workers at the mills here.

John Goodenough Leaves

MEMPHIS — John Goodenough, branch manager of Kay Film Exchange for several months, is no longer with the company. A new branch manager is expected to be named within a few days.



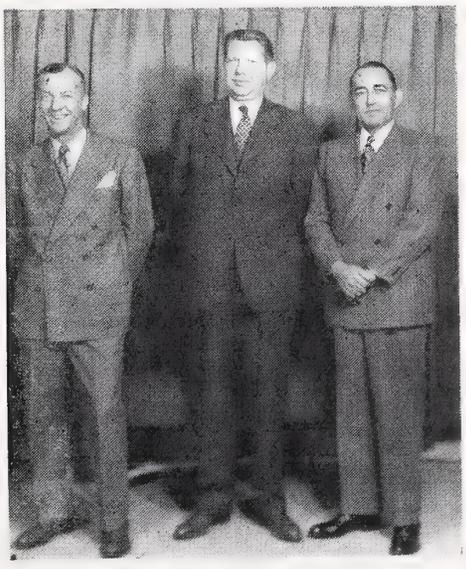
THE JUDGE SAYS O. K.—Signing the charter for the Variety Club of Greater Miami, Tent 33, is Circuit Court Judge Marshall Wisehart, while Mitchell Wolfson (left), co-owner of Wometco Theatres and first assistant chief barker of Variety, and George C. Hoover, general manager of Paramount Theatres and chief barker, look proudly on. The club has acquired the entire roof of the Alcazar hotel for its quarters, and expects to be open about July 1.

R. E. Hook Uses Coupons To Drum Up Patronage

EUTAW, ALA.—Roth E. Hook, owner of the new Hook Theatre here, is drumming up business for the recently opened house through newspaper coupons which entitle the bearer to be admitted for 10 cents. The stunt was staged June 6 through June 12 with the cooperation of the Hale County News.

Royal Station to Open

ROYAL STATION, TENN.—C. S. Adams will soon open his new theatre here. It will be modern in every respect.



FROM THE SOUTH, SUH!—This trio of Columbians pictured above attended the sales meeting of the company held last week in Chicago. They are, l. to r.: George Roscoe, Charlotte manager; Bob Ingram, southeast division manager; H. Duvall, New Orleans manager.

July 1 Opening Slated For Goodwater Eris

GOODWATER, ALA.—A July 1 opening has been scheduled for the new Eris Theatre, built here at a cost of approximately $30,000 by Frank and Harry Nail.

The house is being built on the site of an old hotel which was destroyed by fire about ten years ago and which has been an eyesore to the town since that time. Original solid rock walls of the old hotel, 20 inches thick, have been utilized as well as structural steel.

The theatre, seating 400, has been air conditioned by Hughes Heating Co. National Theatre Supply furnished the Super Simplex projection machines, and the seats were supplied by Southern Desk Co., Old Hickory, N. C.

J. R. Wingfield, Goodwater, was architect, and Melvin Sprayberry, Goodwater, was contractor. Neon Sign Co., Montgomery, supplied the signs.

The theatre is trimmed on the outside with structural glass and the lobby is trimmed with mirrored glass. Adjoining the theatre is a doctor's clinic with nine rooms.

Harry Nail will manager the house.

'Macomber' Into Memphis As Censor Shifts Stand

MEMPHIS—The Memphis censorship stew boiled on merrily this week.

"Destry Rides Again," banned in Memphis by the board of censors, opened at the Towers in Sardis, Miss.

"The Macomber Affair," banned recently in Memphis, will now be shown at Loew's Palace in Memphis opening June 19. It has been scissored here and there but the major scene which holds together the picture's continuity has been left unaltered. It was ordered removed by the censors the first time they saw it.

Approval of "The Macomber Affair," came about in a strange way. First, the Memphis censors ordered it scissored so severely that the Memphis showing was cancelled. Then the censors simply banned it altogether. Then it was booked for Von Theatre, Hernando, Miss., just 20 miles from Memphis. Then it was cancelled at Von and announced for Loew's Palace.

J. Edgar Hoover, FBI chief, is lending a group of FBI men to 20th-Fox for a picture, "The Street With No Name," reports Harry Martin, amusements editor of the Commercial Appeal. "Better collect the boys' pistols," says Martin in his column, "or Memphis will never see the film."

Floyd Chain Celebrates

SEBRING, FLA.—Jesse Watson, manager of the Florida, has prepared a month-long program of special offerings in connection with the seventh anniversary of Floyd Theatres in this section. Houses in Avon Park, Wauchula, Fort Meade, Dade City, Clewiston, Haines City and Tarpon Springs are cooperating in the celebration.

Stafford to Gainesville

GAINESVILLE, FLA.—Dick Stafford has been brought here from Ocala to become assistant manager of the Florida. He was formerly of the Dixie. Both houses are units of the Florida State Theatres.

Tom Watson Returns

MONTEVALLO, ALA.—Tom Watson of the Strand has returned from Los Angeles, where he attended the Variety Club convention.

Baseball Players Reunited In Operation of Theatre

OPELIKA, ALA.—Duke T. Stalcup, manager of the Martin Theatre, announced that Ross "Teamy" Wade, a World War II veteran, has been named assistant manager of the house. He assumed his duties June 9. Wade comes to Opelika from Etowah, Tenn., where he was connected with Martin Theatres. He was signed by the New York Yankees before the war, but an injury received while in service kept him from getting a tryout after the war. Stalcup and Wade were teammates on the Etowah softball team which won the Tennessee state championship in 1942.

At graduation exercises for Opelika high school, the Martin Theatre presented Clem Torbert, jr., an outstanding senior, with a $25 savings bond.

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Complete Theatre Equipment and Supplies

We have a large stock of upholstering materials.

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AMERICAN DESK MFG. CO.
Temple, Texas

Fall Through Ceiling Fatal To Phillip H. Lippman, 57

DOTHAN, ALA.—Phillip H. Lippman of Montgomery, a state fire marshal who was widely known in theatrical circles, died in a hospital here of injuries suffered in a fall at Columbia, Ala.

Lippman, who was 57, was making an inspection of the Columbia high school building at the time of the accident. He reportedly slipped on a joist and plunged 18 feet through the ceiling to the auditorium floor.

Lippman was a former secretary of local 92, IATSE, in Montgomery. He was a veteran of World War I and was a former commander of Veterans of Foreign Wars post 96 in Montgomery.

Survivors include three brothers, Haskell Lippman of Tallahassee, Fla.; Eddie Lippman, Montgomery, and Theodore Lippman, Atlanta, and a sister, Mrs. Nat Hirsch, New York. Funeral services were held in Montgomery.

AFRICAN SORCERY

11 'LION MEN' MUST FACE TRIAL IN 28 KILLINGS

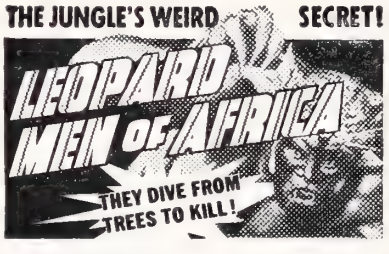
DAR ES SALAAM, Tanganyika, April 5—(UP)—Eleven of 26 African natives arrested in 28 "lion men" killings in the Singida brush country Saturday were ordered tried in Tanganyika high court.

Police said they had "established beyond doubt" that these natives, along with others "whose arrest is expected shortly," were responsible for at least 28 killings in the last few months.

The victims were found dead with deeply-slashed bodies. It was believed at first that they were victims of man-killing lions but, later, police learned that tribal witch doctors had been hypnotizing natives and sending them out to murder. They slashed their victims in a pattern that resembled the marks of a lion's claws.

← From Atlanta Constitution April 6, 1947

AND WE HAVE IT IN



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For special trailer copy for your opening write to
Motion Picture Service Co.
125 Hyde St. San Francisco 2
Producers of Showmanship Trailers

FOR SPECIAL TRAILERS ITS
STRICKLAND
BOX 498 ATLANTA

ATLANTA

The reissue of "Gone With the Wind," which was scheduled to open at Loew's Grand June 18, was cancelled a day after the booking was announced. MGM explained that it was unable to get a new print in time. Ernie Emerling, MGM advertising official, wired from New York that a new date would be fixed soon.

The DeSoto Theatre Co. of Jacksonville, Fla., has taken over the Central Theatre in Willacoochee, Ga., and after extensive remodeling will reopen for business . . . Buddy Chalmers, for many years connected with the film industry, has resigned his position with Paramount to take a rest.

H. M. Bessey, Altec vice-president, has announced the appointment of Lane J. Patton as division manager with headquarters in Atlanta. He is a former manager of Altec's New York division . . . Harry Paul, southern district manager for RCA, has returned from a business trip to Florida.

Paramount has shuffled its salesmen. E. C. Fitzgerald, recently transferred here from Boston, will work in Georgia and W. R. Word jr. has been assigned to Alabama . . . Lloyd Forkner has been added to the shipping department of Republic . . . Katherine Searcy, formerly with Universal-International, resigned and will soon be married.

S. B. van Delden, sales manager of Wil-Kin Theatre Supply, has returned from Chicago, where he contacted manufacturers relative to advertising material . . . Mrs. W. M. Richardson, head of the accounting department of Astor Pictures of Georgia, has returned from a trip to Dallas, Ga.

Al Schwalberg, general sales manager of Eagle-Lion, and Elmer Hollander, representative of Ralph Clark, PRC general sales manager, were here for a sales conference . . . Arthur C. Bromberg, president of Monogram Southern, has been named a colonel on the staff of Gov. Jimmy Davis of Louisiana.

E. D. Martin of Martin Theatres, Columbus, Ga., was a visitor . . . Other visitors were Carl Floyd and Lukie Stein, the Florida circuit operators, and their general manager, F. L. Aliger; Paul Engler of the Engler Theatres, Birmingham, and Forman Rogers of the Rogers, Montgomery, also were in town.

Ike and Harry Katz have returned from New York, where they closed deals for additional product for their exchanges . . . Perry Spencer, U-I exploiteer here, traveled to Charlotte . . . Babe Cohen, Monogram branch manager, made a business trip to Alabama and Tennessee . . . John Jenkins of Astor Pictures in Dallas was a visitor . . . N. E. Savini, special representative for Astor, left for Chicago and from there was scheduled to move on to Kansas City.

Fire Closes the Dixie, Greenwood Theatre

MEMPHIS—The Dixie Theatre, Greenwood, Miss., was damaged by fire June 9 and will be closed until repairs are completed around July 1, W. F. Clark owner, said.

RCA THEATRE SUPPLY DEALER
MONARCH THEATRE SUPPLY, Inc.
Neil Blount
492 So. Second St.
Memphis, Tenn.

New Colored Theatre Planned at Tampa

TAMPA—As soon as the CPA gives the green light, work will be started here on one of the largest, most modern Negro theatres in the south.

The new house will seat 1,000 and will be erected on North Boulevard and Roberts street by Pierce-Tampa Theatres, Inc. The company, a subsidiary of the Talgar Theatre Co., Inc., now operating 21 houses in Florida formerly operated by the Sparks interests, is contemplating other new houses. The company owns the Lincoln and Central theatres in Tampa.

The new house will be adjacent to the North Boulevard homes project, and of fireproof construction. It will be air conditioned, equipped with upholstered seats and other up-to-date equipment.

It is to be named after the famed Negro scientist, the late George Washington Carver, and will be called the Carver.

Plans have been drawn by Kemp, Bunch Jackson, architects of Jacksonville.



GATHER AT LITTLE ROCK—Group at the AITOA meeting at Little Rock. Left to right: C. H. Dozier, Charleston, Ark., exhibitor; R. V. Reagin, Memphis, RKO manager; O. G. Wrenn, Little Rock, exhibitor; Robert Coyne, executive director American Theatres Ass'n; Leon J. Bamberger, New York, RKO; C. C. Mundo, Little Rock, chairman of the board of the AITOA.

BIRMINGHAM

R. B. Wilby, Atlanta, was here for a meeting of Wilby-Kincey's Alabama and Tennessee city managers in the office of R. M. Kennedy, district manager. Kennedy later went to Chicago for a meeting of Paramount executives.

Harry Paul, division manager for RCA; Eddie Addison, Eagle-Lion publicist, and J. D. Woodard, Warner Bros., were among visitors here . . . Mrs. Earl Bladorn, Empire cashier, was hospitalized for a tonsillectomy . . . Vivian Harwell of Queen Feature Service, Inc., left for a month's trip that will take her to the west coast and into Canada . . . Bill Brown jr., son of the advertising manager of the Birmingham Post, is working as an usher at the Empire during the summer vacation.

John Richard Waters, booker for Waters Theatre Co., and Marifrances Lynch, an employe of the circuit's main office, were married Saturday noon, June 7, in the chapel of Highlands Methodist church. Newman H. Waters sr., head of the circuit, served his son as best man, and a brother, Don Waters, was an usher. The bride, daughter of Mr. and Mrs. William Phillip Lynch, was given in marriage by her father. After the ceremony, the couple left for a wedding trip to New Orleans.

Mrs. Mildred Geiger, Acme Theatres secretary, and her husband John spent a week's vacation at Panama Beach, Fla. . . . Installation of new seats has been completed at Acme's Royal and the house is now being repainted and redecorated. Acme's Empire also is slated for a repaint job.

For the first time in many weeks, all of the major houses had new pictures. "The Farmer's Daughter," however, went into a seventh week at the Capitol and "13 Rue Madeleine" moved over to the Lyric from the Alabama for a second week . . . The Galax held "San Quentin" over for a second week from the Melba . . . "The Two Mrs. Carrolls" came to the Alabama screen, the Melba offered "Her Sister's Secret," and the Empire was playing "Hit Parade of 1947." The Ritz was playing "Buck Privates Come Home," while "Vacation in Reno" was at the Strand.

Bill Coury, Ritz manager, was pleased exceedingly by the two-week run of "Duel in the Sun." The film set a record for recent years in both gross and attendance. House record is held by "Gone With the Wind," which stayed there for five weeks before moving to the Strand for an additional seven weeks . . . The Ritz has "The Yearling" slated for an early showing.

Tex Ritter, Bob Wills and His Texas Playboys, plus a four-hour show and dance, were due to appear at Municipal Auditorium June 21.

HEYWOOD-WAKEFIELD

The Modern Seating that Makes Patrons Really Comfortable



Cushions of full coil spring construction, plus spring edge comfort built in. Unusually durable steel frame construction.

WIL-KIN ATLANTA, GA.

THEATRE SUPPLY, INC.

CHARLOTTE, N. C.

"Everything for the theatre except film"

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EQUIPMENT — SUPPLIES
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GET IN THE MONEY WITH
WAHOO
America's Finest Screen Game
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831 South Wabash Avenue • Chicago, Illinois

MEMPHIS

Leonard Shea, PRC branch manager, and three company salesmen, Babe Rounsaville, Fred Lawrence and Fred Myers, are in Atlanta attending an Eagle-Lion-PRC sales meeting. Myers is a new salesman who has just started with the company in the southeast Missouri and Arkansas territory. All four recently returned from Little Rock, where they attended the Arkansas Theatre Owners convention.

Ching Allen, United Artists district manager, St. Louis, was in here on business . . . Leon Bamberger, New York, sales promotion manager for RKO, was a visitor . . . D. H. Finke, Chicago, Ticket Registry Industries, huddled here with Neil Blount, manager of Monarch Theatre Supply Co.

Tom Young, 20th-Fox branch manager, returning from the Little Rock convention, brought with him Phil Longdon, district manager, Dallas, and Jimmie Gillespie, Dallas, publicity director, who also attended the Arkansas sessions. Bobbie O. McCarley and Robert L. Mann, salesman working out of the Memphis office, also attended the convention.

Other Memphis distributor officials attending the Arkansas convention included: R. P. Dawson, branch manager, C. R. Ost and C. R. Settoon, salesmen, all of Universal; Nat Wyse, branch manager, Republic; R. V. Reagin, branch manager, Maurice Basse and W. G. MacKemie, salesman, and Carol Weld, publicity department, all of RKO; Tate Baker and Lloyd Miller, salesmen, Columbia; Ed Williamson, branch manager, and Tony Carruth, salesman, Warner Bros., and Bailey Prichard, branch manager, and F. J. Kaiser, salesman, Monogram.

Nathan and Paul Flexer, brothers of David Flexer, Flexer Theatres, Inc., were on the Row shopping for their Waverly Theatre, Waverly, Tenn. Other exhibitors on the Row included W. F. Ruffin, Ruffin Amusements Co., Covington, Tenn.; Franklin Fisher, Jan, Como, Miss.; M. C. Collins and Lester Rollins, Home, Holcomb, Miss.; C. B. Huber, Joy, Hayti, Mo.; H. W. Odom, Odom Brothers, Durant, Miss.; J. F. Haven jr., Imperial, Forrest City, Ark.; J. J. Sharum, Chandelle, Walnut Ridge, Ark.; Ernest Pollock, Strand, Hohenwald, Tenn.; Herbert Huber, Missouri, Hayti, Mo.; Nathan Reiss, Bruce, Bruce, Miss., and Moses Sliman, Lux, Luxora, Ark.

Also G. H. Goff, Rustic, Parsons, Tenn.; Whyte Bedford, New, Hamilton, Ala.; Horace Stanley, Radio, Beebe, Ark; Forrest Dunlap, Palace, Greenwood, Miss., whose home is in Dallas; J. C. Fisher, Hoxie, Hoxie, Ark.; Fred Burns, Fry, Friar's Point, Miss.; Bob Kilgore, Harlem, Union City, Tenn.; J. F. Adams, Tate, Coldwater, Miss.; Pinky Tipton, Tipton at Monette, Ark., and New at Manila and Caraway, Ark., and Grady Cook, Joy, Pontotoc, Miss.; R. B. Gooch, Gooch, Selmer, Tenn.; T. E. Williams, Tyson, Clarksdale, Miss.; J. Jackson Rhodes, Crittenden, West Memphis, Ark., and Jack Walson, Palace, Tunica, Miss.

Orris Collins, Capitol, Paragould, Ark., and Herb Kohn, Malco official, Memphis, accompanied by their wives, are back from California where they took an extended vacation following the national Variety Clubs meeting.

Bill Forbes, assistant manager of the Princess, Memphis, is on vacation . . . Byron Mouch, payroll department, Malco, is vacationing . . . Jack Sawyer, assistant controller and office manager, Malco, is in Hot Springs, Ark., on a vacation.

R. L. Bostick, manager, National Theatre Supply Co.; C. C. Bach, district manager; C. E. Sumner and H. A. Moore, salesmen for the company, attended the Arkansas theatre owners convention, as did Neil Blount, manager of Monarch Theatre Supply Co. . . . Mrs. Eileen A. Nickle, stenographer at National Theatre Supply Co., is vacationing.

Fire which burned out a motor in the air conditioning unit at Warner Bros., exchange brought a great deal of fire fighting equipment roaring to the Row June 3 and caused much excitement but very little damage.

Paramount's employes had a swimming party and picnic scheduled for June 7 at Clearpool . . . M. S. Anderson, company auditor, has finished his work at Paramount and moved on to Oklahoma City . . . Twentieth-Fox Family club's scheduled all-day outing at Reelfoot Lake June 14 has been postponed indefinitely . . . New face at RKO: Ray Williams, student booker.

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MIAMI

Oscar Gerrig, house detective at a local hotel, bears a remarkable resemblance to film comedian Edgar Kennedy, says Dot Raymer of the News. When Kennedy and his wife were vacationing at Gerrig's hotel recently, Gerrig walked over to him where he was sunning himself in the patio. "You look like the house detective," said Kennedy after one look at his double. "How did you know?" asked Gerrig. "You've got it written all over me," explained the comedian.

A local club has three sandwiches named after three local theatres, the Paramount, Olympia and Miami "specials" . . . Brash Carlyle of a Miami club will do a film for Will Jacobson of Warners this summer. It is to be called "Vaudeville" . . . Tom Jefferson, Paramount publicity man, says there will be three days' shooting here of "On an Island With You," and that Esther Williams will arrive any day now, ditto Peter Lawford, Richard Thorpe and others. Bill Golden is the unit publicity man with the troupe. It's a Pasternak production.

"Duel in the Sun" has completed its greater Miami run with a final showing at the Shores . . . Wometco Theatres are enticing patrons with an ad that reads: "Wometco Theatres invite you to a cool two-hour vacation" . . . Locals think that Al Jolson (who's an addict) must have inspired the plug which a local restaurant got when Phil Harris guest-starred on Fred Allen's show recently. In his "That's What I Like About the South" routine, Harris included, "Cream cheese and lox on bagle, then you ought to go to Mammy's."

"The Yearling" opens at the Sheridan and Beach theatres June 26 under the aegis of MGM's drum-beater, Emory Austin, assisted by Tom Jefferson of Paramount Enterprises . . . Bert Wheeler is in town "for some sun" and to study a script of "Bench Warmer," a play which Alex Yokel brings to Broadway August 1 . . . Composer Irving Fields, who wrote the highly successful "Managua, Nicaragua," has just written another novelty song, to be called "Nino the Great Yacovino." Reports from New York indicate that either Xavier Cugat or Carmen Cavallaro will record the new tune. Yacovino left for Manhattan after a farewell party in Miami.

J. Y. Gooch, builder of the new Miami, and Charles E. Dawson, construction engineer, were asked by Sidney Meyer and Mitchell Wolfson, owners of Wometco Theatres, to come to the theatre on a final inspection tour. But when they got there they found they had been invited in order that the theatre owners might present each of the construction men with an inscribed gold watch.

Grace Wing says the managers of Huylers, the new restaurant in the Miami Theatre, are combing the town for a prosperous looking, elderly gentleman who walked up to the supervising manager, Grayling, and told him he was the "first customer when your Broadway store opened in New York back in 1880. Somebody lifted me on a stool and they dished out to me the first chocolate soda ever sold there." Grayling was so surprised he let the visitor depart without getting his name and address. Now he wants him back so he can take his picture with the first Miami customer. There's a free lunch, or, anyway, chocolate soda, in it for him.

Burt Lancaster, lately seen in "The Killers," was mobbed by autograph seekers when he appeared in a night spot here. Now in New York, he returns to Florida later, probably on RKO's "Swamp Fire" . . . It is reported that the I-can-top-any-star-you-can-get war of the bistro owners is already on for next season, with some famous film and radio names being sought.

TURN DOWN PLAN TO CONVERT CONCERT HALL INTO THEATRE

Toronto Syndicate Refused Lease on Winnipeg's Civic Auditorium

WINNIPEG—The city council's finance committee has turned down a request for a five-year lease of the auditorium concert hall by a Toronto film syndicate, following protests from more than 20 local organizations including commercial film interests.

The Toronto syndicate, which has remained unnamed in the negotiations, being represented by a local legal firm, offered to soundproof the concert hall and make other necessary alterations. It asked for a five-year lease at an annual rental of $7,500 and a further five-year option. The firm said it proposed to show foreign and art films.

The auditorium commission was interested in the Toronto proposition and recommended that the finance committee accept it on the ground that rentals for the concert hall were falling off in the last few years, averaging around $2,000, mainly because the concert hall cannot be used when the large main hall is occupied. Both halls share a single large stage which at present cannot be divided off so that the smaller hall is soundproof.

SHOWMAN IN PROTEST

Among those appearing as a delegation in protest was Richard Miles, vice-president of the Manitoba Motion Picture Exhibitors Ass'n. Miles told the committee that he represented all city houses as well as a number at country points. He said the exhibitors were given an understanding when the auditorium was built in 1932 that it would not be used for commercial undertakings.

"Winnipeg theatres now pay thousands of dollars annually in taxes, and during the depression, the theatre chains ran some of their small houses at a loss. We are now entering a period when the inflationary influences are levelling off. Theatre business in the city has fallen off since last December, and continues its downward trend," Miles told the committee, and added:

"It would be unfair for the city to commercialize the auditorium, and thus make unnecessary competition."

MUSICAL GROUPS JOIN IN

Many musical organizations submitted that the auditorium concert hall should function in the public use.

Turning down the Toronto offer, the finance committee urged the auditorium commission to consider soundproofing the concert hall to permit more extensive use of it.

Shortly before the meeting of the city's finance committee, the Winnipeg Free Press carried an editorial coming out flat-footedly against the proposal, in this language:

"A Toronto syndicate is said to be seeking permission to turn part of the property of the citizens of Winnipeg—the concert hall of the civic auditorium—into a moving picture house for its own profit. The plan may be dressed up in pretty phrases. This is what it means:

"According to present reports, the people interested in this project are willing to pay the city $7,500 a year for a five-year lease, together with the right to renew the lease for a similar period. They are ready to spend about $25,000 to make the hall soundproof and to equip it as a movie house.

"Let the basic principle be stated without a shadow of obscurity. The auditorium belongs to the community. It was built and it exists to serve the civic needs of Winnipeg. To have it show a profit is, of course, very desirable; but the auditorium does not exist primarily for that purpose and it is not to be measured by money standards alone. Doing that, would be the index to an alarming slump in civic pride and civic obligation.

"More than that, it would be an inexcusable act of discrimination against the citizens who already use the concert hall for musical recitals and concerts, for plays and for meetings of various kinds. Their activities, which mean so much to Winnipeg, will be damaged and retarded if they are unable to use the hall in future.

"The indignation of musicians, and music lovers generally at the plan now afoot is easy to understand. The finance committee, and the city council, should suffer no illusions to guide their decision.

"Already there is roller-skating in the basement of the auditorium. Now the concert hall is in danger. This is the time to call a halt to the process of nibbling away at the auditorium, and of endangering its future.

"The finance committee should throw out the proposal so vigorously that it doesn't stop bouncing until it hits Toronto."

Odeon Clubs Make Theatre Center For Community's Youth Activities

VANCOUVER—After more than a year of operation, the Odeon Movie clubs are gaining increasing attendance in British Columbia and accomplishing the purposes for which they were organized.

Satisfied at the start that the club would never be a paying proposition—dollar-and-cents-wise—Odeon managers have concentrated on operating their clubs with the twin aims of making the theatre a community institution and cutting down juvenile vandalism.

The clubs are organized only in neighborhood and suburban houses and have a membership of more than 100,000 throughout Canada. Theatre managers keep a close liaison with parents through schools and churches and the children are constantly given a sense of participating in the staging of the shows.

Elected committees of children run the house as ushers, stage managers, song leaders, and the like, new groups being elected every six weeks. Usually there is a stage program to go with the film offering, and children as well as professional entertainers get a chance to show their talents. There also is a midweek program called Odeon Movie Clubs on the Air, conducted by the district supervisor of movie clubs. These shows are for the kiddies and by the kiddies, the youngsters being encouraged to write letters of criticism and offer suggestions.

Special events on the stage tie in the entertainment with education and good citizenship. Short talks by policemen, firemen, game wardens, traffic officers, and acts of one kind and another all tend to make the clubs somethhing different. Members find pen pals in distant places. They help in Red Cross food drives, and other civic enterprises.

All in all, the clubs tend to make the theatre an important part of the youngsters' lives. The long-range benefits are easy to see.



ODEON CLUB ON THE AIR
Kingsway, B. C.

M. P. Murphy Elected By Dominion Sound

MONTREAL — M. P. Murphy has been elected president of Dominion Sound Equipments Co. Murphy, assistant general manager of the Northern Electric Co. and vice-president of Amalgamated Electric Corp., replaces M. K. Pike, former vice-president of Northern Electric, who resigned as chief executive on retirement.

Other DSE changes include the appointment of D. E. Daniel as district manager in Winnipeg and W. F. Graham as manager of the Calgary office. J. E. Tagg was appointed manager at St. John, N. B., and A. T. McCormick, formerly of Winnipeg, has been transferred to Montreal for special duties.

Jim Cowan in Calgary

CALGARY—Jimmy Cowan, public relations man for Odeon Theatres, paid his first visit to Calgary since he used to come as publicity man for the World War I entertainers, the Dumbells. He acted as advance courier for the Rank party, arranging a plane for the return of John Davis to London and checking on the Banff visit with CPR officials. Cowan reported that all his time is not spent in the Dominion. He had just returned from a spell of work in London, where he spent six months.

ST. JOHN

Wreckers are busy in Halifax clearing away the old Orpheus site to make way for the new Paramount Theatre. An innovation booked for the Paramount is pushback seating. The bar for light foods and fountain items, including ice cream and sodas, will be 42 feet long. There will be 1,275 seats, as compared to 879 in the Orpheus. The Paramount will cost about $500,000. Freeman Skinner will be manager and Bob Roddick will supervise.

Officers of the executive of the local recreational commission recently went before the city council in an unsuccessful effort to prevent the All-Maritime Shows carnival from making its debut on a St. John playground The commission had refused to allow the new carnival to use the playground, but the commission director and secretary, Newton Metcalf of Kingston, Ont., had approved the carnival stand to the council. The commission officers stated the carnival atmosphere is inimical particularly to the welfare of children and cited gambling and off-color shows. However, the city council refused to change its attitude and allowed the carnival to use the playground under the auspices of the local Lebanon Ass'n. The new carnival is headed by Len "Kid" Dryden and Cecil Wiggins, both of St. John, formerly with Libbey Shows.

Lockwood & Gordon has bought the Opera House property in Calais, which it had leased the past six years, as insurance against competition for their State. The closed theatre has been used for merchandise storage for several years. There is said to be a possibility that this old roadshow and silent film house will reopen. Eddie Haskins is the State manager for L&G. The Opera House was operated for many years by the late Wilbor A. Shea, whose wife Nellie Shea operates the Wilbor Theatre at Eastport, about 20 miles down the St. Croix river from St. Stephen. Shea had a small string of theatres and also sponsored a touring dramatic repertory troupe in Maine and the maritime provinces.

The Queen, St. Stephen, N. B., went back to Sunday midnight shows for opening a four-day stand of "The Jolson Story." One price, 32 cents, prevailed for both adults and children and all over the house for the night shows at 7 and 9. Charlie Staples owns and manages the Queen. Special advertising was used.

Indications are that the Armview at Armdale in suburban Halifax will be opened during June 12-14, by Affiliated Theatres . . . Mitchell Franklin, secretary of Franklin & Herschorn, has taken up horseback riding. Not content with hiring a nag, he has bought one and is stabling it at Tynemouth Creek, where he has his summer home.

The Bill Lynch Shows made their usual start for the season at Halifax. There are ten rides, including two new ones, a fly-o-plane and a kiddies' whip. Pat Gibson's western novelty show under canvas is claimed to have seating for 1,500. There are roping, trick riding, cowboy warbling and orchestra. The Pin Up Girls' Revue, also tented, has six girls and some magic, with Joe Kara as emcee. Another tent show has monkeys, no magic. Sol Solomon dives twice daily from an altitude announced as 120 feet. This carnival, as usual, is gated. A No. 2 unit, which will hit the small towns and villages, opened at Kentville, N. S., while the main outfit will work the cities and larger towns of the maritimes until mid-October.

The return of soft coal miners to the pits after their 14-week strike steamed up box-offices at Glace Bay, Sydney, Sydney Mines, North Sydney, New Waterford, Dominion, Inverness, Stellarton, New Glasgow, Westville, Springhill and River Hebert, but only temporarily. The UMW called out the miners again on the claim that an agreement had been violated. The second strike wasn't expected to last long. When it's over theatres as well as other consumers wil have to pay from $2.50 to $2.75 per ton more for coal because of increased pay for the miners.

Art Fielding, manager of the Capitol Theatre in Digby and the Capitol Theatre in Bridgewater, and previously manager for the Spencer chain, once managed a cooperative exchange at St. John, a project which seems to have fallen by the wayside now, with the decided ascendancy of chain operation in the maritimes.

Government Plans Theatre In Deep Brook Playground

A theatre is under consideration in plans for conversion of the Deep Brook naval training base on Annapolis Basin into a recreational center for both summer and winter seasons. The provincial government is reported as planning the establishment and operation of the playground mecca.

The naval base built in 1942-43 by the Dominion government for the navy at a cost of about $15,000,000, had accommodations for 10,000 persons. There are about 125 buildings, some of them very large and of steel, concrete and wood construction. The property was given up by the navy, its only use now being for hospitalization of ex-servicemen, involving only several buildings.

It is proposed to turn one of the larger buildings into a theatre seating about 800. In addition to tourists from the U.S. and central provinces, the draw would include a permanent clientele from the towns of Annapolis Royal and Digby, between which Deep Brook is located.

Screenings in 'Private' Hurt Regular Showing

Ottawa—The National Film board, here laid itself open to criticism through disregard of responsibility to a licensed theatre which had booked a government release on a commercial basis, only to have the same film screened without charge during the bookrun at an opposition theatre here.

The short in question was "The Challenge to Housing," which was released to theatres as part of the Canada Carries On series. The picture was playing the 20th Century Elgin during the week commencing May 29.

The department of labor and the National Film board arranged a screening of the same film with one other NFB short at the Capitol May 30, for which invitations were sent out to government employes and other persons without limitation. There was no charge.

Another NFB release, "Exercise Musk-ox," dealing with the military expedition to the arctic regions. was given so many "private" screenings that when it was booked at a local theatre the result was hardly successful because so many residents had already seen it for free. At one free showing on a Sunday, for example, there was a crowd of 2,400 persons all of whom had been "invited."

Gerry Hoyt Sponsors New Rothesay House

ST. JOHN—Film distribution and exhibition are being linked again by the debut of Gerry Hoyt, manager of the Empire-Universal exchange at St. John, as sponsor of a new theatre near Rothesay, N. B. Hoyt, a veteran St. John exchange man, lives at Renforth, seven miles east of here and two miles east of Rothesay.

For many years, Reg March, a distribution veteran and manager of the 20th-Fox operations in the maritimes and Newfoundland, has been part or whole owner of the Strand Theatre in Sussex, N. B., 44 miles east of St. John. He was originally a partner of the late Colin Danson in the Strand. Danson was manager.

One of the two partners in B&L Theatres, with head offices in St. John, and a string of houses in small towns and villages of New Brunswick and Nova Scotia, is Joshua "Joe" Lieberman, long active in distribution. For many years, he was a partner with Mitchell Bernstein in Maritime Films, handling independent films. In recent years he has been Columbia manager. Lieberman recently has been ill, following a heart attack at Moncton, N. B. Bernstein once was in Maritime Films with Lieberman but now concentrates on the B&L chain.

For many years Pat Hogan, veteran district manager for Paramount Pictures, has been in exhibition by remote control. His theatre interests are on his native Newfoundland, where his brother and sister have been theatre managers. At St. John's, Newfoundland, the longtime distributor has an interest in the Capitol, which is in the Famous Players chain. It is understood that Maurice Milligan, Paramount Dominion chief for about 22 years, who died two years ago, left Hogan an interest in the Capitol.

Although not now in exhibition, Herman McArthur, another distribution evergreen, manager for RKO at the local regional base, had interests in several theatres in New Brunswick and Nova Scotia in past years.

Ottawa's Little Theatre Goes to Drama League

OTTAWA—The Little Theatre here, ceased to function as a motion picture house May 31 when the theatre reverted to the owner, the Ottawa Drama league, which plans to make exclusive use of the building for amateur stage productions.

The Little had originally been leased as a cinema by Ambrose J. Nolan of Ottawa and it was transferred in February 1945, to Casey Swedlove, proprietor of the Savoy at Cardinal, Ont. In recent months, Swedlove had played a wide variety of films, including a number of Russian, French, Italian and Mexican productions, and finally wound up with a western twin bill topped by "Don't Fence Me In," which might be regarded as an appropriate title.

Swedlove, however, is looking forward to the opening of his new cinema, the Linden, in the Beechwood avenue district, possibly in July.

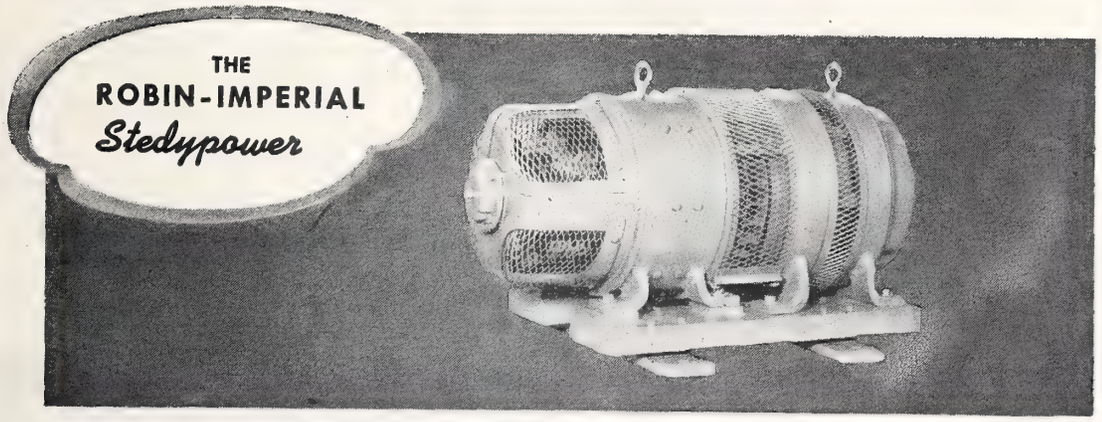
Carnival in Suburb

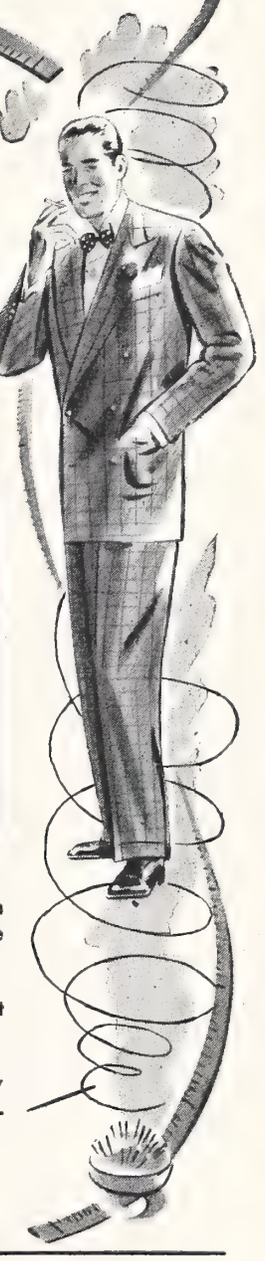
OTTAWA—The city hasn't tolerated the presence of carnivals for a number of years and so suburban Eastview has been getting a profusion of the tented shows, the latest being the Wallace Bros. carnival which closed a week's stand June 7. The municipal council of Eastview received numerous complaints at its meeting June 6 regarding alleged gambling and the city fathers decided to consider a ban at its next meeting before the application for the next carnival permit is dealt with.

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Saunders Renews Fight For Amusement Taxes

OTTAWA—Declaring that municipalities require more revenue for pressing postwar needs, Mayor Robert H. Saunders of Toronto renewed his agitation for a civic amusement tax in addressing the annual conference here of the Ass'n of Ontario Mayors and Reeves. The subject of his address was "Inadequate Municipal Revenue and Solutions Therefor."

Last year the Toronto mayor's campaign for enabling legislation by the provincial legislature to permit cities and towns to impose a local amusement tax was met by strong opposition from theatre proprietors. The latter conducted a whirlwind publicity drive and staged many meetings of protest against the proposal which would have meant a duplication of the levy on theatre patronage. The federal government collects 20 per cent in excise on all theatre grosses.

Mayor Saunders has now reopened fire on the exhibitors and it looks as if the theatres will have to organize for defense once more because he has sought the support of all municipalities in Ontario on the basis that other sources of revenue are inadequate.

Pointing out that "in most cases our civic services need substantial improvement instead of curtailment," and that taxation of real estate had reached its limit, Mayor Saunders pressed for a civic amusement tax as a new source of revenue.

"I do feel," he declared in his speech, "that an amusement tax is a logical levy for municipalities, collecting the revenue from a source which does not hit at the necessities of life and, in most cases, offering a considerable return." (Prior to the war, the Ontario government collected a provincial amusement tax which netted $2,000,000 annually but it was abolished as a nuisance impost.)

Mayor Saunders classed meals, hotel, sale and municipal income taxes as nuisance levies but did not include an amusement tax under the nuisance heading.



IN THE ENGLISH MANNER—Ivan Ackery, manager of the Orpheum in Vancouver, is quite a showman, but it is unlikely that he will ever dress up his staff with fancier trappings than that worn by his new cashier Rhoda Bradley (third from right) when she was on the staff of theatres in London. Miss Bradley, who arrived in Vancouver in April to live with her parents, served as usherette, receptionist and cashier at several theatres in the Piccadilly Circus and Leicester Square section from 1941 to 1946. She was present at several royal occasions. She is shown here with the staff of the Carlton Theatre. Miss Bradley was born in Portland, Ore., but was reared in England. During the war she served as warden in the South Kensington district.

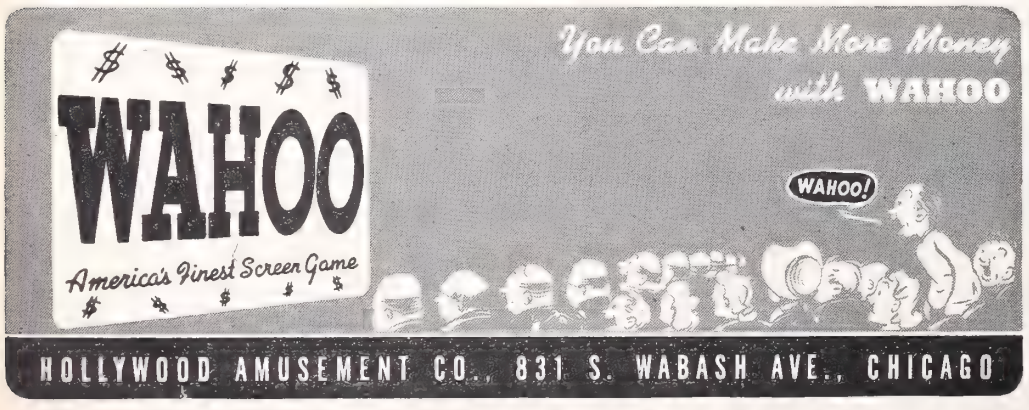
'Heir to Throne' Booked By All Leading Chains

TORONTO—"Heir to Throne," an Astral Films' release which deals with the life of Princess Elizabeth, has obtained playdates in theatres of all leading Canadian circuits, including Famous Players, Odeon, 20th Century, Premier and Allied. It has already been shown at Toronto, Montreal, Ottawa, Winnipeg and Calgary.

"Man, One Family," a controversial British short which was banned by the censor board in Alberta, is having its Toronto first run on the program with the French feature, "It Happened at the Inn," at the International Cinema.

Six Years Immunity Causes Apathy Toward Roadshow

CALGARY—Six years of ceiling prices throughout Canada have left patrons here with a distaste for roadshows such as the two which have recently played here. "Henry V" was loudly acclaimed by scholars and high school students but was largely ignored by theatre patrons. "The Best Years of Our Lives," which played nine days in Edmonton and Calgary, drew sizable crowds for matinees, with about normal prices, but played to sparse audiences in the evenings.



Turnstiles in Toronto Revolve Desultorily

TORONTO—After 11 weeks of "The Jolson Story" at the two theatres, "Sinbad the Sailor" went into the Tivoli and Eglinton to form the strong point of the week's lineup of films despite the arrival of warm weather. The only holdover was the second week of "The Farmer's Daughter" at Shea's and it was interesting to note that a double bill played three houses including the Uptown where the top feature was "Time Out of Mind."

Business was only fair all around, even for "Carnival in Costa Rica" at the Imperial and "Copacabana" at Loew's. Dufferin park drew thousands of turf fans and other outdoor amusement places also drew crowds for practically the first time this year, due to the late spring.

(Average is 100)

Capitol—**Mr. District Attorney** (Col); **Blondie's Holiday** (Col) 90
Eglinton—**Sinbad the Sailor** (RKO) 100
Imperial—**Carnival in Costa Rica** (20th-Fox) 95
Loew's—**Copacabana** (UA) 95
Shea's—**The Farmer's Daughter** (RKO), 2nd wk. 90
Tivoli—**Sinbad the Sailor** (RKO) 100
Uptown—**Time Out of Mind** (U-I); **Little Mr. Jim** (MGM) 90
Victoria—**Mr. District Attorney** (Col); **Blondie's Holiday** (Col) 90

Attendance Levels Off; 'Calcutta' Gets Six Days

CALGARY—The early season's slump at the theatres has eased off to some extent, but was expected to hit again with the arrival of the holiday season. While Calgary expects many visitors in the next three months, there will be a big exodus of citizens this year on vacation. Travel is easier by road, rail and air, while provincial summer resorts are spreading out enticing publicity. With such reduction of patrons in prospect, exhibitors find that every inducement must be made these days to get people into the theatres. A good picture, properly exploited, will still draw a summer crowd, but it must be good.

Capitol—**The Beginning or the End** (MGM), 3 days ..... Poor
Capitol—**Imperfect Lady** (Para), 3 days ..... Fair
Grand—**Stairway to Heaven** (U-I), 3-day holdover ..... Very good
Grand—**Song of Scheherazade** (U-I), 3 days ..... Good
Palace—**Calcutta** (Para), 6 days ..... Good

Vancouver Business So-So; Warm Weather Prevails

VANCOUVER—Showmen were looking for someone who can tell them what happened to local business suddenly. A general run of good pictures brought forth only moderate revenues. "Odd Man Out," in its third week at the Vogue continued to do well. "It Happened in Brooklyn" at the Capitol was in second spot. A twin bill made up of reissues, "The Westerner" and "The Bohemian Girl," held over at the Strand. Weather was real warm.

Capitol—**It Happened in Brooklyn** (MGM) ..... Average
Dominion—**Singin' on the Trail** (Col); **13 Rue Madeleine** (20th-Fox), moveover ..... Fair
Hastings—**Michigan Kid** (U-I); **Boston Blackie and the Law** (Col) ..... Fair
Orpheum—**Easy Come, Easy Go** (Para) ..... Moderate
Paradise—**Bringing Up Father** (Mono); **Gentleman Joe Palooka** (Mono) ..... Fair
Plaza—**Song of Scheherazade** (U-I), moveover ..... Fair
Strand—**The Westerner** (PRC); **The Bohemian Girl** (PRC), 2nd wk. ..... Good
Vogue—**Odd Man Out** (E-L), 3rd wk. ..... Good

Morris Beattie Vacations

CALGARY—Morris Beattie of the Capitol, Red Deer, is spending a vacation in Victoria. Beattie made the journey across the Rockies by car.

Film Board Steers Clear Of Commercial Houses

WINNIPEG—The practical job of the National Film board is to relate its work to the ordinary life of Canadian communities, Ross McLean, Canadian film commissioner, said here last week. McLean visited Winnipeg briefly for the first time since his appointment as head of the film board.

McLean spoke highly of the excellent relations existing between the board, the commercial houses and exchanges and hoped that the spirit of cooperation would be strengthened in the future. He stressed that the board was not desirous of infringing in any way on the rights of private organizations and would do everything possible to avoid that possibility.

McLean met leading officials of the industry here at a cocktail party. Among those present were E. A. Zorn, H. A. Bishop and Eddie Newman of the Famous Players chain; Henry Morton, Harry Hurwitz and Tom Pacey of Odeon Theatres; R. B. Hurwitz of the Main Street pool; S. R. Miles, K. B. Beach, S. Rosenblat and G. Miles of Western Theatres, Ltd.

No New Parley Viewed On Tax Abandonment

OTTAWA—D. C. Abbott, minister of finance, told J. M. Macdonnell, Muskoka, Ont., in the house of commons that federal abandonment of the taxation fields of pari-mutuels and amusements would not, of necessity, have "any bearing on the question of a further Dominion-provincial conference."

Macdonnell quoted Premier Angus Macdonald of Nova Scotia as saying that the Dominion has "abandoned the idea of securing compensation in return for vacating" the two fields. The finance minister said that statements bearing on a new conference was "a matter of opinion."

"Seven provinces have already entered into or are in the process of entering into tax agreements for five years," Abbott continued, "and therefore, so far as they are concerned, there is nothing to be gained by a further conference. As to whether this makes it easier for other provinces, of course, is purely a matter of opinion."

Third Theatre Considered For Towns on St. Croix

ST. STEPHEN, N. B.—A maritime circuit is considering St. Stephen as the location for a new theatre. The 600-seat Queen is the city's only film house, drawing trade from St. Stephen and Milltown in New Brunswick, from Calais and Milltown in Maine, on the U.S. side of the St. Croix, and also from the countryside within about 20 miles.

The only other theatre besides the Queen in the four towns, which adjoin each other along the St. Croix, is the State, on the Calais side. It seats 500. The Opera House, seating 600, has been closed some years and recently has been bought by Lockwood & Gordon, operators of the State. There have been rumors it will be reopened. The new St. Stephen theatre which is being mulled over will seat about 800, when and if it is built. Three international bridges connect the two sides of the river.

Some Movie Club Shows Close

TORONTO—Some Saturday morning Movie club shows are being closed for the summer season in Ontario theatres because of outdoor attractions but the managers of other cinemas are engaging in increased organization work for their clubs and appear to be getting results. One unit to close is the Famous Players Movie club at the Capitol in Brantford.

VANCOUVER

Bob Murphy, Paramount manager, and his booker, Mike Stevenson, were in Toronto for a sales meeting June 10 and 11. Bill Kelly, Calgary manager, traveled east with them . . . Frank Jens has been appointed inspector of theatres for British Columbia by the fire marshal's office. He succeeds Bill Oswald, who retired on a pension after 30 years.

Earl Hayter, Odeon supervisor, reports that John Stobbart, manager of the Odeon theatre at Abbotsford, B. C., is doing a first class job with this small town spot. For the showing of "The Best Years of Our Lives" he obtained a full page of ads in the local paper from Abbotsford merchants . . . George Bailey is erecting a new 500-seat theatre in Humboldt, Sask., to replace the Lux Theatre, which he has operated for the past 18 years. He expects it to be completed this summer. It will cost an estimated $30,000.

Dixie White, Plaza cashier, was married to David Ritchie at Christ Church cathedral June 4 . . . Edna Hughes of Odeon's booking department married Jack Armstrong, manager of the Odeon-Paradise. The couple is honeymooning on Vancouver Island . . . Members of the Ad and Sales bureau of the Vancouver Board of Trade got the first public glimpse of the city's birthday film, "Jubilee" when the color film was shown at their luncheon meeting. The picture will be distributed by the National Film board.

Ivan Ackery, manager of the Orpheum, is back from New York . . . Peter Brown, president and general manager of General Theatres Supply Co., is in from the Toronto head office and will look after the local office while Bill Forward, British Columbia manager, takes a long-overdue vacation.

The Odeon Movie club at Duncan gets 40 per cent of its membership from the nearby Cowichan Indian reserve, Maud Smithe, manager, reports . . . J. W. Norgan, Vancouver financier, has not forgot his home town, Palmerston, Ont. He is donating a theatre to this farming community. The theatre will seat 450.

Background filming for "Mrs. Mike" will be made on location near Hudson's Hope, B. C., 120 miles northwest of Dawson Creek in the Peace River area. The story of a Canadian mountie and his wife in the wilds of northern Canada at the turn of the century, "Mrs. Mike" will be on one of the most northerly locations ever attempted by a motion picture unit. Katharine Flannigan whose life story is "Mrs. Mike," makes her home in Vancouver and has left for Hollywood to help in the production.

Nip Gowen of the Odeon Hastings will be away from the theatre for six weeks looking after his recently acquired auto court near Victoria . . . Bill Oswald retiring inspector of theatres, was presented with an easy chair and foot rest at a dinner in his honor held by projectionists Local 348 . . . Bill Forward, manager of General Theatre Supplies, has at long last acquired an automobile. It is an English midget model, so Bill doesn't have much parking trouble. His only worry is that somebody will step on it.

The Odeon Paradise bill-of-fare this week was an all comic-strip program twin bill "Bringing Up Father" plus "Gentleman Joe Palooka" both first run Monograms. In spite of a really warm spell, the program did very well, Odeon reported.

"Abie's Irish Rose" has not appeared on Vancouver screens (or any in the Dominion) to date. The picture is under contract to the Odeon circuit, but it is still not dated although the prints are in the exchanges . . . Director Edward Dmytryk; Ruby Rosenberg, production assistant; Al Herman, art director; Roy Hunt, cameraman, and Lou Shapiro, location department head, spent a few days in Banff and Lake Louise to test filters and camera equipment preliminary to filming RKO's "The White Tower." The film will be shot on location this summer.

Exhibitors in this section are beginning to ponder the question of why they are being asked to pay the same price for reissues, where the producer and distributor have already recouped their investment and made a profit, as they pay for new releases. Some say they are having trouble selling these reissues for the same price as new pictures. This problem crops up more in the suburban and small town houses than in larger theatres. Exhibitors making three changes a week and playing twin bills claim they are compelled to play some oldies. Reissues are doing business in many places, nevertheless. That they will sell was proved by the Strand here, which held over a twin bill of "The Westerner" plus "Bohemian Girl" for a second week.

Bert Headley, veteran Alberta theatreman, has sold his 310-seat Empress in Ponoka, Alta., to a newcomer to show business, Herbert Labrie of Edmonton . . . The Starlit Gardens, outdoor dance hall near Stanley Park, has reopened for the season. It is operated by Hymie Singer of the State Theatre and features name bands.

Harry Howard of Theatre Equipments has made new installations at the Oliver Theatre in Oliver, the Agassiz in Agassiz, Clove in Cloverdale and the Cameo in South New Westminster . . . Frank Soltice, British Columbia manager for Eagle-Lion, has left for a few months trip to cover the provinces of Alberta and Saskatchewan for E-L British Pictures.

'Modern Age's' Second

TORONTO—The second picture in the This Modern Age series, produced by J. Arthur Rank as a counterpart for March of Time, has been released in Canada under the title "Homes for All." It had a Toronto first run at two Famous Players theatres, the Victoria and Capitol. The first release was "Palestine."

Colt in 'Imagination'

John Drew Colt, Ethel Barrymore's son, will debut in a top feature role in the Universal picture, "Imagination."

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MONTREAL

Cine-West, a new theatre in Matane owned and operated by J. A. Guidmond, was recently opened. It boasts of latest equipment installed by Perkins Electric Co. of Montreal . . . The Monitor reports that a 1,500-seat theatre is planned for the new King's park development.

J. Arthur Rank, on his recent visit to Canada, declared that fans here and in Australia and Britain are showing a preference for some British films. Earl Lawson, head of Odeon in Canada, added that in Odeon theatres British films are outgrossing Hollywood productions. Two separate crews of the National Film board have been shooting pictures with Montreal locales. One, in the Canada Carries On series, will show the city in evening garb, night clubs, a concert at the Chalet, and St. Catherine street crowds. The other will be a short "romance documentary" centered on Lafontaine park.

George Ganetakos, managing director of United Amusement Corp., and his son John, general manager of Confederation Amusements, are on a ten-day fishing trip below Three Rivers, with a group of friends.

Filmrow festivities included a party given by Warner Bros. for the Misses Betty Martin and Gisele Morency, both of whom are getting married . . . Visitors on Filmrow included J. G. Champagne, Shawinigan Falls; B. Beaumont, Levis, owner of Le Bienville, in that city and Le Francais at Quebec, and Melvin Cohen, owner of the Empire in Montreal's north end . . . Luc Bertrand, shipper at PRC, has left to take another position.

Arthur Quintal, booker at 20th-Fox, is vavationing at Lac des Francais, near Joliette . . . William Trow, general manager of Montreal Poster Exchange, is on an eight-day business trip in the province . . . Murray Devaney, Montreal district manager of RKO is also visiting accounts in the province, and Harry Cohen and Harry Decker of the same organization are on a selling trip.

GTI Bonds Redeemed

TORONTO—Proceeds from the private sale of $350,000 in new bonds of General Theatre Investment Co. are being used for the redemption of the company's 3½ per cent bonds due in 1947 and 1948 and the 4½ per cent bonds due in 1955. The latter bonds are said to be mostly in the hands of outside investors. The company owns a number of theatres in and around Vancouver and the president is George H. Beeston of Toronto who resigned some weeks ago as a director of Odeon Theatres of Canada, Ltd., to continue association with Paul L. Nathanson's companies.

Loew's $1 Dividend

MONTREAL—Directors of Marcus Loew's Theatres, Ltd., have declared a regular quarterly dividend of $1 per share, payable June 30 to stockholders of record June 10.

To Direct 'Last Days'

Ray Nazarro has been assigned to direct Columbia's picture, "Last Days of Boot Hill," first of a Durango Kid series.

There were 160 directors under contract to Hollywood major studios in 1946.

Oscar Hanson Silent On Monogram Plans

TORONTO—Oscar R. Hanson, president of Monogram Pictures of Canada, returned here from New York without any immediate announcement regarding negotiations which are taking place there for new distribution contract arrangements for the Dominion.

The formation has been announced at New York of Allied Artists Distributing Co. of Canada to handle the product of Monogram and Allied Artists in Canada but it was intimated that talks were continuing between Steve Broidy of the American company and John W. Davis of London, the latter representing J. Arthur Rank, who has controlled Canadian Monogram.

Monogram Pictures of Canada was organized by the late Arthur Lee, who was killed a short time later in a European plane crash, and Hanson. The latter was also interested in Canadian distribution of British product through Esquire Films, which was superseded at Toronto by Eagle-Lion Films of Canada. Paul L. Nathanson subsequently was understood to be interested in Canadian Monogram but later it developed that Rank was behind the company. Meanwhile Hanson went to England to help in the organization of Gaumont-Kalee in the Dominion of which J. E. Lawson, head of Odeon Theatres of Canada, has more recently been revealed as president. Ed J. Harris of Toronto also became G-K general manager, replacing Hanson.

Hanson has established branches throughout Canada for Monogram, including the constrution of a couple of exchange buildings in key cities. Considerable trade rumor in Toronto has attended the recent Hanson visit to New York.

TOP HITS *of the Week*

— Priceless previews of boxoffice results on latest first-run films.

BOXOFFICE BAROMETER

First Run Reports

These percentage reports on actual showings in 21 leading cities are invaluable to every exhibitor.

Covering 41 pictures
Every week

in BOXOFFICE

Canadian Paramount Gathering in Toronto

TORONTO—The national two-day convention of Paramount Film Service opened Tuesday at the Royal York hotel with Gordon Lightstone presiding. Salesmen from all six offices from St. John to Vancouver and other representatives were present.

Home office officials from New York who took part were Charles M. Reagan, vice-president in charge of sales distribution; Curtis Mitchell, director of advertising and publicity, and Oscar Morgan, who discussed short subjects and the Paramount newsreel.

The convention concluded Wednesday night with a dinner of Canadian Paramount's 25-Year club when H. Q. Burns of the Canadian head office here was initiated as a new member.

Announcement was made that the world premiere of "Welcome Stranger" would be held at Winnipeg during the week of June 23 as a salute to the 78th annual convention there of the Canadian Medical Ass'n.

Comedian Fridolin Urges 'Real Canadian Theatre'

MONTREAL—A more comprehensive government program to help in the development of a real Canadian theatre was urged by Gatien Gelinas, better known as Fridolin, French-Canadian comedian, at the closing banquet of the Journees Medicales held at Hotel Windsor.

Dealing especially with the theatre in French-Canada, Fridolin suggested that the government use part of the amusement tax returns to establish theatrical schools and to provide bursaries for talented young actors, as is done for scientists and musicians.

Touching on the conservatory of music and theatre established in the Province of Quebec a few years ago, he said that while the music side was progressing rapidly and has already achieved fame, the theatrical section has not even started to get going.

Fridolin said that it was the duty of French-Canadians to encourage a true theatre of their own which would serve as proof of the asset which French culture is to Canada and which would be really Canadian. He deplored the lack of Canadian plays and he said that authors and actors should be developed side by side.

Local B79 Is Certified As Bargaining Agency

WINNIPEG—Film Exchange Employes Union, Local B79, has been certified by the Manitoba labor board as bargaining agency for employes of Producers Releasing Corp.

The certification stated that the board was satisfied that the union represents a majority of the employes of the back office, composed of revisers, poster clerks and shippers. Confidential personnel and those having authority to hire and fire are excluded from the certification.

J. E. Biggerstaff, business agent of the projectionists union, was named accredited representative.

Carnivals Infest Calgary

CALGARY—For the first time, Calgary has experienced a flow of small carnival outfits, all sponsored by some money-raising service club or women's organization. These consist of a small midway and sideshows. Some come from across the border. Patronized chiefly by children, they provide a petty rival to the motion picture houses.

W. H. B. Sharp Retires; Pioneered on Prairies

Quebec Firm Offering Secured Notes Issue

MONTREAL—An offering of $750,000 in Quebec Productions Corp. secured notes bearing 4½ per cent interest, maturing May 1, 1962, is being made by Societe Generale de Finance, Inc., Montreal.

Quebec Productions Corp., established to produce motion pictures, has already turned out its first film in two languages, "La Forteresse" (The Whispering City). The film is assured of a worldwide distribution through the J. Arthur Rank Organization of London, England. The French-language film has been shown in the province of Quebec since May 2 last.

The notes are callable on 60 days' notice at 103 and accrued interest up to May 1948, and premium being reduced ¼ of 1 per cent from May 1 of every subsequent year. Capitalization of the company consists of the above secured $750,000 and 100,000 common shares, par value $5.

The notes are offered at $100 plus a bonus of one common share for every $500 of certificates.

Simultaneously with the sale of the notes 40,000 common shares of a par value of $5 each are offered to the public.

TORONTO

Enthusiasts of the local Variety Club enjoyed an inspiring dinner program welcoming Tent 28 delegates back from the national convention in Los Angeles. Preparations also were made for the baseball night at Maple Leaf stadium, which will benefit the tent's proposed vocational school for crippled children, the cost of which may extend to $100,000. The baseball club is donating all proceeds. More than $10,000 in tickets were sold at the meeting.

Since the extension of its theatre holdings to Buffalo by 20th Century Theatres, Toronto, Raoul Auerbach, an executive has been making numerous trips between the two cities. Recently appointed manager of the company's Midtown in Buffalo, Lloyd M. Mills has announced the arrival of a baby girl, born in the Women's College hospital here.

Members of the 20th Century Theatres Managers club held their closing luncheon of the season at the King Edward hotel . . . Harold Kay of Eagle-Lion was in eastern Ontario several days.

George Oullahan has resigned from O. R. Hanson's Microfilm-Microstat, Ltd., to become general manager of Sterling Films, the Foto-Nite agency in Canada . . . H. M. Masters, Canadian general manager for Warner Bros., was in New York June 6, 7 for a district managers conference . . . Noted as a globe-girdler, Manager Fred Trebilcock of Shea's is once more on the bounding waves, this time headed for Britain and Europe, which he hasn't seen for nine years.

William H. McConnell, 73, veteran projectionist, died in St. Michael's hospital. He had been an operator here for 35 years before his retirement two years ago. He was a circus acrobat in early life.

CALGARY — W. H. B. Sharp, veteran Alberta showman, has severed his theatrical connections and departed on an extended vacation that will take him to Chicago, Buffalo and New York.

His son Gray has taken over his supply business and his circuit of small town houses is being operated by Mr. Shibley.

Sharp pioneered motion pictures in the isolated hamlets of the far north, and his supply house here dominated the prairie district for two decades. He started early in the supply business, and houses he has equipped are scattered from the border to the Arctic circle.

He early preceived the lack of entertainment in small hamlets and before theatres moved in he rented and leased halls and used portable equipment to put on one and two-night shows. In recent years this enterprise has settled into a more permanent pattern. Sharp's circuit formerly operated the Pioneer Theatre in Yellowknife, the now-booming gold mining center in the far north.

Sharp also built the first screening room for the film exchanges. It was one envied by visitors from other key cities. Seats are of the chesterfield type, accommodating six or eight people, and capacity is about 50. This is now controlled by Sharp Theatre Supply.

Sharp is a familiar man in many rural communities of the province. His advice to newcomers was always freely extended, and his help is recalled by many showmen who are now veterans themselves.

Films Seen as Escape Rather Than Teacher

MONTREAL—The most powerful instruments of public information are more likely to persuade people to forget the problems of the world they live in than to teach them to understand and control the bewildering complexities of modern life, said R. Alex Sim in an address before the annual meeting of the group work section, Montreal Council of Social Agencies.

Reviewing some aspects of group work techniques in the adult education field, Sim told the luncheon meeting that the human impulse to escape perplexity is too easily gratified by radio and films, as well as by many community programs. Even if the facilities of radio and films were at the disposal of adult educators, the problem would not be solved, he said.

Such a development would be closer to the Goebbels propaganda technique than to Lincoln's ideal of government by the people, Sim declared.

Montreal's Film Building Is Filling Up Rapidly

MONTREAL—The new film building on St. Alexander street is quickly filling up. Among organizations which have moved offices there are Sovereign Film Distributors, Ltd., T. A. Metcalfe, manager, and Miss F. Fillioux, assistant manager; Empire-Universal, with its staff including H. Mathers, office manager; O. Lightstone, sales manager; J. G. Ouimet, booker; J. Cohen, salesman and booker, and Larry Druxerman, manager of Production de Luxe Francaise; Monogram, Eagle-Lion and Hanson 16mm, and Regal Films. Regal's executives are H. Coss, manager; Miss B. Corber, assistant, and M. Vosberg, booker.

Paramount Folk in Great Britain Get Toronto Foodstuff Packages

TORONTO—A group of Paramount employes in Great Britain, whose names were obtained through J. E. Perkins, chairman and managing director of British Paramount, are receiving a special 20-pound parcel of foodstuffs monthly from Toronto through a cooperative arrangement which has been set up by the head office staff of Famous Players Canadian Corp. and Paramount Film Service. Each parcel, which contains 26 items of food, is prepared, wrapped and posted, with a gift card enclosed, by individual members of the two Toronto organizations who wanted to do something for their fellow-workers in Britain during the critical period there.

The gift plan got under way through cooperative purchases by Marion Ballard, Bert Brown and James Cameron of Famous Players head office. Packers for the first shipment included Charles Murphy, Colin Belle and William McGill of Canadian Paramount and the following from Famous Players: Vice-President R. W. Bolstad, Bea Hetherington, Marion Ballard, Bea MacPherson, Ann Carroll, Dorothy Ryan, Maxine Watson, Harrison Patte, Ferg Martin, Robert Fuller, Tom Chatfield, Norman Barker, Bert Brown and James Cameron.

The parcel contents include dried peaches and apricots, dates, cheese, tomato sauce, shortening, chocolate bars, nuts, coffee, tea, sausage, canned steak, mushrooms and chicken, condensed milk, concentrated soups, fruit cake and grapefruit juice.

School and Parent Aid Asked for Kiddy Shows

From Midwest Edition

MINNEAPOLIS — Independent exhibitors here are urging increased parent and school support of the Saturday children's matinees now being presented. The attendance since the start of special children's shows on Saturday morning has been disappointing, according to Janet Russell, Morning Tribune staff writer, who has been interviewing the exhibitors.

Miss Russell was told that the increased cost of obtaining such special films as "Mrs. Wiggs of the Cabbage Patch" and "Alice in Wonderland" for the single showing, coupled with equal or decreased attendance, results in a financial loss to the exhibitor.

"Prospects for the continuation of the program are good, however, since the exhibitors said they had adopted a new policy of eliminating 'crime and horror' films from their Saturday matinee fare not as a money-making venture, but as a goodwill gesture," Miss Russell wrote.

Martin Lebedoff, North Central Allied secretary, explained to Miss Russell that the organization took steps to obtain suitable films after PTA protests against "thrillers" and requests for better films. Upon the body's request, the Motion Picture Ass'n of America made available 26 films judged suitable for children.

Lebedoff told Miss Russell that these films cost the exhibitors an additional $500 to $1,000 a year, but they haven't improved the Saturday attendance. However, inasmuch as exhibitors didn't go into the thing for profit, he said he hopes the Johnston office will make another group of children's films available after the current supply is exhausted.

Owner of four neighborhood theatres declared to Miss Russell that "the cleaner the show, the fewer the kids." The youngsters seem to want murder films, according to this exhibitor.

Charles Rubenstein, who operates the Hollywood, neighborhood house, said only about 300 of his 950 seats were filled last Saturday and he urged "the cooperation of the schools and the PTAs who asked us to change the type of film we were showing."

At the Varsity and Campus, two other neighborhood theatres, children's attendance hasn't improved on Saturdays, while adult trade has fallen off, according to Sol Fisher, owner. William Levy, Heights Theatre, said there has been some improvement in attendance, but not enough to offset the increased cost.

However, Ben Friedman of the Edina and Westgate theatres, said that in his section the parents were cooperating excellently by sending their children to the matinees now.

Several exhibitors deplored the fact that, despite the special Saturday matinee shows, the children were still flocking to the less desirable Friday and Saturday night shows.



"Playing the market or reading the Selling Seats section in BOXOFFICE?"

Roe Says British Films Well Liked Over Here

WINNIPEG—British films are getting a good reception in the United States and Canada, John Roe of London, chief British delegate to the 43rd annual convention of the Advertising Federation of America at Boston, Mass., said here this week.

One of his chief jobs, he said, is to survey the reception being given British films on this continent.

"The reception is extremely good," he declared. "I visited Radio City Music Hall in New York, where 'Great Expectations' is playing, and the manager told me it would run at least six weeks. I saw a lineup two blocks long."

As a Universal Medium

From an address by Orton H. Hicks, Loew's International Corp., speaking of American films abroad.

"There is no longer any question that films are the nearest thing to a universal language yet perfected. Freely distributed, without trade barriers or political censorship, they can promote international understanding far better than any other medium of communication."

Construction Progressing On Three Odeon Houses

TORONTO—Almost forgotten because of intermittent delays over a period of months, Odeon's showcase in downtown Toronto has taken structural form through the erection of the main steel work. The location is on Carlton street and the theatre may be named the Odeon Carlton. No date for completion is being forecast.

Work is progressing on the auditorium portion of the Odeon at London, Ont., the first of the circuit for that western Ontario city but the project is not visible from the street front as yet. The same situation applies to the new Odeon in Ottawa, where the store buildings have not been demolished but considerable construction is taking place in the rear.

Labor Case Pends

VANCOUVER—Trial of Michael Goldin, managing director of West Coast Theatres, Ltd., operating the York Theatre at Victoria, cited recently on a wartime labor relations act charge, was remanded a month to await decision from the labor board on arguments presented in the case by the defense. According to evidence presented to the court, Goldin gave members of his theatre staff, including the assistant manager, seven days' notice after they had joined the AFL Theatrical Assistants Guild 252. He is charged with unlawfully seeking by dismissal to compel an employe to withdraw from membership in a trade union.

OTTAWA

A notable link with the theatre's past was severed in the death of Maude Mulvina, widow of Harry M. Brouse, pioneer showman of Ottawa who died some years ago, the estate including the Imperial, which is operated by 20th Century Theatres. There was a large attendance at the funeral, held from the residence of her daughter, Mrs. Finley McRae. Many were theatremen.

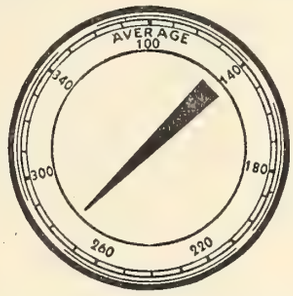
Because Monday (9), the king's birthday, was a government holiday, leading theatres conducted Sunday midnight shows which are permissible here only in conjunction with a Monday holiday. The Centre featured a showing of "Odd Man Out," followed by the opening Monday afternoon of "Temptation" in which Ottawa's Suzanne Cloutier has a supporting role.

The lobby of the Capitol was a bower of beauty for the annual three-day tulip show of the Ottawa Horticultural society, thousands of blooms being displayed . . . The June meeting of the Ottawa Theatre Managers Ass'n took the form of a midnight social in the cocktail lounge of the Centre. A feature was the remembering of Manager Gord Beavis on his birthday.

Mrs. Ernie Warren went to Toronto for a holiday visit but her husband, manager of the Ottawa Elgin, remained at home because he is busy with plans for the Elgin annex, for which a $40,000 permit has been issued by the city building department.

Juveniles packed the Imperial for John Kurk's Saturday morning show (7), which was presented with prizes and stunts in conjunction with radio station CKCO. The Avalon had a big crowd at the same time when Manager F. H. Gallop included several circus acts on the stage, in addition to films. The Somerset, managed by H. Berlin, also had a morning turnout for a program sponsored by a local jeweler.

BOXOFFICE BAROMETER



FIRST RUN REPORTS

This chart shows the records made by pictures in five or more of the 21 key cities checked. As new runs are reported, ratings are added and averages revised.

TOP HITS OF THE WEEK

***Duel in the Sun—**
Philadelphia 275

The Yearling—
Minneapolis 190

Computed in terms of percentage in relations to normal grosses. With 100 per cent as "normal," the figures show the percentage above or below that mark.	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DES MOINES	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MILWAUKEE	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
Apache Rose (Rep)			150	90		90		90			105		90							100		102
Bedelia (Eagle-Lion)	130	92	120	150		75	150		110		200	150	90		85	110	105	135		100		120
Big Town (Para)	100						90			95	100				100			105		100	90	98
Blaze of Noon (Para)	100	80		65	120		85		95		130			125	93	90				110		99
Bulldog Drummond at Bay (Col)	100	85		90							100	100		100						100		96
Calcutta (Para)	140	129	125			105				100	150		90	150	100	100		170	100	175		126
Cross My Heart (Para)	130	90	145	80	70	95	110		85	95	100	125	90	130	145	76	105	110	95	100	100	104
Dead of Night (U-I)			110	90		90	100		100			125	95			90				100		100
Devil on Wheels, The (PRC)	100					105	100		100			100	90		85		100				80	96
Dillinger (Mono)	95	160	120	180	105	150	173	120	150	210	125		110	175	105	290	115	240	140	135	250	157
Dishonored Lady (UA)			125		80	100			100	50	100		90			60		110	65	140		93
Down Missouri Way (PRC)	100	100	115			100			95		120			100			90	110	95		95	102
***Duel in the Sun** (SRO)	220		138			150				225		275			210	118		275		213	260	208
Egg and I, The (U-I)	170	137	123	250	230		238		150	250	220	200	100		110	108	190	163		300		184
Fabulous Dorseys, The (UA)		100		80	95				80			200			90	95		135	100	150	85	110
Farmer's Daughter, The (RKO)	170	120	123	160	70	115	130	150	120	110	115	175	95	150		108	120	150	130	125		128
Framed (Col)		120			110				125			150				110		175	80	170		130
Hard-Boiled Mahoney (Mono)	100						90		100				95	90	100							96
High Barbaree (MGM)	140	110		90	100	100					114	150	95						75			108
Hit Parade of 1947 (Rep)	100						80		100			85	90		03	95						92
Homestretch, The (20th-Fox)	130			160	70				140		105	175	90			98		150		120	85	120
Honeymoon (RKO)				120					120				90	115		115						112
It's a Joke, Son (Eagle-Lion)	100	92				100	100		100			100	90	120	85			115	50	100	60	93
Jewels of Brandenburg (20th-Fox)	100						100		100				90			85				100	80	94
King of the Wild Horses (Col)						85	100	90				100		110						100		98
Late George Apley, The (20th-Fox)	95	100		110	100		125		90	80	100	150	130	135	98	113		85	100	100	90	106
Lost Honeymoon (Eagle-Lion)	120						90					100						140		100	60	102
My Brother Talks to Horses (MGM)	100	80					120		100	95	100	150	95		98							104
Out California Way (Rep)						100			100		115				100		105			100	60	97
Ramrod (UA)	140		115	80			130	95	110	95	100	100	100				100			160		110
Red House, The (UA)		145	140	120	130	100			100	105	110	175		100	90	130		140		190		127
Seven Were Saved (Para)							75		100	60		100	100	100				100		100	100	93
Song of Scheherazade (U-I)	120	150	125	250	110	90	133	95	130		95	175	110	120	106	125		110	100	175	160	130
Strangler of the Swamp (PRC)			100			100	100		100	100	100						100					100
Suddenly It's Spring (Para)	150	110	135	140	85	130	150	105	135	100	120	130	100	140	90	101	125	115	75	150	80	117
Tarzan and the Huntress (RKO)	140		115		100		100				90	175				125				90		117
Two Mrs. Carrolls, The (WB)	110	125	110		140	115		100	140		125	150	100		108	150		145		150	100	125
Undercover Maisie (MGM)		80		80						50	100	100						100				85
Vacation in Reno (RKO)	100	100	100			100	100	100	100	90	90		100	110	100					120	100	101
Verdict, The (WB)	100	57	120	120	115	115	110	95	85		85	175	115	110	140	92	105	220	95	130	85	113
Yearling, The (MGM)		118	135	130	115		120		135	115	150	200	130	190	90	118		230	140	200		145

***Playing at advanced admission scales.**

THE EXHIBITOR HAS HIS SAY ABOUT PICTURES

Just as the Barometer page shows first run reports on current pictures, this department is devoted for the most part to reports on subsequent runs, made by exhibitors themselves. A one-star contributor is new, two stars mean the exhibitor has been writing in for six months or longer, and a three-star contributor is a regular of one year or more, who receives a token of our appreciation. All exhibitors welcome.

COLUMBIA

Blind Spot (Col)—Chester Morris, Constance Dowling, Steven Geray. This is a bad one. Stay away from it if you can. Chester Morris is boringly drunk throughout the first three reels and the windup is extremely weak. The whole affair is very dull and uninteresting and the walkouts and disgusted comments were many. Played Tues., Wed.—R. D. Fisher, Star Theatre, Willow Springs, Mo. Rural and small town patronage. * *

Blondie's Big Moment (Col)—Penny Singleton, Arthur Lake, Larry Simms. This series has weakened on a one-day (Sunday) stand, but I'm sure it'll still be excellent for my double bill program.—James C. Balkcom, Gray Theatre, Gray, Ga. Small town patronage. * * *

Blondie's Big Moment (Col)—Penny Singleton, Arthur Lake, Larry Simms. Expect big business for this picture as the Blondie series is very popular here. However, the first warm spring Sunday of the season kept people out of the theatres. Business far below average. Played Sun., Mon. Weather: Fair and warm.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Blondie Knows Best (Col)—Penny Singleton, Arthur Lake, Larry Simms. Comedies and westerns are the thing in this community. I doubled this with "That Texas Jamboree" and did slightly less than average Sunday business, which was fine with me, because there was a carnival just down the street. Played Sun., Mon. Weather: Warm.—Rahl & Hanson, California Theatre, Kerman, Calif. Small town and rural patronage. *

Cigarette Girl (Col)—Leslie Brooks, Jimmy Lloyd, Ludwig Donath. Just a fair programmer for a midweek. Played Wed., Thurs. Weather: Good.—R. C. Drayer, Majestic Theatre, Frankfort, S. D. Small town and rural patronage. * * *

Dead Reckoning (Col)—Humphrey Bogart, Lizabeth Scott, Morris Carnovsky. A mighty slick job of picture making. Bogart has never been a draw here, but this came up to almost average business and boosted his popularity plenty. Without question his best picture—intensely realistic and production-wise. This graced a Sunday run and made us feel pretty good about it. The entire cast was excellent. Played Sun., Mon.—R. D. Fisher, Star Theatre, Willow Springs, Mo. Rural and small town patronage. * *

Fighting Frontiersman, The (Col)—Charles Starrett, Smiley Burnette, Helen Mowery. A grand and glorious western which all enjoyed to its utmost. It's got everything in it you can ask for. Old Smiley sure gets the laughs and the Durango Kid does the rest in his gun-slinging way. Played Wed., Thurs. Weather: Good and cool.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

Gallant Journey (Col)—Glenn Ford, Janet Blair, Charles Ruggles. A very good story enjoyed by all. Many favorable comments. Played Sat., Sun., Mon. Weather: Good.—R. C. Drayer, Majestic Theatre, Frankfort, S. D. Small town and rural patronage. * * *

Gallant Journey (Col)—Glenn Ford, Janet Blair, Charles Ruggles. This is a good picture but did not draw at all here and did 'way below average business. Those few who came to see it came out grumbling about it. Played Sun., Mon. Weather: Warm.—Orin J. Sears, New-Tex Theatre, Anthony, N. M. Small town and rural patronage. *

Gilda (Col)—Rita Hayworth, Glenn Ford, George Macready. Not so many got out to see this picture but those that did certainly praised it. A high school picnic kept so many away Sunday—otherwise it would have been one of our best grossers. Played Sat., Sun. Weather: Good.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. * * *

Life With Blondie (Col)—Penny Singleton, Arthur Lake, Larry Simms. Good old Blondie, that goes into the hearts and homes of both young and old. Played Thurs., Fri., Sat. Weather: Cool.—Harland Rankin, Joy Theatre, Bothwell, Ont. General patronage. * * *

Lone Wolf in Mexico (Col)—Gerald Mohr, Sheila Ryan, Eric Blore. Played this with "Easy Come, Easy Go" (Para) and it saved the program from being a complete washout. A pretty good mystery polished up to a degree outshining its budget. I would say it is satisfactory for any double bill. Played Tues., Wed.—R. D. Fisher, Star Theatre, Willow Springs, Mo. Rural and small town patronage. * *

METRO-GOLDWYN-MAYER

Adventure (MGM)—Clark Gable, Greer Garson, Joan Blondell. Brother exhibitors, here is one of the saddest adventures I've had in this business. The picture itself isn't bad but we who knew the old Gable find this an awfully sad vehicle with which to introduce him to our present teen-agers who can't remember him before. The title was most misleading. The few who came the first night did not help get more in the second night, with their comments. I thought this would be sure-fire but it was sure-flop. Played Sun., Mon. Weather: Fair.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. * *

Beginning or the End, The (MGM)—Brian Donlevy, Robert Walker, Beverly Tyler. This is a very good picture and was liked by all who saw it. It did better than average Sun., Mon. business. It seems to me that MGM is a little too secret in the trailer on this picture. Weather: Cool and rainy.—Orin J. Sears, New-Tex Theatre, Anthony, N. M. Small town and rural patronage. *

Beginning or the End, The (MGM)—Brian Donlevy, Robert Walker, Beverly Tyler. An exhibitor should be proud to show this most outstanding attraction. One of the season's best and one every American should see. Played Wed., Thurs.—James C. Balkcom, Gray Theatre, Gray, Ga. Small town patronage. * * *

Faithful in My Fashion (MGM)—Donna Reed, Tom Drake, Edward Everett Horton. A fair picture—nothing to rave about. Tom Drake and Donna Reed are well liked by members of the younger set, so they enjoyed the picture. Played Wednesday. Weather: Rain.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Rural and small town patronage. *

Lost in a Harem (MGM)—Bud Abbott, Lou Costello. Abbott and Costello always draw here, even in an old picture like this. Business was good. Played Fri., Sat. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Mighty McGurk, The (MGM)—Wallace Beery, Dean Stockwell, Aline MacMahon. The first Wallace Beery feature that failed to draw—weak plot, and not as funny as the usual Beery movies.—J. C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. * * *

Mighty McGurk, The (MGM)—Wallace Beery, Dean Stockwell, Aline MacMahon. This is a good action picture for a small town. Business was good. Played Wed., Thurs. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

My Brother Talks to Horses (MGM)—"Butch" Jenkins, Peter Lawford, Beverly Tyler. This is a fantastic picture, but business was above average and it pleased.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Till the Clouds Roll By (MGM)—Robert Walker, Judy Garland, Lucille Bremer. The "friendly company" still delivers generally good pictures. Of course, brother independents, something new has been added by the checking agencies and their sponsoring subsidiaries. Aside from that, here is one picture which ranks with the finest musicals ever produced. Only one adverse comment which was pretty general, and since they left it until the last of the picture, the patrons weren't forced to sit and watch it with an ugly taste in their mouths. I speak of the Sinatra number. Metro should get rid of this swooning baby before he smells all of their product up. Other than this one scene, it is a dickens of a good picture. Played Sun., Mon. Weather: Fair.—Harold J. Johnson, Elberta Theatre, Palisade, Colo. Rural patronage. * *

Up Goes Maisie (MGM)—Ann Sothern, George Murphy, Hillary Brooke. This is a good picture but it was too old when I played it and business was poor. Played Tuesday.

An Aviator Is Grounded; Wife Helps Run Theatre

Another former aviation pilot is now in the exhibition field—A. D. Laurence of the Apex Theatre at Tioga, Tex. He tells us how it happened in this fashion:

"After I received my discharge from the army, at my wife's request I decided to earn my livelihood on the ground. We decided on a theatre because it looked like easy money. And we picked this small town (less than a thousand) in order to learn more about the business before attempting to operate a larger show.

"I talked to some exhibitor friends before entering the business and one of the first things they advised me to do was to subscribe to BOXOFFICE, and would like to say that your magazine has been a definite help to me."

The Apex seats 250 and has admission charges of 30 and 12 cents. On the business stationery it is "Mr. and Mrs. A. D. Laurence"—another of those married exhibitor partnerships.

A Bouquet for 'Margie'; EHHS Praise Helps

MARGIE (20th-Fox)—Jeanne Crain, Glenn Langan, Lynn Bari. I extended my playing time one day on this feature, influenced by the unanimous glowing comments appearing in these columns and it was the wisest booking move I ever made. A perfect audience picture. Sunday was ordinary business, Monday was an all-time record high, and Tuesday (the added day), came in with very substantial support, topping the Sunday. It is really a builder. If we must have picture-making in cycles, why can't we have a cycle of these? This is the way my patrons want their music in pictures. Production numbers they walk out on. Anyway you look at it, this is the most successful picture I ever played. It had everything to draw the family trade, which is money to a small town.—R. D. Fisher, Star Theatre, Willow Springs, Mo. Rural and small town patronage. * *

Weather was good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ***

MONOGRAM

Drifting Along (Mono)—Johnny Mack Brown, Lynne Carver, Raymond Hatton. Here is the best picture Johnny Mack Brown has made in a long time. I think Mongram should bring in more of this type picture. Liked very much by all and did very good business. Played Fri., Sat. Weather: Windy and cold.—Orin J. Sears, New-Tex Theatre, Anthony, N. M. Small town and rural patronage. *

Drifting Along (Mono)—Johnny Mack Brown, Lynne Carver, Raymond Hatton. This is a musical western which everyone seemed to enjoy. Doubled with "Shanghai Cobra" to fair Fri., Sat. business. Farmers are so busy trying to catch up with spring plowing and planting that they haven't time for shows right now. Weather: Spring—and how!—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Suspense (Mono)—Belita, Barry Sullivan, Bonita Granville. A well made picture from Monogram—excellent acting and one couldn't forget the title as it was suspense throughout. Played Sunday.—J. C. Balkcom jr., Gray Theatre, Gray, Ga. Small town patronage. ***

Carnival Brings Trade; Weather Helps Out

TARZAN AND THE LEOPARD WOMAN (RKO)—Johnny Weissmuller, Brenda Joyce, Johnny Sheffield. Very, very good. And with a two-day carnival in town and weather too cold to ride the merry-go-round and ferris wheels, we pulled them in to warm up, so the weather man was with me this time. Played Wednesday. Weather: Cold.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. ***

Sweetheart of Sigma Chi (Mono)—Phil Regan, Elyse Knox, Phil Brito. A darned good little picture from one of the smaller companies which, as far as I am concerned, is one of the big companies. A swell audience reaction on the teen-agers helped a lot after some of the duds we have played from the so-called big companies. Played Tues., Wed. Weather: Fair.—Harold J. Johnson, Elberta Theatre, Palisade, Colo. Rural patronage. **

Trap, The (Mono)—Sidney Toler, Mantan Moreland, Tanis Chandler. Played on a double bill with comments divided.—James C. Balkcom, Gray Theatre, Gray, Ga. Small town patronage. ***

PARAMOUNT

Cross My Heart (Para)—Betty Hutton, Sonny Tufts, Howard Freeman. A light, entertaining comedy which seemed to please everyone. Michael Chekhov does a good job of his part, even though it is a minor one. Played Wednesday. Weather: Cloudy and cool.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Rural and small town patronage. *

Easy Come, Easy Go (Para)—Barry Fitzgerald, Diana Lynn, Sonny Tufts. What a dog! Walkouts by the score on the second run where they were not waiting to see the second feature. Talk, talk, talk and no climax. Fine performances but nothing for them to do. Hardly a chuckle in the whole 77 minutes. I paid far too much for it and suffered accordingly. Played Tues., Wed. Weather: Good.—R. D. Fisher, Star Theatre, Willow Springs, Mo. Rural and small town patronage. **

Plainsman, The (Para)—Reissue. Gary Cooper, Jean Arthur, James Ellison. A very good reissue that went over. We still can do better with some of these old pictures than we can with the newer product. They just put more in these old pictures than they are putting in the ones today. A few tears were spread about (believe it or not) when Gary was shot in the back during the final scenes. Played Sun., Mon. Weather: Rainy.—Dinkle & LeMaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Road to Utopia (Para)—Bing Crosby, Bob Hope, Dorothy Lamour. Another oldie that just did fair for me. It's something new in comedy with Bob Benchley slipping in a comment from the corner of the picture every once in a while, which fans enjoy. It's good comedy if you can put these guys over. I can't. Played Sun., Mon. Weather: Fair.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. **

Suddenly It's Spring (Para)—Paulette Goddard, Fred MacMurray, Macdonald Carey. This was thought very good by my patrons—they enjoyed it. The film rental is too high on it but all of us have that trouble at times, don't we? Played Sun., Mon. Weather: Good.—Terry Axley, New Theatre, England, Ark. Rural and small town patronage. ***

To Each His Own (Para)—Olivia de Havilland, John Lund, Mary Anderson. Some like it and some not. I would say it's not for small towns, although plenty good for the better type or educated class. I'm not sorry I showed it. Played Sat., Sun. Weather: Good.—W. H. Swan, Auditorium Theatre, Roscoe, S. D. Rural patronage. ***

Two Years Before the Mast (Para)—Alan Ladd, Brian Donlevy, William Bendix. I thought this was very good and had many favorable comments from the men but the ladies thought it was too rough. The crowd didn't come.

Brickbat of the Week: Cowboys in Kimonos

NIGHT IN PARADISE (U-I)—Merle Oberon, Turhan Bey, Thomas Gomez. One of those "way-back" screwy fairy tales that you wonder why they make. A story where some big shot hollers and wham—a big guy socks a pot lid with a sledge and here come the cowboys all dressed in kimonos, and everyone is downed but the hero. Played Fri., Sat. Weather: Rainy.—Bill Leonard, Leonard Theatre, Cedarvale, Kas. Small town and rural patronage. ***

Played Sat., Sun., Mon. Weather: Good.—R. C. Drayer, Majestic Theatre, Frankfort, S. D. Small town and rural patronage. ***

PRC PICTURES

Navajo Kid, The (PRC)—Bob Steele, Sid Saylor, Caren Marsh. Plenty of action. Doubled with "If I'm Lucky" (20th-Fox). Very few dissatisfied customers. Played Saturday. Weather: Cool.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Small town and rural patronage. *

Terror on Horseback (PRC)—Buster Crabbe, Al St. John. Another very good western from PRC. This one had good photography and sound, and the acting was above par for a western. Crabbe and St. John always make a good team. Played to the usual weekend trade on Fri., Sat. Weather: Very good.—Dinkle & LeMaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

RKO RADIO

Beat the Band (RKO)—Frances Langford, Ralph Edwards, Phillip Terry. This is a good little musical show but business was poor on account of rain. Played Tuesday. Weather: Rainy.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ***

Bells of St. Mary's, The (RKO)—Bing Crosby, Ingrid Bergman, Una O'Connor. We used this picture at our new Joy Theatre. We thought that everyone might have seen it but it still proved fruitful. Played Mon., Tues., Wed. Weather: Cool.—Harland Rankin, Joy Theatre, Bothwell, Ont. General patronage. ***

Dick Tracy vs. Cueball (RKO)—Morgan Conway, Anne Jeffreys, Lyle Latell. This pleased the Fri., Sat. crowd and business was good. So was the weather.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. ***

Bouquet of the Week Goes to a Short

FACING YOUR DANGER (WB)—Here is one of the finest color shorts you can find. It is breath-taking in beauty and excitement. The second night they came to see the short, not the feature. It is about the Norman Neville expedition down the Colorado river. They will want to see it so I'm going to bring it back. Book it. Played Fri., Sat. Weather: Fair.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. **

Dick Tracy vs. Cueball (RKO)—Morgan Conway, Anne Jeffreys, Lyle Latell. This is really okay for my situation and pulled in extra business. Used on a double bill. Played Thurs., Fri., Sat. Weather: Good.—Terry Axley, New Theatre, England, Ark.—Rural and small town patronage. ***

Ding Dong Williams (RKO)—Glenn Vernon, Marcy McGuire, Felix Bressart. This is just a fair picture with no draw. Some fellows try to be funny but just don't make it. Played Fri., Sat. Weather: Good.—Ralph Raspa, State Theatre, Rivesville, W. Va. Small town patronage. ***

Falcon's Adventure, The (RKO)—Tom Conway, Madge Meredith, Edward Brophy. Good as usual for this series. Tom Conway is very well liked here, as is the series. Played Thurs., Fri., Sat. Weather: Good.—Terry Axley, New Theatre, England, Ark. Rural and small town patronage. ***

It's a Wonderful Life (RKO)—James Stewart, Donna Reed, Lionel Barrymore. It's a wonderful picture, too, but did not draw as well as it should have. Pictures like this are really tops. Played Sat., Sun., Mon. Weather: Good.—R. C. Drayer, Majestic Theatre, Frankfort, S. D. Small town and rural patronage. ***

Partners in Time (RKO)—Chester Lauck, Norris Goff, Pamela Blake. RKO held up for some time on this but it was still alive when we played it. This series always goes well in our situation. Played Fri., Sat. Weather: Warm.—Rahl & Hanson, California Theatre, Kerman, Calif. Small town and rural patronage. *

REPUBLIC

Dakota (Rep)—John Wayne, Vera Hruba Ralston, Walter Brennan. The title sold me this one but it was just a fair western and disappointed many. Played Sat., Sun., Mon. Weather: Good.—R. C. Drayer, Majestic Theatre, Frankfort, S. D. Small town and rural patronage. ***

Gay Blades (Rep)—Allan Lane, Jean Rogers, Edward Ashley. I've had Republic hand me some clinkers but none with the odor this one has—it truly stands alone in the field of lousy features. It might carry the lower third of a triple bill, but I doubt it. It certainly didn't do any good as the lower half of a double bill for me. Played Sun. through Thurs.—Lloyd Hutchins, Community Amusement Co., Siloam Springs, Ark. Rural patronage only. *

Heldorado (Rep)—Roy Rogers, Dale Evans, George "Gabby" Hayes. The usual thing for Rogers. Whatever the others do, this will do. Played Fri., Sat.—R. D. Fisher, Star Theatre, Willow Springs, Mo. Rural and small town patronage. **

Man From Rainbow Valley (Rep)—Monte Hale, Adrian Booth, Jo Ann Marlowe. It's hard to believe, fellow exhibitors, but at last a miracle has happened in pictures—this is a real western in color, that will really go over in small town situations. A western, folks, without all the shooting arms in the country. Buy it, by all means. The color is good, the

(Continued on page 14)

FEATURE CHART

Feature productions, listed by company, in order of release. Number in square is national release date. Production number is at right. Number in parentheses is running time, as furnished by home office of distributor; checkup with local exchanges is recommended. R—is review date. PG—is Picture Guide page number. Symbol ◎ indicates BOXOFFICE Blue Ribbon Award Winner, Symbol ⊛ indicates color photography.

	JULY 27	AUGUST 3	AUGUST 10	AUGUST 17	AUGUST 24	AUGUST 31	SEPTEMBER 7	SEPTEMBER 14
COLUMBIA	25 (73) Musical 7033 SING WHILE YOU DANCE Ellen Drew Robert Stanton Andrew Tombes R—Aug. 10—PG-741		8 (68) Comedy 7039 PERSONALITY KID Anita Louise Michael Duane Ted Donaldson R—Aug. 10—PG-742	15 (54) Western 7201 HEADING WEST Charles Starrett Smiley Burnette R—Aug. 24—PG-745				12 (63) Comedy 7038 IT'S GREAT TO BE YOUNG R—Sept. 7—PG-749 12 (69) Western 7224 SINGING ON THE TRAIL R—Sept 14—PG-752
M-G-M	Special: 25 (110) Drama 624 ◎EASY TO WED Esther Williams Van Johnson R—Apr. 18—PG-714		8 (93) Drama 626 ◎⊛COURAGE OF LASSIE Lassie Elizabeth Taylor Frank Morgan Tom Drake R—May 11—PG-721		22 (81) Drama 627 FAITHFUL IN MY FASHION Tom Drake Donna Reed R—June 15—PG-729	29 (92) Drama 628 ◎THREE WISE FOOLS Margaret O'Brien Lionel Barrymore Lewis Stone Edward Arnold Thomas Mitchell R—June 15—PG-736		
MONOGRAM	27 (64) Mys-Dr 518 SHADOWS OVER CHINATOWN Sidney Toler Victor Sen Young	3 (65) Act-Dr 520 BELOW THE DEADLINE Warren Douglas Ramsay Ames R—Oct. 5—PG-755	10 (57) Western 567 SHADOWS ON THE RANGE Johnny Mack Brown	17 (60) Mys-Dr 525 MISSING LADY Kane Richmond Barbara Reed	24 (68) Comedy 512 SPOOK BUSTERS Leo Gorcey Huntz Hall Bobby Jordan Billy Benedict David Gorcey R—Aug. 24—PG-745		7 (74) Com-Mus 517 HIGH SCHOOL HERO Freddie Stewart June Preisser R—Aug. 24—PG-745	14 (76) Mys-Dr 60 DECOY Edward Norris Jean Gillie R. Armstrong R—Sept. 14—PG-751
PARAMOUNT	Block 6 26 (107) Act-Dr 4526 O.S.S. Alan Ladd Geraldine Fitzgerald R—May 11—PG-721		Block 6 9 (107) Drama 4527 THE SEARCHING WIND Robert Young Sylvia Sidney R—May 11—PG-722			Special: 30 (93) Comedy 4532 MONSIEUR BEAUCAIRE Bob Hope Joan Caulfield R—May 11—PG-721	Block 6 6 (89) Act-Dr 4528 SWAMP FIRE Johnny Weissmuller Buster Crabbe	Block 6 13 (117) Drama 4525 THE STRANGE LOVE OF MARTHA IVERS Barbara Stanwyck Van Heflin Lizabeth Scott R—Mar. 16—PG-706
P. R. C.	24 (67) Drama QUEEN OF BURLESQUE Evelyn Ankers Carlton Young R—July 6—PG-733		14 (55) Drama TERRORS ON HORSEBACK Buster Crabbe R—Apr. 27—PG-717	15 (75) Drama DOWN MISSOURI WAY Martha O'Driscoll R—July 13—PG-735 16 (58) Drama SECRETS OF A SORORITY GIRL R—Aug. 24—PG-745	21 (54) Act-West OVERLAND RIDERS Buster Crabbe Al "Fuzzy" St. John R—Aug. 31—PG-747	29 (68) Mys-Dr BLONDE FOR A DAY Hugh Beaumont Kathryn Adams R—Aug. 10—PG-742	2 (56) Drama STRANGE HOLIDAY Claude Rains R—Nov. 9—PG-764	
RKO RADIO	Group 6 (105) Drama 626 TILL THE END OF TIME Dorothy McGuire Guy Madison Robert Mitchum Bill Williams R—June 15—PG-730	Group 6 (68) Musical 630 THE BAMBOO BLONDE Frances Langford Ralph Edwards Russell Wade R—June 22—PG-732				Special: (103) Drama 761 NOTORIOUS Ingrid Bergman Cary Grant Claude Rains Louis Calhern R—July 27—PG-739	Group 6 (93) Drama 627 CRACK-UP Pat O'Brien Claire Trevor Herbert Marshall R—June 15—PG-729	Group 1 (61) Drama 70 STEP BY STEP Lawrence Tierney Anne Jeffreys Lowell Gilmore R—July 20—PG-737
REPUBLIC	22 (89) Comedy 525 RENDEZVOUS WITH ANNIE Eddie Albert Faye Marlowe R—Aug. 17—PG-744	25 (55) Western 557 RED RIVER RENEGADES Sunset Carson Peggy Stewart	7 (57) M'drama 526 THE INNER CIRCLE Adele Mara Warren Douglas William Frawley 9 (67) M'drama 527 LAST CROOKED MILE R—Aug. 24—PG-746	12 (69) Com-Dr 528 G.I. WAR BRIDES Anna Lee James Ellison R—Aug. 24—PG-746	19 (57) Mys-Dr 529 THE INVISIBLE INFORMER Linda Stirling William Henry Gerald Mohr R—Aug. 24—PG-746	26 (69) West-Mus 541 UNDER NEVADA SKIES Roy Rogers R—Aug. 31—PG-748	3 (56) Mystery 531 THE MYSTERIOUS MR. VALENTINE William Henry Linda Stirling	9 (56) Western 55 RIO GRANDE RAIDERS Sunset Carson 12 (68) Outdr-Mus 542 ROLL ON TEXAS MOON Roy Rogers-Dale Evans R—Sept. 28—PG-754
SCREEN GUILD		1 (75) Act-Dr 4605 FLIGHT TO NOWHERE Evelyn Ankers Alan Curtis		15 (72) Outdr-Dr 4604 ◎DEATH VALLEY Robert Lowery R—Dec. 14—PG-771				
20TH-FOX		(102) Drama 633 ◎CENTENNIAL SUMMER Jeanne Crain Cornel Wilde Linda Darnell William Eythe R—June 8—PG-728	(128) Drama 634 ◎ANNA AND THE KING OF SIAM Irene Dunne Rex Harrison Linda Darnell R—June 8—PG-727	(65) Drama 635 DEADLINE FOR MURDER Paul Kelly Kent Taylor Sheila Ryan Jerome Cowan R—June 22—PG-732			(74) Drama 636 BLACK BEAUTY Mona Freeman Richard Denning Evelyn Ankers R—July 20—PG-737	(78) Drama 63 CLAUDIA AND DAVID Dorothy McGuire Robert Young Mary Astor John Sutton Gail Patrick R—July 27—PG-740
UNITED ARTISTS		2 (84) M'drama MR. ACE George Raft Sylvia Sidney Sid Silvers R—Aug. 31—PG-748		Special: 16 (126) Drama ◎⊛CAESAR AND CLEOPATRA Vivien Leigh Claude Rains Stewart Granger R—Aug. 17—PG-744			6 (90) Comedy THE BACHELOR'S DAUGHTERS Gail Russell Claire Trevor Adolphe Menjou R—Sept. 14—PG-752	
UNIV.-INTL.	26 (92) Drama 541 ◎CANYON PASSAGE Andrews-Hayward R—July 27—PG-740 26 (61) Musical 542 CUBAN PETE Desi Arnaz R—July 27—PG-739	2 (80) Drama 543 THE BLACK ANGEL Dan Duryea R—Aug. 10—PG-741 2 (63) Drama 544 SLIGHTLY SCANDALOUS Fred Brady	9 (61) Drama 545 WILD BEAUTY Don Porter Lois Collier Jacqueline De Wit R—Aug. 17—PG-743	16 (82) Comedy 546 THE TIME OF THEIR LIVES Abbott and Costello Binnie Barnes Jess Barker R—Aug. 17—PG-743	22 (76) Drama 547 DEAD OF NIGHT Mervyn Johns Roland Culver Frederick Valk R—July 6—PG-734	30 (102) Drama 548 THE KILLERS Burt Lancaster R—Aug. 17—PG-743 30 (61) Drama 549 LITTLE MISS BIG R—Sept. 7—PG-750	30 (74) Drama 550 WHITE TIE AND TAILS Dan Duryea Ella Raines William Bendix R—Sept. 14—PG-751	
WARNER-F.-N.		3 (128) Drama 523 ◎NIGHT AND DAY Cary Grant Alexis Smith Monty Woolley Mary Martin R—July 13—PG-736		17 (90) Drama 524 TWO GUYS FROM MILWAUKEE Dennis Morgan Jack Carson Joan Leslie Janis Paige R—July 27—PG-739		31 (114) Drama 601 THE BIG SLEEP Humphrey Bogart Lauren Bacall Martha Vickers Dorothy Malone R—Aug. 17—PG-744		14 (78) Drama 602 SHADOW OF A WOMAN Andrea King Helmut Dantine William Prince R—Aug. 17—PG-744
MISCELLANEOUS	ASTOR (57) Mus (New Rel) BEWARE Louis Jordan	(72) Comedy Reissue FLYING DEUCES Laurel and Hardy (10) Mus (New Rel) (1 Reel Spec) HERE'S RICHARD'S ANSWER Stepin Fetchit	(57) M-Dr (New Rel) HOLLYWOOD BOUND Betty Grable (89) Reissue JIMMY STEPS OUT Jimmy Stewart (83) Drama Reissue LITTLE MEN	(86) Drama Reissue ONE ROMANTIC NIGHT Ilona Massey (67) Mus. (New Rel) REET, PETITE AND GONE Louis Jordan June Richmond	(100) Drama Reissue SCARFACE Paul Muni George Raft (86) Mus-Dr Reissue SECOND CHORUS Paulette Goddard Fred Astaire	(55) M-Dr (New Rel) STAIRWAY FOR A STAR Cornel Wilde (48) Mus (New Rel) TALL, TAN AND TERRIFIC Mantan Moreland Francine Everett	(50) M-Dr (New Rel THAT MAN OF MINE Harrel Tillman Ruby Dee Anna Mae Winburn (58) O'd-Dr (New Rel WHITE STALLION Eddie Dean	

SEPTEMBER 21	SEPTEMBER 28	OCTOBER 5	OCTOBER 12	OCTOBER 19	OCTOBER 26	NOVEMBER 2	NOVEMBER 9
	24 (68) Drama 7002 GALLANT JOURNEY R—Sept. 14—PG-752 26 (70) M'Dr-Mys 7041 SHADOWED Anita Louise R—Oct. 5—PG-756	30 (91) Musical 7006 THE THRILL OF BRAZIL Evelyn Keyes Keenan Wynn Ann Miller Allyn Joslyn R—Aug. 31—PG-747	10 (71) Psych-Dr 805 SO DARK THE NIGHT Steven Geray Micheline Cheirel Eugene Borden Ann Codee R—Nov. 23—PG-765	17 (69) Comedy 806 BLONDIE KNOWS BEST Singleton-Lake R—Oct. 5—PG-755 17 (53) Western 861 LANDRUSH Charles Starrett	24 (61) Mystery 816 CRIME DOCTOR'S MANHUNT Warner Baxter Ellen Drew William Frawley Frank Sully R—Dec. 28—PG-776		7 (65) Mystery 815 SECRET OF THE WHISTLER Richard Dix Leslie Brooks R—Nov. 2—PG-761
19 (127) Mus-Com 701 HOLIDAY IN MEXICO Walter Pidgeon Jane Powell Ilona Massey Jose Iturbi R—July 27—PG-740			(81) Comedy-Dr 703 THE COCKEYED MIRACLE Frank Morgan Keenan Wynn Audrey Totter R—July 20—PG-737	(117) Musical 704 NO LEAVE, NO LOVE Van Johnson Keenan Wynn Pat Kirkwood R—Aug. 31—PG-747	Reissue (84) Drama 705 RAGE IN HEAVEN Robert Montgomery Ingrid Bergman George Sanders		
21 (54) Western 568 TRIGGER FINGERS Johnny Mack Brown Raymond Hatton		5 (72) Act-Dr 602 GENTLEMAN JOE PALOOKA Joe Kirkwood jr. Elyse Knox Leon Errol R—Sept. 28—PG-753	12 (66) Mys-Dr 603 DANGEROUS MONEY Sidney Toler Gloria Warren Victor Sen Young R—Oct. 12—PG-758			2 (78) Drama 605 WIFE WANTED Kay Francis Paul Cavanagh R—Nov. 2—PG-762	9 (71) Outdr-Mus 531 BEAUTY AND THE BANDIT Gilbert Roland Ramsay Ames Frank Yaconelli
		Reissue R5-3624 (113) Outdr-Drama THE PLAINSMAN Gary Cooper Jean Arthur	Reissue R5-3620 (84) Adven-Drama JUNGLE PRINCESS Dorothy Lamour Ray Milland				
	23 (86) Drama SP71 HER SISTER'S SECRET R—Sept. 28—PG-753 22 (56) Act-West OUTLAW OF THE PLAINS Crabbe-St. John	1 (55) Outdr-Mus 741 DRIFTIN' RIVER R—Oct. 12—PG-757 1 (58) Drama 714 THE BRUTE MAN R—Nov. 2—PG-761				28 (68) Drama GAS HOUSE KIDS Billy Halop Robert Lowery Teala Loring R—Oct. 19—PG-759	5 (78) Drama DON RICARDO RETURNS Fred Coby
Group 1 (59) Western 704 SUNSET PASS James Warren Nan Leslie John Laurenz Jane Greer R—July 20—PG-738	Group 1 (97) Comedy 702 LADY LUCK Robert Young Barbara Hale Frank Morgan R—July 27—PG-739	Group 1 (116) Drama 701 SISTER KENNY Rosalind Russell Alexander Knox Dean Jagger R—July 20—PG-738	Group 1 (68) Drama 705 GREAT DAY Eric Portman Flora Robson R—July 20—PG-737	Group 2 (62) Drama 709 CRIMINAL COURT Tom Conway R—Aug. 10—PG-742 15 (62) Com-Chiller GENIUS AT WORK W. Brown-A. Carney R—Aug. 10—PG-741		Group 2 (62) Drama 708 CHILD OF DIVORCE Sharyn Moffett Regis Toomey Madge Meredith Una O'Connor R—Oct. 19—PG-760	
							8 (72) Special 5542 HOME IN OKLAHOMA Roy Rogers George "Gabby" Hayes Dale Evans 1 R—Nov. 9—PG-763
		1 (71) Drama 4607 ROLLING HOME Jean Parker Russell Hayden R—Oct. 19—PG-760		15 (41) Out-Dr 4606 'NEATH CANADIAN SKIES Russell Hayden Inez Cooper			
(78) Musical 638 IF I'M LUCKY Vivian Blaine Perry Como Harry James Carmen Miranda Phil Silvers R—Sept. 7—PG-750	Reissue (86) Musical 641 SUN VALLEY SERENADE Sonja Henie John Payne Milton Berle Glenn Miller & Orch. Joan Davis	(90) Musical 639 THREE LITTLE GIRLS IN BLUE June Haver George Montgomery Vivian Blaine Celeste Holm R—Sept. 14—PG-751	(90) Drama 640 HOME SWEET HOMICIDE Peggy Ann Garner Randolph Scott Lynn Bari Dean Stockwell R—July 27—PG-740	Reissue (84) Drama 642 THE BOWERY Wallace Beery George Raft Jackie Cooper Fay Wray		(91) Drama 644 WANTED FOR MURDER Eric Portman Dulcie Gray Derek Farr Roland Culver R—Nov. 9—PG-763	(97) Drama 645 MY DARLING CLEMENTINE Henry Fonda Linda Darnell Victor Mature Walter Brennan Tim Holt R—Oct. 12—PG-758
20 (101) M'drama ANGEL ON MY SHOULDER Paul Muni Anne Baxter R—Sept. 28—PG-754			11 (57) Comedy LITTLE IODINE Jo Ann Marlowe Eve Whitney Marc Cramer R—Oct. 19—PG-759		25 (101) Drama STRANGE WOMAN Hedy Lamarr George Sanders Louis Hayward R—Nov. 2—PG-762		
20 (108) Drama 1065 THEY WERE SISTERS Phyllis Calvert James Mason Hugh Sinclair R—Aug. 31—PG-747					(85) Drama 601 THE DARK MIRROR Olivia de Havilland Lew Ayres Thomas Mitchell R—Oct. 12—PG-758	1 (108) Com-Dr 1066 NOTORIOUS GENTLEMAN Rex Harrison Lilli Palmer R—Nov. 2—PG-761	
	28 (106) Drama 603 CLOAK AND DAGGER Gary Cooper Robert Alda Lilli Palmer R—Sept. 14—PG-752		12 (100) Drama 604 NOBODY LIVES FOREVER John Garfield Geraldine Fitzgerald Walter Brennan Faye Emerson R—Oct. 5—PG-755		26 (112) Drama 605 DECEPTION Bette Davis Paul Henreid Claude Rains R—Oct. 19—PG-760		9 (97) Drama 606 NEVER SAY GOODBYE Errol Flynn Eleanor Parker Lucile Watson S. Z. Sakall R—Nov. 2—PG-762

FILM CLASSICS

Reissue
(109) Drama Reissue
NORTH STAR
Dana Andrews
(80) Mus-Com Reissue
PALMY DAYS
Eddie Cantor
George Raft

(78) Mystery
THE PATIENT VANISHES
R—May 31—PG-823
(81) Reissue
THE RETURN OF THE SCARLET PIMPERNEL
Barry Barnes

(90) Musical Reissue
ROMAN SCANDALS
Eddie Cantor
Ruth Etting
(98) Drama Reissue
SCARLET PIMPERNEL
Merle Oberon
Leslie Howard

(107) Drama Reissue
STELLA DALLAS
Barbara Stanwyck
John Boles
(100) Musical Reissue
STRIKE ME PINK
Eddie Cantor
Brian Donlevy

(109) Drama Reissue
THE THIEF OF BAGDAD
Sabu
Conrad Veidt
(77) Drama Reissue
THE UNHOLY GARDEN
Ronald Colman

(83) Drama Reissue
WEDDING NIGHT
Gary Cooper
(102) Western Reissue
THE WESTERNER
Gary Cooper
Walter Brennan
Dana Andrews

(104) Drama Reissue
WUTHERING HEIGHTS
Laurence Olivier
Merle Oberon
(71) Comedy Reissue
WOMAN CHASES MAN
Joel McCrea
Miriam Hopkins

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FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

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NOVEMBER 16	NOVEMBER 23	NOVEMBER 30	DECEMBER 7	DECEMBER 14	DECEMBER 21	DECEMBER 28	JANUARY 4
	21 (55) Western 862 TERROR TRAIL Charles Starrett Smiley Burnette R—Nov. 9—PG-764	28 (72) Musical 824 BETTY CO-ED Jean Porter Shirley Mills R—Nov. 30—PG-767		12 (69) Mystery 822 BOSTON BLACKIE AND THE LAW R—Dec. 14—PG-772 12 (68) West-Mus 854 LONE STAR MOONLIGHT R—Jan. 4—PG-777	19 (61) Western 863 THE FIGHTING FRONTIERSMAN Starrett-Burnette 19 (69) M'drama 828 ALIAS MR. TWILIGHT Michael Duane R—Jan. 4—PG-777	26 (64) Mus-Com 804 SINGIN' IN THE CORN Judy Canova R—Jan. 4—PG-777 28 (91) Mel'drama 829 THE RETURN OF MONTE CRISTO R—Nov. 30—PG-767	
(115) Drama 707 UNDERCURRENT Katharine Hepburn Robert Taylor Robert Mitchum R—Oct. 5—PG-756	(93) Drama 706 TWO SMART PEOPLE Lucille Ball John Hodiak R—June 15—PG-736			(97) Drama 709 THE SECRET HEART Claudette Colbert Walter Pidgeon June Allyson Robert Sterling R—Nov. 30—PG-767	21 (83) Comedy 708 THE SHOW-OFF Red Skelton Marilyn Maxwell R—Aug. 17—PG-743		(135) Mus-Dr 710 TILL THE CLOUDS ROLL BY Robert Walker Van Heflin Lucille Bremer Van Johnson Judy Garland R—Nov. 23—PG-765
16 (55) Western 563 SILVER RANGE Johnny Mack Brown Raymond Hatton	23 (68) Comedy 604 BRINGING UP FATHER Joe Yule Renie Riano R—Oct. 19—PG-759	30 (68) Mystery 607 THE TRAP Sidney Toler Manton Moreland Victor Sen Young R—Jan 11—PG-779	7 (63) Act-Com 608 MR. HEX Leo Gorcey Huntz Hall R—Dec. 21—PG-773	Reissue: 14 (57) Western 612 SILVER STALLION David Sharpe Leroy Mason	21 (76) Dr-Mus 606 SWEETHEART OF SIGMA CHI Elyse Knox Phil Brito Phil Regan R—Dec. 7—PG-770	28 (55) Outdr-Mus 681 SONG OF THE SIERRAS Jimmy Wakely Lee "Lasses" White Jean Carlin	4 (67) Drama 609 GINGER Frank Albertson Barbara Reed Johnny Calkins R—Apr. 19—PG-812
	22 (98) Sea Drama 4601 TWO YEARS BEFORE THE MAST Alan Ladd William Bendix Brian Donlevy Barry Fitzgerald R—Aug. 31—PG-748					27 (104) Musical 4602 BLUE SKIES Bing Crosby Fred Astaire Joan Caulfield Billy De Wolfe Olga San Juan R—Sept. 28—PG-754	
	18 (57) Western 743 STARS OVER TEXAS Eddie Dean Roscoe Ates Shirley Patterson R—Dec. 28—PG-775	25 (74) Drama LADY CHASER Robert Lowery Ann Savage	1 (73) Outdr-Mus 706 WILD WEST Eddie Dean Al La Rue Robert "Buzzy" Henry R—Dec. 7—PG-769				
Group 2 (87) Drama 706 NOCTURNE George Raft Lynn Bari R—Oct. 12—PG-757	21 (172) Drama 751 THE BEST YEARS OF OUR LIVES Myrna Loy Fredric March Dana Andrews Teresa Wright R—Dec. 7—PG-769	28 (95) Mus-Dr 791 SONG OF THE SOUTH Bobby Driscoll Luana Patten Ruth Warrick R—Nov. 2—PG-762			21 (132) Com-Dr 781 IT'S A WONDERFUL LIFE James Stewart Donna Reed Lionel Barrymore R—Dec. 21—PG-774	Group 3 (62) Drama 714 DICK TRACY VS. CUEBALL Morgan Conway Anne Jeffreys Lyle Latell R—Nov. 9—PG-764	Group 3 (61) Drama 715 THE FALCON'S ADVENTURE Tom Conway Madge Meredith Edward S. Brophy R—Dec. 28—PG-775
15 (56) Western 661 SANTA FE UPRISING Allan Lane-Bobby Blake 15 (82) Drama 532 PLAINSMAN AND THE LADY William "Bill" Elliott R—Nov. 9—PG-763	18 (68) Com-Mus 603 AFFAIRS OF GERALDINE R—Nov. 30—PG-768 21 (69) Outdr-Mus 681 SIOUX CITY SUE Gene Autry R—Dec. 7—PG-770		2 (117) Drama 601 I'VE ALWAYS LOVED YOU R—Sept. 7—PG-749 5 (67) Outdr 5503 OUT CALIFORNIA WAY R—Dec. 21—PG-773		15 (71) Dr-Com 604 FABULOUS SUZANNE Barbara Britton R—Dec. 28—PG-775 15 (70) Outdr-Mus 543 HELDORADO Roy Rogers R—Jan. 4—PG-777	23 (95) Drama 533 THAT BRENNAN GIRL R—Dec. 14—PG-772 23 (56) Western 662 STAGECOACH TO DENVER Allan Lane R—Jan. 11—PG-780	
15 (46) Out-Dr 4610 NORTH OF THE BORDER Russell Hayden			1 (60) Drama 4609 MY DOG SHEP Tom Neal William Farnum R—Dec. 21—PG-774			25 (65) Drama 4612 RENEGADE GIRL Ann Savage Alan Curtis R—Feb. 8—PG-787	
(94) Drama 646 MARGIE Jeanne Crain Glenn Langan Lynn Bari Alan Young R—Oct. 19—PG-760			(92) Mus-Fant 649 WAKE UP AND DREAM June Haver John Payne Charlotte Greenwood Connie Marshall R—Nov. 30—PG-768		(69) Drama 648 DANGEROUS MILLIONS Kent Taylor Dona Drake Tala Birell James Tinling Leonard Strong R—Dec. 14—PG-771		(95) Drama 702 13 RUE MADELEINE James Cagney Annabella Richard Conte Walter Abel Frank Latimore R—Dec. 28—PG-775
15 (65) Western THE DEVIL'S PLAYGROUND William Boyd R—Sept. 28—PG-753	22 (86) Drama THE CHASE Robert Cummings Michele Morgan R—Oct. 19—PG-759			14 (65) Comedy SUSIE STEPS OUT Cleatus Caldwell David Bruce Nita Hunter R—Nov. 23—PG-766		28 (96) Com-Dr ABIE'S IRISH ROSE Joanne Dru Richard Norris R—Nov. 30—PG-767	
(95) Drama 602 MAGNIFICENT DOLL Ginger Rogers Burgess Meredith David Niven R—Nov. 23—PG-766				(98) Drama 604 TEMPTATION Merle Oberon George Brent Charles Korvin Paul Lukas R—Nov. 2—PG-761			
	23 (86) Drama 607 THE VERDICT Sydney Greenstreet Peter Lorre Joan Lorring George Coulouris Rosalind Ivan R—Nov. 23—PG-766		Reissues: 7 (127) Drama 608 KINGS ROW Sheridan-Reagan 7 (72) M'drama 609 WILD BILL HICKOK RIDES Bruce Cabot-C. Bennett			28 (105) Musical 610 THE TIME, THE PLACE AND THE GIRL Dennis Morgan Jack Carson Janis Paige Martha Vickers R—Dec. 14—PG-772	

SRO

(140) Drama
DUEL IN THE SUN
Jennifer Jones
Gregory Peck
Joseph Cotten
Lionel Barrymore
R—Jan. 11—PG-780

BRITISH

(85) Drama
Prestige
BRIEF ENCOUNTER
Celia Johnson
Trevor Howard
R—Aug. 31—PG-748

(70) Melodrama
English
THE RAIDER
R—Sept. 28—PG-754

(89) Drama
Eng. Films
MAN FROM MOROCCO
Anton Walbrook
R—Jan. 4—PG-778

(80) Melodrama
Four Cont.
MURDER IN REVERSE
R—Jan. 4—PG-778

(40) Doc-Dr
Eng. Films
DIARY FOR TIMOTHY
John Gielgud
Dame Myre Hess
R—Jan. 18—PG-782

MISC.

(69) Mus-Com
Herald
BOY, WHAT A GIRL!
R—Feb. 15—PG-790

(65) Doc-Dr
Elliott-St. Rts.
CITIZEN SAINT
R—May 10—PG-818

JANUARY 11	JANUARY 18	JANUARY 25	FEBRUARY 1	FEBRUARY 8	FEBRUARY 15	FEBRUARY 22	MARCH 1
9 (69) Comedy 607 BLONDIE'S BIG MOMENT Penny Singleton Arthur Lake Larry Simms Marjorie Kent R—Dec. 21—PG-773	16 (69) Mystery 823 LONE WOLF IN MEXICO Gerald Mohr Shirley Ryan Jacqueline De Wit Eric Blore R—Jan. 11—PG-780	25 (128) Mus-Dr 831 THE JOLSON STORY Larry Parks Evelyn Keyes William Demarest Bill Goodwin R—Sept. 28—PG-753	30 (58) Western SOUTH OF THE CHISHOLM TRAIL Charles Starrett Smiley Burnette Nancy Saunders R—Feb. 1—PG-786	6 (73) Myst-Dr BLIND SPOT Chester Morris Constance Dowling Steven Geray R—Feb. 8—PG-787	13 (67) Mus-Dr CIGARETTE GIRL Leslie Brooks R—Feb. 15—PG-789 13 (63) West-Mus OVER THE SANTA FE TRAIL R—Mar. 1—PG-796	(100) Mys-Dr 830 DEAD RECKONING Humphrey Bogart Lizabeth Scott R—Jan. 18—PG-781	(82) Mys-Dr 832 MR. DISTRICT ATTORNEY Dennis O'Keefe Marguerite Chapman Adolphe Menjou Michael O'Shea R—Jan. 11—PG-779
(99) Drama 702 GALLANT BESS Marshall Thompson George Tobias Clem Bevans Donald Curtis R—Jan. 25—PG-784	17 (85) Drama 711 THE MIGHTY McGURK Wallace Beery Dean Stockwell Edward Arnold Aline MacMahon R—Apr. 12—PG-809	24 (103) Mystery 712 LADY IN THE LAKE Robert Montgomery Audrey Totter Lloyd Nolan R—Nov. 30—PG-776		7 (93) Comedy 714 LOVE LAUGHS AT ANDY HARDY Mickey Rooney Lewis Stone Bonita Granville R—Dec. 7—PG-769	14 (93) Drama 715 MY BROTHER TALKS TO HORSES Butch Jenkins Peter Lawford Beverly Tyler R—Nov. 23—PG-766		Reprint 28 (115) Drama 713 BOOM TOWN Clark Gable Spencer Tracy Hedy Lamarr
11 (61) Cisco Kid 610 RIDING THE CALIFORNIA TRAIL Gilbert Roland Inez Cooper Frank Yaconelli	18 (58) Western 568 RAIDERS OF THE SOUTH Johnny Mack Brown Raymond Hatton Reno Blair	20 (68) Teen-Ager 611 VACATION DAYS June Preisser Freddie Stewart Frankie Darro R—Apr. 5—PG-808		8 (54) West-Mus 683 RAINBOW OVER THE ROCKIES Jimmy Wakely Lee "Lasses" White Pat Starling	15 (54) Western 675 VALLEY OF FEAR Johnny Mack Brown Raymond Hatton Reno Blair		
10 (83) Comedy 4603 CROSS MY HEART Betty Hutton Sonny Tufts Michael Chekhov R—Nov. 23—PG-765		24 (87) Rom-Com 4604 THE PERFECT MARRIAGE Loretta Young David Niven Eddie Albert Virginia Field R—Nov. 23—PG-765		7 (91) Comedy 4605 LADIES' MAN Eddie Bracken Cass Daley Virginia Welles Spike Jones Virginia Field R—Jan. 11—PG-780		21 (97) Outdr-Dr 4606 CALIFORNIA Ray Milland Barbara Stanwyck Barry Fitzgerald R—Dec. 21—PG-774	
10 (74) Drama LIGHTHOUSE John Litel June Lang	Eagle-Lion 15 (63) Comedy 102 IT'S A JOKE, SON R—Jan. 25—PG-783		Eagle-Lion 29 (95) Drama 101 BEDELIA Margaret Lockwood Ian Hunter Barry K. Barnes R—Feb. 1—PG-786				28 (54) Western 751 LAW OF THE LASH Al LaRue Al "Fuzzy" St. John R—Mar. 8—PG-799
12 (56) Drama 705 BORN TO SPEED R—Jan. 25—PG-783	17 (57) Western 744 WILD COUNTRY R—Feb 1—PG-785						
Group 3 (60) Comedy 713 VACATION IN RENO Jack Haley Anne Jeffreys Wally Brown R—Oct. 12—PG-757	Group 3 (66) Melodrama 712 SAN QUENTIN Lawrence Tierney Barton MacLane Marian Carr R—Dec. 7—PG-769	Group 3 (85) Drama 711 THE LOCKET Laraine Day Brian Aherne Robert Mitchum R—Dec. 21—PG-774				Group 3 (117) Fantasy 762 SINBAD THE SAILOR Douglas Fairbanks jr. Maureen O'Hara Walter Slezak R—Jan. 18—PG-782	Group 4 (67) Mus-Dr 718 BEAT THE BAND Frances Langford Ralph Edwards Phillip Terry Gene Krupa R—Mar. 1—PG-794
		22 (67) Comedy 602 THE PILGRIM LADY R—Jan. 25—PG-784 25 (67) Western 682 TRAIL TO SAN ANTONE Gene Autry R—Feb. 1—PG-785	31 (88) Musical 607 CALENDAR GIRL Jane Frazee R—Feb. 15—PG-789 1 (67) Western 5504 LAST FRONTIER UPRISING Monte Hale		15 (100) Western 608 ANGEL & THE BADMAN R—Mar. 1—PG-796 15 (74) Comedy 606 MAGNIFICENT ROGUE R—Mar. 22—PG-803	15 (56) Outdoor 663 VIGILANTES OF BOOMTOWN Allan Lane R—Mar. 8—PG-799 15 (75) Outdr-Mus 641 APACHE ROSE R—Mar. 22—PG-803	
	15 (62) Drama 4611 QUEEN OF THE AMAZONS Robert Lowery Patricia Morison R—Mar. 29—PG-805						
Rerelease (109) Drama 704 LES MISERABLES Fredric March (101) Drama 705 STANLEY AND LIVINGSTONE Spencer Tracy	(146) Drama 701 THE RAZOR'S EDGE Tyrone Power Gene Tierney John Payne Clifton Webb Anne Baxter R—Dec. 7—PG-770	(85) Mus-Com 703 THE SHOCKING MISS PILGRIM Betty Grable Dick Haymes Anne Revere Allyn Joslyn R—Jan. 11—PG-779	(88) Mystery 706 BOOMERANG Dana Andrews Jane Wyatt Lee Cobb R—Feb. 1—PG-786	(72) Mystery 707 THE BRASHER DOUBLOON George Montgomery Nancy Guild Conrad Janis R—Feb. 15—PG-790	(67) Drama 708 STRANGE JOURNEY Paul Kelly Osa Massen Hillary Brooke R—Sept. 14—PG-751		Rerelease (106) Mus-Dr 709 ALEXANDER'S RAG-TIME BAND Tyrone Power Alice Faye Don Ameche Ethel Merman
			1 (63) Western FOOL'S GOLD William Boyd Andy Clyde R—Oct. 12—PG-758	8 (93) Drama THE RED HOUSE Edward G. Robinson Lon McCallister R—Feb. 1—PG-785		22 (88) Mus-Dr THE FABULOUS DORSEYS Tommy Dorsey Jimmy Dorsey Janet Blair R—Mar. 1—PG-794	
(86) Drama 606 SWELL GUY Sonny Tufts Ann Blyth R—Dec. 14—PG-771	(93) Drama 607 I'LL BE YOURS Deanna Durbin Tom Drake William Bendix R—Jan. 25—PG-783	(98) Drama 605 THE WICKED LADY Margaret Lockwood James Mason Patricia Roc R—Dec. 14—PG-771					Reissue (81) Outdoor-Drama WHEN THE DALTONS RODE Randolph Scott Kay Francis
11 (96) Drama-Mus 611 THE MAN I LOVE Ida Lupino Robert Alda Andrea King Bruce Bennett R—Dec. 28—PG-776		25 (125) Dra-Mus 612 HUMORESQUE Joan Crawford John Garfield Oscar Levant R—Dec. 28—PG-776		8 (88) M'drama 613 THE BEAST WITH FIVE FINGERS Robert Alda Andrea King Peter Lorre Victor Francen J. Carrol Naish R—Nov. 30—PG-766		22 (111) Drama 614 NORA PRENTISS Ann Sheridan Kent Smith Bruce Bennett Robert Alda Rosemary DeCamp R—Feb. 8—PG-787	

FOREIGN Language

(74) Rom-Dr
Vog
POSTMASTER'S DAUGHTER
R—Sept. 7—PG-749

(105) Comedy
Azteca
AHI ESTA EL DETALLE
Cantinflas
R—Sept. 7—PG-750

(105) Musical
Azteca
SOTA CABALLO Y REY
R—Sept. 7—PG-750

(105) Drama
Azteca
HASTA QUE PERDIO JALISCO
Jorge Negrete
R—Oct. 5—PG-755

(112) Drama
Siritzky-Int'l
WELL-DIGGER'S DAUGHTER
Raimu-Fernandel
R—Oct. 5—PG-756

(107) War-Dr
Artkino
TURNING POINT
R—Nov. 9—PG-763

(60) Docum.
Brandt-Chapel
STORY OF THE POPE
R—Dec. 28—PG-776

(162) Drama
Tricolor
CHILDREN OF PARADISE
R—Jan. 4—PG-778

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FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

	MARCH 8	MARCH 15	MARCH 22	MARCH 29	APRIL 5	APRIL 12	APRIL 19	APRIL 26
COLUMBIA	6 (65) Mystery 819 THIRTEENTH HOUR Richard Dix R—Feb. 22—PG-792 6 (54) Western 866 LONE HAND TEXAN R—Mar. 8—PG-799		20 (70) Drama 814 MILLIE'S DAUGHTER R—Mar. 8—PG-798 (95) Mys-Dr 833 JOHNNY O'CLOCK Dick Powell Evelyn Keyes R—Jan. 18—PG-781	27 (57) Western 864 WEST OF DODGE CITY R—Mar. 29—PG-806 27 (79) Outdr-Dr 809 KING OF THE WILD HORSES R—Mar. 22—PG-803		10 (67) Comedy 808 BLONDIE'S HOLIDAY Penny Singleton Arthur Lake Larry Simms R—Mar. 8—PG-798	(83) Drama 836 THE GUILT OF JANET AMES Rosalind Russell Melvyn Douglas Sid Caesar R—Mar. 8—PG-798	(82) Drama 834 FRAMED Glenn Ford-Janis Carter R—Mar. 8—PG-798 24 (59) Western 867 LAW OF THE CANYON Starrett-Burnette
M-G-M	(112) Drama 716 THE BEGINNING OR THE END Robert Walker Tom Drake Brian Donlevy Audrey Totter R—Mar. 1—PG-794				4 (103) Musical 718 IT HAPPENED IN BROOKLYN Frank Sinatra Jimmy Durante Kathryn Grayson Peter Lawford R—Mar. 8—PG-797	11 (92) Drama 719 LITTLE MR. JIM Butch Jenkins James Craig Frances Gifford R—June 15—PG-729		25 (131) Drama 720 SEA OF GRASS Spencer Tracy Katharine Hepburn Robert Walker Melvyn Douglas R—Feb. 15—PG-790
MONOGRAM		15 (64) Drama 613 FALL GUY Cliff Penn Teala Loring Robert Armstrong R—Mar. 8—PG-800	22 (71) Drama 614 THE GUILTY Bonita Granville Don Castle John Litel R—Mar. 22—PG-804	29 (58) Western 676 TRAILING DANGER Johnny Mack Brown Raymond Hatton Peggy Wynne	5 (55) Western 684 SIX GUN SERENADE Jimmy Wakely Lee "Lasses" White	11 (72) Drama 615 VIOLENCE Nancy Coleman Michael O'Shea R—Apr. 19—PG-812	Allied Artists 19 (116) Comedy IT HAPPENED ON FIFTH AVENUE Don DeFore Ann Harding Victor Moore R—Feb. 8—PG-788	26 (59) Western 671 LAND OF THE LAWLESS Johnny Mack Brown Raymond Hatton Christine McIntyre
PARAMOUNT	7 (77) Comedy 4607 EASY COME, EASY GO Barry Fitzgerald Diana Lynn Sonny Tufts R—Feb. 1—PG-785		21 (88) Rom-Com 4608 SUDDENLY IT'S SPRING Paulette Goddard Fred MacMurray Macdonald Carey Arleen Whelan R—Feb. 15—PG-789	28 (72) Drama 4620 SEVEN WERE SAVED Richard Denning Catherine Craig Russell Hayden R—Mar. 1—PG-795	4 (88) Comedy 4609 MY FAVORITE BRUNETTE Bob Hope Dorothy Lamour Peter Lorre Lon Chaney R—Feb. 22—PG-791		Pine-Thomas Prod. 18 (72) Drama 4621 FEAR IN THE NIGHT Paul Kelly Kay Scott DeForest Kelley Ann Doran R—Mar. 1—PG-795	26 (97) Drama 4610 IMPERFECT LADY Ray Milland Teresa Wright Virginia Field Sir Cedric Hardwicke R—Mar. 15—PG-802
P-R-C	2 (67) Drama 701 DEVIL ON WHEELS Noreen Nash Darryl Hickman Jan Ford James Cardwell R—Feb. 8—PG-788	17 (54) Western 745 RANGE BEYOND THE BLUE R—Mar. 15—PG-802 Eagle-Lion 17 (98) Drama 103 ADVENTURESS R—Mar. 15—PG-801	22 (59) Drama SP72 UNTAMED FURY R—Apr. 5—PG-808 Reissue 22 (97) Western 731 KIT CARSON D. Andrews-J. Hall	Eagle-Lion (74) Drama 104 LOST HONEYMOON Franchot Tone R—Mar. 15—PG-801 Reissue 22 (94) Western 732 LAST OF THE MOHICANS	5 (64) Drama 715 THREE ON A TICKET Hugh Beaumont Cheryl Walker Paul Bryar Ralph Dunn R—Apr. 12—PG-809	12 (61) Western 746 WEST TO GLORY Eddie Dean R—May 3—PG-816 12 (62) Mystery 707 PHILO VANCE'S GAMBLE R—May 3—PG-815	19 (63) Drama 702 THE BIG FIX James Brown-Sheila Ryan R—May 12—PG-817	26 (38-39) Westerns SIX BRONCO BUCKAROO REISSUES 4 with Buster Crabbe and Fuzzy St. John 2 with Tex O'Brien and Jim Newhill
RKO RADIO	Group 4 (63) Drama 719 THE DEVIL THUMBS A RIDE Lawrence Tierney Ted North R—Mar. 8—PG-797	Group 4 (94) Com-Dr 716 THE FARMER'S DAUGHTER Loretta Young Joseph Cotten Ethel Barrymore R—Feb. 22—PG-792		Group 4 (84) Western 717 TRAIL STREET Randolph Scott Robert Ryan Anne Jeffreys R—Mar. 1—PG-794		Group 4 (57) Western 720 CODE OF THE WEST James Warren Debra Alden R—Mar. 8—PG-799	Group 5 (72) Adventure 723 TARZAN AND THE HUNTRESS Johnny Weissmuller Brenda Joyce John Sheffield R—Mar. 29—PG-806	
REPUBLIC	8 (66) Com-Mus 605 THE GHOST GOES WILD James Ellison Anne Gwynne Edward Everett Horton Ruth Donnelly Stephanie Bachelor R—Apr. 12—PG-810		22 (90) Musical 610 HIT PARADE OF 1947 E. Albert-C. Moore R—May 3—PG-816	1 (71) West-Mus 683 TWILIGHT ON THE RIO GRANDE Gene Autry Adele Mara Sterling Holloway R—Apr. 19—PG-811	1 (58) Outdoor 664 HOMESTEADERS OF PARADISE VALLEY Allan Lane R—Apr. 26—PG-813 1 (71) Com-Dr 611 YANKEE FAKIR R—Apr. 12—PG-810		15 (78) Mus-West 642 BELLS OF SAN ANGELO Roy Rogers-Dale Evans R—May 31—PG-824	24 (66) Drama 612 SPOILERS OF THE NORTH Paul Kelly Adrian Booth Evelyn Ankers R—May 12—PG-817
SCREEN GUILD		Rerelease 15 (60) Western HC07 RUSTLER'S VALLEY William Boyd George Hayes Russell Hayden			5 (69) Outdr-Dr 4614 BELLS OF SAN FERNANDO Donald Woods Gloria Warren R—Apr. 5—PG-807	Rerelease 12 (59) Western HC08 TEXAS TRAIL William Boyd Russell Hayden George Hayes	19 (66) Outdr-Dr 4613 BUFFALO BILL RIDES AGAIN Richard Arlen Jennifer Holt R—Apr. 5—PG-807	Rerelease 26 (71) Western HC09 PARTNERS OF THE PLAINS William Boyd Harvey Clark Russell Hayden
20TH FOX		(66) Drama 711 BACKLASH Jean Rogers Richard Travis Larry Blake John Eldredge Leonard Strong R—Mar. 29—PG-805			(95) Musical 710 CARNIVAL IN COSTA RICA Dick Haymes Vera-Ellen Cesar Romero Celeste Holm R—Mar. 29—PG-805	(98) Drama 712 THE LATE GEORGE APLEY Ronald Colman Peggy Cummins Vanessa Brown Richard Haydn Charles Russell R—Feb. 8—PG-788	(76) Drama 714 SAN DEMETRIO, LONDON Walter Fitzgerald Mervyn Johns Ralph Michael Robert Beatty Charles Victor R—Apr. 5—PG-808	
UNITED ARTISTS	8 (112) Drama THE PRIVATE AFFAIRS OF BEL AMI George Sanders Angela Lansbury Ann Dvorak R—Mar. 1—PG-793	15 (93) Comedy FUN ON A WEEKEND Eddie Bracken Priscilla Lane R—June 14—PG-830	22 (89) Drama THE MACOMBER AFFAIR Gregory Peck Joan Bennett Robert Preston R—Jan. 25—PG-784	5 (66) Western UNEXPECTED GUEST William Boyd R—Dec. 14—PG-772			19 (89) Musical NEW ORLEANS Arturo de Cordova Dorothy Patrick R—May 3—PG-815	
UNIV. INT'L	(106) Dra-Mus 608 SONG OF SCHEHERAZADE Yvonne De Carlo Brian Donlevy Jean Pierre Aumont Eve Arden R—Feb. 1—PG-786	(103) Drama 609 SMASH-UP Lee Bowman Susan Hayward Marsha Hunt Eddie Albert Carl Esmond R—Feb. 15—PG-789	(103) Drama 611 STAIRWAY TO HEAVEN David Niven-Kim Hunter R—Dec. 21—PG-773 Reissue (94) Outdoor-Drama DESTRY RIDES AGAIN Dietrich-Stewart	(70) West Dr 610 MICHIGAN KID Jon Hall Victor McLaglen Rita Johnson R—Feb. 22—PG-792	(78) Comedy 612 BUCK PRIVATES COME HOME Bud Abbott Lou Costello Tom Brown Joan Fulton R—Mar. 15—PG-802	Reissue (73) Comedy 2793 YOU CAN'T CHEAT AN HONEST MAN W. C. Fields Edgar Bergen Charlie McCarthy	Reissue (78) Drama 2794 I STOLE A MILLION George Raft Claire Trevor Victor Jory	
WARNER B.	8 (101) M'drama 615 PURSUED Teresa Wright Robert Mitchum Judith Anderson Dean Jagger Alan Hale R—Feb. 22—PG-791			29 (84) Com-Dr 616 THAT WAY WITH WOMEN Dane Clark Martha Vickers Sydney Greenstreet R—Feb. 22—PG-791		12 (97) Drama 617 STALLION ROAD Ronald Reagan Alexis Smith Zachary Scott R—Mar. 29—PG-805		Reissues: 26 (109) Drama 618 THE SEA HAWK Errol Flynn-Claude Rains 26 (87) Drama 619 THE SEA WOLF Edward G. Robinson Ida Lupino-John Garfield
MISCELLANEOUS	FOREIGN Language (80) Drama Lopert MAN'S HOPE R—Jan. 11—PG-779 (89) Operetta Saga QUEEN FOR A NIGHT R—Jan. 18—PG-782	(93) Mus-Dr Saga APPASSIONATA Viveca Lindfors R—Jan. 18—PG-782	(85) Drama West. Hem. CLANDESTINE R—Jan. 18—PG-781 (80) Fant-Dr Distinguished CARNIVAL OF SINNERS R—Jan. 18—PG-781	(89) Fant-Com Vog Film FRANCIS THE FIRST Fernandel R—Jan. 25—PG-784	(112) Melodrama Azteca ROSALINDA R—Jan. 25—PG-783 (88) Fantasy Artkino STONE FLOWER R—Feb. 8—PG-788	(110) Mus-Dr Superfilm BEFORE HIM ALL ROME TREMBLED Anna Magnani R—Mar. 8—PG-800	(87) Mus-Com Lopert CAGE OF NIGHTINGALES R—Mar. 8—PG-800	

MAY 3	MAY 10	MAY 17	MAY 24	MAY 31	JUNE 7	JUNE 14	JUNE 21
1 (69) Drama 812 FOR THE LOVE OF RUSTY Ted Donaldson Tom Powers Ann Doran		15 (70) Mystery 820 BULLDOG DRUMMOND AT BAY Ron Randell Anita Louise Pat O'Moore R—May 12—PG-818		29 (72) Mystery 817 THE MILLERSON CASE Warner Baxter Nancy Saunders 29 (54) Western 868 PRAIRIE RAIDERS Starrett-Burnette	31 (68) Mystery THE CORPSE CAME C.O.D. George Brent Joan Blondell Adele Jergens		
2 (91) Drama 721 HIGH BARBAREE Van Johnson June Allyson Claude Jarman jr. Thomas Mitchell R—Mar. 15—PG-801		16 (90) Comedy 722 UNDERCOVER MAISIE Ann Sothern Barry Nelson R—June 7—PG-826	Reprint (103) Musical 723 THE GREAT WALTZ Luise Rainer Fernand Gravet	31 (128) Drama 717 ⊙THE YEARLING Gregory Peck Jane Wyman Claude Jarman jr. R—Dec. 7—PG-776	7 (90) Melodrama 724 DARK DELUSION James Craig Lucille Bremer Lionel Barrymore R—Apr. 12—PG-809	(103) Mus Com 725 LIVING IN A BIG WAY Gene Kelly Marie McDonald Charles Winninger R—June 7—PG-825	
Reissue 3 (73) Drama 617 QUEEN OF THE YUKON Charles Bickford Irene Rich	10 (63) Melodrama 616 HARD BOILED MAHONEY Leo Gorcey Bowery Boys Teala Loring R—May 3—PG-816	17 (63) Teen-Ager 618 SARGE GOES TO COLLEGE Alan Hale jr. June Preisser R—May 12—PG-817	24 (56) Western 672 LAW COMES TO GUNSIGHT Johnny Mack Brown Raymond Hatton	31 (58) Western 682 SONG OF THE WASTELAND Jimmy Wakely Lee "Lasses" White	Reissue 7 (61) Drama 619 WOLF CALL John Carroll Movita		21 (78½) Drama 620 HIGH CONQUEST Gilbert Roland Anna Lee Warren Douglas R—Mar. 22—PG-804
2 (91) Drama 4611 BLAZE OF NOON Anne Baxter William Holden Bonny Tufts William Bendix Sterling Hayden R—Mar. 8—PG-797			23 (60) M'drama 4622 BIG TOWN Philip Reed Hillary Brooke Robert Lowery R—Feb. 22—PG-791	30 (83) M'drama 4612 CALCUTTA Alan Ladd William Bendix Gail Russell R—Apr. 19—PG-811			20 (66) Melodrama 4623 DANGER STREET Jane Withers Robert Lowery R—Mar. 1—PG-796
	10 (55) Western 752 BORDER FEUD Al LaRue Al "Fuzzy" St. John R—May 24—PG-822	Eagle-Lion 22 (93) Drama REPEAT PERFORMANCE Louis Hayward R—May 31—PG-823 24 (60) Drama 716 TOO MANY WINNERS R—June 7—PG-828	Reissues 24 (111) Drama 733 CORSICAN BROTHERS Douglas Fairbanks jr. Akim Tamiroff 24 (102) Drama 734 INTERNATIONAL LADY G. Brent-I. Massey	31 (63) Drama 717 KILLER AT LARGE Robert Lowery Anabel Shaw R—June 7—PG-828	7 (70) Drama 703 STEPCHILD Brenda Joyce Donald Woods	14 (64) Mystery 708 PHILO VANCE RETURNS Alan Curtis Terry Austin R—May 3—PG-815	
Group 5 (89) Comedy 724 LIKELY STORY Barbara Hale Bill Williams R—Apr. 19—PG-812	Group 5 (68) Musical 725 BANJO Sharyn Moffett Jacqueline White Walter Reed Una O'Connor R—Apr. 26—PG-814	Group 5 16 (92) Drama 722 BORN TO KILL Lawrence Tierney Claire Trevor Walter Slezak R—Apr. 26—PG-814	(74) Comedy 721 HONEYMOON Shirley Temple Guy Madison Franchot Tone R—Apr. 19—PG-812		(71) Drama 727 WOMAN ON THE BEACH Joan Bennett Charles Bickford Robert Ryan R—May 17—PG-820		
		16 (58) Out'dr-Dr 665 OREGON TRAIL SCOUTS R—May 24—PG-821 16 (66) Mus Com 609 ⊙THAT'S MY GAL R—June 7—PG-825 17 (71) Mus-Com 614 WINTER WONDERLAND R—June 7—PG-825			1 (99) Com-Dr 613 THAT'S MY MAN Don Ameche Catherine McLeod R—Apr. 12—PG-810	10 (58) Drama 616 WEB OF DANGER Adele Mara Bill Kennedy	15 (72) Western 684 SADDLE PALS Gene Autry Lynn Roberts
3 (65) Horror-Dr 4608 SCARED TO DEATH Bela Lugosi Joyce Compton	Rerelease 10 (59) Western HC10 CASSIDY OF BAR 20 William Boyd Russell Hayden Frank Darien	17 (60) Drama 4615 SHOOT TO KILL Russell Wade Susan Walters R—Apr. 12—PG-809			7 (60) Outdr-Dr 4616 BUSH PILOT Rochelle Hudson Jack LaRue	Rerelease 14 (68) Western HC11 HEART OF ARIZONA William Boyd George Hayes Russell Hayden	21 (65) Mus-Com 4619 HOLLYWOOD BARN DANCE Ernest Tubb Lori Talbott Earl Hodgins R—June 7—PG-827
3 (94) Out'r-Dr RAMROD Joel McCrea Veronica Lake Don DeFore Donald Crisp R—Mar. 1—PG-793	10 (65) Drama ⊙ADVENTURES OF DON COYOTE Richard Martin Frances Rafferty R—May 3—PG-815	17 (85) Drama DISHONORED LADY Hedy Lamarr Dennis O'Keefe John Loder R—Apr. 26—PG-813	24 (59) Western DANGEROUS VENTURE William Boyd Andy Clyde R—Mar. 1—PG-793	31 (92) Musical COPACABANA Groucho Marx Carmen Miranda Andy Russell Gloria Jean			
(88) Drama 614 TIME OUT OF MIND Phyllis Calvert Robert Hutton Ella Raines R—Mar. 22—PG-804			Reissue (101) Drama 2795 MAGNIFICENT OBSESSION Irene Dunne Robert Taylor	Reissue (84) Mus-Dr 2796 100 MEN AND A GIRL Deanna Durbin Leopold Stokowski Adolphe Menjou	(87) Drama 615 THE WEB Edmund O'Brien Ella Raines William Bendix R—May 31—PG-823	(116) Drama ODD MAN OUT James Mason Kathleen Ryan R—Mar. 1—PG-793 (67) Drama ⊙VIGILANTES RETURN J. Hall-M. Lindsay R—June 7—PG-827	
(83) Comedy 620 LOVE AND LEARN Jack Carson Robert Hutton Martha Vickers Janis Paige R—Mar. 29—PG-806			24 (99) Drama 621 TWO MRS. CARROLLS Humphrey Bogart Barbara Stanwyck Alexis Smith R—Mar. 29—PG-806			14 (100) Drama 622 CHEYENNE Dennis Morgan Jane Wyman Janis Paige Bruce Bennett R—Apr. 26—PG-813	

FOREIGN Language

(85) Drama
A.F.E.
ANGEL AND SINNER
R—Mar. 8—PG-800

(95) Drama
Oxford
TORMENT
R—May 10—PG-818

(90) Comedy
Distinguished
HER FIRST AFFAIR
Danielle Darrieux
Louis Jourdan
R—Mar. 15—PG-801

(110) Opera-Com
Exelsior
BARBER OF SEVILLE
Ferruccio Tagliavini
R—May 16—PG-817

(105) Drama
Siritzky-Int'l
THE QUEEN'S NECKLACE
Viviane Romance
R—May 31—PG-823

(90) Drama
Film Rights Int'l
TWO ANONYMOUS LETTERS
R—June 7—PG-828

(91) Drama Superfilm
THE LITTLE MARTYR
R—June 7—PG-828

(68) Documentary
Artkino
NUREMBERG TRIALS
R—June 7—PG-827

(95) Drama
Mage
THE BELLMAN
R—June 7—PG-827

COLUMBIA · M-G-M · MONOGRAM · PARAMOUNT · P-R-C · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV. · NTE · WARNER · F-N · MISCELLANEOUS

P. G.	Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
		A											
767	Abie's Irish Rose (96)	UA			11-30-46	+	=	–	±	+	±		4+ 6–
815	Adventures of Don Coyote (66)	UA			5- 3-47	+		±	⧺	∓			5+ 2–
801	Adventuress, The (98)	E-L			3-15-47	+	±		±	⧺	⧺	⧺	9+ 2–
766	Affairs of Geraldine (68)	Rep.			11-30-46	±	∓	∓	∓	∓	±		6+ 6–
777	Alias Mr. Twilight (69)	Col.			1- 4-47	±	±		±	+	⧺		6+ 3–
796	Angel and the Badman (100)	Rep.			3- 1-47	+	±	+	+	+	⧺	±	8+ 2–
754	Angel on My Shoulder (101)	UA			9-28-46	+	+	⧺	+	+	⧺	+	9+
803	Apache Rose (75)	Rep.			3-22-47	±		+	+	∓	+		5+ 2–
790	Arnelo Affair, The (86)	MGM			2-15-47	+	+	+	+	±	±		6+ 2–
		B											
826	Bachelor and the Bobby-Soxer (95)	RKO			6- 7-47	⧺	+	+	+	+			6+
752	Bachelor's Daughters, The (90)	UA			9-14-46	±	+	+	⧺	+	±	+	8+ 2–
805	Backlash (66)	20-Fox			3-29-47	∓	±	±	±	–	±	±	6+ 7–
814	Banjo (67)	RKO			4-26-47	±	∓	±	±	∓		±	6+ 6–
766	Beast With Five Fingers, The (88)	WB			11-30-46	∓	±	+	∓	–	–	∓	5+ 6–
794	Beat the Band (67)	RKO			3- 1-47	∓	∓	∓	±	±	±		6+ 6–
786	Bedelia (95)	E-L			2- 1-47	+	±		+	±		+	5+ 2–
794	Beginning or the End, The (112)	MGM			3- 1-47	⧺	+	⧺	+	⧺	+	⧺	11+
824	Bells of San Angelo (78)	Rep.			5-31-47	+			⧺	⧺			5+
807	Bells of San Fernando (74)	SG			4- 5-47	±		–	±	±			3+ 4–
755	Below the Deadline (65)	Mono.			10- 5-46	±	±	+	±	∓	±	∓	7+ 6–
769	Best Years of Our Lives, The (172)	RKO			12- 7-46	⧺	⧺	⧺	⧺	⧺	⧺	⧺	14+
767	Betty Co-Ed (71)	Col.			11-30-46	±	∓	±	+	±	±		6+ 5–
817	Big Fix, The (63)	PRC			5-10-47	+	±		+	±		∓	5+ 3–
791	Big Town (60)	Para.			2-22-47	±	±	∓	±	±	±		6+ 6–
797	Blaze of Noon (90)	Para.			3- 8-47	±	±	+	±	+	+	+	7+ 3–
787	Blind Spot (73)	Col.			2- 8-47	∓	±		+	+	∓		5+ 3–
755	Blondie Knows Best (69)	Col.			10- 5-46	+	±	±	+	+	±		6+ 3–
773	Blondie's Big Moment (69)	Col.			12-21-46	±	±				±	∓	4+ 4–
798	Blondie's Holiday (67)	Col.			3- 8-47	±	±	±			±	∓	5+ 5–
754	Blue Skies (102)	Para.			9-28-46	⧺	⧺	⧺	⧺	+	⧺	⧺	13+
786	Boomerang (88)	20-Fox			2- 1-47	+	⧺	⧺	+	+	⧺	⧺	11+
822	Border Feud (55)	PRC			5-24-47	±		±	±			∓	4+ 4–
814	Born to Kill (92)	RKO			4-26-47	∓	±	±	±	±	±	±	7+ 7–
783	Born to Speed (59)	PRC			1-25-47	±	±	±	±	±	±	∓	7+ 7–
772	Boston Blackie and the Law (69)	Col.			12-14-46	±	±	+		±	±	∓	6+ 5–
790	Brasher Doubloon, The (72)	20-Fox			2-15-47	+	±	∓	+	±	±	±	7+ 5–
748	Brief Encounter (85)	U-I			8-31-46	±	+		+		⧺	⧺	7+ 1–
759	Bringing Up Father (68)	Mono.			10-19-46	±	±	±	±	±	+		6+ 5–
761	Brute Man, The (58)	PRC			11- 2-46	∓	±	∓		±	–	=	4+ 7–
802	Buck Privates Come Home (78)	U-I			3-15-47	⧺	±	+	+	⧺	±	∓	9+ 3–
807	Buffalo Bill Rides Again (70)	SG			4- 5-47	–		–					2–
818	Bulldog Drummond at Bay (70)	Col.			5-10-47	∓				±			2+ 2–
		C											
811	Calcutta (83)	Para.			4-19-47	±	±	+	±	⧺	±	+	8+ 4–
789	Calendar Girl (88)	Rep.			2-15-47	±	±	∓	±	∓	±	+	7+ 6–
744	California (97)	Para.			12-21-46	+	±	±	+	⧺	+	⧺	9+ 2–
816	Captive Heart, The (87)	U-I			5- 3-47	∓	±		+	±		⧺	6+ 3–
797	Carnegie Hall (136)	UA			3- 8-47	±	±	+	⧺	⧺	⧺	⧺	11+ 2–
805	Carnival in Costa Rica (96)	20-Fox			3-29-47	±	±	+	+	+	+	±	7+ 3–
759	Chase, The (86)	UA			10-19-46	+	±	±			±	+	5+ 3–
813	Cheyenne (100)	WB			4-26-47	⧺	±	+	+	⧺	+		8+ 1–
760	Child of Divorce (62)	RKO			10-19-46	+	±	±	±	+	+	±	7+ 4–
789	Cigarette Girl (67)	Col.			2-15-47	±	±		±	±	±	∓	6+ 6–
752	Cloak and Dagger (106)	WB			9-14-46	⧺	⧺	+	+	⧺	⧺	+	11+
799	Code of the West (57)	RKO			3- 8-47	+	±	±	±	∓	±		6+ 5–
	Copacabana (92)	UA					+	±	⧺	⧺	+		7+ 1–
776	Crime Doctor's Manhunt (61)	Col.			12-28-46	±	±	∓		+	±	±	6+ 5–
765	Cross My Heart (83)	Para.			11-23-46	+	±	±	±	±	–	+	6+ 5–
819	Cynthia (102)	MGM			5-17-47	⧺	+	+	+	⧺			7+
		D											
796	Danger Street (66)	Para.			3- 1-47	∓	±	∓	±	±	∓		6+ 6–
771	Dangerous Millions (68)	20-Fox			12-14-46	±	±	±	+	±	±	∓	7+ 6–
758	Dangerous Money (66)	Mono.			10-12-46	+	∓			±	∓	±	5+ 5–
793	Dangerous Venture (59)	UA			3- 1-47	±		∓	±	+	+		5+ 3–
809	Dark Delusion (90)	MGM			4-12-47	+	±	±	±	+	±		6+ 4–
758	Dark Mirror, The (85)	U-I			10-12-46	+	+	±	+	⧺	⧺	+	9+ 1–
781	Dead Reckoning (100)	Col.			1-18-47	+	+	+	+	+	+	+	7+
824	Dear Ruth (95)	Para.			5-31-47	+	⧺		⧺	⧺	+		8+
760	Deception (112)	WB			10-19-46	+	±	+	+	+	+	+	7+ 1–
751	Decoy (76)	Mono.			9-14-46	±	±	+	+	+	–	+	6+ 3–
820	Desperate (73)	RKO			5-17-47	+	±	±	±	+			5+ 3–
788	Devil on Wheels (67)	PRC			2- 8-47	∓	∓		±	±	⧺	±	7+ 5–
797	Devil Thumbs a Ride, The (63)	RKO			3- 8-47	+	±	+	+	±	±	±	7+ 4–
753	Devil's Playground, The (60)	UA			9-28-46	±		+	±	±	±		5+ 4–
765	Dick Tracy vs. Cuehall (62)	RKO			11- 9-46	±	±	+	±	±	–	±	6+ 6–
822	Dick Tracy's Dilemma (60)	RKO			5-24-47	⧺	±	±	±	+			6+ 3–
813	Dishonored Lady (86)	UA			4-26-47	+	±	±	+	⧺	±	+	8+ 3–
757	Driftin' River (55)	PRC			10-12-46	±			±	∓	±	∓	5+ 5–
780	Duel in the Sun (140)	SRO			1-11-47	⧺		+	⧺	⧺	+	+	9+
		E											
746	Earl Carroll Sketchbook (90)	Rep.			8-24-46	∓	±	+	+	∓	±	+	7+ 4–
785	Easy Come, Easy Go. (77)	Para.			2- 1-47	±	∓	±	±	±	+	±	7+ 6–
808	Egg and I, The (108)	U-I			4- 5-47	⧺	+	+	+	⧺	+	+	9+
		F											
794	Fabulous Dorseys, The (90)	UA			3- 1-47	±	±	±	+	±	+	±	7+ 5–
775	Fabulous Suzanne, The (71)	RKO			12-28-46	±	±	±	±	±	±	–	6+ 7–
775	Falcon's Adventure, The (61)	RKO			12-28-46	∓	±	±	±	+	±	±	7+ 6–
800	Fall Guy (64)	Mono.			3- 8-47	∓	±		±	+	±	∓	6+ 5–
792	Farmer's Daughter, The (94)	RKO			2-22-47	+	+	+	+	+	⧺	+	8+
795	Fear in the Night (71)	Para.			3- 1-47	+	±	+	+	+	±	±	7+ 3–
	Fighting Frontiersman, The (61)	Col.								±			1+ 1–
758	Fool's Gold (63)	UA			10-12-46	±		±	±	+	+		5+ 3–
	For the Love of Rusty (69)	Col.					∓				±	∓	3+ 3–
798	Framed (80)	Col.			3- 8-47	±	±	+	+	±	+	+	7+ 3–
	Fun on a Weekend (96)	UA					+	+	+	⧺	±		6+ 1–
		G											
784	Gallant Bess (101)	MGM			1-25-47	±	±	+	+	+	+	±	7+ 3–
752	Gallant Journey (86)	Col.			9-14-46	±	∓	∓	+	±	+	±	7+ 5–
759	Gas House Kids (68)	PRC			10-19-46	∓	±		±	∓	±	∓	6+ 6–
753	Gentleman Joe Palooka (72)	Mono.			9-28-46	±	±		±	±	+		5+ 4–
821	Ghost and Mrs. Muir, The (104)	20-Fox			5-24-47	⧺	+	+	⧺	⧺	⧺		10+
810	Ghost Goes Wild, The (66)	Rep.			4-12-47	±	±		±	±	∓		5+ 5–
812	Ginger (67)	Mono.			4-19-47	∓	∓				∓	∓	4+ 4–
746	G.I. War Brides (69)	Rep.			8-24-46	+	±	±	±	±	+	±	7+ 5–
807	Great Expectations (115)	U-I			4- 5-47	+	⧺		⧺	⧺	⧺	⧺	11+
798	Guilt of Janet Ames, The (81)	Col.			3- 8-47	+	±	±		+	+	+	6+ 2–
804	Guilty, The (71)	Mono.			3-22-47	+	+		+		±	±	5+ 2–
		H											
816	Hard-Boiled Mahoney (63)	Mono.			5- 3-47	±				–		∓	2+ 3–
745	Heading West (54)	Col.			8-24-46	±				–	+		2+ 2–
777	Heldorado (70)	Rep.			1- 4-47	±			+	±	±	+	5+ 3–
753	Her Sister's Secret (86)	PRC			9-28-46	±	±	±	+	+	+	±	7+ 4–
801	High Barbaree (92)	MGM			3-15-47	±	±		+	⧺	⧺		8+ 2–
804	High Conquest (83)	Mono.			3-22-47	+	+	+	+	±	+		6+ 1–
745	High School Hero (74)	Mono.			8-24-46	+	±	∓	±	±	∓	∓	7+ 6–
816	Hit Parade of 1947 (90)	Rep.			5- 3-47	+	±	±	+	+	±	+	7+ 3–
827	Hollywood Barn Dance (73)	SG			6- 7-47	=		±	±	+			3+ 4–
763	Home in Oklahoma (72)	Rep.			11- 9-46	±		+	±	±	±		5+ 4–
813	Homesteaders of Paradise Valley (58)	Rep.			4-26-47	±				+	±		3+ 2–
814	Homestretch, The (106)	20-Fox			4-26-47	⧺	±	±	±	⧺	+	+	9+ 3–
812	Honeymoon (74)	RKO			4-19-47	+	±	–	±	∓	+	+	6+ 4–
821	Hoppy's Holiday (60)	UA			5-24-47	±		±	±	±			4+ 4–
776	Humoresque (125)	WB			12-28-46	+	+	⧺	⧺	+	⧺	⧺	11+
		I											
795	I Cover Big Town (63)	Para.			3- 1-47	±	±	+	±	±	±		6+ 5–
756	I Know Where I'm Going (91)	U-I			10- 5-46	±				±	⧺		4+ 2–
750	If I'm Lucky (78)	20-Fox			9- 7-46	+	±	±	+	±	±	±	7+ 5–
783	I'll Be Yours (83)	U-I			1-25-47	±	±	+	±	±	+	±	7+ 5–
802	Imperfect Lady, The (97)	Para.			3-15-47	⧺	±	±	+	∓	+	+	8+ 3–
746	Invisible Informer, The (57)	Rep.			8-24-46	–	±	∓	±	–	–	∓	4+ 7–
797	It Happened in Brooklyn (103)	MGM			3- 8-47	⧺	+	+	⧺	⧺	+	+	10+
788	It Happened on Fifth Avenue (116)	Allied Artists			2- 8-47	⧺	⧺	+	⧺	+	+		9+
783	It's a Joke, Son (63)	E-L			1-25-47	+	±	–	+		±		4+ 3–
774	It's a Wonderful Life (132)	RKO			12-21-46	+	⧺	⧺	⧺	⧺	⧺	⧺	13+
749	It's Great to Be Young (63)	Col.			9- 7-46	±	–	∓		±	±	∓	5+ 6–
749	I've Always Loved You (117)	Rep.			9- 7-46	+	±	±	+	+	⧺	+	8+ 2–
		J											
811	Jewels of Brandenburg (65)	20-Fox			4-19-47	+	±		±	±	±	±	6+ 5–
781	Johnny O'Clock (95)	Col.			1-18-47	±	+	+	±	+	+	⧺	8+ 2–
753	Jolson Story, The (128)	Col.			9-28-46	⧺	⧺	⧺	⧺	⧺	⧺	⧺	14+
795	Jungle Flight (67)	Para.			3- 1-47	±	±	±	±	∓	∓		6+ 6–
		K											
828	Killer at Large (63)	PRC			6- 7-47	+	±	±	±				4+ 3–
819	Killer Dill (72)	SG			5-17-47	+		±	+	+			4+ 1–
803	King of the Wild Horses (79)	Col.			3-22-47	±	∓		±	+	±		5+ 4–
		L											
780	Ladies' Man (91)	Para.			1-11-47	+	±	±	+	±	±	∓	7+ 5–
	Lady Chaser (74)	PRC					∓					±	2+ 2–
766	Lady in the Lake (103)	MGM			11-30-46	+	+	+	+	⧺	+	+	8+
757	Lady Surrenders, A (113)	U-I			10-12-46	±				±			2+ 2–
	Land of the Lawless (58)	Mono.								+		±	2+ 1–
746	Last Crooked Mile, The (67)	Rep.			8-24-46	∓	±	±	±	±	∓	∓	7+ 7–
	Last Frontier Uprising (67)	Rep.								±			1+ 1–
788	Late George Apley, The (98)	20-Fox			2- 8-47	+	+	+	+	+	+	⧺	8+
799	Law of the Lash (54)	PRC			3- 8-47	±		±		∓	∓	∓	5+ 5–
	Lighthouse (74)	PRC										∓	1+ 1–
812	Likely Story, A (88)	RKO			4-19-47	–	±	+	±	⧺	±		6+ 4–
759	Little Iodine (57)	UA			10-19-46	±	∓	∓	±	+	∓		6+ 5–
750	Little Miss Big (61)	U-I			9- 7-46	∓	±	±	∓	–	+		5+ 5–
	Little Miss Broadway (..)	Col.					∓						1+ 1–
825	Living in a Big Way (103)	MGM			6- 7-47	⧺	±	+		+			5+ 1–
774	Locket, The (85)	RKO			12-21-46	+	+	⧺	+	+	⧺	±	9+ 1–
799	Lone Hand Texan, The (57)	Col.			3- 8-47	±		∓		±	±		4+ 4–
777	Lone Star Moonlight (67)	Col.			1- 4-47	∓							1+ 1–
780	Lone Wolf in Mexico (70)	Col.			1-11-47	±	∓			+	+		4+ 4–
826	Long Night, The (97)	RKO			6- 7-47	–	+		⧺	⧺			5+ 1–
801	Lost Honeymoon (71)	E-L			3-15-47	±	±	±	±	⧺	⧺		8+ 2–
806	Love and Learn (85)	WB			3-29-47	±	±	±	±	–	±	∓	6+ 7–
769	Love Laughs at Andy Hardy (93)	MGM			12- 7-46	±	±	+	±	∓	⧺	±	8+ 5–
		M											
794	Macomber Affair, The (90)	UA			1-25-47	+	±	∓	+	+	±	⧺	8+ 3–

An interpretative analysis of opinions deduced from the language of lay and trade press reviews. The plus and minus signs indicate the degree of favor or disfavor of the review. This department serves also as an ALPHABETICAL INDEX to feature releases. Numeral preceding title is Picture Guide Review page number. In parentheses after title is running time. Date following distributor is BOXOFFICE review date. Listings cover current reviews. It is brought up to date regularly. The meaning of the various signs and their combinations is as follows:

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor.

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

P. G.	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
	Magic Bow, The (..) U-I								−	+		1+ 1−
766	Magnificent Doll, The (94) U-I			11-23-46	+	±	+	+	+	ǂ	ǂ	9+ 1−
803	Magnificent Rogue, The (75) Rep.			3-22-47	∓				+	∓		3+ 2−
776	Man I Love, The (96) WB			12-28-46	±	±	+	±	∓	+	±	7+ 5−
760	Margie (94) 20-Fox			10-19-46	+	ǂ	+	+	+	ǂ	ǂ	10+
792	Michigan Kid (70) U-I			2-22-47	±	±	±	±	∓	∓	±	7+ 7−
809	Mighty McGurk, The (85) MGM			4-12-47	+	±	+	+	+	+	±	7+ 2−
	Millerson Case, The (72) Col.								∓		=	1+ 3−
798	Millie's Daughter (70) Col.			3- 8-47	±	±		+	−	±		4+ 4−
818	Miracle on 34th Street (96) 20-Fox			5-10-47	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
748	Mister Ace (84) UA			8-31-46	+	±	±	+	+	±	+	7+ 3−
779	Mister District Attorney (81) Col.			1-11-47	±	±	+	±	∓	±	±	7+ 6−
773	Mister Hex (63) Mono.			12-21-46	±	±	±	±	+	±		6+ 5−
813	Monsieur Verdoux (120) UA			4-26-47	ǂ	±	∓	ǂ	∓	+	±	9+ 4−
821	Moss Rose (82) 20-Fox			5-24-47	+	±	+	+	+			5+ 1−
766	My Brother Talks to Horses (93) MGM			11-23-46	+	±	ǂ	+	±	+		7+ 2−
758	My Darling Clementine (97) 20-Fox			10-12-46	+	+	+	+	+	ǂ	±	8+ 1−
791	My Favorite Brunette (87) Para.			2-22-47	+	+	+	+	+	ǂ	ǂ	9+
	My Heart Goes Crazy (..) U-I						∓					1+ 1−
	N											
762	Never Say Goodbye (97) WB			11- 2-46	+	±	±	+	∓	±	±	7+ 5−
815	New Orleans (89) UA			5- 3-47	+	+	+	ǂ	±	±		7+ 2−
747	No Leave, No Love (120) MGM			8-31-46	+	+	ǂ	+	±	+	+	8+ 1−
755	Nobody Lives Forever (100) WB			10- 5-46	+	±	+	+	+	±	+	7+ 2−
757	Nocturne (87) RKO			10-12-46	±	±	+	±	+	±	+	7+ 4−
787	Nora Prentiss (111) WB			2- 8-47	±	±	±	+	∓	+	±	7+ 5−
819	Northwest Outpost (91) Rep.			5-17-47	+	±	±	+	±			5+ 3−
761	Notorious Gentleman (108) U-I			11- 2-46	+	+		+	+	ǂ	ǂ	8+
	O											
793	Odd Man Out (118) U-I			3- 1-47	ǂ	+		ǂ	ǂ	ǂ	ǂ	11+
821	Oregon Trail Scouts (58) Rep.			5-24-47	±		±	+	±			4+ 3−
810	Other Love, The (95) UA			4-12-47	+	+	+	ǂ	ǂ	ǂ	+	10+
773	Out California Way (67) Rep.			12-21-46	±		∓	±	±	+		5+ 4−
796	Over the Santa Fe Trail (63) Col.			3- 1-47	±			+		∓		3+ 2−
778	Overlanders, The (91) E-L			1- 4-47	±	±	+	±	ǂ	ǂ	+	9+ 3−
	P											
823	Patient Vanishes, The (78) FC			5-31-47	+			+				2+
765	Perfect Marriage, The (87) Para.			11-23-46	±	±	∓	+	+	±	±	7+ 5−
822	Perils of Pauline (93) Para.			5-24-47	+	ǂ		ǂ	±	ǂ		8+ 1−
815	Philo Vance Returns (64) PRC			5- 3-47	±	∓	±	+	±	−		5+ 5−
815	Philo Vance's Gamble (62) PRC			5- 3-47	−	−	±	±	±		±	4+ 6−
784	Pilgrim Lady, The (67) Rep.			1-25-47	±	±	±	±	∓	±		6+ 6−
763	Plainsman and the Lady (82) Rep.			11- 9-46	±	∓	±	+	+	±	±	7+ 5−
825	Possessed (108) WB			6- 7-47	ǂ	ǂ	ǂ	ǂ	ǂ	+	+	12+
793	Private Affairs of Bel Ami, The (115) UA			3- 1-47	±	±	±	+	±	ǂ		7+ 4−
791	Pursued (101) WB			2-22-47	+	+		+	+	+	ǂ	7+
	Q											
805	Queen of the Amazons (61) SG			3-29-47	∓			±	±		−	3+ 4−
	R											
	Raiders of the South (58) Mono.								±	±	∓	3+ 3−
	Rainbow Over the Rockies (54) Mono.								∓	±	∓	3+ 3−
793	Ramrod (94) UA			3- 1-47	+	±	+	+	+	+		6+ 1−
802	Range Beyond the Blue (54) PRC			3-15-47	±		+	±		±		4+ 3−
770	Razor's Edge, The (146) 20-Fox			12- 7-46	ǂ	±	+		ǂ	+		7+ 1−
785	Red House, The (93) UA			2- 1-47	+	±	+	+	+	ǂ	ǂ	9+ 1−
787	Renegade Girl (65) SG			2- 8-47	±				∓			2+ 2−
823	Repeat Performance (93) E-L			5-31-47	+	±		+	ǂ			5+ 4−
767	Return of Monte Cristo, The (91)			11-30-46	±	±	+	+	±	ǂ	∓	8+ 4−
	Riding the California Trail (61) Mono.								+		∓	2+ 1−
	Riffraff (80) RKO					+		ǂ				3+
796	Road to Hollywood (61) Astor			3- 1-47	±		+					2+ 1−
754	Roll On Texas Moon (68) Rep.			9-28-46	±		±	±	+	+		5+ 3−
760	Rolling Home (71) SG			10-19-46	±				±			2+ 2−
	S											
808	San Demetrio, London (78) 20-Fox			4- 5-47	±	±	ǂ	+	∓	ǂ		8+ 3−
769	San Quentin (66) RKO			12- 7-46	∓	±	+	±	+	±	±	7+ 5−
817	Sarge Goes to College (63) Mono.			5-10-47	∓	±	±	±	±			5+ 5−
790	Sea of Grass, The (123) MGM			2-15-47	+	±	+	+	+	ǂ	ǂ	9+ 1−
767	Secret Heart, The (97) MGM			11-30-46	+	±	ǂ	+	+	+		7+ 1−
761	Secret of the Whistler (65) Col.			11- 2-46	∓	∓			±	∓		4+ 4−
745	Secrets of a Sorority Girl (58) PRC			8-24-46	∓	∓		∓		±	=	4+ 6−
826	Seven Keys to Baldpate (68) RKO			6- 7-47	+	±	±	±				4+ 3−
795	Seven Were Saved (72) Para.			3- 1-47	∓	∓	∓	±	+	+	+	7+ 4−
756	Shadowed (70) Col.			10- 5-46	±	±			+	±	±	5+ 4−
779	Shocking Miss Pilgrim, The (55) 20-Fox			1-11-47	+	±	±	+	+	+		6+ 2−
809	Shoot to Kill (65) SG			4-12-47	±		+	+	±		±	5+ 3−
792	Sin of Harold Diddlebock, The (94) UA			2-22-47	+	+	+	+	+	+		6+
782	Sinbad the Sailor (117) RKO			1-18-47	+	+	+	+	+	+	+	7+
777	Singin' in the Corn (64) Col.			1- 4-47	∓	±	±			−	∓	4+ 5−
752	Singing on the Trail (69) Col.			9-14-46	±				±			2+ 2−
770	Sioux City Sue (69) Rep.			12- 7-46	∓		±	±	±	+		5+ 4−
	Six Gun Serenade (53) Mono.								+			1+
789	Smash-Up (103) U-I			2-15-47	+	ǂ	+	+	+	ǂ	ǂ	10+
765	So Dark the Night (70) Col.			11-23-46	+	±	±	+	+	+	∓	7+ 3−
786	Song of Scheherazade (106) U-I			2- 1-47	+	±	±	+	+	+	±	7+ 3−
	Song of the Sierras (55) Mono.							+	±			2+ 1−
762	Song of the South (95) RKO			11- 1-46	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
786	South of the Chisholm Trail (58) Col.			2- 1-47	±			±		∓		3+ 3−
817	Spoilers of the North (66) Rep.			5-10-47	∓	±	±	+	∓		−	5+ 5−
745	Spook Busters (68) Mono.			8-24-46	±	±	∓	±	±	∓	±	7+ 7−
780	Stagecoach to Denver (56) Rep.			1-11-47	∓		±	±	+	±		5+ 4−
773	Stairway to Heaven (104) U-I			12-21-46	+	+		ǂ	ǂ	ǂ	ǂ	10+
805	Stallion Road (97) WB			3-29-47	±	±	±	+	+	+	+	7+ 3−
775	Stars Over Texas (57) PRC			12-28-46	±			±				2+ 2−
764	Strange Holiday (56) PRC			11- 9-46	±	±	∓		±	+		5+ 4−
751	Strange Journey (67) 20-Fox			9-14-46	±	∓		±	±	∓		5+ 5−
762	Strange Woman, The (101) UA			11- 2-46	+	±	+	+	+	+	+	7+ 1−
789	Suddenly It's Spring (87) Para.			2-15-47	+	±	+	+	+	+	+	7+ 1−
766	Susie Steps Out (65) UA			11-23-46	±	±	±	±	∓	±		6+ 6−
770	Sweetheart of Sigma Chi (76) Mono.			12- 7-46	±	±	±	+	±	+		6+ 4−
771	Swell Guy (87) U-I			12-14-46	±	+	+	+	+	±	ǂ	8+ 2−
	T											
806	Tarzan and the Huntress (72) RKO			3-29-47	+	±	±	+	+	±	−	6+ 4−
761	Temptation (100) U-I			11- 2-46	+	±	±	±	ǂ	+	±	8+ 4−
764	Terror Trail (55) Col.			11- 9-46	∓				±			2+ 2−
772	That Brennan Girl (95) Rep.			12-14-46	±	+	±	+	+	±	±	7+ 5−
791	That Way With Women (85) WB			2-22-47	±	±	±	±	+	ǂ	±	8+ 5−
825	That's My Gal (66) Rep.			6- 7-47	−	−	−	±	=			1+ 6−
810	That's My Man (104) Rep.			4-12-47	+	+	±	+	+	±	+	7+ 2−
747	They Were Sisters (108) U-I			8-31-46	+	±		+	±	+	+	6+ 2−
820	They Won't Believe Me (95) RKO			5-17-47	ǂ	+		ǂ	ǂ			7+
775	13 Rue Madeleine (95) 20-Fox			12-28-46	+	+	+	+	+	ǂ	ǂ	9+ −
792	Thirteenth Hour, The (62) Col.			2-22-47	±	±		±	−	∓	±	5+ 6−
811	This Happy Breed (110) U-I			4-19-47	+	±	+	+	∓	ǂ	ǂ	9+ 2−
751	Three Little Girls in Blue (90) 20-Fox			9-14-46	+	+	+	ǂ	+	ǂ	ǂ	10+
809	Three on a Ticket (62) PRC			4-12-47	+	±	±	±	+	±	±	7+ 5−
747	Thrill of Brazil, The (91) Col.			8-31-46	+	±	±	+	−	+	+	6+ 3−
822	Thunder Mountain (60) RKO			5-24-47	±	±	+		ǂ			5+ 2−
765	Till the Clouds Roll By (120) MGM			11-23-46	ǂ	+		ǂ	ǂ	ǂ	ǂ	11+
804	Time Out of Mind (89) U-I			3-22-47	∓	∓	∓	±	∓	±	±	7+ 7−
772	Time, the Place and the Girl, The (105) WB			12-14-46	±	±	+	+	+	+	±	7+ 3−
828	Too Many Winners (60) PRC			6- 7-47	±	±	+	±	±			5+ 4−
794	Trail Street (83) RKO			3- 1-47	±	±	+		±	±	+	6+ 4−
785	Trail to San Antone (67) Rep.			2- 1-47	±		±	+	±	+		5+ 3−
	Trailing Danger (58) Mono.										±	1+ 1−
779	Trap, The (68) Mono.			1-11-47	∓	−		±	∓		−	3+ 5−
819	Trouble With Women, The (80) Para.			5-17-47	+	∓		+	ǂ	+		6+ 1−
764	Tumbleweed Trails (57) PRC			11- 9-46	∓		±	±		±		4+ 4−
811	Twilight on the Rio Grande (71) Rep.			4-19-47	+		±	±	−	±		4+ 4−
806	Two Mrs. Carrolls, The (100) WB			3-29-47	+	±	±		+	+	+	6+ 2−
748	Two Years Before the Mast (98) Para.			8-31-46	±	±	ǂ	+	+	ǂ	ǂ	10+ 2−
	U											
748	Under Nevada Skies (69) Rep.			8-31-46	∓		±		∓			3+ 3−
	Under the Tonto Rim (61) RKO					±	+	+				3+ 1−
826	Undercover Maisie (90) MGM			6- 7-47	+	+	+	+	∓	+		6+ 1−
756	Undercurrent (113) MGM			10- 5-46	+	±	+	ǂ	+	ǂ	+	9+ 1−
772	Unexpected Guest (60) UA			12-14-46	±		±	±	±	±	±	6+ 6−
824	Unfaithful, The (109) WB			5-31-47	ǂ	ǂ		+	ǂ			7+
808	Untamed Fury (61) PRC			4- 5-47	∓	±	∓	+	+	±	±	7+ 5−
	V											
808	Vacation Days (68) Mono.			4- 5-47	±	±			−		∓	3+ 4−
757	Vacation in Reno (60) RKO			10-12-46	∓	±	±	±	∓	±	∓	7+ 7−
	Valley of Fear (54) Mono.								−		±	1+ 2−
766	Verdict, The (86) WB			11-23-46	+	±	±	+	±	+	+	7+ 3−
799	Vigilantes of Boomtown (96) Rep.			3- 8-47	+		±	+	+	±		5+ 2−
827	Vigilantes Return, The (67) U-I			6- 7-47	+				±			2+ 1−
812	Violence (72) Mono.			4-19-47	±	±	+	±	±		∓	6+ 5−
	W											
766	Wake Up and Dream (92) 20-Fox			11-30-46	±	∓	∓	+	∓	ǂ	±	8+ 5−
763	Wanted for Murder (97) 20-Fox			11- 9-46	±	±		+	+	+	+	6+ 2−
823	Web, The (87) U-I			5-31-47	ǂ	+		ǂ	ǂ		ǂ	9+
	Web of Danger (58) Rep.					±						1+ 1−
814	Welcome Stranger (106) Para.			4-26-47	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ		12+
806	West of Dodge City (57) Col.			3-29-47	±			±	+			3+ 2−
816	West to Glory (61) PRC			5- 3-47	±		±	±				3+ 3−
	Whispering City (..) E-L						ǂ					2+
751	White Tie and Tails (74) U-I			9-14-46	±	±			+	+	±	5+ 3−
771	Wicked Lady, The (98) U-I			12-14-46	+	±		±	∓	+	+	6+ 3−
762	Wife Wanted (73) Mono.			11- 2-46	∓	±		±	±			4+ 4−
785	Wild Country (57) PRC			2- 1-47	±		∓	∓	∓			4+ 4−
769	Wild West (73) PRC			12- 7-46	±		+	±	∓	±		5+ 4−
825	Winter Wonderland (71) Rep.			6- 7-47	±	±		+	+			4+ 2−
820	Woman on the Beach, The (71) RKO			5-17-47	−	±	+	+	−			3+ 3−
	Y											
810	Yankee Fakir (71) Rep.			4-12-47	+	∓	±	±	+	±		6+ 4−
770	Yearling, The (135) MGM			12- 7-46	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
802	Years Between, The (88) U-I			3-15-47	±	±		±	±	+	ǂ	7+ 4−

SHORTS CHART

Short subjects, listed by Company, in order of release. Running time follows title. First date is National release, second the date of review in BOXOFFICE. Symbol between dates is rating from the BOXOFFICE review: ⧺ Very Good, + Good, ± Fair, ∓ Mediocre, − Poor, = Very Poor. ◎ Indicates color photography.

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	ALL-STAR COMEDIES			
8421	Pardon My Terror (Schilling, Lane) (16½)	9-12	+	4-19
8431	Society Mugs (Howard) (16)	9-19	±	4-19
8433	Slappily Married (J. De Rita) (16½)	11- 7	±	4-19
8423	Reno-Vated (V. Vague) (18½)	11-21	±	1- 4
8434	Moron Than Off (S. Holloway) (17)	11-28	+	2- 8
8403	Three Little Pirates (Stooges) (18)	12- 5	+	1-25
8435	Andy Plays Hookey (Andy Clyde) (18)	12-19	±	2-15
8404	Half Wits' Holiday (Three Stooges) (17½)	1- 9		....
8436	Meet Mr. Mischief (H. Von Zell) (17½)	1-23	±	4- 5
8424	Hot Heir (H. Herbert) (16½)	2-13	±	3-22
8437	Scooper Dooper (S. Holloway) (18)	2-27		....
8405	Fright Night (Stooges) (17)	3- 6		....
8438	The Good Bad Egg (J. DeRita) (17)	3-20	+	6- 7
8439	Bride and Gloom (S. Howard) (16)	3-27		....
8440	Two Jills and a Jack (A. Clyde (18)	4-17	±	5-31
8406	Out West (Stooges) (17½)	4-24	+	4-12
8425	Cupid Goes Nuts (16)	5- 1		....
8426	Nervous Shakedown (15½)	5- 8		....
	COLOR PHANTASIES			
8701	Fowl Brawl (6)	1- 9	+	3-29
8702	Uncultured Vulture (6)	2- 6	±	5- 3
8703	Wacky Quacky (6)	3-20	+	5-31
8704	Leave Us Chase It (6½)	4-24		....
8705	Tooth or Consequences (..)	6- 5		....
	COLOR RHAPSODIES (Technicolor)			
8501	Loco Lobo (6)	1- 9	+	4-19
8502	Cockatoos for Two (6)	2-13	+	5- 3
8503	Big House Blues (7)	3- 6		....
8504	Mother Huba-Huba Hubbard (6)	5-29		....
	COMMUNITY SINGS			
8652	No. 2 It's a Pity to Say Goodnight (Baker) (10½)	10-10	+	11-16
8653	No. 3 Surrender (Leibert) (9½)	11-14	+	4-19
8654	No. 4 Pretending (Baker) (10)	12-19	+	4-19
8655	No. 5 Rumors Are Flying (Leibert) (9½)	1-23	±	5-10
8656	No. 6 Ole Buttermilk Sky (Baker) (10)	2-27		....
8657	No. 7 The Coffee Song (Leibert) (9)	3-13		....
8658	No. 8 I'll Close My Eyes (Baker) (10)	4-17	±	6- 7
8659	No. 9 For Sentimental Reasons (Leibert) (10)	5-22		....
	SCREEN SNAPSHOTS			
8852	No. 2 Looking Down on Hollywood (10)	10- 3	+	11-30
8853	No. 3 Rodeo (10)	11- 7	⧺	5-10
8854	No. 4 Skolsky Party (10)	12-26	±	4-19
8855	No. 5 Movie Columnists (9)	1-23	±	5-17
8856	No. 6 Behind the Mike (9)	2- 6	±	5-17
8857	No. 7 Holiday in Las Vegas (10)	3-13	+	4-19
8858	No. 8 My Pal Ringeye (10)	4-10	+	6- 7
8859	No. 9 Famous Hollywood Mothers (10)	5- 1	+	5-24
8860	No. 10 So This Is 'Ollywood (..)	6-12		....
	SPORT REELS			
8802	Ten Pin Magic (10)	10-24	+	4-19
8803	Hi Li (9½)	11-21	+	4-19
8804	Best in Show Dogs (10)	12-12	+	5-10
8805	Polo (10)	1-30	⧺	5-17
8806	Cue Tricks (9)	2-20		....
3807	Tennis Wizards (9)	3-20		....
8808	Goofy Golf (..)	4-24	+	5-24
8809	Grappling Groaners (9)	5-29		....
	THRILLS OF MUSIC			
8952	Machito & Orch. (10½)	10-17	±	12-14
8953	Les Elgart & Orch. (10)	11-28	+	4-19
8954	Ray McKinley & Orch. (9½)	11-28	+	1-11
8955	Shorty Sherock & Orch. (8½)	1-23	±	5- 3
8956	Buddy Morrow & Orch. (9½)	2-27		....
8957	George Towne & Orch. (10)	3-27		....
8958	Ray Anthony & Orch. (10)	5-22		....
	SERIALS			
8120	Son of the Guardsman (15 Chapters)	10-24	±	10-19
8140	Jack Armstrong (15 Chapters)	2- 6	⧺	2- 8
8160	The Vigilante (15 Chapters)	5-22	+	5-24

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	FITZPATRICK TRAVELTALKS (Technicolor)			
T-713	Land of Mayas (9)	1-26		....
T-714	Glimpses of Guatemala (8)	2- 9	+	2-16
T-715	Visiting Vera Cruz (10)	3-16	⧺	2- 9
T-716	The Mission Trail (10)	4-13		....
T-717	Looking at London (10)	6- 1	+	6- 1
T-718	Over the Seas to Belfast (9)	8-31		....
T-811	Glimpses of California (9)	10-26	+	4-19
T-812	Calling on Costa Rica (10)	3-15	+	3-29
T-813	Around the World in California (9)	5-17		....
	MINIATURES			
M-783	Musical Masterpieces (10)	4-20	⧺	4- 6
M-784	Bikini—The Atom Island (10)	6-15	+	6-15
	NEWS OF THE DAY (Released Twice Weekly)			
	SPECIALS			
A-702	Purity Squad (20)	11- 3	⧺	10- 3
A-703	Traffic With the Devil (17)	8-31	⧺	9-14
A-801	Luckiest Guy in the World (21)	1-25	±	2- 1
A-802	Give Us the Earth (..)	6-21		....
	TECHNICOLOR CARTOONS			
W-734	Lonesome Lenny (8)	3- 9	+	4- 6
W-737	The Hick Chick (7)	6-15		....
W-739	Northwest Hounded Police (8)	8- 3		....
W-831	Henpecked Hoboes (7)	10-26	⧺	4-19
W-834	Hound Hunters (7)	4-12	⧺	5-10
	TOM & JERRY CARTOONS (Technicolor)			
W-735	Springtime for Thomas (9)	3-30	+	4-13
W-736	The Milky Waif (7)	5-18	+	7- 1
W-738	Trap Happy (7)	6-29		....
W-740	Solid Serenade (8)	8-31		....
W-832	Cat Fishin' (8)	2-22	⧺	4-19
W-833	Part Time Pal (8)	3-15	⧺	5- 3
W-835	Cat Concerto (7)	4-26	⧺	5-10
W-836	Red Hot Rangers (8)	5-31		....
	PASSING PARADE			
K-775	Magic on a Stick (10)	1- 9	⧺	2-16
K-776	Our Old Car (10)	5-11	⧺	4- 6
K-781	A Really Important Person (10)	1-11	±	3-15
	PETE SMITH SPECIALTIES			
S-757	Fala at Hyde Park (9)	1-19	⧺	-126
S-758	Studio Visit (10)	5-11	+	7- 1
S-759	Equestrian Quiz (10)	5-18	⧺	7- 1
S-760	Treasures From Trash (10)	6- 8	±	6- 1
S-851	Football Thrills No. 9 (9)	9- 7		....
S-852	Sure Cures (9)	11-2		....
S-853	I Love My Husband But (9)	12- 7		....
S-854	Playing by Ear (10)	12-28	⧺	1-25
S-855	Athletiquiz (9)	1-11	+	4-19
S-856	Diamond Demon (9)	2- 1	±	2-22
S-857	Early Sports Quiz (9)	3- 1	⧺	4- 5
S-858	I Love My Wife But (9)	4-15	⧺	4-12
S-859	Neighbor Pests (9)	5- 3	±	4-26

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	GEORGE PAL PUPPETOONS (Technicolor)			
U5-5	Jasper's Derby (8)	9-20	⧺	5-18
U5-6	John Henry and the Inky Poo (7)	9- 6		....
U5-7	Jasper in a Jam (7)	10-18	⧺	12-14
U5-8	Shoe Shine Jasper (7)	2-28	+	2-15
U6-1	Wilbur the Lion (10)	4-18	+	5-17
U6-2	Tubby the Tuba (10)	7-11		....
	GRANTLAND RICE SPORTLIGHTS			
R5-10	Feminine Class (10)	7-19	+	7-20
R6- 1	Race Horses Are Born (9)	10- 4	±	10- 5
R6- 2	Dive Hi Champs (10)	10-11	⧺	12-14
R6- 3	Queens of the Court (10)	11-15	+	1-18
R6- 4	Like Father, Like Son (10)	12-13	⧺	5-17
R6- 5	Jumping Jacks (9½)	1-10	+	5-24
R6- 6	Selling the Sun (10)	1-31	+	5-31
R6- 7	Under White Sails (9)	2-28	⧺	5-17
R6- 8	Iced Lightning (10)	4-18	+	5-31
R6- 9	Making the Varsity (10)	6-13		....
R6-10	Running the Hounds (10)	7-18		....
	LITTLE LULU (Technicolor)			
D5-3	Bored of Education (7)	7-26	±	5-18
D5-4	Chick and Double Chick (6)	8-16	±	7-27
D5-5	Musica-Lulu (7)	1-24	⧺	2- 1
D5-6	Scout With the Gout (7)	3- 7	±	3-15
D6-1	Loose in the Caboose (8)	5-23	⧺	5-10
D6-2	Cad and Caddie (7)	7-18		....
	MUSICAL PARADES (Technicolor)			
FF5-5	Double Rhythm (20)	8-23	+	7-20
FF5-6	Golden Slippers (17)	12-13	±	12-13
FF6-1	Sweet and Low (19)	3-28	±	4- 5
FF6-2	Champagne for Two (20)	6-13		....
FF6-3	Smooth Sailing (20)	9-26		....
FF6-4	Paris in the Spring (20)	9-26		....
D6-3	A Bout With a Trout (20)	10-10		....
	NOVELTOONS (Technicolor)			
P5-5	Goal Rush (6)	9-27		....
P5-6	Sudden Fried Chicken (7)	10-18	+	12-28
P6-1	Spree for All (7)	10-18	+	10-26
P6-2	Stupidstitious Cat (7)	4-25	±	5-10
P6-3	The Enchanted Square (10)	5- 9	⧺	5- 3
P6-4	Madhattan Island (..)	6-27		....
P6-5	Much Ado About Mutton (7)	7-25		....
P6-6	The Wee Men (7)	8- 8		....
P6-7	The Mild West (7)	8-22		....
P6-8	Naughty But Mice (7)	10-10		....
	PACEMAKERS			
K6-1	Brooklyn, I Love You (10)	10- 4	⧺	11- 2
K6-2	Love in Tune (9½)	10-25	⧺	11- 9
K6-3	Radio, Take It Away (11)	1-31	⧺	4-19
K6-4	Try and Catch Me (9)	2-14	+	5-10
K6-5	Brains Can Be Beautiful (9)	5-30		....
K6-6	Everybody Talks About It (9)	8- 1		....
	PARAMOUNT NEWS (Released Twice Weekly)			
	POPEYE CARTOONS (Technicolor)			
E5-5	Rocket to Mars (6)	8- 9	+	6-29
E5-6	Rodeo Romeo (6)	8-16	+	7-20
E5-7	The Fistic Mystic (6)	2- 7	⧺	11-30
E5-8	The Island Fling (7)	3-14	⧺	12-21
E6-1	Abusement Park (7)	4-25	⧺	5- 3
E6-2	I'll Be Ski-ing Ya (8)	6-13		....
E6-3	Popeye and the Pirates (7)	9-12		....
E6-4	Royal Four Flusher (7)	9-12		....
	POPULAR SCIENCE (Color)			
J5-6	No. 6 (10)	8-16		....
J6-1	No. 1 (11)	11- 1	⧺	12- 7
J6-2	The Sponge Divers (11)	1-17	±	4-19
J6-3	Air-Borne Pastures (11)	2-28	±	5-17
J6-4	Marine Miracles (10)	4- 4	±	5-24
J6-5	Moon Rockets (10)	6- 6		....
J6-6	Twentieth Century Vikings (10)	7-25		....
	SPEAKING OF ANIMALS			
Y5-6	Be Kind to Animals (10)	8-30		....
Y6-1	Stork Crazy (10)	10-18	±	1- 4
Y6-2	Pooch Parade (10)	12-27	+	3-22
Y6-3	In Country Life (9)	2-21	+	4-19
Y6-4	They're Not So Dumb (8)	3-28	+	5- 3
Y6-5	In Love (10)	5-30		....
Y6-6	As Our Friends (10)	6-27		....
	TWO-REEL SPECIALS			
	37 Two Decades of History (22½)	1- 4		....
	UNUSUAL OCCUPATIONS (Color)			
L5-6	No. 6 (10)	8-30		....
L6-1	No. 1 (10)	12-13	⧺	11-23
L6-2	Swedish Glass Makers (10)	2-14	+	5-24
L6-3	G.I. Hobbies (11)	3-14	+	3-29
L6-4	The Stunt Girl (10)	5- 2		....
L6-6	Arctic Artisan (10)	7- 4		....

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	DISNEY CARTOONS (Technicolor)			
64,107	Donald's Double Trouble (7)	6-28	⧺	7- 6
64,108	The Purloined Pup (7)	7-19	+	8-17
64,109	Wet Paint (7)	8- 9	+	9-17
64,110	Dumb Bell of the Yukon (7)	8-30	+	5-25
64,111	Lighthouse Keeping (7)	9-20	+	1-25
64,112	Bath Day (7)	10-11		....
64,113	Frank Duck Brings 'Em Back Alive (7)	11- 1	±	7-27
64,114	Double Dribble (7)	11-29	±	11-23
64,115	Pluto's Housewarming (7)	12-20	+	2-15
64,116	Rescue Dog (7)	3-21	⧺	4-19
64,117	Straight Shooters (6)	4-18	+	5-17
64,118	Sleepy Time Donald (7)	5- 9	±	4-19
74,101	Figaro and Frankie (7)	5-30		....
74,102	Clown of the Jungle (7)	6-20	±	5-10
74,103	Donald's Dilemma (7)	7-11	⧺	5-24
74,104	Crazy With the Heat (7)	8- 1		....
74,105	Brutal Beetle (7)	8-22		....
	EDGAR KENNEDY COMEDIES			
63,404	Wall Street Blues (17)	7-12	±	7-27
63,405	Motor Maniacs (18)	7-20	±	9-17
63,406	Noisy Neighbors (18)	9-20	+	10-12
73,401	I'll Build It Myself (15)	10-18	+	10-12
73,402	Do Or Diet (18)	2-10	±	4- 5
73,403	Social Terrors (18)	4-11		....
73,404	Heading for Trouble (18)	6-10		....
73,405	Host to a Ghost (18)	7-18		....
	RAY WHITLEY WESTERN MUSICALS			
73,501	Bar Buckaroos (16)	9- 6	±	11- 9
73,502	Cupid Rides the Range (18)	10-11		....
73,503	Bandits and Ballads (17)	11-15	±	11-16
73,504	Buckaroo Broadcast (18)	12-20	+	1- 4
	SPECIAL			
73,901	Football Highlights of 1946 (18)	12-10	+	12-21
	FLICKER FLASHBACKS			
74,201	No. 1 (9)	9-13		....
74,202	No. 2 (9)	10-25		....
74,203	No. 3 (8)	12- 6		....
74,204	No. 4 (10)	1-17	±	4-19
74,205	No. 5 (8)	2-28	±	4-19
74,206	No. 6 (9)	4-11	±	5-10
	HEADLINER REVIVALS			
53,201	Songs of the Colleges (15)	9- 8		....
63,201	The Derby Decade (22)	9-21		....
63,202	Russian Dressing (18)	11-23	∓	12-29
63,203	Twenty Girls and a Band (18)	1-18	+	2- 2
63,204	Sea Melody (19)	3-15	∓	4-13
	LEON ERROL COMEDIES			
63,705	I'll Take Milk (18)	7-19	+	7-27
63,706	Follow That Blonde (18)	9-27	±	9-28
73,701	Borrowed Blonde (15)	3- 7	−	3-22
73,702	Wife Tames Wolf (17)	3-28	±	4-12
73,703	In Room 303 (17)	4-25	+	5-17
73,704	Hired Husband (19)	5- 9	±	6- 7
73,705	Blonde's Away (17)	7-11		....
	MUSICAL FEATURETTES			
73,201	Melody Time (18)	11-29	+	12-28
73,202	Follow That Music (18)	1-31	±	2- 8
73,203	Let's Make Rhythm (18)	5-23		....
	PATHE NEWS (Released Twice Weekly)			
	PATHE SPORTSCOPES			
64,312	Palmetto Quail (8)	7-12	+	8-24
64,313	Steeplechasers (8)	7-31	±	12- 7
74,301	Skating Lady (8)	8-30	⧺	10-26
74,302	Hail Notre Dame (8)	10-18	±	12-28
74,303	Bowling Fever (9)	11-22	±	11-30
74,304	Kentucky Basketeers (8)	1-13	⧺	1-11
74,305	College Climbers (8)	1-10	±	4-19
74,306	Ski Champion (8)	1-10	⧺	5-10
74,307	Ice Skippers (8)	3- 7	+	5-17
74,308	Wild Turkey (8)	4- 4	±	5-24
74,309	Racing Sleuth (8)	5- 9	+	5-31
	THIS IS AMERICA			
63,110	Courtship to Courthouse (16)		+	8-17
63,111	Highway Mania (17)	8-23	⧺	9-17
63,112	White House (17)	9-20	+	10- 5
63,113	Northern Rampart (17)	10-17	⧺	11- 2
73,101	Beauty for Sale (17)	11-22	+	11-16
73,102	Germany Today (16)	12-13	⧺	12-21
73,103	A Nation Is Born (17)	1-17	⧺	2- 1
73,104	Campus Boom (16)	2- 7	⧺	3- 8
73,105	San Francisco (16)	3- 7	⧺	3-15
73,106	Forgotten Island (18)	4- 4	⧺	4-26
73,107	Big Party (18)	5- 2	+	5-17

20th Century-Fox

Prod. No.	Title	Rel. Date	Rating	Rev'd.
DRIBBLE PUSS PARADE				
6902	Muscle Maulers (8)	5-31		....
7901	Monkey-Tone News (9)	1-17		....
7951	Fisherman's Nightmare (8)	5- 2	+	2-22
MOVIETONE NEWS (Released Twice Weekly)				
MARCH OF TIME				
Vol. 12, No. 9	Wanted—More Homes! (20)	4-19	‡‡	4-20
Vol. 12, No. 10	Tomorrow's Mexico (20)	5-17	‡‡	5-18
Vol. 12, No. 11	Problem Drinkers (19)	6-14	‡‡	6-15
Vol. 12, No. 12	The New France (19)	7-12	‡‡	7-20
Vol. 12, No. 13	Atomic Power (19)	8- 9	+	8-10
Vol. 13, No. 1	Is Everybody Happy? (17½)	9- 6		....
Vol. 13, No. 2	World Food Problem (17)	10- 4	+	10-12
Vol. 13, No. 3	The Soviet's Neighbor (17¾)	11- 1	+	11- 2
Vol. 13, No. 4	The American Cop (18)	11-29	‡‡	11-30
Vol. 13, No. 5	Nobody's Children (17)	12-27	‡‡	12-28
Vol. 13, No. 6	Germany—Handle With Care (19)	1-24	+	1-25
Vol. 13, No. 7	Fashion Means Business (18)	2-21	‡‡	2-22
Vol. 13, No. 8	The Teachers' Crisis (16½)	3-21	‡‡	3-22
Vol. 13, No. 9	Storm Over Britain (18)	4-18	‡‡	4-19
Vol. 13, No. 10	The Russians Nobody Knows (19)	5-16	±	5-17
MOVIETONE ADVENTURES (Color)				
6259	Cradle of Liberty (8)	6-21		....
6260	Across the Great Divide (8)	7- 5		....
7251	Sons of Courage (8)	8- 2	+	10- 5
7252	Jamaica (8)	9-13		....
7253	Historic Capetown (8)	10-18		....
7254	Girl and Gags (8)	11-22	±	4-12
7201	Fantasy of Siam (8)	1- 3	+	1-18
7202	Royalty of the Range (9)	3- 7	+	4-19
7255	The Cape of Good Hope (8)	4-11	+	4-19
7256	Zululand (8)	6- 6	±	4-26
7257	Gardens of the Sea (..)	6-13		....
7258	Romance of the Fjords (..)	6-27		....
7203	Harvest of the Sea (9)	7- 4	+	5- 3
SPORTS				
7301	Football Fanfare (9)	8-23	+	9-14
7351	Winter Holiday (8)	9-27		....
7352	Summer Trails (8)	11- 8	±	5-10
7353	Playtime's Journey (8)	12-13	±	5-17
7302	Style of the Stars (10)	2- 7	+	5-31
7303	Tanbark Champions (8)	5-23	+	5-24
7304	Wings of the Wind (..)	7-25		....
TERRY-TOONS (Technicolor)				
6515	Mighty Mouse in Throwing the Bull (7)	5- 3	+	5- 4
6516	Mighty Mouse in the Trojan Horse (7)	7-26	+	6- 8
6517	Dinky Finds a Home (7)	6- 7	±	7-20
6518	Mighty Mouse in the Johnstown Flood (7)	6-28	+	6- 8
6519	Gandy Goose in Peacetime Football (7)	7-19	‡‡	6- 8
6520	Gandy Goose in the Golden Hen (7)	5-24	±	4-27
7501	Mighty Mouse in Winning the West (7)	8-16	+	10-19
7502	The Tortoise Wins Again (7)	8-30		....
7503	Mighty Mouse in the Electronic Mouse Trap (7)	9- 6	±	5-24
7504	Mighty Mouse in the Jail Break (7)	9-20	+	9-21
7505	The Snow Man (7)	10-11		....
7506	The Housing Problem (7)	10-25		....
7507	Mighty Mouse in the Crackpot King (7)	11-15	+	5-31
7508	Talking Magpies in the Uninvited Pests (7)	11-29	+	2-15
7509	Mighty Mouse and the Hep Cat (7)	12- 6	±	5-24
7510	Beanstalk Jack (7)	12-20	±	5-10
7511	Mighty Mouse in Crying Wolf (7)	1-10	+	5-31
7512	The Talking Magpies in McDougal's Rest Farm (7)	1-31	‡‡	4-19
7513	Mighty Mouse in Dead End Cats (7)	2-14	±	6- 7
7514	The Talking Magpies in Happy Go Lucky (7)	2-28	±	5-10
7515	Gandy Goose in Mexican Baseball (7)	3-14	‡‡	5-24
7516	Mighty Mouse in Aladdin's Lamp (7)	3-28		....
7517	The Talking Magpies in Cat Trouble (7)	4-11	±	5-24
7518	Mighty Mouse in Sky Is Falling (7)	4-25		....
7519	Talking Magpies in the Intruder (7)	5- 9		....
7520	Mighty Mouse Meets Deadeye Dick (7)	5-30		....

Universal-International

Prod. No.	Title	Rel. Date	Rating	Rev'd.
ANSWER MAN SERIES				
2391	Answer Man No. 1 (10)	10-21	+	9-21
2392	No. 2 Nature's Atom Bomb (10)	12-30	+	1- 4
2393	No. 3 The Jungle Gangster (9)	3- 3	±	4-19
2394	No. 4 Red Fury (8)	3-24	±	5- 3
JUVENILE JURY SERIES				
2361	No. 1 (11)	12-16	+	2- 8
2362	No. 2 (10)	3-31	+	4-19
LANTZ CARTUNES (Technicolor)				
2321	Fair Weather Fiends (7)	11-18	‡‡	1-25
2322	Wacky Weed (7)	12-16	+	2-15
2323	Musical Moments (7)	2-24	‡‡	5- 3
2324	Smoked Hams (7)	4-28	±	5-10
2325	Coo-Coo Bird (7)	6- 9	±	5-17
2326	Overture to William Tell (7)	6-16	‡‡	5-31
NAME BAND MUSICALS				
1308	Takin' the Breaks (15) Russ Morgan & Orch.	5-22	+	7- 1
1309	Banquet of Melody (15) Matty Malneck & Orch.	5-29	+	4-27
1310	Swingin' Down the Scale (15) Alvino Rey & Orch.	6-26	+	7- 1
1311	Breakin' It Down (15) Del Courtney & Orch.	8-28	+	8-17
2301	Frontier Frolic (15) Bob Wills & Orch.	10- 9	+	1- 4
2302	Champagne Music (15) Lawrence Welk & Orch.	11-20	‡‡	1-18
2303	Tumbleweed Tempos (16) Spade Cooley & Orch.	12- 4	±	2- 1
2304	Moonlight Melodies (15) Frankie Carle & Orch.	12-18	+	1-11
2305	Tex Beneke and the Glenn Miller Orch. (15)	3-26	‡‡	4-19
2306	Melody Maestro (15)	4- 2	+	5-31
2307	Tommy Tucker & Orch. (15)	4- 9		....
2308	Charlie Barnet & Orch. (15)	4-16	+	5-24
2309	Charlie Spivak & Orch. (15)	5-14	‡‡	5-17
2310	Jitterumba (15)	6-25		....
2311	Record Party (15)	7-2		....
PERSON-ODDITIES (Now Classified as VARIETY VIEWS)				
SING AND BE HAPPY SERIES				
2381	Bit of Blarney (10)	9-30	+	10-26
2382	The Singing Barbers (9)	2-17	+	2-22
2383	Let's Sing a College Song (10)	4-14		....
2384	Let's Sing a Western Song (10)	5-19	+	5-17
SPECIAL FEATURETTES (2 REELS)				
1201	Tiny Terrors of the Timberlands (20)	6-26	‡‡	4- 6
UNIVERSAL NEWS (Released Twice Weekly)				
VARIETY VIEWS				
1349	Dog of the Seven Seas (9)	6-17	+	7- 6
1350	Magic Mineral (9)	7- 1	+	6- 1
1351	Mr. Chimp at Home (9)	8-12	±	7- 6
1352	Operation Holiday (9)	8-26	‡‡	10- 5
1353	Mr. Chimp to the Rescue (9)	8-26	±	11- 9
1354	Mr. Chimp on Vacation (10)	8-26	±	9-28
2341	Bear Facts (9)	2-24	+	4-19
2342	Pelican Pranks (9)	2-24	±	4-26
2343	Wild West Chimp (9)	3-17	±	5- 3
2344	Rhumba Holiday (9)	4-21	+	5-10
2345	Patio Museum (9)	6- 2		....
2346	Bronco Babes (9)	6-23		....
(Formerly PERSON-ODDITIES)				
1369	Scientifically Stung (9)	6-10	+	7- 1
1370	Lone Star Padre (9)	6-17		....
1371	Artist's Antics (9)	6-24	+	7- 6
1372	Picture Pioneer (9)	7- 1	+	7- 6
1373	Hobo Hound (9)	8-19	+	9-28
1374	Sampson Junior (9)	8-19	±	10-19
1375	Rural Rhapsody (9)	8-26	±	10-26
SERIALS				
1781-1793	The Scarlet Horseman 13 Chapters	1-22	‡‡	2-16
1881-1893	Lost City of the Jungle 13 Chapters	4-23	±	4-27
2581-2593	Mysterious Mr. M... 13 Chapters	7-23	+	8-10

Warner Bros.

Prod. No.	Title	Rel. Date	Rating	Rev'd.
BLUE RIBBON HIT PARADE (Technicolor)				
2313	Little Red Walking Hood (7)	8-17	±	9-14
3301	Fox Pop (7)	9-28	‡‡	10- 5
3302	Wacky Worm (7)	10-12	+	11- 9
3303	You're an Education (7)	10-26	+	11-16
3304	Have You Got Any Castles (7)	2- 1	‡‡	5- 3
3305	Pigs Is Pigs (7)	2-22	+	4-19
3306	Cat's Tale (7)	3-29	+	5-10
3307	Goofy Groceries (7)	4-19	+	5-17
3308	Doggone Modern (7)	6-14		....
3309	The Sneezing Weasel (7)	7-26		....
BUGS BUNNY SPECIALS (Technicolor)				
2723	Racketeer Rabbit (7)	9-14	‡‡	9-21
2724	Big Snooze (7)	10- 5	+	12-28
2725	Rhapsody Rabbit (7)	11- 9	‡‡	1- 4
2726	Hare Grows in Manhattan (7)	3-22		....
2718	Rabbit Transit (7)	5-10	‡‡	5-31
3719	Easter Yeggs (7)	6-28		....
FEATURETTES				
3101	Okay for Sound (20)	9- 7	‡‡	7-20
3102	Minstrel Days (20)	11-30	‡‡	11-23
3103	Alice in Movieland (20)	12-21		....
3104	Dog in the Orchard (20)	1-11	‡‡	3-29
3105	Keystone Hotel (20)	2- 8	‡‡	4-12
3106	Remember When (20)	4- 5	+	5- 3
JOE McDOAKES COMEDIES				
3401	So You Want to Keep Your Hair (10)	12- 7	±	11-30
3402	So You Want to Play the Horses (10)	10- 5	‡‡	10-26
3403	So You Think You're a Nervous Wreck (10)	12-28	±	4- 5
3404	So You're Going to Be a Father (10)	5-10	±	5-31
3405	So You Want to Be in Pictures (10)	6- 7		....
3406	So You're Going on Vacation (10)	7- 5		....
MELODY MASTERS				
2610	Enric Madriguera & Orch. (10)	8-10	±	8-24
3601	Desi Arnaz & Band (10)	10-12	‡‡	5-24
3602	Melody of Youth (10)	12-14	‡‡	4-19
3603	Big Time Revue (10)	1-25	+	3- 8
3604	Stan Kenton & Orch. (10)	2-22	±	4-19
3605	Vaudeville Revue (10)	4-12	±	5- 3
3606	Zero Girl (10)	7-19		....
MERRIE MELODIES (Technicolor)				
2705	Bacall to Arms (7)	8- 3	±	8-24
2706	Of Thee I Sting (7)	8-17	+	8-31
2707	Walky Talky Hawky (7)	8-31	‡‡	9-14
2708	Fair and Wormer (7)	9-28		....
2709	Mousmerized Cat (7)	10-19	‡‡	12-21
2710	Mouse Menace (7)	11- 2	±	12-14
2711	Roughly Squeaking (7)	11-23	±	4-19
2712	One Meat Brawl (7)	1-18	±	5-10
2713	Goofy Gophers (7)	1-25	‡‡	5-10
2714	Gay Anties (7)	2-15	±	4-19
2715	Scent-imental Over You (7)	3- 8	+	5-17
2716	Birth of a Notion (7)	4-12	+	5-24
2717	Tweetie Pie (7)	5- 3	±	6- 7
2719	Hobo Bobo (7)	5-17	‡‡	5-31
2720	Along Came Daffy (7)	6-14		....
3701	Inki at the Circus (7)	6-21		....
3702	Crowing Pains (7)	7-12		....
TECHNICOLOR ADVENTURES				
2806	Adventures in South America (10)	8-10	±	8-31
TWO-REEL SPECIALS (Technicolor)				
2007	Down Singapore Way (20)	7-20	±	8- 3
2008	Men of Tomorrow (20)	8-24	‡‡	7- 6
3001	Cinderella's Feller (20)	9-21	±	9-21
3002	The Last Bomb (20)	11- 2	±	9-21
3003	A Boy and His Dog (20)	4-26	‡‡	4-26
3004	Saddle Up (20)	3- 1	+	5- 3
3005	Song of a Nation (20)	5-31	±	5-31
SPORTS PARADE				
2512	Ranch in White (10)	8- 3	±	8-31
2513	Dominion of Sports (10)	8-31	±	8-31
3501	King of the Everglades (10)	9-14	±	9-28
3502	Lazy Hunter (10)	10-26	±	12- 7
3503	Battle of Champs (10)	1-18	±	5- 3
3504	American Sports Album (10)	3- 8	+	3-22
3505	Let's Go Swimming (10)	1- 4	±	4-19
3506	Arrow Magic (10)	3-22	±	5-10
3507	Harness Racing (10)	5- 3	+	5-17
3508	Flying Sportsmen in Jamaica (10)	5-24	±	5-31
3509	A Day at Hollywood Park (10)	6- 7		....
3510	Tennis Town (10)	6-21		....
3511	Sportsman's Playground (10)	7- 5		....
TECHNICOLOR ADVENTURES				
3801	Star Spangled City (10)	10-19	‡‡	11- 2
3802	Rubber River (10)	11-16	±	12-14
3803	Kingdom of the Wild (10)	3-15	+	4-19
3804	Circus Horse (10)	6-28		....

Miscellaneous

Republic

SERIALS

584	The Crimson Ghost 12 Chapters	10-26		....
691	Son of Zorro 13 Chapters	1-18		....
692	Jungle Girl (rerelease) 15 Chapters	4-19		....
693	Jesse James Rides Again... 13 Chapters	3-21		....
694	The Black Widow 13 Chapters	6-10		....

United Artists

DAFFY DITTIES

...©The Lady Said No (8)		4-26	‡‡	4-27
...©Choo Choo Amigo (8)		7- 5	‡‡	7-20
...©Pepito's Serenade (10)		8-16	‡‡	9-14
LOEW MUSICOLOR				
...©Toccata and Fugue (10)		10-15	‡‡	10-19
THE WORLD TODAY				
...Wonder Eye (10)		516	‡‡	5-17

IN THE NEWSREELS

Movietone News, No. 79: Scientists study eclipse of sun in Brazil; new constitution in Japan; Father Flanagan starts youth organization in Japan; annual Shriners' convention in Atlantic City; Coast Guard academy trains cadets in seamanship; natural sanctuary for wild birds in Pyramid Lake, Nev.; sports—rowing; playful colts; magicians in Chicago prove the hand is quicker than the eye.

News of the Day, No. 277: Total eclipse filmed by U.S. expedition in Brazil; nation's Shriners on parade; Japan—education of crown prince; silk fashion show in Tokyo; the Wellesley crew; meeting of magicians; a pretzel-benders school.

Paramount News, No. 80: Some 16,000 Shriners parade; scientists study solar eclipse; pretzel-twisting school; Japan hails new constitution; Japanese silk fair; Father Flanagan starts Boys town in Tokyo; fishing in Colorado's Rockies.

RKO Pathe, No. 82: Eclipse of the sun; Holland tulip Crop; General Eisenhower's speech on war; UN youngsters at Steeplechase park; pope names Swiss saint; California vs. Washington crew race.

Universal, No. 43: Scientists study total eclipse in Brazil; Japan's new constitutional government in effect; fashion parade at Tokyo's silk fair; some 16,000 Shriners march at annual convention; "fine art" of pretzel-making; master magicians hold meeting.

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Movietone News, No. 80: Aviation disasters—plane crashes in takeoff at LaGuardia airport, 42 dead—air liner plunges to earth in Maryland, 53 killed; lest we forget—Memorial day services; Truman returns to Washington for big decisions; how time flies—Dionne quints reach teen age; sports.

News of the Day, No. 278: Air tragedies shock nation; thrills and spills in speedway classic; tribute to our Yanks overseas, Normandy, Luxembourg; Dionne quints reach 13th birthday; fastest man on two feet; the famous Belmont stake.

Paramount News, No. 81: New life for D.P.'s—Canadian mill owner aids 100 Polish girls; Luxembourg—U.S. war dead remembered; nation probes worst air crashes; sports.

Pathe News, No. 83: Air crashes shock nation; Dionne quints are 13; One World award to LaGuardia; Normandy marks D-Day; Indianapolis and Belmont races.

Universal News, No. 44: Ninety-four die in air crashes; Anzio heroes honored; Polish girls imported for factory work; Phalanx wins the Belmont; Rose wins 500-mile auto race.

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All American News, Vol. 5, No. 242: One of the few remaining Wac units; paintings by an able professor at Lincoln university, Jefferson City, Mo.; soccer football in Paris; Golden Gloves international bouts in Chicago; G-man brings joy to junior.

SHORTS REVIEWS

Opinions on the Current Short Subjects

For Sentimental Reasons

Col (Community Sing No. 9) 10 Mins.

Entertaining. The lineup of tunes for this reel includes "I Love You for Sentimental Reasons," "Sonata," "Symphony," "It's a Good Day," "Among My Souvenirs," "At Sundown." A few of the ballads are especially suited to the younger set. The vocals by the Song Spinners add appeal. The audience is invited to join in, with the boys and girls singing different choruses.

So This Is 'Ollywood

Col (Screen Snapshots) 10 Mins.

Amusing. Allan Mowbray is narrator of this filmed tour of the British colony in Hollywood. There are brief shots of stars of British ancestry, including Cary Grant, Ronald Colman, Ida Lupino, Clifton Webb, Binnie Barnes, Laurel and Hardy, Ray Milland, Herbert Marshall, Victor McLaglen, Basil Rathbone, Nigel Bruce, C. Aubrey Smith, David Niven, Merle Oberon, Madeleine Carroll, Charles Laughton, Mary Pickford. There is also a shot of Leslie Howard, who died during the war.

Mother Huba-Huba Hubbard

Col (Color Rhapsody) 6 Mins.

Fair. This is a takeoff on the "Old Mother Hubbard" nursery rhyme. When the dog finds his bone missing from the cupboard, he begins a frantic search for the culprit who stole it. The butler, a mouse and Mother Hubbard are suspected. The dog finally locates the bone in his stomach. The mouse points out that he had eaten it while sleep-walking.

Grappling Groaners

Col (Sports Reel) 9 Mins.

Amusing. There is a good deal of entertainment for devotees of the "grunt and groan" pastime, better known as wrestling. The rest of the audience should react favorably to Bill Stern s humorous commentary. Henry Piers, Marv Mencer, Milo Steinborn and Ed Parquette, famous in wrestling circles, exhibit some of the pretzel twists and hammerlocks that cause fans to wince at wrestling matches.

Nervous Shakedown

Col (All-Star Comedy) 15½ Mins.

Good. Hugh Herbert, an erratic millionaire, checks in at a private sanitarium for a rest cure for his nerves. The sanitarium is run by a phony doctor who is harboring two escaped criminals. The jailbirds attempt to frighten Herbert and his chauffeur into leaving by disguising themselves as ghostly figures. Herbert accidentally knocks them out. The police arrive to herd the criminals back to jail.

Your Doctors—1947

20th-Fox (March of Time) 19 Mins.

Very good. This takes audiences for the first time into some of America's greatest hospitals and such world-famous centers of medical knowledge as the Academy of Medicine in New York. The layman receives fascinating closeups of doctors operating on a human brain, performing an RH transfusion on a baby and keeping a patient alive by using an artificial kidney. An illustration of an actual psychoanalysis in progress is a highlight of this unusual film.

(Continued from page 3)

scenery swell, with dandy horses and a plot that makes sense—yes, horse sense out here to us westerners in the Rockies. This is one we won't have to bite the dust with. Congratulations are in order to Republic, the company that finally admitted a good western could be put out that children could enjoy, without half the nation getting shot up. Played Saturday. Weather: Warm.—Harold J. Johnson, Elberta Theatre, Palisade, Colo. Rural patronage. * *

San Fernando Valley (Rep)—Roy Rogers, Dale Evans, Ed Gargan. Honestly and truthfully this is the best Roy Rogers we have ever played. It was several years old but we got a new print on it. This comedian, Ed Gargan, was terrific and Dale Evans was really something to look at. It's too bad they don't make a few more westerns like this one. Played Sun., Mon. Weather: Good.—Dinkle & LeMaster, Ken Theatre, Raceland, Ky. Rural and small town patronage . *

SCREEN GUILD PRODUCTIONS

Northwest Trail (SG)—John Litel, Joan Woodbury. Although Cinecolor can't be classed with Technicolor, we did extra business with this. Played Thurs., Fri., Sat. Weather: Cold. —Harland Rankin, Joy Theatre, Bothwell, Ont. General patronage. * * *

Queen of the Amazons (SG)—Robert Lowery, Patricia Morison, J. Edward Bromberg. Doubled with "Gay Blades" (Rep). "Amazons" carried the load and brought in what we did get. Played Sun., through Thurs.—Community Amusement Co., Siloam Springs, Ark. Rural patronage only. *

20th CENTURY-FOX

If I'm Lucky (20th-Fox)—Vivian Blaine, Perry Como, Carmen Miranda. This was a pleasant surprise as it turned out to be much better than expected from the reports read on it. Doubled with "Navajo Kid" (PRC) to make a pretty good program. Played Saturday. Weather: Cool.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Small town and rural patronage. *

In Old Chicago (20th-Fox)—Tyrone Power, Alice Faye, Don Ameche. We thought this one would go over but it didn't. The preview on it ruined everything. This is one reissue we would advise a small town exhibitor not to play unless it is double billed. It was a very excellent picture but not the type our patrons go for. Played Tuesday. Weather: Very good. —Dinkle & LeMaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

UNITED ARTISTS

Blood on the Sun (UA)—James Cagney, Sylvia Sidney. It's old but it's great! If you can buy it right, grab this one. It didn't do big business but it did average and fans ate it up. I never liked Sidney before but in this one you could see how Cagney could fall in love with an oriental like her. The last reel is packed with real Cagney action and suspense that will keep your patrons in an uproar. Played Wed., Thurs. Weather: Fair.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. * *

Devil's Playground, The (UA)—William Boyd, Andy Clyde, Elaine Riley. Hoppy is poison for my town. Most patrons wanted to know if he received the old-age pension. I'm glad he pleases in some towns.—James C. Balkcom, Gray Theatre, Gray, Ga. Small town patronage. * * *

UNIVERSAL-INTERNATIONAL

Killers, The (U-I)—Burt Lancaster, Ava Gardner, Edmond O'Brien. Although this is definitely not small town fare, we sold it as a super and restricted child patronage only to those accompanied by parents, or with their written permission, and got above average business and no complaints. Played Mon., through Sat.—Lloyd Hutchins, Community Amusement Co., Siloam Springs, Ark. Rural patronage only. *

WARNER BROS.

Cloak and Dagger (WB)—Gary Cooper, Lilli Palmer, Robert Alda. We found this very satisfactory film fare—everybody happy. We had the Lions club sponsor it. Played Wed., Thurs. Weather: Mild.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Deception (WB)—Bette Davis, Paul Henreid, Claude Rains. One word describes this gross waste of film from Warners. Half of my customers walked out and so did I. To call this film entertainment is an insult to American moviegoers. Bette Davis deserves better than this. As for Paul Henreid, I wouldn't watch him in my own theatre. If it's possible to say one good word for this picture, it can be said only about Claude Rains. Advice to small town exhibitors: If you've bought this picture, pay for it and let Warners keep it. Played Wed., Thurs. Weather: Fair and warm—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Two Guys From Milwaukee (WB)—Dennis Morgan, Joan Leslie, Jack Carson. This is a good comedy which should draw well in any situation. The first night's business was average. The second night might have turned out to be above average but during the first ten minutes of the show, a storm caused the power to fail. We held the crowd for two hours, but finally gave up and refunded their tickets. Played Fri., Sat. Weather: Rain and high winds.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Wild Bill Hickok Rides (WB)—Bruce Cabot, Constance Bennett, Warren William. Warner's policy of reissuing "three-hour double features" may be very successful in the larger cities, but in the small towns, such as mine, they must be single billed and provide opposite results, especially when you play one third run. Good western, poor business. Played Tues., Wed. Weather: Very good.—Ralph Raspa, State Theatre, Rivesville, W. Va. Small town patronage. * * *

Preview No Temptation To See This Film

TEMPTATION (U-I)—Merle Oberon, George Brent, Charles Korvin. After seeing the previews, my patrons stayed at home and the few who ventured out were sorry. I was thankful I only had to play it one day. Played Thursday.—James C. Balkcom, Gray Theatre, Gray, Ga. Small town patronage. * * *

Sick Veterans See 'Duel' Before Louisvillians

THIS hospital had the pleasure of seeing 'Duel in the Sun' before the initial showing in a Louisville theatre. The movie was presented and screened through the courtesy of Loew's State Theatre of Louisville.

"Due to the outstanding performances of Jennifer Jones, Gregory Peck and Joseph Cotten, the audience, which consisted entirely of patients, was held spellbound during its entire showing.

"We feel that any picture which can do this is recommended as one of the best pictures of the year."—James E. Adams, chief projectionist, Nichols VA hospital. *

Fiesta

F — Drama With Music

MGM (727) — **104 Minutes** — **Rel. July '47**

A lively production with authentic Mexican atmosphere, enhanced by skillful use of Technicolor; a romance with humorous angles, and some of the snappiest Latin music and dancing anybody could wish to hear or see. Some of the bullfighting sequences will keep the girls and boys in a first-class dither. Esther Williams does a fine job both in the romantic and the bullfighting sequences and at the same time furnishes name value. Ricardo Montalban, a Mexican, is introduced as the romantic lead. He is graceful, has a fine personality, and an intense way that may make him a favorite with women. In addition, he seems to be an outstanding musician. John Carroll appears as fiance of Miss Williams. Fortunio Bonanova is impressive as the father of Montalban and Akim Tamiroff is convincing as the family retainer. Richard Thorpe directed and Jack Cummings was the producer.

Esther Williams, Akim Tamiroff, Ricardo Montalban, John Carroll, Mary Astor, Fortunio Bonanova, Cyd Charisse.

Bob, Son of Battle

F — Drama

20th-Fox (720) — **103 Minutes** — **Rel. July '47**

Pastoral scenes in Technicolor, a homey story with authentic Scottish background, tender moments and sentimental musical interludes offset the slow-moving plot. The theme has family appeal—the story of a champion sheep dog and of a boy driven from home by a garrulous father. There is additional draw for juveniles, since the film is based on the children's classic by Alfred Olivant. The cast offers substantial marquee draw, particularly for youngsters. Edmund Gwenn is outstanding as Lon McCallister's father, a drunkard, after the death of his wife. There is suspense in scenes of sheep dog contests in the Scottish highlands. Gwenn is heartbroken when he discovers he must shoot Red Wull, because the dog is a sheepkiller. He later learns Wull has won a trophy over Bob, Peggy Ann Garner's dog. She and McCallister marry. Louis King directed.

Lon McCallister, Peggy Ann Garner, Edmund Gwenn, Reginald Owen, Charles Irwin.

Fun on a Weekend

F — Comedy

United Artists (——) — **93 Minutes** — **Rel. May 15, '47**

Light and amusing fare which is made to order for neighborhood or family audiences who will howl at its many laugh-provoking sequences. Eddie Bracken, who is ideally cast as a milquetoast character, and Priscilla Lane and a cast of familiar players give the picture good name value, especially as a dualer. While the story is nonsensical and farfetched, Director Andrew Stone, who also wrote the screenplay as well as producing the film, has kept the action spinning at a fast and merry pace. Outstanding comedy moments are supplied by Fritz Feld, as an eccentric pianist who is outraged at interruptions from his audience, and a Great Dane with a predilection for chewing the legs off articles of furniture. A stranded youth at a swanky Florida resort meets a girl in similar distress. Together they manage to bluff their way into fortune and happiness.

Eddie Bracken, Priscilla Lane, Tom Conway, Allen Jenkins, Arthur Treacher, Fritz Feld, Clarence Kolb, Russell Hicks.

Gunfighters

F — Western

Columbia (——) — **87 Minutes** — **Rel. ————**

Columbia's latest Cinecolor western is expensively mounted and the two-gun shootin' is in the hands of quality players usually reserved for films with more pretensions to drama. Randolph Scott, a famous gunfighter, lays aside his guns to take up a more peaceful life riding the range with his old partner Bob Tyrel. Arriving at the Inskip ranch, where Tyrel works, he finds that the boy has been done in by the minions of Griff Barnett, a ruthless cattle baron whose impatience with small ranchers has led him to violence. Barnett has two daughters, a bad one, the lawless Bess, and a good one, the straight-thinking Jane. After two more killings, straight-nosed Scott straps on his guns, shoots it out with the bad men, and rides off to California with straight-thinking Jane. This should be a cinch for success anywhere. The action is fast. George Waggner directed.

Randolph Scott, Barbara Britton, Dorothy Hart, Bruce Cabot, Charley Grapewin, Griff Barnett, Charles Kemper.

Ivy

F — Drama

Univ-Int'l (——) — **99 Minutes** — **Rel. ————**

Without benefit of abacus it is a trifle difficult to recall all of the recent pictures in which lovely stars have portrayed murderesses. Herein, Joan Fontaine tries her hand at being a Lucrezia Borgia. While her homicide score isn't as impressive as some others (she only poisons one husband) second to none is her delineation of a felonious femme with the face and form of an angel who is prepared to cheat and kill to attain wealth and position. Furthermore, the vehicle chosen for La Fontaine's venture into mariticide rates right among the best for stark drama and hair-raising suspense. Its appeal to all types of film tastes should be tremendous and the only possible stumbling block in its path to record revenue is the fact that the general theme has been a bit overworked of late, but the over-all productional excellence should offset. Directed by Sam Wood.

Joan Fontaine, Patric Knowles, Herbert Marshall, Richard Ney, Sir Cedric Hardwicke, Lucile Watson, Sara Allgood.

Riffraff

F — Melodrama

RKO Radio (——) — **80 Minutes** — **Rel. ————**

Mood, movement and mystery in the modern manner contribute the supporting structure for this cops-and-robbers opus, which will not bring forth huzzas for its originality but, despite utilization of a currently overworked formula, should offer a satisfactory measure of entertainment to ticket buyers. Its general situation is that one about a hard-boiled, know-it-all adventurer—this time in Panama—whose services and connivance are available to the highest bidder. He is none too convincingly portrayed by Pat O'Brien who is made to surrender acting honors to Anne Jeffreys and an enthusiastic supporting cast. While the picture gets away to a slow start —because of too much emphasis on mood—it gathers momentum and closes as prime action stuff. Film is well mounted by Producer Jack Gross and acceptably directed by Ted Tetzlaff.

Pat O'Brien, Walter Slezak, Anne Jeffreys, Percy Kilbride, Jerome Cowan, George Givot, Jason Robards, Marc Krah.

Under the Tonto Rim

F — Western

RKO Radio (——) — **61 Minutes** — **Rel. ————**

Zane Grey and Tim Holt have proven a more or less infallible combination for the coinage of gallopers—those bread-and-butter bookings which are inevitable audience satisfiers in situations where sagebrush sagas are routine showmanship. While in several respects this meeting of the author and the actor is less auspicious than some of their preceding encounters, the picture nonetheless will adequately serve in the above-mentioned niche. To list the reasons why is unavoidably superfluous, but, for the record, they include the established assortment of chases, fist fights, gun duels, villainy and miscellaneous bang-bang. Holt's deadpan characterization of the he-man hero is ingratiating as usual and his play is backed by a good supporting cast, solid production —to which nature and her beauties are the principle contributors—and the experienced direction of Lew Landers.

Tim Holt, Nan Leslie, Richard Martin, Richard Powers, Carol Forman, Tony Barrett, Harry Harvey, Jason Robards.

Miracle of Monte Cassino

A — Religious Drama

Simpex Co. (——) — **90 Minutes** — **Rel. ————**

A powerful and compelling tale of the founding of the Benedictine Order, this Italian-language film draws a striking parallel between a barbaric Roman governor and the Nazi oppressors. Picture is one of the most lavish, and reportedly one of the costliest, made in Italy to date. It should do good business in art houses and will fill a midweek spot or make a strong supporting dualer in neighborhoods where Italian or Catholic patrons predominate. Fosco Giachetti gives an inspired portrayal of the saintly Benedict and Alfredo Varelli and Lilianne Laine are remarkably attractive and add a romantic note. A sequence wherein Benedict subdues his baser passions is realistic and the battle scenes pack plenty of excitement. A prologue shows refugees fleeing from the bombing of Monte Cassino and, while the main story is necessarily episodic, Director Guiseppe Scotese maintains interest throughout. Distributed by Simpex, 1564 B'way, N.Y.C.

Fosco Giachetti, Nino Pavese, Alfredo Varelli, Lilianne Laine.

EXPLOITIPS

Suggestions for Selling; Adlines for Newspaper and Programs

SELLING ANGLES: **"Ivy"**

Showmen can garner extra newspaper space by announcing that the first 50 women named after flowers and plants will be admitted free. Line up a group for a picture and plant it in the local paper. The hit recordings of "Ivy" offer a further opportunity to exploit the picture. Work with record dealers and music shops in planning "Ivy" windows. Secure a quantity of poison labels of the type used on prescription bottles. Stick them on stills and posters in lobby and store windows.

CATCHLINES:

Ivy: So Sweet—So Beautiful—So Lovely—But So Utterly Evil! . . . Would a Woman Like This Let a Man Hang for Her? . . . She Kept Three Men Dangling—One at the End of a Noose! . . . Ivy: The Clinging Vine With the Tainted Touch! . . . Pity the Men in Her Life!

So Sweet—So Beautiful—But Will She Destroy the Man She Loves? . . . "Only One Man Knows What I Am—and After Tomorrow He'll Never Be Able to Tell!"

SELLING ANGLES: **"Riffraff"**

Because this story is located in Panama, set up a large map of Central America in the lobby, with the country ringed in red. Have large arrows pointing toward the country carrying copy such as "What Happened in Panama?," etc. Tie in with travel agencies, airlines, etc., for displays using stills from the picture. Anne Jeffreys' wardrobe should afford tieup with clothing merchants. Have music stores feature the songs in the picture.

CATCHLINES:

The Double-Crossroads of the World! . . . Man and Woman Adventure . . . Where Shadows Never Sleep . . . Every Eye Holds a Challenge . . . Every Kiss Hides a Threat! . . . She Was Two Kinds of a Woman, in a Land of One Kind of Man! . . . They Kept a Date With Danger in Panama!

Panama . . . Where Every Secret Has Its Price . . . Sometimes Money . . . Sometimes a Gun . . . Sometimes a Woman . . . No Matter What Crime You Want Done There's a Man in Panama to Do It . . . And a Woman to Make Him Forget!

SELLING ANGLES: **"Under the Tonto Rim"**

In one corner of the lobby construct a western type jail and have a dummy inside peering out between the bars. The usual tieup with bookstores and libraries to set up displays of Zane Grey's books is in order. Have throwaways printed with the photos of the villains on them carrying the line: "If You've Seen These Men Come to Blank Theatre and Find Out What Happens to Them."

CATCHLINES:

Draw When You're Ready—and You Better Draw Fast! . . . He's Gunning for the Members of the Tonto Rim Gang in a Battle Full of Heart-Pounding Excitement . . . the Fearless! The Lawless! . . . Matched in Murderous Fury . . . Thrill-Thundering to the Wildest Days of Western Banditry!

Riding Into the Night . . . Roaring Into Danger . . . With All the Fire and Excitement of the West . . . Thrills Stampede the Screen.

SELLING ANGLES: **"Miracle of Monte Cassino"**

This picture can be sold to both the religious and Italian-language groups. Millions of Catholics have read the syndicated story honoring the 14th centennary of the life and work of St. Benedict and churches have read the Pope's encyclical letter urging the rebuilding of the Abbey of Monte Cassino, destroyed during the war. Play up the spectacle and lavish backgrounds by using blowups and stills of the Roman festival and the battle scenes.

CATCHLINES:

A Story of Courage and Faith Set Against a Background of Early Christian Civilization . . . A Decaying Civilization Set on the Righteous Path by an Early Pioneer of Christianity . . . An Italian Picture—an Italian Saint—an Italian Classic.

Love, Wars, Massacres, Devastation and Fanaticism Are All Joined Together in a Thrilling Epic of the Founding of Monte Cassino . . . Men and Women in the Service of God Fight Victoriously Against Hate and Oppression.

SELLING ANGLES: **"Fiesta"**

It's so colorful that cutouts of 24-sheets and three-sheets ought to be used for a front and lobby displays. Esther Williams swinging a Technicolor cape in front of a big black bull a week in advance ought to be sufficient to stir curiosity, and a buildup for young Ricardo Montalban, who can dance, play a piano like a concert artist and give the girls heart-throbs ought to pay off.

CATCHLINES:

Did You Ever See a Girl Make a Bull Dizzy With a Technicolored Cape? . . . Now's Your Chance . . . Music—Hot Latin Music, Modern Symphonic Music . . . Color . . . Romance . . . Action . . . Produced in Mexico Where Emotions Are Volcanic!

Esther Williams in a New Role . . . Ricardo Montalban, Mexico's Gift to Films . . . Something New . . . Something Different . . . Something Exciting . . . It's Gorgeous!

SELLING ANGLES: **"Bob, Son of Battle"**

In line with the picture's appeal for dog-lovers a contest may be staged for the dog most closely resembling "Bob, Son of Battle." Prizes may be promoted from a local pet shop. The strong juvenile draw may be enhanced through local grade schools and public libraries, i.e., ask school principals and teachers to endorse the picture. Miss Garner is a favorite with the younger set. This is not for action fans.

CATCHLINES:

Poignant Drama of a Boy and His Dog . . . A Picture You'll Long Remember . . . Who Was the Marauding Killer of the Hills? . . . Lavish Pastoral Scenes in Technicolor . . . Bob, Hero of the Highlands . . . Heartwarming Moments.

A Picture for the Entire Family . . . A Rare Film With Rare Dramatic Moments . . . Peggy Ann Garner in a New Type of Role . . . Can a Dog Ease the Loneliness in a Man's Heart? . . . Heartrending Scenes.

SELLING ANGLES: **"Fun on a Weekend"**

The title suggests tieups with travel agencies for ideal vacation spots; with local shops for window displays of play clothes or sporting goods for weekend trips or with a local newspaper for a contest asking readers to give their ideas on how to have "Fun on a Weekend." The most interesting letter will win a weekend trip for the writer. Cooperate with charitable organizations to raise funds for children's vacations.

CATCHLINES

Learn How to Check Into the Swankiest Suite of the Swellest Hotel in Town and Live Like a Millionaire—on 15 Cents . . . They Had the Bellboys Buzzing, the Desk Clerks Blushing and the Whole Town Talking . . . They're Making Up for the Weekend That Got Lost.

They Checked Into the Smartest Hotel in Town—and They Hadn't Even Formally Met . . . A Get-Rich-Quick Guy Meets a Get-Married Gal . . . Laugh After Laugh in the Season's Most Hilarious Adventure.

SELLING ANGLES: **"Gunfighters"**

Tie up with book stores and libraries to tell your patrons the film is adapted from Zane Grey's novel "Twin Sombreros." Promote lobby displays of guns and cattle brands. Get the film plugged wherever western music is sold or played, tie up with shops selling western-style accessories, get magazine distributors to snipe western pulps and plant displays of toy pistols, cowboy suits, and stills from the film in toy shops and dime stores. Stress Scott's name, also Cinecolor.

CATCHLINES:

A Blazing Epic of Daring Western Outlawry . . . A Sizzling Western Saga Scented With Gunsmoke and Sagebrush . . . A Red-Hot Drama of Blazing Guns and Burning Hearts.

Gunfighting!—a Hard Life by the Rule of the Gun: Keep Shooting—or Die . . . What Happens When a Gunfighter Tries to Quit . . . He's Dogged by Trouble . . . Dared by Brawling Gunslingers . . . Forced to Shoot It Out.

The Industry's Market for Purchase or Sale of Equipment, Theatres, Service

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CLEARING HOUSE

GENERAL EQUIPMENT—USED

Guaranteed Good—Surplus Sound Outfits—Reduced, Too! 16mm RCA, $149.50; Bell & Howell, Ampro, Victor, DeVry, $195 up; Amprorc HI $1,295. 35mm Holmes LI Arc Equipments, $1,295; DeVry HI theatre equipments, $2,495; rebuilt Super Simplex outfits with RCA Sound, $3,850. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

Latest Motiograph K Projector Mechanisms with changeover, rebuilt, $695; Brenkert, $795; Century, $595; Super Simplex, $650; ticket machines, 2 unit, hand operated, $99.50; 3 unit, $135; Brenkert 50A High Intensity Rectifiers, $99.75. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

Heavy Duty blowers, ball-bearing equipped, 15,000 cfm to 50,000 cfm. Air washers, all sizes. Hydraulic drives two and four speed motors and controls. Immediate delivery. Dealers wanted. National Engineering and Mfg. Co., 213 W. 19th St., Kansas City, Mo.

For Sale: Practically new pair of DeVry portable 35mm projectors, complete with amplifier and speaker. Price $1,000. Write to Lane Audio-Visual Co., Carroll, Iowa.

Three coin-operated 16mm movie machines (Panorams). Perfect working condition. Solo-vue or Open Screen. The 16mm RCA sound projector, running 6 PM speakers with continuous self-winding reel, worth more than price. Profitable sideline or ideal for advertising. $275 each. Plenty of film. P. O. Box 98, Gassaway, W. Va.

Complete booth equipment, including Simplex projectors, double channel Picturetone sound, screen and accessories. Bargain, $2,500. D. Grillo, 3547 East 147th St., Cleveland, Ohio. Phone LOngacre 3648.

Army Surplus: Late DeVry and Holmes projectors at bargain prices! Gold Seal 2 unit ticket machines, rebuilt, $175; General H2 unit, $90; many others; Golde ticket boxes, $12.50; Weaver changeovers, complete, $24.50; Simplex intermittents, $4.95; pair Brenkert Suprex lamphouses with Benwood-Linze rectifiers, excellent, $425. Star Cinema Supply, 459 West 46th St., New York City 19.

2 Holmes 35mm Projectors, Mazda lamps, 2,000 ft. reels, metal bases, sound, complete with speaker, monitor speaker and connections. Good condition, $775. Union Theatre, Uniontown, Ky.

Holmes factory rebuilt 16mm Arc projector, 30 watt amplifier speaker, $650. Pair Motiograph heads and magazines hardly used, $100. Russell Schlect, 1840 Morse Ave., Chicago 26, Ill.

For Sale—One No. 8 bottom horizontal discharge single inlet, single width Sirrocco Fan, 22,200 cfm. American Blower. James Theatre, Walton, Ky.

For Sale: 200 heavy veneer chairs, $2.50; 40 nozzle air washer pump and 3 h.p., 3-phase, 220 volts motor. Price quoted by request. Capitol Theatre, Pinckneyville, Ill.

Simplex projectors, arc lamps, rectifiers, complete line of genuine replacement parts for United Research sound equipment. Weber sound equipment for Powers projectors. Prewar prices. Bodelson & Company, 10-38 Jackson Ave., L. I. City, N. Y.

For Sale: Complete theatre equipment. 400 upholstered American seats; 2 regular model Simplex machines with Brenkert lamps; 2 Weber sound heads; Operadio double channel amplifier; 2 rectifiers. York refrigeration unit, 10-ton capacity. Rugs, drapes, etc. Can be seen in operation. Call manager Wisconsin Theatre, Wisconsin Rapids, Wis.

Pair DeVry 2,000 ft. portable sound projectors and speaker $600. In use in theatre till now when replaced by arc machines. Tamaroa Theatre, Tamaroa, Ill.

5 h.p. motor, 3 h.p. motor; both 25 cycle. D.C. generator; complete. Strand Theatre, Perry, Mo.

Two Simplex machines complete with strong lamps, rectifiers, RCA sound, speakers, amplifiers, film cabinet, magazines, pedestals. All perfect. $1,000. American Theatres, Inc., 208-212 Quail St., Albany, N. Y.

EQUIPMENT WANTED

Spring cushion seats and one kilowatt Suprex Strong Lamps. Highest cash prices. Bruno Theatrical Enterprises, 260 Knickerbocker Ave., Brooklyn 21, N. Y.

STUDIO EQUIPMENT

BH Silenced Studio Single System Camera with galvanometer; rackover; 1,000 ft. magazine; 6 lenses and vertical viewfinder, $4,250; Cinemart Hollywood Recording outfit complete, $2,250; Eyemo Turret 3, lenses; rackover; magazine; freehed tripod; motor, etc., $1,395; Eyemo Bombspotter Cameras, $119.50 less lens; WE Dynamic Microphones, $39.50; new Bell & Howell 16mm Sound Printers, $3.250; 2,000 W Studio Spots, $67.50; New Mitchell 24V Motors, $295; new 35mm Film Phonograph, $795. Send for latest stocklist. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

THEATRE PRINTING

Window Cards, 3-sheets, photo offset house programs, heralds, passes, etc. Cato Show Printing Co., Cato, New York, or Tribune Press, Fowler, Ind.

GENERAL EQUIPMENT—NEW

Poster Cases—Stainless steel, 40x65 glass size, equipped with cold cathode tube illumination around entire case. Immediate delivery. All other sizes, delivery in 10 days. Literature upon request. Ben B. Poblocki & Sons, 2159 South Kinnickinnic Ave., Milwaukee 7, Wis.

New low intensity rectifiers, Strong, Delaware or Forest LD-30, per pair, $127. Graham Bros., 546 Lincoln St., Denver 9, Colo.

Drive-In Theatre Projection and sound equipment. Brand new; nothing else needed, $2,974. Theatre equipment $2,794, and $2,280, complete and installed. Ace Camera Supply, 116 N. Dargan, Florence, S. C.

Must Sell Quick. Pair brand new Brenkert L. I. Arc Lamps. Large 14 in. Mirrors. Complete with Ammeter, and two Benwood-Linze Tube Rectifiers, 115 V, 60 Cy., single phase, AC with tubes. Ideal for small house. Cost $900. Good reason selling. Sell for $550 or highest offer by June 15, or trade for H. I. Lamps. George C. Clanton, Tappahannock, Va.

For Sale: New Grover 8x10 all metal view camera, with new case, seven double holders, 12-inch Ilex Paragon Anastigmat convertible lens in Ilex Universal shutter, $250. DeVry 35mm spring wind motion picture camera with 2-inch Wollensak lens, case, excellent condition, five rolls Super XX new film, $90. Cine Kodak B 16mm camera for titling, $35. Swank Films, 1150 U. B. Bldg., Dayton 2, Ohio.

THEATRE SEATING

200 Veneer Chairs, rebuilt, $3.95; 1,050 Heywood-Wakefield full upholstered back, boxspring cushion chairs, excellent, $4.95; (rebuilt $5.95); 340 General full upholstered back, boxspring cushion, rebuilt, $7.95. Wire for list. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

Several thousand used upholstered opera chairs on hand. We are headquarters for the cream of the used chair crop. We pick the lots that we think you will like. We furnish proper slope and sections desired to fit your theatre. Our many years experience in the seating business is your guarantee. Write for exact photo and price. We have parts for all makes of chairs. Also, leatherette 25x25 in. all colors, 55c ea. Good quality. Chicago Used Chair Mart, 829 So. State St., Chicago 5, Ill.

Fensin Chair maintenance headquarters has all parts and accessories for all chairs. Also upholstery fabrics and theatre chair supplies. Send us your sample for quotation. Repair service available right in your theatre also. Fensin Seating Co., 62 E. 13th St., Chicago 5, Ill.

1,200 Used Spring cushioned theatre chairs, $1.50 ea., and $3.50 ea., complete. Immediate delivery. Russell Chair, 2567 McClellan, Detroit, Mich. Phone LENox 3445.

Theatre Chairs, 3,000 used spring cushioned part full upholstered back and part insert panel back, with spring edge and box spring cushions. 1,000 veneer chairs, 800 good backs, 500 spring cushions and hinges. Write for prices and photographs. Immediate delivery, advise how many you need. We export chairs anywhere. Jesse Cole, 2565 McClellan Ave., Valley 2-3445, Detroit, Mich.

Sewn Delux seat covers and sewn slip covers, reversible type, for all brands seats. Fred's Theatre Service, Vina, Ala.

1,623 American Seats, late model, insert panel, spring edge cushions, immediate delivery. Also 255 late model American seats, full upholstered back, spring edge cushions, 8 months old. Also veneer chairs. Wire, write or phone, HARrison 4219. Ace Chair & Carpet, Inc., 1428 S. Wabash Ave., Chicago 5, Ill.

For Sale: 169 Veneer seats, all in good condition. F. M. Kahle, Brewster, Kas.

1,000 American box spring, cushion panel back for level floor, $4.00 each. F.O.B. Albany, N. Y. Albany Theatre Supply Co., 1046 Broadway, Albany, N. Y.

850 fully padded metal lined back and spring cushions, A-1 condition for sloped floor, 19-20 inches wide, $4.75 each F.O.B. Albany, N. Y. Albany Theatre Supply Co., 1046 Broadway, Albany, N. Y.

1,400 fully padded backs spring cushion, 19-20 inches wide for level floor, $3.50 each, F.O.B. Rochester, N. Y. Albany Theatre Supply Co., 1046 Broadway, Albany, N. Y.

1,000 American full upholstered back spring cushion, 10 years old. 19-20 inches wide, $5.50, F.O.B. Rochester, N. Y. Albany Theatre Supply Co., 1046 Broadway, Albany, N. Y.

Special transportation rates are now available to all exhibitors in southern states and sample chairs can be inspected before purchase. Write, wire or call for details. Jack McGrath, Albany Theatre Supply Co., 1046 Broadway, Albany, N. Y.

800 complete rebuilt box spring, veneer back theatre chairs, $5.50 each. 1,000 reconditioned plain veneer chairs, $3.50 each. Other lots. Ask for photos. Bodelson & Co., 10-38 Jackson Ave., L. I. City, N. Y.

600 veneer seats, good condition. Available after June 16. $1.25 each. Box 2769, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

THEATRES FOR SALE

Southwest Oklahoma, thriving town 1,300. Four elevators, four gins. Large territory. 360 seats. Simplex. $11,500 down. Small home available. Illness. Arthur Leak, 3422 Kinmore, Dallas, Tex.

Texas town 1,000. New booth, sound, screen, air conditioning. Good return on investment. $3,500 down. Box 2744, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Theatre for Sale: Building containing three business rooms, three modern apartments, 300-seat capacity theatre. Located in Ohio county seat town of over 40,000. For details write Trenton M. Bridge, Broker, 50½ No. Detroit St., Kenton, Ohio.

West Virginia. One of best small town theatres in state; doing good business; will stand rigid investigation; health only reason for selling. Box 2749, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Three theatres, latest equipment, one in county seat, one air conditioned. No competition, $125,000. Box 471, Summerville, S. C.

Two De Luxe: Northern Oklahoma town 8,000. Excellent equipment. 1,300 seats. Tremendous trade territory. First and second run. Principal property included. $90,000. $50,000 down. Exceptional opportunity. First time offered. Exclusive with Arthur Leak, Theatres Exclusively, 3422 Kinmore, Dallas, Tex.

Only theatre rich Northeast Texas town 2,200. 425 seats, mostly new. New Century RCA. First time offered. Exceptional. Arthur Leak, Theatres Exclusively, 3422 Kinmore, Dallas, Tex.

Highly equipped action theatre. Oklahoma's finest city; 200,000 population. 415 upholstered seats. E-7s. 4 Star. Simplex High Lamps. $25,000. Half down. Arthur Leak, Theatres Exclusively, 3422 Kinmore, Dallas, Tex.

Two subsequent run houses in good West Virginia towns and one coal camp town in Virginia. Will sell separate. Box 2761, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Theatre—300 seats. Equipment and lease. Low rent. County seat town of 2,500 population near coast. Cash price, $14,500. **Theatre**—Near coast. Cement building, 392 seats. Grossing $1,525 month plus candy and popcorn. Total price $20,000. $11,000 cash required. Balance $125 month, interest 4%. J. C. Butler, A.B.C. Brokerage Co., 304 S.W. 4th Ave., Portland, Ore.

Theatre Exchange Co., the only exclusive theatre brokers in the northwest, offer the largest selection of theatres for sale or lease. Write for list. 201 Fine Arts Bldg., Portland 5, Ore.

Theatre Exchange Co. Listing No. 135 in Portland, Ore. 420 seats, mostly new. New carpet and decoration. Soft drinks, candy and popcorn. Steady family trade. Owner says $2,000 gross. Price $32,500. $50 week rent including heat. Terms. 201 Fine Arts Bldg., Portland 5, Ore.

Theatre Exchange Co. Listing No. 134 in Washington county seat. Only theatre. Film circuited with next town. New sound, carpet and seats. Simplex HI Lamps. Owner says $1,600 gross, and increasing. Bldg. included for $42,500. Terms. 201 Fine Arts Bldg., Portland 5, Ore.

Theatre Exchange Co. Listing No. 128 in booming Oregon lumber and farm community. New RCA booth. 320 seats. Gross increasing 20% yearly last 3 years. Modern bldg. included for $22,500. Terms. 201 Fine Arts Bldg., Portland 5, Ore.

Theatre for Sale: Small town, in good farming district in northwest Kansas. Good building, brick front, small living quarters. Many improvements added this year. 377 seats (160 cushioned). Good equipment, showing six nights a week. Showing profit. Sickness reason for selling. Everything sells, price $20,000. If interested, see or write F. M. Kahle, Mgr., Liberty Theatre, Brewster. Kas.

Theatre for Sale, town 600 with carbon black plant nearby with additional 600 people. 240 spring cushion full upholstered seats, new Holmes equipment, new roof on building. Building just remodeled, new air conditioning, perfect sound. Theatre grossing better than $1,000 per month. New Super-Star popcorn machine doing $50 week business. Price $11,000 includes building, real estate and all. Brick, tile, stucco building with new Neon sign. Write Matthew N. Seal, Pic Theatre, Satanta, Kas.

For Sale: Finest small town theatre in middle west, located central Iowa. $65,000. Terms. Box 2765, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Beautiful new theatre, east Texas town 1,300 population. Large rural population. Nearest theatre 15 miles. New sound, new cushion chairs, new washed air cooling. Making money. Good lease. $11,000 some terms. Box 2766, Boxoffice, 825 Van Brunt Blvd., Kansas City, 1, Mo.

Suburban theatre 16 miles west of Dayton, Ohio. New Super Simplex equipment throughout. Only show in town of 1,200. First theatre west of Dayton. Rent very reasonable. A real opportunity. First $10,000 takes all. Look Theatre, West Alexandria, Ohio.

Suburban theatre, Denver, Colo.; best equipped theatre in town, 600 seats. $20,000, half cash; seller has other interests. Box 2767, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

THEATRES FOR SALE—(Cont.)

6 Virginia theatres for sale. Reasonable terms to responsible theatre operators. Located in Norfolk, Portsmouth, Newport News. Jewel Productions, 165 West 46th St., N. Y.

Neighborhood theatre, 1,100 seats, excellent concession business. Owner retiring. Box 2775, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

THEATRES WANTED

Sell Your Theatre Privately. Confidential correspondence invited. References. Arthur Leak, Theatres Exclusively, 3422 Kinmore, Dallas, Tex.

Wanted to buy small theatre in Wisconsin or eastern Minn. from owner. All replies held confidential. Box 2762, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Will pay cash for small-town theatre southern California. Exhibitor desires permanent location. No agents. Write Mgr., 1239 Stanford St., Santa Monica, Calif.

Small profitable theatre wanted in Texas or Oklahoma. Have $10,000 down payment. Box 2768, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

HELP WANTED

Wanted: Sales representative with experience and following in theatre supply field to sell quality stainless steel lobby display frames. Real opportunity. Protected territory. Commission basis only. Reply to Box Y, Room 203, 936 North Michigan Ave., Chicago, Ill.

Theatre manager wanted, experienced in exploitation and newspaper copy. Good salary for right man. Give experience and references in your letter. Address Dickinson Theatre, 5903 Woodson Road, Mission, Kas.

Wanted: Young man now living in the Chicago area, as assistant in advertising department of theatrical enterprise. Must have some theatre experience, also aptitude for theatre advertising. Give all details. Box 2774, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

POSITIONS WANTED

Projectionist: 22 years experience on all types of equipment. Desires permanent employment. Anywhere in U.S.A. Box 2754, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Manager: At liberty after June. 25 years experience. Knows theatre business and publicity; city manager of several theatres. Now employed by West Coast chain. Single, no bad habits; bonded; guaranteed satisfaction. Write Box 2759, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Manager: Family. Trained all phases. Perfect references. Future important. Prefer Texas, adjoining states, independent theatres. Box 2763, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Manager: Ten years experience. Desires good connection. Write or wire Box 414, Hamlet, N. C.

Projectionist: 32 years old, over 12 years experience, all types of equipment. Now employed, desires change. Looking for theatre operator who will appreciate the efforts of an experienced and conscientious projectionist. Would consider sound and projection maintenance for small circuit. Prefer southwest or far west, but will consider other location. Sober, reliable, best references. Box 2770, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Couple Work as Team: Projectionist, general maintenance, repairs, service, cashier, manageress. Available interview June 27 anywhere United States, anything considered. Box 2771, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Manager: Experienced, age 24, single. Can meet people; has car. Experienced projectionist. A-1 references. Box 2772, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Manager: Veteran, age 24, single, don't drink or smoke. Well dressed, can meet people, has car, experienced large and small 1st and 2nd run operation. Handle staff well. Experienced projectionist. A-1 references. Desire to settle in Colorado. Ed Doty, Box 44, Ransom, Kas.

Projectionist: With 2½ years experience. Have three children to support; would like to locate in California. Box 2773, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

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Prompt Service—Special printed roll tickets, 100,000, $19.90; 10,000, $5.95; 2,000, $3.75. Each change in admission price, including change in color, $2.50 extra, double numbering extra. Shipping charges paid to 1,000 miles. Cash with order. Kansas City Ticket Co., Dept. 9, 1819 Central, Kansas City, Mo.

MORE CLASSIFIED ON PAGE 46

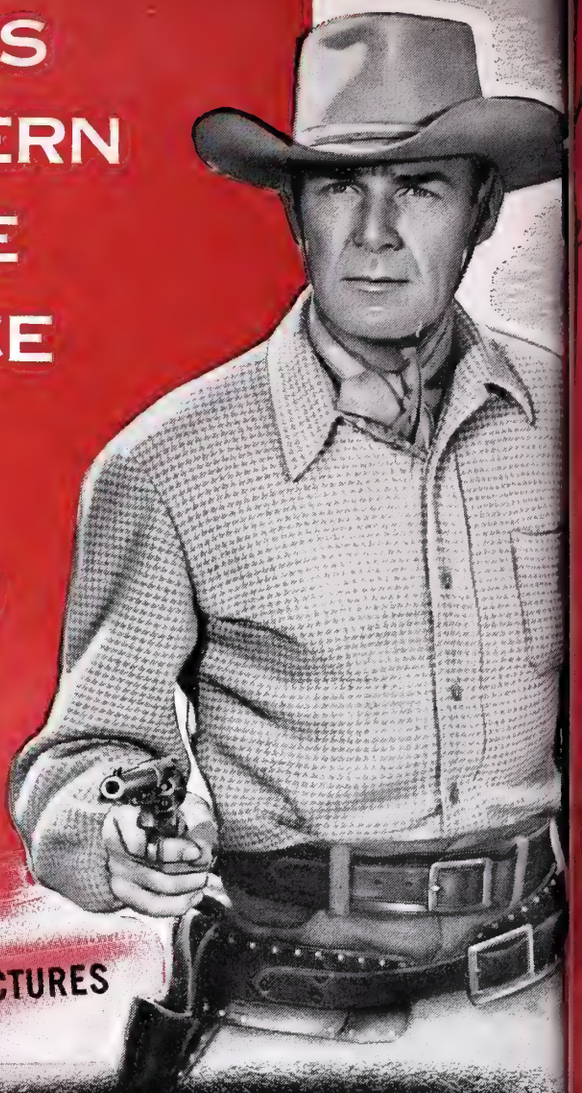
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in this issue

Featured This Week: The Story Behind the 15-Year Success of Birmingham Mickey Mouse Club

See Page 16



NATIONAL EXECUTIVE EDITION
Including the Sectional News Pages of All Editions

JUNE 21, 1947



VACATION FROM GUNPLAY!

Imagine! M-G-M's "CYNTHIA" hasn't a gun or a gangster in it! Exhibitors tell us that while there's always room for those thriller-killer films their public is hungry for a change of pace in entertainment, at least *one* picture without murder and mayhem in it. "Oh, how we could clean up right now," showmen say, "with a picture in the Green Years manner!" That's "CYNTHIA"!

That's why everybody's saying "I fell in love with 'CYNTHIA'." Walter Winchell said it. So did Hedda Hopper, Louella Parsons, Jimmy Fidler, Earl Wilson, Louis Sobol and many others. "CYNTHIA" is the heart-beat of life. It's young love's first dream, first trouble, first ecstasy! And in it beautiful Elizabeth Taylor, the "National Velvet" girl, reaches maturity and stardom!

There's box-office money in "CYNTHIA". Wonderful tie-ups. Smart promotion. A profitable effort for your showmanship! And a picture your patrons will be grateful for!

★

M-G-M's "CYNTHIA"—ELIZABETH TAYLOR, George Murphy, S. Z. Sakall, Mary Astor with Gene Lockhart, Spring Byington, James Lydon, Scotty Beckett • A Robert Z. Leonard Production • Screen Play by Harold Buchman and Charles Kaufman • Based on a Play by Vina Delmar • Directed by ROBERT Z. LEONARD • Produced by EDWIN H. KNOPF • A Metro-Goldwyn-Mayer Picture

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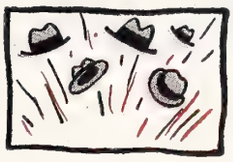
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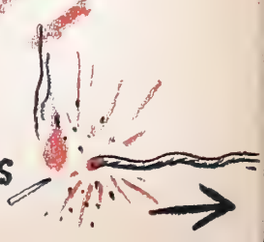
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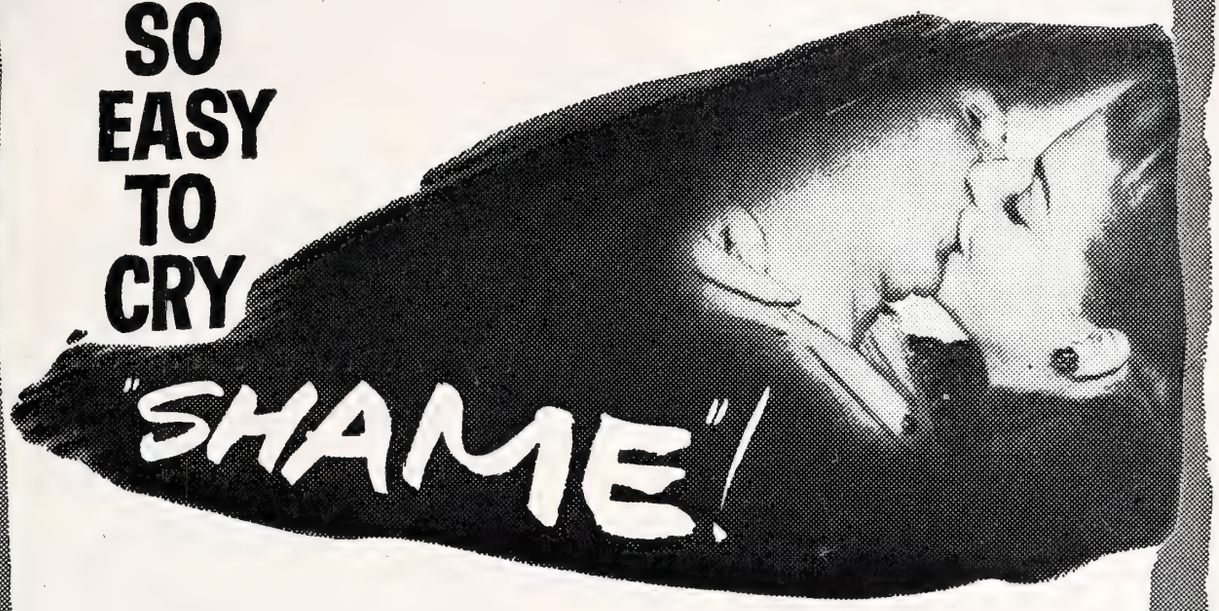
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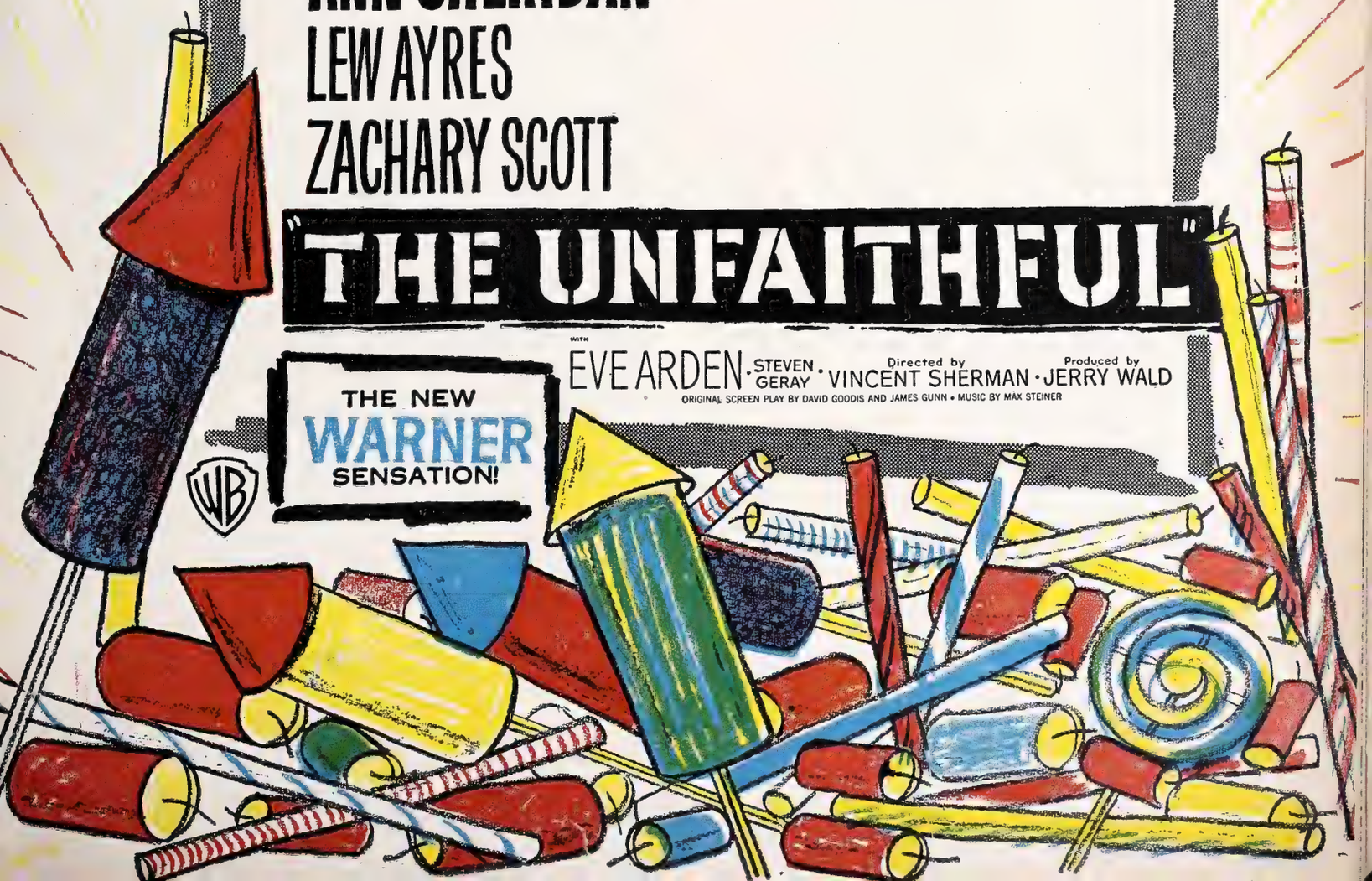
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PUBLISHED IN NINE SECTIONAL EDITIONS

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Published Every Saturday by
ASSOCIATED PUBLICATIONS

Editorial Offices: 9 Rockefeller Plaza, New York 20, N. Y.; Raymond Levy, General Manager; James M. Jerauld, Editor; Chester Friedman, Editor Showmandiser Section; A. J. Stocker, Eastern Representative. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."

Central Offices: 332 South Michigan Blvd., Chicago 4, Ill. J. Harry Toler, Editor Modern Theatre Section. Telephone WABash 4575.

Western Offices: 6404 Hollywood Blvd., Hollywood 28, Calif. Ivan Spear, Manager. Phone GLadstone 1186.

Washington Offices: 930 F Street, N. W. Lee L. Garling, Manager. Telephone NAtional 3482. Filmrow: 932 New Jersey, N. W. Sara Young.

Publication Offices: 825 Van Brunt Blvd., Kansas City 1, Mo. Nathan Cohen, Associate Editor; Jesse Shlyen, Managing Editor; A. Jules Benedic, Field Editor; Morris Schlozman, Business Manager. Telephone CHestnut 7777.

Other Publications: BOXOFFICE BAROMETER, published in November as a section of BOXOFFICE; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

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TORONTO—242 Milwood, Milton Galbraith.
VANCOUVER—411 Lyric Theatre Bldg., Jack Droy.
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Entered as Second Class matter at Post Office, Kansas City, Mo.
Sectional Edition, $2.00 per year; National Edition, $7.50

Vol. 51 No. 7
JUNE 21, 1947

BOXOFFICE

Guest Editorial

By ABRAM F. MYERS

General Counsel and Chairman of the Board, Allied States Ass'n of Motion Picture Exhibitors

IN RECENT months it has seemed that every time I open a newspaper or magazine I encounter something derogatory of the motion picture industry. Much of this grows out of the run of bad luck which the studios have had during the past year. But there is nothing new in this; the product has always fluctuated in quality from one season to another. Maybe it is because we live in a fault-finding era that the criticism has been so severe. This season's poor crop has even led to invidious comparisons with Great Britain's puny output, which is the height of absurdity. And all of the old familiar complaints against Hollywood have been revived. Clerical and lay groups continue with ever-increasing vigor to flay the movie colony for alleged marital infidelity and general moral laxity. A few unfortunate and over-publicized releases have opened the door to a renewal of the attack on the films themselves. And as this is being written the newspapers are overflowing with accounts of the hearings of the Un-American Activities Committee at which the most sensational charges are being made by persons to whom the industry has been most kind.

While some industry spokesmen are busy pretending that it isn't so, the hard fact remains that the goodwill and prestige of the motion picture industry are slipping badly. This calls for realistic thinking—and action. This trend cannot be halted and put into reverse by shrugging off the ever-increasing clamor against Hollywood and the industry in general. Sound public relations cannot be maintained by glossing over the bases of criticism, but by ascertaining the causes and correcting them. It has not escaped the attention of some congressmen—and this is based on personal knowledge—that within a few weeks after the duly constituted spokesman for the industry had at least inferentially assured the committee that there was no foundation for the charges of Communism in Hollywood, prominent members of the colony climbed to the witness stand to testify that Hollywood was honey-combed with Communism. This leads me to wonder why, if the charges of Communism have been greatly exaggerated, no advance effort was made to ascertain and publicize the true state of facts? Certainly it could have been ascertained that such prominent figures as Robert Taylor and Adolphe Menjou entertained the views which they expressed on the stand and an effort made to convert them by evidence that their fears were baseless.

Ben Shlyen, publisher and editor-in-chief of BOXOFFICE, is in Europe and during his absence guest editorials written by a number of well-known executives will appear on these pages.

I use the Communist agitation merely to illustrate my point; I do not take this development too seriously. The point is that the industry must adopt preventive measures whenever danger threatens and abandon its delayed stable-locking tactics. There are numerous conditions within the industry which may break out into serious trouble unless steps are promptly taken to relieve them. If there is moral laxity in Hollywood (and I do not imply that there is), the facts should be gathered by the industry itself—not by zealots, muckrakers and writers of sensational fiction—and the industry should itself insist upon the necessary reforms. These continuing accusations cannot be successfully met, nor the criticism allayed, by calling attention to a few prominent examples of enduring connubial bliss. And certainly the entire subject of exhibitor-distributor relations calls for intensive, objective study by competent fact-finders as a necessary first step toward an eventual solution of the many complicated and difficult problems involved therein.

Protecting the reputation and goodwill of the industry is not the sole responsibility of any one of its constituent branches. The examples cited rest mainly with the producer-distributors and for their solution one could wish that greater power resided in the Motion Picture Association of America. Unchallenged publicity for a quarter of a century has led the public to believe that the head of that organization is a "czar," in the way that the late Judge Landis was the autocrat of baseball. It is difficult for the public to understand why the "czar" doesn't take effective action to correct the conditions which give rise to so much criticism; they cannot comprehend his lack of knowledge of those conditions. It would seem, therefore, that the most effective action the industry could take to regain public confidence and still the anvil chorus would be to clothe the head of MPA with the necessary authority to investigate all substantial complaints regarding its members which might adversely affect the prestige and reputation of the industry; to make public his findings when, in his judgment, such action is warranted; and, in the event his recommendations are ignored, to impose sanctions upon the offending members.

The exhibitor branch poses a somewhat different problem. But the obligation rests upon it no less than upon the others to protect the industry's good name and to promote sound public relations. Members of that branch frequently have had to "call a cop"; but I believe the record will show that that was resorted to only after all else had failed. Certainly the exhibitors should cooperate in all industry efforts to promote goodwill in which they are given an equal voice and are accorded just recognition. I am glad to say that several Allied regional associations, more especially Associated Theatres of Indiana, are now embarked on their own goodwill campaigns; and Trueman Rembusch of that association and Ray Branch of Allied Theatres of Michigan are now actively cooperating with Eric Johnston on a project for making the public better acquainted with the industry through utilization of our own medium, the screen.

Pulse Beats

Government Film Plans Hit By House Slash in Funds

Vote eliminates Office of Government Reports which had been set up as liaison with film industry in securing playing time for government-produced films.

★

Screen Guild Arranges 15 Foreign Releases

William M. Pizor, foreign sales head, sets franchises in the Balkans, Scandinavia, central Europe during recent four-month overseas visit; will leave June 28 for Hollywood.

★

Eric Johnston Off Sunday For 34-Day Trip Abroad

Hopes to ease some of the European distribution problems; will visit Belgium, France, England, Holland, Denmark, Sweden, Czechoslovakia, Norway and Germany.

★

60,500 Shares of Common Bought by Warner Bros.

Board of directors carrying out policy decided upon April 30 for the purpose of putting the shares into the treasury for future use.

★

Radio Man Says FCC Rules Mean Much to Pictures

A. D. Willard jr. of Broadcasters Ass'n tells senate sub-committee he has urged the film industry to study possible effects on television.

★

ATA Tax Plan Would Save Patrons 35% on Tickets

Rep. Harold Knutson of house ways and means committee is told that proposed 10 per cent would yield 65 per cent of present $400,000,000 annual take.

★

Barney Balaban and Others Of Paramount Re-Elected

Adolph Zukor, board chairman, with Y. Frank Freeman, Henry Ginsberg, Leonard H. Goldenson, Charles M. Reagan and Paul Raibourn as vice-presidents.

★

Briskin and Capra Confer With Heads of Paramount

Discuss final details of absorption of Liberty Pictures and production plans; later will talk with Russel Crouse and Howard Lindsay on "State of the Union."

★

Universal May Drop Plan For Key City Showcases

Company turns back Keith's theatres, Cincinnati, to City Investing Co. after leasing for a year; now control only Park Avenue and Winter Garden in New York.

CONNORS IS NEW UA PRESIDENT IF THE DEAL TO SELL COLLAPSES

20th-Fox Official Is Choice Of Mary Pickford, She Says After Conference

NEW YORK—Tom J. Connors, who resigned as vice-president in charge of distribution for 20th Century-Fox earlier this month, will be the next president of United Artists if control of the company is not sold within a few days.

Mary Pickford made this plain late in the week after a long conference with Connors at the Hotel Pierre.

Connors is her choice, she said, no matter, whether or not Chaplin sells his interest in the company, if she retains her holdings. She intends to retain them even if an individual or a group buys out Chaplin, unless her terms are met. And she made it clear she was not anxious to sell.

At a meeting of the board on Thursday Arthur W. Kelly was elected as a member. He replaces Rex Dennant, resigned. Prior to his resignation from United Artists in 1944, Kelly had held a number of executive sales posts with the company, the last being head of foreign distribution. He was Charles Chaplin's representative with the company. He was treasurer and later vice-president of the company in addition to his sales posts.

In 1944 he became associated with J. Arthur Rank and has since been active with his own independent production activities. After the Thursday board meeting, he was asked if his election to the board meant that Chaplin had decided not to sell his interests.

"I wouldn't interpret it that way," he replied.

It is understood, however, Kelly will get a top UA executive post.

Miss Pickford stated that the only offer left under consideration after the board meeting was that of S. H. Fabian who had presented some new terms prior to the meeting. She said these had to be taken up with Chaplin and that a decision would be made almost immediately.



TOM J. CONNORS

The week was one of almost continuous conference between UA board members and executives. The sessions began on Monday almost immediately after Miss Pickford arrived from the coast. Prospective purchasers also were called into the meetings. Some changes in the terms were offered, it is understood, and Miss Pickford stated emphatically that she wanted the whole thing settled by the weekend as she intends to be back in Hollywood by Monday, June 23.

20th-Fox Given a Stay On Two Decree Orders

NEW YORK—Supreme court stays on two additional provisions of the antitrust decree, have been granted 20th-Fox according to Andrew W. Smith jr., general sales manager.

These are on price fixing and the ban against arbitrarily refusing a run. The company last April won stays on competitive bidding and arbitration. At that time 20th-Fox refused to go along with the seven other defendants in the antitrust case in their successful applications for stays on price fixing and the arbitrary run provision in addition to stays on competitive bidding, arbitration and clearance agreements.

Smith explained that 20th-Fox changed its policy in order to be able to roadshow "Forever Amber" and "Captain From Castile" pending the supreme court decision on the appeals.

Ohio Admissions Tax Bill Is Signed by Governor

COLUMBUS—Gov. Thomas J. Herbert Friday signed the bill repealing the present state 3 per cent admissions tax, leaving this field without limit to Ohio cities. The bill becomes law October 1.

Columbus, Cleveland, Youngstown and Lima are among Ohio cities known to be considering passage of ticket levies and Mayor Rhodes of Columbus is expected to recommend a city tax that may be as high as 10 per cent. Mayor Burke of Cleveland has expressed himself in favor of a 5 per cent tax to help defray the costs of higher pay to city officials. Such a levy should affect the recent .097 cent children's admission, forcing it to 10 cents and subject it to a two-cent federal tax.

P. J. Wood, secretary of the Independent Theatre Owners of Ohio, declared that cost of administering the tax may dissuade many cities from levying an admissions tax.

ATA to Recommend a 10% Levy, No Children's Tax to House

NEW YORK—The ATA has revised its tax reduction proposal which will be submitted to the house ways and means committee the week of June 23. A new tentative plan calls for a straight 10 per cent tax on all adult admissions and the elimination of all taxes on children's tickets. The U.S. admissions tax is now 20 per cent.

The rough draft of this proposal was worked out by Robert W. Coyne, executive director of the ATA, in conference with Fred J. Schwartz, president of the Metropolitan Motion Picture Theatres Ass'n; Harry Brandt, president of the ITOA of New York; Ted R. Gamble, chairman of the ATA; Herman M. Levy, general counsel of the MPTOA; members of the board of directors of the ATA, and rank and file exhibitors.

The ATA previously favored eliminating the tax on all adult admissions under 40 cents. Some exhibitors thought the 20 per cent tax should remain on all admissions over 90 cents.

These exhibitors and exhibitor organization officials were polled by Coyne during the past three weeks. The survey was made to work out the tax plan requested of Gamble by the house ways and means committee following Gamble's testimony against the 20 per cent levy in Washington May 28. A. Julian Brylawski, vice-president of the MPTOA, also denounced the present 20 per cent tax before the committee that same day.

Banford, Shirley, Devaney Of MGM Get Promotions

NEW YORK—William F. Rodgers, vice-president in charge of distribution for MGM, has promoted three members of the field sales staff, all from the Chicago area.

Walter Banford, branch manager since 1938, was named district manager. He succeeded Samuel Shirley, who will be transferred to the home office after completing a special survey in Chicago.

William Devaney, formerly assistant branch manager in Chicago, is now branch manager. He had been assistant branch manager for approximately one year.

McCraw to Cover Nation For 'Variety Girl' Film

NEW YORK—Col. William McCraw, national executive director of Variety Clubs International, will make a 28-day tour that will take him into every tent city coast-to-coast for conferences with members on the 30 premieres of Paramount's "Variety Girl." The arrangements have been approved by R. J. O'Donnell and John H. Harris.

The schedule follows: June 22—Dallas; June 23—Oklahoma City; June 24—Memphis; June 25—St. Louis; June 26—Des Moines; June 27—Omaha; June 30—Minneapolis; July 1—Chicago; July 2—Grand Rapids; July 3—Detroit; July 7—Indianapolis; July 8—Cincinnati; July 9—Dayton; July 10—Columbus; July 11—Toledo; July 14—Cleveland; July 15—Buffalo; July 16—Toronto; July 17—Boston; July 18—New Haven; July 21—Albany; July 22—Philadelphia; July 23—Washington; July 23—Baltimore; July 24—Pittsburgh; July 25—Charlotte; July 28—Atlanta; July 29—Miami.

THEATRE RECEIPTS IN UPSWING IN LAST 10 DAYS, SAYS BALABAN

After a Recession in May And Early June, Current Pickup Is Reported

NEW YORK—Paramount's receipts in the last ten days commenced to increase, ending a decline which started in May and continued into the early part of June, Barney Balaban, president, reported to stockholders at the annual meeting held this week.

"This upswing," he said, "has not continued long enough for me to be certain that the May decline has spent itself. Prior to the war, the seasonal drop extended to the July 4 holiday and, accordingly, the current pickup before that date is encouraging." He added, however, that the upswing has not been reflected so far in film rentals, but that if the level of the past ten days continued it will show up in film rentals for the next quarter.

SEES DROP IN EARNINGS

While he could not estimate an amount for earnings for the second quarter of 1947, Balaban was certain that it would be less than the $10,205,000 for the second quarter of last year.

"Assuming that economic conditions generally do not take an adverse turn, I believe that with superior products in release and to be released, we will have a good and satisfactory final six months in the year of 1947," he reported.

At the meeting, the proposal to organize an Emp.oyes' Investment Co. was approved by the stockholders. A total of 5,691,330 shares, or 79½ per cent of the outstanding stock, were represented either in person or by proxy. The new unit will permit key employes to acquire stock at two-thirds of its par value.

Answering protests from several stockholders that this plan for the 45, or "picked few" employes might cause dissension among 10,000 other Paramount employes, Balaban said that he considered the plan the best possible method of retaining top producers and executives who might receive higher salary offers from rival companies. In 1945, Paramount ranked highest in regard to profits but ranked fourth in point of salaries paid, he said.

4 MILLION CAPITALIZATION

The Employes' Investment Co. will be formed in New York, with an authorized capitalization of $4,000,000, consisting of $3,760,000 and 240,000 shares of common stock with a par value of $1 per share.

Paramount is continuing to purchase shares of common stock of the corporation in the open market, according to Balaban, who said that a total of 353,600 shares were purchased from Nov. 20, 1946, through June 16, 1947. A portion of this stock is allocated to the Liberty Films, Inc., deal and the rest is earmarked for other deals, he said. The company is now making arrangements for borrowing money on the basis of revolving credit, with the money to be available if, and as, Paramount needs it over the next several years. "It is likely that we will make loans under this credit, but if we do make loans, we will make them to enable the corporation to acquire capital and other assets," Balaban said.

Although Balaban mentioned that the company had just signed a deal for a theatre in Cairo, he said that not much progress had been made in acquiring "showcase" theatres in major cities of the world for Paramount product. Progress in the 16mm program is also "less than we had hoped for," but the company has not changed its objectives and, as conditions permit, would go ahead on both the 16mm and showcase programs.

He described the foreign situation as a "mixture of lights and shadows." With the exception of Spain, business in western Europe is "normal," he said. In Spain restrictions are so severe it is practically impossible to keep the business solvent.

Revenues from European markets are reported only when received, he said. Large sums have been accumulated in France and Italy.

SWEDEN FAVORS RUSSIA

Sweden's new trade treaty with Russia is sending the country's exportable products there, and this is diminishing the gold balance in Sweden, he said.

In Asia the company is operating on an "insecure foundation with fantastically inflated currency," which cannot be translated into dollars. He sees hope for future gains, however.

Balaban predicted good business in the Philippines. Business is good in Australia.

In discussing Latin America he said: "Our business in Latin America continues strong with a minimum of problems compared with the rest of the world. Nevertheless, gold balances in many of these countries are diminishing and this includes the Argentine, Chile and Peru, and one or two of the smaller countries. Also, there are serious restrictions on import licenses in Chile, Peru and Colombia. The Argentine has instituted a quota system which forces exhibitors to give 40 per cent of their playing time to native pictures. Quota restrictions likewise exist in Mexico.

"IRON CURTAIN" HINDERS

Everywhere behind the "iron curtain" in Russian-controlled areas the film business has been nationalized, but through the Motion Picture Export Ass'n deals have been negotiated with the Czechoslovakian authorities and negotiations are under way for Yugoslavia, Bulgaria and Romania.

Sixteen directors were re-elected. They are: Balaban, Stephen Callaghan, Y. Frank Freeman, Harvey D. Gibson, Leonard H. Goldenson, A. Conger Goodyear, Duncan G. Harris, John D. Hertz, Austin C. Keough, Earl I. McClintock, Maurice Newton, Charles M. Reagan, E. V. Richards, Edwin L. Weisl, Adolph Zukor and Stanton Griffis, who was recently named ambassador to Poland.

Paramount Highlights

Barney Balaban, Paramount president, was completely frank in discussing the company's problems at the stockholders' meeting.

Here are some of his points:

"We have released all our borderline pictures. We have good pictures in release now, and our best pictures are scheduled for release during the remainder of the year and next year.



BARNEY BALABAN

"We are watching costs carefully and we have avoided any increase in our inventory since the first of the year."

* * *

After pointing out the possibility of having to release high cost inventory films in a falling price market he said:

"This is a problem of holding inventory to the narrowest margin which is adequate to assure an unbroken supply of product."

* * *

Paramount will go in for more independent producers, he said, and will use stock to buy their companies, as was done in the Liberty deal. A credit will be established with a bank, so the company can continue to purchase its own stock for this purpose, thus avoiding an increase in capitalization.

This credit also will be used in acquiring theatres now partly owned, as required by the antitrust decree.

* * *

The Allen B. Du Mont Laboratories in which Paramount has an interest are running on a profitable basis. The company is now producing postwar receivers combining standard radio, short wave radio, frequency modulation, television and an automatic phonograph. New receivers at lower prices would be introduced soon, he said.

"We are still extensively engaged in trying to adapt television to broadcasting and theatre use," Balaban said. "Wholly owned subsidiaries are operating broadcasting stations in Chicago and Hollywood. Advertising income is developing as expected in these two territories. It will probably be some time before sufficient sets are available in these areas to make these operations profitable. Such profitable operation will be hastened as various neighboring areas are interconnected by coaxial cable and radio relay networks."

Film Policy in Germany Expected Next Week

WASHINGTON—Indications that the long-awaited statements as to the U.S. government's future film policy in Germany would be forthcoming next week appeared here with a conference scheduled between Assistant Secretary of War Howard C. Petersen; Eric Johnston, president, and Francis Harmon, vice-president of the Motion Picture Export Assn.

Petersen, at a press conference last week, said he would issue no government policy statement until he had considered the industry's views and obtained its advice on the German film problem.

To Introduce Idea in Europe

Selznick Sold on Value Of Area Multiple-Runs

NEW YORK—Massed regional openings at advanced prices have been so successful on "Duel in the Sun," according to Neil Agnew, president of Selznick Releasing Organization, that the same technique is to be used in the foreign market. He also intends to use it on future Selznick releases in this country whenever the individual picture lends itself to this treatment.

Laudy Lawrence, well-known figure in the foreign distribution field, has been engaged as general foreign sales manager.

Agnew revealed that "Gone With the Wind" played slightly more than 4,000 accounts on its original roadshow basis, that a reasonable expectation for "Duel" under that form of release would have been about 3,000 accounts. By using the multiple-run system in eight regional blocks, he said, he is now certain of between 7,500 and 8,000 accounts, a record for runs and width of distribution, and by the end of the year he is certain of complete liquidation of the picture as a roadshow. A gross of $7,000,000 is in sight and the picture to date has played only about 150 of the so-called top accounts. This has been done by using 370 prints. Three important sections remain for the playoff—the midwest, Rocky mountain area and Canada. The Fox West Coast runoff, he said, has been the fastest in the history of the business.

Future Selznick releases will be spaced three or four months apart and SRO will take in outside producers for distribution, if their product measures up to Selznick standards.

For the foreign market "Duel" will be released in both dubbed and superimposed title versions. In Mexico City five day-and-date openings have been set with 11 other houses scheduled to follow within a few days. Three houses are being sought in Paris and between 18 and 20 for Brussels.

Agnew also revealed "Duel in the Sun" has earned back approximately half of its negative cost for David O. Selznick, producer, in the 700 engagements played up to June 15, according to the Selznick Releasing Organization here.

Production cost of the Technicolor film was $5,750,000 and approximately $1,000,000 additional was spent in advertising by Selznick, who set up his own releasing organization to distribute this and "The Paradine Case" and other films.

According to Agnew, the first 600 dates played included only 150 of the country's high-grossing theatres and he predicts about 4,000 domestic runs for the picture at increased admissions.

Pathe, British film distributing organization, will handle "Duel" in England, according to Agnew. The deal calls for its exhibition on the ABC circuit and in approximately 75 summer resort situations, the best source of British revenue during the summer.

Another Monopoly Suit in Chicago; Charles Golden Seeks $675,000

CHICAGO—Charles Golden, head of De Luxe Theatre Corp., who operates the De Luxe Theatre, 1141 Wilson Ave., filed suit here June 17 in federal court, against such principals as Balaban & Katz Corp.; Loew's, Inc.; United Artists Corp.; Universal Pictures Co., Inc.; 20th Century-Fox Film Corp.; Warner Bros.; Columbia Pictures Corp.; Paramount Pictures, Inc.; Republic Pictures Corp., and RKO Radio Pictures, Inc.

The plaintiff asks for $675,000 money settlement, which consists of $200,000 trebled damages incurred from a period dating back to 1937, plus attorney's fees and court costs. Golden also wants an injunction restraining defendants from continuing with allegedly illegal acts in the past. The case has been assigned to Federal Judge Shaw. A. Brussell is Golden's attorney.

Two Percentage Suits Vs. Anderson Settled

CHICAGO—Two separate suits filed in May 1946 by United Artists and Universal against the Anderson Theatres circuit, Morris, Ill., were settled Thursday morning, Miles Seeley, attorney for the plaintiffs, announced.

In the original filing both aforementioned film distributors, plus Loew's, Warners, Paramount, RKO and 20th Century-Fox brought suit against Anderson for allegedly unreported percentage receipts of films shown in the following Illinois theatres: Fargo and Egyptian, DeKalb; Morris and Times, Morris; Arcadia, St. Charles; Naper, Naperville, and Esquire, Plainfield.

As negotiations still are in progress, settlement for other suits is expected also. However, exact amount of settlement for the two mentioned was not disclosed. Thomas M. Thomas is attorney for Anderson.

Supreme Court Decision Expected by June 23

WASHINGTON—A decision by the supreme court as to whether it will assume jurisdiction in the New York industry antitrust case definitely will be reached before the high tribunal adjourns for the summer recess, Charles Elmore Cropley, clerk of the court, said here.

Cropley explained that while the court is tentatively scheduled to adjourn for the summer recess on Monday, June 23, it would continue in session if there is any unfinished business on the docket. He reiterated that the court without question would act on the industry jurisdictional matter before adjournment.

Informed sources expect the court to "note" jurisdiction almost as a formality inasmuch as certain phases of the case already have been recognized by Justice Stanley Reed in his action in issuing the stay order. While jurisdiction will be acted on at this session hearings in the case in which a voluminous record has been filed with the justices will not take place until the fall term.

Republic Revenue Shows 30% Gain

CHICAGO—Revenue from Republic bookings for this year are approximately 30 per cent higher than last year, according to James R. Grainger, Republic vice-president in charge of sales and distribution, who presided at a three-day general sales meeting of his company at the Blackstone Hotel June 16, 17 and 18.

Special emphasis was placed on the screening and sales promotion of two Republic pictures: "That's My Man" and "Northwest Outpost." Attending the meeting were Edward L. Walton, assistant general sales manager; District Managers Will Baker, midwest; Sam Seplowin, central; and Nat Steinberg, prairie.

Scheduling of a regional sales meeting here to be held in the middle of August also was announced.

Rank Will Address Group Of Southern Exhibitors

HOLLYWOOD—J. Arthur Rank will leave here on July 9 for New Orleans to address a group of southern exhibitors. He has been invited to speak by E. V. Richards, Paramount partner and head of Paramount-Richards Theatres.

Rank will cut short his stay on the coast. He will be accompanied to New Orleans by Mrs. Rank, Nate J. Blumberg, president of U-I, and Jock Lawrence and Mrs. Lawrence.

Results Nearly Completed On Allied Ass'n Poll

WASHINGTON—Results of a poll of members of the Allied States Theatre Owners Ass'n concerning company bidding practices are nearly completed, Abram F. Myers, general counsel and board chairman of the group, announced. He said he had not reached a decision as to whether the results would be made public. An earlier informal poll, in which members participated, indicated a number were highly critical of bidding practices of some companies.

Letter From Davies Denies Pressure to Make Films

WASHINGTON—A denial that "White House pressure" was exerted upon Hollywood to force production of "Mission to Moscow" or "Song of Russia" is contained in a letter received by Rep. J. Parnell Thomas, Republican, of New Jersey, chairman of the house committee on un-American activities, from Joseph E. Davies, former ambassador to Soviet Russia.

Davies wrote that he was active in the preproduction discussions and that the decision to make the films, as well as the initial impetus arose from the patriotic motivation of Hollywood. Meanwhile Rep. Karl Mundt, Republican of South Dakota, a committee member, discounted press reports that Charles Chaplin, Katharine Hepburn, Edward G. Robinson, and other prominent film personalities had been subpoenaed to appear before the committee.

ON THE COVER

The mezzanine floor of the new Miami Theatre, in Miami, Fla. The candy and soda bar is operated by Huyler's and one of the features of the theatre is that patrons may enter directly from the theatre to Huyler's restaurant—an innovation in theatre management.

WARNER BROS.' TRADE SHOWINGS OF

ERROL FLYNN · BARBARA STANWYCK

in

"CRY WOLF"

and introducing

GERALDINE BROOKS

Directed by
PETER GODFREY

Screen Play by Catherine Turney
From the Novel by Marjorie Carleton • Music by Franz Waxman

Produced by
HENRY BLANKE

MONDAY, JUNE 30th, 1947

CITY	PLACE OF SHOWING	ADDRESS	TIME
Albany	Warner Screening Room	79 N. Pearl St.	12:30 P.M.
Atlanta	20th Century-Fox Sc. Rm.	197 Walton St. N.W.	2:30 P.M.
Boston	RKO Screening Room	122 Arlington St.	2:30 P.M.
Buffalo	Paramount Exchange	464 Franklin Street	2:00 P.M.
Charlotte	20th Century-Fox Sc. Rm.	308 S. Church St.	10:00 A.M.
Chicago	Warner Screening Room	1307 So. Wabash Ave.	1:30 P.M.
Cincinnati	RKO Screening Room	Palace Th. Bldg. E. 6th	8:00 P.M.
Cleveland	Warner Screening Room	2300 Payne Ave.	2:00 P.M.
Dallas	20th Century-Fox Sc. Rm.	1803 Wood St.	10:00 A.M.
Denver	Paramount Sc. Room	2100 Stout St.	2:00 P.M.
Des Moines	20th Century-Fox Sc. Rm.	1300 High St.	12:45 P.M.
Detroit	Film Exchange Bldg.	2310 Cass Ave.	2:00 P.M.
Indianapolis	Paramount Sc. Room	116 W. Michigan St.	1:00 P.M.
Kansas City	20th Century-Fox Sc. Rm.	1720 Wyandotte St.	1:30 P.M.
Los Angeles	Warner Screening Room	2025 S. Vermont Ave.	2:00 P.M.
Memphis	20th Century-Fox Sc. Rm.	151 Vance Ave.	10:00 A.M.
Milwaukee	Warner Th. Sc. Rm.	212 W. Wisconsin Ave.	2:00 P.M.
Minneapolis	20th Century-Fox Sc. Rm.	1015 Currie Ave. N.	2:00 P.M.
New Haven	Warner Th. Proj. Rm.	70 College St.	2:00 P.M.
New Orleans	20th Century-Fox Sc. Rm.	200 S. Liberty St.	1:30 P.M.
New York	Home Office	321 W. 44th St.	2:30 P.M.
Oklahoma	20th Century-Fox Sc. Rm.	10 North Lee St.	1:30 P.M.
Omaha	20th Century-Fox Sc. Rm.	1502 Davenport St.	1:00 P.M.
Philadelphia	Vine St. Sc. Room	1220 Vine St.	2:30 P.M.
Pittsburgh	20th Century-Fox Sc. Rm.	1715 Blvd. of Allies	1:30 P.M.
Portland	Jewel Box Sc. Room	1947 N.W. Kearney St.	2:00 P.M.
Salt Lake	20th Century-Fox Sc. Rm.	216 East 1st South	2:00 P.M.
San Francisco	Republic Sc. Room	221 Golden Gate Ave.	1:30 P.M.
Seattle	Jewel Box Sc. Room	2318 Second Ave.	10:30 A.M.
St. Louis	S'renco Sc. Room	3143 Olive St.	1:00 P.M.
Washington	Earle Th. Bldg.	13th & E Sts. N.W.	10:30 A.M.

QUOTA OF WESTERNS RISING; TOTAL FOR SEASON TO BE 79

United Artists Is Entry In Horse Opera Field; Republic Heads List

NEW YORK—Seven companies are releasing a total of 60 new western features for the 1946-47 season, three more than the 57 released by six companies during the previous season. However, 19 cowboy reissues being released during the current season will bring the grand total up to 79.

United Artists re-entered the western field, for the first time since 1944, to release six Hopalong Cassidy pictures produced by William Boyd and Lewis J. Rachmil and starring Boyd, who has been identified with that cowboy character since 1939. In addition, 12 Hopalong Cassidy reissues, originally released by Paramount, were brought out under the Screen Guild banner to give Boyd the greatest number of westerns to be shown during any one season.

EIGHT FROM ROY ROGERS

Republic is releasing the largest number of westerns, 20, the same as for 1945-46. This number is exclusive of the eight Roy Rogers musicals, which are actually westerns although Republic places them in a higher category. The 20 include six westerns starring Gene Autry, who returned to the screen after several years of army service; six in Trucolor, starring Monte Hale and eight Red Ryder films, starring Allan Lane. Republic also reissued a series of Three Mesquiteers westerns, but these were made available only in certain territories, according to the Republic home office. During 1945-46, Republic released eight pictures starring Sunset Carson, eight Red Ryder films, starring Bill Elliott, and four in Trucolor, starring Monte Hale. Elliott has since been promoted to feature billing as William Elliott in such Republic specials as "The Plainsman and the Lady" and the forthcoming "Wyoming," both with outdoors backgrounds.

PRC is releasing a total of 14 new westerns and six Bronco Buckaroo reissues during 1946-47, in contrast to 16 new westerns for the previous season. Eight star "Lash" LaRue and Al "Fuzzy" St. John and six star Eddie Dean, while the reissues, cut down to 40 minutes, team Buster Crabbe and St. John or Dave O'Brien and James Newill. For 1945-46, Buster Crabbe and St. John starred in eight westerns, Bob Steele starred in four and Eddie Dean was starred in four in Cinecolor.

15 LISTED BY MONOGRAM

Monogram has eight Johnny Mack Brown westerns and six Jimmy Wakely musical westerns for 1946-47, the same as for 1945-46, but the reissue of "Silver Stallion" brings the total for the season up to 15.

Columbia again has a total of 12 westerns for the current season, the same as for 1945-46. Eight of these star Charles Starrett, who has been a Columbia western headliner since 1937, and four are musical westerns.

RKO is releasing a total of four Zane Grey westerns for 1946-47, in contrast to one released during the previous season. In addition, the company released several features with western backgrounds but these had name players and were placed in a higher category, according to the RKO home office. "Trail Street," starring Randolph Scott and Anne Jeffreys, was released in March 1947 while "Badman's Territory," also starring Scott and Miss Jeffreys, had a May 1946 release date.

Universal, which had a series of seven westerns starring Kirby Grant in 1945-46, is releasing only two westerns in Cinecolor, "The Michigan Kid" and "The Vigilantes Return," during the current season.

In addition to the cowboy series and low-budget western films, a dozen higher budget pictures with western or outdoors backgrounds are on releasing schedules for the current season. Among these are "My Darling Clementine" and the forthcoming "Bob, Son of Battle," from 20th-Fox; "Stallion Road" and the forthcoming, "Cheyenne" from Warner Bros.; "California" from Paramount; "Ramrod," an Enterprise production for United Artists release; "The Plainsman and the Lady," "Angel and the Badman" and the forthcoming "Wyoming" from Republic; "King of the Wild Horses" and the forthcoming "The Gunfighters" from Columbia and the reissue of "The Westerner" from Film Classics.

The western film has managed to retain its popularity from the early days of G. M. "Broncho Billy" Anderson and William S. Hart, through the years when Tom Mix and Buck Jones were money-making Fox stars, right up to the present. Concentrating on riding, shooting and outdoors action instead of dialog and substantial sets, the cowboy films are relatively inexpensive to produce yet are "bread-and-butter" to many small town or neighborhood exhibitors.

Except for the top-budget outdoors pictures with name players or an occasional Roy Rogers film, none of the cowboy pictures played a major Broadway house during the current season. However, there is an increasing demand for "two-gun" westerns in almost every foreign country, according to Alfred E. Daff, Universal vice-president, who returned to this country in May after making a survey of the foreign market.

20th-Fox and RKO Swap Downtown KC Theatres

NEW YORK — Twentieth-Fox and RKO have completed a deal involving two of the largest theatres in Kansas City—the 3,409-seat Mainstreet and the 1,972-seat Orpheum.

The transaction calls for 20th-Fox to turn over its 50 per cent interest in the Mainstreet, which it has owned in partnership with RKO, in return for complete ownership of the Orpheum, RKO first run outlet in Kansas City. RKO will reopen the Mainstreet, closed a decade ago, as a first run theatre.

Approval of the U.S. district court of Kansas City is needed before the agreement can become effective.

According to the antitrust decree, the New York statutory court also must approve the deal. The decree states that the theatre-owning defendants—RKO, 20th-Fox, Paramount, Loew's and Warners—have two years to dissolve partnership agreements in which their interest is more than five or less than 95 per cent.

The decree then adds:

"One defendant may acquire the interest of another defendant or independent if such defendant desiring to acquire such interest shall show to the satisfaction of the court, and the court shall first find, that such acquisition will not unduly restrain competition in the exhibition of feature motion pictures."

The New York statutory court will receive a report of the RKO-20th-Fox deal, along with other deals planned by these companies and the three other theatre-owning distributors by Monday afternoon, June 30.

On or before that day the defendants are expected to submit reports on their theatre holdings, detailing partnerships, stock interests, plans for dissolving partnerships and deals already completed.

The lawyers for the five theatre owning defendants are now busy preparing such reports.

Preparation of these reports is being delayed by difficulty in deciding borderline cases of what constitutes a partnership and what constitutes a pool. (Pools must be ended by July 1.)

Decree Repercussion Felt In Los Angeles Area

LOS ANGELES—In two instances the New York court decree had further effect on the future operations of local first run theatres.

Operation of the United Artists in downtown L. A. was transferred from Fox West Coast to United Artists Theatres. Only other UAT showcase in California that has been under FWC management is the Alhambra in Sacramento which also reverted to UAT operations. The local United Artists house, under its FWC partnership management, has been a member of that circuit's group that has served as a local first run outlet for Universal-International product, a booking arrangement which probably will continue for the time being at least.

First round went to Paramount in that company's legal battle with Fanchon & Marco theatres over the future management of the local Paramount Downtown. Federal Judge William Mathes denied F&M's motion to dismiss Paramount's action claiming that the theatre should be returned to Paramount management because the lease had been terminated by the court decree.

The Paramount-owned theatre was leased to F&M in 1933, the deal having several years to run.

Two Grand Rapids Theatres To Revert to RKO Midwest

GRAND RAPIDS, MICH. — The Regent and Keith's theatres here, which have been managed by the Butterfield interests since 1933, will revert to the RKO Midwest Corp. June 29. This is in compliance with the antitrust decree handed down by the New York statutory court.

RCA TRYING TO STIR FILM MEN INTO ACTION UPON TELEVISION

Sarnoff Predicts Circuit Of Television Newsreel Theatres Will Come

By J. M. JERAULD

NEW YORK—Some time next year this industry probably will be in the midst of a behind-the-scenes discussion of television that may have historic results. David Sarnoff's second criticism of film leaders for what he describes as lack of interest indicates the radio interests are trying to apply pressure for action.

New York will be connected with Los Angeles via a coaxial cable running down the Atlantic Coast and across the southern states late in 1948.

Sarnoff says some film men are so interested that there may be a chain of television newsreel theatres in the future.

INQUIRIES BY JOHNSTON

He is the only man definitely vocal on the subject at the moment. Within the past week or two Eric Johnston has inquired about the attitude of heads of companies which are members of the MPA. Some have definitely opposed introduction of television into theatres and others have indicated varying degrees of interest. These latter, it is believed, are playing their cards close to their chests.

This is the same situation that prevailed before the introduction of sound. Even after Jolson's first sound picture had been a tremendous success many in the industry contended it would be economically impossible to wire large numbers of theatres.

Sarnoff says this is due to the fact that film men who have viewed current television programs rate their entertainment value so low that they cannot consider them competition. This is a mistake, he says.

The RCA president is looking forward to the day when great quantities of films will be needed to produce television programs.

In his Chicago speech he said: "The blacksmith who remained at the anvil, found that his forge went out, but the blacksmith who turned his shop into a garage prospered. In television, as in other fields of American industry, the dynamic forces of competition will definitely assert themselves."

After reviewing the general attitude of film men, he pointed out that in his opinion the "immediate impact of television on theatre attendance will come from the timeliness and dramatic interest of the event that television will bring to the home."

OPPORTUNITIES FOR INDEPENDENTS

He apparently was referring to news pictures, but later he pointed out that film men—independent producers — would make pictures for television use. In this connection he said: "There are interesting indications that as television transmitters begin to spot the country, progressive independent producers will see their opportunities not alone in terms of the present twenty thousand theatres, but of the many millions of homes that may be eventually equipped with television. It may even be that such independent television production, financed by the same methods that currently exist in the movies, may flow to the theatres in full-length form, after exhibition on the air, instead of vice versa."

Then he said: "The newsreel theatre of today could readily become the television theatre of tomorrow."

He pointedly dragged in reference to British films at this juncture.

Only a few days before Sarnoff made his speech J. Arthur Rank closed a deal with Rauland Corp. in Chicago covering use of television patents. And on the same day that Sarnoff spoke John Davis managing director for Rank, announced to the British press that British television was abreast of American developments and that television screens would be installed in London theatres.

NEED A GREAT QUANTITY

The RCA president is looking forward to the day when great quantities of films will be needed to produce television programs.

Sarnoff closed his discussion of theatre television by saying: "It was radio and electronics that gave the film its voice. It will be radio that will equip the theatre with a television eye. I believe that television can be as great a boon to the theatre as sound was to the silent picture."

It may have been merely a coincidence, but it was early in the same week that the American Telephone & Telegraph Co. (the Bell system) presented a schedule of tentative rates for television use of its rapidly expanding coaxial cable system.

This system has been growing so fast recently that the telephone company is now issuing new maps every three months. A study of these shows that the first transcontinental link will be completed in 1948 and that about six months later it will be in operation. The gap now is between Charlotte, S. C., and Augusta, Ga., and from Augusta to Atlanta. From Atlanta to Los Angeles the cable is already in the ground.

A branch from Augusta to Miami will be completed in January or February of 1949.

A radio relay system between New York and Boston is nearing completion. This means that a television network will be possible late next year all the way from Boston down the Atlantic coast and across the south to Los Angeles—where there is a reservoir of film and radio talent.

From Philadelphia to Pittsburgh a cable will be completed in the late fall of 1948 at about the same time as the coast-to-coast hookup. From Pittsburgh to Cleveland a cable will be completed in 1948 and this will be extended to Chicago later. In the meantime radio relay system from New York to Chicago is to be started. This will go via Cleveland.

A Pittsburgh-St. Louis cable via Columbus, Dayton and Indianapolis will be started in 1949. This will be extended to Salt Lake City by 1951 or 1952.

It is thus apparent that within the next 18 months most of the important population centers will be connected.

Getting programs for them without going bankrupt is their principal preoccupation. This may account for Sarnoff's anxiety to get the film industry interested.

In the meantime, he says, local stations and regional networks will have to rely on local talent.

SEE TECHNICAL PROBLEMS

A number of technical problems in putting television pictures on theatre screens remain to be solved. Scophony, Baird, RCA and a Swiss firm all have engineering ideas on this, and some say a patent pooling agreement will have to be worked out.

In the meantime Paramount, with the help of Du Mont, is working on its system for taking television pictures off a television receiver and transferring them to film. This is aimed primarily at swift newsreel coverage.

In Chicago, Television Is a Reality, At Least in 915 of Town's Taverns

CHICAGO—Television is just around the corner—literally at the neighborhood bar. A ball game or fight now flickers before happy beer drinkers in 915 taverns in the Chicago area. The same doings are on view in exactly 1,593 private homes in which the master of the house has shelled out from $250 to $2,200 for a set of his own. And the man on the street can catch the show free from any one of 463 sets now in use as demonstrators.

Boxing and baseball, according to an informal poll of bartenders, are the most popular programs thus far. However, the customers are likely to find themselves staring at anything from animated cartoons or a "How to Train Your Dog" exhibition to a "commercial" showing a man of distinction downing beer.

WBKB, the Balaban & Katz station, remains the only one in the field in Chicago, though licenses for four others have been issued by the FCC and some expect to be operating shortly.

WBKB, one of the ten stations now making regular commercial telecasts in the U.S., is on the air mostly at night. Baseball is the only afternoon offering, with rare exceptions. There are no morning programs because housewives presumably are too busy to look and the bar flies are in bed.

At least ten manufacturers will be offering television sets by the end of the month. Six are already on the market. The industry expects to be booming by fall.

One of the paradoxes of television, WBKB programmers have found, is that the smooth-acting and pretentiousness of a motion picture falls flat on the small television screen, whereas a spontaneous informal show in which anything is likely to go wrong appeals to viewers.

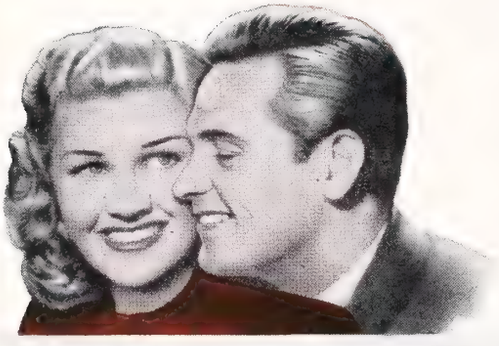
Meanwhile, the television sets in the bars are cutting the jukebox "take," a situation which will be remedied shortly when coin-operated television machines make their debut. The tavern keepers aren't worried anyway. "You watch a ball game or a fight," explained one tavern owner, "and you just naturally get thirsty and order another beer."

ALL THE BROADWAY BOYS ARE WRITING
LOVE-LETTERS TO "DEAR RUTH"
SINCE HER HAPPY N.Y. PARAMOUNT PREMIERE

Dear Ruth is a darling co

Dear Ruth leaves no doubt as to

Dear Ruth is one of the



Dear Ruth is a

WILLIAM HOLDEN
JOAN CAULFIELD

in

Dear Ruth is every bit as go

with

BILLY DEWOLFE
EDWARD ARNOLD
MONA FREEMAN

Dear Ruth is anothe

MARY PHILIPS · VIRGINIA WELLES
KENNY O'MORRISON
Produced by PAUL JONES
Directed by WILLIAM D. RUSSELL
Screen Play by Arthur Sheekman
Based on the Play by Norman Krasna

dy that has what hit takes

FRANK QUINN N.Y. Mirror

y it was such a big stage hit

ARCHER WINSTEN N.Y. Post

year's most delightful Comedies

BILL LEONARD on C.B.S.

delighting entertainment

HERBERT COHN Eagle

d a movie as it was a play

LEO MISHKIN Telegraph

hilarious hit from Paramount

BOSLEY CROWTHER N.Y. Times



This is how the Mickey Mouse members turn out for special events at the Alabama Theatre. The youngsters jammed the theatre to the rafters when this photo was taken, at the last anniversary party.

Down in Alabama, they've learned how to make a Kiddy Club click, but it has taken years of patient planning and plugging to promote one of the most successful kid programs in the country.

Birmingham's Mickey Mousers Have a Birthday

15 Years of Catering to the Kids

By EDDIE BADGER

SUMMER is the ideal time to form that kiddy club to boost juvenile attendance.

That is the suggestion of officials of the Alabama Theatre in Birmingham, Ala., where the world's largest kiddy club is starting its 15th year.

But if you want to have an outstanding organization that will keep the juveniles coming back to your theatre week after week, you're in for a lot of hard work. It's not easy, according to these executives, and you may be in for a lot of disappointments right from the start.

It was a hot summer day on June 3, 1933, when 167 children showed up at the Alabama to form a Mickey Mouse club. But from that humble beginning, this Wilby-Kincey circuit house has watched its membership swell.

By Oct. 7, 1937, there was a total of 11,600 members. Today the registered membership is in excess of 27,000. The club's special parties draw as many as 7,000 to 8,000.

One man who can give other managers some valuable hints on perfecting their kiddy organization is George J. Nealeans, jr., the "daddy" of the Alabama's club. Nealeans has since left the theatre game—he's now in the food service equipment and supply business in Birmingham.

But he still retains some pleasant memories (and recollections of some headaches, too) regarding the birth of a promotional venture that was destined to make theatrical history.

"No kiddy organization," Nealeans says today, "is any stronger than the amount of enthusiasm that is put into it. Making a success of your club means a whole lot more than just doing something on Saturday morning. To be sure, you have to be a 'parent' to your audience on Saturday, but you also have to keep busy all week long dreaming up new stunts.

"Kiddies are just as 'show-wise' as adults, but they have to have their thinking done for them. In putting the club across, you have to build something that in the minds of these youngsters is in excess of what they can get elsewhere.

"Especially during the school season, children have 1,001 things to do on Saturday morning. But it's up to you to get them into that theatre and keep them satisfied."



George J. Nealeans, originator of the Mickey Mouse club, who recalls some of the early headaches in starting the kiddy organization.

WHAT is the value of a kiddy organization to a theatre? According to Fred McCallum, present "Uncle Mickey" for the club, it's three-fold.

"From a business standpoint," McCallum says, "our Mickey Mouse club serves three distinct purposes:

"1. It promotes good will in the community.

"2. It assures us patronage from the members after they are grown. It builds theatre attendance from the time the youngsters are first old enough to attend a public place and it has been proven in our theatre that our members continue to return through the years, even after they are grown.

"3. It gives us priceless 'word of mouth' advertising, as kids are one of the best sources for spreading information at home and in their neighborhoods."

The club provides a direct financial return, too. Nealeans recalls that in the first year of operation, Saturday morning ticket sales between the hours of 9 a. m. and noon soared $16,000 more than in the previous year. Cost of operating the club for that first year was only $300. Candy and popcorn sales also are increased by the club.

A good kiddy club program does not consist merely of a picture and handful of children to get up on the stage to sing and dance. Nealeans recalls spending hour upon hour in the Birmingham public library, seeking types of games and contests that would make every club member, no matter how little his talents, a potential participant.

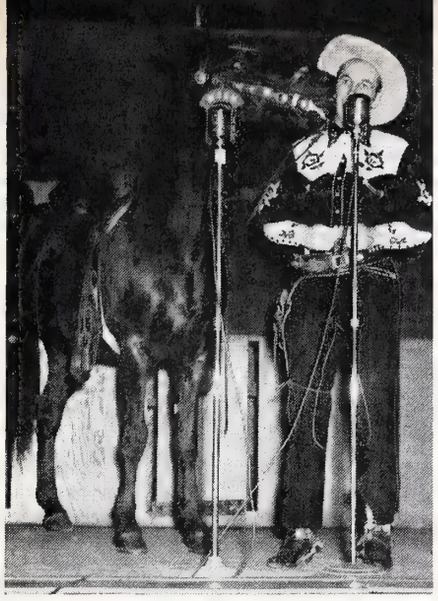
Nealeans offers several bits of advice about staging contests, but the principal one can be expressed in five words—"Keep 'em simple and safe."

Anyone starting a club will want to take every possible step to avoid liability on the part of the theatre. For that reason, the Alabama has steered clear of such stunts as apple-dunking, jumping over candles and those of a similar nature.

Good contests are watermelon and cracker eating, marshmallow eating, drinking out of a baby bottle, and the like.

OF course, prizes must be donated and that's where the local merchant comes in. The Alabama Theatre has enjoyed excellent relations with local stores, but at the same time has kept the club from becoming too







MICKEY MOUSERS GET VARIETY AT THEIR SHOWS—**One thing members of the Mickey Mouse club can't complain about is a lack of variety in their shows, as these photos indicate. At the left, Jerry Leader, a member, interviews Taft Epstein, a jeweler who donated a bicycle as a prize; in the center, "Smoky" makes a personal appearance in connection with the film of that name; and at the right (L. to R.) are Bobby Doerr, of Boston Red Sox; Tony Pastor, band leader; Ted Williams, Red Sox star, and Manager Fred McCallum, the club's "Uncle Mickey."**

commercial. It is known that the theatre has turned down healthy financial offers on the part of local firms for the chance to sponsor the club.

Selling your local merchant possibly will not be easy. But your best argument is selling him on the idea that "Mother" will bring the children to town on Saturday morning and park them at the theatre. Then she'll go shopping.

From Birmingham merchants, the Alabama has been furnished all manner of prizes that make a hit with a youngster—ponies, rabbits, chickens, bicycles, wrist watches—all without cost.

Talent for the programs is easy. In fact, it's a problem to find spots for all who wish to appear. The Mickey Mouse club first experimented with auditions, and later drifted to the policy of letting every possible applicant perform, no matter how untalented. It's a swell way of helping the child shed his self-consciousness.

Another thing that makes for a successful club is letting the youngsters blow off as much steam as they wish, within reason. The Mickey Mousers can whistle just as loudly as they want to, just so long as they are applauding. They can run up and down the aisles as much as they want to, just so long as they don't interfere with the show.

Nealeans used to have a pet trick that was very effective in curbing Bronx cheers and boos. The offender was invited to the stage to show his fellow clubbers just how loud he could boo—over the microphone. That usually silenced him.

There are many extra special little favors that make a hit with kids. In tieups, the Alabama arranged to have a local dairy deliver a pint of milk to the member at his home on his birthday. And a local bakery provided a devil's food birthday cake with white icing and a chocolate replica of Mickey Mouse. Cost? Nothing to the theatre.

If members of the Alabama staff wake up on Saturday morning and find it raining, they come to the theatre a full hour early. They're anxious to get the patrons into the theatre before they get wet, acting on the premise that Mother might not let them come back next Saturday if they did.

Normally it takes 22 ushers an hour to seat the crowd. One other word about contests. Nealeans strongly disfavors those which continue from week to week. "To be effective and keep up interest, they should not run more than two weeks," he said. "It would have to be a very outstanding contest to run for more than three."

He explained that by saying the youngster might miss one week's meeting and then his interest would be lost.

On the other hand, serials are excellent drawing cards even if they have 15 or more chapters. A youngster might miss one week, but still would be entertained by subsequent episodes.

WHENEVER possible, if the theatre happens to be showing a picture that might be objectionable to children, an effort is made to book a substitute for the Saturday morning show. For instance, on a recent week the theatre's current attraction was "13 Rue Madeleine." But the Mickey Mousers saw "Huckleberry Finn."

Another major reason for the success of the Mickey Mouse club is the theatre's excellent relations with the press.

Nealeans adopted the policy of discussing with his local editors any new stunt that might be worthy of a picture or story. If his idea failed to click with the press, he got busy and revised it. The theatre was successful in being able to plant a weekly story on the club's activities on the children's page of the Birmingham News.

RADIO is a big help, too. The Mickey Mouse stage program is broadcast for 30 minutes each Saturday over Station WSGN. On special occasions, the show runs an hour. Radio officials state that this broadcast is the most popular program they have of local origin.

Virtually every film star who has appeared in Birmingham (and some who haven't) have been made honorary members. The list also extends to celebrities of stage, radio, sports and other fields. They are presented with attractive scrolls attesting their membership.

The late Franklin D. Roosevelt was made an honorary member and Mrs. Roosevelt joined at the same time. Only a few have declined to join.

Another stunt that proved popular was the presentation of medals to outstanding grammar school graduates each spring. Walt Disney designed the medals, showing Mickey Mouse in a cap and gown. Gold medals were presented to the boy and girl placing first, while silver awards went to those adjudged runners-up.

The club celebrates its 14th birthday with a party on June 28. The birthday party is one of the three or four special annual events.

(Continued on next page)



A scene at this year's Easter egg hunt, which attracted more than 7,000 youngsters at Birmingham's Avondale park. Local merchants participated by providing prizes.



PIZITZ, WITH THE ALABAMA THEATER MICKEY MOUSE CLUB, PRESENTS THE ANNUAL

Easter Egg Hunt

EASTER SUNDAY AT 3:00 P. M. AT AVONDALE PARK . . . FOR ALL CHILDREN 12 AND UNDER

Every child 12 and under is invited to participate in the biggest Easter Egg Hunt in all Birmingham history, perhaps in the South. Avondale Park is big and roomy and will hold just hundreds and hundreds of egg-hunters. And hundreds of gaily-colored eggs will be waiting to be found . . . and the eggs you find you keep, except the gold painted ones and those you present to the Master of Ceremonies for extra special prizes.

Tickets Are Not Needed

There is no admittance ticket or requirement . . . everything is FREE. Those attending the Mickey Mouse Show at the Alabama Theater Saturday morning will receive an extra opportunity to win a boy's or girl's bicycle. But the Easter Egg Hunt is open for every child 12 and under.

Bring Bags or Baskets

There will be hundreds of eggs hidden away ready for finding, and in order to carry those you find, it is best to bring a bag or basket. However, we suggest no one child try to get more than his or her share.

Program (Begins at 3:00)

"Star Spangled Banner" — Boys Industrial School Band
"Easter Parade" — Sung by Josephine Baldone
Hunting for Easter Eggs
Announcement of Winners
Awarding of Bicycle

During the hunt there will be music and entertainment by the Boys Industrial School Band and Mickey Mousers.

In Case of Rain

If sufficient rain falls, all eggs will be placed in safe cold storage and the hunt will be postponed until the following Sunday, with the same program. The radio will carry news of postponement.

Pizitz

Prizes to Be Awarded

FOR every gold-tinted egg found, Pizitz will give a $5 Merchandise Certificate. When you find a gold egg, bring it to the master of ceremonies at the Ampitheater at Avondale Park (by the microphone).

FOR those who attend the Mickey Mouse Show at the Alabama Theater Saturday morning and bring their tickets to Pizitz, there will be an extra award of a girl's or boy's bicycle.

Children Keep Eggs They Find

All eggs are the best fresh eggs available, hard-boiled and dyed with safe dyes.

How to Get to Avondale Park

BY BUS . . . Take Bus 16 or 16A downtown, on any northeast corner on Second Avenue, North, from 21st to 18th Street, or any southwest corner on Third Avenue, from 19th Street to 21st Street. (Transfer to these buses available from any other bus or streetcar line.)

BY CAR . . . First Avenue, North, to 41st Street, then south to Avondale Park.

The Easter Egg Hunters Above Model:

A—Dainty jersey suit . . . such a perfect outfit for an Easter Sunday. In fuchsia, coral, blue. Sizes 3 to 6x. **14.95**

B—Girl's cotton dress in pretty striped pattern. Yellow and grey or brown and tan stripes. Sizes 7 to 12. **4.98**

C—Little boys' suit in cotton knit . . . , tiny shorts have suspenders. In white, blue, maize. Sizes 1 to 3 **2.98**

D—Sugar Topper, it's a Derby Winner. The coat that is perfect for spring. In blue or grey. Sizes 7 to 14. **14.95**

E—It's a Mason suit in Whitman all-white gabardine. Button-on style and belt. Sizes 2 to 6. **4.98**

F—Toddlers' dress with adorable hand smocking, and dainty hand embroidery. White, maize, pink, blue. Sizes 1 to 3. **4.50**

Pizitz—Girls' Wear—Second Floor

This full page ad from the Birmingham News-Age-Herald is a typical "co-op" expressing the Mickey Mouse club's excellent relations with local merchants.

(Continued from preceding page)

Others are the "School's Out Party," "Back to School Party" and the "Happiness Party." The latter event, usually held around Thanksgiving, is free to children who bring toys or canned goods to be given to the poor.

The Alabama normally is packed for regular Saturday morning shows, but for these special events the crowd overflows into and fills one or two other houses of the Wilby-Kincey circuit. The show, even the stage acts, is "bicycled."

The annual Easter Egg Hunt was revived this year after being suspended during the war. Approximately 7,000 jammed Avondale park for this event.

ACTIVITIES of the club also are carried on outside the theatre. Especially was this true during the war. Members raised $4,000 for the March of Dimes in street collections. In other drives, they collected 2,926 pounds of aluminum, 4,240 pounds of rubbber and 5,183 pounds of tin.

A Mickey Mouse club troupe entertained at the Birmingham army air base and the soldiers reciprocated by putting on a show at the Alabama.

In addition to McCallum and Nealeans, two others have served as "Uncle Mickeys" for the club. They are Russell Morgan, who is still in the exhibition end in Texas, and Claude Kenner, who is doing studio publicity work in Hollywood.

And all of them think the club idea is best expressed by its creed:

"I will be a square shooter in my home, in school, on the playgrounds, wherever I may be.

"I will be truthful and honorable and strive, always, to make myself a better and more useful little citizen.

"I will respect my elders and help the aged, the helpless, and children smaller than myself. In short, I will be a good American!"

Two More Franchises For Film Classics

NEW YORK—Film Classics, Inc., purchased its Atlanta and Dallas franchises during the week and started work on two new offices to be opened in Boston and Philadelphia. The company now owns 24 exchanges, or 95 per cent of its U.S. distribution outlets.

Film Classics also is concentrating on expanding distribution. Joseph Bernhard, president, is on the coast lining up "top independent product" for release. Announcement of new distribution deals is expected soon.

FRANCHISE-OWNED OUTLETS

The only FC outlets still owned by franchise holders are Canada, Denver, Detroit, Boston and Philadelphia. Deals are under way to buy out the Denver and Detroit franchises. The franchises for Boston and Philadelphia cover only old Goldwyn product held by FC. New offices in these two cities will release all current Korda pictures and new product. The Boston franchise is held by Albert Swerdlove. The present Philadelphia exchange is owned by Jack Engel.

The company owned seven of its 27 exchanges in 1946. Bernhard became president in December. Since January Film Classics has bought out 15 franchises.

The Atlanta office was purchased from John W. Mangham. Dallas was bought from John L. Franconi.

There is little element of surprise in the company announcement of the independent releasing deals in the offing. Several weeks ago Bernhard joined the board of directors of Walter Wanger Pictures, Inc. At the same time David Tannenbaum, secretary and treasurer for Wanger, became a member of the Film Classics board.

THE 24 OWNED EXCHANGES

Wanger has producing deals with Universal-International and United Artists. He recently finished "Lost Moment" and soon will start filming "Tap Roots" for U-I. His UA contract calls for from two to four more features.

Outlets owned and operated by Film Classics now include Buffalo, Chicago, Indianapolis, Kansas City, Los Angeles, Milwaukee, New York, Atlanta, Boston, Charlotte, Cincinnati, Cleveland, Dallas, Des Moines, Minneapolis, New Orleans, Oklahoma City, Philadelphia, Pittsburgh, Portland, St. Louis, San Francisco, Seattle and Washington, D. C.

George Lefko was named branch manager in Indianapolis during the week. He formerly was with Warners, RKO and Eagle-Lion.

Wm. Shelton Is Appointed Siritzky Sales Manager

NEW YORK—William Shelton, formerly assistant manager for RKO in Central Europe, has been named general sales manager for Siritzky International Pictures Corp. The company recently signed a deal with three leading French firms to distribute a total of 15 pictures yearly in the U.S.

Shelton at one time was general manager for AFE Corp., foreign film distributor.

New Title for E-L Film

NEW YORK—"Texas Man Hunt" has been set as the final title for the Eagle-Lion musical western formerly known as "A Texas Story." The picture is based on "Missouri Legend," a stage play by E. B. Ginty.

Petrillo Says Films To Boost His Union

DETROIT—The firm industry figured in two activities during the convention of the American Federation of Labor held here this week.

In the keynote presidential address by President James C. Petrillo, an approach to the public through the medium of motion pictures to improve the AFM's notoriously unfavorable public relations was announced. Petrillo said that he had contacted a key executive of the industry along this line, and that the public service activities of the union, such as charity shows, musicians playing for soldiers in hospitals, and the many types of concerts and programs being given for the public through the proceeds of the recording royalty fund would be presented in films. These would presumably be utilized in newsreels, documentaries, and short subjects.

In discussing labor relations in the film industry, Petrillo said that, while the union "tried hard to take care of its own," it had also sought to be fair with the industry.

The motion picture industry gained a spokesman in the top hierarchy of the AFM in the election of Raymond J. Meurer, counsel for United Detroit Theatres, largest circuit in the city, as one of the federation's four delegates to the American Federation of Labor. Meurer, well known as a theatrical attorney, is the only lifetime delegate of the Federation, coming from Local 566 at Windsor, Ontario, across the river from Detroit, in addition to holding membership in the Detroit local, of which he was formerly an officer.

George V. Clancy, secretary-treasurer of Detroit Local No. 5, was the only new member elected to the International executive board. He succeeds Chauncey A. Weaver of Des Moines, who was elected life member after 32 years on the board. Clancy was a musician at the Fox-Washington, now torn down, and the Michigan and State theatres—the latter two UDT houses.

UA Stops 'Henry V' Leases For Percentage Deals

NEW YORK—United Artists has stopped leasing theatres for "Henry V" and is selling the J. Arthur Rank picture on a percentage basis, according to Capt. Harold Auten, Rank representative assigned to the film. Auten said the picture will be sold on percentage wherever possible.

The picture netted close to $1,200,000 in about 130 leased dates, Auten said. He did not say what percentage is being sought. The picture now is playing at the Broadway Theatre here after a long run at the City Center Theater last year.

J. P. Byrne at MGM Office Under Rodgers' New Plan

NEW YORK—John P. Byrne, eastern sales manager for MGM, has switched his headquarters from the Loew's exchange to the MGM home office, where he will remain until mid-July under the rotating plan for field sales executives recently started by William F. Rodgers, vice-president and general sales manager.

John J. Maloney, central sales manager with headquarters in Pittsburgh, returned to that city June 15 after a month at the home office.

Allied, MPTOA Offered Cooperative Film Deal

HOLLYWOOD—Two of the nation's largest exhibitor groups—Motion Picture Theatre Owners of America and Allied States Ass'n of Motion Picture Exhibitors—are being offered an opportunity to participate in production and distribution in a new cooperative plan conceived and being promoted by Jerome B. Rosenthal, Hollywood attorney and tax expert, currently in the east presenting his idea to representatives of the two organizations.

Rosenthal, before planing east, said of his system that, in addition to bringing exhibitors into closer contact with picture making, it will eliminate much of the "excessive costs" of production and distribution, which saving would be passed on to the theatre owners participating in the proposed project. Rosenthal had arranged meetings with Jack Kirsch, national Allied president, and Herman Levy, MPTOA general counsel.

Under the project, Rosenthal explained, exhibitors would have the option of paying film rentals in advance, "thus providing completion money for film production and reducing financing costs." These exhibitors would benefit through lower rentals, whereas theatremen booking the pictures after completion would have to pay higher fees.

Directors, writers and actors working on such films would have the option of buying stock in the proposed production company, thereby getting dividends as well as salaries. Production expenses would be shaved by virtually eliminating producers by having a production liaison manager between the various units and the distribution end.

Principal aim of the plan is the elimination of the middleman and his costs, according to Rosenthal.

Tri-States Opens Suburban House That Is Strictly for Grownups

DES MOINES—Tri-States Theatres Corp. this week began an experiment in adult motion picture entertainment at its Ingersoll Theatre here.

The house has been turned into an "art cinema theatre" with single showings, matinee and evening, Monday through Friday, and continuous showings on Saturday and Sunday. Prices will be fifty cents for the matinee, which begins at 2:30 p. m, and 75 cents for the 8:15 p. m. showing.

First picture under the new policy was "The Late George Apley." Adults will be catered to exclusively—there will be no children's prices.

"We intend to provide patrons in Des Moines with high class, sophisticated entertainment with this venture," said G. Ralph Branton, Tri-States general manager, in explaining the set-up.

Branton added that he thought there was a place in the city for a theatre having entertainment of this kind. He said the fastidious theatregoer, who dislikes the interruptions occasioned by patrons coming and going at continuous performances, would welcome a one-show program. The time element, too, will be a drawing card, he believes.

Deportment Is the Answer Here For Special Teen-Age Prices

MINNEAPOLIS — An ingenious special "teen-age" admission price plan is solving the problem of juvenile rowdyism and vandalism as well as meeting the amusement economic needs of the "in-between" youngsters from 12 to 17 for Ben Friedman, veteran independent circuit owner, in his out-of-town situations.

The plan, devised by Friedman, involves the issuance of "good conduct" reward cards to the "teen-agers." These cards, distributed through the schools, entitle the owners to the special "teen-age" admission price, which is considerably lower than that charged adults.

Only students whose deportment "earns" the cards receive them. Recipients must agree in writing to conduct themselves in the theatres in a gentlemanly and lady-like manner and to refrain from boisterousness and vandalism.

The cards identify the holders and must be presented at the boxoffice in order to obtain the reduced-price ticket. Without the cards the young people, between 12 and 17, would have to pay the adult price. The cards are revoked if the owners misbehave, but this is rarely necessary.

"Trouble" in his theatres has been practically eliminated in the towns where the plan is employed, according to Friedman. Most vandals and rowdies usually are found in the "teen-agers" ranks, but the juniors with the cards toe the mark, he says.

A "revolt" by "teen-agers" against adult admission prices in a small Minnesota town has been followed by the establishment of a special reduced scale for them in many of the territory's situations. Harry B. French, Minnesota Amusement company president, announcing such reductions, explained they were "in recognition of the limited allowances and limited earning power of boys and girls of high school age."

Oklahoma City Theatres Set a Teen-Age Scale

OKLAHOMA CITY—Bob Busch, operator of the Villa and Uptown theatres, has established a junior admission price ten cents below the adult admission. The price is in effect for youngsters 12 to 16 years old. Busch said he established the policy after giving it a three-month trial. Both are neighborhood houses, the Uptown seating 848 and the Villa 600.

SWINGING HIGH, HOT and



SWING THE



Screenplay by Barry Shipman

Directed by DERWIN ABRAHAMS · Produced by COLBERT CLARK

HANDSOME with ACTION MUSICAL stars
of radio...rodeo...
range...and romance!



COLUMBIA PICTURES
presents

WESTERN WAY

THE HOOSIER HOTSHOTS

(Hezzie, Ken, Gil and Gabe)

JACK LEONARD · MARY DUGAN · THURSTON HALL
REGINA WALLACE · JERRY WALD and HIS ORCHESTRA
JOHNNY BOND · THE CREW CHIEFS

COLUMBIA PICTURES

Men and Events

By JAMES M. JERAULD

Theatre Tele Stalled

"ONE of the reasons why theatre television has made no visible progress," said a prominent theatre man the other day, "is due to the many changes in theatre ownerships required by the antitrust decree with the possibility that there may be more of the same."

He was commenting on David Sarnoff's criticism of the film industry's lack of interest in television.

This same man predicted that the first theatre television would follow falling business. In many cities where there have been pools or joint ownership of houses new competition is developing. In some instances houses which have been closed for a long time have reopened.

"Nobody is going to spend a lot of money on an untried medium when business is already good," he said, "but when business slips an exhibitor will grab for something new. It was bad business that brought sound into films."

When television gets into theatres, this man states, it will start with quick transmission of sporting events. They are the newsreel standbys. For six years from 1936 through 1941 sports made up 25 per cent or more of the newsreel footage. Sports fell off as newsreel material during the war years—1942 through 1945—and the emphasis was placed on national defense. There also was a footage cut, due to rawstock shortages. In 1946 sports leaped back to 17.2 per cent of the total and are rising again.

Home television programmers have observed this and are bidding for sports events every night.

Taverns and juke box parlors with television sets report the only programs that interest their customers are sports.

* * *

Reissue Tryouts

ALL reissues are to be tried out in various kinds of communities and most of them will be on dual bills under the new 20th-Fox plan decided upon by Andrew W. Smith jr., general sales manager.

The dual bill idea is the result of recent experiences. When an exhibitor has a new picture and an old one on the same bill the old one gets very little attention. When two big pictures are reissued on the same bill they get equal treatment.

Arriving at the right combinations is the problem. There will never be two musicals. An effort will be made to provide contrast to give the program wider appeal. All reissues will be in black and white because of the scarcity of Technicolor footage.

"Western Union" has already been tried out under the new plan. "Drums Along the Mohawk" and "Swanee River" are scheduled for similar treatment. Others will follow.

There is great curiosity about "Swanee River," because Al Jolson has bounced back to a peak in popularity as a result of "The Jolson Story."

* * *

Century to Experiment

MANY of the circuit managers in this country and Canada who have been deluged with home office bulletins about maintenance, public relations, cost reductions and the hundreds of other things executives can think of will watch an experiment in the Century Theatres circuit with a lot of interest.

Each executive is to spend a week in some one of the company's theatres refreshing his memory, if he is a former manager, and finding out something new, if he is not.

It ought to be a great stimulant for company morale and to the free exchange of ideas.

* * *

Predicts No UA Sale

A PROMINENT figure in the industry who has known Mary Pickford and Charlie Chaplin for years predicts they will not sell the company in the foreseeable future. He bases his prediction on two factors. 1. Both Pickford and Chaplin like the power and influence connected with ownership and operation of a major company. 2. It's a profitable investment.

George Pal Is Entering Feature-Length Field

HOLLYWOOD — Producer George Pal, whose previous activities largely have been devoted to making the "Puppetoon" shorts for Paramount distribution, is entering the feature-length animation field. His first effort, for which a United Artists release has been established, will be "Tom Thumb," which will be filmed in Technicolor and will be a combination of live action and animation. Woody Herman and his orchestra and Songstress Peggy Lee already have been signed to appear in the feature as vanguard of a list of radio and screen talent Pal plans to utilize. "Tom Thumb" will be ready for distribution by UA late in 1948 and will be followed by other features of similar technique, also set for UA.

Academy Board Votes For '48 Film Festival

Hollywood—This film production center will be the scene of an international film exposition during the summer of 1948. The board of governors of the Academy of Motion Picture Arts and Sciences has voted unanimously to sponsor such a festival, the first ever to be staged in the U.S.

In preparation for the event Margaret Herrick, executive secretary of the Academy, will attend the film festival to be held in Venice in August and September and will supervise the presentation of the Academy's exhibit.

Franconi, Mangham Given SG Plaques

DALLAS—Showing the likenesses and signatures of the original stockholders of Screen Guild Productions, Inc., John J. Jones, president, presented a plaque to John L. Franconi of Dallas and John W. Mangham of Atlanta, co-founders of the company, at a dinner given during the company's convention held recently in Hollywood.



Above is a reproduction of a plaque presented by Screen Guild to John F. Franconi of Dallas. An identical plaque, the difference being a shift of the center picture, was presented to John W. Mangham of Atlanta. The two are co-founders of the company. The plaque is of metal, with raised letters that will remain permanently legible.

The text on the plaque reads:

"For your conception of and persistence in the formulation and development of Screen Guild Productions, Inc., which has evolved into a substantial success—to our dignity in the trade—to our economic betterment—to our wholesome cooperation in the past—and which presages a happy and prosperous association between us in the years to come—we, the original stockholders, extend to you our thanks for your plan, your services, and your integrity in its consummation."

Satisfied With Progress On Hollywood Strike

HOLLYWOOD — Satisfaction with the progress of the studio labor situation was expressed by Judge Matthew M. Levy, counsel for the IATSE, after two weeks of conferences with Roy M. Brewer, union international representative. Levy left for the Canadian Rockies following the Hollywood meetings.

Brewer and Levy reported on the jurisdictional strike situation to Richard F. Walsh, international president, in telephone talks to New York before Walsh left for England. The IATSE head is in Britain discussing the exchange of technicians with Tom O'Brien, general secretary of the National Ass'n of Theatrical and Kine Employes.

Gainesville Tax Ends On Exhibitor Protest

GAINESVILLE, FLA.—The court fight instituted by Florida State Theatres against the Gainesville amusement tax bore fruit last week when the city council voted 3 to 1 to repeal the measure.

S. T. Dell jr., city attorney, said he had recommended repeal because there was not sufficient charter power to support it. Florida cities are limited to collecting only 50 per cent of what the state collects on any tax, and inasmuch as the state has no amusement tax the city can collect none.

Florida State Theatres attacked the constitutionality of the measure March 27, ten days before it was scheduled to go into effect. The levy would have been three cents on tickets costing 26 cents to 50 cents, five cents on tickets from 51 cents to $1, and eight cents for all tickets over a dollar.

Modesto, Calif., Tax Upheld by Court

MODESTO, CALIF.—This city's tax of three cents on each amusement ticket was upheld by Superior Judge Ralph McGee of Amador county. The judge sustained the city's demurrer to a suit brought by Modesto Theatres, Inc., which attacked the constitutionality of the ordinance. The city nets about $60,000 a year on the tax, according to Rex Gailfus, city clerk.

Blanket Tax Powers Given To Cities in Pennsylvania

HARRISBURG—The Pennsylvania legislature just before its final adjournment passed a municipal act which allows cities to levy a tax on anything not taxed by the state, except utilities. This broadening taxation will be brought into the courts to test its validity.

Freight Rates of Airlines Reduced 20-25 Per Cent

NEW YORK—Two of America's leading airlines, United Air Lines and American Airlines, Inc., have been authorized by the Civil Aeronautics board to reduce the rates for air freight from 20 to 25 per cent. The American Airlines decrease goes into effect July 15 while the lower rates for United Air Lines are expected to go into effect August 1.

Both airlines report that the major film companies use their air freight service for shipping 85 to 100 pounds of newsreels, films and theatre equipment twice weekly.

The Interstate Commerce commission in Washington is considering the Railway Express Agency's request for a permanent increase in express rates. During the hearings held starting June 9, the Motion Picture Ass'n told the ICC that a small increase might be justified but, if a large increase was granted, the film companies might resort to other means of transportation.

DeVry Official Leaves On 'Round World Trip

CHICAGO—Norman D. Olsen sr., export manager of the DeVry Corp., manufacturers of motion picture equipment, left San Francisco this week on the Pan American Clipper for what will be the start of an around the world goodwill sales trip.

Olsen will visit DeVry distributors and dealers in Hawaii, China, India, Iraq, Turkey, Palestine, Syria, Egypt, Italy, Spain, Portugal and Eire. He expects to return late in July.

Court Attacks Premiums In Ban on Foto-Pay-Day

DETROIT—Foto-Pay-Day was the loser in a decision handed down in Wayne county circuit court here by Judge Joseph J. Moynihan, who held that it is "an attempt to increase patronage by playing up to the gullibility of the patrons when not only are they going to see a film or films for entertainment, but likewise are going to have the opportunity of testing their luck under the guidance of the plaintiff and his rather ingenious plan."

Case was brought several months ago following the debut of Foto-Pay-Day in the Broder circuit here. Leading step in the actions against the scheme were taken by Raymond J. Meurer, counsel for United Detroit Theatres, a long-standing foe of "lotteries" here. Meurer asked Mayor Jeffries to take action against the "lottery," with the threat of theatre license revocation in the background if the Broder organization failed to comply.

The Broders then went to court, jointly with Foto-Pay-Day, Inc., and sought an injunction against the police commissioner, corporation council and mayor of Detroit, and the prosecuting attorney of Wayne county. Meurer on behalf of UDT, and David Newman, counsel for Cooperative Theatres, but acting in this case on behalf of certain individual exhibitors, successfully intervened as defendants in the case. Judge Moynihan, in his ruling, held that "this plan is but another method to avoid the prohibition of the statutes and the ordinances." The court went further to castigate the method of operating a theatre represented by such systems, evidently directing the tirade against all types of similar giveaway or related schemes:

"It does seem passing strange that instead of affording high class, worthwhile screen entertainment for both young and old, of merit, that those in the entertainment world must descend to such a level as resorting to the arousal of the cupidity of its patrons."

Mayor Kills Bank Night In Youngstown, Ohio

YOUNGSTOWN, OHIO—Mayor Ralph W. O'Neill of Youngstown this week ordered a halt to "bank night" activities in local theatres. The order stops such promotions at the Wilson, owned by George A. Manos of Toronto, Ohio, and the McGuffey, owned by Peter M. Wellman of Girard, Ohio. Both houses have been running bank nights for a long time. Wellman said that, in his opinion, bank nights are not lotteries, but revealed he voluntarily had already stopped bank nights two weeks ago at the McGuffey because "as a promotion, it was not successful." He said an amateur night has been substituted as a spur to business.

Rites for Mrs. Marshall

MARKHAM, VA.—Funeral services were held Sunday (June 15) for Mrs. William F. Marshall, mother of Frank Marshall, Warner Theatres executive. Interment was at Arlington, Va.

Peppiatt and Gross of 20th-Fox Killed in Capital Plane Crash

NEW YORK—C. E. Peppiatt, and Sam Gross, both recently promoted in a realignment of the 20th-Fox sales force, were killed Friday (June 13), in the crash of a Capital Airlines DC-4. The sales heads were en route to Washington from Pittsburgh on their first sales tour since their new appointments on June 2. Their plane crashed in the Blue Ridge mountains in West Virginia, 55 miles northwest of its destination.

Peppiatt, 53, was promoted to mideastern division manager by Andrew W. Smith jr, general sales manager. Gross, 48, took over Peppiatt's former post as Atlantic district manager, with headquarters in Philadelphia.

Funeral services for Peppiatt and Gross were held in Philadelphia Wednesday (June 18). Rites for Peppiatt were held in Oliver H. Bair's Funeral chapel, and additional services were held Thursday in Atlanta at the H. N. Patterson Funeral parlor. Interment was at West View cemetery in Atlanta.

Final rites for Gross were at the Rodeph Scholom Temple in Philadelphia, with interment at Mount Sharon cemetery.

Peppiatt had been in the industry since World War 1. He was with 20th-Fox for eight years. Before his promotion to mideastern division manager he supervised the Atlantic district, including Philadelphia, Pittsburgh and Washington and the newly named River district, consisting of Cincinnati, Cleveland and Indianapolis. He is survived by his wife, Ethel, a son, Cecil jr., and a daughter, Ann.

Gross spent 25 years in the industry. Most of that time he was with 20th-Fox. He was Philadelphia branch manager before his promotion to Peppiatt's former post. He is survived by his wife Jeannette, and two sons, Edgar and Barry.



NO HINT OF TRAGEDY—Both smiling broadly, C. E. Peppiatt (left), and Sam Gross, as they sat side by side at a luncheon at the Ritz Carlton, Philadelphia, in February of 1946.

THE GREATEST

WAITING

*"APPROXIMATELY 37 MILLION MOVIEGOERS

. . . . ATTENDANCE AND MONEY RECORDS

NEW YORK	30 Weeks	LOS ANGELES	45 Weeks
MINNEAPOLIS	8 Weeks	PITTSBURGH	9 Weeks
OAKLAND	10 Weeks	MIAMI BEACH	16 Weeks
MONTREAL	10th Week	SEATTLE	7 Weeks
ROCHESTER	6 Weeks	TAMPA	6 Weeks
COLORADO SPRINGS	2 Weeks	DALLAS	4 Weeks
LONG BEACH	8 Weeks	CHAMPAIGN	4 Weeks
PHOENIX	4 Weeks	NEW ORLEANS	5 Weeks
DETROIT	9th Week	DES MOINES	4 Weeks
DAYTON	3 Weeks	MEMPHIS	4 Weeks
WINNIPEG	3 Weeks	SACRAMENTO	4 Weeks

SAMUEL GOLDWYN'S "THE BEST YEARS

THE BEST THING THAT EVER

AUDIENCE*

IN HISTORY!

WILL SEE 'THE BEST YEARS OF OUR LIVES'"

—Dr. Gallup's Audience Research, Inc.

BROKEN EVERY DAY at ROADSHOW PRICES!

CHICAGO	25 Weeks	BOSTON	24 Weeks
WASHINGTON	8 Weeks	DENVER	8 Weeks
SAN DIEGO	7 Weeks	PROVIDENCE	5 Weeks
BALTIMORE	6 Weeks	SAN FRANCISCO	8th Week
LONG BEACH	8 Weeks	PHILADELPHIA	19 Weeks
ST. LOUIS	6 Weeks	TUCSON	3 Weeks
SPRINGFIELD	4 Weeks	SALT LAKE CITY	3 Weeks
CINCINNATI	7 Weeks	PORTLAND	5 Weeks
RICHMOND	4 Weeks	CLEVELAND	16 Weeks
TOLEDO	5 Weeks	KANSAS CITY	4 Weeks
FRESNO	5 Weeks	JACKSONVILLE	6 Weeks

OF OUR LIVES" Directed by WILLIAM WYLER

HAPPENED AT THE BOXOFFICE!

To be released by RKO RADIO PICTURES, INC.

16mm Discrimination Charged in Michigan

DETROIT—A demand for executive action by Gov. Kim Sigler to modernize the present state law regulating use of 16mm roadshow equipment was made this week by Fred J. Campau, acting secretary of the National Ass'n of 16mm Motion Picture Exhibitors. Campau characterizes the existing law as antiquated and absurd, and charges that there is unfairness and possible discrimination in the present enforcement.

According to Campau, farmer, labor and educational groups, and "public and private officials" now are allowed to exhibit films under conditions which are forbidden to a roadshow operator. He pointed out that the existing law governing such shows was written in 1919, and that it does not apply in a large measure to present conditions.

Basic to Campau's position in championing the roadshowman, who has been the bane of theatre operators in this area, is the contention that the present law does not make allowance for the use of safety film, which was not in existence in 1919. Campau charges that some "officials of the enforcement division" themselves use the film under the same type of conditions as roadshowmen, and that this constitutes serious discrimination.

Seeking a modification of the existing law to allow roadshowmen as well as other groups to present 16mm shows under modern and "safe" conditions, he threatened to take court action if these modifications were not made by the governor through executive action. According to Campau, a number of operators using safe equipment and films have been closed up in recent months.

Theatre exhibitors, of course, are anxious to have the 16mm field restricted as far as possible, because of the threat which it constitutes to their own business, and are watching the outcome of the present issue closely.

Rank Sales Staff Members Given U-I Field Posts

NEW YORK—Three members of the J. Arthur Rank sales division of Universal-International have joined the regular U-I sales staff. The special Rank division has been absorbed by the U-I field forces. Rank pictures now will be sold in the same manner as U-I Hollywood product, the company said.

Joe Gins, sales supervisor for Rank pictures since November 1946, in Chicago, Milwaukee, Minneapolis, Indianapolis and Detroit, has been named Buffalo branch manager. He succeeds J. J. Spandau, resigned.

Lester Zucker, supervisor in Boston, Cleveland, Buffalo, Albany and New Haven since September 1946, has been named Cleveland branch head. He succeeds Max Cohen, resigned.

Joe Oulahan, supervisor for Washington, Philadelphia, Pittsburgh and Cincinnati, is now special U-I representative in Washington, D. C.

Jules Weill, formerly with the Rank sales division, has resigned.

UA Takes on 'Nanook'

NEW YORK—Robert J. Flaherty's "Nanook of the North," first released in 1922, has been acquired by United Artists for foreign distribution, according to Walter Gould, foreign manager. A commentary has been added by Herbert Edwards and original music by Rudolf Schramm has been introduced. UA will distribute the film in English, Spanish and Portuguese versions.

In this Issue

The MODERN THEATRE
immediately following the LOCAL NEWS PAGES

Wometco's New Miami . . . "Showplace of the Americas"

★

Centers of Attraction . . . or More Off-Center Locations
by ANSEL M. MOORE

★

B.H.F. Colorcade Provides Possibilities for Theatres
by HELEN KENT

★

Carpet Industry Promises Revolutionary Developments
by MERRILL A. WATSON

★

Just Off the Boards

★

Theatre Modernization Means Attractive Floor Coverings
by PERRY WILLIAMS

★

Is Your Decorative Scheme a Sight or a Vision?
by HANNS R. TEICHERT

★

News of What's New in Modern Theatre Equipment

★

The Philadelphia Story of Old Theatre Face-Saving

★

Practical Principles of Theatre Air Conditioning
by GEORGE F. FRANTZ

★

Modern Disinfectants Are Best for Tactful Sanitation
by CHARLES P. HUGHES

★

New Equipment Developments for Drive-In Theatres
by THE CONDUCTOR

★

Dealers and Suppliers Join DeVry in New Projector Debut

★

The Quiz Pot

Fourth Atlanta Opening For 'Gone With Wind'

NEW YORK—"Gone With the Wind," which will be reissued by MGM in its original footage, will be given a fourth premiere at Loew's Grand in Atlanta June 25. The picture opened at the Atlanta house for the first time Dec. 16, 1939, and ran for 68 days on a reserved-seat, two-a-day policy. It was shown on a continuous policy at the Grand Dec. 13, 1940, and ran for 11 days. The third showing was held April 30, 1942, and the picture continued for a week.

A second engagement is scheduled for Shea's, Erie, Pa., June 27. No definite date has been set for the New York showing, which is scheduled for the Criterion. "Gone With the Wind" originally opened simultaneously at the Astor and Capitol Dec. 19, 1939. It ran for 43 weeks at the Astor on a reserved-seat basis and for 11 weeks continuous run at the Capitol.

Theatres Under Water As Floods Hit Iowa

DES MOINES—Floods which hit southern Iowa twice in a period of one week, took a heavy toll among theatres in the section, a survey showed last week.

Ottumwa and Eddyville, hardest hit during the first flood the first week in June, were just as roughly treated in the second deluge.

Of the seven houses in Ottumwa, four were under water with resultant damage amounting to hundreds of dollars.

At Fairfield, which escaped the brunt of the raging waters, Manager Nate Sandler reported the Coed closed two nights to conserve power, badly needed in the district because of flood conditions.

In Ottumwa, where damage to property and crops ran into millions of dollars, both power and water supply were off during the first flood. The power plant escaped the second deluge.

Theatre managers last week were busy cleaning up and assessing damage. It was not known just when repairs would be completed. Residents of the city were forced to boil water and there was fear of a typhoid epidemic.

Omaha Area Exhibitors Escape Flood Havoc

OMAHA—Hundreds of towns in the Omaha territory were coming out of the high water this week, with theatre owners generally considering themselves lucky compared with the plight of exhibitors in neighboring areas.

Most theatremen felt a dent at the boxoffice, but there were no reports of houses having to close within the territory. There were many film delivery anxious moments, but few actual slip-ups.

Film salesmen ran into the most difficulty, frequently delaying trips where roads were washed out.

Cooling Will Be Limited In Kansas City Theatres

KANSAS CITY—Exhibitors here are confronted with restricted air conditioning this summer following state approval for the local power company to limit air conditioning systems to five or fewer hours of operation during daylight periods.

Failure to receive generating equipment ordered several years ago caused the Kansas City Power & Light Co. to petition the state public service board for permission to restrict service to cooling plants of more than ten horsepower. A delegation representing local downtown exhibitors attended a hearing in Jefferson City several weeks ago in protest against the power company's proposal.

The necessity for restricting any particular customer will be decided by the utility but the customer will be reimbursed for his loss on a specified scale.

Clayton Robbins Retires

NEW YORK—Clayton Robbins, formerly merchandise manager of the Western Electric Co., Ltd., of Great Britain, motion picture equipment and service subsidiary of the Westrex Corp., has returned to this country as the first Westrex employe to retire on pension. Robbins, who joined the Vitaphone Corp. in 1926 and transferred to Electrical Research Products, Inc., the following year, plans to settle near Santa Barbara in California.

M·G·M TRADE SHOWS



A NEW "THIN MAN" COMEDY IS GREAT BOX-OFFICE NEWS!

WILLIAM **POWELL** · MYRNA **LOY**

"SONG of the THIN MAN"



RED SKELTON'S NEW RIOT IS A HOWLING HIT ABOUT HOLLYWOOD

"MERTON of the MOVIES"

CITY	PLACE AND ADDRESS	SONG OF THE THIN MAN	MERTON OF THE MOVIES
ALBANY	20th-Fox Screen Room, 1052 Broadway	THURS. 7/17 8 P.M.	TUES. 7/22 8 P.M.
ATLANTA	20th-Fox Screen Room, 197 Walton St., N. W.	THURS. 7/17 10 A.M.	TUES. 7/22 10 A.M.
BOSTON	M-G-M Screen Room, 46 Church Street	THURS. 7/17 10:30 A.M. and 2:15 P.M.	TUES. 7/22 10:30 A.M. and 2:15 P.M.
BUFFALO	20th-Fox Screen Room, 290 Franklin Street	THURS. 7/17 2:30 P.M.	TUES. 7/22 2:30 P.M.
CHARLOTTE	20th-Fox Screen Room, 308 South Church Street	THURS. 7/17 1:30 P.M.	TUES. 7/22 1:30 P.M.
CHICAGO	H. C. Igel's Screen Room, 1301 South Wabash Ave.	THURS. 7/17 2 P.M.	TUES. 7/22 2 P.M.
CINCINNATI	RKO Screen Room, 16 East Sixth Street	THURS. 7/17 8 P.M.	TUES. 7/22 8 P.M.
CLEVELAND	20th-Fox Screen Room, 2219 Payne Avenue	THURS. 7/17 1 P.M.	TUES. 7/22 1 P.M.
DALLAS	20th-Fox Screen Room, 1803 Wood Street	THURS. 7/17 2:30 P.M.	TUES. 7/22 2:30 P.M.
DENVER	Paramount Screen Room, 2100 Stout Street	THURS. 7/17 2 P.M.	TUES. 7/22 2 P.M.
DES MOINES	20th-Fox Screen Room, 1300 High Street	THURS. 7/17 1 P.M.	TUES. 7/22 1 P.M.
DETROIT	Max Blumenthal's Screen Room, 2310 Cass Ave.	THURS. 7/17 1:30 P.M.	TUES. 7/22 1:30 P.M.
INDIANAPOLIS	20th-Fox Screen Room, 326 North Illinois Street	THURS. 7/17 2 P.M.	TUES. 7/22 2 P.M.
KANSAS CITY	20th-Fox Screen Room, 1720 Wyandotte St.	THURS. 7/17 1:30 P.M.	TUES. 7/22 1:30 P.M.
LOS ANGELES	20th-Fox Screen Room, 2019 So. Vermont Ave.	THURS. 7/17 2 P.M.	TUES. 7/22 2 P.M.
MEMPHIS	20th-Fox Screen Room, 151 Vance Avenue	THURS. 7/17 10 A.M.	TUES. 7/22 10 A.M.
MILWAUKEE	Warner Screen Room, 212 W. Wisconsin Ave.	THURS. 7/17 1:30 P.M.	TUES. 7/22 1:30 P.M.
MINNEAPOLIS	20th-Fox Screen Room, 1015 Currie Avenue	THURS. 7/17 2 P.M.	TUES. 7/22 2 P.M.
NEW HAVEN	20th-Fox Screen Room, 40 Whiting Street	THURS. 7/17 2 P.M.	TUES. 7/22 2 P.M.
NEW ORLEANS	20th-Fox Screen Room, 200 South Liberty St.	THURS. 7/17 1:30 P.M.	TUES. 7/22 1:30 P.M.
NEW YORK / NEW JERSEY	M-G-M Screen Room, 630 Ninth Avenue	THURS. 7/17 10:30 A.M. and 2:30 P.M.	TUES. 7/22 10:30 A.M. and 2:30 P.M.
OKLA'MA CITY	20th-Fox Screen Room, 10 North Lee Street	THURS. 7/17 1 P.M.	TUES. 7/22 1 P.M.
OMAHA	20th-Fox Screen Room, 1502 Davenport St.	THURS. 7/17 1:30 P.M.	TUES. 7/22 1:30 P.M.
PHILADELPHIA	M-G-M Screen Room, 1233 Summer Street	THURS. 7/17 11 A.M.	TUES. 7/22 11 A.M.
PITTSBURGH	M-G-M Screen Room, 1623 Blvd. of Allies	THURS. 7/17 2 P.M.	TUES. 7/22 2 P.M.
PORTLAND	B. F. Shearer Screen Room, 1947 N.W. Kearney St.	THURS. 7/17 2 P.M.	TUES. 7/22 2 P.M.
ST. LOUIS	S'Renco Screen Room, 3143 Olive Street	THURS. 7/17 1 P.M.	TUES. 7/22 1 P.M.
SALT LAKE CITY	20th-Fox Screen Room, 216 East First Street, So.	THURS. 7/17 1 P.M.	TUES. 7/22 1 P.M.
SAN FRANCISCO	20th-Fox Screen Room, 245 Hyde Street	THURS. 7/17 1:30 P.M.	TUES. 7/22 1:30 P.M.
SEATTLE	Jewel Box Preview Theatre, 2318 Second Avenue	THURS. 7/17 1 P.M.	TUES. 7/22 1 P.M.
WASHINGTON	20th-Fox Screen Room, 932 New Jersey, N.W.	THURS. 7/17 1 P.M.	TUES. 7/22 1 P.M.

NOTE!

Change of Trade Show Date!

"SONG OF LOVE"

KATHARINE HEPBURN · PAUL HENREID

ROBERT WALKER

Originally announced for June 27th will be trade shown on

JULY 18th

Same Places! Same Hour of Screening!

Washington Report

By LEE GARLING

ACTION HERE THE PAST week by the house ways and means committe, eclipsed the future of the motion picture division of the Office of Government Reports. In fact it completely left out the entire Office of Government Reports, which administratively is under the executive office of the President, commonly called the White House.

Indirectly this is a slap at the President politically, for the Republicans to withhold funds from one of the chief executive's own agencies, so it cannot operate. No effort by the GOP was made to abolish the office.

Dallas Halverstadt, who heads the motion picture section of OGR, operated on probably one of the smallest budgets known by a federal government office. Always watchful of expenses, Halverstadt has been doing a fine job of cooperation with the industry. His elimination will create confusion in the future when industry experts want help from the federal government in producing pictures about which the goverment is the subject.

Even at this writing, Halverstadt has been conferring in New York with S. H. Fabian, Robert Coyne and Francis Harmon of the Motion Picture Coordinating committee on possible production of a short about the next wheat harvest.

Even though the appropriation bill goes to the floor without OGR included in it, hope still remains that the senate will include it and then in joint conference it might get some money to continue operation. Otherwise by July 1, the end of the fiscal year, no more OGR.

* * *

OPPOSITION to the the special tax-study committee appointed by Chairman Knutson of the house ways and means committee has been expressed by three democratic members of his committee. J. Cheever Cowdin, chairman of the board of Universal Pictures, was appointed a member of the special layman's committee to revise the entire Internal Revenue Code. The democratic congressmen voiced their criticism as "a precedent dangerous to the democratic process."

The tax-study committee had been thought to be a good idea by industry officials, especially since Cowdin had been appointed. Any proposal to lessen the burden of ticket taxes on the exhibitors would probably receive more favorable attention, although when asked by BOXOFFICE if he would offer a proposal to reduce admissions Cowdin declined to comment.

Politics again show themselves here in official Washington on these matters.

* * *

ORIGINAL ARGUMENT by Republicans to the State department's international information program was that it had never been legally mandated or authorized by Congress, therefore no appropriation of $31,000,000 asked for by the State department was possible.

Reliable information now is that since the Mundt bill is up for passage and is designed to do just that, legally authorize the foreign information program, GOP leaders in the senate have schemed to pigeonhole the bill, if the house passes it.

Instead, they would give Assistant Secretary of State Benton who heads the program for State, just $6,000,000. This would be hardly enough for his radio program, Voice of America, let alone continue to carry on ered by the $6,000,000 but disapprove of the decision because of his supposed experience in the field disseminating information. He is believed to approve of the commercial radio part of the broadcasts which would be covthe extensive documentary film production and distribution program he has been conducting.

Senators Vandenburg, Taft and Ball are thought to be the brains behind this move. Administration officials probably will be satisfied with this because of fear of its being cut out altogether. Senator Ball, a former newspaperman had the most influence in this rest that are produced by the department itself.

* * *

TO BE LOOKED UPON with a stern eye by the industry is a bill introduced in Congress called "Administrative Practitioners Act." It would require all persons engaging in practice before federal administrative agencies, to obtain credentials from a committee to be set up.

All people, except lawyers, would be prohibited from representing clients in certain types of administrative proceedings. Provisions of this measure, it is feared, could preclude, or at least make difficult, participation by trade and commercial organizations in behalf of their members in some types of formal proceedings before government agencies.

Representatives of the motion picture industry through their associations are among the most active here in Washington in carrying out the missions of their business at such proceedings in the interests of the industry. They would be seriously handicapped by such a bill.

Even industry corporations would be forbidden from being represented in formal proceedings before federal agencies, except by an officer, or an individual authorized to practice in accordance with the requirements of the bill.

Hearings will begin soon on this bill HR 2657 before the house judiciary committee.

* * *

REP. CHET HOLIFIELD (D-Calif.) is rising as a new congressional champion of the motion picture industry. Not that Holifield, coming from the Los Angeles district, has not ever defended the industry before, but that he now is putting on the robe of a crusader.

Speaking on the floor of the house he parried with John Rankin who is admitted to be a tried and worthy opponent at debate. Rankin was lauding Binford, the city censor of Memphis, Tenn., for banning the Chaplin film. In the process he attacked the film industry as spreading a "lot of filth that is being spread before the eyes of our children through the moving picture show."

Holifield arose, and said that he is not defending Chaplin or anyone else but, "What I object to is using a few individuals to smear an entire great industry." This is what the un-American committee is doing.

For misnaming the committee, Rankin objected to Holifield's leaving out the word activities. Holifield admitted it but was silenced according to the rules of the house.

* * *

STARTING THIS WEEK in Congress are hearings on the White-Wolverton bill to amend the Federal Communications act of 1934. The senate interstate and foreign commerce committee will hear mainly from the radio industry, but television interests are also concerned in the future of the FCC. Because of possible adverse effects on television, the bill will be watched closely by motion picture executives.

* * *

THE NATIONAL Broadcasting Co. will start its television station here June 27. Studio production will not begin until next September but through the New York to Washington coaxial cable, NBC will relay New York programs over their WNBW station here.

Czech Film Heads in U.S.



Here to observe and study film laboratory operations and techniques in the U.S. the above Czech film heads were photographed on their arrival in New York June 16 aboard the S. S. Drottningholm. Their mission is linked with the present ambitious efforts of the Czechoslovak film industry to rehabilitate, modernize and expand present productional facilities in that country. After two weeks in the east, where they will make an inspection tour of New York theatres and film laboratories, they will make a trip to Hollywood studios. In the photo, left to right: Frantisek Rubas, manager of the Czech State laboratories; Vilem Taraba, technical manager of the State studios; Frantisek Pilat, head of the Technical Administration of theatres, and Dr. Jaroslav Boucek, professor of the Film Faculty.

Comic Section Ads Planned For RKO's 'Magic Town'

NEW YORK—RKO will concentrate on ads in newspaper comic sections for its campaign on "Magic Town," according to S. Barret McCormick, director of advertising and publicity. The picture will be advertised in full color to a 52,000,000 circulation. The comic section ads will be supplemented by page ads in various publications.

Why the Railroads Can't Afford NOT to Modernize!

A Dollars-and-cents Example That Will Interest Travelers, Labor and Investors

For a long time the C&O has said that America's railroads must modernize their passenger equipment—or forfeit a great opportunity.

In print and in private we have lampooned the "rolling tenements" that still pass for sleeping cars. We have stumped for modern streamlined trains to replace tired, creaking old day coaches. And over and over we have stated that, given attractive equipment, and new comforts and services, railroads could open the door on a new era of travel . . . *The C&O is replacing every old sleeping car, day coach and diner on its main lines, with streamlined cars.*

But Is It Practical?

Standpatters in the industry are still shaking their heads. But lately more reasonable people have been asking, "How can the large-scale replacement of old trains be practical?"

They point out that several of our largest systems had serious deficits in 1946. And everyone knows that the railroads are caught between rocketing costs and lagging rates. "How," they ask, "can such an industry afford large outlays for new equipment?"

The answer is that the railroads can't afford *not* to make these outlays. And here is a dollars-and-cents example:

The Investment That Is Fast Returning Its Cost

Last August one of the C&O Lines, the Pere Marquette, installed two new daytime streamliners—the last word in passenger attractiveness.

The new trains have carried 86% *more passengers* than old trains carried over the same route during the same period of the previous year—when traffic was still swollen by war emergencies.



Which will it be—modernization or continued deficits?

Here is the proof of the pudding: In less than 4 years, at the present rate, the *increase in passenger receipts* will equal the total cost of the trains!

Modern equipment is not a luxury that only a few fortunate systems, like the C&O, can afford. Even a bankrupt railroad can borrow money today to buy such equipment at 2% interest.

Which Way Do We Go?

Railroads now face a critical choice: If pessimist thinking, old-line practices and Toonerville equipment continue to be tolerated, then regardless of rate relief, further deficits and bankruptcies are certain.

But, if, on the other hand, these liabilities are replaced by modern ideas and modern trains, our railroads can again be a credit to our country. They can also be a bulwark of our national defense, which, as every citizen knows, depends on a flourishing transportation system.

The Chesapeake and Ohio Lines

Terminal Tower, Cleveland 1, Ohio

Hollywood Report

By IVAN SPEAR

Literary Market Booms; First Time in Weeks

Just in time to avoid mass suicide by those denizens of the film capital who depend upon the sale of literary properties for the wherewithal to buy mink coats and Cadillac convertibles, the big-hearted producers dug into herring barrels to give the Hollywood story mart its first boom week in some time.

Paramount acquired the rights to a forthcoming novel, "Hazard," by Roy Chanslor, the purchase having been made by the studio from galley proofs of the book which will be published by Simon & Schuster. It is a tale that combines psychological drama and light comedy, and a girl obsessed by a strange gambling compulsion and an unconventional detective as central characters. Chanslor will come over to Marathon street to do the screenplay . . . Warners' contribution to the buying spree was the acquisition of Sidney Kingsley's Broadway play, "The Patriots," a portrait of our republic's founding and Thomas Jefferson's struggle to make it a democracy. Jerry Wald was assigned to produce the screen version . . . Furthermore, a Warners sharecropper, United States Pictures, bought "The Children," an original story by Peter Viertel narrating the wanderings of Europe's displaced persons, especially the small ones.

The King Brothers, who release through Allied Artists and/or Monogram, purchased an original by Howard Mundy, "Behind the Star," glorifying the American policeman. It's the tale of three ex-GIs who join the police force of a small North Carolina town and proceed to clean up rampant corruption produced by the Ku Klux Klan and unscrupulous gamblers . . . To the other side of the law went United Artists. Producer Charles R. Rogers released the moths from his bank roll sufficiently long to buy screen rights to "Dick Turpin Rides," biographical actioner about Britain's fabled highwayman by Alfred Noyes . . . Universal-International went for a preproduction deal when that film foundry bought screen rights to the "The Survivors," a play by Irwin Shaw and Peter Viertel, to be produced in New York in the fall by Leland Hayward. It is a combination of modern story and immediately after the Civil War, showing a parallel of period and current time. Operating under a U-I distributing arrangement, Douglas Fairbanks purchased the screenplay of "The O'Flynn," story of a soldier of fortune in the Napoleonic era, from Producer Edward Small. Screenplay for "The O'Flynn" was written for Small by Robert Thoeren from the book by Justin Huntly McCarthy. Small subsequently abandoned plans to make the film.

Edward Small's Son Joins Father as a Producer

News of executive personnel took on a like-father-like-son note when Bernard Small joined Edward Small Productions as an associate producer and as a general assistant to his father Edward Small. His first assignment is to "Cagliostro," which will be made at the Churubusco studios in Mexico City with Gregory Ratoff directing. No release has been set. Junior Small began his motion picture work nearly ten years ago and worked in all branches of production until he joined the army. After his discharge, he entered into partnership with L. B. Appleton jr., and together they produced two features for Columbia . . . It was old home week for Albert Lewin, of Loew-Lewin, when he resumed his long former association with MGM. No announcement was made concerning his duties with Leo but it was understood that he would concentrate his activities on production . . . Robert H. Buckner, who recently resigned a producer's berth at Warners, was signed by Universal-International to a long-term contract as a writer-producer . . . James Allen, who recently was appointed to head the Warner News, hired Ned Buddy, formerly editor and general manager of European newsreel operations for Paramount to assist him in the organization of the forthcoming Warner newsreel . . . Busby Berkeley, veteran megger, has been signed to a long-term contract by Michael Curtiz Productions, a Warners independent. His first chore will be supervising and directing the musical sequences in "Romance in High C."

Sam Katzman Schedules Two More Productions

Sam Katzman, whose independent pictures are released by Columbia, within a week added two more newies to his already heavy schedule of features and serials. First will be "The Corsair," based on an epic poem by Lord Byron, first published in 1814. As the basis of the second, two other classics of English literature will be utilized, Alfred Lord Tennyson's "Idylls of the King" and Sir Thomas Mallory's "Morte d'Arthur." The title of this one will be "Knights of the Round Table" . . . Set for takeoff early is July, Eagle-Lion's most ambitious productional venture to date, "Rainbow Ridge," will be filmed largely in Canada. Albert S. Rogell has been set to produce and direct under the supervisory eye of Executive Producer David Hersh . . . Lawrence Kimball has been assigned to script the screenplay for Republic's "Don Careless," an adaptation of the Rex Beach novel, to be produced and directed by John H. Auer . . . At 20th Century-Fox a newie was added to the production slate of Fred Kohlmar. Titled "The Flapper Age," it will star Jeanne Crain . . . Warners assigned Jean Negulesco to direct "Young Man With a Horn," from Dorothy Baker's novel about a jazz musician in the '20s. Jerry Wald will produce.

PRC to Release Output Of Cameo Pictures

Rapidly qualifying as fitten material for the Ho Hum department are announcements of newcomer independent production companies, of which at least one a week is standard equipment in Cinemania's news roundup. This time it's an outfit named Cameo Pictures which has just inked a deal with President Harry Thomas to release its output through PRC. Matty Kemp, Cameo's vice-president in charge of production, has selected "Linda, Be Good" an original by Dick Hyland and Howard Harris as his outfit's kickoff effort. The story was formerly the property of Mike Todd and Sam Coslow. Kemp, who has been away from the industry for several years, was formerly under contract to Paramount as an actor. Noel Clarke is associated with him in the new company.

Ethel Barrymore Gets Role In 'Portrait of Jennie'

Ethel Barrymore has been cast in Selznick Releasing Organization's "Portrait of Jennie," now filming in New York at the Pathe Studios with Jennifer Jones and Joseph Cotten in the co-starring roles . . . Another SRO tidbit concerns Beatrice Pearson and David Wayne, two Broadwayites who were signed to acting contracts. Wayne will have a part in "Jennie" . . . Columbia castings: Gloria Henry chosen by Gene Autry Productions as the cowboy star's leading lady in "The Strawberry Roan"; Glenn Ford will play a comedy part in "The Mating of Millie McGonigle"; and Willard Parker drew a topline in the same feature.

Siodmak to Direct a Film for Rank; Grant and Korda Form Company

Another link was added to the celluloid hands-across-the-sea chain which is being re-enforced as a result of the current visit to this country of J. Arthur Rank, maharaja of the British film industry. Rank and Universal - International brought to culmination a new and far-reaching talent interchange deal, which covers not only stars and noted directors, but will also include less-known players who will be interchanged as part of an international program for "building up" the personalities throughout the world. First in a series of such new interchange concerns Robert Siodmak, one of that studio's top directors, who will leave for England to direct "Precious Bane" for Two Cities Films, one of the producing companies of the Rank organization.



ROBERT SIODMAK

Also of international aspect, and, at the same time, another manifestation of the rush of stars toward hanging out their own production shingles is the formation of a new company by Cary Grant and Alexander Korda. Grant plans to go to Britain late this year to complete details for the project. Tentative program provides that the star-producer team will travel from country to country making pictures designed to help Americans understand foreign culture and customs. First of series will be filmed in Istanbul, where they probably already are re-enforcing the door to the harems—if any.

And, too, the immortal Sir Walter Scott was called upon to contribute his literary bit to the Rank-Hollywood torrid commercial romance. RKO Radio revealed plans to make a Technicolor picture in England in conjunction with the Rank film empire. To be titled "Ivanhoe," the feature will be based on an adaptation of that Scott classic written by Aeneas MacKenzie for Paramount, from which studio RKO purchased the script. In producing "Ivanhoe"—set for camera debut this summer—an English-American cast and crew will be used.

CHESTER FRIEDMAN
EDITOR

HUGH E. FRAZE
Associate Editor

BOXOFFICE Showmandiser SECTION

PRACTICAL IDEAS FOR SELLING SEATS BY PRACTICAL SHOWMEN

Ol' Smoothie

Ever hear of a preview review on a sneak preview? Everett Seibel, advertising director for Minnesota Amusement Co. in Minneapolis, came up with one for "Miracle on 34th Street."

A sneak preview of the picture was set at the Radio City Theatre. Seibel persuaded Bob Murphy, reviewer for the Minneapolis Star who already had seen the picture to refrain from revealing the title, plot or anything else about the picture.

Murphy ran the preview review on the day the sneak preview was scheduled. His review was a masterpiece of humorous reporting. He revealed his promise to readers and got himself involved in every paragraph trying to give them hints. By the time he had exhausted the column, the reader knew only that the picture was something special. A capacity audience testified to the interest aroused by the novel review.

* * *

An attractive souvenir program on the opening of the new Warner Vogue Theatre in Cleveland, prepared by J. Knox Strachan, publicity director for the Warner Ohio Theatres, reminds us that on our recent trip to that city we called on Nat Wolf, top executive of those theatres Instead of being ushered into Wolf's office, we were taken to the art department where we found him busily engaged in helping the artist prepare poster cards announcing the new theatre opening. Without a union card, too!

* * *

Lately our advice on exploitation has been in demand. Now we are invited to act as a judge in Eagle-Lion's nationwide showmanship contest for the best campaigns on "Repeat Performance." Theatremen are offered cash prizes totaling $2,500. The contest closes November 15 and top award is $1,000.

When we were a manager, we never entered any of these contests. Wonder if we would have won if we had? If we ever go back to managing again we will bear them in mind as we can always use an extra thousand or so. The BOXOFFICE Bonus also looks like an easy chance to pick up some extra pocket money.

---Chester Friedman

Charm Contest in Newark Offers $1,500 in Prizes

Concluding a six-week contest, patrons of RKO Proctor's Theatre in Newark, N. J., last week voted $1,500 in cash to winners of a charm contest, which helped exploit "The Farmer's Daughter." The contest was promoted by Fred Herkowitz, RKO Theatres home office publicist, with Harry Weiss, former manager of the theatre, and Herbert Heintz, who recently succeeded Weiss upon the latter's promotion to division manager.

The contest was a tiein with the Lorstan studios, a leading photographer in the east who provided the $1,500 awarded as prizes. In addition, the studio took free photographs of all the contestants and participated in an extensive campaign to publicize the contest.

During the six weeks of buildup, more than 600 photographs were received from entrants and displayed in the theatre lobby. During this period, theatre patrons received a ballot with each admission ticket. Almost 3,000,000 ballots were cast, with the winner receiving a greater number of votes than were cast for the city mayor in the last election.

The awards were made on the theatre stage on Thursday night, June 12, with John Robert Powers, the beauty expert, and Stacy Keach, RKO talent scout, on hand to congratulate the winners.

The results of the contest, as reflected in boxoffice receipts, were constantly apparent since many patrons attended regularly for the sole purpose of casting votes for their

The theatre campaign included a series of trailers which were changed each week, an advance lobby display calling for entries, a display of photographs in the lobby and underlines in all newspaper ads four weeks in advance. Station WAAT cooperated with free air plugs. However, the total advertising costs to the theatre did not exceed the ordinary budget.



Lobby display of photos recived in Newark, N. J., charm contest.

Following the announcement of the prize winners, a parade was staged in the downtown section of Newark escorted by a police motorcade, with Pathe News recording the demonstration. Onlookers were advised through signs that they could see themselves on the screen at Proctor's Theatre.



A LITTLE GEM...

This is the first time we (or anybody else we know of) ever ran an ad advertising a coming attraction trailer but . . . you just gotta see the coming attraction trailer of "Miracle on 34th Street" now on the screen at RKO Proctor's Newark. It's a little gem of entertainment.

Watch for
MAUREEN O'HARA and JOHN PAYNE in "MIRACLE ON 34th ST." STARTING WED., JUNE 18th at RKO PROCTOR'S NEWARK • plus 2nd HIT.

The head over the ad reproduction at left might well apply to the promotion itself. The advertisement was originated by Fred Herkowitz and symbolizes the old story of showmanship. What Mr. Average Manager sees merely as something perhaps a litfle better than usual, Mr. Showman recognizes as something which is "terrific" and extraordinary. Usually he becomes so enthusiastic that he gives vent to extraordinary selling methods and transfers his enthusiasm to the theatre patrons. Impressed by the "Miracle" trailer, Herkowitz decided that it was entertaining by itself. He then set about to pass this impression along in a manner which speaks for itself.

Laugh Limitation Lifted, Leaving Levity Legal

This is the story of a campaign that started when a man named Samuel Hyder was arrested in Pawtucket, R. I., for laughing on the streets.

Hyder, apparently, does not need a reason; whenever he feels hilarious, he just breaks out laughing, roaring and guffawing. A policeman without a sense of humor found nothing funny when he discovered Hyder enjoying a boisterous mood and issued a summons. A serious minded judge, also lacking in humor, fined Hyder in the district court. But the "laughing boy" had the case reopened and won a dismissal and a reversal on the charge of laughing.

As soon as the newspapers announced the legality of laughing, Pearce Parkhurst, manager of the Capitol Theatre in Pawtucket, decided to move in on the publicity given to the case. A New York interloper issued a challenge to the local "haw haw" champ for a laugh contest. Parkhurst promptly offered the stage of the Capitol as the contest site. Thus started the chain of publicity breaks for the theatre which kept the local citizens in a state of high merriment.

Parkhurst then came up with the announcement that the Capitol would observe Laugh week to commemorate the relaxation of the local law restricting laughter.

Here was an opportunity for the local townspeople to relieve themselves of pent-up laughter. Special programs were booked featuring attractions with the screen's favorite comedians. Charles Chaplin, Joe E. Brown, Jimmy Durante, Laurel and Hardy, the Three Stooges, Leon Errol all added their names to the list of laugh-provoking entertainment which Parkhurst lined up.

Newspaper feature writers, editors and news commentators took up the hue and cry with heavy accent on the laughs in store during laugh week.

Parkhurst used every medium of promotion to spread the word—trailers, lobby copy, marquee signs, heralds, newspaper ads and radio spots. Envelopes were imprinted with a complete listing of the week's attractions. Over the top copy read: "Haw! Haw! Laugh Week! A Free Cigaret Lighter and Coat Hanger Inside This Envelope." Upon examination the envelope was found to contain a single match and a nail.

Teaser copy in newspaper advertisements ran: "Oil Up Your Funnybones. It's Laugh Week, etc." Parkhurst became so enthusiastic he sent out press releases to every syndicated columnist and every magazine in the nation. If they failed to use it, at least it wasn't through lack of effort of Parkhurst who claims he had the last laugh with a rollicking week's gross.

And all because Sam Hyder couldn't restrain himself from laughing.

Morton Sets Two Contests To Promote 'Honeymoon'

Contest addicts were given two opportunities to compete for prizes offered by the RKO Albee Theatre in Providence, R. I., in connection with the exploitation of "Honeymoon."

Publicist Bill Morton of the Albee hooked up with radio station WHIM and promoted free time for one of the contests, which required listeners to submit 100-word letters on what they considered the "ideal honeymoon." Theatre tickets were awarded to those submitting the best letters.

A "Honeymoon" photo contest was set with a local photographer's shop in which contestants were asked to submit favorite snapshots of their own honeymoon. The merchant supplied the prizes.

Florists devoted windows to displays with this copy, "Flowers For Your Honeymoon." Jewelers, women's specialty stores and markets exhibited picture accessories with similar copy. Morton used bus cards and imprinted restaurant menus to round out his campaign.

Barnes Breaks Bright Ballyhoo Boosts Business Boundlessly

One of the first things Jim Barnes noticed when he took over as manager of the Warner Theatre in Oklahoma City recently, was the fact that the opposition was using large-scale ballyhoo methods to exploit its attractions.

Reasoning that the best way to fight fire is with fire, Jim has been throwing some red-hot ballyhoos around the city on his own—and with notable success.

In addition to use of the regular theatre ads and advertising outlets, Barnes tied up with local police for his playdate on "San Quentin," and arranged for theatre patrons to have their fingerprints taken by policemen as they entered the theatre. Most of the people were delighted with the opportunity and the stunt went over well. To distribute special heralds on the picture, Barnes had an usher dressed in convict garb covering the downtown sections.

To exploit "Homestretch," Barnes tied up with the operators of the local auto racing driveway for two banners which were erected in prominent points at the track. A "Homestretch" race was dedicated to the film and a trophy awarded to the winner with resulting publicity in the sports pages. Ushers dressed as jockeys handed out 5,000 capsules containing "dope sheets" with plugs for the picture. The Oklahoma Bus Co. bannered the rear of its buses with signs advertising the picture.

Signs carrying humorous copy were placed on the sides of milk wagons, and the cooperating dairy company distributed milk bottles each morning with stickers imprinted with theatre copy.

For "The Two Mrs. Carrolls," Barnes distributed fake season passes, car hangers and froze a sign within a cake of ice with copy: "It's a Cold Fact That 'The Two Mrs. Carrolls' Is the Best Show in Town."

"Yes sir, grosses have been very good," is Barnes' conclusion, "which shows that a little extra effort can still put over a picture in a big way."

Staten Island Faculty Aids After-School 'Yearling' Shows

In an effort to build up the matinee business during the run of "The Yearling," the Fabian St. George Theatre, Staten Island, N. Y., ran special after-school showings which began at 4:15 on school days.

A campaign to reach every school and pupil on Staten Island was launched two weeks in advance of playdate by Elias Schlenger, Fabian Staten Island advertising and publicity director. A teaser was used each day at the top of the Fabian combination ad—a small calendar of the month of May with the opening date blown up and circled. The teaser line read, "'The Yearling' will be at the St. George in 12 more days, 11 more days, etc."

The St. George ad was underlined for ten days with copy on the after-school showings directing parents to bring or send the children. A special trailer and 40x60 announcing the children's shows were used two weeks in advance.

Letters announcing the engagement and giving full information on the after-chool showings were sent to the heads of the 40 parent-teacher associations. The letters called attention to the fact that the film had been awarded the Parents' magazine medal of the month.

Schlenger also addressed the annual meeting of the Staten Island Better Films council, discussing the picture situation in general, and plugging the children's appeal of "The Yearling" and the special after-school showings.

One hundred jumbo window cards headed, "Attention, All School Children," were spotted at all Staten Island schools. The cards announced the 4:15 showings and a coloring contest, blanks for which were obtainable at the theatre.

Schlenger also contacted the superintendent of schools who had all principals announce, at general assemblies, the time and dates of the after-school showings, and the fact that coloring contest blanks were available at the St. George.

The local paper ran a story on the coloring contest on the theatre page. A story of the after-school shows was run on the school news and PTA page.

Patrons at Grove Tempt Fate With Lobby Device

Gerald Pratt, assistant manager of Century's Grove Theatre in Freeport, L. I., really placed "temptation" in the path of his patrons to exploit the film of the same name.

A shiny silver dollar was securely scotch-taped to a colored box on a table placed in the lobby. A concealed buzzer was connected to a foot switch worked by the doorman. Copy on the table read: "Do You Have Will Power? Can You Resist 'Temptation'? Try to Take This Coin and See What Happens . . . Come and See . . . etc." Signs carrying cast and title copy, covered the four sides of the table from top to bottom.

When a patron reached out to touch the coin, the buzzer was sounded. Usually this was enough to dissuade any further attempts, on the part of that person. However, Pratt estimates several hundred patrons participated in the gag.

Cola Trucks Bannered

Royal Crown Cola trucks in Dayton, Ohio, were bannered by Manager H. W. Reisinger of Loew's for his "Dishonored Lady" date.

Income Tax Reports Give Zany Twist to 'Wonderful Life'

An elaborate "Individual Deficit Return," printed to resemble an income tax blank and containing zany questions and instructions, was used as a mailing piece on "It's a Wonderful Life" by Dick Peffley, manager of the Paramount in Fremont, Ohio.

The blank contained spaces for such deductions as contributions to slot machines, punch boards, better golfers and better poker players (who won your money); warned against deducting money taken from pants pockets by the wife, and suggested that after the form was filled out, the man would go out and buy himself a headache tablet (not deductible).

This was one of a series of stunts pulled by Peffley in an all-around campaign on a "Spring Festival of Hit Combinations."

He launched the month-long program with a calendar of all of his May attractions that was sent to the regular mailing list, placed around town in public places, and distributed to all hotel rooms in the city. Passes for the full month were offered to anyone who could recall the first words of Lauren Bacall in her first screen role. Only one correct answer came in.

In advance of "The Fabulous Dorseys" Peffley conducted a poll in the theatre lobby on the comparative popularity of Tommy and Jimmy Dorsey. He also got publicity on this picture over the high school speaker system in connection with a four-inch misspelled word ad he ran in the high school paper.

Coloring Contest in Schools

All public schools in Norwich, Conn., cooperated with Manager Joseph S. Boyle of Loew's Broadway in a coloring contest promoting "The Yearling." Marion Foyda, cashier, arranged with the superintendent of schools to have the coloring heralds distributed in the schools. All classes used it as one of their drawing assignments, and the best in each room was sent to the theatre for consideration in the contest. The heralds were used as throwaways, too. Boyle also distributed bookmarks and automobile stickers to ballyhoo his program.

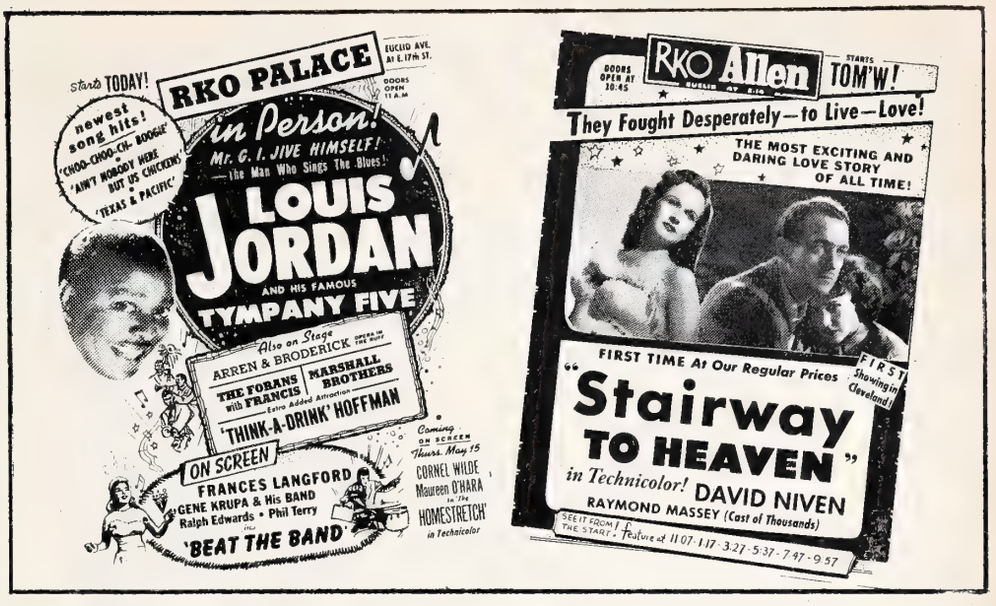
Saving It?

★ Don't discard your BOXOFFICE. The Showmandiser section has been designed to serve as a permanent handbook of theatre merchandising.

★ The pages will be numbered consecutively throughout the year.

★ An index to these pages will be published at regular intervals, thus providing easy reference to the various articles on showmandising of individual pictures, to types of pictures, and to all the various phases of promotion.

★ Theatremen and executives who have long felt the need for an up-to-the-minute, yet permanent guide to boxoffice promotion material, will recognize this latest service innovation in BOXOFFICE as an invaluable aid in their daily showmandising efforts.





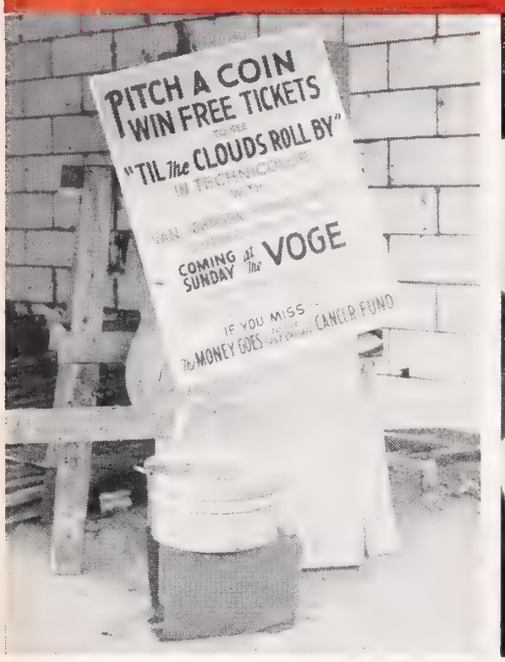
Advertising Layouts

Above are two layouts expressing originality and balance by Hank Harold, art director for RKO Theatres in Cleveland. Below and right, Jay Wren, director of advertising and publicity for Paramount-Adams, Newark, N. J., again demonstrates his talent for creative art.



PRACTICAL IDEAS FOR

Street Ballyhoo

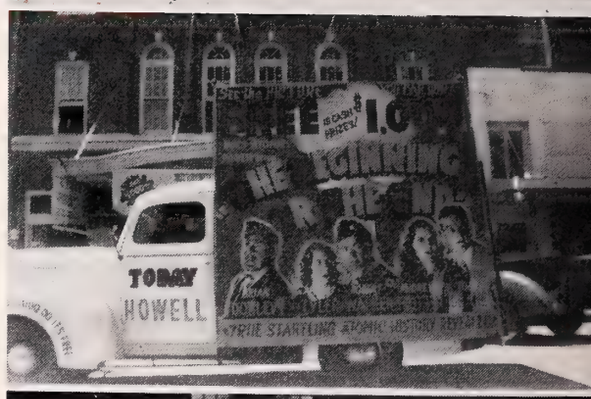


Roy Peffley, manager of the Voge, East Chicago, increased his cancer fund collections by inviting patrons to toss coins onto a plate floating in this tub of water. Those who hit the bull's-eye received passes.



To exploit "California," Frank Pratt, manager of the Paramount Theatre, Portland, Ore., had two of his usherettes dressed in western costume to hand out gold nuggets attached to a card announcing the playdate.

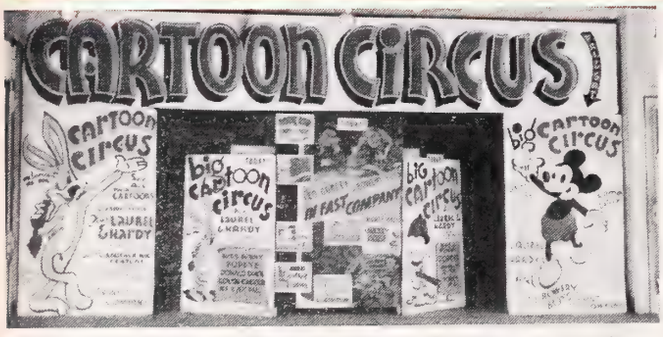






Manager Ed Durham of the Howell Theatre, Coleman, Tex., goes in for ballyhoo in a big way. Top photograph shows an 18-foot blimp; center, a sound truck used recently; bottom, an overhang board and still display which proved effective.

Other Outdoor Methods



Roy T. Shield who operates the Royal and Mecca, Enid, Okla., and assistant Russell Acker, created this front to promote a special cartoon circus at the Royal.



Here's striking theatre front made almost entirely of lithograph cutouts by Dan Hill, Georgie Theatres in Athens, Ga.

Below, one of six outstanding window tieups which were promoted to publicize "Stairway to Heaven" by Ed May, manager of the Lincoln Theatre, Miami Beach, and Sonny Shepherd, Miami Theatre.



A BOXOFFICE MIRACLE EVERYWHERE!

Miracle On 34th Street

TOPPING THE MIRACLE RECORDS OF 'MARGIE,' 'SMOKY,' 'STATE FAIR'!



CHICAGO
MILWAUKEE
DALLAS
LOS ANGELES
TOLEDO
PITTSBURGH
HARTFORD
NEW YORK
CLEVELAND
ROCHESTER
BUFFALO
SALT LAKE CITY
SAN FRANCISCO

AND EVERYWHERE!

The Entire Industry Is Talking About These Miracle Hits From 20th Century-Fox

BOB, SON OF BATTLE In Technicolor · KISS OF DEATH · MOTHER WORE TIGHTS In Technicolor · I WONDER WHO'S KISSING HER NOW In Technicolor
FOXES OF HARROW · NIGHTMARE ALLEY · FOREVER AMBER In Technicolor · DAISY KENYON · CAPTAIN FROM CASTILE In Technicolor · GENTLEMAN'S AGREEMENT

Club Idea Accelerates Kid Show Attendance

Although kiddy shows have been run for years at the Center Theatre in Hickory, N. C., the idea of forming a club in connection with the Saturday morning frolic occurred only recently to the management.

Almost immediately, says Manager Earle M. Holden, there was almost a 50 per cent increase in attendance. Holden believes his Center Theatre kiddy show club is among the largest in the state, with a registered membership of more than 1,100 in a town of 18,000.

Since Earle's theatre seats only 1,006, and is filled nearly every Saturday, the overflow lines up for the succeeding show, not a club affair, but with the same feature sans the stage show and additional cartoons.

While the club affairs are extremely popular with Hickory children, their appeal goes beyond the city and there are many members from surrounding towns.

A typical Saturday morning show consists of a western feature, two-reel comedy, a serial and three color cartoons. Stage time is limited to 20 minutes and is taken up by the distribution of prizes or a stunt of some kind with audience participation. The stage show opens with the singing of the national anthem, with the wording on the screen.

At some shows comic books or star photographs are given away instead of prizes. Especially popular are the photos of western stars, most of whom have been voted honorary members of the club.

Remarking on the club's modus operandi, Holden says the start is from a card filled out in the lobby, which is later replaced by an official membership card with a numbered stub. The latter is torn off and placed in a glass jar. These are drawn from the stage when there are prizes to be given away.



Center Theatre Kiddy Show club membership car.

Birthday cards are sent all members and constitute a pass for the bearer and a friend. Birthdays are also read from the stage, with the kids singing "Happy Birthday to You."

If a child misses a show, he or she gets a post card inquiring why, and hoping that illness wasn't the cause.

"These kids get a big thrill out of receiving so much mail," concludes Holden.

$100 Prize for Essay

An essay contest was sponsored by the Van Croix Theatre in Melbourne, Fla., on "What a Theatre Means to Your Town." It was limited to 50 words. The winner received a prize of $100. Second prize was a six-month pass.



Here's an all-year around idea which can serve to familiarize theatre patrons with film stars and booking schedule. Monty Salmon, managing director of the Rivoli Theatre in New York, and publicist Sid Gross, fixed up this attractive exhibit of magazine covers featuring popular stars. Patrons are being invited to identify them, with winners receiving long-term season passes. The contest will run until June 30. In this instance, the illustrations are from the front cover, in color, of the New York Sunday Mirror magazine section.

Yearling Deer Wins Publicity for Its Seattle Run

Showmanship is not dead—at least in Seattle—as anyone who followed the campaign conducted for "The Yearling" at Evergreen's Music Hall Theatre there will testify.

Headed by a live deer, Clyde Strout, Music Hall manager, and Vic Gauntlett, Evergreen ad and publicity head, the "Yearling" campaign was one of the most talked about events in Seattle for several days. The year-old deer was borrowed from the Washington state game farm. The sheriff's office obligingly donated its professional animal trainer to care for and accompany the animal during its round of personal appearance.

It was introduced to the public at a reception and cocktail party at the Washington State Press club. The membership was only told that "A star of 'The Yearling'" would appear in person. All, except the city editors and reporters covering the event, were kept ignorant of the actual identity. A big throng turned out and took the gag good-naturedly when the deer was led in by an attractive usherette. This took place on opening day and made the papers next day.

A visit to the editorial rooms of the morning paper brought a fine story and art break. As a gesture of theatre good-will, rather than for publicity purposes, the animal appeared at the Orthopedic hospital for crippled children. Police cooperated wholeheartedly with a traffic safety stunt which took the deer to a busy intersection where corsages were handed out in its behalf to extra careful women pedestrians and drivers.

The city's largest department store ran co-op ads plugging the fact the deer would appear in person in the children's department. By this time Seattle was well aware that "The Yearling" was at the Music Hall. The animal only had to appear for an instant and people would shout "There's the Yearling!"

On top of this, a big budget ad campaign was spread, including posting and extra space in newspapers.

She Sits Through 'Beast' In a Darkened Theatre

A novelty handbill offering a $5 award for any woman who would sit through "The Beast With Five Fingers" late at night in the Ritz Theatre, Russellville, Ark., brought much publicity to the run, reports Manager Paul Dodson.

Dodson also issued pasteboard "faint checks," upon which the patron was asked to write his name and address, so that in case he fainted, the theatre folks would know where to ship "the remains."

One intrepid woman, after receiving tests for blood pressure, etc., sat through the picture, with all house lights off. The picture started at 11:13 p. m., but she said she wasn't a bit superstitious.

First 100 in Roxy Theatre Get Cleansing Coupon

Through a tiein arranged by Manager Sherburne Hutchinson, the first 100 adults to enter the theatre daily during the week of June 8-14 received a coupon good for cleansing of one garment at the Roxy Cleaners.

The Roxy firm recently opened a branch office two doors from the Madison Theatre. A 30-second trailer and large lobby sign heralded the giveaway.

Universal-International

announces

that prints of "IVY"

are now available in our

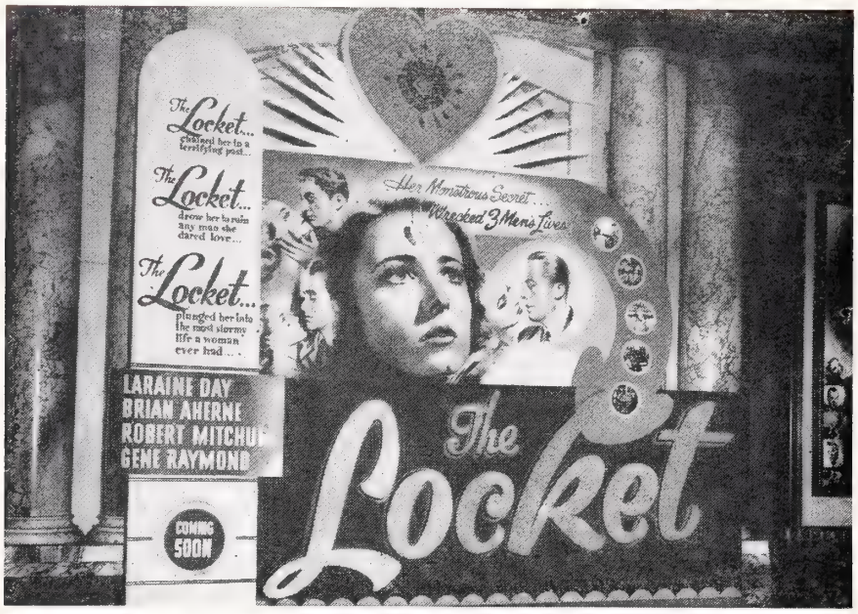
exchanges for screenings

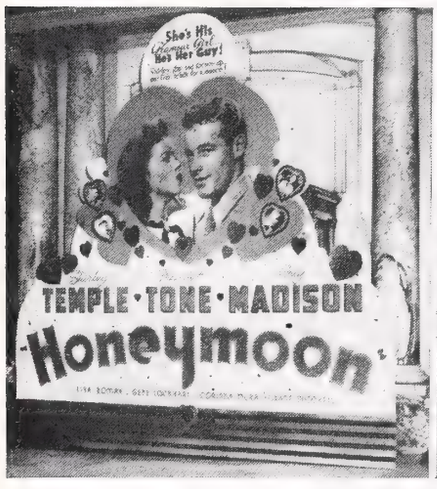


Universal International

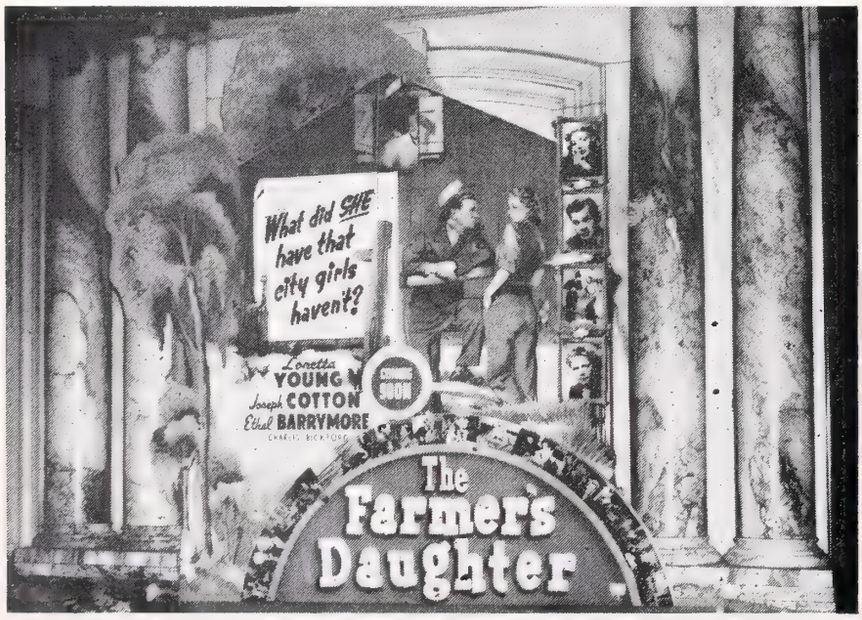
Creative Art in the Lobby

CHARLES R. PECIN, TALENTED CLEVELAND ARTIST, GIVES A FEW HINTS AND SUGGESTIONS FOR GETTING GOOD RESULTS IN THEATRE DISPLAYS









Every day the theatre manager is confronted with the problem of putting selling punch in his ideas. With art displays there is an ever present problem of getting these ideas into a finished advertising product that maintains a steady change of pattern, color and design capable of attracting theatre patrons without becoming stereotyped in appearance.

Charles R. Pecin, well-known Cleveland art and sign man, has been associated many years with theatre signs shops in that city. His creative technique has been responsible for the development of a distinctive showmanship flair which contributes in a great measure to the general attractiveness and freshness of the front and lobby displays at the RKO Palace Theatre, where he is employed.

Shirley Fishman, publicist for RKO Theatres in Cleveland, and Harry Schreiber, district manager, are agreed that Pecin's experience, his original ideas and his ability to accept his superiors' ideas and suggestions combine to achieve perfect harmony in the business of operating one's own sign shop.

TELLS OF METHODS

Pecin himself has some positive reasons for his success. What's more he is willing to pass along some valuable opinions which should be helpful to both theatre manager and the less experienced theatre artist.

"Always keep foremost," says Charles, "that the simplest and most forceful way of attracting the public's eye is by simplicity of design, well balanced lettering and copy panels, and maintaining balance in all colors and surrounding illustrative material.

"When photographs or enlargements are used, be sure they are balanced on the mounting and that lettering forms a balanced continuity.

"In many fields the pattern for art work is on the conservative side. This does not hold in the motion picture business where the artist can throw his entire book of tricks into his work, and may use stars, circles, music notes, foil paper, tinsel, chrome molding, and have full freedom of the colors of the rainbow.

COLOR KNOWLEDGE VITAL

"Full consideration must be given to the prominent point of interest, which must stand out above the finished product and which must SELL the attraction to the theatre patron.

"Theatrical work has always been a study of tricky designs and eye-catching color. Anyone embarking on poster work and advertising display making should devote careful study to the use of color and all its mysteries in blending to make one harmonious whole.

"Lettering must not be overlooked, since it plays an important function in pleasing the eye and making the final product attractive as well as workmanlike.

"In selecting color combinations, care should be exercised so that the so-called warm colors, reds, etc., will not be used excessively during the hot summer months when the cool blues and green combination should predominate. Objectively the purpose is to convey the thought of coolness in atmosphere. This works just the opposite during the other seasons of the year."

Some recent examples of display art at the RKO Palace Theatre in Cleveland are illustrated at left. With the main selling angle of the attraction as the focal point, the background hues contrast sharply with illustrative material and copy. The layout itself will conform with the general theme of the picture. Pecin finds that by working still photos into his displays, the patron finds himself attracted directly to the board for close inspection instead of walking by. A study of these panels will reveal care in mounting art work and letter spacing.

Music and Book Tieins, Lobby 24-Sheet Plug 'Jolson' for Shapiro

A 24-sheet board, emblazoned with a large cutout of Larry Parks in Al Jolson's well-known "Mammy" pose with large flittered letters at top and bottom of the 16-foot affair, proved a real traffic stopper in the Rivoli Theatre lobby in Roxbury, Mass.

Manager Norton Shapiro surrounded the cutout with 14 8x10 stills, four 11x14s and two end pieces of 14x36 insert cards. Across the top of the entire board was the title "Jolson Story" in foot-high flittered letters. At the foot of the center piece were five-inch letters, also flittered, announcing the opening date. The display was illuminated by fluorescent tubes concealed overhead and the large cutout, which served as a centerpiece, was picked up by a spotlight.

CARDS ON LOBBY PANELS

On the end doors in the outer lobby 5x17 letter cards were placed over glass panels in the doors. Fitted in a vertical fashion, copy read, "Jolson Story" with the last card balancing with copy announcing the opening date. The effect was created on both sides of the door so that patrons had to "pass through" the letter cards on their way in and again on the way out.

For two weeks in advance of opening day Shapiro used the Jolson record album on his amplifier system in the auditorium before and after shows. Newspaper ads for the film began three weeks before opening and 1,500 post cards were mailed to houses in districts on the edge of the Rivoli's circle of drawing power. Two thousand heralds were distributed through the neighborhood. Both these communications were printed in cooperation with a local merchant.

PROMOTES POCKET BOOKS

In addition to his work on "The Jolson Story," Shapiro carried out an extensive campaign on "The Razor's Edge," employing large signs on the sides of two trucks used by the distributor of Pocket Book Editions in the area surrounding the theatre. Twenty-five copies of the book were promoted for a special giveaway in connection with a contest employing numbered cards distributed from door to door throughout the neighborhood and to children leaving schools in the district. A similar idea was used in connection with "The Lady in the Lake," incidentally.

Store Dummies in Lobby For 'Frontier' Short

Manager E. C. Lee of the Tulsa Theatre in Tulsa, Okla., really knows how to sell a short subject. He recently put on a five-day whirlwind campaign on "Frontier Frolic," the Bob Wills short.

A cooperative tieup with the Globe Clothiers resulted in a window display featuring the film's six-sheet, stills, date and theatre name copy. The Tulsa lobby was dressed up in advance of playdate with dummies from the Globe wearing cowboy costumes. Fine hats, boots and belts were displayed.

Lee arranged with the sales manager for General Mills, who make Playboy flour, for a downtown window display. Shown amid sacks of flour were stills from the film and pictures of the Bob Wills band from its early days in Tulsa to the present.

A radio tiein was made with Johnny Lee Wills, brother of Bob, who plays over KVOO, to plug the short subject over his daily noon broadcast and at his Thursday and Saturday midnight airings.

In Gay Paree



The Cinema Le Paris opened "The Princess and the Pirate" with great fanfare and ballyhoo. The theatre entrance is pictured with one of several horse-drawn carriages Manager R. Bernheim used to exploit the date. Attractively gowned girls decorated the vehicle for added interest.

'Prestige' Mail List Pays Off on 'Love'

Making your sales approach to a selected clientele, and one that is not the usual picture-conscious group, at that, is always a problem. Manager Max Phillips of the Regent in Sudbury, Ont., worked it effectively, however, on "I've Always Loved You."

Through the local Community Concert Ass'n, he secured a file of patrons, and from two leading music stores got mailing lists of approximately 3,500 names. Each was sent a personally addressed post card.

"Attendance of persons of prestige was clearly marked during the playdates," Phillips reported. "The approach definitely had value, as many took the trouble to either phone and call in person to register their disappointment because they had not received our invitation."

Phillips also arranged to have a 6-year-old piano prodigy appear on the stage at intermissions during the week prior to the playdates. The youngster gave a description of the film in his own words and then announced he would play his own interpretation of Bach. His stage deportment and directness of approach appealed to all audiences, Phillips reported.

The theatre also got a florist to set up a lobby piece in the form of lattice work, canopy and wishing well, and the city's leading jewelry store set up a dazzling diamond display in a cooperative window.

Sets Double Contest

The June Allyson double contest was one of the highlights of the advance campaign on "High Barbaree" at Loew's State and Orpheum theatres in Boston. The campaign, set up by publicity director Joe di Pesa, featured strong exploitation and almost 100 entries were received in the contest as a result of publicity breaks in every Boston newspaper. The winner received a wrist watch and a recommendation for a screen test.

Mayor Gets Big Hat As Stunt for 'Duel' In White Plains

No stranger to publicity stunts, Mike Stranger, Loew's State pilot in White Plains, N. Y., went to town on "Duel in the Sun" in a manner that well nigh had the town gasping. Modest Mike, however, says he was given "strong assists" by Irving Kaminer and P. Rittenhouse of his staff.

Highlight of his "Duel" selling was getting the mayor's acceptance of a ten-gallon hat from girls on a float. The Reporter-Dispatch shot pictures of the affair and gave it good space on a yarn. There were stories in six papers on the chapeau stunt, four on the front pages.

GETS PUFF LINE OVER

In addition, he obtained two weeks of five full pages in the Westchester weeklies, with a puff line on "Yes! the Big Ones Come to Loews." A full page was planted in five papers a week in advance and also five additional full pages the playdate week. This latter portion of the campaign was "for free," Mike stresses.

On the night before opening, a man wearing a "Duel" T-shirt jumped into the ring between each round of a prizefight program at the Auditorium County center. The program had a gate of 5,000.

Through an arrangement with the local Sunday paper outlet, Stranger distributed 5,000 tabloids along with sales of the Mirror, News and Journal-American. Five apartment blocks and one hotel consumed another 1,000 tabs. All Sunday papers sold Saturday night in front of an opposition house also contained the tab.

STRIKE END A 'BREAK'

Four music store windows were tied in, while Davega's gave a radio-recorder for lobby plugging of the Boston Pop orchestra a week in advance. On the air Mike got numerous air breaks, including WFAS featuring the record album of the Boston Pop and incorporating it into the station's schedule. A radio quiz over the same station lasted 15 minutes, and when the phone strike ended he got a free quarter-hour back on the air.

A lobby-stopper was a shadowbox with flasher doing justice to transparent copy on the picture. A "Duel" sundae was served at Grant's, Woolworth's, Whelan's and Young's, while other tieins included library book marks, newsboys' aprons, a parking lot 6-sheet plant, book and cigar store windows, plus 50 window cards that went into general locations.

Full Co-Op Page Promoted 13 Consecutive Weeks

George Pappas, city manager in Peru, Ind., for Alliance Theatres, has received a letter of commendation from the advertising manager of the Peru Daily Tribune for his feat in selling a full page of cooperative advertising each week for 13 weeks.

All the ads are tied in with a contest for which theatre passes are the prizes. In return for his efforts, Pappas gets a three-inch space across the top of the page.

"It is gratifying to know," wrote the advertising manager, Ralph V. Sherping, "that through your efforts there will be more people reading the ads that appear on the co-op page each week. This is the first time that any local manager has taken the interest in our merchants and newspaper that you have, and I congratulate you on behalf of the merchants and our newspaper."

BOXOFFICE NUGGETS

Spencer Bregoff, manager of the Palace Theatre in Staten Island, N. Y., tied up with furniture and record stores to exploit "Humoresque." One of the stores devoted an entire window to a display of records, with a 40x60 from the picture. Recordings played over the public address system a week in advance also helped to promote the show.

H. J. Potter, manager of the State-Lake Theatre, Chicago, arranged for an interesting window display with the Loop office of the Santa Fe railroad to help promote "California." The display represented the contrast between train travel of today and the slow, laborious transportation of the covered wagon days, as illustrated by scene stills from the picture. Theatre credits and playdates were prominently displayed.

Nevin McCord, manager of the Ada Theatre in Boise, Idaho, cashed in on a local angle for his engagement of "Blaze of Noon" by erecting a special lobby board composed of two dozen photographs depicting the history of Boise's airmail pilots.

Gerry Pratt, assistant manager of the Grove Theatre, Freeport, N. Y., used an effective teaser in local newspapers to plug "Nora Prentiss." A week prior to the playdate, a help wanted ad was spotted with copy, reading: "Wanted. Silent partner . . . Won't talk, won't tell . . . Enjoys sitting, watching, listening . . . The opportunity open for one week only. Call (theatre number)." The telephone response indicated that the stunt was well received.

Jack La Reaux, manager of the Huntington Theatre, Huntington Station, N. Y., had a novel children's guessing contest running for four weeks, the object of which is to determine how many beans are displayed in a bowl. Two bicycles will be awarded to those guessing nearest to the correct number. Children attending every Saturday matinee receive a comic book with an entry blank. The covers of the books feature ads which defray all costs. Trailer and lobby placards help to advertise the giveaway.

Edward Richardson, manager of Loew's Granada in Cleveland, aroused special interest in the showing of the Academy award-winning Tom and Jerry cartoon through a letter-writing contest open to all children. Those submitting the ten most interesting answers to the question, "Why I like Tom and Jerry cartoons," were awarded a family portrait of Tom and Jerry.

J. P. Harrison, Interstate Theatres manager in Denton, Tex., got an unsolicited testimonial from a leading Texas educator prior to the opening of "Smash-Up" at the Texas Theatre there. Pointing out that there are 6,000,000 alcoholics in the United States today, two-thirds of whom start drinking at high school age, Asa Bridges, state secretary of Allied Youth, Inc. of Dallas declared that "Smash-Up," was a film all educators should see.

Doe Tieup by Taylor at Buffalo Zoo Gets Boxoffice Dough for 'Yearling'



One of the highlights of "The Yearling" campaign at Shea's Great Lakes in Buffalo was this large poster placed in the deer compound at the Buffalo Municipal zoo. This display was used as shown for two weeks in advance of the opening and two weeks during the showing. Thousands saw the poster on visits to the zoo, especially during the weekends when many children are taken to the spot by their parents. Credit for this tieup goes to Charles B. Taylor, advertising and publicity director for Shea's.

Marble Champions Vie For Prizes Given by Star of 'Yearling'

A citywide marble contest arranged in cooperation with the department of recreation garnered extensive newspaper support and publicity for "The Yearling" at the State Theatre in New Orleans.

Rodney Toups, manager of the State, and Ken Prickett, MGM exploiteer, used the agate shooting contest as the nucleus of an all-embracing campaign included radio promotion, merchant tieups and outdoor exploitation.

The marble contest made the front pages of the dailies, and 42 free spot announcements were promoted on sports broadcasts tying in the fact that the prizes were donated by Claude Jarman jr., star of "The Yearling," with theatre mention.

The prizes were displayed in store windows and at playgrounds in advance of the contest. More than 3,000 entries were received and 9,000 people were present at the finals at Pelican stadium where the theatre and the picture came in for prominent credits.

An advance screening for newspaper and radio representatives and influential citizens started the publicity. Numerous tieups were made with stores handling the book. A seven-foot replica of the book was displayed in the lobby in advance.

A teaser newspaper campaign was augmented by regular display advertisements, which increased in size each day until the picture opened. Royal Crown Cola cooperated with truck banners, had retailers display poster cards and gave spot time on the radio for two weeks. A 150-foot banner was hung around the front of the State Theatre Bldg. facing Canal street.

College Students Guess Alligator's Age for 'Fury'

A new twist was given to the old "guessing contest" as an attendance incentive by Dave Dallas, city manager for Theatre Enterprises, Inc., in Manhattan, Kas., during the showing of "Untamed Fury."

Using an alligator that had been sent him for a lobby display during the run of the film, Dallas cooked up a stunt that received story breaks in both the local paper and in the weekly student publication of Kansas State college.

Three days prior to the opening of "Untamed Fury" Dallas contacted the veterinary department of the college and offered the "vet" students prizes for coming closest to the actual age of the alligator. To be eligible for the prizes students had to purchase tickets and leave their guesses on cards furnished by the doorman. Prizes were awarded to each of the four groups from freshman to senior. The student interest, according to Dallas, was keen and there were many entries. Prizes consisted of passes to any TEI house in the city.

Memory Contest Assures Reading of Throwaways

Two throwaways, one of them incorporating a memory test that assured readership, were used by Manager A. C. "Bert" Detwiler, of the Manor Theatre, Hollidaysburg, Pa., for "The Westerner." One of the throwaways offered passes to the first 20 persons turning in answers to when the following pictures were produced and naming one star of each: "Canyon Passage," "Birth of a Nation," "Union Pacific," "The Plainsman," and "Cimarron."

FROM THE FILES OF

20 Years Ago

THE new Paramount epic of the air, "Wings," will be dedicated to Capt. Charles A. Lindbergh, flying hero of the historic one-man nonstop flight from New York to Paris.

* * *

James R. Grainger, one of the three men who control the affairs of the William Fox organization, has signed a contract to remain with the organization another six years as general sales manager . . . Al Jolson will make his debut on the screen in the title role of "The Jazz Singer," which has broken records in New York and on tour. Jolson will have the honor of being the first artist in the world to be both seen and heard in a feature picture by the aid of Vitaphone, which will be one of the incidental features of the production of "The Jazz Singer."

* * *

Sam Bischoff has been appointed studio production manager of Gotham Productions. Sam Sax will supervise all west coast productions, but Bischoff will look after studio production . . . The two Universal exchange managers who won trips to Europe with Carl Laemmle, as a result of excellent work in an exchange contest, are: W. J. Heineman of the Salt Lake City exchange and Morris Joseph of the New Haven exchange. The latter formerly was manager in Kansas City.

* * *

Norman Kerry will have the male lead in "Love," Greta Garbo's initial starring film for MGM. The film is based on Tolstoy's famous novel, "Anna Karenina," and is being produced on an elaborate scale.

Rank Films Produced All Over the Globe

LONDON—British film production will be worldwide this summer with 20 different units filming J. Arthur Rank pictures in every corner of the globe.

The camera and technical crew of Michael Balcon's "Scott of the Antarctic," an Ealing production starring John Mills, is completing several weeks of location shooting near the South Pole while the Sidney Gilliat-Frank Launder production of H. Stackpole's novel, "Blue Lagoon," starring Jean Simmons, will be made on one of the Fiji Islands group. In addition to the Pacific location trip, Miss Simmons will probably fly from London to Denmark for some scenes in "Hamlet," in which she plays Ophelia opposite Sir Laurence Olivier, who is also producing.

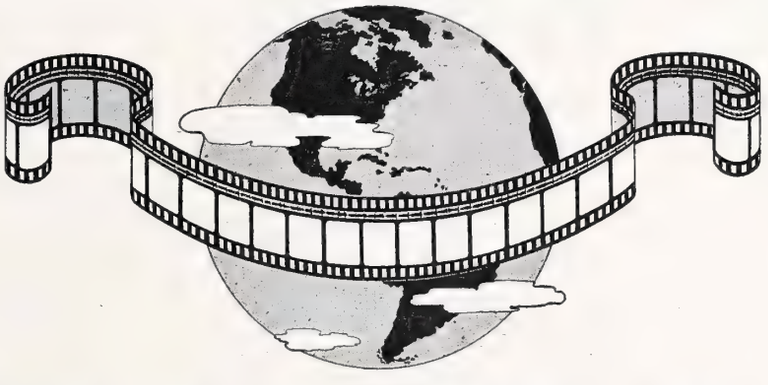
"Eureka Stockade," a sequel to Michael Balcon's "The Overlanders," will be produced by Ealing in Australia with Chips Rafferty starred while the Powell-Pressburger team will film scenes for "Red Shoes" in London, Monte Carlo, Switzerland and Copenhagen. Sydney Box also had Phyllis Calvert and players in the Gainsborough film, "Rescue," high in the Swiss Alps for several weeks and he will return there next month to film "Snowbound," adapted from Hammond Innes' novel, "The Lone Skier," featuring Robert Newton.

Another Rank unit is filming scenes of "Against the Wind" in Belgium for Ealing Productions and the Archers' "End of River" company has just finished months of shooting this Powell-Pressberger film in the forests of North Brazil with Bibi Ferreira starred.

Eleven other pictures are under way in Rank studios in England. David Lean is directing Dickens' "Oliver Twist" and Margaret Lockwood is starring in "White Unicorn" under Bernard Knowles' direction. Googie Withers is starred in Ealing's "It Always Rains on Sunday," Greta Gynt is making "Miranda" for Gainsborough and Wessex is making the screen version of G. B. Stern's "The Woman in the Hall," with Ursula Jeans and Cecil Parker.

Brian Desmond Hurst is directing "The Mark of Cain," starring Eric Portman and Sally Gray, at Two Cities and "Saraband for Dead Lovers" continues at Ealing. Sidney Gilliat will direct "Dulcimer Street" next month and Gainsborough is ready to start on Edgar Wallace's racetrack classic, "The Calendar," with scenes made at Aintree and Ascot tracks. Maurice Elvey will direct "Becher's Brook" and Peter Ustinov will start "Private Angelo" as soon as he returns from Hollywood. A. J. Skene will direct "Streets Paved With Water" for Gainsborough next month.

Including "Great Expectations," now in its fifth week at the Radio City Music Hall, 14 Rank pictures are on American screens during June. These will be followed in the fall with 24 newly finished Rank productions, headed by "Black Narcissus," starring Deborah Kerr, and "October Man," "Blanche Fury," "Fame Is the Spur" and "Uncle Silas."



ALEXANDER FILMS COVER THE NATION
and SEVERAL FOREIGN COUNTRIES

2,707,100 feet of film, in 60-foot units, was shipped to Alexander Theatre Partners in April, representing screen advertising for 22,559 Alexander accounts. Approximately 9,000 theatres are sharing screen revenue from this business . . . ARE YOU? We will welcome the opportunity to tell you of our Theatre Partner Plan.

New York Office:
500 Fifth Ave.

ALEXANDER FILM CO.

Home Office:
Colorado Springs, Colo.

'Alfalfa' Switzer in 'Scandal'

Carl "Alfalfa" Switzer has been slated for a role in Paramount's "Big Town Scandal."



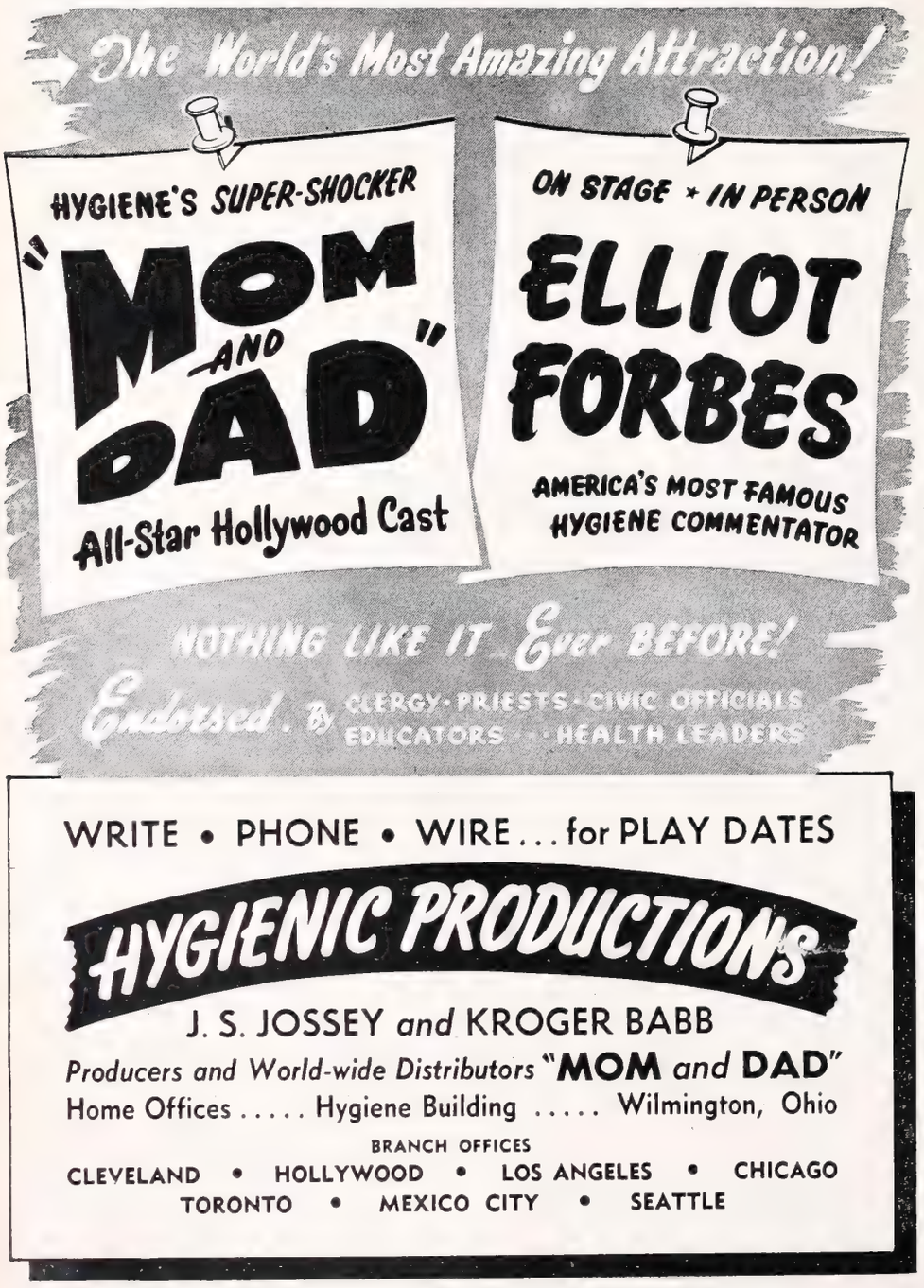
RKO Starts Newspaper Ads On 'Miracle' Trailer

NEW YORK—A newspaper advertising campaign on the 400-foot trailer on "Miracle on 34th Street" has been started by Harry Mandel, advertising and publicity director for RKO Theatres. Ads already have been placed in Newark, N. J., newspapers and will be used in other RKO situations playing the 20th-Fox picture.

The Newark "Miracle" trailer ads were 35 lines and read: "A Little Gem—This is the first time we (or anybody we know of) ever ran an ad advertising a coming attraction trailer . . . but you just gotta see this trailer now on the screen at RKO Proctor's. It's a little gem of entertainment."

Dembow Jr. Opens Office

NEW YORK—Sam Dembow jr., president of Producers Service Corp., has opened offices at 18 East 48th St. here. Dembow is business representative for "Carnegie Hall," Federal Films production.



CLEARING HOUSE

(Continued from inside back cover)

POPCORN SUPPLIES

Write for our special contract which guarantees you more profits and greater savings on all your popcorn and popcorn supplies. Blevins Bee Hive Popcorn Co., Nashville, Tenn.

Home of "Rush Hour" popcorn and popcorn supplies. Send for price list. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo. Established 1874.

All-Electric Popcorn Units, popping kettles, copper caramelcorn, candy kettles, peanut roasters, display cases, lowest prices. Northside Popcorn Co., Indianola, Iowa.

Popcorn: It pops! Our customers have popped $133 out of one bag. Try it! Price f.o.b., $8.75. Ohio Popcorn Co., Arcanum, Ohio.

Increase Popcorn Sales and profits. Today hundreds of theatres are using our stunning flex-glass heating and selling counters. Eliminate waste, carpet damage and fire hazards. $225 gives you deluxe popcorn merchandising. A few choice territories still open to distributors and dealers. H. M. McLaren Specialties, 3625 W. 26th Ave., Denver 11, Colo.

POPCORN MACHINES

Burch—Manley—Cretors—Advances—All electric French fry types. Karmelkorn Equipment, 120 S. Halstead, Chicago 6, Ill.

Rebuilt Popcorn Machines for sale. Fully guaranteed. Price from $150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill.

Blevins is national headquarters for popcorn machines. Silver Stars, Super Stars, Corn Cribs. Old machines taken in trade. Blevins Popcorn Co., Nashville, Tenn.

Real Bargains used popcorn machines. Burch, Cretors, Advance, guaranteed. Poppers Supply, Box 838, Atlanta, Ga.

Star popcorn machines. All models. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo.

Manley Theatre Model. Never used. Discount. Quick sale. Pop Corn Supply Co., 110 South Andrews St., Three Rivers, Mich.

One, like new, World's Fair, Advance Model, Star Popcorn machine, $250. Box 471, Uptown Theatre, Cairo, Ill.

For Sale: Burch "Princess Pat" electric popcorn machine. Good condition. First $150 check takes it. Tarpon Theatre, Tarpon Springs, Fla.

AIR CONDITIONING

Prompt Shipment—Allsteel Blowers with motor, 5,500 cfm, $127.80; 8,500 cfm, $172.20; 11,000 cfm, $228.90; 13,500 cfm, $276; other sizes available. Latest Dual Air Washers, 5,000 cfm, $138; 7,000 cfm, $168; 10,000 cfm, $204; 15,000 cfm, $240; 20,000 cfm, $276. Diffusers, recirculating pumps, exhaust fans, available. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

Spray Nozzles ¼ in., ⅜ in., ½ in. Have 500 left at 80c each. Cap. ½ to 2½ gal. per min. Water broken to fine misty spray. Can ship at once. G. A. Peterson, RFD No. 2, Clinton, Mo.

For Sale: Three Buffalo fans, size 8, Double. Excellent for cooling theatre. $400 each, F.O.B., Box 317, Weatherford, Tex.

One, like new ten-ton package unit Air Conditioner (Governaire Model C.U. 1,000). Size 3x9x6. Used short time. Immediate delivery, $2,500. Box 471, Uptown Theatre, Cairo, Ill.

One, new, in original crate, Cold Water Cooling Coils, automatic valve and thermostat controls (15 ton capacity, size 6x6x2) $1,000. Box 471, Uptown Theatre, Cairo, Ill.

CONFECTIONS

Candy Bars, assorted nuts, popcorn seasoning. In quantities. Also, popcorn machines, new and used. Cinephone Distributing Co., 717 W. 119th St., Chicago.

SIGNS

Easy Way to Paint Signs. Use letter patterns. Avoid sloppy work and wasted time. No experience needed for expert work. Write for free samples. John Rahn, B-1329 Central Ave., Chicago 51, Ill.

THEATRE PRINTING

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MORE CLASSIFIED INSIDE BACK COVER

JERSEY ALLIED'S 28th ANNUAL TO DRAW OVER 400 DELEGATES

Taxes, Sales Policies Set For Discussion by Many Industry Leaders

ATLANTIC CITY—Allied Theatre Owners of New Jersey, Inc., will start its 28th annual convention—the second since the war's end—at the Ambassador hotel next Tuesday with an attendance estimated at more than 400, and with a full program that calls for a discussion of many of the important problems facing the industry.

The convention will continue for three days, winding up Thursday night with a banquet in honor of Jack Kirsch, national president, to be attended by all the conventioneers plus delegations of film men from New York, Philadelphia and Washington.

OPEN FORUMS SCHEDULED

Two open forums are scheduled—one Wednesday and another Thursday—and anybody who has anything on his chest in connection with the business can get it off vocally. Some lively discussions may result.

Abram F. Myers, chairman of the board of national Allied and general counsel, is expected and he may bring the antitrust developments up to date with comments. Jack Kirsch, national president, will talk; Sidney Samuelson, general manager of the eastern Pennsylvania Allied unit, is scheduled for some remarks.

Taxes will be a live topic, as Atlantic City has been the target for some sharp Allied criticism since last winter when a bill was passed to authorize fourth class coast cities to impose a 3 per cent sales tax which applied to ticket taxes after a referendum. It went into effect June 15.

TELEVISION ON AGENDA

The discussion will also include television, as Allen B. Du Mont, head of the television company which bears his name, is scheduled to speak. Leon J. Bamberger, sales promotion director for RKO, and Arthur Sorin of the Armo Cooling & Ventilating Co., also are scheduled to talk.

Competitive bidding is on the agenda. Ed Lachman, president of New Jersey Allied, who will preside, is on record against competitive bidding, and all Allied units have been taking a poll on this subject.

Any sales problems between members and distributors can come up for discussion, and probably will. Among those invited with freedom to say anything they wish are: Spyros P. Skouras, 20th-Fox president; A. W. Smith jr., new general sales manager of 20th-Fox; Martin Moskowitz, assistant to Smith; Sam Shain, new director of public and exhibitor relations for 20th-Fox; Ben Kalmenson, general sales manager for Warner Bros.; A. W. Schwalberg, general sales manager for Eagle-Lion; Nat Furst, Monogram; Charles Boasberg, north-south division manager of RKO; Sol Schwartz, general manager of RKO theatres; Harry Brandt, president of the ITOA.

Also Ted Gamble, chairman of the board of the American Theatres Ass'n; David Palfreyman, exhibitor relations head of the MPA; Neil Agnew and Milton Kusell, SRO; H. M. Richey, exhibitor relations head of MGM; George Dembow and Leo Abrams, National Screen; Meyer Leventhal, Baltimore; Moe Fraum, Columbia; Jesse L. Stern, ITOA; Jack Levin jr., Confidential Reports, Inc.; Joseph Bernhard, Film Classics; Bert Sanford jr., sales executive for Altec; Jack Ellis, New North Central Allied; Don Jacocks, Boston; Alexander Film; Benny Berger, head of North-Central Allied; Don Jacocks, Boston; W. A. Prewitt, head of the new Louisiana Allied unit; Morris Finkel, president of the western Pennsylvania unit; E. K. "Ted" O'Shea, Paramount sales executive; Charles L. O'Reilly, Sanitary Automatic Candy Co.; Herman Gluckman, National Screen.

Also Samuel Rinzler, New York; Max Alderman and Dr. J. O. Fishman, New Haven; Henry Randel, New York district manager for Paramount; William C. Gehring, assistant general sales manager for 20th-Fox; Clarence Eiseman, New York branch manager for Warner Bros.

Eastern regional directors will get together Tuesday morning at 10:30 o'clock. Guest speakers from distributing companies and national Allied leaders will speak. The first open forum will begin at 3:30 p. m.

There will be entertainment and dancing in the Embassy room of the Ambassador Wednesday night.

Thursday will start off with a golf tournament at the Linwood Country club. The open forum will be resumed at 2 o'clock, followed by a closed session for members at 4 o'clock.

At 7 o'clock there will be a cocktail party and the dinner for Jack Kirsch will follow at 8 o'clock. This will be at the Hotel Chelsea in the Wedgwood room.

Four committees have been named. The committees are:

Reception—Harry Lowenstein, Lee Newbury, Irving Dollinger, Lou Gold, Joseph Siccardi, Wilbur Snaper, A. Louis Martin, Sidney Franklin, Sam Frank, Haskell Block, Dr. Henry Brown; golf—Newbury and Brown; resolution—George Gold, Jacob Unger, Clark Hildinger, John Harwan; nomination—Snaper, Unger, Harry Hecht, Dollinger, Newbury, Gold, Snaper, Morris Fogelson, Frank, Franklin, Lowenstein.

Additional reservations for the convention have been received from William Gehring, 20th-Fox; Jack Byrne, Loew's; George Dembow, National Screen; Martin Moscowitz, 20th-Fox; Leonard Gruenberg, RKO; Ben Abner, MGM; Nat Furst, Monogram; Dave Levy, Universal; Clarence Eisman, Warner; Seymour Forin, 20th-Fox; Saul Trauner, Columbia; J. B. Fishman, Allied Theatres of Connecticut; Max Alderman, Connecticut Allied; Ted Baldwin, SRO; Al Suchman, Goldwyn Production; William Spiegel; Lige Brien, Eagle-Lion; Elliott Foreman, MGM.

Others include Jim Ashcraft, MGM; Max Wallach, Maurice Maurer, A. Kern, J. J. Buchbinder, Morris Smolen, Morris Jacks, Irving Goldstein, Raritan Theatres; B. F. Biben, RCA.



—BOXOFFICE photograph.

Far in advance of the Atlantic City session, E. Thornton Kelley, executive secretary of the ATO of New Jersey, discusses convention plans with President Edward Lachman.



JACK KIRSCH



SIDNEY SAMUELSON



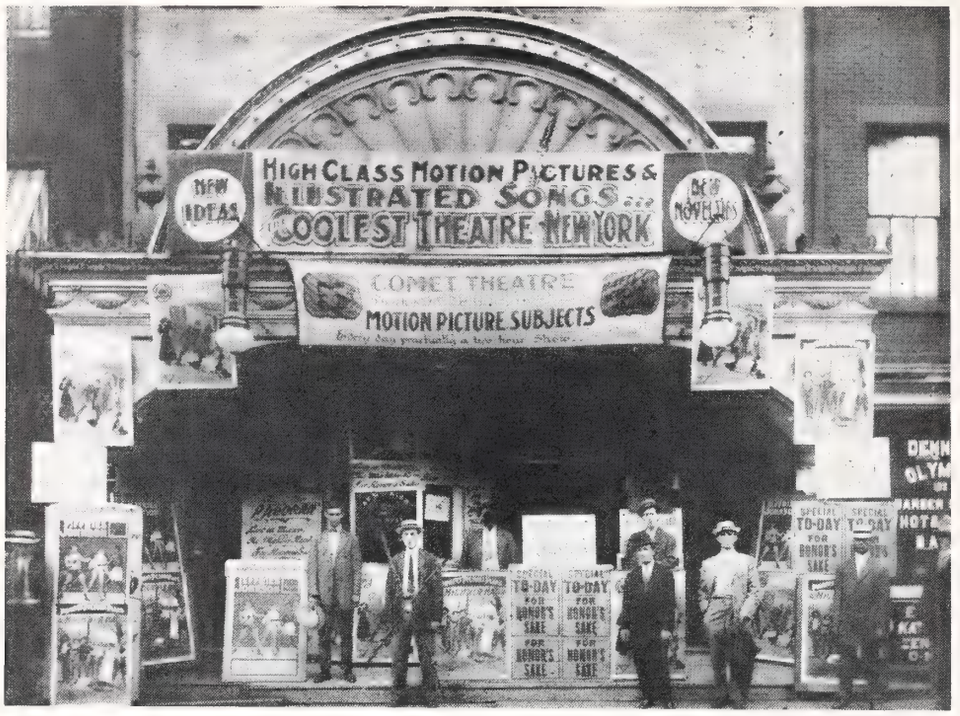
TED GAMBLE



ABRAM F. MYERS

'Pauline' in Old Hangout

After 33 Years, She'll Flicker Again at Comet



THE VALUE OF ADVERTISING—Grant William Anson, who opened the Comet Theatre, 100 Third Ave., New York, 35 years ago, went in for advertising in a big way. This is how the front of the theatre looked during the early days of the industry. That was the time when Pearl White serials and boxing films packed them in. The Comet is still operating, but there are no displays in front of the house. Photo made before World War I.

By DORIS SULTAN

NEW YORK—"The Perils of Pauline" is coming back to the Comet Theatre here after close to 33 years. This time "Perils" is not a 20-chapter thrill packed serial, but a Paramount feature with Betty Hutton as Pearl White, serial queen from '14 to the middle '20s.

Mrs. Ruth Anson, operator of the house recalls the hordes of excited youngsters that would wait outside the Comet to see the serials. "The theatre was so crowded at times that the children would sit on the old upright piano and interfere with the pianist," she said.

SCREENING FOR THE PRESS

Paramount's "Perils" will be screened for representatives of the newspaper, magazine and radio press at the Comet on Tuesday, June 24, following a luncheon at the Hotel Astor. The preview audience will be transported to the theatre in old automobiles and hansom cabs. A chapter of "The Exploits of Elaine," another serial produced by Pathe Exchange, Inc., and released in 1915, and an old newsreel also will be shown.

Pearl White thrilled Comet audiences in such serials as "The Fatal Ring," 20 installments, released in 1917; "The Black Secret," Pathe, 1919; "The White Moll," Fox Film Corp., 1920; "The Tiger's Cub," Fox, 1920; "Plunder," Pathe, 1923.

The Comet has changed very little since the early days of the industry. It is one of the oldest theatres in town. It was built in 1860 and was operated for a number of years as a music hall, the Sans Souci. William Grant Anson bought the four-story music hall building 35 years ago.

The house is located at 100 Third Ave., between 12th and 13th streets. It is south of the Gramercy Park residential section and north of the Bowery. The Third Avenue elevated trains roar by in front of the theatre. The house seated only 300 before the owner broke through the rear wall to add 200 seats and lengthen the auditorium.

Mrs. Anson took over operation of the Comet and another theatre, the Star, when her husband died in October 1942. She knew little about exhibition when she started, but in the past few years she has installed new seats, new flooring, has done a small remodeling job on the lobby and has installed two new projectors.

Anson played all the Pearl White serials during his early years as an exhibitor. The program was changed daily in those days—and still is.

The Comet may boast the most steady patronage in town, or perhaps in the U.S. Many of Mrs. Anson's patrons have been attending the theatre since it opened. Some attend daily. One elderly gentleman was an actor at the Sans Souci and keeps coming back to revive old memories, Mrs. Anson said.

THEY LIKE 'EM RAW

The theatre has been operating on an action policy since it started. First the youngsters clamored for serials. Later when the neighborhood grew poorer the patrons still demanded action pictures. Westerns were the answer, and the Comet never deviates from its policy of showing at least one sagebrush saga a day. There aren't enough westerns around, Mrs. Anson said, so we have to repeat. "But the audience doesn't mind."

Another thing that has changed little at the Comet is the admission price. When the house opened the standard rate was five cents. After World War I it went up to ten cents. Now the lowest rate is 14 cents weekdays up to 5:00 p. m. It goes up to 23 cents for late Saturday and Sunday admissions. This includes taxes.

The Comet also has a candy butcher. Nissim Levy has been hawking ice cream, candy bars, soft drinks and old-fashioned pretzels (bagels) in the audience for the past 20 years. His brother operated the concession for six years before him.

Levy knows all the steady patrons, though he can't understand why anybody would want to spend seven days a week in a theatre. He starts work at noon and quits when the house closes at 11:30 p. m.

Sound was installed in 1929. Mrs. Anson said the audiences didn't "take to it" immediately.

Mrs. Anson doesn't devote much attention to exploitation. Her patrons know there will be a new show every day. Stills from pictures set for the entire week are displayed in the lobby.

The Comet did go in for exploitation in a big way during the Pearl White period. Mrs. Anson recalled one stunt. Her husband had booked a film with a prison background. A pasteboard electric chair was placed in front of the theatre. A man dressed in a striped prisoner's suit was seated in the chair. "In those days exploitation of this sort was effective," she said.

BROADWAY

Daniel J. Loventhal and Carl Peppercorn, assistant to Charles Boasberg of RKO, visited New Orleans and Atlanta during the week . . . Rudolph Weiss, head of Warner Theatres real estate department, returned from the coast . . . Spyros P. Skouras and his assistant, Lem Jones, returned to New York after attending conferences at the 20th-Fox studios.

Gale Page who played in "The Time of Your Life," will arrive in New York June 22 . . . Norman Ayers, southern division sales manager for Warner Bros., visited Dallas, New Orleans, Jacksonville and Atlanta during the week.

June Havoc is in town for a stay of several weeks before beginning stock company appearances . . . Harry Kalmine and Jack L. Warner jr. were in Pittsburgh.

William A. Scully, U-I vice-president and general sales manager, is touring Detroit, Chicago, Milwaukee and Minneapolis . . . Herb Copelan, head of Warner Bros. theatres for Latin America, returned from a three-week tour of South America . . . Bill Johnston of the Paramount exploitation staff returned from a business trip to Indianapolis and Detroit.

Joe Friedman and Gerry Michaelis of the Warner publicity staff are Mr. and Mrs. now. They are honeymooning in Maine . . . Jules Lapidus and Sam Lefkowitz were in Albany and Gloversville . . . Harry Kaplowitz, Warner Theatres executive, and Mrs. Kaplowitz are the parents of a seven and half pound son born June 14.

Joel Bezahler, MGM home office assistant to Burtus Bishop jr., and Jay Eisenberg of the legal staff, were in Chicago . . . Budd Schulberg is in town to do the screenplay for the RKO film version of his book "The Harder They Fall" . . . Ann Strauss of the MGM studio publicity department, returned to the coast after a three-week vacation here.

George Scharf of the MGM legal department returned from Cleveland . . . Sam Marx and Mrs. Marx are spending their vacation here . . . Messmore Kendall received the degree of Doctor of Letters at Tufts college June 15 . . . George Warren returned to the coast after conferences with Charles K. Stern, assistant treasurer of Loew's.

'Dear Ruth' Leader On the Main Stem

NEW YORK—"Dear Ruth" and the Perry Como stage show sent Paramount grosses 'way up. The Victoria also had a good week when "Duel in the Sun" opened for a return Broadway engagement. The film had played four weeks at the Capitol in addition to a week at 38 local Loew's theatres. Prices at the Victoria range from 90 cents to $1.25 weekdays, and up to $1.50 weekends. The Capitol had a $1.00 to $1.50 scale.

Business also was brisk at the Roxy where "Miracle on 34th Street" drew heavy second-week crowds. At the Astor, "The Best Years of Our Lives" rolled along for a profitable 30th week. The film will probably remain until the middle of August when "The Secret Life of Walter Mitty" is scheduled to go in.

The Park Avenue Theatre dropped its reserved seat advanced admissions policy during the week with the opening of "A Lady Surrenders." The new policy calls for popular-priced continuous performances for a first run feature plus 35 to 40 minutes of newsreels.

(Average is 100)

Astor—**The Best Years of Our Lives** (RKO), 30th wk. 85
Broadway—**Henry V** (UA), 2nd wk. at popular prices 70
Capitol—**High Barbaree** (MGM), plus stage show, 2nd wk. 70
Criterion—**The Web** (U-I), 2nd wk. 90
Globe—**The Private Affairs of Bel Ami** (UA) 90
Gotham—**Drums Along the Mohawk** (20th-Fox); **Swanee River** (20th-Fox), reissues 90
Hollywood—**Possessed** (WB), 3rd wk. 87
Palace—**Woman on the Beach** (RKO), 2nd wk. 75
Paramount—**Dear Ruth** (Para), plus stage show 120
Park Avenue—**Carnegie Hall** (UA), 7th wk. 30
Radio City Music Hall—**Great Expectations** (U-I), plus stage show, 4th wk. 95
Rialto—**Scared to Death** (Screen Guild) 95
Rivoli—**It Happened on Fifth Avenue** (Mono) 60
Roxy—**Miracle on 34th Street** (20th-Fox), plus stage show, 2nd wk. 105
Strand—**Cheyenne** (WB), plus stage show, 2nd wk. 83
Victoria—**Duel in the Sun** (SRO), return engagement 108
Winter Garden—**Carnegie Hall** (UA), 7th wk. 90

New Films Set Smart Pace As Philadelphia Prospers

PHILADELPHIA—Business looked good this week, with the highlights being "Copacabana," "Cheyenne" and "Duel in the Sun." "Copacabana" was reaping all the benefits of smart exploitation in the press and radio. Disappointment along the rialto was "Great Expectations," which came to town with great expectations, got just about rave notices from local critics, but was doing only fair business.

Aldine—**The Guilt of Janet Ames** (Col), 2nd wk. 90
Arcadia—**The Best Years of Our Lives** (RKO), 11th wk. 100
Boyd—**Great Expectations** (U-I) 110
Earle—**The Devil Thumbs a Ride** (RKO), plus stage show 100
Fox—**Duel in the Sun** (SRO), 3rd wk. 130
Goldman—**High Barbaree** (MGM), 2nd wk. 130
Karlton—**The Yearling** (MGM), 4th wk. 140
Keith's—**Farmer's Daughter** (RKO), 2nd wk., 2nd run 115
Mastbaum—**Cheyenne** (WB) 145
Stanley—**Copacabana** (UA) 140
Stanton—**Sea Hawk** (WB); **Sea Wolf** (WB), reissues, 2nd wk. 100
Pix—**Brief Encounter** (U-I), 2nd wk. ..... No estimate available

'DITS' Scores 330 in Buffalo; A Long Run Is in the Offing

BUFFALO—"Duel in the Sun" looks like the business at the Hippodrome. A long run is in the offing. "Cheyenne" was strong at the Great Lakes. So was "The Corpse Came C.O.D." at the Lafayette.

Buffalo—**Homestretch** (20th-Fox); **Violence** (Mono) 90
Great Lakes—**Cheyenne** (WB) 110
Hippodrome—**Duel in the Sun** (SRO) 330
Lafayette—**The Corpse Came C.O.D.** (Col); **For the Love of Rusty** (Col) 100
Teck—**Calcutta** (Para), 3rd d. t. wk. 75
20th Century—**Honeymoon** (RKO); **The Devil on Wheels** (PRC), 2nd d. t. wk. 91

Along New York's Filmrow

By DORIS SULTAN

WINNERS of the Skouras Theatres Roy Rogers photo contest and their parents were guests of the circuit at a luncheon at Hotel Astor Saturday, June 21. About 250 attended. Moe Baranco, Queens district manager for Skouras, presided. Roy Rogers and the Sons of the Pioneers made guest appearances. Later chartered buses carried the group to the Polo grounds to see the Roy Rogers Thrill circus.

The contest was arranged through a tieup with Republic, the Polo Grounds management and Skouras. For several weeks before the luncheon every Skouras house gave away a miniature photo of Rogers with each admission ticket. Two children from each theatre holding the most tickets were selected. Roy Rogers western suits and hats were given winners. Baranco, who arranged the contest, reported that some enterprising youngsters in Queens were selling the photos at a cent apiece.

Filmrow visitors during the week included Rudy Stravwitz of the Colonial Theatre, Monroe, N. Y.; Cary Friedman, Academy, Newburgh, N. Y.; A. Tomasini, Raymond Theatre, City Island; Albert McKenna, Albermac, Pawling; Bill Didsbury, Didsbury, Waldon; Irving Michaels, Plaza, Brooklyn; Milton Coleman, State, West Orange, N. J. . . . Joe Rosensweig of the Empress Theatre, New York, will celebrate his 21st wedding anniversary June 27.

Leo Greenfield, former exhibitor, has joined U-I as Brooklyn salesman. He succeeds Harry Furst, retired . . . Alec Arnswalder, MGM New Jersey salesman, and Howard Levy, New York salesman, celebrated their 15th and 25th wedding anniversaries respectively by taking their wives to Atlantic City.

Bell Pictures will release one all-Negro feature a month. The June release is "Ebony Parade" . . . The Paramount softball team defeated the NBC players, 12-4, during the week . . . Al Blumberg, upstate booker for Warners, is vacationing.



THEY MEET AGAIN—Pat O'Brien and Mrs. O'Brien renew acquaintance with Hubert McNally, RKO manager in Ireland who is visiting in New York. They met last year in Dublin.

The Skouras employes of Nassau and Queens held their annual outing at the Engineers club on Long Island. Joe Ghiglione of the Hempstead Theatre won the golf championship for the Nassau division . . . Nat Bregstein of the BOXOFFICE staff became a grandfather for the third time. A boy was born to his son Jerry.

Mort Sunshine of the ITOA is ill. He is resting at home . . . Work is almost completed on the new Loew's State sign . . . Shirley Lefferts has been transferred from the Republic home office contract department to the exchange . . . Morey Goldstein of Monogram is suffering from an eye infection.

Len Gruenberg of RKO returned from a three-week vacation in Denver . . . The cafeteria across from the Film Bldg. on 44th street is being remodeled. It is under new management . . . Bob Rayner, U-I booker, has been transferred to the home office. Leonard Berch has replaced him . . . George Cole of the Academy of Music and Frank Rio of the Riverside Theatre are vacationing . . . Leo Ardvanney is back at the Broadway Theatre in Havastraw after being hospitalized for a few weeks.

Herbert Miller is relieving Phil Chaiton, manager of the Tuxedo Theatre. Chaiton is on vacation . . . Russ Banks is the new manager at the Skouras Park Plaza . . . Howard Cohn and George Fascher, manager and assistant manager, respectively, of the Vogue Theatre, won the weekly Century Theatres showmanship award.

Walter Gettinger, head booker and buyer of the Laffmovie circuit, resigned to take over the Casino Theatre, Pittsburgh. Gettinger leased the house . . . Barney Feld, manager of the Reade Park Theatre, Morristown, N. J., has been named manager of the Jersey Theatre. Stuart Fyfe, Feld's former assistant, is now managing the Park. Violet Danzi is his assistant.

Julius Daniels of the Majestic Theatre, Perth Amboy, was given the bird—literally. An uninvited songster flew into the theatre through the ventilators. The show stopped until Daniels evicted the intruder . . . The Monogram contingent scheduled to attend the New Jersey Allied convention at Atlantic City includes Morey Goldstein, Harry Levine, Nat Furst and Harry Goldstein.

Charles Penser, New York City salesman for RKO, was out during the week due to illness . . . Bea Friedman, assistant cashier at MGM, was confined to Lebanon hospital for a few days with infected glands . . . Katherine Krause, cashier and secretary at the UA exchange, celebrated her 19th birthday . . . Al Trilling, booker at Paramount, is the father of a baby girl, Sharon.

Jerry Sager, publicity director for the Criterion, has been visiting local prisons. He is planning to set up a simulated prison courtyard in the Criterion lobby as an exploitation stunt for "Brute Force" (U-I).

T. J. Hargrave Heads Munitions Board

NEW YORK—Thomas J. Hargrave, Eastman Kodak Co. president, has been named by President Truman as executive chairman of the army-navy munitions board. The board will chart a workable plan for mobilizing industry in case of national emergency.



THOMAS J. HARGRAVE

In addition to Hargrave the board consists of Undersecretary of War Kenneth C. Royall and Assistant Secretary of the Navy W. John Kenney.

Hargrave succeeds Richard R. Deupree, president of Procter and Gamble.

Hargrave was a cavalry private on the Mexican border in 1916 and 1917. He went to France in World War I as a machine gun captain and received the distinguished service cross and the Croix de Guerre. In World War II Eastman Kodak produced hundreds of special war items, in addition to enormous quantities of photographic supplies, and the company had a share in the atomic development at Oak Ridge, Tenn., and elsewhere. He is a director of the National Ass'n of Manufacturers and a member of the board or Associated Industries of New York state.

J. J. Goodstein, 66, Is Dead; Was Exhibitor, Distributor

DENVER—J. J. Goodstein, 66, exhibitor and former exchange manager, died at his Denver home following a heart attack. Goodstein started in show business in Philadelphia, where he owned theatres and managed exchanges. After moving to Colorado he acquired theatres in a number of cities before leaving the business, only to re-enter several years later by buying the Rialto in Haxtun, Colo., which he owned at the time of his death. Funeral services were held in Denver, with burial in Philadelphia. He is survived by his wife Anna.

H. J. White

NEW YORK—Funeral services were held Saturday (June 14) at French's Funeral Parlor, Lynbrook, L. I., for H. J. White, 82, father of Madeleine White of the Monogram eastern publicity department. He is survived by four other daughters, a son, H. Edward White of Eastman Kodak, and his wife. Interment was at the family plot in Rochester.

Republic Board Meeting To Be Held June 26

NEW YORK—Republic will hold a meeting of its board of directors June 26. Harry Goetz and his attorney, Samuel Becker, both members of the board, who requested detailed information on Republic costs and income of pictures during the past five years at the April meeting of the board, will discuss the detailed information given them by the company, according to Becker.

Gordon-Blake Nuptials

NEW YORK—Barbara Blake, daughter of Benjamin K. Blake, short subjects producer for Columbia, and Malcolm Gordon of Providence, R. I., were married June 14 at the home of the bride's parents.

Goldwyn's Press Staff Is Enlarged by Farnol

NEW YORK—Lynn Farnol has reorganized the advertising and publicity department of the Samuel Goldwyn organization. Henry Senber and George Weissman will direct publicity, and William Ruder will handle exploitation.

The publicity department had been shorthanded since the first of June when Ben Washer, publicity director, resigned to join Paramount. Two weeks later, Shirley Strickler, who handled radio tieups and fan magazine contracts, resigned to help run her husband's dental office.

Weissman has been with the Goldwyn organization since January. He had been touring key cities, setting up publicity campaigns for "The Best Years of Our Lives."

Senber was formerly a publicity man for the legitimate theatre. He had been associated with "The Little Foxes," "The Corn Is Green," "Three to Make Ready" and "The Three Sisters," handling such stars as Tallulah Bankhead, Ethel Barrymore, Katharine Cornell and Ray Bolger.

Ruder rejoined the organization last year after a four-year hitch with the army air forces.

Salem Applegate Becomes UA Philadelphia Head

NEW YORK—Salem E. Applegate, formerly managing the Universal-International branch in Philadelphia, has been appointed branch manager for United Artists in that city by J. J. Unger, general sales manager. He replaces Mort Magill, resigned.

Applegate first entered the motion picture industry with UA in Philadelphia in 1921. In 1927, he joined MGM, serving as Philadelphia branch manager and later as district manager until 1943, when he joined Universal.



PRETTY PITCH—Helen Pruett, secretary to MGM Office Manager Joseph Kronman in Washington, pitches in to give a lift in the exploitation department. Pictured above is the recently wedded Mrs. Pruett typing envelopes for advertising materials. She lives with her sailor husband Thomas Pruett, who is stationed in Washington with the navy.

Lawrence-Korda Suit Starts in New York

NEW YORK—Claiming that Sir Alexander Korda dismissed him without "provocation" less than three months after signing him to a three-year contract, Laudy Lawrence took the witness stand in New York supreme court on the second day of his suit for $302,400 against Korda and London Films. Lawrence had performed services for Korda prior to signing the employment contract to be representative for London Films in the United States and to assist Korda in building "a worldwide empire of production, distribution and exhibition," according to Isador J. Kresel, attorney for Lawrence.

Cross-examined on the stand by Louis Frohlich, of Schwartz & Frohlich, attorney for Korda, Lawrence admitted that he had been interested in a Holland company while working for Korda but that the latter knew he had been engaged in other distribution enterprises. Lawrence also claimed that Korda was aware of his nonexclusive services when he hired him after both David O. Selznick and Samuel Goldwyn had verbally asked him to join their organizations.

In Kresel's opening statement before Judge Bernard Botein June 16, Kresel contended that Korda had promised his client an opportunity to purchase stock in London Films if he became associated with him. After agreeing to accept a salary of $1,500 per week for the first year, $1,750 for the second and $2,000 for the third year, plus expenses, Lawrence attended coast conferences with Korda in March 1946, when the producer was negotiating for actors, directors and writers. He also assisted Korda in a distribution deal for a number of his reissues and went on a business trip to South America before being dismissed as of July 1, eight months after being hired.

Reading the testimony given by Korda in a statement before he returned to London before the trial started, Frohlich contended that his client had "no less than 32 reasons" for dismissing Lawrence who "had betrayed the interests of Korda and his corporation in trying to build an 'empire' for himself."

The trial, which is being held without a jury, continued during the week. Both Lawrence and the New York office of Vanguard Films refused to comment on the report that he would take a foreign distribution position with Selznick Releasing Organization shortly.

Fabian Theatres to Hold Convention in Mid-July

NEW YORK—The first convention of the Fabian Theatres Corp. will be held here July 15 to 17. The convention will consist of business sessions at the Hotel Astor during the first two days, and a golf tournament and party at the Preakness Hill Country Club, Wayne, N. J., July 17.

Approximately 75 theatre managers, city managers, district managers, regional publicity men and home office officials representing the Fabian Theatres in New York, New Jersey, Pennsylvania and Virginia will attend.

Si H. Fabian, president, and Samuel Rosen, vice-president and general manager, will deliver the keynote talks at the business sessions. These will be the first general circuit-wide business meetings since before the war.

The agenda tentatively includes discussions on real estate, booking, advertising, administration and service insurance, accident prevention, concessions, maintenance, cooling, lighting, projection, public relations, community activities, legal problems, labor relations and television.

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'Mitty' Into the Astor Around Mid-August

NEW YORK—Samuel Goldwyn will open "The Secret Life of Walter Mitty," starring Danny Kaye at the Astor Theatre around the middle of August. The picture will follow Goldwyn's "The Best Years of Our Lives," now in its 30th week at the Broadway showcase.

Meanwhile Goldwyn, Universal Pictures and several other parties are negotiating with City Entertainment Corp., operator of the Astor and Victoria theatres, for an exclusive long term lease for the Astor and for the 2,500-seat theatre which will replace the Astor in 1949.

RUN OF PICTURE PACT

Goldwyn's deal for "Mitty" is a run of the picture contract. This pact is separate from his present agreement with City Entertainment, which will expire when "Best Years" ends its run. This agreement was originally part of a joint three-year pact with David O. Selznick for the Astor. But Selznick's interest expired April 15, while Goldwyn's continues for the run of "Best Years."

The joint Goldwyn-Selznick agreement called for the producers to alternate their own films, or films of their distributors—RKO for Goldwyn and UA (at that time) for Selznick.

Including the current 30-week run of "Best Years" Goldwyn has had product in the Astor 80 weeks since February 9, 1945 when the joint pact went into effect. This total includes: eight weeks for "The Princess and the Pirate," 21 weeks for "Wonder Man" starring Danny Kaye; 21 weeks for "The Kid From Brooklyn," also starring Danny Kaye. In addition Goldwyn had another seven weeks with "The Enchanted Cottage" (RKO).

"SPELLBOUND" LASTED 24 WEEKS

Selznick, on the other hand, occupied the Astor for only 24 weeks with "Spellbound," plus another 11 weeks for "Caesar and Cleopatra," which was distributed by UA for J. Arthur Rank.

Selznick lost out in his fight to bring "Duel in the Sun" into the Astor for the 1946 Christmas show. He tried to hold his place open with substitute UA film until "Duel" was ready, but City Entertaiment and Goldwyn said no. "Best Years" was booked instead.

However, City Entertainment finally landed "Duel," which is doing brisk business at the Victoria Theatre.

Application by Universal Is Filed With MMPTA

NEW YORK—Universal Pictures Co., Inc., operator of the Winter Garden and Park Avenue theatres here, has applied for membership in the Metropolitan Motion Picture Theatres Ass'n. The application was submitted by John J. O'Connor, vice-president of Universal.

It will be formally approved at the next meeting of the board of directors of the MMPTA.

The MMPTA includes among its members all of the affiliated theatres in the metropolitan area and nearly all of the major unaffiliated circuits except the Skouras Theatres. In addition the ITOA of New York also is associated with the MMPTA.

"Voice of Theatre Speakers"
JOE HORNSTEIN *has them!*



NEW GLAMOR GIRL—This is Ricky Soma, 18-year-old ballerina whose picture appeared on the cover of Life magazine and caused Jesse L. Lasky to fly east to sign her for the feminine lead in "The Miracle of the Bells." They are shown leaving for the coast.

Johnston Hits Reds In College Address

PULLMAN, WASH.—Eric Johnston, MPA president, took a hefty swing at communism and made a plea for "deeds as well as faith if free governments are to survive" in a commencement day address before the students of the State College of Washington Monday (June 16).

"Even though we may despise communism," he said, "we must admit that its high priests and advocates are zealous and fervent. All over the globe, tirelessly and with an almost religious zeal, they are proselytizing for their creed.

"So far as I am concerned, I am tired of seeing democracy on the defensive. We need to be crusaders for democracy and for our American capitalism. We need modern apostles like Paul. We need modern missionaries to tell the world—all the world—the message of the freedom of man.

"That is your job. That is your assignment. There never was a time in history when young men and young women could be so useful. And there never was a time when so much was at stake. In order to promote demoracy abroad we must make it work at home.

"If we are to continue to be prosperous, we must share our prosperity with others. The United States cannot long survive as an island of plenty in an ocean of want. It seems to me that economic aid by the United States to destitute nations is an investment in peace and security and the revival of world trade. But—more important—it is a moral obligation. We cannot preach the spiritual values of democracy while we sit back and count the folding money in our sock."

WB to Get Refund on Duty

CAPETOWN, S. AFRICA—Warners will be given a refund of import duty paid to the South African government for "Devotion." The picture was classified as educational by the government educational censor board and has been exempted from import duty.

Large Crowds Attend Peppiatt-Gross Rites

(Additional Story on Page 23)

NEW YORK—A large delegation of 20th-Fox home office executives attended the funeral services of C. E. Peppiatt and Sam Gross, who were both killed June 13 in the crash of a Capital Airlines DC-4. Many other industryites attended.

Honorary pallbearers at both funerals were Spyros P. Skouras, W. C. Michel, Murray Silverstone, Joseph Moskowitz, Donald Henderson, W. J. Eadie, William J. Kupper, Otto Koegel, John F. Caskey, Dan Michalove, Andrew W. Smith jr., William C. Gehring, Charles Schlaifer, Edmund Reek, Martin Moskowitz, Ray Moon, Clarence Hill, Peter Levathes, Sam Shain, Frank Carroll, Alan Freedman, Harold Seidenberg, Roger Ferri, Herman Wobber, Herbert Gillis, Glenn Norris, Weldon Waters, James J. Grady, I. J. Schmertz, Leavitt J. Bugie, George T. Landis, Tony Muto, Tom J. Connors, Seymour Florin, Nat Rosen, Howard Smith, Mike Weiss, William Solomon, Ben Tolmas, John Nolan, Robert Lynch, Jack Beresin, William Goldman, Jay Emanuel, Earle Sweigert, Ted Schlanger, Jim Clark, Sidney Samuelson, Lewen Pizor and Frank C. Walker.

Additional honorary pallbearers for Gross were: Charles Zagrens, Harry Blumberg, Frank Hammerman, Bernard Stouman, A. R. Boyd, Louis Goldsmith, Frank Buhler and William Clark. For Peppiatt: Jack Greenberg, Alfred J. Davis, Morton Thalheimer, Sidney Lust, Abe Lichtman, Nathan D. Golden, William T. Saxton, Tom Goldberg, Lester Wurtele, John J. Payette, George Crouch, S. H. Durkee and Ben Furtel.

Active pallbearers for Gross were: Alfred J. Davis, Mike Felt, Ray Schwartz, Sam Sheckman, William Gohen and William Wolfe.

The 20th-Fox home office group also included Paul Terry and William Kupper jr.

Sam Shain was sent to Philadelphia last Saturday as soon as word was received of the tragedy to help the families of the two men in every way he could.

Philadelphia Trade Is Shocked: Tragedy in Wake of Promotions

PHILADELPHIA—The deaths of Cecil E. Peppiatt and Sam Gross in the crash of a Capital Airlines plane near Leesburg, Va., was the greatest shock of its kind ever to hit the local film industry.

Peppiatt and Gross just had been promoted to mideastern division manager and district manager, respectively, for 20th-Fox, and had been on a tour of their territories. Peppiatt left the city June 8. Gross joined him in Pittsburgh, traveling there by train. The two men boarded the ill-fated plane Friday night at Pittsburgh, bound for Washington.

Peppiatt's family consists of his wife Ethel, a son Cecil jr., 16, and a daughter Anne, 14. The family came from Atlanta two years ago and resided here at the Drake hotel. Peppiatt was 53.

WIFE ALMOST PROSTRATED

Mrs. Peppiatt, almost prostrated, said her husband left on a trip through his new territory, which includes Philadelphia, Washington, Pittsburgh, Cleveland and Indianapolis.

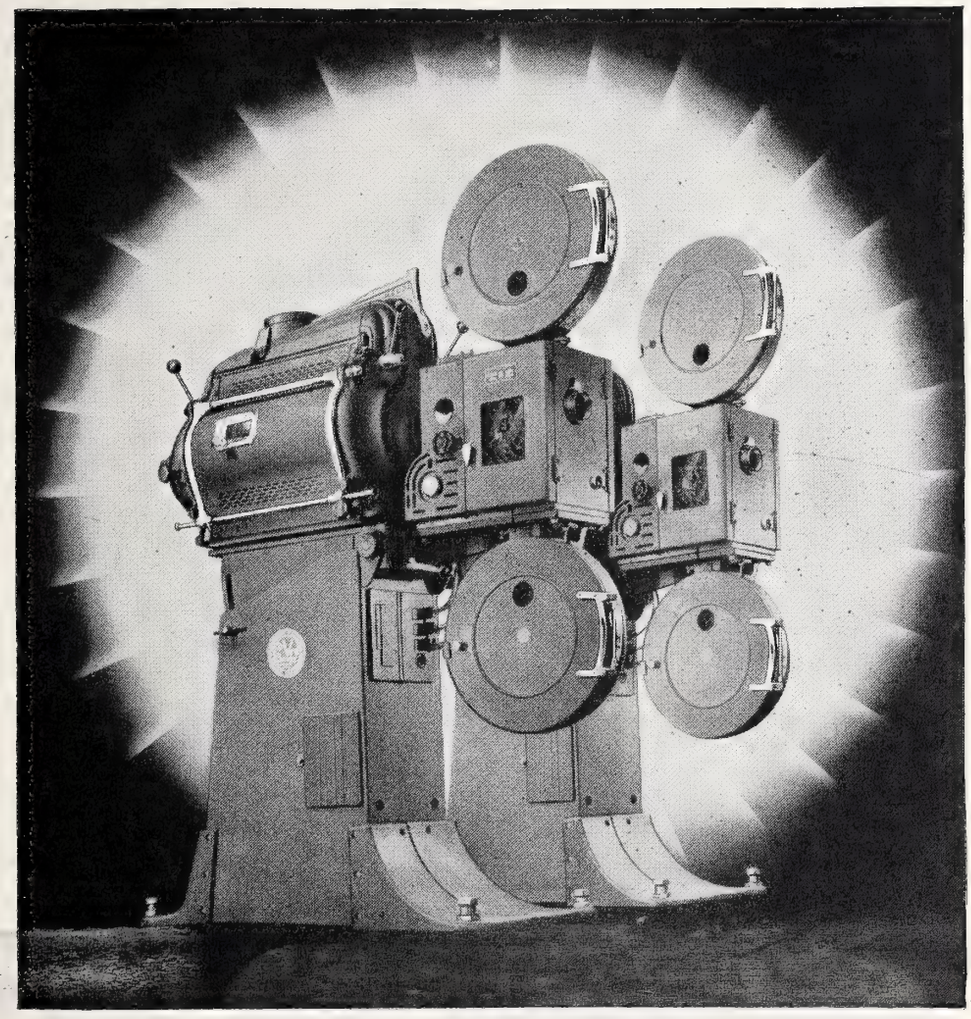
The children are students at Friends Select school. The son was in Easton the day of the crash, competing in a horse show.

Gross, who was 48, had been a Philadelphian for about 20 years. He made his home in Wynnefield with his wife Janet, and two sons, Edgar 16 and Barry 13. Just before he left to meet Peppiatt, Gross announced Barry's confirmation at Rodeph Shalom synagog.

Formerly branch manager of 20th-Fox, Gross assumed Peppiatt's duties when the latter was promoted. Gross is a former chief barker of Variety Tent 13.

In the realignment which saw the promotions of Peppiatt and Gross, the former Philadelphia and suburban salesman, Herb Gillis, became branch manager.

NOW--for that PERFECT SHOW-



The New DEVRY "12000 SERIES"

Projectors and Amplifiers

You never knew you could get so much of what you want for so little as you get in the *new* DeVRY "12000." They're the sensations of every show at which they have been previewed. "The biggest equipment news," Exhibitors say, "since the talkies!" Projectionists call them a major contribution to "the perfect show."

Now Being Installed

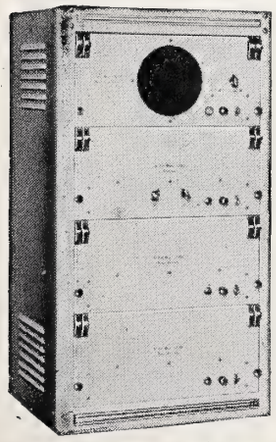
With Sound Head and Picture Mechanism in *one complete unit*— . . . With patented Silent Chain Drive . . . With warperfected Rotary Sound Stabilizer and a host of other major refinements in design, manufacture and finish—DeVRY's new, sensational "12000 SERIES" theater projectors and amplifiers are now being installed in the world's finer theaters.

See these beautiful, rugged, streamlined projectors at the Authorized DeVRY Theater Supply Dealer nearest you. Check them for *stamina, dependability, simplicity, serviceability*—for *low cost maintenance*—and for *performance.*

DEVRY'S NEW "12000 SERIES" AMPLIFIERS Meet Projectionists' Most Rigid Specifications

There Is a DEVRY for Every Size and Type of Theater . . . From 20 to 120 Watts . . . and UP

. . . Projectionists! Exhibitors! Until you've heard sound projection via DeVRY's "12000 SERIES" Amplifier, you haven't heard today's closest approach to your fondest goal—"the perfect show." And PROJECTIONISTS: With DeVRY Equipment, everything you need to check, service or replace, is "easy to get at," through DeVRY's Unit Service Plan. See and Hear DeVRY's New "12000 SERIES" Theater Equipment at the Authorized DeVRY Theater Supply Dealer Nearest You.



Here's Another Major Equipment Development . . .



DEVRY'S IN-CAR SPEAKER

Compact, lightweight, precision-built to withstand rugged all-season service—DeVRY's In-Car Speaker is designed for permanent installation on the parking ramp. Assures superb sound reproduction. Permits in-car operation, so windows can be kept closed in bad weather. Individual sound control to patron's taste. Sound is confined to theater area, eliminating community annoyance, yet reaches farthest parked patron in same synchronization of image as those close-in. Specifications, prices, on request.

See it! Hear it! At the Authorized DeVry Theater Supply Dealer Nearest You.

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For the Perfect Show Indoors or Out — Your Best Buy is a DEVRY

PHILADELPHIA

Oscar Neufeld is running his Miss Philadelphia contest as usual this year but he is running into competition with the Miss Greater Philadelphia contest run by station WPEN. WPEN is no longer the property of the Evening Bulletin, by the way. It was sold last week to Sun Ray Drug Co. Neufeld's elimination contests are scheduled for Mel Fox's Pennypack, Mayfair, Devon and Hollywood theatres and the Paradise cafe.

Six days a week Jack Smith, general manager of the Mel Fox chain, watches new screenings in the morning, catches the matinee at one of his theatres, and the evening show in another. On his day off, he takes the missus to a movie . . . Ted Schlanger, Warner Bros. zone manager, promised his wife a toaster the first chance he had to shop. He didn't get a chance to shop because he had to attend a Warner club dance at the Cedarbrook Country club. And he won a prize at the dance: A toaster.

Ever since his father died, Norman Beckett, operator of the cigar store at 13th and Vine, and one of Filmrow's favorite people, has made Father's day a really special day. He has gone around to half a dozen institutional homes in the city and distributed cigars, cigarets and tobacco. First stop is the Masonic home since he's a Mason. Then a Catholic one, a Jewish one, a Negro one, and a nonsectarian one. This year he added the Naval hospital to the regular list.

Mel Koff, local Selznick Releasing Organization representative, and Sam Diamond, recently appointed PRC branch manager, were feted by the Motion Picture associates and Variety Club at a luncheon Tuesday in the Junior ballroom of the Ritz Carlton hotel.

Frank L. McNamee has resigned his post as regional War Assets administration head. He will probably resume activities as a motion picture exhibitor.

The Trans-Lux, after the success of the special Sunday kiddy show of selected shorts, tried an all sports show last week, which went over extremely well . . . Our spies have just discovered that Lionel Barrymore's name is spelled "Barrimore" on a huge billboard at 32nd and Chestnut streets advertising "Duel in the Sun." Some of the local department stores are cashing in on the "Duel" publicity by featuring "Drool in the Sun" bathing suit displays. No tieup was made with SRO; it is just a gag stunt on the part of the stores.

Joe Shallit, brother of Si Shaltz of Adelphia Associates, has sold his whodunit "The Billion Dollar Body," to Lippincott's for publication . . . They tried to keep it a secret, but the news leaked out just before the wedding. Jacob M. Cohen, a top Hollywood lawyer, married Jolene Musgrave here Tuesday. Magistrate Nathan "Biff" Beifel performed the ceremony and Toots Shor, famous New York restaurateur, was best man.

Stanley Warner tried a first run foreign film policy at the recently remodeled Poplar, but the house closed last week after just a few months . . . Things look good for the softball league this year. After a lot of fanfare, the Stanley Warner team got under way. Now the Ellis Theatres team is ready to take on all comers. Milt Lewis, manager of the Dante, is captain of the Ellis team.

50c Universal Dividend

NEW YORK—The board of directors of Universal Pictures Co., Inc., has declared a regular quarterly dividend of 50 cents a share on common stock. The dividend is payable July 31, 1947, to stockholders of record July 15.

He Read His Own Obituary in 1895, But Bill Schell's Very Much Alive

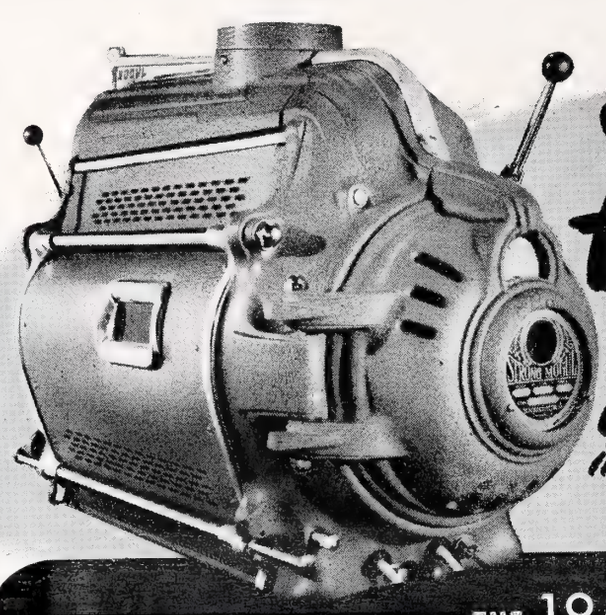
KEARNEY, N. J.—William J. Schell, who read his own obituary back in 1895, has just completed his 36th year in show business. He is manager of the Lincoln Theatre, local Warners house.

The occasion on which he read his own obituary took place after Schell, who was then 16 years old, competed in a bicycle race with Pop Nesbitt, father of Evelyn Thaw, who was a practicing attorney in Schell's home town, Pittsburgh. Schell collapsed during the race and was carried to the YMCA, where he was taken for dead.

He drifted into show business when the Warners operated a small exchange in Pittsburgh. Later he worked with various film exchanges, including those operated by Frank Hatch and Frank Katz in Cleveland. He joined the Warners organization again in the early '20s but left in 1929 and remained away until 1932.

B'way Date for E-L Film

NEW YORK—"Lost Honeymoon," Eagle-Lion picture starring Franchot Tone, Ann Richards and Tom Conway, opens at Loew's State June 28.



It's Here!

the ULTIMATE in projection arc lamps

THE 1947 MODEL

"STRONG MOGUL"

PROJECTS 15,000 LUMENS OF LIGHT

THE MAXIMUM LIGHT FILM WILL ACCEPT WITHOUT DAMAGE AND AT THE LOWEST POSSIBLE COST

Utilizing all the advantages of 70 ampere, 40 volt burning of Suprex carbons, this Mogul projects a brilliant picture on a 48-foot and larger screen with all details clearly visible 500 feet or more back from the screen.

THE ANSWER TO ALL SCREEN LIGHTING PROBLEMS IN DRIVE-INS AND LARGE THEATRES

Ask for a demonstration today

ALBANY, N. Y.—Albany Theatre Supply Co., 1046 Broadway.

ALBANY 4, N. Y.—Empire Theatre Supply Co., 1003 Broadway. Telephone: 5-9507.

AUBURN, N. Y.—Auburn Theatre Equipment Co., 5 Court Street. Telephone: No. 695. Emergency Telephone: 1439.

BALTIMORE, MD.—J. F. Dusman, 2021 N. Charles St.

FORTY FORT, PA.—Vincent M. Tate, 1620 Wyoming Ave.

NEW YORK CITY—Amusement Supply Co., Inc., 341 West 44th St. Telephone: Circle 6-0850.

BUFFALO

The 20th Century Theatre gave honeymooners at Niagara Falls a real treat when they arranged with the Twin Coach Co. of this city for a sightseeing tour of Buffalo, after which the newlyweds attended a free showing of "Honeymoon." Ten couples honeymooning at the Falls were picked up and brought here by bus. In the group were couples from Brooklyn, New York and Tarrytown, N. Y.; Erie, Pa.; Portland, Ore; Phoenix, Ariz.; Auburn and Cliffside, N. J., and from farther away, Costa Rica and Havana, Cuba.

News from Columbia: Phil Fox, manager, has returned from the Chicago sales meeting . . . Bob Ferguson, assistant booker, is now commuting from his new home in Cleveland Drive . . . Speaking of new homes, Charlie Harter finally has had a sidewalk laid in front of his new abode.

From SRO: Bill Rosenow reports a record gross for "Duel in the Sun" during its first four days at Shea's Hippodrome. Local film critics, however, were not unanimous in their praise of the film.

RKO: Vacations haven't started for the office force yet, but the gang is about ready . . . Arnold Febry, office manager; Elmer F. Lux, manager, and salesmen Fran Maxwell, Jack Chinnell and E. J. Smith sr. will leave July 6 for the New York sales meeting . . . Lux, by the way, has been endorsed by the Democratic party here for councilman-at-large.

That New York meeting will also be attended by Jack Tucker and Don McGregor, exploiteers . . . The exchange party at Lux's cottage in Canada has been set for June 21 . . . William Gehring jr. son of 20th-Fox's Bill Gehring, is the new assistant shipper. He replaces Henry Wacker who has returned to Tiffin, Ohio, to go into business for himself. Good luck, Hank! . . . June Roscoe, secretary to Lux, will be married to Michael Papero June 28.

Paramount: Mike Simon has returned from his honeymoon. His bride is the former Katharine Jacobson . . . Cashier Helen Huber is on vacation . . . Manager Mannie A. Brown was visited by James Eschelman and Howard Carroll, both from Rochester . . . The local exchange is preparing for the 35 years of leadership drive.

$150 Radio Given Away On Drive-In's Birthday

ALBANY—Giveaway of a $150 Crosley radio highlighted the observance of the first anniversary of the Fabian-Hellman Mohawk Drive-In, after Manager Leo Rosen arranged a tieup with the Central Appliance Co. of Albany. Patrons were handed coupons for the drawing, which Rosen conducted on the roof of the projection booth. As a symbolic gesture, he asked every driver to turn on headlights.

The event was publicized in all papers of the area.

The seventh anniversary of the Saratoga Drive-In, another Fabian-Hellman situation, will be observed June 20. Another Crosley radio valued at $150 will be given away.

The Saratoga is one of the country's pioneer automobile theatres. The management estimates that more than 500,000 cars and more than a million patrons have patronized the Saratoga.

Renamed 'Love at First Sight'

"Love at First Sight" is the new title for "Head Over Heels," a Warner production.



ITALIANS HONOR REISMAN—Head of RKO foreign activities receives star and collar with medal in token of his appointment as a grand officer of the Imperial Order of St. George of Carinthia. Left to right—Eduardo Villasenor of RKO's Mexican studios; Phil Reisman; Wladimir Lissim; M. Blais, first attache to the Italian embassy; Adrian Remauge, director general of the Societe Nouvelle Pathe Cinema.

Additional 20th-Fox Promotions Made As Smith Winds Up Reorganization

NEW YORK—Twentieth-Fox is winding up reorganization of its sales department. Andrew W. Smith jr., new general sales manager, has made additional personnel shifts and promotions. First changes in the sales setup were made two weeks ago.

The new department of branch operations under Clarence A. Hill and the sales statistics research department under Morris Caplan have been organized. Hill's department will supervise labor relations at the branches and checking matters.

New promotions have been made at the Pittsburgh branch.

The short subjects department under Peter Levathes now will supervise television activities in addition to domestic 16mm, Movietone News, Movietone short subjects, Terrytoons and March of Time. Levathes said his department will increase its study of the television field. No definite plans have been set for 20th-Fox entry in the field.

The new branch operation department will handle the following:

1 All branch personnel excluding salesmen, exchange and district managers.

2. All leaves of absence, branch employes promotions and applications for salary increases.

3. All labor matters connected with branch operation.

4. All checking matters. Hill will represent 20th-Fox on the board of directors of Confidential Reports, Inc.

5. Copyrights on films.

6 All exchange buildings, leases and branch maintenance.

7. All equipment at exchanges.

8. All sales forms and systems used at the branches.

9. Branch operating costs, overtime, expenses and expense accounts.

Many of these duties formerly were handled by Jack Sichelman and Moe A. Grassgreen. They now are working under Hill. Murray Schaffer, former Boston salesman, also has joined the new branch operation department He will aid Hill on checking matters. Grassgreen will handle labor matters and sales forms and systems for the branches. Sichelman will serve as executive assistant to Hill, the department head said.

Another promotion at the home office is the appointment of Harry Mersay as assistant to Martin Moskowitz, executive assistant to Smith.

The following appointments have been made in the new sales statistics research department under Morris Caplan: Frank Bryan is Caplan's assistant; James Glynn is in charge of exchange statistics; John Mesa, Theresa Bauml and Gertrude Stutman have joined the department.

Short subjects: George A. Roberts is contract supervisor for MOT; Davida List is supervisor of newsreel and short subject prints; Marion Murphy is 16mm film contact.

Pittsburgh exchange: George Ball is salesman for zone No. 4, succeeding Charles Kosco, who was named Buffalo branch manager; Jack Ellstrom, booker, takes over Ball's territory as a salesman; Irving Stein succeeds Ellstrom as Pittsburgh booker; Joseph Vandergrift, ad sales manager, takes over Stein's post as booker.

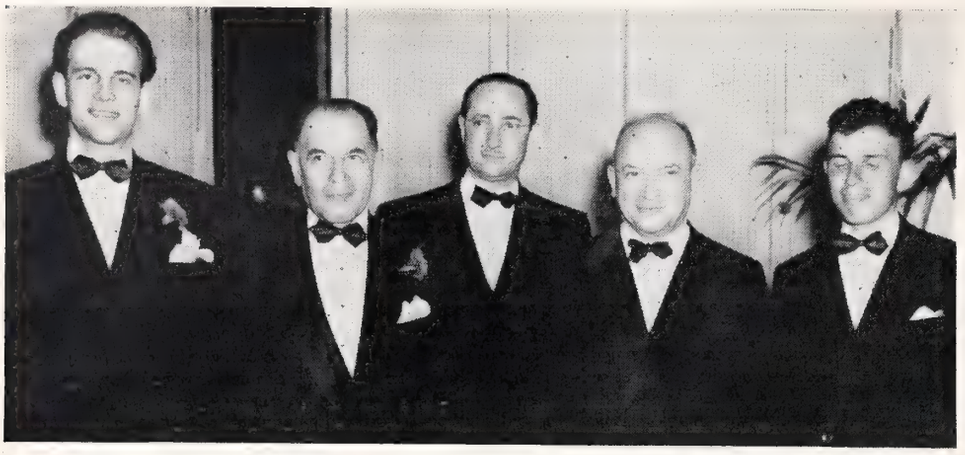
400 Industryites Pay Tribute To Smith, Gehring and Moon

NEW YORK—Industry leaders to the number of about 400 turned out Friday (20) at Hotel Astor to pay tribute to Andrew W. Smith jr., new general sales manager of 20th-Fox; William Gehring, assistant general sales manager, and Ray Moon, Atlantic division manager.

Harry Brandt was toastmaster. Spyros P. Skouros was on the speakers' dais. Ted Gamble presented a gift to Smith, Si Fabian presented one to Gehring, and Fred Schwartz presented others to Moon and Martin Moskowitz, Sam Shain, Seymour Florin, Peter Levathes and Clarence Hill.

Others on the dais were A. J. Balaban, Joseph Bernhard, A. H. Blank, Charles Boasberg, Leo Brecher, Max Cohen, Jack Cohn, Frank Damas, Irving Dollinger, Oscar Doob, Julius Joelson, Harry Kalmine, Edward Lachman, Arthur Mayer, William C. Michel, Robert Mochrie, Lucy Monroe, John J. O'Connor, E. K. "Ted" O'Shea, Walter Reade jr., Sam Rinzler, Sam Rosen, Edward Rugoff, James Sauter, Charles Schlaifer, Sol Schwartz, George Skouras, Rodney H. Smith, David Weinstock, Edwin L. Weisl, Robert M. Weitman and William White.

Brilliant Reception and Dinner-Dance As Climax of 'Dickie's' Bar Mitzvah



Snapped at the bar mitzvah celebration held in Hotel Ten Eyck, Albany, for Charles "Dickie" Schine: David Schine, J. Myer Schine, C. J. Latta, Louis W. Schine and his son Donald.

ALBANY—A brilliant reception and dinner-dance in Hotel Ten-Eyck here, attended by some 200 guests, climaxed the bar mitzvah of Charles Richard Schine, son of Mr. and Mrs. J. Myer Schine of Gloversville.

"Dickie" stood in the reception line with his parents and later spoke briefly from the head table. He had delivered a formal address earlier at the confirmation held in Knesser Israel synagogue in Gloversville. Among those of the immediate family present were David Schine, Dickie's older brother; Louis W. Schine, Myer's brother and partner, with his children, Donald and Dorene, and Myer Schine's two daughters and a son-in-law, Dr. Morton Maxwell.

Others in attendance included George Lynch, head buyer; Lou Goldstein, his assistant; Gus Lampe of the home office; E. Douglas Leishman, personnel director; Maurice Glockner, concessions department head, all with their wives; Mr. and Mrs. Arch Levine, Mr. and Mrs. Dewey Lederer, Bill Kraemer, Mohawk Valley district manager, and wife; Lou Hart, manager of the Glove, Gloversville, and wife.

The Albany distributor group included Jack Goldberg, MGM manager; C. J. Latta, Warner Theatres upstate zone manager; Joe Rosen, 20th-Fox manager; Artie Newman, Republic manager; Nate Dickman, Monogram manager; Ed Wall, Paramount ad-publicity director; Joe Miller of Film Classics, all with their wives; Samuel E. Aronowitz and Mr. and Mrs. Neil Hellman.

Willard McKay of New York, a Schine attorney, and Al Suchman, eastern division manager for Samuel Goldwyn, also attended, as did a number of leading glove manufacturers from Gloversville, friends of the Schines.

Albany Newsreel Theatre To Be Opened by Schine

ALBANY—Confirmation of the long-rumored opening by the Schine circuit of an Albany newsreel theatre was given by J. Myer Schine, who said the project had been delayed because of building material shortages, but that it was possible the theatre might be started in about three months. It will be located in the Schine-owned Ten Eyck hotel, with an entrance on North Pearl street, where William E. Walsh & Sons for years conducted a store. The site is in the heart of the business district.

ALBANY

Jack Donahue, former service man, is now assistant manager of the Mohawk Drive-In . . . J. Myer Schine, head of the theatre circuit bearing his name, accompanied by John May, his treasurer, made a detailed inspection this week of the renovation work now in progress at Hotel Ten Eyck, which Schine owns. The hostelry is being completely done over.

Palace Theatre audiences reacted favorably here to "The Farmer's Daughter," which won the BOXOFFICE Blue Ribbon award in May. More than usual interest attaches to the showing of the film here, inasmuch as Loretta Young's husband, Tom Lewis, an advertising executive, is a native of Troy . . . Sidney Lust, who operates 21 theatres in the Washington area, was here inspecting drive-ins. He made a close study of the Mohawk open-airer, operated by the Fabian-Hellman interests.

Filmrow visitors included Morris Slotnick of Utica, Waterville, and Oriskany Falls, and Harry Savett, who operates houses in Faust, Port Leyden, Tawhus and Newton Falls . . . Dave Willis of the Auto-Vision, drive-in situation, says cool weather has affected his boxoffice this season . . . Johnny Gotuso, treasurer and assistant manager of the Palace, is making slow but steady improvement, building up to a delicate operation. Si Fabian has directed that Johnny's hospital and surgical expenses be paid, in addition to his salary. Fabian said he would fly in a surgeon if necessary.

The Colonial, Albany third run independent house, has booked "Dawn Over Ireland" for a limited engagement starting June 30. This is an all-Irish cast film depicting the struggle between the Irish Republican army and the Black and Tans.

Paramount has increased its budget for shorts in 1947-48, Oscar Morgan, short subjects manager, said at a sales meeting in the local exchange. Several new series will be introduced . . . Gene Vogel, U-I manager, visited Schine headquarters in Gloversville . . . Joe Miller, Film Classics representative, said that company will later use Clark Film Distributors' print and shipping service, established under Tom Barry in the PRC-Eagle-Lion exchange. Dave Rosen, chief of operations for Clark, was in Albany for the opening. Selznick Releasing Organization is reported to be another local prospect for Clark.

Herman Ripps, assistant eastern division manager for MGM, is due to visit a doctor in New York for a checkup. He has not been feeling well for several weeks . . . Twenty Catholic sisters attended a special afternoon screening of "Welcome Stranger," Paramount picture starring Bing Crosby, in the 20th-Fox projection room. It is believed this is the first time that nuns journeyed to Filmrow for a performance.

Chris Pope, Schine feature booker in the Albany territory, expects to resume work after an operation in Gloversville several weeks ago. Head Booker Bernie Diamond, Albany date-setter before the war, pinch-hit . . . Al Suchman, one-time Schine staffer and now eastern division manager for Samuel Goldwyn, renewed acquaintances at the dinner-dance which Mr. and Mrs. Schine gave for their son, Dickie. Al reported that "The Best Years of Our Lives" has been playing to excellent business in Schine towns.

Albany Golf Tourney Climaxed by Dinner

ALBANY—A perfect afternoon for golf was climaxed by a dinner in the Colonie Country club Monday for 110 Variety Club members and their guests. The affair, for which Artie Newman, Republic manager, and Alton Mendelson, B. T. Babbitt Co. executive, labored long as co-chairmen, was voted the most successful in the annual tournament series.

Henry Blatner won the gold loving cup for the lowest gross, 78. Blatner also won a number of other prizes in the drawings conducted by Chief Barker Neil Hellman and C. J. Latta.

Ralph Ripps, MGM salesman, won a camera as runnerup to Blatner. Irwin Ullman, son of Saul J. Ullman, Fabian upstate general manager, finished first in the long drive from the first hole. Harry Alexander, PRC manager, and Gene Lowe, U-I salesman, took prizes in the blind bogey.

Among other winners were John Bylancik, National Screen manager; Jack Bullwinkle, Columbia manager; Ed Ruff, Paramount chief; Dan Moulihan, 20th-Fox salesman; Ed Wall, Paramount exploiteer; Max Friedman, Warner Theatres buyer; Harold Greenberg, Paramount-Publix exploiteer, Poughkeepsie; Frank Dervin, Republic Pictures district manager; Jack Harris, Walter Reade circuit; Si Feld and Charles Dortic, Columbia salesmen; Al Herman, Eagle-Lion district manager, Buffalo; Nate Dickman, Monogram manager; Dick Hayes, Paramount salesman.

Dave Cohen won in the drawing for the $25 government bond offered by William C. Smalley of Smalley Theatres, Cooperstown. The Benton, Warner, Fabian, Schine and Kallet circuits gave prizes, as did Upstate Theatres, Inc., Charles A. Smakwitz, Latta, Ray Smith, Warner branch chief and many others.

Guests included Supreme Court Justice Isadore Bookstein, Albany; Lou Goldstein, assistant chief buyer for Schine; Walter Reade jr.; George Giroux, Hollywood; Tom Duane, SRO, Boston, and Harold Royster, Paramount-Publix district manager, Poughkeepsie.

Moppet Gets Role

RKO has added 10-year-old moppet Tommy Ive to the cast of "I Remember Mama."

WASHINGTON

Many exhibitors and exchange folk from the Washington area, as well as a large contingent from the 20th-Fox office, headed by Branch Manager Glenn Norris, traveled to Philadelphia to attend the funeral services of C. E. Peppiatt and Samuel Gross, who met their deaths in the recent plane crash over Leesburg, Va. Norris and Office Manager John O'Leary accompanied the Peppiatt family to Atlanta, where Peppiatt was buried Thursday.

National Screen Service will move into its new building in about two months . . . Congratulations to the George Clantons of the Day Theatre, Tappahanock, Va., on the birth of a daughter on June 6. The baby was christened Sarah Anne . . . Enid Dougherty has resigned from Columbia . . . Goldie Poms is the new clerk typist at Columbia.

William F. Crockett and David Pender have sent out invitations for the opening of the new Beach Theatre on Atlantic avenue at 25th street in Virginia Beach, Va., July 1. This is the third house in Virginia Beach. The same company operates the Bayne and the Roland . . . Jack Katz of Dominion Theatres was in town last Saturday to confer with Miss Rina Cursi . . . Jake Flax went to Johns Hopkins for his periodical checkup.

MGM items: Bob Ellsworth, Judy Jones and friends spent last Sunday at Beverly Beach, Md. . . . Inspector Josephine Byrnes has returned from a two-week vacation . . . Newly elected officers of the Pep club are President Bob Ellsworth, Vice-President Audrey Poulos, Treasurer Sam Richer, and Recording Secretary Judy Jones . . . Division Manager Rudolph Berger and Assistant Division Manager John Allen came in to say "hello" to the folks. The sales department, together with Head Booker Eddy Kushner and Office Manager Joe Kronman, lunched with the two executives.

Ben Young and his son Richard are spending several days in New York visiting with Herbert Scott Young, who is managing the Malverne Theatre in Malverne, Long Island . . . Harry Robertson's daughter is ill . . . Mrs. Bertha Gordon, Newport News, Va., accompanied son Leonard on his booking trip to Washington this week and visited daughter Carlin.

Members of Alcoholics Anonymous have been invited to see the film "I Am an Alcoholic," which is being shown at the RKO Keith's Theatre this week. The invitation was issued by Manager Sol Sorkin . . . Virginia Haggerty of 20th-Fox returned from a two-week vacation this week . . . Anne Griffin entertained Sue Penwell of Minneapolis over the weekend.

George Larkin left on a well-earned vacation . . . Art Shaftel, co-author of "Just a Little Bit South of North Carolina," has another one out now called "There's That Lonely Feeling Again" . . . Dave Shreve and Martha Petry are vacationing . . . Virginia Fenner is back from her holiday in Michigan . . . MGM honored Rudolph Berger on his birthday with a cake and other refreshments and also gave John Allen a belated birthday party at the same time.

Warner Theatres: It's a girl at Mrs. Dan Benson's house. Mrs. Benson is a former real estate office gal . . . Frank LaFalce is vacationing in New Jersey and points north. Artist Stan Jennings is vacationing in North Carolina . . . Pat Jones is vacationing and making wedding preparations . . . The date for Armen Arslenian's marriage to former Warner worker Skip Gamble has been set for July 19. Armen will return to Charles McGowan's office after the honeymoon . . . Leah Horrigan has left the contact department because of approaching motherhood. Miss Fay Berkman is replacing her.

Anthony Muto, 20th-Fox representative, is to be highly commended for the splendid job he did assisting the FBI and other authorities in Leesburg, Va., after the fatal crash of the DC4.

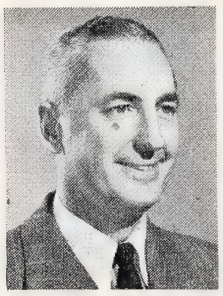
Gulistan Wilton Theatre Carpet
JOE HORNSTEIN *has it!*



REALLY A GOOD STEER—A steak fry was enjoyed by MGM home office executives and office managers at a recent meeting in Denver, and the cameraman caught these figures at the dinner, reading in the usual order: Harold Postman, assistant to Alan F. Cummings, in charge of exchange operations and maintenance; Charles K. Stern, Loew's assistant treasurer, and his wife; Henry A. Friedel, Denver manager, and his wife, and Cummings.

Name Spencer to Liaison Post for MPA in India

NEW YORK—Frederick Albert Spencer, recently commander in the U.S. naval reserve, has been named MPA representative in India. He will leave for Bombay in August to open an office. He will be at the New York office until then.



FREDERICK A. SPENCER

Spencer will serve as liaison between the MPA, State department officers and the Indian government. His territory will include India, Burma, Ceylon, Siam and British Malaya.

During the war Spencer was named to the Anglo-American Film Board at London to work on the interchange of film in the armed services. He later served as coordinator of production at the naval photographic science laboratory in Anacostia, D. C. Spencer also worked on "Report from Tokyo," documentary on Japan, and the MGM short, "Bikini—The Atom Island." He was with the Paramount studio in Astoria, L. I., and in Hollywood from 1931 to 1941.

HARRISBURG

Tex Terry, "bad man of the westerns," who headed a stage show here at the Rio, got a bad dose of ptomaine poisoning from some food he ate here. He was unable to appear on the stage, and was confined to the Harrisburg hospital for a week while his company continued to tour . . . Paul Walker, former Reviews and Previews editor of the Harrisburg Telegraph, now with Columbia's exploitation staff in New York, visited here recently.

Other visitors: Jack Burgin, Paramount; Lou Golding and Eddie Fabian, Fabian; Milt Young, Columbia, and Mike Weiss, 20th-Fox . . . Bob Sidman, Senate, went to New York and Philadelphia to complete some theatre business and work out a financial arrangement for the AVC chapter veterans housing project, of which he is chairman.

Bill Whyte, owner of the Star, visited his mother in Hartford, Conn., then brought her back to Harrisburg for an indefinite stay . . . Frank Hapsmith, Colonial usher, leaves for a vacation this week . . . The Capitol, home base of the Rubinsky interests here, was painted. The lobby and foyer now are in two shades of blue, and white, while the marquee is red and white. Mark Rubinsky, owner, made a trip over the circuit.

Saturday cartoon shows are being presented at the Hill, Camp Hill, by Manager Martin Brodsky . . . Rumor has it that Fabian interests are studying drive-in possibilities near Harrisburg and Reading . . . A merchants committee voted to close all downtown stores every evening during summer months. A number of banks taking advantage of the recently approved Saturday legal holiday caused exhibitors to make different arrangements on boxoffice change for Saturday business, and to arrange deposits.

THE IDEAL THEATRE CHAIRS
JOE HORNSTEIN *has them!*

MPA Honors Dr. Yen At Luncheon in N.Y.

NEW YORK—Dr. James Yen was honored Tuesday at a luncheon given by the MPA at the Harvard club. Yen organized the mass education movement in China. A portion of the U.S. film rentals in China is contributed to the movement. Gerard Swope and Dr. John H. Reisner, co-sponsors of the education movement, also were guests.

Those attending included Ned Depinet, Austin C. Keough, J. J. O'Connor, John Whitaker, Albert J. Richard, Frederic Ullman, Alfred Butterfield, Jack Haney, Earle Hammons, Edward O'Connor, Orton H. Hicks, James W. Piper, R. K. Hawkinson, Leon Britton, Alfred Daff, Michael Berger and Wolfe Cohen.

The MPA was represented by Francis S. Harmon, Roger Albright, Glen Allvine, Arthur DeBra, F. W. DuVall, Joe Goltz, Irving Maas, Gerald Mayer, John G. McCarthy and Theodore Smith.

Warners to Open "Father" In Skowhegan August 14

NEW YORK—A delegation of 150 newspaper, magazine, tradepaper, syndicate, radio and theatrical personalities will travel to Skowhegan, Me., by special train for the first showing of Warner Bros. film version of "Life With Father" August 14 at the Lakewood Theatre, where the original play had its tryout on the same date eight years ago.

Oscar Serlin, who produced "Life With Father" on Broadway; Mrs. Clarence Day, whose husband wrote the sketches on which the play is based, and Howard Lindsay and Russel Crouse, co-authors of the play, will join with Warner Bros. in staging the showing and the special events, reception and entertainment for the visitors during their two-day stay at Skowhegan.

The picture opens at the Hollywood Theatre on Broadway August 15. It is planned to have more than 200 day-and-date openings throughout the country in the same week.

MPA Places 15 Children In Area Summer Camps

NEW YORK—Motion Picture Associates has placed 15 underprivileged children in camps throughout New York and New Jersey, according to Fred J. Schwartz, president.

This part of the MPA welfare program was carried out through the camp fund plan set up early this year.

Schwartz said the program will be expanded next year to take care of more children.

New Policy at Park Ave.

NEW YORK—The Park Avenue Theatre started a new operating policy June 19 by showing 35 to 40 minutes of newsreels on a continuous, popular-priced performance basis with J. Arthur Rank's "A Lady Surrenders," released by Universal-International. The newsreel will be culled from the weekly releases of all five newsreel companies and will be known as The Park Avenue Hour.

Schneider With Ad Agency

NEW YORK—William F. Schneider, former assistant advertising manager for Paramount, has joined Donahue & Coe, Inc., as assistant to Lloyd Seidman, vice-president in charge of the local theatre department.

A Three-Film Parlay Pays Off With a Gag

Detroit—The strange logic of bookings at the United Artists Theatre finds "Honeymoon" followed by "Great Expectations," which in turn will be succeeded by "Welcome Stranger."

TBA Issues Printed Forms For Television Antennas

NEW YORK—The Television Broadcasters Ass'n has issued printed forms of the antenna installation agreement between the installer and the landlord and tenant of an apartment house. The agreement was approved recently by the City Investing Co. and other realty groups in New York.

Under the contract the tenant foots the bill for installation and the installer is liable for repairs on the antenna for a period of one year. After this time the tenant must pay for repairs. The landlord and tenant are exempted from any liability or loss resulting from property damage or personal injury.

Most New York landlords have agreed to the installation of as many as four to five antennas on a single apartment house roof, according to Will Baltin, secretary-treasurer for TBA. About four to five sets may be hooked up to a single antenna without affecting the quality of the television image,

Eastern Division of U-I Leads in Sales Drive

NEW YORK—The 31 Universal-International branches in the Nate J. Blumberg-J. Arthur Rank Good Business drive have exceeded their quotas by an average of four per cent to date, according to William A. Scully, president and general sales manager.

The eastern division, headed by Fred Meyers, is leading in the 22-week sales drive. The district headed by Ed Heiber, which includes the Des Moines, Kansas City and Omaha branches, is leading on the basis of charges and sales and the Denver branch, headed by Mayer H. Monsky, holds top standing of the branches with 204.84 per cent or 67.48 higher than its nearest competitor for a share of the $50,000 in cash prizes.

Contest Winners Chosen

NEW YORK—Six fellowships of $1,000 each have been awarded by the United Services fiction contest jointly sponsored by Columbia Pictures Corp., Thomas Y. Crowell Co. and George G. Harrap & Co., Ltd., of London. The winners are Rowland Barber and F. A. Nauheim, American, and Raibeart Elder, David A. Evans, Everard Johnson and William Howard Jones, British.

Watts Heads Signal Group

PHILADELPHIA—W. W. Watts, vice-president in charge of RCA engineering products department, has been elected president of the Philadelphia chapter of the Army Signal Ass'n. The Philadelphia group has received its official charter. It was organized to stimulate interest in communication preparedness for national defense.

Character Actress in 'McCoy'

Character actress Gloria Holden has been slated for an important part in "Killer McCoy," a Metro production.

WB Six Months' Net Higher Than in 1946

NEW YORK—Warner Bros. Pictures, Inc., and subsidiary companies report a net profit of $14,013,000, after provision of $8,400,000 for federal income taxes, for six months ending March 1, 1947. This compares with $9,125,000, after provision of $8,630,000 for federal income taxes, for the six months ending March 2, 1946. This 1947 net profit includes a refund of $418,000 of foreign excess profits taxes applicable to prior years.

The net profit for the six months ending March 1, 1947 is equivalent to $1.89 per share on the 7,402,180 shares of common stock then outstanding. The net profit for the corresponding period last year was equivalent to $1.23 per share, after adjusting for the two-for-one split of the common stock.

Film rentals, theatre admissions, sales, etc., after eliminating intercompany transactions, for the six months ending March 1, 1947, amounted to $85,053,000 as compared with $76,863,000 for the corresponding period in the previous year.

Boxoffice receipts for 1947 have shown a downward trend as compared with the same period in 1946, when attendance in Warner theatres was at an all-time high. Labor and other costs have increased. It is estimated that the profit for the six months which will end August 31, 1947 will show a decrease as compared with the same period last year.

Boston Bank May Hike Pathe Industries Loan

NEW YORK—The proposed loan of $7,000,000 by the First National Bank of Boston to Pathe Industries, Inc., may be increased to $9,000,000, according to C. Warren Sharp, Pathe treasurer. Sharp said the Boston bank is considering co-sponsoring the loan with the Bank of Manhattan Co. and possibly with other banking institutions. The Boston bank thereby would lessen the risk of the loan and possibly increase the amount, he explained.

Sharp will meet with Serge Semenenko, vice-president of the Boston bank, during the coming week. The loan is still in the talking stages. The money would be used to finance PRC and Eagle-Lion production. Last year Pathe secured a $5,000,000 revolving credit from the Bank of America. The credit later was increased to $6,000,000.

The Bank of Manhattan is reported to have offered to put up about $2,500,000 of the loan.

European Receipts Down, Westrex Manager Says

NEW YORK—Boxoffice receipts in Europe are feeling a slight recession, following tremendous business imediately after the end of the war, according to Fred H. Hotchkiss, European regional manager of the Westrex Corp, subsidiary of Western Electric Co. Hotchkiss returned recently from a five-month tour of his company offices in western Europe, North Africa, Scandinavia and Finland.

He said U.S. film equipment is in great demand. Almost all theatres are eager to replace old equipment. The demand for sound recording equipment is particularly high, he said, since many European countries are rebuilding domestic production. Skilled personnel is scarce, he added.

Hotchkiss predicted excellent business for U.S. films in Europe, during the coming years.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(*Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager*)

Hollywood Labor Probe Begun by Congressmen

HOLLYWOOD—The limelight of congressional investigation was turned on Hollywood's never-a-dull-moment labor scene as Rep. Carroll D. Kearns and Counselor Irving G. McCann of the house labor committee arrived in the film capital to conduct the long-promised probe into alleged high-handed methods by several labor groups working wholly or partially in the film industry.

While Earl Carroll's widely-publicized Hollywood nitery and its long-running battle with Musicians Union, Local 47, and stagehand members of the IATSE was the immediate peg upon which was being hung the local probe, there was promise that the inquiry would include the motion picture studios and the unions' dealing therewith. In which connection, the investigators from Washington admitted that subpoenas to appear as witnesses had been prepared for ten studio executives.

As a result of his prolonged feud with union musicians and stagehands, Carroll was prepared to eliminate all music and entertainment from his theatre-restaurant.

More completely applicable to motion pictures was another extension of the time limit in the current negotiations on a new contract between the Screen Actors Guild and the negotiating committee representing the Association of Motion Picture Producers, the Society of Independent Motion Picture Producers and the Independent Motion Picture Producers Ass'n. A joint statement from all parties informed that "negotiations between working subcommittees have been proceeding diligently in the 30-day period between May 15 and June 14, when the existing contract was scheduled to expire. The Guild and the producers believe that both parties are bargaining in good faith. The SAG has now agreed to extend the contract with the producers to midnight, June 30, with the understanding that in the intervening two-week period agreement will be sought on a number of specified basic issues."

Extra players were set for a weekend annual membership meeting of the AFL Screen Extras Guild at which officers and directors were to be installed and important business discussed.

Meanwhile a comparatively unimportant but nonetheless sharp skirmish ensued in the long-standing, strike-causing jurisdictional wars between the IATSE and the Conference of Studio Unions. The flare-up concerned an independent production, "Blonde Savage," being made at the new Nassour studio by Lionel Toll for PRC distribution. Toll, upon demand from IA representatives, hired only unionites belonging to IA groups, which resulted in the discharge of several CSU workers. Resultantly CSU sought court action to restrain the studio, Toll and the Independent Motion Picture Producers Ass'n—of which Toll's Ensign Productions is a member—from laying off SCU workers. SCU further was planning establishment of picket lines at the studio.

Rein on Studio Bands Asked at AFM Meet

DETROIT—During its closing session here last week, the American Federation of Musicians convention here took up a proposed measure providing that musicians belonging to a local working on a six-day law, or similar regulation designed to share work among musicians, may not take a job for one or two nights a week in territory belonging to a nearby local.

The measure was aimed at studio bands in the Los Angeles territory, according to Milton R. Foster of the Santa Ana local who presented it.

The Santa Ana musicians claim such a practice exists, with studio bands, said to be on a $7,000 annual basis, securing extra jobs in the Santa Ana jurisdiction.

The original intent of the measure to meet this particular situation became confused in a welter of discussion and amendments affecting other types of situation, and the whole matter was turned over to the executive board for clarification.

Busby Berkeley Signed To Michael Curtiz Pact

HOLLYWOOD—Busby Berkeley, veteran director of musicals has been inked to a long-term contract by Michael Curtiz Productions. His first assignment is to supervise the musical sequences in "Romance in High C," a Technicolor tune film with a Latin-American theme which is slated for Warner Bros. release. Upon completion of "Romance," Berkeley will direct a number of properties which Curtiz has in preparation.

Shorts Invite Newsreelers

LOS ANGELES—The short subjects branch of the Academy of Motion Picture Arts and Sciences is asking the academy's board of governors to ratify their action inviting newsreel men to join the branch and to participate in all Academy activities. Those in the shorts field feel that newsreels in their role as the "newspaper of the screen" are entitled to industry recognition and additionally request that an annual Academy award be given the best single issue of a newsreel yearly.

Levine Rejoins MGM

HOLLYWOOD—In his on-again, off-again association with MGM, Producer Albert Lewin once more resumes his affiliation with Leo after a fling at independent production. As an independent he produced with David Loew "The Affairs of Bel Ami" for United Artists distribution. No announcement has been made concerning his new duties with Metro.



THE BIG BOSS LOOKS IN—N. Peter Rathvon, president of RKO Radio, and Producer-Director Dudley Nichols (left) discuss production problems on the set of "Mourning Becomes Electra" at the RKO Pathe lot. Screenplay was written and is being produced and directed by Nichols.

Friars Name Directors

HOLLYWOOD—Fifteen members of the recently-organized Friars club of Hollywood have been named to the board of directors to complete the club's roster of officers. They are Harry Cohn, George Raft, Jonie Taps, Archie Mayo, Meredith Willson, Arthur W. Stebbins, Lou Costello, Irving Briskin, Pat Somerset, Groucho Marx, George Burns, Irving Mills, Abe Schorr, Myron Wilner and Abe Lastfogel.

20th-Fox to Shoot 'Flapper'

HOLLYWOOD—Scheduled for summer shooting at 20th-Fox is "The Flapper Age," newly added to the production slate, with Fred Kohlmar holding production reins. Valentine Davies and Elick Moll are turning out the screenplay. Starring spot will be filled by Jeanne Crain in her first assignment since she retired for the birth of her child. "The Flapper Age" will be shot almost entirely on location in Illinois and Ohio.

Executive Travelers

PARAMOUNT rolled out the red carpet for its international executives who trained in from Gotham for conferences with Henry Ginsberg, studio head. The group included George Waltner, International president; J. E. Perkins, managing director for Great Britain; Fred E. Hutchinson, United Kingdom sales director; John B. Nathan, division manager for continental Europe, North Africa and the Middle East; Tony C. Reddin, advertising and publicity head in Great Britain; and Stanley T. Craig, general manager for New Zealand.

Producers Pine and Thomas, the Dollar Bills, left for New York for confabs with Paramount home office executives on distribution of their independently produced features.

* * *

Producer Jesse L. Lasky, an RKO Radio sharecropper, planed in from New York after a talent search for a leading lady for his forthcoming production, "The Miracle of the Bells."

John Ford, another RKO profit-splitter, checked back at his desk after a Gotham visit to screen his Argosy Productions' "The Fugitive" for RKO home office executives.

* * *

Kenneth MacKenna, MGM scenario head, planed out for Gotham from where he plans to fly to England to study the foreign market and possibly purchase material for forthcoming films.

Walter Wanger, independent producer who is making "Joan of Lorraine" for Leo distribution, trained in from Manhattan following conferences with Nicholas M. Schenck, president of Loew's Incorporated and other Metro home office executives.

* * *

Following a month's business trip to New York, Steve Broidy, president of Allied Artists and Monogram, returned to his desk . . . Jack Schlaifer, director of sales for AA and Monogram, arrived from the east to confer with studio executives on final distributions plans for the Cinecolor production, "Black Gold" . . . Barney Gerard, sharecropper at Monogram, trained out for Gotham for productional confabs on his forthcoming feature "Jiggs and Maggie in Society."

* * *

James Poling, U-I eastern story head, planed out for New York after two weeks at the studio conferring with executives on story purchases and future production plans.

* * *

After several weeks of conferences with United Artists executives in Manhattan, Independent Producer Hal Roach sr., and Jules Seltzer, his publicity director, returned to their desks.

* * *

Cecil Barker, assistant to David O. Selznick, planed to New York for production huddles with Selznick, who is now in the east . . . Back from confabs in Gotham was Maure Janov, special assistant to E. L. Scanlon, vice-president of Selznick Releasing Organization.

* * *

Henry Ginsberg, Paramount studio head, planed out for Gotham where he plans to remain for a couple of weeks.

* * *

William Orr, talent executive for Warners, and Sophie Rosenstein, dramatic coach and test director, checked back at their desks after New York visits.

* * *

Maurice N. Wolf, assistant to William F. Rodgers, vice-president and general sales manager of MGM, checked in from his New York headquarters for studio conferences.

* * *

Donald Nelson, president of the Society of Independent Motion Picture Producers, left for Washington, having been called east by President Truman for conferences. White House visit has caused Nelson to postpone scheduled visit to Mexico City for huddles with Mexico's President Miguel Aleman.

Stars Put on Show For Jewish Appeal

HOLLYWOOD—Olivia de Havilland, Edward G. Robinson, Myrna Loy, Vincent Price and Melvyn Douglas starred in "Barbed Wire Sky," a 30-minute play by Ranald Macdougall, Warner screen writer, during the Action for Humanity rally at the Hollywood bowl on behalf of the $8,500,000 United Jewish Appeal drive.

Others in the show were Lauritz Melchior, Metropolitan opera tenor, accompanied by George Stoll, MGM music director, and a 42-piece symphony orchestra; Maurice Goldman, the orchestra's regular conductor, who also leads the 200-voice Los Angeles Oratorio society; radio actor Alan Reed; narrator Martin Gabel; and as guest speaker, J. Benson Saks, former UNRRA official.

Shepard Traube, RKO producer-director, supervised the entire production, which was staged to dramatize the plight of Europe's 1,500,000 Jewish survivors.

Weston's Guild Opens

WESTON, ORE.—The new Guild Theatre opened in the Community hall, with Jerry Jones of Milton as operator.

Lytle Buys at Hood River

HOOD RIVER, ORE.—E. A. Lytle of Portland, former owner of the Lakeside hotel in Hood River, has purchased the Community Theatre here from R. F. Kluestner.



HERE FROM ENGLAND—Robert Douglas, British actor, and Mrs. Douglas as they arrived in New York from England aboard the Mauretania. Douglas is newly signed to a long-term contract by Warner Bros.

Legion Head Hails Film 'Improvement'

HOLLYWOOD—Msgr. John J. McClafferty, executive secretary of the Catholic Legion of Decency, was guest of honor at an industry luncheon at MGM, with Louis B. Mayer acting as host.

"There has been a distinct improvement since motion pictures began observing the code of the Legion," Mayer said. "The film industry is now thoroughly aware of its responsibility as a medium touching the lives of people everywhere, and we can be sure the highest moral and social standards will be observed in the production of pictures."

Monsignor McClafferty thanked industry leaders for their "industrial recognition" of the value of the Legion.

Attending the luncheon were Y. Frank Freeman, Samuel Goldwyn, Donald Nelson, Henry Ginsberg, Judge J. F. T. O'Connor, Dore Schary, H. M. Warner, Walter Wanger, Harry Cohn, Judge Lester Roth, the Rev. John Devlin, Jesse L. Laskey, the Rev. Edward J. Whelan, E. J. Mannix, J. K. McGuinness, Nicky Nayfack, Pat Casey, Stephen Jackson, Walter MacEwen, Marty Briskin.

Al Block, Pandro Berman, Joe Cohn, Jack Cummings, Sidney Franklin, Leon Gordon, Ben Goetz, George Haight, Arthur Hornblow jr., Paul Jones, Mervyn LeRoy, Sam Marx, Joe Pasternak, G. Reinhardt, Harry Rapf, Robert Riskin, Bob Sisk, Victor Saville, Voldemar Vetluguin, Carey Wilson, Larry Weingarten, Sam Zimbalist, Edward Arnold, Frances Gifford, George Murphy, Jeanette MacDonald, Jane Powell and Audrey Totter.

General Clay Requests Stars Visit Europe

HOLLYWOOD—Gen. Lucius Clay, commanding general of U.S. forces in Europe, has invited Hollywood players who visit there to make personal appearances before American troops. In a letter to the Hollywood Coordinating committee, Brig. Gen. Russell B. Reynolds, army chief of special services, highlighted the need of this cooperation. He said:

"Subsequent to the withdrawal from the European command of the service of USO-Camp Shows, General Clay has attempted to take advantage of every expedient to provide entertainment for the forces under his jurisdiction. Your cooperation is solicited in extending the invitation of the commanding general to artists visiting that area, who are willing to appear for the occupation forces. It is the policy of the European command to provide transportation, quarters and subsistence for the period of such appearances."

President George Murphy of the Hollywood Coordinating committee urged artists contemplating a trip to Europe to notify the committee of their itineraries.

William Bailey Promoted

EL MONTE, CALIF.—William Bailey, relief manager for Edwards Theatres, has been named manager of the Monterey Theatre succeeding Manager Allen, who resigned to return to his former home in Kansas City.

Harry Cohn's Aide Quits

HOLLYWOOD—Milton Pickman, who has been assistant to Harry Cohn, president of Columbia, for the last two years, has resigned to accept a partnership in the Nat Goldstone talent agency.

Benefit Shows Soar To Another Record

HOLLYWOOD—The film capital set a postwar record during May by contributing its services at 101 benefits at army, navy and veterans hospitals, charity and other affairs, according to the Hollywood Coordinating committee. This is 20 per cent greater than in the month of April, which to this time held the record for activity since the end of the war.

George Murphy, committee president, revealed that 41 artists made their initial appearances during May, bringing to 872 the different players who have donated their talents in the postwar period.

Hollywood is currently devoting a part of its off-campus activities to building fences with the local constabulary. The HCC lined up talent for the annual Los Angeles police show, currently doing a two-week run at the Shrine auditorium, leading off the first performance with Red Skelton as headliner. He was followed by Andy Russell for two days; Victor Borge, two days; Dennis Day, one day; Jack Carson, two days; and Jack Haley, teamed with Marilyn Maxwell, two days.

Alan Ladd, Veronica Lake and William Demarest took off for Kansas City where they made personal appearances on special stage show in conjunction with a gala one-night special performance of Paramount's color comedy "Perils of Pauline," starring Betty Hutton. The performance marked the change in name of the Newman Theatre to the Paramount. The event was sponsored by a local committee for the American Cancer Research Fund, Inc., which will get all proceeds.

Son Joins Edward Small As Associate Producer

HOLLYWOOD—Father and son teamed up in the picture making business when Bernard Small joined Edward Small Productions, Inc., as an associate producer and general assistant to his father, Edward Small. His first assignment will be the feature "Cagliostro," which will be made at the Churubusco studios in Mexico City. Son Bernard began his motion picture work nearly ten years ago and worked in all phases of production until he joined the army, where he served throughout the war in the South Pacific. After his discharge, he entered into partnership with L. B. Appleton jr., and together they produced two Bulldog Drummond features for Columbia.

Sues Over Unmade Film

HOLLYWOOD—Marshall Grant Pictures was named defendant in an action brought by Director William Wellman seeking to recover $160,000 for alleged unpaid salary and royalties. The suit stems from an agreement Wellman claims to have had with Grant through which he was to receive $5,000 a week and 10 per cent of the profits from "Moonrise," a proposed John Garfield starrer, which Wellman was to direct. The film never was started.

Buckner Joins U-I

HOLLYWOOD—Robert H. Buckner has been inked to a long term contract as a writer-producer by Universal-International. His latest picture was the Howard Lindsay-Russel Crouse play, "Life With Father," which he produced for Warners.

Spearheads

By IVAN SPEAR

RECENTLY this space made comment upon the hysterical facets of the current hunt for Communists in the celluloid vineyards and, specifically, the reflection thereof in the charges by William Mooring, motion picture editor of Tidings, that RKO Radio's "The Farmer's Daughter" is a medium of Red propaganda. Tidings is the official weekly newspaper of the Los Angeles archdiocese. As such it prominently prints on its motion picture page the ratings given to pictures by the Catholic Legion of Decency, which church-sponsored censorship group appraised the Dore Schary production as being entirely acceptable for adults and children. That appraisal was sufficient in itself to accent the paradox existent in Critic Mooring's evaluation.

Since then, two developments have rendered Mooring's Communist wolf-cry even more ludicrous.

"Daughter" was elected by the National Screen Council from among May releases as the picture that offered the best entertainment for the entire family and, resultantly, it became the recipient of the monthly BOXOFFICE Blue Ribbon Award.

The National Screen Council, which each month selects the picture to be accorded this magazine's Blue Ribbon kudos, has nearly 500 members, including motion picture editors of newspapers and magazines, radio commentators, and representatives of Better Films councils, civic and educational organizations, in cities and towns of all sizes throughout the nation. There are several prominents of the Catholic Alumnae Ass'n among those 500, who en toto represent as thorough a cross section of press and public opinion as is obtainable. Obviously, the majority of them—and better films for the entire family is their cardinal aim—failed to see the Communist propaganda that so disturbed Tidings' Mooring.

Then, to further deepen the crimson of the Mooring face, Loretta Young, title-role star of "Daughter," protested to Archbishop John J. Cantwell. Probably as a result the archbishop had a fatherly word to say to Mooring or his superiors on the staff of Tidings.

From his perilous position far out on the well-known limb, Mooring in the future undoubtedly will take a second and more careful look before deciding there is a Red lurking behind every Hollywood bush—and/or every foot of celluloid.

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In his first appearance before a Hollywood guild—and particularly significant because it was the Screen Writers Guild—Eric Johnston prefaced his remarks, "My best friends warned me that it would be a mistake to appear before the Screen Writers Guild. They said I would run into several hundred of the keenest verbal sharpshooters, the most profound intellects and facile tongues in all Hollywood. They said that Johnston versus the dialecticians of the SWG would be like Hollywood High playing Notre Dame, like Daniel in the lions' den. Perhaps a wiser man would have taken the advice of his friends. But I am here because I want you to know my viewpoint. If I get slaughtered in the process, that's all right with me."

Aw, gwan, Eric, you're just flattering the scriveners. You know your tongue is just as facile as anybody's. And what's wrong with Hollywood High? Remember, sir, you are speaking of the institution Errol Flynn loves, from whose academic portals came some of Cinemania's brightest stars.

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IT AIN'T HAY DEPARTMENT!

Now in release is MGM's "Sea of Grass," while 20th-Fox is just launching "Green Grass of Wyoming."

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Carl Krueger, a very recent newcomer to the roster of producers, seems to stumble over more sleepers than the first guy up in a flop house. His only previous experience with motion pictures was a short term as an exploiteer for Paramount somewhere in the middle west. Yet, he gave more seasoned Hollywood promoters and opportunists a lesson in fast thinking and action when he snatched the commercial rights to "Thunderbolt," a very impressive and entertaining documentary covering the activities of the army air forces in Italy during the closing days of World War II. The picture was made by Lieut. Col. William Wyler, then a member of the AAF, the same Wyler who won this year's Academy award for his direction of "The Best Years of Our Lives." It reflects all of the Wyler expertness and is a proud successor to "Memphis Belle," an earlier film of comparable content.

Just as the picture was finished, however—so was the war. Wyler brought "Thunderbolt" back to this country, showed it to a handful of film reviewers and then turned it over to the War department, where the negative and a print have been gathering dust ever since. Krueger sold the army brass the idea of permitting him to distribute the picture commercially, and then made an arrangement to have Monogram release the subject for him. But he didn't stop there. With the same army brass fronting for him, he induced Star James Stewart, also a former air force colonel, to appear in a prelude to the documentary, and Wyler to direct that introduction. Ex-Colonels Stewart and Wyler contributed their services for free.

Then, just to prove that it wasn't an accident, Krueger came up with another slumberer. One of the outstanding facets of Hollywood's contribution to the war effort was "Command Performance," a recording waxed every week by screen and radio's top talent recruited for the program by the Hollywood Victory committee and broadcast by the Armed Forces Radio Services to lads and lassies in uniform in all parts of the world. It is one of the few of the film capital's wartime undertakings to survive two years of peace. It is still being done, albeit the talent of today is of lesser caliber.

Krueger now proposes to make a feature using the "Command Performance" as a title and the program's history and atmosphere as background. The natural story and entertainment possibilities inherent in the setup are obvious—a sleeper if ever there was one. The Johnny-come-lately impresario says that in his new venture he again has the unqualified blessing of the army, which, more than anyone else, probably can lay claim to screen rights. It may be that he'll need also the approval of the Hollywood Coordinating committee, peacetime successor to the Hollywood Victory committee. If so, past performances indicate that he'll get it.

Yes, indeed, Cinemania is still the land of opportunity for a bright young fella.

STUDIO PERSONNELITIES

Blurbers

Metro

BILL ORNSTEIN of the New York office left for the east following a two-week stay on the coast.

Republic

MORT GOODMAN, director of publicity, planed out for Cheyenne, Wyo., to confer with that city's Frontier day officials and Fox Intermountain circuit executives on plans for the world premiere of "Wyoming," which is scheduled for July 23.

Briefies

Independent

A novelty short entitled "The Road to Hollywood" has been compiled by R. M. Savini, head of Astor Pictures. The film features clips from four of Bing Crosby's early comedies directed by Mack Sennett plus additional scenes directed and edited by Bud Pollard.

Paramount

The Page Cavanaugh trio signed to star in a Technicolor Musical Parade featurette, "Jingle Jangle Jingle."

MARJORIE WOODWORTH inked by Jerry Fairbanks Productions to be featured with Sterling Holloway in a new briefie based on a shaggy dog story. The film will be the first to combine Fairbanks' "Speaking of Animals" technique with human actors. Miss Woodworth, absent from the screen for four years, was formerly under contract to Hal Roach.

Cleffers

Columbia

Scoring assignment on "The Son of Rusty" slated for MISCHA BAKALEINIKOFF.

20th Century-Fox

Music scoring assignments handed CYRIL MOCKRIDGE on "Scudda Hoo, Scudda Hay"; DAVID BUTTOLPH on "Kiss of Death," and BERNARD HERRMANN on "The Snake Pit."

United Artists

DAVID CHUDNOW signed as music supervisor on Triangle's "Sleep My Love."

Meggers

Columbia

"The Corsair," based on the poem by Lord Byron, is the latest addition to Producer SAM KATZMAN's slate.

"Idylls of the King," by Alfred Lord Tennyson, and "Morte d'Arthur," by Sir Thomas Mallory, will be the basis for a feature "Knights of the Round Table," which is the latest addition to Producer SAM KATZMAN's slate.

Eagle-Lion

Megging and producing chores on "Rainbow Ridge," a Cinecolor feature, handed ALBERT S. ROGELL with David Hersh acting as executive producer. Art Arthur is writing the screenplay in which James Craig toplines.

Monogram

LAMBERT HILLYER handed megging chore on the Johnny Mack Brown-Raymond Hatton starrer, "Flashing Guns." "Guns" replaces "Rawhide Trail" previously set to roll as the next in the sagebrusher series. Barney Sarecky produces from an original by Harvey Gates.

Republic

Megging chores on a college musical, tentatively titled "Books Are Lighter Than Rifles," assigned to RICHARD SALE, who penned the revised screenplay. The picture, which is on Fanchon's production schedule, will be based on a story about postwar college life.

Warners

Megging chore on "Barbary Host," comedy of an early-day vaudeville family, slated for JAMES V. KERN. Jack Carson toplines for Producer William Jacobs.

Options

Columbia

Featured role in the Glenn Ford-Evelyn Keyes starrer "The Mating of Millie McGonigle" scheduled for WILLARD PARKER.

KAREN X. GAYLORD, former Conover model, inked for a role in Cornell Pictures' "I Love Trouble."

LELA BLISS, one of the partners in the Bliss-Hayden theatre, signed for supporting role in "When a Girl's Beautiful."

ALEXANDER KNOX set to divide stellar honors with Susan Peters in "The Sign of the Ram," which is being produced independently by Irving Cummings. RON RANDALL ticketed for featured part.

Femme topline in Gene Autry Productions' "The Strawberry Roan" slated for GLORIA HENRY. "Roan" is second in the series of eight sagebrushers which Autry is producing for this company's release.

Metro

JOHN RIDGELY set to feature in the Robert Taylor starrer "The High Wall."

JULES MUNCHIN, Broadway comedian, signed to a contract. Munchin left the cast of the play "Call Me Mister" to come to Hollywood.

SAM LEVENE inked for featured role in the Mickey Rooney starrer "Killer McCoy."

ELIZABETH RISDON inked for featured role in the Van Johnson-June Allyson starrer "Virtuous." A part earmarked for CONNIE GILCHRIST. William H. Wright is producing the romantic comedy.

Monogram

Cast additions to the Johnny Mack Brown starrer, "Flashing Guns," include DOUG EVANS, STEVE CLARK, TED ADAMS, EDMOND COBB, PIERCE LYDEN, KEN ADAMS and RAY JONES.

Paramount

DIANA LYNN given option lift. Renewal marks star's eighth consecutive year with the studio.

STANLEY CLEMENTS returns to the screen after three years in the army, for top roles in Pine-Thomas' "Big Town Scandal" and "Big Town After Dark."

VINCE BARNETT had a three-day celebration—his 20th year in pictures, a new role in Pine-Thomas' "Big Town Scandal," and his 300th film appearance. DON HARVEY also was slated for a part in the film, which William Thomas directs. CARL "ALFALFA" SWITZER, former member of the "Our Gang" comedies, slated for a role. Cast additions include DON HARVEY, DONNA DE MARIO, ROLAND DU PREE, JOHN PHILLIPS and RAOY DOLCIAME.

RKO Radio

ELLEN CORBY inked to replace Jessica Tandy in "I Remember Mama." Miss Tandy was forced to relinquish the role because of a previous commitment. TOMMY IVE, 10-year-old moppet, added to the cast.

FELIX BRESSART, BENNY GOODMAN, TOMMY DORSEY, CHARLIE BARNET, LOUIS ARMSTRONG, LIONEL HAMPTON and STEVE COCHRAN inked for roles in the Samuel Goldwyn production "That's Life." MARY FIELD set for a featured role. The picture stars Danny Kaye and Virginia Mayo, with Howard Hawks directing. Parts in Goldwyn's "The Bishop's Wife" set for SHIRLEY O'HARA and DON GARNER.

JIM NOLAN and WILLIAM PHIPPS inked for parts in "Your Red Wagon." Nicholas Ray directs for Producer John Houseman.

Republic

ADELE MARA given an option hoist for another year.

RUTH DONNELLY signed for a comedy role in "The Fabulous Texan."

Selznick Releasing Organization

ETHEL BARRYMORE inked for featured part in "Portrait of Jenny" which stars Jennifer Jones and Joseph Cotten. Film currently is being shot in New York with William Dieterle directing and David Hempstead producing.

20th Century-Fox

ROY ROBERTS and MORRIS CARNOVSKY added to the cast of "Gentleman's Agreement."

Supporting role in the Tyrone Power starrer, "Nightmare Alley," ticketed for JULIA DEAN.

JOSEPH CREHAN inked for featured part in "The Foxes of Harrow."

United Artists

LARAINE DAY inked for topline in Producer Sam Coslow's "Champagne for Everybody."

RALPH MORGAN slated for featured role in "Sleep My Love," a Triangle film.

Major casting on William Cagney's production, "The Time of Your Life," completed with the signing of WARD BOND and BRODERICK CRAWFORD.

NAN WYNN signed as featured singer in the Star Films production "Intrigue."

Universal-International

DICK HAYMES toplines opposite Deanna Durbin in "Up in Central Park," which William Seiter will direct for Producer Karl Tunberg.

SOLEDAD JIMINEZ, ANNE O'NEAL and NINA COMPANA added to the cast of "Adventures of Black Bart."

CYNTHIA CORLEY, blond comedienne, ticketed to debut in Producer Nunnally Johnson's "The Senator Was Indiscreet." Role earmarked for HANS CONRIED.

CLAUDETTE COLBERT set to topline in "Midnight Lace," period yarn of the late nineties. Picture, under the productional guidance of Joseph Sistrom, will be piloted by Claude Binyon, who wrote the script.

Warners

A part in "Love at First Sight" set for GRADY SUTTON, character actor. This will be his 200th picture role since he started his screen career in 1930. CECIL KELLAWAY, veteran character actor, inked to play a featured role.

Topline opposite Viveca Lindfors, Swedish star, in "To the Victor" slated for DENNIS MORGAN.

Parts in "Romance in High C" earmarked for LENNY BRENNEN and RALPH BUNKER. CARLOS BARBE, Uruguayan consul to Los Angeles, inked for a scene.

ROBERT CAVANAUGH draws a part in United States Pictures' "Ever the Beginning." Supporting role handed ALAN HALE.

Roles in "Mary Hagen" given to KATHRYN CARD, PAUL STANTON, PENNY EDWARDS, DOUGLAS KENNEDY, HARRY DAVENPORT and FRANK CONROY.

HARRY HAYDEN and GEORGE SHERWOOD cast in "Silver River," Errol Flynn-Ann Sheridan starring vehicle which Raoul Walsh directs and Owen Crump produces.

Scripters

Paramount

HARRY CLORK, scenarist and playwright, inked to prepare the screenplay of "The Sainted Sisters."

Republic

Screenplay for "Don Careless" assigned to LAWRENCE KIMBALL. Story will be based on the Rex Beach novel.

Story Buys

Columbia

Cornell Pictures, independent producing outfit, purchased "My Sister, Goodnight," mystery by Gordon McDonnell which will be published this fall by the Atlantic Monthly press.

Monogram

"Behind the Star," original by Howard Mundy, acquired by King Bros. Yarn deals with three veterans who join the police force of a small town and proceed to clean up corruption. The film will be released by Allied Artists.

Paramount

Screen rights acquired to the forthcoming novel, "Hazard," by Roy Chanslor. The story is a romantic suspense tale combining psychological drama and light comedy. Chanslor will also do the screenplay.

Universal-International

"Gus the Great," novel by Thomas Duncan, purchased. Story to be published in the fall by J. B. Lippincott and Company is a high drama with a circus background.

Screen rights to the play "The Survivors," which is to be produced on Broadway in the fall, have been acquired. Irwin Shaw and Peter Viertel authored the show which is a combination of modern story and period immediately after the Civil war, showing a parallel of that era and current time.

Warners

"Old Enough to Know Better," story by Peter Milne, purchased and added to the production slate of William Jacobs. Yarn tells about a postwar aviation venture of two ex-army flyers. Milne will prepare the screenplay.

Technically

Columbia

Film editor chore on "When a Girl's Beautiful" handed JERRY THOMS.

LEONARD ZURIT set as dialog director on Gene Autry Productions' "The Strawberry Roan." EARL BELLAMY set as first assistant to Director John English.

Lensing assignment on Producer Irving Cummings' "The Sign of the Ram" given BERNARD GUFFEY, who was borrowed from Columbia for this independent production.

Independent

GABRIEL FIGUEROA ticketed to handle the camera on "Cagliostro," an Edward Small production which will be made at Mexico City's Churubusco studios. Megging chores are to be performed by Gregory Ratoff.

Metro

HARRY McAFEE named art director under supervision of Cedric Gibbons, and GEORGE BOEMLER inked as film editor for "Virtuous."

RKO Radio

DANNY MANDELL ticketed to edit Samuel Goldwyn's next Technicolor comedy, "That's Life," which stars Danny Kaye and Virginia Mayo.

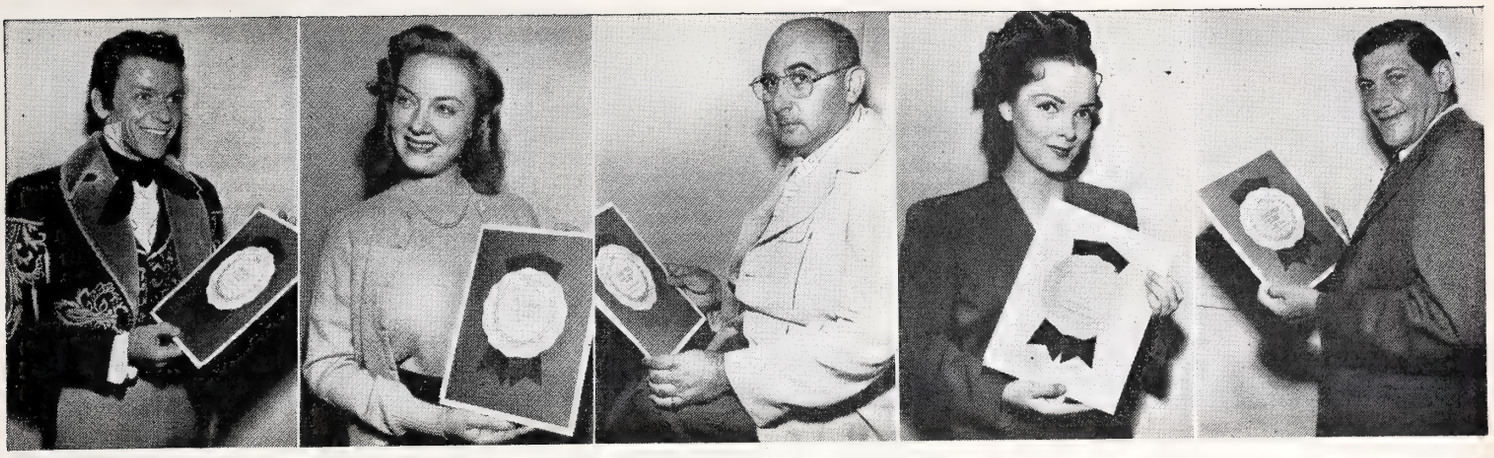
Republic

GENE ANDERSON set to be unit manager for "Sea of Darkness."

Universal-International

BORIS LEVEN named art director on Nunnally Johnson's production, "The Senator Was Indiscreet."

PAUL WEATHERWAX signed as film editor by Pro-



ducer Mark Hellinger for his feature "The Naked City."

Warners

JOHN HUGHES handed art director's chores on "The African Queen" and "Shadow of Fear," Michael Curtiz productions. EDWARD CARRERE given the same job on "The Patriots" and "The Adventures of Don Juan." Other new art director assignments included ANTON GROT on "Christopher Blake" and LEO KUTER on "To the Victor."

Title Changes

Columbia

I LOVE TROUBLE is new handle for "The Double Take," a Cornell Pictures film.

"The Mating of Millie McGonigle" shortened to THE MATING OF MILLIE.

Paramount

Final tag for Pine-Thomas' "Hard to Kill" is DYNAMITE.

Korda, Grant to Make Goodwill Pictures

HOLLYWOOD—A new international motion picture company is being planned by Cary Grant and Alexander Korda. Grant expects to go to England late this year to complete details for the project. Tentative program provides that Grant and Korda will travel from country to country making pictures that aim to help Americans understand foreign culture and customs. First of the series will be filmed in Istanbul.

"The pictures," Grant said, "will be comedies built around a young middle-class college graduate traveling abroad. He gets into amusing situations because he doesn't know the customs. The plots will be of a boy-chases-girl nature, but the underlying thread will explain customs of the countries involved."

LOS ANGELES

After attending the opening of "Mom and Dad" at the Mayan Theatre here, Kroger Babb, Hygienic Productions executive, flew out in his own plane for a tour of film centers throughout the country before returning to his home offices in Wilmington, Ohio . . . Jack Sheriff, formerly associated with Nate Schultz, Monogram franchise holder in Cleveland, has been named booker for Harry Rackin's and Sid Leeman's Exhibitors Service.

On the Row booking and buying: A. O. Birnham, Majestic, Santa Monica; Joe Schurr sr. and Joe jr., Midway Drive-In, San Diego; "Hap" Simpson, Tracy, and Joe Busse, Ritz, Long Beach; Lew Goldberg, Globe, San Pedro; Ned Calvi of Hawthorne Theatres, Kurt Laemmle of Laemmle Theatres, Joe Sloat of the Trojan, Al Shatz of the Allena, Dave Fred of the Deluxe, Milt Narvitz of the Pico, and Leo Hershon of the Monica, all of Los Angeles.

When it comes to BOXOFFICE Blue Ribbons it never rains but it pours out Leo's way. Not an unusual procedure, MGM won the coveted monthly kudos for two consecutive months when the National Screen Council voted "The Beginning or the End" and "It Happened in Brooklyn" respectively the best pictures released during March and April. So, merging his chores, the cameraman went prowling the lot to catch a few of the winners with their Blue Ribbon plaques (left to right):

1. Frank Sinatra, male lead in "Brooklyn." He is shown in the costume he wore in "The Kissing Bandit," currently showing.

2. Audrey Totter, femme star of "The Beginning or the End."

3. Norman Taurog, who directed the same picture.

4. Kathryn Grayson, who had the top-line on the distaff side in "Brooklyn."

5. Sam Marx, who directed "The Beginning or the End."

William Knotts, oldtime showman and former owner of the Covina Theatre in Covina, has been appointed by Federal Judge Campbell E. Beaumont as receiver to operate the Monrovia Theatre in Monrovia . . . Murray Gerson, PRC-Eagle-Lion salesman in San Diego, visited here . . . Filmrow visitor was Lew Wisper, Wisper-Wetsman Theatre circuit, Detroit, Mich.

Vacationing from their Four Music Hall chores were Auriel Macfie, exploiteer, who trained to New York, and Norma Muhlmann, secretary to Manager Cliff Giesseman, who left for San Francisco to visit her mother . . . Jenne Dodge, Dodge Theatres, Ventura, is relaxing at her home in Lake Arrowhead . . . Nat Solan, president of Mercury Film Laboratory, New York, greeted old friends along Filmrow . . . George A. Smith, Paramount's western division manager, enjoyed a siesta from his chores at Lake Tahoe.

Stage Shows Brought Back To Corwin's Orpheum

LOS ANGELES—Giving the local shortage of available and satisfactory first run product as the reason, Sherrill Corwin has returned his Orpheum Theatre to an intermittent stage show policy, a program which the house abandoned just about a year ago in favor of straight screen bills.

Corwin is shifting the Orpheum's straight film policy to the Palace, another in his Metropolitan Theatres chain. It will replace the Orpheum in the unit with the Belmont, El Rey and Vogue theatres.

Intermountain Quartet Captures Drive Prizes

SALT LAKE CITY — Four managers of houses owned by Intermountain Theatres, Inc., received awards last week for the first four weeks in a ten-week company drive.

The prizes, presented during a meeting in the Capitol Theatre Bldg., here, were awarded to Ray Taylor of Logan; Clayton Cheney, Roxy, Brigham City; Delbert Lesser, Uinta, Provo, and Charles M. Pincus, Utah, Salt Lake City. Presentations were made by Tracy Barham, vice-president and general manager of the company.

Company operations were discussed by Barham, Ray M. Hendry, his assistant; Sidney Cohen, buyer and booker; C. Clare Woods, district manager; John N. Krier, confections manager and E. W. McGahn, electrical engineer. Bob Quinn, Paramount field representative, discussed his company's product.

J. J. Goodstein, 66, Is Dead; Was Exhibitor, Distributor

DENVER—J. J. Goodstein, 66, exhibitor and former exchange manager, died at his Denver home following a heart attack. Goodstein started in show business in Philadelphia, where he owned theatres and managed exchanges. After moving to Colorado he acquired theatres in a number of cities before leaving the business, only to re-enter several years later by buying the Rialto in Haxton, Colo., which he owned at the time of his death. Funeral services were held in Denver, with burial in Philadelphia. He is survived by his wife Anna.

Stage Production Ass'n Leases Tivoli Theatre

SAN FRANCISCO—The San Francisco Theatre Ass'n has leased the Tivoli for ten years beginning October 1 from the Blumenfeld circuit. John Jennings, manager-director for the nonprofit association, said the group would follow a general policy along lines of New York's Theatre, Inc. Major productions will employ professional talent. Shows will be built locally.

Lippert Drive-In Opens

PIXLEY, CALIF.—Mooney Grove's Drive-In Theatre, situated near here, has been opened by the Robert L. Lippert Enterprises. Space for 500 cars has been provided. The open air situation cost approximately $100,000.

R. E. Vaughan, former manager of the Pix, a Lippert house in Pixley, is manager.

Gillette, Tibbs Head Mountain Area MPF

SALT LAKE CITY—Sam Gillette, Tooele exhibitor and president of the Intermountain Theatres Ass'n, was named trustee of the Rocky Mountain area's Motion Picture Foundation, the permanent chairmanship going to Don Tibbs, Monogram manager.

These selections came after a meeting in the Centre Theatre of the MPF panel elected during the Exhibitor-Distributor roundup held here last week with Charles L. Walker, 20th-Fox district manager, heading the steering committee.

Named to the panel for two-year terms were Gillette, Sid Sanders, Fox Intermountain; Norman Stubblefield, eastern Montana; J. Roger Mendenhall, Boise; George Hackett, Salt Lake; Vincent A. Gilhool, Huish-Gilhool circuit, Salt Lake; George Smith, Magna; Ray M. Hendry, Intermountain Theatres, Inc., and Hugo Jorgenson, Rigby, Ida.

Named for one-year terms were Tibbs, George Derrick, MGM office manager, Salt Lake; Ralph Trathen, Salt Lake; Jack Moran, Laurel, Mont.; Don Campbell, Salt Lake; Dave Edwards, Lawrence Theatres, Salt Lake; Warren Butler, Lyric Theatre, Salt Lake, and Harold Green, Columbia Pictures, Salt Lake.



FOUNDATION FIGURES—Sam Gillette, right, recently re-elected president of the Intermountain Theatres Ass'n, has been named trustee of the Rocky Mountain area Motion Picture Foundation. At left is Ralph Trathen, member of the MPF panel and secretary-treasurer of the Intermountain group.

San Francisco Film Leaders Form Bay Chapter of MPF

SAN FRANCISCO—Pledging full support for their area, San Francisco motion picture leaders under Chairman Jerry Zigmond have completed organization of the Bay chapter of the Motion Picture Foundation, newly developed industry-wide welfare organization. Zigmond, divisional manager for Paramount, was named to head the local permanent panel at a meeting last week.

Members of the exchange area serving with Chairman Zigmond include Neal East, Paramount manager; Herman Wobber, Pacific coast sales manager for 20th-Fox; Robert Lippert, head of the Lippert circuit; Abe Blumenfeld of Blumenfeld Theatres; Floyd Billingsley, business manager of the projectionists union; Irving M. Levin, district manager for San Francisco Theatres, Inc.; Roy Cooper, film buyer for Golden State Theatres; Richard Spier, divisional manager for Fox West Coast Theatres; Ben Levin, General Theatrical Co.; Al Maas, president of the Theatrical Employes union; Homer Tegtmeier, manager of B. F. Shearer & Co.; Al Shmitken, WB manager; George Nasser of Nasser Bros. Theatres; Verne Taylor, general manager of the T&D circuit; Rotus Harvey of Westland Theatres, and Jay Golden of RKO Theatres.

This group, according to Zigmond, already has indicated through initial pledges that the bay area will more than meet its share of the Foundation's goal of $10,000,000 throughout the United States by 1949.

Tavarola to Stockton

STOCKTON, CALIF.—L. G. Tavarola, new manager of the Fox California Theatre, comes here from San Francisco, where he has been manager of the Paramount Theatre at Jones and Market for the past three years. He has been with Fox West Coast for 20 years and has served his firm as manager of several theatres in northern California. The new manager succeeds Ray Duddy, who was in charge of the Fox California for several years. John Phillips has been acting manager for a few weeks.

Bad Weather Helps in Seattle; 'Duel' and 'Yearling' Stay Up

SEATTLE—Clouds and rain came to the rescue of theatres this week and halted a summer slump. Meanwhile, leadership remained unchanged. "Duel in the Sun" was going strong with 160 in its fifth week of roadshow engagement in the Music Box, its moveover house. "The Yearling" was keeping pace with 170 in the fourth week at the Music Hall.

(Average is 100)

Blue Mouse—**The Late George Apley** (20th-Fox); **San Demetrio, London** (20th-Fox), 2nd d. t. wk.. 80
Fifth Avenue—**The Sea of Grass** (MGM).....100
Liberty—**Johnny O'Clock** (Col); **King of the Wild Horses** (Col).....130
Music Box—**Duel in the Sun** (SRO), 5th wk., roadshow 160
Music Hall—**The Yearling** (MGM), 4th wk.....170
Orpheum—**Buck Privates Come Home** (U-I); **Millie's Daughter** (Col) 90
Paramount—**Cheyenne** (WB) 100
Roosevelt—**The Two Mrs. Carrolls** (WB), 3rd d. t. wk.....125

Comedienne in 'Luxury Alley'

Metro has handed Marina Koshetz, singing comedienne, an important assignment in "Luxury Liner."

Bakersfield to Vote On Ticket Tax Hike

BAKERSFIELD, CALIF.—The Bakersfield city council would have none of Councilman Alfred Siemon's proposed increase in the amusement tax and at a recent meeting refused to consider it, thus allowing the decision to be left to the voters at a special election August 12.

Siemon's idea for a tax of 1 cent on each 10 cents of the price of admission tickets has been in political difficulties for more than a year. Siemon resigned as mayor of the city last year because the city council cut the main features out of a similar amusement tax proposal. He then circulated a petition to bring his latest tax plan before the council. If it fails of adoption, it must be submitted to the voters.

A large group of representatives of amusement enterprises were on hand to attack the Siemon-proposed ordinance had the proposal been thrown open for discussion, but the council would have none of it.

Bakersfield at present has an amusement tax of one cent on each admission over 15 cents. The Siemon proposal would levy one cent against each dime of admission.

Ewing Buys Out Partner

AUBURN, WASH.—James Ewing, formerly manager of the Orpheum Theatre in Spokane, has bought out J. J. Rosenfield's interest in the Auburn Avenue Theatre. Ewing and Rosenfield have been partners since the theatre opened in 1943. Rosenfield owns and operates the Lyric Theatre in Salt Lake City and the Post and Autovue theatres in Spokane. The Autovue is a drive-in.

Dewey Gates Sells Lake

JOHNSTOWN, COLO.—Dewey Gates, owner of the Lake Theatre here, has sold his interests to W. B. Parks of Glenrock, Wyo. Gates and his wife were in Kansas City early this week, but have no definite plans.

To Rebuild at Turlock

TURLOCK, CALIF.—The Golden State Theatre, recently damaged by fire, will be rebuilt. Salih Bros. of San Francisco has been awarded a $119,600 contract for the work.

SEATTLE

Frank L. Newman sr., Evergreen president, is back from Los Angeles. With him was Marvin Fox, purchasing agent . . . Don Condon, army booker, is back on Filmrow with his leg in a cast. He injured it in a fall . . . Homer Garvin, manager of B. F. Shearer's Capitol in Juneau, Alaska, flew home after a visit . . . Frank D. Drew, 20th-Fox branch head, left for a meeting with Spyros Skouras in Los Angeles, with Ray Ackles, Chilt Robinette and Leonard Raatz.

Neal Walton, Columbia branch manager, was in Chicago for a sales conference . . . The Hoosier Hot Shots are booked for a personal appearance at the Music Hall July 2 . . . The Northwest Film club will hold its annual golf tournament at the Rainier Golf club July 18 . . . Ed Johnson and Dwight Spracher have changed the name of their drive-in on the Seattle-Tacoma highway from the Northwest Motor-In to the Midway.

Jack Gregory, manager of Altec and his assistant, Bruce Mewborn, are in Salt Lake City for the annual meeting of Exhibitor-Distributor roundup . . . Jack Douglas, RKO exploiteer, is making a swing through Wenatchee, Spokane and Pullman . . . A. H. Ahlskog, Evergreen treasurer, is riding the trolleys now that his daughter Diane has graduated from high school. For three and one-half years he drove her to school every morning.

Bernie Wolf, western division manager, and Jack Flannery, local branch head, lunched with Vic Gauntlett, Herb Sobottka, Carl Mahne, Frank Christie, Irving Barry, A. H. Ahlskog and Lowell Parmentier at the Magician's club . . . Billy Conner, Tacoma exhibitor, lunching with his daughter on Filmrow . . . Mrs. Oscar Chiniquy has left to visit her daughter and son-in-law in Los Angeles.

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WESTERN SERVICE & SUPPLY
2120 Broadway, Denver 2, Colo.

WESTERN THEATRICAL EQUIPMENT CO.
337 Golden Gate Ave., San Francisco 2, Calif.

MODERN THEATRE SUPPLY, INC.
Seattle, Washington

SAN FRANCISCO

E. B. and Vernon Claeys of Martinez have bought the Quincy Theatre from Mr. and Mrs. Paul Sprague, who have owned it since 1920 . . . The reopening of the Montez Theatre in Grass Valley was heralded with a special four-day showing of "The Best Years of Our Lives." J. E. Keegan is the manager of the theatre.

Lee Zwiebel, manager of the Sierra Theatre in Susanville, is very proud of the new improvements at the house. They include a new screen with backstage speakers.

Leon H. Nishkian, San Francisco engineer, died recently at his home here. Nishkian was engineer for the local Fox Theatre . . . Action on the proposed ordinance establishing business license tax throughout rural areas of San Joaquin county has been postponed by the county board of supervisors. Expected to raise approximately $20,000 in yearly revenue, the proposed tax would charge an annual $10 tax on theatres.

William Peters, Manteca Theatre owner, is proud of his new Del Rio Theatre opened in Riverbank. The Del Rio seats 750, including 135 loge seats, and the building houses six stores. The opening of the Del Rio brings four theatres under Peters ownership. The other houses are the El Rey in Manteca, the Rio in Ripon, and the Lyric in Escalon. Peters, who transacts his business under the name of Manteca Theatre Corp., says the Manteca Theatre is still his home theatre and will remain his headquarters.

"The Nuremberg Trials," Soviet film version of the trials which led to the conviction of Hitler's top leaders, is making its local bow. This is the first feature length documentary on the trials to be publicly released by any of the allied countries represented at Nuremberg.

According to reports, the Golden Gate Theatre is trying to talk crooner Dick Haymes out of flying his own plane up from Hollywood for his personal appearance. Incidentally, the record promotion is terrific. All the local disc-jockeys are plugging Haymes tunes.

WE HAVE IT!
CAN GET IT!
OR WILL MAKE IT!
Western Theatrical Equipment Co.
337 GOLDEN GATE AVE.
SAN FRANCISCO 2, CALIF.
★ Phone HEmlock 8302

"CENTURY"
THE MODERN PROJECTOR
Walter G. Preddey
THEATRE SUPPLIES
187 Golden Gate Ave.,
San Francisco 2, Calif.
Phone Underhill 7571

Also in town last week were Fred MacMurray, who sped through town to spend a few days at Le Trianon resort, and Frank Sinatra, who was on his way to Sonora for some location shooting.

The Alexandria Theatre here celebrated its fifth anniversary June 19. (Dating not from its humble beginnings, but rather since its remodeling.) Five nationally known acting and writing stars don't know it yet, but supposedly they are receiving lifetime passes to the Alexandria. Their birthdays are on the same date as the Alexandria's.

Bucky Williams has resigned as general manager of the Oakland and San Francisco Newsreel theatres of the Aaron Goldberg circuit and taking an extended vacation in the Canadian Rockies. Accompanying him will be his wife, his son, his station wagon and his hound dog.

Ximena Watson of the Nasser Bros. office has returned from a vacation in Catalina and Los Angeles . . . Virginia Welles, featured in "Dear Ruth," appeared in person at the St. Francis Theatre when the Wisconsin Rotary night held sway.

Mr. and Mrs. M. E. Hammond of the Shastona Theatre at Mount Shasta were in town last week saying hello to friends along the Row . . . Congratulations to Pete Vigna, FWC booker. Pete is the father of a boy born June 12.

Richard J. Nasser of Nasser Bros. Theatres was one of three new members of the adult probation committee sworn in here last week . . . Golden State Theatres will take over management of the Rialto here, formerly controlled by Fox West Coast Theatres, on June 30.

J. L. Pilegard, city manager in Visalia for Golden State Theatres, was seriously injured last month when his auto overturned ten miles outside of Hanford while rounding a curve . . . Lorin Emmick recently made a quick tour of the Merced, Strand and Rio theatres in San Joaquin valley.

Mark Keller has announced that George Booth has been appointed manager of the Rio Theatre, Monterey, replacing Harold Brazil, who resigned . . . W. B. Armstrong, head of the purchasing department of Golden State Theatres, has been ill in a San Francisco hospital. He is reported doing fine and will be back at work shortly.

A. K. Snyder, Western Theatrical Equipment Co., was in the San Joaquin valley. He stopped at the Madera Theatre in Madera . . . The Tower Theatre in Reno seems to be headquarters for all civic doings these days. Margheurite Dougherty, manager, reports six events in the last few months. They ranged from a cooking school to the Town Hall series.

Dave Reese of the Lodi Theatre has moved into his new home . . . John Dickinson, maintenance man at the Fox in Hanford, is in the Hanford Homecoming Whiskerino contest and has a three month growth to prove it. One of the children at the show was arguing with a friend that John was a Russian . . . Last week the first child in line for the cartoon show at the Fox Theatre in Hanford arrived at 6:55 a. m., acording to the night watchman, Joe Ramsay.

Robert Corbin, formerly associated with RKO Theatres as manager of the Golden Gate here, is now affiliated with the Robert L. Lippert circuit.

Comedienne in 'Indiscreet'

Cynthia Corley, blond comedienne, has been ticketed by U-I to debut in "The Senator Was Indiscreet."

'Egg' Still Winner With Denver Fans

DENVER—"The Egg and I" at the Esquire and Paramount, in its second week, was still top attraction in town and stayed or a third session.

(Average is 100)

Aladdin—**Stairway to Heaven** (U-I).....145
Broadway—**Tarzan and the Huntress** RKO); **A Likely Story** (RKO), 2nd wk.....75
Denham—**Blaze of Noon** (Para), 2nd wk.; **Fear in the Night** (Para).....80
Denver and Webber—**The Red House** (UA); **Calendar Girl** (Rep).....95
Esquire and Paramount—**The Egg and I** (U-I), 2nd wk.....150
Orpheum—**High Barbaree** (MGM); **Banjo** (RKO).....100
Rialto—**Cheyenne** (WB); **Jewels of Brandenburg** (20th-Fox), 2nd d. t. wk.....100
Tabor—**Odd Man Out** (U-I); **For the Love of Rusty** (Col).....105

'Miracle,' 'Calcutta' Lead In Los Angeles Openings

LOS ANGELES—Among a varied assortment of holdovers and reissues, two newcomers to local first run screens garnered boxofice honors last week. The bright spots were 20th-Fox's "Miracle on 34th Street" and Paramount's "Calcutta."

Belmont, El Rey, Orpheum and Vogue—**Time Out of Mind** (U-I); **Thunder Mountain** (RKO).....100
Chinese, State, Uptown and Loyola—**Miracle on 34th Street** (20th-Fox).....175
Downtown and Hollywood Paramounts—**Calcutta,** (Para); **Fear in the Night** (Para).....170
Egyptian, Wilshire and Los Angeles—**Living in a Big Way** (MGM).....150
Four Star—**The Great Waltz** (MGM), reissue, 3rd wk.....150
Four Music Halls—**Ramrod** (UA), 3rd wk.....100
Guild, Ritz, United Artists, Studio City, Carthay Circle, Iris—**Great Expectations** (U-I), 2nd wk.....100
Hillstreet and Pantages—**Honeymoon** (RKO).....110
Million Dollar—**Thief of Bagdad** (FC); **Murder on Diamond Row** (FC), reissues.....100
Warners Downtown, Hollywood, Wiltern—**Cheyenne** (WB), 2nd wk.....100

'New Orleans' Big in S. F.; 'Egg' Stays in Top Bracket

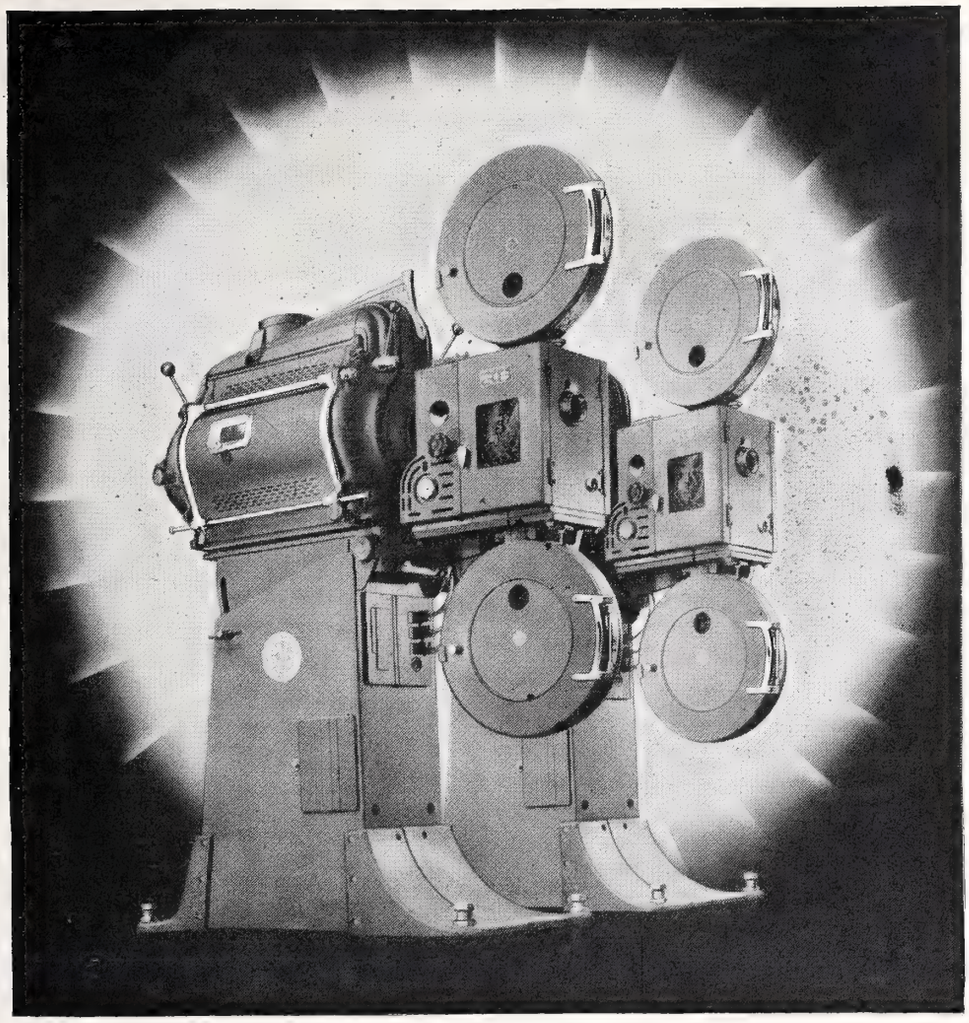
SAN FRANCISCO—Still tops is "The Egg and I" in its sixth week at the Esquire. "New Orleans" pushed into the top layer with a nifty 170, opened at the United Artists.

Esquire—**The Egg and I** (U-I), 6th d. t. wk.....160
Fox—**High Barbaree** (MGM); **My Brother Talks to Horses** (MGM).....100
Golden Gate—**Born to Kill** (RKO), plus **Jane Russell** on stage.....130
New Guild—**The Great Waltz** (MGM), reissue.....160
Orpheum—**Framed** (Col); **King of the Wild Horses** (Col), 2nd wk.....145
Paramount—**Cheyenne** (WB); **I Cover Big Town** (Para).....150
St. Francis—**Dear Ruth** (Para).....145
State—**The Two Mrs. Carrolls** (WB); **Danger Street** (Para), 3rd d. t. wk.....110
United Artists—**New Orleans** (UA); **The Devil on Wheels** (PRC).....170
United Nations—**The Homestretch** (20th-Fox); **That Way With Women** (WB), 3rd d. t. wk.....80
Warfield—**The Yearling** (MGM), 3rd wk.....120

ATTRACTIVE POPCORN BOXES
Top Volume Popping Purdue Hybrid Popcorn.
Popsit Plus Popcorn Seasoning Cocoanut Oil in 50-lb. Cans.
Popcorn Salt—Scoops—Bags—Seasoning Measuring Cups
Best Quality Merchandise — Quick Service
ARTHUR UNGER CO.
105 Golden Gate Ave. San Francisco 2, Calif.

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Drive-In
★ Theatre Operators ★
For special trailer copy for your opening write to
Motion Picture Service Co.
125 Hyde St, San Francisco 2
Producers of Showmanship Trailers

NOW--for that PERFECT SHOW-



The New DeVRY "12000 SERIES"

Projectors and Amplifiers

You never knew you could get so much of what you want for so little as you get in the *new* DeVRY "12000." They're the sensations of every show at which they have been previewed. "The biggest equipment news," Exhibitors say, "since the talkies!" Projectionists call them a major contribution to "the perfect show."

Now Being Installed

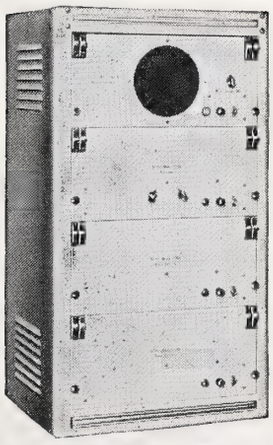
With Sound Head and Picture Mechanism in *one complete unit*— . . . With patented Silent Chain Drive . . . With warperfected Rotary Sound Stabilizer and a host of other major refinements in design, manufacture and finish—DeVRY's new, sensational "12000 SERIES" theater projectors and amplifiers are now being installed in the world's finer theaters.

See these beautiful, rugged, streamlined projectors at the Authorized DeVRY Theater Supply Dealer nearest you. Check them for *stamina, dependability, simplicity, serviceability*—for *low cost maintenance*—and for *performance.*

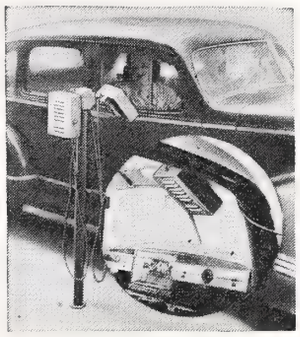
DeVRY'S NEW "12000 SERIES" AMPLIFIERS Meet Projectionists' Most Rigid Specifications

There Is a DeVRY for Every Size and Type of Theater . . . From 20 to 120 Watts . . . and UP

. . . Projectionists! Exhibitors! Until you've heard sound projection via DeVRY's "12000 SERIES" Amplifier, you haven't heard today's closest approach to your fondest goal—"the perfect show." And PROJECTIONISTS: With DeVRY Equipment, everything you need to check, service or replace, is "easy to get at," through DeVRY's Unit Service Plan. See and Hear DeVRY's New "12000 SERIES" Theater Equipment at the Authorized DeVRY Theater Supply Dealer Nearest You.



Here's Another Major Equipment Development . . .



DeVRY'S IN-CAR SPEAKER

Compact, lightweight, precision-built to withstand rugged all-season service—DeVRY's In-Car Speaker is designed for permanent installation on the parking ramp. Assures superb sound reproduction. Permits in-car operation, so windows can be kept closed in bad weather. Individual sound control to patron's taste. Sound is confined to theater area, eliminating community annoyance, yet reaches farthest parked patron in same synchronization of image as those close-in. Specifications, prices, on request.

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LOS ANGELES 7, CALIFORNIA
Projection Equipment & Maintenance Co., 1975 S. Vermont Ave. Telephone: REpublic 0711

SAN FRANCISCO 2, CALIFORNIA
C. R. Skinner Mfg. Co., 292 Turk St. Telephone: ORdway 6909

For the Perfect Show Indoors or Out — Your Best Buy is a DeVRY

SALT LAKE CITY

The intermountain premiere of 20th-Fox's "Bob, Son of Battle" will be staged at the Utah July 2, with several motion picture personalities in town for the affair. Simultaneous with the Salt Lake City showing of the Utah-made picture, it is expected the film will be released in scores of other theatres in this area to take advantage of the publicity breaks.

Sam Gillette, energetic Tooele theatre owner, mortician, bowling alley and store proprietor, is our candidate for the busiest showman in this area. On top of these commercial deals, Sam continues as president of the Intermountain Theatres Ass'n and has been named permanent trustee of the Motion Picture Foundation. In addition, he has a hand in the management of a candy and popcorn company and a drive-in theatre. There also are rumors he will soon be involved in another big theatre deal.

July 5 will be a legal holiday in Utah, it was announced this week by Gov. Herbert B. Maw, who said he was taking the unprecedented step because of the large number of holidays during Utah's centennial. The move will give those on Filmrow three days for trips, and may hurt theatre business in town inasmuch as many residents are expected to leave the city for the mountains or elsewhere.

Earl Peterson resigned as United Artists booker to join Howard Cahoon, Selznick Releasing Organization manager. Dick Iba, formerly with United Intermountain, the buying and booking combine, replaces Peterson at UA.

Melba Davey resigned as head inspector at RKO . . . Charlotte Bryner has joined the RKO inspecting department . . . Beatrice Platt, RKO booker-stenographer, and her husband drove to Atlanta, Ga., for their vacation . . . Doris Johnson, contract clerk at RKO, spent part of her vacation in a hospital undergoing a tonsillectomy . . . Carroll Trowbridge, UA branch manager, combined business with his vacation when he visited exhibitors in Idaho en route to the northwest.

"Duel in the Sun" has been purchased by the Lawrence Theatres. The film will be shown in the Uptown and the Rialto in Salt Lake City, the Rialto in Boise, and the Academy in Provo, Fox Intermountain theatres and some others will show the picture simultaneously some time in July.

Screen star Jerry Colonna will be master of ceremonies at a Centennial horse show next month . . . Gene Autry will lead the parade and rodeo at Ogden next month . . . Herman Wobber, 20th-Fox division manager, was in Salt Lake this week to confer with local officials of the company . . . John Rugar, Park City exhibitor, made one of his infrequent visits to Filmrow last week . . . C. F. Davis of the Ruby, Three Forks, Mont., was another visitor.

Local newspapers are profiting from increased advertising by first run houses. "Miracle on 34th Street" brought several hundred inches extra to the Tribune, News and Telegram before opening at the Centre this week. "It Happened on Fifth Avenue," which had an extended run at the Uptown, was exploited with large ads. Other pictures have had similar display treatment, with 4x10 and 5x12 ads being not uncommon. The Tribune and Telegram have limited all advertising, including amusements, but the News accepts all ads without limitation.



WIVES OF SHOWMEN—A feature of the Exhibitor-Distributor roundup in Salt Lake City was the tea at the Motion Picture club for wives of the showmen. Here, Mrs. Claude Hawk (seated), president of the Ladies Club, chats with Mrs. Don Tibbs at the social affair.

The Academy award short "Cat Concerto" was plugged with a large display ad in the lobby of the Uptown before its scheduled opening, and also was the center of a large layout and story on cartooning in the movies, used in the Saturday magazine section of the Deseret News.

"Holiday on Ice" extended its local run three days. Local exhibitors won't get much of a breathing spell from competition, however, as a variety show is coming in, several other attractions are booked at the Fairgrounds, and the midway continues operation . . . Drive-in theatres, nearly all of which have opened, are doing good business.

Martin Lewis, Paramount radio director, conferred here with showmen on the use of radio for advertising pictures. He told theatremen of the semitranscribed interviews with stars, dubbed in locally, which he said are proving hits in all areas. Bob Quinn, Paramount field representative, had Martin in tow . . . Vernon Berg, Eagle-Lion field representative, was another Salt Lake visitor.

Bing Crosby stopped here briefly last week, en route from New York to Hollywood. He looked at the clouded skies, and said something about the weather not being too good for golf. He should have stayed for the Round-Up, where he would have had plenty of golfing.

Hugo Jorgenson and Hilmer George, Idaho exhibitors, are friendly competitors. They have theatres in the same town, but Hugo, who has a private plane, brings Hilmer to Salt Lake with him whenever he comes down to buy pictures. They were visitors for the Round-Up here this week.

The Centennial still is cutting heavily into grosses here, but some outstanding hits are keeping many exhibitors up better than theatremen on the coast. Some showmen report good matinees, with slackening in business in the evenings. The drive-ins are reported doing good business. Despite a terrific rainstorm the other night, one outdoor theatre turned away customers. Closing of the pageant in the tabernacle helped out many theatres, especially in small towns, which were practically deserted of people traveling to Salt Lake for the church show.

Pity Charles Pincus. This dynamic manager of the Utah, who usually is moving around every minute or so, had to sit still during a day-long meeting of Intermountain Theatres, Inc. He couldn't get out for his usual coffee every hour . . . Harry Ashton, manager of the Uptown, has recovered after a short illness.

Pacific Drive-In Theatres Will Build at Sepulveda

SEPULVEDA, CALIF.—Pacific Drive-In Theatres, Inc., has bought 15 acres on Roscoe boulevard here between Sepulveda and Van Nuys boulevards as a site for a de luxe drive-in theatre which it is estimated will cost about $250,000. Pacific reportedly paid owner Frank Spitchtg more than $60,000 for the land.

The new theatre wll park 800 cars and will be equipped with in-car speakers and a screen 45 by 60 feet. Pacific is an associate company of California Drive-In Theatres, Inc., which operates the San-Val Drive-In Theatre in Burbank, the Olympic Drive-In Theatre in Los Angeles and others. The two corporations hold a franchise from Park-In Theatres, Inc., of Camden, N. J., holders of drive-in theatre patent rights.

New Vashon Island House Is First Built for Pictures

VASHON, WASH.—The new Island Theatre is Vashon island's first building actually designed and built for showing motion pictures. The old show house, which burned more than a year ago, originally was built for the YMCA. Films have been shown in the Grange hall since the fire.

The new 550-seat theatre was financed and erected by a group of Vashon island businessmen at a cost of about $100,000. One of the unusual features of the building is the seating arrangement, which allows exceptionally tall and portly men ample room for comfort. It is reported that architect William R. Grant fastened on this angle while working with the investment corporation, which includes several members of generous dimensions.

T&D Jr. Ready to Start 1,000-Seater in Lindsay

LINDSAY, CALIF.—The 1,000-seat theatre to be built at the end of South Elmwood avenue by T&D Jr. Enterprises, who now operate the Lindsay, will be known as the State.

Ground will be broken for the new structure in the near future, it was announced by Marcel Ceresa, manager of the Lindsay. It is expected that the State will be open next fall.

A parking lot of one and one-half acres will adjoin the theatre, affording free parking for patrons.

Buys 'The Murder Mystery'

MGM has bought "The Murder Mystery" from Charles Jackson, author of "The Lost Weekend."

We have the Buyers for YOUR THEATRE
Count on us for Quick Action!
Phone BRoadway 0521
Our wide contacts with the exhibitors assure you of satisfactory results.
THEATRE EXCHANGE CO.
201 Fine Arts Bldg. Portland 5, Oregon

SALT LAKE ROUNDUP PRAISED AS STIMULANT OF GOODWILL

First Prize in Golf Tourney To Hugo Jorgenson, Rigby, Ida.

SALT LAKE CITY—Praise for the goodwill benefits of the annual Exhibitor-Distributor roundup continued to be heard here this week as Filmrow settled back into normalcy.

The big event last week drew more than 250 industry people from Washington, California, Colorado and New Mexico.

Testimony as to the value of the affair came at the victory dinner at the close of the three-day gathering Thursday night. Producer Marvin Stahl, who last year tied for third in the golf tournament and this year finished down in the field, said he liked the gathering so much that this year he brought his wife. Next year, he said, "We will bring our children and as many friends as we can talk into coming."

Actor Buddy Rogers, here for the first time, said he would try to bring his wife, Mary Pickford, next year.

FIRST PRIZE TO JORGENSON

First prize in the golf tournament was taken by Hugo Jorgenson, theatre owner in Rigby, Ida., who finished with a net score of 66 to surprise the experts. He was three strokes ahead of Charles L. Walker, 20th-Fox district manager, who was second. Tied for third were Kenneth O. Lloyd and Jack Swonson, salesmen, with scores of 70. Clarence Olson of Denver and John D. Rice, attorney for the Motion Picture club and Utah Theatres Ass'n, were deadlocked at 71 and Bus Campbell was next with 72.

The golf tournament attracted 102 players. It had rained heavily the first two days of the roundup but the sun broke out brightly the morning of the competition.

The gathering combined a business meeting of the ITOA with special screenings, golf, a dinner-dance and other social functions.

WELCOMED BY QUEEN

Visitors were officially welcomed to the city by Utah's centennial queen and her attendants, and after the business portion of the Roundup had been cleared away on opening day, the program continued with a women's tea, open house at the Motion Picture club, the golf tournament, screenings and dance. Pictures screened during the meeting were Republic's "That's My Man," U-I's "Buck Privates Come Home," RKO's "Bachelor and the Bobby Soxer," Paramount's "Welcome Stranger," Allied Artists' "Black Gold," MGM's "Cynthia," PRC-Eagle-Lion's "Repeat Performance," and 20th-Fox's "Miracle on 34th Street."

C. Clare Woods of Intermountain Theatres was in charge of the Roundup, which was put on jointly by the Motion Picture club and Filmrow. Those attending includes:

Charles "Buddy" Rogers, actor-husband of Mary Pickford; Marvin D. Stahl, Eagle-Lion producer; John T. Howard, Selznick western division manager; Stub Schultz of RCA, San Francisco; W. H. Turpie, Manley ad agency, Los Angeles; Clarence K. Olson, United Artists manager in Denver; Charles L. DuRya, National Screen Service, Denver; Lon Fidler, Monogram manager, Denver; Bob Hill, Columbia manager, Denver; Dan Goldin, NSS division manager, New York, and Al Kolitz, RKO district manager, Denver.

From Montana—Clarence Boulet, Butte; A. M. Russell, Bozeman; Dan Driscoll, Helena; N. M. Stubblefield, St. Ignatius; F. P. Larson sr. and James Griffin, Missoula; Hi Knudsen, Livingston; C. J. Severson, Deer Lodge; Jack Suckstorf and Jack Moran.

From Salt Lake City:

Ed Montague
Dan Kostopulos
C. Clare Woods
Howard B. Caboon
Larry Boyce
S. S. McFadden
L. J. Tidwell
Irving Gillman
Russ Swonson
Art M. Jolley
Graham Susman
W. W. McKendrick
Carroll Trowbridge
Harold J. Green
Kenneth Friedman
Wayne Thiriot
Gordon LeSeuer
Eugene L. Jones
Bus Campbell
Joseph J. Shool
George Engar
Giff Davison
F. P. Larson jr.
John D. Rice
Charles L. Walker
Stan Ennis
Clyde Blasius
Gerald L. Karski
C. R. "Buck" Wade
Bob Hoese
Joe M. Nercesian
Carl E. Lind
J. Harry Swonson
Rick Warren
Jack Swonson
Frank H. Smith
Shirl Thayne
Clare H. Swonson
Si Sanders
Fred Weimar
Jesse Chinnich
Sidney L. Cohen
Tracy Barham
Richard K. Iba
Chester L. Price
S. E. Samuelson
K. O. Lloyd
Tom Philibin
Keith K. Pack
Carl Miller
Albert A. Hughes
Edward Greenband
Harry Ashton
Hall Baetz
Ken Bourne
Russ Morgan
Ray M. Hendry
Gene Manzanares
Dave K. Edwards
Joseph L. Lawrence
Warren D. Butler
D. T. McElhinney
M. L. A. Scott
Joe Solomon
C. P. Nedley
Connie Rose
Max Perlson
Emil de Neuff
Dick Morris
W. G. Seib
Don Tibbs
Vincent A. Gilhool
Phil Guss
Julian Bills
Dave Friedman
L. Muzzy
Roy Pickrell
Robert H. Bram

From Idaho—Bob Anderson, Pocatello; William Markland, Rupert; A. J. "Bud" Schubert, Gooding; J. R. Mendenhall and Nevin McCord, Boise; I. H. Harris, Burley; H. G. Johnson, Glenns Ferry; Hilmer George, Hugo Jorgenson and Seth Parkinson, Rigby, and Charles A. Alderson and M. G. Lloyd, Twin Falls.

From Utah, outside of Salt Lake City—John N. Krier and Breck Fagin, Provo; B. F. Winzler and D. E. Peckinpaugh, Tremonton; John Rowberry, Cedar City; Harold E. Chesler, Bingham; S. Burkinshaw, Murray; Sam L. Gillette, Tooele; Reed D. Wood, Garland; Ray Firmage, Milford; Francis Fletch; Voscoe Call, Brigham City, and Ray G. Taylor, Logan.

From other points—W. E. Gregory, Seattle; Bob Quinn, Denver, and Able Davis, Denver.

Trathen Finds, When Showmen Die, They're Checked in Heaven by CRI

SALT LAKE CITY—Ralph Trathen, secretary-treasurer of the Intermountain Theatres Ass'n and chairman of the board of governors of the Utah Theatres Ass'n, is a poet as well as an exhibitor.

Evidence of this was given at the Exhibitor-Distributor Round-Up here this week when Trather read an original poem about the trials of an exhibitor. The ditty prefaced the speech he made thanking the showmen for their cooperation during his term of office with the two associations. His poesy follows:

"ORSON THE EXHIBITOR"

This is the tale of Orson,
A meek and mild gent,
Who thought himself a genius
So quite naturally he went

And built himself a showhouse.
Oh, did it cost the dough!
With front a-gleam, a patron's dream!
Inside, I'll have you know,

He lined the walls with satin.
His lobbies, they were treats
And as the big attraction:
Chrome-plated toilet seats!

And so our hero opened.
His first-night: Gala Show!
He gleamed, he beamed, because (he knew)
"Profits . . . in the dough!"

But then a strange thing happened:
He counted up his "take"
And checked his bills . . . then took some pills
And cried: "For heaven's sake!"

"What's this I find? I must be blind!
This answer isn't right!
I filled the seats, but this beats me
'Cause I lost dough tonight"

"Let's see," the genius pondered,
As glassy-eyed he'd stare,
"Fifty per cent for picture rent . . .
Damn! Why was that checker there?

"My ushers cost me such and such,
My operator . . . so.
My cashier cost me 'way too much . . .
What's that you say? Oh-Ho-o-o!

The salesman blames the weather.
He must be right, you see,
Because, with such an honest face,
He'd never lie to me!"

So, next night, Orson tried again
With vigor . . . faith a-new!
And, as that salesman promised,
He made a buck or two!

Our hero dashed to Filmrow.
(His faith in man inspired)
He bought and booked and booked and bought
'Til everyone was tired.

And now we must speak softly.
Let's even bow our heads.
For here is where our Orson found
His dream was naught but shreds.

The salesman said: "You'll knock 'em dead!";
The bookers: "Date and see!"
Branch managers spoke softly,
But firmly said: "Pay me!"

Now, time has passed and Orson
Has died a showman's fate.
He kneels upon a cloud and asks
Admittance through the Gate.

The judges talk it over
And none were in accord.
"Let's do" . . . Let's don't . . .
"Well, maybe"
Were all they could afford.

They wired the "home office"
And Orson knelt, unmoved,
Until the answer finally came:
"This deal is approved!"

So Orson the Exhibitor,
With ne'er a thought of price,
Skips happily to Shangri-la:
"Showman's paradise."

He'll be with George M. Cohan,
Will Rogers . . . all who rate,
And as he steps inside . . . guess what . . .
A checker at the gate!

Rocky Mountain Allied Acquires Office Space

DENVER—The Rocky Mountain Allied unit has acquired offices at 921 Twenty-First St., and in a few weeks expects to have double space with the addition of the next door store space. Joe Ashby, general manager, will be in charge of the office.

DENVER

Charley Simonelli, director of special events for U-I, conferred with Bernie Hynes, manager of the Denver, on publicity methods to be used in exploiting "Great Expectations." Simonelli's visit to Denver was part of a tour covering Louisville, Detroit, Philadelphia, Los Angeles and Denver. He said "Great Expectations" will probably be seen by more people than any J. Arthur Rank picture yet released.

Victor Borge, radio and screen star, topped the bill at award ceremonies of the closing session of the Western Safety conference. Borge entertained the crowd for a half hour.

Theatre Construction Consultant Service is opening offices at 925 21st street and will offer services that will relieve theatre owners and builders of the headaches of looking after the construction themselves. The company will supervise all kinds of theatrical construction, remodeling, heating, drapery problems, etc.

United Artists is doing over its exchange. The improvement will give Clarence Olson, branch manager, a much nicer private office, and will give the booking department, cashier and salesman more needed space. Air conditioning is being installed.

The annual picnic of the Rocky Mountain Screen club will not be held at Eldorado Springs, as previously announced. Although definite plans have not been made, it will probably again be held at the Park Hill Country club. The date is August 14 . . . Jim Mooney, Universal office manager, went to Salt Lake City for his vacation.

Dick Dekker, Gothic manager, has been moved to Salida, Colo., by C. U. Yaeger, theatre owner, to be city manager. D. A. Dixon, who is returning to theatre business, has been made manager of the Gothic . . . National Theatre Supply has installed new American seats in the Ogden . . . A congratulatory party was held at the RKO exchange in honor of the boosting of Joe Emerson from salesman to manager.

Quinton Horn, RKO office manager, went to the convention of the state volunteer firemen at Fort Collins. Horn lives in Englewood, a Denver suburb, where he is a volunteer fireman . . . Josephine Silverberg, Universal billing clerk, went to Chicago on vacation . . . Betty Bullock is now switchboard operator at the RKO exchange . . . Al Clarke, University of Denver student, has been added at the RKO exchange as boxoffice clerk.

Theatre people from out of town seen on Filmrow included Bob Nelson, Leadville; Jack Kramer, Durango; George McCormick, Canon City; C. E. McLaughlin, Las Animas; Mr. and Mrs. Leon Coulter, Loveland; and W. B. Parks, Johnstown.

Ned Greenslit, manager of the Aladdin, has resigned to become president of the Englewood Radio and Record Corp. The family plans a Canadian vacation before he takes on the new job.

William Hastings, Orpheum manager, has been made Denver chairman for theatres for the National Conference of Christians and Jews. He was host at a luncheon at the Navarre cafe to a number of radio, press and theatre people who listened to Willard Johnson of New York, vice-president of the National Conference, outline the aims of the association.

The Denver Drive-In Corp., organized recently by John Wolfberg and Harold Cohen, has started construction of a second drive-in here. They already have one ready to open at the eastern edge of Denver on East Colfax. The second will be on West Colfax, at the west edge of town. Both are designed to handle about 750 cars, and each to cost about $125,000.

Robert Selig, assistant to the president of Fox Intermountain Theatres, is chairman of the Rocky Mountain News committee to welcome back to Denver "Babe" Didrikson Zaharias, the wonder of the women's golfing tournaments, who has just added the British Women's Open to her list of conquests. Also on the committee is Irving Jacobs, formerly in the exchange business in Denver. The celebration is set for July 7.



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LOS ANGELES 7, CALIF.—Breck Photoplay Supply Co., 1969 So. Vermont Ave. Telephone: REpublic 3151.

PORTLAND, ORE.—Portland Motion Picture Supply Co., 916 N. W. 19th Ave.

PORTLAND 9, ORE.—Theatre Utilities Service Co., 1935 N. W. Kearney. Telephone: BE. 4488.

PORTLAND, ORE.—Western Theatre Equipment Co., 1923 N. W. Kearney St.

SALT LAKE CITY 1, UTAH—Service Theatre Supply Co., 256 E. 1st South St.

SALT LAKE CITY 1, UTAH—Inter-Mountain Theatre Supply Co., 142 East 1st South. Telephone: 4-7821.

SAN FRANCISCO 2, CALIF.—Walter G. Preddey Theatre Supplies—R. O. Bemis, Manager, 187 Golden Gate Avenue. Telephone: UNdrhil 7571.

SAN FRANCISCO, CALIF.—Western Theatrical Equipment Co., 222 Golden Gate Ave.

SAN FRANCISCO 2, CALIF.—United Theatre Equipment Company, 121 Golden Gate Avenue. Telephone MArket 1488, MArket 8986. "24 Hour Service."

SEATTLE, WASH.—Western Theatre Equipment Co., 2224 Second Ave.

S. J. 'Si' Shaffran, 63, Dies; Manager in Chadron, Neb.

CHADRON, NEB.—S. J. "Si" Shaffran, 63, manager of the Pace, was found dead in bed at his home. Before joining the Black Hills Amusement Co. about seven years ago he was a checker for Metro. He is survived by five children, three sons and one daughter. Funeral services and burial were in Denver.

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REpublic 7528

Transit Strike Deals Hard St. Louis Blow

ST. LOUIS—The strike of streetcar and motorbus operators of the St. Louis Public Service Co. brought disaster this week to motion picture theatres in the city and county.

The first and second run houses along Grand boulevard took the worst beating, estimates being that business here dropped off from 20 to 80 per cent. The Ambassador, Loew's Orpheum and Loew's State didn't slump to the same extent, however, since they draw some of their patronage from the east side of the river. The East St. Louis city lines were not affected by the strike and their buses continued to operate into St. Louis, looping at Third street just south of Washington avenue.

The St. Louis Municipal Opera stood up fairly well the first night of the strike with an attendance of 8,300 but on the night of June 14 there were many vacant seats. Apparently hundreds of patrons who had purchased tickets for that performance were unable to get to the theatre. Many others had to "thumb" rides to and from the big theatre, which is located in the middle of Forest park.

Service Set Up to Help Libraries Handle Films

CHICAGO—A film advisory service is to be established at the headquarters of the American Library Ass'n, under a grant from the Carnegie Corp., to augment the loaning by libraries of information films to women's and service clubs, adult classes, and community forums. Mrs. Patricia Blair, former director of the Cleveland public library film bureau, started work here Monday (16), to set up a clearing house of information on films. She will be a consultant for libraries on problems of establishing and developing film services.

Theatre in New Albany Named for Dead Actor

NEW ALBANY, IND.—The Kerrigan Theatre here, which still stands, but which has been closed for a number of years, was named for J. Warren Kerrigan, New Albany's "favorite son," who died at his California home last week. Kerrigan was born in New Albany, and many oldtimers recall his boyhood days here.

Herbert K. Hoglan Plans Theatre in Genoa, Ohio

GENOA, OHIO—Herbert K. Hoglan of Toledo has plans ready for a 450-seat theatre to be built at the northwest corner of Fourth and Washington streets here. He will operate the theatre himself.

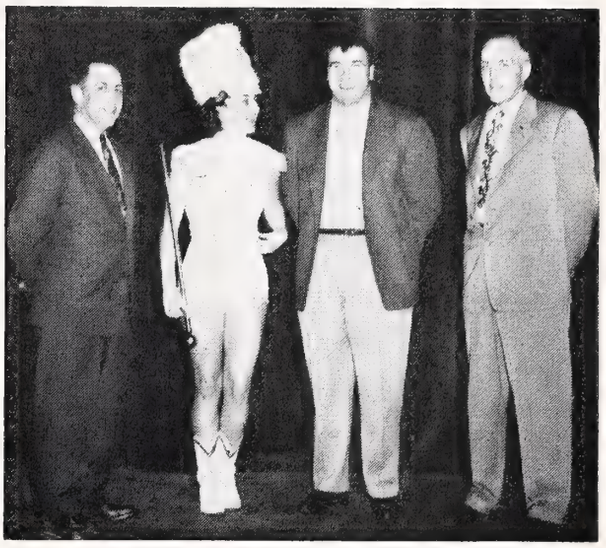
Charles Balow Dies

MILWAUKEE—Charles Balow, 59, Milwaukee theatre musician, died in St. Joseph's hospital June 8. Balow was a member of the Milwaukee symphony orchestra and Soldier's Home band, and formerly played in the Minneapolis symphony, and theatres in Milwaukee and Chicago. From 1918 to 1931 he directed the orchestra at the Miller Theatre here. Survivors are his wife Wilma; son, Charles; daughter, Mrs. Muriel Sandine; brother, Paul, and sister, Hattie, all Milwaukeeans.

16mm Film Is Given Gala Premiere In Menasha, Wis., Brin Theatre

MENASHA, WIS.—Rosemary Schwebs, svelte national baton-twirling champion, and stars of the Green Bay Packer professional football team provided the setting for the premiere of the 16mm sound color film, "Green Bay Packer Highlights of 1946," at the Brin Theatre here last week. It runs 28 minutes.

The film contains scenes showing Miss Schwebs, "Miss Majorette of America," in twirling exhibitions. She is a native of Neenah, contiguous to Menasha. Ted Fritsch, Tony Canadeo and Tiny Croft appeared with Miss Schwebs on the stage and gave interviews in the Brin lobby.



On the Brin Theatre stage, left to right: Bernard Germaine, manager; Rosemary Schwebs, Ted Fritsch and James Gallagher of Gallagher Films.

ANNUAL 'HIGHLIGHTS'

The film was produced by Gallagher Films, official photographer for the Green Bay Packers. It is the second annual Green Bay film made by Gallagher, and features thrilling moments in the Packer games during the last season, including Packer games with the Chicago Bears, Los Angeles Rams and Pittsburgh Steelers.

Six cameramen functioned in obtaining angle shots showing outstanding stars of the National Football League in closeup and long shots. Such top drawer players as Fritsch, Sid Luckman, Bruce Smith, Tom Harmon, Bill Dudley and Bob Waterfield did their tricks, with many scenes providing a better view than a seat on the 50-yard line.

Added features include the clown antics of famed "Uncle Louie," of the Town Hall Players.

RECORD ATTENDANCE

Bernard Germaine, Brin manager, and Gallagher set up a radiocast of interviews with Fritsch, Croft and Canadeo over WNAM.

Prior to the night's showing, a public address system blared "Prom Date" tunes to Neenah-Menasha from atop the Brin. Jovial Charley Herbst, RCA sound technician kept things moving. The Packer stars and Rosemary Schwebs all but swooned after viewing their names in lights on the Brin canopy.

Manager Germaine reported attendance cracked all existing house records for midweek business. This held up for the three-night showing.

Menasha and Neenah dwellers jammed the lobby after the showing, for a few congratulatory seconds with Packer stars and Miss Schwebs.

Fritsch, all-American pro fullback, proved quite a humorist. Brin patrons stayed for two shows just to hear him relate his tale of passing the ball to another Packer back, only to find said back dashing right back and passing the ball to Fritsch with the comment: "Here Ted, take this, I'm trapped!"

Ray Bonner, Gallagher Films sound and projection technician, assisted in the projection.

The major factor in the premiere is that "Packer Highlights," was a 16mm showing in a standard 35mm house. The projectors had to handle a 120-foot throw, that's a feat. The regulation Brin screen was used. Only a few weeks ago, a new method of recording sound on 16mm was developed and the Packer film by Gallagher, was one of the first films so produced and recorded in this area. As Charley Herbst RCA sound expert put it: "Every syllable of the narration by Lee Smith of Gallagher's was clearly heard."

Considering that football—especially pro-ball—is highly difficult to photograph because the team with the ball is trying to outfox the opposing team and the cameramen as well, and there are no retakes, "Packer Hi-Lites of 1946," produced by Gallagher Films, indicates the high quality of production.

To Reopen in Coulterville

COULTERVILLE, ILL.—The 400-seat Roxy Theatre here, closed last year for remodeling, will reopen soon. The boxoffice has been altered, the projection booth has been enlarged and new equipment has been installed. The house is owned by Sparta Theatres, Inc., and is operated as a unit of the Turner-Farrar circuit.

Clinton Building Progresses

CLINTON, MO.—Work is progressing on a new theatre being built here by J. T. Goshen to replace a house destroyed by fire some months ago. The roof already is in place and workmen are busy on the interior construction. The new one-story theatre is of the stadium type, 50 by 120 feet, and will cost $30,000.

Installs Air Conditioning

McLEANSBORO, ILL.—An air conditioning system costing about $6,000 has been installed in the McLean, a 500-seater, part of the Pirtle circuit.

E. B. Hossel Leases Again

CULVER, IND.—Everett B. Hossel, who at one time operated the El Rancho Theatre, again has leased the house from Roy E. Hanson. The house seats 300 persons.



NO LOAFING FOR THEM—J. T. McBride, branch manager for Paramount in Milwaukee, points here to the policy his sales staff will follow during the company's Celebrating 35 Years of Leadership campaign August 31 to November 30. The occasion was a visit to the city by Allen Usher (left), district manager, and James J. Donohue (right), division manager.

Huge Drop in Population Forecast for St. Louis

ST. LOUIS — Owners of motion picture theatre properties, as well as the major management circuits, will give careful consideration to the social planning council's prediction that the population of St. Louis will decline by 86,000 within the coming 13 years, making this city smaller than it was in 1920. St. Louis now has a population of 840,000. The council's pessimistic prediction is based upon studies made by its research director, Dr. Edward B. Olds. It is sharply at variance with the report of the St. Louis city plan commission, which has estimated that by 1970 the city's population will rise to 900,000 if "an attractive environment for living will be developed throughout the city to counteract current decentralization trends."

St. Louis Theatres to Wait For City Tax Refunds

ST. LOUIS—Theatre owners and other St. Louis taxpayers who paid the St. Louis municipal income and withholding tax, which the Missouri supreme court at Jefferson City held to be unconstitutional, probably will not get refunds on these payments until next fall, City Tax Collector Richard E. Gruner, said. Following the ruling of the high court against the ordinance, the city counselor filed a motion for rehearing. This move is not expected to get very far. The total amount paid to the city to last May 7 under the tax ordinance was $373,758, with very little being turned in since that date. The tax rate was one-quarter of 1 per cent on gross earnings of individuals and on the net profit of corporations.

Bell & Howell to Build Large New Addition

CHICAGO—Plans are being drawn for a second large addition to the plant of the Bell & Howell Co., manufacturer of motion picture equipment, at the southwest corner of McCormick road and Touhy avenue, Lincolnwood. It will contain 100,000 square feet, said J. H. McNabb, president. The main plant building, containing 240,000 square feet, was built by the government during the war and leased to Bell & Howell, who subsequently purchased it for $2,500,000. It then built a one story addition, connected with the main plant by tunnel, costing about $700,000, which was completed this year. The proposed second addition is to adjoin the first.

Deluxer for Connersville

CONNERSVILLE, IND.—A de luxe 1,400-seat house will be built by Anstead, Pearson & Schilling at the corner of Seventh and Central avenues here. The company owns and operates all the houses in Connersville.

Indianapolis Ideal Opens

INDIANAPOLIS—Evelyn Baker is the manager of the Ideal Pictures exchange here. Indianapolis is the 19th branch opened by the company.

To Share Limelight

Universal has picked Jeffrey Lynn to share the limelight with Yvonne De Carlo and Dan Duryea is "Adventures of Black Bart."



WOODWARD TO MILWAUKEE—Joe Woodward, former 20th-Fox salesman in Kansas City, is the new manager for the firm in Milwaukee. With 20th-Fox since 1935, Woodward began his career as salesman with RKO-Pathe in Chicago in 1925. Before joining Fox in Kansas City he was with Warner Bros. as salesman. In Milwaukee he replaces Joe Neger, who has taken over the Chicago branch office.

'Years' Finally Quits; Heat Hits Chicago

CHICAGO—Chicago's first above-90-degree temperature of the year arrived and slowed up trade at the beginning of the week. Outdoor attractions cut into theatre grosses. The Chicago had a fair week, with "Framed" on the screen and the much publicized Billy De Wolfe and Mills Bros. heading the stage show. The Oriental had no complaints with a second week of "Dillinger," plus a variety show on stage. "Duel in the Sun" at the State-Lake, with an upped admission price, is still doing well enough to go into a fourth and final week, and "The Jolson Story" is still doing nicely in its 24th week. "The Egg and I" did okay in a second week at the RKO Palace and Grand. "The Best Years of Our Lives" bowed out of the Woods to make way for 20th-Fox's "Miracle on 34th Street," which opened great with plenty of orchids from the critics. "Dillinger" moved from the Oriental to the Rialto for a third downtown week.

(Average is 100)

Apollo—**The Jolson Story** (Col), 24th wk. 115
Chicago—**Framed** (Col), plus stage show 140
Garrick—**Calcutta** (Para), 4th d. t. wk. 105
Grand—**The Egg and I** (U-I), 2nd wk. 120
Oriental—**Dillinger** (Mono), plus stage show, 2nd wk 125
Palace—**The Egg and I** (U-I), 2nd wk. 115
Roosevelt—**The Two Mrs. Carrolls** (WB), 3rd wk. 105
State-Lake—**Duel in the Sun** (SRO), 4th wk. 125
Studio—**City Without Men** (Capitol); **Prison Without Bars** (C), 3rd wk. 95
United Artists—**The Sea of Grass** (MGM), 3rd wk. 100
Woods—**The Best Years of Our Lives** (RKO), 25th wk. 115
World Playhouse—**Carmen** (Superfilm), 6th wk. 100

Milwaukee in the Doldrums; 'Egg,' 'Miracle' Top List

MILWAUKEE—First runs still in a dive downward, with some situations reporting a drop of 50 per cent. The neighborhoods managed to keep them coming, but the doldrums were evident there, also. Top dog last week was "The Egg and I," which was in its second session and looked good for at least another, possibly two added weeks. "Miracle on 34th Street" at the Wisconsin also did big business.

Alhambra—**Fantasia** (RKO), reissue 100
Palace—**Framed** (Col); **Little Miss Broadway** (Col) 90
Riverside—**Go Into Your Dance** (WB); **Sing Me a Love Song** (WB), reissues 85
Strand—**Calcutta** (Para); **Devil on Wheels** (PRC), 2nd d. t. wk. 85
Towne—**Topper Returns** (UA); **Topper Takes a Trip** (UA), reissues 85
Warner—**The Egg and I** (U-I), 2nd wk. 100
Wisconsin—**Miracle on 34th Street** (20th-Fox); **The Brasher Doubloon** (20th-Fox) 100

Indianapolis Grosses Low; Weather Pulls People Out

INDIANAPOLIS — Outdoor amusements drew heavily on the leisure time of Indianapolis last week as pleasant weather prevailed. Grosses at downtown houses registered fair to poor, mostly poor.

Circle—**Trail Street** (RKO); **Blind Spot** (Col) 60
Indiana—**The Homestretch** (20th-Fox) 80
Loew's—**The Yearling** (MGM) 85
Lyric—**Bedelia** (E-L); **It's a Joke, Son** (E-L) 100

Beninati Bros. Reopen Capitol in Pinckneyville

PINCKNEYVILLE, ILL.—The redecorated Capitol, its seating capacity increased to 492, was reopened June 18 by Beninati Bros. They also operate the Court, which reopened about a month ago when the Capitol closed for the modernization work. Beninati Bros. have gone to great expense to make the Capitol one of the best show places in Illinois.

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CHICAGO

Look for a boom in fan clubs here as the result of the attention Billy De Wolfe gave his club during his Chicago Theatre engagement. At the instigation of B&K press agent Ed Seguin, Billy had the officers of his club, two teen-age girls, to dinner, took them backstage, and, and gave a sneak preview of "Dear Ruth" in their honor. All of which hit the papers in grand style. "Dear Ruth," due in July, got a plug from Billy at every opportunity. Seguin also arranged a letter contest with the Times columnist Harve Fischman, with 40 winners attending a cocktail party and screening of the film on Billy's closing day. The publicity activities helped De Wolfe do the most surprising business in town. The Chicago led the Loop boxoffices for two solid weeks.

Oscar Levant, on his way to make a picture in Hollywood, complained that he is surrounded by too many women. With him were his wife, three daughters and a nurse. Meeting him at the train was Lucia Perrigo, Warner publicity representative . . . Sid Blumenstock, 20th-Fox exploiteer who was here for the opening of the "Miracle on 34th Street," at the Woods, returned to eastern headquarters.

Hildegarde will have the assistance of Basil Rathbone and Henny Youngman in her show at the Chicago July 4. For opposition she will have the Oriental's world premiere of "I Wonder Who's Kissing Her Now," complete with a caravan of visiting celebrities . . . "Untamed Fury," PRC release coming to the LaSalle July 3, was previewed by Manager Lester Stepner at a special screening for Robert Bean, currator of the Brookfield zoo; Robert Sedigar, reptile expert at the zoo; and Karl Schmidt and Clifford Pope of the Chicago Museum of Natural History.

Fowler McCormick, chairman of the local campaign to raise $125000 for the United Negro college fund, reports that seven major motion picture studios have given $10,000 to the fund . . . Julius Eddinson, Eagle-Lion exploiteer came in from Minneapolis for a confab with special representative Leon Brandt and went on to Milwaukee to whoop things up for "Lost Honeymoon," which opens at the Riverside there . . . Roy Alexander, NSS executive, is vacationing at his Michigan villa.

B&Kers Charlie Davidson, Ed Seguin, Jimmy Savage and Jack Garber opened the golf season the weekend of June 13, playing a rugged 72 holes at Delevan lake. It wasn't until the return trip that Garber discovered that the object of the game was to put the ball into the cup on the green.



'HOT' FILM — Guards for Brink's Armored Service are shown here delivering a print of "Dillinger" to the Oriental Theatre in Chicago. The film was banned in Chicago for two years and the Oriental capitalizing on the interest aroused, decided that the film was "too hot" to be handled by a regular film delivery service. The papers gave the engagement a good sendoff, and the stunt got plenty of publicity.

Lee Eastman, manager of the Varsity, is the father of a baby girl. The Eastmans now have four girls . . . The Tub Thumpers enjoyed an evening of fun, feast and festivity Thursday in the new Lincoln lounge and press gallery of the Hotel LaSalle . . . The Chicago Film council announced a spring festival, to be held at the Woodrow Wilson room in the International Relations Center July 2. Films on languages and arts will be presented.

Rud Lohrenz, UA district manager, is vacationing in Canada . . . William Bein, NSS district manager, came in from Cincinnati for a confab with local executives . . . The Dale, Riverdale, Ill., formerly owned by J. R. Callahan, is now being operated by R. Jenkinson . . Stephen Chapes, is the new owner of the Lynn, formerly operated by Helen J. Pakis . . . New owners of the Grand, Pulaski road, are Mr. and Mrs. James. Former owner was Charles Austin.

Sammy Embers of the NSS trailer service department is vacationing at Hawthorne track and is having trouble with the daily doubles . . Mary Pickford was a stopover en route east . . . Chick Evens, UA exploiteer, has a new secretary, Marie Danders . . . Dorothy Jerick, secretary to Fred Mindlin of NSS for three years, was given a going away party and showered with gifts by her office gals on her departure for Denver, where she will make her home.

Sid Rose, UA manager, is resting at home after a siege in the St. Lukes hospital . . Jack Pierard, secretary to Dave Balaban for many years, popped into town after an absence of six years. He toured the state of Washington, to which he returned after a short holiday here with former B&K pals.

Frank Sinatra appeared at two benefits here last week: the Knights of Columbus rally in the Stadium and the Dr. Solomon Medical Research foundation meeting in the Congress hotel. He also took time out to visit the Variety Club . . . Jack Hess has organized a new publicity and public relations bureau, called Historians, Inc. His associates are Robert J. Casey, former Warner exploiteer, and W. A. S. Douglas, formerly a feature writer for King Features Syndicate. They will handle special campaigns for motion picture, radio and television companies.

John A. Janssen has joined the motion picture and slide film division of King Studios, Inc., as head of the scenario department. The company also announced that Jerry Bowen has rejoined its Chicago studios as managing art director.

Prices for legitimate shows here are lower on the average than they were a year ago. Not only are there more bargain matinees available, but the day of the $5.40 top price seems to have passed. Top admission price at most of the Loop cinemas is still 95 cents, including tax, with a morning price of 75 cents. The Woods Theatre is back to 95 cents with the opening of "The Miracle on 34th Street." "Duel in the Sun," at the State-Lake in its fifth and final week is still getting $1.50, including tax, for evening admissions.

A "sweet" romance culminated in marriage last week when Gloria Jean Hunt, daughter of Rialto Theatre Manager Jack Hunt, became Mrs. Ray Carsky. Gloria and her twin, Bonny, operate the Twin Sweet Shop, next to the Oriental Theatre. Carsky heads the Balaban & Katz confection department . . . A motion picture stressing safe and sane truck driving to protect youngsters during the summer vacation months will be shown at special children's shows in various theatres.

N. E. Savini, traveling auditor of Astor Pictures, was a visitor at local exchange . . . Dick Sachel former Rowite who now makes his home in Miami Beach, was a visitor . . . The Variety Club will stage a "play day" Friday, July 11, starting at 9 a. m., for members and guests at Westward Ho Golf club. There will be golf, indoor baseball, horseshoe pitching and cards with prizes for the winners . . . Republic's "Bells of San Angelo," starring Roy Rogers, bows at the Oriental June 26.

ST. LOUIS

George P. Skouras, president of Skouras Theatres Corp., New York, was a St. Louis visitor. Later he flew to Los Angeles to attend funeral of William G. Lyris, director of the merchandise department of National Theatres and Fox West Coast.

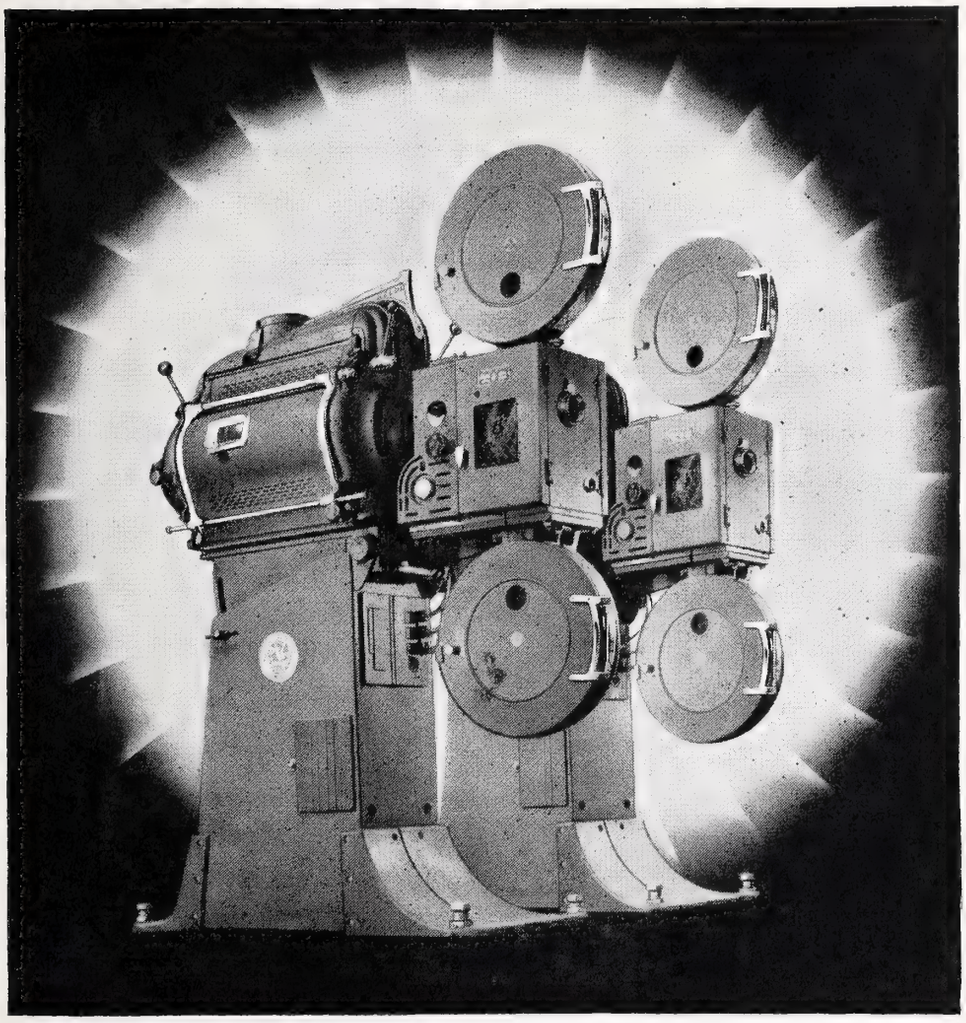
Edward L. Walton, Republic's assistant general sales manager, a visitor here, was favorably impressed by the company's new exchange quarters at 3320 Olive Street. He planned visits to Kansas City, Des Moines and Chicago before returning to New York . . . Maurice Davis, owner-manager of the Will Rogers Theatre, and Mrs. Davis celebrated their 25th wedding anniversary. For "tolerating him" for 25 years, Davis presented his wife "a medal for heroism." Of course, we are quoting Maury direct.

A sister of Tom Rummack, former head of MGM's checking service here, died recently . . . Plans for a frequency modulation broadcasting station to augment the educational program of the St. Louis public schools have been announced by the board of education. Necessary authorization has been received from the FCC. The station will be located in the Gallaudet School for the Hard of Hearing, and will cost about $107,000.

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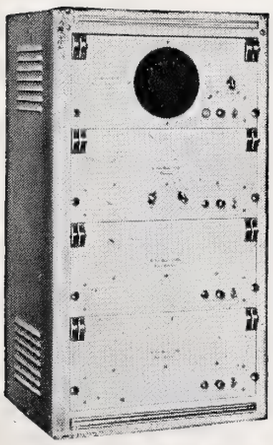
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MILWAUKEE

After as **rough a time** as possible following a scorching blaze that wiped his theatrical sign shop off the boards, Carl Thelin is now operating in a new location on west Wells between 12th and 13th streets. Jack Sullivan of the firm, severely burned, has recovered.

Since Art Stanisch began managing the Garfield, that sturdy showman can be seen walking down Wisconsin avenue any morning about 7 a. m. Question: Is Stanisch coming or going home? . . . Come July 2 and David O. Selznick's "Duel in the Sun," kicks off at about 50 state situations, with five Fox Wisconsin houses, the Strand, Downer, Modjeska, Paradise and Venetian, among those showing "Duel" simultaneously.

Oliver Trampe wants you to know your scribe toured the Row amid the customary heavy Milwaukee "dew," attired in houndstooth shirt and slacks, rain hat (white), and other regulation foul weather outer gear. The only others wandering around the Row in the rain were Joe Malits, Eighth Street operator and Barney Sherman, Douglas, Racine operator . . . V. Cremer, Paramount staffer, vacationed.

MGM will come up with its annual picnic June 25, with the place announced later, providing it stops raining by that time . . . Speaking of the rain, Elmer Hall, MGM engineer, is said to have reached the exchange in a rowboat, and Dave Chapman used his water wings . . . Reve Spooner, Fox Wisconsin ad department lass, vacations in August.

Eddie Lipson, Warner salesman, blossomed forth in his summer swing suit, with "considerable" pocket handkerchief showing . . . Booking on the Row: A. C. Bergtold, Westby, Westby; Max Krofta, Capitol and Granada, Racine; W. C. Fischer, Campo, Campbellsport; Raymond Black, Edgerton; Red Erickson, Loyal, Loyal; George Gonis, Liberty, Milwaukee; Erv Koenigsreiter, Greendale, Greendale; Russ Leddy, Orpheum, Green Bay.

Johnny Mednikow's relations from Hawaii were in Chicago . . . Hilda Albrecht cheered the death drivers at State park's auto race . . Fred Ford of the Memphis Fords, RKO flack, journeys to New York for exploitation meetings July 3 . . . H. H. Otto, Clinton, Clinton, was in town . . . Jim McCann of Des Moines joined the MGM sales staff . . Ann Buffington, secretary to Lou Elman, RKO manager, vacations at Vancouver, Can., late in July.

That 20th-Fox Family club sponsored farewell party for Joe Neger, who now manages Chicago's branch, was quite a whingding . . . J. F. Woodward, former 20th-Fox Kansas City salesman, succeeds Neger as Milwaukee branch manager . . . Harold J. Mirisch, formerly with the Oriental and Tower theatres here, more recently RKO chief film buyer in N.Y.C., now vice-president of Allied Artists, was in town . . . Eagle-Lion's "Lost Honeymoon" opens at the Riverside June 26, with "Repeat Performance" following two weeks later . . . Al Rumack, Fox Wisconsin ad artist, has been growing roses, violets and other flowers.

Ed Friedwald, Warner's Alhambra manager, using a trick name, sent letters to all the town's disc jockeys, saying his daughter Bedelia would be sweet 16 Memorial day (opening day of "Bedelia," the Eagle-Lion opus). Friedwald said he was taking Bedelia to dinner, then to the Alhambra for a looksee at "Bedelia," and please play "Bedelia" as a birthday greeting. Get it??? . . . Tom Dillon, former Chicago 20th-Fox district manager, now Great Lakes district manager, was in town . . . Same for Jack Lorentz, former Milwaukee 20th-Fox manager, who jumped from Great Lakes district manager to divisional manager

Sad but true dep't: R. Baker, RKO salesman, informs that proposed all-exchange Clipper trip failed to jell because the boat schedules now function like service into Madison. Why doesn't someone try again on this one? Does it have to be a Clipper trip? Why not a plain picnic, with all exchanges participating?

About 50 veterans have evidenced interest in that Oldtimers club your scribe has been working up during the midnight hours, and anxiously await the kickoff, due within a few weeks. Again, at the risk of continued blasting, suggestions are still in order. Had the group been functioning, things could have been done relative to the recent death of Walter A. Schoen at 71, who managed the Arcade, Fern and Tivoli here years ago. Schoen died at Beaver Dam, while in retirement that could have been very happy through association with his old buddies. Think this over, oldtimers!

George Panka, Metro, Prairie du Chein, was in town . . . What's happening to radio station WMLO? Three local firms have the ax in hand. Connie Clausen of Menasha, formerly with Ringling Bros. circus, is to be married to Bruce Anderson, Hollywood actor, August 24, and soon will get an MGM test audition.

Your scribe tripled in brass while covering the premiere of Gallagher Films all-color 16mm version "Green Bay Packer Highlights of 1946" at the Brin, Menasha. Besides getting in the path of Gallagher's sound technician Ray Bonner and scouting "Prom Date" music for the public address system this Irishman provided the "This pen writes under concrete," pen used by Ted Fritsch, Tiny Croft and Tony Canadeo in autographing the football given to the lucky ducat holder. Incidentally, that guy Fritsch is quite a gagster and can hold any audience with his fast moving yarns, especially about the game that made Green Bay famous.

Walter Mirisch, former Milwaukeean, now a Monogram producer, will give localites a look at his first Monogram production, "Fall Guy," at the Warner in July . . . Recently, the Eastwood, Madison put in new projection equipment, with a new canopy in the drawing stages . . Greta Garbo has ordered sale of her local real estate properties.

Dennis Morgan, Milwaukee's own, is slated for a bit of northern Wisconsin fishing again this summer. That is, if summer ever decides to smile . . . The World, Milwaukee, garnered fan mail from a Chicago patron on the showing of Mexican films, who pondered about whether the shows were regular features or not. Well, Chicago patron, those fine Mexican films, with Spanish dialog, can be viewed each Saturday.

Rudy Koutnik, Paradise manager, West Allis, pulled Father's day patrons by cutting a disc, with a pitch, "Why not treat father to a movie on Father's day?" dubbed into the platter, for intermission use. Koutnik used a like stunt for intermission music on "Jolson," that yanked patrons off the street. On the latter, Koutnik had the opening date dubbed into a disc of "Jolson" tunes.

Milton Abram of Film Arts returned from Ohio and Pennsylvania, where he was doing location stuff for a Racine industrial firm. Abram covered most of the distance in his life raft, borrowed from the A. K. Hadley expedition . . . "Bull" Phillips, head of Action Films, Chicago, was in town with his dog Clem. That durn pooch gets his nose into everything and keeps things roaring constantly.

Bob Cohler, in the army air corps during the war, joined Theatres Candy as office manager . . . Jules Gerelick, Paramount salesman, prefers Omar bread of the Omaha variety . . . J. Juell, Garden, South Milwaukee, was in town . . . Looks like "The Outlaw" may again come up for consideration by Milwaukee city fathers, following the clean health bill given the opus while showing at the Capitol and Granada, Racine.

"Cap" Thurwachter, veteran Waukesha theatre operator, played host to old and new friends in a golf outing, while L. F. Gran of Standard Theatres, Inc., now operating Thurwachter's Pix, Avon and Park at Waukesha, was doing some hand-shaking all around . . . Eph Rosen, MGM acting resident manager, is a devotee of hot music and has visited just about every spot in town where real jazz is purveyed.



LAST CHORE IN MILWAUKEE—One of the last "chores" Joe Neger came through with in Milwaukee before his shift to Chicago as branch manager for 20th-Fox from a similar post in Milwaukee, was a sneak preview of one of his pictures at the Wisconsin Theatre, preceded by this dinner. Circuit heads, 20th-Fox exchange personnel, and the daily and trade press attended. Neger is fourth from left.

Bowman Improves Arbo

NEVADA, MO.—Arthur Bowman is making alterations and improvements on his 307-seat Arbo Theatre here. Bowman also operates the 725-seat Star Theatre here.

From the BOXOFFICE FILES

(Twenty Years Ago)

JOSEPH ERBER, head of the Western Vaudeville Managers Ass'n in St. Louis, and a syndicate of St. Louisans have purchased the 47-acre Lake Hill park in Valley Park, Mo., for approximately $200,000. Lake Hill is a popular recreational resort for St. Louis.

* * *

Charles P. Skouras, general manager of Skouras Bros., has returned to St. Louis from a Pacific coast visit. He plans to incorporate some of the Franchon & Marco west coast vaudeville shows in the Brooke Johns shows in the Missouri Theatre.

* * *

Barney Dubinsky of Jefferson City has announced that upwards of $10,000 will be expended on improvements in the Miller and Jefferson theatres there . . . A new theatre soon will be started in Wood River, Ill., for Frank R. Sanders and Mallory L. Burroughs of Edwardsville, Ill. A large pipe organ will be installed. Seating capacity will be 1,100.

* * *

Construction of the new Washington Theatre at Fifth and Washington in Effingham, Ill., has begun. H. B. Kneedler, manager of the Washington Theatre Corp., will operate the new house, which will be two stories with basement, and will cost about $75,000 . . . Robert Clark of Effingham has announced that his theatre at Jefferson and Banker streets will be remodeled and enlarged in the fall, at a cost of about $50,000.

* * *

F. H. Riley will open his new Grand Theatre at Mountain Grove, Mo., in the near future. Theatre will occupy the second floor of the old Opera House and will seat approximately 400.

* * *

The first tests of the $150,000 cooling system at the Ambassador Theatre in St. Louis assures the success of the installation. The air is washed and sprayed in water which has a temperature of 40 degrees . . . Prices of Publix Chex Books, sold at all theatres in which Publix has an interest, have been reduced 10 per cent. A $10 book now costs only $9.

* * *

Work has begun on the William Fox Theatre at Grand and Washington boulevard . . . "Broadway After Dark," starring Adolphe Menjou, Anna Q. Nilsson, Norma Shearer and Carmel Myers, has been reissued as a Warner classic.

* * *

Steve Farrer of Harrisburg, Ill., plans to rebuild at once his theatre at Eldorado, Ill., which was damaged by fire recently . . . The Lyric Skydome, advertised by Skouras Bros. as "the world's most beautiful" open-air theatre, opened for the season recently. Patrons are furnished seat cushions free of charge.

* * *

D. E. Boswell, formerly manager of the Associated Exhibitors office in Memphis, has been added to the St. Louis organization of Tiffany Pictures, according to Roy Dickson, manager of the St. Louis exchange.

16mm Widely Used in Wisconsin

MADISON—About 65,000 educational films were provided Wisconsin schools, clubs and other state groups during the past year by the University of Wisconsin's bureau of visual instruction, according to Dr. A. A. Wittich, bureau director. Wittich said Wisconsin schools and industry own and operate more than 10 per cent of the country's 16 millimeter sound equipment.

Free Shows for Springfield Kids Planned to Combat Delinquency

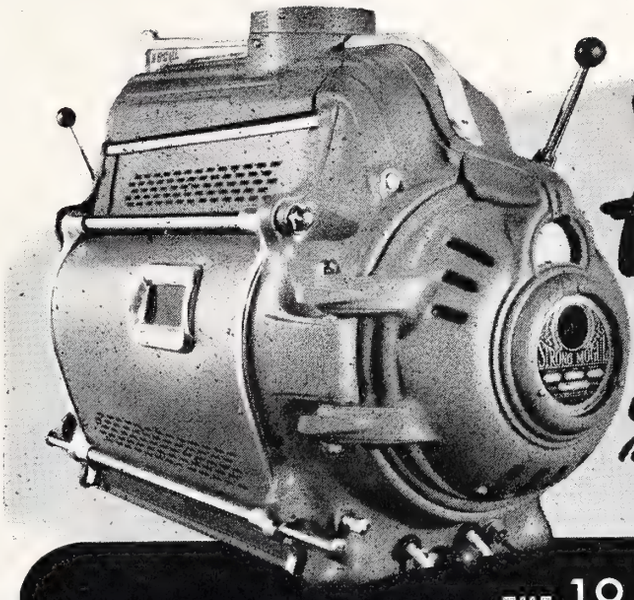
SPRINGFIELD, ILL.—A novel plan to cut down juvenile delinquency and also reward "good girls and boys," was announced here by Frank Dixon, special investigator for the city police department.

Dixon said that under the plan, devised by Mayor Harry A. Eielson, beginning July 5 free shows will be presented at the Fox-Lincoln Theatre for children every Saturday until September 15.

Dixon said the arrangement was made with Charles C. Murray, manager of the theatre, who will schedule cartoons and special short subjects on the programs.

"Tickets," Dixon said, "will be distributed by the police to any boy or girl wishing to go. If, however, any child is caught violating the city curfew law, his or her ticket will be revoked."

Dixon, named general chairman of the program by the mayor, said that the plan can be financed with "about $1,000," and added, "We are asking the cooperation of Springfield residents to raise this amount in an effort to provide entertainment for all children and a special inducement to those who are inclined to be delinquent."



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UNION CITY, IND.—Projection Equipment Co.

INDIANAPOLIS

George T. Landis, manager of 20th-Fox, attended a meeting of managers in the river district at Cincinnati . . . The entire 20th-Fox office is being repainted and a general house cleaning is in progress . . . Carolyn Amos, cashier's clerk there, is spending her vacation in Cincinnati.

The Carlton Theatre, one of the Fine circuit houses in Evansville, has changed its policy from second to first run . . . Nellie Hensley of the Monogram staff is spending her vacation at her home in St. Louis . . . H. G. Reckley, Chateau, Greencastle, booked . . . Helen Egold is the new addition to the RKO office staff.

Milton E. Cohen, RKO eastern central district manager, conferred with Manager Russell Brentlinger . . . Joe Schilling, Auditorium, Connersville, booked and bought . . . The office and general personnel at RKO held their annual summer meeting in the exchange becauses of a heavy rainfall. It was originally planned for Riverside park.

Laurence Scherer, brother of Bob Scherer, state exhibitor, is under observation here at Methodist hospital . . . Robert McGovern, operator of the Ritz, Lagootee, booked . . . Joseph St. Armand, who operates the Flora in Flora, was a business caller on the Row . . . Vernon Burns is the new manager at the Weil, Greenfield . . . Ray Eddleman, assistant shipper at Universal, is vacationing.

Charles Rich, Warner Bros. district manager, held a meeting with salesmen from Cincinnati and Indianapolis last Tuesday in the Warner clubrooms. Approximately 15 persons were present . . . Fred Sorrels is the new manager at the Vogue here . . . E. E. Austin, Austin, Versailles, booked and bought.

Max Roth, PRC district manager, and Harry Mandell, Eagle-Lion district manager, were visitors at the local branch during the week . . . Ted Hammer, PRC-Eagle-Lion exchange, has returned from a flying weekend visit with friends in New York City . . . Shirley Cohee is the new addition to the clerical staff at PRC office . . . Mary Jane Larson of PRC has returned from a visit to Annapolis naval academy.

Roy Harrold, Rushville exhibitor and past president of ATO of Indiana, was a visitor on Filmrow. He has fully regained his health . . . A. McCarty, Roxy, Pendleton, was booking . . . Nelda Spears and Mildred Henninger of Columbia are vacationing . . . Robert Arvin, shipper there, is driving a new car . . . Rumors are prevalent along Filmrow about Robert Arvin becoming a benedict soon.

Reservations for the ATO convention at Lake Wawasee are now overbooked. From the display of prizes at the office of the association there will be plenty of gifts. The display includes everything from a pencil sharpener to several models of electric grills.

Rita Niesse, daughter of Carl Niesse, who operates the Vogue Theatre here, was married June 1 to Fred Sorrels in the Niesse summer home at Lake Wawasee. A reception was held at the South Shore hotel.

Vance Schwartz, who operates the National Theatre in Louisville, reports his incubator baby, who weighed only three pounds at birth, has gained eight pounds. Vance says, "He will never be a showman, because he sleeps all night." The youngster was born February 3 and gained two pounds a month.

Oolitic, Ind., House Sold To John W. Daugherty

OOLITIC, IND.—Operation of the Rio Theatre here has been taken over from Denzil King of English by John W. Daugherty. King still retains the American Theatre in Cynthia.

Horror Show on 13th

BEAVER DAM, WIS.—The Odeon put on a Friday the 13th midnight horror show featuring "The Missing Corpse."

E. B. Hossel Regains El Rancho

CULVER, IND.—El Rancho Theatre here has been sold by Roy Hanson to its former owner, E. B. Hossel, from whom he bought it about two years ago. During Hanson's ownership the theatre was badly damaged by fire and was rebuilt. Louis Morreau is manager.

Naperville Theatre Discussed

NAPERVILLE, ILL.—An area just south of the A&P store on Main street here has been chosen as a tentative site for a new theatre which a local group has talked of building. The proposed building would seat from 700 to 800.

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RKO Buys Orpheum, Waterloo Showcase

WATERLOO, IOWA — Singer Waterloo Corp., an RKO subsidiary, has purchased the Orpheum Theatre site and building and an adjoining two-story structure housing the Shores Antique shop and apartments.

The price was indicated as $85,000. The purchase was made from Homer H. Asquith, Mr. and Mrs. William M. Love, Mr. and Mrs. George W. Williams, owners of four-fifths of the property who received $68,000 in the transaction; and from Mrs. India R. Pickett and Miss India Pickett, Washington, D. C., trustees of the estate of Charles Pickett, involving a consideration of $17,000.

Included in the sale is the brick theatre building at 420-422 W. Fourth St. and the two-story brick structure immediately to the south.

Although there was no announcement of RKO's plans, speculation started on the possibility of a new theatre building. The Orpheum was built in 1914. It originally was known as the Plaza and later as the Iowa.

Moveover Policy Chosen For Minneapolis Pix

MINNEAPOLIS — Following the highly successful engagement of "The Outlaw," which it took on a moveover from the Lyceum and which finished its fifth week at the moveover house last Wednesday, the 300-seat Pix, formerly the Newsreel, will inaugurate a permanent moveover policy.

With this policy, the house will be in competition for product with the Minnesota Amusement Co.'s Century and Lyric, the RKO-Pan and the Ted Mann sure-seater World, which play mostly moveovers along with occasional starters.

Last year the Pix dropped its newsreel name and policy and started playing old action pictures under a twin bill policy. Scale was boosted from 35 to 50 cents. Prices for the first run extension of "The Outlaw" were 50 and 75 cents, the same as prevailed at the Lyceum.

Deer Visits Sioux Falls

SIOUX FALLS, S. D.—Irvin Deer, a representative of the Eric Johnston office in New York, spoke at the State Theatre recently before an audience of clubwomen and church and school groups. Deer discussed the problem of finding the right type of films for children, emphasizing the motion picture industry's approach to the matter and pointing out the various grading and reviewing services available to parents.

Earl Bonnell Buys Latham

LATHAM, KAS.—Earl W. Bonnell has bought the Latham Theatre from P. L. Rush of Rush roadshows. The new owner of the 200-seat house is in the produce business here and will operate the theatre in addition to his previous activities.

Mrs. Tobby Stewart Ill

OMAHA—Mrs. Tobby Stewart, mother of Kay Stewart Proctor and owner of the Mayfair in Shenandoah, Iowa, is ill in Methodist hospital here. Mrs. Proctor arrived here to see her mother.

Lee in Clinton Reseated

CLINTON, MO.—New Heywood-Wakefield chairs have been installed at the Lee Theatre. C. W. Dickgrafe is manager.

RKO-Fox Deal May Open Kansas City Mainstreet

By A. JULES BENEDIC,
Field Editor, BOXOFFICE

KANSAS CITY—With completion in New York between 20th-Fox and RKO of negotiations instigated a year ago by E. C. Rhoden, head of Fox Midwest Theatres here, RKO is expected to reopen the long shuttered 3,049-seat Mainstreet Theatre here, while the Fox interests will take over RKO's 1,972-seat Orpheum, long a landmark in local theatrical circles.

The deal is in the nature of a swap, whereby the Fox interests turn over to RKO a half interest in the Mainstreet, the other 50 per cent being owned by RKO, for entire ownership of the Orpheum.

COURT APPROVAL NECESSARY

Before the transfer is effected, the U.S. district court in Kansas City must give approval and, because of the antitrust decree, approval also must be obtained from the statutory court in New York. Assuming there is no undue delay in okays by these two tribunals, six months to a year or more will elapse, it is predicted, before the transfer becomes a physical reality. Necessity of reconditioning the Mainstreet, dark approximately a decade, on a "tight" equipment and labor market, is one factor .

While negotiations that Rhoden started with representatives of RKO interests in New York were completed within a comparatively short time, initial approval was necessary from several quarters, including governmental. In the meantime, the antitrust decree was handed down, further complicating culmination of the project.

Estimates of cost of reconditioning the Mainstreet run from $200,000 to $500,000 and it is assumed that the Fox interests will also make improvements at the Orpheum. Lawrence Lehman, veteran showman, has been resident manager of the latter house for a number of years.

Just what changes the Mainstreet's reopening would make in the local amusement scene are a matter of conjecture at the moment. One thing certain is that relighting of the Mainstreet would greatly enliven the 14th and Main section, a "dead" area, commercially, ever since the big theatre closed about ten years ago. It would shift some of the crowds southward from Kansas City's famous 12th street, and surrounding merchants will benefit accordingly.

FIRST RUN HOUSES

Both the Orpheum and the Mainstreet would be operated as first run houses if the deal is approved and the project simply means that a little more than 3,000 additional seats would be placed on a downtown amusement market that has undergone a recession estimated at 30 per cent as compared to the war boom days.

Some observers visualize a return of vaudeville to the Kansas City scene, since both the Orpheum and Mainstreet are equipped to accommodate stage attractions. Kansas City has had no vaudeville since the Tower, a Fox Midwest house, dropped stage acts some months ago for straight pictures. Later the circuit placed the Tower in a three-way first run combination with the Uptown and Fairway theatres. The Tower took the place of the Esquire in the first run trio, the latter house, however, retaining a first run status.

WAS ERECTED IN 1922

In addition to the Mainstreet and Orpheum, and Fox Midwest's downtown outlets, the Tower and Esquire, Kansas City has two other downtown first runs, Loew's Midland and the Paramount Theatre, formerly the Newman.

Erected in 1922, the Mainstreet was operated first by the Orpheum Theatre circuit, later under other regimes and was shuttered in the fall of 1936. A short time later a group of independents reopened the house for a short time, closing it when booking of flesh acts became difficult.



OLGA APPROVES CONTRACT—In Omaha for the Midwest summer music festival held there recently, Olga San Juan, Paramount star last seen in "Blue Skies," watches Don Hicks, Omaha Paramount manager, sign a contract with Howard E. Brookings (left), president of the Allied Theatre Owners of Iowa and Nebraska.

Live Alligator Draws Patrons to Ashland

KANSAS CITY—Morton Vinzant, manager of the neighborhood Ashland Theatre, launched the Manager's weeks phase of Commonwealth Theatres' annual King of the Sun contest. This season the campaign, which is now in its 15th year, features Manager's weeks during which time each circuit manager is allotted one week with free rein to book, exploit and advertise as he desires.

Tuesday afternoon, for instance, Vinzant arranged a special kiddy matinee sponsored by merchants in his neighborhood. "Alice in Wonderland" and free popcorn resulted in a full house to start off his drive. That night and Wednesday night Vinzant followed up by presenting a live alligator in front of the house to attract more patrons to "Untamed Fury" playing on the inside.

Friday night he offered the Brush Creek Follies, a featured group on station KMBC's winter hillbilly show. On the screen were "Love Laughs at Andy Hardy" and "Johnny in the Clouds." And as a weekend special, Vinzant booked a midnight horror show Saturday night.

Harlan Cozy to Close

HARLAN, IOWA—The Cozy Theatre here will close during July and August.

Giant Restaurant In New Deluxer

From Southeast Edition

MIAMI—Restaurant and theatre operators are closely watching the Huyler restaurant-Miami Theatre arrangement, among the first to be introduced in the United States. A preview luncheon preceded the formal opening June 2. The restaurant occupies a 60-foot front, adjacent to the theatre, and expands to the full width of the theatre with which it connects on its second and third floors. The three floors are air conditioned throughout.

The basement, which houses a stainless steel kitchen, has half a dozen walk-in refrigerators and four reach-in refrigerators and is ventilated by forced air. A 100-foot tunnel connects the Flagler street kitchen with N. E. First street, providing an entrance and exit for all food and merchandise, and also serves as an employes entrance. The tunnel actually is an air duct with a 40-mile-an-hour gale continuously rushing through it. The air is drawn from the roof by huge fans which send it along the basement tunnel and into individual air ducts which ventilate the model kitchen.

Fifteen employes carry on the kitchen work under a head chef. Complete locker and shower facilities are provided for all the workers engaged in cooking and baking for the three floors. A continuous conveyor operating between all floors and the kitchen carries prepared food upward and used dishes down to the kitchen, where automatic dish and glass washing machines cleanse them thoroughly.

Horseshoe counters serve 60 persons on the street floor, providing snacks, breakfast, lunch and dinner. The retail candy and gift department also is on the first floor.

An elevator carries diners to the second and third floor dining rooms, which have been decorated in the Huyler colors, blue and white. The third floor will not open until fall.

The recently opened Miami Theatre is the newest of the Wometco chain.

Feuding Family Ahead In Glen Theatre Battle

Kansas City — Family patronage is a goal strived for by many neighborhood exhibitors but in the case of the local Glen Theatre there will probably be a reconsideration of policy in the near future.

It all began when 16-year-old Joseph Mutter pushed a bag containing a six-foot bull snake into the cashier's cage a few weeks ago. The cashier took one look, screamed loudly and fainted. Police took young Mutter to the parental school and he was placed on probation by the judge of the juvenile court.

Last Saturday night the Mutter boys took up the undeclared feud once more. That night 14-year-old Frank Mutter obtained a two-inch firecracker from older brother Joseph. Going to the theatre, he stood in front of the boxoffice and threw the lighted explosive into the street. About 100 patrons came rushing out of the theatre. The report, said Manager Norris B. Cresswell, "sounded like the building coming down."

After the bullsnake incident the cashier quit her job. This week Cresswell resigned.

Enforce Flameproof Order

KANSAS CITY—Following a checkup by Chief Saunders of the fire department, the local Paramount, Midland and Orpheum theatres are having their draperies flameproofed. Enforcing a provision of the local building and fire code stating that any building seating over 50 persons must take such measures, Saunders has given local theatres until the middle of July to complete the flameproofing.

Metzger to Open Another

WINNER, S. D.—R. C. Metzger, manager of the Ritz Theatre here, has leased the Holm Cafe Bldg. and plans to remodel it into a modern theatre. Metzger says he expects to get better pictures and earlier releases by operating two theatres.



READY FOR PARAMOUNT DRIVE—Paramount biggies J. J. Donahue, western division manager, and Allen Usher, district manager, were in Minneapolis recently to stir up interest in the company's forthcoming Celebrating 35 Years of Leadership drive. They found Ben Blotcky, branch manager, ready with a pledge to do his utmost. Here he points to the pledge as members of the sales force back him up. The campaign starts August 31.

Inaugurate Paramount With Premiere, Stars

KANSAS CITY—Amid 1,500 eager fans Veronica Lake held the small control box while Mayor William Kemp turned on the lights of the new red and white vertical sign. The Newman Theatre was now officially the Paramount, and the show inside the theatre began.

Alan Ladd, Miss Lake and William Demarest headlined the premiere benefit held at the Newman Theatre Tuesday night to usher in the new theatre name and to raise funds for the Jackson County Cancer society. An estimated total of $4,500 was raised from 1,000 seats selling at $3 and from a cocktail party Tuesday afternoon, also at a $3 cover charge.

Following the illumination ceremony outside, Demarest was introduced on the stage and acted as emcee for the short program during which he, Ladd and Miss Lake presented a short skit. Following some short subjects on the screen, A. B. Eisenhower, chairman of the local drive, made a talk thanking the audience for its aid. Feature film presentation was the midwest premiere of "Perils of Pauline," in which Demarest appears as a feature player.

Arrangements for the occasion, one of the most successful held here in some time, were made by M. D. "Babe" Cohn, for three years manager of the theatre; his assistant Myron Tahlman; Marilyn Steinert of the theatre publicity staff, and Jim Castle, publicist at the local Paramount exchange. From Hollywood came Norman Siegel, studio representative, to add west coast guidance.

Earlier in the day the three stars visited the Paramount exchange, where several of the women were reminded of Demarest's visit to the office several years ago. This was Ladd's and Miss Lake's first trip.

Pat Halloran Is Shifted As Fred Ableson Quits

MINNEAPOLIS—Pat Halloran has been named Universal Twin city salesman to succeed Fred Ableson, who resigned to go to California, it was announced by LeRoy J. Miller, manager. He's succeeded in turn by Charlie "Chuck" Noodleman, an addition to the staff, who will cover his former northern Minnesota territory. Noodleman was with RKO here at one time.

Named Assistant Manager

CEDAR RAPIDS—Charles "Chuck" Mittlestadt of Fayette has been named assistant manager of the State, a Tri-State house. He was doorman at the Paramount since April and was employed by the Fayette in various capacities from 1941 through early 1947.

Vernol Smith Transferred

DULUTH—Vernol Smith, former manager of the Lybba Theatre in Hibbing, has been transferred by the Minnesota Amusement Co. to the Strand in Minot, N. D. He succeeds George R. Brown, who now manages the Garrick here.

Industry Unaffected

LINCOLN—The Nebraska legislature has closed one of its busiest and longest sessions on record. Not a single bill directly affecting the theatre industry was introduced.

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BRIGHTER, CLEARER, ROCK-STEADY PROJECTION



Keep your theatre modern . . . make every picture a hit . . . with the superior projection of the Brenkert "80" . . . the choice of better theatres everywhere.

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OMAHA

Robert Ballantyne of the Ballantyne Co., and Mrs. Ballantyne left for two weeks in San Francisco and Los Angeles, where he will hold meetings with the company's export department . . . A. A. Renfrow, RKO branch manager, is spending a week's vacation with his father, D. C. Renfrow, Hugoton, Kas.

Frank Good, owner of the Iowana in Red Oak, Iowa, is home after a physical checkup at Rochester, Minn. . . . Olga Taylor, inspector at Republic, is on vacation . . . Hazel Jensen, RKO billing clerk, was married June 15 at Savior's church, Council Bluffs, to Dwane W. Brown. She will return to work after a two-week vacation.

Milton Mansfield, Belle Plains, Iowa, exhibitor, wrote Quality Theatre Supply a letter that had a short break in it. He explained that there was so much water from the flood he had to halt momentarily to get the hogs up in his hayloft.

Ed Schoenthal, manager of the Sun in Holdrege, Neb., married Josephine Peter of Grand Island June 15 . . . MGM salesmen are passing out gin rummy cards as another means of letting exhibitors know about "The Cat Concerto" . . . Kay Theiler, Paramount secretary to the branch manager, is spending her vacation in New York.

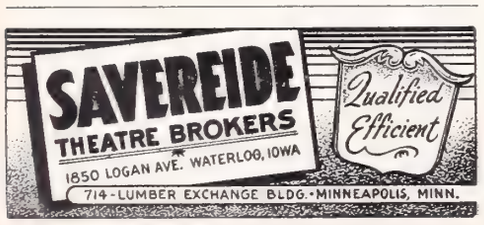
Don Walker, Warner Bros. exploiteer from Kansas City, was in town . . . Ira Crane, Tri-States manager in Fairbury, has returned from a vacation in Minnesota . . . B. C. Marcus, Columbia district manager from Kansas City, arrived for a short stay . . . Mrs. Faustine Boyer, Universal head inspector, is back after a vacation.

Jackie Lee has replaced Joyce Ingwerson on the information desk at 20th-Fox. Joyce is resigning to be married in August . . . Frank Janicek, shipping clerk at 20th-Fox, is on vacation . . . Marilyn Clark, Paramount booking stenographer, is vacationing with relatives in Iowa.

Visitors along Filmrow included: Mr. and Mrs. Arnold Johnson, Onawa, Iowa; Mons Thompson, St. Paul; Burley Chamberlain, Winnebago; Herman Fields, Clarinda, Iowa; Raymond Brown, Harlan, Iowa; Edward Gannon, Schuyler; Frank Good, Iowana, Red Oak, Iowa; Floyd Thompson, Moorehead, Iowa; Bert Thatcher, South Sioux City; W. S. Arndt, Early, Iowa; Robert Johnson, Logan, Iowa; Harold Schnoover, Aurora; Arnold Meirerdierks, Pender; Paul Phillips, Soldier, Iowa, and Joseph Chantry, Osceola.

Ak-Sar-Ben jockeys had a busman's holiday of sort when they turned out in full force to see a special screening of "The Homestretch" in the 20th-Fox screening room . . . A Desi Arnaz Fans club is being formed locally.

"The Yearling" will make its bow in the territory at the Lincoln Theatre, Lincoln, and the Capitol, Sioux City. It opens at the Paramount here July 3 . . . Jim Castle, Kansas City, was in town exploiting for Paramount.



Westerns Show Oats In Mill City Debut

MINNEAPOLIS—Westerns were much in the spotlight the past week, two of the four major newcomers being in that category, and both of them, "Ramrod" and "Trail Street," doing well. "Trouble With Women" and "The Two Mrs. Carrolls" also gave good boxoffice accounts of themselves. The holdovers were "The Outlaw," in its eighth week; "Calcutta," in its third, and "Johnny O'Clock" and the reissued "Great Waltz."

(Average is 100)

Aster—**Spoilers of the North** (Rep); **The Millerson Case** (Col).....100
Century—**The Great Waltz** (MGM), reissue, 2nd wk.....100
Gopher—**My Brother Talks to Horses** (MGM).....100
Lyric—**Calcutta** (Para), 3rd d. t. wk.....110
Pix—**The Outlaw** (UA), 8th d. t. wk.....125
Radio City—**The Trouble With Women** (Para).....135
RKO-Orpheum—**The Two Mrs. Carrolls** (WB).....125
RKO-Pan—**Trail Street** (RKO).....115
State—**Ramrod** (UA).....120
World—**Johnny O'Clock** (Col), 2nd d. t. wk.....100

'Duel' Not So Sunny In Kansas City Area

KANSAS CITY—"Duel in the Sun" broke at the Midland this week at prices of 90 cents and $1.25, or roughly twice normal fees. Business rang up 210 on the barometer clock, or 10 per cent above average considering the increased prices. Reports at midweek from surrounding towns implied that business in those outlying day-and-date locations was spotty.

"Angel and Sinner" at the Kimo was held over after pulling down grosses 50 per cent above average. New programs at midweek included "Great Expectations" at the Orpheum, "Perils of Pauline" at the Paramount (nee Newman), "Buck Privates Come Home" at the Tower-Uptown-Fairway combine and "Meet John Doe" at the Esquire. The Southtown, a neighborhood independent, entered the first run picture Friday, playing "Jeannie" and "The Great Mr. Handel."

Esquire—**Kit Carson** (PRC); **Last of the Mohicans** (PRC), reissues, 2nd wk.....Avg. not set
Kimo—**Angel and Sinner** (AFE).....150
Midland—**Duel in the Sun** (SRO), roadshow.....210
Orpheum—**Honeymoon** (RKO); **Dick Tracy's Dilemma** (RKO).....105
Paramount—**Cheyenne** (WB), 2nd wk.....100
Tower, Uptown, Fairway—**It Happened on Fifth Avenue** (AA-Mono).....105

Omaha Business on Skids; All First Runs Below Par

OMAHA—Theatre business was definitely on the skids with all four first runs below par. Contributing factors were uncertain weather, strong outside competition and rather weak bills.

Omaha—**Love and Learn** (WB); **Philo Vance's Gamble** (PRC).....93
Orpheum—**Angel and the Badman** (Rep); **The Fabulous Suzanne** (Rep).....95
Paramount—**Smash-Up** (U-I).....85
RKO-Brandeis—**The Guilt of Janet Ames** (Col); **Banjo** (RKO).....95

'Brunette' Tops Dull Week In Des Moines A Houses

DES MOINES—Bob Hope's much publicized "My Favorite Brunette" was the top attraction at downtown A houses here last week. However, the showing at the Des Moines did only average business.

Des Moines—**My Favorite Brunette** (Para).....100
Orpheum—**The Guilt of Janet Ames** (Col); **Millie's Daughter** (Col).....85
Paramount—**Michigan Kid** (U-I); **Swell Guy** (U-I).....90

Art Johnson Takes Vacation

SIOUX FALLS, S. D.—Art Johnson, manager of the Granada Theatre, has gone to Lake Okoboji, Iowa, for the summer, leaving his assistant Don Rock, in charge.

MINNEAPOLIS

Congratulations go to Bob Murphy, Star-Journal and Tribune flim critic. His wife has just presented him a son, the third child . . . Billy De Wolfe, Paramount comedian, was a visitor this week . . . Oliver Broughton, MGM home office auditor, was also a visitor.

Minnesota Amusement Co. has booked "Stairway to Heaven" for the State . . . Abe Kaplan, independent circuit owner, spent the weekend as guest of George Granstrom at the latter's northern Minnesota estate, once the summer home of the late W. A. Steffes. Kaplan caught one of the largest fish ever landed in those waters—a huge northern pike.

Back from a New York jaunt, Tedd Mann reported he negotiated for some foreign films for his World Theatre, but has not completed any deals yet . . . Ringsiders at the Acivideo-Constantino fight at the Auditorium included Bennie Berger, Harry Dryer, Charlie Weiner, Art Anderson and Abe Kaplan of the film industry, among others. Incidentally, Anderson, Warner Bros. manager, seldom misses a fight or wrestling match. Ditto for Dryer, owner of the Bijou and Crystal theatres, as far as fights are concerned.

At Paramount, staff additions include Pat Weber, receptionist and telephone operator; Pat Griffin, file clerk, and Mary Ellen O'Rourke, booking department stenographer . . . Beverly Davis, secretary to Norman Pyle, MGM exploiteer, is vacationing in Plainsville, Minn., along with Alice Dix, another member of the MGM office staff . . . Sid Lax, former Columbia office manager and now a salesman, has been assigned to northern Minnesota.

Burtus Bishop jr., new MGM midwest division sales manager, was in town . . . Harry Seed, Warner Bros. district manager, dropped in here . . . Out-of-town exhibitors visiting Filmrow included Ralph Swanson, Ely; Mr. and Mrs. Art Johnson, Galesville, Wis., and Mrs. N. O. Johnson, New London, Wis.

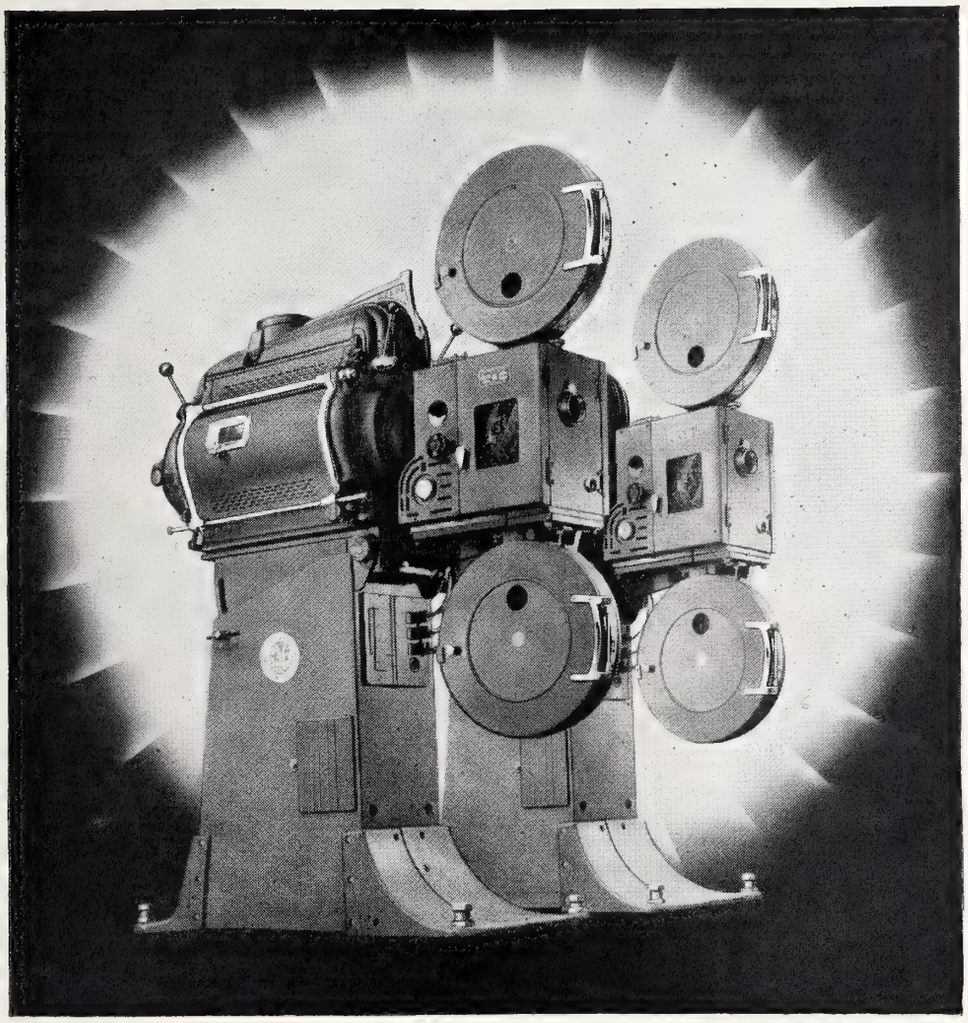
Following a complaint by S. D. Kane, North Central Allied executive counsel, the state fire marshal's office is investigating to determine if there is any violation of regulations in the showing of 16mm feature films at a Twin city suburban night club.

Gene Meredith, Warner Bros. chief accountant, is vacationing at his lake home . . . The wife of Roy McMinn, Superior, Wis., exhibitor, was slightly injured in an auto accident . . . Mary Ann French, daughter of Harry B. French, Minnesota Amusement Co. president, married George Barnard Clifford III of the wealthy Cream of Wheat family.

University of Minnesota Film society is offering a Spanish picture, "Man's Hope," with heavy advertising in downtown newspapers . . . M. A. Levy, 20th-Fox district manager, visited Omaha and Des Moines branches.

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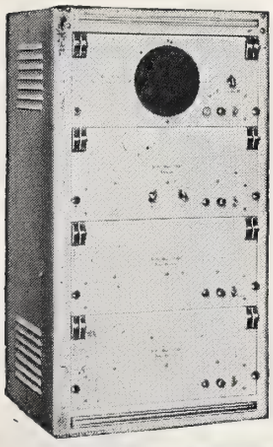
With Sound Head and Picture Mechanism in *one complete unit*— . . . With patented Silent Chain Drive . . . With warperfected Rotary Sound Stabilizer and a host of other major refinements in design, manufacture and finish—DeVRY's new, sensational "12000 SERIES" theater projectors and amplifiers are now being installed in the world's finer theaters.

See these beautiful, rugged, streamlined projectors at the Authorized DeVRY Theater Supply Dealer nearest you. Check them for *stamina, dependability, simplicity, serviceability*—for *low cost maintenance*—and for *performance.*

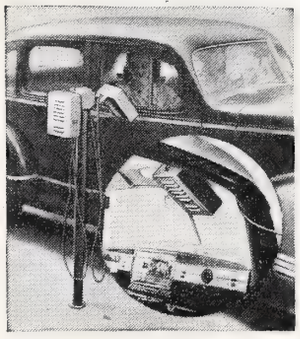
DeVRY'S NEW "12000 SERIES" AMPLIFIERS Meet Projectionists' Most Rigid Specifications

There Is a DeVRY for Every Size and Type of Theater . . . From 20 to 120 Watts . . . and UP

. . . Projectionists! Exhibitors! Until you've heard sound projection via DeVRY's "12000 SERIES" Amplifier, you haven't heard today's closest approach to your fondest goal—"the perfect show." And PROJECTIONISTS: With DeVRY Equipment, everything you need to check, service or replace, is "easy to get at," through DeVRY's Unit Service Plan. See and Hear DeVRY's New "12000 SERIES" Theater Equipment at the Authorized DeVRY Theater Supply Dealer Nearest You.



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Compact, lightweight, precision-built to withstand rugged all-season service—DeVRY's In-Car Speaker is designed for permanent installation on the parking ramp. Assures superb sound reproduction. Permits in-car operation, so windows can be kept closed in bad weather. Individual sound control to patron's taste. Sound is confined to theater area, eliminating community annoyance, yet reaches farthest parked patron in same synchronization of image as those close-in. Specifications, prices, on request.

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DES MOINES

Tri-States and Central States employes will have their second early Sunday morning breakfast June 22 at the Birdland lagoon shelter house. The usual good food and baseball game were anticipated . . . Russ Fraser and Don Allen of the Tri-States publicity department have returned from Chicago. Fraser spent the weekend in Davenport.

Bill Evidon, brother of Columbia's manager Mel, visited here en route to California from his home in Minneapolis . . . Lulu Putzier, inspector, was away from her duties at Columbia last week due to the death of her grandson . . . Don Robertson, assistant manager of the Orpheum, is vacationing.

A. H. Blank, president of Tri-States, is in New York . . . Madge Clark, secretary to G. Ralph Branton, has graduated from crutches to a cane, and thinks perhaps she may throw the cane away one of these days . . . Joseph Aronow, former Des Moines boy and now casting director for Columbia studios in Hollywood, will be married this summer to Eleanor Gingold of Los Angeles. Aronow is known professionally as Bobby Stone.

Visitors along the Row included M. L. Dickson, Mount Pleasant; A. O. Ludwig, Adair; Ed Nordus, McGregor; R. C. Debow, Wall Lake; F. R. Thompson, Audubon; Joe Smith, Laurens; Joe Fauver, Brooklyn; and Vern Hageman, Waverly.

Maridee Hill, daughter of Roy Hill, manager of the LeClaire in Moline, is wearing a new diamond. She graduated from the University of Iowa June 7. Her brother John, in the army now in Gorizia, Italy, sent home 82 American dollars worth of lace for a wedding gown and veil. Maridee's fiance is George Gegstrom, a senior medic student at Iowa university.

E. L. Walton, Republic western divisional sales manager, visited here . . . The gals at Republic flocked to Birdland pool last Sunday to take advantage of one of the first warm, sunny days . . . Helen Clarke grows her nails so long she has to buy nail polish by the quart. An ordinary bottle is only sufficient for one finger.

Ralph Hayden, office manager at Paramount, is on vacation . . . Ed Heiber, Universal district manager, visited here . . . Pat Brobst, Universal, is on vacation . . . Esther Huston, Universal cashier, spent the weekend in Gillman, Iowa.

RKO boasts a new bookkeeping machine . . . Sol Yeager, proud father that he is, says his two-week-old son speaks and writes Russian, French, Spanish and Italian as well as he does English.

Jo Coffman, Warners, is vacationing . . . Sally Knop is new telephone operator at Warners, taking Beverly Morris' position. Beverly, in turn, has moved up to bookers' stenographer, replacing Terry Rierdon, who resigned.

Rose Lipsey and Joanne Hood are new at Columbia . . . Josephine Nicolino, former Columbia stenographer, was married last weekend to John Cardamon.

Eddie Forester of Massena, former manager of the Des Moines, has a story "Just in Case," in the June American magazine.

Des Moines Thieves Get Safe, $600 at the Grand

DES MOINES—A 200-pound safe containing more than $600 was carted away by thieves from the Grand early on the morning of June 16.

Ben Kubby, manager, told police the safe contained Friday, Saturday and Sunday receipts from tickets, popcorn and candy sales.

The theft was discovered at 4:15 a. m. by Floyd Jackson, a janitor. The burglars broke in through the rear door and forced a lock on an inner door to gain entrance to the office. Kubby said the safe was rolled on its own wheels to the rear door and apparently carried away in a car or truck.

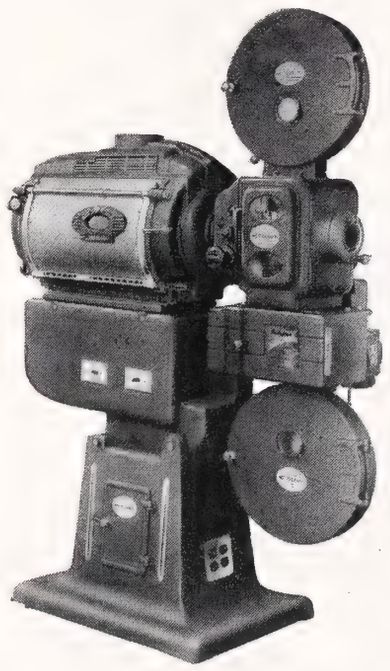
Paul Scholer to Chariton

CHARITON, IOWA—Paul Scholer, manager of the theatre at Cresco, Iowa, has been named to manage the Ritz here in place of C. J. Madison, resigned. Jerry Greenebaum, district manager of the Tri-States house, has been serving as manager pending the arrival of Scholer.

New Projectors in Lenox

LENOX, IOWA—The Lenox here has installed new projectors, according to Mrs. Holben, manager.

In advance of its times . . .



The new Motiograph MODEL "AA"

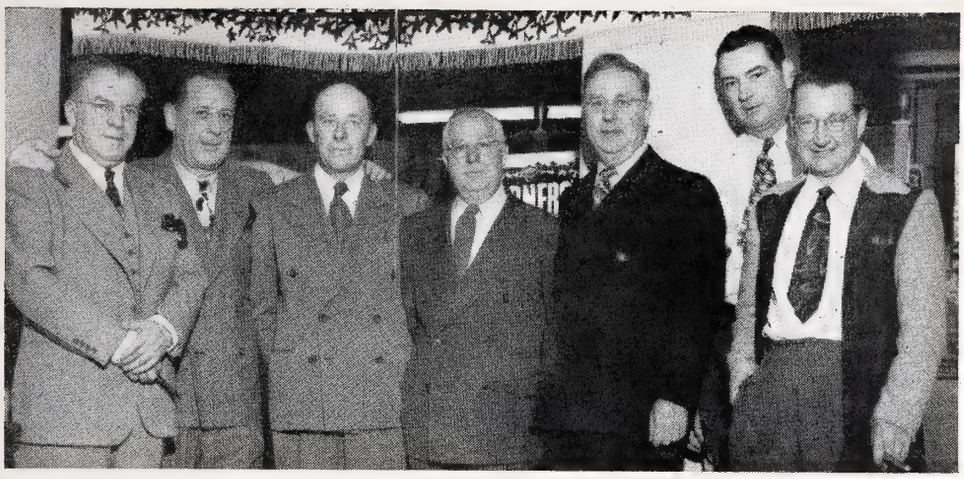
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WARNER ENTRIES FROM MINNEAPOLIS—Arthur W. Anderson (second from left), Warner manager in Minneapolis, is shown lending encouragement to his sales staff for the Warner Anniversary drive. Left to right are B. J. "Judge" Meshbesher, Anderson, Ernie Hill, Herb Blass, Charles Jackson, Mike Adcock and Earl Perkins.

Ia. Exhibitors Charge 'Holdbacks' on Prints

WAVERLY, IOWA—Complaints against the exchanges on "holdbacks" of dates to northeastern Iowa independent exhibitors featured a meeting of 38 showmen here last week under sponsorship of the AITO of Iowa and Nebraska.

Conducted by Charles L. Niles of Anamosa, Caravan director in this state, the meeting adopted a resolution presented by Paul Good of Arlington that exchanges be furnished additional prints to permit faster playoffs in this territory.

Delegates present also reaffirmed a stand taken by the AITO at its recent annual meeting in Omaha that (1) clearance between towns be opposed; (2) that 50 per cent pictures be passed up; (3) that opposition to local checkers be continued.

Omaha Orpheum to Stage Children's Hospital Show

OMAHA—William Miskell, Tri-States district manager, announced a preview showing will be held at the 3,000-seat Orpheum for the benefit of the Children's hospital. Other theatres in the territory previously had cooperated in Variety Club-sponsored campaigns to assist the new hospital, which will open this fall.

"It Happened on Fifth Avenue" will be the picture. The date is June 26, with the picture beginning at 6 p. m. and running continuously through the evening.

Concerning the picture, Miskell said: "Its theme of brotherly love and helping your neighbor makes it an ideal attraction for the Children's Memorial hospital."

H. R. Teichert Supervises Grand Island Redecoration

GRAND ISLAND, NEB.—Hanns R. Teichert, designer of theatre interiors, will supervise redecoration of the Capitol, Manager Wally Kemp announced.

The redecoration job will be an anniversary present for the theatre, built 20 years ago. Kemp said atmosphere of the theatre will probably be similar, but colors will be softer and lighter.

The local press had a field day with Kemp's announcement. They found Teichert's collections of art, coins and drawings a fit subject for a good story. Teichert is a regular contributor to the Modern Theatre section of BOXOFFICE.

R. A. Davis Made Manager Of Iowa in Emmetsburg

EMMETSBURG, IOWA—R. A. Davis, former theatre owner in Rockwell City, has been appointed manager of the Iowa.

Davis succeeds A. J. Swanton, longtime operator of the Iowa, who sold his interest in the Emmetsburg Theatre Corp. last week. Davis owned and operated the Empress in Rockwell City for five years before selling recently.

Previously, Davis owned and operated a theatre in Grand Island and was at one time associated with the Fox West Coast Theatre Corp., spending 11 years in Denver.

10,000 Turn Out in Omaha To See Hollywood Stars

OMAHA—An estimated 10,000 turned out for the Midwest Music Festival, delayed once by rain. Names stars included Olga San Juan, Lanny Ross and Desi Arnaz. Paramount exchange employes had a thrill when Olga and Lanny visited their office and posed for a picture with them. Arnaz stayed on in town for a week at the Orpheum.

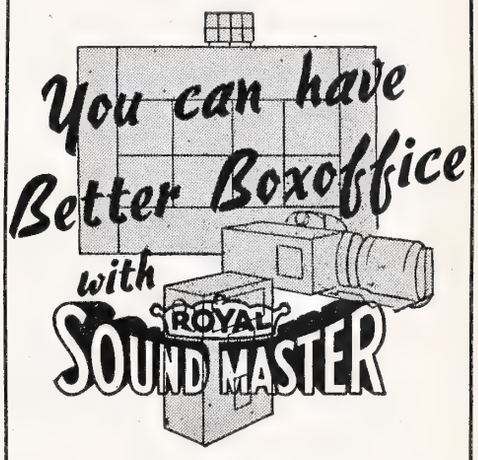
Dickinson Closes Crystal

TOPEKA—Dickinson Theatres closed the Crystal Theatre this week. "We deem it unsatisfactory to operate two theatres right next door to each other," Glen Dickinson jr. said in Kansas City when asked the cause of the move. J. R. Stepina, manager of the shuttered house, is now manager of the Glen next door. The Glen's foreign policy has given way to the former western policy of the Crystal.

Sioux Falls Sees 'Duel'

SIOUX FALLS, S. D.—"Duel in the Sun" was given its northwest premiere June 20 in theatres in 23 cities in North and South Dakota, Minnesota and part of Wisconsin, including the Egyptian Theatre here. The premiere was the beginning of an extended engagement at the Egyptian. Manager Jim Molohon had the city well covered for a week before the premiere with teasers reading, "Friday is Duel Day."

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DEALER
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See the BALLANTYNE COMPANY
Advertisement in Modern Theatre Section

Sioux Falls Exhibitor Uses Doily in Plug for 'Dagger'

SIOUX FALLS, S. D.—Clarise Austin, manager of the Time Theatre, used a feminine touch in publicizing the rerun of "Cloak and Dagger." Blue and white doilies advertising the picture were distributed in all the restaurants in the city.

Sneak Preview Pays Off

SIOUX FALLS, S. D.—Joe Ryan, manager of the State Theatre here, got favorable publicity for "Miracle on 34th Street" by showing it in a sneak preview with "Boomerang" June 14. He invited newspaper and radio representatives. It opened for a regular engagement the next day.

Trains for Theatre Job

CENTERVILLE, IOWA—Donald Cornett of Moulton is being schooled to become assistant to Manager Harold Johnson of the Majestic. Cornett, a high school graduate this spring, will serve first as doorman. For the past two years he operated the machine at the Molo, Moulton, after school and on Saturdays and Sundays.

Pelischek Joins TEI

MANHATTAN, KAS.—Milton Pelischek is the newest addition to the Theatre Enterprises staff here. He will be employed at the Sosna Theatre, TEI campus showcase. Pelischek served in the army during the war and later was an assistant field director with the Red Cross.



Utilizing all the advantages of 70 ampere, 40 volt burning of Suprex carbons, this Mogul projects a brilliant picture on a 48-foot and larger screen with all details clearly visible 500 feet or more back from the screen.

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Egg Breakfasts Win Disc Jockey Plugs

DES MOINES—The day before the opening of "The Egg and I" at three Tri-States theatres here, managers of the houses arose early to have an egg breakfast with disc jockeys of the radio stations in the city.

Harold Lyon, manager of the Des Moines, and Russ Fraser of the advertising department, breakfasted with Don Bell, early morning announcer for KRNT. George Lawson, manager of the Roosevelt, had a similar breakfast with Tom Lewis of KSO and Don Knight of the Ingersoll had his eggs with M.J.B. of KCBC.

The stunt netted the managers 15 minutes of publicity on all three of the stations.

Northwest Business Bright; Bank Debits on Increase

MINNEAPOLIS—Business is better in the territory, according to the latest Federal Reserve bank survey, covering May, and the boxoffice will reflect the improvement, the industry believes.

The report shows that bank debits in the Northwest are maintaining their increase and in May stood 21 per cent over May 1946. For the year to date they are 25 per cent over those for the first five months of last year.

Bank debits for the most part are checks against depositors' accounts and thus represent payment for goods, services and debts.

Beauties Garner Publicity

SIOUX FALLS, S. D.—Joe Floyd, manager of the Hollywood, got top publicity here on his bathing beauty contest to select "Miss Sioux Falls," who later competed in the state finals at the South Dakota American Legion convention here. Three finalists in the contest held on the stage of the Hollywood were shown in a three-column picture on the front page of the local newspaper.

Wins Loew's Award

KANSAS CITY—Howard Burkhardt, manager of the Midland Theatre who returned last week from a vacation in the east, was the May winner of Loew's Picture of the Month award for his exploitation on "The Yearling."

E. C. Pecks Leave Pierson

PIERSON, IOWA—Mr. and Mrs. E. C. Peck have resigned as manager and cashier, respectively, of the Pier. They have left the city and will engage in farming at Monroe City, Mo. Successors have not yet been selected.

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KANSAS CITY

William Demarest, Paramount star here for the cancer benefit at the Paramount (formerly Newman), had to take off his coat after the way he greeted Billie Mistele of the local exchange. "Just warming up," he said . . . Betty Young is the new "hello girl" at Theatre Enterprises . . . The 20th-Fox office picnic will be held next Monday (23) at Bel Air.

W. G. Milwain, Missouri representative for NTS, was a guest of Mr. and Mrs. J. W. McMillan of Latta, S. C., and Fulmer Wells of Newberry, S. C., at the Muehlebach Monday evening. McMillan owns theatres in Maxton, N. C., and Hartsville and Latta, S. C. Wells owns the Wells in Newberry, S. C. The Carolinians were en route home from the Rotary convention in San Francisco.

Paul Milburger, manager of the Gauntier in Kansas City, Kas., advertised his double bill of "Valley of the Zombies" and "Catman of Paris" as "guaranteed to scare the socks off of Fearless Fosdick."

At Screen Guild were S. Gideon "Gid" Howell and J. M. "Soda" Reynolds of the Dallas exchange and Julian King of the Des Moines branch. All three were in to line up exploitation and sales policy on King's Darto stage game . . . Also at Screen Guild here, Edward E. Erickson has replaced Woody Longan as salesman. Erickson formerly was with Monogram in St. Louis and PRC here.

Twila Wells, secretary to District Manager Ed Heiber, is on vacation from Universal. Other vacations there include Dorothie Warneke, bookers' secretary, and Mae Abranz, inspector. Returning have been Jean Cavert, contract clerk, and Tom Lawson, district booker . . . Ann Molander, KMTA secretary's secretary, was ill last week with a severe cold, but feels a lot more chipper now.

Edward L. Walton, Republic Pictures vice-president, spent several days here conferring with Robert Withers, franchise holder . . . Jean Van Duyne, secretary to Withers, is vacationing in Minnesota with her family. She is the daughter of E. D. Van Duyne, RCA field supervisor who is footing the bill for wife, daughter, and sons.



EDWARD L. WALTON

W. J. "Gus" Kubitzki, city salesman at 20th-Fox, and Mrs. Anise Davis were married last week. The boys and girls at the office hung streamers and signs all over Gus's office for his return Monday morning. Lead-off poster for the "young" groom was "To Gus, the Miracle of Filmrow." To this veteran of show business here, our congratulations.

Ralph Morrow, U-I city salesman, returned from a "wonderful" fishing trip to the Ozarks. He and his son spent the latter part of the holiday in St. Louis and Chicago . . . Tommie Taylor, brother of Harry Taylor, of Poppers' Supply, was seen in his lieutenant colonel's uniform with President Truman in the Movietone News playing early in the week.

Harold Grant, manager of the Uptown in Marceline, is on vacation in Minnesota. Robert Fulkerson, assistant manager of the Village in Sunflower, Kas., is handling chores at the Uptown during Grant's absence. Also on vacation this week was David Dallas, Manhattan, Kas., city manager for TEI. His substitute is J. R. Keller, regular assistant manager.

Mary Tranos, statistician at Fox Midwest, was married Sunday to Gus Buzalas. Future weddings at the circuit home office include those of Frances Holmes, secretary to Katherine Kyle Black and Jane Bissell, secretary to James Long. The former will marry Harold Johnson June 28. Jane and Ernest Hyde jr. will be wed July 2.

Al L. Adler, MGM resident manager, and Mrs. Adler are on vacation at Oklahoma City and in Minnesota. Al plans some hunting while up north . . . L. Z. Henry was showing a lot of jealous admirers the 6¾-pound bass he recently caught near Mountain Home, Ark., and had mounted. Ed Hartman, local booking and buying agent, says he's going down there this weekend to try his luck once more.

Friends of Mrs. Eleanore C. Walton, city film censor, were pleased to see her back on Filmrow as usual Monday, after a vacation east followed by a fainting spell at a meeting

(Continued on next page)

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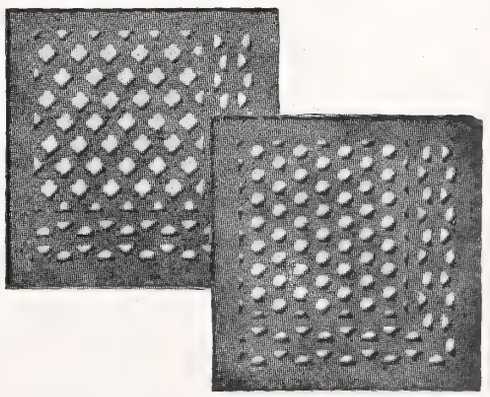
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KANSAS CITY

(Continued from preceding page)

last Friday. Doctors ascertained that the fainting spell was caused by a digestive disturbance and not by a heart condition. Loring Walton III, her grandson, acompanied Mrs. Walton back to Kansas City and will remain with her for the summer. He is now escorting her to screenings.

Mrs. Lydia Wilson, U-I biller, is leaving to take up housekeeping full time. Monday the office had a blowout for her and Fern Bumgardner, who is to be married soon . . . Switchboard operators must be eager to locate with film companies these days. Over 35 applicants had visited Universal for the open position two hours after the office opened Monday morning.

Bill Feld, Eagle-Lion representative headquartering in St. Louis, was a visitor for two days and then left for Omaha . . . M. G. "Shack" Shackelford, PRC manager, went to the hospital Monday after considerable delay in an effort finally to get his tonsils out. He went in at 7:30, the tonsils came out at ten. "Shack" got out two days later.



M. G. SHACKELFORD

Oscar S. Oldknow, vice-president of National Theatre Supply, was a visitor in the local office . . . Exhibitors visiting included Sol Frank of the Chief in Coldwater, Kas.; Gus Diamond of the Howard, Arkansas City, Kas.; Roy Culley, Pastime, Medicine Lodge, Kas.; Don Summers, Royal, Unionville; John White, Victory, Knob Noster; Nick Kotsis, Holden and Oswego, Kas.; Sam Blair, Blair, Osborne, Kas.

Other Filmrow visitors were Bob Robinson of the Grant in Grant City; Ed Henderson, Isis, Marysville, Kas.; C. B. Sherman, Uptown, St. Joseph; J. Ward Speilman, Gem, Baldwin, Kas.; Joe Ghosen, Uptown, Sedalia, and Glen Newbold from Yates Center, Kas.

Ben Marcus, division manager for Columbia, is making the rounds of his exchanges telling the decisions, results and policies set up at the recent Chicago meeting. Last week he was in Des Moines, this week in Omaha and next week in Minneapolis . . . Morton Truog, city salesman for United Artists, was home with a severe throat ailment. His dad William, manager at the exchange, made a trip through the territory.

Don "Hi Fi" Davis, RCA, has been the victim of a trick foot most of last week. He returned to work Tuesday . . . Mrs. Peggy Nelson, district manager's secretary at UA, and Mayme Wagner, head inspector there, were on vacations this week . . . Mary Walker is the new clerk at RKO.

David Mitchell of Southwest Poster Service, Dallas, was a visitor at Pennington Poster Service here . . . Carol Jensen, National Screen preparer, was married Saturday to Charles Denny. Arthur Nuse of the NSS warehouse staff married Jane Johnson next day . . . Larry Wilson, Monogram booker, returned from a two-week stint in Denver.

Beverly Miller, PRC district manager, went to Omaha last week to confer with Sol Rief, manager there, and the Epstein Bros. circuit. Miller's alligator exploitation seems to have paid off in personal fame and renown as well as boxoffice totals. He has received newspaper stories of all kinds about 'gators from Denver, Chicago, Omaha and St. Louis, and has had exchanges in many other cities requesting live and model 'gators for stunts on "Untamed Fury." This week Bev said that PRC will come up with a whaling picture in the near future. Anybody know where he can get a whale?

Loew's Training an Agency For Spreading Democracy

From an address by Orton H. Hicks, Loew's International Corp.

"We have brought to the United States nationals of other countries for a period of training. Naturally, they have been put through the ordinary routine of our theatres, film exchanges, studios and equipment factories, but in addition they have been sent on tour of the country to get acquainted with our life.

"They have also visited our universities, talked to our government officials and newspaper editors, and have been generally equipped to interpret the life depicted in American films to their own countries. These men have been told: 'Your success will be measured, not only in terms of dollars, or francs, or rupees, but in the manner in which you will help represent the way of life of your country to the rest of the world. In this sense you are ambassadors.' "

To Debut in 'Without Honor'

Virginia Belmont, 22-year-old model, will debut in the femme lead opposite William Boyd in United Artists' "Without Honor."

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WICHITA

One of the most welcome faces on theatre row is that of Eddie Hogle, assistant manager of the Orpheum. He has been ill and lost a lot of weight. Hogle was on hand for the sensational Men's Bathing Beauty contest staged at the Orpheum recently.

M. E. Bybee, manager of Electric, Larned, Kas., is in St. Francis hospital here, recovering from a major operation. Bybee formerly was manager of the Bybee Players, southwest stock company.

Johnsons Buy Rialto

LYNDON, KAS.—Mr. and Mrs. H. C. Johnson have bought the Rialto Theatre from Raymond Krutsinger. This is the Johnsons' first experience in exhibition.

Staffs Hold Picnic

CARROLL, IOWA—Employes of the Carroll and State theatres held their annual picnic at Swan Lake June 5. More than 20 attended.

Rex Strong Sells at Tina

TINA, MO.—Bog Egender has bought the Community Theatre from Rex Strong. Egender also owns a theatre in Waverly.

Detroit Lakes House Reopens

DETROIT LAKES, MINN.—Manager Bill Wilson has reopened the State Theatre here for the summer season. The house operates six days a week with two changes, is closed Mondays.

Southtown, Fiesta to Play Foreign Films, Reissues

KANSAS CITY—Beginning Friday (20) the neighborhood Southtown and Fiesta theatres, owned by Herman Illmer, began a policy of first run foreign product and American reissues. Initial program at the Southtown was "Jeannie" and "The Great Mr. Handel," both English Film releases. The Fiesta featured "City Without Men" and "Prison Without Bars." Prices were 65 cents at the Southtown and 50 cents at the Fiesta.

Illmer, sole owner of the Fiesta and co-owner with Ralph Cumpton of the Southtown, said that the shift was due to prohibitive film rentals charged by the majors. A trip to New York convinced him that the new policy would be much more advantageous.

Other films to play the houses include "Thunder Rock," "On Approval" and "The Amateur Gentleman." Illmer will continue as manager of the Fiesta with Edward Crouch piloting the Southtown.

Redecorate in Dow City

DOW CITY, IOWA—The Dow, owned by Wade Manchester of Dunlap, is being completely redecorated. One hundred new plush seats are being installed.

King Mason Buys Longton

LONGTON, KAS.—King Mason, operator of the telephone exchange here, has bought the Longton Theatre from P. L. Rush of Rush roadshows.

Marquee Replaced

BENKELMAN, NEB.—A new marquee has been erected at the Zorn. It has moveable letters and is lighted with neon.

Rank Is Considering Western Picture

From Canadian Edition

WINNIPEG—J. Arthur Rank is thinking of producing a full-length picture about western Canada, to be made in the west, providing he gets the right story. This is what the British film magnate told the press here recently when he stopped over briefly on his way to Vancouver.

The "right story" so far as Rank was concerned, meant one that would combine entertainment with a feeling of reality, he told the newspapers. There was nothing more than this somewhat vague remark to indicate any plans he might have about picture-making in the Dominion, and particularly in the west.

In reply to a question asking whether he thought that as the British film industry expands it may get out of hand and lose the personal touch which distinguishes British pictures, Rank said: "No. We give film people who are making individual movies a creative immunity, and we have a number of producers who give individual care to each picture."

He indicated that there would be no more "stealing" of Rank talent by Hollywood. "We have them all under contract, but we expect to exchange players with Hollywood."

Rank was accompanied by John Davis, managing director of the Rank organization; Jock Lawrence, vice-president of Rank's American holdings, and Mrs. Rank. The party was met at the station by J. McPherson, Winnipeg manager for Eagle-Lion; Harry Hurwitz, supervisor of Odeon theatres in Manitoba and Saskatchewan, and Tom Pacey, manager of the Garrick.

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Detroit Honors Munz On 25 Years in Trade

DETROIT—Tribute to Harold R. Munz, president of Cooperative Theatres of Michigan, in celebration of his 25th anniversary



HAROLD R. MUNZ

in show business, was paid at the Variety clubroom by his friends and associates. Munz is a second-generation showman, son of the late Charles Munz, a pioneer Detroit exhibitor. Among his jobs are vice-president of LaSalle Garden Theatre Co., director of the Grand Riviera Theatre Co. and the Riviera Annex Theatre Co., and manager of the Century.

BINGAY'S BOOK PRESENTED

E. R. "Dick" Holtz of the Munz organization was toastmaster. The guest of honor's brother Elmer and his son Charles, named after the grandfather, were at the top table with him, as were his business associates, C. J. Hyde and Del A. Mead. An autographed copy of Malcolm W. Bingay's book, "Detroit Is My Home Town," with the signature of all guests, was presented to Munz by James F. Sharkey.

Tablecloth Notes: Earl Hudson, just back from a trip in time for the event, disputed vociferously with Jim Sharkey when Earl claimed the Riviera, built by Munz and operated by UDT, "never was a cornfield—even now."

Bob Dunbar skipped lunch. Roger Robinson turned up, twice as tall as Art Robinson, his dad.

Charlie Perry had just the right background for that picture taken at his desk. E. R. Holtz reminisced of the day he and your scribe were in the paint business together. Roger Kennedy, Frank Kinsora, and Bob Seeley turned up to do the honors for the projectionists.

SONGLEADING WELL DONE

Lou Mitchell and Henry Zapp, who did a beautiful job of songleading, rated places at the head table. George McArthur did a neat job of Scotch singing. Carl Buermele could not be persuaded to do a bass solo.

John Finlayson has nice tales of the exploits of his little five-year-old. Dave Idzal and Al Levy represented the two sides of Fox activity. The Goldbergs are planning some important expansion. James C. Petrillo provided music out in front through Leonard Smith's band, an unprecedented serenade. Al Posselius and Thomas King, Munz associates, were unable to attend.

Ohio Senate Passes Bill For City Ticket Taxes

COLUMBUS—After October 1 Ohio cities will be free to assess admissions taxes without limit, following the Ohio senate's 26 to 6 approval of a house bill repealing the present 3 per cent state admission tax and leaving this field open to municipalities. The bill now goes to Governor Herbert for his signature, which is a formality, since the chief executive has been one of the most vigorous proponents of the repeal measure.

On the first roll call 15 senators voted against the measure, necessitating a Republican caucus during which sufficient votes were swung to permit passage by the 25 to 6 margin.

MUST AMEND SALES TAX

Tied up with repeal of the admissions tax is the continuance of the exemption obtained two years ago of the sales or use tax on film rentals while the admissions tax is in effect. With repeal of the admissions tax, it becomes necessary to amend the sales or use tax laws so that film rentals will continue to be exempt. This is being done through the medium of house Bill 453.

"It is of vital importance to every exhibitor that this measure be approved," says P. J. Wood, secretary of the Independent Theatre Owners of Ohio. The bill has been approved by the house and was recommended for passage by the senate taxation committee. Wood urged theatre owners to telegraph their senators and urges the bill's passage.

Exhibitor reaction in Cleveland to the repeal of the 3 per cent state amusement tax is divided. Some anticipate a city tax greater than the state tax, which will make higher admission prices necessary at a time when the general trend is in the direction of lower prices. Some believe it a good plan to have the source of the tax plan here in Cleveland when local pressure can be brought to bear and where, if increased admissions follow the imposition of a burdensome tax, the theatre owner can refer an irate customer to his local city council as the cause of the tax.

BURKE FAVORS 5% MAXIMUM

Still others think that their business will not be affected by a moderate city tax. Mayor Thomas A. Burke has indicated that he favors nothing higher than a 5 per cent amusement tax.

"If the city slaps a tax on us that makes it imperative for our survival to raise our admission rates, we'll have to do it," one circuit owner says. "But I prefer to have the source of the tax right here in Cleveland where our votes control the city council. We can point out to the public that the admission boost, if it comes, is not of our making but of the city council. And as councilmen are proverbially sensitive to votes, they will give careful consideration to any proposed bill that may prove burdensome to us."

Another exhibitor doesn't think it will make much difference, provided the tax does not exceed 5 per cent. Admission prices would not be greatly disturbed.

"But," it is pointed out by still another circuit owner, "the children's admission will be thrown out of line after October 1. Under the Cleveland setup, the kiddy prices will either have to drop to nine cents or go up to 12 cents, and either alternative is bad."

The Cleveland admission price for children is set up to eliminate the 20 per cent federal tax. It is established at .097. Add to this the 3 per cent state tax and the total, tax included, is ten cents. But as the established price is under ten cents, this classification escapes the federal tax. Take away the state tax, and the established children's admission must necessarily be ten cents. So the exhibitor will have to choose between lowering it to nine cents and escaping the federal tax, or stay at ten cents and add the two cents federal tax.

ITO Secretary Wood notes in his latest bulletin that on the first roll call only 15 senators voted for repeal of the state admissions tax, and the additional votes needed for its passage were obtained only after a recess. Wood remarks that the result of the first roll call indicates that the film industry has many friends in the state legislature.

SUGGESTS APPRECIATION LETTERS

He lists the names of the senators who voted against the repeal and suggests that theatre owners write them a letter of appreciation. They are Nicholas P. Bernard of Youngstown, Virgil Cramer of Toledo, Harry E. Davis of Cleveland, Raymond E. Hildebrand of Toledo, Clingan Jackson of Youngstown, D. A. Liggitt of Bell Center, Margaret A. Mahoney of Cleveland, Jonathan Mason of East Liverpool, George C. McCandless of Hamilton, Stanley Mechem of Nelsonville, Howard Metzenbaum of Cleveland, Tom V. Moorehead of Zanesville, John W. Morrison of Aurora, Robert A. Pollock of Canton, and Carl D. Sheppard of Akron.

Bill Passed Letting Women Sell Tickets After 10 p. m.

COLUMBUS—Women over 21 soon will be permitted to sell tickets in theatres and other places of amusement in Ohio after 10 p. m. The state senate has voted 21 to 14 in favor of the house's Kowalk bill, which provides for the change. It is expected that Governor Herbert will sign the bill, which also relaxes restrictions against the employment of women and minors in various other ways. It will permit employment of women for nine hours a day to a maximum of 45 hours a week and will permit 12 consecutive days of work in two work weeks. Minors under 18 will be allowed to be employed for night work in retail drug and grocery stores and other mercantile establishments, such as candy counters in theatre lobbies.

The senate also has approved a house bill to create a nine-member commission to select and purchase, by condemnation if necessary, a new site for the Ohio state fairgrounds at a price not to exceed $500,000. The vote was 27 to 1.

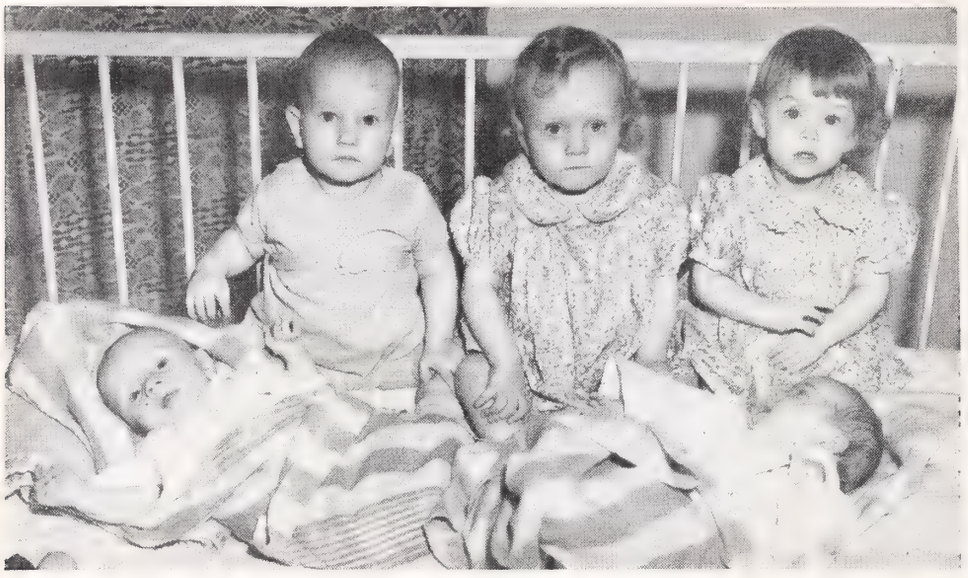
VA Objects to Drive-In; Another Site Is Sought

ALTOONA, PA.—The drive-in on Route 220, Pleasant Valley boulevard, in construction for several weeks, has been abandoned, and the Blatt Bros., owners, are seeking a nearby site for the outdoor project.

There were no restrictions when the original drive-in property was acquired, but later it developed that the Veterans Administration planned to erect a new 200-bed hospital on a property nearby. The VA announced that the government would withhold the appropriation for the hospital if the outdoor theatre was opened. The Blatt Bros. acquiesced.

There are 77 theatrical film film distributors in the United States.

Baby Gurgles at Cincinnati Dance; Funds for Variety's Home Flow In



Babies being cared for at the Variety Club foundling home in Cincinnati.

CINCINNATI—Barkers of Variety's Tent 3 were tripping the light fantastic following a supper served in Pavilion Caprice when a nurse from the club's foundling home made a surprise appearance, carrying one of her charges.

Dancing stopped, and the cooing infant became the center of attention. Scores of the guests, upon learning that a baby could have a clean, fresh home amid pleasant and wholesome surroundings for $50 a month, made unsolicited donations.

Before the orchestra started up again, $4,000 was donated to the foundling home that is the club's main project. It now has six babies. William Bein of National Screen made a substantial contribution. Radio station WCPO offered to pay expenses of one baby for six months.

Four hundred attended the supper-dance, proceeds from which went to the home. Noah Schechter was in charge of entertainment, which included many acts from nearby night clubs. Art Manheimer handled reservations.

Shortage of hotel accommodations kept down attendance of out-of-towners. Among those who came were Phil Chakeres of Springfield, Ohio; Fred Helwig, Charleston, W. Va.; Roy Letsinger, Amherstdale, W. Va.; Lloyd Rogers, Welch, W. Va.; Charles Behlen, Lexington, Ky.; James Howe, Carrollton, Ky., and Bill Ramsey, representing tent No. 20, Memphis, Tenn.

Strawhatters Opening Over Keystone State

PITTSBURGH—A new season is under way at the Keystone state's strawhat theatres. Among the better known of the Pennsylvania playhouses are the Mountain Playhouse, near Jennerstown; Hi-Way Theatre, east of Johnstown; Butler Little Theatre, Butler; Gretna Playhouse at Mount Gretna; Bucks County Playhouse, New Hope; Green Hills Theatre, near Reading; the Playhouse, Eagles Mere.

The Repertory Players opened an 11-week season of sumer stock productions at Frick auditorium, Oakland, Pittsburgh.

Strawhat theatres for the most part have been reconstructed from buildings once operated as mills or manufacturing plants and many of them are in rustic surroundings. The Mountain Playhouse near Jennerstown originally was a water mill built in 1805 at Roxbury, Somerset county. Summer theatres and musical events not only attract playgoers from the immediate environs but draw them into Pennsylvania from adjoining states.

The second season of operettas in Pitt Stadium here, presented by the Civic Light Opera Ass'n, is winning larger audiences, despite rain and wind which intervened during the opening weeks. "Balalaika," with Irene Manning, Al Shean and John Brownlee, was this week's attraction, and for the week of June 23 "Roberta," only repeat from last season's repertoire, will be offered. Remaining operettas, playing each evening Monday through Saturday, are "Rio Rita," "Countess Maritza," "Rosalie," "The Three Musketeers" and "The Great Waltz."

A backlash of a recent tornado swept across Pitt stadium and caused $25,000 damage to the stage and equipment.

Legalize Rural Zoning

COLUMBUS—The legislature has enacted a rural zoning measure, which would permit county commissioners or township trustees to zone unincorporated areas, subject to a majority vote of electors in the affected portions.

FCC Okays Capital FM Unit

COLUMBUS—Capital Radio, Inc., of which Sen. John W. Bricker of Ohio is vice-president, has received tentative authority from the FCC to build a frequency modulation station here. Still pending is the company's application for permission to build a standard station here on a frequency of 660 kilocycles.

Cleveland Perks Up; 'Calcutta' Opens Big

CLEVELAND—Not since "The Yearling" has the State had any picture that drew so well as "Calcutta." Weekend attendance was terrific, although it was the first fair weather weekend of the season. The take was high at 120 per cent and the picture was held over. "The Egg and I" continued to roll a high score. In its fourth consecutive week at the Allen it grossed more than in the third week, which was well over average. It held for a fifth week. Another big grosser was "Citizen Saint," with a 135 per cent score at the Lower Mall. Considering that five out of eight theatres were playing holdovers, the first run picture was good. Report for week ending June 11:

(Average is 100)

Allen—**The Egg and I** (U-I), 4th wk. 110
Hippodrome—**The Two Mrs. Carrolls** (WB), 2nd wk. 80
Lake—**Framed** (Col), 3rd d.t. wk. 90
Lower Mall—**Citizen Saint** (Clyde Elliott-State Rights) 135
Ohio—**The Great Waltz** (MGM), reissue, 3rd d.t. wk. 85
Palace—**Odd Man Out** (U-I) 70
State—**Calcutta** (Para) 125
Stillman—**High Barbaree** (MGM), 2nd d. t. wk. 85

'Calcutta' Reaches 160 Mark In First Week at Cincinnati

CINCINNATI—The one bright spot in an otherwise dull week was "Calcutta," which reached the 160 mark at the Albee. Next in line were "Odd Man Out," which made 110 at Keith's, and "The Yearling," 100 at the Capitol. Other attractions fell short of the average mark. "Homestretch" finished its run at the Lyric June 11; the theatre will have a three-day run of "Alexander's Ragtime Band" with the new attraction, "Western Union," starting June 15. Keith's had a preview of "Time Out of Mind" June 12. The film started its regular run next day.

Albee—**Calcutta** (Para) 160
Capitol—**The Yearling** (MGM), 3rd wk. 100
Grand—**Tarzan and the Huntress** (RKO) 90
Keith's—**Odd Man Out** (U-I), 2nd wk. 110
Lyric—**The Homestretch** (20th-Fox), 2nd d.t. wk. 90
Palace—**Love and Learn** (WB) 70
Shubert—**Honeymoon** (RKO), 2nd d.t. wk. 80

Variable Weather Hurts Detroit; Theatres Grosses Are Uneven

DETROIT—Business here was mildly stimulated by rains over the weekend, but record heat for the rest of the week, beginning Monday, cut down attendance heavily, making the grosses uneven. First runs are beginning to rely more heavily on holdovers.

Adams—**The Yearling** (MGM), 3rd wk. 115
Broadway Capitol—**Big Town** (Para); **Calcutta** (Para) 120
Cinema—**Fantasia** (RKO), reissue, 2nd wk. 105
Downtown—**The Best Years of Our Lives** (RKO), 10th wk. 130
Fox—**The Homestretch** (20th-Fox); **Jewels of Brandenburg** (20th-Fox), 2nd wk. 120
Michigan—**The Two Mrs. Carrolls** (WB); **Hit Parade of 1947** (Rep), 2nd wk. 90
Palms-State—**Copacabana** (UA); **Too Many Winners** (PRC), 2nd wk. 95
United Artists—**Philo Vance Returns** (PRC); **Honeymoon** (RKO), 2nd wk. 90

Pittsburgh Grosses Increase; 'The Yearling' Outstanding

PITTSBURGH—Grosses increased generally at downtown theatres, with "The Yearling" outstanding and winning a holdover in Loew's Penn. "Honeymoon" was strong in the Warner and was held over, and "The Two Mrs. Carrolls" was awarded a second week in the Stanley.

Fulton—**Angel and the Badman** (Rep), 2nd wk. 50
Harris—**Odd Man Out** (U-I) 80
Penn—**The Yearling** (MGM) 110
Ritz—**The Red House** (UA), 2nd d. t wk. 85
Senator—**Thief of Bagdad** (PC), reissue; **Adventures of Don Coyote** (UA) 85
Stanley—**The Two Mrs. Carrolls** (WB) 90
Warner—**Honeymoon** (RKO) 110

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Cooperative Louisville Film Library Uses Caution in Renting Pictures

LOUISVILLE—As a general rule summer brings a show business slump, but this statement is not true of the church film library here.

The library, operated by the Louisville Council of Churches, is reported to be the only church motion picture library in the country organized and operated on a co-operative plan. It now boasts of more than 40 members, although less than a year old.

The library has been designed to "facilitate Christian education by means of the motion picture," according to H. Ellison Salley, community activities secretary of the council.

Youthful and energetic Salley describes the Louisville Council as being "the only church organization allowed to use films produced for theatrical release and edited for educational use in schools."

Three of the films termed as of great use to the Louisville church library are "Magnificent Obsession," "The Story of Dr. Carver," and Dickens' "A Christmas Carol."

"Motion pictures may be used in church for worship, for entertainment, to attract a large crowd, to educate, to raise money, or for any other worthy cause," the council said in a bulletin to members. "However, they are best adapted to educational use and extreme caution should be exercised with other uses."

According to Salley, the Louisville library is "an experimental station—the only one of its kind in the United States."

The library was established to meet the demand of more than 40 churches with 16mm sound on film projectors "for a local source of carefully selected educational, religious and entertainment films distributed on a non-profit basis by some organizations acquainted with the needs of the church."

The council has been convinced of the worth of the project by the fact that 41 churches are enrolled to date. Since the setting up of the library last October it has screened some 300 subjects and now has 89 films totaling 136 reels.

Members are encouraged to preview films without charge. The council holds regular monthly previews so that member organizations can send representatives to see demonstrations and hold discussions on the best methods of utilizing the films. Guides are supplied teachers to go with the interdenominational educational films.

Churches not members of the organization may rent films at regular market prices. These same churches also have an opportunity to preview the films without charge at any time.

Cost of the membership was based on what it would cost to provide the film originally, and the council's figures show it to be far less than the cost of obtaining films through established commercial agencies.

LOUISVILLE

After a series of holdovers and reissues at Louisville first run theatres, practically all houses opened with new releases. At the Rialto was "Moss Rose" coupled with "Winter Wonderland," the Strand had "Sweetheart of Sigma Chi" with "Bringing Up Father." The National brought in "Buck Privates Come Home" and "Lighthouse" and the Brown had "Tarzan and the Huntress" coupled with "Code of the West." "Great Expectations" opened at Loew's.

The Parkland, operated by Wally Greer and W. F. Pflanz, was forced to close in the middle of a show due to a break in a main power line which plunged virtually the whole west end into darkness. Admissions were refunded.

The Falls City Theatre Equipment Co. is quite busy these days with the opening of five theatres scheduled for June, two large drive-ins and three indoor theatres. Complete equipment was furnished the projects by FCTEC.

Al Green, IATSE member and proprietor of a sporting goods store here, is selling out to his partners to become manager of the Red Indian lodge at Sioux Narrows on Lake of the Woods in Canada.

Advance ticket sales indicate a record-breaking attendance for this year's series of musical productions at the Iroquois amphitheatre. The record—107,000 tickets sold—was set by the series last summer . . . Vance Schwartz, National manager, is elated over his booking of "Odd Man Out," opening June 24. A special screening of the film was held a few weeks ago at the Falls City Theatre Equipment Co.'s screening room, which a majority of Louisville first run exhibitors attended.

Oscar Hopper, owner of the Arista, Lebanon, Ky., is on an extensive vacation through the south, which has already taken him to Florida, Texas, New Mexico and California . . . The Air-Way Theatre here managed by Vernon Powell, has installed new Altec Lansing speakers . . . A frosted malted milk machine has been added to the already large confection counter in the Ohio Theatre. The Ohio is managed by Ford Tracey and is owned by Settos Theatres of Indianapolis.

M. H. Sparks has moved back the opening date of his new Strand Theatre in Edmonton, Ky., which will make its bow approximately July 1.

Recent visitors to Louisville included Andy Anderson, Photoplay Theatres, Hartford, Ky.; W. Freeman Smith, Kentucky, Cadiz, Ky.; J. Stewart, Majestic, Beaver Dam, Ky.; James and Jack Story, Mary Agnes Theatres, Jamestown, Ky.; Ralph Cundiff, Allen, Liberty, Ky.; Lewis Baker, Star, West Point, Ky.; E. L. Ornstein, Ornstein Theatres, Marengo, Ind.; R. L. Harned, Empire, Sellersburg, Ind.; D. G. Steinkamp, Dream Theatre, French Lick, Ind., and W. A. Carroll, secretary of the Associated Theatre Owners of Indiana.

Visual Communications Widens Field

CLEVELAND — Visual Communications, Inc., selling RCA 16mm sound projectors and 16mm film, has enlarged its scope of activity in the field and has now established a complete service for 8mm and 16mm projection equipment. In charge of the department is Ezo Steven, who had four years experience in the army servicing projectors and eight years of experience in this field before the war.

To Star in 'Jingle Jangle'

The Page Cavanaugh trio has been signed to star in Paramount's musical parade featurette, "Jingle Jangle Jingle."

Orrville Theatres Ask Right to First Runs

CLEVELAND—Hearings in the case of the Orrville theatres against the major distributors opened last Wednesday before the arbitration tribunal with Sidney Jackson, member of the law firm of Baker, Hostetler and Patterson, as the arbitrator. The Orrville Theatre Co., operating the Grand and Orr theatres in Orrville, claims that the present Canton, Massilon and Wooster clearance over Orrville is unjust, and seeks the right to get pictures first run in Orrville irrespective of these towns. Present clearance, as claimed by the complainant, is 42 days after Canton, with Wooster and Massilon each having 14 days clearance over Orrville.

Because of emergency business preventing the attendance of the arbitrator on consecutive days following the opening of the hearing, further hearings were postponed to June 19.

Representing the complainant is Albert Lefton, Cleveland attorney. Representing the defendants are George Sharf, MGM; John J. Dunne, 20th-Fox, and Theodore R. Kuperman, Warners. Howard Antevin and S. Gordon represent the intervenors, Kinney-Mott Corp., operating Schine affiliated houses in Massilon.

Hearings on the Loudenville complaint, naming Loew's, Inc., as defendant and the Schine Ashland Corp. as intervenor, set for June 13, were postponed to a date as yet unnamed.

Investigation by Attorney Puzzles Detroit Filmrow

DETROIT—The visit of William McGovern, Washington attorney, to Detroit film exchanges this past week aroused considerable interest on the Row. Reports were that he represented some unidentified party in connection with the investigation the Department of Justice is said to be making of United Detroit Theatres and Co-Operative Theatres of Michigan, booking combines.

McGovern visited a number of exchange managers, but was unable to interview them at length, because of the press of business. From various sources it was learned that he discussed chiefly the first and second run situation locally. His questions, it was indicated, were directed largely toward situations involving the two theatre groups named, but the objective of his visit and his own connections remained unexplained.

According to one party interviewed, McGovern indicated he was acting for a number of unidentified Washington attorneys, but one exchange secretary said that he had stated he represented the government.

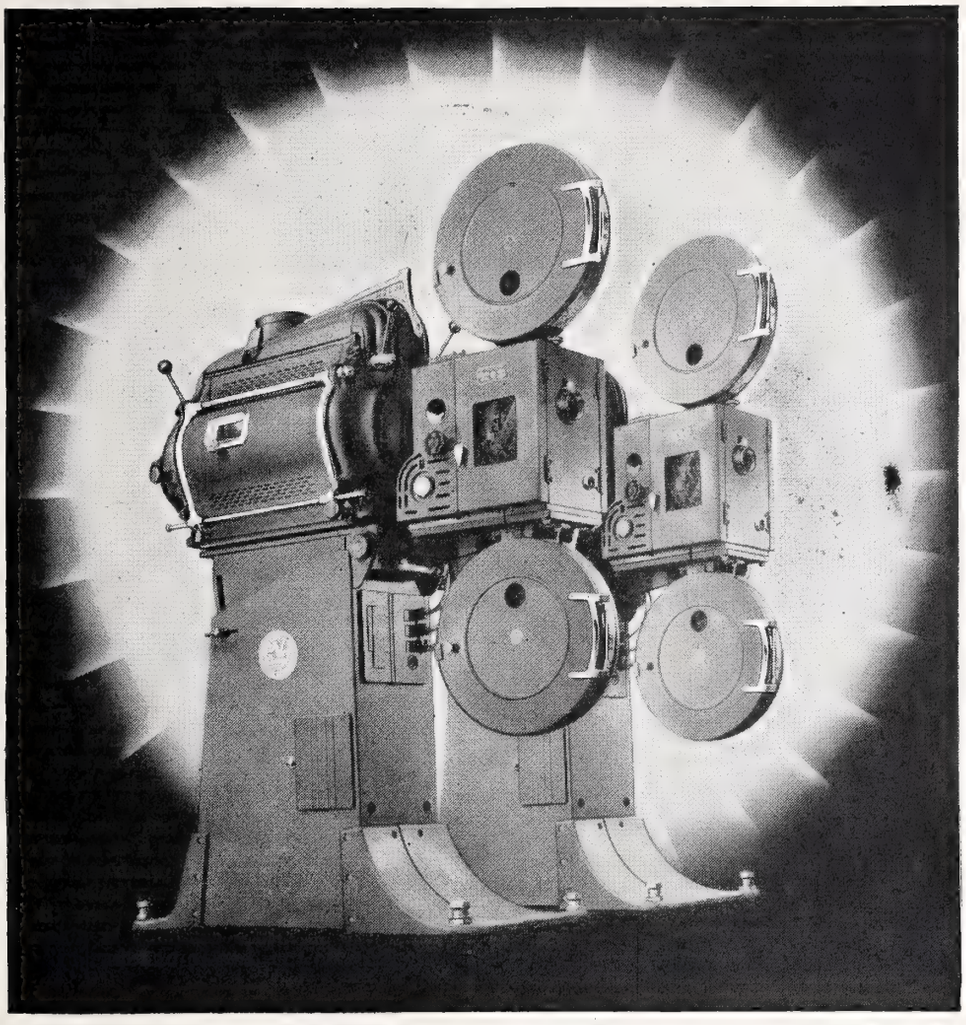
Attempts to contact McGovern at his hotel were futile. He failed to return calls and checked out without leaving a forwarding address.

Roy Rogers Thrill Circus Billed for Forbes Field

PITTSBURGH—Tickets went on sale this week for the Roy Rogers thrill circus which will be offered in Forbes field each evening during the week of July 14, with Wednesday and Saturday matinees. Staged for the benefit of the police widows' pension fund, tickets are on sale at Gimbel's, Murphy's, the Regis newsstand and the Gardens ticket office, 305 Sixth Ave., where mail orders are being received.

Roy Rogers and Trigger are stars of the circus, which has programmed 50 features. General admissions are $1.20 for adults, 60 cents for children. Many exhibitors of the tri-state area will attend the circus.

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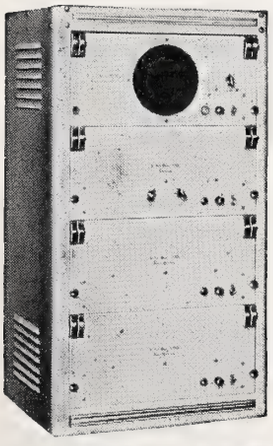
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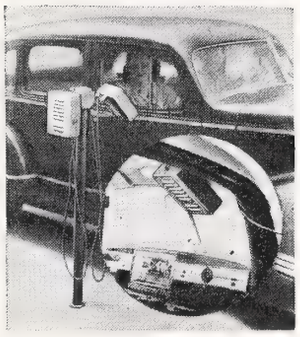
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TOLEDO

Steve Toth, manager of Loew's Esquire, is vacationing . . . Variety Club sponsored a crippled children's day at the Hennie Bros. carnival . . . Junior Chamber of Commerce sponsored Jo Stafford day June 12 for the benefit of the Damon Runyon Memorial fund. Profits from all Jo Stafford recordings sold were contributed to the fund.

Milton Tarloff is back from a month's stay in Hollywood where he went to attend the Variety Club's convention . . . Gordon Taylor, Variety member, has left via motor for California . . . Charlie Jackson, formerly of Cleveland, is now student assistant at Loew's Valentine.

Variety members had Sally Rand as their luncheon guest at a recent meeting. She gave an interesting talk on her career . . . Curley Posen, former Loop manager, visited in town last weekend . . . There was a stake race named after Douglas Fairbanks jr. at the Fort Miami grand circuit meeting June 23. Revival of Fairbanks' "Corsican Brothers" opens in the Palace on the 25th.

Among Toledoans attending the opening of the Clinton in Port Clinton June 12 were Mr. and Mrs. Jack Lykes, Mr. and Mrs. Robert Campbell, Mr. and Mrs. Abe Ludacer, Marvin Harris, Giles Robb, Jack and Virginia O'Connell, Don Wolfe, Mitch Woodbury, Paul Schrader and Howard Feigley.



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DAYTON 6, OHIO—The Dayton Film, Inc., 2227 Hepburn Ave.

GRAND RAPIDS 2, MICH.—Ringold Theatre Equipment Co., 106 Michigan St., N. W. Telephone 6-8515.

LOUISVILLE 2, KY.—Falls City Theatre Equipment Company, 427 South Third St. Telephone: JAckson 7559.

PITTSBURGH 19—Atlas Theatre Supply Co., 425 Van Braam St.

PITTSBURGH 19, PA.—Superior Motion Picture Supply Co., 84 Van Braam St. Telephone: Grant 0724-25.

TOLEDO 2, OHIO—General Theatre Equipment & Supply Co., 109 Michigan St.

TOLEDO 4, OHIO—American Theatre Supply Co., 519 E. Broadway.

Associated Dedicates 1,200-Seat Clinton

PORT CLINTON, OHIO — The 1,200-seat Clinton, built at a cost of $225,000, was ceremoniously opened by the Associated circuit June 12. The house will be managed by J. Donald Ridge. Taking part in the opening ceremonies were Mayor A. W. Chapman; Stenson Petersen, president of the Chamber of Commerce; Carl Becker of the Merchants Ass'n, officials of Associated Theatres, and industry luminaries from Cleveland, Toledo, Chicago, Cincinnati and New York.

The "first nighters" lined up in front of the boxoffice more than an hour before Oscar Heineman and Eunice Snider, winners of the theatre-naming contest, cut the ribbon across the front.

Construction of the Clinton started in December 1945 and ran into many delays because of shortages of materials. The interior has a marine motif, to blend with the town's spot on the shore of Lake Erie.

Paul Spor, Toledo, served as master of ceremonies for the event.

Hippodrome in Springfield Closed as Lease Expires

SPRINGFIELD—The Hippodrome, one of the city's oldest theatres, has been closed following expiration of a lease held by Chakeres Theatres with the Hadley Co. The theatre's equipment will be sold and the seven employes placed in other theatres of the Chakeres circuit, according to M. H. Chakeres, city manager.

C. H. Chakeres, who has been managing the Hippodrome, is now on a two-week vacation. The 35-year-old Hippodrome had been on a last run double feature policy.

The Hadley Co. refused to renew the lease, since the furniture company is planning to expand into the theatre building.

Detroit Columbia to Play Low-Price Vaude-Film

DETROIT — The Columbia, downtown house operated by the Schram and Goldberg circuit, will switch to stage shows early in September, acording to Norman Schram, circuit manager.

Under the new setup, the house will play an alternating series of burlesque and a black-and-tan musical show, changing the bill weekly. Traveling shows are to be booked. The house will continue to show pictures along with the stage shows.

For the new policy, said Schram, a new low admission scale will be adopted, aimed at establishing a precedent in this field.

Will Start Work Soon On Woodbine Theatre

WOODBINE, KY.—A. O. Perkins expects to start the construction of his new theatre here. Paul O. Schubert, architect of Lexington, has the plans almost ready and upon their completion work will begin. The building will have outside measurements of 30x91 feet and will seat 280.

Perkins is operating a general merchandise store here.

Chakeres Girls Celebrate

SPRINGFIELD—Chakeres-Warner Theatres office girls held their annual reunion-picnic June 16. Leah Frank was in charge of arrangements. Both former and present employes attended.

Mail Vote Is Taken On KATO Directors

LOUISVILLE — Kentucky exhibitors were voting by mail this week on new members of the board of directors of the Kentucky Ass'n of Theatre Owners.

Ballots and an explanation of the new method of electing the board were sent out by a committee composed of Mrs. Gratia Locke, Mrs. O. J. Mannix, President Guthrie F. Crowe, Charles R. Mitchell and Andy Anderson.

Under the new bylaws approved at the KATO meeting here June 6, two directors are to be elected from each congressional district, and four from the state at large.

COLUMBUS

Friday the 13th worked a jinx on Columbus theatres and other establishments when a power failure, caused by lightning's striking a power station, darkened screens and caused house lights to flicker out. The break came at the height of the evening rush and continued for an hour and 15 minutes. Only the RKO Grand, which uses municipal power, was able to continue operation. Crowds were patient and most patrons were in their seats when the juice came back on.

Mr. and Mrs. Milton Yassenoff recently became the parents of a daughter, their first child. Yassenoff is associated with his father Leo Yassenoff in the operation of Academy Theatres.

Actress Agnes Moorehead of radio and films came home to her alma mater, Muskingum college, to receive the seldom-given Doctor of Literature degree for her achievements in the entertainment world. The degree was conferred at commencement exercises in New Concord, Ohio. Miss Moorehead was graduated in 1923.

Otis Gordinier is the new steward of the Variety Club. The club has discontinued service of regular meals during the summer months but light refreshments are still available. Chief Barker George Anagnost says a summer picnic is planned. Details will be announced later.

Incidents from the colorful air career of the late Frank L. "Dude" Higgs of Columbus were used in the story of Paramount's "Calcutta," starring Alan Ladd. Higgs, who was used by his good friend Milton Caniff as the model for Dude Hennick in the comic strip Terry and the Pirates, became friendly with Paramount Producer Seton I. Miller when the latter visited China before the war. Higgs was chief pilot for the Chinese National Aviation Corp.

Jack Needham, 20th-Fox salesman, was a visitor with the location company making 20th-Fox's forthcoming color film "The Green Grass of Wyoming" at the Fairfield county fairgrounds at Lancaster.

The Oak Theatre, neighborhood, which clicked with a Sunday-Monday cartoon show several weeks ago, held another two-hour carnival last Sunday and Monday . . . The World Theatre closed its three-week run of "Brief Encounter" and followed it with "On Approval," Beatrice Lillie comedy, and a 20-minute short subject, "The Maestro," showing excerpts from Paderewski's "Moonlight Sonata" . . . "The Egg and I" moved into a fourth week at the RKO Grand, one of the few times in recent months that a film has been held here that long.

CLEVELAND

Arthur Simon, with RKO in Rio de Janeiro, is reported on his way to Cleveland on a business trip . . . Don Wolf, son of Warner zone manager Nat Wolf, has completed his course at Valley Forge Military school and is now attending a six-week officers training camp at Camp Meade.

Sam Weiss, Film Classics manager, was in Detroit to attend a sales meeting of representatives of Albert Dezel Productions . . . Did you know that Janis Carter, the Warner star, was graduated from Western Reserve university in the same class with Ernestine Friedl, wife of the Community circuit's Leo Greenberger, and also Viola Gusdanovic, daughter of circuit owner Paul Gusdanovic? Only then her name was Janis Elimore Dremann.

Nat Wolf has won his travel wings. The lapel insignia indicates that he has more than 100,000 miles of air travel to his credit . . . Marvin Samuelson, Warner theatre booker, did his stuff in the Cincinnati territory for a change, leaving Tony Stern to look after the northern Ohio area.

I. J. Schmertz, 20th-Fox manager, was in New York for a few days visit at the home office . . . Jim Beidler jr. was around the exchanges, which is news these days when few exhibitors are putting in a personal appearance . . . Ted Barker arrived to take over Ed Fisher's position as Loew Theatre publicity director.

Dorsey Brown, MGM office manager, is accepting congratulations. It's a second girl, born at Lutheran hospital on Friday the 13th . . . Tony Stern, Warner booker, and his wife have as their guest Tony's sister Mrs. Janet Dreyfuss of New York, formerly of Cleveland . . . The Dudelson boys, Moe of UA and Harris of Film Classics, were in town visiting their respective exchanges.

Mark Browar, formerly of Pittsburgh and now of Los Angeles, is here for the marriage of his son Herbert to Roslyn Kramer, daughter of the Abe Kramers, which will take place June 22 . . . Dave Stern, U-I exploiteer, here for the past several weeks, has moved on to Toledo to launch the opening of "Great Expectations" at Loew's Valentine Theatre.

Frank Harpster, Warner Theatres district manager in the central area, left for Miami for a summer vacation with his family. They hope to find some of the sunshine which has been lacking in these parts . . . Al Sunshine of Advanads is on a two-week business trip through the south . . . Matt Goodman, UA manager, and Mrs. Goodman were among the exchange representatives at the opening of the new Port Clinton Theatre at Port Clinton last Thursday.

Bernie Rubin of Imperial Pictures is getting all new prints of "Scarface" and "Board of Patrolmen" to replace those which were completely ruined in a recent train wreck just outside of Sandusky . . . Loew's circuit in New York has booked the three-reel novelty film "Ebony Parade," distributed locally through Imperial Pictures. Featured in the subject are Cab Calloway, Count Basie, the Mills Brothers, and other big names.

Shirley Fishman, exploiteer for the RKO Palace, arranged as a special stunt for the current picture "Honeymoon" to admit free of charge all newlyweds presenting a marriage certificate dated June 12, 1947, opening day of the run.

Lou Walters, who resigned as local NTS manager to run his own Cine Supply Co. in St. Louis, is now located in Dallas, Tex., where he is in charge of Natco sales.

Louisville Area Spotty; Receipts Are Up, Down

LOUISVILLE—From various area reports on current business conditions there seems a great variation in the level of receipts. In some cases business is up as much as 30 per cent over previous normals, while in other situations it is 30 per cent below average.

It seems the only possible explanation for such variance is a change in the geographical distribution of income and a postwar shifting of population.

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CINCINNATI

J. Grady, **20th-Fox** district representative, and the entire 20th-Fox personnel here were stunned to receive word that C. E. Peppiatt and Sam Gross were victims in the airliner crash June 13 between Pittsburgh and Washington. Peppiatt, who had been appointed division manager June 1, held a meeting in Cincinnati Monday and Tuesday and with Grady made a trip to Indianapolis, and Cleveland. Grady left Peppiatt Thursday and returned to Cincinnati; Peppiatt flew to Pittsburgh, where he was joined Friday by Sam Gross, newly appointed district manager. The two boarded the ill-fated plane Friday night for Washington. About 20 years ago Peppiatt was branch manager for Paramount in Cincinnati.

Richard Basehart, the Zanesville boy featured in "Repeat Performance," was guest of honor at a luncheon in Cincinnati to which members of the press and radio were invited. Also in attendance were Nate Wise, RKO publicity director, Harry Bugie, branch manager of PRC-Eagle-Lion, and Reggie Parsons, office manager. While here, Basehart entertained members of the University of Cincinnati Mummers Guild backstage at the Grand Theatre, and related some of his experiences in his stage and screen career.



RICHARD BASEHART

Mr. and Mrs. Bernard Crawford, Beckley, W. Va., are spending their honeymoon in Cleveland and New York City. Bernard, the son of C. D. Crawford, president of the C&P Amusement Co., was wed to Nora Ogg on May 27 . . . Stanley Clemens of Gauley Bridge spent the weekend in Cincinnati and attended the Variety Club supper dance.

Lloyd Rogers, pioneer showman of West Virginia, and his son-in-law, Sanford Doremus, attended to theatre business in Cincinnati during the past week. Also a Film-row visitor was E. R. Custer, Charleston, W. Va. . . . Lee Heidingsfeld, a former Columbia employe prior to entering the armed services, has joined the RKO Radio booking staff.

Ernest Turner of Drift and McDowell, Ky., expects to have his new house in Drift ready for opening shortly . . . A new theatre is under construction in Wheelwright Junction, Ky. . . . Milton Yassenoff, Columbus, became a papa Saturday, June 7. It is a baby girl, the first offspring of the Yassenoffs.

Jack Keegan, local manager for Paramount Theatres, has recovered sufficiently from his recent illness to permit him to resume his duties.

Arnold Skelly, manager of the Ohio, Xenia, is a crack horseman as well as showman. He owns two mares and a colt, and was formerly president of the Riding club in Xenia. Skelly recently combined showmanship and horsemanship in putting over the picture "El Dorado" by using horses and riders from the riding club, with a hitching post in front of the lobby.

Fred Kette is chairman of the Variety Charity ball which Dayton tent 18 is having Monday (30) at the Idle Hour night club. Barker Clarence Kuhns has turned over the place to the club for an evening . . . Honnert of Theatre Owners Corp. spent a weekend at Lake James, Ind.

Carl Hagle, Royal, Ft. Recovery, Ohio, has returned from a vacation in Oklahoma . . . Leo Yassenoff, circuit operator in Columbus, has developed a special attachment for his farm, and as soon as his many routine business details are disposed of, it's off to the country for Leo.

Goode Sable, RKO city manager in Dayton, paid a visit to the local RKO midwest office . . . In from New York was S. A. Avello, who is in charge of maintenance construction for RKO Theatres. He checked on repair work to be done at the Shubert.

Two new employes at the Paramount branch are Eleanor Webster, ledger clerk, and Catherine Nieman, clerk in the accounting department. Paramount traveling auditor J. B. McGovern was at the local branch for several days on a routine check.

Mrs. Fon Sexton and A. J. jr., Ashland, Ky., visited the local exchanges this week . . . So did Tom Larkin, New Bremen, Ohio.

Shea circuit managers, Forney Bowers, Cambridge; Joe Scanlon, Marietta; Dale Tysinger, Newark; John Woodward and Ed Hiehle, Zanesville, and Carl Lawler, New York, spent several days in the city. Woodward acquired a colt recently as an aftermath of the Cincinnati area premiere of RKO's "Badman's Territory," held in June, 1946. Zanesville participated in the premiere and when the mare was awarded to the contest winner there Woodward had a written understanding that the mare's colt would be his. Woodward is very pleased with the colt, and states it is a beauty.

Clara Rumke, RKO inspector, was married Saturday (14) to Fred W. Supe. The wedding was held at the St. Paul's Evangelical church, North College Hill . . . Aeolian Breen, head contract clerk at Paramount, left Sunday for a month's tour of the west . . . The Paramount Pep club was scheduled to picnic Saturday (21) at Meadowbrook, Venice, Ohio.

J. H. Kelley of National Theatre Supply welcomed Miss Burch of the Star Mfg. Co., St. Louis, manufacturers of popcorn machines last week. Miss Burch has been touring the south, and plans to visit New York before returning to St. Louis. National Theatre Supply completed the installation of individual car speakers, and projection equipment, in the Drive-In Theatre, Bluefield, W. Va., which was opened recently by A. R. Belcher.

Local film people regretted to receive word of the death of F. S. McComas, Community Theatre, Blackey, Ky. . . . The Lyric, Charleston, W. Va., a Newbold circuit operation, has installed a cooling system . . . Charles Perry, publicity representative for Paramount, returned from a trip in the Indianapolis territory, where he set up campaigns for the Betty Hutton starrer, "Perils of Pauline." Perry's son Jay is arriving from New York, where he attends the Valley Forge Military academy, to spend a week or ten days with his father.

Bob Haley, RKO field representative, was in Charleston working on publicity with Ronald Coleman, Kearse Theatre manager, for "The Best Years of Our Lives," which opens a roadshow engagement June 27. Coleman, besides being an expert showman, is a landscape artist, and before beginning his day's work at the theatre recently he has been running a bulldozer on the grounds of his home, where improvements are in progress.

On June 18, G. C. "Spotsy" Porter, of the Palace and Beckley Theatres, Beckley, W. Va., and Mrs. Porter, took their two teen-age daughters to New York City for a week to show them the sights. The Porters are staying at the Astor while in New York . . . Twenty-one-year-old David Haber, son of Sam Haber, sales representative for PRC-Eagle-Lion, and a navy dischargee, has entered Ohio State university to study architectural engineering . . . John Vlachos expects to have his new theatre in Harrison, Ohio, ready for opening about August 1.

Sue Scott, RKO "hello girl," is spending her vacation in Cincinnati and enjoying the sunshine, the Ohio river breezes, dancing in Moonlight Gardens, and the other attractions which the Queen city has to offer . . . Betty Connor, Paramount, left for a trip to the Smoky Mountains . . . Ed Salzberg, special representative for SRO, made a trip through the territory in the interests of "Duel in the Sun."



A ROSE FOR SWITOW—Samuel J. Switow, vice-president of Switow Theatres, operating 20 houses in Indiana and Kentucky, receives a rose from Virginia Patton, star of Screen Guild's "The Burning Cross" when he recently visited the Hollywood stage where the picture was being filmed.

KATO to Test Legality Of Shows in Schools

Louisville—The Kentucky Ass'n of Theatre Owners is going to test by injunction the legality of commercial showing of motion pictures by public schools. The attorney general of the state recently ruled that schools may show pictures and charge for admission by the public. Col. Henry J. Stites, counsel for the association, contends that the attorney general erred in his opinion, and a test case will be sought in some situation where school shows offer competition to legitimate picture theatres.

McKee Theatre Opens

McKEE, KY.—M. C. Hughes and J. F. Carnahan opened their new McKee Theatre here with gala festivities. This is their second theatre here, and it has not been determined whether both theatres will remain open, or whether the old theatre will be closed in favor of the new. In addition to their McKee interests they also own theatres in Manchester and Sand Gap.

Lou Cohen, Detroit Exhibitor, Is Dead

DETROIT—Lou Cohen, 53, died here Sunday after only a few hours' illness. He was the last of the team of brothers who were familiar leaders of the film industry in the Motor city for 38 years, a team broken up in March 1944 by the death of Ben Cohen, who was five years the senior of Lou.

Their activities started about 1909 when Ben left school to open the old Colonial Theatre, then on Gratiot avenue at Orleans street. He built the still existent Coliseum about five years later. Lou, despite his youth, was a partner in these ventures and all that succeeded. In 1917, they took over the present Colonial, establishing this as one of the city's major vaudeville houses and themselves as leading Woodward avenue exhibitors—a continuous fact for 30 years, attested by the present dominating position of the first run Paradise, the Roxy and the Mayfair on Detroit's principal thoroughfare.

In 1926, the Cohens—it is impossible to separate the history of the two brothers—built the Hollywood, a 4,500-seat second run house, second largest Detroit house, and made this the center of their activities, playing big-time vaudeville for a number of years. Other houses which they operated for years and disposed of included the Grand Ciscus, the Grand Victory (just returned to the circuit a few months ago), the Globe, Rex and Lincoln Square. They later built the Rio, and bought the Ferndale, renaming it the Capitol. The Paradise for several years has been one of the leading theatres of the country in booking of colored stage attractions.

Lou Cohen the quiet member of the partnership, assumed general charge of operations in the past ten years when his elder brother became seriously ill. He won the friendship and respect of all who came in contact with him and was a leader in numerous philanthropic activities. He was a member of Variety Club of Michigan.

He is survived by his wife and by two sons, Elliott and Barry, who have taken an increasingly active interest in the business in association with their father since their return from service.

Jack Gertz Offers Stimulant For Business at Drive-Ins

CLEVELAND—Theatre Films, headed by Jack Gertz, has a new promotion plan to boost drive-in theatre business. It is a tie-up with gas station owners whereby the gas stations give out coupons to car drivers admitting all the occupants of a car to the drive-in on specified days for the price of two admissions. It is not compulsory to purchase gasoline or oil to get one of the tickets.

Gertz has effected tieups with 24 Shell gas dealers and is now negotiating with several other large companies. In the Pittsburgh area a tieup has been made with Sunoco. Among the drive-ins participating in this promotion plan, said to be the first one especially designed to boost outdoor business are the Ochs-operated Valley Pike and West Third street theatres in the Dayton area and the Russell's Point, Lima and Lorain drive-ins.

Ruthorn Drive-In Opens

SCOTTDALE, PA.—The Ruthorn Drive-In opened this week in East Huntingdon township. Alexander Theatre Supply installed RCA equipments for Donald Ruth and R. M. Thorne, owners. The auto capacity is approximately 500. Attractions are being booked by cooperative Theatre Service.

DETROIT

Under the Marquees: Gene Yarnell, formerly with Wisper & Wetsman, is managing the reopened and remodeled Chandler for Louis Goldberg. He was over to visit his old colleague, Sidney Hunt, at the "opposition" Harper the other night.

Patrolman Arthur A. Kleiner, who was on the boxoffice beat, got sore feet Saturday morning, sat down in the Madison Theatre, and woke up three hours later to find himself facing the trial board . . . Ray Branch, Michigan Allied chief, very dapper in a cool summer outfit.

Tom Ealand, in from Ferndale, conferred with Carl W. Buermele . . . Alice Gorham, UDT exploiteer, was in Chicago for a Paramount advertising conference, the first since the war.

Joseph Busick is making a double shift of jobs at United Detroit Theatres. Rufus Shepherd, manager of the Palms-State, and Malcolm Rose, supervisor of west side houses, are trading jobs for three months when Rose returns from his vacation; and Lorna Pauls goes back to the Madison as manager, from the Varsity, trading jobs with Forest Mountz.

George Burgess is serving as his own manager at the Imperial now. Ex-manager Joseph Hunt left to rejoin Confidential Reports . . . Dave Korman is still supervising operations at the Apollo . . . Sol Krim has returned from a protracted stay in Los Angeles, with brother Mac Krim vigorously protesting over Sol's making him hold down the office so long at a time alone.

Edward Terris is assisting Norman Schram in running the Schram and Goldberg houses.

Drug Store Stuff: Elizabeth Garrison, former screen actress, now living here, is celebrating her eightieth birthday . . . John Heidt of Service Seating has left the Del Mel upholstering organization and resumed his own operations on West Kirby avenue . . . J. Henry Dennig recalled the days of the B. F. Keith shows in a contribution to George Stark's Detroit News column.

John B. Murphy of Metro Theatre Service who has been in Texas on a business trip, was due back this week, according to Harry A. Dolan, his Detroit manager . . . Morton Jacobs is incorporating the Detroit Amusement Co., 430 Woodward avenue, with a capitalization of $10,000 . . . Errol Flynn is due in town to get a new car.

Gerald Nymshack, formerly with the Hal Roach studios, is organizing the Je-Nym Pictures here for production in the 16mm field . . . Carl Buermele and Lou Mitchell of General Theatre Service and the Beverly, respectively, lunched together at the Majestic . . . Don Driscoll hopes to have his new building up in a few weeks.

Along the rialto: Robena Kennear of the Jam Handy editorial department is taking up fencing as a major sport . . . James A. FitzPatrick is due in the territory soon to film a series of Travel Talks . . . Robert H. Snyder, dynamo of Screen Guild's Cleveland office, managed to ensconce himself neatly between Anne O'Donnell and Margie Rice at their luncheon.

Bill Shirley of Columbia rates as Detroit's "youngest looking oldster," according to Mark Beltaire . . . Shirley Smedley of the Lawrence office won a nice chair when she sneaked out of the office to do a guest bit on a radio show while her boss listened in.

Exchanges: Robert Dunbar, Warner manager, seen out strolling on a hot evening with his little daughter on the Woodward avenue rialto . . . Otto Bolle, former Paramount manager here, has returned from London, where he resigned as 20th-Fox managing director for Europe because of ill health.

Tom Lorentz and Jack Gilliam, 20th-Fox district and division managers, were in town for a visit . . . Harlan Starr reports that "It Happened on Fifth Avenue," first Allied

(Continued on next page)

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DETROIT

(Continued from preceding page)

Artists release, is doing a sensational business on the Butterfield circuit, and has been booked for second run Detroit houses the end of June, to be followed by a booking of 40 prints in the Detroit territory over the July 4 weekend.

William Clark, independent booker, is accumulating a valuable file of review data on films . . . Irene Wright, availability clerk at the Warner exchange and the daughter of Norman Wright, operator at the Jefferson, was married Saturday (14) to Bob Dopke. She will return to her post after a brief honeymoon.

Theatrical Post notes: Harry Carson reports the executive board will meet regularly during the summer, but the post won't . . . Ed Wenclasky has joined his father Robert as a new member of the post . . . W. J. "Pop" Stolz turned in a sincere report for the burial committee, pointing out the significance of the post's delegation at each such solemn function.

Up in the booths: Lee Engerson of the Harper has decided to return to Michigan after sampling Florida and is back on the job again . . . Jack Smukler of the Beverly, vacationing at London, Ky., reports there is a one-armed operator doing a first-class job in the Hippodrome at Corbin, near by.

Harry G. Brewer, commander of Theatrical Post, just out of the hospital after two weeks' treatment, visited at the Old Colony. W. J. "Pop" Stolz and Earl "Night Mayor" McGlinnen were on hand to greet him . . . Jack Smukler, lest we forget, achieved fame in the early days as the only projectionist

Thorne Nogar of the Imperial has left to go into the photography business upstate, and Harvey Freeman, formerly of the Carlton in Detroit, onetime operator at Almont, is taking over his booth.

Truck Service in Detroit Offers Variety New Car

DETROIT—Mrs. Gladys Pike, manager of Film Truck Service, will present the Variety Club of Michigan with a new truck to be used for carrying the club's projection equipment in presenting shows to shutins in southeastern Michigan. This is an activity, now widespread nationally, in which the Detroit club pioneered several years ago. This is, incidentally, the third truck which has been presented to the club here by Film Truck Service.

'Dutch' Brock, Stagehand, Dies From Heart Attack

DETROIT—Peter "Dutch" Brock, veteran stagehand at the Downtown, died last week from a heart attack as he was driving home from Veterans hospital. He was formerly on the road with various shows. He was a member of Local 38, IATSE, and of Theatrical Post of the American Legion. Brock is survived by his wife and five children, including two sons who are also stagehands. Interment was in Mount Olivet cemetery.

Reopens Glenville Theatre

GLENVILLE, W. VA.—Judge C. W. Marsh, veteran exhibitor of Glenville, has reopened his Pictureland Theatre with new DeVry projectors and sound. Equipment was installed by Lovett & Co. of Clarksburg. Manager of the theatre is Gray Barker.

T. J. McGrath to Jam Handy

DETROIT—Thomas J. McGrath has joined the special devices division of the Jam Handy organization to assist with the shopper stopper sales program in the New York area. He formerly was with the Control Instrument Co. as sales manager.

There are 65 theatrical film exchanges in six Canadian key cities.

Showmen's Lodge In Detroit Debut

DETROIT—The new B'nai B'rith Cinema lodge, the fourth such group to be organized in the country, was formally constituted Sunday night (15) at a dinner dance in the beautiful Arabian room of the Hotel Tuller, attended by a nearly complete turnout of the membership and their wives and guests, in addition to a number of other figures of the local film industry.

Joseph J. Lee, 20th-Fox manager, presided as toastmaster. Invocation was delivered by Jack Leeds. Among guests were Milton Weinstein, president of the Greater Detroit B'nai B'rith council, and its two vice-presidents, Murray Sabin and Abe Satowski.

Louis Harrison, Chicago exhibitor for 30 years who is the new president of the District lodge, presented the charter to Harry Gilbert, first president of the new lodge, and installed its officers.

PERSONAL ITEMS

Notes on the affair:

Harold Sandelman of the Broder circuit and Dave Flayer of the Amo handled the arrangements. Joe Lee proved he was a good chairman when he broke up his own chair. Hatton Taylor, RKO manager, reminisced of the Canadian show business. Buddy Fields of MCA was in looking over the show.

Al Cox of the Del-Ray office presented the music portion of the show. Ben Wachnansy of the Parkside room and Mrs. W. celebrated their 25th wedding anniversary with a party at the Bombay room, upstairs, and announced the engagement of their son Chester at the same time to Margie Klein. Carl and Jean Buermele came in for the installation ceremonies. Charlie Perry of the Adams and Downtown got up a specially autographed copy of "Gentleman's Agreement" for Mrs. Gilbert.

CHAIRMAN ADELMAN ABSENT

Oscar Adelman, who was one of the prime movers and first chairman of the lodge, was absent because of the death of his chief, Lou Cohen. Clayton Wilkinson did the projection for the film "This Is B'nai B'rith" Lee reported he and Sam Seplowin of Republic had bid for the roadshow rights on the picture, with Paul Broder calling for reissue rights.

Max Blumenthal's centennial in the projection business was formally celebrated. Eddie Jacobson, who just had a fire on the roof of the Forest without too much damage, was announced as holding the "bottom rung of the ladder" of official hierarchy. Mr. and Mrs. Irving Katcher of the Russell and Willis planned an early getaway. Dave Flayer represented Irving Belinsky in the deal to take over the Emcee and the Shores from Roy Shook.

Nat Kaufman was seen speeding along the street to reach the dinner call on time. The Goldberg twins divided the table right back of your scribe. Charlie Perry, J. Oliver Brooks and George Berger of Butterfield, all honorary members, and their respective ladies had a center table.

Nathan Is Post Head

PITTSBURGH — Perry Nathan, National Screen manager, has been named commander of Variety Post 589, American Legion, succeeding Joseph Misrach. New senior vice-commander is Jerry Roth of the Penn, Penn avenue, and the new junior vice-commander is Ray Mervis of the Mervis Bros. theatres.

Max L. Corrigan Dies

DETROIT—Max L. Corrigan, 56, died unexpectedly. He was active in the theatrical post of the American Legion.

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PITTSBURGH

Gene Basle, visiting Filmrow, said theatre fire damage at Grafton, W. Va., was approximately $40,000. He and his associates, principally Ted Laskey, hope to erect a modern theatre there . . . Arthur Greenblatt, Monogram's eastern division manager, was here for several days on business with Sam Fineberg, branch manager . . . Leo Guerrein jr., in booking, reported that he will follow his annual custom and close the Hillcrest, Erie, July 1-8 and head for a vacation in Canada . . . Hymie (Monogram) Wheeler is receiving donations for the Banner Social club. A Pontiac will be awarded in a grand drawing.

Elaine Fleishman, daughter of the Harry Fleishmans of the Brighton, was confirmed June 8 . . . Rosemary Rainey, a Pitt graduate last week, has four sisters headed for the same university. They are daughters of John G. Rainey, former local exhibitor and film distributor . . . Joe Talarico and Joe Wilkofsky were hosts at the June 13 family night party in the Variety Club.

Bill Scott, who resigned sales duties with United Artists after more than 23 years and who is vacationing in Florida, has a new hobby. He purchased a camera before starting on his motor tour and is snapping pictures as he moves along . . . The proposed drive-in at Waterford, Pa., will not materialize at this time. Plans for the outdoor theatre have been abandoned.

Lou Hanna of Acme Distributing Co. was in Indianapolis on business . . . Eli Kaufman, former exhibitor and Filmrowite, has been a regular visitor recently on the celluloid market . . . Mr. and Mrs. Thomas J. Hickes and Tom junior of the Aldine, Saxton, were here on business.

Sam Fineberg, Monogram manager, has taken a residence in East Liberty, and sons Jay and Ronnie departed June 21 for Phoenix to join their mother Freda, who moved to Arizona for her health. Sam will spend weekends in Phoenix from time to time . . . Bud Shuttleworth of Superior Supply has a new Dodge . . . The Acme and Franklin exchange gang held a birthday party for Toni Armenti . . . Andy Battiston, Jerry Castelli and John Robb are in New York this week in connection with plans for producing additional sequences for "Citizen Saint."

The Fred J. Herringtons are registered at the Biltmore hotel, Los Angeles . . . A new amusement publication will distribute initial issue next month. It is named The Key to Pittsburgh . . . A. P. Way, DuBois showman for more than half a century, has been a Filmrow visitor weekly for eight consecutive weeks.

June Turner, daughter of the Irvin T. Turners, and Hollis B. Child were married at the Mount Lebanon Presbyterian church. The bride's father, IATSE projectionist at the Rowland, Wilkinsburg, is a brother of Mrs. Arthur F. Morrone, wife of the Superior Supply president . . . Kate DeBasi, Acme inspector, has been off duty due to illness.

C. M. McCloskey, Uniontown theatreman who has been in poor health for six months, is reported much improved . . . The RKO Playhouse in the new RKO building is ready for official opening. Morris E. Lefko, manager, will announce the event.

Mike Serventi underwent an operation in the Butler, Pa., hospital. His sons Lew and Mark operate the Serventi theatres . . . James V. Harlan, who used to be Victor Lipman, theatre sound engineer, again is working on radar development at a Westinghouse laboratory in Forrest Hills, outside of Wilkinsburg.

Wally Anderson, Mount Jewett "short circuit" operator, has been vacationing in Florida . . . William Leibovitz, Mount Pleasant exhibitor, was at State College, Pa., to attend the graduation of a daughter from Penn State . . . C. D. Weiser of the Sky, Altoona, has abandoned plans to erect a prefabricated theatre at Mill Hall, Pa.

James, son of the E. S. Thorpes, graduated June 16 from Dormont high school. He will enter Carnegie Tech in the fall, according to his father, the 20th-Fox salesman . . . Cele Carpe Abel resumed duties at Republic . . . Mr. and Mrs. John Panopoulos, former Belington, W. Va., exhibitors, who have made their home in Florida in recent years, are returning here for a short visit. John will manage the Seneca in Belington while his son-in-law and daughter, the A. B. Crissmans, vacation.

Lew Hepinger, veteran exhibitor at Clarion, is endeavoring to regain some of the 80 pounds he dropped during a recent illness . . . Invitations were out this week for the marriage June 29 of Clara Gordon, daughter of Mrs. Ethel Gordon, and Seymour C. Lefton, son of the Lew Leftons.

Roy S. Forrest, 64, veteran projectionist, died in Connellsville State hospital . . . Nat Nazarro jr., secretary of the entertainers union, is wearing a three-diamond AGVA pin, presented by Matt Shelvey, national director . . . Wally Allen's campaign on "Miracle on 34th Street" is a pip.

M. E. Sperling, Moundsville, W. Va., has returned from Florida . . . With Charlie Kosco on the job in Buffalo as 20th-Fox manager, Joe, his brother and exhibitor partner in Brockway, is booking attractions on the film market. As long as Charlie was a salesman here he looked after bookings . . . The Strand, Scottdale, has new carpets and a candy counter.

Martha Velanca, Republic inspector, won the $200 raffled at the Filmrow Bowling league banquet; Ed Berry won the radio and M. Remmy received the pen and pencil set. Sixty-one nonwinners each received a dollar bill. Among the guests at the dinner, attended by 78, were Bill Brooks, Paramount salesman in Washington, and Marie Klag, RKO cashier at Cincinnati.

W. L. Zedaker, Claysville exhibitor, and his son Bill jr., who graduated 17th in this year's class at the U.S. Naval academy, are on a fishing trip in Canada . . . Shirley Lee Shapiro is back at Republic following a vacation and Marion Fogel will be absent this week . . . The accessory department of 20th-Fox closes June 28 and National Screen takes over the ad sales, leaving only Republic with an ad sales department . . . The W. Lowes of Moundsville are on a motor vacation, touring the western states . . . Mrs. (James R.) Edna Shatum Thompson has returned from honeymooning and is back on the job at RKO.

F. P. McCoy, secretary of Local 444, IATSE, was elected secretary-treasurer of the Tri-State Ass'n, IATSE, at the annual meeting in Uniontown last Sunday. There was a record turnout of delegates, members and guests . . . The MGM picnic date is July 14 at the Lodge, South Park.

Authorization for Allen B. Du Mont Laboratories, Pittsburgh, to construct a television station here came through this week from the FCC . . . Mr. and Mrs. Lou Gilbert observed their 30th wedding anniversary Wednesday. He manages the downtown Warner.

Charles H. Gorley jr. of the Pennstate Amusement organization at Uniontown this week abandoned his crutches. He suffered a broken leg last winter when he slipped on the ice . . . Joe Feldman, Warner circuit assistant zone manager, will vacation next month in Maine . . . Bob Kindle, son-in-law of Forrest D. Moore, Warner branch manager, was a recent visitor at the exchange office.

"The Yearling" has broken at least ten house records in this area. At Loew's Penn here Bill Elder, manager, opened the "upstairs" for the first time in weeks, stating it was a pleasure to have a deer on the screen instead of in the balcony . . . Lowest bid for air conditioning the Nixon was $92,000. There was no deal.



"WYOMING" AT LANCASTER—Right: Director Louis King of 20th-Fox's "The Green Grass of Wyoming" is shown receiving a bale of hay from Gov. Thomas J. Herbert of Ohio, who had received it from the Governor of Wyoming as a gesture of interstate goodwill. The 20th-Fox special is being filmed at the Fairfield county fairgrounds in Lancaster, Ohio.

Left: Peggy Cummins and Charles Coburn of the cast of the film are shown being greeted by Lancaster fans upon their arrival there.



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48-Station Network Plans for Premiere

BOSTON—Managers and program directors of some 48 radio stations throughout the six New England states and upper New York state attended a screening of RKO's "The Long Night" here, followed by a general meeting presided over by Linus Travers, executive vice-president of the Yankee network, and members of the RKO field force, headed by Terry Turner.

The purpose of the screening and meeting was to formulate plans for the area premiere of "The Long Night."

Several temporary switches in the field were made by RKO for the handling of this campaign. Douglas MacKensie of Cincinnati will move into Boston to assist Ralph Banghart and supervisor Harry Reiners. Doug Beck of Philadelphia will switch territories with Bucky Harris of New Haven. Maury Passero of Detroit will change with Lou Alleman of Albany, and Don MacGregor of Cleveland will move into Buffalo and Jack Tucker to Cleveland.

Handless Veteran Russell Injured in Auto Crash

PALMER, MASS.—Harold J. Russell, 32, the handless war veteran whose performance in the film, "The Best Years of Our Lives," won for him an Academy award, recently received emergency treatment at Wing Memorial hospital here, following an automobile accident in nearby Brimfield.

According to state police, Russell's car, driven by John T. Hamill, 30, skidded on a curve, turned over twice on the highway, and rolled down a 15-foot embankment. Both Hamill and Russell sustained only minor injuries.

Five-Day Week Started At Plainville Theatre

HARTFORD — Brookie LeWitt of the Glackin & LeWitt Theatres of New Britain, Plainville, and Sound View, Conn., said last week that the Strand, Plainville, is now closed Wednesdays and Thursdays. Previous policy was to cut out matinees only on Tuesdays, Wednesdays, Thursdays and Fridays. LeWitt said that Jane Glackin has been appointed manager of the Strand, Sound View. She is a daughter of Mrs. Margaret Glackin and the late Jack Glackin, for many years a theatre operator in the Connecticut territory.

Puts Out Popcorn Fire, Averts Theatre Panic

NORTH ADAMS, MASS.—Quick work on the part of Anthony Valotta, manager of the Richmond Theatre, probably averted a panic in the Paramount Theatre when a popcorn machine caught fire.

Valotta, who was near the machine, extinguished most of the blaze with a fire extinguisher before the smoke reached the auditorium. The machine was located in a rear room, off the stage.

The fire department was called, but most of the fire had been put out by the time it arrived.

Al Schuman in Hollywood

HARTFORD—Mr. and Mrs. Al Schuman of the Hartford Theatres circuit are in Hollywood, having made the trip by car. Ernie Grecula, the circuit's advertising and publicity director, who has been filling in for Schuman locally, received word of the Schumans' arrival last week. They will start back about the first of July.

Exhibitors of Bay State Still Wary of New Tax

BOSTON—The proposed 5 per cent state tax on admissions to all places of amusement has been dropped from the agenda of the legislative committee on taxation, which calls for the most prodigious revenue-raising program in the history of Massachusetts, or $194,200,000 in new levies. The several bills involved in this taxation program have been filed with the clerk of the house of representatives. The program now goes to the ways and means committee.

However, the committee recommended a 2 per cent general sales tax, which would yield $44,000,000 in new revenue, and it is believed that this tax will include theatre admissions but there is no definite knowledge forthcoming until the ways and means committee hands down its report.

PRIVATE DISCUSSION FOLLOWS

During the time there were public hearings on the taxation bills, there was no mention that the 2 per cent sales tax would include theatre admissions. Now the ways and means committee will discuss the taxation program privately for a week or ten days, then make its report. Members of the ways and means committee are not bound by the action of the taxation committee, and may reject any or all parts of the bill or may submit an entirely new taxation measure of their own. The new bill could or could not include the admissions tax.

When the ways and means committee gives its final report on the taxation measure for legislative action, the accepted bill must be heard in the house and in the senate before it goes to Governor Bradford for his final signature. As the entire bill is written in as an emergency law, the accepted bill can be enforced July 1, beginning of the fiscal legislative year.

Because of the muddled situation, and because anything can happen as long as the legislature is in session, the Massachusetts Coordinating committee, headed by Frank Lydon, chairman, has adopted a comprehensive publicity campaign for fighting all forms of adverse legislation. Trailers have been sent to every theatre in the state along with 40x60 posters to be prominently displayed in lobbies. Space is reserved to insert the names and addresses of representatives and senators from each community.

Drawn up at the time the 5 per cent taxation measure was in the legislative hopper, this bulletin from the Coordinating committee was sent to every Massachusetts theatre manager:

At a meeting of the Motion Picture Coordinating Committee held Monday, June 9, it was agreed that the following is the course to pursue with respect to the proposed new 5 per cent state tax on all theatre admissions:

GET TO WORK NOW

You should immediately contact responsible individuals in your community—school principals, leaders of women's clubs, civic organizations, parent-teacher associations—and any others who can speak for the men, women and children asked to pay this tax. Ask them to write in their capacity as representatives of their organizations;

Your employes, your neighboring merchants, your chamber of commerce, etc., should write individual, personal letters to their state senators and state representatives. Such letters are most important expressions of the serious nature of this bill;

You should thoroughly acquaint everyone whom you contact with the meaning of this bill and should urge them to immediately write and disapprove of it to their legislators. At the present time, your patrons are paying a 20 per cent tax on each admission to the theatre. If this new and additional 5 per cent tax is passed, they will be paying a total tax of 25 per cent on each admission. It is vitally important that you follow through and make certain that these letters are sent direct to the legislators;

PROVIDE SCREEN TRAILER

You will receive a screen trailer direct from National Screen. Put it on your screen at once and run it until further notice. You will also receive a 40x60 and a one-sheet poster to be prominently displayed in your lobby. Space is reserved on these accessories for you to insert the names and addresses of the representatives and senators of your community. For your convenience, a complete list of the members of both houses is enclosed. It will be necessary for you to inform your patrons and the public of the names of the legislators representing them.

Very truly yours,

(Signed) FRANCIS C. LYDON,
Chairman

The bulletin also was signed by secretaries Joseph T. Brennan and Ray E. Feeley and by the following members of the advisory board: Edward A. Cuddy, G. W. Horan, Michael Kavanagh, Harry Kirchgessner, Walter E. Mitchell and William C. Scanlan.



HE CAN COOK, TOO—When Ruth Quint, woman's page editor of the New Haven Register, decided to run a series of articles on local men who are amateur chefs, she picked Lou Brown (above), advertising and publicity director for Loew-Poli Theatres in New England, as her first subject. It was the first time a lot of friends knew Brown was as handy with the meat and vegetables as he is with type and art.

There were 277 features produced by major studios in the U.S. in 1946.

BOSTON

Notes from B&Q: The Cape at Onset, on Cape Cod, formerly the Temple, will open June 25 for a long summer season. The theatre has been refurbished and redecorated . . . Herman Prada, who has been acting manager of the Strand, Quincy, will manage the Wareham, Wareham, also on the edge of Cape Cod. Prada's position at the Strand has been taken by Manuel Lima, formerly manager of the Bates, Attleboro. Ned Palmer, a new man with the circuit, has been placed at the Bates.

Maurice and Melvin Safner of the Safner circuit have air conditioned the Lafayette, Central Falls, R. I., with Carrier equipment. They also are redecorating the lobby with a new boxoffice and candy stand and a new front.

Mr. and Mrs. Walter E. Foley of Cambridge are receiving congratulations on the birth of their third child, Walter E. Foley III. Daddy is manager of the E. M. Loew Lancaster, Boston. The other children in the family are Thomas and Judith Anne.

United Artists staged a screening of "Carnegie Hall" for the press, radio and music critics, followed by a dinner at the Hotel Statler at which the director of the film, Boris Morros, made a surprise visit. He had just flown in from London. The picture opened at the Esquire for an extended roadshow engagement. The proceeds of the first night performance were turned over to the Boston College high school drive. Tickets sold at $5 and the house was a complete sellout.

The annual Variety Club golf tournament will be held at the Kernwood Country club in Salem July 1. About 90 golfers are expected to enter the event, which will be followed by a steak dinner. Last year's event was won by Maurice "Fishy" Green and Bill Canning of Fall River, who tied, but Joe Cohen of the Yamins circuit has won the tournament six times out of the nine it has been played. Prizes have been donated by friends in the industry.

Mr. and Mrs. Robert Mathieu, Capitol, Windchendon, are the parents of their first child, a son, Bobby jr. Grandpa Joe Mathieu has also been handing out cigars . . . Eddie Sellette, formerly of the Morse and Rothenberg circuit, is temporarily managing the Capitol, Providence, an E. M. Loew house . . . Phil Berler, who sold his 50 per cent interest in the Strand Theatre, Asheville, N. C., and the Manor, Charlotte, N. C., to E. M. Loew of Boston, is now back with the Loew circuit.

William Zoellner, short subjects sales manager for MGM, was in town. Herman Ripps, district manager, also visited the Boston office. Benn Rosenwald, resident manager, went to Charlotte, N. C., to bring Mrs. Rosenwald and family to Boston, where a search is being conducted for suitable quarters.

Thieves broke into the office of Poppers Supply and stole a typewriter and adding machine. They gained entrance by entering a skylight of the PRC exchange, next door, but took nothing from that office . . . Steve Fitzgibbon jr. and Maxwell Andelman, Devonshire Film Co. officials, have returned from a trip through the south and are planning a visit to the coast in July, Fitzgibbon said. "Wings of the Morning," their Technicolor horse-race picture, has been booked by M&P for showings at the Circle, Brighton; the Central Square, Cambridge, and the Olympia, Lynn.

Orange Theatre Opens

ORANGE, MASS.—The new Orange Theatre has opened here under the management of Richard J. Wellman. Modern and comfortable furnishings have been installed, and in keeping with theatres in larger cities there is a ladies' powder room, a men's smoking room, an ushers' room, manager's office and a room for advertising facilities. All are off the entrance lobby. Sound equipment was installed by the Western Electric Co.

Court Studies Appeal

BOSTON—The U.S. circuit court here has taken under advisement the appeal of John D. Findlay from a breach of trust judgment ordered against him in district court in Providence. The action was brought by Morris Pozzner and others against Westerly Theatres Operating Co. Arguments in the appeal were heard last week and a decision is expected in the next few weeks

Ruth Chatterton to Appear at Ogunquit

OGUNQUIT, ME.—Ruth Chatterton will appear at the Ogunquit Playhouse the week of June 30 in "The Little Foxes." Judith Evelyn will be presented the week of July 28 in "Joan of Lorraine." Robert Sherwood Fryer is managing director for the season and Alexander Segal is resident director. Press assignments are being handled by Colin Dawson.

1500 YDS. QUALITY CARPET (GULISTAN WILTON)
JUST RECEIVED



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44 WINCHESTER ST. BOSTON 16, MASS.
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But the Show

BRENKERT "80"

MADE BY RCA

Makes All Pictures Better Box Office Attractions

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BRIGHTER, CLEARER, ROCK-STEADY PROJECTION



Keep your theatre modern . . . make every picture a hit . . . with the superior projection of the Brenkert "80" . . . the choice of better theatres everywhere.

See Your RCA Independent Theatre Supply Dealer

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CAPITOL THEATRE SUPPLY CO.
28 Piedmont St., Boston 16, Mass.

LOU PHILLIPS THEATRE SUPPLY, INC.
130 Meadow Street, New Haven, Conn.

NEW HAVEN

The 450-seat **New Colony**, Sound View, will operate under the direction of T. Grosso of Windsor Locks, exchanges have been informed. It plans to open July 1. This makes two summer theatres operating in the town.

Kenneth Tetradis is lessee of the State, Springdale, having acquired it from Mrs. Mary Vuono. Amalgamated is doing the booking . . . The new Drive-In near Newington will open soon, says George Landers, manager of E. M. Loew's, Hartford, who has been supervising its construction.

Variety is trying to get set with quarters and a charity program before the fall. The heart committee with Maurice Bailey in charge, met recently at the Hofbrau and the general membership met for luncheon at the Towne House June 16 . . . No talk yet of annual golf outing arranged by MPTO but the boys are practicing up in case.

Joe Mansfield of PRC was in Hartford for a little groundwork on "Repeat Performance" at the State. Mansfield also worked on "Corsican Brothers" and "South of Pago Pago," coming to the Strand, Waterbury . . . Irwin Lesser of Commander Films was here to see Harry Shaw of Loew-Poli on "Congorillo" and "Borneo Devil Beast," thriller-killer dual at the Bijou in July.

First woman advance exploiteer to come this way is Dorothy Ford of "Miracles Can Happen," who also appears in the UA release. The little girl (6 feet) appeared in Bridgeport, where she saw the press, radio and spoke very winningly to the Lion's club. With her was Bernie Kamber, releasing agent for Benedict Bogeaus.

Harry Olshan, Columbia manager in Milwaukee and well known in this district and the Hub here, with Mrs. Olshan for graduation of their son Alan from Hillhouse high. Alan is a prospective freshman at the University of Wisconsin. Olshan says in order to catch an exhibitor in his territory in summer you have to fish with him, or drink Blatz.

Notable at the Griswold, New London, is Jennifer Jones, who is having her portrait painted at the ocean resort . . . Evelyn Johnson, cashier at RKO, is off for Washington, N. C., and points south . . . Tim O'Toole of Columbia is back from a conference in Chicago . . . Joe Shulman of the Shulman interests in Hartford had a jolly 25th reunion at Hahvahd . . . Frank Manente of the Poli, Worcester, is on vacation in the Elm city.

The Lou Browns, Lou, Shirley and Shirley Lou, leave July 5 for a stay at the Cavalier, Virginia Beach, then to Norfolk naval base, Washington, Baltimore, and home again . . . R. Barrett, manager of the Capitol, Willimantic, will vacation from June 27, with Murray Howard relieving at the theatre . . . Phyllis Shelling of 20th-Fox and Gloria Danzig of the same office, are both off for a week starting June 28 . . . Alice Brodner of Warner's leaves June 23 for a holiday.

E. X. Callahan, 20th-Fox district manager, was in from Boston last week . . . Philomena Benedetto is now in the Warner Bros. back room . . . Douglas Peck, in from Philadelphia for a few months at RKO, is working on special ideas for "The Long Night" . . . Carl Goe, Max Birnbaum and Angelo Lombardi were the New Haven Warner trio at the special meet in Boston recently . . . Sidney Landow, 20th-Fox auditor, is in town.

Specialties of the week: The Poli ran a Saturday morning School's Out kiddy show with cartoon fare . . . The Howard did likewise, but chose "Rebecca of Sunnybrook Farm" . . . At the Rivoli, West Haven, the West Haven Assembly Order of Rainbow for Girls was signed up by Saul Ripps for a June 23, 24 tieup show, featuring "Blaze of Noon" and "Hit Parade of 1947" . . . Henry Cohen at the Dixwell pulled a good stunt on the Dorsey trombone and clarinet contests on the theatre stage opening night of "The Fabulous Dorseys." He promoted a $60 radio as first prize and Dorsey albums of records for other prizes.

Paul Tolis and Paul Purdy were in from Newington . . . Walter Higgins, Prudential circuit, New York, was a visitor . . . N. C. Wrisley, formerly on Meadow Street for many years, is back in the premium business . . . Liv Ginsberg of Amalgamated was in Boston on business.

Rebecca Calechman, daughter of Samuel Calechman of the Howard, will be married to Nat Weiss, graduate student at Yale, at the Taft hotel, New Haven, June 22. The bride is a Wellesley graduate and has done statistical research in New York . . . Dr. J. B. Fishman will attend the Allied Atlantic City convention if day-by-day developments on his hormone experimentation at Yale Medical school permit.

Congratulations to the Herb Colemans of Amalgamated, on William Gregory, born June 2 . . . Harriet Coleman Schoket, formerly at Republic, called from Pittston, Pa., to report all's well in the couple's new home . . . Estelle Rosenberg, secretary at Amalgamated, was in New York for the weekend . . . Joseph Spevack of Connecticut Theatre Candy Co. was busy with new equipment which pops and bags the corn.

Mrs. Mathilde Weiss, owner of the Bellaria, picture house in Vienna, Austria, arrived June 12 on the S. S. America for a visit with her daughter Louise S. Brown, and son-in-law Fred Brown of Fairfield, Conn. Fred Brown was formerly general manager of the Terra Film Exchange & Export Corp., in Vienna. He is still owner of several motion picture theatres in that city.

Manley POPCORN MACHINES

Tops for all showmen!
Ask the theatre that has one!

SAM HORENSTEIN
"The Popcorn Man"
New England Representative

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Office and Showroom . . . 45 Church St.
Hancock 7419 Boston

In the Heart of the Film District

Genuine
MANLEY SUPPLIES

Stalls Car, Rigs One-Sheets Then Calls for Mechanic

HARTFORD—One of the best street gags for "Duel in the Sun" pulled in this territory was handled by Brookie Lewitt of Glackin and LeWitt Theatres in New Britain.

LeWitt prearranged with the police department for no police interference. At 5 p. m. in the middle of downtown traffic, LeWitt stalled his car. Then he jumped out and rigged one-sheets plugging the picture all around the car. And then he got a mechanic.

In addition, a barrel was placed in front of the theatre, with sign outside the barrel reading "Look inside!" Inside of course were teaser cards. Book stores, beauty salons and downtown department stores came through with co-op ads. LeWitt also used car bumperstrips and six-sheets.

Canaan House in Combine

NEW HAVEN—The 496-seat Colonial, Canaan, operated by Anthony Boscardine, has joined the Amalgamated booking and buying service as its 27th theatre. Baruch LeWitt will book the 450-seat New Strand, Sound View, summer house operated by Mrs. Margaret Glackin.

Crystal Amusement Incorporates

HARTFORD—A certificate of organization has been filed at the state capitol here for the Crystal Amusement Corp., 1360 Main St., Bridgeport; amount paid in property, $12,000; president, Joseph N. Friedman; treasurer-secretary, Nicholas Mainero; also directors and Esther Friedman and Shirley M. Mainero.

To avoid excessive service charges it will pay dividends to consult

Stocked With All Necessary Repair and Replacement Parts for Any Sound System.

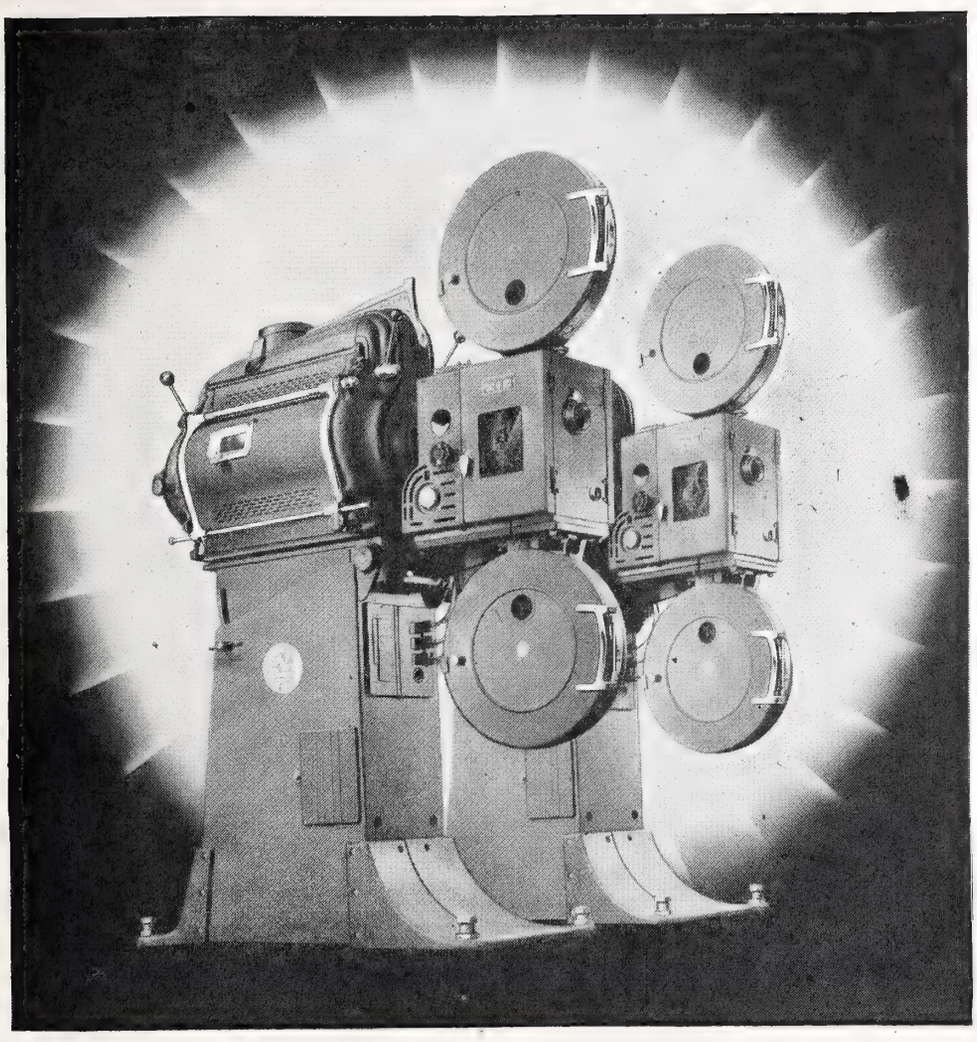
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Sound Engineering Service
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Now Expanding with Additional personnel to cover a Larger Service Area.

Many theatres under our maintenance

NOW--for that PERFECT SHOW-



The New DeVRY "12000 SERIES"

Projectors and Amplifiers

You never knew you could get so much of what you want for so little as you get in the *new* DeVRY "12000." They're the sensations of every show at which they have been previewed. "The biggest equipment news," Exhibitors say, "since the talkies!" Projectionists call them a major contribution to "the perfect show."

Now Being Installed

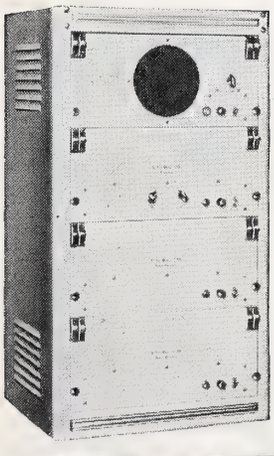
With Sound Head and Picture Mechanism in *one complete unit*— . . . With patented Silent Chain Drive . . . With warperfected Rotary Sound Stabilizer and a host of other major refinements in design, manufacture and finish—DeVRY's new, sensational "12000 SERIES" theater projectors and amplifiers are now being installed in the world's finer theaters.

See these beautiful, rugged, streamlined projectors at the Authorized DeVRY Theater Supply Dealer nearest you. Check them for *stamina, dependability, simplicity, serviceability*—for *low cost maintenance*—and for *performance.*

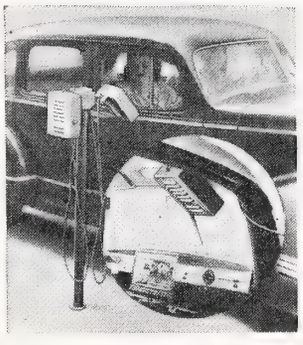
DeVRY'S NEW "12000 SERIES" AMPLIFIERS Meet Projectionists' Most Rigid Specifications

There Is a DeVRY for Every Size and Type of Theater . . . From 20 to 120 Watts . . . and UP

. . . Projectionists! Exhibitors! Until you've heard sound projection via DeVRY's "12000 SERIES" Amplifier, you haven't heard today's closest approach to your fondest goal—"the perfect show." And PROJECTIONISTS: With DeVRY Equipment, everything you need to check, service or replace, is "easy to get at," through DeVRY's Unit Service Plan. See and Hear DeVRY's New "12000 SERIES" Theater Equipment at the Authorized DeVRY Theater Supply Dealer Nearest You.



Here's Another Major Equipment Development . . .



DeVRY'S IN-CAR SPEAKER

Compact, lightweight, precision-built to withstand rugged all-season service—DeVRY's In-Car Speaker is designed for permanent installation on the parking ramp. Assures superb sound reproduction. Permits in-car operation, so windows can be kept closed in bad weather. Individual sound control to patron's taste. Sound is confined to theater area, eliminating community annoyance, yet reaches farthest parked patron in same synchronization of image as those close-in. Specifications, prices, on request.

See it! Hear it! At the Authorized DeVry Theater Supply Dealer Nearest You.

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DeVry Corporation, 52 Vanderbilt Ave. Telephone: Murray Hill 6-3397

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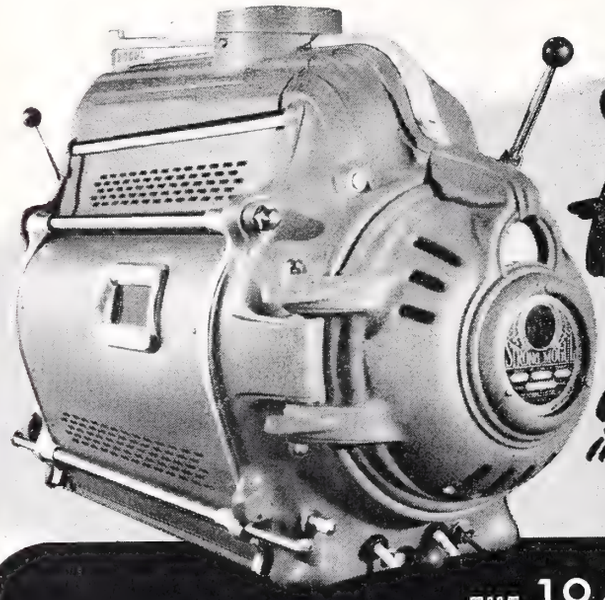
NEW HAMPSHIRE

The Manchester Motordrome, a midget auto track, is being constructed near Manchester at a cost of $60,000 to $70,000. The track will be operated by Walter and George Hart of Methuen, Mass., and Robert E. Earley of Nashua . . . The Winnipesaukee Gardens, summer film-dance spot at the Weirs, operated by Jim Irwin, has opened its new season. The Bay View pavilion at Alton Bay, featuring roller skating and dances with name bands, also reopened.

A Little Theatre for experimental plays and studios for the college broadcasting station will be included in the proposed $3,500,000 Hopkins memorial building at Dartmouth college. The main auditorium will have a seating capacity of 3,000 . . . Photos of U-I Stars are being used by M&M Bakeries in Dover to advertise Hollywood bread in the newspapers.

Hal Rodman, Hollywood makeup man, was headliner on a recent program at Lone Star ranch, outdoor theatre near Manchester.

Harris M. Shaw, 92, retired building contractor, is dead at Dover, where he built the original Strand Theatre. He was the oldest active Kiwanian in New England . . . Mayor F. Clyde Keefe of Dover has been appointed by President Truman to succeed the late Peter M. Gagne, veteran Somersworth showman, as internal revenue collector in New Hampshire.



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the ULTIMATE in projection are lamps

THE 1947 MODEL

"STRONG MOGUL"

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THE MAXIMUM LIGHT FILM WILL ACCEPT WITHOUT DAMAGE AND AT THE LOWEST POSSIBLE COST

Utilizing all the advantages of 70 ampere, 40 volt burning of Suprex carbons, this Mogul projects a brilliant picture on a 48-foot and larger screen with all details clearly visible 500 feet or more back from the screen.

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Ask for a demonstration today

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BOSTON 16, MASS.—Joe Cifre, Inc., Complete Theatre Equipment, 44 Winchester St. Office Telephone: LIBerty 0445. Emergency Telephone: PREsident 1799.

Boston Gives Honors To 'Dishonored Lady'

BOSTON — Another better-than-average week was chalked up here, with "Dishonored Lady," playing at the twin theatres, Paramount and Fenway, the standout. The other two new bills were "The Red House" at Loew's State and Orpheum and "Framed" at the Majestic and Translux. At the Kenmore, "The Barber of Seville" dropped from its terrific first week but remained a third.

(Average is 100)

Boston—**The Best Years of Our Lives** (RKO), 3rd wk., second run 110
Exeter Street—**Stairway to Heaven** (U-I), 3rd wk., second run 110
Kenmore—**The Barber of Seville** (foreign), 2d wk. 180
Majestic and Translux—**Framed** (Col); **Yankee Fakir** (Rep) 130
Memorial—**The Egg and I** (U-I), 3rd wk. 120
Metropolitan—**Calcutta** (Para); **A Likely Story** (RKO), 2nd wk. 120
Paramount and Fenway—**Dishonored Lady** (UA); **Sarge Goes to College** (Mono) 150
State and Orpheum—**The Red House** (UA); **Undercover Maisie** (MGM) 130

'Yearling' Gets Third Week; New Haven Picks Up

NEW HAVEN—Second week of "The Yearling" was okay at the College. All business was helped by several rainy days. "The Yearling" held a third week at the College. Detail for the week ended June 12:

Bijou—**Dillinger** (Mono), 2nd run; **Mutiny in the Big House** (Mono), reissue 96
College—**The Yearling** (MGM), 2nd d. t. wk. 103
Loew's Poli—**Johnny O'Clock** (Col); **Blondie's Holiday** (Col) 95
Paramount—**Calcutta** (Para); **Big Town** (Para), 2nd wk. 75

U-I Pictures High in Hartford; Holdovers on Two Screens

HARTFORD—There were only two downtown holdovers last week. The weather was warm.

Allyn—**Ramrod** (UA); **That's My Gal** (Rep) 120
E. M. Loew's—**Buck Privates Come Home** (U-I); **13th Hour** (Col) 160
Loew's Poli—**The Homestretch** (20th-Fox); **Big Fix** (PRC) 125
Palace—**High Barbaree** (MGM); **My Brother Talks to Horses** (MGM), 2nd wk. 110
Regal—**Song of Scheherazade** (U-I), 2nd wk. 175
Strand—**Love and Learn** (WB); **Brief Encounter** (U-I) 150

"CORSAGE" POST-WAR PATTERN



IMMEDIATE DELIVERY
from
CAMEO SCREEN ATTRACTIONS, INC.
50 Melrose St. Boston, Mass.
Samuel J. Davidson, Pres.

Small Candy Sales Are Subject to Tax

NEW HAVEN—Theatres must pay the new 3 per cent state gross sales tax on items sold for 12 cents or less even though they do not collect the tax for sales under that figure, Herman M. Levy, executive secretary of the Connecticut MPTO, said this week.

The state tax commission believes that businessmen will break even, anyway. It argues that the seller will more than make up the amount by "breakage" resulting from the "extra" tax paid by the consumer. For example, said Levy, five separate purchases of 20 cents each will bring in 5 cents in taxes, but the theatre man will be required to pay only three cents on that dollar of gross sales tax. The tax does not apply to theatre admissions.

"Keep in mind," said Levy, "that while there is no tax on items sold for 12 cents or under, if the total purchase price of more than one item by the same person amounts to more than 12 cents, the tax must be collected. For example, if each of three people buys one five cent candy bar, there is no tax to any of them. But if one person buys three bars it must be treated as one sale in excess of 12 cents and the tax must be collected.

"There is no requirement in the law that there must be a sign informing customers of the tax. You may, however, do this if you wish to."

Father of Actress Dies

HARTFORD—David O'Neil, father of screen actress Barbara O'Neil, died last week at his Cos Cob, Conn., home.

Levy Warns Showmen On Hiring Practices

NEW HAVEN—Connecticut theatre owners were advised last week by Herman M. Levy, executive secretary of the state MPTO, to review their methods of employment to make certain they do not violate provisions of the state's new fair employment act.

Levy said the law must be observed in spirit as well as in letter to avoid possible complaints, and mentioned specifically provisions made by some employers whose job applications call for a picture of the applicant, and list questions seeking information concerning the applicant's race, creed, color, national origin, or ancestry. It may be that you require some applicants to fill out an application for a bond, he added.

BE WARY OF DISCRIMINATION

"In other words," he said, "remove from your mechanics of employment or from your applications for employment anything at all which could be interpreted as spelling out discrimination or an attempt to discriminate."

Levy listed the following as unfair practices under the act:

(a) For an employer (unless it is for an occupational qualification or need) to refuse to hire, or to discharge from employment any individual because of race, color, or religious creed, national origin or ancestry.

(b) To discriminate against him in compensation or in terms, conditions or privileges of employment.

(c) To discharge, expel or otherwise discriminate against any person because he opposed any unfair employment practice or because he filed a complaint or testified or assisted in any proceeding under the act.

(d) For any employer to aid, abet, incite, compel or coerce the doing of any unfair employment practice.

MAY FILE COMPLAINT

Any person who feels he has been aggrieved by an unfair employment practice may file a complaint. If the complaint is determined, upon investigation, to be well grounded, the commission or investigator shall attempt to eliminate the unfair practice by "conference, conciliation, and persuasion." If the unfair practice is not eliminated a tribunal of three shall be appointed who shall summon the employer complained against to appear. If the employer is found to have engaged in an unfair practice, he shall be served with a cease and desist order. The commission may go to court to enforce such an order. Employer or employe may appeal to the court from the tribunal's order. There is also provision for appeal to the state supreme court."

Married in Athol

ATHOL, MASS.—Frederick George White, an employe at the New York studios of RKO-Pathe News, was married here to Barbara May French of this city.

For a Truly Beautiful Lobby

install

EZY-RUG

RUBBER LINK

MATTING

Traps all dirt, keeps it out of sight, and prevents tracking into the theatre. Reduces frequency of redecorating necessitated by dirt whirled into the air by heating and cooling system. Available with lettering and designs.





CAPITOL THEATRE SUPPLY COMPANY

A NEW ENGLAND ORGANIZATION FOR NEW ENGLAND EXHIBITORS

28-30 PIEDMONT STREET • BOSTON, MASS.

HARTFORD

Mrs. Ernie Grecula, wife of Hartford Theatres ad publicity director, promoted some 40 prizes from station WDRC's Market Basket program for the benefit of the Burns school PTA group. Mrs. Grecula also had radio stars Roy Hansen, Bill LaDuke, and others on hand for a PTA meeting. One of the Grecula daughters, Venice, attends Burns school.

Alfred Rockwell and Thayer Benjamin are the new maintenance men at the Eastwood, East Hartford . . . Fred R. Greenway, Loew's Poli Palace manager, will vacation in July . . . Mr. and Mrs. Ben Cohen of Waterbury were on a weekend visit with the Lou Cohens of the Poli. Ben is their son . . . Amateur nights have been discontinued at the Daly.

Ted Harris, managing director of the State, reports Mike Zola, Monogram praise agent, was in for "It Happened on Fifth Avenue," and Joe Mansfield, PRC exploiteer, was in on "It's a Joke, Son" and "Her Sister's Secret." Harris adds that the Harris family will vacation in Canada this summer. His daughter Adele, a University of Connecticut student, is home following semester exams.

Charlie Atamian of the Warner Strand is getting a new Dodge . . . Larry Kent, assistant manager at the Center, has resigned . . . Mrs. Estelle O'Toole, executive secretary to Henry L. Needles, district manager for Warner Theatres, is home from a one-week vacation.

Harry Hoff, Strand electrician, got a card from Lew Zimmerman of the State, now vacationing at Narragansett and Providence. Lew is staying at the Biltmore in Providence . . . Bob Worden, Loew's Poli student assistant, promoted 50 window standees for "High Barbaree."

Mickey Daly of Daly Theatre Corp. and Mrs. Daly have become grandparents with the birth of a baby girl to Mr. and Mrs. Al Yester (Peggy Daly) of Hartford. Daly and his son Frank attended the "Gone With the Wind" screening in New Haven the other afternoon . . . Jack Gordon of Gordon's Entertainment bureau was in Boston on bookings.

Rose Stone is new usherette at the Warner Strand . . . Ben Lamo, theatre assistant manager, will vacation at the shore in August . . . Tom Grace, Eastwood manager, reports addition of twin brothers, George and Howard Stewart, to the usher staff . . . Angela Cirelli, daughter of the Crown, Hartford, cashier, has become cashier at the Eastwood.

Charles Bouvain is the new doorman at the Colonial succeeding Fred Woodvin, resigned . . . Charlie Bradshaw, Astor projectionist, is a photographer for a New Britain photo studio in his spare time. The studio is next door to the Music Box Theatre . . . The boxoffice and men's room at the downtown Warner Regal have been redecorated.

Mrs. Kate Treske, manager of the Lenox, will vacation on July 1 . . . The Ernie Greculas will vacation at Presque Isle, Me., some time in July. Ernie's office in the Colonial Theatre Bldg. has new lighting effects . . . Ben Wassell, assistant manager of the Rialto, will be married soon to a local girl.

Herb Lessow, brother of the Loew's Palace assistant, has been awarded a scholarship to Wesleyan university in Middletown, Conn. . . . Carl Youngquist, husband of the Astor manager, Mrs. Virena Youngquist, is here on a visit from Cleveland. Mrs. Youngquist tells us that Mrs. Elizabeth Lappe is the new cashier replacing Mrs. Lucienne Barbaric, resigned. The Astor has installed a new popcorn warmer.

The Palace Theatre in New Britain recently ran films of the Memorial day parade of 1913. Ads said: "Taken on our own Main street! Some of our leading citizens of the time will be presented. Oldtimers! Don't fail to see these pictures!"

The Strand Theatre in Stamford has started a new policy, playing its midweek show Tuesday through Thursday and the weekend show Friday through Monday. The runs formerly were Wednesday through Friday and Saturday through Tuesday.

WORCESTER

Bob Portle, manager of the Elm Street, made several tieups with Western Union when he revived "Western Union" . . . Harold Russell, amputee veteran who starred in "The Best Years of Our Lives," suffered minor injuries in nearby Palmer when his automobile overturned, rolled over twice and plunged down a 15-foot embankment.

The Rialto in Leominster switched to a stage policy for "The Duke of Paducah" . . . Michael Fasano, owner of the Cumings in Fitchburg, began a giveaway of dinnerware . . . Charles Bang and Don Kennedy joined the Playhouse . . . Manager Bob Portle of the Elm Street reported a third week for "The Yearling."

Allan Dalzell, press agent at the Playhouse, has left to join the "Carousel" company in Chicago in a similar capacity . . . Manager Harold Maloney of Loew's Poli staged a prevacation cartoon show on a recent Saturday morning.

Harry Shaw, divisional manager for Loew-Poli, was in town from New Haven to confer with the managers of the Elm Street and Poli's . . . Manager Leo Lajoie of the Capitol exploited the fact that his newsreel had shots of the Indianapolis Speedway in which Bill Holland, skating rink operator here, was a close second.

Another open-air theatre is operating in Central Massachusetts. It is the West Wind in West Brookfield, open for weekend performances . . . Stacy Keach, talent scout for RKO, was a visitor in town . . . Janet Russell, chosen "Miss Worcester" last autumn, went to New York to make a film test.

Nick Lavidore, a recent manager of the Plymouth, has received his diploma from the Suffolk Law school in Boston . . . Bing Crosby's brother Everett was here . . . The quarter-mile midget racing track in Westboro is expected to be ready for use the first of August.

The mother of Jack Levine of the Elm Street has been ill . . . James Rabinowitz, former manager of the Modern in Marlboro, has taken over complete ownership of the Kameo in Pittsfield, a former corporation having been dissolved . . . The marquees of both the Elm Street and Loew's Poli are to be animated.

The Whalom in Fitchburg is observing its 55th anniversary . . . Frank Manente, assistant manager of Loew's Poli, has been on vacation. During this period, Peggy Villnave moved over from the Elm Street to aid at Poli's . . . Another house here seriously is considering installation of air conditioning.

Robert Russell has resigned from the Capitol's staff . . . Dennis and Robert Colbert, who formerly trucked stage shows into Loew's Poli, are observing the tenth anniversary of Colbert's Carnival, a truck show which covers central New England each summer.

New England Allied Honors Charbonneau

BOSTON—J. E. Charbonneau of Concord, N. H., one of the organizers of Independent Exhibitors of New England, was elected an honorary member of that organization last week. Charbonneau has sold his Concord Theatre and is retiring.

At a meeting in the Hotel Bradford at which his resignation as an active member was accepted, Charbonneau was praised not only for his participation in the organization but also for his effective work in the New Hampshire legislature.

Wenceslas Cantin, who with his daughter Theresa purchased the Concord, was admitted to membership, as were Mrs. Mary Mills of Milo, Me.; Marie Bruno of the Empire, Manchester, N. H., and Maurice L. London of the Gem, East Boston.

Ray E. Feeley, business manager, explained to the meeting the work being done by the Massachusetts Coordinating committee in fighting the proposed 5 per cent state amusement tax in this state. A forum was conducted on film buying.

Leonard Goldberg, president, and Julian Rifkin, secretary, were elected delegates to the regional Allied convention to be held June 25-27 in Atlantic City in connection with the conclave of the Allied Theatres of New Jersey.

'Egg and I' Breakfast Clicks in Springfield

SPRINGFIELD—Augmenting extensive national advertising on "The Egg and I," and aided by a favorable press, Andy A. Sette, manager of the Capitol Theatre, staged some clever promotional work here to launch the picture's screening.

In conjunction with the Springfield Cooperative Egg Auction, Inc., Mayor Daniel B. Brunton, the Springfield Motion Picture Council, and poultry fanciers, Sette staged an "Egg and I" breakfast at Hotel Sheraton.

Feature of the breakfast was the crowning of Miss Good Egg—a pure bred Rhode Island Red, cheerfully dubbed Claudette, in honor of the picture's feminine lead.

Representing the Egg Auction was President William R. Cutter and General Manager John B. Randall. Mayor Brunton spoke briefly, welcomed the gathering, then topped his brief talk by presenting Manager Sette with boxes of eggs. Quipped His Honor: "This proves I'm in a fowl mood."

'Claghorn' in Hartford

HARTFORD — Kenny "Senator Claghorn" Delmar, star of Eagle-Lion's "It's a Joke, Son," appeared on stage of downtown Harris State June 13 and 14 in connection with the showing of his picture. It was on a twin bill with PRC's "Her Sister's Secret."

See Daughter Graduate

HARTFORD—Walter Wanger, the producer, and his wife, Joan Bennett, attended the graduation of their daughter, Diana, at Ethel Walker School, Sinsbury, Conn., last week.

Burlesque in Two-Time

NEW BRITAIN—Howard Richardson of the State has booked a dual bill consisting of "Lady of Burlesque" and "Queen of Burlesque." Booking starts on Monday, June 23.

Turtle Derby Drive Begun in Oklahoma

OKLAHOMA CITY—The Oklahoma tent of the Variety Club raised about $1,980 in cash, plus some "nice" pledges in the sale of turtle derby tickets at a meeting Monday night in the clubrooms atop the Black hotel, according to Horace R. Falls, chief barker.

Approximately 100 of the club's 250 members attended. The derby is set for Saturday, September 20, at the Stockyards Coliseum. The quota in sales was set at $50,000.

Rod Cameron, western player who was injured in the recent benefit rodeo here, attended the buffet supper and derby kickoff session. He was the guest of Bob Busch, manager of the Uptown and Villa theatres. Cameron, still in a cast, was released by the hospital for the evening. His right shoulder has been in a cast since he fell from a Shetland pony while doing a stunt for the Woodward-Leedey benefit rodeo. He was to be released from the hospital to return to the west coast the following weekend.

Honor Rust, Blumenthal

DALLAS—Employes of Monogram honored their bosses, Lloyd Rust and Ed Blumenthal, at a surprise luncheon last week. It had to do with birthdays; Lloyd's, just passed, and Ed's, quite current.

Part in 'Nightmare Alley'

Ed Mundy has drawn a part in 20th-Fox's "Nightmare Alley."

Gibson and Hammer Die In Texas Auto Crash

DALLAS—B. C. Gibson, film salesman and exhibitor, was killed instantly late Thursday evening, June 12, near West in central Texas in an automobile accident that also claimed the life of E. W. Hammer, owner of the Bell Mead Theatre, Waco.

Gibson, known affectionately to thousands in the Texas industry as "Gib," was buried in Dallas the following Saturday with hundreds attending the services.

With Hammer at the wheel, Gibson was motoring from Waco to West, a short distance away, when a truck suddenly came out of a lane intersecting the highway. Traveling at a rate of speed that did not permit quick stopping, the car crashed into the truck, snuffing out the lives of the two industryites.

IN DISTRIBUTION FOR YEARS

Gibson had been in distribution in the Dallas exchange area since shortly after World War I, when he joined the sales forces of Educational Pictures. He was later with MGM, then went to Universal, and was with United Artists as salesman and manager for three years. He went with Columbia as salesman in 1942.

Of late years, in partnership with other Dallas film men, he began to acquire Texas theatres, although he retained his regular job of film selling. At the time of his death he was co-owner of the Lake Theatre at Lake Jackson; the Navaway at Houston; the Majestic and Ritz, Decatur, and was planning to open the Airline Theatre in Houston in partnership with Fred Cannata of that city. At one time he was ower of the Rio Theatre at Dayton, the Rio at Bastrop, and the Worth at Wortham. Until recently he was interested in popcorn concessions in several south Texas towns.

LOVED TO FISH AND HUNT

"Gib" loved to fish and hunt, and his home was open at all times to his many friends. He married Ruby Button 23 years ago. His wife has been connected with various film exchanges for a number of years He was a Mason, member of the Dallas Athletic club, the Mustang club and the Variety Clubs of Texas. He is survived by his wife, his mother, Mrs. Vanna Gibson, and a brother, G. V. Gibson.

Pallbearers were C. L. Higgins, Dr. J. I. Cherica of Austin; Jack Harrell, Gladewater; W. S. Dawson, Matty Bell, Lewis Sterrett and Jack Underwood, Columbia manager in Dallas.

Young Loren Tindall Visits Parents in Oklahoma City

OKLAHOMA CITY—Loren Tindall of Hollywood, son of Mr. and Mrs. M. G. Tindall of Oklahoma City, is here for a brief visit. Tindall, who has just finished a role as the featured comedy lead in the MGM picture "Good News," has been steadily climbing the ladder of success in motion pictures since he went to Hollywood a few years ago. He plays with June Allyson and Peter Lawford in his new picture.

Tindall holds several scholarships in some of the finest music schools in the country, but his training as a pianist hasn't done him any good in pictures. He says the closest he has come to piano in pictures is walking across a room in which there is one, but he still has hopes. Right now he says he gets nothing but comedy parts and roles as a heavy football player.

Before starting another film Tindall hopes to spend this summer at La Jolla Beach, Calif., playing in a strawhat theatre with Gregory Peck, Jennifer Jones, Dorothy McGuire and Joseph Cotten, who will present a group of plays.

Hold Rites at Waco for Hammer, One of Two Victims in Crash

WACO—Funeral services were held here for E. W. Hammer, owner of the Bell Meade Theatre, who was killed June 12 in an automobile crash that also took the life of B. C. Gibson, Dallas film man and exhibitor. Hammer was the son-in-law of Mrs. J. A. Lempke, who owns three theatres in Waco.

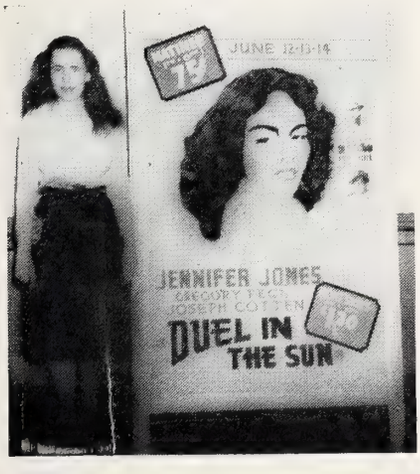
Parker Rejoins Palace

BURKBURNETT, TEX.—Frank Parker has rejoined the staff of the Palace Theatre here. Parker has been in the army for the last three years, serving most of this time abroad. Prior to his joining the armed services he had been employed by Theatre Enterprises at the Palace.

Shawnee's Betty June Makes Good As Theatre Advertising Woman

SHAWNEE, OKLA.—Climbing up the ladder of show business is petite brunet Betty June Powell, who says:

"From the very first day, I knew show business was for me, and vice versa."



Her enthusiasm for show business pays, too.

Starting as relief cashier for the theatres in Shawnee in 1941, Betty June in a short time became head cashier. When a secretary became suddenly ill, Betty June filled in. She liked that work, became a permanent secretary, but still wasn't satisfied. Came the black day of Pearl Harbor, and Betty June hied to the Douglas bomber plant near Oklahoma City, where she became a senior typist and later secretary to an important executive.

Came peace and Betty June trekked back to her first and only love—show business. She got back her old job as secretary, but an insatiable ambition prompted her to write newspaper ads; she bought, checked and otherwise handled the sale of concessions in the theatres. She was inspired to learn exploitation, so she went to work in the local Griffith circuit advertising office.

She has received recognition for several of her campaigns on major productions. She does art work, too, the accompanying illustration depicting one of her posters for "Duel in the Sun."

Betty June wears business attire when she calls on the merchants and arranges for tieins. Then she doffs this clothing, substituting some old blue jeans, grabs a brush, paints her own displays and sets them up in the lobbies.

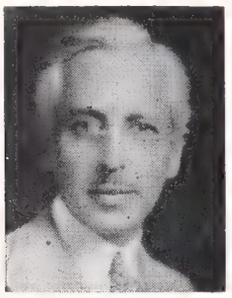
She says:

"Women can find a place in the theatre besides staying in the boxoffice or pushing a pencil for some executive."

Folks hereabouts say that Miss Powell is destined to become, one of these days, an advertising woman in the very top bracket.

Sell Your Attractions, Hoblitzelle Counsels

GALVESTON—Return to the good old show business through selling of attractions, together with improved service to patrons, was urged in the keynote address of Karl Hoblitzelle, president of Interstate circuit, at the company's first convention of managers and circuit heads since 1941.



KARL HOBLITZELLE

More than 200 delegates were in attendance when Vice-President R. J. O'Donnell opened the sessions Tuesday.

Hoblitzelle also pointed out that constant increase in population in many situations, together with increasing development of community centers, means that the industry must be ready to expand to take care of entertainment needs and wants of many new suburban districts.

Various phases of the industry were discussed in the open forum meetings conducted by O'Donnell. Executives also discussed problems of the various departments and then delegates pitched in with opinions and questions. Through this method many moot problems approached solution.

The conclave opened with a full-day session and half-day gatherings were held up to late Friday (20).

The traditional Interstate banquet Friday night ended the meeting and delegates then scattered for their home towns to be in action again for the weekend business.

Leonard Goldenson, Paramount vice-president in charge of theatre operations and other Paramount affiliates, and showmen from all sections of the south were here as guests.

Among the guests in attendance were Julius Gordon, Jefferson Amusement Co., Beaumont; Turk Carter, Paramount-Richards, New Orleans; R. I. Payne, Griffith Theatres, Dallas; R. B. Wilby, Atlanta; Hank Robb and John Rowley of the R&R circuit, Dallas, and a host of distributor representatives.

Interstate's Dallas contingent included Hoblitzelle, O'Donnell, Raymond Willie, William O'Donnell, Charles Freeman, Torrence Hudgins, William Mitchell, John Q. Adams, Lynne Harriss, James Barssell, Ed Solon, Ted de Boar, Bob Kelley, Ray Beall, Frank O Starz, P. K. Johnston, Ray Jones, Debbs Reynolds, Vean Gregg, Howard Baskin, W.) Armstrong, Francis Barr, Jake Elder, Kendall Way, C. C. Hoover, Charles Milam, C. E Holmes, J. C. Skinner, K. S. Mallory, Barry Burke and Thomas Howell.

Sales Tax Collections At Theatres Decrease

OKLAHOMA CITY — Oklahoma theatres and tent shows showed a drop in sales tax collections in April in comparison to the same month of last year.

The Oklahoma Tax commission reported 345 returns filed and $26,227.63 in sales tax collected in April 1947. In April 1946, 340 returns were filed and the amount of tax collected totaled $28,602.07.

Other amusements including athletic events also showed a decrease—2.92 per cent.

Theatres and tent shows did not show a loss in use tax collections. For the past April, seven returns were filed and $156.52 in taxes were collected. For April 1946, seven returns were filed with $137.34 collected. This was a 13.96 per cent increase.

Other amusements including athletic events showed a decrease in number of returns filed for use taxes and for collections. The decrease was 75.39 per cent.

Paramount has signed Sandra Spence, 20-year-old blond model, to a term contract.



New Price List

Effective immediately adjustments have been made in a variety of items, including

Imperial Brand Hybrid Popcorn

Oil Cartons

— ask for new list

BARGAINS
in rebuilt machines
All Makes Repaired

RIVERSIDE 6134

The Pop Corn Man

Imperial Brand Hybrid Popcorn

—has set a record for popping volume never before attained in the industry.
—its taste pleases the patrons so well that they tell about it.—

A trial in your theatre will convince you

WE SERVE YOU

THE IDEAL HYBRID

with

MAXIMUM UNIFORMITY
GROWN-IN POPPING VOLUME

A QUALITY OF TASTE
you never have known before.



CHAS. E. DARDEN & CO.
P. O. Box 2207
DALLAS 1, TEXAS

EQUIPMENT DISPLAY — SALES

NEW ORLEANS Ma. 2102 — 1024 Bienville St.
L. C. Duckworth, Manager

OKLA. CITY 4020 McArthur Blvd.
Cecil Davis, Distributor

WAREHOUSES

P. O. Box 322
102 San Jacinto St.
201 Bowie
702 Texas St.
HOUSTON — BEAUMONT — LUBBOCK

West Coast Distributor: Roy C. Garland, P. O. Box 647, Oxnard, California

BRENKERT "80"

MADE BY RCA

Makes All Pictures Better Box Office Attractions

—with

BRIGHTER, CLEARER, ROCK-STEADY PROJECTION



Keep your theatre modern . . . make every picture a hit . . . with the superior projection of the Brenkert "80" . . . the choice of better theatres everywhere.

See Your RCA Independent Theatre Supply Dealer

RCA THEATRE SUPPLY DEALER

SOUTHWESTERN THEATRE EQUIPMENT CO.
2010 Jackson St., Dallas 1, Texas
1416 Main St., Houston 2, Texas

OKLAHOMA THEATRE SUPPLY CO.
628 W. Grand Ave., Oklahoma City 2, Okla.

DELTA THEATRE SUPPLY
214 S. Liberty St., New Orleans 13, La.

SAN ANTONIO

"Discoveries of 1947" opened June 18 at the Sunken Gardens Theatre with a cast of 100. The show was written and produced by Jay Dennis, formerly director and producer of Broadway and network shows.

Recent visitors included the Silvas brothers of Asherton and Carrizo Springs; Gidney Talley, Mathis; J. E. Chamoun, Tampa, Fla.; Jack Jackson, Houston, and J. Monsivais, Kenedy . . "The Outlaw" will be shown at the Municipal auditorium for ten days for adults only.

Eddie Edwards, Clasa-Mohme chief booker, has returned from Oklahoma City, where he spent a vacation with his parents . . . Gloria E. DuBois, Azteca Films cashier and Richard Martin were married Sunday (15). The bride's mother came from Nicaragua for the event . . Both San Antonio exchanges are on a five-day schedule, skeleton crews working Saturday mornings.

J. J. Ornelas, Azteca Films auditor, recently made a three-day trip through the valley . . . Several Mexican film actors, including Felipe de Alba and El Chicote, will make personal appearances at the Municipal auditorium June 22.

Hal McIntyre and his orchestra, with Gil Lamb, film comic, are playing a week's stand at the Majestic Theatre. On the screen is "Two Smart People" . . Gustav Mohme and his son were visitors at their exchange here . . . Teatro Nacional played "Nosotros," a repeat film, and the first run of "Yo Conoci Esa Mujer" an Argentine feature.

Ruben A. Calderon, Azteca Films executive from Los Angeles, visited the local branch . . . Guadalupe La Chinaca, Mexican singer, is playing at Cotulla and surrounding territory.

SAVE 10%

By Sending Your Popcorn Orders to Our New HOUSTON BRANCH

The Blevins Popcorn Company of Nashville, Tenn., takes pride in announcing the opening of a branch office at the Quick Service Warehouse, 102 San Jacinto Street, Houston, Texas, to serve the Southwest. You will find there ample stocks of Famous BEE HIVE hybrid popcorn, each bag guaranteed to pop out $125 or more, and seasoning and supplies. Check these net prices and then send your order to our new Houston branch and save.

	List	10% Disc.	Net
BEE HIVE Hybrid Popcorn, 100 lb.	$10.95	$1.10	$ 9.85
COCOANUT OIL, 1/5 gallon container	15.50	1.55	13.95
POPSRITE LIQUID POPPING OIL, 1/5 gallon container	16.65	1.66	14.99
SAVOROL, powdered seasoning, 70-lb. container	10.00	1.00	9.00
POPCORN SALT, 18 3-lb. cartons	2.00	.20	1.80
BOXES, 10c size, red and white (4½x2x7), per M	8.30	.83	7.47
BOXES, carnival size (4x1⅝x5½), per M	6.50	.65	5.85
BAGS, 5c Johnny Boy (3x1⅞x7), 10,000 to case	1.82	.18	1.64
BAGS, 10c Johnny Boy (3x2x9), 3,000 to case	2.35	.23	2.12
BAGS, Kraft 10c size, 6,000 per bale	2.20	.22	1.98
KETTLE KLEENING KIT (contains Char-X, Liquid Kleener, Spanish Whiting, Pot Sweetener, and Spatula)	6.00	.60	5.40

Write our Nashville office for samples of boxes and bags in stock at Houston. If a special size is needed you will find what you want among the 15 different sizes and styles of boxes and bags stocked at the main plant.

Come in and See the New 1947 "SUPER STAR" Popcorn Machine and the All-Steel Corn Crib.

(Note: Blevins also maintains complete stocks of Bee Hive popcorn, seasoning, and salt in the following public warehouses: Atlanta Service Warehouse, 377 Whitehall SW, Atlanta; Poston Warehouse, 671 S. Main St., Memphis; Hiern Warehouse, 1053 Constance, New Orleans.)

BLEVINS POPCORN CO., INC., OF NASHVILLE
HOUSTON BRANCH

Quick Service Warehouse, 102 San Jacinto St.

W. F. Aydelotte Building 400-Seater in Colorado

FORT COLLINS, COLO.—Remodeling of a building at 148 West Mountain Ave. for a theatre has been started by W. F. Aydelotte, former Oklahoma theatre manager, and his father-in-law, R. H. Dowdy. They expect to have the 400-seater open by November 1. It will be known as the "Trail."

Design for the theatre calls for a dubonnet tile front and indirectly lighted auditorium. Acoustical plaster will be used. The house will have a low admission price, Aydelotte said.

Aydelotte was with the Griffith circuit in Oklahoma and Texas for 14 years and in the last two years managed houses in Britton, Okla., and Tulsa. In addition, he has been operating a buying and booking agency for independent houses and still maintains that business in Oklahoma City. His father-in-law formerly was a building contractor in Duncan, Okla.

From the BOXOFFICE FILES

• • •

(Twenty Years Ago)

A CONTRACT has been let for the erection of a motion picture theatre at the end of the West Sixth avenue street car line in Pine Bluff, Ark. . . . R. T. Megibben, manager of the Capitol Theatre at Newport, Ark., has announced the sale of the picture house to M. A. Lightman of El Dorado.

* * *

William Gibson, manager of the Arkansas Amusement Enterprises holdings in Stuttgart, announces the opening of the new Riceland theatre at Grand Prairie, Ark.

ATTENTION!
Drive-In
★ Theatre Operators ★
For special trailer copy for your opening write to
Motion Picture Service Co.
125 Hyde St., San Francisco 2
Producers of Showmanship Trailers

REMODELING - DECORATING
Drapes — Frames — Lighting Fixtures
LOWEST PRICES
LUPE ROMERO
4222 Lafayette DALLAS 4, TEX. T-0060

THEATRE SEAT INSTALLATION
20 years experience — Satisfaction guaranteed.
Write or Phone 5327
Johnnie Boutwell
Temple, Texas

Cameron's Fall Off Pony Is Profitably Publicized

OKLAHOMA CITY—The management of the Uptown Theatre promoted the Daily Oklahoman for a three-column picture on the film, "The Runaround," and at the same time gave actor Rod Cameron, star of the film, some publicity while he was hospitalized here. Cameron, a hard riding Hollywood cowboy, was badly hurt when he tumbled from a Shetland pony at the last performance of the Woodward-Leedey relief rodeo, and was laid up in the hospital for about two weeks.

Manager Bob Busch concocted this idea to get his patrons acquainted with Cameron and to publicize "The Runaround": He placed a large poster in the lobby of the Uptown which read: "Cheer Up, Rod. We know That Mule Gave You the Runaround." Busch left the poster in the lobby until several hundred names were written on it, then had some of Cameron's fans from the younger set deliver the big card to him in the hospital. Photographers were on hand. In the picture with Cameron at the presentation ceremony were Juanita Bradshaw, usherette at the Uptown, Mary Smith, Uptown cashier, and two of their friends. The photo ran in the Oklahoman.

Pictures made of Cameron while he was bedridden were run three times in local papers. In one he was having his cast autographed by a young fan. The cast, which weighed about 40 pounds, was signed by all his visitors.

NEW ORLEANS

Filmrow was shocked by news of the airplane crash death of Cecil E. Peppiatt. The latter was manager for 20th-Fox here during 1942 and 1943, being transferred to Washington three years ago. Recently he was named eastern division sales manager with headquarters in Philadelphia. He was a native of Atlanta.

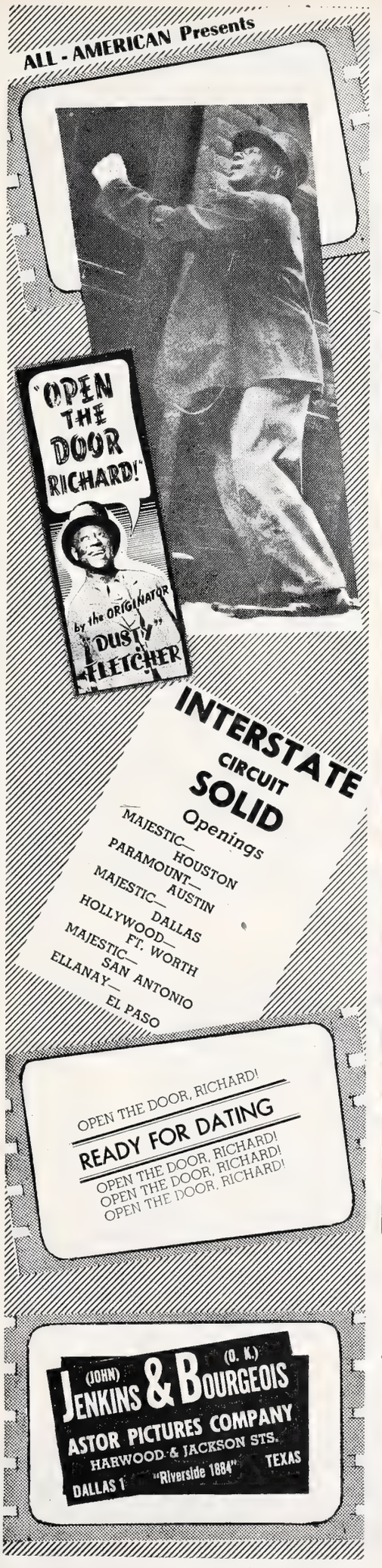
Jack Auslet of Pelican Producing Corp. has signed a contract with Jimmie Cooper, well-known minstrel, to produce a number of Dixieland shorts. Cooper has been starred from coast to coast. He is a native of New Orleans. Production of these shorts will start soon . . . The Dixie Theatre in Columbia, Miss., and the Twin in Ville Platte, La., both colored houses, have been closed. The Gem in Morse, La., also was shuttered.

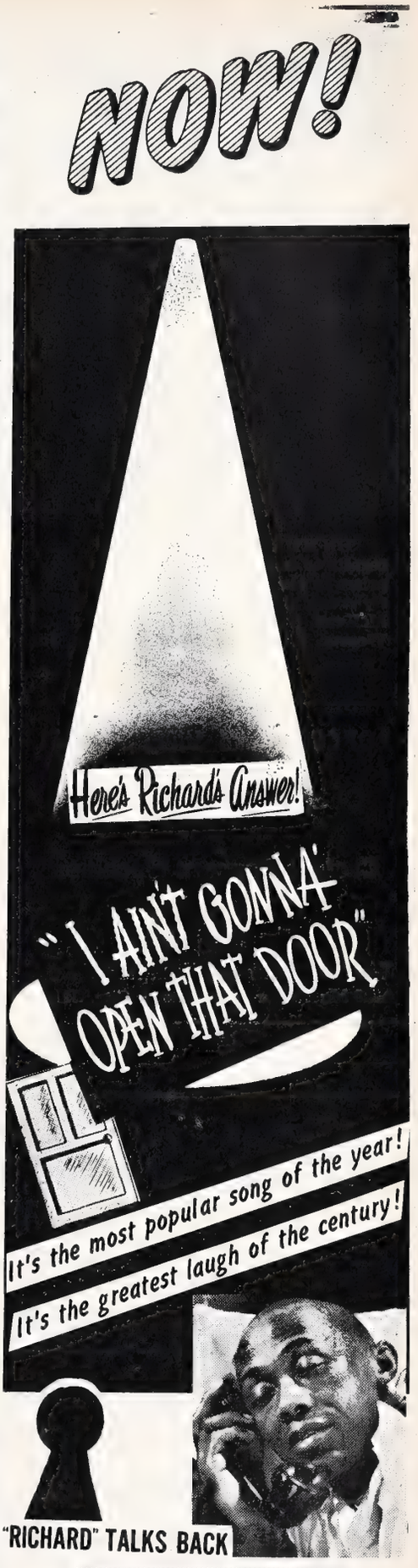
Margaret O'Brien, child star, flew in from Havana to receive a citation for her performances during the past year, and to be feted here as the "Girl of the Year." New Orleaneans found little Miss O'Brien just as sweet and unaffected off the screen as on it.

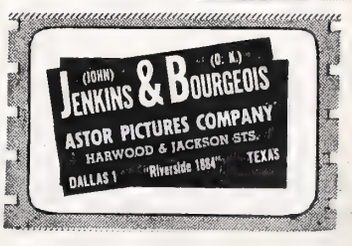
Offerings by downtown houses were unusually diversified. State presented "Boomerang," while the Saenger featured "Blaze of Noon." The Joy showed "Swell Guy" and the Orpheum "The Egg and I." At the Liberty "Honeymoon" was held over. The St. Charles offered a double feature, "Second Chorus" and "Road to Hollywood," with "Open the Door, Richard" as an added attraction. The Arrow, a suburban house with a downtown rating, presented "Calendar Girl," while the Tudor offered "Stallion Road" and the Globe "Wild Bill Hickok Rides" . . . Mike Pisciotto, host at Mary & Mike's, Filmrow grill, has returned from a business trip to Louisville.

In Romantic Comedy

Warners has inked veteran character actor Cecil Kellaway to play a featured role in the romantic comedy, "Love at First Sight."









ON THE WARPATH—The Oklahoma City sales staff of Paramount donned this regalia to impress company executives with the fervor with which they are going after prizes in the Celebrating 35 Years of Leadership campaign starting August 31. Left to right are, standing: Duke Clark, district manager; Ben Rucker, H. K. Buchanan, Tom McKean, Sam Brunk, J. J. Donohue, central division sales manager, and C. H. "Buck" Weaver, branch manager; kneeling, Jack Box and Ed Chumley.

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Southeast Breezes

NASHVILLE, TENN.—An amusement tax of 2 cents per ticket has been urged by Councilman Frank Melfi, who estimates the tax might yield more than $200,000 per year.

GADSDEN, ALA.—The city recreation board is sponsoring a series of Tuesday night free shows for teen-agers at the Recreation Bldg.

ALBERTA, ALA.—This small, theatreless town will have two new film houses by September 1. One will be built by Walter Dockery of Alberta and the other by Gerald and Richard Little, brothers living in Tuscaloosa.

GAINESVILLE, FLA.—Ezry Kimbrell, new manager of the Strand at Tampa, was succeeded at the Florida Theatre here by Dick Stafford of the Dixie at Ocala.

HOMESTEAD, FLA.—A theatre built at a cost of $3,500,000 is being offered for sale by the War Assets Administration at a price of $143,000.

SPRINGFIELD, S. C.—Clarence Culler has offered for sale his Springfield Theatre here.

MIDWAY, TENN.—Floyd Matter's Satillo Theatre opened June 10.

DECATURVILLE, TENN.—Cleo Spence's Time Theatre here and H. H. Thames's Lux Theatre at Starkville, Miss., will open soon.

MEMPHIS—William Goodman, attorney for the Variety Club, an AAF colonel in Washington for four years, was awarded the Legion of Honor, highest decoration of the French government, in a recent ceremony at the French embassy in Washington.

JACKSONVILLE, FLA.—More than 300 theatres in Florida and south Georgia are being serviced by Paramount out of its new exchange here.

PANAMA CITY, FLA.—The remodeled Beach Theatre, reopened for the summer, will stop films every night at 9 p. m. and open its dance floor adjoining the orchestra pit. Food and drinks will be served. The Beach will have its own orchestra but will bring in name bands for big occasions.

SHELBY, N. C.—J. E. Smith of Lincolnton and G. D. Heafner jr. of Cherryville opened their new Cleveland Drive-In Theatre here last week.

MORRISTOWN, TENN. — Gaines Baker and Estel Hale, local businessmen, have begun grading for their new drive-in theatre on Andrew Johnson highway just west of town.

ATLANTA—Film Classics franchise holder John W. Mangham has announced that Film Classics will set up its own exchange in the Atlanta territory by June 30, will name its own manager and other personnel, and will carry out contracts made by Mangham before June 27. Mangham will provide physical facilities for inspection and delivery of the films and will continue to distribute serials, Screen Guild Productions, Sol Lesser features and reissues of western, comedy and action pictures.

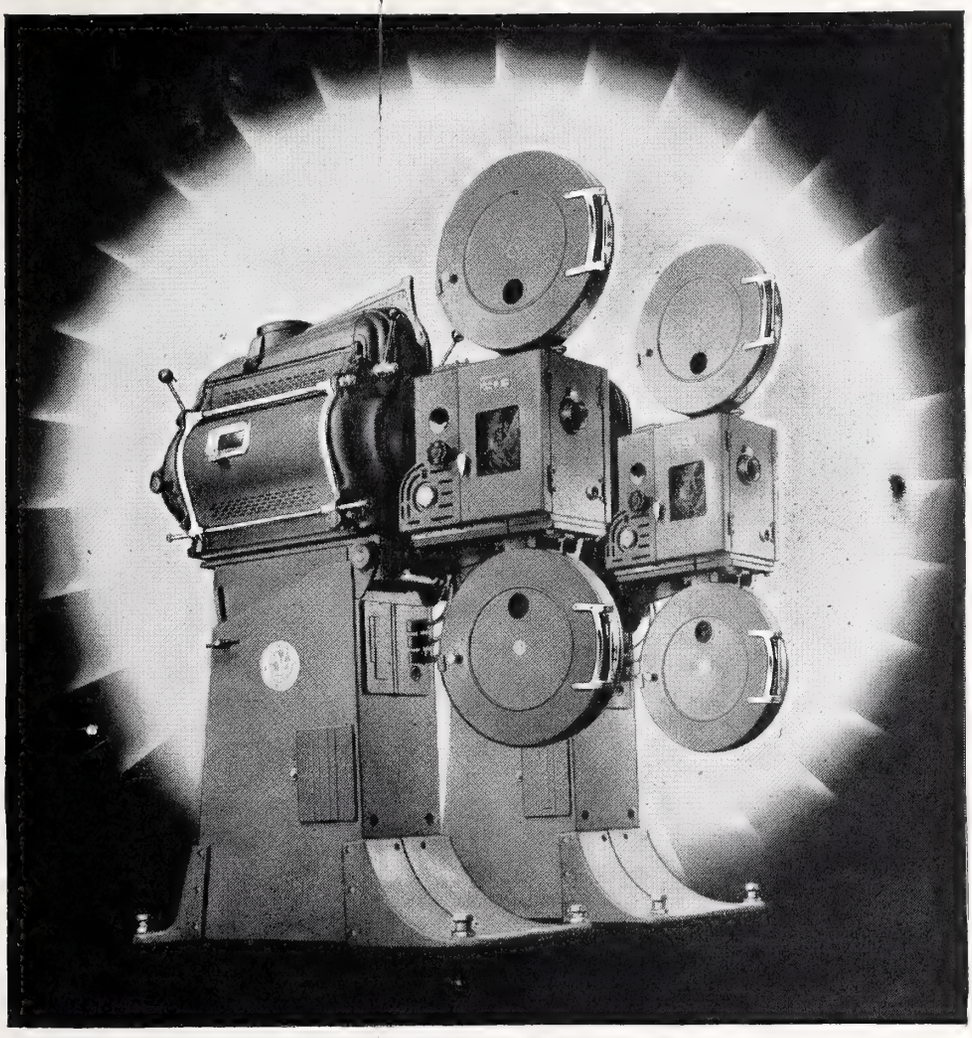
ATLANTA—L. D. V. Benton and B. D. Benton of the Benton Bros. Film Express are seeking permission from the railway commission to extend their route through Florida.

NASHVILLE, TENN.—The city has started a series of free movies in local parks.

KNOXVILLE, TENN.—A male theatre pa-

(Continued on next page)

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Projectors and Amplifiers

You never knew you could get so much of what you want for so little as you get in the *new* DeVRY "12000." They're the sensations of every show at which they have been previewed. "The biggest equipment news," Exhibitors say, "since the talkies!" Projectionists call them a major contribution to "the perfect show."

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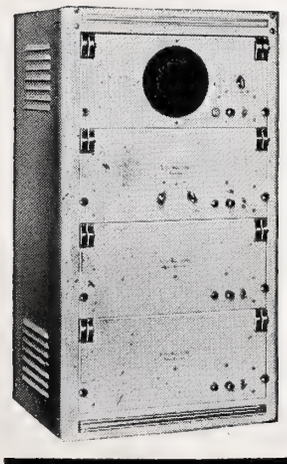
With Sound Head and Picture Mechanism in *one complete unit*— . . . With patented Silent Chain Drive . . . With warperfected Rotary Sound Stabilizer and a host of other major refinements in design, manufacture and finish—DeVRY's new, sensational "12000 SERIES" theater projectors and amplifiers are now being installed in the world's finer theaters.

See these beautiful, rugged, streamlined projectors at the Authorized DeVRY Theater Supply Dealer nearest you. Check them for *stamina, dependability, simplicity, serviceability*—for *low cost maintenance*—and for *performance.*

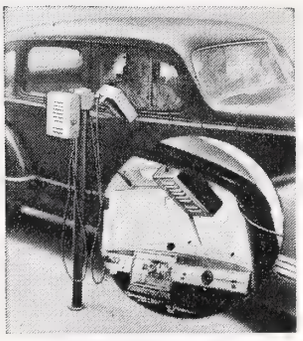
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. . . Projectionists! Exhibitors! Until you've heard sound projection via DeVRY's "12000 SERIES" Amplifier, you haven't heard today's closest approach to your fondest goal—"the perfect show." And PROJECTIONISTS: With DeVRY Equipment, everything you need to check, service or replace, is "easy to get at," through DeVRY's Unit Service Plan. See and Hear DeVRY's New "12000 SERIES" Theater Equipment at the Authorized DeVRY Theater Supply Dealer Nearest You.



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Southeast Breezes

(Continued from preceding news page)

tron here who felt an irresistible "urge" to clip the hair of a young woman seated in front of him couldn't run fast enough to escape his furious victim, who caught him in the lobby and held him until the police arrived. The fine was $50.

KNOXVILLE, TENN.—Work on the half-completed Tim Smith Theatre here has been stopped by the office of the housing expediter.

SPRINGFIELD, TENN.—Voters of Springfield, balloting in an "unofficial" poll, defeated Sunday motion pictures by a 2-to-1 vote.

MEMPHIS—The aisles of the Ritz Theatre here were jammed with excited patrons one night recently when a peculiar smell filled the theatre and somebody called the fire department. No fire could be seen, however, and patrons lingered in the exits to watch the picture instead of going on out. It turned out a compressor in the air conditioning system had jammed.

COLUMBUS, GA.—The city commission's 15-member businessmen's committee now is studying a plan to tax the gross receipts of amusement places.

ATLANTA—The premiere of the reissue of "Gone With the Wind" will be held June 25 at Loew's Grand.

BIRMINGHAM—Henry King, 20th-Fox director, here to attend Birmingham's 13th annual air carnival, was pressed into radio service interviewing spectators for station WSGN, which had a mobile transmitter in an army jeep.

BIRMINGHAM—The Downtown club has obtained a lease on a large four-room suite at the Tutwiler hotel and hopes to have a "housewarming" about July 1.

BIRMINGHAM—The Birmingham Theatre here has a two-for-one deal. The theatre's newspaper ad and one paid admission will admit two persons.

No Loss After All

OKLAHOMA CITY—William Birch of Los Angeles, manager of the Gene Autry shows, lost $1,084 just before he left Oklahoma City to return to Hollywood, he told police. However, he telegraphed that he had found the $350 in cash and $734 check. After his report to police that his billfold containing the money and check was missing, the officers stopped payment on the check at a local bank.

Pete Kempf Gives Recipe For Tasty Popcorn Pie

Lindsey, Okla.—Pete Kempf, assistant manager of Griffith theatres here, has a recipe for what is described as a delicious popcorn pie. You simply fill a pie crust with popcorn and top it with egg whites, then brown the concoction in the oven.

Manager Clark Abbott had his wife bake the pie as a present for Miss Louise Wesson of the Griffith home office when she was visiting in Lubbock, Tex., recently. It was supposed to be a joke, but it back-fired, since Louise thought it delicious and insisted that everyone have a piece. All agreed it was good eating and since that time the recipe has gained in popularity.

McLendon Building Radio Station In Oak Cliff Section of Dallas

DALLAS—Barton B. McLendon, president of Tri-State Theatres, this week announced that he has under construction a new 1,000-watt radio station in the Oak Cliff section of Dallas.

McLendon, who operates the Casa Linda Theatre in Dallas and other houses throughout northeast Texas, Oklahoma and Louisiana, said the station's call letters would be KLIF, in keeping with its announced purpose of providing primary service to Oak Cliff. No other radio station is now located in Oak Cliff a community of 150,000 population.

In active charge of the new station will be Gordon McLendon, son of the theatre owner. The younger McLendon, a graduate of Yale and a Japanese-language officer during the war, won fame through the Pacific with his news-satire comedy shows, Lowell Gram Kaltenheatter. Until recently, he has been managing director of KNET in Palestine, Tex., another McLendon station.



Gordon McLendon snapped at the mike while broadcasting his Lowell Gram Kaltenheatter show during the last war in the Pacific area.

Two Texas Towns Get First Theatres

OKLAHOMA CITY—Two new theatres in the Oklahoma City trade territory, both in Texas, are expected to be in operation by July 1.

The Booker, first theatre in the town of that name, will be managed by C. C. Pulis for the Pulis and Phelps Corp. The theatre will seat 200.

At Darrouzett, the 220-seat Darrouzett has been built to accommodate the town's population of 500. It is the town's first house. M. W. Woods is the owner.

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OKLAHOMA CITY

Girl Scouts of Oklahoma City were guests of the Uncle Leo club June 14 in the Home Theatre. Uncle Leo Blondin, Lincoln park zoo manager, entertained with a stage show which was broadcast over station KOCY. This was the second meeting of the club. All members are registered and are given a club membership card.

The Tower has held "Duel in the Sun" a second week. This film ran in three C&R houses, including the Criterion, for several days . . . The Will Rogers, May, Agnew and Rialto theatres, all Griffith houses, played a jinx preview Friday the 13th at 11:13 p. m. Two thrillers were the screen bill . . . Erik Rhodes, who has been visiting his mother and sister here, has gone to New York to play in summer stock. Rhodes has returned to the legitimate stage after appearing in motion pictures for several years.

The Charles A. Noveys have a baby daughter, Rita Charlene. Novey has the Penn Theatre here . . . Thomas Nelson, in charge of the art and utilities department of Griffith's eight local theatres, will have new working quarters soon. Nelson, now operating from the closed Pix Theatre, soon will move to quarters being provided for his art shop in the Carpentry and Drapery Department Building on West Main. Nelson came here recently from Altus, where he was assistant manager of Griffith operations.

Fern Williams and Wee Gee Thedford are back at work in the Griffith home office after vacationing at Carlsbad Caverns and Ruidoso, N. M. . . Erlene Nahrgang, secretary to Roy Avey and Frank McCabe of Griffith's booking department, is back at her desk after spending a one-week holiday in Lone Wolf, Okla., with her family . . . Mary Marie Ragland, secretary in the Griffith home office, also is back punching the time clock after a week's holiday in Chickasha, Okla., with her family.

Jack Graves has been named president of the Griffith Altus Employes council, succeeding Roy Canada. Doris Gramling was appointed reporter . . . The American Theatre in Cushing, a Griffith operation, will close for the summer months after the last show on June 28, according to Manager Melvin Blackledge.

Bob Busch jr., 9, who says he wants to become a musical star, is showing musical ability at an early age. He was first on the program for a piano recital held recently in the Historical Building. Bob jr. is the son of the Villa and Uptown manager . . . Otto L. Johnson, his parents, his wife Ruth and his son spent a recent vacation at their cabin on the Grand river near Tulsa. Otto is house manager of the Villa. Ruth is in the film inspection department of the Monogram exchange.

Cecil Herod, chief of service at the Uptown, is getting to be quite an amateur camera-snapper. He took his photographic equipment to the hospital room of Rod Cameron, western player who has been confined to a local hospital since his tumble in the recent relief rodeo, and took pictures of a cheerup party staged for the hospitalized star . . . Wynema Pruner, head cashier at the Uptown, was with the research department of the Daily Oklahoman, Oklahoma City's morning newspaper, until recently . . . Loretta Ferris, comely cashier at the Villa, is the sweetheart of all the theatre's masculine teen-age patrons.

The Villa Theatre has inaugurated a cartoon and western picture program to stimulate more interest in the Saturday morning children's hour, which is in its annual school vacation slump. The program started June 14 and proved a "good move," according to Manager Bob Busch.

Membership cards for the Cuero youth program are being issued in the afternoon and evening at the Rialto Theatre boxoffice, according to Manager John Monroe . . . Monroe recently acted as emcee at a recent masquerade ball for the Cuero senior class, held in the Municipal park clubhouse.

"The Macomber Affair" was followed at the State by "The Red House." The latter film opened June 15 . . . The C&R circuit offered books of theatre tickets at $1, $2.50 and $5 as Father's day gifts. The circuit carried its offer in an advertisement in the Daily Oklahoman . . . Ferris Shanbour, manager of the Ritz Theatre, a C&R house, returns from a two-week holiday June 22 . . . Leaving on a two-week vacation June 22 is Eddie Thorne, manager of the Capitol Theatre, another C&R house.

Jimmy Gillespie, 20th-Fox publicist from Dallas, was in town . . . Virginia Benvenuto, Criterion cashier, returns June 21 from a two-week holiday . . . Dorothy Buchanan, Criterion usherettte, left June 15 to spend a week in Texas . . . Charles Gregory is new with the Criterion. He is an assistant manager trainee.

Ralph Ayer, Cooper Foundation executive from Lincoln, Neb., spent a couple of days

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here, leaving June 13 . . . "Calcutta" was held over at the Criterion. "Trouble With Women," starring Ray Milland, will open next, about June 25 . . . The Tower Theatre held "Duel in the Sun" a third week starting June 18 . . Arnold Stoltz, connected with Allied Artists, stopped here briefly on his way to the west coast. Stoltz will return here to work on the film "Black Gold," which will have its world premiere at the Midwest.

C. B. "Brownie" Akers, Griffith circuit executive, is observing his 13th anniversary in the show business this month. Akers will have been with Griffith Theatres 20 years come July 11 . . . Marlin Butler, owner of the Log Cabin here and the Sandia and Ernie Pyle in Albuquerque, N. M., was on the Row for several days. Butler says his Ernie Pyle was the first in the nation to be named after the famed columnist.

Row news is that Charley Hudgens of U-I has a new automobile . . . And, that Bill Slepka's mother underwent an operation in St. Anthony hospital here. Bill is in the theatre exhibition business at Okemah . . . The Midwest invited inmates of five agencies of Community Chest institutions to be guests Thursday morning at a showing of "The Yearling."

Robert L. Barton, son of the R. Lewis Bartons, and Betty Lou Humphrey were married recently. Both the bride and bridegroom were Oklahoma City university students. The bride was president of her senior class. The couple is on a one-month wedding trip to Canada and Niagara Falls. Young Barton is associated with his dad in the theatre business but plans to continue his college education in the autumn. His father owns a chain of houses in Oklahoma, including the Home, Knob Hill and Redskin here. He also is building a new drive-in near the city which will have a 1,000-car capacity. It is three miles south of the city on Norman Highway 77, and will be known as the Odom.

The Morris Loewensteins "supped" Gene Autry and his leading lady, Adele Mara, when they were here recently to participate in a benefit rodeo. Cameras this week started recording the film, "Christianity Is Not a Theology, But a Way of Life." The idea was originated by the Rev. William H. Alexander, pastor of the First Christian church. The film will portray the conflicts between a pastor and orthodox church members who resent dancing, billiards and bowling being promoted by the church. Four city businessmen in the First Christian church are backing the show.

Lee Elrod, National Screen Service cashier, is back from a two-week holiday in Los Angeles . . . G. C. Clark, NSS manager, returns to his desk Monday after a two-week vacation with his family on the west coast . . . Sammy Parson, assistant head shipper at NSS, has returned from his vacation. He spent a couple of weeks just resting at home.

More vacation notes: Jack E. Box, Paramount booker, is spending a two-week holiday at home where he is catching up on his gardening, yard work and rest . . . Hazel Nichols, head inspector at Paramount, is taking the same kind of vacation.

Filmrow shorts: Virby Conley of Perryton, Tex., was a visitor . . . Margaret Ratcliff, steno in Paramount's booking department, was home ill for a week . . . Nadine Cobb, Paramount ledger clerk, broke a small bone in her ankle when she fell down some steps recently.

D. M. Butler of Webber Falls has moved into a new home . . . Leonard Pound has opened the Fun Theatre in Arkoma, near Spiro, Okla., and Fort Smith, Ark., according to Dave Hunt, Republic exchange manager, who received an announcement from the exhibitor.

Oklahoma City Buses Plug All 20th-Fox Product

OKLAHOMA CITY—With outdoor boards sold until December, 20th-Fox has contracted for the exclusive rights to advertise its product on the outside front of all 200 city buses of the Oklahoma City Railway Co. Special containers have been built by the bus company to carry a 1x3½-foot card, to plug all forthcoming 20th-Fox product, starting with "The Ghost and Mrs. Muir," soon to be shown here.

Gets Lens Assignment

Milton Krasner has been handed the lensing assignment on "Imagination" by Universal.

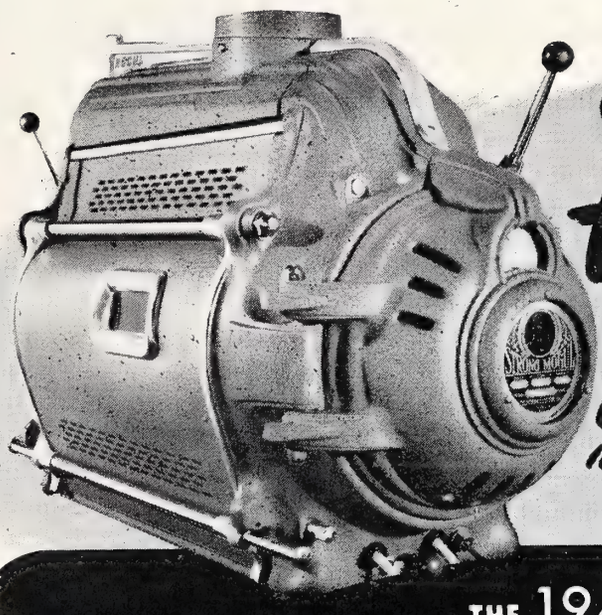
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HOUSTON 2, TEX.—Southwestern Theatre Equipment Co., 1416 Main St.

NEW ORLEANS 8, LA.—Electrical Supply Co., 201 Magazine St. Telephone: Raymond 7272.

OKLAHOMA CITY 2, OKLA.—Oklahoma Theatre Supply Co., 708 W. Grand Ave. Telephone: 7-8691.

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Several Rebuilt STANDARD SIMPLEX Mechanisms with New Rear Shutters and in first-class condition. New or Used 5-point Pedestals and 18-inch magazines to make complete machines.

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HARDIN THEATRE SUPPLY COMPANY
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DALLAS

Julius Gordon, president of Jefferson Amusement Co. of Beaumont, was in town with Tom Treadway, his purchasing agent. Sam Landrum, Jefferson manager in Dallas, returned from Beaumont at the same time.

Grover Parsons, district manager for PRC-Eagle-Lion, came here from Atlanta last week to conduct a sales meeting . . . R. H. Kinney, exhibitor in Hughes, Ark., was a visitor here for several days . . . Mark Holstein, San Antonio, and Stanley Wilbur, Houston, came in for a general sales meeting at U-I last week.

Mary Alice Browne has moved into her new post as director of publicity at the Dallas Athletic club. She is the former Interstate publicity gal . . . National Screen employes are happy over the new air conditioning in the office . . . Mary Bitting has been promoted to head bookkeeper and cashier at Columbia, where she replaces Burdin Brown. Latter took a job as bookkeeper in the Dallas county district clerk's office.



MARY ALICE BROWNE

Debs Hale of Jefferson Amusement Co. reports a fine two-week vacation spent at O'Possum Kingdom, but he says the fish were not doing much biting . . . Sam Berry, sales and service manager for National Theatre Supply, and Stout Jackson of Robstown, Tex., have returned from the valley and Monterrey, Mex. . . . Rita Metzger is the new secretary to Bob Warner of Manley, Inc. Warner was in Kansas City on business this week.

Also visiting in Kansas City were J. M. "Soda" Reynolds and S. Gideon Howell of the Franconi organization, who conferred with Julian King, owner of the North American rights to the promotional game called Darto.

Seen on Filmrow: Preston Tate, the Queen, Santa Ana; J. H. Seagler, Alba, Alba; J. S. Thomason, Wade, Gainesville; Joe Hackney, Plaza, Canton; Hill Marchbanks, Alvord, Alvord; Charles Cooper, Queen, Mart; R. H. Thompson, Mecca and Texas, Jacksboro; Philip and Mrs. Nichols, Melba, Goldthwaite; R. F. Cornes, Cornes, Farmersville; Hiram Parks, Llano, Lubbock.

Buddy Harris is back in the office after spending a week in Kaufman supervising the remodeling of his Plaza Theatre . . Glen and Virgie Beard of the Darden Co. have been in Chicago attending the National Processors Ass'n meeting.

Forrest Dunlap of the American Desk Co. is opening an office in Kansas City July 1 . . . Grover Parsons, PRC district manager, from Atlanta, visited the local office. Bryan Foy, vice-president in charge of production for Eagle-Lion, also was here conferring with Herman Beiersdorf, Dick Owen and Russell Brown.

Audie L. Murphy, 23, most decorated hero of World War II, and Wanda Hendrix, 18-year-old film starlet from Jacksonville, Fla., have announced their engagement in Hollywood. Murphy, whose home is in Farmersville, Tex., won every possible army decoration.

Cliff Turner jr. and B. L. Hagle bought the Texas Theatre in Corsicana from V. E. Hamm. Turner and Hale are ex-GIs . . . Robb & Rowley are the new owners of the Beverly Hills Theatre. They bought it from B. R. McLendon of Tri-States Theatres.

Mangham to Continue FC Physical Service

ATLANTA—Although the Film Classics home office in New York will appoint its own manager, booker and other personnel for the local exchange, John W. Mangham, who has sold his southeast franchise to the parent company, will provide his physical facilities for inspection and delivery of Film Classics films.

Mangham announced Film Classics will set up its own exchange for the Atlanta territory in Mangham's quarters at 164 Wilton St. S. W. Contracts negotiated by Mangham prior to June 27 will be carried out by the parent company.

Mangham said he will continue to be distributor in the area for new product of Screen Guild Productions, Sol Lesser features, reissues of Joe E. Brown, John Wayne, Bob Steele, Tim McCoy, Johnny Mack Brown, Tex Ritter and Tom Tyler pictures, as well as serials.

Her Essay on Theatre Wins $100 in Contest

MELBOURNE, FLA.—Anne Ester won $100 in a contest sponsored by the Van Croix Theatre on the subject "What a Theatre Means to Your Town. Mrs. Ester wrote:

"The Theatre's most vital aim is to keep youth in your home town. Besides, it accelerates and attracts business; nurtures alertness and activity. It colors town life with city culture; relaxes and refreshes by portraying outstanding features which inspire and elevate. Briefly, the theatre X-rays the talent of a nation for your recreation."

The second winner, whose reward was a six months pass, was Janet Ellis. She wrote.

"A theatre is a source of education which provides modern progressive ideas every growing community needs. To youth it is a safe outlet for adventure which might otherwise take its freedom in degrading activities. To the older it means relaxation and humor that often eludes everyday responsibilities."

J. E. Smith, G. D. Heafner Open Cleveland Drive-In

SHELBY, N. C.—J. E. Smith of Lincolnton and G. D. Heafner jr. of Cherryville are co-owners of the new Cleveland Drive-In Theatre, formally opened last week. The theatre is located about a block from the fairgrounds east of Shelby and has two shows nightly. Smith is in the textile business in Lincolnton and currently is superintendent of the Smith mills. Heafner is in the antique and used furniture business in Cherryville and has had some experience with theatres.

John Duren Takes Over The Spud at Hastings

HASTINGS, FLA.—John H. Duren jr. is the new owner and manager of the Spud Theatre here. He has installed a new sound and ventilating system, and has fireproofed the walls.

Friday 13th Exploited

COLUMBUS, GA.—The Bradley sponsored a Friday 13th Laugh Jamboree June 13, with Laurel and Hardy in "The Bohemian Girl" as the feature attraction. "Are you superstitious?" the theatre advertised. "The best way to break a jinx is to have a good laugh."

Two Cent Ticket Levy Is Urged in Nashville

NASHVILLE—An amusement tax of 2 cents per ticket has been urged for Nashville by Councilman Frank Melfi as a "possible alternative to a tax increase."

Melfi estimated that the tax might yield in excess of $200,000 a year. The city is faced with the problem of acquiring an additional $400,000 for operating revenues.

"I do not know that such a tax is feasible in Nashville," Melfi said, "but it does work successfully in many other cities. I think the possibilities of such a tax ought to be explored fully, before we can seriously discuss a raise in the regular tax rate.

The tax measure proposed by Melfi would be in the form of a fee on ticket buyers for special services rendered by the city, such as censorship, police regulation, special fire inspections and handling of crowds by the police. Melfi said he did not think it would conflict with state law.

Constitutionality of a 5 per cent amusement tax recently imposed in Knoxville has been attacked by theatre interests there.

City Amusement Tax Eyed By Columbus, Ga., Group

COLUMBUS, GA.—Possibility that an amusement tax, a city income tax and a heavier tax on intangibles might be enacted to supplant the city's new receipts levy is seen here.

The possibilities were raised at a meeting of the city commission's 15-member businessmen's committee now studying the gross receipts plan.

Paul Newsome, a member of the subcommittee studying the amusement tax angle, said: "I certainly think we should look into that. I am very interested in it."

The committee itself is sharply divided on merits of the controversial gross receipts license plan.

Dedicates Its Graduation To 'Song of the South'

Tifton, Ga.—Tifton high school's graduation class of 1947 is probably the only one ever to dedicate a program to a motion picture.

"Song of the South" was the theme of the class at its exercises June 2.

False Fire Alarm Excites Crowd at Memphis Ritz

MEMPHIS—The Ritz had a double feature —"Thrill of Brazil" and "One Way to Love." An extra attraction was added, however, when something went wrong with the air conditioning machinery and somebody called the fire department.

Nobody could see any fire but there was excitement and the aisles were jammed. Patrons lingered in the exits and watched the picture instead of going on out.

District Fire Chief Nunnery investigated and said everything was handled properly. "There was no fire and no smoke," the chief said. "An electric motor in the circulation system had a compressor which jammed and it caused one of the belts to give off a peculiar odor."

Morristown Businessmen To Open New Drive-In

MORRISTOWN, TENN.—Gaines Baker and Estel Hale, local business men, have begun grading for their new open air theatre located on the Andrew Johnson highway just west of town. They are spending $60,000 on the drive-in, which will embrace all modern features.

Opening is expected within a few weeks.

Marbles Champions Get Awards From Jarman

MOBILE—Claude Jarman jr., awarded trophies to senior and junior champions in the Mobile Press-Register's annual marble tournament. The award tied in with Jarman's appearance in "The Yearling" at the Downtown.

Drive-In Plan Rejected

COLUMBUS, GA.—The city commission has turned down a request of Edward Jenner of Kingstree, S. C., to lease a tract of land near the municipal airport as the site of a drive-in theatre. Mayor Walter Richards said the proposal was refused because the theatre would be too near the airport and might be a hazard to safety.



FOR FAITHFUL SERVICE—Employes of Loew's Theatres in Memphis lined up for service pins being presented by Harry Martin, film critic of the Commercial Appeal, fourth from left. He is giving a pin to D. S. Weaver, oldest employes in Memphis. From left to right: Col. Cecil E. Vogel, Loew's Palace manager; Sam Udelson, Harry Kallaher, Martin, Weaver, E. L. Hurt, Marvin Storler and William Kemp, Loew's State manager.

MEMPHIS

Ben Y. Cammack, RKO district manager in Dallas, was in Memphis for conferences with Herb Kohn, Malco executive . . . Tom W. Young, 20th-Fox manager and president of the Memphis Lions club, has returned from the Lions state convention in Chattanooga . . . A. E. Schiller of Republic's branch operations office in New York was in Memphis for company conferences.

Midsouth exhibitors visiting on the Row included W. F. Sonneman, Palace, Fayetteville, Ark; Norman Fair, Fair, Somersville, Tenn.; Mrs. Henry Boswell, Joy, Moscow, Tenn.; Horace Stanley, Radio, Beebe, Ark.; Bob Kilgore, Harlem, Union City, Tenn.; John Staples, Carolyn, Piggott, Ark., and Louise Mask, Luez, Bolivar, Tenn.

Doak Roberts, Warners district manager in Dallas, was in Memphis for conferences with Ed Williamson, branch manager, and other company officials.

Earl Hartzog, office manager for Warners, leaves this week on a vacation trip which includes a Caribbean cruise . . . Frank Owens, WB shipper, is vacationing in Chicago . . . Gladys Ferguson and Virginia Redmond are new stenographers at Warners . . . Guynell Beale has left Warners.

The 20th-Fox Family club will hold its annual picnic and outing for all employes and their families at Reelfoot lake July 10 . . . Grace Law, 20th-Fox inspector, is vacationing in Fort Worth . . . Shirley Uth, assistant cashier, is in Oxford, Miss., on vacation.

Employes of Loew's State and Loew's Palace received service pins at a party held June 13 at midnight at the State. Harry Martin, amusements editor of the Commercial Appeal, presented service pins to the following employes: Palace Theatre: Sam Udelson, floor manager 19 years, and Harry Kallaher, stage manager, 15 years; State Theatre: M. S. Starler, operator 24 years; D. S. Weaver, operator 26 years; W. H. Davis, engineer 20 years, and E. L. Hurt, operator, 18 years.

Bill Sawyer of the Malco accounting department and his wife are parents of a baby girl born at Baptist hospital June 14 . . . Tommy Thompson, Walt Disney representative in Kansas City, is in town for conferences with Malco officials . . . Roxy Lee, stenographer, Universal, is vacationing in Pennsylvania.

More midsouth exhibitors on the Row included Jack Rhodes, Crittenden, West Memphis, Ark.; D. F. Blissard, Okolona, Okolona, Miss.; Gene Fleeman, Ritz, Manila, Ark.; Walter H. Gray, Rutherford, Rutherford, Tenn; G. H. Goff, Rustic, Parsons, Tenn.; C. J. Collier, Globe, Shaw, Miss.; L. S. Haven, Haven circuit, Forrest City, Ark., and Leon Roundtree, Grand, Water Valley, Miss. and Holly, Holly Springs, Miss.

The Stanton Theatre, Stanton, Tenn., a new theatre, was to open for business May 30, Tommy Walls, owner, said on a recent weekend business trip to Memphis. The Stanton has 190 seats . . . The Dixie Theatre, Greenwood, Miss., damaged by a recent fire, will be open for business July 1, according to F. Q. Spinson, owner.

"Repeat Performance" was screened at the Paramount screening room June 12. It opened at Malco June 26 . . . W. D. Hood, former 20th-Fox shipper, is out of the army and has returned to his old job . . . Virginia Ormond, assistant cashier at Republic, is vacationing in Houston . . . Gerry Cliston, head booker for Republic, is at Gulfport, Miss., on vacation . . . Charles Black, assistant shipper, is on vacation.

Still more exhibitors on the Row included A. D. Webb, Webb, Ripley, Miss; W. H. Odom, Odom Bros., Durant, Miss.; E. G. Fleeman, Ritz, Manila, Ark.; Forrest Dunlap, Palace, Greenwood, Miss., whose home is in Dallas; W. C. Sumpter Cotton Bowl, LePanto, Ark; W. F. Adams, Tate, Coldwater, Miss., and Henley Smith, Imperial, Pocahontas, Ark.

The Satillo Theatre, Midway, Tenn., owned by Floyd Matter, opened June 10 . . . The Hickory Theatre, Hickory Ridge, Ark., owned by Merle Goodart, opened May 25 . . . John S. Gashorn, chair representative, was a visitor at National Theatre Supply Co. last week.

The Time Theatre, Decaturville, Tenn., owned by Cleo Spence, and the Lux at Starkville, Miss., owned by H. H. Thames, will be open for business within the next ten days or two weeks.

J. H. McCarthy, Warners manager, reported his newly overhauled air conditioning unit working perfectly this week . . . Arthur Groom, former manager of Loew's State in Memphis, and his wife and three children are visiting here. Groom is manager of Loew's Theatre at Evansville. He is on vacation.

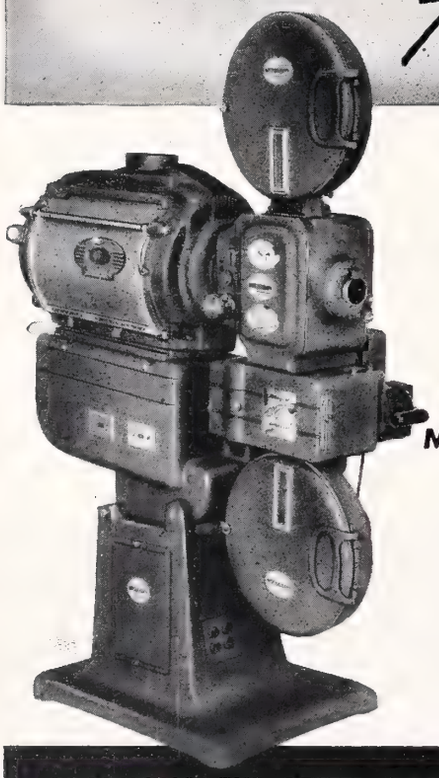
Ruby Russell, Paramount booker-stenographer, resigned to accept a position with Memphis State college. He was given a farewell present by the Pep club at a party . . . Rowena Bedford, Paramount ledger clerk, is vacationing in Chicago . . . Mrs. Fairy Wilkerson, Paramount cashier, is vacationing on the Mississippi gulf coast.

Del Delcombre, Selznick representative, Dallas, was here to see M. A. Lightman sr., president, and other officials of Malco Theatres.

William Goodman, attorney for the Variety Club, was awarded the French Legion of Honor, highest decoration of that government, at a ceremony at the French embassy in Washington. Goodman served as a colonel for four years with AAF in Washington and received the decoration for his rearmament of the French air force in North Africa in 1943-45.

Lavert Wade is Col. Cecil E Vogel's new treasurer at Loew's Palace . . . "Seeds of Destiny," army signal corps production showing hunger in Europe, is being shown at Memphis service clubs . . . MOAT's eight weeks of shows in Overton park's shell begin June 30 with "Desert Song."

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Films Free in Parks

NASHVILLE—The city has started a series of free movies in local parks.

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Keep your theatre modern . . . make every picture a hit . . . with the superior projection of the Brenkert "80" . . . the choice of better theatres everywhere.

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625 W. Bay St., Jacksonville, Fla.

MONARCH THEATRE SUPPLY, INC.
492 S. 2nd St., Memphis, Tenn.

Benton Bros. Seek Routes in Florida

JACKSONVILLE—L. D. V. Benton and B. D. Benton, operators of the Benton Bros. Film Express in Atlanta, appeared at a hearing before the railway commission to seek permission to extend his present route through the state of Florida. Appearing in behalf of the Benton Bros. were Charlie Durmeyer, Ollie Williamson, Clyde Goodson, H. A. Dale, Minna Grady, Johnny Harrell and E. D. Martin.

Sunday Shows Rejected By Springfield, Tenn.

SPRINGFIELD, TENN.—Voters of Springfield, balloting in an "unofficial" poll, defeated Sunday movies by a 2-to-1 vote.

The Sunday picture controversy was the hottest issue in an otherwise quiet municipal campaign. The local ministerial association campaigned against the issue, paying for advertisements opposing Sunday shows. The Junior Chamber of Commerce, also in paid ads, requested the public to express an opinion in the poll for guidance of the city commission. Results of the poll were not binding on the commission, however.

Voting on the question was arranged after the American Legion, Veterans of Foreign Wars and a group of citizens introduced petitions requesting the commission to call the referendum.

O. L. Germany Sells Out

PENSACOLA, FLA.—Clinton F. Vucovich, owner and manager of the Pen, has purchased the interest of O. L. Germany in the theatre.

To Reroof in Prichard

PRICHARD, ALA.—The Rex has been granted a city building permit to reroof the building.

Two Theatres Burgeon Where None Are Now

Alberta, Ala. — This small Alabama community, which has no theatre at present, soon will boast two.

Walter Dockery, a resident of Alberta, has announced plans for a 1,000-seater. The other will be built by Gerald and Richard Little, brothers living in Tuscaloosa. Both houses are expected to be completed about September 1.

Dockery said ground already had been broken for his theatre. It will be brick and concrete and will contain 600 seats on the main floor and 400 in the balcony.

Excavating work already is under way for the Little building, which will be known as the Alberta. It will be built of concrete blocks and prefabricated material. The builders are sons of the late Richard H. Little, who started the Diamond, Tuscaloosa's first picture theatre. They have a CPA permit for the project.

New Lincolnton Drive-In

LINCOLNTON, N. C.—Construction of A. E. Miller's new drive-in theatre two miles from here on the Maidenton-Lincolnton highway will be completed soon. The theatre will be equipped with in-car speakers and will park about 500 cars. Miller has plans for several other theatres, to be built when restrictions are relaxed, including a new house for Lincolnton, to be known as the Miller.

Local Film Exploited

CULLMAN, ALA.—Pictures of the 1947 Cullman county strawberry festival were shown at the Lyric June 18, 19. Other special films booked by Manager William R. Griffin for the occasion were "Teacher Crisis," "A Boy and His Dog," and "Men of Tomorrow." Boy Scouts of Cullman county were guests of the theatre for the showings.



GOING AFTER THE BACON—The Memphis branch of Paramount posed this picture to show its determination to bring home the bacon in the company's Celebrating 35 Years of Leadership drive which starts August 31. In the picture, left to right, are Joe Young and Bob Kilgore, salesmen; Fred Curd, booking manager; L. W. McClintock, branch manager; Tom Donahue, salesman, and Travis Carr and Ray Carter, bookers.

Panama City Theatre Will Include Dances

PANAMA CITY, FLA.—The newly remodeled and redecorated Beach Theatre has opened for the summer, and possibly will continue to operate on a year-round basis, according to Manager Jack Beck. A supper club, with dancing, will soon be added to its nightly program. With space to accommodate 2,000, the large auditorium will be available to any civic or service man's group for conventions or other activities. The American Legion has already scheduled its 1948 convention to be held here.

The auditorium is 125x100 feet and a space of 38 inches has been allowed between each row. The stage is 26x38 feet, built to accommodate any roadshow. The exterior is of concrete and brick.

Decorative schemes throughout are gay theatrical colors. Indirect lighting at the sides and overhead, include simulated stars which give an outdoor effect. Aisles are carpeted and side walls decorated in black figurines.

A new type plastic screen has been installed. Dual amplifiers will be used. All installations were made under the supervision of John Mauk of the Martin-Davis theatres, who came to Panama City from Columbus, Ga.

In a few weeks the new dance floor will be opened. This is a 50x50 space flanked on either side by space for a number of tables, adjoining the orchestra pit. Films will be discontinued at 9 p. m. and the dance floor opened. Food and drinks will be served. The theatre will have its own orchestra, but expects to bring in big name bands for special occasions.

June Haver to Visit Dad In Memphis Next Month

MEMPHIS—June Haver, shapely blond charmer of 20th-Fox films, will pay Memphis a visit around July 15, her father, Fred C. Stovenour, local business man, announces. June telephoned her father from Hollywood the other night to tell him of the visit and also that her sister, Evelyne Stovenour, Conover model, was married Tuesday night in Las Vegas to Jimmy McNamara, wealthy young Californian.

Washed Air for Centre

CENTRE, ALA.—Glover Johnson, owner of the New Theatre here, announces that a new washed air cooling system will be installed soon. A new building is being erected in the rear of the theatre to house the system. Equipment has been received and will be installed as soon as the building can be completed.

Esther Williams in Florida

NASHVILLE—Screen star Esther Williams rated an interview and picture in the local press recently as she stopped over at Berry Field here while on an air trip to Winter Haven, Fla., to work on her new picture, "On an Island With You."

New Seats for Trenton

TRENTON, FLA.—New seats have arrived for the Capitol Theatre and will be installed at once. C. E. Bolton, owner, says that delivery had been delayed. The work will be done during the summer lull.

Puts Bed in His Lobby Before Run of 'Beast'

VAN BUREN, ARK.—Oscar Miller of the Bob Burns Theatre here placed a hospital bed in his lobby ten days before he played "The Beast With Five Fingers," and he advertised that the bed was for anyone who might faint after viewing the picture. He also issued "faint checks" to prospective patrons.

To put his trailer over, Miller turned off all house lights when it was screened, substituting a greenish lobby light from the booth instead. The eerie atmosphere proved a big attention-getter.

Knoxville Theatre Project Halted by Government

KNOXVILLE—Construction of the Tim Smith Theatre at Sevier avenue and Island Home has been stopped by the office of the housing expediter until such time as the builder can obtain a clearance from the federal agency. The theatre was about half completed when Ben Dewbre, inspector from the Memphis district office, stopped construction.

Georgia Theatres Seeks Additional Macon Site

MACON, GA.—E. E. Whitaker, official of the Georgia Theatre Co., informed the Kiwanis club that he had been authorized to negotiate for a building site here for a new theatre to be constructed this year. He said he was encountering some difficulty finding a suitable location.

To Build in Madison, Ga.

MADISON, GA.—Boswell and Reynolds, owners of the Madison and Greensboro theatres, have purchased a site here for construction of a new house when building conditions are eased, according to Hugh Powers, local manager.

Kids Given Bubble Gum

AMORY, MISS.—Free bubble gum was awarded by the Varsity to each child attending the matinee showings of "The Adventures of Tom Sawyer" June 13.

Kimbrell to Tampa Post

TAMPA—Ezry Kimbrell is the new manager at the Strand He was for some time at the Florida Theatre in Gainesville, where he was succeeded by Dick Stafford of the Dixie at Ocala.

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Memphis, Tenn.

Theatre Costing Millions Offered for $143,000

Homestead, Fla.—Anyone wanting to purchase a theatre building should contact the Army air field surplus administration and check the showhouse being offered by the War Assets Administration.

This group of properties built at a cost of $3,500,000, is priced at $143,000.

Runs Beauty Contest

McMINNVILLE, TENN.—"Miss Warren County of 1947" was chosen in a contest in the Park June 20.

Patron Pays Fine of $50 For Clipping Girl's Hair

KNOXVILLE—It cost a man $50 in city court after he was convicted of clipping the hair of a young woman seated in front of him at a Gay street theatre. The defendant told Judge Charles G. Kelly that he just had an "urge" to clip the hair of Mrs. Joyce Marlar. She caught him in the lobby and held him until police came.

Negroes See 'Years'

CHATTANOOGA—The Liberty held the "first showing for colored in the south" of "The Best Years of Our Lives," June 11-13. Roadshow prices of 75 cents and $1.20, with 50 cents for children, were in effect.

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JOE HORNSTEIN, Inc.
714 N. E. 1st Ave., Miami, Fla.

YOUR INDEPENDENT SUPPLY DEALERS

Serving Southern Showmen Satisfactorily

ATLANTA

The premiere of the reissue of "Gone With the Wind" will be held June 25 at Loew's Grand. Manager Boyd Fry is trying to get some of the stars here for the occasion. The picture was originally booked for the 18th but was put off when MGM was unable to furnish a print in time.

Laura Wells, the Powers gal turned exploiteer, was here hunting a man on her pitch for "The Other Love," a UA release . "Duel in the Sun" moved from the Grand to the Rhodes Center for its third week . . . Roy Dacus is at Loew's Grand as student assistant.

Congratulations department: Jim Scott, manager of the Roxy, and Mrs. Scott are parents of a daughter, born June 6 . . . Dick Reagan, booker for Screen Guild, and Mrs. Reagan became parents of a daughter June 12 . . . William Dowler of the Dixie Operating Co., Chattanooga, and Mrs. Dowler greeted a baby daughter June 7 . . . Mary Ellen Adair (that's her new name) of United Artists booking department is honeymooning in Florida.

Among exhibitors shopping around on the Row last week were Abe Solomon of Independent Theatres, Chattanooga; P. L. Taylor of Dixie Theatres, Swainsboro, Ga.; Howard Schuessler and Oscar Lam of Lam Amusement Co., Rome, Ga.; Nat Williams of Interstate Theatres, Thomasville, Ga.; Louis Rosenbaum of Muscle Shoals Theatres, Florence, Ala.; Louis Worthington, Bessemer, Ala.; R. D. Word, Alabama circuit owner; W. E. Griffin, Lyric, Cullman, Ala.; Fred G. Weis, Weis Theatres, Savannah, Ga.; Al Bishop, Bishop Theatres, Columbus, Ga., and J. Reg Wilson, National Theatre Co., Jacksonville.

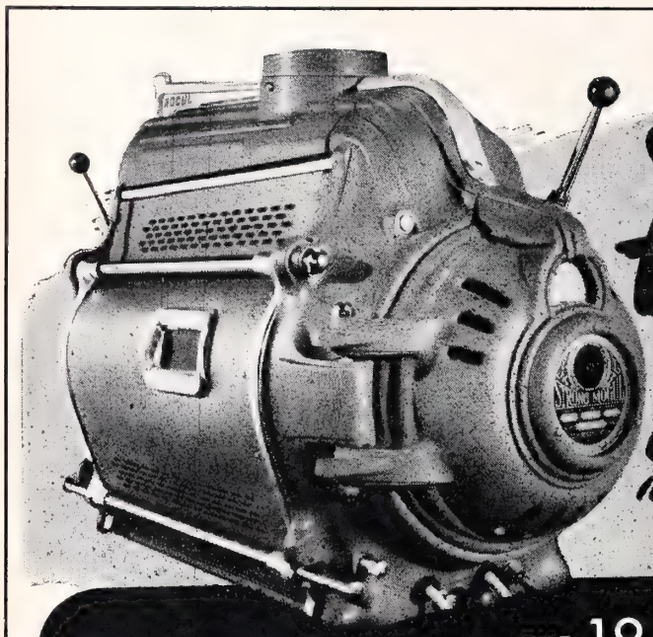
Henry Krumm, SRO southern division manager, south, reports "Duel in the Sun" will play 130 dates in the New Orleans territory in a period of three weeks . . . Ben Hill, UA southern press representative, dropped in from New Orleans.

Wil-Kin notes: Joe Meyer returned to his desk after a week's illness . . S. B. Van Delden, sales manager, is back from a Chicago sales meeting . . . Montene Gentry is vacationing in Daytona Beach . . . Salesman Jimmy Wilson returned from Florida and took off for exhibitor calls in Tennessee . . . Joe Reeves of the sales department was in south Georgia.

John W. Mangham, president, and Joe Fieldman, sales manager, of Screen Guild of the South, made a trip through Alabama . . . Mildred Castleberry of the Martin booking office is vacationing in north Georgia . . . Don Hassler Astor office manager, is back at his desk after a road trip . . . Mrs. Babe Cohen, wife of the Monogram manager, will vacation in New Orleans.

Mrs. Ray Collins, who was with Universal for more than 12 years, is now secretary to Ralph McCoy, special representative for Eagle-Lion . . . Mary Bridges of the Martin booking department is at her desk again after a siege of illness . . . Mr. and Mrs. L. D. V. Benton of Benton Bros. Film Express have returned from a vacation in Los Angeles. B. D. Benton of the same outfit vacationed in Atlantic City.

Joyce Kimberly and Gwendolyn Murphy have been added to the staff of PRC-Eagle-Lion . . . Charlie Durmeyer of Southern Automatic Candy Co. made a flying trip to New York . . . Floyd Stowe, former office manager for Florida State Theatres, is now office manager here for Republic.



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CHARLOTTE 1, N. C.—Bryant Theatre Supply Co., 227 South Church St. Telephone: Day, 2-4242; Night, 2838.

GREENSBORO, N. C.—Standard Theatre Supply Company, 215 E. Washington St.

MEMPHIS, TENN.—Monarch Theatre Supply Co., 492 So. Second St.

MIAMI 36, FLA.—Joe Hornstein, Inc., 714 N. E. First Ave.

TAMPA 1, FLA.—United Theatre Supply Co., 110 Franklin Street. Telephone: 3045.

Feature Treatment Given Story of a Projectionist

GADSDEN, ALA.—The Gadsden Times recently carried a lengthy feature story explaining the intricacies of motion picture projection machine operation. Basis for the feature story was an interview with Sam Holbrook, projectionist at the Bama Theatre in Alabama City, owned by B. Ward Wright. Holbrook is a veteran projectionist who started operating projectors in the days of silent pictures 20 years ago.

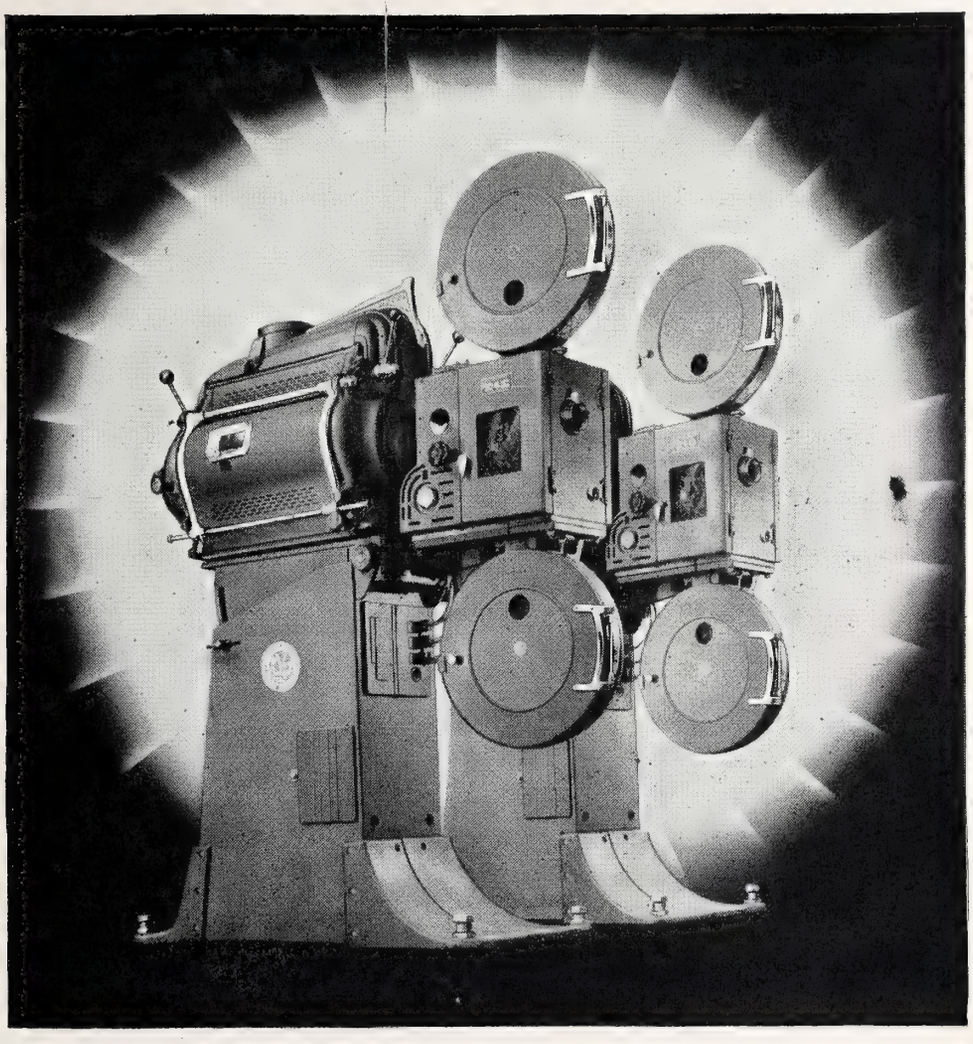
City Puts On Free Show

GADSDEN, ALA.—The city recreation board is sponsoring a series of Tuesday night free shows for teen-agers at the Recreation building. First two feature films, which are furnished by the city, were "Little Men" and "Private Buckaroo." A pair of shorts supplements each program.

Put On Jeep Jamboree

MOBILE—A Jeep Jamboree sponsored by Stewart-Gay Motor Co. was held at the Downtown the morning of June 14. Roy Rogers in "Roll On Texas Moon" was the feature attraction. The jamboree stage acts were broadcast over station WKRG and prizes were awarded.

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You never knew you could get so much of what you want for so little as you get in the *new* DeVRY "12000." They're the sensations of every show at which they have been previewed. "The biggest equipment news," Exhibitors say, "since the talkies!" Projectionists call them a major contribution to "the perfect show."

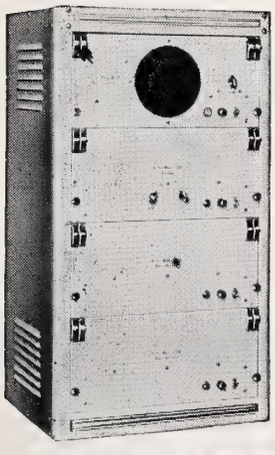
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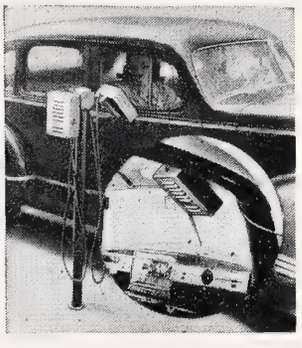
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. . . Projectionists! Exhibitors! Until you've heard sound projection via DeVRY's "12000 SERIES" Amplifier, you haven't heard today's closest approach to your fondest goal—"the perfect show." And PROJECTIONISTS: With DeVRY Equipment, everything you need to check, service or replace, is "easy to get at," through DeVRY's Unit Service Plan. See and Hear DeVRY's New "12000 SERIES" Theater Equipment at the Authorized DeVRY Theater Supply Dealer Nearest You.

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United Theatre Supply Corp., 110 Franklin St., Telephone: M-3045

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Theatre Equipment Company, 150 Brevard Court. Telephone: 2-7722

For the Perfect Show Indoors or Out — Your Best Buy is a DeVRY

CHARLOTTE

Max Bryant, head of Bryant Theatre Supply Co., has improved to the extent that he is now able to see a few visitors . . . Mrs. Pearle Greene, Hollywood Theatre, Manning, S. C., has sent out announcements of the marriage of her daughter, Harriet Elizabeth, to Robert Lee Smith of Manning.

Hal Keeter, PRC manager, gave a special preview screening of "Heartaches," in honor of Kurt Webster, whose revival of the 14-year-old tune inspired the picture . . . T. A. Little, Charlotte theatre owner, was elected to the Charlotte civil service commission by the city council last week . . . At the annual party given by Colonial Theatres of Valdese, N. C., at Linville last week, were many exhibitors and distributors.

Clarence Culler has offered for sale his Springfield Theatre in Springfield, S. C. . . . C. B. Andrews of the Lyric, Bishopville, S. C., is spending much time at Ocean Drive, S. C., looking after his new store buildings there . . . H. A. Sawyer, Salley Theatre, Salley, S. C., spent last weekend a Edisto Beach, S. C.

Will Mixon has changed the policy of his Barnwell Theatre, Barnwell, S. C. The theatre is now open for both white and colored . . . T. Lee Little, owner of the Haigler and Camden theatres, Camden, has completed construction of a foundation for his new theatre there . . . G. Frank Lundy has dismantled his Dulamae Theatre, and now operates only the new Dane Theatre in Denmark, S. C.

Messrs. Dennis and Smith have opened the new Alta Vista Drive-In on Camden road near Columbia . . . Mrs. J. F. Dobson of Ridgeway, S. C., has purchased the building and equipment of the Ritz Theatre in Barnwell, S. C., from G. Frank Lundy. The theatre is now being operated by Messrs. Cuthbert and Tupper. Mrs. Dobson plans to turn over the management of the theatre to her son.

H. Harry Haas, Paramount manager, is spending his vacation in California, his former home . . . The Variety Club closed for several days for renovation and redecoration . . . Among exhibitors on Filmrow were R. P. Rosser, Temple and Sanlee, Sanford; Jimmy Austin, Clinton Theatre, Clinton, N. C.; Ben L. Strozier, Stevenson and Carolina, Rock Hill; Dave Cash, Dixie, Kings Mountain; R. D. McGowan, Joyce, Spring Hope; O. T. Kirby, Palace and Dolly Madison, Roxboro; Bob Bryant, Pix and Capitol, Rock Hill; Tom Fleming, Sylvia, York; J. B. Harvey, Carolina, Clover; Morris Littman, Sylvan, Rutherfordton.

Paul Wilson of Atlanta, 20th-Fox district manager, visited Hi Holston at the Charlotte branch . . . George Ebersole, 20th-Fox salesman, fell in his home and broke his right arm . . . Cy Dillon, Republic manager, is back at his desk after an operation at Memorial hospital.

An excerpt from the column of a local newspaper: "Visitors to the private office of H. H. Everett on South Church street say it's the swankiest in town. Lots of class and glass" . . . The mother of W. D. McGowan, Joyce, Spring Hope, N. C., died recently . . . Henry Berry, Berry Theatre, Hartsville, S. C., spent a few hours on the Row.

George Roscoe, local Columbia manager, attended the sales meeting in Chicago . . . Mr. and Mrs. Harry Kerr have returned from a vacation visit with relatives in Chicago. Mrs. Kerr is a secretary at Columbia, Harry a booker at Paramount . . . Carl Patterson, Columbia office manager, was vacationing at Lake James, N. C.

RKO News: Seline Martin, assistant booker, and Jim Wallace, booker, were vacationing at Carolina Beach, N. C. . . . On vacation too was Jackie Ryan, clerk . . . Personnel of RKO and Warners went on a picnic at Bryant park. One of the features was a softball game. RKO defeated Warners. Later, Wilby-Kincey defeated Universal.

Ben L. Strozier of the Stevenson Theatre in Rock Hill, S. C., and president of the Theatre Owners of North and South Carolina, went to Cleveland, representing the Rock Hill chapter of the Red Cross at the Red Cross national convention.

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Plan Cullman Theatre

CULLMAN, ALA.—Troy Pullen, former owner of the Cullman Apothecary, has purchased the Carl Arnold lot here on Second avenue and is contemplating erection of a theatre, possibly with associates.

Modern House for Wauchula

WAUCHULA, FLA.—The old Royal Theatre is being replaced by a modern building and will feature a cry room among other improvements. This house is a unit in the Floyd chain and is the first to be so equipped.

BIRMINGHAM

Henry King, 20th-Fox director, was pressed into service in a radio role while here to attend Birmingham's 13th annual air carnival. Station WSGN, which had a mobile transmitter in an army jeep, requested King to interview spectators. The director later termed the stunt "one of the most unusual" in which he had had the opportunity of participating.

Mrs. Elsie Falkenberg, wife of the Alabama manager, and their two children, Frank and June, have gone to Miami to spend the summer. Falkenberg expects to join them during his vacation starting July 2. Parents of both Mr. and Mrs. Falkenberg live in Miami. Falkenberg screened "Miracle on 34th Street" and "Living in a Big Way" for theatre employes and the press at the Alabama June 15.

The Downtown club has obtained a lease on a large four-room suite at the Tutwiler hotel and hopes to have a "housewarming" about July 1. Date of the formal opening depends upon completion of refurnishing. The organization, composed of theatre, press, radio and advertising personnel, anticipates the club will be one of the most elaborate of its kind in the south.

Edward J. Lother, 66, business agent for the IATSE local 78 for the last 46 years, died at his residence here . . . Elmer Dedels, local representative for Altec Service Corp., has returned from making an installation at Starkville, Miss.

Mrs. Bessie Curl, assistant manager at the Royal, has resigned to devote her time to housekeeping. Her successor is Clyde Wengel . . . Mrs. Rosa Lee Strombeck, Capitol cashier, has resigned and has been succeeded by Helen Pendleton, transferred from the Galax. Mrs Lois Whitehead is new cashier at the Royal.

R. E. Wiggins, Avondale manager, and Hugh McCain, doorman, were assaulted by two brothers at the theatre recently. McCain was beaten about the face and head, while Wiggins was struck and his shirt torn. In city court, one of the brothers was fined $50 and sentenced to 60 days in jail, and the other was given a similar fine and a six months suspended sentence.

W. H. Merritt, manager of the Galax, was one of the sponsors of a horse show held here June 14, 15. His daughter Betty Jane, a top junior rider, exhibited two five-gaited horses and one walk-trot thoroughbred. Miss Merritt recently returned to Birmingham from school.

The Birmingham has a 2-for-1 deal. The theatre's newspaper ad and one paid admission will admit two persons . . . Ken Laird of Universal was a visitor.

"The Farmer's Daughter" continued to draw well at the Capitol, where it opened an eighth downtown week . . . "The Two Mrs. Carrolls" moved over to the Lyric after a week at the Alabama . . . "Buck Privates Come Home" moved to the Strand after a week at the Ritz . . . "Stallion Road" was the Alabama's new attraction . . . "Angel and the Badman" showed at the Melba and "Calendar Girl" at the Empire. "The Late George Apley" was at the Ritz.

N. A. Kriel is back at work in the projection booth at the Ritz after an illness of seven months . . . Carl Jones, Strand projectionist, is spending a vacation at Panama Beach, Fla.

Alabama Theatres, Inc., holder of the state franchise for the Miss America contest, has received requests from seven neighboring towns regarding the contest in August. Preliminaries will be held in outlying towns prior to the finals at the Alabama Theatre here.

Mrs. L. C. Fitzpatrick, mother of screen star Gail Patrick, has returned to the west coast after a visit with friends at her former home here . . . Mrs. Betty Jane Rooney, wife of Mickey Rooney, spent a recent weekend at Panama City, Fla. Mrs. Rooney intends to make a trip later to California in connection with her litigation with her estranged husband over separate maintenance.

Ralph A. Root, business agent, and E. Earl Walker represented Local 236 at the seventh district MPMO-IATSE convention in Chattanooga July 15-17. Others from Alabama included C. T. Gaston, Jasper, and Lewis Stone, Huntsville. W. P. Raoul, New York City, secretary-treasurer, was principal speaker.

Gene Autry's broadcast here in May drew 6,000 top attendance for the month at Municipal auditorium. Total attendance for the month was 47,500.

Cutting Cards to an Ace for Passes Features Miami Area Promotions

MIAMI—Tom Manning of the Boulevard had the second best Tuesday-Wednesday gross of the season as a result of his promotion on "It's a Joke, Son." The campaign included 1,000 heralds, imprinted grocery and popcorn bags, a false teeth lobby gag, 500 "summonses" on car windshields, 200 mailed post cards, an invisible fish gag, a bannered automobile, 25 window cards, lost purse gag and a "Best Claghorn Joke" contest. Dan Boone's promotion at the Gables on the same picture brought in four Tom and Jerry cartoons as added attractions working successfully.

Charlie Whitaker and Arthur Schwartz, Paramount and Beach managers, respectively, covered "Love Laughs at Andy Hardy" with bumper strips, decals, window and counter displays, and effected an agreement with circulation boys at the Herald. They saw the picture free and in return distributed cards to their route customers advertising the picture. Girls over six feet tall were admitted free at the first showing.

PROCLAIM BOW TIE WEEK

Norman Atwood of the Shores, used a lobby display on "Till the Clouds Roll By" of an umbrella and bench lawn set with star stills attached. He arranged with the mayor of North Miami to proclaim Bow Tie week, and two men's stores played it up big. His candy girl sat on the sidewalk under a sign saying she had a date with Frank Sinatra to see the film. Atwood used a tiein with a shoe store, with a pair of shoes and a sign asking "How would you like to be in Eddie Bracken's shoes as 'Ladies' Man'?" For "Her Adventurous Night" a contest was put on, asking patrons to match the adventures of the stars and awarding passes for the most humorous happenings submitted.

Curry Andrews at the Regent created a lot of attention for "Mr. Ace" through his lobby stunt of asking patrons to cut a deck of cards to an ace and win a pass. There were lots of cutters but only four winners. For "Do You Love Me?" Andrews had a "Lucky nite" and gave prizes donated by local merchants. They included a radio, camera, set of dishes, slack suit and lady's jacket.

Bill Hall did very well at the Hialeah with "California." He used ads and reviews in the papers, and put on a song contest asking patrons to name songs with California in the title. A western saddle and all the trimmings was a lobby display.

INCREASE SPACE ON 'DUEL'

Jimmy Barnett concentrated on "Duel in the Sun" effectively by increasing his newspaper space with before-opening ads. An advance lobby set-piece went up six days in advance. Seven hundred handbills were placed in other theatres and given out opening day. Napkins were stamped in drug stores. He used the first front in several years, and it attracted attention. Handbills and window cards were widely distributed.

Harry Brown at the Cinema campaigned for "The Secret Heart" with stamped napkins, doilies and paper bags. He used miniature golf score pads and laundry stuffers. A girl in the office called numbers from a phone book, cards were distributed and two boys picketed the theatre. Patrons cutting to the ace of hearts, printed with the picture's name, received a pass. For "The Show-Off" Brown had his ushers wear large bow ties, beginning a week in advance.

Carl Jamroga, Sheridan manager, focused attention on "The Verdict" by laundry bundle stuffers, summonses on 1,000 cars, stamped place mats and napkins, imprinted book matches and stickers on newspapers, magazines, menus, candy bars and groceries. For "Bedelia" he got a nice response by telephone, to cards asking patrons to call a certain number to meet Bedelia—the number being the theatre's.

These are Paramount Enterprises theatres.

600-Seat House Planned By Lincolnton Group

LINCOLNTON, N. C.—Ben R. Nation and F. B. Grigg, who opened the Friendly Drive-In Theatre in April, announced that they will be associated with two Lincolnton business men in construction of a 600-seat house downtown. Plans are still in the early stage but Grigg said the site had already been selected.

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MIAMI

Donna Quigley, queen of the Miami Press Photographers Ass'n ball, was runnerup in the contest held in connection with the National Headliners club convention . . . Joy Hodges, in the Olympia's stage show, and Alexis Smith, on the screen in "The Two Mrs. Carrolls" are look-alikes . . . "The Farmer's Daughter" is getting raves from everybody who has been to see it at the Paramount, Beach and Sheridan.

Don Lanning and Dan Fitch, joint heads of the quarters committee of the new Miami Variety tent, are working on plans for lavish decorations and furnishings for the club's July 1 opening.

The opening of "The Ghost and Mrs. Muir" at the Lincoln and Miami, reminded George Bourke of a chat with Gene Tierney at the Plaza last fall. She confided that she had spent the afternoon at the movies. Inasmuch as she was scheduled to see another film that night, Bourke wondered about this evidence of devotion to the cinema. "Oh," explained Miss Tierney, "I had to see 'The Notorious Gentleman,' with Rex Harrison. I've never seen his screen work and as we are to play together in my next picture, I was a trifle worried how we'd work with each other."

The final membership meeting of local members of AGVA was held at the Floridian hotel. It was called by Ernie Fast, regional director . . . Howard Parker, who formerly booked name bands and acts at the Eastwood Park gardens in Chicago, has joined the Buddy Allen talent office as an associate. Case of sand-in-the-shoes.

Wometco Theatres, which goes in for unusual ad wordage, advises patrons that "There is comfort, 'coolth,' and good shows at Wometco theatres" . . . An act at the Olympia featuring a large German Shepherd dog, surprised Dorothy Raymer, amusement editor of the Daily News. While she was busy in her office, the dog bounded in, leaped up and opened a desk drawer, nosed the contents, and, selecting a pencil, dropped it in her lap and then stood by panting happily. The owner then stuck his head around the corner of the door. Said he, "How's that for a smart dog?"

Dean Murphy, the Miami impressionist, did the voice of FDR and the narration for the March of Time which will tell the story of B'nai B'rith. Murphy, an Irish-American Catholic, did the job free . . . Wednesday is "family" night at Claughton's Royal Theatre. Admission for children under 12 is free if accompanied by parents.

Sidney Meyer's daughter Bobbie (he's co-owner of Wometco Theatres) will be guest of honor at an engagement party given by the Arthur Friedmans at the opening of the Vagabond room at the Clover club . . . The Shores Theatre stage is being altered to accommodate the Mae Rose revue of juvenile entertainers which scored such a hit at the Coral last week.

Emory Austin, MGM exploitation man, denies that all the local hubbub over new "islands" in the bay has anything to do with the arrival here of Joe Pasternak's troupe of actors, which is shooting "On an Island With You" . . . Stan Kenton's "Let's Make Rhythm" will soon be seen in local film houses. It's an RKO short.

Rosita Segovia, star at a local club, goes to Mexico City to make a Spanish-language film after closing here. She has a home in Ciudad de Mexico . . . Miami's Diane Page, who dances with her own "Satan," has had bit parts in the films and was written up in American Weekly and Esquire for her sophisticated novelty dance.

Greater Miamians appearing on local screens recently included Kim Hunter in "Stairway to Heaven," Veronica Lake, Ray Teal and Frances Langford in "Beat the Band."

A letter from Ed Wall to Dot Raymer of the News says that Sabu's homestead, 15 miles from Hollywood, has a private lake stocked with fish. But instead of catching them, Sabu goes down every afternoon and feeds them. He has sand in his shoes though, and talks about another Miami Beach vacation.

Vinnie Suero, head mixologist at a local club, is the proud possessor of a letter from Carmen Miranda requesting the recipe of one of his drinks. Vinnie says it's pineapple juice, rum and heavy cream.

Bill Jordon, who owns the Bar of Music, is writing the music for a novelty song, the lyrics of which will be written by Mac Maurada of Hollywood. It's a takeoff on "The Jolson Story," called "The Challis Story" and will be introduced by Beth Challis.

There's a prevalence of Miami nitery names in film titles these days, including MGM's "Fiesta," Monte Proser's "Copacabana," the forthcoming "Sapphire Room," a Paramount via Pine-Thomas production; "Mardi Gras," a musical, and, more than likely, "Park Avenue."

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Suwannee Gets Improvements

LIVE OAK, FLA.—An extensive improvement program has been completed at the Suwannee Theatre and the house is again open. It is planned to operate on a full time schedule. The improvements included new carpets. An ice water fountain has been placed in the lobby. Bob Cannon is manager.

Cameraman for 'Roses'

Ben Kline has been inked as cameraman in 20th-Fox's "Roses Are Red."

Lincoln's Laughing Woman Earns Newspaper Story

MIAMI—Ed May, manager of Wometco's Lincoln, Miami Beach, told Grace Wing of the News, "I thought she'd die laughing—and I'm not kidding." He referred to a patron who laughed so hard at "Buck Privates Come Home" that she had to be carried out.

The patron was a stout, middle-aged woman, and somewhere early in the film she started laughing and couldn't quit. Neighboring patrons complained and May sent the chief usher to ask the woman if she wouldn't like to rest a while in the lobby and get a grip on herself. Shaking and whooping uncontrollably, she was led out by her companions—a young couple who did not appear amused.

May told Miss Wing that he began to get scared when the woman kept laughing harder and harder, tears streaming down her face. They tried to get her to drink water or coffee but she could only sputter. Finally a taxi was called and the woman bundled in.

May would like to find out who the patron was, having failed to get her name in the excitement. He wants to send her three tickets so she and her companions can return and see a full feature, not the Abbott-Costello laugher!

Educational Sex Films Seized, Money Refunded

DURHAM, N. C.—The Astor here was forced to miss several shows when police entered the theatre and arrested Manager Francis Mahoney on a charge of showing "immoral and vulgar films," and seized the questioned films. The theatre was forced to refund admission prices to a capacity audience gathered to see "Main Street Girl" and "Mysteries of Motherhood."

Soon after gaining a continuance of his case in recorder's court, Mahoney and the theatre owner, B&B Theatres, filed an action before Leo Carr, superior court judge, asking an order to restrain Durham police from entering the theatre and seeking return of the seized films.

In a statement to local newspapers, Mahoney contended that the films were of an "educational nature" and being shown to adults only. A letter writer in an afternoon newspaper's public forum, backed up Mahoney's stand in that the films were "educational."

The Astor reopened after the delay with a double feature of repeat runs.

Stock Company to Build Brundidge, Ala., Theatre

BRUNDIDGE, ALA.—A stock company is being formed to build a modern motion picture theatre here. Work will start as soon as necessary arrangements can be made. The company hopes that the new theatre will be ready about September 15. The theatre will have a colored balcony, will be air conditioned and the cost will be around $40,000 to $50,000.

Film Fire Checked

MOUNT OLIVE, N. C.—A film fire hastily emptied the Center recently. No one was injured and the fire department put out the fire before great damage had been done.

Gets Building Approval

CHESTER, S. C.—E. A. Killian of Great Falls has been authorized by the housing expediter in Washington to build a $20,000 combination theatre and garage.

Para Servicing 300 Out of Jacksonville

JACKSONVILLE—More than 300 theatres in Florida and south Georgia are being serviced by Paramount out of its new exchange here. Jacksonville has not had an exchange setup since 1938.

Reopening of the exchange took place June 9, with Mayor C. Frank Whitehead cutting the ribbon that opened the building. We regard Paramount as the advance guard and hope to hear from the other film companies at an early date," he said.

Among those attending the opening were Hugh Owen, southern and eastern division manager; G. Knox Haddow, Paramount designer who supervised the remodeling of the offices; Albert Duren, new branch manager; Clyde Goodson, Atlanta branch manager; Bill Holliday, Atlanta sales manager; Leonard Allen, special representative, and numerous exhibitors, including Frank Rogers, president of the Florida State Theatres. The Paramount offices are in the Florida States building.

Members of Duren's staff are Bert Turgeon, salesman; Robert Stevens, office and booking manager; Tony Hassmer, cashier; Ken McCartney and Jack Rigg, bookers; Jeannette Hollistery, manager's secretary, and Dorothy Dampier, Jewell Nelson, Mary Dietz, Clarice Wilson, Virginia Japour, Murle Rogers and Ann Elizabeth Riley. In the shipping department, which was already stationed here, are O. O. "Pop" Ray, head shipper, and Bud Ray. Inspectors are Mrs. Essie Whitehead, Mrs. Mildred Brazier and Mrs. Nellie Mae Green.

Miami Girl in Films

MIAMI—Gloria Marlen is a local girl who has made good in Hollywood. She got her start singing over two local radio stations. She attended Edison senior high school, and recalls sadly that her school was defeated by Miami high at football for 17 straight years. One of her friends, Veronica Lake, went to the rival school. For several years Gloria was a drum majorette in the annual Orange bowl parade. Her latest film part was in "Sweet Genevieve," to be released by Columbia.

Southwest Briefs

OKLAHOMA CITY—Loren Tindall, screen actor and former Oklahoma Citian, is here for a brief visit.

LINDSEY, OKLA.—Pete Kempf of Griffith has a recipe for a delicious popcorn pie. Fill a pie crust with popcorn, top it with egg whites, then brown the concoction in the oven. The pie originally was made as a joke, but it turned out very good eating.

OKLAHOMA CITY—With outdoor boards sold until December, 20th-Fox has contracted for exclusive rights to advertise its product on the outside front of all the local transit company's 200 buses.

BOOKER, TEX.—The 200-seat Booker Theatre here, first film theatre in town, and the 220-seat Darrouzett, first house in Darrouzett, will open by July 1. C. C. Pulis will manage the Booker for the Pulis and Phelps Corp. M. W. Woods owns the Darrouzett.

OKLAHOMA CITY—The Oklahoma Variety Club has started a ticket sales drive for its turtle derby to be held September 20 at the Stockyards Coliseum.

Athens Charges $3,000 To Hold Sunday Shows



CUTTING THE RIBBON—C. Frank Whitehead, mayor, cuts the ribbon formally opening the new Jacksonville, Fla., branch of Paramount Pictures. Left to right: Frank Rogers, president of Florida State Theatres; Al Duren, Atlanta salesman who was promoted to Jacksonville manager; Hugh Owen, division sales manager, and Whitehead.

ATHENS, ALA.—The management of the Ritz is going to pay nearly $3,000 annually for the privilege of showing pictures on Sunday.

This was revealed here after the city council had passed an ordinance holding that it would be lawful for films to be shown after 2 p. m. Sunday, provided no tickets are sold between the hours of 5 p. m. and 8 p. m.

City Clerk M. S. Kennemer outlined the "gentleman's agreement" between the mayor and council and Robert Cannon, representing the theatre operating company.

In the past the company has paid $100 per year privilege license on each of the two houses here, the Ritz and Plaza. For the privilege of operating at the Ritz on Sunday, the license was upped to $250 per month.

First Sunday picture was shown June 15. "The Shocking Miss Pilgrim" was the feature.

Make 'Swell Guy' Display

MEMPHIS—Bill Schrecker, manager of the Strand, and Elliott Johnson, advertising manager of Malco Theatres, built a 5x9-foot lobby display panel for advance advertising on "Swell Guy." Display incorporated 8x10 stills of featured players and large flittered letters advertising name and date of the film.

American Closing Postponed

CHARLESTON, S. C.—The scheduled closing of the American Theatre here has been postponed.

$1,500,000 Theatre in Gadsen, Ala., To Fulfill Dream of Tony Sudekum

GADSDEN, ALA.—Plans for a motion picture palace reported to cost $1,500,000 have been announced for Gadsden by R. E. Baulch, president of Crescent Amusement Co., Nashville.

Construction of the house will bring to reality an ambition to the late Tony Sudekum, former Crescent president, to build the most beautiful and most elaborate film house of the entire south in Gadsden.

Site of the theatre will be on a tract near Hotel Reich, recently purchased by Crescent for $80,000.

Baulch declined to confirm reports that the theatre would represent an investment of $1,500,000, saying it was difficult to place an estimate at this time because materials and labor are so uncertain. He did say, however, that no other house "in the entire southland" would be comparable to the new theatre.

Bill Parker, manager of the Capitol Theatre, also owned by Crescent, recalled a conversation with Sudekum before his death in which he said:

"My ambition is to build the most beautiful, the most elaborate movie palace in the entire southland. And I want to build it in Gadsden, Ala."

Meanwhile, it was revealed that a new house, the Etowah, to be build in nearby Attalla, will cost $150,000. Amusement Enterprises, Inc., of which Thomas E. Orr, of Albertville, is president, recently obtained CPA authorization for the new structure.

C. O. "Jack" Brown, manager of the Liberty Theatre in Attalla, said the theatre will have a seating capacity of 1,100, and will be 185 feet long by 53½ feet wide. It will be air conditioned and modern in every respect, Brown said. About six months will be required to complete the theatre.

"There will be ample parking space, three exits, and for safety there will be a four-foot concrete sidewalk extending from the front to the rear," Brown said.

"We have been trying since 1942 to build this theatre, but were unable to obtain a government permit. Our applications were rejected in Birmingham seven times. Washington finally approved it."

Plans call for a stage and 836 seats in the main auditorium and 264 seats in the ramps. The theatre will be of brick and steel construction, fire resistant, with walls of acoustical plaster.

H. H. Thomas Lights Up Lux in Starkville, Miss.

STARKVILLE, MISS.—The new Lux Theatre, owned by H. H. Thomas, opened Thursday (12).

Second Kingstree Theatre

KINGSTREE, S. C.—B. B. Anderson, owner and operator of the Anderson Theatre for a number of years, has bought property on West Main street as a site for a second motion picture theatre, to be built when government restrictions on building are lifted.

Miami Ready to Welcome 'Yearling' Florida's Much-Delayed Picture

MIAMI—Miamians are prepared to take "The Yearling," which will open at the Paramount, Beach and Sheridan June 26, to their hearts. Marjorie Kinnan Rawlings, the author, is a Floridian, and the picture, of course, is authentically Florida. Nearly a million and a half acres in north-central Florida was charted in 1939 to select the best location site. Only a Floridian realizes what a herculean task that meant, for the swamps and jungles of the state often defy penetration.

Two years later, after several units had criss-crossed the territory and planned a Hollywood invasion with all the precision of a military maneuver, the real start was made in 1941. Director Victor Fleming and a cast including Spencer Tracy, Anne Revere and the 13-year-old Gene Eckman of Atlanta, arrived in Florida with one of the biggest working crews ever assembled.

There were numerous maddening delays. A forest fire left a haze of smoke over the area for weeks during which no color shooting could be done. Animals had to be accustomed to human company, and during the course of months the deer, which plays so important a part, kept growing and having to be replaced. Wartime travel restrictions finally stopped everything and when work was resumed in 1945, the original Jody had grown so much he had to be replaced with a new juvenile lead, consuming six months more. Director Fleming, Tracy, and Anne Revere had other commitments, so the assignments went to Clarence Brown, Gregory Peck and Jane Wyman.

Floridians have kept abreast of these developments and are now awaiting the opening of the film.

Sponsor Cooking School

SHEFFIELD, ALA.—A cooking school, sponsored by the Sheffield Young Men's club and the city power and water department, was held at the Ritz June 10-12.

'Henry V' in Fort Dodge

FORT DODGE, IOWA—"Henry V" was shown for two days last week at the Iowa, Central States theatre managed by Jess Day.

Theatre Ads Will Go Into Homes By Springfield Facsimile Paper

From New England Edition

SPRINGFIELD — Theatres here, in the future, may place their display advertising copy directly into the homes of local residents, under a plan announced to publish a facsimile newspaper here.

The electronic dissemination of news will permit the transmission of pictures, drawings or printed copy, according to Harry Bliven, president of Film Group, Inc., which has formed a subsidiary company to publish the modern newspaper. To be known as New England Facsimile Corp., the new company plans to publish its newspaper "some time in the fall."

Other incorporators, besides Bliven, are Eugene C. Zack, formerly of the editorial staff of the Daily News and one-time managing editor of the WSPR news bureau, and J. Kendall Brigham, assistant treasurer of Film Group.

AD RATES NOT SET

The facsimile newspaper, Bliven said, will not be transmitted via FM, as is customary elsewhere with this type of news dissemination. "Our paper will not be an adjunct either to radio broadcasting or newspaper publication. It will be a completely independent newspaper, supplying news and advertising copy on an around-the-clock basis."

The service has not yet set up advertising rates, but they are expected to be based on the number of home receiver-recorders in operation.

The company will place receivers in homes on a monthly fee basis that will include the costs of paper and of servicing the machines. Under the plans for news publication, theatre advertisements and motion picture reviews would be transmitted during the afternoon, at the same time that comics and the business section are published. "If people read the theatre ads and reviews in the morning," Bliven explained, "they won't be interested in them. So we plan to put them on their machines in midafternoon—just the time that they'll begin to make their plans about what to do that evening."

NEW TABLOID TOO

Because of strict limitations on paper that can be used daily, it may be necessary to limit theatre ads for the present, Bliven said. Actual limitations on paper use will depend on the amount of paper that can be placed on the machines at any one time. "It's not a question of shortage as it is with newspapers, but rather of how frequently we'll have to service the machines."

The inauguration of facsimile will mean three-way competition in the Springfield news and advertising markets for the first time in the city's history.

At present, two of the city's four metropolitan dailies—the evening News and the morning Union—are publishing with full quotas of advertisements, despite an eight-month-old strike of AFL and CIO unions. After refusing for three months to place ads in the nonunion dailies which resumed publication in defiance of the strike, local theatremen have begun placing display ads in the strike-breaking dailies.

Next month, a new afternoon daily is due to enter the field, with Roger L. Putnam, ex-mayor and prominent industrialist, launching the Sentinel, a tabloid.

Warners Open Vogue, Cleveland Deluxer

From Mideast Edition

CLEVELAND—The Vogue, Warner Bros.' de luxe 1,565-seat theatre on South Moreland boulevard, threw open its doors to the public for the first time at 6:30 p. m. Thursday (29). Situated in a newly developed restricted residential neighborhood, the Vogue is the first theatre to be built and completed here since the war.

Since it is a neighborhood house the main purpose of its designers was to create an intimate atmosphere of charm rather than to stress size and glamour. Built of red brick with colonial wood trim, the Vogue was planned by Maxwell H. White and further developed and brought to completion under the supervision of the architectural firm of Weinberg, Laurie & Teare. Throughout the entire period of planning, designing and construction, D. Leonard Halper, architect for Warner Bros. Theatres, directed its progress.

RCA high fidelity sound has been installed. Chairs are Mercury Streamliners, set at a distance to provide ample leg room. Concealed ceiling downlights eliminate glare and reflections during the time the theatre is operating. Lobby lighting is of the indirect neonized type while the exterior flood of brilliance combines neon and electric bulb illumination.

The powder room is furnished in shades of soft rose and pearl gray and is provided with cosmetic tables and mirrors. The men's lounge has plastic covered furniture in shades of biege, rust and green. Air conditioning and hearing aids are provided.

Parking space for 300 cars and specially designed bicycle racks take care of both adult and juvenile patrons.

Harold Friedman, who has been with the Warner Theatres for 11 years, is manager of the Vogue.

Sponsored Saturday Shows Aimed at Juvenile Ills

From New England Edition

PAWTUCKET, R. I.—Theatre managers are taking the initiative in a campaign to combat juvenile delinquency here by staging a series of 36 free, sponsored Saturday morning shows. The first of these was given recently at the Leroy Theatre.

Martin R. Toohey is chairman of a theatre managers' committee that is working with Mayor Ambrose McCoy and Edward F. McGrath, chairman of a coordinating council in arranging the shows. Expenses of the first show were underwritten by the Pawtucket lodge of Elks.

McGrath appealed to manufacturers, merchants, public utilities and fraternal organizations to sponsor succeeding shows. Participating in the movement are all theatres in the city, the Leroy, Strand, Capitol, Darlton, Fairlawn and Broadway.

Four shows will be given in May, one each at the Leroy, Strand, Capitol and Darlton. The series will be resumed in September and continue until May 1948. The Broadway and Fairlawn theatres will start their presentations in September.

Programs will comprise western films, news and sports reels, educational and special films to be selected by the managers' committee. Mayor McCoy offered the cooperation of the city to the theatremen and promised police and fire protection. Members of various committees of the co-ordinating council will assist.

The capacity of the theatres will determine the number of tickets to be distributed by the principals of public and parochial schools. The theatres will receive no profit from the performances, but will be reimbursed for expenses by the sponsors.

Boards of Trade Run Faltering Theatres

CALGARY—Boards of Trade have stepped in recently to take over operation of several small town theatres where suspension or closing was pending. In most cases the merchants of these towns recognized the value of the motion picture programs as an attraction to bring in farmers and residents of nearby smaller communities.

Two theatres given up by Jack Mulvenna, circuit operator, are now in the hands of Boards of Trade. In Sceptre, Sask., the BOT took over his house and appointed A. W. Cook manager, and in Kyle, Sask., the BOT named Charles G. Myers to operate the former Mulvenna house.

The Board of Trade in Conquest, Sask., will operate the theatre formerly run by Frank Tyler, who continues as manager. Tyler is chairman of the BOT.

Sees 'Jolson' 28 Times; She's Hosted the 29th

TORONTO—Manager Len Bishop of the Tivoli reports an experience he had during the 11-week engagement of "The Jolson Story," recently concluded, which, he solemnly swears, is based on fact.

Asked by a member of his staff as to the record number of times that any patron had seen the picture during the local run, Bishop advised that at least one person had attended performances nine times. Bishop was told there was a woman at the entrance who had seen the feature no less than 28 times. The Tivoli manager decided that was really something and decided to invite the lady to be his guest for her 29th performance.

Arriving at the door, Bishop found out that the woman had half a dozen friends with her. Undaunted, he passed them all into the show.

Kerwin Fills In for Foster At Yarmouth Community

YARMOUTH, N. S.—R. A. "Al" Foster, manager of the local Community Theatre since Franklin & Herschorn opened the theatre ten years ago, has been replaced by Herman Kerwin, manager of the Regent at St. John, who is filling in until a permanent successor is named. Kerwin is putting through a general redecorating plan for the Community.

Indications are that a local man, a former air force officer and hotel staffer, may be appointed to Foster's old position. Foster's plans are unknown, but he may return to Halifax and continue in the theatre field. He was active as a producer, director, actor and singer in amateur shows and as a radio singer while at Yarmouth. His wife and three young children are in Yarmouth.

British Actor Redgrave To Visit the Dominion

OTTAWA—Before he returns to England to make his next picture for J. Arthur Rank, Michael Redgrave, British screen actor, is scheduled for a visit to Canada.

Redgrave has been booked for a personal appearance at the Ottawa Centre July 21 when the theatre will be playing a British feature. He is also expected to appear at Toronto, Montreal and Hamilton during his tour.

The visit is part of the organized plan of Canadian Eagle-Lion to popularize British stars in the Dominion as discussed during the recent stay in Toronto of J. Arthur Rank.

Rap Unfair Competition From Service Theatres

HALIFAX—Charging air force and navy installations are showing first run pictures to the public before they are available to commercial theatres, exhibitors in this section are complaining to authorities against the unfair competition.

Civilians, as well as military personnel are permitted at the shows, with resulting damage to patronage in the downtown houses, it is said. The air force station at Eastern Passage operates its 600-seat theatre two nights a week. The admission price is 25 cents. The same conditions are said to prevail at the navy station, which is within the city.

The Garrison army theatre is showing pictures on Sunday nights.

Business here and in Dartmouth is down sharply from a year ago, down as much as 40 per cent in some houses. There are about 5,000 unemployed and even those working are feeling the increased cost of living and are shopping around for their entertainment. Unseasonable rain and cold have delayed the start of outdoor activities and showmen foresee a further drop in attendance when warm weather arrives.

'Killer' Type Pictures Canceled by Theatre

Haney, B. C.—Members of the Lions club here just don't like the underworld or "killer" type of pictures.

Good clean westerns are okay, they told the manager of the Haney Theatre, an Odeon house.

Accordingly, the management yanked the offending pictures and everybody is happy.

Carpenters Hard at Work On St. Hyacinthe Studios

ST. HYACINTHE, QUE.—A number of specialists and carpenters now are working at the local studios of the Quebec Productions Corp. Paul L'Anglais, general manager of the company, says work is proceeding on improvement of the studios and on installation of new machinery. This work will facilitate the shooting of the company's next film, which is scheduled for about mid-September. The title and cast of the new film have not yet been definitely chosen, L'Anglais said.

Fred M. Gee Is Dead

WINNIPEG—Fred M. Gee, founder of the Celebrity concert series, died here after a brief illness, ending a career which made him famous throughout Canada and the leading musical centers of the United States as an impresario of musical events. Gee built the Celebrity concert series into the largest single enterprise of its kind in the Dominion and, possibly, in North America. In recent years he expanded his organization to include leading towns in western and northern Canada.

'Rome Trembled' Plays Toronto at Dollar Top

TORONTO—Extensive exploitation preceded the Toronto roadshow engagement of "Before Him All Rome Trembled," Italian foreign-language picture, at Eaton's auditorium, during the week of June 16. Top admission was $1.

The run of the French film, "It Happened at the Inn," at the International Cinema came to a close June 14 at the end of three weeks and was followed by a revival of "Les Miserables" from 20th-Fox.

"Open City," Italian-made drama, was the feature for three days at the Savoy in Hamilton, at regular prices after it had played five weeks in Toronto's Kino with prices scaling up to 90 cents.



THEY MET MR. RANK—Snapped during a meeting with J. Arthur Rank in Vancouver are these Canadian figures, seated, l. to r.: Bob Fraser, Circle Theatre, Vancouver; Rank; Al Davison, Plaza Theatre, Victoria; Gerry Sutherland, Park Theatre; Art Graburn, district booker for B. C.; Elliott Brown, Trail Theatre, all of Vancouver.

Among those standing are John Stoddard, Abbotsford; Frank Marshall, Marpole; Carman Gentile, Odeon, North Vancouver; Al Narvey, Lonsdale, North Vancouver; Bill Wallace, Paradise Theatre, Vancouver; Johnny Bernard, assistant booker, Odeon B. C. office; Bob Hardy, Frazer Theatre, Vancouver.

MONTREAL

A handsome monetary award came to Grattan Kiely, Montreal district manager for Warners, and Archie Cohen, salesman, for winning the short subject sales contest for 1946-47 . . . Tom Dowbiggin, Paramount manager, and Romeo Goudreau, salesman, attended the sales convention at Toronto in the King Edward hotel . . . Raymond Gouge, proprietor of the Rialto, Quebec, was a visitor to the 20th-Fox office on Filmrow . . . Frank Fisher, sales manager for Eagle-Lion, was here from Toronto on business.

George R. Giroux of Hollywood, who visits the exchanges once a year to check up on performance and print conditions in Technicolor pictures, dropped in at the Paramount exchange . . . The new Chateau Theatre opened at Rawdon June 14. Theodore Lachapelle is owner.

Mrs. Eileen Chalifour has been added to the RKO staff here.

Leo Smith, mayor of Gatineau Mills, has opened a new theatre there, the Laurentian . . . P. Beaumonsour, owner of the Royal, Louiseville, invited the young ladies of the RKO office to lunch with him at Ruby Foo's. Now, they want to know when.

N. Rozon, owner of the Roya, Hudson, played "The Best Years of Our Lives" six times in four days and 550 persons attended out of a population of 1,500 . . . P. E. Theriault of Maniwaki will run motion pictures in the Mont Laurier arena while rebuilding his theatre . . . Shirley Levitt, daughter of John Levitt, Columbia salesman, has returned to Montreal after four months spent in Mexico City, where she learned to speak Spanish fluently.

Herman Vosberg is the new booker at PRC replacing Douglas Brais. Before his five years overseas service Vosberg was associated with Empire-Universal: He is a brother of Max Vosberg, assistant booker at Regal Films. Brais has left PRC to undergo training as an operator in an out-of-town theatre . . . Charles Trenet, Parisian star, has bought ground at Ste. Adele in the Laurentians as a site for a permanent home. Trenet recently appeared at the Gayety Theatre.

L. M. Bleackley, vice-president of Perkins Electric Co., distributors of projection and sound equipment throughout the Dominion, and R. V. Shale, Toronto office manager, attended the recent conference of the Society of Motion Picture Engineers in Chicago.

Opera Stars in 'The Mill'

Lauritz Melchior and Marina Koshetz, opera stars, have been ticketed for featured roles in Metro's "The Red Mill."

Toronto's Boxoffices Affected by Weather

TORONTO—Variable weather continued to disturb traffic to Toronto's downtown theatres at a time when grosses were leveling off. "The Farmer's Daughter" seemed to like the weather, however, having a good third week at Shea's while "Sinbad the Sailor" continued for a second week at the Tivoli and Eglinton.

"Stallion Road" had fair play at the Imperial; ditto for "Living in a Big Way" at Loew's. Three of the first runs had double bills.

(Average is 100)

Capitol—**That Way With Women** (WB); **Jewels of Brandenburg** (20th-Fox) 95
Eglinton—**Sinbad the Sailor** (RKO), 2nd wk..... 100
Imperial—**Stallion Road** (WB) 95
Loew's—**Living in a Big Way** (MGM)..... 95
Shea's—**The Farmer's Daughter** (RKO), 3rd wk..... 85
Tivoli—**Sinbad the Sailor** (RKO), 2nd wk..... 100
Uptown—**That's My Man** (Rep); **Winter Wonderland** (Rep) 90
Victoria—**That Way With Women** (WB); **Jewels of Brandenburg** (20th-Fox) 95

Vancouver Still Is Suffering; 'Boomerang' Tops the Town

VANCOUVER—Boxoffices were a little more active, but takes were still low. "Boomerang" at the Orpheum topped the town. "The Guilt of Janet Ames" gave the Vogue a record low and was yanked after four days. "The Fabulous Dorseys" was another disappointment at the Odeon-Hastings. The weather was warm.

Capitol—**Imperfect Lady** (Para)..... Fair
Hastings—**The Fabulous Dorseys** (UA); **Shadows Over Chinatown** (Mono)..... Moderate
Orpheum—**Boomerang** (20th-Fox) ..... Good
Paradise—**She-Wolf of London** (U-I); **The Trap** (Mono)..... Fair
Plaza—**Death Valley** (PRC); **Come and Get It** (PRC revival)..... Fair
Strand—**Wake Up and Dream** (20th-Fox); **Backlash** (20th-Fox) ..... Average
Vogue—**The Guilt of Janet Ames** (Col)..... Poor

Calgary Grosses Spurt As Rain, Cold Persist

CALGARY—Cool, wet weather has been beneficial to the theatres, curbing almost all outdoor activities. Full evening houses were the rule last week. Track racing continued, but the wet weather drew only the most ardent betters to the track. If heat follows the wet spell, as farmers hope, the result will be another decided drop at the boxoffices. Meantime the managers are raking in some welcome shekels, making hay while the sun does not shine.

Capitol—**Sea of Grass** (MGM) ..... Very good
Grand—**Johnny O'Clock** (Col) ..... Good
Palace—**Carnival in Costa Rica** (20th-Fox); **Jewels of Brandenburg** (20th-Fox) ..... Fair
Palace—**Fear in the Night** (Para); **Seven Were Saved** (Para) ..... Good

Takes Comedy Role

Ruth Donnelly has been signed for a comedy role in Republic's "The Fabulous Texan."

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TORONTO

Manager Ralph Wilson of the Belsize was host at a Saturday matinee performance for the patients of the Home for Incurable Children. They enjoyed "Centennial Summer" and cartoons, after which they were taken to a tearoom for refreshments. The juveniles were transported to and from the theatre by automobiles supplied by neighborhood merchants, escorted by a detachment of motorcycle policemen. For those who were unable to enjoy the outing, Ken Rolland, who organizes an amateur show for a Thursday night feature each week at the Belsize, took a group of entertainers to the hospital on a subsequent night so that all inmates would have some fun.

As a windup for the season's activities, the 20th Century Theatres Managers club arranged a picnic for the Circle M ranch at Kleinburg, a short distance from the city. The invited guests included the employes of the circuit houses, their wives and families and the head office staff.

Municipal fathers are getting particular about the Civic Memorial square to the west of the city hall. At first it was proposed to ban all changing of signs on theatre marquees in the vicinity of the civic centre and to restrict the use of shadow boxes. Under pressure, the property committee decided to allow sign announcements to be changed once each week and a by-law is to be passed to prohibit the erection of any further canopies or advertising displays.

During the absence of Manager Fred Trebilcock of Shea's on his European jaunt, Arthur Race is acting manager of the downtown showcase, assisted by Alex Duguid, house treasurer. In the meantime, Ted Gee, veteran doorman, is on the sick list.

The sales convention of Canadian Paramount at the Royal York concluded with a dinner of the company's 25-year club, at which H. Q. Burns of the Toronto head office staff was formally inducted into membership. Those attending included Bob Murphy and M. Stevenson of Vancouver; W. O. Kelly and R. MacLeod, Calgary; L. Gunn and R. Lightstone, Winnipeg; Tom Dowbiggin and R. Goudreau, Montreal; P. J. Hogan, St. John; R. Simpson, Arthur Hirsch, A. Theurer and James Delaney of the Toronto branch staff, and W. J. O'Neill, secretary-treaurer; Burns, and Win Barron of the Canadian head office, with Gordon Lightstone, general manager in charge.

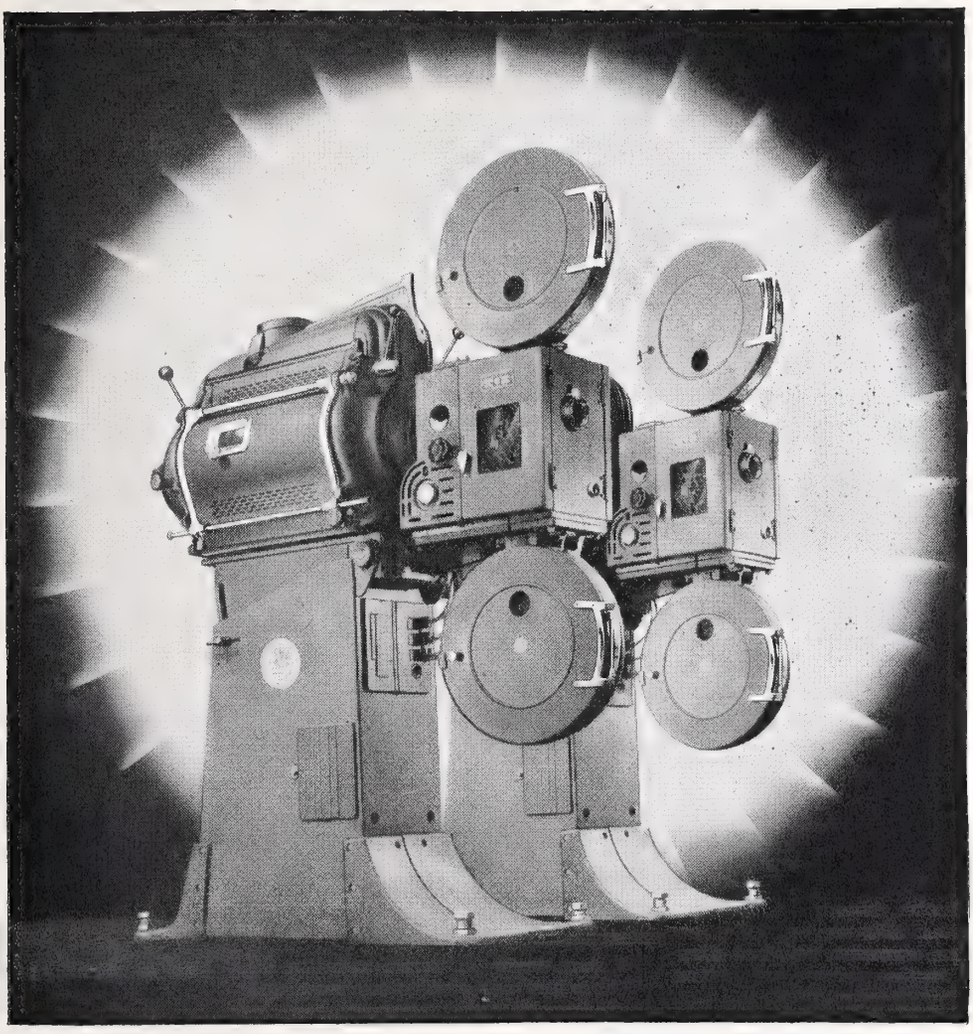
Brockington Vice-President Of Odeon Theatres Circuit

MONTREAL—Leonard W. Brockington hos been elected a vice-president of Odeon Theatres of Canada, Ltd., according to J. Earl Lawson, president and head of the J. Arthur Rank interests in the Dominion. George W. Peters also has been elected a vice-president, Lawson announced, and Allan E. Robinette has been elected secretary.

Brockington, a native of Wales, was the first chairman of the Canadian Broadcasting Corp., and during 1942-43 was adviser on Commonwealth affairs to the British Minister of Information. He has been a director of Odeon Theatres since the expansion of the theatre circuit and is Rank's legal adviser in Canada.

Peters, who has been with Odeon since its organization, is a director and until recently held the office of secretary. Robinette joined the company following service overseas in the army. He is a member of the Ontario bar.

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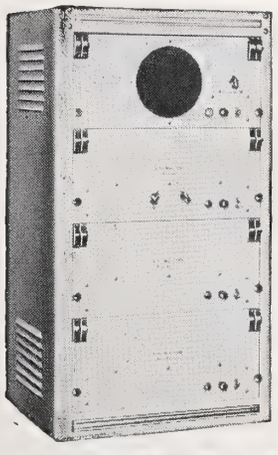
With Sound Head and Picture Mechanism in *one complete unit*— . . . With patented Silent Chain Drive . . . With warperfected Rotary Sound Stabilizer and a host of other major refinements in design, manufacture and finish—DeVRY's new, sensational "12000 SERIES" theater projectors and amplifiers are now being installed in the world's finer theaters.

See these beautiful, rugged, streamlined projectors at the Authorized DeVRY Theater Supply Dealer nearest you. Check them for *stamina, dependability, simplicity, serviceability*—for *low cost maintenance*—and for *performance.*

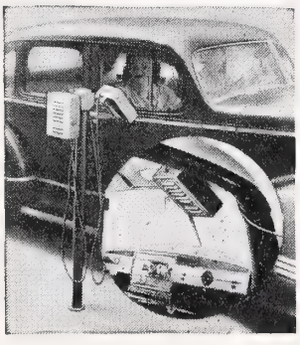
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:..Projectionists! Exhibitors! Until you've heard sound projection via DeVRY's "12000 SERIES" Amplifier, you haven't heard today's closest approach to your fondest goal—"the perfect show." And PROJECTIONISTS: With DeVRY Equipment, everything you need to check, service or replace, is "easy to get at," through DeVRY's Unit Service Plan. See and Hear DeVRY's New "12000 SERIES" Theater Equipment at the Authorized DeVRY Theater Supply Dealer Nearest You.



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Compact, lightweight, precision-built to withstand rugged all-season service—DeVRY's In-Car Speaker is designed for permanent installation on the parking ramp. Assures superb sound reproduction. Permits in-car operation, so windows can be kept closed in bad weather. Individual sound control to patron's taste. Sound is confined to theater area, eliminating community annoyance, yet reaches farthest parked patron in same synchronization of image as those close-in. Specifications, prices, on request.

See it! Hear it! At the Authorized DeVry Theater Supply Dealer Nearest You.

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VANCOUVER

The **Brooks-Scanlon** interests, an American firm which operates the Powell River pulp mills, are studying the possibilities of making motion pictures in British Columbia. There is every possibility, according to the well informed, that the firm will be successful in bringing motion picture companies to the region.

Rolly Keil of the Strand, Edmonton, who was in Seattle visiting his brother, stopped off here en route home and said that while business had slackened considerably, Edmonton is one prairie spot holding its own this summer . . . Canadian distributors are said to be worried over the unlicensed use of 16mm prints for both theatrical and non-theatrical purposes . . . Used during the war in army and navy installations, these narrow gauge prints are said to have strayed into unauthorized hands and film boards over the Dominion are watching the situation closely.

Jack Randall, Strand Theatre manager and a member of the Gyro club since his Calgary theatrical days, addressed members of the Vancouver Gyro club on "Motion Pictures and Their Place in the Community." This is only one of Randall's many goodwill gestures that mean much to the industry . . . 20th-Fox lost two front office employes. Ken McHale resigned to become a member of the provincial police, while Douglas Luff left to continue his music career. He is a member of the Vancouver Symphony orchestra.

Reports along Filmrow are to the effect that 25 new theatres are being completed or contemplated in British Columbia. Theatre construction is booming in the three prairie provinces . . . Joe Cameron, owner for 20 years of the 180-seat Ashcroft Theatre in the town of that name, has sold the house to Messrs. Rogers and Belshaw. The building survived a fire in 1916 which destroyed half the town.

Jimmy Davie, RKO manager in British Columbia, has been elected lion-tamer by the Lions club. This job should be easy for Jimmy, who has been taming some really tough exhibitors the last few years . . . Myrtle Milner, Orpheum cashier, was married to Stan Sartain and will honeymoon south of the border. Cupid is working overtime on lassies in local show business, no fewer than 15 theatre employes have been married in the last few weeks.

There were many who predicted poor business for "Great Expectations," but it did right well at the Vogue-Hastings. Eagle-Lion, releasing the film, took it out of circulation, awaiting the Music Hall, New York booking. Now it will be rereleased and is dated this month in the Plaza, a downtown house, where it will be given top-drawer treatment by the Odeon circuit.

Vancouver visitors included George Peters, Odeon head office executive and a member of the board of Odeon Theatres of Canada, and the Warner Bros. talent scout, S. J. Baiano, here from Hollywood to look over the B. C. situation for new faces for films . . . Paul Lambert, former assistant manager of the Beacon, Winnipeg, is here to make his home. His immediate plans are not definite but in all probability they include show business.

Kenneth Hutcherson has been named to the newly created Alberta government post of film commissioner for the province . . . Vancouver theatre managers are making plans for vacations. The Calgary stampede will be witnessed by Jack Randall, Strand manager, and his family. Randall will motor all the way and plans to spend a few days at Banff . . . John Stobbart, manager of the Odeon, Abbotsford, is doing a fine job in this small spot. For the showing of "The Best Years of Our Lives" he obtained a full page of ads in the local papers. He also reached out and used the Chilliwack paper which brought in many customers from the opposition town, 12 miles away, and ruled a rival circuit. "Best Years" played as a road-show to satisfactory business.

The Composers, Authors and Publishers Ass'n of Canada is asking $1,000 damages from Isadore Shaker, showman of Hanna, Alberta, for playing songs in "Blue Skies," Paramount feature, without consent. The association asks for an injunction to prevent what it maintains would be further infringement. This is the second case of its kind before Canadian courts . . . Bob Martin, Strand Theatre doorman, is off the job for a while, having an old leg injury X-rayed. He has already had 14 operations.

Renovations costing $50,000 are being made at the Grand Theatre, Calgary. A new marquee, new seats and lobby reconstruction are included . . . One expression repeated often of late is that English pictures are getting better. Columnists have predicted this and proof is found at Canadian boxoffices. "Great Expectations" is one instance.

Bill Wallace is pinch-hitting for Jack Armstrong, manager of the Odeon Paradise. Jack and his bride, the former Edna Hughes, are honeymooning on Vancouver island . . . Organizing of theatre employes is not going as anticipated in Vancouver. The majority of theatres which have balloted so far voted against the union.

Ink Spots Jilt Calgary

CALGARY—After good advance publicity for their show, the Ink Spots left a nasty blot here. With practically no notice, the show was cancelled, disappointing some 4,000 ticket holders. The singers arrived, but for some undisclosed reason refused to fill dates in Calgary, Lethbridge and Vancouver. An Edmonton agency that booked them refused to divulge the reason for sudden cancellation. Report going around is that some guarantee made had not been met.

Lions Favor Games for Charity

SAULT STE. MARIE, ONT.—Permission for service clubs to conduct lotteries, bingos and similar games of chance for charitable purposes, all of which would call for an amendment to the criminal code, was favored by members attending the Lions club rally here.

Role in 'The Beginning'

John Banner has been ticketed for a featured role in Warners' "Ever the Beginning."

Winnipeg Premieres 'Welcome, Stranger'

WINNIPEG—World premiere of Paramount's "Welcome, Stranger," starring Bing Crosby, Barry Fitzgerald and Joan Caulfield, was held at the Capitol Theatre this week as a tiein with the national convention of the Canadian Medical Ass'n.

Plans at first called for appearance of some of the stars, but when this was not possible, Paramount and Famous Players invited instead several other Hollywood luminaries, who were expected to appear.

The picture ran as a regular attraction at the Capitol except on opening day, when there were two special evening performances on an invitation basis at which the Hollywood people made appearances.

Win Barron, head of Paramount's public relations division in the Dominion and editor and commentator for Canadian Paramount News, is here in conjunction with the premiere.

New Gadget Lets Doctors 'See' and 'Hear' Disease

MONTREAL—A new neurosurgical instrument which makes it possible for doctors to hear, see and photograph neuromuscular diseases such as the dread poliomyelitis by means of sound motion pictures, has been developed jointly by the National Research council and the medical and engineering corps of the Defence department, it was disclosed today.

The story of the new instrument, used for diagnosis and in following the recovery of nerve and muscle injuries, was told today in the current issue of the council's Canadian Journal of Research. It is known as the Electromyograph Mark III.

A sharp needle is inserted under the skin of the patient and wired to the device, which is equipped with a photographic screen and a loudspeaker. This records the electrical activity or "noises" of the muscles and because a damaged muscle makes a different "noise" from a healthy one, doctors can trace the trend of recovery.

By "listening" to the muscles with the new instrument, doctors hope to be able to determine accurately how fast and how far recovery can be made in such diseases as polio.

The electromyograph will tell them whether these diseases will result in muscular atrophy and paralysis, or in partial or complete recovery.

Prominent in development of the new instrument were Herbert J. Jasper, assistant professor of neurosurgery at McGill university, and Capt. William O. Forde, of the army's electrical and mechanical engineering corps.

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24 Theatres to Rise In Quebec Province

MONTREAL—Twenty-four new theatres under construction or in the planning stage in Quebec province will be equipped by the Montreal branch of Perkins Electric Co. Orders call for equipping the houses this year.

Leo Choquette is interested in five of the new houses. Perkins reported that he is building theatres in St. Jerome, Cap de la Madeleine and Jonquiere, has an interest in another building in St. Georges de Beauce, and is in partnership with J. J. Rufiange on a house in Ville St. Pierre, a Montreal suburb.

Two new theatres are going up in St. Georges de Beauce. In addition to the one in which Choquette has an interest, one will be built by Armand Veilleux.

Other new places for which Perkins has orders are a 1,000-seat deluxer in Val D'Or, being built for D. Chalykoff, who now operates the Princess and the following, listed by town and owner's name:

Dolbeau, Messrs. G. Poirier and P. Goulet.
Bonaventure, Victor Leblanc.
Shenley, the Shenley parish.
Ville La Salle, a Montreal suburb, Messrs. Daoust & Tetrault.
L'Assomption, J. Lavoie.
Montmagny, the Cine Frances, Messrs. Methot and Guay.
Warwick, G. E. Igartua.
La Malbaie, Dr. Paquin.
Clearmont, Joseph Fortin.
Buctouche, Harry Adkins.
Drummondville, Fortin & Lamothe.
Cabano, Rene Pelletier.
St. Martin, the parish.
Barachois, Maloney Bros.
Baie St. Paul, J. Menard.
Gatineau Mills, Leo Smith.

'Odd Man Out,' Ten Others, Ruled for Adults Only

TORONTO—The Ontario Board of Moving Picture Censors has ruled that "Odd Man Out," from Britain, is "adult entertainment," this being one of 11 features which were placed in that class during the last month. The list, just released, shows the following titles: "Dick Tracy's Dilemma," "Latin Quarter," "Murder in Reverse," "Whispering City," "Odd Man Out," "Framed," "Guilty," "Dishonored Lady," "The Millerson Case," "The Two Mrs. Carrolls" and "Woman on the Beach."

It is noted that the Ontario board is playing no favorites because the Canadian feature, "Whispering City," has been graded for adult audiences. The word from Eagle-Lion is, however, that it will not be released until the fall although its French-language version, "La Forteresse," has already played several situations.

The censors office has warned that the new provincial regulations governing the advertising of adult pictures call for display signs and poster strips in black and white lettering for the wording "adult entertainment." Attention has been drawn to the practice in some situations of using colored signs for the label, and exhibitors are advised that such theatre front advertising must be changed.

It has also been pointed out that although "adult entertainment" must be inserted in all newspaper advertising for first run theatres, it is permitted to use only the one word "adult" for subsequent run showings. One reason for this concession is that neighborhood and suburban theatres do not ordinarily use large newspaper space for their announcements.

The required lettering for the "adult entertainment" signs on theatre fronts or in lobby displays calls for black wording on white background. The size of such signs is also regulated for posters or framed displays.

Mayor and Notables Attend Belleview Theatre Preview

MONTREAL—Jean Langelier, partner with Leo Choquette in the 500-seat Belleview Theatre at Point aux Trembles, a suburb of Montreal, entertained most of the town's notables and a few friends at a recent gala preview of his new theatre. The mayor of Pointe aux Trembles addressed the audience and wished the partners a great success.

To Produce 'The Corsair'

"The Corsair," based on the poem by Lord Byron, will be produced by Columbia.

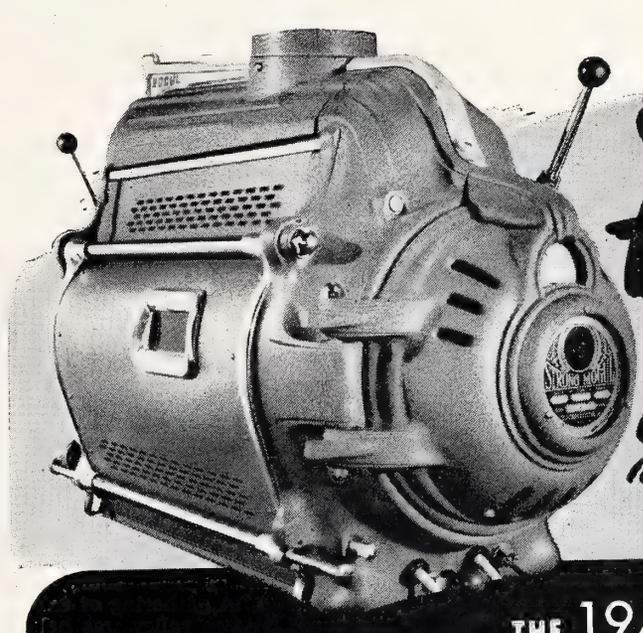
No More 'Gravy Trains' In Films for Writers

Bennett Cerf, in Saturday Review of Literature.

As far as the average writer is concerned, that wonderful old "Gravy Train" for Hollywood has been stricken from the schedule. Approximately 1,100 writers are already on the scene, fighting for about 275 jobs available at all studios combined, under present production schedules.

Two hundred fortunate members of this understandably desperate band are the recognized headliners, working under long-term contracts or, by their own choice, on a free-lance basis. They can get jobs on virtually their own terms at any major lot by picking up a telephone.

That leaves about 75 jobs for the other 900 writers in Hollywood.



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the ULTIMATE in projection arc lamps

THE 1947 MODEL
"STRONG MOGUL"
PROJECTS 15,000 LUMENS OF LIGHT
THE MAXIMUM LIGHT FILM WILL ACCEPT WITHOUT DAMAGE AND AT THE LOWEST POSSIBLE COST

Utilizing all the advantages of 70 ampere, 40 volt burning of Suprex carbons, this Mogul projects a brilliant picture on a 48-foot and larger screen with all details clearly visible 500 feet or more back from the screen.

THE ANSWER TO ALL SCREEN LIGHTING PROBLEMS IN DRIVE-INS AND LARGE THEATRES

Ask for a demonstration today

CALGARY, ALBERTA, CAN.—Sharp's Theatre Supplies, Film Exchange Bldg. Telephone: M 4076.

TORONTO 2, ONT.—Perkins Electric Co., Ltd., 277 Victoria Street.

MONTREAL, QUEBEC, CAN.—Perkins Electric Co., Ltd., 2027 Bleury St.

WINNIPEG, CAN.—J. M. Rice & Company, 202 Canada Bldg. Telephone: 88133.

Bowling Alleys Gaining As Adjunct to Theatre

ST. JOHN—Bowling alleys are being combined with theatre operations in a growing number of maritime situations.

Bowling was given a powerful impetus by the war, and although there has been some decline in the pastime, the demand for facilities is still greater than it was before the war. Most alleys are being kept in operation through the summer.

In New Waterford, the veteran exhibitor Fred Gregor is reported to be planning alleys in conjunction with the theatre he will build in cooperation with Famous Players. Gregor now operates the Majestic.

Affiliated Theatres is studying the possibility of operating alleys in conjunction with some of its theatres in Halifax, Spryfield, Shubenacadie, Whitney Pier and Sackville.

Indications are, too, that bowling alleys will be installed in a new theatre being erected in Wedgeport, and it is understood that Gerry Hoyt, who is building a theatre near Rothesay, is considering the addition of alleys.

In Clark's Harbor, bowling and the theatre have been allied for some years at the Vimy. Hal Gaudet, owner of the Summerside Capitol, tore out a lunch and fountain service several years ago in favor of bowling alleys, and H. Cady has doubled the two operations in Minto for years.

Story of Visit to Pope Stirs Catholic Clergy

OTTAWA—Prior to the showing of "The Story of the Pope" at the Nelson Theatre here in conjunction with the Marian congress of the Catholic church, Irving Herman, Canadian PRC publicity director not only brought together many Catholic clergymen at a special screening at the theatre but also he gave an address from the stage which stirred the audience.

Herman pointed out he was of the Jewish faith, then told a story about his brother Louis. Among a number of Canadian soldiers in Rome toward the end of the Italian campaign in the recent war, Louis Herman had gone to the Vatican with others for an audience with His Holiness and had received the pontifical blessing.

Among those attending the screening of the picture were large groups of Dominican Fathers, the clergy of Ottawa university and St. Patrick's college.

Supreme Court of Canada Gives Browns Damages

MONTREAL—In a judgment handed down June 12 the supreme court reversed a judgment of the Ontario appeal court and restored a previous judgment awarding Mrs. H. A. Brown of Toronto $4,500 and her husband $282.60 for injuries Mrs. Brown sustained Feb. 27, 1945, in Toronto's Christie Theatre, owned by B. and W. Theatres, Ltd.

The injuries were received when Mrs. Brown, intending to enter the ladies' room at the Christie, entered another similar door by mistake and fell down a flight of stairs into a cellar.

The case first came before Justice Hope, who awarded the Browns damages. The Ontario Court of Appeals reversed the judgment which is now being upheld in the supreme court.

OTTAWA

Out-of-town trade visitors appeared to enjoy the midnight party of the Ottawa Theatre Manager Ass'n in the cocktail lounge of the Centre. Chief host was Manager Gord Beavis. Callers from Toronto were Al Liscove of United Artists and George Altman who has toured Canada with "Mom and Dad." There was also a delegation of exhibitors from Hull, Que. One result was that the supplies of food and ginger ale ran out. A welcome to the stag social was extended to Ambrose Nolan, former exhibitor of Ottawa, Aylmer and Gatineau Point, who is currently without a theatre.

Charles J. Mavety, proprietor of Mavety Film Delivery Service, the sole film-shipping enterprise in Ontario, called on Ottawa managers to reveal plans for speeding shipments through the inauguration of an additional truck to cover the route between Kingston and Ottawa. This transport will meet the Toronto truck at Kingston.

T. R. Tubman, eastern Ontario district manager, spent several days in Toronto for a conference at the head office. Henry Marshall, manager of the Ottawa Regent, also had a brief trip outside the city . . . Ernie Warren, manager of the Elgin, is associated in an executive capacity with the Atlas Aircraft Co. here which has just received a charter for commercial flying operations.

A new member of the Motion Picture Theatres Ass'n of Ontario is Oscar Legault, proprietor of the Regent at Hawkesbury, completed last spring . . . A gathering of exhibitors in the upper Ottawa valley was held at Renfrew in conjunction with a Rotary club luncheon. The speaker was Arch H. Jolley, executive secretary of the MPTA of Ontario. The program was arranged by Larry Ritza, general manager of the O'Brien theatres at Renfrew, Pembroke, Arnprior and Almonte. A guest was Lorraine Desjardins, manager of the Centre at Pembroke. After the luncheon, Jolley was a guest of Mr. and Mrs. Ritza at a dinner party at the Renfrew Golf club.

After five years as doorman at the Centre, Jack Austin has resigned to resume duties with the Royal Canadian Mounted Police.

Valmore Gratton Tells Plan Of Industrial Film Council

MONTREAL—A preliminary meeting of the Industrial Film council recently was held in the offices of the National Film board in the Confederation Bldg. here under the chairmanship of J. M. Clement, executive director.

Clement introduced Valmore Gratton, director of the Montreal tourist and development bureau, who described briefly the plans of the council and how it came into being. When the National Film board dropped industrial films it was felt that this important work should not be allowed to pass into oblivion. Hence the council was formed. It is backed by a number of large industrial concerns at the present time, including the Canadian Pacific railway, Canadian Industries, Dow's Breweries and Dupuis Frasers.

New techniques and methods of industrial training were demonstrated in both motion pictures and slide strip films.

Three Rank Concerns Argue Appeal Motion

TORONTO—Arguments on an appeal motion filed by three J. Arthur Rank companies of a master in chamber's order confining the litigation between the Rank concerns and Empire-Universal and United World Pictures of Canada to Osgood hall here were heard last week by Justice Genest of the Ontario high court.

Justice Genest granted a continuance when arguments on the appeal were not finished. They will be resumed at a date to be decided on later.

The three Rank companies, General Cinema Finance Corp., Eagle-Lion Films and the J. Arthur Rank Organization, Inc., seek to alter Canadian procedure to permit institution of litigation in New York state and elsewhere as well as here.

The Nathanson companies have sued the three above firms and five other Rank affiliates for damages and seek an injunction to compel Rank to carry out an alleged contract which is said to give the Nathanson group distribution rights in Canada and Newfoundland of certain pictures produced by Rank in the U.S.

Master G. D. Conant had refused to alter procedure to permit trial of the case elsewhere, although he permitted issuance of writs against the Rank companies outside Canada.

Chore on 'Flashing Guns'

Monogram has handed Lambert Hillyer a megging chore on "Flashing Guns."

ST. JOHN

Ted Doney, manager of the Capitol in Halifax, has been issuing special messages to the public over his signature when he has a picture at the Capitol that he considers unusually meritorius.

Joe Franklin has suggested to city officials in Halifax that they make one way streets of Barrington and Hollis streets to relieve the distressing traffic congestion. Franklin is building a new theatre in the area to replace the Community. The new house, he said, will be known by a different name, probably Crown or Crest.

After seven days, the All Maritime Shows carnival operated by Len Dryden and Cecil Wiggins of St. John was forced to move from the east end housing and recreational grounds after complaints had been made of gambling and other unfavorable conditions at the children's playground. The recreation commission had refused to allow the carnival in the first place but was overruled by the city council.

Jack Cummings, MGM producer and nephew of Louis B. Mayer, may bring his bride to St. John for dedication of Shaari Zedek Jewish cemetery improvements on the outskirts of the city. Cummings and Mayer jointly contributed $15,000 to finance the improvements. Mrs. Cummings, with whom the producer eloped to Las Vagas, Nev., was Elizabeth Kern, daughter of the late composer Jerome Kern. Mayer and Cummings, who was a local visitor last year, are both from here.

Walter Golding, who operates the Community on lease in the Community Bldg. in west St. John, has a site near by for a new theatre and it would not be surprising if he also set up bowling alleys. Golding is a tournament and exhibition bowler of note.

Hollywood Studios To Film Stampede

CALGARY—An extra thrill for Calgarians and visitors during Stampede week is promised with the arrival of cameramen from two Hollywood studios.

Last week Al Rogell and party arrived by plane to arrange for location shooting of a picture with a prairie setting, the plot to be Canadian. Shots of the Stampede will be incidental in the plot. He said the picture will be filmed in Cinecolor and is budgeted at $2,000,000. Rogell is making it for his own independent company, Provincial Pictures. It will be released by Eagle-Lion.

Warner Bros. will send a camera crew in July to make a two-reel short of Stampede activities. H. Cress, first cameraman, will head the party.

Rain prevented Rogell's visit to some of the picture ranches in the highwoods, but he and his party paid a visit to Banff, Lake Louise and the Jasper highway. Work on location will occupy about 100 persons over five weeks. Rogell returned to Hollywood to arrange for the early transportation of crew, cast and equipment. The producer has already been promised the utmost cooperation of Stampede and city officials and will meet provincial authorities on his return.

Accompanying Rogell were "Breezy" Eason, director, Charles Kerr, business manager, and Ivan Stauffer, assisting executive.

CAB Wants to Experiment On Video and Facsimile

MONTREAL—Joseph Sedgwick of Toronto, counsel for the Canadian Ass'n of Broadcasters, says he believes independent radio stations in Canada should be given the right to experiment in television and facsimile broadcasting.

Concluding testimony before the radio committee of the Canadian house of commons, Sedgwick said several independent stations had applied to the CBC for permission to experiment with both television and facsimile, but the applications had not been acted upon.

J. J. McCann, minister of revenue, under whose jurisdiction the CBC falls, said he presumed Sedgwick realized that millions of dollars had been spent in the United States and not very much progress had been made with television. Sedgwick disagreed and expressed belief that great progress had been made.

Sedgwick said television now would be practical only in concentrated areas in Canada.

M. J. Coldwell, CCF leader, revealed that 39 of the private stations in Canada were owned by newspapers. He wondered whether the development of fascimile would not allow newspapers to extend their monopoly across the country.

Sedgwick said that 39 newspapers owning radio stations were not controlled by one man. They were owned by men of various political views.

Signs Appear in Profusion On 'Adult Entertainment'

TORONTO—Because of the number of "adult entertainment" signs used on the front of theatres, required under the new Ontario law for graded features, it almost seems that a theatre is playing a picture titled with that designation.

No fewer than seven such placards have been noted on the entrance displays of several theatres, the black and white signs being necessary on the marquee, framed displays and posters for the guidance of the public.

Municipal Tax Bugaboo Springs Up in Ontario

CALGARY

George W. Annable of the Roxy Theatre at Stettler, Alta., was here to attend the funeral of his mother, Mrs. Joseph Annable . . . Jack Gow, booker at 20th-Fox, left for a vacation in Hollywood. He will travel both ways by car . . . Mrs. Eleanor Orr, cashier at Regal Films, is spending a week's holiday at Mountain park with her husband.

Del Wade has sold the Oyen Theatre in Oyen to C. Mansfield, a former projectionist . . . S. C. Moe and A. Kluzak will open a new theatre in Tompkins, Sask., having converted a former hall for this purpose.

Don Parnell of the Parnell circuit, Crow's Nest Pass, who was treated in a Calgary hospital after his recent accident in a car-train crash, is slowly recuperating and hobbling around town with a cane. He is detained in the city until the completion of medical treatment.

Bill Pilkie, veteran showman from Vermilion, visited Filmrow last week. He was en route to south Alberta and U.S. points by road, accompanied by his wife, brother and sister-in-law.

Problem in Distribution In Monopoly Countries

From an address by Orton H. Hicks, Loew's International Corp., speaking of American films abroad.

"The thorniest problem of all is that of distributing films in countries where private enterprise is impossible because the industry is controlled by a state monopoly—as, for example, Russia, which has bought so far this season only three American films. We deal with these countries through the Motion Picture Export Ass'n, which also collaborates with the army in selecting films for use in countries under American occupation.

"Once we are permitted large-scale export of our films to Russia itself, there should be little difficulty in selecting them, for, according to Ambassador Smith, Russian tastes in motion pictures are much the same as our own, their prime consideration being to create a high cultural level, which they find in their own entertainment and expect in that from other countries."

TORONTO—The Motion Picture Theatre Ass'n of Ontario has advised its 320 members by bulletin of the action of Mayor Robert H. Saunders of Toronto in again recommending to the provincial legislature that an act be passed to give municipalities the power to impose an amusement tax.

The statement reminded exhibitors that the originator of the proposal was still active in the matter "and again we suggest that you contact your local member of parliament for his support in defeating any such proposed act."

The bulletin included the following comment: "With boxoffice business already leveling off, the imposition of a municipal amusement tax would cause a further droping off of business."

The association, through an aggressive campaign, was able to ward off a similar move by Mayor Saunders last winter.

De Rochemont Probing Educational Fields

Louis de Rochemont, 20th-Fox Producer, in a recent address.

"I'd like to tell you about my immediate future plans. I've asked the industry to support me in a new venture of far-reaching and incalculable value. And I have been given resources for the production of an integrated course in geography, using films as the means. Our children need better knowledge of the peoples of the world, and our widespread ignorance in this field can breed suspicion which in the long run is dangerous to ourselves. We must put our faith in education, a broader and more liberal education than we now have in our colleges and schools.

"To give that broad and liberal education we need widespread use of the talking motion picture, the most vivid and powerful means of showing the peoples to one another. There have been lots of starts in this direction, some false, some good. So far, however, the motion picture industry and the educators have never got together in a successful effort to reach every classroom.

"The investment required is not huge compared to the immeasurable good that could be accomplished. We hope that we can bring the peoples of the world into every classroom, so that the next generation will have greater knowledge, understanding and sympathy for their fellow men."

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TOWN ..... **STATE** .....

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April 9, 1947

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Kansas City, Mo.

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As you know, I have been using this medium of advertising for many years, exclusively in your paper, and have found the results have paid off beyond expectations. We receive many inquiries from almost every state in the Union, which, of course, result in sales. In most of the inquiries received, the writers say: "We saw your ad in Boxoffice."

I want to thank you for the many years of fine cooperation and the service you have rendered.

With my kindest regards, I am

Sincerely yours,

Chicago Used Chair Mart

By Sam Levineohn

sl/rb

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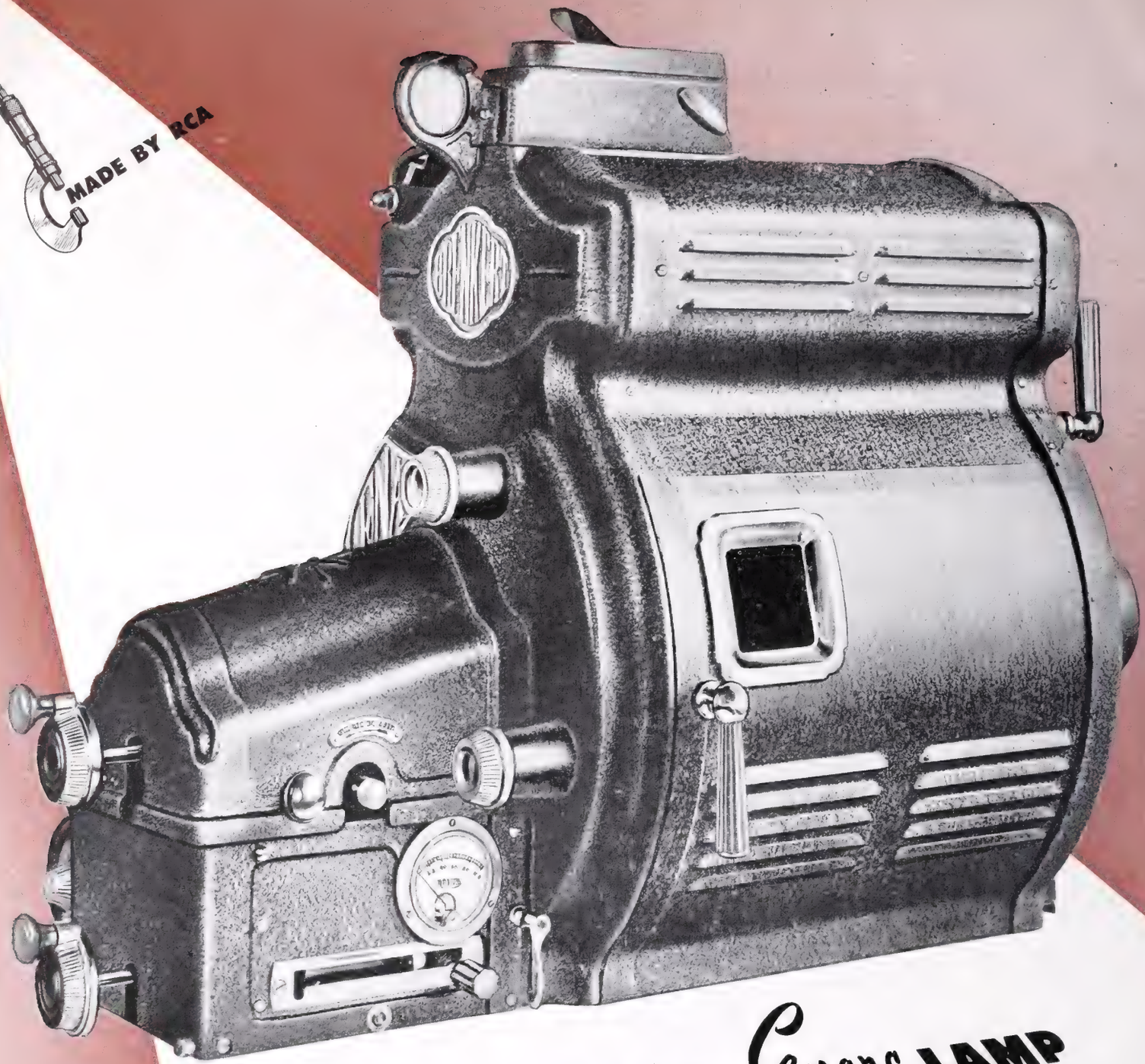
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ISSUE OF JUNE 21, 1947



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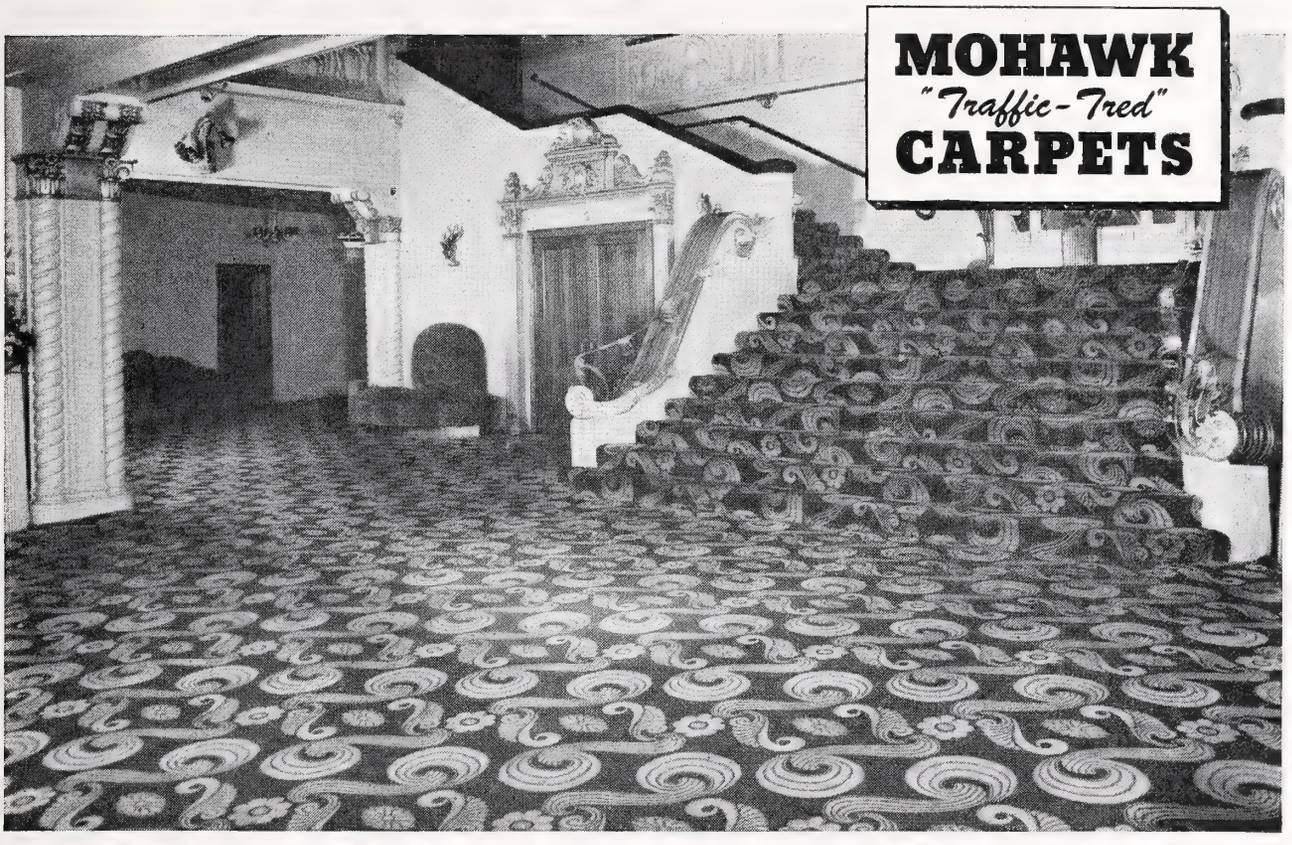
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3 ★★★ Rows per Inch
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5 ★★★★★ Pile Height

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Philadelphia, Penn.
St. Louis, Mo.
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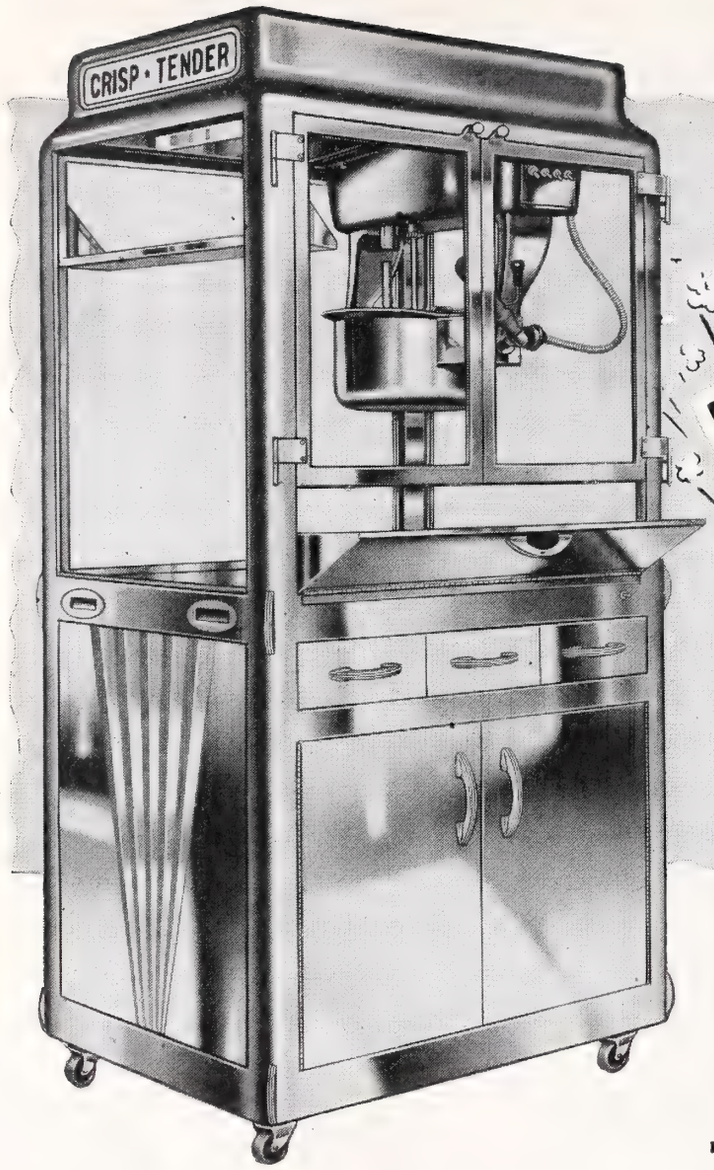
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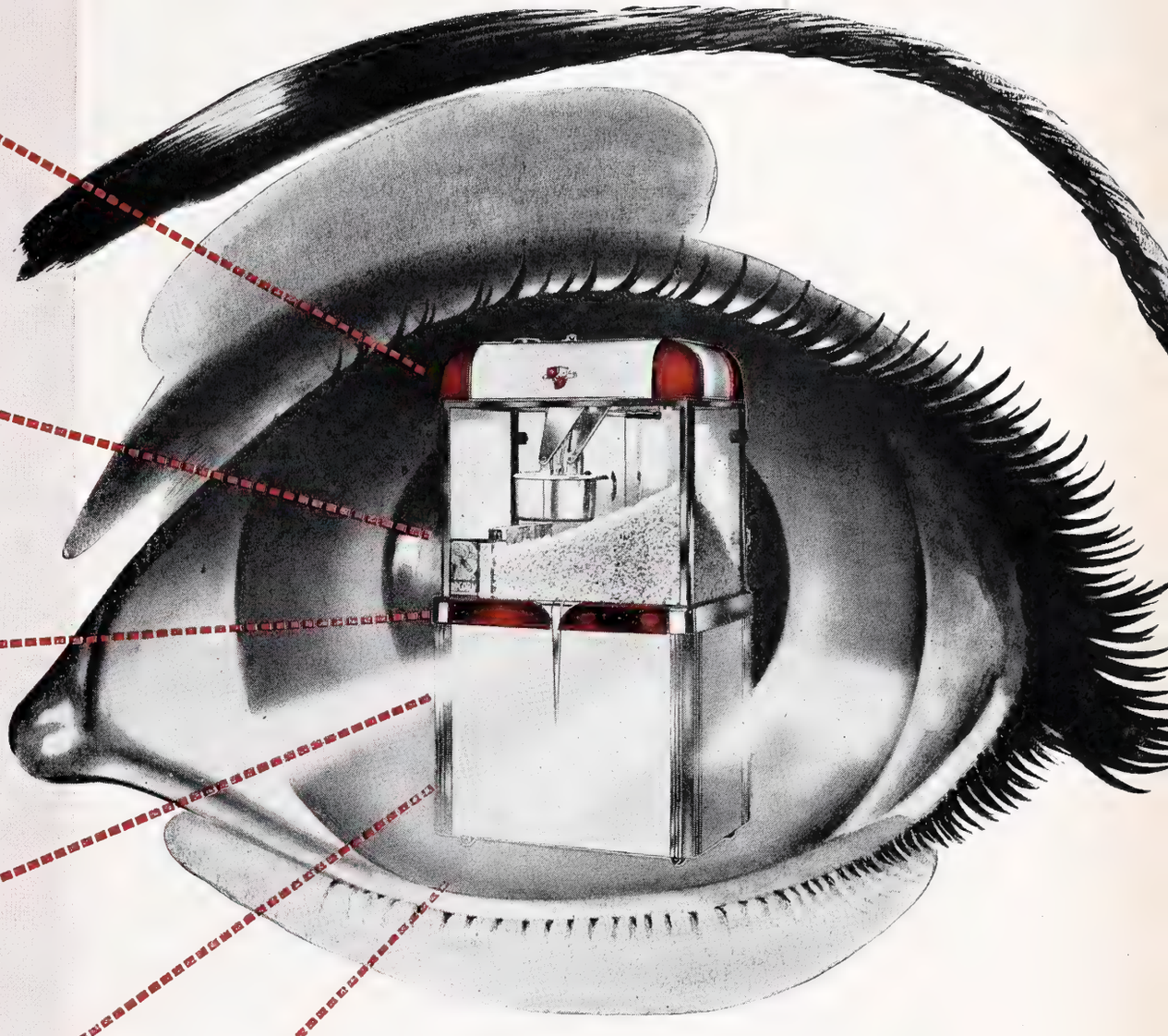
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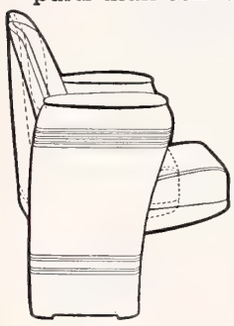
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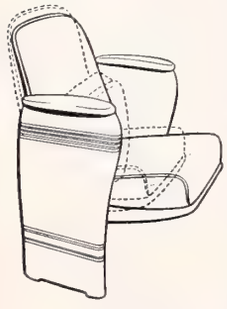
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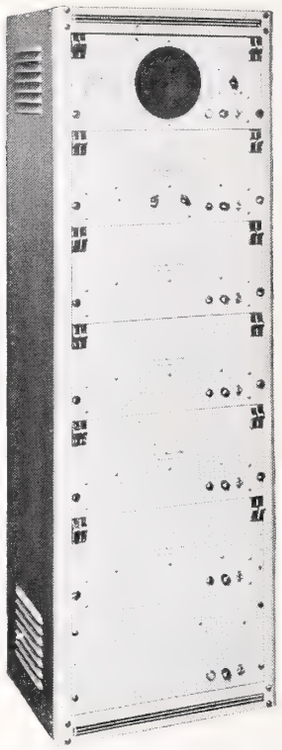
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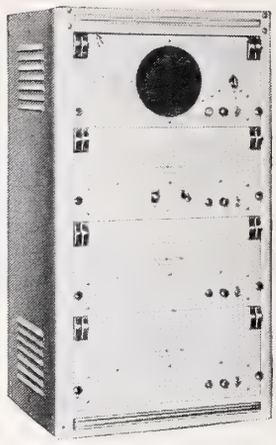
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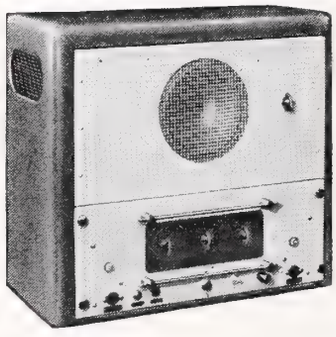
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(*Left*) "12000 SERIES," 80 Watt Amplifier—built on the easy unit-service and replacement basis—utilizing four 20 watt power amplifiers—wired to enable projectionist to use 20—40—60 or the full 80 watts as needed. Built-in, self-powered monitor speaker, electronic equalizer panel, separate wide range high and low frequency response controls.

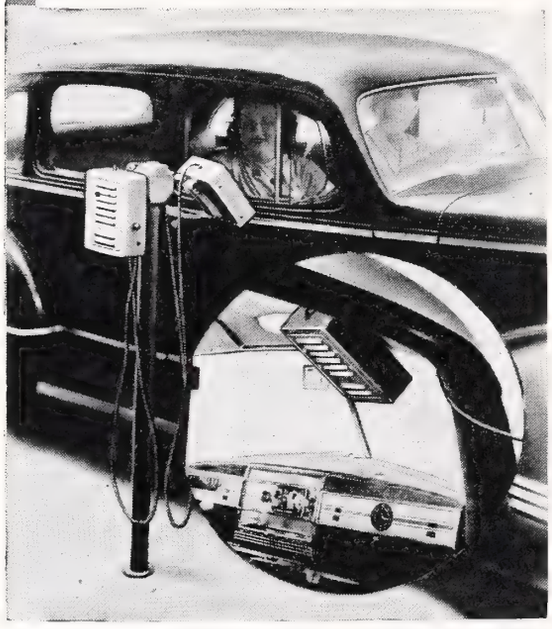
(*Above*) "12000 SERIES," 40 Watt Amplifier—a dual channel unit utilizing two 20 watt power amplifiers which can be used in conjunction to deliver 40 watts, or independently to deliver 20 watts from either channel.



(*Left*) "12000 SERIES," 25 Watt Wall-Type Amplifier—includes built-in monitor speaker with independent volume control, equalizer for balancing outputs for dual projection. Microphone and turntable inputs, separate wide range high and low frequency response controls.

STAGE SPEAKER SYSTEMS

DeVry can supply a speaker system for theaters of every type and size—designed for new listening pleasure for the patron.



NEW DeVRY IN-CAR SPEAKER FOR DRIVE-IN THEATERS

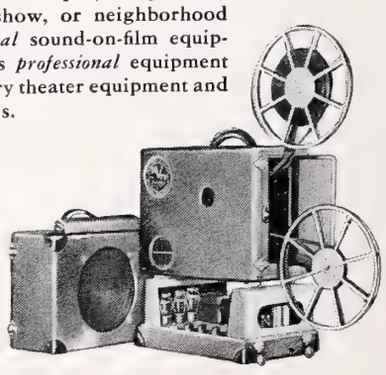
Compact, lightweight, precision-built to withstand long and rugged all-season service—the new DeVry *In-Car Speaker* designed for permanent installation on the parking ramp. Outstanding advantages include: (1) superb sound reproduction; (2) *In-Car* operation so that windows can be kept closed in inclement weather, permitting earlier theater openings and later closings; (3) individual volume control to patrons' taste; (4) sound confinement to theater area, eliminating community annoyance; (5) sound that reaches farthest park patron in same synchronization to image as those close-in. *Specifications and prices on request.*

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When it comes to auxiliary booth equipment for projecting locally filmed 16mm. news reels—or for road show, or neighborhood theater facilities, DeVry 16mm. *professional* sound-on-film equipment is preferred; primarily because it is *professional* equipment built by the same craftsmen who build DeVry theater equipment and to this equipment's same exacting standards.

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(1) SAFELY project *both* sound and silent films. (2) Show both black-and-white and color films without extra equipment. (3) Enjoy portable public address facilities indoors or out through separately housed 30-watt amplifier and sturdy 12-inch permanent-magnet speaker.



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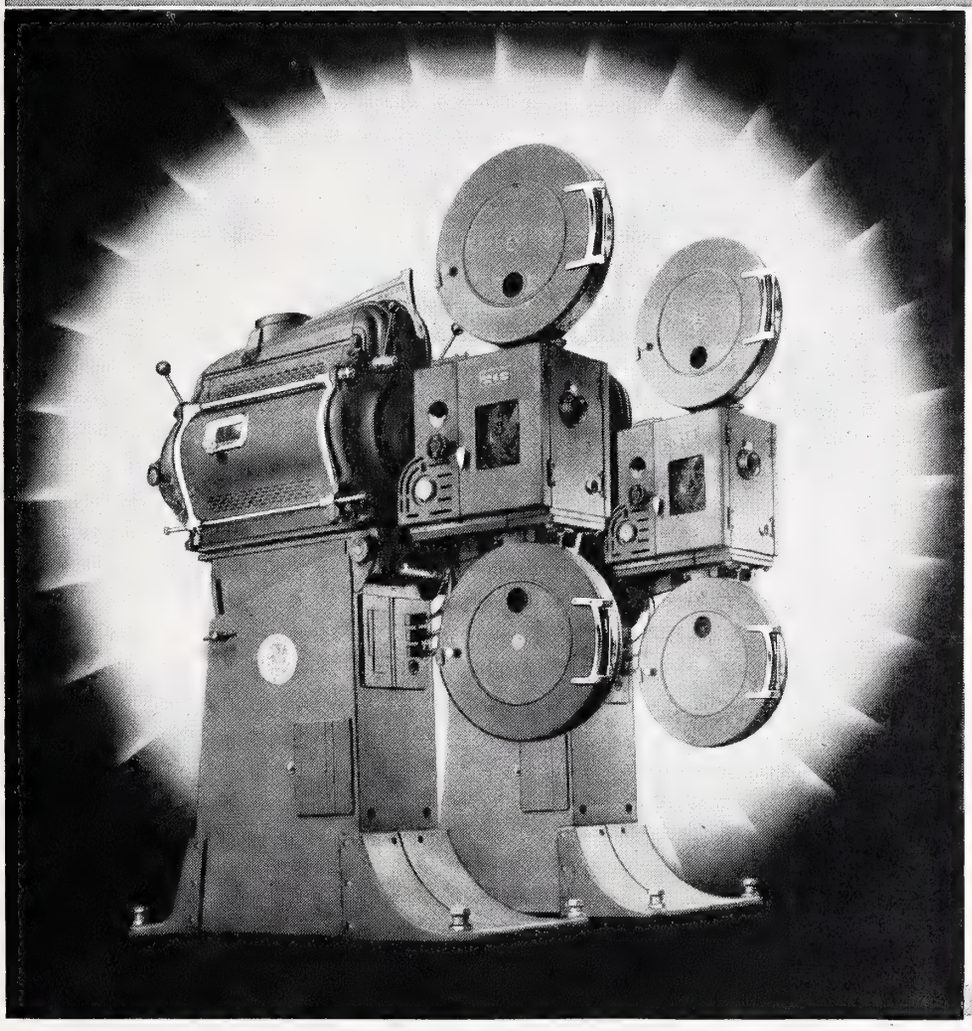


SERIES I or SERIES II—all high vacuum HARD, low reflectance COATED for increased light transmission, picture contrast and definition . . . all focal lengths.

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The new DeVRY "12000 Series" THEATRE PROJECTORS AND AMPLIFIERS



The Projector Pair With

SOUNDHEAD AND PICTURE MECHANISM IN ONE COMPACT INTEGRAL UNIT

In your new DeVry "12000," the precision soundhead is incorporated as an integral part of the projector—assuring a more perfect synchronization between sound components and picture projection mechanism—resulting in projection and amplification that exceeds generally accepted professional and scientific standards.

PATENTED SILENT CHAIN DRIVE WITH INTERMITTENT SPROCKET FRAMER

Flexible as a belt—positive as a gear—more serviceable than either and NOISELESS...the new DeVry "12000" provides positive, shock-proof power transmission through the silent chain drive. The ease, convenience and flexibility of the DeVry silent chain drive makes the new DeVry "12000" the Projectionist's ultimate when it comes to operation, performance and servicing. One hundred per cent synchronous framing is attained by utilizing the silent chain feature in a manner to maintain the same point of crossover of the star and cam with the shutter, to achieve a film movement of more than two frames.

6 Reasons Why DeVRY Is Your Best Buy

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(1) STAMINA: First on the Exhibitor's projector-purchase *yardstick* is STAMINA—those *"stand-up"* characteristics that are built into DeVRY's from their rugged, streamlined pedestals to their chrome-plated film magazines.

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(4) PERFORMANCE: Goal of the Exhibitor and his Projectionist is the *perfect show*—which DeVry achieves through the incorporation of both picture mechanism and sound head in one complete, compact unit, assuring projection and amplification that *exceeds* generally accepted professional and scientific standards.

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The MODERN THEATRE

MECHANICAL MAINTENANCE SECTION of BOXOFFICE

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Published 13 times yearly by Associated Publications every fourth Saturday as a section of BOXOFFICE and included in all Sectional Editions of the AP group.

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All editorial or general business correspondence relating to The MODERN THEATRE section should be addressed to Publisher's Representative Harrison Toler Company, 332 S. Michigan Ave., Chicago (4), Ill., or Eastern Representative: A. J. Stocker, 9 Rockefeller Plaza, New York (20), N. Y.

Salvation of Old Theatres Makes Good Sense

Unless there has been some sort of an exodus from the locality of a long-established theatre building that may have grown old in service to the public, there seems no reason to abandon it and build a new one elsewhere.

The present locations of a majority of old theatres are so well established that if the physical property and public services are kept up, former patrons, who have moved to other, and perhaps more desirable residential districts, will return to their former haunts for entertainment.

Good theatres, well managed, will usually sustain their own locations boxofficewise. Whereas a rundown house can ruin a good location. And that, incidentally, is what's going to happen to many a situation soon if steps are not taken to rehabilitate and increase the House Appeal of elderly theatres now occupying what might otherwise be excellent locations.

In the Planning Section of this issue we present the Philadelphia Story* about what is being done at this time to stave off the inevitable injury to good theatre locations. The citation is typical and worthy of reading and study by every theatre owner who thinks this is no time to either build or remodel.

From the standpoint of good business, in which the protection of investments, prestige, goodwill, location, and all else that tends to sustain the income of theatre operation, there is no possible excuse for letting our properties go to pot while we wait for lower prices.

Modernization, at least as much of it we can do at this time, makes good sense. Procrastination, whether based on the hope that high prices will come down or the habit of letting property improvement ride 'til it has to be done at the last minute to checkmate competition, is bad business for show business.

Material scarcities and high prices, as acute as they are at present, offer no satisfactory alibi for letting property deterioration run its course. The higher prices we must pay to get things done today will be bargains compared to what we will be forced to pay out later to recover from the business shock we are now building up to if something isn't done to check it.

So we can't build new theatres at present high prices! Some are doing it; but say you can't, or that you just don't want to. Then let's follow the example of the "Philadelphia Story." Start with the front, where first impressions are created, and work rearward gradually as we proceed in progressive steps to save the faces of our older theatres.

A buyer's market again would be swell. But too many theatre owners may go broke trying to bring it about by waiting.

Toler

*For the Philadelphia Story refer to "Planning," Page 34.

Wometco's New Miami . . .

"SHOWPLACE OF THE AMERICAS"

★ ★ ★

ONE MIGHT HAZARD A GUESS that the Theatre of The Year was recently opened in Miami, Florida. Unless someone comes up before the end of 1947 with a theatre that is even more stunning and practical, it would appear that the new Miami Theatre, latest of the Wometco chain, can proudly wear the title. It represents a perfect blending of architectural excellence provided by S. Charles Lee of Los Angeles and associate Robert E. Collins of Miami with experienced showmanship found in the co-owners, Mitchell Wolfson and Sidney Meyer. The theatre is now proudly managed by genial J. M. (Sonny) Shepherd.

So many features of this new house stamp it as postwar—the dreamhouse which was a long time in the planning stage. The lengthy planning has obviously brought about the fruition of all that is fine in modern theatre construction. When construction was finally begun in March of 1946, planning details were in such shape that under ordinary circumstances, smooth sailing would have been a foregone conclusion.

However, the conditions that prevail had



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THE GOOD NABOR

policy, with which the whole world may be so well concerned at this time, is expressed in this huge mural centrally located (see picture below) in the spacious lobby of the new Miami Theatre. The panel depicts the color and gaiety of Latin America and appeals for the friendship of all nations . . . Next, a view of the lobby as the patrons see it upon first entering the new theatre. Doors to the main auditorium are at either side of the mural. Stairs to the right lead to the smoking loge and balcony . . .



Below, another view of the new Miami's lobby in which the attractive service bar for refreshments is operated by Huyler's, nationally-known confectioners and restaurateurs, whose modern restaurant has a common street frontage and is integrated with the facade design of the new Miami Theatre building, and is accessible to patrons of the theatre.

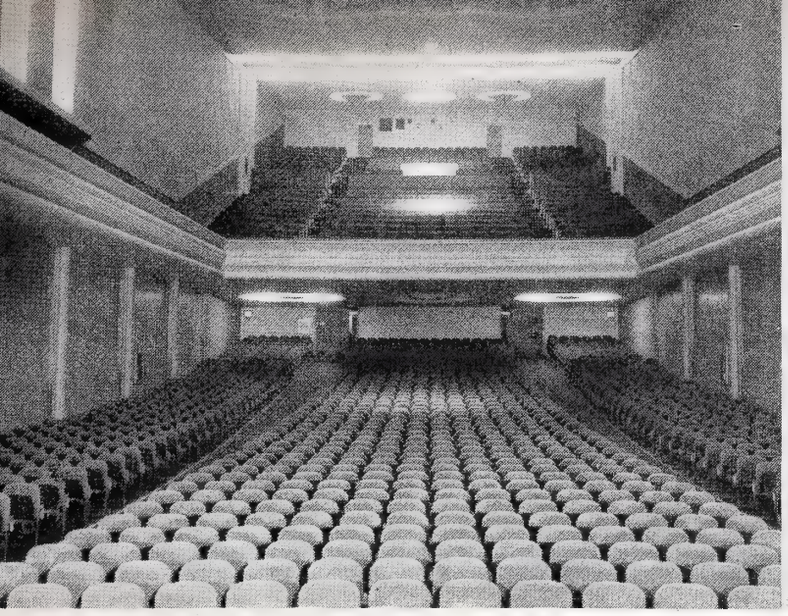


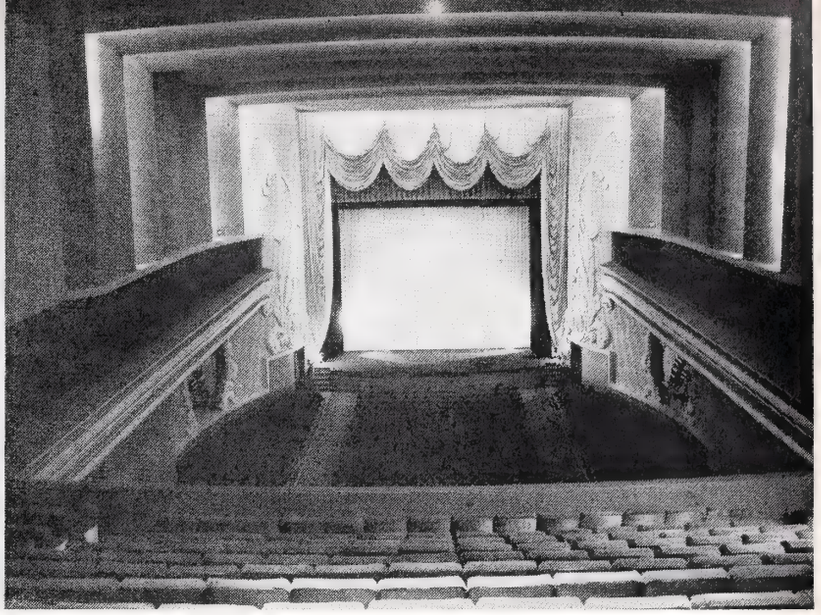
numerous gremlins on hand to aggravate the doughty builders. The government order restricting construction of commercial buildings hadn't come through when work was started—but it did very shortly thereafter. Then procurement of materials became the big problem and time after time the entire job was threatened by shortages. Mitchell Wolfson traveled thousands of miles throughout the country hunting for needed materials.

He was surprised to find that the shortages usually were in special materials or equipment rather than the vital construction materials. There was no trouble in securing the 550 tons of ordinary steel needed; but 200 pounds of special steel footing threatened several weeks' delay. There was no difficulty in getting cement, metal lath and other common building materials; but a single hard-to-get air conditioning coil almost held up the entire works. Lumber was no problem in this instance, because salvaged lumber from the old landmark, which was razed to make way for the new theatre, was used for scaffolding, forms and other purposes.

RACING THE STORK

Construction work on the theatre continued almost to the minute the first patron came in the door. The job was not done; but it was complete enough for the Miami to open on schedule, April 18th of this year. To explain the few deficiencies in the otherwise eye-filling house, Wometco posted a number of signs. One flippantly said: "Did you ever order two and get one? That's what happened here. When this is finished it will look like the one downstairs." Each of the men who had worked on construction of the theatre was invited to attend the gala open-





The new Miami Theatre's auditorium as seen from fore and aft. Looking backward, the view at left shows the depth of the theatre, affords an idea of the slope and displays the smart simplicity of the theatre's interior design . . . The view at right, taken from the smoking loge, shows the physical makeup of the new Miami Theatre. The house is long—a projection throw of 200 feet—and narrow—65 feet wide in the main auditorium. Because the screen is almost straight to the front from every seat, "every seat is a good seat" in the Miami.

ing with his wife. It was a fitting gesture of appreciation for the services of the men who built the theatre.



S. CHARLES LEE
Architect

According to Architect S. Charles Lee, who is a member of the architectural advisory staff of The Modern Theatre Planning Institute, a major complication in planning and construction of this house, as well as the aforesaid difficulties, was caused by the peculiar dimensions of the property, 65 by 230 feet. The fact that the site is on Flagler Street in Miami, which has the highest front foot value of the metropolis, precluded the possibility of purchasing any additional width. All of the architectural ingenuity was called upon to produce a theatre with the utility, comfort and appearance that such a major project must have as a basic requirement.



The youngsters (and their parents, too) really enjoy this service feature of the new Miami Theatre. It's the combined senior and junior drinking fountain and there's one on each floor level of the Miami Theatre.

Feeding the Customers

Putting itself into the "Multiple-Enterprise" project class, the Miami Theatre offers complete restaurant facilities, a departure from American theatre custom which may set a new trend in theatre design in this country. By an agreeable percentage which becomes profitable for both operators, Huyler's, a nationally-known catering concern, will operate the three-floor restaurant which is included in the building. Theatre patrons may be served refreshments from counters in the first floor and mezzanine lounges of the theatre, which incidentally are striking additions to the decorative beauty of the house. Or they may go directly via plate glass doors from the theatre to the restaurant for a complete meal. The restaurant may also be entered from the street. However, traffic control has been managed so as to prevent ticket dodging.

Through ingenious architectural application, the layout of the restaurant coincides with the theatre. The entrance to the refreshment shop opening from the main street also has an opening into the foyer, thereby giving candy and drink operation both inside-the-store and in-the-theatre lobby. Likewise, the mezzanine floor is built at a level with the mezzanine of the theatre and a counter arrangement and glass doors are so fashioned that service to the waiting crowd can be had throughout the mezzanine level either on a quick-service basis or at tables. The main kitchen is in the basement and dumbwaiter service operates to all levels.

The designing architect, S. Charles Lee, solved the problems of incorporating this extra-patronage draw and the unusual building dimensions in a skillful manner. The front was designed as an integrated entity, or as though the theatre occupied the entire building, thus giving mass to the facade in an imposing and theatrical manner. The center motif of the front has the neonized namesign in a huge baroque frame attached to the building to comply with the strict sign ordinances of the City of Miami. An interesting detail was worked out in using the letters in a free-standing manner because they read the same from both sides.

Outside Attraction Points

The exterior of the building is of Vermont granite and terra cotta framing an ingenious application of structural glass. The marquee, directing the flow of traffic

(Continued on following page)

IDENTIFICATION

Wometco's NEW MIAMI Theatre
Miami, Florida

AIR CONDITIONING ENGINEERS: Maurice Connell & Associates.

AIR CONDITIONING EQUIPMENT: Southern Air Conditioning Corp., installation; General Electric Co., compressor-condensor units, G. E. motor and fan belt drive; Aerofin Corp., refrigerant coils and accessories; Buffalo Forge Co., fans; Marley Company, cooling towers; Minneapolis-Honeywell Co., controls; American Air Filter Co., Electro-Matic filters; W. B. Connor Engineering Corp., activated carbon canisters; Allis-Chalmers Mfg. Co., water circulating pumps; Herman Nelson Corp., Autovent blowers.

ANEMOSTATS: Anemostat Corporation of America.

ARCHITECTS: S. Charles Lee; Robert C. Collins, associate.

CARPETS: Mohawk Carpet Mills, Inc.

ELECTRICAL FIXTURES: Graybar Electric Co.

LIGHTING: Kleigl Brothers.

MARQUEE LETTERS: Adler Silhouette Letter Co.

POSTS, ROPES, ASH TRAYS and SAND URNS: Lawrence Metal Products.

PROJECTORS: Simplex, through National Theatre Supply; Booth Equipment: Wil-Kin Theatre Supply Co.

SAFES: Diebold, Inc.

SEATING: Auditorium, Kroehler Mfg. Co. (Push Back); Loge seats, American Seating Co.

SOUND EQUIPMENT: Altec Service Corp.

STRUCTURAL ENGINEER: Richard A. Belsham.

STRUCTURAL GLASS, MIRRORS and DOORS: Pittsburgh Plate Glass Co.

SWITCHBOARD: Frank Adams Co.

TICKET MACHINES: National Theatre Supply.

Additional details on the project may be secured upon request to The Modern Theatre Information Bureau.

Wometco's New Miami Theatre "Showplace of the Americas"

(Continued from preceding page)

to the entrance without obstructing the adjoining restaurant, is brilliantly illuminated and carries all effects for maximum display. It is curved on a radius of almost 25 feet and has two letter openings four-lines high. Frames are of stainless steel spot welded, and plastic letters are of the three-dimensional type in two sizes, 10- and 16-inch. The larger letters are in red with silver bevels, the smaller ones in black with silver bevels, providing an attractive contrast.

Display frames, both exterior and interior, are large and eye-arresting. The frames hold 60- by 80-inch posters without visual obstruction. The exterior display is glass covered, with bottom and top rails reinforced to carry the weight of the glass. Three other large display frames located in the lobby have no glass panels and give the effect of shadow boxes.

The architecture of the entire building is modern, softened by baroque styling. Because of its tropical surroundings, the edifice and its interiors are characterized by certain Latin touches also. Several specially designed tropical fish aquariums were in the architecture, with integral plumbing arrangements for fresh water, air and drainage.

Hands Across the Sea

It was a desire of the management of the new Miami Theatre to align it closely both in design and operation with the nations of Latin America. For that reason, the title of "Showplace of the Americas" was selected. The management intends that many of the thousands of South and Central American visitors who arrive by plane at Miami will make the new theatre a "must" on their list of places to see, and a promotion campaign to make the theatre widely known throughout the nations to the South has been started.



To that portion of Miami's moviegoers who are hard of hearing, this feature of the new theatre is a welcome one. The hearing aid permits a deafened patron to hear the sound from any seat in the house. It isn't necessary to plug the instrument into a specially wired seat.

Spanish-speaking attendants are on duty at all times and Latin-American dignitaries are invited to be guests during their visits to the gateway city. A Pan-American garden is one of the features of the Miami, offering a gesture of welcome. Located in the main floor lounge, the tropical garden grows in soil collected from all of the Latin-American countries. A gigantic mural in the lounge further reflects hemispheric solidarity by depicting the costumes and moods of representative types of citizens of the southern countries. Included in the painting by F. M. Bergere of Miami is a display of flags of the Latin-American Republics and Canada.

Interior reaches of the new Miami are truly luxurious and appealing. The entrance lobby has a terrazzo floor, marble walls and porcelain enamel ceiling. The foyer and lounges have magnificently carpeted floors in an unusual baroque-inspired pattern on a light ground. The carpet for this project was custom-made of very fine all-wool Wilton weave, particularly designed to meet tropical conditions. Smartly decorated plaster walls and ceiling with applied design complete the scheme. Display frames and the confectionery bars in the first floor foyer and on the mezzanine are added decorative features. Other unusual adjuncts in these parts of the house are the aforementioned aquariums, tropical garden and Pan-American mural.

Expanding Dimensions

By an ingenious arrangement of mirrors, as part of the architecture throughout the house, a feeling of much wider proportions than the actual footage available was created. The marble and mirror decor starts on the first floor and continues through the mezzanine level, creating an illusion of height and width into the areas that would otherwise have seemed restricted.

Almost all lighting in the new theatre is indirect, giving warmth without glare. A great deal of neon in baroque-influenced coves was used to achieve unusual effects. Illuminated handrails guide patrons up the stairs; soft neon light flows from glass panels in the handrails, eliminating all shadows from the stairs. In the main auditorium, neon backlighting illuminates bronze figures which depict the "Spirit of Miami." The auditorium is lighted entirely by neon, with an arrangement of covers designed to add an illusion of width to the general appearance.

An unusual and much-talked-about service provision in the foyer and mezzanine of the Miami is a new type of drinking fountain. The new "junior" drinking fountain, of which there are two in this house, is just right for the kiddies. It is part of the smartly designed adult drinking fountain and enables the child to serve himself while parent drinks without worrying that the kiddy will wander away.

Restroom and toilet facilities in the new theatre are as modern and practical as can be. Two sets of each are included in the layout, with the first floor and mezzanine served equally well. Structural glass walls and partitions were used in the toilet rooms. The floors there are of marble, while the restrooms have carpet and other inviting furnishings. A suite of three business offices for the management also is located on the mezzanine floor, and the ushers' room is adjacent to the projection room above the balcony.

In their original planning, the Wometco partners decided that perfection in acoustics was one of the most sought-after qualities to be incorporated into a new theatre. However, due to the unusual length of the property, the acoustical problem became one of major importance. After an exhaustive search, they determined to secure the services of Vern O. Knudsen, a California physicist and an acknowledged authority on acoustics. In asking him to draft plans for the new Miami which would result in perfect acoustics, the partners assured him that not a single change would be made in his specifications. Then, Wolfson explained: "We built the auditorium around his specifications."

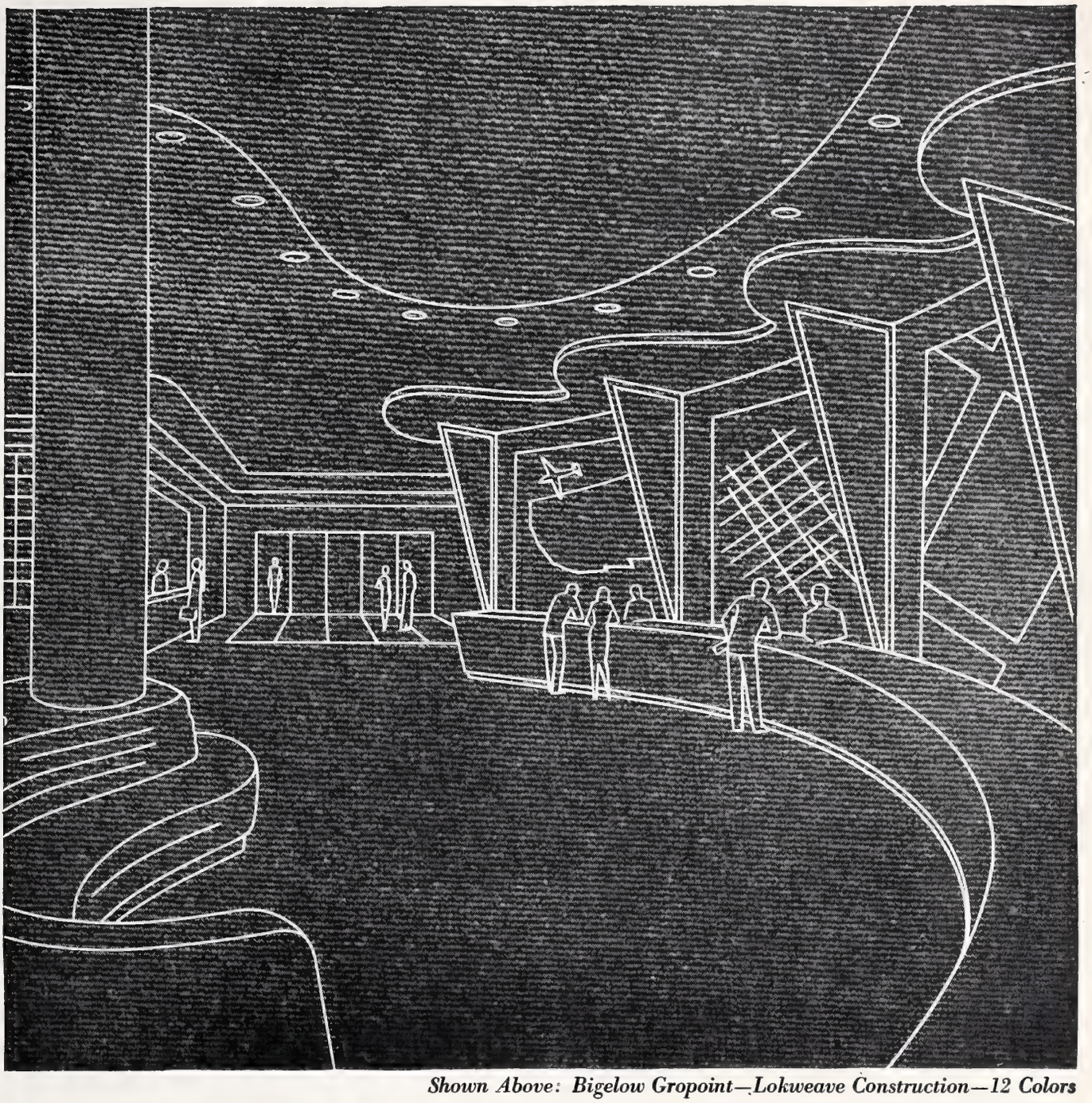
Decoration in the auditorium is simple, with emphasis on the lovely plaster baroque ornamentation of the proscenium wings. Pastel coloration and effective application of light set the scheme. The contour curtain is a lavish touch. Reflected light shimmers and ripples upon the curtain when it is slowly gathered into folds toward the top of the stage, thus to form a proscenium valance border. The picture screen in the new Miami, believed to be the largest in the South, is 20- by 30-feet in size. With screen and sound horns installed on sets of steel rigging, they may be lifted and moved to the rear wall and ceiling easily and quickly when desired.

Comfort Highlighted

Another high point in auditorium planning was the inclusion of perfected seating comfort for the 1,860 patrons who comprise a capacity house. Seats in the main auditorium and balcony are of the push-back type. The Miami, incidentally, is the first theatre in Miami to have installed this type of seat. In the smoking loge, an ultra-luxurious model chair was installed. These chairs have spring-arch seats covered by a two-inch pad of rubberized fibre. The backs are made with four-inch coil springs covered by two layers of cotton padding. The armrests are covered with one inch of rubber cushioning material. These chairs are considerably larger and roomier than the ordinary theatre seat.

In connection with the seating installation, another new departure was achieved. Patrons of the house are supplied upon request with hearing aids which permit the deafened to hear perfectly from any seat in the house. This hearing aid is not new, but its availability in the Miami represents the first postwar installation in the United States of the system. It has been used in Europe for a number of years and was just making its American debut when the British government stepped in and asked that its use be halted because

(Continued on page 20)



Shown Above: Bigelow Gropoint—Lokweave Construction—12 Colors

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Centers of Attraction! . . . OR

MORE OFF-CENTER LOCATIONS

by **ANSEL M. MOORE**

IF THEY INTEND TO STAY in the business and continue to prosper, theatre men must stop trying to be isolationists. They can't get away with it any more for numerous and very obvious reasons.

It is now pretty well understood, even by most motion picture exhibitors, that the public is gregarious and wants to go where the crowd goes; provided the place isn't too crowded through lack of provision for the comfort and conveniences now commonly expected. And, of course, where the crowds gather, theatre men make money out of motion pictures.

But here's another truism with which too few exhibitors today seem acquainted or concerned about, i.e., the public today demands more than just a picture show and the common comforts that are supposed to go with it. Johnny Q. Public and his brood (family, that is) likes food, refreshment, relaxation, diversion and what have you—and he's willing to pay well for it when it is properly provided.

It has always appeared a bit asinine to us when theatre buildings are erected without provision for more adequate and refined catering to the consuming public. Invariably, an attractive theatre quickly brings all sorts of commercial establishments and even competitive attractions right to its very eaves; and then the theatre owners complacently opine that these barnacle-like vendors are bringing business to the boxoffice. They seldom credit their own establishment with having created a veritable purveyor's paradise, in case it is that kind of a theatre.

Even today many theatre builders still practice this form of isolationism in building one-purpose (pictures only) houses, when they know very well that the income they will derive from the investment must depend, not only on the crowds it will attract, but upon the extra money it can extract from the pockets of the pleasure seekers it has drawn to the vicinity.

The current "gold rush" on popcorn and confection vending in theatres, which we have with us today, and which many of us are over-doing to the disgust and disdain of many movie-goers, is potent evidence of the fact that movie fans have money to spend willingly for other things besides film fare. The drive-in theatre, which has little else to commend it besides being a wonderful place to sell food, drink and confectionery delicacies, has further confirmed the point that merchandising is a many-sided outgrowth of showmanship that needs only to be sensibly exploited.

Yet even now, with the knowledge set prominently before them, many exhibitors are planning to build more one-purpose theatre buildings with little or no proper structural provisions to take care of the commonly known food and drink requirements of their expected patronage. And again at this point we want to rail against the prevalent practice of afterthought in planning for such accommodations, which invariably result in crowding theatre lobbies and foyers to the gunwales with all sorts of unrelated gadgets connected with the littersome dispensing of commodities in limited areas that are sorely needed for theatre operation.

Today, as for many years to come probably, it will cost too much money to build a one-purpose theatre and properly equip it to please its patrons. The solution lies in stepped-up income from other sources that do not clash or interfere with the operation of the theatre.

The motion picture theatre must continue to be the Center of Attraction, rather than an isolated unit of its community. If it succeeds as a drawing card, it can't very well remain isolated, except for the profits its owners are willing to forego; because it will soon bring other businesses alongside to get the money. Consequently, our long-sponsored Multiple-Enterprise Plan is advocated to all prospective theatre builders—large and small.

The Multiple-Enterprise plan makes the modern motion picture theatre a Center of Attraction to be surrounded (not stymied) by all sorts of secondary attractions and services that are known to be popular with the movie-going public, and therefore profitable. Since most of these plus attractions stem from showmanship, why should they not be operated or at least controlled by showmen?

In addition to catering facilities, now commonly known to cling to theatre locations, such as sweet shops, tea rooms, tobacco shops, art stores, music stores, soda fountains and other service enterprises, there are other forms of amusement provision, such as bowling lanes, billiard rooms, skating rinks (both ice and roller), dance pavilions and other popular attractions that now run counter to theatre boxoffice; but which might be controlled, if not actually operated, by theatre management.

Profit-wise, the one-purpose motion picture theatre is badly off-center as to the good business location it creates. It makes good business for others and fails to take care of itself. Such isolation is not possible in the Multiple-Enterprise Amusement Center Plan, which is readily adaptable to most every community in which a motion picture theatre might be needed.

The plan is flexible to suit the requirements of every community where people reside. It may be large or small in size, or limited as to the number of enterprises to be incorporated. And it is especially adapted to new residential communities where it may well serve as the nucleus (recreation center) of a shopping district that will be needed to serve the neighborhood.

Some experienced and up-to-now successful theatre operators have expressed to us a sort of "Let-George-Do-It" attitude toward the Multiple-Enterprise Amusement Center project plan. George will probably do it, one of these days, and to the consternation of the party of the first part who failed to grasp an opportunity as it passed him by.

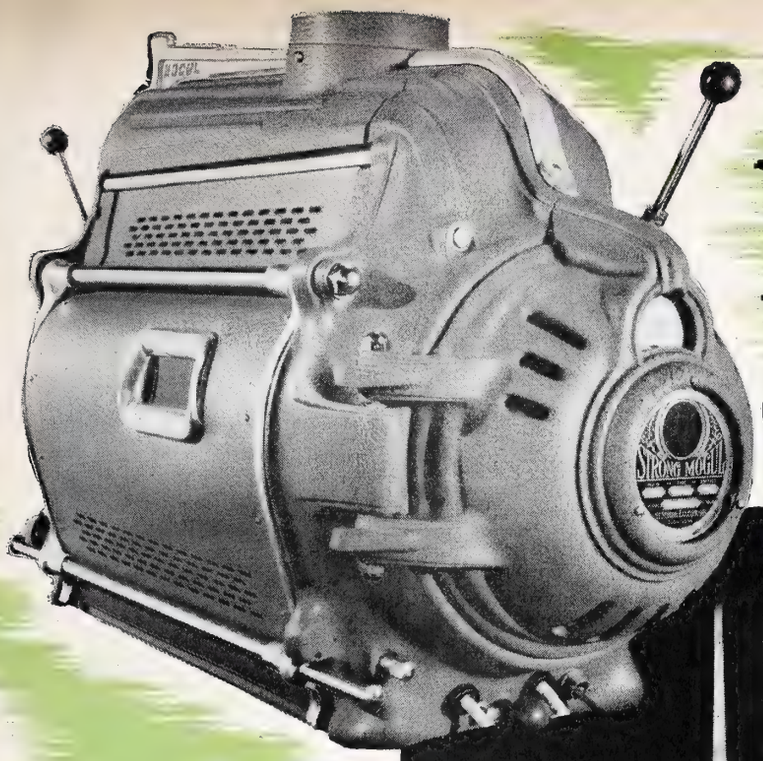
In conclusion and again reverting to the present high cost of one-purpose theatre construction, which shows little promise of soon subsiding, it will be understood that it costs much less proportionately per cubic foot to build, equip and furnish a Multiple-Enterprise plant than it does to erect and properly outfit a lone theatre.

The total investment may be considerably higher; but if the project is carefully planned, the multiplied sources of income, which increase rather than retard the theatre's patronage, will provide a much higher and quicker return on each dollar invested. At any rate, good bankers have expressed to us keen interest in lending money on Multiple-Enterprise plants; whereas they express disinterest, if not outright disdain for one-purpose theatre loans, even in good locations.

Centers of Attraction have a definite appeal to smart lenders of money whose prime interest is a safe return on investment. There's an old saying, still current we believe throughout the theatre industry, that the first thing a banker wants to know about a theatre building when he is asked to back it financially is: "Can it be converted into a garage, in case it doesn't pay out as a picture theatre?" . . . which probably accounts for the fact that some theatres are still more suitable for car storage than for human comfort. Fortunately, most of these garage type theatres have long since been converted to that worthy purpose. The public has seen to that.

FRAME THE PICTURE

In next (July 19th) issue, Ansel Moore will opine and argue the point that most theatre plans are "out of frame" in relation to good box-office returns. It's a new angle on "SCREEN PRESENTATION"—the subject of next issue. Don't miss it.



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It is impractical to use more than 15,000 lumens of light as it would damage the film, and no advantage is gained by the use of contraptions for cooling the gate, or glass heat filters, for they absorb practically as much light as they do heat, in addition to being too expensive and complicated for typical theatre applications.

It is furthermore wasteful, as well as futile, to burn more than 70 amperes in any reflector lamp, or twice the current in condenser lamps.

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TOLEDO 2, OHIO

Wometco's New Miami Theatre "Showplace" of the Americas"

(Continued from page 16)

the principle was wanted for use in military communications.

The hearing aid equipment has its biggest advantage in the fact that it requires no direct connection between the sound of the picture and the receiver which the hard-of-hearing patron uses. Thus it is possible for the patron to sit anywhere in the theatre. Secret of the system is the creation of a magnetic field, circulated by a loop of wire which runs throughout the theatre. The receiver, about the size of a cigar box and with an earphone, picks up the circulated waves by induction and transforms them into sound amplified to suit the listener's needs.

A major engineering problem in balcony construction was encountered by the architects in this project due to the narrowness of the property. However, Mr. Lee and Mr. Collins worked out the complication with the city of Miami by providing balcony exit ramps emptying the lower portion of the balcony directly into the street behind the theatre. This type of exit, though unique, has been used on other occasions by Mr. Lee to solve otherwise impossible exit conditions.

Projection Posers Solved

Narrowness of the auditorium also greatly influenced the selection of projection and sound equipment. The Miami is a long theatre, the distance from projectors to screen is 200 feet. There was also the danger that sound and light might get out of adjustment because of their differences in speed. With those factors kept in mind, the choice of the Miami's equipment included the following:

Special coated type projection lenses to suit the particular needs of the house. Powerful arc lamps which pass nearly 100 amperes through their carbons to produce the light for the screen; the lamps were of special design. Projectors with 300-pound bases holding all the projector mechanism, arc lamps, feed magazines, sound heads and lower take-up magazines. A time-tested sound system is connected with the horn system on the stage, giving maximum quality and volume.

The improved modern type projection room contains a rewind table at the rear, between the projection machines, so that the operators may observe the screen and projectors at all times. Special fireproof shutters were installed over all observation and projection ports. They automatically seal the booth from the audience in case of fire. Fire extinguishers and an overhead sprinkler system are part of the equipment. Exhaust ducts in the ceiling carry out gases produced by the arc lamp carbons. Film bins with individual asbestos linings hold each roll of film. Stage lighting and slide projection equipment also is provided in the projection room. The generator which supplies current to the arc lamps is located in a room adjacent to the projection room.

Tropic Conditioning

All mechanical equipment in the new Miami is noteworthy. An elaborate air conditioning system, designed to meet the particular needs of the house and climate, was installed. The general type of the system is direct expansion, with cooling coils using Freon-12 refrigerant. Condensers are shell and tube, in which the cooling water circulates through the tubes. Condenser water is cooled in an induced draft cooling tower located on the roof. The water is used over and over, with make-up water to replace that lost by evaporation supplied from the city water mains. Zone control of temperatures is used because of the size of the theatre. It regulates the temperatures in different sections of the house in accordance with the needs at each point and is handled automatically. Needless to say, no heating plant was necessary.

The power plant for the Miami, from which its various electrical equipment derives impetus, is equally interesting. It is located underneath the Flagler Street sidewalk and was specially installed to answer the power needs of the house. In a reinforced vault, the Florida Power and Light Company placed two 500 kilovolt-ampere transformers, each weighing 10,000 pounds. The installation for the Miami also permitted the power company to increase by 700 kilovolt-amperes of power the available service in that section of Flagler Street by using the same transformers to supply power to neighboring establishments.

Two feeder lines from the light company's Miami generating plant bring electricity directly to the Miami's transformers. Each feeder is capable of supplying the theatre area; but the second line provides insurance against possible trouble. The transformers are connected also to a secondary "grid," or low-voltage circuit, which covers the downtown area, providing additional insurance against mechanical difficulties. Underground at the Miami also are a number of service tunnels for disposal of waste and so forth.

Throughout the planning and construction of the Miami Theatre, the motive of permanence predominated. The Wometco management wanted an architectural type which would endure, yet which differed from other theatres in the East and South. It was deemed necessary that the house harmonize with Miami's climate, mood and color as well as to attain the atmospheric spice of a Latin touch. With the theatre now in profitable operation, Mr. Wolfson declares that "the only thing we will ever need to replace is the carpet—and that was especially made to withstand long, hard wear."

When you are installing new carpet, remember its important effect upon your entire decorative scheme. Pick up your colors from those in the carpet and have everything in harmony.

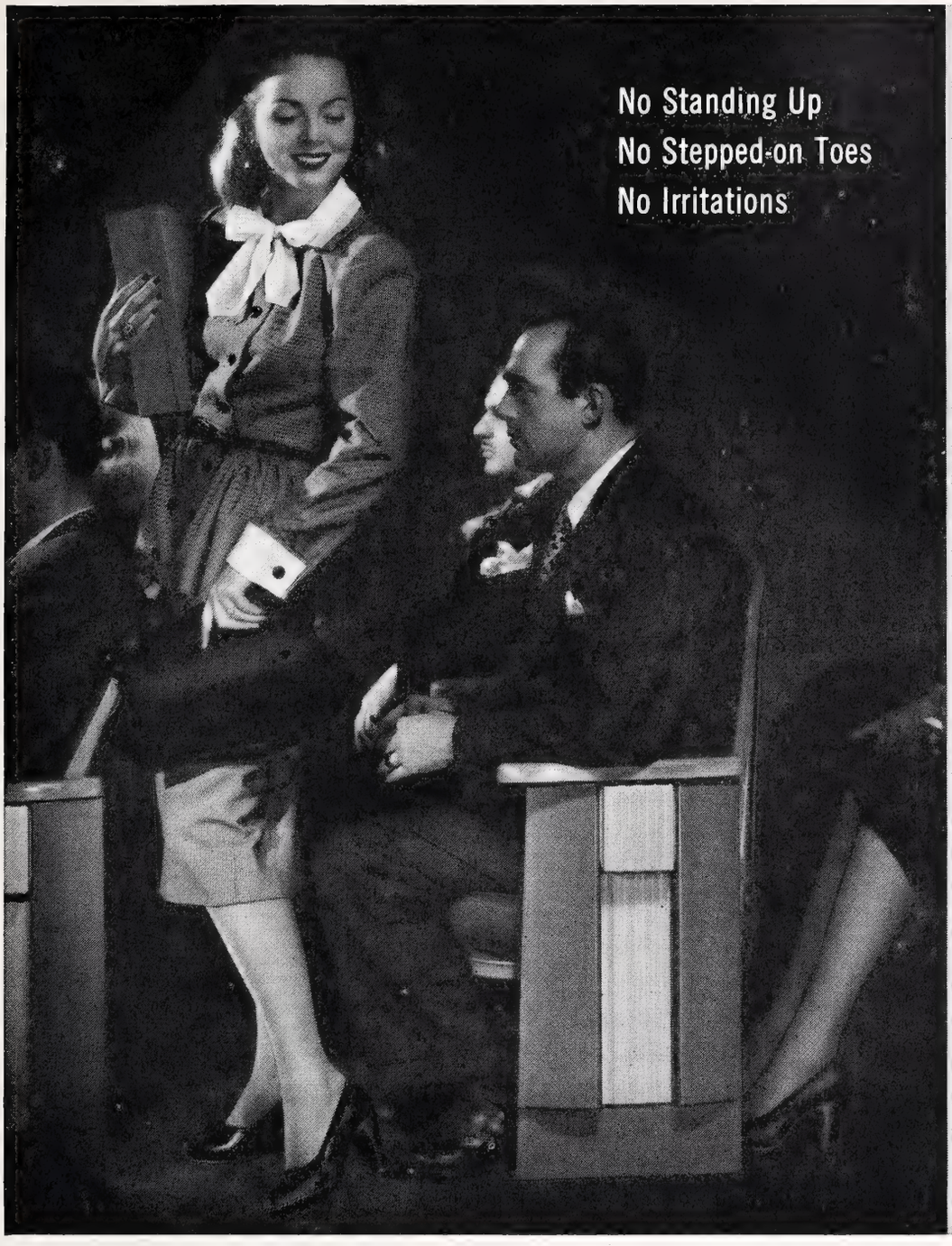
T.E.S.M.A. Trade Show Requires More Rooms

Roy Boomer, secretary-treasurer of the Theatre Equipment & Supply Manufacturers' Association, Inc., reports that the brisk demand for hotel rooms for the TESMA National Equipment Trade Show to be held in Washington, D. C., September 24th to 29th, has made it necessary to reserve 100 additional rooms to accommodate an increasing number of delegates and visitors who have expressed a desire to attend. Ray G. Colvin, president of the Theatre Equipment Dealers Association, who will hold its annual convention on the same dates and at the same place, promises that his entire membership will attend as a body.

Boomer says further that theatre architects from all over the United States have signified their intentions of attending the big show. A special session will be held for the architectural group to discuss television equipment and architectural plans to accommodate such equipment. This will also attract and interest many theatre owners who contemplate rebuilding or remodeling their plants in the near future, as well as many manufacturers of building materials and theatre equipment who have already made exhibit reservations.

Boomer further reports that booth reservations are going fast; but there are still some choice locations available. The following firms have recently been admitted to membership in TESMA: Ansell-Simplex Ticket Co., Chicago, Ill. (admission tickets); Baldor Electric Co., St. Louis, Mo., (rectifiers and electric motors); Continental Electric Co., (photoelectric cells, tubes, gauges, etc.); Garver Electric Co., Union City, Ind. (bulb-type rectifiers); Griggs Equipment Co., Belton, Tex., (theatre seating); Dependable Mfg. Co., Omaha, Nebr., (chrome furniture, box-office chairs); Dunlop Tire & Rubber Corp., Buffalo, N. Y., (Pillofoam seat cushioning); Champion Moulding Mfg. Co., New York, N. Y., (metal moulding, display frames, etc.); Mitchell Camera Corp., Hollywood, Calif., (35mm, 16mm motion picture projectors); Mole-Richardson Co., Hollywood, Calif., (studio lighting equipment); Vocalite Screen Corp., Roosevelt, N. Y., (theatre screens); Manufacturers Machine & Tool Corp., Mount Vernon, N. Y., (35mm motion picture projectors); Ticket Register Industries, Chicago, Ill., (coin change machines); Alto Mfg. Co., Chicago, Ill., (lobby display frames).

Further information regarding the National Trade Show may be secured by addressing Roy Boomer, Sec'y-Treas., Theatre Equipment & Supply Manufacturers' Association, Inc., 4356 Washington Blvd., Chicago 24, Ill.



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Relax, chair slides back to normal, comfortable position—no standing up, no interrupted vision and no inconvenience.

B.H.F. Colorcade PROVIDES POSSIBILITIES FOR THEATRES

by **HELEN KENT**



WE SUGGEST THAT you theatre owners, particularly small theatre owners, steal a few ideas from the home furnishings field when you are ready to decorate and furnish that new theatre or refurbish your old house. It is to be noted that the home furnishings field is doing a great deal to educate and guide Mrs. Jones, the housewife, in her interior decorating problems. Hence, we suggest that Mr. Smith, the showman, heed the lessons too, because a little self-education in color application can do a lot of good where modern theatres are concerned.

It has been proved time and again that color harmony in the interior decoration of a theatre has tremendous effect upon that theatre's patronage. The way the customers react to their entertainment, their feeling of relaxation, their desire to pay return visits to the theatre, "mood conditioning," are all largely dependent upon the way color has been used in the decorative and furnishing process.

Unfortunately, even though they may have realized the salient effects of color as applied to their business, too many owners of small theatres felt that they were unable to afford good decorative advice, and tried to form their own conclusions unsuccessfully. Or else they took too readily to the freely proffered advice of too many different salesmen, with the result that color harmony among various furnishings selected was notable for its absence.

Because the same problems plagued uninitiated housewives in the infinitely larger home furnishings field, a number of farsighted manufacturers and retailers decided to do something about it—not altogether altruistically it is true, because they stood to make better sales and more satisfied customers. However, to help inexperienced home decorators with their color coordination problems was a worthy aim. And if a large group of our smaller theatre operators can find a place to hang onto the apron strings, we heartily advise them to do so.

Colorcade Emerges

The Home Furnishings Style Council—the group of which we speak—is a voluntary, non-profit association of makers and sellers of home furnishings organized for the purpose of increasing interest in home goods through rendering a long-needed service on color coordination to the general public. Inasmuch as the general public is getting this education—and for free—it behooves theatre men to partake of a bit of it too, or at least to bring their houses into line with what the general public will come to expect through its new color consciousness.

We believe the objectives of the Home Furnishings Style Council are particularly adaptable to the theatre field as well as its own. As outlined in a recent brochure, they are: "The major current objective of the Home Furnishings Style Council is to make it easy for any family (theatre operator), in any income group, to achieve color harmony in the home (theatre).

"The desire for better living, better homes, is a universal corollary of the steady advance in the American standard of living. Yet, except for those in top income groups, accustomed and able to have trained advice, the combining of colors and designs within a given room has constituted a fearsome adventure, as mysterious often to the salesman in the store as to his customer.

"The results we all know. They are there for all to see in millions of American homes (thousands of American theatres). They constitute a constant obstacle to the desire for change which has spearheaded the growth of other great American industries.

"The members of the Home Furnishings Style Council aim to eliminate this obstacle through a plan which (1) has demonstrated its effectiveness in other fields; (2) is democratic in its concept and universal in its application; (3) is uncomplicated and easy for all to apply."

Color Keys Decor

The key to the whole problem of color harmonization for interior decoration, as pointed out by the aforesaid association, lies in the colors themselves, or in the universal availability of colors that can be readily combined by people without specialized training. The Home Furnishings Style Council starts its plan of operation for the Fall Season of 1947 with a basic color card of fifteen colors. These colors, as a group, are known as the B.H.F. Colorcade. The letters "B.H.F. stand for

(Continued on page 40)

MEMBERS OF THE HOME FURNISHINGS STYLE COUNCIL
As of June 5, 1947

ACCESSORIES:
B. T. Crump Co., Inc., hassocks
International Braid Co., venetian blind tape
Newman Decor, Inc., decorative pictures
Sure-Fit Products Co., slip covers

CARPET (wool):
*Bigelow-Sanford Carpet Co., Inc.
Beattie Mfg. Co.
Fifth Carpet Co.
Hardwick & Magee Co.
Hightstown Rug Co.
Archibald Holmes & Sons
*A. & M. Karagheusian, Inc.
Thomas Leedom
James Lees & Sons, Inc.
Magee Carpet Co.
C. H. Masland & Sons
*Mohawk Carpet Mills, Inc.
Nye-Wait Co.
Philadelphia Carpet Co.
Roxbury Carpet Co.
*Alexander Smith & Sons Carpet Co.

FABRICS:
Atkinson, Wade & Co., Inc.
Barret Textile Corp.
Blackstone Plush Mills, Inc.
Chicopee Mfg. Co., Lumite Div.
Collins & Aikman Corp.
C. Cosentino Co., Inc.
Covington Fabrics Corp.
*E. I. duPont de Nemours & Co., Inc., Fabrics Div.
Forster Textile Mills, Inc.
International Looms, Inc.
Joan Fabrics Corp.
Louisville Textiles, Inc.
*Masland Duraleather Co., Inc.
Massachusetts Mohair Plush Co.
Meadox Weaving Co., Inc.
Mercer Textile Mills, Inc.
Midland Fabrics Corp.
Oliver & Kaufman
Oregon Flax Textiles, Inc.
Rhode Island Plush Mills
Seneca Textile
Standard Mills, Inc.
Stead & Miller Co.
E. F. Timme & Son
Valdess Weavers, Inc.

FURNITURE:
Bay View Furniture Co.
Wm. Brenner Furniture Corp.
S. A. Cook & Co.
Davidson, Ltd.
Globe Parlor Furniture Co.
Heritage Furniture Co.
Jamestown-Royal Upholstery Corp.
S. Karpen & Bros.
Kittinger Co., Inc.
*Kroehler Mfg. Co. (Push-Back theatre chairs), including Valentine Seaver Div.

HARD SURFACE FLOORING:
Armstrong Cork Co.
Bird & Son, Inc.

LAMPS:
Lulis Co., Inc.
Mutual Sunset Lamp Mfg. Co., Inc.
Sight Light Corp.

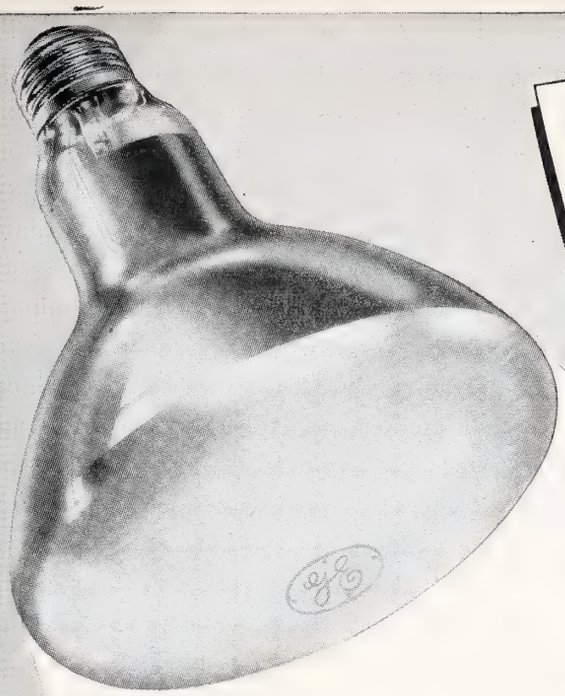
PAINTS:
Morwear Paint Co.
National Chemical & Mfg. Co., Luminall Paints Div.
Roberts Paint Corp.

RUGS (cotton and fiber):
Deltox Rug Co.

WALLPAPER:
Imperial Paper & Color Corp.
Lennon Wall Paper Co.
Sigfrid K. Lonegren, Inc.
Schmitz-Horning Co.
*United Wallpaper, Inc. (Varlar)

ASSOCIATES:
M. Stanley Brown, furniture store
Dallas-Williams Furniture Co., furniture store
Duncan & Hovendon, Inc.
Faber Birren & Co., advertising agency
Fashion Furniture Co., furniture store
Institute of Carpet Manufacturers of America, Inc., trade association
Marvin's, Inc., retail store
National Paint, Varnish & Lacquer Ass'n., trade association.
Anna Palm & Son, furniture store
Ritchie Textiles, manufacturers agent
Servel, Inc., kitchen equipment
Silverman's Dept. Store
Waldrop Furniture Co., furniture store

*Currently advertising to and serving theatre trade.



REFLECTOR LAMPS

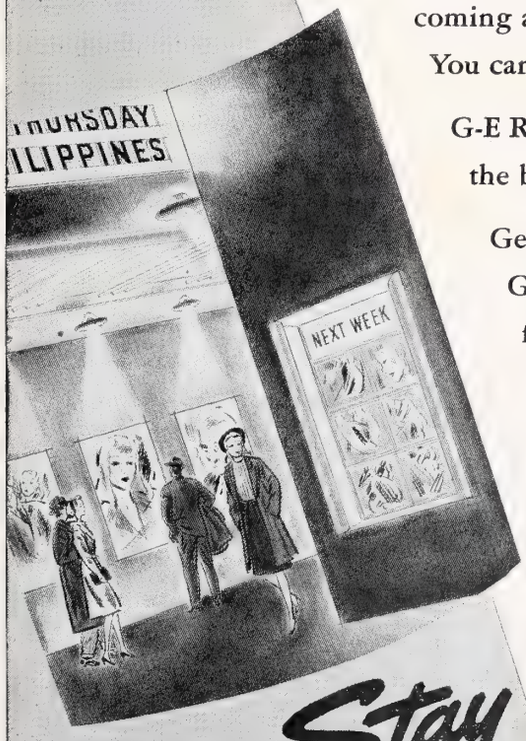
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G-E LAMPS

GENERAL ELECTRIC

Carpet Industry PROMISES REVOLUTIONARY DEVELOPMENTS

by **MERRILL A. WATSON**
President
Institute of Carpet Manufacturers of America, Inc.

THE PENT-UP DEMAND for all types of wool floor coverings has only been partially alleviated during the past year. Several reasons account for the setbacks in production. Shortage of skilled labor continues to harass manufacturers. Some raw materials are still "hard to get" items. However, manufacturers are straining every effort, even in the teeth of these major shortages, to increase the 1947 carpet and rug output. It is hoped that the result of this all-out, industry-wide effort will result in a yardage gain of at least 25% over the output of 1946.

PEAK PRODUCTION PROMISED

Retailers and consumers can be sure that the industry is expending every resource to reach, if not exceed, the peak production figures of 1941, the attainment of which depends largely on many factors that cannot alway be anticipated. The peak year for the industry was 1941. Production reached 69,744,000 square yards. This output was valued at $205,000,000. In 1946 production figures reveal that 52,000,4000 square yards, valued at $211,626,000, were produced.

On the plus side, the industry is receiving public recognition from the retail field for the notable record they have made in holding the line in the pricing of merchandise. Sidney Reisman, general merchandising manager of Bloomingdale's, one of New York's greatest stores, recently made a statement, to the New York Journal of Commerce, hailing the carpet manufacturers for holding price lines at a reasonable level. Mr. Reisman said, "department stores are eager to buy correctly priced goods such as carpets. Their pricing highlights the future of the wool floor coverings industry at a time when many commodities are meeting serious consumer disapproval."

PRICES REMAIN STABLE

In the face of steadily spiraling cost increases the industry has managed to keep prices as low as possible. Since 1941 manufacturers have had to struggle to absorb steadily increasing costs—and still maintain a reasonable selling price. In some cases the cost increases were fantastic. Carpet wool, for example, has increased on the average 24%, and jute increased 45%. These increases have taken place in the world markets. Here, at home, the cost of skilled labor has risen 70% while manufacturing production costs jumped over 40% since 1941.

During this period the price of wool carpets and rugs increased between 22-24%. Nor has the quality of the merchandise suffered. It can be safely said that today's merchandise is equal, if not better, than any pre-war items. It is interesting to note that a calculation of net profit on sales, after taxes, for 1946 reveals earnings but 1.5% over 1941. This modest profit, in a period when other industries were reaping as much as 100% to 150% in excess of pre-war profits, is evidence that the carpet industry hewed very conscientiously to a sane price level.

MANY SURPRISES PROMISED

The important developments which the carpet industry has made, despite delays, setbacks, labor conditions and delivery snags, is more than even the most visionary industry leader could have hoped for before the war. The exciting new weaves, textures, designs and colors which are making their appearance in wool floor coverings are truly marvelous. It is the opinion of leading designers, stylists and colorists that the carpet industry is setting the style pace for good home decoration. The new wool floor coverings are revolutionizing the American home. They will do the same for the American theatre.

Manufacturers are not leaning heavily on the warmed-over successes of yesteryear or a few "good" patterns to carry them through a new season. New and dramatic ideas, executed by top flight designing skill, are being interpreted into superbly styled wool carpets and rugs. The carpet industry is taking its place, right in the front line with the best in architecture, decoration and better living.

CARPET PRICE SITUATION

In the current debate on the question of voluntary price reductions by industry, everyone so far seems to have overlooked the point that some prices have gone up substantially above the general price level, while others run substantially below. To clarify this point, "Round Table," Alexander Smith's and Masland's news letter for retail salesmen, publishes in its current issue the following item, headlined, "Home Furnishings Prices Have Not 'Run Away' ":

"In all the price stories which have become front-page news since the announcement of voluntary price reductions by Ford, International Harvester and Alexander Smith, there is one important angle which the various commentators have overlooked. This is the fact that these three companies are in industries where, according to Department of Commerce figures, prices have been least inflated and hence are in the least need of correction. It is this taking of the long-term view that is hailed by Mark Sulliven and other commentators as business statesmanship.

"Alexander Smith, in a letter to suppliers, has summed it up this way: 'This is not a spectacular price cut. Its significance lies not in its extent, but in the fact that we might just as easily have raised our prices a like amount and still sold our entire production. Our business is as good as that.'

"According to the Department of Comerce figures, automobiles, farm machinery and rugs and carpets are all substantially below the curve of the general price level. Most out of balance on the high side are products such as paints, meats, grains and lumber. Conspicuous on the low side are nearly all home furnishings, including furniture and rugs and carpets.

"To you who sell home furnishings, it should give confidence to know that the prices of the goods you sell are already substantially under the general price level and hence much closer to the level at which consumers can continue to buy freely."

Frontispiece

FLOOR COVERINGS *occupy a unique position as one of the major components of modern theatre furnishing. Besides their important function in noise abatement and the feel of footease and luxury they provide, well-selected floor coverings actually serve as the keynote to set the harmony pattrn for a theatre's entire interior decorating scheme, wherein "House Appeal Under Foot" creates a first and lasting impression. Mood conditioning is a most important function of fine theatre floor coverings . . . Our cover subject, selected for its expression of House Appeal Under Foot, is a corner of the executive office of Fred Astaire's new dance studios opened recently in New York City. The carpet is gray "Symphony," an ultra new weave by Gulistan. Picture by A. & M. Karagheusian.*

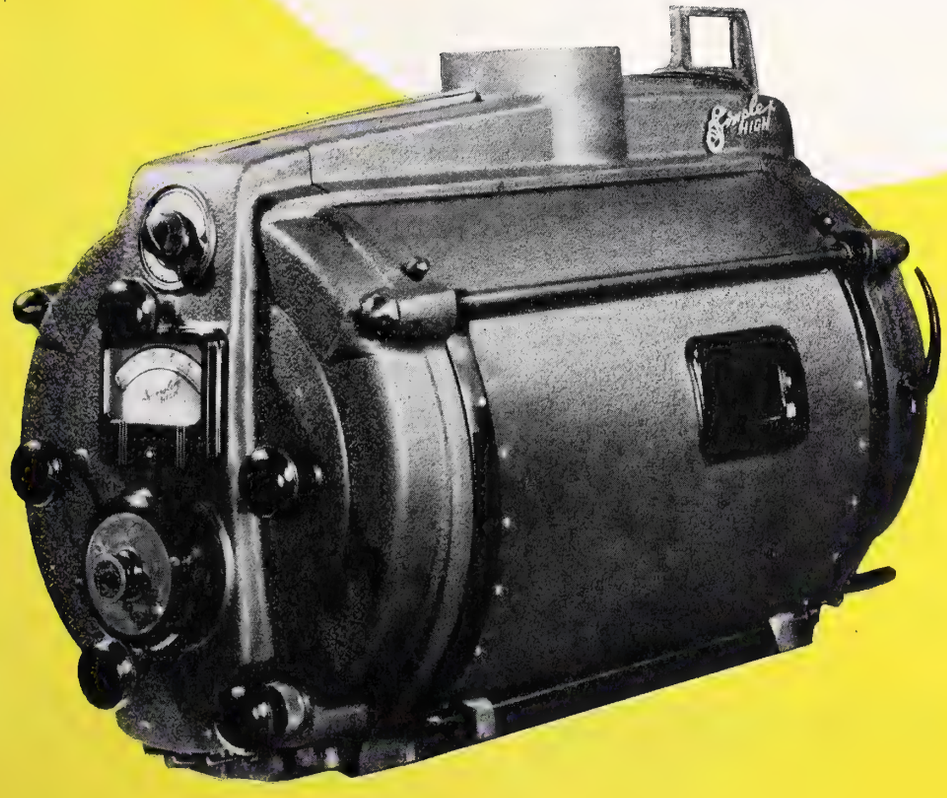
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Tradewinds

THE EDITOR'S MONTHLY WEATHERVANE ON CURRENT EVENTS IN THIS AND OTHER INDUSTRIES AFFECTING THE INTERESTS OF THEATRE OPERATION

JUST OFF THE BOARDS

Architectural renderings in early-stage visualization of new theatre building projects soon to be erected or now under construction. The completed projects will be pictured and described in greater detail in forthcoming issues of The MODERN THEATRE section.



A PERSPECTIVE drawn by Theatre Architect Paul K. Evans of Salt Lake City, Utah, visualizing a new modern theatre and shopping center building for his client, Mr. A. C. Toland at Tremonton, Utah, construction of which will be started soon.



PAUL K. EVANS
Architect

The new Pearl Theatre will have a seating capacity of 800 and a special parking lot provision for 100 cars. Located in the downtown business section of Tremonton, on a ground plot 160x135 feet, the project comprises in addition to the theatre portion, an adjoining "snack bar," a large store frontage for rental purposes and four spacious business offices on the second floor. The store portion is 62x95 feet and will have a full basement.

Facia for the building will be of face brick and ceramic tile. The vertical name-sign and a modern marquee, which will carry a three-line attraction panel, will provide an eye-catching display for the theatre portion of the project.

The lobby will have terrazzo floors and canvassed walls; foyer and lounge will have canvassed walls and carpeted floors. A confectionery room with entrances to both the foyer and the exterior will have floors of asphalt tile. The auditorium will be completely acousticised and air conditioned.

The picture policy of the new Pearl will be three changes a week plus occasional stage attractions. Mr. Toland, the owner, will manage the new house. Construction cost is estimated by the architect at $90,000, with an overall budget of $25,000 for equipment. Mr. Evans is a member of the Architectural Staff of The Modern Theatre Planning Institute.

TO BE CONTINUED

C.E.D. Program Deserves All-Industry Support

The Committee for Economic Development was organized during the war by a group of farsighted business leaders as a postwar measure to accelerate reconversion, stabilize economy and preserve the American system of free enterprise.

The C.E.D. Board of Trustees now comprises more than a hundred leading American industrialists and economists. Mr. Eric Johnston, President of the Motion Picture Association of America, Inc., is one of the five Vice-Chairmen of C.E.D. Thus practically every branch of industry is represented.

Convinced that the motion picture industry, and particularly all operators of theatres, have a definite stake in the preservation and further progress of our American business economy, we recently wrote Mr. Eric Johnston, offering the services of this publication in acquainting all members of this industry with the objectives of C.E.D. and encouraging their individual and/or collective support of the program.

Mr. Johnston's response was prompt and definitely receptive to our suggestion, with the result that we have since conferred with the Director of Information for C.E.D., and plans are now under way to implement the recommendations.

Currently, the C.E.D. research and policy committee is advancing a nation-wide program to strengthen small business in its management, in its finances and with respect to taxation, and to improve competitive opportunity.

Since the operating branch of our industry is definitely "small business" as to majority, we believe every exhibitor in his own best interests, will find the movement worthy of all the support he may be able to give it locally, under plans now in process of formulation.

As we have often pointed out, the motion picture industry, and particularly the exhibitors of the product of that industry, are closer to the public interest than most other classes of commercial enterprise.

Therefore, the economic welfare of the community is, or should be, of deep concern to the exhibitor and none the less to the producers of motion pictures.



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In Canada: Fiberglas Canada Ltd., Toronto, Ontario

*Listed by Underwriters' Laboratories, Inc., "Noncombustible Fabric".

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Theatre Modernization MEANS

ATTRACTIVE FLOOR COVERINGS

by **PERRY WILLIAMS***

MODERNIZATION OF THEATRES, all the way from providing more comfort for patrons to brightening up lobbies with new floor coverings, has become a prime post-war objective in a majority of the houses across the country, according to surveys just completed.

This move is part of a general trend of community "face-lifting" that is rapidly gaining momentum following long years of wartime restrictions and shortages.

Theatres have always been the glamour spot in most American communities and are again leading the way in the current rehabilitation program.

Installation of air cooling equipment, thermal insulation, better seats, modernization of lighting and general refurbishing, are all being carried out on a broad scale.

One thing the modern American theatre industry should never be accused of is drabness or lack of glamor. Some houses have carried their Arabian Nights atmosphere to great and costly extremes, but always the result has been to make the house the bright, glamor spot of the community.

Flash and color are handmaidens of show business. However, this must be combined with good taste and with costs that do not make deep inroads in budgets. Furthermore, management must keep constantly on its toes because theatre interiors soon take on an appearance of shabbiness as a result of hard usage by the public. Nothing is more drab than decorative motifs that have been allowed to deteriorate.

City Investing Co., which owns the buildings occupied by the Astor and Victoria motion picture theatres and five legitimate houses in the heart of Times Square in New York City, long ago discovered that handsome, eye-appealing brightness need not be unduly expensive. Clean, bright houses, both inside and out, have become a fetish of Robert W. Dowling, president of the company. "Not only does this attract patrons," he says, "but adds value to the property."

A principal point of attack in any theatre's decorative motif is the floor treatment of lobbies and rest rooms, according to the American Society of Interior Design. The floor is the first thing a patron sees. If it is bright, colorful, and in good taste it makes a lasting impression. Modern floors are more than just something to walk on. They are a decorative part of the house.

Because of the low installation cost, extremely low upkeep expense and limitless decorative possibilities, asphalt tile is becoming widely used for theatre floors. Made of asbestos, combined with mineral coloring pigments and bonded with asphalt or asphaltic resins, the tile withstands wear like few other resilient floors, engineers have found.

Colors are permanently a part of the tile, extending all the way through from top to bottom. Hence they cannot bleach, fade or wear off and the floor continues to retain its original brightness.

No complicated nor expensive cleaning method or methods are required. Most manufacturers pre-wax the tile at the factory and this prevents discoloration or stains which so often develop when workmen lay other types of resilient flooring. After installation, ordinary sweeping and only occasional washing and waxing is all the attention usually needed.

Cigarette burns, the bane of every theatre manager, can be easily removed with light buffing by steel wool. Lipstick and other common stains cannot penetrate the material, and usually can be taken off with little effort.

The fact that the material is highly fire and moisture-resistant has brought asphalt tile into wide demand by the theatre industry.

Most lobbies and rest rooms are located on or below grade. Engineers declare that asphalt tile is virtually the only resilient flooring that can be used successfully in such locations, because it is not affected by dampness which is generally present when concrete is in direct contact with the ground.

An example of how it resists moisture was seen a few years ago in a Pittsburgh hotel which was flooded by high river waters. The lower floors were under water for seven days. When the silt and debris was cleared away, the asphalt tile floors were found to be in first-class condition and were the only floors that did not need to be replaced.

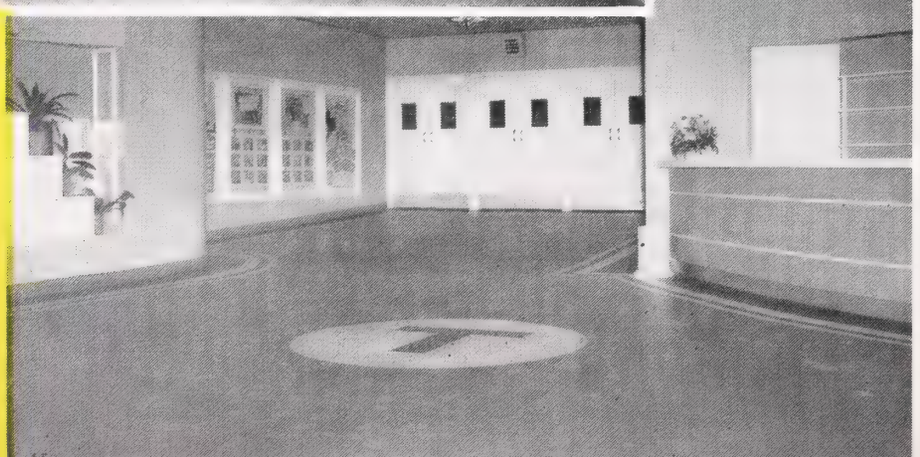
The unlimited decorative possibilities, however, is what appeals chiefly to thea-

(Continued on page 48)

* Nationally known architectural engineer and magazine writer.



The general smoking room of the Bush Little Theatre, St. Paul, Minn., features harmonious pastel coloring; roomy, comfortable upholstered furniture, and flooring of asphalt tile in Florentine marble design.



Interesting decorating treatment in the foyer of the Tower Theatre, Marysville, Calif. Flowing modern lines, structural simplicity, artistic and unobtrusive arrangement of posters and clever use of plants are features. Flooring is noteworthy; nine-inch blocks of Spanish Red asphalt tile are used.



The inside lobby of the Prefab Theatre is shown here

It pays to find out

It's good business to investigate before you build your new theatre or before you remodel your old one. And that is all we ask you to do; you will let yourself in for the surprise of your life and for good theatre business.

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DECORATING

THE ARTISTIC SIDE OF ARCHITECTURE AS APPLIED TO THEATRE DECORATION

Is Your Decorative Scheme a Sight, or a Vision?

by HANNS R. TEICHERT*



THERE'S ALL THE DIFFERENCE in the world between a shock and a surprise, or a sight and a vision. Yet theatre management is too often guilty, in the matter of their decorations, of offering their patrons the first of each of the two alternatives. Perhaps the very nature of their business leads them to think in terms of "shocker," "sensational," "supercolossal" and even "horror thriller" . . . so that there is some natural danger of a carryover into the manner in which they decorate their property. It is one thing to be dynamic in the treatment of a house catering to the public, and quite another to be carried suddenly across the very fine line of good taste to the garish and gaudy. And the quickest way to cross that line is to go in for unrelated strong colors or unrelated decisive patterns.

Color Coordination

As you read this probably your mind flashes back to some theatre interior that seemed to be an exception; but let's look at it first in the light of this matter of strong unrelated color. Very likely the colors used were decisive or the example would not have come to your mind in this connection; but we will put ourselves on record that, sight unseen, if that theatre interior was a good one, its colors were not only related, but very carefully related. For example: There are as many ways of relating reds and blues as there are shades and tints of those colors . . . all of them varying in effectiveness in as many degrees from the highly successful to the utterly impossible. The same can be said of any other color opposites such as yellows and purples, or oranges and greens. And the more dynamic the colors used, the more care, judgment and skill has to go into the balance. But too often these colors are employed not in relationship to the area they are to cover or the usage they are to serve; but purely for the degree to which they can startle or shock the beholder into taking notice of them. The fact that that kind of notice is never anything but uncomplimentary seems to be forgotten in the doing.

We have seen actual examples of where blood-red lobby walls were flanked by so-called pink mirrors, under which settees of salmon orange were set over rose carpeting, the whole bathed in a nauseous quiver of violet fluorescent light. The "reason" for this, as given by the management, was: "Well, we believe in giving them something different. Something they don't see in their own homes. "We believe that something different" is still no excuse for lack of taste. And we further believe that, through their own medium, the movies, theatre management has educated its public to the point where they represent a factor of good taste to be reckoned with. Owners and managers with the above approach may find themselves getting away with it now; but just let a progressive rival move in with intelligent postwar ideas and watch the local patronage express its taste in no uncertain boxoffice returns.

Clashing Patterns

So much for the generalities of strong unrelated color usage, and on to the same indiscriminate use of blatant unrelated pattern. In its way this can be just as offensive as the former and, what is worse, it is apt to be far more prevalent. Many are the theatre lobbies you have walked into that have displayed something like a bold baroque pattern in the carpeting, a floral motif on sofas, jungle murals on the walls, with drapery of cubist geometrics and perhaps lighting fixtures in some colonial design. This is the kind of interior shrugged off by the management (usually small and unsuccessful and wondering why) with a, "Well, who knows? Nobody notices; and anyway it was all I could do what with the war" . . . But the war, over for two years now, is usually never over for that kind of mentality. They'll be making variations of the same excuses years from now, while their property gets further involved in confusion and its own irritating atmosphere.

You may be thinking us more than a little hard in the way we hit out against this sort of interior. You may be thinking that, after all, it isn't the easiest thing in the world to get a coordinated interior when so many factors of color and design are all involved in as many different furnishings as carpets, drapery, upholstery, murals, lighting, incidental furniture and utilities, as well as in the treatment in color and design of the walls and ceiling surfaces in each area of a theatre.

Help is Available

No, it isn't the easiest thing in the world; but it is far far easier than it has ever been before.

How easy is that?

Well, as easy as calling up your theatre architect and letting him take over from there. He'll not only take this sort of detail off your shoulders but give you a superior service and save you time and money in the bargain.

Or it's as easy as calling up your theatre decorator specialist and putting the matter into his experienced hands. He has been trained to work so that all details go to make up an effective and attractive whole, and this skill is yours for no additional cost above what you would pay for the decorations themselves.

Or if neither of these expert services are available to you, or you prefer to handle the coordination of decoration yourself, it is still easy. For the manufacturers of carpets, upholstery and drapery fabrics and wallpapers have got together into groups to design their products to work together in mutual accord. One of the better known is the B.H.F. (Basic Home Furnishings) group who offer their wares in a wide range of matched colors and designs. For example: If you choose a modern theme for your lobby you might select their "Plume" fabric for your drapery needs with perhaps a slip-cover for a sofa to match. Then you might like a decorative wall panel opposite the sofa to carry the motif to that side of the room, so you would have the "Plume and Rose" wallpaper ready to do the job there. Then, for carpeting, the same "Plume and Rose" design would be available to you in matched colors.

Theatres Should Lead

The above, with the addition of well-selected accent colors, would give you an interior in impeccable taste and with the air of having been carefully custom-made. These coordinated services are being developed more and more, as you will notice by a trip through the decorating section of any progressive department store, and there is little or no excuse for theatre management to ignore the application of these

*Theatre Decorating Specialist; Decorative Consultant to The Modern Theatre Planning Institute.

ADVISORY SERVICE

As Decorative Consultant to the MODERN THEATRE section, Hanns R. Teichert will be glad to correspond with any of our readers who may wish information and advice on decorating procedule. All such inquiries will be given proper attention. Address your inquiry to The MODERN THEATRE, 322 S. Michigan Avenue, Chicago, Ill. It will be immediately referred to Mr. Teichert for analysis and advice, without obligation.

offerings to their own needs. They should be ahead of the decorative treatments of private homes; not behind.

Furthermore, if you decide to handle your color and design coordination yourself, you will notice that none of the better carpet-fabric-wallpaper combinations go in for either shocking color contrasts or blatant design. Which harks us back to our opening paragraph that these are a very indefensible treatment indeed. Of course you can find carpeting in violent overscaled geometric designs of purple, red, blue and black like a madman's nightmare; but don't think that just because some carpet manufacturer made it he's automatically proud of his misbegotten brainchild. He's not! He has to make it for those who know no better and he'd just as soon you'd buy his more discerning designs and let him quietly drop his little horror and go on to better things.

And don't search through fabrics until you find one that stops you in your tracks with its awesome clash of colors. Before you select that one ask yourself the question we raised at the beginning: is it a "sight" or a "vision"? The fact that it stopped you only adds up to trouble ahead, decoratively speaking, if you have to answer to yourself that it's just the former.

If you go at the selection of all the factors involved in your redecorations with the above suggestions in mind, we think you will not only give yourself a gratifying little education in the process; but come out with a result far superior to any you have previously achieved. You may even "surprise" yourself with a "vision!"

Carpet Industry Plans Wide Consumer Research

The carpet industry is planning an intensive program of basic consumer research in addition to its greatly expanded advertising program, Merrill A. Watson, president of the Carpet Institute of America, told 100 representatives of the press and radio recently at the celebration which marked the completion of the $3,500,000 spinning mill and dye house of James Lees & Sons Co. at Glasgow, Va.

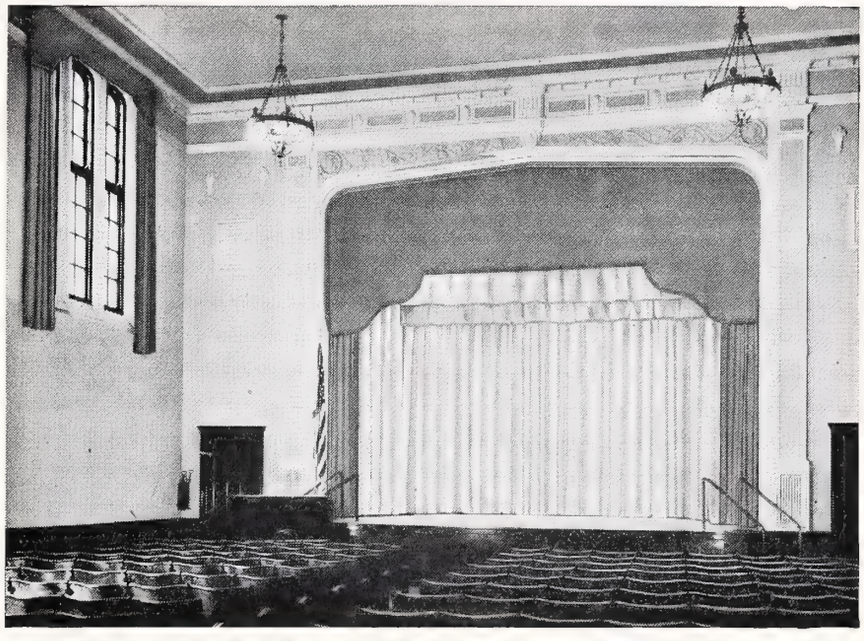
Mr. Watson said he believed a long period of prosperity is ahead after some adjustment of prices is made during the period of mild recession just entered. "American industry generally must sell about twice as much in dollars during the postwar period as it did before the war if it is to keep our vastly expanded industrial capacity in operation. Personally, I believe the present price adjustment will be made without too much disturbance to our economy. There are now 17,000,000 families in the $2,000 to $5,000 income group as compared to 6,000,000 or 7,000,000 in 1939," he declared.

Mr. Watson added that, economically speaking, the carpet industry has undergone a revolutionary change in its thinking. "That must be apparent to you in your visit to James Lees Mills at Glasgow today," he said. "An industry gripped by tradition has thrown off these shackles and finally come to grips with these problems and solved them."



— and first in line with features that will bring you the hearty thanks of every thirsty patron. The smooth, easy dial-type bubbler control is just one feature that quickly wins full approval for OASIS Electric Water Coolers. Write for details on the many EBCO advantages developed in 20 years of water-cooler leadership.

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AUDIENCE SAFETY demands fabrics that *CANNOT BURN*

A theatre fire is too horrible a disaster to take unnecessary chances. The flameproofing of combustible fabrics may lead to a false sense of security—for the fire-resistance of chemically-treated organic fabrics depends upon the type of chemical used, and the length of time since the last treatment.

That is why more and more theatres, schools and public auditoriums are being redecorated with Fiberglas*—the decorative fabrics *woven entirely of finely spun, inorganic glass* filaments. Fiberglas fabrics are not merely flameproof—but *fireproof.* They cannot burn; and, unlike organic fabrics, will not emit asphyxiating smoke and fumes if exposed to flame.

Fiberglas fabrics are *permanently* non-combustible; immune to rot or decay, always operate at 100% efficiency. Will not smolder or propagate flame; minimize the hazard of suffocation from oxygen depletion in the event of fire in enclosed places.

HALE SCHOOL in Chicago

The auditorium installation shown above comtines two Fiberglas* fabrics: Tuscan Gold back drop, legs and borders—Jade diamond weave front curtain. This dignified stage and window treatment is easily cleaned. Fiberglas fabrics are endorsed by all public safety officials. Theatre installations often include wall coverings of Fiberglas to assure maximum fire-safety.

FIBERGLAS Listed by Underwriters' Laboratories, Inc. as "Non-Combustible Fabric;" approved by the Bureau of Standards and Appeals, City of New York.*

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*T.M. Reg. U. S. Pat. Off. Owens-Corning Fiberglas Corp.

News of what's NEW in Modern Theatre Equipment

A New Plastic Floor Tile Is Announced

A laminated and decorative plastic floor tile for which excellent sound absorption qualities for installation in theatres are claimed, is announced by the U. S. Stoneware Company, Akron, Ohio. The new product has been trade-named "Plastile."

Plastile is made from genuine vinyl compound and is a true plastic. With the development of plastic flooring, the user is urged to watch for the real thing. In the past, according to the announcement, some producers of floor coverings have used the term "plastic," for added merchandising appeal in the sale of ordinary linoleum, asbestos and asphalt flooring.

Plastile will be available in a wide range of colors in standard tile sizes of 8½ by 8½ and 9 by 9 inches and in sheets 35 by 35 inches. It is composed of a 3/32-inch layer of genuine vinyl compound bonded to a 3/32-inch resilient base of synthetic impregnated cork. The natural adhesives in the synthetic resins bond the two plies together. This lamination process is said to give Plastile a better cushioned action for quietness with greater resistance to wear under all conditions of heavy foot traffic. Laboratory tests are said to show three times greater wear in comparison with other floor tile.

Plastile is not affected by acids, alkalies, oils, grease, abrasion and any type cleaning fluids. A cigarette can burn its length without damaging the surface. It is a safer flooring, non-slippery even when wet. Moisture will not cause it to rot; nor will it crack or harden with age.

A plastic top laminated to the impregnated cork base with synthetic resins makes possible a flooring that adheres to any surface with ordinary linoleum cement. Plastile's easy bonding, stainproofness, durability, washability, color range and flexibility should find a ready market where there is a need for a heavy duty floor tile.

The price range of Plastile is comparable to top quality rubber flooring. For additional information about this new laminated floor tile, write to the U.S. Stoneware Company, Akron, Ohio.

A New Sponge Rubber Carpet Underlay

To help meet the need for luxurious carpet underlay that will resist heavy traffic, United States Rubber Company is now manufacturing chemically blown sponge rubber for immediate delivery. The new product is recommended for use under carpets in theatres, hotels, restaurants, department stores, public buildings and institutions.

Tests indicate that the sponge rubber lining will increase carpeting wear almost a third. It is said to be permanently resilient, gives luxurious tread, is washable and long-wearing. Other qualities claimed are that it will not pack down or sag with age and use and that it is lint-free, mothproof and verminproof.

The new carpet underlay is being marketed through leading distributors of floor coverings and is now on sale in the floor covering and contract rug departments of some department stores. It is available in 36 and 53-inch widths with a standard thickness of ¼ inch. It can be supplied up to ½ inch in thickness for special installations. Widths and lengths can be joined with adhesive binding tape.

The gripping action of the sponge rubber material is also said to prevent rugs from slipping on highly polished wood or on marbleized floors. To anchor scatter rugs, it is being sold in 2, 32 and 54-inch widths, 3/32 of an inch thick.

New Kollmorgen Bulletin On Lens and Screen Data

A handy new table giving lens focal lengths for many combinations of projection distances and screen sizes is featured in Bulletin No. 204, issued by Kollmorgen Optical Corp. In this new bulletin a two-color table is used to present the figures in convenient form. The table covers lenses from two through seven-inch focal lengths and projection distances from 40 through 400 feet.

Also included in this new 6-page illustrated bulletin are specifications of the new Super-Snaplite projection lens, and information on Snaplite Series I and Series II lenses. Cutaway illustrations show lens

(Continued on page 44)

A RESEARCH BUREAU for MODERN THEATRE PLANNERS

ENROLLMENT FORM FOR FREE INFORMATION

The MODERN THEATRE PLANNING INSTITUTE 6-21-47
Room 334—332 S. Michigan Avenue
Chicago 4, Illinois

Gentlemen:

Please enroll us in your RESEARCH BUREAU to receive information regularly, as released, on the following subjects for Theatre Planning:

- ☐ Acoustics
- ☐ Air Conditioning
- ☐ Architectural Service
- ☐ "Black" Lighting
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- ☐ Projectors
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- ☐ Seating
- ☐ Signs and Marquees
- ☐ Sound Equipment
- ☐ Television
- ☐ Theatre Fronts
- ☐ Vending Equipment
- ☐ Other Subjects:

.....

Theatre ..... Seating Capacity .....

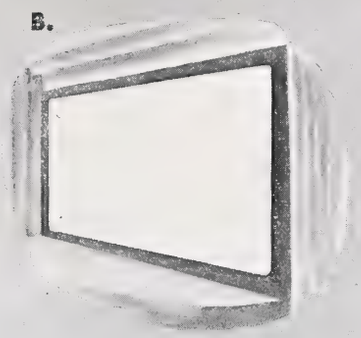
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City ..... State .....

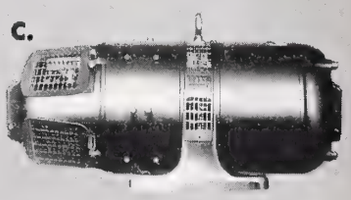
Signed .....
(Owner-Manager)



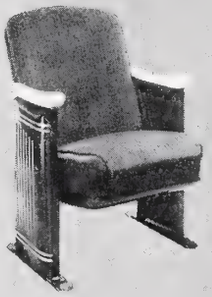
A.



B.



C.



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D.

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A. MOHAWK "TRAFFIC-TRED" CARPETS for lasting beauty and long wear. Where performance counts, Mohawk Wilton Carpets are first choice. No finer carpet is made for the punishing traffic of your theatre. With Mohawk Wilton Carpets you get lower cost per year—lasting beauty—efficient sound absorption—much longer service between replacements. There's a wide choice of colors, patterns and textures for every theatre requirement.

B. SNOWHITE SCREENS give complete color reflection—brilliant pictures. Snowhite Screens are unequalled for reflection efficiency and sound transmission. Their pure white pigment and scientific perforation combine to give your audience brilliant pictures . . . vivid detail . . . true color reflection . . . undistorted sound. Their low cost permits occasional replacement for maintaining highest efficiency.

C. CENTURY-ROTH MOTOR GENERATORS for full-power, steady arc current—a favorite source of continuously steady, non-pulsating direct current. These compact units cut light flicker to the vanishing point . . . even during changeover. They are supplied in standard ratings . . . have high-overload capacity.

D. WESTINGHOUSE RECTIFIERS for dependable power. These copper-oxide rectifiers are in universal use. They have no moving parts . . . require only routine inspection . . . are compact and efficient.

E. INTERNATIONAL CHAIRS "Spreading comfort to millions." International chairs exceed every requirement of strength, durability, comfort and correct posture pitch. Their unit-assembly construction allows free interchanging of cushions. Many refinements contribute to their longer upholstery life and over-all durability.

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ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

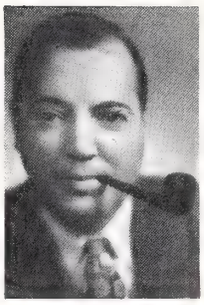
In Canada: RCA VICTOR Company Limited, Montreal

PLANNING

INTERESTING COMMENTARIES ON CONTEMPORARY PLAN PROCEDURE

The Philadelphia Story of Old Theatre Face-Saving

OUR EDITOR HAS CREATED the springboard for the Philadelphia Story in his signed commentary up front, which is in reality an editorial plea in behalf of thousands of superannuated theatres now struggling valiantly against the march of time.



M. J. DeANGELIS
Architect

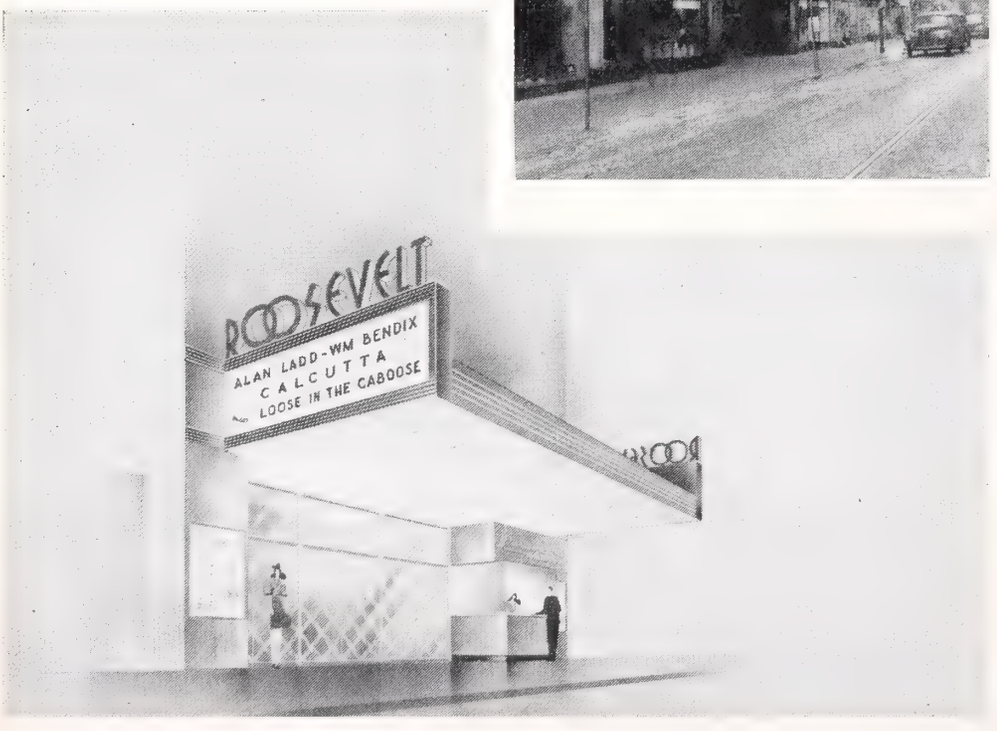
The plight of thousands of our older theatres is indeed pitiful; because their physical condition is weak and growing acutely weaker each day while they are caught in the maelstrom of inflationary prices which may not soon subside. Their owners continue to dally with the hope that they can get by until prices come down and each day makes their condition more critical.

The progressive (step-by-step) theatre modernizing plan, long expounded by this publication as the answer to the problem, is now in operation to save the lives of many an older theatre on which first the war economy and then the slow-coming postwar adjustment have left their marks of depreciation.

But step-by-step renovation cannot save the old theatres from the approaching pestilence of competition and public condemnation, unless the owners are willing to take the first steps, even at prevailing prices for materials and labor. Succeeding steps may be taken with greater confidence and perhaps at more reasonable prices.

So in point of an example, we present the Philadelphia Story—about three old Paramount theatres in the City of Brotherly Love—the Roosevelt, the Tower and the Nixon, still and now operating under the general managership of Harry Botwick for Paramount Pictures, Inc.





Theatre Architect Michael J. DeAngelis of Rochester and New York City, a member of the architectural advisory staff of The Modern Theatre Planning Institute, was commissioned to modernize and rehabilitate the three ancient theatre buildings, starting logically with the fronts and the advertising display elements thereof. Other steps are to follow as materials become available.

Pictures here reproduced show each of the old houses in their present state in close-up comparison with a perspective drawing by Mr. DeAngelis of what he has been commissioned to do as the first step in a complete modernization project for each of his trio of superannuated picture play houses, work to be started immediately.

Following is a resume of the specifications applying to each of the three projects as the initial phase of a completely planned modernization program.

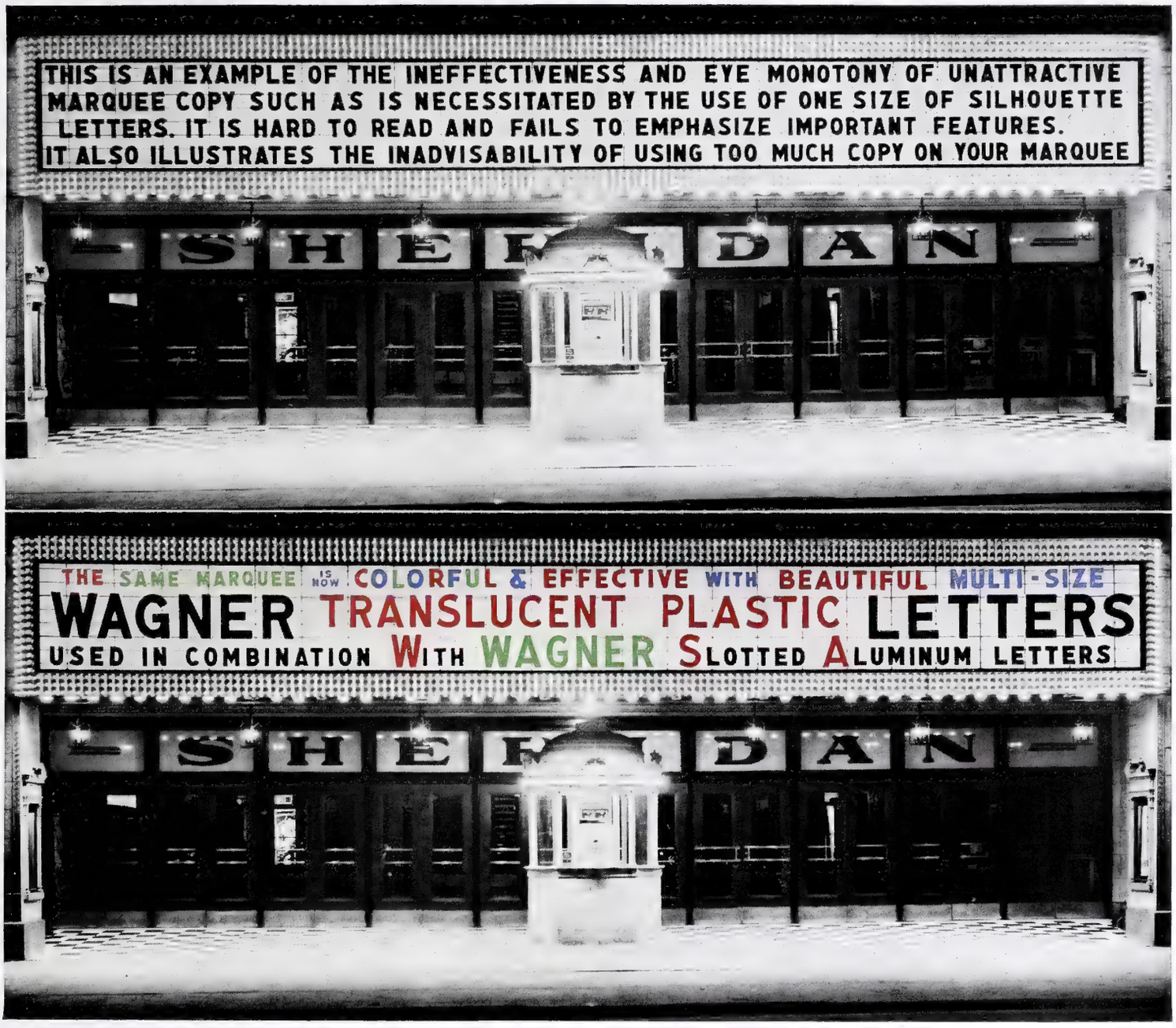
The Roosevelt will have its present marquee removed and replaced with a new one of stainless steel, carrying new changeable letters and neon tubing as shown. The entire facade will be faced with structural glass in Cadet blue. New display frames are to be of stainless steel and fitted for direct lighting of all units. A new box-office, also of stainless steel, marble base and metal framing is to be provided. Entrance doors likewise will be of stainless steel of the narrow section type and etched glass panes.

The Tower will also have a complete marquee modernization of the same description as that of the Roosevelt. Its entire front is to be refaced with granite in a rainbow scheme of colors. The new box-office will be of stainless steel construction with the same type of doors as described above, and above the entrance space has been provided for posters and banners.

The Nixon: Aside from the difference in areal dimensions, color scheme and structural formation, the same material formulae applies to the Nixon as to that of its two sister theatres above described.

(Continued on page 36)

EDITOR'S NOTE: It is conservatively estimated that 75% of all motion picture theatres erected prior to World War II are badly in need of structural modernization and refurnishing. It seems to us, therefore, that present property modernization should take immediate precedence over new theatre building—if we are to avoid the great danger of overseating that is liable to result from another "boom and bust" era of new theatre building. Property modernization is the best preventive.



THE gorgeous everlasting colors in Wagner 4″, 8″, 10″ and 17″ Plastic Letters go all the way through, cannot chip or scale, never require painting or other maintenance.

Wagner's exclusive slotted method of mounting plastic and aluminum letters allows more than six times the bearing surface of the lug type letter. No other letters afford such complete safety! Wagner letters cannot freeze to the sign as in the case of letters designed for mounting arrangements which employ channels.

Write for prices and free catalog on the world's largest line of marquee display equipment.

Wagner Sign Service, Inc.

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The Philadelphia Story

(Continued from page 34)

In addition to the main marquee and changeable letter attraction boards, ample

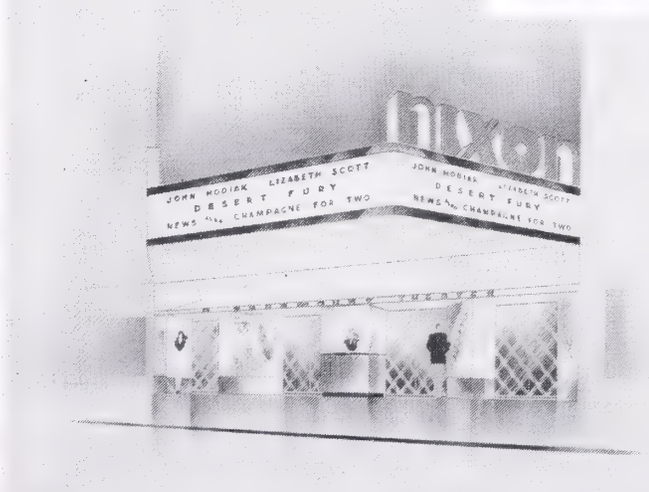




space is provided for the display of posters and banners.

There is the Philadelphia Story, which we believe is worthy of emulation by many owners of older theatres elsewhere, which grow older and steadily weaker in the production of both income and good will while their owners wait for prices to come down—which at best is more of a prayer than a possibility for many months to come. Many of our old houses are worth saving, and we again recommend the Progressive Modernizing Plan.





THE MODERN THEATRE ★ PLANNING INSTITUTE MEMBER

Architectural Advisory Staff

THE PLANNING INSTITUTE is conducted in collaboration with the following theatre architects, structural designers and engineers who have agreed to act as technical advisers to the Institute and editorial text contributors to The MODERN THEATRE section of BOX-OFFICE from their respective localities.

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NOTE: The Institute does not undertake the professional functions of an architect or designer. Its service is intended merely to place our readers in touch with reliable local sources of preliminary information and advice on theatre planning and structural problems.

F. M. Falge Promoted to Pacific Sales District



MR. FALGE

F. M. Falge, sales executive for General Electric Lamp Department at Nela Park, has just been promoted to the position of assistant manager of the department's Pacific Sales District, San Francisco. The appointment was effective June 1st.

Mr. Falge, a native of Wisconsin, is a graduate of the United States Naval Academy, class of 1924. He joined General Electric as a lighting sales engineer for the Lamp Department at Nela Park in 1926. In 1928 he took a position with Paramount Publix Corp., and for three years was in charge of their stage and theatre lighting activities. He returned to Nela Park in 1931 where, for seven years, he specialized in stage and theatre lighting, photographic lighting, sign, display, and architectural illumination. To these fields he contributed numerous informative articles, booklets and papers.

In 1938, Mr. Falge was transferred to South Pacific Sales District of G. E. Lamp Department, at Los Angeles, where he served as specialist on matters pertaining to motion picture studio lighting and photolamps.

Active in the U.S. Naval Reserve, Mr. Falge was recalled to the Navy in February 1941 as a Lieutenant, and was assigned to the USS Arizona. After the sinking of the ill-fated warship in the attack on Pearl Harbor, Lieutenant Falge was assigned to the USS Massachusetts, commissioning at the time in Boston. He served in the Pacific from the Gilberts operation through Iwo Jima. He received ten battle stars for his service in the Pacific and two for his service in the Philippines. He was decorated also with the Bronze Star medal. He finished his naval service in the war with the rank of Commander in the Office of the Chief of Naval Operations, in Washington, D. C. Commander Falge returned to Lamp Department at Nela Park in September 1945.

Editor's Note: Francis M. Falge will be remembered by many readers of The MODERN THEATRE as one of our earliest and most effective contributors of articles on Theatre Lighting. We acknowledge his excellent collaboration in our long-extended efforts to raise the standards of lighting practice in all classes of theatres. Our best wishes go with him.

Luminous Display is what makes the outside of your theatre draw patrons like moths to the flame. Make your house stand out as the brightest spot in town.

Sanitation in the theatre must be implied as well as in evidence. Obvious cleanliness should be the rule; yet the house must never exude the strong odor of disinfectants and deodorants.

Don't overlook the extra-income possibilities of confection and popcorn vending. In the new theatre, have this important public service incorporated in the plans.



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LICENSED UNDER U. S. PATENTS OF WESTERN ELECTRIC, INC.

PD-50 SERIES AMPLIFIER

A Unit to Modernize Your Sound

For Greater Listening Pleasure

Every feature known to modern research has been incorporated into the PD-50 Series Amplifier to make it the finest, most reliable Amplifier on the market today—and yet the cost has been kept well within the reach of every discriminating theatre-owner. All transformers and chokes are "Climatite" treated to insure theatre audiences the same unvarying clarity of sound regardless of weather conditions. Plug-in type filter condensers make replacement of these condensers as simple as changing a tube. You will appreciate the ceramic condenser and tube sockets . . . calibrated step-type volume control with silver contacts . . . instantaneous silent change-over in photo-electric cell circuit . . . photo-electic cell connections through low capacity cable with heavy locking connectors to amplifier . . . wide range control . . . built-in booth monitor and monitor amplifier.

Remember, no sound system can be better than its Amplifier — so start *your* modernization plans with a "PD-50" and add the Soundheads and Two-Way Horn System as you can, until you have a complete ROYAL SOUNDMASTER SOUND SYSTEM—truly the "Golden Voice of the Silver Screen."

See your Independent Theatre Supply Dealer or write direct to the Ballantyne Company. Your inquiry will receive immediate and courteous attention.

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CABLE ADDRESS "BALCO"

AIR CONDITIONING

DEVOTED TO A BETTER UNDERSTANDING OF TEMPERATURE CONTROL IN THEATRES

FIRST INSTALLMENT

Practical Principles of Theatre Air Conditioning

by **GEORGE F. FRANTZ***

FOREWORD: For over thirty years I have been connected with the operation, design, construction, and maintenance of theatres. For the past few years I have specialized as a consultant in these fields, and in checking the maintenance and operation of their equipment and furnishings. During this time I have been able to help many owners and managers to correct existing difficulties; and others, to prevent their occurrence.

It was during the period of years as a manager that I realized the importance of air conditioning, experienced its operation and effects, and recognized the need for an understanding of the fundamentals underlying it.

The observance of a great many cases of poor ventilation during these years has led me to explore the causes for this condition and the means of correction. These findings are covered quite fully in the text of this series of articles; but may be stated briefly here as caused by two factors, namely: (1) *carelessness in the operation*, and (2) *a lack of knowledge of the fundamentals governing ventilation and air conditioning*.

Perhaps no investment of similar size and importance as that of a complete air conditioning system is so apparently abandoned to promiscuous care and responsibility as is found in the average theatre. To overcome carelessness is a personal problem, but to overcome the second requires recognition of the fact, and then a mutual effort to correct it. It is with the desire to help eliminate the second factor that this has been written, and with the belief and hope that it will be of equal help to the person who invests in such equipment as to him who will operate it.

It is not presumed that this will be of any great help or value to those in situations large and important enough to warrant the full time attendance of a trained technician; but is intended primarily for those numerous and smaller situations wherein the responsibility for the operation and performance of such equipment is only one of many duties.

A serious attempt has been made to keep the language and explanations simple and concise, and the use of all technical and engineering terms has been avoided as much as possible.

The trained engineer will find little herein, if anything, to interest him except perhaps, a small degree of satisfaction that someone is trying to help carry on from where he leaves off.

* * *

In discussing this subject I will endeavor to approach it in a simple and practical manner and treat only those features which I think will be of help, not only to those who are called upon to operate, but also those who are considering an investment in such equipment. To aid in simplicity and reduce confusion as much as possible all technical and engineering terms and names have been avoided wherever it was possible.

As you will note, this is written mainly from the standpoint of theatre installation and operation, because they generally involve the more complete system, severest loads, and critical operation. However, any one who may be concerned with the operation and performance of air conditioning equipment, such as in hotels, stores, restaurants, and similar places, will find much that will apply to his situation, for the same fundamental principles govern all.

For those who desire further or more technical information than this provides I can only refer them to the many good books on the subject in public libraries or to some competent and experienced engineer.

So that you may appreciate better my motive in writing upon this subject I will start by listing the causes found to be responsible for so many cases of poor performance and results which I have so often found:

1) *Equipment capacity too small for the needs.*

2) *Equipment adequate but distribution and/or intake facilities too small.*

3) *Systems not designed for the purpose for which they are used.*

4) *System is incomplete.*

5) *System adequate only for some purposes.*

6) *Equipment and system adequate but handicapped by poor installation.*

7) *Poor maintenance.*

8) *Poor operation.*

Following are examples of each of the causes enumerated above. A thorough study of them will aid you to recognize any of them and to correct or prevent their occurrence in your situation,

1) *Equipment too small for the purpose*: This condition is found occasionally and results in the inability to produce satisfactory results under any requirement, except perhaps, the most meager. It may affect the heating, ventilating or cooling, or all of them in the case of a "central system." It is caused by selecting and installing equipment entirely too small to handle the loads encountered and is generally the result of either poor engineering, failure to invest sufficient funds for adequate equipment, or the load has been increased since the original installation.

2) *Equipment Adequate but Distribution and/or Intake Facilities Too Small*: This is found frequently and is reflected by fresh air inlets, ducts, or other air passages being too small to handle the full capacity of the blower. In some cases the ducts appear to be of ample capacity but somewhere along their length will be found a point where the passage has been greatly reduced either to overcome some structural obstacle or for some unknown reason. The effect of this is the same as having installed equipment of inadequate capacity. In some cases the full capacity may be obtained at the expense of excessive power consumption and the possible production of objectionable noise.

3) *System Not Designed for the Purpose for Which It Is Used*: This is generally found to exist where a system originally designed for hot-air heating only is being used for cooling and summer ventilation. This system may perform perfectly satisfactory for its intended purpose, but ordinarily will have much less

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★ In 1916, while attending high school, Mr. Frantz became an apprenticed projectionist at the Washington Strand Theatre in Bay City, Mich., and continued for a year until he entered the University of Michigan to study engineering. From 1924 to 1941, except for a six months period in 1931 during which time he was employed as assistant to the purchasing agent for Hughes Franklin theatres in Kansas City, Mo., Mr. Frantz was in the employ of Mr. Rick Ricketson and Fox Inter-Mountain Theatres. During the first half of this period he functioned as a theatre manager, and the last half as divisional purchasing agent of the Fox Inter-Mountain Division at Denver. During this latter period he was responsible for the purchasing of supplies and equipment, the supervision and execution of plans, specifications and expenditures for new construction and remodeling, and for the general physical operation and maintenance of all properties.

Now starting his fourth year as head of Frantz Service Company of Denver, Colo., which he organized for the inspection and protection of physical properties, Mr. Frantz's article, of which this is the first installment, is based on sound training and practical experience.—Editor.

than one-third the capacity needed for these other purposes; and too, the method of distribution is generally not satisfactory.

4) *System is Incomplete*: This condition is found quite often and consists either of the failure to provide suitable provision for the recirculation of air for heating purposes, or to provide for the positive removal of air for ventilation. The latter is particularly noticeable in theatres, which may or may not have balconies, or which permit smoking, or which use washed air for cooling. Inadequate provision for air recirculation for heating results in slow and difficult heating, cold floors and pockets, and generally excessive fuel cost. Lack of a means for positive air removal or an exhaust system as it is more commonly called results in the air becoming hot, foul and humid. The effect is most noticeable during periods of peak attendance when no cooling is being used, or if a washed-air system is in operation it results in a tacky, sultry, effect.

5) *System Adequate Only For Some Purposes:* Any complete system should be able to provide adequately for all the conditions to be met and in an efficient manner. Failure in this can result in unsatisfactory performance and in unnecessary operating costs. Many examples could be cited but for consideration here I will refer to some refrigeration installations. In these cases the system may be fine and produce the results for which it was designed, but it lacks the ability to provide adequate air for ventilation and cooling when weather conditions are such that refrigeration would not ordinarily be necessary and the costly operation of this equipment dispensed with.

6) *System and Equipment Adequate but Handicapped by Poor Installation:* The most frequent example is that one wherein the blower is installed without due regard to the relationship between its inlets and the supply of air. One inlet is usually found placed directly up to the air supply opening while the opposite one is up against a wall. At other times the blower is found placed in a room too small to permit the free passage of air to the inlets. In either case the effect is to starve the blower of its full supply of air and consequently it cannot deliver its full capacity. In several other cases I have found the blowers installed upside down because they were not ordered with the proper discharge arrangement. While this will not affect its ability to deliver its full capacity it does place an undue burden and strain upon the bearings and may interfere with proper lubrication.

7) *Poor Maintenance:* Many types and kinds of improper maintenance are found, such as, clogged screens or filters in air passages, dirt-clogged fan blades which greatly reduces their capacity, accumulation of dirt and lint in the fins of cooling and heating coils, clogged screens and nozzles of air washers, improper setting of duct and other dampers, and many other examples too numerous to mention.

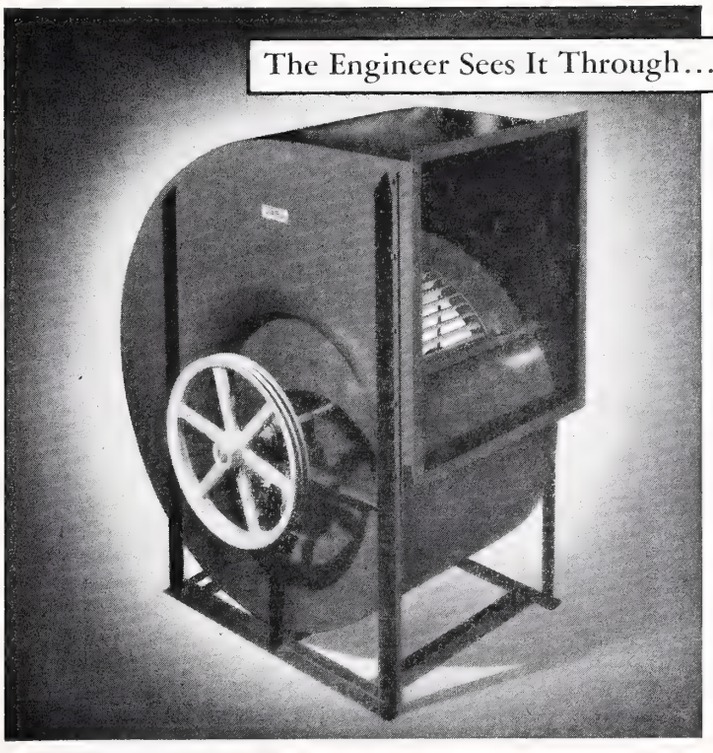
8) *Improper Operation:* This is evidenced in all manners and forms from certain functions not being utilized when they should be, to continuing their operation long after they should have been discontinued. Other conditions frequently found are: auditorium not comfortable at opening and closing times; washed air being recirculated; air washers in use during and immediately after rainstorms; undue delay in starting or stopping a process thus unnecessarily prolonging an unsatisfactory condition; judging and maintaining conditions from the comfort standpoint of employes instead of the patrons, and letting conditions get uncomfortable or beyond control by failing to anticipate needs far enough in advance.

Strangely enough, these cases are found not just in the smaller and individual situations as you may have suspected; but equally often in circuit operations, from the "flagship" first-run palace to the de luxe neighborhood house.

Such situations are unfortunate, indeed, for they not only permit unsatisfactory conditions to arise, which could easily have been avoided; but, in addition they create a staggering waste of facilities, power, and investment. Being in the nature of an intangible, much of this does not receive the attention it would otherwise, and much of it continues unrecognized and uncorrected.

While carelessness shares the responsibility for some of this, my observations lead me to conclude that the major cause is the lack of knowledge and training in the underlying fundamentals. We cannot reasonably expect a person to intelligently operate and control such processes, if he lacks these qualifications. Furthermore, if

(Continued on page 49)



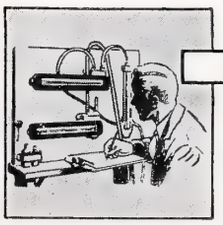
Blowers···built to serve and serve!

Heavy gauge steel, hydraulic riveting, and feather-sensitive balance all help to make good, long-lasting blowers. But the factor that makes USAIRCO blowers *exceptionally* long-lived and trouble-free cannot be seen in the frame, the cone, the blades, the backplate, or the bearings. That factor is *engineering follow-through.*

In specifying USAIRCO blowers, you buy much, much more than merely fine machinery. You get shrewd, expert knowledge of air-movement. You have as working partners men who know the job and will help you see it through. Call us in on your next blower installation, and see what this means!

UNITED STATES AIR CONDITIONING CORPORATION
Minneapolis 14, Minnesota

Factory Representatives in Principal Cities



TESTED.....AND PROVED

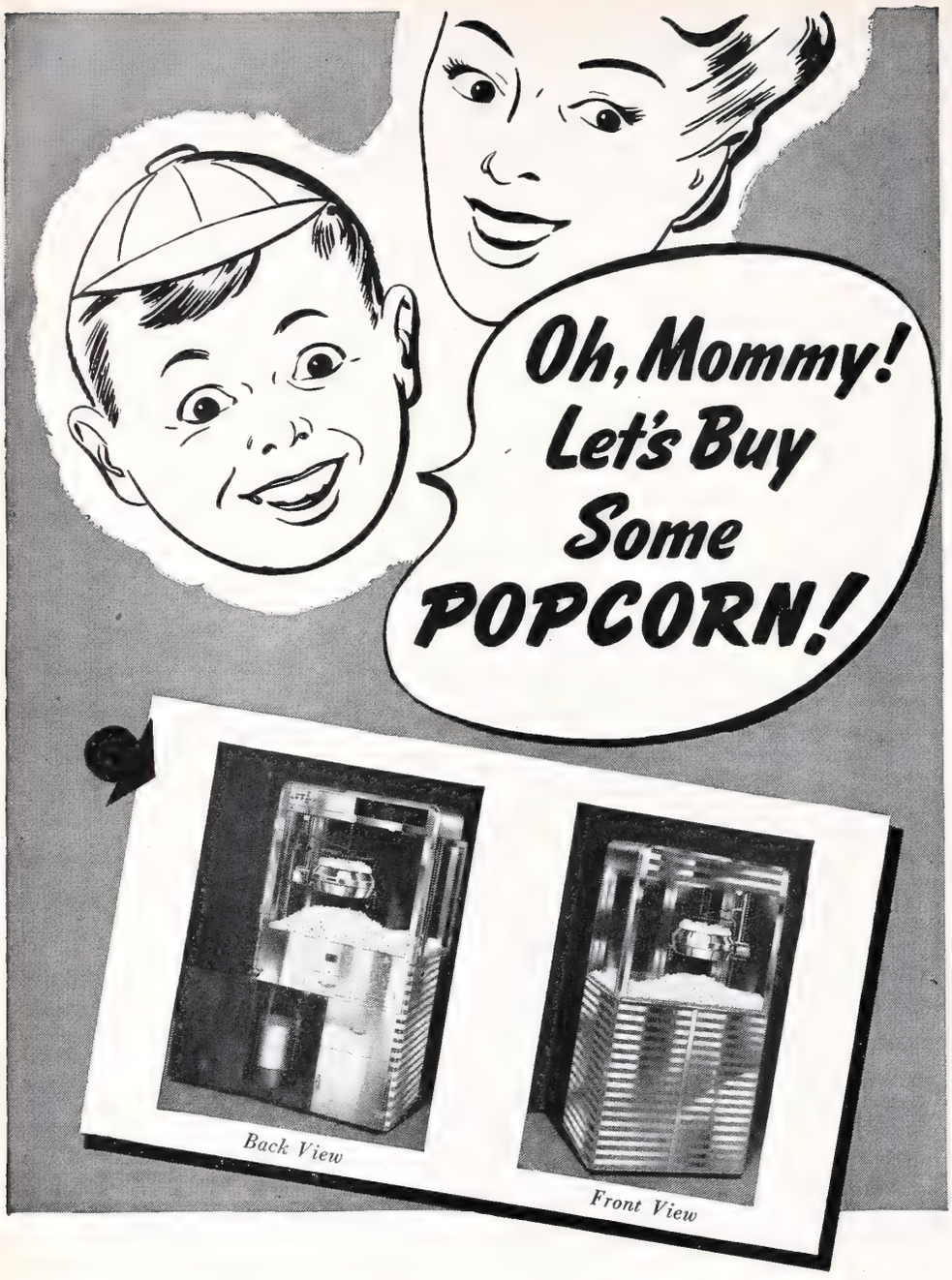
Before any USAIRCO blower goes to the shipping dock it must pass every test established by USAIRCO design engineers. You can depend on USAIRCO blowers to meet your needs with extra margins of performance.



Plus

Cooperative Engineering Counsel

Available to your air conditioning, heating or ventilating problems is the advice and counsel of the engineering staff of USAIRCO. With a background of nearly twenty-five years, it is one of the most experienced in the industry. We invite you to use it freely and fully.



YOUNG...OLD...ALL AMERICA...

Loves Delicious Popcorn

Let America's Most Attractive Corn-Popping Machine show you the way to greater profits. The brilliant beauty of the stainless steel finish on the Hollywood Model will attract the crowds the minute they step into your theatre. It is the perfected result of CRETORS more than 60 years experience in building popcorn machines for worldwide use.

Have you heard about the 10 new, improved streamlined features of the Cretors corn popping machine? Better check and recheck before you buy . . . and then you'll have to buy the best - CRETORS!

CRETORS

C. CRETORS & CO. 604 West Cermak Road, Chicago 16, Ill.

B.H.F. Colorcade Has Possibilities for Theatres

(Continued from page 22)

"Basic Home Furnishings." But, as stated before, they might as well stand for theatre furnishings, inasmuch as the two fields tend to coincide more as we progress.

The current colors, and their B.H.F. color names, are as follows: :

Burgundy	B.H.F. Adirondack
Tan	B.H.F. Alamo
Rose	B.H.F. Grand Canyon
Mauve	B.H.F. Prairie
Blue Green	B.H.F. Shenandoah
Beige	B.H.F. Cape Cod
Blue	B.H.F. Great Lakes
Brown	B.H.F. Sierra
Peach	B.H.F. Santa Fe
Grey	B.H.F. Great Smoky
Turquoise	B.H.F. Mt. Rainier
Yellow Green	B.H.F. Everglades
Emerald Green	B.H.F. Northlands
Gold	B.H.F. Sun Valley
Cherry Red	B.H.F. Cherokee

These colors have been supplied to all manufacturer-members of the Home Furnishings Style Council to use to whatever extent each deems beneficial in the development of their own line. They will be found in rugs and carpets, both plain and figured. They will also be found in furniture fabrics as offered by a number of manufacturers of upholstered furniture. Drapery fabrics, too, will be offered in B.H.F. colors, either in combination with themselves or with other colors. The same applies to wallpapers, paints, lamp shades and various other accessories.

Artists Chose Colors

The determination of the colors to be included in the Basic Color Card for a given season or a given year is the task of a Color Committee composed of manu-

MAKES THEATRE AIR AS PURE AND REFRESHING AS A MOUNTAIN BREEZE

ELECTRO-AIRE OZONE EQUIPMENT

Cleans the air electrically. Positively eliminates all odors, including those prevalent in restrooms and from popcorn concessions.

No Chemicals
No Refills
No Extras Required

For literature and prices write

THE ELECTROAIRE CORPORATION
41-38 37th Street
LONG ISLAND CITY 1, N. Y.

facturer and retail members. Their decisions are based partly on sales experience and partly on their combined judgment as to the colors which are clearly moving out of the high style range into the volume selling category. In their selection they are guided also by consideration of colors which lend themselves to use in the various textures and constructions employed in different branches of the home furnishings industry.

Some of the colors, for example, may be ideal as foundation colors for floor coverings, while others may be more particularly applicable to use in decorative fabrics. The ability to combine the two, however, is a major consideration of the Color Committee.

The B.H.F. Plan has been functioning successfully in the home furnishings field for a couple of years now, and it bids fair to revolutionize the appearance of America's middle class homes. That it can be applied to the theatre field with telling effect also we feel more than certain. It would appear to offer a boon to theatre owners, their architects, interior decorators and theatre supply dealers, since color coordination through this method could be achieved so much more easily as well as more economically.

Giving You Know-How

How does the plan work? And how might it work for the average middle-class theatre owner? Well, for simplicity's sake, colors are identified on the various types of merchandise by the interesting names listed above. All manufacturer members of the Style Council use the same system of nomenclature on their labels.

Here are the rules as outlined by the Council: 1) For merchandise in solid color or in two or more values of the same hue, the label will read: "B.H.F. ALAMO GROUP" or "B.H.F. GREAT LAKES GROUP" as the case may be. 2) For multicolored merchandise, using one of the B.H.F. groups as the ground color, the label will read, for example: "GROUND: B.H.F. SANTA FE GROUP." 3) or multicolored merchandise not employing a B.H.F. group color for the ground, but where B.H.F. colors are used for as much as 25 per cent of the total area, the label will read, for example, "KEYED TO

(Continued on page 47)

F IS FOR FREE

. . . our brochure of "Crowd Control Equipment and Decorative Hardware," that is. And it's yours *absolutely free!* A note on your letterhead brings price and merchandise information on

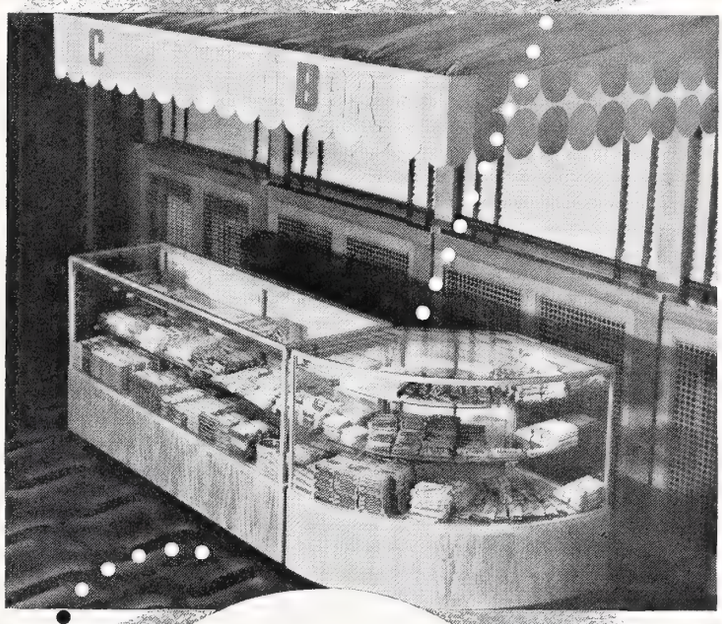
CONTROL POSTS • ROPES • WALL PLATES • SAND URNS • PUSH BARS • DOOR GRIPS • RAILINGS

Write today to: Dept. 101

the HUPP METAL WORKS COMPANY
1123 BROADWAY, NEW YORK 10, N. Y.

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A *Columbus* CONFECTION BAR INSTALLATION LIKE THIS —



. . . *means* EXTRA PROFITS

Just two Columbus cases combine to make this eye-appealing, profit-producing lobby confection bar.

The M-700 high visibility case and the M-700-A corner case are constructed of carefully selected cabinet woods of rare beauty and come complete with glass shelving and fluorescent lighting.

. . . write for details

THE *Columbus* SHOW CASE CO.
850 W. 5TH AVE. COLUMBUS 8, OHIO

SANITATION

EMPHASIZING THE ESSENTIALS OF HOUSE HYGIENE IN THEATRE MAINTENANCE

Modern Disinfectants are Best for Tactful Sanitation

by CHARLES P. HUGHES*



BRUTE FORCE METHODS of theatre sanitation are obsolete. Science, as usual, has made progress. Theatremen, who thoughtlessly allow their supplier to ship them "just any" disinfectant, are not taking advantage of that progress. They are, so to speak, using "low intensity." The latter isn't more expensive; and it's far more efficient.

In the case of more modern products, such as "Fort-A-Cide," they actually cost less to use than cruder, earlier formulae because of superior effectiveness in very small concentrations and multiple uses in a theatre.

Cost is naturally only one part of the total picture of efficient and "tactful" theatre housekeeping. No chemical solution is cheap, no matter its low cost appeal, if it repels patrons by masking an existing odor with a chemical equally foul-smelling, if it takes color out of dyed fabrics, such as an aisle runner or seats, in upset stomach emergencies, or if it progressively corrodes metal, marble or fine floor surfaces.

LOOK FOR IMPROVEMENTS

The first product developed to meet any newly-discovered need is never the most perfect answer to that need. It is just the first answer found, and is used, in spite of its faults, until something better can be discovered.

When the danger of disease germs first became known, preliminary search for chemical substances that could kill germs turned up such disinfectants as, for example, phenol (carbolic acid), formaldehyde and sodium hypochlorite (chlorine). They did and do kill germs; they are still used in theatres today, not because they are the best disinfectants for the purpose, or even because they are good ones; but only because they are among the first discovered and because of the "low cost appeal."

Because a theatre is a point of public assembly and because it deals with miscellaneous mass humanity—diseased and undiseased—a terrific civic and humanitarian obligation devolves upon management. To best suit theatre use, the chemical should be an effective germicide and fungicide, in economical dilutions. It should be odorless, non-damaging to color and fabric and fine surfaces, and a quick-acting deodorant on rest room plumbing and regurgitation conditions in the auditorium.

Phenol (carbolic acid) certainly kills germs; but it is unpleasantly odorous, corrosive, damaging and dangerous. If spilled direct on the users' hands or splashed in the eyes, it can produce serious injury.

Sodium hypochlorite (chlorine) has practically the same disadvantages. It affects a variety of pathogens (not tuberculosis); but remember, chlorine is also a very efficient bleach for brunettes who desire to become blondes, and so for textile fabrics. In effective concentrations it weakens dyes or takes out the color entirely. The No. 2 bottle of the common ink eradicator you have in your office is nothing but sodium hypochlorite solution. The same chemical is sold under various trade-mark names in grocery stores. In the theatre field you find chlorine compounded with formaldehyde under an indicative trade-mark name. Aside from the obvious disadvantages of chlorine it need hardly be told that formaldehyde is used in undertaking parlors. Aside from the unpleasantness of the odor of formaldehyde in combination with chlorine odor, the smell of this chemical is at once ironic and ungermane to theatres, where life abounds in its happiest moments.

Sodium hypochlorite (chlorine) and formaldehyde are just two of a number, commercially used for disinfecting, which may have their place and function in certain fields, but which should not be used in theatre housekeeping. Quaternary ammonium compound disinfectants have recently made their appearance on the market. At least one of the important drawbacks of this type disinfectant is the inability to use them in soap combination. Soap nullifies any disinfectant power they have. Therefore, like chlorine-type disinfectants, quaternary ammonium compounds, sold under various trade names, cannot be used in soap mop water for floors.

ODORS ARE OFFENSIVE

Most important, these days, is the matter of odor. Phenol (carbolic acid), formaldehyde, sodium hypochlorite (chlorine), pine-oil (ineffective against many types of bacteria) are all germ-killing chemicals sold under trade-mark. *But They Stink!* The day is long since past when such odors were considered "sanitary." The mothers and housewives who constitute so important a part of a theatre's patronage do not deal with kitchen or domestic odors in their homes by hiding them under some other smell. If a theatre does that, Mama will feel that theatre is a place where her children can catch disease, or from which she can bring disease home to them. The methods employed for preventive medicine actually frighten patrons away.

The writer is most familiar with "Fort-A-Cide" among the more modern disinfecting and deodorizing compounds that have replaced the "brute force" formulae and ingredients of the past and will cite its qualifications as typical of those available to theatremen today.

"Fort-A-Cide" is an extremely efficient germicide, fungicide and bacterial deodorant. And it's odorless. It has none of the

*President, Fort-A-Cide Corporation, Chicago.



No. 607

The first (No. 607)) of a series of four comic posters, drawn by Sid Hix, each designed to cultivate cleanliness in theatre powder rooms. Similar reproductions of Nos. 608, 609 and 610 will appear in ensuing issues. Printed in two colors on paper size 8½x11, the posters are suitable for framing. Besides provoking a laugh for the careful patrons the strip could cause the careless ones to cooperate . . . Free copies of the posters will be sent to all who request them by the **Safety Engineering Department of Employers Mutual Liability Insurance Company of Wisconsin, Wausau, Wis.**

disadvantages hereinbefore referred to. A far more recent development than such crude agents as phenol, formaldehyde or sodium hypochlorite, "Fort-A-Cide" was engineered to do their work, to do it better, and to do it without their drawbacks. It is harmless to dyes and fabrics, and is perfectly compatible with soap. Therefore, it can be instilled in both mop soap water for floors or used in a sprayer on plumbing. A 1:10 dilution, for instance, has an "on contact" effectiveness on both decomposition odors and contagious disease germs. Ugly plumbing-clogging urinal blocks are no longer needed. One thorough spraying inhibits odors from new bacterial accumulations, because of a powerful residue left on surfaces after the water evaporates in the diluted solution. A large public laboratory stated recently that this residue is 500 times more effective than carbolic acid (but without the disadvantages of odor). "Fort-A-Cide" is really inexpensive. It can be diluted 10 to 20 times with plain water. The mere price of a chemical solution, of course, has no meaning until the dilution in which it is used has been taken into account.

"Fort-A-Cide" can be used in theatre auditoriums for spraying mohair and leather seats, often contaminated with the causative agents of scalp ringworm and now epidemic. In short, it is a modern-type disinfectant-deodorant, with multiple uses in a theatre, tailored to not only do its job; but to do it the way the job should be done, without bleaching colors, rotting fabrics, corroding metal and fine surfaces, usable as a spray or in a soap mop water (disinfects and deodorizes mops automatically upon immersion) and it is odorless, which means "tactful sanitation" in modern theatre housekeeping.

Merchandising Sanitation

I believe that when theatre management finds the right method for immunizing and deodorizing premises that it should tell the public about it. This can be done very effectively by thumb-tacking or nailing of an impressive card in the toilet stalls on the inside door. For instance we have a very impressive card available to theatres that use our product which reads as follows:

HOSPITAL CLEAN PREMISES

TOILET SEAT, WASHSTAND PLUMBING AND FLOOR

FORT-A-CIZED

REG. U. S. PAT. OFFICE

AGAINST INFECTION AND ODOR

A SCIENTIFIC PROCESS OF PARTICULAR HYGIENE FOR YOUR PROTECTION

YOUR CO-OPERATION IS INVITED IN HELPING MAINTAIN CLEANLINESS

OUR PERSONALIZED SERVICE TO YOU

There are two fields of thought on advertising sanitation. One to the effect

(Continued on page 49)

Look at this! brighten up your lobby with these

ALTO *Stainless Steel* Lobby Display Picture Frames



Just the right touch for your lobby displays, whether photographs or posters. These lustrous gleaming picture frames of modern design, beautifully finished with decorative corners, are sure to add richness and quality to any lobby! Easily mounted, pictures or posters can be changed in a jiffy. Priced surprisingly low, they add so much by their appearance! Available in 10 different standard sizes. Order them TODAY for your theatre!

New Features:

Modern design with decorative corners
Easily mounted—flanged corners for screws
Picture slides into frame for easy change

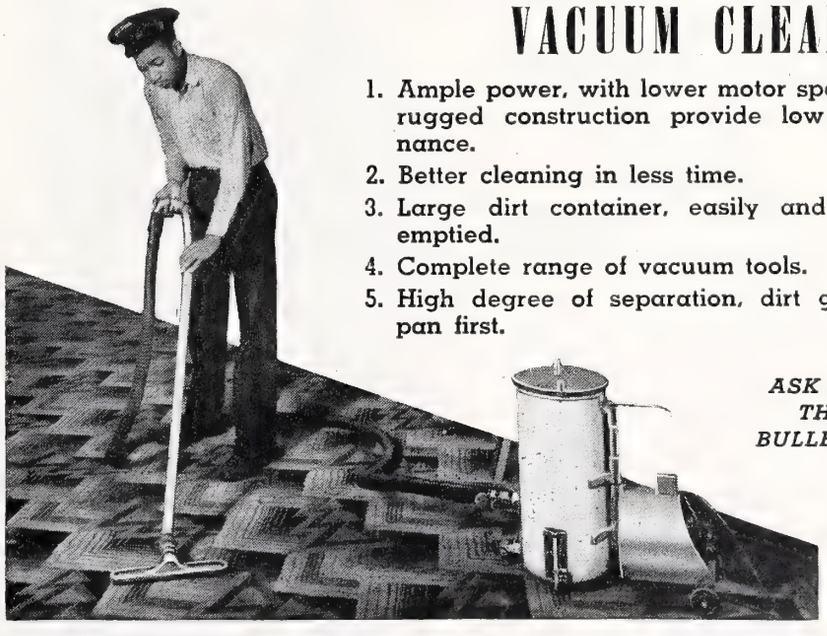
Sales Representatives: a few protected territories available...Write for details

All inquiries to Alto will be forwarded to Theatre equipment dealers

World's largest exclusive manufacturers of Lobby Display Frames

ALTO MANUFACTURING COMPANY, 1647-53 Wolfram St., Chicago 13, Ill.

Save 5 Ways With **SPENCER PORTABLE VACUUM CLEANERS**



1. Ample power, with lower motor speeds and rugged construction provide low maintenance.
2. Better cleaning in less time.
3. Large dirt container, easily and quickly emptied.
4. Complete range of vacuum tools.
5. High degree of separation, dirt goes into pan first.

ASK FOR THE BULLETINS

278A

SPENCER VACUUM CLEANING

HARTFORD

THE SPENCER TURBINE COMPANY, HARTFORD 6, CONN.

News of What's New in Modern Theatre Equipment

(Continued from page 32)

construction clearly. Diagrams and data on fittings needed to adapt these lenses to various projectors are also provided. A copy of the bulletin may be obtained on request to Kollmorgen Optical Corp., 2 Franklin Ave., Brooklyn 11, New York.

New Folder on General Register Automatickets

Practical data on their new ticket registers and information on their "Permanent Service Plan" is contained in a four-page folder now being distributed by the General Register Corporation.

The folder describes and illustrates the new unit-construction principle of the Automaticket. Each ticket issuing channel is now a complete unit that may easily be removed from the register. Should a unit require servicing, it can immediately be replaced by the dealer instead of being repaired. Also the user may expand his register from one to five units according to his needs.

Copies of the folder may be obtained by writing the manufacturer: General Register Corporation, 36-20 33rd Street, Long Island City 1, New York.

Theatre Cleaning Made Easy With New Blower

The daily task of removing all trash, boxes, candy wrappers, gum papers and similar accumulations as well as dirt and dust, has now been made so quick, simple and easy that maintenance costs have been greatly reduced, with appreciable savings of both time and labor, according to an announcement by Breuer Electric Mfg. Co. of Chicago.

This new method employs a special high-powered blower so designed that it creates a continuous stream of concentrated clean dry air moving at a speed of 235 miles per hour. This tremendous air force not only removes even deeply embedded dirt, but dislodges all miscellaneous debris, moving everything before it in a continuous flowing stream and leaving seat rows and aisles clear, clean and more sanitary than ever before.

A specially designed handle (see illustration) enables the blower to be guided

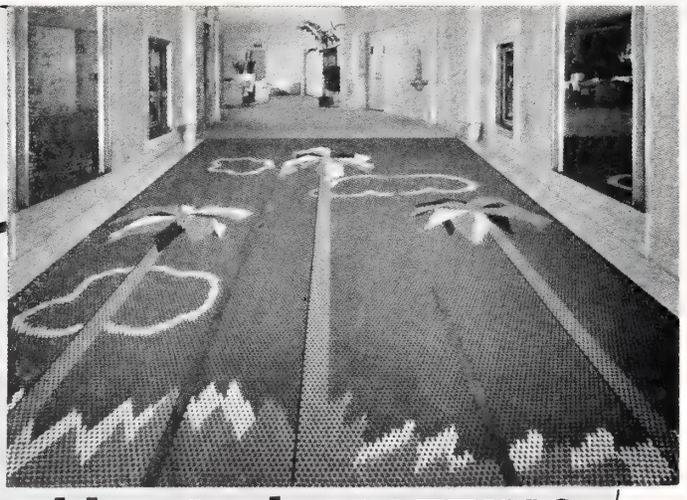


easily along the floor and under seats without stooping or bending; but may be easily removed so that blower can also be used for vacuuming upholstery, drapery, screens and other equipment where dust accumulates. Built to precision standards, this special theatre blower is designed for heavy duty, continuous service according to the manufacturer who further states that it is strong and sturdy, light in weight and so simple and reliable that anyone can use it; plugs into any electric outlet and is easily moved from place to place; grease-sealed bearings require no oiling; built for years of low cost, quick and effective cleaning service. Further details may be obtained by writing Breuer Electric Mfg. Co., 5080-A Ravenswood Ave., Chicago 40, Illinois.

Electric Hand-Dryer for Theatre Rest Rooms

Electric-Aire Engineering Corp., of Chicago has announced early production schedules on a new and highly improved type of electric hand dryer. The Electric Aire hand dryer, it is pointed out, is a product of 25 years of practical experience in the manufacture and marketing of elec-

FOR A TRULY BEAUTIFUL LOBBY ~install



EZY-RUG Rubber Link MATTING

- Traps all dirt, keeps it out of sight, and prevents tracking into the theatre.
- Reduces frequency of redecorating necessitated by dirt whirled into the air by the heating and cooling systems.
- Eliminates dangers of wet, slippery flooring.
- Available with lettering and designs.
- Easily handled.

--ALSO--

PERFORATED CORRUGATED MATTING
for lobbies

AMERICAN COUNTER-TRED MATTING
for use at candy counters and popcorn machines.

"WALRUS HIDE" ROLL RUBBER MATTING
for aisles, as carpet protection, and at fountains.

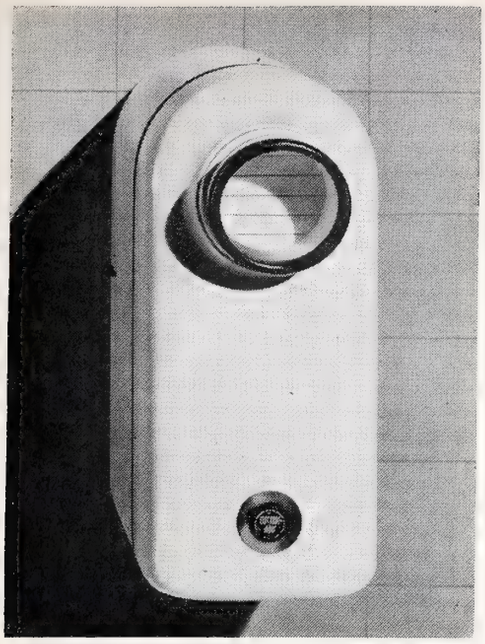
TUF-TRED TIRE FABRIC MATTING
for use on wet, slippery floors.



For prices and folder, "A Mat for Every Purpose" for promoting safety and sanitation, write

WANTED! Distributors and direct factory representatives

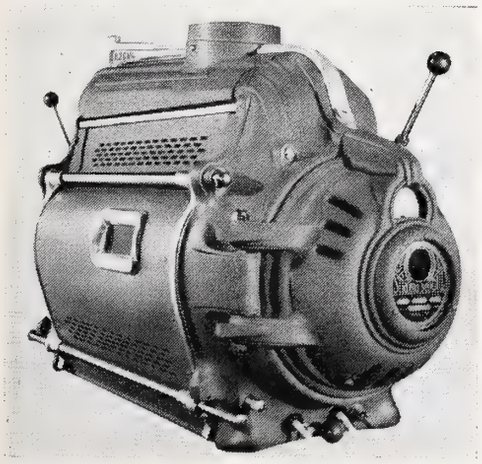
AMERICAN MAT CORPORATION
"America's Largest Matting Specialists"
1719 Adams Street • Toledo 2, Ohio



tric hand and hair drying equipment. Quiet in operation and designed for hard, continuous service in theatres, schools, office buildings, hospitals, factories and public washrooms of every nature, it is said to dry hands faster and more thoroughly than any hand dryer ever developed. In this way it prevents chapping and skin roughness caused by improper drying. The Electric-Aire is highly recommended by the manufacturer for its smooth, quiet, dependable operation and provides a continuous, care-free service. Deliveries are scheduled to start soon on both the recessed and wall-surface-mounted models. Write Electric-Aire Engineering Corp., 209 West Jackson Blvd., Chicago 6, Ill., for details and data on how to plan for this important service to theatre patrons.

A New Strong Mogul Projection Lamp Is Announced

Projecting 15,000 lumens of light, with 60% light distribution as measured without the shutter—the maximum direct energy film will accept without damage—new 1947 model Strong Mogul projection



arc lamp is announced ready for delivery, by Harry Strong of the Strong Electric Corporation, Toledo, Ohio.

Utilizing all the advantages of 70-ampere, 40-volt burning of Suprex carbons, this No. 17570 Mogul is said to project through the modern actual f.2 coated lenses, a brilliant picture, even on the most tremendous screens used at drive-ins. In the first installation of this new Mogul, at the Telegraph Drive-In, just outside Toledo, the picture on the 48-foot screen is reported so bright that all the details can be clearly seen from the last row of cars, 500 feet back from the screen.

The ultimate seems to have been attained in the new Mogul, since any increase above 15,000 lumens would damage the film. Insignificant advantage is gained by the use of contraptions for cooling the gate with blasts of air or protecting glass heat filters, for they absorb about as much light as they do heat, in addition to being too expensive and complicated for typical theatre application. Thus it has been proved futile and wasteful to burn more than 70 amperes in any reflector lamp, or twice the current in condenser lamps, according to the announcement.

As a power supply for this new Mogul there has also been developed by Strong the No. 28900 three-phase, six-tube, 80-ampere rectifier, and for those theatres with only single-phase power there is available the No. 16110, 80-ampere, four-tube rectifier. Further information on these new Strong products may be obtained by addressing The Strong Electric Corp., Toledo 2, Ohio, or asking any local Strong dealer.

(Continued on following page)



Dead Insects
DO TELL TALES!

Outside of their own kind possibly, nobody mourns the loss of destructive insect pests. *Dead*, they spin a tale of heightened morale, increased efficiency and sanitary safe-guarding of product.

Dead, they also bear strong testimony to the West *Vaposector Fluid* dispersed by the *new*, streamlined West VAPOMAT.

Just *one* filling of the West Vapomat with Vaposector Fluid will effectively control *roaches and similar crawling insects* in areas of 50,000 cubic feet. Will also achieve a "Positive Kill" of *flying* insects in areas of 500,000 cubic feet!

Completely automatic, the West Vapomat is electrically operated . . . light, easy and economical to use. Simply fill, set the time clock, and plug into AC or DC outlet.

Fill in the coupon below. One of West's 475 trained representatives will be glad to explain this more effective method of pest control. No obligation!

Products That Promote Sanitation

WEST DISINFECTING Company

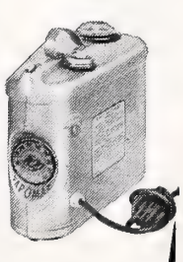
CLIP TO YOUR LETTERHEAD

42-16 WEST STREET
LONG ISLAND CITY 1, N.Y., DEPT. B0

We are interested in a demonstration of the new West VAPOMAT ☐ Please send Literature ☐

Free!

Name_____ Position_____



CLEANSING DISINFECTANTS • INSECTICIDES • KOTEX VENDING MACHINES
PAPER TOWELS • AUTOMATIC DEODORIZING APPLIANCES • LIQUID SOAPS

News of What's New in Modern Theatre Equipment

(Continued from preceding page)

Super Service Adds New Air Sweeping Unit

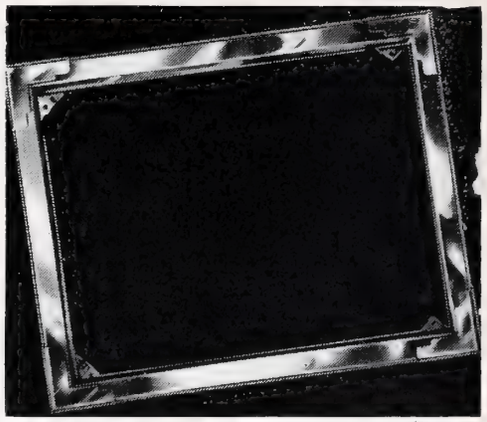
National Super Service Co., announces the addition of a new air-sweeping element to the popular Super Suction theatre cleaner. The device is an attachment in the form of an elbow which is interchangeable with the dust bag. Attached to the Super in place of the bag the hose (see illustration) may be used to blow popcorn boxes, paper sacks, gum wrappers and other objects too large for suction, out from between seat rows and other places where such debris accumulates.



The announcement claims theatre cleaning time can be sharply reduced by blowing the debris down to the front of the auditorium where it may be shoveled up in bulk. Further information and price of the new blower attachment may be had by writing National Super Service Co., Inc., 1946 N. 13th St., Toledo 2, Ohio.

New Line of Stainless Steel Lobby Frames

Something new and attractive for theatre lobby displays are to be noted in the new stainless steel picture frames made by Alto Manufacturing Company of Chicago. Their lustrous, gleaming finish would seem to add just the right decorative touch of richness and beauty to the theatre lobby. Modern in design, with inside bevel, the



frames have ornamental corners and special flanges for easy mounting.

An added attraction is said to be the simple quick-change feature of Alto's frames; photographs or posters simply slide into a slot provided on the side of the frames. And most surprising of all is their low price, according to the manufacturers. Alto stainless steel frames are available in ten different sizes that fit standard publicity and display material. For further information, write Alto Manufacturing Company, 1647-53 Wolfram Street, Chicago 13, Ill.

Consult your architect before making any important structural improvements in your theatre. He's your best friend now and forever.

"TACTFUL SANITATION" IN THEATRE HOUSEKEEPING





FORT-A-CIDE

Reg. U.S. Pat. office. Patents applied for.



"MULTI-PURPOSE" ODORLESS ANTI-INFECTIVE AND BACTERIAL DEODORANT

DISINFECTS AS IT DEODORIZES. LEAVES NO FRIGHTENING OR EMBARRASSING ODOR.

"IT'S ODORLESS"

NON-DAMAGING ON FINE SURFACES, FABRIC AND COLOR.

Mix One Part "Fort-A-Cide" Solution with Ten Parts Plain Water. Use in Sprayer on Malodorous and Infected Plumbing. Leaves Microscopic inhibiting residue on surfaces after water evaporates. Replaces unsightly urinal blocks.

EFFECTIVE IN HOSPITAL AND PUBLIC LABORATORY TESTS ON "SCALP RINGWORM," TUBERCULOSIS, STAPHYLOCOCCUS, STREPTOCOCCUS, DYSENTERIC-TYPHOID AND VENEREAL GERMS — ALL COMMON IN RESTROOMS AND AUDITORIUMS.

Ideal for vomit eradication on seats and carpets, bacterial accumulations in air-conditioning systems that cause foul odors, "stink bombs." A few ounces added to pail of soap water performs dual action on floor and mop. Compatible with and reduces amount of soap. Contains detergents and penetrants.



ECONOMICAL: ONE CASE OF 4 GALLONS MAKES 40 GALLONS OF "ON CONTACT" 1:10 DILUTION.



ORDER FROM YOUR SUPPLY DEALER OR CIRCUIT

FORT-A-CIDE CORPORATION, 160 East Illinois St., Chicago, Ill.

Send me FREE Your 4-Page Colored, Illustrated Folder, Showing How to Use "Fort-A-Cide."

NAME OF THEATRE ..... ADDRESS .....

CITY ..... STATE .....

FOR QUALITY - - - - SPECIFY:

LAWRENCE

CROWD CONTROL EQUIPMENT

THRU ALL THEATRE SUPPLY DEALERS

FOR CATALOG, WRITE TO DEPT. M
LAWRENCE METAL PRODUCTS, Inc.
434 Broadway, New York 13, N. Y.

B.H.F. Colorcade Has Possibilities for Theatres

(Continued from page 41)

B.H.F. GRAND CANYON, CAPE COD AND SHENANDOAH GROUPS."

To illustrate the point—if you buy carpets from a certain member company, that company's regular label will also carry the B.H.F. color information, relating for example that it is in the "B.H.F. ALAMO GROUP." Then you may buy drapery fabric in a multi-colored pattern from a totally different member company whose merchandise will also carry the label giving this information: "KEYED TO B.H.F. ALAMO, GREAT LAKES AND GRAND CANYON GROUP." From this point, you go on to buy various pieces of furniture and accessories for foyer or lounge with tags giving information that they are coordinated with your previous purchases, such as "GROUND COLOR B.H.F. ALAMO" or by picking up a few harmonizing touches, they may be merely "keyed" to the basic color originally selected. Inasmuch as the drapery label guided further safe color selections, a number of items in the GREAT LAKES and GRAND CANYON groups would represent perfect harmony for wall paint or wallpapers.

Colors Mapped Out

By following such a well-charted course all headaches may be eliminated from the process of matching and blending colors. Even the colorblind may select the right colors with certainty and in the knowledge that they were designed by artists to "go together."

Because so many average housewives, who certainly have no more color ability than the average theatre owner, have followed the plan to a happy conclusion since it was introduced, we believe it has good possibilities for theatre decoration also. At present, although the plan is still directed almost solely toward home decoration, and is handled by retail stores, it is possible for theatremen or their decorators to avail themselves of its application.

The materials, many of which are manufactured by companies familiar to this field through advertising and use of their other products, should be easily available to theatres as well as to the house furnishing field. If the demand is great enough for this color coordination service, and we see no reason why it shouldn't be especially great on the part of our thousands of small theatre operators, we should find in the near future a line of B.H.F. or its counterpart available in theatre supply store or the departments of other companies which cater to theatre trade. It has infinite possibilities for the improvement of our theatres.

FIRST CHOICE IN FINE THEATRE SEATING... AMERICAN Bodiform RESTFUL CHAIRS
American Seating Company • Grand Rapids 2, Michigan

G-E Extends Operating Range of Slimline Lamps

With extensive laboratory and field researches just completed, the Lamp Department of General Electric Company has announced that the operating range of its slimline lamps has been extended to 300 milliamperes, with no change in rated lamp life.

These long, thin fluorescent lamps, ranging up to eight feet in length, previously had a current range of 100 to 200 milliamperes. The extended current range applies to all G-E slimline lamps now in stock, the announcement stated.

By increasing the current rating of the lamp, more light per foot is obtained. According to G-E lighting specialists, operation of the slimline lamps at the higher current ratings will be found particularly applicable for industrial and commercial lighting fixtures, and in showcases, wall cases, show window lighting or wherever high light output per foot of lamp is paramount.

The lamps have already become extremely popular at the lower current ratings in hundreds of installations already in operation. In order to put more current through the slimline lamps, it is necessary to use ballasts made especially for this higher rating. Ballast manufacturers have been notified by G-E that its slimline lamps can operate at the higher current level and it is expected that new ballasts soon will be announced in response to customer demand.

New Strength in PLASTIC LETTERS!!



Now ADLER ORIGINAL "THIRD DIMENSION" LETTERS IN PLASTIC!!

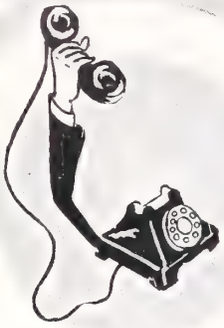
Offer not only the proven advantages of famous ADLER "THIRD DIMENSION" beauty, easy readability and quick handling, but new and unusual strength and toughness. Solid triangular bevels, almost 5/8 in. on sides—extra thick construction throughout—heaviest plastic letter available. Practically unbreakable—twist this letter and watch it resume its original shape, unharmed—because of strong construction and effective weight distribution.

Fits all Adler Frames—can be used interchangeably with our cast aluminum letters—comes in a variety of translucent fast colors—supporting means molded integral with letter—will not break off.

Used with ADLER "REMOVA-PANEL" Glass-in-Frame equipment for fast, easy, low-cost sign maintenance. Write now for information.

ADLER SILHOUETTE LETTER CO.
3021a West 36th St., Chicago 32 — 1451a Broadway, New York 18
CHICAGO . . NEW YORK . . TORONTO, CANADA . . LONDON, ENGLAND
Covered by Patents Granted and Pending. Approved by Underwriters' Lab., Inc.

FOR GREATER POPCORN PROFITS!



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NATIONAL

your POPCORN HEADQUARTERS

POPCORN MACHINES

★

GENUINE TOP QUALITY HYBRID POPCORN

Packed in Moisture Proof Bags—Sealed for your Protection. Play Safe—be sure of Extra Profits—buy popcorn that really Pops!

POPCORN WARMERS • SEASONING • SALT BAGS • BOXES • SCOOPS

DISTRIBUTED BY

EQUIPMENT AND SUPPLIES FOR EVERY THEATRE NEED

NATIONAL THEATRE SUPPLY
Division of National • Simplex • Bladwarth, Inc

Valet Service For Your Carpets



Appearance of carpeted areas — lobby, lounge, stairways — has much to do with popularity of your house. Costly replacement of worn out carpets has much to do with your net profits. Super Specialized Theatre Cleaner keeps carpets looking their best. Super cleaning prolongs the life of your carpet — saves your money. Inexpensive Super auxiliary for carpet shampoo and wet pick-up is available. Try a Super 5 days free. Your wholesaler will arrange it — or write.



- Cleans your screen, clears sound-holes.
- Cleans walls, drapes, all high places.
- Cleans upholstered furniture, drapes, fabrics.
- Cleans all floor surfaces, stairways.
- Picks up everything—even popcorn.

National Super Service Company, Inc.
1941 N. 12th St. Toledo 2, Ohio

National Super Service Co. of Canada
Toronto, Ont. Vancouver, B. C.

HEYWOOD-WAKEFIELD
EST. 1826

HALLMARK OF BETTER SEATING
Theatre Seating Division
666 Lake Shore Drive, Chicago, Ill.

S.O.S. SPECIAL of the Month

✓ COMPLETE DRIVE-IN OUTFIT including heavy duty projectors, 200 watt output sound system with 8-6 ft. reflex horns, high intensity arc lamps and rectifiers. All standard equipment, rebuilt like new, $4,375.00.

IMMEDIATE DELIVERY!

S.O.S. CINEMA SUPPLY CORP. 449 W. 42nd St. NEW YORK 18

Theatre Modernization Means Attractive Floor Coverings

(Continued from page 28)

tre owners. Asphalt tile installation actually permits a custom-built floor. Handset, tile by tile, it can be laid in any design—squares, rectangles, stripes in an almost endless number of designs.

Furthermore, it can include trademarks, names, monograms, insignia and all types of special insets. On the larger jobs, manufacturers' own designers work with the owner and installation experts if desired. Many of the plain and marbleized colors produced by most manufacturers are harmonized to blend together, and the entire floor can be made to completely harmonize with the rest of the theatre's decorative scheme.

Installation often can be accomplished over night, and, because the tile can be walked upon immediately, there need be little or no interruption to business.

Likewise, since the floor is composed of individual tiles, manufactured in standardized sizes, it is a simple, easy and inexpensive matter to repair any damage that might be caused by accident or severe abuse. Replacement of only a few tiles is all that is necessary. There is no need for a complete re-covering job as is the case with some other types of floor. Furthermore, because colors of the original tile remain bright, replaced tiles do not stand out and call attention to the fact that a repair has been made.

Safety for patrons, always a prime concern for theatre owners because of the ever-present danger of damage suits, is another important feature of asphalt tile. Tests conducted by the National Bureau of Standards indicate that a person is less likely to slip on this material than on any other smooth-surfaced resilient floor.

Most interior decoration experts use the axiom: "Start with the floors." They have learned through years of experience that no matter how much paint and other decorative ideas are used, any interior leaves a sense of shabbiness unless the floors also are given modern treatment. This applies to theatre or home with equal force.

Theatre Confections

Bars — Box Chocolates — Gum

NEW LOW PRICES:

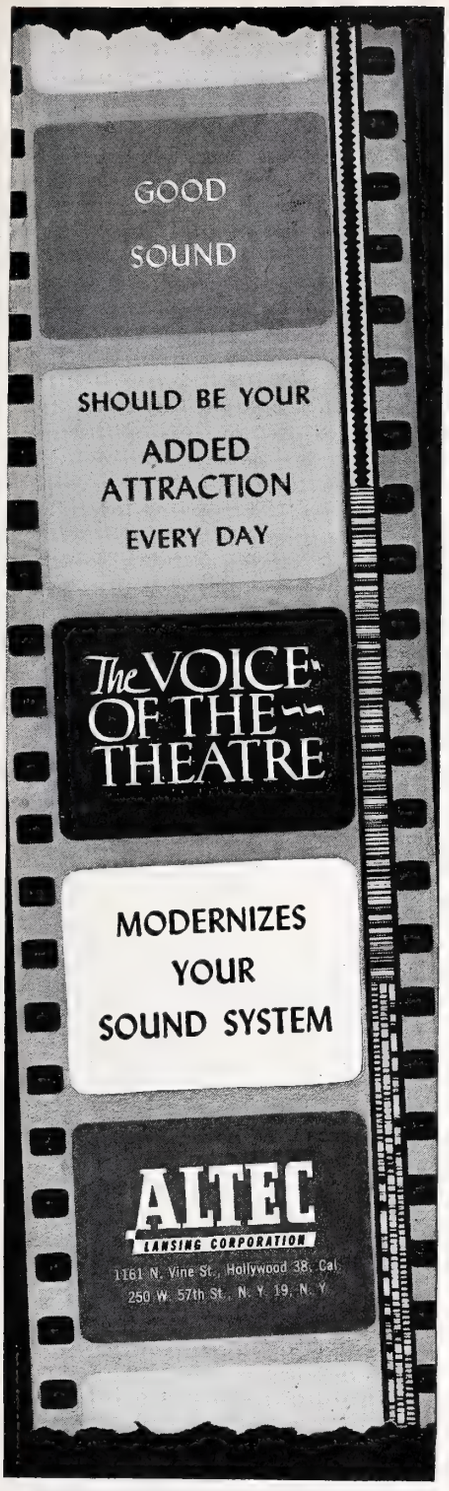
ALL TOP STANDARD

5 & 10c BARS

90 Cents a Box

f.o.b. Chicago, per case..... $10.80

KAYLINE COMPANY
Hollycourt 9009
1538 W. Jarvis Ave. Chicago 26, Ill.



Practical Principles of Theatre Air Conditioning

(Continued from page 39)

we are to derive the greatest practical benefit from any type of system, the person who is responsible for its operation and performance should have a good knowledge of that particular system, and in addition, should be able to anticipate conditions or needs from one half to one hour in advance.

"Fundamentals of Comfort in Theatre Air Conditioning" will be the subject of next installment of the series, which will appear in the forthcoming, July 19th issue. —Ed. Note.

Modern Disinfectants Are Best for Tactful Sanitation

(Continued from page 43)

that the best hygienic methods should be employed without telling the patrons. The other is to advertise the fact. An impressive case in point, supporting the latter argument, is the Hotel New Yorker and the Statler group of hotels. The Hotel New Yorker made a point of sanitation in their bathrooms. Before the war and when hotel rooms were more plentiful they took the points from which registrants came and advertised their meticulous sanitation methods in the local newspapers. ADVERTISING AGE carried a story to the effect that their new registrations increased 33⅓%. The Statler system has been using toilet seat bands with great effect on good will.

Human nature is appreciative of anything designed to protect health. As a matter of fact, whenever an epidemic, such as scalp ringworm or "flu" breaks out, the first place to feel the axe is the motion picture theatre. Therefore, if it is publicly established before such things occur that the theatre has been using meticulous hygiene in the restroom and auditorium, that theatre is more likely to be given a clean bill of health in an emergency.

DeVry Dealers Report Recent Installations

Installations of 35mm DeVry projection and sound equipment are reported as having been made recently in the following theatres:

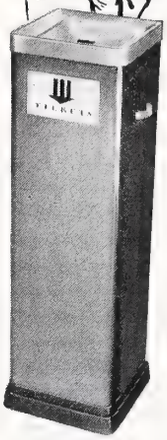
Carver Theatre, Kinston, N. C., by Theatre Equipment Co., Charlotte, N. C.; Mullen Theatre, Mullen, Neb., by Quality Theatre Supply Co., Omaha, Neb.; Donks Theatre, Hudgins, Va., by Elmer H. Brient & Sons, Washington, D. C.; Silver Dollar Drive-In Theatre, Bloomington, Ill., by Camera & Projector Co. of America, Oak Park, Ill. This new 850-car drive-in is said to be one of the largest in the country.

MODERNIZE with this . . .

STREAMLINED
Ticket Box
Model TB-100



GoldE



Outstanding Features

- Sturdily Constructed of 20 Gauge Steel
- Cast Aluminum Top Finished in Black Baked Enamel (Bottom of Cast Aluminum)
- Steel Ticket Hopper
- Piano Hinge Door
- Cylinder Lock with Two Keys
- Sand Blasted Glass Window
- Chrome Handles
- Scientifically Designed
- Lifetime Service

Convenient, efficient—enhances appearance of theatre lobby. Marproof—retains its original fine color indefinitely. Choice of Mandarin Red, Royal Blue and Burnt Orange. Special colors also available. Write for Bulletin 455.

At Better Dealers Everywhere

GoldE Manufacturing Co.
1220-A W. Madison St., Chicago 7, U.S.A.



For the impression of
Complete
Remodeling
YOU CAN NOW USE
BLACK
LIGHT
DECORATION

- Fascinating murals
- Dramatic atmospheric effects
- Illusion of spaciousness are all easily and inexpensively created with

GLO-CRAFT
PERMANENT FLUORESCENT PAINTS AND LACQUERS
and
THEATRICAL BLACK LIGHT EQUIPMENT
AVAILABLE NOW!
Free Advisory Service
Expert layout and design engineering
Write today for full details.
SWITZER BROTHERS, INC.
1220 Huron Road • Cleveland 15, Ohio

DELIVERING NOW
NEW IDEAL THEATRE CHAIRS
In Various Models
Post-War Design—Prewar Quality
JOE HORNSTEIN, Inc.
636 Ninth Avenue, New York, N. Y.
714 N. E. First Avenue, Miami, Fla.

Price Adjustment Made on GE Lamps June 1

M. L. Sloan, General Electric Company vice-president and manager of its lamp department, made the following announcement regarding price adjustments on G. E. Lamps, effective June 1st:

"The latest wave of wage increases has so raised our material and labor costs that the Lamp Department of the General Electric Company can no longer absorb the 5% Federal excise tax on lamps that we have been absorbing since 1941. We sincerely regret that beginning June 1st, 1947, this tax will have to be paid by our customers.

"At this same time, the Lamp Department is making price adjustments on certain lamps; some being decreased where continued high demand and resulting high volume makes this possible, and others being raised in price because of abnormally increased costs. However, the list prices of over 90% of our lamps, including those for home and industrial use, remain unchanged or are lowered.

"Apart from the mentioned excise tax, the average prices of General Electric lamps will, on June 1st, be 5% under our prewar prices," Mr. Sloan said in conclusion.

Motiograph Announces New Export Connection

Motiograph, Inc., announces that its products for export, including projectors, sound systems, arc lamps and rectifiers, will henceforth be distributed throughout the world by Frazar & Hansen, Ltd., of San Francisco.

Frazar & Hansen, Ltd., established in 1834, also handles products of Altec-Lansing Corporation, Strong Electric Corporation and other manufacturers of motion picture equipment and supplies and are thus in a position to completely equip the motion picture theatre.

In the U.S.A. Motiograph will continue to sell its products through exclusive independent supply dealers. In Canada, Dominion Sound Equipments, Ltd., represents Motiograph, while Hawaii and Alaska are serviced with Motiograph products by B. F. Shearer Co. of San Francisco and Seattle.

Streuber and LaChicotte Announce Buying Service



MR. STREUBER

The export firm of K. Streuber of 501 Madison Avenue, New York, N. Y., has announced to its customers an engineering consultation and buying service specializing in electric, electronic and moving picture equipment. The new service is the result of the successful accomplishment of a special purchasing job for one of the firm's distributors who suggested the general need for such a service. Three key men in the organization have a total of 50 years experience in these fields.

K. Streuber was export manager for National Theatre Supply and later was manager of the theatre and sound division of RCA International. Walter B. LaChicotte previously was design engineer, project engineer and domestic sales engineer for RCA and later became sales manager for the sound products division of RCA International. During the war he was in the United States Navy, instructing at M.I.T. and later as a qualified electronic officer. Samuel C. Milbourne has held positions as service engineer, project engineer and chief engineer with such organizations as Supreme Instruments Corp., Bendix Aviation Corp., and Eastern Amplifier Corp. He has been prominent in the design of test equipment and audio amplifiers.

Public seating has improved greatly since your last layout was installed. Consider it carefully before purchasing to make sure of getting all that is latest and best.



in perfecting the DeVry "12000 Series" Theater PROJECTORS and AMPLIFIERS

ALTEC "Voice of the Theatre" speakers — used in conjunction with the new DeVRY "12000 Series" theatre projectors and amplifiers — can be counted on to contribute their part to the Exhibitor's and Projectionist's goal of "a perfect show" for Hollywood's best in black-and-white or Technicolor.

Your ALTEC engineer knows DeVRY equipment—and knows which speaker is best adapted to your particular theatre operation, as equipped with DeVRY "12000 Series" projectors and sound systems.

We of ALTEC salute DeVRY engineers and craftsmen for a designing and manufacturing job well done.

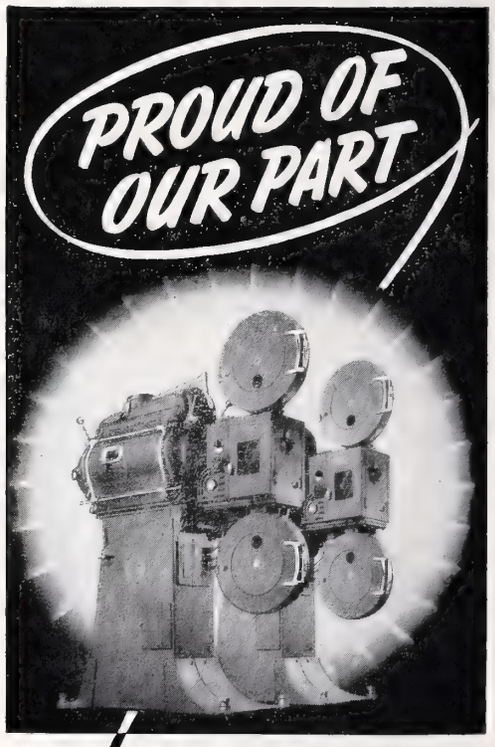
ALTEC

LANSING CORPORATION

1161 N. Vine St., Hollywood 38, Calif.
250 W. 57th St., New York 19, N. Y.

There is no substitute for a Robin-Imperial STEDYPOWER

J. E. ROBIN, INC. • 330 W. 42nd St. • New York City



in perfecting the DeVry "12000 Series" Theater PROJECTORS and AMPLIFIERS

We of ROSE PLATING WORKS point with pride to the part it was our privilege to play in making DeVRY "12000 Series" theatre projectors and amplifiers what they are in beautiful appearance throughout.

The ROSE standard of excellence for chrome plating, white plating and cadmium plating is unexcelled in our industry and specifications for DeVRY "12000 Series" equipment demand the finest in the finisher's art.

To DeVRY our congratulations on the ultimate in craftsmanship — and to the world's Exhibitors and Projectionists our assurance of long life and top performance from their new DeVRY's.

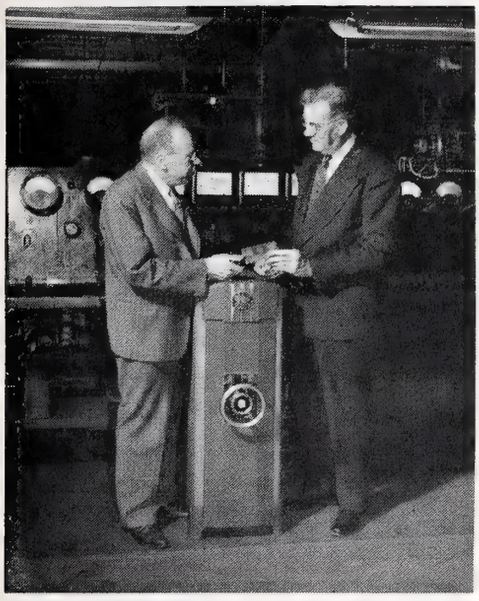
ROSE PLATING WORKS

217 W. Illinois Street

Chicago 10, Illinois

For the Perfect Show Indoors or Out Your Best Buy is a **DeVRY**

Rectifier No. 25000 Feted



Charles Tuttle, plant superintendent, presents Harry H. Strong, president of Strong Electric Corporation with the name plate for Rectifier No. 25,000.

When the 25,000th rectifier recently came off the production line at the plant of The Strong Electric Corp., manufacturers of projection arc lamps, rectifiers and reflectors, Toledo, it was the occasion for a celebration by all the employes. Work ceased at 3 o'clock and a factory party started. Refreshments, music, games and picture-taking were enjoyed for several hours.

The Strong Electric Corporation has been engaged in the production of specialized theatre equipment for a quarter of a century, and presently occupies 47,000 square feet of floor space in a new plant at 87 City Park Avenue, Toledo.

It has been estimated that the 650,000 pounds of copper wire used in the 25,000 rectifiers would extend a distance of 2,500 miles and would be sufficient to completely wire a town of 10,000 population. The 3,500,000 square feet of core lamination iron weighed 1,500,000 pounds and would cover an area equal to 80 acres. The total input capacity of all these rectifiers would be 60,000 KVA and the total output capacity 35,000 K.W. In one year of theatre operation they would consume a total of 55,000,000 Kilowatt hours, enough for a city of 75,000 population or $1,650,000 worth of power annually.

Fred Astaire's Studios Feature Symphony Carpets

Fine carpet graces the new Fred Astaire Dance Studios in New York City. In Fred's private office and other executive offices gray Gulistan Symphony carpet, laid wall-to-wall, accents the beautifully constructed and striking interior. (See front cover illustration.)

The corridor, 400 feet long and seven feet wide, is carpeted by another product of Gulistan. It is Arcadia carpet, a soft high-pile fabric that was especially dyed a Castilian Red to blend with the mellow green of the walls.

Committees Named for Fall SMPE Convention

A special Papers Committee, including four theatre circuit representatives, has been appointed by Clyde R. Keith, editorial vice-president of the Society of Motion Picture Engineers, to obtain papers and experts for the Theatre Engineering Conference panel which will be featured at the 62nd Semi-Annual Convention of the Society, to be held October 20-24 at the Hotel Pennsylvania, New York. Leonard Satz of the Century Circuit will act as committee chairman assisted by a group including Seymour Seider, Prudential Playhouses; Henry Anderson, Paramount; Charles Bachman, Warner Theatres; Ben Schlanger, architect, and D. E. Hyndman, Eastman Kodak.

The regular Papers Committee, under the chairmanship of Gordon A. Chambers, assisted by Herbert Barnett, New York: R. T. Van Niman, Chicago; N. L. Simmons, Hollywood, and H. S. Walker, Montreal, will solicit papers for the general sessions.

An Exhibit Committee also has been appointed by James Frank, jr., chairman of the General Committee. This group consists of W. W. Simons, Altec Service Corp., chairman; Sidney B. Moss, Amusement Supply Co., and J. W. Servies, NTS.



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Shown here is the Poblocki-designed Model A (EASEL TYPE) poster case. It, like all Poblocki poster cases, has (1) stainless steel construction, (2) watertight, dustproof, can't-sag doors, (3) cold cathode round-the-case lighting, (4) the 10-second set screw for quick removal of the entire door, and (5) is completely wired, ready for use. Alert exhibitors readily recognize its use in brightening up unattractive spots and its adaptability to unusual displays. Remember POBLOCKI for high quality.

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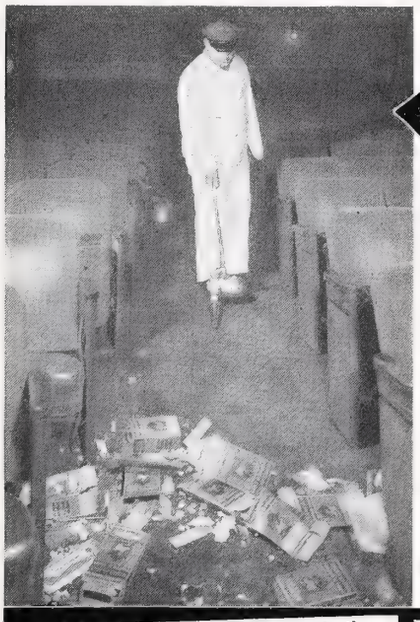
Because of greater demand and increased volume, Poblocki & Sons is happy to announce price reductions on the Model A (EASEL TYPE) poster case, in trend with the times. Now is the time to redecorate and take advantage of the same high quality at new low prices.



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CINE' CLINIC

PRACTICAL DISCUSSIONS ON MODERN PROJECTION AND SOUND PRACTICES



The Model SE-7535 Drive-In speaker shelter and junction box with door open and speaker unit in place.

New Equipment Developments for Drive-In Theatres

by **THE CONDUCTOR**

DRIVE-IN THEATRES seem to have become the beneficiary of a wave of new projection and sound equipment product developments that have come forth recently. This is to be expected, of course, because of the special requirements of the drive-in theatre for equipment of greater output capacity than is needed in even the largest of our indoor theatres.

Owing to the popularity of the drive-in type of theatre, most manufacturers of projection and sound equipment have lately devoted much engineering attention to the development of products to meet the new demand on them for outdoor screen presentation. This has been particularly true in the case of sound systems and speaker equipment; but to a lesser extent it also applies to projectors and especially to arc lamps and projection lens systems. Hence, the new products have begun to appear on the market in some variety.

The latest of these developments to be called to the attention of this department for clinical examination is a new drive-in theatre sound system announced by Motiograph, Inc. We deem the announcement to be of sufficient general interest to justify our use of the following description (and pictures) supplied by the manufacturer:

"Motiograph announces the availability of two drive-in theatre sound equipments with central loudspeaker systems having a power output of 75 and 150 watts respectively. For the drive-in theatre using in-car or post-type speakers, there are three additional systems of 150, 250 and 500 watts of power output.

"The largest of these sound systems is capable of serving the power requirements of individual in-car speakers for more than 1,800 cars. This system has emergency provision permitting the operation of the system at 40, 250 or 500 watts.

"The Motiograph in-car speaker is fabricated from heavy gauge drawn steel, plated and finished in light blue enamel. The front side has a perforated area over the speaker unit cone. The rear side is provided with a special rubber covered hook to enable the speaker to be supported at any desired position in the car.

"A constant impedance volume control is mounted in a recess in the front side so that its operating knob is well protected from damage during speaker handling. The heavy-duty moisture-proof connection cord is six feet long; the hook design provides a place to wind it up for storage.

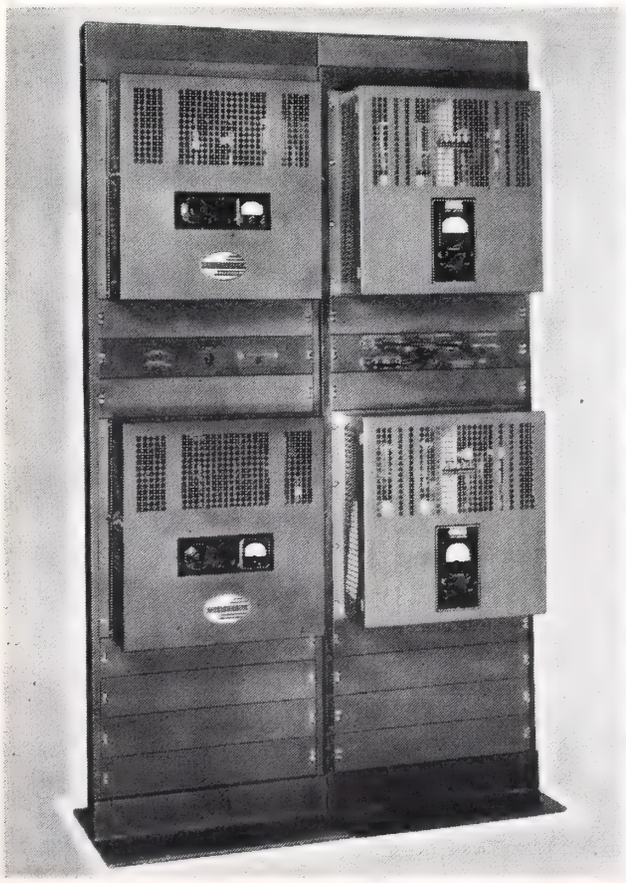
"The in-car speaker is weather-proofed, the cone being water-proofed and the metal parts are treated to resist corrosion. The speaker unit itself is of high quality manufacture and is larger than most in-car speakers. The characteristics of this unit are exactly matched to the acoustical characteristics of the speaker housing, resulting in exceptionally good tone quality.

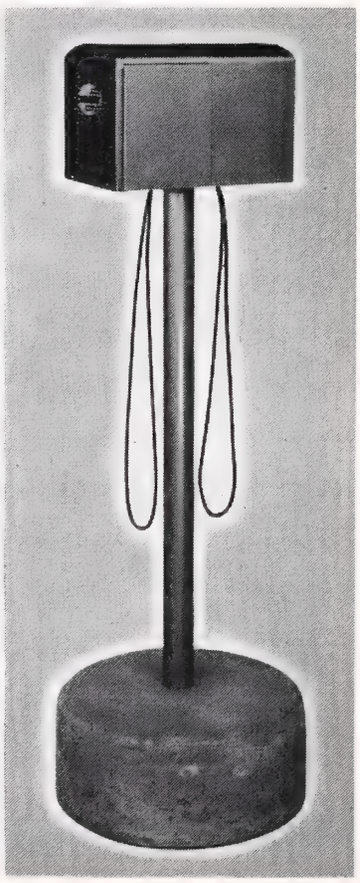
"The SE-7535 in-car speaker shelter and junction box is designed on the same principle as rural mail boxes. It has a flanged metal base section which may be mounted either on a 2" pipe post, or on a standard wooden fence post. The ends are slotted to permit the speaker cords to hang downward. Terminal blocks are provided near the center for the speaker and feed cables, and the impedance matching transformer for two speakers is adjacent to them. Transformers are available with any desired primary impedance up to 14,000 ohms.

"Speaker shelter compartments and a

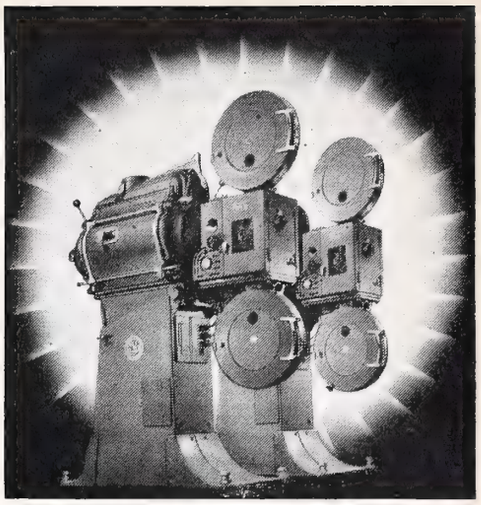
(Continued on page 54)

Pictured at left are the rack-mounted amplifiers used in the Model DR3DD Motiograph Drive-In Theatre Sound System. At right is shown the Model SE-7535 speaker shelter and junction box, mounted and in closed position.





Dealers and Suppliers Join DeVry in New Projector Debut



THE NEW DEVRY "12000 Series" theatre projector and sound system makes its formal bow to the trade this month in a most interesting and auspicious manner. The introduction is a bit extraordinary in that it is participated in by DeVry dealers from coast to coast, as well as by suppliers of materials and accessories to the new equipment, who are also collaborating with a series of "Proud of Our Part" announcements in the trade press.

Preliminary to a more detailed release of information on mechanical and electrical characteristics and specifications of the new model, the following statement is supplied by a spokesman for DeVry Corporation:

"An outstanding feature of the new DeVry '12000' series is its built-in projector-head, which incorporates projector mechanism and sound-head in one compact, completed and readily accessible and replaceable unit. The projector head can be removed for servicing or replacement in a few minutes time, without the use of special tools.

"The second predominant feature is its patented all silent chain-drive with sprocket intermittent framing. The silent chain has proved itself in thousands of DeVry projectors built for the U.S. Armed Forces as a positive, shock-proof method of power transmission, affording the projectionist the utmost convenience and flexibility in servicing. Positive synchronous framing is achieved by utilizing the silent chain feature, in which the frames, shutter and intermittent are in perfect synchronization.

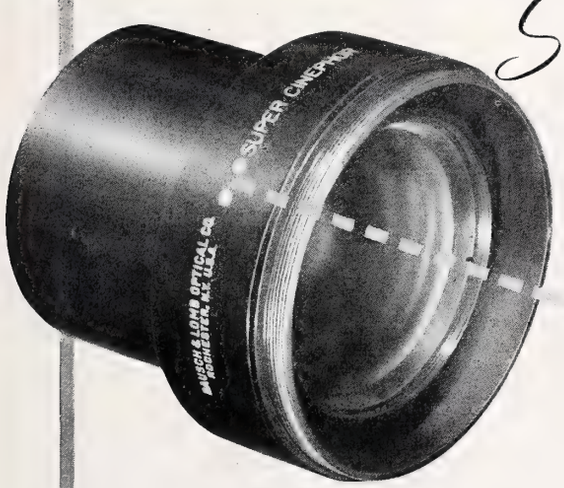
"The '12000' series amplifiers are also built on the same easy unit-service and replacement basis. Wiring and other electrical elements are as accessible, and units as readily removable and replaceable as the projector-head. The new projector is streamlined, to accomplish a combination of simplicity of design and a balance of weight, which achieves the maximum of serviceability to the projectionist.

"The '12000' series sound-head incorporates a new type sound filter—a development which results in a low flutter reduction that more than meets acceptable standards. The new unit's P. E. cell pre-amplifier is a complete unit, attached to the projector in such a way as to allow the very shortest length of cable possible between the photo cell and the first stage of the pre-amplifier, contributing materially to noise reduction.

"Refinements in the projector mechanism of the new DeVry '12000' series result in reduced temperatures at the film gate, adding greatly to the convenience of the operator in the handling of film. These improvements also eliminate any possible damage to the film from high aperture-rail temperatures.

"The pedestal of the new '12000' series incorporates several refinements, including: (1) four-point leveling; (2) improved and more rugged elevator mechanism; and (3) a training mechanism which allows projector to be swung from side to side for screen alignment. The new base is interchangeable for all types of arc lamps and projector heads and is designed for

(Continued on following page)



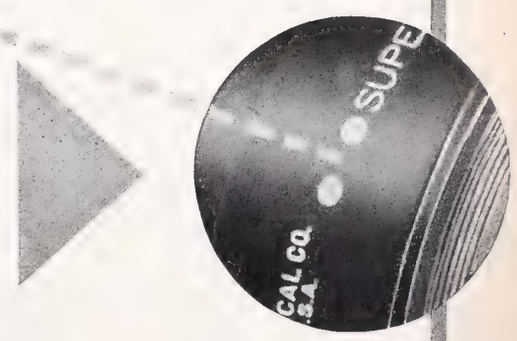
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New Equipment Developments for Drive-In Theatres

(Continued from page 52)

center transformer compartment are provided by the formed metal cover for the base section. It has flanged and hinged doors at either end, and fits snugly down over the base section to provide entirely adequate weather protection for two SE-7530 in-car speakers. With the supporting posts properly located between each two-car positions, the speakers may be taken out of or be placed in the shelter compartments without the necessity for getting out of the cars. Provision is also made for clamping two speakers to the sides of the shelter box to give the patron even quicker access to the in-car speaker.

"The metal parts are fabricated from heavy-gauge galvanized sheet steel finished in light grey weather-resistant paint. This basic design permits the shelters to be repainted to any desired color after installation and to be refinished easily during seasonal theatre overhauls.

"The transformer circuit is so arranged as to prevent accidental speaker cord shorts from disturbing other speaker pairs on the same ramp feed line. The in-car speakers may be expected to last for a long time as they are properly sheltered when not in use.

"Unsheltered speakers may hold up for a season or two in mild climates; but best professional opinion among competent quality speaker designers is that replacement costs will be very heavy thereafter due to cone failures to corroded metal parts, particularly the iron and steel components in the speaker unit magnetic structure, and to general deterioration caused by exposure to the elements."

Dealers and Suppliers Join DeVry in New Projector Debut

(Continued from preceding page)

absolute rigidity, to assure vibrationless performance.

"The projector is pinned and registered to the arc lamp pedestal in such a way as to allow about five minutes for changeover of the complete mechanism, thus expediting any required servicing. All wiring terminates in a barrier type terminal strip, eliminating any necessity of splicing during projector's installation. For the new '12000' series projector, film magazines are instantly removable for servicing or adjustment. The '12000' series equipment, projectors and amplifiers are available in gray wrinkle finish.

"The new '12000' projectors (as illustrated) are now in production in greatly increased manufacturing facilities provided by the addition of a new third floor to our main plant at 1111 Armitage Avenue, Chicago. In fact, installations are now being made in many states. The new '12000' series amplifiers are also in production. There are three new '12000' series amplifiers.

"The '12000' series is a complete new design insofar as our theatre equipment line is concerned and combines all the best we've learned in our 34 years in the manufacture of projection equipment."

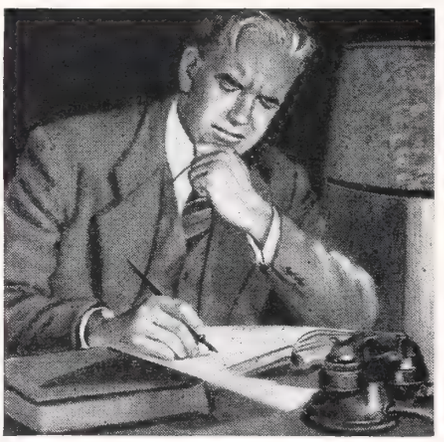
SMILIN' SUPPLY MEN



Bob Dessommes (left) of Delta Theatre Supply and Harry M. Paul, Southern District Manager of the Theatre Equipment Section of RCA, pose for the picture man in front of the well-stocked Delta store in New Orleans.



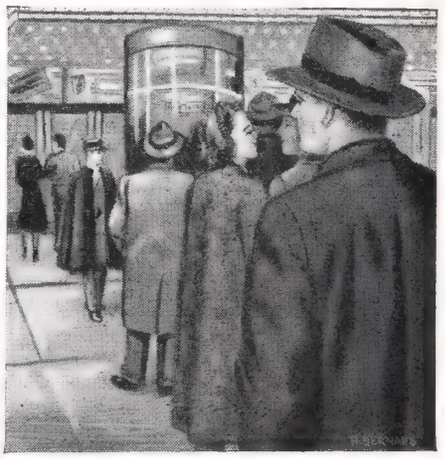
These grim faces may be your patrons, glaring at your booth—



And this you, when bad-sound refunds wreck a smash-hit run.



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THE *Quiz* POT

A CAULDRON FOR COOKING UP ANSWERS TO OTHER PEOPLES' PROBLEMS

Address The MODERN THEATRE, 332 S. Michigan Ave., Chicago 4, Ill.

What Would You Do About It?

When we started this column a number of years ago, we informed all manufacturers of cinema equipment who might read it (by accident or otherwise) that they might expect to receive both bouquets and brickbats, respecting the design and operating characteristics of the equipments that bear their trade marks.

Deliberately giving the Projectionists an opportunity to express themselves among themselves and to all concerned, and allowing them to say what they like *as long as it's constructive,* has been helpful to manufacturers as well as to the men who operate their equipment.

In point of our purpose, herein we present the following communique from Proj. TONY M. RAMIREZ of the Hippodrome Theatre, Los Angeles (13) Calif., who cites what is, in his opinion, a functional weakness and then proceeds to tell and show us *what he would do about it!* He says:

"I was very pleased when I saw my write-up in your CINE' CLINIC recently. I have received communications from all over the country; from small towns and big towns; from everywhere, and from these letters I have come to the conclusion that there are a lot of projectionists who read your columns and who still want to learn. I am one of them.

"Now most of the theatres in the circuit I am working for have Brenkert 'Enarc' projection lamps. I, for one, like them very much. They are large, roomy, well-ventilated and easy to keep clean. As for the control mechanism, I also like it very much, with one exception: That is the vertical and horizontal control of the negative carbon. The fact that every time you have to make an adjustment to the negative carbon, you have to lift the control mechanism cover and insert a screwdriver in order to do any adjustment (which is quite a few times during the presentation of the show) is what I don't like so well. The strong light from the arc strikes you right into your eyes, and when you start seeing yellow spots all over the screen, then it is time somebody did something about it. So I did!

"Not long ago I was present at a demonstration of Brenkert equipment in Hollywood, and the otherwise splendid 'Enarcs' there were the same, with the same negative controls. To my way of thinking they are not so hot. So I send you a drawing of my idea, which I wish to pass along to my fellow projectionists who want to save their eyesight and their tempers. P.S. I have other such installations in my projection booth. Shall I send them to you? They have made my life in the 'Coop' a happy one (so far).

"Here are my drawings and specifica-

(Continued on following page)



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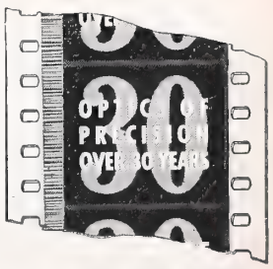
SNAPLITE
means Sparkling Contrast



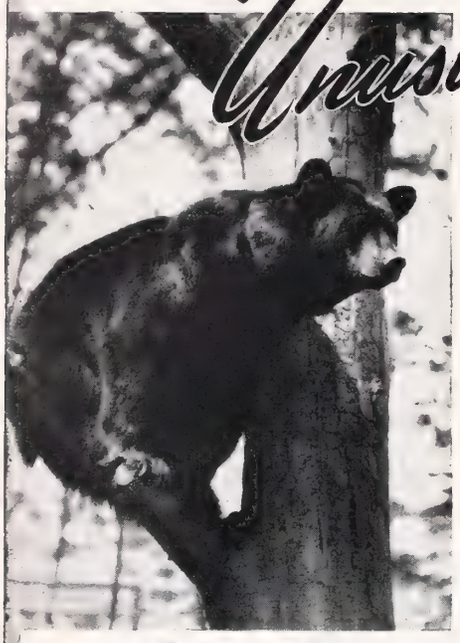
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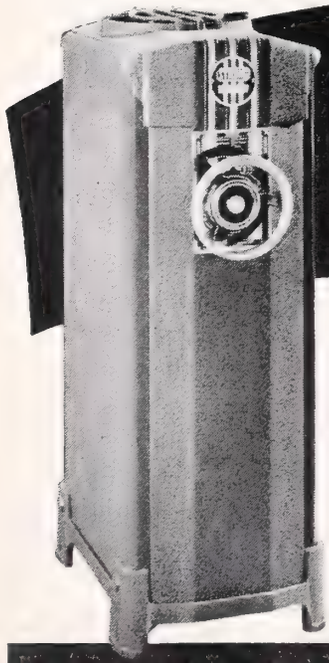
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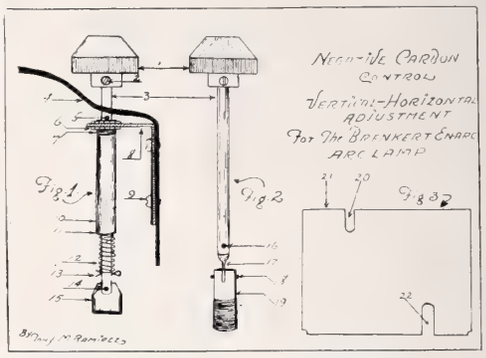
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"THE WORLD'S LARGEST MANUFACTURER OF PROJECTION ARC LAMPS"

What Would You Do About It?

(Contiuuation of THE QUIZ POT)

tions for an improved negative carbon control for the Brenkert 'Enarc' lamp:



(1) Radio control knobs. (2) Set screw. (3) 1/4" cold-rolled steel rod. Cut a 3/32" notch at end 1/2" deep.

FIG. 1: (4) Frame of arc feed mechanism cover. (5) 1/16" hole for pin. (6) Lock nuts. (7) 3/8" threaded electrical fixture brass tubing 1 1/2" long. (8) 3/32x1/2x1 1/2x2" cold-rolled steel corner. (9) 10/32" machine screws to attach unit on frame. (10) 3/8" tube or pipe to be threaded at top end. (11) Washer. (12) Light compression coil spring. (13) 1/16x3/8" cotter pin. (14) 1/16" rivet. (15) 1/16—1/2x1/2" as shaped.

FIG. 2: (16) 1/16" pin. (17) 1/16—1/4x1" twisted to 1/4 turn to form universal joint. (18) 1/16" pin to hold universal joint in place (very loose). (19) 3/8" 24-thread bolt cut to 1 1/2" long. Cut notch as No. 3.

FIG. 3: (20) Cut "U" notch 3/8 by 3/4" deep. (21) Back cover plate. (22) Regular opening to accommodate positive manual control.

"I'll bet you can find most of the component parts in any junk pile around the projection room. Most projectionists have the necessary tools to make a set of negative carbon controls in a couple of hours; or maybe in a couple of weeks, so what!

"After you have completed your Fig 1 unit, trim your arc with a new set of carbons and adjust them to the correct alignment. Now find the exact center of your vertical adjusting screw, then drill a 3/8" hole on top of cover in direct line to center of vertical adjusting screws. After you do this, drill holes on the side of cover and tap them to take 10/32" machine screws; use lock washers, at heads of screws. For better results pull out vertical adjusting screw and widen and deepen the notch to double the size. To do this, put two blades in your hacksaw frame and cut.

"To twist the piece that forms the universal joint, hold the 1/16x1/4" on the vise and with a pair of pliers twist to a 1/4 turn. Then cut to proper size. This piece must have a little play when fitted to notches on No. 3 and No. 19. No. 15 acts as a screwdriver blade and must be held rigidly in place by a rivet.

"Cut rod No. 3 to suit yourself; but mine

PROJECTIONISTS: The Cine Clinic Department is wide open to you for discussion of your present problems. Thru these columns you can either ASK advice or GIVE it. We'll gladly answer your questions or publish your suggestions for the good of all concerned and with comment and complimentary credit to you. Should you desire private information or advice, enclose stamps for reply. Address The MODERN THEATRE, 332 S. Michigan Ave., Chicago 4, Ill.

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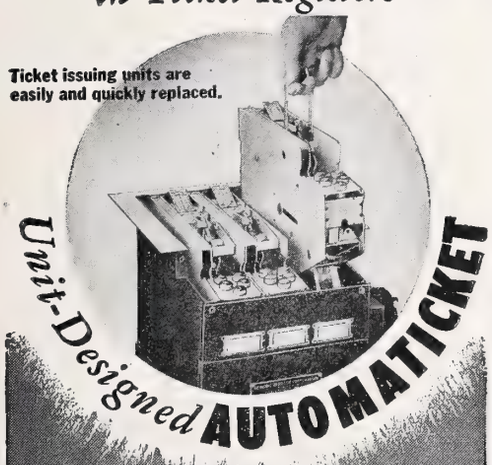
Negatives	Positives
6 mm. x 9"	7 mm. x 12" x 14"
7 mm. x 9"	8 mm. x 12" x 14"

and 13.6 mm. x 22" (machined for adapters) to provide 20 minutes more burning time.

Shipped f.o.b. Chicago at regular carbon list prices, plus $1 per hundred for milling, drilling and clips, (on 13.6 mm. x 22", $1.25 per hundred), less 5% on carbons. 10 days.

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and the ones I have installed in other theatres only protrude 1-⅛" horizontal and 2¼" vertical (overall); that is with knob and all. I'd like to hear some comments from the boys, either directly or through your splendid magazine."

Very well, Tony; here's the call for comments, including maybe one from the manufacturer, who may either ignore or take issue with your conclusions. We'll see. Meantime, you may send in some more gadgets as per your postscript.

Here now comes Proj. ELDEN WILLIAMS of the Park Theatre, Tacoma, Wash., with "A Few Suggestions on Cinecolor." He writes:

"I would appreciate it very much if you would publish the following in THE QUIZ POT at your earliest convenience:

"Due to the fact that this process (Cinecolor) seems to be coming into use more and more, I thought if it must be used, I might be able to pass on a few helpful hints on the subject to fellow projectionists.

"The first shall be on the splicing of film used in the process. This film has been processed on both sides, therefore each side of the film has an emulsion; so in splicing you have to scrape clean both contacting sides of the film. This seems natural enough; however, through some of my more unfortunate experiences, I find that possibly some operators, and probably most exchange inspectors, are not aware of this fact.

"Another thing I have found to be odd is the fact that you do not focus Cinecolor on the same point as you would Technicolor. I think you will find your best point to be approximately half way between black and white, and Technicolor; if you are fortunate enough to find a point.

"In conclusion, I would recommend cleaning your guide strips and film gate very frequently when running a Cinecolor print. I hope that some of these suggestions might help some of you fellows."

So do we, Elden, and much obliged to you for bringing up the matter. Come in again whenever you feel the urge to help.

Proj. O. H. CHAPLIN of the Shenandoah Theatre, Shenandoah, Va., puts the following in THE POT as a fire protection measure:

"While looking through your April 26th issue, I noticed a suggestion to have an extinguisher built into the machine to extinguish fires as soon as they start.

"I have an idea that I think the 'Old Pot' should simmer over. It is to install small metal bottles of the CO-2 extinguisher fluid.

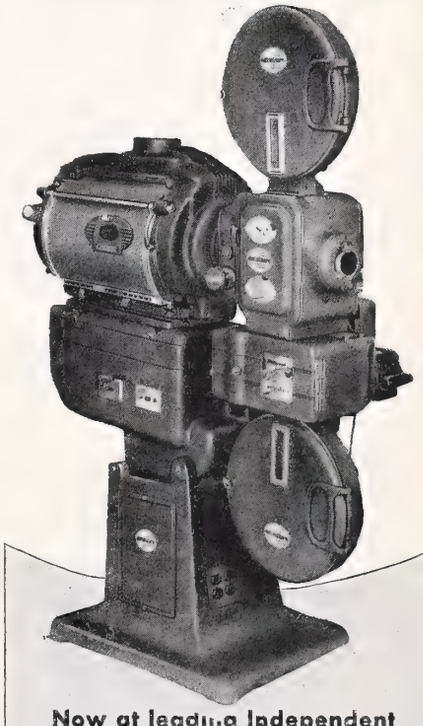
"I have not installed these in a machine, nor have I ever used them on film fire; but as you know, they are very effective on most other type fires.

"This type extinguisher would not take up much room and should not damage the film. It could be tripped by melting some fuseable material which holds down a trigger."

(Continued on following page)

A DEMONSTRATION WILL CONVINCE YOU THAT MOTIOGRAPH Gives You More!

The Great New MOTIOGRAPH "AA" PROJECTOR and MOTIOGRAPH SOUND SYSTEMS



Now at leading Independent Theatre Supply Dealers.

MOTIOGRAPH, INC.
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FRAZAR & HANSEN, LTD.
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PRODUCING THE BETTER PROJECTORS FOR OVER 50 YEARS

What Would You Do About It?

(Continuation of THE QUIZ POT)

Thanx, O. H. So we pass it along for the good it may do.

And likewise for the good of the Craft and Sid Coffey in particular, comes this epistle from Proj. JAMES REDMOND of the Rialto Theatre, Wyandotte, Mich. He writes:

"I think I have some information that will be worth passing on to Proj. Sid Coffey of the Rex Theatre at Winnipegosis (Man.), Canada.

"I owned a small theatre in Ridgefield, Wash., about the size of Proj. Coffey's, and I used 900-watt projection lamps, pulling 30 amps. and 30 volts. A variable transformer has to be used with each lamp. By using these lamps, Proj. Coffey will get two times more light on his screen than he is getting now with his 1,000-watt, 110 volts at 10 amps. Hope this information will be of some use to Proj. Coffey."

Much obliged, Jim. Haven't heard further from Sid, so we assume he is all fixed up; or will be when he sees this.

And now for something in a more personal vein, we present the following suggestion (to us) from Proj. EDWARD W. COLEMAN of the Studio Theatre, San Francisco, Calif. He deposes:

"Having been a projectionist the better part of my life and a constant reader of any and all magazines pertaining to the motion picture industry that I can get my hands on, I am taking the privilege of offering the following suggestion as a means of making your MODERN THEATRE section available to more of the men in the booth.

"Most projectionists, worthy of the name, are very much interested in what's new and what's doing in the motion picture industry, particularly technically. However, as I know from my own experience, their problem is getting their hands on the issues of the various tradepapers that contain the technical items.

"As there is not enough material of interest to the average projectionist in every weekly issue of the tradepapers, to make a subscription interesting, the average projectionist takes 'pot luck' and hopes that by some miracle the technical issues will fall into his hands, either by the grace of God or by snooping over the boss' desk.

"I would like to know why a slight increase in the subscription rate could not cover another copy of the issue containing The MODERN THEATRE being mailed to the projection room of the theatre every month. I am sure this increase in the rates would be nominal and that all projectionists would be very happy to have a copy of your fine magazine available to them every month."

Thank you, Ed! We appreciate your suggestion, and want to cooperate. So the matter has been taken up with the Circulation Dept. A few more letters like yours might speed it up. So come on, fellows, and tell us—*What Would You Do About It?*

SIX-PHASE MEANS NO FLICKER

Only "C & C" Offers You SIX-PHASE Full Wave Rectified Power

(Actually equivalent to 12-phase half wave)



Type H28-70 (70 Amp.) SIX-PHASE RECTIFIER
Other Capacities Available

Motion Picture Theatres all over the U.S. and many Foreign Countries enjoy better projected light through rectified power from the new "C&C" SIX-PHASE Rectifiers. SIX-PHASE full wave rectification eliminates ripples and disturbing harmonics unavoidable in conventional three-phase rectifiers. The superiority of "C&C" SIX-PHASE rectifiers is universally recognized by experts in projection. This new development in motion picture projection is backed by over 15 years of research and engineering in the rectifier field.

With progressive theatre owners the "C&C" SIX-PHASE full wave rectifier is fast becoming standard equipment. For a more perfect light on your screen, investigate the "C&C" SIX-PHASE Rectifier.

Quality Equipment Pays Off at the Boxoffice

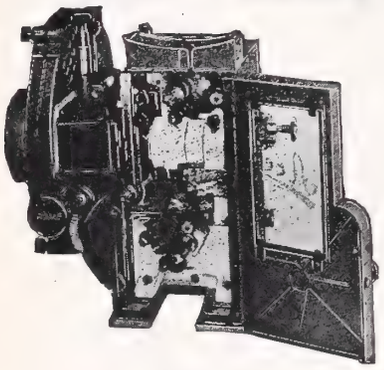
Write for complete information about the new SIX-PHASE Arc Lamp Rectifier

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YOUR ASSURANCE OF THE BEST!



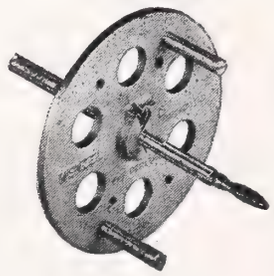
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"Will Never Lose Its Grip"

The Bull-Dog AR-15—engineered by Wenzel to eliminate key breakage on all types of shafts for winding film. Also for use in the Lower Magazines to more evenly distribute the pull strain. For automatic and hand rewinds too. When ordering, give model number or maker of shaft, together with shaft diameter.



Write for our Complete Catalog. We will sell only through Independent Theatre Equipment Dealers. Mention the dealer serving you.

Write for Folder No. WC19 on PRO-4 projector mechanism.

WENZEL PROJECTOR COMPANY
2505-19 S. STATE STREET
CHICAGO 16, ILLINOIS

Sola Electric Company Moves to New Plant

All plants of Sola Electric Company have now been completely housed in the company's own building located at 4633 West 16th Street, Chicago 50, Illinois. The new plant, on which construction work was recently completed, has been specifically designed to provide greater engineering, research and production facilities and ideal working conditions for employees. Among the various products of this company are transformers for such applications as constant voltage, luminous tube signs, fluorescent lighting and others, a number of which have particular application to theatre operation.

The availability of new sound and projection equipment takes a load off the projectionists' minds. Perhaps now is the time to retire those old machines to green pastures and take the worry out of your projection room!

Comfort in seating is achieved in a great many ways, most of them new developments since the war. Plastics, foam rubber, improved steel are a number of improvements.

RCA EXHIBITION HALL OPENED TO PUBLIC

THE RCA Exhibition Hall assumed its place as New York's latest addition to the showplaces of the nation when it opened its doors to the public last month, after a gala preview at which it was generally tagged, "The Radio World's Fair." A crowd of over 5,000 visitors tramped through the exhibit-packed Hall on opening day.

Behind a 200-foot window front at 36 W. 49th St., is displayed in spacious settings the wonders of modern electronics—radio, television, radar, global communications, electronic equipment and home instruments—an exposition combining the fascinating gadgetry of The World of Tomorrow with the pageantry of Hollywood Today.

The entire main floor of the Exhibition Hall, from its 30-foot laminated ceiling to its lushly carpeted floor, is visible from the street. In the tall windows can be seen giant models of RCA tubes containing miniatures of radio and television receivers, sewing machines and other electronic equipment.

At the left end of the main floor is a 12½-foot high plexiglass map of the United States showing in bright lights the radio network of N.B.C. The flick of a button on a keyboard lights up each station separately, while another button-flip brings forth on a personalized receiver the network program being broadcast at the moment.

The story of the people who have made radio a favorite entertainment medium is told in all its glamour in a series of engaging miniature woodcarvings mounted on four revolving stages. Seen through viewing windows, they depict the highlights of 20 years of broadcasting. Above the stages the radio stars of today are reproduced in full-color caricature on a set of large projection screens.

One of the most popular features of the exhibition hall is its television display. Here a person can stand before a television camera mounted on a movable boom and be televised from several angles, while his image can be seen on four viewing screens in front of the display. He may satisfy his own curiosity about his telegenic qualities by watching—at the very moment he is being televised—his own image on a viewing screen suspended from the ceiling.

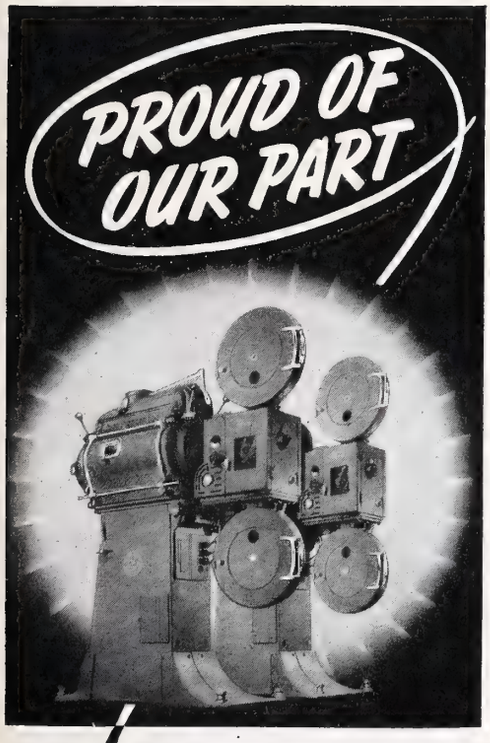
The privilege of hearing the music you want when you want it is offered at a recording exhibit. Merely by requesting a selection from a list of current records, a visitor may hear, over one of two personalized amplifiers, the music of well-known recording artists on RCA Victor Red Seal and popular records.

A large abstract wire-screen map of the two hemispheres shows in neon tubing RCA Communications lines around the world. In front of the map is a keyboard identifying the communications terminal points. Pressure on a button lights up on the map the communications line to a particular city. At the same time, a dummy message is radio-teletyped on a machine alongside the keyboard. This message can be taken away as a souvenir. The simulated message, in code form, is also seen and heard on an adjoining oscilloscope and loudspeaker.

A radiomarine display is set in a reproduction of the bridge of a ship in New York Harbor. This exhibit contains models of the latest in radar, loran (long range navigation), and radio-telephone equipment. And the story of the RCA Institutes, one of the foremost training schools for radio engineers, is told in a photographic panorama. The company's laboratories at Princeton, N. J., as well as examples of some of their outstanding products, such as the image orthicon, antennae, and microphones, are shown on a three-dimensional illuminated mural.

Two large display platforms on the main floor contain the newest in home instruments and electronic engineering products. Television receivers and console and personal radios are displayed in a variety of cabinet models and colors. The interesting industrial products which may be demonstrated on the floor include an elec-

(Continued on following page)



in perfecting the DeVry "12000 Series" Theater PROJECTORS and AMPLIFIERS

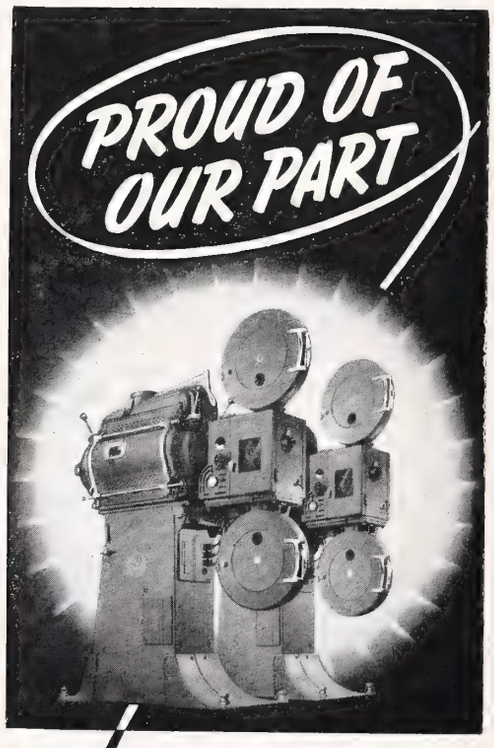
To us, who are accustomed to working to extremely close tolerances; against quick interchangeability; trouble-free installation and smooth operation — specifications for DeVRY new "12000 Series" theatre projectors and sound systems represent the highest attainable standards of precision manufacture.

We are proud to have had a part in developing these new and finer contributions to the Projectionist's goal of "a perfect show every time."

We are proud that DeVRY engineers turned to us for our part in helping to insure this equipment for day-in, day-out, trouble-free performance over the years. From a precision standpoint, DeVRY "12000 Series" theatre projectors and amplifiers attain a new high that we are happy to have helped DeVRY craftsmen reach to the best interests of all branches of the motion picture industry.

LA VEZZI MACHINE WORKS
4635 W. Lake Street, Chicago 44, Ill.

For the Perfect Show Indoors or Out — Your Best Buy is a DeVRY



in perfecting the DeVry "12 000 Series" Theater PROJECTORS and AMPLIFIERS

We of Essannay are proud of the fact that Strong *Zipper* Changeovers are standard factory equipment with DeVry's "12 000 Series" Theater Projectors and Sound Systems . . . assuring instant, automatic changeover of both sight and sound . . . representing another important contribution to the high goal of both Exhibitor and Projectionist—"*a perfect show!*"

And, frankly, from what we've seen of the DeVry "12 000" that's just what it is designed and built to do—to *glorify* Hollywood's best efforts in black-and-white or Technicolor—in high comedy, sheer drama or in symphonic sequence.

To DeVry engineers and craftsmen, our congratulations on a big job well done . . . and thanks for specifying Strong *Zipper* Changeovers to help you accomplish it.

ESSANNAY ELECTRIC MANUFACTURING CO.
1438 North Clark St., Chicago, Ill.

STRONG'S *Zipper* CHANGEOVERS

RCA Exhibition Hall Opened to the Public

(Continued from preceding page)

tronic sealer, an oscilloscope and a metal-detector.

One of the most spectacular displays in the Hall is a theme mast, lighted and constantly revolving, which rises for nearly three floors from the concourse level of the Hall. On this mast the history of RCA is depicted in miniature models on a spiral runway extending the entire 50-foot height of the mast.

At the foot of the ramp leading down to the concourse level is an attractively appointed public lounge furnished with comfortable chairs and conveniently located television radio receivers. Part of the lounge is devoted to an eye-filling ultra-violet mural showing RCA's worldwide facilities and services. Next to the mural an electron microscope enables visitors to examine specimens of chemicals, bacilli and other sub-microscopic matter.

Beyond the electron microscope is the entrance to a small studio, seating 84 persons, where daily showings of current film subjects serve to demonstrate RCA sound and projection equipment. The studio is also wired for the transmission of live-talent radio and television shows. The remainder of the concourse space is occupied by the administration offices and an executive lounge. The Hall will be a permanent entertainment feature which will be open daily to the public.

Wenzel Celebrating Silver Anniversary



Fred Wenzel

A quarter of a century of service to the theatre trade is being officially feted this month by Fred J. Wenzel, president of The Wenzel Projector Co., of Chicago, whose brother, the late Mack Wenzel, founded the company 25 years ago.

The Wenzel "Pro-4" projector mechanism is featured for the anniversary event as typical of the company's many fine product developments during the past quarter century.

Among many guests of Fred Wenzel who have already attended "open house" at the plant during the celebration were: Mr. J. Ratshkowsky of Mexico City, Mex.; Mr. Anantray J. Valie of Bombay, India; Mr. E. F. V. Tuysseman of Amsterdam, Holland; Mr. A. Crowder of Shanghai, China; Mr. T. C. Riddels of San Diego, Calif.

Keep the decorative scheme in mind when selecting the color of upholstery material. The seats are so important a furnishing that they must be in tune with the general effect.

The new theatre chair is a thing of beauty and a joy practically forever. Beauty and long life are built into it.

DISASTROUS FILM FIRES---DON'T JUST HAPPEN!

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The New and Highly Improved 6-Tube Rectifier

SINGLE-TYPE 75-V-6 and TWIN TYPE 75-V-12. Embodying the advanced knowledge gained from building rectifiers for radar and other highly scientific projects where perfection of performance and reliability are of paramount importance. Designed for all theatres using Suprex or Simplified High Intensity Projection. Built-in remote control relays with provisions for operating spotlights. 40 to 75 amperes DC current. 3-phase rectification.

Also: LD-60 and LD-30 Bulb Type Rectifiers, SUPER MCS Rectifiers, Rectifying Tubes, Sound Screens.

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The superiority of the Forest ELECTRONIC CONTROL Arc Lamp has become the talk of the industry! It features a completely new and faultless method of feeding positive and negative carbons by ELECTRONIC CONTROL, assuring arc control of precision accuracy, maintaining the exact focal point necessary for producing maximum light intensity at all times without constant watching and adjusting. No carbon feed motor—no gears—no clutches—no cams—no gadgets—no fast moving parts! Nothing to get out of order.

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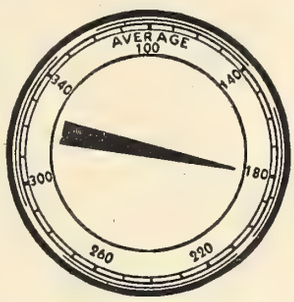
FOREST MFG. CORP. 60 PARK PL., NEWARK, N. J.

BookinGuide

BOXOFFICE BAROMETER

FIRST RUN REPORTS

This chart shows the records made by pictures in five or more of the 21 key cities checked. As new runs are reported, ratings are added and averages revised.



TOP HIT OF THE WEEK

High Barbaree—

Philadelphia 180
New York 109
Denver 100

Computed in terms of percentage in relations to normal grosses. With 100 per cent as "normal," the figures show the percentage above or below that mark.	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DES MOINES	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MILWAUKEE	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
Angel and the Badman (Rep)	120		120		100	130	130	95	95	110	112	153	100		90	125	95	120	110	140		114
Blind Spot (Col)	100	100	115				100		100	60	100	90	100	90				160		100	80	100
Blondie's Holiday (Col)	100	90		80				100	105	100	100		100	100			100				80	96
Brasher Doubloon, The (20th-Fox)				150	100		100			80		100	100	120	85	150		100	85	100	60	102
Brute Man, The (PRC)			120			85	100		100			70		90	100							95
Buck Privates Come Home (U-I)			120		70							150	95	90	90	108		75	75	130		100
Calcutta (Para)	140	129	125	160	125	105			120	100	150		90	150	100	100		170	100	175		127
Calendar Girl (Rep)	100			140			95		100			85		90	85		120	100		100		102
Carnival in Costa Rica (20th-Fox)	100	80		120	100	80	110		90		100	150	115			96		170	125	100	80	108
Devil's Playground, The (UA)	95			80						100	100			100			100				100	96
Fabulous Dorseys, The (UA)		100		80	95	85			80			200			90	95		135	100	150	85	108
Fabulous Suzanne, The (Rep)	100	79				85	100	100	95	95	90	90	100		100		95	115		100	105	97
Fear in the Night (Para)		140					80		100	100			100	120		92		110		100	85	103
For the Love of Rusty (Col)							100				100		95				95				100	98
Framed (Col)	130	120	130		110				125			150	90			110		175	80	170		126
Guilt of Janet Ames, The (Col)		90	130	70	75				100			75				95	95	90		150		97
Her Sister's Secret (PRC)	100	100	115	110	100	110		85	100	80			100	100	150	77	90	100	100		85	100
High Barbaree (MGM)	140	110		90	100	100	100				114	150	95			109		180	75			114
Homestretch, The (20th-Fox)	130			160	70				140	80	105	175	90			98		150		120	85	117
Honeymoon (RKO)		117		120					120				90	115		115			110			112
Invisible Informer, The (Rep)						100	120		100			71	100		100		100			100	75	96
Lighthouse (PRC)	100		100				100							100			100				60	93
Love and Learn (WB)	100	70		70	90		105		85			125	90			95	93	100	60	120		93
Madonna of the Seven Moons (U-I)	100		100			100	100		90		85		100	90	100	95	100			100	100	97
Mr. District Attorney (Col)			135	80	110	125	165		90			125	110	120	100	100	100	100	80	120		111
Mr. Hex (Mono)	100	100				95	100		90				100				100					98
My Dog Shep (SG)						90	100		95		100			100			105				115	101
Odd Man Out (U-I)				140	70		105					175				142			80	165	75	119
Queen of the Amazons (SG)			110			100			100			100		110			100					103
Red House, The (UA)		145	140	120	130	100	95		100	105	110	175		100	90	130		140	70	190		121
Renegade Girl (SG)			100				100		100		90	100	100	100							80	96
Return of Monte Cristo, The (Col)	110	90	130	80	70	75	120	90	100	95	95	175	95	100	130	100			45	140	140	104
Rolling Home (SG)							100		100	100	90		95				95			100	90	96
Sea of Grass, The (MGM)	130	130	110	130	90	140	140	105	125	100	130	175	140	150	140	108	130	150	85	130		126
Smash-Up (U-I)	150	125	130	185	115	90	105	95		85	100	200	140	100		100	85	140	120	185	125	125
Stairway to Heaven (U-I)	130	150			90		145		100							102		130	70	155	50	112
Trail Street (RKO)	105		115	120	90		115	125	100	60	125	135	100			106	135		90	150	95	110
Two Mrs. Carrolls, The (WB)	110	125	110		140	115		100	140		125	150	100		108	150	125	145	90	150	100	123
Two Smart People (MGM)	130	84	130	90	100	90	80	95	85		100	150	100	90	150	95	100	100	40	110	65	99
Vacation Days (Mono)		90				90	100		100	85	100		100				90					94
Yearling, The (MGM)		118	135	130	115		120		135	115	150	200	130	190	90	118		230	110	140	200	143

THE EXHIBITOR HAS HIS SAY ABOUT PICTURES

Just as the Barometer page shows first run reports on current pictures, this department is devoted for the most part to reports on subsequent runs, made by exhibitors themselves. A one-star contributor is new, two stars mean the exhibitor has been writing in for six months or longer, and a three-star contributor is a regular of one year or more, who receives a token of our appreciation. All exhibitors welcome.

COLUMBIA

I Love a Bandleader (Col)—Phil Harris, Eddie "Rochester" Anderson, Leslie Brooks. This is just a fair picture—no story, and except for bandleader Phil Harris' pretty fair acting, it would have been rather a washout. Played Thurs., Fri., Sat. Weather: Good.—S. C. Onerheim, Community Theatre, Luseland, Sask. Small town and rural patronage. * * *

King of the Wild Horses (Col)—Preston Foster, Gail Patrick, Bill Sheffield. A title such as this is all that is needed to bring business into most small town theatres. This is a very good picture, thoroughly enjoyed by all, and should not be wasted on a double bill as it should stand alone anywhere. Thanks, Columbia, for bringing the theatre out of the spring farming slump. Played Wed., Thurs. Weather: Fair and warm.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Millie's Daughter (Col)—Gladys George, Gay Nelson, Paul Campbell. Another that just got by, due to the fact that we had $100 for a draw on bank night. Played Wednesday. Weather: Warm.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. * * *

Millie's Daughter (Col)—Gladys George, Gay Nelson, Paul Campbell. This made a pleasing second feature to "Mr. District Attorney" and the women left sniffling. A "Stella Dallas" type of story. It has no star value but it is well made and will prove an asset to most programs. Played Wed., Thurs. Weather: Good.—R. D. Fisher, Star Theatre, Willow Springs, Mo. Small town and rural patronage. * *

Return of Monte Cristo, The (Col)—Louis Hayward, Barbara Britton, George Macready. We enjoyed a very nice business with this picture. Played Mon., Tues. Weather: Warm.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * *

Return of Monte Cristo, The (Col)—Louis Hayward, Barbara Britton, George Macready. I got hurt on this one—should have matched it with a cartoon show. It was very well made and pleased 100 per cent of those who came. Played Thurs., Fri. Weather: Good.—R. D. Fisher, Star Theatre, Willow Springs, Mo. Rural and small town patronage. * *

Swing in the Saddle (Col)—David McEnery, Jane Frazee. Run-of-the-mill western that was neither good nor very bad. If the country people had been able to get in, I think it might have held up, but my carriage trade didn't like it. Played Thurs., Fri., Sat. Weather: Fair.—S. C. Onerheim, Community Theatre, Luseland, Sask. Small town and rural patronage. * * *

EAGLE-LION

It's a Joke, Son (Eagle-Lion)—Kenny Delmar, Una Merkel, June Lockhart. We thought this would hold for Sun., Mon., but found one of the lowest grosses for that change this year. The picture is satisfactory for doubling, and our price was reasonable. Don't expect too much from the Claghorn popularity, unless you can scout out some rabid fans. Played Sun., Mon. Weather: Fair.—Gray Barker, Pictureland Theatre, Glenville, W. Va. Rural, small town and college patronage. * * *

FAVORITE FLMS CORP.

Captain Caution (FF) and **Captain Fury** (FF)—Reissues. Victor Mature, Louise Platt, Leo Carrillo—Brian Aherne, Victor McLaglen. We watched these go through all the circuit houses around and decided to run them together like this. It was a good move and just goes to prove that the more action there is on the screen the bigger the play at the boxoffice. Played Tues., Wed., Thurs. Weather: Warm.—Rahl & Hanson, California Theatre, Kerman, Calif. Small town and rural patronage. *

FILM CLASSICS

One Million B. C. (FC)—Reissue. Carole Landis, Lon Chaney jr., Victor Mature. Here is one reissue that really did go over in a big way. This was so different and one of the best of its kind since "King Kong." The special effects were magnificent and out of this world. If they would only make a few nowadays like this, then we would all be happier. Even with heavy competition from the carnivals, circus, etc., we still came through. This one made up for "The Bells of St. Mary's." Played Sun., Mon. Weather: Very good.—Dinkle & LeMaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

METRO-GOLDWYN-MAYER

Bad Bascomb (MGM)—Wallace Beery, Margaret O'Brien, Marjorie Main. Doubled with "Riverboat Rhythm" (RKO), a Leon Errol comedy for double feature houses. "Bad Bascomb" is a good western if it hasn't run too many times in town—here I got it too late, so it didn't do so well. Played Fri., Sat. Weather: Clear.—C. M. Garrett, Yandell Theatre, El Paso, Tex. Family patronage. *

Holiday in Mexico (MGM)—Walter Pidgeon, Jose Iturbi, Ilona Massey. If you get no more business on this than I did, I would say leave it alone, but if you want to run one of the finest pictures ever put on celluloid, buy it. The Technicolor is beautiful. Jane Powell is so lovely, so refreshing, and sings so beautifully that I think she is going to be one of the greatest boxoffice draws in the business soon. Jose Iturbi is superb as he beats out the boogie or plays those wonderful melodies of Chopin's. Roddy McDowall turns in his usual good performance and Pidgeon is just good old Pidgeon, turning in another performance to endear him to the ladies. On top of all this it has one of the cutest plots ever to come out of Hollywood. The title is ruinous, as it makes you suspect it is just another loud, gaudy musical. Played Sun., Mon. Weather: Fair.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. * *

My Brother Talks to Horses (MGM)—"Butch" Jenkins, Peter Lawford, Beverly Tyler. This is very good and was well liked by all who saw it. It drew better than the average Wed., Thurs. crowd. "Butch" Jenkins is always a good drawing card here though. Weather: Warm and clear.—Orin J. Sears, New-Tex Theatre, Anthony, N. M. Small town and rural patronage. *

No Leave, No Love (MGM)—Van Johnson, Keenan Wynn, Pat Kirkwood. This is a good musical show, but it was too old when I played it and business was just average. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Rage in Heaven (MGM)—Reissue. Robert Montgomery, Ingrid Bergman, George Sanders. This turned out better than I expected. If we must have this type of picture, this is one of the good ones. Played Thursday.—R. D. Fisher, Star Theatre, Willow Springs, Mo. Rural and small town patronage. * *

Undercurrent (MGM)—Katharine Hepburn, Robert Taylor, Robert Mitchum. This is not small town fare. However, those who see it will enjoy it. Katharine Hepburn can always be depended upon for an excellent performance. Robert Taylor doesn't seem to be particularly popular here. Business below average. Played Sun., Mon. Weather: Cool.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Undercurrent (MGM)—Katharine Hepburn, Robert Taylor, Robert Mitchum. Production-wise, a good show, but heavy for our audiences which were small. Too talky and too long, although sustained suspense in some sequences held attention. It's too bad Taylor didn't have a better return vehicle. Played Thurs., Fri.—Gray Barker, Pictureland Theatre, Glenville, W. Va. Rural, small town and college patronage. * * *

MONOGRAM

Divorce (Mono)—Kay Francis, Bruce Cabot, Helen Mack. A fair picture that got by as a single on silver night. Played Sunday. Weather: Good.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. * *

Suspense (Mono)—Belita, Barry Sullivan, Bonita Granville. Here are five-and-a-half

Here's How It Is Here, Says Bill Danelz

I HAVE read your EXHIBITOR HAS HIS SAY column religiously each week for the two years I have owned and operated the Lyric Theatre at Elmore, Minn., and think it is one of the best features you have in your altogether complete and fine trade magazine. I would never want to be without BOXOFFICE as long as I am in this business.

"I have a small house (280 seats) in a town of 1,000 in southern Minnesota, right on the Minnesota-Iowa line, and my patrons are naturally the small-towners and farmer folk from around Elmore. They like the down-to-earth pictures or good wild comedies, and shy away from heavy drama. Pictures like Columbia's Blondie series and its musical westerns—or any good western made by any company—will do more business in two days, either midweek or weekend, than most of the top bracket percentage pictures I have to play three days, starting Sunday.

"I have kept close track of BOXOFFICE's Barometer page first run reports and find that they certainly are no criterion for my situation. In many cases Minneapolis may do 200 per cent on a super de luxe production and when it finally gets to Elmore, it will fall 'way below 100 per cent. But because they go over big in the cities, the distributors make us small fellows give them our best playing time (Sun., Mon., Tues., which is half the week), soak us top guarantee, and 40 or 50 per cent, and if they think they can get an extra nickel, send a checker on top of it . . . I know it would make a lot of us small exhibs happier, as long as we have to play these 'super-duper duds,' if we could play them at a fair flat rental and run them midweek or even Fri., Sat. . . . Some day if I get a real sleeper or a real dud, I will send in my opinion of it to your column."—W. E. "Bill" Danelz, Lyric Theatre, Elmore, Minn. *

War Pictures Are Back Says Calif. Exhibitor

DAYS OF GLORY (RKO)—Tamara Toumanova, Gregory Peck. I got talked into this oldie on a trade deal and am I happy! A year ago anything about war was out, but the times have changed as this is the second picture concerning the war that has done a little better than the average. Played Fri., Sat. Weather: Warm.—Rahl & Hanson, California Theatre, Kerman, Calif. Small town and rural patronage. *

reels of proof that Monogram can make more than just B pictures. This is a very good picture which fulfills the title completely. Belita makes up for her acting weakness by her excellent skating. The supporting cast handle their parts well. Lighting could have been better in spots. With proper exploitation this picture should do well in most situations. Played Sun., Mon. Weather: Fair and warm. —Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

PARAMOUNT

Blue Skies (Para)—Bing Crosby, Joan Caulfield, Fred Astaire. As expected, our boxoffice was busy while the "Groaner" groaned through a mile or two of Technicolored celluloid. This is the same old stuff but tried and true. Played Sun., Mon.—Gray Barker, Lyric Theatre, Glenville, W. Va. Rural, small town and college patronage. * * *

Perfect Marriage, The (Para)—Loretta Young, David Niven, Eddie Albert. A fair picture—the cast did what it could with the plot. Played Wednesday. Weather: Cloudy—light rain.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Small town and rural patronage. *

New Complaint on Prints: Green Operators Blamed

I WOULD like to join C. M. Garrett of the Yandell Theatre in El Paso in his fight for better prints. I have operated since silent picture days and I've never run such punched-up and patched-up prints as I have since I came back from the army about a year ago. Maybe if some of these 90-day wonders that are in the booth had to pay for some of the prints they are punching and tearing up, out of the $15 a week they are operating for, they would take better care of them or go back to jerking sodas where they belong." —Orin J. Sears, New-Tex Theatre, Anthony, N. M. Small town and rural patronage. *

PRC PICTURES

Danny Boy (PRC)—Robert "Buzzy" Henry, Ralph Lewis, Sybil Merritt. I will admit that this one is made on a tried-and-true formula, but what's the difference? The small town and rural patron wants this kind of picture and he doesn't care who plays in it or who produced it or how many times he has seen it (under different titles and with different characters). I feel that I could use a lot more like it. Played Fri., Sat. Weather: Warm.—Rahl & Hanson, California Theatre, Kerman, Calif. Small town patronage. *

RKO RADIO

Bedlam (RKO)—Boris Karloff, Anna Lee. Picked up from the old product at a reasonable price, but did very little business even when played with a serial. The director knows how to dish out his goose pimples in a grand manner, if not a little highbrow for our action fans. Played Tues., Wed.—Gray Barker, Lyric Theatre, Glenville, W. Va. Rural, small town and college patronage. * * *

Code of the West (RKO)—James Warren, Debra Allen, John Laurenz. This is a very good western. James Warren is not as big a draw, but seemed to satisfy—as long as they are "quick on the draw," they do. Played Fri., Sat.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Make Mine Music (RKO)—Disney with talents of Nelson Eddy, Dinah Shore, Benny Goodman. A Disney that didn't even draw the kids. I would rather have played six or eight shorts. No plot, but good music. The most walkouts of any feature I have ever shown. Played Sat., Sun., Mon. Weather: Good.—R. C. Drayer, Majestic Theatre, Frankfort, S. D. Small town and rural patronage. * * *

Nocturne (RKO)—George Raft, Lynn Bari, Virginia Huston. Played to a pleased Sunday audience. Raft was at his peak.—James C. Balkcom, Gray Theatre, Gray, Ga. Small town patronage. * * *

Notorious (RKO)—Cary Grant, Ingrid Bergman, Claude Rains. This is a very good show that did not draw. Played Sat., Sun., Mon. Weather: Good.—R. C. Drayer, Majestic Theatre, Frankfort, S. D. Small town and rural patronage. * * *

Notorious (RKO)—Cary Grant, Ingrid Bergman, Claude Rains. This picture drew them in and we enjoyed nice patronage. The second night fell off. Played Mon., Tues. Weather: Mild.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Partners in Time (RKO)—Chester Lauck, Norris Goff, Pamela Blake. A fair midweek show but it did not take too well. Played Wed., Thurs. Weather: Good.—R. C. Drayer, Majestic Theatre, Frankfort, S. D. Small town and rural patronage. * * *

Sister Kenny (RKO)—Rosalind Russell, Alexander Knox, Dean Jagger. Sister Kenny didn't mean too much to the people here but the second night helped make up the low gross the first night. Played Mon., Tues. Weather: Warm and dry.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. * *

Song of the South (RKO)—Ruth Warrick, Bobby Driscoll, James Baskett. Business was better than I expected on this combination of live action and Disney animation. In fact, business was above average. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Exhibitor's Free Show For Son's Birthday

TWO THOROUGHBREDS (RKO)—Jimmy Lydon, Joan Brodell. I ran this one free for kids on my youngest son's seventh birthday. It's a grand child's picture that will please everyone and there's not an objectionable scene in it. Played Saturday morning.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. * *

Song of the South (RKO)—Ruth Warrick, Bobby Driscoll, James Baskett. Here's one that is out of this world—don't pass it up. I didn't get rich, but it did 'way above average and I was bucking graduation week, which is murder here. The front row gang stayed through all the showings. The adults loved it. The children who play in this one are new to me but I hope they play in a lot more as they are grand. Walt Disney has done a wonderful job on this one and at last I forgive him for smelling up my house with "The Three Caballeros." Played Sun., Mon. Weather: Rainy.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. * *

Tarzan and the Leopard Woman (RKO)—Johnny Weissmuller, Brenda Joyce, Johnny Sheffield. I can't, for the life of me, tell you why they didn't turn out. I figured this picture a natural. Played Thurs., Fri., Sat. Weather: Warm.—Harland Rankin, Joy Theatre, Bothwell, Ont. General patronage. * * *

Trail Street (RKO)—Randolph Scott, Robert Ryan, Anne Jeffreys. A very good western full of action and interest. Randolph Scott gives a good account of himself and George "Gabby" Hayes cannot be overlooked. Played Saturday. Weather: Rain.—J. E. Rougeau, Club Theatre, Seven Sisters Falls, Man. Rural and small town patronage. *

REPUBLIC

Affairs of Geraldine, The (Rep)—Jane Withers, James Lydon, Raymond Walburn. Geraldine didn't do us much good. Played Wed., Thurs. Weather Warm.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

They Recommend 'Rusty' To Please All Ages

RETURN OF RUSTY, THE (Col)—Ted Donaldson, John Litel, Barbara Wooddell. We had more kids on this one than on any other midweek program, and it was sure-fire entertainment for both old and young. If you deal with Columbia and haven't picked this one up, then grab it now. It will go over, take it from us. The preview and advertising are money-getters on it. Played Wed., Thurs. Weather: Good.—Dinkle & LeMaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Hitchhike to Happiness (Rep)—Al Pearce, Dale Evans, Brad Taylor. Dale Evans has come a long way to become a first rate attraction and while the story is nil, this picture is all right. It's light entertainment and that's what they come for. Played Thurs., Fri., Sat. Weather: Fair.—S. C. Onerheim, Community Theatre, Luseland, Sask. Small town and rural patronage. * * *

Night Train to Memphis (Rep)—Roy Acuff, Allan Lane, Adele Mara. A good weekend action picture. We doubled with a western to our satisfaction. Played Fri., Sat. Weather: Warm.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

Plainsman and the Lady (Rep)—William "Bill" Elliott, Vera Ralston, Gail Patrick. This was not very well liked by my western fans and business was extremely poor on it. All the action is in the last ten minutes and it drags very badly up until then. I've never been able to cram Ralston down my patrons' throats anyway, and Elliott was unusually wooden in this. I should have double-billed it. Exceptionally fine photography. Played Fri., Sat. Weather: Fair.—R. D. Fisher, Star Theatre, Willow Springs, Mo. Small town and rural patronage. * *

Red River Renegades (Rep)—Sunset Carson, Peggy Stewart, Tom London (and the usual crooks, judges, sheriffs, etc.). Another average western with plenty of action. We played this one with "The Yellow Rose of Texas" and it made up for the action that was lacking in the latter. If we had a nickel for every person who is killed in these westerns, we would be rich. Played Fri., Sat. Weather: Very good.—Dinkle & LeMaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

20th CENTURY-FOX

Boomerang (20th-Fox)—Dana Andrews, Jane Wyatt, Lee J. Cobb. An interesting picture that held interest throughout the entire show. Played Fri., Sat. Weather: Okay.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. * *

Centennial Summer (20th-Fox)—Jeanne Crain, Cornel Wilde, Linda Darnell. A lovely picture played too close after our opposition. Ran it Mon., Tues., Wed. Weather: Warm.—Harland Rankin, Joy Theatre, Bothwell, Ont. General patronage. * * *

Jesse James (20th-Fox)—Reissue. Tyrone Power, Nancy Kelly, Henry Fonda. Top westerns always draw well, but this was a little slow and could have been over just as well in two-thirds of the time. Jesse's name drew them in but the patrons would have liked more of the actual scenes of train robberies and rough stuff. Played Sun., Mon. Weather: Warm.—Rahl & Hanson, Kerman, Calif. Small town patronage. *

Les Miserables (20th-Fox)—Reissue. Fredric March, Charles Laughton, Rochelle Hudson. This is a good reissue but business was only average, as the plot is too dated. Played Tuesday. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

My Darling Clementine (20th-Fox)—Henry

(Continued on page 14)

FEATURE CHART

Feature productions, listed by company, in order of release. Number in square is national release date. Production number is at right. Number in parentheses is running time, as furnished by home office of distributor; checkup with local exchanges is recommended. R—is review date. PG—is Picture Guide page number. Symbol ✪ indicates BOXOFFICE Blue Ribbon Award Winner, Symbol ⊛ indicates color photography.

	JULY 27	AUGUST 3	AUGUST 10	AUGUST 17	AUGUST 24	AUGUST 31	SEPTEMBER 7	SEPTEMBER
COLUMBIA	25 (73) Musical 7033 SING WHILE YOU DANCE Ellen Drew Robert Stanton Andrew Tombes R—Aug. 10—PG-741		8 (68) Comedy 7039 PERSONALITY KID Anita Louise Michael Duane Ted Donaldson R—Aug. 10—PG-742	15 (54) Western 7201 HEADING WEST Charles Starrett Smiley Burnette R—Aug. 24—PG-745				12 (63) Comedy 703 IT'S GREAT TO BE YOUNG R—Sept. 7—PG-749 12 (69) Western 722 SINGING ON THE TRAIL R—Sept. 14—PG-752
M-G-M	Special: 25 (110) Drama 624 ⊛EASY TO WED Esther Williams Van Johnson R—Apr. 18—PG-714		8 (93) Drama 626 ⊛COURAGE OF LASSIE Lassie Elizabeth Taylor Frank Morgan Tom Drake R—May 11—PG-721		22 (81) Drama 627 FAITHFUL IN MY FASHION Tom Drake Donna Reed R—June 15—PG-729	29 (92) Drama 628 ✪THREE WISE FOOLS Margaret O'Brien Lionel Barrymore Lewis Stone Edward Arnold Thomas Mitchell R—June 15—PG-730		
MONOGRAM	27 (64) Mys-Dr 518 SHADOWS OVER CHINATOWN Sidney Toler Victor Sen Young	3 (65) Act-Dr 520 BELOW THE DEADLINE Warren Douglas Ramsay Ames R—Oct. 5—PG-755	10 (57) Western 567 SHADOWS ON THE RANGE Johnny Mack Brown	17 (60) Mys-Dr 525 MISSING LADY Kane Richmond Barbara Reed	24 (68) Comedy 512 SPOOK BUSTERS Leo Gorcey Huntz Hall Bobby Jordan Billy Benedict David Gorcey R—Aug. 24—PG-745		7 (74) Com-Mus 517 HIGH SCHOOL HERO Freddie Stewart June Preisser R—Aug. 24—PG-745	14 (76) Mys-Dr 601 DECOY Edward Norris Jean Gillie R. Armstrong R—Sept. 14—PG-751
PARAMOUNT	Block 6 26 (107) Act-Dr 4526 O.S.S. Alan Ladd Geraldine Fitzgerald R—May 11—PG-721		Block 6 9 (107) Drama 4527 THE SEARCHING WIND Robert Young Sylvia Sidney R—May 11—PG-722			Special: 30 (93) Comedy 4532 MONSIEUR BEAUCAIRE Bob Hope Joan Caulfield R—May 11—PG-721	Block 6 6 (69) Act-Dr 4528 SWAMP FIRE Johnny Weissmuller Buster Crabbe	Block 6 13 (117) Drama 4525 THE STRANGE LOVE OF MARTHA IVERS Barbara Stanwyck Van Heflin Lizabeth Scott R—Mar. 16—PG-706
P-R-C	24 (67) Drama QUEEN OF BURLESQUE Evelyn Ankers Carlton Young R—July 6—PG-733		14 (55) Drama TERRORS ON HORSEBACK Buster Crabbe R—Apr. 27—PG-717	15 (75) Drama DOWN MISSOURI WAY Martha O'Driscoll R—July 13—PG-735 15 (58) Drama SECRETS OF A SORORITY GIRL R—Aug. 24—PG-745	21 (54) Act-West OVERLAND RIDERS Buster Crabbe Al "Fuzzy" St. John R—Aug. 31—PG-747	29 (68) Mys-Dr BLONDE FOR A DAY Hugh Beaumont Kathryn Adams R—Aug. 10—PG-742	2 (56) Drama STRANGE HOLIDAY Claude Rains R—Nov. 9—PG-764	
RKO RADIO	Group 6 (105) Drama 626 TILL THE END OF TIME Dorothy McGuire Guy Madison Robert Mitchum Bill Williams R—June 15—PG-730	Group 6 (68) Musical 630 THE BAMBOO BLONDE Frances Langford Ralph Edwards Russell Wade R—June 22—PG-732				Special: (103) Drama 761 NOTORIOUS Ingrid Bergman Cary Grant Claude Rains Louis Calhern R—July 27—PG-739	Group 6 (93) Drama 627 CRACK-UP Pat O'Brien Claire Trevor Herbert Marshall R—June 15—PG-729	Group 1 (61) Drama 703 STEP BY STEP Lawrence Tierney Anne Jeffreys Lowell Gilmore R—July 20—PG-737
REPUBLIC	22 (89) Comedy 525 RENDEZVOUS WITH ANNIE Eddie Albert Faye Marlowe R—Aug. 17—PG-744	25 (55) Western 557 RED RIVER RENEGADES Sunset Carson Peggy Stewart	7 (57) M'drama 526 THE INNER CIRCLE Adele Mara Warren Douglas William Frawley 9 (67) M'drama 527 LAST CROOKED MILE R—Aug. 24—PG-746	12 (69) Com-Dr 528 G.I. WAR BRIDES Anna Lee James Ellison R—Aug. 24—PG-746	19 (57) Mys-Dr 529 THE INVISIBLE INFORMER Linda Stirling William Henry Gerald Mohr R—Aug. 24—PG-746	26 (69) West-Mus 541 UNDER NEVADA SKIES Roy Rogers R—Aug. 31—PG-748	3 (56) Mystery 531 THE MYSTERIOUS MR. VALENTINE William Henry Linda Stirling	9 (56) Western 558 RIO GRANDE RAIDERS Sunset Carson 12 (68) Outdr-Mus 542 ROLL ON TEXAS MOON Roy Rogers-Dale Evans R—Sept. 28—PG-754
SCREEN GUILD		1 (75) Act-Dr 4605 FLIGHT TO NOWHERE Evelyn Ankers Alan Curtis		15 (72) Outdr-Dr 4604 ⊛DEATH VALLEY Robert Lowery R—Dec. 14—PG-771				
20TH-FOX		(102) Drama 633 ⊛CENTENNIAL SUMMER Jeanne Crain Cornel Wilde Linda Darnell William Eythe R—June 8—PG-728	(128) Drama 634 ✪ANNA AND THE KING OF SIAM Irene Dunne Rex Harrison Linda Darnell R—June 8—PG-727	(65) Drama 635 DEADLINE FOR MURDER Paul Kelly Kent Taylor Sheila Ryan Jerome Cowan R—June 22—PG-732			(74) Drama 636 BLACK BEAUTY Mona Freeman Richard Denning Evelyn Ankers R—July 20—PG-737	(78) Drama 637 CLAUDIA AND DAVID Dorothy McGuire Robert Young Mary Astor John Sutton Gail Patrick R—July 27—PG-740
UNITED ARTISTS		2 (84) M'drama MR. ACE George Raft Sylvia Sidney Sid Silvers R—Aug. 31—PG-748		Special: 16 (126) Drama ✪⊛CAESAR AND CLEOPATRA Vivien Leigh Claude Rains Stewart Granger R—Aug. 17—PG-744			6 (90) Comedy THE BACHELOR'S DAUGHTERS Gail Russell Claire Trevor Adolphe Menjou R—Sept. 14—PG-752	
UNIV.-INT'L	26 (92) Drama 541 ⊛CANYON PASSAGE Andrews-Hayward R—July 27—PG-740 26 (61) Musical 542 CUBAN PETE Desi Arnaz R—July 27—PG-739	2 (80) Drama 543 THE BLACK ANGEL Dan Duryea R—Aug. 10—PG-741 2 (63) Drama 544 SLIGHTLY SCANDALOUS Fred Brady	9 (61) Drama 545 WILD BEAUTY Don Porter Lois Collier Jacqueline De Wit R—Aug. 17—PG-743	16 (82) Comedy 546 THE TIME OF THEIR LIVES Abbott and Costello Binnie Barnes Jess Barker R—Aug. 17—PG-743	22 (76) Drama 547 DEAD OF NIGHT Mervyn Johns Roland Culver Frederick Valk R—July 6—PG-734	30 (102) Drama 548 THE KILLERS Burt Lancaster R—Aug. 17—PG-743 30 (61) Drama 549 LITTLE MISS BIG R—Sept. 7—PG-750	30 (74) Drama 550 WHITE TIE AND TAILS Dan Duryea Ella Raines William Bendix R—Sept. 14—PG-751	
WARNER-F-N		3 (128) Drama 523 ⊛NIGHT AND DAY Cary Grant Alexis Smith Monty Woolley Mary Martin R—July 13—PG-736		17 (90) Drama 524 TWO GUYS FROM MILWAUKEE Dennis Morgan Jack Carson Joan Leslie Janis Paige R—July 27—PG-739		31 (114) Drama 601 THE BIG SLEEP Humphrey Bogart Lauren Bacall Martha Vickers Dorothy Malone R—Aug. 17—PG-744		14 (78) Drama 602 SHADOW OF A WOMAN Andrea King Helmut Dantine William Prince R—Aug. 17—PG-744
MISCELLANEOUS	ASTOR (57) Mus (New Rel) BEWARE Louis Jordan	(72) Comedy Reissue FLYING DEUCES Laurel and Hardy (10) Mus (New Rel) (1 Reel Spec) HERE'S RICHARD'S ANSWER Stepin Fetchit	(57) M-Dr (New Rel) HOLLYWOOD BOUND Betty Grable (89) Reissue JIMMY STEPS OUT Jimmy Stewart (83) Drama Reissue LITTLE MEN	(86) Drama Reissue ONE ROMANTIC NIGHT Ilona Massey (67) Mus. (New Rel) REET, PETITE AND GONE Louis Jordan June Richmond	(100) Drama Reissue SCARFACE Paul Muni George Raft (86) Mus-Dr Reissue SECOND CHORUS Paulette Goddard Fred Astaire	(55) M-Dr (New Rel) STAIRWAY FOR A STAR Cornel Wilde (48) Mus (New Rel) TALL, TAN AND TERRIFIC Mantan Moreland Francine Everett	(50) M-Dr (New Rel) THAT MAN OF MINE Harrel Tillman Ruby Dee Anna Mae Winburn (58) O'd-Dr (New Rel) WHITE STALLION Eddie Dean	

EPTEMBER 21	SEPTEMBER 28	OCTOBER 5	OCTOBER 12	OCTOBER 19	OCTOBER 26	NOVEMBER 2	NOVEMBER 9
	24 (68) Drama 7002 GALLANT JOURNEY R—Sept. 14—PG-752 26 (70) M'Dr-Mys 7041 SHADOWED Anita Louise R—Oct. 5—PG-756	30 (91) Musical 7006 THE THRILL OF BRAZIL Evelyn Keyes Keenan Wynn Ann Miller Allyn Joslyn R—Aug. 31—PG-747	10 (71) Psych-Dr 805 SO DARK THE NIGHT Steven Geray Micheline Cheirel Eugene Borden Ann Codee R—Nov. 23—PG-765	17 (69) Comedy 806 BLONDIE KNOWS BEST Singleton-Lake R—Oct. 5—PG-755 17 (53) Western 861 LANDRUSH Charles Starrett	24 (61) Mystery 816 CRIME DOCTOR'S MANHUNT Warner Baxter Ellen Drew William Frawley Frank Sully R—Dec. 28—PG-776		7 (65) Mystery 818 SECRET OF THE WHISTLER Richard Dix Leslie Brooks R—Nov. 2—PG-761
(127) Mus-Com 701 HOLIDAY IN MEXICO alter Pidgeon ne Powell ona Massey se Iturbi —July 27—PG-746			(81) Comedy-Dr 703 THE COCKEYED MIRACLE Frank Morgan Keenan Wynn Audrey Totter R—July 20—PG-737	(117) Musical 704 NO LEAVE, NO LOVE Van Johnson Keenan Wynn Pat Kirkwood R—Aug. 31—PG-747	Reissue (84) Drama 705 RAGE IN HEAVEN Robert Montgomery Ingrid Bergman George Sanders		
1 (54) Western 568 RIGGER FINGERS ohnny Mack Brown aymond Hatton		6 (72) Act-Dr 602 GENTLEMAN JOE PALOOKA Joe Kirkwood jr. Elyse Knox Leon Errol R—Sept. 28—PG-753	12 (66) Mys-Dr 603 DANGEROUS MONEY Sidney Toler Gloria Warren Victor Sen Young R—Oct. 12—PG-758			2 (73) Drama 605 WIFE WANTED Kay Francis Paul Cavanagh R—Nov. 2—PG-762	9 (71) Outdr-Mus 531 BEAUTY AND THE BANDIT Gilbert Roland Ramsay Ames Frank Yaconelli
		Reissue R5-3624 (113) Outdr-Drama THE PLAINSMAN Gary Cooper Jean Arthur	Reissue R5-3620 (84) Adven-Drama JUNGLE PRINCESS Dorothy Lamour Ray Milland				
	23 (86) Drama SP71 HER SISTER'S SECRET R—Sept. 28—PG-753 22 (56) Act-West OUTLAW OF THE PLAINS Crabbe-St. John	1 (55) Outdr-Mus 741 DRIFTIN' RIVER R—Oct. 12—PG-757 1 (58) Drama 714 THE BRUTE MAN R—Nov. 2—PG-761				28 (68) Drama GAS HOUSE KIDS Billy Halop Robert Lowery Teala Loring R—Oct. 19—PG-759	5 (78) Drama DON RICARDO RETURNS Fred Coby
Group 1 (59) Western 704 SUNSET PASS James Warren Nan Leslie John Laurenz Jane Greer R—July 20—PG-738	Group 1 (97) Comedy 702 LADY LUCK Robert Young Barbara Hale Frank Morgan R—July 27—PG-739	Group 1 (116) Drama 701 SISTER KENNY Rosalind Russell Alexander Knox Dean Jagger R—July 20—PG-738	Group 1 (68) Drama 705 GREAT DAY Eric Portman Flora Robson R—July 20—PG-737	Group 2 (62) Drama 709 CRIMINAL COURT Tom Conway R—Aug. 10—PG-742 15 (62) Com-Chiller GENIUS AT WORK W. Brown-A. Carney R—Aug. 10—PG-741		Group 2 (62) Drama 708 CHILD OF DIVORCE Sharyn Moffett Regis Toomey Madge Meredith Una O'Connor R—Oct. 19—PG-760	8 (72) Special 5542 HOME IN OKLAHOMA Roy Rogers George "Gabby" Hayes Dale Evans R—Nov. 9—PG-763
		1 (71) Drama 4607 ROLLING HOME Jean Parker Russell Hayden R—Oct. 19—PG-760		15 (41) Out-Dr 4606 'NEATH CANADIAN SKIES Russell Hayden Inez Cooper			
(78) Musical 638 IF I'M LUCKY Vivian Blaine Perry Como Harry James Carmen Miranda Phil Silvers R—Sept. 7—PG-750	Reissue (86) Musical 641 SUN VALLEY SERENADE Sonja Henie John Payne Milton Berle Glenn Miller & Orch. Joan Davis	(90) Musical 639 THREE LITTLE GIRLS IN BLUE June Haver George Montgomery Vivian Blaine Celeste Holm R—Sept. 14—PG-751	(90) Drama 640 HOME SWEET HOMICIDE Peggy Ann Garner Randolph Scott Lynn Bari Dean Stockwell R—July 27—PG-740	Reissue (84) Drama 642 THE BOWERY Wallace Beery George Raft Jackie Cooper Fay Wray		(91) Drama 644 WANTED FOR MURDER Eric Portman Dulcie Gray Derek Farr Roland Culver R—Nov. 9—PG-763	(97) Drama 645 MY DARLING CLEMENTINE Henry Fonda Linda Darnell Victor Mature Walter Brennan Tim Holt R—Oct. 12—PG-758
20 (101) M'drama ANGEL ON MY SHOULDER Paul Muni Anne Baxter R—Sept. 28—PG-754			11 (57) Comedy LITTLE IODINE Jo Ann Marlowe Eve Whitney Marc Cramer R—Oct. 19—PG-759		25 (101) Drama STRANGE WOMAN Hedy Lamarr George Sanders Louis Hayward R—Nov. 2—PG-762		
20 (108) Drama 1065 THEY WERE SISTERS Phyllis Calvert James Mason Hugh Sinclair R—Aug. 31—PG-747					(85) Drama 601 THE DARK MIRROR Olivia de Havilland Lew Ayres Thomas Mitchell R—Oct. 12—PG-758	1 (108) Com-Dr 1066 NOTORIOUS GENTLEMAN Rex Harrison Lilli Palmer R—Nov. 2—PG-761	
	28 (106) Drama 603 CLOAK AND DAGGER Gary Cooper Robert Alda Lilli Palmer R—Sept. 14—PG-752		12 (100) Drama 604 NOBODY LIVES FOREVER John Garfield Geraldine Fitzgerald Walter Brennan Faye Emerson R—Oct. 5—PG-755		26 (112) Drama 605 DECEPTION Bette Davis Paul Henreid Claude Rains R—Oct. 19—PG-760		9 (97) Drama 606 NEVER SAY GOODBYE Errol Flynn Eleanor Parker Lucile Watson S. Z. Sakall R—Nov. 2—PG-762

FILM CLASSICS

Reissue
(109) Drama Reissue
NORTH STAR
Dana Andrews
(80) Mus-Com Reissue
PALMY DAYS
Eddie Cantor
George Raft

(78) Mystery
THE PATIENT VANISHES
R—May 31—PG-823
(81) Reissue
THE RETURN OF THE SCARLET PIMPERNEL
Barry Barnes

(90) Musical Reissue
ROMAN SCANDALS
Eddie Cantor
Ruth Etting
(98) Drama Reissue
SCARLET PIMPERNEL
Merle Oberon
Leslie Howard

(107) Drama Reissue
STELLA DALLAS
Barbara Stanwyck
John Boles
(100) Musical Reissue
STRIKE ME PINK
Eddie Cantor
Brian Donlevy

(109) Drama Reissue
THE THIEF OF BAGDAD
Sabu
Conrad Veidt
(77) Drama Reissue
THE UNHOLY GARDEN
Ronald Colman

(83) Drama Reissue
WEDDING NIGHT
Gary Cooper
(102) Western Reissue
THE WESTERNER
Gary Cooper
Walter Brennan
Dana Andrews

(104) Drama Reissue
WUTHERING HEIGHTS
Laurence Olivier
Merle Oberon
(71) Comedy Reissue
WOMAN CHASES MAN
Joel McCrea
Miriam Hopkins

COLUMBIA · M-G-M · MONOGRAM · PARAMOUNT · P-R-C · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER-F.N. · MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

COLUMBIA · M-G-M · MONOGRAM · PARAMOUNT · P-R-C · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER-F. N.

NOVEMBER 16	NOVEMBER 23	NOVEMBER 30	DECEMBER 7	DECEMBER 14	DECEMBER 21	DECEMBER 28	JANUARY 4
	21 (55) Western 862 TERROR TRAIL Charles Starrett Smiley Burnette R—Nov. 9—PG-764	28 (72) Musical 824 BETTY CO-ED Jean Porter Shirley Mills R—Nov. 30—PG-767		12 (69) Mystery 822 BOSTON BLACKIE AND THE LAW R—Dec. 14—PG-772 12 (68) West-Mus 854 LONE STAR MOONLIGHT R—Jan. 4—PG-777	19 (61) Western 863 THE FIGHTING FRONTIERSMAN Starrett-Burnette 19 (69) M'drama 828 ALIAS MR. TWILIGHT Michael Duane R—Jan. 4—PG-777	26 (64) Mus-Com 804 SINGIN' IN THE CORN Judy Canova R—Jan. 4—PG-777 28 (91) Mel'drama 829 THE RETURN OF MONTE CRISTO R—Nov. 30—PG-767	
(115) Drama 707 UNDERCURRENT Katharine Hepburn Robert Taylor Robert Mitchum R—Oct. 5—PG-756	(93) Drama 706 TWO SMART PEOPLE Lucille Ball John Hodiak R—June 15—PG-730			(97) Drama 709 THE SECRET HEART Claudette Colbert Walter Pidgeon June Allyson Robert Sterling R—Nov. 30—PG-767	21 (83) Comedy 708 THE SHOW-OFF Red Skelton Marilyn Maxwell R—Aug. 17—PG-743		(135) Mus-Dr 710 TILL THE CLOUDS ROLL BY Robert Walker Van Heflin Lucille Bremer Van Johnson Judy Garland R—Nov. 23—PG-765
16 (55) Western 563 SILVER RANGE Johnny Mack Brown Raymond Hatton	23 (68) Comedy 604 BRINGING UP FATHER Joe Yule Renie Riano R—Oct. 19—PG-759	30 (68) Mystery 607 THE TRAP Sidney Toler Manton Moreland Victor Sen Young R—Jan 11—PG-779	7 (63) Act-Com 606 MR. HEX Leo Gorcey Huntz Hall R—Dec. 21—PG-773	Reissue: 14 (57) Western 612 SILVER STALLION David Sharpe Leroy Mason	21 (76) Dr-Mus 606 SWEETHEART OF SIGMA CHI Elyse Knox Phil Brito Phil Regan R—Dec. 7—PG-770	28 (55) Outdr-Mus 681 SONG OF THE SIERRAS Jimmy Wakely Lee "Lasses" White Jean Carlin	4 (67) Drama 609 GINGER Frank Albertson Barbara Reed Johnny Calkins R—Apr. 19—PG-812
	22 (98) Sea Drama 4601 TWO YEARS BEFORE THE MAST Alan Ladd William Bendix Brian Donlevy Barry Fitzgerald R—Aug. 31—PG-748					27 (104) Musical 4602 BLUE SKIES Bing Crosby Fred Astaire Joan Caulfield Billy De Wolfe Olga San Juan R—Sept. 28—PG-754	
	18 (57) Western 743 STARS OVER TEXAS Eddie Dean Roscoe Ates Shirley Patterson R—Dec. 28—PG-775	25 (74) Drama LADY CHASER Robert Lowery Ann Savage	1 (73) Outdr-Mus 706 WILD WEST Eddie Dean Al La Rue Robert "Buzzy" Henry R—Dec. 7—PG-769				
Group 2 (87) Drama 706 NOCTURNE George Raft Lynn Bari R—Oct. 12—PG-757	21 (172) Drama 751 THE BEST YEARS OF OUR LIVES Myrna Loy Fredric March Dana Andrews Teresa Wright R—Dec. 7—PG-769	28 (95) Mus-Dr 791 SONG OF THE SOUTH Bobby Driscoll Luana Patten Ruth Warrick R—Nov. 2—PG-762			21 (132) Com-Dr 781 IT'S A WONDERFUL LIFE James Stewart Donna Reed Lionel Barrymore R—Dec. 21—PG-774	Group 3 (62) Drama 714 DICK TRACY VS. CUEBALL Morgan Conway Anne Jeffreys Lyle Latell R—Nov. 9—PG-764	Group 3 (61) Drama 715 THE FALCON'S ADVENTURE Tom Conway Madge Meredith Edward S. Brophy R—Dec. 28—PG-775
15 (56) Western 661 SANTA FE UPRISING Allan Lane-Bobby Blake	18 (68) Com-Mus 603 AFFAIRS OF GERALDINE R—Nov. 30—PG-768		2 (117) Drama 601 I'VE ALWAYS LOVED YOU R—Sept. 7—PG-749		15 (71) Dr-Com 604 FABULOUS SUZANNE Barbara Britton R—Dec. 28—PG-775	23 (95) Drama 533 THAT BRENNAN GIRL R—Dec. 14—PG-772	
15 (82) Drama 532 PLAINSMAN AND THE LADY William "Bill" Elliott R—Nov. 9—PG-763	21 (69) Outdr-Mus 681 SIOUX CITY SUE Gene Autry R—Dec. 7—PG-770		5 (67) Outdr 5503 OUT CALIFORNIA WAY R—Dec. 21—PG-773		15 (70) Outdr-Mus 543 HELDORADO Roy Rogers R—Jan. 4—PG-777	23 (56) Western 662 STAGECOACH TO DENVER Allan Lane R—Jan. 11—PG-780	
15 (46) Out-Dr 4610 NORTH OF THE BORDER Russell Hayden			1 (60) Drama 4609 MY DOG SHEP Tom Neal William Farnum R—Dec. 21—PG-774			25 (65) Drama 4612 RENEGADE GIRL Ann Savage Alan Curtis R—Feb. 8—PG-787	
(94) Drama 646 MARGIE Jeanne Crain Glenn Langan Lynn Bari Alan Young R—Oct. 19—PG-760			(92) Mus-Fant 649 WAKE UP AND DREAM June Haver John Payne Charlotte Greenwood Connie Marshall R—Nov. 30—PG-768		(69) Drama 648 DANGEROUS MILLIONS Kent Taylor Dona Drake Tala Birell James Tinling Leonard Strong R—Dec. 14—PG-771		(95) Drama 702 13 RUE MADELEINE James Cagney Annabella Richard Conte Walter Abel Frank Latimore R—Dec. 28—PG-775
15 (65) Western THE DEVIL'S PLAYGROUND William Boyd R—Sept. 28—PG-753	22 (86) Drama THE CHASE Robert Cummings Michele Morgan R—Oct. 19—PG-759			14 (65) Comedy SUSIE STEPS OUT Cleatus Caldwell David Bruce Nita Hunter R—Nov. 23—PG-766		28 (96) Com-Dr ABIE'S IRISH ROSE Joanne Dru Richard Norris R—Nov. 30—PG-767	
(95) Drama 602 MAGNIFICENT DOLL Ginger Rogers Burgess Meredith David Niven R—Nov. 23—PG-766				(98) Drama 604 TEMPTATION Merle Oberon George Brent Charles Korvin Paul Lukas R—Nov. 2—PG-761			
	23 (86) Drama 607 THE VERDICT Sydney Greenstreet Peter Lorre Joan Lorring George Coulouris Rosalind Ivan R—Nov. 23—PG-766		Reissues: 7 (127) Drama 608 KINGS ROW Sheridan-Reagan 7 (72) M'drama 609 WILD BILL HICKOK RIDES Bruce Cabot-C. Bennett			28 (105) Musical 610 THE TIME, THE PLACE AND THE GIRL Dennis Morgan Jack Carson Janis Paige Martha Vickers R—Dec. 14—PG-772	

SRO

(140) Drama
DUEL IN THE SUN
Jennifer Jones
Gregory Peck
Joseph Cotten
Lionel Barrymore
R—Jan. 11—PG-780

BRITISH

(85) Drama
Prestige
BRIEF ENCOUNTER
Celia Johnson
Trevor Howard
R—Aug. 31—PG-748

(70) Melodrama
English
THE RAIDER
R—Sept. 28—PG-754

(89) Drama
Eng. Films
MAN FROM MOROCCO
Anton Walbrook
R—Jan. 4—PG-778

(80) Melodrama
Four Cont.
MURDER IN REVERSE
R—Jan. 4—PG-778

(40) Doc-Dr
Eng. Films
DIARY FOR TIMOTHY
John Gielgud
Dame Myre Hess
R—Jan. 18—PG-782

MISC.

(69) Mus-Com
Herald
BOY, WHAT A GIRL!
R—Feb. 15—PG-790

(65) Doc-Dr
Elliott-St. Rts.
CITIZEN SAINT
R—May 10—PG-818

MISCELLANEOUS

JANUARY 11	JANUARY 18	JANUARY 25	FEBRUARY 1	FEBRUARY 8	FEBRUARY 15	FEBRUARY 22	MARCH 1
(69) Comedy 607 LONDIE'S BIG MOMENT enny Singleton rthur Lake arry Simms arjorie Kent —Dec. 21—PG-773	16 (69) Mystery 823 LONE WOLF IN MEXICO Gerald Mohr Shirley Ryan Jacqueline De Wit Eric Blore R—Jan. 11—PG-780	25 (128) Mus-Dr 831 ⊙THE JOLSON STORY Larry Parks Evelyn Keyes William Demarest Bill Goodwin R—Sept. 28—PG-753	30 (58) Western SOUTH OF THE CHISHOLM TRAIL Charles Starrett Smiley Burnette Nancy Saunders R—Feb. 1—PG-786	6 (73) Myst-Dr BLIND SPOT Chester Morris Constance Dowling Steven Geray R—Feb. 8—PG-787	13 (67) Mus-Dr CIGARETTE GIRL Leslie Brooks R—Feb. 15—PG-789 13 (63) West-Mus OVER THE SANTA FE TRAIL R—Mar. 1—PG-796	(100) Mys-Dr 830 DEAD RECKONING Humphrey Bogart Lizabeth Scott R—Jan. 18—PG-781	(82) Mys-Dr 832 MR. DISTRICT ATTORNEY Dennis O'Keefe Marguerite Chapman Adolphe Menjou Michael O'Shea R—Jan. 11—PG-779
(99) Drama 702 GALLANT BESS larshall Thompson eorge Tobias lem Bevans onald Curtis —Jan. 25—PG-784	17 (85) Drama 711 THE MIGHTY McGURK Wallace Beery Dean Stockwell Edward Arnold Aline MacMahon R—Apr. 12—PG-809	24 (103) Mystery 712 LADY IN THE LAKE Robert Montgomery Audrey Totter Lloyd Nolan R—Nov. 30—PG-776		7 (93) Comedy 714 LOVE LAUGHS AT ANDY HARDY Mickey Rooney Lewis Stone Bonita Granville R—Dec. 7—PG-769	14 (93) Drama 715 MY BROTHER TALKS TO HORSES Butch Jenkins Peter Lawford Beverly Tyler R—Nov. 23—PG-766		Reprint 28 (115) Drama 713 BOOM TOWN Clark Gable Spencer Tracy Hedy Lamarr
11 (61) Cisco Kid 610 RIDING THE CALIFORNIA TRAIL Gilbert Roland nez Cooper Frank Yaconelli	18 (58) Western 568 RAIDERS OF THE SOUTH Johnny Mack Brown Raymond Hatton Reno Blair	20 (68) Teen-Ager 611 VACATION DAYS June Preisser Freddie Stewart Frankie Darro R—Apr. 5—PG-808		8 (54) West-Mus 683 RAINBOW OVER THE ROCKIES Jimmy Wakely Lee "Lasses" White Pat Starling	15 (54) Western 675 VALLEY OF FEAR Johnny Mack Brown Raymond Hatton Reno Blair		
10 (83) Comedy 4603 CROSS MY HEART Betty Hutton Sonny Tufts Michael Chekhov R—Nov. 23—PG-765		24 (87) Rom-Com 4604 THE PERFECT MARRIAGE Loretta Young David Niven Eddie Albert Virginia Field R—Nov. 23—PG-765		7 (91) Comedy 4605 LADIES' MAN Eddie Bracken Cass Daley Virginia Welles Spike Jones Virginia Field R—Jan. 11—PG-780		21 (97) Outdr-Dr 4606 ⊙CALIFORNIA Ray Milland Barbara Stanwyck Barry Fitzgerald R—Dec. 21—PG-774	
10 (74) Drama LIGHTHOUSE John Litel June Lang	Eagle-Lion 15 (63) Comedy 102 IT'S A JOKE, SON R—Jan. 25—PG-783		Eagle-Lion 29 (95) Drama 101 BEDELIA Margaret Lockwood Ian Hunter Barry K. Barnes R—Feb. 1—PG-786				28 (54) Western 751 LAW OF THE LASH Al LaRue Al "Fuzzy" St. John R—Mar. 8—PG-799
12 (56) Drama 705 BORN TO SPEED R—Jan. 25—PG-783	17 (57) Western 744 WILD COUNTRY R—Feb 1—PG-785						
Group 3 (60) Comedy 713 VACATION IN RENO Jack Haley Anne Jeffreys Wally Brown R—Oct. 12—PG-757	Group 3 (66) Melodrama 712 SAN QUENTIN Lawrence Tierney Barton MacLane Marian Carr R—Dec. 7—PG-769	Group 3 (85) Drama 711 THE LOCKET Laraine Day Brian Aherne Robert Mitchum R—Dec. 21—PG-774				Group 3 (117) Fantasy 762 ⊙SINBAD THE SAILOR Douglas Fairbanks jr. Maureen O'Hara Walter Slezak R—Jan. 18—PG-782	Group 4 (67) Mus-Dr 718 BEAT THE BAND Frances Langford Ralph Edwards Phillip Terry Gene Krupa R—Mar. 1—PG-794
		22 (67) Comedy 602 THE PILGRIM LADY R—Jan. 25—PG-784 25 (67) Western 682 TRAIL TO SAN ANTONE Gene Autry R—Feb. 1—PG-785	31 (88) Musical 607 CALENDAR GIRL Jane Frazee R—Feb. 15—PG-789 1 (67) Western 5504 ⊙LAST FRONTIER URISING Monte Hale		15 (100) Western 608 ANGEL & THE BADMAN R—Mar. 1—PG-796 15 (74) Comedy 606 MAGNIFICENT ROGUE R—Mar. 22—PG-803	15 (56) Outdoor 663 VIGILANTES OF BOOMTOWN Allan Lane R—Mar. 8—PG-799 15 (75) Outdr-Mus 641 ⊙APACHE ROSE R—Mar. 22—PG-803	
	15 (62) Drama 4611 QUEEN OF THE AMAZONS Robert Lowery Patricia Morison R—Mar. 29—PG-805						
Rerelease (109) Drama 704 LES MISERABLES Fredric March (101) Drama 705 STANLEY AND LIVINGSTONE Spencer Tracy	(146) Drama 701 THE RAZOR'S EDGE Tyrone Power Gene Tierney John Payne Clifton Webb Anne Baxter R—Dec. 7—PG-770	(85) Mus-Com 703 ⊙THE SHOCKING MISS PILGRIM Betty Grable Dick Haymes Anne Revere Allyn Joslyn R—Jan. 11—PG-779	(88) Mystery 706 BOOMERANG Dana Andrews Jane Wyatt Lee Cobb R—Feb. 1—PG-786 1 (63) Western FOOL'S GOLD William Boyd Andy Clyde R—Oct. 12—PG-758	(72) Mystery 707 THE BRASHER DOUBLOON George Montgomery Nancy Guild Conrad Janis R—Feb. 15—PG-790 8 (93) Drama THE RED HOUSE Edward G. Robinson Lon McCallister R—Feb. 1—PG-785	(67) Drama 708 STRANGE JOURNEY Paul Kelly Osa Massen Hillary Brooke R—Sept. 14—PG-751	22 (88) Mus-Dr THE FABULOUS DORSEYS Tommy Dorsey Jimmy Dorsey Janet Blair R—Mar. 1—PG-794	Rerelease (106) Mus-Dr 709 ALEXANDER'S RAG-TIME BAND Tyrone Power Alice Faye Don Ameche Ethel Merman
(86) Drama 606 SWELL GUY Sonny Tufts Ann Blyth R—Dec. 14—PG-771	(93) Drama 607 I'LL BE YOURS Deanna Durbin Tom Drake William Bendix R—Jan. 25—PG-783	(98) Drama 605 THE WICKED LADY Margaret Lockwood James Mason Patricia Roc R—Dec. 14—PG-771					Reissue (81) Outdoor-Drama WHEN THE DALTONS RODE Randolph Scott Kay Francis
11 (96) Drama-Mus 611 THE MAN I LOVE Ida Lupino Robert Alda Andrea King Bruce Bennett R—Dec. 28—PG-776		25 (125) Dra-Mus 612 HUMORESQUE Joan Crawford John Garfield Oscar Levant R—Dec. 28—PG-776		8 (88) M'drama 613 THE BEAST WITH FIVE FINGERS Robert Alda Andrea King Peter Lorre Victor Francen J. Carrol Naish R—Nov. 30—PG-766		22 (111) Drama 614 NORA PRENTISS Ann Sheridan Kent Smith Bruce Bennett Robert Alda Rosemary DeCamp R—Feb. 8—PG-787	

FOREIGN Language

(74) Rom-Dr
Vog
POSTMASTER'S DAUGHTER
R—Sept. 7—PG-749

(105) Comedy
Azteca
AHI ESTA EL DETALLE
Cantinflas
R—Sept. 7—PG-750

(105) Musical
SOTA CABALLO Y REY
R—Sept. 7—PG-750
(162) Drama
Tricolor
CHILDREN OF PARADISE
R—Jan. 4—PG-778

(105) Drama
Azteca
HASTA QUE PERDIO JALISCO
Jorge Negrete
R—Oct. 5—PG-755

(112) Drama
Siritzky-Int'l
WELL-DIGGER'S DAUGHTER
Raimu-Fernandel
R—Oct. 5—PG-756

(107) War-Dr
Artkino
TURNING POINT
R—Nov. 9—PG-763
(60) Docum.
Brandt-Chapel
STORY OF THE POPE
R—Dec. 28—PG-776

(80) Drama
Lopert
MAN'S HOPE
R—Jan. 11—PG-779
(89) Operetta
Saga
QUEEN FOR A NIGHT
R—Jan. 18—PG-782

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

MARCH 8	MARCH 15	MARCH 22	MARCH 29	APRIL 5	APRIL 12	APRIL 19	APRIL 26
COLUMBIA 6 (65) Mystery 819 THIRTEENTH HOUR Richard Dix R—Feb. 22—PG-792 6 (54) Western 866 LONE HAND TEXAN R—Mar. 8—PG-799		20 (70) Drama 814 MILLIE'S DAUGHTER R—Mar. 8—PG-798 (95) Mys-Dr 833 JOHNNY O'CLOCK Dick Powell Evelyn Keyes R—Jan. 18—PG-781	27 (57) Western 864 WEST OF DODGE CITY R—Mar. 29—PG-806 27 (79) Outdr-Dr 809 KING OF THE WILD HORSES R—Mar. 22—PG-803		10 (67) Comedy 808 BLONDIE'S HOLIDAY Penny Singleton Arthur Lake Larry Simms R—Mar. 8—PG-798	(83) Drama 836 THE GUILT OF JANET AMES Rosalind Russell Melvyn Douglas Sid Caesar R—Mar. 8—PG-798	(82) Drama 834 FRAMED Glenn Ford-Janis Carter R—Mar. 8—PG-798 24 (59) Western 867 LAW OF THE CANYON Starrett-Burnette
M-G-M (112) Drama 716 THE BEGINNING OR THE END Robert Walker Tom Drake Brian Donlevy Audrey Totter R—Mar. 1—PG-794				4 (103) Musical 718 IT HAPPENED IN BROOKLYN Frank Sinatra Jimmy Durante Kathryn Grayson Peter Lawford R—Mar. 8—PG-797	11 (92) Drama 719 LITTLE MR. JIM Butch Jenkins James Craig Frances Gifford R—June 15—PG-729		25 (131) Drama 720 SEA OF GRASS Spencer Tracy Katharine Hepburn Robert Walker Melvyn Douglas R—Feb. 15—PG-790
MONOGRAM	15 (64) Drama 613 FALL GUY Cliff Penn Teala Loring Robert Armstrong R—Mar. 8—PG-800	22 (71) Drama 614 THE GUILTY Bonita Granville Don Castle John Litel R—Mar. 22—PG-804	29 (58) Western 676 TRAILING DANGER Johnny Mack Brown Raymond Hatton Peggy Wynne	5 (55) Western 684 SIX GUN SERENADE Jimmy Wakely Lee "Lasses" White	11 (72) Drama 615 VIOLENCE Nancy Coleman Michael O'Shea R—Apr. 19—PG-812	Allied Artists 19 (116) Comedy IT HAPPENED ON FIFTH AVENUE Don DeFore Ann Harding Victor Moore R—Feb. 8—PG-788	26 (59) Western 671 LAND OF THE LAWLESS Johnny Mack Brown Raymond Hatton Christine McIntyre
PARAMOUNT 7 (77) Comedy 4607 EASY COME, EASY GO Barry Fitzgerald Diana Lynn Sonny Tufts R—Feb. 1—PG-785		21 (88) Rom-Com 4608 SUDDENLY IT'S SPRING Paulette Goddard Fred MacMurray Macdonald Carey Arleen Whelan R—Feb. 15—PG-789	28 (72) Drama 4620 SEVEN WERE SAVED Richard Denning Catherine Craig Russell Hayden R—Mar. 1—PG-795	4 (88) Comedy 4609 MY FAVORITE BRUNETTE Bob Hope Dorothy Lamour Peter Lorre Lon Chaney R—Feb. 22—PG-791		Pine-Thomas Prod. 18 (72) Drama 4621 FEAR IN THE NIGHT Paul Kelly Kay Scott DeForest Kelley Ann Doran R—Mar. 1—PG-795	26 (97) Drama 4610 IMPERFECT LADY Ray Milland Teresa Wright Virginia Field Sir Cedric Hardwicke R—Mar. 15—PG-802
P.R.C. 2 (67) Drama 701 DEVIL ON WHEELS Noreen Nash Darryl Hickman Jan Ford James Cardwell R—Feb. 8—PG-788	17 (54) Western 745 RANGE BEYOND THE BLUE R—Mar. 15—PG-802 Eagle-Lion 17 (98) Drama 103 ADVENTURESS R—Mar. 15—PG-801	22 (59) Drama SP72 UNTAMED FURY R—Apr. 5—PG-808 Reissue 22 (97) Western 731 KIT CARSON D. Andrews-J. Hall	Eagle-Lion (74) Drama 104 LOST HONEYMOON Franchot Tone R—Mar. 15—PG-801 Reissue 22 (94) Western 732 LAST OF THE MOHICANS	5 (64) Drama 715 THREE ON A TICKET Hugh Beaumont Cheryl Walker Paul Bryar Ralph Dunn R—Apr. 12—PG-809	12 (61) Western 746 WEST TO GLORY Eddie Dean R—May 3—PG-816 12 (62) Mystery 707 PHILO VANCE'S GAMBLE R—May 3—PG-815	19 (68) Drama 702 THE BIG FIX James Brown-Sheila Ryan R—May 12—PG-817	26 (38-39) Westerns SIX BRONCO BUCKAROO REISSUES 4 with Buster Crabbe and Fuzzy St. John 2 with Tex O'Brien and Jim Newhill
RKO RADIO Group 4 (63) Drama 719 THE DEVIL THUMBS A RIDE Lawrence Tierney Ted North R—Mar. 8—PG-797	Group 4 (94) Com-Dr 716 THE FARMER'S DAUGHTER Loretta Young Joseph Cotten Ethel Barrymore R—Feb. 22—PG-792		Group 4 (84) Western 717 TRAIL STREET Randolph Scott Robert Ryan Anne Jeffreys R—Mar. 1—PG-794		Group 4 (57) Western 720 CODE OF THE WEST James Warren Debra Alden R—Mar. 8—PG-799	Group 5 (72) Adventure 723 TARZAN AND THE HUNTRESS Johnny Weissmuller Brenda Joyce John Sheffield R—Mar. 29—PG-806	
REPUBLIC 8 (66) Com-Mus 605 THE GHOST GOES WILD James Ellison Anne Gwynne Edward Everett Horton Ruth Donnelly Stephanie Bachelor R—Apr. 12—PG-810		22 (90) Musical 610 HIT PARADE OF 1947 E. Albert-C. Moore R—May 3—PG-816	1 (71) West-Mus 683 TWILIGHT ON THE RIO GRANDE Gene Autry Adele Mara Sterling Holloway R—Apr. 19—PG-811	1 (58) Outdoor 664 HOMESTEADERS OF PARADISE VALLEY Allan Lane R—Apr. 26—PG-813 1 (71) Com-Dr 611 YANKEE FAKIR R—Apr. 12—PG-810		15 (78) Mus-West 642 BELLS OF SAN ANGELO Roy Rogers-Dale Evans R—May 31—PG-824	24 (66) Drama 612 SPOILERS OF THE NORTH Paul Kelly Adrian Booth Evelyn Ankers R—May 12—PG-817
SCREEN GUILD	Rerelease 16 (60) Western HC07 RUSTLER'S VALLEY William Boyd George Hayes Russell Hayden			5 (69) Outdr-Dr 4614 BELLS OF SAN FERNANDO Donald Woods Gloria Warren R—Apr. 5—PG-807	Rerelease 12 (59) Western HC08 TEXAS TRAIL William Boyd Russell Hayden George Hayes	19 (66) Outdr-Dr 4613 BUFFALO BILL RIDES AGAIN Richard Arlen Jennifer Holt R—Apr. 5—PG-807	Rerelease 26 (71) Western HC09 PARTNERS OF THE PLAINS William Boyd Harvey Clark Russell Hayden
20TH-FOX	(66) Drama 711 BACKLASH Jean Rogers Richard Travis Larry Blake John Eldredge Leonard Strong R—Mar. 29—PG-805			(95) Musical 710 CARNIVAL IN COSTA RICA Dick Haymes Vera-Ellen Cesar Romero Celeste Holm R—Mar. 29—PG-805	(98) Drama 712 THE LATE GEORGE APLEY Ronald Colman Peggy Cummins Vanessa Brown Richard Haydn Charles Russell R—Feb. 8—PG-788	(76) Drama 714 SAN DEMETRIO, LONDON Walter Fitzgerald Mervyn Johns Ralph Michael Robert Beatty Charles Victor R—Apr. 5—PG-808	
UNITED ARTISTS 8 (112) Drama THE PRIVATE AFFAIRS OF BEL AMI George Sanders Angela Lansbury Ann Dvorak R—Mar. 1—PG-793	15 (93) Comedy FUN ON A WEEKEND Eddie Bracken Priscilla Lane R—June 14—PG-830	22 (89) Drama THE MACOMBER AFFAIR Gregory Peck Joan Bennett Robert Preston R—Jan. 25—PG-784	5 (60) Western UNEXPECTED GUEST William Boyd R—Dec. 14—PG-772			19 (89) Musical NEW ORLEANS Arturo de Cordova Dorothy Patrick R—May 3—PG-815	
UNIV.-INT'L. (108) Dra-Mus 608 SONG OF SCHEHERAZADE Yvonne De Carlo Brian Donlevy Jean Pierre Aumont Eve Arden R—Feb. 1—PG-786	(103) Drama 609 SMASH-UP Lee Bowman Susan Hayward Marsha Hunt Eddie Albert Carl Esmond R—Feb. 15—PG-789	(103) Drama 611 STAIRWAY TO HEAVEN David Niven-Kim Hunter R—Dec. 21—PG-773 Reissue (94) Outdoor-Drama DESTRY RIDES AGAIN Dietrich-Stewart	(70) West Dr 610 MICHIGAN KID Jon Hall Victor McLaglen Rita Johnson R—Feb. 22—PG-792	(78) Comedy 612 BUCK PRIVATES COME HOME Bud Abbott Lou Costello Tom Brown Joan Fulton R—Mar. 15—PG-802	Reissue (73) Comedy 2793 YOU CAN'T CHEAT AN HONEST MAN W. C. Fields Edgar Bergen Charlie McCarthy	Reissue (78) Drama 2794 I STOLE A MILLION George Raft Claire Trevor Victor Jory	
WARNER-F.N. 8 (101) M'drama 615 PURSUED Teresa Wright Robert Mitchum Judith Anderson Dean Jagger Alan Hale R—Feb. 22—PG-791			29 (84) Com-Dr 616 THAT WAY WITH WOMEN Dane Clark Martha Vickers Sydney Greenstreet R—Feb. 22—PG-791		12 (97) Drama 617 STALLION ROAD Ronald Reagan Alexis Smith Zachary Scott R—Mar. 29—PG-805		Reissues: 26 (109) Drama 618 THE SEA HAWK Errol Flynn-Claude Rains 26 (87) Drama 619 THE SEA WOLF Edward G. Robinson Ida Lupino-John Garfield
MISCELLANEOUS							

FOREIGN Language

(93) Mus-Dr
Saga
APPASSIONATA
Viveca Lindfors
R—Jan. 18—PG-782

(85) Drama
West. Hem.
CLANDESTINE
R—Jan. 18—PG-781
(80) Fant-Dr
Distinguished
CARNIVAL OF SINNERS
R—Jan. 18—PG-781

(89) Fant-Com
Vog Film
FRANCIS THE FIRST
Fernandel
R—Jan. 25—PG-784

(112) Melodrama
Azteca
ROSALINDA
R—Jan 25—PG-783
(88) Fantasy
Artkino
STONE FLOWER
R—Feb. 8—PG-788

(110) Mus-Dr
Superfilm
BEFORE HIM ALL ROME TREMBLED
Anna Magnani
R—Mar. 8—PG-800

(87) Mus-Com
Lopert
CAGE OF NIGHTINGALES
R—Mar. 8—PG-800

(85) Drama
A.F.E.
ANGEL AND SINNER
R—Mar. 8—PG-800
(95) Drama
Oxford
TORMENT
R—May 10—PG-818

MAY 3	MAY 10	MAY 17	MAY 24	MAY 31	JUNE 7	JUNE 14	JUNE 21
1 (69) Drama 812 FOR THE LOVE OF RUSTY Ted Donaldson Tom Powers Ann Doran		16 (70) Mystery 820 BULLDOG DRUMMOND AT BAY Ron Randell Anita Louise Pat O'Moore R—May 12—PG-818		29 (72) Mystery 817 THE MILLERSON CASE Warner Baxter Nancy Saunders 29 (54) Western 868 PRAIRIE RAIDERS Starrett-Burnette	31 (68) Mystery THE CORPSE CAME C.O.D. George Brent Joan Blondell Adele Jergens		
2 (91) Drama 721 HIGH BARBAREE Van Johnson June Allyson Claude Jarman jr. Thomas Mitchell R—Mar. 15—PG-801		16 (90) Comedy 722 UNDERCOVER MAISIE Ann Sothern Barry Nelson R—June 7—PG-826	Reprint (103) Musical 723 THE GREAT WALTZ Luise Rainer Fernand Gravet	31 (128) Drama 717 ☺THE YEARLING Gregory Peck Jane Wyman Claude Jarman jr. R—Dec. 7—PG-770	7 (90) Melodrama 724 DARK DELUSION James Craig Lucille Bremer Lionel Barrymore R—Apr. 12—PG-809	(103) Mus Com 725 LIVING IN A BIG WAY Gene Kelly Marie McDonald Charles Winninger R—June 7—PG-825	
Reissue 3 (73) Drama 617 QUEEN OF THE YUKON Charles Bickford Irene Rich	10 (63) Melodrama 616 HARD BOILED MAHONEY Leo Gorcey Bowery Boys Teala Loring R—May 3—PG-816	17 (63) Teen-Ager 618 SARGE GOES TO COLLEGE Alan Hale jr. June Preisser R—May 12—PG-817	24 (56) Western 672 LAW COMES TO GUNSIGHT Johnny Mack Brown Raymond Hatton	31 (58) Western 682 SONG OF THE WASTELAND Jimmy Wakely Lee "Lasses" White	Reissue 7 (61) Drama 619 WOLF CALL John Carroll Movita		21 (78½) Drama 620 HIGH CONQUEST Gilbert Roland Anna Lee Warren Douglas R—Mar. 22—PG-804
2 (91) Drama 4611 BLAZE OF NOON Anne Baxter William Holden Sonny Tufts William Bendix Sterling Hayden R—Mar. 8—PG-797			23 (60) M'drama 4622 BIG TOWN Philip Reed Hillary Brooke Robert Lowery R—Feb. 22—PG-791	30 (83) M'drama 4612 CALCUTTA Alan Ladd William Bendix Gail Russell R—Apr. 19—PG-811			20 (66) Melodrama 4623 DANGER STREET Jane Withers Robert Lowery R—Mar. 1—PG-796
	10 (55) Western 752 BORDER FEUD Al LaRue Al "Fuzzy" St. John R—May 24—PG-822	Eagle-Lion 22 (93) Drama REPEAT PERFORMANCE Louis Hayward R—May 31—PG-823 24 (60) Drama 716 TOO MANY WINNERS R—June 7—PG-828	Reissues 24 (111) Drama 733 CORSICAN BROTHERS Douglas Fairbanks jr. Akim Tamiroff 24 (102) Drama 734 INTERNATIONAL LADY G. Brent-I. Massey	31 (63) Drama 717 KILLER AT LARGE Robert Lowery Anabel Shaw R—June 7—PG-828	7 (70) Drama 703 STEPCHILD Brenda Joyce Donald Woods R—June 21—PG-832	14 (64) Mystery 708 PHILO VANCE RETURNS Alan Curtis Terry Austin R—May 3—PG-815	
Group 5 (89) Comedy 724 A LIKELY STORY Barbara Hale Bill Williams R—Apr. 19—PG-812	Group 5 (68) Musical 725 BANJO Sharyn Moffett Jacqueline White Walter Reed Una O'Connor R—Apr. 26—PG-814	Group 5 16 (92) Drama 722 BORN TO KILL Lawrence Tierney Claire Trevor Walter Slezak R—Apr. 26—PG-814	(74) Comedy 721 HONEYMOON Shirley Temple Guy Madison Franchot Tone R—Apr. 19—PG-812		(71) Drama 727 WOMAN ON THE BEACH Joan Bennett Charles Bickford Robert Ryan R—May 17—PG-820		
		15 (58) Out'dr-Dr 665 OREGON TRAIL SCOUTS R—May 24—PG-821 15 (66) Mus Com 609 ☺THAT'S MY GAL R—June 7—PG-825 17 (71) Mus-Com 614 WINTER WONDERLAND R—June 7—PG-825			1 (99) Com-Dr 613 THAT'S MY MAN Don Ameche Catherine McLeod R—Apr. 12—PG-810	10 (58) Drama 616 WEB OF DANGER Adele Mara Bill Kennedy R—June 21—PG-831	15 (72) Western 684 SADDLE PALS Gene Autry Lynn Roberts R—June 21—PG-831
3 (65) Horror-Dr 4608 ☺SCARED TO DEATH Bela Lugosi Joyce Compton	Rerelease 10 (59) Western HC10 CASSIDY OF BAR 20 William Boyd Russell Hayden Frank Darien	17 (60) Drama 4615 SHOOT TO KILL Russell Wade Susan Walters R—Apr. 12—PG-809			7 (60) Outdr-Dr 4616 BUSH PILOT Rochelle Hudson Jack LaRue	Rerelease 14 (68) Western HC11 HEART OF ARIZONA William Boyd George Hayes Russell Hayden	21 (65) Mus-Com 4619 HOLLYWOOD BARN DANCE Ernest Tubb Lori Talbott Earl Hodgins R—June 7—PG-827
	(104) Drama 715 GHOST AND MRS. MUIR Gene Tierney Rex Harrison George Sanders Edna Best Vanessa Brown R—May 24—PG-821	(96) Drama 713 ☺THE HOMESTRETCH Cornel Wilde Maureen O'Hara Glenn Langan Helen Walker James Gleason R—Apr. 26—PG-814	(64) Drama 716 JEWELS OF BRANDENBURG Richard Travis Micheline Cheirel Leonard Strong Carol Thurston R—Apr. 19—PG-811		(82) Drama 717 MOSS ROSE Peggy Cummins Victor Mature Ethel Barrymore Vincent Price Margo Woode R—May 24—PG-821	(96) Drama 718 MIRACLE ON 34th STREET Maureen O'Hara John Payne Edmund Gwenn Gene Lockhart Natalie Wood R—May 10—PG-818	Rerelease (95) Drama 719 WESTERN UNION Robert Young Randolph Scott Dean Jagger Virginia Gilmore John Carradine
3 (94) Out'r-Dr RAMROD Joel McCrea Veronica Lake Don DeFore Donald Crisp R—Mar. 1—PG-793	10 (65) Drama ☺ADVENTURES OF DON COYOTE Richard Martin Frances Rafferty R—May 3—PG-815	17 (85) Drama DISHONORED LADY Hedy Lamarr Dennis O'Keefe John Loder R—Apr. 26—PG-813	24 (59) Western DANGEROUS VENTURE William Boyd Andy Clyde R—Mar. 1—PG-793	31 (92) Musical COPACABANA Groucho Marx Carmen Miranda Andy Russell Gloria Jean R—June 21—PG-831			
(88) Drama 614 TIME OUT OF MIND Phyllis Calvert Robert Hutton Ella Raines R—Mar. 22—PG-804			Reissue (101) Drama 2795 MAGNIFICENT OBSESSION Irene Dunne Robert Taylor	Reissue (84) Mus-Dr 2796 100 MEN AND A GIRL Deanna Durbin Leopold Stokowski Adolphe Menjou	(87) Drama 615 THE WEB Edmund O'Brien Ella Raines William Bendix R—May 31—PG-823	(116) Drama ODD MAN OUT James Mason Kathleen Ryan R—Mar. 1—PG-793 (67) Drama ☺VIGILANTES RETURN J. Hall-M. Lindsay R—June 7—PG-827	
(83) Comedy 620 LOVE AND LEARN Jack Carson Robert Hutton Martha Vickers Janis Paige R—Mar. 29—PG-806			24 (99) Drama 621 TWO MRS. CARROLLS Humphrey Bogart Barbara Stanwyck Alexis Smith R—Mar. 29—PG-806			14 (100) Drama 622 CHEYENNE Dennis Morgan Jane Wyman Janis Paige Bruce Bennett R—Apr. 26—PG-813	

FOREIGN Language

(90) Comedy
Distinguished
HER FIRST AFFAIR
Danielle Darrieux
Louis Jourdan
R—Mar. 15—PG-801

(110) Opera-Com
Exelsior
BARBER OF SEVILLE
Ferruccio Tagliavini
R—May 10—PG-817

(105) Drama
Siritzky-Int'l
THE QUEEN'S NECKLACE
Viviane Romance
R—May 31—PG-823

(90) Drama
Film Rights Int'l
TWO ANONYMOUS LETTERS
R—June 7—PG-828
(91) Drama Superfilm
THE LITTLE MARTYR
R—June 7—PG-828

(68) Documentary
Artkino
NUREMBERG TRIALS
R—June 7—PG-827
(95) Drama
Mage
THE BELLMAN
R—June 7—PG-827

(90) Relig. Dr.
Simpex
MIRACLE OF MONTE CASSINO
R—June 14—PG-829

COLUMBIA · M-G-M · MONOGRAM · PARAMOUNT · P-R-C · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH-FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER-F.N. · MISCELLANEOUS

P. G.	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
	A											
767	Abie's Irish Rose (96)	UA		11-30-46	+	=	−	±	+	±		4+ 6−
815	Adventures of Don Coyote (66)	UA		5- 3-47	+		±	∓	∓			5+ 2−
801	Adventuress, The (98)	E-L		3-15-47	+	±		±	∓	∓	∓	9+ 2−
766	Affairs of Geraldine (68)	Rep.		11-30-46	±	∓	∓	∓	∓	±		6+ 6−
777	Alias Mr. Twilight (69)	Col.		1- 4-47	±	±		±	+	∓		6+ 3−
796	Angel and the Badman (100)	Rep.		3- 1-47	+	±	+	+	+	∓	±	8+ 2−
754	Angel on My Shoulder (101)	UA		9-28-46	+	+	∓	+	+	∓	+	9+
803	Apache Rose (75)	Rep.		3-22-47	±		+	+	∓	+		5+ 2−
790	Arnelo Affair, The (86)	MGM		2-15-47	+	+	+	+	±	±		6+ 2−
	B											
826	Bachelor and the Bobby-Soxer (95)	RKO		6- 7-47	∓	+	+	+	+			6+
752	Bachelor's Daughters, The (90)	UA		9-14-46	±	+	+	∓	+	±	+	8+ 2−
805	Backlash (66)	20-Fox		3-29-47	∓	±	±	±	−	±	±	6+ 7−
814	Banjo (67)	RKO		4-26-47	±	∓	±	±	∓		±	6+ 6−
766	Beast With Five Fingers, The (88)	WB		11-30-46	∓	±	+	∓	−	−	±	5+ 6−
794	Beat the Band (67)	RKO		3- 1-47	∓	∓	∓	±	±	±		6+ 6−
786	Bedelia (95)	E-L		2- 1-47	+	±		+	±		+	5+ 2−
794	Beginning or the End, The (112)	MGM		3- 1-47	∓	+	∓	+	∓	+	∓	11+
824	Bells of San Angelo (78)	Rep.		5-31-47	+			∓	∓			5+
807	Bells of San Fernando (74)	SG		4- 5-47	±		−	±	±			3+ 4−
755	Below the Deadline (65)	Mono.		10- 5-46	±	±	+	±	∓	±	∓	7+ 6−
769	Best Years of Our Lives, The (172)	RKO		12- 7-46	∓	∓	∓	∓	∓	∓	∓	14+
767	Betty Co-Ed (71)	Col.		11-30-46	±	∓	±	+	±	±		6+ 5−
817	Big Fix, The (63)	PRC		5-10-47	+	±		+	±		∓	5+ 3−
791	Big Town (60)	Para.		2-22-47	±	±	∓	±	±	±		6+ 6−
797	Blaze of Noon (90)	Para.		3- 8-47	±	±	+	±	+	+	+	7+ 3−
787	Blind Spot (73)	Col.		2- 8-47	∓	±		+	+	∓		5+ 3−
755	Blondie Knows Best (69)	Col.		10- 5-46	+	±	±	+	+	±		6+ 3−
773	Blondie's Big Moment (69)	Col.		12-21-46	±	±				±	∓	4+ 4−
798	Blondie's Holiday (67)	Col.		3- 8-47	±	±	±			±	∓	5+ 5−
754	Blue Skies (102)	Para.		9-28-46	∓	∓	∓	∓	+	∓	∓	13+
830	Bob, Son of Battle (103)	20-Fox		6-14-47	±	±	+	+	∓			6+ 2−
786	Boomerang (88)	20-Fox		2- 1-47	+	∓	∓	+	+	∓	∓	11+
822	Border Feud (55)	PRC		5-24-47	±		±	±			∓	4+ 4−
814	Born to Kill (92)	RKO		4-26-47	∓	±	±	±	±	±	±	7+ 7−
783	Born to Speed (59)	PRC		1-25-47	±	±	±	±	±	±	∓	7+ 7−
772	Boston Blackie and the Law (69)	Col.		12-14-46	±	±	+		±	±	∓	6+ 5−
790	Brasher Doubloon, The (72)	20-Fox		2-15-47	+	±	∓	+	±	±	±	7+ 5−
748	Brief Encounter (85)	U-I		8-31-46	±	+		+		∓	∓	7+ 1−
759	Bringing Up Father (68)	Mono.		10-19-46	±	±	±	±	±	+		6+ 5−
761	Brute Man, The (58)	PRC		11- 2-46	∓	±	∓		±	−	=	4+ 7−
802	Buck Privates Come Home (78)	U-I		3-15-47	∓	±	+	+	∓	±	∓	9+ 3−
807	Buffalo Bill Rides Again (70)	SG		4- 5-47	−		−					2−
818	Bulldog Drummond at Bay (70)	Col.		5-10-47	∓				±			2+ 2−
	C											
811	Calcutta (83)	Para.		4-19-47	±	±	+	±	∓	±	+	8+ 4−
789	Calendar Girl (88)	Rep.		2-15-47	±	±	∓	±	∓	±	+	7+ 6−
774	California (97)	Para.		12-21-46	+	±	±	+	∓	+	∓	9+ 2−
816	Captive Heart, The (87)	U-I		5- 3-47	∓	±		+	±		∓	6+ 3−
797	Carnegie Hall (136)	UA		3- 8-47	±	±	+	∓	∓	∓	∓	11+ 2−
805	Carnival in Costa Rica (96)	20-Fox		3-29-47	±	±	+	+	+	+	±	7+ 3−
759	Chase, The (86)	UA		10-19-46	+	±	±			±	+	5+ 3−
813	Cheyenne (100)	WB		4-26-47	∓	±	+	+	∓	+		8+ 1−
760	Child of Divorce (62)	RKO		10-19-46	+	±	±	±	+	+	±	7+ 4−
789	Cigarette Girl (67)	Col.		2-15-47	±	±		±	±	±	∓	6+ 6−
752	Cloak and Dagger (106)	WB		9-14-46	∓	∓	+	+	∓	∓	+	11+
799	Code of the West (57)	RKO		3- 8-47	+	±	±	±	∓	±		6+ 5−
	Copacabana (92)	UA				+	±	∓	∓	+		7+ 1−
776	Crime Doctor's Manhunt (61)	Col.		12-28-46	±	±	∓		+	±	±	6+ 5−
765	Cross My Heart (83)	Para.		11-23-46	+	±	±	±	±	−	+	6+ 5−
819	Cynthia (102)	MGM		5-17-47	∓	+	+	+	∓			7+
	D											
796	Danger Street (66)	Para.		3- 1-47	∓	±	∓	±	±	∓		6+ 6−
771	Dangerous Millions (68)	20-Fox		12-14-46	±	±	±	+	±	±	∓	7+ 6−
758	Dangerous Money (66)	Mono.		10-12-46	+	∓			±	∓	±	5+ 5−
793	Dangerous Venture (59)	UA		3- 1-47	±		∓	±	+	+		5+ 3−
809	Dark Delusion (90)	MGM		4-12-47	+	±	±	±	+	±		6+ 4−
758	Dark Mirror, The (85)	U-I		10-12-46	+	+	±	+	∓	∓	+	9+ 1−
781	Dead Reckoning (100)	Col.		1-18-47	+	+	+	+	+	+	+	7+
824	Dear Ruth (95)	Para.		5-31-47	+	∓		∓	∓	+	+	9+
760	Deception (112)	WB		10-19-46	+	±	+	+	+	+	+	7+ 1−
751	Decoy (76)	Mono.		9-14-46	±	±	+	+	+	−	+	6+ 3−
820	Desperate (73)	RKO		5-17-47	+	±	±	±	+			5+ 3−
788	Devil on Wheels (67)	PRC		2- 8-47	∓	∓		±	±	∓	±	7+ 5−
797	Devil Thumbs a Ride, The (63)	RKO		3- 8-47	+	±	+	+	±	±	±	7+ 4−
753	Devil's Playground, The (60)	UA		9-28-46	±		+	±	±	±		5+ 4−
765	Dick Tracy vs. Cueball (62)	RKO		11- 9-46	±	±	+	±	±	−	±	6+ 6−
822	Dick Tracy's Dilemma (60)	RKO		5-24-47	∓	±	±	±	+			6+ 3−
813	Dishonored Lady (86)	UA		4-26-47	+	±	±	+	∓	±	+	8+ 3−
757	Driftin' River (55)	PRC		10-12-46	±			±	∓	±	∓	5+ 5−
780	Duel in the Sun (140)	SRO		1-11-47	∓		+	∓	∓	+	+	9+
	E											
785	Easy Come, Easy Go (77)	Para.		2- 1-47	±	∓	±	±	±	+	±	7+ 6−
808	Egg and I, The (108)	U-I		4- 5-47	∓	+	+	+	∓	+	+	9+
	F											
794	Fabulous Dorseys, The (90)	UA		3- 1-47	±	±	±	+	±	+	±	7+ 5−
775	Fabulous Suzanne, The (71)	RKO		12-28-47	±	±	±	±	±	±	−	6+ 7−
775	Falcon's Adventure, The (61)	RKO		12-28-47	∓	±	±	±	+	±	±	7+ 6−
800	Fall Guy (64)	Mono.		3- 8-47	∓	±		±	+	±	∓	6+ 5−
792	Farmer's Daughter, The (94)	RKO		2-22-47	+	+	+	+	+	∓	+	8+
795	Fear in the Night (71)	Para.		3- 1-47	+	±	+	+	+	±	±	7+ 3−
830	Fiesta (104)	MGM		6-14-47	+	+		∓		∓		6+
	Fighting Frontiersman, The (61)	Col.								±		1+ 1−
758	Fool's Gold (63)	UA		10-12-46	±		±	±	+	+		5+ 3−
	For the Love of Rusty (69)	Col.				∓				±	∓	3+ 3−
798	Framed (80)	Col.		3- 8-47	±	±	+	+	±	+	+	7+ 3−
830	Fun on a Weekend (96)	UA		6-14-47	+	+	+	+	∓	±		7+ 1−
	G											
784	Gallant Bess (101)	MGM		1-25-47	±	±	+	+	+	+	±	7+ 3−
752	Gallant Journey (86)	Col.		9-14-46	±	∓	∓	+	±	+	±	7+ 5−
759	Gas House Kids (68)	PRC		10-19-46	∓	±		±	∓	±	∓	6+ 6−
753	Gentleman Joe Palooka (72)	Mono.		9-28-46	±	±		±	±	+		5+ 4−
821	Ghost and Mrs. Muir, The (104)	20-Fox		5-24-47	∓	+	+	∓	∓	∓		10+
810	Ghost Goes Wild, The (66)	Rep.		4-12-47	±	±		±	±	∓		5+ 5−
812	Ginger (67)	Mono.		4-19-47	∓	∓				∓	∓	4+ 4−
807	Great Expectations (115)	U-I		4- 5-47	+	∓		∓	∓	∓	∓	11+
798	Guilt of Janet Ames, The (81)	Col.		3- 8-47	+	±	±		+	+	+	6+ 2−
804	Guilty, The (71)	Mono.		3-22-47	+	+		+		±	±	5+ 2−
830	Gunfighters (87)	Col.		6-14-47	+		±	+	∓	+		6+ 1−
	H											
816	Hard-Boiled Mahoney (63)	Mono.		5- 3-47	±				−		∓	2+ 3−
777	Heldorado (70)	Rep.		1- 4-47	±			+	±	±	+	5+ 3−
753	Her Sister's Secret (86)	PRC		9-28-46	±	±	±	+	+	+	±	7+ 4−
801	High Barbaree (92)	MGM		3-15-47	±	±	+	+	∓	∓	+	9+ 2−
804	High Conquest (83)	Mono.		3-22-47	+	+	+	+	±	+		6+ 1−
816	Hit Parade of 1947 (90)	Rep.		5- 3-47	+	±	±	+	+	±	+	7+ 3−
827	Hollywood Barn Dance (73)	SG		6- 7-47	=		±	±	+			3+ 4−
763	Home in Oklahoma (72)	Rep.		11- 9-46	±		+	±	±	±		5+ 4−
813	Homesteaders of Paradise Valley (58)	Rep.		4-26-47	±				+	±		3+ 2−
814	Homestretch, The (106)	20-Fox		4-26-47	∓	±	±	±	∓	+	+	9+ 3−
812	Honeymoon (74)	RKO		4-19-47	+	±	−	±	∓	+	+	6+ 4−
821	Hoppy's Holiday (60)	UA		5-24-47	±		±	±	±			4+ 4−
776	Humoresque (125)	WB		12-28-46	+	+	∓	∓	+	∓	∓	11+
	I											
795	I Cover Big Town (63)	Para.		3- 1-47	±	±	+	±	±	±		6+ 5−
756	I Know Where I'm Going (91)	U-I		10- 5-46	±				±	∓		4+ 2−
	I Wonder Who's Kissing Her Now (20-Fox)					+	+	∓	+			5+
750	If I'm Lucky (78)	20-Fox		9- 7-46	+	±	±	+	±	±	±	7+ 5−
783	I'll Be Yours (83)	U-I		1-25-47	±	±	+	±	±	+	±	7+ 5−
802	Imperfect Lady, The (97)	Para.		3-15-47	∓	±	±	+	∓	+	+	8+ 3−
797	It Happened in Brooklyn (103)	MGM		3- 8-47	∓	+	+	∓	∓	+	+	10+
788	It Happened on Fifth Avenue (116)	Allied Artists		2- 8-47	∓	∓	+	∓	+	+	±	10+ 1−
783	It's a Joke, Son (63)	E-L		1-25-47	+	±	−	+		±		4+ 3−
774	It's a Wonderful Life (132)	RKO		12-21-46	+	∓	∓	∓	∓	∓	∓	13+
749	It's Great to Be Young (63)	Col.		9- 7-46	±	−	∓		±	±	∓	5+ 6−
749	I've Always Loved You (117)	Rep.		9- 7-46	+	±	±	+	+	∓	+	8+ 2−
829	Ivy (99)	U-I		6-14-47	∓	±	+	+	∓			7+ 1−
	J											
811	Jewels of Brandenburg (65)	20-Fox		4-19-47	+	±		±	±	±	±	6+ 5−
781	Johnny O'Clock (95)	Col.		1-18-47	±	+	+	±	+	+	∓	8+ 2−
753	Jolson Story, The (128)	Col.		9-28-46	∓	∓	∓	∓	∓	∓	∓	14+
795	Jungle Flight (67)	Para.		3- 1-47	±	±	±	±	∓	∓		6+ 6−
	K											
828	Killer at Large (63)	PRC		6- 7-47	+	±	±	±	+			5+ 3−
819	Killer Dill (72)	SG		5-17-47	+		±	+	+			4+ 1−
803	King of the Wild Horses (79)	Col.		3-22-47	±	∓		±	+	±		5+ 4−
	L											
780	Ladies' Man (91)	Para.		1-11-47	+	±	±	+	±	±	∓	7+ 5−
	Lady Chaser (74)	PRC				∓					±	2+ 2−
766	Lady in the Lake (103)	MGM		11-30-46	+	+	+	+	∓	+	+	8+
757	Lady Surrenders, A (113)	U-I		10-12-46	±				±			2+ 2−
	Land of the Lawless (58)	Mono.							+		±	2+ 1−
	Last Frontier Uprising (67)	Rep.							±			1+ 1−
788	Late George Apley, The (98)	20-Fox		2- 8-47	+	+	+	+	+	+	∓	8+
799	Law of the Lash (54)	PRC		3- 8-47	±		±		∓	∓	∓	5+ 5−
	Lighthouse (74)	PRC									∓	1+ 1−
812	Likely Story, A (88)	RKO		4-19-47	−	±	+	±	∓	±		6+ 4−
759	Little Iodine (57)	UA		10-19-46	±	∓	∓	±	+	∓		6+ 5−
750	Little Miss Big (61)	U-I		9- 7-46	∓	±	±	∓	−	+		5+ 5−
	Little Miss Broadway (..)	Col.				∓						1+ 1−
825	Living in a Big Way (103)	MGM		6- 7-47	∓	±	+	+	+			6+ 1−
774	Locket, The (85)	RKO		12-21-46	+	+	∓	+	+	∓	±	9+ 1−
799	Lone Hand Texan, The (57)	Col.		3- 8-47	±		∓		±	±		4+ 4−
777	Lone Star Moonlight (67)	Col.		1- 4-47	∓							1+ 1−
780	Lone Wolf in Mexico (70)	Col.		1-11-47	±	∓			∓	∓		4+ 4−
326	Long Night, The (97)	RKO		6- 7-47	−	+		∓	∓			5+ 1−
801	Lost Honeymoon (71)	E-L		3-15-47	±	±	±	±	∓	∓		8+ 2−
806	Love and Learn (85)	WB		3-29-47	±	±	±	±	−	±	∓	6+ 7−
769	Love Laughs at Andy Hardy (93)	MGM		12- 7-46	±	±	±	±	∓	∓	±	8+ 5−
	M											
794	Macomber Affair, The (90)	UA		1-25-47	+	±	∓	+	+	±	∓	8+ 3−

An interpretative analysis of opinions deduced from the language of lay and trade press reviews. The plus and minus signs indicate the degree of favor or disfavor of the review. This department serves also as an ALPHABETICAL INDEX to feature releases. Numeral preceding title is Picture Guide Review page number. In parentheses after title is running time. Date following distributor is BOXOFFICE review date. Listings cover current reviews. It is brought up to date regularly. The meaning of the various signs and their combinations is as follows:

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor.

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

P. G. Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
	Magic Bow, The (..)	U-I							−	+		1+ 1−
766	Magnificent Doll, The (94)	U-I		11-23-46	+	±	+	+	+	ǂ	ǂ	9+ 1−
803	Magnificent Rogue, The (75)	Rep.		3-22-47	∓				+	∓		3+ 2−
776	Man I Love, The (96)	WB		12-28-46	±	±	+	±	∓	+	±	7+ 5−
760	Margie (94)	20-Fox		10-19-46	+	ǂ	+	+	+	ǂ	ǂ	10+
792	Michigan Kid (70)	U-I		2-22-47	±	±	±	±	∓	∓	±	7+ 7−
809	Mighty McGurk, The (85)	MGM		4-12-47	+	±	+	+	+	+	±	7+ 2−
	Millerson Case, The (72)	Col.							∓		=	1+ 3−
798	Millie's Daughter (70)	Col.		3- 8-47	±	±		+	−	±		4+ 4−
818	Miracle on 34th Street (96)	20-Fox		5-10-47	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
748	Mister Ace (84)	UA		8-31-46	+	±	±	+	+	±	+	7+ 3−
779	Mister District Attorney (81)	Col.		1-11-47	±	±	+	±	∓	±	±	7+ 6−
773	Mister Hex (63)	Mono.		12-21-46	±	±	±	±	+	±		6+ 5−
813	Monsieur Verdoux (120)	UA		4-26-47	ǂ	±	∓	ǂ	∓	+	±	9+ 4−
821	Moss Rose (82)	20-Fox		5-24-47	+	±	+	+	+			5+ 1−
766	My Brother Talks to Horses (93)	MGM		11-23-46	+	±	ǂ	+	±	+		7+ 2−
758	My Darling Clementine (97)	20-Fox		10-12-46	+	+	+	+	+	ǂ	±	8+ 1−
791	My Favorite Brunette (87)	Para.		2-22-47	+	+	+	+	+	ǂ	ǂ	9+
	My Heart Goes Crazy (..)	U-I					∓					1+ 1−
	N											
762	Never Say Goodbye (97)	WB		11- 2-46	+	±	±	+	∓	±	±	7+ 5−
815	New Orleans (89)	UA		5- 3-47	+	+	+	ǂ	±	±		7+ 2−
747	No Leave, No Love (120)	MGM		8-31-46	+	+	ǂ	+	±	+	+	8+ 1−
755	Nobody Lives Forever (100)	WB		10- 5-46	+	±	+	+	+	±	+	7+ 2−
757	Nocturne (87)	RKO		10-12-46	±	±	+	±	+	±	+	7+ 4−
787	Nora Prentiss (111)	WB		2- 8-47	±	±	±	+	∓	+	±	7+ 5−
819	Northwest Outpost (91)	Rep.		5-17-47	+	±	±	+	±			5+ 3−
761	Notorious Gentleman (108)	U-I		11- 2-46	+	+		+	+	ǂ	ǂ	8+
	O											
793	Odd Man Out (118)	U-I		3- 1-47	ǂ	+		ǂ	ǂ	ǂ	ǂ	11+
821	Oregon Trail Scouts (58)	Rep.		5-24-47	±		±	+	±			4+ 3−
810	Other Love, The (95)	UA		4-12-47	+	+	+	ǂ	ǂ	ǂ	+	10+
773	Out California Way (67)	Rep.		12-21-46	±		∓	±	±	+		5+ 4−
796	Over the Santa Fe Trail (63)	Col.		3- 1-47	±			+		∓		3+ 2−
778	Overlanders, The (91)	E-L		1- 4-47	±	±	+	±	ǂ	ǂ	+	9+ 3−
	P											
823	Patient Vanishes, The (78)	FC		5-31-47	+			+				2+
765	Perfect Marriage, The (87)	Para.		11-23-46	±	±	∓	+	+	±	±	7+ 5−
822	Perils of Pauline (93)	Para.		5-24-47	+	ǂ		ǂ	±	ǂ		8+ 1−
815	Philo Vance Returns (64)	PRC		5- 3-47	±	∓	±	+	±	−		5+ 5−
815	Philo Vance's Gamble (62)	PRC		5- 3-47	−	−	±	±	±		±	4+ 6−
784	Pilgrim Lady, The (67)	Rep.		1-25-47	±	±	±	±	∓	±		6+ 6−
763	Plainsman and the Lady (82)	Rep.		11- 9-46	±	∓	±	+	+	±	±	7+ 5−
825	Possessed (108)	WB		6- 7-47	ǂ	ǂ	ǂ	ǂ	ǂ	+	+	12+
793	Private Affairs of Bel Ami, The (115)	UA		3- 1-47	±	±	±	+	±	ǂ		7+ 4−
791	Pursued (101)	WB		2-22-47	+	+		+	+	+	ǂ	7+
	Q											
805	Queen of the Amazons (61)	SG		3-29-47	∓			±	±		−	3+ 4−
	R											
	Raiders of the South (58)	Mono.							±	±	∓	3+ 3−
	Rainbow Over the Rockies (54)	Mono.							∓	±	∓	3+ 3−
793	Ramrod (94)	UA		3- 1-47	+	±	+	+	+	+		6+ 1−
802	Range Beyond the Blue (54)	PRC		3-15-47	±		+	±		±		4+ 3−
770	Razor's Edge, The (146)	20-Fox		12- 7-46	ǂ	±	+		ǂ	+		7+ 1−
785	Red House, The (93)	UA		2- 1-47	+	±	+	+	+	ǂ	ǂ	9+ 1−
787	Renegade Girl (65)	SG		2- 8-47	±				∓			2+ 2−
823	Repeat Performance (93)	E-L		5-31-47	+	±		+	ǂ			5+ 4−
767	Return of Monte Cristo, The (91)	Col.		11-30-46	±	±	+	+	±	ǂ	∓	8+ 4−
	Riding the California Trail (61)	Mono.							+		∓	2+ 1−
829	Riffraff (80)	RKO		6-14-47	+	+	+	ǂ	±			6+ 1−
796	Road to Hollywood (61)	Astor		3- 1-47	±		+					2+ 1−
754	Roll On Texas Moon (68)	Rep.		9-28-46	±		±	±	+	+		5+ 3−
760	Rolling Home (71)	SG		10-19-46	±				±			2+ 2−
	S											
808	San Demetrio, London (78)	20-Fox		4- 5-47	±	±	ǂ	+	∓	ǂ		8+ 3−
769	San Quentin (66)	RKO		12- 7-46	∓	±	+	±	+	±	±	7+ 5−
817	Sarge Goes to College (63)	Mono.		5-10-47	∓	±	±	±	±			5+ 5−
	Scared to Death (65)	SG									−	1−
790	Sea of Grass, The (123)	MGM		2-15-47	+	±	+	+	+	ǂ	ǂ	9+ 1−
767	Secret Heart, The (97)	MGM		11-30-46	+	±	ǂ	+	+	+		7+ 1−
761	Secret of the Whistler (65)	Col.		11- 2-46	∓	∓			±	∓		4+ 4−
826	Seven Keys to Baldpate (68)	RKO		6- 7-47	+	±	±	±	−			4+ 4−
795	Seven Were Saved (72)	Para.		3- 1-47	∓	∓	∓	±	+	+	+	7+ 4−
756	Shadowed (70)	Col.		10- 5-46	±	±			+	±	±	5+ 4−
779	Shocking Miss Pilgrim, The (55)	20-Fox		1-11-47	+	±	±	+	+	+		6+ 2−
809	Shoot to Kill (65)	SG		4-12-47	±		+	+	±		±	5+ 3−
792	Sin of Harold Diddlebock, The (94)	UA		2-22-47	+	+	+	+	+	+		6+
782	Sinbad the Sailor (117)	RKO		1-18-47	+	+	+	+	+	+	+	7+
777	Singin' in the Corn (64)	Col.		1- 4-47	∓	±	±		−	∓		4+ 5−
752	Singing on the Trail (69)	Col.		9-14-46	±				±			2+ 2−
770	Sioux City Sue (69)	Rep.		12- 7-46	∓		±	±	±	+		5+ 4−
	Six Gun Serenade (53)	Mono.							+			1+
789	Smash-Up (103)	U-I		2-15-47	+	ǂ	+	+	+	ǂ	ǂ	10+
765	So Dark the Night (70)	Col.		11-23-46	+	±	±	+	+	+	∓	7+ 3−
786	Song of Scheherazade (106)	U-I		2- 1-47	+	±	±	+	+	+	±	7+ 3−
	Song of the Sierras (55)	Mono.						+	±			2+ 1−
762	Song of the South (95)	RKO		11- 1-46	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
786	South of the Chisholm Trail (58)	Col.		2- 1-47	±			±		∓		3+ 3−
817	Spoilers of the North (66)	Rep.		5-10-47	∓	±	±	+	∓		−	5+ 5−
780	Stagecoach to Denver (56)	Rep.		1-11-47	∓		±	±	+	±		5+ 4−
773	Stairway to Heaven (104)	U-I		12-21-46	+	+		ǂ	ǂ	ǂ	ǂ	10+
805	Stallion Road (97)	WB		3-29-47	±	±	±	+	+	+	+	7+ 3−
775	Stars Over Texas (57)	PRC		12-28-46	±			±				2+ 2−
	Stepchild (70)	PRC				−	−		−			3−
764	Strange Holiday (56)	PRC		11- 9-46	±	±	∓		±	+		5+ 4−
751	Strange Journey (67)	20-Fox		9-14-46	±	∓		±	±	∓		5+ 5−
762	Strange Woman, The (101)	UA		11- 2-46	+	±	+	+	+	+	+	7+ 1−
789	Suddenly It's Spring (87)	Para.		2-15-47	+	±	+	+	+	+	+	7+ 1−
766	Susie Steps Out (65)	UA		11-23-46	±	±	±	±	∓	±		6+ 6−
770	Sweetheart of Sigma Chi (76)	Mono.		12- 7-46	±	±	+	±	±	+		6+ 4−
771	Swell Guy (87)	U-I		12-14-46	±	+	+	+	+	±	ǂ	8+ 2−
	T											
806	Tarzan and the Huntress (72)	RKO		3-29-47	+	±	±	+	+	±	−	6+ 4−
761	Temptation (100)	U-I		11- 2-46	+	±	±	±	ǂ	+	±	8+ 4−
764	Terror Trail (55)	Col.		11- 9-46	∓				±			2+ 2−
772	That Brennan Girl (95)	Rep.		12-14-46	±	+	±	+	±	±	±	7+ 5−
791	That Way With Women (85)	WB		2-22-47	±	±	±	±	+	ǂ	±	8+ 5−
825	That's My Gal (66)	Rep.		6- 7-47	−	−	−	±	=			1+ 6−
810	That's My Man (104)	Rep.		4-12-47	+	+	±	+	+	±	+	7+ 2−
747	They Were Sisters (108)	U-I		8-31-46	+	±		+	±	+	+	6+ 2−
820	They Won't Believe Me (95)	RKO		5-17-47	ǂ	+		ǂ	ǂ			7+
775	13 Rue Madeleine (95)	20-Fox		12-28-46	+	+	+	+	+	ǂ	ǂ	9+ −
792	Thirteenth Hour, The (62)	Col.		2-22-47	±	±		±	−	∓	±	5+ 6−
811	This Happy Breed (110)	U-I		4-19-47	+	±	+	+	∓	ǂ	ǂ	9+ 2−
751	Three Little Girls in Blue (90)	20-Fox		9-14-46	+	+	+	ǂ	+	ǂ	ǂ	10+
809	Three on a Ticket (62)	PRC		4-12-47	+	±	±	±	+	±	±	7+ 5−
747	Thrill of Brazil, The (91)	Col.		8-31-46	+	±	±	+	−	+	+	6+ 3−
822	Thunder Mountain (60)	RKO		5-24-47	±	±	+		ǂ			5+ 2−
765	Till the Clouds Roll By (120)	MGM		11-23-46	ǂ	+		ǂ	ǂ	ǂ	ǂ	11+
804	Time Out of Mind (89)	U-I		3-22-47	∓	∓	∓	±	∓	±	±	7+ 7−
772	Time, the Place and the Girl, The (105)	WB		12-14-46	±	±	+	+	+	+	±	7+ 3−
828	Too Many Winners (60)	PRC		6- 7-47	±	±	+	±	±			5+ 4−
794	Trail Street (83)	RKO		3- 1-47	±	±	+		±	±	+	6+ 4−
785	Trail to San Antone (67)	Rep.		2- 1-47	±		±	+	±	+		5+ 3−
	Trailing Danger (58)	Mono.									±	1+ 1−
779	Trap, The (68)	Mono.		1-11-47	∓	−		±	∓		−	3+ 5−
819	Trouble With Women, The (80)	Para.		5-17-47	+	∓		+	ǂ	+		6+ 1−
764	Tumbleweed Trails (57)	PRC		11- 9-46	∓		±	±		±		4+ 4−
811	Twilight on the Rio Grande (71)	Rep.		4-19-47	+		±	±	−	±		4+ 4−
806	Two Mrs. Carrolls, The (100)	WB		3-29-47	+	±	±		+	+	+	6+ 2−
748	Two Years Before the Mast (98)	Para.		8-31-46	±	±	ǂ	+	+	ǂ	ǂ	10+ 2−
	U											
748	Under Nevada Skies (69)	Rep.		8-31-46	∓		±		∓			3+ 3−
829	Under the Tonto Rim (61)	RKO		6-14-47	±	±	+	+	+			5+ 2−
826	Undercover Maisie (90)	MGM		6- 7-47	+	+	+	+	∓	+		6+ 1−
756	Undercurrent (113)	MGM		10- 5-46	+	±	+	ǂ	+	ǂ	+	9+ 1−
772	Unexpected Guest (60)	UA		12-14-46	±		±	±	±	±	±	6+ 6−
824	Unfaithful, The (109)	WB		5-31-47	ǂ	ǂ		+	ǂ			7+
808	Untamed Fury (61)	PRC		4- 5-47	∓	±	∓	+	+	±	±	7+ 5−
	V											
808	Vacation Days (68)	Mono.		4- 5-47	±	±			−		∓	3+ 4−
757	Vacation in Reno (60)	RKO		10-12-46	∓	±	±	±	∓	±	∓	7+ 7−
	Valley of Fear (54)	Mono.							−		±	1+ 2−
766	Verdict, The (86)	WB		11-23-46	+	±	±	+	±	+	+	7+ 3−
799	Vigilantes of Boomtown (96)	Rep.		3- 8-47	+		±	+	+	±		5+ 2−
827	Vigilantes Return, The (67)	U-I		6- 7-47	+				±			2+ 1−
812	Violence (72)	Mono.		4-19-47	±	±	+	±	±		∓	6+ 5−
	W											
766	Wake Up and Dream (92)	20-Fox		11-30-46	±	∓	∓	+	∓	ǂ	±	8+ 5−
763	Wanted for Murder (97)	20-Fox		11- 9-46	±	±		+	+	+	+	6+ 2−
823	Web, The (87)	U-I		5-31-47	ǂ	+		ǂ	ǂ		ǂ	9+
	Web of Danger (58)	Rep.				±			=			1+ 3−
814	Welcome Stranger (106)	Para.		4-26-47	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ		12+
806	West of Dodge City (57)	Col.		3-29-47	±			±	+			3+ 2−
816	West to Glory (61)	PRC		5- 3-47	±		±	±				3+ 3−
	Whispering City (..)	E-L					ǂ					2+
751	White Tie and Tails (74)	U-I		9-14-46	±	±			+	+	±	5+ 3−
771	Wicked Lady, The (98)	U-I		12-14-46	+	±		±	∓	+	+	6+ 3−
762	Wife Wanted (73)	Mono.		11- 2-46	∓	±		±	±			4+ 4−
785	Wild Country (57)	PRC		2- 1-47	±		∓	∓	∓			4+ 4−
769	Wild West (73)	PRC		12- 7-46	±		+	±	∓	±		5+ 4−
825	Winter Wonderland (71)	Rep.		6- 7-47	±	±		+	+			4+ 2−
820	Woman on the Beach, The (71)	RKO		5-17-47	−	±	+	+	−			3+ 3−
	Y											
810	Yankee Fakir (71)	Rep.		4-12-47	+	∓	±	±	+	±		6+ 4−
770	Yearling, The (135)	MGM		12- 7-46	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
802	Years Between, The (88)	U-I		3-15-47	±	±		±	±	+	ǂ	7+ 4−

SHORTS CHART

Short subjects, listed by Company, in order of release. Running time follows title. First date is National release, second the date of review in BOXOFFICE. Symbol between dates is rating from the BOXOFFICE review: ‡ Very Good, + Good, ± Fair, ∓ Mediocre, − Poor, = Very Poor. ◎ Indicates color photography.

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	ALL-STAR COMEDIES			
8421	Pardon My Terror (Schilling, Lane) (16½)	9-12	+	4-19
8431	Society Mugs (Howard) (16)	9-19	±	4-19
8433	Slappily Married (J. De Rita) (16½)	11- 7	±	4-19
8423	Reno-Vated (V. Vague) (18½)	11-21	±	1- 4
8434	Moron Than Off (S. Holloway) (17)	11-28	+	2- 8
8403	Three Little Pirates (Stooges) (18)	12- 5	+	1-25
8435	Andy Plays Hookey (Andy Clyde) (18)	12-19	±	2-15
8404	Half Wits' Holiday (Three Stooges) (17½)	1- 9		....
8436	Meet Mr. Mischief (H. Von Zell) (17½)	1-23	±	4- 5
8424	Hot Heir (H. Herbert) (16½)	2-13	±	3-22
8437	Scooper Dooper (S. Holloway) (18)	2-27		....
8405	Fright Night (Stooges) (17)	3- 6		....
8438	The Good Bad Egg (J. DeRita) (17)	3-20	+	6- 7
8439	Bride and Gloom (S. Howard) (16)	3-27		....
8440	Two Jills and a Jack (A. Clyde (18)	4-17	±	5-31
8406	Out West (Stooges) (17½)	4-24	+	4-12
8425	Cupid Goes Nuts (16)	5- 1		....
8426	Nervous Shakedown (15½)	5- 8	±	6-14
	COLOR PHANTASIES			
8701	Fowl Brawl (6)	1- 9	+	3-29
8702	Uncultured Vulture (6)	2- 6	±	5- 3
8703	Wacky Quacky (6)	3-20	+	5-31
8704	Leave Us Chase It (6½)	5-15		....
8705	Tooth or Consequences (..)	6- 5		....
	COLOR RHAPSODIES (Technicolor)			
8501	Loco Lobo (6)	1- 9	+	4-19
8502	Cockatoos for Two (6)	2-13	+	5- 3
8503	Big House Blues (7)	3- 6		....
8504	Mother Huba-Huba Hubbard (6)	5-29	±	6-14
	COMMUNITY SINGS			
8652	No. 2 It's a Pity to Say Good-night (Baker) (10½)	10-10	+	11-16
8653	No. 3 Surrender (Leibert) (9½)	11-14	+	4-19
8654	No. 4 Pretending (Baker) (10)	12-19	+	4-19
8655	No. 5 Rumors Are Flying (Leibert) (9½)	1-23	±	5-10
8656	No. 6 Ole Buttermilk Sky (Baker) (10)	2-27		....
8657	No. 7 The Coffee Song (Leibert) (9)	3-13		....
8658	No. 8 I'll Close My Eyes (Baker) (10)	4-17	±	6- 7
8659	No. 9 For Sentimental Reasons (Leibert) (10)	5-22	±	6-14
	SCREEN SNAPSHOTS			
8852	No. 2 Looking Down on Holly-wood (10)	10- 3	+	11-30
8853	No. 3 Rodeo (10)	11- 7	‡	5-10
8854	No. 4 Skolsky Party (10)	12-26	±	4-19
8855	No. 5 Movie Columnists (9)	1-23	±	5-17
8856	No. 6 Behind the Mike (9)	2- 6	±	5-17
8857	No. 7 Holiday in Las Vegas (10)	3-13	+	4-19
8858	No. 8 My Pal Ringeye (10)	4-10	+	6- 7
8859	No. 9 Famous Hollywood Mothers (10)	5- 1	+	5-24
8860	No. 10 So This Is 'Ollywood (10)	6-12	±	6-14
	SPORT REELS			
8802	Ten Pin Magic (10)	10-24	+	4-19
8803	Hi Li (9½)	11-21	+	4-19
8804	Best in Show Dogs (9)	12-12	+	5-10
8805	Polo (9)	1-30	‡	5-17
8806	Cue Tricks (9)	2-20		....
3807	Tennis Wizards (9)	3-20		....
8808	Goofy Golf (..)	4-24	+	5-24
8809	Grappling Groaners (9)	5-29	±	6-14
	THRILLS OF MUSIC			
8952	Machito & Orch. (10½)	10-17	±	12-14
8953	Les Elgart & Orch. (10)	11-28	+	4-19
8954	Ray McKinley & Orch. (9½)	12-19	+	1-11
8955	Shorty Sherock & Orch. (8½)	1-23	±	5- 3
8956	Buddy Morrow & Orch. (9½)	2-27		....
8957	George Towne & Orch. (10)	3-27		....
8958	Ray Anthony & Orch. (10)	5-22		....
	SERIALS			
8120	Son of the Guardsman (15 Chapters)	10-24	±	10-19
8140	Jack Armstrong (15 Chapters)	2- 6	‡	2- 8
8160	The Vigilante (15 Chapters)	5-22	+	5-24

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	FITZPATRICK TRAVELTALKS (Technicolor)			
T-713	Land of Mayas (9)	1-26		....
T-714	Glimpses of Guatemala (8)	2- 9	+	2-16
T-715	Visiting Vera Cruz (10)	3-16	‡	2- 9
T-716	The Mission Trail (10)	4-13		....
T-717	Looking at London (10)	6- 1	+	6- 1
T-718	Over the Seas to Belfast (9)	8-31		....
T-811	Glimpses of California (9)	10-26	+	4-19
T-812	Calling on Costa Rica (10)	3-15	+	3-29
T-813	Around the World in California (9)	5-17		....
	MINIATURES			
M-783	Musical Masterpieces (10)	4-20	‡	4- 6
M-784	Bikini—The Atom Island (10)	6-15	+	6-15
	NEWS OF THE DAY (Released Twice Weekly)			
	SPECIALS			
A-702	Purity Squad (20)	11- 3	‡	10- 3
A-703	Traffic With the Devil (17)	8-31	‡	9-14
A-801	Luckiest Guy in the World (21)	1-25	±	2- 1
A-802	Give Us the Earth (..)	6-21		....
	TECHNICOLOR CARTOONS			
W-734	Lonesome Lenny (8)	3- 9	+	4- 6
W-737	The Hick Chick (7)	6-15		....
W-739	Northwest Hounded Police (8)	8- 3		....
W-831	Henpecked Hoboes (7)	10-26	‡	4-19
W-834	Hound Hunters (7)	4-12	‡	5-10
	TOM & JERRY CARTOONS (Technicolor)			
W-735	Springtime for Thomas (9)	3-30	+	4-13
W-736	The Milky Waif (7)	5-18	+	7- 1
W-738	Trap Happy (7)	6-29		....
W-740	Solid Serenade (8)	8-31		....
W-832	Cat Fishin' (8)	2-22	‡	4-19
W-833	Part Time Pal (8)	3-15	‡	5- 3
W-835	Cat Concerto (7)	4-26	‡	5-10
W-836	Red Hot Rangers (8)	5-31		....
	PASSING PARADE			
K-775	Magic on a Stick (10)	1- 9	‡	2-16
K-776	Our Old Car (10)	5-11	‡	4- 6
K-781	A Really Important Person (10)	1-11	±	3-15
	PETE SMITH SPECIALTIES			
S-757	Fala at Hyde Park (9)	1-19	‡	-126
S-758	Studio Visit (10)	5-11	+	7- 1
S-759	Equestrian Quiz (10)	5-18	‡	7- 1
S-760	Treasures From Trash (10)	6- 8	±	6- 1
S-851	Football Thrills No. 9 (9)	9- 7		....
S-852	Sure Cures (9)	11-2		....
S-853	I Love My Husband But (9)	12- 7		....
S-854	Playing by Ear (10)	12-28	‡	1-25
S-855	Athletiquiz (9)	1-11	+	4-19
S-856	Diamond Demon (9)	2- 1	±	2-22
S-857	Early Sports Quiz (9)	3- 1	‡	4- 5
S-858	I Love My Wife But (9)	4-15	‡	4-12
S-859	Neighbor Pests (9)	5- 3	±	4-26
S-860	Pet Peeves (9)	7- 5		....

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	GEORGE PAL PUPPETOONS (Technicolor)			
U5-5	Jasper's Derby (8)	9-20	‡	5-18
U5-6	John Henry and the Inky Poo (7)	9- 6		....
U5-7	Jasper in a Jam (7)	10-18	‡	12-14
U5-8	Shoe Shine Jasper (7)	2-28	+	2-15
U6-1	Wilbur the Lion (10)	4-18	+	5-17
U6-2	Tubby the Tuba (10)	7-11		....
	GRANTLAND RICE SPORTLIGHTS			
R5-10	Feminine Class (10)	7-19	+	7-20
R6- 1	Race Horses Are Born (9)	10- 4	±	10- 5
R6- 2	Dive Hi Champs (10)	10-11	‡	12-14
R6- 3	Queens of the Court (10)	11-15	+	1-18
R6- 4	Like Father, Like Son (10)	12-13	‡	5-17
R6- 5	Jumping Jacks (9½)	1-10	+	5-24
R6- 6	Selling the Sun (10)	1-31	+	5-31
R6- 7	Under White Sails (9)	2-28	‡	5-17
R6- 8	Iced Lightning (10)	4-18	+	5-31
R6- 9	Making the Varsity (10)	6-13		....
R6-10	Diamond Gals (..)	7-18		....
	LITTLE LULU (Technicolor)			
D5-3	Bored of Education (7)	7-26	±	5-18
D5-4	Chick and Double Chick (6)	8-16	±	7-27
D5-5	Musica-Lulu (7)	1-24	‡	2- 1
D5-6	Scout With the Gout (7)	3- 7	±	3-15
D6-1	Loose in the Caboose (8)	5-23	‡	5-10
D6-2	Cad and Caddie (7)	7-18		....
D6-3	A Bout With a Trout (20)	10-10		....
	MUSICAL PARADES (Technicolor)			
FF5-5	Double Rhythm (20)	8-23	+	7-20
FF5-6	Golden Slippers (17)	12-13	±	12-13
FF6-1	Sweet and Low (19)	3-28	±	4- 5
FF6-2	Champagne for Two (20)	6-13		....
FF6-3	Smooth Sailing (20)	9-26		....
FF6-4	Paris in the Spring (20)	9-26		....
	NOVELTOONS (Technicolor)			
P5-5	Goal Rush (6)	9-27		....
P5-6	Sudden Fried Chicken (7)	10-18	+	12-28
P6-1	Spree for All (7)	10-18	‡	10-26
P6-2	Stupidstitious Cat (7)	4-25	±	5-10
P6-3	The Enchanted Square (10)	5- 9	‡	5- 3
P6-4	Madhattan Island (..)	6-27		....
P6-5	Much Ado About Mutton. (7)	7-25		....
P6-6	The Wee Men (..)	8- 8		....
P6-7	The Mild West (..)	8-22		....
P6-8	Naughty But Mice (..)	10-10		....
	PACEMAKERS			
K6-1	Brooklyn, I Love You (10)	10- 4	‡	11- 2
K6-2	Love in Tune (9½)	10-25	‡	11- 9
K6-3	Radio, Take It Away (11)	1-31	‡	4-19
K6-4	Try and Catch Me (9)	2-14	+	5-10
K6-5	Brains Can Be Beautiful (10)	5-30		....
K6-6	Everybody Talks About It (9)	8- 1		....
	PARAMOUNT NEWS (Released Twice Weekly)			
	POPEYE CARTOONS (Technicolor)			
E5-5	Rocket to Mars (6)	8- 9	+	6-29
E5-6	Rodeo Romeo (6)	8-16	+	7-20
E5-7	The Fistic Mystic (6)	2- 7	‡	11-30
E5-8	The Island Fling (7)	3-14	‡	12-21
E6-1	Abusement Park (7)	4-25	‡	5- 3
E6-2	I'll Be Ski-ing Ya (8)	6-13		....
E6-3	Popeye and the Pirates (..)	9-12		....
E6-4	Royal Four Flusher (..)	9-12		....
	POPULAR SCIENCE (Color)			
J5-6	No. 6 (10)	8-16		....
J6-1	No. 1 (11)	11- 1	‡	12- 7
J6-2	The Sponge Divers (11)	1-17	±	4-19
J6-3	Air-Borne Pastures (11)	2-28	±	5-17
J6-4	Marine Miracles (10)	4- 4	±	5-24
J6-5	Moon Rockets (10)	6- 6		....
J6-6	Twentieth Century Viking (..)	7-25		....
	SPEAKING OF ANIMALS			
Y5-6	Be Kind to Animals (10)	8-30		....
Y6-1	Stork Crazy (10)	10-18	±	1- 4
Y6-2	Pooch Parade (10)	12-27	+	3-22
Y6-3	Country Life (9)	2-21	+	4-19
Y6-4	They're Not So Dumb (8)	3-28	+	5- 3
Y6-5	In Love (10)	5-30		....
Y6-6	As Our Friends (..)	6-27		....
	TWO-REEL SPECIALS			
37	Two Decades of History (22½)	1- 4		....
	UNUSUAL OCCUPATIONS (Color)			
L5-6	No. 6 (10)	8-30		....
L6-1	No. 1 (10)	12-13	‡	11-23
L6-2	Swedish Glass Makers (10)	2-14	+	5-24
L6-3	G.I. Hobbies (11)	3-14	+	3-29
L6-4	The Stunt Girl (11)	5- 2		....
L6-6	Arctic Artisan (..)	7- 4		....

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	DISNEY CARTOONS (Technicolor)			
64,107	Donald's Double Trouble (7)	6-28	‡	7- 6
64,108	The Purloined Pup (7)	7-19	+	8-17
64,109	Wet Paint (7)	8- 9	+	9-11
64,110	Dumb Bell of the Yukon (7)	8-30	+	5-25
64,111	Lighthouse Keeping (7)	9-20	+	1-25
64,112	Bath Day (7)	10-11		....
64,113	Frank Duck Brings 'Em Back Alive (7)	11- 1	±	7-27
64,114	Double Dribble (7)	11-29	±	11-23
64,115	Pluto's Housewarming (7)	12-20	+	2-15
64,116	Rescue Dog (7)	3-21	‡	4-19
64,117	Straight Shooters (6)	4-18	+	5-17
64,118	Sleepy Time Donald (7)	5- 9	±	4-19
74,101	Figaro and Frankie (7)	5-30		....
74,102	Clown of the Jungle (7)	6-20	±	5-10
74,103	Donald's Dilemma (7)	7-11	‡	5-24
74,104	Crazy With the Heat (7)	8- 1		....
74,105	Bootle Beetle (7)	8-22		....
	EDGAR KENNEDY COMEDIES			
63,404	Wall Street Blues (17)	7-12	±	7-27
63,405	Motor Maniacs (18)	7-20	±	9-17
63,406	Noisy Neighbors (18)	9-20	+	10-12
73,401	I'll Build It Myself (15)	10-18	+	10-12
73,402	Do Or Diet (18)	2-10	±	4- 5
73,403	Social Terrors (18)	4-11		....
73,404	Heading for Trouble (18)	6-10		....
73,405	Host to a Ghost (18)	7-18		....
	RAY WHITLEY WESTERN MUSICALS			
73,501	Bar Buckaroos (16)	9- 6	±	11- 9
73,502	Cupid Rides the Range (18)	10-11		....
73,503	Bandits and Ballads (17)	11-15	±	11-16
73,504	Buckaroo Broadcast (18)	12-20	+	1- 4
	SPECIAL			
73,901	Football Highlights of 1946 (18)	12-10	+	12-21
	FLICKER FLASHBACKS			
74,201	No. 1 (9)	9-13		....
74,202	No. 2 (9)	10-25		....
74,203	No. 3 (8)	12- 6		....
74,204	No. 4 (10)	1-17	±	4-19
74,205	No. 5 (8)	2-28	±	4-19
74,206	No. 6 (9)	4-11	±	5-10
	HEADLINER REVIVALS			
53,201	Songs of the Colleges (15)	9- 8		....
63,201	The Derby Decade (22)	9-21		....
63,202	Russian Dressing (18)	11-23	∓	12-29
63,203	Twenty Girls and a Band (18)	1-18	+	2- 2
63,204	Sea Melody (19)	3-15	∓	4-13
	LEON ERROL COMEDIES			
63,705	I'll Take Milk (18)	7-19	+	7-27
63,706	Follow That Blonde (18)	9-27	±	9-28
73,701	Borrowed Blonde (15)	3- 7	−	3-22
73,702	Wife Tames Wolf (17)	3-28	±	4-12
73,703	In Room 303 (17)	4-25	+	5-17
73,704	Hired Husband (19)	5- 9	±	6- 7
73,705	Blonde's Away (17)	7-11		....
	MUSICAL FEATURETTES			
73,201	Melody Time (18)	11-29	+	12-28
73,202	Follow That Music (18)	1-31	±	2- 8
73,203	Let's Make Rhythm (18)	5-23		....
	PATHE NEWS (Released Twice Weekly)			
	PATHE SPORTSCOPES			
64,312	Palmetto Quail (8)	7-12	+	8-24
64,313	Steeplechasers (8)	7-31	±	12- 7
74,301	Skating Lady (8)	8-30	‡	10-26
74,302	Hail Notre Dame (8)	10-18	±	12-28
74,303	Bowling Fever (9)	11-22	±	11-30
74,304	Kentucky Basketeers (8)	1-13	‡	1-11
74,305	College Climbers (8)	1-10	±	4-19
74,306	Ski Champion (8)	1-10	‡	5-10
74,307	Ice Skippers (8)	3- 7	+	5-17
74,308	Wild Turkey (8)	4- 4	±	5-24
74,309	Racing Sleuth (8)	5- 9	+	5-31
	THIS IS AMERICA			
63,110	Courtship to Courthouse (16)		+	8-17
63,111	Highway Mania (17)	8-23	‡	9-17
63,112	White House (17)	9-20	+	10- 5
63,113	Northern Rampart (17)	10-17	‡	11- 2
73,101	Beauty for Sale (17)	11-22	+	11-16
73,102	Germany Today (16)	12-13	‡	12-21
73,103	A Nation Is Born (17)	1-17	‡	2- 1
73,104	Campus Boom (16)	2- 7	‡	3- 8
73,105	San Francisco (16)	3- 7	‡	3-15
73,106	Forgotten Island (18)	4- 4	‡	4-26
73,107	Big Party (18)	5- 2	+	5-17

20th Century-Fox

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	DRIBBLE PUSS PARADE			
6902	Muscle Maulers (8)	5-31		....
7901	Monkey-Tone News (9)	1-17		....
7951	Fisherman's Nightmare (8)	5- 2	+	2-22
	MOVIETONE NEWS (Released Twice Weekly)			
	MARCH OF TIME			
Vol. 12, No. 10	Tomorrow's Mexico (20)	5-17	‡	5-18
Vol. 12, No. 11	Problem Drinkers (19)	6-14	‡	6-15
Vol. 12, No. 12	The New France (19)	7-12	‡	7-20
Vol. 12, No. 13	Atomic Power (19)	8- 9	+	8-10
Vol. 13, No. 1	Is Everybody Happy? (17½)	9- 6		....
Vol. 13, No. 2	World Food Problem (17)	10- 4	+	10-12
Vol. 13, No. 3	The Soviet's Neighbor (17¾)	11- 1	+	11- 2
Vol. 13, No. 4	The American Cop (18)	11-29	‡	11-30
Vol. 13, No. 5	Nobody's Children (17)	12-27	‡	12-28
Vol. 13, No. 6	Germany—Handle With Care (19)	1-24	+	1-25
Vol. 13, No. 7	Fashion Means Business (18)	2-21	‡	2-22
Vol. 13, No. 8	The Teachers' Crisis (16½)	3-21	‡	3-22
Vol. 13, No. 9	Storm Over Britain (18)	4-18	‡	4-19
Vol. 13, No. 10	The Russians Nobody Knows (19)	5-16	±	5-17
Vol. 13, No. 11	Your Doctors—1947 (19)	6-13	‡	6-14
	MOVIETONE ADVENTURES (Color)			
6259	Cradle of Liberty (8)	6-21		....
6260	Across the Great Divide (8)	7- 5		....
7251	Sons of Courage (8)	8- 2	+	10- 5
7252	Jamaica (8)	9-13		....
7253	Historic Capetown (8)	10-18		....
7254	Girl and Gags (8)	11-22	±	4-12
7201	Fantasy of Siam (8)	1- 3	+	1-18
7202	Royalty of the Range (9)	3- 7	+	4-19
7255	The Cape of Good Hope (8)	4-11	+	4-19
7256	Zululand (8)	6- 6	±	4-26
7257	Gardens of the Sea (8)	6-13		....
7258	Romance of the Fjords (..)	6-27		....
7203	Harvest of the Sea (9)	7- 4	+	5- 3
	SPORTS			
7301	Football Fanfare (9)	8-23	+	9-14
7351	Winter Holiday (8)	9-27		....
7352	Summer Trails (8)	11- 8	±	5-10
7353	Playtime's Journey (8)	12-13	±	5-17
7302	Style of the Stars (10)	2- 7	+	5-31
7303	Tanbark Champions (8)	5-23	+	5-24
7304	Wings of the Wind (..)	7-25		....
	TERRY-TOONS (Technicolor)			
6515	Mighty Mouse in Throwing the Ball (7)	5- 3	+	5- 4
6516	Mighty Mouse in the Trojan Horse (7)	7-26	+	6- 8
6517	Dinky Finds a Home (7)	6- 7	±	7-20
6518	Mighty Mouse in the Johnstown Flood (7)	6-28	+	6- 8
6519	Gandy Goose in Peacetime Football (7)	7-19	‡	6- 8
6520	Gandy Goose in the Golden Hen (7)	5-24	±	4-27
7501	Mighty Mouse in Winning the West (7)	8-16	+	10-19
7502	The Tortoise Wins Again (7)	8-30		....
7503	Mighty Mouse in the Electronic Mouse Trap (7)	9- 6	±	5-24
7504	Mighty Mouse in the Jail Break (7)	9-20	+	9-21
7505	The Snow Man (7)	10-11		....
7506	The Housing Problem (7)	10-25		....
7507	Mighty Mouse in the Crackpot King (7)	11-15	+	5-31
7508	Talking Magpies in the Uninvited Pests (7)	11-29	+	2-15
7509	Mighty Mouse and the Hep Cat (7)	12- 6	±	5-24
7510	Beanstalk Jack (7)	12-20	±	5-10
7511	Mighty Mouse in Crying Wolf (7)	1-10	+	5-31
7512	The Talking Magpies in McDougal's Rest Farm (7)	1-31	‡	4-19
7513	Mighty Mouse in Dead End Cats (7)	2-14	±	6- 7
7514	The Talking Magpies in Happy Go Lucky (7)	2-28	±	5-10
7515	Gandy Goose in Mexican Baseball (7)	3-14	‡	5-24
7516	Mighty Mouse in Aladdin's Lamp (7)	3-28		....
7517	The Talking Magpies in Cat Trouble (7)	4-11	±	5-24
7518	Mighty Mouse in Sky Is Falling (7)	4-25		....
7519	Talking Magpies in the Intruder (7)	5- 9		....
7520	Mighty Mouse Meets Deadeye Dick (7)	5-30		....

Universal-International

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	ANSWER MAN SERIES			
2391	Answer Man No. 1 (10)	10-21	+	9-21
2392	No. 2 Nature's Atom Bomb (10)	12-30	+	1- 4
2393	No. 3 The Jungle Gangster (9)	3- 3	±	4-19
2394	No. 4 Red Fury (8)	3-24	±	5- 3
2395	No. 5 Storm Warning (..)	6- 9		....
	JUVENILE JURY SERIES			
2361	No. 1 (11)	12-16	+	2- 8
2362	No. 2 (10)	3-31	+	4-19
2363	No. 3 (..)	5-26		....
2364	No. 4 (..)	6- 2		....
	LANTZ CARTUNES (Technicolor)			
2321	Fair Weather Fiends (7)	11-18	‡	1-25
2322	Wacky Weed (7)	12-16	+	2-15
2323	Musical Moments (7)	2-24	‡	5- 3
2324	Smoked Hams (7)	4-28	±	5-10
2325	Coo-Coo Bird (7)	6- 9	±	5-17
2326	Overture to William Tell (7)	6-16	‡	5-31
	NAME BAND MUSICALS			
1308	Takin' the Breaks (15) Russ Morgan & Orch.	5-22	+	7- 1
1309	Banquet of Melody (15) Matty Malneck & Orch.	5-29	+	4-27
1310	Swingin' Down the Scale (15) Alvino Rey & Orch.	6-26	+	7- 1
1311	Breakin' It Down (15) Del Courtney & Orch.	8-28	+	8-17
2301	Frontier Frolic (15) Bob Wills & Orch.	10- 9	+	1- 4
2302	Champagne Music (15) Lawrence Welk & Orch.	11-20	‡	1-18
2303	Tumbleweed Tempos (16) Spade Cooley & Orch.	12- 4	±	2- 1
2304	Moonlight Melodies (15) Frankie Carle & Orch.	12-18	+	1-11
2305	Tex Beneke and the Glenn Miller Orch. (15)	3-26	‡	4-19
2306	Melody Maestro (15)	4- 2	+	5-31
2307	Tommy Tucker & Orch. (15)	4- 9		....
2308	Charlie Barnet & Orch. (15)	4-16	+	5-24
2309	Charlie Spivak & Orch. (15)	5-14	‡	5-17
2310	Jitterumba (15)	6-25		....
2311	Record Party (15)	7-2		....
	PERSON-ODDITIES (Now Classified as VARIETY VIEWS)			
	SING AND BE HAPPY SERIES			
2381	Bit of Blarney (10)	9-30	+	10-26
2382	The Singing Barbers (9)	2-17	+	2-22
2383	Let's Sing a College Song (10)	4-14		....
2384	Let's Sing a Western Song (10)	5-19	+	5-17
	SPECIAL FEATURETTES (2 REELS)			
1201	Tiny Terrors of the Timberlands (20)	6-26	‡	4- 6
	UNIVERSAL NEWS (Released Twice Weekly)			
	VARIETY VIEWS			
1349	Dog of the Seven Seas (9)	6-17	+	7- 6
1350	Magic Mineral (9)	7- 1	+	6- 1
1351	Mr. Chimp at Home (9)	8-12	±	7- 6
1352	Operation Holiday (9)	8-26	‡	10- 5
1353	Mr. Chimp to the Rescue (9)	8-26	±	11- 9
1354	Mr. Chimp on Vacation (10)	8-26	±	9-28
2341	Bear Facts (9)	2-24	+	4-19
2342	Pelican Pranks (9)	2-24	±	4-26
2343	Wild West Chimp (9)	3-17	±	5- 3
2344	Rhumba Holiday (9)	4-21	+	5-10
2345	Patio Museum (9)	6- 2		....
2346	Bronco Babes (9)	6-23		....
	(Formerly PERSON-ODDITIES)			
1369	Scientifically Stung (9)	6-10	+	7- 1
1370	Lone Star Padre (9)	6-17		....
1371	Artist's Antics (9)	6-24	+	7- 6
1372	Picture Pioneer (9)	7- 1	+	7- 6
1373	Hobo Hound (9)	8-19	+	9-28
1374	Sampson Junior (9)	8-19	±	10-19
1375	Rural Rhapsody (9)	8-26	±	10-26
	SERIALS			
1781-1793	The Scarlet Horseman 13 Chapters	1-22	‡	2-16
1881-1893	Lost City of the Jungle 13 Chapters	4-23	±	4-27
2581-2593	Mysterious Mr. M... 13 Chapters	7-23	+	8-10

Warner Bros.

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	BLUE RIBBON HIT PARADE (Technicolor)			
2313	Little Red Walking Hood (7)	8-17	±	9-14
3301	Fox Pop (7)	9-28	‡	10- 5
3302	Wacky Worm (7)	10-12	+	11- 9
3303	You're an Education (7)	10-26	+	11-16
3304	Have You Got Any Castles (7)	2- 1	‡	5- 3
3305	Pigs Is Pigs (7)	2-22	+	4-19
3306	Cat's Tale (7)	3-29	+	5-10
3307	Goofy Groceries (7)	4-19	+	5-17
3308	Doggone Modern (7)	6-14		....
3309	The Sneezing Weasel (7)	7-26		....
	BUGS BUNNY SPECIALS (Technicolor)			
2723	Racketeer Rabbit (7)	9-14	‡	9-21
2724	Big Snooze (7)	10- 5	+	12-28
2725	Rhapsody Rabbit (7)	11- 9	‡	1- 4
2726	Hare Grows in Manhattan (7)	3-22		....
2718	Rabbit Transit (7)	5-10	‡	5-31
3719	Easter Yeggs (7)	6-28		....
	FEATURETTES			
3101	Okay for Sound (20)	9- 7	‡	7-20
3102	Minstrel Days (20)	11-30	‡	11-23
3103	Alice in Movieland (20)	12-21		....
3104	Dog in the Orchard (20)	1-11	‡	3-29
3105	Keystone Hotel (20)	2- 8	‡	4-12
3106	Remember When (20)	4- 5	+	5- 3
	JOE McDOAKES COMEDIES			
3401	So You Want to Keep Your Hair (10)	12- 7	±	11-30
3402	So You Want to Play the Horses (10)	10- 5	‡	10-26
3403	So You Think You're a Nervous Wreck (10)	12-28	±	4- 5
3404	So You're Going to Be a Father (10)	5-10	±	5-31
3405	So You Want to Be in Pictures (10)	6- 7		....
3406	So You're Going on Vacation (10)	7- 5		....
	MELODY MASTERS			
2610	Enric Madriguera & Orch. (10)	8-10	±	8-24
3601	Desi Arnaz & Band (10)	10-12	‡	5-24
3602	Melody of Youth (10)	12-14	‡	4-19
3603	Big Time Revue (10)	1-25	+	3- 8
3604	Stan Kenton & Orch. (10)	2-22	±	4-19
3605	Vaudeville Revue (10)	4-12	±	5- 3
3606	Zero Girl (10)	7-19		....
	MERRIE MELODIES (Technicolor)			
2705	Bacall to Arms (7)	8- 3	±	8-24
2706	Of Thee I Sting (7)	8-17	+	8-31
2707	Walky Talky Hawky (7)	8-31	‡	9-14
2708	Fair and Wormer (7)	9-28		....
2709	Mousmerized Cat (7)	10-19	‡	12-21
2710	Mouse Menace (7)	11- 2	‡	12-14
2711	Roughly Squeaking (7)	11-23	±	4-19
2712	One Meat Brawl (7)	1-18	±	5-10
2713	Goofy Gophers (7)	1-25	‡	5-10
2714	Gay Anties (7)	2-15	±	4-19
2715	Scent-imental Over You (7)	3- 8	+	5-17
2716	Birth of a Notion (7)	4-12	+	5-24
2717	Tweetie Pie (7)	5- 3	±	6- 7
2719	Hobo Bobo (7)	5-17	‡	5-31
2720	Along Came Daffy (7)	6-14		....
3701	Inki at the Circus (7)	6-21		....
3702	Crowing Pains (7)	7-12		....
	TECHNICOLOR ADVENTURES			
2806	Adventures in South America (10)	8-10	±	8-31
	TWO-REEL SPECIALS (Technicolor)			
2007	Down Singapore Way (20)	7-20	±	8- 3
2008	Men of Tomorrow (20)	8-24	‡	7- 6
3001	Cinderella's Feller (20)	9-21	±	9-21
3002	The Last Bomb (20)	11- 2	±	9-21
3003	A Boy and His Dog (20)	4-26	‡	4-26
3004	Saddle Up (20)	3- 1	+	5- 3
3005	Song of a Nation (20)	5-31	±	5-31
	SPORTS PARADE			
2512	Ranch in White (10)	8- 3	±	8-31
2513	Dominion of Sports (10)	8-31	±	8-31
3501	King of the Everglades (10)	9-14	±	9-28
3502	Lazy Hunter (10)	10-26	±	12- 7
3503	Battle of Champs (10)	1-18	±	5- 3
3504	American Sports Album (10)	3- 8	+	3-22
3505	Let's Go Swimming (10)	1- 4	±	4-19
3506	Arrow Magic (10)	3-22	±	5-10
3507	Harness Racing (10)	5- 3	+	5-17
3508	Flying Sportsmen in Jamaica (10)	5-24	±	5-31
3509	A Day at Hollywood Park (10)	6- 7		....
3510	Tennis Town (10)	6-21		....
3511	Sportsman's Playground (10)	7- 5		....
	TECHNICOLOR ADVENTURES			
3801	Star Spangled City (10)	10-19	‡	11- 2
3802	Rubber River (10)	11-16	±	12-14
3803	Kingdom of the Wild (10)	3-15	+	4-19
3804	Circus Horse (10)	6-28		....

Miscellaneous

Republic

SERIALS

584	The Crimson Ghost 12 Chapters	10-26		....
691	Son of Zorro 13 Chapters	1-18		....
692	Jungle Girl (rerelease) 15 Chapters	4-19		....
693	Jesse James Rides Again 13 Chapters	3-21		....
694	The Black Widow 13 Chapters	6-10		....

United Artists

DAFFY DITTIES

...©The	Lady Said No (8)	4-26	‡	4-27
...©Choo	Choo Amigo (8)	7- 5	‡	7-20
...©Pepito's	Serenade (10)	8-16	‡	9-14

LOEW MUSICOLOR

...©Toccata and	Fugue (10)	10-15	‡	10-19

THE WORLD TODAY

...Wonder Eye	(10)	516	‡	5-17

IN THE NEWSREELS

Movietone News, No. 82: Truman in Missouri sounds warning to aggressors; Mississippi valley flood; Annapolis graduation; 400,000 see 40 to 1 shot at Epsom Derby; won sweepstakes, ticket; jitterbug aboard U.S. carrier in Sydney.

News of the Day, No. 280: Eisenhower and Truman plea for strong U.S. stirs war veteran; romance plays star role in Annapolis graduation; modern magic in fashions; 40 to 1 French dark horse famous at Epsom Derby; Irish sweepstakes winner.

Paramount News, No. 83: Anchors aweigh for 473 new ensigns; Argentina and Brazil display new unity; midwest flood drives thousands from homes; Truman meets 35th division war buddies; biggest Derby upset.

Pathe News, No. 85: Truman at reunion of 35th division; 40 to 1 shot wins English Derby; '47 class graduates U.S. naval academy; floods rage through vast midwest area; two presidents open Argentina-Brazil link.

Universal News, No. 46: Truman and war buddies have reunion; Willie Turnesa arrives; Parker family makes bicycle trip from Florida to Seattle; floods; windstorm; Annapolis graduation; English Derby.

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Movietone News, No. 83: Truman visits Canada; India accepts British plan for partition; floods in Missouri; fire safety device; cow bells ring new fashion note; tumbling champs; hare and hounds in Australia.

News of the Day, No. 281: Canada hails Truman championing cause of human freedom; 30,000 see girl parachutist plunge to death at air show; Jewish temple razed by Nazi marks new day in Germany; independence for India; French rail strike; new device to cut fire toll.

Paramount News, No. 84: Truman in Canada; 60,000 in protest parade; Representative Knutson on tax cut; reopen Munich synagogue; all-navy boxing bouts.

Pathe News, No. 86: Army orders 100 of world's biggest bombers; Eisenhower's son takes bride; Munich turns back calendar; highlights of Truman's visit to Canada; seven seas final all-navy boxing champ.

Universal News, No. 47: President Truman receives tremendous ovation during tour of Canada; death of girl parachutist mars air carnival at Birmingham, Ala.; Britain offers Indian leaders plans for freedom at all Indian congress at New Delhi; latest fire escape demonstrated at Atlanta; farmyard fashion show, Kent, Wash.

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All American News, Vol. 5, No. 243: U.S. Army Mothers, Post No. 12, Kansas City, Mo.; chemical capers in Peoria, Ill., laboratory; open house in the nation's largest steel yards, South Chicago; amazing funeral rites on the lonely island of Madagascar, Africa; popular Macon, Ga., teacher named spokesman for Negro veterans affairs; Negro Legionnaires meet in Macon, Ga.

SHORTS REVIEWS

Opinions on the Current Short Subjects

Champagne for Two

Para **(Musical Parades)** **20 Mins.**

Good. An entertaining featurette in Technicolor with a cast headed by George Reeves and Isabelita, a vivacious dark-eyed miss who performs some Latin American dance routines and sings "Ho! Ho! Jose" in sprightly fashion. Based on a story from Billy Rose's newspaper column, the plot concerns an elderly charwoman who reports a scheduled robbery to a night club owner in order to get a gala night out on her 50th wedding anniversary. Although the hoax is discovered, the club owner is sympathetic and understanding.

I'll Be Ski-Ing Ya

Para **(Popeye Cartoon)** **8 Mins.**

Good. Like the others in this long-lived series, now in its 16th year, this is a laugh-provoking cartoon about Popeye's efforts to win the affections of the string-beaned Olive Oyl. Bluto, who also carries a torch for Olive, resents Popeye's showing off on the ice. He knocks him out cold but Popeye defrosts his spinach can and tracks Bluto down.

In Love

Para **(Speaking of Animals)** **10 Mins.**

Good. The terms puppy love and goose pimples came from watching animals rubbing noses or beaks and this short has them making amusing comments anent their love-making. Dogs, elephants, coons, hippos, monkeys, llamas, geese, camels, porcupines and skunks all get that old love feeling and don't mind talking about it. Even a lone wolf tells us how that expression came into popular use.

Moon Rockets

Para **(Popular Science)** **10 Mins.**

Interesting. This is highlighted by color motion pictures, taken by telescopic cameras fitted into the head of a 30,000-pound rocket, which records a flight to the ionosphere, a spectacle never before seen by human eyes. Other footage is devoted to modern bathroom fixtures and gadgets which will make bathing a pleasure, and a one-man haybaler which does farming work that formerly required five men.

The Stunt Girl

Para **(Unusual Occupations)** **10 Mins.**

Good. Audiences will get a kick out of watching Hollywood's famous stunt girl, Lila Finn, tumble headlong down a long flight of steps while doubling for the star of a picture. After which, she bounds to her feet ready for another dangerous stunt. The rest of the short is routine stuff showing a family of artists who transfer desert grass and rocks into art creations, a man who carves portraits out of ivory and a collector of early American transportation vehicles.

Brains Can Be Beautiful

Para **(Pacemakers)** **9 Mins.**

Good. A trio of women, who might have gone far on their looks alone but who are also blessed with brains, are camera-analyzed in a short which will have a particular appeal to the ladies. Jacqueline Cochran, one-time director of all army air force women flyers, is now president of her own cosmetic company and an official of an airline. Eve Curie, daughter of the discoverer of radium, is currently on a lecture tour and, for the piece de resistance, the lovely Jinx Falkenburg is shown during a typical busy day that includes modeling, broadcasting and doing a television show.

Jitterumba

U-I **(Name Band Musical)** **15 Mins.**

Excellent. With dynamic Desi Arnaz carrying most of the proceedings, this reel turns out to be one of the best in the series. The band leader possesses remarkable singing, dancing and comedy talent. The reel is filmed in a night club setting, with Desi singing "El Cumbanchero" and "I'll Take the Rumba," aided by beautiful Dulcina, formerly vocalist with Xavier Cugat's orchestra. Highlight of the reel is the musical number, "Managua Nicaragua." The scene fades to a classroom, with Arnaz, in cap and gown, giving a musical geography lecture. A rumba by Dulcina and Arnaz is effective.

Exhibitor Has His Say

(Continued from page 3)

Fonda, Linda Darnell, Victor Mature. Very highly recommended to everyone—even the ones who don't like westerns will like this. Played Sun., Mon. Weather: Clear.—C. M. Garrett, Yandell Theatre, El Paso, Tex. Family patronage. * * *

Razor's Edge, The (20th-Fox)—Tyrone Power, Gene Tierney, John Payne. This one reminds me of what the father told his son when he took him to the woodshed with the razor strop: "This will do you a lot of good." Brother exhibitors, this is so dull and badly nicked that all the stropping you could give it wouldn't help much. Fox must feel proud to put this clinker in the market. Not worth much in a rural situation where the customers like real pictures instead of two hours and 26 minutes of plain, unadulterated misery. With a dud like this, no wonder we hear about print shortages. Three prints of good pictures could be made from one print of Somerset Maugham's trash. The trailer builds Fox up as the successful bidder for this tripe. In my opinion the other companies can laugh up their sleeves with Fox as the successful sucker instead of bidder. Using the Walker-of-Fruita phrasing: "Don't play this in fly time!" Played Sun., Mon., Tues. Weather: Fair.—Harold J. Johnson, Elberta Theatre, Palisade, Colo. Rural patronage. * *

UNITED ARTISTS

Abilene Town (UA)—Randolph Scott, Ann Dvorak, Edgar Buchanan. I guess things were pretty tough back in those days—at least, so this picture would lead you to suspect. But it's the type of show that will appeal to small town trade. Randolph Scott exceptionally good—Ann Dvorak a little weaker than usual.—S. C. Onerheim, Community Theatre, Luseland, Sask. Small town and rural patronage. * * *

Outlaw, The (UA)—Jane Russell, Jack Buetel, Thomas Mitchell. Business was terrific but nearly half of the comments I heard were sour. For my part I thought this a good, rough western—nothing more, nothing less. Houston does another fine job, as does Thomas Mitchell. Most comments were that Russell can't act, but with what she's got, I couldn't see how they could expect her to act, too. Anyway, no one walked out. It's entertainment and I found nothing more objectionable in this than in about half of those we get any more. Played Sun., Mon. Weather: Fair.—R. C. Walker, Rialto Theatre, Fruita, Colo. Rural patronage. * *

Rebecca (UA)—Reissue. Laurence Olivier, Joan Fontaine, George Sanders. One of the best of the reissues. Excellent acting. Played Mon., Tues.—James C. Balkcom, Gray Theatre, Gray, Ga. Small town patronage. * * *

UNIVERSAL-INTERNATIONAL

Black Angel (U-I)—Dan Duryea, Peter Lorre. Played with "One More Tomorrow" (WB), a comedy-and-drama combination hard to beat—at least, that's the way my patrons like them. The films are good. Played Tues., Wed., Thurs. Weather: Clear.—C. M. Garrett, Yandell Theatre, El Paso, Tex. Family patronage. *

Canyon Passage (U-I)—Dana Andrews, Brian Donlevy, Susan Hayward. Many have been the laurels heaped upon Wanger's brow for this small town bonanza, but we'll toss another wreath his way and hope for another one like this. There would be nothing altruistic in another venture of this nature, considering the cash he collected here. Played Sun., Mon.—Gray Barker, Lyric Theatre, Glenville, W. Va. Rural, small town and college patronage. * * *

Inside Job (U-I)—Preston Foster, Alan Curtis, Ann Rutherford. I double billed this and didn't do so hot. Played Wed., Thurs. Weather: Warm.—Harland Rankin, Plaza Theatre, Tilbury, Ont. General patronage. * * *

WARNER BROS.

Corn Is Green, The (WB)—Bette Davis, John Dall. Rather disappointing was this picture of the old country. It was just too hard to believe and people just don't go for it. Played Thurs., Fri., Sat. Weather: Good.—S. C. Onerheim, Community Theatre, Luseland, Sask. Small town and rural patronage. * * *

Devotion (WB)—Olivia de Havilland, Ida Lupino, Paul Henreid. A great drama picture for the particular patrons. Superb acting by Ida Lupino and Olivia de Havilland. Played Fri., Sat. Weather: Clear.—C. M. Garrett, Yandell Theatre, El Paso, Tex. Family patronage. *

Escape in the Desert (WB)—Helmut Dantine, Philip Dorn. A remake of "The Petrified Forest" with Nazi angle. It was a little old and had a wartime theme but was still enjoyed by those who saw it. The hero had a foreign accent which was a little hard to understand but it was still good filmfare, regardless of that fact. Played Wed., Thurs. Weather: Rainy.—Dinkle & LeMaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

Man I Love, The (WB)—Ida Lupino, Robert Alda, Andrea King. This was an excellent movie but commencement exercises of the school held attendance to below average. Played Mon., Tues.—James C. Balkcom, Gray Theatre, Gray, Ga. Small town patronage. * * *

Nora Prentiss (WB)—Ann Sheridan, Kent Smith, Bruce Bennett. These heavy dramas and tragedies never do any business in a small town, so business was poor. Played Wed., Thurs. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Time, the Place and the Girl, The (WB)—Dennis Morgan, Jack Carson, Janis Paige. Musicals are not popular here, but this was a bright exception to the rule. It was very well accepted and drew a good average business. Warners made a very poor trailer on this and it hurt. Should have pulled it. Common patron comment heard was: "Better than I thought it would be." Played Sun., Mon. Weather: Good.—R. D. Fisher, Star Theatre, Willow Springs, Mo. Small town and rural patronage. * *

Wild Bill Hickok Rides (WB)—Bruce Cabot, Constance Bennett, Warren William. This should be able to stand alone in small towns—it's better than most of Warners' current product. Doubled with "Wild Beauty" (U-I) to excellent Fri., Sat. business. Weather: Rain.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

I Wonder Who's Kissing Her Now F

Musical Romance

20th-Fox (——) **104 Minutes** **Rel. Aug. '47**

George Jessel polishes up the successful 20th-Fox Technicolor musical formula with outstanding backgrounds, sparkling production numbers and humorous interludes. A name cast, catchy tunes, lavish costumes and excellent musical arrangements add appeal to a nostalgic theme. It is the story of show business at the turn of the century, and the career of Joseph Howard, songwriter and producer, played by Mark Stevens. June Haver is appealing and talented as a stage-struck, teen-ager who becomes a star. The supporting cast, including Martha Stewart, Lenore Aubert and Reginald Gardiner, contributes to the musical entertainment. Stevens reaches the top in the theatrical world after two disillusioning romances with musical stars. He realizes Miss Haver is his true love when she stars in his show. Solid entertainment for all age groups. Directed by Lloyd Bacon.

June Haver, Mark Stevens, Martha Stewart, Reginald Gardiner, Lenore Aubert, William Frawley, Gene Nelson.

Sport of Kings F

Outdoor Drama

Columbia (——) **68 Minutes** **Rel. June 26, '47**

The old racing story is presented again, though on a scale much smaller than that of "Flicka" or "Homestretch." It well survives retelling: About the central character, a colt, are grouped several human beings beset by difficulties financial and romantic. As the season's first race nears they eye their stopwatches, dose him with medicines, feel his legs. He loses. Then a dozen complications arise to knot the hearts of the fans. The colt nevertheless is entered in the Big Race, which he wins in the stretch by a dash from last place, paying off at 83 to 1; all the knots, romantic and financial, are cut. The film comes during the racing season and should cash in also on interest aroused by its bigger brothers. Director Robert Gordon wrings the last ounce of tension from the racing scenes. Harry Davenport's performance, as the grand old man more than offsets the wooden work in the other top roles.

Paul Campbell, Gloria Henry, Harry Davenport, Mark Dennis, Clinton Rosemond, Harry Cheshire, Louis Mason.

Stepchild F

Drama

PRC Pictures (703) **70 Minutes** **Rel. June 7, '47**

The engaging and natural performances by two child actors, Tommy Ivo and Gregory Marshall, are the saving grace of an otherwise artificially contrived melodrama of divorce. Brenda Joyce and Donald Woods offer fair name value but the picture never rises above the caliber of a mild supporting dualer for neighborhood spots. The story is trite and Director James Flood has permitted Terry Austin to overact the role of a heartless second wife to the extent that sophisticated patrons will snicker instead of shudder when she brings out a rope to punish her stepchildren. Most of the well-worn cliches are employed in the tale of two young boys whose father gets a divorce because he refuses to live off his wife's income. He then marries a designing female who starts to mistreat her stepchildren. The boys eventually reunite their parents.

Brenda Joyce, Donald Woods, Terry Austin, Tommy Ivo, Gregory Marshall, James Millican, Selmer Jackson.

Carnival of Sinners A

Drama

Distinguished Films **83 Minutes** **Rel. ————**

Made in 1946, this Gallic variation of the Faust theme has better photography and more elaborate production than the prewar French product. Although the film is weird and unusual enough to appeal to the avid horror devotees, it has no familiar cast names and will probably be relegated to the art theatres or to the French-language communities. While the opening introduces too many unnecessary characters, the lengthy flashback sequence tells a fascinating tale and Director Maurice Tourneur maintains suspense up to the tragic climax. The idea is similar to Warners' "The Beast With Five Fingers" in which a detached hand also engendered many shuddery scenes. Pierre Fresnay gives an intense portrayal of an unhappy young artist who buys a grisly talisman, a detached hand which brings him wealth and fame but represents the sale of his soul to the Devil.

Pierre Fresnay, Josseline Gael, Palau, Noel Roquevert, Jean Coquelin.

Copacabana F

Musical Comedy

United Artists (——) **92 Minutes** **Rel. May 31, '47**

Groucho Marx, Carmen Miranda and several other bright lights of song and dance, including the Copa Girls, are dealt thick slices of screen time for their special talents in this top-budget production and, happy to relate, there is a clever and fast-moving story to tie together the film's many entertainment values. The plot deals with Carmen, a singer who, with the help of her agent Groucho, is booked for two singing jobs at the Copacabana—one as a Brazilian and the other as Mlle. Fifi, a French star. The manager thinks he has two singers; a mixup soon develops through Carmen's attempt to play the double role; and the job of liquidating Fifi is presented. Groucho is charged with murder, but is cleared after the customary Marxian antics. A credit to Producer Sam Coslow and Director Alfred E. Green. There is every indication the picture will be a winner in all situations.

Groucho Marx, Carmen Miranda, Gloria Jean, Andy Russell, Steve Cochran, Desi Arnaz, Earl Wilson, Louis Sobol.

Saddle Pals F

Comedy Drama

Republic (684) **72 Minutes** **Rel. June 15, '47**

It's an Autry picture, which fact, plus the misleading title, gives promise that it's a western, a commitment the picture misses by a wide margin. With the exception of costumes, background scenery and a few musical interludes, the film gets as far away as is possible from the traditional accouterments of a sagebrush saga. There's only one shot fired in the entire picture (and that one at the oar of a boat), there are no chases, no rustlin', no Indians, no nothin'—except a short climactic bout at fisticuffs. As to general content the story—and it's formula all the way—might just as well have been located in Wisconsin or Kentucky. Consequently, the galloper addicts attracted by the Autry name and the title are sure to be disappointed, which well they should be inasmuch as it's probably the weakest vehicle the crooning cowpoke has ever graced. Directed by Lesley Selander.

Gene Autry, Lynn Roberts, Sterling Holloway, Irving Bacon, Damian O'Flynn, Charles Arnt, Jean Van, Tom London.

Web of Danger F

Drama

Republic (616) **58 Minutes** **Rel. June 10, '47**

Around some dull stock shots of floods and bridge building, an attempt is made to build a drama about the lives, loves and dangers of the men who build bridges. The stock shots, uninteresting though they may be, are the best parts of the picture. As to the story, the performances and the direction that attempt to knit the canned footage together, no more amateurish job of film making has come out of the Valley studio in many months. With so little of production and entertainment value and with no drawing power in the cast, the film will remain undistinguished even on the nether side of the most inconsequential double bills. The lone gal in the cast is the object of the affections of the superintendent and the foreman of the construction gang. When they are not engaged in fisticuffs or in mugging they jockey for her love. Directed by Philip Ford.

Adele Mara, Bill Kennedy, Damian O'Flynn, Richard Loo, Victor Sen Young, Roy Barcroft, William Hall.

News Hounds F

Comedy Drama

Monogram (622) **68 Minutes** **Rel. July 5, '47**

If the shade of Horace Greeley should stalk Monogram studio for the next few months it might be attributable to the contents of this one which undertakes to have those bombastic Bowery Boys portraying newspapermen. But like most predecessors in the series—and regardless of what line of activity the ubiquitous urchins pursue—the basic plot is the same, to wit, the boys undertake to expose a racket which they succeed in doing after the usual assortment of clowning, sleuthing and mugging. This time the villains belong to a gang which fixes sporting events, a situation that gives the picture a timely twist. Whether the entry assays a cut below or above the average is hardly relevant. Showmen who regularly book the features know by now when they should be played and how much value they contribute to the double bills. Directed by William Beaudine.

Leo Gorcey, Huntz Hall, Bobby Jordan, Gabriel Dell, Billy Benedict, David Gorcey, Christine McIntyre, Tim Ryan.

EXPLOITIPS

Suggestions for Selling; Adlines for Newspaper and Programs

SELLING ANGLES: **"Copacabana"**

For marquee magnetism, magnify Marx, Miranda and Russell, who is getting quite a play on the juke boxes. Get disc jockeys and record shops to plug Russell records and your film. Several New York columnists appear in the picture. Ask your own about-town columnist to write from that angle: "We haven't made the movies yet, but," etc. The beautiful Copa Girls suggest tieups with dress shops and beauty shops.

CATCHLINES:

Laugh With the Gay, Demented Comedy of Groucho Marx . . . On the Loose in New York's Scintillating Copacabana . . . With Carmen Miranda, Gloria Jean, and Those Gorgeous Copa Girls.

Drift Away—on Sparkling Music—With the Delirious Dances of Desi Arnaz and a Chorus of Beautiful Girls . . . It's a Riot of Music . . . Young Love in Gay Song With Ardent Andy Russell.

SELLING ANGLES: **"Saddle Pals"**

Copy various cattle brands on 11x14 cards and string them about your lobby. Get plugs for "Saddle Pals" on local radio record programs whenever western music is played. Interest a cooperative newspaper's food editor in featuring typically "western" menus and dishes. Furnish the editor with guest tickets to be offered for the best recipes contributed by readers.

CATCHLINES:

Swindlers Staking All on a Bullet-Blazing Gamble! . . . Hats Off—to a Star-Blazing Action Musical . . . Only Gene Autry Stands Between the Crooks and the Ranch They Are Scheming to Ruin . . . The Fightingest Man in the West With Two Guns or Two Fists . . . Autry to the Rescue!

Outshootin', Outridin', Outfightin' the West's Worst Badmen! . . . Gun Blazing Action—Fist Swinging Justice . . . Here Comes Autry—in a Two-Gun Blazing Fury to Right the Badmen's Wrongs!

SELLING ANGLES: **"Web of Danger"**

Since the story revolves around a bridge, make tieups with toy stores selling Erector sets and similar construction toys. Sponsor a contest in which patrons of the restaurants in town select their favorite waitress, who can be awarded a prize donated by a local restaurant owner. Make up a lobby display with flood pictures and headlines clipped from newspapers and magazines.

CATCHLINES:

Thrills and Action Do a Photo Finish in a Race to Beat a Storm . . . Where Jealousy Lies—and Danger Strikes . . . Two Hard-Fisted Men Battle the Elements and Each Other . . . They Clash With a Crash! . . . Bill Kennedy Against That Handsome Bulldog of a Man, Damian O'Flynn!

Whammo! The Ruggedest Pair in Pictures Pair Off! . . . Here's a Story Cram-Full of Excitement and Adventure, So Don't Miss a Single Minute of It!

SELLING ANGLES: **"News Hounds"**

Send out a newsboy to distribute papers on which is printed, "Bowery Boys Expose Sports Fix—at the ..... Theatre." All of the Bowery Boys are distinctive types. Why not stage a hunt for doubles for them and award free passes to the winners? Get a bunch of the toughest looking youngsters in town to parade around carrying placards advertising the film.

CATCHLINES:

The Gang Is Here Again! Wacky! Screwy! . . . America's Favorite Rascals in Their Timeliest, Rough-and-Readiest Hit! . . . Fast, Furious and Funny! Those Riotous Rascals Are on the Loose Again! . . . Head for Cover, Folks! Those Bowery Wildcats Are Busting the Fight Racket Wide Open!

The Tough Kids' Latest Screen Adventure Reaches New Heights of Hilarity and Action—Don't Miss It!

SELLING ANGLES: **"I Wonder Who's Kissing Her Now"**

Theatremen may play up this film from various angles to appeal to a wide audience. A group of four youngsters from a local school glee club may be sent through town to sing the title song on downtown streets and distribute heralds. The title is well suited to teaser ads. A cosmetic tieup with a department store on lipstick may be arranged, i.e., "Everyone Wants to Kiss the Girl Who Uses ..... Lipstick." Stress the song in ads.

CATCHLINES:

Songs You'll Long Remember . . . Sparkling Dance Numbers, Haunting Melodies . . . You'll Award This Film an "E" for Entertainment . . . Nostalgic Story of Show Business . . . Music, Romance, Dances and Your Favorite Stars.

Mark Stevens Returns in His First Musical Role . . . The Most Lovable, Laughable Picture of the Year . . . It Has Everything From Stars to Haunting Songs . . . Luscious June Haver in a Lovable Role.

SELLING ANGLES: **"Sport of Kings"**

Use a radio or newspaper quiz on horse-racing (How long is a furlong? What year did Whirlaway win the Kentucky Derby?) As ballyhoo, have a rider in jockey attire ride through downtown streets. Try to land a feature article on racing, or on veterinary use of sulfa and penicillin. If there's a track near, go to town with posters, throwaways; get a race named after the film and bring the winner to the theatre.

CATCHLINES:

All the Glorious Romance and Pounding Excitement of Kentucky's Fabulous Sport of Kings . . . Another Racetrack Thriller . . . A Heart-Racing Story . . . Bluegrass Bluebloods Pounding Down the Track.

Headlong Thrills From the Heart of Kentucky . . . A Thrilling Tale of Young Hearts, Fast Horses and Big Money . . . From Ruin to Riches . . . In a Gripping Dash Down the Stretch.

SELLING ANGLES: **"Stepchild"**

While the picture's name value is mild, the title suggests tieups with toy shops and boys' wear stores using copy such as "Don't Make Your Boy a Stepchild, Buy Him a Toy or a New Suit at ——" Use contrasting photos of Brenda Joyce, as the smartly garbed mother in "Stepchild" and as Tarzan's mate in the series of RKO films. Arrange a showing for local Parent-Teacher groups to discuss the problem of children of divorced parents.

CATCHLINES:

Children of Divorce Become Playthings of a Cruel Fate . . . Must the Innocent Offspring Be Made to Suffer for Their Parents' Marital Mistakes? . . . Only a Mother Can Know the Workings of Her Child's Mind.

A Picture Which Dares to Tackle One of America's Greatest Problems—Children of Divorce . . . Forced to Bend to the Will of a Selfish Stepmother Instead of the Mother They Really Loved . . . A Picture Every Parent Should See.

SELLING ANGLES: **"Carnival of Sinners"**

Although this French-language film will have little appeal outside the art theatres, dress an usher or doorman in a carnival costume with a hideous mask to attract the horror devotees. As the picture, which was originally titled "The Devil's Hand," deals with a living hand that has supernatural powers, make a tieup with an art or novelty shop for a display of plastic or bronze hands, now becoming increasingly popular as ornaments. Director Maurice Tourneur, who made many Hollywood films prior to 1936, will be a familiar name to many art theatre patrons.

CATCHLINES:

The Devil's Hand Made Him Famous But He Lost What He Cherished Most on Earth . . . A Macabre Symbol Which Brought Unhappiness to Eight Generations of Sinners . . . Mad, Macabre and Mystifying.

The Great Maurice Tourneur Directs a Noteworthy Postwar French Film . . . A Weird Assemblage Under the Domination of a Detached, But Still Living, Hand.

The Industry's Market for Purchase or Sale of Equipment, Theatres, Service

• **Classified Ads 10c Per Word, Payable in Advance. Minimum $1.00. Display Rates on Request.** •

CLEARING HOUSE

GENERAL EQUIPMENT—USED

Guaranteed Good—Surplus Sound Outfits—Reduced, Too! 16mm RCA, $149.50; Bell & Howell, Ampro, Victor, DeVry, $195 up; Amproarc HI $1,295. 35mm Holmes LI Arc Equipments, $1,295; DeVry HI theatre equipments, $2,495; rebuilt Super Simplex outfits with RCA Sound, $3,850. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

Latest Motiograph K Projector Mechanisms with changeover, rebuilt, $695; Brenkert, $795; Century, $595; Super Simplex, $650; ticket machines, 2 unit, hand operated, $99.50; 3 unit, $135; Brenkert 50A High Intensity Rectifiers, $99.75. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

Heavy Duty blowers, ball-bearing equipped, 15,000 cfm to 50,000 cfm. Air washers, all sizes. Hydraulic drives two and four speed motors and controls. Immediate delivery. Dealers wanted. National Engineering and Mfg. Co., 213 W. 19th St., Kansas City, Mo.

Holmes factory rebuilt 16mm Arc projector, 30 watt amplifier speaker, $650. Pair Motiograph heads and magazines hardly used, $100. Russell Schiect, 1840 Morse Ave., Chicago 26, Ill.

Simplex projectors, arc lamps, rectifiers, complete line of genuine replacement parts for United Research sound equipment. Weber sound equipment for Powers projectors. Prewar prices. Bodelson & Company, 10-38 Jackson Ave., L. I. City, N. Y.

For Sale: Complete theatre equipment. 400 upholstered American seats; 2 regular model Simplex machines with Brenkert lamps; 2 Weber sound heads; Operadio double channel amplifier; 2 rectifiers. York refrigeration unit, 10-ton capacity. Rugs, drapes, etc. Can be seen in operation. Call manager Wisconsin Theatre, Wisconsin Rapids, Wis.

Pair DeVry 2,000 ft. portable sound projectors and speaker $600. In use in theatre till now when replaced by arc machines. Tamaroa Theatre, Tamaroa, Ill.

Two Simplex machines complete with strong lamps, rectifiers, RCA sound, speakers, amplifiers, film cabinet, magazines, pedestals. All perfect. $1,000. American Theatres, Inc., 208-212 Quail St., Albany, N. Y.

Holmes 16mm Sound Projector, like new. $350. Box 69, Boxoffice, 9 Rockefeller Plaza, N.Y.C.

Complete Projection equipment. Two Powers 6B Projectors. Series II Cinephor lenses, Syncrofilm Sound Heads, Operadio Amplifier, stage speaker, Morelite low intensity lamps, Forest rectifiers. All A-1. $500 takes all. A. L. Geyer, East Troy, Wisc.

Practically new 16mm Sound Projector and special Roadshow film. Money Maker. First $350 takes all. Box 155, Warner, Okla.

Complete equipment for your theatre. Two Powers 6B complete. Cleveland Sound system complete. Ready to go. Can be seen in operation now. No reasonable offer refused. Act now. J. O. Guthrie, New London, Ohio.

Pair Simplex Portable Projectors, RCA Sound, Screen, 300 upholstered chairs. Complete, $2,000. Anthony Calcagno, Box 102, Gramercy, La.

Available: One pair of Cyclex Projector lamps complete, ready to operate, in A-1 condition. These lamps are now in operation and can be shipped in two weeks. Also two A.C. inductors for emergency use with switches, complete $500. Norfolk Theatre Supply Co., 2706 Colley Ave., Norfolk, Va. Phone 53818.

One Century Roth MG set, 25-30 amp., like new, with ballast Rheostat panel board control meters, starting switch. Bargain $175. Closing out, lots of other used equipment. Bargain price. Stebbins Theatre Supply, 1804 Wyandotte, Kansas City, Mo.

Sell, pair good late model ESF DeVry 35mm Portables, ND-30 watt Amplifier-Monitor. $750. A. & T., Wickes, Ark.

Two Simplex Projectors with factory rebuilt mechanisms having all new spiral and shock-proof gears, new double bearing movements and rear shutters, with five point pedestals and 16-inch upper and lower magzines. A real buy at $1,200. Two Holmes semi-professional sound projectors complete with heavy bases, 2,000-foot magazines, Brenkert low intensity arc lamps, rectifiers, projection lenses, 30 watt amplifier and speaker system and electric changeovers, all for $1,300. One Ultraphone sound system complete for Simplex, $400. One RCA sound system complete for Simplex, $500. One Western Electric system complete for Simplex, $450. Two Motiograph low intensity arc lamps, $150 pair. Two Jewell low intensity arc lamps, 10-inch mirrors, $185 pair. Five-foot rewind tables, $25.50. Ten compartment film cabinets, $30. New 15-inch welded wire reels, $2.40 each. New 15-inch aluminum reels, $2.75 each. One used Lightning Change maker, $45. Theatre Equipment & Supply Co., 641 North Seventh St., Milwaukee 3, Wis.

Two 35mm DeVry Machines, complete with lamp houses, boxes and rectifiers. Less than 100 hours of operational use. $2,500. F.O.B. Streator, Streator Township High School, Streator, Ill.

GENERAL EQUIPMENT—NEW

Poster Cases—Stainless steel, 40x65 glass size, equipped with cold cathode tube illumination around entire case. Immediate delivery. All other sizes, delivery in 10 days. Literature upon request. Ben B. Poblocki & Sons, 2159 South Kinnickinnic Ave., Milwaukee 7, Wis.

Drive-In Theatre Projection and sound equipment. Brand new; nothing else needed, $2,974. Theatre equipment $2,794, and $2,280, complete and installed. Ace Camera Supply, 116 N. Dargan, Florence, S. C.

STUDIO EQUIPMENT

BH Silenced Studio Single System Camera with galvanometer; rackover; 1,000 ft. magazine; 6 lenses and vertical viewfinder, $4,250; Cinemart Hollywood Recording outfit complete, $2,250; Eyemo Turret 3, lenses; rackover; magazine; freehed tripod; motor, etc., $1,395; Eyemo Bombspotter Cameras, $119.50 less lens; WE Dynamic Microphones, $39.50; new Bell & Howell 16mm Sound Printers, $3,250; 2,000 W Studio Spots, $67.50; New Mitchell 24V Motors, $295; new 35mm Film Phonograph, $795. Send for latest stocklist. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

35mm Camera Bargains: Akeley 200 ft. newsreel, Gyro Tripod, $745; DeVry 100 ft. automatic, Sound speed and aperture, fast lens, $195; Universal 200 ft. Zeiss lens, built-in dissolve, $150. Woodward, 24 Lenox, Uniontown, Pa.

THEATRE SEATING

200 Veneer Chairs, rebuilt, $3.95; 1,050 Heywood-Wakefield full upholstered back, boxspring cushion chairs, excellent, $4.95; (rebuilt $5.95); 340 General full upholstered back, boxspring cushion, rebuilt, $7.95. Wire for list. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

Several thousand used upholstered opera chairs on hand. We are headquarters for the cream of the used chair crop. We pick the lots that we think you will like. We furnish proper slope and sections desired to fit your theatre. Our many years experience in the seating business is your guarantee. Write for exact photo and price. We have parts for all makes of chairs. Also, leatherette 25x25 in. all colors, 55c ea. Good quality. Chicago Used Chair Mart, 829 So. State St., Chicago 5, Ill.

Fensin Chair maintenance headquarters has all parts and accessories for all chairs. Also upholstery fabrics and theatre chair supplies. Send us your sample for quotation. Repair service available right in your theatre also. Fensin Seating Co., 62 E. 13th St., Chicago 5, Ill.

1,200 Used Spring cushioned theatre chairs, $1.50 ea., and $3.50 ea., complete. Immediate delivery. Russell Chair, 2567 McClellan, Detroit, Mich. Phone LENox 3445.

Theatre Chairs, 3,000 used spring cushioned part full upholstered back and part insert panel back, with spring edge and box spring cushions. 1,000 veneer chairs, 800 good backs, 500 spring cushions and hinges. Write for prices and photographs. Immediate delivery, advise how many you need. We export chairs anywhere. Jesse Cole, 2565 McClellan Ave., Valley 2-3445, Detroit, Mich.

Sewn Delux seat covers and sewn slip covers, reversible type, for all brands seats. Fredis Theatre Service, Vina, Ala.

1,623 American Seats, late model, insert panel, spring edge cushions, immediate delivery. Also 255 late model American seats, full upholstered back, spring edge cushions, 8 months old. Also veneer chairs. Wire, write or phone, HARrison 4219. Ace Chair & Carpet, Inc., 1428 S. Wabash Ave., Chicago 5, Ill.

For Sale: 169 Veneer seats, all in good condition. F. M. Kahle, Brewster, Kas.

1,000 American box spring, cushion panel back for level floor, $4.00 each. F.O.B. Albany, N. Y. Albany Theatre Supply Co., 1046 Broadway, Albany, N. Y.

850 fully padded metal lined back and spring cushions, A-1 condition for sloped floor, 19-20 inches wide, $4.75 each F.O.B. Albany, N. Y. Albany Theatre Supply Co., 1046 Broadway, Albany, N. Y.

1,400 fully padded backs spring cushion, 19-20 inches wide for level floor, $3.50 each, F.O.B. Rochester, N. Y. Albany Theatre Supply Co., 1046 Broadway, Albany, N. Y.

1,000 American full upholstered back spring cushion, 10 years old. 19-20 inches wide, $5.50, F.O.B. Rochester, N. Y. Albany Theatre Supply Co., 1046 Broadway, Albany, N. Y.

Special transportation rates are now available to all exhibitors in southern states and sample chairs can be inspected before purchase. Write, wire or call for details. Jack McGrath, Albany Theatre Supply Co., 1046 Broadway, Albany, N. Y.

800 complete rebuilt box spring, veneer back theatre chairs, $5.50 each. 1,000 reconditioned plain veneer chairs, $3.50 each. Other lots. Ask for photos. Bodelson & Co., 10-38 Jackson Ave., L. I. City, N. Y.

THEATRES FOR SALE

West Virginia. One of best small town theatres in state; doing good business; will stand rigid investigation; health only reason for selling. Box 2749, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Two, Northern Oklahoma town 8,000. Excellent equipment. 1,300 seats. Tremendous trade territory. First and second run. Principal property included. $90,000. $50,000 down. Exceptional opportunity. First time offered. Exclusive with Arthur Leak, Theatres Exclusively, 3422 Kinmore, Dallas, Tex.

Only theatre rich Northeast Texas town 2,200. 425 seats, mostly new. New Century RCA. First time offered. Exceptional. Arthur Leak, Theatres Exclusively, 3422 Kinmore, Dallas, Tex.

Highly equipped action theatre. Oklahoma's finest city; 200,000 population. 415 upholstered seats. E-7s. 4 Star. Simplex High Lamps. $25,000. Half down. Arthur Leak, Theatres Exclusively, 3422 Kinmore, Dallas, Tex.

Two subsequent run houses in good West Virginia towns and one coal camp town in Virginia. Will sell separate. Box 2761, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Theatre—300 seats. Equipment and lease. Low rent. County seat town of 2,500 population near coast. Cash price, $14,500. **Theatre**—Near coast. Cement building, 392 seats. Grossing $1,525 month plus candy and popcorn. Total price $20,000. $11,000 cash required. Balance $125 month, interest 4%. J. C. Butler, A.B.C. Brokerage Co., 304 S.W. 4th Ave., Portland, Ore.

Theatre Exchange Co., the only exclusive theatre brokers in the northwest, offer the largest selection of theatres for sale or lease. Write for list. 201 Fine Arts Bldg., Portland 5, Ore.

Theatre Exchange Co. Listing No. 135 in Portland, Ore. 420 seats, mostly new. New carpet and decoration. Soft drinks, candy and popcorn. Steady family trade. Owner says $2,000 gross. Price $32,500. $50 week rent including heat. Terms. 201 Fine Arts Bldg., Portland 5, Ore.

Theatre Exchange Co. Listing No. 134 in Washington county seat. Only theatre. Film circuited with next town. New sound, carpet and seats. Simplex HI Lamps. Owner says $1,600 gross, and increasing. Bldg. included for $42,500. Terms. 201 Fine Arts Bldg., Portland 5, Ore.

Theatre Exchange Co. Listing No. 128 in booming Oregon lumber and farm community. New RCA booth. 320 seats. Gross increasing 20% yearly last 3 years. Modern bldg. included for $22,500. Terms. 201 Fine Arts Bldg., Portland 5, Ore.

Theatre for Sale: Small town, in good farming district in northwest Kansas. Good building, brick front, small living quarters. Many improvements added this year. 377 seats (160 cushioned). Good equipment, showing six nights a week. Showing profit. Sickness reason for selling. Everything sells, price $20,000. If interested, see or write F. M. Kahle, Mgr., Liberty Theatre, Brewster, Kas.

Theatre for Sale, town 600 with carbon black plant nearby with additional 600 people. 240 spring cushion full upholstered seats, new Holmes equipment, new roof on building. Building just remodeled, new air conditioning, perfect sound. Theatre grossing better than $1,000 per month. New Super-Star popcorn machine doing $50 week business. Price $11,000 includes building, real estate and all. Brick, tile, stucco building with new Neon sign. Write Matthew N. Seal, Pic Theatre, Satanta, Kas.

For Sale: Finest small town theatre in middle west, located central Iowa. $65,000. Terms. Box 2765, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Beautiful new theatre, east Texas town 1,300 population. Large rural population. Nearest theatre 15 miles. New sound, new cushion chairs, new washed air cooling. Making money. Good lease. $11,000 some terms. Box 2766, Boxoffice, 825 Van Brunt Blvd., Kansas City, 1, Mo.

6 Virginia theatres for sale. Reasonable terms to responsible theatre operators. Located in Norfolk, Portsmouth, Newport News. Jewel Productions, 165 West 46th St., N. Y.

One of the best small town theaares, new Simplex machines, new Silver Star popcorn machine. Good brick building. $12,500 cash for building and equipment. Sylvia Theatre, Sylvia, Kas.

Only Theatre, Texas County Seat 2,300. First time offered. Attractive front, good equipment. Highly profitable. Private sale. $20,000 down. Arthur Leak, 3422 Kinmore, Dallas, Tex.

Iowa Theatres: $3,500, $6,500, $10,000. Particulars free. Wilson, Albia, Iowa.

Only theatre, town of 1,000, within 20 miles of Springfield, Ill. Just completing remodeling. 240 seats. Good equipment. HI arcs. Good income for anyone wishing to settle in a small town. $8,000 cash. Building rent $15 month, lease available for any number of years desired. Ideal for man and wife. Reply to 2932 So. Third St., Springfield, Ill.

THEATRES FOR SALE—(Cont.)

Deluxe 400 seats central Illinois, town 2,500, new building 1941. Owner selling account health, $33,000 down. The Savereides, 1217 Blum Bldg., Chicago, Ill.

Theatres: Illinois, Indiana, Missouri, Kansas, Nebraska, Iowa, Minnesota. The Savereides, 1217 Blum Bldg., Chicago, Ill.

Texas: Small town theatre, grossing $18,000 annually. $14,500. Box 2776, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

THEATRES WANTED

Sell Your Theatre Privately. Confidential correspondence invited. References. Arthur Leak, Theatres Exclusively, 3422 Kinmore, Dallas, Tex.

Will pay cash for small-town theatre southern California. Exhibitor desires permanent location. No agents. Write Mgr., 1239 Stanford St., Santa Monica, Calif.

Will pay cash for small town theatre California. Exhibitor desires permanent location. Not interested city theatres. Address 234 North Reese Place, Burbank, Calif.

HELP WANTED

Wanted: Experienced, sober, dependable, three shows daily, six-day permanent position to right man. Write Soo Amusement Co., Sault Ste Marie, Mich. State starting salary and reference.

POSITIONS WANTED

Projectionist: 22 years experience on all types of equipment. Desires permanent employment. Anywhere in U.S.A. Box 2754, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Manager: At liberty after June. 25 years experience. Knows theatre business and publicity; city manager of several theatres. Now employed by West Coast chain. Single, no bad habits; bonded; guaranteed satisfaction. Write Box 2759, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Manager: Family. Trained all phases. Perfect references. Future important. Prefer Texas, adjoining states, independent theatres. Box 2763, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Manager: Ten years experience. Desires good connection. Write or wire Box 414, Hamlet, N. C.

Projectionist: 32 years old, over 12 years experience, all types of equipment. Now employed, desires change. Looking for theatre operator who will appreciate the efforts of an experienced and conscientious projectionist. Would consider sound and projection maintenance for small circuit. Prefer southwest or far west, but will consider other location. Sober, reliable, best references. Box 2770, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Projectionist, 25 years experience, Ohio, Penn., W. Va., available, married, sober, family. Write Box 36, Boxoffice, 86 Van Braam, Pittsburgh, Pa.

Projectionist or Manager or combination. General maintenance. Machine-Sound repairs. 23 years experience. Married, sober, reliable. Interview any distance. Projectionist, 2324 Orchard, Chicago, Ill.

Manager availble July 1. Reliable, experience, result-getter. Prefer salary and bonus proposition. Eastern states only. Box 2777, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

EQUIPMENT WANTED

Spring cushion seats and one kilowatt Suprex Strong Lamps. Highest cash prices. Bruno Theatrical Enterprises, 260 Knickerbocker Ave., Brooklyn 21, N. Y.

BUSINESS STIMULATORS

Comic books again available as **premiums,** giveaways at your kiddy shows. Large variety latest 48-page newsstand editions. Comics Premium Co., 412B Greenwich St., New York City.

Bingo with more action, $2.25 thousand cards. Also other games. Novelty Games Co., 1434 Bedford Ave., Brooklyn 16, N. Y.

Bingo Games. No license necessary. Screen Dial $20. Cards for 75 or 100 number game, $275 per thousand. Ten thousand or more, $2.50 per thousand. Premium Products, 354 West 44th St., New York City.

Comic books given free. Increases kiddy matinee business. Identical books selling for 10c. Available now to theatres only for 3c each. Sidney Ross, 334 West 44th St., New York.

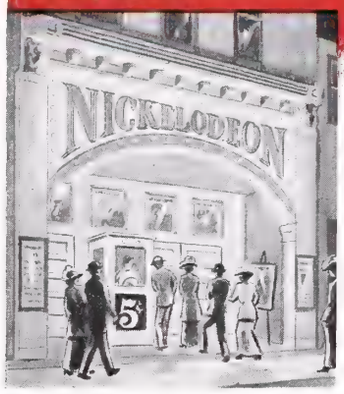
Attention! Attention! Being a theatre manager you undoubtedly want to increase your boxoffice 100%. You will do so by playing the new amazing program Screen Movie Stars Night. Write for details. Motion Picture Amusement Co., Box 5427, Ybor City Sta., Tampa, Fla.

MORE CLASSIFIED ON PAGE 42

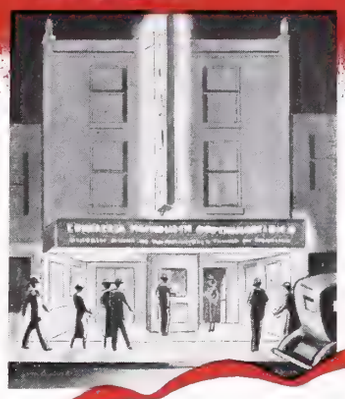
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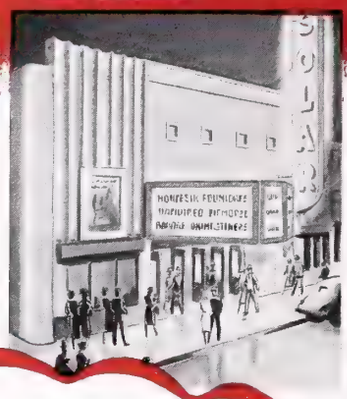
1911 1924
More theatres equipped with *SIMPLEX* than any other projector.



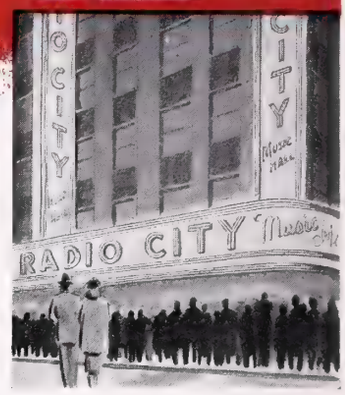
1925 1935
More theatres equipped with *SIMPLEX* than any other projector.



1936 1946
More theatres equipped with *SIMPLEX* than any other projector.



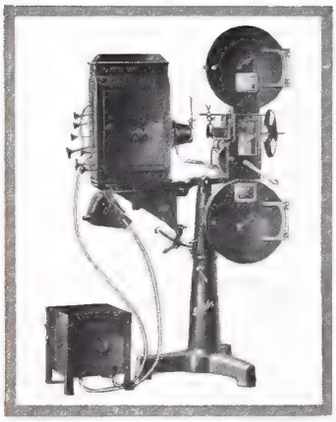
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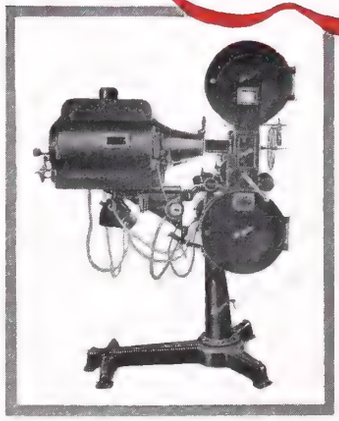
There's a Reason!

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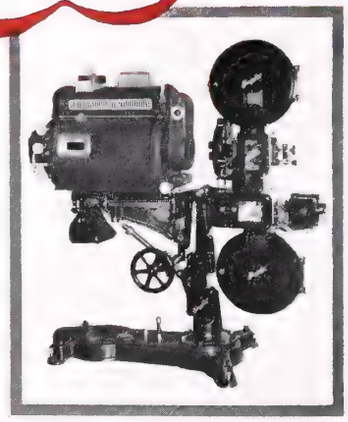
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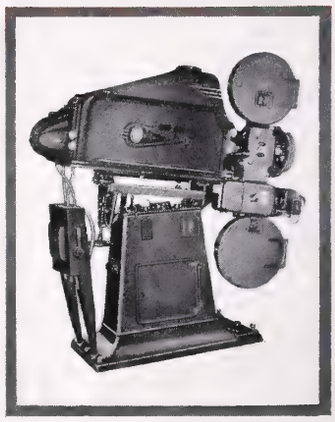
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The Pulse of the Motion Picture Industry

BOXOFFICE

INDUSTRY PONDERS EFFECT OF THE TAFT-HARTLEY BILL

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COMPLETE TEXT OF CIRCUIT COURT DECISION IN JACKSON PARK CASE

See Page 10

FILMROWS OF AMERICA: New York

In This Issue



NATIONAL EXECUTIVE EDITION
Including the Sectional News Pages of All Editions

JUNE 28, 1947

"YOU'RE ON THE RIGHT TRACK, MISTER!"





The news of M-G-M's gigantic production program has literally electrified the industry! Thanks for the fan mail! Our Friendly customers applaud us for leading the way as usual with optimism, daring and greatness!



He's hotter than a firecracker!

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"THE YEARLING" *(Technicolor)*—Gregory Peck, Jane Wyman, Claude Jarman, Jr.
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"HIGH BARBAREE"—Van Johnson, June Allyson
"DARK DELUSION"—Lionel Barrymore, James Craig, Lucille Bremer
"CYNTHIA"—Elizabeth Taylor, George Murphy
"LIVING IN A BIG WAY"—Gene Kelly, Marie McDonald ("The Body")
"SEA OF GRASS"—Spencer Tracy, Katharine Hepburn, Robert Walker, Melvyn Douglas
"ROMANCE OF ROSY RIDGE"—Van Johnson
"THE GREAT WALTZ"—*Masterpiece Reprint*
"GONE WITH THE WIND" *(Technicolor)*—David O. Selznick Production. *Masterpiece Reprint.*

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M-G-M RELEASES STARTING SEPTEMBER!

"SONG OF LOVE"—Katharine Hepburn, Paul Henreid, Robert Walker
"UNFINISHED DANCE" *(Technicolor)*—Margaret O'Brien, Cyd Charisse, Karin Booth, Danny Thomas
"MERTON OF THE MOVIES"—Red Skelton
"SONG OF THE THIN MAN"—William Powell, Myrna Loy
"GREEN DOLPHIN STREET"—Lana Turner, Van Heflin, Donna Reed
"THE BIRDS AND THE BEES" *(Technicolor)*—Jeanette MacDonald, Jose Iturbi, Jane Powell

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NEXT WEEK
FIREWORKS!!

JULY 1947

S	M	T	W	T	F	S
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JULY 4 FRIDAY

AUGUST 1947

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THE NATIONAL FILM WEEKLY

PUBLISHED IN NINE SECTIONAL EDITIONS

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Published Every Saturday by
ASSOCIATED PUBLICATIONS

Editorial Offices: 9 Rockefeller Plaza, New York 20, N. Y.; Raymond Levy, General Manager; James M. Jerauld, Editor; Chester Friedman, Editor Showmandiser Section; A. J. Stocker, Eastern Representative. Telephone Columbus 5-6370, 5-6371, 5-6372. Cable address: "BOXOFFICE, New York."

Central Offices: 332 South Michigan Blvd., Chicago 4, Ill. J. Harry Toler, Editor Modern Theatre Section. Telephone WABash 4575.

Western Offices: 6404 Hollywood Blvd., Hollywood 28, Calif. Ivan Spear, Manager. Phone GLadstone 1186.

Washington Offices: 930 F Street, N. W. Lee L. Garling, Manager. Telephone NAtional 3482. Filmrow: 932 New Jersey, N. W. Sara Young.

Publication Offices: 825 Van Brunt Blvd., Kansas City 1, Mo. Nathan Cohen, Associate Editor; Jesse Shlyen, Managing Editor; A. Jules Benedic, Field Editor; Morris Schlozman, Business Manager. Telephone CHestnut 7777.

Other Publications: BOXOFFICE BAROMETER, published in November as a section of BOXOFFICE; THE MODERN THEATRE, published monthly as a section of BOXOFFICE.

ALBANY—21-23 Walter Ave., M. Berrigan.
ATLANTA—163 Walton, N. W., P. H. Savin.
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WINNIPEG—The Tribune, Ben Lepkin.

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Entered as Second Class matter at Post Office, Kansas City, Mo. Sectional Edition, $2.00 per year; National Edition, $7.50

Vol. 51 No. 8
JUNE 28, 1947

BOXOFFICE

Guest Editorial

By HERBERT J. YATES

President, Republic Pictures Corporation

INDUSTRY showmanship must keep pace with our progress in delivering a high level of entertainment. Money, time, effort and intelligence are being applied to the planning and execution of the advertising, publicity, and exploitation calculated to achieve the best possible results.

Promotion is actually considered an integral part of a picture. Distributors now deliver not only the name, story, and production value of a film, but a public interest which has been stimulated by expert national coverage. A great deal of thought is given to many sales approaches before basic campaigns are determined upon, and the ideas of company staffs are augmented by the best brains of our advertising agencies. Since showmanship is obviously at its best when it sells the most tickets, that is the basic approach in formulating all campaigns. Different types of pictures naturally call for different approaches, and often more than one angle on a picture is offered to the exhibitor.

For the most part, exhibitors have been more than receptive to such distributor thinking, and have recognized the responsibility of merchandising pictures in accordance with such predetermined angles. They recognize the soundness of taking advantage of the fact that hundreds of thousands of dollars have been expended to advertise a picture through national magazines, newspapers, and radio; and they harness the presold audience by following through in the format. Many theatre owners have not only linked their campaigns to the national plan, but have contributed allied local angles so excellent that they have been adopted for national use.

First run theatres, particularly, have a responsibility which extends beyond their own operation. It is basic that public acceptance of a picture in its initial showings is reflected in returns in subsequent runs. When the manager of a first run theatre uses a faulty advertising approach, he is not only jeopardizing his own gross, but also the distributor's production investment, and the returns of other theatre owners.

Ours is essentially a ballyhoo business, and no such business can rely on dignity alone to sell tickets. There are many times when we must be noisy, expansive, and even blatant to build up audience interest and boxoffice. But there is a dif-

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Ben Shlyen, publisher and editor-in-chief of BOXOFFICE, is in Europe and during his absence guest editorials written by a number of well-known executives will appear on these pages.

ference between this type of promotion on pictures which require it, and cheap ballyhoo which reduces the stature of a picture and often discourages a public which might otherwise want to see it.

BOXOFFICE recently printed a letter commenting upon a campaign which heralded a picture in such a manner as to discourage much of its potential audience. The writer's case in point was "I've Always Loved You," which Republic presold as "A Great Love Story Enhanced by Music and Technicolor," and which offered the opportunity for extensive promotion in connection with the fact that one of the world's greatest pianists, Artur Rubinstein, had played the entire score. The success of a campaign highlighting the romance and music angles of the picture had been proved by returns in thousands of theatres throughout the country.

I quote: "Instead of capitalizing on the fine color, story, and marvelous recordings of the great masters, as played by Rubinstein, the first run theatre in question (which deserves to remain unmentioned) took the opposite course. Large gaudy layouts were used for newspaper advertising, disregarding any tone of refinement, of which the picture had a great deal. Catchlines were "A Gay Musical! The fun and excitement you've been waiting for."

Certainly such a campaign would afford no ready association with the national advertising on the picture, and would convince audiences that this was a "musical" of a very different type. It was the writer's conviction that, as a result of this campaign, many people by-passed the picture, not only in the first run question, but in subsequent runs as well.

I'm sure that there will be ready agreement on the principle that more than one type of campaign can sell a picture, and I'm not arguing for a static approach to showmanship. I know, too, that the individual exhibitor is the best judge of his audience, and knows how to attract people to his boxoffice. My point is this—that we apply showmanship to our best efforts by not hiding our talents. Let's not be afraid to tell the public we have a fine picture. It is possible to do this in such a manner as not to frighten the so-called mass public, and yet attract the specialized audiences which are still not regular moviegoers.

Distributors owe this to the creative talent which is making strides for Hollywood. Exhibitors owe this to the distributors who are backing their product with national campaigns which are boxoffice stimulants. We can all work together to reap the fullest boxoffice recognition through sound campaigns which are an assurance of audience acceptance and the goodwill which means progress for the industry.

Pulse Beats

New Foundation Officers To Meet Early August

Trustees and chairmen from all exchange areas expected to convene soon to outline Motion Picture Foundation action; regional representatives elected in all but eight areas.

★

Edward Lachman Re-Elected President of N.J. Allied

Members at 28th annual convention in Atlantic City elect Harry K. Hecht as vice-president to succeed Simon Meyers; rest of officers re-elected.

★

RCA Head Sees Television In 23 U.S. Cities by 1949

Dan Halpin, receiver sales manager, tells Washington Electric Institute meet 15 cities will get television service in two years in addition to eight now on video hookups.

★

Paramount Investment Plan Is Attacked in N.Y. Suit

Leah Schanfarber, minority stockholder, files complaint in federal court; says permitting key executives to buy stock below market prices is "illegal" and "waste of assets."

★

Clayton Protests Proposed British Duty on Films

Undersecretary of state meets with Prime Minister Atlee, Sir Stafford Cripps, Ernest Bevin and Hugh Dalton, who introduced resolution in house of commons.

★

Damage Suit Against Korda Is Settled by Lawrence

Laudy Lawrence accepts 30,000 preferred shares of London Films stock and undisclosed sum, in settlement of his $302,400 breach of contract action.

★

Expect Early Settlement In 20th-Fox Dispute

Tom O'Brien, British union head, talks with Ass'n of Cinema Technicians officials who demand over-all agreement on employment of Americans in England.

★

J. A. Rank Buys Interest In 53 Theatres Overseas

British film leader enters into partnership with Ceylon Theatres, Ltd.; report deal to buy Laudy Lawrence interest in Holland under way.

★

MGM's 'Hucksters' to Play 1,000 Theatres in July

Opening runs will launch company's 1947-48 season; film set for Capitol, New York either July 17 or 24 and at 32 key Loew houses around country July 16 and 17.

FILM INDUSTRY PONDERS EFFECT OF TAFT-HARTLEY LABOR ACT

Law Has An Immediate Effect on the Current Strike in Studios

There is every indication that the Taft-Hartley labor act, passed by Congress over President Truman's veto this week, will have widespread repercussions throughout the motion picture business.

Within 60 days, when most of the specific provisions of the act go into effect, the labor relations in the studios, at the home offices, and in exhibition across the country will undergo their most drastic change since the Wagner labor act went into effect a dozen years ago.

UPPER HAND TO PRODUCERS

Its immediate effect is to give producers a strong upper hand in dealing with studio unions which have been involved in a jurisdictional dispute for many months. The new law, in unequivocal language, makes the jurisdictional strike an illegal act. Here the law is expected to accomplish what almost a year of continuous negotiations between unions and producers and conciliators has failed to do.

The new law prohibits "featherbedding," eliminates the closed shop, forces unions to bargain collectively with employers, makes unions liable for damage suits in jurisdictional strikes and for breach of contract, permits the government to obtain injunctions against unions to stall off a strike for 80 days, and contains a number of other provisions that will have an effect in employer-employe relations in the film industry.

There were no immediate comments from either the film companies or the unions, except that there was every indication that interpretations of the law will be many, that most of them will wind up in the courts for decision. Various labor leaders, although none in the motion picture industry itself, already have indicated a desire to test the provisions in the courts. The year promises to be one of legal maneuverings in the field of labor law.

AFFECTS 17 STUDIO UNIONS

The closed shop provision of the law will affect 17 of the 40 unions in the studios, and many others in distribution and exhibition. All contracts which existed on June 23, when the Taft-Hartley bill became law, continue until they expire. For 60 days after June 23, it is permissible to sign closed shop agreements, but for no longer than one year. When the 60-day period is up, no new contracts with this provision may be signed, nor may old ones be renewed. All IATSE projectionists, for instance, who now hold closed shop agreements with exhibitors will not be able to retain this provision after present contracts are up.

The new law also presents the problem of industrywide contractual negotiations, which have been a pattern in many levels of the motion picture business. Under the act, a union may not force an employer to bargain through an industrywide association of employers if he prefers to bargain by himself. It probably is permissible, but cannot be mandatory.

This happens to be an immediate problem facing the American Guild of Variety Artists, known as AGVA. Matt Shelvey, national administrative director of the organization, said that the law may affect pending contracts covering 20 presentation houses operated by RKO, Warners, Paramount and Loew's. Pacts were agreed upon several months ago, but actual signing was delayed pending outcome of the Taft-Hartley bill. Shelvey said the union's lawyers will meet with circuit lawyers to determine whether the law prohibits a single contract for several circuits operating interstate. The union is prepared to negotiate separate agreements for each presentation theatre if the decision is that circuitwide pacts are illegal.

Unions which will be hard hit by the closed shop provisions are the IATSE, Associated Actors and Artistes of America (AAAA), and the American Federation of Labor. The overwhelming majority of these unions are of the closed shop variety and the remainder are union shop.

Along the home office front, officers of the United Office and Professional Workers of America (CIO), and its locals, the Screen Publicists Guild, and the Screen Office and Professional Employes Guild already have held meetings in New York to discuss plans to fight for repeal of the law, and to join with other unions in seeking defeat of congressmen who supported the veto. The law, however, says unions cannot spend money or make contributions for political campaigns and one of the points of strategy to be discussed is how to provide labor with financing for its campaign.

NEW COAST DEVELOPMENT

Meanwhile, on the west coast, there was a second development on the week's labor front. It concerned the brief probe conducted in Hollywood by representatives of the House labor committee, Congressman Carroll D. Kearns and Congressman Irving McCann. Following their shortlived investigation, the pair returned to Washington, promising to return within a month to further propose the possibilities of racketeering within film capital labor circles and methods. Whether the enactment of the Taft-Hartley bill will make such further probing necessary is still to be determined.

While on the coast, the congressmen heard testimony from Pat Casey, retiring labor chief for producers; I. E. Chadwick, president of the Independent Motion Picture Producers Ass'n; Ray Young, Eagle-Lion labor head; Fred Steele, Monogram's studio manager; Edward Nassour, owner of the Nassour studio; Chris Beute, studio manager, Motion Picture Center; and Herman Darnstein, Pine-Thomas business manager.

Provisions Directly Affecting Industry

Unions cannot bargain for foremen or supervisors. This may prevent theatre managers and other key supervisory employes from forming unions to bargain with exhibitors.

Unions cannot force an employer to pay for services not performed. This is aimed at "featherbedding." It is expected to strike at such industry practices as standby orchestras, standby stagehands, etc.

Jurisdictional strikes are illegal. A union cannot strike or boycott to force an employer to assign work to one union instead of another. This will affect the current Hollywood studio strike.

Unions are prohibited from restraining or coercing an employer in his choice of a union with which to deal. In effect, this means that a union cannot strike to force a company to bargain through an industrywide association of employers instead of bargaining by himself. This restriction may affect industrywide contracts with such groups as the Screen Actors Guild, Screen Extras Guild, Screen Publicists, etc., and the studio crafts.

Closed shop clauses will not be permitted in new contracts. Of the 40 unions at the studios, 17 have closed shop provisions in their contracts. This provision also will concern many of the IATSE contracts now in force throughout the industry.

Union shop provisions, i. e., workers must join the union within a specified period after being employed, may be included in contracts only if a majority of the employes vote for a union shop in an NLRB election.

Damage suits may be filed against unions for breach of contract, jurisdictional strikes and boycotts. This is a provision which would allow studios to sue for damages in the event production was disrupted in a labor situation as currently exists on the west coast.

Employes holding executive posts in unions seeking recognition must file affidavits disclaiming membership in the Communist party or any group favoring overthrow of the government by force.

Featherbedding Is Out In New Ohio Labor Act

COLUMBUS—Featherbedding practices in theatres, such as standby orchestras and extra stagehands, will be prohibited under terms of the Van Aken labor bill passed by the Ohio legislature and awaiting Governor Herbert's signature. Strikes in support of such practices are specifically forbidden.

"Any strike to compel an employer to pay money for services not performed or to force employment of any person or persons not required, or to use material or equipment not required by the employer," is forbidden in this language.

Unfair labor practices of both employers and employes are defined in the bill. Employers are forbidden to interfere in union organization, to use the "yellow dog" contract, to fire workers for filing charges under the act and to refuse to bargain collectively with union representatives. Employes are forbidden to use violence in picketing, to engage in illegal picketing; to participate in sympathy, jurisdictional or sitdown strikes or secondary boycotts; to strike in support of featherbedding practices, or to strike to compel employers to recognize a representative not chosen by a majority of the workers.

Unions may be sued for injury caused to "person or property" by such illegal strikes. Fines may be levied against unions if they are found guilty under terms of the act.

20TH-FOX OFFERS PROFIT SPLIT TO SMALL SPOTS ON % DEALS

Jersey Allied Gets Smith Plan Which Is Termed Revolutionary Step

By J. M. JERAULD

ATLANTIC CITY—Andrew W. Smith jr., new general sales manager of 20th-Fox, intends to offer a new plan of percentage sales deals to subsequent run exhibitors and to "problem" theatres in both large and small communities, a plan which practically guarantees the exhibitor a sliding scale of profits.

The new plan is to be tested first in the New Haven area. Percentages will run from 15 per cent to not over 40 per cent, with a 50-50 split over the 40 per cent figure.

Not less than two or more than five of the company's big films will be offered on this basis each year.

PROPOSED AT ALLIED MEET

Smith presented the plan Wednesday (June 25) to the 28th annual convention of New Jersey Allied in session here.

Jack Kirsch, national president of Allied, described the plan as "revolutionary" and said he had every reason to believe that Smith was sincere and that the plan could be worked successfully. One exhibitor arose to say that he thought that it was "the shot that would be heard around the world" in the film business and that it would be copied by other companies.

A statement of expenses will be required from each exhibitor desiring to use the plan and this must be certified by a public accountant. Any disagreements over the expense totals will be settled in conference with company executives.

All pictures not offered on a percentage basis in this way will be flat rentals.

Smith said he would expect preferred playing time on these percentage deals.

At 15 per cent the deals will be based on a "break even" point. The theory of this is that 20th-Fox will get 15 per cent of the gross. The exhibitor may or may not make a profit at this point, but after that he will share with 20th-Fox in increasing percentages.

OUTLINES PROFIT ANGLE

"The scale," Smith said, "will go up in steps of 2½ per cent with a profit equal to the percentage paid. For instance, 17½ per cent of our film rental as profit at 17½ per cent of the gross and so on up to 35 per cent at which point the theatre is to have 50 per cent of our film rental as profit and so on up to 40 per cent—50 per cent at the 35 per cent level, 50 per cent at the 37½ per cent level and 50 per cent at the 40 per cent level. If a theatre goes over the 40 per cent figure, we share dollar for dollar with the theatre.

"Obviously a plan such as this requires a proving ground. We have selected the New Haven territory as such a test area and this plan will be offered in that territory starting Monday, June 30.

"Upon request, in New Haven territory, we shall be very happy to change the contract terms under which subsequent runs in the large cities and small exhibitors in the small towns and problem theatres, with limited grossing possibilities, have bought one or more of our percentage picture, to a scale basis if they have not yet played the picture.

"We need your help in working out the plan.

"If our plan is successful for the exhibitor and for us in the New Haven territory, we will immediately offer it nationwide.

"This plan does not include roadshows such as 'Forever Amber' and 'Captain From Castile.'"

Jack Kirsch congratulated Smith on the presentation of his plan and said that he had been working on such an idea for the past year and one-half. He expressed the opinion that 20th-Fox was "on the right track."

"I believe Smith is sincere," he said, "and that there are no gimmicks in the plan."

Ed Lachman, Jersey Allied head, invited discussion of it.

Herman Rifkin of Boston approved it and said that it should be extended so that flat rentals should be based on the ability of the theatre to pay.

ATA, MPTOA Merger Is in the Offing

New York—The affiliation of the ATA with the MPTOA will be discussed here July 11 and 12 by the officers and members of the boards of directors of both organizations, according to a joint statement issued by Fred Wehrenberg, president of MPTOA; Lewen Pizor, chairman of the board; S. H. Fabian, president of ATA; and Ted R. Gamble, chairman of the board. Details of the meeting will be made known soon.

The ATA and MPTOA have already gotten together on a joint proposal for the reduction of the 20 per cent admission tax. Their plan will be submitted to house ways and means committee within a few days.

Just a few days before the joint statement was issued, Gamble discussed the advantages of a single, large exhibitor group. A single organization with a unified point of view would be more effective in dealing with distributors, he pointed out. It also would be more effective in formulating a public relations program to combat threats of film censorship and replies to unjustified press attacks on Hollywood and the industry, he added.

Jack Kirsch Asks Industry to Adjust Disputes Through Association Heads

ATLANTIC CITY—Jack Kirsch, president of National Allied, highlighted the closing banquet of the 28th annual convention of Allied Theatre Owners of New Jersey here Thursday night (June 26) by making a strong plea to distributors to deal with officers of exhibitor organizations in adjusting grievances of exhibitors.

Several distributors have in recent years, he pointed out, offered to adjust problems in the field through exchange managers, or district and division managers. This doesn't go far enough, he declared. He was addressing his remarks to some of the leading distributor figures in the industry.

In making his suggestion, he said, he was looking forward to the time when the industry will be out of the courts.

"The individual exhibitor," he said, "is in a poor position to present his case mainly because he is not equipped with the necessary information. He does not know about the prevailing prices, terms and conditions in comparable situations and consequently may err by asking for too much or too little.

"For a variety of reasons I have been indulged as an exception to the rule against dealing with representatives and I speak on this subject with a wealth of experience.

"The argument I make is in favor of a system for redressing exhibitor grievances; I am not looking for a permanent assignment for Jack Kirsch. The willingness of a company executive to deal with an officer or agent of an exhibitor organization ought not to depend upon the latter's personality. The weakness in attempting to discriminate on that basis is that personal dislikes are too often fashioned on first impressions. If you will open your mind and try to become as well acquainted with all exhibitor leaders as some of you are with me, you will find that the great majority of them are entirely worthy of your confidence.

"I can tell that some of my distributor friends are pondering the amount of time and effort which such a system could involve. I will make no attempt to gloss that over; it will take time and effort and, above all, patience. But in the long run I am confident it will be worth all that is put into it. It will pay dividends in generating understanding and building confidence. It will create goodwill and enable all branches to present a solid front to outside enemies. In the long run it may even save time. One company official has complained that he cannot carry on his business if he is compelled to spend all his time at the courthouse. Well, a proper system for easing the stresses and strains might very well reduce the number of visits which the United States marshal makes to his office every year."

JACKSON PARK DECREE UPHELD BY CIRCUIT COURT OF APPEALS

Drastic Changes May Come In Whole Chicago Setup Of Selling, Playing

CHICAGO—The sweeping decree in the Jackson Park Theatre antitrust case, which threatens to upset the entire distribution and clearance system in Chicago, was upheld in virtually every essential by the circuit court of appeals in a decision handed down early in the week.

Among the most revolutionary aspects of the decree, as it concerns the majors, is its limitations on the length of first runs in Loop theatres. The decree specifically forbids the defendants from keeping their pictures for more than a two-week run in their own theatres, or for more than one week in a later run.

FORCES QUICK RUNOFF

Should a Loop theatre hold over a picture for a longer period, the film must then be released to other theatres.

Other provisions of the decree are:

(1) It eliminates the establishment of "dead or waiting time" between first runs and the next run by theatres operated by the defendants. This will eliminate waiting time between Loop and neighborhood showings.

(2) It prohibits the practice of "conditioning of film licenses upon the maintenance of minimum admission prices," in other words, the practice of setting the price before a picture is released to a theatre.

(3) Use of double features, "when used to further the conspiracy," are illegal. In other words, the defendants can properly be enjoined by injunction from using double features where they are used for the purpose of preventing the Jackson Park Theatre from obtaining pictures before the defendants have channeled them "through the conspiratorial system."

What the court did hold, however, was that the decree could not be used to give the Jackson Park Theatre "a favored fixed position in the scheme which they (the plaintiffs) have sought to destroy."

DENIES SINGLE PROVISION

The decree had enjoined the majors and other defendants from preventing the Jackson Park Theatre "from buying a run of pictures one week in advance of the Maryland Theatre (a B&K house) at a rental not to exceed a fair and reasonable film rental."

This, the court held, "you cannot do by injunction." The decree, it held, may be used "to destroy the conspiracy root," but it cannot be used to redress the economic balance between the plaintiffs and the defendants.

"No one has a vested right in playing time," the court declared.

Thomas McConnell, attorney for the Jackson Park interests, had contended that the Maryland Theatre was given preferential treatment in films. This general premise was the basis on which the original suit was brought and on which damages of $360,000 operated by the defendants, and finally in were awarded. The U.S. supreme court upheld this verdict last year.

McConnell then went before Judge Michael L. Igoe and asked for a decree carrying out the provisions of previous findings. This Judge Igoe did in his now revolutionary injunction. As the original suit asked for damages only for the period prior to 1940, a supplemental suit for the period from 1940 to 1946—asking $600,000 damages—is now pending.

This week's decision of the circuit court is creating considerable excitement among exhibitors, both within the defendant group and independents. Drastic changes will come in the whole scheme of selling and playing off pictures in the Chicago area if the provisions of the decree in their entirety are carried out. It is expected that the defendants will ask the U.S. supreme court for a review of the appeal.

Defendants in the case are Paramount Pictures, Inc.; Balaban & Katz Corp.; Warner Bros. Circuit Management Corp.; Vitagraph, Inc.; 20th Century-Fox Film Corp.; Loew's, Inc.; RKO Radio Pictures and Warner Bros. Theatre Corp.

Text of the Court's Decision

Following is the complete text of the decision handed down by the United States Circuit Court of Appeals in the Jackson Park case. The opinion was written by Judge Sherman Minton, with Justice Will M. Sparks and J. Earl Major concurring.

This is the second appeal in this cause. On the first appeal, 150 F. 2d 877, we found that the conspiracy alleged in the complaint was established by the evidence and was sufficient to support the jury's verdict, but we reversed on the question of damages. On certiorari to the supreme court, that court affirmed the finding of a conspiracy but reversed us on the question of damages, holding that the plaintiffs had sufficiently and correctly proved the measure of damages, and affirmed a judgment for $360,000 damages, 327 U.S. 251, 66 S. Ct. 574, 90 L. Ed. 579. The facts are set forth in these two opinions.

After the supreme court had reversed this court and the cause had been remanded to the trial court, the plaintiffs filed a supplemental complaint alleging continuation of the conspiracy. In it they prayed for equitable relief and also additional damages for the period subsequent to the filing of the original complaint. The claim for additional damages is still pending in the district court.

The plaintiffs' supplemental complaint alleged that the defendants were estopped by the verdict in the first damage trial from contesting any of the allegations of the original complaint or any of the allegations advanced by the plaintiff during the trial of said issues. The defendants answered denying estoppel, and the estoppel issue joined was set separately for trial.

Full Record in Evidence

At the hearing the plaintiffs put in evidence, for the limited purpose of showing what had transpired during the trial and appeal of the damage issue, the complete printed record and the brief filed, and also the opinions handed down in this court and in the supreme court. This was the only evidence then heard by the trial judge sitting as a chancellor and it was expressly understood that the printed record, although it contained the testimony heard by the jury generally, was received only to permit the trial judge to determine to what extent inquiry by him into the merits was precluded by estoppel. The trial judge held with the plaintiffs that every allegation of the plaintiffs' original complaint had been decided finally and conclusively in the plaintiffs' favor by the jury's verdict. In addition, the trial judge made a number of additional findings of fact which set forth the plaintiffs' conception of what they had proved at the trial. The district court thereupon entered a permanent injunction as prayed for by the plaintiffs. From this judgment, the defendants have appealed.

By this appeal the defendants challenge the trial court's ruling that estoppel by verdict extends to every issue involved in prior litigation between the parties. They contend that as a matter of law estoppel by verdict extends only to matters expressly and necessarily decided in the prior litigation, with the result, as contended by the defendants, that the court's decree in its present form must fall. The defendants request this court to modify the findings by confining such findings to the issues upon which the defendants actually are estopped, and to enter a decree on the findings as so modified.

A Resume of the Case

The original complaint stated but one cause of action which, if proved, entitled the plaintiffs to two kinds of relief, namely, damages and an injunction. The same judge that presided in the trial of the damage action heard the plaintiffs' application for an injunction. One phase of this complaint was submitted to the jury which returned its verdict for damages, upon which judgment was entered and finally affirmed by the supreme court. The other phase was tried by the presiding judge as a chancellor, who has stated his findings of fact and conclusions of law and upon them entered the decree from which the defendants have appealed.

The defendants were found guilty of one conspiracy in restraint of trade in violation of the Sherman act, 15 U.S. C. A. Sec. 1, 2. The jury so found, and the district court, this court, and the supreme court upheld the finding of conspiracy. The conspiracy so operated that the defendants might hold a picture in the Loop for the benefit of their theatres there, at minimum admission prices to be charged, for such playing time as the defendants might agree upon. When the picture was through playing in the Loop, there was a clearance time of three weeks before it could play elsewhere in Chicago. The picture was then channeled in a series of release weeks through theatres owned and

(Continued on next page)

Text of the Court's Decision (Cont.)

the tenth week after the Loop run, the plaintiffs were permitted to buy the picture in the first week of general release.

In other words, whatever income that picture was capable of producing was squeezed out of it for the benefit of the defendants, who operated under the unlawful conspiracy, before the defendants permitted the plaintiffs to buy; and notwithstanding the fact that the plaintiffs' theatre had a superior location and equipment and was more attractive than the Maryland Theatre operated by one of the defendants, the defendants would not sell the plaintiffs a picture until the Maryland Theatre had played it. The defendants were able to set the run, clearance, system of release, and the minimum admission prices for every theatre in the Chicago district. No theatre could operate successfully in the Chicago district without the pictures which the defendants controlled.

Conspiracy Is Outlawed

Under this oppressive conspiracy, the defendants operated. This conspiracy has been outlawed unequivocally. The defendants have lost a lawsuit. By their unlawful conspiracy, they have been found to have damaged the plaintiffs in a very substantial sum. In one case where the government had successfully prosecuted certain defendants before a jury for a violation of the Sherman Act, the supreme court said on an application for an injunction: "The defendants in this suit who had been there convicted could not require proof of what had been duly adjudged between the parties." (Local 167 v. United States, 291 U.S. 293, 298, 54 S. Ct. 396, 78 L. Ed. 804.)

The trial court was not bound to hear any more evidence than the jury had heard and upon which evidence the jury had found the existence of the conspiracy and the very substantial damages to the plaintiffs. Upon that same evidence, the district court could have based its decree after making proper findings. If the district court took a narrow view of that evidence, we would not feel bound to do likewise, because the entire record is before us. The record evidence if considered in its entirety supports the findings. It is only by looking through this restricted scope or view of the evidence that the findings are deemed insufficient. We decline the invitation to play hide and seek in the record in an effort to evaluate the district court's findings, looking only through the scope of estoppel by verdict. The district court had the entire record before it. If it chose to take a narrow view of the evidence, we are not bound to follow it where a consideration of all the evidence will support its findings without question.

"No Question of Guilt"

We put to one side the refinements of argument, orally and in the briefs, as to the distinction between estoppel by verdict and estoppel by judgment, and look to all the evidence in this case that was submitted to the trial court on the first hearing, in order to determine whether there is evidence to sustain the findings that the court actually made. When so considered, there is an abundance of evidence to support the district court's findings of fact. There can be no question of the defendants' guilt in maintaining the unlawful conspiracy alleged in the complaint. The evidence in the record supports the trial court's findings, and there was no error in denying the defendants' request for findings as the evidence did not compel the findings they requested.

The court, with this situation in mind, shaped its decree in a fashion to meet it. In this regard the court had a wide discretion. (United States v. Crescent Amusement Co. et al., 323 U.S. 173, 185, 65 S. Ct. 254, 89 L. Ed. 160; Ethyl Gasoline Corporation et al v. United States, 309 U. S. 436, 461, 60 S. Ct. 618, 84 L. Ed. 852; United States v. Bausch & Lomb Optical Co., 321 U.S. 707, 725, 728, 64 S. Ct. 805, 88 L. Ed. 1024.)

The decree was properly drawn to meet the acts committed under the conspiracy and threatened. The court was authorized to impose such further restraints as would prevent an evasion. All doubts were resolved in favor of the plaintiffs. (Local 167 v. United States, supra, at 293, 299.)

The defendant Balaban & Katz Corporation, although it appealed from the whole decree and not part of it as it might have done under Federal Rule of Civil Procedure 73, objects here specifically to certain portions of the decree. This defendant made no motion to modify the decree in the respects to which it now objects. Consequently, the district court had no chance to rule on the contentions urged here for the first time. However, we have considered these contentions, and we find no merit in them except as hereinafter mentioned.

Uphold Twin-Bill Ban

As to the double featuring, we found in the first appeal of this case that while the double featuring in and of itself was not illegal, when used to further the conspiracy which we found to be illegal, the double featuring became tainted with illegality. (Bigelow v. RKO Radio Pictures, 150 F. 2d 877, 885.) Therefore, the district court may very properly enjoin the use of double features where used with the intent and purpose and where such use has the effect of preventing the plaintiffs from obtaining pictures before the defendants have channeled them through the conspiratorial system. It is only the use of the double featuring within the bounds of the conspiracy that was enjoined. This is proper.

This defendant also complains that the decree should not enjoin the defendants from a first run in the Loop in excess of two weeks and a subsequent run in excess of one week without any waiting time, because their competitors are not so limited. The short and complete answer to this contention is that their competitors are not in the conspiracy. The provisions of the decree complained of were reasonably adapted to breaking up the conspiracy, a part of which was the method of release, and such provisions were therefore properly entered.

With reference to subparagraph (e) of Paragraph V of the decree, we agree with the defendants that there is no finding to support it. The subparagraph reads as follows:

> "(e) Preventing plaintiffs from buying a run of pictures one week in advance of the Maryland Theatre at a rental not to exceed a fair and reasonable film rental;"

Thus the plaintiffs seek by the decree a favored fixed position in the scheme which they have sought to destroy, and this on the ground not of the illegal conspiracy but on the ground that the court found they were at an economic disadvantage with the defendant Balaban & Katz Corporation, who owned and operated the Maryland Theatre, because of this defendant's bargaining power as the operator of a chain of theatres. The decree may very properly be used to destroy the conspiracy root, branch, and all its evil fruits, but it may not be used to redress the economic balance between the plaintiffs and the said defendant without a finding that that difference was related directly to the conspiracy. It has been the plaintiffs' contention, as we understand it, that no one has a vested right in a playing position. In this we agree with the plaintiffs. The plaintiffs have a right to compete for any playing position, but they have no right to be awarded and protected by decree in any certain position. If the plaintiffs find themselves at a disadvantage because the defendants are economically stronger inasmuch as they are a chain with large bargaining power, the plaintiffs may not, without any finding to support it, obtain a decree vesting them and protecting them in a privileged position ahead of the Maryland Theatre. This does not appear to us as using the decree to destroy the conspiracy, but rather to preserve the evil in the interest of the plaintiffs. The plaintiffs have been awarded a substantial judgment for damages. That should take care of the past injury. The decree which the court has entered, we think, rather effectively destroys the conspiracy and therefore leaves the future open to the plaintiffs to compete for the pictures at a reasonable price. This subparagraph of the decree is unsupported by any finding, and it will be eliminated.

With this modification, we find no basis for objection to the decree, and, as modified, the decree is affirmed.

Jurisdiction Taken In Antitrust Case

WASHINGTON—Acting at the closing session of the present term the supreme court this week assumed jurisdiction in the New York industry antitrust case. The court agreed to review the decree issued last December 31 by a three-judge federal district court in New York. While no definite date has been set arguments in the case are scheduled to be heard during the next term of the court which begins on October 6.

Associate Justice Robert H. Jackson, former attorney general, has withdrawn from the case so the issues will be heard by an eight-judge tribunal.

The high court postponed consideration of a motion of the American Theatres Ass'n, Confederacy of Southern Ass'ns and Southern California Theatre Owners to intervene in the case. The court will consider this motion as well as the question of its jurisdiction in regard to the associations pleading for the right to intervene until the case in chief is heard on its merits.

Thurman Arnold of counsel for ATA, told BOXOFFICE "we have everything we want. We will argue our case at the same time as the major producers' case is argued." He pointed out that the supreme court had dismissed a motion of the major distributor-exhibitor defendants to bar intervention by ATA and associated groups.

Attorneys for Loew's, 20th-Fox, RKO, Paramount and Warner Bros., raised the point that the ATA group was without legal right to intervene and that such action was allowable only with the consent of the attorney general. The ATA group in briefs seeking intervention cited the St. Louis Terminal decision in which a similar right to intervene was upheld by the courts. The briefs further questioned the power of the district court to cut off the legal right of the exhibitor groups to intervene. Other defendants in the case include Columbia, United Artists and Universal-International.

Independent Production Doubled During 1946-47

NEW YORK—The number of independently produced releases from Hollywood during the current season is almost double the number of independent films scheduled for 1945-46, according to reports from the major companies.

A total of 63 independent pictures from a total of 34 producers is being released this year by eight companies, including Monogram, Paramount, RKO, U-I, Warner, UA, Republic and 20th-Fox.

Last year 37 independent releases from 28 producers were distributed by seven companies. Two distributors, Warners and Monogram, welcomed independents to the fold this season. Columbia had two independent releases last year. None are listed for the current season.

This trend toward independent releases by the major companies has been gaining impetus for the past three years. Countless independent outfits have sprung up since the end of the war. During recent months the majors and other distributors appear to have started a concentrated drive to sign additional independents. Eight distributors, including Screen Guild, have signed a total of 17 new releasing deals with independents in less than three months.

Screen Guild alone has set four deals with newcomers to the independent production field. These deals call for a total of 13 pictures. Film Classics has bought out all but three of its franchise holders and is lining up independents on the coast.

RKO is increasing its independent releases. Eight films from seven producers have been scheduled for 1947-48 release. Four others are in the offing. This current season RKO lists four independent releases from four producers.

Columbia also is stepping up independent releases. Eight musical westerns produced by Autry Productions will be distributed next year. Another deal with Edward Small calls for two features.

MGM has two independents coming up for next year, including "State of the Union" from Frank Capra and "Joan of Lorraine" from Sierra Pictures, Inc. The last independently produced feature to go through the MGM exchanges was David O. Selznick's "Gone With the Wind."

There has been considerable speculation about whether many of the smaller independents—some of them new arrivals in Hollywood—will be able to weather high labor and production costs and the effects of a possible business recession.

The recent purchase of Liberty Films by Paramount and before that the International Pictures merger with Universal, seems to several industry leaders to be the beginning of a trend. Seymour Nebenzal, independent producer for UA, predicted several weeks ago that many smaller independents will find the going rough as costs continue to rise and will be forced to join the major companies to continue in production.

A tally of the recent independent releasing arrangements made by distributors includes Columbia—2; MGM—2; PRC—2; RKO—2; Republic—1; U-I—1; UA—3; Screen Guild—4.

Several of the new independents, organized in the past two months or so, have set no releasing deals as yet. In this group are Screenplays, Inc., formed by Stanley Kramer, former executive producer for Story Prod.; Transatlantic Pictures Corp., organized by Sidney L. Bernstein and Alfred Hitchcock; Sol Lesser's new independent venture with Robert Rossen; Arpi Prod., formed by Robert Presnell and John Reinhardt; Harry James Prod.—the band leader has bought rights to "Downbeat for Two"; a new company organized by Benn Jacobson, former Eagle-Lion studio representative; new outfit formed by Nat Goldstone, former Hollywood agent.

The Season's Independent Films

Here is the independent release lineup for the current season by companies:

MONOGRAM—"The Guilty" and "High Tide," Jack Wrather Prod.

PARAMOUNT—"Seven Were Saved," "Fear in the Night," "Big Town," "I Cover Big Town," "Danger Street," "Jungle Flight," Pine-Thomas Prod.; "My Favorite Brunette," Hope Enterprises, Inc.; "The Perfect Marriage" and "Desert Fury," Hal Wallis Prod.

RKO RADIO—"Song of the South," Walt Disney Prod.; "The Best Years of Our Lives," Sam Goldwyn Prod.; "It's a Wonderful Life," Liberty Films; "Tarzan and the Huntress," Sol Lesser Prod.

REPUBLIC—"Yankee Fakir," W. Lee Wilder; "Winter Wonderland," Walter Colmes.

20TH CENTURY-FOX—"Black Beauty," Alson Prod.; "Backlash," "Dangerous Millions," "Strange Journey," "Rendezvous 24," "Jewels of Brandenburg," "The Crimson Key," Sol M. Wurtzel Prod.; "Wanted for Murder," "Meet Me at Dawn," Marcel Hellman Prod.

UNIVERSAL-INTERNATIONAL—"Dark Mirror," International Pictures (before merger with Universal); "Temptation," International; "Magnificent Doll," Skirball-Manning Prod.; "Swell Guy," Mark Hellinger Prod.; "Smash-Up," Diana Prod.; "Brute Force," also Hellinger.

UNITED ARTISTS—"The Bachelor's Daughters," Andrew Stone; "Angel on My Shoulder," Charles R. Rogers; "Little Iodine," Comet Prod.; "Strange Woman," Hunt Stromberg; "The Devil's Playground," Hopalong Cassidy; "The Chase," Seymour Nebenzal; "The Sin of Harold Diddlebock," Preston Sturges; "Susie Steps Out," Comet; "Abie's Irish Rose," Bing Crosby Prod.; "Fools Gold," Hopalong Cassidy; "The Red House," Sol Lesser; "The Fabulous Dorseys," Rogers; "The Private Affairs of Bel Ami," David Loew; "Fun on a Weekend," Stone; "The Macomber Affair," Benedict Bogeaus; "Unexpected Guest," Hopalong Cassidy; "Carnegie Hall," Morros-Le Baron Prod.; "New Orleans," Jules Levey; "Ramrod," Enterprise; "Adventures of Don Coyote," Comet; "Dishonored Lady," Stromberg; "Dangerous Venture," Hopalong Cassidy; "Copacabana," Sam Coslow; "Christmas Eve," Bogeaus; "Stork Bites Man," Comet; "Lured," Stromberg; "Heaven Only Knows," Nebenzal; "Hoppy's Holiday," Hopalong Cassidy; "The Other Love," Enterprise.

WARNER BROS.—"Pursued" and "Cloak and Dagger," United States Pictures, Inc.

Fabian Still Dickers For Purchase of UA

NEW YORK—Mary Pickford is still negotiating with Si H. Fabian for the sale of United Artists, and Tom J. Connors, former vice-president in charge of distribution for 20th-Fox, is still awaiting word from Miss Pickford regarding the presidency of UA. He is the principal candidate for the post if UA is not sold.

Decisions on these matters were supposed to have been made by June 23, but last-minute hitches over the selling price and taxes are reported to have held up the negotiations. There also were reports that one of the UA producers also has offered to buy the company. Last week Miss Pickford had said three other parties in addition to Fabian were interested in buying UA. However, Fabian and his backer, the First National Bank of Boston, have the inside track.

The Fabian interests are said to have come closest to Miss Pickford's asking price of $15,000,000. She has said that she wants $7,500,000 for her share of the company, which she owns in partnership with Charles Chaplin. There has been no statement from Chaplin or his representatives as to his price.

Reply on 'Blimp' Ads Says Film Lost Money

NEW YORK—United Artists has to date lost $11,064 on "The Life and Death of Colonel Blimp," according to the reply by UA made to the complaints filed against the company by the Federal Trade commission, charging misrepresentation in "Blimp" advertising.

The commission objected to the ads on the grounds that they represented the film as the original full-length feature praised by the critics when, as a matter of fact, the British-made film was cut from two hours and 28 minutes to one hour and 31 minutes for U.S. distribution. The picture opened at the Globe in New York in December 1945.

UA has contended that the shorter picture seen by the American audiences was substantially the same as the full-length film seen previously by the critics, therefore the ads were not unfair or misleading. The company also pointed out that most exhibitors refused to take the film unless it was shortened.

UA said that rentals to June 7, 1947, from the film totaled $276,495, while print and advertising costs amount to $287,559. Hearings will be held in New York July 18.

ATA and MPTOA Agree On a Joint Tax Plan

NEW YORK—The ATA and MPTOA will submit a joint recommendation to the house ways and means committee the week of June 30 urging a straight 10 per cent tax on all adult admissions and the elimination of the federal tax on children's tickets.

The recommendation will be signed by Ted R. Gamble, chairman of the ATA, and A. Julian Brylawski, vice-president of the MPTOA. Both men had appeared before the ways and means committee May 28 and asked for the elimination, or at least a reduction, of the present 20 per cent admissions tax.

The joint proposal also will include an estimate of the total tax which can be raised by the revised schedule. Robert W. Coyne, executive director of the ATA, had previously told Representative Harold Knutson, chairman of the committee, that the government could expect 65 per cent of the present annual total of $400,000,000 or $260,000,000.

WARNER BROS., *whose continuing policy is combining good citizenship with good picture-making, is proud to announce the forthcoming motion picture production of*

THE PATRIOTS

from the prizewinning play by Sidney Kingsley.

Our motion picture, like the play, will examine the roots of American democracy with the eyes and ideals of our country's founding fathers.

Its theme will be Thomas Jefferson's--- "I believe, indeed I know, this Government is the world's best hope."

An all-star cast will be chosen to portray the great figures who gave us the American Heritage.

We are proud of the privilege, and welcome the responsibility, of bringing this momentous American story to the screen.

Jack L. Warner

BIG 5 IN LAST-MINUTE RUSH TO END POOLS BEFORE JULY 1

Majority of Agreements Ended to Comply With Terms of N.Y. Decree

NEW YORK—The five theatre-owning defendants rushed last-minute negotiations to meet the July 1 deadline fixed by the New York statutory court for the dissolution of pools.

Most of the pools have already been ended in accordance with the previsions of the antitrust decree. The few still in effect will be severed over the weekend.

These include Warners' pool with Rapf & Ruden covering Warners Claridge Theatre, Montclair, and Rapf & Ruden's Bellevue Theatre, Upper Montclair, N. J.

ENDING SKOURAS POOL

RKO expected to end pools by the weekend, including a New York pool with Skouras Theatres, a pool in Grand Rapids with the Butterfield circuit, and a pool in Los Angeles with Rodney Pantages. Malcolm Kingsberg, president of RKO Theatres, worked on these negotiations almost to the deadline.

Loew's also was rushing through the dissolution of a pool with Skouras in New York City. This covered the Astoria and Triboro Theatres, Astoria.

The dissolution of pools has been going on for nearly six months. During this period Paramount and National Theatres ended a pool in San Francisco, while National Theatres also dissolved pools in Kansas City, Denver, Los Angeles and in Arizona.

Warners ended pools with Paramount in Philadelphia; in Albany with Fabian; in Brooklyn with Fabian, and in Pittsburgh with Loew's.

Loew's in the meantime has ended pools with Fabian in Richmond, Norfolk and Pittsburgh.

Paramount has reported that all its pools throughout the country will be dissolved prior to the July 1 deadline.

On the west coast Fox West Coast Theatres, western unit of National Theatres, has completed its mopping up operations as concerns the transfer in management of heretofore pooled houses and in keeping with the federal court decree in the antitrust suits.

FWC RETURNING HOUSES

Ten houses in California were turned over to former partners and three more will be similarly transferred by July 1. Simultaneously, the circuit reassumed total management of a quintet of showcases.

The ten theatres in the most recent switch are the Leimert and United Artists, Los Angeles; Rialto, San Francisco; Alhambra, Sacramento; California, Ontario; Nile, Bakersfield; Aztec, Mission and Plaza, San Diego, and the Golden State, Riverside. Before July 1 the Garfield, Alhambra; Orpheum, Yuma, and Alto, Los Angeles; will be transferred.

These are in addition to five theatres turned over to partners on previous dates and including the Paramount, State and St. Francis, San Francisco; Ritz, South Pasadena, and Lyric, Monrovia.

The five houses which FWC takes over are Nevada, Reno; Fox and Fitz, Hanford; Fox and Hyde, Visalia. This quintet is to be rehabilitated, Skouras says, in which connection the circuit chief has sent R. H. McCullough and Elmer Hanks to the three northern California cities to work with Dick Spier, division manager, on plans for refurbishing.

In some cases where delays have occurred, the lawyers for the Big Five have attributed them to doubtful situations. By this they meant joint operating agreements covering noncompeting theatres.

The lawyers do not think these situations can be called pools. The department of justice, on the other hand, will challenge the exhibitor-defendants if they fail to dissolve these agreements.

Ohio Girds for Tax Fight As Cities Talk New Levies

COLUMBUS—Ohio exhibitors face a fight to prevent individual municipalities from enacting high local amusement taxes, now that Gov. Thomas J. Herbert has signed the bill repealing the state's three per cent tax and leaving the field of ticket levies open to Ohio cities.

There is every indication that exhibitors are ready to make the fight. In Cleveland and in Akron Harry Goldberg of Warners has conducted meetings to organize motion picture theatre owners into vigilante groups to combat the anticipated onrush of local amusement taxes. Wherever city councils plan to enact tax measures, the exhibitors will step in, it was announced at these meetings.

In Cincinnati, the council is ready to levy an admissions tax. City Manager Kellogg was quoted as saying that the levy on amusements will not vary greatly from the three per cent state levy. However, in Youngstown, Councilman John Barber called upon the mayor to introduce an ordinance setting the tax at 10 per cent, a figure which he said was being considered by a number of other Ohio cities. Such a levy would bring in about a quarter million dollars a year to Youngstown, Barber said.

PLANNING LOCAL TAXES

Cleveland, Columbus and Lima are among the cities planning to enact ticket levies. Only city in which there has been definite action against a local amusement tax is Toledo. Here a proposal calling for a tax survey was defeated, a step which was interpreted as killing the possibility of a local tax this year.

All in all, exhibitors anticipate some good local level fights, and they point to what exhibitors elsewhere may expect when a state tax is dropped and local taxing bodies are given authority to impose their own ticket levies.

Meanwhile, Pete J. Wood, ITO secretary in a bulletin addressed to the presidents and general sales managers of producing companies declared that the organization's campaign to prevent repeal of the state 3 per cent tax was materially weakened by the increased number of road shows at increased admission prices.

Wood said that exhibitors went before the legislature with a strong argument that theatres could not absorb more than the 3 per cent tax and that anything over that amount would have to be passed on to the public. Falling grosses and reduced attendance were cited. But, he added, announcements of road shows at double average admissions gave legislators their heaviest ammunition to refute the contention that the public would not support higher admissions.

"As one of the leaders of this business, and whether or not your company operates theatres in Ohio or elsewhere, you have a grave responsibility to see that nothing is now done which gives to city officials any excuse for imposing local taxes at high rates, as this will result in diminishing returns to both the theatres involved and to your company as a distributor of pictures.

CITES ROADSHOW DANGERS

"We have been trying to sell the public on the idea that motion pictures are the entertainment for the masses, but with five pictures—("Henry V," "Best Years of Our Lives," "Duel in the Sun," "Forever Amber" and "Captain From Castile")—circulating throughout the country in small, medium and large towns at a minimum admission price of around $1.50, we face the danger of being continued in the "luxury" class and giving the Congress the ammunition to back up the contention for a continuation of the 20 per cent federal tax, and money-hungry officials the excuse to impose high local admission taxes.

"You have a vital interest in this matter. You can help by discouraging as far as possible the prerelease of pictures at higher than regular admission prices."

Glenn Norris Takes Over 20th-Fox Atlantic Post

NEW YORK — Glenn Norris, formerly branch manager for 20th-Fox in Washington, D. C., has been promoted to Atlantic district manager by Andrew W. Smith jr., general sales manager. Norris, who succeeds Sam Gross, killed in a plane crash June 13, will headquarter in Washington. His district comprises that city in addition to Philadelphia and Pittsburgh.

Norris came to Fox as a poster clerk in 1928 and was transferred to Washington as salesman in 1937. He became branch manager in 1946.

Gordon Contee, sales manager in the Washington branch, succeeds Norris as branch manager there.

FLOODS STRIKE AT THEATRES; MANY ARE CLOSED IN MIDWEST

KANSAS CITY — Operations were washed out in at least 22 theatres in a series of floods that have plagued five midwest states this month, and scores more were threatened this week as rampaging rivers rushed toward new high levels.

Motorboats and airplanes were put into service at several points to get film delivered to flood-isolated communities.

Mrs. George W. Baughman jr., daughter-in-law of the owner of the Ritz in Cambridge, Neb., drowned in a flash flood that took 15 lives in that community.

POPCORN ACREAGE RUINED

Thousands of acres of popcorn were buried under the flood waters and the supply to theatres throughout the country will be affected. The floods threatened to cut into theatre patronage, too, in the towns in Iowa, Nebraska, Missouri, Kansas and Illinois whose welfare depends on the prosperity of the farmer.

Reports late in the week were still incomplete because of the lack of communication with some areas, but a check of exchanges in Omaha, Des Moines, Kansas City and St. Louis disclosed the following miss-outs and closings:

Ottumwa—Five Tri-States theatres were put out of commission as the Des Moines river twice overflowed its banks in two weeks. The Ottumwa and Rialto were open again this week but it will be a week or ten days before repairs can be made at the Capital, Strand and Zephyr.

Fort Dodge—Five theatres were put out by a power failure caused by nearby floods and there was no indication when they could reopen as the floods were worsening. The theatres, none of them damaged by water, are the Central States' Rialto, Strand and Iowa, Charles C. Dunsmoor's Dodge, and F. B. Damon's Park. The power failure closed the Malek in Independence, Iowa.

Eddyville, Iowa—Earl D. McConkey, who purchased the Eddy from Milton Paul less than a month ago, figured it would be six months before he could repair flood damage.

ELDON, IOWA, UNDER WATER

Eldon, Iowa—Eight feet of water stood in front of the screen of Don Hicks' Eldon. Glue between the plywood layers soaked loose, ruining all 250 seats, and the lobby and floor of the auditorium were likewise ruined. Hicks leased the old opera house where he will carry on temporarily on the second floor. His projection equipment, not damaged by the flood, was moved to the new location.

Cambridge, Neb.—Flash flood took 15 lives and closed two theatres, the Ritz and Cozy. Latter is operated by A. H. Cuming and the Ritz by Baughman.

Elm Creek, Neb.—There were 12 feet of water in E. H. May's Elm Theatre. New chairs had been installed only a month ago.

Orleans, Neb.—Hal Burright's Orleans is under water. Theatres in Columbus, Arapahoe and Weeping Water are fighting the floods and trouble is expected also at Hamburg, Iowa. There have been no reports from Ord, Burwell and North Loup where there was a 12-inch cloudburst. Water was in the business districts of Gibbon, Wood River, Shelton and Lexington, and threatened Indianola, Ewing and Holbrook. All these situations are in the Omaha exchange area.

Hull, Ill.—Glen J. Geyer's Hull closed.

Hannibal, Mo.—Frisina Amusement's 750-seat Star reopened after being closed by floods, but new danger was growing. Water had submerged first six rows of seats.

Canton, Mo.—450-seater operated by William Collins reopened after being closed three days.

In Kansas City, M. B. Presley had been out of contact with his theatre in Pattonsburg, Mo., for almost a week, unable to get through either by mail or telephone. He presumed the house was flooded.

The Mainstreet in Logan, Kas., owned by Richard Ruff, was dark Tuesday and Wednesday nights because film couldn't get through, and the same was true of the Bolckow in Bolckow, Mo., which is operated by the Community club.

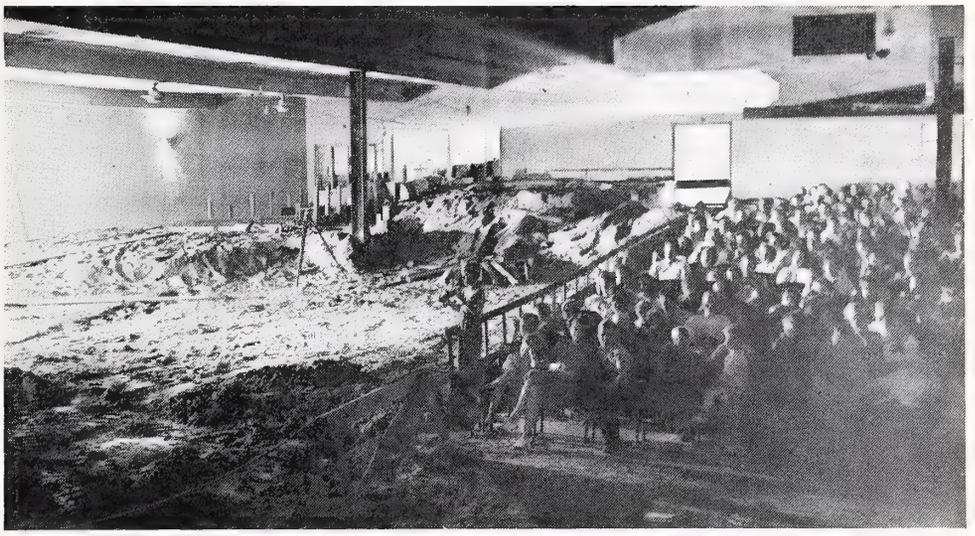
Unable to reach Belleville, Kas., by other means, Film Delivery Service in Kansas City flew reels of film to Sam Blair of the Blair Theatre.

After crossing the swollen Missouri in a motorboat to pick up film, Manager Alex Rogers, manager of the Griffith circuit's Fayette in Fayette, Mo., vowed he would never do it again. Now he takes a 300-mile detour by auto and picks up his film at Moberly, Mo.

John Spencer, manager for Tri-States' Strand in Hastings, Neb., has his troubles, too. He was driving to Lincoln to pick up film. Traveling through heavy water near Milford, another auto lost control, forced Spencer into the ditch and a complete turnover. He was cut up some. Another car took the film through.

Laboring all night under the direction of Manager "Curly" Wilson of Fox Midwest's Beyer in Excelsior Springs, Mo., laborers were able to pump out the house and get it open Monday without missing a single performance.

What's Drawing the Capacity House, The Excavation or the Picture?



A scene at the Ashland Theatre at an evening performance this week, showing the ripped-up interior and the capacity audience in the 538 remaining seats. (Photo and story by Robert Coplin of BOXOFFICE staff.)

KANSAS CITY—Offering as an added attraction for the next few weeks the opportunity to see a motion picture while seated next to a bulldozer or a truck, Commonwealth Amusement Co. is carrying out a most unusual remodeling project in its neighborhood Ashland Theatre.

The Ashland was built when its present adult patrons were just kids. In an effort to provide motion picture entertainment for a neighborhood otherwise devoid of accessible theatres and reluctant to lose revenue during the two-month project, Eddie Mansfield, city district manager, and Dick O'Rear, chief of construction for the circuit, decided to rip up the floor and install new seats while maintaining a normal film program.

As a result, one-half of the auditorium now is being excavated by 12 men working with two bulldozers and two trucks. At 4:00 p. m. each day, the men, bulldozers and trucks leave the theatre by a large partition in a side wall. Air conditioning blowers are then stepped up to remove dust from the air, seats and aisles on the opposite side of the floor are carefully cleaned and the show begins as usual at seven.

According to Mansfield, business has increased during the first week of the project despite the strange atmosphere. Curiosity concerning their theatre has caused a large proportion of the Ashland's patronage to return at regular intervals to make personal checks on work completed since their last visit. The theatre, which had 1,600 seats before the remodeling began, now is operating with 538 permanent seats plus 100 folding chairs added for weekend showings.

"Start Purring, Kitten ...and Purr Fast!"



Man of action and dynamite blonde . . . on a sudden date with danger in the purple shadows of underworld Panama!

RKO PRESENTS

PAT O'BRIEN · WALTER SLEZAK · ANNE JEFFREYS

in

"RIFF-R

with PERCY KILBRIDE

Produced



"Tight adventure melodrama with Panama background... Spins actionful tale of intrigue, mayhem and romance . . . packs enough weight to fill top spot." —*Variety*

"'A-number-one' melodramatic entertainment."
—*Film Daily*

"Noteworthy direction...fresh and interesting . . . suspense piles up neatly, balanced by scattered touches of humor."
—*M. P. Daily*

"Excitement and suspense well maintained . . . thrilling drama." —*M. P. Herald*

"Mood, movement and mystery in the modern manner . . . should offer satisfactory measure of entertainment."
—*Boxoffice*

"Adventure plus . . . excellent entertainment . . . Word-of-mouth bound to be exciting and provoking."
—*Showmen's Trade Review*

"Should satisfy melodrama fans." —*The Exhibitor*

"Sturdy melodramatic offering that will please action fans." —*Daily Variety*

"Should stand up on the booking charts."
—*Hollywood Reporter*

AFF'N

:ROME COWAN • GEORGE GIVOT

AT HOLT • Directed by TED TETZLAFF

Original Screen Play by MARTIN RACKIN

RKO RADIO PICTURES

Expects Theatre Tele In One or Two Years

ATLANTIC CITY—Some theatres will start putting on occasional television programs within one or two years and the first programs probably will be sports events, Allen B. Du Mont, head of Allen B. Du Mont laboratories, Inc., told members of Allied Theatre Owners of New Jersey at the opening session of the convention here Tuesday (June 24).

Du Mont paid special attention to the apparatus with which his company has been experimenting in connection with Paramount, by means of which motion pictures are filmed from a negative cathode ray tube receiver in a small room adjoining a theatre projection room. The developing and drying is done in a minute and one-half.

This apparatus, he said, eliminates the loss of contrast and light intensity which follows attempts to enlarge television pictures to theatre screen size from receiving sets. It also enables an exhibitor to put the television programs on several times a day instead of interrupting a film program for on-the-spot pictures.

Du Mont Laboratories is now setting up an experimental television network connecting Pittsburgh, Cincinnati and Cleveland, he said, and in connection with the SMPE is studying the possibilities of televising news events as they occur.

Color television is still several years away, he said, because more wave bands are required and there is a loss of light intensity with color. This limits programming.

Du Mont suggested the possibility of sending all film programs through the air or via coaxial cables, but said this was years ahead. He predicted that this distribution might be done from a central source.

Max Weisfeldt to Direct Circuit Deals for E-L

NEW YORK—Max Weisfeldt, Eagle-Lion New York special sales representative, has been named head of circuit deals. Lou Weschler will take over his former sales post. Weisfeldt has been with E-L since the company was organized about a year ago. Before that he was with the Columbia sales department. Weschler has been connected with UA, Walt Disney Productions and RKO.

Theatre Video Survey Postponed by MPA

Washington—Because of a "divergence of opinion" among Motion Picture Ass'n members any organized industry survey of theatre television possibilities has been "indefinitely postponed," Eric Johnston, MPA president, has informed Loren Ryder, president of the Society of Motion Picture Engineers.

Johnston added that too many MPA members oppose the SMPE's suggestion for a survey by a joint committee of the two groups at this time. It was learned that MPA members polled were about evenly divided on the suggestion. Those in opposition contended that theatre television had not yet reached the point where any such survey is needed or justified. SMPE had suggested that the joint committee determine how many frequencies would be needed, how the research program would be financed, and technical and financial information.

Advises Against Building Small Theatres Now

Atlantic City—Michael DeAngelis, well known theatre architect, surprised members of New Jersey Allied at the opening session of their convention by recommending that no small theatres be constructed at the present time. Costs are running about 30 per cent above what they should for construction, he said.

His advice was just the opposite on "amusement centers."

"These are the coming thing," he declared. "They are away from downtown centers; they solve the parking problem. If they include supermarkets and other shopping facilities, they are a center of attraction for the entire family."

Seattle Showmen Win $60,000 Judgment

SEATTLE — A $60,000 judgment was awarded in federal court here to the Venetian Theatre and Theatre Investment Co. in the civil suit brought against a dozen motion picture producers, distributors and exhibitors under the Sherman antitrust act.

Federal Judge John A. Bowen granted the judgment in the case, which was first tried in October and ended in a deadlocked jury. Both sides then agreed to let Judge Bowen, who had presided at the trial, decide it on the evidence he had heard.

The plaintiffs had asked damages of $485,000 and had charged the defendants conspired to monopolize the film distribution and that as a result the Venetian and Bagdad theatres, operated by Jensen & Von Herberg, were unable to show certain films as early as the Neptune and Egyptian, operated by National Theatres. All four are neighborhood houses.

The defendants denied any conspiracy and said the Neptune and Egyptian got the films first because they were in a different class from the Bagdad and Venetian. In giving his decision Judge Bowen granted injunctive relief, declaring the first two houses were entitled to the same third run clearance as the other pair.

Defendants in the action were Columbia Pictures Corp., RKO Radio Pictures, Inc., Warner Bros. Picture Distributors Corp., Universal Film Exchange, Inc., Loew's, Inc., Paramount Pictures, Inc., 20th Century-Fox Film Corp., United Artists Corp., National Theatres Corp., Evergreen Theatres Corp., Cascade Theatres Corp., Evergreen State Amusement Corp., and Fox Theatres, Inc.

Vaudeville Is on Way Back, So It Seems in Milwaukee

MILWAUKEE—If the situation here is a criterion, vaudeville is on its way back. The Riverside Theatre this week announced that it will inaugurate a stage show policy in July, opening with Dick Jurgen's band or the Ink Spots, plus a single feature. The Davidson is reported considering stage shows, on a two-a-day basis in the Shubert's plan to return this type of entertainment to its houses. The Towne Theatre, operated by J. C. Papas and Andrew Speerhis, also is angling for stage attractions to supplement a single bill policy. The Towne is a former vaudeville house.

Two Ad Film Makers Deny Trust Charges

WASHINGTON—Charges of monopolistic practices were denied by the Alexander Film Co., of Colorado Springs, described as the nation's largest producer and distributor of advertising films, and Ray-Bell Films, Inc., of St. Paul, in answers filed this week with the Federal Trade commission.

The answers deny that exclusive dealing contracts are in restraint of trade and challenge the FTC's jurisdiction on the grounds that the agreements are not in interstate commerce but local in character. The companies further contend that the only issue involved in the complaints against them was "fully and finally determined" in their favor in the commission's 1943 case against Screen Broadcast Corp., and others.

In this proceeding the answers declare, the FTC refused to order the respondents including Alexander and Ray-Bell to cease and desist from entering into individual contracts with motion picture exhibitors for the exclusive privilege of exhibiting advertising films in theatres owned or controlled by the exhibitors.

REFUTE "EXCLUSIVE" PACTS

Both companies objected to that portion of the complaint calling their screen agreements long term. Ray-Bell stated its contracts ran from less than a year to two years while Alexander said its agreements are for "not in excess of two years" with privilege of renewal. Each declared they had exclusive screening agreements with only a small percentage of the total theatres in the country. Alexander denied it is the nation's largest producer-distributor of advertising films and Ray-Bell that it is "one of the largest."

Refuting the charge that advertisers or prospective advertisers are forced to place their business with one of the respondents or forego screen advertising, Alexander stated that "in practically every community where the respondent has a contract there is more than one theatre available to other prospective advertisers." Ray-Bell stated it was willing and able to accept orders from advertisers for display of advertising film in all theatres with which it has contracts, regardless of whether they are exclusive.

The FTC lodged similar complaints against United Film Service, Inc., of Kansas City, and Motion Picture Advertising Service Co., Inc., of New Orleans, who filed their answers earlier.

Eagle-Lion Considering Independent Deals

New York—Eagle-Lion is considering releasing deals with several of the larger independent producers on the coast, according to Alfred W. Schwalberg, vice-president in charge of distribution. So far the company release lineup for 1947-48 includes one independent feature from Hollywood from Edward Small. It is titled "T Man." The picture now is being filmed at the E-L studio.

Schwalberg said he has received no word on whether Douglas Fairbanks jr., owner of the independent producing outfit, The Fairbanks Co., Inc., will release through E-L. Fairbanks was elected to the board of directors of Pathe Industries, Inc., parent company of E-L and PRC, during the week. Fairbanks so far has made one film for Universal-International release, "The Exile." Schwalberg said several independents have approached the company seeking releasing deals.

S.R.O.

THE SELZNICK RELEASING ORGANIZATION

is proud to announce that its first release

DAVID O. SELZNICK'S



IN TECHNICOLOR

is far and away

the biggest motion picture

attraction of 1947.

It has played

to almost six million people

in its first six hundred runs

For information concerning the SELZNICK RELEASING ORGANIZATION please turn the page

S.R.O. *IN A TRADITION OF QUALITY*

SELZNICK RELEASING ORGANIZATION

NEIL AGNEW, *President* • MILTON S. KUSELL, *General Sales Manager* • SIDNEY DENEAU, *Asst. Sales Manager*

400 MADISON AVENUE, NEW YORK, N. Y.

REPRESENTATIVE	ADDRESS	PHONE
BOSTON DISTRICT, Thomas F. Duane, *Dist. Mgr.*		Hubbard 2625
Frank C. Lydon	260 Tremont Street, Boston 16, Mass.	" "
William P. Rosenow	220 Delaware Avenue, Buffalo 2, N. Y.	MA 4841
WASHINGTON DISTRICT, J. E. Fontaine, *Dist. Mgr.*		District 4232
Elmer W. McKinley	301 G. Street, N. W., Washington 1, D. C.	" "
Melvin Koff	Market St. Nat'l Bank Bldg., City Hall Plaza, Philadelphia 7	Rittenhouse 6-6355
Joseph Kaliski	Clark Bldg., 7th St. & Liberty Ave., Pittsburgh 22	Grant 6382
CLEVELAND DISTRICT, Grover C. Schaefer, *Dist. Mgr.*		Prospect 3496
Leonard Mishkind	Film Bldg., 2108 Payne Ave., Cleveland 14	" "
Edward B. Salsberg	Keith Bldg., 525 Walnut Street, Cincinnati 2	Dunbar 4174
Eugene P. Alexander	Donovan Bldg., Woodward Ave. & Duffield St., Detroit 1	Cherry 9252, 9253
CHICAGO DISTRICT, Sam Horowitz, *Dist. Mgr.*		Andover 2676, 2677
Walter M. Dorff	33 No. LaSalle Street, Chicago 2	" "
Charles M. Weiner	Pence Bldg., Minneapolis 3	Atlantic 3347
Elmer J. Tilton	Empire Bldg., 6th & Walnut Street, Des Moines 9	Des Moines 2-5648
Roscoe R. Thompson	610 R. A. Long Bldg., 928 Grand Avenue, Kansas City 6	Victor 3716
Ellis N. Shafton	Continental Bldg., 3615 Olive Street, St. Louis 8	Jefferson 7788
ATLANTA DISTRICT, Henry G. Krumm, *Dist. Mgr.*		Cypress 7761—2
Guy B. Davis	Grant Bldg., 44 Broad Street, Atlanta 1	" "
DALLAS DISTRICT, A. J. Delcambre, *Dist. Mgr.*		Riverside 5597
Claude W. Atkinson	821 Mercantile Bank Bldg., Dallas 1	" "
LOS ANGELES DISTRICT, John T. Howard, *Dist. Mgr.*		Fairfax 5536 — 46
Paul J. Walsh	556 S. Harvard Blvd., Los Angeles 5	" "
Harry Hunsaker	RKO Golden Gate Bldg., 25 Taylor Street, San Francisco 2	Prospect 7265 — 66
Cornell J. Duer	Denham Theatre Bldg., 635 18th Street, Denver 2	Cherry 7697
Howard B. Cahoon	Atlas Bldg., 36½ W. Second South St., Salt Lake 1	Salt Lake 9-4861
James L. Walsh	1810 Seventh Avenue, Seattle 1	Seneca 5080

Local Censors Urged To Meet on Program

DETROIT—Call for a conference of local censorship bodies upon a nationwide scale to discuss problems and methods was proposed this week by Inspector Charles W. Snyder in an interview with BOXOFFICE. Snyder has handled Detroit censorship activities for the past 15 years in the motion picture field, in addition to other responsibilities, and stated that in all that time there had been no regular interchange of ideas with other censor groups. This lack of a common background of ideas is responsible, he feels, in part at least, for the sharp divergences in patterns of censorship in different parts of the country.

SAYS THE CODE IS FLEXIBLE

Snyder answered critics of the Code of Production Standards, who have advocated a general rewriting of the code in order to bring it down to contemporary standards, with the point that the code itself is very flexible, and can be interpreted within the discretion of the code authority as it may be found necessary, without any basic revision.

He suggested two specific changes or trends in interpretation:

1. Reduction of drinking scenes, because of the heavy and growing opposition to them on behalf of large sections of the public.

2. Avoidance of any scenes which tend to belittle police authority.

In the latter connection, Snyder went on to point to the modern "whodunits—more typically in the book form than on the screen"—as portraying the metropolitan police officer as a "halfwit or screwball," instead of maintaining the necessary respect for his role in protecting society. This, he suggested, contributes directly to juvenile delinquency, because of the effect it has on young and impressionable minds.

Snyder's attack on this angle was beamed specifically at the current vogue for detective film, in which a private detective is brought in to solve problems that the police appear—on the screen—incompetent to handle.

Returning to the problem of censorship and administration of the code, he paid a tribute to the industry—"I hate to see the motion picture industry maliciously criticized, especially for things for which it is not responsible. The code administration authorities have been doing a fine job, and trying to administer the code in the most intelligent manner they can without offending anyone."

CITES REGIONAL DIFFERENCES

However, he said, conditions appear to arise in one section of the country such that a particular film or situation in a picture may be objectionable, while in seems inoffensive elsewhere. He advocates personal investigation by Joseph Breen in such instances to see what lies at the bottom of such objections by censors—citing as one example the banning of "Duel in the Sun" by Memphis.

A gathering of censorship authorities, such as he advocates, possibly called and underwritten by the film industry in order to clarify the conflicting interpretations which it must struggle to cope with, at some central location, would help eliminate such conflicting interpretations, Snyder emphasized that such a move would benefit the industry as well as help to coordinate standards of review, as gatherings of individuals in any other professional group help to thresh out and provide new solutions to common problems, concluding, "Let's get these people together and find out what is responsible for these local idiosyncrasies."

A Payoff in Goodwill and Business

No Trouble in Changing To Junior Admissions

By LES REES

MINNEAPOLIS—Reduced "teen-age" admissions for youngsters of 12 to 17 years, which just went into effect in the Twin cities, met an immediate enthusiastic response, according to Minnesota Amusement Co. and RKO Theatres heads and owners of the World here and in St. Paul.

Charlie Winchell, assistant to Harry B. French, Minnesota Amusement Co. president, says the outpouring of juveniles over the weekend was by far the largest in many months, with the special "junior admission prices" as well as strong attractions considered major factors in the stimulated grosses.

No difficulties or troubles were encountered, according to Winchell and others. The plan in effect here is to take the ticket buyers' word for their age unless they are obviously and palpably prevaricating, Winchell explains. The ticket cashier and the ticket takers are the sole judges, he says.

ADMIT SOME CHISELING

It's admitted there may be some chiseling, but the number of those over 17 getting the advantage of the reduced price tickets will be infinitesimal, Winchell believes. Up to this writing, he and the others say, there have been no arguments and nobody applying for the tickets has had to be turned down.

Letters and telephone calls commending the move have poured in on the Minnesota Amusement Co., Winchell says. No step taken by the circuit has ever been so popular, it's indicated.

In the Ben Friedman circuit out-of-town houses, those receiving the reduced "junior age" admission prices are required to present identifying cards. These cards are distributed through the high schools only as good conduct rewards. The youngsters receiving them pledge themselves to refrain from boisterousness and rowdyism in the theatres and to surrender the cards if they lapse in their conduct. Thus far, Friedman says, the plan has helped to eliminate juvenile vandalism, etc.

Ted Mann at his World here and Bennie Berger at his St. Paul World quickly followed the Minnesota Amusement Co. and RKO Theatres' lead in establishing the "junior admissions."

In establishing the reduced prices for the youngsters, French pointed out that the plan is in recognition of "the limited allowances and legally limited earning capacity of boys and girls of high school age."

Talk of 'Price War' In Twin City Area

MINNEAPOLIS — Minnesota Amusement Co. action in instituting reduced junior age prices threatens to precipitate an admission war. Most of the Twin city independent neighborhood and suburban exhibitors are wrathy over the development. Some of them have openly expressed themselves in favor of cutting under the Minnesota Amusement Co. prices or lowering adult prices to a level to which junior age admissions would drop if the independents here followed the big circuits' lead.

However, at a second meeting called by North Central Allied this week to discuss the situation, the majority sentiment again favored a continuation of the marking time procedure previously decided upon "until such a time as the effects of the junior age admissions 'on them' can be more accurately determined."

At this week's meeting there were several in favor of starting the price war, if necesary. They wanted to go lower than the major circuits and to cut all along the line. Calmer judgment, however, prevailed. President Bennie Berger of North Central Allied pointed out that the group as a whole couldn't take united action on prices. The final sentiment for a second time was not to follow the Minnesota Amusement Co., RKO Theatres and World lead for the present.

Arrangements Committee Set for TESMA Confab

CHICAGO—Oscar F. Neu, president of the Theatre Equipment and Supply Manufacturers Ass'n, Inc., announced this week that an arrangements committee had been appointed for the organization's annual trade show and convention to be held at the Shoreham hotel in Washington, D. C., September 24-29. The group will act as a general committee and sub-committees will be formed within this body. The committee members are:

J. J. Arnsfield, Adler Silhouette Letter Co.; C. S. Ashcraft, Ashcraft Mfg. Co.; J. B. Contner, Blue Seal Cine Devices, Inc.; L. W. Davee, Century Projector Corp.; J. K. Elderkin, Forest Mfg. Co.; J. A. Fetherston, Kollmorgen Optical Corp.; J. R. "Bob" Hoff, Ballantyne Co.; C. P. Hughes, Fort-A-Cide Corp.; L. E. Jones, Neumade Products Corp.; D. W. Matthews, Motiograph, Inc.; Jake Mitchell, La Vezzi Machine Works; Pete Mole, Mole-Richardson Co.; J. F. O'Brien, RCA Mfg. Co.; A. Samuels, Automatic Devices Co.; W. C. Stober, General Register Corp.; C. J. Williams, Wenzel Projector Corp.

The sub-committees will act on transportation, decorations, program, reception, entertainment, etc.

Several Managerial Shifts Made in RKO Theatres

NEW YORK—Several changes in the managerial personnel of RKO Theatres have been made by Sol A. Schwartz, general manager. They will be effective June 30.

Jerry Shinbach, Columbus city manager, has been made assistant division manager in Chicago. Max Mink, manager of the Fordham, New York, has been named as city manager in Cleveland, with headquarters in the Palace Theatre there.

Lou Lutz, manager of the Uptown, Detroit, has been made city manager at Grand Rapids, where RKO has taken over operation of the Regent and Keith theatres following the splitup of the pool with the Butterfield circuit. Lutz will have headquarters in the Regent Theatre.

Joseph Goetz has been named as RKO Theatres field representative, reporting diectly to the home office, and Harry Schreiber has been transferred from Cleveland to the post of city manager in Columbus. Walter Ahrens will replace Lou Lutz in Detroit.

Men and Events

By JAMES M. JERAULD

Plea for Members

FRED WEHRENBERG, MPTOA president, makes an unusual plea for membership in exhibitor organizations in his latest bulletin. He doesn't mention the MPTOA; his plea for joining an exhibitor group is general. Exhibitors who do not belong to an organized group, he says, "'are tail riders who refuse to lend a few dollars and their moral support, but sit idly by waiting for the gravy train to pick them up."

Censorship bills have again become a problem to the industry, he points out, and battling taxes requires united action.

"The decision as to which association to join ultimately rests with the individual," he writes. "But that he must join and that he owes it to the industry and to himself to join, can and should be brought home to him. The task is a personal one and must be undertaken by the theatre owner who already belongs to an association. We should like to see such a membership campaign get under way immediately."

In closing his discussion of the topic he points out that membership in an organization involves cooperation with social groups and provides an avenue for creating goodwill and of securing cooperation when it is needed in opposing adverse legislation.

* * *

Park Avenue Goes Lo'brow

ABOUT ten years ago William Fox, who thought art was "slightly nuts," and S. F. Rothafel, who thought the world revolved around "art," as he understood it, used to spend considerable time discussing film bookings for the Roxy Theatre. Fox insisted that people went to the Roxy to see pictures and not stageshows and Roxy insisted Fox had the cart before the horse.

Fox used to take especial pleasure in pointing out that all the big grosses had been rolled up when Fox pictures were playing and all the little grosses had trickled in when Roxy had booked "art" pictures, especially British "art" pictures.

This argument has been going on in varying forms for many years. Time has tended to prove that a good picture will pull a gross almost anywhere and a bad picture won't pull one anywhere.

This all leads around to the Park Avenue Theatre which started out with paid up annual subscriptions and a theory that the refined persons with large incomes residing along the avenue didn't want to rub elbows with the Broadway hoi polloi and would accept almost any kind of pictures if the surroundings were sufficiently elegant.

The results seem to uphold Fox's theory that you have to have films. The Park Avenue has gone to a continuous run policy at reduced admissions.

* * *

Knutson Shifts Again

RIGHT after the Republican victory last November Representative Knutson of Minnesota, chairman of the house ways and means committee, predicted tax cuts so confidently that exhibitors began figuring how to spend the money. During the first hearings, however, he flatly told theatremen there was no possibility of a reduction of the so-called luxury taxes, which include tickets. Now that President Truman has vetoed the tax bill Knutson has veered around to a prediction that some of the luxury taxes will be cut. He may be serious or he may be trying to keep the topic alive in order to prove to the voters he is the taxpayers' friend.

A new tax bill would have to be approved by the President.

* * *

Tax Opposition

WHEN the New York legislature last winter authorized counties and cities of 100,000 or over to hold referendums on new sales and ticket taxes it was predicted a rush for these would develop. As time passes the opponents seem to be getting stronger than the proponents.

Yonkers stirred up some hot opposition by starting the necessary moves. Then some well-known educators declared that it was the wrong approach to revenue raising. Late last week Mayor William Hart Hussey of Mount Vernon told the New York State Conference of Mayors and the State Federation of Official Planning Boards that municipalities should make every effort to convince the state legislature that this was an "unsound approach" to the tax problem.

* * *

Business Surprise

PARAMOUNT stockholders and Wall street prophets were equally surprised when Barney Balaban announced that during the previous ten days company receipts had shown an upturn at a time of the year when they are usually headed the other way.

A day or two later the bureau of labor statistics of the Department of Commerce reported 42,000,000 persons were at work, a record for May, with weekly earnings in manufacturing industries also at a new high.

These reports in the midst of so much talk of a recession must disturb the economic experts.

* * *

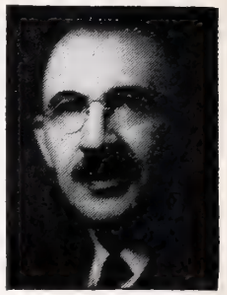
Fake Publicity

DURING the past 15 years most responsible publicity men in this business have taken a definite stand against downright fakery. Phony stunts and attempts to mislead newspapers have been dropped gradually, because it has been learned that these always bring unpleasant reactions.

Jon Hall and his advisers seem not to have learned this lesson. When he reported that he and his wife were in a plane hit by a bullet he had visions of headlines. He got them, but he didn't make any friends among newspapers, photographers and syndicates.

Peter Antonoplos, 67, Dies in Pittsburgh

PITTSBURGH—Peter A. Antonoplos, 67, who 40 years ago opened the Olympic in downtown Pittsburgh, then the de luxe show place of the city, died here unexpectedly last week. He was 67.



PETER A. ANTONOPLOS

Greek immigrant who came to the U.S. in 1900, Antonoplos was among the first to elevate the lowly motion pictures from the nickelodeon classification. He originated organ and orchestra music scored to the mood of the cinema offering. A born showman, he also originated extra "copy" on lobby advertising in the early days of utilizing illustrated lithographs from national advertisers and legitimate stage attractions. He was also one of the first exhibitors to show scenes of coming attractions and an early "star-maker" through his exploitation of featured players.

He is survived by Anthony and Milton, ex-GI sons who managed the Antonoplos theatres in recent years; his wife; a daughter, Mrs. Lula Borgerson, and several grandchildren. Anthony flew to Greece last week to join his wife and son, who have been visiting in Athens.

A charter member of the AMPTO of W. Pa., the elder Antonoplos served as a director of that organization for many years. In addition to many other offices, he was vice-president of the group that established the Greek room in the Cathedral of Learning at the University of Pittsburgh.

Rubin to Serve as Aide To Nelson of SIMPP

HOLLYWOOD—J. Robert Rubin, west coast antitrust expert of the Department of Justice and special aide to the U.S. attorney general, has been pacted to serve as assistant to Donald Nelson, president of the Society of Independent Motion Picture Producers. In his new position, Rubin will concern himself primarily with surveying the distribution patterns of pictures produced by the 25 members of the society.



J. ROBERT RUBIN

Rubin's particular duties, Nelson said, will be to investigate any artificial impediments to the distribution of independently produced films.

Simons to New Altec Post

NEW YORK—W. W. Simons, advertising and publicity manager for Altec Service Corp., has been given a new assignment in the engineering equipment division of the company. Harold Wengler will rejoin the company and take over his post. Wengler formerly was advertising manager for Altec in 1937.

George Schaefer Back at Studio

HOLLYWOOD—George Schaefer, head of distribution for Enterprises, checked in at the studio from New York for production huddles on forthcoming production.

Supreme Court Rules Lea Act Is Valid

WASHINGTON—By a 5 to 3 ruling the supreme court this week held that the Lea act Congress aimed at James C. Petrillo and his AFL American Federation of Musicians is constitutional. While holding the act constitutional the court did not rule on a specific charge that Petrillo violated it. It sent the case back to the federal district court to decide that question.

Petrillo, musicians union "czar," was accused of violating the act, soon after its passage last year, by trying to force Chicago radio station WAAF to hire three additional record librarians. WAAF said the extra employes were not needed. The charge of "coercion" involved withdrawal of three regularly employed musicians and picketing of the station. The district court ruled the act unconstitutional and the government appealed directly to the supreme court.

Justice Black delivered the court's finding that the law itself is within the constitution. One portion of the finding was that the act as applied to Petrillo plainly does not violate the 13th amendment against slavery and involuntary servitude.

Eric Johnston to Speak At SMPE October Meet

NEW YORK—Eric Johnston will be a speaker at the opening luncheon of the SMPE 62nd semiannual convention to be held October 20-24 at the Hotel Pennsylvania.

Johnston replied to the invitation by saying that the society "is performing a worthwhile service in sponsoring a Theatre Engineering Conference." This will be a feature of the fall meeting.

"The motion picture theatre has been a pioneer in developing many of the features of modern building design with which we have become so familiar in recent years," Johnston wrote. "It has been a leader in the use of new materials in building construction; of air conditioning, of acoustical treatment, of scientific lighting, and of innumerable advances in providing for the safety and comfort of its patrons.

"In many ways the growth and development of the modern theatre has been responsible for the healthy progress of the modern motion picture industry. This development is about to take on new momentum. It offers a great field for the improvement and expansion of our business—right here in our own country."

Claim 11,250 Theatres Now Using Advertising Films

NEW YORK—There are 11,250 theatres now accepting advertising films, according to a three-year study just completed by the Movie Advertising Bureau. The bureau is affiliated with the Motion Picture Advertising Service, New Orleans, and the United Film Advertising Service, Kansas City, advertising film producers and screen "space buyers," which sponsored the study at a cost of $100,000.

Survey data recorded on International Business Machine cards, includes the following information: number of theatres in a community, theatres showing advertising films, location of theatres with reference to residential and business areas and seating capacity.

This information will be available to advertisers and advertising agencies interested in using theatre screens.

U.S. Suit Charges Ascap With a Music Monopoly

WASHINGTON—Action which may have a far-reaching effect on making a wealth of hitherto unavailable foreign musical compositions accessible to the motion picture industry occurred this week when the Department of Justice filed a civil suit charging the American Society of Composers, Authors and Publishers with engaging in a worldwide conspiracy to monopolize musical performing rights in violation of the antitrust laws.

The complaint alleges that Ascap joined with 25 foreign musical societies in exclusively cross-licensing each other to the end that the playing of the world's music was restricted to themselves and their licensees. Asst. Atty. Gen. John F. Sonnett, head of the Justice department's antitrust division, filed the suit in the southern district of New York (Manhattan).

ASCAP QUITS INTERNATIONAL

The filing of the Department of Justice's suit coincided with Ascap resigning its membership in the International Confederation of Authors and Composers Societies, which opened its second postwar convention in London. Deems Taylor, Ascap president, is attending the convention and was notified of the suit by cable. Other Ascap officials in London for the sessions are Oscar Hammerstein II, vice-president; Herman Finkelstein, resident counsel; Rudolph Nissim and Richard Murray.

Sonnett said Ascap had engaged in a conspiracy with La Confederation Internationale des Societies d'Auteurs et Compositeurs, in Paris, of which the American organization is a member. "This worldwide combination has acquired a virtual monopoly of performing rights to practically all of the world's musical compositions not in the public domain. This includes most of the popular, as well as symphonic music which is today played over the radio, at theatres and in other places of entertainment," he said.

FOR WIDER DISSEMINATION

Atty. Gen. Tom Clark in a statement released by Sonnett said that the alleged cartel had prevented thousands of American commercial users from "getting music from abroad, except through Ascap, and has hindered composers and authors of music in the United States, who are not members of Ascap, from getting their music played abroad."

The attorney general emphasized that the complaint did not question the right of authors, composers and publishers to band together for the joint protection of performing rights. "Nor does it in any way," he continued, "seek to hamper the legitimate activities of musical performing rights soccieties such as Ascap.

"On the contrary, the suit aims to increase the opportunities for the performance of the musical compositions of authors and composers and to make possible a wider dissemination of American musical compositions abroad."

Sonnett said the government asks from the court a directive requiring Ascap "to withdraw from membership in illegal foreign societies." The government further asks that Ascap be enjoined from accepting music rights in the United States from any foreign society that refuses to make its music available to other societies here.

The Justice department said Ascap's foreign connections were in Argentina, Australia, Austria, Belgium, Brazil, Bulgaria, Canada, Cuba, Czechoslovakia, Denmark, England, France, Finland, Germany, Holland, Hungary, Italy, Norway, Portugal, Romania, Spain, Sweden, Switzerland, Uruguay and Yugoslavia.

New Authors, Composers Group To Ban Location License Fee

DETROIT—Organization of a new music writers and publishers organization that will ban a location license fee—in sharp distinction to the present practice of Ascap—is well under way, under the banner of the American Federation of Authors and Publishers, Inc. (Afap). The new group now includes 138 writers and four publishers, acording to Robert Seibert of Detroit, who was elected president on May 15, and is taking over active direction.

The body was incorporated in Massachusetts in February as a nonprofit organization, but is at present being directed from Detroit—which was, incidentally, the home town of Gene Buck, long the top figure in Ascap, as well as the scene of the sudden death of its general manager, John G. Paine a few weeks ago.

The new group will issue licenses gratis to locations, and to entertainment units, and draw income for its members from royalties only, Seibert said.

While the question of motion picture fees has not been specifically worked out, the present policy indicates that Afap will work on the objective of a royalty fee from the producer and make no attempt to impose a seat tax. Simplified accounting and overhead and improved public relations are among the benefits seen in this deviation from the present Ascap operating pattern.

'Nickleby,' 'Thunderbolt' Honored by Review Board

NEW YORK—"Nicholas Nickleby," a J. Arthur Rank production released by Universal-International, and "Thunderbolt," a 44-minute army air forces film released by Monogram, have been given starred selected features rating, the top honor of the National Board of Review, in the weekly guide to selected features.

Selected features rating has been awarded to "Fiesta" (MGM), "High Conquest" (Monogram), and "Possessed" (WB).

Simpex Sues Export Firm On UA Foreign Rights

NEW YORK—The Simpex Co., Inc., has brought suit against U. S. Film Export Corp. and United Artists for $65,000 alleging that Jacques Grinieff, head of the export firm, sold the company the exclusive foreign rights to "Hi Diddle Diddle" and "Sensations of 1945" after previously selling these rights to other concerns in Denmark and Greece. Both pictures were produced by Andrew Stone for United Artists release

The case will be tried in the New York supreme court in the fall, according to Gerald Blumberg, attorney for Simpex.

Washington Report

By LEE GARLING

HOUSE GOP LEADERSHIP is preparing a new tax measure to reduce luxury excises because of their defeat of their personal income tax bill by President Truman's action in the veto. Chairman Knutson of the house ways and means committee announced that he would confer at once with Republican leadership to reduce excises before the house adjourns next month.

Theatre admissions are classed in this group of luxury excises. Knutson asserted that "the people have to have some relief from heavy taxation in one form or another" and indicated that the bill would annul congressional action earlier in the session which extended the wartime excises "indefinitely."

Knutson refused to specify what the items should be that would be freed of wartime excises but he has for some time been reputed to favor reduction of ticket taxes. He pointed out that the Congress can terminate the wartime assessments under terms of that legislation "at any time." He declared he "wouldn't be surprised if the moment to do so arrived in the near future."

He indicated that no special hearings would be necessary because enough material has been gathered at the special tax hearings on revising the federal excise tax structure.

* * *

SINCE THE REPUBLICANS took over control of the Congress certain democratic members who had been used to getting lots of publicity are now hard up for methods of making headlines. One outstanding example is John Rankin (D., Miss.). So hard is it now for Rankin to get in the papers that he has had to resort to the now worn out sport of attacking "Duel in the Sun," as being salacious, sexy, filthy, nasty and one of the worst pictures to come out of Hollywood. His blast came just after "Duel" closed a four week run at Loew's Capitol reporting the biggest boxoffice receipts in the theatre's history.

Unfortunately, Rankin succeeded in getting his "smear Hollywood again" idea into a resolution, which received a hearing before the house district committee. Action of the committee was to direct Chairman Everett M. Dirksen (R., Ill.) to confer with Eric Johnston, head of the MPA, which association permitted release of the picture.

"I'll explore the situation," Dirksen promised. "It may be necessary for us to establish a board of censorship here."

Rankin's demand was for the police to ban the picture for good from Washington. Censorship currently is done by the women's bureau of the police department.

* * *

THE MUCH-DISPUTED State department foreign information program gained a few inches this week. A senate sub-committee added 12 million dollars to the State's appropriation for the activity; $800,000 of it is earmarked for motion pictures, to be used for production and distribution of educational documentary films about America for consumption in foreign countries.

Senator Ball (R., Minn.), chairman of the appropriation sub-committee, told BOXOFFICE that the Foreign Relations committee will not have time to consider the Mundt bill during this session. It is the Mundt bill which would legalize the entire State department program of overseas information.

Secretary of State Marshall, in a last-minute plea for the Mundt bill, told Congress, "Peace cannot be served by any rationing of American facts." He said that it is "almost impossible to recruit additional highly trained personnel," here or abroad without legislative backing for the program.

Meanwhile, the house is expected to debate and pass the bill this week.

* * *

THE COMMERCE DEPARTMENT reports that an order of the Ministry of National Education in Spain states that permission for the dubbing of foreign films into Spanish will be granted exclusively to persons or organizations which produce Spanish films and which merit the approval of the Superior Council.

This would appear to eliminate branches of United States firms which do not produce films in Spain from obtaining dubbing permits except by purchase from one of the Spanish producers.

The censorship functions of the council are objectionable from the point of view of the foreign producers who feel that, in general, the distribution of foreign films in Spain is being made more difficult, the report said.

* * *

CREDIT SHOULD BE GIVEN to Eric Johnston, president of the Motion Picture Ass'n, for his brilliant suggestion made during his speech recently in Milwaukee before the Young Republican Federation. Johnston outlined a plan for representatives of agriculture, labor and industry to draft a bill of particulars with respect to aid to foreign countries for relief and reconstruction and also draft a balance sheet of our own resources.

Senator Vandenberg, chairman of the Senate Foreign Relations committee, and the best man in his field on the problem undoubtedly picked up the cue last week from Johnston. Vandenberg suggested practically the same thing.

More recently now the President of the United States has suggested it. It all started with Johnston however, after Herbert Hoover gave his report on foreign aid. Johnston says the motion picture industry has a bigger stake in what happens in the foreign market than it does in the domestic market.

* * *

ADMISSION TAX COLLECTIONS for May as reported by the Treasury department again show a decrease of $3,353,840.26 under the figures for May of last year. In 1946 May figures were $39,499,268.76 and this year for the same month they were $36,145,428.50.



WELCOME TO MAINE—Gov. Horace Hildreth of Maine is signing a letter to Col. Jack L. Warner, executive producer of Warner Bros.' Technicolor production, "Life With Father," thanking him for selecting Skowhegan as the spot for the premiere of the film. It was in Skowhegan eight years ago that the original stage play opened. On the left is Art Moger, Warners' New England field man.

Decade of Films Sold By U for Reissues

NEW YORK—Universal Pictures Co., Inc., has leased the reissue rights for a ten-year period to virtually all the feature films it released during the ten years between the 1933-34 season and including the 1942-43 season to the Harris-Broder Pictures Corp. for a sum in excess of $3,000,000 plus a participation in the profits, according to Matthew W. Fox, executive vice-president of Universal. Approximately 400 pictures are involved.

Under certain conditions, the 1943-44 through 1945-46 programs will also be made available at a later date.

Harris-Broder Pictures Corp., which temporarily has its offices at 2 Park Ave., will distribute these films in the United States, Alaska and the Hawaiian Islands. Some of the pictures will be distributed through PRC Pictures exchanges. The new company is considering the grants of sub-licenses to other proposed franchise holders in the territory covered by the distribution rights.

Budd Rogers, industry veteran who has recently been eastern representative for a number of Hollywood producers, will be vice-president in charge of distribution and sales for Harris-Broder with authority over distribution and sales policies. Officers of Harris-Broder are Joseph Harris, chairman of the board and treasurer; Paul Broder of Detroit, president; Norman Eisenstein, executive vice-president; Rogers, Jack Broder and Jacques Grinieff, vice-presidents, and Irving Kipnis, secretary.

The deal was negotiated by David Fogelson of the law firm of Schwartz & Frohlich, for Harris-Broder; Saul E. Rogers for Budd Rogers, and the Universal attorneys.

Crystal Buys Ten Shorts From Major Company

NEW YORK—Crystal Pictures, Inc., has purchased 10 new single-reelers in Cinecolor from one of the major companies. The films will be distributed in the U.S. and overseas in both 35mm and 16mm. Domestic release has been set for the fall.

The shorts deal with sports and adventure. Subtitled versions are being prepared in Spanish, French and Italian.

Each reel concerns a different territory including Hawaii, Hong Kong, Midway, Wake Island, Manila, Guam, Macao, Zamboango and Jolo, Rio de Janeiro, Honolulu.

Rank Signs Bing Crosby For Film in England

HOLLYWOOD—Crooner Bing Crosby and J. Arthur Rank have concluded a deal whereby Crosby will go to England next year to make a film for the Rank Organization. Wesley Ruggles who initiated the deal, will direct the Crosby film, the story to be announced later. The film will have an all-English cast, other than for the singing star himself and the music will be written by English composers.

Baird Quits Job With BIS

NEW YORK—Thomas Baird has resigned as director of the film division for the British Information Services, a post he held for five years. He will vacation in England and Scotland during the summer and will enter a new job with the British goverment on his return to the U.S. in September.

40-Star TRADE SHOW July 11

Paramount's

VARIETY GIRL

The Musical of Musicals With A Story As Big As Its Stars

CITY	PLACE OF SCREENING	DATE	TIME
ALBANY	FOX PROJECTION ROOM, 1053 Broadway	FRI. July 11	8 P.M.
ATLANTA	PARAMOUNT PROJECTION ROOM, 154 Walton Street, N.W.	FRI. July 11	2:30 P.M.
BOSTON	PARAMOUNT PROJECTION ROOM, 58 Berkeley Street	FRI. July 11	2:30 P.M.
BUFFALO	PARAMOUNT PROJECTION ROOM, 464 Franklin Street	FRI. July 11	2 P.M.
CHARLOTTE	PARAMOUNT PROJECTION ROOM, 305 South Church Street	FRI. July 11	1:30 P.M.
CHICAGO	PARAMOUNT PROJECTION ROOM, 1306 South Michigan Avenue	FRI. July 11	1:30 P.M.
CINCINNATI	PARAMOUNT PROJECTION ROOM, 1214 Central Parkway	FRI. July 11	2:30 P.M.
CLEVELAND	PARAMOUNT PROJECTION ROOM, 1735 East 23rd Street	FRI. July 11	2 P.M.
DALLAS	PARAMOUNT PROJECTION ROOM, 412 South Harwood Street	FRI. July 11	2:30 P.M.
DENVER	PARAMOUNT PROJECTION ROOM, 2100 Stout Street	FRI. July 11	2 P.M.
DES MOINES	PARAMOUNT PROJECTION ROOM, 1125 High Street	FRI. July 11	1 P.M.
DETROIT	PARAMOUNT PROJECTION ROOM, 479 Ledyard Avenue	FRI. July 11	2 P.M.
INDIANAPOLIS	PARAMOUNT PROJECTION ROOM, 116 West Michigan Street	FRI. July 11	2 P.M.
JACKSONVILLE, FLA.	FLORIDA THEATRES' SCREENING ROOM, 128 Forsyth Street	FRI. July 11	3 P.M.
KANSAS CITY	PARAMOUNT PROJECTION ROOM, 1800 Wyandotte Street	FRI. July 11	2 P.M.
LOS ANGELES	BOULEVARD THEATRE, Washington and Vermont Streets	FRI. July 11	1:30 P.M.
MEMPHIS	PARAMOUNT PROJECTION ROOM, 362 South Second Street	FRI. July 11	2:30 P.M.
MILWAUKEE	PARAMOUNT PROJECTION ROOM, 1121 North 8th Street	FRI. July 11	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJECTION ROOM, 1201 Currie Avenue	FRI. July 11	1:30 P.M.
NEW HAVEN	PARAMOUNT PROJECTION ROOM, 82 State Street	FRI. July 11	2 P.M.
NEW ORLEANS	PARAMOUNT PROJECTION ROOM, 215 South Liberty Street	FRI. July 11	10 A.M.
NEW YORK CITY	NORMANDIE THEATRE, 51 East 53rd Street	FRI. July 11	10:30 A.M.
OKLAHOMA CITY	PARAMOUNT PROJECTION ROOM, 701 West Grand Avenue	FRI. July 11	10:30 A.M.
OMAHA	PARAMOUNT PROJECTION ROOM, 1704 Davenport Street	FRI. July 11	1:30 P.M.
PHILADELPHIA	PARAMOUNT PROJECTION ROOM, 248 North 12th Street	FRI. July 11	2 P.M.
PITTSBURGH	PARAMOUNT PROJECTION ROOM, 1727 Boulevard of Allies	FRI. July 11	2 P.M.
PORTLAND	PARAMOUNT PROJECTION ROOM, 909 N.W. 19th Avenue	FRI. July 11	2 P.M.
ST. LOUIS	PARAMOUNT PROJECTION ROOM, 2949 Olive Street	FRI. July 11	1:30 P.M.
SALT LAKE CITY	PARAMOUNT PROJECTION ROOM, 270 East 1st South Street	FRI. July 11	1 P.M.
SAN FRANCISCO	PARAMOUNT PROJECTION ROOM, 205 Golden Gate Avenue	FRI. July 11	2 P.M.
SEATTLE	PARAMOUNT PROJECTION ROOM, 2330 First Avenue	FRI. July 11	2 P.M.
WASHINGTON	PARAMOUNT PROJECTION ROOM, 306 H Street, N.W.	FRI. July 11	2:30 P.M.



With All These Stars and 4 Famous Directors • Produced by Daniel Dare • Directed by George Marshall

Hollywood Report

By IVAN SPEAR

The Wilcoxes of England Here for 16-Day Visit

In Hollywood to effect an interchange of English and American screen stars, Herbert Wilcox, British producer and director, and his actress wife, Anna Neagle, are shown arriving in the film capital for a 16-day visit, their first in six years. Both made pictures at RKO Radio for a number of years, but now have their own organization, of which Miss Neagle is co-producer, as well as top star.



The Wilcoxes, among other things, conferred with executives at MGM regarding their film "Piccadilly Incident," which has been taken on by Leo for American distribution. They brought with them a print of their most recent production, "The Courtneys of Curzon Street."

"One hears much talk here in America about the British film invasion," Wilcox stated, "and it is true that recently some very fine English pictures have been shown here, but the so-called 'invasion' hasn't started yet. There are many other fine pictures either completed, or nearing completion, which American audiences will see soon."

Wilcox and Miss Neagle are affiliated with Sir Alexander Korda's film interests, which are, as Wilcox puts it, in "friendly opposition" to those of J. Arthur Rank.

Columbia Has 11 Films On Its Color Lineup

Colorful Columbia it was known as in those days. With a total of 11 tint pictures ready for release, in work, or forthcoming on the summer production schedule, the Gower street studio is in the best color situation of its history. The lot's color schedule divides itself fairly evenly between Technicolor and Cinecolor. First of the 11 to hit the nation's screens is the Cinecolor western, "Gunfighters," produced independently by Producers-Actors Productions. Also completed and ready for release are "Down to Earth," Technicolor musical; "Last of the Redmen," Sam Katzman production in Cinecolor; "The Swordsman," Technicolor outdoor drama.

Being edited are "Relentless," Cavalier Productions in Technicolor; "The Man From Colorado," also in Technicolor; "The Prince of Thieves," another Katzman production in Cinecolor.

"The Strawberry Roan," first of seven Cinecolor films to be made for Columbia by Gene Autry Productions is currently before the cameras. It will be followed in August by a second, "In a Little Spanish Town." "Royal Mail," also tentatively scheduled for an August starting date, will be photographed in Technicolor. "The Gallant Blade," Alexandre Dumas story, has a tentative September starting date and will be filmed in Cinecolor.

Color plays a dominant part also in the program of United Artists Producer Hal Roach whose film making activities are posed for resumption after considerable of a hiatus during which the veteran comedy concocter was working out a releasing deal and other business details. His first four films, all of which are set for camera debuts during the next few weeks, will be photographed in Cinecolor. First to go into production will be "Mr. Wilmer," based on a novel by Robert Lawson. It will be followed by an untitled story featuring a juvenile cast. "Cradle 'n' All," the third, was written by Ned Seabrook and George Brown and will be produced and directed by Fred Guiol, while the fourth will be an untitled story with a European circus background.

Out of Six Story Sales, Four to Valley Lots

"An' Make the San Fernando Valley My Meat" could serve as a parodied version of a comparatively recent song hit to be sung by the Cinemania breast beaters who keep bread in the house through the sale of literary gems as the basis for motion pictures. Out of a total of six story sales recorded during the week, four were to Valley lots.

Universal-International accounted for a pair of items, "Gus, the Great" and "All My Sons." The former is a novel by Thomas Duncan to be published in the fall by J. B. Lippincott, and is described as drama with a circus background. "Sons" is, of course, the current Broadway stage play written by Arthur Miller. Chester Erskine, who just returned from a Broadway visit, will write the screenplay and produce the picture.

Republic purchased "Miss X," a novel by Faith Baldwin, for Associate Producer-Director John H. Auer, who assigned Frances Hyland to do the screenplay. Last of the Valley quartet was Warner Bros. which acquired "Old Enough to Know Better," a dramatic story by Peter Milne about a post-war aviation venture of two ex-army flyers. William Jacobs will produce while Milne will prepare the screenplay from his own original.

Getting back to town, the yarn peddlers sold Franchot Tone of Cornell Pictures, a Columbia sharecropper, "My Sister, Goodnight," a novel by Gordon McDonnell which will be published this fall by the Atlantic Monthly press. It is a whodunit. Continuing his poetic bent, Producer James S. Burkett bought "The Midnight Express," one of Alfred Noyes' narrative poems. Burkett, who is readying Noyes' "The Highwayman" for Allied Artists release, plans to film "Express" in England. No releasing deal has been set yet for the new property, which is a psychological drama.



MORE BRASS FROM BRITAIN—J. Arthur Rank was vacationing at Del Monte, but British production still was well represented in Hollywood. Visiting the sets at Universal-International were E. H. Lundy and Arthur Brown, executives of Gaumont British Pictures Corp. Left to right: Lundy, Douglas Fairbanks jr., Brown.

'Little Shepherd' Remake Set by Allied Artists

It had to happen.

With the current and growing propensity of picture makers toward combing public domain and lists of former successful features for material, it was inevitable that some producer should project a remake of "Little Shepherd of Kingdom Come." The picture will be made by Allied Artists, Sunday-suit running mate of Monogram, and will, of course, be predicated upon the novel by John Fox jr., which made its appearance in 1902 and has lived ever since as preferred reading matter. Steve Broidy, AA head man, has assigned Walter Mirisch to produce the film which will topline Gale Storm who thereby will essay the role originally done by Mollie O'Day in 1928 when she appeared opposite Richard Barthelmess . . . Another newcomer to the future production agenda is not so steeped in sweetness. To be titled "Dangerous Years," it will be made by Sol M. Wurtzel, who cuts up profits on his films with 20th Century-Fox, and is being heralded as a new approach to juvenile delinquency. The film's basic theme will deal with the Freudian theory—nothing less—that children may be started on the road to delinquency during the first five years of their lives . . . Another Sol—Lesser, that is—contributes his bit to the lineup of newies. To his program for the current year has been added "Bride of Bridal Hill," to stem from the book by George Agnew Chamberlain, screen rights to which Lesser has just acquired. Lon McCallister, Allene Roberts and Julie London will star and the picture probably will be distributed by United Artists, one of the duo still owed UA under Lesser's existent commitment.

Joan Caulfield to Star In Alan Ladd Film

Joan Caulfield has been chosen to star with Alan Ladd in Paramount's "The Long Grey Line," and resultantly has been withdrawn from the lead of "Night Has a Thousand Eyes" . . . Another noteworthy Paramount casting concerns Virginia Field, blond English actress, who drew a topline in the Bing Crosby starring vehicle, "A Connecticut Yankee" . . . Melvyn Douglas will make his first starring appearance under his recently signed RKO Radio contract opposite Barbara Bel Geddes in "The Pittsburgh Escapade," formerly titled "Judgment Day in Pittsburgh," which Richard Berger will produce with Jack J. Gross as executive producer . . . Ann Blyth and Rachael Kempson were set by Universal-International for top femme roles in the Aldous Huxley drama, "Mortal Coils."

Two New Westerns Added To Durango Kid Series

Anyone gandering the two titles, "Blazing Across the Pecos" and "West of Sonora" will recognize—without too much strain on mentality—that they are to be gallopers. The news is that they have been added to Columbia Producer Colbert Clark's chores and are entries in the Durango Kid series which stars Charles Starrett and Smiley Burnette . . . Further anent Durango, Ray Nazarro will direct "Six-Gun Law," second in the current series.

Two-Day Sales Talks Held at 20th-Fox

NEW YORK—A two-day sales meeting for a discussion of forthcoming product was started Monday (June 23) at the 20th-Fox home office under the direction of Andrew W. Smith jr., general sales manager, and William C. Gehring, assistant general sales manager.

Plans for the sale of the remainder of the 1947 lineup were gone into in detail.

Among the pictures discussed were: "Miracle on 34th Street," "The Ghost and Mrs. Muir," "Moss Rose," "Bob, Son of Battle," "I Wonder Who's Kissing Her Now," "Mother Wore Tights," "Kiss of Death," "Foxes of Harrow," "Nightmare Alley," "Daisy Kenyon," "Forever Amber," "Captain From Castile," "Gentleman's Agreement," and "The Snake Pit."

Those attending from the home office were: Spyros P. Skouras, W. C. Michel, Donald Henderson, Charles Schlaifer, Martin Moskowitz, Ray Moon, E. C. McCartney, Peter Levathes, Clarence Hill, Morris Caplan, Eddie Collins, Jack Bloom, Frank Carroll, Lem Jones, Frank Bryant, Sid Blumenstock and Eddie Solomon.

From the Albany exchange: Joseph B. Rosen, branch manager, and Fred Sliter and Daniel Houlihan, salesmen.

From Boston: E. X. Callahan, district manager; J. M. Connolly, branch manager; J. A. Feloney, sales manager, and Norbert Murray, E. X. Callahan jr., Ralph Pielow jr., John Peskos and Michael Zaman.

From Buffalo: Charles B. Kosco, branch manager; Richard A. Carroll, office manager, and W. C. Rowell, G. E. Dickman and Lawrence Ayers.

From New Haven: B. A. Simon, branch manager; and Michael Nuzzola and Sam German, salesmen.

From New York: Seymour Florin, branch manager; Joseph Burke, office manager; Joe St. Clair, assistant manager; and Abe Blumenstein, John Fernicola, Nathan Harris, James T. Victory, salesmen, and Morris Kurtz, sales supervisor.

Dallas, KC and Boston Lead In Blumberg-Rank Drive

NEW YORK—Mark M. Holstein, salesman in the Dallas branch in the southern division of Universal-International; Ralph Morrow of the Kansas City branch in the western division and Abe Weiner in the Boston exchange in the eastern division are the three leading salesmen in the initial standings of the Nate Blumberg-J. Arthur Rank Good Business drive, according to reports reaching the home office.

The bookers of the Chicago exchange in the western division, of the New York exchange in the eastern division and of the Dallas exchange in the southern division hold first place in the initial bookers' standings of the sales drive. J. F. Bannan is branch manager in Chicago; David A. Levy in New York and James A. Pritchard in Dallas.

For the third consecutive week, quotas have been exceeded with the Denver branch, headed by Mayer H. Monsky, continuing to lead the company's 31 branches. The district comprising Des Moines, Kansas City and Omaha exchanges, with Ed Heiber as district manager, continues to lead in the district division of the drive. The eastern division, with Fred Meyers, as division manager, continues to hold top standing of the divisions. The 22-week drive ends November 1.

Nicholas Schenck Buys 59,676 Stock Shares

NEW YORK—Nicholas M. Schenck, president of Loew's, Inc., has purchased 59,676 shares of Loew's common stock, according to a statement registered June 20 with the securities exchange commission in Philadelphia.

These shares were acquired under stock buying options held by Schenck.

Studio Television Camera Is Developed by RCA

CAMDEN, N. J.—The first studio type image orthicon television camera, requiring only one-tenth the amount of light needed with present-day iconoscope cameras, has been developed by the RCA engineering products department, according to W. W. Watts, vice-president in charge of the department.

Producing pictures with excellent half-tone shading and with lower noise level than the field type image orthicon, the new unit is expected to revolutionize television studio operation. The new RCA camera eliminates the need for expensive and uncomfortable studio lighting and its attendant oversize air conditioning plants and eyestraining glare and produces sharply-defined pictures at light levels of 100 to 250 foot candles. It will function at light levels down to 25 foot candles.

TO SIMPLIFY PRODUCTION

"The new camera will simplify studio production and substantially reduce the cost and complexity of electric wiring and air conditioning units in studio construction," Watts said. It will also lower the cost of studio operation by reducing power consumption for both lighting and air conditioning

The new studio camera is slightly larger than the portable image orthicon television field camera and is designed for use on a dolly or pedestal. It has a battery of four lenses mounted in a rotary turret, the necessary circuits for deflecting the scanning beam and video amplifier to increase the amplitude of the signals obtained from a pickup tube.

All electrical connections are carried through a single 24-conductor cable which plugs into the bottom of the camera. This cable, which is less than one inch in diameter and contains three coaxial lines and 21 separate conductors, carries the video signal, power supply, synchronizing, monitoring and intercommunications circuits.

Television Demonstrated On European Continent

NEW YORK—The first successful demonstration of an American television system on the continent of Europe was reported by Meade Brunet, vice-president of the Radio Corp. of America and managing director of the RCA international division. Brunet said the demonstration, which employed the latest type of RCA television equipment, included a pickup of the complete program of three classic ballets at the La Scala Opera in Milan, Italy.

A direct report from Milan was received by radio by Brunet from G. A. Biondo, president of the Telonda International Corp., RCA distributor in Italy, who said the reception was excellent. The RCA television system is being exhibited during the Milan International Fair, which this year commemorates the 50th anniversary of the invention of radio by Marconi.

Monogram-Allied Artists to Hold National Meeting in Okla. City

OKLAHOMA CITY—Monogram and Allied Artists will hold a three-day national convention for managers and franchise holders here starting July 17 in the Biltmore hotel. Approximately 90 delegates are expected.

Home office executives slated to attend include Morey Goldstein, Ed Morey, L. J. Schlaifer, Arthur Greenblatt, Seymour Borus, Nat Furst and Norton Ritchey. Also to be here is Sol J. Francis, Omaha, Monogram official who is now in Oklahoma City helping Mike Comer, Monogram manager, make preliminary arrangements for the national meet. John S. Herrington, Hollywood, is scheduled to arrive in early July to complete the convention details.

A caravan of stars and other film executives are slated to be here for a world premiere of "Black Gold" on July 16 at the Midwest. The next day, the film and stars will be at the Orpheum, a Ralph Talbot theatre, in Tulsa. This group will arrive here July 15.

The Griffith circuit is booking this film in 50 of its key centers immediately following the opening here, according to Comer.

To be guests of Monogram for the world premiere of the film are Louis L. Dent, Colorado Springs; Edward Arthur, St. Louis, Ray Higdon and Bob Davis, Griffith executives, Dallas; Lon Cox, Kansas City; Ed Rowley, Dallas; Ralph Branton, Des Moines; Milton Hossfeld, and Rick Ricketson, Denver.

Standings in Monogram's current sixteenth anniversary drive for sales and billings, carrying $15,000 in prizes for winning exchanges, show: Division one, sales, Dallas, Boston, Atlanta; division one, billings, Atlanta, Boston, Washington: division two, sales, St. Louis, Pittsburgh, Cleveland; division two, billings, St. Louis, Indianapolis, Buffalo; division three, sales, Oklahoma City, Des Moines, Albany; division three, billings, Memphis, Oklahoma City, Portland.

Kalmine Conducts Meeting Of WB Zone Managers

NEW YORK—Harry M. Kalmine, president and general manager of Warner Theatres, presided at a zone managers' meeting at the home office June 24.

Among the zone managers attending were James Coston, Chicago; Nat Wolf, Cleveland; I. J. Hoffman, New Haven; Frank Damis, Newark; C. J. Latta, Albany; Ted Schlanger, Philadelphia; M. A. Silver, Pittsburgh, and John J. Payette, Washington.

Home office executives at the meeting included Clayton E. Bond, Frank E. Cahill jr., Nat Fellman, Harry Goldberg, Harold Rodner, Herb Copelan, Louis J. Kaufman, Herman Maier, Frank Marshall, W. Stewart McDonald; Frank N. Phelps, Harry Rosenquest, Dan Triester, Rudolph Weiss and Zeb Epstin.

The Warner Bros. 16th annual bookers drive has been set for July 5 to September 27.



One of the world's most glamorous sights — Times Square at night, with its lights and crowds and theatres.

FILMROWS OF AMERICA . . . X

Here is the story of film distribution in America's Big City, where the dollars and cents decisions affecting the industry are made.

NEW YORK

By WALTER WALDMAN

NEW YORK is the business end of the film business; the home town of the home offices; headquarters for world-wide distribution.

New York is the place where most of the dollars and cents decisions are made affecting the industry.

Two of its streets help call the tune for this industry. There is Wall Street, which provides financial sinews and policies, and Broadway, which provides much story material for Hollywood's studios.

As the birthplace of the industry, New York is rich in film history and traditions.

Its list of notable "firsts" is long.

The first commercial exhibition of film took place Apr. 14, 1894, in a converted shoe store on Broadway near 27th street. The first "gross" for that showing, provided by ten peephole Edison Kinetoscope projectors, was $120.

Two years later, Apr. 23, 1896, the first commercial exhibition on a theatre screen was held in Koster & Bial's Music Hall at 34th street and Broadway—the present site of Macy's. Thomas Armat did the honors with his Vitascope projector.

The first efforts to exchange film were made during 1897 in Raff & Gammon's 28th street studio.

The first advertising films were exhibited that same year on an outdoor screen at Broadway and 34th street.

Although Hollywood is today the production capital of the world, New York City, Westchester county, and sections of New Jersey falling within the metropolitan exchange center, originally held that title. In nearby West Orange, Thomas A. Edison perfected his Kinetoscope projector Oct. 6, 1889.

Two years later, Edison built the world's first motion picture studio in West Orange.

By the end of the first decade of the 20th century, studios were popping up all over the metropolitan district. There was the Raff & Gammon studio on West 28th street; the Biograph studio on East 14th street; the Komic studio in Yonkers; the American Eclair studios at Fort Lee; Powers Picture Plays in the north Bronx, and Pathe at Bound Brook, N. J.

The studio trek to Hollywood didn't get going full blast until the second decade of the century.

By that time New York had clinched its position as an exhibition and distribution center.

Fourteenth and 23rd streets were originally the exhibition and distribution centers of the city.

Following Armat's successful experiment at Koster & Bial's Music Hall, projection equipment was installed that same year (1896) in Eden's Musee and Keith's Union Square Theatre on 14th street.

BY 1914 motion picture theatres, along with vaudeville and legitimate playhouses, had moved to the Times Square area. It was there that the first de luxe film house was built. This was the Strand Theatre, now a Warners house. In 1914, S. F. Rothafel, after whom the Roxy was named, was manager of the Strand.

It also was in the Times Square that sound first came to motion picture theatres, unofficially, in 1923 when Lee De Forest introduced his Phonofilm at the Rivoli; officially, in 1926, when the Warner Bros. introduced their Vitaphone at the Warners' Theatre.

These are all history-making events.

Until about 1915 most of this buying and selling took place in the neighborhood bounded by 14th and 31st streets, and Sixth and Fourth avenues.

Eddie Carroll and John Dacey, now selling for RKO, recall those early days when they sold Pathe product out of the General Film Co. offices. At that time Pathe was one of the ten companies comprising General Film.

Carroll operated out of the Masonic Temple Bldg. on 23rd street, headquarters for the New Jersey territory; and Dacey worked from the office on 31st street and Fourth avenue. That office covered New York and Long Island areas.

William F. Rodgers, vice-president in charge of distribution for MGM, was branch manager for General Film during those pioneering years; and Joseph J. Unger, general sales manager for United Artists, began his industry career as a booker for General Film.

By the time the Motion Picture Patents Co., parent organization of General Film, had been dissolved as a trust by the supreme court in April 1917, the exchanges were concentrated north of 42nd street.

FROM 1912 until 1929 Filmrow was spread among three buildings—1600 Broadway, 729 Seventh Ave. and 130 West 46th St.—all off Times Square. Originally most of the companies were quartered in 1600, into which Universal led the uptown migration between 1912 and 1913. Famous Players-Lasky, Pathe and United Artists were other tenants in later years. But when 729—the first New York building exclusively for the industry—was completed in 1915, most of the important exchanges moved there.

These included First National, Metro Picture Corp. (after 1924 Metro-Goldwyn-Mayer), Pathe, RKO, Columbia and eventually Famous Players.

William Fox kept his Fox Film Corp. at 130 West 46th St. until 1926, when the exchange moved to its present site on West 44th street.

DURING those days when Filmrow was on and around Times Square, Carey Wilson, now an MGM producer and writer, was branch manager for Famous Players, and Milton Kusell, now general sales manager of domestic distribution for Selznick Releasing Organization, was sales supervisor.

The third and final large-scale migration of the exchanges began in 1923, when Paramount completed its present building on West 44th street.

Bob Fannon, today assistant branch man-

(Continued on page 31)

In New York's Exhibitor Fold



S. H. FABIAN, president of ATA, at the organization offices with Robert Coyne (L), executive director, and Ned Shugrue (C), the director of public relations.



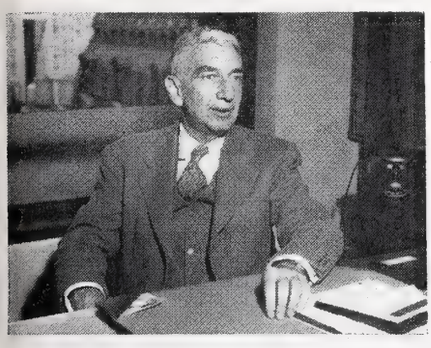
GEORGE SKOURAS, president of Skouras Theatres (L), as he recently presented a $31,366 check to Walter Young, publisher, for charity. (R), W. A. White, manager.



MAURICE MAURER, managing director of the Astor and Victoria theatres. The Astor is Goldwyn's showcase on Broadway.



A. J. BALABAN, of the well-known Balaban family, manages the Roxy Theatre, which is owned by 20th Century-Fox.



ARTHUR L. MAYER, who made a success of the Rialto Theatre playing murder and horror films. He distributes foreign films.



MAX A. COHEN, president of the Cinema circuit, started in the business in 1910. He is active in many civic functions.



LOEW'S THEATRES EXECUTIVES are shown here (L to R)—Front row: Dan S. Terrell, out-of-town publicity head; John Murphy, in charge of out-of-town theatres; Charles C. Moskowitz, treasurer and director; Edward C. Dowden, assistant advertising-publicity director; Maurice Seidlitz and Jack Harris, district managers, and Oscar A. Doob, general theatre executive; second row—William Downs and Larry Beatus, district managers; Joseph R. Vogel, vice-president in charge of Loew's theatres; Samuel Meinhold, general theatre department; Eugene Picker, in charge of New York theatres; third row—William Phillips, district manager; Mike Rosen, assistant to Picker; Jim Grady and Salli Levi, district managers, and Ernest Emmerling, director of advertising and publicity.



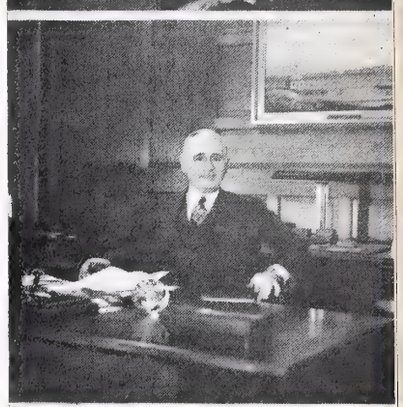
FRED SCHWARTZ

Vice-president of Century Theatres, and head of Metropolitan Motion Picture Theatres Ass'n and Motion Picture Associates.



SAM RINZLER (L)
S. H. FABIAN

When the head of the Fabian circuit presented a gift to the Randforce circuit chief at the recent dinner honoring the industry veteran.



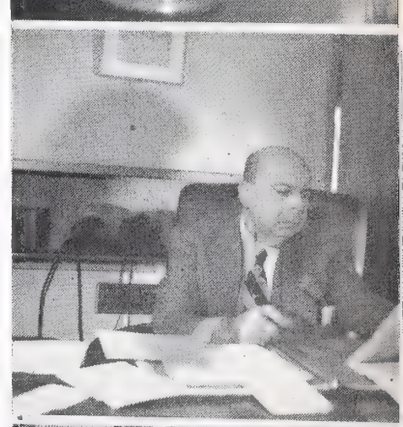
E. C. GRAINGER

President of Shea Enterprises, operators of 44 theatres in three states.



HARRY BRANDT

Head of the 122-theatre circuit bearing his name. He is president of New York's ITO.



WALTER READE

President of the Reade circuit and innovator of many modern ideas in theatre construction and management.



GUS EYSSELL

Managing director of Radio City Music Hall. On the wall are wartime citations.



COLUMBIA:
Saul Trauner, branch manager, has been selling films for 27 years.



ASTOR:
JOE Felder (L) is vice-president and Moe Kerman, president, of Astor Films.



METRO-GOLDWYN-MAYER:
The cameraman greets (L to R): Ben Abner, N. J. branch manager; Jack J. Bowen, metropolitan manager, and Ralph Pielow, New York branch manager.



UNIVERSAL:
Reading from left to right, Nat Goldberg, assistant branch manager; David Levy, eastern district and branch manager; Leo Simon, office manager.



WARNERS:
Joe Vergesslich, short subjects supervisor; Clarence Eiseman, branch manager; Sam Lefkowitz, eastern district manager, and Gus Solomon, sales supervisor.



MONOGRAM:
Looking at a new press book are Jack Farkas, assistant branch manager; Nat Furst, branch manager; Arthur Greenblatt, eastern sales manager.



REPUBLIC:
Office conference, with Dave Black, Brooklyn salesman; Anthony Ricci, N. J. salesman; William Murphy, branch manager, and Rube Perlman, who is the New York salesman.



NATIONAL SCREEN:
At the NSS office, Harold Bennett (L) is the branch manager and Louis Weinzimer is the branch service manager—serving over 2,000 accounts.

At the Exchanges, We Present . . .



PARAMOUNT:
District manager is Henry Randel, who has been with the company for 27 years.



RKO:
Charles Boasberg (L), well known in the industry, is the RKO division manager, and Phil Hodes, 30-year veteran, is the branch manager.



20th CENTURY-FOX:
Ray Moon (L) is manager of the new Yankee division. The branch manager is Seymour Florin and Joe St. Clair (R) is the assistant district manager.



UNITED ARTISTS:
Heading up the eastern district as manager for UA is Jack Ellis.

Film Center building as seen from 44th street near Tenth avenue with Paramount building in distance.





FILM CLASSICS:
Sid Weiner (R) is FC's branch manager. John Wenisch, at the left, is the upstate salesman and Lou Trachtman is the booker.



SCREEN GUILD:
Nat Beier (C) is the eastern sales manager. Bob Finkle (R) is the upstate and N. J. salesman while Irving Baron is the New York and Brooklyn salesman.

(Continued from page 28)

ager for Republic, but then a Paramount salesman, recalls the skepticism of some exhibitors when Paramount moved. They were certain that nobody would walk the two long blocks west of Times Square to buy pictures. These pessimists called their shots wrong. During the next seven years all the major exchanges and supply houses moved to 44th street between Eighth and Ninth avenues, and the customers kept coming for pictures.

Today Warners, 20th-Fox and Paramount have their own exchange buildings on the north side of 44th, and MGM, RKO, Columbia, Monogram, PRC, United Artists, Universal, Astor and Bell are tenants of the Film Center Bldg., 630 Ninth Ave., between 44th and 45th streets.

On the south side of 44th street are Film Classics, Screen Guild, and around the corner from Film Classics is Hoffberg Prod.

The Film Center Bldg., in which most of the exchanges are now situated, was opened Dec. 26, 1928.

It is a modern fireproof building with complete storage, screening and shipping facilities. It dominates the immediate westside neighborhood of dingy tenements and lofts.

IN addition to the exchanges, the building also houses supply and accessory firms.

Joe Hornstein of Joe Hornstein, Inc., one of the big supply dealers there, can vividly remember the dawn of the industry when the supply houses were located on University Place just off 14th street.

As the industry moved uptown, the supply houses moved with it.

Joe recalls the early days, 1903, 1904 and thereabouts, when projectors were rented, not sold.

He remembers the supplyman's campaign to get the manufacturers to standardize equipment; to get them to build flickerless projectors; the constant fight for better lighting sources.

Joe also remembers the selling campaign he conducted to induce exhibitors to install two projectors. Now many theatres have three machines. The Music Hall has 12.

The big years for the supply man were 1926-30, when sound came in, said Joe.

Hornstein and his competitors—Capitol Motion Picture Supply Corp., Amusement Supply Co., Crown Motion Picture Supplies Corp., SOS Cinema Supply Corp., National Theatre Supply, are agreed that the 1947 equipment situation could be better.

The projection line is easing and deliveries are prompter, but carpets and chairs still are hard to get, they say.

But compared with the premium houses on Filmrow, the equipment dealers are well off.

The big three of the premium business—Price Theatre Premiums, Sidney Ross Theatre Premiums and the Metro Premium Co.—are forced to turn down orders for lack of stock. The dishes on their shelves are for display. Few are coming from factories or moving to exhibitors.

To date, most of the premium orders come from beyond the borders of the metropolitan area. Although exhibitors in the metropolitan district are agreed that the lush days are over, business still is brisk enough here to postpone the day of the premium.

Aside from the exhibitors, those most directly concerned with keeping business brisk are the approximately 600 men and women who work in the New York exchanges. These are the district managers, branch managers, salesmen, bookers, clerks, inspectors and shippers who keep 1,150 theatres in the district supplied with film.

THERE are approximately another 130 men and women employed by the five major companies of the trailer and accessories business. Most of them work for the New York branch of National Screen Service, but there is plenty of activity at Welgot Trailer Service, Special Screen Services, Inc., Allied Posters and Morris Negrin's.

Incidentally, the New York branch of NSS also provides trailers for the Albany, Buffalo and New Haven exchanges, in addition to the metropolitan district.

The memories of many exchange workers, from district managers to shippers, go far back into the early days of the film business.

We have already mentioned John Dacey and Eddie Carroll of RKO and Bob Fannon of Republic in this connection.

There are many more who were active in the industry when it was in its infancy.

At MGM the oldtimers' list is headed by Jack Bowen, district manager; Bob Elsworth, Brooklyn salesman, and Lou Johnson, head of the shipping department and of the Shippers and Inspectors Union. More than 30 years ago they all worked together for General Film.

Today, MGM is the only company with separate New York and New Jersey branches serving the metropolitan district.

Ben Abner heads the New Jersey branch and Ralph Pielow the New York branch.

At Paramount, Henry Randel, recently appointed district manager, recalls that until 1941 he was manager of Paramount's Brooklyn branch. That year, Brooklyn, New Jersey and New York branches were consolidated into a single New York branch, with Randel as manager.

Randel is a member of the Paramount 25-year club. He has been with the company 27 years. Other members are: Harry Friedman and Gilbert Basch of the film room; Rose McConnell, head of the film room; Sybil Mayer, ledger clerk; Edward Bell, New York salesman; Kitty Flynn, booker, and Leah Peterson, cashier. Albert Gebhardt, New Jersey salesman, will be eligible for membership by the end of 1947.

Twentieth-Fox also has its quota of veterans. These include Jack Wolf, the head Cashier; Moe Kurtz, New Jersey sales supervisor, who has been with the company for 17 out of the 30 years he has been in the industry. Morris Sanders also can speak with authority of the old days. Sanders, New York sales supervisor, was president of Motion Pictures Associates in 1944-45. Ray Moon, Yankee division manager, spent his early film days in Detroit, where he was branch manager for Universal.

William Murphy, Republic branch manager, has had a varied and much-traveled 23 years in the film business. As a salesman for Universal he covered Oklahoma and Kentucky; he managed theatres in Chicago, Kansas City, Birmingham and Rhode Island.

Saul Trauner, Columbia branch manager, has spent all of his 27 years in the film business selling. He worked for Pathe as well as Columbia.

Moe Kerman, president of Favorite Films, and head of the Astor Film exchange, started as an exhibitor 30 years ago. He assisted his father, David Kerman, who operated the Kerman Theatres in Brooklyn. For the last 25 years Moe Kerman has been a distributor, organizing the Astor exchange in 1934.

JOE FELDER, vice-president of Favorite and Astor, got his first film job more than 30 years ago with William Fox's Greater New York Film Co. He was with Fox until

(Continued on following page)











IN THE PHOTOS

A quintet of New York's top theatres. From top to bottom: The Radio City Music Hall, largest of the theatres; Roxy, the 20th-Fox showcase; Capitol Theatre, showcase for Loew's; the RKO Palace and the Astor Theatre.

FILMROWS OF AMERICA (Continued)

(Continued from preceding page)

1919. Since that year Felder has sold pictures for Pathe, Republic and Monogram.

Phil Hodes, RKO branch manager, despite his youthful appearance also has passed the 30-year mark with the film business. From Universal he went to Film Booking Offices, and has been with RKO since 1928 when FBO was absorbed. Hodes also had a brief side fling as an exhibitor during the 1930s. He operated the Roosevelt Theatre in Queens.

Jack Ellis, United Artists district manager, is another FBO alumnus. During the 25 years Jack has been in the business he has been president of the Motion Picture Associates five times; he was the first to win three successive elections. Jack is sometimes referred to as the Billy Rose of Filmrow. Like Rose he was a shorthand champion and songwriter. "I Can Get It for You Wholesale" is one of his songwriting achievements.

David A. Levy, Universal district manager, spent the last 29 years selling film. These years included tieups with Paramount, Cosmopolitan, MGM and Educational Films.

At Warners there is a team that has been united for most of the last three decades. It consists of Sam Lefkowitz, district manager, and Joe Vergasslich, shorts subjects sales supervisor. They both worked for First National during World War I. The two men were separated from 1942 to 1946 when Sam joined UA as branch manager, then rising to district manager, before he rejoined Warners last year as eastern district manager.

The exchange area covers cities, towns and villages within a 90-mile radius of Times Square. Connecticut is excluded.

The northern boundary is a line from Kingston, N. Y., running to Livingston Manor; the southern, Trenton to Barnegat, N. J.; the eastern, the Connecticut state line on the mainland, and the tip of Long Island, more than 100 miles away. Exhibitors from these communities can reach 44th street by automobile in approximately three hours.

SEATING capacity of the 1,150 theatres in the district is approximately 1,300,000. Nearly 770,000 of these seats are in the 706 New York City theatres.

Exhibition in the district is primarily a circuit operation. Approximately 760, or 66 per cent of the theatres, are operated by circuits. These houses contain 1,075,000 seats, or 82 per cent of the total. Many independent theatres operate through booking combines.

Loew's has 77 theatres in the five New York boroughs, Jersey City, Newark and Westchester county. These houses include the 5,500-seat Loew's Jersey City; the 5,486-seat Capitol, Broadway showcase, and six other theatres with more than 3,000 seats each. Among these is Loew's State, a haven for vaudeville as well as films, from the time it was built in 1921.

Warners, through its Warner Bros. Circuit Management Corp., operates the second largest affiliated chain, consisting of 67 theatres. Most of these are in New Jersey, and operational details are handled from a separate Newark office.

The 4,332-seat Stanley, Jersey City, is the largest Warner theatre. The best known is the 2,720-seat, Strand, a Broadway presentation house and showcase for Warner product. Another Warner showcase is the 1,287-seat Hollywood, also on Broadway.

Forty of RKO's 48 theatres in the district are situated in New York City. The remaining 18 are spread through northern New Jersey and Westchester county.

The RKO showcase on Broadway is the Palace. From 1913 when it was opened, until 1933, the Palace was the mecca of vaudeville artists. During that year of Franklin Delano Roosevelt's administration, the Palace gave up vaudeville and operated as a second run twin bill house. In 1943 it was rescued from oblivion when RKO turned it into the first run showcase for RKO product it is today.



Robert Weitman, under whose management the Paramount Theatre has become one of the country's best presentation houses.

Paramount's theatres in the metropolitan district are limited to 14. These include the 3,664-seat Paramount Theatre on Broadway and the 4,153-seat Paramount in Brooklyn.

Under the dynamic management of Robert M. Weitman, the Paramount has become one of the nation's most famous presentation houses. Shortly after he took over in 1935, Weitman introduced the "name band" policy that has been imitated throughout the country.

The Paramount more recently also has been the first theatre to reduce prices from wartime levels. This policy has not been imitated.

Twentieth-Fox has one theatre in New York—the 5,886-seat Roxy. When it was opened in 1927, it was the world's largest. The spectacular and lavish stage show policy introduced by the late S. F. "Roxy" Rothafel made the Roxy world-famous.

He took this policy to the new 6,200-seat Music Hall, which opened in December 1932, with Roxy as manager. After four months as an all-stageshow house, the Music Hall became a film and presentation theatre. Roxy resigned, and was succeeded by the late W. G. Van Schmus, who brought in Gus S. Eyssell as his assistant.

Eyssell has been managing director since 1942, and is still going strong.

THE first run situation wouldn't be complete without mentioning the Astor. This theatre has passed through varied controls, including Walter Reade and Loew's, and today it is owned and operated by City Investing Corp. along with the neighboring Victoria Theatre. Both theatres are scheduled to be torn down next year to make way for a pair of 2,000-seat showplaces.

To borrow Jimmy Durante's words, "everybody wants to build a theatre on Broadway," especially the independents.

Harry Brandt owns three theatres on the main stem. The Gotham and Globe are first runs, the Republic is a subsequent run house for English-language films, and first run for foreign films. In addition, Brandt has just taken a five-year lease from Loew's on the Mayfair.

The acquisition of the Mayfair brings to 121 the number of theatres now controlled by Harry and his brother, William.

These houses vary from first run Broadway to subsequent run "grind houses" on west 42nd street. They spread through Westchester county, and towns of Long Island and northern New Jersey, but are concentrated largely in Manhattan, Brooklyn and the Bronx.

The theatrical holdings controlled by William Fox in 1929 have been absorbed by Skouras Theatres, Randforce Amusement Corp., Century Theatres, Prudential circuit and the Interboro circuit.

Through partnerships or booking agreements these circuits now control the 144 theatres formerly operated by the Fox Metropolitan Playhouses, Inc., and the Fox Theatres Corp., which William Fox sold in 1930.

The Skouras circuit takes in 69 theatres throughout the five boroughs and New Jersey, Westchester and Long Island. Pride of the organization and its largest operation is the 3,514-seat Academy of Music on 14th street, a former Fox Theatres Corp. house.

During the war Skouras circuit made a lasting impression on the industry through the accomplishments of its Community Service division. It sponsored special radio programs, drives and collections aiding the war effort.

Today the circuit's Community Service division is continuing that work for peacetime rehabilitation projects. Behind this public relations program are George P. Skouras, president; William A. White, vice-present and general manager, and Nick Matsoukas, advertising and publicity director.

Another public relations minded circuit is Century Theatres, with 40 theatres in Brooklyn, Queens and Long Island.

This is the organization that turned one of its Brooklyn theatres to the board of education for monthly morning screenings. There are a number of smaller circuits.

All photos excepting those of Robert Weitman and Loew's executives taken for BOXOFFICE by Harry Kaufman.

Next in Series:

BOSTON

The eleventh in this series of articles about America's distribution centers.

Metropolitan Statistics

New York's exchange area has a population of 12,500,000.

It has 1,150 theatres, seating 1,300,000 persons.

It has 650 exchange employes.

It has 130 trade accessory workers.

The exchange area takes in all communities within a radius of 90 miles of Manhattan (except Connecticut).

CHESTER FRIEDMAN
EDITOR

HUGH E. FRAZE
Associate Editor

Boxoffice Showmandiser SECTION

PRACTICAL IDEAS FOR **SELLING SEATS** BY PRACTICAL SHOWMEN

Ipso Facto

We saved more than two dollars the other night.

This coup d'etat was accomplished by flashing our theatre pass while the cash customers were lining up at the boxoffice.

This theatre has girl ushers. They are much better looking than the Hollywood glamor girls we saw on the screen.

We watched them for quite a while. They certainly were attractive. But our attention was diverted.

The couple behind us apparently was enjoying the program and having a good time. They were panting through most of the main feature. Even by a stretch of the imagination, the picture was not that exciting.

One young woman sitting nearby must have lost something valuable. She and her boy friend spent most of the evening on the floor looking for it.

It's a long time since we were an usher. The executive used to tell us to be polite. Maybe the girl ushers were taking this literally. Or else watching the screen all day makes them too romantic.

At any rate, we're glad we saved the two dollars. We can see that type of entertainment in the city park any night. It's free. And we can get fresh air besides.

★ ★

A neighbor complains that she can't enjoy the show at our local theatre on Saturday afternoons—900 kids on the loose and the place is a madhouse!

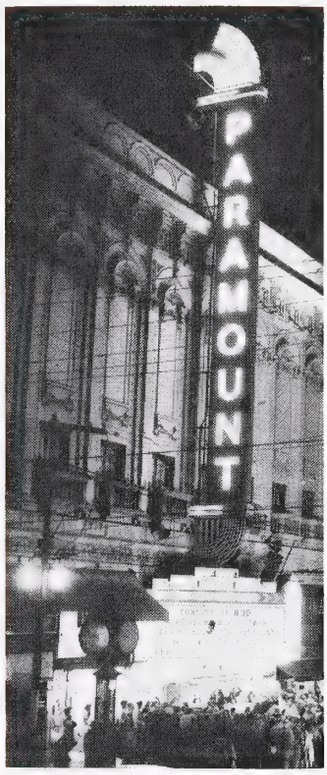
In her opinion, the manager should be fired because he can't seem to control them.

The theatre is about to lose her business, she threatens, unless something is done about it.

That last crack strikes home. She could start by teaching her own kids to behave. We have often heard her beefing to her husband. He comes come from work and just has no appreciation of how hard it is for her to control the kids all day.

And that's with only two, mind you. What does she expect from the harassed theatre manager with 900 on his hands under one roof? Using chloroform on them is illegal.

---Chester Friedman









'Perils of Pauline' Premiere Marks Debut of Paramount At Kansas City Benefit

On June 17, the famous Newman Theatre in Kansas City was renamed the Paramount.

The occasion was marked by a civic celebration, the personal appearance of Alan Ladd, Veronica Lake and William Demarest and a premiere of "Perils of Pauline" for the benefit of the American Cancer society.

Kansas City newspapers gave excellent coverage to the promotion. Radio stations contributed spot broadcasts, five interviews with the stars and numerous spot announcements in behalf of the benefit show all tied in to the general publicity for the new theatre name.

All leading stores devoted windows to publicizing the event. The mayor and other prominent citizens lent their assistance to make the program an outstanding success.

M. D. Cohn, manager of the Paramount had the new theatre name prominently in the fore throughout each phase of the campaign.

Pictured on this page are photos of the Paramount's new upright sign, an outdoor directional sign, one of the window displays and a newspaper advertisement which illustrates how the new theatre name is being impressed upon the minds of local theatre patrons.

Teen-Age Patrons Sold On Cynthia Girls Clubs

"Cynthia," which had a test engagement at Loew's Colonial in Reading, Pa., was tied to an extensive cooperative campaign sponsored by Read's department store, one of the largest in that city. The promotion was geared for direct interest to teen-agers, based on numerous Cynthia girl clubs which are being formed throughout the country. Larry Levy, manager at Loew's, made the tieup.

The highlight of the campaign was a contest sponsored jointly by the department store and the theatre to find Reading's "Cynthia" girl. The contest was open to girls between the ages of 14 and 19, with the provision that they be members of the Cynthia Girls Club of America.

To encourage entries in the contest, the store erected a registration booth in its teen-age section where applicants were registered, the first thousand receiving a free membership button. Contestants were required to submit a photograph with other pertinent information. The winner received $50 plus a "Cynthia" dress outfit. Additional prizes were also supplied by Read's, and runnersup received guest tickets.

CYNTHIA CLUB EXPLOITED

To all Cynthia club members, Read's offered a free membership card signed by Elizabeth Taylor, national president of the organization who is starred in the picture "Cynthia," plus an 8x10 autographed photo of Elizabeth.

In addition to the regular theatre publicity, the store succeeded in getting extra newspaper stories and art, and used its radio time to publicize the stunt. This was supplemented by two 27-inch display ads and one measuring 14 inches. The store also devoted a full window to the stunt, had the "Cynthia" booth inside the store staffed by a young woman who resembled Elizabeth Taylor, and distributed several thousand heralds announcing the contest.

Signs urging teen-age girls to join the club and enter the contest were featured at strategic locations throughout the store, including bulletin boards, in elevators and on counters.

SPECIAL AD USED

Additional theatre promotion included complete coverage on all Reading transportation with car cards and bus cards. A special trailer was used two weeks in advance featuring quotes of Winchell, Jimmie Fidler and other columnists and special newspaper ads were run quoting the columnists and prominent Reading people as saying, "I fell in love with 'Cynthia.'" Five days in advance of the opening teaser ads were used in the shape of a heart quoting the columnists. These teasers appeared on the women's page, sports and news pages.

Thirty-four counter and window displays were obtained in choice downtown locations. The city's largest drugstore chain featured "Cynthia" sundaes with fountain strips



Three-column, six-inch ad containing the names of 14 Reading, Pa., persons.

First Run 'Carmen' Pitch Features Teasing Copy

Playing "Carmen" for the first time on Long Island, Mark Allen of the Austin Theatre in Kew Gardens used extensive advertising on the French film starring Viviane Romance. Emphasizing the sultry star, Allen placed a standee in the lobby and placed teaser copy reading "You haven't seen anything till . . . You have a date with Carmen," throughout the foyer, a 30x40 in front of the theatre, and similar copy in window displays and on cards in stores and apartment house foyers reached out to passersby.

Local Artists' Caricatures Used in Window Contest

A large panel of caricatures of Hollywood stars, among them the featured players in "The Yearling," was planted as the center piece of a window display in Hartford, Conn., by Manager Lou Cohen of the Poli. An accompanying card said the theatre would furnish passes to those able to identify the stars. This display, plus stills from the picture, was used all through the run.

No-Cost Bally Greets 'Welcome Stranger' World Debut

Oldtime ballyhoo and cost-free publicity marked the campaign for the world premiere of "Welcome Stranger" at the Capitol in Winnipeg, Man., June 19.

The campaign, a model of economy and effort, was carried out under the direction of Bill Novak, manager of the Capitol, and Win Barron, Paramount representative in Canada.

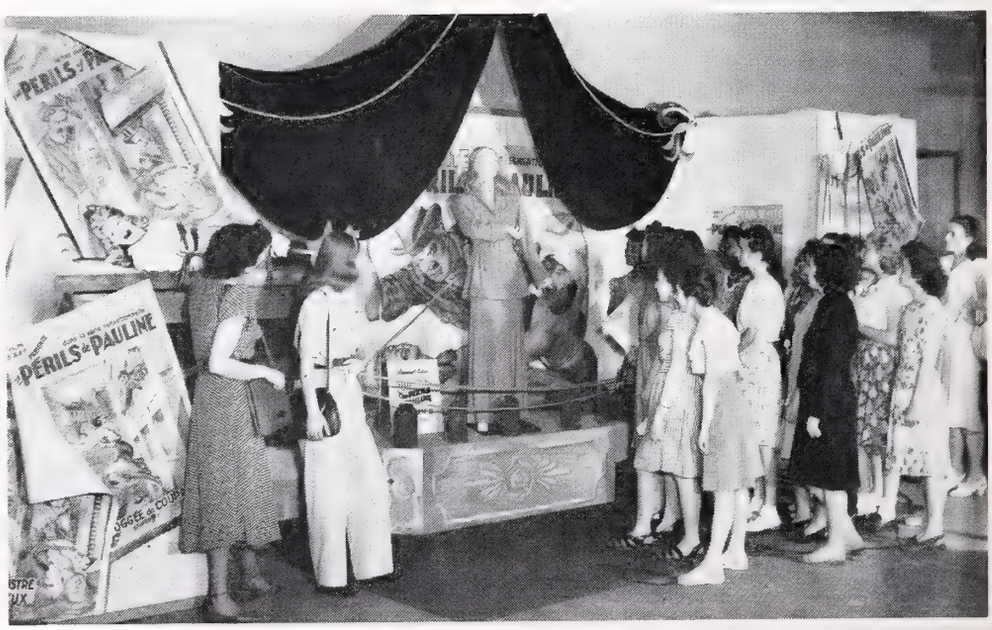
The highlight was the delivery of "Welcome Stranger" prints by a helicopter plane, which landed near the front steps of the provincial parliament buildings. Newspapers featured the story on page one and an on-the-spot broadcast gave radio listeners the complete proceedings.

The opening coincided with the annual convention of the Canadian Medical Ass'n in Winnipeg. Accordingly, the "Welcome Stranger" title was considered ideal by the Manitoba Tourist Bureau for use on all publicity. The Winnipeg Board of Trade and the Retail Merchants Ass'n also came through with wide use of the title in windows throughout the city. The Hudson's Bay and T. Eaton companies used the title for windows and display co-ops. The Philco company also gave support.

Cashiers at the theatre, in answering phone calls, used the salutation "Welcome Stranger." Liberty magazine provided 1,000 free copies, featuring the review of the picture, for distribution in the theatre. Recordings of star interviews and the music from "Welcome Stranger" were plugged gratuitously over CKRC, CJOB, CKY and CBC.

On opening day the feature race at Polo park was called the "Welcome Stranger" purse. This device also landed extra publicity in the racing program and sports pages of local dailies.

William Demarest, Hollywood star, was in town for the opening and was accorded unusual newspaper and radio publicity. Demarest released 50 balloons carrying passes from the roof of the theatre on opening day.



At the recent International exposition of textiles at Grand Central Palace in New York, Paramount exploiteers promoted this exhibit to exploit "Perils of Pauline," forthcoming release. Among the posters are "originals" used in exploiting the serial of several decades ago. Costumes worn by Betty Hutton in the current production were draped on manikins.

Store Serves Coffee With 'Trail Street' Ticket Sales

Thirteen dollars for advertising and a lot of scratching for extra promotion were parlayed into a gross 50 per cent over average for the showing of "Trail Street" at the Wallace in Andrews, Tex.

The work was done by Manager Jimmie Burleson, who had overcome not only a slim advertising budget but also the lack of press book mats for the show.

One of Burleson's prize promotions was a tiein with the Corner drug store whereby free coffee was served at the store to everyone buying a theatre ticket. Coffee stubs were handed out at the theatre. He also set up a hitching rail in front of the Wallace and gave passes to all who came by horseback. Signs erected over the hitching rail and theatre drew attention to the coffee and horseback angles.

Burleson had his boxoffice camouflaged to resemble a covered wagon, dressed his staff in western garb, and pasted six-sheets on the sidewalk in front of the house.

Chair-Back Posters, Cards Help 'Prentiss' Campaign

Emphasizing the "If you were Nora Prentiss . . ." catchline, Howard Busey, manager of the Orpheum in Wichita, Kas., tied posters featuring the ". . . would you keep your mouth shut" angle on chair-backs throughout his theatre and pasted similar poster cards on the panes of all doors opening into the lobby.

In addition, Busey had special calling cards which were passed out by his usherettes in local restaurants, hotels and theatres. Two masters of ceremony on the KFH variety show used special scripts plugging the show in advance of opening.

A special display of stills was used in the lobby, and blowups of Ann Sheridan were posted in the lobby and on the marquee. A 24-sheet was placed on the lobby floor with liquid glass.

Manager Aids Teachers In War on Bubble Gum

School teachers in New Brunswick, N. J., were all gummed up recently and they asked "Uncle Jack" Bodley, manager of the RKO Reade in Highland Park, to help them out. A delegation of teachers requested Uncle Jack to ask children attending his popular Saturday children's show to stop chewing bubble gum in school. They claimed the popping of bubbles threatened to drown out the teacher's voice.

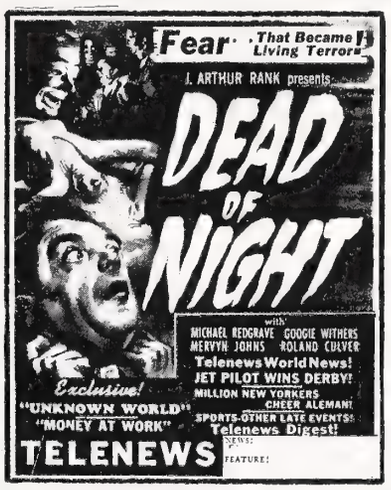
In response Uncle Jack passed word to his young followers to cease firing. He promised them a bubble gum contest in the near future as a reward for obeying him. Since no further requests have been received from the teachers it looks like everything is quiet on the bubble gum front.

Stores Pay for Ad Contest

Three merchants to furnish the prizes also underwrote a four-column 15-inch ad in the Cumberland, Md., Evening Times giving the contest rules and synopsis of the story for an ad writing contest on the Strand's showing of "Boomerang." The stunt was promoted by Manager Fred Perry. The cooperating merchants took only 2½ inches of space for themselves across the bottom of the ad. The remainder of the space carried art and copy serving as a guide for the ad writers.

ADVERTISING FOREIGN FILMS

The Telenews Theatre in Dallas, Tex., has been showing English-produced and foreign pictures almost exclusively in recent months. These ad reproductions illustrate how Manager Ross McCausland has been revamping press book layouts to play up angles with local appeal. At right are two, two-column reproductions, the Overlanders ad was originally three-column by 140 lines.







Claude Hunter Promotes Newspaper Co-Op Ad

Claude Hunter promoted a novel cooperative newspaper advertisement from a Kingston, Ont., music shop which helped to exploit his date on "Song of Scheherazade" at the Odeon Theatre there. The two-column layout simulated a sheet of music with titles of song hits in the film printed between the music lines.

Title and theatre came in for most prominent mention with the advertiser reserving just a small space at the bottom for a message stating that the music was available in recordings and sheet music.

For his recent date on "Green for Danger," Hunter spotted Billy Rose's Pitching Horseshoes column in a three-column newspaper ad with a heading: "How Right You Are, Mr. Rose." The column was devoted to plugging English films—"Green for Danger" in particular. Additional copy urged readers to see how right Mr. Rose's comment is.

Seat Backs Intrigue

Employed in Wildwood, Fla., for the first time, heralds on the backs of every seat in the Corbett Theatre aroused curiosity about Manager Norman H. Willis's presentation of "Ladies' Man." Copy on the heralds and a slide used in advance of the regular trailer stated that a very smart man was coming to town Thursday-Friday. Similar posters were anchored to cabs in the city and handbills were distributed through a mailing list.

Parent-Teachers Endorse After-School Matinee

Taking advantage of the historical background in "The Magnificent Doll," Lee Zweibel, manager of the Sierra Theatre in Susanville, Calif., made a tieup with the Roosevelt grammar school in which the student body sold tickets prior to the opening and attended a special after-school matinee, which had been endorsed by the local PTA. The result of the tieup was reflected admirably at the boxoffice.

Zweibel arranged with a local family to display part of a private collection of over 700 rare antique dolls. The exhibit, placed in the lobby a week before opening, helped to build advance interest among both adult and juvenile patrons.

NEXT WEEK

Showmandiser Index

1. Complete listing of feature and short subject promotion.
2. Complete listing of special exploitation ideas.

FOR MAY AND JUNE ISSUES OF THE SHOWMANDISER INDEX

Four of Miami's Lovelies Add Oomph To Campaign for 'Homestretch'

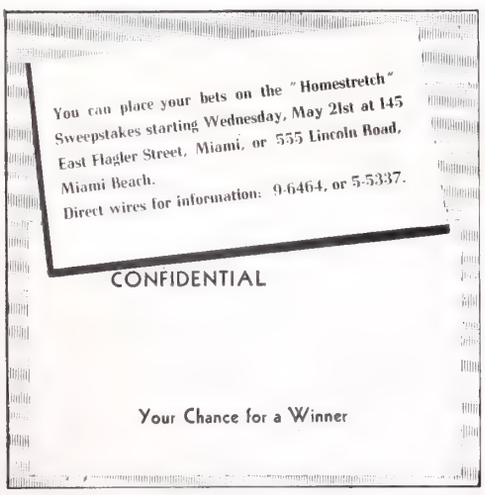
Sonny Shepherd, managing director of the new Miami Theatre in Miami, and Ed May of the day-and-date Lincoln in Miami Beach collaborate on all campaigns for the attractions at the two Wometco circuit houses, thus assuring well-nigh complete coverage of the Miami metropolitan area

For their "Homestretch" engagement Shepherd supervised outdoor posting that included ten 24-sheets, 100 three-sheets, 50 six-sheets and 100 window cards, an airplane bally in which a huge banner was hauled over the area on opening day, special trailers featuring rave quotes of local columnist George Bourke, a special electrical sign on front of the Lincoln and the newspaper ads, readers and art.

May planted classified gags in the two local dailies, and a two-column fashion page art layout featuring "Homestretch" blouses which tied in merchants using window displays.

Miami has made its winter climate and bathing beauties famous. May couldn't exploit the climate, but he made use of four girls in shorts to advance the campaign. He had four models distributing small envelopes marked "Confidential . . . Your Chance for a Winner." Inside was a card reading: "You can place your bets on the 'Homestretch' Sweepstakes starting May 21 at 145 East Flagler St, Miami, or 555 Lincoln Rd., Miami Beach (theatre addresses). Direct wires for information: (theatre phone numbers)."

May also promoted a "horse race IQ" ten-question contest through the sports editor's column in the Daily News. The first 50 correct answers received passes. An avalanche of replies came in.



Envelope and card distributed by four Miami models in shorts for "Homestretch."

Sound Effects Focus Attention on Display

James E. Scott, manager of the Roxy Theatre, Atlanta, employed a touch of ingenuity in setting up his lobby display on the combination sea bill, "The Sea Hawk" and "The Sea Wolf."

He obtained transcriptions of sea and wind noises from RCA Victor, then got hold of an automatic record player and placed it behind the big lobby display so that everyone entering and leaving the theatre had his attention drawn to the sign by the sound effects emanating from behind the frames.

The stunt was very effective.

How to Pronounce It

Frank Morin, manager of the Warner Regal Theatre in Hartford, Conn., got mentions in the Hartford dailies with this brief item for "Song of Scheherazade":

"Frank Morin says people are having trouble pronouncing the name of his incoming feature film, 'Song of Scheherazade.' Most people inquiring about the film sneeze the title, says Manager Morin. It's pronounced 'SHE-HAIR-A-ZADY,' with a short 'e' in the first syllable."

Bomb City for Film

G. Allen Schrimpf, manager of the Broadway in Council Bluffs, Iowa, had a plane "bomb" his city for his showing of "The Beginning or the End." A large number of paper bombs, constructed so that they glittered and twirled when falling, were dropped from the plane. Attached to several of the missiles were passes to the theatre.

NUGGETS

Daniel W. Streeter, president of the Chamber of Commerce of Buffalo, N. Y., was presented a citation for his adventures in Africa in a neat publicity stunt pulled off by Charles B. Taylor, manager of Shea's Buffalo. It was in connection with the showing of "The Macomber Affair" and the presentation by the secretary of the Buffalo Society of Natural Sciences "on behalf of Gregory Peck" was worth a two-column picture and seven-inch reader in the newspaper.

Larry R. Levy, manager of Loew's Colonial in Reading, Pa., planted a star mat in a local department store ad featuring sport coats and slacks for men. A large photo of John Loder was headed "Look Like a Celebrity and Feel Like Yourself." At the bottom of the 3x10 ad was copy stating that Loder was appearing in "Dishonored Lady" at the Colonial.

Believing that many theatre patrons do not care to see pictures which have a biographical background, George J. Forhan, manager of the Belle Theatre in Belleville, Ont., used a novel herald to exploit "Sister Kenny." A four-page affair, front cover read: "It's a Rotten Shame." The inside spread stated the shame was that every person in Belleville might not have an opportunity to see this magnificent motion picture, etc.

The extreme value to any showman, particularly in exploitation, of securing the goodwill and cooperation of city officials was illustrated recently by Ethelene Erwin, TEI city manager in Olney, Tex. Mrs. Erwin persuaded the mayor, Charles T. Wolverton jr., to proclaim the three days of the showing of "The Jolson Story" at her Westex Theatre as "Salute Jolson Days." Mayor Wolverton did this in an official proclamation. This resulted in news breaks and gratis stories in the local papers and much word of mouth advertising. The proclamation was based on the music appreciation angle.

Sabie Conti, manager of the Oxford Theatre in Plainfield, N. J., worked out four book shop window tieups on "The Late George Apley," securing the stores' entire window display space for mounted stills from the picture, credit cards and copies of the book. To make this tieup valuable to the merchants, passes were offered to persons who purchased this book during the playing of "Apley."

For Father's day, Charles P. Taylor of Shea's Theatres in Buffalo landed a co-op ad with a men's sport shop headed "Fathers Are Fun." Featured was a picture of Dennis Morgan romping with his young son Jimmy and copy announcing playdates of "Cheyenne" at the Great Lakes.

Dave Jones, ad manager for the Center Theatre in Springfield, Ill., created a novel series of newspaper ads to promote the return engagement of "The Jolson Story." One of the unusual ads he used was an aerial view showing downtown Springfield with a balloon on top carrying copy relative to the return date and an arrow from the balloon down to the theatre's marque in the photograph.

In a deal with the Metropolitan store in Hollidaysburg, Pa., Manager A. C. Detwiler of the Manos got free distribution of a colored herald on "Bedelia." On the reverse side of the herald the store offered free copies of the book "Bedelia" to the first five women attending a Thursday matinee, and free passes to all people in the store when the alarm clock at the book counter rang sometime during Thursday morning.

20th HAS THE ANSWER!



AT RADIO CITY MUSIC HALL!

The Ghost and Mrs. Muir

is topping the all-time highs of 20th Century Fox!

AT THE ROXY, N.Y.!

Miracle on 34th Street

Continues to set miracle records in its 4th week!



VERYWHERE!

The Entire Industry Is Talking About These Great Current And Coming Hits From 20th CENTURY-FOX

"BOB, SON OF BATTLE" in Technicolor • "KISS OF DEATH" • "MOTHER WORE TIGHTS" in Technicolor • "I WONDER WHO'S KISSING HER NOW" in Technicolor • "FOXES OF HARROW" • "NIGHTMARE ALLEY" • "DAISY KENYON" "FOREVER AMBER" in Technicolor • "CAPTAIN FROM CASTILE" in Technicolor • "GENTLEMAN'S AGREEMENT"

Low Cost Street Stunts Bring Extra Business



This ballyhoo was built by N. W. Lofthus, California Theatre, Santa Barbara. It could be carried easily by one person.



Gert Bunchez, Baltimore Loew publicist, tied in with marine corps recruiting drive and landed this fine ballyhoo.

Street ballyhoos occupy a prominent place in the showmandising Manager Dick Peffley carries out to assure consistently good box-office returns at the Paramount in Fremont, Ohio.

Attracting a lot of attention for his engagement of "Pursued" recently were two bales of hay placed in front of the theatre five days in advance with signs on each side reading: "Hey There! . . . Don't Miss 'Pursued' . . . It's Wild With Excitement."

Peffley also told his public about "Radio Take It Away," a short on the "Pursued" bill, playing up the subject in 1,000 Strand Movie News ads, on the marquee and in regular newspaper ads. A two-inch ad also was run on the church page, and he had 75 window cards out in Fremont and surrounding small towns.

MAN IN BARREL BALLY GOOD

For "Calcutta," Peffley got plenty of attention by sending a man parading the streets in a barrel with this sign: "A Barrel of Thrills in 'Calcutta' . . . With Alan Ladd." In the Fremont newspaper personal column he inserted this reader: "A Fortune in Stolen Jewels . . . Murder . . . 'Calcutta' Paramount Theatre Sunday." On the want ad page he had: "For Rent—My Services, Strangling Done Cheap. See Mul. Imperial Hotel . . . 'Calcutta.'"

Peffley took advantage of the Mill Bros. Wild West show engagement in Fremont to devise another novel street bally. The circus played the town on Wednesday and Peffley had a man dressed in full Indian costume and warpaint on the streets all day the following Saturday carrying a sign reading: "I didn't leave town with the circus . . . I'm staying over to see 'The Razor's Edge.'"

The Ohio showman misses few opportunities to sell his attractions. Starting June 1, he put 1,000 program calenders in restaurants, drugstores, bus stations, etc., in Fremont and surrounding towns listing his entire bookings for the month.

Illustrative of the thoroughness of the Paramount manager is his buildup for the series of four Saturday morning youth shows: First he contacted the school officials, the juvenile court judge and the mayor to obtain their reaction to the series. This resulted in a nice newspaper story in which the heads of the local public and parochial schools announced support of the youth shows and urged parental and juvenile attendance. In addition the mayor issued a formal proclamation citing the endorsement of educational, clerical and judicial groups and urging public support.



Two street ballys arranged by Dick Peffley of the Paramount Theatre, Fremont, Ohio.

PUBLIC OKAY FOR YOUTH SHOWS

Peffley promoted four bicycles—from a dairy, cleaning shop, furniture store and automobile dealer—and advertised them for door prizes at the youth shows, one each Saturday.

At a cost of only $2 Peffley planted a misspelled word contest in the high school paper promoting a double bill of "Angel and the Badman" and "That Way With Women." A skit on the contest was broadcast over the school's public address system to 1,400 students with mention of the pictures and playdates.

Below, Ross McCausland, manager of the Telenews, Dallas, secured the services of the assistant concertmaster of the Dallas Symphony and dressed him like a banana peddler. Besides exploiting "The Magic Bow," the great violinist collected 98 cents.



Old metal marquee letters were covered with red, white and yellow glass after being filled with lamps, spelling out "Duel in the Sun." This unique foyer display was used by Manager Carl Rogers at the Broad Theatre, Columbus.



Page 'Johnny O'Clock' By Phone in Hotels Over Baltimore

The cry of "Paging Johnny O'Clock" heard in hotel lobbies, bus stations and other crowded spots in Baltimore was part of the campaign run by Manager Smelter and Ted Routson, publicity director of the Hippodrome for "Johnny O'Clock." For a number of days prior to the opening, the Hippodrome telephone operators called these crowded places paging "O'Clock," which proved to be an effective advance teaser for the film.

A special contest conducted with the cooperation of the Home News and Leon Levi jewelry store proved to be a headliner. A tieup was made with the store for a "Johnny O'Clock" window with a wrist watch, its face covered with adhesive, spotted dead center. The gimmick was to guess at what time the "Johnny O'Clock" watch stopped—with the winner to receive the expensive timepiece. The Home News, with a circulation of more than 125,000, carried the contest details, and copy in the window also stressed the contest.

Michaelson's jewelry store, using the film title as a tiein, set up a window highlighting playdate material. An innovation was a streamer spotted across the window. Michaelson's millinery shop used a full window in the prearranged nationwide tieup on the berets worn in the film by Evelyn Keyes. Other full windows were set with the Bachrach-Raisin sporting goods store and Read's drugstore.

Radio stations WITH and WBAL highlighted the film on a number of their programs. Playdate information was included in each instance.

Treasure Hunt for 'Time'

A treasure hunt was the big thing in Roy Peffley's promotion of "The Time, the Place, and the Girl" at the Voge Theatre, East Chicago, Ind. Five thousand numbered treasure hunt cards were passed out on the streets by two girls Saturday before playdate. Small posters listing winning numbers also were placed on cash registerers in a local dime store. Each poster and cash register had three lucky numbers. Those presenting cards with the lucky numbers (per instructions printed on the small treasure hunt cards) received gifts or free tickets. The manager of the store was very pleased with the tieup. His store had a crowd all day.

On the House

Celebrating the completion of two years as owners of the Charm Theatre in Holyrood, Kas., Mr. and Mrs. Paul Ricketts invited everyone in the city to be their guests at an anniversary party. In order to give all an opportunity to attend, three special performances were given at 6, 8 and 10 o'clock. On the way out, each guest was handed a card thanking him for his patronage and promising that the Ricketts would continue to provide the finest in entertainment and modern environment.

A special trailer and newspaper advertisements served as invitation, and the Ricketts received compliments and expressions of appreciation from many patrons.

'Jolson' Drive Sparked By Glittered Letters

Glittered letters on the stage apron, over the aisle entrances and at the candy stand made it impossible for anyone attending the Mission Theatre in Santa Barbara, Calif., not to know that "The Jolson Story" was coming.

Manager Reg Streeter had the cutout letters sewed on the apron two weeks in advance, changing the word coming to Tuesday in the final week.

For two weeks in advance he also used the four one-minute teaser trailers furnished by Columbia, and played Jolson songs during breaks. During the engagement Streeter had a boy roam the town dressed in black face, evening clothes and top hat and carrying a "Jolson" sign. Juke boxes all around town carried 8½x5½ cards suggesting that players ask for Jolson songs and see the picture at the Mission.

On his marquee Streeter used colored lights to accentuate the fact that the picture was in Technicolor.

Giveaways Fill House

Katherine Wilson, manager of the Rialto in West Palm Beach Fla., found that giveaway deals, both in the afternoon and at night, of merchandise promoted from the local stores were surefire methods of filling the theatre during the Florida State circuit's Spring Festival drive.



S. D. Mitchell, Strand, Atmore, Ala., constructed this beaverboard doghouse which cost $4.



Navy recruiting tieup was set in Cleveland by J. Knox Strachan, Warner Ohio Theatres publicist. He landed 24 A-boards exploiting the "Sea Hawk" and "Sea Wolf" combination.

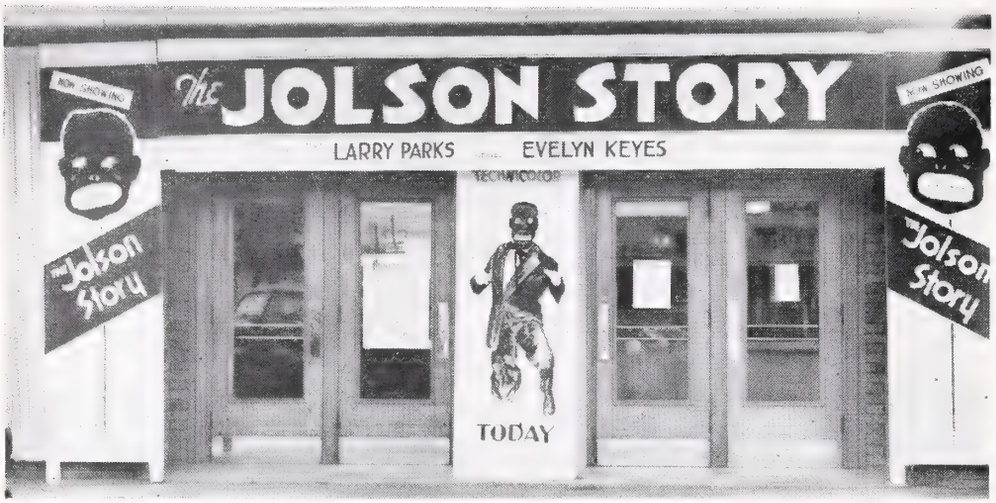
Below, a lovely legs contest sponsored by local merchant a highlight of Rudy Koutnik's campaign on "Blue Skies" at the Paradise, Milwaukee.



Below, fuel shortage in Italy inspired this "Bells of St. Mary's" ballyhoo used by J. Giacheri to publicize the film's opening at the Astor Theatre in Rome. Vehicle was drawn by one-bicycle power.



Animated Display Helps 'Jolson' Sing Sweet Tune at Boxoffice



A low-cost campaign for "The Jolson Story" racked up a near record gross at the Roxy Theatre in Yorkton, Sask., Canada, for William Johnston, manager of the Roxy.

The mayor of Yorkton issued an official proclamation for "Jolson" week with newspapers and radio commentators playing up this fact to good advantage. Johnston used a series of teaser ads to build up interest in the playdate. These were supplemented by large display ads just ahead of and current to the opening. Music stores were tied in for displays featuring sheet music and records of song hits made popular by Jolson. Silk screen cards were made up and distributed to all stores in the area for display two weeks prior to opening.

Four days in advance, Johnston had one of his ushers, made up like Jolson in blackface, walk out on the stage and go through the motions of singing while records were played over the public address system. This stunt provoked extensive comment. A special theatre front was constructed in which the central figure was animated. Hands and arms (see above photo) moved in unison with the eyes which were two ping pong balls. A loudspeaker, concealed in the boxoffice carried out the illusion of the figure singing, with recordings from the film.

Institutional Selling Effectively Boosts Matinee Business

Mr. Average Theatre Manager who finds his evening attendance at near capacity and matinee business down to a few handfuls of people might take a tip from Hugh Borland, manager of the Louis Theatre in East Chicago, Ill.

Recently Borland decided there must be something wrong when a theatre can draw good night crowds, yet play to rows of empty seats during the afternoon hours. After giving the problem some thought, an institutional campaign was prepared and set in motion which has had notable success.

A series of special trailers was prepared. Each week new copy was injected. "The matinee performance is a refreshing and relaxing way to spend an afternoon . . . bring a friend and double your enjoyment," was the theme.

Three thousand heralds with special copy on matinees were imprinted and were cost free because Hugh had the forethought to sell a merchant ad which covered the entire bill. He then got one of his ushers and both started out to make personal calls on the neighbors. Instead of merely dropping the circulars in hallways or under doors, the two knocked on the door or rang the bell. As the door was opened, a personal message was delivered: "So sorry to disturb you but I would like to leave you this pamphlet from the Louis Theatre."

Borland utilized the theatre programs for a special message on the first page with copy on, "What to do in the afternoon for enjoyment." The inside layout was devoted to cuts and copy on coming attractions.

The result of Borland's effort has been apparent through increased attendance during the daytime.

Platter Plugs on 'Margie' Cut by Beloit Staffers

Beloit, Kas., was really made "Margie" conscious both by ear, eye and taste by L. O. Gill, city manager for Theatre Enterprises, Inc., and his staff at the Beloit Theatre. Gill's campaign began ten days prior to playdate with window tieups in a music store, featuring hits of the film, stills and date strips, and with a department store featuring "Margie Modes" sports clothes for the younger set.

Three days in advance 2,000 numbered teasers were distributed locally and in nearby towns. Twenty-five lucky numbers were posted on a special art display board in the Beloit lobby. Holders of posted numbers were given passes. Gill also made a tieup with a soda fountain to award to 25 additional lucky number holders a "Margie" sundae. The soda fountain shared in the printing expenses.

On opening day a public address system was used to broadcast music from the film and also the special recordings made by the staff. In addition, whenever there was a line waiting at the boxoffice recorded plugs for forthcoming attractions, made by members of the Beloit staff, were broadcast.

Theatre Serves Coffee; It's a Hit With Patrons

The Indiana Theatre in Indianapolis has made a hit with its service of free hot coffee from a stand on the mezzanine floor. It is refreshing and not so noisy as popcorn. However, it's a temporary arrangement, said Col. Ken Collins, manager.

News Copy on Heralds

K. E. Simmons, manager of the Congress Theatre in Los Angeles, used some striking newspaper advertisements to exploit "Duel in the Sun." Simmons used the copy for special heralds which were distributed throughout the neighborhood.

Too Good to Miss

Sidney Miller, manager of the Starlite Theatre in Corsicana, Tex., recently faced the problem of trying to sell a picture to a Negro audience on which there was no advertising available. Believing that talk would sell the picture, "The Green Pastures," Miller introduced a slightly different angle on an old stunt and created so much talk that even Negro ministers in the city recommended the picture from their pulpits.

Miller got out an oversized herald attractively laid out with straight type. In the center of the throwaway appeared a large box with a statement from the management that every Negro in the county who could not afford to buy a ticket to see this great film would be admitted free at the Monday night performance.

Backed up by this unusual offer, the theatre went on to break every previous attendance record. Only 50 persons were on hand to see the free performance which was scheduled for the last day of the engagement.

Enlists Store Support For 'Bedelia' in Tampa

In addition to the usual newspaper and radio advertising channels, Curtis Miller, city manager for Florida State Theatres in Tampa, tied up with Woolworth's for a three-way plug to help exploit "Bedelia."

Miller had his art shop build a giant book using two six-sheet cutouts for illustrative material. The book was surrounded by a display of regular books and stills from the picture with theatre credits. Inside the store another display of books and mounted cutouts of "Bedelia" were spotted at the book counter. A large banner overhead listed the theatre's name and playdate. The store also used 2,000 heralds as stuffers.

In the theatre house program, "Bedelia" was plugged for two weeks in advance and the cover page was used just prior to opening. The programs were distributed in all five affiliated houses and also at downtown hotels. The picture was cross-plugged in the lobby and through trailers at the circuit's subsequent run houses, both in advance and during the week's run of the film.

Builds Economical Display

An effective and economical lobby setpiece was created by Cliff Loth, manager of the Uptown Theatre in New York, to exploit "Sinbad the Sailor." Loth mounted and cut out the illustration, title and cast from a 24-sheet, set it against a background of crushed velour and, at slight expense, succeeded in focusing special attention on the picture's playdate.

TREASURE IT!

★ Don't discard your BOXOFFICE. The Showmandiser section has been designed to serve as a permanent handbook of theatre merchandising.

★ The pages will be numbered consecutively throughout the year.

★ An index to these pages will be published at regular intervals, thus providing easy reference to the various articles on showmandising of individual pictures, to types of pictures, and to all the various phases of promotion.

★ Theatremen and executives who have long felt the need for an up-to-the-minute, yet permanent guide to boxoffice promotion material, will recognize this latest service innovation in BOXOFFICE as an invaluable aid in their daily showmandising efforts.

How to Stretch $20 Told by Ted Ames

How to stretch $20 to cover a well-rounded campaign was ably demonstrated by Manager Ted Ames of the Opera House in Millinocket, Me., in his promotion of "The Jolson Story."

Always with his eye on the budget, Ames even induced his wife to make 800 telephone calls over a period of four days. On each she repeated, "This is the Opera House calling. We thought you would like to know that 'The Jolson Story' is playing at the Opera House on Tuesday, Wednesday, Thursday and Friday. We know you would not want to miss it."

Ames launched his campaign six weeks in advance, announcing the booking in a full page of his no-cost theatre program. He also made liberal use of screen slides, which were free; worked out album tieups and window displays; bannered 50 windows on Maine street and in East Millinocket, ten miles away; used press book material in the boxoffice; had an announcement on the high school bulletin of the special school matinee; promoted a full page co-op ad in the Herald; took space in the Bangor Daily News and the Millinocket Journal, and used the complete National Screen specialty and standard material on the picture.

Girls Ride Buses, Carry Books on 'Stairway'

Three girls carrying an enlarged book that centered attention on the title, "Stairway to Heaven," rode every trolley and bus line in Hamilton, Ont., during peak hours to promote the picture in that city. The stunt was conceived by C. T. Spencer, manager of the Capitol.

Timely 'O'Clock' Piece

A smart looking lobby piece consisting of large figures of Dick Powell and Evelyn Keyes and the familiar face of a clock was set up by Mollie Sickles at the Loew Poli-Palace in Meriden, Conn., for "Johnny O'Clock." Fine clock hands pointed to the break in the title words on the clock's face and a lettered square in the center read: "You'd better be on time when you see 'Johnny O'Clock.'"

'Bedelia' on Wheels Opens Kansas City Kimo Campaign

Carrying out an extensive campaign on "Bedelia," Manager Jim Chapman of the Kimo Theatre in Kansas City, employed 15-foot cutouts mounted on wheels, intriguingly dressed usherettes passing out cards downtown, decals put on store windows and automobiles, personal ads in the local newspaper, window displays in neighborhood stores and special sundaes at drugstores. His opening night attendance was twice that of an average night and the film went right along to three weeks of above average business.

Leading off with his huge cutout of "Bedelia" mounted on wheels, Chapman had one of his ushers slowly propel the placard across the Kimo stage between performances two weeks in advance of the opening.

Theatre employes transferred decals onto car windshields and store display windows. The stickers read: "Warning Men! Unless You Can Enjoy the Story of a Ravishingly Beautiful Woman Who Is Wickedness Itself . . . Stay Home and Do the Dishes . . . And Let the Little Woman Come and Have the Best Time of Her Life. P.S.: Just in Case, the name of the Gorgeous Creature is 'Bedelia.'"

Advertisements in the local paper ranged all the way from "For Rent" classifieds to "Personals." Under the first category Chapman planted such ads as, "Apartment for Rent. No, not quite, but mighty comfortable seats at the Kimo Theatre at 65 cents. Come in and see 'Bedelia.'"

Personals on opening night read "Call me at Valentine 7296. (Signed) 'Bedelia.'" Those calling the number heard the Kimo cashier say in a sultry voice: "This is Bedelia's maid. Please be at the Kimo by 7:00 p. m."

Two girls, dressed in costumes, visited downtown traffic centers opening day, passing out cards to passersby. On one side was the word "Bedelia." On the other was: "You know what kind of girl I am. Call me at VA. 7296 at 7 tonight." The cashier at the theatre again gave the same reply as before. For several days Chapman coached his cashier so that she might affect a natural sultry way of speaking.

Hens Hatch Eggs in Lobby As Patrons Guess Time

Farmers around Omaha, Neb., did some speculating and "The Egg and I" hatched some good publicity as a result of a stunt staged in the Orpheum Theatre, managed by Rollin K. Stonebrook.

Tri-States officials placed a hen in the lobby of the theatre. Quite a few "experts" avowed there would be no eggs hatched in such public surroundings.

A contest was staged. Geraldine Uzel, 17, won the first prize of $10. She guessed within 28 minutes when the first egg would be hatched.

For doubting Thomases another 14 eggs were hatched.

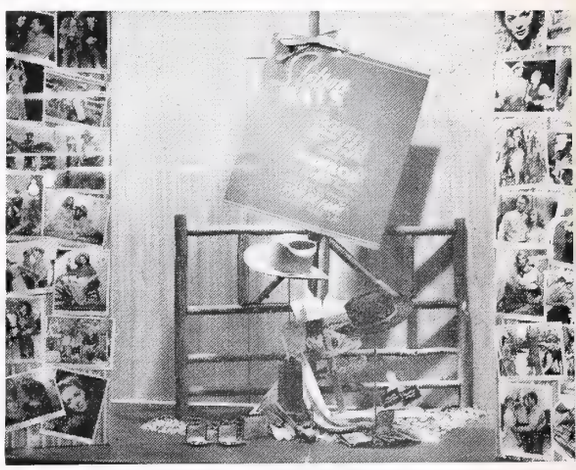
Kegler 'Carrolls' Contest

A Humphrey Bogart sweepstakes for keglers was one of the highlights of Manager Forrest Thompson's campaign for "The Two Mrs. Carrolls" at the Majestic Theatre in Dallas. The contest was promoted with the operators of two large bowling alleys and was widely exploited through newspapers, cooperative ads and a local bowling news publication with a circulation of 5,000. A cash prize was awarded to the winner with the compliments of Humphrey Bogart.

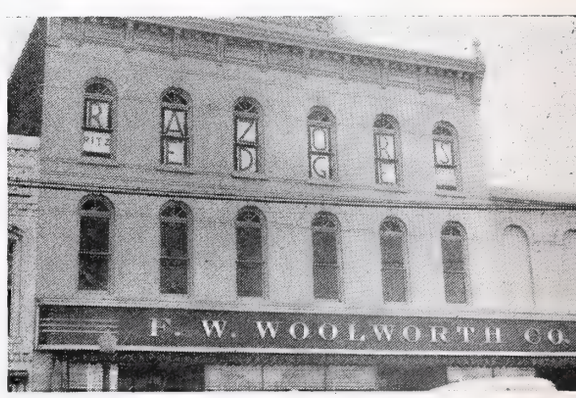
Successful Seat Selling Stunts



Fred Greenway, manager of the Poli-Palace in Hartford, Conn., tied up with a local fencing academy, had these two pretty girls fencing on city streets to exploit "Duel in the Sun."



For the Orpheum engagement of "Ramrod" in Kansas City, Manager Lawrence Lehman, promoted this window in a prominent hat store. Profuse display of stills commanded extra attention from passersby.



T. A. MacDougald, manager of the Ritz, Talladega, Ala., tied in with Woolworth's to promote "Razor's Edge" and book sale. Woolworth's upper floors carried strong plug, seen above.

ONLY
$4.50
A Week
For Complete Service
Save With Filmack's
PREVUE
TRAILER
SERVICE
Filmack 1327 S. WABASH AVE. CHICAGO 5

'Proud Destiny' to Have Joint Promotion Plan

NEW YORK—Enterprise Studios, which recently purchased the film rights to Lion Feuchtwanger's novel, "Proud Destiny," will undertake a joint publicity and exploitation campaign with the Literary Guild, which chose the book as its October selection.

Joint promotion plans will be worked out by Frederick Polangin, eastern publicity director for Enterprise; Jay Tower, Literary Guild publicity director, and Ruth Brown, press publicity director for Viking Press, the publishers.

'Blue Veil' to Leo Cohen

NEW YORK—Leo Cohen, foreign film distributor, has acquired U.S. release rights to "Blue Veil," French picture, featuring Gaby Morlay and Pierre Jourdan.

FROM THE FILES OF 20 Years Ago

THE NEW element of control in the motion picture business, big international bankers, was discussed at the eighth annual convention of the Motion Picture Theatre Owners of America recently. In the report of M. J. O'Toole, business manager, he declared that this situation would eventually bring about equitable business conditions all around. He said it might also lead to the curbing of producer-theatre combinations as the new banker bosses would rather have friendly allies all over the nation handling theatres than only a few persons in central locations who might need watching occasionally.

* * *

That exhibitors should have a voice in determining the character of pictures they present in their theatres also is the opinion of O'Toole, who said: "It is proposed to inaugurate a system where the exhibitors of the country will be systematically canvassed through our national organization, and their opinions ascertained concerning the kind of pictures most desired by the public . . . A committee representing the producers will be asked to meet occasionally with the MPTOA and together go over the situation and transmit the information gleaned to the executive in charge of production, with proper recommendations."

* * *

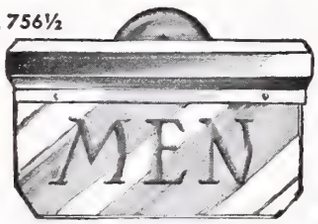
Jesse James jr., son of the famous bandit and a lawyer in Los Angeles will act as technical adviser and biographer in the filming of the story of his father's life. The picture will be released by Paramount.

* * *

Columbia Pictures has made a two-reeler on "The Menace of the Mississippi," depicting the story of America's greatest flood . . . Additional prints of "Nonstop Flight," have been made by Film Booking Offices to supply an exceptional demand. Public interest in this authentic picturization of the navy's memorable dash across the Pacific is high because of Capt. Charles Lindbergh's solo air flight across the Atlantic from New York to Paris.

outstanding
SIGNS...by Art Metal

Cat. No. M 756½



Cat. No. M 756



This style available in double face

Immediate delivery — beautifully designed, aluminum finish, indirectly lighted directional signs. Complete with interchangeable, etched glass name plates. Ideal for use in theatre interiors, lobbies, corridors.

Distributors and jobbers write for quantity price list.

ART METAL MFG. CO.
3110 Park Ave. • St. Louis 4, Mo.

Manley POPCORN SUPPLIES
MANLEY
POPCORN MACHINES Manley
FINEST QUALITY . . . TESTED
UNIFORMITY . . . DEPENDABLE PERFORMANCE

CARTONS
Boxes—1½ oz. $7.50 M
2 oz. $8.50 M
Printed
(Available only at Eastern and Middle-West Warehouses)
Bags— ¾ lb. $1.50 M
1½ lb. Trademark. 10c seller $3.00 M

POPCORN
Manley's Premium ..... $ 8.00
Manley's Supreme (Middle-West) 9.50
(Eastern) 9.75
(Western) 10.00
Packed in double lined moisture proof bags to preserve quality, high volume, and to assure you of a tasty, tender product.

SEASONING
Manley's Pop-Co-Better ..... 35c per lb.
(The best that money can buy)

SALT
Refined and processed according to our own specifications. Brings out the natural flavor of your popcorn.
10c per box, in cases of 12 or 24

FOR IMMEDIATE SERVICE
WRITE NEAREST WAREHOUSE

EASTERN
Atlanta, Ga., Southern Sales & Warehouse Co., 171 Peters St., S. W.
Binghampton, N. Y., Manley, Inc., Box No. 826
Boston, Mass., Wiggin Terminals, Inc., 50 Terminal St.
Charlotte, N. C., Carolina Transfer & Storage Co., 1230 W. Morehead
Roanoke, Va., Roanoke Public Warehouse

MIDDLE-WEST
Columbus, Ohio, Merchandise Warehouse, 370 W. Broad St.
Dallas, Texas, Zanes-Ewalt Warehouse, 420 Laws St.
Des Moines, Iowa, Merchants Transfer & Storage Co.
Detroit, Mich., Edgar's Sugar House No. 2, 1900 Alfred Street
Indianapolis, Ind., Strohm Warehouse & Cartage Co., 230 W. McCarty St.
Kansas City, Mo., Manley, Inc., 1920 Wyandotte St.
Memphis, Tenn., United Warehouse & Terminal Corp., 137 E. Calhoun
New Orleans, La., Douglas Public Service Corp., 118 N. Front St.
Oklahoma, City, Okla., O. K. Transfer & Storage Co., 531 W. Main
Peoria, Ill., Federal Warehouse Co., 800 South Adams
St. Paul, Minn., Central Warehouse Co., University & Pillsbury Ave.

WESTERN
Denver, Colo., Weicker Transfer & Storage Co., 1700 15th St.
Los Angeles, Calif., Jennings-Nibley Warehouse Co., Ltd.
Oakland, Calif., Haslett Warehouse Co., 51 Webster St.
Salt Lake City, Utah, Central Warehouse, 520 West 2nd South St.
Seattle, Wash., American Warehouse Co., 95 Connecticut St.

Exhibitor Henry Reeve of Texas Pens Open Letter to Uncle Sam

June 20, 1947

An Open Letter to Uncle Sam:

It's been a long time since that last letter to you back in the war years. Those were fighting times and so are today and tomorrow, though a far different sort of fighting is involved. Your problems and ours are really tremendous ones and we must each help one another in the solving of them for America and for the better world we hope to achieve.

One problem, Taxation, seems uppermost in every mind right down the line from you, as the government of our nation, to the individual state, county, city and town. We all know the late war must be paid for, and we can't leave it all up to our kids and their kids. Most of us are mighty happy to do our share just as we at home did all we could to help you and the fellows fighting for you those four years not so long back.

THE 20% FEDERAL TAX

I'm sure you get kicks and squawks from every direction, but there's one particular phase of the current tax setup which affects a huge portion of your people and a very important business enterprise—Show Business. We're still collecting 20 per cent of each box-office dollar for you, Uncle. That's a pretty stiff percentage to take right from the start from the amount paid by our public and received by us to run our business. Many retail stores have a similar tax on certain items; I know of no other legitimate business subject to 20 per cent tax before it opens its doors. Out of the 16,000-odd theatres in our country, three-fourths are comparatively small operations, small towns, neighborhoods in large cities, individually owned, paying every other tax that everyone pays operating under steadily increasing costs, yet still providing the entertainment, information and world knowledge to that vast majority of your people who are called "typical Americans."

It's tough going, Uncle, for these showmen of the smaller spots to have to turn in $300, $400, $500 and up, per week, as a tax out of a pretty well limited possible gross which is steadily reverting to the more normal receipts of a few years ago.

We know you have troubles, and that ours are not the only ones to be considered, but just as the theatres played such a vital part in the war effort, so too, they have an important role in helping you keep your people happy and informed. We need your help, Uncle, and we need it now, to stabilize this great business of ours, to keep folks coming, and to maintain a fair weekly profit so that we may keep up our properties for the betterment of all concerned.

NO LONGER A LUXURY

We want to do our part, Uncle, we always have. Won't you give a thought to what a boon and salvation it would be to the thousands of modest small town and suburban theatres and their patrons, family folks, if our kids were not subject to 20 per cent tax on their little dime tickets, and if we could supply the great good and pleasure of the screen at a price more in line with the needs of our public?

The prewar standard of 10 per cent above 10 cents admission was fair. Let's get back to that. Believe me, that added 10 per cent you're getting now makes a lot of difference to folks with families. The "movies" are no longer a luxury, you know that. To Americans they are your voice, for the messages from our President and government, as well as mass recreation. You want your voice heard. We help you there.

You've got a reputation, Uncle, throughout the world as a fair, square shooter. That's all we ask of you now. Give it a thought, won't you? It will mean much to many millions of the folks you count on in need, and whom we of the theatres serve.

HENRY REEVE.

Mission Theatre,
Menard, Tex.

W. Ray Johnston Back July 1

NEW YORK—W. Ray Johnston, chairman of the board for Allied Artists and Monogram, returns to the U.S. July 1 after spending two months in Europe where he conferred with company representatives in England and on the continent.

Gamble Is Dickering For Eastern Houses

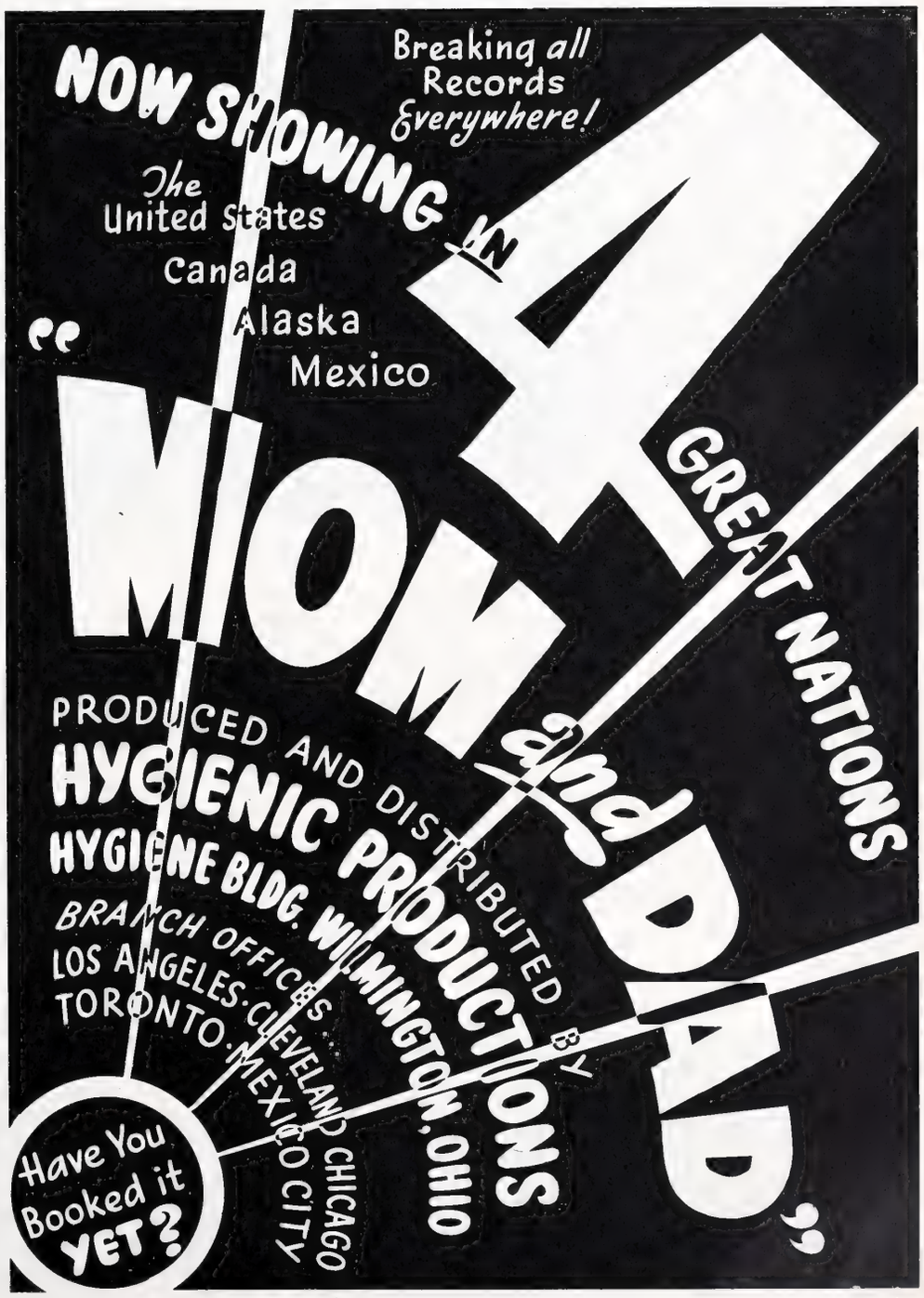
NEW YORK—Ted R. Gamble, chairman of the ATA and west coast exhibitor, is negotiating for theatres in the east, he said.

Gamble recently acquired the seven-theatre Monarch circuit, which operates in Pennsylvania, Ohio and Indianapolis. Monarch will soon file a permit with the housing expediter for an eighth theatre in Indiana, Pa.

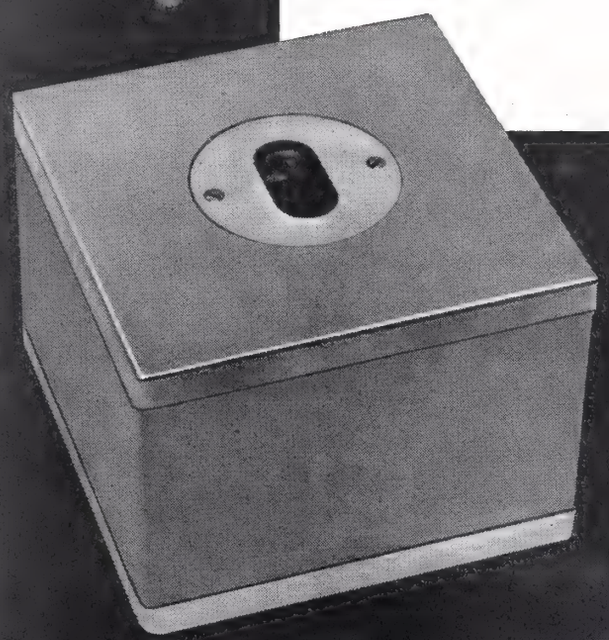
His original holdings were 12 theatres in Oregon, and he is now building three drive-ins also in Oregon.

UA Titles 'Cassidy' Films

NEW YORK — The sixth, seventh and eighth Hopalong Cassidy productions being distributed by United Artists have been given final titles of "The Marauders," "Without Honor" and "The Dead Don't Dream," respectively.



For the *best* in motion picture sound...



the new *Western Electric* magnetically sealed light valve

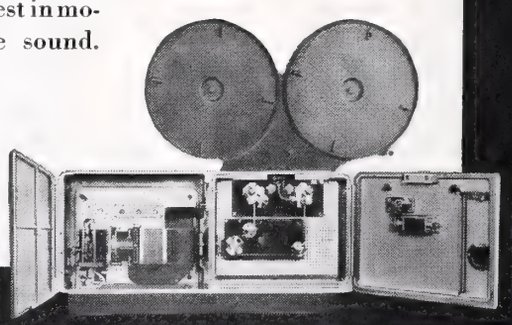
Magnetically sealed light valves are an outstanding feature of the new line of Western Electric recording equipment.

These new type valves, a triumph of precision in design and manufacture, are nevertheless small and rugged, and provide the highest degree of recording efficiency ever achieved.

Magnetic sealing keeps dust and foreign material out permanently. And you get *stable* operating characteristics regardless of temperature changes, for the various materials in the valve have compensating coefficients of expansion.

Other advantages are improved optics and better damping of the ribbons, which reduces the resonant peak to small proportions.

The magnetically sealed valve is one of numerous reasons why Western Electric means the best in motion picture sound.



The Western Electric 400 Series leads a new line of sound recording equipment. Records standard or 200 mil push-pull track.

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED
233 BROADWAY, NEW YORK 7, N. Y.
Hollywood Office—6601 Romaine Street

Lachman Re-Elected Head of N.J. Allied

ATLANTIC CITY—Edward Lachman of Boonton, N. J., was re-elected president of New Jersey Allied at a meeting which followed the second forum of the 28th annual convention here on Thursday.

Other officers named were: Vice-president, Harry K. Hecht, Passaic, who succeeded Simon Meyers; vice-president, Samuel Frank, Hammonton (re-elected); secretary, Haskell Block, Newark (re-elected); treasurer, David Snaper, Newark (re-elected; assistant treasurer, Morris Fogelson, Denville (re-elected); sergeant at arms, Sidney Frankel, Newark (re-elected); directors for three-year terms, A. Louis Martin, Passaic; Ralph Wilkins, Pitman; Wilbur Snaper, South River; elected for one year to fill unexpired term of Hecht, Maurice Miller, Passaic.

The closed business meeting followed the second open forum of the convention at which buying combines, reissues, admissions, and the sliding scale percentage plan presented by Andrew W. Smith jr. of 20th-Fox the previous day were discussed.

FORUM ON COMBINES

Jack Kirsch, Harry Brandt and others answered questions about buying combines by saying they were selling pictures on a theatre-by-theatre, picture-by-picture basis and they had been advised by eminent counsel that these are legal under the antitrust decree. If any member has any complaint, he can bring an antitrust action, it was pointed out, but all agreed no members had found fault and none had been lost.

All speakers agreed that business had fallen off in some areas, but that there was no movement toward lowering admissions in sight, because of high costs of operation.

While this topic was under discussion there was some sharp criticism of rentals being asked for top product.

Kirsch, however, said the film buying is not as "tough" as it was six months ago.

There was considerable discussion of reissues. H. M. Richey of MGM said his company at present has plans for only five and he predicted there would be more MGM product next year.

When the subject of the 20th-Fox sliding scale percentages was brought up some speakers estimated that about 6,000 theatres in the "distress" classification would benefit.

New Children's Films Promised by August 1

ATLANTIC CITY—Some criticism of lack of prints for children's shows under the plan by which the MPA made 26 prints of old film available for Saturday special shows or matinees was voiced by Edward Lachman at the Allied convention here.

He made it plain he favored the shows, but said many exhibitors had been told they would have to wait weeks or months for the particular programs they wanted.

David A. Palfreyman, exhibitor relations contact for the MPA, replied that this was not in his department, but that all concerned regretted the fact that there had been a gap between the first group of 26 films and a second proposed group which will be ready about August 1.

It was found, he said, that some films recommended by adults had not been acceptable to youngsters. In the next group, he said, this problem will be overcome. He also pointed out that due to the fact that the available prints play only one day a week and are rented at nominal cost it had been difficult to recover the expenditure.

Brandt Seeks to Unify All Independent Units

(Additional news of the convention on Pages 9 and 18.)

ATLANTIC CITY—Harry Brandt, president of New York's ITOA, made a strong appeal for unification of all independent exhibitor organizations at the closing banquet of the New Jersey Allied convention Thursday.

"Such an organization would be a haven for the weak and a tower of strength for the righteous," he said. "We in the ITOA understand Allied and can work with it. We can keep away outside influences which seek to control it and we can work for the good of the industry. I doff my hat to Benny Berger because he has decided to defer his appeal for government control until his board of directors can act again."

Brandt's remarks started considerable discussion, because the story had already spread that the MPTOA and ATA had started moves for a merger.

A. W. Smith jr., general sales manager of 20th-Fox, also spoke in a congratulatory way.

'AMAZING SPECTACLE'

Abram F. Myers, Allied board chairman and general counsel, who followed Smith, commented on the sales proposals presented the previous day by the 20th-Fox executive by saying, "Christmas seems to have arrived ahead of time. This is the first time I ever heard of a sales manager offering to lower something. We may have the amazing spectacle hereafter of a salesman coming into a theatre and trying to lower something instead of raising something, because he will be arguing about the theatre's nut and not the sales price of the film."

Brandt was referring to Berger, head of the Northwest Allied unit, who created a mild sensation at the second day's session of the Jersey Allied convention here by announcing that within a few days he intended to put full-page ads in Washington, D. C., newspapers calling for a government investigation of the film business and enactment of legislation for industry control by the government.

After a first burst of applause there was a violent vocal reaction from a number of members.

KIRSCH OPPOSES CONTROL

Jack Kirsch, national Allied president, declared emphatically that he was opposed to the plan and to government control.

"I think this industry should settle its fights within the industry," he declared; "it's a private business and we don't want government bureaucracy interfering in its conduct.

"If they have some problems in Minneapolis which they can't settle by themselves, I think other regional units should try to help them. I offer my services."

Berger replied warmly, saying: "Let's do something constructive. There ought to be a meeting to work out a scale schedule." He stuck to his assertion he would put the ads in the Washington papers.

BERGER TO DELAY PLAN

The following morning, however, Berger said that "terrific pressure" had been applied to him to get him to drop his advertising plan. He had agreed to delay it, he said, pending reconsideration by the board of directors of the Northwest Allied unit.

Brandt arose and made hot remarks about the Minnesota law barring circuits which was finally declared unconstitutional. He asserted that Berger's move would bring federal regulation of the business, and that the ITOA would battle it with similar ads.

Turning to Berger, he said: "You outlawed block-booking when you were really aiming at blind buying. If we had block-booking now we would have plenty of pictures and we could refuse to play advanced admissions on 'Duel in the Sun' or 'Best Years of Our Lives.'

"Berger should ask all the industry exhibitor leaders to get together and form one big exhibitor organization. Instead of spending that money in newspapers he should spend it in tradepapers to further a move for one organization."

Maxwell Gillis, district manager for Remanager for RKO; Jack Byrnes of MGM, public; Leon J. Bamberger sales promotion Mark Silver of United Artists and Sam Shain, new public and exhibitor relations director for 20th-Fox, spoke earlier during the session.

Reservations at Hotel Worth Dime a Dozen

Atlantic City—One quick way of getting an Allied member or a major company official excited is to ask him if he got a room at the Ambassador hotel. Some 200 holders of reservations, many of them confirmed by wire as well as cards issued by New Jersey Allied, were not honored.

On the opening day of the convention dozens of delegates spent from three to four hours arguing with room clerks—when they could get the clerks to listen.

Usually they asked: "What can I do for you?"

When they were told they would disappear behind a glass panel, finger cards in racks, then reappear at the other end of the counter and ask the same question of somebody else.

One prominent executive who had a suite reservation found himself forced to walk up a flight of stairs onto a roof structure where there was one bath for a whole string of rooms. Some exhibitors exhausted their power of expressing indignation in the hotel lobbies and didn't even complain about film rentals at the open forum.

Allied President Describes Unique Tax Fight in N.J.

ATLANTIC CITY—Here in the only New Jersey city which succeeded in getting a new ticket tax into operation this year, Edward Lachman, president of New Jersey Allied, described the organization of an antitax battle that was unique in the country last winter and still is.

Allied joined in the fight with all the major and independent circuits in the state and organized the Federation of New Jersey Theatre Owners. It lost its fight against the Atlantic City tax bill, but succeeded in preventing the spread of this new three per cent ticket tax to other cities.

Beefsteak, Beer, Handlebar Mustaches, Feature Nostalgic 'Perils' Screening



"PERILS OF PAULINE" ALUMNAE—Actors, the director and the dance director of the original Pearl White serial, "The Perils of Pauline," were honored guests at the Paramount luncheon at the Hotel Astor which preceded a screening of the new Technicolor "Perils." Seated on the dais, left to right, are Ray Walker, composer of the "Poor Pauline" song; Violet Woods, dance director; Harry Woods, actor; Donald Mackenzie, director; Milton Berle, Sidney Blackmer, Dan Courtney and Peter Barbier, actors.

NEW YORK—Paramount's much publicized trek from the Astor Hotel to the Comet Theatre, operated by Mrs. Ruth Anson at 100 Third Ave., for a special screening of "The Perils of Pauline" went off on schedule in the pouring rain on Tuesday (June 24). About 150 representatives of the magazine, radio, newspaper and trade press and a group of alumnae from the old Pearl White serial, "The Perils of Pauline," turned out for the affair.



MRS. RUTH ANSON

Barney Balaban, president of the company; Leonard H. Goldenson, president of Paramount Theatres Service Corp., and A. H. Blank, head of Tri-States Theatre Corp. and Central States Theatre Corp., also were present.

Luncheon guests arriving at the hotel on 44th Street and Broadway saw curious crowds staring at a lineup of ten old automobiles—vintage 1910-1915—at the front entrance. These cars supplied transportation from the hotel to the theatre.

The company succeeded in recreating the nostalgic atmosphere of the prewar era (World War I, that is). Black cardboard handlebar mustaches were distributed to the male guests at the luncheon. A quintet of lovely models dressed in costumes similiar to those worn by Betty Hutton in Paramount's new "Perils" was on hand to greet the guests. Another novel touch was the group of men dressed in uniforms worn by the New York police force about the turn of the century (a few years before the Pearl White period) and a six-piece band which played rollicking tunes all through luncheon.

Necklaces of pearls, pronounced "perils" by the Paramount publicity department, were presented to the feminine guests. The menu featured beefsteak and beer.

On the dais were Ray Walker, composer of the "Poor Pauline" song played in the original Pearl White serial; Harry Woods, actor in the serial; Violet Woods, dance director; Donald Mackenzie, director of the 20-chapter film; Sidney Blackmer, Dan Courtney, and Peter Barbier, actors, and Milton Berle, who played a baby in the first "Perils" back in 1914.

Berle commented on the red-checkered cloths on the tables and the old Pearl White serial posters tacked on the walls of the luncheon room: "The place looks like it was decorated by Langley Collyer," he said.

It was raining hard when the guests began piling into the old cars. Some of the cars were open. Others had canvas tops which leaked.

The more daring press representatives leaped on the open top cars. Others huddled together in the remaining cars. If the canvas tops didn't leak, the sides did. Several buses also were on hand to carry the less intrepid guests to the screening.

The entourage weaved through traffic down Broadway, east on 14th Street and south again to 12th Street and Third Ave. Traffic policemen gaped. Little boys jeered: "Get a horse." Other bystanders frankly were amazed. Some figured it was a publicity stunt. Others gave up.

The traffic was heaviest through the garment industry district. Several cars were hemmed in by big buses.

Once at the theatre everyone was helped to the sidewalk. Inside the old Comet Theatre, which played the Pearl White thriller about 33 years ago, the guests saw a chapter from "Exploits of Elaine," another Pearl White serial; an old newsreel and Paramount's new Technicolor version of "The Perils of Pauline." Mrs. Anson was a charming hostess.

Up N.Y. Realty Tax; Theatremen Are Hit

NEW YORK—Theatre owners in New York City will pay higher taxes on real estate during the 1947-48 fiscal year in all five boroughs. The base tax rate for the city has been increased about 19 points over the rate of $2.70 for the current year by the city council. Additional imposts have been added by the separate boroughs.

Queens property owners will pay the heaviest real estate levy. The Queens rate has been set at $3.06 for each $100 of assessed valuation, compared to $2.86 during the year just ending.

The new real estate tax rates are effective July 1. Each year the city council is required to set the basic tax rate by June 25.

New rates for the other boroughs are: Manhattan—$3.01 compared to $2.86 on each $100 of assessed valuation during 1946-47; The Bronx—$2.98 compared to $2.79 this year; Brooklyn—$3.01 compared to $2.82; Richmond—$2.98 compared to $2.79.

The Queens rate is about 20 points over the borough tax rate for the current year. The total assessed valuation on real estate in the five boroughs was reported by the city council as $16,938,467,453. Charles E. Keegan of the city council finance committee said the city's total expense budget for the coming fiscal year will be $1,031,961,754. Real estate taxes will provide $489,,430,406 of this amount.

Baltimore Harlem Theatre Robbed by Armed Bandit

BALTIMORE—An armed bandit robbed the Rome circuit's Harlem Theatre here of $520 the night of June 22. The money was the entire day's receipts. The Harlem is one of the biggest Negro theatres in the city.

Dorothy Holton, cashier, told police she though the man was joking when he said, "Give me that money over there," and pointed to the bills stacked under the counter. But he backed up his demand with a pistol and a threat of death. William Zell, manager, was notified and called the police.



MOTOR TROUBLE—The group of special policemen at the luncheon helped push one of the cars that developed motor trouble. This is one of the open top models. Milton Berle, left, and Dan Courtney, cheered them on.

'New Orleans' Solid In Broadway Bow

NEW YORK—"New Orleans" went over big at the Winter Garden during its opening week. Elsewhere along Broadway, the grosses were generally hit by the weather. New York had its first sunny weekend in weeks and the parks, beaches and highways were crowded with pleasure-seekers.

However, enough film patrons did stay in town to help fill the Music Hall, where "Great Expectations" was playing; the Roxy, where "The Miracle on 34th Street" was the drawing card, the Paramount for "Dear Ruth" and the Hollywood for "Possessed."

(Average is 100)

Astor—**Best Years of Our Lives** (RKO), 31st wk.	91
Broadway—**Henry V** (UA), 3rd wk.	70
Capitol—**High Barbaree** (MGM), plus stage show, 3rd wk.	80
Criterion—**The Web** (U-I), 3rd wk.	88
Globe—**Private Affairs of Bel Ami** (UA), 2d. wk.	92
Gotham—**Drums Along the Mohawk** and **Swanee River** (20th-Fox), reissues, 2nd wk.	96
Hollywood—**Possessed** (WB), 4th wk.	102
Loew's State—**Lost Honeymoon** (E-L), plus stage show	90
Palace—**Woman on the Beach** (RKO), 3rd wk.	76
Paramount—**Dear Ruth** (Para), plus stage show, 2nd wk.	102
Park Avenue—**Lady Surrenders** (U-I)	30
Radio City Music Hall—**Great Expectations** (U-I), plus stage show, 5th wk.	110
Rialto—**My Brother Talks to Horses** (MGM)	83
Rivoli—**It Happened on Fifth Avenue** (Mono), 2nd wk.	65
Roxy—**Miracle on 34th Street** (20th-Fox), plus stage show, 2nd wk.	101
Strand—**Cheyenne** (WB), plus stage show, 3rd wk.	78
Victoria—**Duel in the Sun** (SRO), 2nd wk., return engagement	89
Winter Garden—**New Orleans** (UA)	152

'Duel in Sun' Is Buffalo Winner By Margin of 180 Per Cent

BUFFALO—"Duel in the Sun" is still in the lead by a wide margin. "Born to Kill" and another from RKO were good at the Century. So were "The Trouble With Women" and "Seven Were Saved" at the Great Lakes. Weather has been sultry and vacations have started for thousands of Buffalonians.

Buffalo—**Dishonored Lady** (WB); **Fun on a Weekend** (UA)	92
Great Lakes—**The Trouble With Women** (Para); **Seven Were Saved** (Para)	100
Hippodrome—**Duel in the Sun** (SRO), 2nd d. t. wk.	280
Lafayette—**Mr. District Attorney** (Col); **King of the Wild Horses** (Col)	95
Tech—**Cheyenne** (WB), 2nd d. t. wk.	74
20th Century—**Born to Kill** (RKO); **Likely Story** (RKO)	100

Film Men to Speed Drive For UJA; Rally Planned

NEW YORK—The United Jewish Appeal drive in the New York area will be speeded up to meet the $2,100,000 quota. Plans for a luncheon rally to be held at the Hotel Astor roof on July 15 were discussed by industry leaders at a meeting in the College room of the hotel on Monday (June 23).

Matthew Fox, New York co-chairman, presided. He reported that "a little over $500,000 has been raised in this area." Spyros Skouras, nonsectarian chairman for the industry, pledged full support. David Weinstock also spoke. Each film company will be represented by its own special committee at the luncheon rally.

Other members of the film steering committee for the New York area attending the meeting including Jack Cohn, Max A. Cohen, George Dembow, Harry Goldberg, Leonard Goldenson, Irving Greenfield, Arthur Israel jr., Julius Joelson, Malcolm Kingsberg, Dr. Isidor Lubin, Arthur L. Mayer, Charles B. Moss, Louis A. Novins, Henry Randel, Sam Rinzler, Sam Shain, Adolph Schimel, Max Wolff, Abe Schneider, Ed Rugoff and Sol A. Schwartz.

BROADWAY

William F. Rodgers returned from a three-day trip to Chicago . . . M. L. Simons, assistant to H. M. Richey, is back from San Antonio . . . James Allen, head of Warner News, is on the coast to make arrangements to transfer his headquarters to New York. He and his family will return here some time in July.

George Weltner, president of Paramount International, returned from studio conferences with other company executives . . . Nick Mamuls of Vanguard will handle unit publicity during the New York shooting of "Portrait of Jennie." Mamuls will be assisted by Mel Strauss, foreign publicity contact.

Lester Cohen, manager for Warner Bros. in Panama, is vacationing here . . . Paul H. Crane, export traffic manager for Loew's International, celebrated his 25th year with the company . . . John B. Nathan, Paramount division manager for continental Europe, North Africa and the middle east, is back in New York.

Agnes McLaughlin is celebrating her silver anniversary with the Warner exchange . . . Hugh Owen, Paramount eastern and southern division sales manager, attended a four-day branch conference in Atlanta . . . William Pine and William Thomas, whose product is released by Paramount, are attending home office conferences.

Lillian Marlowe, secretary to A. W. Schwalberg, vice-president of Eagle-Lion, will be married July 12 to Walter Nelling at the Little Church Around the Corner . . . Clark Gable returned to the coast.

Wallace Beery will leave for Europe in the near future . . . Maurice N. Wolf, assistant to H. M. Richey, is back from a week's visit to the MGM studio . . . Donna Reed is back in Hollywood.

Virginia Welles and Mort Nathanson of the Paramount publicity department were in Detroit where Miss Welles made a series of radio appearances. Before proceeding to Hollywood, she will visit her home town, Wausau, Wis. . . . Harry Goldberg, director of advertising and publicity for Warner Theatres, visited Cleveland and Pittsburgh . . . Yves Montand, French singer, will arrive here shortly on his way to the coast.



CANCER FUND BENEFIT—Victor Moore (center), star of the first Allied Artists production, "It Happened on Fifth Avenue," surrounded by Paul Domingo (left) and Ong Chin Kun (right), manager and director, respectively, of the Malaya Film Exchange, Singapore, Monogram distributors, at the Cancer Fund benefit opening of the picture at the Rivoli, New York City.



BIGGEST THING ON BROADWAY—The brand new upright sign, shown going into place on Loew's State building on Times Square, will eclipse four stories on the theatre front. Measuring 100 feet from top to bottom, the monster creation contains 4,000 electric bulbs, three-quarters of a mile of neon, 80 transformers and hundreds of miles of wiring. The new sign will be officially switched on with appropriate Broadway ballyhoo and important figures in show business in attendance.

Eddie Buzzell, MGM director, returned to the coast . . . Norman H. Moray, short subject sales manager for Warner Bros., returned from a series of conferences at the studio.

Agnes Moorehead is in town . . . Sam Clark of the Warner studio publicity department is visiting New York in conection with commercial tieups on forthcoming product . . . James Stewart is at the Waldorf.

Curtis Mitchell and Ben Washer were in Atlanta, Detroit, Kansas City and Minneapolis for conferences on the publicity campaign for "Welcome Stranger" . . . Henry Ginsberg, Paramount vice-president in charge of production and studio operation, is here for home office conferences.

Eileen Kaplan and Arthur I. Weinberg, son of Louis Weinberg, Columbia circuit sales executive, announced their engagement June 26 . . . Diana Lewis is at the Waldorf . . . Margaret Johnston arrived on the Queen Elizabeth for a two-week stay.

Paramount executives and home office employes held their annual outing June 25 at the Longshore Country club . . . Charles M. Reagan is in Chicago to confer with Paramount district manager Allen Usher and Balaban & Katz executives . . . Ernest Emerling, advertising and publicity head of Loew's, is visiting Boston and Providence.

James R. Grainger and Edward L. Walton, assistant general sales manager for Republic, are back at the home office after a district managers' meeting in Chicago . . . Edward D. Cohen, 20th-Fox supervisor for Latin America, J. Carlo Bavetta and William W. Sullivan, South American district sales managers, are in New York to confer with Murray Silverstone prior to Silverstone's departure for Europe July 2.

ALBANY

Dave Willig, who operates the Auto-Vision in East Greenbush, is reported to have broken ground for another drive-in near Springfield, Mass. Due to topographical conditions, involving work on a hill, the drive-in will probably not open until next year. Willig is former operator of the Rivoli in Schenectady. His Auto-Vision, first drive-in in the Albany territory, was opened three years ago.

Joe Gottesman, now buying and booking for the Grand hotel, Highmount, in the Catskills, visited Filmrow this week. The hotel is playing pictures Wednesdays and Sundays. Other shoppers in town were Sam Davis of the Phoenicia, Phoenicia; George Thornton of the Orpheum, Saugerties, and Orpheum, Tannersville, and Morris Schulman of the Gaiety, Inlet.

The Fox Family club held its annual outing Wednesday at Crooked Lake hotel. Bill Murray, assistant booker, is president of the organization. Helen Wisper and Mrs. Doris Senecal served on the arrangements committee . . . Reissue of the old Al Jolson picture, "Go Into Your Dance," failed to come up to expectations at the Strand.

Donors of prizes for the Variety Club golf tournament included the Fabian, Warner, Schine, Smalley and Benton circuits, Upstate Theatres, Mrs. Margaret Buckley of the General Stark in Bennington, Vt.; Jim Papayanakos of Potsdam; Sam Rosenblatt of Watervliet; C. J. Latta, zone manager for Warners; Jack Goldberg, Metro; Max Westebbe, RKO; Ray Smith, Warners exchange; Alton Mendelson of B. T. Babbitt Co., and W. W. Farley, exchange and theatre owner.

Milt Schosberg, manager of Fabian's Grand, left for a week's vacation in Canada. Frank Cunningham, assistant, took over . . . Bill Rosenow is the new Buffalo and Albany representative for SRO. He worked with Paramount as a booker here and in Buffalo . . . Adolph Edman, NSS salesman, checked in for a two-week stay after a fortnight in New Haven . . . MGM held an evening preview of "The Hucksters" at the 20th-Fox screening room.

Al Marchetti, U-I head booker, underwent an operation in Memorial hospital . . . Another surgery patient, Johnny Guttuso, assistant manager of the Palace, is making slow recovery at Albany hospital. His job is being filled temporarily by Vic Ganett of the State, Schenectady.

Cornelius McCabe, head shipper for Warners, was installed as president of B43, union of exchange service personnel, at a meeting in Carmen's hall. He succeeds Wayne Carignan, 20th-Fox head shipper. Other officers of the local are Jim Tunney, Universal shipper, vice-president; Tom Carroll, Republic shipper, recording secretary, and Earl Kasten, assistant 20th-Fox shipper, treasurer. These officers will serve until 1949.

Herman Ripps, assistant MGM division manager, checked in from a trip that took him to Boston and New York. He said the report he had entered a hospital for an operation was untrue . . . Joanee Shea, daughter of Mrs. Katherine Shea, Ripps' secretary, received a certificate as medical technologist at Albany College of Pharmacy.

NEW MIRROPHONIC SOUND

JOE HORNSTEIN, Inc.

630 Ninth Ave., New York City



PERFECTLY FRAMED—Dolores Del Rio demonstrates her skill at posing in front of a camera by using the doorway of a plane as a frame as she leaves New York for her home in Covcoacan, Mexico, after a New York holiday. She recently made "The Fugitive" for RKO.

Dopp Can't See Drop In Admissions Now

ALBANY—Clarence Dopp, operator of theatres in Johnstown, Frankfort, Poland and Northville, joins in prevalent discussion on admission prices with the observation that a reduction just now would have to be contingent upon a general cut in all industry costs.

He simply doesn't see how exhibitors, especially in the smaller towns, could reduce prices while film rentals, supplies, labor and other essentials remain at present levels. Especially, he adds, "since we don't know whether inflation or deflation is on the way."

Dopp, who say he's a "conservative," declares: "We'll have to stew around for a while until everybody decides he or she must work harder and produce more. I can't give you the answer to cutting motion picture operating costs. We could cut down on newspaper ads, of course, but that would be shortsighted. We could cut down on electric lights and a few other items, but that wouldn't be so smart either."

After 31 years in the industry, this operator concludes that the average small town operator has attained his maximum potential insofar as patrons are concerned, and that the trouble lies in the low scale of prices at which the movies started. Thus the public became accustomed to seeing pictures at a very low price.

Fulton Goes to First Run

NEW YORK—The Fulton, a 900-seat legitimate theatre on West 46th Street, will become a New York first run film house during the latter part of June, according to Maurice Maurer, who manages the theatre properties of the City Investing Co., owner of the house. The house will play British-made pictures, starting with "Green for Danger," distributed in the U.S. by Eagle-Lion.

Installation of projection and sound equipment was completed during the week. The Fulton, one of the most desirable legitimate houses which played "Another Part of the Forest" during most of the 1946-47 season, will probably revert to stage plays during the winter season, Maurer said.

Wage Hikes Granted Distributor Staffs

NEW YORK—The motion picture home office employes union, local H63, IATSE, settled contract talks with six companies during the week. Two new contracts were signed with News of the Day and the MGM Music Publishing Co. and Robbins, Feist & Miller. Additional wage agreements were signed with four other companies, Warners, Ace Film Laboratories, the Warner Music Publishing Co., Remick, Harms & Whitmark and Paramount News.

The union also reached an agreement with Pathe Industries, Inc., to start contract negotiations for employes at the Boundbrook studio and the new Pathe studio at East 106th street.

Wage hikes of from $4 to $7, approximately 12 per cent, were granted to employes at Warners, Ace, and Remick, Harms & Whitmark. Minimum wages for various classifications also were increased. The present contract with these companies expires May 31, 1948.

Increases of from 12 to 20 per cent were granted home office workers at News of the Day, plus a 37½-hour week. The new contract for Robbins, Feist & Miller employes provides wage boosts of approximately 12 per cent. Six separate job classifications were set at the newsreel company.

At Paramount News, workers were given increases of about 12½ per cent, retroactive to Dec. 1, 1946, when the old union contract expired. In addition the minimum wage classifications were increased about 10 per cent. The new contract is for one year.

The union negotiations with Universal are expected to end next week, with the Universal workers getting increases similar to those granted to Warner employes. The Universal talks started under a wage reopening clause in the present contract, which expires, June 30, 1948.

Eastern Laboratory Workers Are Granted Pay Increases

NEW YORK—East coast laboratory workers have received wage increases approximating $1,000,000 annually and will soon get more than $250,000 in retroactive pay as a result of contracts signed June 21 by Local 702, IATSE, and representatives of 18 film laboratories. The agreement, in negotiation since last January, provides pay boosts ranging from $6 to $22 per week for experienced employes, the majority of them receiving between $9 and $14.

The new contracts, running until June 19, 1949, provide for the next negotiations to begin 60 days in advance of that date. Previously existing night shift premium in equities have been adjusted by raising the premium from seven per cent to ten per cent in most cases. Provision for a 40-hour work week, two weeks vacation with pay after three years of employment, eight holidays per year and severance pay ranging from one to five weeks' salary continue the same as in the last contracts which expired March 10.

Laboratories affected are De Luxe, Consolidated Film Industries; Paramount Pictures, Long Island; Paramount News; Warners Ace Film Laboratories, Warners home office print department, Pathe, Bound Brook, Pathe, New York; H.E.R.; Du-Art, Mecca Guffanti, Movielab, Circle, Precision, Malcolm, Mercury and Producers.

Joseph McMahon of Consolidated Film Industries, was chairman of the employers' negotiation committee while J. J. Francavilla, business agent of Local 702, headed the union group.

WASHINGTON

Miss Helen Ulman contemplates opening her new Boulevard Theatre, Salisbury, Md., on Monday, June 30 . . . Albert and Margaret Landgraf have a new nephew, John Ralph . . . At Republic, Rose Weast, contract clerk, is vacationing. Ditto Cashier Bernice Kahn in Atlantic City . . . Bookkeeper Esther Hodges is a lucky girl; she has found a new apartment . . . Jane Shumaker is the new clerk typist.

The K-B Amusement Co. is planning to build a 1,000-seat theatre in Suitland, Md., with shopping center and parking lot . . . Goldie Poms is the new clerk-typist at Columbia . . . Lois Michalson, daughter of 20th-Fox exploiteer, graduated from junior high school last week. She and her mother left for Port Chester, N. Y. on Thursday where they will spend several weeks visiting Mrs. Michalson's folks.

Mrs. Bill Hoyle, with daughter Barbara and son Billy jr., have gone to Annapolis, Md., where they have opened their beach home. Bill, District Theatre's head of publicity, is keeping bachelor hall . . . Morton Gerber went to New York to spend the weekend with his mother . . . After eight years the Howard Theatre again will inaugurate Saturday midnight stage shows, effective July 5 . . . Mildred Morris, booking department, is vacationing in Connecticut and Fritz Hoffman jr., accounting department. is spending his vacation in Illinois.

Morris Mechanic came in from Baltimore to visit the local 20th-Fox exchange. He and Bill Michalson arranged a terrific tieup with Guttman's department store in Baltimore in conjunction with the showing of "Miracle on 34th Street" at the New Theatre. Guttman's took full-page ads saluting the picture and advertised the "Miracle" on Lexington Street, where their store is located. New York Macy's came back the following day and placed a 300-line ad in the Baltimore papers in acknowledgment of Guttman's ad.

Bill Weinberg, eastern agent for Hygienic Productions, accompanied by his charming wife, visited Baltimore and Washington in the interest of his new production, "Mom and Dad" . . . PRC's Florence Carden is vacationing in Burlington, Iowa . . . Frances Rader and Mary Ellen Myers are the new clerk-typists . . . Monogram's Bill Gearing has returned to his booking desk after a couple of weeks illness . . . Lilliam Shome has resigned.

Harry Martin, U-I branch manager, visited Hunter Perry and Jack Katz in Charlottesville this week . . . Caroline Badnarek has resigned . . . "Pat" Sheedy is the new biller and Carol Dotson and Jean Booth just came in this week also . . . Pete Badessa, Paramount shipper, is the daddy of a daughter born on Monday . . . Elizabeth Waskey, former secretary, gave birth to a daughter on the same day . . . Frances Pennenburg is vacationing in New York.

Clayton Bond jr., son of Warners executive Clayton Bond, is the new salesman at United Artists. He replaces Ollie Wog who resigned to go to the west coast . . . Lillian Kleigman is the new "hello" girl and Jean Standard is the new typist . . . Ann Fisher, stenographer, replaced Norma Shipe who resigned to go with Selznick, and Lois Simonton replaces Virginia Rudolfi as booking clerk.

"Voice of Theatre Speakers"
JOE HORNSTEIN *has them!*

Government, Defendants Work on Appeal Briefs

NEW YORK—The defendants and the government anticipated the decision of the supreme court to hear their appeals on the antitrust decree. At least ten days before the decision was handed down June 23, the government attorneys and lawyers for the defendants either were already planning or actually writing the briefs which are scheduled to be submitted to the high court justices 30 days before the hearing is held. (Now that the court has taken jurisdiction, this hearing will probably be held late next fall.)

Universal has already started to work on its brief. This document is being prepared by Thomas C. Cooke, who also prepared the appeal last winter for the company.

Universal, Columbia and United Artists will file separate briefs. They have objected to different parts of the decree for different reasons, and in their briefs they will concentrate on these points. For instance, Universal will concentrate on the ban against franchises; Columbia on competitive bidding and conditional selling, and United Artists on price-fixing.

The Big Five—RKO, 20th-Fox, Warners, Paramount and Loew's—are planning to submit a joint brief because they have appealed the decree on similar grounds, and have similar interests in having certain provisions revised or eliminated. A joint brief will avoid duplication of arguments, thereby making the supreme court's job easier.

In their appeal last winter the Big Five attacked the restrictions on theatre expansion, clearances, pools, price-fixing and the elimination of the arbitration system. In addition, Paramount attacked competitive bidding.

The brief will probably concentrate on the restrictions covering theatre expansion, clearances and arbitration.

The law firms of the Big Five are planning to organize a committee of lawyers to map out the brief. Specific provisions of the decree will be assigned to individual lawyers, who will work on their task all summer.

The government, unlike the defendants, will not be able to divide the task of preparing its brief. Since it appealed all of the decree except the provision ending arbitration, its brief will be a comprehensive document covering distribution and theatre ownership provisions.

Harold Lasser, who helped prepare the U.S. appeal, is now at work on the brief.

Lends Money to Youths; Suffers No Vandalism

Irvington, N. J.—David A. Basile, owner of the Rex, is running matinees for children again this summer as a means of catering to his juvenile trade, with whom he gets along famously.

Basile ingratiates himself with the youngsters even to the extent of lending them the price of a ticket when they are broke. He says that in 99 per cent of the cases the loans are promptly repaid.

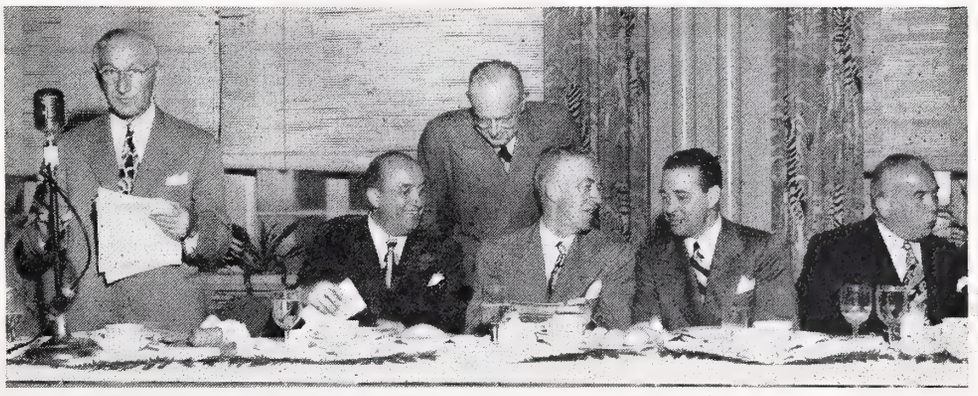
The Rex runs no matinees during the winter but Basile put them into effect for the summer season last year, largely to help keep the town's children off the streets. It is a paying proposition, too. Basile said that, as a result of his work with the youngsters, he has no vandalism.

"I guess they are all good kids in the neighborhood," he said. "I never bar one of them. If any difficulty arises, I take the kid into the office and talk to him, then send him back to see the show."

Unger to Hold N.Y. Meeting For UA District Heads

NEW YORK—J. J. Unger, United Artists general sales manager, will conduct a three-day district managers' sales conference July 8 to July 10 at the Waldorf-Astoria hotel. Edward M. Schnitzer, eastern and Canadian sales manager, and Maury Orr, western sales manager, will assist Unger in conducting the meeting.

District managers attending will be layton Eastman, New England; Jack Ellis, New York; Mark N. Silver, Pennsylvania-Washington; Fred M. Jack, southern; Rud Lohrenz, midwestern; Moe Dudelson, central; C. W. Allen, pririe; W. E. Callaway, western, and Charles S. Chaplin, Canadian general manager. Home office executives attending will include H. D. Buckley, head of domestic operations; Paul N. Lazarus jr., advertising and publicity director; Paul N. Lazarus sr., contract manager, and Abe Dickstein, Robert Goldfarb and Jack Wrege, all of the home office sales staff.



20TH- FOX SALES HEADS HONORED—Andrew W. Smith jr., general sales manager; William C. Gehring, assistant general sales manager, and Ray Moon, northeast division manager, newly promoted sales executives of 20th-Fox, are honored at an exhibitor-sponsored luncheon at the Hotel Astor, New York City. Left to right—Sam Rinzler, Harry Brandt, Joseph Bernhard, Smith, Ted Gamble and Spyros P. Skouras.

Harry G. Black Dies In Miami Hospital

NEW YORK—Harry G. Black, 47, general manager in Staten Island for theatres of the Fabian Theatres Corp., died June 23 at Alton hospital, Miami, of a heart ailment. He had been on sick leave in Florida for the past two years. Black, who joined the Fabian circuit in 1934, had previously been with the Schine theatre interests in upper New York and in Virginia and Ohio and with the Walter Reade circuit in New Jersey. Surviving are his widow, Bebe Klein Black, a former dance producer known as Bebe Clyde; a brother, Samuel, and two sisters, Mrs. Jean Rae and Mrs. Mildred Wilkinson.

Frederick P. Elliott

ALBANY—Frederick P. Elliott, for many years operator of the Clinton Square, a first run house in the silent days, died at his home here June 21. In the real estate business after leaving the motion picture field about a dozen years ago, Elliott is survived by his wife, a son and two married daughters.

Elliott operated the Clinton Square in a converted church. In about 1924 the late Chris Buckley leased the house. Alex Sayles, present manager of the Palace, across the street from the Clinton Square site, got his first job in Elliott's house.

May Stringer

NEW YORK—Funeral services for May Stringer, Warner Bros. home office receptionist who died June 21, were held at the Church of the Sacred Heart, Brooklyn, June 24. Miss Stringer, who started with Warner Bros. 24 years ago, was the oldest company receptionist in years of service.

WB to Rename Hollywood The Warner Theatre

NEW YORK—The Hollywood Theatre on Broadway will be renamed the Warner August 15 when "Life With Father" opens. The house was opened by Warners in 1930 as their first theatre to be built especially for talking motion pictures. At that time the company operated a Warner Theatre directly across Broadway where the first talking picture, "Lights of New York," had its New York opening. This house is now operated by Harry Brandt as the Republic. Warners also operate another Broadway first run, the Strand, which has a combination film and "in person" policy.

Westrex Executive Leaves On Latin American Tour

NEW YORK — O. C. Johnson, assistant chief of engineering for Westrex Corp., foreign subsidiary for Western Electric Co., has left on a 16-week trip to Latin America to train company field engineers on new technical developments and equipment. He will visit 11 key cities in the area. One of the developments Johnson will introduce is the new testing equipment to make Latin American repair and maintenance standards on film equipment comparable with those in the U.S. Similar trips are being planned for other Westrex engineers.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN *has it!*



DOYLE FROM "DOWN UNDER"—Ralph R. Doyle, RKO managing director for Australasia, who will attend the company's sales convention July 7-9, visits the home office in New York.

Birdwell to Sell 'Verdoux'; Trailers 'Condition' Fans

HOLLYWOOD—With the retention of Russell Birdwell by Charles Chaplin to create and conduct a special selling campaign on the producer's "Monsieur Verdoux," first Birdwellian exploitation move was decision to use two trailers in introducing the feature to theatre audiences.

Designed to condition the picture-going public to a "weird pattern of comedy and drama," the trailers feature the slogan: "Chaplin Changes! Can you?"

First trailer emphasizes that Chaplin has abandoned the derby hat, cane and baggy pants, while the second, which will play theatres during the week preceding the showing of picture, warns the public to be conditioned "for something never before seen on the screen."

Chaplin representatives are launching a special campaign to prevail upon theatre managers to screen both trailers.

RKO Annual Sales Meeting In New York Ninth Time

NEW YORK — The RKO Radio annual sales meeting, scheduled for July 7-9 at the Waldorf Astoria, marks the ninth time the sessions have been held in New York City in 16 years of the company's sales meetings.

New York meetings also took place in 1936-37, 1939-40, 1940-41, 1941-42, 1942-43, 1943-44, 1944-45 and 1946-47. Chicago, which started off these meetings in 1932-33, also had them there in 1934-35 and 1935-36. RKO convened in Hollywood in 1937-38. For 1945-46, regional metings were held in New York, Cincinnati, Chicago and Los Angeles, due to wartime restrictions. The same plan has been followed in 1933-34 when meetings were held in New York, San Francisco and Chicago. There was no formal sales meeting for 1938-39.

French Poll Picks Stars

NEW YORK—Bette Davis and Gary Cooper have been selected as the most popular film stars in France in the annual poll conducted by Cinevie, film publication.

INCORPORATIONS

ALBANY

Lenticolor, Ltd.: To conduct an import-export motion picture, photographic and television business; capital stock, $100,150; 10,000 shares preferred at $10 par, 1,500 common at ten cents par; incorporators; W. E. Lindenmuth, E. B. Henley and J. G. Heiges, New York.

E. J. Barnes & Co., Inc.: Motion pictures; $100,000; incorporators, Emory J. Barnes, Martha C. Barnes, and Jesse C. Barnes.

Lasuff, Inc.: To operate theatres and general amusements; incorporators, Antonia Mossi, Marguerite Kneeling and Celia Chast.

Movie Quiz Time: Motion picture business; incorporators, Robert Earl Lankton, Harriet Lankton and Glorice Moore.

Set 6 20th-Fox Releases During June and July

NEW YORK—Twentieth-Fox will release six features during June and July, according to Andrew W. Smith jr., general sales manager. Three each are scheduled for both months. One reissue is included in the June list.

June releases include "Miracle on 34th Street," featuring Maureen O'Hara and John Payne; "Moss Rose," with Peggy Cummins and Victor Mature, and "Western Union," reissue starring Robert Young and Randolph Scott.

July releases are "Bob, Son of Battle," Technicolor film with Lon McCallister and Peggy Ann Garner; "The Crimson Key," featuring Kent Taylor and Doris Dowling, and "Meet Me at Dawn," produced in England by Marcel Hellman and starring William Eythe.

Paper Shortage Curtails Ads on Dutch Pictures

NEW YORK—Motion picture promotional activities in Holland are virtually on a shoestring basis, according to Nathan Ehrlich, publicity director of the Tuschinski Theatre chain there. Ehrlich is now in New York studying American publicity and advertising methods and renewing acquaintance with officials of the Westrex Corp., foreign motion picture equipment and service subsidiary of the Western Electric Co.

With paper supplies extremely limited, only advertisements of exceptional importance are being accepted in the single edition, three-column newspapers of from one to four pages, Ehrlich said. Some advertising is possible by the use of paper handbills printed when small amounts of paper are available on application to the ministries.

WB Final 1946-47 Release Opens in N.Y. July 18

NEW YORK—"Cry Wolf," starring Errol Flynn and Barbara Stanwyck, the final release on the Warner Bros. 1946-47 schedule, opens at the Strand Theatre July 18, following the run of "The Unfaithful."

First out-of-town dates are set for the Warner, Atlantic City, August 1, and the Saenger, New Orleans, August 2. The picture will be nationally released in mid-August.

THE IDEAL THEATRE CHAIRS
JOE HORNSTEIN *has them!*

PHILADELPHIA

It looks as though it will be an interesting summer theatre season this year in and around Philadelphia. Luise Rainer, who twice won the Academy award, will star in "Joan of Lorraine," Ingrid Bergman's Broadway success, late in the summer. Horror man Bela Lugosi is scheduled for "Arsenic and Old Lace" the week of June 30. Paula Lawrence, Irina Baranova, and Uta Hagan will be here in "Dark Eyes" July 14.

The Fox has stolen a march on the Calvert whisky ads for "Miracle on 34th Street." Local papers are carrying ads with half-column cuts of folks in and around town reading, "Blank Blank Discovers a Miracle." Format and wording resembles the Calvert ads which have attracted so much attention in these parts. It seems to be paying off pretty well. "Miracle" replaces "Duel in the Sun" which closes at the Fox this week. . . . A tieup has been arranged with N. Snellenburg & Co. for a "Perils of Pauline" fashion show. The show was held the evening of opening day of the film—Wednesday.

June 16 marked 30 years in the motion picture business for George Higginbotham. He started at the Apollo and is now at Lewen Pizor's Tioga . . . Jack Jaslow has acquired distribution rights to the first Palestinian-made feature, "The Great Betrayal" . . . Mort Magill has resigned as branch manager for United Artists. He came to Philadelphia from Pittsburgh more than ten years ago.

Morris Nemez has sold his interests in the Ideal and New Empress to Lou Berger. Nemez will devote his time to real estate . . . Milt Young, Columbia exploiteer, is recuperating from an appendectomy in the Graduate hospital.

Max Miller, public relations man for PRC-Eagle-Lion, hurried from this city to Washington to arrange news photos of Frances Rafferty, star of "Lost Honeymoon," and her fiance, radio singer Bob Stanton, brother of Dick Haymes. The couple were to have stopped off for the pictures in the capital on their way from Los Angeles to New York, but their plane couldn't land because of weather conditions. After circling the airport for an hour, it moved on to Philadelphia.

The PRC-Eagle-Lion exchange is scheduled to move June 30 from its present cramped quarters to the fifth floor of 1225 Vine, recently vacated by Warners . . . Marking its second change of policy within a month, the Stanley Warner Capitol June 18 began presenting two B pictures for the price of one with "Shoot to Kill" and "Hard Boiled Mahoney."

The local staff of the War Assets administration feted retiring director Frank L. McNamee Wednesday with a dinner held at Palumbia's. McNamee will resume his career as an exhibitor . . . Ann La Motte, WIP's "Memory Gal," was in an automobile accident on her way to New York. She didn't have enough money along to pay for the repairs on her car, so she sang a couple of her tunes to the garage man, who recognized them and advanced credit.

Burglars Get Too Noisy, Wind Up in Hoosegow

PHILADELPHIA—Two noisy burglars were captured in the Walton Sunday when the racket they made breaking in awakened sleepers in nearby apartments. At 3:50 a. m. a drowsy caller informed police that for the last ten minutes there had been suspicious noises in the rear of the building. Patrolmen with drawn pistols entered the theatre and found the thieves crouched under seats.



SMAKWITZ MEETS GLAMOR—Elyse Knox, who portrays the romantic lead in Monogram-Allied Artists' "Black Gold," is shown with Charles Smakwitz, Albany, general manager of Warner theatres in New York state. The occasion was the press party held at Farmers Market in Los Angeles prior to the screening of the Cinecolor film. Smakwitz was visiting in the film capital for a series of conferences at Warner studios.

Soak-the-Theatres Taxes Have Exhibitors Worried

PHILADELPHIA — The soak-the-movie-house-with-high-license-fees trend has exhibitors perturbed. Warner Bros., now asking that ordinances in Pottstown and Ambler be voided by Montgomery county courts, is contending that license fees should be only nominal. But when they are placed at $1 a performance, as Ambler is attempting, it would run to nearly $1,500 a year. In Pottstown, the borough take, based on the 5 per cent on admissions being sought, would be more than $10,000 annually. Ordinances in both towns previously provided only $100 a year, but Ambler never even tried to collect that.

Child Sleeps in Theatre As Searchers Comb River

PHILADELPHIA—The sandman caught up with 9-year-old Sandra Kirkwood as she watched a show in the Riviera.

When closing time came, she was asleep, and slumped so low in her seat that nobody noticed her. Her aunt, with whom she lives, became alarmed at her failure to return home, and notified the police.

After a search of the nearby Schuylkill river banks, the police thought of the theatre. They summoned Manager Nicholas Fiori who opened the theatre. Sandra was still asleep.

Discharged Managers Head Buffalo Union

BUFFALO—In what may be the opening gun of a nationwide campaign to organize motion picture theatre managers and assistant managers, charge of unfair labor practices have been filed with the New York Labor Relations board here and aired before that body by the Motion Picture Theatre Operating Managers & Assistant Managers Local 1, unaffiliated.

Richard Miller, discharged as manager of Basil's Victoria Theatre on April 20, and James Collins, discharged as manager of Basil's Apollo Theatre, are president and secretary respectively of the local which Miller says is a union of theatre managers and assistant managers which came into being with the support of a "New York organization."

Miller said Local 1 was formed on April 10, ten days before he was discharged. In hearings before the board he charged he was dismissed for his union activities.

"They (Basil brothers) found out I was the organizer," Miller said.

The charge of unfair labor practices and the demand for a collective bargaining election was aired in a four-day hearing before the board, which reserved its decision for about two weeks.

The union was represented by Peter J. Crotty, highly regarded labor attorney. Basil's was represented by Attorney Sidney B. Pfeiffer, well known on Filmrow.

Miller said his union is associated with one in New York which is battling with three circuits there. Asked what the union's demands are, Miller said simply that the present salary range for managers and assistant managers is "between $25 and $50 per week."

Patrons Leave Theatres To See Rubbish Fire

PHILADELPHIA—Sixteen pieces of fire apparatus and several hundred patrons from the Stanley and Mastbaum theatres tied up traffic in center city Sunday night. A pedestrian discovered a rubbish fire in the small alleyway behind the Stanley and pulled a box alarm which brought a host of fire fighters to the scene. Patrons of the Stanley and the Mastbaum, on the next corner, attracted by the noise and bustle, poured from the theatres to watch firemen extinguish the blaze. There was no panic or any attempt to empty the theatres.

Milton Broudy Joins PRC

PHILADELPHIA — Milton Broudy has joined PRC as salesman in the Scranton territory. He is a graduate of the University of Pittsburgh and served in the army for four years.





BON VOYAGE TO KUPPER—The newly appointed managing director for 20th-Fox in Great Britain, thanks his associates for a diamond-studded platinum watch given him by Spyros P. Skouras, president, and 200 of his friends at the 20th-Fox home office at a surprise dinner for him at the Waldorf-Astoria. Left to right: William J. Kupper, W. C. Gehring, Skouras and A. W. Smith jr.

No Theatre Building in Australia For Long Time, Says Ralph Doyle

NEW YORK—With 75 per cent of Australasia subject to theatre licensing by government officials, the "down under" continent is like a "closed shop" for new exhibitors, according to Ralph R. Doyle, RKO manager in Australasia. Doyle, who arrived in America June 20 after a five-day flight from Sidney, will attend the RKO sales convention July 7-9 before sailing back home.

This government ruling, which has been in existence for some time in every territory except Victoria and western Australia, "stops progress," Doyle said. If the government officials consider that a certain situation is adequately covered by existing theatres that "are maintained in the best public interest, show the best pictures and are kept up to date," the exhibitor can be guaranteed against opposition. Warner Bros., which has been fighting for a license for a showcase theatre in Sydney, has the site but is unlikely to get the necessary license, Doyle said. No new theatre has been built in Sydney for 17 years and, with no theatre building possible for another three years because housing needs receive priority, it will be at least 20 years before any theatre building starts. However, existing exhibitors will be able to get licenses for new houses at that time, he said.

ADMISSION PRICES SLIP

Despite a high admission tax of 30 per cent, admission prices are generally lower, according to Doyle. "The public is shopping for its entertainment with the result that business is 25 to 30 per cent off from the wartime high." However, "Song of the South" and "Notorious" are doing outstanding business with the latter recently breaking the all-time record at the Regent, Sydney. Sydney, with its 1,300,000 population, and Melbourne, with 1,000,000, and the territories adjacent bring in about 55 per cent of RKO's Australian revenue, he said. New Zealand accounts for about 18 per cent.

Although there has been little more than one picture yearly produced in Australia during the past few years, film making will soon be stepped up by J. Arthur Rank, who plans to go into continuous production with his partners in Sydney who are awaiting shipment of equipment to build an up-to-date studio here. "The Overlanders," the Australian outdoors film starring Chips Rafferty, played almost every theatre in Australia, Doyle said. British-made pictures are getting good playing time there but they do their best business in theatres which stick to an exclusively British policy. The Australians prefer "escapist" entertainment and have recently revolted against the "arbitrary violence" of gangster films. There are no Sunday shows there and a federal censorship board passes on every film before it receives public showings.

Mobile 35mm operators take care of the outlying sections of Australia and Doyle sees no immediate field for 16mm product.

Goodman Heads New Firm To Sell Discina Films

NEW YORK—Morris Goodman, former vice-president in charge of foreign sales for Republic, and Discina Films of France have organized Discina International Films Corp. with offices at 250 West 57th St. The new company will distribute Discina and American product in the U.S., Canada and Latin America.

Goodman has been named president and general manager of the new company. He recently returned from Germany, where he represented the MPEA, and is now visiting Mexico and Cuba to set up distribution deals for Discina International. The first two films to be released by Discina are "L'Eternal Retour" and "La Part de L'Ombre." They will have English titles.

Marett Head of BIS Group

NEW YORK—R. H. K. Marett has been named director of the British Information Services new films, publications and speakers division. The division comprises the films, film strips, photographic displays, publications and speakers departments. Thomas Hodge has been named deputy director.

W. J. Kupper Honored At Farewell Dinner

NEW YORK—Friends and associates of William J. Kupper, until recently general sales manager for 20th-Fox, gave him a farewell dinner in the Sert room of the Waldorf-Astoria Monday night (June 23). Nearly 200 were present.

Kupper will sail for London July 2 on the Queen Elizabeth to take over as managing director for 20th-Fox in Great Britain.

William C. Gehring, assistant general sales manager, was toastmaster. On the dais were: Spyros P. Skouras, W. C. Michel, Andrew W. Smith jr., Irving Zion, mayor of Lawrence, L. I., where Kupper has lived for some time, Joseph Moskowitz, Murray Silverstone, Donald Henderson, Dan Michalove, Charles Schlaifer, Edmund Reek, Otto Koegel, W. J. Eadie and Ray Moon.

TWO HANDSOME GIFTS

Kupper was presented a diamond-studded platinum watch by his associates, and Charles Skouras, president of National Theatres, sent a combination overnight bag and brief case.

Those present included: Mel Allen, Earl Allvine, Lawrence Ayers, A. J. Balaban, Abe Blumenstein, Morris Breggin, Frank Barry, Jack Bloom, Sid Blumenstock, Nat Brower, Rodney Bush, Winton Burrhus, George Blenderman, Fred Bullock, Frank Bryan, Alex Bearman, Marty Berrigan, Otto W. Bolle, Carlo Bavetta, Joe Burke, Ulric Bell, Prosper Buranelli, John Caskey, Thomas J. Connors, Morris Caplan, F. X. Carroll, E. H. Collins, Murray Chikofsky, Seymour Cohen, Albert Cornfield, E. X. Callahan, James Connolly, E. X. Callahan jr., Richard A. Carroll.

Harvey B. Day, Jack Darrock, Leon De Titta, Arthur De Titta, Jack Dinan, Daniel Dougherty, Richard De Rochemont, George Dickman, Wilfred Eadie, George Eisele.

Alan Freedman, Joseph Farrington, John Fernicola, Roger Ferri, Jules Fields, Steve Fitzgibbons, William Freedman, Seymour Florin, Daniel Frankel, Edwin S. Fraser, Samuel Fishman, Pete Fishman, J. A. Feloney, A. S. Gambee, Leonard Gaynor, George Generalis, Joseph Goldenberg, Abe Goodman, Moe Grassgreen, James Glynn, William Groskey, Roy L. Gerardi, Sam Germain.

Donald Henderson, Eric Haight, Jack Haney, Clarence A. Hill, Joseph Holton, Nat Harris, Daniel Houlihan, Frank Irby, Leo Israel, Lamoyne Jones, Ted Jaediker, Edwin Kilroe, Arthur Knorr, David T. Katz, Irving Kahn, William Krewer, William Kupper jr., Richard W. Kupper, Morris Kinzler, Frank Kelly, Moe Kurtz, Lou Kuttler, Charles B. Kesco.

LEW LEHR IS THERE

Lew Lehr, Jack Lang, Harry Lawrenson, Peter Levathes, Isador Lincer, Ben Lowree, Edward Leggewie, Harry Lerner, C. E. McCartney, E. M. McFarland, Harry McIntyre, Eugene McEvoy, Edward Mack, Harry Mersay, Mack Miller, Meyer Mishkin, David Mason, Charles Minck, John Messa, Irving Maas, A. Mendelson, Norbert Murray, Jerry Novat, William L. Naegel, Michael Nuzzola, David Ornstein, James O'Connor.

Fred J. Pride, Mike Pagano, Pat Patterson, Jack Painter, Joseph Pincus, John Peckow, Ralph Pielow, Samuel Rauch, Harry Reinhardt, George Roberts, Jonas Rosenfield, Joe Rosen, William Rowell.

Murray Scher, Joseph St. Clair, Ben Simon, Sam Schlein, Sam Shain, Louis Shanfield, Jack Sichelman, Sterling Silliphant, Emanuel Silverstone, R. B. Simonson, Dan Smoklen, Ed Soloman, Earl I. Sponable, Norman Steinberg, Arthur Sorenson, Art Stromberg, Joe Seco, Stephen Stephens, T. A. Shaw, Moe Sanders, Murray Schaffer, Jack Salle, Harry Spencer, Allen Silverbach, William Sullivan, Hugh Strong, Ed Sullivan, Arthur Steigler, Fred Sliter, Lowell Thomas, Edward Thorgersen, Paul Terry, Arthur Tourtellot, William Tavernise, Henry Unger.

Westbrook Van Voorhees, Boris Vermont, James Victory, William Weiss, William Werner, Les Whalen, Christie Wilbert, Earl W. Wingart, Sam Weintraub, Edward Weiss and Michael Saman.

Women's Clubs Federation Holds Film Luncheon

NEW YORK—Jennifer Jones was guest of honor at a luncheon sponsored by the Federation of Women's Clubs at the Hotel Commodore June 27.

James Stewart, who is in New York rehearsing for the Broadway stage play, "Harvey," was presented with an award for "It's a Wonderful Life," the best picture representing American ideals.

British to Tax Films On Earning Power

LONDON—The British government has taken legislative steps to enable it to increase the import duties on American films by changing the basis on which duty is evaluated. Hugh Dalton, chancellor of the exchequer, introduced a resolution in the house of commons empowering the treasury to amend section 10 of the finance act of 1935 to include an assessment for duty in relation to the net profits expected to be made from exhibition of an imported film. Present duty has little relation to a film's possible earnings.

Dalton told commons that Britain has spent approximately $68,000,000 in each of the last three years on the importation of American films and he contended that earnings of British films in the United States "are still relatively small."

Dalton's remarks on the limited dollar drawing power of British films in America came after a speech given by Richard F. Walsh, IATSE president, at luncheon of the National Ass'n of Theatrical and Kine Employes in London, in which he warned against overoptimism about British pictures. He said they "would not put Hollywood out of business because it has too much equipment, money and technique, as well as ideas, for that to happen."

Gregory Peck Gets Medal From British Magazine

LONDON—Gregory Peck's performance in "Spellbound" was named the best male acting of 1944 by Picturegoer, a leading British fan magazine which awards annual gold medals that are considered among the most important prizes for motion picture art in the British Isles. Michael Redgrave, starring in "The Captive Heart," and Michael Wilding, for his work in "Piccadilly Incident," both English stars, ran second and third.

Anna Neagle, British star, was cited for the gold medal award for female players for her performance in "Piccadilly Incident," a film produced by her husband, Herbert Wilcox and not yet released in America. Ingrid Bergman was mentioned in third place for "Spellbound," running behind Celia Johnson, who won second mention for her work in "Brief Encounter."

House Passes Mundt Bill By Vote of 272 to 97

WASHINGTON—Brushing aside the delaying tactics of a group of "die-hard" opponents the house this week by a suprisingly large margin of 272 to 97 passed the Mundt bill authorizing the State department to continue its foreign information service, which includes the production and distribution of motion pictures.

At the same time the senate appropriations committee recommended a total of $13,000,000 for the program, $800,000 of which is earmarked for the production and distribution of educational documentary films about the U.S. The $13,000,000 total was $1,000,000 more than the amount set by a subcommittee.

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ASTOR PICTURES COMPANY

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GREETED AT BRUSSELS—Phil Reisman, vice-president of RKO, was guest of honor at the first reception in the American Information Center at the Brussels Film Festival. Mayor J. Van De Meulebroeck is on the extreme right.

World Film Festivals Get Johnston's Okay

BRUSSELS—Hollywood has no immunity from competition and should have none. This statement was made by Eric Johnston, MPA president, on Thursday (June 26) at a luncheon for Belgian cabinet members and delegates from various countries participating in the Brussels World Film Festival. He reaffirmed his belief in the need for a freer, greater exchange of films among nations.

"We want the channels kept open for the best pictures of the world, (no matter where they are made . . . You may say it is easy for me to advocate this policy because our American film industry is the biggest in the world. But we have no guarantee that our predominance will last forever."

Johnston also urged that annual world film festivals be held in various film capitals. This will "strengthen the ties of friendship and understanding," he said.

Johnston emphasized that films are a powerful link between the U.S. and Europe—"one of the strongest ties that freedom has."

"I want to see the screen used for psychological welfare and never for psychological warfare," he added.

The MPA head also struck out at the "misconceptions" about the U.S. that were spread by Henry A. Wallace during his recent European tour. He branded the Wallace charge of imperialism against the U.S. as "a phony." Johnston said Wallace charged that the foreign political and economic policy of this country is imperialistic; that we are the center of world reaction and are heading into a cataclysmic depression.

Big Czech 16mm Mart Seen for the U.S.

NEW YORK—U.S. manufacturers will find a lucrative market in Czechoslovakia, particularly in 16mm film cameras and equipment, according to four representatives of Czechoslovak Film Corp., government owned film monopoly. The government agency started a five-year plan in January to more than double the number of theatres in the country.

The Czech contingent arrived here recently to look over U.S. equipment and laboratories. The group includes Frantisek Pilat, theatre head; Vilem Taraba, studio manager; Frantisek Boucek, laboratory head, and Dr. Jaroslav Boucek, professor of the government film faculty. They will spend two months in the U.S.

The building plan calls for a total of 2,500 theatres. About 85 per cent will be 16mm houses, seating about 400 people. These will be located in the smaller Czech communities. At present there are more than 2,000 theatres in the country. About 163 are 16mm.

Czechoslovak Film Corp. also plans to increase production. Pilat, spokesman for the group, said his country considers U.S. studio equipment the best in the field and wants to purchase lights, cameras, recording equipment and background projectors.

The 1947 production schedule calls for 25 features, six cartoons, 70 documentaries and shorts and four puppet short subjects. Thirty features are scheduled for next year. Before the Germans took over the Czech Barrandov studio in Prague, about 22 to 48 features were turned out annually.

The Agfa color process is being used, the Czech group said. They find it cheaper than the Technicolor process because the color negative can be shot as easily as black and white. In addition the color positives can be printed directly from the color negative.

Two features on the 1947 production schedule will be in Agfa color. All cartoons will be in color. The Russians and Polish also are using the Agfa process. The Russians have produced four features so far this year at the Prague studio. Three are in color. Pilat said any of the 12 sound stages at the studio are available to foreign producers. The Czechoslovak Film Corp. operates a total of four studios.

Czech films are being distributed in England, France, Scandinavia, Russia and the U.S. Pilat said the government group is just starting to build up film export.

Another improvement in the industry is being planned. The government has been experimenting with safety film and expects to use it commercially in the next two or three years.

Decision Pends on German Policy Until MPEA Files Detailed Brief

WASHINGTON — A new and detailed memorandum on the controversial German film situation is being prepared by the Motion Picture Export Ass'n for submission to the War department, it was learned this week following a conference between top representatives of the industry and the government.

At the close of the conference Assistant Secretary of War Howard C. Petersen confined his remarks to a noncommittal statement that they had a full and frank discussion. Present indications are that the War department will make no decision on policy for the American zone of occupation until after receipt of the MPEA memorandum. Informed sources said no major change in basic policy is at present contemplated.

Attending the conference were Eric Johnston, MPA president; Francis Harmon, MPA vice-president; Irving Maas, MPEA vice-president; Allen Dulles, trouble shooter for MPA-MPEA; Erich Pommer, Brig. Gen. Robert McClure, Brig. Gen. G. L. Eberle, Henry R. Carlton and Charles G. Mertz.

It is expected that Johnston will confer on certain matters of procedure with General Clay, military government chief in Germany, when he visits Berlin July 10. Pommer who has flown back to Germany also is expected to be in on this conference.

Charge Fraud Against John Marlow Firms

EAST ST. LOUIS, ILL.—Separate percentage fraud suits hape been filed in the U.S. district court for the eastern district of Illinois, by Columbia, Universal, Paramount, Warners, RKO, 20th-Fox and Loew's against John Marlow, the Grand Opera Co. and the Murphysboro Opera Co.

The Grand Opera Co. owns the Annex and Marlow theatres, Herrin, Ill. The Murphysboro Opera Co. owns the Liberty and Marlow theatres, Murphysboro, Ill., and Marlow is named in the complaint as the controlling stockholder of the two companies and general manager and director of theatre operations.

The complaints state that the defendants conspired to defraud the plaintiffs by submitting allegedly false statements regarding the admission receipts received from the plaintiffs' pictures. As a result of these statements, the plaintiffs claim they were damaged because they received smaller payments than they should have received and also granted lower rates on subsequent percentage and flat rental pictures.

WB English Releases Set From July to December 1

LONDON—Warner Bros. will release eight features in Great Britain during the five-month period starting in July, according to Max Milder, managing director. All the pictures will play at the Warner Theatre in London before going into general distribution.

The release dates are as follows: "Humoresque," July 7; "Stallion Road," July 28; "Royal Flush," (known in America as "Two Guys From Milwaukee") August 18; "Nora Prentiss," September 1; "The Two Mrs. Carrolls," September 29; "Pursued," October 20; "Deception," November 10, and "Love and Learn," December 1.

Aileen Brenon to Assist Gillham at SRO in N. Y.

NEW YORK—Aileen Brenon, after 15 years service with Paramount, will function as publicity assistant to Robert M. Gillham, eastern advertising and publicity manager of the Selznick Releasing Organization, and double as national and fan magazine contact under the new publicity setup in the east.

Nick Mamula will continue as New York daily and trade press contact with extra duties as unit publicity man on "Portrait of Jennie," now shooting in New York, Mel Strauss will handle foreign and radio publicity.

Picture Division of PCA To Sponsor Preview

NEW YORK—The film division of the Progressive Citizens of America sponsored a preview of "Shoe Shine," an Italian-language film, at the Avenue Playhouse June 25. The showing marked the beginning of a summer campaign by the motion picture unit to rally support for the PCA program.

Forums, cocktail parties and boat rides are among other activities being prepared by the film division to increase and consolidate its ranks during the coming months.

UA Film to Open July 2

NEW YORK—"Fun on a Weekend," Andrew Stone production for United Artists release, opens at Loew's Metropolitan in Brooklyn July 2.



IN FOR PREMIERE—Joan Leslie, star of "Repeat Performance," Eagle-Lion film, arrives in New York with her mother, Mrs. John Brodel, for the opening of the picture at the Rivoli Theatre July 1.

Discount Tickets Issued For 'Barber,' 'Henry'

NEW YORK—Special two-for-one coupons, good for a 50 per cent reduction in the box-office price, are being issued to colleges, high schools and the Catholic parochial schools in the New York district by Excelsior Pictures, distributors of "The Barber of Seville," now in its second month of a two-a-day run at the Golden Theatre. The picture is an Italian-language film version of the Rossini opera with English commentary by Deems Taylor.

Approximately 200,000 special student discount coupons for "Henry V" were also mailed recently to the diocesan superintendents of 200 Manhattan and Brooklyn parochial schools, Father John J. Voight and Monsignor Joseph V. McClancy, respectively, as part of United Artists' program in the servicing of school children and college students. "Henry V" started the third week of its popular-price engagement at the Broadway June 20 after playing 47 weeks of a two-a-day run in 1946 and 1947.

Eastman Will Construct Huge Refrigeration Unit

ROCHESTER—The largest refrigeration system of its kind in the world is being constructed by Eastman Kodak Co. for use in the production of photographic materials.

The new million-dollar plant which would provide temperatures of 85 degrees below zero will be used at Kodak park, the company's largest manufacturing plant and producer of photographic paper, film, plates and chemicals.

Besides the new system the plant operates others at these levels: a minus 36-degree system circulating 14,000 gallons of calcium chloride a minute; two separate 9-degree systems, each pumping 4,000 to 5,000 gallons of calcium chloride a minute, and four 35/40-degree water systems, each running at from 200 to 7,000 gallons a minute.

New SRO Posts Given Kusell and Lawrence

NEW YORK—Two new appointments at the Selznick Releasing Organization were announced Friday by Neil Agnew, president. Milton S. Kusell, general sales manager, was named vice-president in charge of domestic and Canadian sales. Laudy Lawrence will supervise foreign sales.

Urge Congress Extend Tele License Period

NEW YORK—Richard W. Hubbell, New York television, radio and film consultant, has urged Congress to extend television licensing to a 17-year period in order to encourage the capital investment needed for the development of television.

Hubbell told a senate commerce subcommittee, which has been holding hearings on the White bill to reorganize the Federal Communications act, that the short three-year license is an implicit hazard to long-range investment. Television development now depends on the construction and operation of television transmitters and the formation of television networks and the "investment of dollars" is the crux of the entire situation, he said.

Second NBC Video Station Started in Washington

WASHINGTON—The National Broadcasting Co. started commercial broadcasting from its second television station Friday (June 27). A three-way network program between New York, Philadelphia and Washington was broadcast. The Washington television station is WNBW. The first NBC television station in New York started commercial operation July 1, 1941.

Charles R. Denny, chairman of the Federal Communications commission; Brig. Gen. David Sarnoff, RCA president, and Niles Trammell, NBC president, were the principal speakers from the Washington television station. Other speakers from the Washington station were Frank M. Russell, NBC vice-president in charge of the Washington office, and Carleton D. Smith, manager of WNBW.

The program from the New York station, WNBT, featured stage, screen and radio stars.

Telecon to Start Installing Master Tele Antennas

NEW YORK—Telecon Corp. expects to start installing its new master television antenna system in several New York City apartment houses within 90 days.

The master antenna can service up to 100 television and radio sets in an apartment house through a single antenna, according to Telecon. It can pick up signals from as many as seven stations. Any standard commercial set can be hooked up to the master antenna.

The Telecon system, as described by company executives is a boon to realtors, prospective television set owners and manufacturers, and overcomes some objections raised recently by New York City realtors who said they didn't want their apartment house roofs dotted with television antennas. They claimed it was a fire hazard.

Press Attends Reception For Roy Rogers in N.Y.

NEW YORK—Representatives of the newspaper, magazine and trade press attended a Republic reception in honor of Roy Rogers at the Sherry Netherlands hotel. Bob Nolan and the Sons of the Pioneers, singing group, also were present. The group came in from the coast for appearances at the Roy Rogers thrill circus at the Polo Grounds.

Republic executives present included James R. Grainger and Mrs. Grainger, Sidney Myers, Louis Goldsmith and Mrs. Goldsmith, Richard W. Altschuler, Dennis Carlin, Steve Edwards, Evelyn Koleman, William P. Murphy, Nick de Manczuk, John Petrauskas jr., Beatrice Ross, Marian Sapp, Milton Silver and Douglas T. Yates.

Also present were Philo Harvey, Art Rush and Dorothea McAvoy.



What every bride *shouldn't* know:

WHAT it feels like to be poor . . .

What it feels like when your first-born needs an expensive doctor—and you can't afford it . . .

What it's like wanting a home of your own . . . and never quite getting it . . .

What it's like having your kids grow up not knowing whether they'll ever get to college . . .

What it's like to see your friends able to travel abroad—but never you . . .

What it's like to have to keep telling yourself, "He may not have money, but he's my Joe."

There is no cure-all for all these things.

But the closest thing to it for most of us is something so simple you almost forget it's there.

It is the Payroll Savings Plan. Or—for people not on payrolls—the new Bond-a-Month Plan at your bank.

Each is a plan for buying U. S. Savings Bonds automatically.

Either one of these plans helps you—as does no other system we know of—to save money regularly, automatically, and surely, for the things you want.

So if you're a newlywed or know one, here's a bit of friendly advice to take or give:

Get on the Payroll Savings Plan where you work or the Bond-a-Month Plan where you bank.

It's one of the finest things you can do to start married life right.

Save the easy, automatic way. . . with U. S. Savings Bonds

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Set 200 '4th' Dates For 'The Unfaithful'

NEW YORK—"The Unfaithful," to be released by Warner Bros. July 4, has been set for engagements in more than 200 theatres over the Independence day weekend.

The production opened at the New York Strand June 27. On July 2, it will open in approximately 80 houses throughout the eastern and middle-Atlantic states including Philadelphia, Albany, Cleveland, New Haven, Pittsburgh, Louisville, Dayton, Springfield, Mass., Hartford, Bridgeport, Youngstown and others. It opens in Washington, D. C., July 3 while Atlantic City and a score of other eastern stands get the picture July 4. About 75 additional openings are scheduled for other parts of the country between July 2 and 4.

Century to Close Midwood For 3-Week Redecorating

NEW YORK—Century Theatres' Midwood, Brooklyn, will be closed July 6 for three weeks for redecoration, according to Joseph R. Springer, general theatre manager.

The theatre marquee will be modernized to include "Bevelite" attraction letters, the proscenium will receive a new treatment, and additional sound-proofing will be built into the walls.

New American Bodiform seats will be installed and 20 seats will be added in the rear of the balcony to bring the capacity of the house to 1,965. The lighting system will be improved throughout the auditorium and the entire house will be repainted.

WB Buyers and Bookers At New York Meeting

NEW YORK—In conjunction with the Warners zone managers' meeting, film buyers and bookers also were called in for a conference about current operating matters and forthcoming product. They included Max Friedman, Albany, Sam Blaskey, Newark; Max Hoffman, New Haven; Tony Stern, Cleveland; Alex Halperin, Chicago; John Turner, Philadelphia; Harry Feinstein, Pittsburgh, and George A. Crouch, Washington.

Joseph McMahon Honored

NEW YORK—Joseph E. McMahon of Consolidated Film Industries was honored at a dinner at the New York Athletic club, Tuesday (June 24), for his services as chairman of the industry union negotiating committee. He was given an inscribed gavel and brief case.

Capra Gets British Honor

NEW YORK—Frank Capra, partner in Liberty Films before the independent company was bought by Paramount, has been awarded the most excellent order of the British Empire, degree of honorary officer. Capra served as a colonel in the U.S. army during the war.

'Gunfighters' First Run Set

NEW YORK—"Gunfighters," Columbia's Cinecolor western starring Randolph Scott and Barbara Britton, opens at the Victoria Theatre immediately following the run of "Duel in the Sun," now in its second Broadway engagement.



WATCHING THE PROCEEDINGS—Barney Balaban, Paramount president, right, and Sidney Blackmer, who appeared in the Pearl White "Perils of Pauline" serial, were interested onlookers when the six-piece band joined the luncheon gathering at Hotel Astor this week, prior to the special screening at the Comet Theatre in New York.

Board of Review Selects Six Features, 5 Shorts

NEW YORK—The National Board of Review has recommended six feature films and five shorts in its weekly guide to selected pictures. Feature selections include "Bells of San Angelo" (Rep); "Bob, Son of Battle" (20th-Fox); "Cheyenne" (WB); "Dear Ruth" Para; "Ivy" (Univ), and "Winter Wonderland" (Rep). All pictures with the exception of "Ivy" were given a family classification. "Ivy" was recommended for mature audiences.

"Cape of Good Hope," Movietone Adventure produced by 20th-Fox, was given top rating in the shorts group. Other shorts selected include "Brains Can Be Beautiful," Pacemaker (Para); "I Am an Alcoholic," "This Is America" (RKO); "Making the Variety," Grantland Rice Sportlight (Para); Screen Snapshots, No. 9 (Col).

Cartoonists Vote Picket

NEW YORK — The Screen Cartoonists Guild, Local 1461, AFL, has voted to picket all film houses in New York showing Terrytoon cartoons. The cartoonists walked out on strike May 16. Their contract with Terrytoon expired June 30, 1945.

Lux Extends WB Ad Tieup

NEW YORK—Lux Soap has extended its Warners tieup campaign on "Possessed" to fan magazines. The ads will appear when the picture goes into general release July 28. Newspaper ads will appear day and date with local bookings.

Kositsky Joins PRC

NEW YORK—Stanley Kositsky, a veteran of more than 14 years in the motion picture industry, has joined PRC as salesman in Philadelphia working under Sam E. Diamond, branch manager.

Canada Lee to Record Best-Seller for Blind

NEW YORK—The American Foundation for the Blind has persuaded Canada Lee, who recently returned from Hollywood where he appeared in "Body and Soul" for Enterprise Studios, to record "Black Boy," by Richard Wright, as a talking book for the blind. Other recent best-sellers now in production at the organization's headquarters are "Gentleman's Agreement," by Laura Z. Hobson, which is also being filmed by 20th-Fox; "Three Came Home," by Agnes Newton Keith; "The Tin Flute," by Gabrielle Roy, and "Mrs. Mike." by Benedict and Nancy Freeman, soon to be filmed by Edward Gross for United Artists release.

The Library of Congress, under an act of Congress, arranges for the publication of these talking books and distributes them to 26 regional libraries for the blind throughout the United States. From these regional libraries they are loaned without charge to blind borrowers. The talking books, packed in special containers, pass through the mails free of charge.

To use talking books, a special reproducing machine, similar to a portable phonograph, is manufactured by the American Foundation for the Blind and sold at cost to blind persons and agencies for the blind.

Jap Showmen Desperate For Theatre Locations

TOKYO—With building restrictions making new theatre ventures virtually impossible, exhibitors are now looking for space in department stores, auditoriums and other public meeting places.

Three amusement concerns engaged in spirited bidding for the meeting hall of the Kojunsha club, located on the fourth floor of a Tokyo building but the Subaru Co. won the bid. After 700,000 yen is spent to put it into shape, it will operate as a second run theatre under the Nikkatsu chain, which releases MPEA product.

French Film to Siritzky

NEW YORK—"Farrebique," French film, will be the first picture to be released in this country by Siritzky International Pictures under its new distribution deal with three French companies. Companies involved in the releasing setup are Pathe Cinema, Gaumont and the government-owned Union Generale du Cinema.

PCA Elects Officers

NEW YORK—The film division of the Progressive Citizens of America has elected the following officers to the executive board: Jonas Rosenfeld jr., chairman; Bosley Crowther, William Kruse, Maurice Bergman, Jean H. Lenauer and Edward Schreiber, vice-chairman; Max Youngstein, treasurer, and Mavis Lyons, executive secretary.

Take Over in Massena

MASSENA, N. Y. — D'Arianzo & Agresta have taken over the Orvis, second run house opened here in 1944 by Tony Romeo and operated under lease recently by Cliff Hall. Joe Agresta, one of the partners in the new setup, has had experience with the Schine circuit. Massena has two other houses, Schine's Massena and Frank Kuras' Rialto.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(*Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager*)

Rank, Blumberg Plan 'Narcissus' Preview

HOLLYWOOD—Cooked up by J. Arthur Rank and Nate J. Blumberg and heralded as the first Anglo-American press preview of a motion picture, the Powell and Pressburger color feature "Black Narcissus" will debut before an invitational audience at the Carthay Circle Theatre July 7.

Rank, who has been vacationing at Del Monte, planned to return to Hollywood to attend the preview. He will leave here Wednesday, July 9, for England. He and Blumberg, president of Universal Pictures, will be joint hosts at the showing, to which top ranking stars and executives of the film industry will be invited.

"Black Narcissus," a production of the Archers, stars Deborah Kerr, Sabu, David Farrar and Flora Robson. It was written, produced and directed by Michael Powell and Emeric Pressburger, the team which was responsible for "Colonel Blimp" and the more recent "Stairway to Heaven."

A special area premiere in 200 theatres throughout the New England states will be staged August 7 by RKO with the opening of "The Long Night." Boston will be the hub of the activities, from where a series of special exploitation broadcasts will be carried.

Warners' "The Unfaithful" had its west coast premiere at the three Warner first run showcases, the Hollywood, the Downtown and the Wiltern.

Screen Guild Increases Production Schedule

HOLLYWOOD — Increasing its 1947-48 product lineup, Screen Guild Productions has signed additional deals with Somerset Pictures, headed by Walter Colmes, Selley Levinson and J. J. Milstein, and Fortune Films, owned by Maurice Conn and Bert M. Stearn, for each of the independent producing units to make two more pictures for SG release. Outfits previously had commitments for one film apiece which already have been fulfilled.

Full Title for Epstein

HOLLYWOOD—Mel Epstein has been upped to full producer status by Paramount. His first assignment will be the filmization of the Roy Chanslor novel, "Hazard." Epstein has been with Paramount 16 years. During the war he served in the army signal corps and upon his return worked in the production department. He directed two Musical Parade featurettes.

Academy Interrupts Series To Show German Picture

HOLLYWOOD—The Academy of Motion Picture Arts and Sciences interrupted its current series of "screen masterpieces" Sunday showings for a special screening of a German postwar picture, "The Murderers Are Among Us." Produced in 1946 by Germans under Russian supervision and filmed in the Russian-occupied zone of Berlin, the film is clearly intended to be limited to German audiences. It has no English titles, so Billy Wilder acted as narrator. A general discussion about the picture followed the screening with Charles Brackett presiding.

Warners Entertain CofC

HOLLYWOOD—Officers and members of the board of directors of the United States Chamber of Commerce were guests of Harry and Jack Warner at a special luncheon and inspection tour of the Warner studios, which event climaxed the group's four-day conference here.

Chaplin Hires Birdwell

HOLLYWOOD—Charles Chaplin has engaged Russell Birdwell on an exclusive basis for six months to direct the worldwide exploitation of his film "Monsieur Verdoux." Birdwell, who will operate from the Chaplin studios, will be assisted by Jane Turner.



HAPPY BIRTHDAY!—Left to right, Ralph Cohn, Buddy Rogers and Joe Curtis on the occasion of Joe's birthday visit to the set of Triangle's "Sleep, My Love." Ralph and Buddy are two of the partners in Triangle, the third being Mary Pickford. Joe is a representative of the Weiss-Geller advertising agency which will handle Triangle.

Enterprisers Huddle, Plan Year's Work

HOLLYWOOD—While picture making activities have been suspended for the summer, Enterprise apparently is getting all set for a quick fall getaway by staging the first of its newly inaugurated annual planning meetings. At these yearly huddles, the company's top personnel plans to lay out its production policies for the ensuing fiscal year as well as its sales and merchandising plans.

All of Enterprise's starring and producing affiliates attended the conferences. Among these were Ingrid Bergman, Charles Boyer, John Garfield, Barbara Stanwyck, Joel McCrea, Ginger Rogers, Norma Shearer, Producers David Lewis, Harry Sherman, R. B. Roberts, Wolfgang Reinhardt, Director-Producer Lewis Milestone and Associate Producer Jack Briggs.

George Schaefer, vice-president in charge of distribution, arrived from New York accompanied by Fred Polangrin, Enterprise eastern publicity director.

The executive personnel of Enterprise, including Chairman of the Board David L. Loew, President Charles Einfeld and Schaefer conducted the meetings. Joseph C. Gilpin, Robert S. Taplinger, Bill Blowitz, David Hopkins and Colin Miller also attended.

Enterprise Shutdown Gives Big Relief to Independents

HOLLYWOOD — Summer shutdown on production activities by Enterprise has been the means of considerable relief for independent film makers who have listed among their major problems the shortage of studio space. Alson Productions, headed by Edward L. Alperson and Jack Jungmeyer jr., whose output is distributed by 20th-Fox, has rented space at Enterprise for the filming of "The Tender Years," Joe E. Brown starrer. Alson is the second outfit to take advantage of the film-making hiatus by the Charles Einfeld studio, the Stanley Kramer-George Glass company, Screen Plays, Inc., previously having rented office and shooting space there.

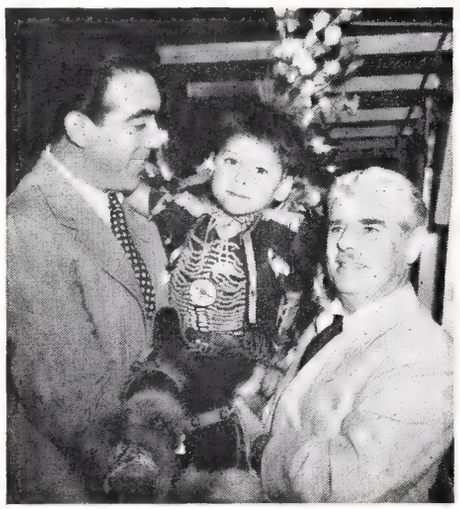
Allied Artists Has Slated 'Kingdom Come' Remake

HOLLYWOOD—Allied Artists, running mate company of Monogram, has slated a remake of "The Little Shepherd of Kingdom Come," the time-honored novel by John Fox jr. Walter Mirisch has been assigned to produce the picture which will topline Gale Storm, who thereby will recreate the role originally done for the screen by Mollie O'Day when in 1928 she co-starred with Richard Barthelmess.



THREE BRAVES OF AA—Flanked by two Indian chiefs, left to right, Producer Jeffrey Bernerd, Steve Broidy, president of Allied Artists, and Harold Mirisch, vice-president, are shown at Farmers Market where a large press party was held prior to the press screening of the Monogram-AA Cinecolor production, "Black Gold."

The second picture shows Anthony Quinn, star of the feature, and William Crespinel, president of Cinecolor, giving a young Indian a de luxe chair.



Academy Gets Old Films From William Selig Co.

HOLLYWOOD—From William Selig, motion picture pioneer, the Academy of Motion Picture Arts and Sciences has accepted a record of the old Selig Co. The gift includes production stills, publicity files and clips from early day films along with the first negative made by Selig at the Chicago stock yards in 1895 as well as the lens used on the shot, a French Darlot. Since no commercial motion picture raw stock was on the market at that time, Selig had to punch the sprocket holes by hand.

Psycho in the Nursery

HOLLYWOOD—Juvenile delinquency with a psychological twist will be the theme of a new picture, "Dangerous Years," which Sol M. Wurtzel will make for 20th-Fox release. The story deals with the theory that a child may be started on the road to delinquency in the first five years of his life, due to a real or imagined feeling of being unloved by his parents.

Long Pact for Robert Sparks

HOLLYWOOD—Robert Sparks has been signed to a new long-term producer contract by RKO. Three features are on his upcoming schedule, "Stations West," "The Education of the Heart" and "Weep No More."

At Rotary Convention

HOLLYWOOD — Virginia Welles, Paramount starlet, went to San Francisco where she was guest of honor at a Wisconsin state delegation dinner at the Rotary International convention. Miss Welles was chosen because she is a native of Wausau, Wis., where her father, the late Frank Welter, an executive of Fox Wisconsin Theatres, was a leader in Rotary.

Big Picnic Turnout

HOLLYWOOD — Record attendance of more than 2,000 was expected for Paramount's Catalina picnic for employes and their families scheduled for June 29. Sponsored by the Paramount Studio club, the picnic was to be the first since war interrupted the annual outing in 1941.

A Colonelcy for Janis

HOLLYWOOD—Janis Paige, Warner star, has been commissioned an honorary colonel of the 13th infantry battalion of the marine corps reserve in recognition of her interest and efforts in behalf of marine corps recruiting drives.

Academy Enrolls 56; List to New Record

HOLLYWOOD—Fifty-six new names have been added to the membership of the Academy of Motion Picture Arts and Sciences, bringing enrollment in the organization to 1,756, a new record.

The largest growth was in the art directors branch; 17 new members added. They were: Robert F. Boyle, Hilyard Morris Brown, Edward C. Carfagno, Robert Clatsworthy, George W. Davis, Earl Hedrick, Addison F. Hehr, Ralph S. Hurst, Eddie Imazu, Eugene Lourie, Albert Nozaki, Loren Patrick, Richard H. Riedel, Alexander Roelofs, Gabriel Amerigo Scognamillo, Jack Martin Smith and Lynden Sill Sparhawk.

Other branches:

Directors—William Castle, Jack Gage and John S. Waters.

Executives and producers—Harry Englander, Gene Fowler jr., N. Gayle Gitterman and Hal Roach jr.

Film editors—Fred W. Berger, Bernard W. Burton, Daniel Mandell, Philip Martin, H. Arnold Schwarzwald and Harold Soldinger.

Musicians—Jack Brooks, George Dunning, Edward Heyman, Alexander Laszlo, Richard J. Powers, Walter Schumann and Leith Stevens.

Public relations—Ann del Valle, Mort Goodman, Bill L. Hendricks, Gladys Mensh, Ethel Sackin, Martin Weiser, Reavis G. Winckler and John Woolfenden.

Sound—Leon Becker, Lawrence A. Jones, B. J. Kroger, William J. Montague, Arthur R. Piantadosi.

Writers—Samuel Fuller, Andrew Solt and Ivan L. Tors.

Members at large—Frank H. Ferguson, Lou Wasserman and Ed Westrate.

Shreveporters Depart

HOLLYWOOD — Ralph Leaderbrand of Shreveport, president of the Junior Chamber of Commerce in Louisiana, and Albert J. Meek, also of Shreveport, public relations director for the chamber, returned to their homes after conferring here with Steve Broidy, president of Allied Artists and Monogram, and Lindsley Parsons, producer of Monogram's "Louisiana," regarding the world premiere of the film in Shreveport next fall. The film stars Gov. Jimmie Davis of Louisiana and is based on his life.

Legion to View 'Cross'

HOLLYWOOD—"The Burning Cross," Somerset Pictures offering to be released by Screen Guild, will be given special showings for American Legion posts in more than 120 cities during the week of July 4. The feature, produced by Walter Colmes, is an expose of the modern Ku Klux Klan.

10 Screen Snapshots Set

HOLLYWOOD—Columbia has scheduled ten shorts in the Screen Snapshots series on its 1947-48 program. The shorts will be produced and directed by Ralph Staub, with production starting in July. This marks the 27th season for these one-reel features on off-stage Hollywood life.

Theatre Being Considered

BRAWLEY, CALIF.—A theatre is under consideration at the resort of Jacumba, near here. Frank Salisbury jr. of Beverly Hills, real estate man, is planning also a large hotel, a lumber yard, ice plant, service station and swimming pool.

Testimonial Dinner Planned for Casey

HOLLYWOOD—After 50 years in the labor relations field, the last 20 with the major producers, Pat Casey wil be honored with a testimonial retirement dinner soon. Hosts planning the function are confined to those Pat calls "my boys," and include 22 Hollywood studio industrial relations managers and their assistants.

Casey, at one time a vice-president of the American Federation of Labor, became associated with the picture industry in 1926, when two committees of motion picture producers and international heads of craft unions were first organized to handle industry labor problems. Casey became chairman of the producers' group. He was still serving in this capacity when he retired two weeks ago.

Fred S. Meyer of 20th-Fox is to preside at the farewell dinner as chairman of a committee that also includes W. R. Walsh of MGM and W. K. Hopkins of Columbia.

Executive Travelers

PARAMOUNT international executives who completed studio conferences and headed homeward included George Weltner, president of Paramount International; John B. Nathan, European general manager; Stanley Craig, general manager for New Zealand; William Hurworth jr., Australian sales representative; James E. Perkins, managing director for Great Britain, and Fred E. Hutchinson, managing sales director for Britain.

* * *

Paul Hollister, RKO Radio studio representative in Manhattan, trained out following two weeks of studio conferences on forthcoming product.

Jack Osserman, RKO supervisor for Latin America, planed out on the first leg of his trip around the U.S. visiting RKO exchanges.

* * *

After three weeks in Mexico City, where he supervised production on "Adventures of Casanova," shooting at the Churubusco studio, Bryan Foy, vice-president in charge of production for Eagle-Lion, checked back at his desk.

* * *

Stanley Kramer, head of Screen Plays, Inc., new independent producing outfit, planed out for New York to complete releasing plans for the company's 3½-year lineup.

* * *

Producer Boris Morros trained in from New York for powwows with William LeBaron, his partner in the United Artists sharecropping outfit, Federal Films, on their forthcoming productions.

* * *

John J. Jones, president of Screen Guild Productions, planed out for Chicago for business conferences.

F. A. Bateman, general sales manager for SG, returned to his desk after completing a series of nationwide sales conferences, the last two of which were held in Pittsburgh and Washington, D. C.

* * *

Ed Morey, vice-president and assistant to President Steve Broidy of Allied Artists and Monogram, arrived from New York for sales huddles.

Spearheads

By IVAN SPEAR

MOM AND DAD," the exploitation program conceived by Hygienic Productions of Wilmington, Ohio, has been one of exhibition's financial sensations of the past two seasons. From a modest beginning, it has grown to where 15 units currently are roadshowing the attraction in four nations.

Now, rather belatedly, comes the Catholic Legion of Decency to damn the program with a "C," or condemned, classification. Says the CLOD, "It deals with a subject most objectionable for presentation in entertainment motion picture theatres, the treatment of the subject as presented is most objectionable for entertainment motion picture audiences and the film ignores completely essential and supernatural values associated with questions of this nature."

M. and D. may be ignoring the "supernatural values" associated with "questions of this nature" (hush! hush! it's sex) but, as showmen who have booked the feature will testify, it hasn't ignored the supernatural as concerns the black figures it left behind on the ledgers of those showmen.

Now that the CLOD has decided that it is naughty to see the show, its business probably will become super-supernatural.

→

Monsignor John J. McClafferty, executive secretary of the same Catholic Legion of Decency, was guest of honor at an industry luncheon at MGM with Louis B. Mayer acting as host. Most heads and executives of all studios attended.

The same week Leo press previewed its "The Hucksters."

→

Producer Sam Katzman, who plows a sharecropping acre over Columbia way, in one week added two newcomers to his already heavy schedule of features and serials. One is "The Corsair," to be based on the epic poem by Lord Byron, first published in 1814. As the basis of the second, to be titled "Knights of the Round Table," two other classics of English literature will be utilized, Alfred Lord Tennyson's "Idylls of the King" and Sir Thomas Malory's "Morte d'Arthur."

Looks like someone gave Producer Katzman a book of poetry for Christmas and he finally got around to reading it.

→

Speaking of Indians, Lou Lifton, who beats the tom-toms for Monogram, took a bow because nine tribes were represented at the powwow dinner Allied Artists staged for Hollywood's hungry press prior to the screening of Jeffrey Bernerd's "Black Gold." Tribes were Yakima, Sioux, Shawnee, Mission, Hopi, Navaho, Kalmath, Ponca and Potawatomi.

Overlooked, Chief Smohawk of the Smolensk tribe took to the warpath.

→

Bernie (The Bashful Boy Blurber) Kamins, director of publicity—if any—for Jesse L. Lasky-Walter McEwen Productions, finally managed to ring the bell. When Bashful Bernie calls members of the press these days his conversation is preceded by the sounding of chimes, which playful and time-killing pursuit is to inform the harassed listener that the call is on behalf of Lasky-McEwen's "The Miracle of the Bells."

Characteristically Kaminsian, the chimes are muffled—and off key.

→

Because of international red tape and unsettled conditions, John Ford and Merian C. Cooper of Arko Productions have cancelled plans for an expedition to the Belgian Congo to obtain footage for their "Mr. Joseph Young of Africa," an upcoming RKO Radio release. Now, the entire picture will be shot in Hollywood.

From one jungle to another.

→

Costumes for Sol Lesser's "Tarzan and the Mermaids" will be designed by Norma, Jerry Hoffman informs. The script, he says, calls for special imaginative wardrobe for more than 60 mermaids who will not wear tails.

* * *

Some day the magi of production
Will go too far in their destruction
Of myth, tradition, time-honored fable
To win for films originality's label.
Sweet femmes who slay, cowpokes who croon,
Whodunits what answer the question too soon,
Pug-ugly heroes with elephant's hide,
All these the public has taken in stride.
But be not surprised if its patience fails
When it sees on the screen Lesser's mermaids sans tails.

* * *

Anyway, the tail-less mermaids may answer the traditional observation made by the Indian upon meeting one of them.

→

Cary Grant plays a harp solo in Samuel Goldwyn's "The Bishop's Wife." Recently he revealed plans for investing his more or less hard-earned bankroll in an independent production company in partnership with Alexander Korda.

One way or another, Grant seems determined to be an angel.

→

"'HIGH WALL' WITH
ROBERT TAYLOR
ROLLS AT MGM"
—Howard Strickling Headline.

Perhaps it was anticipation of rolling with a high wall that accounts for his recent vertiginous testimony before the House Committee on un-American Activities.

→

Title changers at Columbia decided to shorten "The Mating of Millie McGonigle" to "The Mating of Millie," and "Silverado Squatters" to "Silverado."

Apparently, the studios' current economy drives will stop at nothing.

→

"'NAKED CITY' CAST
ARRIVING IN NEW YORK"
—John Joseph Headline.

The humidity, no doubt.

STUDIO PERSONNELITIES

Barnstormers

RKO Radio

JANE GREER planed to Sacramento to make a personal appearance at a special premiere of "The Farmer's Daughter" at the Alhambra Theatre. The proceeds from the premiere were to be donated to a fund being raised by Sacramento citizens to buy a home for Bob Moore, sightless, handless marine hero, and his family.

Blurbers

Independent

IRVING FEIN has been signed as director of public relations by Amusement Enterprises, a new organization planning to produce and package motion picture and radio programs.

JOEL HARVEY, ROSE KNIGHT and HARRY LECHTMAN, formerly with MGM, Selznick and the Los Angeles Sanatorium, respectively, formed their own public relations and publicity firm to be known as the H.K.L. advertising agency.

Republic

BILL BLOECHER has joined Mort Goodman's publicity staff for a special stint on Orson Welles' "Macbeth."

Briefies

Columbia

Off and running was the most recent Three Stooges two-reeler comedy, "Heavens Above." JULES WHITE functions as producer and director.

"Flying Stars" set as first in the series of ten Screen Snapshots to be made by Producer-Director Ralph Staub. Featured in the one-reeler will be such air-minded screen personalities as Dick Powell, Frances Langford, Jon Hall and Veronica Lake.

RKO Radio

HANS CONREID signed to do the Jap narration for "Hirohito's Children," hour-long documentary picture made from confiscated Japanese films.

Meggers

Eagle-Lion

Megging chores for the second unit of "Rainbow Ridge" have been assigned to BREEZY EASON. He will pilot the unit located at Lake Louise and Banff, while Producer-Director Albert S. Rogell will guide the first unit located principally at Calgary, Alta., Canada.

RKO Radio

RAY NAZARRO signed to meg another Durango Kid western, "Six-Gun Law." GILBERT KAY set to assist Nazarro and GEORGE KELLEY named cameraman. Colbert Clark is producing the Charles Starrett-Smiley Burnette starrer, which is the second in the new series.

Warner Bros.

Directorial assignment on "Flamingo Road" handed to VINCENT SHERMAN, with Jerry Wald slated to produce. Edmund North is writing the screenplay from Robert Wilder's novel of political intrigue.

Options

Columbia

NANCY SAUNDERS and PAUL CAMPBELL inked for romantic leads in the Durango Kid sagebrusher, "Six-Gun Law" in which Charles Starrett and Smiley Burnette co-star.

GLENN FORD slated to share stellar honors with Evelyn Keyes in "The Mating of Millie." Director Henry Levin will hold the reins on the Casey Robinson production. A role in the romantic comedy handed to JIMMY HUNT, child actor. Role assigned to RON RANDELL. Featured role handed VIRGINIA HUNTER.

DICK JONES, rcently discharged from the army and formerly radio's Henry Aldrich, inked for supporting role in Gene Autry Productions, "The Strawberry Roan." PAT BUTTRAM ticketed for a part. The Cinecolor film is under the direction of John English.

Metro

KEENAN WYNN inked for role of "Porthos" in Alexandre Dumas' "Three Musketeers" which Pandro S. Berman produces.

JACKIE SEARLE, former child star, given a role in "Virtuous." The director, Norman Taurog, is the one who gave Jackie his start 15 years ago by choosing him for an important part in his film version of "Skippy." Searle has just returned to Hollywood after serving five years in the army.

Monogram

BEVERLY JOHNS signed for the feminine lead in "Song of the Winchester," western starring Jimmy Wakely with "Cannonball" Taylor. The film is being produced by Ben Cohen with Howard Bretherton directing.

Principal feminine role in "Flashing Guns" given to JAN BRYANT and juvenile lead assigned to RILEY HILL. JAMES LOGAN, JACK O'SHEA, GARY GARRETT, FRANK LaRUE, NORMAN JOLLEY and JACK ROCKWELL added to the cast.

Paramount

PHILLIP FRIEND, young British actor, set to make his Hollywood bow in "My Own True Love," Phyllis Calvert-Melvyn Douglas starrer. The film will be directed by another Britisher, Compton Bennett.

JOAN CAULFIELD set to share stellar honors with Alan Ladd in "The Long Grey Line," a romantic drama set against a West Point background. As a result of this assignment Miss Caulfield has been withdrawn from the lead of "Night Has a Thousand Eyes."

GAIL RUSSELL set to share the limelight with Edward G. Robinson and John Lund in the forthcoming suspense thriller "Night Has a Thousand Eyes." The film, which is on Endre Bohem's production schedule, is being directed by John Farrow.

DICK KEENE draws a role in "Dream Girl."

SIR CEDRIC HARDWICKE inked to portray King Arthur in the Technicolor musical "A Connecticut Yankee at King Arthur's Court." The Bing Crosby starrer will be based on Mark Twain's story and the more recent musical play by Rodgers and Hart. Edmund Beloin is doing the screenplay and Tay Garnett will direct with Robert Fellows producing.

PRC Pictures

GALE SHERWOOD signed by Producer Lionel Toll for the lead role in Ensign Productions' "Blonde Savage." VEDA ANN BORG and DOUGLAS DUMBRILLE handed featured roles.

Producer Lionel Toll's "Blonde Savage" will get a comedy lift from FRANK JENKS, while the villainy will be supplied by MATT WILLIS.

RKO Radio

MELVYN DOUGLAS toplines opposite Barbara Bel Geddes in "The Pittsburgh Escapade," comedy-drama of life in these United States in 1914. Richard Berger produces. Lesser Samuels and Christopher Isherwood wrote the original.

VICTOR McLAGLEN slated to share stellar honors with John Wayne, Henry Fonda and Shirley Temple in "War Party," Argosy production. The film is scheduled to roll in August. WARD BOND added to the cast.

GLORIA GRAHAME's contract bought from Metro and the actress set to enact the top femme role in "Roughshod." The picture will be shot in the Sonora country of the High Sierras with Mark Robson wielding the megaphone. Richard Berger produces under the executive supervision of Jack J. Gross. Featured part given WHITFORD KANE. MYRNA DELL, GEORGE COOPER, SHAWN McGLORY, MARTHA HYER and JEFF DONNELL set for supporting roles in this love story of California in 1890.

GAIL DAVIS, Texas actress recently signed, has had her option lifted.

EUGENE BORDEN, character actor, inked for a role in the Samuel Goldwyn feature "The Bishop's Wife."

JAY C. FLIPPEN, Broadway stage and radio actor, set for a stellar role in "Your Red Wagon," which Nicholas Ray is directing. CHARLES MEREDITH, star of silent film days, slated to continue his second screen career in a major role in the "Wagon."

SRO

BEATRICE PEARSON and DAVID WAYNE, Broadway stage players, ticketed to acting contracts. Wayne is scheduled for a featured part in "Portrait of Jenny" while Miss Pearson as yet has been given no assignment.

20th Century-Fox

"Dangerous Years," to be made by Sol Wurtzel Productions will topline KENT TAYLOR. Arthur Pierson, on loanout from 20th-Fox, will meg.

United Artists

By mutual consent Producer Sam Coslow and LARAINE DAY terminated plans for the star to appear in Coslow's upcoming "Champagne for Everybody."

MARIA MONTEZ, whose contract with Universal-International permits her to do some pictures away from that lot, will do one of them a year for the next three years for Producer Seymour Nebenzal who signed her to a pact with such provisions.

Universal-International

ANN BLYTH and RACHAEL KEMPSON set for important roles in the Aldous Huxley drama "Mortal Coils," which is slated to go before the cameras in July with Zoltan Korda directing. Miss Kempson, a British actress, will make her Hollywood debut in the opus, which will star Charles Boyer.

VALERIA CARDEW, recent arrival frm England who appeared in two productions for J. Arthur Rank, makes her Hollywood debut in "Mortal Coils."

Warner Bros.

BILLY MAUCH, who, with his twin brother Bobby, was a child star before the war, has been given a supporting role in "Mary Hagen." The brothers served in the army, and on their return to civilian life Billy resumed an acting career, concentrating on free-lance assignments and radio, while Bobby went to work as a cutter. MORONI OLSEN, veteran character actor, given an assignment in the picture. BARBARA BROWN signed for a dramatic part. Featured part slated for NELLA WALKER, character actress.

After a two-year absence BUNNY WATERS returns to the screen in "Need for Each Other," formerly known as "Love at First Sight." ERNEST TRUEX on his fiftieth anniversary inked for a role.

Scripters

Columbia

GORDON McDONNELL, author of "My Sister, Goodnight," recently purchased by Cornell Pictures, signed to write the screenplay.

20th Century-Fox

JAY DRATLER named to rewrite the script of "Call Northside 777," based upon a Chicago newspaper headline story. Otto Lang will produce.

Warner Bros.

Novelists HANS HABE and MICHAEL BLANKFORT signed to write the screenplay of "The Children," drama by Peter Viertel, which is the next production on United States Pictures' schedule.

Story Buys

Independent

One of Alfred Noyes' narrative poems, "The Midnight Express," purchased by Producer James S. Burkett. The new property, which is a psychological drama, will be filmed in England. No releasing deal has been set yet.

Monogram

"Out of the Red" by James Ramsey purchased by the King Bros. The story is a domestic comedy which centers around an ex-soldier who marries a society girl and takes her to a homestead in Alaska. The film will be made under the banner of Allied Artists.

Paramount

Pine-Thomas purchased "The Regal Rustler" from Bruce Cabot, who bought the rights to the novel several months ago as a possible independent production.

Republic

Faith Baldwin's novel "Miss X" acquired. Frances Hyland assigned by Associate Producer-Director John H. Auer to do the screenplay.

Universal-International

"All My Sons," current Broadway stage production written by Arthur Miller, purchased for production by Chester Erskine who will also write the screenplay.

Technically

Monogram

Production crew on "Flashing Guns" includes EDDIE DAVIS, assistant; HARRY NEUMAN, cameraman; TOM LAMBERT, sound technician; and FRED MAGUIRE, cutter.

Paramount

Cameraman assignment on "Night Has a Thousand Eyes" given to JOHN B. SEITZ.

RKO Radio

JACK BAUR named casting director for Producers John Ford and Merian C. Cooper at Argosy, where his first assignment will be "War Party." Baur was casting director for Enterprise. WILLIAM FORSYTH engaged as assistant production manager.

Universal-International

GRACE HOUSTON, Broadway fashion designer, inked to a contract. She will create the wardrobes of Ella Raines and Arleen Whelan for "The Senator Was Indiscreet" and do the apparel for Dorothy Hart in "The Naked City."

ORRY-KELLY set to design costumes for Ann Blyth, Jessica Tandy, Rachel Kempson and other femme members of the "Mortal Coils" cast.

Title Changes

Columbia

SILVERADO is the new tag for the Robert Louis Stevenson story, "Silverado Squatters," which Ted Richmond and Robert Cohn will produce.

RKO Radio

THE PITTSBURGH ESCAPADE is the new tab for feature formerly known as "Judgment Day in Pittsburgh" and "Sweet Genevieve."

United Artists

MAD WEDNESDAY is the new moniker for the California Pictures feature "The Sin of Harold Diddlebock."

Warner Bros.

NEED FOR EACH OTHER set as the new title for "Love at First Sight," Joyce Reynolds-Robert Hutton starrer under the direction of Frederick de Cordova.

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'Miracle' Provides Los Angeles Spark

LOS ANGELES—Only a miracle—Fox's "Miracle on 34th Street"—seems capable of injecting a spark of their former life into local first run takes. In its second week, the picture again was tops, sharing that spot with U-I's "Ivy," in its debuting stanza. Reissues occupied almost one-third of the de luxe screens with "The Great Waltz," in its fourth week, the standout.

(Average is 100)

Belmont, El Rey, Orpheum and Vogue—**Road to Hollywood** (Astor); **Second Chorus** (Astor), reissues 150
Chinese, State, Uptown and Loyola—**Miracle on 34th Street** (20th-Fox), 2nd wk. 175
Downtown and Hollywood Paramounts—**Calcutta** (Para), 2nd wk.; **Fear in the Night** (Para), 2nd wk. 135
Egyptian, Wilshire and Los Angeles—**Living in a Big Way** (MGM), 2nd wk. 100
Four Star—**The Great Waltz** (MGM), reissue, 4th wk. 150
Four Music Halls—**New Orleans** (UA) 150
Guild, Ritz, United Artists, Studio City and Iris—**Ivy** (U-I) 175
Hillstreet and Pantages—**Honeymoon** (RKO), 2nd wk. 95
Million Dollar—**I Walk With a Zombie** (FC); **The Phantom Speaks** (FC), reissues 90
Warners Downtown, Hollywood, Wiltern—**Cheyenne** (WB), 3rd wk. 90

Ink Spots Promote 'Learn' To Top Spot in Seattle

SEATTLE—"Love and Learn," with the Ink Spots on stage, did 180, leading the list here. "Duel in the Sun," in the sixth week of its roadshow engagement at the Music Box, and "The Yearling," in its fifth record-breaking week at the Music Hall, pounded right behind.

Blue Mouse—**Bedelia** (E-L) 70
Fifth Avenue—**The Sea of Grass** (MGM), 2nd wk. 95
Liberty—**Johnny O'Clock** (Col); **King of the Wild Horses** (Col), 2nd wk. 100
Music Box—**Duel in the Sun** (SRO), 6th d. t. wk., roadshow 160
Music Hall—**The Yearling** (MGM), 5th wk. 170
Orpheum—**Love and Learn** (WB); stage show 210
Palomar—**Alias Billy the Kid** (Rep); stage show 90
Paramount—**Cheyenne** (WB), 2nd wk. 85
Roosevelt—**Buck Privates Come Home** (U-I); **Millie's Daughter** (Col), 2nd d. t. wk. 90

Reissue Leads in San Francisco As Show Business Pulse Falls

SAN FRANCISCO—The pulse of the motion picture industry was beating very feebly here. Gasping for breath was the second week of "High Barbaree" at the Fox Theatre, low with an 80. "It Happened on Fifth Avenue" opened at the Warfield and United Nations theatres with 100. The Golden Gate Theatre, with "Betty Co-Ed" on the screen and John Calvert on the stage, made only 80. Best performer was the reissued "The Great Waltz, at 150.

Esquire—**The Egg and I** (U-I), 7th d. t. wk. 105
Fox—**High Barbaree** (MGM); **My Brother Talks to Horses** (MGM), 2nd wk. 80
Golden Gate—**Betty Co-Ed** (Col); stage show 80
Guild Theatre—**The Great Waltz** (MGM), reissue, 2nd wk. 150
Orpheum—**Copacabana** (UA); **The Millerson Case** (Col) 130
Paramount—**Cheyenne** (WB); **I Cover Big Town** (Para), 2nd wk. 115
St. Francis—**Dear Ruth** (Para), 2nd wk. 110
United Artists—**New Orleans** (UA); **The Devil on Wheels** (PRC), 2nd wk. 135
United Nations and Warfield—**It Happened on Fifth Avenue** (AA-Mono); **Fall Guy** (Mono) 100

'Egg' Goes Into Fourth Week; Sets Denver Two-Theatre Record

DENVER—"The Egg and I" went into its fourth week at both the Paramount and Esquire this week, giving it the longest run of any film ever to play these two theatres.

Aladdin—**Stairway to Heaven** (U-I), 2nd wk. 130
Broadway—**Little Mr. Jim** (MGM); **Boom Town** (MGM), reissue 110
Denham—**Dear Ruth** (Para) 95
Denver and Webber—**The Two Mrs. Carrolls** (WB); **Backlash** (20th-Fox) 115
Esquire and Paramount—**The Egg and I** (U-I), 3rd wk. 125
Orpheum—**Honeymoon** (RKO); **Dick Tracy's Dilemma** (RKO) 100
Rialto—**Captain Caution** (FC); **Captain Fury** (FC), reissues 130
Tabor—**That Way With Women** (WB); **Buffalo Bill Rides Again** (SG) 75

Warners to Film 'Victor' In Locale Near Paris

HOLLYWOOD—With almost every studio planning to film part of or entire pictures abroad, Warners Bros. is no exception to the trend. Sequences of "To the Victor," forthcoming postwar melodrama showing the effects of war upon individuals, will be shot in its European locale.

Director Delmer Daves plans to leave for Paris shortly to scout locations and make filming arrangements. Viveca Lindfors and Dennis Morgan already have been set to topline but it was not revealed which of them or what principals will make the European trek.



STAR SPARKS "RAMROD" BOW—When Preston Foster arrived in Portland in connection with the booking of "Ramrod" at the Century Theatre, Ted Gamble feted the Hollywood star at a reception in the Benson hotel. The event also commemorated the gala opening of the Century.

Left to right: Jack O'Bryan, western Oregon salesman, United Artists; Earl F. Riley, mayor of Portland; A. J. Sullivan, manager, UA; Foster; Morris Segel, eastern Oregon salesman.

DENVER

Wm. Hastings, Denver chairman for the theatre section of the National Conference of Christians and Jews, has designated Mayer Monsky, U-I branch manager, to act with him as co-chairman.

Forty golfers played in the annual Rocky Mountain Screen club calcutta, held at the Lakewood Country club. Harry Ferguson was low with a net of 66; James Micheletti second with 70; Jack Felix and Henry Friedel tied for third with 74. The poorest score was a gross 125.

Milt Hossfeld, Fox Intermountain Theatres film buyer, went to Los Angeles for a buying huddle . . . Doyle Shelton is about ready to open his 300-seat Monarch Theatre at Pritchard, Colo. . . . John Consentine, Film Classics auditor, is here . . . Here on business at the 20th-Fox exchange were Herman Wobber, division manager; Charles Walker, district manager, and Alex Harrison, district booker.

Ray Bartlett is building a new 850-seat $150,000 theatre at Artesia, N. M., and hopes to have it open early in August . . . F. A. Boggess, manager of the Chautauqua Theatre, Boulder, Colo., which operates only about two months a year, has bought new projectors, sound screen and other equipment from National Theatre Supply.

Earl Bell, Warner manager, went to Los Angeles for a district meeting . . . Dave Davis, Atlas Theatres general manager, is vacationing in Chicago . . . John Howard, SRO district manager, was here four days calling on theatre managers and conferring with Charles Duer, local SRO manager.

Marvin Goldfarb, who left RKO some time ago to look after his private interests, has returned to the company as a salesman . . . Paul Allmeyer, Paramount booker, has moved from Idaho Springs, Colo., to Littleton, Colo. This puts him closer to Denver by some 25 miles . . . Jack Blosser, assistant booker at Paramount, has found a house in north Denver and has moved in.

William Carr, Warner Bros. auditor, is giving the local exchange the usual periodical checkup.

Exhibitors on Filmrow included Doyle Shelton, Pritchard, Colo.; Neal Beezley, Burlington, Colo.; Frank Roberts, Lincoln, Neb., controller for the Cooper Foundation Theatres; Robert Spahn, Mitchell, S. D.; Herbert Gumper, Center, Colo.; Mr. and Mrs. Fred Lind, Rifle, Colo.; Mr. and Mrs. R. D. Ervin, Kremmling, Colo.; Earl M. Campbell, Trenton, Neb.; Dorrance Schmidt, Bridgeport, Neb.; Eldon Menagh, Fort Lupton, Colo.; George Allan sr., North Platte, Neb., and Mrs. Frank Barnes and son Billy, Crawford, Neb.

Chicago Man to Film Travelog of Montana

HELENA—James Dobyns of Chicago will arrive here in early July to film a colored travelog of Montana under sponsorship of the state chamber of commerce.

The first part of the 60-minute film will show Montana in a pioneer stage and will introduce such historical events as Custer's last stand by the use of headlines taken from pioneer newspapers.

Dobyns said that he has been much interested in Montana since his initial visit to the west in 1924. He has made similar travelogs of Wyoming and Colorado.

Long Cackle Ends; Seattle Likes 'Egg'

SEATTLE—"The Egg and I" hatched in two nests here last week, and as would be expected, started reaping a golden harvest at the boxoffice because this is where the book was laid.

Sterling's Palomar Theatre and Hamrick-Evergreen's Orpheum opened simultaneously with the U-I release, culminating months of preparation by Earl Keate, that company's exploitation representative. It was way back in September that Keate started the ball rolling by arranging a giant luncheon at the Washington State Press club where Gov. Mon C. Wallgren honored the book's author, Betty MacDonald.

From that beginning, the campaign grew until it became one of the most comprehensive in years. Both Del Larison, Orpheum manager, and Zolly Volchock, Sterling city manager, put on special fronts for the occasion. However, they worked independently of each other in the way of exploitation, with Keate seeing that the parts dovetailed.

Because the setting of the story is on nearby Olympic peninsula, and the author is a Seattle woman, cooperation was exceptional from all angles. Book, department and drug stores were generous in allowing window and counter displays. One firm prepared a special "Egg and I" menu featuring egg dishes. A girl in farmerette costume walked the streets handing out eggs in behalf of the picture. The biggest newspaper campaign in months preceded the opening, of course with generous publicity copy.

So, it was no surprise when both houses opened to packed throngs.

'Maedchen' to Be Released By Bregstein, Krimsky

LOS ANGELES—"Maedchen in Uniform," psychological film of pre-Hitler days, will be rereleased nationally by Herbert Bregstein and John Krimsky. They have signed with Sidney Pink to open the picture soon at the Uclan Theatre in Westwood.

"Maedchen in Uniform" aroused a good deal of controversy in this country when it was first released. It was banned in a number of states and was later suppressed in Nazi Germany because it exposed Teutonic ruthlessness and regimentation.

Pacific Drive-In Theatres Plan San Fernando Unit

SAN FERNANDO, CALIF.—Pacific Drive-In Theatres, Inc., soon will build an 800-car drive-in on Roscoe boulevard near Sepulveda boulevard. Architects are drawing plans now. The screen building will be a steel frame structure with steel decking and plaster walls and the projection and office building will be of reinforced concrete. The lot will be paved with oil and gravel and the property will be surrounded by a gunite wall. No estimate of the cost is available now.

Film About Bakersfield Fills Out Double Bill

BAKERSFIELD, CALIF.—A 90-minute picture showing life in Bakersfield was shown for four days at the Fox Theatre on the lower half of a double bill.

The picture was produced by Robert Allen Productions in three weeks. After finishing the picture here the company moved on for a similar project in Taft.

More than 60 local activities were photographed, including night life, industrial scenes, church services, swimming scenes and graduation activities at the high schools and junior college.

Gum Kills Dog; Successor Sticks to Popcorn

Salt Lake City—Hall Baetz, branch manager of Fox Intermountain here, came back from a trip into the territory with this story of gum-chewing and popcorn-eating dogs:

It seems B. "Shorty" Finess, engineer and handyman at the Liberty Theatre in Great Falls, Mont., had a dog named Bessie who liked chewing gum. Bessie went on short rations during the day, but at night she would get her fill. Shorty turned the seats in the theatre up when he was cleaning and Bessie would eat freshly placed wads from the bottom of the seats.

When Bessie died recently of cancer of the stomach, it was found she had a large ball of chewing gum in her stomach. Shorty bought another dog about two weeks ago, but he's not taking any chances of killing the hound off with chewing gum. The new pooch is developing a liking for popcorn, however, and goes on short rations during the daytime to fill up on popcorn at night when the theatre crowds have gone home and Shorty is cleaning up.

Threaten County License

REDWOOD CITY, CALIF.—An ordinance requiring that all businesses in unincorporated areas of San Mateo county be licensed has been prepared here at the request of the county board of supervisors. The basic fee would be $25 a year, but motion picture theatres and many others would pay more: theatres would be charged from $150 to $200 per year, depending on seating capacity, with the higher price for theatres seating more than 1,000.

First Runs Reshuffled

LOS ANGELES—Due to the local shortage of new product, first run bookings have been temporarily realigned and an Enterprise feature, "The Other Love," will play day and date at the RKO Hillstreet and Pantages. United Artists, which distributes Enterprise pictures, ordinarily uses the four Music Halls as first run outlets.

Quits Aladdin Post

DENVER—Ned Greenslit, manager of the Aladdin Theatre here, has resigned to become president of the newly formed Englewood Radio and Record Corp. Having wide interests in Denver, Greenslit is a member of the Kiwanis club and has sung in several of the Denver Post's opera productions.

Borden Builds in Blaine

BLAINE, WASH.—Construction is under way on the theatre being built here by George Borden jr. The new house is opposite Borden's AM-BC Theatre. The building will have 100 feet of store frontage.

SEATTLE

Arthur O'Connell has resigned as branch manager here for U-I and will be succeeded by George DeWaide, Los Angeles, who at one time was ad sales manager here for Paramount . . . Dave Cantor, RKO's coast publicity head, passed through on his way to Vancouver, B. C., with Jack Douglas, local exploiteer.

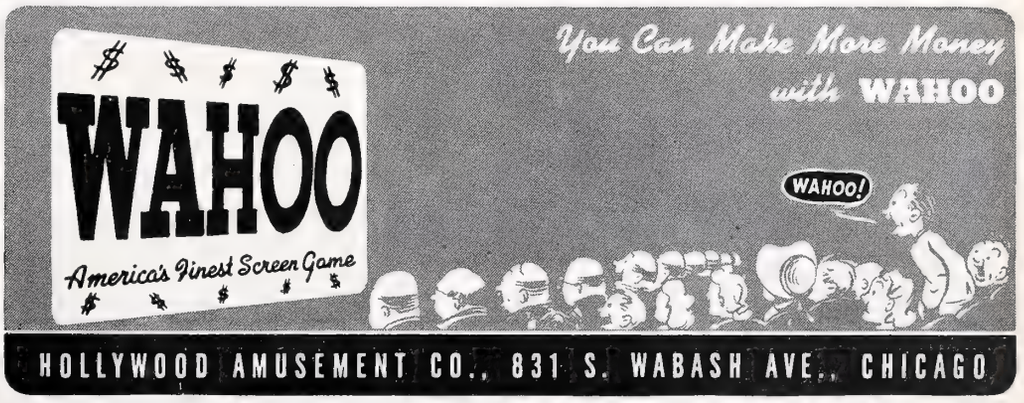
Joe Rosenfield and Howard McBride have formed a partnership to operate the Granada and Post theatres in Spokane . . . Homer Schmitt, Columbia booker, is back to work after vacationing in Kansas . . . The Hoosier Hotshots are scheduled to make a personal appearance at the Music Hall July 2 . . . Ted Snyder is in Ketchikan, Alaska, supervising the remodeling of the Revilla for B. F. Shearer.

Robert Wells, who has been connected with radio broadcasting, has joined Wally Ricker's sales staff at E-L . . . Barney Rose, U-I's coast sales manager, was in town for a few days . . . Tom and Marion Shearer have their new son Roger Alan Shearer . . . Claude and Hila Jensen visited here for a few days from Portland . . . Emma Ridgeway, who manages her father's theatres in Sedro-Woolley, was a Filmrow visitor . . . Herbert Royster, who manages the Mayfair in Portland, visited friends here.

Out-of-town visitors to Filmrow during the week included Billy Conners, John Owsley and Les Theuerkauf, Tacoma; Walter Graham, Shelton; W. B. McDonald, Olympia; Eldon Pollock jr. and Eddie Snow, Mount Vernon, and Gene Groesbeck, Enumclaw . . . Bill Heineman, general sales manager for J. Arthur Rank, was in to visit Frank L. Newman sr., Evergreen president.

To Scribble Original Story

Jack Henley will scribble the original story for Columbia to serve as the basis for the 22nd picture in the Blondie series.



LOS ANGELES

Louise Fenstermaker and Betty DeBrown have assumed new positions at Paramount. Louise, a former branch manager's secretary, moved up to the division office to become secretary to George A. Smith, western division manager. Betty took over as secretary to Manager Al Taylor . . . Ben Sachey left the Universal exchange to become Monogram's new booker . . . Jack Broder of the Cinema and Florence Mills theatres joined the ranks of the Southern California Theatre Owners Ass'n.

On the week's hospital list was Guy Gunderson, executive and booker for the Drive-In Theatres. Guy fell down recently and broke three ribs. Charlie Caballero is acting as his standin until the ribs heal.

Mr. and Mrs. Louis Elliman of Ireland visited Hollywood recently. Elliman distributes Republic pictures in that country and is one of the leading exhibitors there . . . Another visitor from afar was Larry de Prida, special representative for Clasa-Mohme in the southern Malay states and the Hawaiian Islands. His destination was the home office here on the Row.

Arnold Schaak of the Ramona and Holly theatres was back on home soil after a trip to Chicago . . . Milt Hossfelt, film buyer for the Fox Intermountain circuit, was here on a business trip to the home office.

Familiar faces on the Row: Jimmy Edwards of the Edwards Theatres circuit; Leo Hamacher, owner of the Victory in San Diego and R. E. Archibald, who owns the Coronado, Coronado.

Filmrow has been pretty quiet lately. One reason may be that so many theatre folk are away on vacations. Jack Berman, president of Eastland Theatres, is enjoying a three-week jaunt to Vancouver, B. C., and Saul Mahler, general manager of Vinnecof Theatres, was planning to head in the same direction.

Just as scenic but closer to home is the holiday spot picked by Patty Dolezal, booker for Republic, and Wanda Emanuel, assistant cashier. The girls went fishing in the high Sierras . . . Jack Goldberg, general manager of Eastland Theatres, likes his vacations a bit more civilized. He just got back from New York.

Many other showmen, who had to keep their noses to the grindstone instead of gallivanting about the country, showed up on the Row to get in a stint of booking and buying. They included: Joe Moritz, owner of the Victor; Lew Fredericci of the Avalon; Harold Wenzler of the Lux; Ed Stein, proprietor of the Mission; Dave Fred, owner of the De Luxe; O. W. Flanigan, owner of the Dixie, and O. W. Seekins of the La Shell in Long Beach.

Ben Peskay was at the Republic exchange booking for his Lakewood Theatre and Jimmy Nicholson and Saul Mahler were at United Artists doing the same for the four Academy Theatres.

Confabs of one kind and another were going on as usual. Jack Broder and Bill Flemion of the Broder Releasing Co. huddled with Bernie Leavitt of Leavitt Theatres . . . Harry Hollander of Monogram and Harry Wineberg of the Oriental lunched together to discuss a deal . . . Jimmy Loomis, in from Nogales, Ariz., where he owns the Grand Theatre, was giving premium giveaway deals the once over at Associated Advertisers.

"Stony" Goad, Screen Guild salesman, and Earl Collins, division manager for Republic, were back in town after business trips. "Stony's" trek took him to his Bakersfield territory, while Salt Lake City was Earl's destination.

Two new theatres had their grand openings recently. One was the Grove, of Lemon Grove, Calif., owned by J. Van Gilse. The other was Phelps-Dodge Co.'s Times Theatre, a 600-seater in Mesa, Ariz.

George Fink of the Coronet Theatre in San Diego was up booking and buying the other day . . . Phil Monsky, Universal-International salesman in Omaha, also was in town hobnobbing with friends in the local film mart . . . Former Angelino Bill Parker, now Universal branch manager in San Francisco, was back on his old stamping ground visiting friends.

The Paramount lot was toured recently by four sightseeing exhibitors from out of town. They were Mrs. Marion Walker, owner of the Huron in Minneapolis; Mrs. W. C. Kroeger of the Shannon Theatre, Portageville, Mo.; A. C. Dodge, who owns the Hiland in Myrtle Point, Ore., and Harry Brown Finch, president of Thomasville Theatre Corp., Thomasville, N. C.

Mildred Horn, "Mom and Dad" scrivener, was seen in the Hygienic Productions office chatting with Branch Manager Bob Hicks Page and Jean Gaston, his secretary . . . Leona Arkeilpane has sold the Kiva Theatre on South Broadway to Moses Hernandez.

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'Wyoming' Premieres In Cheyenne July 23

HOLLYWOOD—In connection with the annual Cheyenne Frontier Days celebration, Republic's "Wyoming" will be given its world premiere at the Lincoln and Paramount theatres in Cheyenne July 23. Republic stars William "Bill" Elliott and Vera Ralston, from the picture's cast, and Foy Willing and the Riders of the Purple Sage will appear at a two-day gala reception which will include participation in parades, broadcasts, inductions into Indian tribes and other special events.

"It is with great pleasure that I proclaim Republic studio's production of 'Wyoming' as the official motion picture of the 51st annual Frontier Days celebration," stated Gov. Lester C. Hunt of Wyoming.

Prior to arrival at Cheyenne the Republic group will be the guests of F. H. "Rick" Ricketson, president of Fox Intermountain Theatres in Denver, where they will participate in a civic luncheon, visit hospitals and train to Cheyenne via the Denver Post special.

Screen Publicists Guild Installs New Officers

HOLLYWOOD—Lesley Mason was given his gavel as incoming president of the Screen Publicists Guild at a general membership meeting. Other new officers installed at the meeting were John B. Campbell, vice-president; Frank Perrett, recording secretary; Chip Cleary, financial secretary; Al Jermy, treasurer; Bill Lyon, 18-month trustee, and Milton Gottlieb, business manager.

The slate was nominated without opposition early in June.

Montana's First Drive-In Going Up Near Kalispell

KALISPELL, MONT. — Montana's first drive-in will soon be built by Bert and John Strack here. The site is four miles east of Kalispell. Covering five acres the theatre will accommodate at least 500 cars.

The 25x40-foot screen will have a background 60 feet high and 63 feet wide. The project will feature the latest in equipment and will represent an investment of about $15,000.

Reopening at Redmond

REDMOND, ORE.—After being closed three weeks for redecoration, the Odem Theatre reopened last week. Mr. and Mrs. Milton L. Odem, owners-operators, have installed new sound and projection, recarpeted, put in new seats and new furniture in the foyer and lounges, and installed new draperies, besides giving the theatre a going-over both inside and out.

'Jolson' Still Draws 'Em

HELENA, MONT.—Although "The Jolson Story" scored a record 12-day run in Helena, many local people attended the Town Theatre in East Helena when the picture was shown there last week.

MANLEY
GUARANTEED
POPCORN and SUPPLIES
SATISFACTION
OR YOUR MONEY BACK
W. H. Turpie, Western Division Manager
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REpublic 7528

SAN FRANCISCO

Theatres in Modesto will continue to pay a tax of three cents on each ticket, after a judge sustained the city's demurrer to a suit brought by Modesto Theatres, Inc., which attacked the constitutionality of the ordinance. City Clerk Rex Gailfus said the tax returns $60,000 annually.

Russell E. Wheeler, manager of the Metro Theatre here, spoke at the Marina merchants meeting. Wheeler outlined plans for Christmas lighting and decorations . . . The State Theatre in Oroville had its fourth seat fire recently. It seems that patrons snuff out cigarets in the holes of seats.

The prewar gimmick of free tickets for readers of local newspapers, has come to life again in Burlingame. Free tickets to the Manor Theatre for readers of the Advance, south San Mateo, are offered each week. In cooperation with Joseph Daly, manager of the theatre, names of four winners appear each week among the advertisements.

Bea Easton, Petersen Theatres, will go to Colorado for her vacation and to attend a family reunion . . . Bill Helm, Niles Theatre, is vacationing at Adams Springs . . . The Pacific Pottery Co. of 130 Hyde is moving to its new location in the Furniture Mart Bldg. on Market street.

The Ink Spots and a complete vaudeville show are taking over the Paramount Theatre the week of July 1. It is a "one shot" event insofar as the theatre is concerned. If San Francisco likes it, maybe we'll have two vaudeville theatres instead of one . . . Harry Ludwig, auditor for Robert L. Lippert, is off to Pixley.

Jay Golden, western division manager for RKO Theatres, returned from Los Angeles . . L. E. Thompson, also of RKO Theatres, was in town for a few days . . . Dave Canavan, RKO maintenance department, was here on remodeling the front of the Golden Gate Theatre. The entire inside of the house has been redecorated.

Dave Cantor, RKO studio publicist, was here on his way to Portland . . . Twentieth-Fox Exploiteers Frank Jenkins and Ed Yarborough are in Colorado . . . George Alderman, former theatre owner in Los Angeles, and his son said hello to friends before their takeoff for their New York home. Alderman is manufacturing Constance Bennett cosmetics.

Scotty Dunlap and Roy Del Ruth took background scenes on Powell street for a new Monogram production . . . E. Walker Chapman and his wife and children flew in from Honolulu for a tour of the U.S. Chapman is with the Royal Amusement Co. His trip here is the first in more than five years.

Cecil Curtis, head shipper at Republic studios, is in the hospital . . . Friends of Harry Kaiser, United Artists office manager, are wishing him a speedy recovery from his long illness . . . The Key system strike is causing difficulties along the Row. It is a valid excuse for many workers to come in late . . . or not at all.

Joe Cannon, Warner Bros. cashier, is vacationing in Yosemite . . . Gladys Paull also of WB, is taking a six-week jaunt over the country . . . Frank Noege, WB booker, and Al Grubstick, Screen Guild, are being called for jury duty.

Those monogrammed suspenders Frank Noege wears are something to see . . . July 1 is opening of the New Pismo Beach Theatre, operated by Westland Theatres. Al Chamberlin will manage the first run house . . . Rotus Harvey's home in Burlingame and Rodda Harvey's home in Stockton both have new swimming pools . . . Ray Summers, manager at the Stockton Theatre, is vacationing. His wife Wanda, who was employed at Westland Theatres, is with him.

Bill Boland, chief booker at Westland Theatres, celebrated his 16th wedding anniversary . . . Noeline Etchegoyhen, manager of the American Theatre in Winnemucca, Nev., was married June 19 . . . G. Karski, Motion Picture Service Co., returned from an out-of-town trip . . . Anita Rupel, UA stenographer, is on vacation in Alaska . . . Aletha Duke, contract clerk, is new around United Artists . . . Hans Kolmar and Milton Hall were in town for the opening of "Henry V" throughout northern California.

W. E. Callaway, district manager for United Artists, was in town . . . Nat Nathanson, UA manager, sent his family east for a six-week vacation . . . Marion Isaacs, formerly with UA, is vacationing in Canada . . . Emmett Cannon is closing his Golden Gate smoke shop and going fishing. Agnes, his wife, Monogram worker, is going with him.



"BEDELIA" IN DENVER—When "Bedelia" and "It's a Joke, Son" played Fox Intermountain's Rialto in Denver, Manager Jack M. Copeland erected this front to advertise his Eagle-Lion double bill. Interesting detail was a large photograph of Margaret Lockwood ("Bedelia") in the boxoffice window while the theatre was closed.

Fairmont to Be Revamped

SAN DIEGO—The Fairmont Theatre here soon will undergo extensive alterations. FWC has awarded a contract for the work to the George W. Carter Co. of Los Angeles and the cost has been estimated at $68,983. The auditorium shell will be reconstructed, new gunite columns and filler walls built, existing walls encased and the front modernized. There will be new bracing, a new concrete floor, a new lobby and foyer, new rest rooms and new lounges and offices.

Two 'Durango' Pictures Put on Columbia Slate

HOLLYWOOD — Two new Durango Kid films have been added to the production slate of Colbert Clark at Columbia. The originals, "Blazing Across the Pecos" and "West of Sonora," are being converted for screening by Norman S. Hall and Barry Shipman, respectively. They will be vehicles for Charles Starrett and Smiley Burnette.

Four More Houses Join Western Amusements

LOS ANGELES—Western Amusement Co. has taken over the Broadway and Palms theatres in El Centro, the Azteca in Calexico and the Needles Theatre in Needles. The first three belonged to Frank Ullman, the Needles to S. A. Simons.

This One Hung On

ALBUQUERQUE — Bob Ponte, El Rey manager, returned from a fishing trip to Elephant Butte with a three-and-a-half-pound crappie, believed to be the largest caught in that area in many years.

Cigaret Fire Burns Two Seats

OROVILLE, CALIF.—A recent fire at the State Theatre here consumed two seats and a part of the floor near the seats. Fire department officials told Manager Walter Tooley they thought the blaze was caused by a lighted cigaret placed inside the seat through a hole cut in the leather. Watchman Roy Johnson, awakened by his alarm clock at 5 a. m. in the morning, discovered the fire and saved the building.

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Towns in California To Get New Houses

SAN FRANCICO—The Golden State Theatre Corp. has received authorization from the OHE to construct a theatre in Millbrae at El Camino, Real and Chadbourne avenue. It will be Millbrae's first cinema. The corporation had submitted three plans to the OHE and has not yet been informed which of the plans was approved.

Delhi, Calif., is to have a new theatre. S. Court of Livingston, who recently erected a new theatre there, is planning the new Delhi house.

The Soledad Theatre in the California town of that name opened recently. The house seats 700 and has all modern conveniences. Owners Blanco and Martin have appointed A. R. Jackme of Soledad as manager.

Authorization was granted by the OHE to Clifford W. Morris of San Francisco to construct a theatre on the Waterford highway and La Loma. The permit allows construction in the amount of $8,250. It will have a seating capacity of about 600. Morris is an executive of Redwood Theatres of San Francisco.

Sol Lesser to Produce 'Bride of Bridal Hill'

HOLLYWOOD—"Bride of Bridal Hill," from the book by George Agnew Chamberlain, has been added to his 1947 production schedule by Sol Lesser, independent producer making features for both RKO Radio and United Artists release. Recently acquired and being scripted by Jerry Davis, the picture will star Lon McCallister, Allene Roberts and Julie London. Yarn concerns three youngsters and a hunting dog. Wether it will be for UA distribution has not been determined.

Lesser owes UA two more pictures on his current three-film commitment. The first, "The Red House," already is in distribution. The remaining two will be selected from three properties now in the works—the newie listed above, "Kidnapped," and "Harness Bull."

Pateros Construction Halts

PATEROS, WASH.—L. A. Gillespie, local builder, has received an order halting construction of his theatre building here. The order came from Galen S. Geller of Seattle, regional OHE compliance director. Gillespie received authorization last January to build a warehouse and millwork shop on the basis that the buildings were essential and nondeferrable. Construction of a theatre was not authorized.

Lewiston Drive-In Open

LEWISTON, IDAHO—Mrs. Mary Pulver's Auto-Vue Theatre in north Lewiston is now open.

Art Adamson to Build in Albany

ALBANY, ORE.—Art Adamson, owner of the Venetian and Granada theatres, will build a big new theatre here as soon as permission is obtained from the CPA. Raymond Porter, manager of the two local theatres, says the location of the new theatre will be announced in the near future but at the present time all plans are being held up by the CPA.

New Screen at Telluride

TELLURIDE, CALIF. — Reuben Stroh, owner of the Nugget Theatre, has installed a new RCA screen.



SEATTLE SHOWMEN — Zollie Volchock, Sterling Theatres city manager, and Jack Engerman, his assistant and advertising manager, are shown standing before their Palomar Theatre front which opened day and date with the Orpheum, Hamrick-Evergreen house, on "The Egg and I." Both worked mightily on the campaign for the event.

Cameras to Focus Soon On Army Football Stars

HOLLYWOOD — Again manifesting its propensity toward it-never-rains-but-it-pours picture planning, Hollywood is due to give West Point a double tumble on upcoming production agenda.

A newly formed independent outfit, headed by John W. Rogers and Harry Joe Brown and known as Bro-Rog Pictures, has scheduled a late June start for a football film, with an academy background, to be shot at General Service studio and reportedly for distribution by Film Classics. Appearing in the feature will be the army's duo of all-American grid heroes, Felix "Doc" Blanchard and Glenn Davis, who will devote part of their summer furlough to the acting chore. The champion scoring team will appear additionally in a liberal sprinkling of newsreel shots showing the highlights of their grid prowess. Dudley Murphy is to direct the as yet untitled feature. It will be based on a yarn by Margaret Mary Howard.

West Point, which has figured very little in recent output—despite World War II—is to be also the locale of a Paramount high-budgeter, "The Long Grey Line," starring Alan Ladd and set for an early camera start.

Theatre Opens Doors 90 Days From Start

Lemon Grove, Calif.—After breaking what is in all probability a modern record for theatre construction—less than 90 days from excavation to opening night—the Grove held its gala opening here June 18.

John A. Van Gilse, a former motion picture officer in the navy, is the owner and should also be given full credit for the designing and building.

The new Grove has 458 seats, is equipped with the best in projection equipment, and is a modern show house that is a credit to any community.

Banducci & Lemucchi Open Tejon Theatre

BAKERSFIELD, CALIF.—The Banducci & Lemucchi Theatre Co.'s new Tejon Theatre at Baker and Monterey streets opened June 17 with "It Happened in Brooklyn" and "Calendar Girl."

The reinforced concrete structure, 200 feet long by 150 feet wide, seats 1,008 persons, contains four stores and cost $350,000. Dick Lemucchi and James Banducci, owners of the theatre company, own and operate three other theatres in the Bakersfield district, the Granada in East Bakersfield, the River in Oildale and the Arvin in Arvin.

The Tejon will be a popular price house with a general admission of 55 cents, loges 65 cents and children 16 cents. Continuous showings daily from 1 p. m. are planned. Dick Lemucchi jr. will manage.

W. F. Aydelotte Building 400-Seater in Colorado

FORT COLLINS, COLO.—Remodeling of a building at 148 West Mountain Ave. for a theatre has been started by W. F. Aydelotte, former Oklahoma theatre manager, and his father-in-law, R. H. Dowdy. They expect to have the 400-seater open by November 1. It will be known as the "Trail."

Design for the theatre calls for a dubonnet tile front and indirectly lighted auditorium. Acoustical plaster will be used. The house will have a low admission price, Aydelotte said.

Aydelotte was with the Griffith circuit in Oklahoma and Texas for 14 years and in the last two years managed houses in Britton, Okla., and Tulsa. In addition, he has been operating a buying and booking agency for independent houses ad still maintains that business in Oklahoma City. His father-in-law formerly was a building contractor in Duncan, Okla.

T&D Will Soon Erect New House in Lindsay

LINDSAY, CALIF.—Marcel Ceresa, manager of the Lindsay Theatre, said that T&D Jr., Enterprises will build a 1,000-seat showhouse here as soon as labor and materials are available. It will cost about $110,000 and will be one of the most modern in the San Joaquin valley. T&D operates the Lindsay.

Oakdale Theatre Bought By Blumenfeld Circuit

SAN FRANCICO—The Blumenfeld circuit has signed papers for the purchase of the Oakdale Theatre in Oakdale. The purchase marks the company's first operation of a theatre in a small city, J. Blanchard, temporary manager, stated. The theatre was purchased from Alfred Wilkins.

Mountaineer Forest Theatre Reopens

KITSAP, WASH.—The Mountaineer Forest Theatre, an open air legitimate theatre, was to open here June 8. Mrs. Lois Beil Sandall of Seattle is director. The theatre is located in the forest; patrons sit on a sloping hillside facing an open spot among the giant trees and rhododendrons, and lighting for the stage is furnished by rays of the sun filtering through the trees. It's the first time the theatre has been open since before the war.

Pool Breakup Brings FWC Staff Shakeup

LOS ANGELES—As a result of the realignment in management through dissolution of pools in recent weeks, Charles Skouras, president of Fox West Coast and National Theatres, has instituted a number of changes and promotions in executive and managerial personnel.

Executive personnel changes revealed by Skouras are William Thedford, district manager, to assistant to George Bowser, general manager of FWC; Bert Pirosch, associate head of the booking department, to the film buying department; Fay Reeder, San Francisco publicity director, to district manager, San Francisco first runs; Bob Rothafel, manager of the Criterion, Santa Monica, to district manager, district four, replacing Terry McDaniel, resigned.

Other transfers—Harry Siple, district manager, East Bay, to district manager, Peninsula.

HERMAN KERSKEN TO EAST BAY

Herman Kersken, first run San Francisco district manager, to East Bay.

W. C. Ricord, Peninsula district manager, to valley district manager, northern California.

Fred Glass, valley district manager, to Thedford's southern California district.

Herb Norris, from the Nile to the Kern, Bakersfield.

Floyd Thurston, the Mission, San Diego, to the Rivoli, Van Nuys.

Frank Swartz, the Kern, Bakersfield ,to the Rialto, south Pasadena.

George Miller, the Figueroa, Los Angeles, to the United Artists, El Centro.

Al Dumont, the Aztec, San Diego, to the Fairmount, San Diego.

Jim Richardson, the Rialto, South Pasadena, to the Criterion, Santa Monica.

David Lackie, the California, Ontario, to the Granada, Ontario.

Bob Smith, the United Artists, El Centro, to the Figueroa, Los Angeles.

DEAN DAVIS TO CALEXICO

Dean Davis, the Valley, El Centro, to the Capitol, Calexico.

Bud Bowers, night manager, California, San Diego, to the Valley, El Centro.

Henry Pines, the United Artists, Inglewood, to the newly acquired Nevada, Reno.

John Nulen, the Lyric, Monrovia, to the United Artists, Inglewood.

Harry Wallace, manager downtown United Artists; J. Clark, Plaza, San Diego; Neil Brown, Golden State, Riverside; Frank Millan, Alto, Los Angeles, and Bob Erspamer, Leimert, Los Angeles, remain as manager with former Fox West Coast partners.

Louis Alberts, Capitol, Calexico, and J. Moran, Rivoli, Van Nuys, resigned.

Candy for the Kids

GREAT FALLS, MONT.—At the last show of the special children's series featuring Anne Shirley in "Anne of Green Gables," Great Falls children were treated to large free bags of candy.

Fire Precautions Praised

CHICO, CALIF.—After inspection of the Senator Theatre, Chief C. E. Tovee issued a detailed report here commending Tom Whittemore for the "excellent job" he has done in observing fire safety measures.

Build in Calhan, Colo.

CALHAN, COLO.—Gerald Little and Joseph Maul, local business people, are building a theatre here.

SALT LAKE CITY

Opening of the Huish Theatre at Richfield, Utah, June 18, formed topic of conversation on Filmrow this week. Most branch managers and salesmen and many others attended the premiere performance of the theatre, which was officially opened and dedicated by the mayor of Richfield, civic, business and church leaders of the area and by Vincent A. Gilhool, manager of the Huish-Gilhool circuit, operators of the house.

The Weber Motor-Vu, sixth outdoor house to open in this state within the last month, played to its first crowd of 800 cars last month. It is operated by the Associated Amusements Corp. . . . Reed Wood will open the Main Theatre at Garland, Utah, July 15, according to present plans.

A board meeting of the Utah Theatres Ass'n will be held next week to plan for the annual election. Victor Anderson of Orem is incumbent president . . . Incidentally, Vic is in the midst of another big summer celebration at the Scera, the big community-owned house. The theatre and grounds have been gaily decorated for the city's centennial and summer fun show. Several Eagle Scout badges have been awarded on its stage, and children of Orem have received school activities awards.

Ralph Trathen, secretary-treasurer of the UTA, will leave July 3 for a combined business and pleasure trip to the coast . . . Roger Heman, sound technician for 20th-Fox, was in on a vacation. He was bound for Yellowstone . . . Jack Reeves, a Terry Turner junior field representative, spent a week with Russ Morgan, RKO field representative, learning details of his work.

Howard Cahoon, Selznick branch manager here, was married to blond Dorothy Williams . . . Spencer Burkinshaw, operator of the Burk Theatre, also deserted ranks of the bachelors.

"It Happened on Fifth Avenue" opened at the Rialto for its third straight week in Salt Lake. It played ten days at the Uptown, moved to the Rialto, and then held over at the latter house . . . "Miracle on 34th Street" played to larger than usual business at the Centre and then moved to the Studio . . . Jerry Colonna was here to open the state fair horse show . . . 20th-Fox sheet advertising has been taken over by NSS, making Republic the only exchange on the Row still handling its own sheet ads.

To Build at Grand Ronde

McMINNVILLE, ORE.—Manager W. Hibbert of the Sheridan Hi-Way Theatre has announced that a new theatre will be built at Grand Ronde. The building will be completed before the end of the summer and will be called the Grand Way Theatre.

Mrs. George Installs Equipment

HEPPNER, ORE.—Elaine Sigsbee George, manager of the Star Theatre, has installed new projection lamps and a new sound screen. New draperies have been ordered and other improvements are planned as soon as materials are available, according to Mrs. George.

New Drain Theatre to Open Soon

DRAIN, ORE.—Mrs. Golda Woolman says the new Drain Theatre will be ready to open by July 1.

MGM Keeps Dubbing For Mexico Showing

NEW YORK—MGM is continuing its policy of dubbing all its features, shorts and newsreels in Spanish for release in Mexico and Latin America, despite a great resistance to this plan by other film companies because of the cost involved, according to Carlos Niebla, Loew's managing director for Mexico.

The dubbing plan, which started in 1946, has resulted in a business increase of 30 per cent over last year for Loew's product. Except in the larger cities, where the wealthy residents and visitors prefer the English-speaking films, the Spanish synchronization gives the Mexican theatregoers more for their money, Niebla maintains. The greater part of the Mexican public ignores the English sound track and cannot even follow the Mexican titles in the average picture sent from Hollywood.

FAVORS DUBBING BY ALL

"If dubbing were done by all the American companies, the over-all business would increase tremendously," he said.

Although Mexican studio labor is demanding a 50 per cent increase in wages, Niebla expects that the talks now being held between workers and studio heads will result in labor settling for 30 per cent. Two years ago, the studio workers made a similar compromise to their 25 per cent wage increase demand and accepted 15 per cent, he said.

The Mexican film industry is in full swing again following a recent 30-day production stoppage. Niebla explained that motion picture filming, as well as general business, was upset when the banks stopped lending money except to agriculture. Later private capital stepped in, and the actors agreed to take a 25 per cent cut in wages while the technicians and stagehands agreed to speed up production to the equivalent of a 25 per cent reduction in wages.

MAKING 60 FILMS A YEAR

Mexican producers are now making approximately 60 pictures per year, scattered among ten producers, Niebla said, in contrast to 120 pictures made in the first flush of production when many of them were cheaply produced.

Regarding 16mm films in Mexico, Niebla said little or no progress has been made because the majority of situations are already covered by 35mm product. The 16mm product is only suited to small-town showings where the natives "must be gradually educated to films."

Niebla, who is in this country for a medical checkup, has been with MGM for 18 years, the last 14 as managing director for Loew's in Mexico. He will return early in July.

Sell at Cascade Locks

PORTLAND—Mr. and Mrs. Ray Kluesner of Portland have sold the Community Theatre in Cascade Locks, Ore., to Mr. and Mrs. E. A. Lytle. Theatre Exchange Co. handled the sale.

Now 'The Pretender'

"The Pretender" is the new tag for Republic's "Backfire."

RCA Sound Systems
Brenkert Projection Equipment
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Insurance Gag for 'Weekend'



It's a gag—but it's good for a laugh—$10,000 worth of "laugh" insurance for "Fun on a Weekend" patrons of the Los Angeles Music Hall Theatres was purchased by the management from Lloyds of London.

Here garnering the final draft of the policies, left to right, Producer Andrew Stone; Jack Willen, United Artists Los Angeles exploitation representative; Arthur Krausse, Los Angeles Lloyds representative; William E. Lebby (seated), also of Lloyds; Auriel Macfie, publicity director, Music Halls, and Cliff Giesseman, general manager of the theatres.

The accident insurance policy provides $10,000 if patron "rolls in aisles and dies laughing; $500 if patron rolls in aisles and breaks a limb or rib; $250 if patron's jaws lock while laughing."

'Son of Battle' Debut In Salt Lake July 2

SALT LAKE CITY—For the second time this year, this city will play host to film stars for the world premiere of a picture. The picture will be 20th-Fox's "Bob, Son of Battle," which will open July 2 at the Uptown Theatre here and at several other houses in the intermountain area, and then move into other theatres within a week.

Lon McCallister and other personalities from the studio will be in town for personal appearances on the day of the premiere.

One of the biggest attractions will be one of the canine players in the film, Red Wull, the killer dog. Already, Red Wull, or Dave, as he is known in real life, has gained state and nationwide publicity. He's a Utah collie, owned by a northern Utah sheepman.

AT SPECIAL SCREENING

He gained not only statewide but national publicity for himself and the picture last week when he was the guest at a special showing of the picture in Logan, Utah. His master, Wynn Hansen, sat with him throughout the showing, and halted the dog's instinctive movements toward the screen when sheep and canine scenes appeared. Actually, Dave, or Red Wull, was quite well-behaved at this special showing of his picture, and this claimed first special showing for a dog merited a three-column and one-column picture and a column-long story in several local papers.

In addition, the Utah dog gained mention on national radio programs, and the story of his special showing was distributed nationally by the United Press. The Utah canine was in here during the week to meet Gov. Herbert B. Maw and present the state's chief executive with an "autographed" copy of "Bob, Son of Battle." Dave, or Red Wull, will be an attraction on the premiere stages.

GOVERNOR IS GUEST

Another attraction of the prepremiere publicity of the Utah-made picture was a special showing of the film for the wife of the governor and her guests, and they gave the film heartiest plaudits.

The premiere, which will receive wholehearted state backing, will be attended by the usual bright lights and stars.

Frank Jenkins, intermountain area field representative for 20th-Fox, and Eddie Yarbrough, chief of western publicity, are directing the campaign on the picture.

Warners Plan Big Outlay For Stages, Office Bldg.

HOLLYWOOD—To serve as a memorial to the late Sam Warner, the Burbank studio bearing his name will construct a 12-story administration building, which, along with ten new sound stages, will constitute the main projects of a recently disclosed $6,000,000 construction program. The additions to the studio's physical facilities will be built on a 22-acre site adjacent to the present lot. In addition the company will establish a 30-acre parking lot next to the studio area.

The Burbank city council removed the last obstacle in the way of the project when it granted the company's request to vacate parts of Rowland avenue, California and Avon streets and Valleyheart drive.

Studio executives said the work will be started "as soon as veterans' housing requirements, etc., have been satisfied" and that it is hoped to have the project completed by 1952. The studio now has 22 sound stages, and the scheduled construction will bring the total to 32.

$250,000 Fire Destroys Del Rey in Seaside

MONTEREY, CALIF.—The Del Rey at Seaside, Calif., near here, was destroyed by fire in the early morning of June 24, with a loss estimated at $250,000. It was believed that the mild earthquake of two days earlier tangled the electric wiring inside the wall of the wood frame and plaster building, since the fire apparently started in one of the walls. There were nine stores on the street floor of the building, and the value of the contents destroyed was estimated at $50,000, while the replacement value of the building, according to Manager Mark Keller, is about $200,000.

MGM to Make Picture On Life of Dostoievski

HOLLYWOOD—Newly added to MGM's production slate is a film to be based on the life of Fyodor Dostoievski, who became one of Russia's greatest writers after ten years as a prisoner in Siberia. Rene Fueloep-Miller, continental author and an authority on Dostoievski, will collaborate with Osso Van Eyss on the screen play. The biography will be produced by Gottfried Reinhardt.

Set for Assistant Director

RKO has set Lowell Farrell to be first assistant director on the film, "War Party."

Loew Sees Threat Of Other Mediums

HOLLYWOOD—Motion pictures are entering an era where they will face the greatest challenge in their history from other forms of entertainment. Only vastly improved product can successfully meet that challenge. Such were the views voiced by David L. Loew, chairman of the board of Enterprise, before the opening session of the company's annual planning meetings.

"The American worker enjoyed an average work week during 1946 of 40.2 hours," Loew stated. "This against an all-time high in recent years of 45.2 hours in 1944, when the nation hit the peak of wartime production.

MORE LEISURE TIME

"With John Doe, average worker, finding himself with five hours more each week of leisure time, he finds himself with the concurrent problem of how to spend these extra hours to gain the maximum enjoyment."

Loew pointed out that motion pictures face competition from bigger and more expensive radio programs, from the ever-expanding television industry, from increased road tours of legitimate productions; from the expanded travel facilities induced by the manufacture of new automobiles and the reduction of wartime travel restrictions.

For these and many reasons, the Enterprise board chairman declared, the public is becoming more and more selective in its entertainment desires. The industry, if it is to retain the confidence of the consumer and gain some of this additional time for films, must provide the type of film which will attract the greatest number of individuals to the boxoffice regardless of the pulls in other directions.

SPECIAL STORIES NEEDED

"Ours is no easy problem," Loew continued, "yet it is one which must be faced realistically and which, with proper effort and ingenuity, can be mastered.

"An increasing search must be instituted for stories which lend themselves to the medium of the screen. The finest talent possible to secure must be cast in these stories. And, above all, the industry must stay away from the suggestive and sensational type of film to accomplish which calls for the highest possible standard of good taste without sacrificing one iota of entertainment value."

Rain Helps Denver A Houses; 'Dear Ruth' Gets Third week

DENVER—With a rainy weekend preventing outings, first run business was better this week. "Dear Ruth" stayed at the Denham for a third week.

Aladdin—**The Two Mrs. Carrolls** (WB); **Backlash** (20th-Fox), 2nd d. t. wk. 140
Broadway—**Little Mr. Jim** (MGM); **Boom Town** (MGM), reissue, 2nd wk. 90
Denham—**Dear Ruth** (Para), 2nd wk. 120
Denver and Webber—**The Homestretch** (20th-Fox); **Little Miss Broadway** (Col) 130
Esquire and Paramount—**The Egg and I** (U-I), 4th wk. 100
Orpheum—**Living in a Big Way** (MGM); **Desperate** (RKO) 105
Rialto—**Queen of the Amazons** (SG); **Don't Gamble With Strangers** (Mono) 110
Tabor—**Sweetheart of Sigma Chi** (Mono), plus stage show 150

Mayor Asks Smoking Ban

KERMAN, CALIF.—Mayor Middleton has asked the city attorney to draw up an ordinance prohibiting smoking in the theatre as a nuisance and a fire hazard.

St. Louis Bus Strike Cripples Theatres

ST. LOUIS—With both the St. Louis Public Service Co. and the officers of the local union of the Amalgamated Ass'n of Street Electric Railway and Motor Coach Employes of America sitting pat, the strike of the street car and motorbus workers continued this week with no immediate hopes of peace.

All efforts of Mayor Aloys P. Kaufmann and members of the U.S. conciliation service to bring about a peaceful solution of the walkout have so far been futile, and in the meantime motion picture theatres, department stores and other downtown retail establishments continue to suffer terrific losses.

Victor D. Brannon, director of the governmental research institute, has placed the loss to the retail trade, including department and appliance and specialty shops at $1,100,000 a day, while the average loss in the entertainment and service fields, including motion picture theatres, the municipal opera, big league baseball games, restaurants, taverns, etc., will approximate $500,000. Professional men, physicians, surgeons, dentists, chiropractors, osteopaths and prescription drug stores are losing about $100,000 daily.

The Garrick, which sometimes has burlesque shows and at other times operates with "adults only" motion pictures, has decided to close for the duration of the strike of the employes of the St. Louis Public Service Co. In the period June 13-15, the opening days of the strike, boxoffice receipts showed a decrease of 75 per cent, Claude E. Schenck, owner, reported.

Bill Banning Daylight Time Passed by Illinois Senate

SPRINGFIELD, ILL.—A bill banning daylight time in Illinois has been passed by the state senate and sent to the house.

The proposal would require standard time all year 'round. Any local ordinances to the contrary would be made ineffective.

Nearly 500 communities, including Springfield, Chicago and many others of the larger cities, are operating on daylight time.

Sen. Everett R. Peters of St. Joseph, one of the bill's sponsors, said there is too much confusion caused by conflicting times. A Chicago senator said the measure was an invasion of home rule.

The legislation would be effective July 1.

Nomikos Answer July 15

CHICAGO—U.S. Judge Walter J. LaBuy has granted Van A. Nomikos, head of a circuit of seven theatres, until July 15 to file an answer to the percentage charges filed here recently by Paramount. The suit charges Nomikos underreported boxoffice receipts due Paramount on pictures placed in his theatres on a percentage basis.

Elwood Theatre Change

ELWOOD, IND.—Roy Bales has sold his Main Theatre here to Herman Booth of Indianapolis. The house was then closed for extensive remodeling. Bales' son Gene will continue as assistant manager with John R. Hammitt as operator.

Otises Buy Sidell

SIDELL, ILL.—Mr. and Mrs. Paul Otis have taken over operation of the Sidell from Mr. and Mrs. Cleve Nelson, who had had it since last September.

Floods Peril Theatres Third Time in Month

ST. LOUIS—The third of a series of disastrous floods is rolling down the Mississippi and Missouri valleys toward St. Louis and the lower valley of the joined rivers and the vicinity of Cairo, Ill., and New Madrid, Mo.

There will be a repetition of the situation at Canton and Hannibal, Mo., which caused the closing of the theatres in those cities and at Elsberry and Clarksville, Mo., Quincy, Ill., and various other points along the two big rivers.

Already in their fourth week the floods had done total damage of more than $100,000,000 and the end is not yet in sight. Upwards of 1,000,000 acres in Iowa, Illinois and Missouri have been flooded in the series of floods and it is anticipated that many additional acres will be under water as more levees give way under the long strain.

In Iowa, Ottumwa and Eddyville have been hardest hit by the high water, while Canton, Mo., has already been flooded three times. At Hannibal, where the Star had been forced to close, much of the business district was under water this week for the third time. Critical situations were developing in Trenton, Princeton and Chillicothe once more.

Later in the week such towns as Morrison, Mokane, Hermann, Washington and St. Charles along the Missouri were expecting new floods of near-record proportions. In Morrison the M.W.A., operated by M. E. Redeker, and the new Mokane under construction in Mokane, Mo., may both experience some difficulties.

Buchanan and Buckley End Partnerships With Circuit

SUPERIOR, WIS.—Dissolution of partnerships between the Minnesota Amusement Co., Harvey C. Buchanan and Frank Buckley in the operation of the Palace, Peoples and Princess theatres, will become effective June 28, according to an announcement by Harry B. French, president of the Minnesota Amusement Co.

The circuit will continue to operate the Palace Theatre, and H. C. Buchanan, who is divesting himself of all theatre interests in Superior, is expected to join the company as manager of the Palace. Frank Buckley becomes sole owner and operator of the Princess and Gust Carlson, former manager of the Peoples Theatre, takes over operation of that house.

Theatair Drive-In Opened

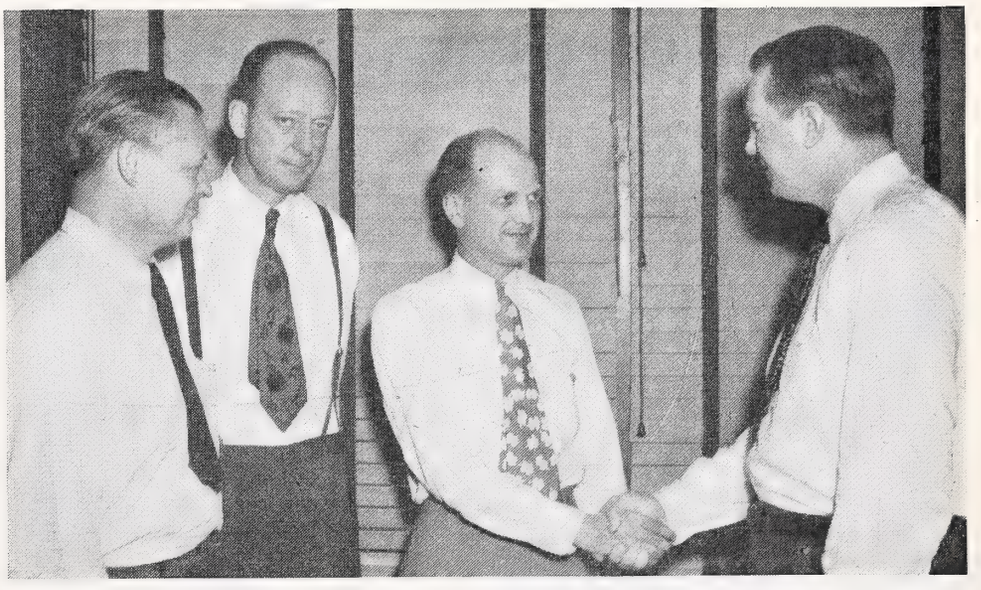
NEW ALBANY, IND.—Although construction has not been completed, the 800-car Theatair Drive-In, operated by Municipal Enterprises Corp. of Indianapolis, has gone into operation near here. Work is continuing on the restaurant, which also has a banquet hall for private parties on the second floor. The theatre covers 20 acres and is being managed by Keach McAllister. Top men of the Municipal Corp. are Finley I. Isler, president; Dr. Marvin Sandorf, vice-president, and Robert Horned, general manager.

Screen Moved at Crown Point

CROWN POINT, IND.—Roy Eshelman, manager of the Palace and Rex theatres here, has moved the screen at the Rex from its position at the southern extremity of the auditorium to a centered position nearer the audience. Other recent improvements include new carpeting and new auditorium doors.

Free Films in Springfield

SPRINGFIELD, ILL.—One-half of the free movie fund of $1,000, sponsored by Mayor Harry A. Eielson, was raised in the first three days of the week following its announcement. The plan is to show free motion pictures on Saturday mornings from July 5 to September 5 as a reward for kids "on their good behavior" during the summer months.



TIDBIT FOR TOMMY—Tommy Goodman, Paramount's booking manager at Indianapolis, is shown receiving congratulat ons from Division Manager James J. Donohue upon induction into the company's 100 Per Cent club. Left to right: Allen Usher, district manager; G. R. Frank, branch manager; Goodman, Donohue.

CHICAGO

Rodney Bush, 20th-Fox exploitation chief, is in town ready to wrap up all arrangements for the world premiere of Georgie Jessel's picture, "I Wonder Who's Kissing Her Now," at the Oriental July 3. June Haver, Martha Stewart, and Mark Stevens, who star in the picture, will be here for the premiere, together with Jessel, Joe Howard and others. Shots of the old LaSalle Theatre appear in the picture, which concerns the life of Joe Howard, the song writer. Howard, now about 80, lives in New York. The last time he worked locally was in Barney Franklin's Rathskeller on Clark near Madison, which was around the corner from the LaSalle Theatre, where many of his big stage hits were produced.

Paul Muni and his wife, pausing here between trains, hastily grabbed a sandwich and talked to the press boys, then dashed across the street to see "The Jolson Story" at the Apollo. "In Hollywood, we never get a chance to see pictures," explained the star . . . Milton Smith is now representing Irving Mack in Los Angeles, as they are trying to find a suitable location to open a branch office for Filmack Trailers.

Maurice Bergman, eastern advertising manager for U-I, was in town for a confab with Ben Katz, local exploiteer. Bergman was en route to Wawasee, Ind., to speak before the convention of Associated Theatre Owners of Indiana June 24th . . . Morrie Orr, western division manager of UA was in for a conference at local headquarters and returned east.

The Pump room at the Ambassador hotel took on all the aspects of a Hollywood set last weekend for the filming of a Technicolor travelog by James FitzPatrick and his camera crew. Peggy Cummins, the British lovely, and Lloyd Nolan, who were passing through, lent a professional air to the film, which included many local civic leaders. The picture will be released by MGM next fall . . . During the last week, such notables as Van Heflin, Susan Hayward, and Arleen Whelan of U-I stopped over briefly en route from picture location in Asheville, N. C. They are making "Tap Roots."

Leo Brandt, Eagle-Lion publicist is in the Detroit area to spark coming pictures . . . Norm Kassel, Essaness publicist, and Jack Belasco, Beau Brummel of Broadway and Diversey, drove to Grand Haven, Mich., for a few days rest, and to map out a campaign for the next Danny Kaye picture, "Secret Life of Walter Mitty," which follows "Miracle" at the Woods.

Opening day patrons waited four hours to see Desi Arnaz do his first stage show at the B&K Chicago Theatre. The train bearing Arnaz and his band through the flood area from Omaha arrived three hours late. But it made news on the city side of the dailies here. He was in the news on a number of stunts on succeeding days but the neatest stunt of all was the Latin press lunch for the critics. Desi did the cooking—on all burners.

A. G. Perretz, formerly with Filmack, has opened headquarters on the Row at 1325 S. Wabash Ave., and will distribute neon lighted advertising clocks to theatres. Tieups will be made with neighborhood merchants.

That sterling silver lighter the Chicago Theatre's press agent is so proud of is inscribed "Ed Seguin—In Appreciation—Billy De Wolfe." De Wolfe was the most cooperative and publicity-wise star to play the B&K flagship, says Seguin. Before leaving, De Wolfe promised to stop late in July to usher "Dear Ruth" patrons to their seats. He started in show business as an usher. The comedy star graciously accompanied Paramount's exploiteer, E. V. Fitzgibbon, to Minneapolis June 20 for a one-day publicity visit in behalf of "Dear Ruth" and "Perils of Pauline" before returning to his home in Massachusetts to continue his studio vacation.

William F. Rodgers, vice-president in charge of distribution for MGM, came in from New York for a conference with Burtus Bishop jr., who recently succeeded J. E. Flynn (retired) as western district manager . . . James R. Grainger, Republic executive vice-president in charge of sales and distribution, was in town for a three-day meeting with district managers.

Bill Snow, secretary to Dave Balaban, is recovering from an operation on his left thumb. An infection developed on the digit and Snow was forced to leave a piece of it at the hospital. He can still type with two fingers.

Harold Karneffel, assistant at the Will Rogers, has tired of postponing his wedding until he finds an apartment. He will marry Beverly Jones, former Iris cashier, July 16 and they will live happily ever after—even after they find a place . . . E. Charles Upton, son of Elmer C. Upton, B&K executive, wed Eleanor Kearfoot, June 24 at First Presbyterian church in Wheaton, Ill. The date should be a lucky one for the bride and groom because Upton senior celebrates his own 25th wedding anniversary then.

William Orr of the Warners studio talent department came in from New York on his way back to the west coast . . . Jack Kirsch, headed a delegation of exhibitors from Central states who left over the weekend to attend the convention of Allied Theatres and the testimonial banquet for Kirsch in Atlantic City.

'Jolson Story' Is Lauded By Better Films Group

CHICAGO—Columbia Pictures, producers of "The Jolson Story," have received the "sincere congratulations" of the Better Films Council of Chicagoland for the picture's record-breaking run at the B&K Apollo.

In a letter to Ben J. Lourie, Columbia manager, Mrs. Miriam Chesser, council president, stated: "The Better Films Council of Chicagoland wishes to express to you and Columbia Pictures Corp. their sincere congratulations on the very successful run of 26 weeks that your delightful musical film, 'The Jolson Story,' has achieved in one of the Chicago Loop theatres.

"We are especially interested in supporting this type of film which has a universal appeal for family audiences. 'The Jolson Story' should prove to be a Blue Ribbon winner in every theatre where it is exhibited."

New Haven House Opens

NEW HAVEN, IND.—T. J. Arrington has opened his new Arrington Theatre here.

The theatre was equipped by the National Theatre Supply Co. It has Simplex 4-Star sound equipment, Simplex E-7 projectors, Peerless Magnarc lamps, Hertner transverter, Crestwood carpet, American Bodiform chairs, American blower air conditioning, Walker P-M screen, Bausch & Lomb Super Cinephor lenses, trigger action ticket register and Johnson coin machine.

Ticket Limit Bill Introduced

SPRINGFIELD—A bill introduced in the state house of representatives provides that no theatre or other place of public amusement selling admission tickets shall sell or distribute tickets in quantities greater than the seating capacity of the auditorium, theatre or stadium. This provision is to pertain to both general admission and reserved seat policies. The bill has been referred to the committee on licenses and miscellany.

Incorporate Equipment Firm

SPRINGFIELD—Incorporation papers have been issued to Film Guild of America, Inc., 209 West Jackson Blvd., Chicago. It will have 25,000 shares of $1 par value common stock. Incorporators were Hubert L. Will, Frank F. Fowle jr., and Merrill Shepard. The company will deal in motion picture equipment.

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INDIANAPOLIS

Roy Bales, operator of the Main at Elwood, Ind., sold that house to Syndicate Theatres, Inc., of Franklin, Ind. The purchaser also operates the Vogue and Elwood in Elwood . . . Iva Moore, operator of the Orpheum, Mitchell, Ind., attended the funeral of her aunt in Detroit.

Herman Hellberg, 20th-Fox booker, has has been promoted to head booker, succeeding Clarence Ritzler, who has returned to St. Louis, his home . . . Oscar Fine of the Fine circuit at Evansville, is the father of a baby girl, born at St. Vincent's hospital, Evansville.

Charles Spargur jr., manager of the ad-sales department, 20th-Fox, is confined to his home with pneumonia. His condition is reported fair . . . Erwin Rau, of the Alice Theatre, Leitchfield, Ky., booked and bought . . . Salesmen recently visiting Columbia, Ky., report that rain is urgently needed to save the tobacco crop. Indianapolis could spare a little and not miss it.

Tim Dooley, formerly with 20th-Fox at Cincinnati, has been appointed booker at the local branch . . . Joan Miller is the new biller at Republic, and Philip Nesbit, manager's secretary, resigned and is leaving for Los Angeles . . . E. H. Austin, Austin, Versailles, booked . . . Ed Brauer, Republic manager, visited exhibitors in the Evansville area.

Tom Dillon, MGM cashier's clerk, reports the birth of a baby boy at Methodist hospital here . . . Paul Meloy, Strand, Shelbyville, was a Filmrow visitor . . . H. M. Sparks, encountered on Filmrow, says he will open his Strand Theatre at Edmonton, Ky., July 1.

Mrs. Ben Van Borssun, widow of the late Ben Van Borssun, has acquired the Lyceum Theatre, Terre Haute, from Boyd R. Bell, and will completely remodel and redecorate the 415-seat neighborhood house. Mrs. Van Borssun will manage the house and do the buying . . . B. Bennett, Bennett circuit, Fort Branch, was on the Row buying and booking . . . "Possessed," WB production, was trade-screened Monday.

Claude McKean, WB manager, and Charles Rich, district manager, went to Chicago for a session with the Gregory circuit, and to Louisville for a meeting with Fred Dolle of the Fourth Avenue Amusement Co. . . . Philis Warriner of Warners' contract department is on vacation . . . "The Two Mrs. Carrolls" moved from the Indiana to Keith's for an extended run.

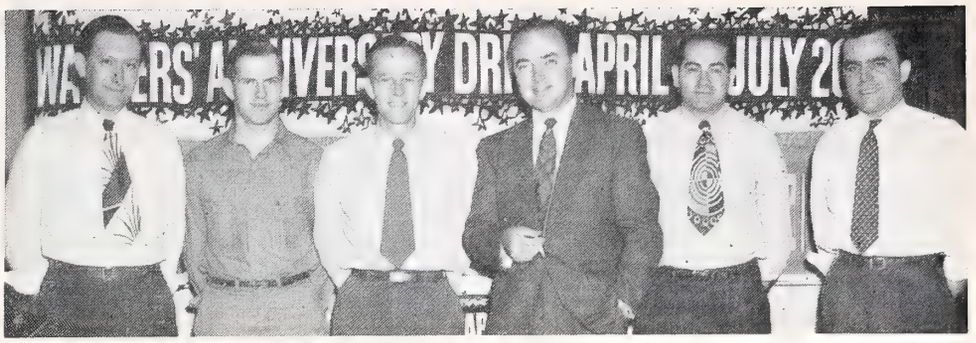
Elmer Donnelly, UA manager, spent several days in Chicago calling on circuit heads . . . Harry Hays, UA salesman, and Ray Thomas, office manager, were the guests of Milton M. Kreuger at a Cincinnati ball game . . . J. B. Stine, Garfield, Terre Haute, booked . . . Florence Whelan, manager's secretary at U-I, returned from her west coast jaunt . . . Bruce Kixmiller, Colonial and Indiana, Bicknell, booked and bought.

Milton Ettinger, former U-I salesman, is now office manager and head booker at the exchange . . . Laura Grimme, secretary to Manager Elmer Donnelly at UA, is vacationing at Atlantic City . . . Hilda Long, Hippodrome, Sheridan, booked.

Daniel Rosenberg, PRC-Eagle-Lion special representative, is at the local branch on business . . . Abe H. Kaufman, Fountain Theatre, Terre Haute, booked on the Row . . . Frank Carter of S&S Theatres, returned from an extended vacation on the west coast, reporting the weather somewhat dewy during his stay . . . Mary Wehrling, secretary to Manager George T. Landis of 20th-Fox, confined to his home by illness, is reported improving.

George Lefko succeeds Ralph Peckham, as Film Classics manager here. Peckham becomes manager at Atlanta . . . William Passen, Amuzu, Jasonville, Ind., booked and bought . . . Shirley Servaas of the S&S Theatres, and Ethel Bess, are spending their vacation in the Great Lakes region.

Members of the ATO of Indiana are urged in a letter from William A. Carroll, executive secretary, to promote the Indiana State fair by the use of a special trailer supplied by the fair board. Members are urged to run the trailer for a week between July 28 and August 30.



IN DIFFERENT KIND OF FIGHT—Six Indianapolis ex-servicemen, all officers in World War II and most of them boasting medals, have pledged their support in the Warner anniversary drive now in progress. The husky lineup, from left to right, Herbert Gaines, John Forsha, Ned B. Tilman, Jack Dowd, Jules F. Goldman and Jim H. Kaylor.

To Open Mokane House

MOKANE, MO.—Mr. and Mrs. L. W. McCall expect to open their Kingdom Theatre, a 250-seater, some time next month. They are remodeling the old Farmer's Bank Bldg. as a theatre and will show five nights a week, with matinees on two of those days. The McCalls operated a grocery store before the war.

Harry Lusgarten Winner Of B&K Golf Tourney

CHICAGO—Undaunted by months of daily rain, nearly a hundred members of the Balaban & Katz Employes club and guests turned out for the golf tournament last week at Mount Prospect.

Harry Lustgarten of the B&K booking department turned in the best card among the club members with an 89, followed by Jack DeWiggins and Ted Regelin with 90 and 92, respectively. There were 16 other prizes, among which was a golf bag won by Jack DeWiggins, and a pair of golf shoes which went to Jim Ellis, Crystal Theatre assistant manager. A Hollywood broiler won by Ted Regelin made his wife very happy and Mrs. Ray Thompson carried home a Flint cutlery set in token of her man's prowess on the links.

After golfing, dinner was served and the remainder of the evening spent in dancing and card playing.

Flexer Company Licensed

ST. LOUIS—Flexer Drive-In Theatres, a Delaware corporation, has been authorized by the secretary of state in Jefferson City to operate in Missouri. The company has received a permit to erect a drive-in theatre in St. Louis county.

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MILWAUKEE

Following reports that the Futuristic ballroom had been cased as a possible spot for another downtown theatre, Red Roberts, former local band leader, now managing the dance palace, advised all bets were off. After closing for extensive modernization, the spot continues as a ballroom, with extra facilities added for convention purposes.

Come July 11, the Telenews Newsreel Theatre, (the sole such house in town), unveils as the 12th such Telenews spot under Alfred Burger's flag, with Thurston Wayner managing. A recreation room boasting a radio station, newsreel programs running an hour, daily openings at 9:45 a. m., continuing to midnight plus a late Saturday night show, will be features.

John Lenehan, Paramount booker, vacationed . . . Dave Ross, veteran MGM salesman, has left . . . Jim Mooney, UA field auditor, is here . . . Walter Baier, Fort, Fort Atkinson, and his brood returned from a coast vacation joining California's chamber of commerce in raves about the weather . . . Ollie Trampe, Monogram booker, had a ringside seat at his best friend's wedding, and is weakening a bit on the same score.

Maury Orr, UA western division manager, stopped over for a huddle with Bob Allen, local manager . . . Jack Bates, Republic booker and office manager, vacationed . . . Bill Griffiths, Columbia booker, dashes around in his newly acquired convertible . . . Nick Michales, Main Street, Racine, brought a suntan back from California . . . Phyllis Ruesch, Paramount contract clerk, received that star stone from Tommy Beltser, Film Service driver, but the durn thing was too tight. Phyllis is having it enlarged.

Joe Reynolds, Oriental manager, made news again with his public speaking before those active women's film organizations . . . Virginia Wells, Wausau's Hollywood success gal, appeared on Stars of the Afternoon, coast radio show, and pitched for the home town.

Otto Trampe, IATSE business agent, was operated on again and is recuperating . . . Frankie De Lorenzo, Alhambra projectionist, chipped an ankle bone . . . Harry Boesel, FW downtown district manager, said "I do!" with onetime Palace treasurer Betty Sierck . . . The IATSE offices had a face-lifting and paint job . . . Eskin Theatres did right well with "Story of the Pope" at the Pabst and now national distribution is under way.

Manny Arnstein, Theatres Candy warehouse manager, formerly was a Warner Theatres toiler . . . Winnie De Lorenzo of Quality Premiums has added some attractive short deal Miami Palms refreshment sets for theatre giveaways . . . The Crescent, Shawano, installed a modern air conditioner . . . Carl Thelin's theatrical and advertising sign firm snared new quarters just in time to bat out display stuff for the national industrial advertisers' convention.

Booking on the Row: Bob Guiterman, Capitol, Manitowoc; Eddie Moyle, Delft circuit, Marquette; Bill Charboneau, Prairie du Sac and Fennimore; W. Radamacher, Mode, Waterloo; W. C. Fischer, Campo, Campbellsport; Joe Malits, Eighth Street Theatre; Barney Sherman, Douglas, Racine; J. Juell, Garden, South Milwaukee; Bill Ainsworth, Fond du Lac; Billy Pierce, Savoy; Walter Baier, Fort, Fort Atkinson; Sid Margoles, Regal.

"The Egg and I" pulled such topflight business at the Warner in its second stanza, that the opus went into the third, shattering records on all sides . . . Pat Flaherty, winner of Milwaukee's doll face contest and now a thrush with the Harry James band, came in for hellos.

Milt Abram of Film Arts vacationed for 15 minutes the other day, and hasn't been the same since. Said Abram: "Relax? What for? I get three hours sleep each night. And besides, flying relaxes me plenty. Anyhow, I'm taking a five-minute vacation next month." . . . Erv Clumb, Towne publicist, reports inauguration of a James Mason fan club.

"Music Under the Stars" concerts at Blatz Music temple, Washington park, opened with Alec Templeton, with Lauritz Melchior following. Jerzy Bojanowski again functions as musical director of the Stars symphony orchestra . . . Red Edinson, Eagle-Lion publicist, Minneapolis, was thumping "Lost Honeymoon," and set up screenings on the picture.

"Oh for goodness' sake" department: "Doll Face" Stanisch, "Kewpie" Koutnik, "Cracker Hacker" and your scribe, known to intimates as "Shakespeare," will play a golf match for the Why Not Annex West Allis to Milwaukee Now? drive fund . . . "Kewpie," manager of the Paradise, West Allis, will use cigar lighters for tees, while "Doll Face" will pick up the check as usual . . . Jean Mathson is now MGM's hello girl and file clerk . . . Dave Schooler, who killed them at the Wisconsin years ago, is a WB talent scout now, out of Chicago.

UP!

GOES THEATRE REVENUE

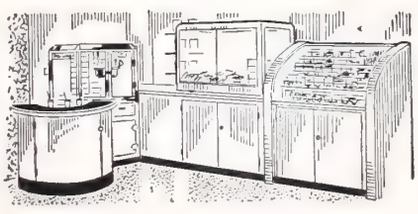
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1. Equipment evolved through post-war engineering methods.
2. The finest candy bars and confections, in unlimited quantity.
3. Highest quality hybrid popcorn and top-grade cocoanut oil . . .

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SERVING THE MIDWEST'S FINEST THEATRES



1920 E. Kenilworth Place — Milwaukee, Wis.

Branches in principal exchange cities.

Chicago Holdovers Take Bad Beating

CHICAGO—Business was down generally last week. Holdovers took it on the chin, most of them bowing out at midweek to make way for new attractions. Among the newcomers, "Copacabana," on the screen, plus a stage show headed by Jayne Walton, had a fair first week at the Oriental, and "Miracle on 34th Street," at the Woods, had a good first week. "The Late George Apley" got off to a fair start at the United Artists, and the RKO Palace wit ha twin bill "Honeymoon" and "Dick Tracy's Dilemma" did above average. The Chicago had a fair second week with the much-publicized Billy De Wolfe heading the stage show, plus "Framed" on the screen. "The Egg and I" at the RKO Grand held up pretty good in its fourth week. "The Jolson Story" at the Apollo slipped a bit in its 25th week, but sails into a 26th and final week, which is an all-time record for Loop houses. "The Great Waltz" returned to the World Playhouse for a couple of weeks and was doing okay, while "Dillinger" in a 4th downtown week was holding up above average at the Rialto.

(Average is 100)

Apollo—**The Jolson Story** (Col), 25th wk.....110
Chicago—**Framed** (Col), plus stage show, 2nd wk. 130
Garrick—**Calcutta** (Para), 5th d. t. wk..... 95
Grand—**The Egg and I** (U-I), 3rd wk.....115
Oriental—**Copacabana** (UA), plus stage show....135
Palace—**Honeymoon** (RKO); **Dick Tracy's Dilemma** (RKO) 105
Rialto—**Dillinger** (Mono), 4th d. t. wk.....110
Roosevelt—**The Two Mrs. Carrolls** (WB), 4th wk... 95
State-Lake—**Duel in the Sun** (SRO), 5th wk.....100
Studio—**The Women Condemned** (Variety); **Her Spendid Folly** (Var) 105
United Artists—**The Late George Apley** (20th-Fox) 110
Woods—**Miracle on 34th Street** (20th-Fox).....130
World Playhouse—**The Great Waltz** (MGM), reissue, 6th d. t. wk. 110

'Barbaree,' 'Two Mrs. Carrolls' Best in Weak Indianapolis

INDIANAPOLIS—Business was spotty last week. Loew's topped the list with "High Barbaree" and the Indiana did all right with "The Two Mrs. Carrolls." Aside from the two houses, grosses were poor. Neighborhood houses are complaining of poor business.

Circle—**Love and Learn** (WB); **Decoy** (WB)..... 60
Indiana—**The Two Mrs. Carrolls** (WB); **Winter Wonderland** (Rep) 100
Loew's—**High Barbaree** (MGM); **The Millerson Case** (Col) 110
Lyric—**That's My Man** (Rep); **Calendar Girl** (Rep).. 60

'Egg' Boils Merrily Along To Set Milwaukee Mark

MILWAUKEE—"The Egg and I" in its third week at the Warner, continued to pile up heavy grosses, following outstanding business the first two weeks. This picture has shattered house records to date. The Alhambra, featuring Fantasia, had a strong week.

Alhambra—**Fantasia** (RKO), reissue, 2nd wk.....100
Palace—**Blaze of Noon** (Para); **Millie's Daughter** (Col) 95
Riverside—**That's My Man** (Rep); **Calendar Girl** (Rep) 90
Strand—**Miracle on 34th Street** (20th-Fox); **Framed** (Col), 2nd d. t. wk..... 90
Towne—**New Orleans** (UA) 95
Wisconsin—**The Ghost and Mrs. Muir** (20th-Fox); **The Thirteenth Hour** (Col) 95
Warner—**The Egg and I** (U-I), 3rd wk.....135



STANCH REPUBLIC-ANS — Jack Frackman, Republic manager at Milwaukee, discusses new product with Jack Bates, left, office manager and booker, and Art Krauss, salesman.

De Kalb Theatre Bombed; Police Seek Racketeers

DE KALB, ILL.—Police have failed to find the men who threw a bomb into the hallway of the Fargo Theatre. It damaged the theatre as well as nearby property. Police said they suspected labor racketeers. Management of the Fargo was taken over by George O'Brien shortly before the bombing.

Durwood Remodeling Gem

JEFFERSON CITY—Work has begun on remodeling of the Gem Theatre, Durwood house which has been closed for many years. It will have a new front and interior and is to be open in 60 days. Durwood also has the State and Capitol here.

Alliance Reopens Rex

ROCHESTER, IND.—The Rex, closed for three years, has been reopened here by the Alliance circuit. Lisle Kreighbaum is local manager for the circuit.

Ansell's First Picture Is Almost Completed

MEXICO CITY—Here to give the finishing touches to his initial production, "Women in the Night," is Louis K. Ansell, exhibitor of St. Louis, Mo. Producer Ansell and Director William Rowland have been busy for two weeks at the local Estudios Churubusco revising the final editing of the film.

With the editing job completed Raul Lavista, one of Mexico's leading scorers, will start recording background and incidental music. Lavista's last job was "La Otra," a Mexican production.

"Women in the Night" is Exhibitor Ansell's first venture in production. He is well known in St. Louis as the top half of Ansell Bros. Theatres there.

The cast of "Women in the Night" includes Tala Birell, William Henry, Richard Loo, Virginia Christine, Bernadine Hayes and Gordon Richards. It was made in Ensenada, Lower California, just south of the border, with a Mexican staff.

With his experienced exhibitor eye angled for the boxoffice, Ansell has kept exploitation in mind throughout the production job.

Youth Council Production Being Filmed at Madison

MADISON—Robert Disraeli, New York producer, arrived here with his production staff and camera crew to begin work on a Youth council film, to be used as an educational medium distributed by the National Social Welfare assembly.

A large number of local people will take part in the filming of the play, which will depict youth activities in Madison. Actual filming is expected to begin July 7 and the project will be completed July 25, after which its world premiere will be held here.

No Seat for Own Premiere

Bennett Cerf in Saturday Review of Literature.

In Paris, Jean-Paul Sartre sent out invitations to the swanky premiere of his dual bill, "The Tombless Dead" and "The Dutiful Prostitute," forgot to hold one for himself, and was refused admission at the gate.

Opens House in Gainesville

GAINESVILLE, MO.—G. R. Crisp has put his new theatre into operation here. It is a 400-seater and is operating on a full Saturday and Sunday schedule and evening shows the remainder of the week.

This Exhibitor Says—

Gentlemen:

Wouldn't be without the BOXOFFICE from big shot to small fry. It's a leader in promotion to better business. Thanks tremendously.

Faithfully yours,
(Signed) JACK CRAWFORD,
Lewiston Theatre,
Lewiston, Mich.

Chicago Chapter Ends First Year



Chicago Cinema lodge, B'nai B'rith, celebrated its first anniversary and climaxed an eventful year with a membership meeting and smoker Friday night (20) in the Congress hotel in Chicago. New officers for 1947-48, who will be installed at the first fall meeting September 18, are shown here. They are, left to right, first row: Harris Silverberg, chaplain; Lou H. Harrison, honorary president; Sam Levinsohn, vice-president; Manny Smerling, vice-president; Jack Kirsch, president, and E. L. Goldberg, vice-president; back row, Lou Abramson, recording secretary; Al Bartelstein, warden; Herb Lustig, assistant chaplain; Lester Simansky, guard and I. J. Silverman, treasurer.

In its first year the organization reached a membership of more than 880 and officers expect the roster will reach 1,000 by fall, according to Levinsohn, chairman of the membership committee.

A talk by Kirsch was followed by a program of entertainment featuring Chicago's finest night club performances, refreshments and card playing. Gerald Wartell headed the arrangements committee.

Officers and directors will be installed September 18. Directors are J. F. Arman, Ralph Berger, M. M. Blumenstock, H. Busch, Ben Banowitz, Victor Bernstein, A. Davidson, J. Fischer, M. Glaser, H. A. Gorney, M. M. Gottlieb, Charles Gross, N. W. Zinner, R. Hirsch, Sam Honigberg, Jack Irving, Simon Lax, Louis Linker, Ben Lourie, J. Rafilsom, Norman Silverman, A. Simon, George Topper, Gerald Wartell and Edward Wolk.

ST. LOUIS

Clarence M. Turley, secretary-treasurer of the St. Louis Amusement Co. attended the 40th annual convention of the National Ass'n of Building Owners and Managers in Boston this week. Turley is past president of the organization and chairman of the 1948 convention location committee.

Nicholas J. Bakewell and Charles Hohman have finally found a location they can use for their proposed professional summer theatre. They have leased a lot in the commercially-zoned area in Ladue and will open with "Personal Appearance" July 1. They will follow this with five other plays, each to run 12 performances. An audience of 500 will be accommodated on a hill sloping down to the stage.

Max E. Youngstein, director of advertising, publicity and exploitation for Eagle-Lion, has returned to New York City after conferring with St. Louis circuit operators on publicity and advertising for "Repeat Performance."

Phoebe Davis who operates the World, is finally going through with her plans for the establishment of a floating restaurant, with floor shows, etc., to be located on the river front. At the St. Louis Shipbuilding & Steel Co.'s yards, a former dredge boat of the war department is being rebuilt, and by early fall St. Louisans may dine on the Mississippi as they enjoy a good meal, refreshments and a floor show. Phoebe once blocked in her efforts by failure to secure a liquor permit, this time got the permits first and then arranged to have the "Fort Gage" converted to her program.

"Mom and Dad" is in its eighth consecutive week at the World, with business still holding up very well despite the streetcar and motorbus strike, the management reports.

Miller Hageman, founder of a publicity agency at 301 Pine St., died in the City hospital of heart disease June 28. He was 63. He handled the publicity for the St. Louis centennial celebration in 1909 and was one of the first planners of the famed Municipal Opera in Forest park.

The Wehrenberg-Kaimann theatres, 23 in number, have been using this intriguing message as part of their regular advertising space in the St. Louis daily newspapers: "Take a Movie Vacation. A Few Pennies Not Dollars Is All You Need. Try It. Attend These Theatres."

The Melvin, operated by Andrew Zotos, has a neighborhood merchants gift night each Monday night. Some of the patrons share in the gifts made available by the merchants, who, of course, get a plug on the theatre's screen. It hails back to the pioneer days of the motion picture business but apparently still works in certain neighborhood houses, especially when business slumps off.

Maurice Schweitzer, resident manager for Paramount Pictures and his sales staff are looking forward with eager anticipation to the Paramount leadership drive which opens August 31. Schweitzer says, "We are serving warning on other film centers, the local Paramount organization is hotter than the world champion St. Louis Cardinals, who are currently burning up the National league."

M. W. Hughes Installs Anew

ASTORIA, ILL.—New projectors, sound and screen have been installed in the Colonial by M. W. Hughes.

With Deanna Durbin

Dick Haymes will topline opposite Deanna Durbin in Universal's "Up in Central Park."

Chicago Seen as Hub Of Tele-Film Studios

CHICAGO—There is a strong possibility that Chicago may become the production center of films made exclusively for television. This is the opinion of Ardien Rodner, president of Television Advertising Productions Co., with headquarters here. He bases this opinion on the fact that Hollywood still refuses to release its top production and as yet has made no effort to provide special film for the new medium. Rodner's organization is producing low-cost film for the use of television stations, specializing in commercials, but later plans to add 15 and 30-minute dramatic shows to its production schedule.

Sex Vies With Trick Horse As Western Drawing Card

Leonard Spinrad in the New York Times.

The horse opera is generally presumed to be the oldest and least changing category of film entertainment. Actually, however, styles in westerns have undergone five distinct variations and are currently, to the accompaniment of considerable hoopla, entering a sixth.

Having discovered that adults as well as small boys were entranced by the west, the movies finally got around to producing westerns with sex. The clinch challenged the trick horse as standard equipment . . . The cowboys are still galloping but they are taking time out to act like human beings. And if you want to know what's happening to the nonkissing, all-pure and uncomplicated hero with a horse twice as smart as he is—well, pardner, "he went that-away."

Great Northern Building Will Be Sold June 30

CHICAGO—The Great Northern Bldg., which houses the Great Northern Theatre and the Majestic hotel, will be sold in a tax foreclosure proceeding June 30. The properties, at 21-29 Quincy St. and 20-28 West Jackson Blvd., are owned by Ben and Harry Gold, who have announced their intention of spending $700,000 in a rehabilitation program. They have offered a minimum bid of $122,000 to settle a tax delinquency of $206,000 principal and $392,000 of accrued penalties. The sale was set for June 24, but was delayed to allow time for legal advertising. The theatre has housed legitimate attractions for many years and for the last three years has been operated by the Shubert organization.

First Runs in Indianapolis Change Sabbath Openings

INDIANAPOLIS—The five first run theatres here, Loew's, Circle, Indiana, Lyric and Keith's, have announced a new Sunday opening time for summer. Doors will be open at 12:45 p. m. with shows starting at 1 p. m. The new policy will prevail until after Labor day. Regular daily opening at 10:34 a. m. will continue.

Summer midweek matinees are being held on Monday at the Fountain Square and Thursdays at the Granada, continuing until schools reopen. The matinees are continuous from 1:30 p. m. at both theatres.

Harry Douglass Vacationing

DANA, ILL.—Harry Douglass, owner-operator of the Dana Theatre, was due back here from a month's vacation with his wife and three children in California.

From the BOXOFFICE FILES

• • •

(Twenty Years Ago)

CIRCUIT JUDGE Robert W. Hall of St. Louis has undertaken the difficult task of deciding at what temperature patrons of motion picture theatres can comfortably view their favorite screen stars in the winter season.

Samuel G. Hoffman's lease on the Delmonte Theatre, Delmar boulevard, near Clare avenue in St. Louis, is under consideration in a suit for $10,000 damages, with the Del Monte Investment Co. as defendant. Hoffman claims the owners did not operate the heating plant properly and because of this he was compelled to suspend operations.

* * *

George Curtis, well-known comedian and theatrical manager of Duquoin, Ill., died recently. He had been visiting a friend who is in the jewelry business, drank the contents of a glass containing a poisonous liquid metal cleaner and died soon after. Curtis was 45.

* * *

Leo Keiler has sold his Elite and Cozy theatres in Metropolis, Ill., to J. A. Gibbons. Keiler also disposed of his Orpheum Theatre in Fulton, Ky., Levi Chisholm being the purchaser . . . The Nox Theatre, Carrier Mills, Ill., and the Lincoln at New Berlin, Ill., have been closed indefinitely . . . Homer, Butler & Wiegard are the owners of the New Theatre, Hillsboro, Ill. . . . The Community Airdome has been opened in Hoyleton, Ill. . . . Hayes Stifel has purchased the Pastime Theatre of Kansas, Ill., from Ray De Lat.

Showmen in Kentucky Will Elect by Mail

LOUISVILLE—The Kentucky Ass'n of Theatre Owners will elect 13 directors July 11. Members will cast ballots by mail, with the deadline set at 10 a. m. on that date.

Nominees for two-year terms from the nine congressional districts follow: First district, Jack Keiler, Columbia Amusement Co., Paducah; second, W. E. Horsefield, Morgan Theatre, Morganfield; third, Fred J. Dolle, Fourth Avenue Amusement Co., Louisville; fourth, C. S. Caldwell, Caldwell Theatres, Cave City; fifth, Tom Hill, Broadway Theatres, Covington; sixth, Willard Gabhart, Harrodsburg; seventh, Joe Isaacs, Kentucky, Theatre, Whitesburg; eighth, A. J. Sexton jr., Alfon Theatre, Ashland; ninth, Charles R. Mitchell, Barbourville Amusement Co., Barbourville.

Nominees for directors-at-large for two-year terms are Andy Anderson, Photoplay Theatres, Hartford, W. Freeman Smith, Kentucky Theatre, Cadiz; Lew Hensler, Schine Theatres, Lexington, and Ned Green, Legion Theatre, Mayfield.

Butterfield Shifts Pilots

SAGINAW, MICH.—Shifts for three managers were made here by the Butterfield circuit. Frank C. Bremer was moved from the Michigan to the Mecca, Paul Martin from the Mecca to the Franklin, and Nelson C. Lund from the Franklin to the Michigan.

To Open in Boom Town

CUBA, ILL.—Floyd Merritt, owner-operator of the Fulton for ten years, has left for Niagara, booming Wisconsin paper mill town, where he will open a new house.

Business Outlook Bright For Southern Illinois

ST. LOUIS—Motion picture theatre owners as well as other businessmen in southern Illinois found cheer in a report by Prof. R. Nolen of the University of Illinois to the university's committee on southern Illinois development. The report revealed that the southern Illinois banks now have an all-time high for deposits of $16,000,000 and in addition the men and women of the southern section of the state hold many millions in war savings bonds and other securities and in money in circulation. The resultant overall picture is very favorable to business expansion and should attract new business concerns to that section of the Prairie state.

Ax Misses Chicago Bill

SPRINGFIELD, ILL.—A bill giving Chicago greater licensing and taxing powers escaped the recent wholesale legislative slaughter here, in which the Illinois house killed 200 proposed measures.

Kahoka Re-Equipped

KAHOKA, MO.—New sound and projection equipment was installed in the Kozy by Arthur Blum. The installation was made by the Ballantyne Co. of Omaha.

Higher Prices in Fort Branch

FORT BRANCH, IND.—Increased prices went into effect at the Star June 15. The new schedule is 40 cents for adults and 20 cents for children.

To Prepare Screenplay

Paramount has inked Harry Clork to prepare the screenplay of "The Sainted Sisters."

TOP HITS *of the Week*

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BOXOFFICE BAROMETER

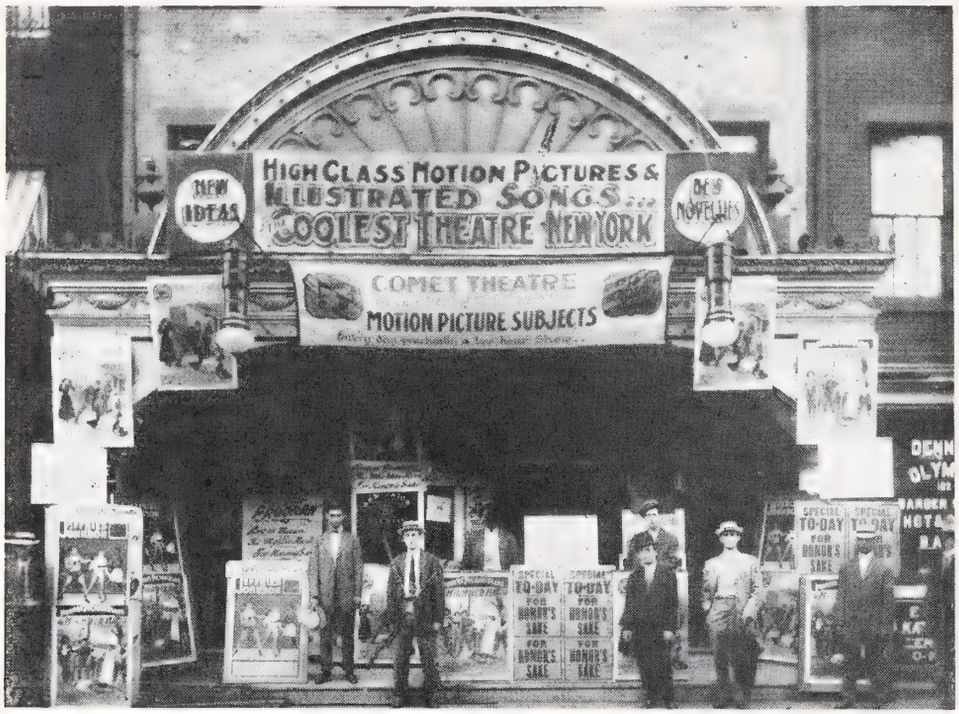
First Run Reports

These percentage reports on actual showings in 21 leading cities are invaluable to every exhibitor.

Covering 41 pictures Every week

in BOXOFFICE

'Perils of Pauline' Back at Comet In New York After 33-Year Span



THE VALUE OF ADVERTISING—Grant William Anson, who opened the Comet Theatre, 100 Third Ave., New York, 35 years ago, went in for advertising in a big way. This is how the front of the theatre looked during the early days of the industry. That was the time when Pearl White serials and boxing films packed them in. The Comet is still operating, but there are no displays in front of the house. Photo made before World War I.

From Eastern Edition

NEW YORK—"The Perils of Pauline" is now back at the Comet Theatre here after close to 33 years. This time "Perils" is not a 20-chapter thrill packed serial, but a Paramount feature with Betty Hutton as Pearl White, serial queen from '14 to the middle '20s.

Mrs. Ruth Anson, operator of the house recalls the hordes of excited youngsters that would wait outside the Comet to see the serials. "The theatre was so crowded at times that the children would sit on the old upright piano and interfere with the pianist," she said.

Paramount's "Perils" was screened for representatives of the newspaper, magazine and radio press at the Comet on Tuesday, June 24, following a luncheon at the Hotel Astor. The preview audience was transported to the theatre in old automobiles and hansom cabs. A chapter of "The Exploits of Elaine," another serial produced by Pathe Exchange, Inc., and released in 1915, and an old newsreel also was shown.

Pearl White thrilled Comet audiences in such serials as "The Fatal Ring," 20 installments, released in 1917; "The Black Secret," Pathe, 1919; "The White Moll," Fox Film Corp., 1920; "The Tiger's Cub," Fox, 1920; "Plunder," Pathe, 1923.

The Comet has changed very little since the early days of the industry. It is one of the oldest theatres in town. It was built in 1860 and was operated for a number of years as a music hall, the Sans Souci. William Grant Anson bought the four-story music hall building 35 years ago.

The house is located at 100 Third Ave., between 12th and 13th streets. It is south of the Gramercy Park residential section and north of the Bowery. The Third Avenue elevated trains roar by in front of the theatre. The house seated only 300 before the owner broke through the rear wall to add 200 seats and lengthen the auditorium.

Mrs. Anson took over operation of the Comet and another theatre, the Star, when her husband died in October 1942. She knew little about exhibition when she started, but in the past few years she has installed new seats, new flooring, has done a small remodeling job on the lobby and has installed two new projectors.

Anson played all the Pearl White serials during his early years as an exhibitor. The program was changed daily in those days—and still is.

The Comet may boast the most steady patronage in town, or perhaps in the U.S. Many of Mrs. Anson's patrons have been attending the theatre since it opened. Some attend daily. One elderly gentleman was an actor at the Sans Souci and keeps coming back to revive old memories, Mrs. Anson said.

THEY LIKE 'EM RAW

The theatre has been operating on an action policy since it started. First the youngsters clamored for serials. Later when the neighborhood grew poorer the patrons still demanded action pictures. Westerns were the answer, and the Comet never deviates from its policy of showing at least one sagebrush saga a day. There aren't enough westerns around, Mrs. Anson said, so we have to repeat. "But the audience doesn't mind."

Another thing that has changed little at the Comet is the admission price. When the house opened the standard rate was five cents. After World War I it went up to ten cents. Now the lowest rate is 14 cents weekdays up to 5:00 p. m. It goes up to 23 cents for late Saturday and Sunday admissions. This includes taxes.

The Comet also has a candy butcher. Nissim Levy has been hawking ice cream, candy bars, soft drinks and old-fashioned pretzels (bagels) in the audience for the past 20 years. His brother operated the concession for six years before him.

Levy knows all the steady patrons, though he can't understand why anybody would want to spend seven days a week in a theatre. He starts work at noon and quits when the house closes at 11:30 p. m.

Sound was installed in 1929. Mrs. Anson said the audiences didn't "take to it" immediately.

Mrs. Anson doesn't devote much attention to exploitation. Her patrons know there will be a new show every day. Stills from pictures set for the entire week are displayed in the lobby.

The Comet did go in for exploitation in a big way during the Pearl White period. Mrs. Anson recalled one stunt. Her husband had booked a film with a prison background. A pasteboard electric chair was placed in front of the theatre. A man dressed in a striped prisoner's suit was seated in the chair. "In those days exploitation of this sort was effective," she said.



Sennett Films Revived By Grand International

From the New York Times Magazine.

To many of today's most devoted young film fans, the name Mack Sennett is completely unknown, though he was one of the American film's greatest inovators—the inventor of slapstick comedy. To celebrate the 50th anniversary of the first motion picture camera patent this month, Grand International Pictures is reviving several of Sennett's celebrated two-reelers, refurbished with sound effects and music. In them youngsters will see all the Sennett hallmarks—custard pies, vaudeville cops, hairbreadth escapes—and discover for themselves what made mother and father laugh 30 and more years ago.

'Duel' Sets Record For Single Week

MINNEAPOLIS—"Duel in the Sun" has won the distinction of grossing the largest total of any one picture here in a single week. It was helped to the honor by being played in two downtown houses, the Century and Lyric, simultaneously, the first time any screen attraction ever has played more than one key house at the same time. Another help was its increased admission scale—90 cents for matinees, $1.25 for nights and 50 cents for children. The reduced teen-age admissions do not apply for this picture.

At the eleventh hour the Minnesota Amusement Co. decided on a $1.25 top instead of the $1.50 originally planned. The reason, it was explained, is that $1.25 is the top in nearly all other cities.

Advertisements said the picture is not recommended for children but at the same time listed the children's price.

In all of the numerous day and date openings in the territory, the picture has been doing record-breaking business, according to Charles Wiener, SRO representative.

Ralph Maw, Son Hailed For Saving Trio in Lake

MINNEAPOLIS—Ralph Maw, MGM district manager, and his 14-year old son Richard landed on the newspapers' front pages and had their pictures published, too, after they rescued three persons from drowning in Lake of the Isles near their home here.

They were on the shore near their outboard motor-equipped boat when they sighted the trio thrashing about in the water alongside an overturned canoe. In their boat Maw and his son reached the two men and woman in jig time.

Richard dived into the water to hold up a 30-year-old student nurse until his father could grab her by the hair and pull her into the boat. They also succeeded in getting the two men into the boat.

Arch Hosier, Tony Matricci Buy Cine Theatre Supply

ST. LOUIS—The Cine Theatre Supply Co. here operated up to this time by the motion picture theatre equipment section of the Radio Corp. of America, was recently sold to a corporation formed by Arch Hosier and Tony Matricci. Both have had a long association with theatre equipment business in St. Louis. Hosier was formerly field engineer with Western Electric and Altec Service Corp. Matricci is the owner of the Uptown Theatre in St. Louis.

Art Pugh's Theatre Burns In Columbus, Kas., Fire

COLUMBUS, KAS.—In a $100,000 fire early Monday morning the State Theatre here burned to the ground. The fire, beginning a little after 1:00 a. m., destroyed three two-story buildings and the theatre, owned by A. W. Pugh. Also destroyed were a restaurant, four apartments and offices of three business firms.

Leave PRC-Eagle-Lion

MINNEAPOLIS — Conrad Kriedberg and Joe Behan, PRC-Eagle-Lion salesman and head booker, respectively, have resigned. No successor to Kriedberg has been named yet, but Harold Rosenberg and Roy Cohen, trainee bookers, are handling Behan's former duties.

North Central Lashes Out At 'Super-Top' Prices



PREFERS DIGNITY—Thomas Boyle of the Capitol Theatre in Clinton, Iowa, deplores the indecorous manners and attire of the modern theatregoer. "In the good old days," says Boyle, "going to the theatre was a ceremony. Women came in their best finery and men with top hats and tails. What a contrast today. The theatre is not respected, with men coming in shirt sleeves and sport clothes and women in slacks. If I had my way I wouldn't admit a woman in slacks."

MINNEAPOLIS—North Central Allied has trained its guns on what it calls the "super-top" basis being used by distributors. In effect, NCA calls this device as vicious as percentage which they are demanding on a flat using it in preference to percentage in order to get larger returns from the exhibitors.

The attack was made in a bulletin issued by North Central. The bulletin brands the "super-top" basis (from one-and-a-quarter to one-and-a-half higher than the regular top bracket) "a trick."

"Distributors are using this trick increasingly, in lieu of percentage, because they read the sign of the times (decreasing grosses) and know they will never get the returns on percentage which they are demanding on a flat rental basis," the bulletin declares.

"A very few pictures are rolling in big money. These, however, are sold on such terms that, regardless of the business they do, the exhibitors make little or no money and, in fact, are worse off in that they establish higher flat rentals for the large volume of mediocre pictures.

"Of course, flat rental of pictures, rather than terms of 40 and 50 per cent, is the only salvation of the exhibitor. But extreme care must be taken lest flat rental prices go sky high and the exhibitor's last state becomes worse than his former."

More cautious buying is urged by the bulletin because of an alleged boxoffice drop which, it says, "is a clear and definite warning to any exhibitor capable of reading the signs of the times."

610-Seater Opened in Wamego, Kas.; Cost A. E. Garansson $100,000

WAMEGO, KAS.—The Garansson Theatre, a 610-seat, $100,000 showcase, opened here Tuesday (24). A. E. Garansson is owner and operator. The opening ceremonies were attended by many important figures in the industry from Topeka and Kansas City and many fellow showmen in the surrounding territory. Albert Beard, Kansas secretary of labor, was here as the personal representative of Gov. Frank Carlson who, at the last moment, was unable to come.

Seating is all on one floor. The auditorium color scheme is cream and white, with maroon striping and trimming. The seats are in apple green with cushions of a darker shade. The curtain is maroon velvet and the screen curtain in gold cloth.

The lobby contains a candy bar and a popcorn concession and is done in cream and maroon. The ladies' room, just off the foyer, is done in the same color scheme and contains a large mirror with indirect lighting, a couch in dark red leather, two easy chairs and stainless steel smoking equipment.

The manager's office and projection booth are reached by a stairway at the back of the foyer. The office faces the screen and a large window of plate glass that can be slid open gives full view of the screen and the auditorium.

The building is of matched stone, concrete, concrete blocks and brick construction. It is as fireproof as modern construction can make it. All floors are concrete and the projection booth is all concrete. All wiring is in conduit and controlled from panels. One novel fire protection feature is an asbestos inlaid screen.

Two more units of the $100,000 structure will be completed in the near future, according to Arthur E. Garansson. They will house a snack bar and three offices to the east and a supermarket and a parking lot for 30 cars on the west. The structure will also house three apartments above the theatre and snack bar. Construction on the Garansson enterprise was begun a year ago last March. Garansson had much of his material on hand prior to that date. Floyd Wolfenbarger, Manhattan, Kas., was the architect.

Equipment in the Garansson includes Brenkert projectors, RCA sound heads and an RCA Snowhite screen. Seats were purchased from Missouri Theatre Supply Co. and the drapes and curtains, costing more than $1,500, from Great Western. The air conditioning is by U. S. Engineering. A Star popcorn machine is in the lobby. The theatre is also equipped with a p.a. system.

Garansson's staff consists of Guy McCormick, house manager; Sylvester Blakeley, projectionist, Mary Lou Lamkin, secretary-cashier, and Mrs. Guy McCormick, confection and popcorn bar. In addition there are three usherettes.

The house is showing daily, with matinees on Saturday. This is Garansson's first experience in exhibition.

KANSAS CITY

Nat E. Steinberg, Republic prairie district manager, conducted a sales meeting for branch managers at the Muehlebach hotel the first of the week. Attending were Dave Nelson of Des Moines; Harry Lefholtz, Omaha; J. J. Houlihan, St. Louis, and Robert F. Withers, local franchise holder . . . Ruby Pasley, Republic cashier, is on vacation in California.

Earl Plumlee, manager of the Paola and Jewel theatres in Paola, Kas., leaves on vacation June 29 . . . Hal Parker, local newsreel representative, will shoot backgrounds at the Santa Fe Trails rodeo for a forthcoming PRC picture. The celebration in honor of the 75th anniversary of the old wagon route will take place in Topeka July 2-4.

Don Walker, Warner Bros. publicist, went to Des Moines . . . Ben Marcus, Columbia district chief, was in Minneapolis . . . H. C. Thomas, office manager at the Warner exchange, was absent late last week due to his wife's illness. Her ear infection has healed, he reports . . . On vacation at the Warner office were Carlie Brawner, switchboard operator; Winifred Driswold, contract clerk, and Mary Nunnick, bookers' secretary.

M. G. "Shack" Shackelford, PRC manager, returned after a rugged few days with a tonsillectomy. Having lost almost 12 pounds during the battle for removal, "Shack" was struggling a little to keep going early in the week . . . Milton Overman, publicist at the exchange, was in Dodge City, Kas., on exploitation for "Bedelia" and "It's a Joke, Son."

Beverly Miller, PRC district manager, reports that his group is now in first place in the Harry Thomas sales drive. Kansas City, Des Moines, and Omaha have now moved into third, fourth and seventh place nationally . . . Jack Campbell, ex-salesman at the local office and now Osawatomie manager for TEI, was a visitor at the exchange.

High water from the deluge early Sunday night caused very little damage on Filmrow. Greatest casualty was to the carpet in the Screen Guild office. Wanda Rollo solved the soaked rug obstacle by carrying out her usual duties while wearing rubber boots. Water was found in several basements and in the offices of KMTA and Baker Theatres. An Eagle-Lion screening at Paramount Sunday night was delayed for an hour due to the severe storm.

T. R. Thompson, local Disney representative, sped in his car ahead of the storm all the way from Omaha Sunday evening . . . Twentieth-Fox held its office picnic at Bel Air Monday afternoon . . . Pauline Frame of Film Delivery was on vacation in the east with her husband . . . E. E. Jameson's Vogue in Lee's Summit went dark five times during the Sunday evening performance. R. S. Lindamood, manager, said the night was a little nerve-racking.

Joe Woodward, 20th-Fox manager in Milwaukee and until three weeks ago salesman here, returned for a haircut and the office picnic Monday afternoon. Joe said that he's finding it tougher being a manager than a salesman. He had been trying to get a haircut ever since he and his wife moved to Milwaukee, but had to come to Kansas City to find time for a trim.

"The Hucksters" will open at the Midland July 17 . . . Fox Midwest office officials are busy keeping pace with final preparations for the Rhoden weeks, final phase of their showmanship campaign. Programs, special features and giveaways are orders of the day in the circuit houses at this point.

Visiting Filmrow and NTS were Bill Dubinsky of the Holly in Leavenworth, Kas.; Emory E. Duncan of the Cozy, Geneseo, Kas.; Cliff Byler and Lloyd McHenry, L-C, Bevier; T. J. Campbell, Osawa, Osawatomie; B. R. Hensley, Community, Kincaid, Kas.; Bob Parker, Village, Sunflower; A. E. Jarboe, Ritz, Cameron; Lee Sproule, Novelty, Wichita; W. B. Cook, Ideal, Halstead, Kas., and S. B. Eagan, Spot, Siloam Springs, Ark.

Also on the Row were M. B. Presley of Savannah and C. E. "Doc" Cook of Maryville . . . Paramount publicity officials from New

(Continued on next news page)

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WE DID THE JOB!

When Uncle Sam wanted training films — and fast — we met the challenge. We produced a greater number of films for the United States Office of Education than any other of 34 producing companies.

We are proud of such a record, and equally proud of knowing the answers to the many production questions raised at the time. "Knowing the answers" has been easy for us. Our 37 years of continuous experience in producing all types of motion pictures gives us an immediate solution to the toughest technical problems.

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In your service since 1899
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'Pauline' From Flood To Head K. C. Week

KANSAS CITY—Extremely heavy rains, causing flash floods in some parts of the city, put a blight on business over the weekend. From the treacherous flood rose "Perils of Pauline" to do outstanding business despite the drenching weekend. The film was held over.

"Duel in the Sun," in its second and last week at the Midland, did only average business, again bearing out the local adage that advanced admissions will handicap, if not cripple, almost any film attraction in this city.

New to the first run scene this week was the independent neighborhood Southtown Theatre. Attractions there were "Jeannie" and "The Great Mr. Handel."

Pictures moving in at midweek were "The Ghost and Mrs. Muir" at the Fox combine, a western double bill at the Esquire, "Living in a Big Way" on a double bill at the Midland, "Her First Affair," a French film, at the Kimo and "Love and Learn" teamed with "The Beast With Five Fingers" at the Orpheum.

(Average is 100)

Esquire—**Meet John Doe** (reissue), (King Enterprises) ..... Avg. not set
Kimo—**The Raider** (Clyde Elliott) 100
Midland—**Duel in the Sun** (SRO), 2nd wk. roadshow 200
Orpheum—**Great Expectations** (U-I); **Danger Street** (Para) 100
Paramount—**Perils of Pauline** (Para) 160
Southtown—**Jeannie (Eng.** Films); **The Great Mr. Handel** (Eng. Films) ..... Avg. not set
Tower, Uptown, Fairway—**Buck Privates Come Home** (U-I) 95

'Duel' Takes Top Money in Minneapolis Opener

MINNEAPOLIS—Playing at two downtown first run houses day and date at advanced admission prices, "Duel in the Sun" grabbed off a large slice of the money poured into Loop boxoffices last week. "Stairway to Heaven" and "The Homestretch" were other well-liked pictures, but their returns were somewhat disappointing. "Dead of Night," another newcomer, did well for the World. The only holdovers were "The Outlaw" in its ninth week and "The Two Mrs. Carrolls" in its second.

Aster—**Dangerous Venture** (UA); **Chump at Oxford** (UA), reissue 110
Century—**Duel in the Sun** (SRO) 200
Gopher—**Kit Carson** (PRC), reissue 125
Lyric—**Duel in the Sun** (SRO) 200
Pix—**The Outlaw** (UA), 9th d. t. wk. 110
Radio City—**The Homestretch** (20th-Fox) 100
RKO-Orpheum—**Framed** (Col.) 90
RKO-Pan—**The Two Mrs. Carrolls** (WB), 2nd d. t. wk. 100
State—**Stairway to Heaven** (U-I) 95
World—**Dead of Night** (U-I) 135

Clear Weekend Bolsters Business in Omaha

OMAHA—Heavy rains held off during the weekend, helping the boxoffices get back to a more even keel. "Swell Guy," pepped by Desi Arnaz on stage, hit the high brackets at the Orpheum. "Duel in the Sun," playing at the Omaha, raised the average at that theatre.

Omaha—**Duel in the Sun** (SRO) 120
Orpheum—**Swell Guy** (U-I), plus Dezi Arnaz on stage 130
Paramount—**The Homestretch** (20th-Fox) 95
RKO-Brandeis—**The Sea Hawk** (WB); **The Sea Wolf** (WB), reissues 105
State—**The Macomber Affair** (UA); **Wife Wanted** (Mono), 2nd runs 105
Town—**My Dog Shep** (Screen Guild), 2nd run; **Hopalong Rides Again** (Para), reissue; **Timberland Terror** (Hoffberg); reissue, split with **Border Feud** (PRC); **Club Havana** (PRC), reissue; **Gentleman Joe Palooka** (Mono), 2nd run 110

In Dumas Classic

Metro has given a starring spot in the Dumas classic, "The Three Musketeers," to Gene Kelly.

KANSAS CITY

(Continued from preceding news page)

York visiting Jim Castle, representative here, were Curtis Mitchell, director of advertising and publicity, and Ben Washer.

Forrest Dunlap, western division manager of the American Desk Mfg. Co. in Temple, Tex., visited Kansas City, establishing quarters for a theatre chair business. E. J. Staton will be manager of the theatre seating division here.

William A. Toplikar, theatre broker formerly in this area, writes from Los Angeles that he has established a brokerage office there at 4285 Crenshaw Blvd. Well-known here on Filmrow, Toplikar went to California three years ago. He began his work here in 1922 and among his achievements in the area was the building of the Granada Theatre in Kansas City, Kas. Keeping him in touch with local events are Clarence Schultz of Commonwealth and Bob Withers of Republic. In a recent letter, Toplikar wrote that among old friends from here he sees Bill Warner, Harry Taylor, Bernie Bernstein, Rube Melcher and Oscar Johnson of Falls City, Neb. To everyone on Filmrow here, Toplikar extends his regards.


W. A. TOPLIKAR

W. W. Smith of Camden, N. J., representative of Hollingshead patents for drive-in theatres, was in last Wednesday. He had conferences with E. C. Rhoden, head of Fox Midwest Theatres, and G. C. Diamond of Pacific Drive-In Theatres.

From the BOXOFFICE FILES
(Twenty Years Ago)

LEE MILLER, formerly manager of the Bagdad Theatre in Kansas City, is representing Warner Bros. in southwestern Kansas . . . K. L. Eagon, formerly with Film Booking offices in Chicago, has joined the Kansas City educational branch and is covering Kansas . . . Loie Bridge, whose company has been entertaining Globe Theatre patrons in Kansas City for many months, is now playing at the Electric in St. Joseph.

* * *

Ruth Diercks has been appointed secretary to W. E. Truog, sales director for Universal in Kansas City . . . Mabel Fiske is secretary to Harry Taylor, manager of the Universal branch . . . Frances Springer is filling the position formerly held by Miss Fiske.

* * *

Mrs. Mary O'Neil, cashier at Midwest Film Distributors in Kansas City is quitting the film business to return to her home town of Peoria, Ill. She started in the film business in 1917, with the Midwest Film Exchange at 902 Main St.

* * *

Ray Neff is installing a modern cooling system in the Senate Theatre in Cameron, Mo. . . . C. S. Malone of Harrisburg, Ill., has taken over the management of the theatres in Parsons, Kas., which are Universal houses . . . The Colonial Theatre in St. Joseph has been remodeled . . . At Malvern, Kas., Clyde Ingels has purchased the Happy Hour Theatre from A. R. Ball.

Baehrs Will Invade Towns They Sold

MINNEAPOLIS—The Baehr brothers, who recently sold most of their circuit but still own and operate four theatres in two Minnesota towns, plan an extensive theatre building program. They contemplate "invading" five towns in which others now are operating their former theatres.

Plans for a $175,000 theatre at Chippewa Falls, Wis., already have been drawn. Other towns on the Baehr list are Rice Lake, Rhinelander and Ladysmith, Wis., and Redwood Falls, Minn. Another Minnesota town under consideration is Fergus Falls, Minn.

One reason for the planned "invasion" is the alleged failure of exhibitors now in the aforementioned towns to meet certain commitments after taking over the Baehr theatres.

Ed Schoenthal Flies Birds To Lab to Aid Farmer

OMAHA—The good turn of a Holdrege theatre manager made state headlines here.

It began when turkey grower R. W. Struve of Oxford, Neb., found his flock of some 6,000 birds collapsing. He was afraid some disease had attacked them.

Struve got in touch with Ed Schoenthal, manager of the Sun and former ATC flier, and got him to fly him and a dozen of the ailing birds to Omaha.

An examination in an Omaha laboratory showed the turkeys had eaten poisoned food.



EXHIBITORS MEET STARS—Last week several area exhibitors dropped in at the Paramount exchange in Kansas City to meet Alan Ladd and William Demarest, in town for the premiere benefit held recently at the Paramount (nee Newman) Theatre. Present for this photograph were, left to right, A. W. Mustian of the Dixie Theatre in Belton, Mo.; Don Krutsinger, formerly of the Rialto, Lyndon, Kas.; Mr. and Mrs. H. C. Johnson, new owners of the Rialto in Lyndon; Ladd; Raymond Krutsinger, former owner of the Lyndon house; Chet Borg, Plaza, Appleton City, Mo.; Demarest; Mrs. Borg, and Ed Whaley of the New Belt Drive-In, St. Joseph, Mo.

MINNEAPOLIS

The Minnesota Amusement Co. was host at a breakfast for Billy De Wolfe, motion picture comedian, who flew up from Chicago for a brief visit. Members of the press and others were invited to meet De Wolfe, who said the first thing people want to see is "Mrs. Murgatroyd," a character he has done in pictures and night clubs.

Because of a general house cleaning, the Twin city Variety Club rooms were closed this week from Wednesday to Friday . . . Max Roth, PRC district manager, and Harry Mandel, Eagle-Lion district manager, were in from Chicago . . . E. J. McEvoy, Universal shorts sales manager, was a visitor . . . Full page newspaper ads for "Duel in the Sun" were the biggest spreads within memory . . . Bob Thorne is the new Paramount assistant cashier.

Ralph Maw, MGM district manager, was in Chicago for conference with sales head Bill Rodgers . . . Ben Marcus, Columbia district manager, was in town . . . Bill Levy, owner of the Heights, suburban theatre, is vacationing at Banff and Lake Louise, Canada . . . Sol Torodor is remodeling his St. Paul neighborhood house, the Garden.

Out-of-town exhibitors visiting Minneapolis included Art Abelson, Devils Lake, N. D.; Carl Lindstrom, Sleepy Eye, Minn., and John Diedenhoffen, New Ulm, Minn.

A week before "Bedelia" opened, Nort Rosevold, manager of the Lyric, Duluth, tied in with Joe Cook, radio station KDAL's popular emcee, with the latter offering five dollars and passes to the first listener bringing a recording of the old song hit, "Bedelia." It came in the first evening and a contest was held, listeners being asked to guess the year the record was made. Winners received passes to the picture . . . Mrs. Betty Curtis the new secretary to S. D. Kane, North Central Allied executive counsel succeeds Betty Cohen, who resigned.

Mary Diane Seibel, daughter of the Minnesota Amusement Co. advertising head, Ev Seibel, is a talented young lady. She did a fine acting job in the play "Papa Is All," presented by the North Star Drama Guild, local civic theatre. She followed this up by winning a four-year scholarship at St. Catherine's college . . . Sylvan Grodnick, formerly of the Palace, is handling tieups and giveaways for Joe Berenson of Chicago . . . Jack Lorentz, formerly 20thFox branch manager here and now W. C. Gehring's successor as midwestern sales manager, was a visitor.

J. Warren Burke, son of Tom Burke, veteran film man and now general manager of Theatre Associates, territory's biggest buying combine, is following in his father's footsteps. He is learning the theatre business with the Eddie Ruben circuit and is now assigned to Devils Lake, N. D. . . . Herb Greenblatt, RKO district manager, was a visitor . . . So was Mannie Gottlieb, Universal district manager . . . The industry fishing party headed by Tom Conners found the going good at Lake of the Woods and each member made a good haul.

Art Anderson, Warner Bros. branch manager, was an excited ringsider at the Gustafson-Szabo wrestling match which ended in a riot . . . "The Farmer's Daughter," which ran five weeks here, is now in its sixth week in St. Paul, playing at the World, where it was moved from the RKO Orpheum.

Prior to his departure for the east, Bennie Berger, North Central Allied president, announced that at the Allied States convention at Atlantic City he would ask the national body to join NCA in requesting distributor heads to sit down with independent exhibitor leaders immediately for a discussion of differences. Berger believes that such a round-table discussion could smooth out friction and restore unity and peace in the industry. From Atlantic City Berger will go to New York for a week. While there, he said, he will interview major company sales heads and personally present his case against advanced admissions demands and increasing percentage terms.

H. E. Waldorf to Go Sailing In Home-Made Cruiser

VINTON, IOWA—Horace E. Waldorf, former owner of the Palace, has built an 18-foot cabin cruiser in his workshop in south Vinton. The cruiser is powered by a 42-horse, four-cylinder marine engine and is expected to have a top speed of about 20 miles and hour. The craft has a seven-foot beam and there is room for about 12 persons aboard. A galley, sleeping quarters and a built-in toilet are other features. Waldorf started building the one-ton vessel last September. Materials cost him about $1,600.

F. A. Bixler in Pearson

PIERSON, IOWA—Mr. and Mrs. Frank A. Bixler, formerly of Corning, have been named manager and cashier, respectively, of the New Pier. The couple replaces Mr. and Mrs. E. C. Peck, resigned. Bixler has been affiliated with the Shipley-Benson interests at Anita.



DES MOINES

Delayed by the housing shortage and Iowa marriage laws, the marriage of Arnie Shartin, Columbia booker, to Dorothy Dion of Minneapolis was finally performed June 21. The Shartins are honeymooning at Clear lake. They will return to their apartment here . . . Another Columbia employe, Rose Mazza, was married June 22 to Joe Villirillo. They are also on a honeymoon.

Eddie Forrester, owner of the theatre at Massena, Iowa, was a visitor on the Row last week. Forrester says his town has not been bothered by the floods, but was hit a couple of weeks ago by a tornado that damaged one end of the theatre. It was necessary for him to replace the screen as a result of the damage.

Marilyn Shelden, NSS, has resigned to return to her home in Maryland . . . Helene Jacobs, Universal, is on vacation . . . Esther Huston, Universal, spent the weekend in Minneapolis . . . Jane Frye, Universal inspector, is on leave of absence.

Thelma Washburn, RKO booker, has many reasons to smile these days. Her daughter, son-in-law and grandchild arrived this week from Florida to visit—and on top of that, the Washburns boast a new car.

Raymond Cook, owner of the State in Hedrick, Iowa, has found a home for his family and will move them here from Arkansas . . . Tim Evans of Lyons, and Charles Niles, Anamosa, were on the Row last week.

Carol Fuhrman, assistant manager of the State, Cedar Rapids, was married this month to Kenneth M. Foley. After a wedding trip to South Dakota, the Foleys will live in Des Moines where he is a salesman for the Skelly Oil Co.

Dorman Hundling, Newton theatre owner, played in the state Kiwanis golf tournament at the Newton country club last week . . . Ray Nolan, RKO district manager, spent the weekend here working with the circuits . . . Bob Boots, RKO shipper, has moved into his new home . . . Bonnie Breeze is now commuting from her home in Cummings, Iowa, to the RKO exchange.

Morrie Smead, owner of the Strand in Council Bluffs, and an executive of Viking Popcorn Co., was married June 12 to Grace Abbott of Santa Barbara, Calif., formerly of Omaha. The wedding culminated a romance of 20 years.

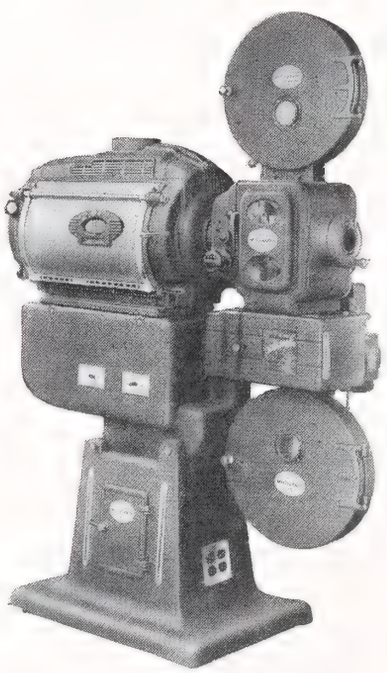
W. J. Whaley of Deep River has bought a restaurant for his daughter in Boone, Iowa, and is spending much of his time there . . . Joe Smith, Laurens exhibitor, was on the Row last week . . . Bob Fridley and Beverley Mahon, owners of the theatre at New Sharon, have opened the "Starlight Room," adjoining the theatre. The new room will provide after-theatre lunches for patrons.

Sam Watson of Grettinger was in town last week . . . Dave Nelson, Republic branch manager, attended meetings in Kansas City . . . Lucille Avery, MGM inspector, is back from a vacation . . . Lucille Chicilli, MGM inspector, has been ill for over a week . . . Maxine Bird and Raymond Thompson were married Sunday in Mount Ayr, and Maxine is now on vacation from her duties at MGM.

Roles in 'High C'

Warners has tagged John Alvin and William Bakewell for roles in "Romance in High C."

In advance of its times . . .



The new Motiograph MODEL "AA"

"The Golden Anniversary Projector"

Des Moines Theatre Supply Co.

1121 High Street — Des Moines, Iowa

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Bigger and Better Than Ever
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1202 High St. — Des Moines, Iowa
"Where Filmrow Friends Gather"
Open Daily at 4 p. m.

OMAHA

Ed Metzger, owner of the Cozy Theatre at Tyndall S. D., had a busy week. As local fire chief he attended the state convention of fire chiefs at Yankton . . . Two Columbia home office representatives, Jules Needleman and Gene Sichelman, were in town from New York.

T. R. Thompson from Kansas City, Walt Disney representative, spent the weekend in this city . . . Donald Shane, manager of the Paramount Theatre, is back on the job after losing his tonsils . . . Evelynn Cannon, head booker at MGM, is on a Minnesota fishing trip . . . Pat Halloran, 20th-Fox salesman, has a second son named Timothy Michael. The first was named Patrick.

Robert Riddle, formerly with Warners, came back to Omaha to attend funeral services for his mother, Mrs. Cecila Riddle. He is now with United Artists in Denver . . . Adele Anderson, Warner cashier, is on vacation.

Local ad agency men were invited to attend the screening of "The Hucksters" . . . Jack Andrews, Paramount salesman, was stricken on the road and had to undergo an emergency appendectomy at St. Mary's hospital, North Platte.

Hazel (Jensen) Brown dropped a card back to the RKO office saying she was honeymooning in the Black Hills and now is en route to Yellowstone.

The Roselund Theatre, in a tiein ad with installing firms, tells the public it has installed a new Chrysler Airtemp air conditioning unit . . . Cornelia Adams, 18, clerk in the county marriage license office, was married on the RKO-Brandeis Theatre stage to start off the showing of "Honeymoon." She was to wear the wedding gown worn by Shirley Temple in the picture and the first fitting found no changes needed. Reinhart Paulsen, 22, is the groom.

Visitors along Filmrow included: Adolph Rosanek, Crete (Neb.) exhibitor en route from Chicago where he also owns a theatre; Roy Syfert, Ainsworth exhibitor who avoided flood areas by flying his airplane in to town; Eddie Kugel, Holstein, Iowa; John McQuistan, Bloomfield; D. H. Heyne, Hooper; Mr. and Mrs. Arnold Johnson, Onawa, Iowa; John Preston, Humphrey; F. Thompson, Audubon, Iowa; Elmer Swensen, Alta, Iowa; Cliff Sherron, Genoa; Bruce Jones, Beemer; Robert Johnson, Logan, Iowa; G. G. Griffith, Plattsmouth.

Cool Bandit Takes $60 From St. Paul Cashier

ST. PAUL—A composed bandit, held up the cashier of the Park, Minnesota Amusement Co. neighborhood theatre and relieved the frightened, 20-year old girl of $60 at the point of a gun.

The man appeared at the ticket window at 8 p. m., when there was almost a steady stream of patrons, and quietly said, "Hand it over," enforcing his demand with a nickel-plated revolver. She gave him about 15 dollar bills.

Menacing her with a gun, the bandit demanded, "Is that all?" She then handed him three five-dollar bills and when he quietly repeated the same question she gave him three $10 bills and then pulled the drawer out to show him it was empty.

After receiving the money, the bandit turned away and walked slowly down the street. The cashier sounded an alarm, but by the time ushers reached the booth the bandit had disappeared. D. S. Palmquist, manager, was not present at the time.

NCA Raps Adult Tax On Teen-Age Tickets

MINNEAPOLIS—North Central Allied has asked the internal revenue bureau to re-examine its ruling that the 20 per cent theatre admission tax must be based on age instead of the price of the ticket in the case of the special teen-age scale.

With exhibitors "virtually forced" to establish teen-age admission scales to compete with downtown first runs, which recently put the special rate in effect for youngsters 12 to 16 years old, the present method of computing the admission tax is harmful to the theatre owner, unjust, and arbitrary, said NCA President Bennie Berger.

The government requires the 20 per cent tax on established children's and adult rates, breaking them at the age 12 years. Some years ago the Minnesota Amusement Co. and independent exhibitors joined in a protest against paying adult tax rates on junior and student admission prices, but the internal revenue department held that these were a "special rate" and therefore should carry the same amount of tax as an adult admission.

"This leaves the theatre owner in the peculiar position of being forced by the government to pay a tax on junior admissions which he cannot collect," said Berger. "It is illogical as well as unjust for the government to require the same admission tax for the teen-age admission as is called for by the higher adult scale.

"The price paid for the ticket, not the age, should be made the basis of the tax."

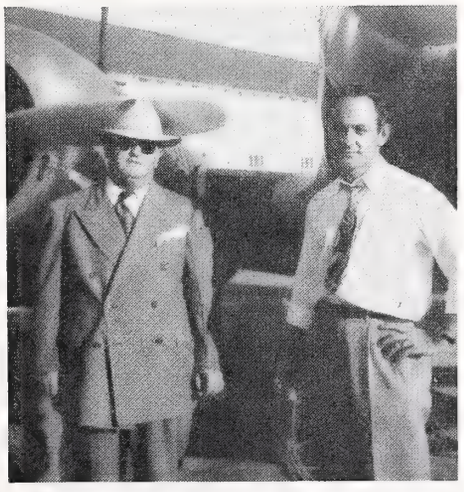
He pointed out the great harm likely to result at neighborhood theatres here, which now get 40 cents for adult admissions. In order to keep their teen-age patronage, Berger said, they might have to come down to 25 cents. Yet they will have to pay the same 8-cent tax on these tickets as they do on 40-cent tickets, leaving only 17 cents to cover operating costs.

Amateur Nights in Panora

PANORA, IOWA—Amateur night contests are being held at the Little under the direction of Dorothy Kean, manager. Prizes in the contest include an opportunity to broadcast over radio station KSIB and a weekend trip to Chicago.

Installs Air Conditioning

ROCK VALLEY, IOWA—Jack Nebbin, owner, is having new air conditioning equipment installed in the Orpheum.



KANSAS CITY NEWCOMER—E. J. Staton, right, is manager of the newly opened Kansas City branch of the theatre seating division of American Desk Mfg. Co., a Temple, Tex., concern. At left is Forrest Dunlap, western division manager, who pilots a plane between branch offices and the dozen theatres he owns in Texas and Arkansas. Staton was a first lieutenant who flew B29s in World War II.

Folly Theatre Closed

KANSAS CITY—After two weeks playing sex-angle films, the Folly Theatre has closed once more. Howard Goldin, promoter of the films, has gone to Fort Worth and Warren Irons, owner of the theatre, said that as far as motion pictures were concerned, the Folly would remain shuttered for the summer. A burlesque policy will be resumed in the fall.

Water Follies Billed

OMAHA—Theatres will face a new kind of competition here July 15 to 20 when Ak-Sar-Ben stages the first Water Follies of any size ever to be presented here. Peter Fick is the feature star.

Quonset for Marne

MARNE, IOWA—Albert Hefferan has received a permit to build a new quonset theatre here. The house will seat 450 and have a brick front. It will be completed about October 1 and will be called the Crown.

WB Feature Is Retitled

NEW YORK—"Need for Each Other" has been selected as the new title for the Warner Bros. production now before the cameras in Hollywood as "Love at First Sight."

Zumbrota House Reopens

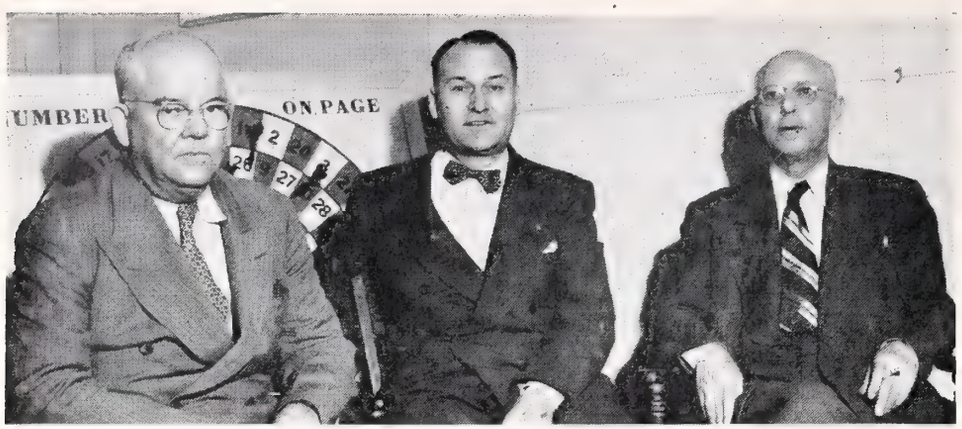
ZUMBROTA, MINN.—The State has been reopened following redecoration and improvements. It is being operated by A. G. and O. B. Gilbertson.

Modernize in Batavia

BATAVIA, IOWA—Complete modernization of the Co-Ed began June 15 and is expected to be completed around the first of July. Robert Dunnuck is manager.

Bob McLean Takes Over

HOWARD LAKE, MINN. — Bob McLean has taken over the Howard Lake lease. David Bull relinquished the house.



DISCOURSE ON DARTO—Visiting Kansas City last week was a trio of film men interested in Darto, the new theatre game. Left to right in the photo are J. M. "Soda" Reynolds of the Screen Guild offices in Dallas, who will handle Darto sales in Texas; Julian King, the national distributor, and S. Gideon Howell of Dallas, publicist for the John Franconi enterprises. Reynolds and Howell came to Kansas City to meet King and discuss sales plans for the new boxoffice stimulant.

Minnesota Fishing Trip Rough on Duluthians

DULUTH, MINN.—Roy Prytz, manager, and Bernard "Bud" Blackmore, assistant manager, of the Granada, had the time of their lives on a three-day canoe-portage safari into Superior national forest of northeastern Minnesota. Although they got soaked in heavy rains, fell out of their jungle hammocks when ropes gave way, they did catch eight land-locked salmon. Before venturing homeward, they resorted to sleeping in their automobile. It was dry there.

MPF Names Delegates

MINNEAPOLIS—At first meeting of the territory's Motion Picture Foundation committee, it was decided that Harold Field as chairman and Bill Elson as trustee should represent it at the national meeting. The committee also considered plans for the appointment of various committees. These will be announced within the next fortnight.

POPCORN



QUALITY HYBRID
PRODUCED FROM KANSAS AND INDIANA APPROVED VARIETIES
EXCELLENT POPPING
CONDITION ASSURED ON ALL SHIPMENTS.
WRITE
FOR QUOTATIONS ON L.C.L. AND CARLOAD SHIPMENTS.
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ATCHISON, KANSAS

Fairfax Theatre Sold

FAIRFAX, MO.—The Crescent Theatre has been sold to D. A. Fraser, who has changed the name to the Fair. A boyhood resident of Fairfax and a former superintendent of schools at Woodlake, Minn., Fraser bought the theatre from the Hackett family who started the house 37 years ago.

Col. McCraw in Omaha

OMAHA—Col. William McCraw of Dallas, national director of Variety Clubs, was to be here Friday to meet with directors of the Omaha tent and discuss the premiere of "Variety Girl." He was to be guest of honor in the evening at a Variety dinner dance at the Highland Country club.

To Attend RKO Parley

DES MOINES—M. M. Rosenblatt, RKO branch manager, and salesman Sol Yaeger, Butch DeFreene, Ed Howland and Raymond McKittrick, will leave July 4 for New York City to attend a sales meeting at the Waldorf-Astoria.

Roalstad Manages Temple

ST. LAWRENCE, S. D.—Dale Roalstad is the new manager of the Temple Theatre here. He and Joe Roalstad purchased it recently. Sunday afternoon matinees are being discontinued for the present.

Buy St. Lawrence House

ST. LAWRENCE, N. D.—The Temple has been purchased by Joe and Dale Roalstad. Dale will manage the theatre.

STATES RIGHT DISTRIBUTION
NOW AVAILABLE
The most highly recommended feature ever endorsed by the Catholic Church.
THE STORY OF THE POPE
FEATURE LENGTH PRODUCTION
Narrated by
MSGR. FULTON J. SHEEN
Write M&E Film Co. 2947 No. 3rd St.
Milwaukee 12, Wisconsin

J. R. Keller to Tour As Relief Manager

MANHATTAN, KAS.—James R. Keller, assistant manager of the four TEI houses here, leaves Sunday (29) for a tour of duty as relief manager at a number of other houses around the circuit. He will be gone eight or ten weeks.

His first post will be at the Paola, Paola, Kas., where he will relieve Manager Earl Plumlee from June 29 to July 12. From July 13 to 27 Keller will manage the Kansan in Fredonia, Kas., during the vacation of Manager R. C. Jacobi. Moving on to the Chief, Hiawatha, Kas., Keller will sub for Bern Wilson. Other dates and places on his schedule have not been set.

William Marshall, Wareham house manager, will aid City Manager Dave Dallas during Keller's absence.

H. V. Mullins Purchases Fourth Iowa House

PLEASANTVILLE, IOWA—Dr. H. O. Cobb, Des Moines, who has operated the Strand for eight years, sold to H. V. Mullins of Des Moines. Mullins already operates theatres in Mitchellville, Ankeny and Carlisle. Worth Fee, local manager and operator, will retain his position. Admission price has been advanced to 15 cents for children and 35 cents for adults.

New Sound, Other Jobs Improve Atlantic Houses

ATLANTIC, IOWA—The Atlantic and Grand are being redecorated and modernized. The Atlantic has been recarpeted and has new sound. The Grand is to have new air conditioning as well a new sound. The program is a result of several years of planning, according to Manager Art Farrell.

Omaha Hears M. N. Wolf

OMAHA—Maurice N. Wolf, assistant to H. M. Ritchie head of MGM's exhibitor relations department, was to speak here Wednesday at the Rome hotel before the Junior Chamber of Commerce on "What Makes Motion Pictures Move." Wolf was en route to New York from Los Angeles as part of a month's trip during which he attended the Rotary International convention.

Louis Foeldes Dies

PARIS—Louis Foeldes, 53, general sales manager in Europe for Universal-International since August 1945, died suddenly on June 19. Foeldes entered the industry in 1926 in Hungary and had been associated with Universal since 1938 when he was appointed supervisor for eastern Europe.

Improvements in Duluth

DULUTH—Improvements in local theatres included installation of a new air conditioning system in the Doric, West Duluth, and painting of the marquee of the downtown Lyceum. John Brandenhoff manages the Doric and Michael Wainstock is in charge of the Lyceum.

L. O. Gill at Old Stand

MANHATTAN, KAS.—L. O. Gill, manager of the Beloit, Beloit, Kas., was here last week visiting friends and business acquaintances. Gill was former city manager here for TEI. He was accompanied by his wife.

OHIO SLASHES JOBLESS TAX; KEYSTONE SESSION ROUNDUP

Unemployment Reduction Levy Will Average 50 Per Cent

COLUMBUS—The amendment to Senate Bill No. 112, passed by the state legislature and approved by the governor, means a cut of approximately 50 per cent in the unemployment tax theatre owners have been paying to the state, according to P. J. Wood, secretary of the Independent Theatre Owners of Ohio.

Other important benefits are these:

(1) Provision for payment of benefits to those who quit their jobs voluntarily **only** if the quitting is for just cause in connection with work. (Present law pays benefits for any cause the BUC regards as just, regardless of work connection.)

(2) Provision for immediate notice to the last employer on claims filed so that he can offer back the same or another job.

(3) Clarification of the definition of "marital obligations" by adding the words "parental, filial and other domestic." It is designed to make it clear that persons who quit work because of these domestic obligations shall not be allowed benefits in the period which follows such voluntary quitting.

(4) Provides for a monthly statement of charge-back to employers upon written request. It will give the employer an up-to-date picture of his benefit account and will permit him to offer jobs to former workers.

(5) Establishes a four-year statute of limitations on the power of the Bureau of Unemployment Compensation to collect delinquent contributions.

To aid theatre owners in computing their reduced unemployment tax under the amended bill, Wood submits the following table of compensations:

If Your Reserve Ratio Is:	Your Present Rate Is:	Your New Rate Will Be:
13% and over	.7	.3
12-13	.7	.3
11-12	.9	.3
10-11	1.1	.4
9-10	1.3	.5
8-9	1.5	.7
7-8	1.7	.9
6-7	1.9	1.1
5-6	2.1	1.3
4-5	2.3	1.5
3-4	2.5	1.7
2-3	2.7	1.9
1-2	2.7	2.1
0-1	3.0	2.5

Wood Blames Roadshows For Tax Defeat in Ohio

COLUMBUS—Hiked admissions on such pictures as "Henry V," "The Best Years of Our Lives" and "Duel in the Sun" "hurt tremendously" the fight of Ohio theatre owners to prevent repeal of the state's 3 per cent admissions tax, P. J. Wood, secretary of the Independent Theatre Owners of Ohio, charged in an open letter to leaders of the industry.

"These three incidents, right under the noses of the legislature, eliminated entirely all the force of our oft-repeated argument that any increase at the boxoffice would result in a reduction of receipts," declared Wood.

"Repeal of the state tax means that the fight against increased taxes upon our business will be decentralized and every city in Ohio becomes a battleground," added Wood. Cleveland, Columbus, Youngstown and Lima are known to be considering passage of municipal levies, which may go as high as 10 per cent in some instances. Toledo, which has been exploring the possibility of imposing an admissions levy, has turned down the proposal within the past week, Wood said.

"Doubling admission prices, upon demand of the distributor, in the face of diminishing grosses is not only bad business but is bound to lend weight to the arguments of city officials who attempt to enact local admission taxes," said Wood.

"We have been trying to sell the public on the idea that films are the entertainment for the masses, but with five pictures circulating throughout the country in small, medium and large towns at a minimum admission price of around $1.50, we face the danger of being continued in the luxury class and giving the Congress the ammunition to back up the contention for a continuation of the 20 per cent federal tax, and money-hungry city officials the excuse to impose high local admission taxes."

The letter was addressed to Abe Montague, Columbia vice-president; Nicholas M. Schenck, president of Loew's; Barney Balaban, president of Paramount; Peter Rathvon, president of RKO; Nate Blumberg, president of Universal-International; Harry M. Warner, president of Warner Bros.; Gradwell L. Sears, vice-president of United Artists; S. P. Skouras, president of 20th-Fox; David O. Selznick and Sam Goldwyn.

Ohio Won't Tax Rentals After Ticket Tax Repeal

Columbus—Exemption of film rentals from the Ohio sales or use tax will be continued following passage of House Bill 453. This bill extends the exemption granted two years ago. It was feared that repeal of the state admissions tax would cause the sales or use tax to be reimposed. Governor Herbert is expected to sign the bill.

Film Trade Escapes Many Unfavorable Enactments In Pennsylvania

HARRISBURG—A post-mortem examination of the 1947 session of the Pennsylvania general assembly shows that the motion picture industry escaped numerous proposed restrictions, increased licenses and direct and indirect competition.

The Stonier-Brunner taxing measure, approved in the last gasp of the session, means Pittsburgh city officials and other municipal officers will have the right to levy on anything not taxed by the state, such as "persons, transactions, occupations, privileges, subjects, personal property (except utilities, whose income is regulated by the Public Utilities commission)." The measure empowers political subdivisions (except cities, counties and school districts of the first class) to levy, assess and collect additional taxes for general revenue purposes. Municipalities are required to advertise proposed taxes in newspapers for four weeks before they are made effective. Taxpayers may appeal to the county courts if local officials impose taxes that are considered unfair or discriminatory.

The broader tax fight was the bitterest of the session and was caught in a last-day legislative jam. It is expected that the act will be brought into the courts to test its validity.

HIGHLIGHTS OF THE SESSION

Major highlights of the long 137th regular session of the Pennsylvania general assembly, which convened January 7 and adjourned June 17:

Community property bill provides for substantial income tax reductions in middle and higher income families.

Labor program bans strikes by public employes, including teachers; forbids jurisdictional disputes and secondary boycotts; requires arbitration in public utility strikes;

(Continued on next page)



TOLEDO VARIETY HOSTS ORPHANS—Several hundred orphans from Toledo institutions were guests of Variety Tent 30 when the Hennie Bros. show played in Toledo. The youngsters were taken to the afternoon performance in chartered buses with special police escort for an added thrill, and were treated to the main show, the side show, and all the rides. In addition, they were given free ice cream, candy, popcorn and peanuts. Members of the committee in charge, pictured here, are, left to right: Ted Teschner, Jack Lykes, Bob Campbell, Jim Dempsey, Jack O'Connell and Milton Tarloff. Jack Armstrong, co-chairman with O'Connell, is not in the photograph.

Keystone Assembly Session Roundup

(Continued from preceding page)

denies picketing to nonemployes of a struck plant; requires labor unions to file financial reports; makes merit rating system permanent in unemployment compensation payments, and reduces minimum tax on employers from 1 per cent to one-half of 1 per cent.

Per capita, personal property and mercantile taxes provided for the Pittsburgh board of education; new state taxes on soft drinks and higher taxes on beer, cigarettes and corporations authorized for this purpose; 1 cent emergency gasoline tax re-enacted; Pittsburgh real estate taxes frozen at present rates.

New department of parks and recreation established for Pittsburgh; Pittsburgh parking authority created to construct and operate parking garages.

Small employers allowed to combine to establish trust funds for the purpose of insuring employes.

Women permitted to work as long as 48 hours a week in industry; women to receive equal pay for equal work in industry, with exception that employer may consider such factors as skills and seniority.

First approval given for 500 million dollar bonus bond issue; recognized veteran organizations exempted from quota law restricting new liquor licenses.

Appropriation of 135 million dollars for next two years for public assistance.

AMUSEMENT MEASURES DEFEATED

Numerous acts were defeated in the 1947 session of the legislature, which considered more than 2,200 bills. Among those defeated were acts to:

Tax gross receipts from amusement places.

Tax admissions (four different measures).

Prohibit sales of tickets in excess of seating capacity (two measures).

Authorize charges for borough services and facilities.

Empower school districts to levy assessments.

Impose a state tax upon the privilege of attending or engaging in amusements, including every form of entertainment, diversion, sport, recreation and pastime.

Empower all cities, boroughs, towns and townships to impose direct amusement taxes.

Regulate outdoor advertising.

Require public toilets and urinals to be self-flushing or flushed by foot instead of by hand.

Regulate manufacture and distribution of candy and other confections.

Regulate parking near all places of amusement.

Prohibit increase or decrease of fees of admission to places of amusement because of evening, Sunday or holiday hours (two acts).

Standardize eastern standard time (two acts).

Provide for the safety of persons employed or assembled in motion picture theatres.

Make a parent or parents liable for the willful and malicious acts of minors.

Tax vending machines by state license.

Exempt television exhibitions from provisions of the liquor control act requiring special permits (two measures).

Levy a borough tax.

Levy a borough amusement tax for general revenue purposes.

Provide referendums for Sunday baseball and football games.

Place a state tax on coin-operated amusement machines and devices.

Create a division of radio and audio-visual education and establish a state frequency modulation radio network.

Prohibit the selling and reselling of tickets or other devices for admission to places of amusement and licensing ticket agents. (Note: A similar measure was passed.)

Prohibit discriminatory employment practices and policies based upon race, color, creed, national origin or ancestory (six measures).

Legislation approving taxing powers on the local level was the "next to closing" act of the Keystone lawmakers, who went far beyond the adjournment deadline. Final action was an "after-thought" measure increasing their salaries by $2,400 a biennium, equivalent to a wage increase of $100 a month. Present pay is $3,000 for the session.

Three hundred acts have been signed into law by Gov. James H. Duff, who holds that the broadened tax plan will avert further burdens on real estate. Eight of the ten "Pittsburgh Package" measures became law. Teachers were granted salary increases.

Churches were given permission to exhibit religious films on Sundays regardless of the Sunday motion picture act of 1935, which requires community approval for commercial exhibitions.

Amusement brokers were licensed for sale and resale of admission tickets.

Tri-States IATSE Meets, Retires W. A. McCoy

UNIONTOWN, PA.—The 24th annual meeting of the Tristate Ass'n, IATSE & MPMO, will be hosted by the Charleroi-Monessen local 628, delegates to the 23rd meeting here June 15 determined. Lawrence J. Katz presided, and principal speaker was John B. Fitzgerald, Cleveland, international representative. Thirty-five local unions of western Pennsylvania, eastern Ohio and West Virginia participated. W. A. McClay, of Uniontown, Tristate Ass'n secretary-treasurer for 15 years, was retired, and F. P. McCoy, secretary of the New Kensington-Tarentum Local 444, received a popular vote as successor.

Wildcat Strike of Drivers Cuts Off Film Deliveries

PITTSBURGH — Over-the-highway film service was interrupted Monday when drivers for the Exhibitors Service Co. walked out in a wildcat strike. No strike had been promised June 21 by Cockey O'Toole, steward of local 211, AFL Teamsters union. The Griffith service, Johnstown, was stopped. Theatre owners were coming into the film market to pick up their shows. The strikers demand a 25-cent-per-hour increase. City area film service is continuing by members of local 249, which is operating under a new contract.

No Change in Operations After Lou Cohen Death

DETROIT—There will be no changes in the operating policy in the Cohen circuit following the death of Lou Cohen June 15, it was stated by a spokesman for the family.

Cohen's two-thirds interest in the houses will be equally divided between his wife Sylvia and his two sons, Elliott and Barry. The two sons each owned a sixth interest in the circuit, received from the estate of their uncle Ben, who died in 1944.

King Cole to Leave Canton

CANTON, OHIO—Old King Cole Displays, Inc., makers of papier-mache display productions, will transfer its operations from Canton to nearby Louisville, Ohio, where a one-story building is under construction. The firm will move about August 15.

Bert Walker Is Dead

DETROIT—Bert Walker, 74, once theatrical editor of the old Detroit Journal, died at his home here June 19. Walker started in the newspaper business at 16 as a cub reporter. He is survived by two sons and four daughters.

Chores on 'Red Wagon'

Unit manager chores for "Your Red Wagon" have been handed Jimmy Anderson by RKO.

Business Is Brighter In Detroit Houses

DETROIT—Downtown business looked a bit steadier last week. Reliance upon holdovers was strong, with nearly all houses continuing their screenfare, even when business was just so-so, evidently on the theory that one picture will draw nearly as well as another in warm weather.

(Average is 100)

Adams—**The Yearling** (MGM) 115
B'way Capitol—**Calcutta** (Para); **Big Town** (Para), 2nd wk. 110
Cinema—**Fantasia** (RKO), reissue, 3rd wk. 100
Downtown—**The Best Years of Our Lives** (RKO), 11th wk. 120
Fox—**Smash-Up** (U-I); **Alias Mr. Twilight** (Col) 90
Michigan—**Cheyenne** (WB); **That's My Gal** (Rep) 110
Palms-State—**The Trouble With Women** (Para); **Shoot to Kill** (SG) 90
United Artists—**Great Expectations** (U-I); **Sarge Goes to College** (Mono) 125

Cleveland Business Soars As Grade-A Films Bow

CLEVELAND—Pictures with definite box-office appeal hiked the downtown first run take to wartime heights, proving again that popular pictures draw heavy crowds. "Duel" opened at advanced prices to bigger business than "GWTW." Five of eight pictures scored better than average. "Cheyenne" hit 110 per cent at the Hippodrome, "Calcutta" in its second week on a moveover to the Ohio did just as much business as it did in its opening week at the State, and "The Egg and I" in its fifth and final week on the main stem held its plus record during its entire run. "This Happy Breed" opened strong at the Mall June 16. Weather, for a change, was good most of the time. Report for week ending June 18:

Allen—**The Egg and I** (U-I), 5th consecutive wk. 115
Hippodrome—**Cheyenne** (WB) 110
Lake—**The Two Mrs. Carrolls** (WB), 3rd d. t. wk. 90
Mall—**This Happy Breed** (U-I) ..... No estimate
Ohio—**Calcutta** (Para), 2nd d. t. wk. 120
Palace—**Honeymoon** (RKO) 70
State—**Copacabana** (UA) 70
Stillman—**Duel in the Sun** (SRO) ..... Advanced prices

Cincinnati Grosses Hold Up; 'Mrs. Carrolls' Tops the List

CINCINNATI—Grosses held up in fair style, with the majority of the pictures exceeding average. "The Two Mrs. Carrolls" at the Capitol topped the list, and is holding over, as are "Cheyenne" at the Shubert and "Framed" at the Lyric.

Albee—**Framed** (Col) 110
Capitol—**The Two Mrs. Carrolls** (WB) 140
Grand—**Repeat Performance** (E-L) 80
Keith's—**Time Out of Mind** (U-I) 110
Lyric—**Alexander's Ragtime Band** (20th-Fox); **Western Union** (20th-Fox), reissues 90
Palace—**Cheyenne** (WB) 120
Shubert—**Calcutta** (Para), 2nd d. t. wk. 120

'Boomerang' Big in Pittsburgh; Reissues Strong at the Penn

PITTSBURGH—"Boomerang" proved interesting in the Fulton while other offerings fell by the wayside.

Fulton—**Boomerang** (20th-Fox) 125
Harris—**The Guilt of Janet Ames** (Col) 60
Penn—**The Yearling** (MGM), 2nd wk. 85
Ritz—**The Chase** (UA) 70
Senator—**Magnificent Obsession** (U-I), reissue; **I Stole a Million** (U-I), reissue 100
Stanley—**The Two Mrs. Carrolls** (WB), 2nd wk. 60
Warner—**Honeymoon** (RKO), 2nd wk., 5 days 50

To Open Marne Theatre

MARNE, MICH.—Mr. and Mrs. Albert Hefferan expect to open by September 1 at the quonset-type theatre they are building here. The house will seat about 500. Hefferan formerly managed theatres in nearby Coopersville.

Exhibitor Uses Plane; Gathers Equipment

LOUISVILLE—Price Coomer, owner of the New Harlan Theatre at Harlan, Ky., is the proud owner of a new airplane equipped with two-way radio and other modern flying aids.

In addition to his theatre interests Coomer is building a new air field at Harland, where he is setting up an air school. He has been instructing students under the GI Bill of Rights at other airports.

During the war Coomer was a government instructor, and has done much to promote aviation in Kentucky and other states.

On a recent jaunt he flew into Louisville to pick up supplies and accessories from the Falls City Theatre Equipment Co.

COLUMBUS

Carl Rogers, manager of Loew's Broad, and Harry Simons, house manager of the RKO Palace, became fathers for the first time on Father's day. A girl named Velvet Linda was born to the Rogers family and a son, Harry Clay III, was welcomed to the Simons household.

Leo Yassenoff, head of the F&Y Building Service and the Academy circuit, says excavation has begun for the new National Drive-In Theatre on West Broad street one-half mile west of the city limits. The new open-air theatre, of Chinese design, is being constructed by the theatre division of F&Y a 45-foot wide drive will lead from the highway to the parking area, which will park 750 cars. Each automobile will be provided with an individual in-car speaker. The screen tower, constructed of vertical trusses, will support transite covering.

The national convention of the Achbar Grotto, which attracted 10,000 visitors, caused the Palace to book a stage show, headlined by Marion Hutton and Johnny Long and his orchestra, interrupting the regular screen policy. The Gayety, a burlesque house, also booked a stage attraction to take advantage of the Grotto convention.

A pileup during the first event of harness racing at the Fairfield county fairgrounds during filming of racing scenes for 20th-Fox's "The Green Grass of Wyoming" caused injury to one driver, shook up another and injured four horses. Grant Connelly, 67-year-old Springfield driver, was treated at a Lancaster hospital for scalp lacerations and multiple bruises . . . Harold Bowlby of Columbus, was shaken up when his horse crashed into Connelly's overturned sulky . . . Larry Caplane's RKO Grand booked "Open City" as a special "adults only" single feature following the four-week run of "The Egg and I."

Harley E. Lewis, local salesman, has joined the cast of "The Green Grass of Wyoming" and will accompany the location crew on its trip to California and Utah for additional scenes. Lewis appeared in 14 different scenes in sequences shot at Lancaster.

Alice Burgess, usherette at the Liberty Theatre in Zanesville, chosen "Miss Repeat Performance" in a statewide competition at the world premiere of the Eagle-Lion picture held last month in Zanesville, is in New York for a screen test. Mrs. Earl Wilson, wife of the Broadway columnist, accompanied the winner to Manhattan . . . Charles Stadfeldt, manager of the Gayety, is on vacation and his post is being filled by Maury Rome, manager of the St. Louis house of the Clamage burlesque circuit.

At 50th Anniversary Celebration



HERRINGTON PARTY PICTURES—Some of the showmen who attended the dinner in Pittsburgh honoring Mr. and Mrs. Fred J. Herrington on their 50th wedding anniversary are pictured here. In the top photo the veteran secretary of the Allied Motion Picture Theatre Owners of Western Pennsylvania admonishes a couple of "youngsters," M. A. Silver (left) and William Finkel, against trying to keep anything from the Mrs.; second photo, Mrs. Herrington gets the good wishes of Morris M. Finkel, AMPTO president; third photo, left to right, Fred A. Beedle, John Mazza and Alexander Parke, and bottom, Dr. C. E. Herman, A. P. Way and N. M. Katz.

TOLEDO

Steve Toth, manager of Loew's Esquire, recently got his picture on the society page of the Times, posing with his wife at the Alpha Nu Gamma sorority spring dance . . . David Stern of U-I was in town last week to publicize "Great Expectations," which opened at the Valentine June 26. Abe Ludacer, manager, previewed the film for library attendants and selected guests in the auditorium of the Toledo library last week.

Work on the Sports arena, indoor stadium in east Toledo, is to be completed by October 7. The building will have permanent seats for 6,000, and will be equipped for ice shows and hockey events, as well as boxing, wrestling, etc. . . . The outdoor operetta season at Walbridge park amphitheatre will open July 10, with performances four nights a week. Three attractions are planned and if successful, a fourth will be offered.

The Jack O'Connells (he's owner of the Loop and Ohio), tossed a huge party in their upriver home for more than 100 friends in honor of Jack's birthday. Nobody could get the theatreman to reveal his age, however . . . Newest thing in these parts is the idea of Melvin Kells and John Mattias, operators of Forest park, dance pavilion near here, who stage "movie dances." Patrons dance to the music of big name bands via screen short subjects.

Louis Prima appeared at the Paramount June 21 for a three-day stand . . . Andrew Bernhard, editor of the Pittsburgh Post-Gazette, recently returned from Moscow, was principal speaker at a luncheon meeting of Tent 30 of Toledo Variety. Paul Schrader, managing editor of the Toledo Blade, served as King of the Day during the event.

Richard Henning, graduate of DeVilbiss high school, has been appointed assistant manager of the Colony by Jack Lykes, manager. He replaces Don Ridge, who at 21 becomes manager of the recently opened Clinton, in Port Clinton, Ohio, also operated by Associated Theatres of Cleveland.

Ted Teschner, for 17 years with Loew's Theatres, and for five years manager of Loew's Valentine in Toledo, has opened the "T" Art Display studios here to specialize in advertising display work, including show cards, banners and silk screen process printing . . . Lloyd Hayes, onetime manager of the Palace, Canton, has become assistant manager of the Rivoli here, under Howard Feigley.

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Penn Eastwood Opened By Navari Amusements

PITTSBURGH — The Eastwood, Frankstown road, Penn township, opened Thursday evening (26) with "The Sea of Grass." The de luxe rural area theatre is owned and operated by Navari Amusements, Inc., and was under construction for several years.

Originally planned in 1940, the building materials were removed from the job and held up by the government after Pearl Harbor. Various intervening events and happenings held up construction and plans for opening.

The Navari brothers, Rudolph, Samuel and Julius, are veterans in the amusement field and special credit is due to them for making this investment in quality materials and equipment throughout. Navari Bros. have enrolled the Eastwood as a member of Allied MPTO of W. Pa.

Mansfield Pool Dissolved

MANSFIELD, OHIO—The Warner-Skirball pool, operating the Ohio and Madison theatres here, is being dissolved. Details of the "divorce" are being worked out by the interested parties.



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Shifts in Personnel Made by Frudenfeld

CINCINNATI—Col. Arthur Frudenfeld of RKO Theatres has made a number of shifts among employes.



COLONEL FRUDENFELD

Walter Ahrens, manager of the Grand, was transferred to the Uptown, Detroit, as manager.

Arthur Piccolo was moved from the Shubert to manage the Grand.

Jimmy Geers, assistant to Florence Kipp, Lyric, was made manager of the Shubert.

Jimmy Mitchusson, assistant manager at the Family, becomes assistant at the Shubert.

Edward J. White, floor manager of the Palace, is now assistant manager at Family.

Harold Pitcher, Shubert assistant manager, has a similar post at the Lyric.

Exhibitor Turned Outdoors, Sets Up 16mm Drive-In

GLENVILLE, W. VA.—Gray Barker, manager of the Pictureland and Lyric theatres, owned by C. W. Marsh, boasts that he has operated the first 16mm drive-in theatre in the history of show business—as far as he knows.

When the board of education nullified the superintendent's permission for him to make a nonprofit 16mm showing in the Tanner high school auditorium, in the nearby theatreless community, he set up his equipment outdoors and proceeded with the presentation. Several drove into the vacant lot in cars and watched, Barker said.

U.S. Halts Construction Of Monessen Theatre

MONESSEN, PA.—Construction of the new Manos Theatre here again has been stopped by the CPA. All steel work is completed and building materials are on the job. The "go ahead" had been given to the project several times. Until the agency relaxes, the job is closed down under penalty of a large fine. Michael Manos has other new amusement projects pending, including a de luxe theatre at New Castle.

Pete DeFazio Promoted

PITTSBURGH—Peter R. DeFazio, Warners main line salesman, assumed new duties this week as Baltimore representative. Pete, an ex-GI has been employed for a number of years by Warners in various eastern posts and is popular in the trade. His brother is Sam DeFazio, manager of the J. P. Harris, and two sisters reside here. Leonard Pearlman, salesman from the Washington, D. C., branch, has been transferred to the Pittsburgh office.

Growls at Long Descent

COLUMBUS—A reader of the Ohio State Journal, in a letter to the editor, complains: "Several big movie houses here have their restrooms down a flight of stairs, twice as long as you'd have in your home. Surely they could provide restrooms on the first floor. I've given up trying to take older people or cripples to those movies."

CINCINNATI

Irving Lesser, associated with his brother Sol in production of the Tarzan series, released through RKO, visited here last week with Stan Jacques, RKO manager here . . . Arthur Manheimer, National Screen manager, his wife and son and daughter, drove to New York to attend a reunion of his wife's family at the Empire hotel. A large contingent is expected from many states.

Jerry Jackson jr., Happy Hour Theatre, Williamsburg, Ohio, visited the exchanges . . . The F&Y Building Service is completing a redecorating job at the Champion Theatre, Columbus, recently acquired by Sugarman and Hofheimer. Complete new booth equipment and a new screen have been installed . . . Irv Sochin, U-I manager, accompanied Gilbert Sheppard on a trip to Columbus.

Mrs. Oliver R. Long, wife of the owner of the Lennox Theatre, Springfield, Ohio, died at Paducah, Ky., while giving birth to her child. The baby's life was saved . . . John Walters and George Lively, Walters circuit, Huntington, W. Va., were in Cincinnati.

The Warner club held a party in its club rooms last week, serving a buffet luncheon. Guests included Marvin Samuelson of the Warner Theatres office, Cleveland, and Ray Frisz of Springfield. Samuelson also attended the Sochin-Carmichael testimonial dinner at the Variety Club.

Saul Bragin of Warner Theatres, Pittsburgh, made a quick trip to the city, flying in Thursday morning, and leaving on the afternoon plane back to Pittsburgh, after setting in bookings for his houses . . . Goldie Breslin of U-I has returned from her vacation, during which she visited her sister and many friends in Louisville.

While on the coast attending the Variety Club convention Lee Goldberg, Popular Pictures, acquired the rights for distribution in the Cincinnati and Indianapolis territories of "Custer's Last Stand," a 15-episode serial. He also closed for 11 new westerns, six with Rex Bell, four Ken Maynards, and one, "Songs and Saddles," featuring Gene Austin. He also bought three exploitation pictures, "Missing Girls," "Red Lights Ahead" and "House of Secrets" . . . National Screen employes attended a screening of "The Web" in the RKO Theatre projection room.

Mr. and Mrs. E. Boschian, English, W. Va., have issued invitations to attend the wedding of their daughter Benvenita "Nutie" Erminna, to Albert Lamarr Blankenship, on Sunday, July 6, at the Catholic church in War, W. Va. . . . Lucille Jungkunz, National Screen accessory department, was married June 28 to Harry Sullivan. The company gave Lucille a wedding check and one of her co-workers, Lucy Oelschlager, arranged a shower . . . Dorothy Herricks of National Screen will become the bride of Raymond Phillips July 19.

Sam Oshry, formerly of Cincinnati, now city salesman for U-I in Indianapolis, visited here with wife.

Harry Layne, Haven Theatre, New Haven, W. Va., and his wife, made their first trip to the Cincinnati exchanges last week. The Laynes had a joint business and pleasure trip, as they wanted to be with their old friend, Billy Southworth, manager of the Boston Braves, and also to attend the Braves-Reds ball games scheduled here. Layne was a professional ball player for 20 years, playing with Rochester, Syracuse, and the Cards.

Engagement is announced of George A. Delis, general manager of Constant Theatres, with offices in Canton, to Barbara P. Katchianes, the wedding to take place in the fall. Miss Katchianes has been traveling in the east the past year, and made her home with her sister in Burlington, Vt. Delis boarded a plane last week for Greece to attend the wedding of his sister, and will remain there for two months.

Sally Cahill is a new employe in MGM's billing department . . . Moe Dudelson, UA district manager, spent several days with Manager Jack Finberg in Cincinnati . . . Ed Booth, MGM manager, made a trip in and around Columbus with Salesman Milton Jacobs . . . Al Sugarman and Lee Hofheimer will move their offices from the Indianola Theatre, Columbus, to the Champion Theatre in that city.

L. Roy Smith, Palace, Huntington, W. Va., was summoned to Martins Ferry, Ohio, by the death of his mother. Johnny Goodno, manager of the theatre, stopped in Cincinnati on his way to Martins Ferry to attend the funeral . . . Elstun Dodge, of the Elstun Theatre, Mount Washington, and the Dodge, New Richmond, and his wife Alice, have returned from a Florida vacation.

Mr. and Mrs. Jim Curl, Salem Theatre, Dayton, visited the main office of the Miles circuit in Columbus. Jim is one of the topnotch managers in the circuit. Mrs. Curl was formerly connected with RKO theatres in Dayton.

Derrick Sydney, Kentucky and West Virginia salesman for National Screen, won an award in a sales contest held in May . . . Rex Carr, who has taken over management of the Theatre Owners Corp., has brought his wife to Cincinnati; and is seeking a residence so they can bring their children here.

Gene Tunick and Al Glaubinger, RKO salesmen, will spend the July 4 weekend in New York, prior to attending the sales convention opening July 7 at the Waldorf-Astoria. Other delegates from Cincinnati include Manager Stan Jacques; office manager Bud Weigel; representatives Mark Cummins, Joe McKnight and Jack Furrer; and field representative Hugh MacKenzie . . . Lillian Seltzer of RKO left June 26 for a ten-day stay in Michigan.

Bob Lamb, formerly of Detroit, now with Paramount in Cleveland, has been pinch-hitting in the Columbus territory for Bernie Gardner, on the sick list for some time. Bernie is well on the road to recovery, and will be back in the saddle soon.

Dave Brown, Cabin Creek, W. Va., spent several days in Cincinnati . . . Also seen on the Row was Ross Filson, Point Pleasant, W. Va. . . . Lee Goldberg, Popular Pictures, is proud of his son, Jay, whose recently published personal interviews with Gregory Peck and Frank Sinatra, evoked many favorable comments.

Theodore Grance to Build Drive-In Near Altoona

ALTOONA, PA.—Theodore Grance, Everett exhibitor, will open a drive-in near here. He also is a member of Outdoor Theatre, Inc., which has a drive-in under construction on Route 30 near the approach to the Pennsylvania Turnpike at Irwin. His Altoona drive-in will have a 700-car capacity.

Tent No. 1 Has 650 Barkers

PITTSBURGH—Membership roster of the Variety Tent 1 lists 650 barkers, 288 being associate members.

LOUISVILLE

Col. Charles R. Mitchell, president of the Chamber of Commerce of Barbourville, Ky., and head of the Barbourville Amusement Co., operating the Mitchell and Magic theatres there, headed a committee welcoming the Louisville Board of Trade's tour on arrival in his home town. The Mitchell Theatre put on a free act with the Grand Ole Opry troupe of Nashville.

Recent visitors: Ralph Clausen, Bonnieville Amusement Co., Bonnieville; Otto Marcum, St. Clair Theatre, Lebanon Junction; E. J. Steiner, Steiner Theatres, Maynardsville, Tenn.; Charles H. Behlen, Nicholasville Amusement Co., Nicholasville; Andy Anderson, Photoplay Theatres, Hartford; R. L. Costillo, Lincoln Amusement Co., Lexington; W. Freeman Smith, Kentucky, Cadiz; Charles Bowles, Victory, Vine Grove; Oscar Hopper, Arista, Lebanon; J. Stewart, Majestic, Beaver Dam; M. H. Sparks, Strand, Edmonton; E. T. Denton, Majestic, Owingsville, and Jesse Fine, Premier Theatres, Evansville, Ind.

The Kiwanis club gave the Girl Scouts a new 16mm sound projector . . . E. T. Denton of the Majestic, Owingsville, is proud of his new automobile, finally received after a long wait.

The Oak and Ideal theatres, Louisville, affiliated with the Fourth Avenue Amusement Co., recently installed built-in concession counters, including new popcorn machines . . . Oscar Hopper of the Arista, Lebanon, is home after an extensive vacation . . . Mary Ed Williams of the Savoy Amusement Co., Louisville, is in Cleveland, visiting friends and relatives. Gratia B. Locke, also of Savoy, has returned from a week's vacation at Peewee Valley, Ky.

V. J. McKelski's West Baden Theatre at West Baden Springs, Ind., has closed temporarily. Reopening is expected soon . . . Opening date of the Theatair, drive-in being built between Jeffersonville and New Albany in southern Indiana by Municipal Enterprises, has been held up by a lack of equipment . . . Thomas A. Miller is now manager of the Adair Theatre, Adairville, Ky.

Mrs. Clyde Marshall of the newly opened Columbian Theatre, Columbia, Ky., in town, advises she booked "The Best Years of Our Lives" to be shown a a top of $1.30. She also said the house has installed a frosted malted milk machine.

First prize of $50 in the "Great Expectations" contest conducted by Loew's Theatre and U-I was won by Joseph Elwood of New Albany, Ind., whose entry was submitted in the form of a poem . . . Governor Willis is expected to call a special session of the legislature some time before July 1. It is possible some of the pending theatre legislation may crop up if and when the legislature meets.

James E. Thompson, former executive of the Savoy Amusement Co., Louisville, stopped off here to renew old acquaintances on his way to Bowling Green, Ky., to visit his mother. Jimmie is now manager of the Bryn Mawr Theatre, Bryn Mawr, Pa. . . . A special screening was held at the Fourth Avenue Amusement Co.'s screening room for the Retail Merchants Ass'n of the film "Miracle on 34th Street," which deals with the retail trade. Attendance was so great two showings were given. The film was well received.

Laraine Day to Topline

Laraine Day has been inked to topline in United Artists' "Champagne for Everybody."

CLEVELAND

Harry Schreiber, RKO Theatres district manager and chief barker of the Variety Club, has named M. B. Horwitz as chairman of the house committee, Mannie Stutz and Nate Schultz as co-chairmen in charge of purchases and Nat Barach as chairman of the entertainment committee.

Jack Meyer, former manager at the Willoughby Theatre, Willoughby, has opened the Geneva Theatre at Geneva-on-the-Lake, a resort built last summer by Resort Theatres Corp. . . . August Ilg of the Ohio Theatre, Lorain, and his wife and daughter are vacationing on the west coast . . . Max Federhar, president of the Akron Theatre Managers Ass'n, says practically the entire membership plans to attend the ITO convention at Cedar Point in July.

Arthur Marchand of Film Transit was in Cincinnati last week in his capacity as secretary of the Parma Exchange club . . . Virginia and Dean Buell, former Republic bookers, are parents of a son born June 19 at Huron Road hospital . . . Mary Rates, Republic assistant booker, was guest of honor at a spinster dinner given by the girls of the exchange and was presented a luggage set. She will be married July 5 to Bernard Drews.

Sam Weiss, Film Classics manager, spent a week in the territory calling on exhibitors . . . Harold Raives, Schine Ohio zone manager, ill for the last several months, is gradually taking up office reins again, working a short schedule for a while . . . Sam Seplowin, Republic district manager, held a regional meeting of branch managers at the Statler last Sunday. Present were Irwin H. Pollard, Detroit; Ike Sweeney, Pittsburgh; George Kirby, Cincinnati, and Norman Levin, Cleveland.

George Bennett of the E-L publicity and exploitation department was back in town for the first time in six weeks. He hasn't been at his desk since he started to work on the world premiere of "Repeat Performance" in Zanesville. On his way to Cleveland he and Dick Basehart, the Zanesville boy who stars in "Repeat Performance," visited Louis Bromfield's farm outside Mansfield to discuss production angles of "Kenny," a Bromfield story soon to be produced by E-L. From Mansfield Mr. and Mrs. Basehart drove in to Cleveland with Bennett through a driving rain, arriving just in time to catch a train to Chicago where they stopped off to visit Basehart's brother, and then on to the west coast.

Jack O'Connell bows out of the Ohio Theatre, Toledo, July 1, when the owner of the building, Edward Bialorucki, takes over its operation. O'Connell has operated the house under lease for the last 17 years . . . Fred Scheuerman, who was Warner Bros. and PRC office manager before joining Cooperative Theatres of Ohio, and his wife, last week celebrated their 30th wedding anniversary.

Matt Goodman, United Artists manager who has sold his product to every circuit in the territory, reports unusual exhibitor interest in UA's announcement that "Carnegie Hall" will be released for popular price showing . . . Lenore Fogelson, secretary to the Warner manager, Jerry Wechsler, is vacationing in New York . . . Nat Wolf, Warner zone manager, and Lou Ratener, Warner contact manager, attended a home office zone managers' meeting last week.

R. W. Arnold, Warner auditor, is in town . . . William Zoellner, MGM reprint and short subject representative, visited Cleveland . . . Wedding bells will ring sometime in September for Nancy Milli, MGM booker's secretary and Frank Girman, now attending Ohio State university . . . Bob Davis is the new MGM student booker . . . George Tarassoff, MGM booker, is vacationing in the east . . . Harry Walders, RKO manager, was in Detroit to meet Robert Modine, RKO vice-president and general sales manager.

The Yorktown Theatre, being erected by the Velas brothers, is expected to open in mid-July . . . Guido Spayne's new Lyn Theatre, Akron, should turn on the lights in about two weeks . . . Marjorie McCord, secretary to the Warner assistant zone manager, Dick Wright, is spending her vacation getting settled in the new home she and her husband have been building the last year.

Bad luck stalked Harold "Bud" Friedman on his wedding trip. While en route home from Florida, he suffered a gallstone attack and was hospitalized in Savannah, Ga. At last account he was resting comfortably at Cantler hospital there . . . Charles Rich, Warner district manager, attended the Indiana exhibitors' convention held in Wawasee. Leo Jones of Upper Sandusky also attended.

Three new drive-ins are opening in this area. The Mansfield-Galion drive-in, built by Harold Nussbaum, opened June 18; A. K Veach's Twilight drive-in in Goshen township, was scheduled to open June 26 and the Blue Sky ozoner in Wadsworth, built by N. Selby, is aiming for a July 4 opening.

Norman Levin, Republic manager, reports he can't keep sufficient prints of the Roy Rogers westerns in Trucolor on hand to meet the demand . . . Mrs. William R. Thomas was installed as president of the Cleveland Cinema club last week in absentia. She was called to Washington by the illness and death of her brother . . . Hearings on the Orrville arbitration case have been continued until a July date to be set as soon as parties to the suit can agree as to the time.

"It Happened on Fifth Avenue" is playing at the Hippodrome while "Miracle on 34th Street" is playing at the Allen . . . Playing of "Best Years" at advanced prices just four weeks after its first showing, has proved disappointing. It is believed patrons resent the number of advanced price pictures being shown within a short space of time . . . Cain park, Cleveland's outdoor summer theatre, opened its tenth season last week with a presentation of a Welsh comedy, "The Barber and the Cow."

Remodeled Rivola Opens

TAWAS CITY, MICH.—Ashmun Theatres reopened the remodeled Rivola June 15 under a new name, the Bay. Remodeled at a cost of several thousand dollars, the house has new sound, screen, cushion seats and a triangular, neon-lighted marquee. It is operated on an evening show basis.

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DETROIT

Under the marquees: Sam C. and Joseph C. Lombardo and John G. Masoni of Cleveland are forming the Muskegon Drive-In Theatre Co., with a capitalization of $10,000 to run a drive-in on the West Coast highway at Muskegon.

David M. Idzal, managing director of the Fox, is making arrangements for the women's national open golf tournament to be held here . . . George Jessel, June Haver, Mark Stevens, Martha Stewart, Richard Green and David Street will be at the Fox July 4 for the opening of "I Wonder Who's Kissing Her Now."

Jafet J. and William J. Rytkonen of Negaunee and Paul A. Bennett of Ishpeming are forming the Jefry Theatres organization, with a capital of $150,000, and offices at 230 Iron street, Negaunee . . . United Detroit circuit has been given an okay by the city council for a new stickout sign at the Ramona.

Sam Greisman, supervisor of the Associated circuit, has left the organization . . . Paul Allard, candy concessioner at the Seville, is taking up show business seriously . . . Wilson Elliott of the Royale has rigged up a five-gallon supply of both hot and cold water in his new Plymouth for his offspring, using an oxygen tank, heat from the exhaust, and plenty of ingenuity.

Fred Walton of the Loop spent his vacation at the Shubert Lafayette with "Suds in Your Eyes." He was a theatrical agent before going to the picture end of show business.

Exchanges: Sydney Bowman, UA manager, put the office through a neat facelifting . . . Sympathy goes to Jack Lothamer, UA office manager, upon the death of his brother . . . A. Champagne of 20th-Fox says the biggest excitement of the week was that fire drill Thursday . . . Oscar Morgan, short subjects sales manager of Paramount, and Virginia Wells of "Dear Ruth" are Paramount's honored guests of the week.

H. E. Stuckey, Paramount manager, had a double bill last week. LaVonne Friend, switchboard operator, was married Saturday to William Morrison, and Wanda Oszustowicz, office manager's secretary, was married the same day to Robert Wise.

Travelers: Roy Haines, Warner western divisional manager, was a visitor . . . Lucille Ball is due in town for two weeks in "Dream Girl" . . . Charles Roth of the Roth and Berdun organization is leaving for California to look over the situation there, and will have a new studio theatre built right in Convention Hall by the time he gets back.

Marilyn Nash was in town for a visit with her mother, Mrs. W. A. Downs . . . William B. Zoellner, manager of reprints and short subjects, was an MGM visitor . . . William Scully, U-I vice-president, and Bill Johnston, Paramount exploiteer, were also on the visitors' register . . . Alice Gorham, UDT exploiteer, is away on a brief vacation.

Drug store stuff: Peryl LaMarr, theatrical costumer, has been sick. She will leave for a vacation in Mexico about July 15 . . . Len G. Shaw, dean emeritus of the local theatrical press, was a visitor at the Shubert Lafayette.

Howard Craven of Exhibitors Service, fully recovered from his auto accident, is celebrating his 27th anniversary in the business. He wants to make it 30 . . . Dorothy Brown of Associated Theatres is moving from the Cooperative office in the Fox Theatre Bldg. to the home office in the Dime Bank Bldg.

Bert Tighe of Republic proudly reports Michigan turned up with two winners in the "My Pal Trigger" contest to name the twin colts. One was at Gladwin and the other at Onaway . . . Richard Montgomery of Williamston is reported to be the booker for the new house to be opened at Leslie in a couple of months—when they can get seats.

John Tatu of the Nortown and Casino has not yet selected a name for the new house he plans to build at Eight Mile and Ryan Roads . . . Art Clamage ad Charles Rothstein have installed a Solovox in the pit at the Avenue . . . Louis Parine, manager of the East Side Drive-In, is delighted with the break in the weather, which should bring more people to the outdoor houses . . . Inspector Charles W. Snyder, censorship chief, is on a ten-day trip to Denver to attend the Optimist club convention.

Along the rialto: Wallace Cross of the Cross Carbon Saver firm is keeping the shop running 11 hours a day to get caught up on production.

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PITTSBURGH

Eighty-two golfers participated in the Variety Club stag tournament at Chartiers Heights Country club. Ray Downey was the low gross winner with a 79, and Bob Coyle jr., H. Alpren and Dr. S. Ostrosky, nonmembers, tied with 78s for low gross honors among the guests. The Variety Club will stage another tournament in September and ladies will be invited to attend this event.

Jimmy Hendel, PRC district manager, has a new Buick . . . George Tice, Columbia's local manager of sales, addressed the new Kiawanis club of Patton township . . . Mathilda Kiel, AMPTO's assistant secretary, celebrated a birthday anniversary Wednesday (18).

Paramount's 35th year drive meeting is scheduled locally July 9 and 10 . . . Charles Saphro, SRO manager of exchange operations, was here inspecting the new Selznick setup and the Acme facilities for physical distribution.

Happy grads are Mr. and Mrs. Herbert Joseph. Herb, ex-GI son of the Abe Josephs of the Triangle, East Liberty, graduated from the University of Pittsburgh, and his wife Priscilla graduated from the Pennsylvania College for Women. Both escaped injury in a serious motor accident in Niagara Falls several weeks ago.

Ed Stuve, retired Paramount salesman, was a visitor last week from his home in Coral Gables, Fla. . .. The Crafton residence of the William J. Walkers was in repair this week following roof and structure damage caused when lightning struck the chimney . . . Vince Aldert, Loew's Ritz manager, is on the road as relief manager for Loew's circuit, and Russ Schira, assistant at the Penn, is substituting at the Fifth avenue house.

"The Best Years of Our Lives," which had an eight-week roadshow run in the Fulton, is returning downtown in a second advanced admission engagement at the Art Cinema . . . John A. Reilly, veteran theatreman and manager of the Metropolitan in the Bloomfield district, and Mrs. Reilly observed their 47th wedding anniversary.

The grid season is months in the future but more than 20,000 season tickets have been sold to Steelers' fans . . . Jesse Podkul, manager of the Nemo, Pitcairn, is the father of a second child, a boy, born last week . . . Lou Michael, veteran city exhibitor, has a new Hudson and is planning to motor next month to the seashore and Washington, D. C.

Films concerning universal military training are being offered for showing in local area theatres by the Western Pennsylvania Military District. Phone: COurt 0722, extension 4 . . . Allegheny county's newest radio station, WLOA, owned by Matta Broadcasting Co., Braddock, is on the air.

Ches-a-Rena, a new roller rink at Cheswick owned by Joseph and Elmer Dattola jr., Springdale exhibitors, is ready for opening. The 150x200-foot sports palace, with 14 exits, has 15,000 square feet of skating floor and an additional 15,000 square feet of flooring. There is a 20x85 foot snack bar and various lounges, rest rooms, storage and check rooms.

Mr. and Mrs. Max Arnold and son Richard are vacationing in Atlantic City. The Verona and Pitcairn exhibitors look forward to an increase is the family this fall . . . Martin Terner and his son Allen of American Theatrical Valance Co. have new cars, a Chrysler and Buick respectively . . . John Nichel, Filmrow projectionist, left his lowers in a dentist's office.

Bertha Kimmel, MGM inspector, became Mrs. J. Maund here last week, and the honeymooners forwarded greeting cards from Cleveland . . . Vacationing from duties at the Warner exchange were Mildred Homan, Katherine Wunderlich and Loraine Garrity . . . S. Innocenti of the Verdi, Belle Vernon, was Filmrow shopping in a new DeSoto.

E. M. Stuve, former Paramount salesman here for upward of 30 years, a visitor, says he'll be around for a month or so and hopes to greet many his old-time friends . . . John A. Reilly, manager of the Metropolitan, Bloomfield district, and his "uppers" have parted company.

Following annual custom, the American Theatrical Valance Co. will be closed August 2 to 11 when management and staff vacations . . . Mrs. W. C. Jervis, widow of Bill Jervis, former manager of National Theatre Supply, is visiting in Detroit. Since her husband's death June 9 she has been unable to make a decision regarding where she will reside. Her original home was in Indianapolis.

Jack Marks, exhibitor at Clarksburg, W. Va., vacationed in Indianapolis . . . A Filmrow visitor was Andy Jacknic, who worked for old Independent Display Co. a number of years ago . . . Harold "Bud" Friedman, formerly of this city and now managing the Vogue, Cleveland, was stricken with a gall bladder attack while on his honeymoon and is in a hospital at Savannah, Ga.

Ten city theatres opened "The Best Years of Our Lives" Wednesday. Warner houses included the Cameraphone, Kenyon, Rowland, Schenley, Hollywood and Whitehall, and the independent theatres showing the Academy award production are the Art Cinema, downtown; Beacon, Squirrel Hill; Grant, Millvale, and the Embassy, Aspinwall.

James Hendel, PRC district manager, is spreading the word here regarding the Cleveland Variety Club's golf tournament which will be held at the Beechmont Country club, Monday, July 21. Ladies are invited . . . Wally Feldman, graduate of the Taylor Allerdice high school and son of the Joseph (Warner circuit) Feldmans, will enter Pitt in the fall.

The RKO exchange was closed Monday afternoon and employes took off to North park for a picnic arranged by Lucille Worth . . . MGM is distributing gin rummy score pads . . . Ben Burke of Filmrow says he expects to have his new sample Christmas cards soon . . . Welden Waters and C. C. Kellenberg were in Philadelphia to attend funeral services for C. E. Peppiatt and Samuel Gross, 20th-Fox officials, who were killed in an airliner crash.

Ben Williams and his bride of several months, the former Evelyn Kahn, stopped here several days en route to their home in Boston . . . Bill Nesbitt, PRC salesman, had his car rammed and damaged while parked . . . Joseph G. Seyboldt, Erie's octogenarian exhibitor, came through several operations and he is on the mend . . . The script of Cecil B. DeMille's "Unconquered," which deals with the pre-Revolutionary days at old Fort Pitt, will be presented to Carnegie library.

Press Roto had a seven-photo layout on Filmrow and the Warner exchange June 22, the angle being that the motion picture industry is in the canned goods business. Exploited were "Cheyenne" and "Possessed."

Mildred Lutz, RKO biller, is honeymooning. She is the bride of Pvt. Lionel Joseph Dion, Royal Canadian regiment . . . Marlin Way, theatre manager for his father A. P. Way, DuBois, has a new Dodge . . . Mrs. Milan Glumidge, the former Alyce Panagotacos, who has been residing in Pinehurst, N. C., was a Filmrow visitor, looking after business for the Park, Johnstown, now managed by her brothers Plato and Ernie, who are vacationing in New York.

PRC's local district, including Pittsburgh, Cleveland and Cincinnati, is in first place in the Harry Thomas drive . . . Peter Nikas, former Wilkinsburg exhibitor, who was in Greece, throughout the war, has returned here and he is employed by the N. A. Malanos enterprises in East Pittsburgh.

The late Sam Hanauer, veteran Beaver Falls exhibitor, before his death had devoted a year to seeking a radio permit for that community . . . Michael Youneridge is reported negotiating for a new lease on the Strand, St. Michael, Pa. A long-term lease held by him expired recently and the theatre went dark.



OPEN YOUTH CAMP—Civic and industry leaders were present as Pittsburgh's Variety Club officially opened its free summer youth camp for its eighth year of operation on June 15. Shown here at the opening are Harry Feinstein and Harry M. Kalmine, past chief barkers; Father Lawrence A. O'Connell, founder of the summer camp which bears his name; Artemus C. Leslie, county attorney; I. Elmer Ecker; M. A. Silver, camp chairman for 1947; Father Bassompierre, camp director; Joe Hiller, past chief barker, and, R. Clifton Daniel, chief barker. Highlight of the opening day ceremonies was the dedication and opening of a new $40,000 swimming pool. The camp annually provides free summer vacations for more than 1,200 underprivileged Pittsburgh children.

Reduced Clearances Asked by Markoffs

NEW HAVEN—Theodore and Joseph Markoff, doing business as the Moodus Theatre, and East Hampton Theatre, East Hampton, have filed with Oliver Bishop, secretary of the American Arbitration Ass'n here, requesting a ceiling of 30 days after first run in Hartford be set for the theatres. Respondents are the five majors.

The two theatres claim a hardship in booking due to the lateness in booking and buying by Middletown Theatres, operated by Middlesex Enterprises, Inc., of which Morris Pouzzner is the principal. Complainants say they are forced to play pictures from 60 to 150 days old and older under the present set-up, and feel a 30-day ceiling after Hartford would relieve this situation.

Roger Mahan has intervened for the Carroll Theatre, Waterbury, in the Alhambra, Waterbury, complaint against the majors, asking a 50-day ceiling after first run for the theatre. The complaint awaits agreement on hearing date. The Rivoli, Hartford, complaint also has hit a snag on hearing date agreement, because of summer vacations.

Intervenors Appeal Award In Anchor Theatre Case

BOSTON—New England Theatres, Inc., and Publix Netoco Theatres Corp. have appealed the arbitration board's decision in a clearance complaint brought by Anchor Theatre Corp. Anchor named the Big Five in its original complaint. New England and Netoco were intervenors. Anchor operates the Anchor Theatre, Kennebunk, Me.

The arbitrator granted the complainant a clearance of 63 days after the Strand, Empire, State and Civic theatres in Portland. The State is operated by Publix Netoco. The award also granted the City and Central theatres in Biddeford 44 days clearance over the complainant's houses.

Rhode Islanders Rename Stanzler as President

PROVIDENCE — Independent Theatre Owners of Rhode Island, Inc., meeting at Hotel Biltmore, re-elected all officers, including Meyer Stanzler, president; Chester Currie and Lon Vail, vice-presidents; Henry Sperling, treasurer; Joseph Stanzler, recording secretary; Theodore Rosenblatt, financial secretary, and Ray E. Feeley, business manager.

The executive committee includes the officers and Maurice Safner, chairman; Henry Annotti, Joseph Carollo, P. J. Crowley, William Deitch, John Findlay, Fred Greene, Al Gould, Walton Harmon, Harry Horgas, P. J. Marget, Fred Parker, Leonard Richter, Melvin Safner, Charles Tobey and Henry Tobin.

ITO of Rhode Island is an affiliate of Independent Exhibitors, Inc., of New England, which in turn is a member of National Allied. The Rhode Island group was formed about a year ago.

Hartford Central PTA Tieup To Go Into Third Season

HARTFORD—Hugh Campbell, manager of the Central, will start its third consecutive season of Saturday morning Kiddy shows, sponsored in conjunction with the PTA of West Hartford, in September. Campbell has been playing Children's Film library pictures in addition to films of general interest to youngsters.

Sales Tax Is Voted Out Of Bay State Tax Bill



HONOR VETERAN—Benn Rosenwald, MGM Boston manager, pins a 20-Year service pin on Edward Dorkin, head of maintenance in the Boston office.

BOSTON—The ways and means committee late Monday night (23) recommended only enough revenue to balance the state budget and eliminated the proposed 2 per cent general sales tax. The new recommendations do not affect admissions on places of public amusement and if passed by the house and senate will place additional burden on liquors, ale, horse and dog racing and corporate income.

Governor Bradford's omnibus tax bill providing for $59,000,000 was overwhelmingly defeated, and the ways and means committee by refusing to report the sales tax bill asked by Bradford made it practically impossible for such legislation to be considered at this session of the general assembly.

It was not decided whether the general sales tax would have affected theatre admissions.

The recommendations of the ways and means committee followed the submission to it of a taxation program by the legislative committee calling for a total of $194,200,000.

Work Is Rushed in Dalton; Drive-In to Open in July

DALTON, MASS.—The Briggs Open Air Theatre, the first auto theatre in Berkshire county, will open here during the first week of July. It will be operated by a six-man corporation now being formed.

A parking area to accommodate 500 cars is being leveled and graded. Concession booths are under construction on the lot, and toilets with running water are being installed. Projection equipment has already been obtained by the management and is ready for immediate installation. The screen is large enough to show a 30 by 40 foot picture. The necessary permits have been obtained, including permission to show on Sunday.

Principal stockholders in the corporation are Edgar Briggs and his son Gordon. Other corporation members are Marshall Briggs and Charles Zdanis, Nicholas E. Krichenbar and Alfred Boryta, Pittsfield.

Candy Is Back to 5 Cents At Three Daly Theatres

HARTFORD—Joe DiLorenzo of the Daly Theatre Corp. reports candy prices have been dropped from six cents to five cents at the Daly, Hartford; Plainfield, Plainfield, and Capitol, Lowell, Mass. DiLorenzo, back from a Westbrook, Conn., vacation, adds that a new kiddy deal has been set for the above three theatres, with roller skates to be given away over a period of several weeks. Skate deal was set through L. A. Kahn of New York. Kahn has also scheduled similar giveaways with Howard Richardson of State Theatre, New Britain.

William Mortensen Named Hartford Chamber Director

HARTFORD—Wiliam H. Mortensen, managing director of the Bushnell Memorial, has been elected a director of the Hartford Chamber of Commerce.

Western Massachusetts Towns Face Property Tax Increases

SPRINGFIELD, MASS.—More tax rate boosts for western Massachusetts and Connecticut have been announced by various communities, spelling higher costs for theatre owners. The property tax increases, following a general trend in Springfield and other major cities, are dictated in the main by generally rising costs for operating municipal governments. Biggest chunks involved in the higher rates, officials say, are increased costs for municipal workers.

In Westfield, a $2 boost per each $1,000 valuation has pushed the 1947 tax rate up to $39. Westfield is a major western Massachusetts community.

One of the biggest jumps on record for the area occurred at Wendell, where the 1947 tax rate skyrocketed $9 a $1,000 valuation, pushing this year's figure to the all-time high of $45.

At New Marlborough, the assessors set a rate of $35, as compared with the 1946 rate of $32.60.

Also up sharply for 1947 was the tax rate set at Leyden, where this year's figure came to $45—an increase of $8 per thousand. Montague shows a tax rate this year of $40, marking a five dollar increase over last year.

In Bloomfield, Conn., a tax rate of 28 mills on each $1 valuation was set, marking an increase of two mills over 1946, while Rocky Hill, Conn., set a 23-mill tax rate—the same as last year.

Only reduction effected thus far in the area occurred at Chesterfield, where the assessors announced they had set the 1947 tax rate at $43—a drop of $3 from the 1946 rate. The rate reduction, however, was made possible by the increase in property valuation of approximately 17 per cent throughout the town.

Harold W. Hall Appointed District Deputy for K. C.

WORCESTER—Harold W. Hall, manager of the Orpheum and Uptown in Gardner, has been appointed district deputy for the Knights of Columbus with supervision of councils in Fitchburg, Athol, Orange, Winchendon, Otter River and Gardner. He has been grand knight of the Gardner council three years.

Yarmouth Likes Newcomer Carleton; Community Spirit Wins for Theatre

BOSTON—Newcomer in the exhibition field is Marshall Carleton, owner of the Yarmouth Theatre, a 300-seat house in a small coastal town of the same name. When he took the theatre over 18 months ago, several skeptical industryites said: "We'll give you three months before you fold."

Recently Carleton had an offer of several thousand dollars more than he paid for the house. "I love this town," he said, "and my wife and I are proud to be considered solid citizens here. We're not considering giving up this opportunity of serving our newly found friends."

Yarmouth has a population of 2,500, with a draw of about 2,000 more from surrounding towns and villages, but it is almost entirely residential. It has one cotton mill employing 45 workers but its main industry is fishing. It is 12 miles from Portland, Maine's largest city, and is humorously known as "Portland's back bedroom." In the summer the population is increased by 20 per cent.

To this setup came Carleton and his wife as perfect strangers 18 months ago. He first sold himself to the townsfolk, demonstrating that he had true community spirit and that he and his wife were in accord on all civic affairs.

One of his first activities was the holding of a benefit for the local Sportsman's club, a newly formed group organized to back up the young people's baseball club and other athletic contests. To this worth-while cause Carleton offered his theatre for a benefit performance, giving 100 per cent of the receipts. Later the Boy Scouts wanted to raise funds and again he turned over his theatre. He did the same for the Girl Scouts. When the Community Chest drive started, Carleton immediately offered the theatre for a benefit. At that time, the minister of the largest church urged his congregation to back the Community Chest benefit and added that when the management of the only theatre in town showed such true community spirit, that he should be given continual support from the townsfolk.

Yet Carleton has never been asked to give his theatre for a benefit performance. The suggestion has always come from him.

A dynamic personality, Carleton has proved that the theatreman is an integral part of the community life of a town. His friendly and cooperative attitude has paid dividends.

Models Attend Breakfast For Hartford 'Egg and I'

HARTFORD—Jim McCarthy, Warner Strand manager, promoted an "Egg and I" breakfast at the Hotel Bond, sponsored by the egg trade of Hartford and the Connecticut Poultry Ass'n, for the opening of the U-I comedy.

McCarthy tied up with Celles modeling school here for models to appear at the breakfast. One of the girls was named "Miss Good Egg of 1947." Numerous state and city officials attended the affair after which they were invited by McCarthy to a screening of the picture at the Warner Theatre.

Film Appreciation Courses Suggested for Schools

HARTFORD—Recommendation that school systems launch "a course in evaluation of movies," has been put forward by Charlie Niles, theatre columnist for the Times.

"With vacation around the corner, we'd like to leave curriculum-makers with some food for summer thought—the idea of putting into the school systems a course in evaluation of movies," he wrote. "A movie appreciation course, in other words.

"When he graduates from school, little Joe is equipped to look a painting squarely in the face and offer an appraisal, though it may be a silent one, and not too profound. Little Joe knows a thing or two about music and he will not be entirely ignorant of the drama. He has had, you see, art and music appreciation, an exposure to Shakespeare as well, possibly by a conscientious teacher of literature.

"But what is done to prepare Joe for the awesome cinema which he will come against every Thursday or Saturday night for the rest of his life? Comparatively little."

Peskay Gives Highlights Of Coast Variety Meet

NEW HAVEN—The new Variety Club of Connecticut at its first open meeting, with Chief Barker Barney Pitkin, presiding heard Edward Peskay of New York and Greenwich discuss the highlights of the national convention held in Los Angeles. The meeting was to acquaint potential members with the purpose and program of the club.

Sutton Drive-In Opens

SUTTON, MASS.—A new drive-in, the Motor-In, has been opened here. The outdoor spot has a 500-car capacity, with ramps declining toward the screen to offer perfect vision for all occupants of cars.



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Indep'dent Exhibitors Into Larger Quarters

BOSTON—Independent Exhibitors, Inc., of New England has signed a long lease for new quarters at 31 Melrose St., and will move into the new space August 1, taking the entire second floor at the new address. The new quarters provide a reception room, consultation room, three offices and a general meeting room. The space involved is about three times the size of present quarters at 20 Shawmut St.

Independent Exhibitors has long been an active group of small theatre owners and independent circuit heads. More than 250 theatres are members, including personnel of the ITO of Rhode Island, Inc., Meyer Stanzler, president. Leonard Goldberg is president of the New England organization, with Daniel Murphy and James Guarino vice-presidents; Julian Rifkin, secretary; Leslie Bendslev, treasurer; Walter Mitchell, chairman of the board and Nathan Yamins, national delegate. Ray E. Feeley has been business manager for the last two years and has been largely responsible for bringing the group up to its present strength.

The organization, an affiliate of National Allied, is more than 30 years old. Past presidents have been Frank Lydon, Nathan Yamins, Francis Perry and Walter Mitchell.

Hartford Circuit Employs Introductions to Trailers

HARTFORD—Ernie Grecula, director of advertising and publicity for the Hartford circuit, is using in the circuit's five neighborhood houses a new introduction to all trailers, carrying personalized date strips.

At the Colonial, Grecula is utilizing the theatre's old vaudeville side announcement boards. Lighting effects have been set up behind the boards, and lights go on during running of trailers. On the boards are plugs for forthcoming films.

Gevaert Reduces Staff

WILLIAMSTOWN, MASS.—Fifty persons have been laid off at the Gevaert Co. of America, manufacturers of motion picture film, in a move which company officials termed "only temporary." The layoff was described by Leo Stuckens, vice-president, and Renee Aerts, treasurer, as being due mainly to the late spring. However, both officials stated that additional orders are being received which surpass all former orders.

Hobby Horses Go West

HARTFORD—Dean Barrett, former manager of the Rialto and Astor, has left Connecticut for a business trip with Maurice Zell to San Francisco. Barrett and Zell are handling Theatre Hobby Horse promotion units. Barrett said their address will be: Zell & Barrett, 742 Market St., San Francisco.

Stage Benefit Show

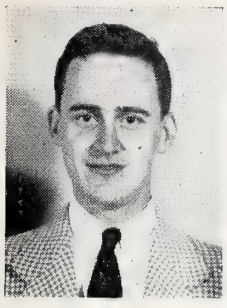
HARTFORD—Strand Amusement Co.'s State in Torrington featured a stage show for the benefit of the West Torrington building fund.

'Hucksters' Opens July 3

HARTFORD—"The Hucksters" has been booked to open at Loew's Poli here July 3, Lou Cohen, manager, said recently.

Yamins Links Houses With Graduation Fete

FALL RIVER—The Yamins Theatres here took a prominent part in exercises conducted by the 60-year-old Durfee high school. A full page ad in the Fall River Herald News advertising the circuit's coming attractions contained a message of felicitation to the graduates, who received diplomas at exercises conducted as usual, in the Durfee Theatre, managed by Paul Slayer.



JOHN J. McAVOY

The annual reunion of the school's class of 1937 was also held in the theatre. John J. McAvoy, the Durfee's assistant manager, headed the general committee of arrangements.

A brief history of the founding of the school and the part it has played in the community over the last six decades was presented by Norman Zalkind, Park manager.

Three Durfee school graduates, Lillian Russell, Margaret Meltezo and Mary Quigley, employed at the Academy Theatre, attracted considerable attention by reporting for duty in their graduation gowns.

BOSTON

John Dervin, manager of UA, spent a few days at Baker Memorial hospital for special treatment and a routine checkup . . . Joan Martino, married last summer to James Cusinamo, has a baby girl named Marie Anne. Joan was in the cashier's department at Warners before her marriage . . . George Loveless, assistant shipper at Warners, was married recently to Pat Foley of Melrose.

Mrs. Bridget King, 76, died at the home of a daughter early in June. She was the mother of James "Red" King, director of publicity for RKO Theatres in Boston.

Arthur Howard has returned to his office after an absence of over three months. Howard underwent two major operations in three weeks and spent more than two months in the Newton-Wellesley hospital. Although he is many pounds thinner, he was delighted to be back at his desk . . . Seen at the first American League night baseball game ever held in Boston were M. J. Mullin and his son Marty jr., Mr. and Mrs. Joe Cohen, Bill Koster, Larry Herman, Bill Mancusco, Ted Fleischer, Louis Stern, Zippie Goldman, Henry Wolper and Barbara Copeland, secretary to Harry Browning.

Although Joe Mansfield and his wife are not superstitious, Friday the 13th proved an unlucky day for them. Joe, a publicity man for Eagle-Lion, was in Hartford on business when he received a frantic telephone call from his wife saying that fire had broken out in their home in Hyde Park at 9 in the morning. She grabbed their two small sons and rushed to safety but all personal belongings were lost, and fire and water damage spoiled the entire contents of the house. As it will take about three months to repair the damage, kindly neighbors took the family in until Joe can find a beach cottage for the summer months.

Independent Theatre Owners of Rhode Island have staged two successful testimonials, one to Martin Toohey, "Crown Prince of Pawtucket," in 1946, and the other to Edward Fay, "Dean of Providence Theatremen," this year. Next year the organization will honor popular Fred Greene, "mayor" of Woonsocket, who will have a testimonial dinner tendered him in Providence. It will take place in April 1948.

UA employes are making plans for their annual summer outing in July . . . Through pressure of business, Al Fowler was unable to attend his 25th reunion at Brown university, Providence. Al, a publicist for 20th-Fox, was in the throes of handling three first run engagements in downtown theatres.

March of Time was host to a group of 35 prominent Boston physicians at a screening of "Your Doctors—1947" at the 20th-Fox screening room. A buffet supper followed the screening. Among those attending was Dr. Frank Lahey, head of the famous Lahey clinic.

Les Bendslev of the Community Playhouse in Wellesley Hills took his wife and young daughter and son to the family summer home in Cotuit on Cape Cod for the weekend . . . Dave Hodgdon of the Princess Amusement Co. spent a morning at the office of Independent Exhibitors, Inc., busily writing a letter to a member of the ways and means committee of the state legislature explaining the situation of theatre business in this state.

Sidney Shumsker, army veteran, has joined PRC as a salesman.

To Feature in 'High Wall'

Metro has set John Ridgely to feature in the Robert Taylor starrer "The High Wall."

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DISCOVERY DINNER—Head table guests at the "Discovery" dinner hosted by Joseph Levine of Embassy Pictures Corp. and Discovery Pictures, Inc., of New York at the Boston Art club where Adm. Richard E. Byrd was the honored guest. Left to right: George Curley, city greeter and son of Mayor James M. Curley; James Irwin of New Hampshire, toastmaster; Byrd; Joseph E. Levine and E. M. Loew, circuit head. The film was premiered at Boston.

NEW HAMPSHIRE

A house bill providing a minimum wage of 50 cents an hour for all employes in New Hampshire, except those engaged in farm and household work or service occupations in hotels, restaurants and cabins, has been approved by the house of representatives.

At the annual banquet of the Hampton Beach Chamber of Commerce and Hampton Beach precinct commission, Gov. Charles M. Dale stated that a survey had shown that at least two million dollars in recreation business had come to New Hampshire as a result of the state's advertising program.

Sandalio Suarez of Havana, Cuba, has been a guest of Walter E. Young, owner of the Strand in Farmington, and Mrs. Young at their Farmington home and their Oakbirch Inn at Alton Bay. Suarez was one of the hosts to the Youngs when they visited Cuba last winter.

Ansel Sanborn, Carroll county circuit owner and member of the legislature, invited his fellow lawmakers to be his guests June 24 at the Wolfeboro Casino, operated by the exhibitor.

The directors of a film crew which will shoot color films of a Bible pageant to be produced by the Deerfield Community church, have arrived in Deerfield. Cameras will start grinding soon . . . Motion pictures came to the rescue to entertain about 700 employes of the Chicopee Manufacturing Co. of Manchester when a softball game was rained out at their annual outing at Canobie lake.

Matinees are being started at 3:30 p. m., while a remodeling job is in progress at the State in Manchester . . . The Duke of Paducah, comedian of the Grand Ole Opry radio show, and the Arkansas Cotton Pickers, recording artists, were featured at a big hillbilly show at Lone Star ranch near Manchester.

RCA engineers have tuned up a rear projection booth, said to be the only one north of New York City, at the Mount Washington hotel at Bretton Woods, where swanky guests pay as high as $75 a day for rooms with a good mountain view.

Mrs. LaFell Dickinson of Keene, who in 1944 became president of the General Federation of Women's clubs and was instrumental in establishing youth cinema clubs to provide educational movies for young people all over the United States, was the subject of a lengthy article in a Manchester newspaper, describing this project and her other achievements.

Rehearsals have been started in Swanzey for the sixth annual revival of the famous old melodrama, "The Old Homestead," which will be staged by an all-Swanzey cast July 4, 5 and 6 in Potash Bowl near the birthplace of the playwright, Denman Thompson.

A new draft of a house bill providing for an audit by the tax commission of the accounts of country fairs, especially with regard to funds which the fair associations are entitled to receive from pari-mutuel betting on horse racing, has been approved by the senate.

The fourth Musical Jamboree by pupils of Vincent Ferdinando's School of Music was held at the Palace in Manchester, where Ferdinando's orchestra plays. An ensemble of 60 musicians was featured . . . Arthur G. Guyer, head of the visual education department at Dartmouth college, Hanover, learned to fly in a hurry. Taking his first lesson April 28 at the Dartmouth Airways flight school as a GI student, he won his private pilot's license in less than a month. Then he completed seaplane training in less than a week.

Officials of the Cheshire Fair Ass'n have completed plans for construction of a new exhibit building at Stafford park in Keene . . . Catherine J. Markey, whose father, Fred L. Markey, is manager of the Ioka Theatre in Exeter, was married there to Frederick B. Sheehy, an air forces veteran with overseas service. The bride is a physical education instructor at the University of New Hampshire.

Residents of Jackson were interested in the recent world premiere of the film, "Outposts of American Education," at the Barbizon Plaza Theatre in New York City, as its producer, John W. Roberts of Wakefield, Mass., has a summer home there. Roberts toured Turkey, Greece, Lebanon, Syria and Iraq to shoot the film in connection with a campaign for funds for the eight American colleges in the Near East. Lowell Thomas is the narrator.

A house bill calling for closer supervision of amusements on the midways of New Hampshire's country fairs, has been killed . . . The Bailey Bros. circus made a one-day appearance in Manchester June 17 . . . E. C. Gates, proprietor of the new amusement center, Riverside Manor, in Farmington, announces that young people may use his establishment without charge on Tuesday and Thursday nights, provided it does not conflict with advertised programs.

The Somersworth Theatre was used recently for the staging of a minstrel revue for the benefit of Somersworth Playgrounds, Inc. . . . Several public events have been held to raise funds to purchase a projector for school use in Milton.

New Product Uplifts Grosses in the Hub

BOSTON—New product sent grosses upward to the best totals in some time with "Miracle on 34th Street" heading the list. "The Yearling" at Loew's State and Orpheum also had a big first week.

At the Esquire, where "Carnegie Hall" opened on a two-a-day roadshow basis, the first three days equaled the record of "The Best Years," which stayed at that house 20 weeks. "Discovery" opened to good business at the Center after the house had been playing subsequent runs.

(Average is 100)

Boston—**Buck Privates Come Home** (U-I); **Michigan Kid** (U-I) 85
Center—**Discovery** (Ind); **Vacation Days** (Mono)....175
Exeter Street—**Stairway to Heaven** (U-I), 2nd run, 4th wk. 100
Kenmore—**The Barber of Seville** (Excelsior), 3rd wk. 130
Majestic and Translux—**Framed** (Col); **Yankee Fakir** (Rep), 2nd wk. 110
Memorial—**Honeymoon** (RKO); **The Brasher Doubloon** (20th-Fox) 110
Metropolitan—**Miracle on 34th Street** (20th-(Fox); **Philo Vance Returns** (PRC) 200
Paramount and Fenway—**Moss Rose** (20th-Fox); **Sport of Kings** (Col) 140
State and Orpheum—**The Yearling** (MGM) 180

Fair Weather Cuts Grosses; 'Daughter' New Haven's Top

NEW HAVEN—The first fair Sunday in weeks murdered business and no outstanding success was reported. "Open City" at the little Lincoln, specializing in foreign films and reissues, was a solid attraction for four days. Third week of "The Yearling" slumped a bit at the College. "The Farmer's Daughter," dualed with "Dick Tracy's Dilemma," upped a little from average at the Roger Sherman. "High Barbaree" and "Bulldog Drummond at Bay" moved from the Loew's Poli to the College for a second week.

Bijou—**Stairway to Heaven** (U-I); **The Millerson Case** (Col) 90
College—**The Yearling** (MGM), 3rd d.t. wk. 55
Loew's Poli—**High Barbaree** (MGM); **Bulldog Drummond at Bay** (Col) 85
Lincoln—**Open City** (Mayer-Burstyn) ..... Avg. not set
Paramount—**Ramrod** (UA); **That's My Gal** (Rep) 90
Roger Sherman—**The Farmer's Daughter** (RKO); **Dick Tracy's Dilemma** (RKO) 115

'Cheyenne' and 'Miracle' Big In Healthy Hartford Session

HARTFORD—The downtown area had only two holdovers, and the new pictures fared uniformly well. Top grossers were "Miracle on 34th Street" and "Cheyenne."

Allyn—**Odd Man Out** (U-I); **Bells of San Angelo** (Rep) 150
E. M. Loew's—**Buck Privates Come Home** (U-I); **The Thirteenth Hour** (Col), 2nd wk. 125
Loew's Poli—**Miracle on 34th Street** (20th-(Fox); **Fun on a Weekend** (UA) 175
Palace—**The Homestretch** (20th-Fox); **Big Fix** (PRC), 2nd wk. 130
Regal—**Go Into Your Dance** (WB); **Sing Me a Love Song** (WB), reissues 125
Strand—**Cheyenne** (WB); **Bulldog Drummond at Bay** (Col) 180

Garbose Bros. Open In Orange, Mass.

ORANGE, MASS.—The new Orange on East Main street was opened by the Garbose Bros. with "The Jolson Story" as the screen attraction. The dedication performance was attended by the selectmen and other community leaders.

The capacity of the house is 635. It was designed by Architect Albert J. Smith. The supervising contractor was Robert V. O'Brien of Athol. The seating was installed by Heywood-Wakefield.

The modern facade is flanked by fluted stone pilasters, leading up to a frieze of architectural stone, with a parapet wall above.

The birch woodwork in the auditorium was kept in natural-toned finishes for all door architraves and proscenium opening. The dado is in gray-green stain and the walls are done in varying tones of a like color.

Managing the Orange is Richard J. Wellman of Keene, N. H. He opened the Criterion in Bar Harbor, Me., where he was manager for two years, and also has had experience with the Latchis circuit and as road supervisor of Confidential Reports.

Tent Investigates Charities

NEW HAVEN—Pursuant to the Connecticut Variety Club's pledge of $25,000 to charitable work during the coming year, several charities are being investigated and an early report of program is forthcoming. Maurice Bailey of the Bailey theatres, New Haven, as chairman of the heart committee of Tent 231, heads the charity fund planning.

Edward Peskay, who made the pledge at the Los Angeles convention, reported on the national meetings at the recent meeting at the Towne House, presided over by Chief Barker Barney Pitkin.

Buys Raynham Drive-In

RAYNHAM, MASS.—James Guarino, general manager of Drive-In Theatres Corp., says his company has taken over the Raynham drive-in here, a situation of 150-car capacity. His brother, Arthur Guarino, is manager and Edward Murby owner. Drive-In Theatres Corp. operates the Shrewsbury, Weymouth and Saugus drive-ins.

Broadway to First Run

SPRINGFIELD, MASS. — The Broadway Theatre, for several years a second run house, has begun showing first run pictures under a new policy announced by officials of Western Massachusetts Theatres, Inc. Prior to becoming a first run showcase, the Broadway ran holdovers which opened at the Paramount.

Two Dear Hunters Conflict

Bennett Cerf in Saturday Review of Literature.

In Hollywood, Sydney Box sought to register the title of his new picture property, "Dear Murderer." Sorry, regretted the Johnston office, but it conflicted with one previously spoken for: "The Deerslayer," by a fellow named Cooper.

Prankster Pays $15 Fine

HARTFORD—A local resident set off a firecracker in the lobby of a downtown theatre last Sunday afternoon because he "wanted to scare a couple of girls," he said in police court. The court found him guilty of breach of the peace and fined him $15.

French Films Biggest Draw In Foreign Film Bonanza

Noel Meadow in the New York Times.

Foreign-film theatres, with French pictures still predominating, are literally mushrooming all over the country—in Boston, Detroit, Chicago, Cleveland, Kansas City, and even through the solid south, which was once solid principally in its resistance to anything but Hollywood films.

It takes no Gallup survey to discover why foreign-language films generally, and French films in particular, have zoomed in popularity in the U.S. The French filmgoer apparently doesn't mind telling the doorman, the manager or the usher about the inner upheaval that brought him. There is the socially conscious patron who wants to see how the rest of the world lives and acts; there is the group who has grown tired of a steady diet of Hollywood cream-puff fare and craves the stronger realism of the better grade imported film, and there are the language students, supplemented in late years by a large number of GIs seeking to bring their service-acquired French to fuller flower.

Altogether they come to a sizable total, and one that Hollywood might do well to consider.

Movies and Stock Swap

WORCESTER, MASS.—When the Playhouse summer theatre opened its stock season this week, personnel showed one member lost to Hollywood, and one gained from the motion picture capital. The repatriate is Jay Rogers, who came east two weeks ago after completing a role in "Atlanta," UA release. Lost to Hollywood is Milton King, the scenic artist of last year. He has joined MGM in a scenic post.

John Ford Gets Degree

BRUNSWICK, ME.—Among those receiving honorary degres at Bowdoin college last week was John Ford, Hollywood film director, who was made a master of arts. Ford is a native of Portland.

Heads MPMO Local

BRISTOL, CONN.—George Doerner, projectionist at the Cameo, has been elected president of the projectionist local of Bristol-New Britain, Plainville area.

FALL RIVER

Municipal authorities are conducting an investigation to determine whether overhead signs and marquees attached to business establishments, including theatres, are properly bonded. The probe results from reports that outside unbonded signs have been erected in recent years. It is believed that marquees on all local theatres are covered by bonds.

Sheri and Geri Goodrum, known here as Alice and Geraldine Goodrum, who entertained recently in New York at a benefit show with Hollywood stars and radio personalities, are the twin daughters of Mr. and Mrs. Joseph C. Goodrum of Fall River . . . Alfred Borges, furniture dealer, has purchased from William C. Purcell, owner and operator of the Embassy Theatre, the property bounded by South Main, Morgan and Ridge streets, comprising four stores, two apartments and five tenements.

Ruth Watson of the Academy, is on vacation and is replaced by Georgette Lapointe . . . A magazine of national circulation recently took numerous pictures of the emergency lighting system at the Academy Theatre, for publication in the magazine. Maintenance men, incidentally, are busy giving the Academy a thorough cleansing, including shampooing of the rugs and polishing of the ceiling and wall fixtures.

Carmen Miranda, Brazilian - Portuguese star, now in New York, has been invited to participate in the first anniversary celebration of the American-Portuguese War Veterans Ass'n, to be held over a period of one week here. Paramount will cover the event with seven cameramen.

A sneak preview of "Miracle on 34th Street" was held at the Durfee . . . Phyllis Capone is the new cashier at the Plaza, owned and operated by John O'Connor. She replaces Margaret Neff, resigned.

Dalton Theatre Shuttered

DALTON, MASS. — Frederick Langevin, manager of the Dalton Theatre, has announced that the house has been closed "until further notice." He failed to give any reason for the closing, reiterating that the house will be shuttered "for a while, at least."



"LONG NIGHT" LUNCHEON—Terry Turner of the RKO field forces hosted a luncheon at the Copley-Plaza, Boston, following the screening of "The Long Night," with Minus Travers, executive vice-president of the Yankee network, as the guest of honor. The affair was in honor of the picture's opening in 250 spots in New England and upper New York state. Opening date is August 16.

In the picture, clockwise: G. W. Govan, M&P Theatres; Bert Jacocks, Warner Theatres; Sam Seletsky, B&Q circuit; Bob Sternberg, Harry Swartzberg, Tom Fermoyle and Chester Stoddard, all of M&P; Abner Eilenborg, Middlesex Amusement Co., and his young son; Hy Young, independent buyer and booker.

NEW HAVEN

Outing news: The 20th-Fox Family club is buying pickles and mustard for a big time at Double Beach July 30 . . . Herman Levy has no news yet on the annual film golf tournament of Connecticut MPTO, suspended during the war years . . . MGM Peo club plans its own outing, also in mid-July, as do most local filmites. Looks like no event will embrace the whole film district this year.

Ben Simon and the 20th-Fox staff were shocked at the passing of the eastern division sales manager, C. E. Peppiatt, and the area division manager, Sam Gross, both of Philadelphia, killed in a plane crash near Leesburg, Va. Peppiatt was a speaker at one of the drive meetings last year and made a big hit.

Outdoor pop concerts in the Yale Bowl this summer promise to be a real draw with every season ticket sold out well in advance . . . The MGM boys and girls had coffee and a birthday cake as a surprise for shipper Saul Schiffrin.

George Worcester, 20th-Fox janitor, who will be 94 June 30 and lives in the Elm Haven housing project, journeyed to Washington to see congressmen about threatened evictions from the project . . . Harry F. Shaw, Loew-Poli division manager, was host to Senor and Senora Carlos Niebla (he is the MGM exchange manager in Mexico City), who are visiting in the east. Saturday night a chummy party at the Waverly inn included Mayor and Mrs. William Celentano, Lou and Shirley Brown and other guests. The party attended mass Sunday at St. Mary's church and saw the sights at Yale.

Tomasino doings: Mike Tomasino of the White Way and Victory is receiving congratulations all around. Son Angelo is daddy of a baby girl Nora, born at St. Raphael's hospital. Mr. and Mrs. Alessandro Truden of Milan, Italy, are visiting with the Tomasinos and plan to fly back with their daughter, Mrs. Angelo Tomasino, and granddaughter, Nora, in a few weeks. Angelo flies to Rome to take a position with 20th-Fox Rome exchange. Gloria Tomasino, daughter of Mike, recently was graduated with honors from Mount Holyoke college.

Vacationers: Morris Rosenthal of the Poli, New Haven, is driving to Kansas City to visit relatives and see the country . . . Lee Alderman, Warners, is camping at Totem lodge . . . Alice Brodner of the same office is cruising to Bermuda and Nassau . . Grace Brunelli, Columbia booker, vacations around town . . . Mrs. Martin Multer of PRC will be putting those feminine touches on her first apartment during her vacation.

A Warner 9x10-foot poster on "It Happened on Fifth Avenue," used for the opening in Bridgeport, was cut in half to be moved into Monogram exchange office as a permanent plugging fixture . . . New Haven Monogram winds up either first or second in the Harry Thomas sales drive . . . Columbia finishes third place in the bonus drive.

Pete Januska of RKO looks forward to a vacation, destination unknown . . . Freda Kogen of Columbia and Belle Schiffrin of 20th-Fox plan a farm vacation in Missouri . . . Vacationers over the Fourth will include N. Brickates, manager of the Garde, New London; Merritt Lyons, Rialto, South Norwalk, and Jean Paszko of 20th-Fox . . . Bernard Levy and family of Amalgamated are off to Narragansett Pier, R. I., for a week.

College, New Haven, tried a one-day all-Polish show Tuesday, after the idea had been tried at the Lyric, Bridgeport; Strand, Waterbury; Broadway, Norwich, and Poli, Meriden, with considerable success . . . Dual of "Corsican Brothers" and "South of Pago Pago" broke house records at the Strand, Waterbury, then opened at the Bijou, New Haven, Wednesday . . . The Lincoln is playing "39 Steps" for the 'steenth time and will soon have "Wuthering Heights" again after many previous visits.

Bob Kaufmann is heading for Detroit to help with 20th-Fox exploitation on the premiere of "I Wonder Who's Kissing Her Now" . . . Don Willins of Eagle-Lion is in from Boston to work on the Hartford's "Lost Honeymoon" opening . . . Floyd Fitzsimmons is in from Albany with a natty houndstooth jacket to pave the way for the "Fiesta" opening at the Poli houses July 2 . . . Floyd also tied up a Mexican band to play on the stage of the Poli, Bridgeport, opening night. All Carroll drugstores in Poli towns will feature Woodbury "Fiesta" makeup.

At the College "The Great Waltz" inspired the Kleper-Levenson team to arrange a parade of Kaiser-Fraziers with copy, "Sweetheart of a car; sweetheart of a picture" plugging the pilot training school, the College in turn had a net ad on the picture flown over the Elm city. Music store windows, counters, restaurant table cards and special sundaes and sodas were all lined up with the "Waltz."

Conventions: It's real Milwaukee beer for the Monogram representatives who convene July 18-20 at Hotel Schroeder. Johnny Pavone will meet the Boston gang for the trip out . . . Jim Darby went to Hartford for an M&P session . . . Barney Pitkin, Hugh Maguire, Bill Canelli, Sid Swirsky and Exploiteer Doug Beck will represent New Haven at the RKO convention July 7-10 at the Waldorf-Astoria, New York.

This and that about town: Bob Spedick of the Lincoln has moved into his new home on Westerly road, while Partner Leonard Sampson is still building on Benton street, Westville . . . Dick Cohen and wife celebrated their 19th anniversary and the admission of their son, Morton Harold Cohen, to the University of Connecticut . . . Sid Landau, training for an auditor's post, has left 20th-Fox, New Haven, and will continue training at Boston . . . Mrs. Earl Wright recently won several blue ribbons for gardening, but UA Salesman Earl really did the digging.

Sheldon Rose of the Globe, Bridgeport, is on the dean's list at Bridgeport junior college . . . Harry Shaw and Charles Kurtzman of Boston renewed acquaintance at the wedding of Bob Urdang, son of the Loew Theatre cleaning service owner, in New York.

Irving Margolin and Arthur Sklar are visiting auditors at MGM . . . Anthony Boscardine of the Colonial, Canaan, is erecting a 500-seater at Dover Plains, N. Y. . . . Sam Seletsky of B&Q and Walter Higgins of Prudential were on Filmrow last week.



Power Break Stops Show

HARTFORD—A tree undermined by rain knocked down a power line in East Hartford and Manchester. Trouble stopped performance at the Warner State in nearby Manchester.

HARTFORD

Walter Lloyd, Allyn manager, huddled with Bob Wile, U-I praise agent, on "Odd Man Out" . . . Jack Stamaton, formerly a district manager with Fox Midwest Theatres, now in the merchandising business in Stamford, was here for a visit with Ernie Grecula of the Hartford Theatres . . . Redecoration has been completed at the Daly.

Ernie Grecula reports installation of new screen and rugs at the south end Rialto. The circuit's Lyric has a new candy booth . . . Hartford Theatres manager vacations get under way in July, with Mrs. Kate Treske of the Lenox first on the list. Hugh Campbell of the Central, West Hartford, starts in mid-July, and Joe Ruggerio of the Lyric will go when Campbell returns.

Mickey Daly of Daly Theatre Corp. is planning to take his family on a Bermuda vacation next winter . . . Jim McCarthy, Strand manager, attended a Warner A house managers exploitation meeting with Dan Finn at the zone offices in New Haven . . . Ben Lamo and Charlie Atamian of the Strand are continuing their day-off golf playing, and both are becoming pretty handy at the game.

John Scanlon, manager of the Warner, Torrington, is back from a fishing trip . . . Joe Miklos of the Embassy, New Britain, leaves July 10 on vacation.

Martin Kelleher of the Princess has inaugurated a new Saturday morning cartoon show policy. Shows start at 9:30 a. m. . . . Visiting here last week were L. A. Kahn of United Publicity Bureau, New York; Joe Spivak of Connecticut Theatre Candy Co., New Haven, and John Pavone, Monogram branch manager, New Haven.

Seymour "Rosie" Rosenberg, formerly on the Proven Pictures staff, has gone into the plastic products business . . . Awards came fast and heavy at the Loew-Poli. Manager Lou Cohen has received a Dollar club gold cup for exploitation from Loew's circuit. Assistant Sam Horwitz, received an MGM Photo of the Month.

George E. Landers, E. M. Loew's circuit city manager, reports B. Melkie is a new candy girl with the outfit . . . Al Lessow of the Palace is home from vacation . . . Sam Horwitz of the Poli spent his vacation in town.

Harry F. Shaw, division manager for Loew's Poli circuit, was in Hartford . . . Lou Cohen and Sam Horwitz, his assistant promoted department store co-op ads and put on a sneak preview for "Miracle on 34th Street" . . . New Loew's Poli usher is George Harrison.

Al Schuman, general manager of the Hartford circuit, and Mrs. Schuman have left Hollywood, en route home. They are due here about July 1 . . . Torrington high school graduation exercises were held last week at the Warner Theatre in Torrington . . . In Southington, Lewis high school graduation exercises were held at the Colonial.

The State Theatre here, managed by Ted Harris, had a Fifth avenue bus decorated with film plugs drive through downtown streets as ballyhoo for "It Happened on Fifth Avenue." The bus made its trip a week ahead of playdate.

Plug Air Conditioning

HARTFORD—Air conditioned film houses in this area are campaigning extensively this summer to plug the coolness and comfort of the theatre.

June Grzeika Is Named To Perakos Circuit Post

HARTFORD—Pete Perakos of Perakos Theatres has appointed June Grzeika, formerly on the circuit office secretarial staff, to the position of executive secretary. Miss Grzeika will serve in Perakos' offices in the Palace Theatre Bldg. in New Britain. She has been working for the Perakos interests for a year.

Exchange Union Elects

NEW HAVEN—Saul Shiffrin, Metro shipper, has been elected president of local B41 of exchange employes. Other officers elected at a meeting recently include Marie Smith of Warner Bros., vice-president; Joseph Barscansky of Warner Bros., secretary-treasurer, and Mary Calabrese of Universal and William Nutile of Paramount, members of the executive board. Sam Zipkin of Universal, an ex-president of the union, is the new business agent. The new officers will be installed and will serve as of August 1.

Permit Theatre Addition

HARTFORD—Nick Kounaris and Apostolis Tolis, owners of the suburban Newington Theatre, were given permission by the zoning board to erect an extension of 6.5 feet with the provision that it be of all brick and the nearest point must be 6½ feet from abutting property.

Theatre Repairs Approved

HARTFORD—The Hartford field office of the housing expediter has approved $2,731 of repairs for theatres in New London operated by the Connecticut Theatres Operating Co.

PORTLAND

John Ford, motion picture director and native of Portland, was awarded an honorary master of arts degree at Bowdoin college commencement exercises. He also was given a lobster dinner by the Harold T. Andrews post, American Legion . . . Arthur H. Goldstein, district manager of the Ralph E. Snider Theatres, is cooperating with local businessmen to protest the lack of a proper antismoke ordinance in the city. According to Goldstein, operation of projection equipment at the Strand Theatre has been hampered because of grit coming in from the surrounding air.

The marquee of the Maine Theatre has been redecorated . . . Harry Lawler, operator, is on a two-week vacation . . . M&P State will hitch brown and white ponies in front of the theatre as a tiein with "Cheyenne." . . . Recess Time, popular program for children, completes its 1946-47 session June 25. It will be resumed in the fall . . . Martin McGurgan, chief of service, is on a trip . . . Samuel Pinansky of M&P Theatres was a recent visitor here, addressing a meeting of Maine, New Hampshire and Vermont managers.

Fred Eugley was presented an engraved watch at the Cumberland club luncheon. Manager of the Star in Westbrook for approximately 20 years, Eugley is retiring after 47 years in show business. Lawrence Capillo, Gloucester, Mass., replaces Eugley as manager.

Ethel Barrymore for Role

SRO has inked Ethel Barrymore for a featured part in "Portrait of Jenny."

WORCESTER

Clarence Brigham, director of the American Antiquarian society here, is seeking to fill in the gaps in the society's remarkable collection of Worcester theatre programs . . . A columnist in the Sunday Telegram says E. M. Loew remembers Worcester because the first theatre he ever operated was a failure here. Now he owns 70 of them.

Virginia Curran has transferred from the Plymouth to the Olympia . . . Bob Bergin, assistant manager of the Elm Street, is grieving the death of his dog . . . Leo Lajoie, manager of the Capitol, and his family have returned from a short visit with his brother in Mountainside, N. J.

Gloria Swanson's personal appearance at the Playhouse has been set for the week of June 30 when she will appear in "A Goose for the Gander" . . . Florence Costello has joined the Plymouth's staff . . . Carmen Cavallaro, the band leader, was in town.

The Westboro Red Barn was the second summer stock company in this neighbrohood to open its season . . . A circuit is reported negotiating for land on one of the side streets on which to build a theatre, with an entrance from Main street . . . Lawrence Rawding is new on the Elm Street's staff.

Nate Goldberg got a play in the dailies when he discovered that one of the characters in "Partners in Time," playing at his Plymouth, was Tony DeMarco, former Worcester vaudevillian.

Judy Canova, film actress, has contacted Thomas Sheerin of this city in regard to acquiring an antique secretary in his possession and once owned by the actress' great-great grandfather, Commodore Oliver Hazard Perry . . . An ice show is being featured at Ye Olde Tavern in West Brookfield.

Robert Noe has left the Playhouse . . . The Champ in Spencer has been closed for three weeks while extensive alterations are being made by its new owners. The main auditorium and lobby will be renovated, the balcony will be repaired, new seats installed and new sound equipment obtained. Ray Mangaudis, manager, says the policy will be changed when the house is reopened.

Announcement is made of the marriage of Amy Arnell, nationally known singer, to Dr. Paul O'Connor of this city. The bride formerly sang with Tommy Tucker's band, on the Abbott and Costello radio show and in films. The marriage took place in Hollywood last November. They met five years ago at Doctor hospital in New York, where she was a patient and he was a resident physician.

When "Life With Father" set its record on Broadway, one of the cast was A. H. Van Beuren, who was at the Grand here in the 1920s . . . Gus McDermott of the Plymouth has returned from his vacation . . . The Drive-In at Shrewsbury has made a tieup with a Westboro gasoline station whereby a ticket is given with each dollar sale.

Marilyn Malchek, cashier at Loew's Poli, has resigned, and her successor is Frances McCartin . . . Milford high school pupils sponsored a jinx party at the State in that town . . . Patricia Horan, daughter of Bill Horan, Warner branch manager in Boston, and Mrs. Horan, was graduated from St. Peter's high school here and will enter Regis college in September.

Theatremen are convinced that one explanation of slipping grosses this summer is the broadcast of night baseball games played in Boston. This is the first time a Worcester station has aired the Braves and Red Sox games, and with both teams fighting for the leads in their respective leagues, interest is running high.

Bob Portle, manager of the Elm Street, went to Boston to attend the legislative hearing on the proposed state tax on theatre admissions . . . The Coronado has dropped shows for the summer.

Manager Bill Brown of the Park and Greendale is taking preliminary steps to having air conditioning installed in both houses and expects it to be functioning for next summer . . . White City Park is playing to as many persons as ever but they're not spending as much, the park reports.

Plan 30 Fairs in Maine

AUGUSTA, ME.—State Agricultural Commissioner A. K. Gardner has announced that 30 fairs will be held in the state this season, the largest number since 1942. The first will be held at Presque Isle July 28-Aug. 2 and the last at New Gloucester October 20-25.

Gus Sun at 80 Isn't at All Worried Over the Future of Show Business

From Mideast Edition

COLUMBUS—Gus Sun, Ohio's grand old showman, isn't worried about the future of show business.

So reported Dud Chamberlain, Marietta editor and Sunday columnist for the Columbus Citizen. Chamberlain visited Sun in Miami recently. "Show business will be different, of course," Gus says, "as it always has been. But it will still have its up and downs; be lots of fun for everyone, make good money for the good and a lot for the good and lucky."

"Mr. Sun has weathered the good and bad of the business for almost 60 years, (writes Chamberlain), and has enjoyed every minute of it—juggling in refined vaudeville at Tony Pastor's, bucking the long muddy Ohio roads with his own early wagon-circus, trouping the forlorn one-night opry houses with the famous Sun Minstrels and then his own chain of theatres and the Gus Sun booking office.

"Now Mr. Sun, nearing 80, winters in Miami and battles the surf every morning before 8. The great of the show world are guests at his gracious home. Sophie Tucker dined en famille recently. Our own too short evening was filled with fascinating reminiscence and anecdote. His is an epic story, which some bright young reporter ought to write down. But much as he relishes these latter days, Mr. Sun is sure he enjoyed the making of his first million far more than he has its ownership or spending.

"'My only regret is that I can't do it all over again,' he said in parting."

Strawhatters Opening Over Keystone State

From Mideast Edition

PITTSBURGH—A new season is under way at the Keystone state's strawhat theatres. Among the better known of the Pennsylvania playhouses are the Mountain Playhouse, near Jennerstown; Hi-Way Theatre, east of Johnstown; Butler Little Theatre, Butler; Gretna Playhouse at Mount Gretna; Bucks County Playhouse, New Hope; Green Hills Theatre, near Reading; the Playhouse, Eagles Mere.

The Repertory Players opened an 11-week season of sumer stock productions at Frick auditorium, Oakland, Pittsburgh.

Strawhat theatres for the most part have been reconstructed from buildings once operated as mills or manufacturing plants and many of them are in rustic surroundings. The Mountain Playhouse near Jennerstown originally was a water mill built in 1805 at Roxbury, Somerset county. Summer theatres and musical events not only attract playgoers from the immediate environs but draw them into Pennsylvania from adjoining states.

The second season of operettas in Pitt Stadium here, presented by the Civic Light Opera Ass'n, is winning larger audiences, despite rain and wind which intervened during the opening weeks. "Balalaika," with Irene Manning, Al Shean and John Brownlee, was this week's attraction, and for the week of June 23 "Roberta," only repeat from last season's repertoire, will be offered. Remaining operettas, playing each evening Monday through Saturday, are "Rio Rita," "Countess Maritza," "Rosalie," "The Three Musketeers" and "The Great Waltz."

A backlash of a recent tornado swept across Pitt stadium and caused $25,000 damage to the stage and equipment.

Show Shop Opens

HARTFORD—The Show Shop summer theatre in Canton, Conn., has reopened for the season with the stage comedy, "Dear Ruth." Other strawhatters in the state are planning early openings.

Quiz Program Launched

NEW LONDON—The M&P Capitol has started using a Monday night quiz program on stage, entitled "Sidney's Quiz Program." Each week theatre patrons get $100 in merchandise prizes.

No Appeal in 'Shirts'; War MUST Be Over!

Springfield, Mass. — Charlie Hurley, manager of the Phillips Theatre here, is now convinced that the war is over and that peace and plenty have returned to the land.

In one of his theatre time table listings last week, a typographical error resulted in the rather startling notice that at 2:30 and 8 o'clock there would be a showing of "Sinbad the Sailor," and that at 1:30, 7 and 10 the public would get "shirts" (instead of shorts).

Charlie sat back and waited for the avalanche of telephone calls that would have developed during the war. "There was a time," he noted, "when I would have been swamped with calls. People wouldn't have believed it, but they would have tried—just in case."

But, the house manager adds, not so this time. "Never heard a peep on this one," he added.

Julius Meyer Takes Over The Olympia, Cambridge

BOSTON—Julius Meyer of Boston has taken over the Olympia, Cambridge, formerly leased and operated by the Wall Bros. T. A. Brooks is owner. Meyer assumes a new lease July 1 and will close the house for renovations.

Stoops Buys Arlington

EAST ARLINGTON, VT.—J. Ward Bird has sold the Arlington Theatre here to Jack Stoops. Bird now operates the Modern and Colonial in Manchester Depot. He recently joined Upstate Theatres, Inc., a buying and booking combine in Albany, N. Y., 55 miles from Manchester Depot, compared to 165 miles from Boston.

Plays Local Angle

NEW LONDON—Walter Murphy, manager of the M&P Capitol, played the home town angle in exploiting Charles Drake's role in "Winter Wonderland."

Free Films at Lebanon

LEBANON, N. H.—The management of the Lebanon Opera House invited all children under the age of 12 to attend a free film program Saturday morning, June 7. Pictures presented were, a Little Lulu, "Loose in a Caboose"; "Fistic Mystic" and "Speaking of Animals in Love."

Showfolk Ease Lot Of Maritime Waifs

From Canadian Edition

ST. JOHN—The Famous Family club, composed of employes of the Orpheus in Halifax, which is being replaced by a new FPC theatre, the Paramount, engages in charitable as well as social activities.

The girls in the club sew and knit garments for foundlings in Halifax, and have supplied hundreds of sweaters, vests, underwear, socks, mitts, gloves, windbreakers, hats, etc., to tiny tots housed in Protestant and Catholic institutions. The club also distributes candy, ice cream, fruits, cakes and soft drinks to the children and sponsors entertainments, chiefly motion picture shows at the Orpheus.

At the Mayfair, St. John, flagship of the Franklin & Herschorn circuit, the welcome sign has been on the mat the last dozen years for boys from a local home for orphans. Not content with this, Mitchell Franklin, secretary of the chain, has supplied 16mm films, a projectionist, sound equipment, screen and even transportation for special programs at the children's home. Mitts, gloves, caps, scarves, mufflers, wallets, etc., found in the Mayfair and not retrieved in 30 days, are turned over to the boys.

An isolated section about 23 miles east of St. John is supplied with 16mm films and an operator for house parties among fishermen and farming families. Last Christmas Mitchell Franklin sallied out from the Mayfair garbed as Santa Claus, toting big bags of toys for children in lower income families at Tynemouth creek, where he has his summer home.

At the local Strand, flagship of the Spencer-FPC lineup, boys from a local reform school have been admitted to a special reserved section in the balcony one night a week for years. The Strand also hosts at times other boys and girls from Protestant and Catholic shelters.

At the Majestic, New Waterford, Fred M. Gregor gives away 200 tickets each week to families of striking coal miners.

Film Councils Called OK If They Support Manager

From New Movies, National Board of Review magazine.

Ralph K. Severs, theatre manager, speaking at the 38th anniversary conference of the National Board of Review, told the audience some of the difficulties of the theatreman who must run the theatres to please the majority audience. He favors motion picture councils if they have the right kind of people in them, especially in the leadership; people who are willing to understand the manager's position and who are willing to back up and make successful whatever they may request from the manager. He cited junior matinees as an example.

Young Goldstein Graduates

SPRINGFIELD—E. Ernest Goldstein, son of Nathan E. Goldstein, Western Massachusetts Theatres, Inc., president, has graduated from the law school of Georgetown university.

20th-Fox Poster Dep't Closes

NEW HAVEN—Twentieth-Fox is the latest local exchange to close its poster department, effective July 1. National Screen now handles accessories for all Connecticut exchanges except Republic and Monogram.

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Celebrities to Attend Bow of 'Black Gold'

OKLAHOMA CITY—A large delegation of Hollywood celebrities will be here when "Black Gold" has its world premiere at the Midwest July 16. Arrangements are being made with the Griffith circuit to provide simultaneous releases elsewhere in Oklahoma the same week.

The picture concerns an Oklahoma horse that won the Kentucky Derby.

The three leads in the film will be here July 15 for appearances at the Midwest in connection with the film's bow. These are Anthony Quinn, male lead; Katherine de Mille, feminine lead, and Elyse Knox, in a supporting role. Miss Knox in private life is the wife of Tommy Harmon, the Michigan all-American football star, who also is to be here.

Four executives of Allied Artists, which made the film, also will be here. These are Steve Broidy, president; Jeffrey Bernerd, producer; Harold J. Mirisch, vice-president in charge of production, and Scotty Dunlap, studio production manager.

A number of entertainment events will be furnished by local theatremen and the chamber of commerce.

Jack Powell, Ex-Teacher, Sack 16mm Sales Chief

DALLAS—Jack Powell, former professor of educational sciences at the University of North Carolina, has been appointed national 16mm sales manager for Sack Amusement Enterprises.

Powell has had six years experience in all phases of the narrow gauge field and is a well-known 16mm industry figure. Powell will leave immediately on a sales swing around the southern territory in the interest of the new Negro features and short subjects in which the Sack firm specializes.

Although Powell will headquarter in Dallas at the Sack home office, a New York 16mm sales office will soon be established under his direction.

Grand Theatre Is Winner Or Arkansas Day Prize

HOLDENVILLE, OKLA. — The Grand Theatre, a Griffith showcase, won second prize in the wagon and buggy division of the parade sponsored in connection with the annual Arkansas day celebration here.

Arkansas day, an event that attracts much attention in this region, was originated in 1937 by Dave Dallas, then Griffith city manager here. Dallas is now city manager at Manhattan, Kas., for Theatre Enterprises, Inc.

Educators to Study Films

NORMAN, OKLA.—Use of motion pictures in education will be the main topic of discussion at the eighth annual visual aids conference July 1, 2 at the University of Oklahoma. Principal speakers will be Irvin C. Boerlin, past president of the Educational Film Library Ass'n, and Harry Strauss, executive secretary of the Commission on Motion Pictures in Adult Education. Scores of state superintendents, principals, teachers and librarians are expected to attend.

New Drive-In Opens

LAFAYETTE, LA.—The new Lafayette Drive-In Theatre, three miles east of the city, featured "King of the Wild Horses" at its opening June 1. Louis J. Michot jr., is manager.

PRC-E-L Housewarming Draws Crowd of 100

OKLAHOMA CITY—Oklahoma's governor, a film star and several company officials from the east and south attended the PRC and Eagle-Lion housewarming Monday, a few hours after the two film companies moved into their new building on Filmrow.

More than 100 persons, headed by Governor Turner, visited the new exchange which cost about $20,000, plus about $10,000 for furnishings and equipment.

Celebration of the opening was launched with a special invitational screening of the new E-L film, "Red Stallion," held at the Agnew Theatre, a Griffith house.

Open house was held from 5 to 8 p. m., and a steady stream of well wishers flowed in. Among exhibitors attending from out-of-town were Dana Ryan, Pawnee; Johnny Giffin, Miami; Frank Hodges, Granite; L. G. Bumpers, Vian; Carl Phillips, Sallisaw, and Harry McKenna, Lawton.

Rod Cameron, Universal western player, was here.

Officials of the two companies here for the opening included Grover Parsons, southern division manager for PRC and E-L, Atlanta; Frank Soule, New York representative for PRC; Herman Beiersdorf, E-L district manager, Dallas, and his wife and daughter; Dick Owen, E-L publicist, Dallas; Clair Hilgers, E-L special representative, Dallas; Russell Brown, PRC branch manager, Dallas; and Mr. and Mrs. Tom Ginan, Dallas, both of whom are with PRC and E-L.

Claude York, the new exchange's manager, was host at the open house and pointed out the new building's fine points, including the air conditioned inspection room, and the smart private offices. There are three booking booths, three private offices and four vaults in the one-story brick building.

York invited those in attendance to catch the screenings of E-L releases held Wednesday, "Green for Danger," an English film, and "Repeat Performance," an E-L picture.

Fawn Arrives in Time To Bow With 'Yearling'

Oklahoma City—A fawn born at the Lincoln Park zoo has been named Midwest after the Warner Bros. theatre. Its godfather is Jimmy Barnes, Midwest manager, who practically lived at the zoo waiting for the mother to bring forth the fawn.

When Barnes dated "The Yearling," he sought everywhere for a fawn to use in exploitation, but nowhere could he find one. He wanted it especially for the screening he put on for patients in the Crippled Children's hospital. Unable to get one, he asked Uncle Leo Blondin, keeper of the zoo, to tell the children a story about a fawn, using a small poster for illustration.

Blondin promised to give Barnes a fawn if the expected arrival showed up in time for the opening of "The Yearling" four days later. Barnes was a daily caller at the zoo waiting for the birth, and finally it came, just in time. The animal, Midwest, made her public bow at a second special screening Barnes put on at the theatre for orphans and underprivileged children.

Rezone for Grant Berry

EL PASO—The city council has approved rezoning of Manzana street between San Marcial and Estrella streets from apartment to commercial, permitting construction of a theatre by Grant M. Berry.

Spiro House Redecorated

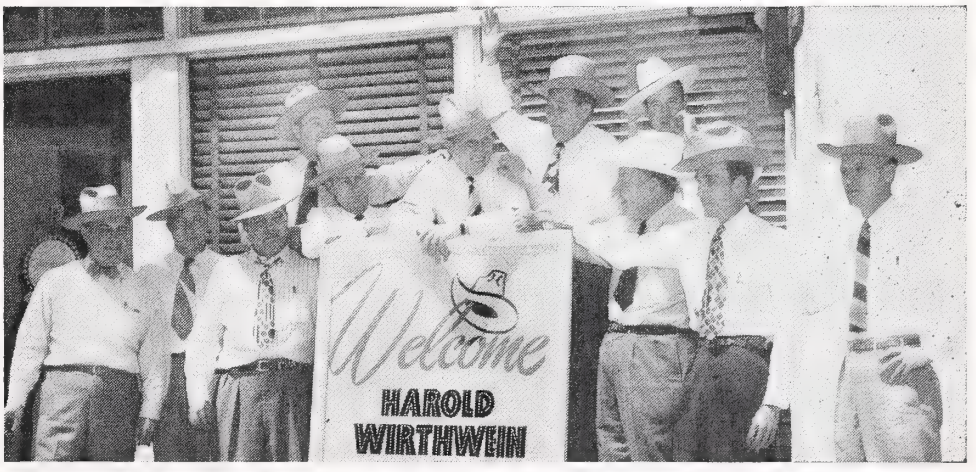
SPIRO, OKLA.—The walls of the Dixie Theatre here have been repainted and new covers placed on the sidelights, Columbus Carter, owner, reported.

In Personal Appearances

Dale Evans planed to San Francisco to begin a series of personal appearances for Republic.

Darden Offices Moved

NEW ORLEANS—L. C. Duckworth, manager of Charles E. Darden & Co., has moved offices into the Joy Houck Bldg. at 218 S. Liberty St., in the heart of Filmrow.



TEXAS MAKES A PROMISE!—Dallas Paramounteers, depicted above in western chapeaux, promised Harold Wirthwein, leaning on poster, that the Texas exchange will do its part in the company's Celebrating 35 Years of Leadership campaign, of which Wirthwein is drive captain. The meeting in Dallas was highlighted by a screening of Paramount's sales subject, "Report From Hollywood."



OKLAHOMA CITY

Mrs. **Izah Adams's** daughter graduated from the school of medicine of the University of Oklahoma this month. She is Dr. Carolyn Adams Hayes of Sulphur, wife of Dr. Marvin Bryant Hayes, who is with the Veterans hospital in Little Rock. It is believed that Sulphur is the only town in Oklahoma that has produced two women doctors. The other one graduated last year. Dr. Hayes will enter the Women's and Children's hospital in San Francisco. Mrs. Adams has the Ritz Theatre in Sulphur, and formerly was an Oklahoma City exhibitor.

Griffith Theatres, Inc., has purchased the Plaza Theatre in Tulsa. The Plaza, Tulsa's first suburban theatre, located on the southside, was owned by Gen. Alva J. Niles. It was compltely rebuilt eight eyars ago after it was destroyed by fire.

About the Griffith circuit: Bob Aldridge of the home office accounting department has returned from a two-week vacation at St. Louis . . . Sam Stone of the same department also is back from his holiday, spent at home . . . Allen B. Dean, manager of the H&S Theatre at Chandler, was elected chairman of the Lincoln county chapter of the American Red Cross . . . Cuero, Tex., Lions enjoyed a program at the Rialto Theatre, following their weekly noon luncheon, where the Cuero high school band was heard in a half-hour concert . . . Frank Love jr., manager of the Tall Chief, Fairfax, was named first vice-president when the American Businessmen's club met recently.

A. F. Hornbeck of Shawnee feted the women in the Griffith home office with a picnic at his lodge on the shore of Lake Shawnee. About 20 attended. Motor boating, soft ball and badminton furnished recreation . . . Mozelle Britton Dinehart, who grew up here but left at an early age to try her fortune on the stage and screen, is back in the old home town and is now a columnist. She is visiting relatives here. Her successful career included marriage to Alan Dinehart. Mrs. Dinehart's weekly comments on Hollywood affairs appear now in 15 papers, principally on the Pacific coast. While here Governor Turner commissioned her a full colonel on his staff.

The Home Theatre has a new carpet with a leaf pattern in its lobby. The remainder of the theatre will be carpeted soon . . . Sally Dulany, ledger clerk at Paramount, and her daughter Sue left for Murphysboro, Ill., to vacation two weeks . . . Paul Rice, Paramount booker, has returned from his two-week holiday. He took his family to California and Texas.

The city Paramount office has new fluorescent lighting. The exchange office also has been repainted and new flooring is to be installed within the next few days.

Morris Loewenstein, TOO president, met Sid Grauman in Hollywood and learned that the famous showman is a former Oklahoman. Grauman told Loewenstein that he remembers making the run in Oklahoma with his mother and father. His mother, he said, kept some property here for about 25 years, but finally let it go for taxes. It was located in the Capitol hill part of Oklahoma City.

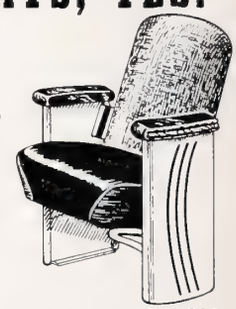
William P. Samet, who wounded George Leech, city detective, a year ago after a holdup at the Warner Theatre, escaped

(Continued on next news page)

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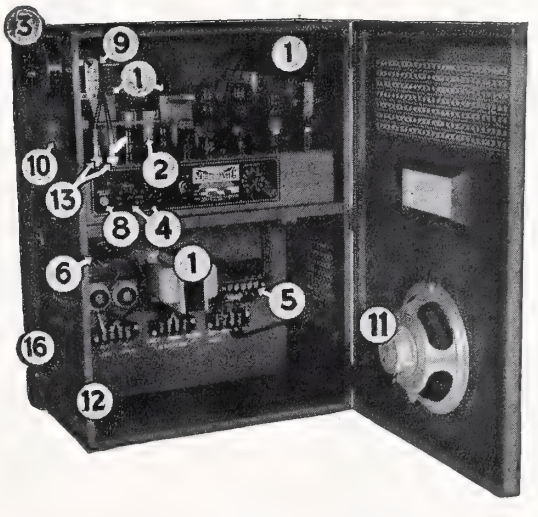
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4 Insertions for

OKLAHOMA CITY

(Continued from preceding news page)

from St. Mary's hospital in McAlester last week but was quickly recaptured. Warden Clarence P. Buford of the McAlester prison said Samet was sent to the hospital pending an operation on his arm, shattered during the city gunfight. He was serving a life term for the Warner job.

Tom Reece jr., second projectionist at the Redskin, a Barton theatre, vacationed two weeks in Arkansas . . . Bill Peacock, son of Mr. and Mrs. Jim Peacock, is visiting in California. Jim is MGM head booker here.

Carl Weaver jr., an overseas veteran and former theatre manager in Tonkawa, will manage the new Odom Drive-In. The new 1,000-car drive-in is expected to open between July 1 and 5. R. Lewis Barton, owner of the Home, Knob Hill, Redskin and Skytrain, is building the Odom. Weaver is the son of C. H. "Buck" Weaver, manager for Paramount here.

"The Yearling" was held Wednesday (25) for a second week at the Midwest . . . Jack Swigert, formerly with the Standard and C&R circuits here, is now a salesman with PRC and E-L . . . Another new employe with PRC and E-L is Jack Talbot, a shipper, who just recently was discharged from air corps duty.

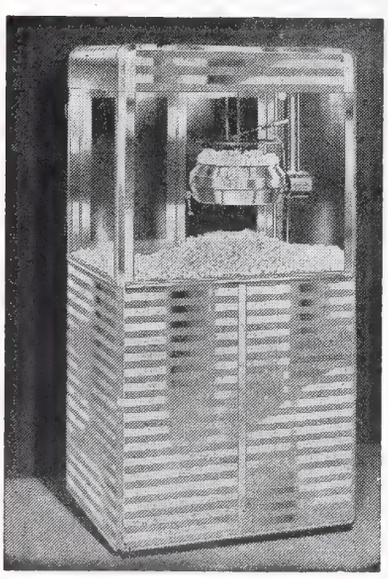
When a business woman's sorority held its national convention here, a beauty contest was staged with Rod Cameron of the films and Gene Hudgens of the Home Theatre as two of the judges. Cameron, western player, delayed his departure another few days. He is still wearing a cast, but a smaller one, on the shoulder that was injured when he tumbled from a Shetland pony during the Woodward-Leedey tornado benefit rodeo. He was to spend several days on an Oklahoma ranch before he returned to the Pacific coast.

Plans are under way to bring the world premiere of "The Red Stallion," an Eagle-Lion film, to Oklahoma City. The picture about Oklahoma was filmed in California . . . The Ed Kidwell family is back from a fishing holiday to Colorado. He is general manager of the C&R Theatres here . . . Pat McGee of Denver arrived Wednesday (25) on a routine business trip . . . "Perils of Pauline" was to open at the Criterion with a midnight show Saturday (28) . . . The Criterion held a sneak preview of "Dear Ruth" Friday night (20).

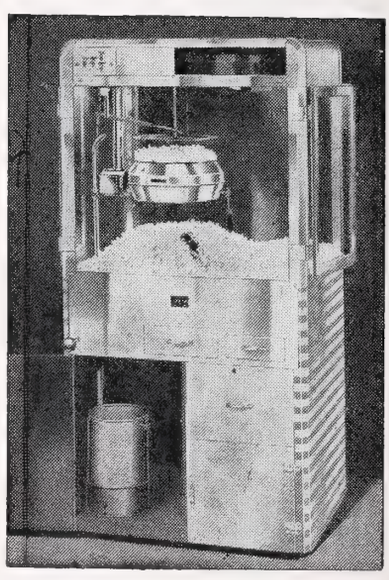
National Screen Service is erecting a new building on Filmrow. The one-story brick structure is being built to accommodate a trailer service, according to G. C. Clark, manager. Workmen started this week excavating the lot at 624 West Grand.

W. T. Kerr of the Platt in Sulphur is having new Motiograph AA projection and Mirrophonic sound equipment installed in his house by the W. R. Howell Supply Co. . . . Doak Roberts, district manager for Warner, Dallas, was a recent visitor . . . Juanita Rohde, head cashier at the Warner exchange, is on her vacation.

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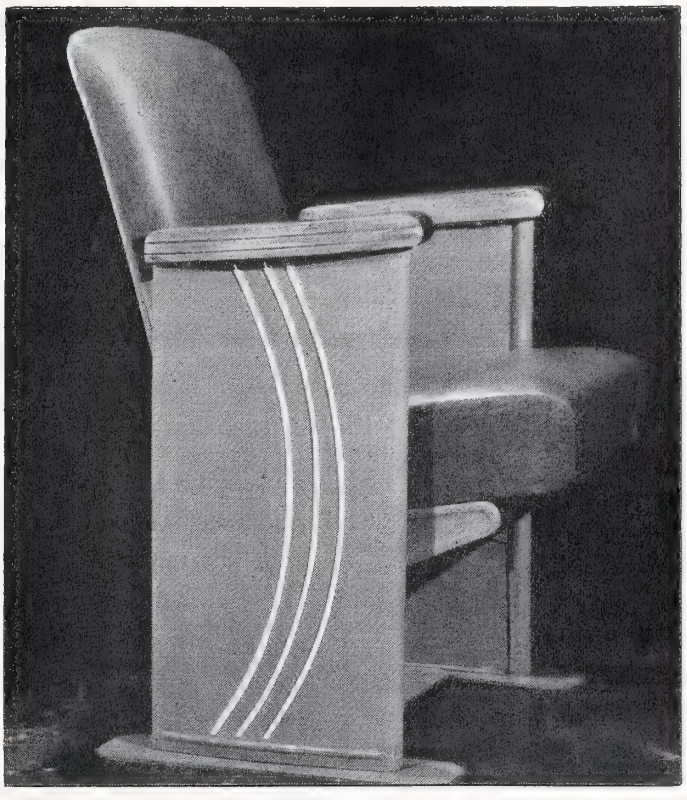
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From the BOXOFFICE FILES

(Twenty Years Ago)

R. D. HUTCHINSON, manager of the Liberty Theatre at Oklahoma City and E. W. Barnes of the Midwest Enterprises have gone to Mineral Wells, Tex., for rest and recreation . . . Wallace Walthall of Oklahoma City has gone to New York on a business and pleasure trip . . . The Grand Theatre at Asher, Okla., opened for business recently . . . J. M. Rhinehart is the new manager of the Queen Theatre at Hope, Ark., succeeding S. E. Coffin.

* * *

W. E. Fickel is the new manager of the Rex and Liberty theatres at Ardmore, Okla. . . . Dean Bullard has had the front of the Deal Theatre at Wynnewood, Okla., painted . . . The Quanah Theatre Bldg. at Comanche, Okla., partly destroyed by fire several weeks ago, is being repaired . . . A Spanish-type theatre was opened at Dawson, Okla., by A. J. Fishbaugh. It will be known as the Dasona . . . Preston Hatcher has purchased the interest of Noah Council in the Ark Theatre at Jonesboro, Ark., and has taken charge.

* * *

The roof of the Jones Theatre at Shawnee, Okla., has been put on and stucco work on the front completed. Jake Jones is manager . . . Plans for the new State Theatre, Blackwell, Okla., have been completed and work will start as soon as materials are assembled . . . L. A. Crump, Norphlet, Ark., has purchased the Rainbow and Log Cabin theatres at Sulphur, Okla., J. Featherson will be assistant manager.

* * *

H. L. Winner is the new manager at the Liberty Theatre, Hartshorne, Okla., succeeding J. D. Mayo, who is to be manager of the Shawnee, Okla., theatre . . . A new cooling system has been installed at the new Grand Theatre, Morrilton, Ark. . . . New equipment has been purchased for the Theatorium at Ardmore and is being installed.

* * *

The Mecca Theatre at Rocky, Okla., has been closed permanently . . . The Electric Theatre, Mountain View, Okla., is being remodeled and redecorated and made practically new . . . Liberty- Specialty Film Corp. has discontinued its exchange at Little Rock, Ark., having moved this branch to Memphis, with Sol Davis as manager. Roland Siegel is erecting a new $15,000 theatre at Pine Bluff, Ark. . . . J. M. Rhinehart, assistant manager of the Rialto at Camden, Ark., has been appointed manager of the Queen Theatre at Hope, Ark., succeeding S. E. Coffin, transferred as manager of the Capital and New Port theatres at Newport, Ark. . . . The new Riceland theatre opened at Stuttgart, Ark., last week.

* * *

The Oklahoma Film Board of Trade elected the following officers: W. P. Moran, president; R. E. Heffner, vice-president; Carr Scott, secretary; E. S. Oldsmith, treasurer, and the following directors: Moran, E. D. Brewer, J. N. Byrd, A. A. Renfro, W. A. Ryan.

* * *

G. A. Peterson will manufacture his Freezum machines in Oklahoma City in the near future and will establish agencies in Oklahoma, Texas and Kansas . . . Aldon "Buster" Felix, formerly with Warner Bros. at Oklahoma City, has gone to California. He was succeeded as shipper by W. B. Mitch.

* * *

Roland Siegel of the Community Theatre, Pine Bluff, Ark., has awarded the contract for the construction of his new theatre on West Sixth avenue. The new house will cost upward of $12,500 . . . Cooper and Marshall have started construction of their Victory Theatre on Second street in Rogers, Ark. The house will seat about 700 persons.

* * *

Griffith Bros. have purchased the three theatres owned by Charles Blaine at Henryetta, Okla.

SAN ANTONIO

Terri Jayde, Paramount Pictures starlet, headed the cast of the 40 & 8 Western Jamboree, at the Municipal auditorium Saturday (28). She co-starred with Edgar Bergen in "Pretty Little Miss."

The Maya Theatre, a G. A. Lucchese house, opened recently with "Grand Hotel." It was previously owned by Miss Wolfe and operated as the Lake Theatre. Duquesa Olga, Mexican film producer and mother-in-law of the film star Pedro Armendariz was struck by an automobile here, but was not injured seriously.

Albert Coppel, Azteca Film manager, returned from a three-week trip to Colorado and New Mexico . . . "Miracle on 34th Street" opened at the Majestic Theatre June 2. "The Yearling" bowed in at the Texas on the same date.

Visitors to Filmrow included G. H. Hall of the Hall Theatre, Sonora, and Gidney Talley, who is putting the finishing touches on his South Presa Street Theatre here. Talley operates houses in Pleasanton, Mathis and Devine.

The National Theatre held the premiere of "Cuando Lloran Los Valientes," (When the Brave Cry), June 27 . . . Juan Jose Laboriel, Mexican film actor, will take his vaudeville company to San Angelo, Houston, Lubbock and then into New Mexico and Colorado.

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DALLAS

Elm Street Is So-So; 'Yearling' Stands Up

DALLAS—Elm street boxoffices just managed to hold their own during the week, with "The Yearling" registering 10 per cent above normal in its second week at the Melba. A dual of "Drifting River" and "The Big Fix" at the Capitol, and a single picture at the Telenews, "Stairway to Heaven," topped the town with identical marks of 115 per cent.

(Average is 100)

Capitol—**Drifting River** (PRC); **The Big Fix** (PRC)..115
Majestic—**Ramrod** (UA) 110
Melba—**The Yearling** (MGM), 2nd wk. 110
Palace—**Boomerang** (20th-Fox) 100
Rialto—**The Brasher Doubloon** (20th-Fox); **Road to Hollywood** (Astor); **Second Chorus** (Astor)....110
Telenews—**Stairway to Heaven** (U-I) 115
Tower—**Miracle on 34th Street** (20th-Fox), 2nd d. t. wk. 105

Bingham to Take Charge Of Gibson's Interests

HOUSTON—Ewell Bingham, manager of the Navaway, will take charge of all theatre interests of the late Byron C. Gibson in this vicinity. He was appointed by Mrs. Ruby Gibson, the widow, to take charge until the estate could be settled.

Gibson, owner of the Navaway in Houston and the Lake in Lake Jackson, and Ellis W. Hammer, Waco theatre operator, were killed June 12, when the car in which they were riding collided with a truck.

Gibson and Fred Canata were partners in a venture to build a modern suburban theatre. Plans had been drawn and land had been purchased on the Airline road. Canata will continue the project, he said, but will seek another partner. Canata is part owner of the Uptown in Houston.

Fred Canata sr. his wife and Fred Canata jr. and Lou Baxley, manager of the Plaza Theatre, attended the Gibson funeral in Dallas.

G. C. Davidson Opens

MONTEAGLE, TENN. — G. C. Davidson opened his new Eagle Theatre here June 9. The Eagle, twice the size of his house at Whitwell, is operated by his sons Harold and Pearl.

Buys Memphis Theatre

MEMPHIS—E. Perry Rome has bought the historic DeSoto Theatre in the Fort Pickering section from R. C. Middleton.

New House for Mountain Home

MOUNTAIN HOME, ARK.—The Commonwealth-Evans Theatre Corp., Clyde Bradley, manager, has been issued a permit for the construction of a new theatre here.

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J. Colquhoun, Republic district manager, is elated over a letter he received from President Herbert J. Yates, stating that the southwestern area is "the No. 1 district in the U.S." . . . C. A. Patton has closed his theatre at Howe, and re-enlisted in the army . . . Filmrow reports also that C. E. Lewis has closed the Merit Theatre in the Texas town of that name.

Harold Schwarz of Tower Pictures has been in New York for the last ten days, accompanied by his wife. The latter will remain east for a time, visiting her family . . . Mr. and Mrs. Bill O'Donnell and daughter are spending the summer in California.

Astor Pictures is releasing a western, "White Stallion," featuring Ken Maynard and Eddie Dean . . . Kenney Duncan, former "villain" in Republic productions, who has just completed his second San Antonio-made picture for U-I release, is making personal appearances in and around Dallas . . . Mrs. D. H. Roark has opened a new theatre for colored patronage, the Isis, in Wichita Falls. It will accommodate stage shows.

C. G. and H. N. Mitchamore and R. E. Neves have opened their new drive-in near Kerrville . . . Charles Joseph will open his Thornton Theatre in the Texas town of that name July 4 . . . Nelson Wade, son of W. M. Wade of San Augustine, will soon open the Blackland Village Theatre near Waco. This area is now a housing project. It was formerly an army air field.

J. B. Arthur of the Grand Theatre, Granger, a Filmrow visitor, was all smiles over the fact he has just given his house a "facelifting," as he puts it . . . W. J. Chesher of Littlefield breezed along on Filmrow, as did Carl Brockman of McKinney. The latter came in to visit the Robb and Rowley offices.

E. J. Morten, personal representative of Gene Autry spent a few days with Ed Blumenthal and Lloyd Rust, going over affairs of the Gene Autry Enterprises, which operate the Beckley, Hill, Cliff Queen, and Kessler theatres . . . Johnnie Constantino, general auditor for Film Classics, is here overseeing remodeling of offices.

Phil Isley and Charley Wise spent a few days in Tulsa . . . Variety Club members certainly turned out for the meeting and dinner in the clubroom Monday. The turtle derby was the topic of conversation. Why not try your talent in selling these tickets?

Wallace Rucker and wife from Round Rock were on the Row, as was Kelley DeBusk of the Cascade Theatre, Boerne . . . N. E. Walker of the Cartex, Carthage, was another Filmrow visitor.

F. J. A. McCarthy, southern division manager of U-I, New York, and J. E. Garrison, southern division manager, St. Louis, visited the local exchange . . . Herman Craver of United Artists is back on the job after spending four weeks in St. Paul's hospital, Dallas.

Leslie Moore of the Alamo Theatre, Bartlett, has recovered from his recent appendectomy . . . Henry F. Smith, McGregor showman, is the proud papa of a baby girl.

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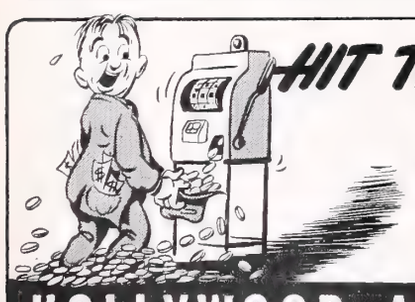
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NEW ORLEANS

Floyd Murphy of Commerce Advertising Motion Picture Service, Alexandria, was a visitor on the Row . . . Exhibitors on the Row included Jeff Rebstock, Golden Meadows; Roy Pfeiffer, Baton Rouge; Nick Lamantia, Bogalusa; Ernest Delahaye, Maringouin; O. J. Gaude, Port Allen, and R. E. Carrolla, Slidell.

Every year New Orleans becomes better represented in Hollywood. The Crescent city's latest contribution to the motion picture world is lovely Gloria Henry, who, although she is just getting under way in Cinemaland, has had three starring roles in a few months . . . Ernest McKenna, manager of the Joy on Canal street, announces the arrival of a son, Ernest Clair. McKenna, who hails from Boston, is proud of the fact that the baby was born on Bunker Hill day, June 17.

The Star, a new colored theatre at Crowley, La., opened last weekend . . . The Fran, a colored house in Winona, Miss., closed last week . . . The Webster, Springhill, La., closed temporarily for repairs . . . Dan Guidry is erecting a new theatre in Breaux Bridge, La., which will be named the Dan. The new house, which will have its opening soon, will be booked through the Milton Guidry Enterprises, which recently took over operation of the other two houses in the town.

Jeff Davis, UA manager, is confined to the local Baptist hospital . . . Monogram held its annual picnic last Saturday (21), employes motoring to Fountainbleu park for the day . . . Filmrow's "man of many interests," W. A. Prewitt jr., head of Associated Theatres and president of Allied Theatres of the Gulf states, together with other executives of the Aero club, has announced completion of arrangements for the annual Gulf States airplane model contest, to be held here August 1-3.

Mary Pisciotta of Mike and Mary's Filmrow grill, together with Mrs. Willis Houck, wife of Willis Houck of Joy Theatres, flew to Dallas for a ten-day stay . . . PRC will install air conditioning . . . New Orleans will again be represented on the screen, when Mary H. Dickey, employed by John Richards, son of E. V. Richards of the Paramount-Richards Theatres, the only licensed female air transport pilot in America, is featured in an issue of the Woman Speaks series.

Mrs. Henry Lazarus, owner of the Lazarus circuit, has returned from a trip to Bryan, Tex., where she operates theatres, and to Dallas, where she visited the exchanges . . . Mr. and Mrs. Jack Auslet of Dixie Films had as their guest the past week Mrs. Auslet's niece, Rita Winkel of Minneapolis. Rita says she was fascinated with her first visit south.

Downtown theatres continue to feel the effect of the lure of the beaches and the open roads upon their patrons. Business continues low despite very good programs. Last week Loew's opened with "Duel in the Sun," while the Saenger showed "The Fabulous Dorseys." At the Orpheum "Framed" was the offering, and at RKO's Liberty "The Egg and I" enjoyed its second downtown week. "The Farmer's Daughter" was the feature at the Tudor, and at the Globe "New Orleans" played its final downtown week. The St. Charles offered a double bill, "Condemned to Devil's Island" and "Woman Chases Man." The Center had "Backlash." The Joy presented "The Homestretch." The new Arrow offered "Little Mr. Jim." The Strand played a double bill "My Dog Shep" and "Law of the Lash."

HOUSTON

E B. Coleman, MGM exploiteer, was in town paving the way for "Living in a Big Way," to open soon at Loew's. Variety was the motif of film offerings. At Loew's was "Copacabana;" "Homestretch" was on the Majestic screen, while "Framed" opened at the Metropolitan. The second run, neighborhood and drive-in theatres had enough variety to suit the taste of every patron in Texas. The fare ran the gamut from westerns to "Sinbad the Sailor" and thence to "It's a Wonderful Life," "California," "Billy the Kid," "Algiers" and "Boomerang" among others.

For the first time in ten years baseball is giving theatremen something to think about. There were 11,000 paid admissions at one weekday game recently. The threat is not yet serious, but if Houston continues its winning streak then baseball may cut a slice from the boxoffice takes, one theatreman said.

Bob Stephenson quit his job as announcer at KTHT and left for Hollywood in an attempt to land in the films. He and his wife left in a model A "bug" and with the well wishes of 300 stockholders in Bob Stephenson, Inc. The trip is being financed through the sale of some 500 shares of stock at $10 each to about 300 stockholders, who are gambling that Bob hits the money in a year's time. If he hits, the stockholders will divide half of his income for the next five years. If he doesn't they can take it off their income tax as a bad investment. Among his interested backers is Coke Stephenson, former governor.

Margaret O'Brien spent 15 minutes here en route home from Bermuda and in those 15 minutes she made more fans for herself than most adult actresses can in a year. She was met at the train here by Bill Kottowicz, assistant manager at Loew's State, and B. Cranch, manager for Loew's at New Orleans. Swarms of boys and girls and their mothers were on hand to greet her. Traveling with Margaret were her mother Gladys and her uncle Marty.

The Uptown, piloted by Fred Canata, had a stage show last week to augment its screen offering of "Sun Valley Serenade." On the stage were Bozo St. Clair and Clyde Hodges and their West Coast Jamboree . . . "The Yearling" is making the rounds of the neighborhood theatres playing to excellent houses . . . The latest reissue film, "Kings Row" played to packed houses here.

He Wants to See First, Pay If It's No Turkey

From Mideast Edition

COLUMBUS—Protesting vigorously against being asked to pay $1.20 for the local showing of "The Best Years of Our Lives," Adam Scofflaw wrote to the editor of the Citizen that movies "are the only thing I am forced to buy sight unseen."

"I have been paying 65 cents to see Class C pictures highly touted as colossal Class A," writes Scofflaw. "Then along comes a picture I'd class a B which the producers class as an A-plus and what happens? They forget I've been enriching their treasury, paying their overhead, etc., for 18 months by watching their cheap offerings. Then they hit me for a buck 20. Gosh! I ought to participate in any dividend, but NO! A buck 20? I walk away.

"Movies are the only thing I am forced to buy sight unseen. I am forced to buy a pig in the poke with no recourse except to the fair-minded public through your columns. I wish I could sell pork chops, porch chairs and corsets sight unseen—would I clean up, too!

"Newspapers are to blame in part. In return for a seasonal Annie Oakley they deliberately have their movie reviewer copy verbatim releases from the movie press agents praising the film to the skies . . . then foist it upon the trusting public as their own opinion. Newspapers insist upon truth in advertising. They have gained the respect and confidence of the public in all advertising except—you guessed it: The movies!

"Let's either have a true review of some of the stinkers we have been fooled with or dispense altogether with the services of servile reviewers. In the meantime, consider my radical innovation: that we pay after we see a first run stinker and not before."

Owner Baxley Renovates Houston Plaza Theatre

HOUSTON—Lou Baxley, owner, has remodeled the Plaza. The project involved rearrangement of the lobby, installation of a new candy case, popcorn machine and an indirect lighting, interior redecoration, changing of neon lighting, construction of a beige tile front and overhauling of the projection machines.

Baxley has booked "Boom Town" for a July 4 attraction.

He also owns what he describes as "the finest bowling alley this side of California" here.

Irene Rich to Cast

RKO has added Irene Rich to the cast of "War Party."

SAVE 10%

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The Blevins Popcorn Company of Nashville, Tenn., takes pride in announcing the opening of a branch office at the Quick Service Warehouse, 102 San Jacinto Street, Houston, Texas, to serve the Southwest. You will find there ample stocks of Famous BEE HIVE hybrid popcorn, each bag guaranteed to pop out $125 or more, and seasoning and supplies. Check these net prices and then send your order to our new Houston branch and save.

	List	10% Disc.	Net
BEE HIVE Hybrid Popcorn, 100 lb.	$10.95	$1.10	$ 9.85
COCOANUT OIL, 1/5 gallon container	15.50	1.55	13.95
POPSRITE LIQUID POPPING OIL, 1/5 gallon container	16.65	1.66	14.99
SAVOROL, powdered seasoning, 70-lb. container	10.00	1.00	9.00
POPCORN SALT, 18 3-lb. cartons	2.00	.20	1.80
BOXES, 10c size, red and white (4½x2x7), per M	8.30	.83	7.47
BOXES, carnival size (4x1⅝x5½), per M	6.50	.65	5.85
BAGS, 5c Johnny Boy (3x1⅞x7), 10,000 to case	1.82	.18	1.64
BAGS, 10c Johnny Boy (3x2x9), 3,000 to case	2.35	.23	2.12
BAGS, Kraft 10c size, 6,000 per bale	2.20	.22	1.98
KETTLE KLEENING KIT (contains Char-X, Liquid Kleener, Spanish Whiting, Pot Sweetener, and Spatula)	6.00	.60	5.40

Write our Nashville office for samples of boxes and bags in stock at Houston. If a special size is needed you will find what you want among the 15 different sizes and styles of boxes and bags stocked at the main plant.

Come in and See the New 1947 "SUPER STAR" Popcorn Machine and the All-Steel Corn Crib.

(Note: Blevins also maintains complete stocks of Bee Hive popcorn, seasoning, and salt in the following public warehouses: Atlanta Service Warehouse, 377 Whitehall SW, Atlanta; Poston Warehouse, 671 S. Main St., Memphis; Hiern Warehouse, 1053 Constance, New Orleans.)

BLEVINS POPCORN CO., INC., OF NASHVILLE

HOUSTON BRANCH

Quick Service Warehouse, 102 San Jacinto St.

Breezes From the Southeast

DURHAM, N. C.—Manager Francis Mahoney of the Astor Theatre here has been fined $50 for showing immoral pictures.

PARAGOULD, ARK.—Orris Collins, operator of the Capitol and Majestic theatres, is general chairman of the seventh annual Paragould Horse show.

KANNAPOLIS, N. C.—A group of Kannapolis ex-GIs soon will build a 600-seat $50,000 theatre here. A contract has been let.

WASHINGTON, N. C.—Bill Duke has opened the Lenox Theatre for colored trade. F. S. Hayes will open the Nichols in Nichols, N. C., July 7.

TALLAHASSEE—Florida theatremen are basing their campaign against the proposed admission tax on the ground that the tax would hit the little man's only cheap entertainment.

COLUMBUS, GA.—Sixty entrants in Columbus's soapbox derby were guests of the Bradley Theatre for a preview showing of "Born to Speed."

BIRMINGHAM—Police here have decided that Herbert Lee Auman, 65, secretary of IATSE Local 78 for 21 years, who died while working as a stagehand for the Zamora Shrine circus, was electrocuted. His wife will sue the Thomas N. Packs Amusement Enterprises and the temple for $50,000.

EAST GADSDEN, ALA.—The Dixie Theatre here is giving away prizes weekly to attract patrons.

ROBERTA, GA.—Kyle Grace has taken over operation of the Roberta Theatre here from W. O. Moody of Reynolds.

MADISON, GA.—Boswell and Reynolds, owners of the Madison and Greensboro theatres, will build a new house here when building conditions ease, according to Hugh Powers, local manager.

LINCOLNTON, N. C.—Ben R. Nation and F. B. Grigg, operators of a nearby drive-in plan a new downtown theatre here.

MACON, GA.—E. E. Whitaker of the Georgia Theatre Co. is looking for a building site here.

COLUMBUS, GA.—The city commission has turned down a request of Edward Jenner of Kingstree, S. C., to lease a tract of land near the municipal airport as a drive-in theatre site.

CHARLOTTE—Everett Olson, new Paramount exploiteer here, comes from Minneapolis, where he was connected with the Minnesota Amusement Co.

NORWOOD, N. C.—Mr. and Mrs. R. A. Goodman, owners and operators of the Mae Theatre in Oakboro, N. C., have taken over the Norwood Theatre here from R. L. Johnson.

MIAMI—Edward Claughton, theatre owner, has sued the city of Miami for bay-bottom lands surrounding Burlingame island. Claughton seeks to fill in the lands in order to double the size of the island.

MIAMI—The Huyler's restaurant chain recently opened a new continental-style restaurant adjoining Wometco's new Miami Theatre. The restaurant is four stories high and will be served from the basement by a continuous belt.

JACKSONVILLE, ALA.—A 45-minute color film of Jacksonville has been made by the Princess Theatre management, according to Manager Bill Hames. It will be shown at the Princess.

BIRMINGHAM—"The Farmer's Daughter" recently went into its ninth week here.

BIRMINGHAM—W. H. Merritt, manager of the Galax, drew plenty of attention when he parked a demolished 1947 Chrysler in front of the house during a showing of "The Devil on Wheels," but soon had to advertise a reward for information leading to the arrest of thieves who lifted parts from the car during the night.

SEBRING, FLA.—Jack Burkette has given up his interest in the Circle here and has bought the Glade in Moore Haven.

MACCLENNY, FLA.—Edward Crockett jr., and Ray Dinkens have reopened the 500-seat Ed-Ray Theatre here.

CHATTANOOGA—The county council has been authorized to buy the old Bijou Theatre for future development as a jail or office building.

ATLANTA—Henry B. Moog, who resigned recently as district manager of Altec to go into real estate, continues to serve Altec as consultant.

MIAMI—Mark R. Chartrand received a gold watch from co-owners Mitchell Wolfson and Sidney Meyer of the Wometco circuit at a recent testimonial dinner arranged by the Wometco Old Guard club to celebrate Chartrand's 20 years with the circuit.

HICKORY, N. C.—Quick-witted Mrs. Coyte Truesdale, assistant manager of the Center Theatre, who discovered a fire in a closet at the theatre one night recently, averted a panic simply by telling the audience what had happened and asking them to leave quietly.

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Theatre Sponsors Midget Auto Race

OKLAHOMA CITY—The Home Theatre, managed by Gene Hudgens and owned by R. Lewis Barton, sponsored one of the midget races held recently and gave a trophy to the Abbott-Costello race winner.

About 7,000 persons attended the race and saw the feature contest between the two fastest cars entered. The race was named the Abbott-Costello race because "Buck Privates Come Home," starring the two comedians, was playing the Home at the time.

Also in connection with this picture, the Home gave passes to every person enlisting in the army during the film's run. The recruits attended the show where pictures were taken of them and sent to their home town papers.

The theatre also tied in with six men's stores which offered wearing apparel to the first buck private to be discharged by the army and return home during the run of the picture. This tiein brought the Home much additional publicity.

Bowling Alleys Being Joined With Theatres

From Canadian Edition

ST. JOHN—Bowling alleys are being combined with theatre operations in a growing number of maritime situations.

Bowling was given a powerful impetus by the war, and although there has been some decline in the pastime, the demand for facilities is still greater than it was before the war. Most alleys are being kept in operation through the summer.

In New Waterford, the veteran exhibitor Fred Gregor is reported to be planning alleys in conjunction with the theatre he will build in cooperation with Famous Players. Gregor now operates the Majestic.

Affiliated Theatres is studying the possibility of operating alleys in conjunction with some of its theatres in Halifax, Spryfield, Shubenacadie, Whitney Pier and Sackville.

Indications are, too, that bowling alleys will be installed in a new theatre being erected in Wedgeport, and it is understood that Gerry Hoyt, who is building a theatre near Rothesay, is considering the addition of alleys.

In Clark's Harbor, bowling and the theatre have been allied for some years at the Vimy. Hal Gaudet, owner of the Summerside Capitol, tore out a lunch and fountain service several years ago in favor of bowling alleys, and H. Cady has doubled the two operations in Minto for years.

Paddy Picks Up the Purse; His Owner Goes Betless

From Midwest Edition

BEATRICE, NEB.—Frank Hollingsworth, owner of the Victory Theatre here, is an especially popular man during the Ak-Sar-Ben horse racing season.

When he isn't horsing around the theatre, he's watching his own ponies run in the Ak races. That should make him a pretty good source for inside dope—that is, except when his own nags are running.

One exception came last week. Frank refused to tout his own horse, Paddy D. Neither did he bet on him.

Iz Weiner, U-I salesman, knew all this. But for some reason—maybe it was the name—he had confidence in Paddy D. It paid—on the nose.

Jake Lutzer Appointed Dallas FC Manager

DALLAS—Appointment of Jake Lutzer as branch manager, J. E. Mitchell as office and sales manager, and Howard Waugh as sales representative for Film Classics was confirmed here this week by Sam Wheeler, general sales manager.

Wheeler was here in conference with John L. Franconi, former Film Classics franchise holder, effecting a transfer of the business following sale by Franconi of his franchise back to the parent company.

SEVERS UNIVERSAL CONNECTION

Lutzer severs a 22-year period of service with Universal to accept this new post. He brings to the office a complete knowledge of the Texas field, including the economic and exhibition conditions and a full acquaintanceship with exhibitors of all classes.

Mitchell, former office manager for Universal, United Artists and PRC, likewise is widely acquainted in the trade. His former branch manager at Universal, "Dutch" Olsmith, declares him to be a top ranking office manager. Howard Waugh comes to the Texas field with a background of long trade experience, including exhibition.

FRANCONI SPACE DIVIDED

The branch exchange will be maintained at 308 S. Harwood St., through a division of the Franconi space. Film Classics will have its own vaults, inspection and shipping rooms in structures already installed, there being a duplicate set of these facilities in the building. Front offices are being reconstructed. Film Classics will have its own private offices, separate from the Screen Guild space, and will have joint front office working space with the Franconi personnel. Clerical work for the two units, however, will be maintained apart.

None of the regular members of the Franconi organization is separated from it in this deal and readjustment.

Wheeler said he is highly gratified that the company was able to negotiate a purchase of the Texas franchise and will be able to maintain a company branch in the important Dallas film center.

'Abie's Irish Rose' Pulled When Clergymen Protest

From Mideast Edition

AKRON—The scheduled showing of "Abie's Irish Rose" at the Allen was postponed on receipt of a letter of protest from Akron religious leaders. This is the second time these interests have succeeded in their attacks on the play. A proposed Little Theatre production of "Abie's Irish Rose" was canceled here early this spring as the result of protests by the same religious leaders.

Rabbi Efraim Rosenzweig of the Akron Jewish Community Council, the Rev. William Robinson of the Akron Ministerial Ass'n and the Rev. Edward B. Conroy of the Akron Catholic deanery wrote to the Cooperative Theatres Co., Cleveland, owner of the Allen, urging that it cancel booking of the picture "in the interests of community goodwill and friendly understanding."

Cooperative Theatres decided to postpone showing of the film until Milton Mooney, company president, returns from his vacation.

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Davis, Okla., Building Film Sound Stage

DAVIS, OKLA.—Citizens of this small Oklahoma town near where "Home in Oklahoma" was made about a year ago by Republic Pictures, have collected $65,000 to build a sound stage for making motion pictures. A 20-acre site near here has been leased for the sound stage.

Oklahomans have been negotiating with Hollywood studios for several months, trying to interest them in making western pictures in Soonerland where there is an abundance of genuine settings and sunshine, plenty of fine live stock and less expense in production.

At Bill Myers Rites

HOUSTON—Eddie Miller, business agent for MPOU Local 279; C. D. McCowen, projectionist at the Plaza Theatre, and Jess Houge, at the Kirby, attained the funeral Wednesday (25) in Galveston of Bill Myers who died Monday night. Myers was business agent for the Galveston MPOU local.

Sells One, Buys One

SEBRING, FLA.—Jack Burkette has given up his interest in the Circle here and purchased the Glade in Moore Haven. He also operates the theatre in Immokalee and the Harlem in Clewiston, also a recent acquisition.

Watches to Gum Blowers

SAN MARCOS, TEX.—The Texas Theatre here is featuring an interesting bubble gum contest on the stage for kids from 6 to 60, in which wrist watches will be awarded to king and queen gum blowers.

Firecracker in Balcony

ST. PETERSBURG, FLA. — A teen-ager who set off a firecracker in the balcony of the Florida Theatre just as a western thriller reached its climax was taken before a judge and restricted to his home for two months.





NOW ON FILMROW—L. C. Duckworth, manager of the Charles E. Darden Co. branch in New Orleans, is depicted standing in front of the Joy Houck Bldg. in the heart of the Crescent city's film district. Duckworth recently moved his offices to that location.

Mollie Jordan Named

NATCHEZ, MISS.—Mrs. Mollie Jordan has been named manager of the Clark Theatre, succeeding H. D. Nunnery. Mrs. Jordan has been manager of theatres here the last four years, most recently of the Ritz. She announced improved cooling facilities would be installed at the Clarke.

Low on Winnfield Project

WINNFIELD, LA.—R. J. Jones & Son of Alexandria, La., submitted the low bid for the construction of a new brick building here for the Southern Amusement Co.'s new theatre. The bid was $76,277.

More SE Breezes

LAKELAND, FLA.—B. B. Garner of the Talgar Theatre Co. says the circuit soon will build a new 600-seat Negro theatre here.

MEMPHIS—The Variety Club has voted to accept a proposal of Paramount to hold a premiere showing of "Variety Girl." Receipts may go to buy Memphis a mobile hospital unit with operating room, blood plasma and surgical supplies.

CHARLOTTE—Steve Baranek, formerly terprises has been appointed to serve on Charlotte's new civil service commission.

DURHAM, N. C.—S. W. Taylor of the Taylor Theatre in Edenton recently underwent a leg amputation at Duke hospital here.

CHARLOTTE—Steve Baranek, formerly of New York, is the new office manager for Warners.

CHARLOTTE—Salesman Harry Rogers of RKO is being transferred back to Atlanta June 30.

MEMPHIS—The Variety is planning motion picture programs for orphans and shut-ins as part of its expanded charities scheme.

Sack's Negro Productions Booked Solidly by Bijou

DALLAS—Sack Amusement Enterprises, pioneer producers and distributors of Negro pictures, has attained a new high in simultaneous bookings of its all-colored cast features, according to a company official.

The firm now has five new Negro features currently being played simultaneously and solidly by Bijou Amusement Co. in its chain of more than 60 Negro theatres over the South.

"Dirty Gertie From Harlem, U.S.A.," the True Thompson feature starring Francine Everett is the latest Sack picture to be booked by Bijou. Other Negro pictures currently playing the circuit are "Junction 88," with "Pigmeat" Markmah and Bob Howard; "Juke Joint," Spencer Williams and July Jones; "Murder With Music," Bob Howard and Noble Sissle, and "Beale Street Mama," Spencer Williams and July Jones.

Jim Crockett is the new branch manager in Dallas. Howard Wallace is Atlanta manager.

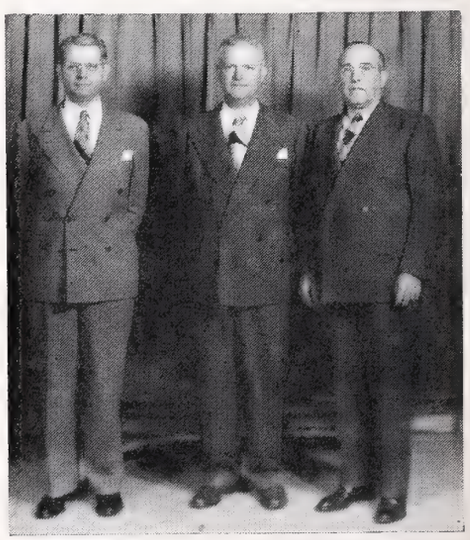
Theatres Hold Two Shows For Youths Saturdays

From Southwest Edition

WORCESTER, MASS.—Both the Park and Greendale theatres are holding two Saturday morning showings of product from the MPA Children's Film library to accommodate large crowds of children and parents. Henry Cummings and William Brown, managers of the Greendale and Park, respectively, originally planned one morning show in each house. Attendance was so great during the first performance on May 3, both managers decided to run two shows each week.

The second week of the library film showings, children began lining up in front of both theatres at 8 a. m. At 9:40 a. m. the Park and Greendale were sold out for the first shows.

The library film showings were started at the request of the head of the Worcester public library. The Better Film Council, PTA, public schools and public libraries began sponsoring the program during the latter part of April. A special trailer was made under Brown's supervision.



WHERE ARE THE SOMBREROS?—From the southwest went this trio of Columbia Pictures executives to the Chicago sales convention of the company last week. In the usual order: Herman Crisman, Memphis manager; Jack Underwood, southwest division manager; C. A. Gibbs, Oklahoma City manager.

Memphian Reopened After Four Months

MEMPHIS—Closed since February 9 when it was gutted by fire, the Memphian Theatre, suburban show house on Cooper near Union, was scheduled to hold its formal opening Friday night. The picture is "Dead Reckoning," starring Humphrey Bogart and Lizabeth Scott.

The theatre, operated by M. A. Lightman & Associates, has been completely remodeled throughout and equipment is of the newest and latest type. The auditorium has been finished in acoustic plaster to insure perfect sound, and varicolored indirect tubular lighting has been installed.

New seats with more room between rows, new draperies and carpeting and new lounge and rest rooms, tiled and featuring the most modern appointments, are some of the other improvements.

Joe Keifer is manager.

Florida Theatremen Say Tax Will Hit Little Man

TALLAHASSEE—Publicity through newspaper editorials and comments continues to be fostered by Florida theatremen, who are not waiting for the legislature to start serious debate on an amusement tax. Facts are being fed to the papers as the theatremen come forward with protests against the tax, based on the ground that it would fall far more heavily on the low income groups than upon any other class.

"The proposals to increase the present levy on gasoline met a quick death in the legislature this session; why should moviegoing be treated any differently?" they argue. "If the legislature has brought itself to the point of being without money to finance the things they have already authorized for the next two years, let it look elsewhere for relief."

Figures produced by the theatre companies show that 70 per cent of theatre patrons are working people in the lower income brackets. Surely these people, who are the least able to pay, should not be forced to bear additional taxes for seeing a motion picture when such entertainment is often the only kind open to them.

Jim Cartwright is representing the film industry in the lobbying halls of Tallahassee.

Sidney Meyer's Daughter Becomes Bride at Miami

MIAMI—The marriage of Barbara Meyer and Roy Robert Schechter took place June 17 in the Shelborne hotel. She is the daughter of Sidney Meyer, co-owner of Wometco Theatres. The bridegroom is a son of Mrs. Nathan Schechter, Great Neck, L. I.

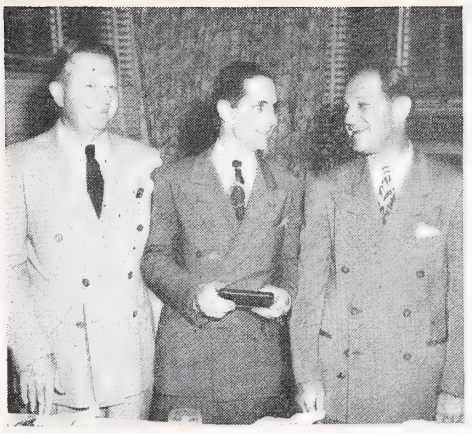
The main dining room of the Shelborne was transformed into a chapel, with an improvised altar. Patsy Meyer was her sister's maid-of-honor. Other bridal attendants were Nancy Rosenheim, Highland Park, Ill., a former Carleton college classmate of the bride; Gloria Burns, Joy Moseley, Mrs. Joseph Davis, and Mrs. Clarence Herrick, sister of the bridegroom.

Ushers were Robert Wolfson, Joseph Davis, Gerard Karron, and Robert Radnitz, the latter a classmate of the bridegroom at the University of Virginia.

After a Caribbean cruise on a Grace liner, including visits to Venezuela and Colombia, the couple will reside at 11 Welwyn Rd., Great Neck, L. I.

Rimer Is Booker for PRC

MEMPHIS—Robert William Rimer has joined PRC as assistant booker. Rimer has been in the industry for seven years.



AT 20-YEAR FETE—At a testimonial dinner in his behalf, Mark R. Chartrand, center, was presented a gold watch in celebration of his completion of 20 years with Wometco Theatres. Co-owners Mitchell Wolfson and Sidney Meyer presented the timepiece, and the dinner was arranged by the Wometco Old Guard club at the Variety clubrooms atop the Alcazar hotel. Chartrand is public relations director for the theatre circuit.

G. C. Davidson Launches Monteagle, Tenn., House

MONTEAGLE, TENN.—"Michigan Kid" was featured at the Eagle Theatre, which opened June 9. The new theatre, owned by G. C. Davidson, is twice the size of his theatre at Whitwell, Tenn., and is located in a modern new building. Davidson's sons, Harold and Pearl Davidson, are the operators.

Burial of C. E. Peppiatt Takes Place in Atlanta

ATLANTA—The burial of C. E. Peppiatt, eastern division sales manager for 20th-Fox who was killed in an airplane crash in Virginia, were held here June 19 at West View cemetery. Peppiatt formerly was connected with film distribution companies here and in Charlotte.

Ed-Ray Theatre Reopens

MACCLENNY, FLA.—The 500-seat Ed-Ray, operated by Edward Crockett jr. and Ray Dinkens, reopened last week. The theatre is fully outfitted with new equipment and the building contains two store rooms besides the theatre auditorium. The name Ed-Ray was chosen after a theatre-naming contest and the winner carries a pass good for a year.

She Averts Fire Panic By Quick-Witted Action

Hickory, N. C.—Quick-witted Mrs. Coyte Truesdale, assistant manager at the Center Theatre here, discovered a fire in a closet under the stairway leading to the Negro balcony. She couldn't reach the extinguishers because they were back of the fire in the closet.

She telephoned the fire department, then walked quietly into the auditorium, telling the audience what was causing the smoke, and asked all to file out quietly. They did, so calmly that some were reluctant to leave.

Damage was confined to burned out wiring and blistered walls in the closet.

SETOA Convention At Miami in August

MIAMI—The Southeastern Theatre Owners Ass'n will hold its annual convention here August 10-12. Key figures in the motion picture industry will be present. One of the convention objects is promotion of the Motion Picture Foundation.

In town to start the ball rolling were Mack Jackson, president of SETOA, an Alabama exhibitor, and Jimmy Harrison, Atlanta regional chairman, an official of the Wilby-Kincey theatres. Jackson and Harrison came to confer with the local chairmen, George Hoover, general manager of Paramount Enterprises, and Mitchell Wolfson, co-owner of Wometco Theatres. In the absence of Wolfson on vacation, Mark Chartrand, Wometco public relations official, is taking his place. Tom Jefferson is assistant to Hoover.

The convention will have as its headquarters in the newly opened Variety clubrooms in the Alcazar hotel.

Among motion picture executives expected here for the convention are Spyros Skouras, 20th-Fox; Nicholas Schenck, MGM; Barney Balaban and Leonard Goldenson, Paramount, and R. B. Wilby, Wilby-Kincey Theatres.

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Jim Crockett is the new branch manager in Dallas. Howard Wallace is Atlanta manager.

Durham Theatre Fined $50 For Playing 'Immoral' Films

DURHAM, N. C.—A plea of nolo contendere, submitted by a defense counsel in the case of Francis Mahoney, manager of the Astor Theatre charged with showing of immoral pictures, was accepted by Assistant Judge W. C. Purcell. A fine of $50 and the costs of the case were assessed against the defendant, bringing to a close the controversial matter in which Judge R. Hunt Parker had ruled at Hillsboro Monday that Durham police should not be required to relinquish the confiscated films until trial of the charges against Mahoney. The theatre management had sought return of the films on the grounds of financial loss. The defense had denied from the beginning charges that the films were immoral, claiming that they were shown for educational purposes. Exhibits in the case were the films, "Birth of a Baby" and "Main Street Girl." Theatre is owned by B&B Theatres (Ellis Blumenthal).

Mountain View House Renamed

MOUNTAIN VIEW, ARK.—The Evans Theatre here has been renamed the Dixie.

MEMPHIS

F J. A. McCarthy of New York, general sales manager of U-I and J. E. Garrison, St. Louis, district sales manager, were here for a series of conferences . . . Mr. and Mrs. Phil Longdon of Dallas, were in Memphis for a one-day call at the 20th-Fox exchange while en route from Dallas to Atlanta by air. Longdon is district manager with headquarters in Dallas.

Norman Ayers of New York, general sales manager for Warner Bros., was a visitor . . . N. J. Colquhoun, district manager for Republic, Dallas, formerly branch manager at Memphis for his company, was here for conferences at the local office . . . Variety Club of Memphis was scheduled to set up a committee this week to plan picture shows for shutins and orphans as part of its expanded charities. William McCraw, Dallas, executive director of Variety International, was scheduled for a visit.

R. L. McCoy, Atlanta, special representative of Eagle-Lion, visited the PRC exchange this week . . . Jimmie Gillespie, Dallas, district exploitation man for 20th-Fox, was also here . . . W. R. Lee, who operates the New and Gem at Heber Springs, Ark., the Star at Star City, Ark., and the Rice at Des Arc, Ark., was on the Row booking.

Midsouth exhibitors on the Row included Jack Watson, Palace, Tunica, Miss.; Sam Kirby, Nabor, Little Rock; C. C. Mundo, Rex and Liberty, Little Rock; W. L. Coffey, Rio, Malvern, Ark.; N. B. Fair, Fair, Somerville, Tenn.; Wilfred Barnes, Dyer, Dyer, Tenn.; J. M. Mounger, Mart, Calhoun City, Miss.; E. E. Reeves, Reeves circuit, Batesville, Ark.; C. J. Collier, Globe, Shaw, Miss.

Also J. T. James, James, Cotton Plant, Ark.; A. N. Rossie, Roxy, Clarksdale, Miss.; Cliff Peck, Gem, Covington, Tenn.; R. B. Gooch, Ritz, Selmer, Tenn.; Ned Green, Princess and Legion, Mayfield, Ky.; G. H. Goff, Rustic, Parsons, Tenn.; R. R. McCormick, Gloria, Senatobia, Miss.; Orris Collins, Capitol and Majestic, Paragould; R. R. Clemons, Dixie, Adamsville, Tenn.; Whythe Bedford, Marion, Hamilton, Ala.

Also J. F. Adams, Tate, Coldwater, Miss.; J. W. Pickens, Lyle, Carlisle, Ark.; Gordon Hutchins, State, Corning, Ark.; Mrs. H. A. Fitch, Erin, Erin, Tenn.; Bim Jackson, Delta, Ruleville, Miss.; and Globe at Drew Miss.; Mrs. R. W. Kinkle, Joiner, Joiner, Ark.; Mrs. Valerie Burke, Benoit, Benoit, Miss.; O. L. Lewis, Von, Hernando, Miss.; J. K. Leavell, Grand, Grand Junction, Tenn.; H. A. Hamilton, Rainbow, Griffithville, Ark.; J. K. Jamerson, Ritz, Bald Knob, Ark.; Moses Sliman, Lux, Luxora, Ark.; W. E. Malin, Lura, Augusta, Ark., and J. W. Crabtree, Merlu, Clarendon, Ark.

Margaret Keen, assistant contract clerk at MGM, is vacationing in Shreveport, her home . . . Don R. Grath, Oklahoma City, U.S. Air Conditioning Co., was in Memphis for sessions with Neil Blount, manager of the Monarch Theatre Supply Co. . . . Herman Chrisman, Columbia manager, was on a week's tour of Arkansas on business for his company.

Helen McAdams is the new contract clerk at Columbia . . . Ray Brooks and Martin Grasgreen, auditors, are in the Columbia exchange . . . Kay Film exchange expects to have a new manager next week to fill the vacancy there.

Jerry Clifton, Republic booking department, is vacationing at Paradise Point, Miss. . . . Employes of RKO held their annual summer picnic at Clearpool June 21 . . . Goldie Scruggs, booker's stenographer at RKO, is in Methodist hospital for an operation.

Mary Ann Yarbrough is a temporary stenographer at RKO . . . R. V. Reagin, RKO manager, and Salesman Grover Wray are on a tour of Mississippi . . . Dewey Hopper, assistant shipper at 20th-Fox, is vacationing . . . Dorothy Miller, contract clerk at 20th-Fox, is visiting her family in Atlanta and will also visit Mrs. Stafford Patterson, the former Becky Holes, Memphis employe of 20th-Fox, who now lives in Wilson, N. C.

Maurice Bass, former MGM salesman, who recently went with RKO, is now in the northeast Arkansas territory . . . The Time Theatre, Decaturville, Tenn., owned by Cleo Spence, was scheduled to open June 25. The Time is a new house, modern in every detail.

H. A. Chrisman, Columbia branch manager, was in Chicago attending a division and branch managers meeting . . . Ruth Slaten, ledger clerk, Paramount, is vacationing . . . Vivian Gilmer, booker, Malco, Inc., is on vacation.

David Wigginton jr., formerly with Malco, Malco, has returned and is assistant manager of Malco Theatre, Manager Jack Tunstill announced. Mrs. Winnie Elrod, another assistant manager, is in Sherman, Tex., on vacation.

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Historic De Soto Theatre Bought by E. Perry Rowe

MEMPHIS—The historic De Soto Theatre in Fort Pickering, a section of Memphis where De Soto is reported to have discovered the Mississippi river, has been sold.

The De Soto, named for the famous explorer as are many other things in this section—one of the oldest settlements in Memphis—was bought by E. Perry Rome from R. C. Middleton.

The De Soto has stood on Arkansas street for many, many years near the Harahan bridge which crosses the Mississippi river at Memphis. While it is an old theatre, it is housed in a modern, fairly new building which replaced the original building several years ago.

The purchase price was not disclosed.

Paramount Bigwigs Visit Memphis on Drive Tour

MEMPHIS—Paramount's nationwide celebration of 35 Years of Leadership drive brought some leading company officials to Memphis for a general meeting of salesmen and other company employes.

J. J. Donohue, division manager, New York; Duke Clark, district manager, Dallas; George Henger, advertising representative, Dallas, and Harold Wirthwein, drive captain, Chicago, were among the visitors. L. W. McClintock, local manager, was host at the meeting.

Plans Radio Station

ARKADELPHIA, ARK.—Cecil Cupp, Arkadelphia theatre owner, is president of the Arkadelphia Broadcasting Co., which is scheduled to go on the air in September.

Gets Scoring Assignment

Mischa Bakaleinikoff has been slated by Columbia for the scoring assignment on "The Son of Rusty."

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Electric Shock Killed Stagehand, Police Say

BIRMINGHAM, ALA.—Herbert Lee Auman, 65, secretary of IATSE Local 78 for 21 years, died at the Alabama state fairgrounds while working as a stagehand for the Zamora Shrine circus.

Police said Auman was killed when he stepped on or touched an electric wire while operating a spotlight. Coroner Joe L. Hilderbrand, however, attributed death to "natural causes."

Auman's widow, Mrs. Alice P. Auman, filed suit in circuit court for $50,000 damages against Thomas N. Packs Amusement Enterprises and Zamora temple. Auman had resigned recently as IATSE secretary because of ill health. He had been employed by the Pantages and Temple theatres here.

600-Seat House Planned By Kannapolis Veterans

KANNAPOLIS, N. C.—Construction of a 600-seat theatre on Cannon boulevard at Jackson street will begin in several weeks and will be operated by a group of Kannapolis ex-GIs. A spokesman for the group said the contract for the large brick building that will front on the boulevard and run along Jackson avenue for 112 feet had been let and materials were being assembled. Seats and projection and sound equipment have been ordered. The theatre will represent an investment of $50,000.

Boy Racers See Film

COLUMBUS, GA.—Sixty entrants in Columbus' eighth all-American soapbox derby were guests of the Bradley for a preview showing of "Born to Speed."

Roberta Changes Hands

ROBERTA, GA.—Operation of the Roberta Theatre has been taken over by Kyle Grace. He acquired it from W. O. Moody of Reynolds.

ATLANTA

Frank McCallister, director of the Georgia Workers Education Service, was elected chairman of the Atlanta Film council at an organizational meeting . . . Meyer Coleman, formerly with National Screen Service here and now a representative of the same company in Washington, was a stopover en route home from Florida.

Carl Mabry and A. E. Chadwick, executives of Motion Picture Advertisers, New Orleans, huddled with Guy Brown, Atlanta sales representative, and called on exhibitors . . . Mr. and Mrs. Abe Brown of the K&B soda shop, Filmrow hangout, are back from a trip to Savannah . . . Mrs. W. Wood, Lithonia, Ga., exhibitor, is confined to her home by illness.

Exhibitors visiting on the Row includes Annie Sue Wynn of the Circle, Social Circle, Ga.; Ed Beach, Silvertown, Ga.; O. C. Lam of Lam Amusement Co., Rome, Ga.; B. J. Curry, Strand, Portland, Tenn., and the Dunn boys, circuit operators of Camilla, Ga.

Mrs. Jesse Cox of the Carver, Rock Hill, S. C., visiting here recently, reported that business at the Coxes' new colored house is very good . . . Felton Hooks, formerly with Paramount, has shifted to PRC as secretary to Ed Ashmore, office manager . . . Francis Crowe left Paramount's booking department to join Screen Guild . . . Irene Dunn has been added to the force at the Theatrical Printing Co. . . . Mrs. Betty Holliman is Don Hassler's new secretary at Astor Pictures.

Jack Faulkner of Columbia is vacationing in Chicago . . . Ted Toddy, president of Toddy Pictures, New York, stopped for a visit with local representatives en route home from a vacation in Havana . . . John Jarvis jr., branch manager of Kay Film Exchanges in New Orleans, was a visitor at the home office . . . Mrs. Thelma Hewatt has been added to the staff at Sack Amusement Enterprises.

Mrs Ann Kee, formerly with PRC and now with Southeastern Engraving Co., returning from a vacation in Missouri . . . Jimmy Campbell left RKO to take a sales job with Monogram Southern . . . Filmrow gave its sympathy to W. H. Rudisill, branch manager for Kay Film Exchanges, on the death of his mother.

Tex Ritter, western star, headlines a Western All-Star Jamboree coming to the Municipal Auditorium . . . N. E. Savini of Astor Pictures and Mrs. Savini are grandparents of a new baby girl . . . Babe Cohen, Monogram branch manager, and Ben Jordan returned from Tennessee.

Henry B. Moog, who resigned recently as district manager of Altec Service, has gone into the real estate business here. He continues to serve Altec as consultant.

Power Line Break Shuts Four Chattanooga Houses

CHATTANOOGA—The State, Rialto, Capitol and Dixie theatres here were closed down nearly four hours one recent afternoon through a power failure in the underground downtown system of the electric power board. Most downtown houses, with the exception of the Tivoli, had to make ticket price refunds to patrons.

Bressler Is Producer

Jerry Bressler has been named producer of U-I's "The Tin Flute," a drama with Montreal setting.

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Chicken Lays an Egg As Exploiteer Crows

Atlanta—Perry Spencer, exploiteer for Universal-International, got more than he asked for when he dressed a pretty Atlanta girl in a chicken costume, handed her a bantam hen he had borrowed, and took the slick chicks with him to see Paul Jones, amusement editor of the Constitution. The object, of course, was to get publicity for the engagement of "The Egg and I" at the Rialto. About the time Spencer was getting into high gear on his pitch to Jones, the barnyard beauty let go with a loud cackle, strutted off a few paces, and turned to admire a product of her labors—a pint-sized egg.

Stovall-Baugh Corp. Wins Cut in Two Years Taxes

TAMPA, FLA.—The Stovall-Baugh Corp. has succeeded in getting a reduction in 1945 and 1946 tax assessments against the Cinema and State theatres.

In a final decree entered in the circuit court tax adjustment suit filed by the corporation, Judge Parks reduced the assessment against the State from $17,400 to $16,400 for 1945 and from $20,000 to $19,600 for 1946. The assessment against the Cinema was reduced from $21,700 to $18,700 for 1945, and from $24,000 to $21,000 for 1946.

In his order the judge said the State was assessed $1,000 too high both years, and that the property on which the Cinema is located was valued too high in proportion to surrounding real estate.

While this is a substantial reduction, still it is considerably more than the corporation hoped it would have to pay. The total tax now due is $2,701. This is $1,134 more than the corporation had calculated.

In 'Agreement' Cast

Roy Roberts and Morris Carnovsky have been added to the cast of "Gentleman's Agreement" by 20th-Fox.

Memphis Variety Votes Mobile Hospital Unit

MEMPHIS, TENN. — Memphis soon will have a mobile hospital unit, complete with operating room, blood plasma and surgical supplies. The Variety Club voted at a luncheon Monday at Hotel Gayoso to accept a proposal of Paramount Pictures to hold a premiere showing of "Variety Girl," receipts of which were to go to Variety clubs over the nation for some charitable purpose.

The Memphis showing will be August 27. Whether to use the expected receipts for the mobile unit, or some other charitable purpose was to await decision of the club's executive board.

EXPLAINED BY COLONEL McCRAW

Details of Paramount's offer to Variety clubs over the nation were explained at the luncheon outlined by Col. William McCraw, Dallas. He explained that Paramount had paid Variety Club International $50,000 for use of the title, and in addition was offering local clubs the right to profits from a preschedule premiere showing of the picture.

The mobile hospital unit would be kept for emergencies in the midsouth, such as the tornado at Tupelo, Miss., some years ago, President Kohn said.

The club also plans a series of entertainments for inmates of Memphis orphanages and social agencies. Tom Young announced a schedule of proposed entertainments.

SOCIAL AGENCIES HELP

The plan, worked out by the club in cooperation with the Memphis Council of Social Agencies, would permit children in orphanages to have entertainments "all of their own" to which they could invite members of the community, into whose homes the inmates have been invited.

Committee members, besides Young are: Neal Blount, Bob Bostick, J. C. Alexander, Benny Bluestein, Jimmie Gillespie, Ed Williamson, Leonard Shea, Bailey Pritchard, Cliff Goodman and Tommy Baldridge.

Firecracker Startles Taut Western Fans

St. Petersburg—A western thriller was on the screen at the Florida. It was just about the climax; everyone was tense. The villain was being pursued and the hero was right behind him. Suddenly there was a loud bang.

It didn't come from the screen but from the balcony. James Willis, an 18-year old honor student from the Florida Military academy, made the noise by throwing a two-inch lighted firecracker into the aisle of the balcony where he was sitting.

When taken before Judge Herbert L. Peterson, James pleaded guilty and explained he was just letting off steam and celebrating his release from the bonds of school work. He recently graduated from the academy with many honors. The judge restricted him to his home for two months.

Second Negro Theatre Is To Seat 600 in Lakeland

LAKELAND, FLA.—A new Negro theatre with a seating capacity of about 600 soon will be built here on the corner of North street and Texas avenue. Work will be started as soon as federal construction restrictions are lifted, according to an announcement by B. B. Garner, general manager of the Talgar Theatre Co., and the cost will be about $40,000.

The Roxy, a Negro house now operating here, is another link of the 21-theatre Talgar chain, and the circuit also has announced plans for a $150,000 Negro theatre to be built in Tampa.

Midweek Giveaways Pull East Gadsden Patrons

EAST GADSDEN, ALA.—Special events for Tuesday and Thursday nights have been inaugurated by the Dixie. Tuesday nights have been designated as Merchants Night, with merchandise prizes to be awarded. Thursday nights are Hot Seat nights, and prizes are awarded then.

Break Ground in Attalla

ATTALLA, ALA.—Ground has been broken for the $150,000 Etowah Theatre to be built by Amusement Enterprises, Inc. Completion is expected no later than December 15, C. O. "Jack" Brown, manager of the Liberty, the circuit's other house here, said. The air-conditioned house will have 1,055 seats.

Bailey Plans Negro House

TALLAHASSEE, FLA.—The city building inspector has given Bailey Theatres a permit to build a Negro theatre in the 500 block on West Tennessee street, adjacent to the present colored theatre and night club. The cost will be about $40,000. A contract for the construction has been awarded.

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20th-Fox Winding Up Personnel Changes

From Eastern Edition

NEW YORK—Twentieth-Fox is winding up reorganization of its sales department. Andrew W. Smith jr., new general sales manager, has made additional personnel shifts and promotions. First changes in the sales setup were made two weeks ago.

The new department of branch operations under Clarence A. Hill and the sales statistics research department under Morris Caplan have been organized. Hill's department will supervise labor relations at the branches and checking matters.

New promotions have been made at the Pittsburgh branch.

The short subjects department under Peter Levathes now will supervise television activities in addition to domestic 16mm, Movietone News, Movietone short subjects, Terrytoons and March of Time. Levathes said his department will increase its study of the television field. No definite plans have been set for 20th-Fox entry in the field.

NEW DEPARTMENT'S DUTIES

The new branch operation department will handle the following:

1. All branch personnel excluding salesmen, exchange and district managers.

2. All leaves of absence, branch employes promotions and applications for salary increases.

3. All labor matters connected with branch operation.

4. All checking matters. Hill will represent 20th-Fox on the board of directors of Confidential Reports, Inc.

5. Copyrights on films.

6. All exchange buildings, leases and branch maintenance.

7. All equipment at exchanges.

8. All sales forms and systems used at the branches.

9. Branch operating costs, overtime, expenses and expense accounts.

Many of these duties formerly were handled by Jack Sichelman and Moe A. Grassgreen. They now are working under Hill. Murray Schaffer, former Boston salesman, also has joined the new branch operation department. He will aid Hill on checking matters. Grassgreen will handle labor matters and sales forms and systems for the branches. Sichelman will serve as executive assistant to Hill, the department head said.

SALES AREA APPOINTMENTS

Another promotion at the home office is the appointment of Harry Mersay as assistant to Martin Moskowitz, executive assistant to Smith.

The following appointments have been made in the new sales statistics research department under Morris Caplan: Frank Bryan is Caplan's assistant; James Glynn is in charge of exchange statistics; John Mesa, Theresa Bauml and Gertrude Stutman have joined the department.

Short subjects: George A. Roberts is contract supervisor for MOT; Davida List is supervisor of newsreel and short subject prints; Marion Murphy is 16mm film contact.

Pittsburgh exchange: George Ball is salesman for zone No. 4, succeeding Charles Kosco, who was named Buffalo branch manager; Jack Ellstrom, booker, takes over Ball's territory as a salesman; Irving Stein succeeds Ellstrom as Pittsburgh booker; Joseph Vandergrift, ad sales manager, takes over Stein's post as booker.

CHARLOTTE

Tom A. Little of B&L Enterprises has been appointed to serve on Charlotte's new civil service commission, one of the city government's important three-man boards. At the first meeting he nominated as chairman Kenneth M. Clontz, who is in charge of the 20th-Fox and Paramount screening rooms. Mrs. Little and daughter Martha Anne leave Sunday (29) for a week's stay in New York.

S. W. Taylor of the Taylor, Edenton, N. C., underwent a leg amputation at Duke hospital, Durham. He is now sitting in a wheel chair and getting along fine . . . Mr. and Mrs. Worth Stewart of Stewart-Everett Enterprises will move to Charlotte July 1. They have been making their home in Dunn, N. C.

C. A. Turnage of the Turnage, Washington, N. C., and Fullmer Wells of the Wells, Newberry, S. C., attended the Rotary convention in Los Angeles . . . J. Britt Carpenter is pinch hitting at the Colonial in Valdese, N. C., for Manager Charles Burgin, a major in the army reserve, who is in training at Fort Benning, Ga., for two weeks.

The condition of Max Bryant, head of Bryant Theatre Supply Co., who is ill at his home in Rock Hill, S. C., remains unchanged . . . Morris Nuger left this week for Johns Hopkins hospital for a checkup. He was accompanied by Mrs. Nuger.

Visitors on the Row: Britt Carpenter, Colonial Theatres, Valdese; Roy Rowe, Burgaw; Worth Stewart, Stewart-Everett Enterprises, Dunn; John Kime, State, Roseboro, N. C.; Max Zager, Palace, Greensboro; Roger Mitchell, Branwood, West Greenville; Fred Curdts, Ritz, Greenville; Ben L. Strozier, Stevenson, Rock Hill; Sonny Baker, Colonial, Valdese; E. L. Hearne, Alameda, Albemarle; L. B. Richardson, Wallace, Jonesville; Mrs. Runa Greenleaf, Liberty; Dave Cash, Kings Mountain; Tom Fleming, York.

Mother of Don Graham, manager of Berlo, died last week in Philadelphia. Until a year ago Don's mother and father lived in Charlotte, the elder Graham being Don's assistant in the Berlo office . . . J. E. Huckleberry, Chicago, service engineer for Motiograph, is making an extended trip into the territory with W. F. Harris, manager of the local branch of Wil-Kin Theatre Supply . . . Frank St. Claire, local Manley representative, has returned from a swing through the territory.

The Variety Club was closed for remodeling Tuesday of last week and because of delay in construction it will not be reopened until next week . . . Al Schiller, New York, head of Republic's branch operations, spent several days here.

Cy Dillon, Republic manager, is the new fire marshal for Filmrow for the next six months. He starts July 1 . . . Verdah Looper, Dillon's secretary, is vacationing in Greenville, S. C. . . . Jimmy Hobbs, Atlanta branch manager for Republic, spent last weekend in Charlotte, his former home.

Steve Baranek is the new office manager for Warner Bros. He was in the home office in New York before his transfer . . . Also new at the Warner exchange is Charlie Douglas, booker, transferred from the Atlanta branch.

Harry Rogers, RKO salesman who has covered part of South Carolina and the western part of North Carolina out of the Charlotte office for the past year, is being transferred back to the Atlanta office effective June 30. On the same day, Roger Mitchell, former salesman, rejoins the RKO sales staff.

This is vacation season at RKO. Seline Martin, booking department, spent last week at Carolina Beach . . . Jackie Rhyne, general clerk, spent the weekend at Myrtle Beach . . . Jim Wallace, booking department spent the week at Carolina Beach . . . Rovy and Christine Branon and children Frost and Martha returned from two weeks at Ocean Drive and Crescent Beach . . . Clay Jessup and family are visiting with the home folks in Walhalla, S. C. . . . Janet Ingle will visit her family in Lake City next week and Ruby Poovey will see her folks in Granite Falls.

The RKO softball team is in first place in the Motion Picture Softball league, having won five and lost one.

AFRICAN SORCERY

11 'LION MEN' MUST FACE TRIAL IN 28 KILLINGS

DAR ES SALAAM, Tanganyika, April 5—(UP)—Eleven of 26 African natives arrested in 28 "lion men" killings in the Singida brush country Saturday were ordered tried in Tanganyika high court.

Police said they had "established beyond doubt" that these natives, along with others "whose arrest is expected shortly," were responsible for at least 28 killings in the last few months.

The victims were found dead with deeply-slashed bodies. It was believed at first that they were victims of man-killing lions but, later, police learned that tribal witch doctors had been hypnotizing natives and sending them out to murder. They slashed their victims in a pattern that resembled the marks of a lion's claws.

← From Atlanta Constitution April 6, 1947

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Miami Showfolk Outdo Each Other Trying to Aid 'On Island' Filming

MIAMI—The antics of the MGM troupe in town for the filming on Biscayne Key of "On an Island With You" have been highly interesting to Miamians, who have been entertained reading reams of publicity and news stories, on front pages, inside pages, amusement pages and every other page of the local newspapers. Esther Williams, star of the film, described as "thoroughly nice people," has won the hearts of hardened reporters and of fashion editors as well.

"Take it from an innocent bystander," says George Bourke of the Herald, "living the life of a visiting movie star isn't a bowl of cherries by any means."

One day's activities started with a 9 o'clock breakfast, a tussle with a dozen or so made-in-Miami bathing suits, with pictures taken in same for the Miami Fashion council. Then to Bayfront Park auditorium and more pictures in conjunction with the Marine Corps league.

"A mad chase then to the Miami shipbuilding yards for more pictures as sponsor for a ship launching—from a perch two-scaffolds high. The worried chap standing below with outstretched arms ready to catch his star in the event of a misstep, was Bill Golden, the MGM official responsible for her safety.

"Back to downtown Miami and up to the Variety Club for more bulb-flashing as the 'resting' star signed the register as the newly formed club's first guest celebrity. Then back to the hotel and a hurried change before meeting press and radio for lunch and listening patiently to gags on (1) her figure, (2) her Metro-Goldfish-like existence making a living in a tank, (3) her bathing suits or partial lack of same . . . For her evening's entertainment the star went to the movies!"

"Oldtimers" remember way back to 1940 when Miss Williams won the national women's swimming title at the Deauville Casino, the same pool where Gertrude Ederle trained for the channel swim.

Esther Williams came to Miami from north Florida with Peter Lawford, Cyd Charisse and others of Dick Thorpe's company, to shoot this "color-movie-within-a-movie." On the plane also were Kenny Grossman, company auditor who filled the same post with the "Expendable" company, and Bill Golden, MGM public relations man. Local theatre people are turning themselves inside out doing everything possible to assist in the picture making.

The press is having a field day, and a safari was planned by Tom Jefferson, publicity for Paramount Enterprises, to take a boatload of press and theatre people to view the goings-on on Biscayne Key, the same locale where "They Were Expendable" was made.

From Flickers to Fetters: Bijou May Become Jail

Chattanooga, Tenn.—County Judge W. T. Thrasher has been authorized by the county council to purchase, at a price up to $35,000, the old Bijou Theatre property for future development as an addition to the county jail or as a county office building.

The unoccupied property is owned by Eastern Theatres, Inc., and has reportedly been placed on the market with a price of $40,000. County officials, however, said they understood the site could be acquired for $35,000.

The Bijou was one of the oldest theatres in Chattanooga before it was gutted by fire during the war.

Top Role in 'True Love'

Wanda Hendrix, petite 18-year-old, has been set for a top role in "My Own True Love," a Paramount picture.

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Regulations Revised By Publicists Group

From New England Edition

BOSTON—Revision of the constitution and bylaws to take care of the growth of the national organization was decided upon at the May meeting of Boston tub No. 1 and the Tub Thumpers of America.

Rules for operation of the national organization as well as its subsidiaries were set down. The changes were made necessary, it was said, because the organization has grown to such an extent that the national group felt the need for better representation in each of the local units.

Delegates to the national convention, who will be known as pitchmen, must be the chief tub thumper from each unit or a member elected by the body at large. Nominees for national officers, who will be known as hi thumpers, must be a chief tub thumper or past chief tub thumper. Tubs not represented at the convention by a pitchman will not be entitled to a vote.

Rules also were set down for local elections and committee organization.

Southwest Briefs

GRAND ISLE, LA.—Tony Merullo has opened his new Rendezvous Theatre here.

TULSA, OKLA.—Griffith Theatres has bought the Plaza Theatre here, a suburban house, from Gen. Alva J. Niles.

OKLAHOMA CITY—Mrs. Izah Adam's daughter, Dr. Carolyn Adams Hayes of Sulphur, graduated from the school of medicine of the University of Oklahoma this month.

OKLAHOMA CITY—Mozelle Britton Dinehart, who grew up here but left here at an early age to become a star of stage and screen, is back in her old home town as a columnist.

HOUSTON—Ewell Bingham, manager of the Navaway, will take charge of all the theatre interests of the late Byron C. Gibson in this vicinity.

NEW ORLEANS—L. C. Duckworth, manager here for Charles E. Darden & Co., has moved his offices into the Joy Houck Bldg. on Filmrow.

HOUSTON—The Houston baseball team's winning streak is giving local theatremen something to think about. There were 11,000 paid admissions at one weekday game recently.

NEW ORLEANS—The Crescent city's latest contribution to the motion picture world is lovely Gloria Henry, who has had three starring roles in recent months.



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BIRMINGHAM

The Farmer's Daughter" went into a ninth downtown week at the Capitol and Manager R. B. Gilbert predicted the film would threaten the recent performance of 13 weeks and five days established by "Song of the South" . . . Other holdovers were "Angel and the Badman," for a second week at the Empire, and "Stallion Road," which moved to the Lyric from the Alabama for a second week.

Richard Kennedy, son of R. M. Kennedy, district manager for Wilby-Kincey, was the subject of a recent picture and feature story on the News sports pages. Young Kennedy is coxswain on the University of Wisconsin junior varsity crew which competed in the Poughkeepsie regatta June 21.

Virgil O'Neill, assistant manager at the Alabama, and Ollie Haynes, Lyric manager, accompanied R. M. Kennedy to Montgomery for a meeting of Wilby-Kincey managers similar to the one held here recently . . . Francis S Falkenburg, Alabama manager, has returned after an illness of nearly a week.

Clyde Goodson and Leonard Allen, Paramount; Bill Tally, PRC; Eddie Foster, Republic; Spence Pierce, 20th-Fox, and Emery Austin, MGM, were among the film company representatives seen here during the week . . . P. D. Colson, RCA sound engineer, is vacationing.

Johnny Douglas of Acme Theatres; Harry M. Curl, Melba manager; Bill Coury, Ritz manager, and Clay Coe, station WJLD, were recent Atlanta visitors . . . Mrs. Curl, former assistant manager at the Royal, spent a week with her sister, Mrs. George May, in Union Springs, Ala.

A. H. Borisky announced the Birmingham's double-feature policy had proved successful and would be continued. First southern showing of the reissues, "The Last of the Mohicans" and "Kit Carson," will open at the Birmingham with a midnight show July 3, Borisky said . . . The Birmingham will offer hillbilly shows each Saturday, with a 30-minute broadcast over WBRC featuring a battle between the "hillbillies" and "swingbillies."

R. M. "Bob" Ware, Southeastern Theatre Equipment Co.'s new representative for Alabama and middle Tennessee, is making his headquarters here. He formerly represented Southeastern in North and South Carolina . . . Fred Bearden, assistant general manager for Southeastern in Alabama, was a visitor.

W. H. Merritt, Galax manager, drew plenty of attention when he parked a demolished 1947 Chrysler in front of the house during the showing of "Devil on Wheels." But he also had to advertise a reward for information leading to the arrest of culprits who lifted parts off the car during the night . . . Bob Langer, Alabama representative for National Screen, and Harry Paul, district sales manager for RCA, were visitors.

J. A. Jackson, Empire manager, was host to Birmingham News carriers selling tickets to the East-West baseball game here. The carriers saw "Honeymoon" . . . Harry W. Roberts, Birmingham manager, entertained Mercy Home inmates at showings of "Tom Sawyer."

A. R. Gary, manager of Waters' Woodlawn, was winner of the fourth flight in North Birmingham's golf tournament, defeating Charles Akers in the finals, 3 and 2. Gary received a $28.50 overnight bag as his prize . . . Betty Tanner, candy girl at the Woodlawn, was off two weeks after an appendicitis operation.

Willie Bunch, cashier at Waters' Delmar, has returned after a month's leave of absence due to illness . . . Ida Mae Brown, cashier at Waters' Homewood, is on vacation. Jewell Holt is relief cashier . . . Mrs. Earl Bladorn, Empire cashier, has returned after a tonsillectomy.

Strand, Lyric and Ritz theatre employes recently sponsored a hayride to Camp Cosby . . . Voice of Dixie, Inc., has begun construction on facilities for a radio station opposite Lewis Worthington's auto movies on the Bessemer super highway. The new station will have 10,000 watts power, daytime operation.

Connecticut Children Now Admitted Alone

From New England Edition

HARTFORD—Following a special meeting of exhibitor representatives and police authorities, provisions of the new state law concerning admission of children to theatres will be sanctioned at once instead of October 1 as originally announced.

The measure, sponsored by the Connecticut MPTO and recently signed by Governor McConaughy, was passed to permit admission of children under 14 years of age without a parent or guardian until 6 p. m. After that time boys and girls under 14 still must be accompanied by an adult.

In Hartford, where enforcement of the former law was strictest because of the tragic loss of life in the circus fire several years ago, special children's shows and morning shows have not been feasible for some time.

Two More Theatres Start Operations in Carolinas

CHARLOTTE—Two more theatres are joining the growing list operating in the Charlotte exchange area. Bill Duke has opened the Lenox in Washington, N. C., for colored trade, and F. S. Hayes will open the Nichols in Nichols, S. C., July 7.

Film Local Scenes

JACKSONVILLE, ALA.—Motion pictures of Jacksonville have been taken by the management of the Princess and soon will be screened at the theatre, according to Bill Hames, manager. The film will be largely in color and will run about 45 minutes.

New Marquee in Centre

CENTRE, ALA.—The New Theatre here is being dressed up with a new marquee.

Miami Variety Opens New Clubrooms

Miami—Variety Tent 33 formally opened its clubrooms atop the Alcazar hotel with a brilliant party and entertainment.

Al Weiss, manager, planned to have practically the entire stage show from his Olympia Theatre on hand for the Friday (27) night event. Others scheduled to attend were Esther Williams, here for filming of "On an Island With You" in the Biscayne Bay area, Peter Crawford and Director Richard Thorpe.

The Variety clubrooms take up the entire "33rd floor" of the hotel.

MIAMI

Emery Zerick, who learned the art in Japan before the war, gave a half-hour of judo demonstration at the Strand in conjunction with the showing of "The Lone Wolf in Mexico" . . . Norman Atwood of the Shores booked a local dancing school for a one-night stand. It proved a very good draw.

The State and a local night club are on a hunt for "Miami's handsomest lone wolf." Photographs will be sent to the State for judging. The first prize will be a free evening at the club . . . Les Rohde, music director of the Olympia, is on vacation. His place is being filled by Freddie Carlone . . . Joy Hodges of the films opened at the Olympia. She has appeared in RKO musicals.

Gar Wood and Ben Marden were among guests of Harry Richman when the latter's protege, Jimmie Method, made his debut at a night club here . . . Al Fast, brother of Ernie of AGVA, opened at the Fiesta.

A free pocket book edition of F. L. Green's "Odd Man Out," the screen version of which stars James Mason, was presented to the first 50 women who reported to the Miami's boxoffice on opening day and stated, "George sent me." The film opened also at the Lincoln, Miami Beach, on the same day . . . Jack Cole, who made his first big hit as a dancer in Miami, is now directing choreography for Columbia.

Sonny Shepherd, managing director of the Miami, and Murray Weinger of the Copacabana, hope to bring a 16mm print of Carmen Miranda's "Copacabana" to town for a Miami premiere July 3, reopening date of the Copa.

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Walker Experiments On Armview Policy

HALIFAX—The Walker-Affiliated circuit's new Armview will experiment throughout the summer with programs, prices and operating hours before settling into a definite pattern.

The 750-seat suburban deluxer is now operating from 1 to 11:15 p. m. daily with a tariff of 25 and 12 cents up to 5 o'clock and 40 and 20 cents after that hour. Tee-off show was "Music for Millions," followed by "Wonder Man."

Considerable hoopla attended the opening. The Daughters of the Empire put on a fashion show opening afternoon and local talent put on a musical program at the dedicatory show that night. Admission for the night show was hiked to $1. The program included talks by civic and government leaders and Malcolm F. Walker, circuit chieftain.

HAS CRY, PARTY ROOMS

Armview is one of the smartest looking houses in the maritimes and is the first in this section of Canada to be equipped with a cry room and party room. The cry room includes a rocking horse, high chair, cribs, play furniture and a diaper department, besides comfortable chairs, and is done up with nursery-style decoration. The party room, on the opposite site of the rear, has a seating capacity of 12 and is opened only for reserved parties. Minimum charge is $5. The room is well ventilated and smoking is permitted.

Theatre itself is set back about 20 feet from the sidewalk, with a lawn in between. A paved walk leads to the entrance on the side of the building. The front is of solid glass. Colored tile covers the lobby. Lighting is indirect and flush with the ceiling.

CAN STAGE PLAYS

The lounge contains a curved candy bar of colored glass brick with showcases on top. Men's and women's rooms are off the side. The projection booth has a fire window, automatic shutters and fireproof doors.

The stage was designed to accommodate live production, and dressing rooms are provided off-stage. The entire building is air conditioned.

The building is two stories at the front, with a branch bank sharing the space with the theatre entrance.

Circuit officials attending the dedication were A. R. MacInnis, director of advertising and publicity and manager of the Gaiety who was emcee of the program; Mel Allen, chief projectionist; H. A. Turner, building superintendent, and Ralph MacDougall, secretary. The Armview is being managed by D. M. McLean.

Other houses in the circuit are the Imperial and Vogue in Sackville, N. B.; the York, Hantsport, N. S.; Star, Sydney, N. S.; Kent, Spryfield, N. S., and Roxy, Shubenacadie, N. S.

Hincks Loses Film, Wins Publicity in Newspapers

CALGARY—Good luck stayed with Thomas Hincks, operator of the Opera Theatre at Cleichen, when he dropped a reel of film from his panel truck while driving on the highway.

A Calgary paper ran a gag story headed "May Never Know What Happened to 'Ladies' Man'" (owing to the loss of the fifth reel), and the story soon brought results. A section foreman found the reel in the bush beside the highway and reported it in time for the showing.

Hincks transports his own film in his panel truck and also handles the delivery of film in his territory.

Bill Demarest Clowns in Winnipeg At Premiere of 'Welcome Stranger'

WINNIPEG—Paramount's "Welcome Stranger" was premiered at the Capitol last week, attended by all the customary glitter of a film debut and the added glamor of personal appearances by William Demarest, Paramount star.

Winnipeg won the distinction of being the first city to show the picture when Paramount agreed to its debut here as a mark of respect to the annual convention of the Canadian Medical Ass'n, which is meeting here. The picture is the story of two doctors.



William Demarest and his wife are shown here with Syl Gunn (left), Paramount branch manager, and Bill Novak, Capitol Theatre manager, in Winnipeg, where the film comedian made personal appearances at the world premiere of "Welcome Stranger."

From the moment the premiere was definitely fixed, Bill Novak, Capitol manager, and his staff and Harold Bishop, Famous Players supervisor, launched an all-out exploitation campaign the like of which has rarely been seen here before. The assurance that Demarest would appear in person brought fresh bursts of activity.

WIN BARRON LENDS HAND

Novak and Bishop were aided in their work by Win Barron, Paramount's Canadian director of public relations, who managed to take time off from his regular stint as editor and commentator of the company's Canadian newsreel to plug the picture.

Their joint efforts resulted in front page newspaper stories and numerous radio features and by the time Demarest arrived there were very few citizens unaware of the fact. Accompanied by his wife, Demarest arrived by train from Kansas City, where he made a personal appearance with Alan Ladd and Veronica Lake for the American Cancer Relief.

Demarest and Mrs. Demarest were welcomed by a party which included E. A. Zorn, Famous Players district manager, Novak, Bishop, Barron, Syl Gunn, Paramount branch manager, and the movie editors of the dailies. The actor and his wife were interviewed at breakfast when the party was joined by representatives of the CBC and station CKRC.

Demarest made his appearances at two special evening shows on opening day before capacity audiences which included a large number of invited guests representing the city, province, press, radio and medical profession. Prior to the start of the show radio announcers of two stations interviewed prominent members of the audience in a local broadcast. Demarest's shows were also put on the air.

As an introduction for Demarest, an idea cooked up by Win Barron and Syl Gunn was used. This was a short clip taken out of "Miracle of Morgan's Creek" which was thrown on the screen. Barron followed with a brief introduction.

Demarest made his appearance in the body of the house, wandering down the aisle stopping to kiss women in the audience. His routine was strictly out of oldtime vaudeville with numerous pratfalls, gags and stories and wowed the customers. He was helped in his act by Mrs. Demarest and at separate performances by Novak and Don Menzies, Capitol assistant manager.

CRITICS PRAISE PICTURE

On the second day of his visit, Demarest and Mrs. Demarest toured some of the hospitals and Mrs. Demarest decorated the winner of the "Welcome Stranger" handicap at Polo park.

The actor and his wife left by plane for Hollywood, where Demarest is slated to start work on "Sainted Sisters." They were accompanied part of the way by Win Barron, who was en route to New York to resume his job with Canadian Paramount News.

The picture broke to good reviews and was warmly greeted by the audiences.

Premiere of 'Variety Girl' To Benefit Toronto Tent

TORONTO—After collecting close to $20,000 for its $100,000 training school project through sponsoring a Toronto-Baltimore baseball game, Toronto tent 28 of the Variety Clubs International has turned to plans for staging a benefit premiere of "Variety Girl" at the Imperial during the last week of August. Special reserved seat charges are planned for picture engagement, for which Famous Players Canadian has donated the use of the theatre. The film is also being donated in support of the fund.

Architect to Quebec

MONTREAL—France-Film Co. is sending its architect to Quebec to confer with the town planning commission on the erection of a new theatre at Youville square. Some citizens have protested the prospect of an unsightly wall facing on Youville square, the wall being the rear of the theatre. According to the commission, it would be easy to beautify the rear of the building by ornamenting the fire escape doors.

Marian Broadcasts to Europe

MONTREAL—Detailed description of the ceremonies and services at the Marian congress in Ottawa will be broadcast throughout as many European countries as possible as an antidote against Communism by Father John Dito, Swiss radio priest who speaks seven languages. Father Dito is vice-president and permanent delegate of the International Catholic Ass'n for Radio and Television, which has headquarters in Switzerland. He is making daily recordings of the actitivities of the congress and sending them to Switzerland by plane for broadcast from that country and others where the organization has members.

VANCOUVER

Jim Patterson, 20th-Fox manager, has announced the appointment of Arthur Brockman as local booker succeeding Ken McHale, resigned. Brockman is a newcomer to the film business . . . Capt. Arthur Lathrop opened his new theatre at Anchorage, Alaska, last week. It represents an investment of $1,000,000 and is equipped with a huge waiting room to accommodate patrons who arrive too late for a show. Latecomers will not be allowed to disturb the audience. The theatre will have a single feature policy.

Harry Creasey, former Famous Players theatre manager in Vancouver, now supervisor of four theatres in Riverside, Calif., was a recent visitor in Vancouver. Creasey was a guest at the Famous Players luncheon for Ivan Ackery, manager of the Orpheum and winner of a recent showmanship award. Creasey spoke briefly of conditions in amusement business south of the border.

Entertainment business in general is on the down beat here. Night clubs report business in the low bracket. First run theatres and suburbans also say business has dropped off this summer.

Pop Elliott, veteran British Columbia exhibitor, now 74, is retiring and has sold his Rex Theatre in Quesnel, which he has operated for the past 25 years, to his son-in-law, Paul Gauthier, and a partner of Gauthier's. The new owners will make many changes in this oldtime theatre, including new seats and equipment. Quesnel is in the Cariboo district.

The Famous Players employes picnic will be held at Bowness park up the coast from Vancouver June 29. One of the attractions will be a beauty contest for Famous Players usherettes and cashiers.

Howard Boothe, British Columbia district manager for Odeon, gave a luncheon in honor of George Peters, vice-president of Odeon Theatres, and Alan Robinette, secretary of the circuit. All mainland managers were in attendance. The executives denied, as did J. Arthur Rank when he was here, any possibility that Famous Players and Odeon will join forces, saying there's plenty of room for both in Canada. Peters and Robinette left for Edmonton and the east June 20.

There was a net influx of 145,000 persons into British Columbia from other parts of Canada between 1941 and 1946, the government reports. The return said that since the estimated net movement out of the three prairie provinces in that time was 227,000, it would appear that most of the gain was from these provinces. Are the prairie farmers seeing the light and moving to the evergreen playground in British Columbia? To date it hasn't helped show business so you could notice.

The Women's committee of the Vancouver Symphony orchestra will sponsor a showing of "The Whispering City," the first all-Canadian picture made in Quebec. The showing will be held early in August at the Orpheum.

Donald Crisp of Hollywood, character actor, will come to Vancouver and enter a local hospital for minor surgery after he completes his current picture. Crisp is a frequent visitor to British Columbia and will make his home here when he retires, he has told Vancouver friends.

Frank Gow, district manager for Famous Players, is away on a two-week trip of inspection in which he will visit all FPC houses in the British Columbia interior . . . Two theatres which were supposed to start this summer have been abandoned because of construction and financial difficulties. One was at 16th and Main Sts., Vancouver, the other at Port Coquitlam.

Harold Warren of Port Alberni, operator of the Capitol, Roxy and Port theatres on Vancouver Island, will build a $150,000 theatre in partnership with Famous Players. The house will seat 900. FP has acquired a half interest in the theatre properties . . . Jimmy Davie, RKO manager, walked away with the first prize in the Hole-in-One tournament held recently at a local course. Davie's 14-inch shot did it.

The Chechik interests, operating the Bay and York theatres, are making elaborate plans for a theatre, bowling alleys, apartments and stores in the South Granville residential district. The project is reported to involve more than $200,000.

Earl Dalgleish, Warner Bros. manager, will leave shortly for a trip through the British Columbia territory to introduce the new WB newsreel to be released in November . . . General Films, Ltd., 16mm distributors, entertained two visitors from the U.S., President Sam Rose of the Victor Animatograph Corp. and Victor Growcock, general manager of Churchcraft Pictures, at the General Films head office in Regina, Sask.

A National Film Board short subject in color showing the great salmon run on the Fraser river will be released through Columbia shortly. The film was originally shot on 16mm but will be released on 35mm. It will be the first NFB picture in color. The title is "Red Runs the Fraser."

Theatremen are waiting to see what effect the all day Wednesday closing of stores in Vancouver will have on boxoffices. The new bylaw was passed on a recorded vote this week by a 5 to 3 majority. Previously stores were open until 1 p. m. on Wednesdays. Downtowners are looking for a drop in business.

Because of the many air crashes it's reported that all Famous Players executives have been instructed to travel by train in the future. Victor Armand, construction head for FP in western Canada, was among the missing on a Toronto-to-Vancouver plane which disappeared six weeks ago in the sea near Vancouver and to date has not been located. No successor to Armand has been named.

There are several spots in British Columbia which may have new owners now that rent controls have been discontinued. The control board has announced that all places of amusement now are free to enter into new leases. The trade here says this will give some theatres new tenants. Some independent spots may be taken over by the circuits, who have been waiting for war restrictions to be removed before taking action.

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Canada Cannot Prohibit Soviet Espionage Film

OTTAWA—The government had no right to prohibit the making of a picture on a story of the Soviet espionage program here, it was declared in the house of commons by Louis St. Laurent, minister of external affairs after he had been questioned regarding appropriateness of the film in view of the tense world situation. The subject was brought up by opposition members on the floor of the house after officials of 20th-Fox arrived here for preliminary work on the picture.

St. Laurent said he knew of no requests for permission to use government buildings for the making of the picture, the rights for which had been bought by 20th-Fox from Igor Gouzenko, former clerk in the Soviet embassy who made the espionage revelations.

Catholic Women's Leader Condemns Films, Press

WINNIPEG—Pictures, radio and the press were jointly charged with contributing largely to the present "disintegration of Christian living" by Mrs. F. Drake, Regina, Sask., national vice-president of the Catholic Women's league, in an address to Catholic women here last week. Mrs. Drake charged that the gradual decay in modern living was seen in increased divorces, juvenile delinquency and mental disease, accompanied by a decrease in birth rates and more building of small homes.

CALGARY

With roads in good condition, film salesmen are catching up on country calls and closing deals before leaving for conventions next month. They seem satisfied with results, although reporting a decided slump at many country points. This they say is mainly due to the many rodeos and stampedes being revived after the war, at which all townsfolk work hard, even calling upon the theatremen to lend a hand. There is a certain competition in country districts over such events, each town trying to outdo its neighbor. Some add country horseracing, others bring in outside attractions and all subscribe to third-rate traveling midway and traveling carnival shows.

Walter Du Perrier, salesman with Empire-Universal, passed out cigars recently for the birth of a son, Anthony George . . . Making his annual visit to Calgary's Filmrow, Paul Wacko, who operates the Chaba Theatre at Jasper, stated that winter had been a tough season in that isolated northern Rocky mountain resort. There is no rural or farming community, no lumber work nearby, to augment the town patronage. Only the townsfolk patronize the show off-season and, says he, "it takes a darned good show, at that, to bring 'em out." The season opens in July, though, with good prospects and many conventions booked.

ST. JOHN

Exhibitors who have watched their grosses dwindle in the last few weeks believe the trend could be stemmed if taxes on admissions were lowered or eliminated. The dominion takes a 20 per cent cut and the province 10 per cent. There is little likelihood of any cut in the near future.

The Sparks circus is having a rough time lining up dates for the first circus invasion of the maritimes in eight years. St. John boosted the license fee for the show from $300 to $750 and many towns are said to be doing likewise or even refusing licenses. Halifax officials issued a license over considerable opposition.

Hy Herschorn of Montreal and London staged family reunions in Halifax and St. John after his arrival from England by ship. Greeting him at the dock in Halifax were his brother Myer, grandson Peter Herschorn, and his brother-in-law and sister, Mr. and Mrs. J. M. Franklin. In St. John he was met by Mitchell Franklin, a nephew, and Mrs. Sam Babb, a niece. All are connected with the Franklin & Herschorn circuit.

The town council in Amherst is negotiating with F. G. Spencer, St. John, for use of a large lot of land at the rear of the Capitol and Strand for use as a public parking lot . . . William Vincent, St. John theatre decorator, has made several trips to Amherst to supervise the decoration of the new theatre being built by the Spencer circuit.

Eric Golding, booker at Regal exchange, and Mitchell Franklin, secretary of Franklin & Herschorn, are members of a committee investigating the eastern St. John county lakes and streams with a view to improving trout and salmon fishing. Both are directors of the local branch of the New Brunswick Fish and Game Protective Ass'n.

Theatres in the mining areas looked forward to new vigor at the boxoffice when the 14-week coal strike was settled for a raise of $1 per day, but two days after the settlement the miners were called out again for two weeks.

Al Foster, manager of the Community in Yarmouth for eight years before it closed recently, has become advertising manager of a Yarmouth company that publishes a weekly . . . The site for the Paramount in Halifax has been fenced in and work on the building will be started even before the Orpheus is razed. The new theatre will be considerably larger than the one it replaces and work on the rear section can continue without interfering with the Orpheus.

The Gaiety in Halifax augmented a recent Thursday double bill with a stage show featuring local talent . . . Rumors have it that important changes will soon be made at two of the local exchanges.

Theatre Reported Unlikely On Toronto's Centre Island

TORONTO—Centre island, used for generations as a summer resort and playground, apparently will not have a theatre. Al Samuels of Toronto applied for a permit to construct the theatre on the city-owned island which forms the Toronto harbor, but a number of summer-resort residents drew up a petition against the project. Faced with the protest, the parks committee decided to withhold the application pending further study. This decision was taken to mean a rejection of the permit.

Toronto Still Seeing 'Farmer's Daughter'

TORONTO—"The Farmer's Daughter" still looked pretty in its fourth week at Shea's in spite of increasing temperature. "Sinbad the Sailor" remained in the swim for a third week at both the Tivoli and Eglinton. Strong new pictures were "Fiesta" at Loew's and "Calcutta" at the Imperial but business generally has leveled off, apparently for the summer. Dufferin track racing diverted big crowds.

(Average is 100)

Capitol—**The Brasher Doubloon** (20th-Fox) 90
Eglinton—**Sinbad the Sailor** (RKO), 3rd wk 90
Imperial—**Calcutta** (Para) 105
Loew's—**Fiesta** (MGM) 105
Shea's—**The Farmer's Daughter** (RKO), 4th wk 80
Tivoli—**Sinbad the Sailor** (RKO), 3rd wk 90
Uptown—**Cynthia** (MGM); **Dark Delusion** (MGM) 90
Victoria—**Wake Up and Dream** (20th-Fox) 90

Two British Releases Do Best As Vancouver Trade Drags

VANCOUVER—Business still was spotty here. There was nothing sensational in any of the downtowners. Some attractions were fairly good but the fans seemed to be shopping around and watching their pocketbooks. "Hungry Hill" at the Vogue, and "Green for Danger" at the Plaza, both British releases, did best. "Ramrod" did well at the Hastings, which is always a sure market for outdoor films.

Capitol—**The Two Mrs. Carrolls** (WB) ..... Average
Hastings—**Ramrod** (UA); **The Lone Wolf in Mexico** (Col) ..... Good
Orpheum—**Suddenly It's Spring** (Para) ..... Fair
Paradise—**Shadowed** (Col); **Apache Rose** (Rep) ..... Moderate
Plaza—**Green for Danger** (E-L); **Little Iodine** (UA) ..... Good
Strand—**That Way With Women** (WB); **The Jewels of Brandenburg** (20th-Fox) ..... Moderate
Vogue—**Hungry Hill** (E-L) ..... Good

Continued Wet Weather Slows Trade in Downtown Calgary

CALGARY—Continued wet weather early in the week held up business in downtown theatres which was off last weekend. "Odd Man Out" opened well at midweek at the Grand and built up. Critics and discerning patrons raved over the work of character players. Walt Disney's "Song of the South" also did well. Suburban houses reported decided slump, blaming garden and outdoor activity. Exception the west end Tivoli where "Madonna of the Seven Moons" played capacity for two weeks.

Capitol—**Song of the South** (RKO) ..... Good
Grand—**Odd Man Out** (U-I) ..... Good
Palace—**Angel and the Badman** (Rep); **Spoilers of the North** (Rep) ..... Fair
Palace—Love and Learn (WB); **Magnificent Rogue** (Rep) ..... Fair

MONTREAL

Congratulations to Tom Dowbiggin of Paramount on his winning record . . . Lester Hirshberg has been named assistant booker to William Young at Paramount . . . The local Warner office hopes to wind up at the top of the Canadian sales drive . . . Lucien Lartigau formerly with the Montreal Poster exchange, is now manager of Cinema Service, replacing Pierre Beaulac.

Ben Garson, former owner of Cinema Service is spending a five-month holiday in Los Angeles . . . Claude Desmarais is the new shipper at PRC . . . Arthur Quintal, booker at 20th-Fox, is back at his desk after a holiday at his country home.

A screening party was held at Paramount by exchange girls for Mildred Stevens, RKO manager's secretary who is resigning . . . Isidore Feldman, former PRC booker is on his way to Hollywood where he plans to work in the film industry . . . George Koppelman, salesman of PRC, was on a two-week sales trip in the province.

Owen Lightstone, manager for Empire-Universal, and Larry Druxerman, French representative of Universal, attended the wedding in Toronto of the daughter of Mickey Isman, assistant general manager . . . H. Mathers, manager for E-U here has been transferred as manager at St. John, Owen Lightstone succeeds him here.

Visitors: Edward St. Pierre, owner of the Lasarre Theatre at Lasarre, Abitibi; Armand Champagne, Asbestos, proprietor of the Clubhouse Theatre there and of the Royal, East Angus; E. St. Jacques, owner of the Capitol, Thurso; Carl Brock, Princess, Cowansville; P. Beaumonsour, Royal, Louiseville; Tom Trow, Imperial, Three Rivers.

Florence Chartier is a new stenographer at Monogram . . . Miss R. Pellatt, cashier at Empire-Universal, is spending two weeks at Old Orchard, Me., Boston, New York and Atlantic City . . . Alf Perry, E-U general manager, was in town . . . Aurel Thomas, promoter of the Aqua-Follies, was injured at the Forum in making a 78-foot dive into a tank of water, striking a wire on his way down.

Here were Mr. and Mrs. John Ogilvie, better known as Johnny Coy, Hollywood dancer, and Dorothy Babb, danseuse, who came here on a 4,500-mile motor trip from Hollywood in order to have their baby baptized at Kensington Presbyterian church of which they are members.

Opposite Swedish Star

Warners has slated Dennis Morgan to topline opposite the Swedish star, Viveca Lindfors, in "To the Victor."



Peters and Robinette Seek Key City Sites

CALGARY—On an inspection tour of the west to look over renovation and construction on Odeon units, George V. Peters, vice-president; and Alan Robinette, secretary of Odeon Theatres stopped here last week. Peters said they were looking over some suitable sites in key cities, with the object of buying. He denied the newspaper story of last month that Odeon had made any offer to the Hull estate for the large stone Grain exchange building, and added that two days earlier they had bought a suitable site on Scott street in Regina. He said they would check on construction work of new theatres in West Vancouver and Victoria.

Peters gave credit to his fellow vice-president, Leonard Brockington, for inspiring J. Arthur Rank with the idea of investing in Canadian theatres. This occurred during a London visit made by Brockington early in the war on behalf of the Dominion government.

Two Full Page Co-Op Ads Promoted in Brantford, Ont.

BRANTFORD, ONT.—The Expositor produced a brace of full page co-op ads with two theatres.

Oldtime stuff was revived for a page on "The Good Old Days," a feature made up of odds and ends from early film days, which played at the Brant. In this page, which had advertisements of long-established firms, the sweep line across the top read: "Famous Stars and Scenes of Yesterday Return in 'The Good Old Days.'" Four illustrations from the film were used in the news section.

The second co-op page was for a contest sponsored by the newspaper and the Esquire, for which the Expositor provided cash prizes and the theatre contributed passes. Readers were asked to scan the many advertisements to name the five business establishments using certain slogans. There were approximately 60 store ads on the page.

Model in 'I Love You'

Former Conover model Karen X. Gaylord has been inked for a role in Columbia's "I Love You."

TORONTO

Walt Disney, his wife and friends motored through here on a holiday trip to visit Goderich, Ont., the birthplace of his father, which the film cartoon producer had never seen. After a stay there, Disney proceeded to Hollywood to check on studio conditions. He declared that the strike at the Technicolor laboratory had held up considerable work. His own schedule of short subjects was 30 units behind time, and he said he had been forced to lay off 350 of his own staff of 1,000 persons. Disney said "Cinderella" and "Alice in Wonderland" were ready for release.

The Arthur Rank Queensway studio in Islington is preparing to make an Eagle-Lion feature, "Rainbow Ridge." Outdoor sequences will be shot at Niagara Falls, at the Calgary Stampede in July and possibly at the Duke of Windsor's ranch in Alberta.

Alexander M. Huston died at his home in nearby Manila at 71. He was a brother of Walter Huston, the screen and stage star. Burial took place at Orangeville, the original home of the Hustons. Walter was unable to attend the funeral because he was engaged in location work in California on a picture.

Martin Simpson, formerly with Theatre Confections, Ltd., an affiliate of Famous Players Canadian Corp., has been appointed to succeed Lloyd Gurr as manager of the Century at Hamilton. Gurr recently turned to the summer hotel business . . . President J. J. Fitzgibbons of Famous Players is again a grandfather, a boy having been born to Mr. and Mrs. J. J. Fizgibbons jr., Toronto. It's their second son.

Monogram Pictures, New York, has renewed its Canadian distribution contract for two years with Oscar Hanson's Monogram Pictures of Canada, Ltd., after a revision of previous terms with the company understood to be controlled by J. Arthur Rank . . . Richard Freeman, 65, popular manager of the Pix, a suburban theatre, died, leaving a wife, three sons and two daughters.

Theatre Holding Corp., operating the Allen chain in Ontario, has announced a theatre project at Kapuskasing, a pulp and paper town in northern Ontario. The house, to seat 750 persons, is scheduled to be started early in August.



ATTEND PARAMOUNT CONVENTION—Pictured here at the annual convention of Paramount Film Service of Canada in Toronto are, left to right, seated: Mickey Stevenson, Vancouver booker; Bob Murphy, Vancouver branch manager; Oscar Morgan, short subjects sales manager; Gordon Lightstone, Canadian general manager; Charles M. Reagan, vice-president in charge of distribution; Curtis Mitchell, publicity, advertising and exploitation director; Tom Dowbiggin, Montreal branch manager, and Russ Simpson, Toronto branch manager; standing, James Delaney, Toronto salesman; Win Barron, in charge of Canadian public relations; H. Q. Burns, Paramount Film Service ad-sales head; Ambrose Theurer, Toronto booker; Bob MacLeod, Calgary salesman; Syl Gunn, Winnipeg branch manager; W. O. Kelly, Calgary branch manager; P. J. Hogan, St. John branch manager; Romeo Goudreau, Montreal salesman; W. J. O'Neil, secretary-treasurer of the Canadian company; Arthur Hersh, Toronto booker, and Bob Lightstone, Winnipeg salesman.

Picnic Boosts Fund Of Film Pioneers

TORONTO—The industry had a great day June 20 when exchange and theatre executives, their families and friends, turned out at Mavety's Circle M ranch at nearby Kleinburg for the picnic and field day of the Canadian Picture Pioneers. Proceeds from the sale of $1 tickets and from various events were added to the organization's benevolent fund, which now has $15,000.

A number of companies declared a half holiday for the outing so that a maximum number of employes could attend. They enjoyed a program of contests, sports and a dance. More than 300 prizes were promoted.

The baseball game was between exhibitors and distributors. The outcome is still moot, because no one had brought an adding machine.

O. R. Hanson, president, and Ray Lewis, secretary of the Pioneers were in charge of the activities. Head man on the ticket committee was Don Gauld, district manager of Odeon Theatres. Tickets were sold throughout the province.

OTTAWA

Accompanied by his wife, J. J. Fitzgibbons, president of Famous Players Canadian Corp., was here for the Marian congress . . . Maurice Anka, 23-year-old son of a local businessman and a graduate of Ottawa college, has gone to Hollywood to discuss a contract with a film producing company. Anka, who tried his hand at professional boxing in New York, made a trip to Hollywood several months ago, but decided to wait for a while because of the strike situation there. Ottawa's previous contribution to the screen was Suzanne Cloutier, who already has had several supporting roles including a speaking part in "Temptation."

The whole graduating class of nurses at the Ottawa Civic hospital were guests of the class of 1948 at a performance in the FPC Capitol. After the show, a party was held in the reception hall of the nurses residence.

Manager Gordon Beavis of the Centre has arranged a midnight preview of "The Egg and I" for June 30, the night before the Dominion day holiday. The picture will play a regular engagement at the theatre some time later.

Ball Game Adds $20,000 To Toronto Village Fund

TORONTO—The night benefit game between Baltimore and Toronto in the International Baseball league Monday for the Variety village attracted 12,000 fans who contributed $20,000 to the project of Toronto tent No. 28 of the Variety Clubs. Chief Barker J. J. Fitzgibbons and the members of the tent sponsored the game, for which players and all others donated their services, for the proposed village for training of handicapped juveniles. In addition to the game there were one hundred prizes for a lucky draw as well as athletic events and a military band music.

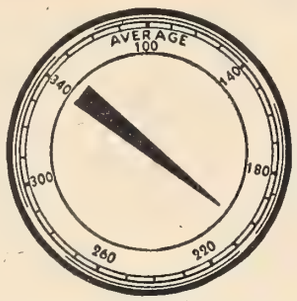
Marpole to Be Revamped

VANCOUVER—The Marpole Theatre here is being enlarged and the front modernized. When the job is finished the house will seat 800 and will be completely refurbished with new modern seats, new sound equipment and new furnishings.

BOXOFFICE BAROMETER

FIRST RUN REPORTS

This chart shows the records made by pictures in five or more of the 21 key cities checked. As new runs are reported, ratings are added and averages revised.



TOP HIT OF THE WEEK

Miracle on 34th Street—

Boston 200
Chicago 130

Computed in terms of percentage in relations to normal grosses. With 100 per cent as "normal," the figures show the percentage above or below that mark.	BOSTON	BUFFALO	CHICAGO	CINCINNATI	CLEVELAND	DALLAS	DENVER	DES MOINES	DETROIT	INDIANAPOLIS	KANSAS CITY	LOS ANGELES	MILWAUKEE	MINNEAPOLIS	NEW HAVEN	NEW YORK	OMAHA	PHILADELPHIA	PITTSBURGH	SAN FRANCISCO	SEATTLE	AVERAGE
Abie's Irish Rose (UA)							125		80			105		90		108	100			160	50	102
Affairs of Geraldine (Rep)	100	100	100			90	100	100	100				100	100	100							99
Accomplice (PRC)						110			85		100		100	100	80		100			100	70	94
Alias Mr. Twilight (Col)	100					100			90	90	85	100	95	100						100	95	96
Backlash (20th-Fox)	100	71				85	100		90	85			100	100	100	85				100	80	91
Bedelia (Eagle-Lion)	130	92	120	150		75	150		110	100	200	150	90		85	110	105	135		100	70	116
Betty Co-Ed (Col)	120	100				80	100	100	105		100	100	100	100	100		100			80	85	98
Blonde for a Day (PRC)		100	100			95			120	95	85	85					100				90	97
Calendar Girl (Rep)	100			140			95		100	60		85	90	90	85		125	100		100		98
Cheyenne (WB)		110		120	110		158		110		130	175				99		145		150	100	128
Copacabana (UA)			125		70				130		100		95					140		130		113
Decoy (Mono)	100	100	125			110	100		100	60	80		95	120	145	105		160		100		107
Devil Thumbs a Ride, The (RKO)	115		100			90	100	100	100	95		100	90		100	105	100	100		130	95	101
***Duel in the Sun** (SRO)	220	330	138			150				225	210	275			210	118	120	275		213	260	211
Fall Guy (Mono)						95	100		100			100								100		99
Farmer's Daughter, The (RKO)	170	120	123	160	70	115	130	150	120	110	115	175	95	150	115	108	120	150	130	125		128
Framed (Col)	130	120	130	110	110				125			150	90			110		175	80	170		125
Guilt of Janet Ames, The (Col)		90	130	70	75	85		85	100			75				95	95	90		150		95
High Barbaree (MGM)	140	110		90	100	100	100			110	114	150	95		85	109		180	75	100		111
Honeymoon (RKO)	110	117	105	120	70		100		120		105	110	90	115		115			110			107
Imperfect Lady, The (Para)	100	60		90		85	80		90	60	85			110	89	82		150	60	125		90
It Happened on Fifth Avenue (AA)	100	110		100				100	95		105	150				60		135		100		106
Ladies' Man (Para)	140	165	135	90	65		75		150	95	90	93	95	125	145	100		135	90	100		111
Little Mr. Jim (MGM)		100				90	110		100											100	100	100
Love and Learn (WB)	100	70		70	90		105		85	60		125	90			95	93	100	60	120	150	94
Michigan Kid (U-I)	85	100	135	95	100	100	110		110			125			100	150			90	125	80	108
Mighty McGurk, The (MGM)	100	110	110	100	115	70	100	105	80		100	100		125	100	100	110	100	100	125	125	104
Millerson Case, The (Col)						95				100	100	100		100	90				80	100		96
Millie's Daughter (Col)	100	100		80			100	85			100	100	95	100				150			90	100
Miracle on 34th Street (20th-Fox)	200		130			95						175	100			117						136
My Brother Talks to Horses (MGM)	100	80					120		100	95	100	150	95	100	98					100		103
My Favorite Brunette (Para)	175	114	145	160	95	135	150	100	130	75	150	195	100	165	150	110		180	120	150	160	138
Ramrod (UA)	140		115	80			130	95	110	95	100	100	100	120	90		100			160		110
Sea of Grass, The (MGM)	130	130	110	130	90	140	140	105	125	100	130	175	140	150	140	108	130	150	85	130	100	126
Shoot to Kill (SG)	100								90							90	90			100		94
That Way With Women (WB)	100	160	125	150	60		75		95	95	95	100	110	150	85	98		130	65	100	90	105
That's My Man (Rep)	100									60		83	90			105						88
Thirteenth Hour, The (Col)	100		100			90			100		100	100	95	100	100					100	80	97
Two Mrs. Carrolls, The (WB)	110	125	110	140	140	115	113	100	140	100	125	150	100	125	108	150	125	145	90	150	100	122
Violence (Mono)	100	90							95			95				95						95
Yearling, The (MGM)	180	118	135	130	115	110	120		135	115	150	200	130	190	90	118		230	110	140	200	143

*Playing at advanced admission scales.

THE EXHIBITOR HAS HIS SAY ABOUT PICTURES

Just as the Barometer page shows first run reports on current pictures, this department is devoted for the most part to reports on subsequent runs, made by exhibitors themselves. A one-star contributor is new, two stars mean the exhibitor has been writing in for six months or longer, and a three-star contributor is a regular of one year or more, who receives a token of our appreciation. All exhibitors welcome.

COLUMBIA

Dead Reckoning (Col)—Humphrey Bogart, Lizabeth Scott, Morris Carnovsky. Humphrey Bogart always has meant extra business with us, but when they are a month late with the crops, it takes more than Bogart to get them in. Played Mon., Tues. Weather Warm.—Harland Rankin, Plaza Theatre, Tilbury, Ont. Small town and rural patronage. * * *

For the Love of Rusty (Col)—Ted Donaldson, Tom Powers, Ann Doran. I believe this is the best picture of the Rusty series to date, but I didn't do much business, as the farmers are too busy between rains trying to get the corn planted. Ran one night on Family Night, at reduced admissions, and just made film rental. Played Tuesday only. Weather: Warm, humid.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Gallant Journey (Col)—Glenn Ford, Janet Blair, Charles Ruggles. This was quite well received. Most of the comment was good. Children seemed to like it very much and it is clean. Played Sun., Mon., Tues. Weather: Rainy.—M. W. Mattecheck, Mack and Lark theatres, McMinnville, Ore. City and country patronage. * * *

Hit the Hay (Col)—Judy Canova, Ross Hunter, Fortunio Bonanova. The Columbia salesman advised me not to play this as it was a floperoo in the large towns. I played it single bill on a Sunday to 200 per cent. What a picture does in a large town doesn't mean a thing here. Played Sunday. Weather: Fair.—L. D. Montgomery, Tex Theatre, Poth, Tex. Small town and rural patronage. *

Mr. District Attorney (Col)—Dennis O'Keefe, Adolphe Menjou, Marguerite Chapman. This made a fine topside feature. Enough action and mystery to please all, with Michael O'Shea getting in some of the brighter moments. Some names to draw with, and business was good. Played Wed., Thurs. Weather: Good.—R. D. Fisher, Star Theatre, Willow Springs, Mo. Rural and small town patronage. * *

Over the Santa Fe Trail (Col)—Ken Curtis, Jennifer Holt, Guy Kibbee. We can't get away with the Hoosier Hotshots here, for some unknown reason. The picture itself was okay. Bank night as added draw failed. Played Wednesday. Weather: Warm.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. * *

Renegades (Col) — Evelyn Keyes, Willard Parker, Larry Parks. This is a good picture with lots of action, but due to everyone trying to get the crops in, we didn't enjoy business. Played Thurs., Fri., Sat.—Harland Rankin, Joy Theatre, Bothwell, Ont. Small town and rural patronage. * * *

Thrill of Brazil (Col)—Evelyn Keyes, Keenan Wynn, Ann Miller. An okay programmer with a good western to draw them in. Too much music and too long and too high. It won't stand alone in small action situations. Played Fri., Sat. Weather: Warm.—Rahl & Hanson, California Theatre, Kerman, Calif. Small town and rural patronage. *

FILM CLASSICS

Sons of the Desert (FC) — Reissue. Stan Laurel, Oliver Hardy. Who was the dope that said Laurel and Hardy were washed up? What two comics in show business can pack so many good, clean laughs in 70 minutes as Laurel and Hardy? I ran this with a cartoon show to a capacity house, and it was thoroughly enjoyed by all—even the ones who had to stand up in the rear. You can have Abbott and Costello, Carson and Morgan, etc., but we'll take Laurel and Hardy. Played Tuesday only. Weather: Warm.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

FAVORITE FILMS CORP.

Daniel Boone (FF) — Reissue. George O'Brien, Heather Angel. Doubled with "Windjammer" but these two oldies were sold to me as a program and I thought they would be very good. I didn't know until I got the preview that both pictures starred the same man (George O'Brien). If I had split these they would have been okay. The prints were good but the sound was muffled in spots. Played Fri., Sat. Weather: Warm.—Rahl & Hanson, California Theatre, Kerman, Calif. Small town and rural patronage. *

METRO-GOLDWYN-MAYER

Bad Bascomb (MGM)—Wallace Beery, Margaret O'Brien, Marjorie Main. This is a good western with plenty of action and did good business. Played Fri., Sat. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Gallant Bess (MGM)—Marshall Thompson, George Tobias, Clem Bevans. I don't know why MGM folks have been keeping this picture under their hats—this picture rates a good deal of preselling such as "The Yearling" has been receiving. It is excellent entertainment all the way through, and I would be extremely happy to run one like it every day of the week. The Cinecolor is very good and compares favorably with Technicolor for outdoor features. Business was good. Played Sun., Mon. Weather: Fair and warm.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Holiday in Mexico (MGM)—Walter Pidgeon, Jose Iturbi, Ilona Massey. An expensive picture—beautiful color, good acting, superb music—and it all added up to a total loss here. This is the lowest grosser we have ever had, no exceptions. We try to tell them that we can't sell a musical in this town but nobody listens to me, and no adjustment offered when I ask for it. Played Tues., Wed., Thurs. Weather: Fair and warm.—Rahl & Hanson, California Theatre, Kerman, Calif. Small town and rural patronage. *

Secret Heart, The (MGM)—Claudette Colbert, Walter Pidgeon, June Allyson. This is a good drama but a little heavy for a small town. Business was fair. Played Wed., Thurs. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

MONOGRAM

Gentleman Joe Palooka (Mono)—Leon Errol, Elyse Knox, Guy Kibbee. A popular title and good draw. Business was very good and the picture enjoyed by both young and old with our usual western. Played Fri., Sat. Weather: Warm.—Harland Rankin, Plaza Theatre, Tilbury, Ont. Small town and rural patronage. * * *

Gentleman Joe Palooka (Mono)—Leon Errol, Elyse Knox, Guy Kibbee. This drew very well, due to the comic strip following in the papers. Played Sunday. Weather: Warm.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. * *

Shanghai Cobra (Mono)—Sidney Toler, Benson Fong, Joan Barclay. A satisfactory second feature for any double bill. Monogram makes good programmers. Doubled with "Drifting Along" to fair Fri., Sat. business. Weather: Spring.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

PARAMOUNT

Two Years Before the Mast (Para)—Alan Ladd, Brian Donlevy, William Bendix. This picture does not appeal to farmers and small town trade. They would rather see a picture with a horse, dog or steer in it. This is one thing I find hard to understand since they see and work with animals all day. It looks as if they would like a change. Made expenses. Played Wed., Thurs. Weather: Fair.—L. D. Montgomery, Tex Theatre, Poth, Tex. Small town and rural patronage. *

Two Years Before the Mast (Para)—Alan Ladd, Brian Donlevy, William Bendix. This was an especially good picture but it was the first chance our farmers had to get on the land so they just didn't turn out. Played Mon., Tues., Wed.—Harland Rankin, Joy Theatre, Bothwell, Ont. Small town and rural patronage. * * *

PRC PICTURES

Kit Carson (PRC)—Reissue. Dana Andrews, Jon Hall. This is just what the doctor ordered. A new print and new advertising, plus a good cast, made this a very appealing picture. Give us more of this type of reissue. Played Sun., Mon. Weather: Good.—Ralph Raspa, State Theatre, Rivesville, W. Va. Rural and small town patronage. * * *

Prairie Badmen (PRC)—Buster Crabbe, Al "Fuzzy" St. John, Patricia Knox. We have found westerns for weekends are always demanded, so this was another western. Dou-

Tex Theatre at Poth Strictly Family-Run

L. D. Montgomery of the Tex Theatre at Poth, Texas has had this situation for the past year only, but started in theatre business at the age of 15, in 1928. His theatre is completely family operated, for Montgomery acts as projectionist, his wife is cashier, his daughter "works the door," and there is an automatic popcorn vendor.

No time for outside business activities with this kind of setup, but Montgomery lists his hobby as books—in fact, he admits to being a "bookworm."

As the exhibitor's major problem today, he lists, "Working for the distributor."

"It is no longer correct to say, 'I have a nice little setup in this town'—the correct thing to say is that the distributors have a nice little setup in this town," Montgomery contends.

"I put up the investment and they get their profit, rain or shine, baseball game or not. Yep, it's a nice setup—for them.

"But I have enough films bought up to last into next year, so the film salesmen who visit me in the future are going to meet a guy with lots of sales resistance. Either the prices go down or I buy from the next guy. It is surprising how they really reduce prices to make a sale after assuring one all day that they are quoting the minimum price."

Must Sing Through Noses Or Not Call It Singing

ROMANCE OF THE WEST (PRC)—Eddie Dean, Joan Barton, Emmett Lynn. I think these Eddie Dean westerns are tops but he seems to sing too well for our patrons. Dean has a fine voice but not too much action. For my class of trade, a cowboy must sing through his nose or he isn't singing. Played Sun., Mon. Weather: Warm.—Rahl & Hanson, California Theatre, Kerman, Calif. Small town and rural patronage. *

bled it with "Gentleman Joe Palooka" (Mono) to double business. Played Fri., Sat. Weather: Warm.—Harland Rankin, Plaza Theatre, Tilbury, Ont. Small town and rural patronage. * * *

RKO RADIO

Criminal Court (RKO) — Tom Conway, Martha O'Driscoll, Robert Armstrong. An above-average 60-minute feature that pleased all. Played Fri., Sat. Weather: Rain.—Ralph Raspa, State Theatre, Rivesville, W. Va. Rural and small town patronage. * * *

Genius at Work (RKO)—Wally Brown, Alan Carney, Anne Jeffreys. A well liked feature that furnished enough laughs for an hour show. Lately I've had nothing but murder mysteries and this was really a relief. Played Fri., Sat. Weather: Good.—Ralph Raspa, small town patronage. * * *

San Quentin (RKO)—Lawrence Tierney, Barton MacLane, Marian Carr. I did average business on this prison picture, which is only pro-

Receipts Were Double On This Double Bill

BORN FOR TROUBLE (WB)—Reissue. Van Johnson, Faye Emerson, George Meeker. Doubled with the documentary, "Appointment in Tokyo," this double-header brought the boxoffice receipts up double—why, I don't know. It was one of those situations where you don't expect to do much but sure enough you do better than average. Played Fri., Sat. Weather: Clear.—C. M. Garrett, Yandell Theatre, El Paso, Tex. Family patronage. *

gram fare of the B type, despite what the salesman said and the radio ballyhoo on it. Played Fri., Sat. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

REPUBLIC

Along the Navajo Trail (Rep)—Roy Rogers, George "Gabby" Hayes, Dale Evans. Roy Rogers' first picture in Bothwell and business was no good—sorry. I thought Roy was always tops. Our farmers could have been too busy. Played Thurs., Fri., Sat. Weather: Warm. —Harland Rankin, Joy Theatre, Bothwell, Ont. General patronage. * * *

Angel and the Badman (Rep)—John Wayne, Gail Russell, Harry Carey. This went over very nicely and satisfied most of my customers. They like outdoor pictures with action, clean and wholesome. Played Thurs., Fri., Sat. Weather: Fair.—M. W. Mattecheck, Mack and Lark theatres, McMinnville, Ore. City and country patronage. * * *

Yellow Rose of Texas, The (Rep)—Roy Rogers, Dale Evans, Bob Nolan. Just a little too much music in this one to satisfy our blood-and-thunder fans. The action was confined to a minimum and the music to a maximum. Dale Evans sang more songs than Roy did—and we would much rather watch her than Mr. Rogers any old day. She has what it takes. Played Fri., Sat. Weather: Very good. —Dinkle & LeMaster, Ken Theatre, Raceland, Ky. Rural and small town patronage. *

SCREEN GUILD

Rolling Home (SG)—Jean Parker, Russell Hayden, Pamela Blake. I could use about three of these a week. My only complaint is the high price—it's a small town natural. Played Fri., Sat. Weather: Good.—Ralph Raspa, State Theatre, Rivesville, W. Va. Small town patronage. * * *

20th CENTURY-FOX

Carnival in Costa Rica (20th-Fox)—Dick Haymes, Vera-Ellen, Cesar Romero. A picture in the lower bracket that pleased here with our large Spanish population. Definitely not a bad show for any situation. Played Mon., Tues. Weather: Warm.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. * *

Diamond Horseshoe (20th-Fox) — Betty Grable, Dick Haymes. This is tops in its particular class. My patrons all liked it and it should do business anywhere. Played Thurs., Fri., Sat. Weather: Good.—S. C. Onerheim, Community Theatre, Luseland, Sask. Small town and rural patronage. * * *

Razor's Edge, The (20th-Fox)—Tyrone Power, Gene Tierney, John Payne. A good show but a little English accent or French and the Mexican people stay away. This drew fairly well despite the accent. Played Fri., Sat. Weather: Okay.—D. W. Trisko, Ritz Theatre, Jerome, Ariz. Mining patronage. * *

Return of Frank James, The (20th-Fox)—Henry Fonda, Gene Tierney, Jackie Cooper. This followed "Jesse James" by one week on the advice of the Fox booker, who steered me right. I hoped with the advance publicity that this was given by the run of "Jesse James," that it would do better than its predecessor. I was disappointed again but I wasn't hurt. Played Sun., Mon. Weather: Warm.—Rahl & Hanson, California Theatre, Kerman, Calif. Small town patronage. *

UNITED ARTISTS

Chase, The (UA)—Robert Cummings, Michele Morgan, Peter Lorre. After reading varied reports on this I didn't know what to figure. This is a very good picture and has enough action to keep the small town patron from walking out. The first night was poor, the second night better. Some complained they were not able to understand the picture. Star names are missing but the picture has everything else. Played Tues., Wed., Thurs. Weather: Warm.—Rahl & Hanson, California Theatre, Kerman, Calif. Small town patronage. *

Outlaw, The (UA)—Jack Buetel, Jane Russell. The long-awaited production by Howard Hughes is capable of pulling them in, I believe. We had the misfortune of having a "power-out" during this play—otherwise, I think it would have really done well. Played Thurs., Fri., Sat. Weather: Good.—S. C. Onerheim, Community Theatre, Luseland, Sask. Small town and rural patronage. * * *

Ralph Raspa Registers Industry Complaint

Ralph Raspa, regular contributor from the State Theatre at Rivesville, W. Va., includes this communication with his most recent reports on pictures:

"Exhibitors like to express their complaints and since salesmen won't listen to them any more, this seems to be the only place to fall back on.

"This complaint is about the movie industry as a whole. We went all out for a number of campaigns, such as Red Cross, War Bonds, Infantile Paralysis, etc. Films were made and shown on these subjects, with well-known stars, and money collected.

"But what are we doing now that the national government, states, and even towns are trying to impose higher taxes on theatre admissions? Not only would we be doing ourselves a favor but the public by showing folks what would happen if these taxes were added to the admissions.

"Thanks to the W. Va. Theatre Managers' Ass'n for defeating the bill requesting a $6—yes, $6 per reel tax on film. That would surely have knocked us small town theatre owners out of business.

"I don't believe it would take much to inform the public of this matter. Can you bring the matter up in BOXOFFICE, since it is read by so many? Maybe enough 'hell' can be raised to aid in bringing about some results."

Wants Them to Reissue 'One Foot in Heaven'

KINGS ROW (WB)—Reissue. Ann Sheridan, Robert Cummings, Ronald Reagan. One of the finest pictures of 1942—it looks even better when stacked against this year's crop. It gave me my best Thurs.-Fri. gross in months and more good comments than I have heard in ages. I had some repeats the second night. A new print displayed to perfection the fine photography, production and sound excellence of this great picture. May I suggest to the brothers Warner that a reissue of "One Foot in Heaven" would be welcomed?—R. D. Fisher, Star Theatre, Willow Springs, Mo. Rural and small town patronage. * *

Ramrod (UA)—Veronica Lake, Joel McCrea, Donald Crisp. This is really a high class western. An excellent job was done by the camera, with unusual scenes of night shooting. It made money on a Mon., Tues., which is the best recommendation it can have for small town situations. Weather: Fair.—L. D. Montgomery, Tex Theatre, Poth, Tex. Small town and rural patronage. *

Spellbound (UA)—Ingrid Bergman, Gregory Peck, Leo G. Carroll. Superb direction and acting well above the average with excellent performances by Gregory Peck and Ingrid Bergman, which make this one of the best. Play it by all means. Played Thurs., Fri., Sat. Weather: Good.—S. C. Onerheim, Community Theatre, Luseland, Sask. Small town and rural patronage. * * *

Strange Woman, The (UA)—Hedy Lamarr, George Sanders, Louis Hayward. According to United Artists, this film was going to do a three-day business and break house records, but luckily we talked them down to two days and saw nothing prodigious when the coppers were numbered. Well done for this kind of stuff, but don't let it excite you. Played Sun., Mon.—Gray Barker, Pictureland Theatre, Glenville, W. Va. Rural, small town and college patronage. * * *

UNIVERSAL-INTERNATIONAL

Dark Mirror, The (U-I)—Olivia de Havilland, Lew Ayres, Thomas Mitchell. I enjoyed it—but it is no money-maker in small towns, so watch the price. Played Wed., Thurs. Weather: Fair.—L. D. Montgomery, Tex Theatre, Poth, Tex. Small town and rural patronage. *

Dark Mirror, The (U-I)—Olivia de Havilland, Lew Ayres, Thomas Mitchell. Not the type for this town and there have been too many of this type being released. The audience was small and made up of children who came to see "Cinderella's Feller." Played Sun., Mon. Weather: Good.—Ralph Raspa, State Theatre, Rivesville, W. Va. Small town patronage. * * *

Dark Mirror, The (U-I)—Olivia de Havilland, Thomas Mitchell. A good drama which pleased the women. Business was average. Played Sun., Mon. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

If I Had My Way (U-I) — Reissue. Bing Crosby, Gloria Jean, Charles Winninger. A high priced reissue that failed to pay rental expenses, even though Bing Crosby was in the lead. Played Tues., Wed. Weather: Fair. —Ralph Raspa, State Theatre, Rivesville, W. Va. Small town patronage. * * *

Killers, The (U-I)—Burt Lancaster, Ava Gardner, Edmond O'Brien. This pretentious "meller" drew better than I had expected, and I heard no complaints. With more star value, it would have done better. Played Sun., Mon.

(Continued on page 14)

FEATURE CHART

Feature productions, listed by company, in order of release. Number in square is national release date. Production number is at right. Number in parentheses is running time, as furnished by home office of distributor; checkup with local exchanges is recommended. R—is review date. PG—is Picture Guide page number. Symbol ✪ indicates BOXOFFICE Blue Ribbon Award Winner, Symbol ✪ indicates color photography.

COLUMBIA | M-G-M | PARAMOUNT | MONOGRAM | P-R-C | RKO RADIO | REPUBLIC | SCREEN GUILD | 20TH-FOX | UNITED ARTISTS | UNIV.-INT'L | WARNER-F.N. | MISCELLANEOUS

AUGUST 3	AUGUST 10	AUGUST 17	AUGUST 24	AUGUST 31	SEPTEMBER 7	SEPTEMBER 14	SEPTEMBER 21
	8 (68) Comedy 7039 PERSONALITY KID Anita Louise Michael Duane Ted Donaldson R—Aug. 10—PG-742	15 (54) Western 7201 HEADING WEST Charles Starrett Smiley Burnette R—Aug. 24—PG-745				12 (63) Comedy 7038 IT'S GREAT TO BE YOUNG R—Sept. 7—PG-749 12 (69) Western 7224 SINGING ON THE TRAIL R—Sept. 14—PG-752	
	8 (93) Drama 626 ✪COURAGE OF LASSIE Lassie Elizabeth Taylor Frank Morgan Tom Drake R—May 11—PG-721		22 (81) Drama 627 FAITHFUL IN MY FASHION Tom Drake Donna Reed R—June 15—PG-729	29 (92) Drama 628 ✪THREE WISE FOOLS Margaret O'Brien Lionel Barrymore Lewis Stone Edward Arnold Thomas Mitchell R—June 15—PG-730			19 (127) Mus-Com 701 ✪HOLIDAY IN MEXICO Walter Pidgeon Jane Powell Ilona Massey Jose Iturbi R—July 27—PG-746
3 (65) Act-Dr 520 BELOW THE DEADLINE Warren Douglas Ramsay Ames R—Oct. 5—PG-755	10 (57) Western 567 SHADOWS ON THE RANGE Johnny Mack Brown	17 (60) Mys-Dr 525 MISSING LADY Kane Richmond Barbara Reed	24 (68) Comedy 512 SPOOK BUSTERS Leo Gorcey Huntz Hall Bobby Jordan Billy Benedict David Gorcey R—Aug. 24—PG-745		7 (74) Com-Mus 517 HIGH SCHOOL HERO Freddie Stewart June Preisser R—Aug. 24—PG-745	14 (76) Mys-Dr 601 DECOY Edward Norris Jean Gillie R. Armstrong R—Sept. 14—PG-751	21 (54) Western 568 TRIGGER FINGERS Johnny Mack Brown Raymond Hatton
	Block 6 9 (107) Drama 4527 THE SEARCHING WIND Robert Young Sylvia Sidney R—May 11—PG-722			Special: 30 (93) Comedy 4532 MONSIEUR BEAUCAIRE Bob Hope Joan Caulfield R—May 11—PG-721	Block 6 6 (69) Act-Dr 4528 SWAMP FIRE Johnny Weissmuller Buster Crabbe	Block 6 13 (117) Drama 4529 THE STRANGE LOVE OF MARTHA IVERS Barbara Stanwyck Van Heflin Lizabeth Scott R—Mar. 16—PG-706	
	14 (55) Drama TERRORS ON HORSEBACK Buster Crabbe R—Apr. 27—PG-717	15 (75) Drama DOWN MISSOURI WAY Martha O'Driscoll R—July 13—PG-735 15 (58) Drama SECRETS OF A SORORITY GIRL R—Aug. 24—PG-745	21 (54) Act-West OVERLAND RIDERS Buster Crabbe Al "Fuzzy" St. John R—Aug. 31—PG-747	29 (68) Mys-Dr BLONDE FOR A DAY Hugh Beaumont Kathryn Adams R—Aug. 10—PG-742	2 (56) Drama STRANGE HOLIDAY Claude Rains R—Nov. 9—PG-764		
Group 6 (68) Musical 630 THE BAMBOO BLONDE Frances Langford Ralph Edwards Russell Wade R—June 22—PG-732				Special: (103) Drama 761 NOTORIOUS Ingrid Bergman Cary Grant Claude Rains Louis Calhern R—July 27—PG-739	Group 6 (93) Drama 627 CRACK-UP Pat O'Brien Claire Trevor Herbert Marshall R—June 15—PG-729	Group 1 (61) Drama 703 STEP BY STEP Lawrence Tierney Anne Jeffreys Lowell Gilmore R—July 20—PG-737	Group 1 (59) Western 704 SUNSET PASS James Warren Nan Leslie John Laurens Jane Greer R—July 20—PG-738
25 (55) Western 557 RED RIVER RENEGADES Sunset Carson Peggy Stewart	7 (57) M'drama 526 THE INNER CIRCLE Adele Mara Warren Douglas William Frawley 9 (67) M'drama 527 LAST CROOKED MILE R—Aug. 24—PG-746	12 (69) Com-Dr 528 G.I. WAR BRIDES Anna Lee James Ellison R—Aug. 24—PG-746	19 (57) Mys-Dr 529 THE INVISIBLE INFORMER Linda Stirling William Henry Gerald Mohr R—Aug. 24—PG-746	26 (69) West-Mus 541 UNDER NEVADA SKIES Roy Rogers R—Aug. 31—PG-748	3 (56) Mystery 531 THE MYSTERIOUS MR. VALENTINE William Henry Linda Stirling	9 (56) Western 558 RIO GRANDE RAIDERS Sunset Carson 12 (68) Outdr-Mus 542 ROLL ON TEXAS MOON Roy Rogers-Dale Evans R—Sept. 28—PG-754	
1 (75) Act-Dr 4605 FLIGHT TO NOWHERE Evelyn Ankers Alan Curtis		15 (72) Outdr-Dr 4604 ✪DEATH VALLEY Robert Lowery R—Dec. 14—PG-771					
(102) Drama 633 ✪CENTENNIAL SUMMER Jeanne Crain Cornel Wilde Linda Darnell William Eythe R—June 8—PG-728	(128) Drama 634 ✪ANNA AND THE KING OF SIAM Irene Dunne Rex Harrison Linda Darnell R—June 8—PG-727	(65) Drama 635 DEADLINE FOR MURDER Paul Kelly Kent Taylor Sheila Ryan Jerome Cowan R—June 22—PG-732			(74) Drama 636 BLACK BEAUTY Mona Freeman Richard Denning Evelyn Ankers R—July 20—PG-737	(78) Drama 637 CLAUDIA AND DAVID Dorothy McGuire Robert Young Mary Astor John Sutton Gail Patrick R—July 27—PG-740	(78) Musical 638 IF I'M LUCKY Vivian Blaine Perry Como Harry James Carmen Miranda Phil Silvers R—Sept. 7—PG-750
2 (84) M'drama MR. ACE George Raft Sylvia Sidney Sid Silvers R—Aug. 31—PG-748		Special: 16 (126) Drama ✪✪CAESAR AND CLEOPATRA Vivien Leigh Claude Rains Stewart Granger R—Aug. 17—PG-744			6 (90) Comedy THE BACHELOR'S DAUGHTERS Gail Russell Claire Trevor Adolphe Menjou R—Sept. 14—PG-752		20 (101) M'drama ANGEL ON MY SHOULDER Paul Muni Anne Baxter R—Sept. 28—PG-754
2 (80) Drama 543 THE BLACK ANGEL Dan Duryea R—Aug. 10—PG-741 2 (63) Drama 544 SLIGHTLY SCANDALOUS Fred Brady	9 (61) Drama 545 WILD BEAUTY Don Porter Lois Collier Jacqueline De Wit R—Aug. 17—PG-743	16 (82) Comedy 546 THE TIME OF THEIR LIVES Abbott and Costello Binnie Barnes Jess Barker R—Aug. 17—PG-743	22 (76) Drama 547 DEAD OF NIGHT Mervyn Johns Roland Culver Frederick Valk R—July 6—PG-734	30 (102) Drama 548 THE KILLERS Burt Lancaster R—Aug. 17—PG-743 30 (61) Drama 549 LITTLE MISS BIG R—Sept. 7—PG-750	30 (74) Drama 550 WHITE TIE AND TAILS Dan Duryea Ella Raines William Bendix R—Sept. 14—PG-751		20 (108) Drama 1065 THEY WERE SISTERS Phyllis Calvert James Mason Hugh Sinclair R—Aug. 31—PG-747
3 (128) Drama 523 ✪NIGHT AND DAY Cary Grant Alexis Smith Monty Woolley Mary Martin R—July 13—PG-736		17 (90) Drama 524 TWO GUYS FROM MILWAUKEE Dennis Morgan Jack Carson Joan Leslie Janis Paige R—July 27—PG-739		31 (114) Drama 601 THE BIG SLEEP Humphrey Bogart Lauren Bacall Martha Vickers Dorothy Malone R—Aug. 17—PG-744		14 (78) Drama 602 SHADOW OF A WOMAN Andrea King Helmut Dantine William Prince R—Aug. 17—PG-744	

ASTOR

(57) Mus (New Rel)
BEWARE
Louis Jordan

(72) Comedy Reissue
FLYING DEUCES
Laurel and Hardy

(10) Mus (New Rel)
(1 Reel Spec)
HERE'S RICHARD'S ANSWER
Stepin Fetchit

(57) M-Dr (New Rel)
HOLLYWOOD BOUND
Betty Grable

(89) Reissue
JIMMY STEPS OUT
Jimmy Stewart

(83) Drama Reissue
LITTLE MEN

(86) Drama Reissue
ONE ROMANTIC NIGHT
Ilona Massey

(67) Mus. (New Rel)
REET, PETITE AND GONE
Louis Jordan
June Richmond

(100) Drama Reissue
SCARFACE
Paul Muni
George Raft

(86) Mus-Dr Reissue
SECOND CHORUS
Paulette Goddard
Fred Astaire

(55) M-Dr (New Rel)
STAIRWAY FOR A STAR
Cornel Wilde

(48) Mus (New Rel)
TALL, TAN AND TERRIFIC
Mantan Moreland
Francine Everett

(50) M-Dr (New Rel)
THAT MAN OF MINE
Harrel Tillman
Ruby Dee
Anna Mae Winburn

(58) O'd-Dr (New Rel)
WHITE STALLION
Eddie Dean

SEPTEMBER 28	OCTOBER 5	OCTOBER 12	OCTOBER 19	OCTOBER 26	NOVEMBER 2	NOVEMBER 9	NOVEMBER 16
24 (68) Drama 7002 GALLANT JOURNEY R—Sept. 14—PG-752 26 (70) M'Dr-Mys 7041 SHADOWED Anita Louise R—Oct. 5—PG-756	30 (91) Musical 7006 THE THRILL OF BRAZIL Evelyn Keyes Keenan Wynn Ann Miller Allyn Joslyn R—Aug. 31—PG-747	10 (71) Psych-Dr 805 SO DARK THE NIGHT Steven Geray Micheline Cheirel Eugene Borden Ann Codee R—Nov. 23—PG-765	17 (69) Comedy 806 BLONDIE KNOWS BEST Singleton-Lake R—Oct. 5—PG-755 17 (53) Western 861 LANDRUSH Charles Starrett	24 (61) Mystery 816 CRIME DOCTOR'S MANHUNT Warner Baxter Ellen Drew William Frawley Frank Sully R—Dec. 28—PG-776		7 (65) Mystery 618 SECRET OF THE WHISTLER Richard Dix Leslie Brooks R—Nov. 2—PG-761	
		(81) Comedy-Dr 703 THE COCKEYED MIRACLE Frank Morgan Keenan Wynn Audrey Totter R—July 20—PG-737	(117) Musical 704 NO LEAVE, NO LOVE Van Johnson Keenan Wynn Pat Kirkwood R—Aug. 31—PG-747	Reissue (84) Drama 705 RAGE IN HEAVEN Robert Montgomery Ingrid Bergman George Sanders			(115) Drama 707 UNDERCURRENT Katharine Hepburn Robert Taylor Robert Mitchum R—Oct. 5—PG-756
	5 (72) Act-Dr 602 GENTLEMAN JOE PALOOKA Joe Kirkwood jr. Elyse Knox Leon Errol R—Sept. 28—PG-753	12 (66) Mys-Dr 603 DANGEROUS MONEY Sidney Toler Gloria Warren Victor Sen Young R—Oct. 12—PG-758			2 (73) Drama 605 WIFE WANTED Kay Francis Paul Cavanagh R—Nov. 2—PG-762	9 (71) Outdr-Mus 531 BEAUTY AND THE BANDIT Gilbert Roland Ramsay Ames Frank Yaconelli	16 (55) Western 563 SILVER RANGE Johnny Mack Brown Raymond Hatton
	Reissue R5-3624 (113) Outdr-Drama THE PLAINSMAN Gary Cooper Jean Arthur	Reissue R5-3620 (84) Adven-Drama JUNGLE PRINCESS Dorothy Lamour Ray Milland					
23 (86) Drama SP71 HER SISTER'S SECRET R—Sept. 28—PG-758 22 (56) Act-West OUTLAW OF THE PLAINS Crabbe-St. John	1 (55) Outdr-Mus 741 DRIFTIN' RIVER R—Oct. 12—PG-757 1 (58) Drama 714 THE BRUTE MAN R—Nov. 2—PG-761				28 (68) Drama GAS HOUSE KIDS Billy Halop Robert Lowery Teala Loring R—Oct. 19—PG-759	5 (78) Drama DON RICARDO RETURNS Fred Coby	
Group 1 (97) Comedy 702 LADY LUCK Robert Young Barbara Hale Frank Morgan R—July 27—PG-739	Group 1 (116) Drama 701 SISTER KENNY Rosalind Russell Alexander Knox Dean Jagger R—July 20—PG-738	Group 1 (68) Drama 705 GREAT DAY Eric Portman Flora Robson R—July 20—PG-737	Group 2 (62) Drama 709 CRIMINAL COURT Tom Conway R—Aug. 10—PG-742 15 (62) Com-Chiller GENIUS AT WORK W. Brown-A. Carney R—Aug. 10—PG-741		Group 2 (62) Drama 708 CHILD OF DIVORCE Sharyn Moffett Regis Toomey Madge Meredith Una O'Connor R—Oct. 19—PG-760		Group 2 (87) Drama 706 NOCTURNE George Raft Lynn Bari R—Oct. 12—PG-757
						8 (72) Special 5542 HOME IN OKLAHOMA Roy Rogers George "Gabby" Hayes Dale Evans R—Nov. 9—PG-763	15 (56) Western 661 SANTA FE UPRISING Allan Lane-Bobby Blake 15 (82) Drama 532 PLAINSMAN AND THE LADY William "Bill" Elliott R—Nov. 9—PG-763
	1 (71) Drama 4607 ROLLING HOME Jean Parker Russell Hayden R—Oct. 19—PG-760		16 (41) Out-Dr 4606 'NEATH CANADIAN SKIES Russell Hayden Inez Cooper				15 (46) Out-Dr 4610 NORTH OF THE BORDER Russell Hayden
Reissue (86) Musical 641 SUN VALLEY SERENADE Sonja Henie John Payne Milton Berle Glenn Miller & Orch. Joan Davis	(90) Musical 639 THREE LITTLE GIRLS IN BLUE June Haver George Montgomery Vivian Blaine Celeste Holm R—Sept. 14—PG-751	(96) Drama 640 HOME SWEET HOMICIDE Peggy Ann Garner Randolph Scott Lynn Bari Dean Stockwell R—July 27—PG-740	Reissue (84) Drama 642 THE BOWERY Wallace Beery George Raft Jackie Cooper Fay Wray		(91) Drama 644 WANTED FOR MURDER Eric Portman Dulcie Gray Derek Farr Roland Culver R—Nov. 9—PG-763	(97) Drama 645 MY DARLING CLEMENTINE Henry Fonda Linda Darnell Victor Mature Walter Brennan Tim Holt R—Oct. 12—PG-758	(94) Drama 646 MARGIE Jeanne Crain Glenn Langan Lynn Bari Alan Young R—Oct. 19—PG-760
		11 (57) Comedy LITTLE IODINE Jo Ann Marlowe Eve Whitney Marc Cramer R—Oct. 19—PG-759		25 (101) Drama STRANGE WOMAN Hedy Lamarr George Sanders Louis Hayward R—Nov. 2—PG-762			15 (65) Western THE DEVIL'S PLAYGROUND William Boyd R—Sept. 28—PG-753
				(85) Drama 601 THE DARK MIRROR Olivia de Havilland Lew Ayres Thomas Mitchell R—Oct. 12—PG-758	1 (108) Com-Dr 1066 NOTORIOUS GENTLEMAN Rex Harrison Lilli Palmer R—Nov. 2—PG-761		(95) Drama 602 MAGNIFICENT DOLL Ginger Rogers Burgess Meredith David Niven R—Nov. 23—PG-766
28 (106) Drama 603 CLOAK AND DAGGER Gary Cooper Robert Alda Lilli Palmer R—Sept. 14—PG-752		12 (100) Drama 604 NOBODY LIVES FOREVER John Garfield Geraldine Fitzgerald Walter Brennan Faye Emerson R—Oct. 5—PG-755		26 (112) Drama 605 DECEPTION Bette Davis Paul Henreid Claude Rains R—Oct. 19—PG-760		9 (97) Drama 606 NEVER SAY GOODBYE Errol Flynn Eleanor Parker Lucile Watson S. Z. Sakall R—Nov. 2—PG-762	

FILM CLASSICS

Reissue
(109) Drama Reissue
NORTH STAR
Dana Andrews
(80) Mus-Com Reissue
PALMY DAYS
Eddie Cantor
George Raft

(78) Mystery
THE PATIENT VANISHES
R—May 31—PG-823
(81) Reissue
THE RETURN OF THE SCARLET PIMPERNEL
Barry Barnes

(90) Musical Reissue
ROMAN SCANDALS
Eddie Cantor
Ruth Etting
(98) Drama Reissue
SCARLET PIMPERNEL
Merle Oberon
Leslie Howard

(107) Drama Reissue
STELLA DALLAS
Barbara Stanwyck
John Boles
(100) Musical Reissue
STRIKE ME PINK
Eddie Cantor
Brian Donlevy

(109) Drama Reissue
THE THIEF OF BAGDAD
Sabu
Conrad Veidt
(77) Drama Reissue
THE UNHOLY GARDEN
Ronald Colman

(83) Drama Reissue
WEDDING NIGHT
Gary Cooper
(102) Western Reissue
THE WESTERNER
Gary Cooper
Walter Brennan
Dana Andrews

(104) Drama Reissue
WUTHERING HEIGHTS
Laurence Olivier
Merle Oberon
(71) Comedy Reissue
WOMAN CHASES MAN
Joel McCrea
Miriam Hopkins

COLUMBIA · M-G-M · MONOGRAM · PARAMOUNT · P-R-C · RKO RADIO · REPUBLIC · SCREEN GUILD · 20TH FOX · UNITED ARTISTS · UNIV.-INT'L · WARNER · F-N · MISCELLANEOUS

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

MISCELLANEOUS | WARNER | UNIV. INTL | UNITED ARTISTS | 20TH FOX | SCREEN GUILD | REPUBLIC | RKO RADIO | P.R.C | PARAMOUNT | MONOGRAM | M-G-M | COLUMBIA

NOVEMBER 23	NOVEMBER 30	DECEMBER 7	DECEMBER 14	DECEMBER 21	DECEMBER 28	JANUARY 4	JANUARY 11
21 (55) Western 862 TERROR TRAIL Charles Starrett Smiley Burnette R—Nov. 9—PG-764	28 (72) Musical 824 BETTY CO-ED Jean Porter Shirley Mills R—Nov. 30—PG-767		12 (69) Mystery 822 BOSTON BLACKIE AND THE LAW R—Dec. 14—PG-772 12 (68) West-Mus 854 LONE STAR MOONLIGHT R—Jan. 4—PG-777	19 (61) Western 863 THE FIGHTING FRONTIERSMAN Starrett-Burnette 19 (69) M'drama 828 ALIAS MR. TWILIGHT Michael Duane R—Jan. 4—PG-777	26 (64) Mus-Com 804 SINGIN' IN THE CORN Judy Canova R—Jan. 4—PG-777 28 (91) Mel'drama 829 THE RETURN OF MONTE CRISTO R—Nov. 30—PG-767		9 (69) Comedy 8 BLONDIE'S BIG MOMENT Penny Singleton Arthur Lake Larry Simms Marjorie Kent R—Dec. 21—PG-773
(93) Drama 706 TWO SMART PEOPLE Lucille Ball John Hodiak R—June 15—PG-730			(97) Drama 709 THE SECRET HEART Claudette Colbert Walter Pidgeon June Allyson Robert Sterling R—Nov. 30—PG-767	21 (83) Comedy 708 THE SHOW-OFF Red Skelton Marilyn Maxwell R—Aug. 17—PG-743		(135) Mus-Dr 710 TILL THE CLOUDS ROLL BY Robert Walker Van Heflin Lucille Bremer Van Johnson Judy Garland R—Nov. 23—PG-765	(99) Drama 70 GALLANT BESS Marshall Thompson George Tobias Clem Bevans Donald Curtis R—Jan. 25—PG-784
23 (68) Comedy 604 BRINGING UP FATHER Joe Yule Renie Riano R—Oct. 19—PG-759	30 (68) Mystery 607 THE TRAP Sidney Toler Manton Moreland Victor Sen Young R—Jan 11—PG-779	7 (63) Act-Com 608 MR. HEX Leo Gorcey Huntz Hall R—Dec. 21—PG-773	Reissue: 14 (57) Western 612 SILVER STALLION David Sharpe Leroy Mason	21 (76) Dr-Mus 606 SWEETHEART OF SIGMA CHI Elyse Knox Phil Brito Phil Regan R—Dec. 7—PG-770	28 (55) Outdr-Mus 681 SONG OF THE SIERRAS Jimmy Wakely Lee "Lasses" White Jean Carlin	4 (67) Drama 609 GINGER Frank Albertson Barbara Reed Johnny Calkins R—Apr. 19—PG-812	11 (61) Cisco Kid 61 RIDING THE CALIFORNIA TRAIL Gilbert Roland Inez Cooper Frank Yaconelli
22 (98) Sea Drama 4601 TWO YEARS BEFORE THE MAST Alan Ladd William Bendix Brian Donlevy Barry Fitzgerald R—Aug. 31—PG-748					27 (104) Musical 4602 BLUE SKIES Bing Crosby Fred Astaire Joan Caulfield Billy De Wolfe Olga San Juan R—Sept. 28—PG-754		10 (83) Comedy 460 CROSS MY HEART Betty Hutton Sonny Tufts Michael Chekhov R—Nov. 23—PG-765
18 (57) Western 743 STARS OVER TEXAS Eddie Dean Roscoe Ates Shirley Patterson R—Dec. 28—PG-775	25 (74) Drama LADY CHASER Robert Lowery Ann Savage	1 (73) Outdr-Mus 706 WILD WEST Eddie Dean Al La Rue Robert "Buzzy" Henry R—Dec 7—PG-769					10 (74) Drama LIGHTHOUSE John Litel June Lang 12 (56) Drama 70 BORN TO SPEED R—Jan. 25—PG-783
21 (172) Drama 751 THE BEST YEARS OF OUR LIVES Myrna Loy Fredric March Dana Andrews Teresa Wright R—Dec. 7—PG-769	28 (95) Mus-Dr 791 SONG OF THE SOUTH Bobby Driscoll Luana Patten Ruth Warrick R—Nov. 2—PG-762			21 (132) Com-Dr 781 IT'S A WONDERFUL LIFE James Stewart Donna Reed Lionel Barrymore R—Dec. 21—PG-774	Group 3 (62) Drama 714 DICK TRACY VS. CUEBALL Morgan Conway Anne Jeffreys Lyle Latell R—Nov. 9—PG-764	Group 3 (61) Drama 715 THE FALCON'S ADVENTURE Tom Conway Madge Meredith Edward S. Brophy R—Dec. 28—PG-775	Group 3 (60) Comedy 71 VACATION IN RENO Jack Haley Anne Jeffreys Wally Brown R—Oct. 12—PG-757
18 (68) Com-Mus 603 AFFAIRS OF GERALDINE R—Nov. 30—PG-768 21 (69) Outdr-Mus 681 SIOUX CITY SUE Gene Autry R—Dec. 7—PG-770		2 (117) Drama 601 I'VE ALWAYS LOVED YOU R—Sept. 7—PG-749 5 (67) Outdr 5503 OUT CALIFORNIA WAY R—Dec. 21—PG-773		15 (71) Dr-Com 604 FABULOUS SUZANNE Barbara Britton R—Dec. 28—PG-775 15 (70) Outdr-Mus 543 HELDORADO Roy Rogers R—Jan. 4—PG-777	23 (95) Drama 533 THAT BRENNAN GIRL R—Dec. 14—PG-772 23 (56) Western 662 STAGECOACH TO DENVER Allan Lane R—Jan. 11—PG-780		
		1 (60) Drama 4609 MY DOG SHEP Tom Neal William Farnum R—Dec. 21—PG-774			25 (65) Drama 4612 RENEGADE GIRL Ann Savage Alan Curtis R—Feb. 8—PG-787		
		(92) Mus-Fant 649 WAKE UP AND DREAM June Haver John Payne Charlotte Greenwood Connie Marshall R—Nov. 30—PG-768		(69) Drama 648 DANGEROUS MILLIONS Kent Taylor Dona Drake Tala Birell James Tinling Leonard Strong R—Dec. 14—PG-771		(95) Drama 702 13 RUE MADELEINE James Cagney Annabella Richard Conte Walter Abel Frank Latimore R—Dec. 28—PG-775	Rerelease (109) Drama 704 LES MISERABLES Fredric March (101) Drama 705 STANLEY AND LIVINGSTONE Spencer Tracy
22 (86) Drama THE CHASE Robert Cummings Michele Morgan R—Oct. 19—PG-759			14 (65) Comedy SUSIE STEPS OUT Cleatus Caldwell David Bruce Nita Hunter R—Nov. 23—PG-766		28 (96) Com-Dr ABIE'S IRISH ROSE Joanne Dru Richard Norris R—Nov. 30—PG-767		
			(98) Drama 604 TEMPTATION Merle Oberon George Brent Charles Korvin Paul Lukas R—Nov. 2—PG-761				(86) Drama 60 SWELL GUY Sonny Tufts Ann Blyth R—Dec. 14—PG-771
23 (86) Drama 607 THE VERDICT Sydney Greenstreet Peter Lorre Joan Lorring George Coulouris Rosalind Ivan R—Nov. 23—PG-766		Reissues: 7 (127) Drama 608 KINGS ROW Sheridan-Reagan 7 (72) M'drama 609 WILD BILL HICKOK RIDES Bruce Cabot-C. Bennett			28 (105) Musical 610 THE TIME, THE PLACE AND THE GIRL Dennis Morgan Jack Carson Janis Paige Martha Vickers R—Dec. 14—PG-772		11 (96) Drama-Mus 61 THE MAN I LOVE Ida Lupino Robert Alda Andrea King Bruce Bennett R—Dec. 28—PG-776

SRO

(140) Drama
DUEL IN THE SUN
Jennifer Jones
Gregory Peck
Joseph Cotten
Lionel Barrymore
R—Jan. 11—PG-780

BRITISH

(85) Drama
Prestige
BRIEF ENCOUNTER
Celia Johnson
Trevor Howard
R—Aug. 31—PG-748

(70) Melodrama
English
THE RAIDER
R—Sept. 28—PG-754

(89) Drama
Eng. Films
MAN FROM MOROCCO
Anton Walbrook
R—Jan. 4—PG-778

(80) Melodrama
Four Cont.
MURDER IN REVERSE
R—Jan. 4—PG-778

(40) Doc-Dr
Eng. Films
DIARY FOR TIMOTHY
John Gielgud
Dame Myre Hess
R—Jan. 18—PG-782

MISC.

(69) Mus-Com
Herald
BOY, WHAT A GIRL!
R—Feb. 15—PG-790

(65) Doc-Dr
Elliott-St. Rts.
CITIZEN SAINT
R—May 10—PG-818

ANUARY 18

(69) Mystery 823
NE WOLF IN MEXICO
ald Mohr
rley Ryan
queline De Wit
e Blore
-Jan. 11—PG-780

(85) Drama 711
E MIGHTY McGURK
lliace Beery
an Stockwell
ward Arnold
ne MacMahon
-Apr. 12—PG-809

(58) Western 568
IDERS OF THE SOUTH
nny Mack Brown
ymond Hatton
no Blair

gle-Lion
(63) Comedy 102
'S A JOKE, SON
—Jan. 25—PG-783

(57) Western 744
ILD COUNTRY
—Feb 1—PG-785

roup 3
(66) Melodrama 712
AN QUENTIN
awrence Tierney
rton MacLane
arian Carr
—Dec. 7—PG-769

5 (62) Drama 4611
UEEN OF THE AMAZONS
obert Lowery
atricia Morison
—Mar. 29—PG-805

(146) Drama 701
HE RAZOR'S EDGE
yrone Power
ene Tierney
ohn Payne
lifton Webb
nne Baxter
—Dec. 7—PG-770

(93) Drama 607
'LL BE YOURS
Deanna Durbin
Tom Drake
William Bendix
R—Jan. 25—PG-783

JANUARY 25

25 (128) Mus-Dr 831
THE JOLSON STORY
Larry Parks
Evelyn Keyes
William Demarest
Bill Goodwin
R—Sept. 28—PG-753

24 (103) Mystery 712
LADY IN THE LAKE
Robert Montgomery
Audrey Totter
Lloyd Nolan
R—Nov. 30—PG-776

20 (68) Teen-Ager 611
VACATION DAYS
June Preisser
Freddie Stewart
Frankie Darro
R—Apr. 5—PG-808

24 (87) Rom-Com 4604
THE PERFECT MARRIAGE
Loretta Young
David Niven
Eddie Albert
Virginia Field
R—Nov. 23—PG-765

Group 3
(85) Drama 711
THE LOCKET
Laraine Day
Brian Aherne
Robert Mitchum
R—Dec. 21—PG-774

22 (67) Comedy 602
THE PILGRIM LADY
R—Jan. 25—PG-784

25 (67) Western 682
TRAIL TO SAN ANTONE
Gene Autry
R—Feb. 1—PG-785

(85) Mus-Com 703
THE SHOCKING MISS PILGRIM
Betty Grable
Dick Haymes
Anne Revere
Allyn Joslyn
R—Jan. 11—PG-779

(98) Drama 605
THE WICKED LADY
Margaret Lockwood
James Mason
Patricia Roc
R—Dec. 14—PG-771

25 (125) Dra-Mus 612
HUMORESQUE
Joan Crawford
John Garfield
Oscar Levant
R—Dec. 28—PG-776

FEBRUARY 1

30 (58) Western
SOUTH OF THE CHISHOLM TRAIL
Charles Starrett
Smiley Burnette
Nancy Saunders
R—Feb. 1—PG-786

Eagle-Lion
29 (95) Drama 101
BEDELIA
Margaret Lockwood
Ian Hunter
Barry K. Barnes
R—Feb. 1—PG-786

31 (88) Musical 607
CALENDAR GIRL
Jane Frazee
R—Feb. 15—PG-789

1 (67) Western 5504
LAST FRONTIER UPRISING
Monte Hale

(88) Mystery 706
BOOMERANG
Dana Andrews
Jane Wyatt
Lee Cobb
R—Feb. 1—PG-786

1 (63) Western
FOOL'S GOLD
William Boyd
Andy Clyde
R—Oct. 12—PG-758

25 (125) Dra-Mus 612
HUMORESQUE
Joan Crawford
John Garfield
Oscar Levant
R—Dec. 28—PG-776

FEBRUARY 8

6 (73) Myst-Dr
BLIND SPOT
Chester Morris
Constance Dowling
Steven Geray
R—Feb. 8—PG-787

7 (93) Comedy 714
LOVE LAUGHS AT ANDY HARDY
Mickey Rooney
Lewis Stone
Bonita Granville
R—Dec. 7—PG-769

8 (54) West-Mus 683
RAINBOW OVER THE ROCKIES
Jimmy Wakely
Lee "Lasses" White
Pat Starling

7 (91) Comedy 4605
LADIES' MAN
Eddie Bracken
Cass Daley
Virginia Welles
Spike Jones
Virginia Field
R—Jan. 11—PG-780

(72) Mystery 707
THE BRASHER DOUBLOON
George Montgomery
Nancy Guild
Conrad Janis
R—Feb. 15—PG-790

8 (93) Drama
THE RED HOUSE
Edward G. Robinson
Lon McCallister
R—Feb. 1—PG-785

8 (88) M'drama 613
THE BEAST WITH FIVE FINGERS
Robert Alda
Andrea King
Peter Lorre
Victor Francen
J. Carrol Naish
R—Nov. 30—PG-766

FEBRUARY 15

13 (67) Mus-Dr
CIGARETTE GIRL
Leslie Brooks
R—Feb. 15—PG-789

13 (63) West-Mus
OVER THE SANTA FE TRAIL
R—Mar. 1—PG-796

14 (93) Drama 715
MY BROTHER TALKS TO HORSES
Butch Jenkins
Peter Lawford
Beverly Tyler
R—Nov. 23—PG-766

15 (54) Western 675
VALLEY OF FEAR
Johnny Mack Brown
Raymond Hatton
Reno Blair

15 (100) Western 608
ANGEL & THE BADMAN
R—Mar. 1—PG-796

15 (74) Comedy 606
MAGNIFICENT ROGUE
R—Mar. 22—PG-803

(67) Drama 708
STRANGE JOURNEY
Paul Kelly
Osa Massen
Hillary Brooke
R—Sept. 14—PG-751

FEBRUARY 22

(100) Mys-Dr 830
DEAD RECKONING
Humphrey Bogart
Lizabeth Scott
R—Jan. 18—PG-781

21 (97) Outdr-Dr 4606
CALIFORNIA
Ray Milland
Barbara Stanwyck
Barry Fitzgerald
R—Dec. 21—PG-774

Group 3
(117) Fantasy 762
SINBAD THE SAILOR
Douglas Fairbanks jr.
Maureen O'Hara
Walter Slezak
R—Jan. 18—PG-782

15 (56) Outdoor 663
VIGILANTES OF BOOMTOWN
Allan Lane
R—Mar. 8—PG-799

15 (75) Outdr-Mus 641
APACHE ROSE
R—Mar. 22—PG-803

22 (88) Mus-Dr
THE FABULOUS DORSEYS
Tommy Dorsey
Jimmy Dorsey
Janet Blair
R—Mar. 1—PG-794

22 (111) Drama 614
NORA PRENTISS
Ann Sheridan
Kent Smith
Bruce Bennett
Robert Alda
Rosemary DeCamp
R—Feb. 8—PG-787

MARCH 1

(82) Mys-Dr 832
MR. DISTRICT ATTORNEY
Dennis O'Keefe
Marguerite Chapman
Adolphe Menjou
Michael O'Shea
R—Jan. 11—PG-779

Reprint
28 (115) Drama 713
BOOM TOWN
Clark Gable
Spencer Tracy
Hedy Lamarr

28 (54) Western 751
LAW OF THE LASH
Al LaRue
Al "Fuzzy" St. John
R—Mar. 8—PG-799

Group 4
(67) Mus-Dr 718
BEAT THE BAND
Frances Langford
Ralph Edwards
Phillip Terry
Gene Krupa
R—Mar. 1—PG-794

Rerelease
(106) Mus-Dr 709
ALEXANDER'S RAG-TIME BAND
Tyrone Power
Alice Faye
Don Ameche
Ethel Merman

Reissue
(81) Outdoor-Drama
WHEN THE DALTONS RODE
Randolph Scott
Kay Francis

MARCH 8

6 (65) Mystery 819
THIRTEENTH HOUR
Richard Dix
R—Feb. 22—PG-792

6 (54) Western 866
LONE HAND TEXAN
R—Mar. 8—PG-799

(112) Drama 716
THE BEGINNING OR THE END
Robert Walker
Tom Drake
Brian Donlevy
Audrey Totter
R—Mar. 1—PG-794

7 (77) Comedy 4607
EASY COME, EASY GO
Barry Fitzgerald
Diana Lynn
Sonny Tufts
R—Feb. 1—PG-785

2 (67) Drama 701
DEVIL ON WHEELS
Noreen Nash
Darryl Hickman
Jan Ford
James Cardwell
R—Feb. 8—PG-788

Group 4
(63) Drama 719
THE DEVIL THUMBS A RIDE
Lawrence Tierney
Ted North
R—Mar. 8—PG-797

8 (66) Com-Mus 605
THE GHOST GOES WILD
James Ellison
Anne Gwynne
Edward Everett Horton
Ruth Donnelly
Stephanie Bachelor
R—Apr. 12—PG-810

8 (112) Drama
THE PRIVATE AFFAIRS OF BEL AMI
George Sanders
Angela Lansbury
Ann Dvorak
R—Mar. 1—PG-793

(106) Dra-Mus 608
SONG OF SCHEHERAZADE
Yvonne De Carlo
Brian Donlevy
Jean Pierre Aumont
Eve Arden
R—Feb. 1—PG-786

8 (101) M'drama 615
PURSUED
Teresa Wright
Robert Mitchum
Judith Anderson
Dean Jagger
Alan Hale
R—Feb. 22—PG-791

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FOREIGN Language

(74) Rom-Dr
Vog
POSTMASTER'S DAUGHTER
R—Sept. 7—PG-749

(105) Comedy
Azteca
AHI ESTA EL DETALLE
Cantinflas
R—Sept. 7—PG-750

(105) Musical
SOTA CABALLO Y REY
R—Sept. 7—PG-750

(162) Drama
Tricolor
CHILDREN OF PARADISE
R—Jan. 4—PG-778

(105) Drama
Azteca
HASTA QUE PERDIO JALISCO
Jorge Negrete
R—Oct. 5—PG-755

(112) Drama
Siritzky-Int'l
WELL-DIGGER'S DAUGHTER
Raimu-Fernandel
R—Oct. 5—PG-756

(107) War-Dr
Artkino
TURNING POINT
R—Nov. 9—PG-763

(60) Docum.
Brandt-Chapel
STORY OF THE POPE
R—Dec. 28—PG-776

(80) Drama
Lopert
MAN'S HOPE
R—Jan. 11—PG-779

(89) Operetta
Saga
QUEEN FOR A NIGHT
R—Jan. 18—PG-782

FEATURE CHART

CHECK RUNNING TIME WITH LOCAL EXCHANGES

MISCELLANEOUS | WARNER-F.N. | UNIV.-INTL | UNITED ARTISTS | 20TH-FOX | SCREEN GUILD | REPUBLIC | RKO RADIO | P.R.C. | PARAMOUNT | MONOGRAM | M-G-M | COLUMBIA

MARCH 15	MARCH 22	MARCH 29	APRIL 5	APRIL 12	APRIL 19	APRIL 26	MAY 3
	20 (70) Drama 814 MILLIE'S DAUGHTER R—Mar. 8—PG-798 (95) Mys-Dr 833 JOHNNY O'CLOCK Dick Powell Evelyn Keyes R—Jan. 18—PG-781	27 (57) Western 864 WEST OF DODGE CITY R—Mar. 29—PG-806 27 (79) Outdr-Dr 809 KING OF THE WILD HORSES R—Mar. 22—PG-803		10 (67) Comedy 808 BLONDIE'S HOLIDAY Penny Singleton Arthur Lake Larry Simms R—Mar. 8—PG-798	(83) Drama 836 THE GUILT OF JANET AMES Rosalind Russell Melvyn Douglas Sid Caesar R—Mar. 8—PG-798	(82) Drama 834 FRAMED Glenn Ford-Janis Carter R—Mar. 8—PG-798 24 (59) Western 867 LAW OF THE CANYON Starrett-Burnette	1 (69) Drama FOR THE LOVE OF RUSTY Ted Donaldson Tom Powers Ann Doran R—June 28—PG-834
			4 (103) Musical 718 IT HAPPENED IN BROOKLYN Frank Sinatra Jimmy Durante Kathryn Grayson Peter Lawford R—Mar. 8—PG-797	11 (92) Drama 719 LITTLE MR. JIM Butch Jenkins James Craig Frances Gifford R—June 15—PG-729		25 (131) Drama 720 SEA OF GRASS Spencer Tracy Katharine Hepburn Robert Walker Melvyn Douglas R—Feb. 15—PG-790	2 (91) Drama HIGH BARBAREE Van Johnson June Allyson Claude Jarman jr. Thomas Mitchell R—Mar. 15—PG-801
15 (64) Drama 613 FALL GUY Cliff Penn Teala Loring Robert Armstrong R—Mar. 8—PG-800	22 (71) Drama 614 THE GUILTY Bonita Granville Don Castle John Litel R—Mar. 22—PG-804	29 (58) Western 676 TRAILING DANGER Johnny Mack Brown Raymond Hatton Peggy Wynne	5 (55) Western 684 SIX GUN SERENADE Jimmy Wakely Lee "Lasses" White	11 (72) Drama 615 VIOLENCE Nancy Coleman Michael O'Shea R—Apr. 19—PG-812	Allied Artists 19 (116) Comedy IT HAPPENED ON FIFTH AVENUE Don DeFore Ann Harding Victor Moore R—Feb. 8—PG-788	26 (59) Western 671 LAND OF THE LAWLESS Johnny Mack Brown Raymond Hatton Christine McIntyre	Reissue 3 (73) Drama QUEEN OF THE YUKO Charles Bickford Irene Rich
	21 (88) Rom-Com 4608 SUDDENLY IT'S SPRING Paulette Goddard Fred MacMurray Macdonald Carey Arleen Whelan R—Feb. 15—PG-789	28 (72) Drama 4620 SEVEN WERE SAVED Richard Denning Catherine Craig Russell Hayden R—Mar. 1—PG-795	4 (88) Comedy 4609 MY FAVORITE BRUNETTE Bob Hope Dorothy Lamour Peter Lorre Lon Chaney R—Feb. 22—PG-791		Pine-Thomas Prod. 18 (72) Drama 4621 FEAR IN THE NIGHT Paul Kelly Kay Scott DeForest Kelley Ann Doran R—Mar. 1—PG-795	25 (97) Drama 4610 IMPERFECT LADY Ray Milland Teresa Wright Virginia Field Sir Cedric Hardwicke R—Mar. 15—PG-802	2 (91) Drama 46 BLAZE OF NOON Anne Baxter William Holden Sonny Tufts William Bendix Sterling Hayden R—Mar. 8—PG-797
17 (54) Western 745 RANGE BEYOND THE BLUE R—Mar. 15—PG-802 Eagle-Lion 17 (98) Drama 103 ADVENTURESS R—Mar. 15—PG-801	22 (59) Drama SP72 UNTAMED FURY R—Apr. 5—PG-808 Reissue 22 (97) Western 731 KIT CARSON D. Andrews-J. Hall	Eagle-Lion (74) Drama 104 LOST HONEYMOON Franchot Tone R—Mar. 15—PG-801 Reissue 22 (94) Western 732 LAST OF THE MOHICANS	5 (64) Drama 715 THREE ON A TICKET Hugh Beaumont Cheryl Walker Paul Bryar Ralph Dunn R—Apr. 12—PG-809	12 (61) Western 746 WEST TO GLORY Eddie Dean R—May 3—PG-816 12 (62) Mystery 707 PHILO VANCE'S GAMBLE R—May 3—PG-815	19 (63) Drama 702 THE BIG FIX James Brown-Sheila Ryan R—May 12—PG-817	26 (38-39) Westerns SIX BRONCO BUCKAROO REISSUES 4 with Buster Crabbe and Fuzzy St. John 2 with Tex O'Brien and Jim Newbill	
Group 4 (94) Com-Dr 716 THE FARMER'S DAUGHTER Loretta Young Joseph Cotten Ethel Barrymore R—Feb. 22—PG-792		Group 4 (84) Western 717 TRAIL STREET Randolph Scott Robert Ryan Anne Jeffreys R—Mar. 1—PG-794		Group 4 (57) Western 720 CODE OF THE WEST James Warren Debra Alden R—Mar. 8—PG-799	Group 5 (72) Adventure 723 TARZAN AND THE HUNTRESS Johnny Weissmuller Brenda Joyce John Sheffield R—Mar. 29—PG-806		Group 5 (89) Comedy A LIKELY STORY Barbara Hale Bill Williams R—Apr. 19—PG-812
	22 (90) Musical 610 HIT PARADE OF 1947 E. Albert-C. Moore R—May 3—PG-816	1 (71) West-Mus 683 TWILIGHT ON THE RIO GRANDE Gene Autry Adele Mara Sterling Holloway R—Apr. 19—PG-811	1 (58) Outdoor 664 HOMESTEADERS OF PARADISE VALLEY Allan Lane R—Apr. 26—PG-813 1 (71) Com-Dr 611 YANKEE FAKIR R—Apr. 12—PG-810		15 (78) Mus-West 642 BELLS OF SAN ANGELO Roy Rogers-Dale Evans R—May 31—PG-824	24 (66) Drama 612 SPOILERS OF THE NORTH Paul Kelly Adrian Booth Evelyn Ankers R—May 12—PG-817	
Rerelease 15 (60) Western HC07 RUSTLER'S VALLEY William Boyd George Hayes Russell Hayden			5 (69) Outdr-Dr 4614 BELLS OF SAN FERNANDO Donald Woods Gloria Warren R—Apr. 5—PG-807	Rerelease 12 (59) Western HC08 TEXAS TRAIL William Boyd Russell Hayden George Hayes	19 (66) Outdr-Dr 4613 BUFFALO BILL RIDES AGAIN Richard Arlen Jennifer Holt R—Apr. 5—PG-807	Rerelease 26 (71) Western HC09 PARTNERS OF THE PLAINS William Boyd Harvey Clark Russell Hayden	3 (65) Horror-Dr 46 SCARED TO DEATH Bela Lugosi Joyce Compton
(66) Drama 711 BACKLASH Jean Rogers Richard Travis Larry Blake John Eldredge Leonard Strong R—Mar. 29—PG-805			(95) Musical 710 CARNIVAL IN COSTA RICA Dick Haymes Vera-Ellen Cesar Romero Celeste Holm R—Mar. 29—PG-805	(98) Drama 712 THE LATE GEORGE APLEY Ronald Colman Peggy Cummins Vanessa Brown Richard Haydn Charles Russell R—Feb. 8—PG-788	(76) Drama 714 SAN DEMETRIO, LONDON Walter Fitzgerald Mervyn Johns Ralph Michael Robert Beatty Charles Victor R—Apr. 5—PG-808		
16 (93) Comedy FUN ON A WEEKEND Eddie Bracken Priscilla Lane R—June 14—PG-830	22 (89) Drama THE MACOMBER AFFAIR Gregory Peck Joan Bennett Robert Preston R—Jan. 25—PG-784	5 (66) Western UNEXPECTED GUEST William Boyd R—Dec. 14—PG-772			19 (89) Musical NEW ORLEANS Arturo de Cordova Dorothy Patrick R—May 3—PG-815		3 (94) Out'r-Dr RAMROD Joel McCrea Veronica Lake Don DeFore Donald Crisp R—Mar. 1—PG-793
(103) Drama 609 SMASH-UP Lee Bowman Susan Hayward Marsha Hunt Eddie Albert Carl Esmond R—Feb. 15—PG-789	(103) Drama 611 STAIRWAY TO HEAVEN David Niven-Kim Hunter R—Dec. 21—PG-773 Reissue (94) Outdoor-Drama DESTRY RIDES AGAIN Dietrich-Stewart	(70) West Dr 610 MICHIGAN KID Jon Hall Victor McLaglen Rita Johnson R—Feb. 22—PG-792	(78) Comedy 612 BUCK PRIVATES COME HOME Bud Abbott Lou Costello Tom Brown Joan Fulton R—Mar. 15—PG-802	Reissue (73) Comedy 2793 YOU CAN'T CHEAT AN HONEST MAN W. C. Fields Edgar Bergen Charlie McCarthy	Reissue (78) Drama 2794 I STOLE A MILLION George Raft Claire Trevor Victor Jory		(88) Drama 6 TIME OUT OF MIND Phyllis Calvert Robert Hutton Ella Raines R—Mar. 22—PG-804
		29 (84) Com-Dr 616 THAT WAY WITH WOMEN Dane Clark Martha Vickers Sydney Greenstreet R—Feb. 22—PG-791		12 (97) Drama 617 STALLION ROAD Ronald Reagan Alexis Smith Zachary Scott R—Mar. 29—PG-805		Reissues: 26 (109) Drama 618 THE SEA HAWK Errol Flynn-Claude Rains 26 (87) Drama 619 THE SEA WOLF Edward G. Robinson Ida Lupino-John Garfield	(83) Comedy 62 LOVE AND LEARN Jack Carson Robert Hutton Martha Vickers Janis Paige R—Mar. 29—PG-806

FOREIGN Language

(93) Mus-Dr
Saga
APPASSIONATA
Viveca Lindfors
R—Jan. 18—PG-782

(85) Drama
West. Hem.
CLANDESTINE
R—Jan. 18—PG-781
(80) Fant-Drama
Distinguished
CARNIVAL OF SINNERS
R—Jan. 18—PG-781

(89) Fant-Com
Vog Film
FRANCIS THE FIRST
Fernandel
R—Jan. 25—PG-784

(112) Melodrama
Azteca
ROSALINDA
R—Jan. 25—PG-783
(88) Fantasy
Artkino
STONE FLOWER
R—Feb. 8—PG-788

(110) Mus-Dr
Superfilm
BEFORE HIM ALL ROME TREMBLED
Anna Magnani
R—Mar. 8—PG-800

(87) Mus-Com
Lopert
CAGE OF NIGHTINGALES
R—Mar. 8—PG-800

(85) Drama
A.F.E.
ANGEL AND SINNER
R—Mar. 8—PG-800
(95) Drama
Oxford
TORMENT
R—May 10—PG-818

MAY 10	MAY 17	MAY 24	MAY 31	JUNE 7	JUNE 14	JUNE 21	JUNE 28
	15 (70) Mystery 820 BULLDOG DRUMMOND AT BAY Ron Randell Anita Louise Pat O'Moore R—May 12—PG-818		29 (72) Mystery 817 THE MILLERSON CASE Warner Baxter Nancy Saunders R—June 28—PG-834 29 (54) Western 868 PRAIRIE RAIDERS Starrett-Burnette	31 (68) Mystery THE CORPSE CAME C.O.D. George Brent Joan Blondell Adele Jergens		21 (69) Musical LITTLE MISS BROADWAY Jean Porter John Shelton Ruth Donnelly	
	16 (90) Comedy 722 UNDERCOVER MAISIE Ann Sothern Barry Nelson R—June 7—PG-826	Reprint (103) Musical 723 THE GREAT WALTZ Luise Rainer Fernand Gravet	31 (128) Drama 717 ◎THE YEARLING Gregory Peck Jane Wyman Claude Jarman jr. R—Dec. 7—PG-770	7 (90) Melodrama 724 DARK DELUSION James Craig Lucille Bremer Lionel Barrymore R—Apr. 12—PG-809	(103) Mus Com 725 LIVING IN A BIG WAY Gene Kelly Marie McDonald Charles Winninger R—June 7—PG-825		
(63) Melodrama 616 RD BOILED MAHONEY Gorcey very Boys la Loring -May 3—PG-816	17 (63) Teen-Ager 618 SARGE GOES TO COLLEGE Alan Hale jr. June Preisser R—May 12—PG-817	24 (56) Western 672 LAW COMES TO GUNSIGHT Johnny Mack Brown Raymond Hatton	31 (58) Western 682 SONG OF THE WASTELAND Jimmy Wakely Lee "Lasses" White	Reissue 7 (61) Drama 619 WOLF CALL John Carroll Movita		21 (78½) Drama 620 HIGH CONQUEST Gilbert Roland Anna Lee Warren Douglas R—Mar. 22—PG-804	
		23 (60) M'drama 4622 BIG TOWN Philip Reed Hillary Brooke Robert Lowery R—Feb. 22—PG-791	30 (83) M'drama 4612 CALCUTTA Alan Ladd William Bendix Gail Russell R—Apr. 19—PG-811			20 (66) Melodrama 4623 DANGER STREET Jane Withers Robert Lowery R—Mar. 1—PG-796	
(55) Western 752 RDER FEUD LaRue "Fuzzy" St. John -May 24—PG-822	Eagle-Lion 22 (93) Drama REPEAT PERFORMANCE Louis Hayward R—May 31—PG-823 24 (60) Drama 716 TOO MANY WINNERS R—June 7—PG-828	Reissues 24 (111) Drama 733 CORSICAN BROTHERS Douglas Fairbanks jr. Akim Tamiroff 24 (102) Drama 734 INTERNATIONAL LADY G. Brent-I. Massey	31 (63) Drama 717 KILLER AT LARGE Robert Lowery Anabel Shaw R—June 7—PG-828	7 (70) Drama 703 STEPCHILD Brenda Joyce Donald Woods R—June 21—PG-832	14 (64) Mystery 708 PHILO VANCE RETURNS Alan Curtis Terry Austin R—May 3—PG-815		
up 5 (68) Musical 725 NJO ryn Moffett queline White ter Reed 's O'Connor -Apr. 26—PG-814	Group 5 16 (92) Drama 722 BORN TO KILL Lawrence Tierney Claire Trevor Walter Slezak R—Apr. 26—PG-814	(74) Comedy 721 HONEYMOON Shirley Temple Guy Madison Franchot Tone R—Apr. 19—PG-812		(71) Drama 727 WOMAN ON THE BEACH Joan Bennett Charles Bickford Robert Ryan R—May 17—PG-820		(86) Drama CROSSFIRE Robert Young Robert Mitchum Robert Ryan R—June 28—PG-833	
	15 (58) Out'dr-Dr 665 OREGON TRAIL SCOUTS R—May 24—PG-821 15 (66) Mus Com 609 ◎THAT'S MY GAL R—June 7—PG-825 17 (71) Mus-Com 614 WINTER WONDERLAND R—June 7—PG-825			1 (99) Com-Dr 613 THAT'S MY MAN Don Ameche Catherine McLeod R—Apr. 12—PG-810	10 (58) Drama 616 WEB OF DANGER Adele Mara Bill Kennedy R—June 21—PG-831	15 (72) Western 684 SADDLE PALS Gene Autry Lynn Roberts R—June 21—PG-831	(91) Drama 615 NORTHWEST OUTPOST Nelson Eddy Ilona Massey R—May 17—PG-819
elease (59) Western HC10 SSIDY OF BAR 20 liam Boyd ssell Hayden nk Darien	17 (60) Drama 4615 SHOOT TO KILL Russell Wade Susan Walters R—Apr. 12—PG-809			7 (60) Outdr-Dr 4616 BUSH PILOT Rochelle Hudson Jack LaRue	Rerelease 14 (68) Western HC11 HEART OF ARIZONA William Boyd George Hayes Russell Hayden	21 (65) Mus-Com 4619 HOLLYWOOD BARN DANCE Ernest Tubb Lori Talbott Earl Hodgins R—June 7—PG-827	
(104) Drama 715 E GHOST AND MRS. MUIR ne Tierney k Harrison orge Sanders na Best nessa Brown -May 24—PG-821	(96) Drama 713 ◎THE HOMESTRETCH Cornel Wilde Maureen O'Hara Glenn Langan Helen Walker James Gleason R—Apr. 26—PG-814	(64) Drama 716 JEWELS OF BRANDENBURG Richard Travis Micheline Cheirel Leonard Strong Carol Thurston R—Apr. 19—PG-811		(82) Drama 717 MOSS ROSE Peggy Cummins Victor Mature Ethel Barrymore Vincent Price Margo Woode R—May 24—PG-821	(96) Drama 718 MIRACLE ON 34th STREET Maureen O'Hara John Payne Edmund Gwenn Gene Lockhart Natalie Wood R—May 10—PG-818	Rerelease (95) Drama 719 WESTERN UNION Robert Young Randolph Scott Dean Jagger Virginia Gilmore John Carradine	
(65) Drama ADVENTURES OF DON COYOTE chard Martin ances Rafferty -May 3—PG-815	17 (85) Drama DISHONORED LADY Hedy Lamarr Dennis O'Keefe John Loder R—Apr. 26—PG-813	24 (59) Western DANGEROUS VENTURE William Boyd Andy Clyde R—Mar. 1—PG-793	31 (92) Musical COPACABANA Groucho Marx Carmen Miranda Andy Russell Gloria Jean R—June 21—PG-831			(72) Comedy STORK BITES MAN Jackie Cooper Gene Roberts	
		Reissue (101) Drama 2795 MAGNIFICENT OBSESSION Irene Dunne Robert Taylor	Reissue (84) Mus-Dr 2796 100 MEN AND A GIRL Deanna Durbin Leopold Stokowski Adolphe Menjou	(87) Drama 615 THE WEB Edmund O'Brien Ella Raines William Bendix R—May 31—PG-823	(116) Drama ODD MAN OUT James Mason Kathleen Ryan R—Mar. 1—PG-793	(99) Drama 616 IVY Joan Fontaine Patric Knowles R—June 14—PG-829	
		24 (99) Drama 621 TWO MRS. CARROLLS Humphrey Bogart Barbara Stanwyck Alexis Smith R—Mar. 29—PG-806			14 (100) Drama 622 CHEYENNE Dennis Morgan Jane Wyman Janis Paige Bruce Bennett R—Apr. 26—PG-813		

FOREIGN Language

(90) Comedy
Distinguished
HER FIRST AFFAIR
Danielle Darrieux
Louis Jourdan
R—Mar. 15—PG-801

(110) Opera-Com
Exelsior
BARBER OF SEVILLE
Ferruccio Tagliavini
R—May 10—PG-817

(105) Drama
Siritzky-Int'l
THE QUEEN'S NECKLACE
Viviane Romance
R—May 31—PG-823

(90) Drama
Film Rights Int'l
TWO ANONYMOUS LETTERS
R—June 7—PG-828
(91) Drama Superfilm
THE LITTLE MARTYR
R—June 7—PG-828

(68) Documentary
Artkino
NUREMBERG TRIALS
R—June 7—PG-827
(95) Drama
Mage
THE BELLMAN
R—June 7—PG-827

(90) Relig. Dr.
Simpex
MIRACLE OF MONTE CASSINO
R—June 14—PG-829

COLUMBIA M.G.M. MONOGRAM PARAMOUNT P.R.C. RKO RADIO REPUBLIC SCREEN GUILD 20TH-FOX UNITED ARTISTS UNIV. INT'L WARNER-F.N. MISCELLANEOUS

P. G.	Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
		A											
	767	Abie's Irish Rose (96)		UA	11-30-46	+	=	–	±	+	±		4+ 6–
	815	Adventures of Don Coyote (66)		UA	5- 3-47	+		±	∓	∓	±		6+ 3–
	801	Adventuress, The (98)		E-L	3-15-47	+	±		±	∓	∓	∓	9+ 2–
	766	Affairs of Geraldine (68)		Rep.	11-30-46	±	∓	∓	∓	∓	±		6+ 6–
	777	Alias Mr. Twilight (69)		Col.	1- 4-47	±	±		±	+	∓		6+ 3–
	796	Angel and the Badman (100)		Rep.	3- 1-47	+	±	+	+	+	∓	±	8+ 2–
	754	Angel on My Shoulder (101)		UA	9-28-46	+	+	∓	+	+	∓	+	9+
	803	Apache Rose (75)		Rep.	3-22-47	±		+	+	∓	+		5+ 2–
	790	Arnelo Affair, The (86)		MGM	2-15-47	+	+	+	+	±	±		6+ 2–
		B											
	826	Bachelor and the Bobby-Soxer (95)		RKO	6- 7-47	∓	+	+	+	+			6+
	752	Bachelor's Daughters, The (90)		UA	9-14-46	±	+	+	∓	+	±	+	8+ 2–
	805	Backlash (66)		20-Fox	3-29-47	∓	±	±	±	–	±	±	6+ 7–
	814	Banjo (67)		RKO	4-26-47	±	∓	±	±	∓		±	6+ 6–
	766	Beast With Five Fingers, The (88)		WB	11-30-46	∓	±	+	∓	–	–	±	5+ 6–
	794	Beat the Band (67)		RKO	3- 1-47	∓	∓	∓	±	±	±		6+ 6–
	786	Bedelia (95)		E-L	2- 1-47	+	±		+	±		+	5+ 2–
	794	Beginning or the End, The (112)		MGM	3- 1-47	∓	+	∓	+	∓	+	∓	11+
	824	Bells of San Angelo (78)		Rep.	5-31-47	+			∓	∓	+		6+
	807	Bells of San Fernando (74)		SG	4- 5-47	±		–	±	±	–		3+ 5–
	755	Below the Deadline (65)		Mono.	10- 5-46	±	±	+	±	∓	±	∓	7+ 6–
	769	Best Years of Our Lives, The (172)		RKO	12- 7-46	∓	∓	∓	∓	∓	∓	∓	14+
	767	Betty Co-Ed (71)		Col.	11-30-46	±	∓	±	+	±	±		6+ 5–
	817	Big Fix, The (63)		PRC	5-10-47	+	±		+	±		∓	5+ 3–
	791	Big Town (60)		Para.	2-22-47	±	±	∓	±	±	±		6+ 6–
	797	Blaze of Noon (90)		Para.	3- 8-47	±	±	+	±	+	+	+	7+ 3–
	787	Blind Spot (73)		Col.	2- 8-47	∓	±		+	+	∓		5+ 3–
	755	Blondie Knows Best (69)		Col.	10- 5-46	+	±	±	+	+	±		6+ 3–
	773	Blondie's Big Moment (69)		Col.	12-21-46	±	±				±	∓	4+ 4–
	798	Blondie's Holiday (67)		Col.	3- 8-47	±	±	±			±	∓	5+ 5–
	754	Blue Skies (102)		Para.	9-28-46	∓	∓	∓	∓	+	∓	∓	13+
	830	Bob, Son of Battle (103)		20-Fox	6-14-47	±	±	+	+	∓	∓	+	9+ 2–
	786	Boomerang (88)		20-Fox	2- 1-47	+	∓	∓	+	+	∓	∓	11+
	822	Border Feud (55)		PRC	5-24-47	±		±	±			∓	4+ 4–
	814	Born to Kill (92)		RKO	4-26-47	∓	±	±	±	±	±	±	7+ 7–
	783	Born to Speed (59)		PRC	1-25-47	±	±	±	±	±	±	∓	7+ 7–
	772	Boston Blackie and the Law (69)		Col.	12-14-46	±	±	+		±	±	∓	6+ 5–
	790	Brasher Doubloon, The (72)		20-Fox	2-15-47	+	±	∓	+	±	±	±	7+ 5–
	748	Brief Encounter (85)		U-I	8-31-46	±	+		+		∓	∓	7+ 1–
	759	Bringing Up Father (68)		Mono.	10-19-46	±	±	±	±	±	+		6+ 5–
		Brute Force (98)		U-I			+		∓	+			4+
	761	Brute Man, The (58)		PRC	11- 2-46	∓	±	∓		±	–	=	4+ 7–
	802	Buck Privates Come Home (78)		U-I	3-15-47	∓	±	+	+	∓	±	∓	9+ 3–
	807	Buffalo Bill Rides Again (70)		SG	4- 5-47	–		–			–		3–
	818	Bulldog Drummond at Bay (70)		Col.	5-10-47	∓				±	–		2+ 3–
		C											
	611	Calcutta (83)		Para.	4-19-47	±	±	+	±	∓	±	+	8+ 4–
	789	Calendar Girl (88)		Rep.	2-15-47	±	±	∓	±	∓	±	+	7+ 6–
	774	California (97)		Para.	12-21-46	+	±	±	+	∓	+	∓	9+ 2–
	116	Captive Heart, The (87)		U-I	5- 3-47	∓	±		+	±	∓	∓	8+ 3–
	797	Carnegie Hall (136)		UA	3- 8-47	±	±	+	∓	∓	∓	∓	11+ 2–
	805	Carnival in Costa Rica (96)		20-Fox	3-29-47	±	±	+	+	+	+	±	7+ 3–
	759	Chase, The (86)		UA	10-19-46	+	±	±			±	+	5+ 3–
	813	Cheyenne (100)		WB	4-26-47	∓	±	+	+	∓	+		8+ 1–
	760	Child of Divorce (62)		RKO	10-19-46	+	±	±	±	+	+	±	7+ 4–
	789	Cigarette Girl (67)		Col.	2-15-47	±	±		±	±	±	∓	6+ 6–
	752	Cloak and Dagger (106)		WB	9-14-46	∓	∓	+	+	∓	∓	+	11+
	799	Code of the West (57)		RKO	3- 8-47	+	±	±	±	∓	±		6+ 5–
	831	Copacabana (92)		UA	6-21-47	+	+	±	∓	∓	+		8+ 1–
		Corpse Came C.O.D., The (..)		Col.			±				±		2+ 2–
	776	Crime Doctor's Manhunt (61)		Col.	12-28-46	±	±	∓		+	±	±	6+ 5–
	765	Cross My Heart (83)		Para.	11-23-46	+	±	±	±	±	–	+	6+ 5–
	819	Cynthia (102)		MGM	5-17-47	∓	+	+	+	∓	∓		9+
		D											
	796	Danger Street (66)		Para.	3- 1-47	∓	±	∓	±	±	∓		6+ 6–
	771	Dangerous Millions (68)		20-Fox	12-14-46	±	±	±	+	±	±	∓	7+ 6–
	758	Dangerous Money (66)		Mono.	10-12-46	+	∓			±	∓	±	5+ 5–
	793	Dangerous Venture (59)		UA	3- 1-47	±		∓	±	+	+		5+ 3–
	809	Dark Delusion (90)		MGM	4-12-47	+	±	±	±	+	±		6+ 4–
	758	Dark Mirror, The (85)		U-I	10-12-46	+	+	±	+	∓	∓	+	9+ 1–
	781	Dead Reckoning (100)		Col.	1-18-47	+	+	+	+	+	+	+	7+
	824	Dear Ruth (95)		Para.	5-31-47	+	∓		∓	∓	+	+	9+
	760	Deception (112)		WB	10-19-46	+	±	+	+	+	+	+	7+ 1–
	751	Decoy (76)		Mono.	9-14-46	±	±	+	+	+	–	+	6+ 3–
	820	Desperate (73)		RKO	5-17-47	+	±	±	±	+			5+ 3–
	788	Devil on Wheels (67)		PRC	2- 8-47	∓	∓		±	±	∓	±	7+ 5–
	797	Devil Thumbs a Ride, The (63)		RKO	3- 8-47	+	±	+	+	±	±	±	7+ 4–
	753	Devil's Playground, The (60)		UA	9-28-46	±		+	±	±	±		5+ 4–
	765	Dick Tracy vs. Cueball (62)		RKO	11- 9-46	±	±	+	±	±	–	±	6+ 6–
	822	Dick Tracy's Dilemma (60)		RKO	5-24-47	∓	±	±	±	+	±		7+ 4–
	813	Dishonored Lady (86)		UA	4-26-47	+	±	±	+	∓	±	+	8+ 3–
	757	Driftin' River (55)		PRC	10-12-46	±			±	∓	±	∓	5+ 5–
	780	Duel in the Sun (140)		SRO	1-11-47	∓		+	∓	∓	+	+	9+
		E											
	785	Easy Come, Easy Go. (77)		Para.	2- 1-47	±	∓	±	±	±	+	±	7+ 6–
	808	Egg and I, The (108)		U-I	4- 5-47	∓	+	+	+	∓	+	+	9+

P. G.	Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
		F											
	794	Fabulous Dorseys, The (90)		UA	3- 1-47	±	±	±	+	±	+	±	7+ 5–
	775	Fabulous Suzanne, The (71)		RKO	12-28-46	±	±	±	±	±	±	–	6+ 7–
	775	Falcon's Adventure, The (61)		RKO	12-28-46	∓	±	±	±	+	±	±	7+ 6–
	800	Fall Guy (64)		Mono.	3- 8-47	∓	±		±	+	±	∓	6+ 5–
	792	Farmer's Daughter, The (94)		RKO	2-22-47	+	+	+	+	+	∓	+	8+
	795	Fear in the Night (71)		Para.	3- 1-47	+	±	+	+	+	±	±	7+ 3–
	830	Fiesta (104)		MGM	6-14-47	±	+		∓	∓	∓		8+
		Fighting Frontiersman, The (61)		Col.						±			1+ 1–
	758	Fool's Gold (63)		UA	10-12-46	±		±	±	+	+		5+ 3–
		For the Love of Rusty (69)		Col.			∓				±	∓	3+ 3–
	798	Framed (80)		Col.	3- 8-47	±	±	+	+	±	+	+	7+ 3–
	830	Fun on a Weekend (96)		UA	6-14-47	+	+	+	+	∓	±		7+ 1–
		G											
	784	Gallant Bess (101)		MGM	1-25-47	±	±	+	+	+	+	±	7+ 3–
	752	Gallant Journey (86)		Col.	9-14-46	±	∓	∓	+	±	+	±	7+ 5–
	759	Gas House Kids (68)		PRC	10-19-46	∓	±		±	∓	±	∓	6+ 6–
	753	Gentleman Joe Palooka (72)		Mono.	9-28-46	±	±		±	±	+		5+ 4–
	821	Ghost and Mrs. Muir, The (104)		20-Fox	5-24-47	∓	+	+	∓	∓	∓		10+
	810	Ghost Goes Wild, The (66)		Rep.	4-12-47	±	±		±	±	∓		5+ 5–
	812	Ginger (67)		Mono.	4-19-47	∓	∓			∓	∓	∓	4+ 4–
	807	Great Expectations (115)		U-I	4- 5-47	+	∓		∓	∓	∓	∓	11+
	798	Guilt of Janet Ames, The (81)		Col.	3- 8-47	+	±	±		+	+	+	6+ 2–
	804	Guilty, The (71)		Mono.	3-22-47	+	+		+		±	±	5+ 2–
	830	Gunfighters (87)		Col.	6-14-47	+		±	+	∓	+	±	7+ 2–
		H											
	816	Hard-Boiled Mahoney (63)		Mono.	5- 3-47	±				–		∓	2+ 3–
	777	Heldorado (70)		Rep.	1- 4-47	±		+	±	±	+		5+ 3–
	753	Her Sister's Secret (86)		PRC	9-28-46	±	±	±	+	+	+	±	7+ 4–
	801	High Barbaree (92)		MGM	3-15-47	±	±	+	+	∓	∓	+	9+ 2–
	804	High Conquest (83)		Mono.	3-22-47	+	+	+	+	±	+		6+ 1–
	816	Hit Parade of 1947 (90)		Rep.	5- 3-47	+	±	±	+	+	±	+	7+ 3–
	827	Hollywood Barn Dance (73)		SG	6- 7-47	=		±	±	+			3+ 4–
	763	Home in Oklahoma (72)		Rep.	11- 9-46	±		+	±	±	±		5+ 4–
	813	Homesteaders of Paradise Valley (58)		Rep.	4-26-47	±				+	±		3+ 2–
	814	Homestretch, The (106)		20-Fox	4-26-47	∓	±	±	±	∓	+	+	9+ 3–
	812	Honeymoon (74)		RKO	4-19-47	+	±	–	±	∓	+	+	6+ 4–
	821	Hoppy's Holiday (60)		UA	5-24-47	±		±	±	±			4+ 4–
	776	Humoresque (125)		WB	12-28-46	+	+	∓	∓	+	∓	∓	11+
		I											
	795	I Cover Big Town (63)		Para.	3- 1-47	±	±	+	±	±	±		6+ 5–
	756	I Know Where I'm Going (91)		U-I	10- 5-46	±				±	∓		4+ 2–
	832	I Wonder Who's Kissing Her Now (20-Fox)			6-21-47	∓	+	+	∓	+		+	8+
	750	If I'm Lucky (78)		20-Fox	9- 7-46	+	±	±	+	±	±	±	7+ 5–
	783	I'll Be Yours (83)		U-I	1-25-47	±	±	+	±	±	+	±	7+ 5–
	802	Imperfect Lady, The (97)		Para.	3-15-47	∓	±	±	+	∓	+	+	8+ 3–
	797	It Happened in Brooklyn (103)		MGM	3- 8-47	∓	+	+	∓	∓	+	+	10+
	788	It Happened on Fifth Avenue (116)		Allied Artists	2- 8-47	∓	∓	+	∓	+	+	±	10+ 1–
	783	It's a Joke, Son (63)		E-L	1-25-47	+	±	–	+		±		4+ 3–
	774	It's a Wonderful Life (132)		RKO	12-21-46	+	∓	∓	∓	∓	∓	∓	13+
	749	It's Great to Be Young (63)		Col.	9- 7-46	±	–	∓		±	±	∓	5+ 6–
	749	I've Always Loved You (117)		Rep.	9- 7-46	+	±	±	+	+	∓	+	8+ 2–
	829	Ivy (99)		U-I	6-14-47	∓	±	+	+	∓	+	+	9+ 1–
		J											
	811	Jewels of Brandenburg (65)		20-Fox	4-19-47	+	±		±	±	±	±	6+ 5–
	781	Johnny O'Clock (95)		Col.	1-18-47	±	+	+	±	+	+	∓	8+ 2–
	753	Jolson Story, The (128)		Col.	9-28-46	∓	∓	∓	∓	∓	∓	∓	14+
	795	Jungle Flight (67)		Para.	3- 1-47	±	±	±	±	∓	∓		6+ 6–
		K											
	828	Killer at Large (63)		PRC	6- 7-47	+	±	±	±	+			5+ 3–
	819	Killer Dill (72)		SG	5-17-47	+		±	+	+			4+ 1–
	803	King of the Wild Horses (79)		Col.	3-22-47	±	∓		±	+	±		5+ 4–
		L											
	780	Ladies' Man (91)		Para.	1-11-47	+	±	±	+	±	±	∓	7+ 5–
		Lady Chaser (74)		PRC			∓				±		2+ 2–
	766	Lady in the Lake (103)		MGM	11-30-46	+	+	+	+	∓	+	+	8+
	757	Lady Surrenders, A (113)		U-I	10-12-46	±	±		+	±			4+ 3–
		Land of the Lawless (58)		Mono.						+		±	2+ 1–
		Last Frontier Uprising (67)		Rep.						±			1+ 1–
	788	Late George Apley, The (98)		20-Fox	2- 8-47	+	+	+	+	+	+	∓	8+
	799	Law of the Lash (54)		PRC	3- 8-47	±		±		∓	∓	∓	5+ 5–
		Lighthouse (74)		PRC								∓	1+ 1–
	812	Likely Story, A (88)		RKO	4-19-47	–	±	+	±	∓	±		6+ 4–
	759	Little Iodine (57)		UA	10-19-46	±	∓	∓	±	+	∓		6+ 5–
	750	Little Miss Big (61)		U-I	9- 7-46	∓	±	±	∓	–	+		5+ 5–
		Little Miss Broadway (..)		Col.			∓				±		2+ 2–
	825	Living in a Big Way (103)		MGM	6- 7-47	∓	±	+	+	+	+		7+ 1–
	774	Locket, The (85)		RKO	12-21-46	+	+	∓	+	+	∓	±	9+ 1–
	799	Lone Hand Texan, The (57)		Col.	3- 8-47	±		∓		±	±		4+ 4–
	777	Lone Star Moonlight (67)		Col.	1- 4-47	∓							1+ 1–
	780	Lone Wolf in Mexico (70)		Col.	1-11-47	+	–			+	+		4+ 4–
	826	Long Night, The (97)		RKO	6- 7-47	–	+		∓	∓			5+ 1–
	801	Lost Honeymoon (71)		E-L	3-15-47	+	+	+	+	∓	∓		8+ 2–
	806	Love and Learn (85)		WB	3-29-47	±	±	±	±	–	±	±	6+ 7–
	769	Love Laughs at Andy Hardy (93)		MGM	12- 7-46	±	±	+	±	∓	∓	±	8+ 5–

An interpretative analysis of opinions deduced from the language of lay and trade press reviews. The plus and minus signs indicate the degree of favor or disfavor of the review. This department serves also as an ALPHABETICAL INDEX to feature releases. Numeral preceding title is Picture Guide Review page number. In parentheses after title is running time. Date following distributor is BOXOFFICE review date. Listings cover current reviews. It is brought up to date regularly. The meaning of the various signs and their combinations is as follows:

‡ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor.

In the summary ‡ is rated as 2 pluses; = as 2 minuses.

P. G.	Page	Title	Running Time	Distributor	Reviewed	Boxoffice	Harrison's Reports	Variety	Film Daily	Hollywood Reporter	Parents' Magazine	New York Daily News	Summary
		M											
94		Macomber Affair, The (90) UA			1-25-47	+	±	∓	+	+	±	‡	6+ 3−
		Magic Bow, The (..) U-I								−	+		1+ 1−
66		Magnificent Doll, The (94) U-I			11-23-46	+	±	+	+	+	‡	‡	9+ 1−
03		Magnificent Rogue, The (75) Rep.			3-22-47	∓				+	∓		3+ 2−
76		Man I Love, The (96) WB			12-28-46	±	±	+	±	∓	+	±	7+ 5−
50		Margie (94) 20-Fox			10-19-46	+	‡	+	+	+	‡	‡	10+
92		Michigan Kid (70) U-I			2-22-47	±	±	±	±	∓	∓	±	7+ 7−
09		Mighty McGurk, The (85) MGM			4-12-47	+	±	+	+	+	±	±	7+ 2−
		Millerson Case, The (72) Col.								∓		=	1+ 3−
98		Millie's Daughter (70) Col.			3- 8-47	±	±		+	−	±		4+ 4−
18		Miracle on 34th Street (96) 20-Fox			5-10-47	‡	‡	‡	‡	‡	‡	‡	14+
79		Mister District Attorney (81) Col.			1-11-47	±	±	+	±	∓	±	±	7+ 6−
73		Mister Hex (63) Mono.			12-21-46	±	±	±	±	+	±		6+ 5−
13		Monsieur Verdoux (120) UA			4-26-47	‡	±	∓	‡	∓	+	±	9+ 4−
21		Moss Rose (82) 20-Fox			5-24-47	+	±	+	+	+	+		6+ 1−
56		My Brother Talks to Horses (93) MGM			11-23-46	+	±	‡	+	±	+	+	8+ 2−
58		My Darling Clementine (97) 20-Fox			10-12-46	+	+	+	+	+	‡	±	8+ 1−
91		My Favorite Brunette (87) Para.			2-22-47	+	+	+	+	+	‡	‡	9+
		My Heart Goes Crazy (..) U-I						∓					1+ 1−
		N											
52		Never Say Goodbye (97) WB			11- 2-46	+	±	±	+	∓	±	±	7+ 5−
15		New Orleans (89) UA			5- 3-47	+	+	+	‡	±	±		7+ 2−
31		News Hounds (68) Mono.			6-21-47	±	±		+	+			4+ 2−
55		Nobody Lives Forever (100) WB			10- 5-46	+	±	+	+	+	±	+	7+ 2−
67		Nocturne (87) RKO			10-12-46	±	±	+	±	+	±	+	7+ 4−
87		Nora Prentiss (111) WB			2- 8-47	±	±	±	+	∓	+	±	7+ 5−
19		Northwest Outpost (91) Rep.			5-17-47	+	±	±	+	±	±		6+ 4−
51		Notorious Gentleman (108) U-I			11- 2-46	+	+		+	+	‡	‡	8+
		O											
93		Odd Man Out (118) U-I			3- 1-47	‡	+		‡	‡	‡	‡	11+
21		Oregon Trail Scouts (58) Rep.			5-24-47	±		±	+	±	±		5+ 4−
10		Other Love, The (95) UA			4-12-47	+	+	+	‡	‡	‡	+	10+
73		Out California Way (67) Rep.			12-21-46	±		∓	±	±	+		5+ 4−
96		Over the Santa Fe Trail (63) Col.			3- 1-47	±			+		∓		3+ 2−
78		Overlanders, The (91) E-L			1- 4-47	±	±	+	±	‡	‡	+	9+ 3−
		P											
23		Patient Vanishes, The (78) FC			5-31-47	+			+				2+
55		Perfect Marriage, The (87) Para.			11-23-46	±	±	∓	+	+	±	±	7+ 5−
22		Perils of Pauline (93) Para.			5-24-47	+	‡		‡	±	‡		8+ 1−
15		Philo Vance Returns (64) PRC			5- 3-47	±	∓	±	+	±	−	−	5+ 6−
15		Philo Vance's Gamble (62) PRC			5- 3-47	−	−	±	±	±		±	4+ 6−
84		Pilgrim Lady, The (67) Rep.			1-25-47	±	±	±	±	∓	±		6+ 6−
63		Plainsman and the Lady (82) Rep.			11- 9-46	±	∓	±	+	+	±	±	7+ 5−
25		Possessed (108) WB			6- 7-47	‡	‡	‡	‡	‡	+	+	12+
93		Private Affairs of Bel Ami, The (115) UA			3- 1-47	±	±	±	+	±	‡	+	8+ 4−
91		Pursued (101) WB			2-22-47	+	+		+	+	+	‡	7+
		Q											
05		Queen of the Amazons (61) SG			3-29-47	∓			±	±		−	3+ 4−
		R											
		Raiders of the South (58) Mono.								±	±	∓	3+ 3−
		Rainbow Over the Rockies (54) Mono.								∓	±	∓	3+ 3−
93		Ramrod (94) UA			3- 1-47	+	±	+	+	+	+		6+ 1−
02		Range Beyond the Blue (54) PRC			3-15-47	±		+	±		±		4+ 3−
70		Razor's Edge, The (146) 20-Fox			12- 7-46	‡	±	+		‡	+		7+ 1−
85		Red House, The (93) UA			2- 1-47	+	±	+	+	+	‡	‡	9+ 1−
87		Renegade Girl (65) SG			2- 8-47	±				∓			2+ 2−
23		Repeat Performance (93) E-L			5-31-47	+	±		+	‡	‡		7+ 1−
67		Return of Monte Cristo, The (91) Col.			11-30-46	±	±	+	+	±	‡	∓	8+ 4−
		Riding the California Trail (61) Mono.								+		±	2+ 1−
29		Riffraff (80) RKO			6-14-47	+	+	+	‡	±		+	7+ 1−
96		Road to Hollywood (61) Astor			3- 1-47	±		+					2+ 1−
54		Roll On Texas Moon (68) Rep.			9-28-46	±		±	±	+	+		5+ 3−
60		Rolling Home (71) SG			10-19-46	±				±			2+ 2−
		S											
31		Saddle Pals (72) Rep.			6-21-47	−			+	=			1+ 3−
08		San Demetrio, London (78) 20-Fox			4- 5-47	±	±	‡	+	∓	‡		8+ 3−
69		San Quentin (66) RKO			12- 7-46	∓	±	+	±	+	±	±	7+ 5−
17		Sarge Goes to College (63) Mono.			5-10-47	∓	±	±	±	±			5+ 5−
		Scared to Death (65) SG										−	1−
90		Sea of Grass, The (123) MGM			2-15-47	+	±	+	+	+	‡	‡	9+ 1−
67		Secret Heart, The (97) MGM			11-30-46	+	±	‡	+	+	+		7+ 1−
61		Secret of the Whistler (65) Col.			11- 2-46	∓	∓			±	∓		4+ 4−
26		Seven Keys to Baldpate (68) RKO			6- 7-47	+	±	±	±	−			4+ 4−
95		Seven Were Saved (72) Para.			3- 1-47	∓	∓	∓	±	+	+	+	7+ 4−
56		Shadowed (70) Col.			10- 5-46	±	±			+	±	±	5+ 4−
79		Shocking Miss Pilgrim, The (55) 20-Fox			1-11-47	+	±	±	+	+	+		6+ 2−
09		Shoot to Kill (65) SG			4-12-47	±		+	+	±		±	5+ 3−
92		Sin of Harold Diddlebock, The (94) UA			2-22-47	+	+	+	+	+	+		6+
82		Sinbad the Sailor (117) RKO			1-18-47	+	+	+	+	+	+	+	7+
77		Singin' in the Corn (64) Col.			1- 4-47	∓	±	±			−	∓	4+ 5−
52		Singing on the Trail (69) Col.			9-14-46	±				±			2+ 2−
70		Sioux City Sue (69) Rep.			12- 7-46	∓		±	±	±	+		5+ 4−
		Six Gun Serenade (53) Mono.								+			1+
89		Smash-Up (103) U-I			2-15-47	+	‡	+	+	+	‡	‡	10+
65		So Dark the Night (70) Col.			11-23-46	+	±	±	+	+	+	∓	7+ 3−
86		Song of Scheherazade (106) U-I			2- 1-47	+	±	±	+	+	+	±	7+ 3−
		Song of the Sierras (55) Mono.							+	±			2+ 1−
62		Song of the South (95) RKO			11- 1-46	‡	‡	‡	‡	‡	‡	‡	14+
		Song of the Wasteland (..) Mono.									±	−	1+ 2−
86		South of the Chisholm Trail (58) Col.			2- 1-47	±			±		∓		3+ 3−
17		Spoilers of the North (66) Rep.			5-10-47	∓	±	±	+	∓		−	5+ 5−
32		Sport of Kings (68) Col.			6-21-47	+	±				+		3+ 1−
80		Stagecoach to Denver (56) Rep.			1-11-47	∓		±	±	+	±		5+ 4−
73		Stairway to Heaven (104) U-I			12-21-46	+	+		‡	‡	‡	‡	10+
05		Stallion Road (97) WB			3-29-47	±	±	±	+	+	+	+	7+ 3−
75		Stars Over Texas (57) PRC			12-28-46	±			±				2+ 2−
32		Stepchild (70) PRC			6-21-47	−	−	−	±	−		−	1+ 6−
64		Strange Holiday (56) PRC			11- 9-46	±	±	∓		±	+		5+ 4−
51		Strange Journey (67) 20-Fox			9-14-46	±	∓		±	±	∓		5+ 5−
62		Strange Woman, The (101) UA			11- 2-46	+	±	+	+	+	+	+	7+ 1−
89		Suddenly It's Spring (87) Para.			2-15-47	+	±	+	+	+	+	+	7+ 1−
66		Susie Steps Out (65) UA			11-23-46	±	±	±	±	∓	±		6+ 6−
70		Sweetheart of Sigma Chi (76) Mono.			12- 7-46	±	±	+	±	±	+		6+ 4−
71		Swell Guy (87) U-I			12-14-46	±	+	+	+	+	±	‡	8+ 2−
		T											
06		Tarzan and the Huntress (72) RKO			3-29-47	+	±	±	+	+	±	−	6+ 4−
61		Temptation (100) U-I			11- 2-46	+	±	±	±	‡	+	±	8+ 4−
64		Terror Trail (55) Col.			11- 9-46	∓				±			2+ 2−
72		That Brennan Girl (95) Rep.			12-14-46	±	+	±	+	±	±	±	7+ 5−
91		That Way With Women (85) WB			2-22-47	±	±	±	±	+	‡	±	8+ 5−
25		That's My Gal (66) Rep.			6- 7-47	−	−	−	±	=	±		2+ 7−
10		That's My Man (104) Rep.			4-12-47	+	+	±	+	+	±	+	7+ 2−
20		They Won't Believe Me (95) RKO			5-17-47	‡	+		‡	‡	‡		9+
75		13 Rue Madeleine (95) 20-Fox			12-28-46	+	+	+	+	+	‡	‡	9+ −
92		Thirteenth Hour, The (62) Col.			2-22-47	±	±		±	−	∓	±	5+ 6−
11		This Happy Breed (110) U-I			4-19-47	+	±	+	+	∓	‡	‡	9+ 2−
51		Three Little Girls in Blue (90) 20-Fox			9-14-46	+	+	+	‡	+	‡	‡	10+
09		Three on a Ticket (62) PRC			4-12-47	+	±	±	+	+	±	±	7+ 5−
22		Thunder Mountain (60) RKO			5-24-47	±	±	+		‡	+	·	6+ 5−
65		Till the Clouds Roll By (120) MGM			11-23-46	‡	+		‡	‡	‡	‡	11+
04		Time Out of Mind (89) U-I			3-22-47	∓	∓	∓	±	∓	±	±	7+ 7−
72		Time, the Place and the Girl, The (105) WB			12-14-46	±	±	+	+	+	+	±	7+ 3−
28		Too Many Winners (60) PRC			6- 7-47	±	±	+	±	±			5+ 4−
94		Trail Street (83) RKO			3- 1-47	±	±	+		±	±	+	6+ 4−
85		Trail to San Antone (67) Rep.			2- 1-47	±		±	+	±	+		5+ 3−
		Trailing Danger (58) Mono.										±	1+ 1−
79		Trap, The (68) Mono.			1-11-47	∓	−		±	∓		−	3+ 5−
19		Trouble With Women, The (80) Para.			5-17-47	+	∓		+	‡	+		6+ 1−
64		Tumbleweed Trails (57) PRC			11- 9-46	∓		±	±		±		4+ 4−
11		Twilight on the Rio Grande (71) Rep.			4-19-47	+		±	±	−	±		4+ 4−
06		Two Mrs. Carrolls, The (100) WB			3-29-47	+	±	±		+	+	+	6+ 2−
		U											
48		Under Nevada Skies (69) Rep.			8-31-46	∓		±		∓			3+ 3−
29		Under the Tonto Rim (61) RKO			6-14-47	±	±	+	+	+			5+ 2−
26		Undercover Maisie (90) MGM			6- 7-47	+	+	+	+	∓	+		6+ 1−
56		Undercurrent (113) MGM			10- 5-46	+	±	+	‡	‡	‡	+	9+ 1−
72		Unexpected Guest (60) UA			12-14-46	±		±	±	±	±	±	6+ 6−
24		Unfaithful, The (109) WB			5-31-47	‡	‡		+	‡	‡		9+
08		Untamed Fury (61) PRC			4- 5-47	∓	±	∓	+	+	±	±	7+ 5−
		V											
08		Vacation Days (68) Mono.			4- 5-47	±	±			−		∓	3+ 4−
57		Vacation in Reno (60) RKO			10-12-46	∓	±	±	±	∓	±	∓	7+ 7−
		Valley of Fear (54) Mono.								−		±	1+ 2−
66		Verdict, The (86) WB			11-23-46	+	±	±	+	±	+	+	7+ 3−
99		Vigilantes of Boomtown (96) Rep.			3- 8-47	+		±	+	+	±		5+ 2−
27		Vigilantes Return, The (67) U-I			6- 7-47	+				±	±		3+ 2−
12		Violence (72) Mono.			4-19-47	±	±	+	±	±	±	∓	7+ 6−
		W											
66		Wake Up and Dream (92) 20-Fox			11-30-46	±	∓	∓	+	∓	‡	±	8+ 5−
63		Wanted for Murder (97) 20-Fox			11- 9-46	±	±		+	+	+	+	6+ 2−
23		Web, The (87) (U-I)			5-31-47	‡	+		‡	‡	‡	‡	11+
31		Web of Danger (58) Rep.			6-21-47	=	±		±	=	±		3+ 7−
14		Welcome Stranger (106) Para.			4-26-47	‡	‡	‡	‡	‡	‡		12+
06		West of Dodge City (57) Col.			3-29-47	±			±	+			3+ 2−
16		West to Glory (61) PRC			5- 3-47	±		±	±				3+ 3−
		Whispering City (..) E-L						‡					2+
51		White Tie and Tails (74) U-I			9-14-46	±	±			+	+	±	5+ 3−
71		Wicked Lady, The (98) U-I			12-14-46	+	±		±	∓	+	+	6+ 3−
62		Wife Wanted (73) Mono.			11- 2-46	∓	±		±	±			4+ 4−
85		Wild Country (57) PRC			2- 1-47	±		∓	∓	∓			4+ 4−
69		Wild West (73) PRC			12- 7-46	±		+	±	=	±		5+ 4−
25		Winter Wonderland (71) Rep.			6- 7-47	±	±		+	+	+		5+ 2−
20		Woman on the Beach, The (71) RKO			5-17-47	−	±	+	+	−	±		4+ 4−
		Y											
10		Yankee Fakir (71) Rep.			4-12-47	+	∓	±	±	+	±		6+ 4−
70		Yearling, The (135) MGM			12- 7-46	‡	‡	‡	‡	‡	‡	‡	14+
02		Years Between, The (88) U-I			3-15-47	±	±		±	±	+	‡	7+ 4−

SHORTS CHART

Short subjects, listed by Company, in order of release. Running time follows title. First date is National release, second the date of review in BOXOFFICE. Symbol between dates is rating from the BOXOFFICE review: ‡ Very Good, + Good, ± Fair, ∓ Mediocre, − Poor, = Very Poor. © Indicates color photography.

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	ALL-STAR COMEDIES			
8433	Slappily Married (J. De Rita) (16½)	11- 7	±	4-19
8423	Reno-Vated (V. Vague) (18½)	11-21	±	1- 4
8434	Moron Than Off (S. Holloway) (17)	11-28	+	2- 8
8403	Three Little Pirates (Stooges) (18)	12- 5	+	1-25
8435	Andy Plays Hookey (Andy Clyde) (18)	12-19	±	2-15
8404	Half Wits' Holiday (Three Stooges) (17½)	1- 9		....
8436	Meet Mr. Mischief (H. Von Zell) (17½)	1-23	±	4- 5
8424	Hot Heir (H. Herbert) (16½)	2-13	±	3-22
8437	Scooper Dooper (S. Holloway) (18)	2-27		....
8405	Fright Night (Stooges) (17)	3- 6		....
8438	The Good Bad Egg (J. DeRita) (17)	3-20	+	6- 7
8439	Bride and Gloom (S. Howard) (16)	3-27		....
8440	Two Jills and a Jack (A. Clyde (18)	4-17	±	5-31
8406	Out West (Stooges) (17½)	4-24	+	4-12
8425	Cupid Goes Nuts (V. Vague) (16)	5- 1		....
8426	Nervous Shakedown (H. Herbert) (15½)	5- 8	±	6-14
8427	Training for Trouble (Schilling & Lane) (15½)	7- 3		....
8407	Hold That Lion (Stooges) (16½)	7-17		....
	COLOR PHANTASIES			
8701	Fowl Brawl (6)	1- 9	+	3-29
8702	Uncultured Vulture (6)	2- 6	±	5- 3
8703	Wacky Quacky (6)	3-20	+	5-31
8704	Leave Us Chase It (6½)	5-15		....
8705	Tooth or Consequences (..)	6- 5		....
	COLOR RHAPSODIES (Technicolor)			
8501	Loco Lobo (6)	1- 9	+	4-19
8502	Cockatoos for Two (6)	2-13	+	5- 3
8503	Big House Blues (7)	3- 6		....
8504	Mother Huba-Huba Hubbard (6)	5-29	±	6-14
8505	Up'n Atom (6)	7-10		....
	COMMUNITY SINGS			
8653	No. 3 Surrender (Leibert) (9½)	11-14	+	4-19
8654	No. 4 Pretending (Baker) (10)	12-19	+	4-19
8655	No. 5 Rumors Are Flying (Leibert) (9½)	1-23	±	5-10
8656	No. 6 Ole Buttermilk Sky (Baker) (10)	2-27		....
8657	No. 7 The Coffee Song (Leibert) (9)	3-13		....
8658	No. 8 I'll Close My Eyes (Baker) (10)	4-17	±	6- 7
8659	No. 9 For Sentimental Reasons (Leibert) (10)	5-22	±	6-14
8660	No. 10 Managua, Nicaragua (Baker) (..)	7-19		....
	SCREEN SNAPSHOTS			
8853	No. 3 Rodeo (10)	11- 7	‡	5-10
8854	No. 4 Skolsky Party (10)	12-26	±	4-19
8855	No. 5 Movie Columnists (9)	1-23	±	5-17
8856	No. 6 Behind the Mike (9)	2- 6	±	5-17
8857	No. 7 Holiday in Las Vegas (10)	3-13	+	4-19
8858	No. 8 My Pal Ringeye (10)	4-10	+	6- 7
8859	No. 9 Famous Hollywood Mothers (10)	5- 1	+	5-24
8860	No. 10 So This Is 'Ollywood (10)	6-12	±	6-14
	SPORT REELS			
8802	Ten Pin Magic (10)	10-24	+	4-19
8803	Hi Li (9½)	11-21	+	4-19
8804	Best in Show Dogs (9)	12-12	+	5-10
8805	Polo (9)	1-30	‡	5-17
8806	Cue Tricks (9)	2-20		....
3807	Tennis Wizards (9)	3-20		....
8808	Goofy Golf (8)	4-24	+	5-24
8809	Grappling Groaners (9)	5-29	±	6-14
8810	Volley-Oop (..)	7-26		....
	THRILLS OF MUSIC			
8952	Machito & Orch. (10½)	10-17	±	12-14
8953	Les Elgart & Orch. (10)	11-28	+	4-19
8954	Ray McKinley & Orch. (9½)	12-19	+	1-11
8955	Shorty Sherock & Orch. (8½)	1-23	±	5- 3
8956	Buddy Morrow & Orch. (9½)	2-27		....
8957	George Towne & Orch. (10)	3-27		....
8958	Ray Anthony & Orch. (10)	5-22		....
	SERIALS			
8120	Son of the Guardsman (15 Chapters)	10-24	±	10-19
8140	Jack Armstrong (15 Chapters)	2- 6	‡	2- 8
8160	The Vigilante (15 Chapters)	5-22	+	5-24

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	FITZPATRICK TRAVELTALKS (Technicolor)			
T-713	Land of Mayas (9)	1-26		....
T-714	Glimpses of Guatemala (8)	2- 9	+	2-16
T-715	Visiting Vera Cruz (10)	3-16	‡	2- 9
T-716	The Mission Trail (10)	4-13		....
T-717	Looking at London (10)	6- 1	+	6- 1
T-718	Over the Seas to Belfast (9)	8-31		....
T-811	Glimpses of California (9)	10-26	+	4-19
T-812	Calling on Costa Rica (10)	3-15	+	3-29
T-813	Around the World in California (9)	5-17		....
	MINIATURES			
M-783	Musical Masterpieces (10)	4-20	‡	4- 6
M-784	Bikini—The Atom Island (10)	6-15	+	6-15
	NEWS OF THE DAY (Released Twice Weekly)			
	SPECIALS			
A-702	Purity Squad (20)	11- 3	‡	10- 3
A-703	Traffic With the Devil (17)	8-31	‡	9-14
A-801	Luckiest Guy in the World (21)	1-25	±	2- 1
A-802	Give Us the Earth (..)	6-21		....
	TECHNICOLOR CARTOONS			
W-734	Lonesome Lenny (8)	3- 9	+	4- 6
W-737	The Hick Chick (7)	6-15		....
W-739	Northwest Hounded Police (8)	8- 3		....
W-831	Henpecked Hoboes (7)	10-26	‡	4-19
W-834	Hound Hunters (7)	4-12	‡	5-10
	TOM & JERRY CARTOONS (Technicolor)			
W-735	Springtime for Thomas (9)	3-30	+	4-13
W-736	The Milky Waif (7)	5-18	+	7- 1
W-738	Trap Happy (7)	6-29		....
W-740	Solid Serenade (8)	8-31		....
W-832	Cat Fishin' (8)	2-22	‡	4-19
W-833	Part Time Pal (8)	3-15	‡	5- 3
W-835	Cat Concerto (7)	4-26	‡	5-10
W-836	Red Hot Rangers (8)	5-31		....
W-837	Dr. Jekyl & Mr. Mouse (8)	6-14	±	5-10
	PASSING PARADE			
K-775	Magic on a Stick (10)	1- 9	‡	2-16
K-776	Our Old Car (10)	5-11	‡	4- 6
K-781	A Really Important Person (10)	1-11	±	3-15
	PETE SMITH SPECIALTIES			
S-757	Fala at Hyde Park (9)	1-19	‡	-126
S-758	Studio Visit (10)	5-11	+	7- 1
S-759	Equestrian Quiz (10)	5-18	‡	7- 1
S-760	Treasures From Trash (10)	6- 8	±	6- 1
S-851	Football Thrills No. 9 (9)	9- 7		....
S-852	Sure Cures (9)	11-2		....
S-853	I Love My Husband But (9)	12- 7		....
S-854	Playing by Ear (10)	12-28	‡	1-25
S-855	Athletiquiz (9)	1-11	+	4-19
S-856	Diamond Demon (9)	2- 1	±	2-22
S-857	Early Sports Quiz (9)	3- 1	‡	4- 5
S-858	I Love My Wife But (9)	4-15	‡	4-12
S-859	Neighbor Pests (9)	5- 3	±	4-26
S-860	Pet Peeves (10)	7- 5		....

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	GEORGE PAL PUPPETOONS (Technicolor)			
U5-5	Jasper's Derby (8)	9-20	‡	5-18
U5-6	John Henry and the Inky Poo (7)	9- 6		....
U5-7	Jasper in a Jam (7)	10-18	‡	12-14
U5-8	Shoe Shine Jasper (7)	2-28	+	2-15
U6-1	Wilbur the Lion (10)	4-18	+	5-17
U6-2	Tubby the Tuba (10)	7-11		....
	GRANTLAND RICE SPORTLIGHTS			
R5-10	Feminine Class (10)	7-19	+	7-20
R6- 1	Race Horses Are Born (9)	10- 4	±	10- 5
R6- 2	Dive Hi Champs (10)	10-11	‡	12-14
R6- 3	Queens of the Court (10)	11-15	+	1-18
R6- 4	Like Father, Like Son (10)	12-13	‡	5-17
R6- 5	Jumping Jacks (9½)	1-10	+	5-24
R6- 6	Selling the Sun (10)	1-31	+	5-31
R6- 7	Under White Sails (9)	2-28	‡	5-17
R6- 8	Iced Lightning (10)	4-18	+	5-31
R6- 9	Making the Varsity (10)	6-13		....
R6-10	Diamond Gals (..)	7-18		....
	LITTLE LULU (Technicolor)			
D5-3	Bored of Education (7)	7-26	±	5-18
D5-4	Chick and Double Chick (6)	8-16	±	7-27
D5-5	Musica-Lulu (7)	1-24	‡	2- 1
D5-6	Scout With the Gout (7)	3- 7	±	3-15
D6-1	Loose in the Caboose (8)	5-23	‡	5-10
D6-2	Cad and Caddie (7)	7-18		....
D6-3	A Bout With a Trout (20)	10-10		....
	MUSICAL PARADES (Technicolor)			
FF5-5	Double Rhythm (20)	8-23	+	7-20
FF5-6	Golden Slippers (17)	12-13	±	12-13
FF6-1	Sweet and Low (19)	3-28	±	4- 5
FF6-2	Champagne for Two (20)	6-13	+	6-21
FF6-3	Smooth Sailing (20)	8- 8		....
FF6-4	Paris in the Spring (20)	9-26		....
	NOVELTOONS (Technicolor)			
P5-5	Goal Rush (6)	9-27		....
P5-6	Sudden Fried Chicken (7)	10-18	+	12-28
P6-1	Spree for All (7)	10-18	‡	10-26
P6-2	Stupidstitious Cat (7)	4-25	±	5-10
P6-3	The Enchanted Square (10)	5- 9	‡	5- 3
P6-4	Madhattan Island (..)	6-27		....
P6-5	Much Ado About Mutton. (7)	7-25		....
		7-25		....
P6-6	The Wee Men (..)	8- 8		....
P6-7	The Mild West (..)	8-22		....
P6-8	Naughty But Mice (..)	10-10		....
	PACEMAKERS			
K6-1	Brooklyn, I Love You (10)	10- 4	‡	11- 2
K6-2	Love in Tune (9½)	10-25	‡	11- 9
K6-3	Radio, Take It Away (11)	1-31	‡	4-19
K6-4	Try and Catch Me (9)	2-14	+	5-10
K6-5	Brains Can Be Beautiful (10)	5-30	+	6-21
K6-6	Everybody Talks About It (9)	8- 1		....
	PARAMOUNT NEWS (Released Twice Weekly)			
	POPEYE CARTOONS (Technicolor)			
E5-5	Rocket to Mars (6)	8- 9	+	6-29
E5-6	Rodeo Romeo (6)	8-16	+	7-20
E5-7	The Fistic Mystic (6)	2- 7	‡	11-30
E5-8	The Island Fling (7)	3-14	‡	12-21
E6-1	Abusement Park (7)	4-25	‡	5- 3
E6-2	I'll Be Ski-Ing Ya (8)	6-13	+	6-21
E6-3	Popeye and the Pirates (..)	9-12		....
E6-4	Royal Four Flusher (..)	9-12		....
	POPULAR SCIENCE (Color)			
J5-6	No. 6 (10)	8-16		....
J6-1	No. 1 (11)	11- 1	‡	12- 7
J6-2	The Sponge Divers (11)	1-17	±	4-19
J6-3	Air-Borne Pastures (11)	2-28	±	5-17
J6-4	Marine Miracles (10)	4- 4	±	5-24
J6-5	Moon Rockets (10)	6- 6	±	6-21
J6-6	Twentieth Century Viking (..)	7-25		....
	SPEAKING OF ANIMALS			
Y5-6	Be Kind to Animals (10)	8-30		....
Y6-1	Stork Crazy (10)	10-18	±	1- 4
Y6-2	Pooch Parade (10)	12-27	+	3-22
Y6-3	Country Life (9)	2-21	+	4-19
Y6-4	They're Not So Dumb (8)	3-28	+	5- 3
Y6-5	In Love (10)	5-30	+	6-21
Y6-6	As Our Friends (..)	6-27		....
	TWO-REEL SPECIALS			
37	Two Decades of History (22½)	1- 4		....
	UNUSUAL OCCUPATIONS (Color)			
L5-6	No. 6 (10)	8-30		....
L6-1	No. 1 (10)	12-13	‡	11-23
L6-2	Swedish Glass Makers (10)	2-14	+	5-24
L6-3	G.I. Hobbies (11)	3-14	+	3-29
L6-4	The Stunt Girl (11)	5- 2	+	6-21
L6-6	Arctic Artisan (..)	7- 4		....

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd.
	DISNEY CARTOONS (Technicolor)			
64,107	Donald's Double Trouble (7)	6-28	‡	7-
64,108	The Purloined Pup (7)	7-19	+	8-1
64,109	Wet Paint (7)	8- 9	+	9-1
64,110	Dumb Bell of the Yukon (7)	8-30	+	5-2
64,111	Lighthouse Keeping (7)	9-20	+	1-2
64,112	Bath Day (7)	10-11		....
64,113	Frank Duck Brings 'Em Back Alive (7)	11- 1	±	7-2
64,114	Double Dribble (7)	11-29	±	11-2
64,115	Pluto's Housewarming (7)	12-20	+	2-1
64,116	Rescue Dog (7)	3-21	‡	4-1
64,117	Straight Shooters (6)	4-18	+	5-1
64,118	Sleepy Time Donald (7)	5- 9	±	4-1
74,101	Figaro and Frankie (7)	5-30		....
74,102	Clown of the Jungle (7)	6-20	±	5-1
74,103	Donald's Dilemma (7)	7-11	‡	5-2
74,104	Crazy With the Heat (7)	8- 1		....
74,105	Bootle Beetle (7)	8-22		....
	EDGAR KENNEDY COMEDIES			
63,404	Wall Street Blues (17)	7-12	±	7-2
63,405	Motor Maniacs (18)	7-20	±	9-1
63,406	Noisy Neighbors (18)	9-20	+	10-1
73,401	I'll Build It Myself (15)	10-18	+	10-1
73,402	Do Or Diet (18)	2-10	±	4-
73,403	Social Terrors (18)	4-11		....
73,404	Heading for Trouble (18)	6-10		....
73,405	Host to a Ghost (18)	7-18		....
	RAY WHITLEY WESTERN MUSICAL			
73,501	Bar Buckaroos (16)	9- 6	±	11-
73,502	Cupid Rides the Range (18)	10-11		....
73,503	Bandits and Ballads (17)	11-15	±	11-1
73,504	Buckaroo Broadcast (18)	12-20	+	1-
	SPECIAL			
73,901	Football Highlights of 1946 (18)	12-10	+	12-2
	FLICKER FLASHBACKS			
74,201	No. 1 (9)	9-13		....
74,202	No. 2 (9)	10-25		....
74,203	No. 3 (8)	12- 6		....
74,204	No. 4 (10)	1-17	±	4-1
74,205	No. 5 (8)	2-28	±	4-1
74,206	No. 6 (9)	4-11	±	5-1
	HEADLINER REVIVALS			
53,201	Songs of the Colleges (15)	9- 8		....
63,201	The Derby Decade (22)	9-21		....
63,202	Russian Dressing (18)	11-23	∓	12-2
63,203	Twenty Girls and a Band (18)	1-18	+	2-
63,204	Sea Melody (19)	3-15	∓	4-1
	LEON ERROL COMEDIES			
63,705	I'll Take Milk (18)	7-19	+	7-2
63,706	Follow That Blonde (18)	9-27	±	9-2
73,701	Borrowed Blonde (15)	3- 7	−	3-2
73,702	Wife Tames Wolf (17)	3-28	±	4-1
73,703	In Room 303 (17)	4-25	+	5-1
73,704	Hired Husband (19)	5- 9	±	6-
73,705	Blonde's Away (17)	7-11		....
	MUSICAL FEATURETTES			
73,201	Melody Time (18)	11-29	+	12-2
73,202	Follow That Music (18)	1-31	±	2-
73,203	Let's Make Rhythm (18)	5-23		....
	PATHE NEWS (Released Twice Weekly)			
	PATHE SPORTSCOPES			
64,312	Palmetto Quail (8)	7-12	+	8-2
64,313	Steeplechasers (8)	7-31	±	12-
74,301	Skating Lady (8)	8-30	‡	10-2
74,302	Hail Notre Dame (8)	10-18	±	12-2
74,303	Bowling Fever (9)	11-22	±	11-3
74,304	Kentucky Basketeers (8)	1-13	‡	1-11
74,305	College Climbers (8)	1-10	±	4-1
74,306	Ski Champion (8)	1-10	‡	5-1
74,307	Ice Skippers (8)	3- 7	+	5-1
74,308	Wild Turkey (8)	4- 4	±	5-2
74,309	Racing Sleuth (8)	5- 9	+	5-3
	THIS IS AMERICA			
63,111	Highway Mania (17)	8-23	‡	9-1
63,112	White House (17)	9-20	+	10-
63,113	Northern Rampart (17)	10-17	‡	11-
73,101	Beauty for Sale (17)	11-22	+	11-1
73,102	Germany Today (16)	12-13	‡	12-2
73,103	A Nation Is Born (17)	1-17	‡	2-
73,104	Campus Boom (16)	2- 7	‡	3-
73,105	San Francisco (16)	3- 7	‡	3-1
73,106	Forgotten Island (18)	4- 4	‡	4-2
73,107	Big Party (18)	5- 2	+	5-1
73,108	I Am an Alcoholic (18)	6- 6		....

20th Century-Fox

Prod. No.	Title	Rel. Date	Rating	Rev'd.
DRIBBLE PUSS PARADE				
902	Muscle Maulers (8)	5-31		....
901	Monkey-Tone News (9)	1-17		....
951	Fisherman's Nightmare (8)	5- 2	+	2-22
MOVIETONE NEWS (Released Twice Weekly)				
MARCH OF TIME				
Vol. 12, No. 10	Tomorrow's Mexico (20)	5-17	‡	5-18
Vol. 12, No. 11	Problem Drinkers (19)	6-14	‡	6-15
Vol. 12, No. 12	The New France (19)	7-12	‡	7-20
Vol. 12, No. 13	Atomic Power (19)	8- 9	+	8-10
Vol. 13, No. 1	Is Everybody Happy? (17½)	9- 6		....
Vol. 13, No. 2	World Food Problem (17)	10- 4	+	10-12
Vol. 13, No. 3	The Soviet's Neighbor (17¾)	11- 1	+	11- 2
Vol. 13, No. 4	The American Cop (18)	11-29	‡	11-30
Vol. 13, No. 5	Nobody's Children (17)	12-27	‡	12-28
Vol. 13, No. 6	Germany—Handle With Care (19)	1-24	+	1-25
Vol. 13, No. 7	Fashion Means Business (18)	2-21	‡	2-22
Vol. 13, No. 8	The Teachers' Crisis (16½)	3-21	‡	3-22
Vol. 13, No. 9	Storm Over Britain (18)	4-18	‡	4-19
Vol. 13, No. 10	The Russians Nobody Knows (19)	5-16	±	5-17
Vol. 13, No. 11	Your Doctors—1947 (19)	6-13	‡	6-14
MOVIETONE ADVENTURES (Color)				
259	Cradle of Liberty (8)	6-21		....
260	Across the Great Divide (8)	7- 5		....
251	Sons of Courage (8)	8- 2	+	10- 5
252	Jamaica (8)	9-13		....
253	Historic Capetown (8)	10-18		....
254	Girl and Gags (8)	11-22	±	4-12
201	Fantasy of Siam (8)	1- 3	+	1-18
202	Royalty of the Range (9)	3- 7	+	4-19
255	The Cape of Good Hope (8)	4-11	+	4-19
256	Zululand (8)	6- 6	±	4-26
257	Gardens of the Sea (8)	6-20		....
258	Romance of the Fjords (..)	6-27		....
203	Harvest of the Sea (9)	7- 4	+	5- 3
SPORTS				
301	Football Fanfare (9)	8-23	+	9-14
351	Winter Holiday (8)	9-27		....
352	Summer Trails (8)	11- 8	±	5-10
353	Playtime's Journey (8)	12-13	±	5-17
302	Style of the Stars (10)	2- 7	+	5-31
303	Tanbark Champions (8)	5-23	+	5-24
304	Wings of the Wind (..)	7-25		....
TERRY-TOONS (Technicolor)				
515	Mighty Mouse in Throwing the Bull (7)	5- 3	+	5- 4
516	Mighty Mouse in the Trojan Horse (7)	7-26	+	6- 8
517	Dinky Finds a Home (7)	6- 7	±	7-20
518	Mighty Mouse in the Johnstown Flood (7)	6-28	+	6- 8
519	Gandy Goose in Peacetime Football (7)	7-19	‡	6- 8
520	Gandy Goose in the Golden Hen (7)	5-24	±	4-27
501	Mighty Mouse in Winning the West (7)	8-16	+	10-19
502	The Tortoise Wins Again (7)	8-30		....
503	Mighty Mouse in the Electronic Mouse Trap (7)	9- 6	±	5-24
504	Mighty Mouse in the Jail Break (7)	9-20	+	9-21
505	The Snow Man (7)	10-11		....
506	The Housing Problem (7)	10-25		....
507	Mighty Mouse in the Crackpot King (7)	11-15	+	5-31
508	Talking Magpies in the Uninvited Pests (7)	11-29	+	2-15
509	Mighty Mouse and the Hep Cat (7)	12- 6	±	5-24
510	Beanstalk Jack (7)	12-20	±	5-10
511	Mighty Mouse in Crying Wolf (7)	1-10	+	5-31
512	The Talking Magpies in McDougal's Rest Farm (7)	1-31	‡	4-19
513	Mighty Mouse in Dead End Cats (7)	2-14	±	6- 7
514	The Talking Magpies in Happy Go Lucky (7)	2-28	±	5-10
515	Gandy Goose in Mexican Baseball (7)	3-14	‡	5-24
516	Mighty Mouse in Aladdin's Lamp (7)	3-28		....
517	The Talking Magpies in Cat Trouble (7)	4-11	±	5-24
518	Mighty Mouse in Sky Is Falling (7)	4-25		....
519	Talking Magpies in the Intruder (7)	5- 9		....
520	Mighty Mouse Meets Deadeye Dick (7)	5-30		....

Universal-International

Prod. No.	Title	Rel. Date	Rating	Rev'd.
ANSWER MAN SERIES				
2391	Answer Man No. 1 (10)	10-21	+	9-21
2392	No. 2 Nature's Atom Bomb (10)	12-30	+	1- 4
2393	No. 3 The Jungle Gangster (9)	3- 3	±	4-19
2394	No. 4 Red Fury (8)	3-24	±	5- 3
2395	No. 5 Storm Warning (..)	6- 9		....
JUVENILE JURY SERIES				
2361	No. 1 (11)	12-16	+	2- 8
2362	No. 2 (10)	3-31	+	4-19
2363	No. 3 (..)	5-26		....
2364	No. 4 (..)	6- 2		....
LANTZ CARTUNES (Technicolor)				
2321	Fair Weather Fiends (7)	11-18	‡	1-25
2322	Wacky Weed (7)	12-16	+	2-15
2323	Musical Moments (7)	2-24	‡	5- 3
2324	Smoked Hams (7)	4-28	±	5-10
2325	Coo-Coo Bird (7)	6- 9	±	5-17
2326	Overture to William Tell (7)	6-16	‡	5-31
NAME BAND MUSICALS				
1308	Takin' the Breaks (15) Russ Morgan & Orch.	5-22	+	7- 1
1309	Banquet of Melody (15) Matty Malneck & Orch.	5-29	+	4-27
1310	Swingin' Down the Scale (15) Alvino Rey & Orch.	6-26	+	7- 1
1311	Breakin' It Down (15) Del Courtney & Orch.	8-28	+	8-17
2301	Frontier Frolic (15) Bob Wills & Orch.	10- 9	+	1- 4
2302	Champagne Music (15) Lawrence Welk & Orch.	11-20	‡	1-18
2303	Tumbleweed Tempos (16) Spade Cooley & Orch.	12- 4	±	2- 1
2304	Moonlight Melodies (15) Frankie Carle & Orch.	12-18	+	1-11
2305	Tex Beneke and the Glenn Miller Orch. (15)	3-26	‡	4-19
2306	Melody Maestro (15)	4- 2	+	5-31
2307	Tommy Tucker & Orch. (15)	4- 9		....
2308	Charlie Barnet & Orch. (15)	4-16	+	5-24
2309	Charlie Spivak & Orch. (15)	5-14	‡	5-17
2310	Jitterumba (15)	6-25	‡	6-21
2311	Record Party (15)	7-2		....
PERSON-ODDITIES (Now Classified as VARIETY VIEWS)				
SING AND BE HAPPY SERIES				
2381	Bit of Blarney (10)	9-30	+	10-26
2382	The Singing Barbers (9)	2-17	+	2-22
2383	Let's Sing a College Song (10)	4-14		....
2384	Let's Sing a Western Song (10)	5-19	+	5-17
SPECIAL FEATURETTES (2 REELS)				
1201	Tiny Terrors of the Timberlands (20)	6-26	‡	4- 6
UNIVERSAL NEWS (Released Twice Weekly)				
VARIETY VIEWS				
1349	Dog of the Seven Seas (9)	6-17	+	7- 6
1350	Magic Mineral (9)	7- 1	+	6- 1
1351	Mr. Chimp at Home (9)	8-12	±	7- 6
1352	Operation Holiday (9)	8-26	‡	10- 5
1353	Mr. Chimp to the Rescue (9)	8-26	±	11- 9
1354	Mr. Chimp on Vacation (10)	8-26	±	9-28
2341	Bear Facts (9)	2-24	+	4-19
2342	Pelican Pranks (9)	2-24	±	4-26
2343	Wild West Chimp (9)	3-17	±	5- 3
2344	Rhumba Holiday (9)	4-21	+	5-10
2345	Patio Museum (9)	6- 2		....
2346	Bronco Babes (9)	6-23		....
(Formerly PERSON-ODDITIES)				
1369	Scientifically Stung (9)	6-10	+	7- 1
1370	Lone Star Padre (9)	6-17		....
1371	Artist's Antics (9)	6-24	+	7- 6
1372	Picture Pioneer (9)	7- 1	+	7- 6
1373	Hobo Hound (9)	8-19	+	9-28
1374	Sampson Junior (9)	8-19	±	10-19
1375	Rural Rhapsody (9)	8-26	±	10-26
SERIALS				
1781-1793	The Scarlet Horseman 13 Chapters	1-22	‡	2-16
1881-1893	Lost City of the Jungle 13 Chapters	4-23	±	4-27
2581-2593	Mysterious Mr. M... 13 Chapters	7-23	+	8-10

Warner Bros.

Prod. No.	Title	Rel. Date	Rating	Rev'd.
BLUE RIBBON HIT PARADE (Technicolor)				
2313	Little Red Walking Hood (7)	8-17	±	9-14
3301	Fox Pop (7)	9-28	‡	10- 9
3302	Wacky Worm (7)	10-12	+	11- 9
3303	You're an Education (7)	10-26	+	11-16
3304	Have You Got Any Castles (7)	2- 1	‡	5- 3
3305	Pigs Is Pigs (7)	2-22	+	4-19
3306	Cat's Tale (7)	3-29	+	5-10
3307	Goofy Groceries (7)	4-19	+	5-17
3308	Doggone Modern (7)	6-14		....
3309	The Sneezing Weasel (7)	7-26		....
BUGS BUNNY SPECIALS (Technicolor)				
2723	Racketeer Rabbit (7)	9-14	‡	9-21
2724	Big Snooze (7)	10- 5	+	12-28
2725	Rhapsody Rabbit (7)	11- 9	‡	1- 4
2726	Hare Grows in Manhattan (7)	3-22		....
2718	Rabbit Transit (7)	5-10	‡	5-31
3719	Easter Yeggs (7)	6-28		....
FEATURETTES				
3101	Okay for Sound (20)	9- 7	‡	7-20
3102	Minstrel Days (20)	11-30	‡	11-23
3103	Alice in Movieland (20)	12-21		....
3104	Dog in the Orchard (20)	1-11	‡	3-29
3105	Keystone Hotel (20)	2- 8	‡	4-12
3106	Remember When (20)	4- 5	+	5- 3
JOE McDOAKES COMEDIES				
3401	So You Want to Keep Your Hair (10)	12- 7	±	11-30
3402	So You Want to Play the Horses (10)	10- 5	‡	10-26
3403	So You Think You're a Nervous Wreck (10)	12-28	±	4- 5
3404	So You're Going to Be a Father (10)	5-10	±	5-31
3405	So You Want to Be in Pictures (10)	6- 7		....
3406	So You're Going on Vacation (10)	7- 5		....
MELODY MASTERS				
2610	Enric Madriguera & Orch. (10)	8-10	±	8-24
3601	Desi Arnaz & Band (10)	10-12	‡	5-24
3602	Melody of Youth (10)	12-14	‡	4-19
3603	Big Time Revue (10)	1-25	+	3- 8
3604	Stan Kenton & Orch. (10)	2-22	±	4-19
3605	Vaudeville Revue (10)	4-12	±	5- 3
3606	Zero Girl (10)	7-19		....
MERRIE MELODIES (Technicolor)				
2705	Bacall to Arms (7)	8- 3	±	8-24
2706	Of Thee I Sting (7)	8-17	+	8-31
2707	Walky Talky Hawky (7)	8-31	‡	9-14
2708	Fair and Wormer (7)	9-28		....
2709	Mousmerized Cat (7)	10-19	‡	12-21
2710	Mouse Menace (7)	11- 2	±	12-14
2711	Roughly Squeaking (7)	11-23	±	4-19
2712	One Meat Brawl (7)	1-18	±	5-10
2713	Goofy Gophers (7)	1-25	‡	5-10
2714	Gay Anties (7)	2-15	±	4-19
2715	Scent-imental Over You (7)	3- 8	+	5-17
2716	Birth of a Notion (7)	4-12	+	5-24
2717	Tweetie Pie (7)	5- 3	±	6- 7
2719	Hobo Bobo (7)	5-17	‡	5-31
2720	Along Came Daffy (7)	6-14		....
3701	Inki at the Circus (7)	6-21		....
3702	Crowing Pains (7)	7-12		....
TECHNICOLOR ADVENTURES				
2806	Adventures in South America (10)	8-10	±	8-31
TWO-REEL SPECIALS (Technicolor)				
2007	Down Singapore Way (20)	7-20	±	8- 3
2008	Men of Tomorrow (20)	8-24	‡	7- 6
3001	Cinderella's Fellers (20)	9-21	‡	9-21
3002	The Last Bomb (20)	11- 2	‡	9-21
3003	A Boy and His Dog (20)	4-26	‡	4-26
3004	Saddle Up (20)	3- 1	+	5- 3
3005	Song of a Nation (20)	5-31	±	5-31
SPORTS PARADE				
2512	Ranch in White (10)	8- 3	±	8-31
2513	Dominion of Sports (10)	8-31	±	8-31
3501	King of the Everglades (10)	9-14	±	9-28
3502	Lazy Hunter (10)	10-26	±	12- 7
3503	Battle of Champs (10)	1-18	±	5- 3
3504	American Sports Album (10)	3- 8	+	3-22
3505	Let's Go Swimming (10)	1- 4	±	4-19
3506	Arrow Magic (10)	3-22	±	5-10
3507	Harness Racing (10)	5- 3	+	5-17
3508	Flying Sportsmen in Jamaica (10)	5-24	±	5-31
3509	A Day at Hollywood Park (10)	6- 7		....
3510	Tennis Town (10)	6-21		....
3511	Sportsman's Playground (10)	7- 5		....
TECHNICOLOR ADVENTURES				
3801	Star Spangled City (10)	10-19	‡	11- 2
3802	Rubber River (10)	11-16	±	12-14
3803	Kingdom of the Wild (10)	3-15	+	4-19
3804	Circus Horse (10)	6-28		....

Miscellaneous

Republic

SERIALS

584	The Crimson Ghost 12 Chapters	10-26		....
691	Son of Zorro 13 Chapters	1-18		....
692	Jungle Girl (rerelease) 15 Chapters	4-19		....
693	Jesse James Rides Again 13 Chapters	3-21		....
694	The Black Widow 13 Chapters	6-10		....

United Artists

DAFFY DITTIES

	©The Lady Said No (8)	4-26	‡	4-27
	©Choo Choo Amigo (8)	7- 5	‡	7-20
	©Pepito's Serenade (10)	8-16	‡	9-14

LOEW MUSICOLOR

	©Toccata and Fugue (10)	10-15	‡	10-19

THE WORLD TODAY

	Wonder Eye (10)	516	‡	5-17

IN THE NEWSREELS

Movietone News, No. 84: Air disasters take fearful tolls of lives; Hungarian premier deposed by Reds arrives in the U.S.; world events—Canada—gates across the St. Louis river open to release flood waters; Luxembourg—20,000 participate in dramatic ritual in bombed-out Echternmach; England—King George and Princess Elizabeth take salute of Grenadier Guards; press photographers choose beauty at Atlantic City; sports—golf—unknown Lou Worsham ties Sammy Snead for U.S. open championship; in playoff Worsham wins title; tuna derby off the Bahamas.

News of the Day, No. 282: Prewar pomp revised as Britishers hail king's birthday; fleeing Hungarian premier finds refuge in the U. S.; death again rides nation's air lines; lighter side of day's news; strangers dance set in war-battered city; spectacular deluge as flood gates are opened dark drama headlines daze sports topic.

Paramount News, No. 85: London—Elizabeth stars in royal parade; death on mountain; people in the eyes of the world—Stanton Griffith on mission to Poland; Baruch bust unveiled at war college; Hungary's ex-premier reaches U.S.; Noah's Ark up to date; golf drama—playoff in U.S. open.

Pathe News, No. 87: President winds up Canadian tour; 50 die in DC-4 crash; Hungary's ex-premier in New York; trooping the color for the king; modern Noah's Ark flies; thrill circus at Polo Grounds; Worsham wins the National open.

Universal News, No. 48: 50 dead in airline crash; trooping the colors; Hungarian premier arrives; aerial Noah's Ark lands Miss "Press Photographer"; Worsham wins open golf; big top thrills.

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Movietone News, No. 85: Truman honored at bi-centennial of Princeton University; European girls arrive to wed ex-servicemen; sports—Oregon, skiing; England, Sir Martin Campbell; Austria, bicycle race; America, cradle of liberty, hails Independence day.

News of the Day, No. 283: Universal service urged by Truman; interview with Henry Wallace for political plans '48; Yanks overseas sweethearts arrive; meet this year's Miss California; fastest thing afloat; pedal pushers; Japs grunt and groan.

Paramount News, No. 86: Capitol hears Henry Wallace; 2,021st season of Jap wrestling; Princeton honors 36 at bi-centennial; Mrs. Zaharias wows.

Pathe News, No. 88: Princeton honors U.S. leaders; radar meter traps speeders; Nagy asks aid for Hungary; Katayama, first Christian prime minister; high school builds cyclotron; sports—Babe Didrikson wins British Women's golf championship, 50-mile bike race in Vienna.

Universal News, No. 49: On receiving honorary degree at Princeton, President Truman urges need for military training; Pan-American clipper begins first passenger global air flights at La Guardia field; fall millinery, inspired by Joan Fontaine, bows in New York City; Bobby Briggs demonstrates one-man tennis game at Forest Hills; Sumo wrestling match amuses Tokyo fans; spills mar thrilling cycle classic at Vienna, Austria.

(Continued from page 3)

—Gray Barker, Pictureland Theatre, Glenville, W. Va. Rural, small town and college patronage. * * *

Lover Come Back (U-I)—George Brent, Lucille Ball, Vera Zorina. Doubled with "Three Strangers" (WB), which is a good mystery show but not good enough when you consider the stars (Sydney Greenstreet, Geraldine Fitzgerald, Peter Lorre). "Lover Come Back" is a comedy that even the men liked. Played Tues., Wed., Thurs.—C. M. Garrett, Yandell Theatre, El Paso, Tex. Family patronage. * * *

Night in Paradise (U-I)—Merle Oberon, Turhan Bey, Thomas Gomez. Apparently Paradise, wherever that is, does not include such joys as good boxoffice receipts, satisfied customers, etc. I, personally, enjoyed this Technicolor fantasy, but the few people who came to spend a night in Paradise were disappointed. The color in this film is exceptionally beautiful—also the red in the theatre books for one of the worst Sun., Mon. runs I've had. This is not for small towns. Weather: Spring.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Runaround, The (U-I)—Rod Cameron, Ella Raines, Broderick Crawford. I wish I could have gotten the people to see this picture. I am sure everyone would have enjoyed it, as the few did who saw it. An excellent action comedy with plenty of laughs. The preview undersold it and the title probably helped to keep them away, but in my opinion it is definitely good small town entertainment. Played Wed., Thurs. Weather: Warm—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

She Wrote the Book (U-I)—Joan Davis, Jack Oakie, Mischa Auer. The picture wasn't so bad—business was. I liked it, the people who saw it liked it, but there weren't enough of them. It's a fair comedy—a little too sophisticated in places for country folks—should have been played on a double feature. Played Wed., Thur. Weather: Warm.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

So Goes My Love (U-I)—Myrna Loy, Don Ameche, Bobby Driscoll. A costume picture of the '90s period, which has an equal number of laughs and heart-tugs. I had the poorest Sunday on record—too bad these small town people stay away from pictures of this kind. They miss many a good one simply because the title, and in many cases, the preview, do not appeal to them. Played Sun., Mon. Weather: Warm and clear.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Swell Guy (U-I)—Sonny Tufts, Ann Blyth, Ruth Warrick. We're playing some U-I's of this ilk at fair prices, but the boxoffice takes nosedive when they hit the screen. The new product from U-I is doing well in the top brackets, but ones such as "Temptation" and "Swell Guy"—n.g. Played Thurs., Fri. Gray Barker, Lyric Theatre, Glenville, W. Va. Rural, small town and college patronage. * * *

Time of Their Lives (U-I)—Lou Costello, Bud Abbott, Marjorie Reynolds. The second Abbott and Costello feature I've run and the second time I've lost money, yet both features are okay and those who came enjoyed them. For a kid show, you can't beat them. Played Sun., Mon. Weather: Clear.—C. M. Garrett, Yandell Theatre, El Paso, Tex. Family patronage. *

WARNER BROS.

Beast With Five Fingers, The (WB)—Robert Alda, Andrea King, Peter Lorre. The average horror picture—business was fair. Played Tuesday. Weather: Good.—E. M. Freiburger, Paramount Theatre, Dewey, Okla. Small town patronage. * * *

Big Sleep, The (WB)—Humphrey Bogart, Lauren Bacall, Martha Vickers. This is pretty heavy for this situation. Bogart drew them in the first night but after that it was poor. I have to be very careful with the most major product here. Played Tues., Wed., Thurs. Weather: Warm.—Rahl & Hanson, California Theatre, Kerman, Calif. Small town and rural patronage. *

Her Kind of Man (WB)—Dane Clark, Janis Paige, Zachary Scott. Doubled with "It All Came True" (WB) Two rough and tough features that will hold up on a single bill anywhere. Played Tues., Wed., Thurs. Weather: Clear.—C. M. Garrett, Yandell Theatre, El Paso, Tex. Family patronage. *

Nora Prentiss (WB) — Ann Sheridan, Ken Smith, Bruce Bennett. My customers do not care much for this type of picture. It is more or less shoddy, showing the weakness of human character with no redeeming feature. Played Sun., Mon., Tues. Weather: Rainy.—M. W. Mattecheck, Mack and Lark theatres, McMinnville, Ore. City and country patronage. * * *

Nora Prentiss (WB)—Ann Sheridan, Kent Smith, Bruce Bennett. I'm still waiting for Warner Bros. to deliver me a hit this year. This one was too long and had very little appeal. Played Sun., Mon. Weather: Good.—Ralph Raspa, State Theatre, Rivesville, W. Va. Rural and small town patronage. * * *

Pillow to Post (WB)—Ida Lupino, Sydney Greenstreet, William Prince. If you want a real comedy, don't fail to play this one. I must confess that I booked this with some trepidation, but, boy, it's dandy. Never a disappointed customer. Played Thurs., Fri., Sat. Weather: Fair.—S. C. Onerheim, Community Theatre, Luseland, Sask. Small town and rural patronage. * * *

Rhapsody in Blue (WB)—Robert Alda, Alexis Smith, Joan Leslie, Paul Whiteman. A honey of a show—one that should appeal to everybody. The emotional love interest is particularly good for this type of show, which, as a rule, doesn't help much along that line. Play it, by all means. Played Thurs., Fri., Sat. Weather: Good.—S. C. Onerheim, Community Theatre, Luseland, Sask. Small town and rural patronage. * * *

Stolen Life, A (WB)—Bette Davis, Glenn Ford, Dane Clark. Doubled with "Step by Step" (RKO). As usual, Bette Davis brought them in. I recommend this feature to everyone. "Step by Step" is a good little murder mystery—the plot and action really keep the patrons' attention. Played Fri., Sat. Weather: Clear.—C. M. Garrett, Yandell Theatre, El Paso, Tex. Family patronage. *

Two Guys From Milwaukee (WB)—Dennis Morgan, Joan Leslie, Jack Carson. This is good comedy from Warners. It had lots of laughs and was pleasing to a slightly under average midweek attendance. I expected more from this picture but you can never tell about this business. I've done better on pictures from which I expected less. Played Tues., Wed., Thurs. Weather: Warm.—Rahl & Hanson, Kerman, Calif. Small town patronage. *

Verdict, The (WB) — Sydney Greenstreet, Peter Lorre, Joan Loring. I agree with a recent contributor to the EHHS columns—these Sydney Greenstreet-Peter Lorre whodunits could happen in the United States, for a change. The English setting not only kills the picture for a large number of people, besides it is very worn out for this type of picture. This was saved only by the second feature, "Lawless Breed" (U-I) on a weekend run. Played Fri., Sat. Weather: Warm.—Carl E. Pehlman, Rio Theatre, Edinburg, Ill. Rural and small town patronage. *

Exhibitor Is Magistrate; Wife and Sister Help

Both his wife and his sister help Wilder S. Funk operate his Star Theatre at St. Stephen, S. C. This is his first venture in show business, too, and he opened March 11 of last year.

"My wife is the cashier and my sister is ticket-taker," he writes. "As for me, I operate and run the popcorn machine alternately. Then it takes my wife and myself together to keep the books and records.

"I don't exactly have another business but I am the town magistrate. My hobbies are reading and fishing."

Asked what he considered the exhibitor's major problem today, Funk listed "high film rentals, super-high taxes, and intangible cost." As for how to remedy these problems, he comments: "I wish I knew."

D. W. Trisko Eloquent Over New Location

D. W. TRISKO sold his Star Theatre at Stanley, N. D., to Walter J. Whitmore and Victor Brooks, giving possession on March 18, and took possession of the Ritz at Jerome, Ariz. on April 1. The Ritz is a 500-seat theatre, equipped with Simplex E-7 projectors, Peerless Magnarc lights and Western Electric sound. It operates on a five change basis.

"Our Thursday picture is Mexican as a large part of our population is of Spanish extraction," Trisko says. "The town is located in the heart of the copper mines of northern Arizona and we have some of the nicest scenery around here that can be found anywhere in the U.S. In fact just about 20 miles from here Paramount just finished shooting one of its new shows, 'Desert Fury.' Columbia shot its 'Gunfighters' there. The town is named Sedona and the Oak Creek Canyon is the background scenery for a number of the better outdoor shows.

"Oak Creek affords the fisherman the best trout that can be caught anywhere. And last Sunday three fellows were fined for having 164 fish in their possession after the first day of the season.

"Located on the side of Mingus mountain, with copper mining the chief source of income, Jerome is one of the few cities of the world of its size to run up and down hill with a one-way Main street. The altitude is approximately a mile, and it is often called the city with the 50-mile view, because the San Francisco peaks at Flagstaff can be seen from the Ritz and other offices. It is one of the best places in the world for asthma sufferers."

Second Bracket Pictures Beat Top Bracket Ones

W. E. "BILL" DANELZ, who has the Lyric Theatre at Elmore, Minn., and uses the slogan on his stationery, "The Pick of the Pictures," has this to say:

"Metro on the whole puts out a pretty good product, but the experience I have had with them is that I can come out better on their second bracket pictures than on their big top-flight ones. As a typical example last spring I played their picture 'Our Vines Have Tender Grapes,' bought in the second bracket rental, and it still stands as the house record breaker in the two years I have been here. Last October I opened with 'Ziegfeld Follies,' top bracket and all, and the second day I didn't take in enough to pay for the lights. Luckily I did my own operating, thereby going three bucks less in the hole."

The Hucksters

A — Comedy-Drama

MGM (728) — **115 Minutes** — **Rel. July 17, '47**

Clark Gable is back in his roving-eyed, romantic stride in this amusing, realistic and remarkably adult picturization of the sensational behind-the-scenes novel about radio advertising. The combination of Gable, in his first picture in more than a year, and a book that topped the best-seller lists for months will insure strong grosses generally. While a few of the book's more racy details are eliminated, the film captures its cynicism about radio in splendid fashion. As regards entertainment programs, patrons will realize that it's not what the public wants but what the sponsor wants that counts. Dictatorial sponsors, sugary soap operas and annoying singing commercials all come in for some clever ribbing under Jack Conway's astute direction. Sydney Greenstreet is literally immense as a coarse, bombastic radio sponsor and Deborah Kerr is refreshing as the object of Gable's affections.

Clark Gable, Deborah Kerr, Sydney Greenstreet, Adolphe Menjou, Ava Gardner, Keenan Wynn, Edward Arnold.

Pacific Adventure

F — Drama

Columbia (835) — **97 Minutes** — **Rel. July '47**

With all the world conscious of the need for further trailblazing in aviation, this Australian-produced film about one of the smallest continent's heroes, is timely. Since it is a true account, the danger of early air travel is not minimized and this makes for many thrills and much suspense in the drama. Sir Charles Kingsford Smith, affectionately known to the Aussies and others as "Smithy," was one of the flying pathfinders who broke air record to show what could be done, was knighted for his exploits but saw his rivals get badly needed airmail contracts. He had romance and marriage but these are of secondary importance in the film, which is well made but a little heavy for entertainment purposes. The absence of star names will hurt its boxoffice appeal unless exploited for its air action and general excellence. Ken G. Hall directed.

Ron Randell, Muriel Steinbeck, John Tate, Joy Nichols, Nan Taylor, Alec Kellaway, John Desse.

The Millerson Case

F — Mystery

Columbia (817) — **72 Minutes** — **Rel. May 29, '47**

This latest episode in the Crime Doctor's psychiatric and criminological career finds Dr. Ordway, rigged out in rough hunting togs, on his way into the hill country of West Virginia for a long-delayed vacation. Since the Crime Doctor has made eight films since 1943, he really needs it. Arrived in the hills, he finds a typhoid epidemic raging and joins the county health authorities in the war against disease. A reel or two is spent in establishing that although rustics usually are crude, lazy, ignorant and hostile to modern medical techniques, they nevertheless are simple, good hearted folk, amusing in their way. This may be news to urbanites but the rural areas probably will find these sequences rather slow. After some delay the murders commence, and Dr. Ordway duly fastens them on a scraggly-bearded illiterate. It's a mediocre film. George Archainbaud directed.

Warner Baxter, Nancy Saunders, Clem Bevans, Griff Barnett, Paul Guilfoyle, James Bell, Trevor Bardette.

For the Love of Rusty

F — Drama

Columbia (812) — **69 Minutes** — **Rel. May 1, '47**

This third film in the Rusty series has much that will appeal to both young and old, and especially to dog-lovers, but its psychological phases of the father-son relationship are pretty foggy. Also, the tuxedo-wearing, homely-philosopher type of veterinarian living in a trailer seems a bit phony at times, as does the incident where he falls asleep and allows the tea kettle to put out the gas flame and Rusty comes to the rescue. Ted Donaldson is not exactly the average American boy he is supposed to be and neither do the father and mother seem average parents. However, there is much human interest, comedy and pathos in this film, which is designed for the lower half of a double bill and for children's matinees and family night consumption. A series of incidents rather than a definite plot. John Sturges directed.

Ted Donaldson, Tom Powers, Ann Doran, Aubrey Mather, Sid Tomack, George Meader, Mickey McGuire.

Crossfire

A — Drama

RKO Radio (——) — **85 Minutes** — **Rel. Aug. 1, '47**

This plea for religious tolerance is a forceful film that should set an audience back on its heels. The story is effective in the adult dramatic way it bares the grim story of blind religious hatred in America. Because of this stark theme the picture doesn't make for relaxation. Suspense and action are maintained at a high pitch from the opening scene to the smash finish. The film doesn't preach. Instead the message for tolerance is skillfully woven into a story of murder motivated by anti-Semitism. Photographic effects are excellent. RKO recruited top talent. The dialog is as natural as the characters. Robert Ryan, a soldier crazed by drink and hatred, kills Sam Levene, a Jew, and later murders his own buddy. Robert Young, detective, exposes Ryan. George Cooper, innocently accused of the crime, returns to his wife. Edward Dmytryk directed.

Robert Young, Robert Mitchum, Robert Ryan, Gloria Grahame, Paul Kelly, Sam Levene, Jacqueline White.

Brute Force

F — Drama

Univ-Int'l (——) — **96 Minutes** — **Rel. ————**

Considered for its productional, technical and thespic worth, this stark subject reflects the excellence and meticulousness which are expected in Producer Mark Hellinger's output. Whether those sizeable assets will be sufficient to make the picture a popular and profitable exhibition venture is, however, a moot question, the answer to which probably will be varied and dependent upon film tastes in respective communities. Those who enjoy light screen fare will shun the offering—and well they might—as being exaggeratedly realistic and entirely too brutal, grim, sanguinary. It's a prison story, probably the most unyielding approach to such ever filmed. Its cruel, sadistic theme is not for the tender of heart or the squeamish of stomach—yet there is always a possibility that the feature will attract in sufficient numbers. Jules Dassin directed.

Burt Lancaster, Hume Cronyn, Charles Bickford, Yvonne De Carlo, Ann Blyth, Ella Raines, Sam Levene.

A Lady Surrenders

F — Drama

Univ-Int'l (——) — **108 Minutes** — **Rel. July 1947**

Tremendous appeal for the ladies is registered in this Prestige release. There are moving performances by a popular British cast, impressive scenic shots of the Cornish coast. An added draw for art house audiences is the excellent musical background supplied by the British National Symphony Orchestra. Musical highlight of the film is the orchestra playing "Cornish Rhapsody" at Albert Hall, London, with Margaret Lockwood at the piano. The love story is tragic and somewhat slow moving, but the final embrace between Miss Lockwood and Stewart Granger should leave audiences in a happy frame of mind. Miss Lockwood is a famous pianist doomed to early death by a heart ailment. She meets Granger, former RAF flyer who is going blind. She persuades him to save his sight through an operation, but Patricia Roc forces her to give up Granger. Leslie Arliss directed.

Margaret Lockwood, Stewart Granger, Tom Walls, Patricia Roc.

Black Gold

F — Drama

Mono (Allied Artists) (——) — **91 Minutes** — **Rel. ————**

Tear-jerking through tried and true methods is combined with the thrills and suspense of horse racing to furnish a highly acceptable parcel of entertainment. The picture tells of the story of the breeding and training of that valiant of the turf whose name supplies the title. Its best assets are a sterling performance by Anthony Quinn, who portrays the horse-loving Indian who owned Black Gold, an exciting reproduction of the Kentucky Derby won by that bangtail, and effective Cinecolor photography. It is the second to appear under Monogram's Sunday suit banner, Allied Artists. While not as lush thespically or productionwise as the initialer ("Fifth Avenue"), the feature nonetheless is weighty enough to benefit any program. It can be a topside billing in many situations and is dependable as strong support on the de luxe dualers. Produced by Jeffrey Bernerd; directed by Phil Karlson.

Anthony Quinn, Katherine DeMille, Elyse Knox, Ducky Louie, Kane Richmond, Moroni Olsen, Raymond Hatton.

EXPLOITIPS

Suggestions for Selling; Adlines for Newspaper and Programs

SELLING ANGLES: **"Crossfire"**

The theme is handled with stark realism. While church and civic groups and women's clubs undoubtedly will heartily endorse the film's plea for tolerance, there are scenes of brute force and questionable morals that may not sit well with parents. There is enough action and suspense to satisfy murder mystery enthusiasts. It can be plugged in ads as a must for every American. A special screening for the clergy may be held.

CATCHLINES:

Expose of the Disease That Threatens America . . . Religious Hatred Endangering Democracy . . . Blinded by Hatred and Ignorance . . . Dramatic, Forceful, a Must for Americans . . . Dramatic Plea for Tolerance . . . It Has the Impact of an Atom Bomb.

Ignorance and Hate Made Him a Murderer . . . Packed With Suspense and Action . . . The Kind of Picture Everyone Talks About . . . Forceful Tale of Murder and Intolerance . . . Eloquent Message for Brotherhood of Man . . . Lineup of Top Talent.

SELLING ANGLES: **"Brute Force"**

Because the story revolves around prison, dress the front of the theatre accordingly. Through newspaper tieups, select Blanktown's Calendar Girl, a composite of Yvonne De Carlo, Ella Raines, Ann Blyth and Anita Colby, such as appears in the picture. Have the adolescent femmes vote to choose their "favorite brute" of their school or of the screen.

CATCHLINES:

They Knew But One Law . . . The Law of Brute Force . . . Caged Men, Cut Off From Their Women by a Wall of Stone and Steel! . . . Smouldering Human Dynamite Exploding With Ruthless Fury! . . . Steel Bars—Storing Up Their Hate . . . Stone Walls—Shearing Them From Love!

Gripping Action as Caged Men Claw Their Way Toward Freedom! . . . Searing Scenes as They Give Brutal Battle for Supremacy! . . . Woman-Love Burning in the Hearts of Men Behind Bars!

SELLING ANGLES: **"A Lady Surrenders"**

The cast offers substantial draw for art house audiences. Stewart Granger rapidly is becoming a favorite with the ladies. Emphasis on the musical score and the appearance of the National Symphony Orchestra should draw classical music enthusiasts. You may secure a list of subscribers to a local concert hall and mail heralds. By contacting music appreciation teachers and securing their sponsorship you may increase juvenile attendance.

CATCHLINES:

"Cornish Rhapsody" Played by the National Symphony Orchestra . . . Your Favorite Stars Return in a New Kind of Love Story . . . She Surrendered to Fate . . . What Tragic Secret Kept Them Apart? . . . Can a Woman's Love Save a Man's Soul?

Loving Today, Fearing Tomorrow . . . You'll Thrill to the "Cornish Rhapsody" . . . Two in Love and Afraid of Loving . . . The Kind of Love Story You Can't Forget . . . A Lady Surrenders Her Heart . . . Together They Defeated Their Secret Fears.

SELLING ANGLES: **"Black Gold"**

For ballyhoo have a rider in jockey's silks ride through the streets bearing a sign reading: "I'm Getting an Early Start to See 'Black Gold' at the Blank Theatre." Make a display of Kentucky Derby winners of the past 20 years with Black Gold the centerpiece. Take advantage of the tolerance angle by staging a special show for the American Legion and other groups interested in fostering tolerance.

CATCHLINES:

Thoroughbred Horses and Thoroughbred Humans . . . The Great Story Behind the Greatest Race in the World . . . Pulse Pounding Drama From Rugged Oklahoma to Churchill Downs . . . Three Champions—a Father and Son and the Stout-Hearted Colt That Stormed Out of the West to Win the Greatest Kentucky Derby of Them All.

An American Adventure—Big, Bold, Booming! . . . He Was Only Indian Charlie But His Life Was a Lesson in Tolerance for Latter-Day Americans.

SELLING ANGLES: **"The Hucksters"**

Playing up Clark Gable, in his first picture since "Adventure" was released early in 1946, and "The Hucksters," one of most-discussed novels in recent years, will be a guarantee of crowded houses. Also stress the attractive Deborah Kerr, the British star who has been receiving publicity in national and fan magazines for her work in "The Adventuress," and Sydney Greenstreet in a new type of role for him. Arrange tieups with book stores for window displays of "The Hucksters." Have boys dressed as hucksters distributing handbills.

CATCHLINES:

Clark Gable, As You Like Him, Ridiculing His Rivals and Romancing His Way to a Lovely Lady's Heart . . . While the Sponsor Demands That the Radio Public "Love That Soap," His Advertising Agency Hates His Guts . . . A Behind-the-Scenes Glimpse at a Billion Dollar Entertainment Field.

While a Dozen Women Smile at Him, He Has Eyes for Only One . . . A Best-Selling Novel Becomes a Vivid Realistic Picture . . . Gable Gets All the Gals in the Radio World.

SELLING ANGLES: **"Pacific Adventure"**

If the exhibitor is in a situation where school tieups are permitted, notices should be sent that this is an authentic historical dramatization of the life of one of aviation's heroes. Contrast stills of his "Southern Cross" with some taken at the nearest local airport of one of the big air-liners. Stage a contest in which for a week quiz ads appear such as: "Who was the first to fly the Pacific?" Have a model airplane display in the lobby.

CATCHLINES:

Drama of the Aerial Conqueror of Continents and the Seven Seas . . . One of the World's Heroic Adventure Tales . . . Thrill-Filled and True Story of Sir Charles Kingsford Smith's Aerial Conquest of the Pacific . . . Not a War Picture.

World-Girdler, Sky Pathfinder, Peace-Time Hero . . . Clashing With Terror in Uncharted Skies . . . Crashing Into the Unknown on Wings of Daring and a Woman's Prayer . . . Soaring Thrills That Give Wings to Your Heart.

SELLING ANGLES: **"The Millerson Case"**

Take full advantage of Phillip Morris's Crime Doctor radio show on CBS. Have radio plugs spotted before and after the broadcast. Use co-op counter cards and window cards in stores selling Phillip Morris cigarets, and co-op ads with the station on newspaper radio pages. Dr. Ordway's hunting trip suggests a tieup with sporting goods stores. Plant Nancy Saunders stills in beauty shops and women's clothing stores.

CATCHLINES:

A Backwoods Borgia Brews a Beverage Brimming With Hatred and Death . . . The Symptoms Said Typhoid but the Crime Doctor said Murder . . . And He Was Right—a Poison Murder, by a Poisoned Brain, in a Little Town Poisoned With Hate.

A Rural Romeo's Romance Wrecked by Ratbane . . . The Crime Doctor's Vacation Ends When Murder Comes to the Hills . . . Radio's Crime Doctor Pits Himself Against Cruel Animal Cunning, Crazed by Fear.

SELLING ANGLES: **"For the Love of Rusty"**

Dog films have a certain following in all localities and by now the exhibitor should know where his advertising for such pictures gets the best results. The boy-and-his-dog contest may be used to advantage, whether it concerns personal appearance of both at the theatre or asking patrons to vote a new collar to the dog most resembling Rusty. Another contest which brings interest in the picture is one for the best essay on a true story of how a dog saved a life.

CATCHLINES:

Boys Will Be Boys, Dogs Will Be Dogs . . . And Parents Will Always Be—Parents . . . Two Wonderful Pals Who Want to Make Friends With You . . . For the Love of Mike Don't Miss "For the Love of Rusty" . . . Love Me, Love My Dog.

A picture About a Boy and His Dog—and His Father Who Learned to Understand Them . . . A snobbishly Planned Dinner Where the Guest Out-Dressed Them . . . Running Away From Home—and What Happened Then.

GENERAL EQUIPMENT—USED

All makes surplus sound projectors: New Zeiss on 35mm, $275; used 16mm RCA, $149.50; ell & Howell, Ampro, Victor, DeVry, $195 up; e new Amproarc HI, $1,295; 35mm Holmes Arc equipments, $1,295; DeVry HI theatre uipments, $2,495; rebuilt Super Simplex out- s with RCA sound, $3,850. S.O.S. Cinema Sup- Corp., 449 W. 42nd St., New York 18.

Benwood-Linze Twin HI rectifier, 65 amperes, built, $345; Motiograph K Projector Mechan- ns with changeover, rebuilt, $695; Brenkert echanisms excellent, $495; Century rebuilt, 95; Super Simplex rebuilt, $650; ticket ma- ines, 2 unit hand operated, $99.50; 3 unit, 35. S.O.S. Cinema Supply Corp., 449 W. 42nd ., New York 18.

Heavy Duty blowers, ball-bearing equipped, ,000 cfm to 50,000 cfm. Air washers, all zes. Hydraulic drives two and four speed motors d controls. Immediate delivery. Dealers wanted. ational Engineering and Mfg. Co., 213 W. 19th ., Kansas City, Mo.

Holmes factory rebuilt 16mm Arc projector, watt amplifier speaker, $650. Pair Motio- aph heads and magazines hardly used, $100. ussell Schlect, 1840 Morse Ave., Chicago 26, Ill.

Simplex projectors, arc lamps, rectifiers, com- ete line of genuine replacement parts for United esearch sound equipment. Weber sound equip- ent for Powers projectors. Prewar prices. Bodel- n & Company, 10-38 Jackson Ave., L. I. City, . Y.

Pair Simplex Portable Projectors, RCA Sound, creen, 300 upholstered chairs. Complete, $2,000. nthony Calcagno, Box 102, Gramercy, La.

Available: One pair of Cyclex Projector lamps mplete, ready to operate, in A-1 condition. hese lamps are now in operation and can be hipped in two weeks. Also two A.C. inductors r emergency use with switches, complete $500. orfolk Theatre Supply Co., 2706 Colley Ave., orfolk, Va. Phone 53818.

Sell, pair good late model ESF DeVry 35mm ortables, ND-30 watt Amplifier-Monitor. $750. . & T., Wickes, Ark.

Holmes 16mm Sound Projector, like new, $350. . Arth, 1201 University Ave., N. Y. C.

Two Simplex projectors, rear shutter, late model, CA sound, double channel, Strong lamps, recti- iers, motor rewind, etc. Low price for quick sale. ameo Theatre, Akron, Ohio.

For Sale or swap for anything I can use: One air of Powers projectors and a pair of Strong ow-intensity lamps with new Strong rectifiers. Roxy Theatre, St. Ansgar, Iowa.

Complete used booth equipment, including two Simplex Standard projectors, two Brenkert Econo- arc lamps with rectifiers, a complete Western Electric 46C sound system with Universal bases, a rewind table, film splicer, hand rewind and film cabinet. Good condition, going to highest bidder. Avon Amusement Co., Box 311, Huntsville, Tex.

Two complete Powers projectors, Mazda lamps, extra head, good condition. $225 takes all. 395 Innis Ave., Columbus 7, Ohio.

DeVry 35mm portable sound projector, complete with speaker and amplifier, late model, prac- tically new, used very little, $500. Jos. Vasut, Schulenburg, Tex.

STUDIO EQUIPMENT

Surplus Moviolas now available, sound, $795; silent, $235; Ace Film Viewers, $119.50; Holly- wood variable area recording system, $3,750; BM silenced studio single system camera with galva- nometer; rackover; 1,000 ft. magazines; 6 lenses and vertical viewfinder, $3,950; Eyemo turret, 3 lenses; rackover; magazine; free-head tripod; motor, etc., $1,395; New Bell & Howell 16mm sound printers, $3,250; new Mitchell 24V motors, $295; new 35mm film phonographs, $795. Send for latest stocklist. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

EQUIPMENT WANTED

Want 200 to 400 (18 or 19 inch) spring edge chairs and complete booth equipment. L. H. Pettit, Ava, Mo.

POPCORN MACHINES

Burch—Manley—Cretors—Advances—All electric French fry types. Karmelkorn Equipment, 120 S. Halstead, Chicago 6, Ill.

Rebuilt Popcorn Machines for sale. Fully guar- anteed. Price from $150. Consolidated Confec- tions, 1314 S. Wabash, Chicago 5, Ill.

Blevins is national headquarters for popcorn machines. Silver Stars, Super Stars, Corn Cribs. Old machines taken in trade. Blevins Popcorn Co., Nashville, Tenn.

Real Bargains used popcorn machines. Burch, Cretors, Advance, guaranteed. Poppers Supply, Box 838, Atlanta, Ga.

Star popcorn machines. All models. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo.

GENERAL EQUIPMENT—NEW

Poster Cases—Stainless steel, 40x65 glass size, equipped with cold cathode tube illumination around entire case. Immediate delivery. All other sizes, delivery in 10 days. Literature upon re- quest. Ben B. Poblocki & Sons, 2159 South Kin- nickinnic Ave., Milwaukee 7, Wis.

Drive-In Theatre Projection and sound equip- ment. Brand new; nothing else needed, $2,974. Theatre equipment $2,794, and $2,280, complete and installed. Ace Camera Supply, 116 N. Dargan, Florence, S. C.

THEATRE SEATING

500 American spring edge cushion chairs, heavy panel back, excellent, $5.45; 621 same rebuilt, $7.65; 200 veneer chairs, rebuilt, $3.95; 1050 Heywood-Wakefield full upholstered back, box- spring cushion chairs, excellent, $4.95; (rebuilt $5.95); 400 General full upholstered back, box- spring cushion, rebuilt, $7.95. Wire for list. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

Several thousand used upholstered opera chairs on hand. We are headquarters for the cream of the used chair crop. We pick the lots that we think you will like. We furnish proper slope and sections desired to fit your theatre. Our many years experience in the seating business is your guarantee. Write for exact photo and price. We have parts for all makes of chairs. Also, leather- ette 25x25 in. all colors, 55c ea. Good quality. Chicago Used Chair Mart, 829 So. State St., Chicago 5, Ill.

Fensin Chair maintenance headquarters has all parts and accessories for all chairs. Also upholstery fabrics and theatre chair supplies. Send us your sample for quotation. Repair service avail- able right in your theatre also. Fensin Seating Co., 62 E. 13th St., Chicago 5, Ill.

1,200 Used Spring cushioned theatre chairs, $1.50 ea., and $3.50 ea., complete. Immediate delivery. Russell Chair, 2567 McClellan, Detroit, Mich. Phone LENox 3445.

Theatre Chairs, 3,000 used spring cushioned part full upholstered back and part insert panel back, with spring edge and box spring cushions. 1,000 veneer chairs, 800 good backs, 500 spring cushions and hinges. Write for prices and photo- graphs. Immediate delivery, advise how many you need. We export chairs anywhere. Jesse Cole, 2565 McClellan Ave., Valley 2-3445, Detroit, Mich.

Sewn Delux seat covers and sewn slip covers, reversible type, for all brands seats. Fredis Thea- tre Service, Vina, Ala.

1,623 American Seats, late model, insert panel, spring edge cushions, immediate delivery. Also 255 late model American seats, full upholstered back, spring edge cushions, 8 months old. Also veneer chairs. Wire, write or phone, HARrison 4219. Ace Chair & Carpet, Inc., 1428 S. Wabash Ave., Chicago 5, Ill.

For Sale: 169 Veneer seats, all in good con- dition. F. M. Kahle, Brewster, Kas.

1,000 American box spring, cushion panel back for level floor, $4.00 each. F.O.B. Albany, N. Y. Albany Theatre Supply Co., 1046 Broadway, Al- bany, N. Y.

850 fully padded metal lined back and spring cushions, A-1 condition for sloped floor, 19-20 inches wide, $4.75 each F.O.B. Albany, N. Y. Albany Theatre Supply Co., 1046 Broadway, Al- bany, N. Y.

1,400 fully padded backs spring cushion, 19-20 inches wide for level floor, $3.50 each, F.O.B. Rochester, N. Y. Albany Theatre Supply Co., 1046 Broadway, Albany, N. Y.

1,000 American full upholstered back spring cushion, 10 years old. 19-20 inches wide, $5.50. F.O.B. Rochester, N. Y. Albany Theatre Supply Co., 1046 Broadway, Albany, N. Y.

Special transportation rates are now available to all exhibitors in southern states and sample chairs can be inspected before purchase. Write, wire or call for details. Jack McGrath, Albany Theatre Supply Co., 1046 Broadway, Albany, N. Y.

800 complete rebuilt box spring, veneer back theatre chairs, $5.50 each. 1,000 reconditioned plain veneer chairs, $3.50 each. Other lots. Ask for photos. Bodelson & Co., 10-38 Jackson Ave., L. I. City, N. Y.

100 veneer seats in excellent condition. Answer quick. Must make room for new seats. Phone, wire or write Midway Theatre, 7th and Central, Kansas City, Kas.

200 good complete theatre chairs, upholstered backs and spring bottoms. Reasonable. T. J. Arrington, New Haven, Ind.

THEATRE TICKETS

Prompt service—Special printed roll tickets, 100,000, $19.90; 10,000, $5.95; 2,000, $3.75. Each change in admission price, including change in color, $2.50 extra, double numbering extra. Shipping charges paid to 1,000 miles. Cash with order. Kansas City Ticket Co., Dept. 9, 1819 Cen- tral, Kansas City, Mo.

THEATRE PRINTING

Window Cards, 3-sheets, photo offset house programs, heralds, passes, etc. Cato Show Print- ing Co., Cato, New York, or Tribune Press, Fowler, Ind.

THEATRES FOR SALE

Highly equipped action theatre. Oklahoma's finest city; 200,000 population. 415 upholstered seats. E-7s. 4 Star. Simplex High Lamps. $25,000. Half down. Arthur Leak, Theatres Ex- clusively, 3422 Kinmore, Dallas, Tex.

Two subsequent run houses in good West Vir- ginia towns and one coal camp town in Virginia. Will sell separate. Box 2761, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Theatre—300 seats. Equipment and lease. Low rent. County seat town of 2,500 population near coast. Cash price, $14,500. **Theatre**—Near coast. Cement building, 392 seats. Grossing $1,525 month plus candy and popcorn. Total price $20,000. $11,000 cash required. Balance $125 month, interest 4%. J. C. Butler, A.B.C. Brokerage Co., 304 S.W. 4th Ave., Portland, Ore.

Theatre Exchange Co., the only exclusive thea- tre brokers in the northwest, offer the largest selection of theatres for sale or lease. Write for list. 201 Fine Arts Bldg., Portland 5, Ore.

Theatre Exchange Co. Listing No. 135 in Port- land, Ore. 420 seats, mostly new. New carpet and decoration. Soft drinks, candy and popcorn. Steady family trade. Owner says $2,000 gross. Price $32,500. $50 week rent including heat. Terms. 201 Fine Arts Bldg., Portland 5, Ore.

Theatre Exchange Co. Listing No. 134 in Washington county seat. Only theatre. Film circuited with next town. New sound, carpet and seats. Simplex HI Lamps. Owner says $1,600 gross, and increasing. Bldg. included for $42,500. Terms. 201 Fine Arts Bldg., Portland 5, Ore.

Theatre Exchange Co. Listing No. 128 in boom- ing Oregon lumber and farm community. New RCA booth. 320 seats. Gross increasing 20% yearly last 3 years. Modern bldg. included for $22,500. Terms. 201 Fine Arts Bldg., Portland 5, Ore.

Theatre for Sale: Small town, in good farming district in northwest Kansas. Good building, brick front, small living quarters. Many improvements added this year. 377 seats (160 cushioned). Good equipment, showing six nights a week. Show- ing profit. Sickness reason for selling. Every- thing sells, price $20,000. If interested, see or write F. M. Kahle, Mgr., Liberty Theatre, Brew- ster, Kas.

For Sale: Finest small town theatre in middle west, located central Iowa. $65,000. Terms. Box 2765, Boxoffice, 825 Van Brunt Blvd., Kan- sas City 1, Mo.

Beautiful new theatre, east Texas town 1,300 population. Large rural population. Nearest theatre 15 miles. New sound, new cushion chairs, new washed air cooling. Making money. Good lease. $11,000 some terms. Box 2766, Boxof- fice, 825 Van Brunt Blvd., Kansas City, 1, Mo.

6 Virginia theatres for sale. Reasonable terms to responsible theatre operators. Located in Nor- folk, Portsmouth, Newport News. Jewel Produc- tions, 165 West 46th St., N. Y.

Only Theatre, Texas County Seat 2,300. First time offered. Attractive front, good equipment. Highly profitable. Private sale. $20,000 down. Arthur Leak, 3422 Kinmore, Dallas, Tex.

Oklahoma town over 2,500. Excellent equip- ment, air conditioning; 350 seats, mostly cush- ioned. Doing good business; $15,000. Box 2778, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Virginia theatre, modern, all-brick construction, 668 spring seats, new Alexander-Smith carpet, Simplex projection, RCA sound, blower system. Town 2,200 with nice drawing radius. No com- petition. $25,000 down by appointment only. T. E. Wilson, Box 247, Crewe, Va.

For Sale $15,000 profitable theatre, central Indiana town of 1,700 population with 5 to 10 years lease. Simplex equipment. Reason for sell- ing, leaving state for health. Box 2779, Box- office, 825 Van Brunt Blvd., Kansas City 1, Mo.

Theatres Denver territory; 450 seats, 8,000 population. Lease and equipment worth plenty. 300 seats good mining town, building and equip- ment, nice business. Box 2782, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Deluxe 400 seats central Illinois, town 2,500, new building 1941. Owner selling account health, $33,000 down. The Savereides, 1217 Blum Bldg., Chicago, Ill.

Theatres: Illinois, Indiana, Missouri, Kansas, Nebraska, Iowa, Minnesota. The Savereides, 1217 Blum Bldg., Chicago, Ill.

Texas: Small town theatre, grossing $18,000 annually. $14,500. Box 2776, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

CONFECTIONS

Candy Bars, assorted nuts, popcorn seasoning. In quantities. Also, popcorn machines, new and used. Cinephone Distributing Co., 717 W. 119th St., Chicago.

SIGNS

Easy Way to Paint Signs. Use letter patterns. Avoid sloppy work and wasted time. No experi- ence needed for expert work. Write for free sam- ples. John Rahn, B-1329 Central Ave., Chicago 51, Ill.

THEATRES WANTED

Sell Your Theatre Privately. Confidential cor- respondence invited. References. Arthur Leak, Theatres Exclusively. 3422 Kinmore, Dallas, Tex.

Will pay cash for small-town theatre southern California. Exhibitor desires permanent location. No agents. Write Mgr., 1239 Stanford St., Santa Monica, Calif.

Will pay cash for small town theatre California. Exhibitor desires permanent location. Not inter- ested city theatres. Address 234 North Reese Place, Burbank, Calif.

Will buy theatre, northern, central or western New York and northern Ohio, north central Penn- sylvania in towns 1,500 to 4,000 population in a Catholic community. For particulars write Joseph Amand, 7121 Magoun Ave., Hammond, Ind.

Prefer theatre with building included. Must be reasonable and on paying basis. Clifford Jordan, 802 Albany Ave., Waycross, Ga.

Wanted theatre in town of 1,400 or more. State in first letter all that would be desired by experienced theatre owner. Box 2780, Boxof- fice, 825 Van Brunt Blvd., Kansas City 1, Mo.

HELP WANTED

Wanted: Experienced, sober, dependable, three shows daily, six-day permanent position to right man. Write Soo Amusement Co., Sault Ste Marie, Mich. State starting salary and reference.

Manager Wanted. State experience, age, refer- ences, all details and salary expected in answer. Write Uptown Theatre, Sedalia, Mo.

Theatre manager experienced in making up live fronts for grind policy. Good opportunity for go- getter with recognized circuit. Write Associated Theatres, Inc., 1323 Dime Bldg., Detroit, Mich.

POSITIONS WANTED

Manager: Family. Trained all phases. Perfect references. Future important. Prefer Texas, ad- joining states, independent theatres. Box 2763, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Manager: Ten years experience. Desires good connection. Write or wire Box 414, Hamlet, N. C.

Ambitious young projectionist looking for po- sition with a future. Five years experience; eager to learn more. Available immediately. Will go any place. No bad habits. Box 2781, Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo.

Projectionist, general maintenance, service, re- pairs, 23 years small town experience, steady, sober, reliable. Projectionist, 2212 Orchard St., Chicago.

BUSINESS STIMULATORS

Comic books again available as **premiums,** give- aways at your kiddy shows. Large variety latest 48-page newsstand editions. Comics Premium Co., 412B Greenwich St., New York City.

Bingo with more action, $2.25 thousand cards. Also other games. Novelty Games Co., 1434 Bed- ford Ave., Brooklyn 16, N. Y.

Bingo Games. No license necessary. Screen Dial $20. Cards for 75 or 100 number game, $275 per thousand. Ten thousand or more, $2.50 per thousand. Premium Products, 354 West 44th St., New York City.

AIR CONDITIONING

Prompt shipment, all-steel blowers with motors, 5,500 cfm, $127.80; 8,500 cfm, $172.20; 11,000 cfm, $228.90; 13,500 cfm., $276; other sizes available. Latest dual air washers, 5,000 cfm, $138; 7,000 cfm, $168; 10,000 cfm, $204; 15,000 cfm, $240; 20,000 cfm, $276. Diffusers, recir- culating pumps, exhaust fans available. S.O.S. Cinema Supply Corp., 449 W. 42nd St., New York 18.

Spray Nozzles ¼ in., ⅜ in., ½ in. Have 500 left at 80c each. Cap. ½ to 2½ gal. per min. Water broken to fine misty spray. Can ship at once. G. A. Peterson, RFD No. 2, Clinton, Mo.

For Sale: Three Buffalo fans, size 8, Double. Excellent for cooling theatre. $400 each, F.O.B., Box 317, Weatherford, Tex.

POPCORN SUPPLIES

Write for our special contract which guarantees you more profits and greater savings on all your popcorn and popcorn supplies. Blevins Bee Hive Popcorn Co., Nashville, Tenn.

Home of "Rush Hour" popcorn and popcorn supplies. Send for price list. Prunty Seed & Grain Co., 620 N. 2nd St., St. Louis 2, Mo. Established 1874.

All-Electric Popcorn Units, popping kettles, copper caramelcorn, candy kettles, peanut roasters, display cases, lowest prices. Northside Popcorn Co., Indianola, Iowa.

Sacrifice Korn King never used. Free 5 bags popcorn, 10 gallons seasoning, 4,000 10c bags, case salt. Littlejohn, Box 231, Lagrange, Ga.

BOOKS

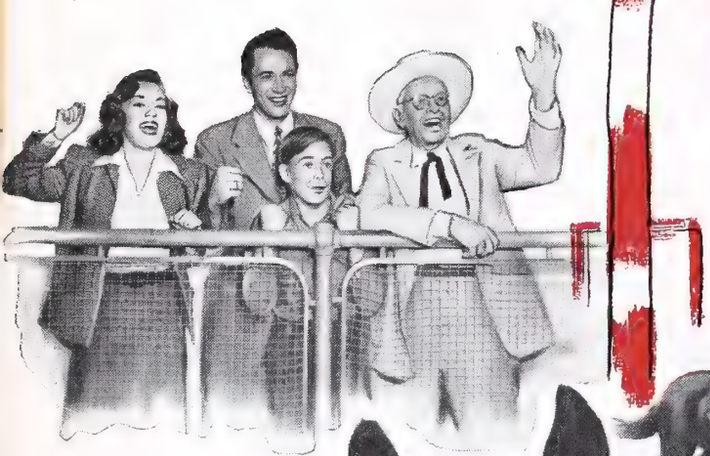
New! Instructions—Film "Setting Sound Lens" $1.95. Wesley Trout, Enid, Okla.

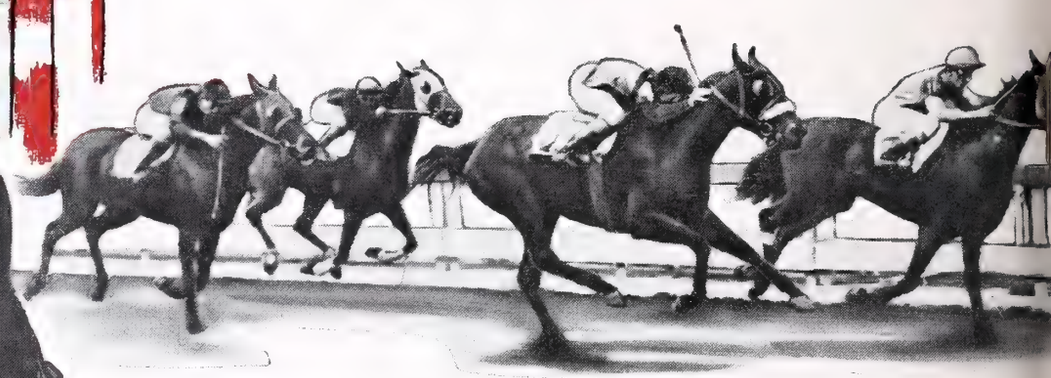
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